

# NEXT15

AGM CEO Presentation – JUNE 26<sup>th</sup>, 2019

# BUSINESS UPDATE

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after talent, we believe brand and technology are a  
company's biggest and most important assets

# BUSINESS UPDATE

we believe that our challenge is to help our customers  
become better businesses,  
not just more attractive in the moment

# THE LAST FIVE YEARS

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- Focussed geographically
- Shifted to data and technology
- Focused on user experience versus customer experience
- Invested in talent
- Remained entrepreneurial and agile
- Attractive home for businesses

# THE NEXT FIVE YEARS

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- Maintain focus on data and tech
- Continue evolution of brand marketing to fully embrace data and tech
- Complete the repositioning of creative
- Invest in innovation enabling businesses
- Drive skills transfer
- Remain focused on talent



# CURRENT OUTLOOK

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- Archetype changes are significant but driving positive change
- Seeing positive impact from newly acquired businesses
- Market pushing us towards a new model for software development
- Strong pipeline for acquisitions

CLOSE