

NEXT15

AGM CEO Presentation – JUNE 26th, 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