

## Strategic report /

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## Financial highlights

### REVENUE (£M)

£416.2m

### ORGANIC REVENUE GROWTH

6.4%

### ADJUSTED EBITDA<sup>1</sup>

£128.5m

### ADJUSTED EBITDA MARGIN<sup>1</sup>

30.9%

### ADJUSTED DILUTED EARNINGS PER SHARE<sup>1</sup>

18.5p

### NET DEBT LEVERAGE<sup>1</sup>

1.4x

## Operational highlights

- Good delivery against our four key priorities for 2019:
  - Focus on execution: Exceptional performances in Flywheel Digital and WGSN.
  - Edge: Continuing progress on the integration of Edge due to complete in H1 2020, significant Coca-Cola contract win and encouraging trading in early 2020.
  - Marketing segment growth.
  - Ascential operating model rolled out.
- Organic growth across all segments.
- Acquisition of eCommerce analytics business Yimian in China.

*"2019 was a satisfying and successful year for Ascential. We advanced our operating model to ensure our products further align with our customers' needs in fast paced growth markets and this was reflected in organic growth across all of our segments. We were particularly pleased with the strength of growth of the Marketing segment and exceptional performances from WGSN and Flywheel Digital."*

Duncan Painter, Chief Executive Officer



### More information online:

Our website gives you fast, direct access to a wide range of Company information.

[ascential.com](https://www.ascential.com)

<sup>1</sup> Refer to glossary of Alternative Performance Measures on page 33

**Ascential is a specialist information data and analytics company that helps the world's most ambitious businesses win in the digital economy.**

Our information optimises our customers' offering on the journey from product design through to marketing and sales.

The digital economy offers opportunity at a scale we haven't experienced before. We understand that our customers – the world's top consumer product and services companies – need the right information to help seize that opportunity.

We exist to help our customers win in the digital economy, unlocking the information, insights, connections, data and digital tools our customers need to understand the demands of tomorrow's consumer and make the decisions that will enable their business to grow and thrive.

Ascential also powers political, construction and environmental intelligence product brands DeHavilland, Glenigan and Groundsure – together comprising the Built Environment & Policy segment.

