

When you can see the future, it's easier to get there first

What we draw upon

Colleagues and culture

- Our experienced and dedicated global workforce of over 2,000 colleagues cross five continents
- Our strong and diverse culture underpinned by the Ascential Behaviours and Beliefs

Our Brands

- World-class specialist businesses that combine immediately actionable insight with visionary longer-term thinking

Relationships and partners

- We partner with 65% of the top 100 most valuable global brands*

Technology

- Robust and scalable technology platforms
- Proprietary technology stack and algorithms

Financial

- Access to substantial committed bank facilities
- Clear capital allocation policy
- Good operating cash generation

* BrandZ Top 100 Most Valuable Global Brands

To provide specialist information, analytics and eCommerce optimisation

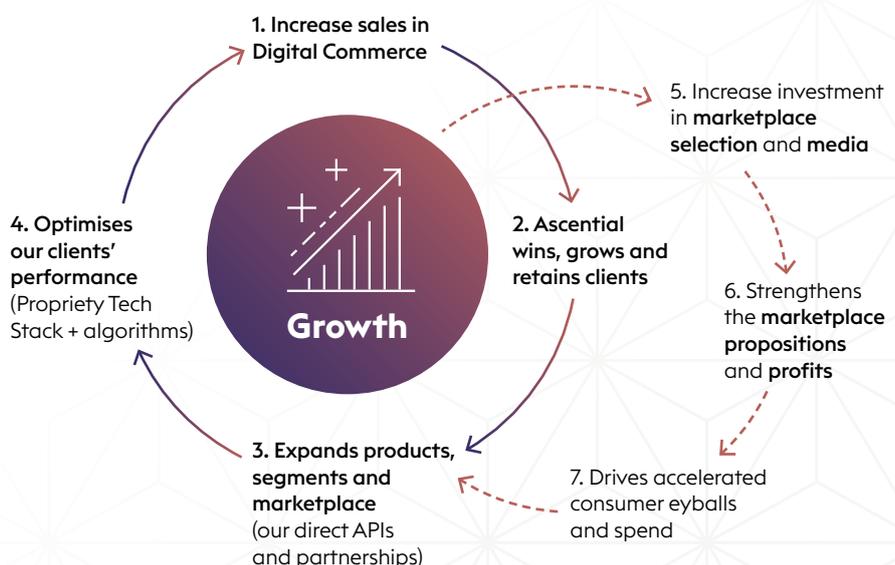
The Ascential Solution

The businesses that make up Ascential bring together different specialisms to enable our customers to succeed in three critical areas:

- 1. Creating the right products –** know what products the consumer wants tomorrow.
- 2. Maximising the market impact –** getting to maximum creativity with optimised media.
- 3. Optimising digital commerce –** executing with excellence on the winning platforms.

Our advantage: the network effect

The Ascential network effect



Our brands support our customer to create the right products, maximise the brand’s marketing impact and optimise digital commerce execution

Through four segments that cover the customer journey from product design to sales

Our businesses **improve performance and solve problems** for our customers by delivering immediately actionable information combined with visionary longer-term thinking across:

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Ascential’s reach

Partnering in over 100 countries with major eCommerce ecosystems



That delivers benefits

For our people

- We aim to be a destination employer in every one of our key operating territories and markets.
- Overall engagement score in 2020 engagement survey of 81 (vs target of 80 out of 100).

For our customers

- We aim to help our customers improve their performance across Product Design, Marketing and Sales.
- We measure our performance through a range of customer engagement statistics including net promoter scores, retention rates, and growth from existing customers.

For our partners and suppliers

- We work with our partners and suppliers to develop productive and fair working relationships, with fair business and payment terms.

For our communities

- We support our communities through charitable donations, working towards operating sustainable events, and operating responsibly with our suppliers, partners and other stakeholders.

For our shareholders

- We aim to deliver long-term sustainable returns, measured by Total Shareholder Return.