

# Company overview

## Who we are

Ascential delivers specialist information, analytics and eCommerce optimisation platforms to the world's leading consumer brands and their ecosystems.

Our world-class businesses improve performance and solve problems for our customers by delivering immediately actionable information combined with visionary longer-term thinking across Digital Commerce, Product Design and Marketing. We also serve customers across Retail & Financial Services.

### Our purpose

Our world-class businesses across the group solve problems and improve performance for our customers today, informing their strategies for future success.

### Our values

Our values guide how we work with each other and with our customers, every day.

- All-in
- Facts
- Focus
- Empathy
- Trust, transparency & openness
- Be creative
- No silos

## The Ascential Solution

### Digital Commerce

Measurement, optimisation and execution to drive digital commerce growth.

### Product Design

Consumer product trend forecasting, data and insight to create world-class products and experiences.

### Marketing

Services and tools to measure and optimise marketing creativity, media and platform effectiveness and efficiency.

### Retail & Financial Services

Industry-specific information to drive performance.

## Segmental review

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### Digital Commerce

We deliver data, analytics and industry-specific intelligence to maximise our customers' digital commerce, optimising distribution strategy, product portfolio, and search.

#### Revenue

£103m

#### Flywheel

Offers customers marketplace-specific software, tools and expertise to drive sales and brand performance across marketplace platforms by directly actioning solutions for clients.

#### EDGE

Delivers some of the industry's most accurate and actionable sales-driving data, insights and advisory solutions for global brands looking to win in today's eCommerce-driven world.

#### Yimian

Helps its customers, predominantly multi-national CPGs, optimise their sales on eCommerce platforms.

### Product Design

We deliver trend forecasting and insights, enabling customers to design the right products for tomorrow's consumers.

#### Revenue

£88m

#### WGSN

Combines high-end technology and data science with human ingenuity, identifying the future consumers, the influencers and communities and optimal product and packaging design trends essential to brands' success.

#### Use Fashion

Online platform that empowers small fashion businesses by delivering essential fashion information that informs and inspires.

#### Coloro

Intuitive and intelligent tools for every colour requirement.

### Marketing

We enable customers to create, execute and measure the effectiveness of marketing campaigns, leveraging creativity to create a world-class brand experience.

#### Revenue

£54m

#### LIONS

The global benchmark for creativity. Our awards celebrate the industry's best ideas, whilst our digital offerings enable inspiration and measurement around campaign effectiveness.

#### WARC

A leading advisory firm, sitting at the intersection of media, marketing, advertising, entertainment, technology, and finance. Enables businesses to drive vigorous and sustainable growth, while optimising media strategy.

#### MediaLink

The global authority on advertising and media effectiveness, offering advertising best practice, evidence and insights from the world's leading brands.

### Retail & Financial Services

The world's premier payments and FinTech congress and events, data and tools for retailers.

#### Revenue

£18m

#### Money20/20

Money20/20 offers global events enabling payments and financial services innovation for connected commerce at the intersection of mobile, retail, marketing services, data and technology.

#### Retail Week

Retail Week provides news & analysis, commercial content and events & awards to help retailers understand how to act now to optimise their operations and connect with the right partners to win in the global, digital age.

#### World Retail Congress

Builds bespoke sponsorship packages for customers including expo stands, branding, commercial content, networking and thought leadership.

Our customers rely on our specialist information, analytics and eCommerce optimisation platforms to make smart strategic decisions that improve performance now and in the future. Our competitive edge comes from:

#### Countries we operate in

115

We serve customers in 115 countries, leveraging local knowledge and connections for our global audience.

#### Employees across five continents

>2,000

We have an experienced and dedicated global workforce which we recognise as a key asset of our business.

#### Access to more data for more clients

Our platforms capture real-time data on what brands are selling, where and in what volumes, so we can offer unrivalled insight into how customers can optimise their performance. And our big picture overview of Digital Commerce, Product Design and Marketing means we see opportunities that others miss.

#### Short and long-term visibility

Customers can make smart strategic moves based on our short-term immediately actionable insights and our visionary longer-term thinking.

#### Global scale and local sensibility

We have expert teams across five continents. We understand global shifts and local context, offering our clients a comprehensive world view.

#### Best in class products

Our specialist teams are the best at what they do. Their deep-rooted expertise helps our customers maximise their sales, design better products, and optimise their marketing.