

# The Investment Case

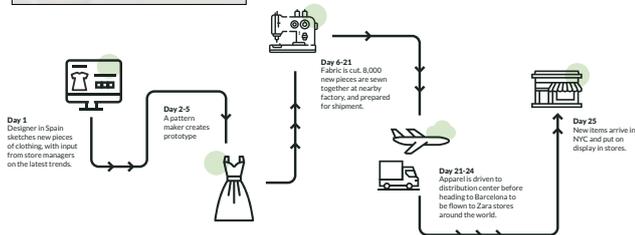
## Clear long-term vision

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

Retail is on the cusp of entering the fifth generation and the next era of its evolution: Retail 5.0. By 2025, online sales are expected to account for around 40% of Consumer Product companies' total sales and eCommerce will be dominated by a handful of major ecosystems. These platforms will increasingly own consumers' loyalty, and brands will require specific strategies, and agility and integration of distribution and product creation models, to compete.

Trusted by leading businesses Ascential has:

- best in class capabilities for the major platforms of Amazon, Alibaba and JD.com
- the widest and most comprehensive platforms for trading, measurement and share across the new entrants



## Market leaders

Trusted by leading businesses



Leading provider of Digital Commerce retail and media driven by proprietary, wholly-owned, and built from the ground up software stack.



Is the world's leading ecommerce performance measurement platform. Monitoring +3.3bn websites per month, we produce data-driven insights for 400 of the largest CPG retailers and manufacturers.



We help 8 of the top 10 global FMCG brands to win in China's digital commerce space.



60% of the "Best Global Brands" (Interbrand 2020) are powered by our consumer insight and product design trends.



9/10 of the top 10 agencies of the decade have access to our digital intelligence and learning platform - The Work.



80% of the global top 10 brands (Forbes' 2020) and 70% of the world's top 10 most valuable brands (BrandZ 2020) drive marketing effectiveness with our insights and data.



The top 50 companies in Financial Services attend our global events series each year to hear from over 1,300 fintech visionaries.

## Structural Growth

We operate in markets of substantial scale, with clear growth prospects<sup>1</sup>.

### Total

Addressable market by segment (2020)

\$15.7bn

### Forecast CAGR (2020-2023)

14%

### Digital Commerce

\$4.7bn

+29%

Analytics & Advisory	+10-20%
Retail Managed Services	+20-30%
Media Managed Services	+40-50%
Managed Services, China	+30-40%
Content Syndication	+10-20%

### Product Design

\$6.0bn

+5%

Trend Intelligence	+6-10%
Product Design Consultancy	+2-6%
Consumer Sentiment Analytics	+7-13%
Market Research	+2-6%

### Marketing

\$5.1bn

+6%

Events & Benchmarks	+110-130%
Advisory	+4-10%
Media Management Systems	+3-7%
Measurement	+2-6%

<sup>1</sup> Review of Ascential's Markets by PwC, December 2020. The PwC market data quote in this document is sourced from a publicly available market report that can be found on [www.ascential.com](http://www.ascential.com). PwC owes no duty of care to anyone other than Ascential in relation to this report.

## Robust business model

Digital information company

Digital Commerce largest and fastest growing business segment

2021\*

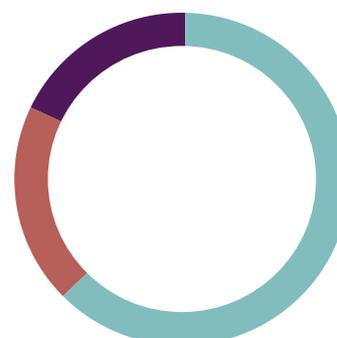


\* Analyst estimate range (March 2021)

Digital Commerce	35%
Product Design	25%
Marketing	26%
Retail & Financial Services	14%

Growing proportion of digital based products provide resilient base

2021\*



\* Analyst estimate range (March 2021)

Digital Subscriptions & Platforms	63%
Events	19%
Advisory	18%