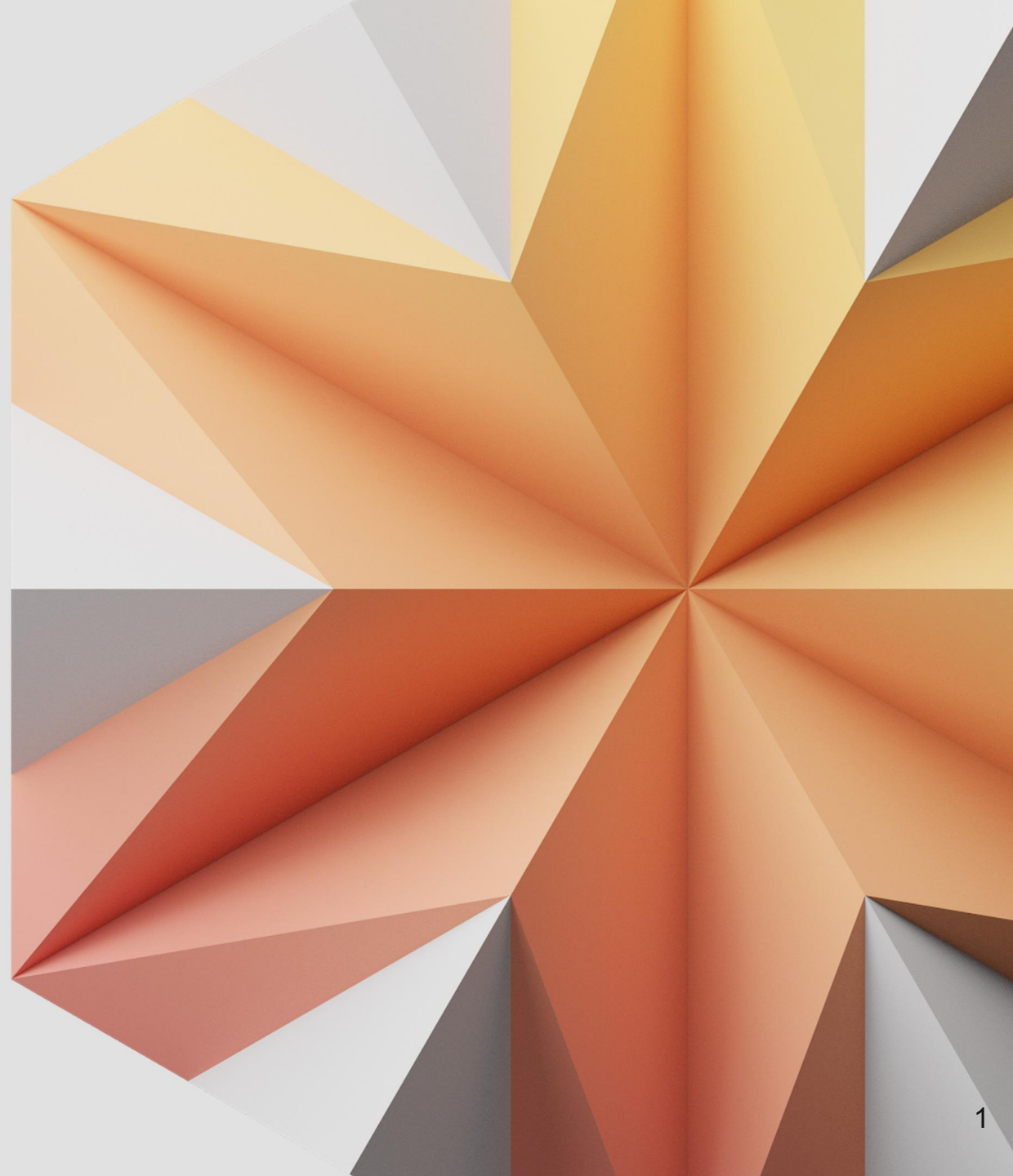


ASCENTIAL

Act today, win tomorrow.

Introduction to Ascential



Ascential

Four business operating units focussed on one objective

ASCENTIAL

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

Our 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

Marketing

Retail & Financial
Services

2021 highlights

- Performance reflects our market-leading products and strategic positioning.
- All four business units achieved significant contributions to growth.
- Digital Commerce proforma revenue growth accelerates to 33% expanding both TAM and capabilities.
- Product Design achieved 30% growth in Non Fashion segments in a strong return to growth with 10% subscription billings and 7% total revenue growth.
- Strong return of Lions benchmark awards drives sharp recovery in Marketing.
- Money20/20 returns successfully, with US at 98% of 2019 levels.
- Strong balance sheet through execution of disposals and equity placing.



Total revenue

£349m (£230m)

Reported growth 52% ▲

Proforma growth 48% ▲



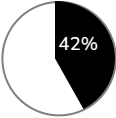

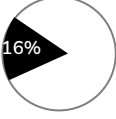
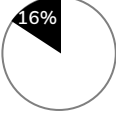
Adjusted EBITDA

£89m (£22m)

Reported growth 311% ▲

Proforma growth 248% ▲

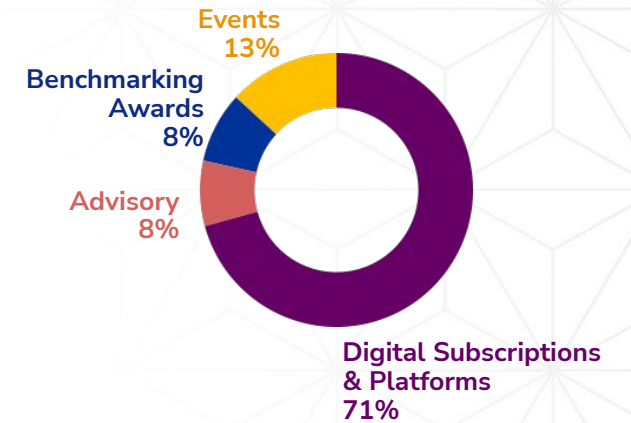
Segmental overview 2021

Segment	Revenue		Growth ¹	EBITDA ²	Margin
Digital Commerce	£147m		▲ 33%	£31m	21%
Product Design	£91m		▲ 7%	£41m	45%
Marketing	£57m		▲ 188%	£26m	45%
Retail & Financial Services	£54m		▲ 205%	£11m	20%
Total	£349m		▲ 48%	£89m	25%

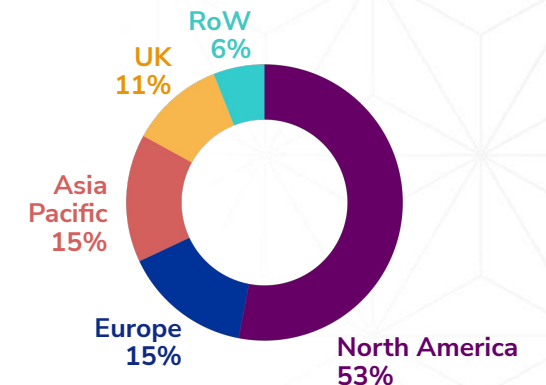
¹ Proforma basis

² Adjusted EBITDA (total includes Group costs of £20m)

Business Model



Geography



Our Digital Commerce business

Our products



Execution Platform

Automated and algorithm driven management of retail and media operations across digital marketplaces.

Implementation of merchandising, fulfilment and catalogue strategies.

Directly connecting professional independent content with brand products at point of purchase.



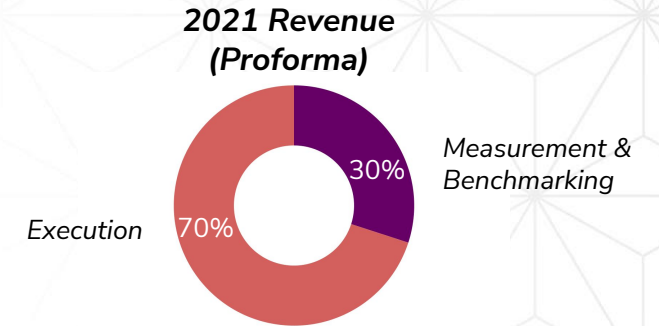
Measurement & Benchmarking

Integrated view of product listings and stock availability across multiple platforms, globally.

Evaluation of retail performance, media position and search management.

Platform specific performance measurement versus the market, at product level.

Unique measurement of market share and automated win/loss analysis.



Major Platforms covered



Example customers



flywheel dz DUO ZHUN p perpetual ASR

OneSpace 4KMILES WHYTESPYDER AN ASCENTIAL COMPANY

EDGE

& YIMIAN

Intellibrand

Digital Commerce (2021)

- Strong revenue momentum continues.
 - Driven by new customer acquisitions, individual customer growth and expansion of marketplace, geographic and customer segment coverage.
 - Good profit growth, with slightly lower margin reflecting acquisition of early stage, high growth, businesses.
- KPIs
- 110%+ net revenue retention
 - >200 new enterprise customers
 - >1,600 new challenger brands



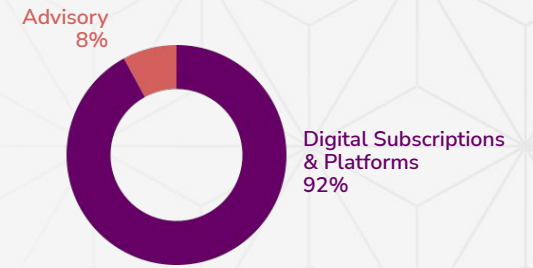
Execution Platform



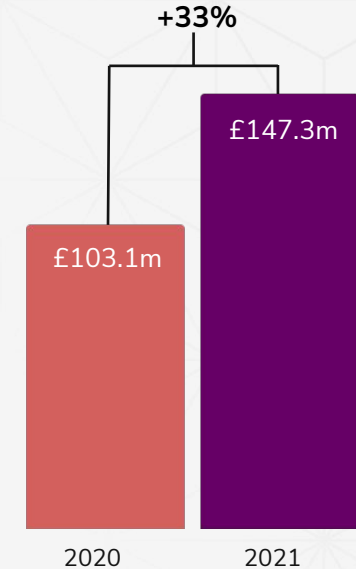
Measurement & Benchmarking



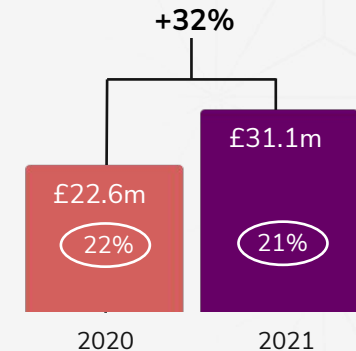
Business model



Revenue and proforma growth



Adjusted EBITDA, proforma growth and margin



Product Design (2021)

Growth driven through new segments:

- Non Fashion
 - now >40% of revenue base
 - growing 30%
- Consumer Tech launched in August 2021
- Relaunch of Lifestyle & Interiors as WGSN Interiors

KPIs

- Subscription billings +10%
- Renewal rate: 90%+
- Maintained record NPS



Consumer Insight



Product Trends



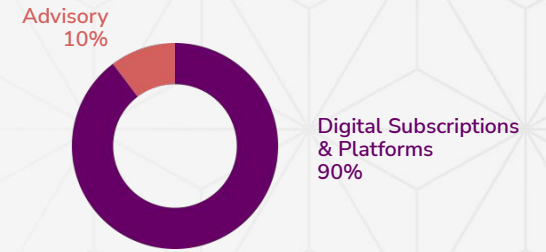
Trading Strategy

WGSN

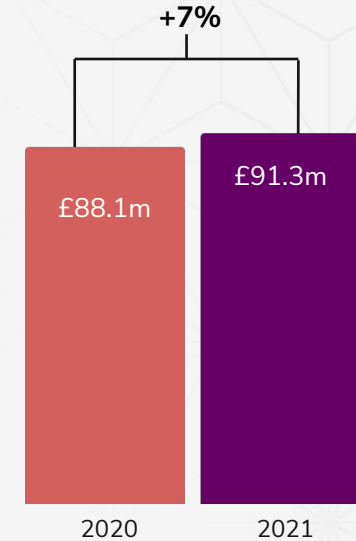
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START

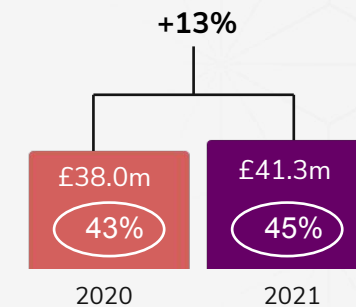
Business model



Revenue and proforma growth



Adjusted EBITDA, proforma growth and margin



Marketing (2021)

Strong return of Lions awards benchmark

- in a purely digital format
- with revenue ahead of 2019 for this element

Launch of WARC Awards for Effectiveness

KPIs

- Lions: 29,000+ award entries
- WARC: revenue +16%
- WARC: renewal rate 90%+



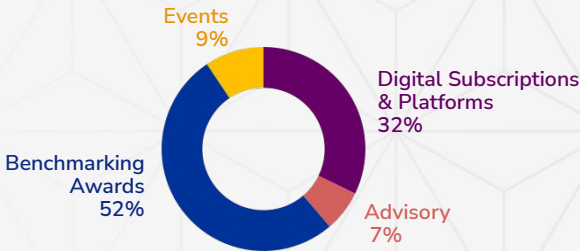
Creativity Benchmark



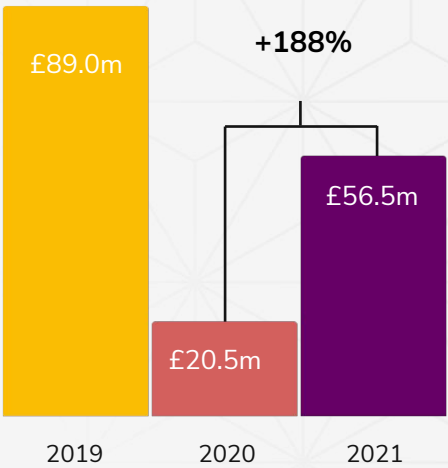
Effectiveness

WARC

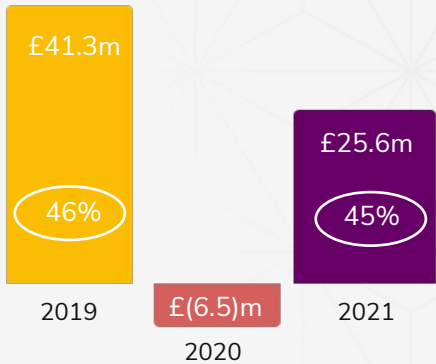
Business model



Revenue and proforma growth



Adjusted EBITDA, proforma growth and margin



Retail & Financial Services (2021)

Strong return of both Money20/20 events in 2021

- US: achieved 98% of 2019 revenue

Retail Week Live and Awards returned in 2021

WRC scheduled for Rome in April 2022

KPIs

- Money20/20 attendees
 - US: > 8,000
 - Europe: > 4,000
- P&P and Retail Insight renewal rates 90%+ (after sunsetting of certain segments)



Fintech's Home

**MONEY
20/20**



Retail Global Forum

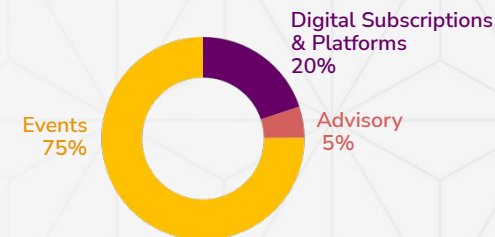


Retail Insight

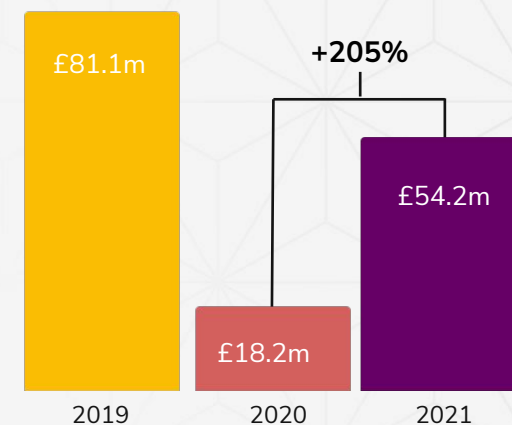
RetailWeek™

Price + Promo

Business model



Revenue and proforma growth



Adjusted EBITDA, proforma growth and margin

