WELCOME
DUNCAN PAINTER
PHIL THOMAS
2019 KEY PRIORITIES

FOCUS ON EXECUTION
Extend our market leadership across our digital information brands
Establish Ascential strategic client programme

FULLY INTEGRATE EDGE
Drive high cross sell growth
Complete the integration of the teams, business systems and products into a single platform for our customers

MARKETING SEGMENT BACK TO GROWTH
Return Cannes Lions and MediaLink back to growth

ONE ASCENTIAL OPERATING MODEL
Finalise our operating model rollout in Marketing, Finance and Product Development
LEVERS FOR GROWTH

Product Design
- NEW PRODUCTS
- DIGITAL SHELF
- OPERATING LEVERAGE
- CUSTOMER SEGMENTATION

Marketing
- WGSN Beauty
- WGSN
- MANAGED SERVICES
- MEDIALINK

Sales
- NEW PLATFORMS
- NEW CATEGORIES
- NEW GEOGRAPHIES
- CROSS-SELL

Ascential Products Deep Dive
SERVING THE NEEDS OF CUSTOMERS IN PRODUCT DESIGN, MARKETING AND SALES

c. 90% of our Revenue comes from the consumer value chain

Proforma for WARC, BrandView and Flywheel
OUR VISION
THE ASCENTIAL CONSUMER PRODUCT PLATFORM

EDGE DIGITAL ANALYTICS PLATFORM
- Retail Insight
- Digital Shelf
- Price & Promo
- Semantic analysis
- Market Share
- On-site marketing

IN-HOUSE TRADING PLATFORM
Online marketplace management platform empowering customers to translate ecommerce KPI insights into commercial actions, leveraging Flywheel and Edge infrastructure

FLYWHEEL
Premium Service

FLYWHEEL
Full Service

FLYWHEEL
Media Service

CROSS-CHANNEL OPTIMISATION PLATFORM
Platform to allow planning, path-to-purchase measurement and optimisation of marketing and advertising campaigns. Focused on in-flight digital optimisation but incorporating a wider cross-channel view

SINGLE COMMERCE VIEW AND FIRST PARTY DATA VIRTUAL SHARING
Integrated commerce view integrating all commerce data sources

PRODUCT DESIGN AND CONSUMER TRENDS
Integrated platform covering 2 year product trends and consumer insight

Analytics and predictive platforms  Self managed  Managed services

19-20 June 2019
AGENDA

1. Positioning & Growth Opportunity
2. Integration Journey and Progress to Date
Shoppers are no longer just touching the physical shelf...

They’re also engaging with an algorithm on an infinite digital shelf
Our technology turns unstructured data points into actionable insights.
To give our clients the edge they need to win in an ecommerce-driven world
Our best-in-class suite of products enables you to drive sales, grow market share and protect your brand presence.
Generate strategic, channel and organisations plans
- Develop channel strategies
- Identify whitespace transformation plans

Optimise your merchandising to drive sales
- Optimise your products for availability, traffic and conversion
- Optimise promotions (brands and retailers) and price (retailer)

Measure the result in your market share (Amazon today)
- Measure the impact of strategy & execution
- Drive sales & share
Global capability and coverage to meet your needs around the world
CUSTOMER CASE STUDY

We are helping a global cosmetics company deliver several billion in ecommerce sales and growth >30%

**Know. Act. Win.**

<table>
<thead>
<tr>
<th>Edge Services</th>
<th>Market Coverage – 34 markets</th>
<th>Customisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Shelf</td>
<td>North &amp; South America</td>
<td>Customised dashboards</td>
</tr>
<tr>
<td>Market Share</td>
<td>Europe</td>
<td>API to digital cockpit</td>
</tr>
<tr>
<td>Price &amp; Promo</td>
<td>Asia</td>
<td>Global, regional and local views</td>
</tr>
<tr>
<td>Retail Insight</td>
<td></td>
<td>Custom hierarchies &amp; catalogues</td>
</tr>
<tr>
<td>Advisory</td>
<td></td>
<td>Technical support</td>
</tr>
</tbody>
</table>

**Additional Services**

- Global and local AM & Insights teams
- Executive sponsorship
- Hackathons and digital share groups
CUSTOMER CASE STUDY

We are helping a global health & wellness company grow their global ecommerce sales to >$400m by 2021


Edge Services
- Digital Shelf
- Market Share
- Advisory
- Retail Insight

Market Coverage – 18 markets
- North & South America
- Europe
- Asia

Additional Services
- Global and local AM & Insights teams
- Executive sponsorship
- Multiple advisory projects

Customisation
- Customised dashboards
- API
- Global, regional and local views
- Custom hierarchies & catalogues
- Technical support

Coverage
- Local
- Regional
- Global
OPTIMISING THE DIGITAL SHELF IS CRITICAL TO SALES

<table>
<thead>
<tr>
<th>Availability</th>
<th>Traffic</th>
<th>Conversion</th>
<th>Sales &amp; Share</th>
</tr>
</thead>
</table>

**A Confectionery Case Study**

- **Availability**
  22% sales loss per week for every day that a SKU is Out of Stock

- **Search**
  65% sales increase moving from 20th to 10th position

- **Content Accuracy**
  31% uplift in sales for each week SKU is content compliant

- **Promotions**
  6% sales increase per week per day of promo offer

- **Reviews**
  5% sales increase per 10 additional reviews
  9% sales increase per +0.5 star rating
BREAKDOWN OF EDGE OPPORTUNITY

Current Customers

New Customers

Products Currently Purchased

Additional Products

Current Typical Spend

Upsold & Cross-Sold

Current Revenues

1. Upsell to All Relevant Geos

2. Cross-sell All Relevant Products

3. Cross-sell All Relevant Products in All Geos

4. New Logos (Current Typical Spend)

5. New Logos (All Relevant Products / Geos)
Commentary

- Estimated global syndicated data & analytics market = $6bn\(^1\)
- Ecommerce analytics current potential = $1.2bn\(^2\)
- Addressable by Edge products & services today (excl. China / APAC) = $0.8bn\(^3\)

\(^1\) Source: e-marketer, company financials, PwC analysis; Ascential analysis; \(^2\) Assumes ecommerce analytics spend should be proportionate to ecommerce as percent of chain retail sales (i.e. 20% of market); \(^3\) Bottom up number of addressable companies times assumed revenue per customer
AGENDA

1. Positioning & Growth Opportunity
2. Integration Journey and Progress to Date
1. ‘Assemble’ Leading Businesses & Propositions
2. Create Advantaged Growth Platform
3. Extend the Platform

- 1. Create a Go to Market Machine
- 2. Deliver Product Leadership & Innovation
- 3. Create the Tech & Ops Platform
- 4. Build a High Performance Organisation
Thank you
DEDICATION
We’ve spent years solely focused on deconstructing the Amazon machine.

EXPERIENCE
We’ve helped hundreds of brands.

TECHNOLOGY
We’ve invested heavily in technology and analytics that allows our team to manage massive amounts of data at scale.
It’s a Search First World

More than 50% of product searches now start on Amazon, 2x Google

The top 3 listings account for 64% of all clicks

70% of shoppers never look past the first page of search results
BY THE NUMBERS

$10.1 Billion 2018
36% YOY
Estimated 14% 2023 Digital ad totals
Potential to tap $70 billion TV ad market with OTT streaming video on FIRE and other assets

OTT-Over the Top (delivered over internet)
Amazon Share Of US Digital Advertising Vs. Duopoly
Percent of the US digital ad market, by platform

<table>
<thead>
<tr>
<th>Year</th>
<th>Google</th>
<th>Facebook</th>
<th>Amazon</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>41%</td>
<td>17%</td>
<td>2%</td>
</tr>
<tr>
<td>2017</td>
<td>39%</td>
<td>20%</td>
<td>2%</td>
</tr>
<tr>
<td>2018</td>
<td>37%</td>
<td>20%</td>
<td>7%</td>
</tr>
<tr>
<td>2019E</td>
<td>36%</td>
<td>22%</td>
<td>9%</td>
</tr>
<tr>
<td>2020E</td>
<td>35%</td>
<td>23%</td>
<td>10%</td>
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<tr>
<td>2021E</td>
<td>33%</td>
<td>22%</td>
<td>12%</td>
</tr>
<tr>
<td>2022E</td>
<td>32%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>2023E</td>
<td>31%</td>
<td>20%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Note: Google includes ad revenue from YouTube; Facebook includes Instagram. Includes advertising that appears on desktop, mobile, and other internet-connected devices, across all ad formats; after paying traffic acquisition costs (TAC) to partner sites.
Source: eMatter, Business Insider Intelligence, 2019
LEVERS FOR GROWTH

- NEW MARKETPLACES
- NEW CATEGORIES
- NEW GEOGRAPHIES
- CROSS-SELL
NEW MARKETPLACES

Walmart Joins Amazon in Chase for Ad Dollars
Retail giant wants to sell more digital and store ads based on its shopper data
DEVELOPMENTS SINCE ACQUISITION
NOVEMBER 2018

Significant investment and growth of tech team
Development of European team & office
Launched in Japan & Australia
Launching Walmart Search Services
Ascential Brand Collaboration
Debut at Cannes Lions targeting brand CMOs
THANK YOU
BREAK & PRODUCT DEMONSTRATION
AN INTRODUCTION

Carla Buzasi
Managing Director

Bernard Johnson
SVP, Global Revenues
Our strategy of improved global reach, adding categories and extending our offering is **delivering growth**

**Timeline of Key Ascential & WGSN Events**

1998
- WGSN Founded

2005
- WGSN purchased by EMAP

2012
- Rebrand as TopRight Group

2013
- Acquire Stylesight, relaunch WGSN.com

2015
- Launch L&I
- Acquire Mindset, open Brazil office
- JV with CTIC in China

2016
- Launch Insight
- Acquire Use Fashion

2017
- Rebrand as Ascential

2018
- IPO

2019
- Launch Coloro & Barometer
- Launch Beauty
- JV with CTIC in China

**Annual Growth**

- 3%
- 6%
- 6%
- 7%
**OUR MISSION**

We enable brands and businesses across the globe to create the right products at the right time to the benefit of the consumer, their bottom line and the planet.

**How we do it**

We do this by tracking macro trends, translating these into consumer profiles and then predicting consumer demand, ensuring brands understand what products to create and when across the four key pillars of product design: colour, materials, formulation and packaging.
Why are we at Cannes Lions…?

Deliver consumer trends/insights to the Cannes Lions audience

Report on marketing trends for the WGSN audience

Meet with prospects and clients
How WGSN fits into the Ascential customer journey?

Our key strengths lie in delivering deep consumer insights and how to create the products to feed consumer demand.

We are the jumping off point for the consumer product lifecycle.

The rules of product design are broadly in line across industries giving us the opportunity to expand out of our fashion heritage and into new markets.
The major themes of market change

Retail landscape

- Crisis hitting traditional retail
- Economic pressure to:
  - Reinvent bricks & mortar in the face of record store closures
  - Concurrently run multiple channels
- Ecommerce to reach 30-45% by 2022
- New dominant retail geos – China overtaking US in many markets, including apparel
- New players, new winners in marketplaces and social commerce

Digital consumer

- Consumer expectation around speed and convenience
- Consumers will become hyper-connected with uptake of 5G
- Voice becoming mainstream
- Wechat replacing email in China

Sustainability

- Consumer demand for transparency around ethics and sustainability
- Shift towards sustainable sourcing and design with end-of-life in mind
- Businesses facing pressures around regulation, employee attraction & retention and need to reinvent business models
- Longer-term exposure as consumption declines and consumers ‘re-set’ expectations
Launch new categories
Our vision is to roll out new industry verticals with WGSN Insight as the common foundation.
**Emerging Trend: Garden Brows**

Turn your attention to products for brows. This nature-inspired trend encourages colourful palettes and floral applications – key for this festival season.

**Recent Reports**

An edited pick of the newest reports from Ingredients, Texture and Fragrance, Colours and Packaging.

**Beauty Feed**

Your daily edit from the world’s most
Expanding addressable market
We have bought a low-cost trend product in Brazil and will roll this out to other geos

There is a potential prize of more than 15k companies to be addressed in Brazil.

Results so far are positive: YTD’19 projected growth Vs 17:
- NB +108%
- RW +34%
- Value RR% from 67% to 78%
Data

WGSN is uniquely advantaged to create unique insight and solutions for our customers using Ascential data

Leveraging analysis of these sources we can:

1) Add Value to our Subscription Business
   - e.g. statistics on key items embedded in reports such as the Buyers’ Briefing
   - Buyers need validation on purchasing decisions
   - Reinforces credibility
   - Marketing funnel into Advisory

2) Drive Consulting
   - e.g. Custom Mindset Project for global sportswear brand on the customer journey - used Instock combined with the brand’s own data to understand where shoppers drop off on the path to purchase
   - Ensure we are not leaving money on the table vs syndicated research via Nielsen, Kantar, etc

3) Build New Products
   - See next section for more detail
The trend curve, data & tools

The trend curve could uniquely combine various data sets to serve a key client need

- Initial proof of concept and first versions will be fashion-focused given the strength of our existing data sets, customer base, and industry fit for this methodology
- However we plan to replicate for beauty etc. in subsequent iterations and there is potential to apply the same approach for macro consumer demographic trends (e.g. for Insight)

Example output from proof of concept

---

**The Trend Curve Concept**

- Innovators
- Mass
- Conservative

**Dataset Categories**

- Social Adoption Index Data
- Catwalk & Street Style Data
- Retail Data (Instock)
- Brand Perception Data (Barometer)
- Search Data
- Sales Data

**Phase Breakdown**

- Phase 1
- Phase 2
- Phase 3

---

**Component Four: The Strappy Sandal**

- Innovators: 46.6%
- Mass: 46.4%
- Conservative: 9.7%

- Street: 21.1%
- Trend: 19.8%
Product design for ecommerce

There is an opportunity to develop new propositions specifically for ecommerce design

Example Customer Questions - Product Design for Ecommerce

- What’s the optimal pack size?
- How can I optimize weight, size and shape for delivery?
- How are 3rd party sellers repackaging my products?
- How can I optimize packaging for online?
- How can I utilize new online models eg subscription?
- What role does design play on the digital shelf?

Example Propositions

- **Search back / reviews** – using search data and product reviews to identify gaps that consumers have identified or are searching for
- **3rd Party Sellers** – monitoring sales across channels to advise product creators are re-formatting / re-packaging their products
- **Product design consulting** – build on the type of recommendations that Flywheel provide as part of their full-service offering
Executive summary

In line with the broader unified Ascential strategy and market trends, we are taking a two-fold approach for the Product Design segment: extending into new markets and building out data analytics and tools.

We will continue with our global expansion, focusing on China and India and rolling-out Use Fashion
- This will focus the growth of our core product in the leading global markets of the future.
- Our low-cost product captures the opportunity at the lower end as the market polarises.

Following the successful launch of Beauty, we will continue with our category build out, with Food & Beverage up next
- This harnesses the strength of the wider Ascential portfolio in FMCG and leverages the wealth of data available in the category.

We will continue to build our data and analytics capabilities...
- Starting with the Trend Curve which will combine data sources unique to Ascential and answer a key client need.
- More broadly, we are investigating additional propositions focused on designing for ecommerce.

...and tools to reinforce and build-out the core
- We will continuing to grow Coloro, building on the success of this tool for our customers.
- We are investigating opportunities in consumer insight validation.
Trend Predictions 2020
Aronia Berries
Scandinese Design
Life Doulas
Lab-grown Diamonds
THANK YOU

Carla Buzasi
carla@wgsn.com

Bernard Johnson
bernard.johnson@ascential.com
CAPABILITIES OVERVIEW

**Talent and Organization**
- Building and revitalizing teams for change
  - Organizational Design
  - Capability Assessment & Training
  - Executive Search
  - Talent Advisory

**Brand Transformation**
- Sharpening brands for an evolved marketplace
  - Brand Strategy & Execution
  - Curated Journeys
  - Partnership Curation & Ways of Working

**Technology Application**
- Implementing next gen data and technology solutions
  - Technology Assessment
  - Future-State Strategy Development & Stack Design
  - Formulation of Data/Tech Solutions

**Marketplace Development**
- Enhancing product, visibility, connections and differentiation
  - Business Acceleration
  - Industry Marketing
  - Event Strategy
  - Sales Training

**Agency Optimization**
- Aligning the brand client-agency ecosystem to maximize performance
  - In-House Agency Design
  - Global Agency Orchestration
  - Agency Pitch Management
  - Agency "Therapy"

**Investor Strategies**
- Informing investment & acquisition plans
  - Prospect Identification & Evaluation
  - Exposure Analysis and Strategy
  - Operational and Commercial M&A Due Diligence
  - Sell-Side Advice

**Medialink Capabilities**

19-20 June 2019
TALENT MANAGEMENT, DEVELOPMENT AND EMPOWERMENT

PRACTICE BUILDING THROUGH WORLD-CLASS TALENT HIRES
ALIGNED WITH MARKET NEEDS

Shortell joined MediaLink from RSR Partners, a boutique search firm where she led the Marketing Services Practice. Shortell’s career spans 25 years in executive search. Prior to her role at RSR Partners, she spent more than a decade at WPP as senior vice president, executive recruiting and talent management. Her earlier recruiting experience comprises both search firm and client-side roles. At Heidrick & Struggles, Shortell executed searches for clients ranging from entrepreneurial start-ups to multi-national corporations, was a training and development faculty member and initiated a firm-wide process for enhancing diversity efforts.

As a senior member of MediaLink’s leadership team, Vollmer advises clients in media, entertainment, sports, and marketing services on corporate strategy and business transformation, new revenue models and growth acceleration, and business development including partnerships and acquisitions. Vollmer has more than two decades of consulting and advisory experience. He joins MediaLink from Strategy&, PwC’s strategy consulting business that was formed in 2014 after PwC acquired Booz & Co., where Vollmer was a partner and the leader of its global entertainment and media practice.
SHIFTING REVENUE ALONGSIDE MARKET REALITIES

CHANGES IN REVENUE BY CLIENT TYPE

2016

- Traditional Media: 30%
- Digital Native Media: 26%
- Tech: 22%
- Agencies: 11%
- Brands: 6%
- Financial Investor: 2%
- Other: 1%

2018

- Traditional Media: 24%
- Digital Native Media: 22%
- Tech: 19%
- Agencies: 17%
- Brands: 24%
- Financial Investor: 3%
- Other: 2%

2016 > 2018
SHIFTING REVENUE ALONGSIDE MARKET REALITIES

CHANGES IN YOY REVENUE BY CLIENT TYPE

- AGENCIES: 65%
- BRANDS: 16%
- TECHNOLOGY CO’S: 21%
- TRADITIONAL MEDIA: 21%

1. 2018 vs 2017
MARKET REALITIES ARE CHANGING OUR CUSTOMER BASE

1. Larger spenders & vendors than ever before - consolidation at an all-time high

2. A negative growth rate in digital media (outside of the triopoly)

3. Software/mobile are eating the world
SUSTAINING $800K+ CLIENTS AND GROWING INTO NEW ONES

2019 9 clients (as of May 2019)
2018 13 clients
2017 7 clients
FORGING DEEPER PARTNERSHIPS WITH EXISTING CLIENTS

CLEAR PRODUCTS AND SERVICES

Pharmaceutical Company
- Precision Marketing Roadmap
- Global Data Strategy
- Personalized Mktg Master-class Training
- Data Partnership Negotiation
- Personalization Pilots
- GDPR Risk Assessment
- Mitigating Marketing Data Risk Compliance
- Measurement Framework
- Identity Management Strategy / BFP

Financial Services Company
- Internal
- External
- Acceleration
- Internal
- External
- Sales & Corporate Strategy
- Brand
- Ad Tech
- Internal
- External
- Strategy
- Brand
- Performance
- Workshop
- RFP Process & Selection

MVPD
- Technology
- Sales
- Global Media Review
- Creative Agency Design
- Tentpole Strategy
- Creative Agency Optimisation

Diversified Hospitality Company
- Technology
- Sales
- Global Media Review
- Creative Agency Design
- Tentpole Strategy
- Creative Agency Optimisation

Multinational Telco
- Technology
- Sales
- Global Media Review
- Creative Agency Design
- Tentpole Strategy
- Creative Agency Optimisation

Major Confectionery Manufacturer
- Technology
- Sales
- Global Media Review
- Creative Agency Design
- Tentpole Strategy
- Creative Agency Optimisation

Internal
- Creative Agency Design
- Tentpole Strategy
- Creative Agency Optimisation

External
- Creative Agency Design
- Tentpole Strategy
- Creative Agency Optimisation

Mktg Planning Process Revamp
- Creative Agency Design
- Tentpole Strategy
- Creative Agency Optimisation

Netlicence Strategy / BFP
- Creative Agency Design
- Tentpole Strategy
- Creative Agency Optimisation

Global Data Strategy
- Creative Agency Design
- Tentpole Strategy
- Creative Agency Optimisation

Creative Vision
- Creative Agency Design
- Tentpole Strategy
- Creative Agency Optimisation

Content Experience Vision
- Creative Agency Design
- Tentpole Strategy
- Creative Agency Optimisation

Product Deep Dive

Products Deep Dive
MULTIPLE LEVERS FOR GROWTH ACCELERATED BY ASCENTIAL

WHERE WE’VE SEEN & EXPECT TO SEE GROWTH

BRAND ADVISORY

CLX

COLLABORATION

PRACTICE EXPANSION
MediaLink’s influence in Cannes is unparalleled. Across the week, MediaLink will host over 2,000 senior industry executives in their space along with over 80 partners. There is no shortage of reasons to come, whether it be the nightly parties, daily top level programming sessions, meetings with innovative and influential marketing executives, or just to escape the heat. Senior attendees know that MediaLink beach will be a must stop in their weekly plans.

**THE VENUE**

For the first time, MediaLink’s venue space is a standalone activation on the Cannes Lions beach. With a larger footprint and a central location that neighbors both Palais’, MediaLink’s Beach will be a focal point of Cannes.

**OUR EXPERIENCE**

MediaLink has navigated this chaos for years. As a strategic partner in maneuvering this chaotic landscape, we customize game plans for partners that utilizes MediaLink’s collective efficiencies at the industry’s most important conference.
THANK YOU