

We all need the
insights to make
better decisions.

Savanta:



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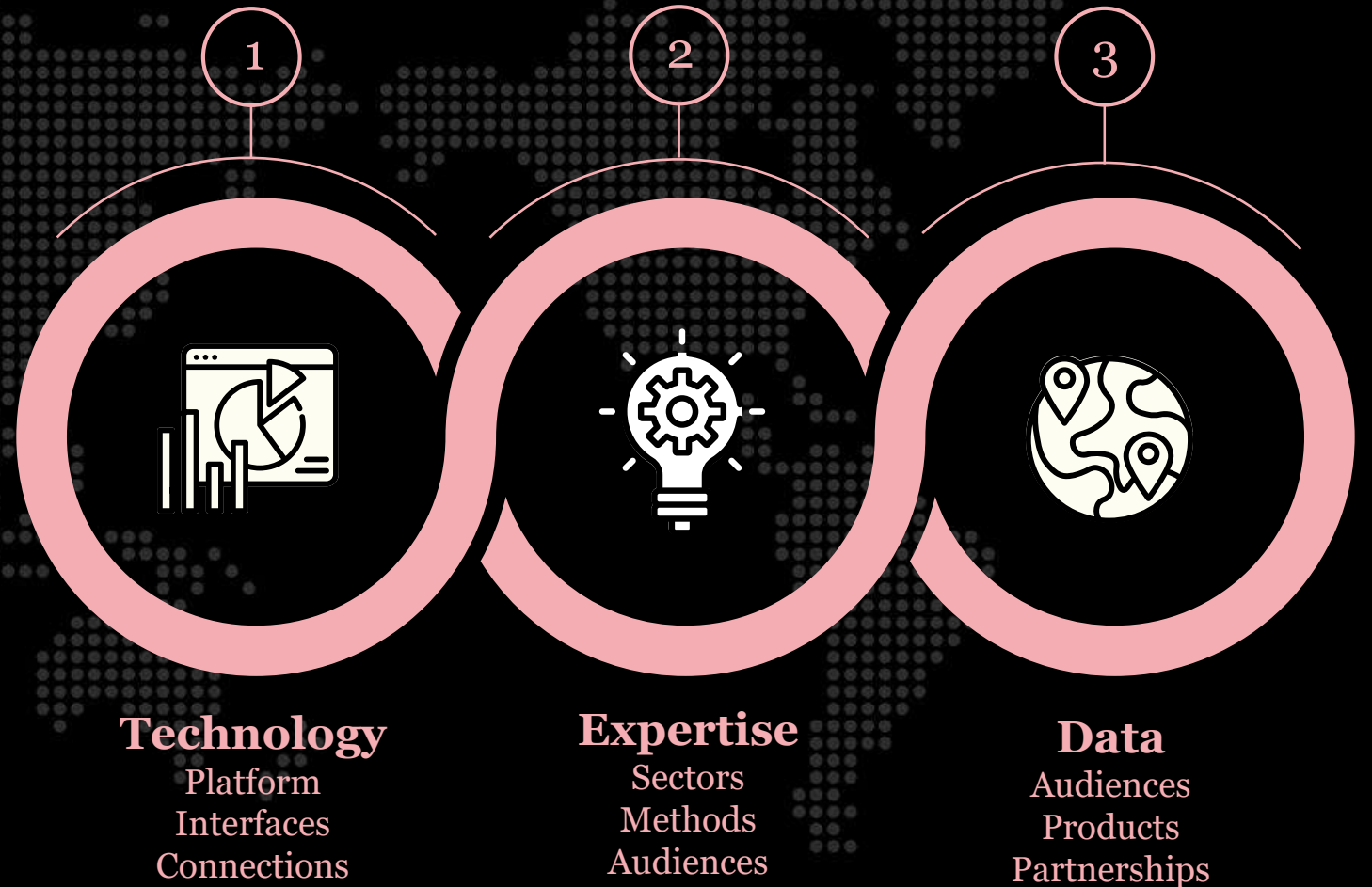
Savanta is
the intelligence
business.

All to help our clients. **Make Better Decisions.**



The Savanta Proposition

The coming together of 3 core elements, underpinned by a great consultative service and international scale, allows Savanta to provide clients with the very best data and insights solutions, needed to make a lasting improvements to our clients' commercial performance.



Three complementary & tailored service offerings

01

Data Collection & Analysis

- ✓ Fast, high-service, cost-effective data collection
- ✓ End-to-end in-house platform, including client-access portals
- ✓ Proprietary panel and integration of 3rd party sources
- ✓ Survey Design & Scripting
- ✓ Audience Access
- ✓ Data Visualisation & Analytics

02

Research & Insight

- ✓ Design, execution, analysis and delivery of full-service, methodology agnostic research
- ✓ Methodologies proven to predict performance, providing a 'window to the future'
- ✓ Pre-packaged insight solutions across: Retail, Food, Fashion, Financial Services and Charities

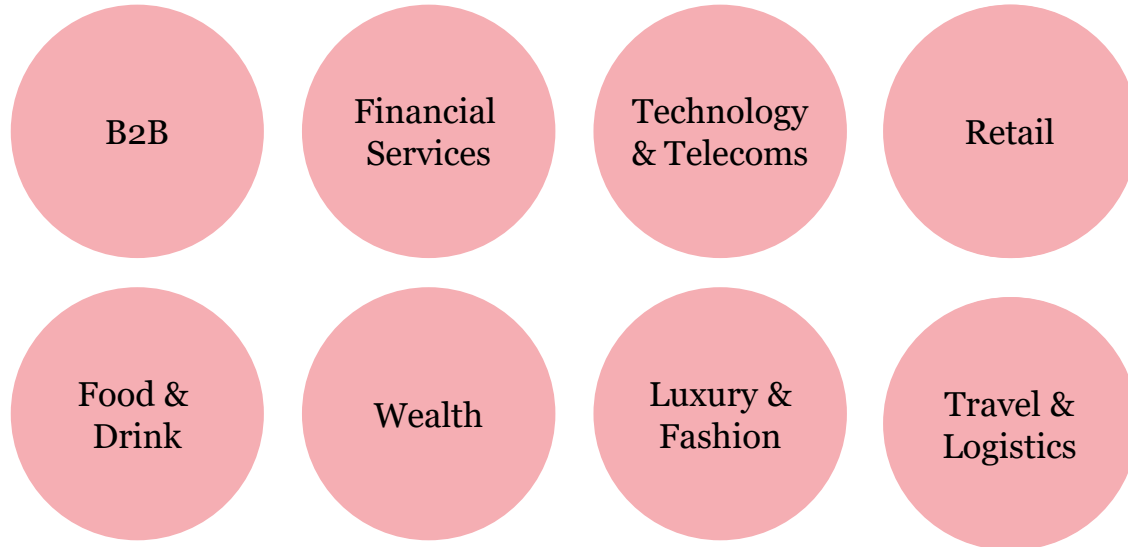
03

Strategy & Consulting

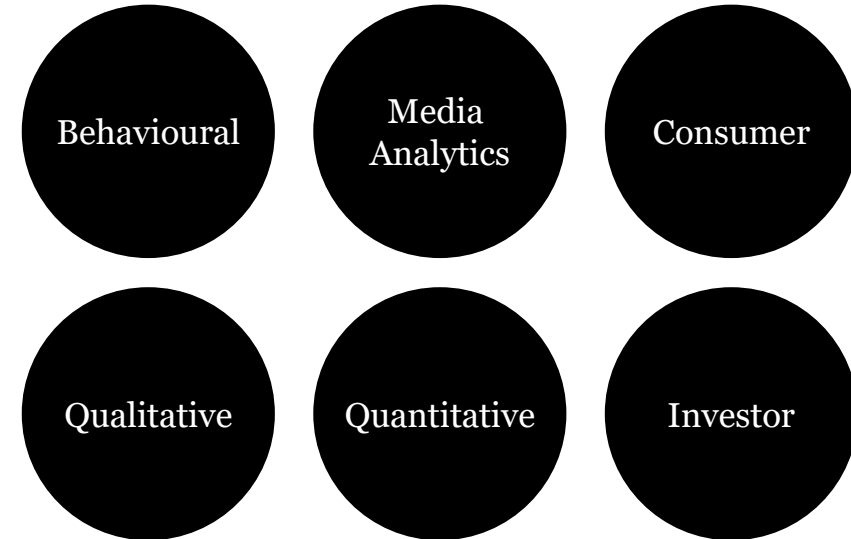
- ✓ A consultative approach to deliver against your specific challenges & opportunities
- ✓ Led by practice area experts with commercial nous and deep industry understanding
- ✓ Delivering strategy and consulting to help clients win the battle for attention, customers & profits

Savanta Practice Areas, informing M&A

Sector areas

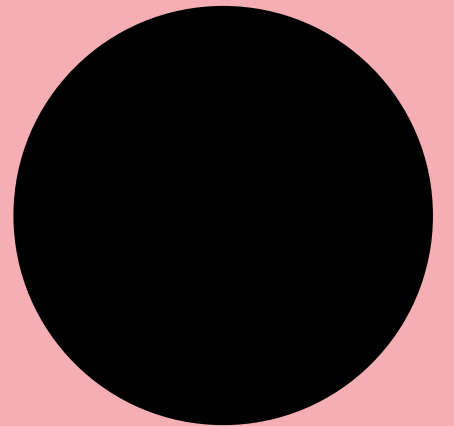
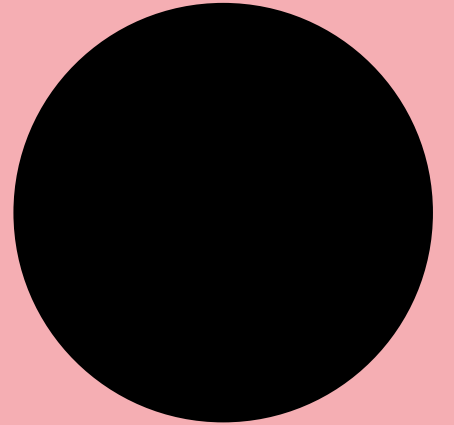


Insight specialisms



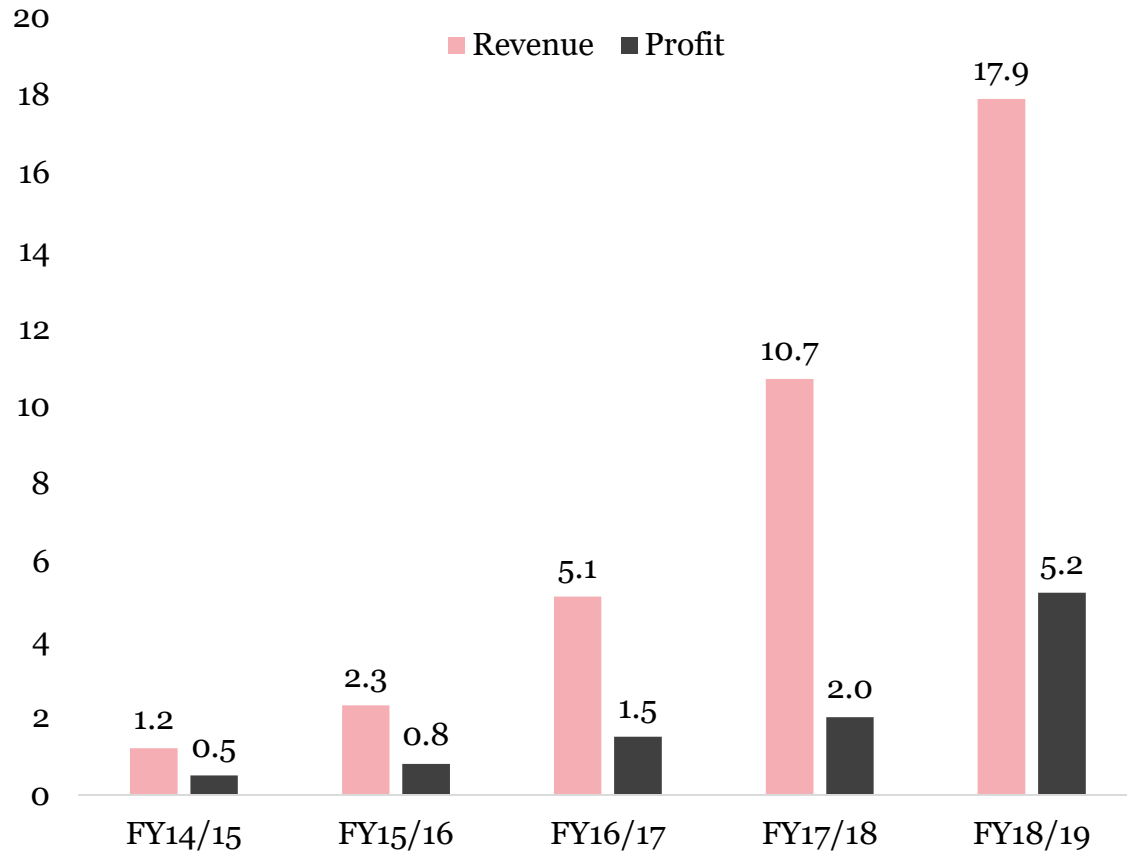
Looking back...

Scaling up at pace



5-year performance

Consolidated Performance £'m



£17m

Growth

5 to 225

People

1 to 4

Countries

8

Acquisitions & Mergers

Scaling up...

5 to 225 people

- 215 New Employee contracts/letters
- 215 New Laptops to build
- 215 New users to set up & train on Maconomy

£17m growth

- £17m of cash to collect
- 50 to 700 new clients to deal with
- 42 to 4,017 Monthly Transactions

8 Acquisitions

- 4 accounting systems to transition
- 4 property leases to exit
- Hundreds of client / supplier contracts to Novate / Exit

1 to 4 Countries

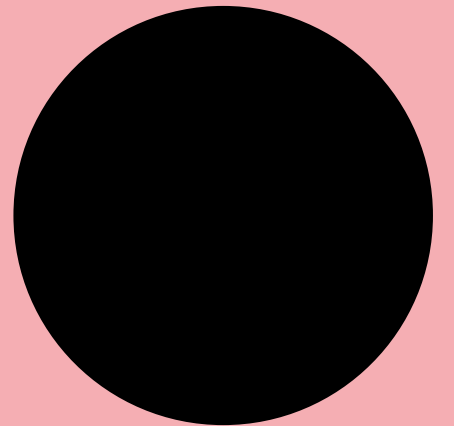
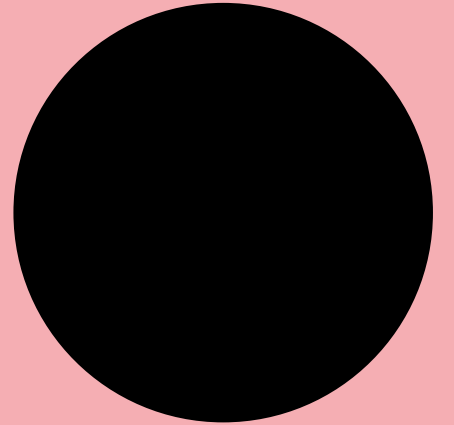
- 6 employee handbooks to write
- 6 sets of laws and regs to understand
- 10.5 extra working hours to support...

The Brand...



What lies ahead

Building Savanta into
a global brand



5 goals & strategies for next 5 years



5 goals

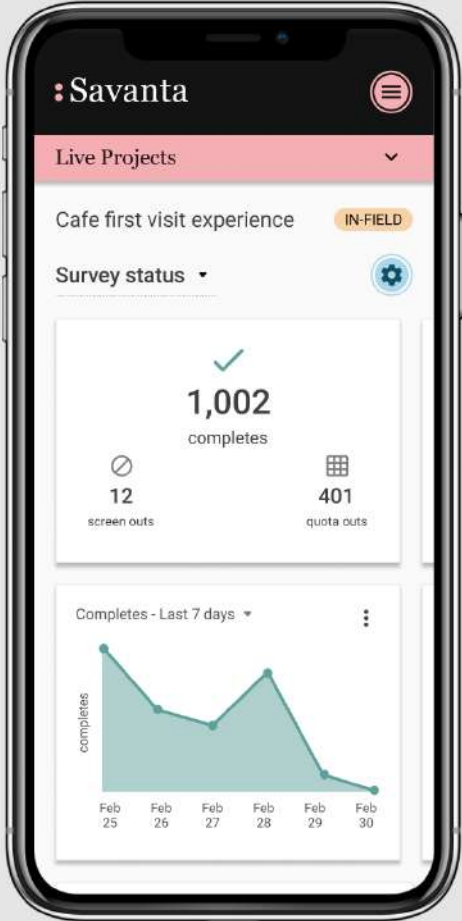
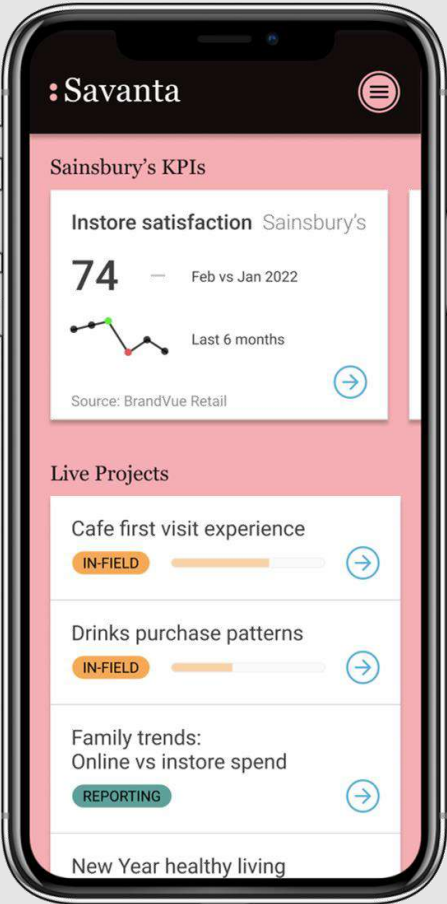
- Household name in research
- Data & technology leader
- Established on 3 continents
- Best place to work
- £100m in Revenue



5 strategies

- Marketing & commercial investment
- Single proprietary tech platform
- Sustain M&A strategy
- Roll-out SaaS products
- India off-shoring of Ops

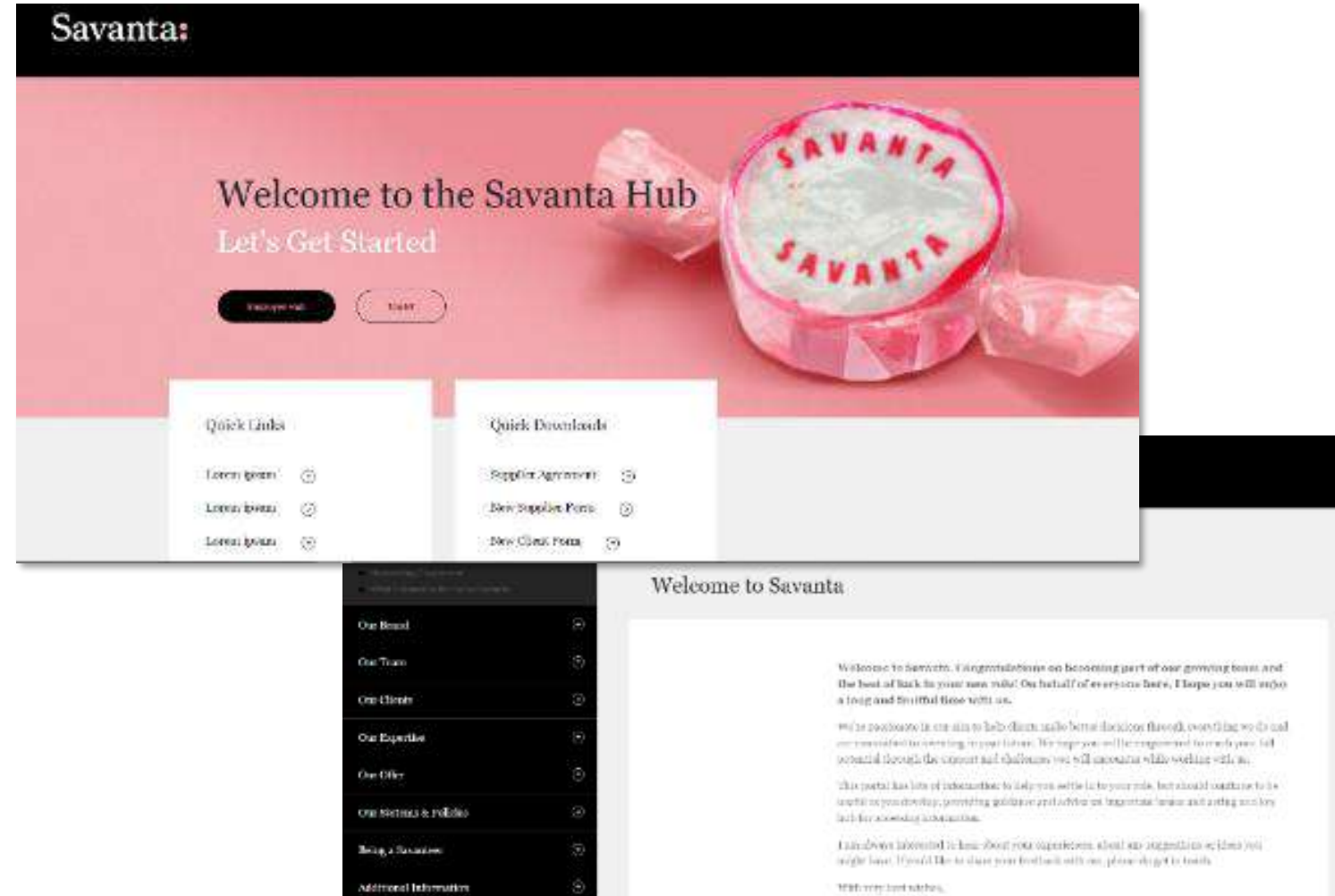
Technology e.g. smartphone interfaces



Expertise: Practice area marketing; Proven models; Roll-out Savanta Hub

Content on Savanta Hub

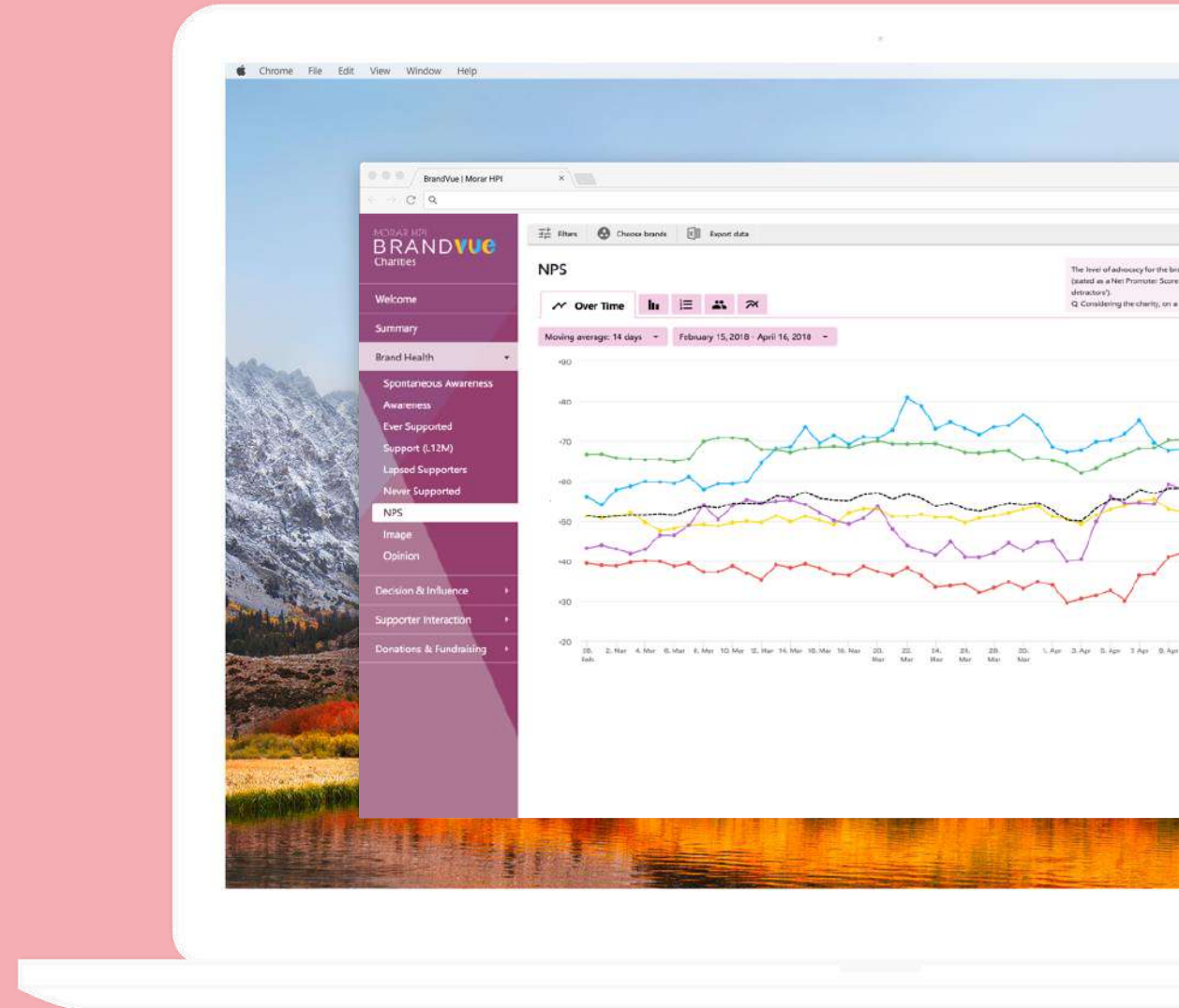
- Team info
- Policies
- Approaches
- Templates
- Case studies
- Battle cards
- Proposal inserts
- Pricing info
- Demo links
- Deliverable examples
- Best practice information
- Future development plans
- And much more...



Data: Strengthen audience access;
BrandVue expansion; AI development

Identify strengths and weaknesses
of your brand as seen through the
eyes of consumers.

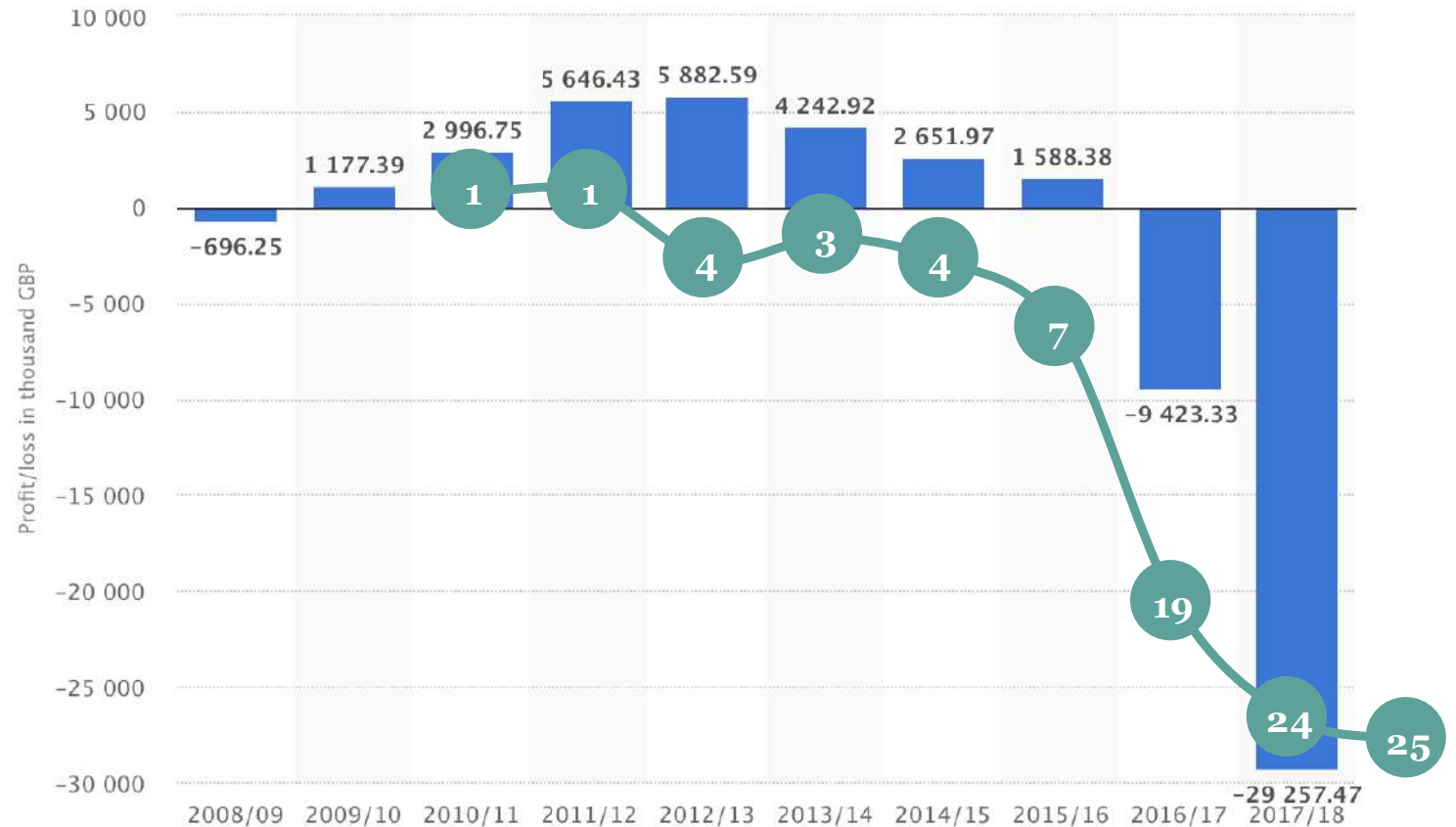
Find out what's behind your organisation's brand and
performance – and **150+** of your competitors' with daily
surveys up to **100,000 consumers**.



BrandVue in action – predicting demise of Jamie’s Italian



NPS v peers against profit performance



In summary

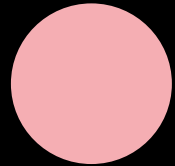
It's been an exciting 4 years!

Why has it worked?

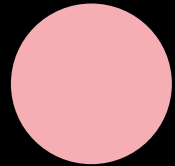
- Strong partnership with Next15
- Flexibility to incentivise new talent, invest in products and M&A
- Support to professionalise the operation as has grown

The future

- Further investment in technology and SaaS products
- Further international expansion
- Tight governance, processes & controls



Thank you



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