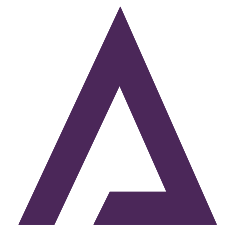


PALLADIUM

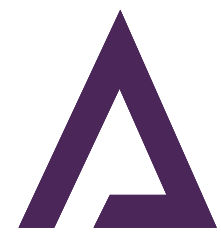


Who are Palladium?

PALLADIUM

- Digital transformation consultancy for the Private Equity Market
- Formed 2015 to provide a practical, actionable approach to digital transformation
- Team: 14 consultants (blend of business transformation and digital agency) supported by a network of 30+ associates
- Led by James and Mark, with a combined 35 years of experience across digital execution and management consultancy





2015

Palladium founded

Launch of digital transformation proposition – taking the strategy and executional skills

Working with enterprise clients through Deloitte & KPMG

2016

Hired first employee

Delivered first digital diagnostic to PE client

Begun to cut ties with Consultancies and deliver more direct engagements

2017

Built out senior management team

Commitment to PE market as primary source of business. Altered proposition to align to PE deal cycle.

Shifted focus to account base revenues & development of parent accounts

2018

Hired a talent manager to help find and support in the development of talent

Committed to 'Grow your own' talent. Ran first graduate recruitment day

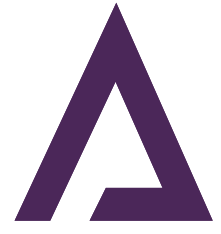
Won 2018 Unquote private equity award for Due Diligence

2019

Added Tier 1 private equity firm to roster of clients

Acquired by Next15

Shortlisted for digital customer experience awards 2019



**(Pre-deal)
Diagnostic**

Digital Due Diligence
Uncover key risks and opportunities through in-depth digital assessment

Transaction Advisory

Value Creation

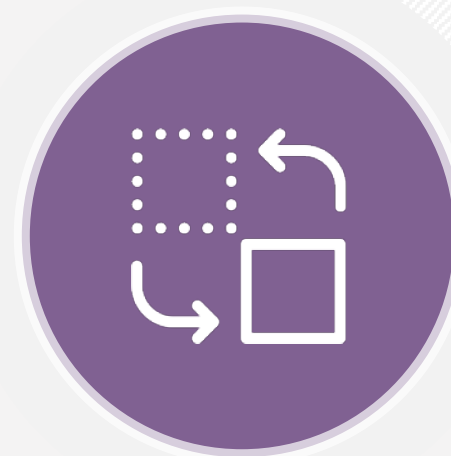


- 1 | Value Creation Planning**
 - Exit strategy and target state definition
 - Digital strategy aligned to commercial strategy
 - Business case development

Exit preparation

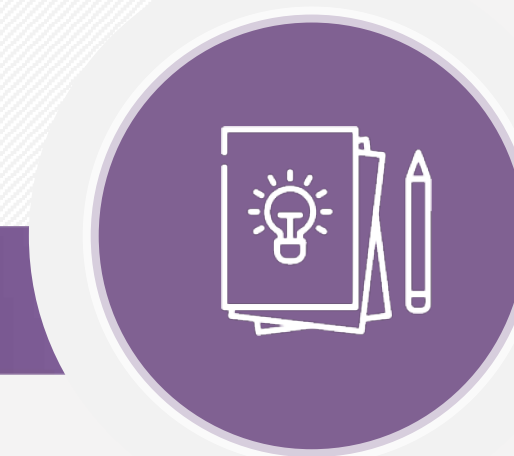
ROI

Future digital roadmap
Business case for future change. Readiness for exit assessment and vendor DD



- 3 | Implementation & Change**
 - Technology delivery
 - Programme Assurance
 - Change Management

Digital Transformation



- 2 | Transformation Design**
 - Design of new products / services
 - Design of ne operating model
 - M&A Strategy

Global digital due diligence for premium dress retailer to inform future investment decisions

THE CHALLENGE

Palladium were appointed to undertake a digital due diligence on behalf of a private equity firm to inform their continued investment decision for a global luxury fashion brand. Historically, digital had played a relatively small role in the brands success. Digital presence both in existing markets and the growing US market was identified as a key opportunity for growth.

OUR APPROACH

- ✓ Conducted a digital audit to understand the effectiveness of historic B2C digital marketing activity with specific focus on new opportunities for digital performance improvements within existing markets
- ✓ Analysed digital visibility across a number of identified markets, with specific focus on paid search, natural search, paid social, affiliate marketing and email marketing
- ✓ Mapped social share of voice, analysed digital reputation and influencer impact
- ✓ Analysed digital experience compared to the customer purchase journey to identify areas where digital could enhance the experience
- ✓ Benchmarked competitors in relation to media spend, traffic, traffic sources and reputation
- ✓ Developed digital solution hypotheses to compete with market leaders in the US, identifying key activities enabling market entry and differentiation



THE RESULTS

- ✓ Detailed overview of the digital health of the company in relation to competitors and industry best practice
- ✓ Identification of opportunities for digital to support revenue growth in existing markets
- ✓ Digital solution hypotheses to increase revenue in the growing US market against key competitors within this territory

Design and build of new digital products to support time critical medical treatment

THE CHALLENGE

The process of creating a radioactive cancer treatment drug is highly complex and requires scheduled ordering and planning for its nuclear build. The client, a FTSE 250 specialist healthcare company, previously used a manual ordering process, resulting in errors in the ordering and product not reaching patients in time for treatment. They needed a digital solution to remove human error.

OUR APPROACH

- ✓ Palladium designed and built an ordering Platform, to streamline the ordering process into one system.
- ✓ Users with varying responsibilities in the ordering process are granted different access rights to the platform to ensure a smooth process of an order being created, built and finally shipped.
- ✓ The platform communicates with

other platforms involved in the process, such as financial systems and shipping companies, to remove manual processing where suitable.

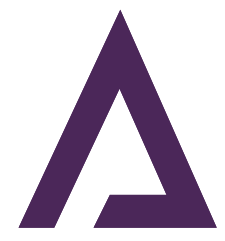
About the company

An international specialist healthcare company that develops and commercialises products targeting critical care, cancer and other disorders.



THE RESULTS

- ✓ The unit tripled in one year
- ✓ Reduced the time it takes to produce an order by 5X
- ✓ Eradicated manual error in ordering of life saving cancer treatment
- ✓ Enabled clearer oversight of product levels and ability to build and ship product



Supporting a wide range of private equity businesses to accelerate portfolio performance

PALLADIUM

WINNER



Commercial due diligence
Provider of the year
Palladium Group

Judges remarks;

“Palladium has pushed boundaries with their approach to due diligence and unlocked a rich stream of insight not previously seen in the traditional due diligence process”.

Award-winning digital due diligence and a provider of digital consultancy to over 30 private equity backed businesses, Palladium work directly with upper, mid and lower midmarket firms and their portfolios, delivering improvements to their digital capability that accelerate business performance.

We work with a diverse range of private equity businesses across the US, Europe and the Middle-East who’s approaches include build & buy, rescue & turnaround and growth acceleration.

Palladiums approach to digital capability development supports each model equally.

Selected clients



PALLADIUM