



# Focus on Information Services

London  
29 November 2016

ASCENTIAL

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# Introduction

# Agenda

1:30 pm	Registration and Coffee	
2:00 pm	Introduction	Duncan Painter and Mandy Gradden
2:30 pm	One Click Retail	Spencer Millerberg
3:30 pm	Coffee	
3:45 pm	WGSN	Kevin Silk and Carla Buzasi
5:00 pm	Close and Drinks	



# Presenters



**Duncan Painter**  
CEO  
Ascential



**Mandy Gradden**  
CFO  
Ascential



**Kevin Silk**  
Managing Director  
WGSN



**Carla Buzasi**  
CCO  
WGSN



**Spencer Millerberg**  
Managing Partner  
One Click Retail

# Our Company

## Revenue

LTM June 2016



- 1**

We are expert at two types of product

  - Large-scale, content driven, events.
  - Information services
- 2**

Our top 5 products are 56% of our revenue and drive over 90% of our organic growth
- 3**

Our capital allocation decisions are focussed on driving organic growth in our top 10 product lines<sup>2</sup>
- 4**

Being expert at both product types is essential to engagement with our customers and the long term value we create for our shareholders
- 5**

Customers are engaging with a smaller number of information sources and live events. We want to ensure our product brands are the most trusted
- 6**

Our goal is to deliver sustainable organic revenue growth, strong cash flow and increased margins

<sup>1</sup> Digital Products combine Subscription Products (WGSN, Planet Retail, Glenigan, DeHavilland) and Transactional Products (Groundsure)

<sup>2</sup> Top 10 Products comprise WGSN, Cannes Lions, Spring and Autumn Fair, Money20/20, Groundsure, Bett, Retail Week, CWIEME, Planet Retail and HSJ

<sup>3</sup> Revenue for One Click Retail excluded as acquired after June 2016

# Information Services: Two distinct types of product

## Digital Products (6)

Digital heritage.

Information served constantly through multiple digital formats.

Unique information assets and/or the creation of unique answers not easily replicated.

Simple business model.

Highly predictable income streams.

High customer engagement that is easily measurable.

Targeted to specific job roles and business workflow needs.

**Strategic Growth**



## Subscription-Led Products (14)

Business magazine heritage.

Information is served periodically through a broadcast delivery model.

Driven by their influence on the market they cover or opening access for customers.

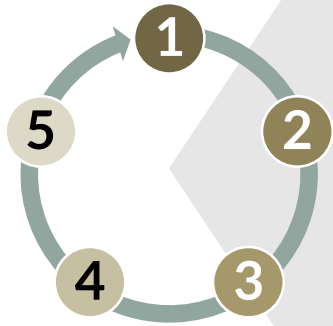
Three primary revenue streams :

- Subscriptions (Digital and Print)
- Industry conferences and awards
- Advertising / marketing services.

Product creation dependent on expert teams and journalistic coverage.

**Run for cash**

# Dynamics of our Digital products



- 1 Answers or insights we provide are very important to our customers' decisions.
- 2 Unique or critical insights that are very hard to replicate. Built on strong historical information assets that in main cannot be recreated.
- 3 Continuously leverage these unique assets to create new valuable information products.
- 4 Track record of delivery of accurate projections or insights.
- 5 Our industry leading customer retention is underpinned by their trust and confidence.

**WGSN**

 One Click Retail  
ONLINE SIMPLIFIED

Planet**Retail** RNG >

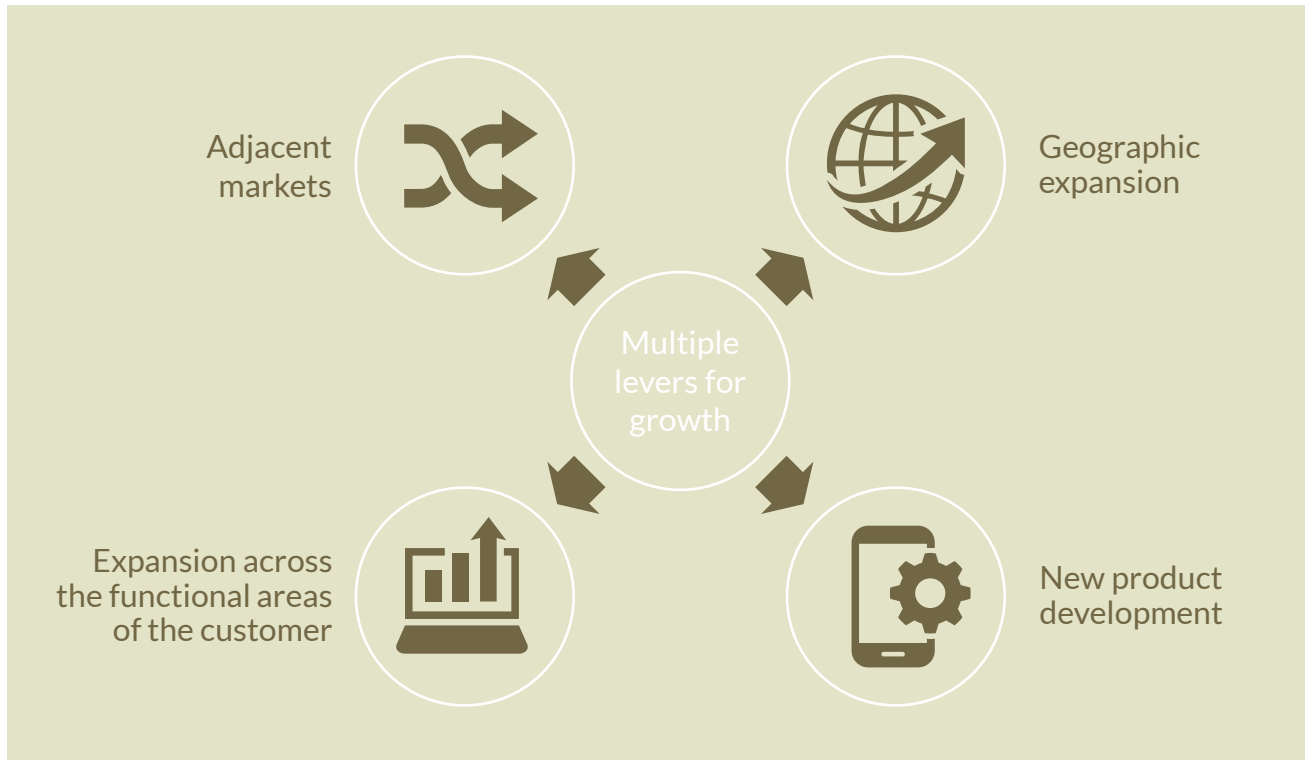
 **Glenigan**

 **Groundsure**  
LOCATION INTELLIGENCE

**DeHavilland**  
Definitive political intelligence



# Dynamics of our Digital products



**WGSN**

 **One Click Retail**  
ONLINE SIMPLIFIED

Planet**Retail** **RNG** >

 **Glenigan**

 **Groundsure**  
LOCATION INTELLIGENCE

**DeHavilland**  
Definitive political intelligence

Our consistent approach provides strong economies of scale.

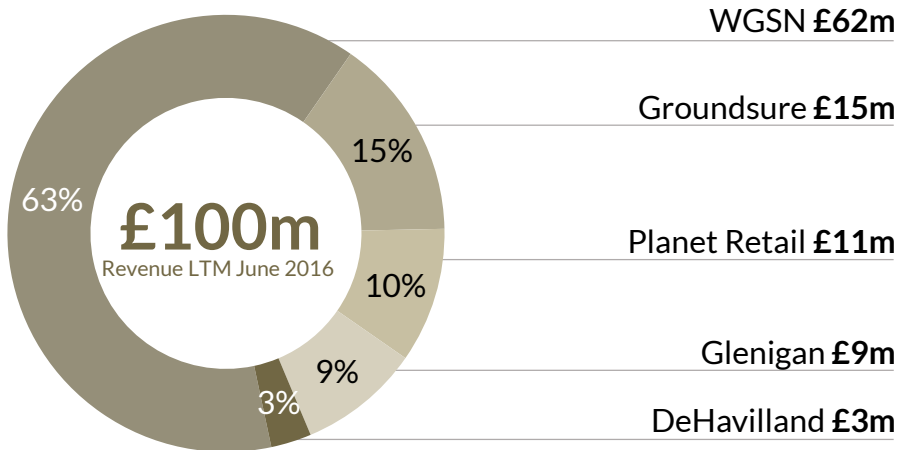
We are continually building and expanding our product expertise to re-invest in the growth of this critical segment of the company.



# Financial Overview

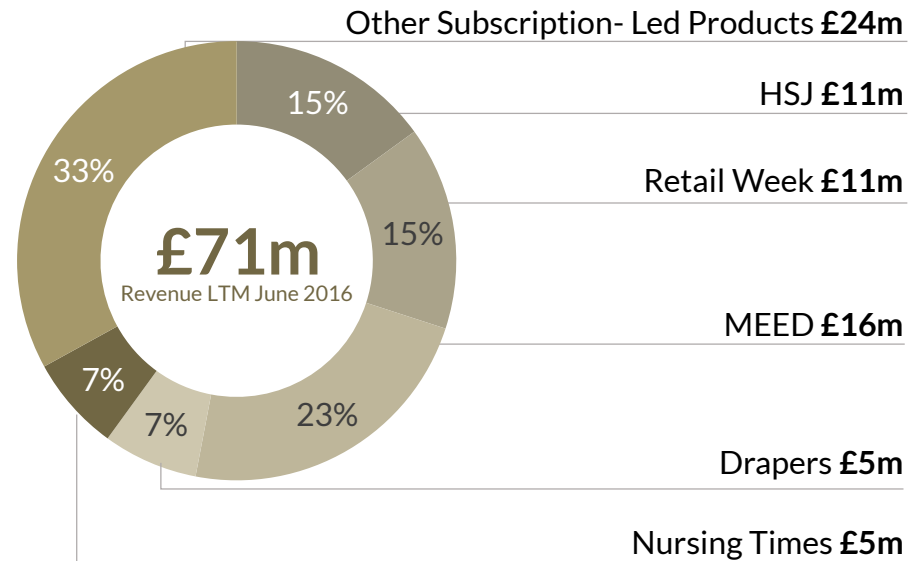
# Our Information Services product brands

## Digital Products (6 products)

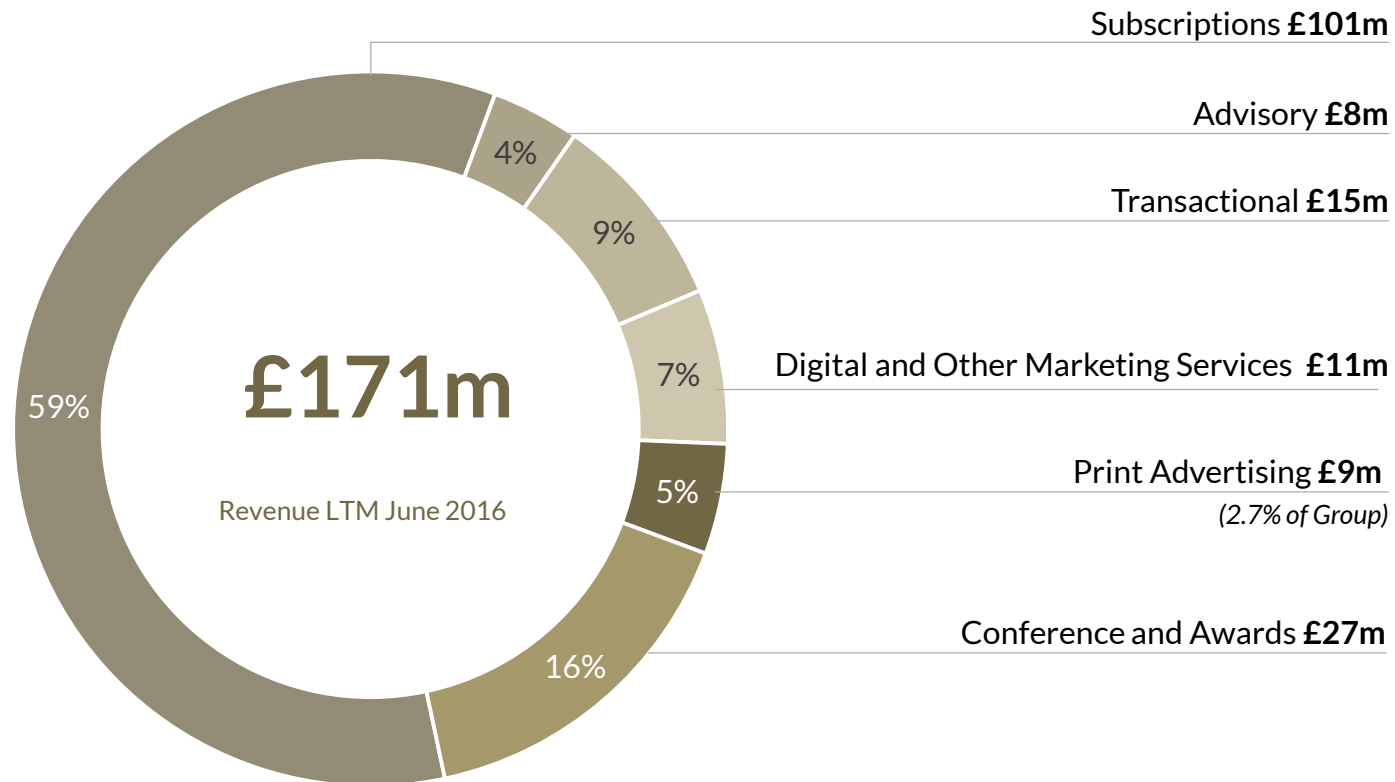


Revenue for One Click Retail for LTM June 2016 not included above as not part of the Group at that date

## Subscription-Led Products (14 products)



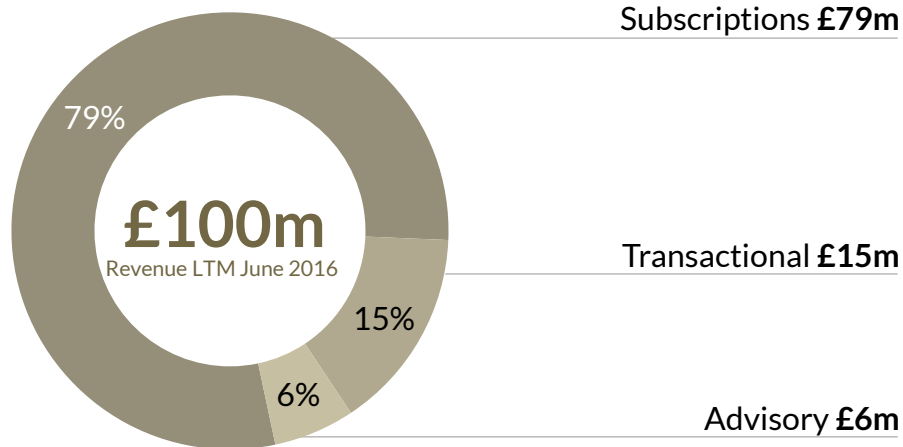
# How we make money in Information Services - total



Revenue for One Click Retail for LTM June 2016 not included above as not part of the Group at that date

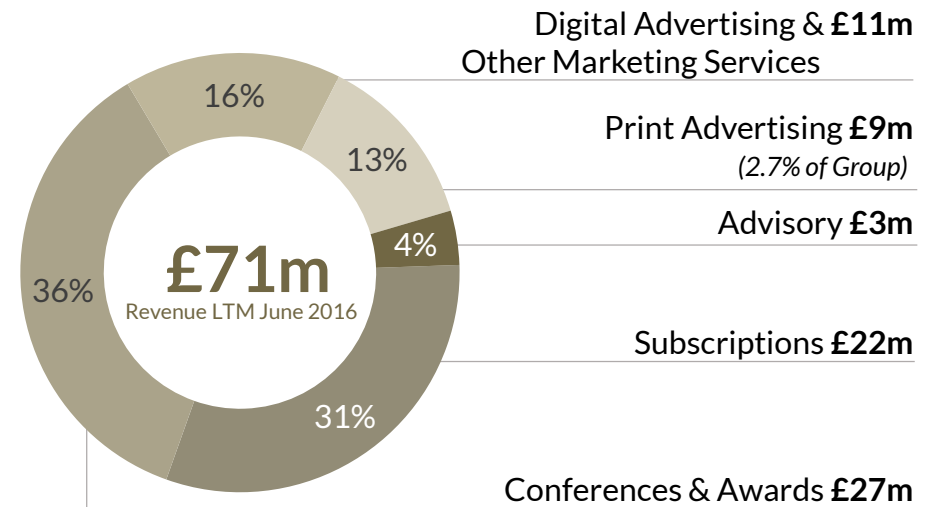
# How we make money in Information Services – by type

## Digital Products



Revenue for One Click Retail for LTM June 2016 (98% subscription) not included above as not part of the Group at that date

## Subscription-Led Products





# Key trends: Organic revenue growth for Information Services



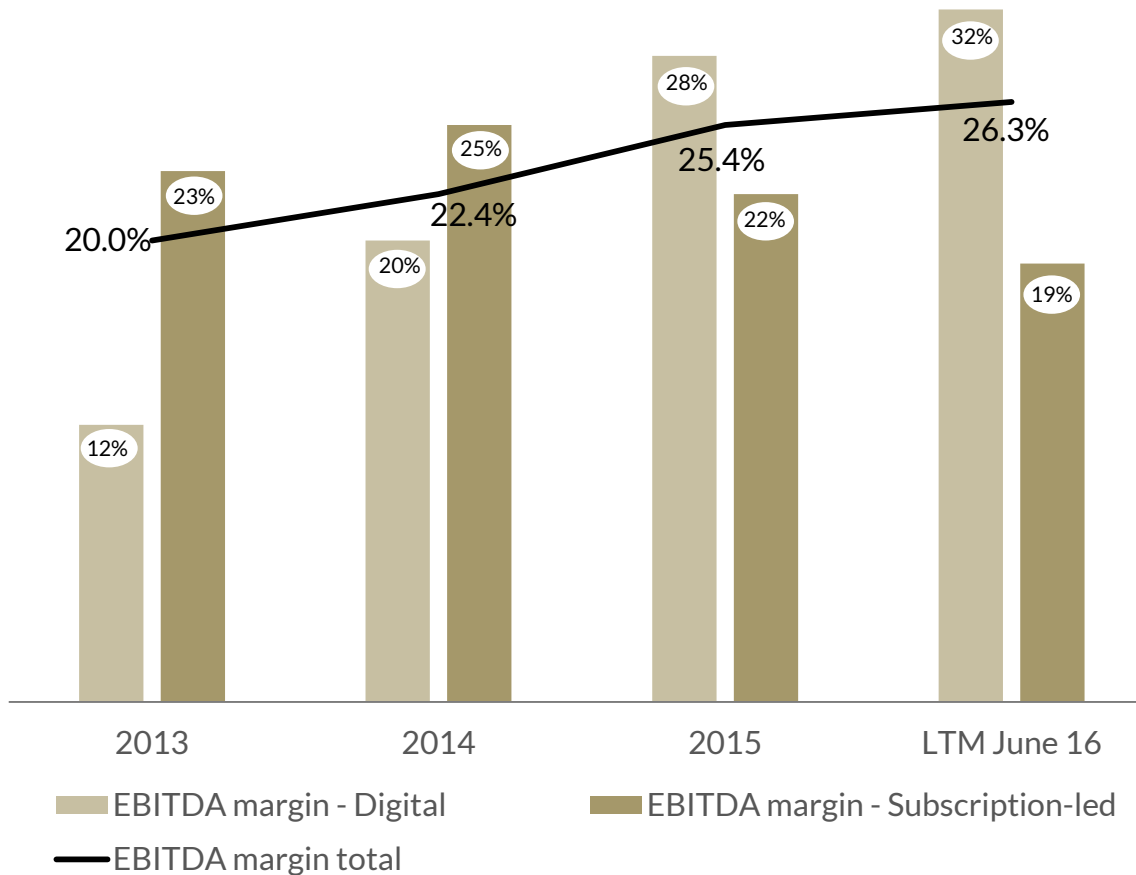
	Digital	Subscription-Led	Information Services Total
H1 2016	6.3%	(7.0)%	0.7%
FY 2015	3.5%	(3.0)%	0.5%

## Growth drivers

**High renewal rates are the foundation of growth assisted by:**  
Auto-renewal with embedded price rises  
Churn prediction modelling

**Launch of new digital products such as:**  
WGSN INstock and Insight  
HSJ Intelligence  
Retail Week Prospect

# Key trends: EBITDA Margin for Information Services



Distinct margin profiles between Digital and Subscription-Led driven by:

- Lower cost to serve of Digital Products
- Decline in high-margin print advertising revenue in Subscription-Led Products (2015: (26%); H116: (34%))
- Higher cost base in Middle East region for Subscription-Led Products

# Acquisition of One Click Retail – 31 August 2016

## Key financials

Historic financial performance

	Unaudited December 2015	Unaudited July 2016
Revenue	\$4.9m	
YOY growth	59%	
Adjusted EBITDA	\$3.4m	
YOY growth	78%	
EBITDA margin	70%	
Annualised subscription contract value		\$10.1m
<b>Deal structure</b>		
Initial consideration	\$44m	
Earnout consideration on FY16-FY19	<\$181m	
<b>Total consideration</b>	<b>&lt;\$225m</b>	

High growth, 98%  
subscription revenues

High renewal rates

\$44m paid to date

Acquisition accounting being  
finalised to determine

- Best estimate of likely level of deferred consideration and related cash profile for 2018-2020 (2017 cash payment is expected to be modest)
- Apportionment between capital and exceptional item (for element linked to continued employment that is amortised over service lives)

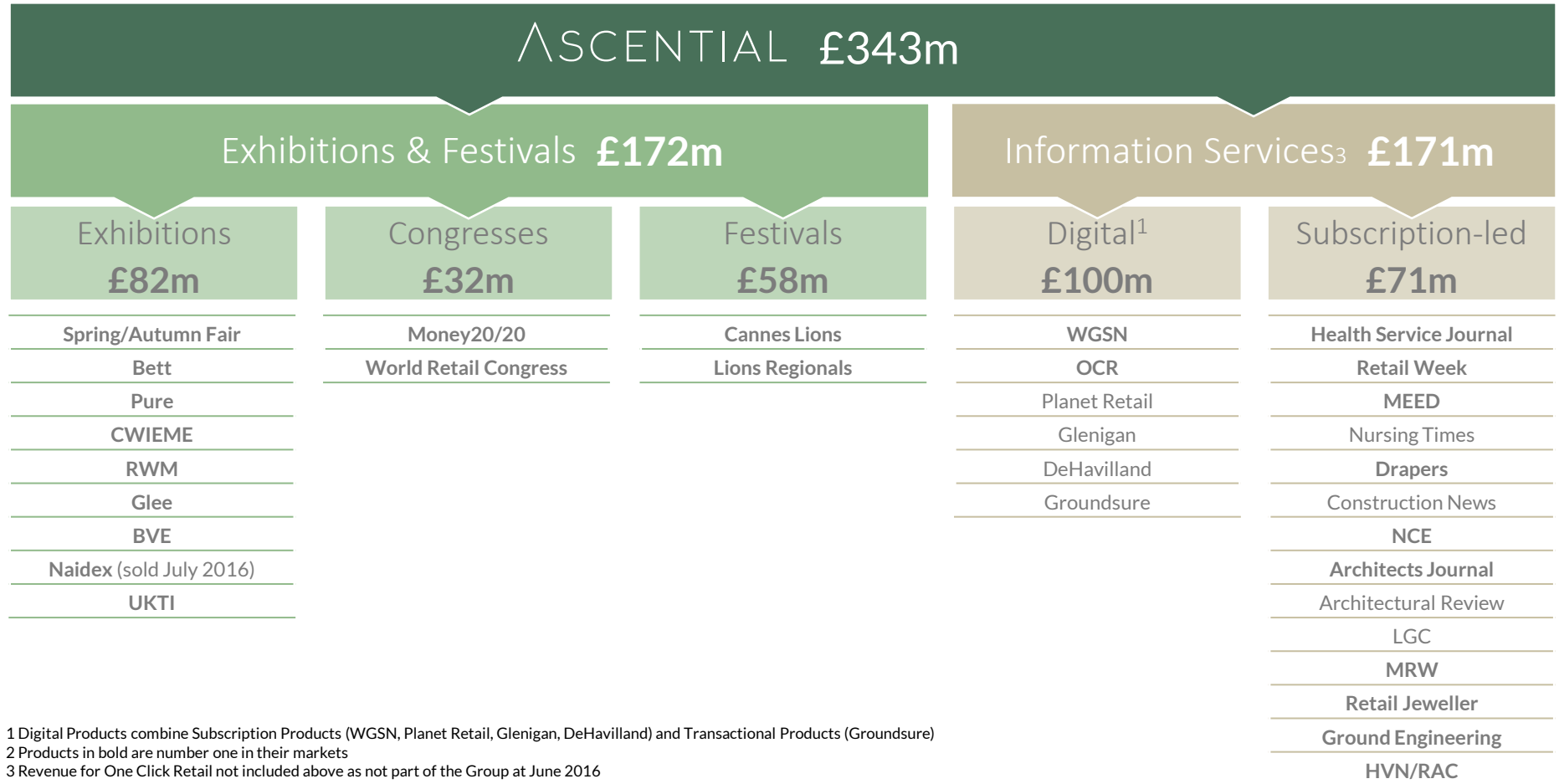


# Appendix

# Ascential's Portfolio

## Revenue

LTM June 2016



<sup>1</sup> Digital Products combine Subscription Products (WGSN, Planet Retail, Glenigan, DeHavilland) and Transactional Products (Groundsure)

<sup>2</sup> Products in bold are number one in their markets

<sup>3</sup> Revenue for One Click Retail not included above as not part of the Group at June 2016





 One Click Retail

# Overview for Capital Markets Day

London  
29 November 2016

# My background



# One Click Retail fills the gaps in your eCommerce data

## Summary:

- eCommerce Focused Data Analytics
- Manufacturer focused
- Subscription based

## Example Unique Insights:

- Amazon Market Share (98% accurate/SKU)
- Traffic & Conversion
- 1MM+ Promos Tracked
- 3rd Party Sales
- eComm Search Optimization

# Amazon Seller Types

amazon  
Retailer

## 1ST PARTY

MFG → Sold by Amazon  
→ Customer



Fekkai Brilliant Glossing Shampoo 8 Fl Oz

by Fekkai  
★★★★★ 72 customer reviews

List Price: \$19.99  
Price: \$17.99 Prime  
You Save: \$2.00 (10%)

Note: This item may be available at a lower price from other sellers that are not eligible for Amazon Prime.

**In Stock.**  
Ships from and sold by Amazon.com. Gift-wrap available.  
Want it Thursday, Sept. 25? Order within 19 hrs 56 mins and choose One-Day Shipping at checkout.  
• Infused with sun-ripened Olive Oil.

**In Stock.**  
Ships from and sold by Amazon.com.

amazon  
Platform

## 3RD PARTY

“BeBetter” Obtains  
→ Lists on Amazon → Customer



Fekkai Technician Color Care Shampoo Hair Products 8 Fl Oz

by Fekkai  
★★★★★ 72 customer reviews

Price: \$25.95 Prime



Note: This item may be available at a lower price from other sellers that are not eligible for Amazon Prime.

**Only 4 left in stock.**  
Sold by BeBetter and Fulfilled by Amazon.

Want it Thursday, Sept. 25? Order within 15 hrs 52 mins and choose One-Day Shipping at checkout.  
Size: 8 Fluid Ounce

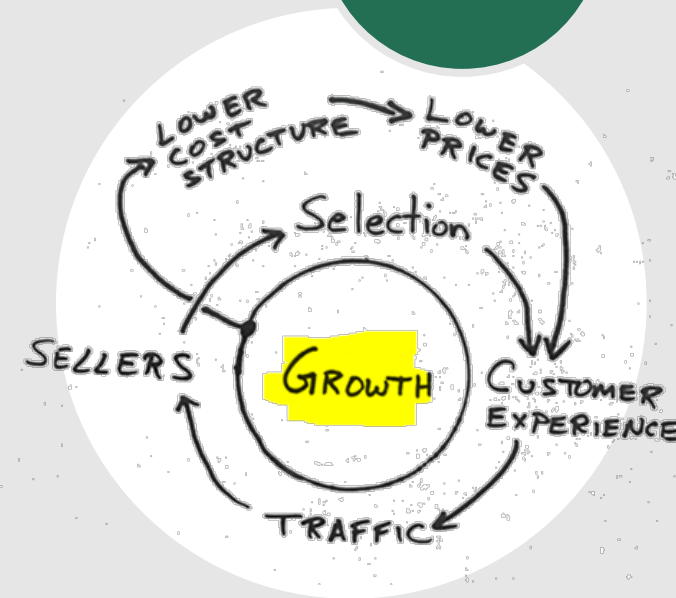
8 Fluid Ounce 16 Fluid Ounce

• Gentle, hydrating shampoo with a Triple Color Protection Complex helps prevent color from fading.

**Only 4 left in stock.**  
Sold by BeBetter and Fulfilled by Amazon.

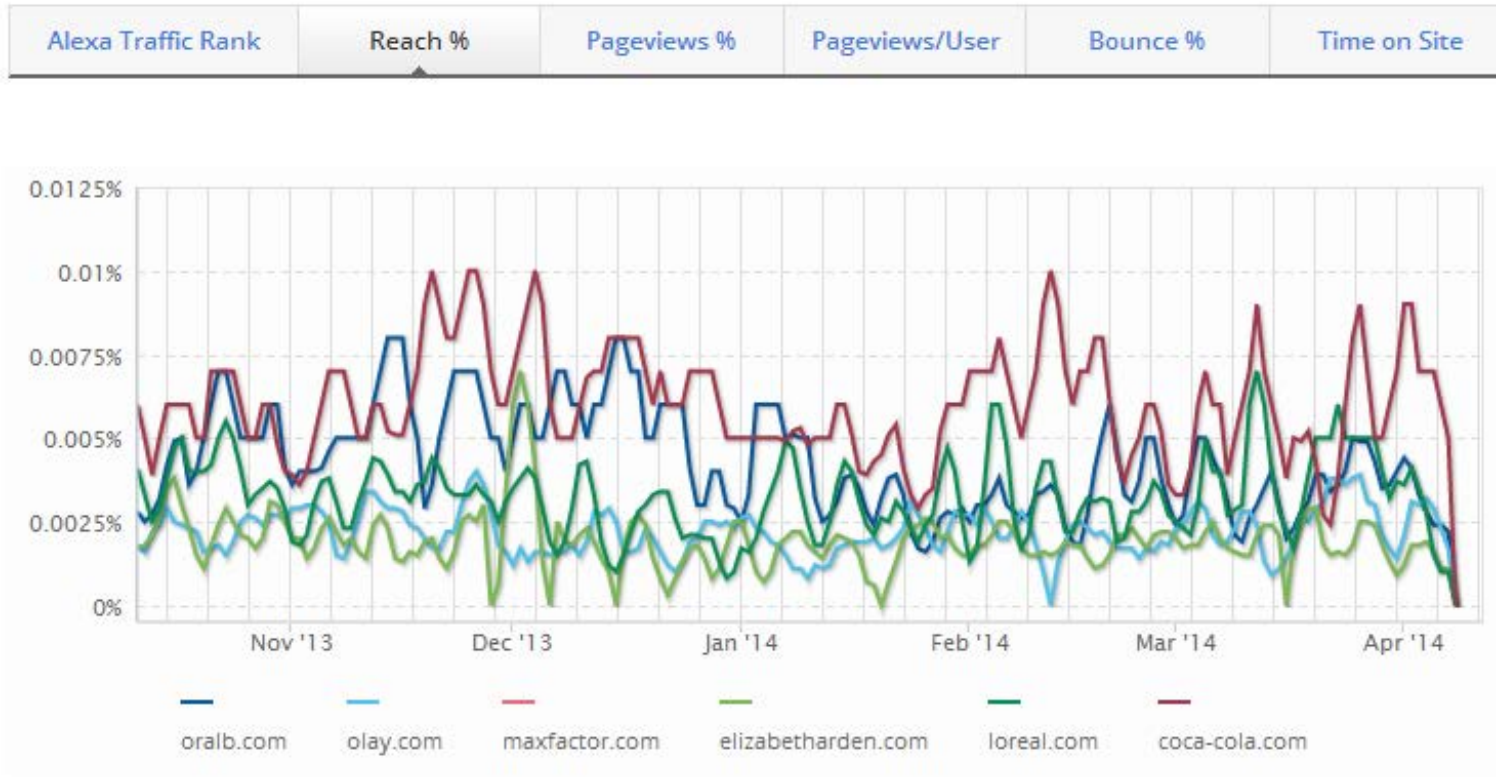
# Data is essential at ecommerce where automated actions come from “logic triggers”

Brick & Mortar Retail



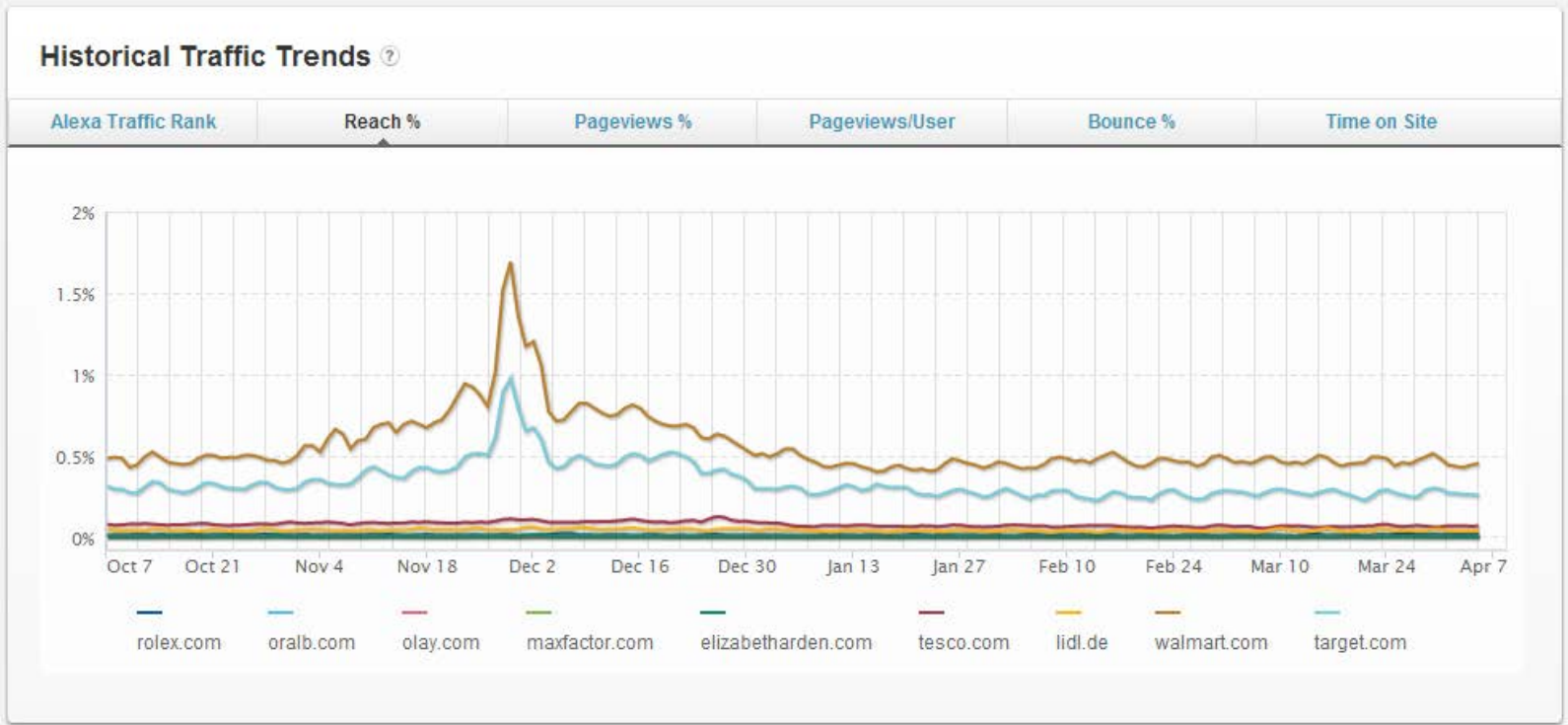


# Amazon dominates eCommerce traffic



**Top Brands**  
Reach  
~0.005%  
of internet  
users

# Amazon dominates eCommerce traffic

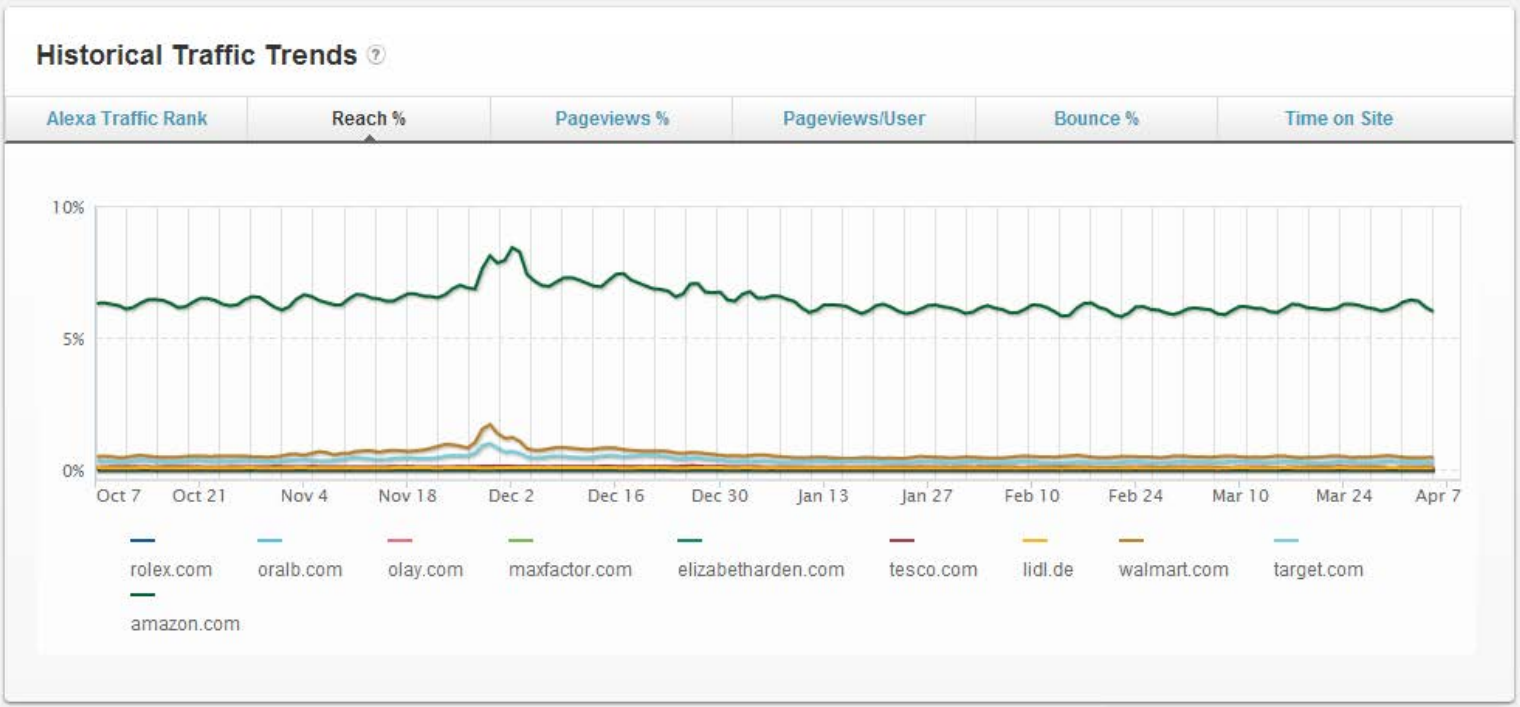


**TESCO**  
16x bigger

Walmart   
118x bigger

# Amazon dominates eCommerce traffic

Amazon reach:



**1,671x**  
CPG

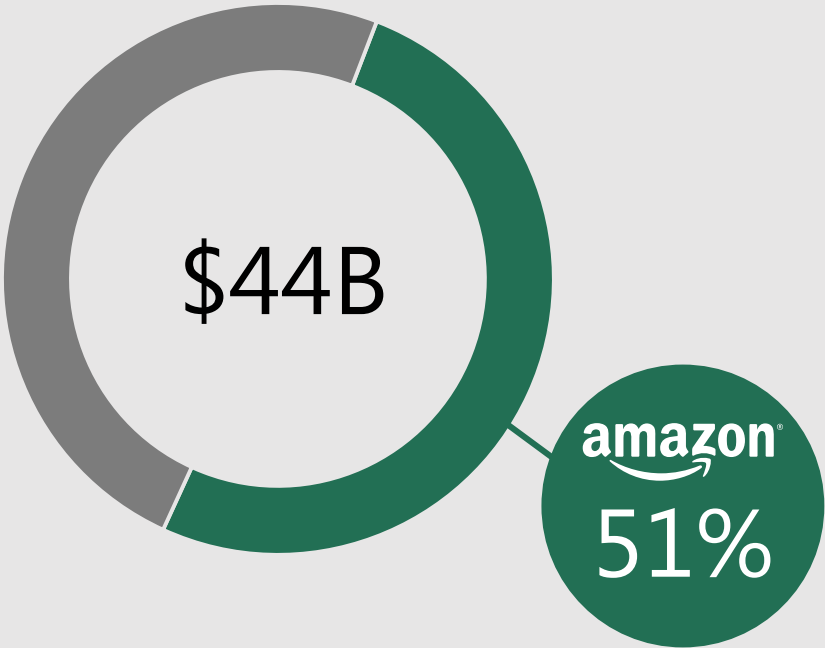
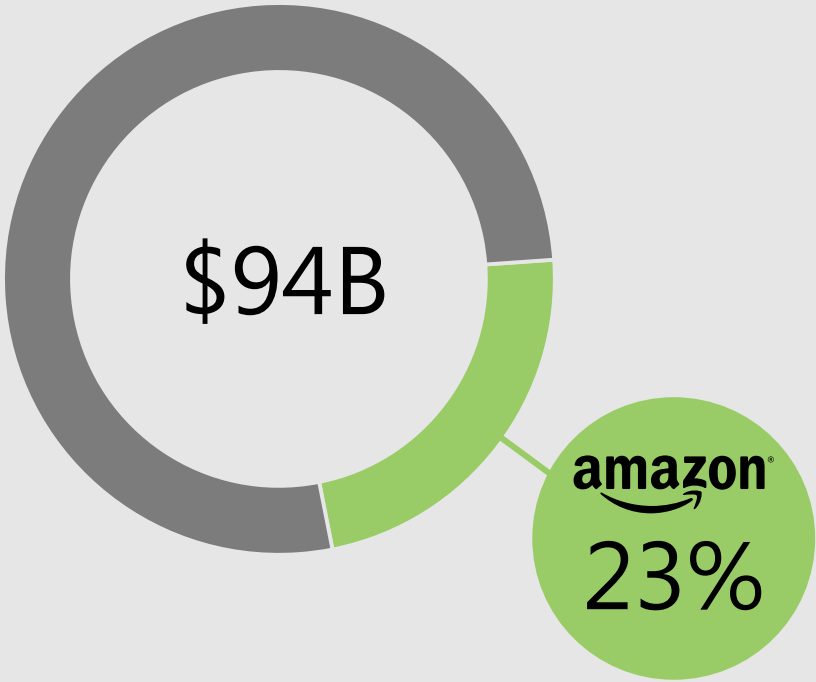
**13x**  
Walmart \*

**36x**  
TESCO

# Why Start with Amazon?...Amazon is driving Growth

Retail Growth – 2015

eCommerce Growth – 2015



Source: "Its Amazon and Also-Rans in Retailers' Race for Online Sales", The New York Times, Dec 30, 2015  
"Amazon's Growth Might Mean 'Game Over' for Competition: Analyst" CNBC, Dec 23, 2015

# One Click Retail core products

## Amazon Dashboard

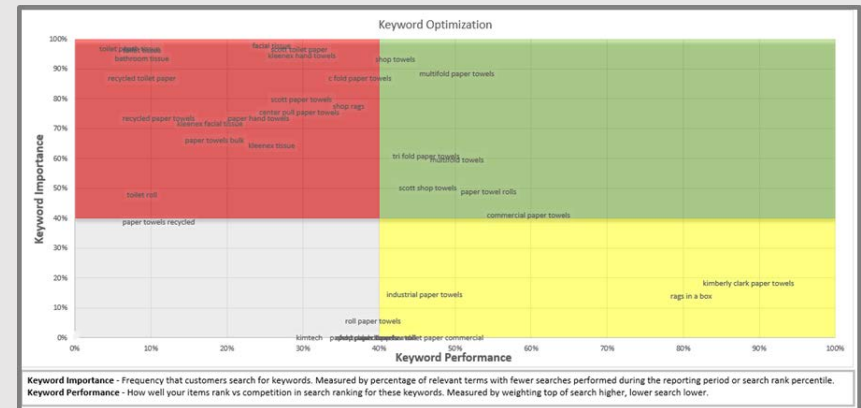
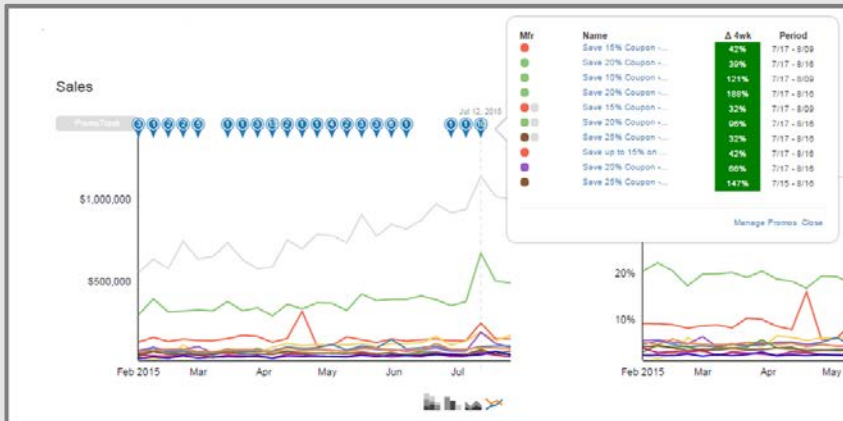
- Market Share (98% accuracy/SKU)
- Traffic & Conversion
- Operational/Sales Analytics
- Weekly "Push" email insights
- Dedicated Account Manager

## Add ons:

- Promo Track
- 3P Sales Track

## eComm SEO

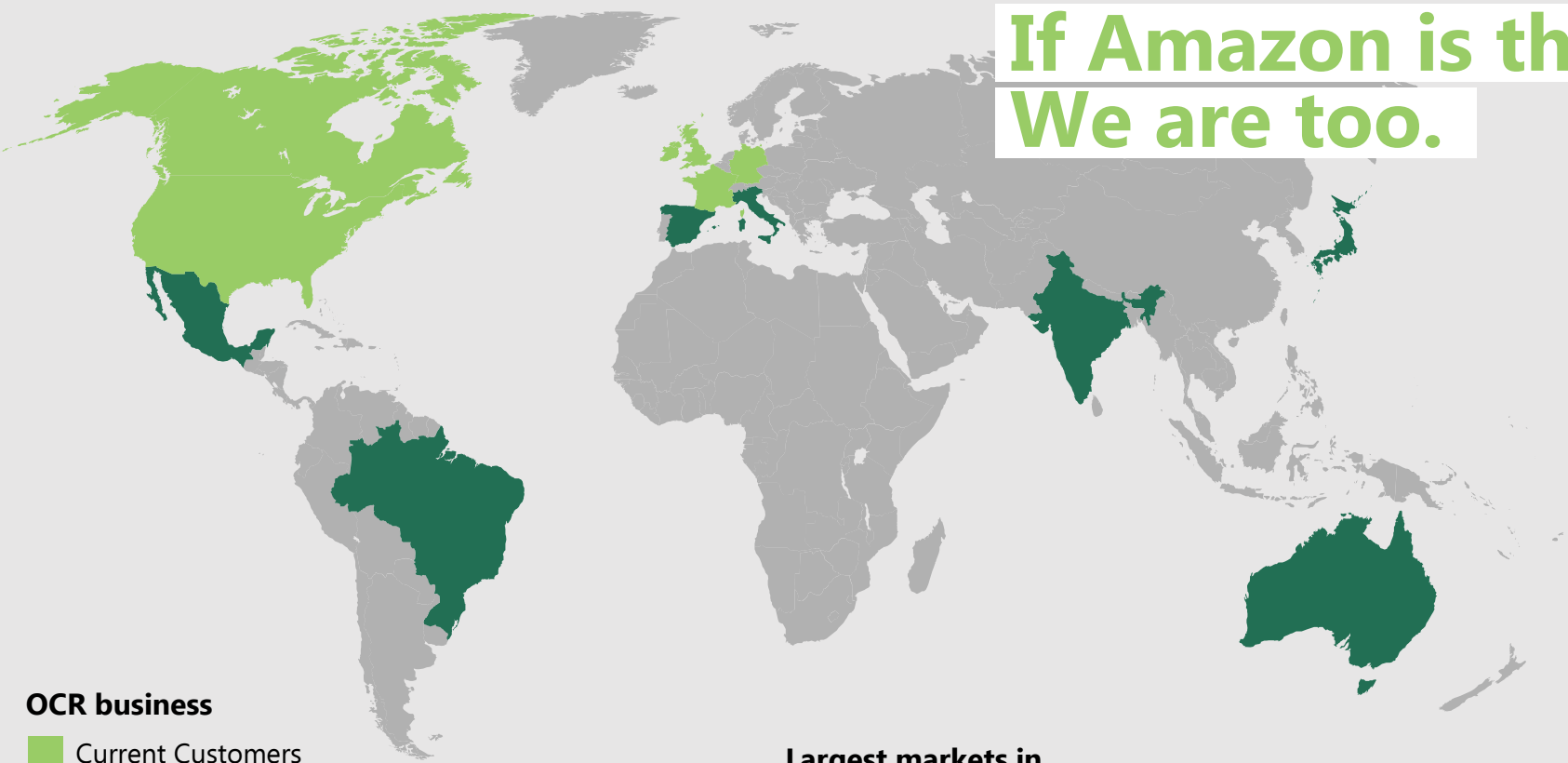
- Optimize Organic eComm Search
- Consumer Relevant Search Terms
- SKU-by-SKU Content Recos
- Paid Search (AMS) Recos



ASIN	Title	Keyword	Optimization Status	Title	Body	Hidden Keywords
B0040	KLEENEX HARD ROLL PAPER TOWELS	paper towels	Already Optimized			
		paper towel	Already Optimized			
		paper towel rolls	Needs Optimization		Add 3 Occurances	Add
		paper towels	Needs Optimization			Add
		white	Needs Optimization			Add
		kimberly clark	Needs Optimization			Add

# Geographies served

If Amazon is there.  
We are too.



**OCR business**

- Current Customers
- Reporting Capabilities

**Largest markets in**  
US | UK | Germany | Canada | France | + many more

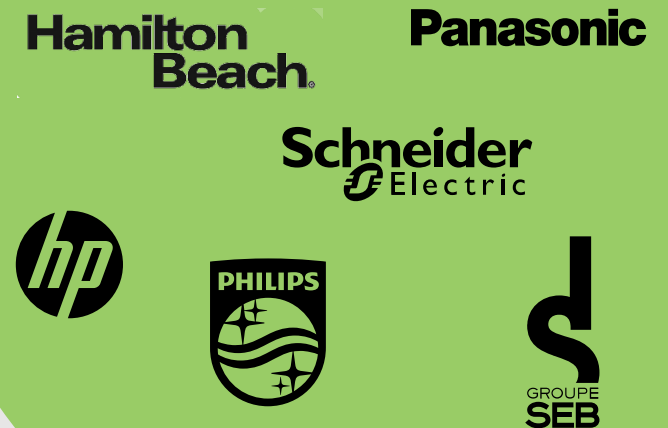


# Proud to serve the best brands in the world

Market leader with  
CPG/FMCG manufacturers



Rapid growth in electronics,  
home goods, etc



# Software WITH a Service



Set-up & Training



Weekly Email



Customized PDF



Web & API portal

From: spencer@oneclickretail.com  
To: smillerhere@gmail.com  
Subject: One Click Dashboard: TestCo: 1.4 to 1.10  
Attachments: TestCo\_Dash\_2.0\_20150104.pdf (1,020 KB)

Your One Click Retail weekly dashboard is ready to view. You can find it here: <http://www.oneclickretail.com/clientarea>. This week's notes:

**Business Summary**  
Market Share is estimated at 15.1% up 1.4% **WoW** and up 2.7% vs 4 **wk** average.  
Sales were \$865,934 up \$15,657 **WoW** (2.3%) driven by **STYLING** which is up \$14,659 **WoW** (35.6%) Some Item(s) of note within the segment are:

- 8000750ZZZ (SMOOTH STUFF HAIR SPR...) up \$9,942 **WoW** (212%)
- 8000750ZZZ (CATWALK CURL CREAM...) up \$4,542 **WoW** (104%)

**Sales Spikes**

- 800RL3MZZZ (BABY BRID SHAMPOO & WAS...) is up \$26,904 **WoW** and \$24,012 vs 4 **wk** average. This corresponds with a deal site posting and a 25% off coupon ([LINK](#))
- 800121UZZZ (O'KEEFE'S STYLING CREAM, 3Z...) is up \$25,116 **WoW** and \$57,278 vs 4 **wk** average. This corresponds with a price drop on the item of ([LINK](#))

**Price Alert**

- 800A01SZZZ (CLEARLY CLEAN SHAMPOO ...) is currently priced at \$38.98, \$3.12 above the market price seen at Walmart (compared per unit). ([WMT Link](#))
- 800L3EZZZ (CHAMOMILE DREAM CONDIT...) is currently priced at \$43.08, \$1.87 above the market price seen at Target (compared per unit). ([TGT LINK](#))

**Out of Stock**  
The items below represent your highest lost sales opportunities due to out-of-stock (OOS). They are:

- 8007RATZZZ (SHINE SHAMPOO GOOD...) has been OOS 56% of the month yielding "\$59,753/month in lost sales due to OOS.
- 8009DYZZZ (GOLD CHOCOLATE HAIR DYE #...) has been OOS 80% of the month yielding "\$49,689/month in lost sales due to OOS.

**Replen Code Change**  
The item(s) below have changed replenishment code since last week.

- 80050KZZZ - JANE CARE BRUSH HEAD... -- moved to: OBSOLETE (O0)

GLOBAL CALL OUTS:

**FYI - 50% off - Subscribe & Save Promotion:** Amazon has an active promotion where customers who have NOT had an active Subscribe & Save subscription since April 1, 2014 can get 50% off their first subscription. This offer is not available for current subscribers. For more details, see this link: <http://www.amazon.com/b?ref=10124212011>. If you have an active Flex agreement, we recommend you monitor your chargebacks to ensure you're not charged for these discounts.

Rollup Period: Weeks Months Quarters  
Date Range: Jan 03, 2010 Jul 03, 2010  
Period Back: 4 wks 13 wks 26 wks 52 wks

Group Sales by: Manufacturer  
Line Count: 5 10 15 20 All  
Sum By: Sales  
Sales Type: Ordered Shipped  
Promo type: All (17)  
Show Promos: True False

ADVANCED FILTERS  
You have not selected a default filter. Please choose a filter, click on 'Default', then click 'Update'.

Filter Name: Clear Filters  
New Apply Save Delete  
Manufacturer  
Brand  
Client Product Group  
Amazon Sub Category  
Category  
Platform

**Sales**  
Line chart showing sales over time from Feb to Jul. The y-axis ranges from \$0 to \$1,000,000. A bar chart at the top shows weekly sales activity.

**Share**  
Line chart showing market share percentage over time from Feb to Jul. The y-axis ranges from 0% to 40%.

**Total Sales**  
Stacked bar chart showing total sales by manufacturer/brand from Feb to Jul. The y-axis ranges from \$0 to \$3,000,000.

**SUPPORT**

- Weekly catalog additions
- 5-day per week call / email support
- Monthly insights / training call

**BACKGROUND**

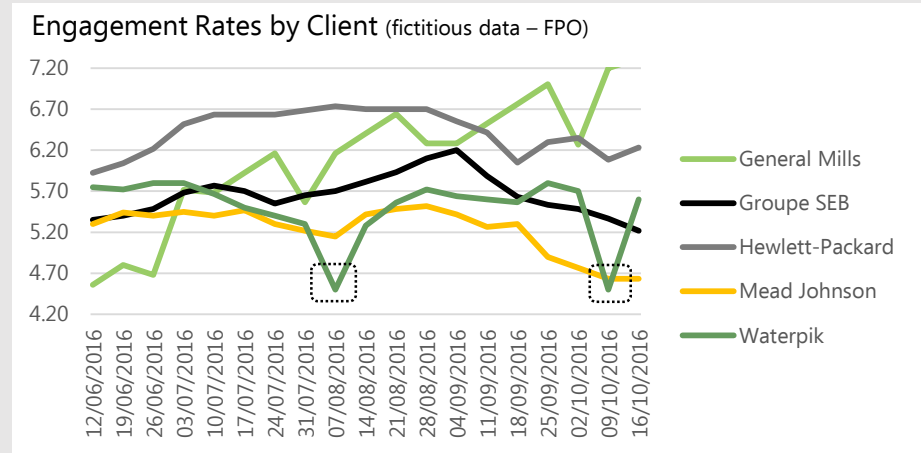
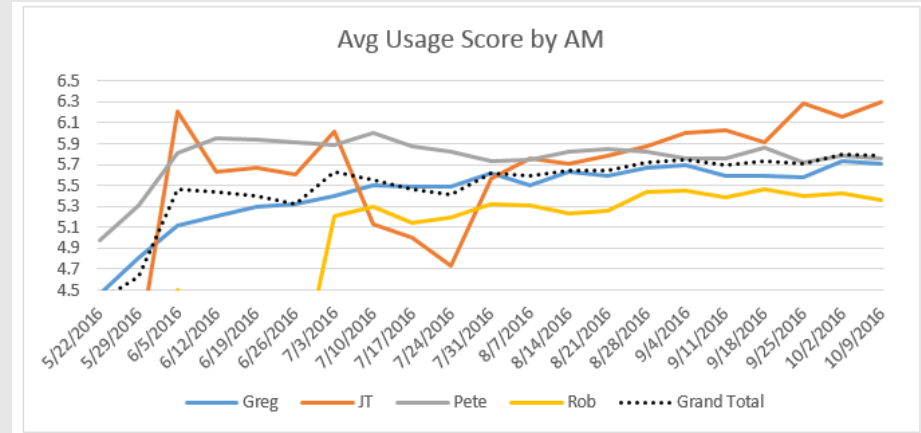
amazon Walmart 1 800 CONTACTS overstock TARGET

# Product Demo

# Customer Retention

**96%**  
Volume  
Customer  
Retention rate

**129%**  
Value  
Customer  
Retention rate



# Team Structure (35)



Spencer Millerberg  
Leadership

**Functions:**

- CEO
- Accounting



Mike Karlsven  
Brad Stewart  
Technology

**Two teams:**

- AI, Data Gathering & Data Science
- Traditional Systems Development



Jeff Brown  
Client Services

**Two teams:**

- Client Services
- Catalog



Nathan Rigby  
Business Dev.

**Dispersed Team:**

- Utah
- North Carolina
- London (new)



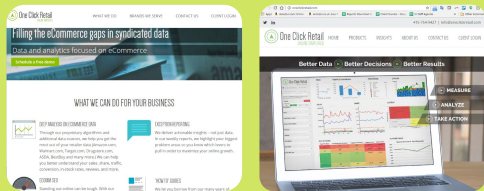
# Growth opportunities





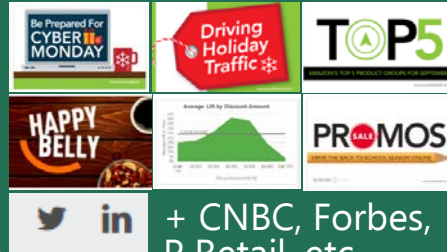
# One Click + Ascential: The first 90 days

## Web



+ Tracking, sign-up, etc.

## PR/Insights



+ CNBC, Forbes, P Retail, etc

## Office Locations



## Team members

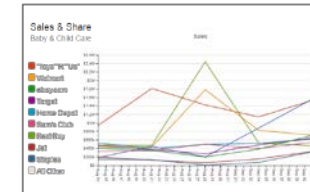
29 > 35

## Prospects



Own → All Ascential Database

## Product



### Total eCommerce

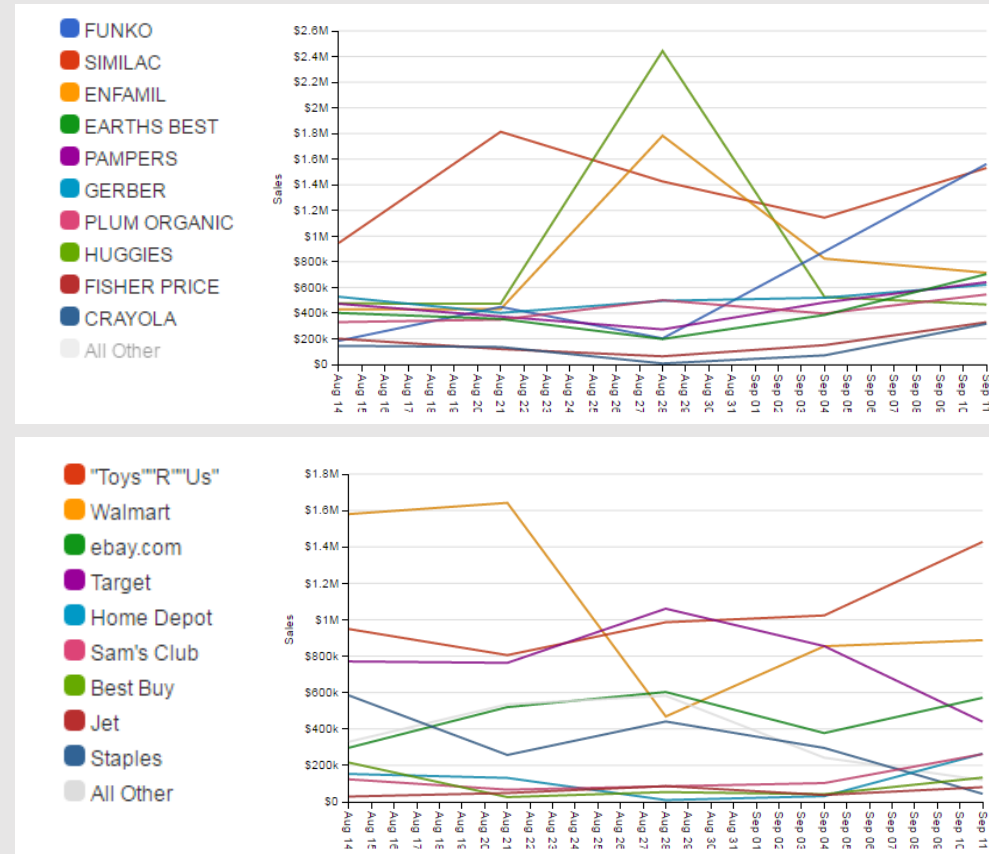
- Sales & Share
- Top 34 eCommerce Retailers
- Analyze by Retailer, Category, Brand, and more

# Total eCommerce

## Total eCommerce

- Sales & Share
- Top 34 eCommerce Retailers
- Analyze by Retailer, Category, Brand, and more
- Unparalleled accuracy & speed

## Example: Baby & Child Care



Data by brand, across retailers

Data by retailer, for a given product category

# The One Click Difference

## Detailed and Accurate

- 98.5% accuracy/SKU
- Ask us – we'll prove it
- Analyze by Category, Brand, SKU, etc



## Decision-Making Data

- Data match to Brick & Mortar
- Customized catalog
- Updated weekly



## Retail Expertise

- Amazon experience
- Walmart experience
- Target experience
- Overstock experience
- Many more



## Timely Reports

- Weekly updates
- Prioritized alerts
- "How to Action" insights



## Software with a Service

- Dedicated client manager
- Unlimited client access
- API integration



## Proven Results

- Clients grow sales 21% faster vs. competition
- 96% client renewal rate



 One Click Retail

# Questions

# WGSN

Kevin Silk,  
Managing Director

Carla Buzasi,  
Chief Content Officer



29 November 2016

Create  
Tomorrow

# Presenters

**Kevin Silk**



**Managing Director, WGSN**

**Carla Buzasi**



**Chief Content Officer, WGSN**

**Vicki Elliott**



**Instock Solution Specialist, WGSN**



# Know What's Next

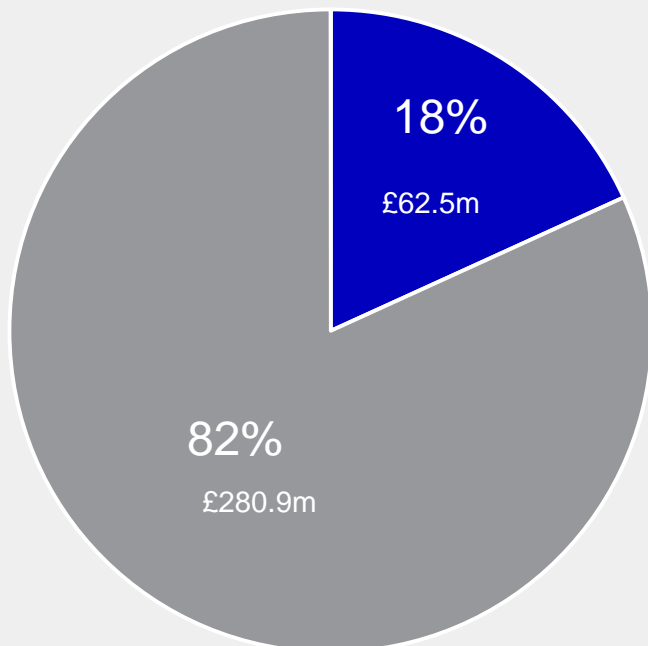
## The World's Trend Authority

We define what's next so you can make smarter decisions today. Our global trend forecasters and data scientists obsessively decode the future to provide the authoritative view on tomorrow. With experts in every major continent we build locally sourced, globally relevant content including daily trend intelligence, retail analytics, consumer insights and bespoke consultancy services.



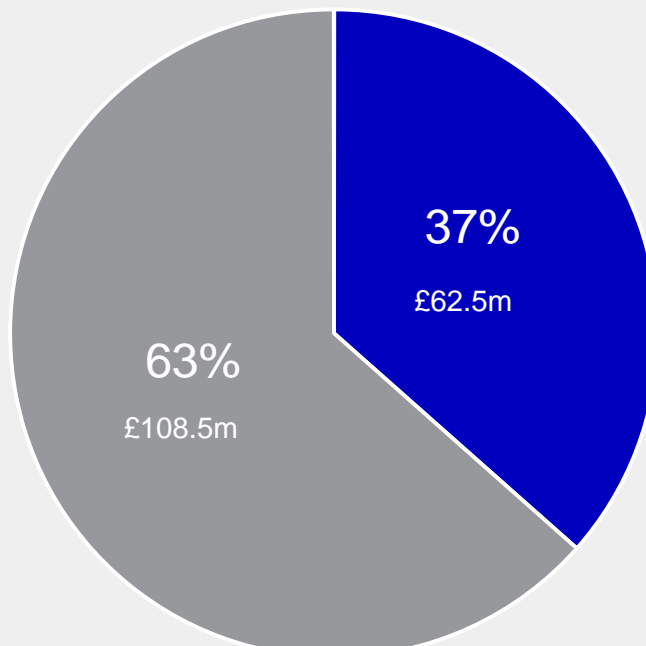
# Financial Context

WGSN vs Ascential



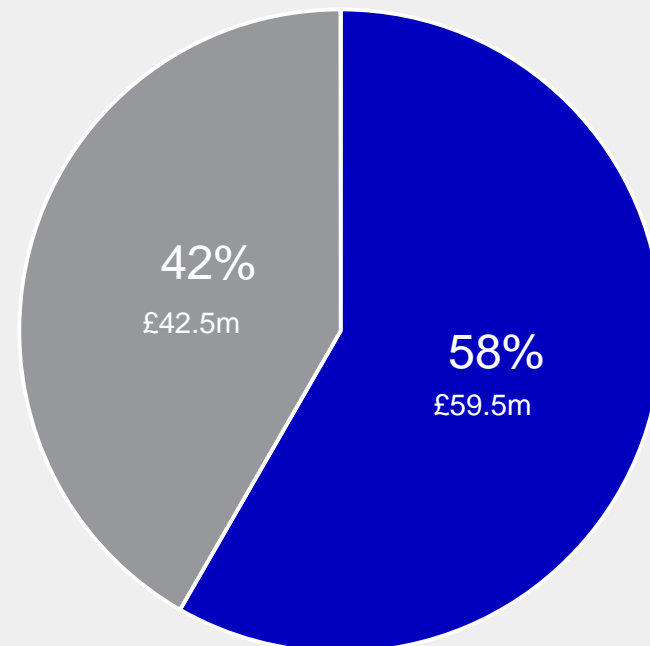
■ WGSN ■ Other Ascential

WGSN vs Information Services



■ WGSN ■ Other Information Services

WGSN vs Subscription Revenue



■ WGSN ■ Other Subscription

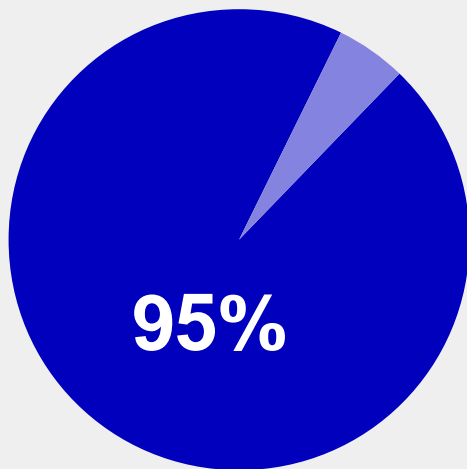
Graphics show WGSN's revenues in the 12 months to June 2016 relative to Ascential's

# How We Make Money

## WGSN

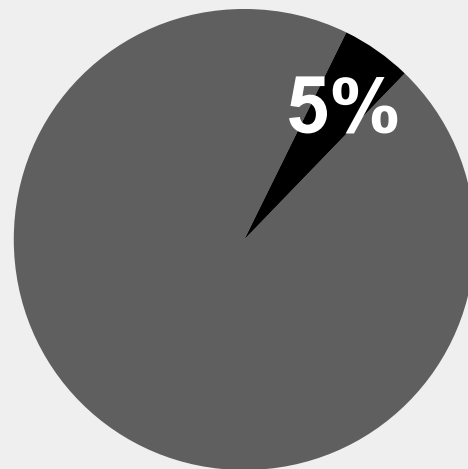
£62.5m Revenue  
(LTM June 2016)

Subscription



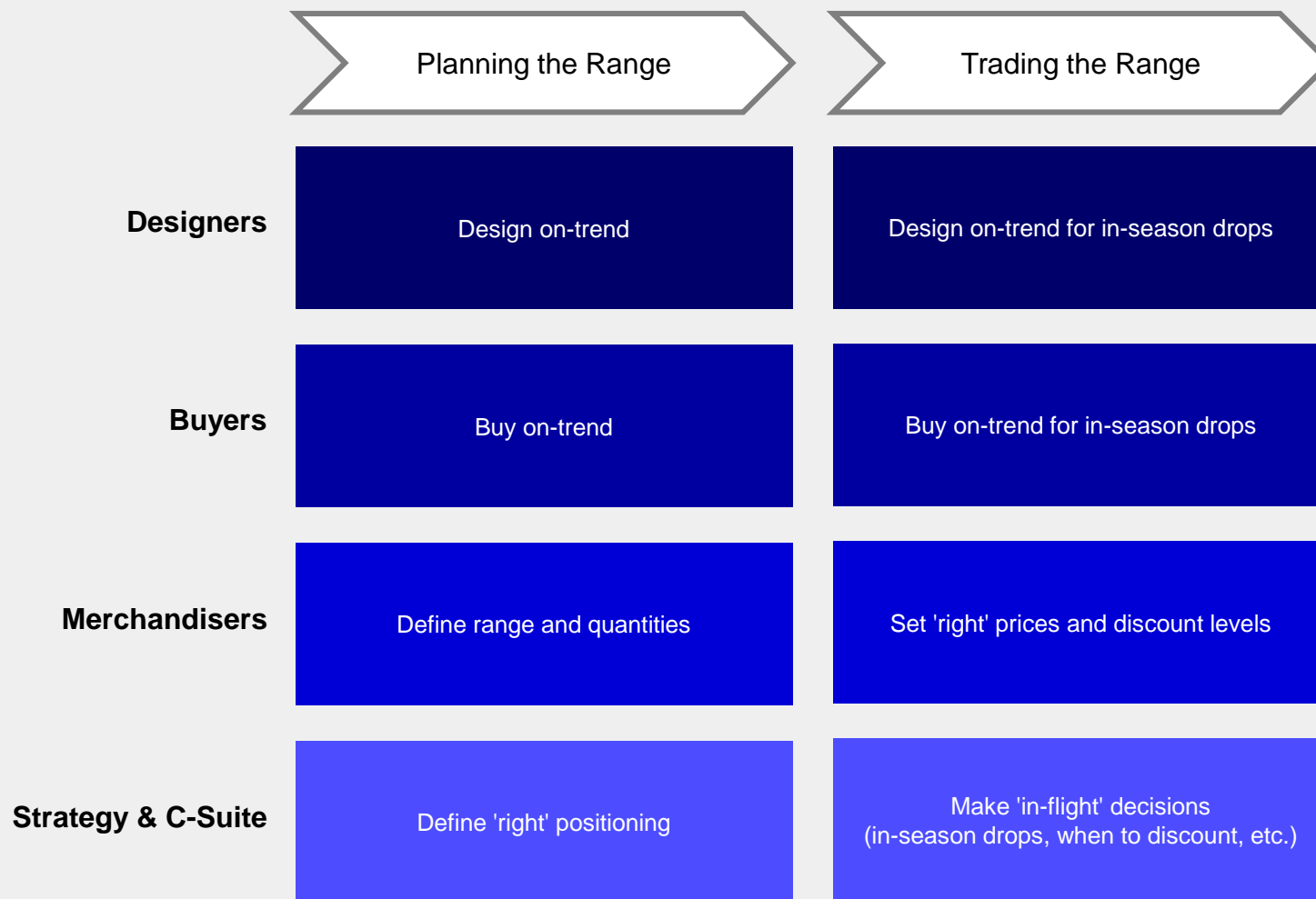
Fee paid for annual subscription contracts to access WGSN products

Advisory



Fee paid for bespoke customer work

# The Needs WGSN Serves



# The Product Suite

## Single Sign On Subscription Platform

## Consulting & Events

### Insight

Transformative consumer and market intelligence.

- In-depth insight into the consumer of today and tomorrow.
- Complete coverage of trends in retail, consumer markets and marketing.

### Fashion

The world's #1 fashion trend forecaster.

- Drive sales by staying on-trend - >250 new reports each month and forecasts 2 years out.
- More than 22m images and thousands of royalty free CADs and designs.
- Save half a day every week with our productivity tools and city guides.

### Lifestyle & Interiors

The pioneering trend authority for the lifestyle, hospitality and interiors industries.

- Develop inspired design, in-depth content in 23 sections, from automotive to wellness.
- 50 new, in-depth market reports each month.
- Save time with our trade show summaries, so you don't have to be there.

### Instock

The big data analytics platform for critical retail decisions.

- Make faster buying and merchandising decisions with access to a daily feed of e-commerce data.
- Understand your market and product position with more than 12,000 brands and more than 100M SKU's monitored daily.
- Improve range planning by analysing competitor data by colour, price and product mix.

### Styletrial

Rapid consumer feedback to improve buying, merchandising and pricing.

- Reduce investment risk by testing new product and packaging ideas before you go to market.
- Ensure alignment of price and target audience to your product offering.
- Make rapid decisions by receiving actionable feedback with results within five days.

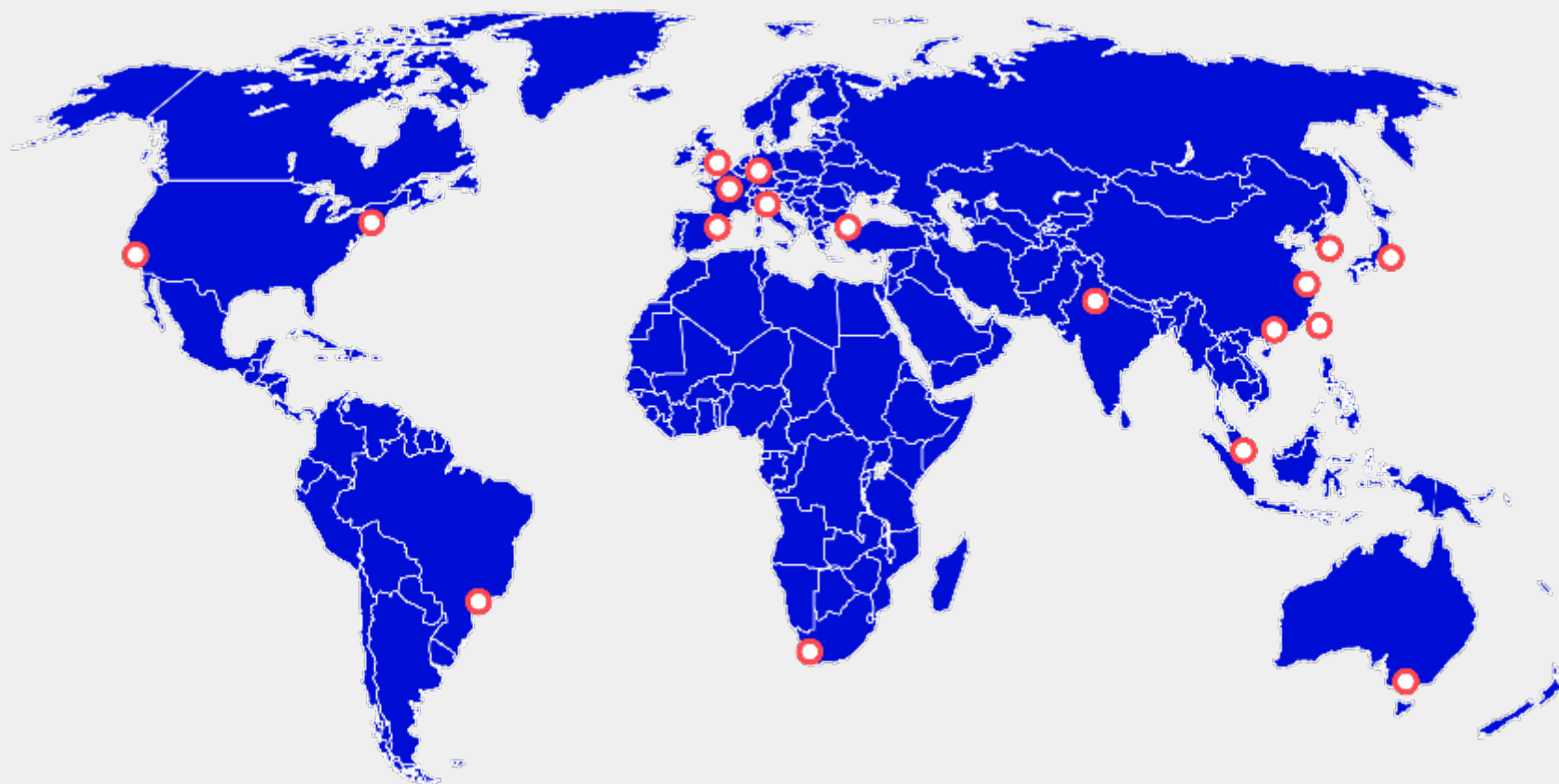
### Mindset

Tailored trend consulting by world-class experts.

### Futures

World-class events bringing together thought leaders to ignite the trends of tomorrow.

# Global Footprint

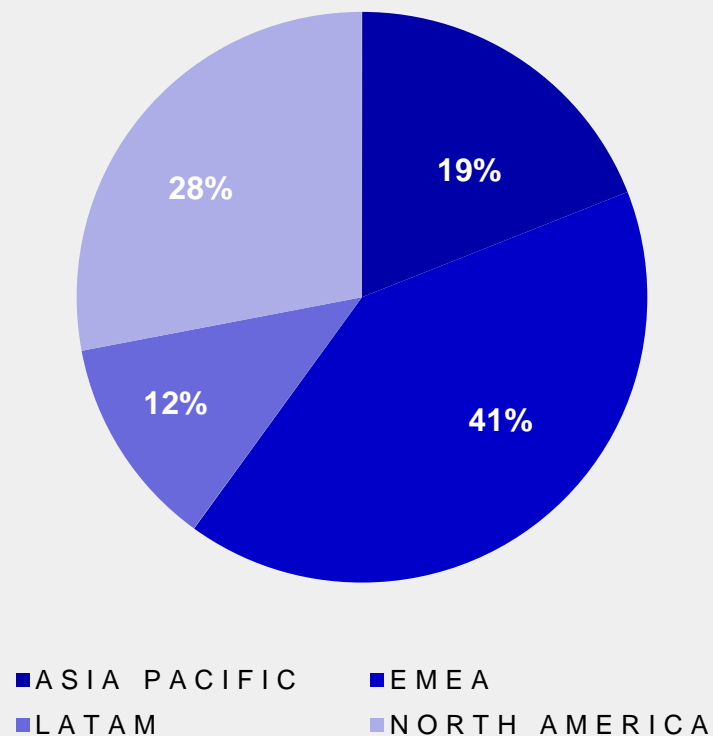




# Global Footprint

- 6000+ Customers in 86 Countries
- Delivery in 6 Languages: English, Chinese, Spanish, Japanese, Korean and Portuguese
- Offices in 14 countries: Australia, Brazil, China, France, Germany, Hong Kong, India, Italy, Seoul, Singapore, Spain, Taiwan, Turkey, USA
- China Joint Venture
- Channel Partners in Japan, Korea, India, and China

June 2016 Subscribers by Region



# What Clients Say About Us ?

"WGSN is like the Bloomberg for fashion, I will not plan our product or market clients without WGSN's help"

Andy Zhong, Director of overseas business development,  
Prosperity Textiles (HK) Ltd.

"Designing without WGSN is like being a surgeon without the best technology and the best medications, why would you?"

Francine Candiotti, Design Director FILA

"To create collections able to tell authentic histories, its essential to have the contribution of trend research tools...with (WGSN), real innovation is born"

Eduardo Boselo, Decortiles Designer

"We are able to make decisions based on trend facts vs. making choices off of personal preference"

Major CPG Company USA

"Gives us more confidence in allotting more resources on key items that turn out to be successful in the end"

Leading Manufacturer, Philippines

"I have more power of persuasion with my clients"

Cutting Edge Beauty Company, Brazil

"With WGSN's retail analytics, what used to take weeks now takes minutes"

Martha Eyman, Director of Merchandise Planning, Garnet Hill

# WGSN Influence

TRUSTED BY THE INDUSTRY'S BEST



NEW  
LOOK



SAMSUNG



nickelodeon

## Industries Served

Apparel

Accessories

Beauty

Footwear

Home Furnishings

Textiles & Materials

Agency

Automotive

Consultancy

Food & Beverage

Finance

Electronics

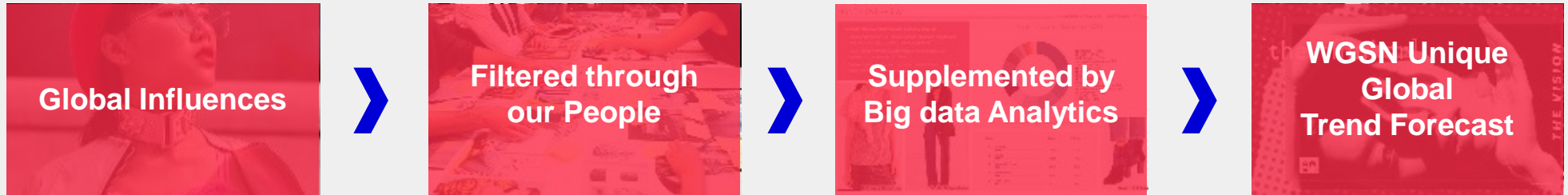
Technology

Hospitality/Travel

Licensing

Wellness/Health/Fitness

# How we do what we do



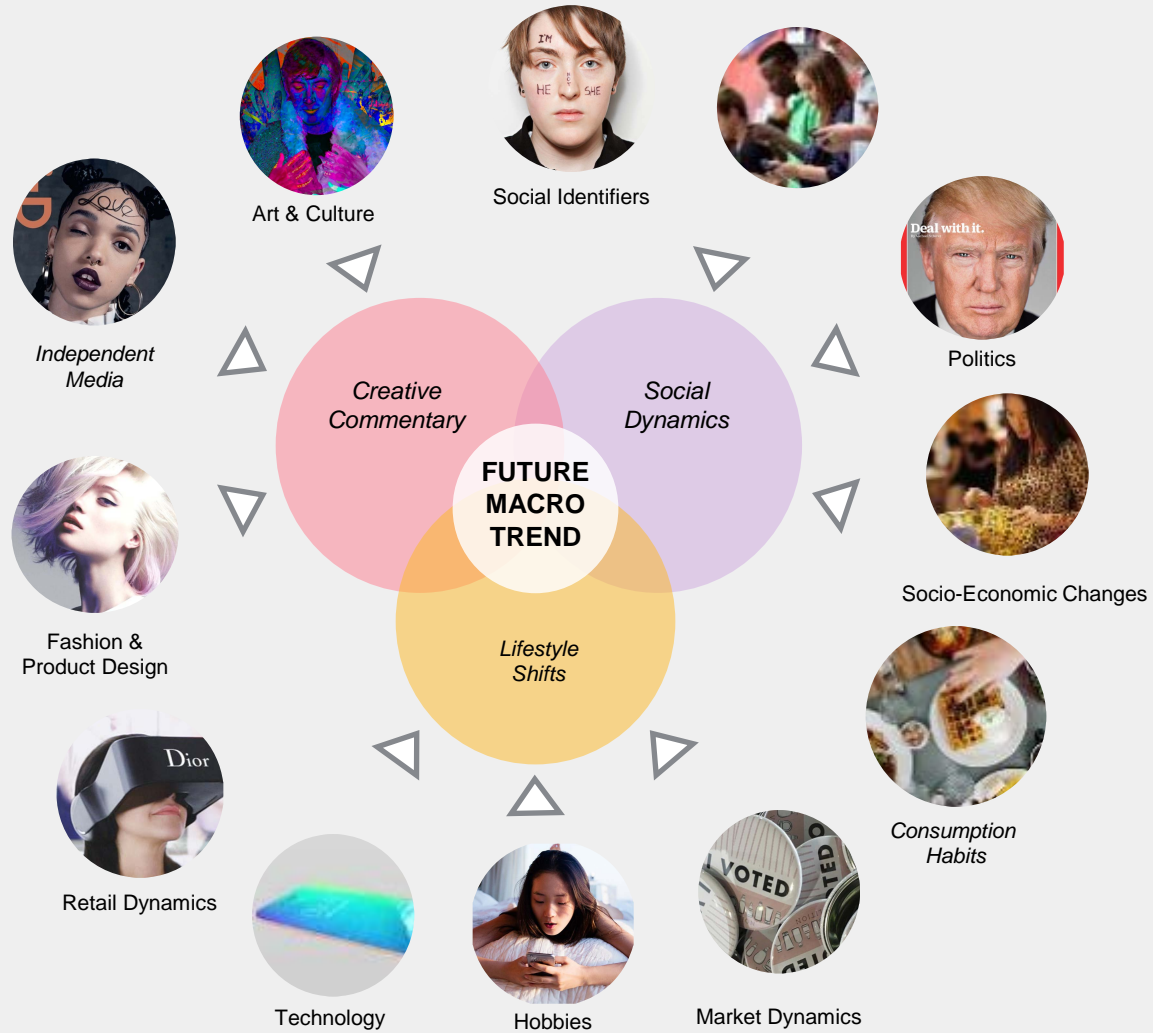
- 890 Blogs Monitored on a Regular Basis
- 302 Mill Collaborations
- 20 University and College Collaborations
- 137 Tradeshows
- 23 Festivals
- 95 Countries Visited
- 2,745 Catwalk Shows

- 250 Global Trend specialists
- Over 500 years of industry experience

- Over 45TB of WGSN images and reports
- Over 200,000 Images mapped in Catwalk Analytics
- More than 10TB of WGSN Instock data
- Platform analytics analysis of report views

- WGSN's unique 'Trend Weeks' twice per year
- Two-year out Vision and Fashion Forecast
- >250 reports per month

# Creative Macro Trends



# Macro to Micro

## Influence:

Digital overload.

## We Predicted:

Rise in crafting.

Increased use of natural fabrics.

The home as sanctuary.

## Today:

Hobbycraft boasts record sales and profits.

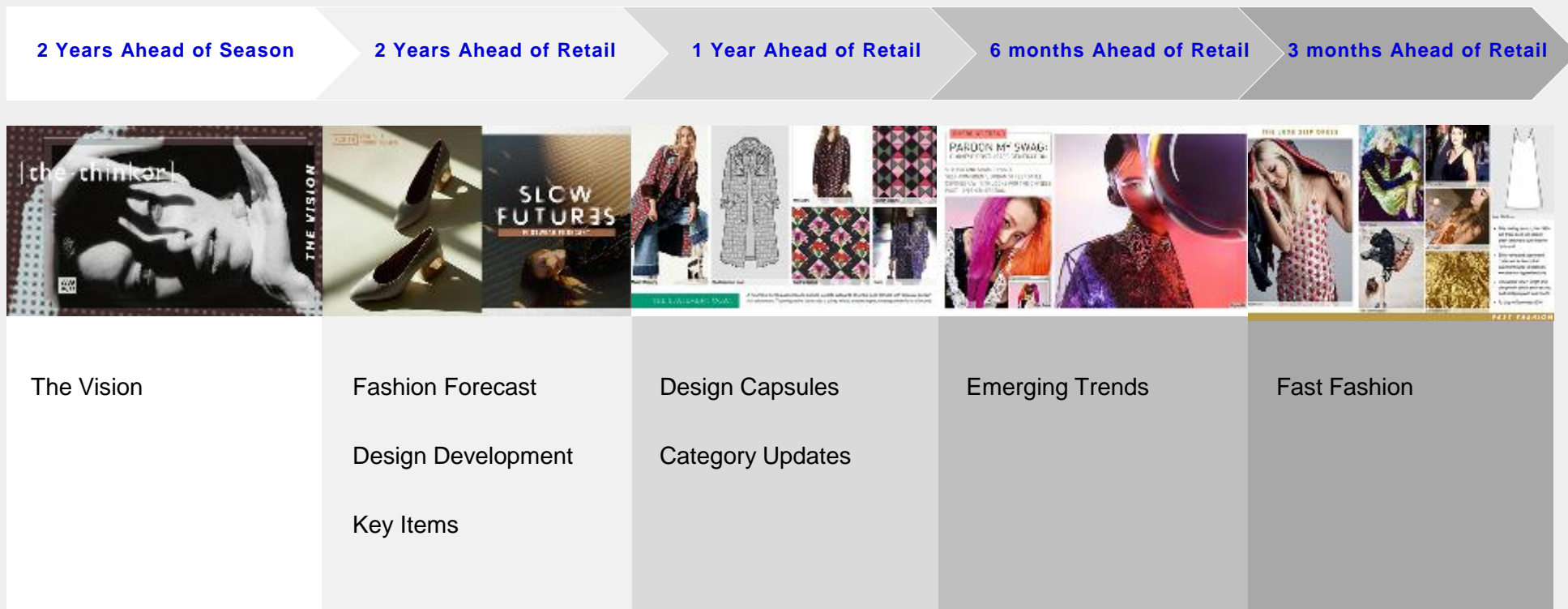
The Great British Sewing Bee hits TV screens.

Patches and embroidery top 2016 fashion trends.

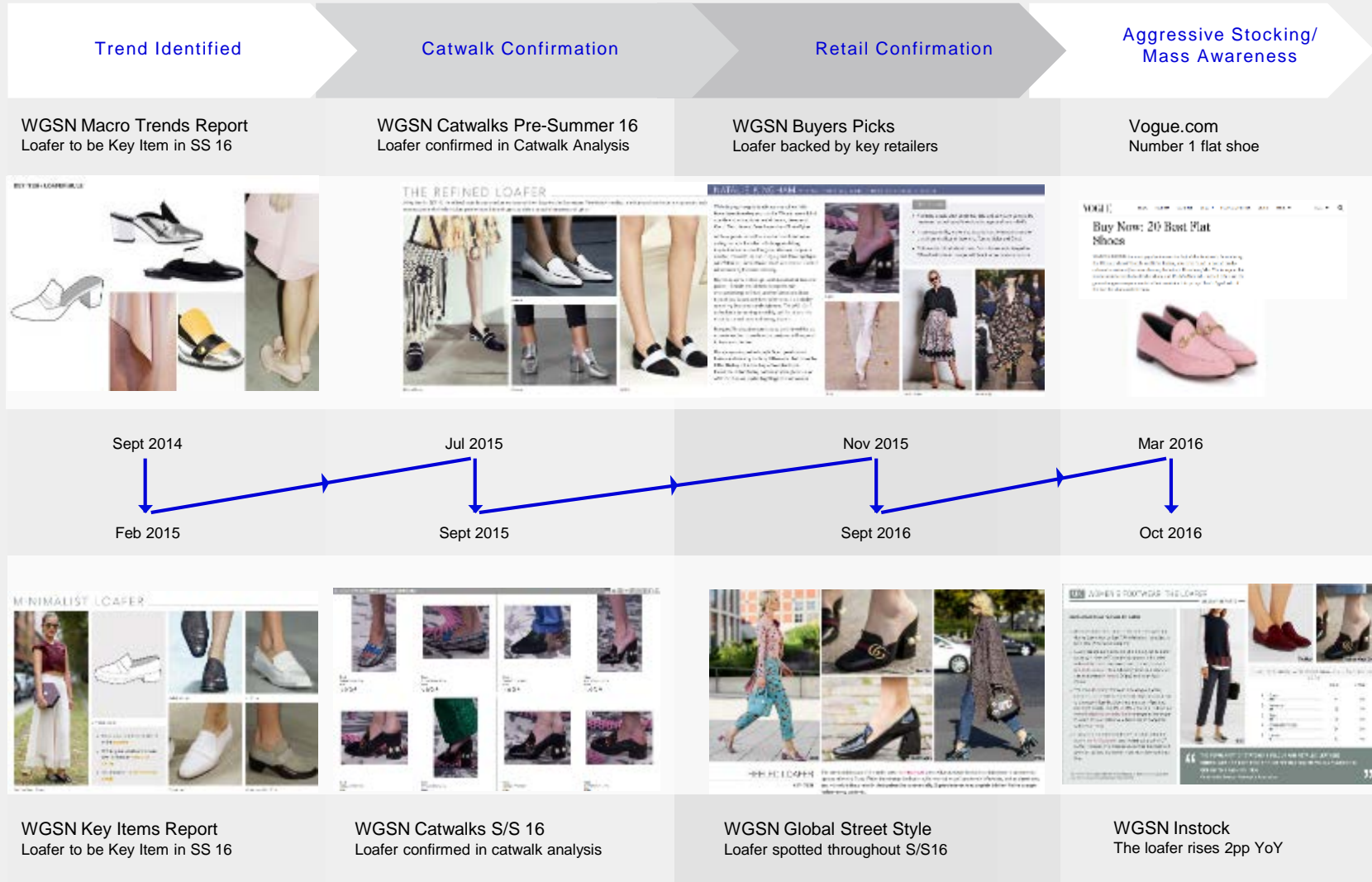




# The Content and Client Journey



# WGSN in Action – The Loafer



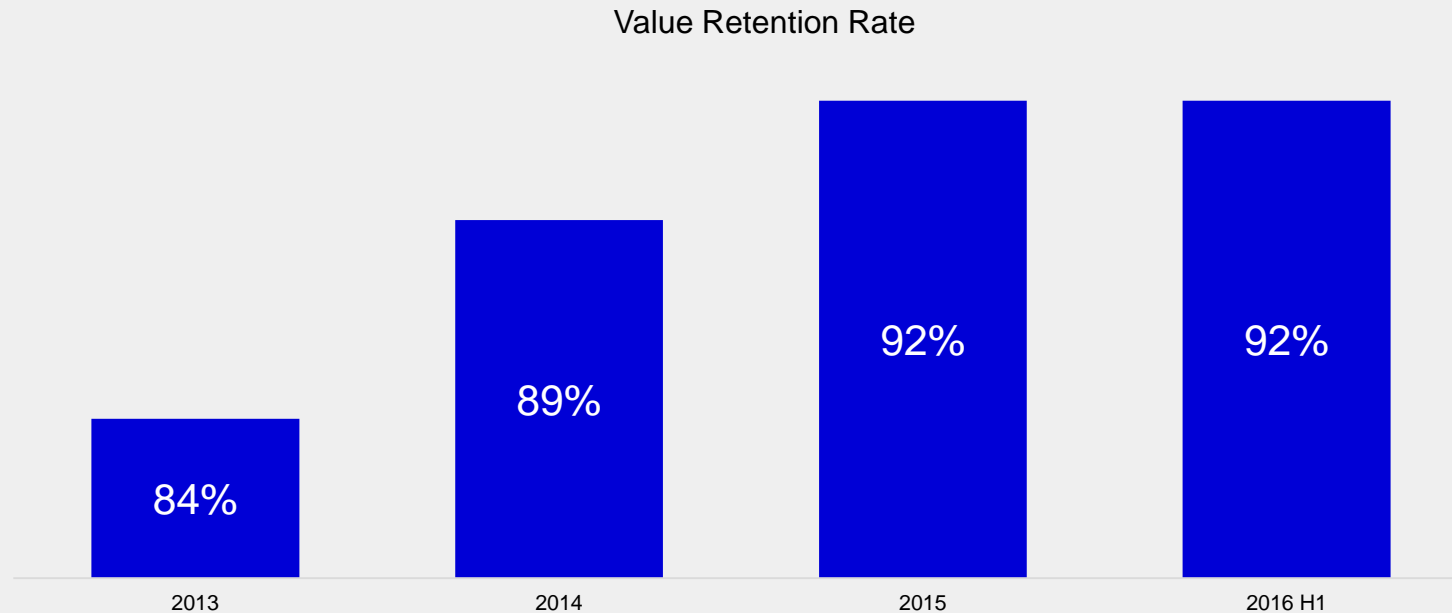
# Product Demonstration



# Growth Strategy

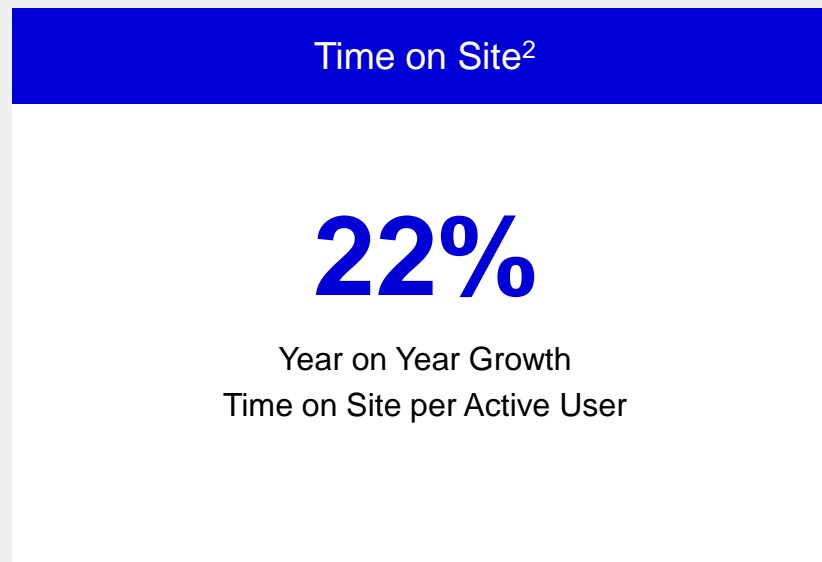
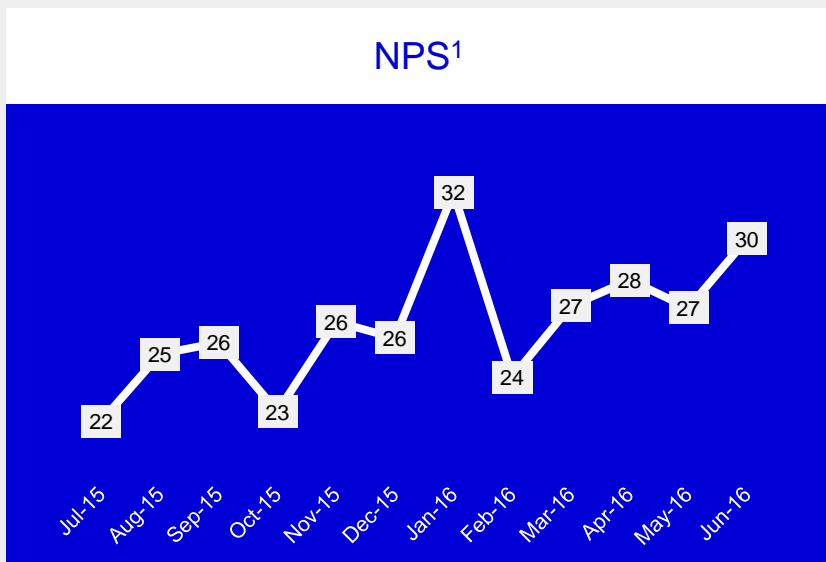
# Strong Retention Rates are the Foundation of Growth

## RETAINED CUSTOMER VALUE



Note: Customer Value Retention is calculated as the in-month subscription product revenue by customers who were also customers a year ago, divided by total subscription product revenue in the month one year previously.

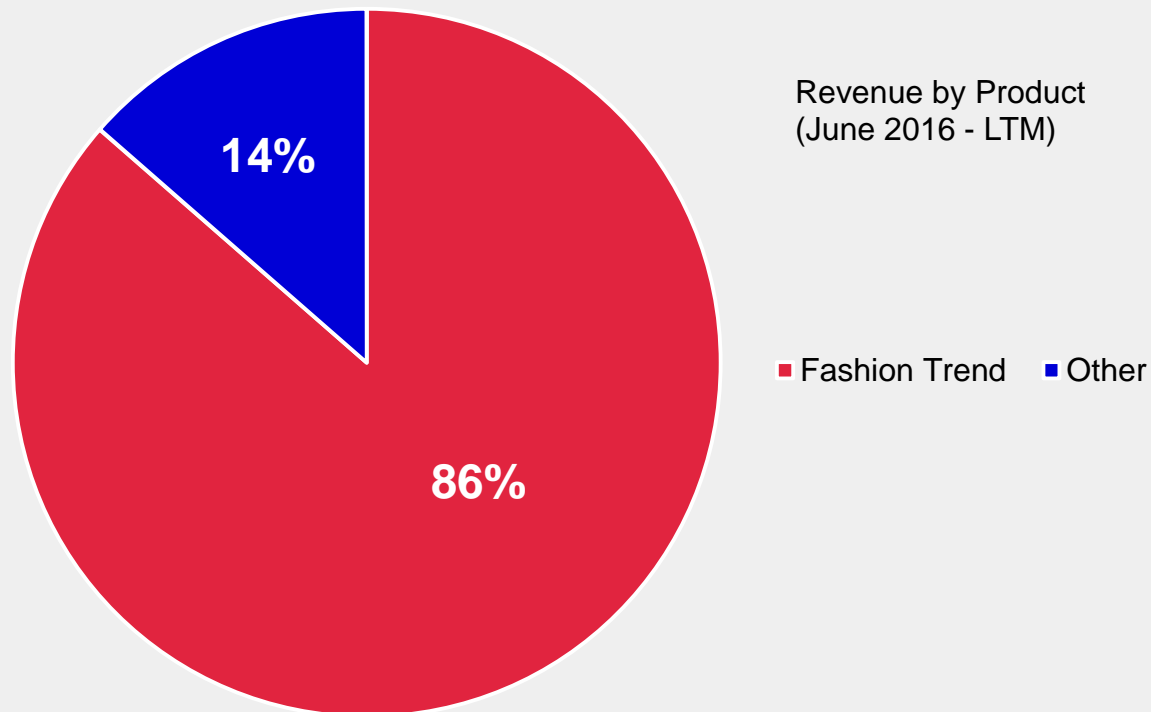
# Driven by Strong and Improving KPIs



<sup>1</sup> Net Promoter Score. Customers were asked to answer the following question out of 10 'How likely are you to recommend WGSN to a friend or colleague?'. Those rating 0-6 are subtracted from those rating 9-10 to give the Net Promoter Score. The sample size varies by month, but averaged across the months shown at over 2000. <sup>2</sup> Refers to growth from average LTM June 15 to average LTM June 16.

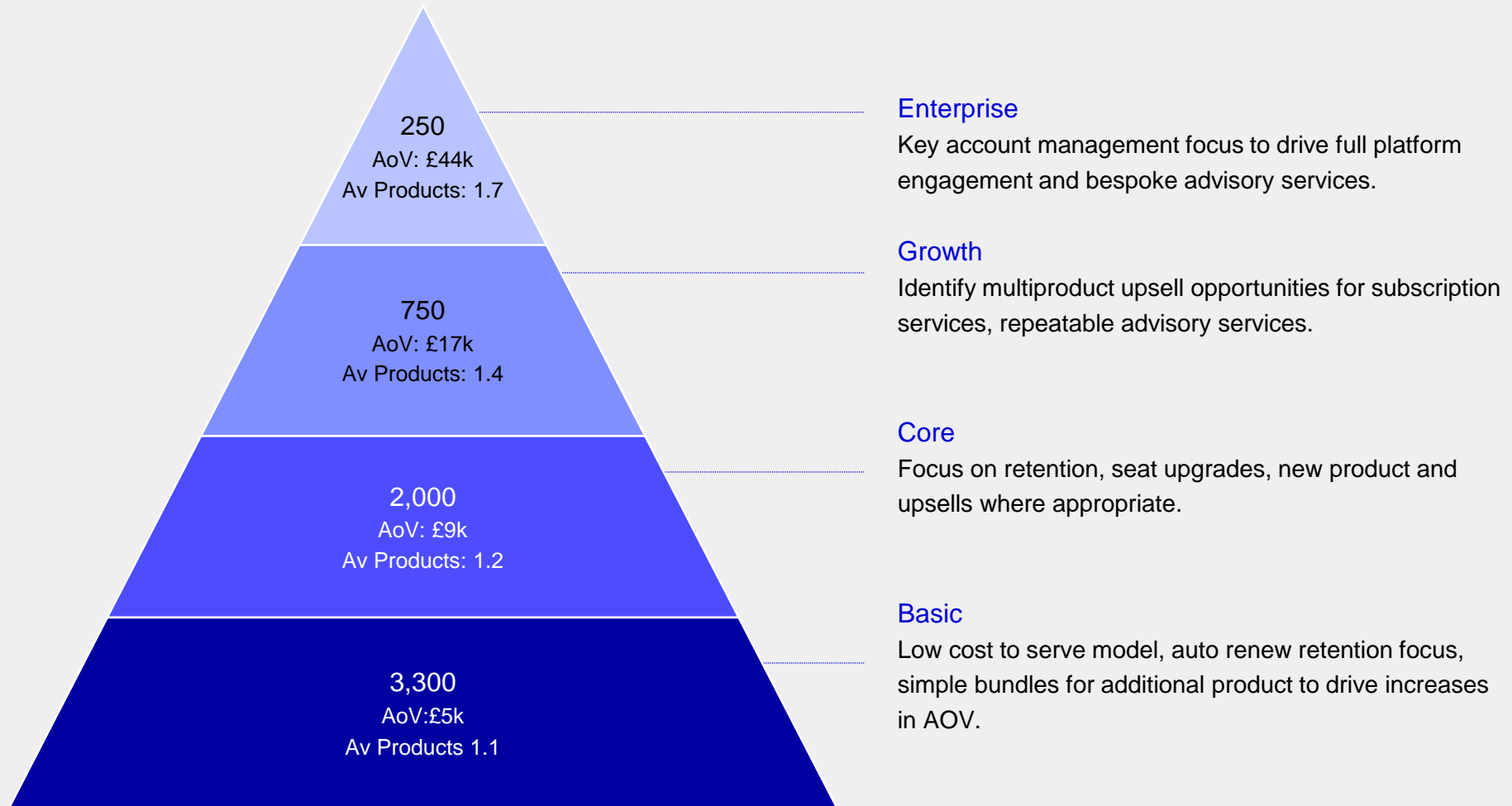
# Our Multi-product Strategy is a Key Lever of Future Growth

TODAY'S REVENUES ARE DOMINATED BY OUR FASHION TREND PRODUCT





# Our Largest Clients Have Needs Across All Seven of our Product Offerings



# A Critical Workflow Tool for Our Customer

Number One  
Market Position

Self-reinforcing  
Suite of Products

Attractive Financial  
Dynamics

Strong Growth Prospects

# WGSN Platform

SINGLE SIGN ON COLLABORATIVE WORKSPACE

