



Q1 2024 Update

Transform data into
business value with
AI, Fast.

May 2024

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Forward Looking Statements

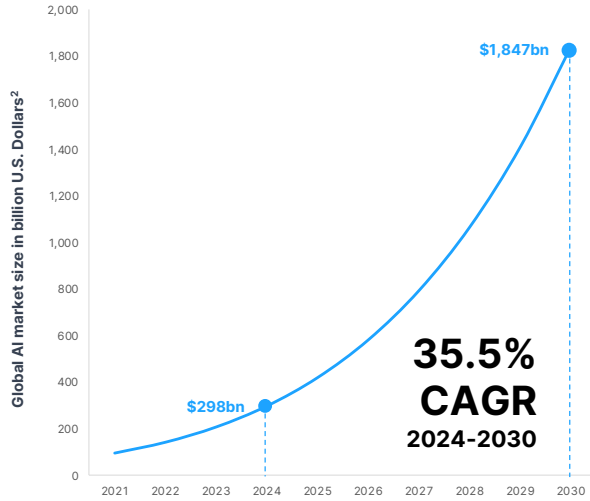
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Agenda

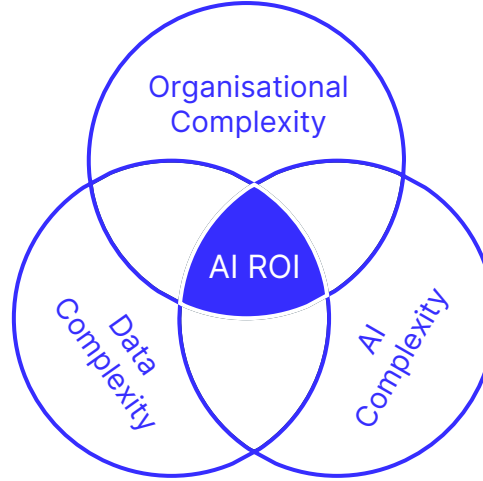
1. NowVertical Overview
2. Q1 2024 Strategic Updates
3. Q1 2024 Financial Results

The Now Vertical Equation

THE MARKET



THE PROBLEM



THE VALUE



We transform data into business value with AI, **Fast.**



250+
Clients

100+
Enterprise Clients

30+
CLV over \$5m

HALEON

DISNEY

AstraZeneca

paloalto
NETWORKS

Taylor & Francis Group
an informa business

logitech

RX



raizen

Adobe

sky

NHS

LATAM

Telefónica

speedo

Rank Group

The Economist

informa

LACOSTE

GSK

NAOS

Strategic Direction

Transition from inorganic aggressive acquisition strategy to a focus on organic growth from a sustainable foundation, with opportunistic acquisitions.

Aggressive Cash Intensive Acquisition

- 1 Strategic Account Growth Opportunities
- 2 Integrating Business Units
- 3 Unifying our Global Design Strategy
- 4 Stronger proposition mix for greater profitability

Growth On Sustainable Foundation

AI Market Growth

A Collection of Data Businesses to **One Brand, One Business**

Q1 Strategic Updates

Leadership & Governance

New Management Team

CEO, CFO, EVPs appointed

Board Changes

Revamped governance structure

Go-to-Market Strategy

Market Consolidation

Focus on LATAM, NA & EMEA

Proposition Strategy

Joined up solutions and services catalogue

Strategic Integration & Restructuring

Corporate Restructuring

Streamlined functions and cost optimization

SPA Renegotiations

Incentives linked with long term value creation

Operator-First Structure

Enhanced agility and decision-making

Allegient Sale

Strategic divestment to focus on core business

Allegient Business Sale

Allegient was unable to integrate with the NowVerical Group



\$12.5m

Cash gross proceeds

\$8.5m

Guaranteed

\$4.0m

Contingent

Margin Comparison

Allegient CGU EBITDA Margin

8%

CGU EBITDA Margin (excluding Allegient)

23%

11x

2023 Allegient Free Cash Flows Against Closing Cash

3.8m

Debt Paydown

Q1 2024 at a glance

\$12.9m

Revenue



3% vs Q1 '23

\$6.3m

Gross Profit



2% vs Q1 '23

\$1.6m

Adjusted EBITDA



314% vs Q1 '23

\$0.2m

Income from operations



120% vs Q1 '23

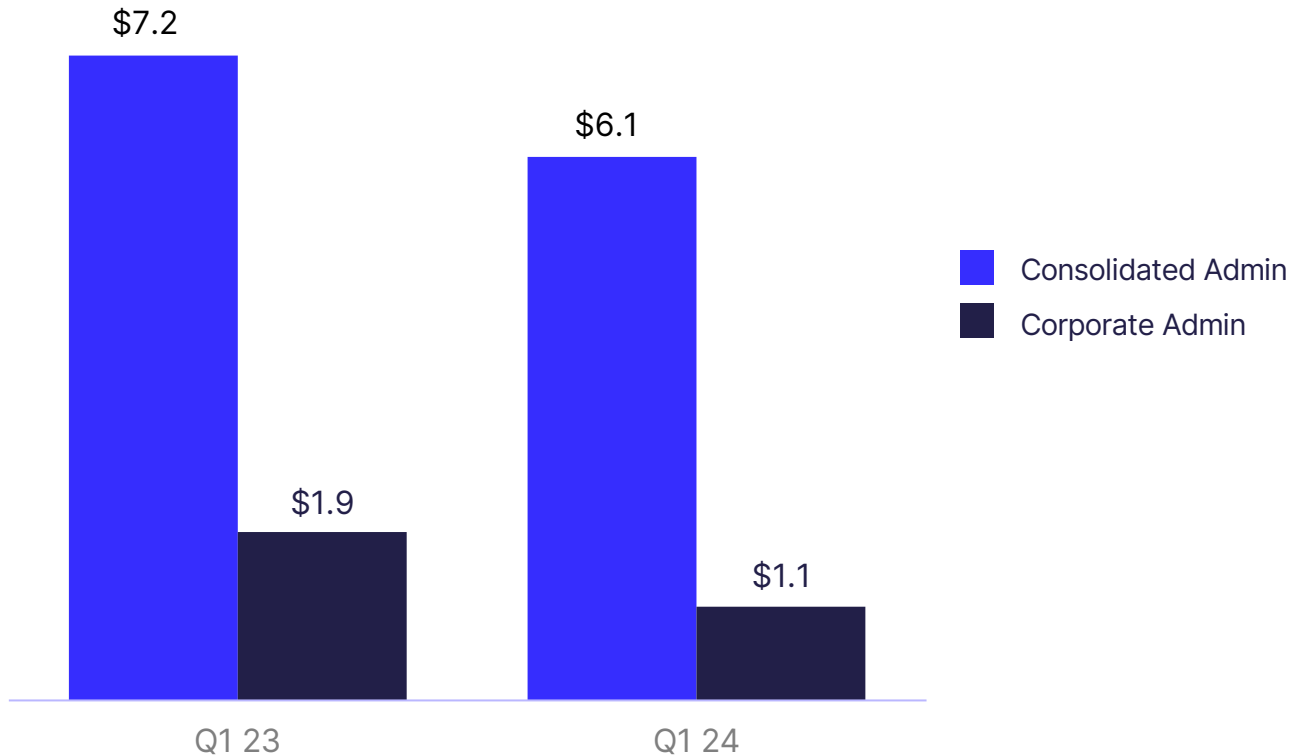
\$6.1m

Admin Expenses



16% vs Q1 '23

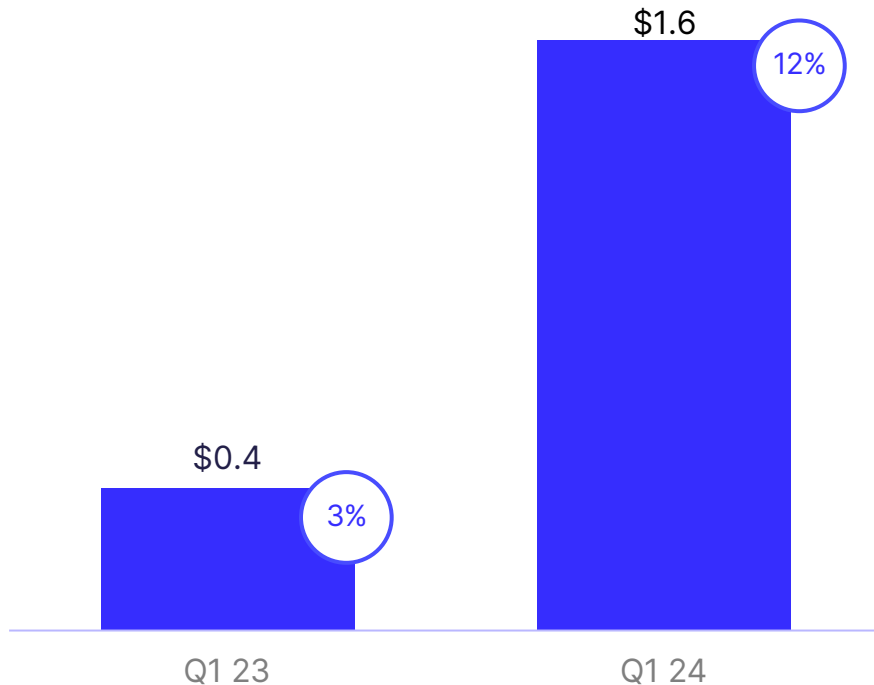
Admin Expense Analysis



Summary Highlights

- Consolidated and Corporate admin expenses trending positively year over year
- Corporate headcount decreased by 68% year over year
- Transitioning to operator first model allows for reduction of overhead costs

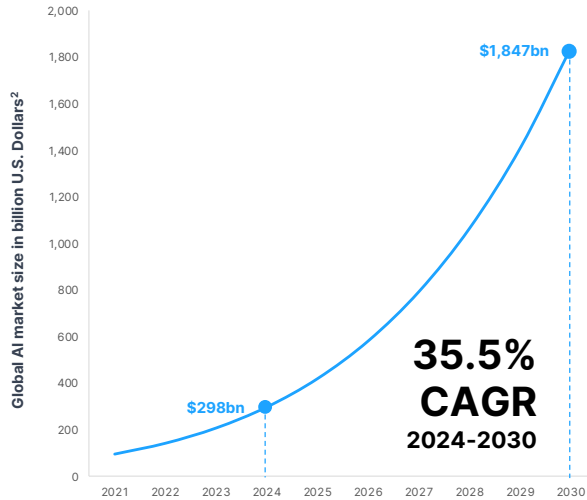
Adjusted EBITDA Analysis



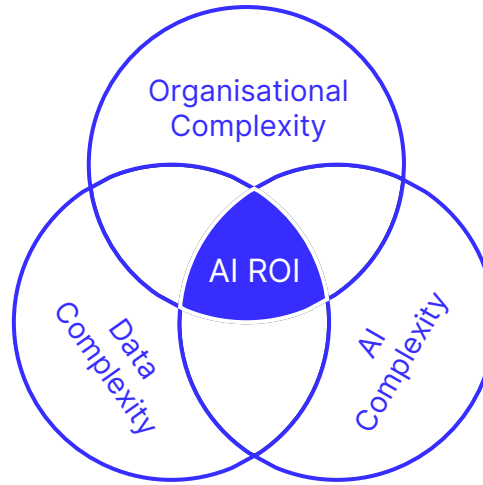
Summary Highlights

- Consolidated Adjusted EBITDA trending positively, 12% in Q1 24 vs 3% in Q1 2023
- BU profitability and continued reduction in operating costs are key contributors of improved consolidated profitability
- Opportunity exists for the operating costs to continue to decline as the team further executes on the integration strategy

THE MARKET



THE PROBLEM



THE VALUE



We transform data into business value with AI, **Fast.**

Improving Cash position to capitalise on market growth

Unleashing the power of the group to enhance the value we deliver for clients and the profitability of the business

Maximising shareholder value through our acquired assets.



Q&A

**We Transform data into business
value with AI, Fast.**

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Thank You.

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