

JAY&WING



**UK agency specialising in
Data Science**



600+ people
1 in 10 an experienced
Data Scientist



Collaboration
is part of daily life

Products
provide USPs and scalability

Products

Whisper

Provides marketers with intelligence on how different communities are engaging with their brand on social media

Almanac

Provides marketers with a unique insight of an individual consumer's online and offline behaviour

Digital Intelligence

Provides online retailers with a real time view (for each of their product lines) of competitor stock, price and promotions

Horizon

SaaS solution that allows lenders to comply with IFRS9



Propositions

Applying Data Science to Digital Marketing

Search Marketing | Programmatic Advertising | Email Marketing **40%**

USPs: **Almanac** – bidding, personalisation, attribution

Digital Intelligence – bidding

Google Strategic Partnership – early access to new products

Clients: Euro Car Parks, Irwin Mitchell, Jet 2, Pandora, Redrow, SCS



Applying Data Science to Digital Marketing

Social Media | Brand Marketing

30%

USPs: **Whisper** – planning & measurement

Clients: BskyB, Castrol, Firstdirect, Merlin Entertainments, Pepsico



Applying Data Science to Risk

IFRS9

15%

USPs: **Horizon** – automation, self-serve

Clients: Coventry B/Soc, Nationwide, RBS, Shawbrook



Applying Data Science to Customer Servicing

Multi-Channel Customer Servicing (Voice, Webchat, Email & Social) 15%

USPs: **Almanac** – join up channels

Whisper – to monitor social engagement

Clients: Collect+, Toyota, Vauxhall

Business model

Multi-Channel Customer Servicing

Typically 3 year contracts with monthly billings and performance criteria

60% Recurring revenue

1 in 4 top 50 clients buy more than one service



Search Marketing | Programmatic Advertising | Email Marketing

12-18 month contracts with committed monthly billings ranging from £6k to £50k

Social Media | Brand Marketing

Framework agreements (2 to 3 year) and projects revenues with long standing clients

IFRS9

Framework agreements (1 to 2 year) and projects revenues with long standing clients



Financials

Income Statement

	FY 2014 £'m	FY 2015 £'m	FY 2016 £'m	15 v 16 %	CAGR %
Revenue	26.7	33.8	36.0	7%	16%
Gross Profit	21.6	30.1	31.8	7%	21%
Adj. EBITDA	2.3	4.1	4.3	6%	37%
<i>Adj. EBITDA margin</i>	<i>10.7%</i>	<i>13.5%</i>	<i>13.6%</i>		
Basic EPS on adjusted EBITDA	3.1p	5.3p	5.7p	8%	36%

Cash Generation

	FY 2014 £'m	FY 2015 £'m	FY 2016 £'m	H1 2017 £'m
Free cash flow	£4.4m	£3.1m	£2.3m	£2.3m
Net debt	£5.8m	£5.2m	£5.3m	£3.4m

- Driven by recurring revenues
- Net debt includes investment in product development and acquisitions

Market

Market Opportunities

Continued growth in UK online advertising spend (11.5% in 2017*) fuelled by growth in mobile advertising

Data analytics will remain a key focus for businesses - 70% of CIO's planning to increase spend in 2017**

Measurement of social media - 45% of UK marketers intend to increase investment in measurement in 2017***

Financial Services Companies will remain pre-occupied with compliance as the FCA continue to move the burden of compliance onto them

* Carat, September 2016

** IDG Enterprise, December 2016

*** CMA, October 2016

Market Threats

Short-term uncertainty - the full impact of the fall in the value of the pound has yet to be seen through the supply chain – increased costs could lead to marketing budgets being squeezed and/or a move to use more measurable digital marketing – so a threat and an opportunity for Jaywing

Medium-term uncertainty - may impact investment decisions and therefore delay change programmes

Resilience will be important

Jaywing is well placed with over 60% recurring revenue

Strategy

Strategy



**Innovation &
Disruption**

New products

Cognitive Marketing
collaboration with the
Data Science Institute at
Imperial College London

JAYWING

Imperial College
London



Strategy



**Low risk
international
growth
platform**

Commercial agreements
to distribute relevant
products and services
internationally

**Meet us
at Stand 2**



Thank you

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