

JAY&WING

Data Science-led

**Agency and consulting business
with a marketing technology division
and the beginnings of an international footprint**

Locations



People

600+

people

1/10

Data scientists



Service Propositions



Service Propositions



JAYWING

INTELLIGENCE

Almanac is an advanced website tracking tool. It builds up a vast library of individual customer interactions, including what content they were shown, what search terms they entered on a site and what happened during their purchase journey.

Almanac

Whisper

Whisper analyses millions of people's social media behaviour in minutes – giving insight to make smart marketing decisions.

Decision

Decision is an AI-powered PPC management platform. It continually learns and optimises itself to manage paid media spend in real-time, delivering more leads or sales for less spend.



JAYWING
INTELLIGENCE

Collective

Global

Top

An abstract, ethereal graphic composed of flowing, smoke-like or liquid-like forms in shades of pink, magenta, and orange. The shapes are layered and translucent, creating a sense of depth and movement. The overall form is roughly circular but with organic, irregular edges. It is set against a solid black background.

Archetype

Artificial Intelligence-based modelling suite from Jaywing

AI Consultancy Practice

sky



itv



first direct



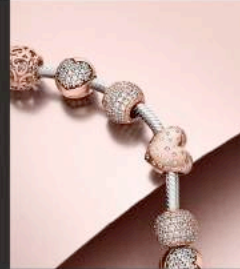
collect+



Castrol



berghaus



PANDORA

pets
at home

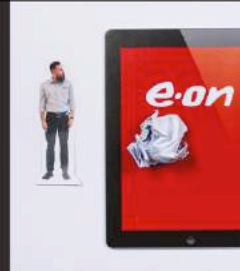
Ann Summers



pepsi

HULL 2017
UK City
of CultureSCS
SOFA • CARPET • SPECIALISTirwinmitchell^(M)

Keepmoat



e-on



TSB

Awards



Key differentiators



Data science specialism

1 in 10 people an experienced data scientist plus suite of marketing tech products

Cross-sales

1 in 3 top 50 clients now buy more than one service line due to collaborative operating model

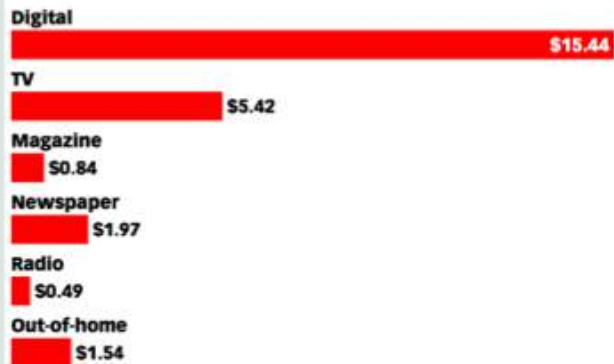
Recurring revenues

Two thirds visible 6 months in advance, half 12 months in advance

Market context

UK Ad Spending

UK Total Media Ad Spending, by Media UK, 2017, billions



Source: eMarketer, August 2017

www.eMarketer.com

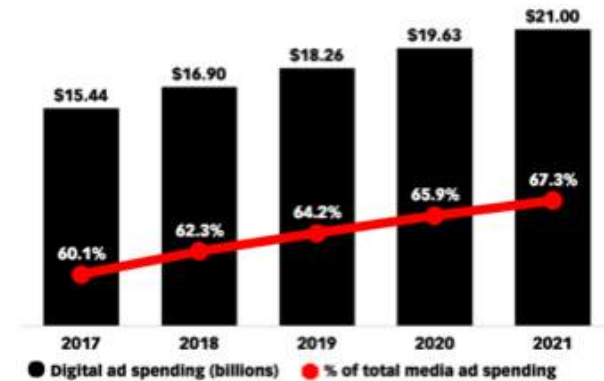
UK Digital Ad Spending, by Format UK, 2017, billions



Source: eMarketer, August 2017

www.eMarketer.com

UK Digital Ad Spending UK, 2017-2021



Source: eMarketer, August 2017

www.eMarketer.com

Challenges to UK revenues in 2017/18

**FMCG
cost
reduction**

**Consumer
spending
squeeze**

**Brexit
uncertainty**

**Brand Safety
/Media
Transparency**

Opportunities coming out of the cycle

**Move to more
effective
data science
powered
digital media**

**Move to more
transparent
cost models**

**Move away
from Global
agency
groups**

**Move to in
house functions**

Australia Ad Spending

Total Media Ad Spending in Australia, by Media Australia, 2017, billions



Source: eMarketer, September 2017

www.eMarketer.com

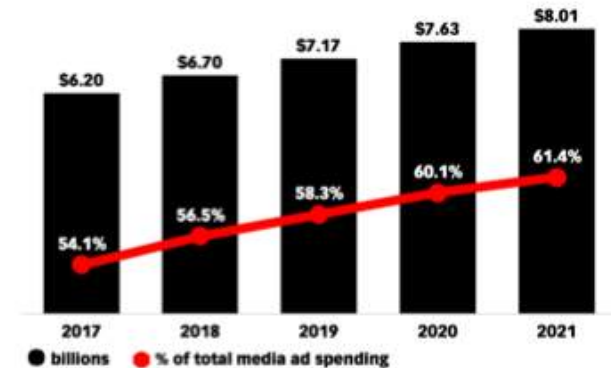
Digital Ad Spending, by Format Australia, 2017, billions



Source: eMarketer, September 2017

www.eMarketer.com

Digital Ad Spending Australia, 2017-2021



Source: eMarketer, September 2017

www.eMarketer.com

Opportunities in Australia

Increasing
adoption of
digital media

“Import” more
sophisticated
approach
from the UK

Overcome
talent
shortages by
using UK
resources

Expand to offer
complementary
creative and
web build
capabilities

Strategy

Strategy re-cap



Innovate

New applications of
Data Science
and new Marketing
Tech

Scale

Acquisition of
complementary
businesses
in the UK &
internationally

Grow

Proactive client
management to
increase cross-
sales still further





Thank you

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