

System1

Don't guess. Test.

Interims Roadshow 2022

The World's Marketing
Decision-making Platform



System1

Don't guess. Test.

John Kearon

Founder & President



System1



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James Gregory

Chief Executive Officer

System1 Group: Chief Operating Officer; 2021 – 2022

HomeServe Plc: Chief of Staff to CEO; 2019 – 2021

Tesco Plc: Online Director (Strategy; Transformation; Operations); 2012 – 2019

Capgemini Consulting: Digital Transformation; 2007 – 2012



Strategic Review validated our 'Test & Improve Your' services for world's largest advertisers



Advertising

How can I be confident that my advertising will drive growth?



Test Your Ad

The World's Most Predictive Ad Effectiveness Platform



Impact on Brand

How can I measure the impact of my marketing activity on my brand health and predict further growth?



Test Your Brand

The World's Most Agile and Predictive Brand Health Framework



Innovation

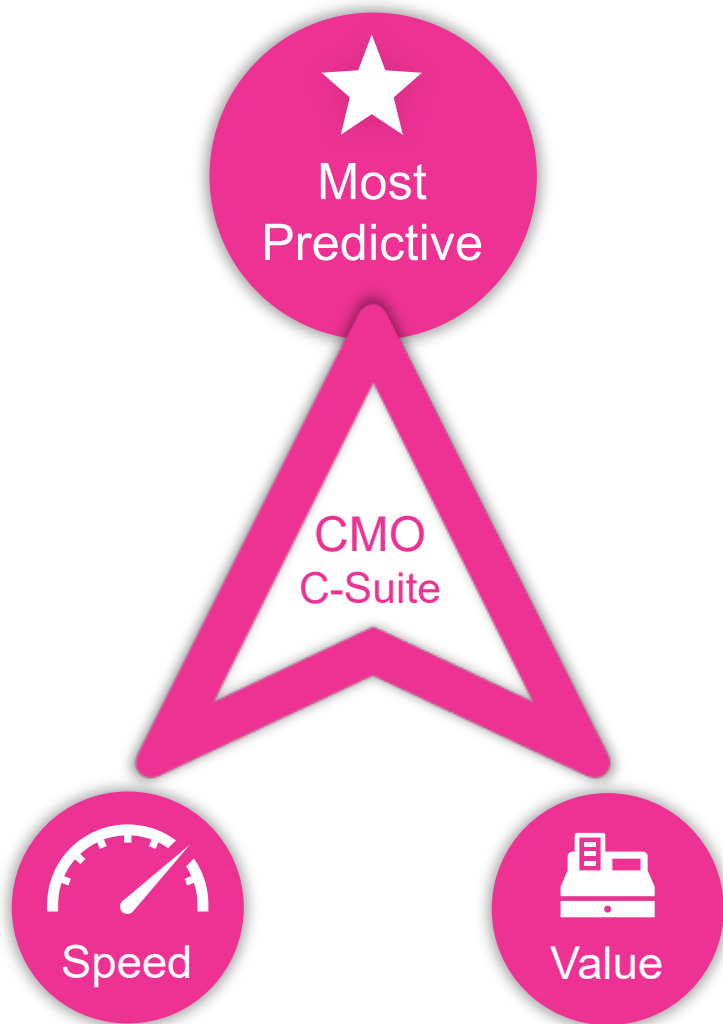
How can I be confident that my idea will be a commercial success?



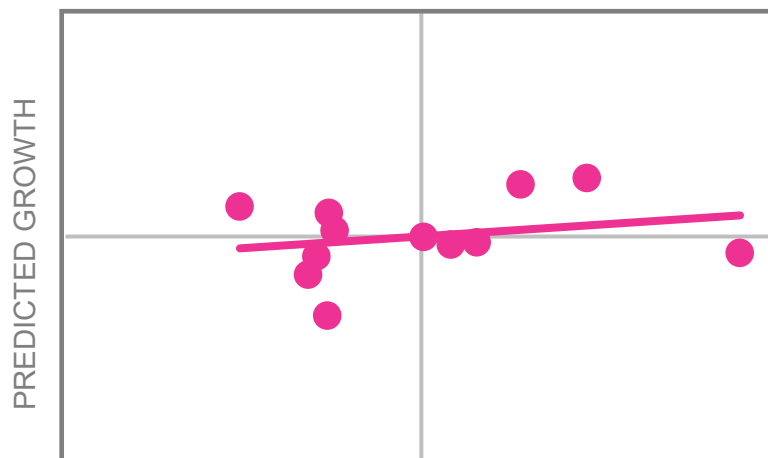
Test Your Idea

Predict the Profit Potential of your Idea

Our Unique Selling Proposition is '**Predictiveness**', offered at market beating speed & value

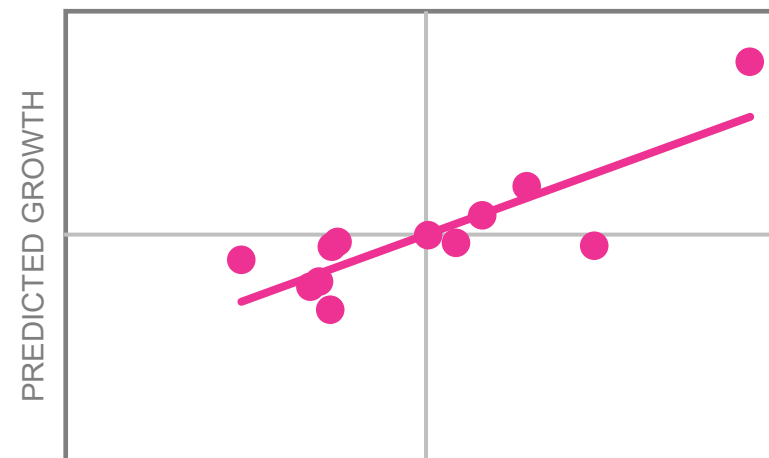


Reach of Advertising
ESOV



Correlation **0.25**

Reach & Quality of Advertising
ESOV + **Star Rating**



Correlation **0.83**

Increased focus on Digital ads, as well as TV, Audio & Static formats, to accelerate growth



Television



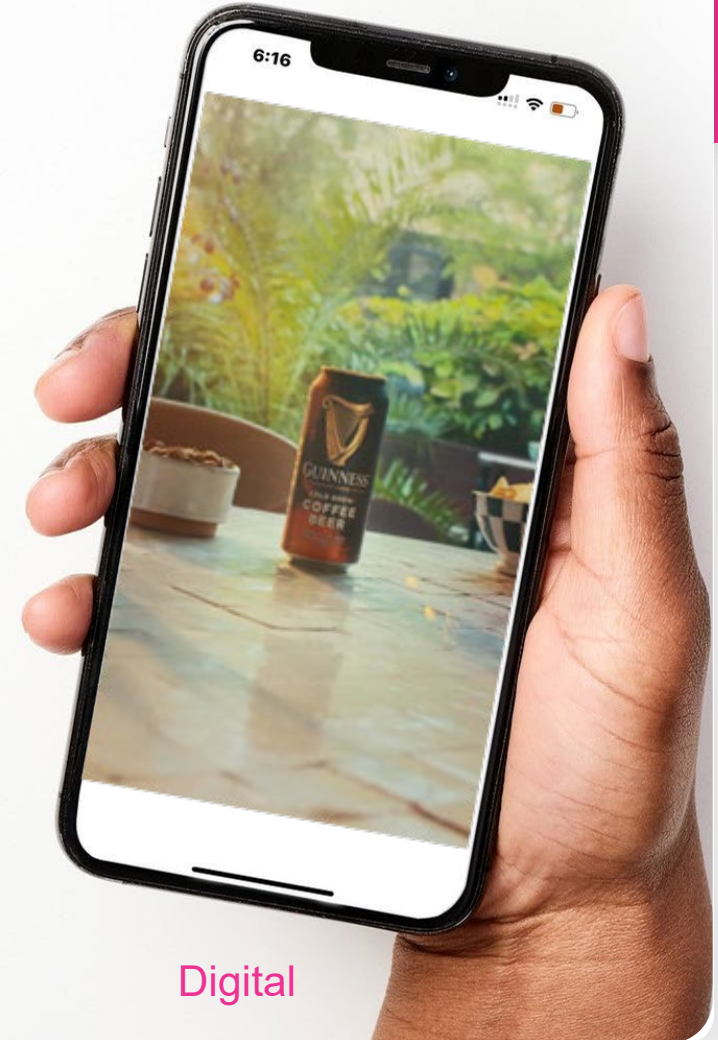
Print



Audio



OOH



Digital

Target world's largest advertisers through partnerships to maximise growth

Partner with major ad platforms/media owners, advertising/media agency groups and professional service firms

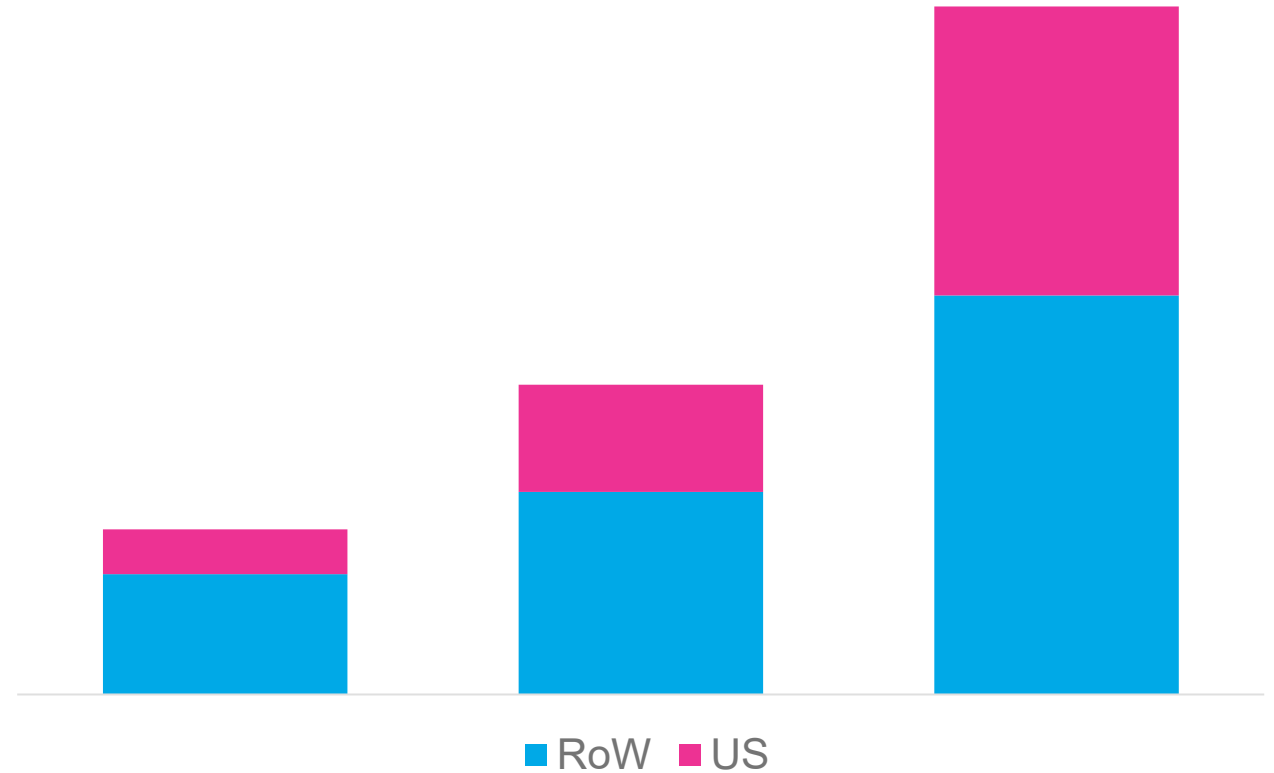
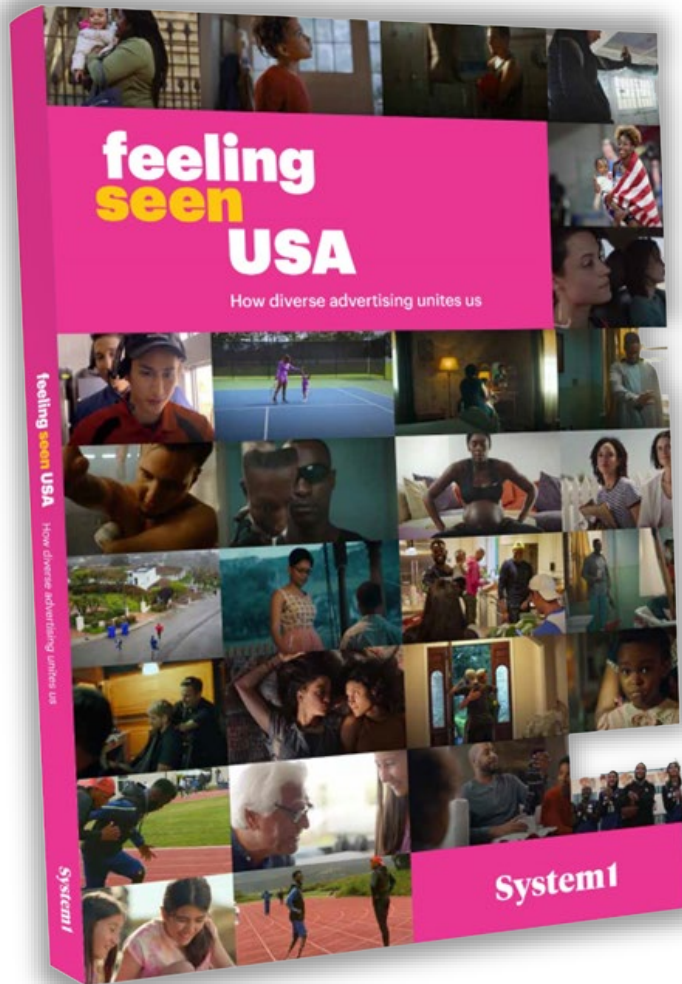
Linked in

itv

BBDO


globo

Significantly increase **focus on the US** market, as the greatest potential for rapid growth



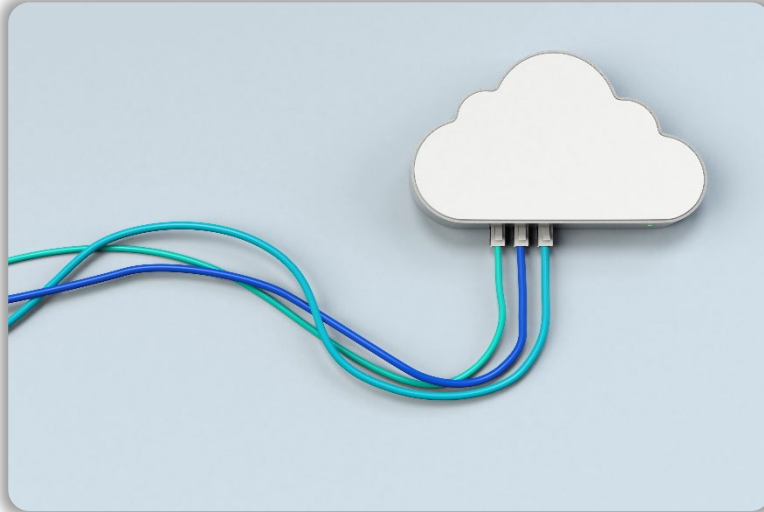
We will invest in growth through the upcoming recession



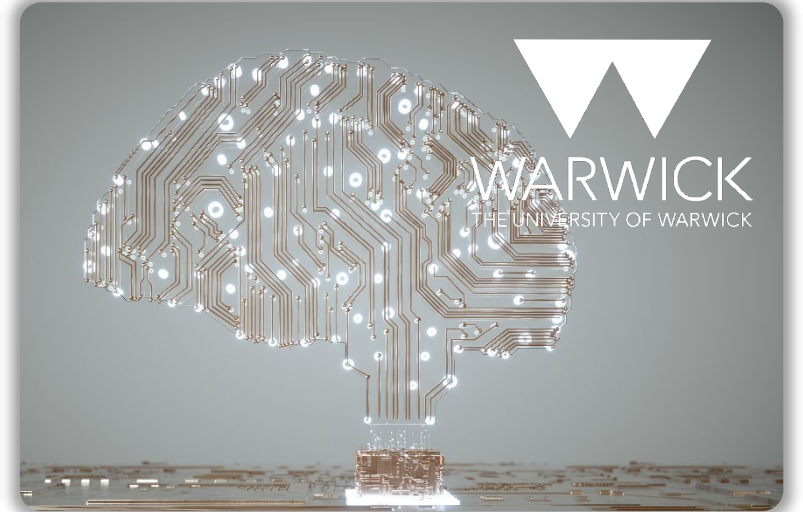
We will invest in longer term opportunities



Reach 'Medium' Business Customers



SaaS Subscription Model



AI with Warwick

We will share more in **February**

Capital Markets Day

28th February



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Chris Willford

Chief Financial Officer

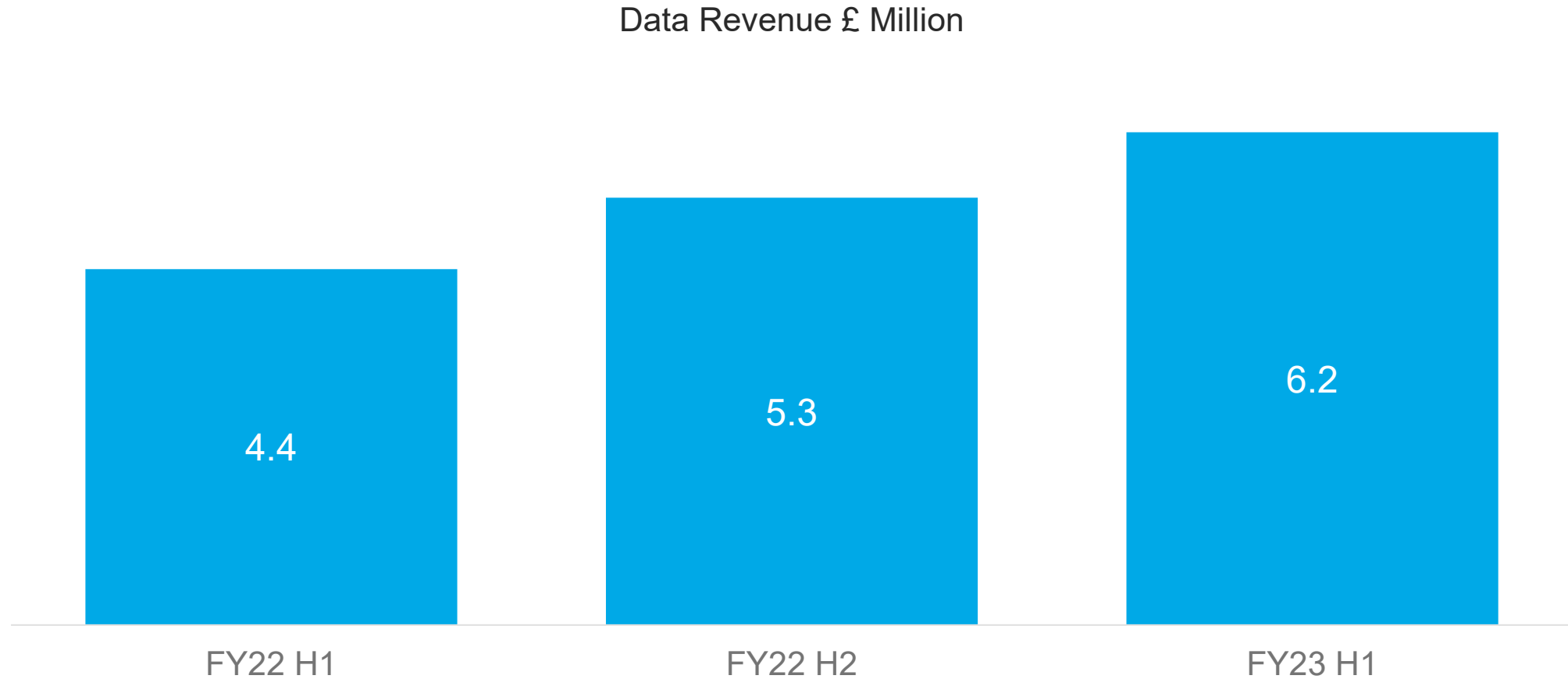


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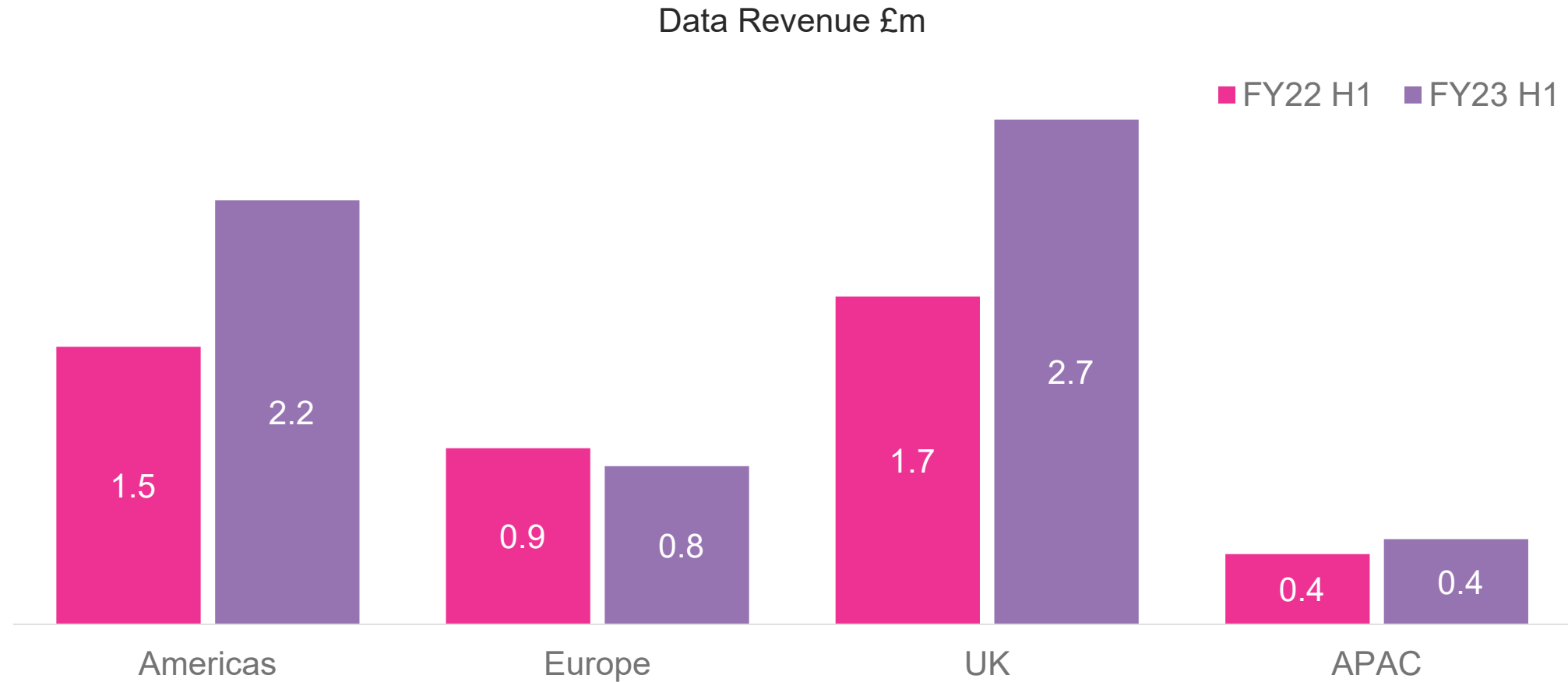
Profit & Loss

	H1 FY23	H1 FY22	Change £m	Change %
Revenue	10.5	12.4	-1.9	-15%
Gross Profit	8.5	10.4	-1.9	-18%
Adjusted Operating Costs	(8.9)	(9.1)	-0.2	-2%
Adjusted Profit/ (Loss) Before Tax	(0.4)	1.3	-1.7	-131%
Statutory Profit Before Tax	0.0	1.3	-1.3	-100%
Tax Charge	0.2	0.1	+0.1	+15%
Statutory Profit (Loss) After Tax	(0.2)	1.1	-1.3	-119%

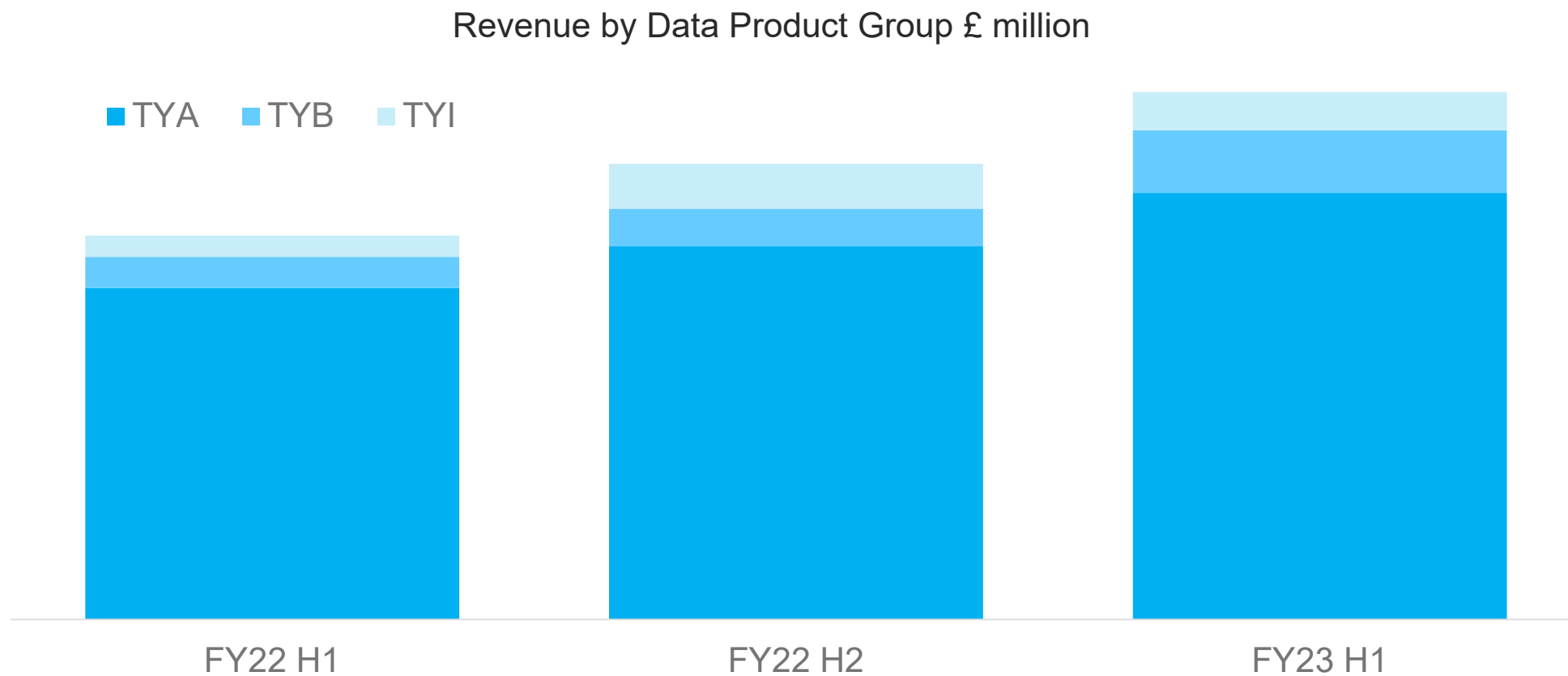
38% YoY growth in Data business



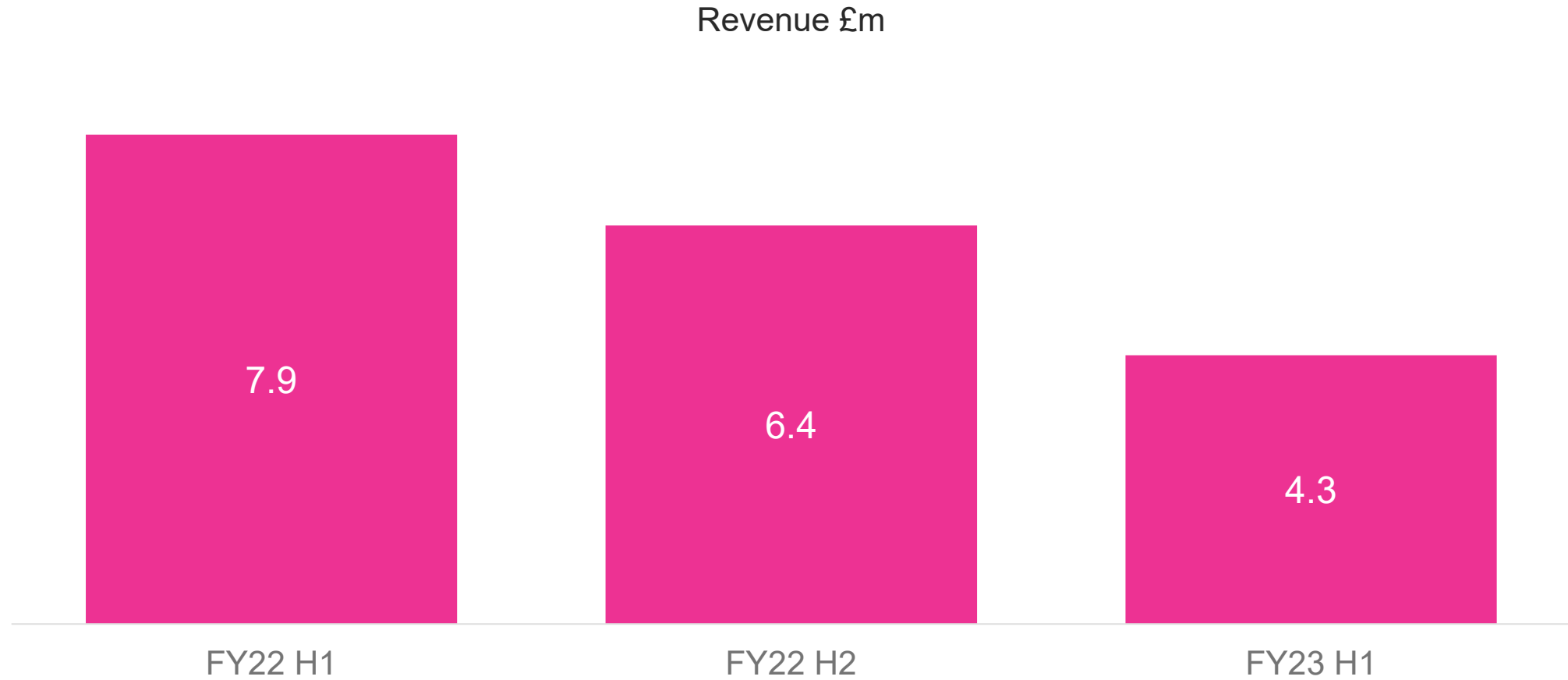
Data revenue growing strongly YoY in Americas, UK and APAC



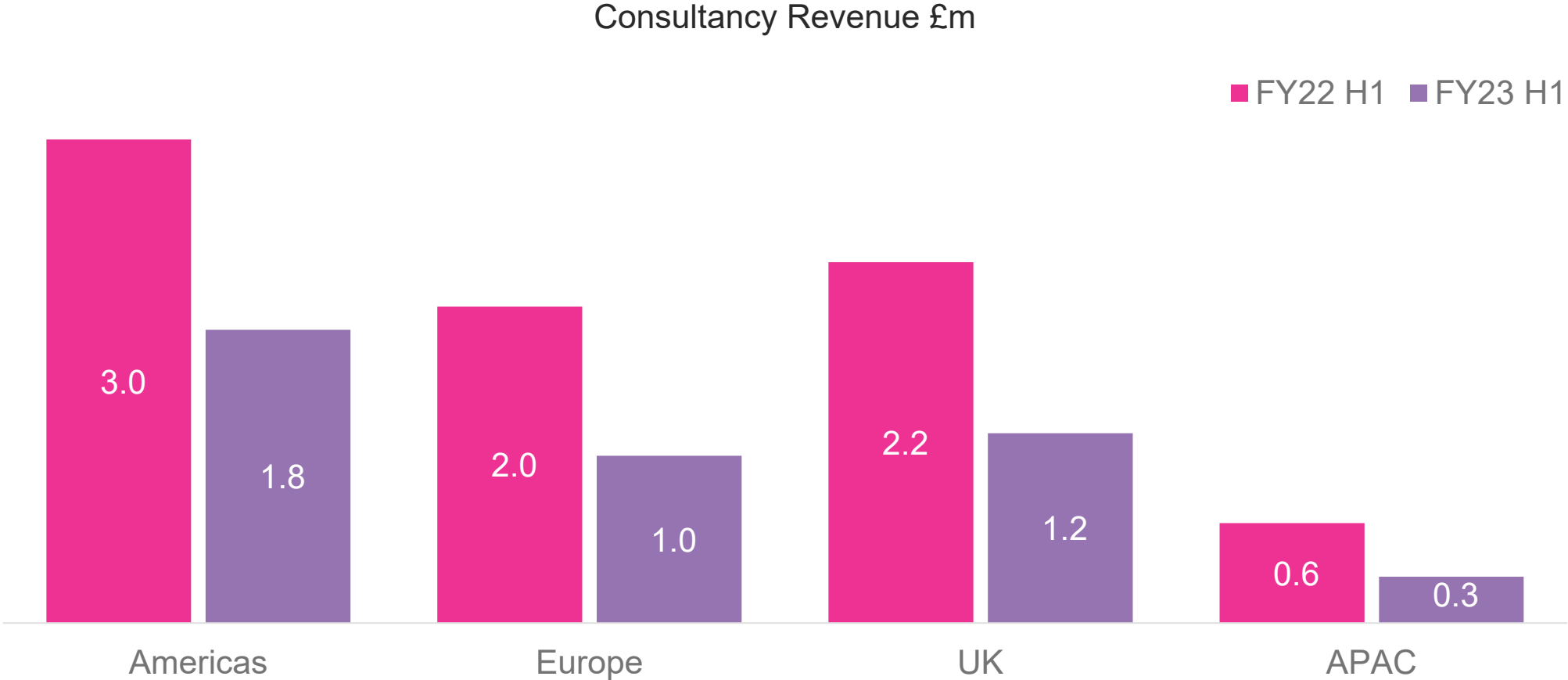
The success of **Test Your Ad** continued in H1



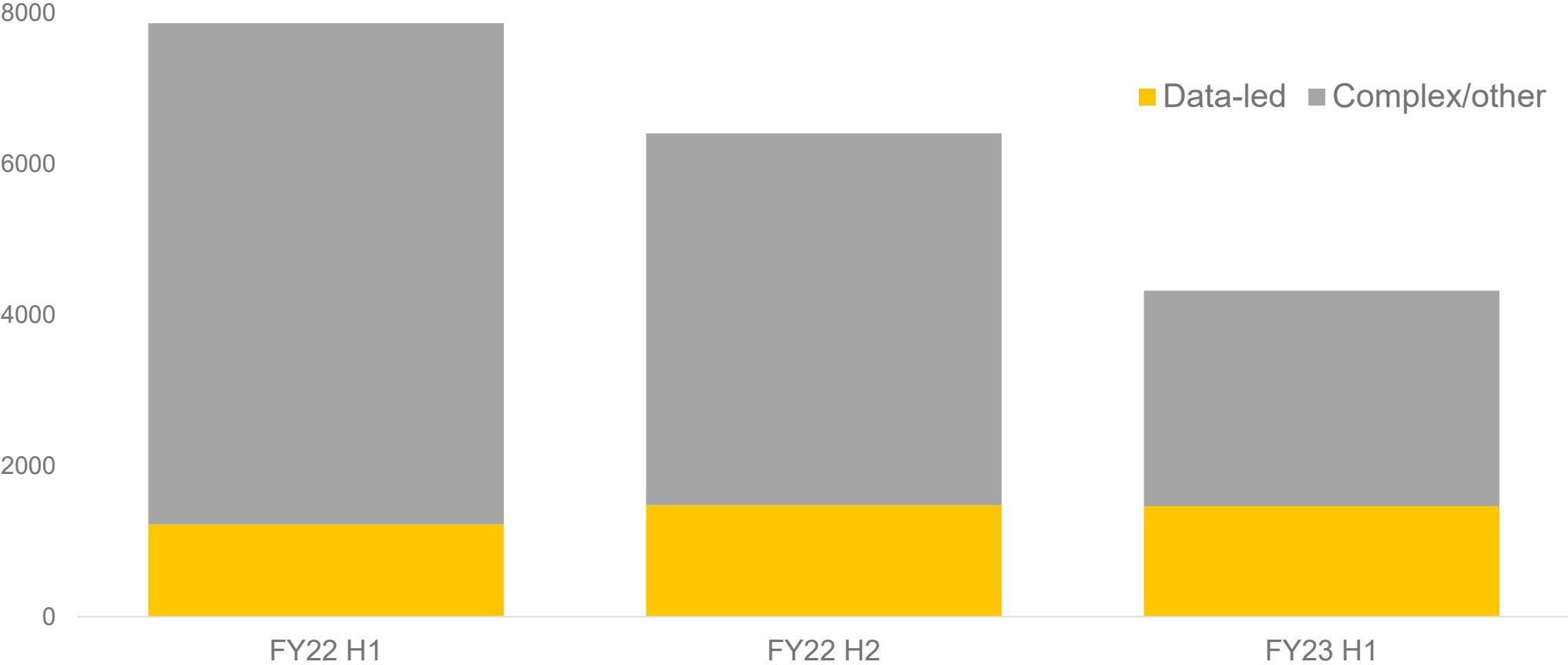
45% YoY decline in Consultancy



Consultancy lower in all regions



Declines focused in Complex Consultancy



Summary



Data Platform, Predictiveness and Partnerships to the fore



Immediate focus on US and digital growth opportunities



Maintaining expenditure on people, platform and partnerships



Longer term options in AI, medium businesses and SaaS



Tougher economic environment in Europe expected to erode profitability in near term

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Thank you.

Questions & Answers

