A global omnichannel marketing automation provider

Who we are

- Formed in 1999 as dotmailer with a marketing technology vision
- A global business with a UK headquarters
- 400+ global employees
- 9 International locations
- Strong network of agency and solution partners
- Focussed on mid-market & enterprise

What we do

We provide a SaaS based omnichannel marketing platform that enables brands to engage with their customers across all touchpoints and across their customer journeys.

Users can connect their customers data to send data-driven, intelligent triggered campaigns across channels such as email, SMS, social, push and more.

Who we help

Over 4,000 brands & c.50,000 active monthly users.

Business split

<table>
<thead>
<tr>
<th>Geographic expansion</th>
<th>Strategic Partnerships</th>
<th>Product Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMEA</td>
<td>US</td>
<td>APAC</td>
</tr>
<tr>
<td>Connected</td>
<td>Non Connected</td>
<td></td>
</tr>
<tr>
<td>Msg</td>
<td>License &amp; Func.</td>
<td>One-off</td>
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</tbody>
</table>

Key financials

- 20% 10 year revenue CAGR
- 20% 10-year adjusted EBITDA CAGR
- 25% 10 year net cash CAGR
Year in review

- Growth in all regions (APAC, EMEA & North America)
- Strong SaaS growth excluding one-off transactional SMS providing enhanced revenue visibility
- Operational enhancements addressing prior challenges:
  - Marketing SMS volumes increased YOY in normalised post-lockdown environment
  - US team in place with early positive trends
  - Headcount growth and improved retention
  - Appointment of Chairman and CFO
- Digital marketing growing as proportion of overall budgets
- Positive outlook

The Dotdigital difference

- **Trusted**
  Over 4,000 of the world’s leading organisations trust Dotdigital as their partner of choice for delivering exceptional customer experiences, thanks to our uncompromising commitment to service and support.

- **Future-proof**
  You’re constantly thinking about ‘what’s next?’, and so are we. Future-proof your marketing engagements and drive revenue with a platform designed for scale. outcomes.

- **Connected**
  When it comes to engaging your audiences, we know there’s no one-size-fits-all solution. That’s why our marketing platform is designed to service market-specific and global needs, backed by a dedicated support.
FY22 strategic and financial progress
Revenue at top end of range; profitability and cash ahead

- Total revenue growth to £62.8m
- Adj. operating profit to £14.5m
- Adj. EBITDA to £21.7m
- Strong cash of £43.9m & no debt

- Recurring revenue growth to £1,461m
- International revenue (FY21: 31%)
- ARPC growth to £1,461m
- Final dividend (FY21: 0.86p)
Established in Massachusetts, USA in 1908 as an independent rubber shoe manufacturer, Converse has since grown into one of the most iconic footwear brands in the world with a rich history that has attracted global audiences generation after generation. Best known for its Chuck Taylor All Star and One Star styles, Converse now offers a broad range of footwear and apparel designed to celebrate the individuality of every customer.

**Challenge**

Converse had set its sights on expanding its global presence, particularly in Latin America, and was in search of a marketing automation provider that would support the company as it introduced its shoes and clothing to new customers. Converse knew that personalised, scalable marketing programmes would play a critical role in its efforts to connect with a larger audience.

**Solution**

The team at Converse set up a meeting to learn more about Dotdigital’s offerings. During the discussion, Converse quickly discovered everything that the Dotdigital platform had to offer — not to mention the added perk of having on-the-ground support in Spanish. Converse made the decision to use Dotdigital as its marketing automation provider of choice for Converse Mexico.

Converse believed that a personalized experience was key to reach more customers across the country — and that one of the most important ways to create that connection was by embracing live chat as a preferred channel of communication. The stats are clear: 44% of consumers consider real-time chat the most important feature of an ecommerce website, and a further 55% say they would abandon a transaction if they can’t find the answer to their question. By engaging one-on-one with customers and offering immediate responses, Converse knew that it could remove barriers to sale.

Converse wanted to take engagement a step further. They developed a strategy to use the Dotdigital live chat tool to not only keep their existing customers happy, but also acquire new customers through information obtained in data capture forms in the chat. Along with live chat, Converse used Dotdigital’s landing page and form builder to increase customer engagement and interest. These solutions were especially important when it came to limited-edition product launches, like the Bugs Bunny 80th Anniversary collection.
Kissed Earth is one of Australia's fastest-growing wellness brands committed to using only the finest quality ingredients. Developed in Australia by Australians, with a team of food and science experts, the products aim to help people around the world stay healthy. Sourced and selected from some of the best ingredients worldwide, Kissed Earth is committed to using the cleanest and most potent foods from nature.

Challenge
Kissed Earth faced two key challenges – a lack of personalised campaigns and a stagnant customer database that resulted in the team overserving existing customers. It also led to a lower conversion rate and customer engagement. In response, the brand partnered with Dotdigital to integrate automated email marketing campaigns to drive better database management, re-engagement, segmentation, and personalisation.

Solution
The partnership saw Kissed Earth use Dotdigital’s expertise to host and run its replenishment campaigns, tapping into key data points to understand the shopping behaviour better. Building personalised replenishment programs per SKU enabled the brand to send timely reminders to customers based on their re-purchase frequency of the products. Furthermore, Shopify order insights provided information on repeat customers for the Cleanse SKU, which helped analyse, segment, and create tailored experiences.

“Before Dotdigital, our digital marketing initiatives were re-marketing and Dynamic Product Ads (DPAs). With Dotdigital’s cross-channel platform, we can now reallocate our DPAs ad spends to other channels, maximising the spend and customer reach,” said Amy Goodsell, Head of Marketing at Kissed Earth.

Kissed Earth also uses Dotdigital’s Google ads and Facebook audience channels for database growth and amplifying its re-targeting efforts. The audience sharing has allowed the team to build a full-funnel sales approach, reaching customers at different stages of the buying journey.

As part of the re-engagement strategy, the team targets customers, who have ordered the Cleanse product more than four months ago but haven’t placed another order, with a triggered reminder email. If the customer doesn’t engage with the email or place an order, they are re-targeted using Dotdigital’s feed into Facebook and Google, reminding them of their next purchase.

Increase in database growth
30%

Customer retention rate for FY22
61%

Increased re-purchase rate for Cleanse SKU
22%
DHL eCommerce Solutions is the newest division of DHL, the global shipping and logistics leader that offers everything from express shipping to complex supply chain management. The division, headquartered in Germany, but operating with offices around the world and around 45,000 people, focuses on the e-commerce market, helping e-tailers expand and offering custom solutions for both small and large e-commerce businesses, as well as private customers.

**Challenge**

DHL’s primary challenge was to support and enable some of its smaller markets while also migrating larger countries off legacy solutions, pulling together disjointed email marketing accounts to a new platform that could manage and optimize them all under one roof. The team also wanted new, easily accessible accounts for future marketing projects, fresh templates across 10 accounts in multiple languages, plus custom training sessions for different countries. With mid-January looming, training plans were finalized to equip the team to hit the ground running on day one. There was added pressure since the templates had to be coded and signed off, ready for the training session. This had to be custom-tailored to DHL’s needs, with a particular focus on template usage for platform users. DHL Commerce Solutions’ set-up had become multifaceted, so an onboarding plan to organize and time deliverables was a must. A dedicated onboarding package was necessary because of the various account creations, numerous data migrations and extra creative requests. Regular catch-up calls were scheduled to keep track of important tasks and provide updates for stakeholders.

**Solution**

Some of DHL eCommerce Solutions’ accounts were sat under a sister division’s account, which restricted the team from an accessibility and functional perspective. With more countries coming on board and in need of a simple, powerful tool, it was clear that Dotdigital’s ease of use and sophisticated features, felt like the right fit.

Once conversations began it became clear that creative help was on the agenda. The Dotdigital creative services team was enlisted to analyse and review new template designs, and code them up according to best practice – ready for use in the platform’s easy editor. What’s more, with accounts spread across multiple regions, all new templates had to have language variations.

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Email Marketing delivers highest ROI for Marketers Source: McKinsey

Gen X and Z expect a more personalised digital Experience

Market continues to grow double digit

Digital Transformation continuing at rapid pace

Increased adoption of Omnichannel

Focus on retention tactics during uncertainties

More emphasis on Digital Marketing to drive zero party data

Verticals/industries started to return to normal volumes post-pandemic

"Leaders across industries are putting a laser focus on customer experience management. That’s where transformation meets growth. Delivering on the promise of CXM today requires integrated applications and services combined with the right talent and the right processes. It requires a broad, open ecosystem, creativity, and a customer-obsessed culture across the entire organization."

Shantanu Narayen, CEO Adobe

"Now, the path forward is clear, Accelerate digital business or risk the survival of the organisation."

Chris Howard, Chief of Research Gartner
The world’s largest independent mid-market customer engagement platform

Why we win

+ Unrivalled suite of capabilities for growing, global businesses with multi-store, multi-currency, and multi-language support alongside SMS reach to 200+ countries.

+ Truly two-pronged approach to product; a fast-evolving and easy-to-use platform matched by people who are committed to customer success.

+ We’re democratizing CD(X)P functionality for the mid-market with a growing bank of self-serve integrations, market-leading attribution modelling, and ever-expanding analytics and ETL capabilities.

Market landscape

- TAM: $3bn

Micro/small ($<200 pcm)

Mid-size ($1,000-$30k pcm)

Enterprise (>=$30k/month)
Financial review
Trading Highlights

Group revenue
- Revenue from continuing operations grew 8% to £62.8m (FY21: £58.1m)
- Monthly ARPC increased 17% to £1,461 (FY21: £1,251)
- Contracted recurring revenue grew 10% to £49.6m (FY21: £45.1m) and now represents 79% of total revenues
- Total recurring revenues increased to 94% (FY21: 93%)
- Revenue from strategic partners increased by 14% to £28.9m (FY21: £25.4m)
- 10 year revenue CAGR of 20%

Profit and cash
- Adjusted EBITDA up 10% to £21.7m. 10 year CAGR is 20%
- Cash up 37% to £43.9m, giving us various strategic options
• In addition to revenue growth of 8%, Gross margin has marginally improved to 82.2% due to revenue mix improvement. We have also automated the scaling of cloud infrastructure to optimise margin in future periods.

• Monthly ARPC increased 17% to £1,461 (FY21: £1,251) due to investment in customer success and focus on larger new logo customers

• International revenue remained at 31% of Group total, despite the disruption of substantial restructuring of our North American sales team

• Administrative expenses grew principally due to inflation of wages and sundry other costs, additional marketing spend and the return of travel post covid. These increases were marginally offset by FX gains.

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**Income Statement**

<table>
<thead>
<tr>
<th>£’m</th>
<th>FY22</th>
<th>FY21</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>62.8</td>
<td>58.1</td>
<td>8%</td>
</tr>
<tr>
<td>Cost of sales</td>
<td>(11.5)</td>
<td>(10.3)</td>
<td></td>
</tr>
<tr>
<td>Gross profit</td>
<td>51.3</td>
<td>47.8</td>
<td>7%</td>
</tr>
<tr>
<td>Admin expenses</td>
<td>(37.7)</td>
<td>(34.9)</td>
<td></td>
</tr>
<tr>
<td>Operating Profit</td>
<td>13.6</td>
<td>12.9</td>
<td>6%</td>
</tr>
<tr>
<td>Exceptional items</td>
<td>0.9</td>
<td>0.8</td>
<td></td>
</tr>
<tr>
<td>Adj. Operating Profit</td>
<td>14.5</td>
<td>13.7</td>
<td>6%</td>
</tr>
<tr>
<td>Margin</td>
<td>23.1%</td>
<td>23.5%</td>
<td></td>
</tr>
<tr>
<td>Depn &amp; Amort</td>
<td>7.2</td>
<td>6.1</td>
<td></td>
</tr>
<tr>
<td>Adj. EBITDA</td>
<td>21.7</td>
<td>19.8</td>
<td>10%</td>
</tr>
<tr>
<td>Margin</td>
<td>34.5%</td>
<td>34.0%</td>
<td></td>
</tr>
<tr>
<td>Adjusted diluted EPS (p)</td>
<td>4.18</td>
<td>4.06</td>
<td></td>
</tr>
</tbody>
</table>

* Exceptional costs of £0.9m in the period
1) share-based payments £0.46m (FY21: £0.63m)
2) for the acquisition of Comapi £0.12m (FY21: £0.19m)
3) Settlement with departing senior management £0.36m (FY21: £0)
Statement of financial position

- Healthy balance sheet due to good trading and working capital management
- Strong cash position gives us strategic options
- We remain debt free
- Strong distributable reserves

<table>
<thead>
<tr>
<th>£m</th>
<th>FY22</th>
<th>FY21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-current assets</td>
<td>30.7</td>
<td>29.8</td>
</tr>
<tr>
<td>Other current assets</td>
<td>13.2</td>
<td>13.4</td>
</tr>
<tr>
<td>Cash</td>
<td>43.9</td>
<td>32.0</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>87.8</strong></td>
<td><strong>75.1</strong></td>
</tr>
<tr>
<td>Non-current liabilities</td>
<td>4.5</td>
<td>3.7</td>
</tr>
<tr>
<td>Current liabilities</td>
<td>13.5</td>
<td>10.4</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>18.0</strong></td>
<td><strong>14.1</strong></td>
</tr>
<tr>
<td><strong>Total equity</strong></td>
<td><strong>69.8</strong></td>
<td><strong>61.0</strong></td>
</tr>
<tr>
<td><strong>Total equity and liabilities</strong></td>
<td><strong>87.8</strong></td>
<td><strong>75.1</strong></td>
</tr>
</tbody>
</table>
Cash flow from operations has grown 38% to £23.4m. This represents 108% conversion of adjusted EBITDA. Free cash flow in excess of £15m despite accelerated investment in product. Dividend continues to grow with adj. EBITDA growth.

<table>
<thead>
<tr>
<th>£m</th>
<th>FY22</th>
<th>FY21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net cash generated from operations</td>
<td>23.4</td>
<td>17.0</td>
</tr>
<tr>
<td>Net cash used in investing activities</td>
<td>(8.1)</td>
<td>(7.0)</td>
</tr>
<tr>
<td>Net cash used from financing activities</td>
<td>(3.7)</td>
<td>(3.5)</td>
</tr>
<tr>
<td><strong>Cash and equivalents BoP</strong></td>
<td><strong>32.0</strong></td>
<td><strong>25.4</strong></td>
</tr>
<tr>
<td>Effect of fx rate changes</td>
<td>0.3</td>
<td>0.1</td>
</tr>
<tr>
<td><strong>Cash and equivalents at EoP</strong></td>
<td><strong>43.9</strong></td>
<td><strong>32.0</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>£m</th>
<th>FY22</th>
<th>FY21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjusted EBITDA</td>
<td>21.7</td>
<td>19.8</td>
</tr>
<tr>
<td>Working capital</td>
<td>3.9</td>
<td>(1.7)</td>
</tr>
<tr>
<td>Exceptional items (Cash only)</td>
<td>(0.4)</td>
<td>(0.1)</td>
</tr>
<tr>
<td>Tax</td>
<td>(1.8)</td>
<td>(1.0)</td>
</tr>
<tr>
<td>Investments</td>
<td>(8.1)</td>
<td>(7.0)</td>
</tr>
<tr>
<td><strong>Free cash flow</strong></td>
<td><strong>15.3</strong></td>
<td><strong>10.0</strong></td>
</tr>
<tr>
<td>Dividend paid</td>
<td>(2.6)</td>
<td>(2.5)</td>
</tr>
<tr>
<td>Other financing activity</td>
<td>(1.1)</td>
<td>(1.0)</td>
</tr>
<tr>
<td>Effect of fx rate changes</td>
<td>0.3</td>
<td>0.1</td>
</tr>
<tr>
<td><strong>Net change in cash</strong></td>
<td><strong>11.9</strong></td>
<td><strong>6.6</strong></td>
</tr>
</tbody>
</table>
Growth strategy
Continued delivery against our focused strategy

Our core growth strategies

- **Geographic expansion**
- **Product Innovation**
- **Strategic partnerships**

**Organic growth**

- Focus on cross-selling deeper customer relationships
- Globalising our talent: organisational strength and capabilities
- Deepening our strategic partnerships: building new connectors
- Grow our customer base: increasing our global market presence
- Expand our product suite: providing organic growth
- Expand geographical coverage
- Deeper functionality with our core USP
- Adjacent relevant technology

**Growth by acquisition**
Product innovation driving value

- Functional Recurring Revenue grew by 18% to £22.3m (FY21: £18.9m). It now makes up 45% of recurring revenue (Exc. Transactional SMS).
- Enhanced our reporting and analytics with advanced revenue attribution and modelling and added advanced analytics.
- Launched Customer Data Platform to help customers better personalise campaigns and remove data silos.
- Increased our off the shelf integrations within the Martech Ecosystem.

<table>
<thead>
<tr>
<th>Functionality Recurring Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Engagement Cloud – License and functionality)</td>
</tr>
<tr>
<td>FY20</td>
</tr>
<tr>
<td>£14.4m</td>
</tr>
</tbody>
</table>

- Up 11% No. of customers using more than 1 channel
- Up 56% Products synced to Dotdigital in 2022
- Up 22% Volume of emails being sent
CDXP

Attributes of a CDXP

Use cases

- Acquire new customers
- Understand what customers want
- Remove data siloes
- Unify your business systems
- Deliver personalized messages at scale

CDP

- Packaged software
- Persistent, unified customer database
- Accessible to other systems

Outcomes

- Increase brand awareness
- Deliver better customer experiences
- Inspire customer engagement and loyalty
- Increase marketing-driven revenue and ROI
- Increase operational efficiency and reduce content creation costs

Orchestration and activation layer
Seamlessly integrate to your stack

- Deep strategic partner integrations
- More qty into the commerce & marketing ecosystems inc. marketplaces
- Connections to data warehouses & BI platforms
- Build your own extensions

Single Customer View and contact unification

- Unified Contact API
- Single Customer View
- Email & SMS contact unification
- ‘Any’ or ‘no’ primary key support
- Information Architecture (IA) changes to our UI

More data, more insights

- Data ingestion, transformation & cleaning
- Improved & more flexible analytics
- Further privacy & governance capabilities
- First & zero party data collection

More insights, more action

- AI journey builder
- Extending our prediction engine
- Content intelligence & optimisation
- Advanced analytics & insights powered by AI
- Optimisation of existing AI models

Channels

- Website personalisation
- Further native WhatsApp support for marketing
- Further support for RCS
- Emerging social & messaging channels
Sales from customers using connectors to our strategic partners’ solutions increased 14% to £28.9m (FY21: £25.4m).

Revenue from Magento (Adobe Commerce) increased 10% to £15.8m (FY21: £14.3m).

Revenue from Shopify increased 56% to £3.3m (FY21: £2.1m).

67% increase in revenue from BigCommerce customers to £650k.

Revenue from Microsoft Dynamics connector up 5% to £4.5m (FY21: £4.3m).

Revenue from Salesforce connector up 9% to £3.5m (FY21: £3.2m).

New strategic partners and further diversification into areas such as cloud services.
Revenue in the Americas grew 3% to $12.9m, (FY 2021: $12.5m) despite having to rebuild the team in region.

EMEA revenue grew 8% to £48.2m, (FY 2021: £44.6m), driven by the retention of our customers and post normalisation of COVID-19 related SMS.

APAC revenues grew 18% to AUS$9.1m, (FY 2021: AUS$7.7m), driven by a growing pipeline in Japan and the Far East from our Singapore-based team.

Selection of new clients signed

Staples  tapestry  Dolce&Gusto  KANTAR  LOWES  BUNZI  THE SOLUTION ARMY  Yopa
Dotdigital team

Rapidly growing global team of talented & diverse employees

- Employees: 405
- Average tenure: 4 years
- Company Engagement: 93%
- Employee Attrition: 17%
- Proud to work at Dotdigital: 96%
- Would recommend to a friend: 92%

- Marketing: 5%
- Central Function: 10%
- Professional Services: 13%
- Sales and CS: 31%
- Technology: 41%

- Rest of World: 5%
- UK/EMEA: 65%
- Poland: 6%
- Japan: 1%
- USA: 9%
- Singapore: 3%
- South Africa: 7%
- Australia: 6%
Looking ahead
FY23 priorities

Grow pipeline across regions
Build partnerships to enhance brand awareness
Attract and retain staff
‘One culture’ for office & remote
Educate market on product offering
Growing responsibly

Dotvoice

Dotwellbeing
- Wellbeing initiatives
- Open discussion
- Support & education

dotDEI
- Gender pay gap report
- Employee surveys
- Inclusive hiring

Dotcommunity
- Fundraising events
- Charity partnerships
- Employee volunteering

Dotgreen
- 100% renewable energy as of July 2022
- Net zero by 2030
- ISO 14001 certification

Dotdigital have continued to operate as a carbon neutral business for the 3rd year in a row.
Summary and outlook

Positive trading momentum into new financial year

Improved operational foundations to return to double digit growth in the medium term

Highly visible SaaS business model & robust balance sheet giving flexibility to invest in growth pillars

Clear strategic vision for future

Favourable market growth drivers
Appendix
Milan Patel  
Chief Executive Officer  
Milan was responsible for the Group’s functions in financial management and reporting, regulatory compliance, legal and corporate governance for the business prior to being made permanent CEO of the Group in 2016. He also brings substantial strategic financial and commercial experience to the Board. Milan is now responsible for leading our international growth strategy, accelerated product innovation, developing strategic partnerships and executing on the acquisition strategy.

Alistair Gurney  
Chief Financial Officer  
Alistair joined the Board in September 2022, bringing experience of senior finance leadership roles in international technology businesses. He was most recently Director of Group FP&A at Unit4 Business Software, where he revised the groups management reporting and business partnering processes. Additionally, he led the financial due diligence process in Advent’s sale of the business to TA Associates and Partners Group.

John Conoley  
Non-Executive Chairman  
John was appointed as Non-Executive Chairman in July 2022. He brings significant executive and non-executive Board-level experience of both fully-listed and AIM-quoted businesses. Recent public company roles include CEO of Psion PLC from April 2008 to October 2012 when it was acquired by Motorola; Non-Executive Director of NetDimensions from October 2016 to April 2017 when it was acquired by Learning Technologies; and Non-Executive Chairman of Wameja, the mobile financial services company acquired by MasterCard in 2021. He is currently Executive Chairman of the AIM-listed FireAngel Safety Technology Group PLC.

Boris Huard  
Non-Executive Director  
Boris is the EMEA Managing Director for GBG Plc, bringing present day experience of running software, big data and analytics businesses – topics of key importance to Dotdigital. Boris has previously held roles in the technology industry for 20 years, ranging from divisional Managing Director at Logica, Board Director with Maxima Plc, Chief Executive at Sword CTSpace and UK&I Executive Board at Experian.

Liz Richards ACA  
Non-Executive Director  
Liz is a highly experienced executive and Non-Executive Director with a career spanning the Financial Services, Data and Software sectors. Liz was Chief Financial Officer for Callcredit (now Transunion), a successful consumer data business, overseeing its rapid growth from start-up to a £150m revenue business. She brings experience of high-growth acquisitive business, and financial, audit and governance expertise.
Strong and supportive shareholders

- Liontrust Asset Management 18.18%
- Directors 10.7%
- Octopus Investments 9.4%
- Baillie Gifford 5.4%
- Slater Investments 5.3%
- Investec Wealth & Investment 4.8%
- Hargreaves Lansdown PLC 3.4%
- Highclere International Investors 3%
- Franklin Templeton Fund Management 2.9%
- Herald Investment Management 2.6%
- Rathbones 2.4%

* Shareholding as at 9th September 2022
Investment case

**Strategy**
Clear and compelling strategy focussed on organic growth complemented with M&A

- Focussed on both the B2B and B2C digital experiences for mid-market and enterprise companies.
- Rapid product innovation supporting average revenue per customer expansion and driving return on investment for our customers.
- International growth based on proven blueprint.
- A focussed approach to brand success extended through global strategic partners.

**Scalable**
Highly scalable platform for all sizes of customers with a predictable financial model

- SaaS business model driving high margins.
- Predictable and transparent financial model with high levels of recurring revenue.
- Diverse customer base from size of business to industries they operate within.
- Profitable growth with strong cash balance and no debt.

**Growth**
Attractive industry growth with a change in sentiment post-COVID-19

- Email marketing automation has a proven superior ROI for marketeers from all digital marketing channels. Global marketing automation spend is, according to Precient and Strategic Intelligence, showing double-digit growth and is predicted to reach $14.2bn by 2030.
- Marketeers are predicted to accelerate adoption of omnichannel.
- Digital marketing as a proportion of overall marketing budgets continues to accelerate

**Independence**
The successful Dotdigital culture

- Highly talented and motivated people focussed on customer success.
- A culture that is aligned to company objectives and vision.
- Unique industry position with many competitors distracted.
- Flexible, extendable and effective product that drives retention.

**Leadership**
Experienced management team

- Executive team with a proven track record of success.
- Strong Non-Executive Board with experience of scaling businesses of this size.
- Wider management team with the motivation to continue the profitable growth story.
- All employees aligned to the strategic priorities of geographic expansion, product innovation and building strong strategic partnerships.

**Outlook**
Strong growth prospects

- Innovation to support marketing teams with their data challenges and move to omnichannel using personalisation and intelligence.
- Ability to complement organic growth strategy with technology acquisitions to accelerate product expansion.
- Attract more global strategic partners to increase addressable market.
- New geographic markets with greater potential than the UK alone.
Case study

Action for Children uses cross-channel communications to help those in need

For over 150 years, Action for Children has worked to change the lives of vulnerable children in the UK. The charity ensures the voices of the most vulnerable are heard and it campaigns to bring lasting improvements to their lives. The money raised by its various fundraising activities means more children and families in crisis can get the help they need.

Challenge

Due to the outbreak of the Covid-19 pandemic and with events cancelled, 40% of fundraising income was at risk. The organization had to adapt and innovate to find an alternative way to raise money for those relying on its help and services. In the space of three months, Action for Children designed a brand-new mass-participation event and delivered a celebrity-led virtual sleepout.

To maximize its impact and ensure all sign-ups attended the event, Action for Children needed to create an unforgettable journey to drive fundraising efforts. To do this, it took advantage of Dotdigital’s pages and forms, marketing automation, and cross-channel functionality.

Solution

Using Dotdigital’s landing pages and forms tool, Action for Children created four forms to be embedded on its website. Three forms targeted specific audience groups capturing key information to be used in the registrant’s on-going email journey. The fourth form was created for individuals who were no longer able to attend the event, so they could drop-out and be removed from its automation programmes. The charity created a complex series of automations to act as stewards for the event. This email campaign supplied registrants with information about the event and provided fundraising ideas to keep people engaged until the day of the event.

To further engage participants, Action for Children utilised SMS as an additional communication channel. As well as using SMS to confirm event registration, it also delivered key announcements on this channel. This was the perfect channel as the event was progressing at such a speed that the organisation couldn’t add all the developments to its email campaigns in enough time. SMS, with its non-existent design requirements and high read rates, meant competitions, prize incentives, and celebrity announcements were delivered quickly and efficiently.

Action for Children also supported the event with an “on the night” automation program, email reminders with information about broadcast details being used in tandem with SMS throughout the event. Once again, the immediate nature of SMS perfectly complimented the virtual event as text messages were scheduled to drive donations after case study videos had been presented.
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