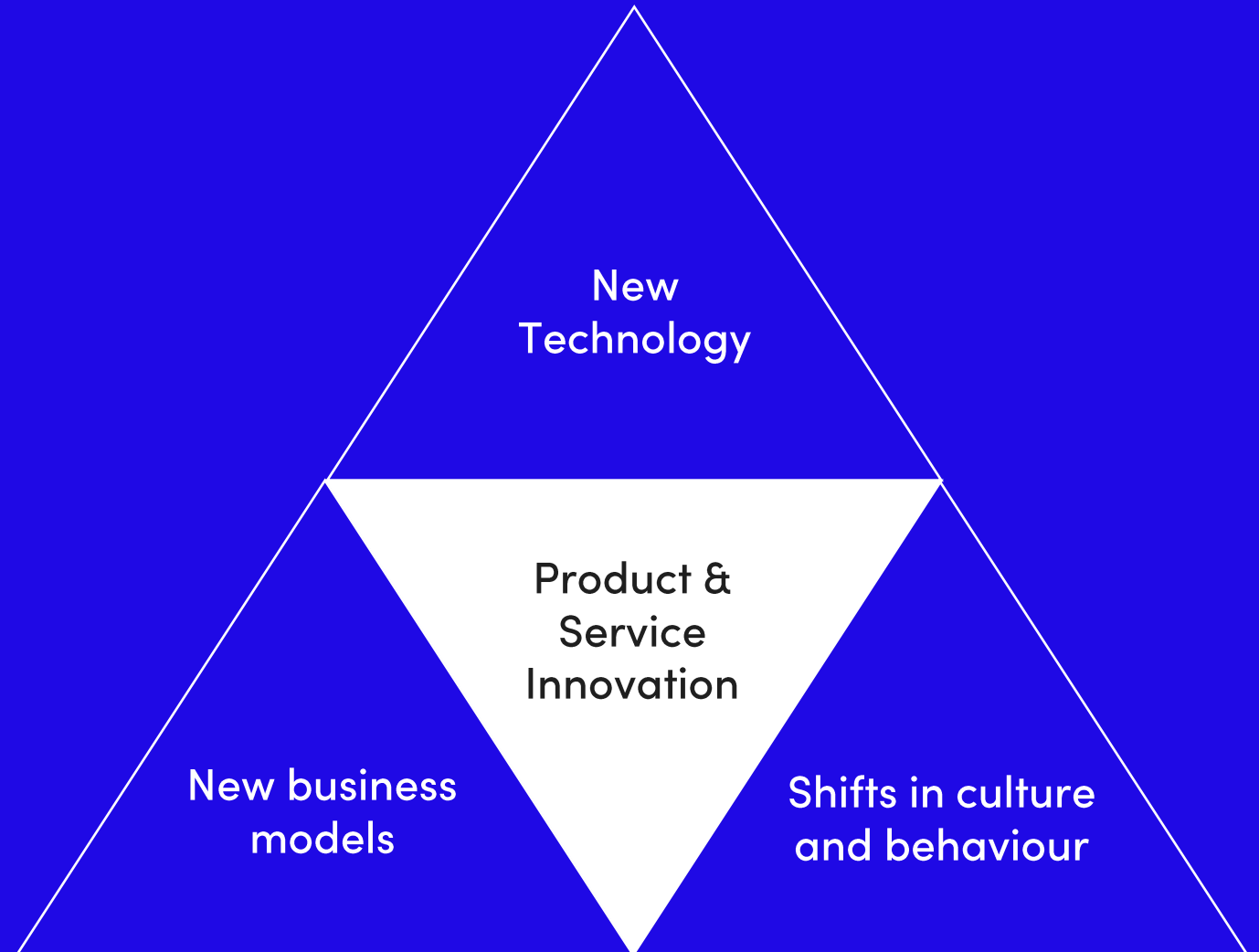


**INNOVATION**

We are Thread, a new breed  
of global innovation studio

# WE HELP LARGE COMPANIES TRANSFORM THEIR BUSINESS



A high street beauty retailer launching a range of digital health and beauty services to diversify revenue

A Silicon Valley tech co. developing new use cases and consumer propositions around Augmented Reality

A global CPG brand designing and building an e-commerce platform for convenience store owners to grow share of market and reduce cost-to-serve

# OUR EXPERIENCE

FJORD

frog

?WHAT IF!

McKinsey  
& Company

IDEO

accenture

Meta

NatWest

Unilever

gsk

Google

sky

VISA

MARS

Boots

Arla

Disney

Goldman  
Sachs

Coca-Cola

vodafone

WWF

Microsoft

Santander

IKEA

SONY

SUZUKI

BT

AIA

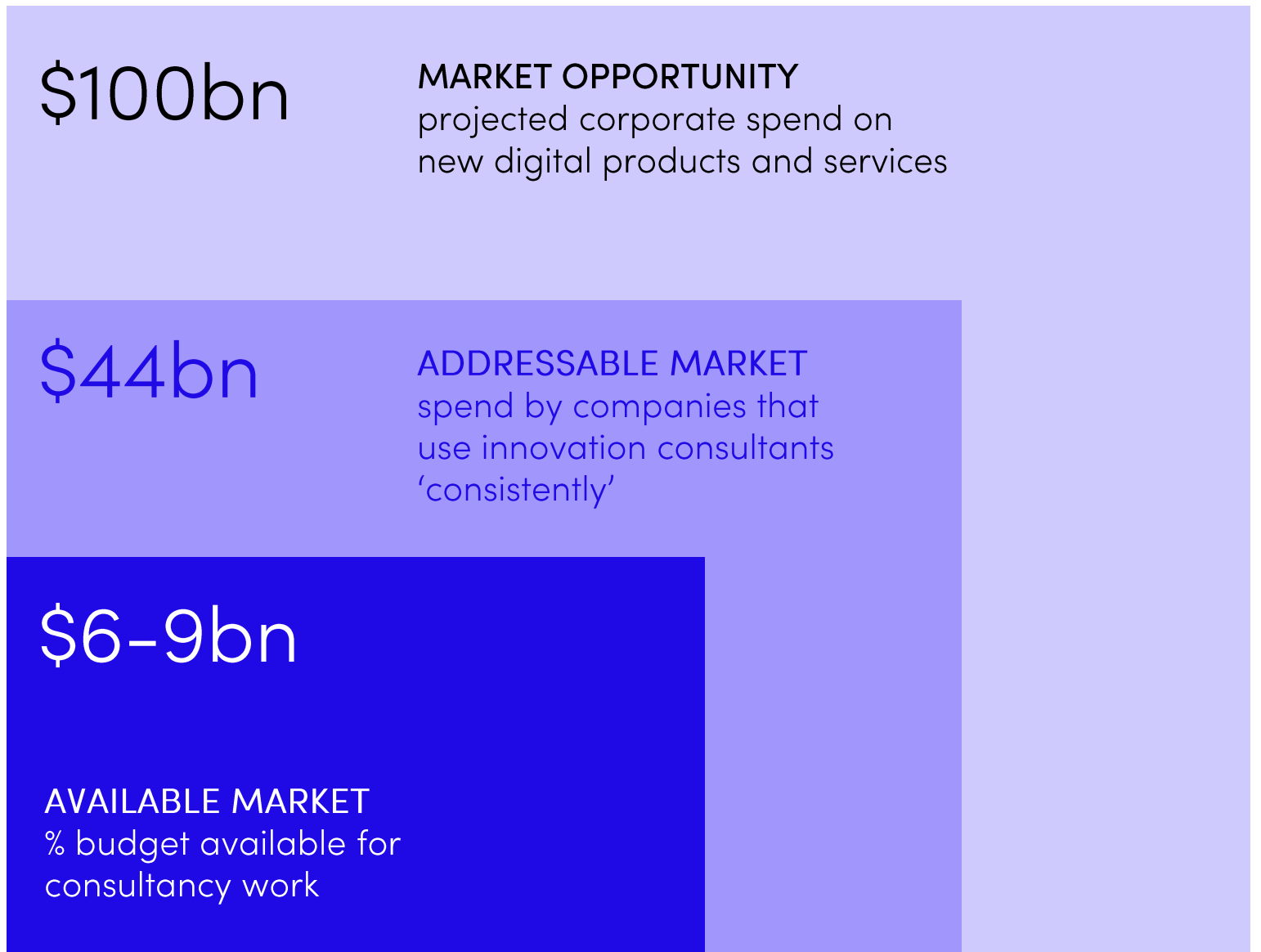
McDonald's

PEPSICO

Ford

# OUR MARKET

New digital products and services are key to client growth



Source: McKinsey (2022) / Wellspring 2022

# GROWTH DRIVERS

# 52%

of executives think that their main competitors over the next 5 years will be “emerging start-ups or digitally native companies”.

Source: Deloitte 2021



# GROWTH DRIVERS

**52%**

of executives think that their main competitors over the next 5 years will be “emerging start-ups or digitally native companies”.

Source: Deloitte 2021

**41%**

of executives cite ‘new innovative products and services as the most important DT objective.

Source: Enterprise Strategy Group (2022)



# WHAT WE DO

We help clients with two critical needs

1. Helping clients create new digital products, services and revenue

**63%**

of CFOs see new products and services as the #1 factor in rebuilding and growing revenue.

Source: PWC

2. Helping clients change organisational culture

**70%**

of digital transformation efforts fail, and the key hurdle is the 'human factor'.

Source: BCG / VALOIR



**THE THREAD DIFFERENCE**

**DISTRIBUTED**

**SENIOR**

**FLEXIBLE**

# OUR FIRST 12 MONTHS



SE Asia



EMEA

Public sector  
healthcare  
transformation

Africa

40% of 2023 revenue is either signed or in contracting stage

# HIGH-VALUE, HIGH-MARGIN, HIGH-GROWTH.

**40-60%**

Profit per project in  
year 1

**10X GROWTH**

Over the next five years,  
at 55% CAGR

**130% CAGR**

Profit growth over the  
next five years

# GROWTH STRATEGY FOR NEXT 3 YEARS

2023

Recognition and reputation  
across key industry verticals

2024

Expansion into other sectors  
and industries

2025

Expansion into adjacent  
offers and services

# OUR AMBITION

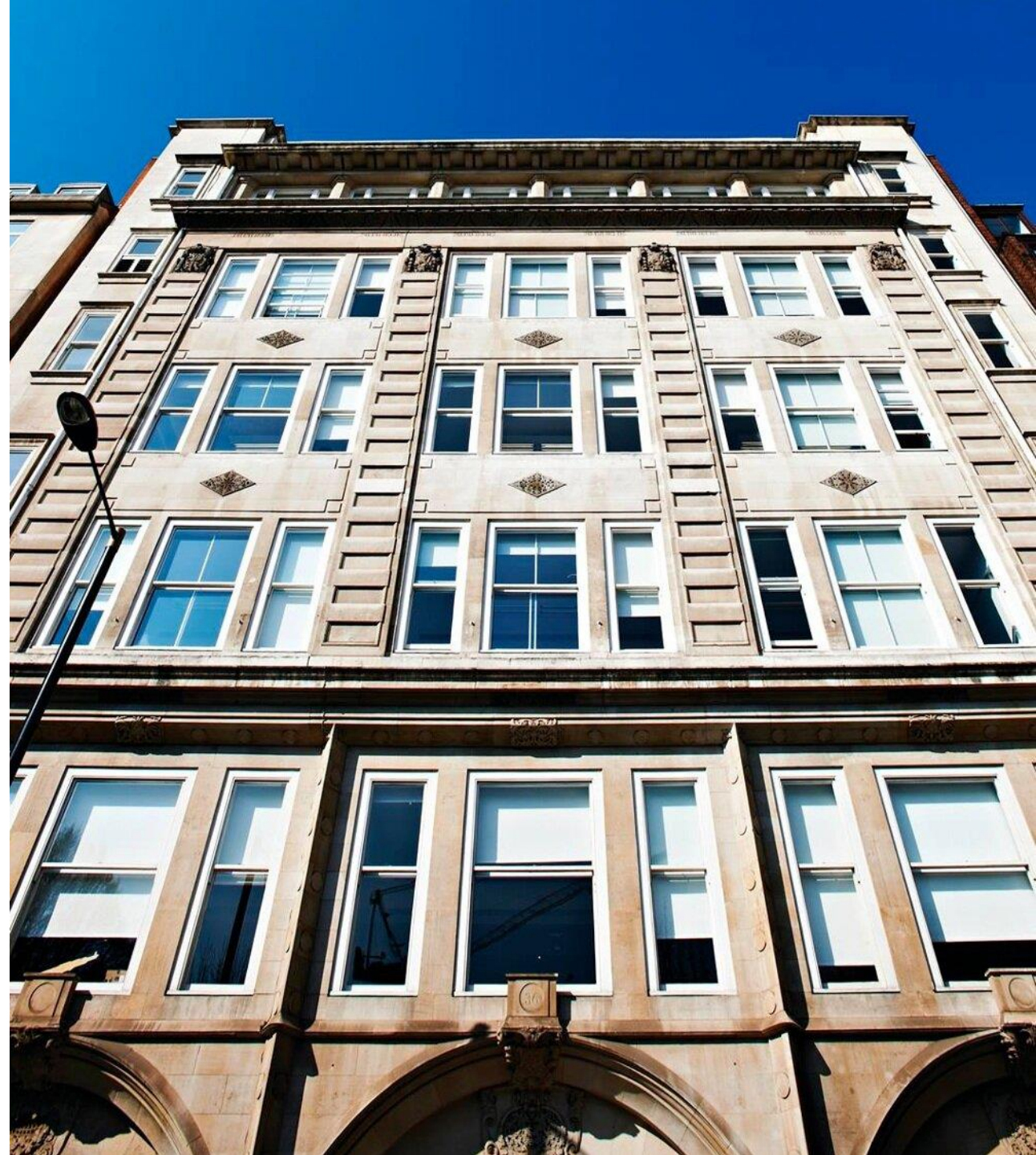
Over the next 5 years our ambition is to become:

## 1. PROFIT ENGINE

Top 5 profit contributor to the M&C Saatchi Group

## 2. REVENUE-MULTIPLIER

‘Tip of the spear’ for the Group, opening new senior client relationships and driving connected growth opportunities.



**THANK YOU**