



actual  
experience

# Company Presentation

January 2021

Dave Page , Co-Founder & CEO  
Steve Bennetts, CFO

[www.actual-experience.com/investors](http://www.actual-experience.com/investors)

# The Team



## DAVE PAGE, CO-FOUNDER & CEO

Dave has diverse commercial and technical IT experience. He has advised on multinational corporate business systems, with roles in enterprise, outsourcing, software and hardware companies. Dave was the founding member of the management team at Nexagent, a venture funded software business acquired by EDS in 2008. In 1998, Dave established and led the Consulting team for the \$1 billion European Service Provider line of business at Cisco. Before this, Dave worked at IBM Global Services, BT Global Services and NatWest on numerous aspects of corporate IT infrastructure.



## STEVE BENNETTS, CFO

Steve joined in October 2013. He qualified as a Chartered Accountant with EY and subsequently has spent most of his career in the technology sector. Initially Steve worked as EMEA Finance Director at several Nasdaq quoted technology companies where he gained valuable international experience as well as leading the accounting, HR, legal, and administrative functions. This period included leadership of the team put in place to establish Amazon's European operations, including managing the early hyper-growth in the UK and Germany. Subsequently Steve has worked at VC funded UK-based technology companies; a highlight of this period included the trade sale of Content Technologies for approximately \$1 billion.

# Actual Experience Introduction

## Our Vision

To make the \$29.4T\*  
global digital economy  
work properly, all of the time,  
for everyone, everywhere

## Our Promise

Our business analytics quantifies for business leaders the impact that the experience of their digital business has on their **employees** and their **overall business** in terms of top-level business metrics, and identifies where resource and investment must be focused to make improvements

# This is particularly relevant now



Namechecked in June 2020 Report, *"Back to Business as Unusual"*

"COVID-19 has pushed companies over the technology tipping point—and transformed business forever"

*October 5, 2020 Survey, McKinsey & Co*

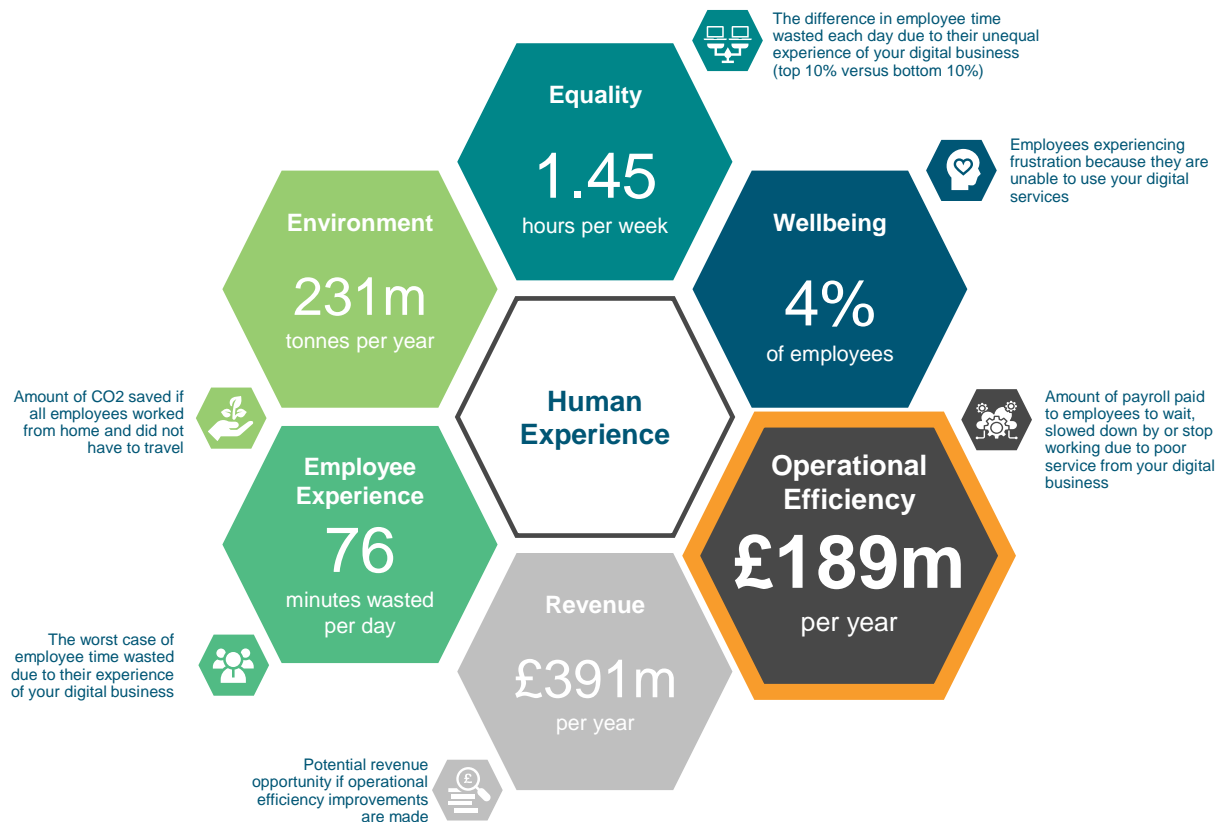
Business leaders currently have little idea of the impact new ways of working are having on critical KPIs such as employee wellbeing or operational efficiency

## An example of the value we can deliver:

Top-Level Business Metric Analysis provided by our Business Impact Assessment Offering (executive summary page)

### Patents granted:

UK, Germany, France, Spain, USA, China



Ray Berg  
Managing Partner  
Osborne Clarke

“

Actual Experience's report was really useful in helping me understand the individuals and parts of the business we need to continue to support to improve their digital experience. This is obviously of increased importance to us as a consequence of COVID and also supports our continued focus and commitment to **wellbeing** in this hybrid working environment

”

“

A wide-ranging report that has helped us confirm and **focus** some of our immediate priorities, such as improving our people's digital experience even further

”

Sarah Dobson  
Senior Programme Lead -  
Legal Services Delivery  
Osborne Clarke



# Global Multi-Year Agreements

**verizon**✓

**vodafone**

An American global  
computer firm

**accenture**

Refinitiv

## Initial Project Completed

**ORACLE**

actual**experience**

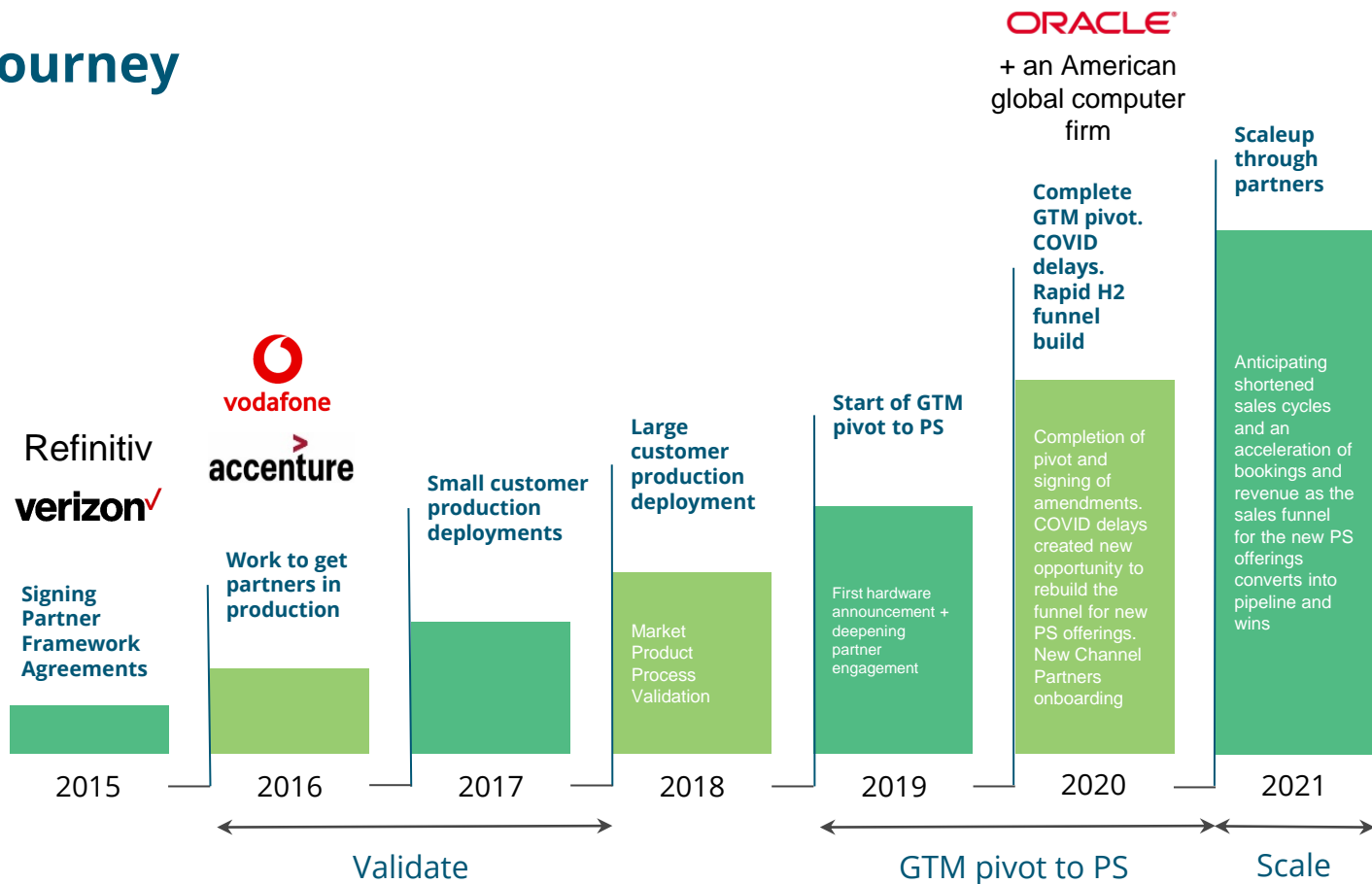


# \$29.4tr

Global digital economy

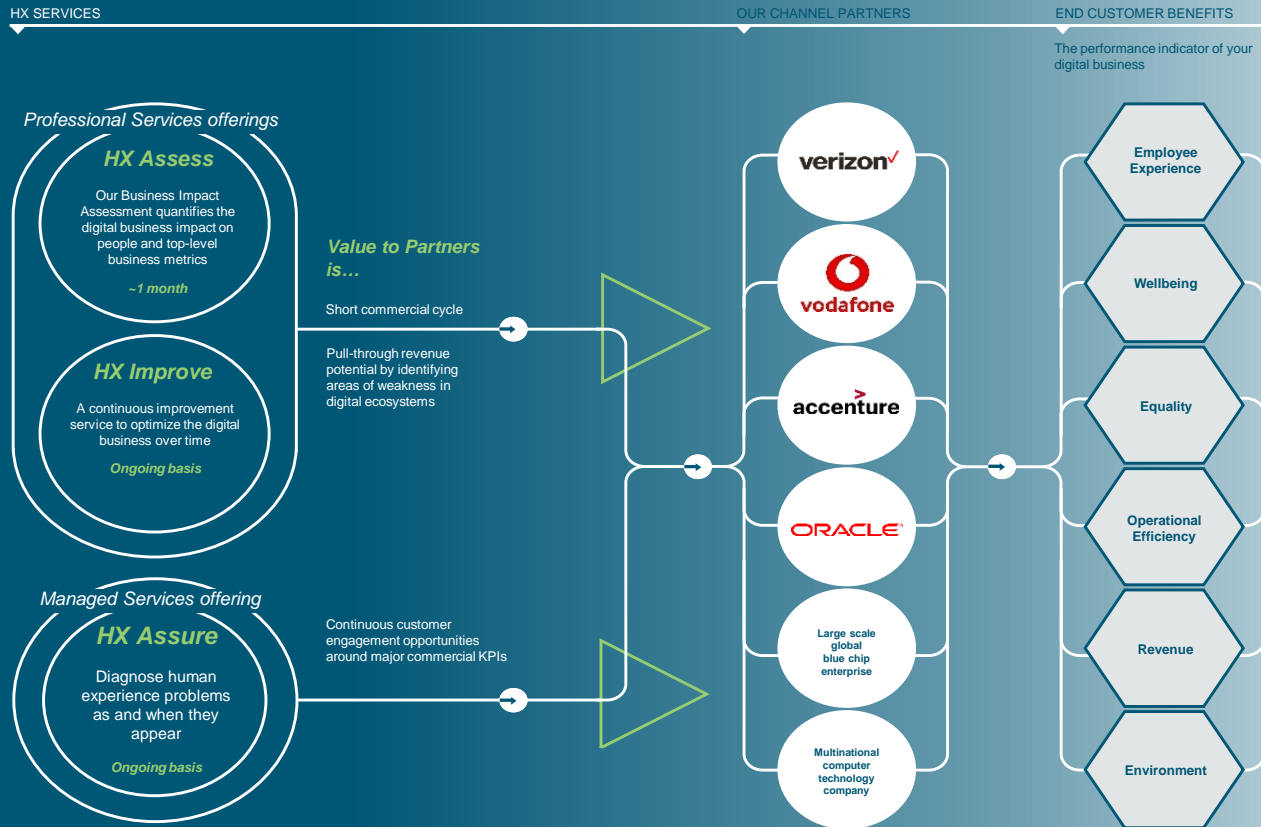
Our strategy for reaching the \$29T global digital economy  
is through channel partners that have many customers

# Our Journey



# Analytics-as-a-service Business Model

Targets annualised recurring revenue



# Our position in the market

Our human experience research and innovation uniquely enables us to quantify and improve the delivered experience of the digital journeys in terms of top-level business KPIs

**Digital Journey Design**  
(The underlying design, look and layout of a digital service)



Net Promoter Score  
CSAT  
CES



**Digital Journey Delivery**  
(The network, data centre, device, compute and application systems)



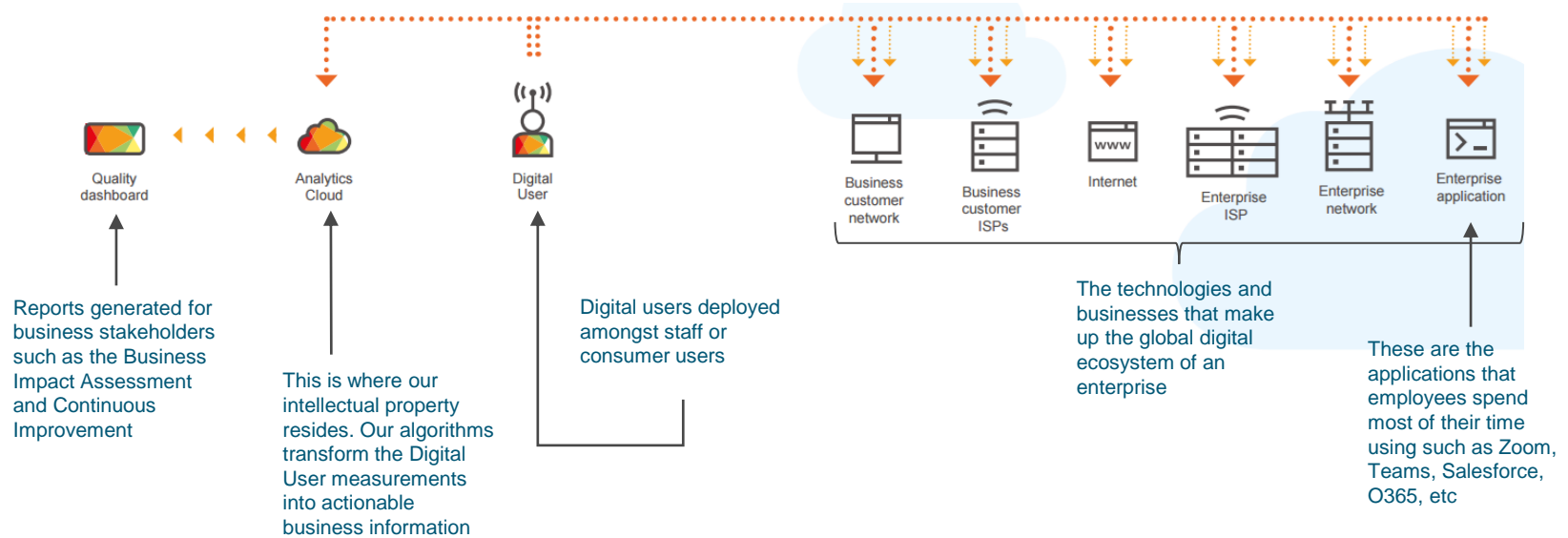
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**Objective Performance**  
(Management of operational system performance  
i.e. speed, time, utilisation and frequency)

**Subjective Performance**  
(Management of the intangible feeling of interaction  
i.e. opinion, sentiment, perception)

# How we do it

Measure the entire digital ecosystem, analyse it in the cloud (AaaS), and provide actionable business outcomes



# Quantifying Human Experience Impact

We estimate lost time costs an average Fortune 500 company somewhere between \$72m and \$435m per year\*

**Our analytics are used to change  
this user experience...**



User experience is unreliable & inconsistent.  
Time lost as staff struggle to work

**...to this**



User experience is reliable & consistent.  
No lost time

# Recent Developments

## **Immediate relevance of new offerings due to enduring changes to working practices caused by COVID-19**

- 4Q 2020, new PS offering sales funnel starts to build, involving all Partners, but led by Verizon
- Already, more than 4 million enterprise seats (employees) potentially addressable in current sales funnel

## **Pricing is based on the number of enterprise employees analysed**

- Pricing is deal-based, but approximately equivalent to price of £5 - £7.50 per employee per month

## **Evidence that the pivot to PS is achieving channel partner goals**

- Shorter sales cycle – large complex global energy supplier – 4 months from initial sales conversation to PO for full deployment
- Evidence of business value – Osborne Clarke – project sponsored by Managing Partner

# The Opportunity

We want to make the

## \$29.4t

Global Digital Economy work properly for everybody, everywhere, all the time...



### Our Solution

We enable business leaders to quantify and improve the impact their digital business has on their employees and their overall business

### Our Uniqueness

We have a unique patented technology based on 10 years academic research

Global Channel Partner framework agreements signed

**verizon**✓

**vodafone** **accenture**

Refinitiv

+ an American global computer firm

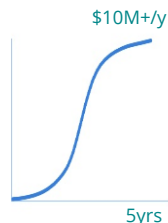
+  
Initial project completed with  
**ORACLE®**

Enduring COVID related change to working practices make our offering immediately relevant to business leaders

## 90%+

Target gross margin in the long term

Experience suggests a channel partner could grow to \$10M+/year



## We want to build a technology success story



## In Summary

- We have an innovative capability, which is new to the industry
- We have benefited from lessons learnt along with our partners
- With their continued support, we have repackaged our offering and reconfigured our GTM
- We have rebuilt our sales funnel in the last few months, and added new partners
- We believe we are now poised to reap the benefits of this joint hard work, time and effort
- Simultaneously, there is an immediate and heightened relevance of our new offerings due to the enduring COVID related changes to global working practices
- This is a rare opportunity to reach a vast, global, and growing addressable market