## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda Item</th>
<th>Details / Sub Items</th>
<th>Owner</th>
<th>Duration</th>
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</table>
| 14:00 – 14:15 | Introduction                 | • Overview  
• Company history  
• Strategy                        | Mike Danson              | 15 mins |
| 14:15 – 14:35 | Financial strength and momentum | • Financial targets  
• Growth levers  
• Track record                                      | Graham Lilley              | 20 mins |
| 14:35 – 14:50 | Q&A                          | • Audience questions                                  | Mike Danson              | 15 mins |
| 14:50 – 15:00 | M&A Introduction             | • Track record  
• Approach  
• Recent deals                                 | Jack Woodhouse           | 10 mins |
| 15:00 – 15:15 | LMC Automotive               | • Deal rationale  
• Product demonstration                            | Russ Milburn             | 15 mins |
| 15:15 – 15:40 | TS Lombard                   | • Deal rationale  
• Product demonstration                            | Cyrus Mewawalla, Freya Beamish | 25 mins |
| 15:40 – 15:55 | Poli                         | • Deal rationale  
• Product demonstration                            | Wayne Lloyd              | 15 mins |
| 15:55 – 16:00 | Summary                      | • Wrap up                                          | Mike Danson              | 5 mins |
| 16:00 – 16:15 | Q&A                          | • Audience questions                                  | Mike Danson              | 15 mins |
| 16:15 – 16:45 | Refreshments                 |                                                  |                      | 30 mins |
Introduction
Focused on delivering long-term, compounding growth & shareholder returns

**REVENUE**
- 10%+ Organic plus 10%+ Acquisition
  - Volume Renewal
  - Value Renewal
  - New Logo
  - M&A

**EBITDA PROFITABILITY**
- 40% Range
  - Cost Discipline
  - Scalable Model
  - Technology Investment
  - Process Optimisation

**CAPITAL ALLOCATION**
- Reinvestment & M&A
  - Reinvestment
  - Acquisitions
  - Dividends
GlobalData evolution

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<tr>
<td>Development</td>
<td>One Brand &amp; New Management</td>
<td>One Platform</td>
<td>Leveraging the Platform</td>
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Acquisition of 15 assets spanning BI and Media capabilities
Continued development and investment in unique and scalable platform [1/2]

- **Consumer**
  - Gold Standard Market Data & Insight
- **Retail**
  - Gold Standard Market Data & Insight
- **Food Service**
  - Gold Standard Market Data & Insight
- **Medical Devices**
  - Gold Standard Market Data & Insight
- **Pharma**
  - Gold Standard Market Data & Insight
- **Tech**
  - Gold Standard Market Data & Insight
- **Retail Banking & Payments**
  - Gold Standard Market Data & Insight
- **Insurance**
  - Gold Standard Market Data & Insight
- **Oil & Gas**
  - Gold Standard Market Data & Insight
- **Power**
  - Gold Standard Market Data & Insight
- **Construction**
  - Gold Standard Market Data & Insight
- **Mining**
  - Gold Standard Market Data & Insight
- **Travel & Tourism**
  - Gold Standard Market Data & Insight
- **Aerospace, Defense & Security**
  - Gold Standard Market Data & Insight
- **Packaging**
  - Gold Standard Market Data & Insight
- **Auto**
  - Gold Standard Market Data & Insight

**Add-On Content**

- **Macroeconomic Indicators**
- **Country & City Profiles**
- **Company Intelligence**
- **Patents Intelligence**
- **Thematic Research**
- **Deals & Partnerships**
- **Consumer Intelligence**
- **Expert Panels**
- **Job Listings**
- **Company Filings**

**Experts**

- 800 Expert Analysts & 1,200 Researchers
- 250 Data Scientists & Product Teams
- 100 Editorial & Data Journalists

**GlobalData Integrated Technology, Data & Analytics Platform**

**GlobalData Intelligence**

- Digital desktop products
- Fully-integrated platform
- Analytics & workflow tools
- Serves individual end-users

**GlobalData Media**

- B2B Media Sites
- B2B Marketing Solutions
Continued development of unique and scalable platform [2/2]
Financial strength & momentum
Clear financial targets

Resilience means:

No change to our financial targets

even in current macro environment

• Annual Organic Revenue Growth 10%
• Adj. EBITDA Margin +40%
• Rule of 50
Multiple levers for growth

1. Renewal Rate: -15 decline
2. Like for Like Price Growth: +8
3. More Seats: +3
4. More Product: +4
5. New Logo Growth: +10

Year 1: 100
Year 2: 110
Illustrative example
Multiple levers for growth

The volume renewal rate in 2022 for clients >£20k was 84%. Our no. 1 priority is Customer Obsession with a target outcome of reducing volume churn to 10%

Illustrative example

Year 1

Renewal Rate

-15 decline

Year 2

10% growth

1. 100
2. +8
3. +3
4. +4
5. +10

New Logo Growth

More Product

More Seats

Like for Like Price Growth
Multiple levers for growth

There has been strong pricing power achieved in 2022 and significant opportunity to continue with price corrections, particularly in recently acquired businesses.

1. -15 decline
2. +8
3. +3
4. +4
5. +10

-100
- Like for Like
- Price Growth
- New Logo Growth
- More Product
- More Seats
- Renewal Rate

Year 1

Illustrative example

Year 2

10% growth
Multiple levers for growth

Usage of our product is aimed at multiple use cases and job functions within an organisation, giving opportunity to expand within our existing clients.

Illustrative example

Year 1

1. -15 decline
2. +8
3. +3

Year 2

4. +4
5. 10% growth

New Logo Growth

More Product

More Seats

Like for Like Price Growth

Renewal Rate
Multiple levers for growth

Illustrative example

Significant opportunity to sell more products into our existing clients, particularly when looking sales synergies in acquired businesses.
Multiple levers for growth

Year 1

1. -15 decline
2. +8
3. +3

Renewal Rate

Like for Like

Price Growth

Year 2

4. +4
5. +10

New Logo Growth

More Seats

More Product

• 125k client opportunities Vs 5k current clients
• Under weight in US markets
• Underweight selling to Professional Services

Illustrative example
Thrive not survive – Key Factors of “Resilients”

＞ ‘Resilients’ increased investment in products

＞ Increased investment in sales & marketing

＞ ‘Resilients’ increased their M&A

＞ M&A is a significant part of our strategy

• Total spend since 2017 £0.3bn
• Spend in past 15 months £145m
• Refinanced in 2022
• Firepower to execute deals with proven track record of delivery

Source: GlobalData Analysis, McKinsey & Company Analysis, Goldman Sachs Analysis. Note: Based on analysis of companies that outperformed after the 2007-08 financial crisis.
Proven track record

> Good growth track record and momentum

> Subscriptions growth and margin progression

> Track record of value creation

> Consistent renewal rates through cycles
Long-term customer relationships and revenue diversity

> Long-term heritage customers

> 75% clients by value >3-year relationship

% of Total Contract Value

<table>
<thead>
<tr>
<th>&lt; 1 year</th>
<th>2-3 years</th>
<th>3-5 years</th>
<th>5-10 years</th>
<th>Over 10 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>5%</td>
<td>20%</td>
<td>40%</td>
<td>35%</td>
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</table>

GlobalData analysis

> 20 Sectors covered

<table>
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<tr>
<th>2020 By Volume</th>
<th>2021 By Value</th>
<th>2022 By Volume</th>
<th>2020 By Value</th>
<th>2021 By Value</th>
<th>2022 By Value</th>
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GlobalData analysis

> Geographical diversity

Americas 34%
UK 16%
EMEA 34%
APAC 12%
RoW 4%

GlobalData published financial data

> Multi-year deals

GlobalData analysis

By Volume

By Value
**Financial stability**

> **80% revenue visibility – Jan 1st**

- [Graph showing revenue visibility]

> **Strong & improving KPI’s**

- Clients spending >£20k (86% of subs value) **Vol Renewal Rate 84%** (Dec 2021 83%)
- Clients spending >£20k (86% of subs value) **Val Renewal Rate 101%** (Dec 2021 97%)
- **Average Client Value £48k** 2022 (2021: £42k) 13% growth

> **Committed fixed cost base**

- >75% People costs
- [Graph showing fixed cost breakdown]

> **Continuous investment in platform**

- Although we run a capex light model, approximately 10% costs are aligned to growth
  - Product development and use of AI
  - Software/ workflow enhancements
  - User tools
  - Site development
  - New content
Strong balance sheet and cash flow profile

> Debt to fund acquisitions

GlobalData takes a prudent approach to the capital structure of the business.

Combination of sustained revenue growth, with high and stable EBITDA margins, and robust performance through the cycle supports free cash flow generation and drives a strong deleveraging profile.

GlobalData believes its capital structure allows investment for future growth and targets net debt / EBITDA in the range of 2-3x (on a proforma basis).

> Free cash flow profile de-levers quickly

- In the absence of M&A and buy backs, free cash flow was 28% closing net debt in 2021
- Share dilution under control (Share Options outstanding 7m Vs Shares held in Trust 5.4m)
- Limited requirement to buy back shares going forward

> Disciplined finance policy

GlobalData published financial data

> Fixed Interest rate risk (on drawn debt)

- Gross Interest cost range 7.6% - 8.6%

- Fixed SONIA
- Minimum margin
- Additional Margin

GlobalData published financial data
M&A firepower and debt management

> M&A Accretive – even at higher interest costs

- Acquisition multiple target 10-15x
- Post integration NTM multiple target <10x

> Financing in place for M&A

- £290m drawn term loan
- £120m undrawn committed RCF
- Including cash on hand, additional firepower of £160m

> Supportive bank group

- Supportive bank group, who have worked with us +10 years
- Oversubscribed in recent re-financing
- Ability to execute quickly on deals (Committed funding and acquisition baskets)

> Synergy drives the ability to de-lever quickly

Based upon template M&A targets

Illustrative

Finance cost %

0% 2% 4% 6% 8% 10% 12%

Y1 Accretive

Y1 Non-accretive

Term loan 290

RCF 120

Undrawn

Drawn

Day 1:
De-lever-0.1x

Rapid deleverage over time

Acquisition Cost £40m:
Impact on Group Leverage +0.4x

Day 1:
De-lever-0.1x

Rapid deleverage over time

Illustrative

Acquisition Cost £40m:
Impact on Group Leverage +0.4x

Day 1:
De-lever-0.1x

Rapid deleverage over time

Day 0
Finance costs
HR Costs
Management costs
Day 1
Year 1 Sales growth
End of Yr 1
M&A – introduction
GlobalData M&A track record, market opportunity and team

> **M&A History**

> **Value Creation**

> **Fragmented Target Market**

> **Experienced and Dedicated M&A Team**

> **STRATEGY**

> **PRODUCT**

> **FINANCE**

> **TECHNOLOGY**

> **LEGAL**

> **COMMERCIAL**

> **HR**

Full Time Team
# GlobalData M&A deal origination & integration metrics

<table>
<thead>
<tr>
<th>Deal Type</th>
<th>Angle</th>
<th>Key cost savings</th>
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<tbody>
<tr>
<td>LMC</td>
<td>Competitive process</td>
<td>People, IT, Property, Legal &amp; professional</td>
</tr>
<tr>
<td>TS Lombard</td>
<td>Private sale</td>
<td>People, IT, Finance, Property, Marketing</td>
</tr>
<tr>
<td>POLI</td>
<td>Carve out</td>
<td>N/A</td>
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<tr>
<td>LMC</td>
<td>First contacted in 2008 and maintained relationship</td>
<td>&lt; 4 months</td>
</tr>
<tr>
<td>TS Lombard</td>
<td>Relationship with founder since 2000</td>
<td>In progress</td>
</tr>
<tr>
<td>POLI</td>
<td>Existing relationship with IHS CEO and ability to rebuild product on GD platform</td>
<td>&lt; 6 months</td>
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LMC Automotive – summary

> What we achieved?

- Transitioned LMC data & reports onto the Automotive Intelligence Center to create an enhanced proposition with upsell opportunities
- Started to migrate LMC clients onto base packages within the Auto IC and initiated a sales campaign to upgrade to premium packages and add more seats
- Integrated the production and analyst teams into GD workflows, adding content improvements and additional features to enhance the output
- Launched custom services
- Initiated new logo and channel sales campaigns

> Future opportunities?

- Continued sales expansion through upsell, cross-sell and additional seat packages for existing clients
- Increased focus on consulting, new logo and new channel opportunities
- Launch of thematic intelligence proposition
- Expansion of components coverage, including more granular coverage of EV, and development of supplier contracts database
- Improved forecasts & insights by combining production, sales, components and signals data with thematic intelligence
- Further platform enhancements to improve visualization and user journeys
While the One Platform ensures a seamless customer experience, we are only at the start of generating the unique insights that can be derived by connecting pricing, pipeline, sales and patents intelligence. Our short-term goals are to further integrate the datasets both on the platform and API environments to discover unique signals and connections that help our clients in the pharma space, investor community and more derive unique insights and optimize critical decisions.

Further platform enhancements to improve visualization and user journey.

POLI – summary

> What we achieved?

• Re-built and integrated the platform into the intelligence center with an enhanced user interface (see following demo)

• Expanded our sales penetration into the pharma, biotech, and professional services audience, opening up new market access, pricing and policy users

• Integrated the production and analyst teams into GD workflows, adding content improvements and additional features to enhance the output

• Enhanced our range of drug forecasting capabilities to help expand our coverage in the core content and better serve our client base with additional solutions

> Future Opportunities?

• Price forecasting and simulations (eg. Launch sequence optimization, international reference pricing simulation and price management tools

• Generating unique insights & signals by connecting pricing, pipeline, sales and patents intelligence.

• Application of artificial intelligence and machine learning to the large dataset to improve efficiency and create new products and tools

• Further platform enhancements to improve visualization and user journey

• Ongoing sales expansion across all sales channels
**Focused on delivering long-term, compounding growth & shareholder returns**

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<th>EBITDA PROFITABILITY</th>
<th>40% Range</th>
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<td>Cost Discipline</td>
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