

# Introduction to

# The Sage

# Group plc

June 2015

# What we do



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We energize the success of businesses and communities around the world through the imagination of our people and smart technology.

Businesses come in all shapes and sizes and while every one of our customers is unique they have common technology needs - for simple, secure and smart solutions that reduce complexity and risk. Our customers are our number one priority so when they have problems that needs resolving and they want to speak to a real person – someone they can trust, we are always there to listen and help.

Our customers receive continuous advice and support through our global network of local experts to help them solve their business problems, giving them the confidence to achieve their business ambitions.

# Key facts about our organisation



## Market

- Global company with over 14,000 employees
- One of the market leaders in the UK, North America, Europe, South Africa, Asia and Brazil

## Finances

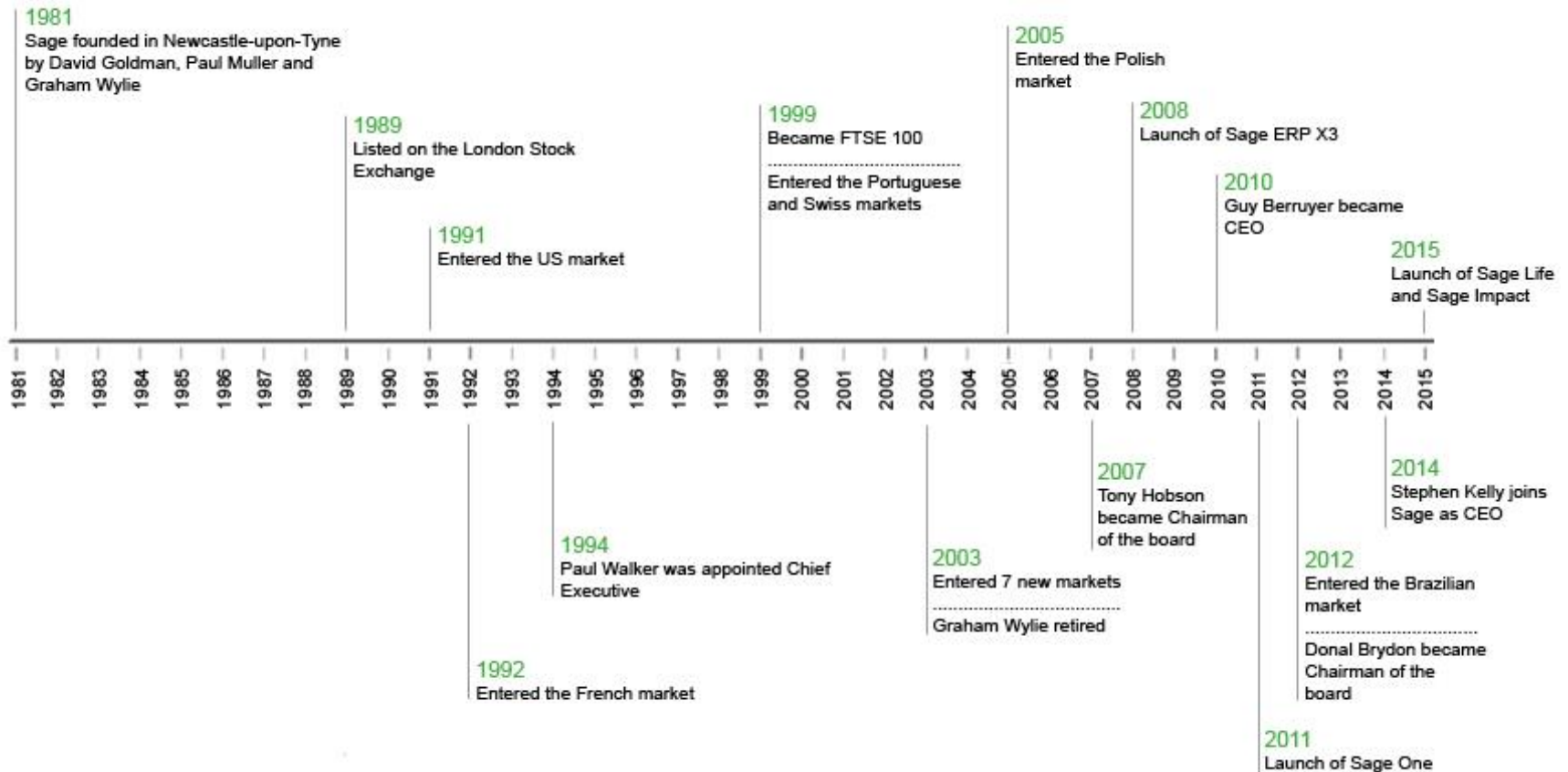
- Revenue of £1.3bn\*
- Organic revenue growth of 5% for 2014 (2013: 4%)\*
- Organic operating profit £360m\*
- Market capitalisation of approximately £6.2 bn\*\*
- More than 40 acquisitions since 1991

## Customers

- Provide advice to customers through 1.8 million support contracts\*
- Manage over 30,000 customer calls each day\*
- We work with around 20,000\* reseller partners and more than 48,500\* accountants who belong to a Sage recommendation scheme



# How we started



# How we work



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**Our business is guided by our five principles which shape everything we do and how we do it.**



Customers  
First



Velocity



Do the Right  
Thing



Innovate



Make a  
Difference

# We group ourselves into three regional businesses



## Europe

- UK, Ireland, Germany, Switzerland, Poland, Austria, France, Spain, Portugal, Belgium plus a subsidiary in Morocco
- One of the market leaders in the UK, France, Ireland, Spain, Switzerland and Poland
- 7,114 employees\*
- Revenue £750 million\*
- Organic operating profit £215 million\*



## Americas

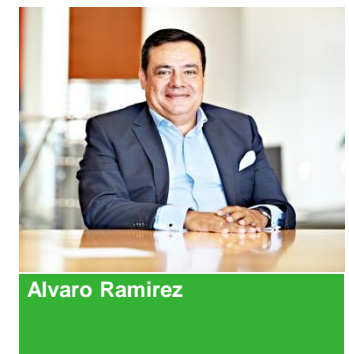
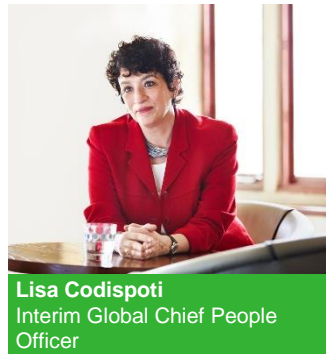
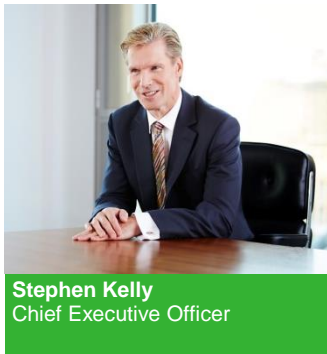
- US, Canada and Brazil
- Strong presence in small business, a market leader in Canada and Brazil
- 3,585 employees\*
- Revenue £412 million\*
- Organic operating profit £106 million\*



## AAMEA

- South Africa, Australia, Singapore, Malaysia, Dubai, Botswana, Namibia, Kenya and Nigeria
- One of the market leaders in South Africa, Australia and Malaysia
- 2,134 employees\*
- Revenue £144 million\*
- Organic operating profit £39 million\*

# Which all operate under the guidance of our executive team



# Our strategy for growth



**Our ambition is to double our long-term historic organic revenue growth rate from 3% to 6% by 2015, together with a targeted Underlying operating profit margin increase of 1 to 2 percentage points over the same period. We will achieve this through a relentless focus on our growth cornerstones:**



- 1. Focusing the business**  
By reallocating resources to focus on core business strengths and opportunities for greatest growth
- 2. Capturing the technology opportunity**  
By capturing the commercial opportunities presented by the technology disruption transforming what customers need and expect
- 3. The benefits of subscription**  
By moving to a more flexible, affordable, higher value added pricing model, providing more active customer relationships and long-term, high-quality recurring revenue streams



# Our customers

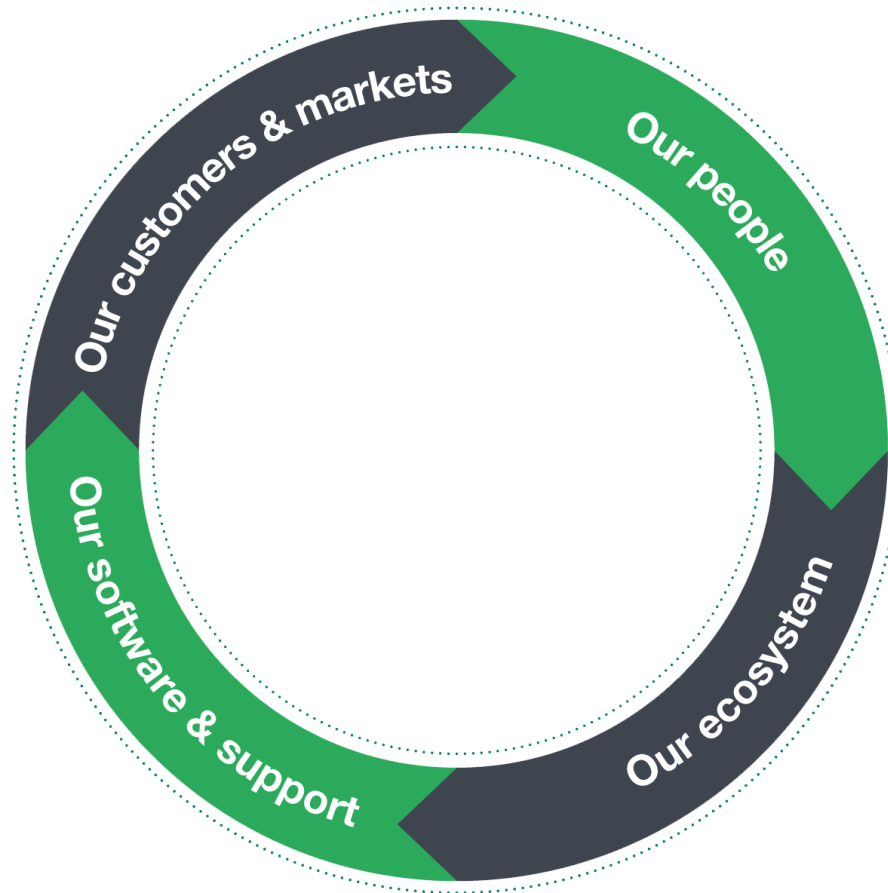


We develop software specifically for start-up, small and medium sized businesses and the mid-market, because their requirements are different and one size does not fit all.

Our customers range from business owners to book-keepers and finance directors across three market segments.



# Our core strengths



# Our ecosystem



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Business partners are key not only in selling our software and services, but also in providing local expertise to customers who demand increasing levels of tailored software and specialised services.

We work with a global network of around 20,000 business partners who provide:

- Implementation and customisation
- Training and support
- Specialist sector knowledge

Plus more than 48,500 accountants who belong to a Sage recommendation scheme and small business advisors who recommend and market Sage products worldwide.

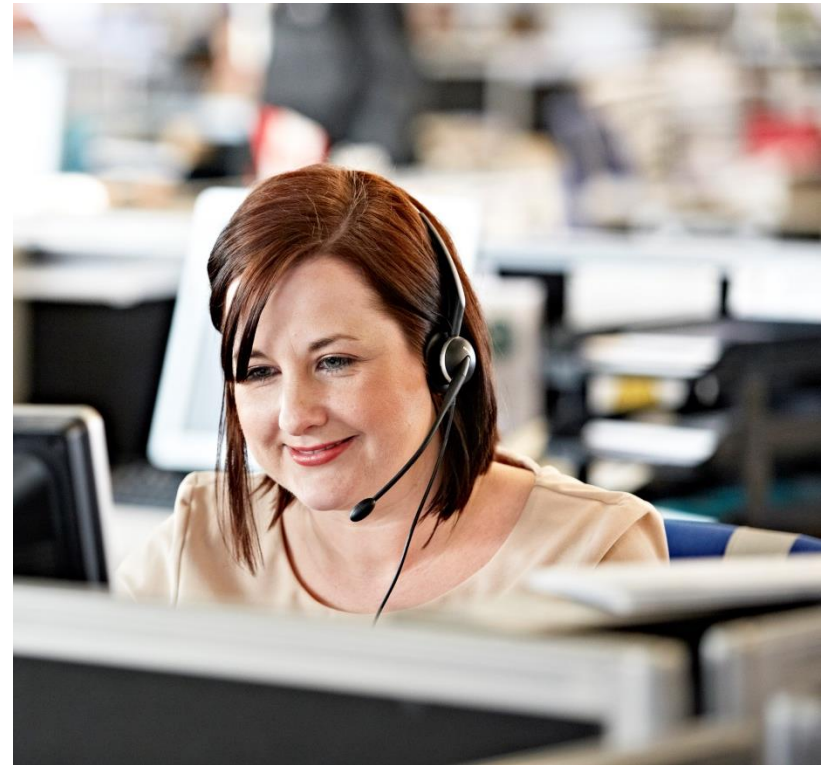
# Our software and support



We are guided by the current and future needs of our customers and the unrivalled position Sage enjoys to help small and medium sized companies apply technology to best effect.

We view technology as an enabler to give customers control of their business, to work smartly and efficiently, to achieve success and to grow.

We foresee the implications of legislative and business change and use this insight to deliver software, training and support services that help our customers to run their businesses with confidence.





# Our people



**Sage is very special. Our people make us that way. There is a warmth to how we treat each other and our customers that is rare in organisations as big and focused on success as we are.**

Our people are given the skills and support they need to breed confidence in themselves and everyone they touch.

Our guiding principles of Innovation, Integrity, Simplicity, Trust and Agility drive everything we do: how we think, plan and make decisions to deliver operational excellence and best serve our customers.



# All working together to deliver...



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## Extraordinary Customer Experiences

- Nearly 5,000 customer support staff globally
- Over 30,000 calls per day for technical support, accounting questions and advice on new legislation
- 1.8 million support contracts

## Awards

- **South Africa:** Winner of Best Help Desk in the world at the Contact Centre World Top Ranking Performer global finals 2013.
- **North America:** Winner 'Best Company to Work For'- Best Companies to Work for in Texas Awards 2013
- **North America:** Winner for Sage Advisor: Personalizing the Customer Experience CXPA - Customer Experience Innovation Awards 2013
- **Spain:** Madrid Regional Government: Madrid Excellence Award for Consumer Confidence 2013
- **Germany:** Best vendor of business software solutions - WEKA Media Publishing Awards 2013

# In conclusion



We don't just make software products – we use technology to support the success of millions of small and medium sized companies around the world.

