

Driving Vision, Mission + Growth Through M&A

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Vision

To fully realize personal and company **potential**, creating an insanely great company: being **recognized** as the most well **respected**, easy to work with and trusted brand in the **industry**.

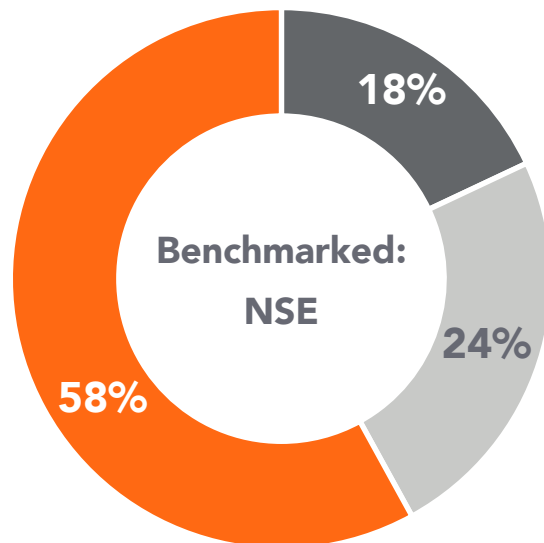
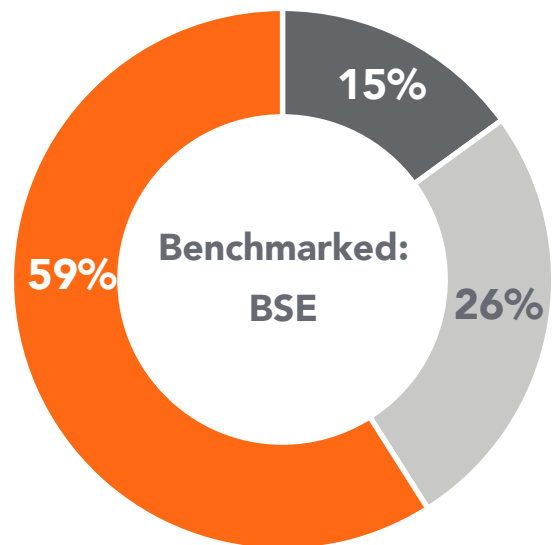
Execution

“Without execution, vision is just another word for hallucination.”

- Mark Hurd

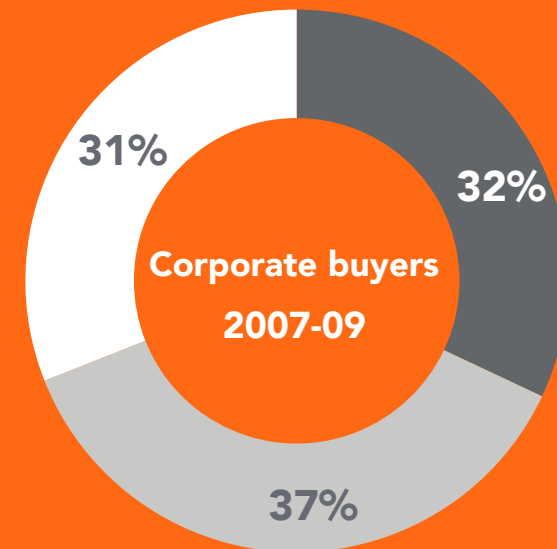
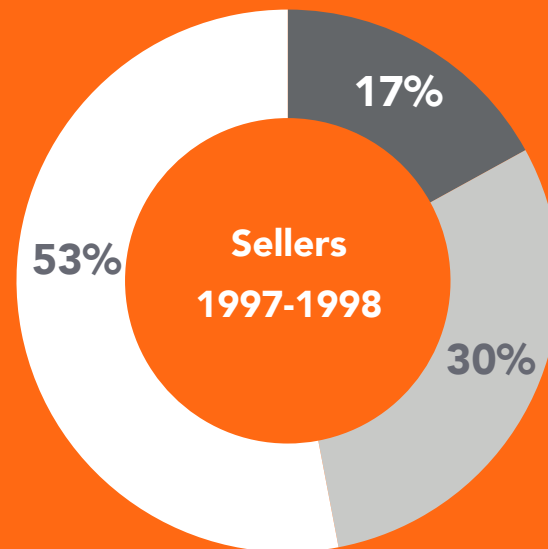
Success

Returns

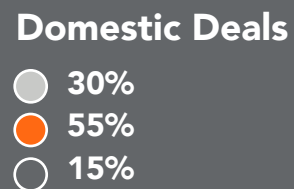
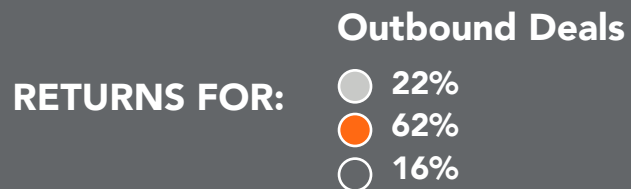


Exceeded Value
 Destroyed Value
 Neutral

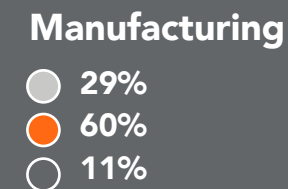
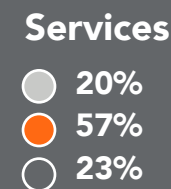
Tracking trends in M&A value Enhancement over the past 12 years



Reduced
 Neutral
 Enhanced



SECTOR COMPARISON:



Track Record

17 Companies

9 Countries Buy

2 Countries Build

1 Reduced Value

Reason 1:

Focus on Purpose

Realizing personal and professional potential in a greater and more rewarding way than elsewhere.

Reason 2:

Avoid a Culture Clash

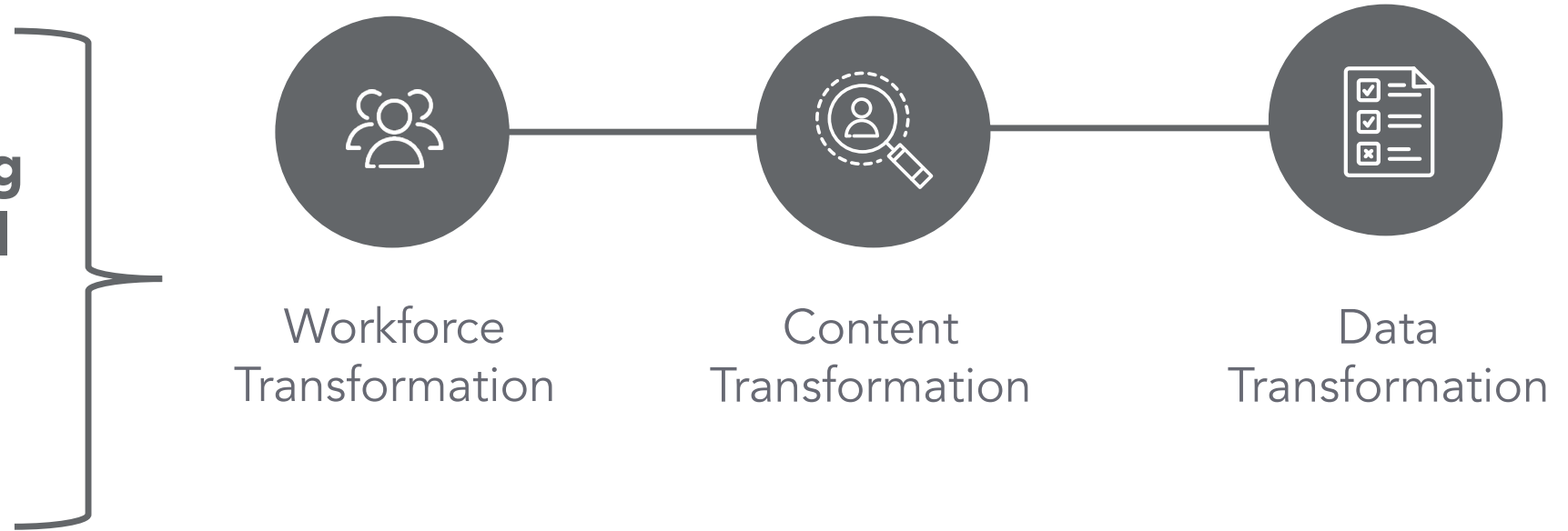
Stay true to our Guiding Principles
and 4-Pillars

Reason 3: Clear Execution



Digital Transformation

Phase 1: Analog
Phase 2: Digital
Phase 3: ML
Phase 4: AI



**Digital Transformation Drives
Industry Transformation**

Examples



NLP-Driven SEO Copy

Utilizing the fundamentals of Natural Language Processing to grade and inform the production of SEO-focused content



Machine-Assisted Product Descriptions

Leveraging AI, human curation, and data review to create optimized product content at scale



Data Annotation, Collection, Moderation

Using large-scale data, machine learning, and linguistics to create conversion optimized ad copy across platforms + mediums

welocalize 
doing things differently