

GROWING IN TURBULENT TIMES

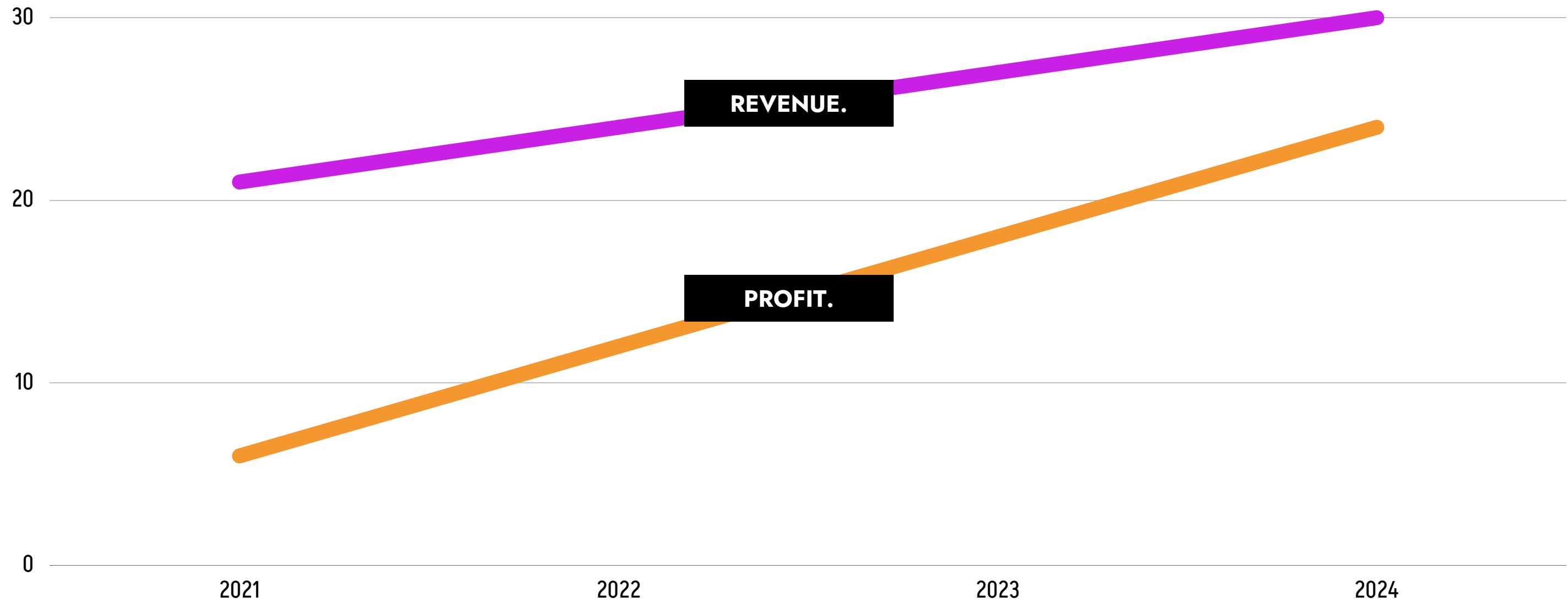
WHY IT'S MORE IMPORTANT
THAN EVER TO GET IT RIGHT



DEFIANT*

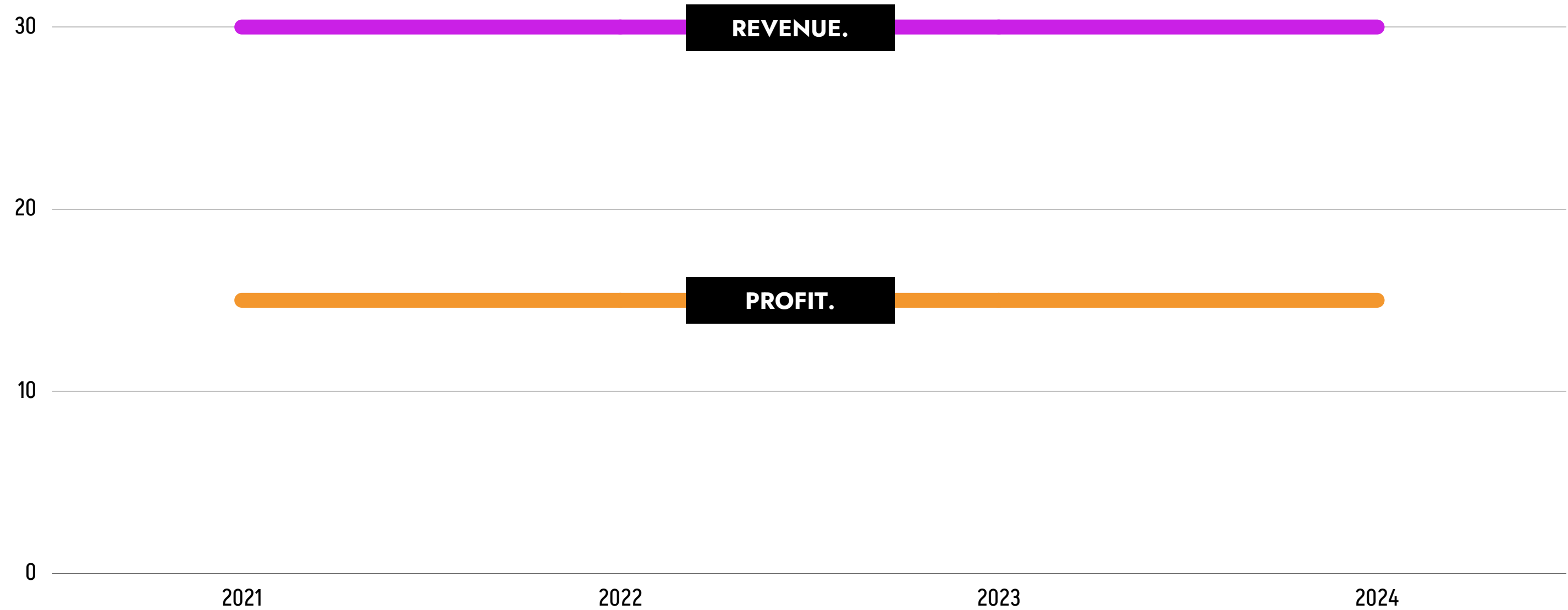


WHAT GROWTH LOOKS LIKE



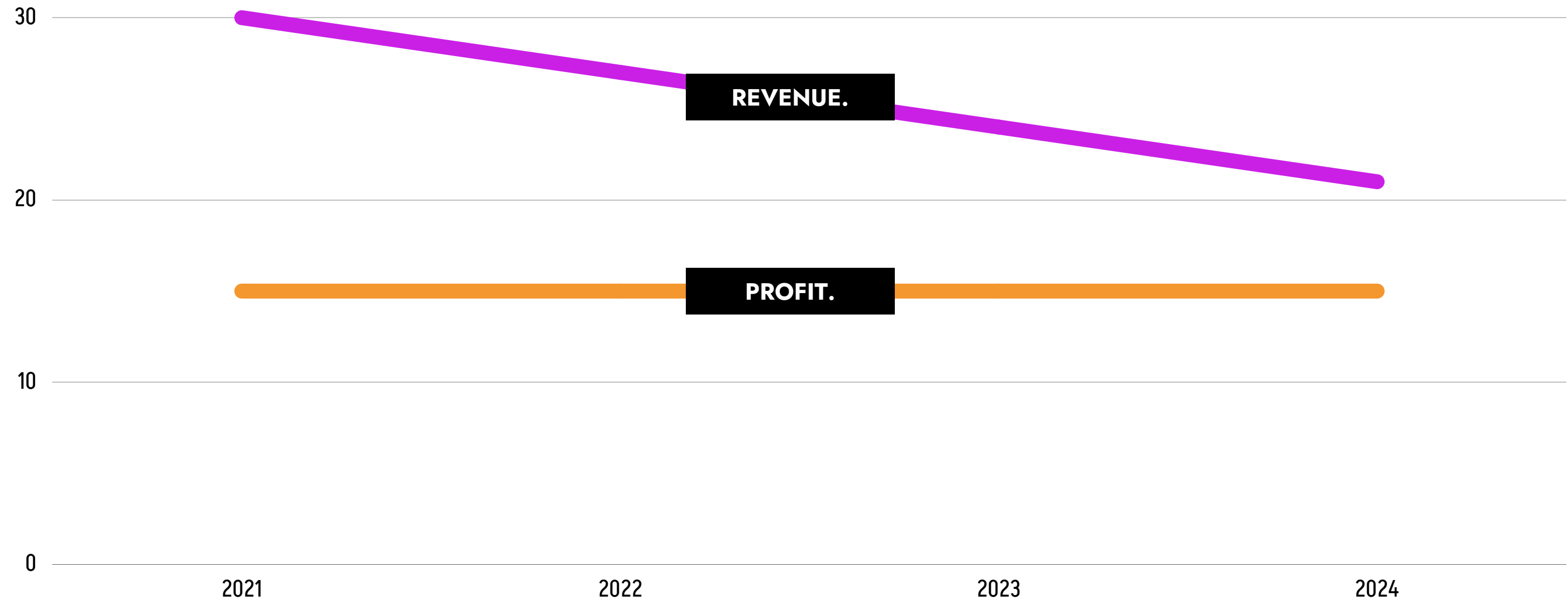


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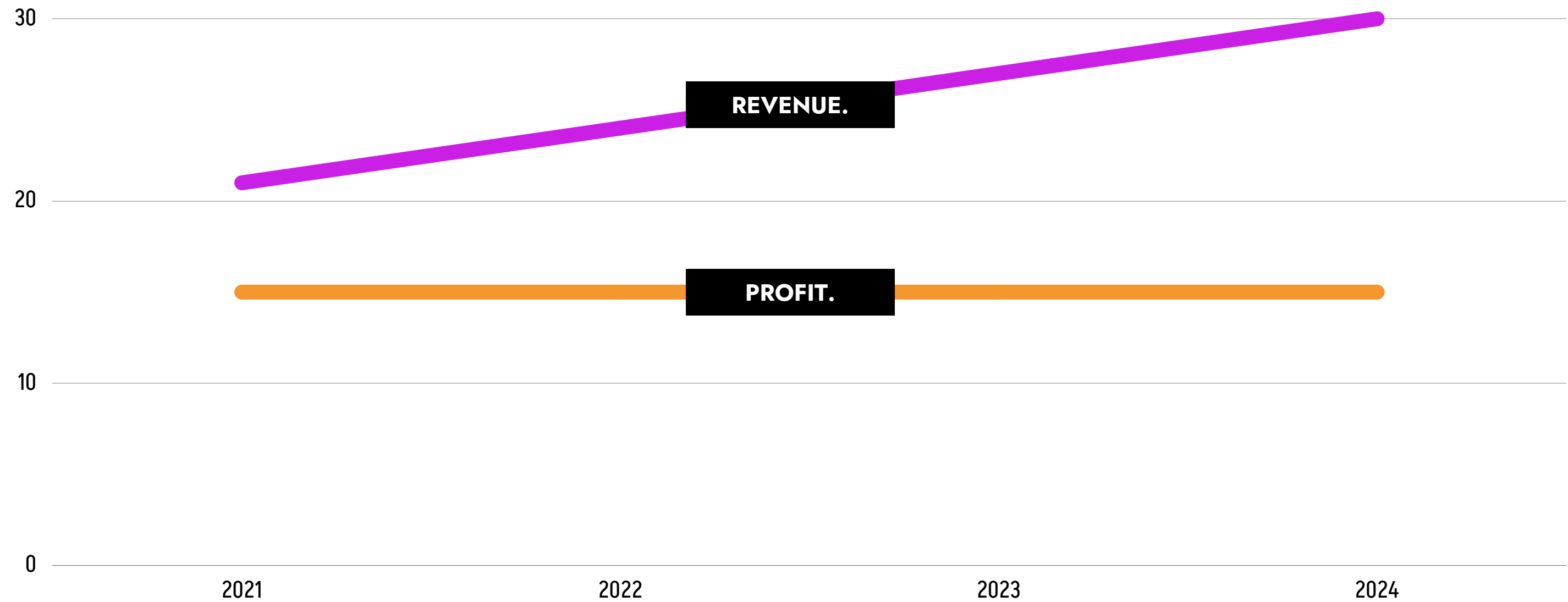


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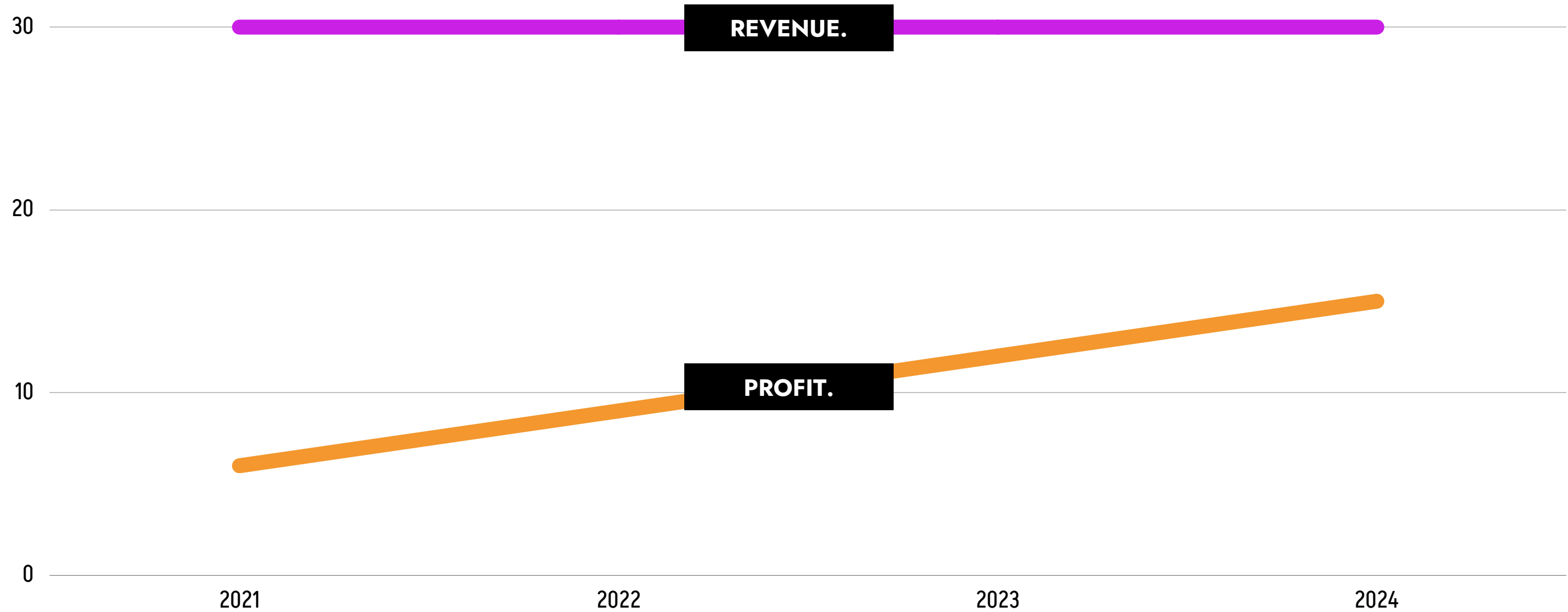


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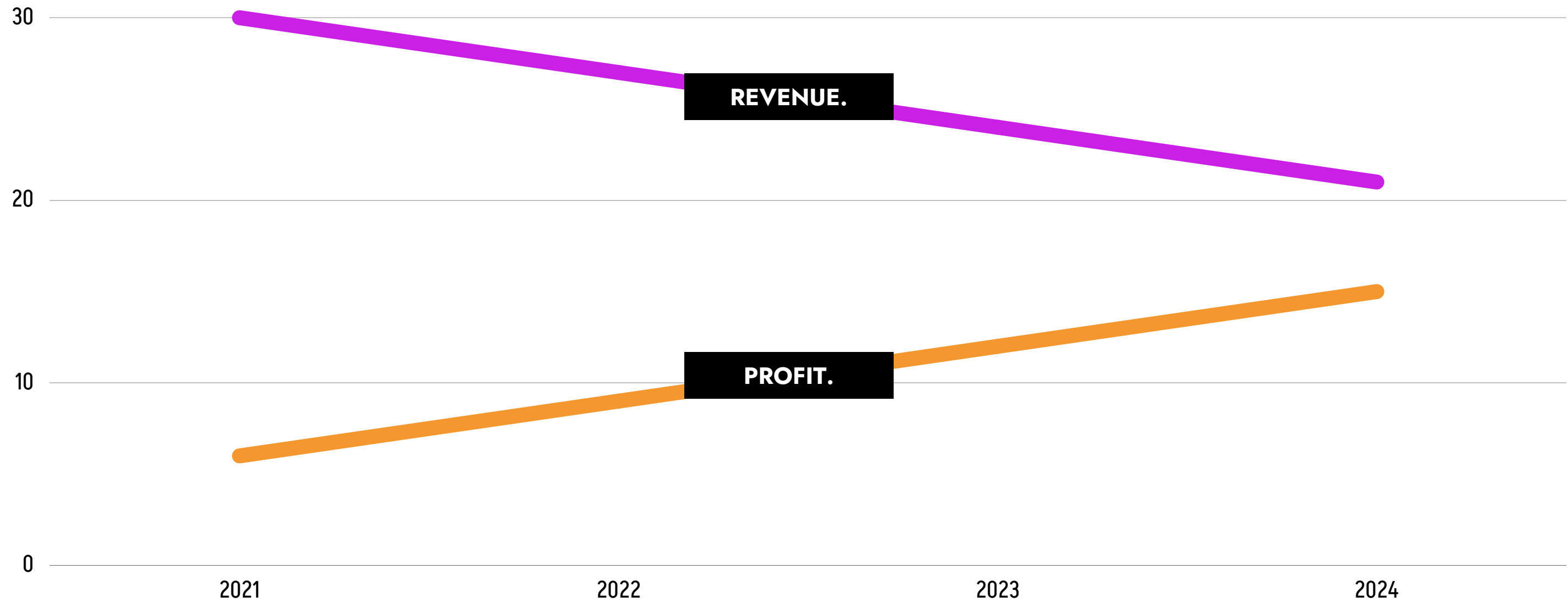


WHAT GROWTH LOOKS LIKE





WHAT GROWTH LOOKS LIKE



A TURBULENT LANDSCAPE





REVENUE OR PROFIT?

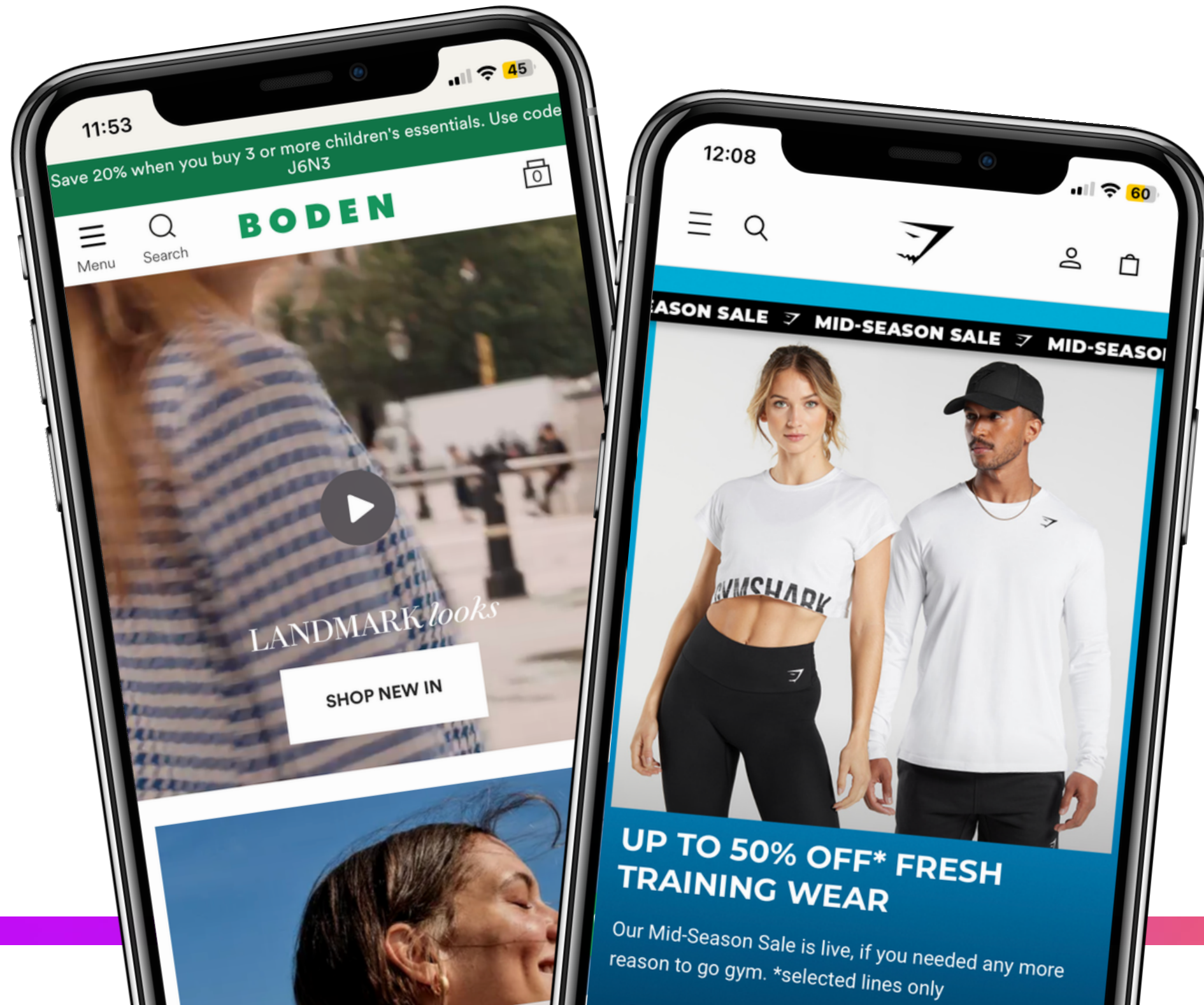


WHICH SHOULD YOU BE PURSUING?





MARKET LEADERS



FOCUS ON:

- Profitability.
- Leveraging your customer database.
- Increasing your retention efforts.

BEWARE OF:

- Neglected customers churning.
- Challenger brands stealing market share.



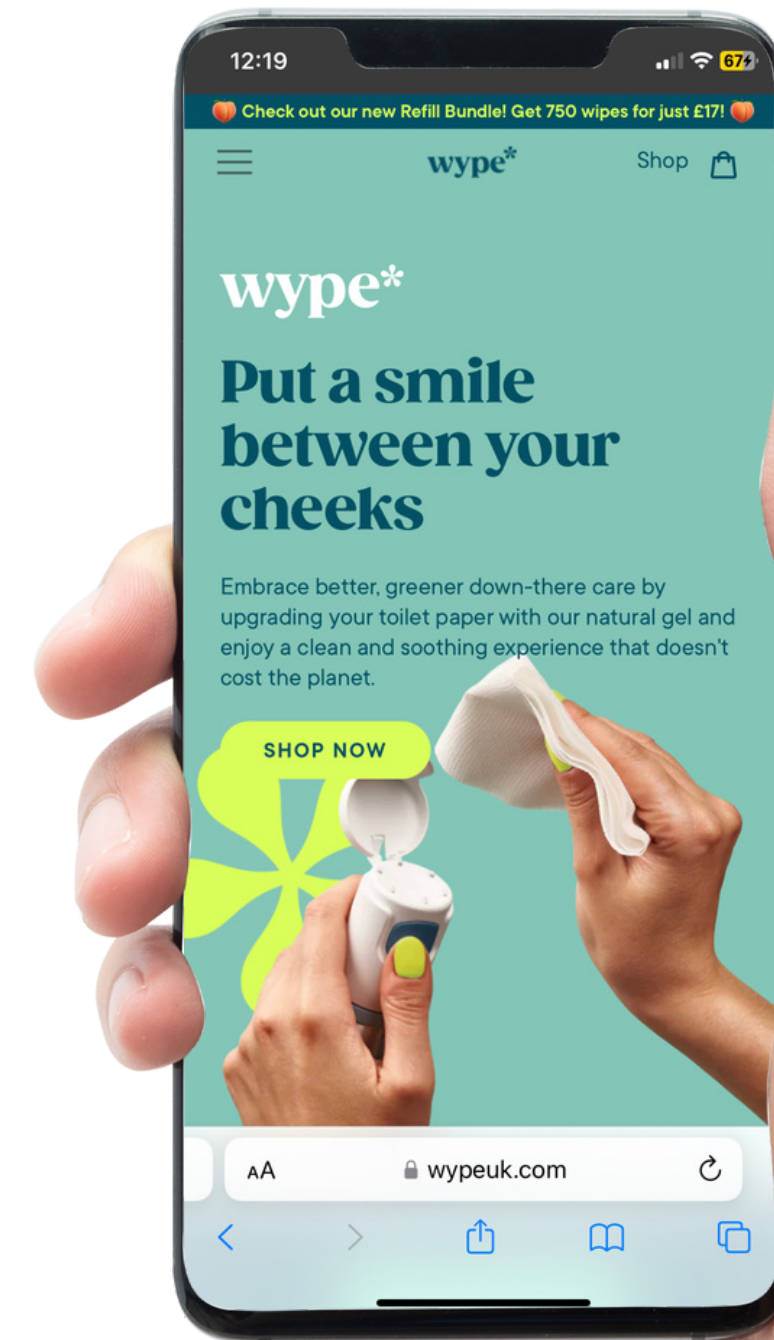
SCALING BRANDS

FOCUS ON:

- Defining your ideal customers.
- Increasing market share.
- Strong top line revenue growth whilst remaining profitable.

BEWARE OF:

- Overspending and becoming unprofitable.
- Attracting low value customers.





CASH RICH BRANDS

FOCUS ON:

- Maximum top line revenue growth.
- Growing your customer database.
- Gaining market share.

BEWARE OF:

- High customer churn rates.
- Cash conversion cycles when restocking.





SCRAPPY BRANDS

FOCUS ON:

- Granular profitability.
- Understanding your ideal customer and their customer lifetime value.
- Attracting high value customers.

BEWARE OF:

- Attracting low value customers.
- Cash reserves running low.





COMMUNICATION IS KEY

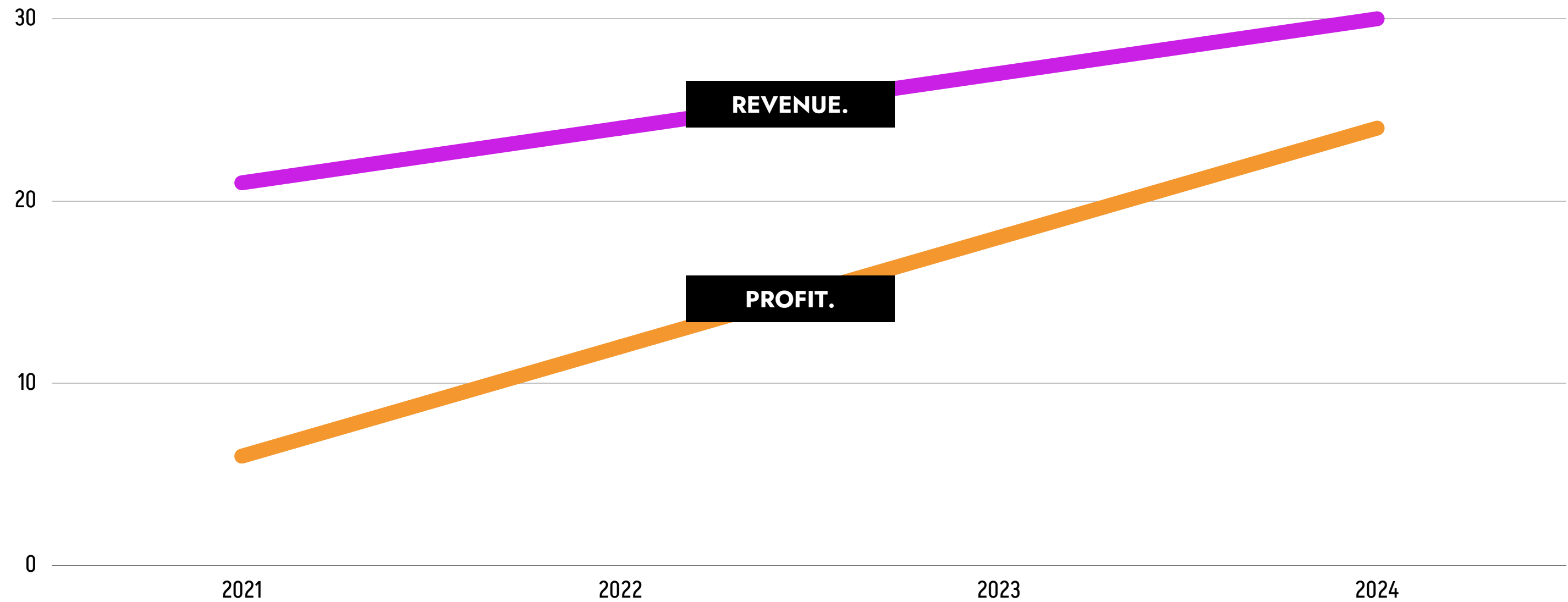


- Every member of your team needs to know what your growth goals are.
- Make sure you are always explicit when talking about revenue and profit.





REVENUE AND PROFIT



**ANY
QUESTIONS?**

