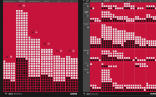


## Discovery

88% of consumers are ready to try DA products and over 70% are ready to purchase digitally from a brand, according to research by Kantar.



## digital DA Hub

We want to make it easy to trade and transact DA business at Lydell's Human-led, Digitally enabled

Product Area	Target	Value	Impact	Quality
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## digital DA Hub



### Onboarding

Imagine a world where...

- Buyers can register to join the DA market at least 30 days in advance
- Most of the contracts are negotiated from standard contracts
- All contractual terms are standardised to make them more understandable
- All contracts are signed electronically, ready to be implemented and can be signed electronically

### Product Collaboration

Imagine a world where...

- Content creators can upload a proposition and identify the right buyers to connect with, bringing the right offers and targeting, strength and related to the type of program and targeting
- Identify the opportunity to target the right audience
- All done in order to meet buyer - setting up for sales collaboration and getting across the same DA market

### Overnight

Imagine a world where...

- Most of the ongoing contracts and individual brand activation contracts are automated and done in a way to be able to be implemented in a way to be able to be implemented in a way to be able to be implemented
- Contracting is done in a way to be able to be implemented in a way to be able to be implemented
- Contracting is done in a way to be able to be implemented in a way to be able to be implemented

Product Area

Target

Value

Impact

Quality