

19 January 2023

Uniquely positioned to capture growth

GBG

Capital markets event

Introduction

Chris Clark

Identity: The fabric of trusted commerce

External industry analyst: Julie Conroy, Aite Novarica

Our capabilities to lead

Gus Tomlinson, Kartik Venkatesh, Mark Mamone and Jose Caldera

Short break

Executing the market opportunity

Chris Luttrell and Dev Dhiman

Delivering strong financial returns

David Ward

Closing remarks and Q&A

Whole team

Purpose of today

To focus on the mid-term growth opportunities and how GBG is uniquely positioned to capture them

There are no new disclosures on current trading and financial outlook

Hosts

Meet today's GBG presenters



Chris Clark
Chief Executive
Officer



Gus Tomlinson
Chief Product Officer,
EMEA



Kartik Venkatesh
Chief Technology Officer,
Location



Jose Caldera
Chief Product Officer,
Global Products



Mark Mamone
Chief Information
Officer



Chris Luttrell
CEO,
Americas



Dev Dhiman
Managing Director,
APAC



David Ward
Chief Financial
Officer

Introduction



Chris Clark
Chief Executive
Officer

Our purpose

**To build trust in
a digital world**

Our vision

**To create a world where
everyone can transact
online with confidence**

A leader in the identity and location intelligence markets

- 30+ years of experience in location intelligence, identity verification and fraud & compliance management
- Increasing convergence over time to meet the end-to-end digital need to help good consumers and stop bad actors



At the forefront of the fast-growing and global digital identity sector



Experts in data with world-class technology



A large global customer base – Large enterprises to SMEs



Our people and culture underpins our success



Attractive, cash generative financial model



Focused on delivering long-term sustainable growth

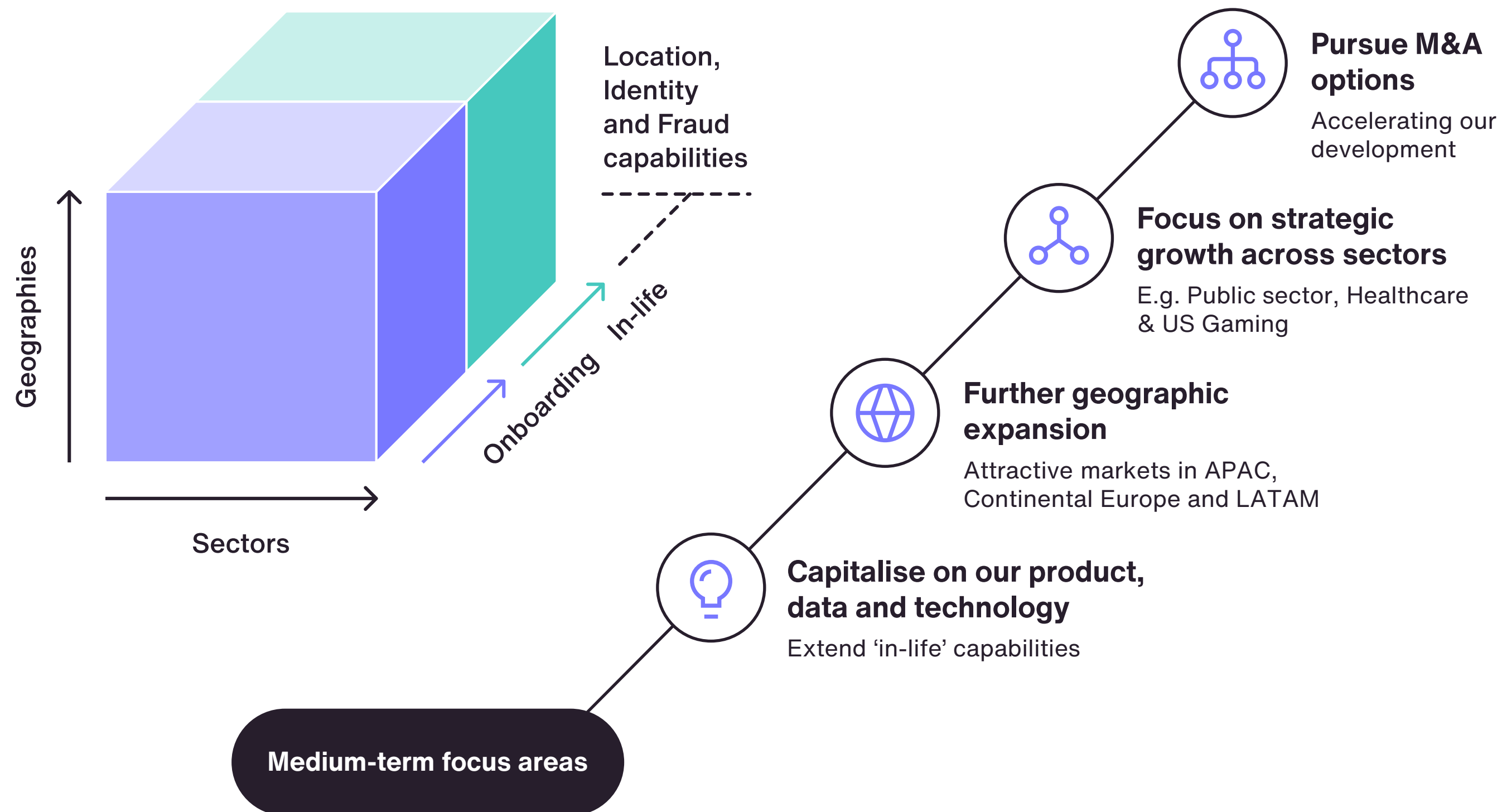
A market with strong structural tailwinds through economic cycles - large, growing, and highly fragmented



Our strategy

A clear and consistent strategy to drive growth

Creating a differentiated market-leading capability and global reach that we will continue to develop



Our strategy

**Growth
through a
geographic
and sector
focus**

Creating a global footprint



Expanding the sectors that we operate in



Financial services



Public services / Healthcare



Technology



Retail / eCommerce



Gaming



Professional services



Travel & Leisure

Our strategy

Building trust through a combination of relevant capabilities



Data

The best, most relevant and compliant datasets



Technology

The richest document and leading biometrics capability and ability to handle billions of transactions globally



People

The strongest team, market experts with trusted relationships



Leveraging these capabilities across the customer value proposition enables GBG to play across the full lifecycle on a global scale

Identity: The fabric of trusted commerce

Julie Conroy | **Aite**Novarica

Agenda

- Key trends driving investment
- Identity: Critically important and difficult to master
- Future view

Key trends driving buyers' identity and financial crime investments



Digital acceleration



Industrialisation of fraud and financial crime



Competitive impetus of reduced friction



Regulation

Identity: The fabric of trusted commerce

**Market sizing:
Bite-sized chunks are
required for accuracy**



Identity is at the heart of trusted transactions

- The identity fabric is complex and essential to the risk assessment of new and ongoing relationships and transactions for consumers and businesses.
- Identity verification technologies include verification of static personally identifiable information (PII), digital metadata (e.g., behavioural biometrics, device data, email tenure, and reputation), physical biometrics, and binding tokens.



Identity: The fabric of trusted commerce

PII and credentials are readily available on the dark web

Hello today i am leaking/selling Thailand Department of Medica...

SAMPLES POSTED ON TELEGRAM TO AVOID ANY EXTERNAL FILE SHARE DOWN AND ETC

LEAK SMART

ENTRIES PROBABLY 5K+ ON MAIN CHART ITS WRITTEN 15K NUMBER INCREASING DAILY! CAN EXTRACT AS CSV

PRICE OF DATA [CSV]	ADMIN ACCESS
120 USD	200 USD

91 10:38 AM

PERSONAL INFO :
DATE OF SUBMISSION OF COVID - NAME-SURNAME - SEX
PERSONAL TYPE - AFFILIATED AGENCY - SYMPTOMS

ANOTHER OPTION :
DATE, HN, NAME-SURNAME, SEX, AGE, CONTACT NUMBER, HOSPITALS TO BE TREATED, DATE OF INFECTION, SUMMARY OF SYMPTOMS

Hello today i am selling Thailand Department of Medical Services owned by MINISTRY OF HEALTH

i am selling access into a dashboard used by HOSPITALS - ADMINS which contains the following :

★ W-2 2016 ★ Tax Returns ★ High Wages ★ SSN INFO ★

A W-2 tax form shows the amount of taxes withheld from your paycheck for the year and is used to file your federal and state taxes. Importance? When your employer withholds amounts from your paycheck for federal income taxes, those amounts are remitted to the IRS throughout the year. You may not realize it, but in most cases, you cannot wait until April 15 to pay your entire tax bill. The IR...

Sold by [redacted] - 0 sold since Feb 19, 2017 Vendor Level 1 Trust Level 3

	Features		Features
Product class	Digital goods	Origin country	Worldwide
Quantity left	Unlimited	Ships to	Worldwide
Ends in	Never	Payment	Escrow

Digital Shipping - 1 days - USD +0.00 / item

Purchase price: USD.35.00

Qty: 1 Buy Now Queue

0.0334 BTC / 2.6861 XMR

Description Bids Feedback Refund Policy

Product Description

A W-2 tax form shows the amount of taxes withheld from your paycheck for the year and is used to file your federal and state taxes.

Importance?

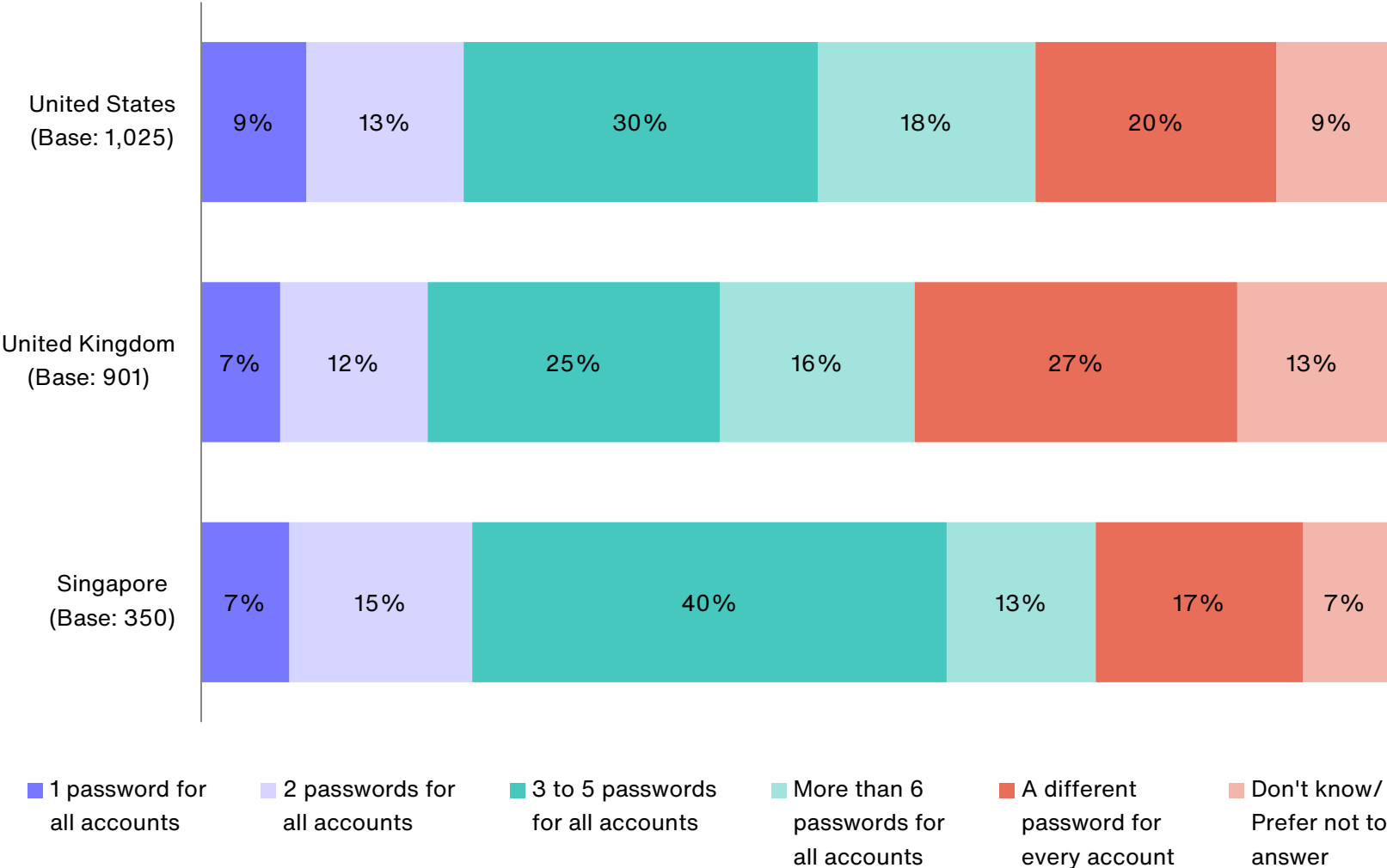
When your employer withholds amounts from your paycheck for federal income taxes, those amounts are remitted to the IRS throughout the year. You may not realize it, but in most cases, you cannot wait until April 15 to pay your entire tax bill. The IRS requires everyone to make periodic payments throughout the year; however, your employer takes care of this for you.

When you prepare your federal return and calculate your tax for the year, the withholding amount your employer reports on the W-2 must be subtracted from your tax bill. Once you perform this calculation, you will know whether to expect a refund or make an additional tax payment. If you file a state income tax return, the same calculation is necessary for the amount withheld to pay your state income taxes.

This listing is offering W-2 Tax Forms for wages of \$20000+! The price is set at just \$35 per form which is the cheapest on any market! These are the best to make money and thus if you have right skills, you may do well with these!

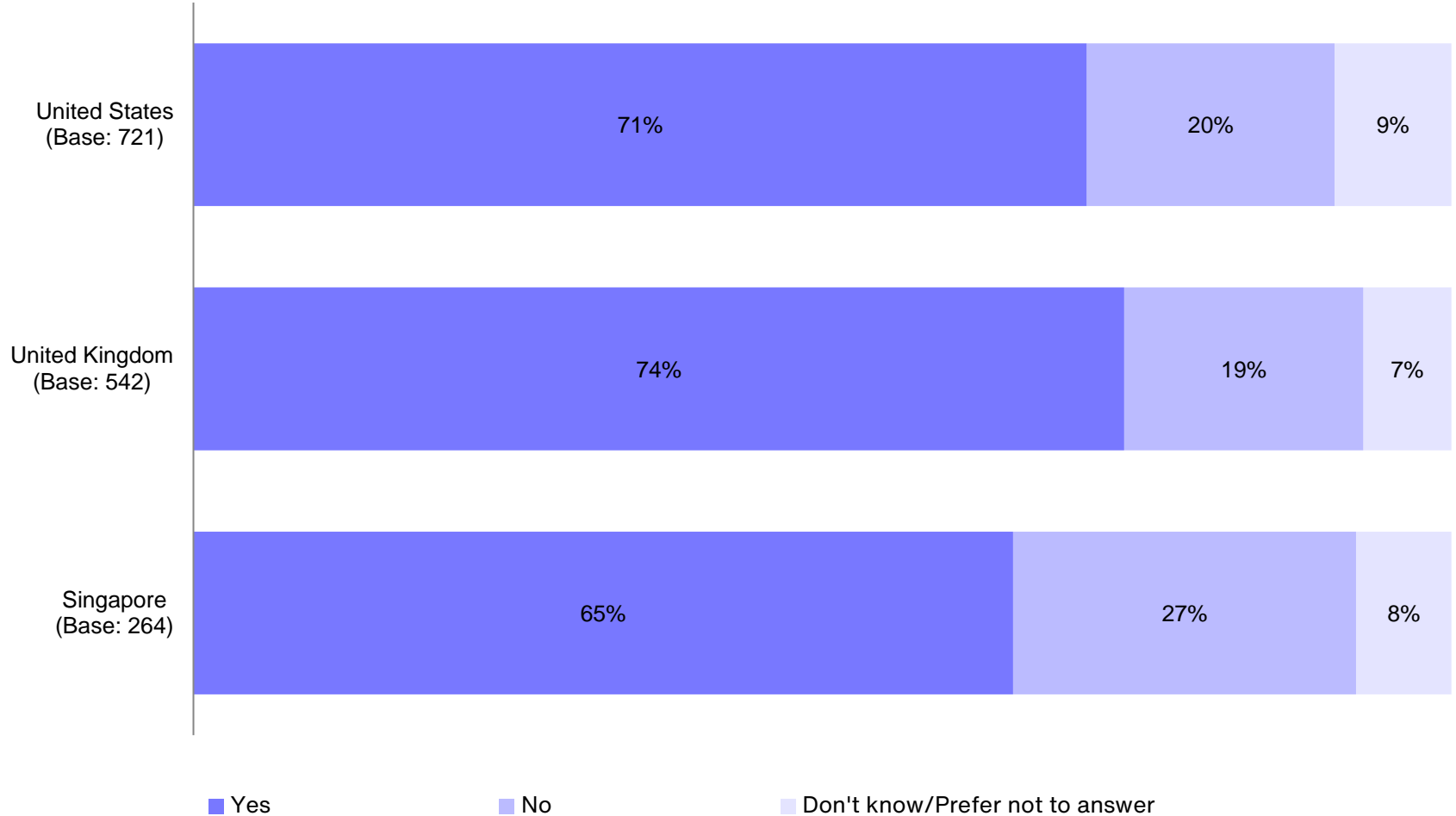
Consumers make it all too easy for the bad guys

Q. How many unique passwords do you use for your online accounts (banking, shopping, social media, etc.)?



Source: Aite-Novarica Group's survey on consumer online authentication methods, Q3 2022

Q. Do you use a unique password (that you don't use anywhere else) for your online banking account? (Among consumers who don't use unique passwords for their online accounts)

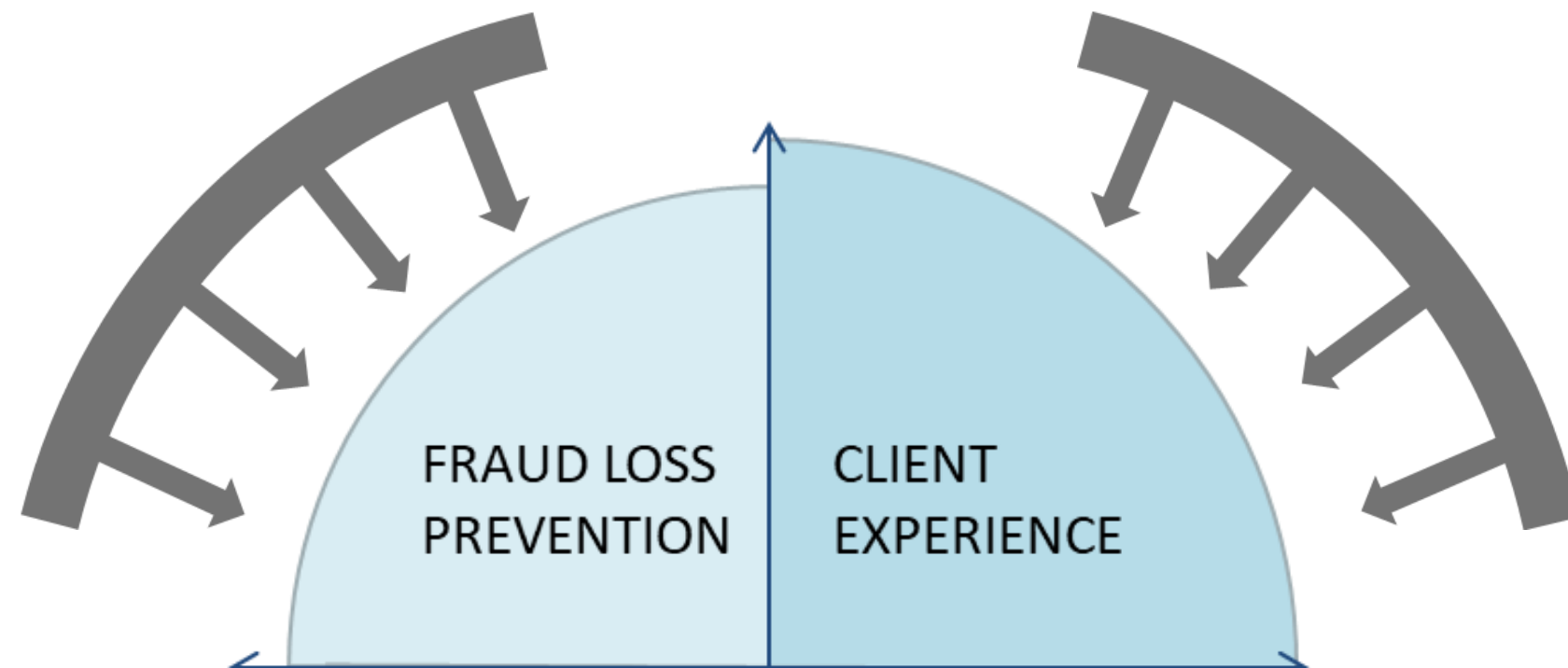
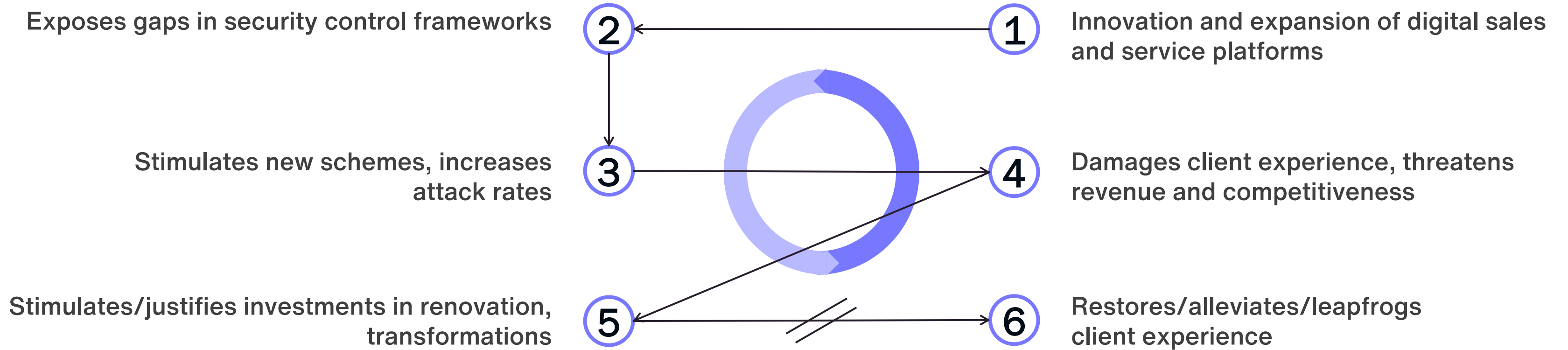


Source: Aite-Novarica Group's survey on consumer online authentication methods, Q3 2022

Failure to adequately risk-assess identity is costly for firms

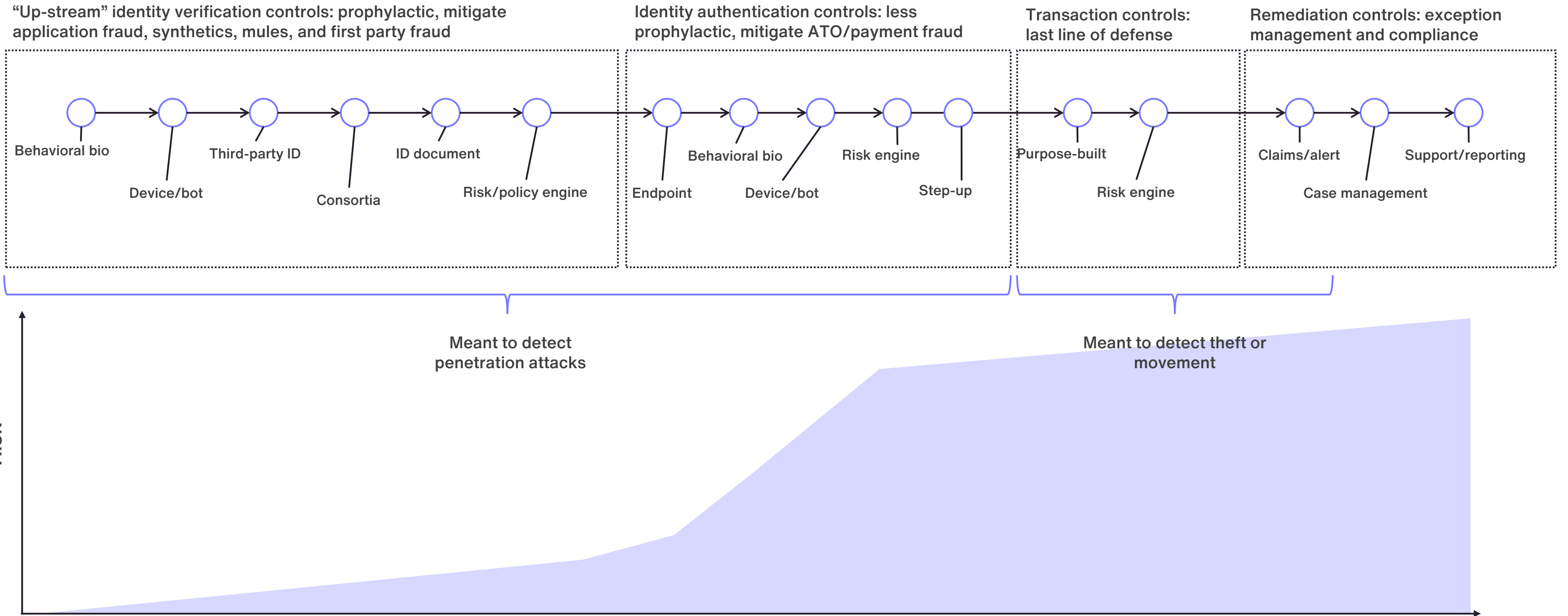


Managing fraud: How this impacts the market



Identity: The fabric of trusted commerce

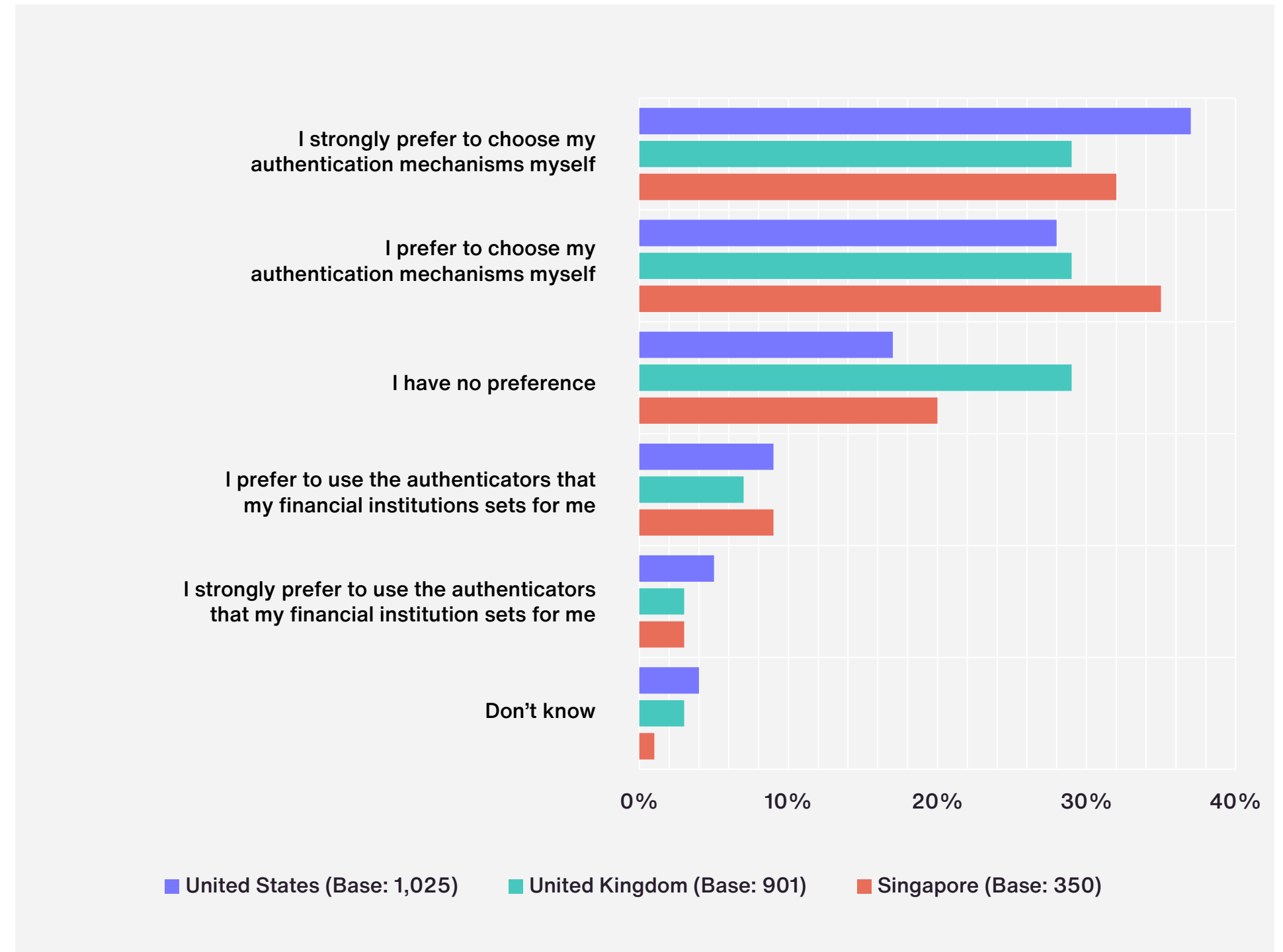
Market: Alignment with the kill chain



Consumers have a strong preference for choosing their method of authentication

To what extent would you prefer to choose the form of authentication your financial institution uses to authenticate you?

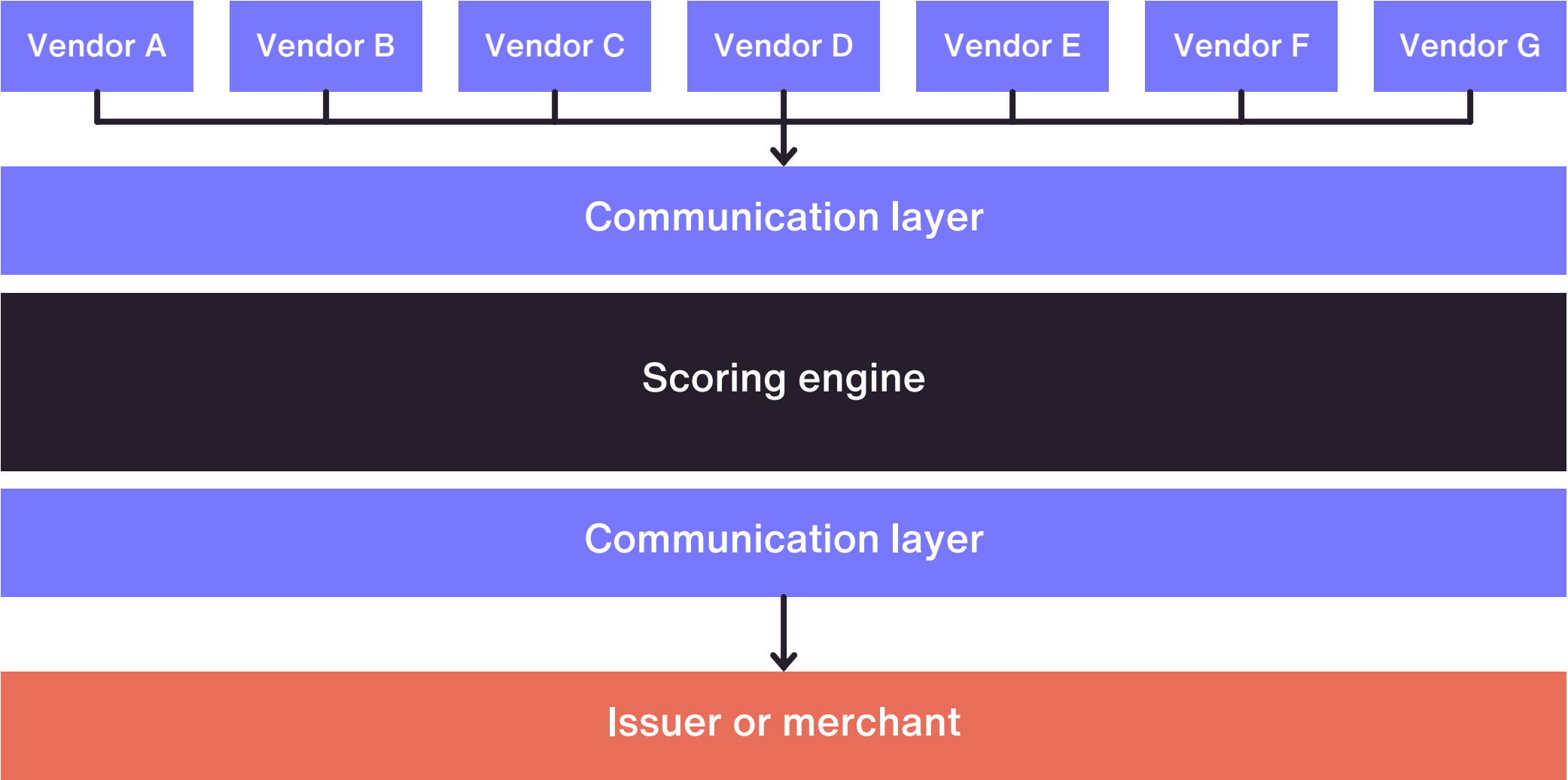
(For example – One-time passcodes, biometrics or knowledge-based authentication questions)



Source: Aite-Novarica Group's survey on consumer online authentication methods, 3Q22

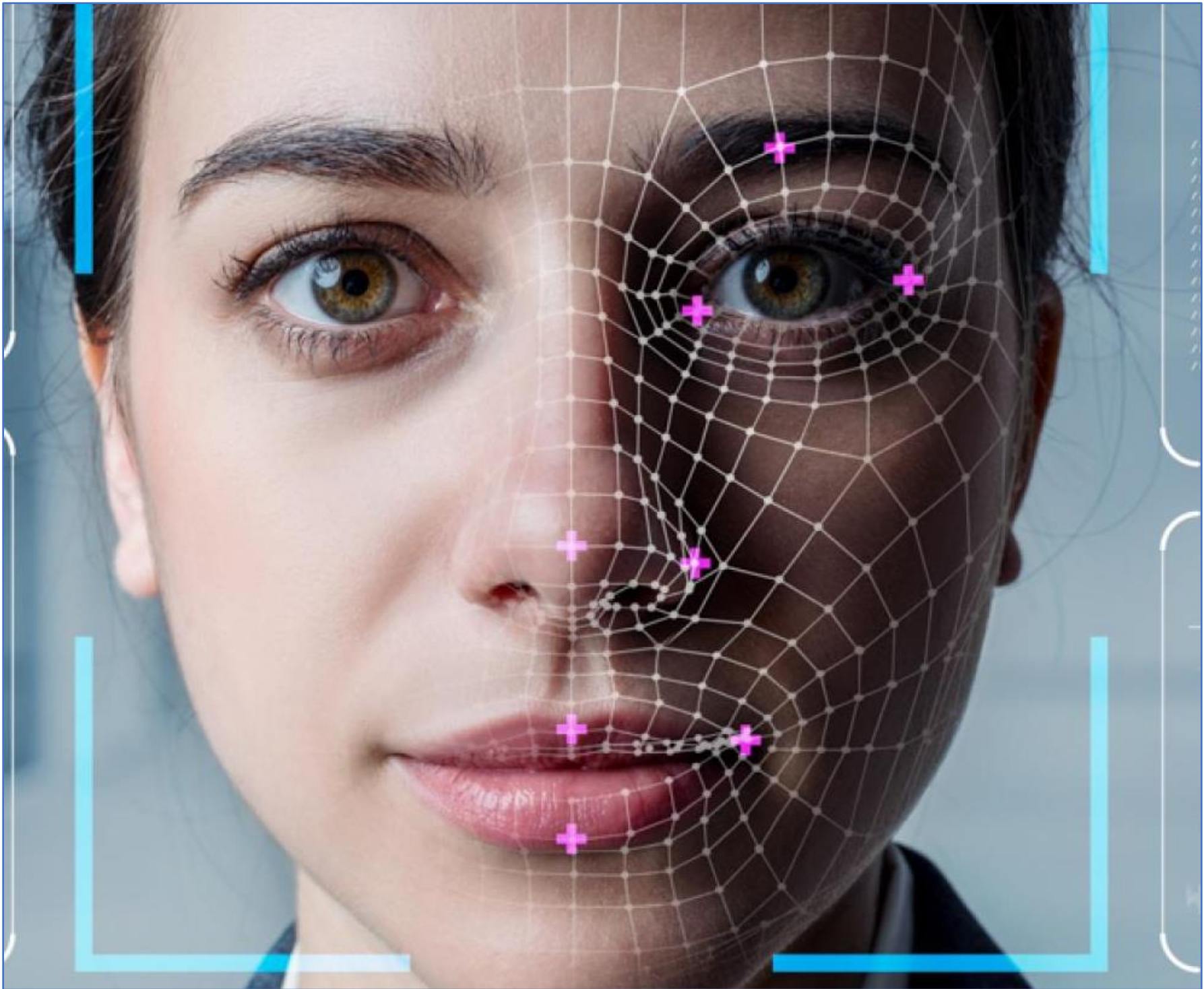
Identity: The fabric of trusted commerce

The orchestration hub has emerged as a key area of focus



Identity: The fabric of trusted commerce

A holistic understanding of identity using deterministic and probabilistic methods is the path forward



AiteNovarica

About Aite-Novarica Group

An advisory firm providing mission-critical insights on technology, regulations, markets, and operations to hundreds of banks, insurers, payments providers, and investment firms - as well as the technology and service providers that support them.

Comprising former senior technology, strategy, and operations executives as well as experienced researchers and consultants, our experts provide actionable advice to our client base, leveraging deep insights developed via our extensive network of clients and other industry contacts.

The quality of our research, insights, and advice is driven by our core values: independence, objectivity, curiosity, and integrity. Our goal is to be a trusted advisor to our clients by using our data, experience, and proven best practices to help them make better, faster, and more lasting decisions.



Julie Conroy

Head of Risk Insights
& Advisory

Biography

Covering fraud, data security, anti-money laundering, and compliance issues. Julie has hands-on product management experience working with financial institutions, payments processors, and risk management companies.

Our capabilities to lead



Gus Tomlinson

Chief Product Officer,
EMEA



Kartik Venkatesh

Chief Technology Officer,
Location



Mark Mamone

Chief Information Officer

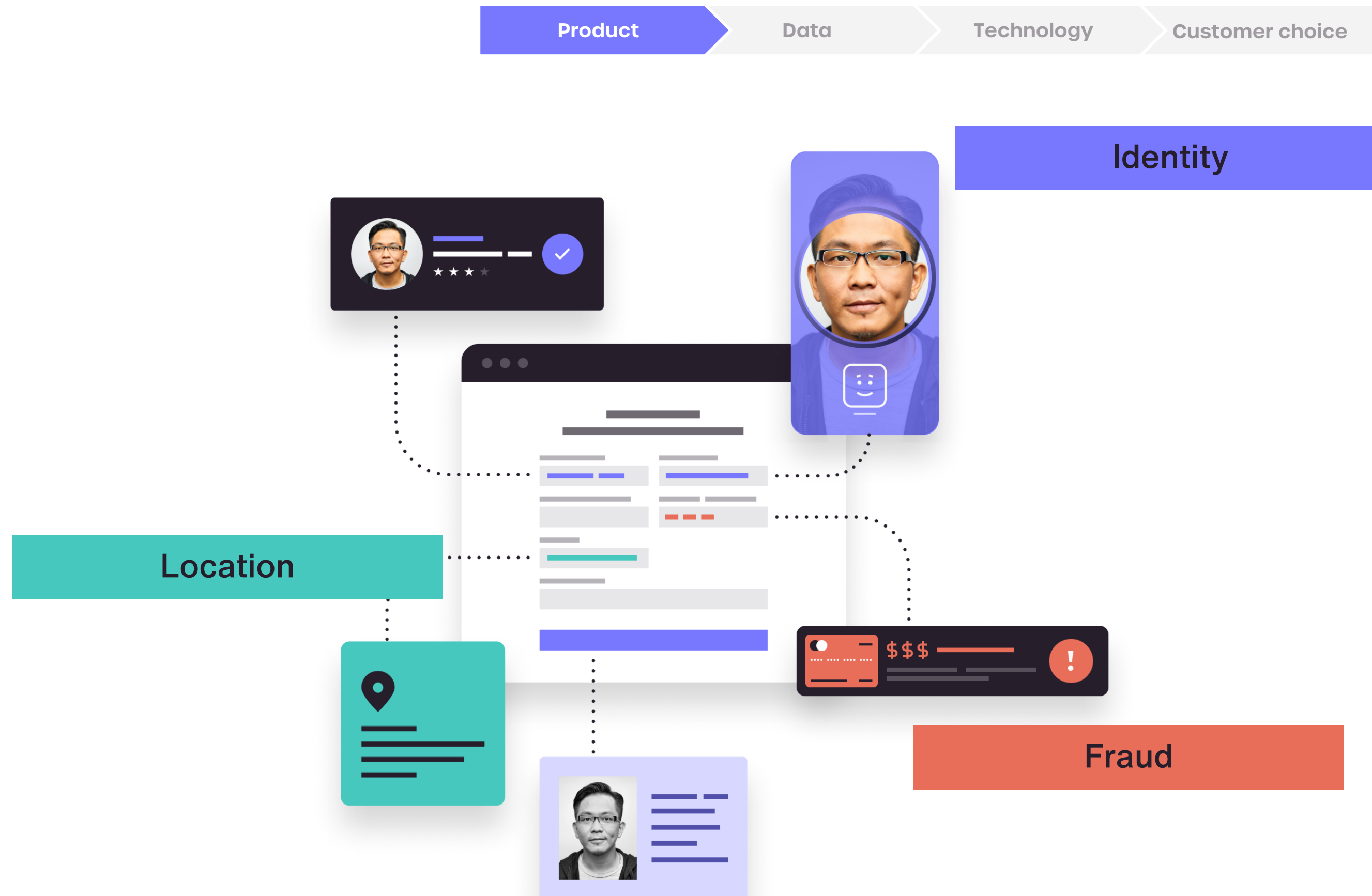


Jose Caldera

Chief Product Officer,
Global Products

Our capabilities

Our solutions
today



Our capabilities

Our core solutions are business critical to our customers

Product

Data

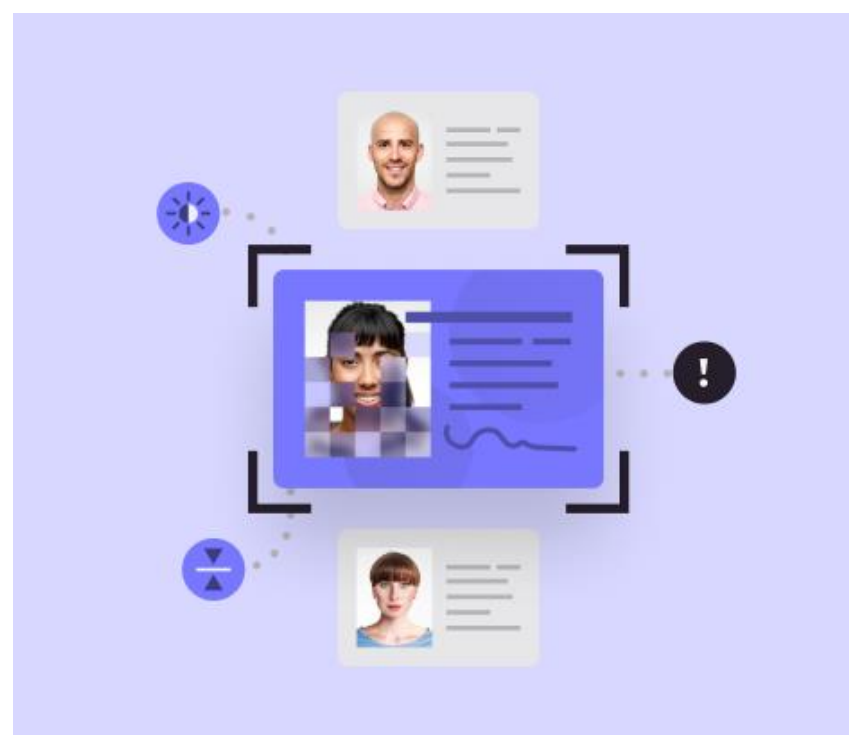
Technology

Customer choice

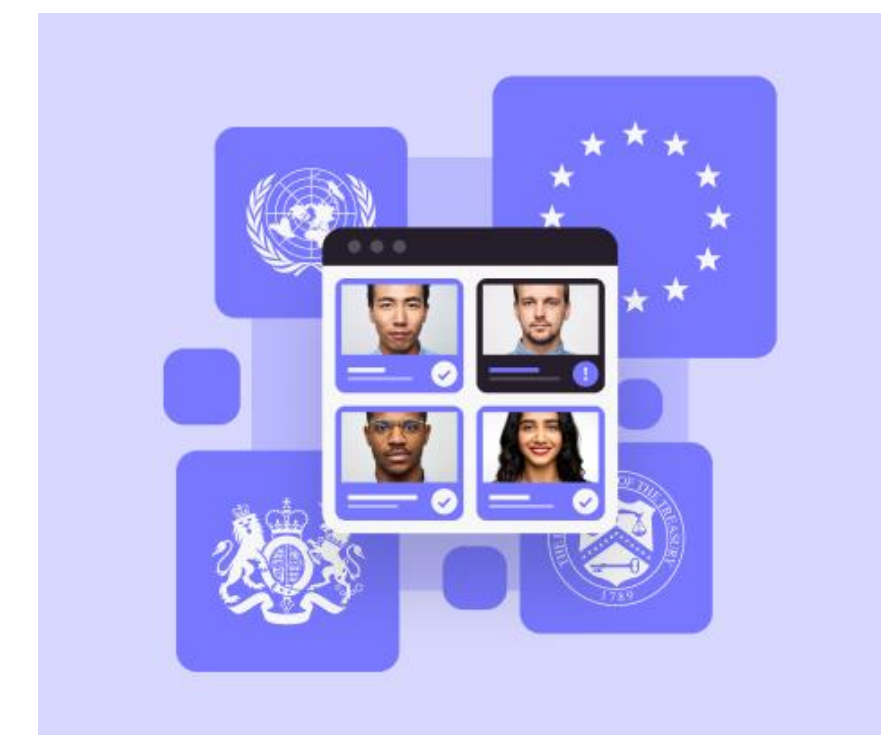
Our location, identity and fraud solutions combine to create differentiated experiences, enabling our customers to:



Onboard more good customers to drive growth



Stop fraud as early as possible, to reduce risk and cost



Comply with regulations and maintain their reputations

Our capabilities

Delivered through world-class data, technology and trust experts

Product

Data

Technology

Customer choice

Global reach, local approach

Example: Local knowledge of identity delivered globally through our solution enables a fast response to emerging trends

Standalone and layered capabilities

Example: Built on IDology's expertise to combine alternative data in identity solutions to establish trust early in onboarding

GBG

Covering the customer lifecycle

Example: Now offering our solutions via a no-code platform, GBG GO, alongside low code and API solutions

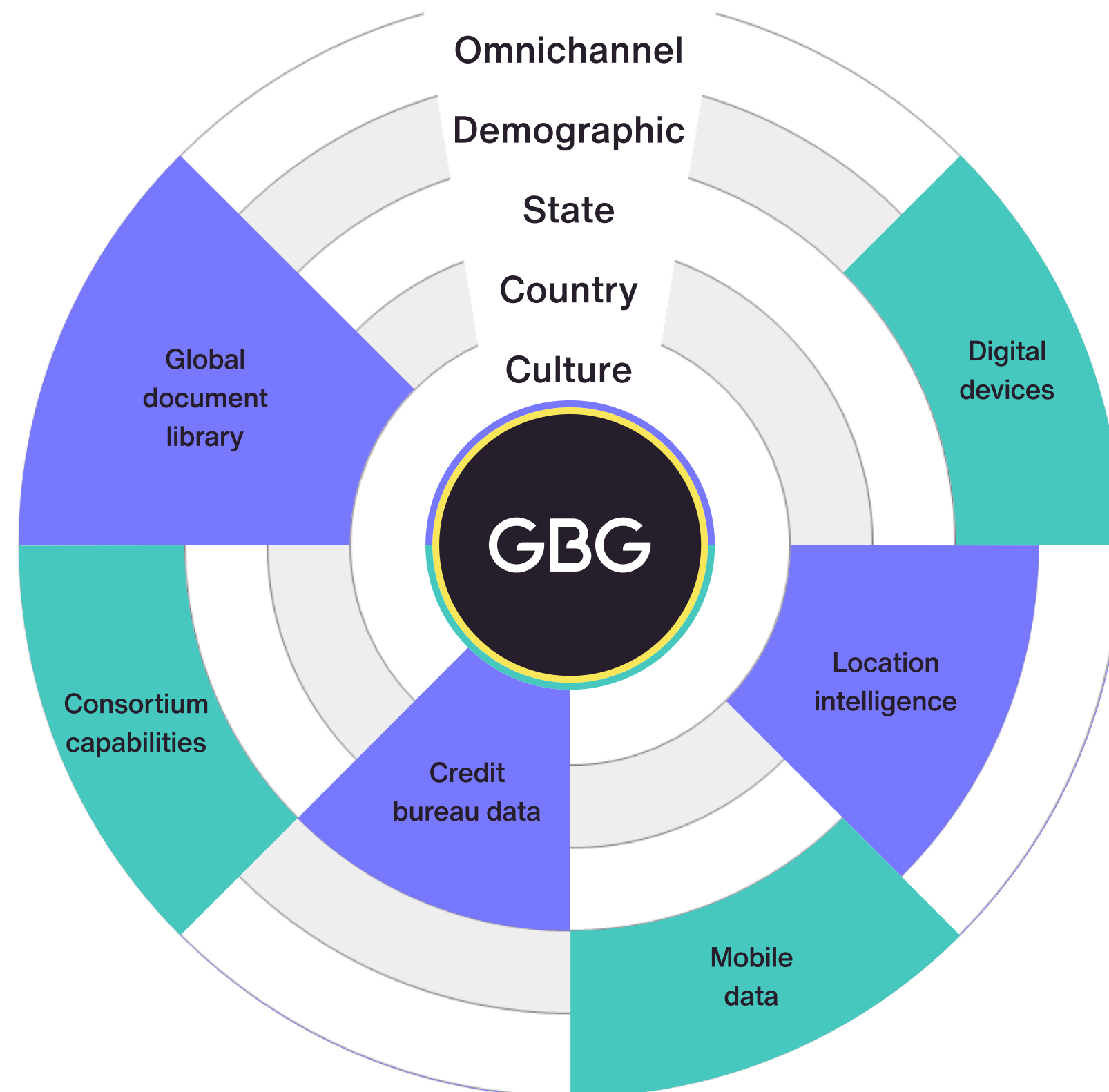
Omnichannel access to our market-leading solutions

Example: Supporting the customers with solutions for every channel e.g. face-to-face, web and mobile

An enhanced platform experience offering capabilities across onboarding to in-life use cases

Our capabilities

GBG provides differentiation through our understanding of data



Focused investment on developing relevant capabilities with:

- Global coverage
- Data granularity
- Configurability
- Speed, flexibility and ease of use

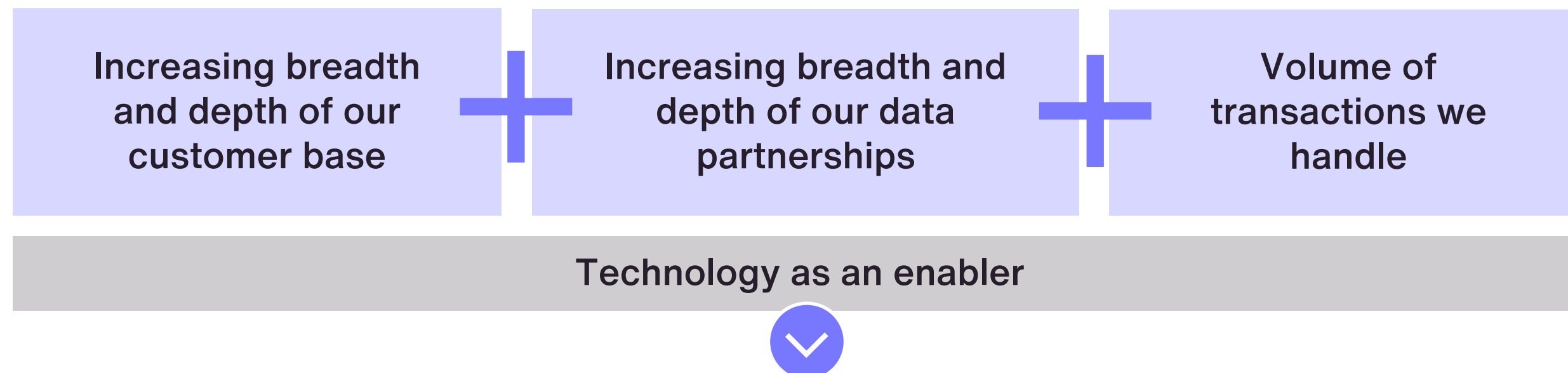
Driving the most accurate and complete decisions for our customers

Our capabilities

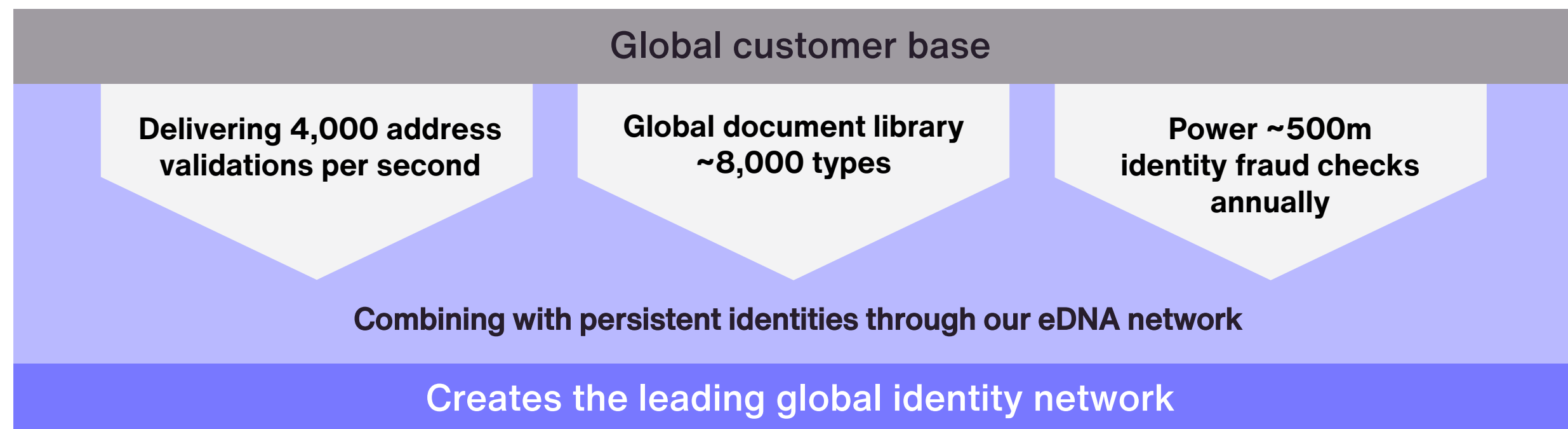
Creating the competitive advantage to drive long-term growth



We can build on the data insights we provide today...



...To generate long-term value into the future



Our capabilities

Using artificial intelligence (AI) and machine learning (ML) to improve our performance

Product

Data

Technology

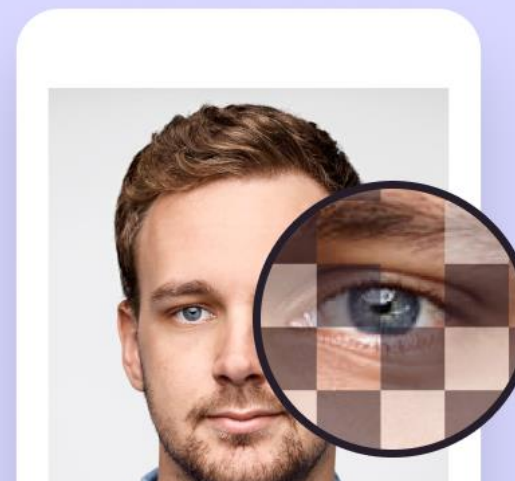
Customer choice

Current applications:

Threat analysis: In identity fraud ecosystems - Recognised as an innovation award winner



Documents: Used extensively to detect tampering and forgery



Location intelligence: To understand user intent and address parsing to deliver >20% increase in address match rates

Shane-smith@gmail.com

✓ valid email

Look up your address

Oxford|

214-16 Oxford Street, London

Oxford, Selly Park, Birmingham

Oxford Road, Reading

Our data science teams use AI & ML to improve product performance across our business



How we are helping our partners
to solve business problems for
their customers



Scott Brokaw

Director of Product
Management – Data and AI

IBM

Our capabilities

World-class technology enables our long-term growth

Product

Data

Technology

Customer choice

Focused on delivering scalable and easy-to-use solutions



500+

Technology professionals globally



85%

of team focused on product engineering & innovation



22bn (Approx.)

Total transactions handled per year through our platforms



£50m (FY23 approx.)

Technology-focused spend



Trusted and secure

Best practice compliance and security posture



Performance and flexibility

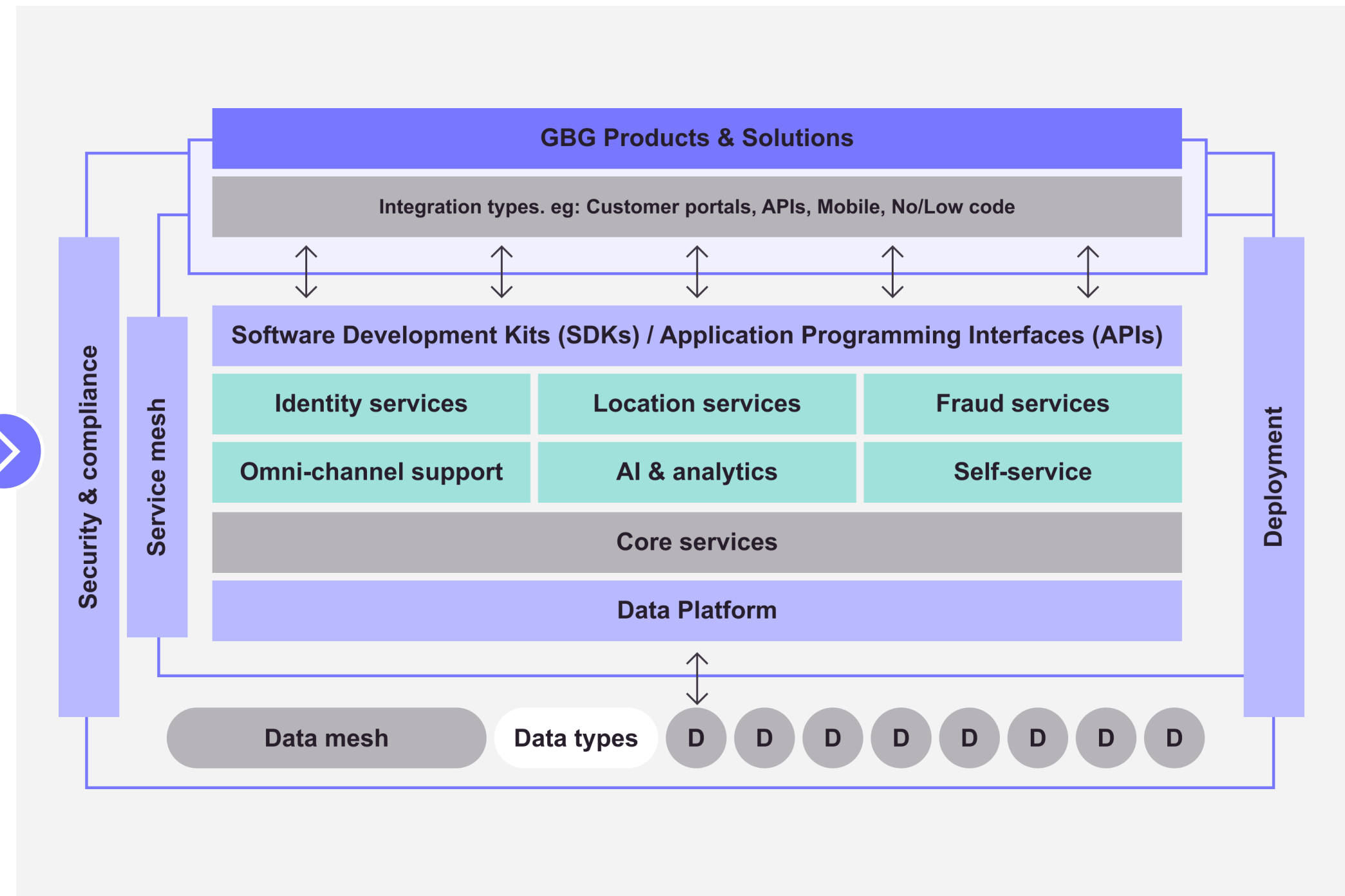
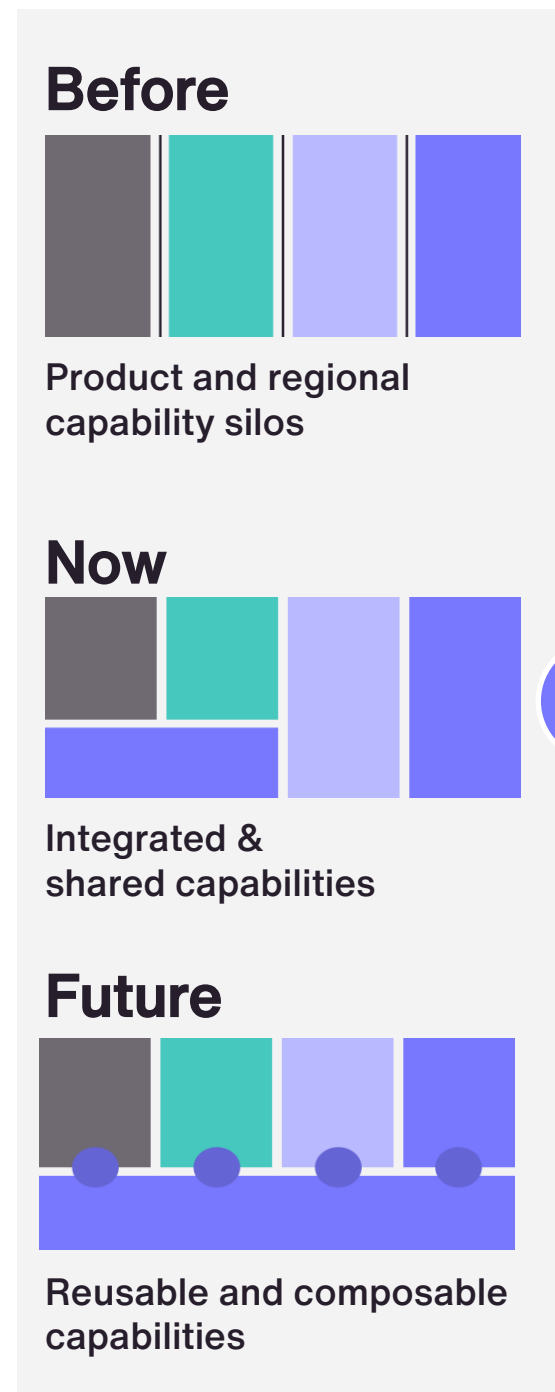
Handling differing needs of customers

Moving towards a capability-led architecture

Our capabilities
 Leveraging
 our strong
 technology
 foundations



Delivered significant change and progress towards a
 composable GBG platform and capability-led architecture



Our capabilities

Delivering customer value through our capability-led approach



ONTO

How the breadth of our offering provides customer choice to help solve their business problems

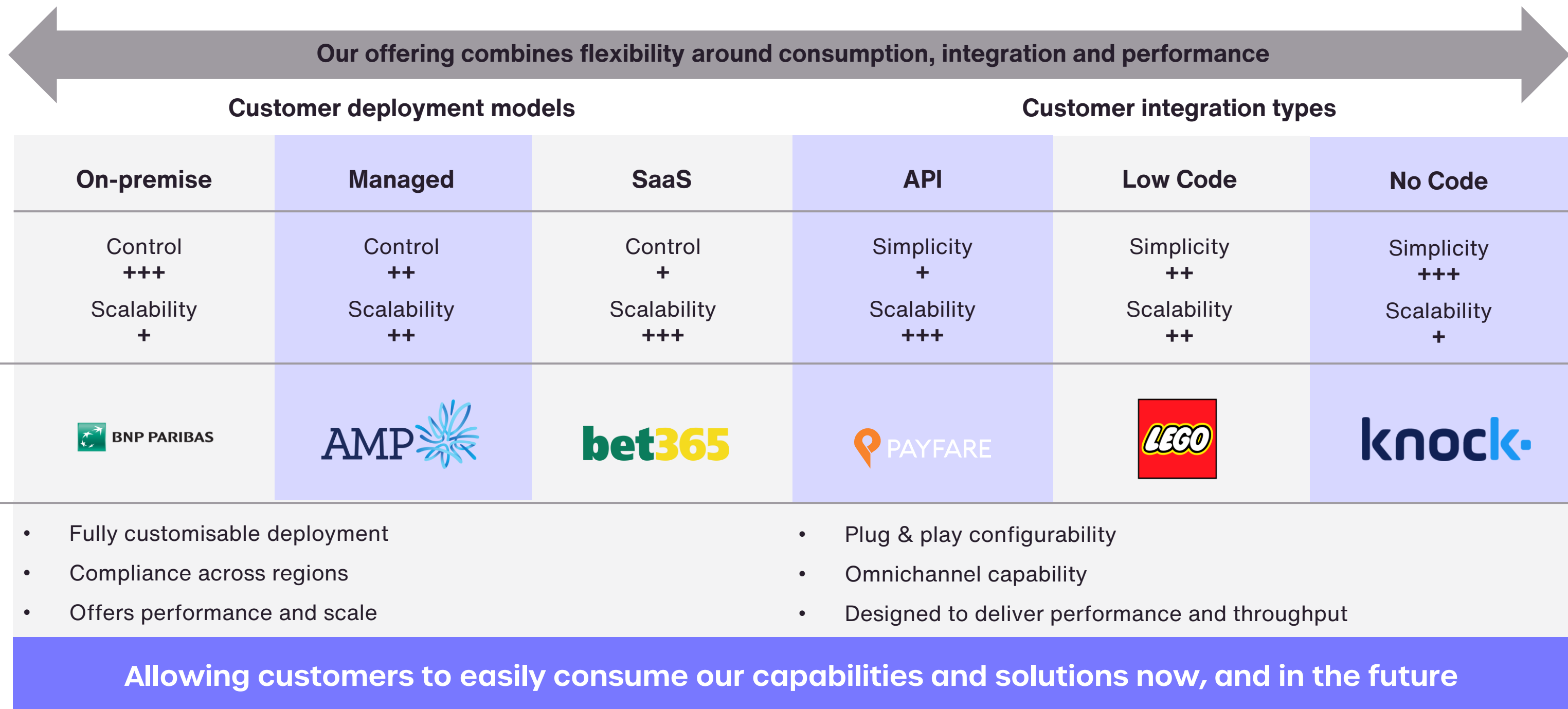


Carenza Harvey

Senior Product Manager

Onto

Our approach enables customer choice



Our capabilities

Providing capabilities across the full identity lifecycle – Now and in the future

Product

Data

Technology

Customer choice

Our depth of offering means we can provide multiple products to each customer



...building on our expertise and technology to deliver through the identity lifecycle

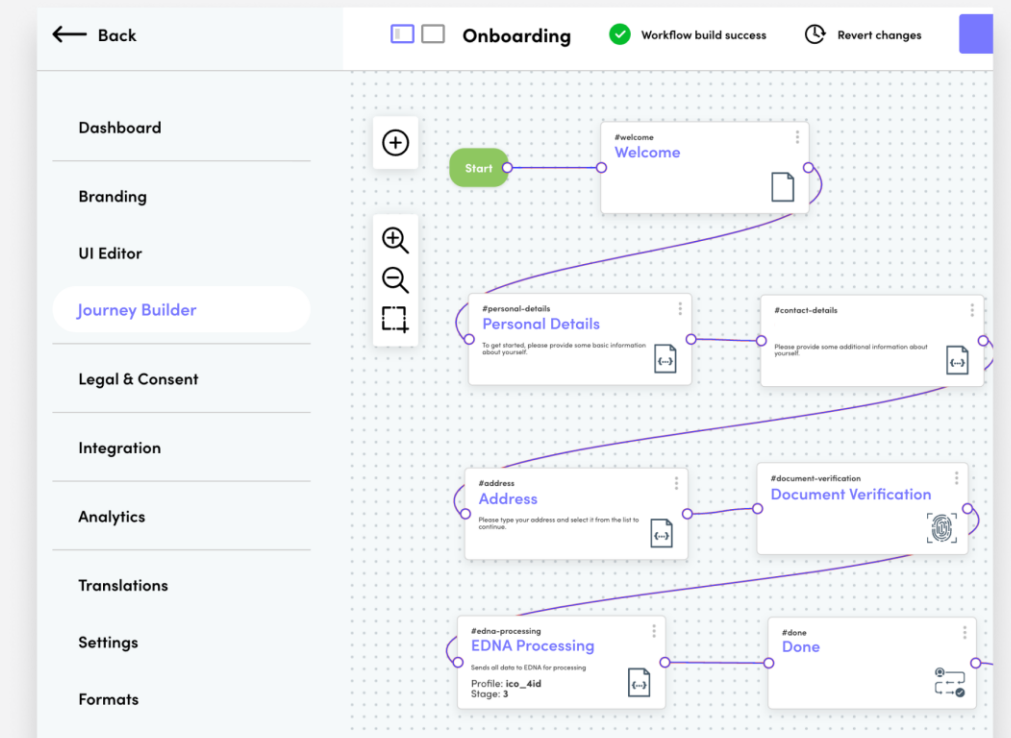


...which will drive sustained global growth

Key outcomes

- Customers can easily consume our capabilities
 - Meeting their needs now and in the future
- Orchestration across the whole identity lifecycle
 - Reverification
 - Continuous transaction monitoring
 - Continuous sanctions screening
- The capability to expand into new markets faster
 - Utilising GBG GO, our no code solution

GBG GO



Executing on the market opportunity



Dev Dhiman

Managing Director,
APAC



Chris Luttrell

CEO,
Americas

How we execute

Set apart by global scale and a significant investment in local presence

A diversified channel approach

Direct sales

Indirect or partners

Digital / Self-serve

Capturing more customers

Accessing more prospects

Global reach with strong local execution

- >300 sales professionals focused on tier 1 – 2 customers
- Dedicated new business and customer success teams
- Skilled pre-sales capability and implementation teams

Experts for complex use cases

Partner-forward approach to collaborating in the ecosystem

- Focused channel expertise to enable success
- Indirect relationships focused on capability
- Deploying flexible models to reach optimal outcomes
- Benefit from the speed and scale of our partners

Opens up new addressable markets

Leveraging self-serve's lower customer acquisition costs

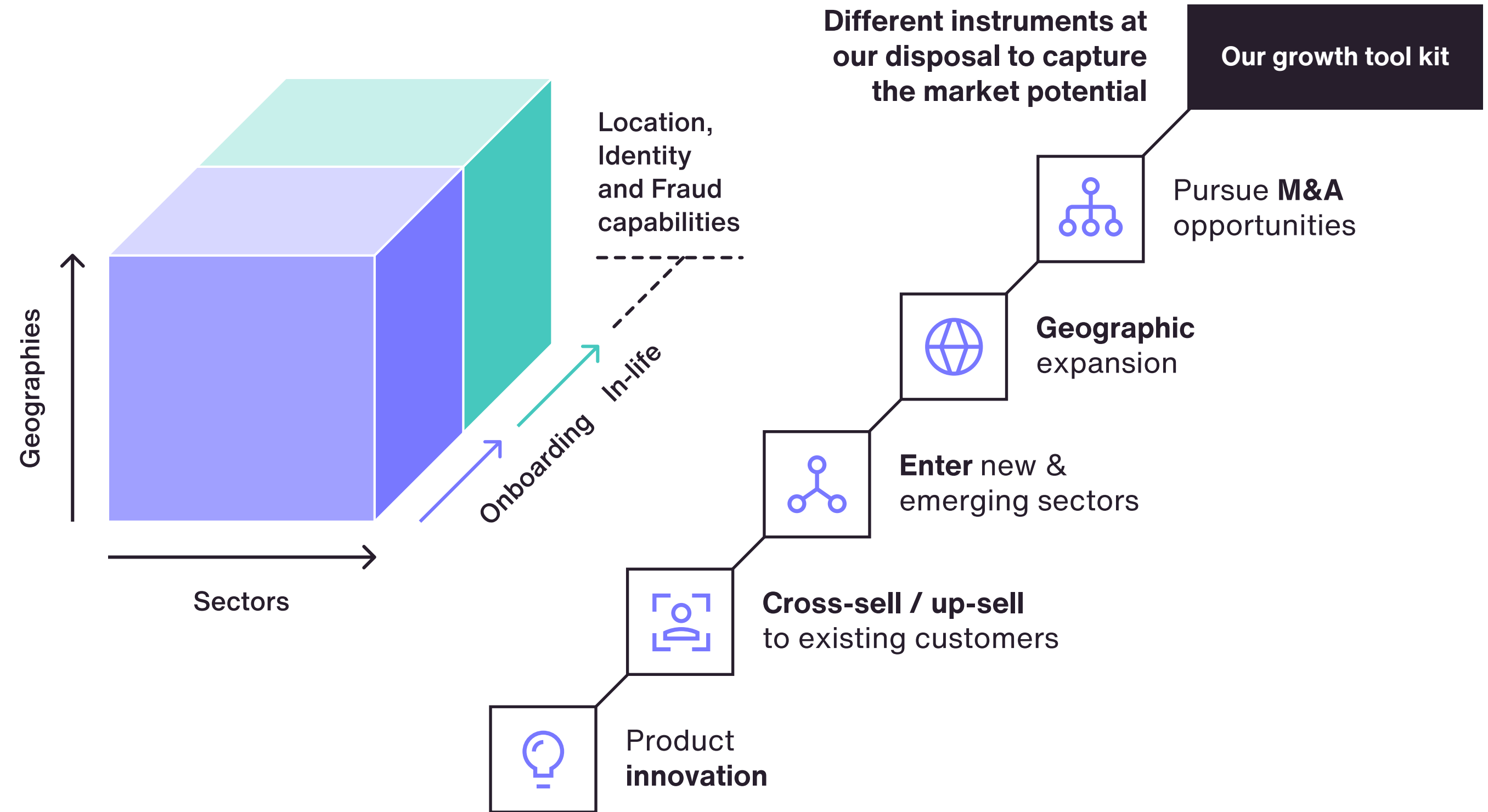
- Nurture, capture and convert new customer interest
- Low-touch model – 'being easy to do business with'
- Proving demand in a new market

Simpler solutions targeting mid-market

How we execute

Executing on the market opportunity

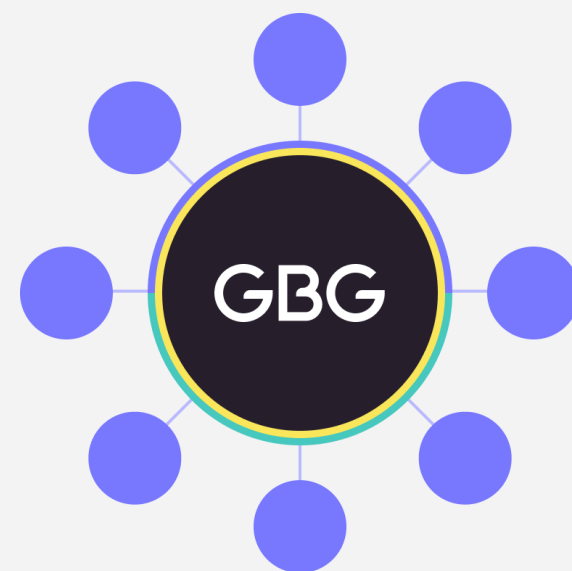
Our existing capability and strong positions in attractive markets mean we can pursue growth across all dimensions



Operating in a vast market with significant growth potential

Our differentiators: In-market presence and market leadership positions

Product innovation



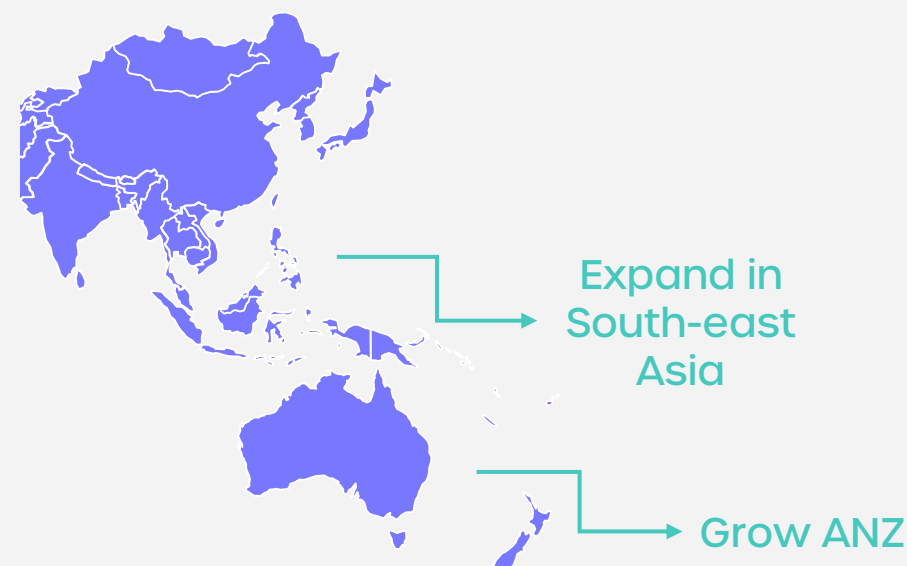
GBG Alerts – A market first with a highly differentiated offering in the wake of the data breaches in Australia

Deploying Acuant solutions – Cross-selling PEP/Sanctions monitoring to existing customers

Next Generation Financial Crime platform – Innovate quickly & process a high volume of transactions in larger markets

Expand our Asia identity proposition - Heritage and global assets to tackle this significant market opportunity

Geographic expansion



Cloudcheck acquisition in New Zealand
- Continue to integrate and realise revenue synergies

Significant scope to **expand footprint in Asia**

Entered **3 new markets in last 18 months** – Thailand, Vietnam & Philippines with good momentum



How we are helping our
customers to onboard safely
and manage risk proactively



Michelle Reinisch

Director of Business Management &
Financial Crime

AMP Bank

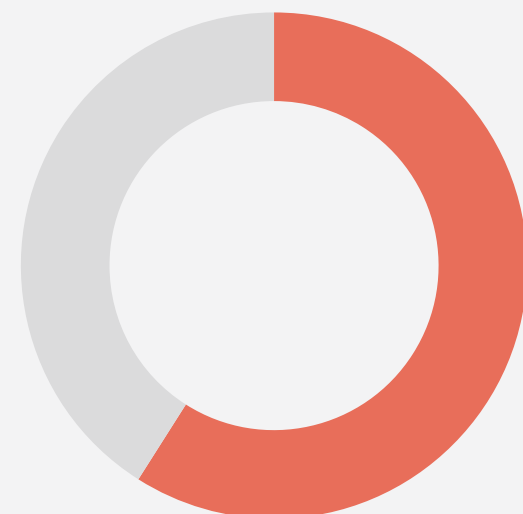
**Strong
experience &
heritage in the
world's largest
market**

Diversity of the US market creates an opportunity for continued growth

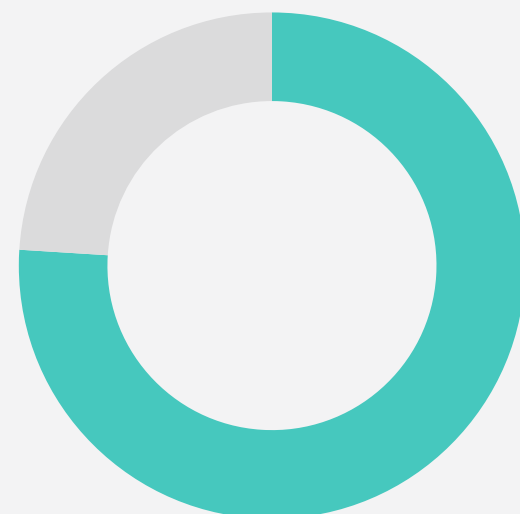
US consumers are increasingly concerned about fraud but have confidence in identity processes



GBG is well-positioned with relevant capabilities to capture the enduring market demand



59% of consumers are more diligent during account opening due to fraud concerns



76% of consumers say use of advanced identity verification positively impacts their decision to transact

Source: IDology's 5th Annual Consumer Digital Identity Study, 2022

A strong and respected market presence built on:



>20 years experience
focused on digital identity proofing & fraud



Trusted relationships
and large customer base across sectors



Most comprehensive
solution platform



Strong partner
and distribution channel



How we are helping our
customers to onboard safely
and manage risk proactively



Michelle Prince-Glenn

Head of Strategy and Operations

Central AMS

Executing on the opportunity ahead

Clear plans for the Americas utilising our growth tool kit

Enhancing our go-to-market



Go-to-market investment focused on expanding sales reach and productivity

- Combined the IDology and Acuant sales teams
- Focused on sustainable growth with mid-market to larger enterprise customers
- Momentum on the substantial cross-sell and up-sell opportunities

Focused on channel partners



Our partner programs enable diversified growth

- Builds on Acuant's partner network
 - OEMs, resellers, system integrators, and more
- Broadens our sector and geographic mix

Geographic expansion



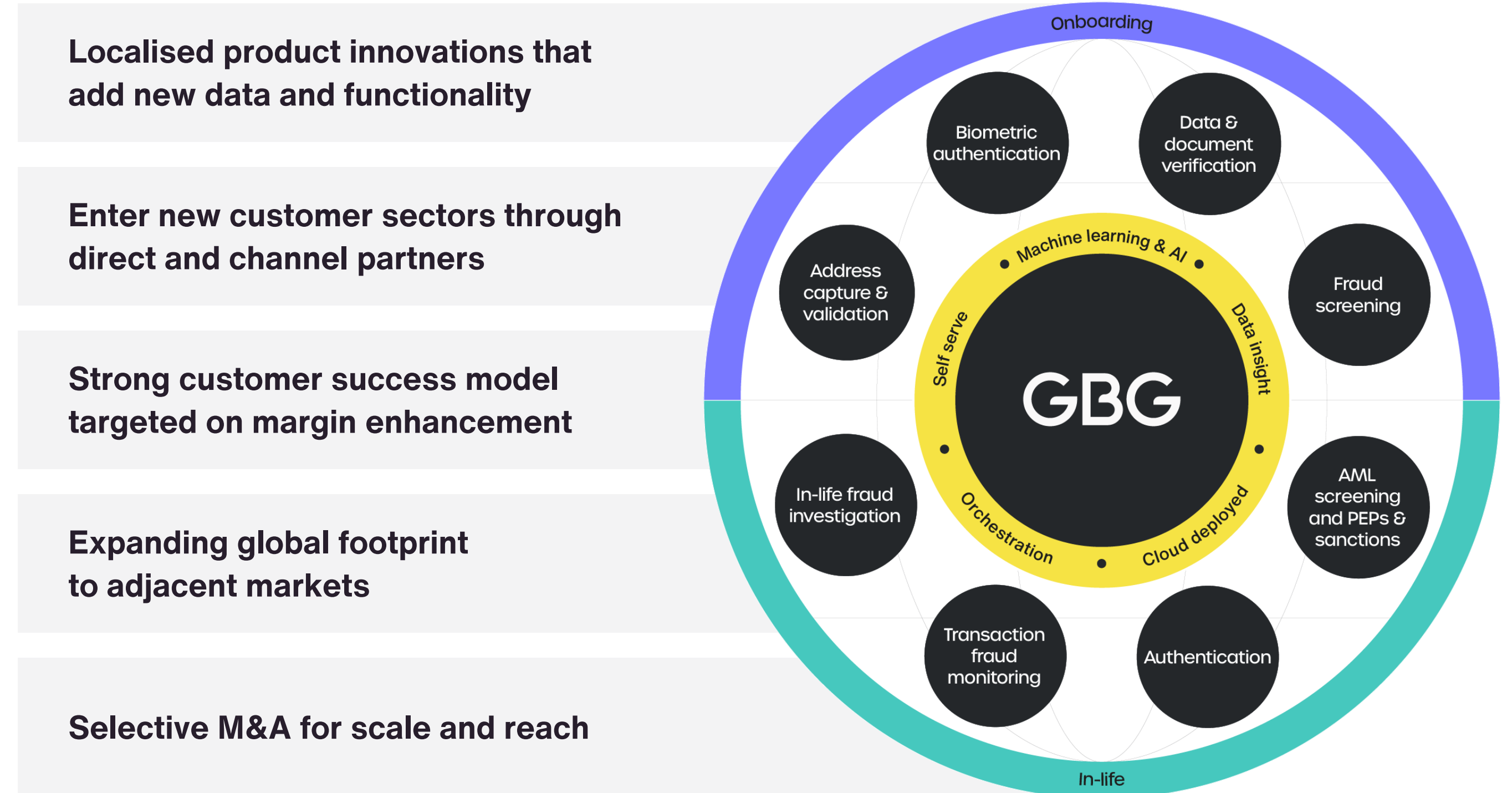
Opportunities to expand our footprint in Canada, Mexico and LATAM

- Leveraging our global experience to enter new markets at pace

How we execute

We maintain momentum with our market-leading capability

A full suite of end-to-end capabilities for all stages of the identity lifecycle





How we are helping our
customers to onboard safely
and manage risk proactively



Su Young Chun

Chief Compliance Officer & Head of
Customer Support

Payfare Inc.

Delivering strong financial returns

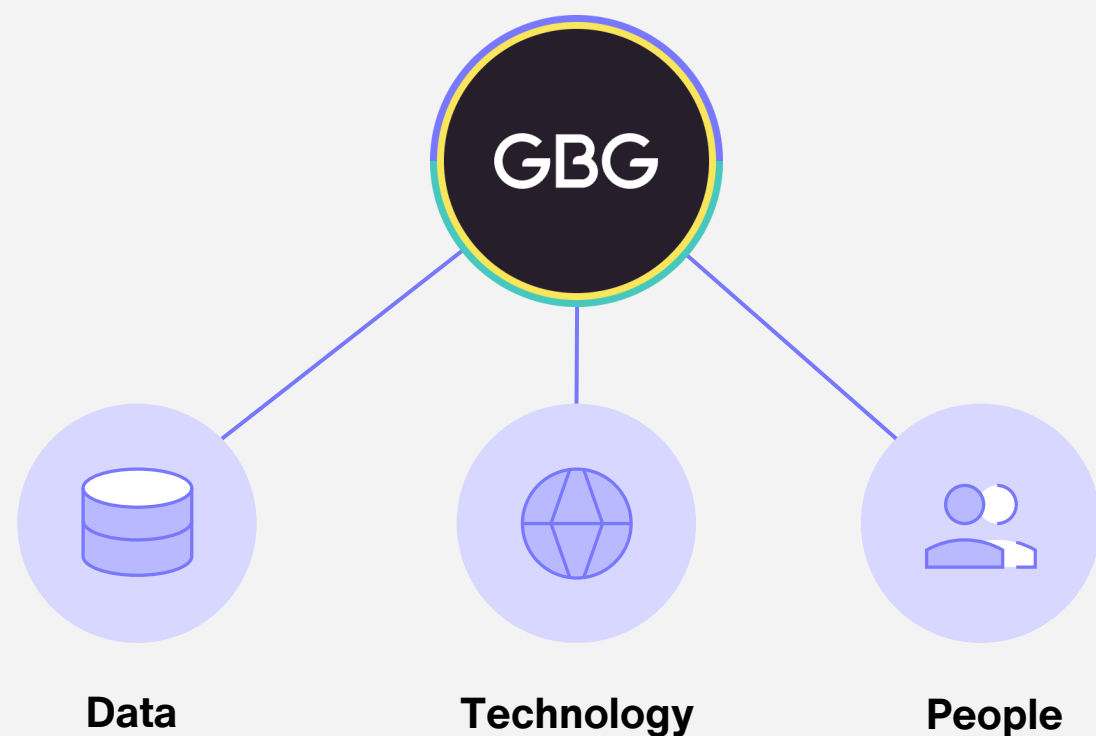


David Ward

Chief Financial Officer

Significant structural growth underpinned by strong capabilities

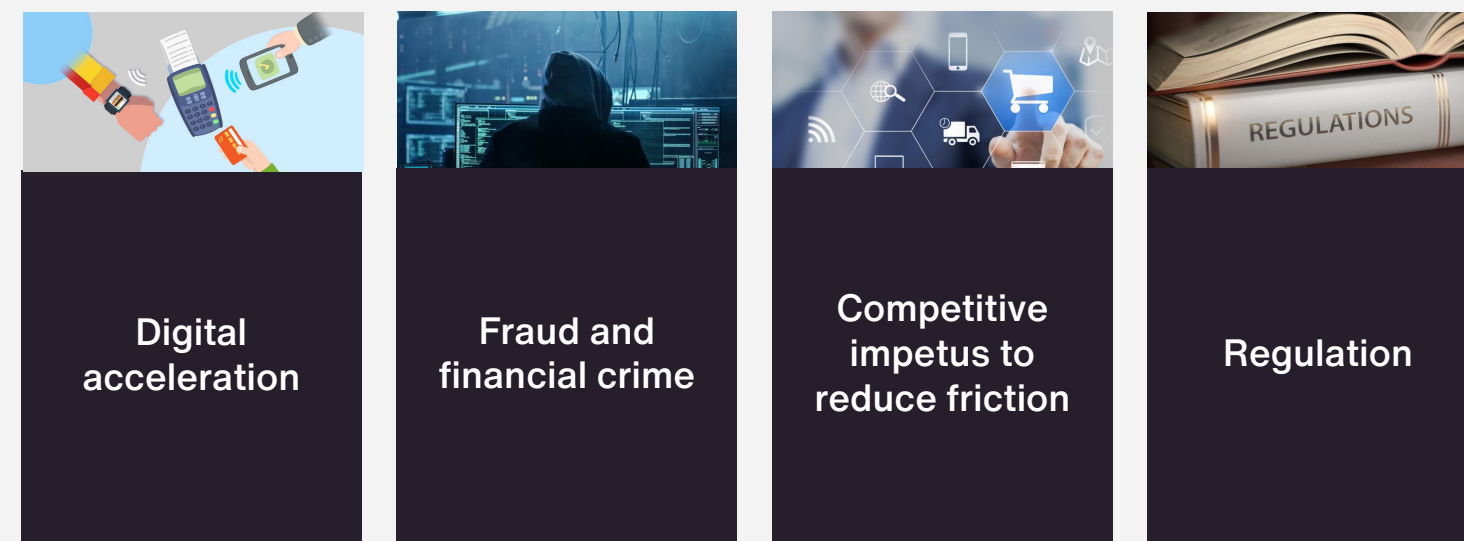
Building trust through a combination of relevant capabilities



GBG is ahead of the competition with a strategy to stay there



Expect structural growth through the economic cycle

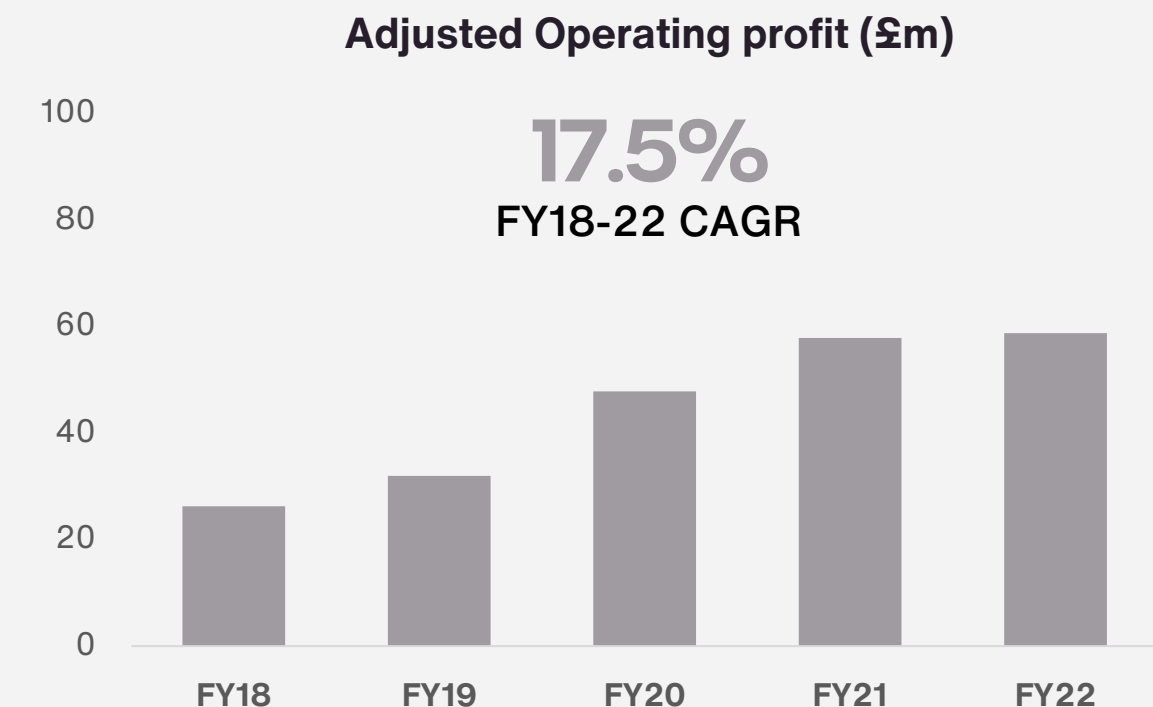
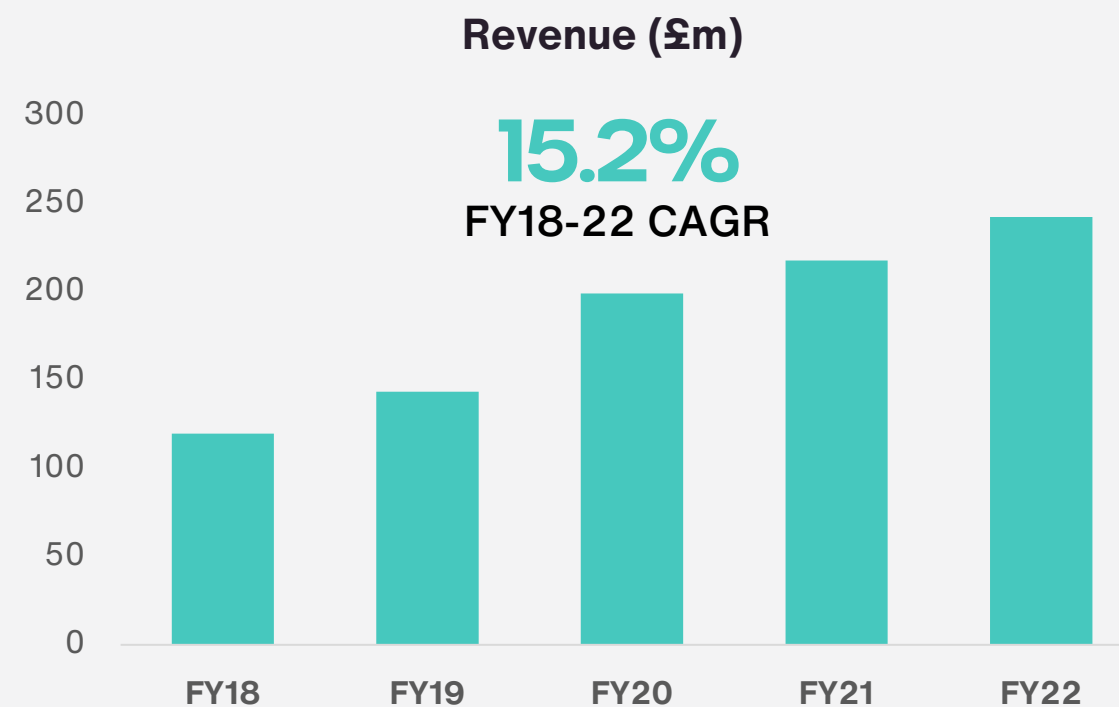


A large addressable market with exciting opportunities for growth

Finance section

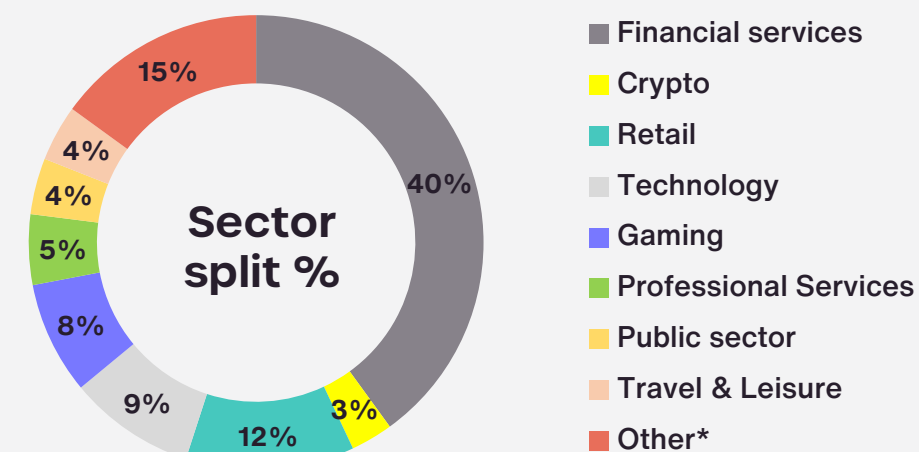
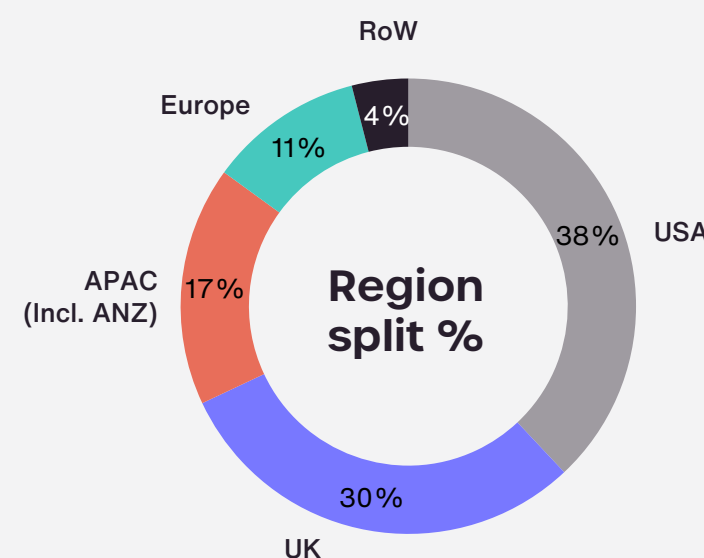
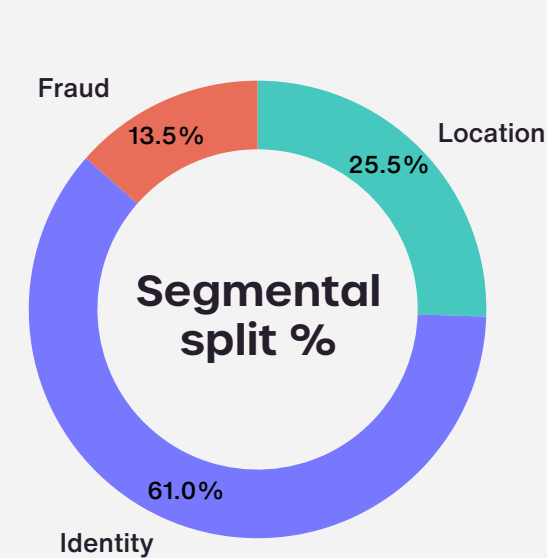
Executing a strategy of profitable growth with diversification

Our track record



Driven through a combination of organic growth and strategy-accelerating M&A

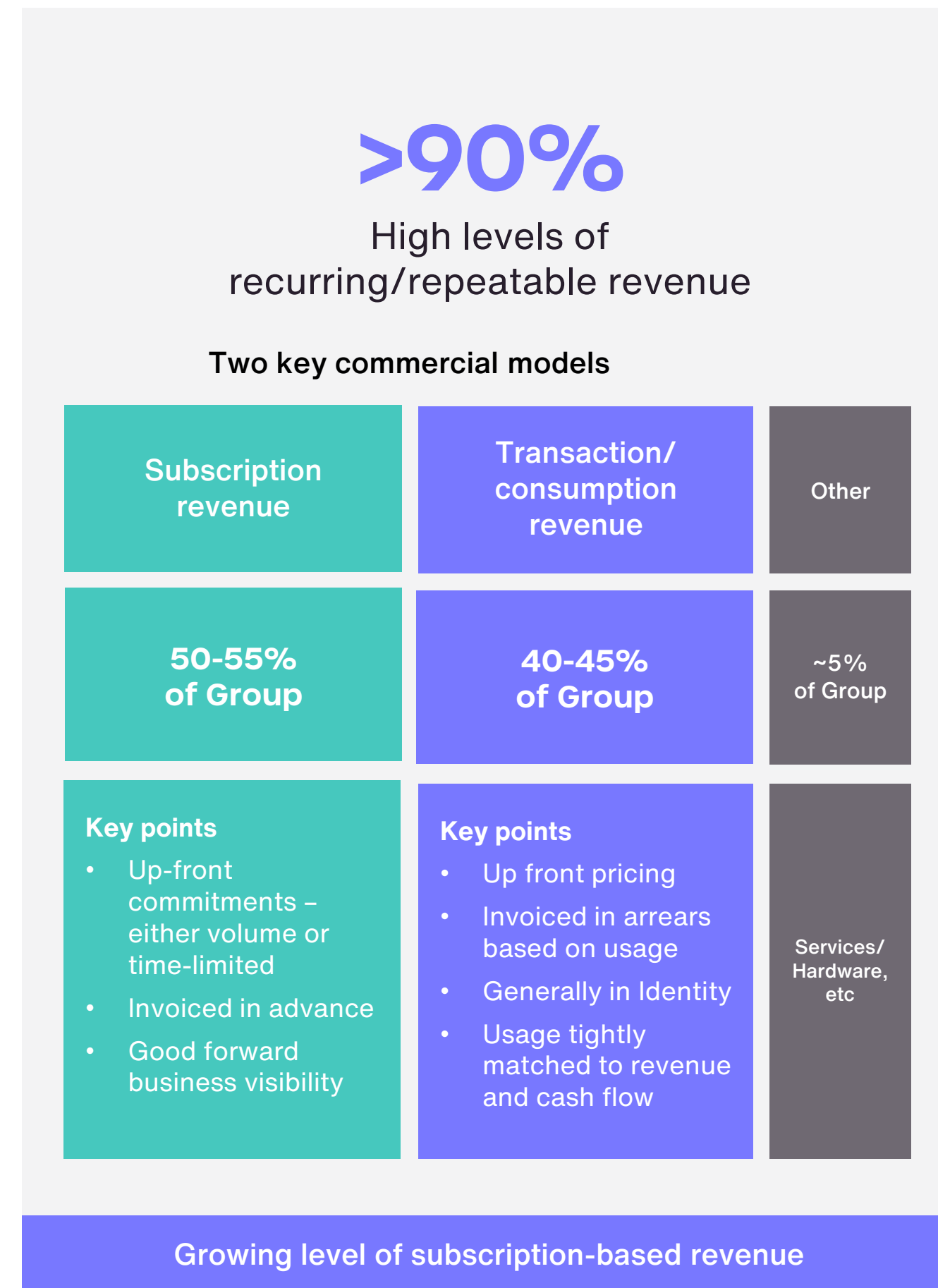
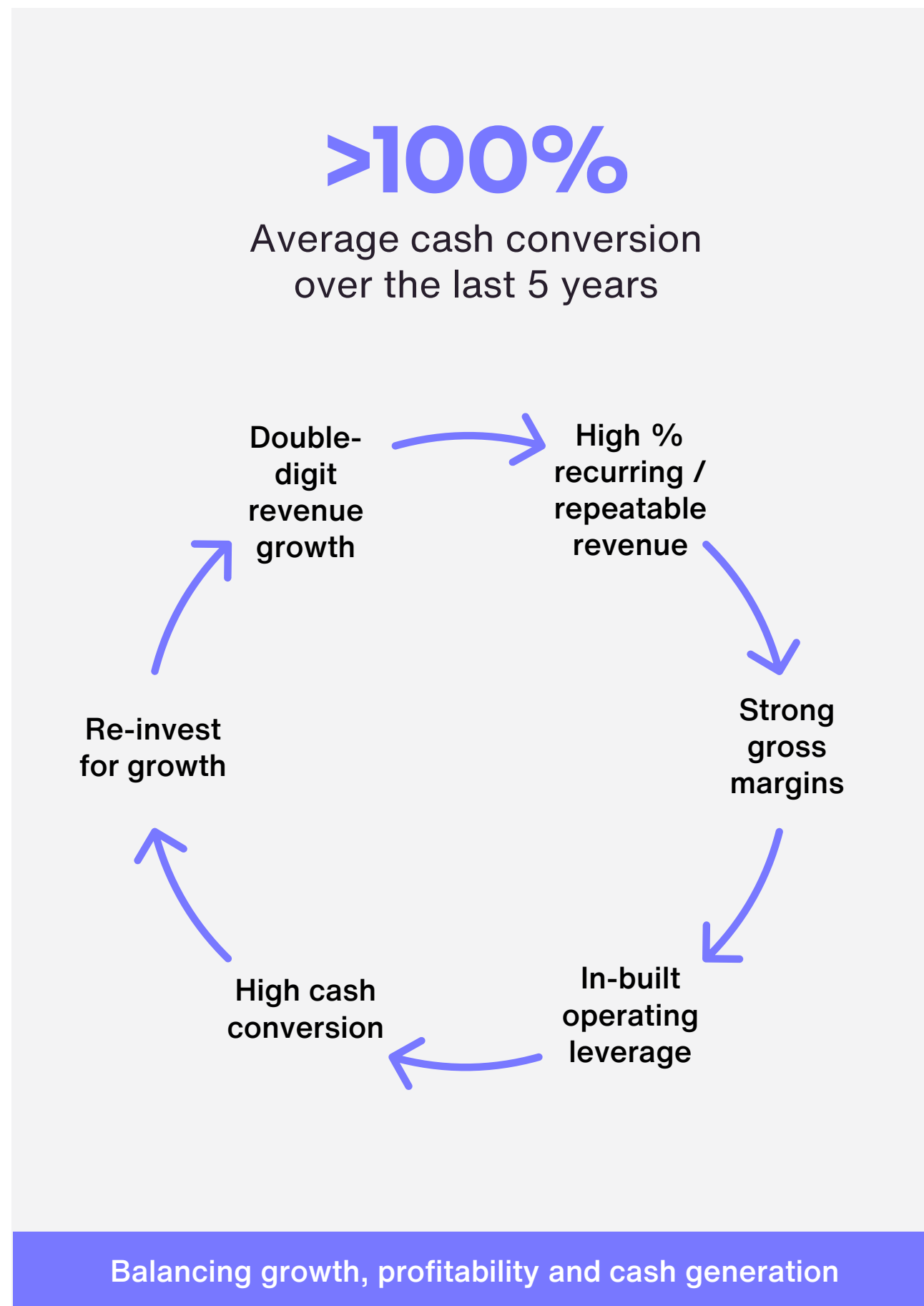
A diversified revenue mix



Based on our 1H FY23 numbers

*Other includes Channel partners, Utilities, Autos and Manufacturing

A sustainable business model with strong cash generation

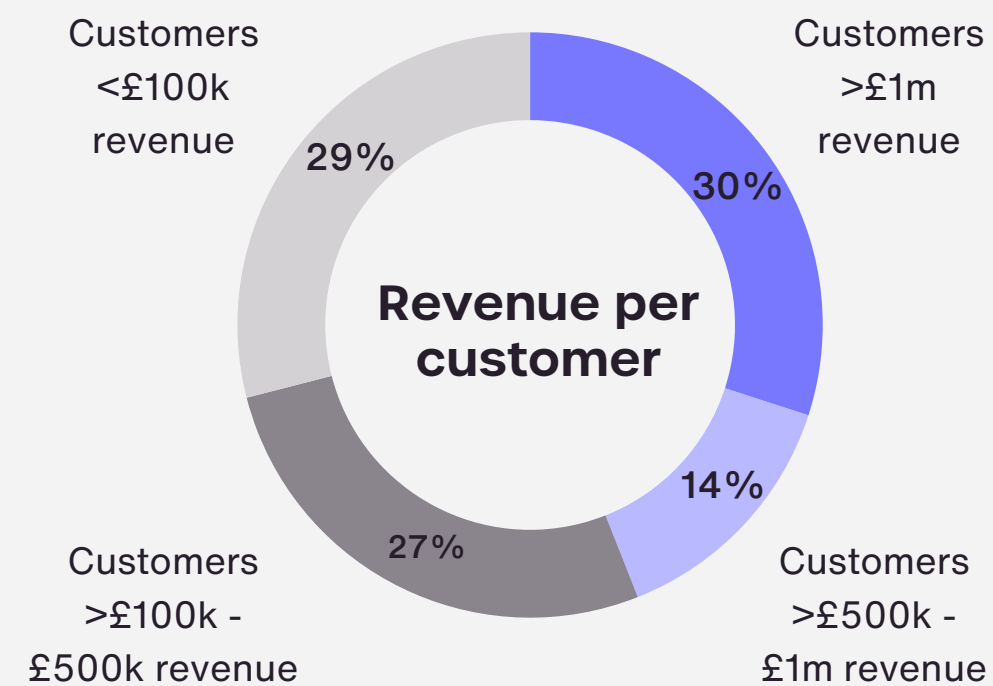


Finance section

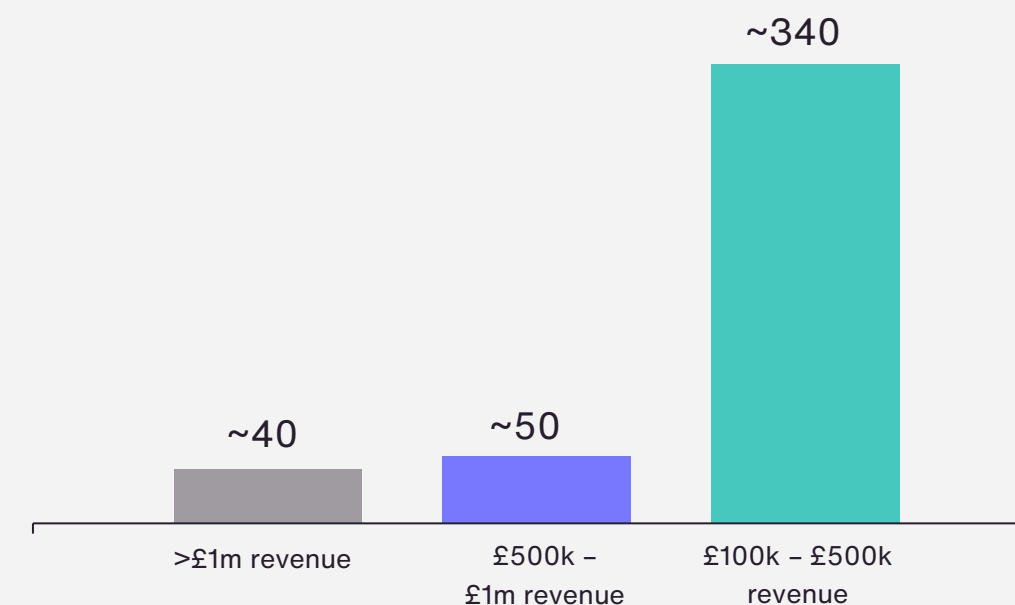
Strong customer base drives cross-sell opportunities

Leveraging our global customer base in more than 70 countries

Revenue % by customer group¹



Number of customers by top revenue bucket¹



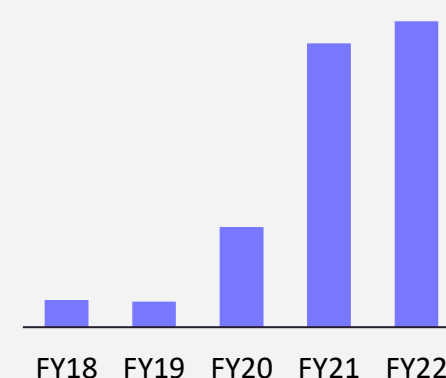
Select examples of revenue development

Top 4 UK supermarket



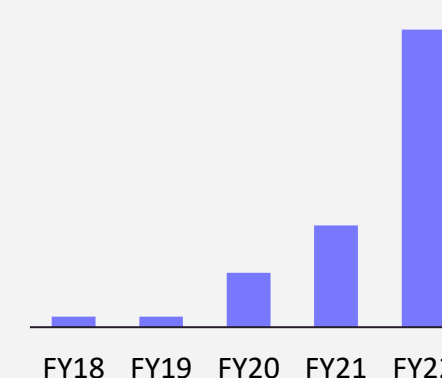
Location: Driven by upsell and pricing initiatives

Large US e-commerce company



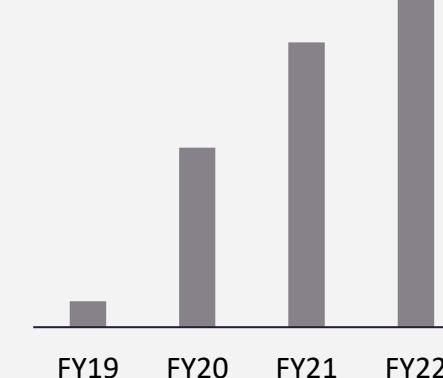
Identity: Expanded regional coverage and volume growth

Leading Buy-now, Pay Later provider



Identity: IDology customer now expanding globally

Global insurance advisory



Driven by cross-sell across Identity, Location and Fraud

¹) Based on FY22 pro forma for acquisitions and includes deferred revenue 'haircut' related to the acquisition of Acuant. Adjusted for revenue related to exceptional US stimulus and cryptocurrency activity.







Finance section

Continuing our strong track-record for profitable double-digit growth

Committed to our mid-term financial targets



Our confidence is underpinned by:

-  Compelling structural growth drivers
-  Strong competitive differentiation - Data, technology & people
-  Our track record of profitable growth execution
-  Diversified by segment, region and sectors
-  Resilient business model with high recurring revenue
-  Strong customer base drives cross-sell opportunities

Capital allocation that supports sustainable growth

Short-term focus on repaying debt

Strong balance sheet and high cash generation

Debt Leverage of up to ~2x EBITDA

Our balanced approach enables GBG to become a global leader delivering sustainable growth



1. Investing for growth

- Invest in our People
- Sustain and build product differentiation
- Go-to-market teams that win market share and open-up new markets



2. Progressive dividend

- Consistent reliable cash returns
- Growth reflecting underlying performance



3. M&A to accelerate the strategy

- Active programme assessing possible acquisition targets
- Rigorous processes to assess risk and validate financial returns
- Strong track-record for successful integrations



4. Additional shareholder returns

- Returning surplus capital not required for other priorities to maintain an efficient balance sheet

Finance section

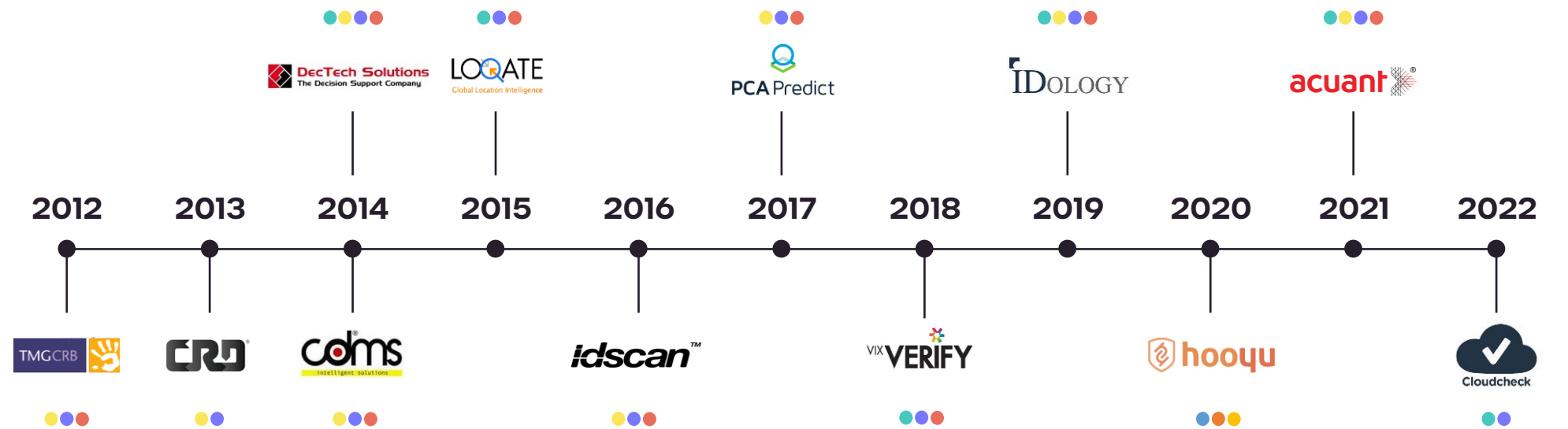
M&A: An important component to drive our strategic development

Successfully utilised M&A to expand our customer proposition, geographic reach and technology capabilities

Strong M&A execution

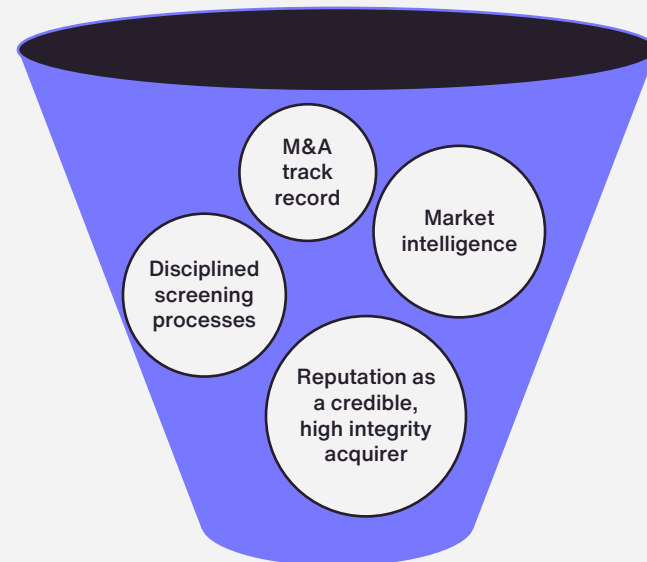
Focused on four attributes

- Technology
- New geography
- New customers
- New datasets



M&A strategy

Disciplined approach built on:



Generates high quality, high confidence targets

Characteristics of M&A targets



Enhancing access to markets, data and customers



Targeting strong IP for sticky, innovative solutions

Focus for M&A targets



Repeatable models to deliver profitable growth with attractive returns



High quality people, culture to enable a clear path to integration

Summary

Confidence in continuing GBG's growth story





Q&A

GBG