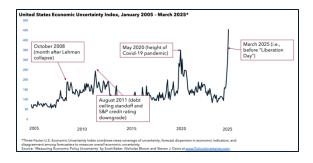




### Three cross-cutting themes



Comprehensive, interconnected, Constantly Refined Approach growth journey

Framing value creation and growth journey

Allocation of commercial capacity and instantive relative to manufacturing taken performance spanning all reviews furctions

Comprehensive, interconnected, Constantly Refined Approach growth journey

Allocation of commercial capacity and instantive relative to manufacturing taken performance spanning all reviews furctions

Comprehensive, interconnected, Constantly Refined Approach growth journey

SBI

Commercial performance spanning all reviews furctions

Comprehensive, interconnected, Constantly Refined Approach

Constantly Refin

Address growth challenges across all four dependencies to create

Managing through Uncertainty

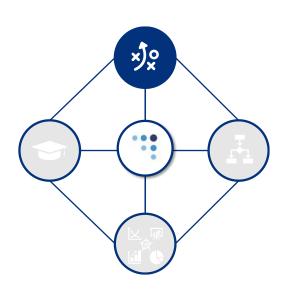
**Driving Al Impact** 

Intention and Alignment



# Growth strategy is constantly shifting and evolving, often without clear alignment to function execution

#### **SBI's Value Creation Compass**



# Growth Optimizers

"Rule of" performance moves upward through more efficient growth.

## Packaging Leverage New Products Accelerating Rate of Growth Improve GTM Efficiency Decelerating Rate of Investment Maintaining Decelerating Rate of Growth Willie Stown Investment Maintaining | Decolarising North While Acceleration of the Street of the Accelerating Shift Revenue Model Bolster Profitability of Low Margin

## Growth Maximizers

Most companies start here: On the growth rate side of "Rule of" - growth at all costs.

#### **Growth Strategy**

#### **Return on GTM KPIs**

- 1. "Rule of"
- 2. Rate of Growth
  - 3. EBIDTA

## **EBITDA Optimizers**

Focus on a "Rule of" based on driving significant EBITDA improvement, sacrificing some growth rate

# Valuation **Expanders**

Mature companies that focus on stickier offerings, longer contracts, and predictable long-term revenue streams to drive valuation.



V1.3 April 2025