



How can a different angle reveal the right path forward?

The better the question. The better the answer.
The better the world works.

What if there was a data-driven way to inform strategic decisions?

What if there was a platform that uses technology and advanced analytics to harmonize data for a 360-degree view across growth, risk, resilience and disruption?

What if this platform unlocked crucial insights that help you achieve your strategic objectives?

Introducing EY Strategy Edge – no more what-ifs

EY Strategy Edge is a real-time, cloud-based strategic intelligence platform that combines existing data sets, deep sector knowledge and a series of analytical capabilities in a user-friendly integrated package to help deliver a comprehensive and differentiated proposition.

An integrated approach to data-driven strategy focused on three key pillars



What does the platform do?

- ▶ Create actionable insights through multiple data lenses
- ▶ Increase project efficiency with self-service analytics
- ▶ Drive tailored analysis with sector-focused data

How does the platform benefit you?

The EY Strategy Edge team will work with you to help address your most strategic questions in the way that best suits your needs:

- ▶ **Target scan:** Helping you scan the market to identify targets that are strategically prioritized to suit your business
- ▶ **Industry review:** Providing you with a real-time view of the global ecosystems of companies within industries to identify disruption
- ▶ **Competitor analysis:** Helping you map and benchmark investment flows of competitors to understand their inorganic strategy
- ▶ **Resilience analysis:** Identifying potential risks and opportunities, and monitoring distressed assets that may require your intervention

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With access to a comprehensive data engine in the market, EY Strategy Edge helps drive success across multiple transactions, industries and companies.

Tony Qui

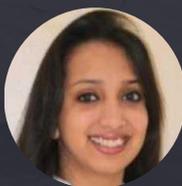
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EY | Building a better working world

About EY

EY exists to build a better working world, helping create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

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