

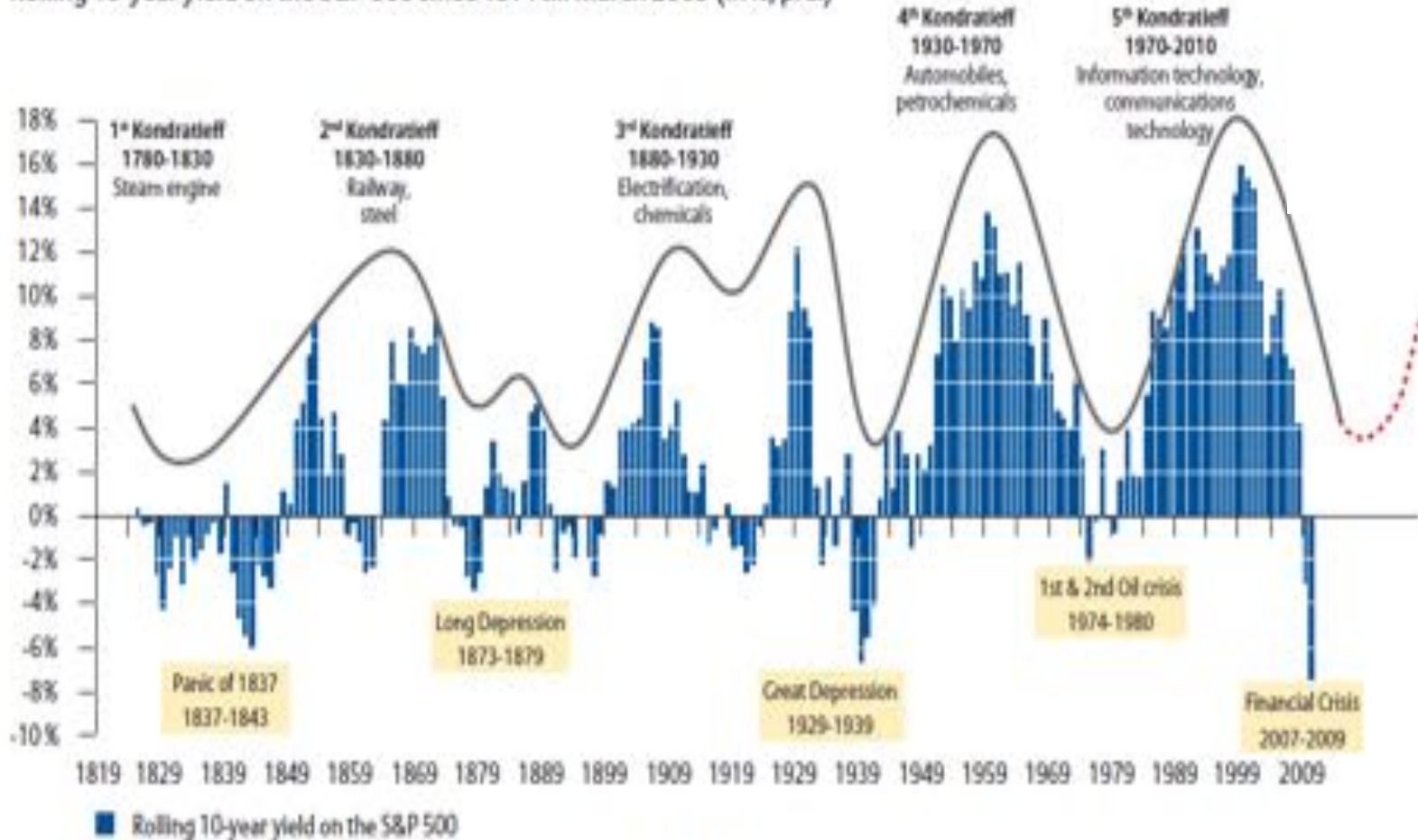
Purpose and  
Platforms:  
Harnessing the  
power of cooperation





# Waves of Innovation

Rolling 10-year yield on the S&P 500 since 1814 till March 2009 (in %, p. a.)



Source: Datastream; Illustration: Allianz Global Investors Capital Market Analysis

# Convergence of Digital and Natural



# Personalisation and technology

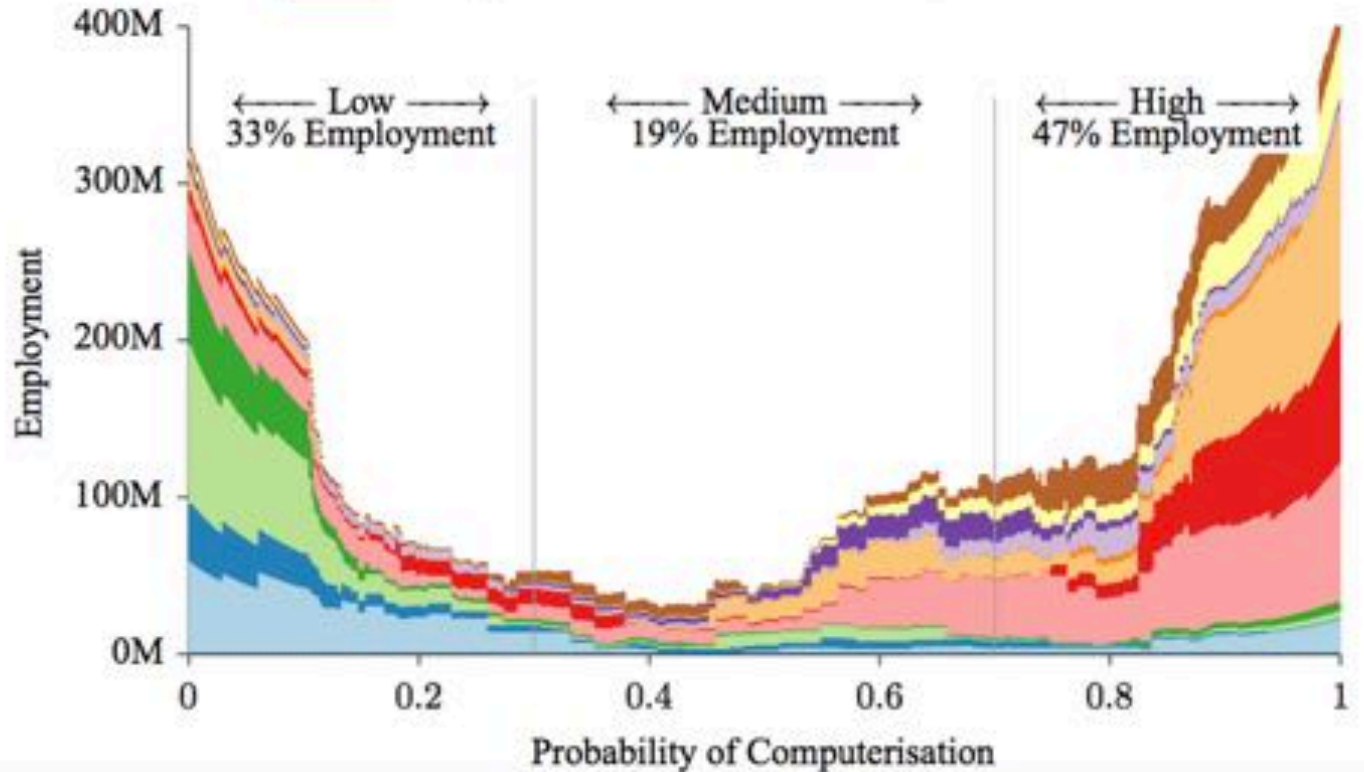
most people are focused on  
making machines smarter.

wouldn't it be better if we focused on  
making **people** smarter?

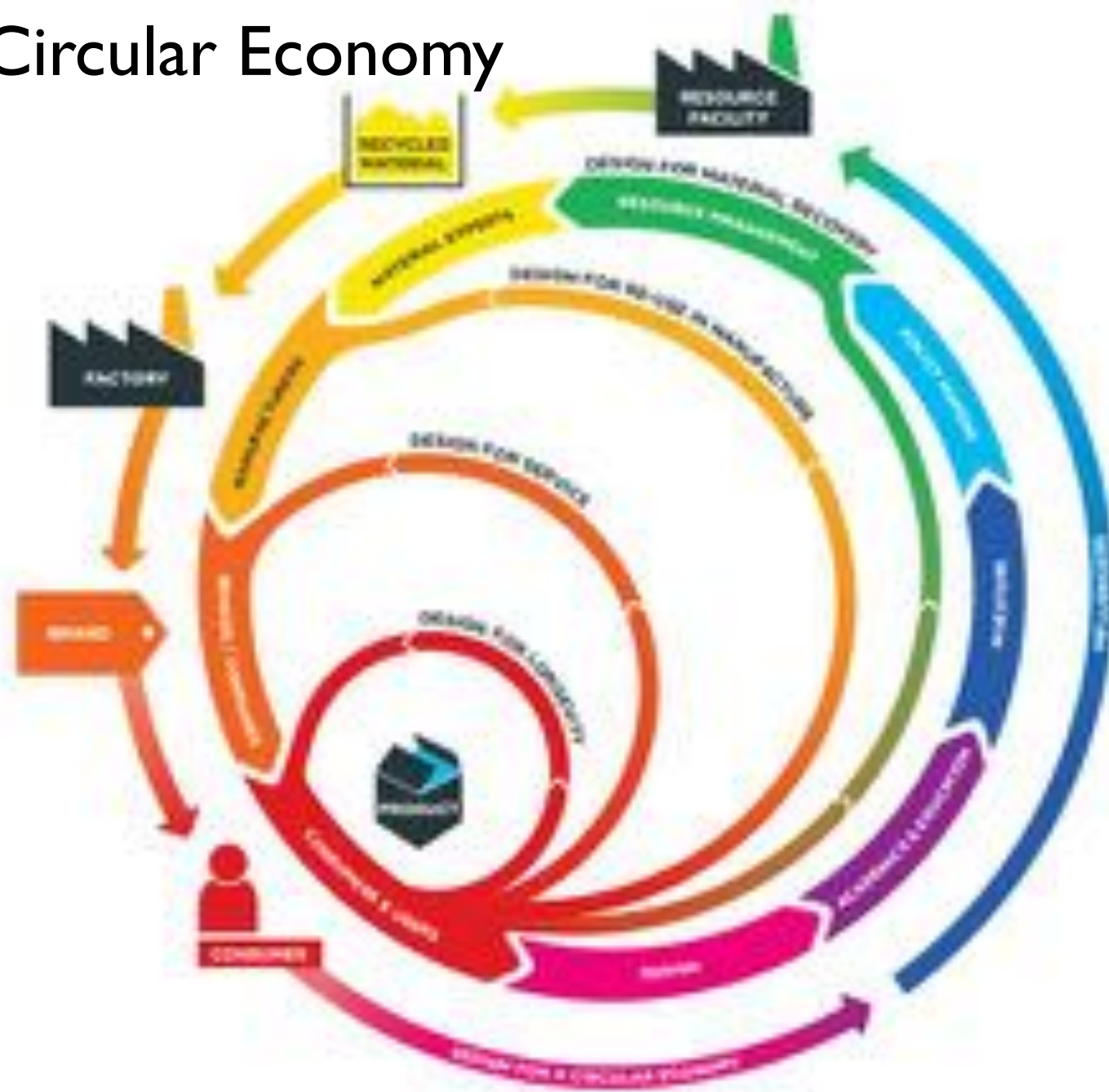
the human brain is still  
the best display ever made

# The nature of work

- Management, Business, and Financial
- Computer, Engineering, and Science
- Education, Legal, Community Service, Arts, and Media
- Healthcare Practitioners and Technical
- Service
- Sales and Related
- Office and Administrative Support
- Farming, Fishing, and Forestry
- Construction and Extraction
- Installation, Maintenance, and Repair
- Production
- Transportation and Material Moving



# The Circular Economy

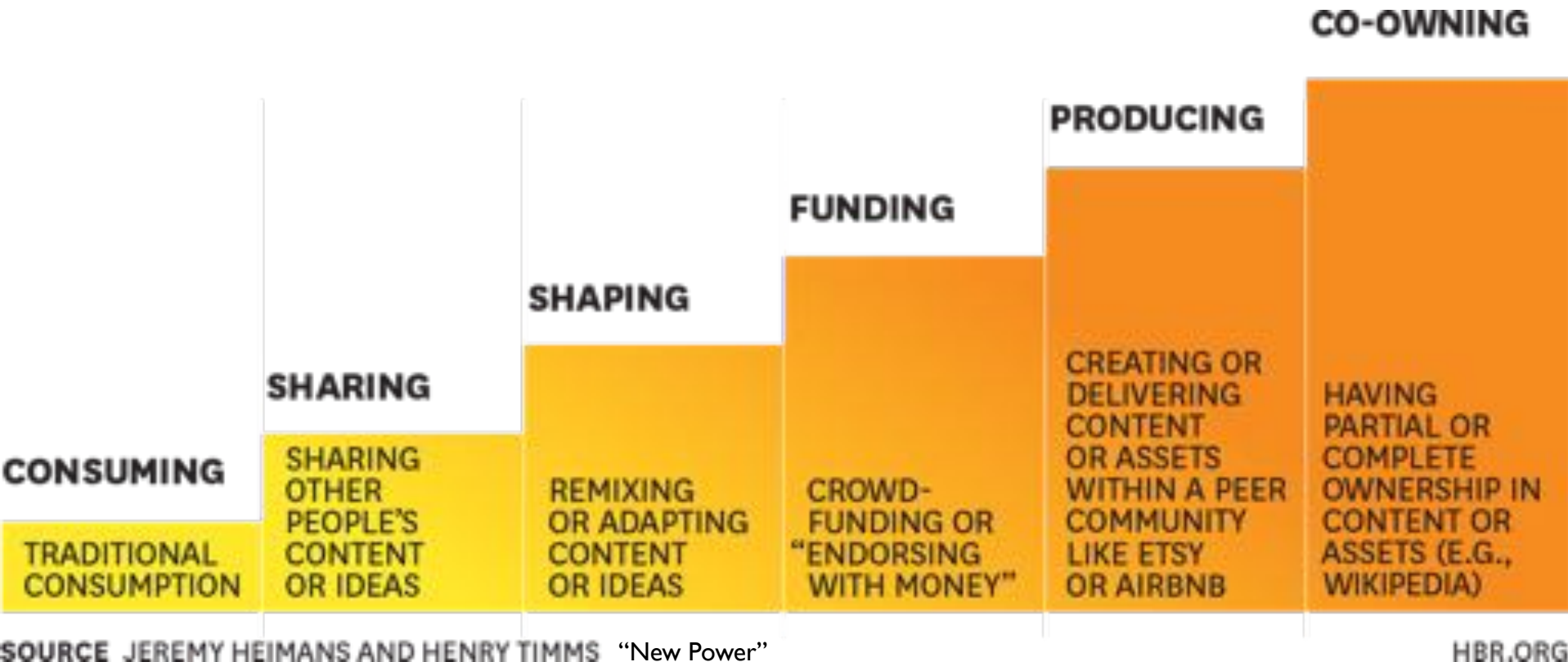


# The Cooperative Opportunity





# The Power of Platforms



# From Product to Purpose



Meaning



Experience



Service



Product



Commodity



# Sendle's Purpose and Platform

We help good  
business deliver

# Adaptability and change



# The Future



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Thank you