

JAKALA



**TOGETHER
TO GET THERE**



JAKALA is a data, AI,
and experiences company
that creates meaningful
and lasting impact.
Globally.

WHO **WE** ARE



We design, implement and run data transformation and data activation initiatives to impact our clients' top line.

WHAT **WE** DO



Our people combine strategy, technology, creativity, and operations to deliver tailored experiences and transformative solutions with data and AI at the heart.

Data is the compass we use to get our clients **where they want to be.**

**JAKALA, TOGETHER
TO GET THERE**



We are a data, AI, and experiences company that creates meaningful and lasting impact, globally.

Working closely with our clients, we design growth trajectories grounded in data and impact-driven insights to ensure we deliver concrete, measurable results. Our profound technological and architectural knowledge further allows us to consistently implement meaningful, integrated, and long-term solutions.

Our focus is always to drive meaningful results; that's why we curate and deliver data-inspired activations that create tangible value across the funnel and optimize

marketing investments by meeting a client's audience where they are.

Since Matteo de Brabant established the company in 2000, we have grown into a multifaceted, highly-skilled, and international team of talents. In 2021, a world-leading private investment fund Ardian acquired a majority stake in JAKALA. Today, we are headquartered in Milan and supported with multiple centers of excellence and offices worldwide.

BACKED BY

ARDIAN

JAKALA is a **Benefit Company**, integrating profit objectives with sustainable principles, pursuing a positive footprint on our **ecosystem** and all its stakeholders.

GLOBAL FOOTPRINT/

Italian heart, international mindset



We are also present in: Bari – Catania – Dnipro – Gabrovo – Gijon – Luxembourg – Macerata – Naples – Odense – Rende – Roncade – Turin – Veliko Tarnovo – Vienna

HISTORY/

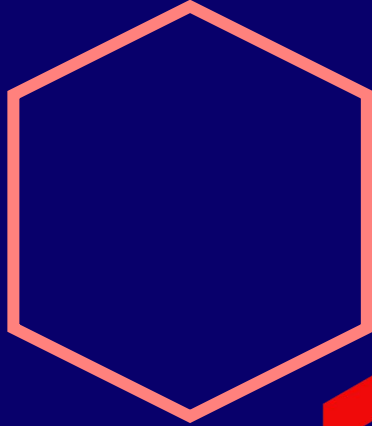
25 years of continuous organic & M&A growth



2000	2014	2015	2019	2020	2021	2022	2023	2024	2025
	PROFESSIONALS 254		PROFESSIONALS 703		PROFESSIONALS 1.140		PROFESSIONALS 2.919	PROFESSIONALS 3.218	PROFESSIONALS 3.500
Matteo de Brabant founds JAKALA	ACQUISITION 	ACQUISITION 	ACQUISITION 	ACQUISITION 	ACQUISITION 	ACQUISITION  	ACQUISITION  MADAGENCE  	ACQUISITION 	ACQUISITION 

PROFESSIONALS/

Get together with us



36
AVERAGE AGE



3,500
PROFESSIONALS



44% 56%
FEMALE / MALE

WHAT CAN OUR CLIENTS EXPECT FROM US?

Our outcomes

VALUABLE
CLIENTS
ACQUISITION

HIGHER
RETENTION

REINFORCED
**BRAND
EQUITY**

INCREASED
**CUSTOMER
VALUE**

NEW
**REVENUE
STREAMS**

ENHANCED
OPERATIONAL
EFFICIENCY

AMPLIFIED
ROI ON
MARKETING
INITIATIVES

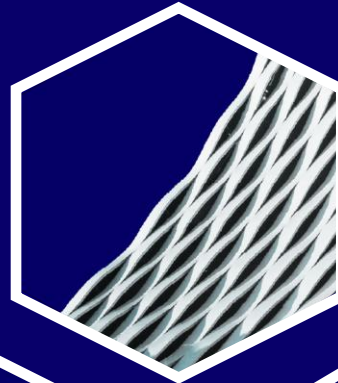
We lead data and AI transformation that commit to excelling our clients' performance and deliver measurable outcomes.

WHAT ARE WE DOING FOR OUR CLIENTS?

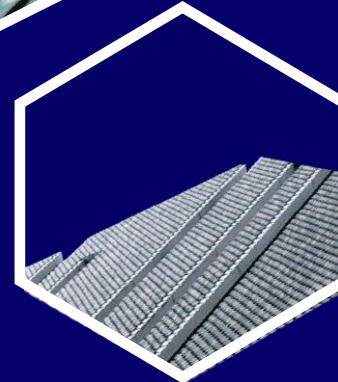
Our offering pillars

Through our **INTEGRATED** approach,
we partner with clients
and drive them towards success:
TOGETHER TO GET **THERE.**

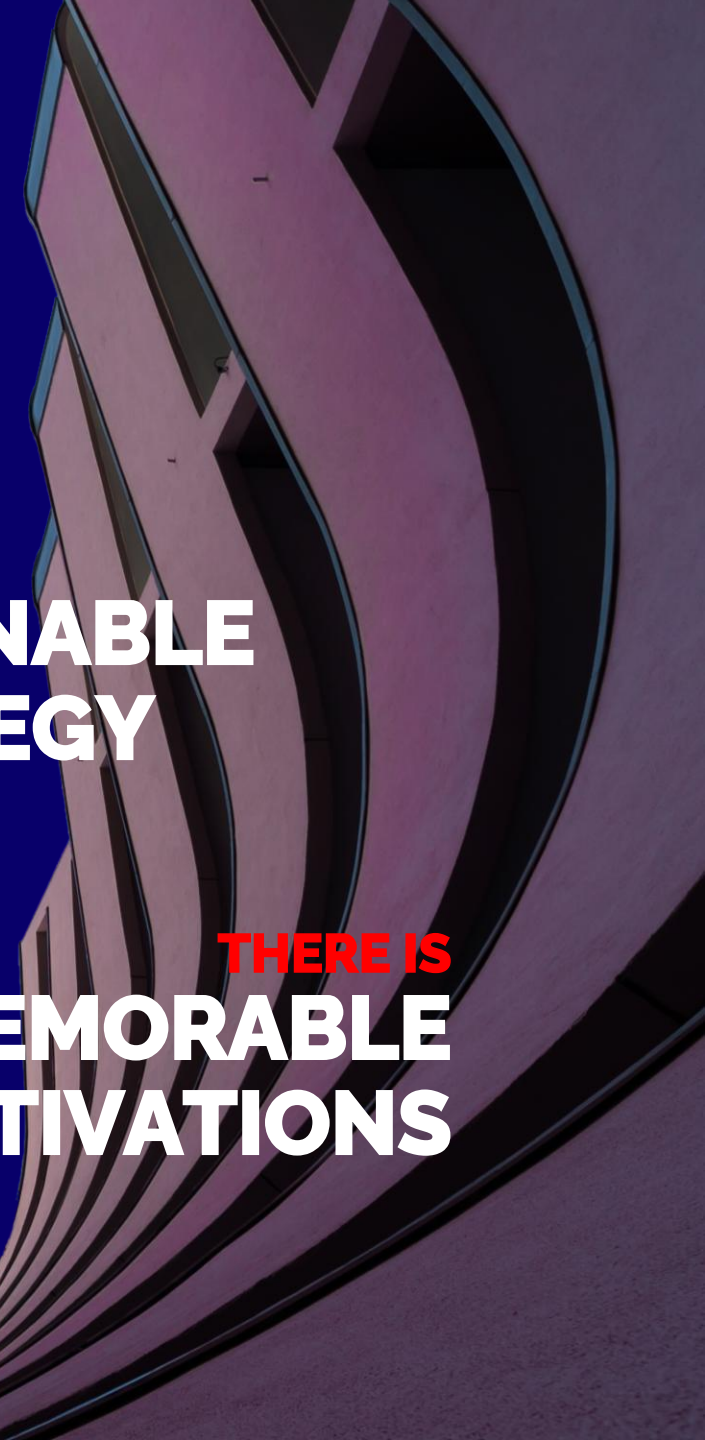
**THERE IS
EMPOWERING
TECHNOLOGY**



**THERE IS
ACTIONABLE
STRATEGY**



**THERE IS
MEMORABLE
ACTIVATIONS**





***THERE* IS ACTIONABLE STRATEGY**

We outline growth trajectories grounded in data and eye-opening insights to make sure we deliver concrete, measurable results.

At JAKALA, we know that each project, challenge, or opportunity is distinct and demands tailored solutions. With our refined data-driven approach, meticulously crafted to be easily adopted within real-world constraints, we maximize impact and provide clients with long-term, sustainable outcomes.

Strategy

TOGETHER TO GET THERE

Our offering pillars | Strategy



- Business & Growth Strategy
- Product & Service
- Pricing & Revenue Management
- Physical & digital channels Orchestration
- Salesforce effectiveness
- Customer Value Management

- Brand positioning & Communication
- Sales & Marketing Cost Optimization
- Data Strategy & Analytics
- Process Redesign & Change management
- Sustainability

Strategy



***THERE* IS EMPOWERING TECHNOLOGY**

We consistently implement meaningful, integrated solutions inspired by our profound technological and architectural knowledge.

Through our client-oriented mindset, we unlock the potential of any technological ecosystem. Leveraging our extensive experience in implementing solutions, we lead the way in sustainable tech evolution and accelerated user adoption, maximizing returns on investment.

Technology

TOGETHER TO GET THERE

Our offering pillars | Technology



- Technology & Innovation
- Commerce & Enabling Solutions
- App Development Services
- Data Management, Enterprise Architecture & Cloud Transformation
- CDP, CRM & Customer 360°
- Generative AI Transformation

- Location Intelligence Solutions
- DXP – Digital Experience Platforms
- AdTech
- Business Intelligence & Data Visualization
- Tech Quality Engineering
- IT Operation & Maintenance

Technology



***THERE* IS MEMORABLE ACTIVATIONS**

We curate and deliver data-inspired activations that create tangible value across the funnel and optimize the allocation of marketing investments by meeting a client's audience where they are.

JAKALA's cutting-edge data assets and frameworks elevate the expertise of our professionals who know how and where to target the right audience. With a unique blend of creative attitude and analytical skills, our global teams effectively develop memorable activations to enhance returns and drive success for clients.

Activations

TOGETHER TO GET THERE

Our offering pillars | Activations



 Creativity & Content

 Reputation & Social

 Communication & Media Activation

 Digital Analytics & CXO/CRO

 CRM & Campaign Operations

 Loyalty Campaigns

 Engagement Programs

 Customer Care Operation

 Welfare solutions

Activations

TOGETHER TO GET THERE

Our people

THERE IS EXCEPTIONAL PEOPLE

People are at the heart of everything we do. Other than their sheer professionalism and talent, they bring the unique value of their whole selves to work, making JAKALA a place to be.

At JAKALA, our people are a unique, diverse and multifaceted blend of individuals with passion, ambition and ideas on how to transform data into value for our clients. We encourage each JAKALER to explore their full potential and maximize the impact of their work. We enable people to go beyond by providing them with a collaborative and supportive environment, with the right opportunities and benefits.



People

WHAT SETS JAKALA APART FROM THE COMPETITION?

Our core differentiators

Leadership on Data & AI

Internal community of **500+ data scientists**

AI center of excellence to internally test use cases (e.g., smart CV screening to optimize recruiting), share know-how with clients and accelerate their AI roadmaps

Selected as **preferred Partner within Microsoft AI LAB**

Active contribution to **academic research**

Global Authority on Location intelligence

100+ projects delivered annually, globally and cross-industry

Internal geo-data factory to develop a library of data assets and KPIs that feed our location intelligence projects

20+ years of Global Partnership with ESRI

AI-powered proprietary Toolbox

20+ tools including J-Hexagon and Campaign Maximizer

Up to +30% ROAS on media campaigns optimized through the Toolbox

100+ marketing activation use cases enabled by the Toolbox

Globally recognized as **key companies** in **Loyalty Management** services thanks to the **Engagement Cloud proprietary tool**

Creative excellence

SBAM: our newly launched creative agency (60+ Professionals) with award-winning creative direction

Maize: our strategic design company (120+ Professionals) creating memorable brand experiences

Leading edge on technology

60% of Jakala people are **technology experts**

Global partnerships with **key tech vendors** (Microsoft, Salesforce, Aquia, Adobe, Google, etc.)

Proprietary multi-sandbox platform (J-lab)

Long-term partnership with our clients

90%+ client-retention, year over year

80% of clients engage Jakala across **two out of three offering verticals** (Strategy/Technology/Activation), and **60%** engaging **across all three**

OUR CLIENTS /

Together with our Clients

We grow together working alongside corporations and companies worldwide and across all sectors.

Together with our clients, we drive change and create value for our ecosystem, developing responsible and innovative solutions.

CUSTOMER LOGOS

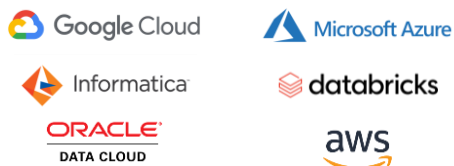
CUSTOMER LOGOS

CUSTOMER LOGOS

ENABLING TECHNOLOGIES /

Our Partnerships

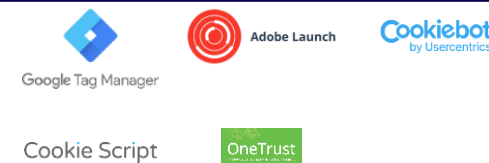
Cloud & Data Ecosystem



Marketing Automation



TAG Manager & CMP



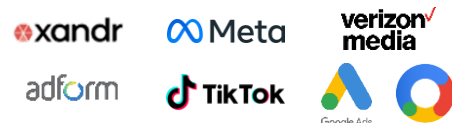
Location Intelligence



CRM & CDP Suites



DSP & Adservers



Ecommerce & CMS



Loyalty Engines



BI & Data visualization



Advanced Analytics



Social Media



PIM & DAM



Mobile Apps



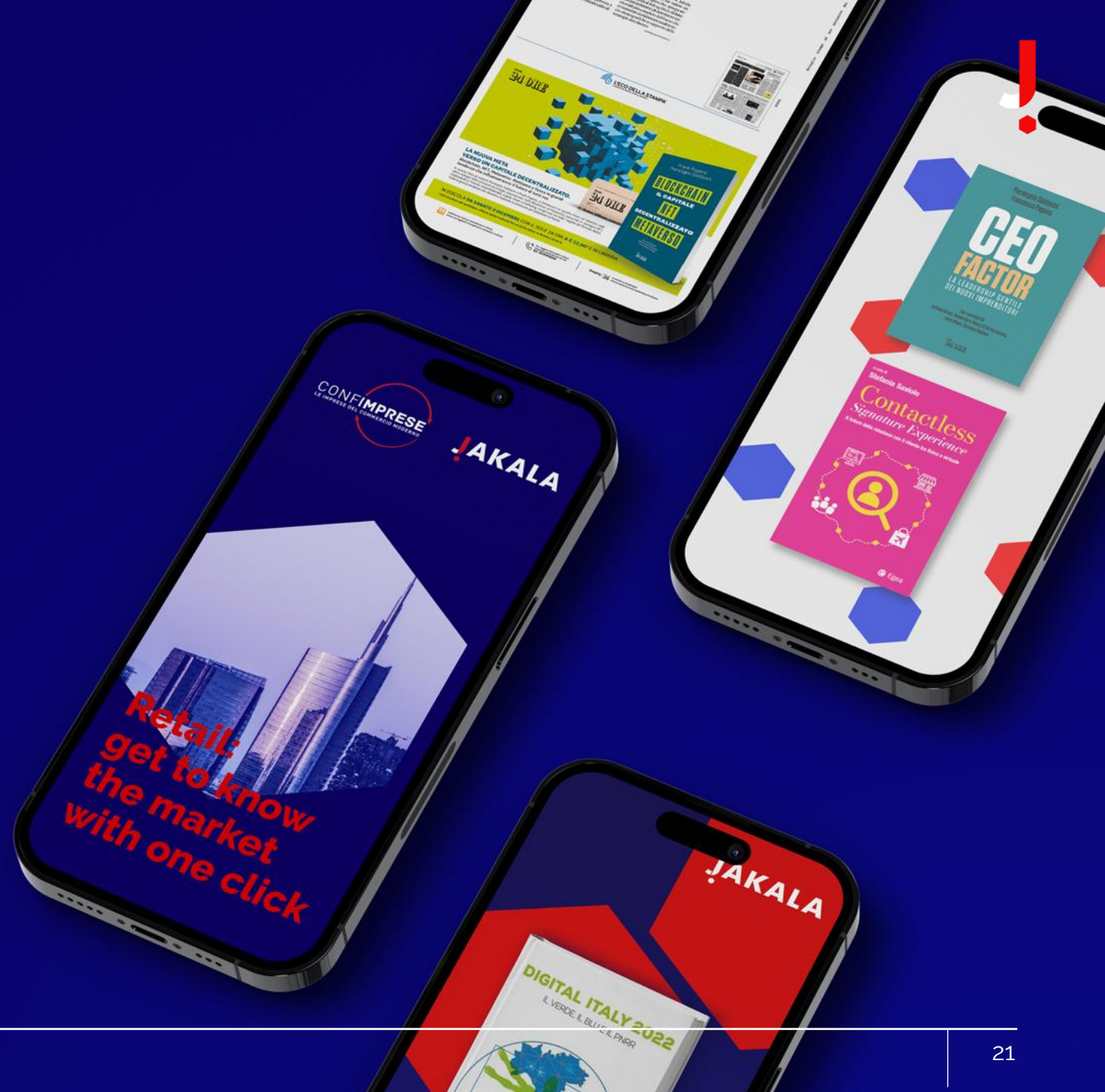
Web Analytics



PUBLICATION & EVENTS/

JAKALA as a thought leader in the market

JAKALA sets itself apart through publications, events, and in-depth analysis, creating an ecosystem that boosts knowledge sharing and promotes synergy among entities and international thought leaders.





Being a Benefit Company means integrating profit objectives with sustainability principles to create a culture of awareness and respect for people and the environment.

Create a better world represents our purpose: JAKALA aims to create value for all stakeholders in a sustainable way, with a focus on ethics, climate and quality.

SUSTAINABLE DEVELOPMENT

JAKALA puts sustainability at the center of its strategy and measures its impact through the B Impact Assessment.



JAKALA's Purpose and values

BRAND VALUES/

Together to get there

We are proud to have always been a data-driven company. Our signature approach has long afforded us access to a great deal of information, enabling us to make better assessments, predictions and decisions for our clients.

Our approach combines quality data, professional intuition, and creativity to develop business insights that empower real and meaningful improvements for our clients.

Embrace Data

A hand holding a red chess piece, possibly a king or queen, with a glowing blue line trailing behind it, symbolizing data and strategy. The background is a solid blue color with a large red hexagon in the bottom right corner.

BRAND VALUES/

Together to get there

Our relentless commitment and determination have been the driving forces behind our success. We hold ourselves accountable for our clients' results as if they were our own. We embrace integrity and openness in all that we do. Passion underpins our approach, driving our motivation to continuously excel and inspiring our joy throughout the journey.



BRAND VALUES/

Together to get there



We focus on what matters. Our goal is to create real, measurable value throughout all that we do. Our work is led with enthusiasm, persistence, innovation and initiative.

We strive to create impact that drives lasting results, turning problems into solutions, and talk into actions.

Grow Together

As individuals, we are strong, but as a team, we grow stronger together.

With our clients, we seek to nurture long-term partnerships thereby sharing in their successes as they continuously evolve.

Within our business, we prioritize our employees' well-being by actively supporting their needs and development both personally and professionally.



Be Purpose Driven



We are committed to creating lasting positive change in the industries and communities we serve through innovation and value creation, all while building a more sustainable and inclusive work environment.

We strive to be a company that our employees are proud to work for - one where they feel empowered and uplifted to be and deliver their best.

**Embrace
Data**



**TOGETHER
TO GET
THERE**



**Grow
Together**



Thank you