# Mello.

*Delivering the Global Personalised Marketing Revolution*

**Eagle Eye Solutions Group plc**
Tim Mason, CEO and Lucy Sharman-Munday, CFO


Me!


1995
Issue 2

Tesco stuns industry
with surprise launch

# Why is Eagle Eye worth a look?
## An accelerating opportunity for Eagle Eye

1. **Market tailwinds are increasingly favourable**
2. **Proven AI leadership in loyalty**
3. **Now making headway in major US market**
4. **Transformational OEM partnership is delivering**
5. **High quality, scalable revenue model**

# Eagle Eye has the three key components to deliver on the promise of personalisation

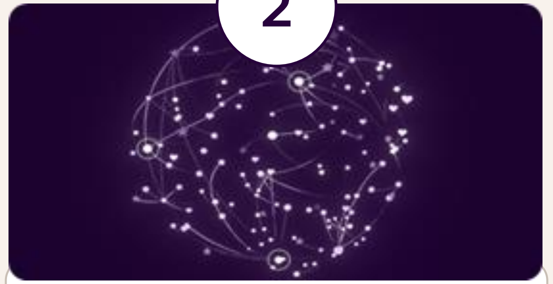
## We turn personalisation at scale from vision to reality

1

### Loyalty and Promotions Engine

The flexible marketing toolkit of dreams to create a compelling value proposition

2



### Built-For-Retail AI

Right incentive, right reward, right customer, right on time

3

### Omnichannel Execution

Real-time personalisation execution at scale

# Our AI is delivering for the UK's #1 loyalty programme

## Tesco Clubcard Challenges

TESCO

**10M+**

**targeted Customers**

**£130M+**

**AI-driven incremental revenue**


> *Eagle Eye's AI has fundamentally changed* **how we connect offers to customers** *- at a scale we couldn't achieve before."*
>
> **Head of Personalisation, Tesco**

# Tried, tested and proven

Proud to power many of the world's best-loved and most personalised loyalty programmes.

**1.7bn**

personalised offers weekly

**750m**

loyalty wallets

**Trillions**

points earned and burned every year

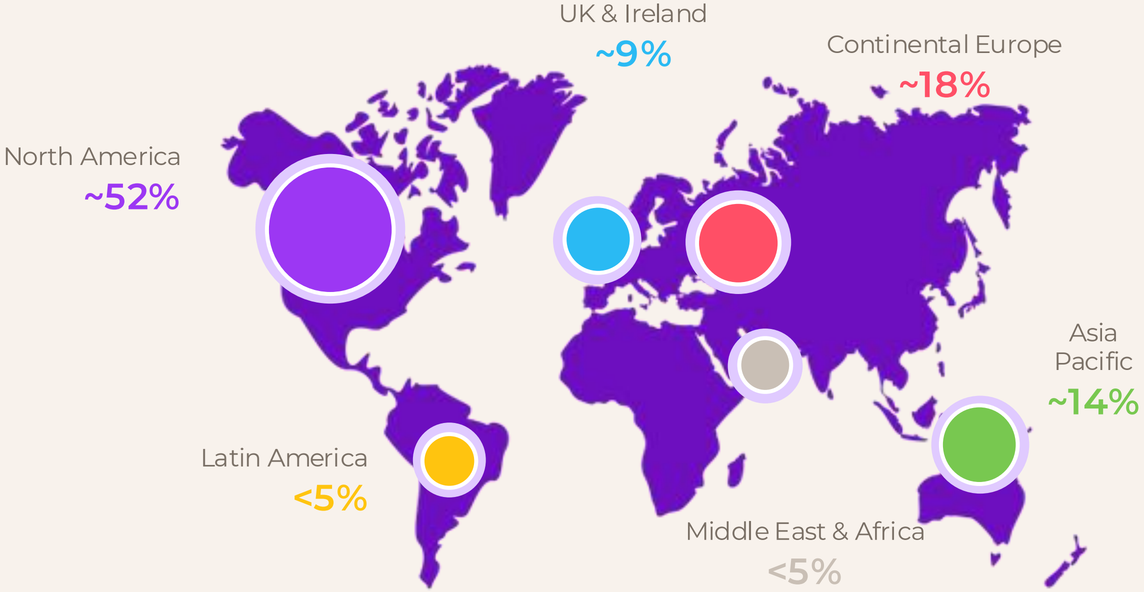
# The loyalty management market

## It's big.
## It's growing.

## $11.4–12.4bn, (10-12% CAGR)
Global loyalty management market today (Everest Group, 2025)

## $20bn+
Long-range projection by 2030 (Markets and Markets)

## 3x faster growth (18-20%)
Loyalty platforms rather than services are in demand (Everest Group, 2025)




Source: Everest Group, 2026: Loyalty Platform & Services Spend by Geography

Eagle Eye operates in the **right layer**, in the **right geographies** to capitalise on the **growing market**

# Recent wins unlock the entire US grocery market, worth an estimated c.£1.4bn

| HyVee | Kwik Trip | Wakefern Food Corp. | Loblaws | Winn Dixie | giant eagle |
|---|---|---|---|---|---|
| 285+ stores | 800+ stores | 360+ stores | 2400+ stores | 130+ stores | 215+ stores |
| Midwest | Midwest | Northeast | North America | Southeast | Mid-Atlantic |

Kroger · Albertsons · Publix · Safeway · Whole Foods Market · Lidl · Aldi
Wegmans · Costco Wholesale · Sam's Club · ShopRite · BJ's · Sprouts Farmers Market · Trader Joe's · Tops
Hannaford · Price Chopper · Meijer · Big Y · The Fresh Market · Stop&Shop · Food Lion · Giant
Save a Lot · Ingles · Harris Teeter · Raley's · Schnucks · WinCo Foods · Brookshire's food & pharmacy

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Weis Markets | Market Basket | Fareway | Smart & Final | Stater Bros | Save Mart | Piggly Wiggly | Bashas' | Ralphs | King Soopers |
| Fred Meyer | Smith's | Mariano's | QFC | City Market | Pick 'n Save | Acme | Jewel-Osco | Vons | Pavilions |
| Tom Thumb | Randall's | Star Market | Shaw's | Lowe's Foods | Roche Bros. | Heinen's | Cub Foods | Coborn's | Family Fare |
| Lunds & Byerlys | Festival Foods | Sendik's | New Seasons | PCC Markets | Strack & VT | Pete's Fresh | Tony's Finer | Foodtown | Western Beef |
| Stew Leonard's | Bristol Farms | Gelson's | Mollie Stone's | United Sup. | Northgate | Cardenas | El Super | Vallarta | Mi Pueblo |
| H Mart | 99 Ranch | Mitsuwa | Uwajimaya | Erewhon | Fresh Thyme | Earth Fare | Marc's | Spartan Nash | Brookshire B. |
| Caputo's | Dom's Kitchen | Sentry Foods | Dierbergs | Straub's | Hugo's | Buehler's | Geissler's | Foodland | Key Food |

# Transformational OEM agreement with one of world’s largest Enterprise technology businesses

Signed
**December 24**
with

Launched

**Nov 25**

ARR sold

**c.£2m**

Unlocks

**Verticals & regions**

Potential to increase our business

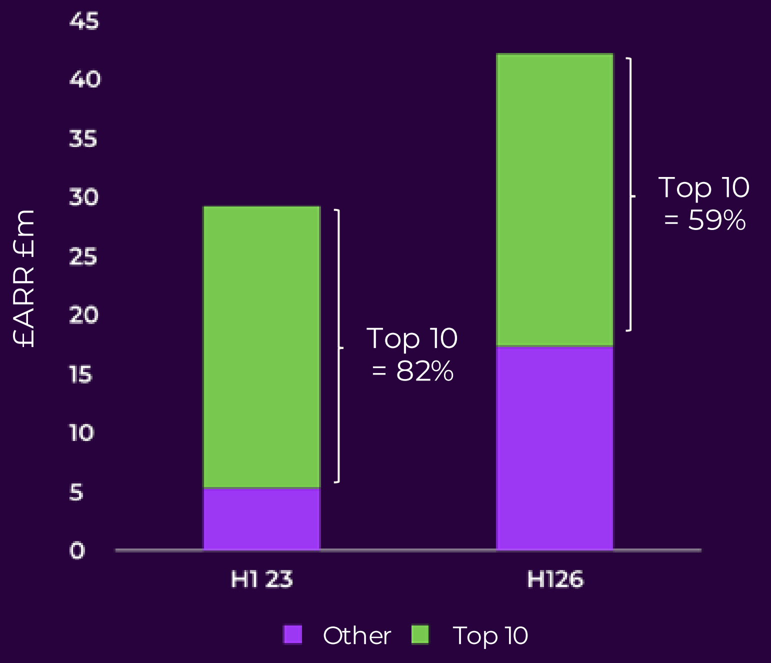
**2x**

On track to deliver our medium-term ambitions:

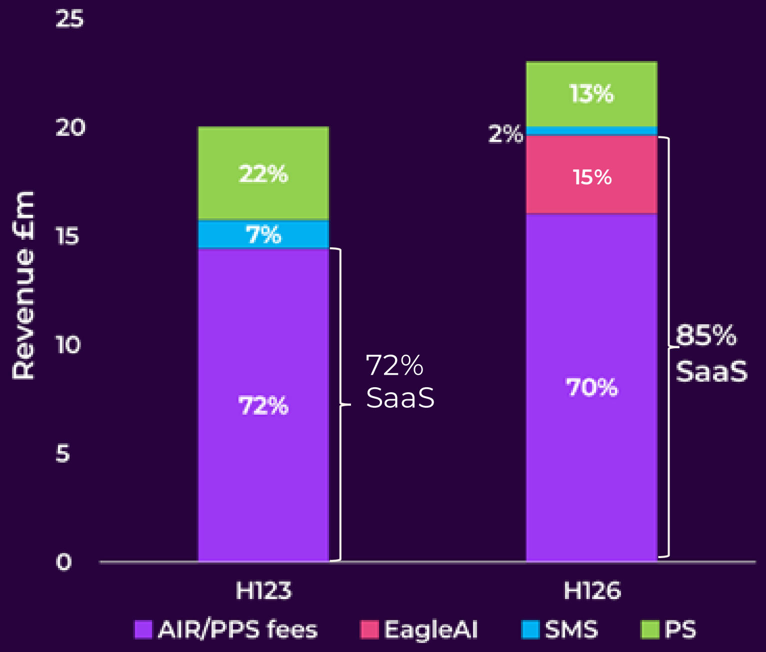
>£100m revenue
+30% EBITDA margin

# KPIs demonstrate the strength of the underlying business

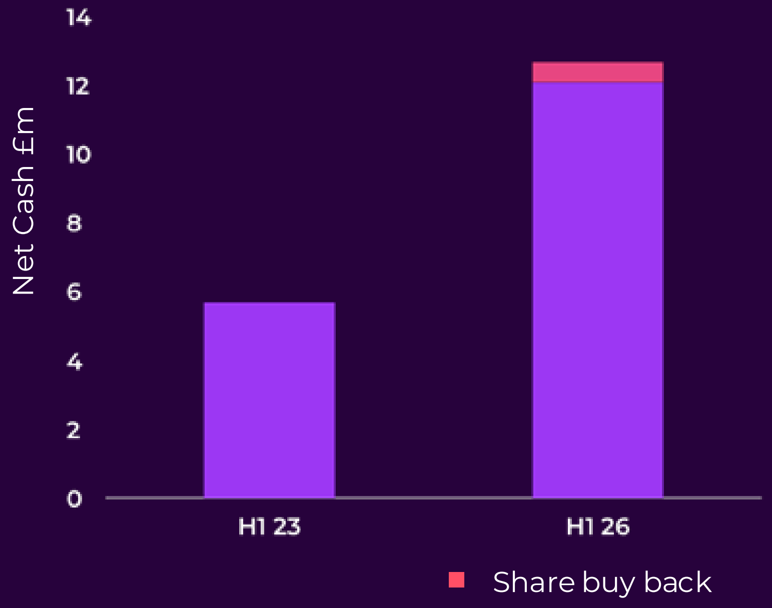
## ARR is building strongly



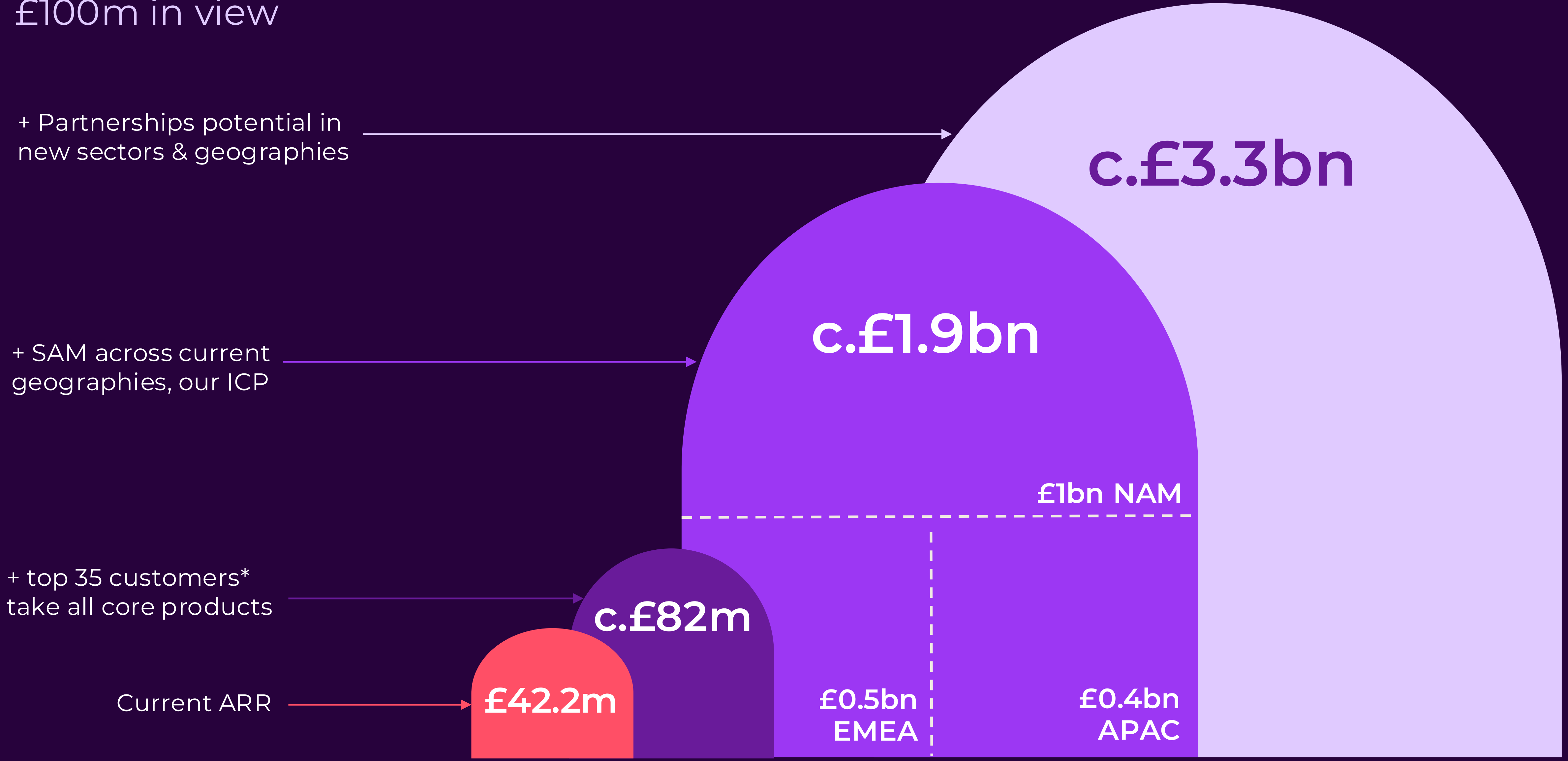

## Our revenue mix has transformed




## Strong net cash position

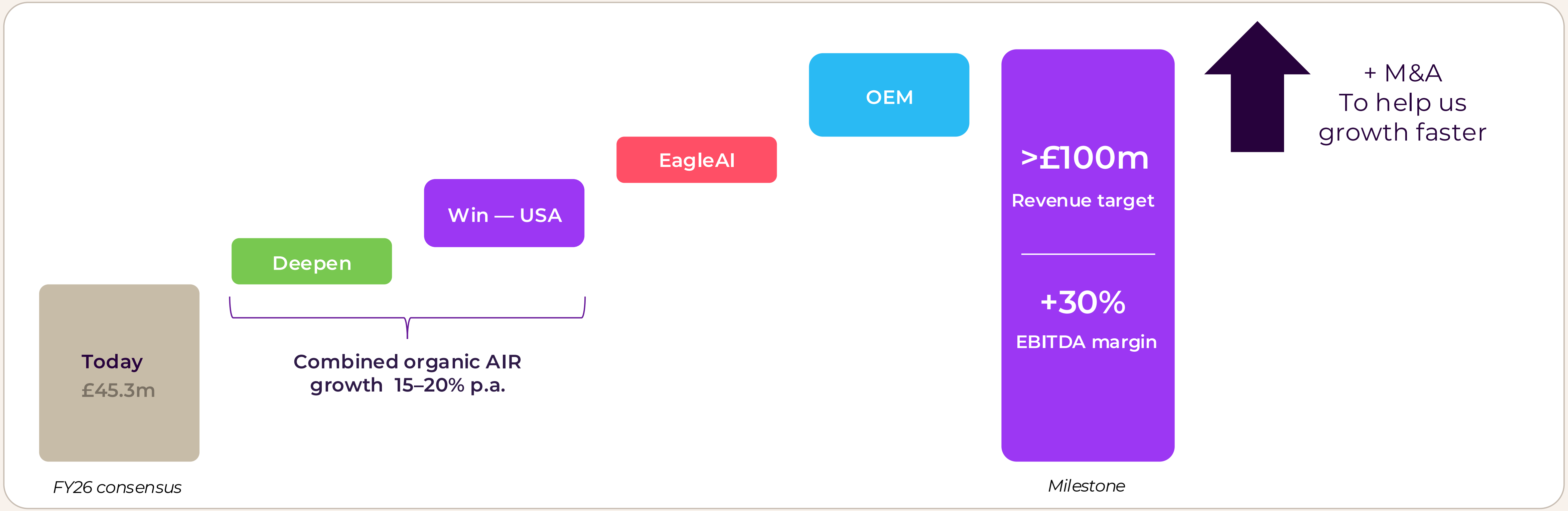


# Significant opportunity for both ARR & NRR growth
## £100m in view




* Representing 90% of H1 26 ARR excl. OEM

# Well positioned to deliver our medium-term targets




## H1 FY26 Update

**1** Deepen existing

**Top 10 delivered 115%**

**2** Win – USA focus and supported by partners

**4 new US customers signed**

**3** EagleAI data science

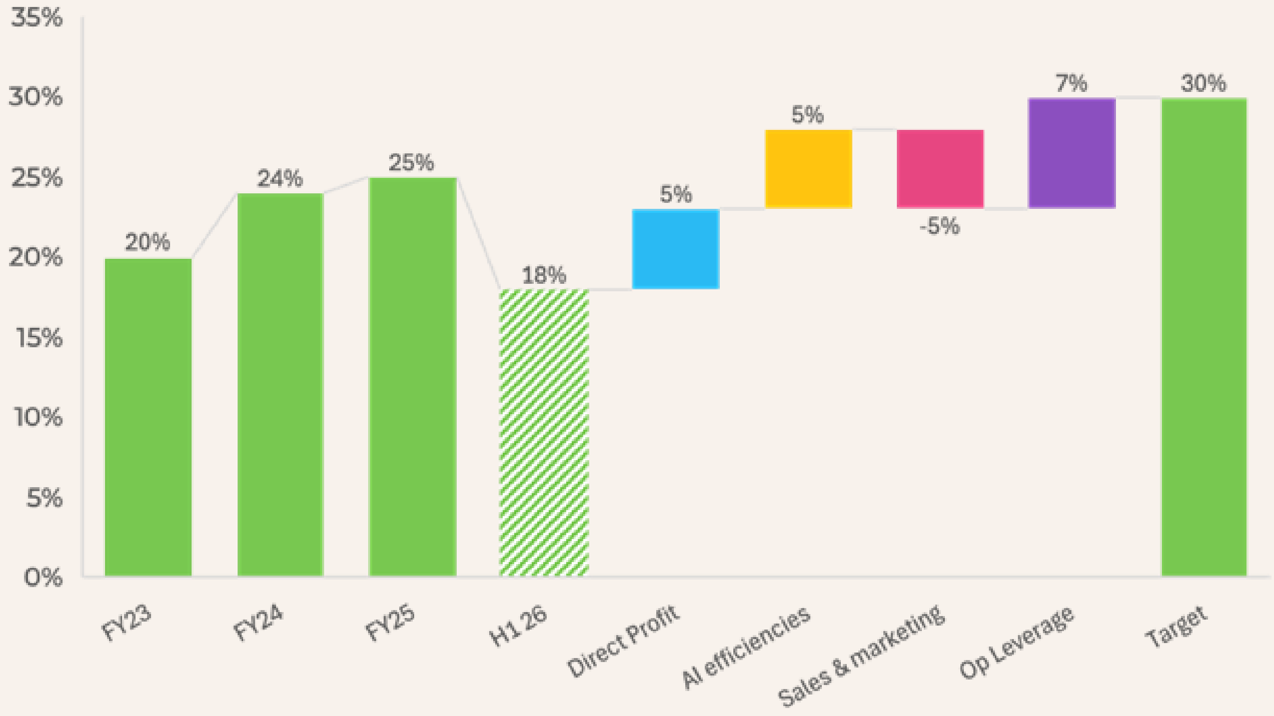
**24% H1 growth rate**

**4** OEM channel

**2 logos: grocery and furniture retail**

# Journey to 30% EBITDA

## On track to exit FY26 at +20% run rate EBITDA




### Areas of margin improvement

**Direct profit:** transition to SaaS, Platform enhancements and factory optimisation by geography

**AI efficiencies:** we are gaining efficiencies in code development using AI. These productivity gains will be in part invested back into data scientists and security

Margin enhancement allows headroom to invest in **Sales & Marketing** to invest in growth

**Operational leverage:** Through scale we expect to gain operational leverage in operations and general and admin costs

## Increasing revenue quality and cash generation

## Return to double-digit underlying growth

£100m
+30%
EBITDA

## Margin progression and scalability

## Significant TAM opportunity

# Q&A.

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**5**
£100m revenue & 30% EBITDA

## Confident Outlook

Trading in FY26 has been good with ARR building strongly

Confident in further margin progression by year end and return to double digit revenue and EBITDA growth in FY27

# Thanks.

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