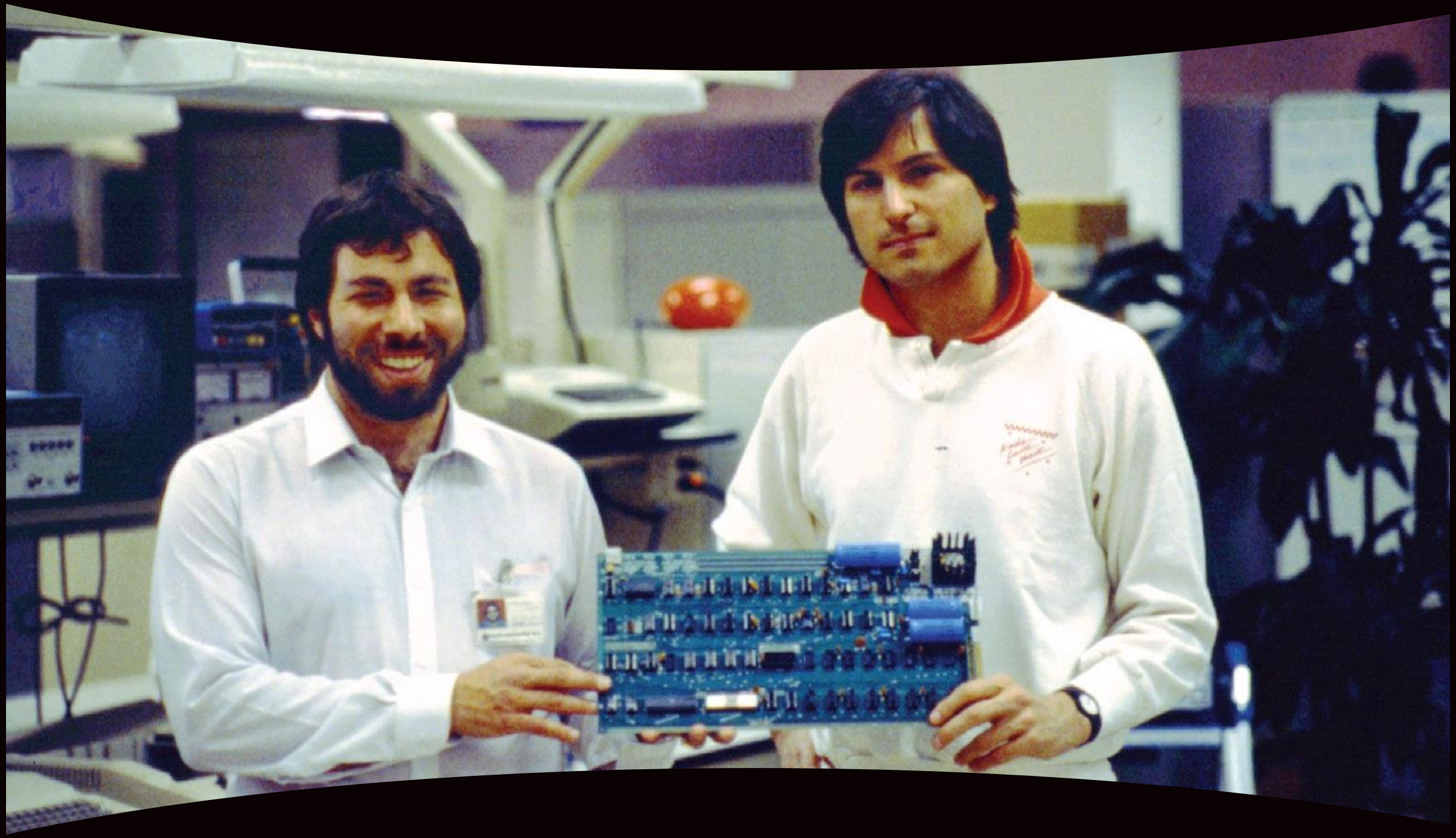
Elevate by Enable UK

Your Future in a World of Accelerating Change

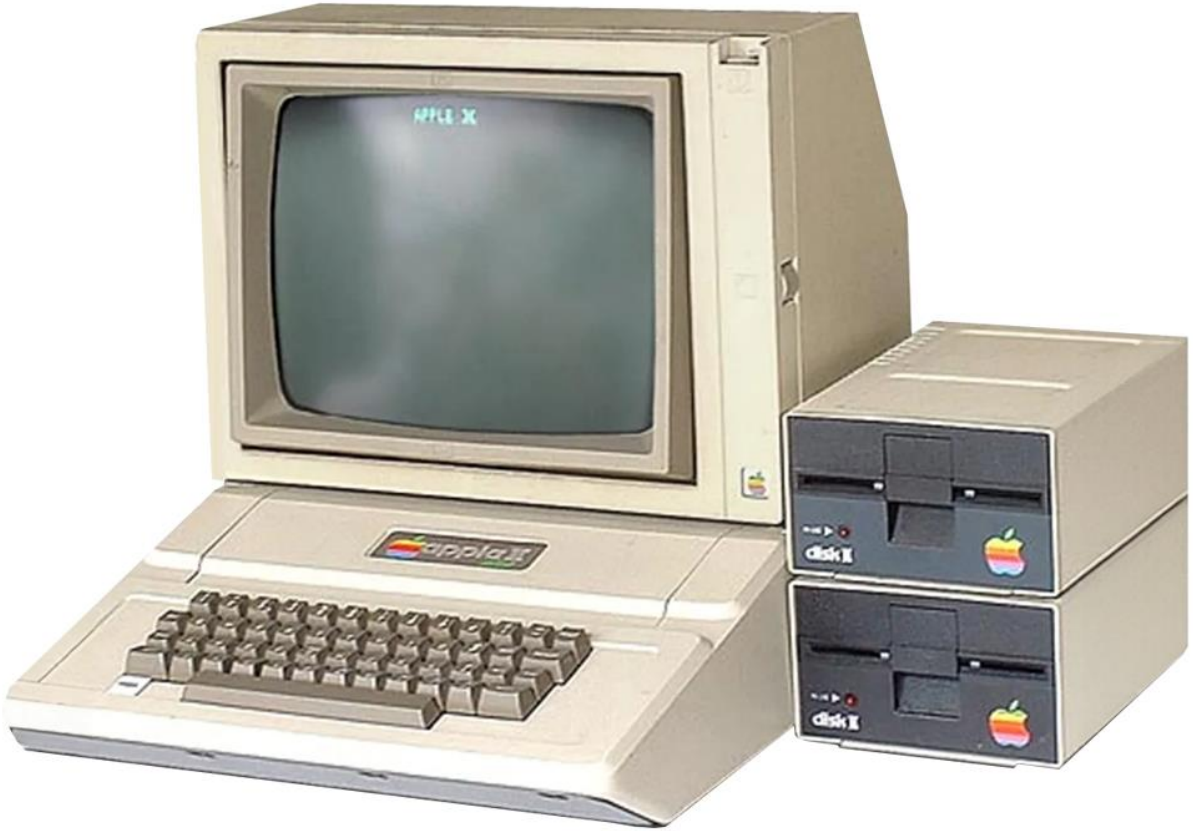
Andrew Butt
Founder and CEO
Enable



SANYO

APPLE
COMPUTER

apple II

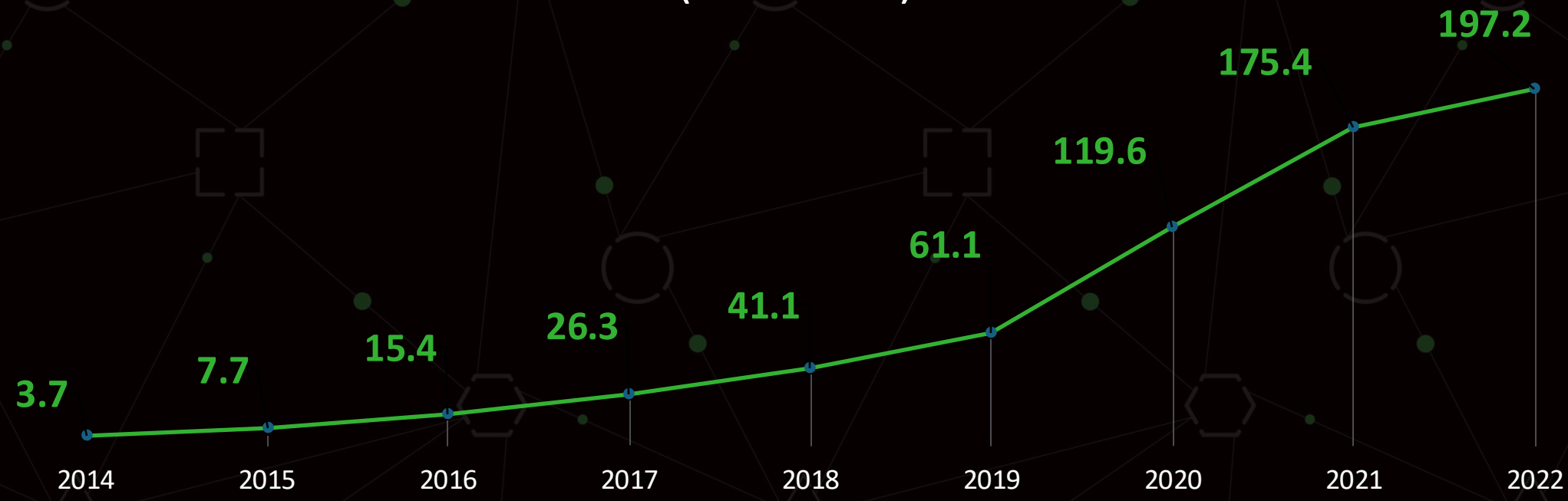

APPLE][
apple II
disk II
disk II

Making rebate management consumer-grade

shopify
NEW YORK STOCK EXCHANGE
FOR EVERYONE
shopify
THURSDAY
21
MAY
SHOP
LISTED
NYSE

Shopify Gross Merchandise Volume

(in billions)



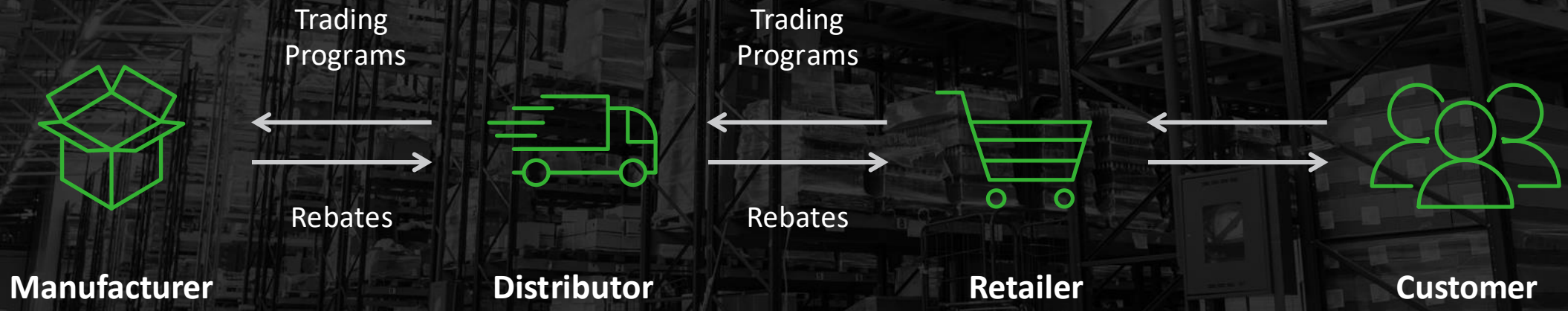
Shopify powers 25% of all e-commerce websites, making it the most used e-commerce platform worldwide

4,370,000 total websites have been created through the Shopify platform

Removing friction to unleash demand

Rebates impact two step distribution worth $80T

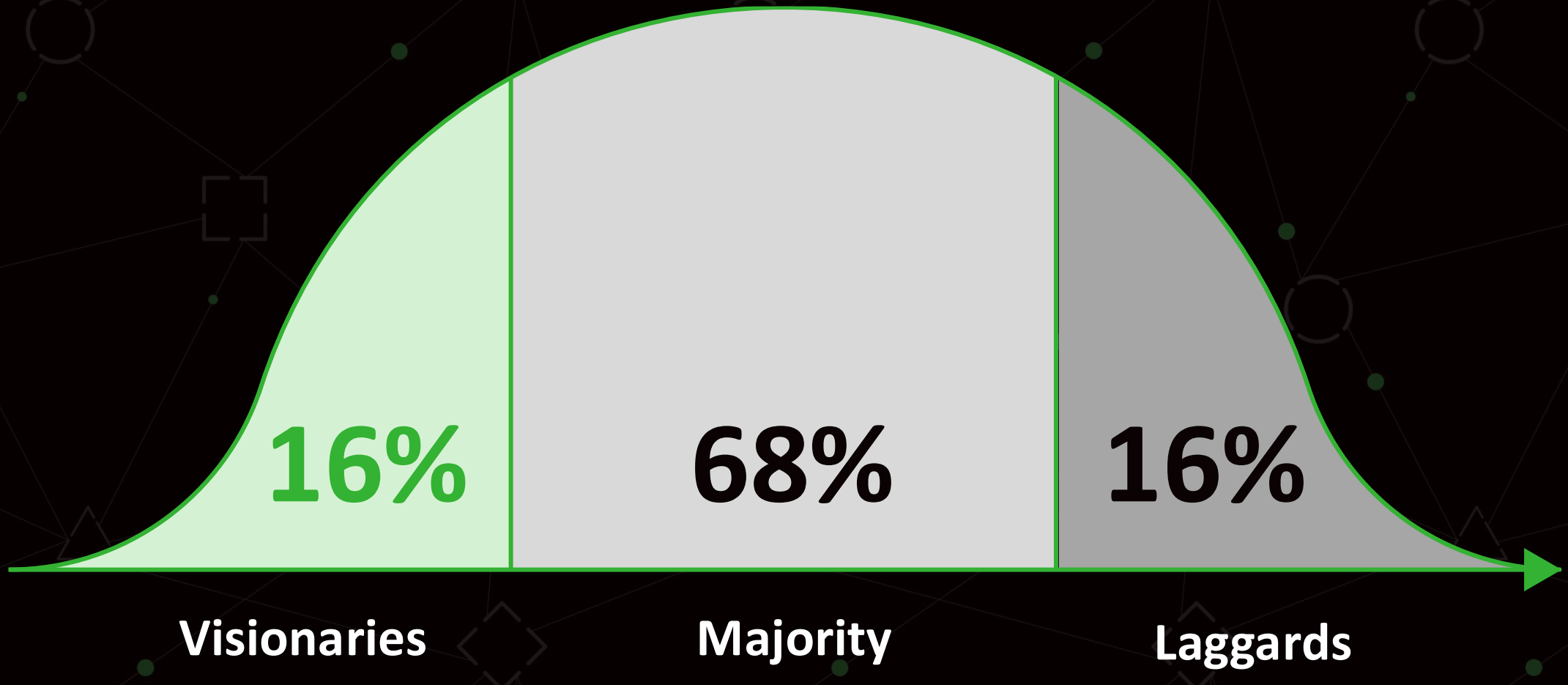
Single largest expense for Manufacturers &
entire profit for Distributors & Retailers



Better
Alignment

Vision

Thriving ecosystems of **manufacturers**, **distributors** and **retailers** where people can find the **best products**, **service** and **value**


16%
68%
16%
Visionaries
Majority
Laggards

You are the Visionaries

Elevate
by Enable
Elevate
by Enable

PARK REGIS

Manufacturer
Distributor
Cost Sales Ratio Rebate Profit Margin Cost Rebate Sales Profit Margin
Product Range A 675 900 90.0% - 225 25.0% 900 - 1,200 300 25.0%
Product Range B 55 100 10.0% - 45 45.0% 100 - 182 82 45.0%
790 1,000 100.0% - 270 27.0% 1,000 - 1,382 382 27.6%
Elevate

Eleva
by En

Elevate
by Enable
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Elevate

Eleva
by En

Rebate Strategists Community

Members

Elevate 2023	Elevate 2024
628	2,700+

Engagement

3500 people have engaged with **RSU** content

TAKE
OFF

Elevate by Enable UK

BIRMINGHAM

So many types of incentive agreements…

re·bate

rē ˌ bāt

noun

A Rebate is any B2B transaction where funds flow back through the supply chain

Accurate Rebate Calculations

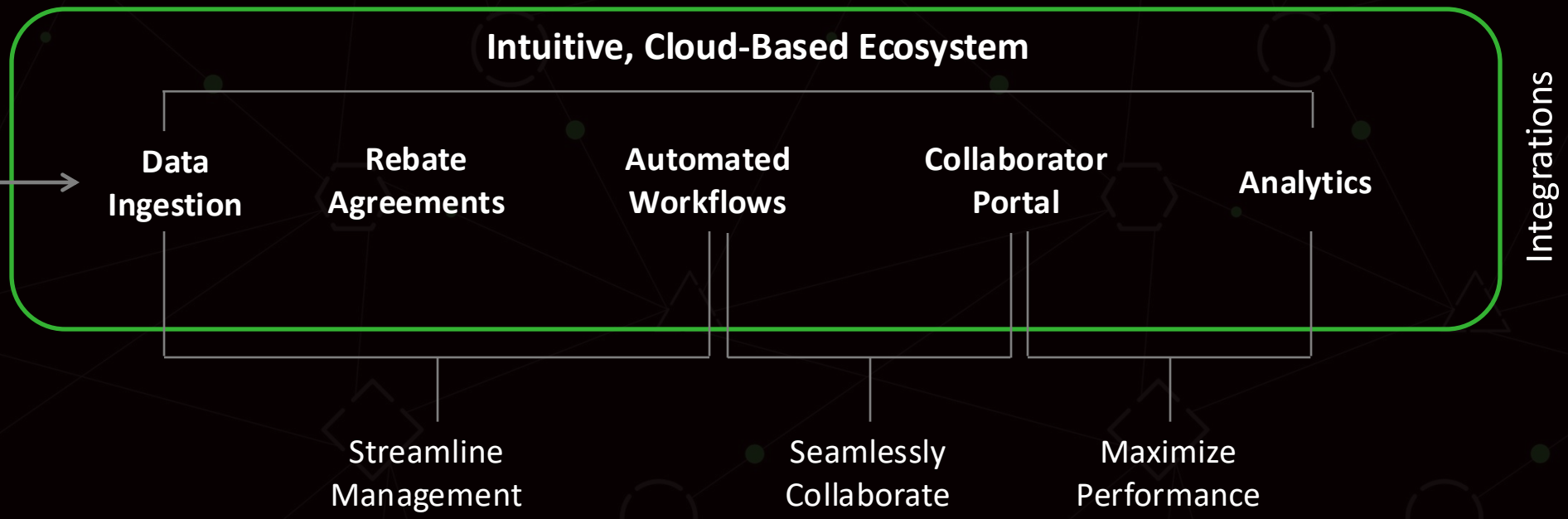
Opportunity Identification

Rebate Software

Rebate Performance Platform

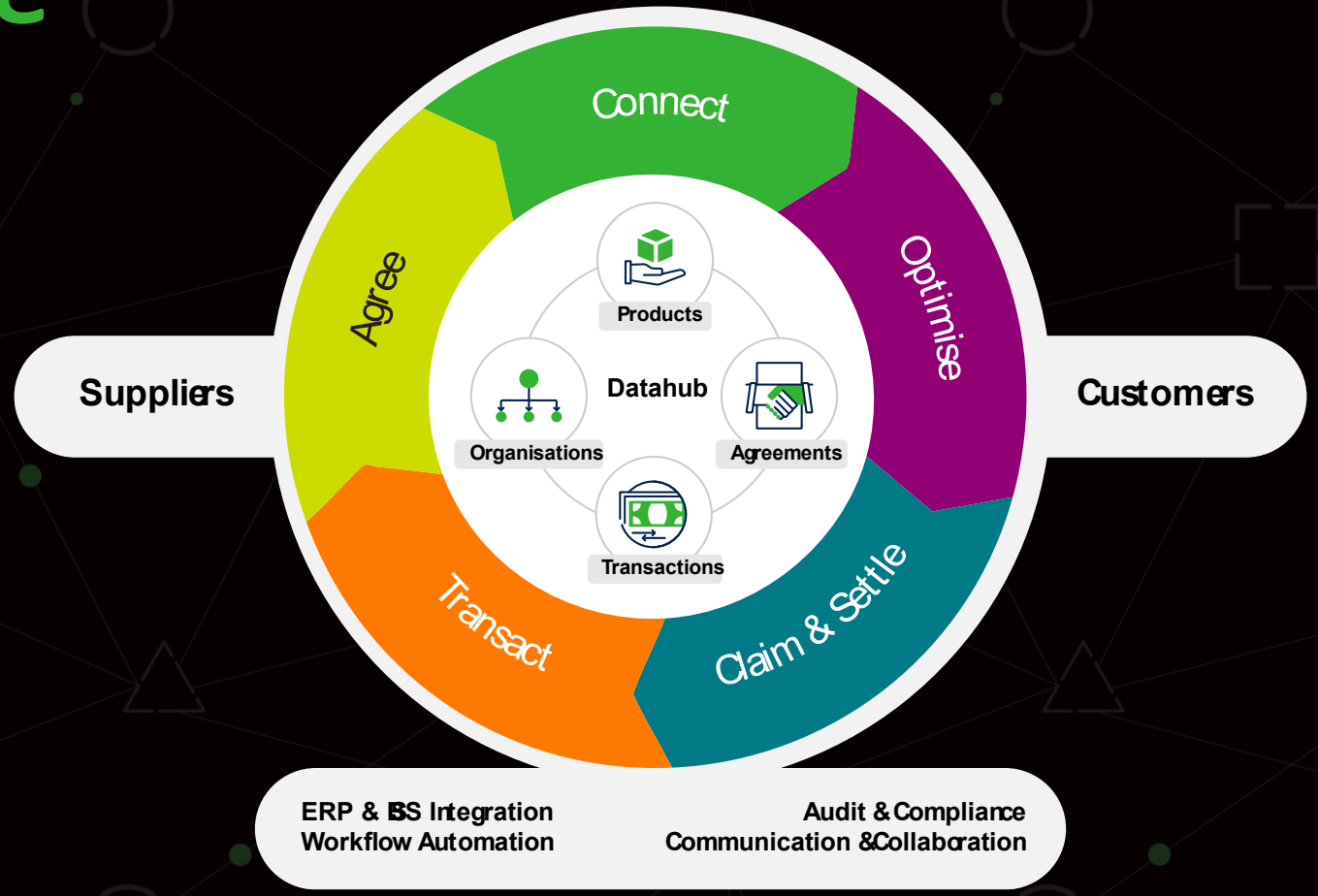
One platform for Rebate Performance

- Volume rebates
- Special Pricing Agreements
- Promotions
- Commissions
- Market Development Funds (MDF)
- Royalties
- Co-ops



The collaboration platform for rebate management

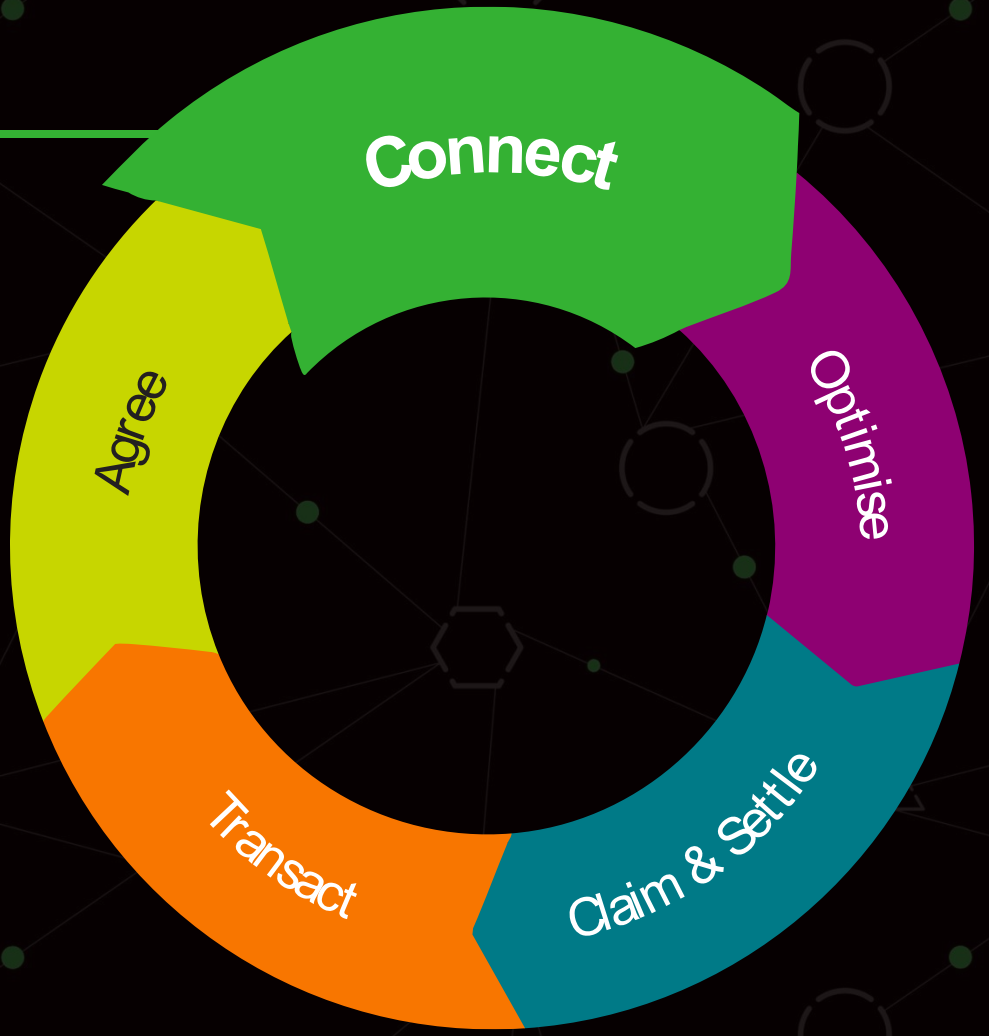
- Designed to manage the full life cycle of a rebate program
- A datahub with standard agreement modeling, performance tracking and insights for profitability planning
- Architected for enterprise scale and powered by AI



Connect

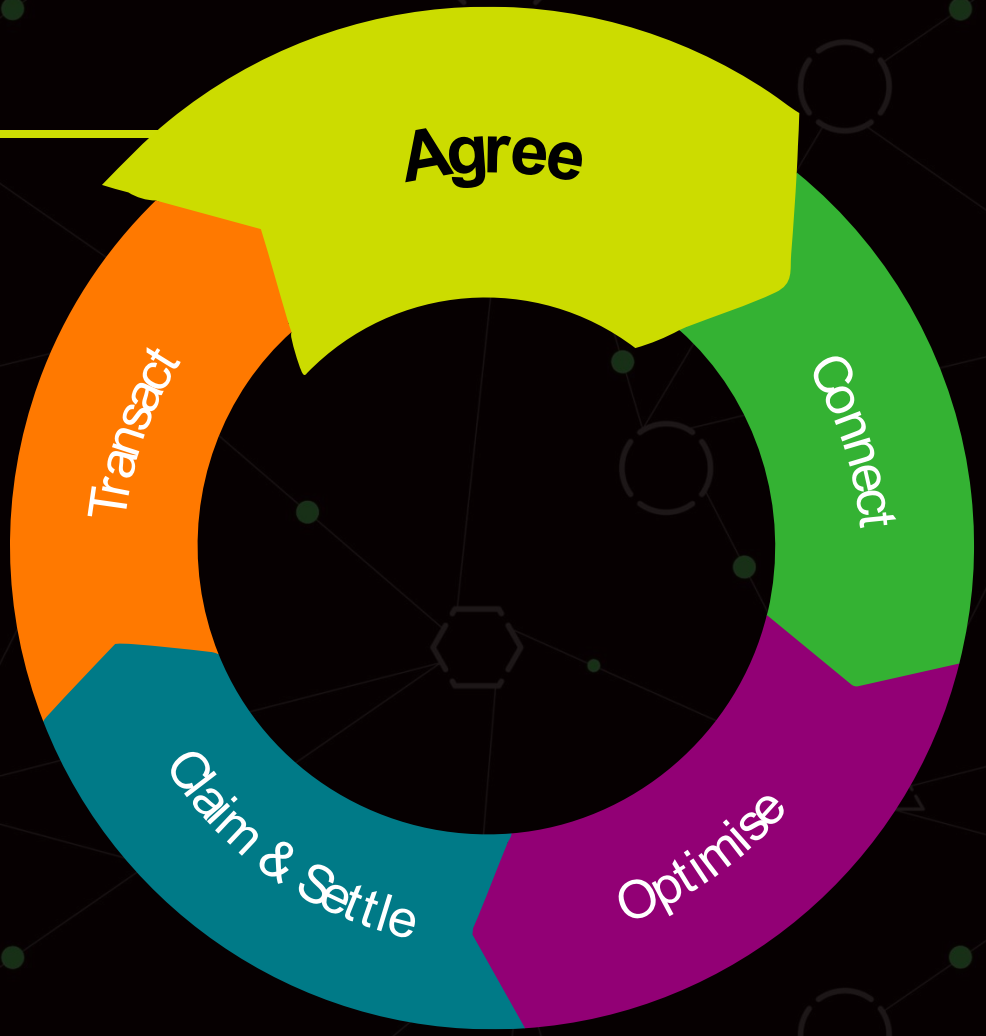
Establish a connection between business partners.

Initiating communications and the sharing of necessary data.



Agree

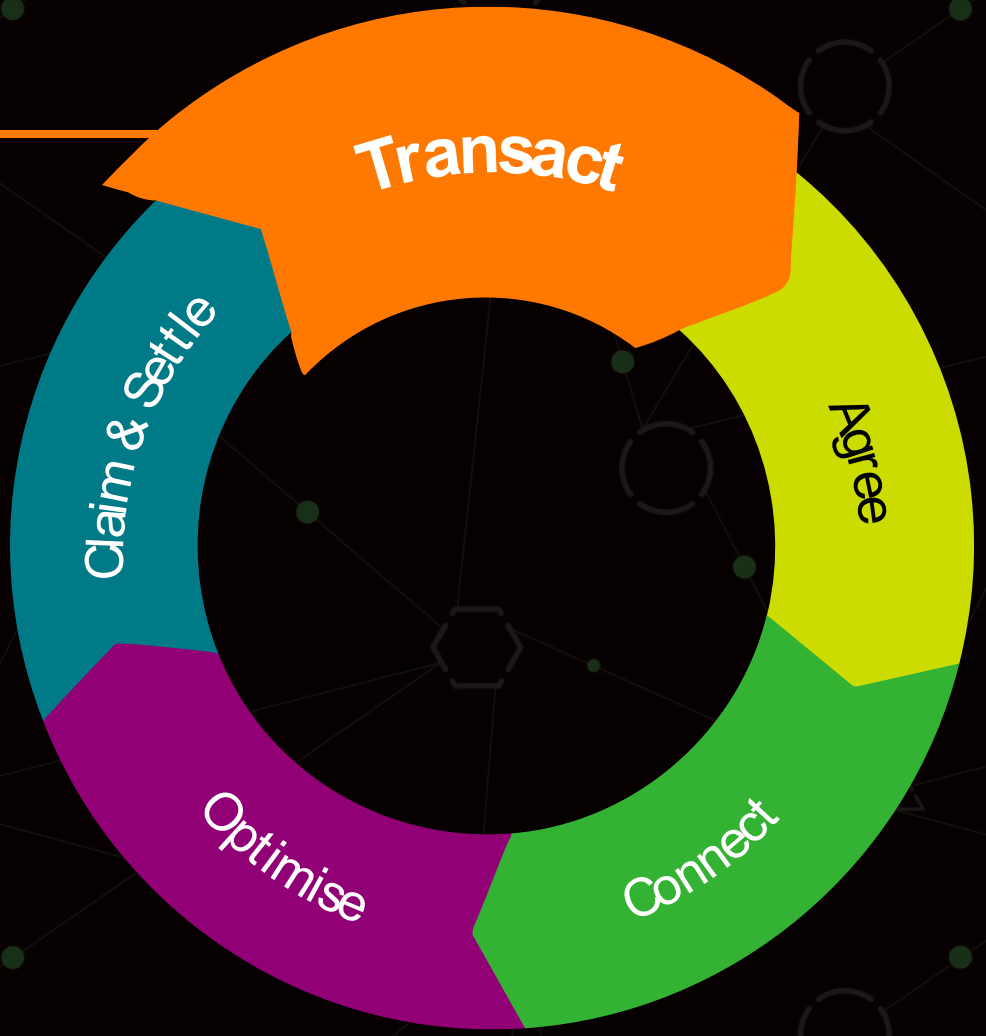
Negotiations happen, the details of the agreement are hammered out.



Transact

Sales transactions take place.

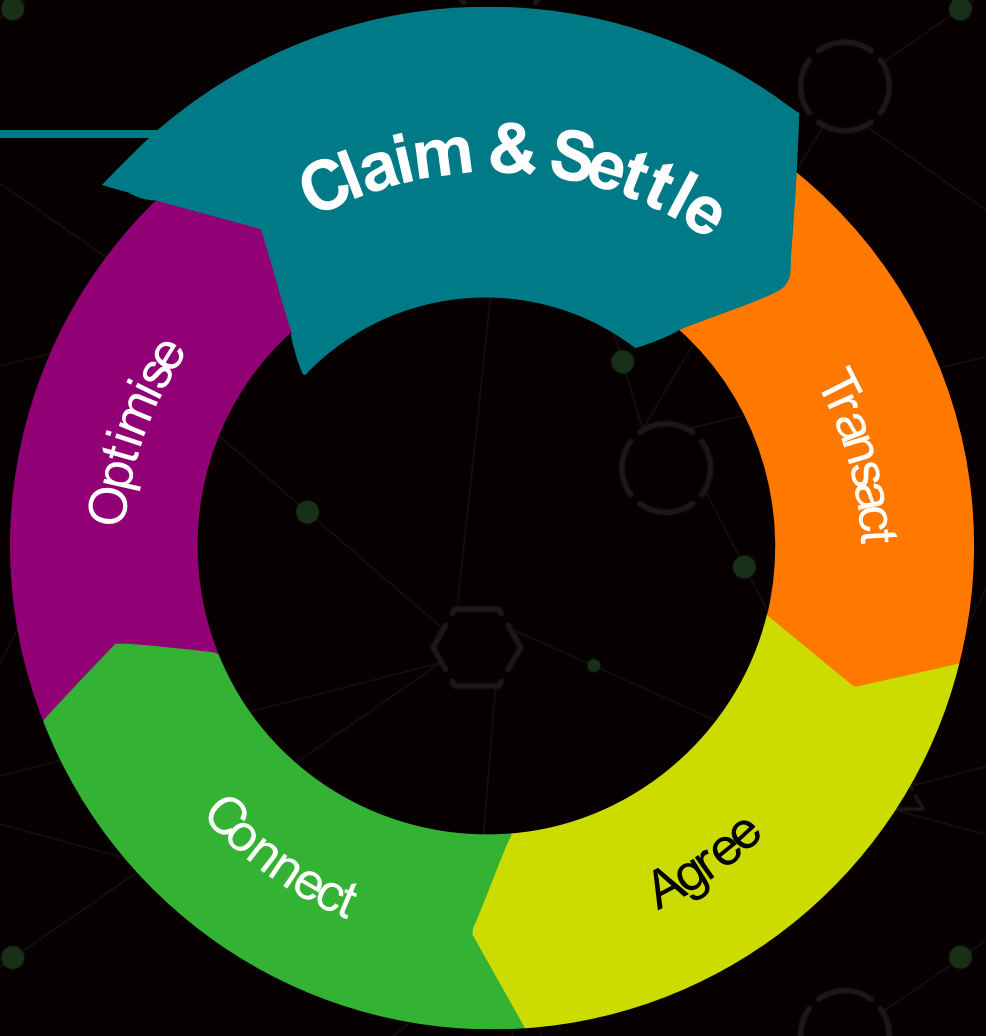
Transactional data is ingested, matched against rebates agreements and rebates are calculated.



Claim and Settle

Claims & settlement process is managed end-to-end.

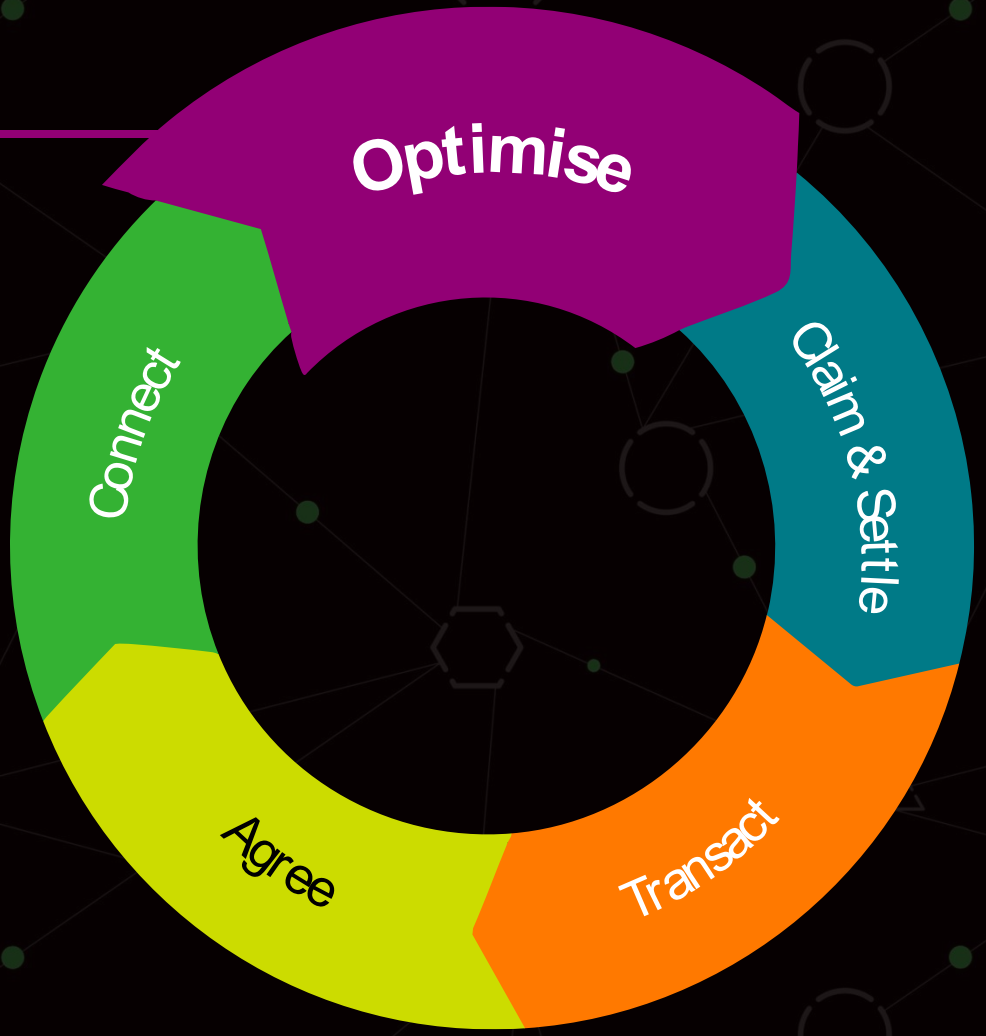
Automated solution, streamlining the entire process, ensuring accurate calculations, and strengthening partner relationships.



Optimise

Analytics to better understand program profitability and performance

Actionable insights supporting data-driven decisions and future improvements.



Mission

To enable trusted trading relationships to serve customers better together

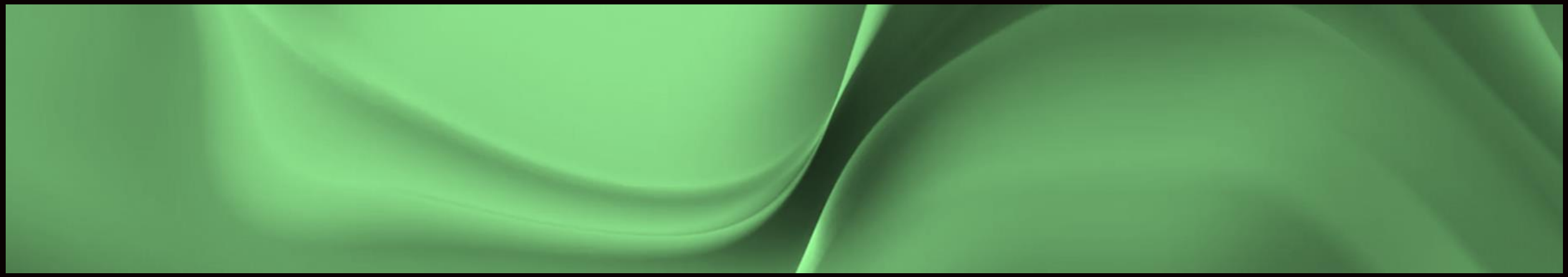
enable
Rebate Management Platform
Nasdaq
Foot Locker

Investing in our team and product TO EMPOWER YOU

Claims

AI

PREPARE FOR THE



People

Processes

Technology

Rebates are not a cost. They're strategic opportunities to be leveraged for growth.

Global Channel, Sales District
and Pricing Operations
Director 3M
DeAnn Hammer

Rebates are strategic.

They’re key to **driving behavior**.
To **increasing margin and sales**.
To **helping businesses grow**.

To support **differentiated pricing** through distribution, and to rebuilding **loyalty and trust** between partners.

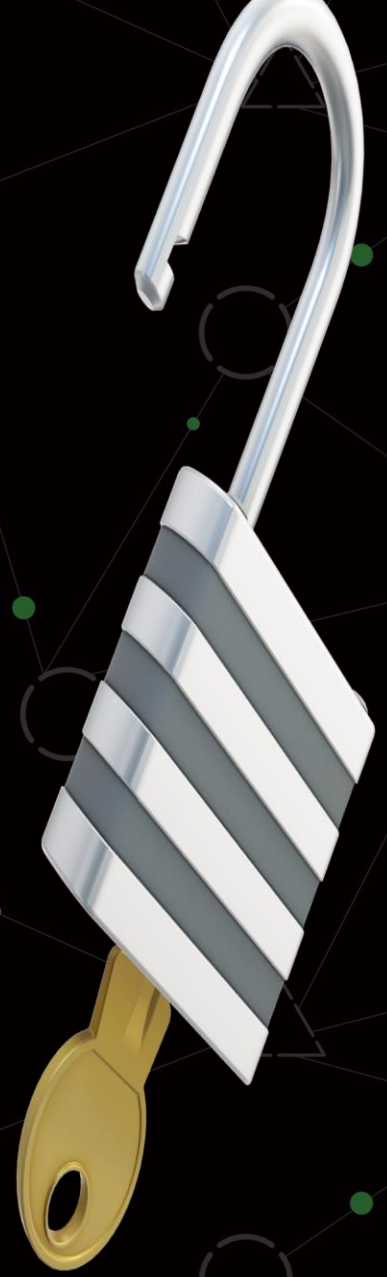
Global Channel, Sales District
and Pricing Operations
Director 3M
DeAnn Hammer

Doing what's always been done

One size fits all approach

Jay
McBain
Chief Analyst
Canalys

Unlocked £1.9 million commercial realisation due to improved commercial strategy



40% year-on-year increase
in total revenue from rebate programs

Additional £2.4 million earned from £60 million in rebatable sales

Cut payment timeframes from 12 to 4 weeks, freeing up accrued cash and enhancing cash flow

Expanded their vendor rebate programs by over 100%, leading to rebate growth of 83% within just one year

Technology Evolution

90%

of the world's data was generated in **last two years alone.**

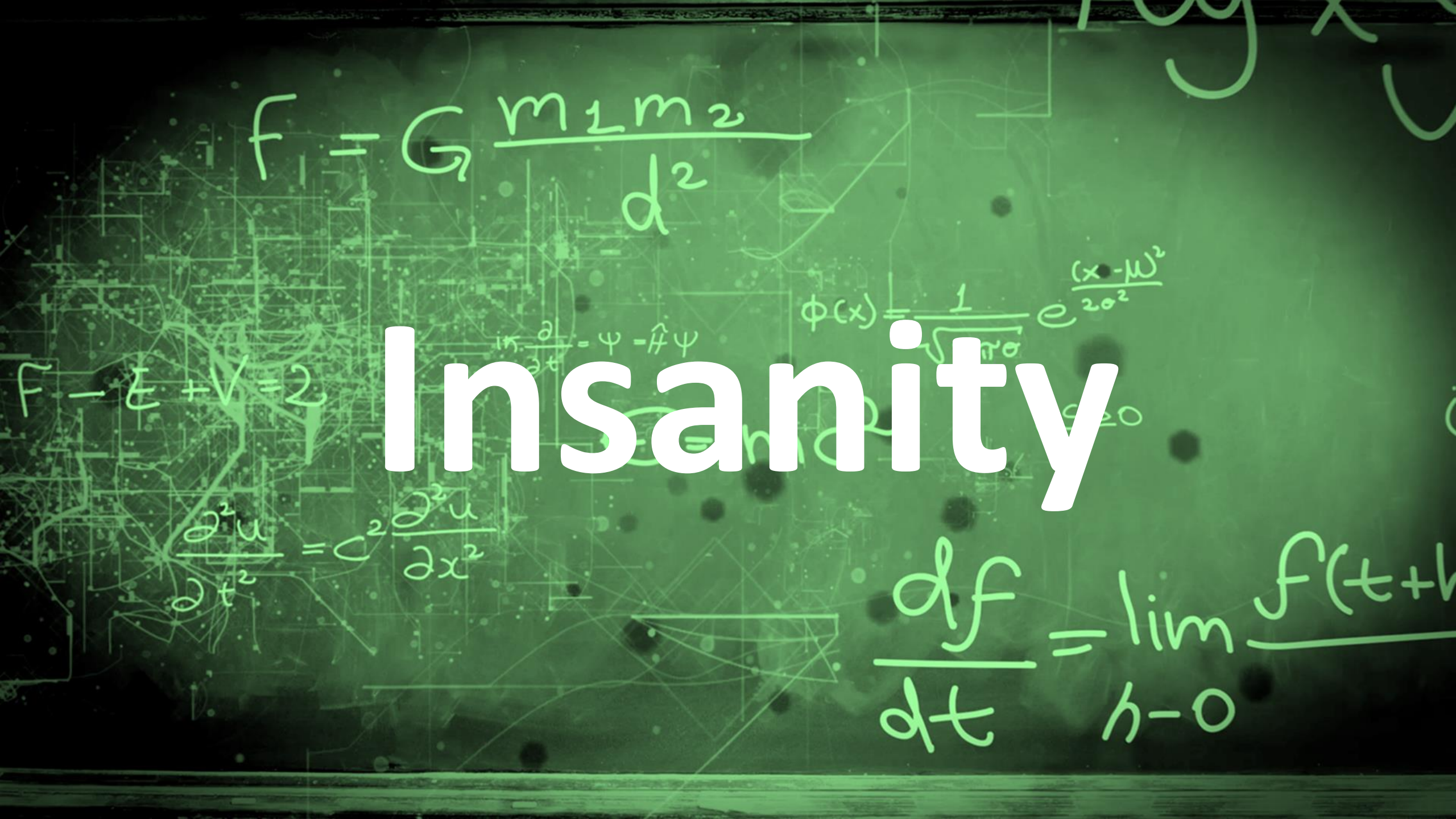
Rebate Management

AI
Data

Natural Language Processing

What Got Us Here | Won't Get Us There

Adaptation


Insanity

Rebate
Reset

1. Reflect

2. Strategize

3. Transform

TIME TO EVOLVE

YOU
ARE
THE
CHANGE

“Discounts are quickly forgotten, but rebates are earned.”

You can create a competitive advantage

Collaboration

Seamless
Extension

You are the change your organization needs to thrive

Elevate
by Enable
UK