

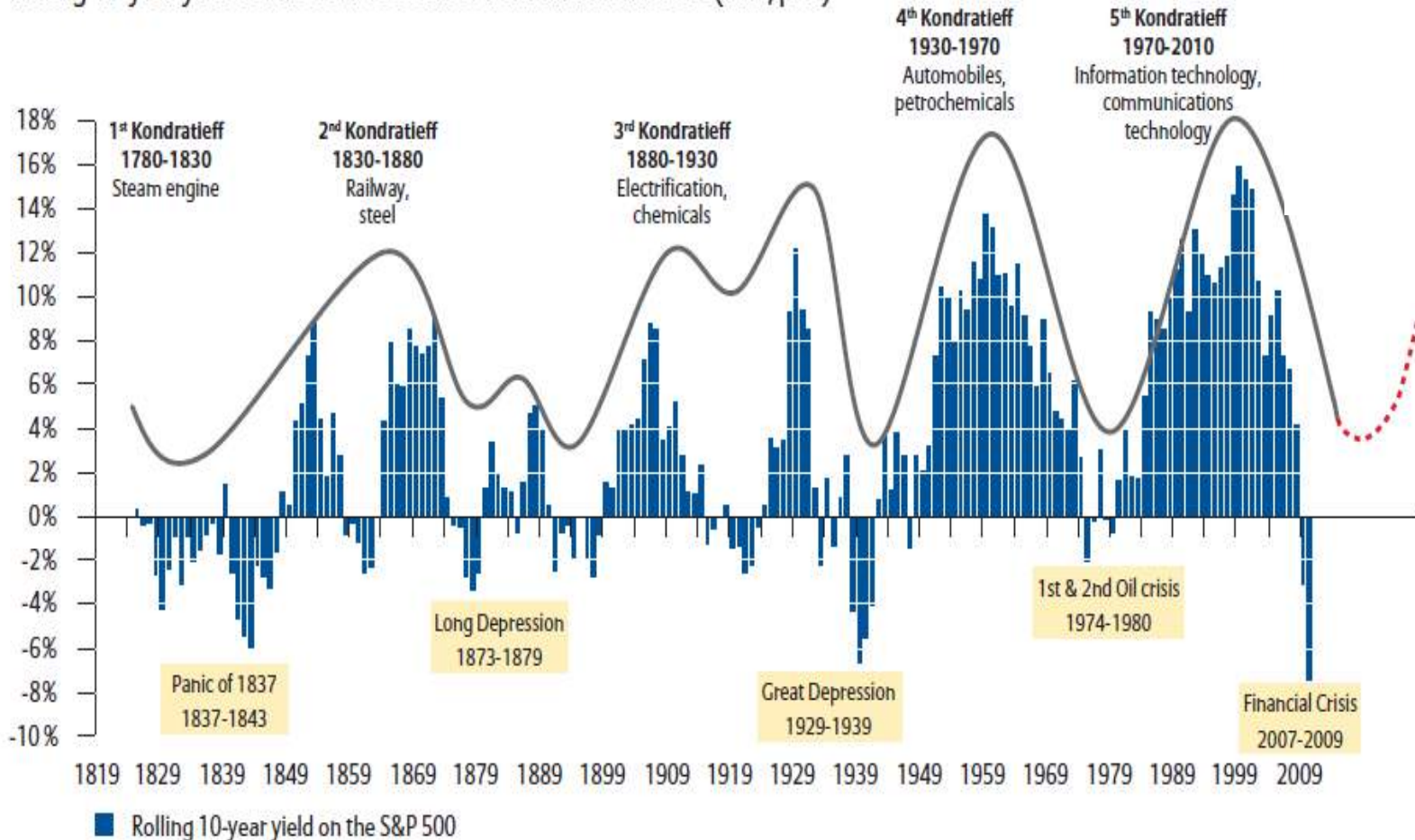
Purpose and
Platforms:
Harnessing the
power of cooperation





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

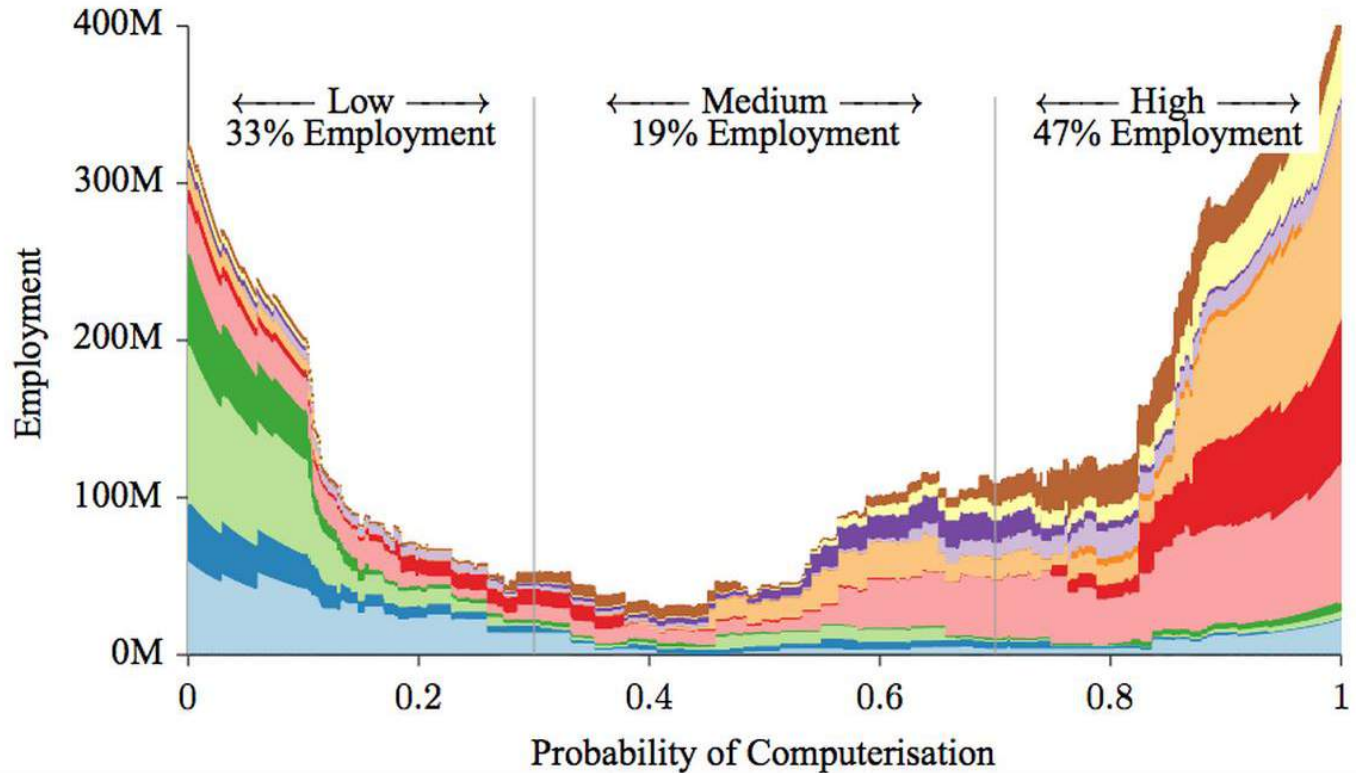
most people are focused on
making machines smarter.

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

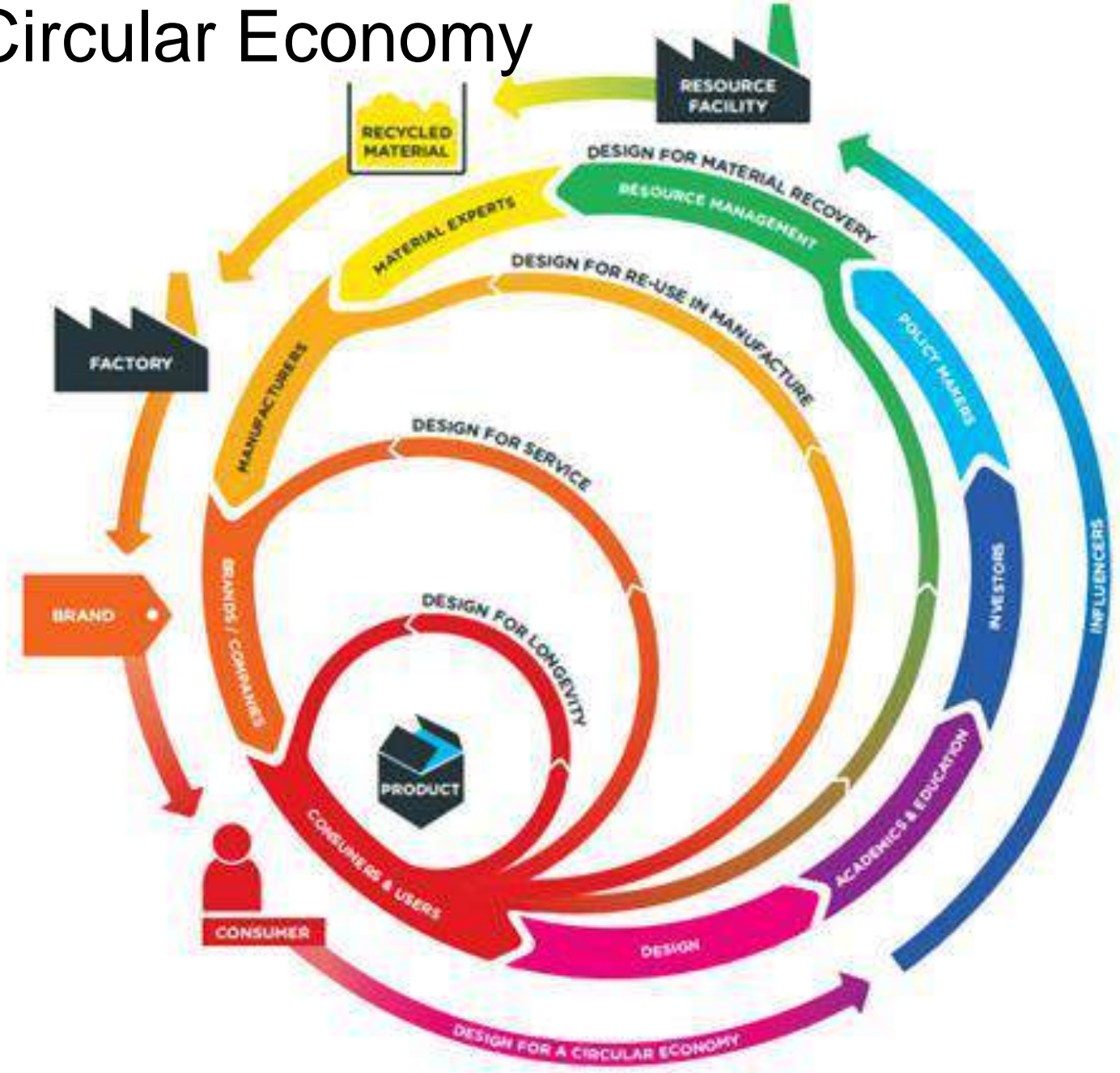
the human brain is still
the best display ever made™

The nature of work

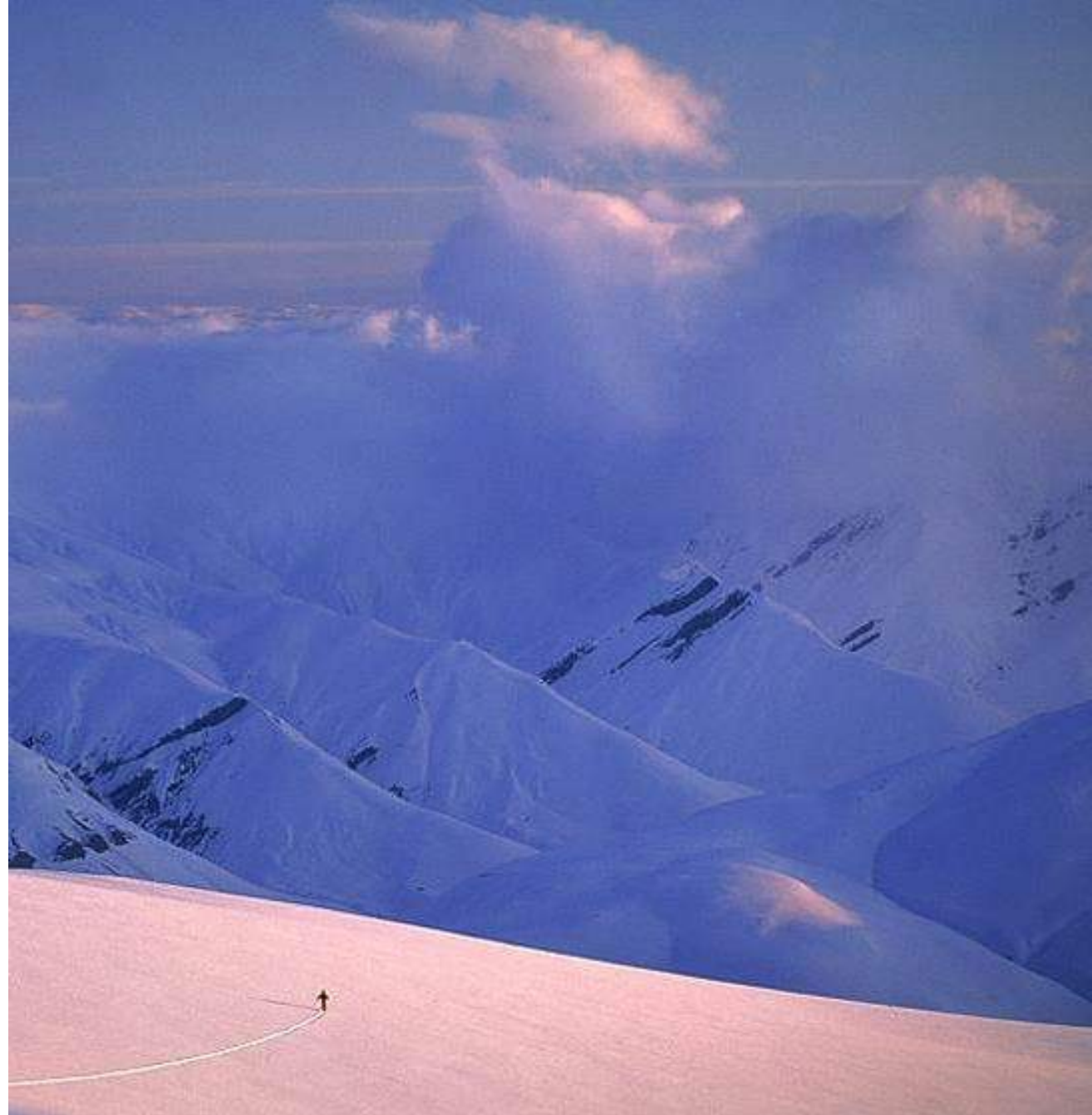
- Management, Business, and Financial
- Computer, Engineering, and Science
- Education, Legal, Community Service, Arts, and Media
- Healthcare Practitioners and Technical
- Service
- Sales and Related
- Office and Administrative Support
- Farming, Fishing, and Forestry
- Construction and Extraction
-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



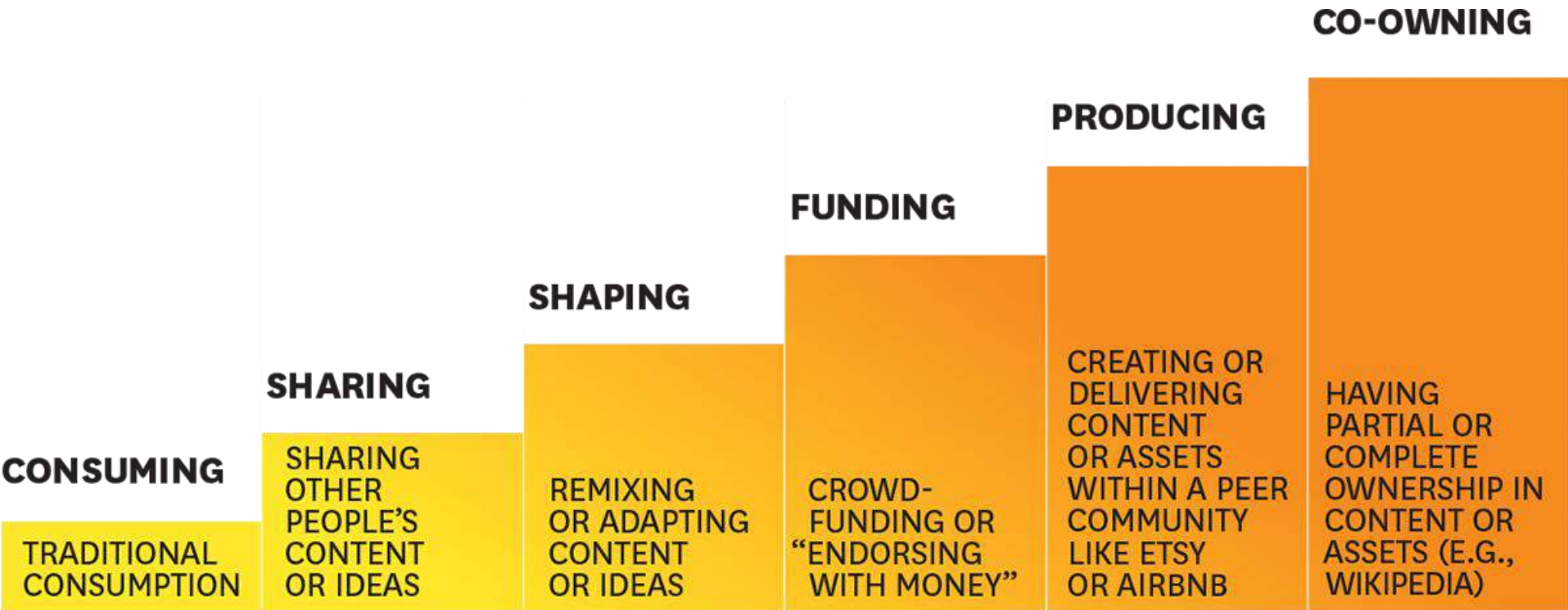
The Circular Economy



The Cooperative Opportunity



The Power of Platforms



SOURCE JEREMY HEIMANS AND HENRY TIMMS "New Power"

HBR.ORG

From Product to Purpose



Meaning



Experience



Service



Product



Commodity



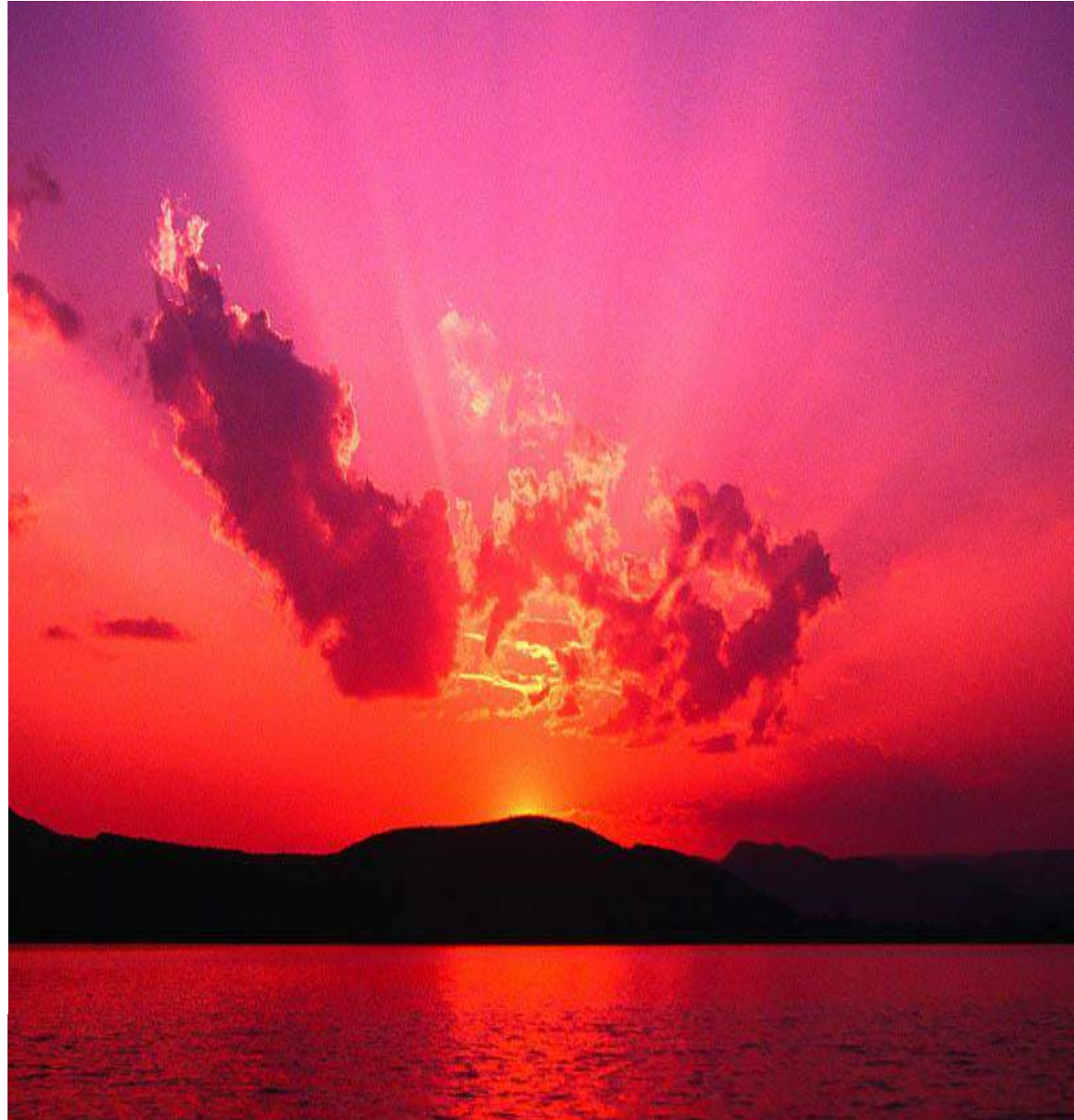
Sendle's Purpose and Platform

We help good
business deliver

Adaptability and change



The Future



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Thank you