equipped

ANALYTICAL INTELLIGENCE

DATA SCIENCE CONSULTING OVERVIEW

2023

PRIVATE EQUITY WIRE
EUROPEAN AWARDS 2022
Most Innovative Technology

ISO
CERTIFIED
27001:2013
COMPANY

About Us

Formed in 2017, Equipped AI is a global analytical intelligence and software company that works with leading real estate, infrastructure and private equity/credit investors.

Our team was built from within an alternative investor, and we know first-hand that data can be a strategic asset to surface actionable insights and ultimately drive superior returns.

To help our clients achieve this, we combine data science and technology to produce and deliver not only clean, structured data but also a fully flexible software intelligence platform (Minerva) across the front and middle offices. The combination of the two provides a single source of truth across the organisation, enabling advanced analytics, scenario modeling, bespoke dashboards, automated reporting, workflows and more.

2017
EQUIPPED AI ESTABLISHED TO SUPPORT ANACAP FINANCIAL PARTNERS' INTERNAL PE AND CREDIT FUNDS

2019
TEAM GROWS TO MORE THAN 30 STAFF, PROVIDING FULL-SERVICE RESEARCH AND ANALYTICS

2020
EQUIPPED SPLITS OUT FROM ANACAP TO FORM WHOLLY INDEPENDENT BUSINESS AND TO SUPPORT EXTERNAL CREDIT, PE AND REAL ESTATE INVESTORS ACROSS EUROPE

2021
TOTAL FACE VALUE OF ASSETS TRACKED EXCEEDS €21bn; HEADCOUNT SURPASSES 50 STAFF.

2022
EQUIPPED SYSTEMS TRACKING MORE THAN 75,000 CLIENT ASSETS ACROSS 20+ COUNTRIES

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Significant directly applicable experience across the alternative investment landscape in multiple geographies

> €25bn
TOTAL FACE VALUE

75,000+
ASSET TRACKED

30
SERVICER INTEGRATIONS

21
EUROPEAN COUNTRIES

AnaCap Financial Partners
Sector – Private Equity, Real Estate, Debt Management
Remit - End-to-end data management, portfolio monitoring and investment analysis

veld capital
Sector – Private Credit, Real Estate
Remit - End-to-end data management, portfolio monitoring and investment analysis

AMITRA
Sector – Non-performing portfolios, Real Estate
Remit - Data management, portfolio monitoring, cash reconciliation

BLAZEHILL
Sector – SME Speciality Lending
Remit – Loan monitoring dashboards, borrower portal, statement generator

John laing making infrastructure happen
Sector –Infrastructure
Remit – Asset Management, Pipeline Monitoring, CRM, Investment Committee & Fund Reporting

QUILAM CAPITAL
Sector – Specialty Finance
Remit – Portfolio monitoring dashboards & investment analysis

novia

Rcapital

MILLEIS BANQUE

AFE Asset Solutions

nest BANK

DANSK SUNDHEDS SIKRING

jobandtalent

belasko.

MRH TROWE

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What We Offer

Data Management and Analytics + Software Reporting and Dashboarding

Data Management

We create a "Golden Data Source" - a granular, accurate, reliable and timely data asset, with automated load and validation processes

Technology Platform

Our digital intelligence platform, Minerva, provides a suite of software solutions for alternative investors including portfolio/business monitoring, pipeline management, CRM, investment committee, compliance and ESG

Data Science + Analytics

We maximise value creation through the application of analytics and data-driven decision making, allowing you to make dynamic, informed decisions

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Equipped | Overview of Maturity Model for Data & Analytics

Embedding Data and Analytics capabilities within an organisation is more of a transformational journey than a sprint

> **Mastering data and building an embedded sophisticated automated BI & Analysis framework, requires many steps of varying difficulty: technological, cultural and organisational**

Increased Data Usage

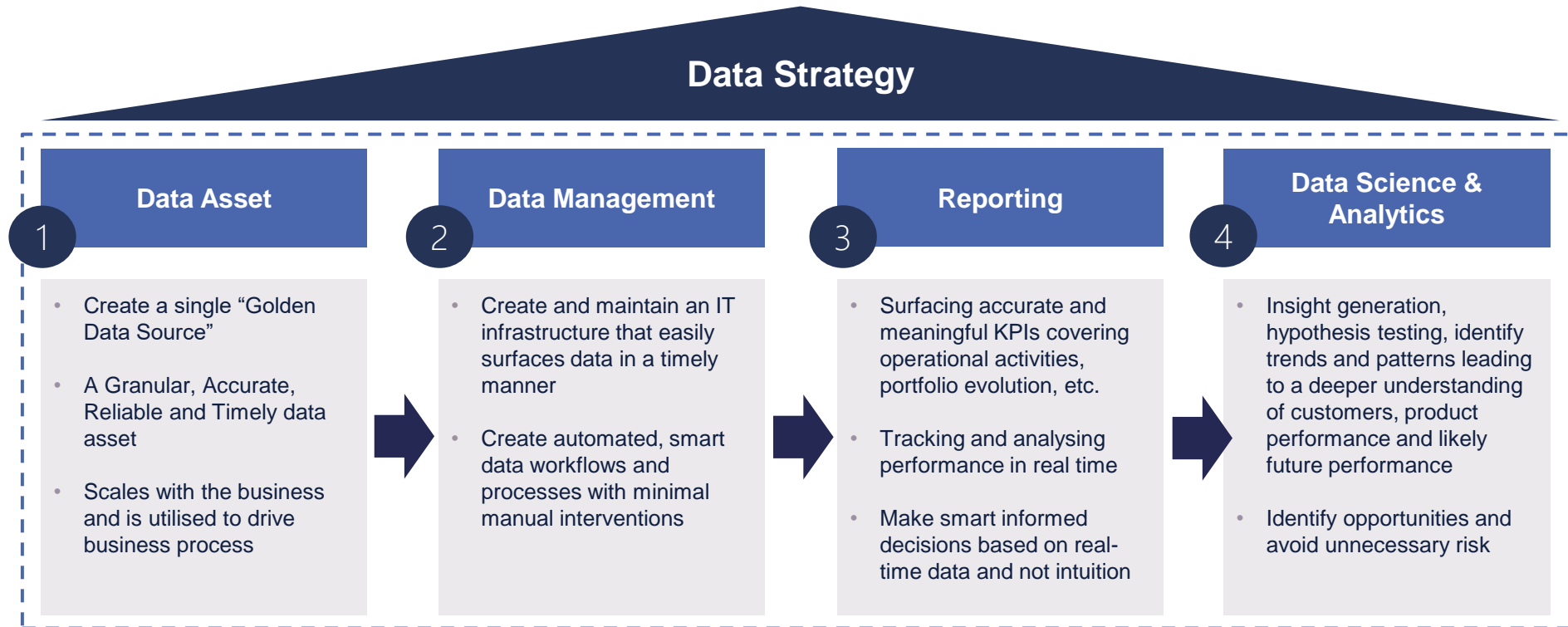| Basic	Opportunistic	Systematic	Differentiator	Transformative
• Data is not exploited • Managed separately in many spreadsheets, silos • People argue about the accuracy of numbers. • Analysis is ad hoc and often impaired or halted due to data availability, accuracy	• IT led innovative, generally an attempt to **centralize** where data is stored & cut costs of maintaining multiple systems • Data Quality remains a major issue, • Reporting is at a high level. • Insight & statistical analysis is hampered by data quality and data gaps **– data is not being fully utilized** • Lack of leadership and cultural awareness	• Data is seen as an asset to be exploited • Data cleansing / automation are employed. • Data Scientist & Engineers are employed to build automated process to convert raw data into actionable insights and granular reporting • Business Champions a data & Analytics culture	• Data & Analytics is used to fully understand the historical performance of the business • Used to drive performance, create new initiative and strategies • C-Suite individual is installed, Chief Data Officer / Chief Information Offer to manage the data asset. • Use of data is directly linked to outcome, ROI is visible. • Data is monetized via new products etc.	• Widespread adoption of automation, technology and data & analytics across the business. • Complex problem solving integrated into analytics functions. • Evidence based organization with deep, rigorous processes in place • Business strategy & competitive advantage based on analytics

Equipped | Building Scalable Businesses

A working data strategy drives scalable sustainable growth and ultimately returns on investments

Data Strategy

Data Asset
1

- Create a single "Golden Data Source"

- A Granular, Accurate, Reliable and Timely data asset

- Scales with the business and is utilised to drive business process

Data Management
2

- Create and maintain an IT infrastructure that easily surfaces data in a timely manner

- Create automated, smart data workflows and processes with minimal manual interventions

Reporting
3

- Surfacing accurate and meaningful KPIs covering operational activities, portfolio evolution, etc.

- Tracking and analysing performance in real time

- Make smart informed decisions based on real-time data and not intuition

Data Science & Analytics
4

- Insight generation, hypothesis testing, identify trends and patterns leading to a deeper understanding of customers, product performance and likely future performance

- Identify opportunities and avoid unnecessary risk

Scalable Growth

- **A working data strategy drives scalable growth** – gaining market share in a consistent and sustainable way through value creation and actionable insights

- **Customer insights** – to gain and keep customers, you want the best products and services. Very few companies collect that data or even mine it: churn analysis, customer satisfaction / complaint analysis, building constant feedback loops, drilling down and understanding customer behaviours and the drivers of that behaviour, discovering unfulfilled needs (new products)

- **Operational insights** – as the operation scales it needs to become fast and efficient, control costs and develop positive feedback loops to multiply success but also avoid inefficiencies, bottlenecks and increased manual effort or interventions as the business scales (i.e. a constant reconciliation activities)

Equipped | Key Challenges

Key challenges limit many business from reaching their full potential

Key Challenges		Proposed Solutions
Data Quality	• Data quality issues are encountered *reactively* throughout the business due to a lack of automated data validation processes • Problems linking disparate data sources; data cleaning is required • Data fields have contradictory information or inaccurate mapping which impedes analysis and insights	• Implement an automated data quality framework, identify data issues early and address them via a systematics approach tailored to fixing the root cause and cutting out all subsequent occurrence of the issue • Develop detailed metadata sets to measure the completeness and quality of business metrics over time while developing a deep evidential understanding from where data quality issues originate
Lack of Automation	• Business activities are heavily siloed and people dependent, representing many key man risks • Processes are manual and iterative due to unsolved data quality & reconciliation issues • KPIs and key pieces of analysis are not trusted due to the presence of obvious errors or overarching data gaps / issues	▪ Fully catalogue all KPIs and map to the required data, thereby derive new meaningful KPIs and replace ones that are unclear or no longer relevant ▪ For all repeated reports and analysis implement an automated calculation engine that produces a set of reporting datasets centrally that can be audited and reproduced as required ▪ Create reporting templates that can be automatically populated and published
Lack of Data Utilisation	• Data is not readily flowing into commercial and operational insights constraining value-add initiatives • Analysis is limited or curtailed by quality issues. • Urgent analysis can take a significant amount of time to be produced and will often require updates to the data warehouses	• Leverage the data that is currently available while also conducting additional cleaning and reconciliation exercises to surface meaningful insights that the business can use to drive improvements / initiatives • Hire an experienced in-house business intelligence backend developer to provide additional bandwidth and run multiple improvement projects in parallel • Hire an experienced data scientist and establish strong feedback loops that educate the data ops team and the business about the patterns within the data.

Equipped | Data Quality First

Addressing data quality first creates a virtuous circle leading to improved reporting /analysis that ultimately feeds back to even more improved data and actionable insights

Improved Analysis

Improved Data Quality

Improved Reporting

Hardest to do but also the most rewarding.

Recurring Positive Feedback

- Positive recurring feedback loop - Improving data quality allows the business to build confidence in the reporting which in turn generates deep and detailed questions that drive the analytics which in turn asks more of the data.

- Negative recurring feedback loop - Building reporting on bad data erodes confidence and results in manual interventions and one-off hacks that accumulate further eroding the data

Equipped | Example Portfolio Company Journey

We Invest time, energy and expertise in taking a portfolio company on a journey to *master their data* and leverage it as a strategic asset

Data & Analytics Due Diligence

Data Strategy & Roadmap

Development and Implementation of a Quality Control Framework
- Automating data workflows
- Database and Schema Optimization

Calculation engine to automate KPIs and report generation
- Defining and Mapping KPIs
- Creating Reporting Templates

Roll Out of Advanced Analytics
- Dynamic Customer Segmentation
- Propensity Scoring
- Deep Learning

Acquisition Closing

Exec Buy in and Roadmap Creations

- We create a single "Golden Data Source"
- Develop and automate the data work flow processes, removing key man dependencies
- Cleanse the existing data and implement a robust automated QA framework for detecting and handling data issues

- Creating appropriate and meaningful KPIs
- Gathering consensus and documenting the logic and interpretation of KPIs
- Creating a calculation engine and reporting layer in the data infrastructure so report generation can be parametrizable and scalable

- Use data to directly answer key business questions
- Link data to outcomes and analyse to fully understand the drivers of performance.
- Utilise advanced analytics techniques to identify risk and opportunities but also put scientific rigour and discipline around decision making
- Explore emerging trends and patterns to generate new products and services

We aim to accelerate portfolio companies on their data and analytics journey, add in robust and scalable process and utilize data as a strategic asset that will drive operational efficiencies and sustainable growth

9

Equipped | Data & Analytics Due Diligence

Our Data Due Diligence service combines a deep understanding of data, technology and analytics to ensure our clients develop a clear roadmap to the future, ensuring data is fit for purpose, ready to be consumed by the business and drives future success

Through Rigorous Due Diligence, Investigation and Consultation with Management we Produce a Long-Term Strategy

Data Infrastructure	• Data model – schema & supporting diagrams • Data storage & management • Data processing & manual interventions
Data Quality	• Availability of historical data • Data cleansing / automation • Standardisation & systemisation of data
BI Platform	• Data preparation & quality controls • Availability of meaningful key performance indicators • Review of MI processes – robustness & scalability of the platform • Quality of information provided • Reporting life cycle
Use of Analytics	• Culture & application of analytics across the business • Presence of segmentation, scoring or clustering models • Analysis of historical performance
Strategic Development	• Presence of an overarching data & analytics strategy • Roadmap for future development • Ownership & accountability among the senior management team

Data & Analytics Strategy

Data Management

Unlock & leverage your data asset to quickly surface opportunities, feed the analytics engine and generate operational intelligence

The Equipped team understands that behind every operation there are meaningful data insights that must be mined and acted upon to drive improvements and superior returns.

Automated Data Feed Integration

Our digital intelligence platform, Minerva, provides a suite of automated solutions for ingesting and transforming structured & unstructured data from multiple sources into a unified, working schema

Quality Assurance Framework

We create sophisticated fully automated QA processes that test data feeds for data quality, accuracy, consistency and business logic issues that can be quickly flagged for resolutions, protecting the overall quality of the data asset
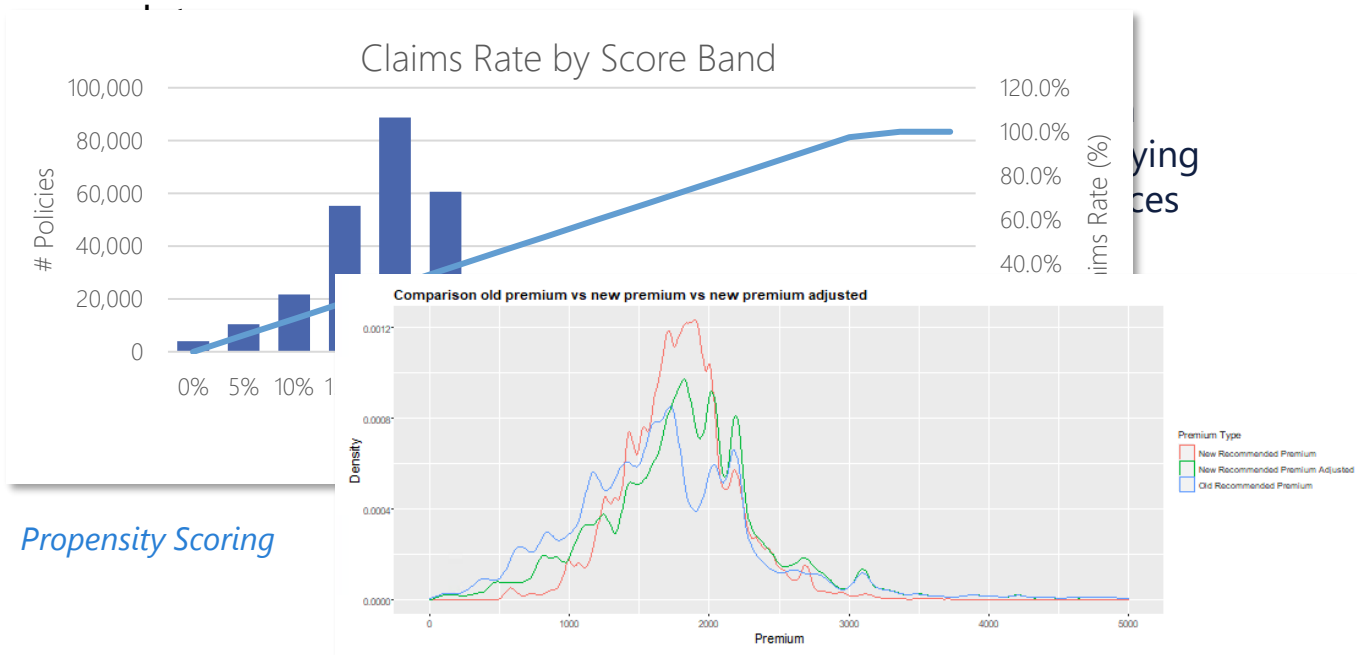
Data Engineering

Our team of data engineers are experts at converting structured & unstructured data into a centralized, strategic asset

Data Due Diligence

Our Data Due Diligence service combines a deep understanding of data, technology and analytics to ensure our clients' data is fit for purpose and ready to be consumed by the business

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Predictive Analytics

Utilise statistical algorithms and machine learning techniques to accurately predict future outcomes based on historical data


Claims Rate by Score Band

Propensity Scoring

Comparison old premium vs new premium vs new premium adjusted

Premium Type
- New Recommended Premium
- New Recommended Premium Adjusted
- Old Recommended Premium

Gamma Distribution Modelling

Data Mining

A deep dive into the statistically meaning relationships within the data to uncover hidden patterns / correlations and understand the true dynamics of performance
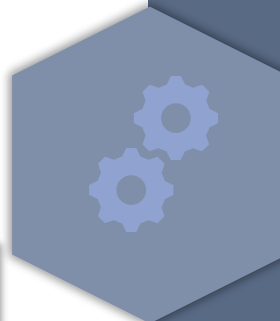
Statistical Modelling

Developing & extrapolating mathematical models based on observed, measurable statistical behaviours to produce rational explainable predictions

Machine Learning

Utilising Machine learning algorithms to analyse data, decompose complex behaviours and accurately predict future outcomes

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Granular Operational Reporting

Equipped can aggregate both quantitative and qualitative data from multiple sources to allow for highly dynamic and detailed operational tracking
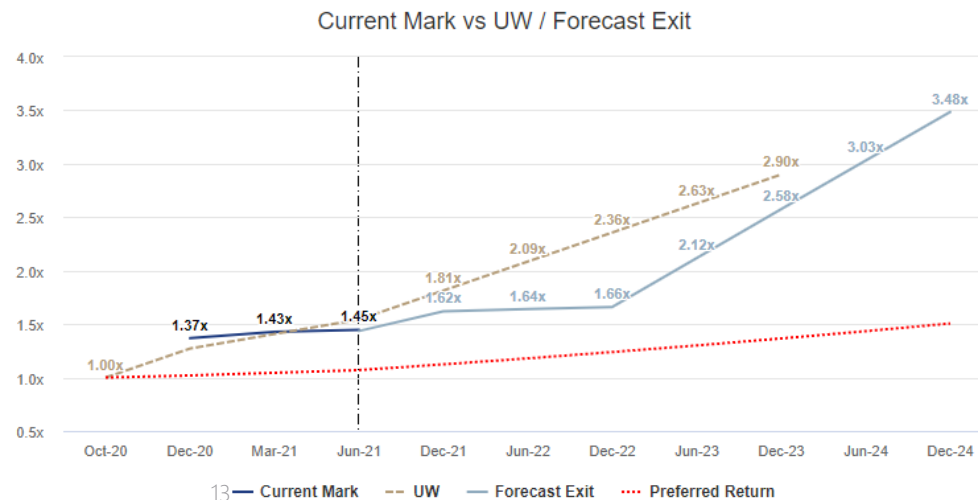
Operational KPIs and modelling assumptions can be surfaced and closely monitored and pockets of opportunity and risk quickly identified to enable informed, timely decision making

P&L   Balance Sheet   Key Trends

GBP '000	July 2021			YTD			Prior Year	
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Variance
Fees	2,915	3,025	(110)	19,785	19,910	(125)	4,103	15,682
Other Income	105	87	17	696	626	70	29	667
Gross Revenue	**3,019**	**3,112**	**(93)**	**20,481**	**20,536**	**(55)**	**4,132**	**16,349**
Staff Costs	(1,516)	(1,308)	(208)	(11,106)	(11,443)	337	(1,125)	(9,981)
Marketing	(62)	(101)	39	(484)	(679)	194	(308)	(176)
IT	(775)	(739)	(37)	(5,058)	(4,942)	(116)	(590)	(4,468)
Premises	(102)	(111)	9	(793)	(783)	(9)	(79)	(713)
Legal & Professional	(200)	(182)	(18)	(3,551)	(3,080)	(471)	(228)	(3,322)
Other Admin	(68)	(43)	(25)	(240)	(238)	(2)	(1,250)	1,009
Total Overheads	**(2,723)**	**(2,485)**	**(239)**	**(21,232)**	**(21,165)**	**(67)**	**(3,581)**	**(17,651)**
EBITDA	**296**	**628**	**(332)**	**(751)**	**(629)**	**(122)**	**550**	**(1,301)**
Exceptional Items	356	0	356	3,943	3,747	196	0	3,943
Proforma Items	286	257	30	1,757	1,677	80	-	-
Adjusted EBITDA	**938**	**884**	**54**	**4,950**	**4,796**	**154**	**0**	**4,950**
Depreciation	(162)	(170)	8	(999)	(909)	(89)	(55)	(944)
Interest	(344)	(344)	(0)	(1,411)	(1,424)	13	0	(1,411)
Normalised PBT	**(210)**	**114**	**(324)**	**(3,161)**	**(2,963)**	**(198)**	**496**	**(3,657)**
Tax Charge	(18)	(22)	4	(239)	(79)	(160)	0	(239)
Statutory PAT	**(228)**	**93**	**(320)**	**(3,400)**	**(3,042)**	**(358)**	**496**	**(3,896)**

Current Mark vs UW / Forecast Exit

Current Mark: 1.37x, 1.43x, 1.45x
UW: 1.00x, 1.62x, 1.81x, 2.09x, 2.36x, 2.63x, 2.90x
Forecast Exit: 1.64x, 1.66x, 2.12x, 2.58x, 3.03x, 3.48x

Oct-20 Dec-20 Mar-21 Jun-21 Dec-21 Jun-22 Dec-22 Jun-23 Dec-23 Jun-24 Dec-24

—— Current Mark   - - UW   —— Forecast Exit   ···· Preferred Return

13

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Team | High calibre & experienced

Integrated London and India Analytics, Data, Product and Business Intelligence units

Edward Green
CEO
Ed is responsible for Equipped's overall strategic direction. Prior to joining Equipped, Ed was a Partner at AnaCap FP, most recently as head of the firm's European Credit Platform. Previous to that role, Ed spent ten years as part of AnaCap's PE value creation team. Ed played a crucial role in developing the Minerva software technology platform as well as building out Equipped's managed services solution. He is a CFA Charterholder with over 18 years of investment and operational experience.

Douglas Trafelet
Business Development Director
Douglas heads Equipped's business development efforts. He has more than 20 years of sales and marketing experience in the financial services industry. Douglas has opened offices, gone to market and built commercial and research teams in Europe, the US and Asia. His previous roles within private markets include leadership positions at firms including PitchBook, Moonfare, Dealroom and Coleman Research Group.

Matthew McKenna
Head of Minerva
Matthew is responsible for Equipped's software development and is the original creator of Minerva; building on years of R&D and experience at AnaCap Financial Partners. He has 15 years of Business Intelligence, Software Development and Product Management experience.

Atul Arora
Managing Director
Atul crystallized the concept of Equipped as a standalone technology solutions business for the alternative investment industry. After joining the team in 2019, Atul leveraged two decades of experience to coherently define and integrate Equipped's software and services into Equipped's enterprise-grade platform offering. He is an alumnus of BITS (Pilani) and ISB (Hyderabad).

Stephen Connolly
Managing Director
Stephen oversees Equipped's analytics and machine learning activities, with a keen focus on leveraging data to provide deep insights and operational intelligence. Stephen has over 15 years' experience in financial services, solving complex data, modelling and financial analysis problems across a wide variety of sectors.

Praveen Kumar
Manager, Data Operations
Equipped's technical deliver manger with more than 15 years experience, including roles with Barclays, Cognizant and DXC Technology.

Equipped AI team focused on delivering standardized, scalable and automated services