

# Strategy and Progress

**Blanco has a worldwide footprint to sell and service its target markets and all three market segments have an immediate need to buy Blanco's products due to various trends, including regulation, environmental, security risks and technology change. This expansion will be generated through direct sales and increasingly indirect channels via our international partners.**

**A financial summary of our segment and three end user markets is provided in note 3 to the financial statements.**



## Mission

To deliver the highest quality technology and efficient data management processes by leveraging our global expertise in data and asset lifecycle solutions



## Vision

To enable companies to responsibly manage their data by erasing concerns for organisations worldwide

## Enterprise / Data Centre

### KEY OBJECTIVES

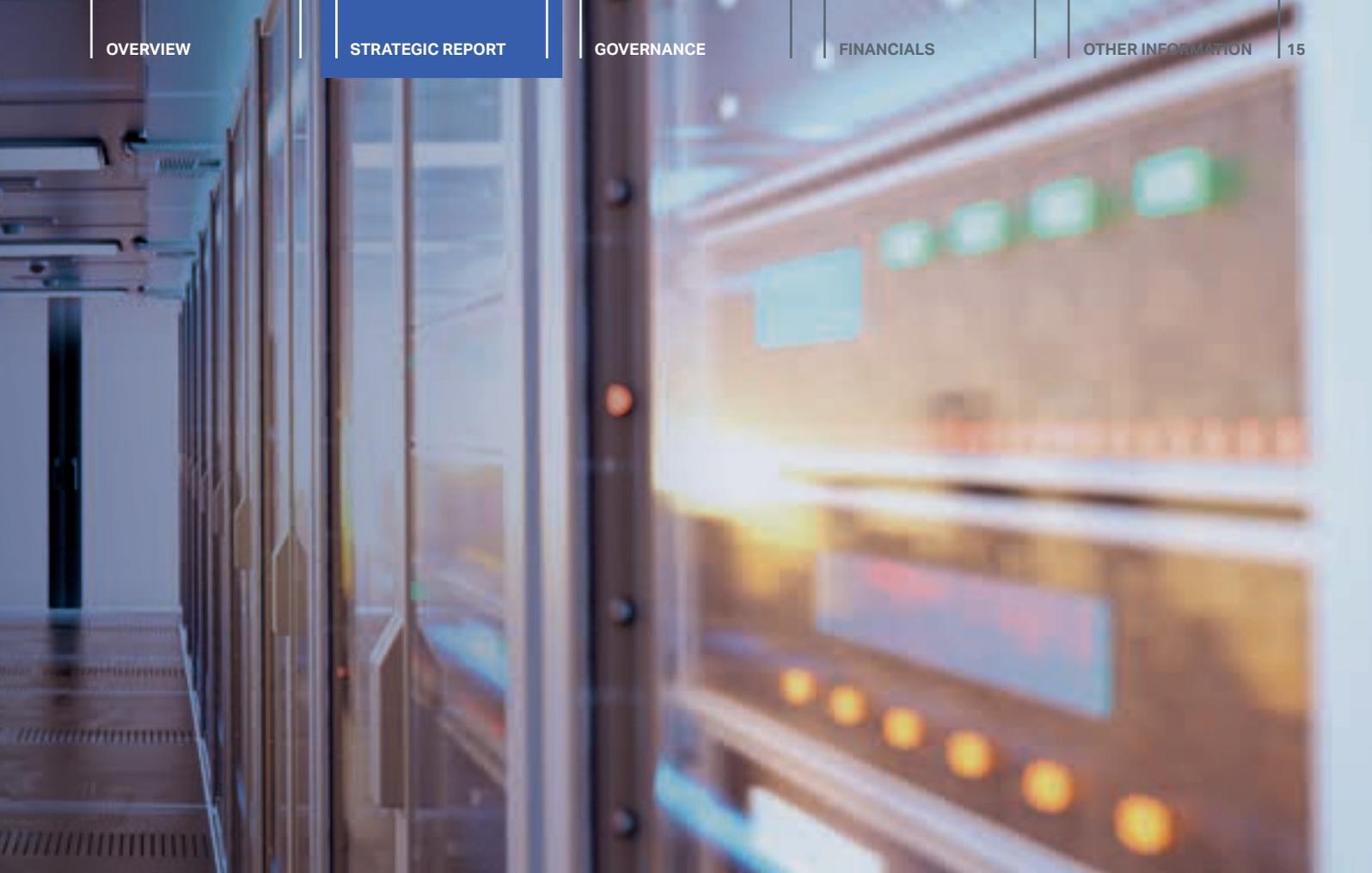
- Increase revenues through the development of indirect sales channels, comprising both OEM and channel partners
- Continue to develop intellectual property to provide a best in class solution for customers

### PERFORMANCE

- Revenue increased by 13% to £11.7 million (FY 2019: £10.3 million)
- Channel sales increased by 3% to £5.1 million (FY 2019: £4.9 million)
- Achieved "Advanced Technology Partner" status with Amazon Web Services ("AWS") in December 2019 and launched services on the AWS marketplace in June 2020.

### COMMENTARY

- The Group will continue with the existing strategy over the coming years to enable organisations to cope with the increasing regulatory burden being placed upon them
- Increased remote working from the COVID-19 pandemic has increased the quantity of hardware in circulation which should lead to more devices requiring to be sanitised by organisations
- Stakeholder pressures on organisations to improve their position on sustainability should lead to data erasure becoming a preferred alternative to the physical destruction of assets



## Mobile

### KEY OBJECTIVES

- Create a leadership position in the Mobile Asset Lifecycle space by providing a broad range of software-based processing solutions that reach across the three markets sectors of Carrier, Retailer and Third-Party Logistics
- Add resource to the R&D division to accelerate product development

### PERFORMANCE

- Completed acquisition of Inhance Technologies ("Blancco Ireland") in July 2019
- Revenue increased by 8% to £10.8 million (FY 2019: £10.0 million)
- Master Services Agreement secured with Aon, to open new revenue stream in mobile insurance

### COMMENTARY

- Blancco Ireland is now fully integrated within the Blancco organisation, resulting in the announcement of the Aon partnership.
- The market for resold mobile devices continues to grow strongly

## ITAD (IT Asset Disposition)

### KEY OBJECTIVES

- Retain market leading position in ITAD market
- Gain increasing market share in a moderately growing market

### PERFORMANCE

- Revenue increased by 7% to £10.9m (FY 2019: £10.2 million)

### COMMENTARY

- Blancco has been a market leader in the ITAD market for many years and will look to continue to further enhance its leadership position by continuing to innovate and gaining market share.
- Increased remote working, resulting from the COVID-19 pandemic, has increased the quantity of hardware in circulation which should lead to more devices requiring to be sanitised by organisations
- Stakeholder pressures on organisations to improve their position on sustainability should lead to data erasure becoming a preferred alternative to the physical destruction of assets