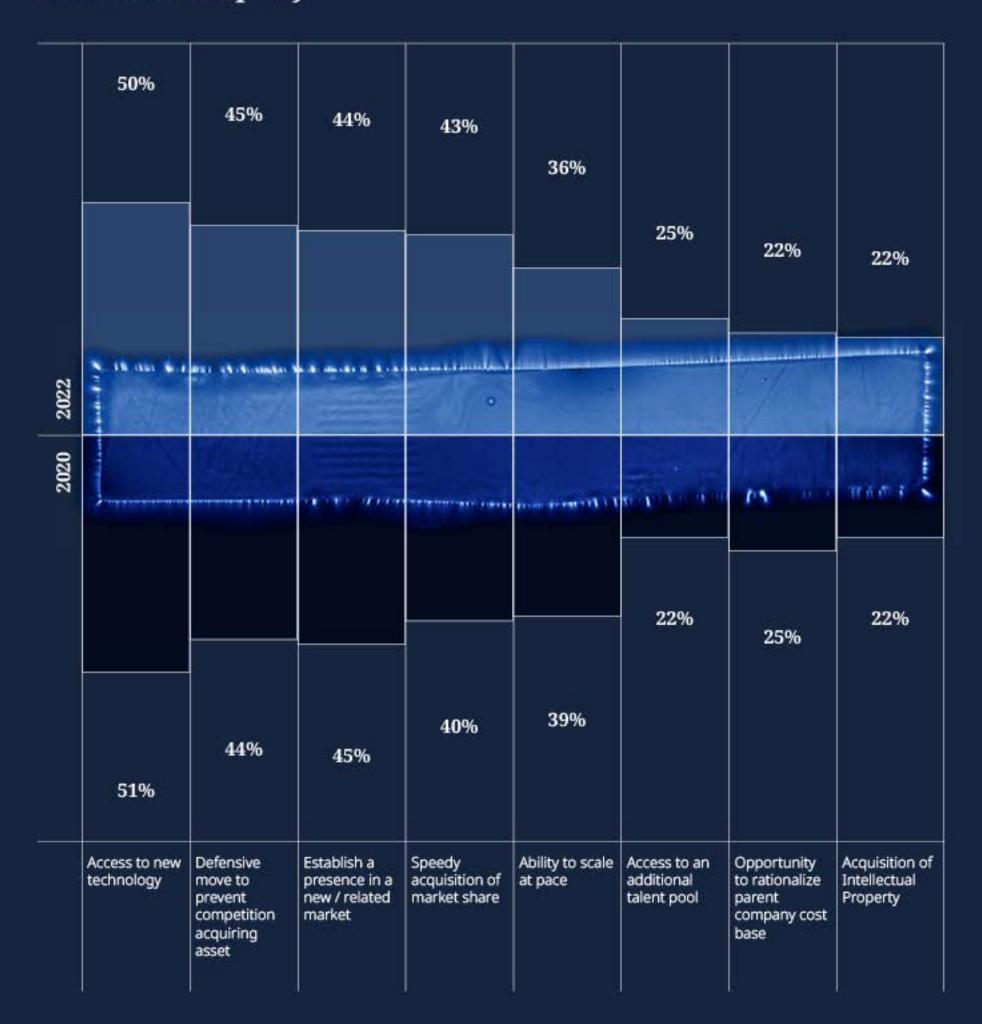
## Most beneficial features from the acquisition of an external company



The key areas of benefit from the acquisition of an external company are broadly in line with those identified in 2020. Speedy acquisition of market share has become slightly more important and ability to scale at pace slightly less important.