

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

	50%	45%	44%	43%	36%	25%	22%	22%
2022								
2020								
	51%	44%	45%	40%	39%	22%	25%	22%
	Access to new technology	Defensive move to prevent competition acquiring asset	Establish a presence in a new / related market	Speedy acquisition of market share	Ability to scale at pace	Access to an additional talent pool	Opportunity to rationalize parent company cost base	Acquisition of Intellectual Property

*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.*