

Introducing **Metyis**

Feb. 15th 2023

Confidential – for discussion purposes only



1 Who we are

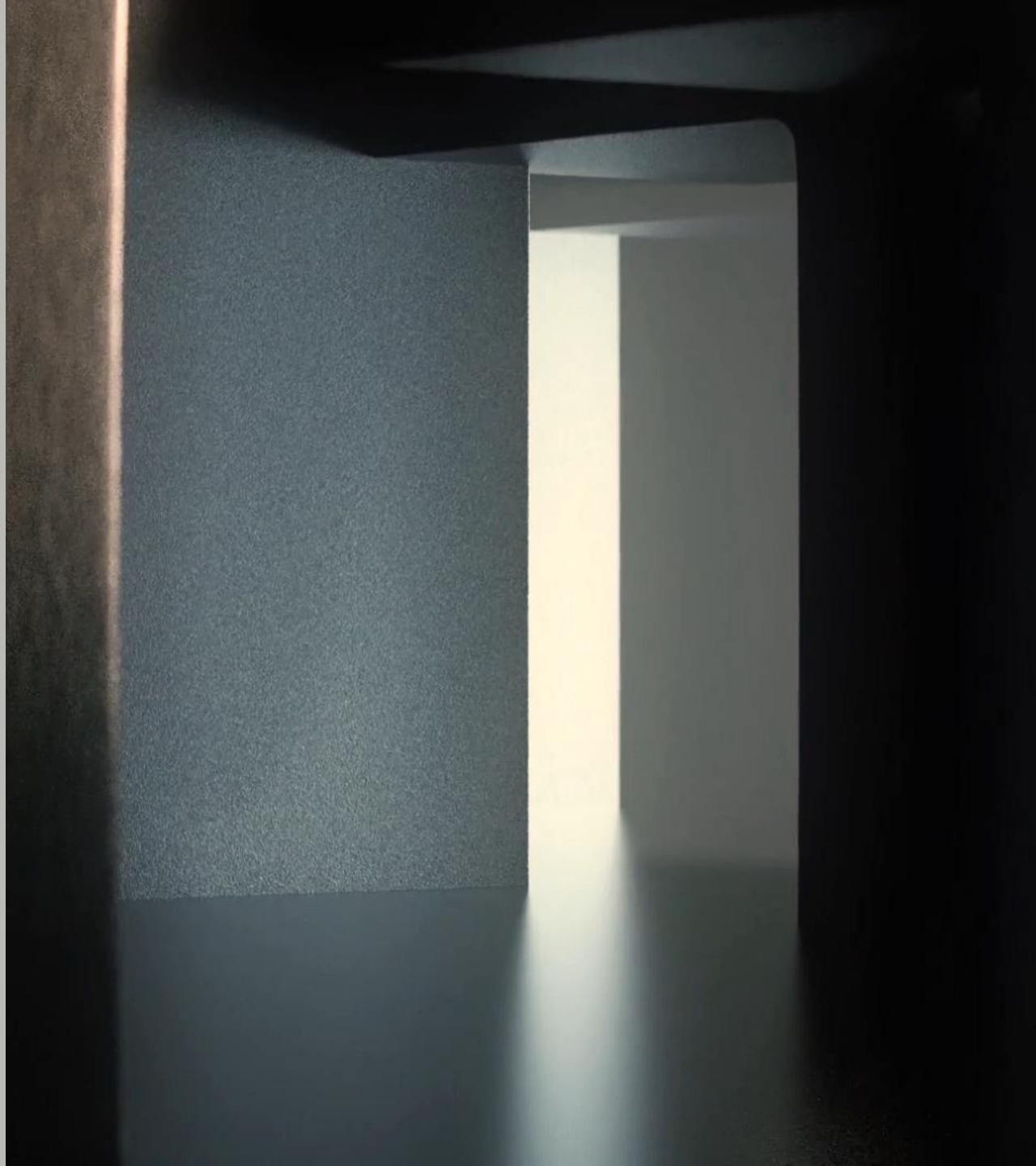
2 What we do

3 How we do it

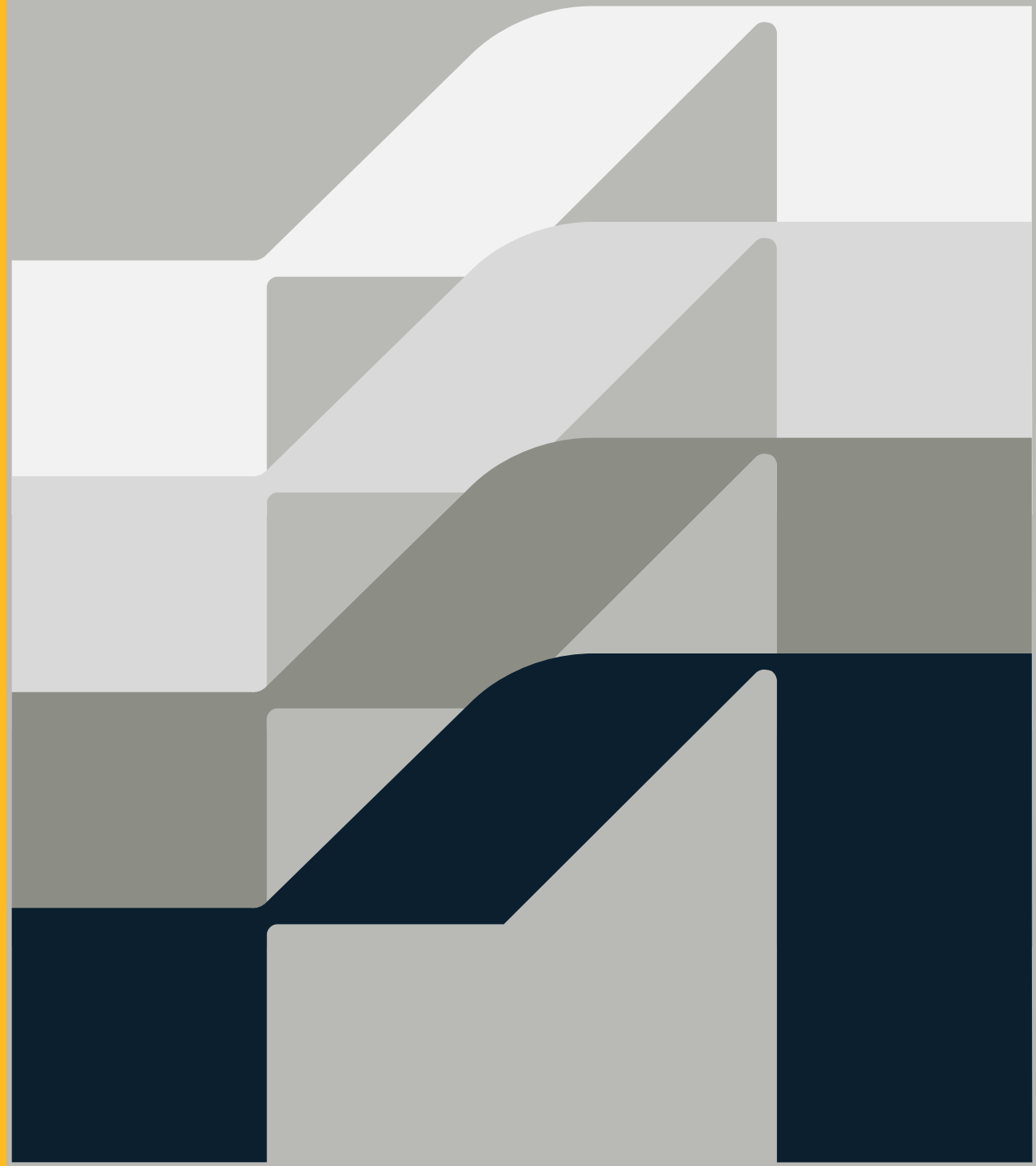
1 Who we are

We are a global, dynamic and forward-thinking firm operating across a wide range of industries, that develops and delivers Big Data, Digital Commerce, Marketing and Design solutions, and provides Advisory services. We bring long-lasting impact and growth to our partners and clients.

We are Metyis.
Partners for impact.



Our ambition is to be **Partners for Impact** for our clients, business partners, our people and society at large.



Our values, our DNA

At Metyis, we challenge our people to...



Own their impact

Develop their own ambitions alongside Metyis by being entrepreneurial and proactive.



Be driven by curiosity and collaboration

Always be open to different approaches, ways of thinking and ideas by collaborating with diverse teams. Strive to develop themselves and those around them.



Be pragmatic

Get things done by crafting practical solutions that help drive real results.



Build real relationships

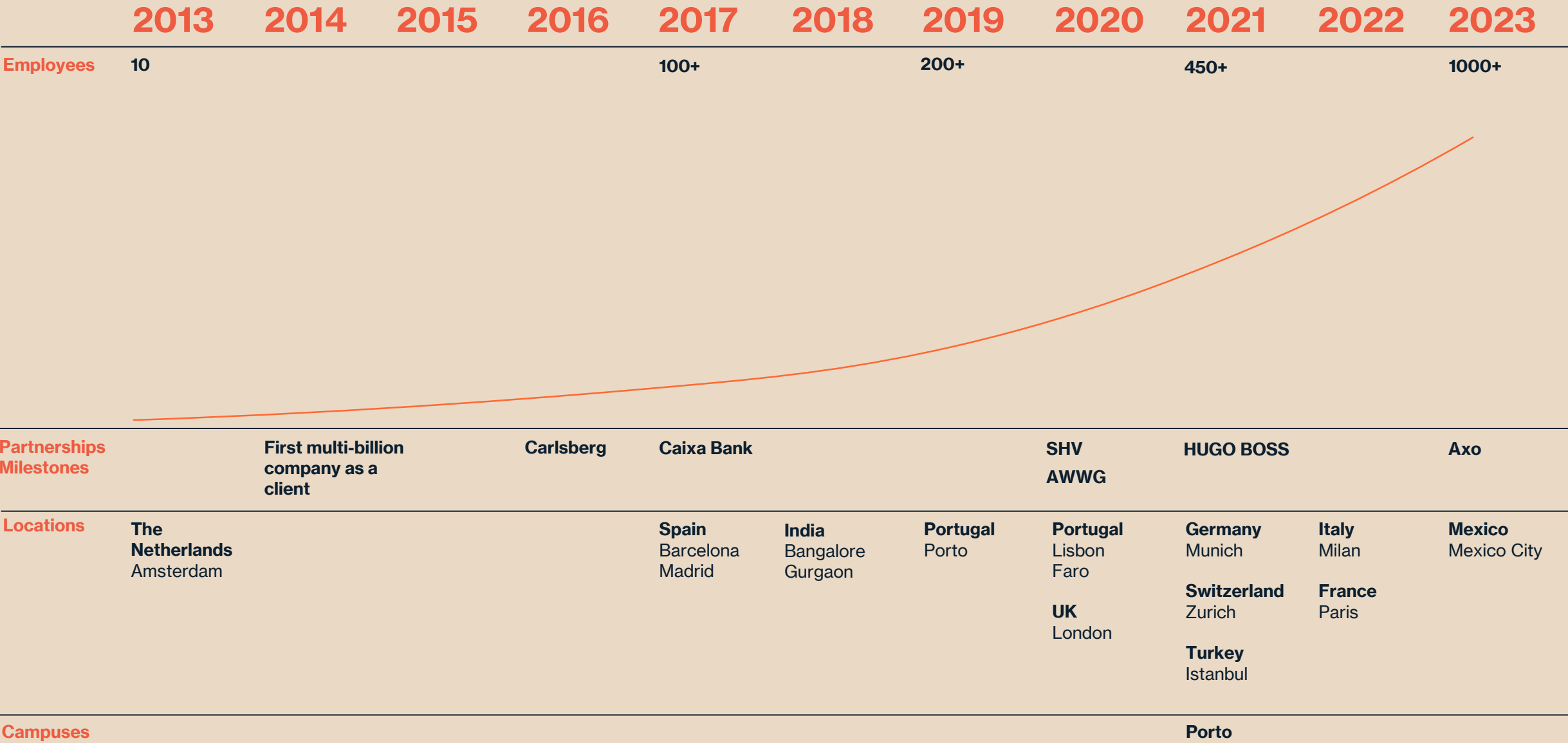
Make meaningful connections by daring to be the truest version of themselves in each interaction.



Make it fun

Embrace the journey, have fun and bring others along.





Meet some of our Business Partners and clients

HUGO BOSS



90+ business partners and clients



Metyis' main business partners include global organisations that are seeking **digital acceleration**. These partners recognise Metyis as an expert in the field and as a top player in digital, data, e-commerce and technology to lever such projects on a global scale.

We bring deep knowledge in selected industries



Consumer Goods



Retail



Fashion



Beverages



Electric Power &
Natural Gas



Financial Services



Food Processing



Utilities

Meet our Senior Partners and Executive Board Members



Yogen Singh



Walter de Zeeuw



Fons Hoogeveen



José Antonio Bueno



Namrata Singh



Anuj Dahiya



Marc Reunis



Stijn Groenink



Anish Patel

2 What we do

Our vision is to be a seamless yet very **impactful partner in driving the success** of our client's businesses.



Solutions and Services



Solutions

Services



Big Data Solutions



Digital Commerce Solutions



Marketing & Design Solutions



Advisory Services

Campuses & Operational Delivery

Our Partnerships are delivered on site and through our Campuses



Big Data Solutions

Our Big Data solutions combine our deep expertise with a truly collaborative way of working. We define the steps needed to transform and execute customized solutions in partnership, harnessing cutting-edge technology to enable informed decision-making and drive impactful business outcomes.



Digital Commerce Solutions

Our digital digital commerce solutions offers a fast and secure path to drive real, lasting business impact. With hybrid insourced models and collaborative partnerships, we help design, orchestrate, and accelerate end-to-end, cross-functional solutions.

➔ Marketing & Design Solutions

We give power and control to CMOs through our suite of Marketing and Design solutions. With a deep understanding of audiences and consumer behaviour, our dedicated technical and creative teams execute end-to-end omnichannel solutions that strengthen brands, boost conversions and amplify content.



Advisory Services

Our innovative and data-driven Advisory services focus on strategy, operations, and digital transformation. We have redefined the way we work with our partners to deliver lasting impact, by helping them to set direction, improve their bottom line, and navigate the ever-shifting business landscape.

What differentiates us

Metyis' differentiation is embodied by our belief and ability to be partners for impact. We have made distinctive choices about the what, how and with whom we work. Defining aspects of these choices are reflected in:

- . **The Metyis proposition**
- . **The commercial model**
- . **The people power**



The quality of our people

We are real problem solvers – our focus and power lie in our extensive execution capability.



The belief in the power of Metyis

Most of our work is directly for C-suite executives. We focus on long-term, broad-based contracts that directly drive revenue and profitability.



Our spirit of jointly building 'the next big thing'

We are focused on fast-growing areas, namely big data, digital commerce and related technology solutions.



The relationships we build with our partners

Our approach ensures that the cost of work is covered in an existing P&L and only grows along with revenue and profitability.



Training and rigorous investment in our people

With our campuses, we have developed a physical asset that houses our centres for excellence.

3 How we do it

**We work collectively
with only one
objective in mind:**

**Being partners for
impact!**

- Taking a 360° perspective to a problem
- Pushing the boundaries of the current thinking
- Setting ambitious objectives with the intimate belief that it can be achieved
- Defining a clear roadmap to reach the set targets
- Aligning all stakeholders to ensure full buy in
- Working as partners, building long-term capabilities
- Defining compensation models which reflect our ability to take risks alongside our clients

Metyis Campus

**A place for our business
partners to thrive. A place for
our people to grow.**





More than a building, it's the manifestation of our Partnership model.

The campus brings together our solutions in digital commerce, big data and technology. It is also one of our global Learning & Development centers.



We provide solutions for our clients regionally and globally, while contributing to the growth and development of local talent.



Partners for impact

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Forecast in business

Forecast is a key tool for helping business with their planning and decisions. The ability of predict what the future might look like is key for plan, avoid excess waste, and make strategic decisions among others

When aiming to predict the future, a great methodology is to use time series analysis



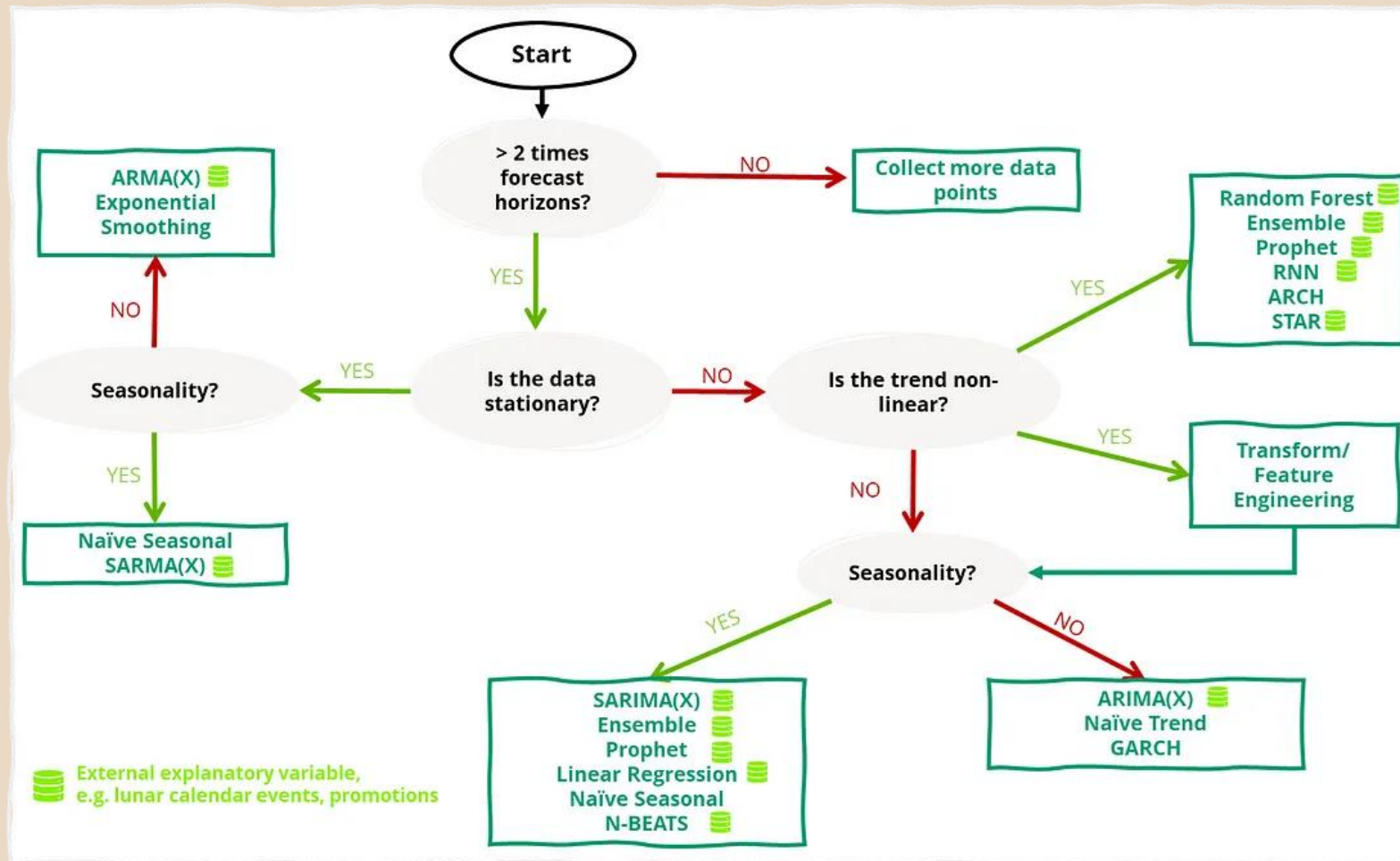
Problem exploration

- What is the main problem that needed to be solved
- How long into the future I would like to predict
- What would be the granularity of my predictions
- Is it possible to aggregate data, given some hierarchy?

Data exploration

- How much data do we have
- Are there repeating patterns within the data (seasonality)
- Are there outliers in the data
- What kind of new features can we create from this data?
- Are there external factors that can we use?

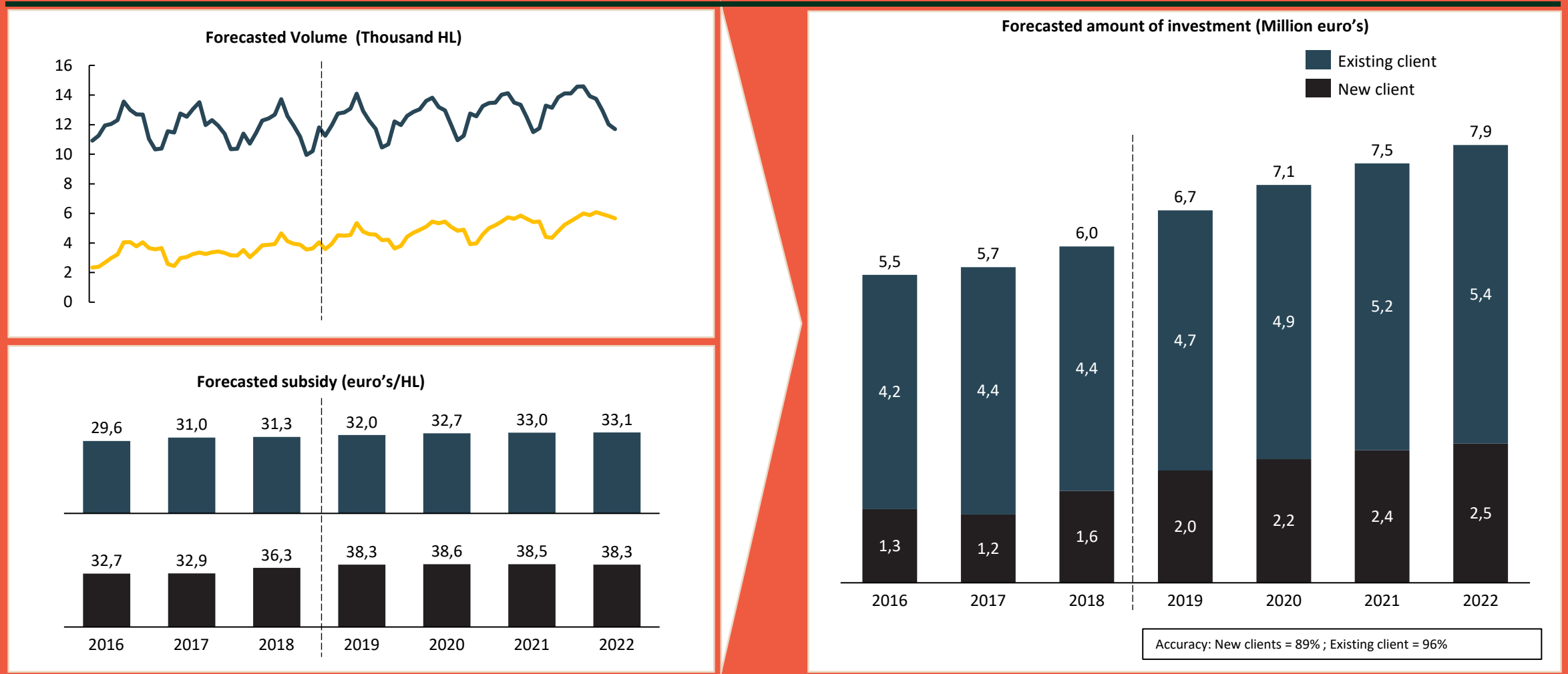
How to choose the right forecast for your problem?



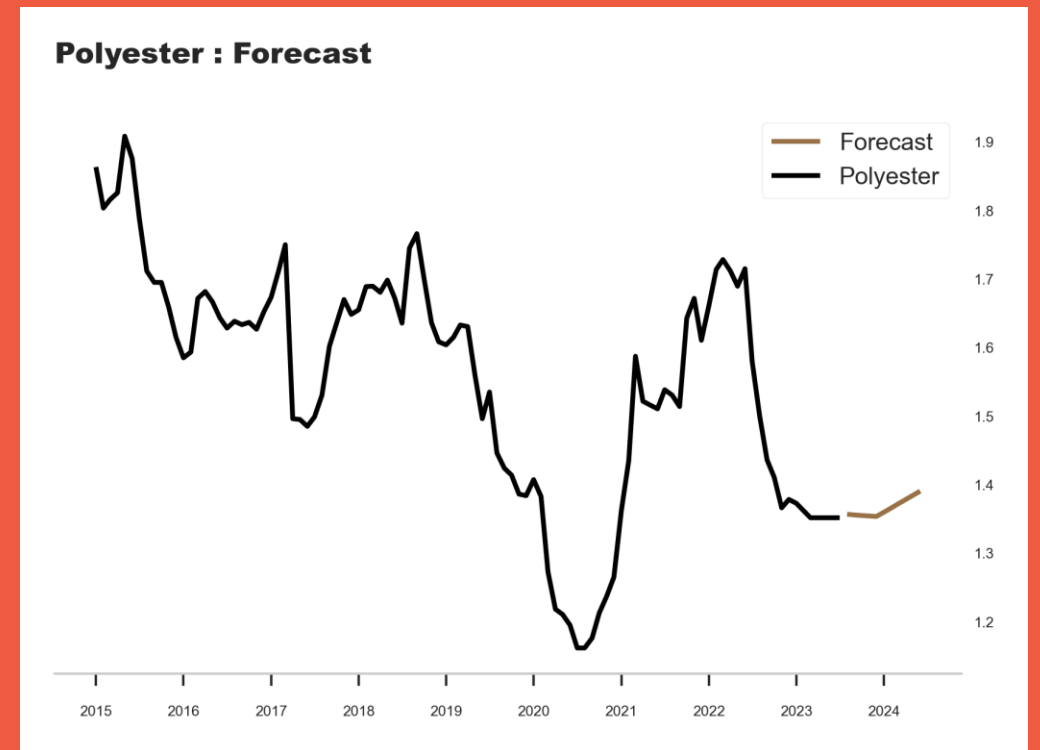
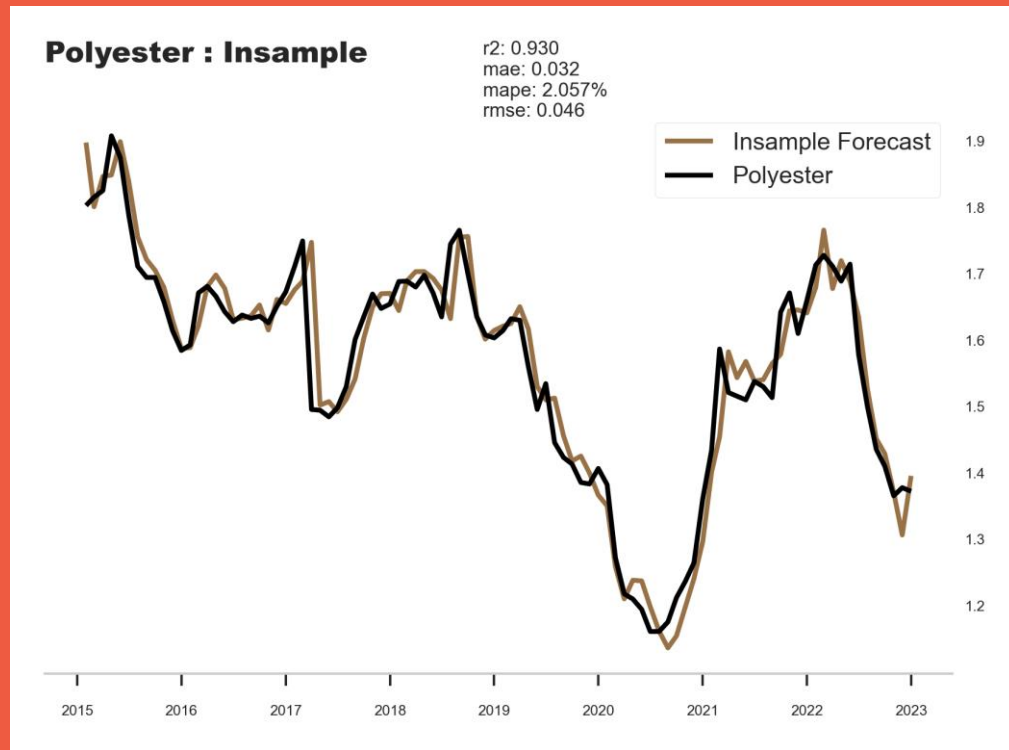
How to Choose a Forecasting Model | by Gosia Komor | Towards Data Science

Real life examples..

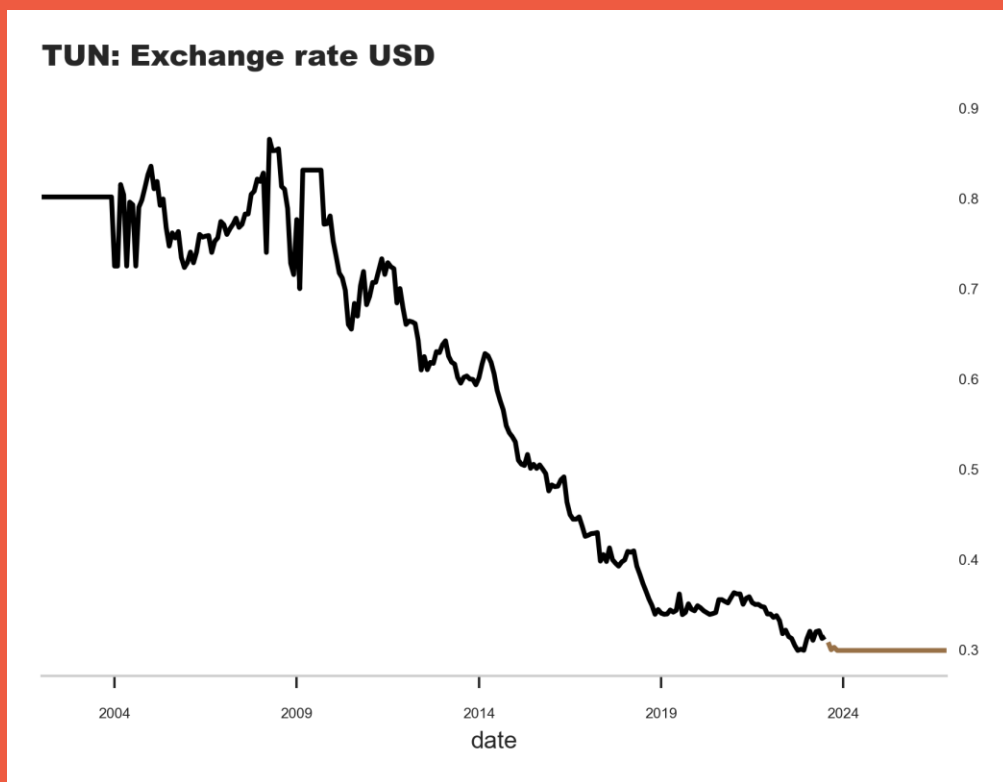
Combining different forecasts into one



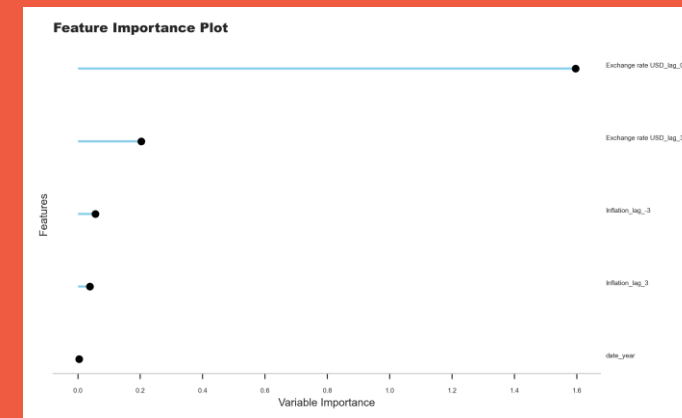
Forecasting evolution of polyester prices by adding oil prices as external variable



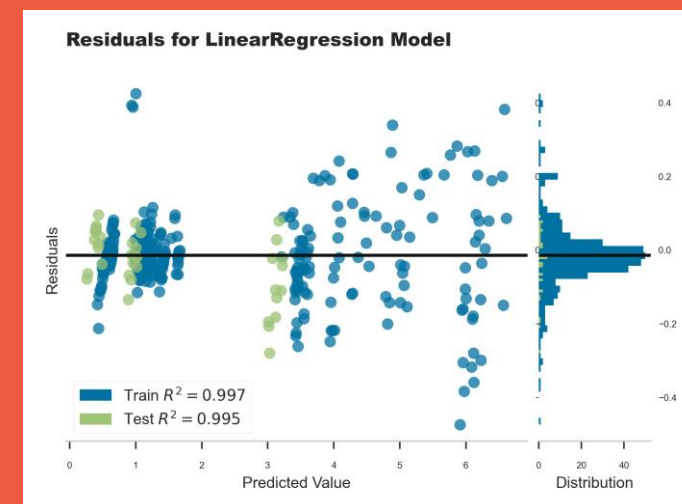
Forecasting exchange rate using XGBoost and Linear Regression



XGBoost



Linear
Regression



Thank you!