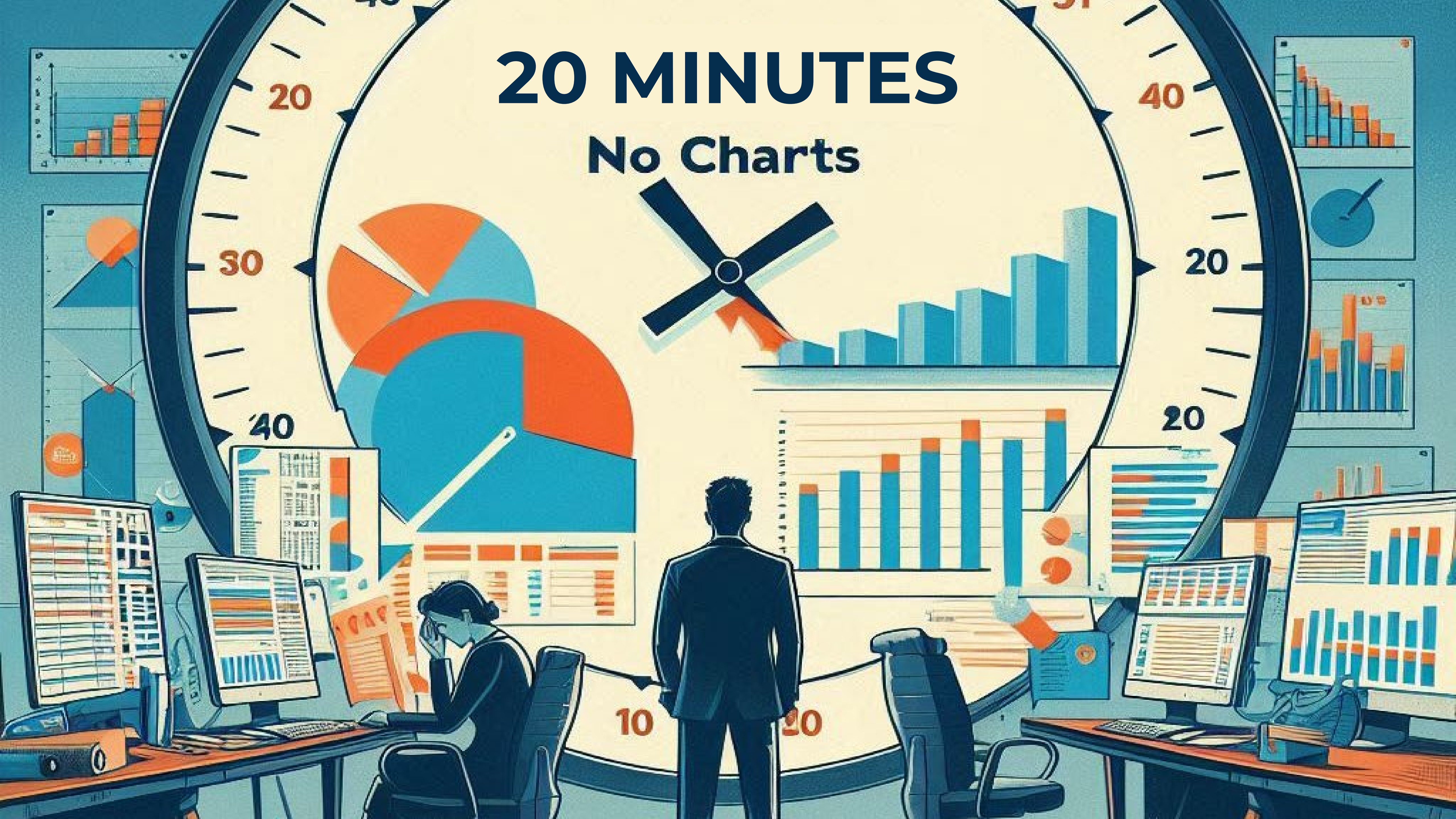




**Go jump
in the lake**

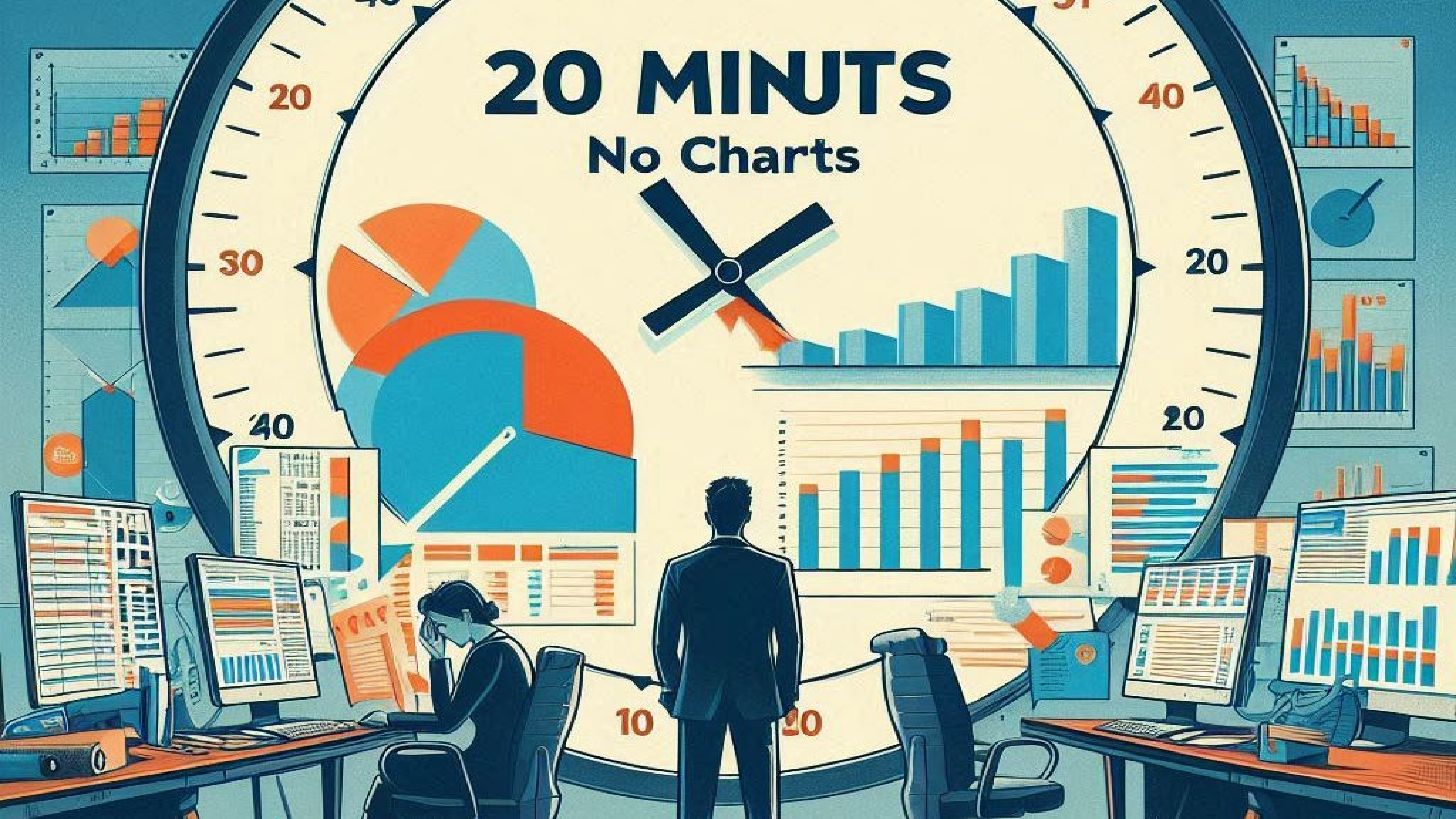
20 MINUTES

No Charts



20 MINUTS

No Charts



Today's presentation

- 1 **REVIEW: 2024 Key events and trends**
- 2 **CONSIDER: What does 2025 have in store?**
- 3 **CHANGE: A different way of thinking**



January

Co-operative Bank Launches sub-4% mortgage rates

£257K

Supertramp : A&M Records 1975

The outlook
is awful,
pass the
sunscreen.

£260K



Supertramp
CRISIS? WHAT CRISIS?

February

March

**“What’s in
the box
Jeremy?”**

**“Bugger
All!”**

**Budget
Shock.**

April

Inflation Falls Below 3%

£262K

General Election

July 4!

May

£264K



June

Why the big pause?

The Triple-Whammy
Interest Rates
Election
Summer

£266K



July

Labour Landslide
New Housing Minister

Matthew Pennycook

£266K

Base Rate Falls

August

Bank of England cut
rates by 25 points



£265K

A person wearing a dark hoodie and pants stands with their back to the camera on the edge of a dark, rocky cliff. They are looking out over a vast, dark landscape under a turbulent, stormy sky. Multiple bright, jagged lightning bolts are visible, striking down from the dark, swirling clouds. The overall mood is ominous and dramatic.

September

Labour's Sunny Uplands

Consumer Confidence Plummets

£266K



Q4.. and 2025?

Inflation Figures

Wednesday October 16th

Inflation

Autumn Budget

Wednesday October 30th

Stamp Duty?
Inheritance Tax?
Capital Gains Tax?
Wealth Tax?



A landscape with three mountains representing spikes in activity and changes in the environment like weather or vegetation to symbolize changes in taxation

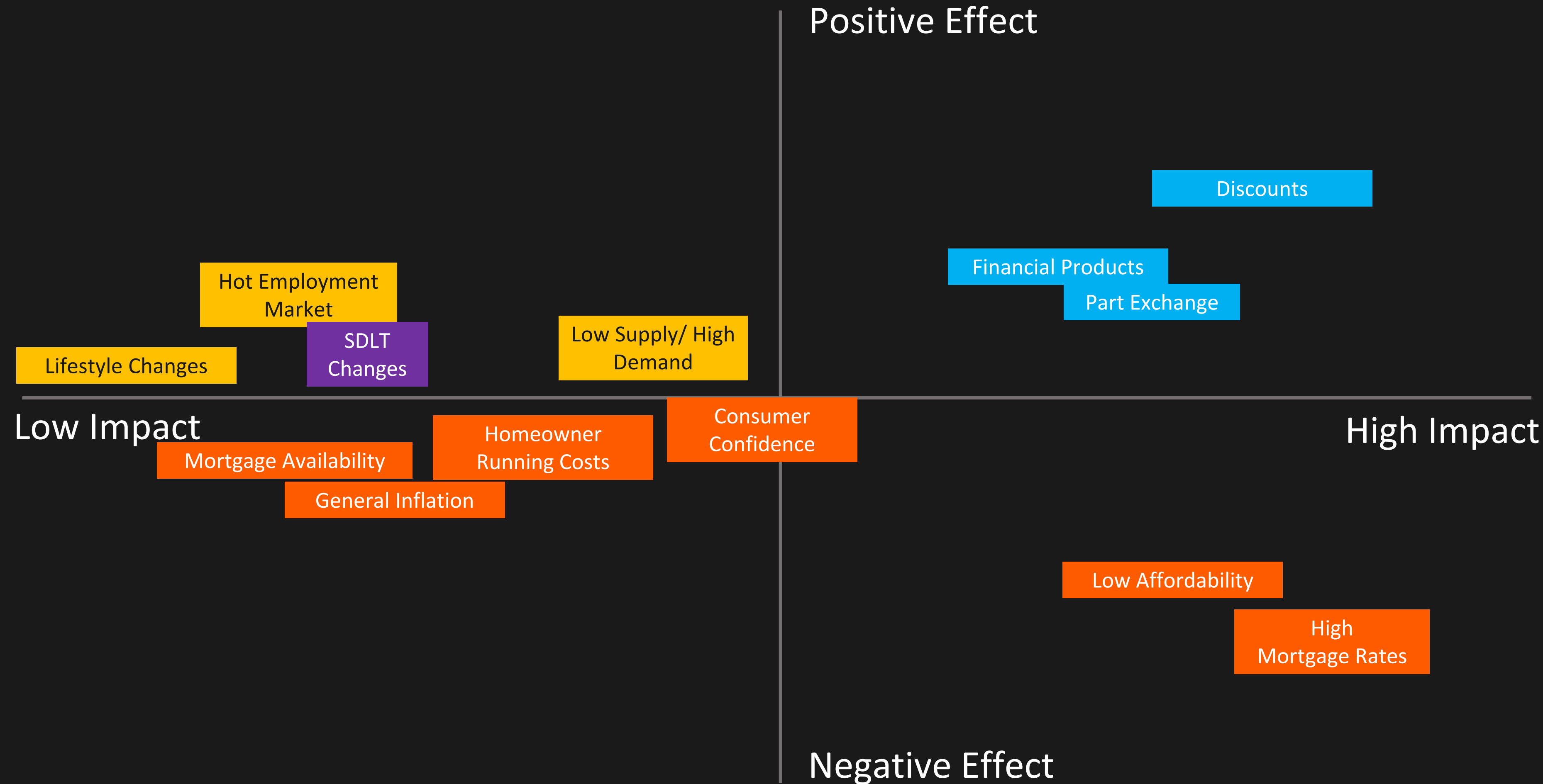


MPC Meets

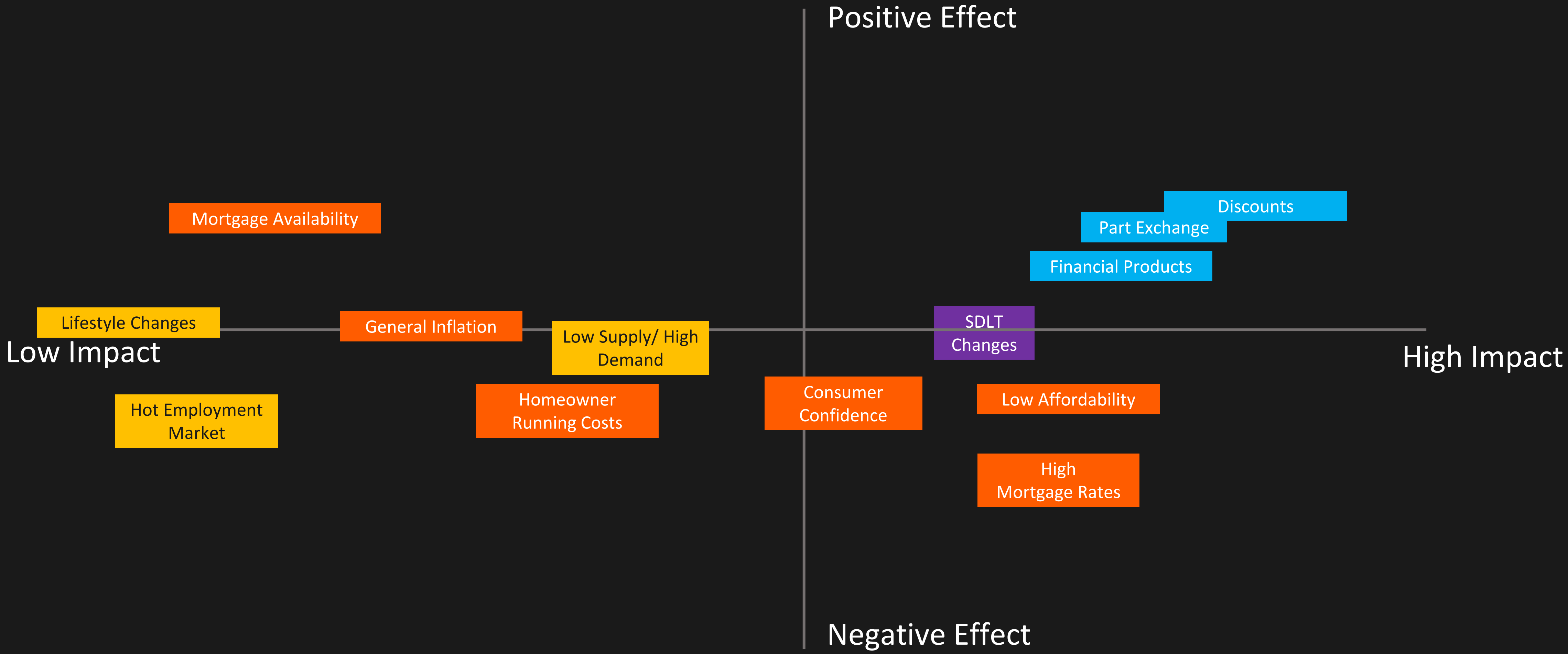
Thursday November 7th



October 2023 Market Factor Matrix™



October 2024 Market Factor Matrix™



2025? A return to the 'faithful five'

Values - between +2.5% and +5%

Volumes – 1.2M

Diplo seasonality

Share is the crucial question



A young man and woman in school uniforms are shown from the chest up. The man, on the left, has dark hair and is wearing a white t-shirt under a blue button-down shirt, which is partially covered by a brown cardigan. He is holding a blue book. The woman, on the right, has long dark hair and is wearing a white collared shirt under a brown cardigan. She is holding a dark green book. They are both looking towards each other with slight smiles. The background is a blurred outdoor setting with buildings.

AI – the new ‘High School Sex’

An aerial view of a city with a large body of water in the center. The water is a vibrant blue-green color. In the center of the water, there is a large, glowing blue circular area with concentric rings, resembling a data lake. Above this area, several hexagonal icons are floating, each containing a different symbol representing various data types: a bar chart, a pie chart, a line graph, a cloud, a gear, a document, a person, a location pin, a magnifying glass, and a network diagram. The city is filled with tall skyscrapers, and a winding road or path is visible on the right side. The overall scene is a metaphor for a data lake as a central hub for various data sources in a modern city.

Think Data Lake
Rather than Database

- **Data Collection**
- **Data Sort & Clean**

SMEs

- **Market insights**
- **Prospect personalisation**

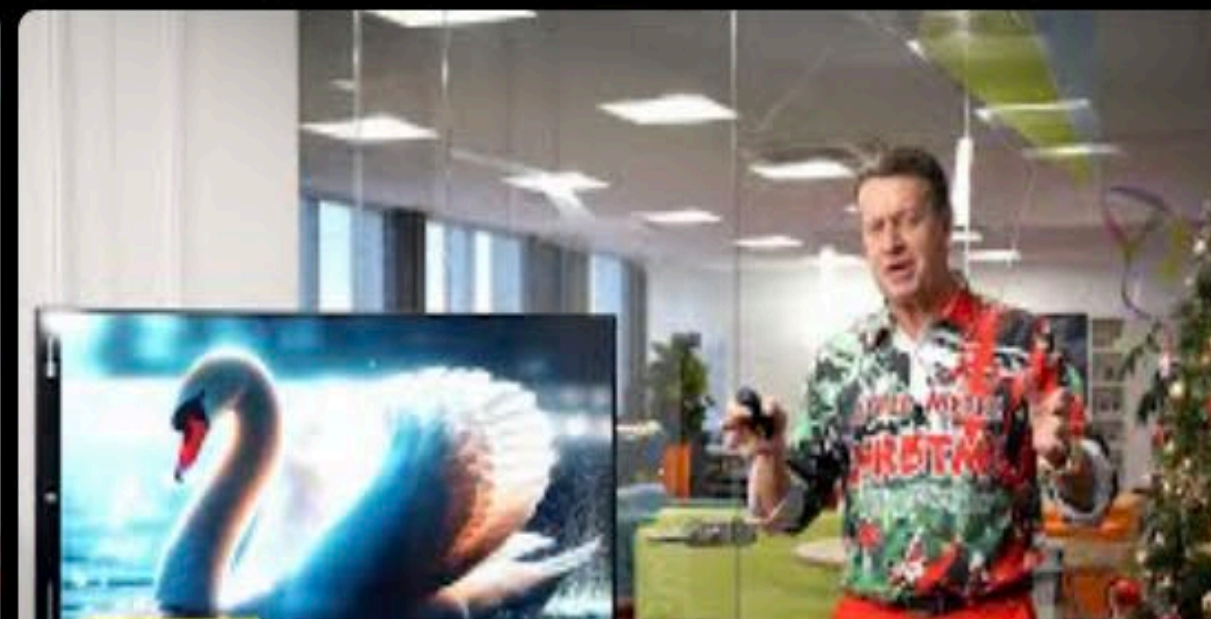
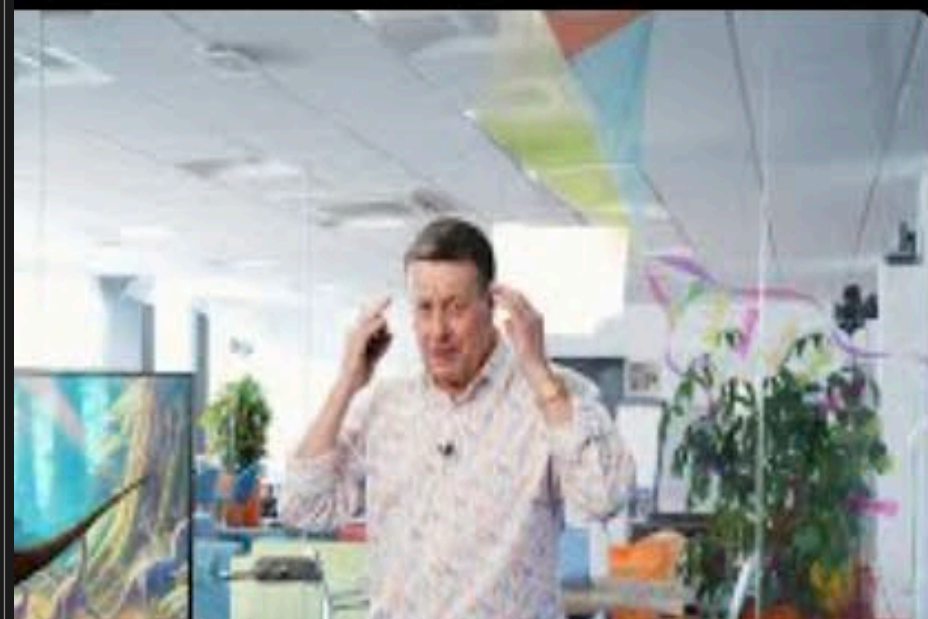
Nationals

- **Scalability**
- **Smart Pricing**

Future Gazing

- **Demand Forecasting**
- **Location assessment**
- **Content generation**





Thank you and.. the Grand Shirt Auction!

In Support of Cancer Research UK

