

WELCOME TO
The MarTech Summit London
Day 2

**THE MARTECH
SUMMIT**



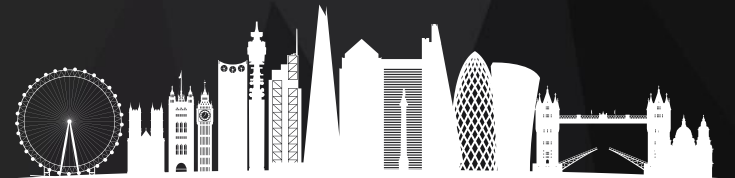
#TheMarTechSummit | London | 17 & 18 November 2022

The MarTech Summit London

Event Opening



CATHERINE COLLINGE
Event Director
The MarTech Summit Team



The MarTech Summit London

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EPAM
CONTINUUM

CRIMTAN®
Intelligent lifecycle marketing

SNIPP!

Talkwalker

LILT

ClickUp

AdTonos

webeo

OneSignal

ReBid

mentionme

sotrender

SPIDER AF

slido

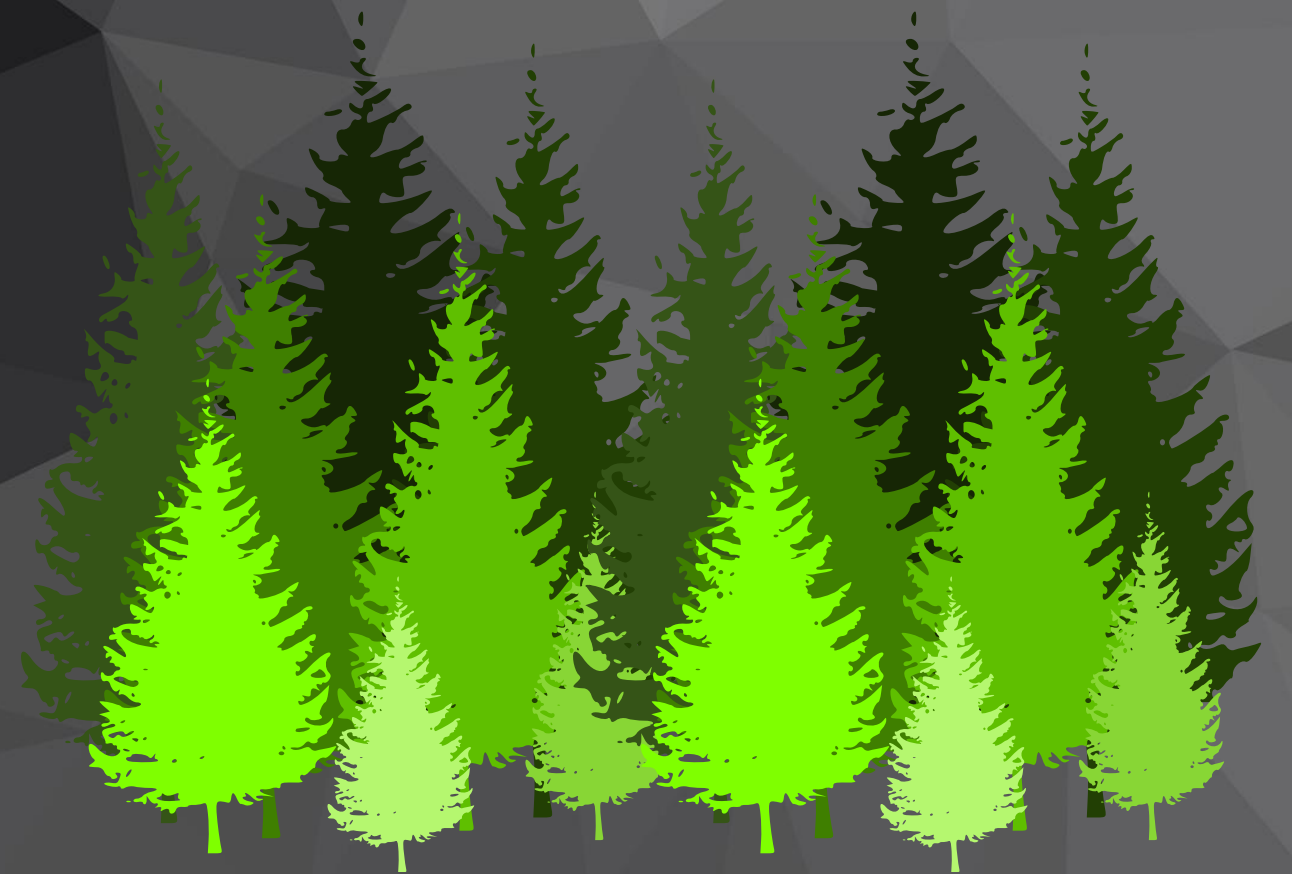


What do you look forward to the most during the festive period?

CHECK OUT THE MARTECH SUMMIT FOREST!

In Partnership With  treedom®

Collect Your **Treecode** at the Registration Desk
to Claim Your Tree!



SCAN FOR QUIZ
WIN A **HANDHELD MASSAGER!**



Winner Announced at 13:20 in Main Session Room

Find the link to the quiz on the Agenda too

THE MARTECH
SUMMIT

18 November 2022 | London | #TheMarTechSummit

The MarTech Summit London

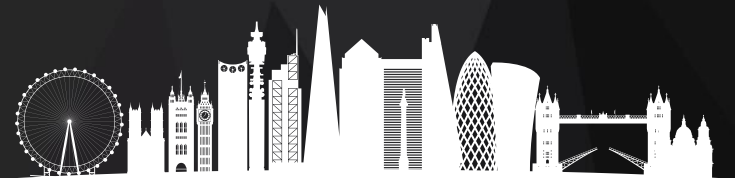
Chairperson Opening - Day 2



MARTECH
EVANGELIST

SUMEET VERMANI

Former Global Vice President of Marketing
Global Processing Services



Fireside Chat | [Digital Transformation] 'Innovate or Die': How Businesses Manage Uncertainty & Maintain Organisational Efficiency



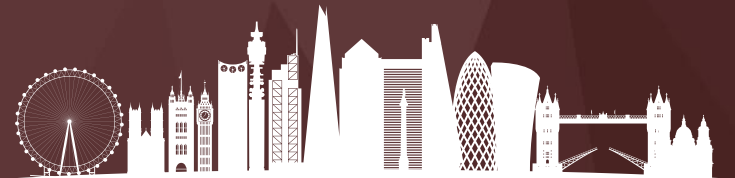
KONE

TRICIA WEENER
EVP, Chief Marketing
Officer, Marketing & Comms
KONE



EthosEnergy

JENNIFER GIBSON
Head of Marketing &
Communications, East
Hemisphere
EthosEnergy



slido



Is your budget for 2023...

Fireside Chat | [Digital Transformation] 'Innovate or Die':
How Businesses Manage Uncertainty & Maintain Organisational Efficiency

Could you share some context on your company
and how you are managing the on-going and
increasing uncertainty in the external market?



KONE in a nutshell

Over 110 years old

Founded in Finland in 1910, we have been in business for more than a century



Over EUR 10.5B net sales

At the end of 2021, KONE had annual net sales of EUR 10.5 billion



Over 60,000 employees

We have over 60,000 employees around the world.



Over 60 countries

We operate in more than 60 countries across the globe.



Over 550,000 customers globally

We work with approximately 550,000 customers including builders, building owners, facility managers, and developers. as well as architects, authorities & consultants.



Approx. 1.5 million units in service

Our elevator and escalator maintenance base was close to 1.5 million units at the end of 2021.



Moving over 1 billion people every day

Our vision is to create the best People Flow experience.



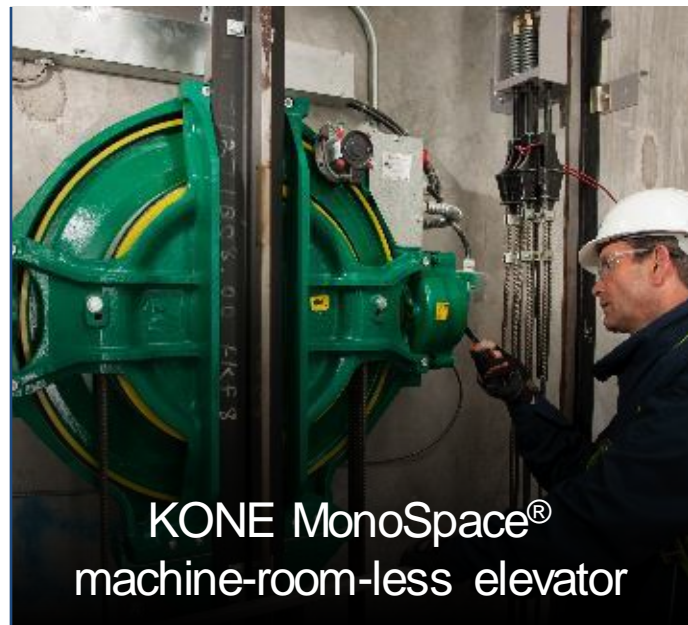


Our purpose at KONE

To improve
the flow
of urban life



Recognized by Forbes as one of the most innovative companies in the world



KONE MonoSpace®
machine-room-less elevator

1996



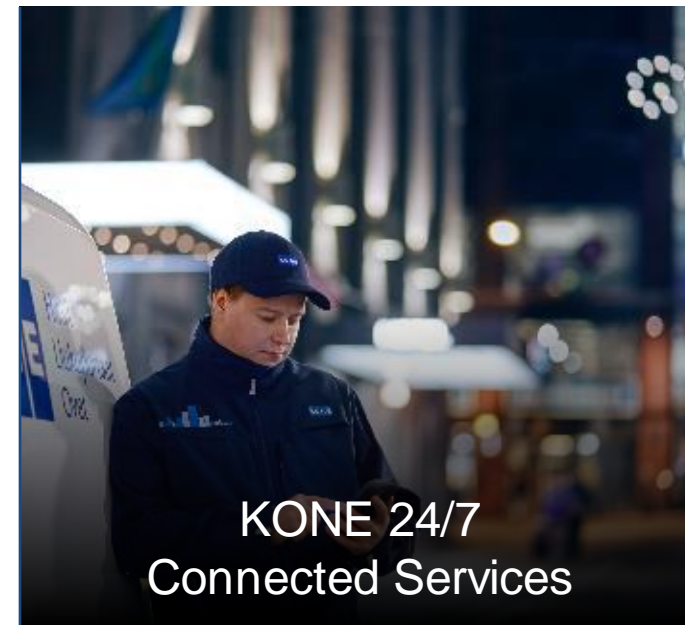
KONE EcoMod™ escalator
modernization solution

2011



KONE UltraRope®
high-rise hoisting technology

2013



KONE 24/7
Connected Services

2017



KONE Care DX smart and
sustainable maintenance for
DX Class customers

2021

22 November 2022

2001



KONE JumpLift
construction time elevator

2012



Next generation
KONE MonoSpace® and
MiniSpace® elevators

2014



KONE NanoSpace™
elevator modernization solution

2019



Game-changing
KONE DX Class elevators
with built-in connectivity



Our customers are facing a challenging future. They want a flexible and viable partner to support them in a world of changing expectations.

We turn on potential to deliver services and solutions globally for rotating equipment to make energy affordable, available and sustainable.




**One partner across
critical assets**




One partner. All potential.

Why EthosEnergy?

 OEM Capability with the flexibility and responsiveness of an ISP

 One partner with single point accountability

 © 2022 EthosEnergy – Confidential
Proven parts, field services, and shop overhaul track record

 Flexible commercial structures

17 GW

LTSA Experience

65+ years

OEM Mfg. Experience

25 GW

O&M Experience

Our commitment is to make energy
affordable, available and sustainable for
everyone, everywhere

Fireside Chat | [Digital Transformation] 'Innovate or Die':
How Businesses Manage Uncertainty & Maintain Organisational Efficiency

Given we are in the midst of budget season, have you seen any impact of this uncertainty on your marketing and comms budgets for 2023? Are you being asked to do more with less? How do you balance short & long term objectives?



Fireside Chat | [Digital Transformation] 'Innovate or Die':
How Businesses Manage Uncertainty & Maintain Organisational Efficiency

If we take the topic of sustainability, could you share more on your targets and those things you are doing to help reduce your customers impact on the environment?



Fireside Chat | [Digital Transformation] 'Innovate or Die':
How Businesses Manage Uncertainty & Maintain Organisational Efficiency

Key Takeaways



Fireside Chat | [Digital Transformation] 'Innovate or Die':
How Businesses Manage Uncertainty & Maintain Organisational Efficiency

Q&A



A little inspiration...

