

HEALTHCARE

EBITDA

contribution/year

\$12.3

million

(\$9K average per hospitalization)

ROI

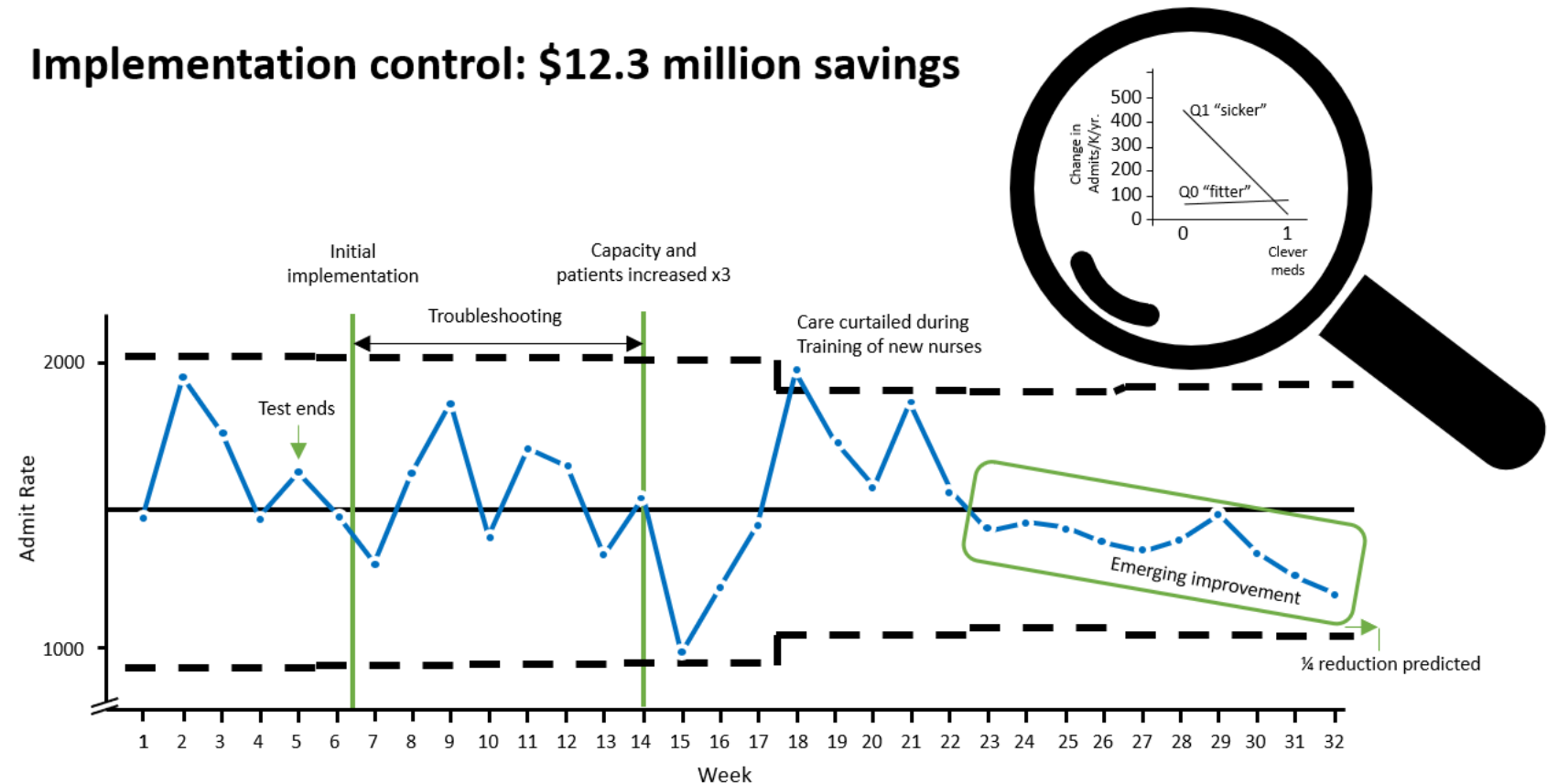
(x in 1st. Year)

100

2011

17% reduction in acute hospitalizations for thousands of Medicare special needs insurance plans (SNPs) patients average age 81 with at least 1 of the aging diseases (diabetes, COPD, CAD etc.)

Implementation control: \$12.3 million savings





HEALTHCARE

2013

36.1% on call center OB sales revenues

EBITDA

Contribution/year

\$2.65
million

ROI

(x in 1ST Year)

35

2017

Increase diagnostic effectiveness of a new device technology, reducing false positives by 52.1%. Faster, more reliable diagnosis saves about half the large costs of biopsy but also is less stressful waiting for a benign diagnosis for thousands of patients.

EBITDA

Contribution/Year

New product launch with
ROI in 3rd year

HEALTHCARE

EBITDA

contribution/year

\$9
million

ROI

(x in 1st. Year)

51

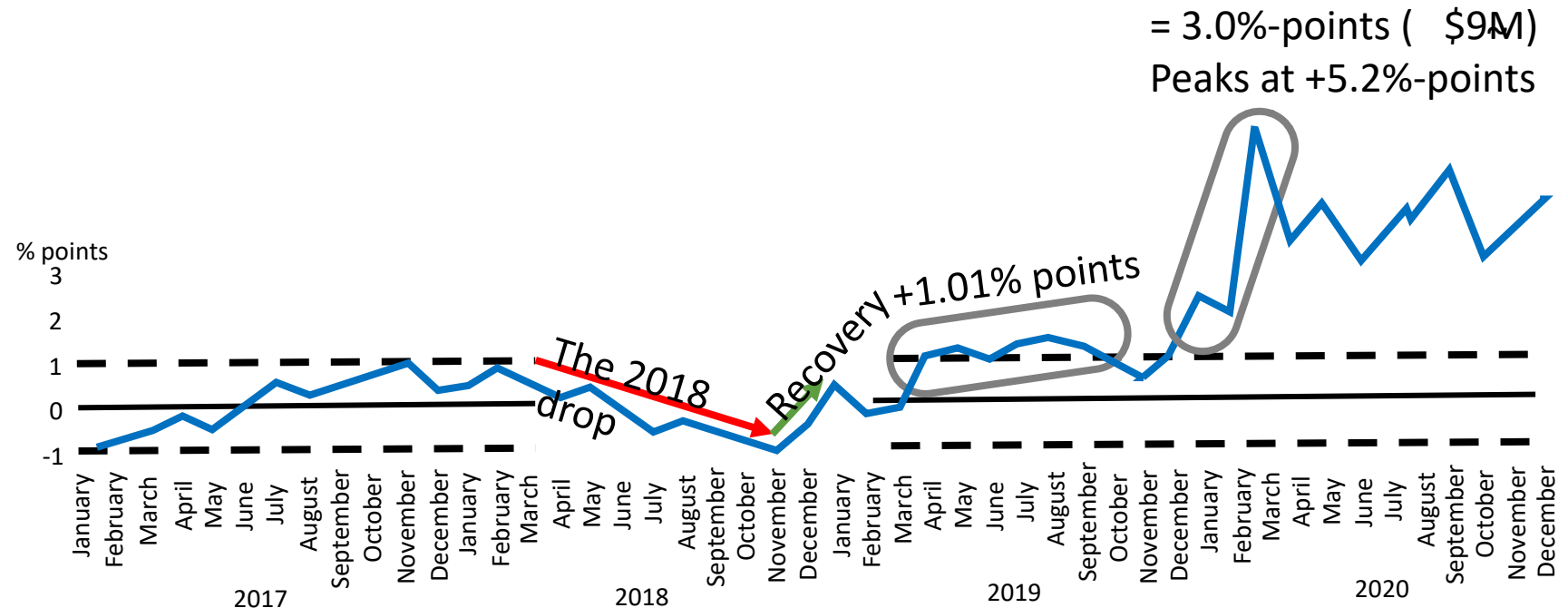
2019

Increase enrolment (after a 2018 drop) in a preventive health program by 3%-points vs. forecast peaking at 5.2%-points.

This was in 3 cycles: 1. "recovery"

2. +1.01%-points

3. +3.0%-points





HEALTHCARE

2015

Increase healthcare enrollment via
1,800 employees in 20+ locations
holding fixed costs constant

EBITDA

Contribution/year

\$11.7 million

ROI

(x in 1ST Year)

78

2016

16.8% on automobile insurance policies
sold in 3 channels (online, call center
and agents).

\$20.2 million

84

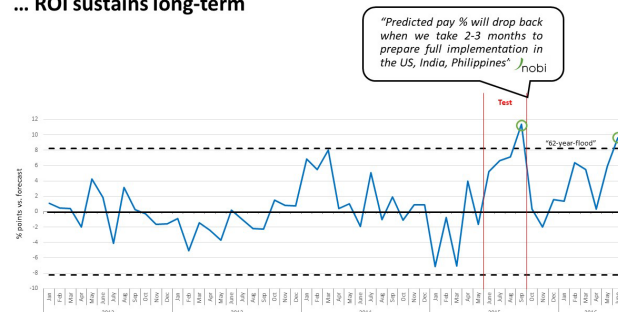
2020

4.9%-points on conversion to premium
revenues sold

\$14.7 million

294

... ROI sustains long-term



RETAIL

EBITDA

contribution/year

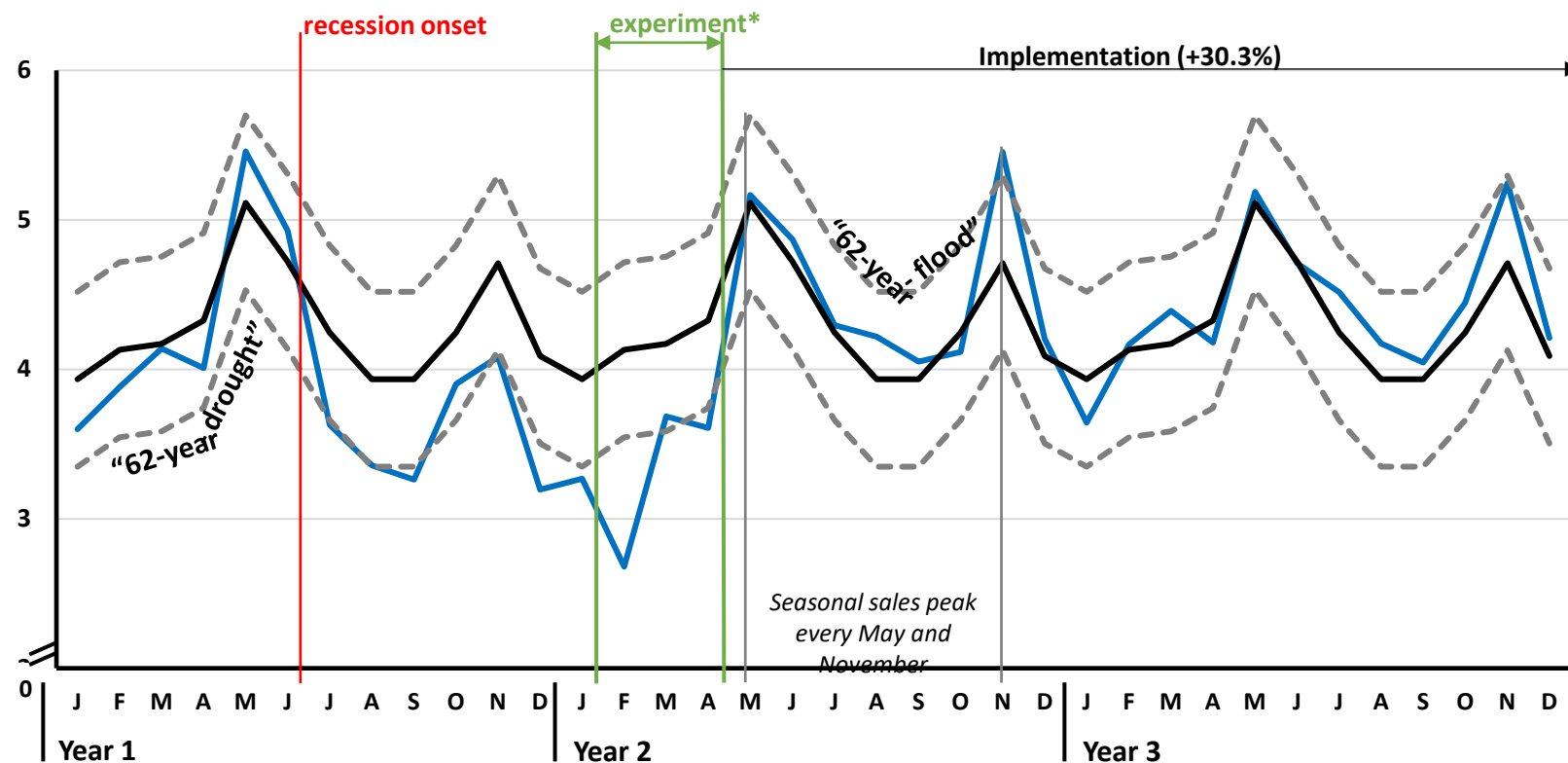
\$4.8
million

ROI

(x in 1st. Year)

52

30.3% increase in retail revenues overcoming a downturn due to recession



EDUCATION

2012

Increased performance of 678 high school math students which yielded (a year later) 8.4%-points increase vs. national percentiles.

EBITDA

Contribution/year

ROI

(x in 1ST Year)

Educational
performance
in
mathematics

n/a

RETAIL

2018

11.8% on sales and 2.3% new customers per month by statistically designed testing and implementation in a few hundred retail stores and e-commerce and by optimizing marketing spend, media mix with exact attribution.

EBITDA

Contribution/year

ROI

(x in 1ST Year)

\$50+
million

165+

SALES

2023

Increase B2B sales to 650 active enterprise accounts.

EBITDA

Contribution/year

ROI

(x in 1ST Year)

\$11.3
million

47





WEBSITE
SEM/PPC

EBITDA
contribution/year

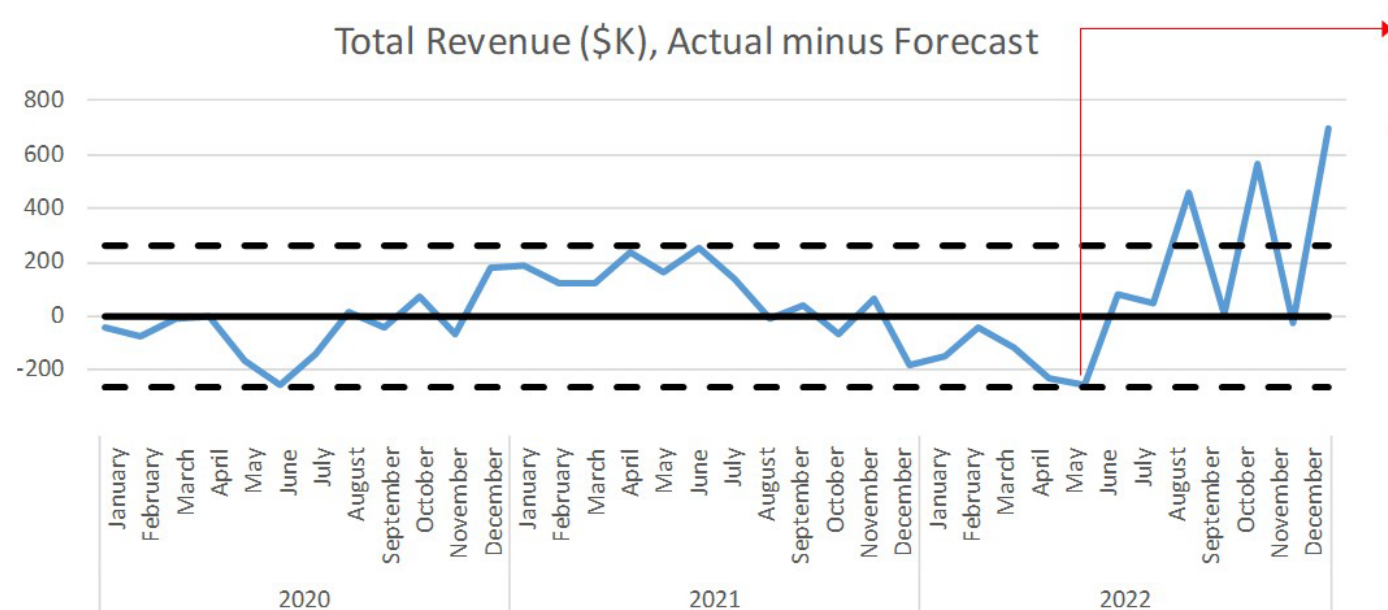
\$3.1
million

ROI
(x in 1st. Year)

26

2024

15.3% on revenues at higher margin through testing 30 site/landing page changes in the same sample and time window as a single A-B split test. Implemented using statistical forecasting and control. Repeated cycles of innovation and testing each quarter.



CONSTRUCTION

EBITDA

contribution/year

\$96
million

ROI

(x in 1st. Year)

800

2017

Forecasted recovery from 4-year business decline with 8% growth ($\pm 2\%$ -points) 18-months ahead. Actual growth followed at 10%.

