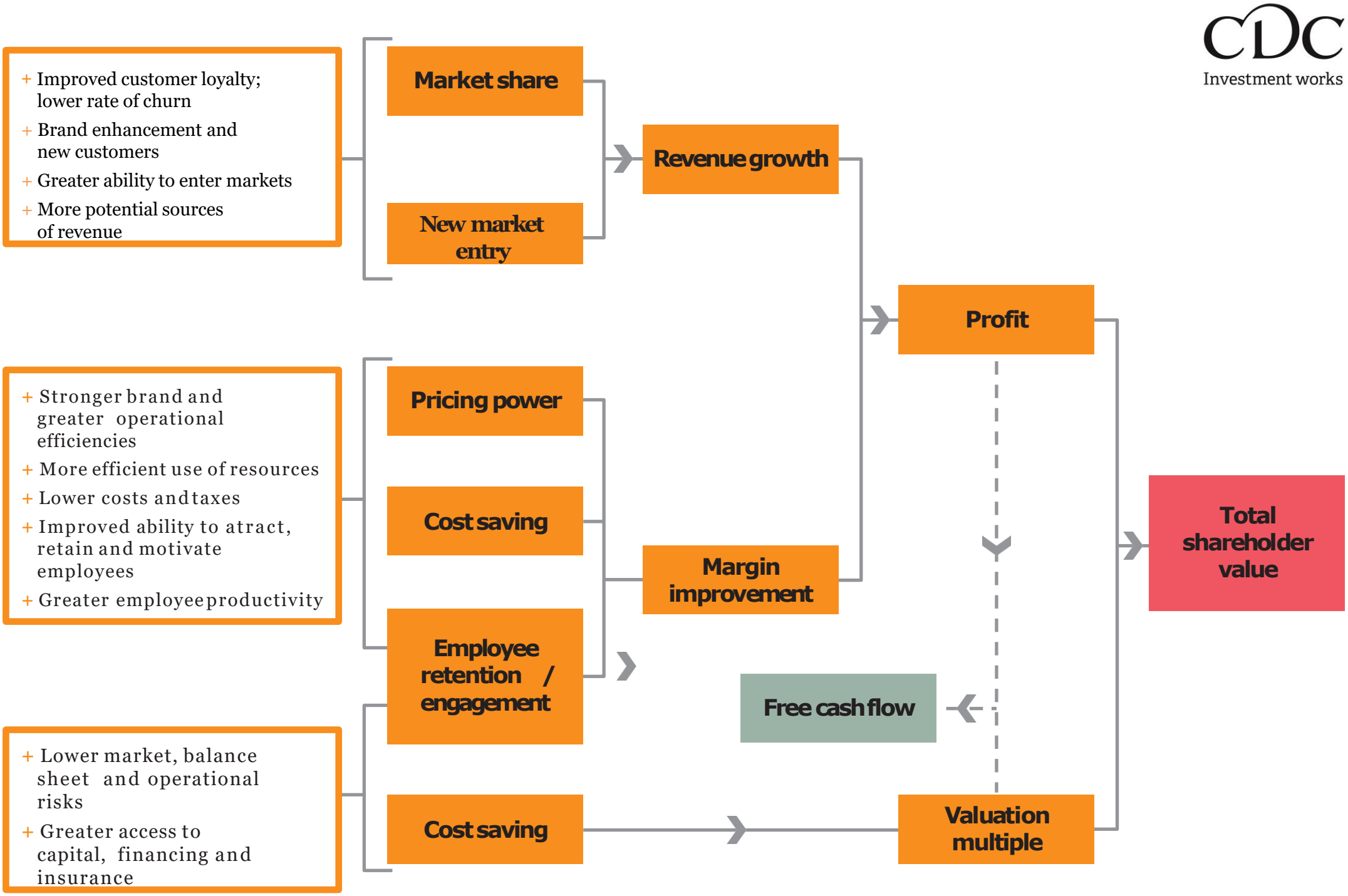
CDC
Investment works
+ Improved customer loyalty; lower rate of churn
+ Brand enhancement and new customers
+ Greater ability to enter markets
+ More potential sources of revenue
Market share
New market entry
Revenue growth
Profit
+ Stronger brand and greater operational efficiencies
+ More efficient use of resources
+ Lower costs and taxes
+ Improved ability to atract, retain and motivate employees
+ Greater employee productivity
Pricing power
Cost saving
Employee retention / engagement
Margin improvement
Free cash flow
Total shareholder value
+ Lower market, balance sheet and operational risks
+ Greater access to capital, financing and insurance
Cost saving
Valuation multiple