



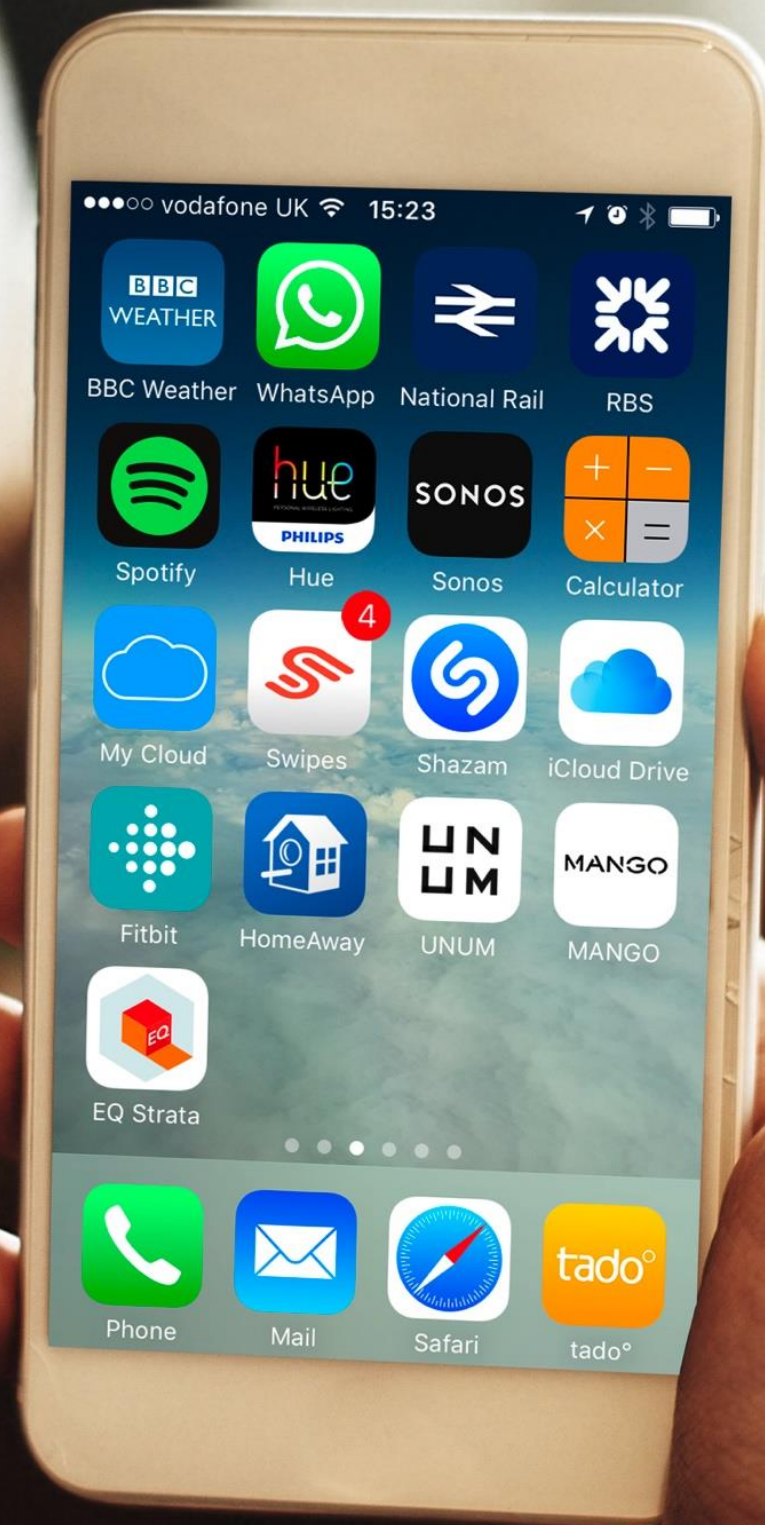
EQUINITI

Augmented Reality (AR)

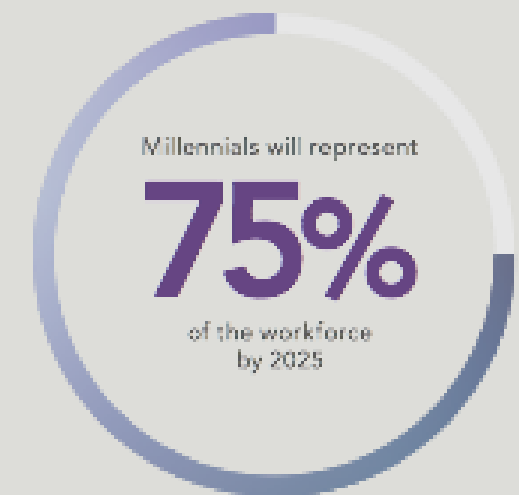
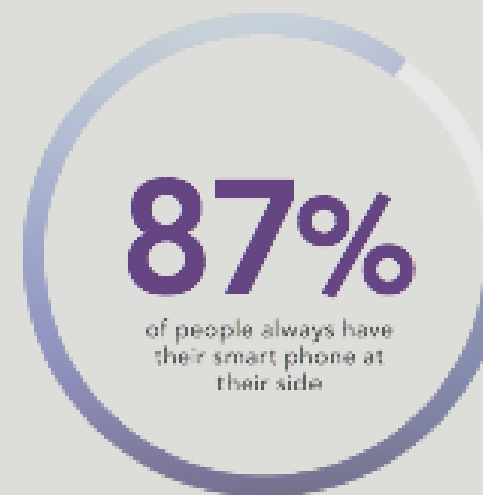
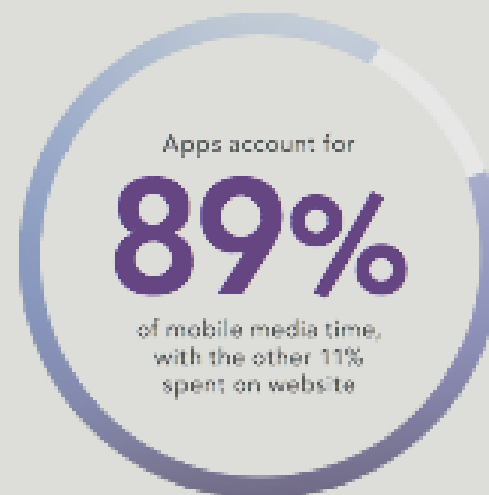
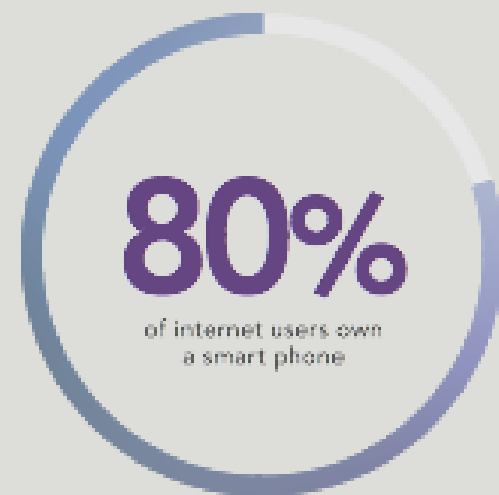
Insightful. Effortless. Magical.



EQ Strata



Some interesting stats...




MILLENNIALS HAVE
ON AVERAGE **7.7**
CONNECTED DEVICES
AND USE **3.3** OF
THEM EACH DAY



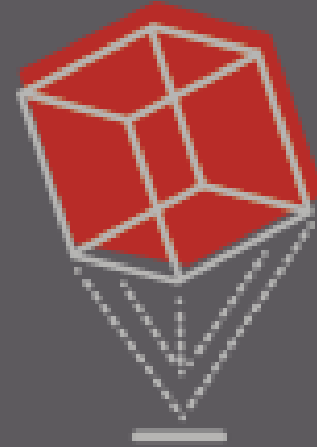
2.6bn
SMART PHONE USERS
WORLDWIDE 2016

THE AR MARKET COULD GROW
FROM NEARLY NOTHING TODAY
TO **£72bn**
BY 2020



What is AR?





Augmented reality (AR) is a view of the real-world (reality), augmented by computer-generated features such as: sound, video, graphics or GPS data. The experience still feels real, just amplified by digital content...

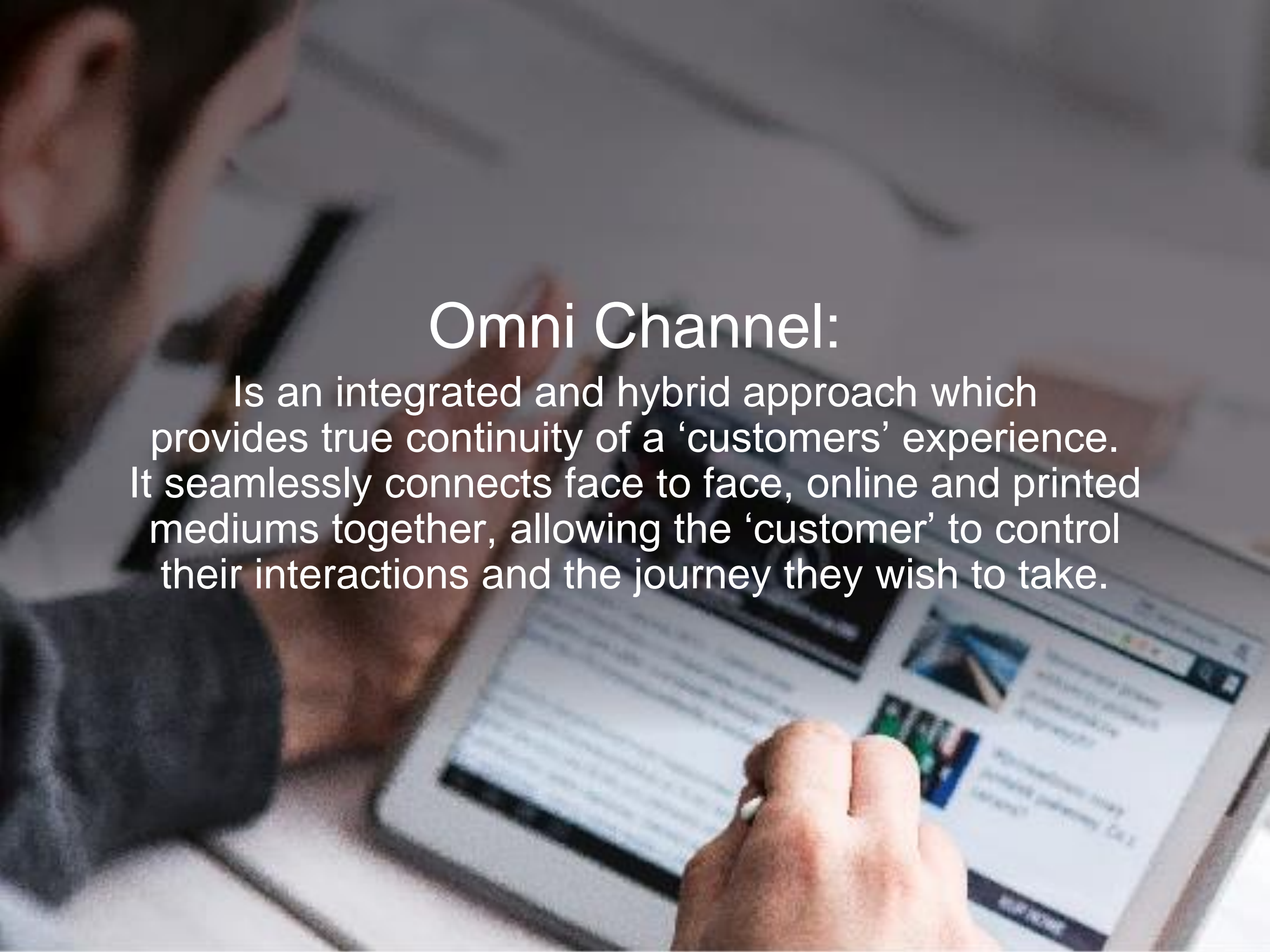
What does it do?



How does it fit into a wider communications strategy?

Omni Channel:

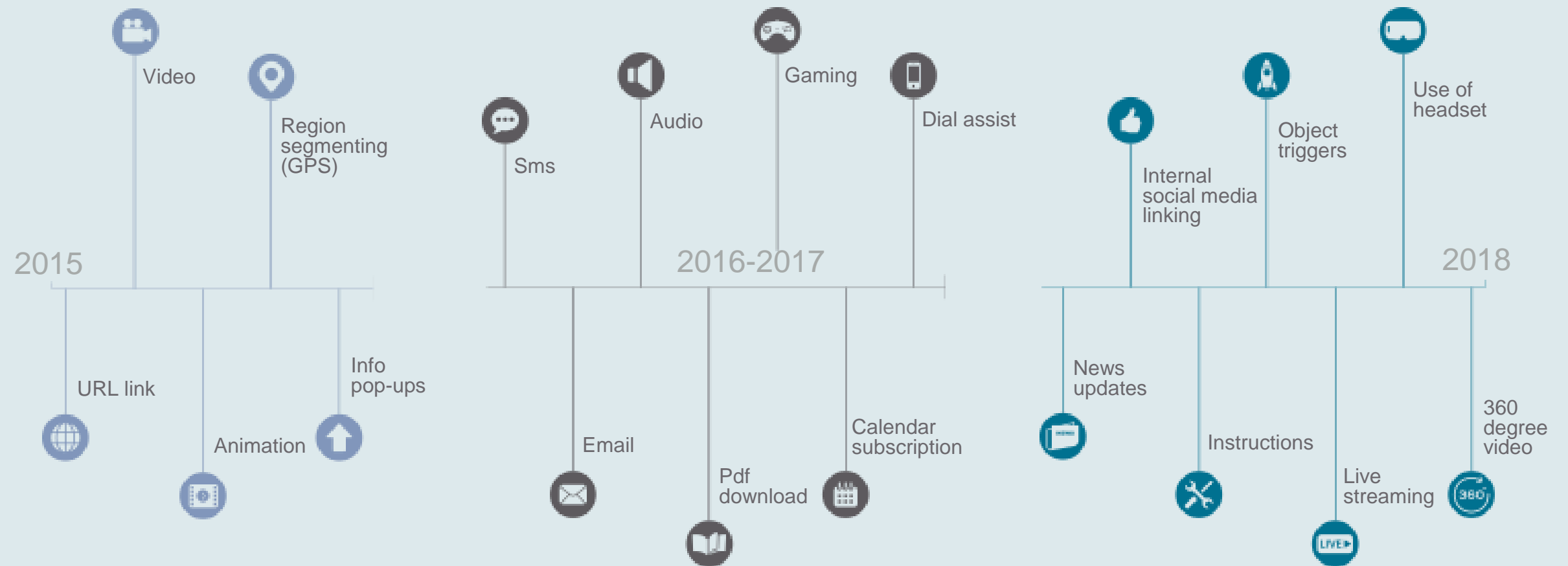
Is an integrated and hybrid approach which provides true continuity of a 'customers' experience. It seamlessly connects face to face, online and printed mediums together, allowing the 'customer' to control their interactions and the journey they wish to take.



Our Omni-channel approach



Our AR development





Unpacked



Online Shopping
10%+ growth
forecast in e-commerce retail market
in the UK

Increasing requirements
for Pan-European solutions
30 countries
across Europe

Innovation
C.2,000 visitors
to DS Sith IC 2015/16

Display packaging
**Major new
display plant**
in Germany opened Nov 2016



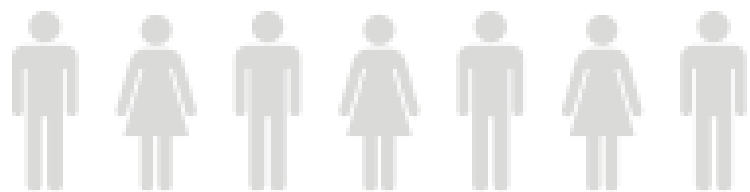


DS Smith is a leading provider of corrugated & plastics packaging, supported by paper & recycling operations

we employ 26,000 people in 36 countries worldwide

OUR
WORKFORCE SPEAK
>28 LANGUAGES

FOR THE FISCAL
YEAR 2015/16 OUR
REVENUE WAS
£4,066M

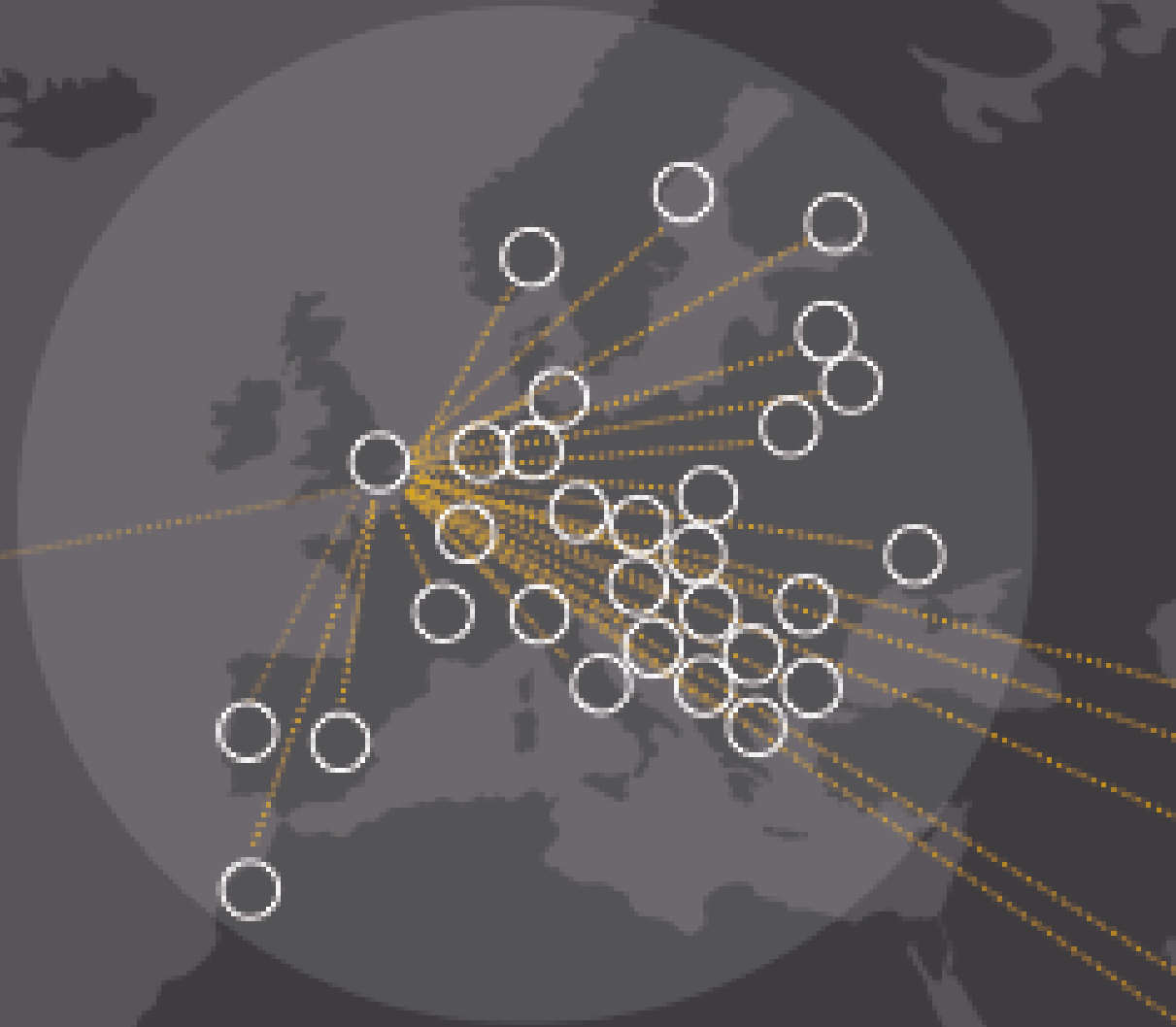


Over 70% of the workforce is manufacturing based ranging from approximately 4,000 employees in France to 2 employees in Norway

Our challenge

DS Smith operates in thirty countries in Europe and a further six worldwide.

Our business is divided into four divisions – Corrugated Packaging, Paper, Recycling and Plastic Packaging.



Our challenge



70%

of employees don't have
access to
the Intranet

Communications



- < Consistent communication for all countries
- < Pre-launch poster
- < Employee presentations
- < Invitation pack

Communications



- < Consistent communication for all countries
- < Maturity poster to pre-communicate to employees, allowing them to explore for themselves
- < Link through to the portal including, Share Dealing Services and Global Nominee

Interactive session

