

We mean change – driving sustainable growth in companies of all sizes

Reddal introduction

Helsinki, May 12, 2021

REDDAL



Reddal is built on the vision of offering a unique collaborative solution to support the growth and development of companies of all sizes – cost-effectively and with concrete business results.

We focus 100% on our clients, and do not serve their competitors. Our objective is to be a trusted partner in growth.

We call our offering business development as a service (BDaaS) and it covers all aspects of performance and growth from strategy to execution

Reddal key facts and service offering

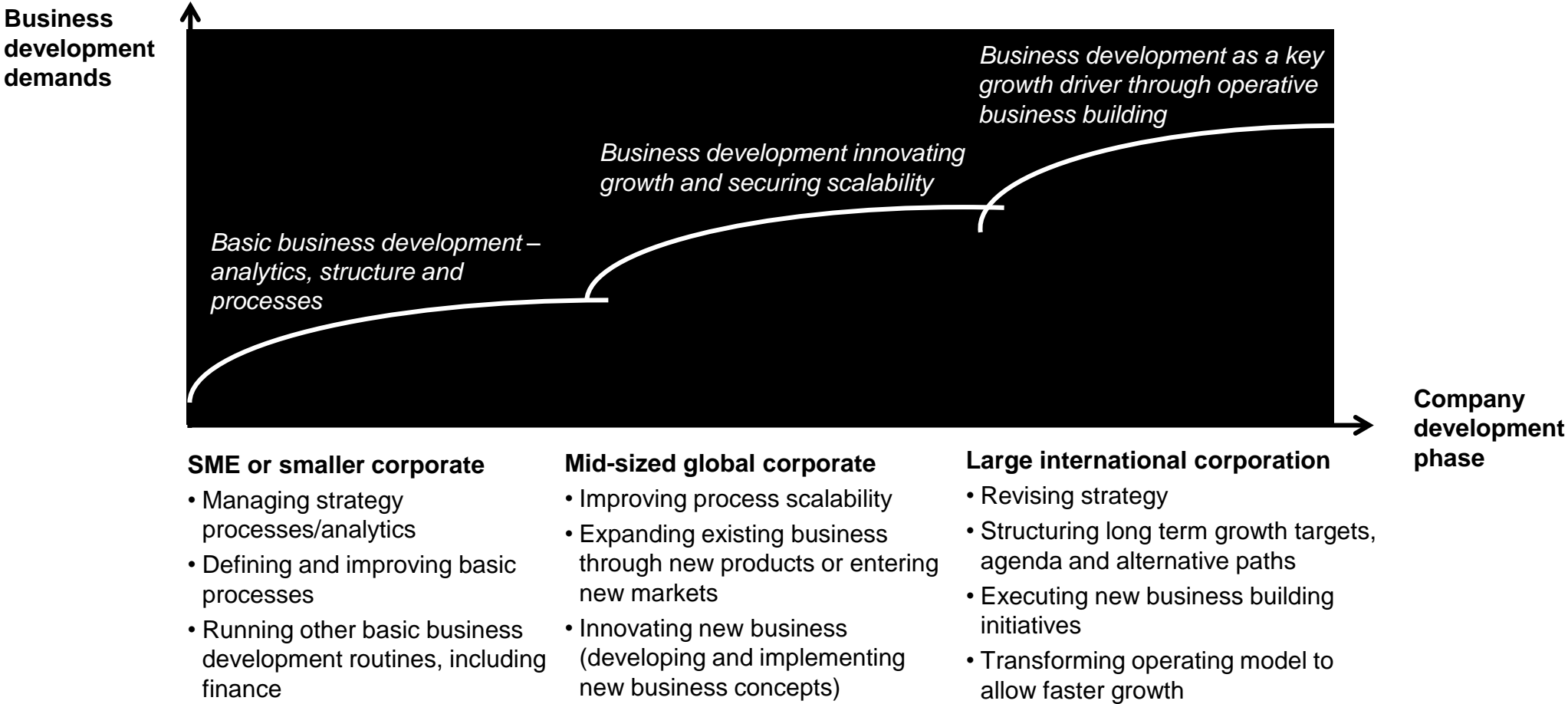
Clients	From the largest major stock listed corporations to SMEs and even technology startups, as well as governmental and non-profit organizations.
Team and locations	Current staff of ca. 30 multicultural team members with excellent track record and academic credentials with background in strategy and business development, corporate finance and accounting, venture capital, entrepreneurship and management Offices in Helsinki, Seoul, Kuala Lumpur, with minor presence also in Germany and Middle East.
Core principles	<ul style="list-style-type: none"> • We are fact based and analytical, rather than merely experience driven • We do not serve competitors or companies with conflicting interests • We do not take part in company internal politics nor take a position on individual client employees' performance
Supporting platform and events	<ul style="list-style-type: none"> • Reddal Engage work monitoring platform, knowledge sharing database of methodologies and project management tools • Reddal Academy and CEO Forum sessions for skill building and latest thinking
Pricing	<ul style="list-style-type: none"> • Cost competitive with inhouse staff – allowing long term relationship • Fixed pricing based on defined scope of the work • Payment and contractual terms adapt to our clients' needs

Strategy	Sales growth	M&A and divestments
Digitization	New business building	Transformation and turnaround
Financial performance	Productivity improvement	Program management



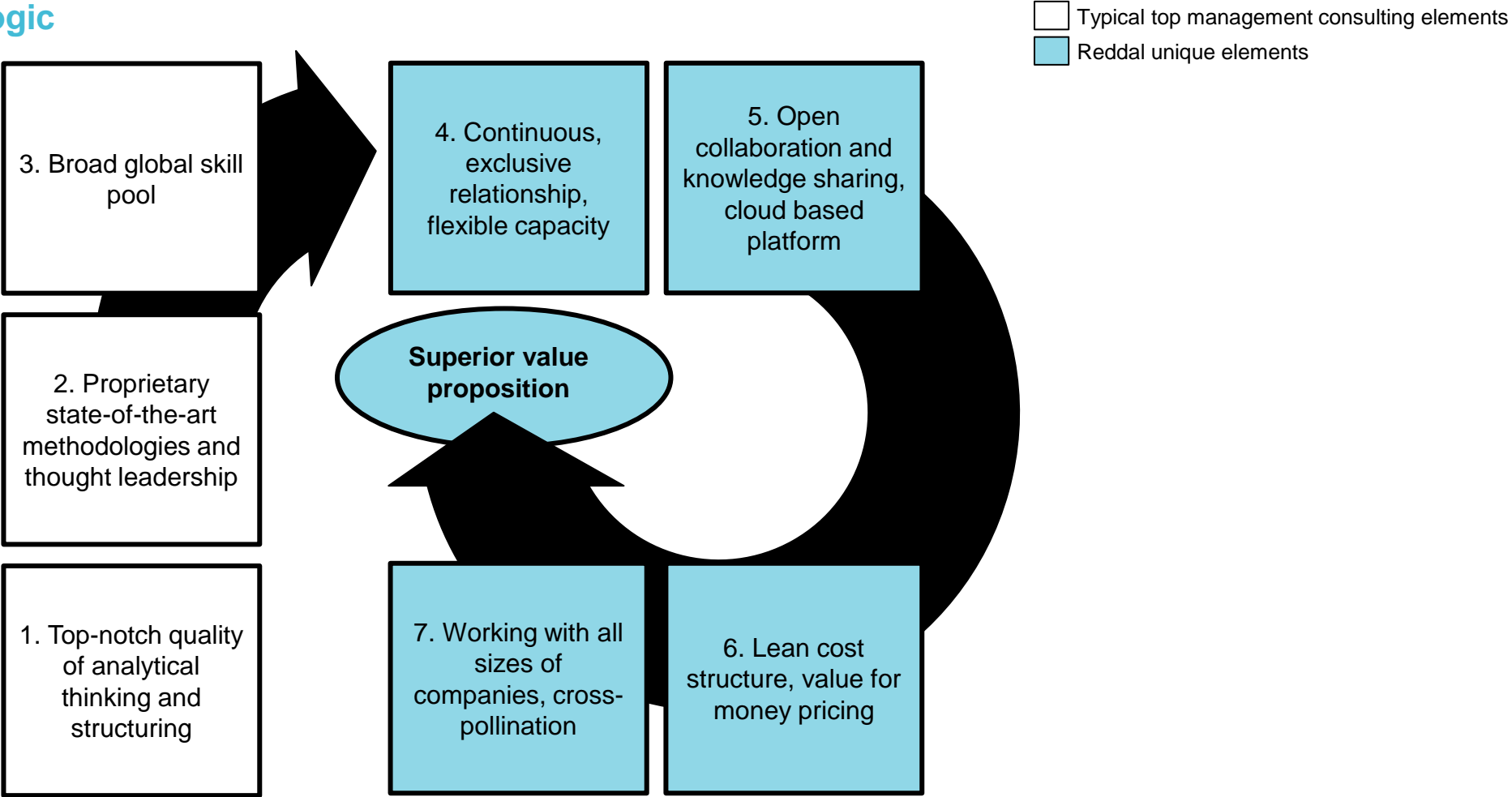
Corporate and business development play a key role across the company lifecycle, but their characteristics change over time

Levels of business development



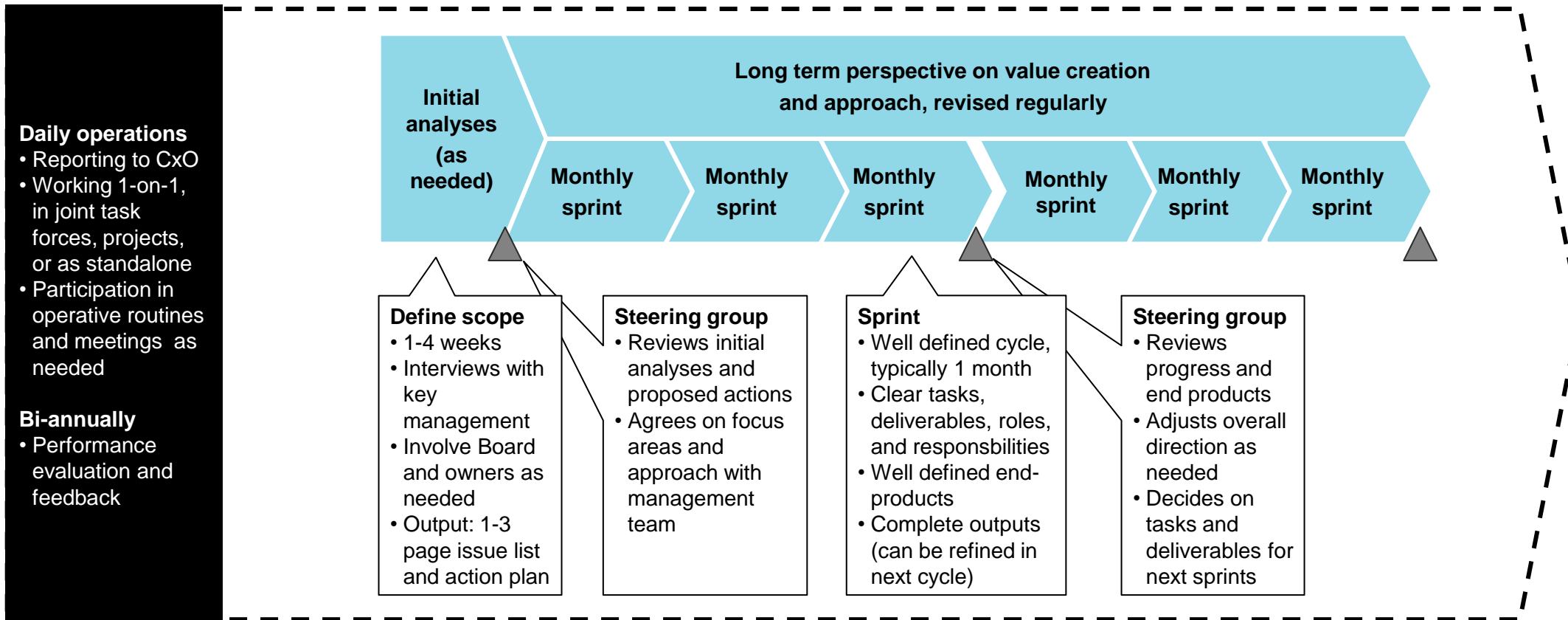
While sharing base characteristics with traditional top management consulting, the Reddal approach has several unique elements

Reddal value proposition logic



Value creation is at the core of our work, from initial analysis and goal setting to implementation – our model scales flexibly to both short-and long-term needs

Reddal service model



Daily operations


- Reporting to CxO
- Working 1-on-1, in joint task forces, projects, or as standalone
- Participation in operative routines and meetings as needed

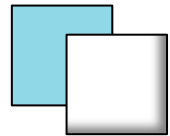
Bi-annually

- Performance evaluation and feedback

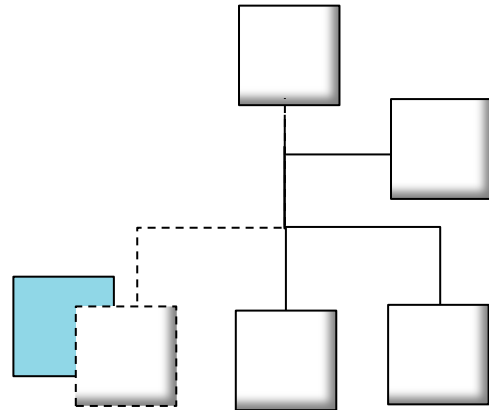
Our model allows us to work with both small and large companies flexibly and creates opportunities for cross-pollination

Cross pollination across a diverse client portfolio

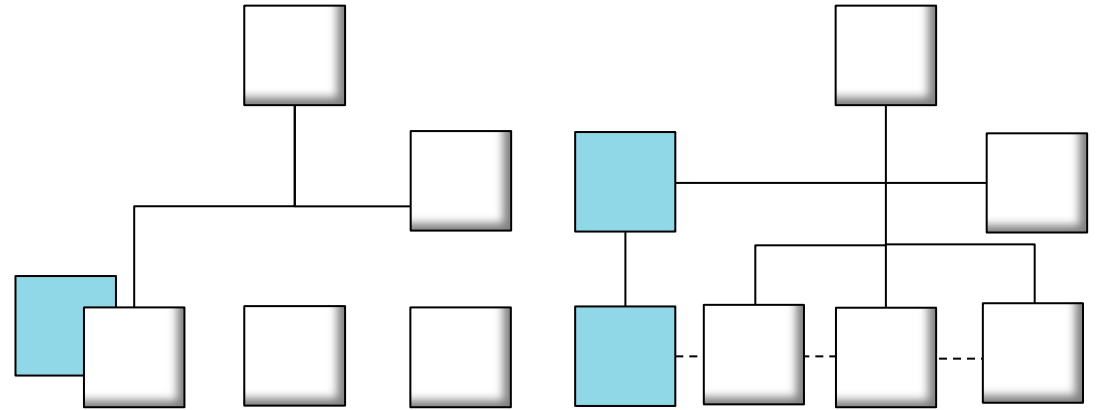
 Reddal capacity



Working with a technology growth company or SME driving global growth



Helping a corporation kick-start a new business unit



Supporting an existing business unit to execute a turnaround

Supporting a major transformation, working both on corporate level as well as in task forces across business units



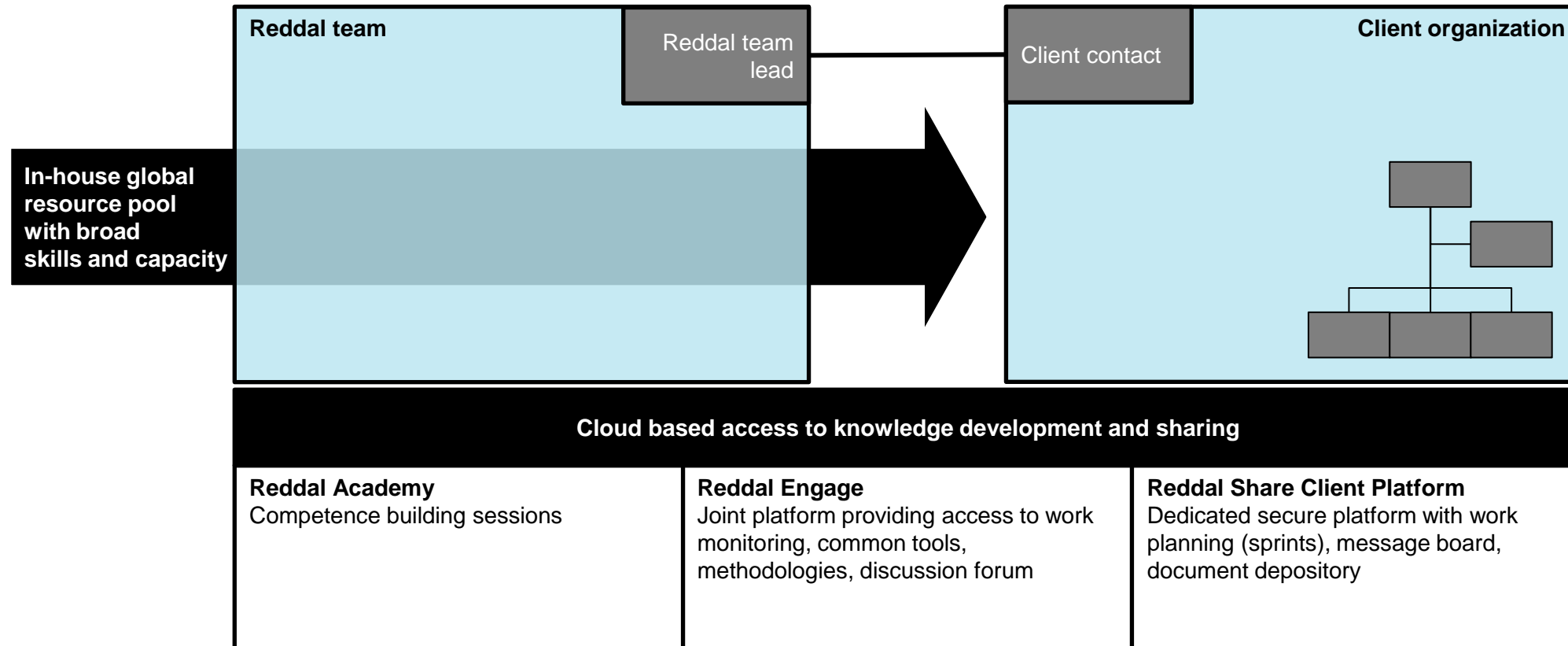
Entrepreneurial role, focus on business building and front line execution



Strategic and analytical role, focusing on coordination and ensuring results

We take a global 24/7 team approach, leveraging our platform for anytime, anywhere access to create close collaboration

Reddal BDaaS service model



Our local staff provides regional insight and expertise

Contact information



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Working together for successful growth.

Find out more on reddal.com