

You Can Be a Great Asset to Us

The following information aims to provide an overview of your areas of expertise in consulting and experience across different industries that we specialise at Eupnea.

It has been prepared for general information only. It is not contractual, however it can be used by the Company to complement other information that we hold for our employees, consultants and contractors internally and for employment purposes.

Name of Individual

Forename:

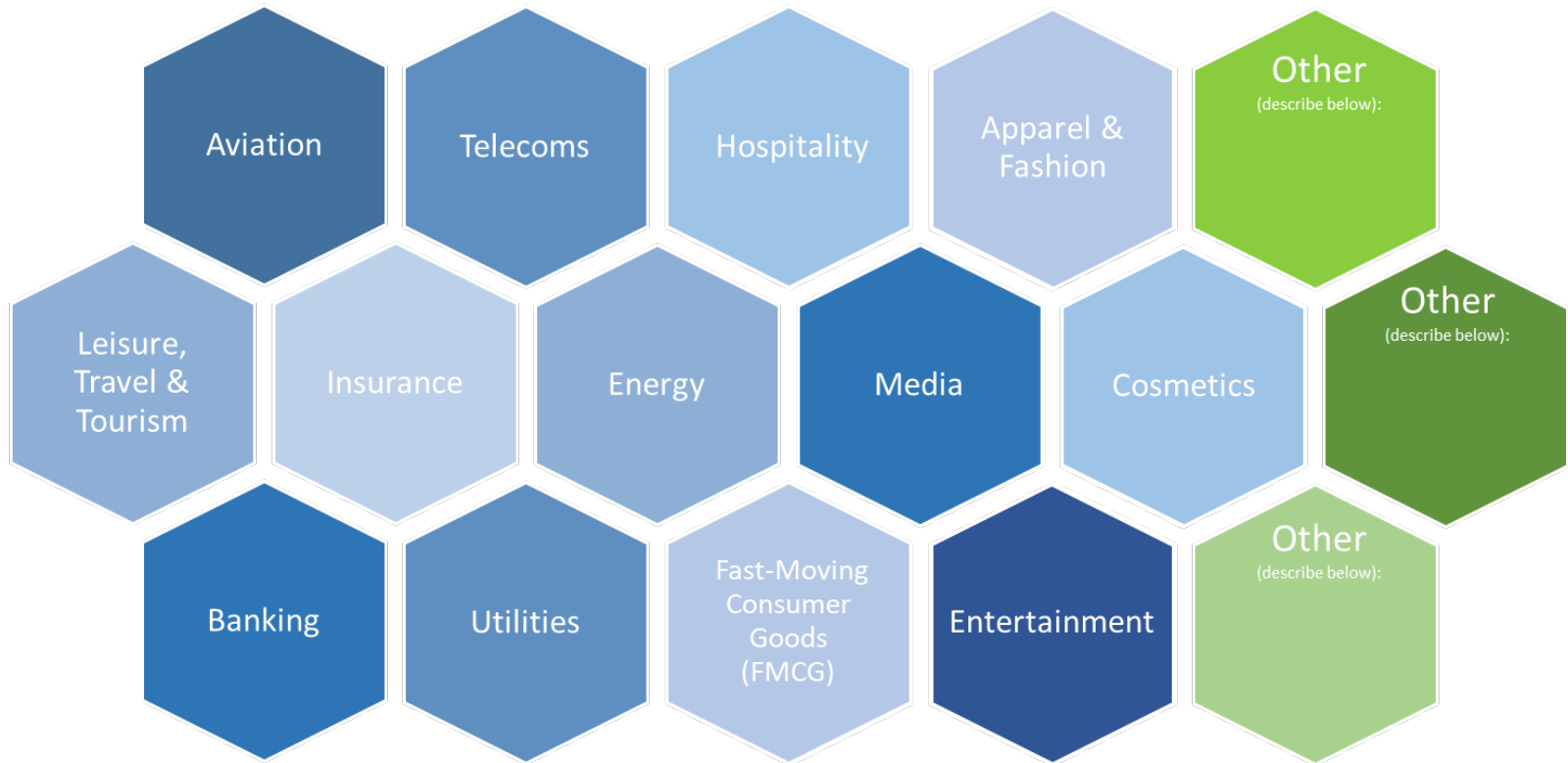
Surname:



Industry Experience



Select below the industries of which you have knowledge and have built experience in consulting





Areas of Experience

Select below the consulting services in which you have expertise

STRATEGY

1

Eupnea creates strategies that empower towards the vision and mission of a business

- Corporate Strategy
- Business Growth Strategy
- Digital Strategy
- Brand Strategy
- Talent Strategy & Management
- Data Commercialisation
- Organisational Design & Strategy
- Content Strategy
- Other (describe below):

CUSTOMER

2

Eupnea produces customer insights that future-proof capabilities and positioning of a business

- Market Intelligence
- Social Sentiment
- Other (describe below):



Areas of Experience (Continued...)

Select below the consulting services in which you have expertise

PRODUCT

3

Eupnea develops products that differentiate and provide competitive edge

- Product Pricing Strategy
- Product Research & Development
- Product Customisation & Portfolio Optimisation
- Other (describe below):

SALES & MARKETING

4

Eupnea optimises marketing to deliver on brand promise and customer need

- Marketing Automation
- Campaign Management Suite
- Media Advertising Suite
- Marketing Budget Optimisation
- Earned Media Ecosystem
- Content Services
- Marketing-as-a-Service (MaaS)
- Other (describe below):



Areas of Experience (Continued...)

Select below the consulting services in which you have expertise

CHANNELS & SERVICES

5

Eupnea designs channels and services that maximise value to customer and business

- Multi-channel Strategy
- Web Design & Optimisation
- Mobile Design & Apps
- Digital Interfaces & UX Design
- Software-as-a-Service (SaaS)
- Other (describe below):

CUSTOMER SERVICE

6

Eupnea provides customer service that enables business performance

- Lead Generation & Optimisation
- Sales Automation
- Workforce Mobility
- Other (describe below):



Areas of Experience (Continued...)

Select below the consulting services in which you have expertise

OPERATIONS

7

Eupnea builds operations that drive efficiency gains

- Digital Platforms
- Process Digitalisation
- IT Architecture
- Value Chain
- Supply Chain
- Target Operating Model
- CX Design & Optimisation
- Risk Management
- Cyber Security
- Other (describe below):

ORGANISATION

8

Eupnea delivers change that transforms a business to excel

- Business Model Innovation & Organisational Change
- Business Transformation
- Corporate Mobility
- Governance
- Workplace & Culture
- HR Technology & Analytics
- Real-time Decision Making
- Innovation-as-a-Service
- Other (describe below):



Your Background

Finally, feel free to tell us about yourself and take us through the journey you have had in your professional career.

- What moments you consider as great achievements or direction-setting that have defined your career
- Where you have delivered real positive impact on the success of a business – employers or clients
- Which personal traits of yours have supported you along the way helping you to excel and driving success in your career