

# Strategy and Progress

Blanco has a worldwide footprint to sell to and service its target markets and all three markets have an immediate need to buy Blanco's products due to various trends, including regulation, environmental, security risks and technology change. This expansion will be generated through direct sales and increasingly indirect channels via our international partners.

A financial summary of our three end-user markets is provided in our KPIs.

## MISSION

To deliver the highest quality technology and efficient data management processes by leveraging our global expertise in data and asset lifecycle solutions

## VISION

To enable companies to responsibly manage their data by erasing concerns for organisations worldwide

## Enterprise/Data Centre:

### Key objectives

- Increase revenues through the development of indirect sales channels, comprising both OEM and channel partners
- Broaden channel partner base with the introduction of new blue- chip partners such as AWS, ServiceNow, Deloitte
- Continue to develop intellectual property to provide a best-in-class solution for customers

### Performance

- Revenue increased by 21% to £14.1 million (2020: £11.7 million)
- Channel sales increased by 27% to £6.5 million (2020: £5.1 million)
- ISV Accelerate partner status obtained with Amazon Web Services
- Integration of Blanco Secure Data Erasure with ServiceNow has begun generating revenue
- New partnerships with Infosys and a global hardware manufacturer have begun generating revenue

### Commentary

- The Group will continue with the existing strategy over the coming years to enable organisations to cope with the increasing regulatory burden being placed upon them
- Increased remote working from the COVID-19 pandemic has increased the quantity of hardware in circulation, which should lead to more devices requiring to be sanitised by organisations
- The post-pandemic return to offices is likely to lead to increased disposal of computer equipment that has been sitting idle for many months
- Stakeholder pressures on organisations to improve their position on sustainability should lead to data erasure becoming a preferred alternative to the physical destruction of assets



## Mobile:

### Key objectives

- Create a leadership position in the mobile asset lifecycle space by providing a broad range of software-based processing solutions that reach across the three markets sectors of Carrier, Retailer and Third-Party Logistics
- Add resource to the R&D division to accelerate product development
- Continue to work with partners such as AON to push mobile insurance technology into retailers

### Performance

- Revenue of £10.9 million (2020: £10.8 million)
- Revenue growth distorted by the expiry of a major contract with a retailer in December 2019 that contributed £1.4 million of revenue in FY20

### Commentary

- The new generation of 5G mobile handsets has led to a super cycle of trading in old handsets
- The increased cost of new handsets is pushing consumers to be more inclined to trade in old units
- The value of used handsets has increased significantly over the course of the year

## ITAD (IT Asset Disposition):

### Key objectives

- Retain market-leading position in ITAD market
- Gain increasing market share in a moderately growing market

### Performance

- Revenue increased by 6% to £11.5 million (2020: £10.9 million)

### Commentary

- The COVID-19 pandemic has created difficulty for ITAD customers in accessing their customer premises to manage IT assets. There is anticipated to be pent up demand once pandemic restrictions are lifted and employees return to offices
- Increased remote working, resulting from the COVID-19 pandemic, has increased the quantity of hardware in circulation, which should lead to more devices requiring to be sanitised by organisations
- Stakeholder pressures on organisations to improve their position on sustainability should lead to data erasure becoming a preferred alternative to the physical destruction of assets