

# An Overview of SDL

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.....Who is SDL?.....



# SDL\*

Publicly traded company (LSE:SDL)

- Founded in 1992
- Annual Revenue: £323m
- HQ: Maidenhead, UK
- 4,100+ Employees
- 59 Offices
- 39 Countries
- 300+ Partners
- 4,500 Enterprise Customers
- 1,300+ In-House Linguists
- 17,000+ Freelancers & Vendors
- 180+ Languages
- 2.6 Billion Words Professionally Translated Annually
- 300 Billion Words Machine Translated Annually

## Trusted by 90 of the Top 100 Global Brands



World-leading  
Innovative Translation  
Management  
Technology



**80%** of the global  
localization supply chain  
use SDL translation  
software



91 Patents and  
over 200 peer-  
reviewed scientific  
publications.



.....Who do we help?.....



..... **We serve 90 of the  
top 100 brands in  
the world.** .....



**Top 15**  
automotive  
companies



**51/68**  
of the top  
manufacturing  
companies



**27/36**  
top retail &  
eCommerce



**Top 11**  
consumer  
electronics



**Top 14**  
IT/software  
companies



**19/20**  
top law firms



**9/10**  
top insurance  
companies



**19/20**  
top  
pharmaceutical  
companies



**19/20**  
top banks



**19/20**  
top medical  
device companies

..... **Every day, you, as a  
consumer, will use a  
product or service  
that we have helped  
bring to market!.....**

.....How do we help?.....





.....We help companies  
create, translate, and  
deliver content .....

# The Content Supply Chain



# Our offerings address the entire process



Business

Create and  
Manage

Translate &  
Localize

Deliver and  
Distribute



Consumers

SDL Creation Services

SDL Translation Services

SDL Delivery Services

SDL Tridion DX

SDL Translation Management

SDL Digital Experience Accelerators

SDL Contenta

SDL Machine Translation

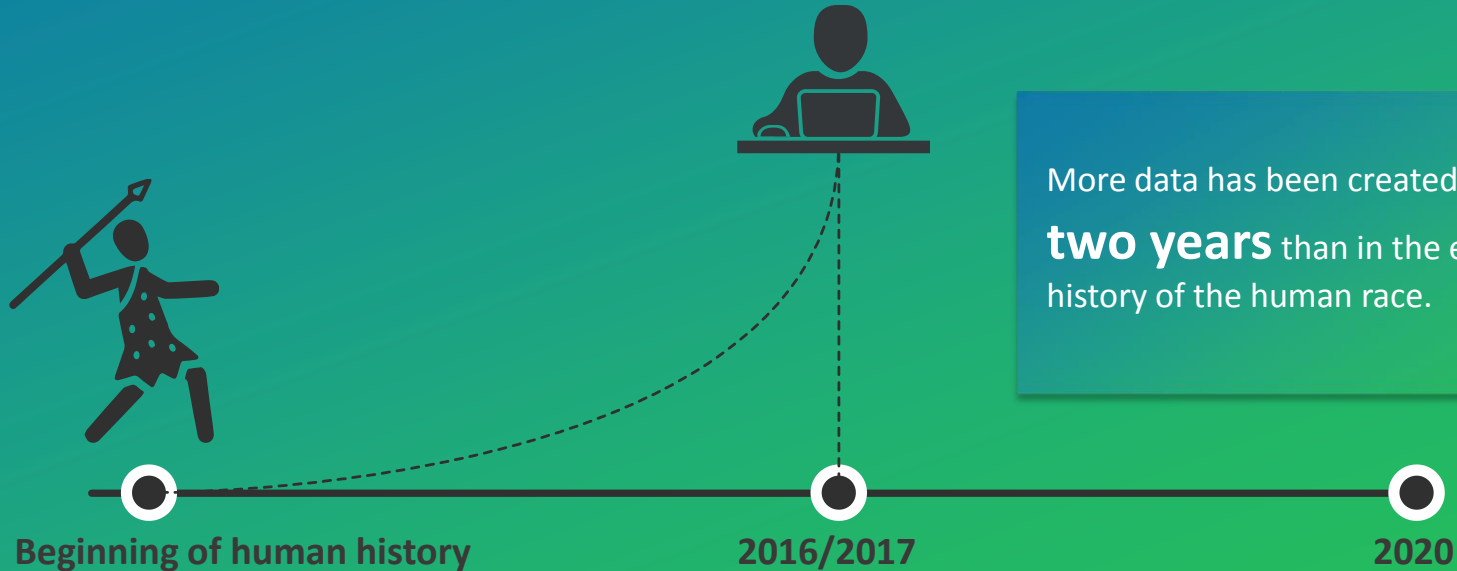
SDL XPP

SDL Trados

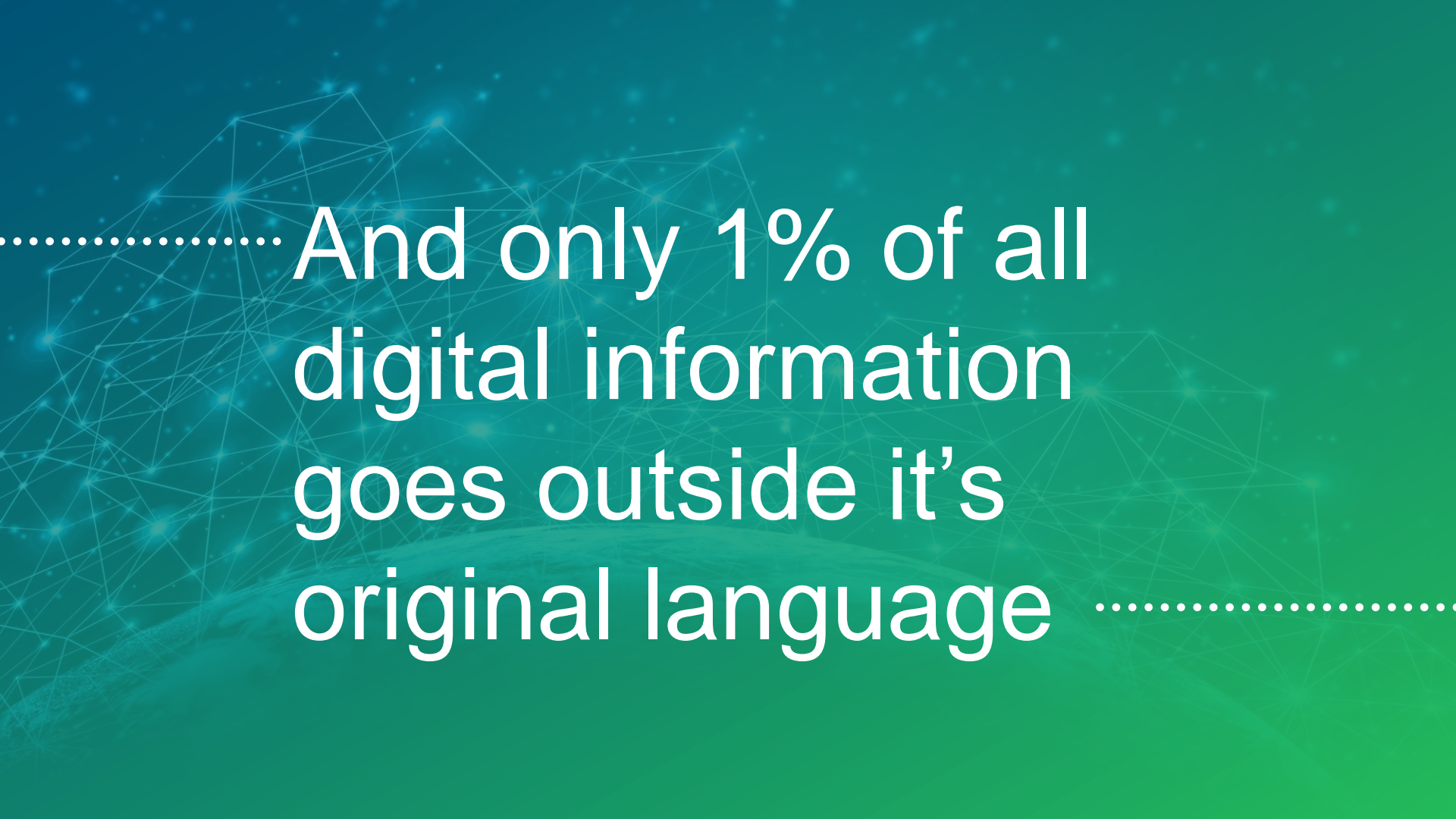


..... Why are our  
services needed?.....

# Content Growth is Exponential



More data has been created in the **past two years** than in the entire previous history of the human race.



..... And only 1% of all  
digital information  
goes outside it's  
original language .....





57%

of customers expect a consistent  
experience



Web users are **4 times**  
more likely to purchase if  
..... content is in their language



A person in a grey long-sleeved shirt is sitting at a wooden table, writing on a piece of paper with a black marker. Their left hand is resting on the table, and they are wearing a watch. In the background, another person's hands are visible, gesturing. A large, 3D green graphic of the number '52%' is overlaid on the right side of the image, with a dotted white line curving around it.

52%

of consumers are likely to change brands  
if its message isn't personalized



# A recent customer success in the automotive sector

# Why we believe Managing Content Globally can be a strategic advantage

**#1**

Increase profit margins

**87%**

**#2**

Faster time to market

**82%**

**#3**

Improve digital experience

**77%**

Source: Benefits of a Global Content Operating Model Survey, October 2017

The logo for SDL\* is displayed in a large, bold, white sans-serif font. The letters 'S', 'D', and 'L' are connected, and an asterisk is positioned to the upper right of the 'L'. The background is a gradient from teal to green, featuring a network of white dots and lines, with several white plus signs scattered throughout.

# SDL\*

## Software and Services for Human Understanding

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