



WELCOME TO CHALLENGE ADVISORY

**AN INTRODUCTION TO
OUR ORGANISATION**



OUR MISSION:

WE INFLUENCE BUSINESS,
GUIDE GOVERNMENTS AND
CULTIVATE EFFICIENCY.

PREPARING PLANET EARTH FOR
10 BILLION PEOPLE BY 2050.



WHO WE ARE

WE ARE PIONEERS OF
GLOCALISATION

WE ADVISE GOVERNMENTS AND GLOBAL BUSINESS ON THE CHALLENGES AND OPPORTUNITIES ASSOCIATED WITH HAVING 10 BILLION PEOPLE ON OUR PLANET BY 2050. CHALLENGE ADVISORY COLLABORATES WITH ITS CLIENTS TO DELIVER PROFITABLE SOLUTIONS AND FOSTER ENTERPRISE EFFICIENCY. IN A CONSTANTLY EVOLVING ENVIRONMENT, THE CORE OF OUR STRATEGY IS ADAPTABILITY.

Challenge Advisory LLP is a global firm with offices in North America, South America, Africa, Europe and Asia.

Each of our industry and functional practice heads act under a 'Partnership Agreement' and are all united under the core ideals and strengths of Challenge Advisory's values, which focus on sustainable development.

Challenge Advisory's Industry 4.0/IIoT practice provides insight into the key facets of Fourth Industrial Revolution, resolving Smart Factory challenges and Industry 4.0 issues. Our steering committee is comprised of innovators and thought leaders in business efficiency, manufacturing and industry.

They are pioneers of emerging technology and knowledgeable sculptors on the future of our planet.

Integral to our firm and client's long-term success is our 'steering committee' which oversees and advises on the focus and strategy which Challenge Advisory takes. The committee comprises of leaders from government and global business. Underpinning all of this is our understanding of your needs, challenges and solutions, whilst recognising the importance of discretion and confidentiality. Therefore we are able to fathom your core concerns and deliver results, whilst always limiting the amount of information we share.



GOVERNED BY OUR VALUES

Implicit in our set of values is to build long-term, mutually beneficial relationships with every client. The challenge of having 10 billion people on our planet is something which is solved through long-term solutions. Our firm's success is inextricably linked to the success of our clients. Our governance will always be aligned with that of our clients under these guidelines:

- We will only take on a client if we believe we can create value.
- We will always deliver an honest opinion.
- We will not publicise the work we do for our clients.
- In the interests of every client, confidentiality is paramount. The Preservation Of A Client's Confidences; A ***Categorical Imperative***.^{**}

IMPORTANCE OF EDUCATION

We continue to demonstrate that we deliver to the world's outstanding organisations:

‘The right solution, at the right time, at the right place’

“WHAT HAPPENS IF WE INVEST IN DEVELOPING OUR PEOPLE & THEN THEY LEAVE US?”

“WHAT HAPPENS IF WE DON’T, AND THEY STAY?”

For this reason, we invest more than 20% of our firm’s resources annually in the development of our people. Whether it’s studying for a PhD, or innovations in best practice across local, regional and global markets trends, all of our people are expected to continually develop their insights in their field of expertise.

Here at Challenge Advisory, the pursuit of knowledge is encouraged as it helps us deliver a deeper understanding of our clients’ challenges, which in turn gives us the information we need to develop tailor-made solutions.

Our employees are passionate, continuously developing and embracing the ideals and core values of our partnership. Education is the backbone of our firm from a junior consultant through to our Managing Partners.



WHAT WE DO

WE CONTINUOUSLY
ASSESS THE FUTURE



WITH COLLECTIVE SKILL SETS HONED FOR AN EVER-CHANGING WORLD, CHALLENGE ADVISORY HAS AN IDENTIFIABLE, PROVEN TRACK RECORD SOLVING PROBLEMS AND DELIVERING SOPHISTICATED SOLUTIONS ON BEHALF OF GOVERNMENTS AND GLOBAL BUSINESS.

No less relevant, and fundamental to long-term success, is the continuous relationship we develop with our clients working alongside them making distinctive, lasting and quantifiable improvements. Your success is our success.

Challenge Advisory believe sustainability and profitability are inseparable when we develop solutions. We continue to innovate and nurture, unique and sustainable solutions to the world's problems that are also commercially viable.

From governments to start-ups, all key challenges we develop solutions for, will have 'Sustainable Profitability' as its driver of change.

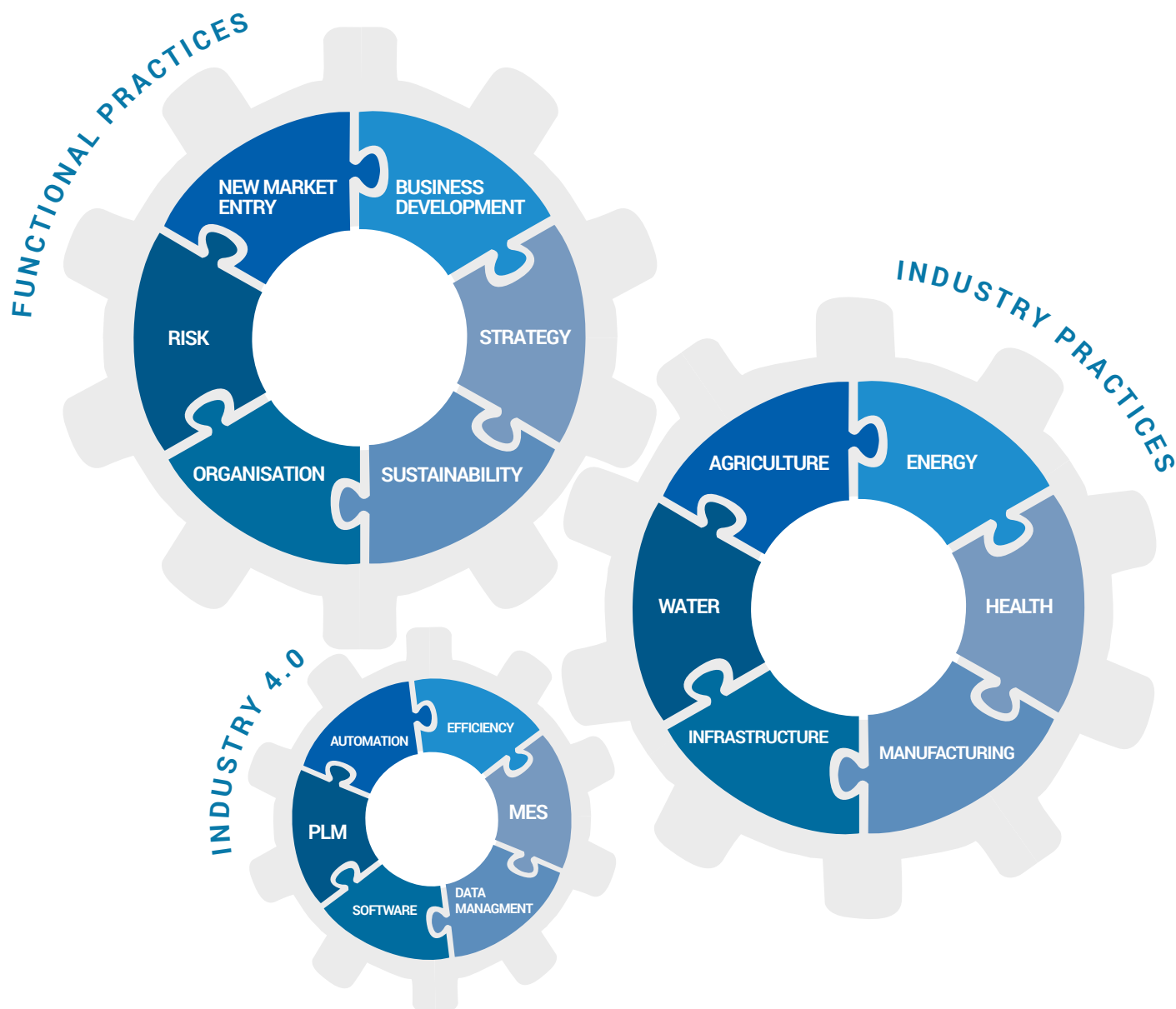
We are firm advocates of the Triple Bottom Line, the three pillars of which are People, Planet and Profit. By that we mean that the more sustainable we help an organisation become, the better it will be for the environment and communities within which they operate, the welfare of their staff and the more profitable they will become.

"I WOULD RECOMMEND CHALLENGE ADVISORY BECAUSE OF THEIR ABILITY TO DELIVER EXTENSIVE INDUSTRY KNOWLEDGE AND PERSPECTIVES BUT, MOST IMPORTANTLY, DEVELOPING SOPHISTICATED, TAILORED SOLUTIONS WHICH IN TURN, OPENED UP QUANTIFIABLE OPPORTUNITIES IN A NEW MARKET".

Private Equity Company

CLIENT SERVICES INDUSTRY AND FUNCTIONAL PRACTICES

OUR SUCCESS IN DELIVERING ON GLOBAL INITIATIVES IS FOUNDED ON FLEXIBILITY AND A FUTURE-ORIENTED MINDSET.



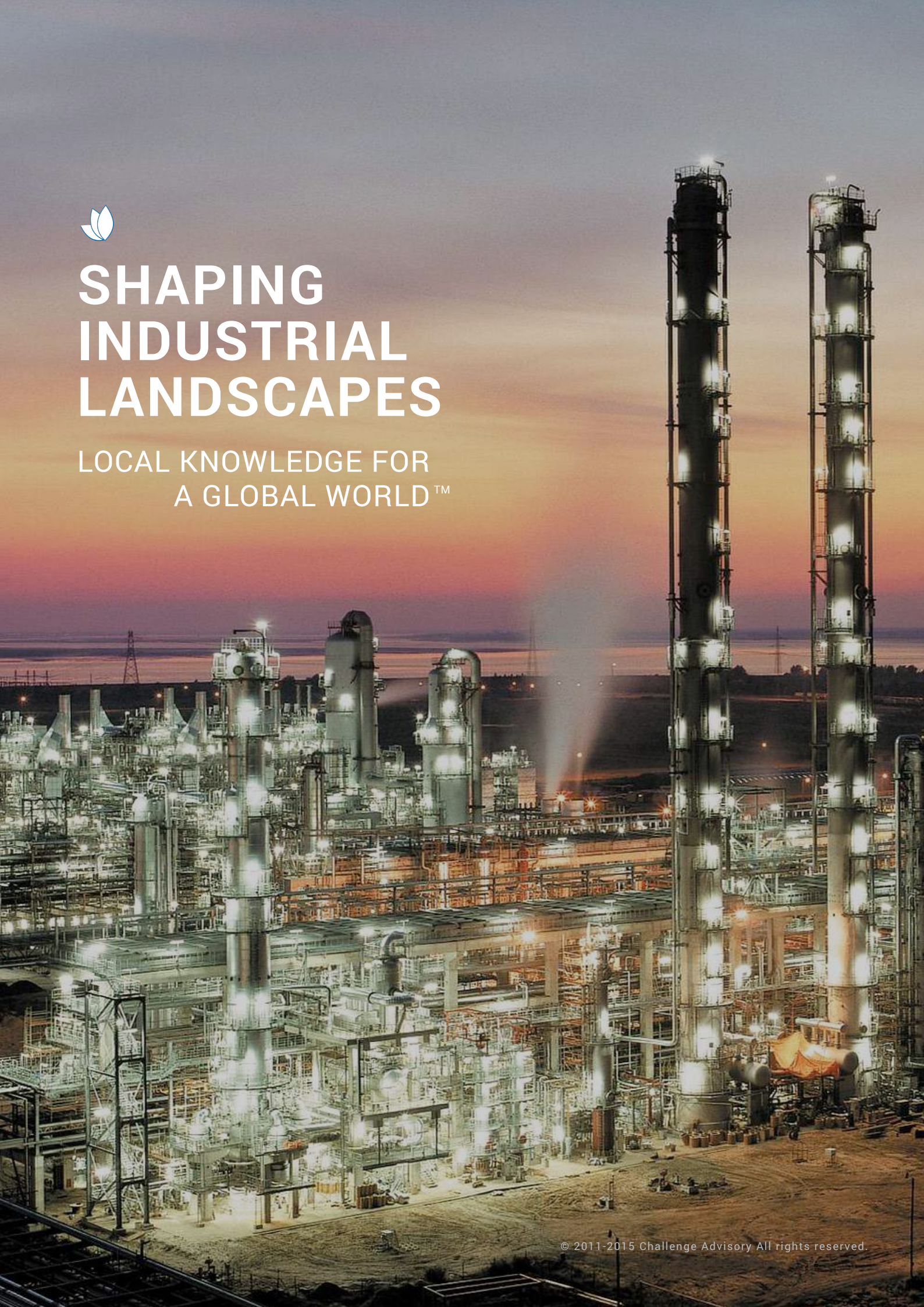
OUR CLIENTS INCLUDE:

- Corporations
- Start-ups
- Investment Firms
- Industry Bodies
- SMEs
- Government



SHAPING INDUSTRIAL LANDSCAPES

LOCAL KNOWLEDGE FOR
A GLOBAL WORLD™





DEEP FEEDBACK

Immediate, response-contingent feedback enables richer learning and provides guidance on where to go to learn more.



CHALLENGE INSTITUTE

DEVELOPING NETWORKS OF LEADERS

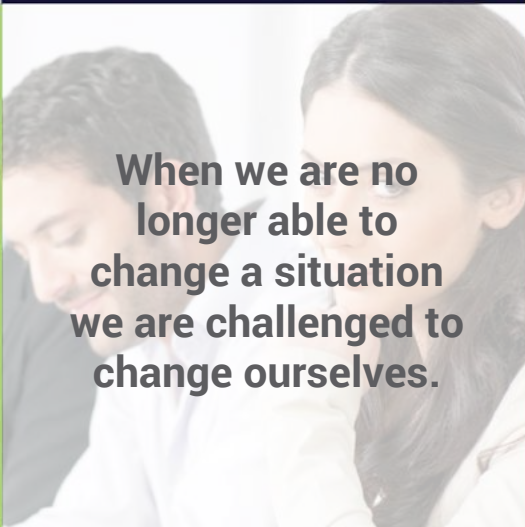


OUR CULTURE:

Challenge Advisory culture is based on four core principles.

Learning by doing
Focus on expert performance
Deep feedback
Social Learning

Sustainability



When we are no longer able to change a situation we are challenged to change ourselves.



“No challenge is insurmountable; it requires knowledge.”



Developed and taught by our partners, incorporating insights from external business leaders.



WE CREATE CHANGE

CHALLENGE INSTITUTE

The world's leading institutions seek to develop their competitive advantage through their people who challenge the status quo. Challenge Institute provides business education that is innovative, relevant and applicable.

Challenge Institute helps leadership teams develop the skills required to address tomorrow's challenges so their organisations can compete in a constantly shifting paradigm.

- Developed and taught by our partners, incorporating insights from external business leaders.
- We provide programs and courses targeted at different roles and development needs.
- Courses design based on how professionals learn through practical application, from interaction with each other.
- Continually developing, innovative approaches, evolving techniques and perception from performance data.

An aerial, sepia-toned photograph of the London skyline. The Gherkin is prominent in the center, surrounded by other skyscrapers. Thick white smoke is rising from several buildings in the foreground and middle ground, suggesting a fire or industrial activity. The sky is filled with large, dramatic clouds.

CONTACT

Karveh Cavalieri
Managing Partner
E: karveh@challenge.org

Lara Francesca
Global Partnerships
E: lfrancesca@challenge.org

Henry Smith
Head of Communications
E: hsmith@challenge.org

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Jeremy G for Challenge Advisory | CH1452341 | April 2013 - amended March 2015