

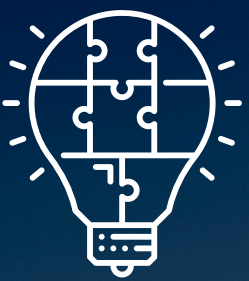
5 CONSIDERATIONS

When evaluating your IP management provider



ANAQUA

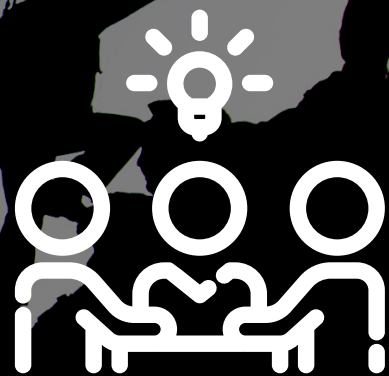
OTHER PROVIDERS



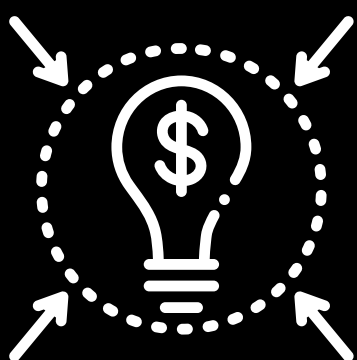
Technology DNA with 20+ years of IP software experience complemented with integrated services



Uses M&A strategically to add new capabilities and expand geographic coverage



Partners with clients to develop innovative product roadmap



Significantly increases investment in new product development each year



Establishing industry-leading IP platform and improving the practice of IP globally

Company DNA & Strategy

M&A Strategy

Product Strategy

2021 IP Software Focus

Client Considerations



Commodity services DNA



Uses M&A to buy market share and increase profits



Cross-sells customers unwanted bundles of information, software, and services



Significantly reduces spending on products and people following M&A events



Leaving customers to question if their IP software will be discontinued