



INVESTOR DAY 2025



Data & AI Strategy

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Hyde

26th November 2025



Data & AI Strategy: accelerating Gen35 Delivery

— focused on delivering margin growth, cost efficiency and capability uplift



Trading & Portfolio Excellence

Smarter, faster trading

Real-time AI optimisation to capture margin and improve portfolio decisions

Goal: Drive higher gross margins and faster portfolio decisions



Operational Efficiency

Always-on operational intelligence

AI forecasting and predictive maintenance to lift asset availability and reduce OPEX

Goal: Reduce OPEX



Customer Value Acceleration

Personalised experiences at lower cost

Agentic AI to automate services and tailor interactions growing Customer Lifetime Value

Goal: To lift customer lifetime value while reducing OPEX



Enterprise Intelligence

Data-driven decisions everywhere

AI-augmented insights and automated workflows that free people to focus on value.

Goal: Productivity and employee empowerment

People & Culture

Process

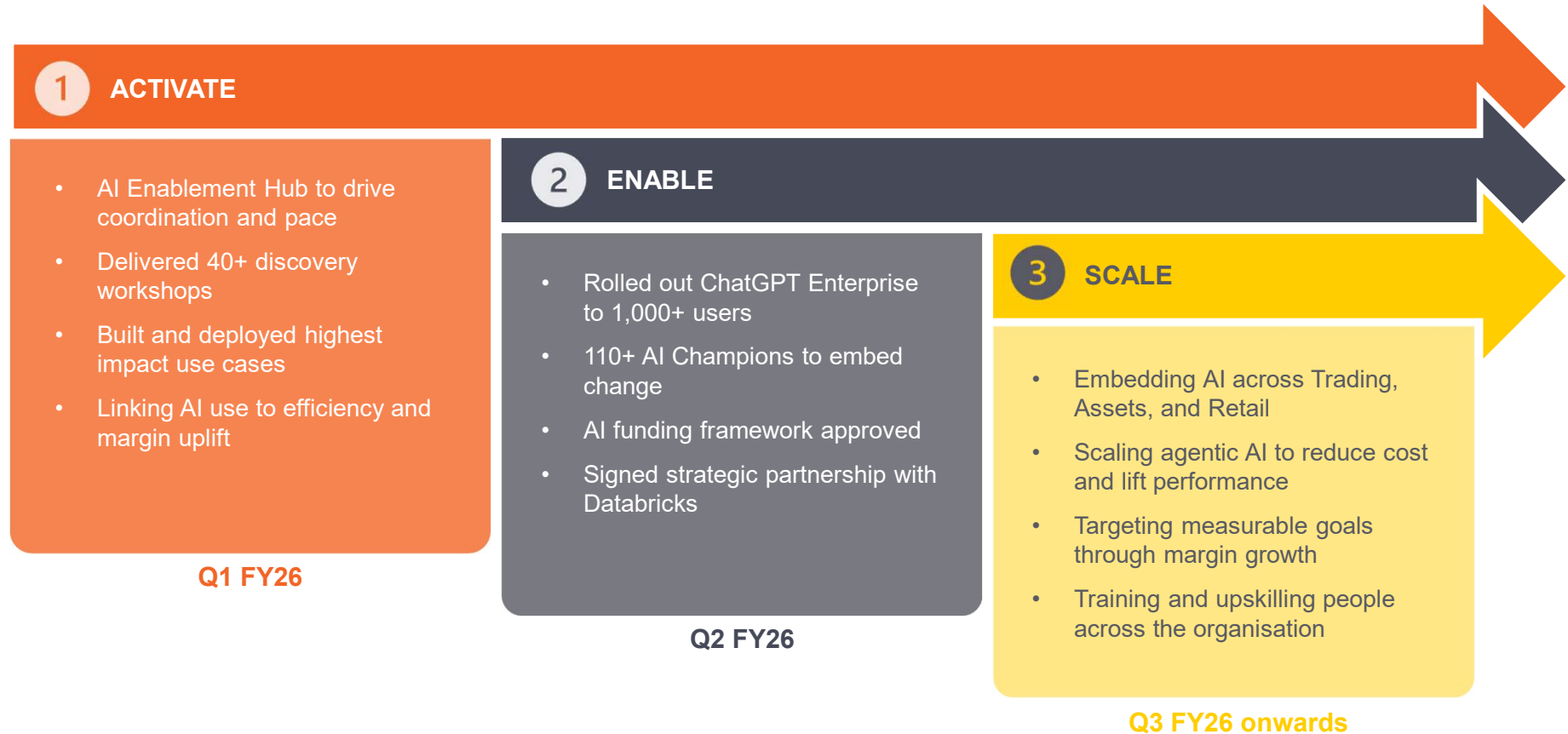
Technology

Partners

Key Enablers

From Proof to Performance

— Scaling AI to Deliver Enterprise Value



Phase 1

— Delivered core capabilities that will enable us to realise value at pace

Generative AI capabilities with the power to transform how Genesis works



ACCESSIBLE →

Removes technical barriers so anyone can interact with data and systems using natural language



REUSABLE →

Reusable patterns cutting time and cost to deliver



SCALABLE →

Enabling solutions to go from idea to deployment in days, not months



TRANSFERABLE →

Captures expertise and turns it into scalable business intelligence



P&C:

PeoplePal

Chatbot enabling HR policies instantly — reducing time-to-answer and admin load



C&I:

Agentforce AI Assistant

Automating workflows and generating communications to surface real-time insights.



Wholesale Operations:

Maintenance Assistant

Faster asset health detection to better inform maintenance activity for reliability

Wholesale Maintenance Assistant

AI use case to detect faults faster



Rankine optimisation

AI use case to support the
Trading team



AI at Scale

— Smarter, Faster, and Leaner



Open AI ChatGPT Enterprise is now part of how we work —
accelerating productivity, building capability and scaling innovation across Genesis

1,114

Users enabled

800

Users trained

111

*AI Champions
onboarded*

219

*Custom GPTs
created**

111,913

*Total prompts sent**

**Over 85% of the
organisation is
now AI enabled**

**Over 60% of
workforce AI-
trained and
growing**

**Growing network of
champions driving
enterprise-wide
capability and peer
to peer advocacy**

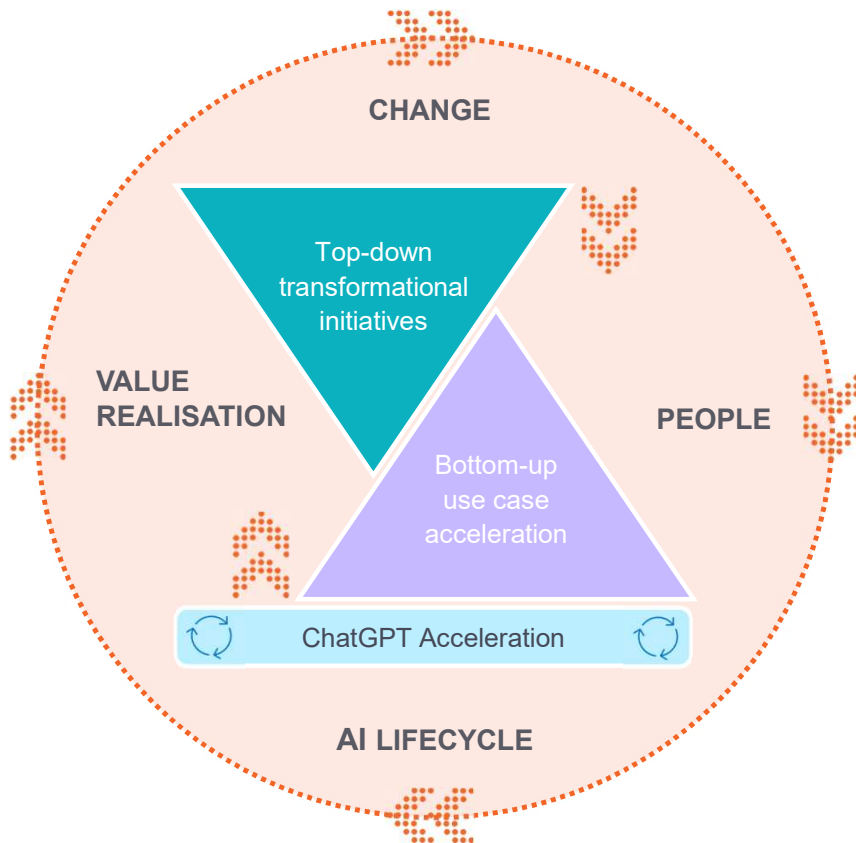
**Employee led AI
innovation turning
ideas into
workflows**

**High utilisation
saving thousands
of hours weekly**

* Data as at 21st Nov 2025

Phase 2 of AI Transformation

— will move from productivity gains to full business transformation



Top-down transformational initiatives:

Targeting high value areas to shift the dial significantly to unlock mid to upper \$550M EBITDAF.

1. **Asset Management Transformation**
2. **Redefining Retail Operations** (Customer Front & Back offices)
3. **Reimagining Trading and Portfolio management**

Bottom up use case acceleration:

Scaling proven use cases that boost speed, accuracy, and decision-making. Expanding AI-enabled workflows across every function.

ChatGPT at scale:

Focus on continuous learning and GPT creation across business user groups to drive real productivity benefits.

People-led, Value Driven:

AI adoption will be part of how we work. We're embedding capability, scaling innovation, and unlocking measurable value across Genesis.

Leveraging a Global Partner Network

— to Deliver and Scale at Pace

Our hybrid delivery model combines in-house expertise with world-class partners, leveraging offshore capability in locations like India to maintain efficiency, scale at pace, and deliver 24/7



AI is now a growth engine

— delivering measurable value across Genesis



We will use AI to enhance trading decisions, optimise operations, and lower cost-to-serve – directly contributing to EBITDAF growth



We will scale fast through generative AI and existing cloud partnerships – minimal capex, rapid payback, and scalable benefits across the business



Phase 1 delivered the foundations – enterprise access, reusable patterns, and measurable wins. Phase 2 will expand into high-value transformation across Trading, Retail, and Operations

Thank you

