

BEN SPEAR

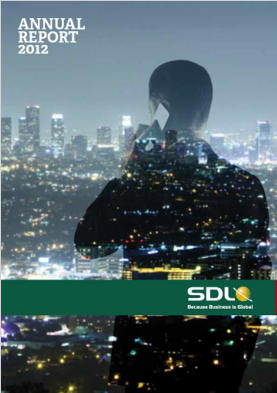
PORTFOLIO '18



SDL Annual Report 2012

These are example spreads from the 125 page 2012 Annual Report for SDL. I was completely responsible for the project, handling and designing all assets from data supplied by the finance team.

These particular spreads show a number of the custom charts, graphs and tables that I produced using Adobe Illustrator. The project was put together using Adobe InDesign.



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SDL ANNUAL REPORT 2012

FINANCIAL HIGHLIGHTS

Revenue

Profit Before Tax and Amortisation

Operating Margins Before Amortisation

Operating Cash Flow

Revenue

Profit Before Tax and Amortisation

Fully Adjusted Diluted Earnings Per Share

Operating Cash Flow

OPERATIONAL HIGHLIGHTS

January

February

March

April

May

June

July

August

September

October

November

December

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SDL ANNUAL REPORT 2012

OPERATING AND FINANCIAL REVIEW

OPERATING AND FINANCIAL REVIEW

Fig 1. Operating Cash Flow

Fig 2. Revenue

Fig 3. Analysis of Revenue by Segment

Fig 4. Geographic Split of Sales by Division

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SDL ANNUAL REPORT 2012

ENVIRONMENTAL COMMITMENT

ENVIRONMENTAL COMMITMENT

2012 Results

Summary Emissions by Office

Head Office Footprints 2011-2012

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SDL ANNUAL REPORT 2012

SDI FOUNDATION

SDI FOUNDATION

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SDL ANNUAL REPORT 2012

SDI FOUNDATION

SDI FOUNDATION

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SDL Annual Report 2012 continued

The report featured my own photography and the use of stock images. The group photo on the far right was composited together from separate portraits that I took with studio lighting and backdrop on location at the company office.

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SDL ANNUAL REPORT 2012

CHAIRMAN & CHIEF EXECUTIVE OFFICER'S STATEMENT

Dear Shareholder,
Business performance
SDL, across a portfolio of solid organic revenue growth for the Group, and good progress on the integration of the Altran acquisition, also made considerable progress in 2012. The Group's technology segment was disappointing as announced in November 2012. Nevertheless, revenue for the year was £289.3 million (2011: £235.8 million). Profit before taxation and amortisation of intangible assets ("PBITA") was £152.5 million (2011: £128.1 million), which equates to a 19% increase on the year and was £25.6 million (2011: net cash) after £126.9 million (2011: £128.1 million), following the £120 million acquisition of Altran in January 2012.
Revenue
Revenue growth of 22.3% can be attributed to underlying organic growth of 6.7%, 12.4% growth from acquisitions and a 1.2% decrease arising from foreign exchange effects. Geographically, growth in Asia was 44%, North America was 32%, with Europe leading the charge, increasing by 11%. The year generated from operations for the Group was £23.8 million, including one off outflows and selling costs associated with £12.7 million relating to the acquisition of Altran that was completed in the first half of 2012. Operating cash flows returned to £52.5 million, along with a 10% conversion of 100% in the second half, or £13.8 million in absolute terms (excluding capital expenditure).
Segmentally, we were pleased with our Language Services organic revenue growth of 13.4% due primarily to operational sales and marketing activities. Services PBITA contribution was £22.1 million, down from last year due to investment in growth and some high cost contracts with lower margins. Excluding acquisitions, we were disappointed with our technology revenues that declined 13% (excluding one off outflows) of £12.7 million to Group PBITA in the year. This was primarily due to inadequate customer and acquisition sales and marketing in 2011 and 2012, coupled with difficult economic conditions, new entrants technology solutions and revenue increased significantly in the last quarter.
Altran Acquisition
The Altran acquisition has performed initial expectations with a revenue and PBITA of £23.8 million and £2.3 million respectively. This performance is attributable to a combination of high levels of customer activity, strong margins, and a high level of customer loyalty. The integration of Altran into our existing business has been successful, with the Altran team contributing significantly to our revenue and PBITA. The acquisition of Altran has been a successful one, with the Altran team contributing significantly to our revenue and PBITA. The acquisition of Altran has been a successful one, with the Altran team contributing significantly to our revenue and PBITA.
Value and Strategy
We are delighted to have expanded our business, entering new markets and increasing our customer base. We are also pleased to have acquired Altran, a leading player in the Customer Experience Management space. We are confident that our acquisition of Altran will be a successful one, with the Altran team contributing significantly to our revenue and PBITA. We are also pleased to have acquired Altran, a leading player in the Customer Experience Management space. We are confident that our acquisition of Altran will be a successful one, with the Altran team contributing significantly to our revenue and PBITA.



Mark Lancaster
Chairman & Chief Executive Officer

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SDL ANNUAL REPORT 2012

Market Opportunity

The world is seeking a compelling solution to meet the present and future challenges of customer engagement. This is evident in the rapidly growing Customer Experience Management or CXM market. SDL believes that the opportunity to succeed and prosper in this digital world lies in the ability to engage with customers, not just in the past but in the future. We have the technology, the talent, and the resources to meet this challenge. We have the technology, the talent, and the resources to meet this challenge. We have the technology, the talent, and the resources to meet this challenge.

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Management change

As previously announced in November 2012, Mark Lancaster, Executive Chairman, stepped into the role of Chief Executive Officer following John Hunter's decision to leave SDL to pursue other interests.

Outlook

Although the macro economic situation in Europe remains challenging, interest in a new Customer Experience Management solution is growing. We believe that the opportunity to succeed and prosper in this digital world lies in the ability to engage with customers, not just in the past but in the future. We have the technology, the talent, and the resources to meet this challenge. We have the technology, the talent, and the resources to meet this challenge.

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SDL ANNUAL REPORT 2012

BOARD OF DIRECTORS



Joe Campbell, David Clarke, Mark Lancaster, Matthew Knight, Marry Graham, Chris Beckett

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SDL ANNUAL REPORT 2012

OUR VISION, MISSION AND VALUES

OUR VISION

SDL is a leading provider of Customer Experience Management solutions. We are committed to providing our customers with the best possible experience, and to ensuring that our solutions are scalable, secure, and easy to use.

OUR MISSION

Our mission is to provide our customers with the best possible experience, and to ensure that our solutions are scalable, secure, and easy to use. We are committed to providing our customers with the best possible experience, and to ensuring that our solutions are scalable, secure, and easy to use.

OUR VALUES

- Integrity
- Innovation
- Customer Focus
- Teamwork
- Excellence

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SDL ANNUAL REPORT 2012

TIMELINE OF INNOVATION

2012: Customer Experience Management solutions

2011: Customer Experience Management solutions

2010: Customer Experience Management solutions

2009: Customer Experience Management solutions

2008: Customer Experience Management solutions

2007: Customer Experience Management solutions

2006: Customer Experience Management solutions

2005: Customer Experience Management solutions

2004: Customer Experience Management solutions

2003: Customer Experience Management solutions

2002: Customer Experience Management solutions

2001: Customer Experience Management solutions

2000: Customer Experience Management solutions

1999: Customer Experience Management solutions

1998: Customer Experience Management solutions

1997: Customer Experience Management solutions

1996: Customer Experience Management solutions

1995: Customer Experience Management solutions

1994: Customer Experience Management solutions

1993: Customer Experience Management solutions

1992: Customer Experience Management solutions

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SDL ANNUAL REPORT 2012

RISK MANAGEMENT

RISK MANAGEMENT

SDL is committed to managing its risks effectively, and to ensuring that its solutions are scalable, secure, and easy to use. We are committed to providing our customers with the best possible experience, and to ensuring that our solutions are scalable, secure, and easy to use.

THE BOARD

AUDIT COMMITTEE

EXECUTIVE COMMITTEE

Iscah and Mimi

I was briefed by a Bristol based jewellery company to produce a logo that is sympathetic to the products which predominantly feature diamonds set with delicate gold rings or chains. With that in mind, I kept the design lightweight and used the diamond for inspiration.

My idea was influenced by the process used for setting their diamonds. The placement of the gem within the capital “M” mimics this technique.

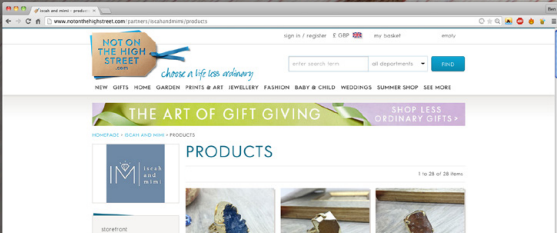


Jessica Painter
Specialising in
statement jewellery

jessica@iscahandmimi.com
iscahandmimi.com
Instagram
@iscahandmimi
07723456789

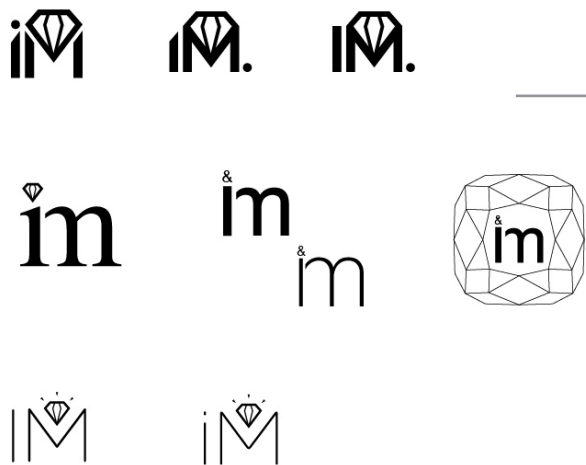


Iscah and Mimi recently became available to purchase online:
notonthehighstreet.com/iscahandmimi

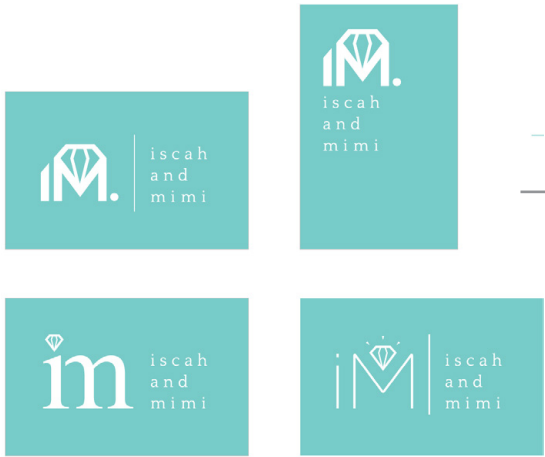


Iscah and Mimi [design development]

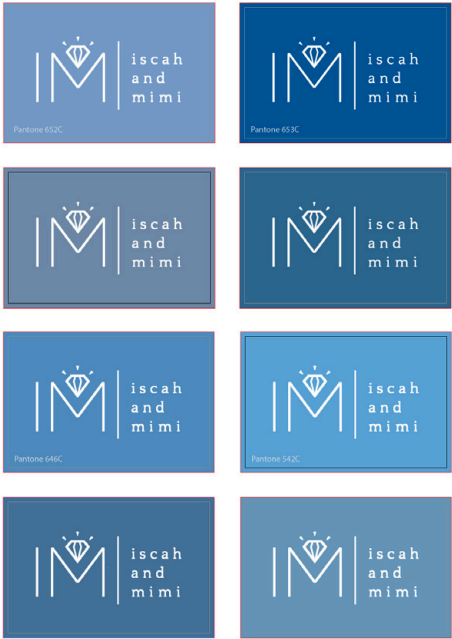
When I began the project I proposed a number of very different concepts, including incorporating a piece of work supplied by the client.



(Design concepts)



I took a selection of the client's preferred drafts and demonstrated some options that include the company name.



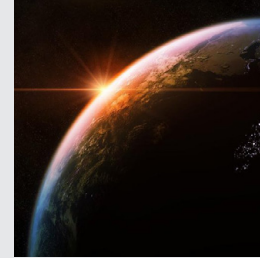
The client already had a good idea of the colour palett they were after so it was a relatively simple case of mocking up the logo into the colours they had put forward.

One Life

A Christian, youth oriented , that organises conferences around the UK for young people to explore and grow in their leadership.

The client wanted a piece with an organic/joyful look and feel that would appeal to a broad audience.

My design development included a couple of different starting points which I briefly explored before settling on a final design due to the quick turnaround of the project.



Visual research for this project included seedlings and saplings and images of the earth from space. These were obvious representations of growth and spirituality that i was able to subtly weave into the final graphic.



sine.to

The client was developing a QR (quick response) code based live performance booking system whereby promotional collateral would carry a QR code to link directly to a sales page. This was a very interesting project as not only was I tasked with producing an iconic logo, but the client wanted a custom QR code.

This involved experimenting with 'breaking' the QR code - covering it to the point where it no longer functions and then pulling it back to where it still works, while getting maximum visibility for the custom element of the QR code.



Custom QR code featuring the S logo set in the center. At this size, the logo becomes recognizable while retaining the functionality of the QR code.



On the left the logo is too large and we lose functionality while on the right the logo is too small and we lose legibility



My visual research involved finding some appealing custom QR codes for inspiration.



The sine.to logo came about while experimenting with custom text for the project. Inspired by the use of negative space in the QR codes, I used a simple rectangle shape to bring the letters together with a common theme/shape.



Using the red box as a stencil I can demonstrate how the rest of the letters were formed:

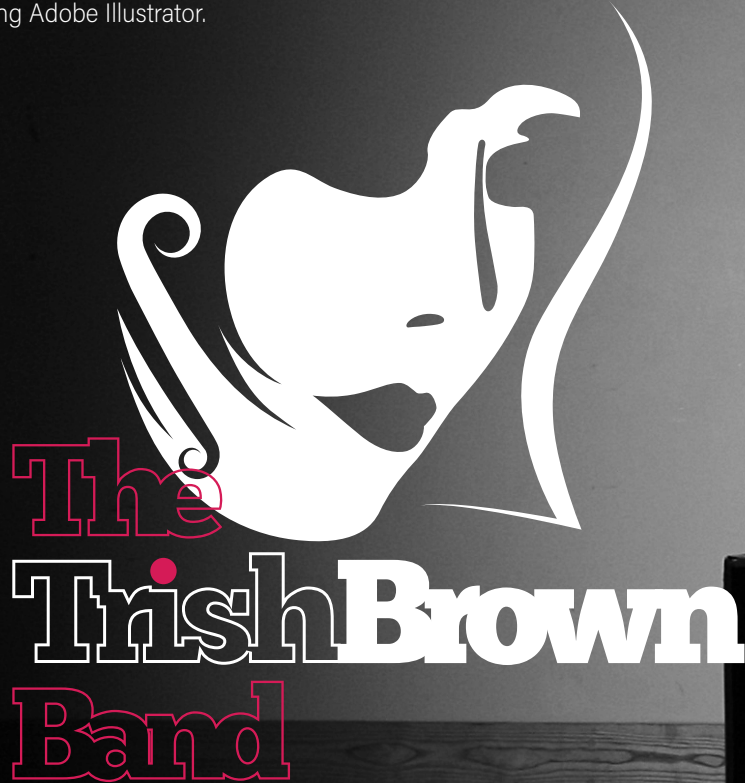


blowofe \ 26ff \ qrcogel



Trish Brown

Identity for Bristol based jazz collective fronted by the multi-talented artist Trish Brown (pictured). The logo itself is derived from a high-contrast photograph of the artist. It has then been reduced to the very basics of the image and enhanced for a more graphic appearance using Adobe Illustrator.



Trish Brown [design development]

My initial ideas for the identity revolved around the silhouette of a saxophone. I experimented with two contrasting typefaces for variety.

TrishBrown

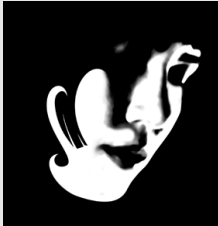
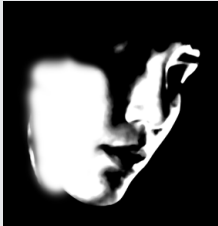
TrishBrown

TrishBrown

TrishBrown



At the same time as working on the logo, I conducted a photoshoot of Trish to use alongside her new visual identity. With the silhouette of the saxophone in mind, I conducted research into stylized, people based graphics and I came across these images for inspiration (right). I chose a strong, high contrast image of the client (below left) and modified it in Photoshop to flatten it to the basic high lights and shadows. I opened the image in Illustrator, traced, drafted and then meticulously modified it into the final version (below right).



I developed the type from one of my initial ideas with the heavier typeface. I removed the saxophone element as it did not compliment the new 'face' logo and was no longer necessary. The pink colour, which the client liked, was retained by colouring the dot on the i.



The Mixing Jug

Mobile catering business supplying fruit smoothies, hot drinks (all fair trade and rainforest alliance) and award winning cakes. This logo design makes use of the negative space created by the capital "M" and "J" to imitate the shape of a mixing jug.

Below are some of the initial sketches:





Sarah Pitfield
CEO
07861579511
themixingjug.co.uk

On-site specialist
events catering





AWARD WINNING CAKES · FRESH SMOOTHIES · SUPER JUICES

Welcome to The Mixing Jug!

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- SARAH & JAMIE

THE MENU TODAY

SMOOTHIES - £4.99	JUICES - £3.99
<p>just peachy Peaches and mangos mixed with yogurt and brown sugar</p> <p>mango madness This is the taste of tropical fresh mango, sweet pineapple and orange juice mixed with brown sugar</p> <p>nutty professor Keep the brain juices flowing with fresh bananas, blueberries, milk and peanut butter. Add granola flavour!</p> <p>peanut butter jelly time Rich strawberries and bananas mix with smooth peanut butter and skim milk</p>	<p>popeye's arm Broccoli, celery, carrot and spinach</p> <p>muscle fuel Celery, carrot and apple</p> <p>energy boost carrot, orange, apple and celery</p> <p>fat burner Spinach, grapefruit and apple</p> <p>cholesterol burner Ginger, garlix, spinach and carrot</p> <p>acne solver Carrot and spinach</p>

EXTRA FRUIT: 99p | EXTRA FLAVOUR: 49p

CAKES IN THE COUNTER!

Mock-up large scale menu

Logos



The Untouchables

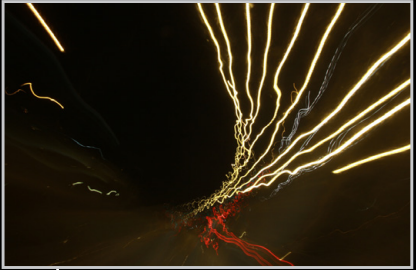
London based jazz group The Untouchables approached me to design their album artwork. It features my own photography including the front cover which is a thoroughly edited photo taken outside the venue on the same night as the other images from the live event.

The band play on the grittier side of blues so I wanted the artwork to reflect that. The available light on the street outside the venue cast an impressive shadow which lent itself well to the cover image.



Soul In Motion

Graphics for London based drum and bass event, Soul in Motion. The image was produced from a single long-exposure photograph of street lamps taken while onboard a moving car, then manipulated and re-coloured in Photoshop.



Soul In Motion

EVERY WEDNESDAY
THE LONDON EDITION

Craig Phillips

Craig is the brand ambassador for WAGNER Sprayers and as such I have had a few opportunities to work with him. These photographs are from studio sessions, on-location makeovers and events.



Product Photography

Studio photos for various applications including packaging, promotional material and online stores.



Spare parts



Thanks!

For any more information please email

contact@benspear.co.uk

or call

07800775858

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