

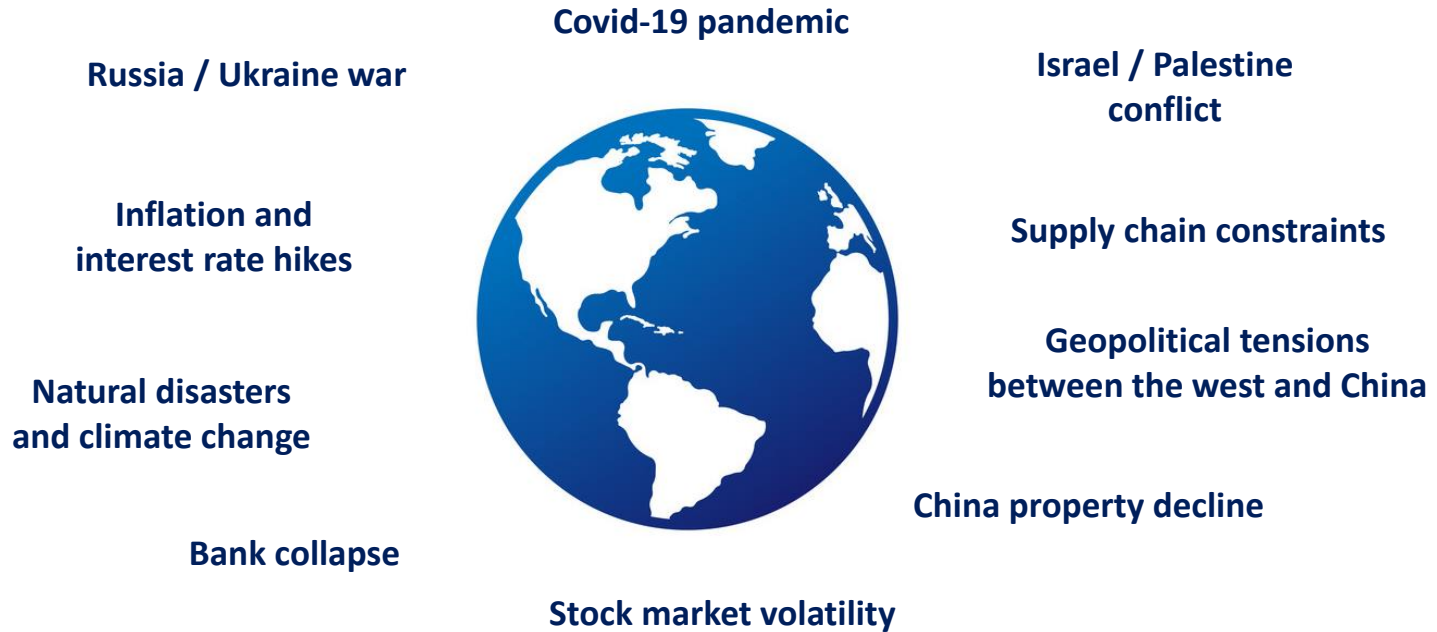


The Global Consumer: Structural Growth Opportunities

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A period of polycrisis



“Successful investing is about managing risk, not avoiding it” – Ben Graham

Structural growth opportunities

1) Digital Commerce



2) Beauty



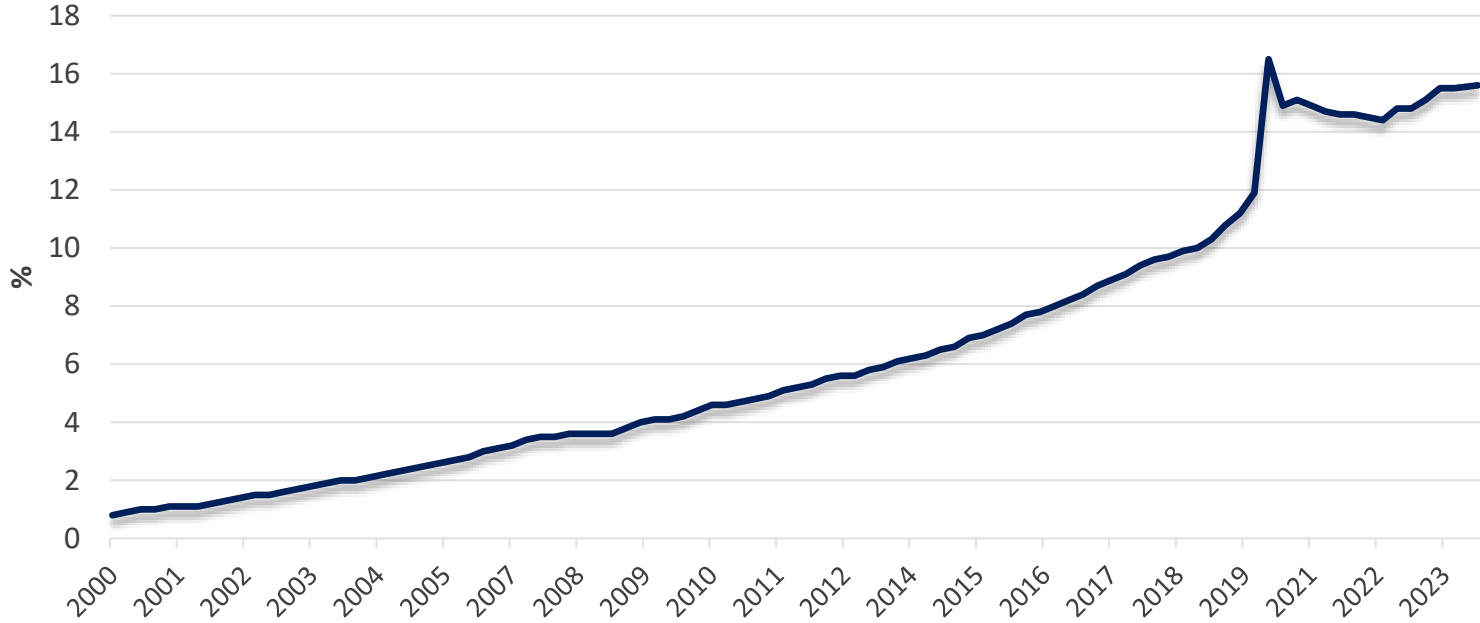
3) Limited-Service Restaurants



Digital Commerce

Back to trend

U.S. E-Commerce % of Retail Sales



Source: Federal Reserve Economic Data

Amazon

#1 U.S. e-commerce retailer



ca.\$575 billion revenue¹

ca.240 million Prime members

Approx. 65% of sales independent sellers

ca.45% take rate²

>\$33 billion advertising revenue

~\$200 billion infrastructure investment

ca.40% market share N.A. e-commerce

1. As of 31 December 2023; 2. MAM estimate, includes advertising
Source: Amazon, Magellan estimates

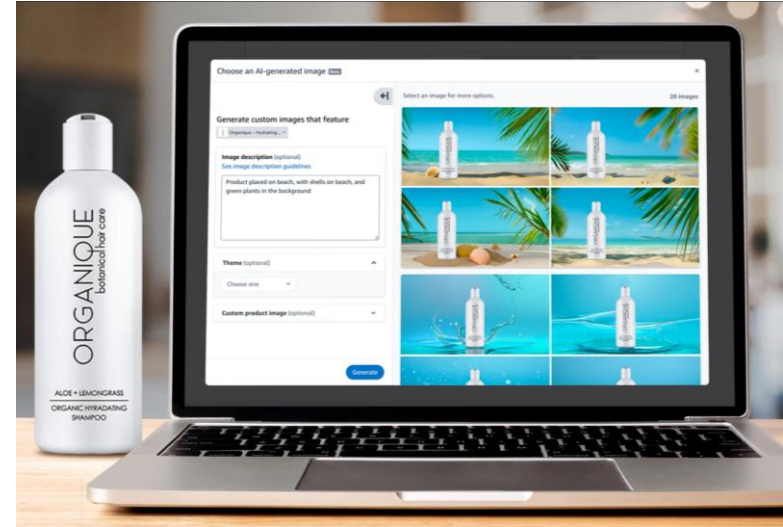
AI enabled digital commerce

Improving adoption rates

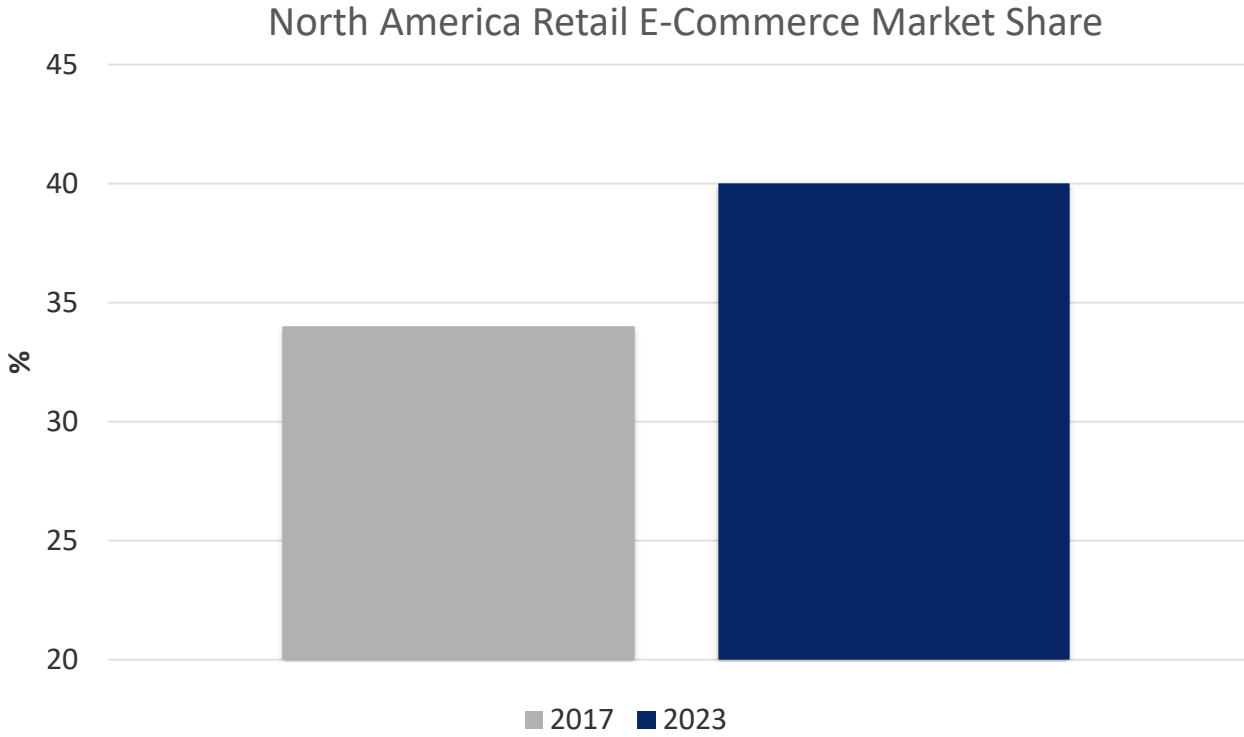
Rufus Shopping Assist



Merchant Marketing



Gaining share



Source: Amazon, Euromonitor

Structural growth opportunities

1) Digital Commerce



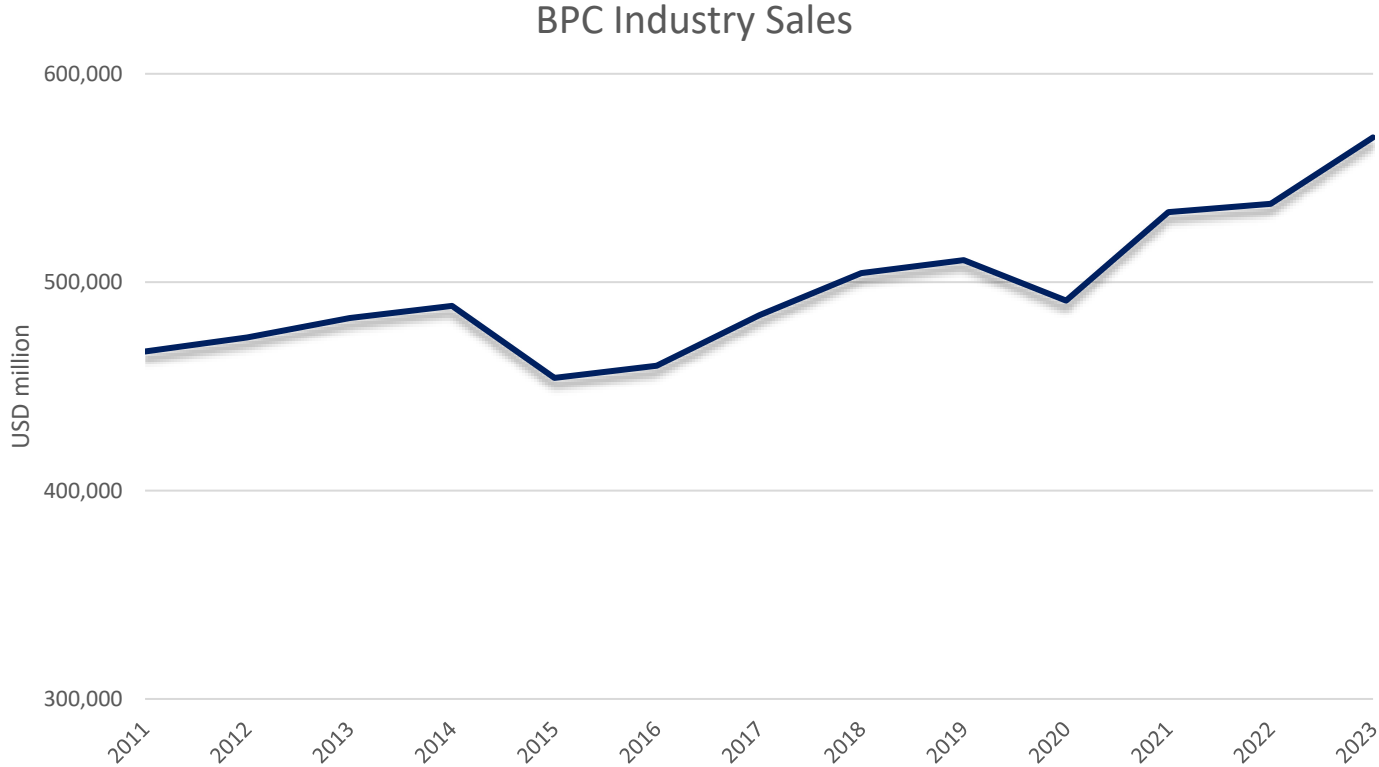
2) Beauty



3) Limited-Service Restaurants



Beauty and Personal Care



L'Oréal

#1 global beauty player



€41bn revenue in 2023

Nearly 9% 5yr CAGR revenue growth

>14% market share

Accelerated share gains in premium

28% e-commerce penetration

>1.5bn customer data points

Economies of scale



€13bn A&P spend (>60% digital)

€1.3bn research & development spend

Validation drives adoption

Dermatologists & Hair Stylists



#TikTokMadeMeBuyIt



Innovation drives ongoing engagement

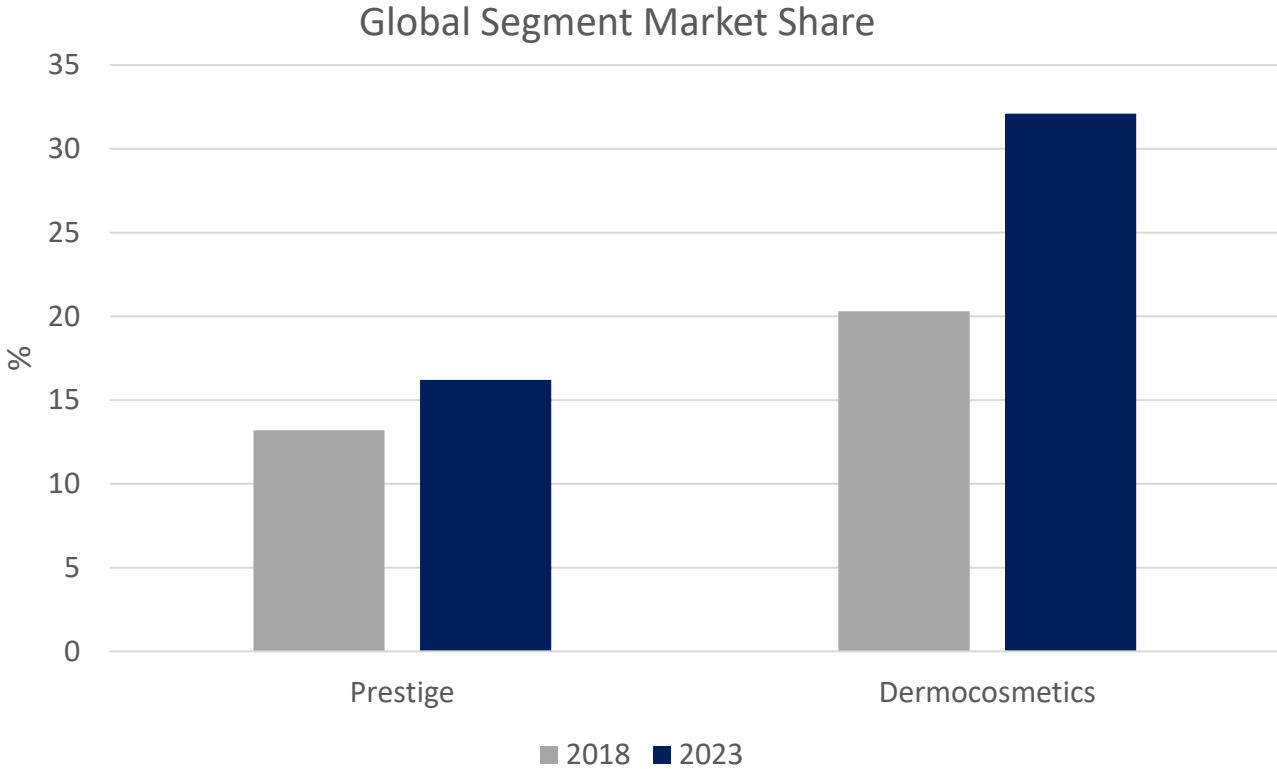
Lancôme Foundation Match



La Roche Posay Sun Awareness



Gaining share



Source: L'Oréal, Euromonitor

Structural growth opportunities

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2) Beauty



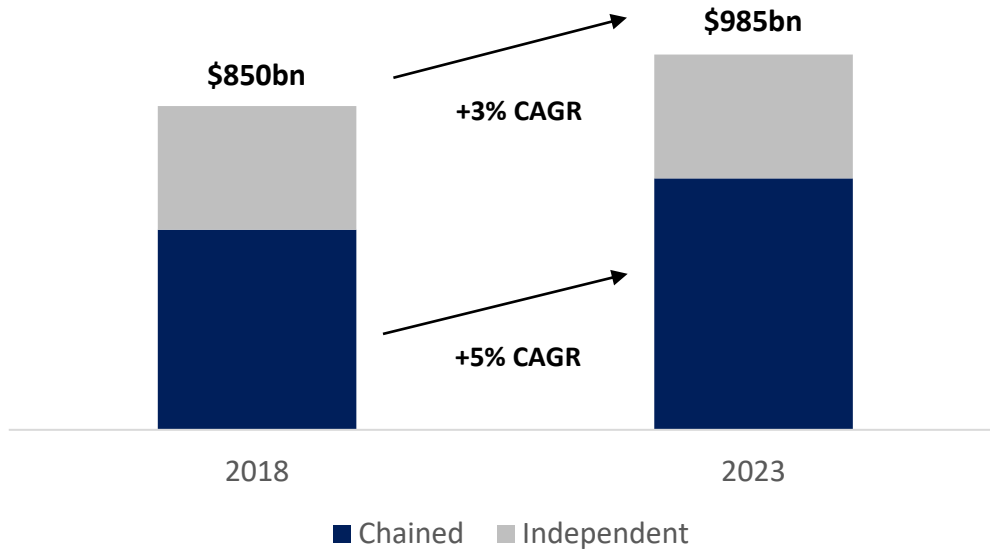
3) Limited-Service Restaurants



Limited-service restaurants

A fragmented market with large chains taking share

Global Limited Service Restaurants Market (USD)



12% share



6% share



1% share

Collectively ~+2.5% share in last 5 years

Chipotle Mexican Grill



Strong brand with loyal customers

US\$3m revenue / store (4yr CAGR: 8.5%)

Restaurant margins approx. 26%

Best in class returns

Net cash balance sheet

Competitive differentiators

Ingredients & sourcing



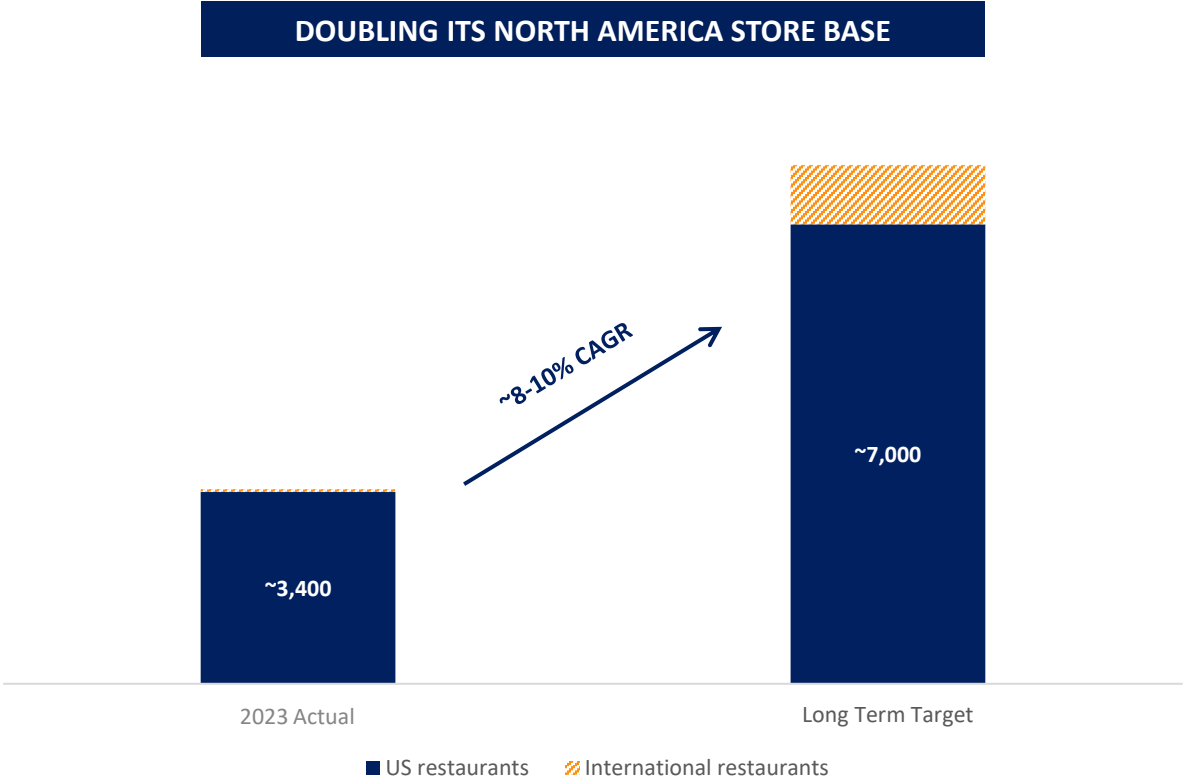
Labour management



Innovation



Years of new store growth



Source: Company data, Magellan estimates

Structural growth opportunities

1) Digital Commerce



- Taking share from traditional retail
- Amazon an advantaged player
- AI enabling further adoption

2) Beauty



- Premium beauty offers attractive growth
- L'Oréal accelerating share gains
- Beauty tech and viral marketing accelerates growth

3) Limited-Service Restaurants



- Chained fast casual restaurants taking share in out of home food
- Chipotle advantaged by scale and product differentiation
- Long runway for growth from new stores and productivity initiatives

Winning companies with outsized opportunity

DIGITALISATION AND AI ADOPTION

WORK

ADVERTISING

SHOPPING

ENTERTAINMENT

SPENDING

INVESTING



ADAPTING GLOBAL INFRASTRUCTURE



Brookfield



QUALITY, RESILIENT COMPOUNDERS WITH PRICING POWER



UNITEDHEALTH GROUP*



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Thank you

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