

# Why invest?



- Growth of the Knowledge and Information Economy
- Working in dynamic, attractive specialist markets



- High proportion of predictable and recurring revenue
- International reach in a range of specialist markets
- Major specialist brands focused on serving customers
- Track record of consistent and improving performance



- Strong cash conversion and free cash flow generation
- Low capital requirements
- Strong Balance Sheet
- Progressive dividends, growing in line with earnings



- Investment in culture and talent
  - A champion of sustainability
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