



**Your Vision. Our Focus.**

**MKM** PARTNERS

## **Quantitative Survey Group | QSG**

*Custom Data Driven Research Solutions....Proprietary Surveys....Comprehensive Analytics.*

***Please see last page for disclosures and disclaimers***

*Member: FINRA & SIPC*



## QSG: What We Do

- **Customized, investor-driven, analytically robust Surveys across multiple sectors**
- **Statistically significant/large sample sizes; global reach**
- **High-quality, company, industry and sector unique insights and data points**
- **Exclusive (one-on-one) and Co-commission (shared) projects**
- **Anonymous/aggregated online responses; non-cash incentives**



## QSG: Our Value Add/Key Differentiators

- **Provides an edge to facilitate and validate investment decisions**
- **Speed** (turnaround time between 3 and 14 days)
- **Cost\*** (subscription or a la carte options)
- **Panel size/reach** (private panel & *global* panel partnerships, incl. WebMD; access to millions)
- **Efficient/compliant replacement or supplement to expert networks**
- **More than 200 institutional clients since 2008 in existing survey platform** (mutual funds, hedge funds, private equity firms)



## Primary Sector Coverage

- **Consumer (Staples & Discretionary)**
- **Internet and Enterprise Software**
- **Technology, Media & Telecommunications (TMT)**
- **Healthcare**
- **Other (Energy, Financials, Industrials, Business Services, etc.\*)**

\* Can conduct custom surveys on any topic



# Consumer (Staples & Discretionary)

- **Examples of insights/information we can gather:**

- **Competitive brand position**
- **Satisfaction levels**
- **Past/current/future spending trends**
- **New product adoption rates**
- **Net promoter scores**
- **Market share trends**

- **Examples of industry categories we can study:**

## Discretionary

- Home furnishings, Appliances, Housewares
- Apparel, Handbags, Footwear, Luxury goods, Athletic
- Hotels, Restaurants, Casinos, Amusement parks
- Cable, Satellite, Movies, Media entertainment
- Retailers - Internet, Brick & Mortar, Outlet

## Staples

- Retailers - Food, Drug, Super centers
- Beverages - Beer, Liquor, Coffee, Soft drinks
- Packaged foods
- Cleaning products, Diapers, Paper products
- Beauty care, Cosmetics, Personal products



## Recent/Current Consumer Case Study: LULU

- In collaboration with Roxanne Meyer, Senior Analyst, Softlines Retail
- 1,000 LULU shoppers – U.S. and Canada
- Quarterly deployment schedule (began Sep '15)
- Key takeaways
  - Consistently strong current and future purchase intentions; driven by improved styles, quality and fit
  - Elevated brand position relative to competitors, including relatively newer brands such as Fabletics, Athleta etc.
  - Uptick in men's adoption
- Our survey work is viewed by Roxanne as an integral input to her LULU (Buy, \$314.03, \$446 PT)\* investment thesis
  - Proprietary data points translate into robust value-added reports that differentiate her work from peers
  - Roxanne's work and use of survey results to inform her rating of LULU has regularly been highlighted on Barrons.com: <https://www.barrons.com/articles/lululemon-stock-forecast-price-target-increased-51591627841>

\*As of 03/24/21





# Internet and Enterprise Software

- **Examples of insights/information we can gather:**

- Competitive brand position
- Satisfaction levels
- Past/current/future spending trends
- Business models (license vs. sub/on-site vs. cloud)
- New product adoption rates
- Net promoter scores
- Market share trends
- ROI

- **Examples of industry categories we can study:**

## Internet

- Online retail
- Social media
- Online travel/leisure
- Online media/entertainment

## Enterprise Software

- Data analysis/processing
- Security
- HR management
- Cloud services

- **Studies target both end-consumers and business decision makers (e.g., CIOs, CTOs, business owners, other senior decision makers, etc.)**



## Recent/Current Internet Case Study: NFLX U.S.

- 1,000 U.S. subscribers to in-home TV services
- Quarterly deployment schedule (began Feb '15)
- Key takeaways
  - Strong adoption growth in web-based streaming options, at expense of more traditional options (i.e., cable and satellite)
  - Netflix has dominant (and growing) position
    - Amazon Prime is a distant second
  - Netflix has maintained its lead over the years as newer services such as Hulu+, Disney+, HBO Max and others have entered the space
  - Content increasingly important attribute for Netflix
  - Pricing changes not having significant impact on Netflix churn rates
  - Satisfaction levels remain very high for Netflix and the preferred option for those that use more than one service.





# Recent/Current Enterprise Software Case Study: DOCU and other e-signature solutions

- Nearly 100 owners/partners/CEOs from large corporations or enterprises, who currently use an e-signature digital solution
- Key takeaways
  - Significant adoption of electronic signature solutions across company sizes and industries
    - DocuSign and Adobe Sign are very close competitors and leaders in the space
  - Adoption overall and across departments increased as result of the COVID-19 pandemic and the drive towards contactless transactions
  - e-Signature providers are expanding their applications to a more broad-based “contract lifecycle management” to cater to increased user demand in this space



# TMT

- **Examples of insights/information we can gather:**

- Competitive brand position
- Satisfaction levels
- Past/current/future spending trends
- New product adoption rates
- Net promoter scores
- Market share trends

- **Examples of industry categories we can study:**

## Technology

- Consumer electronics
- Enterprise electronics

## Telecom

- Integrated Services
- Wireless Carriers

## Media

- Advertising, Publishing
- Broadcasting, Cable, Satellite, OTT content
- Movies, Entertainment, Video Games



## Recent/Current TMT Case Study: Video Game DLC Trends

- Nearly 1,000 U.S. consumers who own or have owned video game consoles
- Annual deployment schedule (began June '13)
- Key takeaways
  - Video game consoles: Continued demand for the newest iterations of video game consoles such as PS5/PS5 Digital, Xbox Series X/S
  - Mobile devices: Consumers are allocating a greater share of their total video game playing time to mobile devices and over a quarter of those playing on mobile devices have made in-app purchases, with how much they spend on the rise.
  - Digital downloads/add-on digital content: Digital downloads of video games through a console are increasing as a way of purchasing video games. Also, nearly two thirds of those who play video games purchase add-on digital content for their console.



# Healthcare

- **Examples of insights/information we can gather:**

- **Competitive brand position**
- **Satisfaction levels**
- **Past/current/future usage trends**
- **New device/treatment adoption rates**
- **Market share trends**
- **Treatment efficacies and side effects**

- **Examples of industry categories we can study:**

- **Healthcare devices/equipment/supplies**
- **Healthcare services/facilities**
- **Managed healthcare**
- **Pharmaceuticals**
- **Biotechnology**

- **Studies target qualified physicians & other healthcare professionals (e.g., surgeons, PCPs, specialists, etc.)**



## Recent/Current Healthcare Case Study: Invisalign U.S.

- 100 U.S. orthodontists and general dentists who use orthodontic treatment solutions
- Roughly quarterly to semi-annual deployment schedule (began Nov '17)
- Key takeaways
  - In terms of clear aligners, Invisalign continues to dominate all other brands, i.e., the largest majority of dentists and orthodontists still regularly use Invisalign
    - ClearCorrect is a distant second option
  - Multiple direct-to-consumer (DTC) brands have entered the space including SmileDirectClub, Candid and SmileLove
  - Most of and an increasing number of dentists/orthodontists view DTC options as a different market segment and a majority of them report no impact to their orthodontic case volumes or pricing as a result of DTC brands.



## Primary Sector Coverage

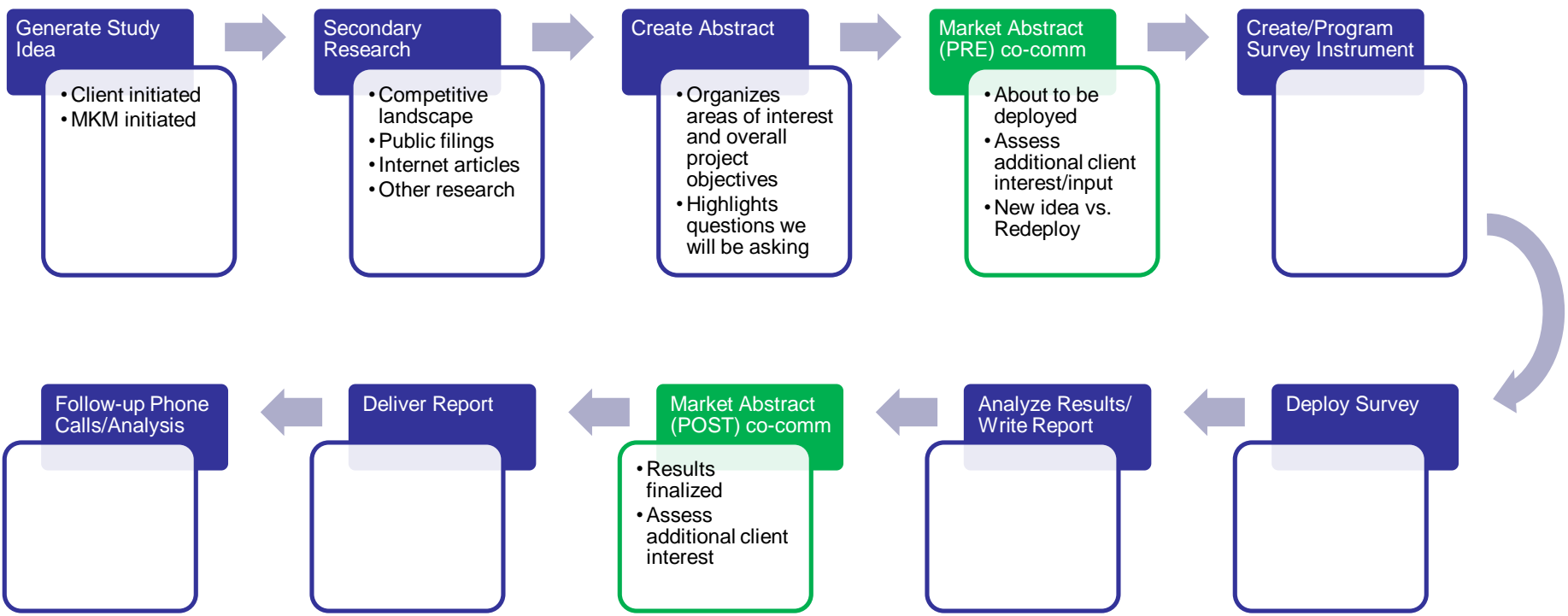
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# QSG: Our process from A to Z





## Wendy D. Farina - Chief Strategist/Group Head

Wendy joined MKM Partners in April 2008. Prior to MKM, she spent over 20 years as a business strategist in the management consulting industry focused exclusively on consumer businesses. Wendy made the shift to Wall Street in 2006 when she joined Vardon Capital Management, LLC, a NYC based investment management firm focused on consumer equities. While at Vardon, Wendy built a primary research platform that she continues to leverage at MKM which facilitates high quality actionable research at significant cost and speed advantage for our clients. Prior to Vardon, Ms. Farina was a Principal with Kurt Salmon Associates. Ms. Farina is a graduate of the City University of New York/Baruch College where she earned her Masters of Business Administration, with honors. Wendy also graduated from The University of Arizona where she received her B.S., with concentrations in merchandising and marketing. Additionally, she earned a Post Masters degree in Accounting from The Leonard N. Stern School of Business at New York University.



## **David Picher, Managing Director - Sales**

David joined MKM Partners in June 2016. He is specifically focused on marketing MKM's survey platform in order to accelerate expansion into private equity, corporate and other institutional accounts. David draws on more than twenty years of experience in asset management institutional sales in various sales and leadership roles representing multiple asset classes and products for large global firms including Fidelity and over 13 years at MFS, as well as small investment boutiques. He received his Bachelor of Science from the University of Vermont in Business Administration and Political Science.

## **Cheryl DeGroat, Executive Director - Sales**

Cheryl DeGroat joined MKM Partners in November 2011. In October of 2017, Ms. DeGroat transitioned her sales role to focus exclusively on MKM Quantitative Survey Group | QSG. Prior to this role, she served as a Senior Institutional Equity Research Salesperson in MKM's Stamford office. Ms. DeGroat has also held positions at Guidepoint Global Group (2008-2011) and also at Morgan Stanley & Co. (1993-2007). She holds a B.A. in Political Science from Fordham University.



## **Matt Bielawski, CFA – Executive Director**

Matt Bielawski rejoined MKM Partners as of June 2021 after transitioning in 2016 to an independent consulting role. Matt originally joined MKM Partners in June 2011 as a Research Associate covering the Communications Equipment and Mobile Technologies sectors. In the summer of 2013, he transitioned to his current role as an Analyst with MKM Quantitative Survey Group | QSG. His professional experience includes product design and process engineering at multiple technology companies. Matt holds an M.B.A., majoring in Finance and Accounting, from Indiana University’s Kelley School of Business and a B.S.E. in Chemical Engineering from the University of Iowa. He is a CFA charterholder.

## **Jane Friman – Vice President**

Jane joined MKM Partners in April 2014 as a Research Associate in the Quantitative Survey Group. Jane brings 10 years of market research experience to the Quantitative Survey Group including project management and development, survey design, programming, field monitoring and data analysis. Prior to joining MKM Partners, Jane was a Project Manager for MarketTools, Inc. where she managed multiple online market research projects simultaneously. Prior to that, Jane served as Project Director for Perception Research Services where she oversaw multiple consumer goods packaging research projects, in both domestic and international markets. Jane received a B.A. in Psychology from Rutgers.



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