

### OVERVIEW:

Transparency is a core value of our business, and we believe in publishing the results from our recent survey campaign for the benefit of our customers. We are proud to share these insights.

We want to keep our stakeholders informed about the changes we are making to our systems and services to provide the best possible experience.

The feedback received from our campaign was overwhelmingly positive and highlights the hard work and dedication of our team to provide the best possible service. However, we do recognise areas of improvement, we will continue to listen to your feedback, analyse our data, and make changes where necessary.

It is important to note that we divided the survey campaign into different customer segments to ensure that we received more meaningful and actionable results. By breaking down the results by customer segment, we were able to gain a deeper understanding of the specific needs and experiences of each group. This information will help us tailor our improvements to better meet the unique needs of each segment, ensuring that we are providing the best possible experience to all of our customers. We are confident that this targeted approach will lead to more meaningful and impactful improvements, and we are excited to share the results with you.

**Here are some interesting insights:**

### SEQUEL SCHOOLS

We were rated highly for ease of dealing with, a score of 9.7 out of 10.

Additionally, a significant majority of you found our quotes easy to understand and felt that we correctly interpreted your queries, with 95% agreeing.

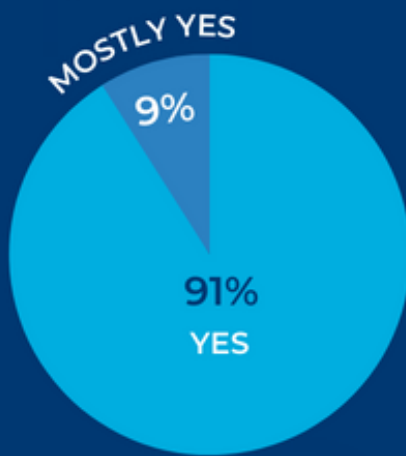
Furthermore, an outstanding 99% of you would recommend us to other schools and departments.

We were also pleased to hear that the process of building and editing booklists was rated highly, with a score of 9.5 out of 10 for ease of use.

Finally, the response from your school community to the lists was positive, with a score of 9.1 out of 10.

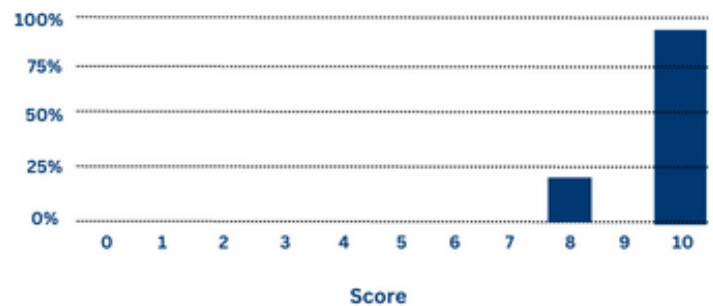
### Sequel Schools:

“Do we interpret your queries correctly?  
& Were the quotes easy to understand?”



“How easy do you find Sequel  
Books & Stationery to deal with?”

Overall Score: 9.7



### FAMILIES

Parents found our online platform to be user-friendly, with an overall score of 8.3 out of 10 for ease of use.

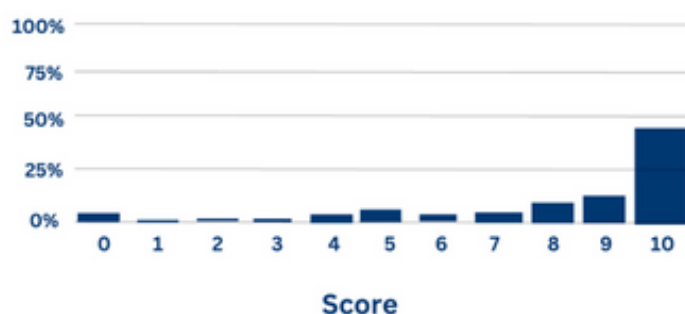
Additionally, they were generally happy with their experience at our platform, with an overall score of 7.6 out of 10 and were willing to recommend us to others, with a score of 7.6 out of 10 for the likelihood of a recommendation.

The survey showed us the need to expand our customer service team to better serve you. This is a positive outcome as it highlights the growing demand for our services and the level of support that our customers need, and this means ensuring that we have the resources in place to provide the support and assistance that you need.

### Families:

"How likely are you to recommend Sequel to another family?"

Overall Score: 7.6



"How easy did you find our online lists to navigate & purchase from?"

Overall Score: 8.3



We are pleased to announce that we will be significantly expanding our customer service team, and we are confident that this will result in a more responsive and effective support system for you.

**Thank you for your continued support and trust in our services.**