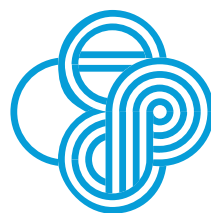


EXECUTIVE SUMMARY

CECP'S 12TH
CEO INVESTOR FORUM



NOVEMBER 19, 2024
NASDAQ MARKETSITE
NEW YORK, NY AND VIRTUAL



CEO
Investor
Forum

Highlights from the 2024 CEO Investor Forum

CECP held its twelfth CEO Investor Forum, the only platform that brings leading CEOs, CFOs, and investors together to discuss Integrated Long-Term Plans. This year's executives discussed AI, including material financial opportunities and risks, as well as non-financial risks, such as ethical concerns and impacts on human capital. Presentations can be viewed on [CECP's YouTube channel](#).

The audience of institutional investors, representing trillions of dollars in assets under management, heard presentations of corporate Integrated Long-Term Plans and company strategies from 7 leading companies representing \$703B in market capitalization:

- › **Aradhana Sarin**, CFO, **AstraZeneca (Nasdaq: AZN)**
- › **John Murphy**, President & CFO, **The Coca-Cola Company (NYSE: KO)**
- › **Gil Quinones**, President & CEO, **ComEd (Nasdaq: EXC)**
- › **Rohit Kapoor**, Chairman & CEO, **ExlService Holdings (Nasdaq: EXLS)**
- › **Matthew Kissner**, President & CEO, **John Wiley & Sons, Inc. (NYSE: WLY)**
- › **Ana Cabral**, Co-Chairperson & CEO, **Sigma Lithium (Nasdaq: SGML)**
- › **Amit Bajaj**, President – North America, **Tata Consultancy Services (NYSE: TCS)**

The audience also heard from panels and presentations with:

- › **Daryl Brewster**, CEO, **CECP**
- › **Brian Buchwald**, Global Head of Product, **Edelman**
- › **Navishka Pandit**, Engagement Expert, **EOS at Federated Hermes Limited**
- › **Christopher Wellise**, Vice President, Sustainability, **Equinix (Nasdaq: EQIX)**
- › **Diane Brady**, Executive Editorial Director, **Fortune**
- › **Michael del Castillo**, Senior Finance Reporter, **Fortune**
- › **Anthony West**, Director, Engineering, **Gainwell Technologies**
- › **Lyndon Park**, Managing Partner, **ICR**
- › **George Murphy**, Chief Growth Officer, **Kore.ai**
- › **Stephanie Mehta**, CEO and Chief Content Officer, **Mansueto Ventures**
- › **Mike Kubzansky**, CEO, **Omidyar Network**
- › **Nelson Griggs**, President, **Nasdaq (Nasdaq: NDAQ)**
- › **Chip Cutter**, Reporter, **The Wall Street Journal**
- › **Brian Sozzi**, Executive Editor, **Yahoo! Finance**

Titles current at time of event

ATTENDEE PROFILE



22 SPEAKERS



7 EXECUTIVES
SHARING INTEGRATED
LONG-TERM PLAN
PRESENTATIONS



\$703 BILLION IN MARKET
CAPITALIZATION OF
PRESENTING COMPANIES



AUDIENCE
REPRESENTING \$25
TRILLION IN ASSETS
UNDER MANAGEMENT



Daryl Brewster,
CEO, CECP

Key Takeaways

KEY THEMES FROM THE INTEGRATED LONG-TERM PLAN PRESENTATIONS EMERGED, INCLUDING:

- It's important to calculate return on investment (ROI); AI is not free. There are massive upfront costs around implementation—including disclosures, security, privacy, data sources, network connectivity, security, agility, and more.
- If we do not put in the guardrails today, in two to three years, models might become too sophisticated to reign them in.
- No one wants to be first; they will be close followers of the leaders.
- Users don't have to build their own systems but can build an ecosystem of partners.
- AI will not replace jobs; people using AI will replace jobs since it compresses time, enables better decisions, and empowers the workforce. But with worker participation, who benefits from added productivity?
- Humans are involved in all of the AI; their jobs are not all tasks—there are benefits and goals.
- Equip people with a toolkit, watch what they do.
- Technology creates consumer demand; invest in what will create value for customers.
- Diversity of thought supports innovation.
- Key uses for AI include product roadmaps; workflows; systems of insight and action; data management; scale; reduced pain points; improved processes; reliability; resiliency; self-service, automation, assistance; guided individual decision making; and desk-time optimization.



PRESENTER:

Aradhana Sarin,
CFO, AstraZeneca

"AI is revolutionizing the pharmaceutical industry in multiple ways, particularly in accelerating drug discovery and improving operational efficiency. These advances align with our broader goals of innovative science, making a meaningful impact on health equity, and creating life-changing treatments in areas like oncology, biopharmaceuticals, and rare diseases."



CECP CEO Daryl Brewster opens CECP's 12th CEO Investor Forum

PRESENTER:

John Murphy,
President & CFO,
The Coca-Cola
Company



"Various aspects of our business are being improved with AI, including using data-driven experimentation to enhance decision-making, optimize operations, and refine consumer engagement strategies. We're creating more personalized, culturally relevant, digital marketing experiences for our consumers. We integrate these technologies in a way that supports our long-term goals."

PRESENTER:

Rohit Kapoor, Chairman & Chief Executive Officer,
ExlService Holdings

"In the future, every single workflow will have AI embedded into it, and that's the only real way of creating value. AI by itself does not create value. AI embedded into the workflow creates value. If you can combine deep knowledge of your clients' business models along with a strong technical expertise in data and how to embed AI into the workflow, that is a very powerful equation, and that's what our strategy is built on."



Pictured above left to right: Nelson Griggs, Nasdaq; Lyndon Park, ICR; Navishka Pandit, EOS at Federated Hermes Limited; Christopher Wellise, Equinix

PRESENTER:

Gil Quiniones,
President & CEO,
ComEd



"ComEd has been modernizing the power grid in northern Illinois to strengthen its reliability and resiliency and ensure it is prepared to meet the state's ambitious energy goals and further economic development. Artificial Intelligence will play a key role in advancing those objectives, and it can even empower customers to reduce their energy costs. As AI continues to grow, it will require more power, and ComEd is investing to ensure our grid has the capacity to fully support that growth."



Pictured above left to right: Rohit Kapoor, ExlService Holdings;
Diane Brady, Fortune

PRESENTER:

**Matthew Kissner,
President & CEO, John
Wiley & Sons, Inc.**



"We think about AI in three buckets: productivity, publishing and product innovation, and licensing and applications. We have entered into select agreements to license previously published content to help major tech companies train their large language models for accuracy and impact. Corporations are also interested in leveraging our authoritative content to develop and commercialize models for use in their domain. Licensing and safeguarding intellectual property have always been characteristic of our role in the information age. We believe that the rights of authors and copyright holders must be protected, and they must share in the economic benefit from these AI model transactions."

PRESENTER:

"We built, with cleantech five years ahead of the curve, the most advanced lithium plant in the world. We developed an AI algorithm for minerology, so the more we process, the better we get at it. Instead of making manual adjustments, the plant becomes a learning animal. That's why our efficiency keeps going up. It goes to show that, when you invest in technology and derisking technology, the rewards are there."



PRESENTER:

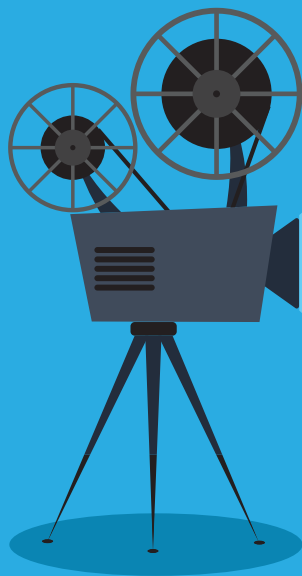
**Amit Bajaj,
President – North America,
Tata Consultancy Services (TCS)**



"TCS has carved its place as a pioneer of emerging technologies like AI, which is disrupting industries around the world. We are set to create one of the largest AI-ready workforces in the world. At the cusp of this next technological revolution, TCS will not only continue to create value for clients, but also for all its stakeholders."

Looking Ahead

Nearly 100 leading executives to date have presented their Integrated Long-Term Plans at the CEO Investor Forum to an audience of institutional investors, representing trillions of dollars in assets under management. Stay tuned for the announcement of the dates of the next CEO Investor Forum. If you have questions about the event, please contact info@cecp.co.



**CEO Investor Forum
presentations can be viewed at
www.youtube.com/CECPvideos**

ABOUT THE CEO INVESTOR FORUM

The CEO Investor Forum is a global platform preparing corporate leaders for the next generation of stakeholders. The forum is a marquee institutional investor event wherein corporations present materially financial and non-financial metrics to an audience of institutional investors, exceeding \$25 trillion in AUM. The Forum encourages publicly traded companies to leverage CECP's proprietary Integrated Long-Term Plan framework to communicate its sustainable value creation strategy and key forward-looking metrics over a three to five-year time horizon.



Pictured above left to right: (left) George Murphy, Kore.ai; (middle) Attendee at 12th CEO Investor Forum; (right) Christopher Wellise, Equinix



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Daryl Brewster, CEO, CECP

For more information,
visit <http://cecp.co>.

ABOUT CECP

Chief Executives for Corporate Purpose® (CECP) is the only business counsel and network dedicated to driving measurable returns on purpose. We promote responsible purpose-driven business as it increases customer loyalty, builds employee engagement, improves brand trust, attracts top talent, connects with strategic investors, and contributes to the bottom line.

More than 200 of the world's leading companies seek to improve their return on purpose through access to CECP's solutions in insights and benchmarking. With our companies, we harness the power of purpose for business, stakeholders, and society.

CECP thanks its sponsors for their generous support of 25th anniversary year:

