

Selling As A Global Network

Promoting More Global Work in Your Local Markets

February 2021



SEQUOIA

**GLOBAL
NETWORK**

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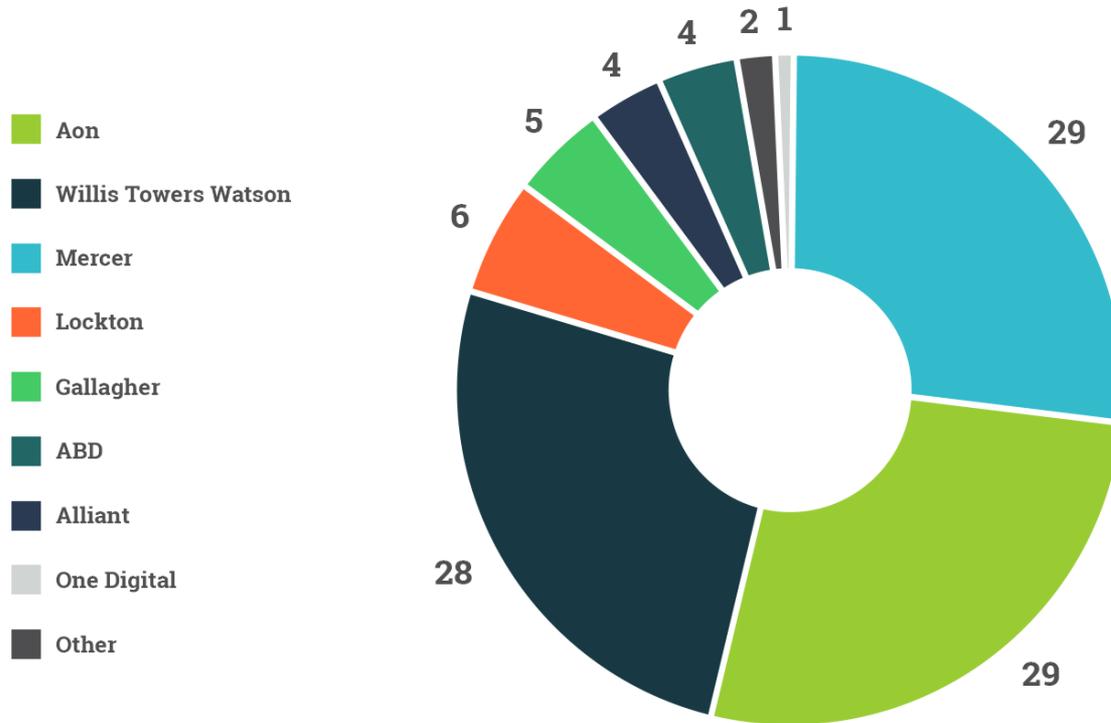
Defining The Competition Poll #1



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Which of the global competitors do you encounter most often in your countries?



The Competition



- Multi-industry focus; most tech clients tend to be large
- Swimming downstream
- Aggressive pricing/global mandate/subsidized coordination
- Proprietary global admin system
- Large global teams based in various countries
- Use wholly-owned offices
- Occasional Sequoia competitor; infrequent winner
- Impact of WTW Acquisition



- Multi-industry focus; most tech clients tend to be large
- Not active in the global coordination market where Sequoia competes
- Unsuccessful “off the shelf” global solution
- Large global teams based in various countries
- Use wholly-owned offices
- Infrequent Sequoia competitor
- Impact of Acquisition by Aon



- Multi-industry focus; most tech clients tend to be large
- Swimming downstream
- Aggressive pricing/global mandate/subsidized coordination
- Own Darwin (formerly Thomsons Online Benefits)
- Large global teams based in various countries
- Primarily use wholly-owned offices
- Occasional Sequoia competitor; infrequent winner

The Competition



- Multi-industry focus; most active with mid-sized clients
- Capable global team
- Becoming more frequent Sequoia competitors
- Won Electronic Arts work
- Use wholly-owned offices in major countries and local partners in others (significant overlap with our Network)



- Multi-industry focus; most active with mid-sized clients
- Capable global team
- Becoming more frequent Sequoia competitors
- Recently won Workday
- Use wholly-owned offices in major countries and local partners in others (some overlap with our Network)



- Most active with smaller tech clients
- Small global teams
- Frequent Sequoia competitors
- More effective at defending current global accounts than winning new accounts
- Use WBN or Asinta global networks

The Competition

The Referral Networks



Other Competitors

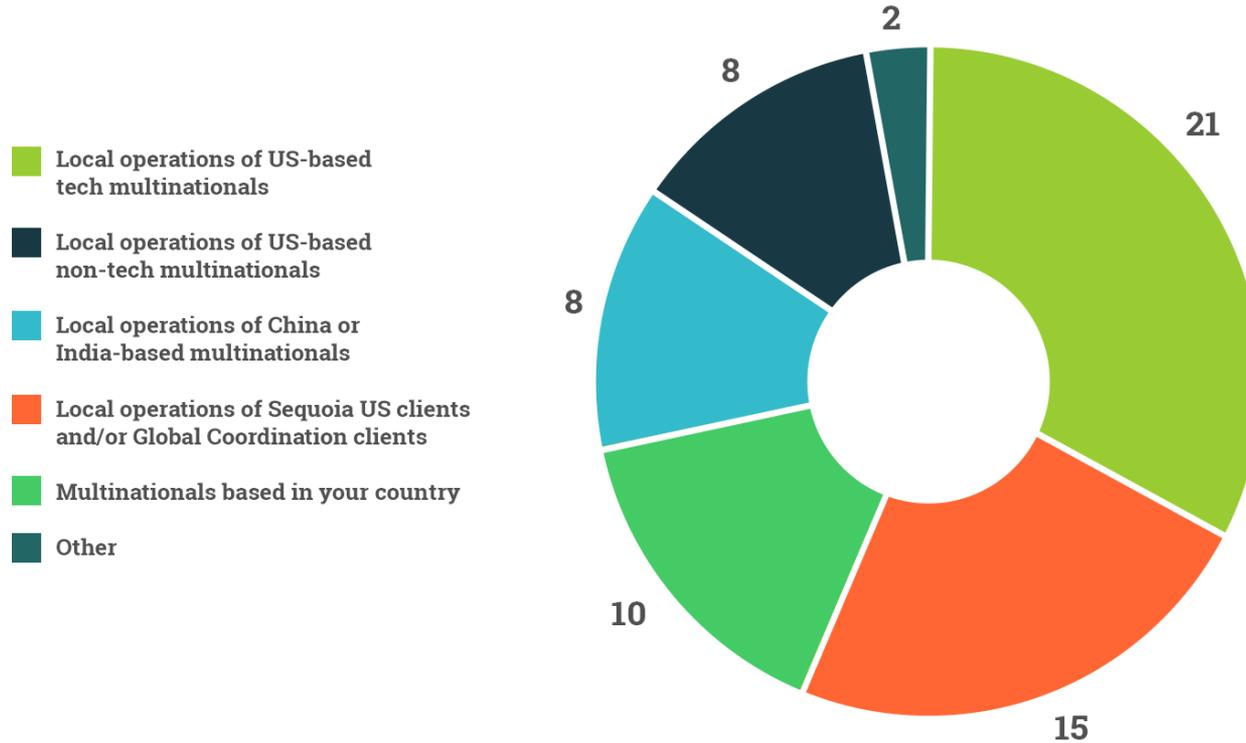
- Client internal staff
- PEO's
- Payroll providers

Target Opportunities Poll #2

Matinkylä / Mattby 5 min
Matinkylä / Mattby 11 min
Matinkylä / Mattby



Which of the global competitors do you encounter most often in your countries?



Targeting the Best Opportunities

**US-based tech company
HQ**

**US-based tech company
regional contacts
(Americas/APAC/EMEA)**

**Tech multinationals with
HQ based in Member
countries**

**Local operations of
Sequoia global
coordination clients**

**Local operations of
Sequoia US clients**

**Members' local tech
clients with operations in
other countries**



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