



EGE **EPIC** Growth Exchange

27th and 28th March 2025, Dublin, Ireland



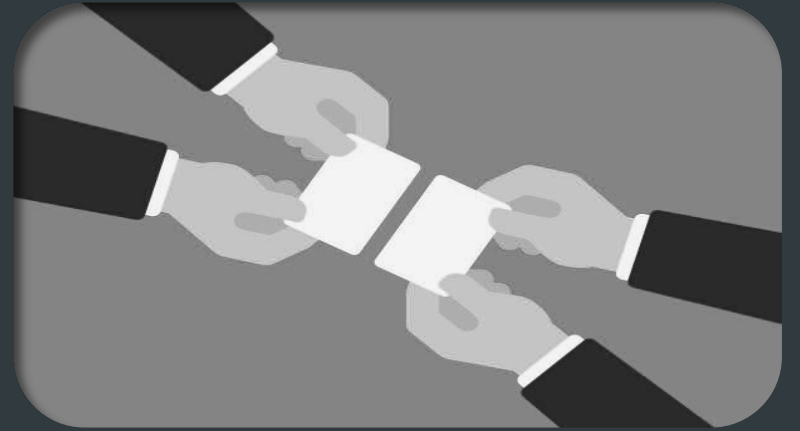
Matt Johnston

CEO EPIC Conjoint

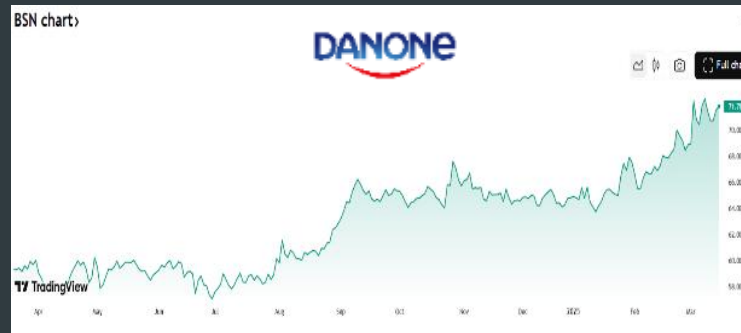
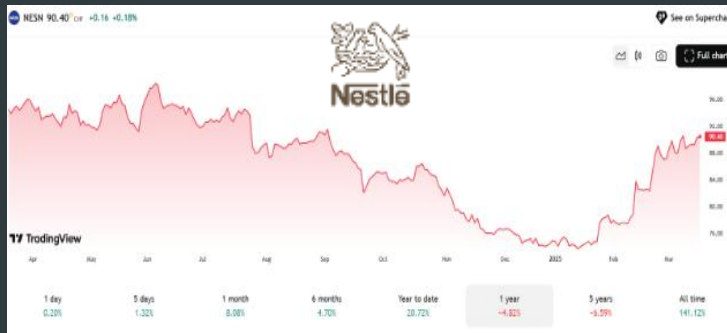
Welcome & Opening Remarks



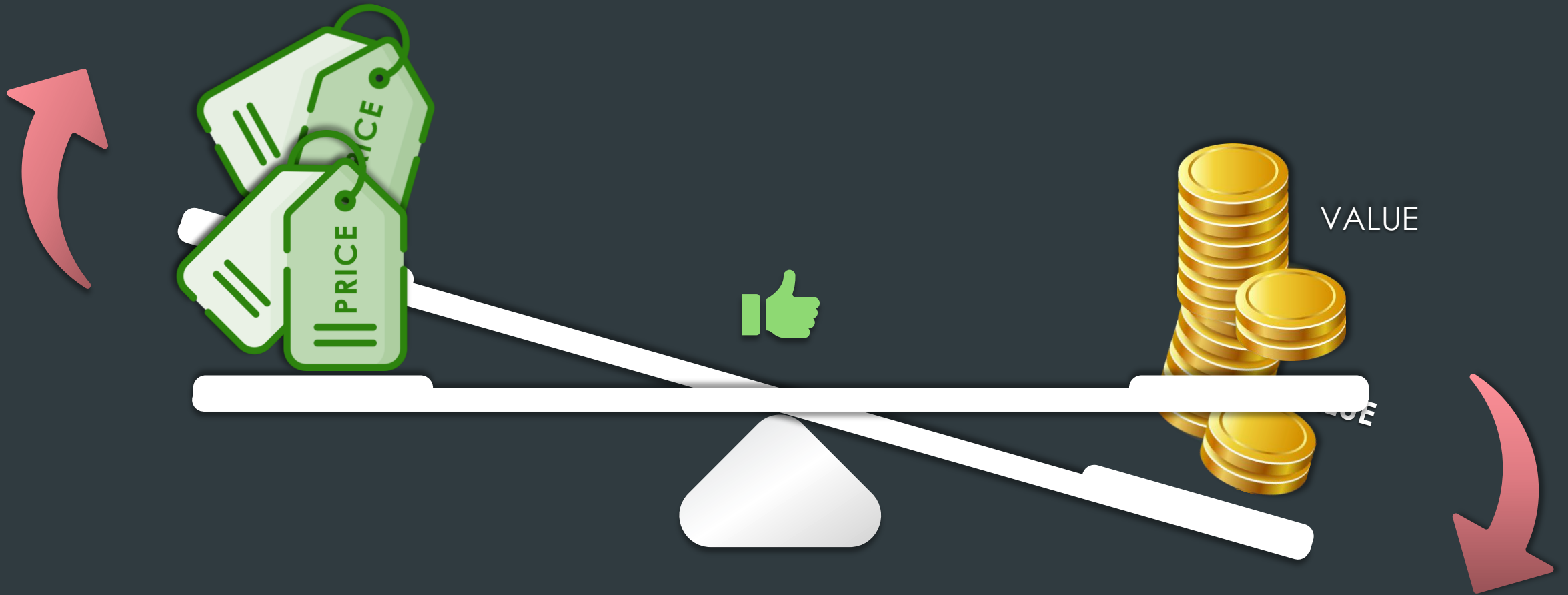
GETTING THE MOST OUT OF THE EVENT



WHY ARE WE HERE? GROWTH STALLING. SPEND DECLINES



Businesses think **price**, Customers think **value**



People buy feelings/experiences, not things

