

Lapis

Dashboard Q4 2024

02 _ Comments and Activities
03 _ Details Analysis

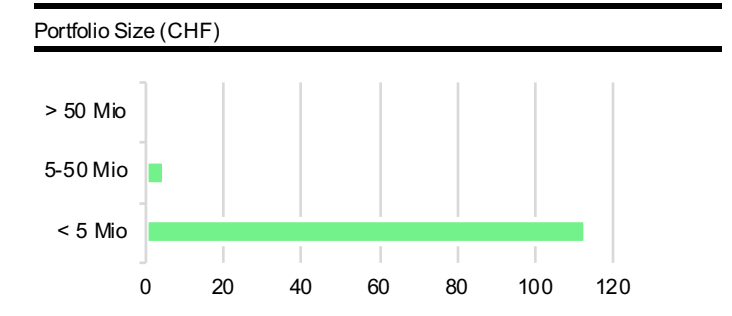
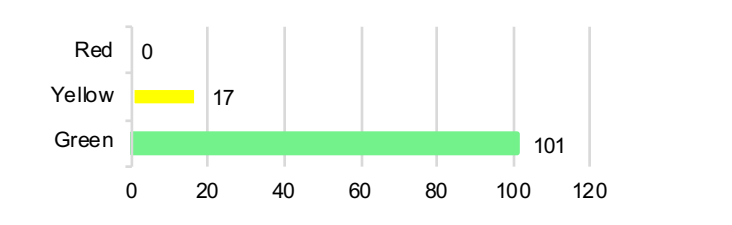
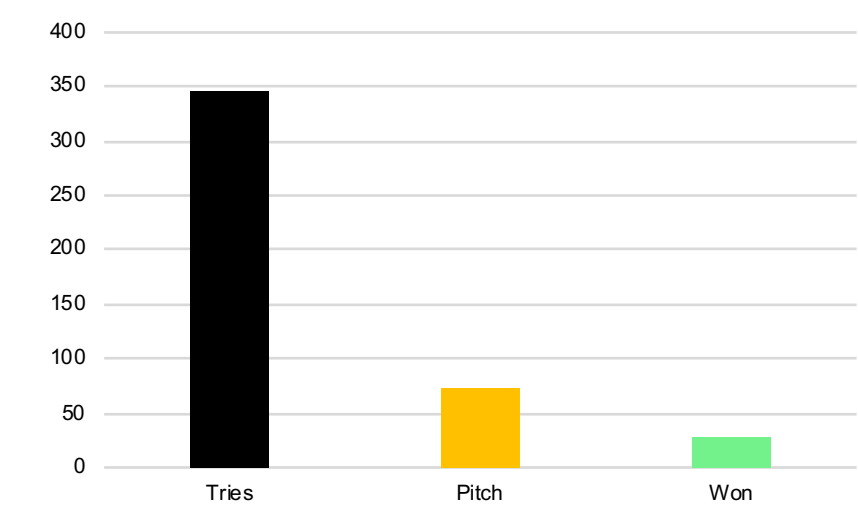
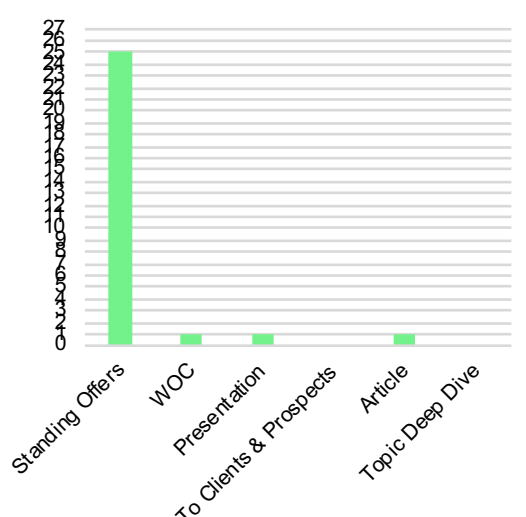
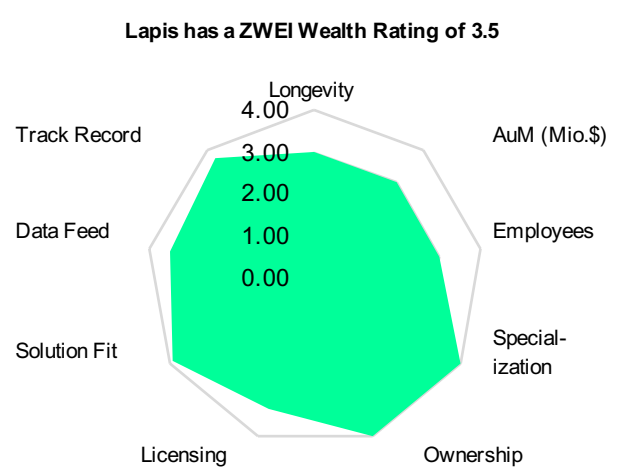
Details Analysis

Lapis	Q1 2024			Q2 2024			Q3 2024			Q4 2024			YTD 2024		
Promotion	Count	Reach	Leads	Count	Reach	Leads	Count	Reach	Leads	Count	Reach	Leads	Count	Reach	Leads
To Experts															
Standing Offers	21	45	38	21	45	118	22	45	49	25	46	36	25	46	241
WOC	0	0	0	1	128	81	0	0	0	0	0	0	1	128	81
Presentation	0	0	0	0	0	0	1	45	32	0	0	0	1	45	32
To Clients & Prospects															
Article	0	0	0	1	765	23	0	0	0	0	0	0	1	765	23
Topic Deep Dive	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	21	45	38	23	938	222	23	90	81	25	46	36	28	984	377
Conversion into leads			84.4%			23.7%			90.0%			78.3%			38.3%

Pitches	Tries	Pitch	Won	Tries	Pitch	Won	Tries	Pitch	Won	Tries	Pitch	Won	Tries	Pitch	Won	Volume CHF
	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	
Standing Offers (Selected)	38	8	8	118	12	4	49	10	1	36	4	0	241	34	13	25'610'000
RfP's	16	6	3	30	14	6	42	13	5	17	6	1	105	39	15	27'500'000
TOTAL	54	14	11	148	26	10	91	23	6	53	10	1	346	73	28	
Conversion %		25.9%	20.4%		17.6%	6.8%		25.3%	6.6%		18.9%	1.9%		21.1%	8.1%	

Live Portfolios (with Datafeed)	Green	Yellow	Red	Green	Yellow	Red	Green	Yellow	Red	Green	Yellow	Red	Green	Yellow	Red	Volume CHF
	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	
< 5 Mio	71	16	0	50	12	1	72	19	1	97	16	0	97	16	0	103'510'762
5-50 Mio	3	1	0	2	2	0	3	2	0	4	1	0	4	1	0	42'834'200
> 50 Mio	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	74	17	0	52	14	1	75	21	1	101	17	0	101	17	0	146'344'962
TOTAL %	81.3%	18.7%	0.0%	77.6%	20.9%	1.5%	77.3%	21.6%	1.0%	85.6%	14.4%	0.0%	85.6%	14.4%	0.0%	

Provider Rating	Promotion	Pitches	Live Portfolios
Current Assessment	Last 12 Months Activities	Last 12 Months Development	Ratings



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