

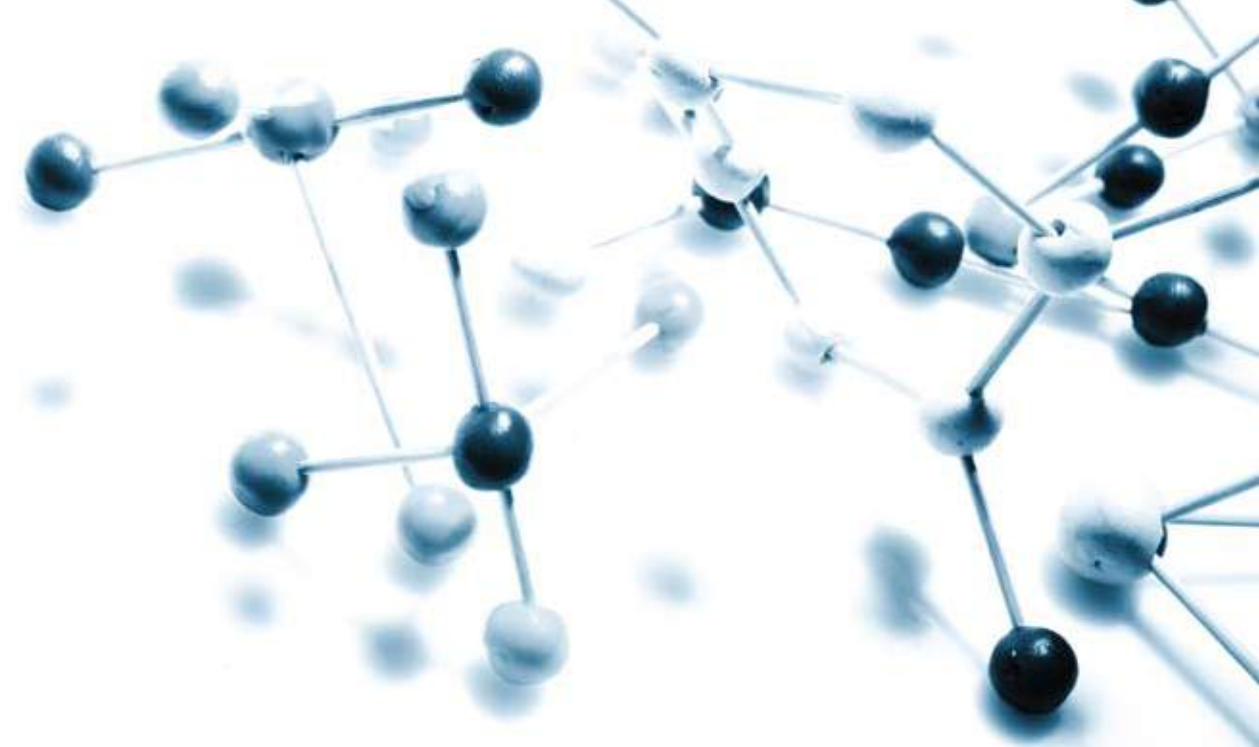
STRATEGY CONSULTING
With a difference

RECRUITMENT





LEADING STRATEGY FOR MEDIA & INFORMATION

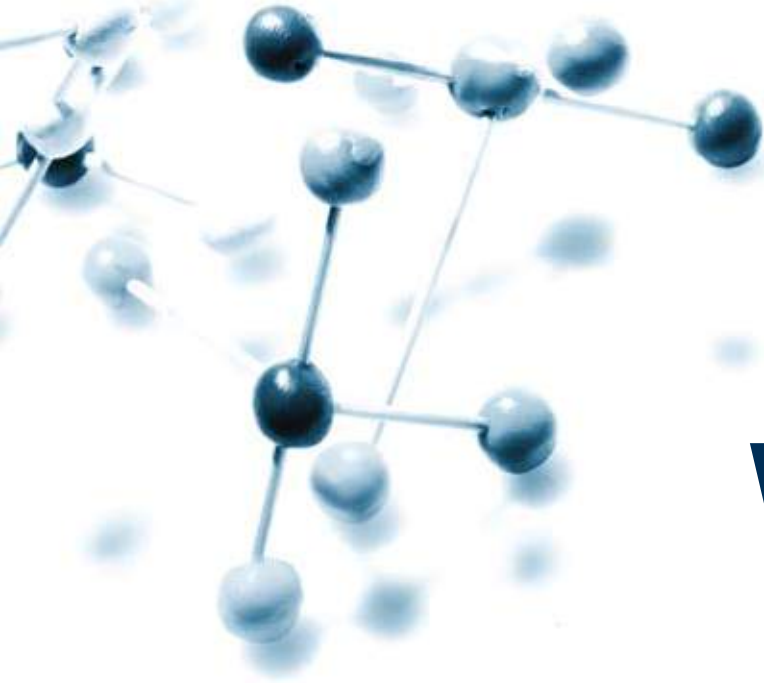


OCEAN STRATEGY

Ocean is the leading media strategy consultancy in Europe. We tackle the most difficult strategic issues of the day for media owners and investors in media.

The combination of the two challenges of the moment in media – the structural shift caused by digital and the worst downturn in memory – has raised demand for Ocean’s services to an all time high from owners and investors facing unprecedented change.

Our briefs originate in boardrooms and the minds of busy CEOs, and we are proud to count many market leaders among our clients, for whom we set strategy or help weave a path through the challenges facing media owners today. Every project is different, and every strategy is crafted around the specifics of our clients’ needs.



WHAT WE DO

STRATEGY FOR MEDIA OWNERS

Consumer media

In this period of change working in the media sector is exhilarating and challenging in equal measure. We work across all media and project types, advising at corporate, operating and divisional levels for national and international clients in every sector. With a clear focus on growth, Ocean advises on organic and acquisitive strategies, and our projects often encompass high impact areas such as advertising and pricing strategies.

We work with many of Europe's consumer media market leaders in online, print, exhibitions, outdoor and broadcast media.

Business & professional

The business & professional sector requires particular skills and expertise. Our consultants and industry experts have in-depth international industry experience with some of the world's leading players and have advised many of the market leaders. Ocean has built a strong reputation in this area with projects reflecting the transformational state of the sector.

M&A

Investor support

The private equity community is among the most challenging of clients, expecting rigour, insight and rapid turnaround as standard. Ocean works with many of the leading firms with interests in the media sector, and has undertaken a wide range of strategic due diligences and post-acquisition implementations as well as deal development activity. In total, Ocean has worked on over 50 deals with a combined target value exceeding £8BN.

PROFITABILITY VS. MARKET POSITION



$$RMS = \frac{\text{MARKET LEADER (REV)}}{\# 2 (REV)} \quad \text{OR} \quad \frac{\text{COMPANY (REV)}}{\text{MARKET LEADER}}$$



MARKET SEGMENTS AD VALUE BY SIZE



EXCEPTIONAL VALUE CREATION

Like many private equity backed buy-outs we needed to quickly build strategic insight, and convert it into operational action to grow our business.

We hired Ocean because they had a good strategic understanding of our business based on their analytical approach and media sector expertise.

What they quickly proved was that they could drive these insights through to concrete actions, help us get those actions in place, and do so with a passion for what they do and a commitment to us as a client.

Ocean delivers the intelligence to explore the possibilities, the analytical horsepower to test and refine, and the commercial expertise to make it happen in the real world.

Bernard Gray,
Chairman, Various Media Companies

GAINING AN EDGE FROM INSIGHT

‘ When we think media investments, we think Ocean.

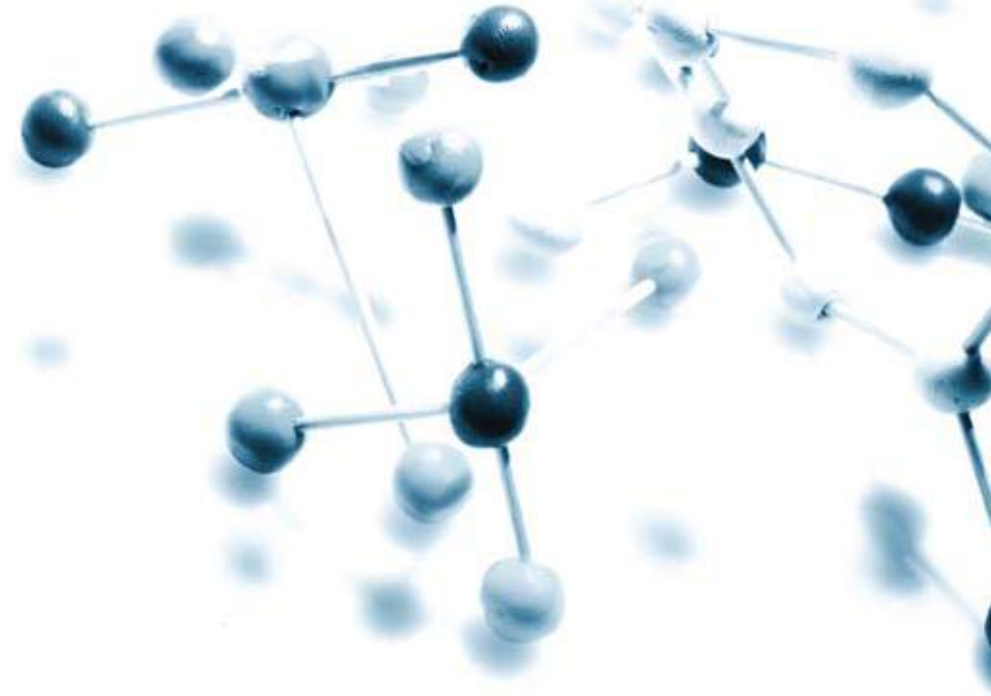
Their intense sector focus and experience provide a solidity of understanding of the market and target that we’ve not seen in other strategy houses. In any investment situation, we need to strategically assess the target and develop an angle.

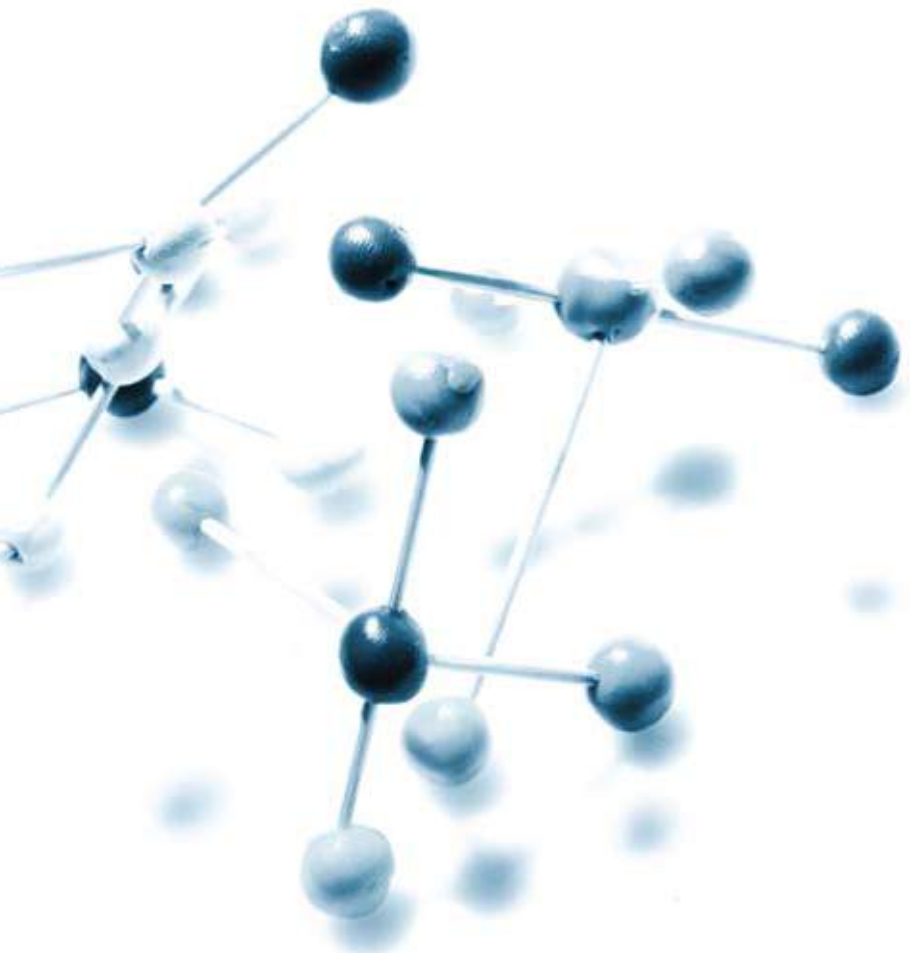
Ocean dives so deep into the sectors they cover, that their insights provide a real point of difference for our deal assessment.

Ocean’s strategic due diligence and post-acquisition support give us a clear edge. ’

Richard Lenane

Partner, Exponent Private Equity





WHAT WE OFFER

Professional development

A career at Ocean offers unmatched professional and personal development. While working side-by-side with experienced consultants and helping the leaders of the media world solve their toughest problems, you will build exceptionally strong sector expertise. At the same time, we will equip you with essential strategy consulting skills – hypothesis driven problem solving, complex analysis, and outstanding communication and presentation techniques.

Career progression

How fast you progress at Ocean will depend on you – but we will push you to fulfil your potential. The Ocean difference means giving you client facing responsibilities from the start, and the inclusion of your opinion in the strategic direction of projects.

At associate and consultant level, we only hire candidates with the ability to progress to director level within four to eight years. For senior appointments and directors, we hire those we know will make a substantial difference to our business and our clients' success. Should you decide to move on from Ocean, opportunities will open for you in both the media industry and other consultancies. Our alumni include senior executives at large media companies and international private equity firms.

Exceptional benefits

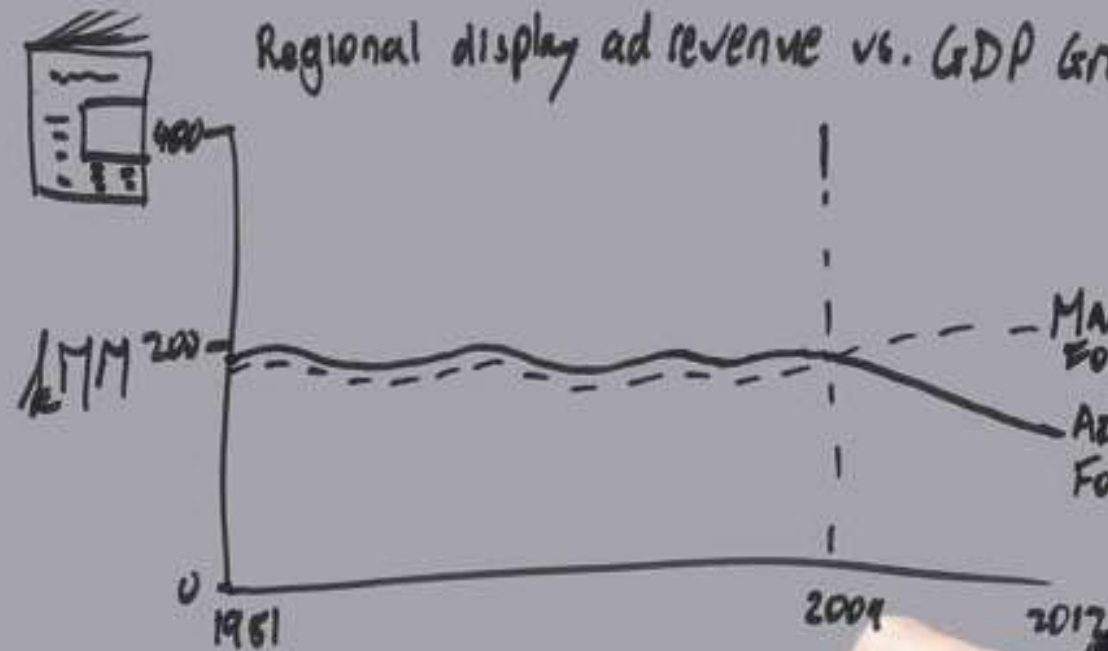
Our rewards are at the top end of the consulting industry. In addition, all our consulting staff participate in a profit sharing scheme, allowing everyone to both contribute to and benefit from the company's success.

HOW WE WORK

Above all – teamwork

Working at Ocean is different. Yes, the job is similar to those roles you'll find in other strategy houses – but we have taken teamwork to the next level. We believe in collaboration and a flat hierarchy – everyone has a crucial part in the project team, and our directors put in as much effort in each assignment as our associates.

The result is a great atmosphere to work in, a shared pride in the contribution of each team member's work, and a quality of project delivery that puts Ocean ahead of its peers.

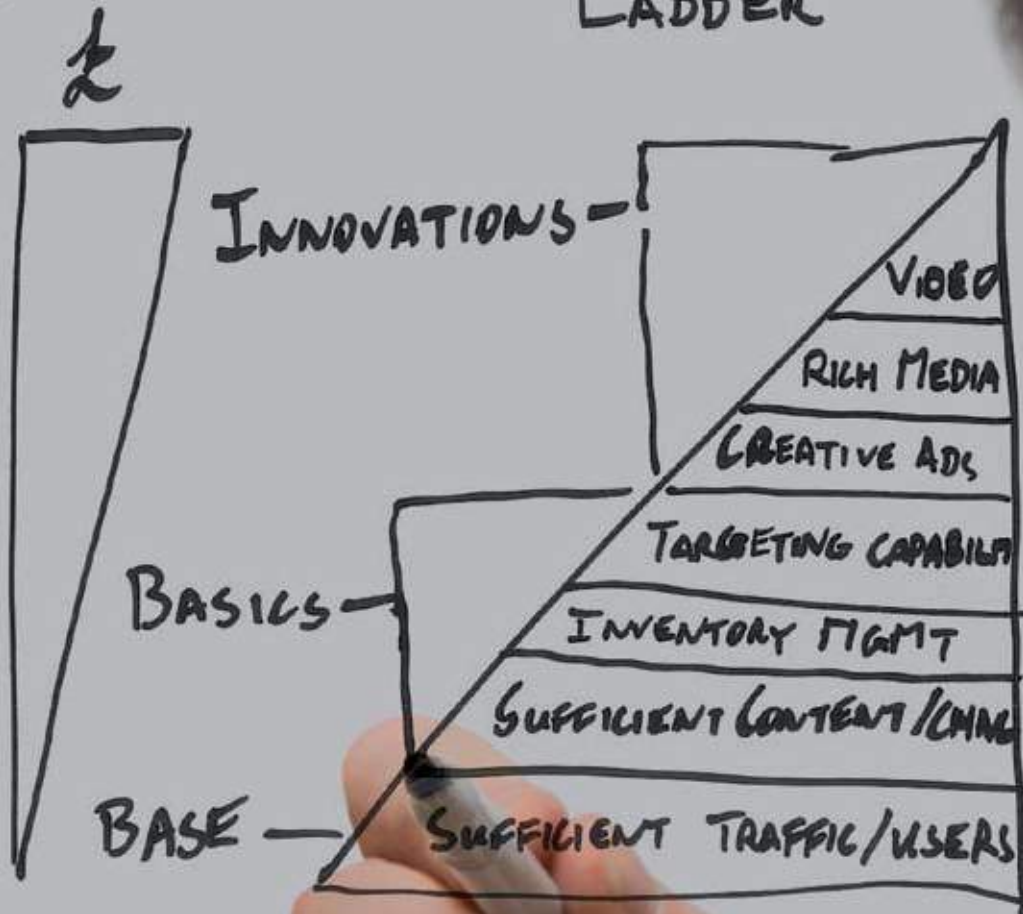


$$AD\ REV = C + (b \times GDP) + (a \times GDP\ GROWTH)$$

$a, b, c =$ CONSTANTS DEFINED BY REGRESSION



ONLINE DISPLAY MONETIZATION LADDER



I've always had a passion for media, and since joining Ocean I've worked in the programming department of a TV channel, helped assess the digital growth strategy of a media owner, and set the pricing for a digital B2B player. While I'm a consultant, I already feel steeped in the business of media, and can't imagine working in any other sector.

Simon, Consultant

Ocean feels collaborative, and has all the upsides of a niche consultancy - rapid career paths, exposure to clients and directors, early responsibility in projects, and direct involvement in the running of the business. While challenging, it's been a great place to thrive with a like-minded peer group and work in international teams.

Yuliya, Consultant

I find the Ocean way of working very exciting - we do not only talk about team work, we actually practice it throughout the consulting process... for me teamwork is working closely with Consultants and providing analytical and client facing responsibilities. This allows new entrants to contribute from day one, and optimises the client experience.

Claus, Director

WHAT WE'RE LOOKING FOR

Leadership & achievement

Ocean consultants help clients with their toughest problems, driving through complex solutions. This requires outstanding determination, energy and leadership skills.

Problem solving & analytics

All of our consultants share a passion for solving problems. We believe in a fact-based, structured approach, so exceptional analytical skills are crucial in our work.

Passion for media

While we do not require media experience, we expect a shared excitement and intellectual curiosity about the industry – we believe it is the most dynamic sector out there.

WHAT YOU DO NEXT

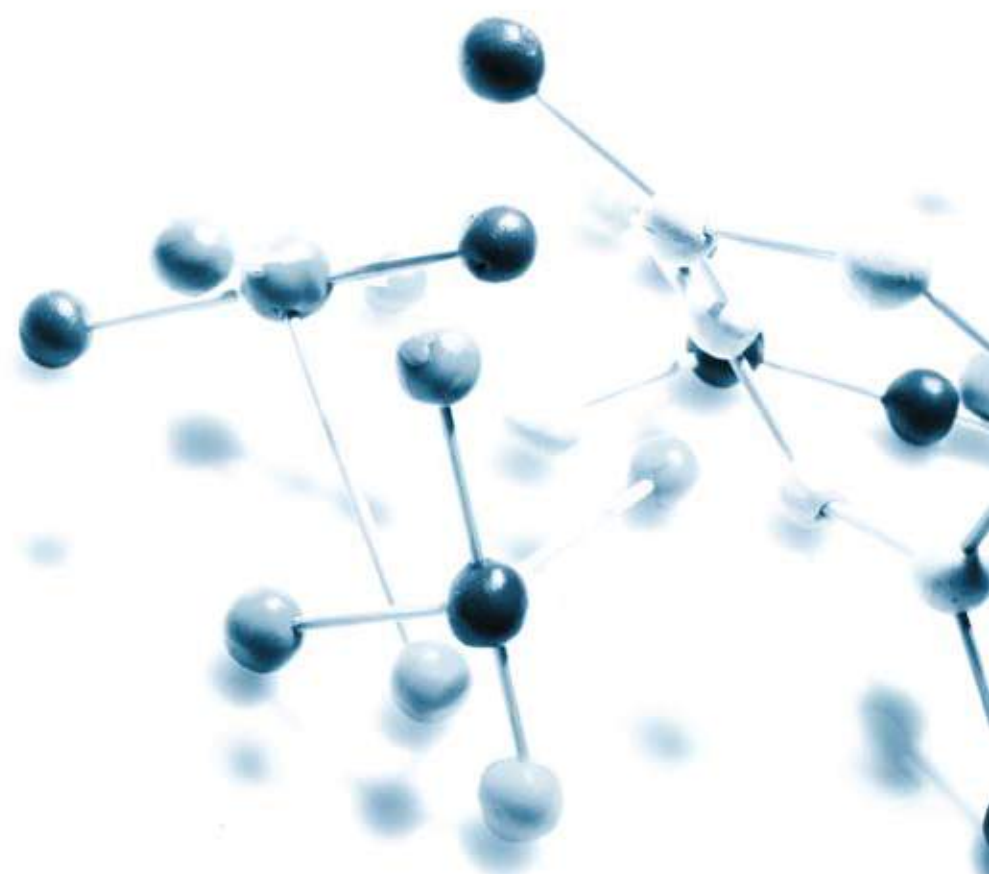
If commitment to excellence and passion for media sums you up, then we want to meet you.

Send us your covering letter and CV by e-mail. We ask for a minimum of 2.1 (or equivalent) from a leading university.

E-mail: recruitment@oceanstrategy.com

Website: www.oceanstrategy.com

APPLY YOUR TALENT





Ocean solves the strategic problems facing leaders in media with the brightest minds.

Ocean Strategy

E-mail: info@oceanstrategy.com **Website:** www.oceanstrategy.com