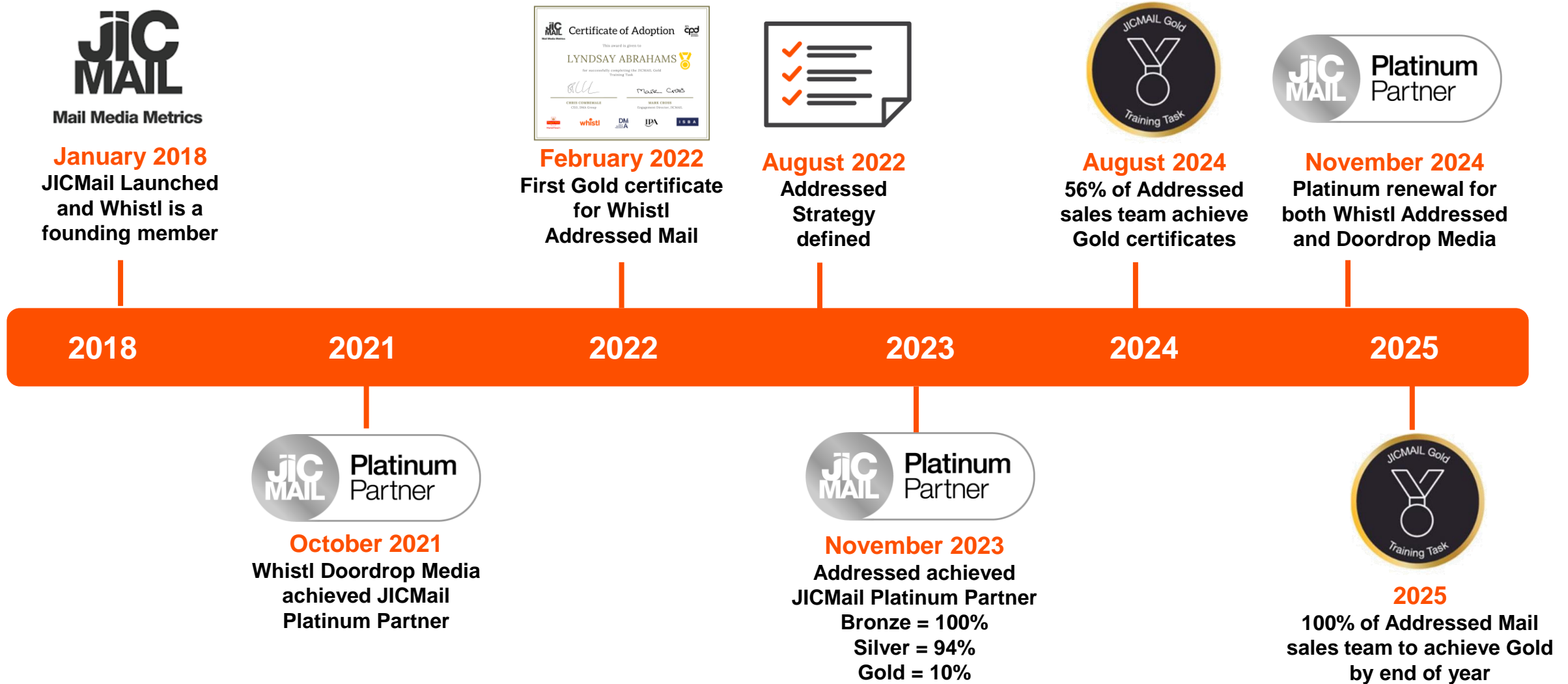




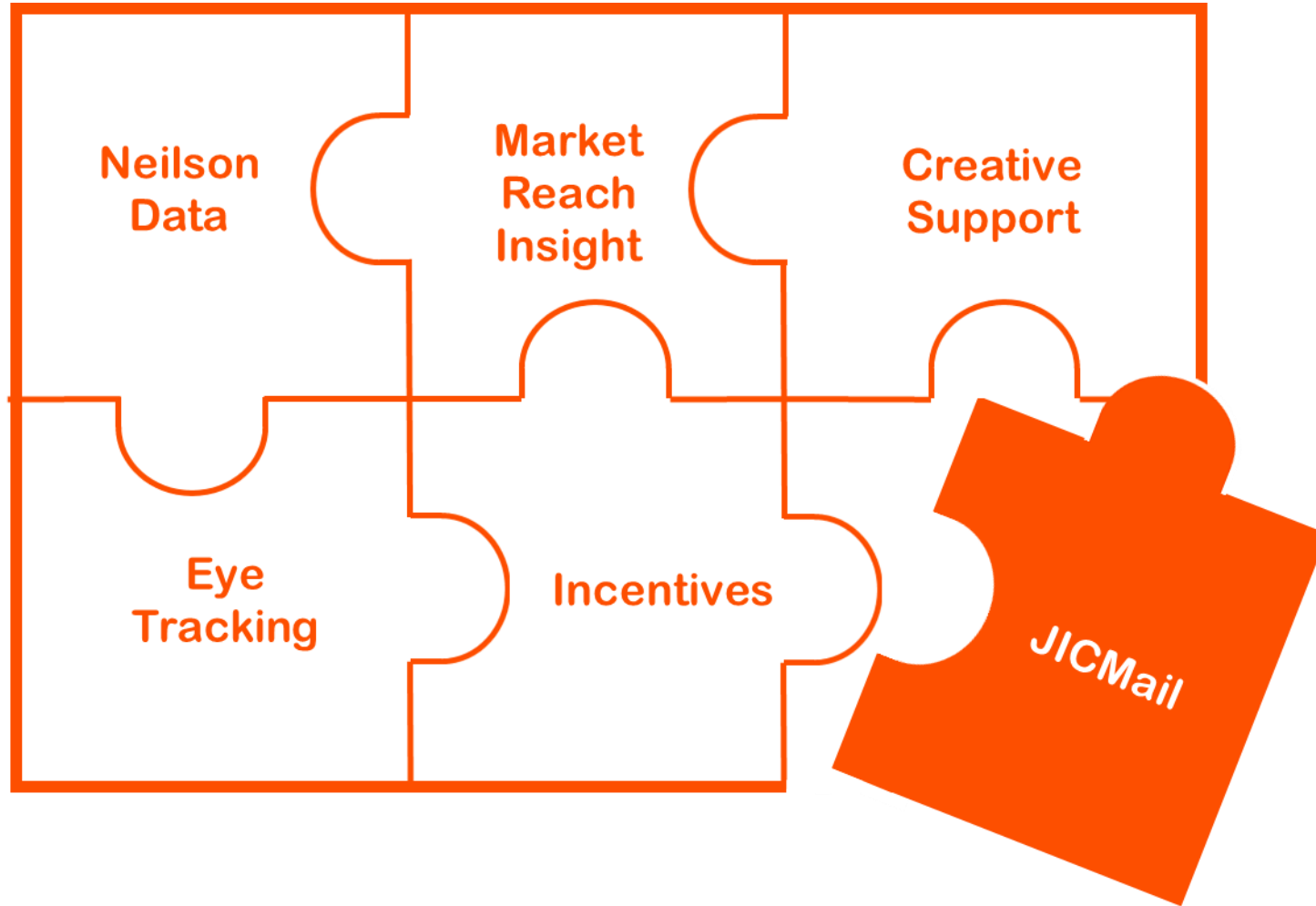
Whistl – Addressed Mail

**Exploring Our Journey with
JICMail: Insights and Experiences**

Our JICMail Journey



A Jigsaw Piece in a Wider Puzzle



Investment in the Commercial Team

Building the Knowledge



Training from JICMail



Quarterly meetings with JICMail team



Raising awareness of JICMail through events

Embedding the Processes



Included as part of our Sales Standards



Accreditations formed part of our Annual KPI's



Used to support our industry and customer updates

Unlocking the Full Potential

How it is used



Monthly and quarterly meetings



Sector specific trends



Customer competitor insights



Raising awareness, how to access and sharing with stakeholders

The Benefit



Changes the conversation



Demonstrates the value of Mail as a media channel

Example



High-level introduction of JICMail



Triparty engagement



Insight into recipient behaviour with mailing



Follow up to train the superusers



Ongoing engagement with the trainers

What's next for Whistl and JICMail?



**100% of sales team to
have Gold by end of 2025**