

BY EMAIL

Date: 26 January 2024

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To whom it may concern,

Three years ago, I was introduced to Mike Roe, the CEO at Tensense.ai. We had a call and three years on we are still working together. The Tensense.ai solution has transformed the way we drive performance and deliver our strategic objectives at Armstrong Watson.

The last few years have ushered in a whirlwind of change, reshaping our business landscape at an unprecedented pace. Uncertainty and disruption have become integral aspects of our reality. It is clear that returning to a "normal" is unlikely, and as leaders we must adapt to the evolving challenges that lie ahead. Tensense has helped me stay ahead of the game!

The solution operates as a "business early warning system". What I and the executive team really value is the light touch, non-disruptive way in which the solution works. 16 scientifically directed questions are asked of everyone in our business, every month via Microsoft Teams. The questions are designed to surface what our people know is really happening in their part of our business, uncovering the emerging threats and opportunities. It takes less than 2 minutes, I promise you!

This data is then populated on our BI Dashboard and when overlaid with our financial and other key metrics provides a more predictive view of our performance.

It has become an embedded way in which I run our board meetings. My CTO can't believe we get such powerful insights from 16 questions, but we do. It has helped me effectively integrate acquisitions, identify high performing areas of the business and provide more management support to others. I would say it is not for the faint hearted, as it surfaces some issues that are "hard to hear"!

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My relationship with Mike and his team started with me completing the 16 questions and Mike playing back the results. I instantly recognised this was something that could make a difference and I am very happy to endorse this to colleagues .

Yours faithfully



Paul Dickson
Chief Executive
For and on behalf of Armstrong Watson LLP

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