

Introduction to Bain

DRAFT

BAIN & COMPANY 

About the Intro to Bain credentials deck

What it is

- A concise, memorable introduction to Bain and what makes us unique. Pick and choose relevant slides to include in your deck.
- This is **not** a stand-alone presentation.

The intended audience

- Primarily external (e.g., clients, partners, recruits, etc.)
- The content is high-level and intended for those not familiar with our firm.

The topics covered

- Why Bain – our differentiators, what it's like to work with us
- What we do – our practice areas, Vector
- Further, Social Impact and DE&I
- Results – stats, client quotes, media mentions
- Award winning culture
- You will **not** find credentials for each Practice. Reach out to the Practice Manager for those details.



**Questions or
Feedback**

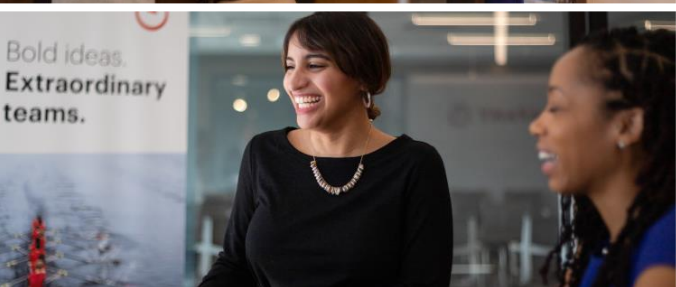
Contact Molly Robinson
Molly.Robinson@bain.com



**Always download
the latest deck**

Amp.Bain.com

We're one of the world's top management consulting firms



By the numbers



- We were founded in **1973** with a longstanding commitment to deliver results, not reports



- Today, we work as one global team with **18,500 employees** across **65 cities** in **40 countries**



- We've worked with over 7,700 companies, including **63% of the Global 500**



- Our clients like working with us: **90%** of our business comes from companies with whom we've worked before

We believe that bold steps define the future

“

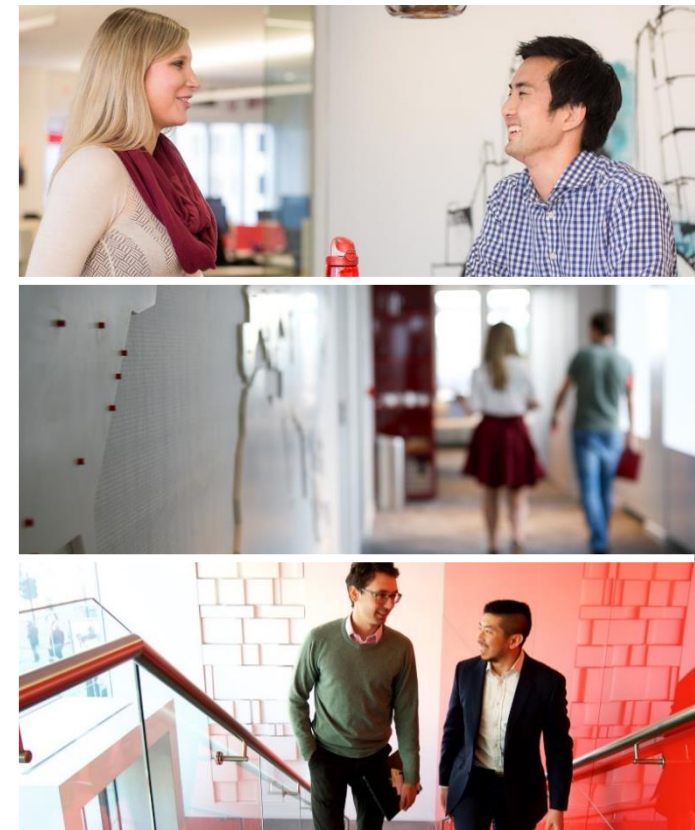
Our mission is to help our clients create such high levels of value that together we set new standards of excellence in our respective industries



We help you see the world differently

What sets us apart

- ▶ Our **insurgent mindset** draws us to clients who want to define the future, not hide from it. We think like owners and commit to driving value for long-term success
- ▶ Our **uniquely collaborative culture** feels different. Guided by a unifying set of Operating Principles, we work as one team with a shared ambition to set new standards of excellence
- ▶ We believe in **integrated innovation**. Our capabilities are complemented by digital solutions and a curated ecosystem of the world's leading innovators to achieve better, faster and more enduring results



What can you expect from us?

We **champion** the **bold** to achieve the **extraordinary**.

Champion (v). To support the cause of; to defend, advocate, promote, protect, stand behind, fight for

We advocate for our clients. We fight for what we think is right. We stand behind our people and partners

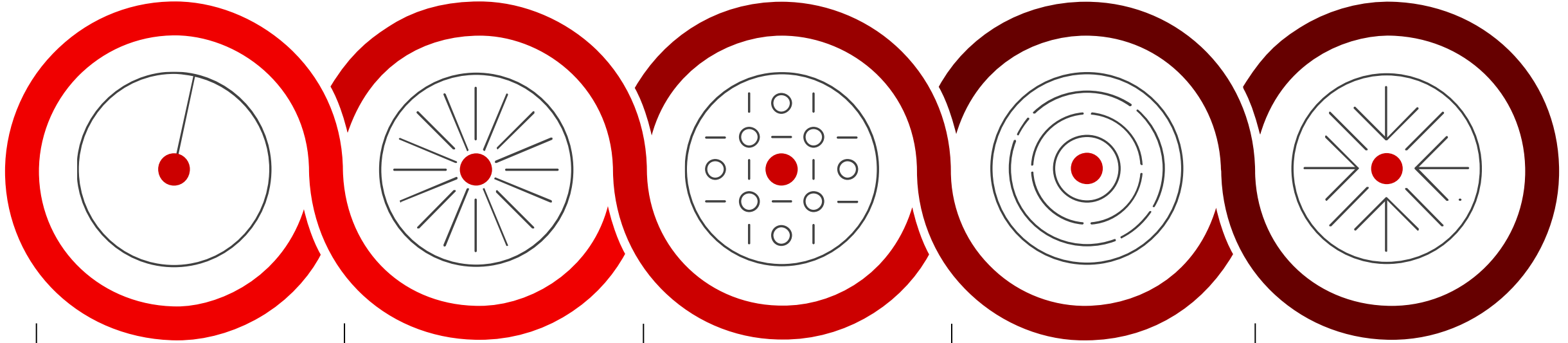
Bold thinkers, dreamers and doers. Being bold is part of our DNA

We work with bold clients who want to define the future, not hide from it

Everything we do is in pursuit of **extraordinary** outcomes

We achieve the extraordinary through the unique combination of our people, culture, capabilities, and passion for results

We become an extension of your team, bringing our Operating Principles to life in every engagement



Guided by True North.

We do the right thing, always. We are open, honest, and direct.

Passion for Results.

We are driven by a bold ambition to create extraordinary impact for our clients, teams, and communities.

Practical and At Cause.

We take on challenges proactively, bring fresh perspectives to find solutions, and collaborate to overcome any obstacle.

Diverse Teams, One Bain.

We believe diverse and inclusive teams are our strength and together we accomplish more than we can alone.

A Bainie Never Lets Another Bainie Fail.

We care for each other's wellbeing. We trust and support each other in the spirit that another's success is our success.

By working as partners, we'll help you achieve extraordinary outcomes



Our commitment to you

Help your team **set and achieve bold ambitions**

Strengthen your organizational capabilities by working together, transferring knowledge and coaching teams

Develop strategies that **integrate digital technologies and innovations** from Day 1

Help you put in place change management capabilities to **make change stick**

Regularly gather and **act on your feedback**



What we ask in return

Champion the joint effort, assign good people and assist us in driving an effective process

Be willing to **question current assumptions and strategies**

Work with us as a partner by openly sharing information, ideas and concerns

Provide access to management, internal experts and data to complete the work in the most efficient manner

Actively **provide feedback** on issues as they arise

Our commitment to your success begins on Day 1



Our Net Promoter SystemSM helps us continuously improve throughout the project

01

Send 3-question survey several months into the case

How likely are you to recommend Bain & Company to your peers or colleagues?
Why would you recommend Bain?
What could Bain do better?

02

Follow-up to discuss how we can improve

03

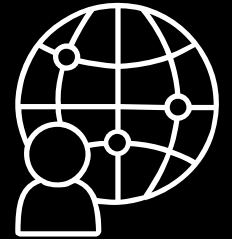
Jointly agree on action plan

“

Bain has a genuine “work with” style that facilitates client buy-in and ownership of recommended outcomes and allows for mid-course adjustment and correction on their projects

— CEO,
Consumer Products Client

We work as one global team to help you achieve the extraordinary



**18,500
employees
across 65
cities**

Our broad expertise helps global leaders solve challenges across all facets of their business



**Strategy and
Innovation**



**Environmental,
Social,
Governance
(ESG)**



**Accelerated
Performance
Transformation**



Operations



**Customer
Experience**



**Sales &
Marketing**

**Digital
Transformation**
powered by VectorSM

Our multi-disciplinary, end-to-end approach to design, build, and scale transformative digital businesses

Digital Transformations are powered by Vector, an integrated suite of digital delivery capabilities, expertise and partnerships



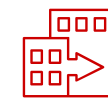
**Advanced
Analytics**



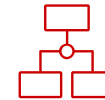
**Enterprise
Technology**



Private Equity



**M&A and
Divestitures**



Organization



**Business
Transformation
and Change**

We have experience across every industry and sector of the global economy

TECHNOLOGY & CLOUD SERVICES

Cloud Services
Hardware
Technology Services

Semiconductors & Components
Software

CONSUMER PRODUCTS

Apparel & Footwear Products
Food
Beverages
Tobacco
Luxury Goods

Household & Personal Products
Household Durables
Recreational Products
Office Supply Products

ENERGY & NATURAL RESOURCES

Agribusiness
Chemicals
Mining

Oil & Gas
Utilities & Alternative Energy

RETAIL

Apparel & Footwear Retailers
Automobile Retail & Services
Department Stores
Food, Drug & Convenience Stores
Discount & Off-Price Stores
General Merchandise & Mass Retailers

Luxury Retailers
Restaurants & Food Service
Recreational & Leisure Facilities & Services
Shopping Malls
Specialty Retailers
Warehouse Clubs and Cash & Carry Stores

PRIVATE EQUITY (FINANCIAL INVESTORS)

Buyout

Debt

Venture Capital

Infrastructure

Real Estate

Hedge

Sovereign Wealth

Family Offices

ADVANCED MANUFACTURING AND SERVICES

Aerospace, Defense & Government Services
Airlines, Logistics & Transport
Automotive & Mobility

Construction, Real Estate & B2B Services
Machinery, Paper, Packaging and Metals

COMMUNICATIONS & MEDIA

Advertising & Marketing Services
Digital Media
Diversified Media Conglomerates
Film
Integrated/Cross Platform Operations
Location Based Entertainment
Music
Print and Physical Publishing

Satellite Network Operations
Television
Tower Infrastructure
Video Games
Video Network Operations
Wholesale Network Services
Wired Networks, Internet & Broadband
Wireless Network Operations

HEALTHCARE & LIFE SCIENCES

Pharmaceuticals & Biotech
Med Tech
Healthcare Payers

Healthcare Providers
Healthcare Services
Life Sciences Services

FINANCIAL SERVICES

Banking (Retail & Corporate)
Cards & Payments
Wealth & Asset Management

Insurance (Life, P&C, Health)
Financial Services Market Infrastructure

GOVERNMENT

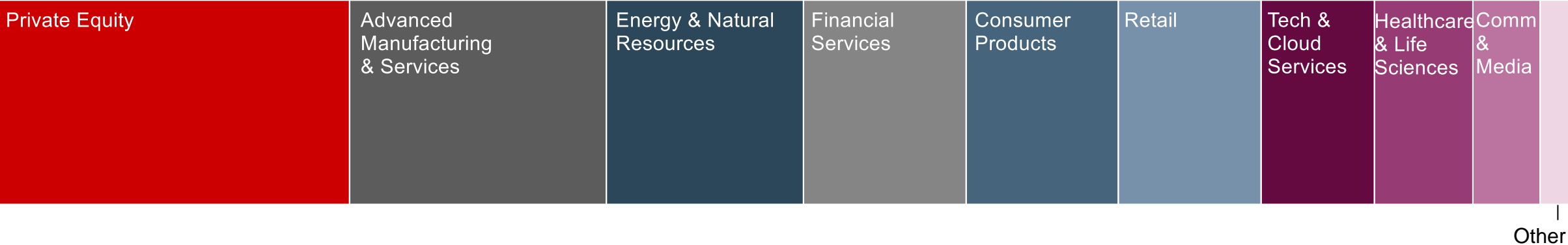
SOCIAL IMPACT

HIGHER EDUCATION AND TRAINING

Our expertise crosses all major Industries and Capabilities

Industries

100%



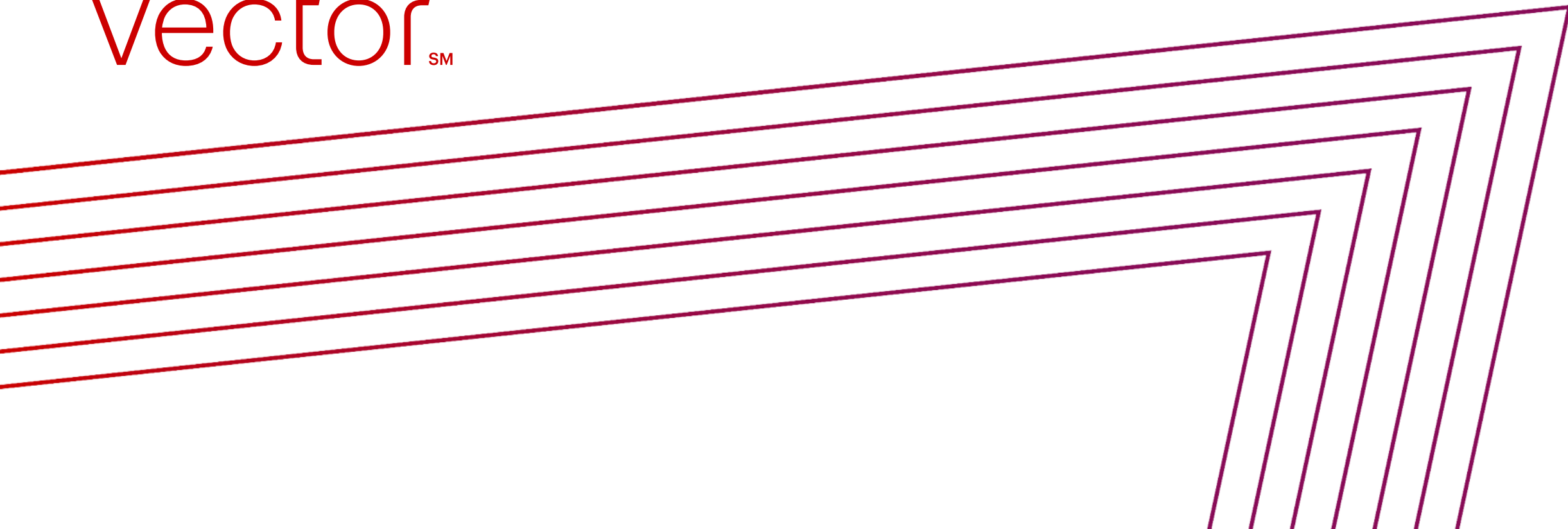
Capabilities

100%



Note: Percent of Bain global revenue in 2022

vector_{SM}



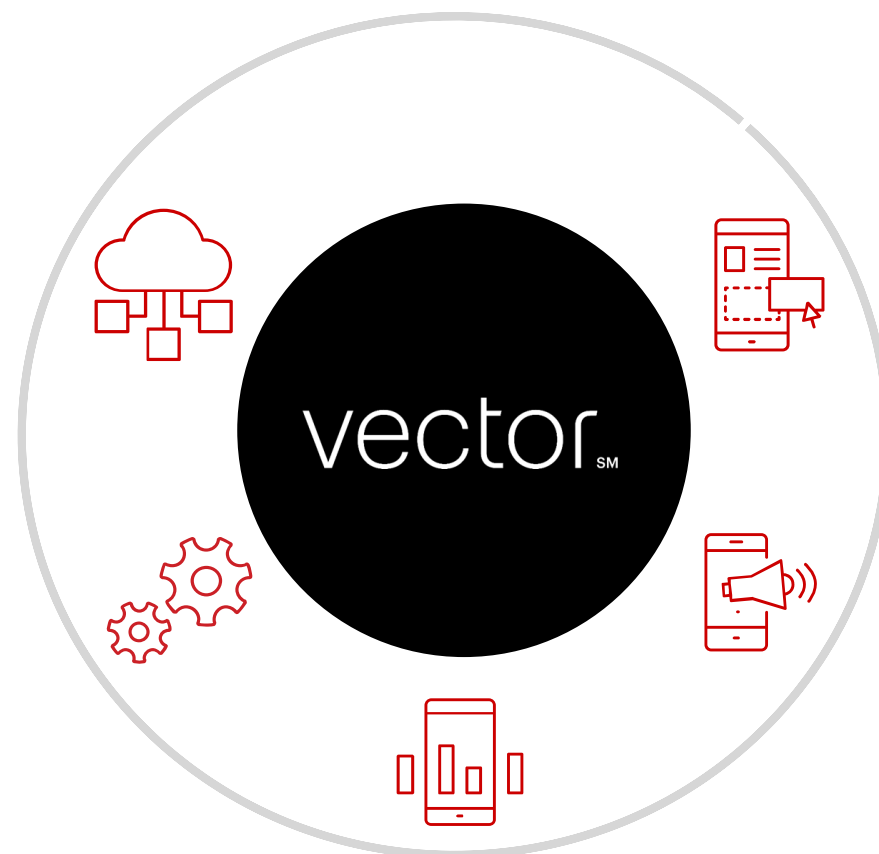
Our digital delivery capabilities, experts and partners are **seamlessly integrated in all that we do**

Enterprise Technology

- Technology strategy & transformation
- Technology cost transformation
- Technology systems & architecture
- Technology operating model
- Technology delivery assurance
- Cybersecurity

Automation

- Maturity assessment
- Automation pathfinder
- Automation opportunity hunt
- Automation diagnostic
- Virtual automation workshop



Innovation and Design

- Business building
- CX redesign
- Ecosystem services
- Software development & delivery

Modern Marketing

- Marketing excellence
- Marketing & customer operations
- Connected customer & personalization
- Digital commerce
- Customer & brand strategy

Advanced Analytics

- Data & machine learning solutions
- Primary research
- Data & analytics strategy, organization, architecture and engineering

What sets **VectorSM** apart?

Deeply Integrated

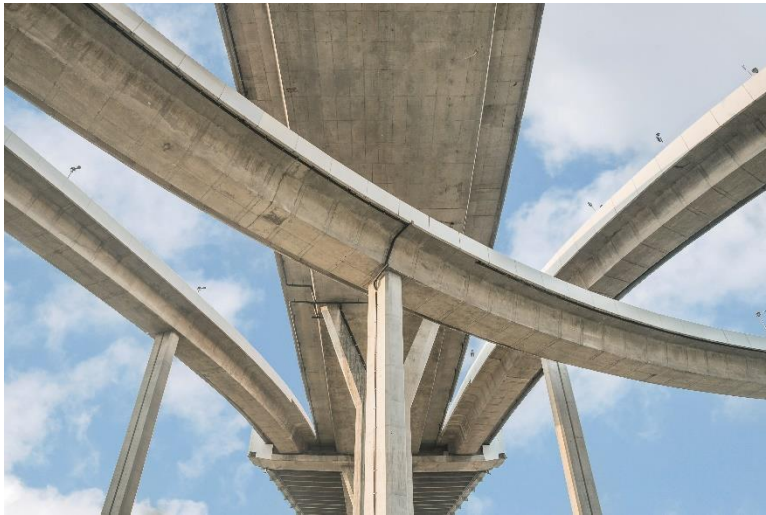
We embed digital across everything we do, from strategy to implementation

Flexible & Tailored

We draw from broad capabilities to configure the right tools, expertise and partnerships to address our client's unique challenge, from point solutions to full transformations

Curated Ecosystem

We complement our capabilities with over 100 of the world's leading tools, software solutions, specialized services, data sources, and a network of 300+ expert advisors





furtherSM



further_{SM}

Our shared journey

Environmental degradation. Structural inequities. The sweeping effects of climate change. The overlapping challenges facing businesses and communities are too pressing, too critical, too connected, to move cautiously. Steady progress is no longer enough.

But we can get there. For our shared journey ahead, a new model of leadership and collaboration is needed, one that inspires bold action, one that builds momentum as it scales, one that allows organizations to innovate and move out in front of these issues. The collective urgency will require leaps forward by every company and every community—none will be left unchanged. Those that take hard steps now, those willing to build a more sustainable, equitable future for all, will make a transformative impact.

Bain brings the full force of our talent, expertise and energy to the journey. We walk that path with our clients, teams and partners, helping each take confident strides toward their full potential.

As a firm, as a partner to our clients, and as a champion for global communities, we're challenging ourselves to find new ways forward.


So we can all reach **Further**.

fur·ther

(adv.) More than what already exists or has been done
(adj.) Going or extending beyond
(v.) To help the progress or development of something

Further is our collective ambition to create a more sustainable, equitable and inclusive world—as a firm, as a partner to our clients and as a champion for global communities.





Further is our collective ambition to create a more **sustainable, equitable and inclusive world**

furtherSM

With clients

Together, we're finding solutions that support people, planet and prosperity. Going Further means taking a step beyond the incremental to deliver transformative impact for everyone involved

In the global community

We've used our \$1.1 billion social impact pledge as a springboard to mobilize the kind of innovative, inclusive partnerships needed to deliver systemic change

At Bain

Our dedication to social and environmental standards starts at home—we embed these values in our firm strategy

As advisers to thousands of organizations, including many of the most influential companies in the world, we have over 2,500 leaders actively engaged in client work and global responsibility efforts

Across continents, capabilities, and industries.

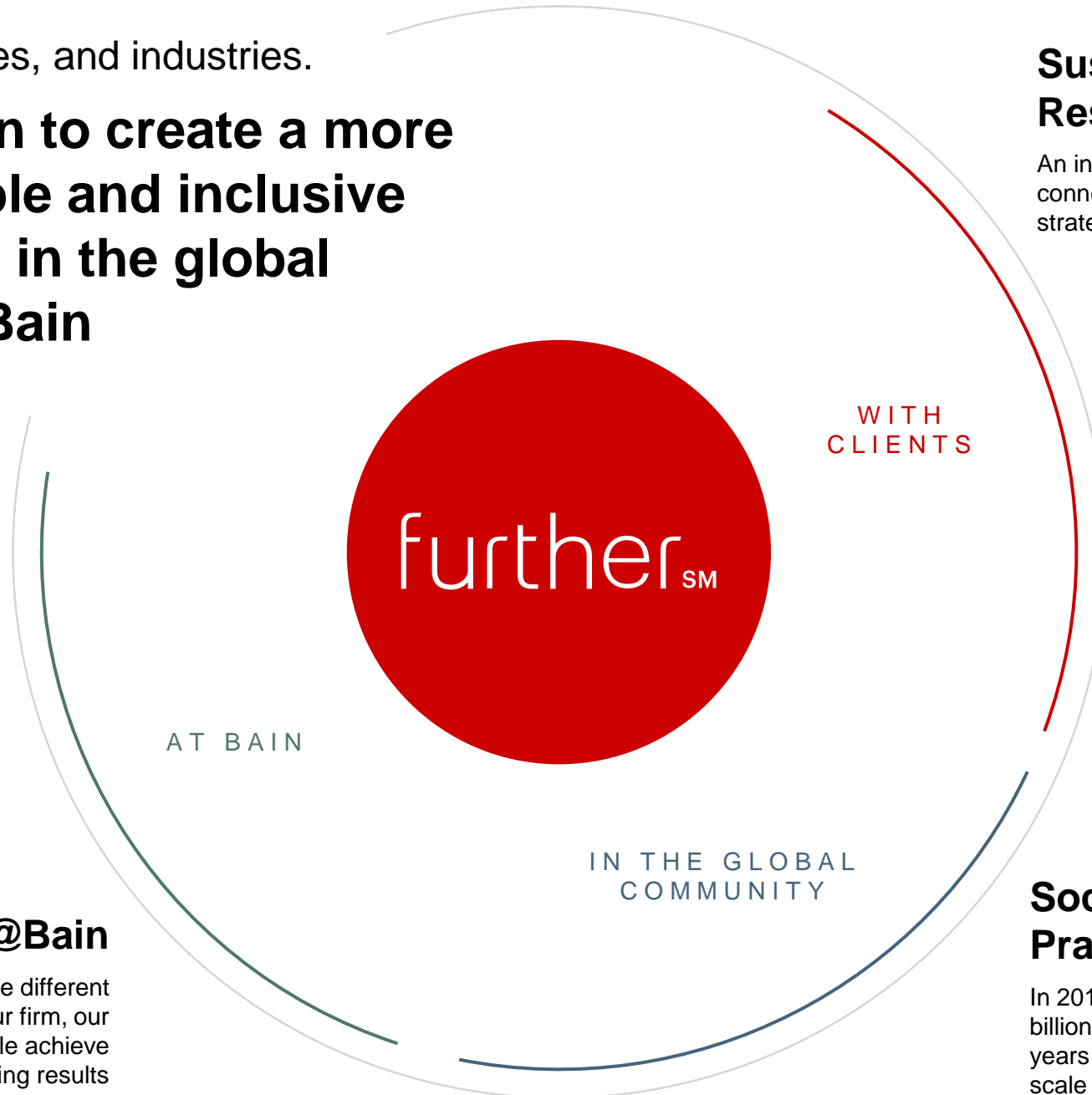
One shared ambition to create a more sustainable, equitable and inclusive world – with clients, in the global community, and at Bain

Sustainability@Bain

We believe in leading by example, so we embed a deep commitment to social and environmental standards in everything we do

DEI@Bain

We welcome and celebrate different perspectives to help our firm, our clients and our people achieve extraordinary, enduring results



Sustainability & Responsibility Practice

An integrated approach that connects sustainability to your strategy—and to results

Diversity, Equity & Inclusion Practice

Build a truly representative organization characterized by a culture of belonging, support and trust

Social Impact Practice

In 2015, we pledged to invest \$1.1 billion in pro bono consulting over 10 years to help leading social pioneers scale and amplify their impact

We've committed to invest **\$1.1B** across **four pillars of impact**

/ Education



Improve the futures of underserved youth and children

Career Connected Learning
Human Capital
School Systems
Early Childhood Development
Education Technology

/ Economic Development



Foster **inclusive economic growth** by leveraging markets & enterprise models

High-impact entrepreneurship
Impact Investing
Smallholder Farmer Livelihoods
Refugee support and integration

/ Environment



Accelerate market-oriented solutions to **environmental sustainability**

Climate Action
Responsible production and consumption
Land and Ocean Conservation
In collaboration with our Sustainability & Responsibility Practice

/ Racial Equity and Social Justice



Address **structural racism** and other systems of **oppression**

Racial Wealth Gap
Health Outcomes
Civil Rights
Gender Equity

Improve the futures of underserved children

SOCIAL IMPACT

EDUCATION



Career Connected Learning

Establishing career-connected learning systems to **create choice-filled lives**

~1.5M students impacted by CCL systems we are helping to build



Human Capital

Supporting highly effective **teachers**, **school leaders**, and **education reformers**

~60K teachers recruited to classrooms impacting **10M** students



School Systems

Improving and scaling **student centric innovations** and **reforms**

2-4x college **graduation rates** for alternative school partners



Early Childhood Development

Scaling **innovative models** of early childhood development

~2M meals served to children across **~19K** schools in India every day



Education Technology

Improve **student learning and outcomes** through technology

~2X improvement in Math state test scores
82M+ families using CS media ratings



Inclusive economic growth by leveraging markets and enterprise models

SOCIAL IMPACT

ECONOMIC DEVELOPMENT



High-impact entrepreneurship

Growing **vibrant entrepreneurial ecosystems**

3M+ jobs and
\$20B+ revenues
generated by entrepreneurs



Impact investing

Supporting **social-first impact investors**

300M+ lives touched
(majority low income)
through impact investments



Smallholder farmer livelihoods

Integrating **smallholder farmers** into formal markets

16M+ smallholder
farmers reached

First agribusiness
accelerator platform in
Ethiopia



Refugee support and integration

Building better futures
for refugees

60M+ refugees
served

endeavor

rootcapital

LEAPFROG
INVESTMENTS

ACUMEN
CHANGING
THE WAY
THE WORLD
TACKLES
POVERTY

ACCION

Ethiopian ATA
Agricultural Transformation Agency
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TECHNOSERVE
BUSINESS SOLUTIONS TO POVERTY

LAND O'LAKES
INTERNATIONAL DEVELOPMENT

ACUMEN
CHANGING
THE WAY
THE WORLD
TACKLES
POVERTY

PARTNERS
IN FOOD
SOLUTIONS

UNHCR
The UN Refugee Agency

MEDAIR

Environmental sustainability through market-oriented solutions

SOCIAL IMPACT

ENVIRONMENT



Climate Action

Accelerating market-based solutions aimed at **tackling climate change**

\$1B forest conservation investing fund launched



Responsible production and consumption

Enabling efficient and sustainable **production and consumption**

\$1.5B committed by ~40 companies to end plastic waste in the environment

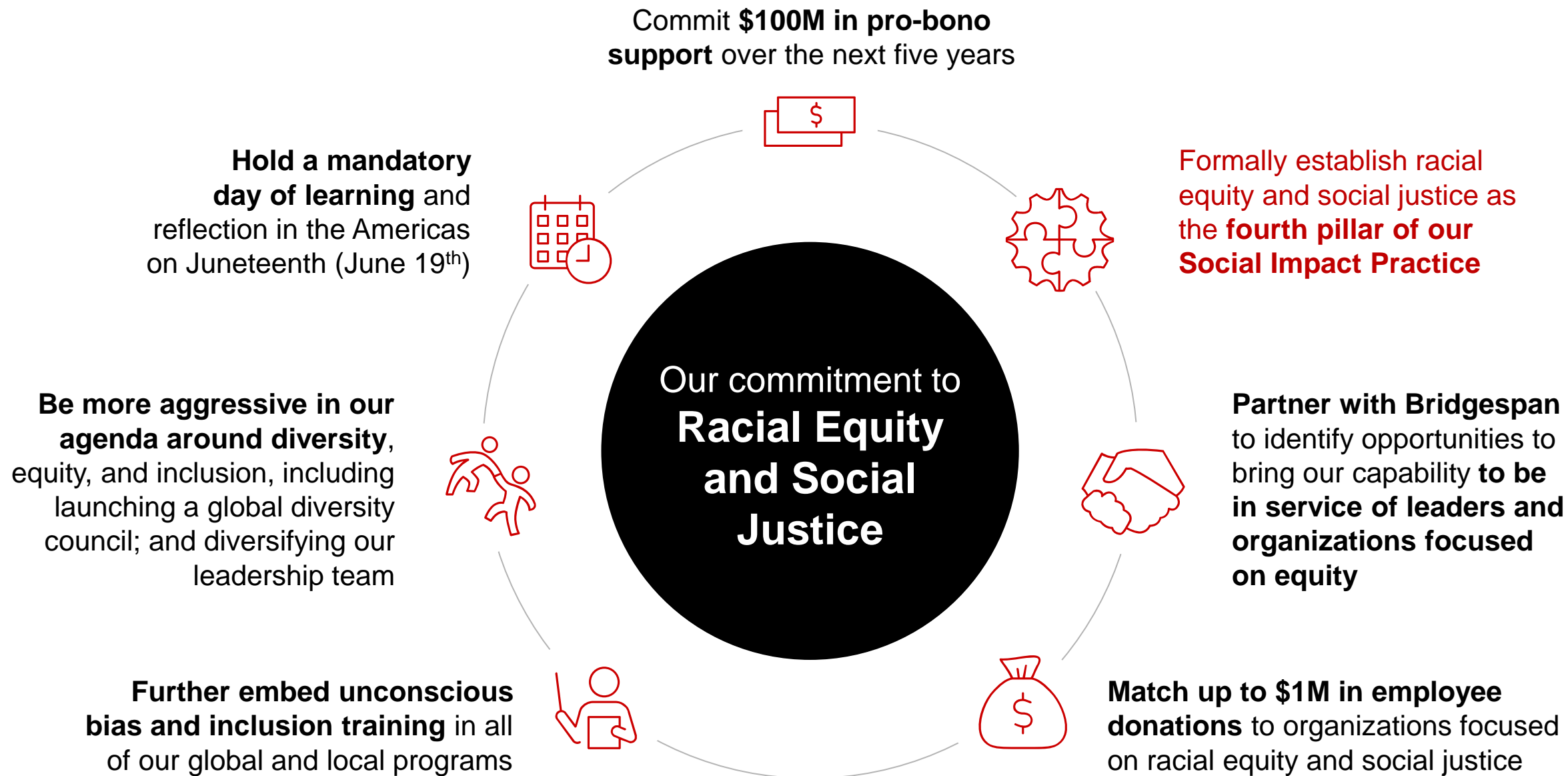


Land and Ocean Conservation

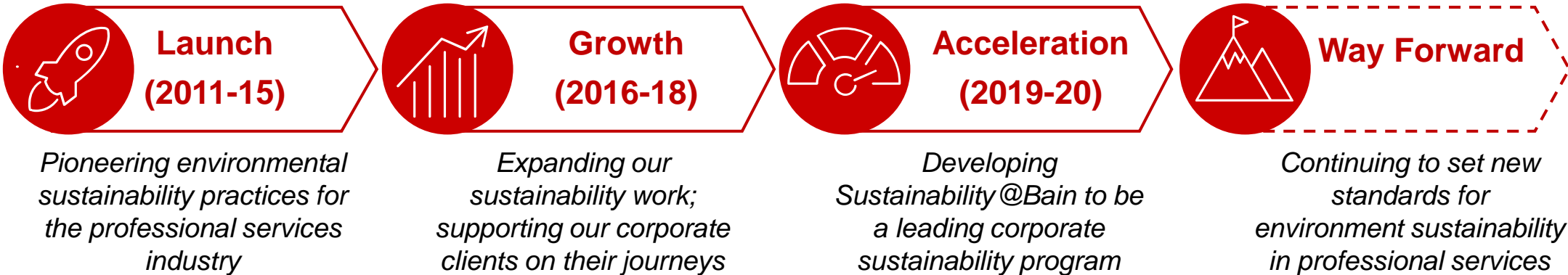
Supporting conservation and management of **forests and marine resources**

125M+ acres of land conserved





We launched our environmental sustainability work in 2011 and have significantly accelerated in the past year



Highlights

- | | | | |
|--|---|---|---|
| <ul style="list-style-type: none">• First of our peer group to launch a carbon emission measurement and offsetting process• Received our first Carbon Neutrality certificate (for 2011)• First green teams established in Bain offices | <ul style="list-style-type: none">• Formalized our Sustainability & Corporate Responsibility (S&CR) practice area• Invested in a total of 30 carbon offsetting projects since program launch• Achieved gold rating from EcoVadis, the highest recognition given | <ul style="list-style-type: none">• Created an Environment pillar in the Social Impact practice (part of 10-year, \$1.1B commitment)• Launched Sustainability@Bain• Signed the Business Ambition for 1.5° C – a Science Based Targets (SBT) Initiative• Updated target to a net-zero carbon pledge | <ul style="list-style-type: none">• Source 100% of energy from renewable sources• Set and manage the business to achieve SBTs in-line with 1.5° C target• Achieve Net-Zero carbon by 2030 |
|--|---|---|---|

tCO₂e/
FTE

14.7

13.9

12.9

Reducing our impact on the environment is a critical priority for Bain

Our **unique, collaborative approach** combined with our **focus on the environment** enables Bain to deliver **exceptional client results** at significantly **lower environmental impact**

2021 Carbon Emissions Relative Intensity
(tCO₂e/FTE)

BAIN **1.0**

PEER AVG **1.9**

Certified **CarbonNeutral®** since 2011

Net-negative carbon impact in 2022 – invested in nature-based projects to **remove more than 100% of Bain's 2021 scope 1, 2, and 3 emissions**

Utilizes **100% renewable electricity** across our global footprint since 2020

We will offset all emissions from this client engagement as part of our annual climate impact management plan

Achieved a **Platinum rating** from EcoVadis in 2022 an **A- score** from CDP in 2021

Provides **pro-bono consulting** to the leading global environmental NGOs on critical climate-related initiatives

44 global Green Teams in our offices around the world implement changes to reduce our carbon footprint



CarbonNeutral.com
CO₂ emissions reduced to net zero in accordance with The CarbonNeutral Protocol



Note: For more information on our sustainability effort, please see our Sustainability page at www.bain.com/about/social-impact/our-sustainability/

This community of
extraordinary teams
is the cornerstone of
our diversity, equity,
and inclusion vision at
BAIN & COMPANY 

Our DE&I vision

Create the truly extraordinary teams required to generate breakthrough results by assembling the most **diverse set of experiences, backgrounds, strengths, and perspectives** and being the best at **bringing this diversity together in ways that others cannot**



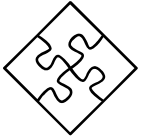
We've made 7 commitments to promote racial equity and social justice, both within and outside of our four walls

Invest to drive meaningful, sustained change outside of our four walls



Commit \$100M in global pro-bono investment over five years to promote racial equity and social justice

- Prioritized focus in Americas on the Black community



Add Racial Equity and Social Justice as a 4th pillar of our Global Social Impact platform, and collaborate with Bridgespan to identify opportunities to bring our capabilities to be of service to leaders and organizations focused on equity



Launch a dedicated Diversity, Equity & Inclusion practice area to support our corporate clients in their own DE&I commitments and efforts



Match \$1M in employee donations to organizations focused on racial equity and social justice via Americas Leadership Team commitment

Engage, educate and mobilize every employee to embed racial equity into the fabric of Bain



Be more aggressive and transparent to accelerate our own DE&I outcomes, starting with North American BABs team and expanding to all under-represented populations

- Launch a global DE&I Council of our most senior leaders
- Collectively commit to diversifying our leadership team, including removal of systemic inequities in our talent management processes as well as investment in a culture of inclusion



Accelerate every Bain employee's journey about racial equity and social justice, including committing Juneteenth as an annual Americas-wide day of learning and reflection

- Build unconscious bias and inclusion into global training
- Continue honest and challenging dialogues at the firm, office and team level
- Accelerate focus on allyship



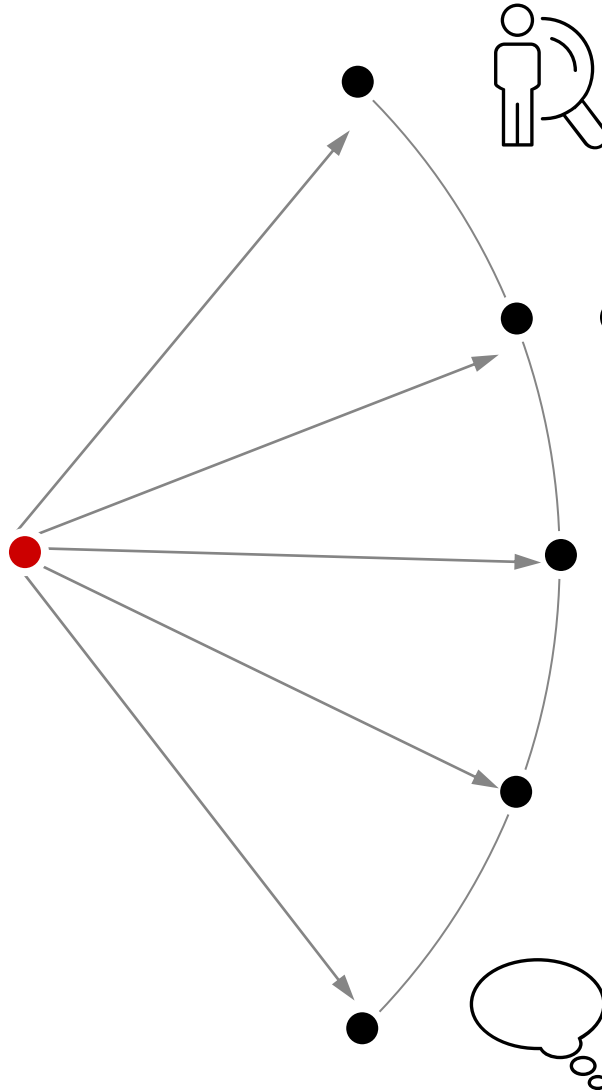
More closely manage the DE&I impacts of how we run our business: our clients, our offerings/IP, our supply chain, and our partners

Ensure accountability, tracking and transparency measures

Our approach to DE&I includes 5 areas of focus to ensure that diversity, equity, and inclusion is core to 'who we are' as a firm, supported by our core infrastructure

Core infrastructure – Global Center of Excellence

Collaborate with firm leaders to develop broad DE&I strategy roadmap including key policies, processes, communications, and data monitoring / tracking mechanisms to improve retention, ensure equity, and continually drive progress across global efforts



Diversity recruiting

Increase diversity of hiring through equitable processes in all functions and regions, at all levels



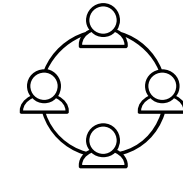
Affinity & network groups

Provide support and community/connectivity for our diverse populations, including initiatives to support equity



Unconscious bias

Reduce bias systematically in key decision making behaviors and processes to arrive at better, more equitable outcomes



Inclusion

Create the culture and norms that enables everyone to contribute fully to their teams



Thought leadership

Use research, selective positions on policy, and pro-bono support to advance the DE&I agenda more broadly

We have eight formal affinity groups that are engaged in recruiting and retention, professional development, connectivity, and external impact activities



AAB*
Asians at Bain



BABs*
Blacks at Bain



BGLAD
The LGBTQ
Network at Bain



BFLI*
Firstgen & Low-
Income at Bain



DAAB*
Diverse Abilities
at Bain



LATBA*
Latinx at Bain



VABs
Veterans at Bain



WAB
Womxn at Bain

Recruiting

Active engagement to support ongoing recruiting efforts in all regions and at all levels

Professional development

The right sponsorship, mentorship, and coaching/training for all employees

Culture and connectivity

Programming, initiatives, and events to create a community where people are connected and everyone thrives as their authentic selves

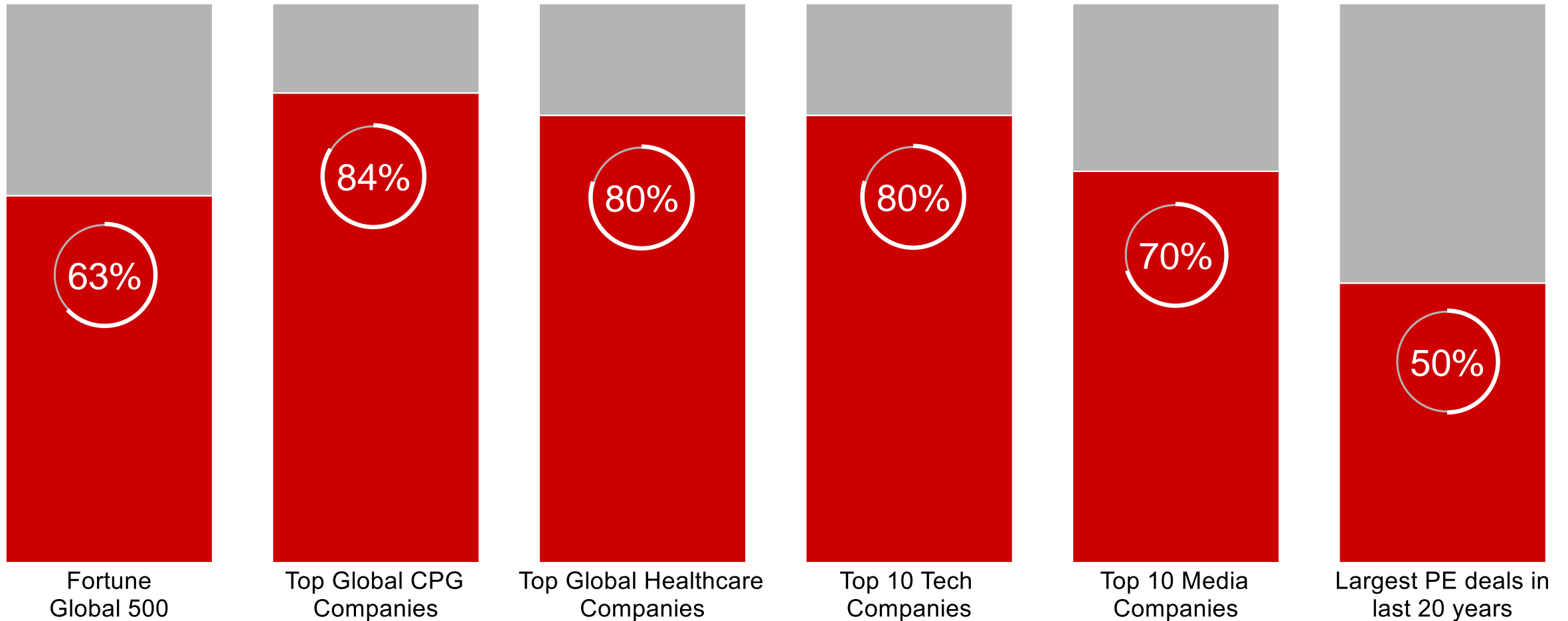
External impact and thought leadership

Research to inform our own efforts and support all organizations in increasing DEI and pro bono work and advocacy in areas aligned with our values

*AAB affinity group is formally recognized in the US, Canada, South America, London, Germany and AUS; BABs affinity group is formally recognized in the US, Toronto, South America, UK, and South Africa; LATBA affinity groups are formally recognized in the US, Canada, and London; DAAB is formally recognized in US, Canada, and EMEA; BFLI is formally recognized in the Americas.

More than 60% of companies in the Global 500 have worked with us

Bain clients (%)



Clients tell us what sets us apart

We care for our clients' business as our own

*"You don't feel like working with consultants but rather **with members of the same team who take full responsibility and ownership** and lead the way with their expertise."*

VP of Digital & Marketing, Retail

We help our clients take action

*"**We would never be where we are with our initiative without the Bain team.** The team is fanatically proactive and professional. **Pushes us beyond our comfort zone into action.**"*

Associate, Energy & Natural Resources

We have a uniquely collaborative culture

*"Bain is filled with incredibly **smart, talented, thoughtful and strategic partners.** I have worked with teams three times and **their work has been top notch and incredibly impactful.**"*

CEO, Technology

We energize client teams to sustain success

*"They have a **very positive attitude and good energy** when it comes to working with teams. **That fosters results.**"*

Director, Consumer Products

We commit to doing the right thing – always

*"Focused on delivering **results without compromise, ready to stand for own views** even if this is not popular at client."*

Senior Executive VP, Energy & Natural Resources

Our industry and functional expertise has global reach and impact



February 23, 2022

Bain's **Private Equity** expert shows how the industry has been "supersizing" and is three times larger than a decade ago.



May 24, 2022

Live from the World Economic Forum, Bain's worldwide managing partner discusses the importance of scenario planning to **manage uncertainty**.

THE WALL STREET JOURNAL.
CFO JOURNAL

May 30, 2022

Bain's **performance improvement** expert explains how companies can cut costs amid persistent inflation.

Bloomberg

April 14, 2022

Bain's **semiconductor** expert discusses the latest on the global semiconductor industry in this podcast about global chip supply.



October 11, 2021

Bain's **digital** expert shares the forecast for Southeast Asia's internet economy.



April 1, 2022

Bain's **diversity** experts discuss the significance of inclusion, and how to level the playing field.



Nov 29, 2021

Bain's expert on **ESG in Private Equity** says tech investors are increasingly considering environmental concerns when they do deals.



April 16, 2021

Bain's **ESG** expert discusses ways CEOs can transform COP26 commitments into action.



December 12, 2021

Bain's **Winning on Purpose** book is featured among the top business books of 2021.



May 25, 2021

Discussing Bain's latest **APAC Private Equity** Report, the authors explain why they are cautiously optimistic for the Asian private equity market.



May 24, 2022

Bain's chairperson featured on geopolitical risks and sustainability as top priorities for **supply chain** design at a discussion during World Economic Forum 2022.

Bloomberg

October 27, 2021

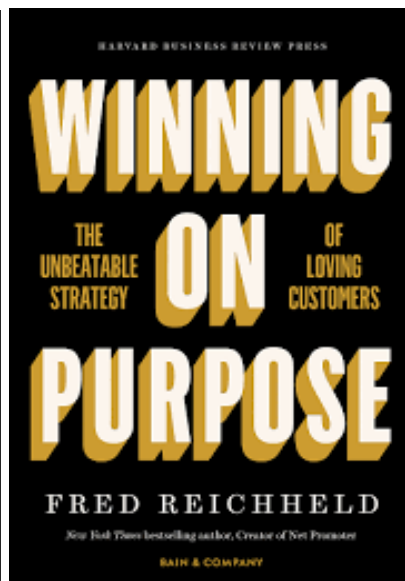
Bain's Technology lead discusses the case for **Big Tech M&A**.

We're a leader in breakthrough business insights

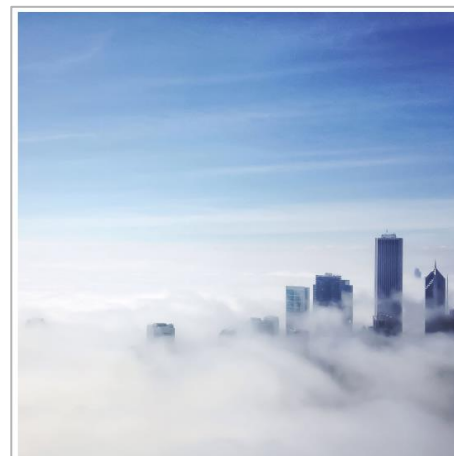
In 2021 we published another **must-read business book** by the *Harvard Business Review Press*.

Winning on Purpose

Featured more than 60 times by the media since its release, Fred Reichheld's new book is an indispensable guide for inspiring customer love within your own teams and utilizing Net Promoter® to achieve both personal and business success.



Our annual Global Private Equity Report is **consistently recognized as the industry standard** by PE professionals, analysts and media.



Global Private Equity Report 2022

Featured more than 100 times by the media, including *Reuters*, *The Financial Times*, *Wall Street Journal Pro Private Equity*, *Bloomberg*, and *Associated Press*.

BAIN & COMPANY



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We are a
Best Place to Work
in 2023





We are

consistently recognized as a

Great Place to Work

for Women





We are

consistently recognized as a

Great Place to Work

for LGBT



Culture 500



We are

consistently recognized as a

Great Place to Work

for Diversity





We are

consistently recognized as a

Great Place to Work

for Parents





We are

consistently recognized as a

Great Place to Work

for Innovation





We are

a leader in

**Corporate
Social
Responsibility**



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Best Place
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