

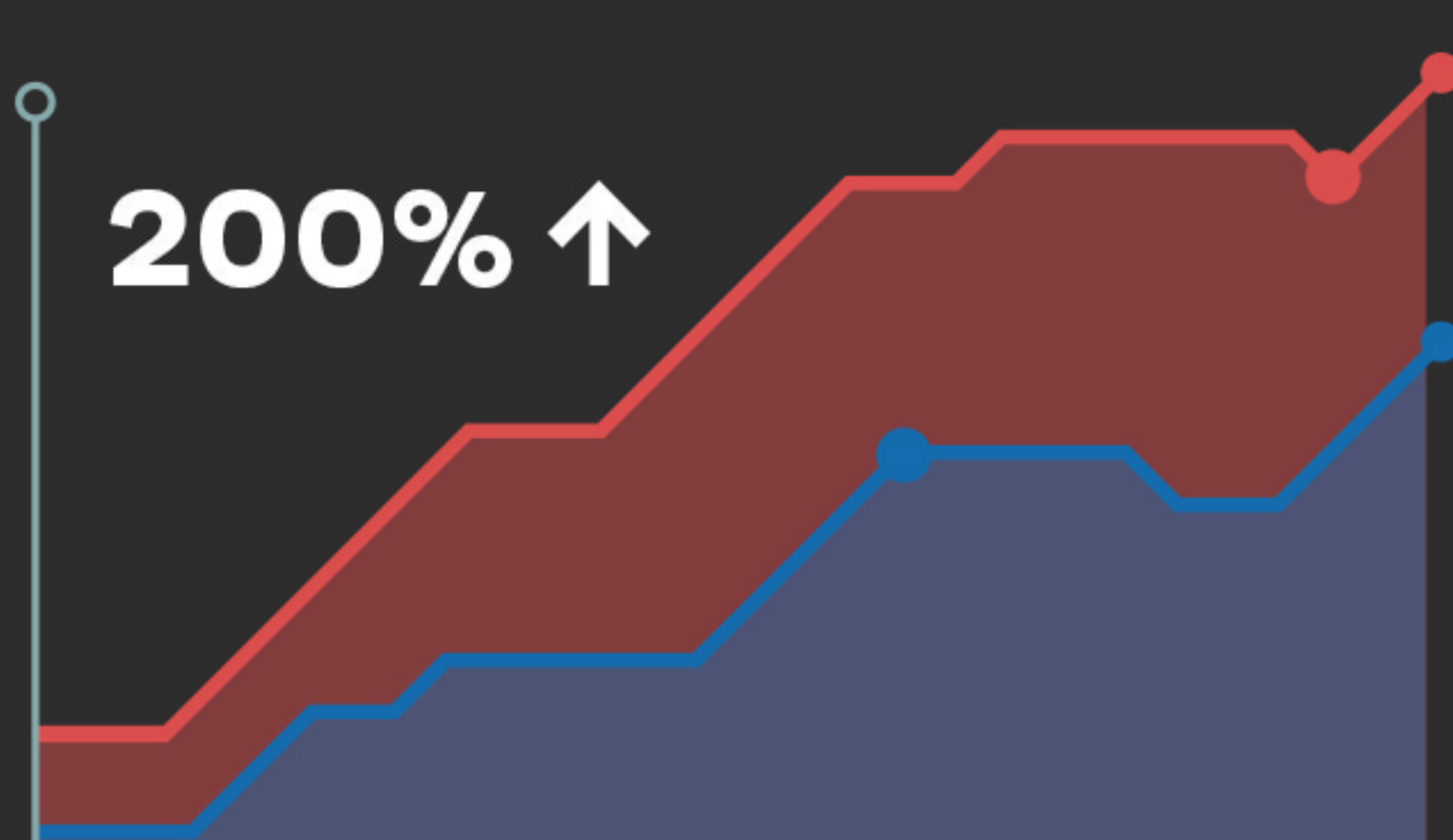
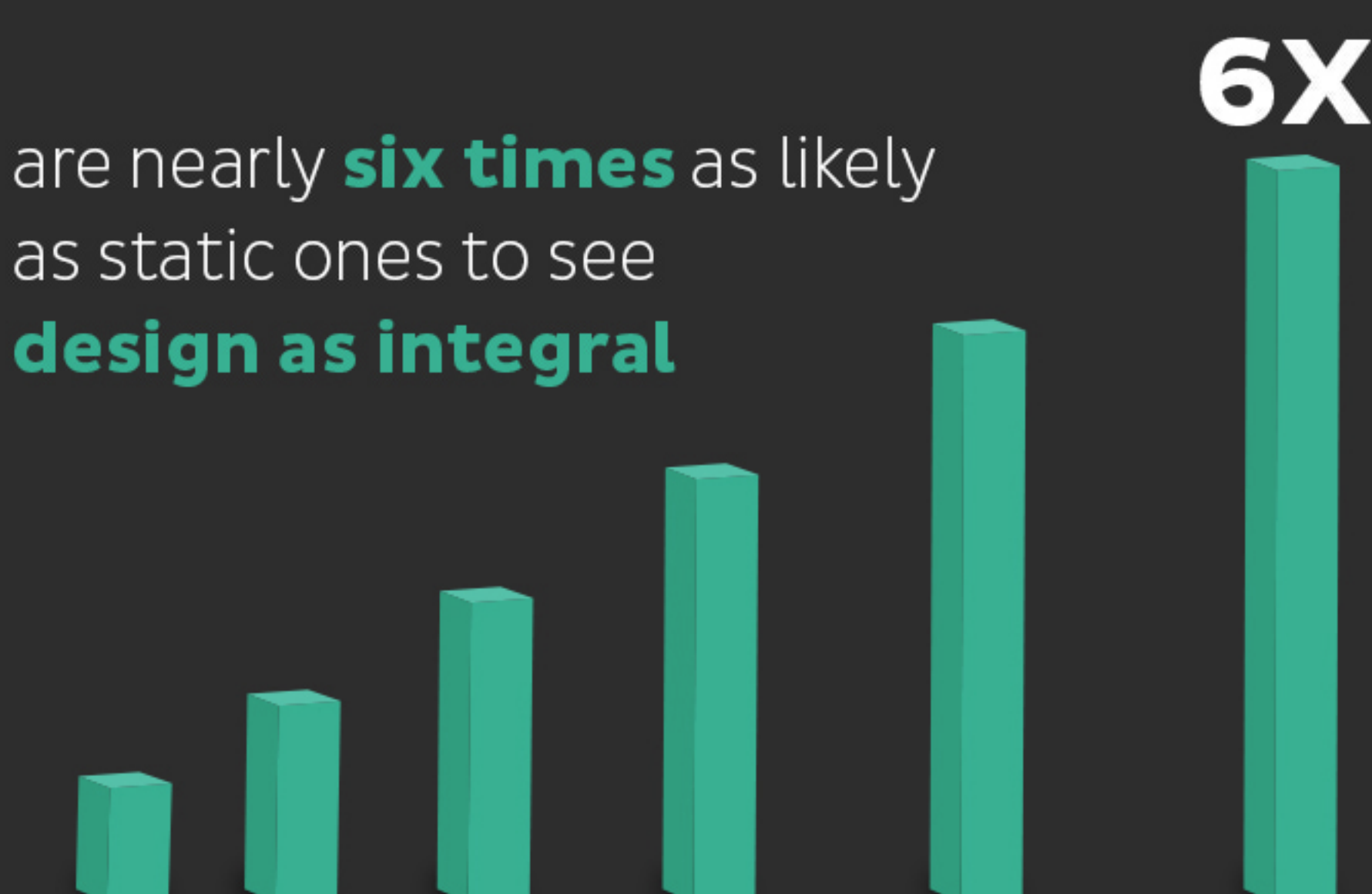
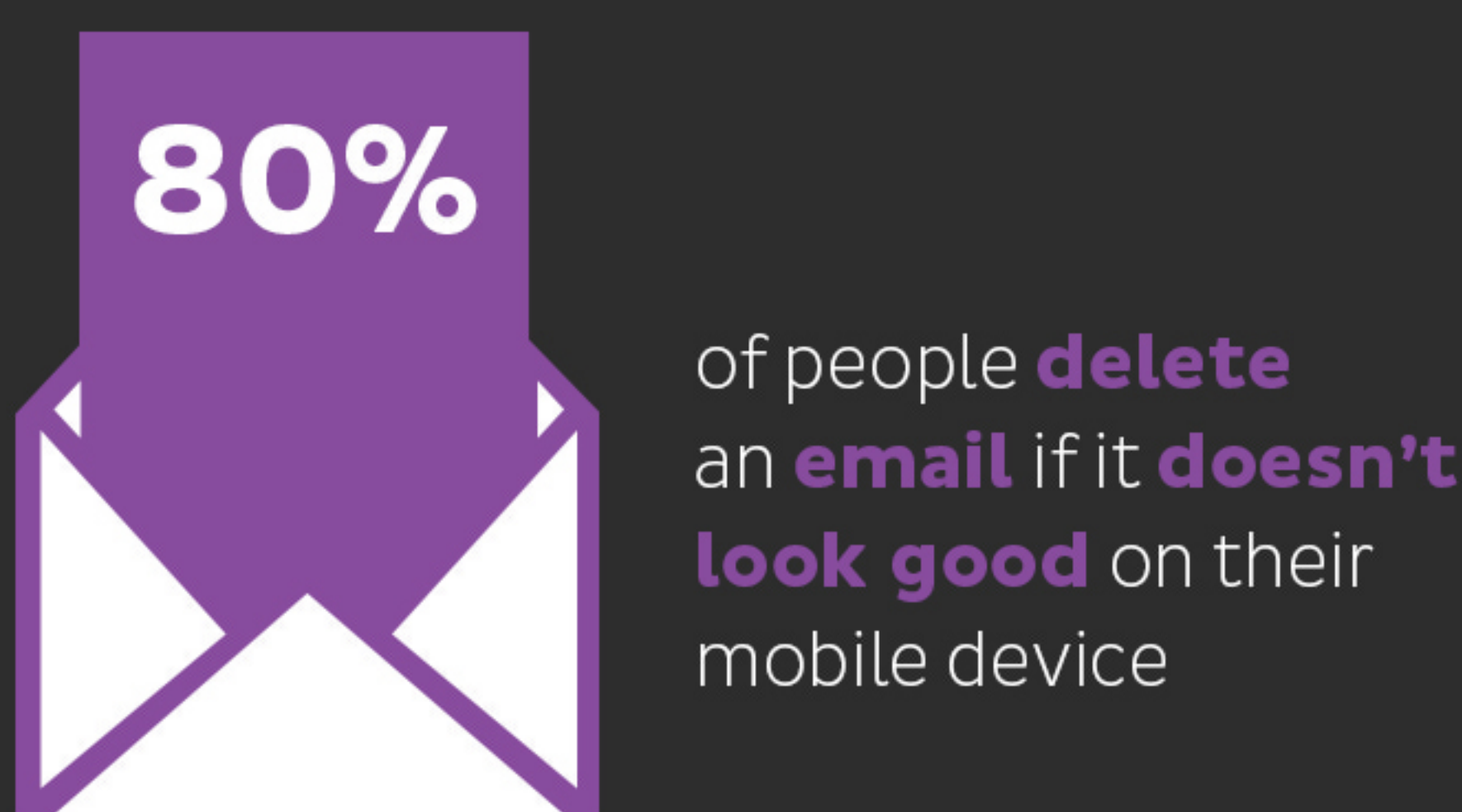
How Good

# Design

can make great business sense



For every **\$1 invested** in design, businesses can expect over **\$20 in increased revenues.**



Shares in **design-led** businesses have outperformed the FTSE 100 by **more than 200%** over the past decade