



❖Hg

Artificial intelligence: hype v tech shift

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Too much hype around brands

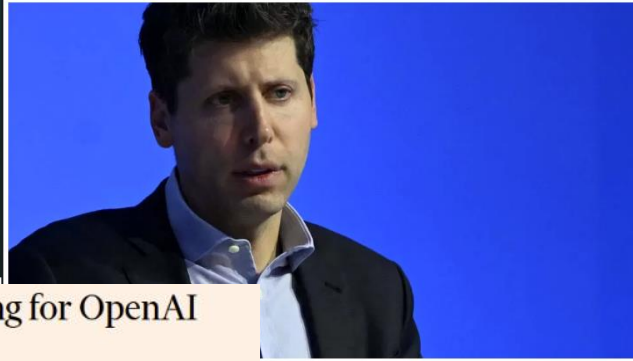
Microsoft Hires DeepMind Co-Founder to Run Consumer A.I.

Mustafa Suleyman is leaving a start-up called Inflection to take the senior position with Microsoft.



Sam Altman: Ousted OpenAI boss to return days after being sacked

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Elon Musk closes \$6bn financing for OpenAI challenger xAI

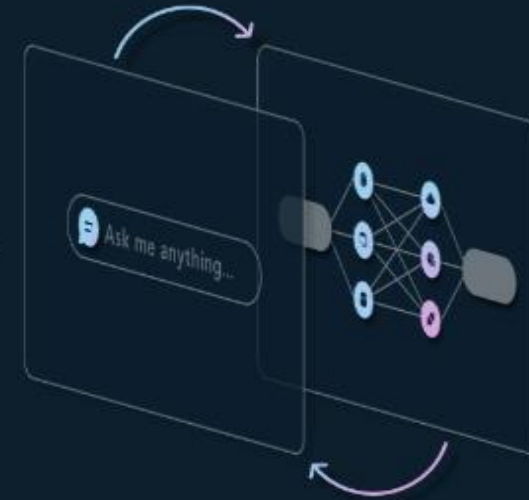
Latest round puts it in top tier of artificial intelligence start-ups after barely a year



Investors in xAI's new round include many of Elon Musk's most loyal backers © David Swanson/Reuters

Too little attention to the tech shift

Natural language



Reasoning engine

GenAI ecosystem - and the scaffolding that's emerging

AI Apps



AI middleware

(LLMOps, model routing, etc.)



Multi modality



Foundation models



Improving performance



Small models

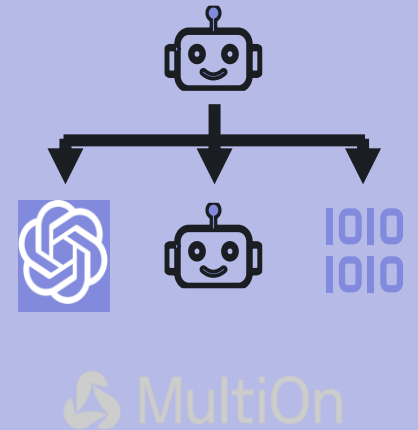


Hardware

(GPUs, LPUs, data centres)



Agentic frameworks / architectures



Hg's unique GenAI laboratory

200+

GenAI
initiatives

46 yrs

Collective GenAI
experience

\$50m

EBITDA impact
identified

2%pt
% Margin CY24

How we continue to support our companies

AI thought leadership

Staying on top of latest developments and trends, including through partnerships. **20+ IP pieces shared to-date.**

Cross-portfolio AI community

Cross-platform knowledge sharing. Digital forum sessions, **15+ separate webinars and forums held.**

AI Project Resource

15 Hg AI and Data experts, and network of **50+ on and off-shore data specialists**, to own and drive GPT use cases. **5 Hg-led projects** in progress

AI IP & tools

Enable self-service of Hg best practices: Codebases, frameworks, benchmarks, vendor pricing, GPT tools

AI Legal Expertise

to monitor developments and provide portfolio-wide guidance (rapidly evolving space)

Functional Expertise

40+ functional experts to help shape how we operationalise use cases

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