



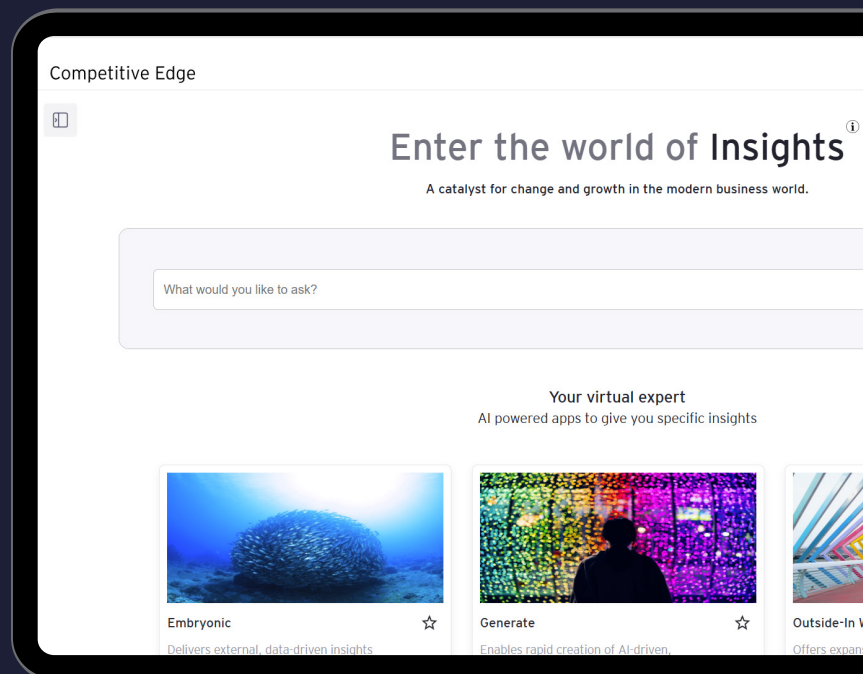
**How can you
navigate through
a sea of data to
create targeted
insights?**

Introducing Competitive Edge

Competitive Edge draws upon the latest artificial intelligence (AI) capabilities, along with decades of EY experience, to automate data analysis and help deliver relevant insights at pace. By bringing together both web and external market data, the platform can provide a 360-degree view of opportunities, risks and resilience considerations to put at the heart of your strategic planning.

What does Competitive Edge do?

- Filter and prioritize potential investment targets in order to transform your business.
- Analyze your peer companies' transactions and partnerships by mapping the investment flow and strategies of direct competitors.
- Map global ecosystems and emerging business models across industries, highlighting flow of funds and hotspots of disruption.
- Visualize data that identifies challenges specific to your sector and region. This includes scaling vs. scoping detailed deal trends and value chain analysis of partnerships, alliances and competitors.



The better the question. The better the answer.
The better the world works.

What are the benefits to you?

- Real-time, actionable intelligence relevant to your business
- Enhanced data analysis by merging trusted sources with advanced analytics
- Accelerated informed decision-making for your strategic planning
- Market-specific insights that strategically support your businesses growth and innovation
- Customized benchmarks that can help enable and shape direction relevant to you

Gain an outside-in view to identify opportunities for growth

Disruption



Create a 360-degree view to identify company- and sector-level risk

Map and identify potential risks and opportunities

“

Competitive Edge turns complexity into clarity and opportunity, driving decisions for strategic success.

Tony Qui

EY-Parthenon, Global Chief Information Officer and CTO – Strategy and Transactions

Competitive Edge team



Tony Qui

EY-Parthenon, Global Chief Information Officer and CTO – Strategy and Transactions
+44 7825 010 882
tqui@parthenon.ey.com



John van Rossen

EY-Parthenon – Global Strategy and Execution Leader
+44 7786 313 674
jvanrossen@parthenon.ey.com



Priyam Lahiri

Competitive Edge Platform Leader – Strategy and Transactions
+44 7823 532 849
priyam.lahiri@parthenon.ey.com



Anshul Gupta

Competitive Edge Product Development Leader – Strategy and Transactions
+44 7775 111 532
anshul.gupta@parthenon.ey.com

EY | Building a better working world

EY is building a better working world by creating new value for clients, people, society and the planet, while building trust in capital markets.

Enabled by data, AI and advanced technology, EY teams help clients shape the future with confidence and develop answers for the most pressing issues of today and tomorrow.

EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multidisciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

All in to shape the future with confidence.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit ey.com.

About EY-Parthenon

Our unique combination of transformative strategy, transactions and corporate finance delivers real-world value – solutions that work in practice, not just on paper. Benefiting from EY's full spectrum of services, we've reimagined strategic consulting to work in a world of increasing complexity. With deep functional and sector expertise, paired with innovative AI-powered technology and an investor mindset, we partner with CEOs, boards, private equity and governments every step of the way – enabling you to shape your future with confidence.

EY-Parthenon is a brand under which a number of EY member firms across the globe provide strategy consulting services. For more information, please visit www.ey.com/parthenon.

© 2025 EYGM Limited. All Rights Reserved.

EYG no. 002749-25Gbl

ED None

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax, legal or other professional advice. Please refer to your advisors for specific advice.

ey.com