

Driving into  
Future: the Rise  
of Electric  
Vehicles

Exploring the Next Generation of Sustainable Transportation

ADIDAS GROUP  
Strategy  
Presentation

New York, April 20, 2021  
Herbert Hainer, Chairman and CEO

adidas  
GROUP

into the  
the Rise  
ic

Transportation

Grow and  
Innovate

# A Year of Growth

2024 WRAP UP

24Slides

Certified



Corporation



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# Introduction

Welcome to 24Slides' Annual Report, where we take the opportunity to reflect on the past year, **celebrating our successes** and addressing the challenges we've encountered along the way.

2024 proved to be a dynamic year filled with ambition as we focused on enhancing our services in response to **invaluable customer feedback**, whilst not compromising the highest standards of presentation design and IT security practices.

At 24Slides, our mission is clear: **we want to be the best** in our field, empowering thousands of customers to communicate their messages clearly and creatively through on-brand, professional presentations each year. Equally, we recognize the importance of increasing **our positive impact in the world**, enriching the lives of our people, strengthening our communities, and serving our customers with integrity and excellence.

With this report, we strive to remain transparent as we believe that it is the best way to engage our colleagues as well as foster a **stronger relationship** with our customers.

Thank you for being a part of our story.

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# Our Purpose: Designing a Better Future

We empower our **people, communities**, and **customers** with unparalleled opportunities, creating impact within and beyond the company. We demonstrate how running a socially responsible business leads to long-term and sustainable success.



*Our People*



*Our Communities*



*Our Customers*

Reflections from our CEO,

# TOBIAS



# Resilience, innovation, and unwavering commitment

Continuing our journey to become the leading design partner for enterprises, we navigated **significant challenges** in 2024, including a notable drop in revenue due to the loss of key customers amid widespread cost-cutting measures.

Despite these hurdles, our dedication to our purpose and values allowed us to retain every member of our talented team and refocus on our commercial strategies, ultimately **turning the year around** and achieving a solid profit. Remarkably, we even outperformed our revenue from 2023.

This year, we successfully launched our new self-service subscription, Pro, which has been well-received for its ability to deliver fast turnarounds within just 10 hours. Our expansion efforts continue with the progress on our 3,000-square-meter office building in Indonesia, set to open in mid-2025. This state-of-the-art facility will set a new standard for office environments in the region, fostering creativity and collaboration.

On the technology front, we have significantly scaled our tech and **AI initiatives**, enhancing our platform to serve enterprise clients better. These improvements enable seamless integration with large organizations, offering **customized setups** for multiple departments, diverse style templates, and varied billing needs. Additionally, we achieved SOC 2 recertification and strengthened our security measures following another rigorous penetration test, ensuring the **highest standards of data protection** for our clients.

Looking ahead, we have already begun refining our subscription model, with a rollout planned for 2025 that will provide greater **flexibility and scalability** for our customers. Our ongoing investments in technology, data, and AI will continue to elevate the quality, creativity, and speed of our services, empowering our clients to achieve their goals more efficiently.

As we build on the strong foundation of the past 12 years, we remain dedicated to fostering a unique and vibrant culture, **investing in our people and communities**, and embracing the opportunities ahead. Here's to another year of growth, innovation, and success together.

**Thank you** for being part of the 24Slides journey.

Tobias, Founder & CEO

# 2024 in Numbers

**21%** Customer Growth



**314.112** *Slides we have designed*

*Countries we have served* **74**



*Hours we have saved our customers*

**193.702**

*Customer feedback score*

**4,5**









# Our People

We believe talent exists everywhere, yet opportunities are not always equally distributed.

Through a combination of training, leadership development, and extensive benefits, we create opportunities for our people to grow - both personally and professionally.

# Growing Leaders

This year, we've been focusing on what it takes to **grow as leaders** - not just individually, but as a team. We've taken steps to give our leaders and team members the tools and space they need to thrive, and we can already see the positive impact.

Two key initiatives - leadership **training sessions** and leadership forums - are at the center of this effort. Both aim to support our leaders where it matters most.

To tie it all together, we also launched Leadership Synergy, **a global initiative** linking all our offices - Denmark, Peru, Ukraine, and Indonesia. Every quarter, we introduce a new theme, like "being vulnerable" or "how to give and receive feedback." The intention is to inspire conversations and learning in the Leadership Forums, helping us create **synergy** in our leadership approach across locations.

We're proud of the progress we've made, but more than that, we're excited about what's ahead. By building this kind of leadership culture, we hope not just to **grow stronger** within 24Slides but also to share and learn from the people around us.

**Gabi,**

Chief People Officer, Denmark



[Learn More](#)



# Our People in Numbers

4 Locations

\* DENMARK  
\* INDONESIA

\* PERU  
\* UKRAINE

# 289

Total number  
of FTEs

27

Number of hires in  
2024

95%

Retention

Overall Well-Being  
/ Happiness Score

79 (out of 100)

45%  
(130)

FEMALES



MALES

55%  
(159)

# PHOTO *Together*

By 24Sliders

24Sliders



*Lalunaspace*



# Our Values

**We** **We are Brave** **We are**  
**Care** **We are Brave** **Ambitious**  
**We Keep Growing**  
**We Trust**  
**in Each Other**

# Investing in Young Talents

At 24Slides, we wholeheartedly believe in the immense potential of young talents. We recognize that the younger generation is not only a source of fresh ideas and innovative thinking but also holds the key to shaping a **brighter future** for our communities. As guardians of their growth, we take our responsibility seriously, supporting them on their journey to become resourceful professionals who can make meaningful contributions to our company and society.

With an average employee age of just 29, our workforce embodies this commitment and **demonstrates the energy** and creativity that young minds bring to the table.

Research consistently shows that individuals who begin their careers in supportive, growth-oriented environments are more likely to thrive both personally and professionally in the long run. By offering these opportunities, **we aim to help reduce barriers** that lead to social and economic challenges, fostering a community where young people can engage in meaningful work, contribute to local economies, and participate actively in **societal development**.

Young professionals and their fresh, innovative insights are **the backbone of 24Slides**. This is why we're committed to investing time and resources into a comprehensive onboarding process, creating a better sense of belonging from day one. We have proven that a well-supported young professional can **improve employee retention**, productivity, and customer satisfaction.

# Average age in the company

29



# Number of FTEs below 30



171 (59%)

# Number of hires in 2024 below 30

23 (out of 27)





# Growing Young Talents, Interns in 24Slides

We believe in young talents, and in 2024, we had 18 interns join our Indonesian office.

Statistics show that young adults who learn how to navigate a workplace and feel the success of completing an assignment are proven to do better in life. It enables them to better transition into their adult and independent life while also adding value to the community as this person becomes an asset from a young age.

*“It is very essential that we channel our growth mindset into multiple programs - both inside and outside the company. While helping us place our name on the map of the career world, the internship program also gives us the chance to develop talents and collaborate with the academic environment.”*

**Himawan,**

Talent Development Manager, Indonesia



# 24Academy, Upskilling Our People



56

**courses completed**

*“24academy is a platform that supports our team members globally by offering a wide range of training. It covers technical skills such as mastering design software, enhancing design quality, and improving productivity, as well as non-technical skills such as effective communication, team collaboration, and leadership development for creative professionals.”*

**Bryan**

People Development Manager, Indonesia



# Our Impact Ambassadors



It can be challenging to capture the interest of almost 300 people, as we aim to engage as many people as possible. In 2022, we created the Impact Ambassadors position as a token of appreciation for colleagues who always go the extra mile to support the company’s purpose.

As our initiatives have grown and we’ve seen firsthand the positive impact of improved engagement, we expanded our group of Impact Ambassadors in 2024 to increase our impact globally. As a result, we now have representatives in Denmark, Peru, and Indonesia.

Our Impact Ambassadors are key to our purpose. They ensure that we reach the next level of engagement and encouragement throughout all of our impact-driven activities.

“Lots have happened since the first time we started our journey as Impact Ambassadors. We’ve been working hand in hand with the CSR team, facing challenges together, and keeping a transparent communication in every form of discussion - and it has been AMAZING! I’m so glad that we have more people joining us, and I’m sure we can collaborate well to create a lot more magic for the years to come!”

**Chiquita**  
Impact Ambassador & Associate  
Design Manager



“For me this year has been such a journey of learning and growing! Connecting across different cultures and see how we can come together when we focus on shared goals has been really rewarding. What I love most about the company is how it truly supports our growth not just professionally but personally too. It feels amazing to be part of a team that empowers us to shine.”

**Karen**  
Impact Ambassador & Customer  
Support



# Fun Fuels Our Growth!



Part of our mission is to ensure a healthy work-life balance. We strive to do so by offering multiple activities in our different locations, all tailored to local interests.

With these activities, we boost social engagement, mental and physical well-being, and we believe that, in the long run, this also greatly influences our people's performance and success.

**Running Clubs**  
*Indonesia*

**Wellness Benefits**  
*Peru*

**Online Socials**  
*Ukraine*

**Sports, and PlayDay**  
*Indonesia*

**Halloween**  
*Denmark & Peru*

**Pride**  
*Peru*

**Global Challenge**  
*All*

**Enrichments**  
*Denmark*

**Wellness Week**  
*Denmark*

Want to learn more about who we are at 24Slides?

[www.24slides.com/blog](http://www.24slides.com/blog)



● 2024 WRAP UP



2024 WRAP UP

24Slides





# Our Communities

We believe talent exists everywhere, yet opportunities are not always equally distributed.

Through a combination of training, leadership development, and extensive benefits, we create opportunities for our people to grow - both personally and professionally.

# Growing Impact Through Sustainable Business Practices

Throughout the past year, we have learned valuable lessons about the **power of collaboration**. Partnering with charity organizations and working closely with our colleagues has expanded our reach and significantly enhanced the quality of our initiatives - already showing the first signs of a **sustainable and long-term impact**.

However, this path is not without its challenges. The complexity of entering meaningful partnerships requires in-depth due diligence and stakeholder engagement. It often means longer processes and increased structure. Yet, the benefits we achieve from these collaborations far outweigh the difficulties. The feedback and recognition from our beneficiaries serve as a testament to **our collective efforts** and reinforce our commitment to our purpose.

Additionally, fostering a culture of **engagement and transparency** around our projects has led to an enhanced sense of accountability. This accountability fuels our ambition and drives us to **strive for excellence**. While it can sometimes lead to uncertainty – since the path forward may not always be clear - it is precisely this accountability that encourages us to push boundaries and aim for an ever-growing impact.

**Holk,** \_\_\_\_\_  
Chief Impact Officer, Denmark



# 6,7%

of our profit donated to charity

**365** slides

redesigned pro bono



**608** hours

>> volunteered by our colleagues to support local causes



**77** students from our local communities

>> attended our FREE 24Academy courses





# A New Strategic Partnership: SOS Children's Villages

In 2024, we entered a strategic partnership with SOS Children's Villages Denmark. The collaboration between 24Slides and SOS Children's Villages is based on a shared passion for creating better opportunities for all children. Together, we combine creativity and humanity to ensure a safe and loving upbringing for children in vulnerable positions around the world.

24Slides is supporting SOS Children's Villages by developing effective visual communication tools for free. Additionally, SOS Children's Villages has also been included as the beneficiary for two of our fundraising campaigns: Global Challenge and Black Week.

[Learn More](#)



*"We value our partnership with 24Slides for providing visual resources that enhance our daily operations and strengthen our impact. The creative solutions from 24Slides assist us in effectively conveying our messages with clarity and engagement."*

**Carl Gustav Lorentzen**

Head of Corporate and Major Donor Partnerships,  
SOS Children's Villages Denmark



**SOS  
BØRNEBYERNE**

# Donating What We No Longer Use, TO SUPPORT OTHERS WHO NEED IT

We continuously seek ways to support those in need. With the ongoing war in Ukraine, supporting our team in Kyiv and their community still remains to be a part of our goals. We've pledged donations through charity organizations, provided colleagues with temporary housing support and online psychology sessions. We've gone fully remote and guaranteed job security. Overall, we are doing our best to support our Ukrainian team. In 2024 we also found a way to make use of our former office furniture, donating it to a Neurosurgical Institution in Kyiv, and it is now supporting the needs of people wounded in the war.



Today Ukrainian medicine is under high pressure and faces a lot of challenges because of the war. We had the pleasure of helping the doctors who saved injured people and providing them with the furniture to create cabinets and zones to have the rest they deserve.

The best way to help people who were injured by the war is to help doctors who save their health and lives daily”

**Jane,** \_\_\_\_\_  
People Success Partner, Ukraine



# 24Volunteer, Donating Our Time

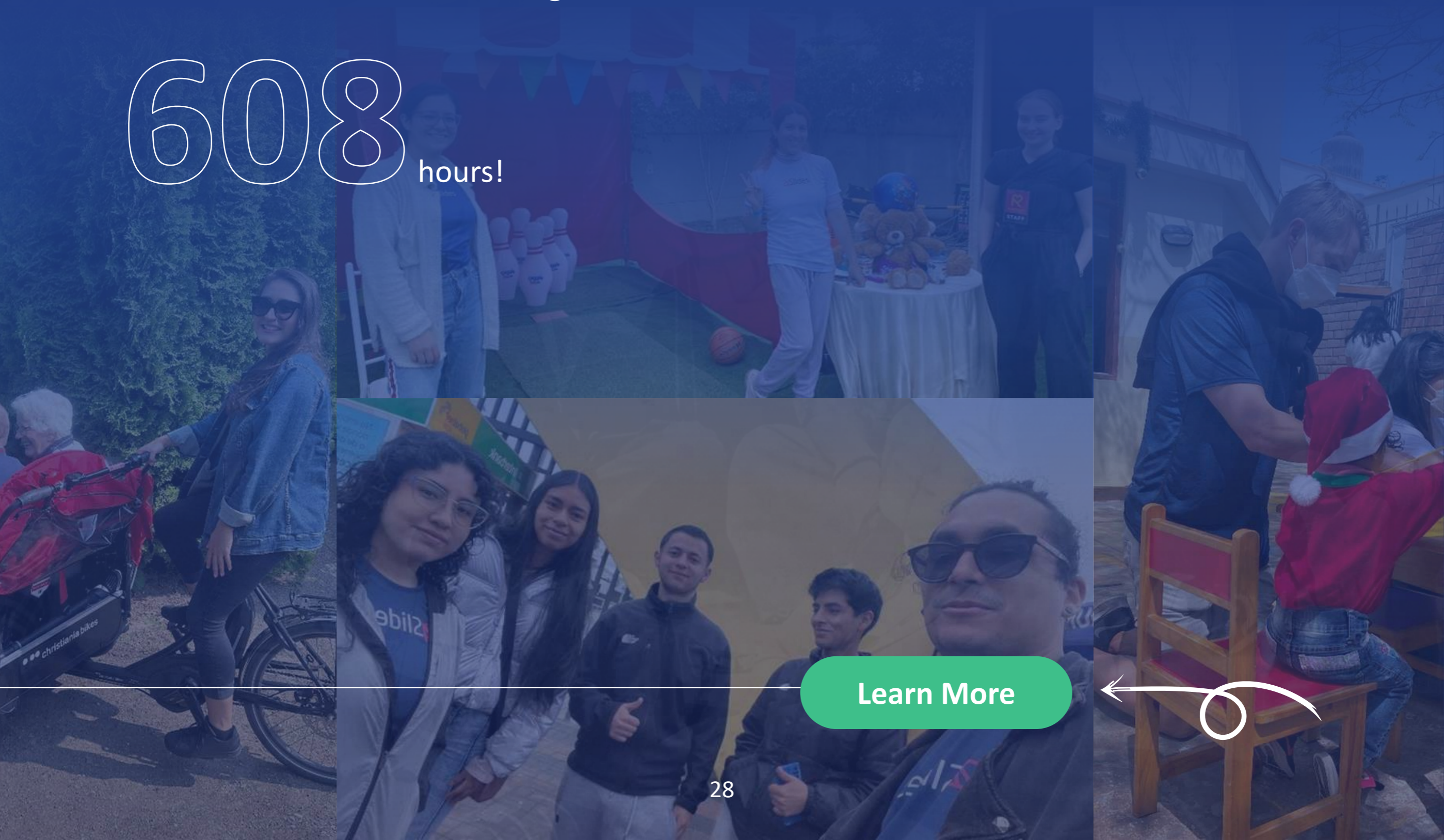
With our 24Volunteer initiative, employees can seek opportunities to give back by volunteering 3 days a year.

We're happy to say that in 2024, we've noticed a growing interest when it comes to spending our working hours not just catering to our customers but also the interest of our local communities.

In 2024,

**57** individuals managed to volunteer

**608** hours!



[Learn More](#)

# Supporting the Local Community in Malang, Indonesia

## Visual Healing

No child should have to spend their childhood in the hospital, yet some do. With this project, we aim to bring hope and brightness into the patients' lives and, hopefully, improve their stay while they get better in the Pediatric Ward.



*Despite the physical exhaustion, I thoroughly enjoyed collaborating with my friends outside the office for this project. I hope the children from the Pediatric Ward find joy and peace in the murals we created."*

*Feronika, Volunteer & Design Manager, Indonesia*



[Learn More](#)

## Food Drive During Ramadan

As a company with an office in Indonesia, where many of our colleagues follow the Muslim Faith, Ramadan is the perfect time to show our local community some support. Due to inflation basic commodities have become costly, and more families struggle to make ends meet. Therefore, in collaboration with the local mosque, our volunteers were able to identify 70 families with health or financial issues to whom they distributed care packages consisting of basic commodities such as rice, oil, sugar, instant noodles, sardine fish, salt, tea, and soy sauce.



[Learn More](#)

# Using Our Services for Good

SlideAid was developed to help non-profit organizations boost their impact through exceptional slide design. And whilst SlideAid started as a month-long campaign, in 2024 it was able to grow into an umbrella of several pro bono activities, also including our partnership with SOS Children's Villages and Ad Hoc Pro Bono projects.



A total of

365

slides with a total value of

13,819 \$

[Learn More](#)

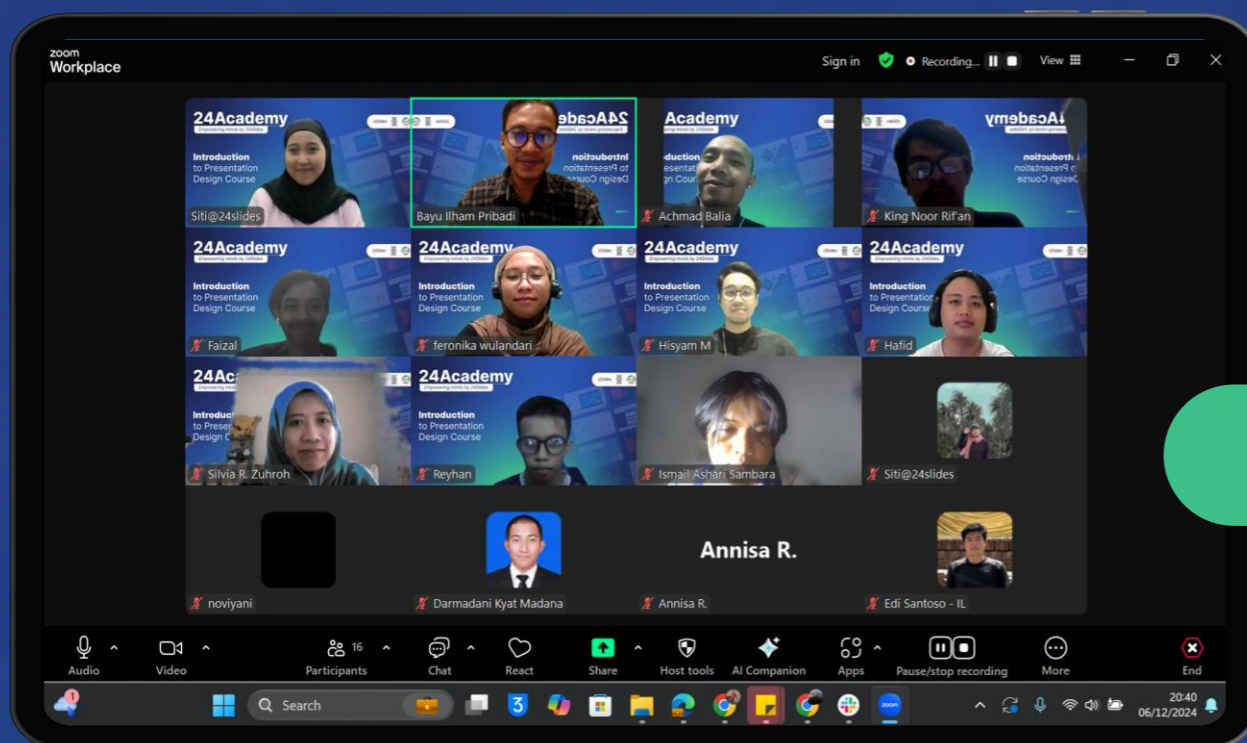


# 24Academy: The Power of Education

Training and growth have always been a part of the culture at 24Slides. And so, with the experiences we have from upskilling our own people, we've expanded our reach and now offer others the opportunity to learn new skills as well. By providing a chance for professional development, we give people a chance to improve their career opportunities and, in time, increase their livelihood.

We're proud to be able to use our own expertise and in-house talent to develop and facilitate these courses.

In 2024, **77 people** have signed up to take our course, *Introduction to Presentation Design*. This course is currently taught in English and Spanish. In January 2025, we're looking forward to launching our second course, *Introduction to Customer Support*.



[www.24Slides.com/24academy](http://www.24Slides.com/24academy)



“I’m proud to see our program take shape, from the brainstorming stage to where we are now creating invaluable opportunities for personal and professional growth within our communities. By leveraging the expertise of our knowledgeable colleagues, we’ve developed a program with true meaning. I’ve witnessed the positive impact on our students, who deeply value these opportunities, and it brings me immense joy and pride.”

**Bayu**

CSR Partner, Indonesia



2024

# Global Challenge

This is a staple of 24Slides values, consisting of a global initiative inviting all colleagues from Indonesia, Peru, Ukraine, and Denmark to join a week-long encouragement to be physically active.

But besides taking part in a fun and healthy challenge, all employees signing up also unlock a donation for charity. The Global Challenge is our way of promoting well-being and team-building activities globally while making a positive impact in the world.

This year, the beneficiary was SOS Children’s Villages in Ukraine.

2024 has marked our fourth year running the Global Challenge, and our engagement rate is only increasing:

“

*"With this donation, you support vulnerable children in Ukraine, giving them a chance to experience a childhood with care and play"*

*Mads Kristensen ,  
Director of SOS Children's Villages Denmark*

[Learn More](#)



243

colleagues responded to the call of the Global Challenge

83%

participation across all 24Slides offices, showcasing our united spirit

\$4,860

was raised for SOS Children’s Villages Ukraine



SOS  
BØRNEBYERNE







# Our Customers

We enhance our customers' daily experiences through impactful and compelling design presentations.

By choosing to partner with us, our customers not only enjoy this elevated experience but actively contribute to creating positive change in the world

# Growing Together

2024 has been **a fantastic year** of learning and growth when it comes to our customers. We've not only surpassed 1,5 million redesigned slides and welcomed **new amazing customers**, but we've also taken bold steps to meet their evolving needs.

To meet the demand from our customers, we challenged ourselves to deepen our understanding of their needs, **listening closely** to their feedback. As a result, we have launched some incredible developments in our subscription offerings, such as 10-hour turnarounds and a dedicated project manager on your projects. And who knows? Perhaps we'll gain more insights in 2025 to help us on our journey of enhancing our customers' daily experiences.

To achieve **the best customer experience**, we also relaunched our website, making it more seamless and user-friendly than ever before.

These milestones represent more than just operational achievements - they highlight our growing understanding of what our customers truly need and value. With the **insights** we gather from our customers, we continue to **challenge ourselves** to refine our service and set ambitious goals for the future.

The challenges we meet are as different as the customers we support - but it is our goal to make **a lasting impact** on all of our customers. We thrive on challenges and we are more than ready to welcome 2025 and push our growth journey even further.

**Dan**

Chief Marketing Officer, Denmark



# Growing our customers by

“

“Perfect outcome.”

# 21%

# 74

Countries represented



“

“Made the presentation more crisp and easier to understand to the reader.”

# 24,389

## orders

# 313,929

slides redesigned



Total number of slides redesigned since 2012:  
**1,643,463**

“

“Such a quick turnaround!”

# 4,5



## Customer feedback score

# TrustPilot

★★★★★ score

# 4,8

# Introducing New Tiers

This year, we successfully engaged with our trusted customers, listening to their feedback on how we could make their experience even better. This dedication led to the launch of new product tiers, including Pro, which provides customers with a dedicated project manager who understands their brand and challenges, creating a seamless experience.

## 10-Hour Turnaround

Alongside the new Pro tier, we introduced our 10-hour turnaround service, making our delivery faster and more flexible to meet customer needs.

This service reflects our commitment to innovation, enabling us to support dynamic teams that prioritize speed, reliability and quality.

Many customers have already been processed through this service, and we are eager to expand its reach in 2025



"Making Great Performance Even Better"

**Tobias Schelle**

Tobias, Founder & CEO

# Black Week %S

What's better than giving back? This year, we changed the narrative of Black Week by focusing on impact rather than consumption. We pledged 5% of all the week's revenue to charity, supporting two significant projects: **Harapan Ummat** and **Harum** in **Indonesia**.

Thanks to our customers who chose to support us despite the lack of flashy sales and, instead, chose to back a socially responsible cause, we've helped children and families to more safety, training, play, education, and a more sustainable future. By turning a consumer-centric concept upside down, we aim to show that Black Week can make a difference.



Harapan  
Ummat.



SOS CHILDREN'S  
VILLAGES

Learn More



# Events

This year, we also ventured out of the office - and perhaps a bit out of our comfort zone - to meet customers, stakeholders, and potential clients in person. Witnessing the use of our presentations was inspiring and a true testament to our impact.



We also collaborated with Dansk Erhverv by offering free presentation design to all of their speakers at the e-commerce conference, making it an amazing space to showcase the power and talent in 24lides. A team of five dedicated people from the Danish office connected with over 35 potential customers. A powerful opportunity!"



Another opportunity we encountered was Tribun Indonesia who invited us to their studio. Two colleagues did an online streaming on YouTube, having a great time sharing the story of 24Slides.

Certified



# B Corp!

A huge part of our DNA is empowering people and giving them the best possible conditions to grow, both personally and professionally. As a B Corp, we are proud to be held accountable for our actions, proving that businesses can also succeed while doing good. We first got certified in 2018 and were re-certified in 2023, and we are very proud of the positive impact we have accomplished so far. Moving ahead, we strive to continuously improve our impact on the world and serve as an inspiration to our own people, our communities and our customers.

Certified in 2018

Re-certified in 2023

# The UN Sustainable Development Goals

To stay true to our purpose, we are supporting the following UN Sustainable Development Goals:

**SDG1 - SDG3 - SDG4 - SDG8 - SDG10.**

We want to constantly evolve in pursuit of increasing a positive impact in the world, mainly within education and equal employment opportunities.





# New Year, New Challenges

Coming from a crazy year of growth in all aspects, we are determined to keep the arrow in a straight upright position. We will build a stronger data foundation, get to know our customers better, continue building on our Leadership Journey as well as investing even further in our impact activities.

By embracing our people, communities, and customers, we enforce a strong business model balancing purpose and profit, proven to be both sustainable and long-term impactful. We're extremely excited for the year and the new challenges to come in 2025!

If you can't wait to learn about our initiatives until next year's Wrap-Up, sign up for our newsletter.



24Slides Newsletter

A group of approximately 20 people, including men and women of various ages, are sitting on the floor in a room. They are arranged in several rows, some sitting cross-legged and others on their knees. The room has a high ceiling with a large, dark-colored horse sculpture hanging from it. A wooden ladder is leaning against the wall on the right side. The overall atmosphere is casual and collaborative.

# 24Slides