



ANNUAL REPORT 2019

AI TRANSLATION HUMAN TRANSLATION EDITING COPYWRITING CONSULTING

mylGlobal.com





OUR FOUNDING PURPOSE

“MYL was founded to provide translation, editing and copywriting services at a higher quality, faster turnaround and cheaper cost than our Clients can execute in-house themselves. We will achieve this by employing highly qualified linguists at a reasonable cost and making them available to our Clients as and when they are required.”

**Gerry Ball, Founder & CEO,
January 2003**

CONTENTS

Scorecard	04
Revenue Mix	05
Sector Mix	06
Investing For Growth	07
Development Strategy	09
Quality Strategy	10
Interview with MYL's Founder & CEO	11

SCORECARD 2019

1.2%*

Sales Growth

-34%*

Profit Growth

31%*

Return on
Shareholder Equity

33,316

Number of Projects
Completed

94.3%

Projects Completed
on Time

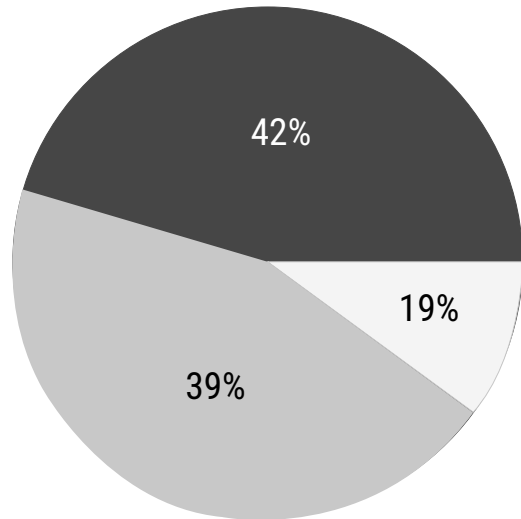
0.2%

Upheld Project
Complaints

* Unaudited

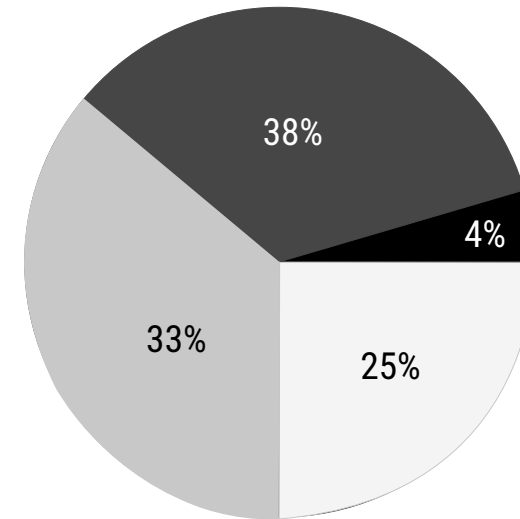
REVENUE MIX 2018-19

REVENUE MIX 2018



Human Translation	42%
AI Translation	19%
Editing & Copywriting	39%
Consulting	0%

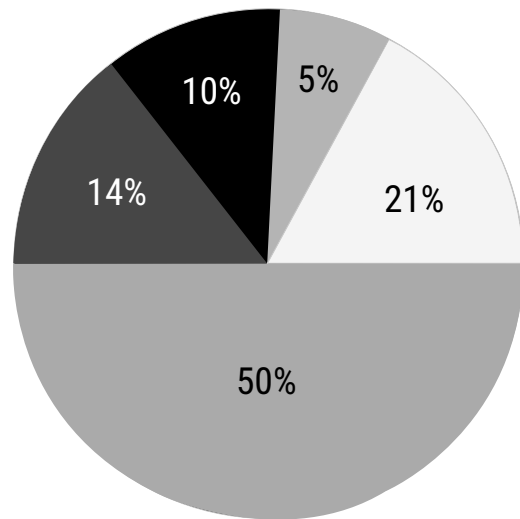
REVENUE MIX 2019



Human Translation	38%
AI Translation	25%
Editing & Copywriting	33%
Consulting	4%

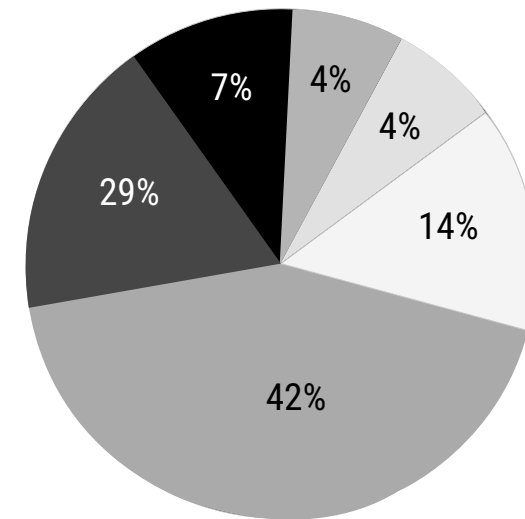
SECTOR MIX 2018-19

SECTOR MIX 2018



Hospitality & Travel	50%
Finance	21%
Property	10%
Fashion	5%
Technology	0%
Others	14%

SECTOR MIX 2019



Hospitality & Travel	42%
Finance	29%
Property	7%
Fashion	4%
Technology	4%
Others	14%



INVESTING FOR GROWTH

ENHANCING PRODUCTIVITY

After a strong year of organic growth in 2018, 2019 was a year of investment in more people, improvement in technology and building a stronger platform for growth in 2020. In 2018 we identified two key areas of the business which required additional investment: quality assurance, and technology.

The main quality assurance investments were: establishing our Customer Experience division, a dedicated team with a focus on Client Satisfaction, and, employing more Quality Assurance specialists to check work pre and post-delivery to our Clients.

TYPE OF COMPANY	MYL TARGET	REASON
Fortune 500	No	Require global office network
Large Multinationals	Yes	Require quality and trust
Small Businesses	No	Low volume, price sensitive

We also spent more on third party technology solutions to enhance the productivity of our linguists, and more on technology personnel to launch our Technology Consulting division aimed at helping our Clients optimize new digital services and create dynamic work-flows.

Our largest Client wins in 2019 came mainly from companies that fall outside the Fortune 500 but inside the Large Multinational sector, companies like: Bank of Singapore, CBRE, Lulu Lemon, Hilti, Pictet & Cie, Rabobank and Sheraton Hotels. This aligns with our specific targeting strategy as outlined above.



DOING MORE, WITH LESS

The partnership between Artificial Intelligence (AI) and human translators is the future of the translation industry, and, in 2019 we made strong gains integrating these two components. Our AI translation division contributed 25% of our 2019 revenues, up from 18% in 2018. We anticipate that AI translation revenues will grow further in 2020, increasing to between 32 and 35%.

In 2019 we established a standalone consulting division to advise Clients on their digital transformation with respect to content, and we have been delighted not just with the revenue contributions (4.2% in 2019) but also with the high levels of Client engagement and satisfaction.

This strategic shift is transforming already successful business models, and indeed, increasingly it is CEOs that we are engaging with so that they can drive these transformational shifts through the various distribution channels of their businesses.

For more information on our Consulting Services we invite you to click on the following link:

<https://www.mylglobal.com/home/consulting>



DEVELOPMENT STRATEGY

ALGORITHMS TO THE FORE

As more machine technology is used, our Clients rightly ask us about how that affects quality. What we tell them is that we have found that using machines has enhanced quality (as machines have better memories than humans), but only when it is fused with human judgement. Our Quality Assurance Managers still provide the overlay that is required for all our English editing, copywriting and translation work.

With just two complaints for every one thousand jobs we complete, we are pleased with the process we have in place and the results it delivers. We are also conscious that growth can sometimes mean sacrificing quality, hence our continued commitment to investing more resources in this crucial component of our business jigsaw.



QUALITY STRATEGY



Interview with MYL's Founder & CEO

Q: Sales growth was muted in 2019, what happened?

MYL: Up to June 30, 2019 we were growing at around 12% year-on-year, then the political demonstrations in Hong Kong got into full swing in the third quarter and many projects were delayed. The fourth quarter rebounded strongly but it wasn't enough to make up for the softness in 3Q.

Q: So are you forecasting muted growth in 2020?

MYL: No, we are forecasting sales growth of 12 to 15%. We would have delivered 12-15% growth in 2019 were it not for the political instability, and barring a re-run of that, we think 12 to 15% should be attainable.

Q: What are the biggest challenges facing the Translation industry?

MYL: If you are a very small translation agency the sheer pace of technological change is going to out-run you. If you are a medium sized player like MYL, we will continue to play an integral role in helping our Clients to leverage the changes brought about by AI translation - this has plenty of runway yet.

Q: What's the biggest challenge facing MYL?

MYL: Scale. In 2019 we lost-out on a US\$5m tender as the Client perceived that they would make up too large a percentage of our overall revenues. It's frustrating when you tick all the boxes, but fall short because of size.



MYL *Mind Your Language™*

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