

The background is a deep red color with an abstract composition of overlapping geometric shapes. On the left, there are several large, semi-transparent circles. In the center, there are angular, block-like structures. On the right, a large circular frame contains a dense cluster of smaller, semi-transparent spheres of varying sizes. The overall aesthetic is modern and technological.

Penta

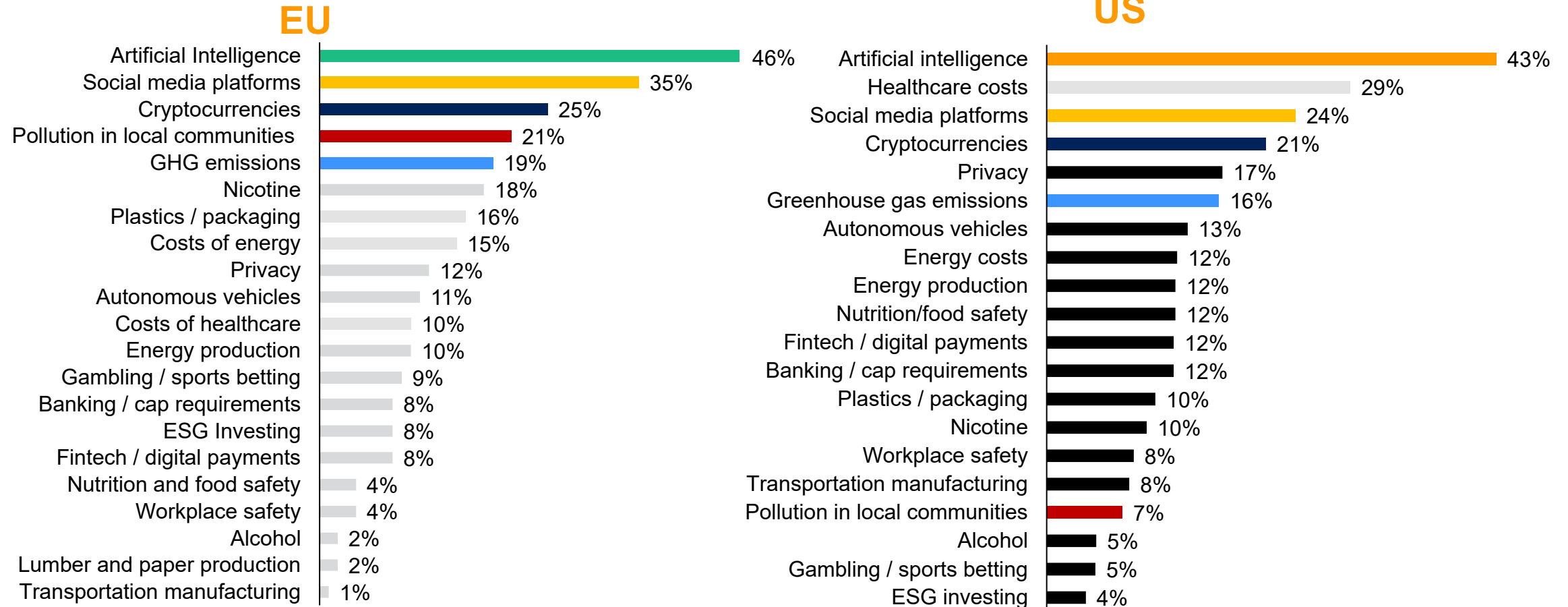
Artificial Intelligence

Public Affairs Council

Although there were differences about which areas needed additional regulation, there was strong alignment on the need to establish guardrails for AI

Areas for Regulation: Which of the following areas do you think are in the greatest need of additional regulation?

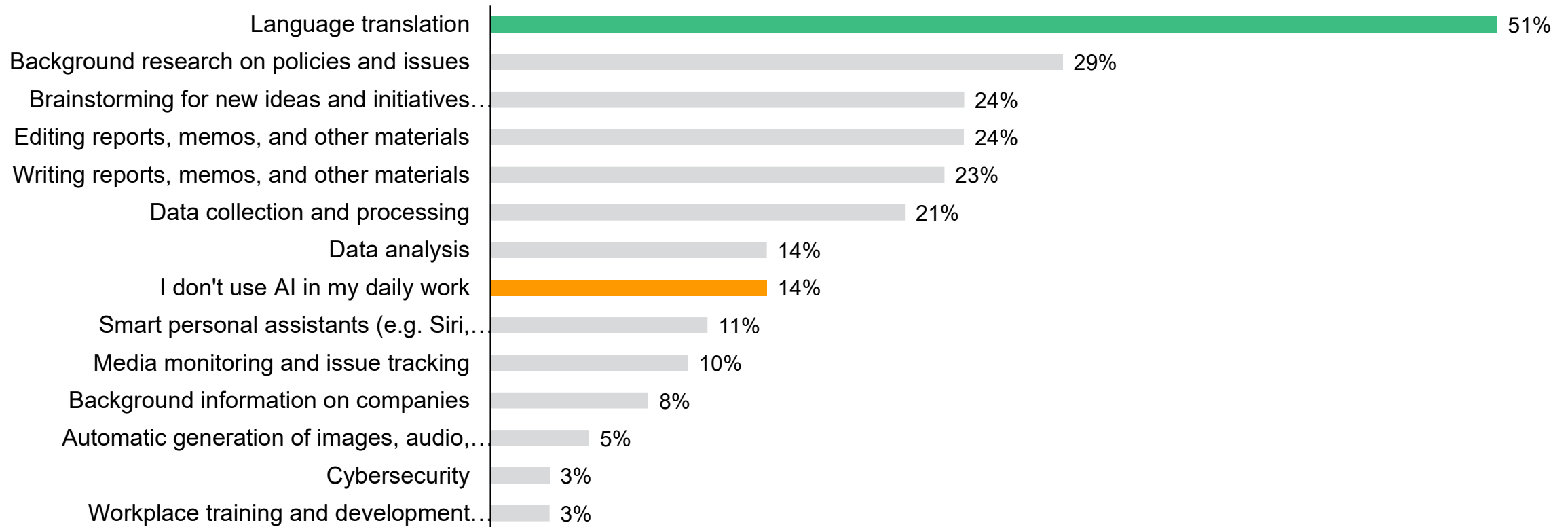
Percentage of respondents who placed the issue in their top three



Policymakers only use AI in a very limited context

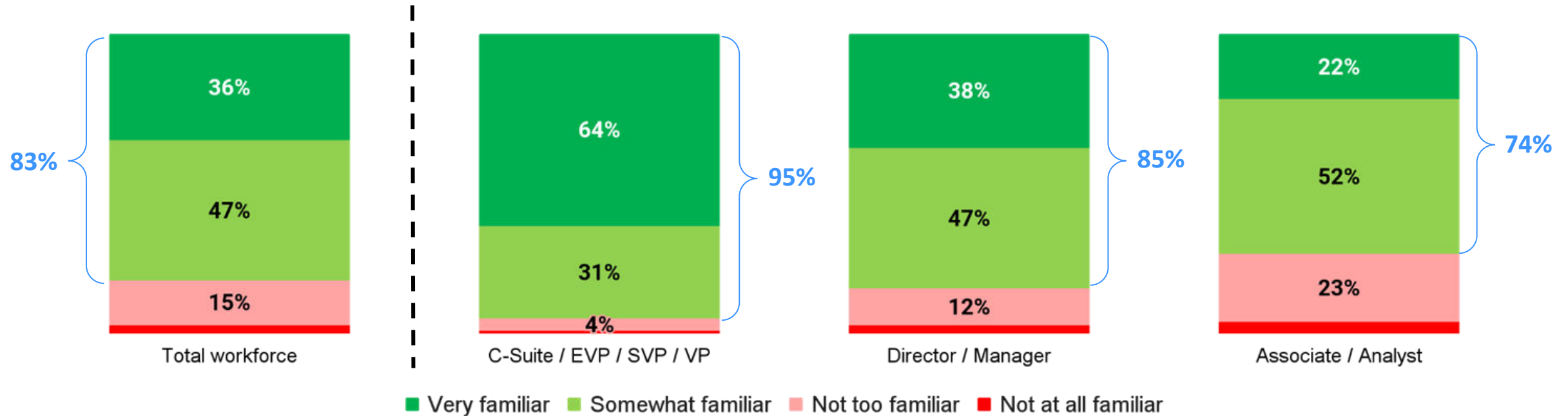
Question: How do you use AI in your daily work?

% of respondents who placed the issue in their top 3



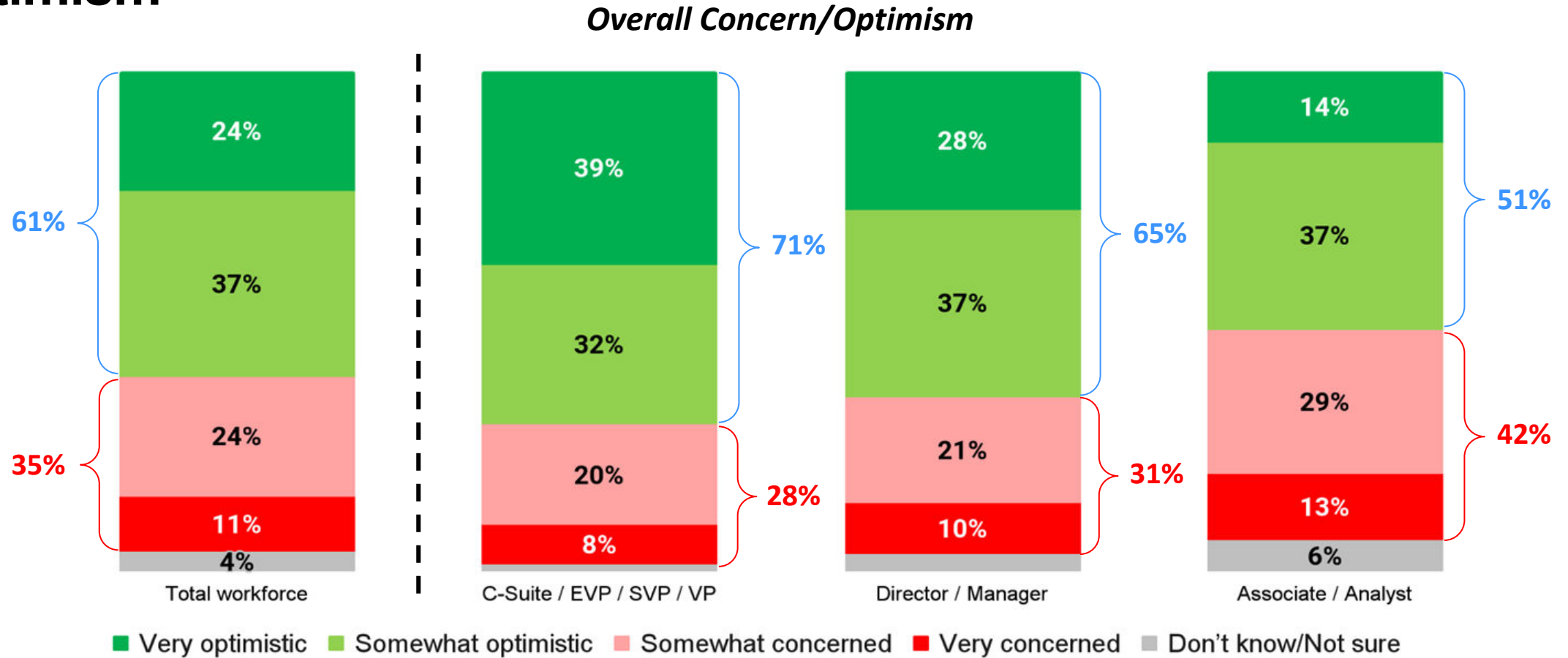
Most large-corporation workers are familiar with AI, but senior-level executives report significantly higher familiarity

Familiarity with AI in General



Q: In general, how familiar are you with Artificial Intelligence (AI)?

Senior executives are very optimistic about AI integration, while junior-level employees express nearly as much concern as optimism



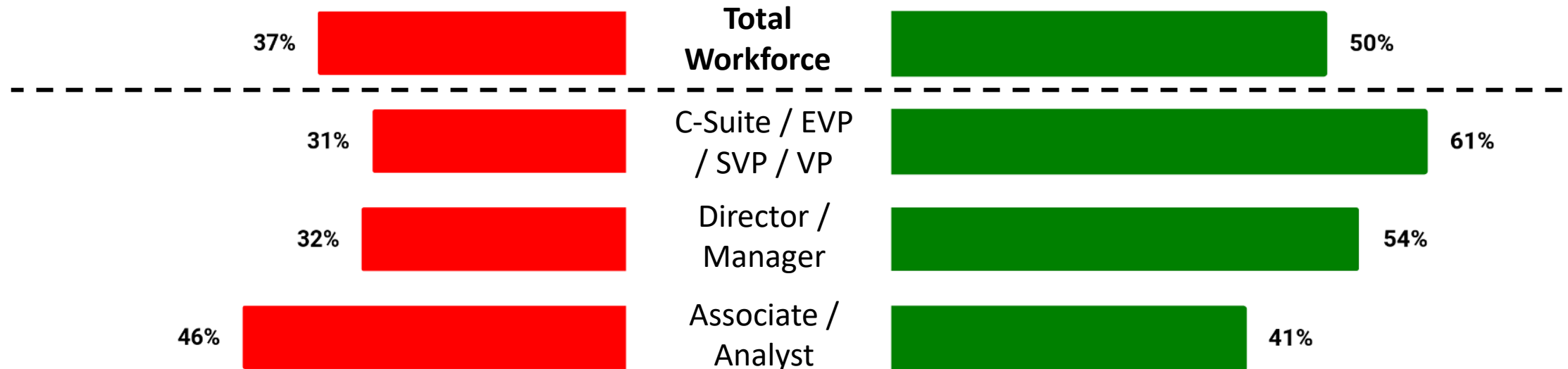
Q: Assuming that your company was to integrate Artificial Intelligence (AI) in the Workplace, how concerned or optimistic are you about AI being integrated into the workplace?

Senior executives believe AI will lead to *job creation*, while junior-level employees are more concerned about *job displacement*

Job Creation vs. Displacement

Integrating AI in the workplace will ultimately lead to job displacement as the technology will replace the workers.

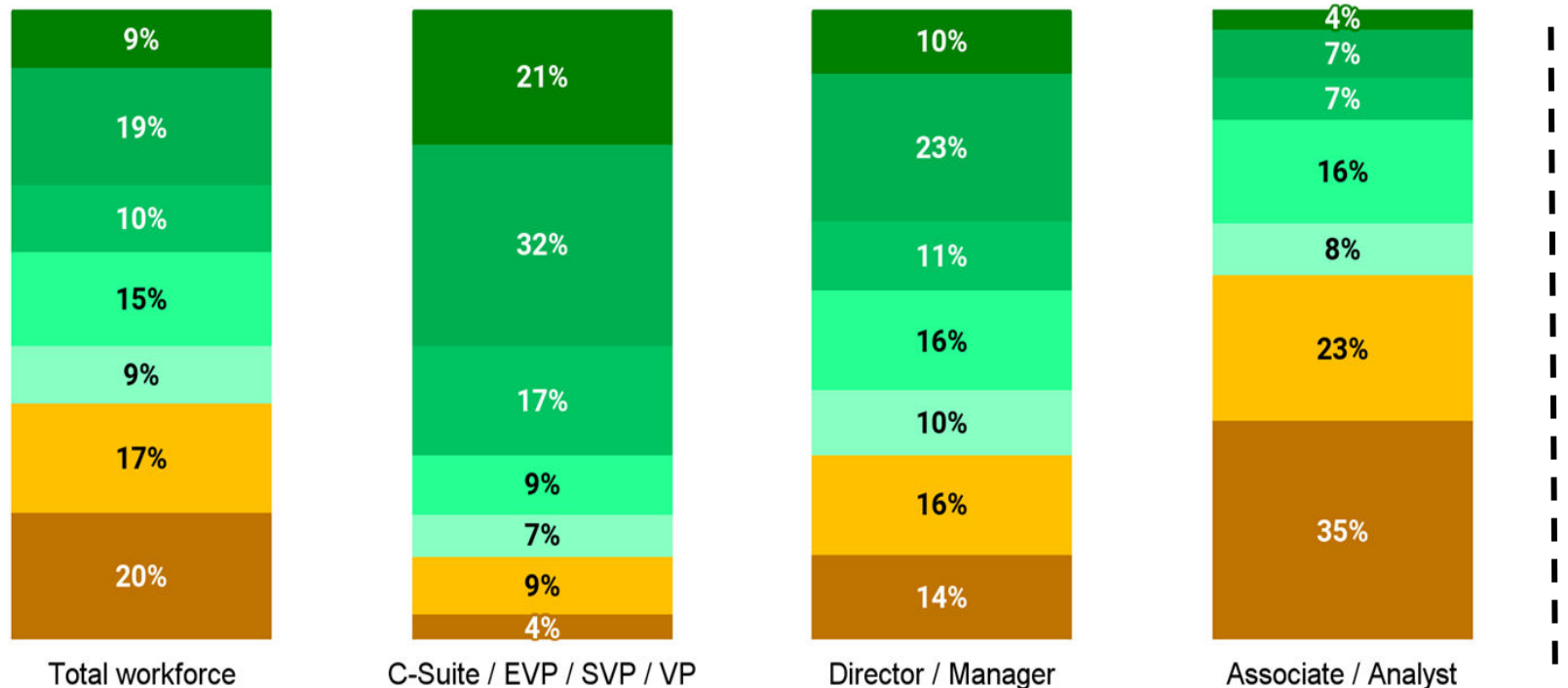
Integrating AI in the workplace will ultimately lead to job creation as it will free up time for employees to focus on more meaningful and strategic tasks, which can enhance their roles and open up new opportunities.



Q: Regardless of whether or not you currently use AI as part of your daily job, which of the following do you agree with more, even if you do not completely agree with either statement?

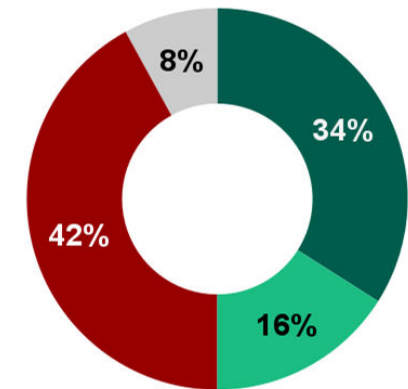
Senior executives are more likely than junior employees to say AI is discussed frequently, and are far more aware of training programs

Frequency of Leadership Discussion of AI



Awareness of AI Training Programs or Resources

- Yes, and I have participated
- Yes, but I have not
- No, I am not aware of any
- Don't know/Not sure



Total Aware:

Total Workforce: 50%

- C-Suite / EVP / SVP / VP: **77%**
- Director / Manager: **56%**
- Associate / Analyst: **31%**

■ Every day ■ Several times a week ■ About once a week ■ A few times a month ■ Once or twice a month ■ A few times a year ■ Never

Q: How often does the leadership at your company discuss AI with employees?

Q: Are you aware of any AI training programs or resources provided by your organization?

Penta's Approach to AI

AI tools

Drafting briefings and press releases

Acting as a highly accomplished PR professional write a generic press release on a new product launch for a financial services company that focuses on alternative investment. The press release should be in a formal and neutral tone and be targeted towards tier 1 media publications



FOR IMMEDIATE RELEASE

Date: [Insert Date]

[Company Name] Unveils Innovative Alternative Investment Platform, Transforming Access to Unique Asset Classes

[City, Country] – [Company Name], a leading name in financial services, today announced the launch of its groundbreaking alternative investment platform, designed to provide institutional and sophisticated investors with unparalleled access to unique and diversified asset classes.

With a focus on innovation, transparency, and performance, the platform enables investors to explore opportunities in sectors such as private equity, real estate, infrastructure, venture capital, and more. By leveraging cutting-edge technology and robust market expertise, [Company Name] aims to empower clients to diversify their portfolios, manage risk, and achieve long-term growth.

"At [Company Name], we understand the evolving needs of investors who seek alternatives beyond traditional markets," said [Executive Name], [Title, e.g., CEO or Managing Director]. "Our new platform represents a significant milestone in our commitment to providing innovative financial solutions that unlock value and deliver measurable impact. We are proud to bridge the gap between investors and high-quality alternative opportunities."

Key features of the platform include:

- **Enhanced Accessibility:** Seamless onboarding and navigation designed for both experienced investors and those new to alternative investments.

Message ChatGPT



Summarising documents



Autumn_Budget_2024_Print.pdf
PDF

Acting as an analytical consultant at a financial services company summarise the document attached and highlight the areas of interest to a company in the FS sector



Summary of the Autumn Budget 2024 Relevant to Financial Services Sector

Key Highlights

1. Economic Stability and Fiscal Policy:

- The government is implementing new fiscal rules, including a Stability Rule to ensure the current budget is balanced by 2029-30, and an Investment Rule to reduce net financial debt as a share of GDP.
- Enhanced fiscal transparency with commitments like annual fiscal events and frequent spending reviews.

2. Investments and Public Spending:

- Total public sector net investment will average 2.6% of GDP over the Parliament, including an additional £100 billion for infrastructure over five years.
- Specific investment in transport, housing, research and development (R&D), and net zero transition projects.

3. Taxation Policies:

- Reforms to Capital Gains Tax (increasing main rates to 18% and 24%).
- Introduction of a 20% VAT on private school fees.

Message ChatGPT



Drafting emails

draft an email to a recent query I have received from a journalist I am on good terms with who has asked for an interview with the CEO. We will not be able to do a full interview due to time constraints but the CEO is happy to answer questions in a written response if he sends them through. make sure to keep the email positive as despite the news we want to keep the relationship warm



Subject: Interview Request – Written Q&A Opportunity

Dear [Journalist's Name],

I hope this email finds you well. Thank you for reaching out and for your continued interest in [Company Name].

While our CEO, [CEO's Name], is unfortunately unable to accommodate a full interview due to current time constraints, he would be delighted to engage with your questions. If you could kindly send them through, we'll ensure he provides thoughtful and detailed written responses.

We greatly value the positive relationship we have with you and appreciate your understanding. Please do not hesitate to reach out if there's anything else we can assist with.

Looking forward to receiving your questions.

Best regards,

[Your Full Name]

[Your Position]

[Company Name]

[Contact Information]

🔊 📄 ↺



Message ChatGPT



An “unbiased” opinion when conducting research

acting as an investigative journalist and using what you can find online write a few paragraphs on your impressions of Aviva as a company

< 2/2 >



Thought about Aviva company impressions for 5 seconds

In surveying publicly available information on Aviva, one quickly discovers a legacy that stretches back several centuries, with roots in well-known insurers such as Norwich Union and Commercial Union. The modern-day Aviva was officially formed in 2000 through a merger, later rebranding from CGNU to Aviva in 2002. The company's heritage is often cited as a strength: it has weathered market cycles, responded to shifts in consumer needs, and adapted to new regulatory environments over time. This historical continuity seems to underscore a broader narrative of reliability—at least from a brand perspective—within the insurance and financial services sectors.

From an operational standpoint, Aviva presents itself as a multinational player, offering products ranging from life insurance and pensions to general insurance and asset management. It holds a particularly strong presence in the United Kingdom, though it has also maintained operations in other key markets such as Canada, Ireland, and parts of Europe. Publicly accessible corporate literature and news coverage generally describe Aviva's strategic focus as one of "simplification": the firm has taken steps in recent years to streamline its portfolio, including divesting certain non-core businesses, to sharpen its focus on core operations and improve financial performance. Earnings reports and investor presentations often stress an emphasis on efficiency, customer-centric innovation, and digital transformation, reflecting broader industry trends.

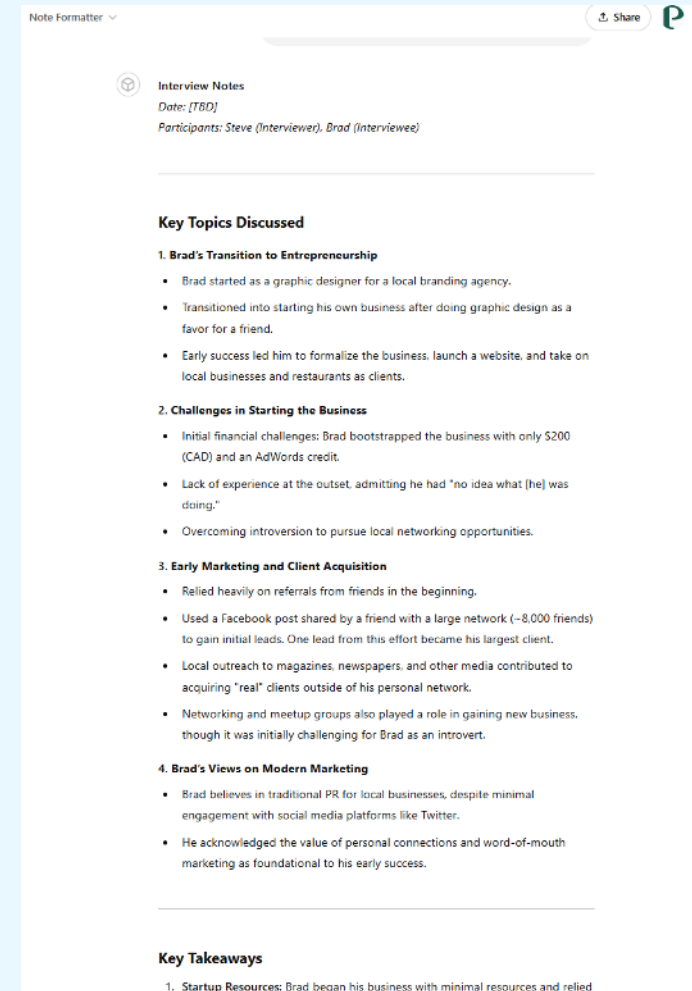
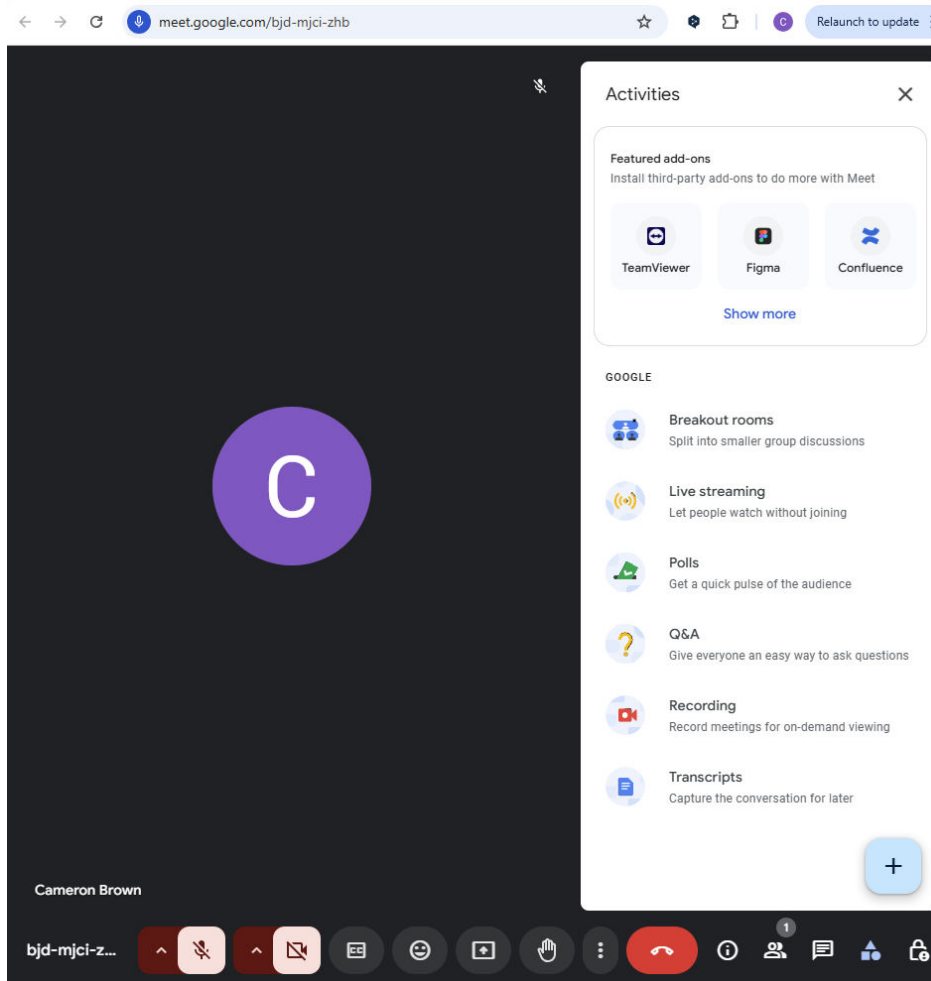
A glimpse into Aviva's initiatives suggests a degree of progressiveness, particularly around environmental, social, and governance (ESG) goals. Aviva regularly highlights its commitments to responsible investing and to supporting a lower-carbon economy, with pledges to reduce emissions in its underwriting and investment portfolios. However, like many large financial institutions, Aviva has faced scrutiny over whether such commitments move beyond marketing campaigns and actually deliver measurable impact. Stakeholders in sustainable finance and climate advocacy often watch Aviva's moves closely to gauge real-world results. Some critics have pointed out that while the

Ask anything



Note taking in meetings..

..and converting transcripts into formatted notes/actions



Creating graphics

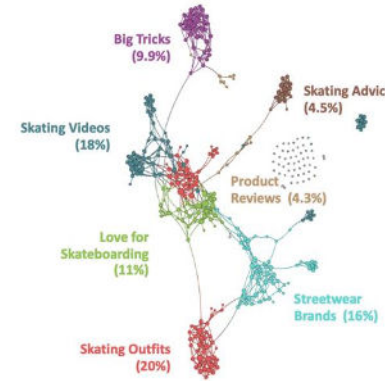
Penta's AI Adoption Process



Trend and influencer identification

P TikTok content showcased skating outfits, favorite brands, styling tips, and challenges like the “baggiest outfit”

Topics of Conversation on Skateboarding Fashion
Based on video transcripts



Topic similarity clustering based on transcripts of top Skateboarding Fashion-related TikTok from the past 6 months (n=966).
Collected between June 1, 2023 - February 1, 2024
© Penta Group, LLC

Top Content Buckets (by size)

- 1. Skating Outfits (20%)**
Skaters model their favorite streetwear styles and share styling tips, showing brands like Aelfric Eden and Hurley. Styling videos feature baggy outfits, family outfits and graphic tees.
- 2. Skating Videos (18%)**
Skaters document their skating routines, experiences, and techniques while showing off brands, such as Off-White.
- 3. Streetwear Brands (16%)**
Videos display pieces of clothing from various streetwear brands, such as Supreme, Sake, and Greedygenius and where designers drew inspiration from like 10 Deep and Rocksmith.
- 4. Love for Skateboarding (11%)**
Skaters take to TikTok to share their love and passion for skateboarding by telling their personal stories.
- 5. Big Tricks (9.9%)**
Skaters show off their impressive skating tricks and moves.
- 6. Skating Advice (4.5%)**
Experienced skaters share tips and advice for fellow skaters.
- 7. Product Reviews (4.3%)**
Content creators review different brands of skateboards and streetwear, such as Stray.

Daily/Weekly reports

- Using AI allows for tailored reporting with articles summarised automatically in either 2,4, or 8 lines.
- Articles are selected automatically with pre-programmed criteria such as:
 - Articles that are driving the news
 - Articles with the greatest relevance to the client/stakeholders we are looking to engage with.
- These criteria are further curated by fine tuning the reports to only look at specific sources, key influencers or geographical regions

Penta

EUROPEAN AVIATION NEWS

14 January 2025

Table of contents

- [European Policy News](#)
- [Institutional News](#)
- [General Business News](#)

European Policy News

[LA VANGUARDIA: El Prat rebasa su límite de pasajeros, de 55 millones, y pone a prueba su funcionamiento](#)

By: Maite Gutiérrez, 13 January 2025
Categories: European Policy News

El Prat airport in Barcelona has exceeded its passenger limit of 55 million, prompting the need for operational optimization and potential expansion plans by the government and Generalitat to manage the increasing demand. Aena is focusing on optimizing existing facilities and using less demanded time slots to handle the passenger volume, while also investing over 750 million euros in renovations.

Our uses and capabilities are constantly developing

Podcasts On Penta.live:

Ability to use Penta.live to track the top 50,000 global podcasts directly on the platform, including full transcripts.

Key Opinion Formers.

Ability to map who has the ear of your audience - the influencers, media, reporters, and third parties - and help you monitor and analyse the narratives.

Storyline Identification:

Ability to automatically identify the storylines and narratives in your content so you don't have to. Combine with our key opinion former analysis to map, using real data, who is influencing your audience and what are they saying.



Lloyd Miller

to Product

Mon, Jan 27, 3:01 PM (23 hours ago)



Hello from the Penta product team! This week we're talking podcasts, key opinion formers, storyline identification, and one tip on using text filtering in Penta.live

- **Podcasts On Penta.live.** You can use Penta.live to track the top 50,000 global podcasts directly on Penta.live, including full transcripts. You can access them by going to Penta.live Media Intelligence, and selecting Podcasts in the source type filter option.
- **Key Opinion Formers.** What stakeholders hear shapes what they think and influences how they act. We can map specifically who has the ear of your audience - the influencers, media, reporters, and third parties - and help you monitor and analyze the narratives. You can use this to better understand how your audiences
- **Storyline Identification:** Want to do text analysis but don't want to be prescriptive in deciding what to look for? Storyline identification is the new tool we're launching that will organically identify the storylines and narratives in your content so you don't have to. Just upload your data set of news articles, tweets, transcripts, survey responses, or any other text data to find out what is being talked about. Combine with our key opinion former analysis to map, using real data, who is influencing your audience and what are they saying.

[Penta AI] Penta Product Update - January 13



Lloyd Miller <lloyd.miller@pentagroup.com>

to Product

Mon, Jan 13, 3:03 PM



Hello from the Penta product team! This week we are showcasing a few ways for you to look at companies and issues on Penta.live - which issues are driving a company's reputation changes and how do the visibility of different brands or issues change over a news cycle.

- **Penta.live has a lot of easy tools to get high-level answers to all the basic questions about a company's media profile.** Below is an example of showing a company's issue profile using Penta.live (Reputation Intelligence > Issues) as a way of showing the client how we understand them. The Issues tab can also help answer questions like:
 - How much coverage are they getting?
 - What are the positive and negative issues?
 - Who is writing about us the most?
 - How does this organization's coverage compare to their peers?
 - How long did that storyline last in their coverage?
 - Is this story being picked up widely/spreading/going viral?

[Penta AI] Penta Product Update - January 6



Lloyd Miller <lloyd.miller@pentagroup.com>

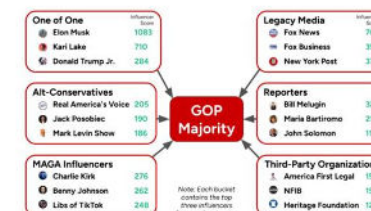
to Product

Mon, Jan 6, 3:01 PM



Hello from the Penta product team! As we embark on 2025 I am excited to announce we have BlueSky key opinion former analysis available, how you can showcase KOF analysis using the incoming GOP administration, and how to track podcasts in Penta.live.

- **BlueSky KOFs.** We are launching a new product to analyze social graphs on BlueSky just as have for years on X. If you want to know who has influence on the new platform, or if anyone is using it at all, reach out and we'll help you answer that.
- **Understanding the Trump/GOP Media Ecosystem.** While many people are (or say they are - check out Penta's recent [report on social media perception](#)) moving to BlueSky, X remains very popular among conservatives. We recently mapped who retains and has gained influence with the GOP majority by mapping the social media graph of conservatives on X.



Tariff discussions rise across all industries in Q1 2025, while immigration discussions fall significantly

Issues	Healthcare	Financial	Retail	Technology	Oil & Gas	Automotive	Food & Drink	Utilities	Aerospace	Insurance	Industrial
Labor	↑	↓	-	↑	↓	-	↓	↓	↓	↑	↑
Tariffs	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
DEI	↑	-	↓	-	↑	↑	↓	↑	↓	-	-
Immigration	↓	↓	↓	-	↓	↓	↓	-	↓	↓	↓
Inflation	↑	↓	↑	↓	↓	↑	↓	↓	↓	↓	-
National Security	↑	↑	↑	↑	↑	↓	↑	↑	↑	↑	↓
Recession	↑	↑	↓	↑	↑	↑	↑	↑	↑	↑	↑
Energy	↓	↑	↑	↑	↑	↓	↓	-	↑	↑	↓
Tax	↑	↑	↑	↓	↓	↓	↓	↑	-	↓	↑

- *No Change in Volume

↑ *Volume Increasing

↓ *Volume Decreasing



Industry Optimistic



Industry Pessimistic



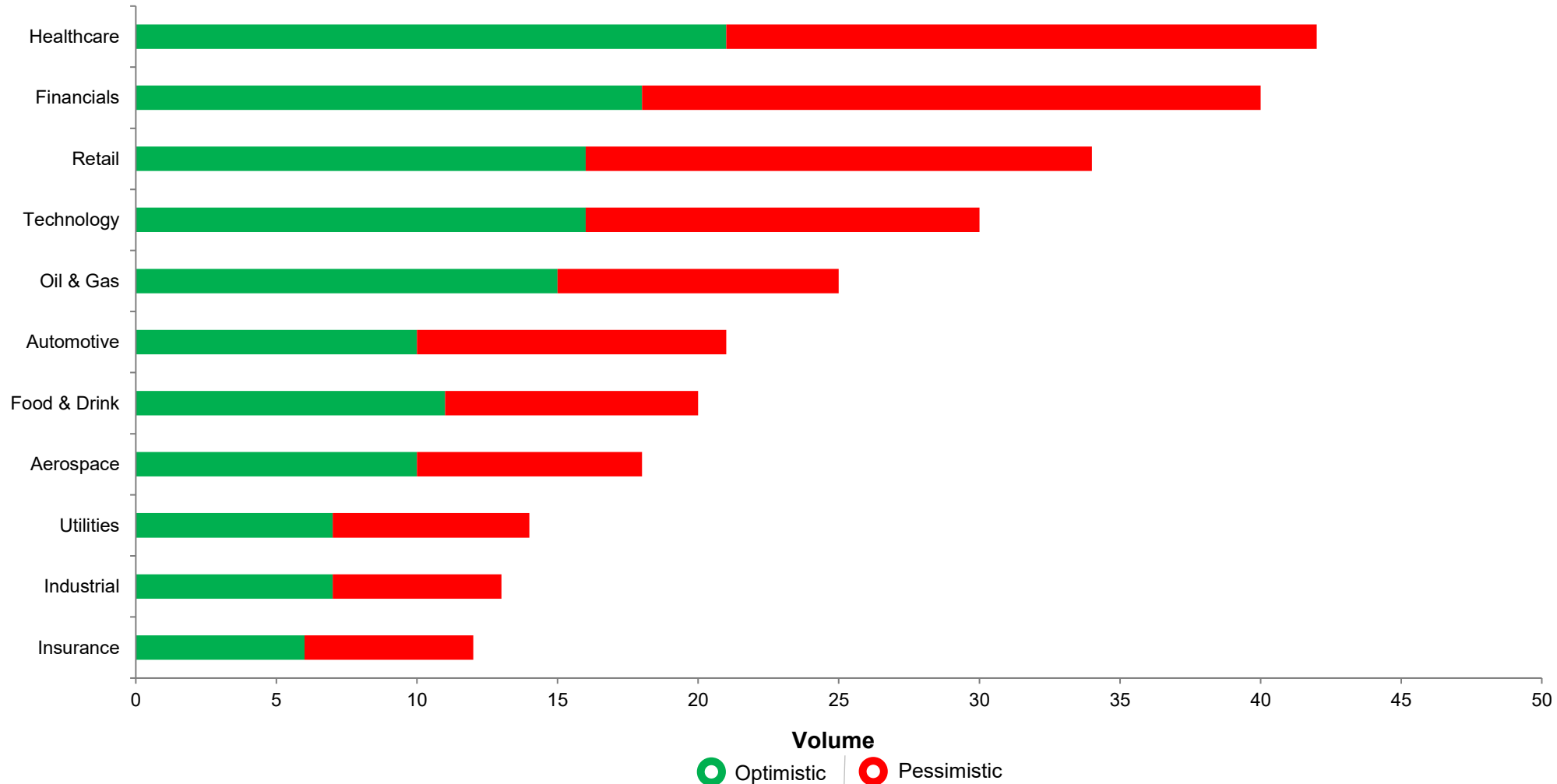
Neutral Sentiment



No Volume

*The volume change reflects the transition from Q4 2024 to Q1 2025.

Industries express more pessimism than optimism in Q1 2025 overall, with oil & gas emerging as the most optimistic sector



Penta's platform uses AI to crunch huge amounts of data... allowing humans to use their judgement/skills

25M

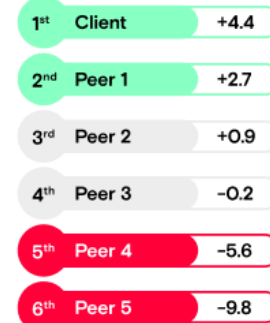
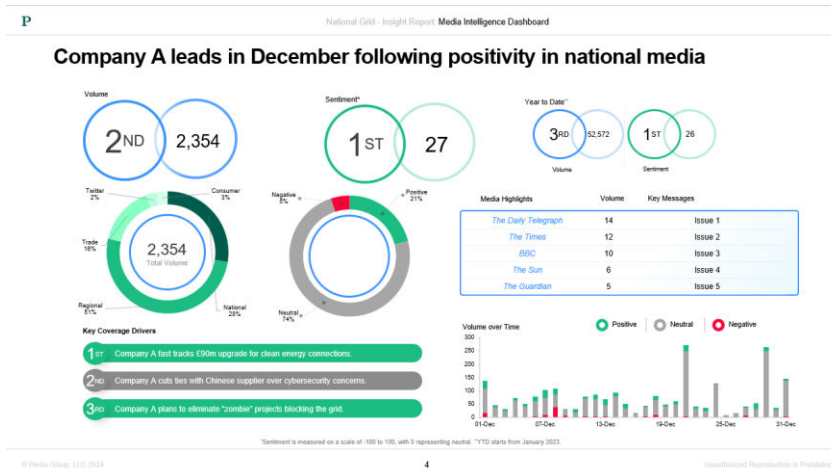
Daily volume of
global
content analysed

120+

Countries
Covered

50,000

Companies
Covered



Despite EU-level alignment, examination of the issues reveals a patchwork of competing priorities for AI regulation

Overall: Of the 46,000+ individual data points studied between February 2024 and January 2025 across UK, French, German, Italian, and Dutch media, the top three issues in AI regulation are Ethics, Jobs, Higher Education, AI Business and Sustainability.

Alignment:

- **European countries most clearly align on putting ethical AI at the centre of their regulatory strategy**, as it relates to misuse for manipulation, bias, and privacy violations.
 - In January 2025, France chairs the GPAI's Ethics and Society Group.
 - In March 2024 in the UK, Lord Holmes of Richmond proposes an AI bill, emphasising "the UK must lead when it comes to ethical AI".

Divergence:

- Despite broad regulatory alignment with EU-level policy, divergence is evident between views of ministers of member states on key issues.
- On SMEs, Daniela Santanchè, Italy's tourism minister, calls for more targeted measures to prevent AI from creating "unbridgeable" gaps between large corporations and smaller businesses. Meanwhile, Dirk Beljaarts, the Netherlands' minister of economic affairs, warns that EU AI regulation could hinder SMEs.
- There is also internal competition within the EU to become Europe's leading AI hub. Germany strengthens research partnerships with the UK, while France looks beyond Europe, securing a deal with the UAE to develop an AI campus in France.

Visibility ranking of issues in AI regulation in Europe (February 2024 – January 2025)

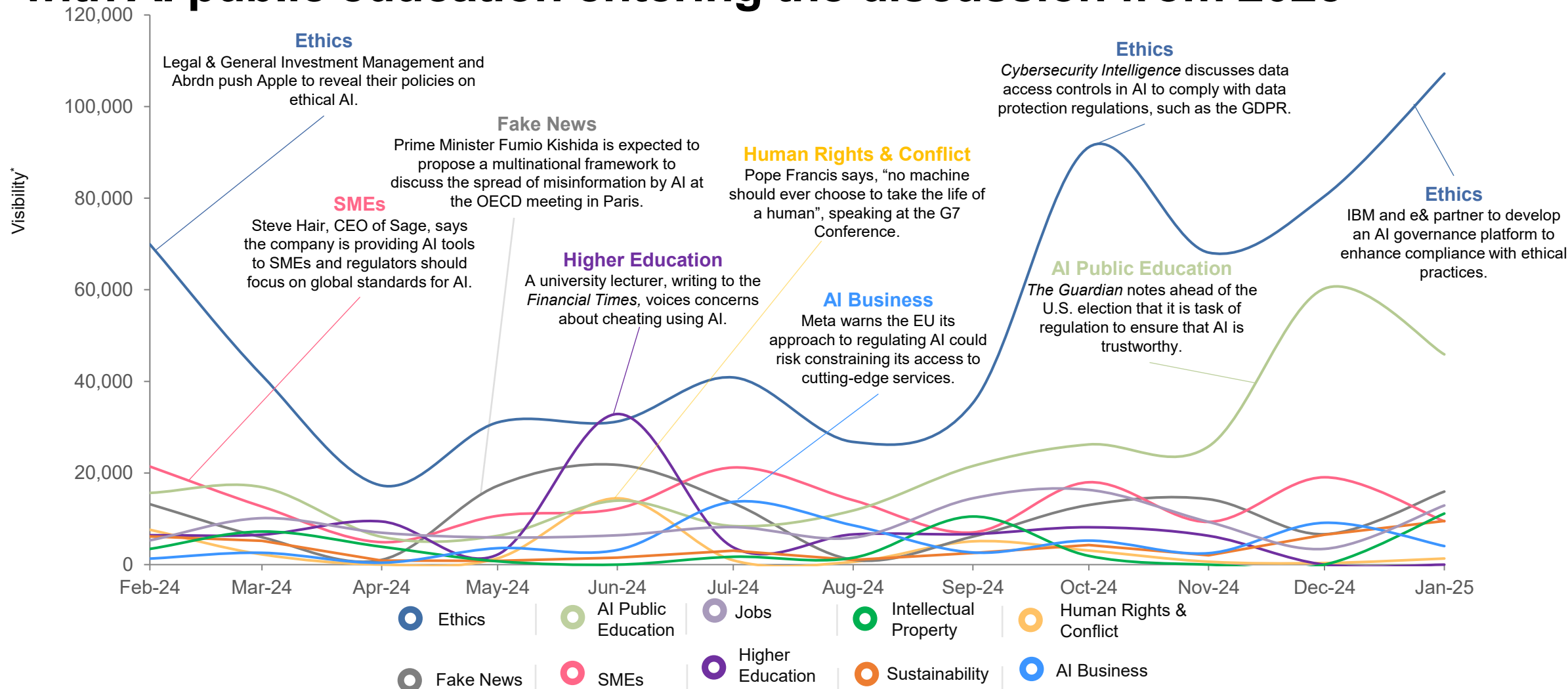
Overall Ranking		UK	France	Germany	Italy	Netherlands
1	Ethics	1 st	1 st	3 rd	5 th	1 st
2	Jobs	5 th	3 rd	4 th	6 th	3 rd
3	Higher Education	6 th	2 nd	1 st	10 th	5 th
4	AI Business	7 th	5 th	6 th	1 st	7 th
5	Sustainability	8 th	6 th	5 th	3 rd	6 th
6	Human Rights & Conflict	10 th	4 th	2 nd	2 nd	10 th
7	Fake News	4 th	8 th	8 th	4 th	4 th
8	AI Public Education	2 nd	10 th	10 th	8 th	2 nd
9	SMEs	3 rd	7 th	9 th	9 th	8 th
10	Intellectual Property	9 th	9 th	7 th	7 th	9 th

In 2025, policy focus shifts towards opportunity-led enablement, as AI literacy and SMEs support outweigh job concerns

Visibility* Ranking		Key Drivers	Visibility* Ranking in Jan. 2025
1 ST	Ethics	<ul style="list-style-type: none"> Lord Holmes of Richmond proposes an AI bill and AI Authority, stating that “the UK must lead when it comes to ethical AI”. Legal & General Investment Management and Abrdn push Apple to reveal their policies on ethical AI. 	1 ST
2 ND	AI Public Education	<ul style="list-style-type: none"> French President Emmanuel Macron announces a €400m investment in AI clusters, aiming to train 100k people annually in AI. Victoria Collins, Liberal Democrats MP, emphasises the importance of building public trust and shifting the British culture to recognise its opportunities. 	8 TH
3 RD	SMEs	<ul style="list-style-type: none"> Daniela Santanchè, Italian tourism minister, argues for a targeted approach to prevent AI creating “unbridgeable” gaps for SMEs, while Dirk Beljaarts, minister of economic affairs of the Netherlands, opposes regulation on SMEs. 	9 TH
4 TH	Fake News	<ul style="list-style-type: none"> Paolo Gentiloni, European commissioner for economic and monetary affairs, says AI deepfakes threaten democracy. Prime Minister Fumio Kishida proposes a framework to discuss AI disinformation at the OECD meeting in Paris. 	7 TH
5 TH	Jobs	<ul style="list-style-type: none"> Economist Daniel Susskind proposed that a third of school lessons should focus on AI to prepare students for future job markets. <i>Bloomberg</i> reports of a “chill wind of layoffs” through France, driven by a combination of AI and slower economic growth. 	2 ND
6 TH	Sustainability	<ul style="list-style-type: none"> The OECD praises Germany as a “global leader” in deploying AI for decarbonisation and green energy. SOCi becomes one of the first companies to receive the ISO 42001 certification for sustainable AI development. 	5 TH
7 TH	Higher Education	<ul style="list-style-type: none"> Bettina Stark-Watzinger, German minister of education and research, signs an AI research agreement with the UK. President Emmanuel Macron announces a deal with the UAE to open an AI campus in France. 	3 RD
8 TH	AI Business	<ul style="list-style-type: none"> Meta warns the EU its approach to regulating AI could risk constraining its access to cutting-edge services. Andreas Mundt, the head of Germany’s Federal Cartel Office, urges lawmakers to enable scrutiny of AI partnerships. 	4 TH

*Visibility takes into account the volume of coverage, the influence of the source, the prominence of the mention and the relevance of the company to the content.

In the UK, discussion of ethical AI is considerably more prominent, with AI public education entering the discussion from 2025



*Visibility is Penta's composite measure of presence in discussion, taking account of the prominence and relevance of mentions and the influence of sources.

Penta

Thank you



Ronald JL Chan

Senior Director, Penta
Ronald.chan@pentagroup.com