

Brexit Briefing Breakfast

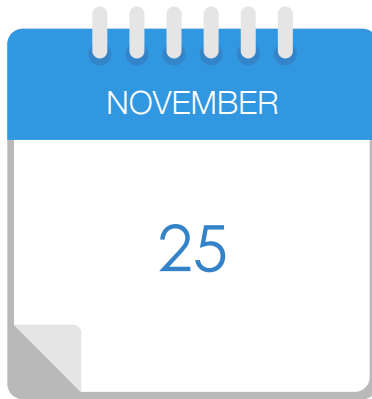
23 January 2019

Konrad Shek

Recap of Brexit Nomenclature



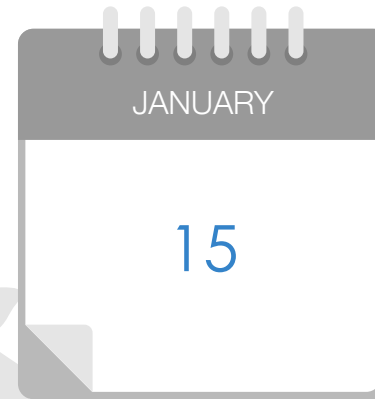
Where Are We On Brexit?



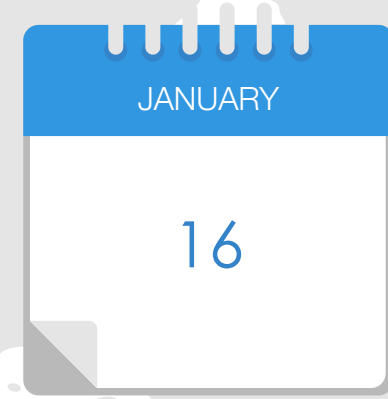
Withdrawal Agreement Agreed



Meaningful Vote Delayed



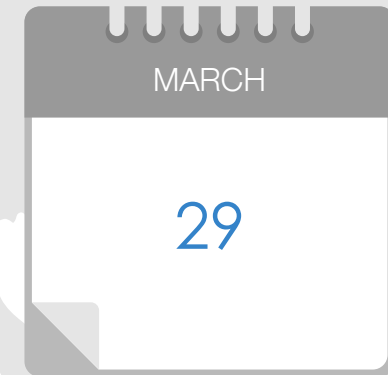
PM Loses Meaningful Vote



PM Survives No Confidence Vote



PM Announces Plan B



UK Leaves the EU

What Could Happen Next?

2nd Referendum

Objectives of 1st Referendum hasn't been achieved. No consensus on question for 2nd Referendum.

General Election

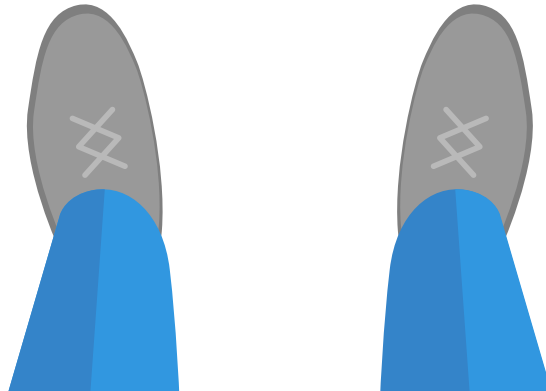
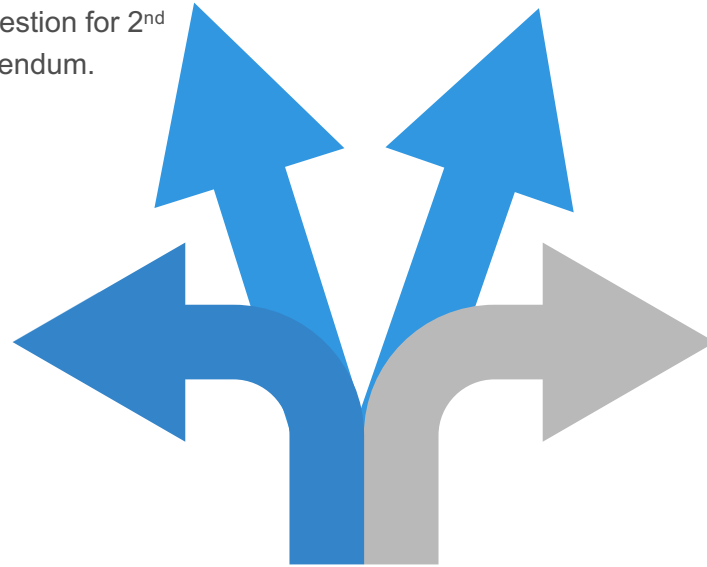
Requires two-third majority in Parliament. Would also require delaying Art 50.

Delay Article 50

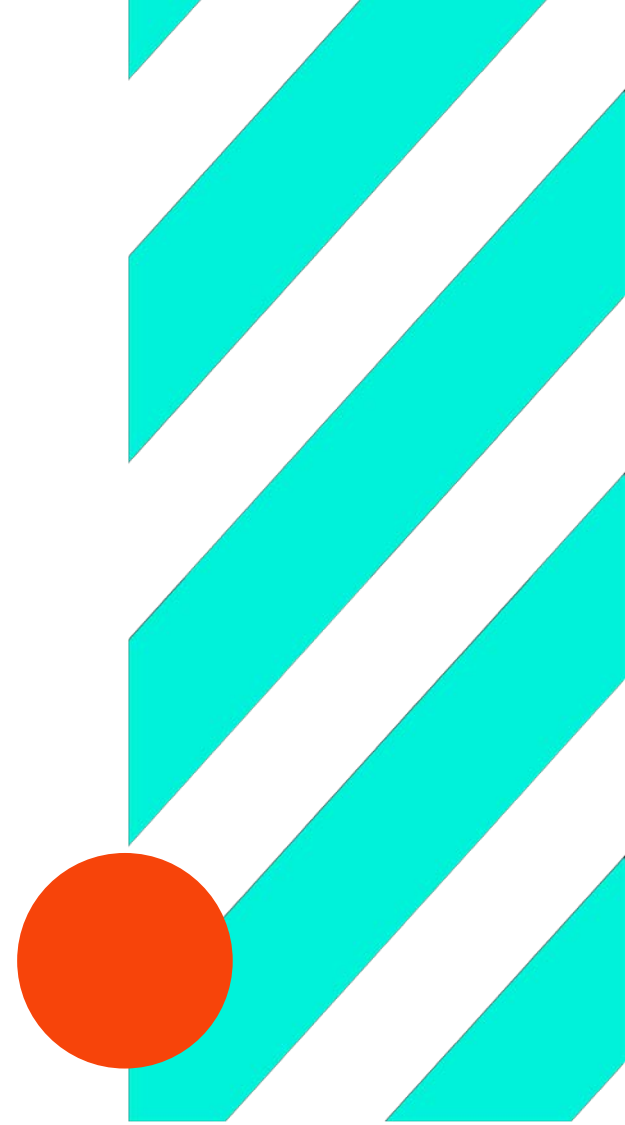
Requires unanimous agreement from EU27. Timing issue with EU Parliament elections and EU Budget cycle

No deal Brexit

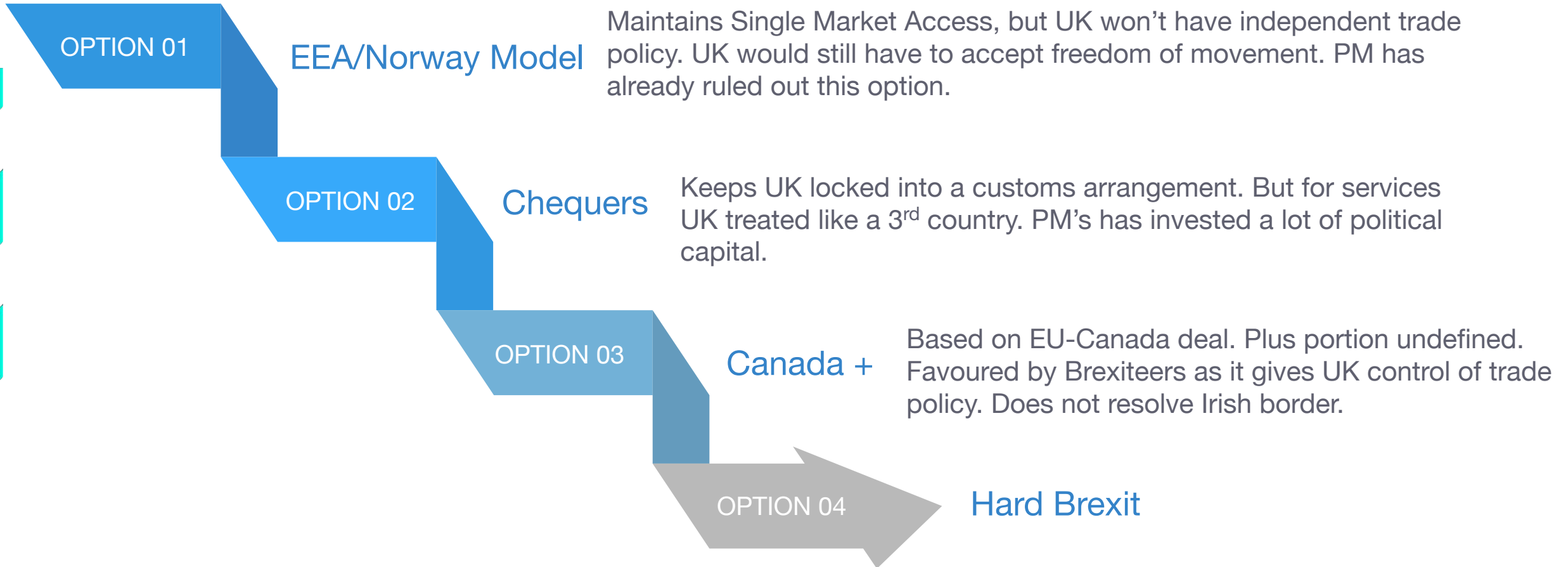
No majority for this option



The Post-Brexit Options



The Post Brexit Options

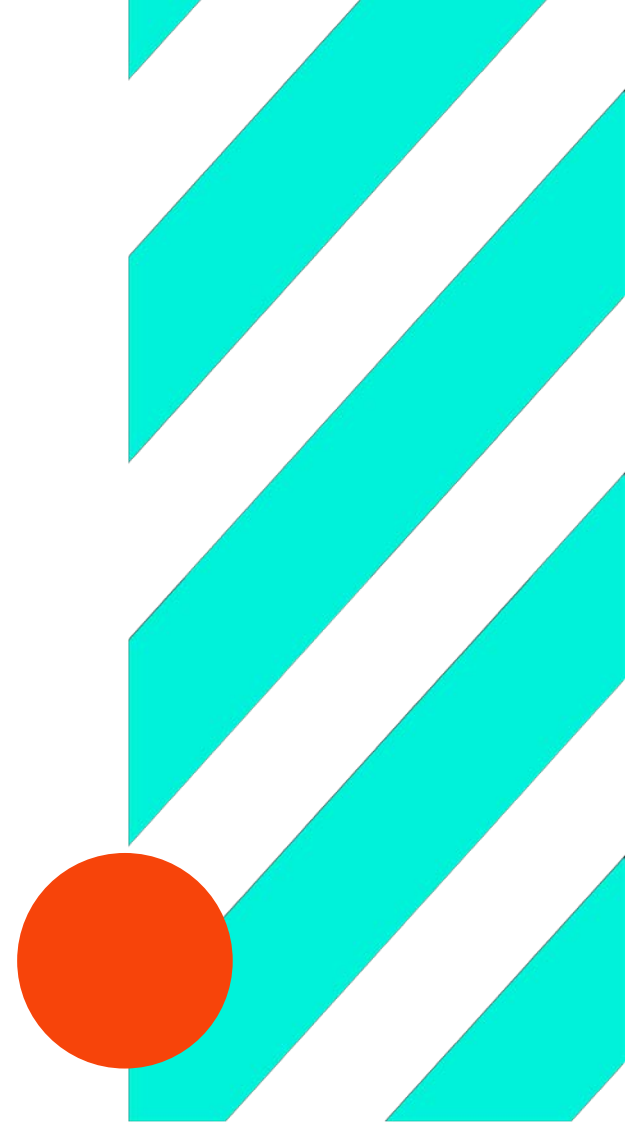


The Post Brexit Options



A Leap into
the Unknown

The Brexit Impact



The Brexit Impact

UK International Standing

Many countries do not understand why the UK is leaving EU. UK no longer welcoming to foreigners?

Mobility

EU talent less accessible post-Brexit. Flip side talent from other countries more accessible?

Data

Implications for UK-EU data flows post Brexit uncertain.

Economy

Uncertainty likely to lead to slowdown in wider economy and reduction in consumer confidence. Online advertising may hold up better compared to other types of advertising.

Continuity of EU Agreements

UK is able to trade with many nations at preferential terms because of EU Free Trade Agreements. Not certain all agreements will roll over.



Data Questions Post Brexit



Data Adequacy



BCR & SCC



Codes of
Conduct



E-Commerce
Directive



EU-US Privacy
Shield

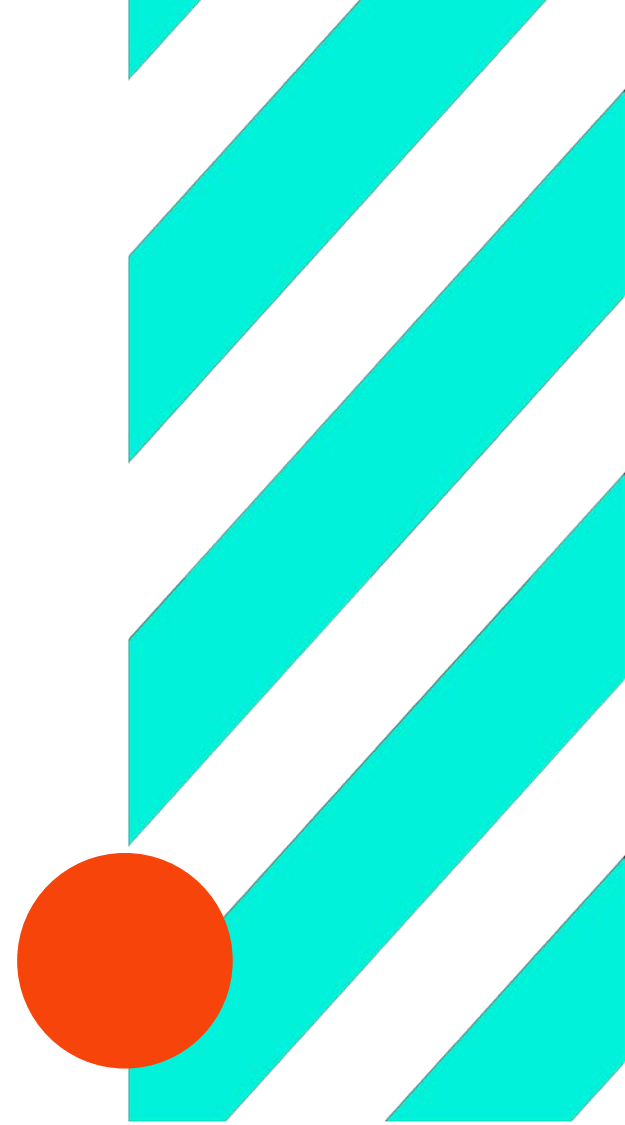


Future Role of
ICO



E-Privacy
Regulation

UK's Future Trade Policy



UK's Future Trade Policy



USA

World's largest GDP and the UK's single largest trading partner after the EU.

Long standing ally and trading partner.



Australia

Australia is the 13th largest economy in the world. Australia was the UK's 16th largest export market in 2015, accounting for 1.6% of total UK exports.

Similar to UK. Shared culture.



New Zealand

The UK is New Zealand's fifth largest 2-way trading partner.

Imports of goods and services from the UK were worth over £1.1 billion in 2015.

Similar to UK. Shared culture.

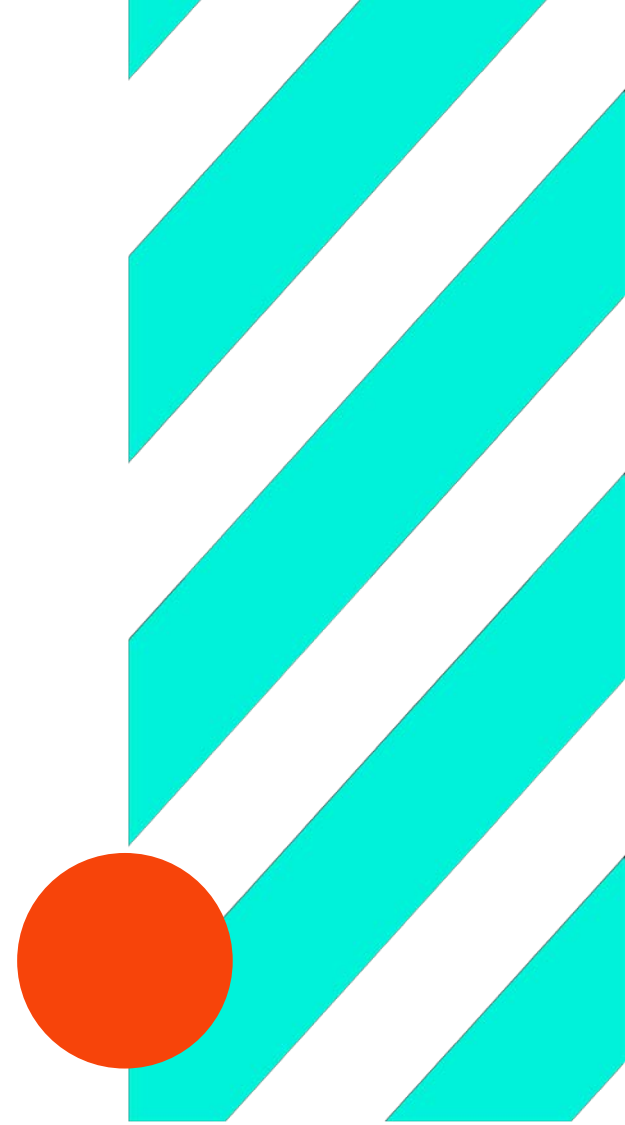


CPTPP

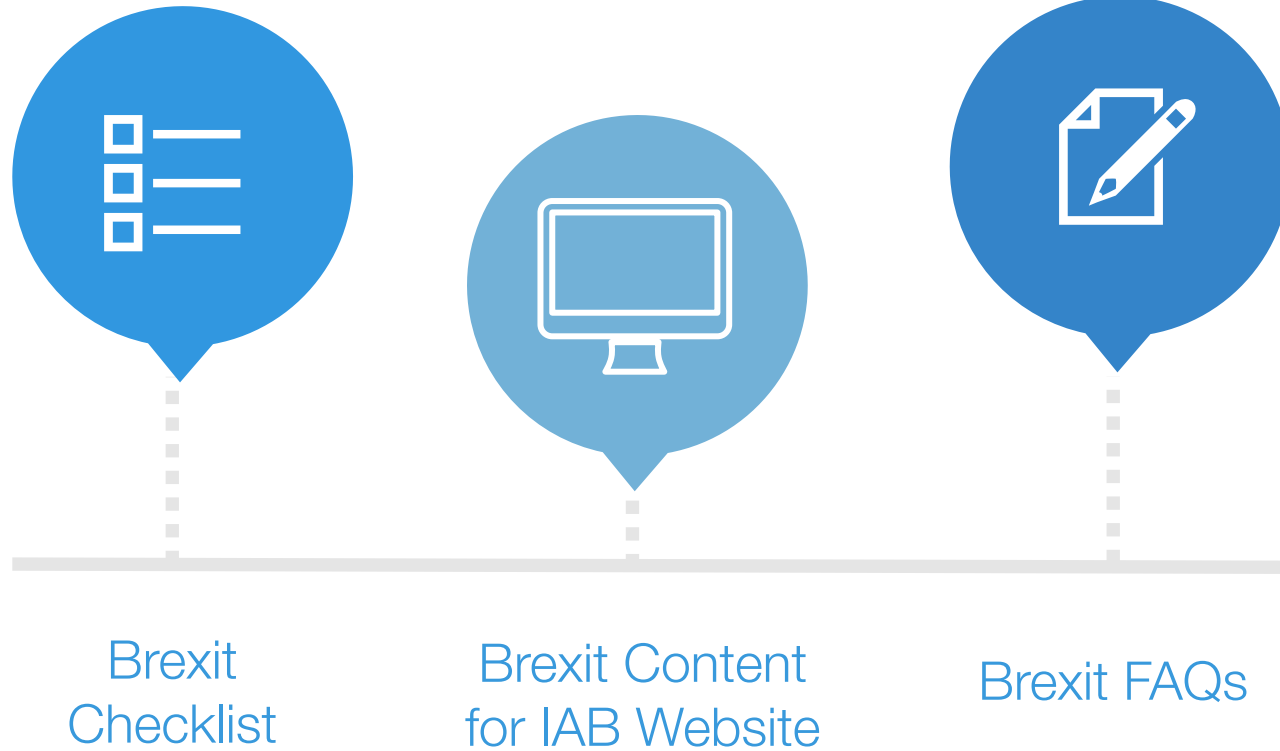
CPTPP consists of 11 countries that include Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam.

Represents 13.4% of global GDP

What We Are Doing



IAB Brexit Resources



Brexit FAQs and Brexit Checklist:

www.iabuk.com/brexit



Brexit FAQs

Last updated January 2019

Brexit has come to dominate the news agenda, but with so much speculation about what to can expect, many in business are understandably unclear about exactly how it will impact them. Working with members, industry experts and government, IAB UK is cutting through the noise to set out what Brexit means for the digital advertising industry specifically, and what you should be doing to prepare for it.

What is a 'no-deal' Brexit?

As things stand, the UK will leave the EU on 29 March 2019. The UK and EU negotiated a Withdrawal Agreement which set the terms of the 'divorce', but it was overwhelmingly rejected by the UK Parliament on 15 January. Unless some other arrangements can be agreed on beforehand or there is an extension to Article 50 (which sets out the process for a Member State to leave the EU), the UK could be left without an agreement in place at the point the UK exits the EU is a 'no-deal' Brexit.



Brexit checklist

Last updated January 2019

Brexit will have a profound impact on the UK. Advising business how to navigate Brexit, as you may appreciate, is very challenging given the current uncertainty about the final outcome. However, we have developed this checklist to help members understand some of the key aspects of your business that Brexit may affect, particularly if you do business in the EU/EEA, and what you can do now to prepare for it. The checklist is not exhaustive, but it should be a good starting point from which to develop your plans (and contingency plans), and it incorporates some of the Information Commissioner's Office (ICO) "Leaving the EU – six steps to take" guidance which we also recommend reading in full.

We will update this checklist when more details of Brexit have been confirmed. In any case, we recommend that you seek legal advice or consult a tax advisor on any concerns about the specifics of your business when trading in the EU or EEA post-Brexit.



Thank you

policy@iabuk.com

