



SYS-DAT GROUP

UNLOCKING THE FUTURE

REDEYE CONFERENCE

17-18 March 2025

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SYS-DAT: Unlocking the future

- 01 Company snapshot
- 02 2024 Strategy and Execution
- 03 FY 2024 Financials Highlights

01

Company snapshot

OUR MISSION

«Enabling new business models,
through software solutions and
consulting services for the
evolution of customers' mission
critical processes»

OUR STRATEGY

MAKE - Organic growth

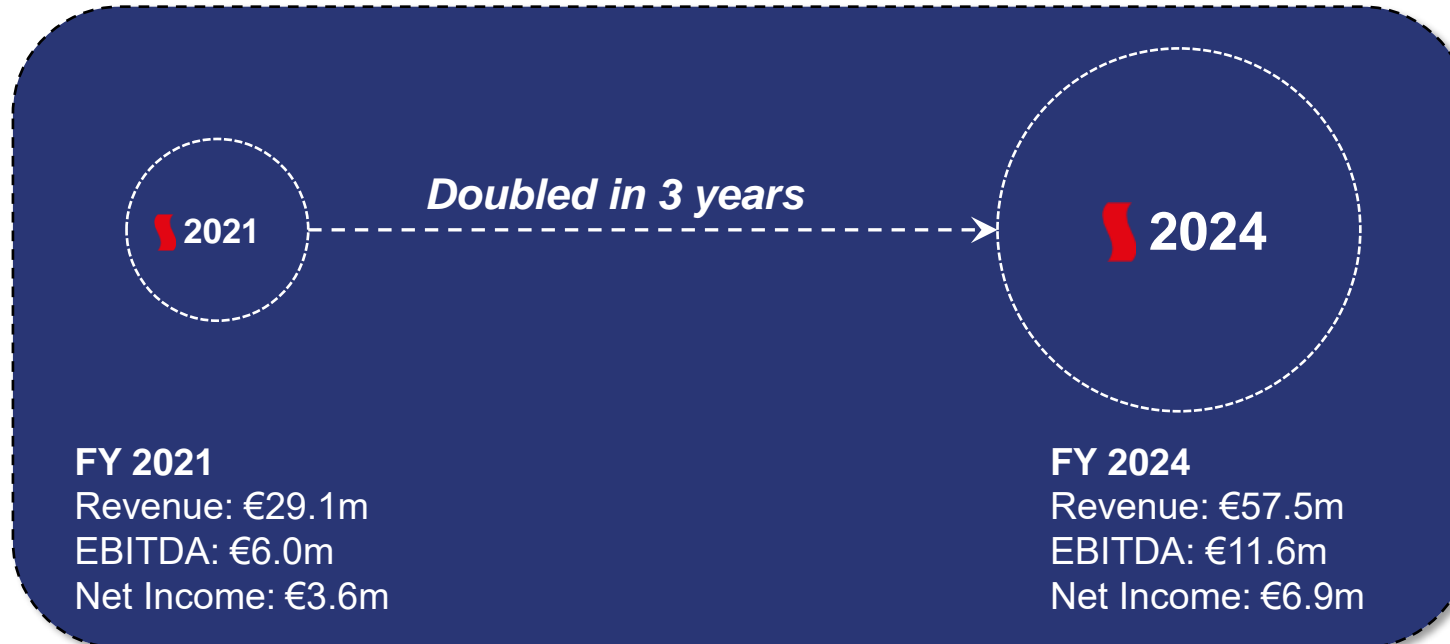
- § **Proprietary** software solutions
- § **Vertically specialised** software applications
- § **High scalability** enabling ROI maximisation
- § **Extensive offering** in different markets
- § **Up-selling** through comprehensive services

BUY - Inorganic growth

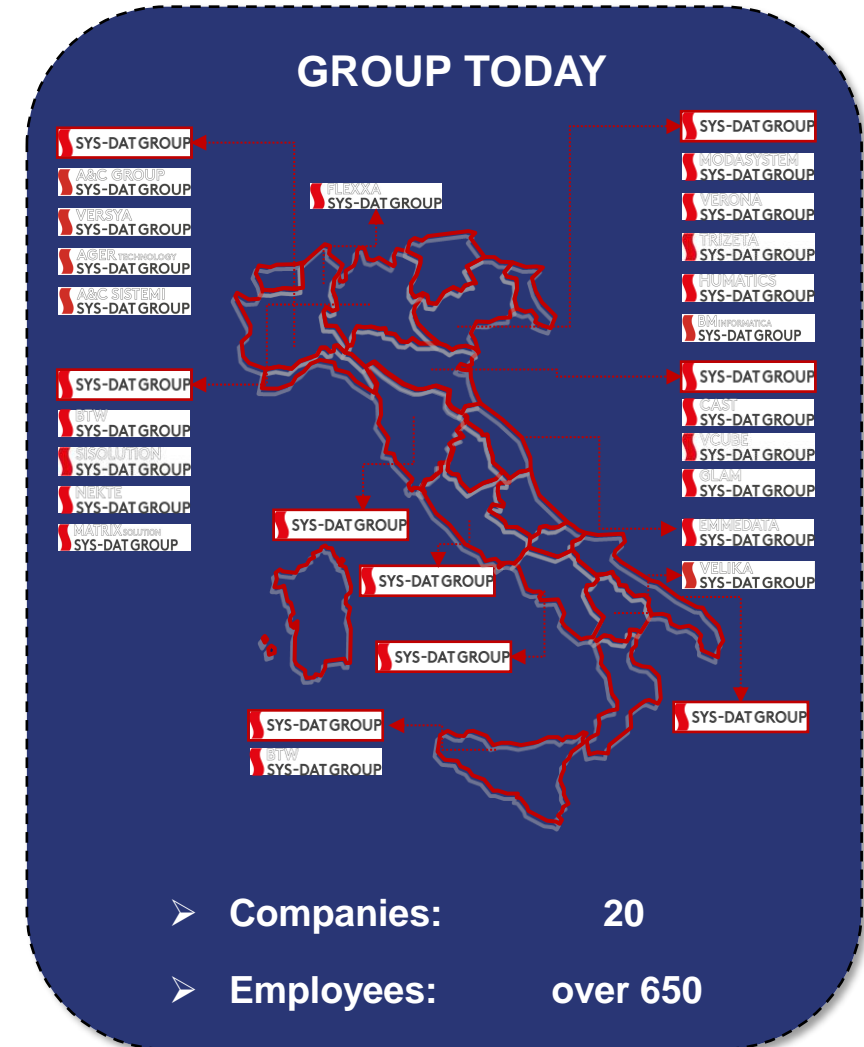
- § **New markets** to be addressed
- § **Sw solutions** extending the offering
- § **Customer base** to cross-sale
- § **New technologies** to strengthen know-how
- § **Value boost** by cross-selling and synergies

SYS-DAT GROWTH

SYS-DAT doubled its size in 3 years between 2021 and 2024



- 15 acquisitions between 2020 and 2024
- In Q1 2025 acquired one group made of 6 companies with:
 - 2024 Revenue of c.€25m
 - 2024 EBITDA c.14%
 - NFP (cash positive). c.7m at 31.12.2024



FY 2024 Performance

Economic and Financial indicators point to consistent growth

31.12.24 vs 31.12.23

• Revenue:	€ 57.5m	+ 23.7%
• EBITDA:	€ 11.6m	+ 24.5%
• Net Income:	€ 6.9m	+ 61.5%
• NFP:	€ 32.2m	+ 29.1m
• Liquidity:	€ 48.3m	+ 29.2m

02

2024 Strategy and Execution

MAKE



Scalable mission critical vertical proprietary software solutions and a full liner approach



Market specific





Core Business SW Solutions

-  **ERP:** accounting, Product Data Management (PDM), Product Lifecycle Management (PLM)
-  **Supply Chain and MES:** production department management, product lifecycle from orders to warehousing

Market specific





Value Added SW Solutions

-  **Artificial Intelligence:** Visualization & Forecast, heatmap, picture identification, reorders and restocking
-  **Virtual Showroom:** fashion collections visualization, order entry and agent management

Cross market



ICT Services

-  **Cloud & Cybersecurity:** access management, active network monitoring, virtualization, disaster recovery
-  **GDPR & Privacy:** technological and regulatory solutions, data protection procedures and management

MAKE

Successful case histories with mission critical and strategic solutions provisioning



NEW CUSTOMER

- Energy company with automotive charging stations powered by 100% renewable energy
- Provided services:
 - ✓ ERP software solution
 - ✓ Electronic invoicing and financial add-ons
 - ✓ E-mobility software solution



UP-SELLING

- American companies specialized in eye-glasses.
- Provided services:
 - ✓ ERP software in Switzerland and Asia
 - ✓ Systems hosted in Outsourcing
 - ✓ ERP software extension in in Spain, Germany, UK, Netherlands, France, Denmark and Austria



JUST ▶ PLAY

UP/CROSS-SELLING

- Exclusive distributor of Nike, Converse, Thommy Hilfiger, Calvin Klein and Lacoste with 3A Brands and owner of a retail chain of 25 shops with the brand Just Play
- Provided services:
 - ✓ Moda Retail to manage its proprietary chain of shops
 - ✓ Sys-Dat Retail software integration with Microsoft Business Central ERP
 - ✓ AI engine powering B.I. tool for points of sales

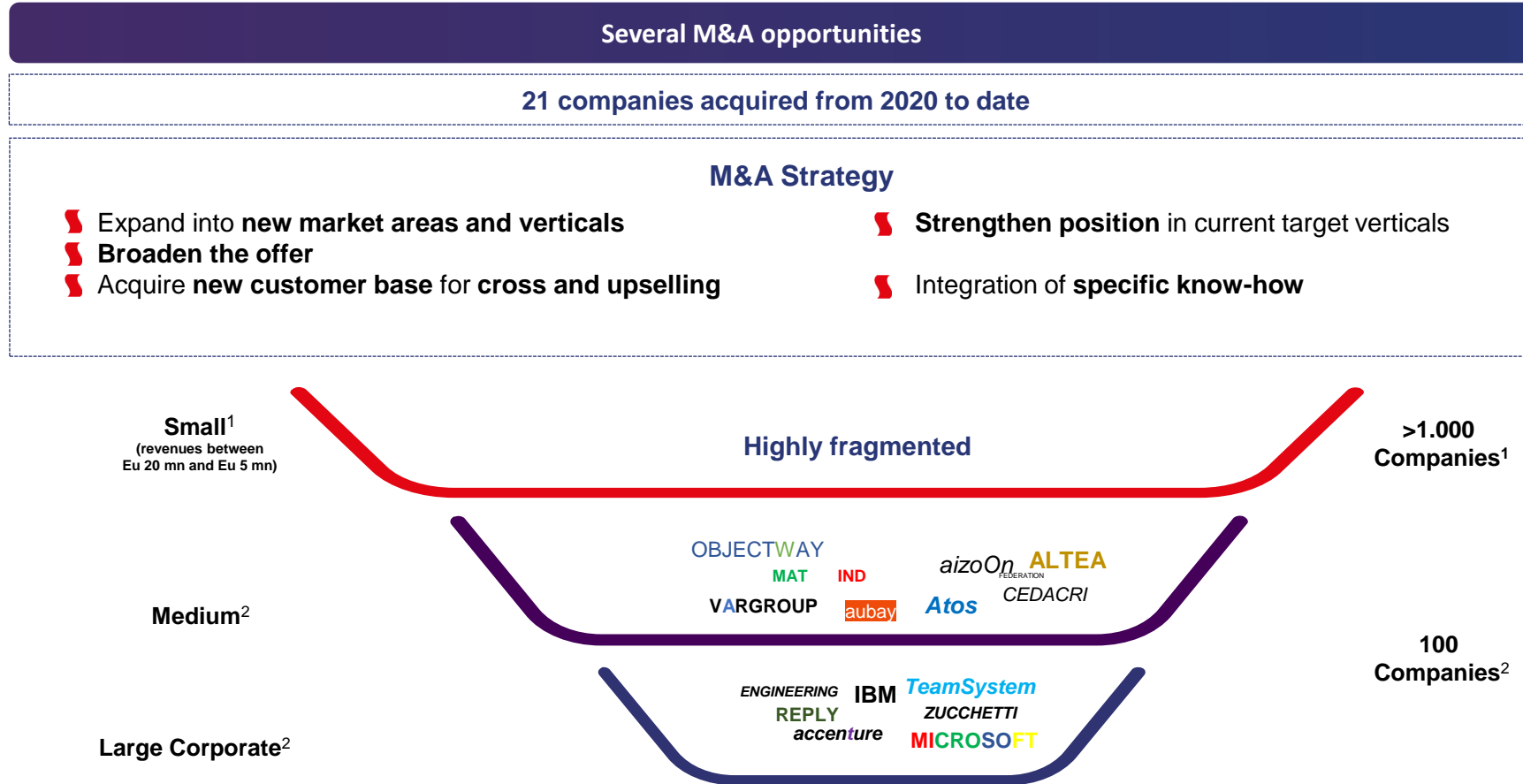


CROSS-SELLING

- Machinery manufacturing company specialized in coil feeding devices and automation systems
- Provided services:
 - ✓ ERP software solution
 - ✓ Order management system
 - ✓ Managed services

BUY

High level of know-how and high fragmentation makes the Italian market attractive



Solid M&A track record, € 32.5m of IPO net proceeds and strong cash generation, the Italian fragmented market, make Sys-Dat as a clear candidate for market consolidation

Note: For illustrative and non-exhaustive purpose. This chart could not fully represent the entire market. 1) extraction from Aida database using the Ateco code (no. 62.01 – 62.02 – 62.03 – 62.09 – 63.11- 63.12); 2) The TOP 100 Software and Services 2022 ranking (IDC for Datamanager)

BUY

Addressing new markets, increasing know-how and cross selling

Opening new markets to Increase market potential



Increasing know-how to nurture innovation



Artificial Intelligence



Cybersecurity



Industry 4.0



Digital Commerce

16 acquisitions (21 companies) completed since 2020



Automated Cybersecurity services



Digital commerce and BI



BPM and workflow management

2024



ERP and vertical software solutions for Small&Medium market

2025

M&A

A&C Group acquisition extends target markets and strengthens group offering

Strong management team and solid KPIs

- Revenue: c. € 25m
- PBT: c. € 2m
- EBITDA: c. 14%
- NFP: c. € 7m

2024 expected figures

New vertical solutions and potential market expansion



Logistic



Food&Beverage



Agri-Tech



Accountants



Notary

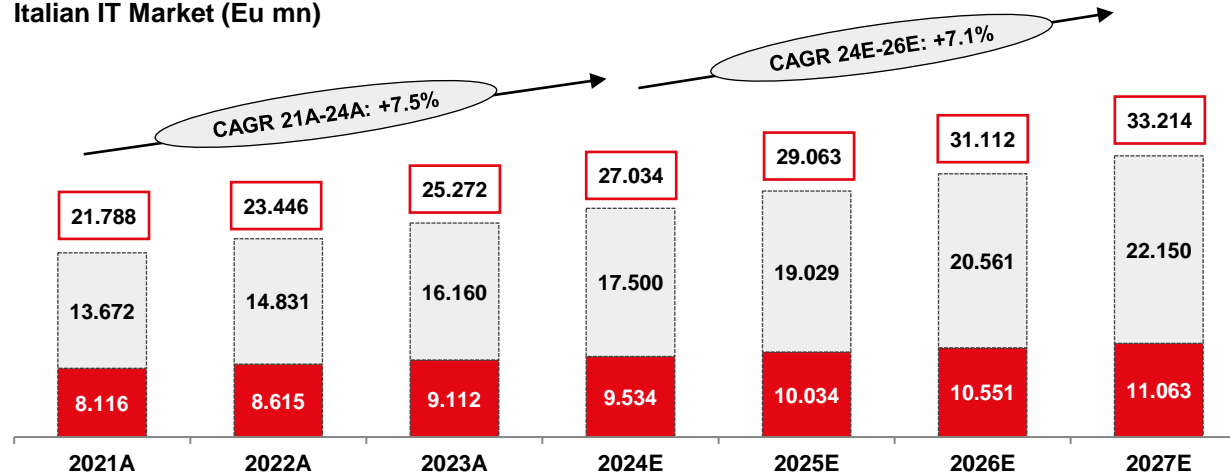
03

FY2024 Financial Highlights

IT MARKET HAS A GROWTH POTENTIAL

ATTRACTIVE MARKET WITH STRONG GROWTH POTENTIAL¹

Italian IT Market (Eu mn)



CAGR

	2021-2024E	2024E-2026E
ICT Services	8.6%	8.2%
Software and ICT Solutions	5.5%	5.1%

Innovative services are the main long-term growth drivers¹



Big Data and Digitalisation

Big data critical for improving business competitiveness and decision-making processes



Cybersecurity

Business interest in cybersecurity is growing steadily given the rise in cyber attacks

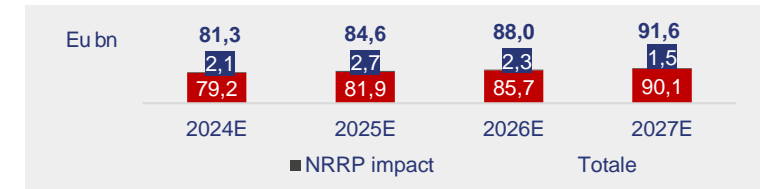


Rapidly growing cloud market

Cloud is the technology with the strongest enabling role in major digitalisation projects

NRRP

Access to NRRP resources earmarked for the country's digitalisation projects will lead to 5.1% growth in the digital market



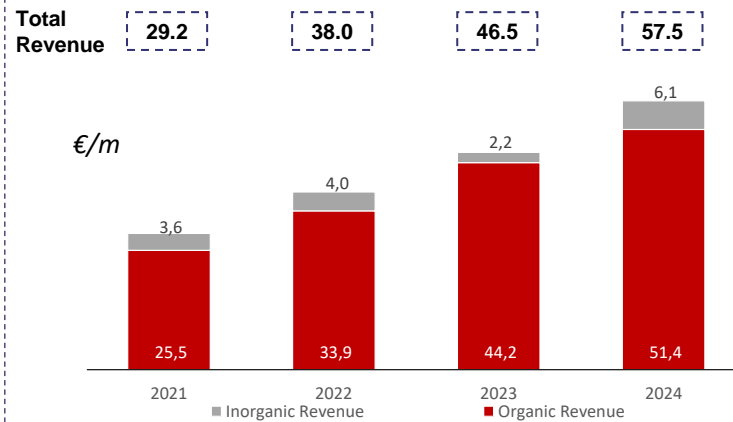
The Group is ready to face next market challenges thanks to its continuous investments in cutting-edge tools to foster innovation

Sources: "Il digitale in Italia 2024" Anitec-Assinform in collaboration with NetConsulting - Note: 1) Excluding Device & Systems, TLC network services and digital content and advertising

HEALTHY AND GROWING FINANCIALS

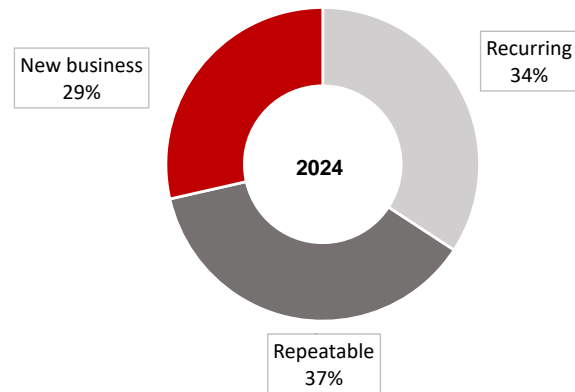
In all the key metrics

Revenues



- '24 vs '23 Revenue growth: + 23.7%
- '24 vs '23 Organic Revenue growth: 10.5%
- '21-'24 Revenue CAGR: 25.4% (mkt CAGR 7.5%)

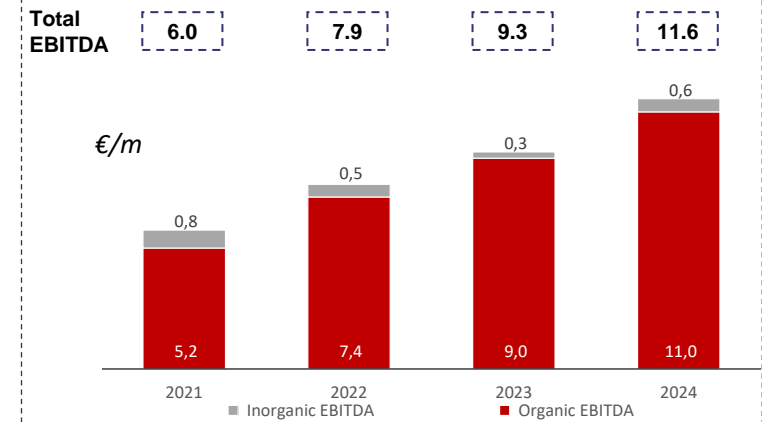
High visibility of growth



(*) Repeatable: customers with aging ≥ 5 years

- 2024 Recurring & Repeatable Revenue: 71%
- Recurring & Repeatable Revenue increased from 68% to 71% between 2023 and 2024

EBITDA



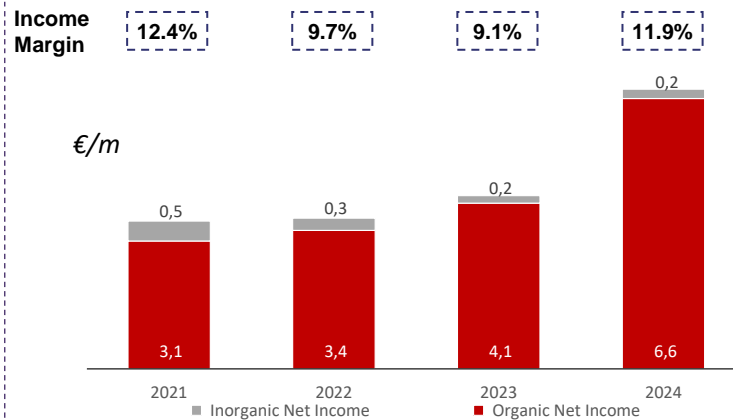
- '24 vs '23 EBITDA growth: 24.5%
- '24 vs '23 Organic EBITDA growth: 18.4%
- 24' EBITDA margin stable at 20.1%

Revenue growth more than 3 times higher than the Italian IT market, EBITDA stable at 20%

HEALTHY AND GROWING FINANCIALS

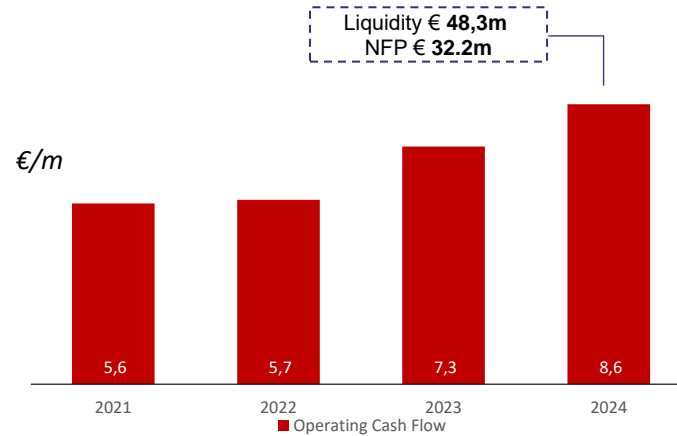
In all the key metrics

Net Income



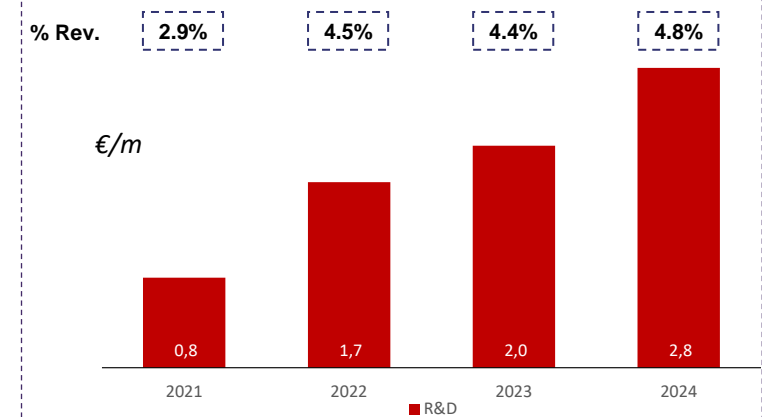
- '24 vs '23 Net Income growth of 61.5%
- 2024 Net Income positively impacted by:
 - €0.7m tax benefit from IPO
 - €0.6m financial investments income

Operating Cash Flow



- '24 vs '23 Operating C.F. growth of 17.8%
- 2024 invested cash for acquisitions €6.1m

Focus on R&D



- R&D activities as a percentage of Revenues in line with previous years
- Main R&D activities include ERP applications, CRM and Retail software solutions

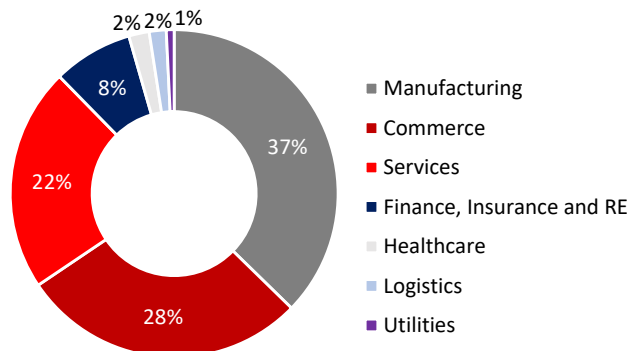
Net Income and Operating Cash Flow continue generate value and benefit from extraordinary items

DIVERSIFIED AND LOYAL CUSTOMER BASE

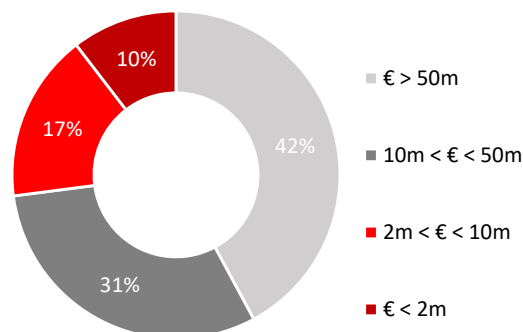
With high cross-selling and up-selling potential

Wide typology of clients, from small to blue chip companies, well-diversified on different markets, with no revenue concentration and with a long-lasting relationship

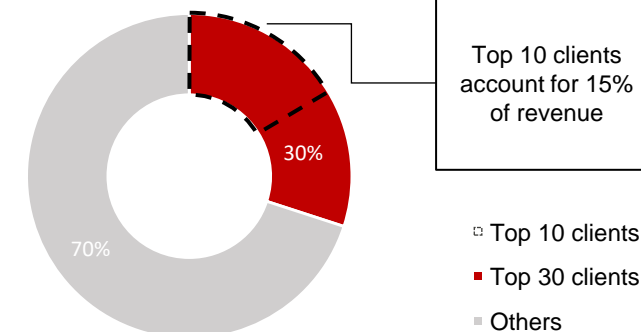
Revenue by market sector



Revenue by customer revenue size



Revenue concentration by customers



Loyal customer base...

Aging (# years)	% customers	% sales
15y and above	10,1%	18,5%
10y-14y	15,8%	19,8%
5y-9y	25,5%	21,1%
Less than 5y	48,6%	40,6%

Loyal customers (aging ≥ 5y) account for ~59% of sales

...with strong cross-selling and upselling potential

- 58% of customers acquired their services from 2 families between Core Business, Value added sw services and ICT services
- 9% of customers acquired their services from all 3 families of services: Core Business, Value added sw and ICT services
- Overall, in 2024 upselling activities increased services adoption from 53% to 67% in terms of clients acquiring services from more than one family

Driving high marginality and customer loyalty

SYS-DAT GROUP | **CLOSING REMARKS**

- § **The ICT market is growing and delivering innovation** that will be disruptive for several decades
- § **Top Management Team** has an in-depth **knowledge of IT market, M&A and corporate finance**
- § **Organic growth is largely predictable**, thanks to recurring sales and repeatable services
- § **Inorganic growth** is proving to be successful and **opens new markets and technologies**
- § The company has **healthy financials** with strong EBITDA margin and Cash flow generation
- § Proceeds from the IPO will further accelerate the organic and inorganic business

