



2022-02-08

Q4 update and year end report 2021

Exsitec Holding AB



Johan Kallblad, CEO

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Quarterly Report - Q4 2021

Our business

Financials Q4

Highlights

Priorities

Questions?
ir@exsitec.se

**We help medium sized businesses use digital tools
to improve their operations**

Our approach

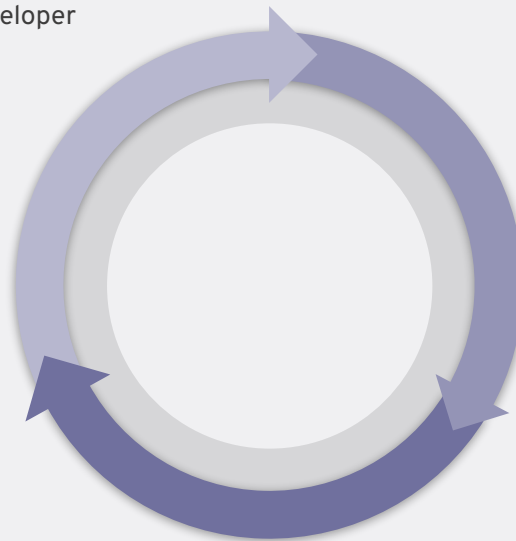
- Select the right software
- Make it work in the customer's business
- Take care of the customer over time
- Land and expand business model

Software Selection

Curated selection of relevant cloud solutions sold through a revenue share model with SW developer

Customer Success

Integrations between software components and professional services needed for successful deployment



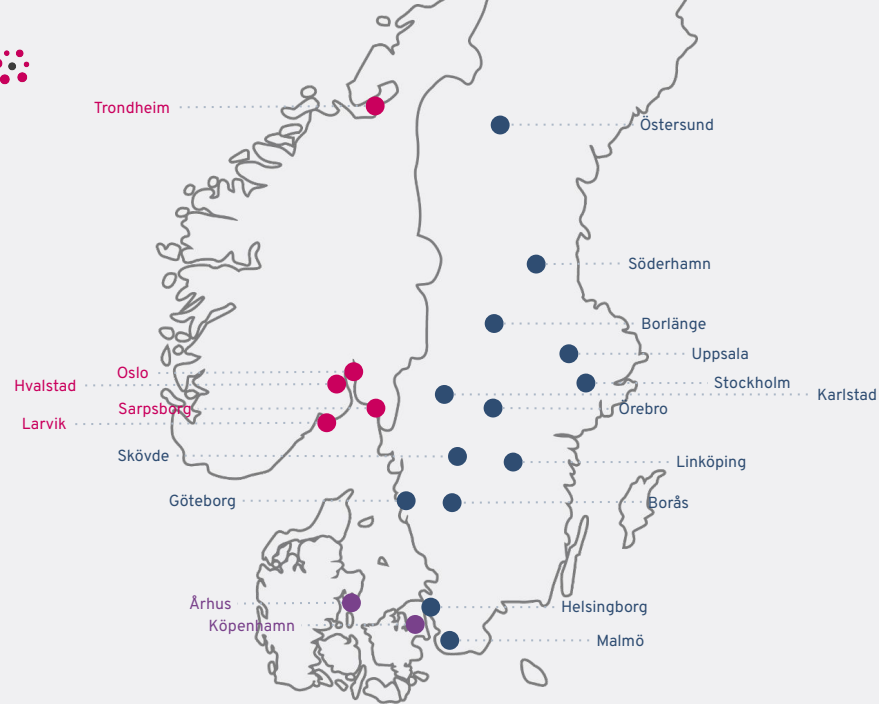
Long term Support

Single point of contact over time for all delivered components

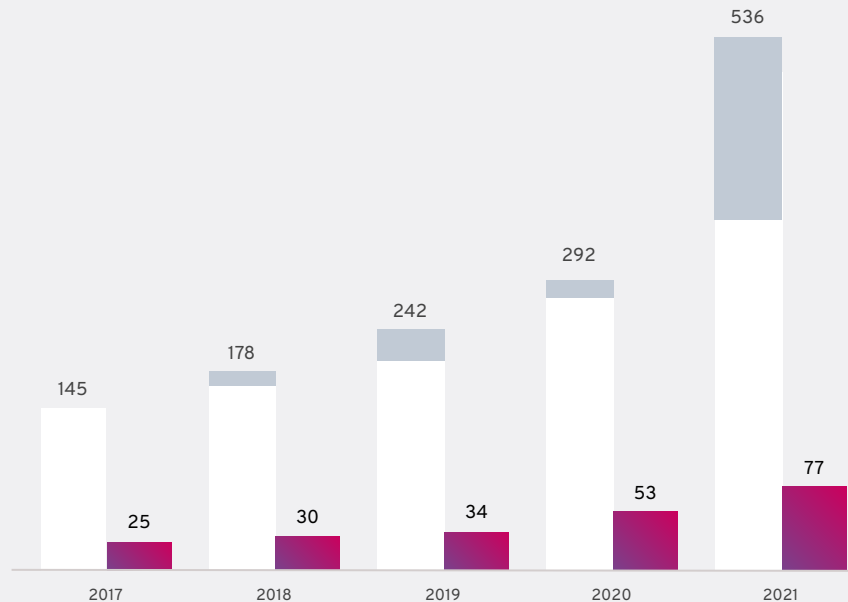


Main software partners





475 employees
in Sweden, Denmark and Norway





UTSEDDA AV
STUDENTER



We aspire to be a place where our people grow through challenges while maintaining trust and a healthy work life. We invest a lot in trainee-programs and internal development



Quarterly Report - Q4 2021

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Financials Q4

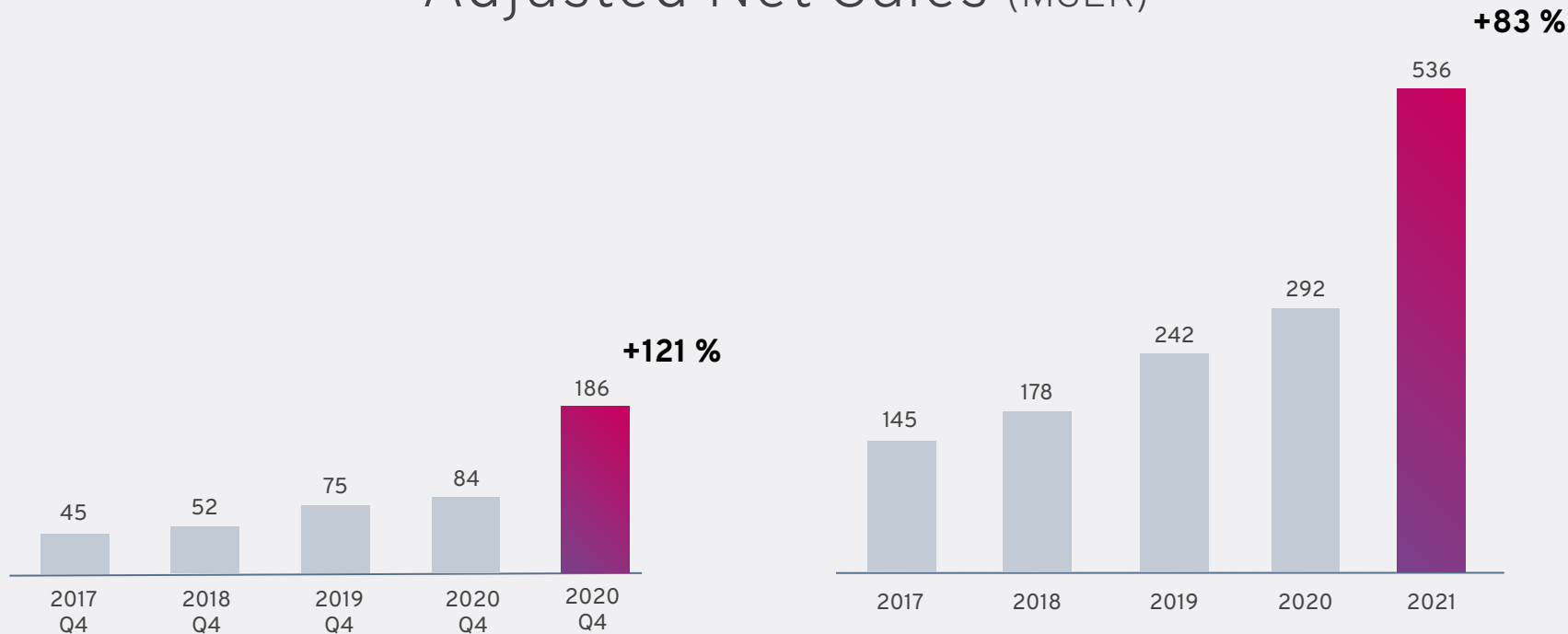
Highlights

Priorities

Questions?
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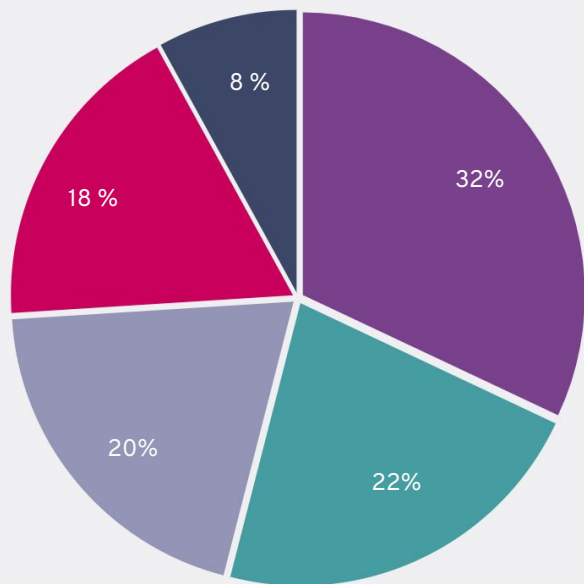
Adjusted Net Sales (MSEK)



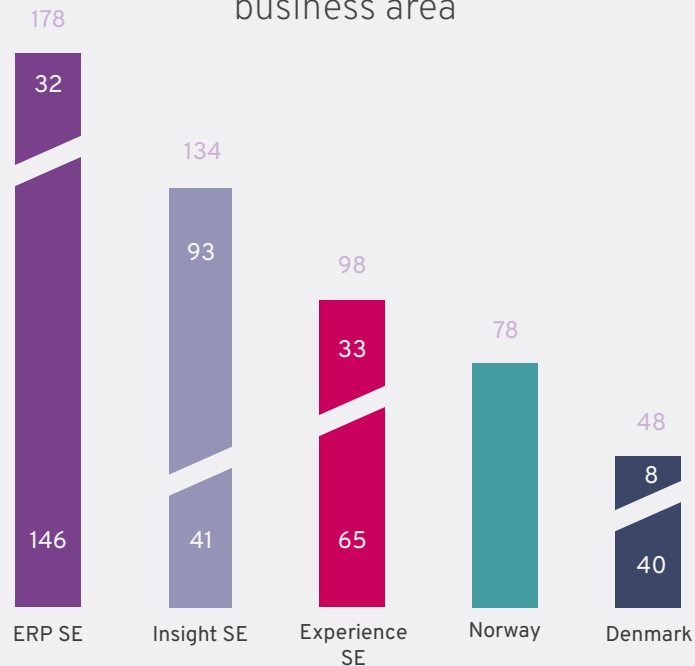


Our Business Areas

Revenue split Q4

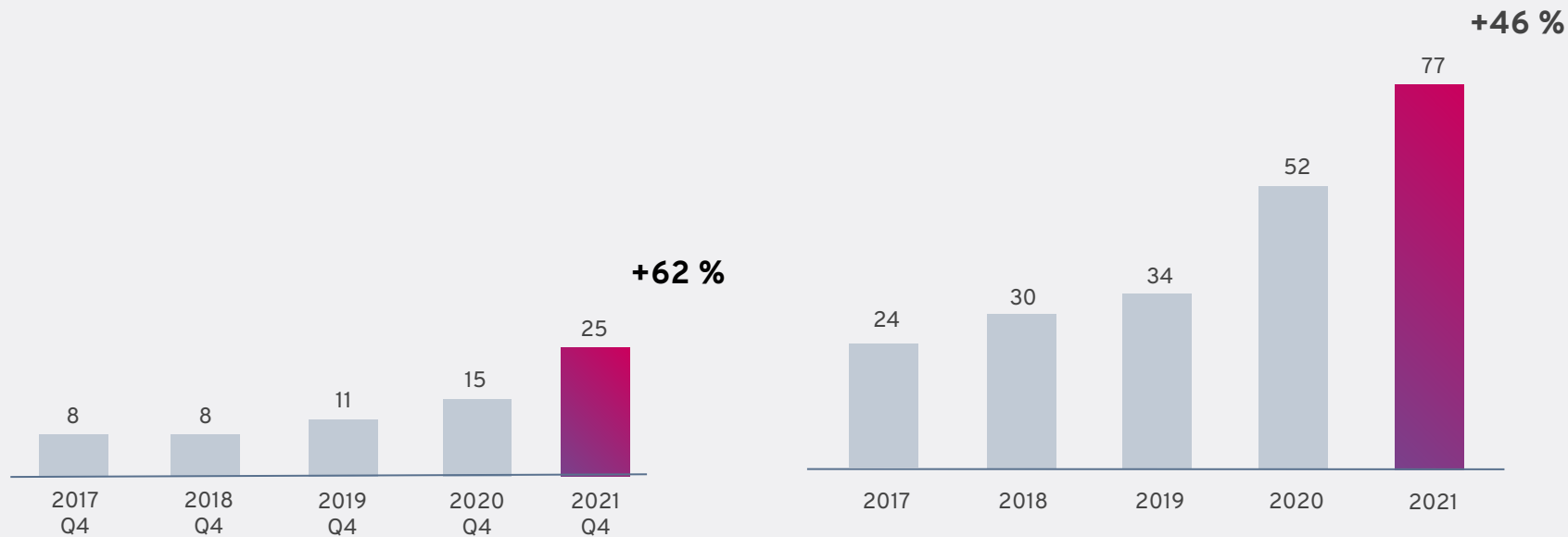


Revenue and Growth 2021 per business area





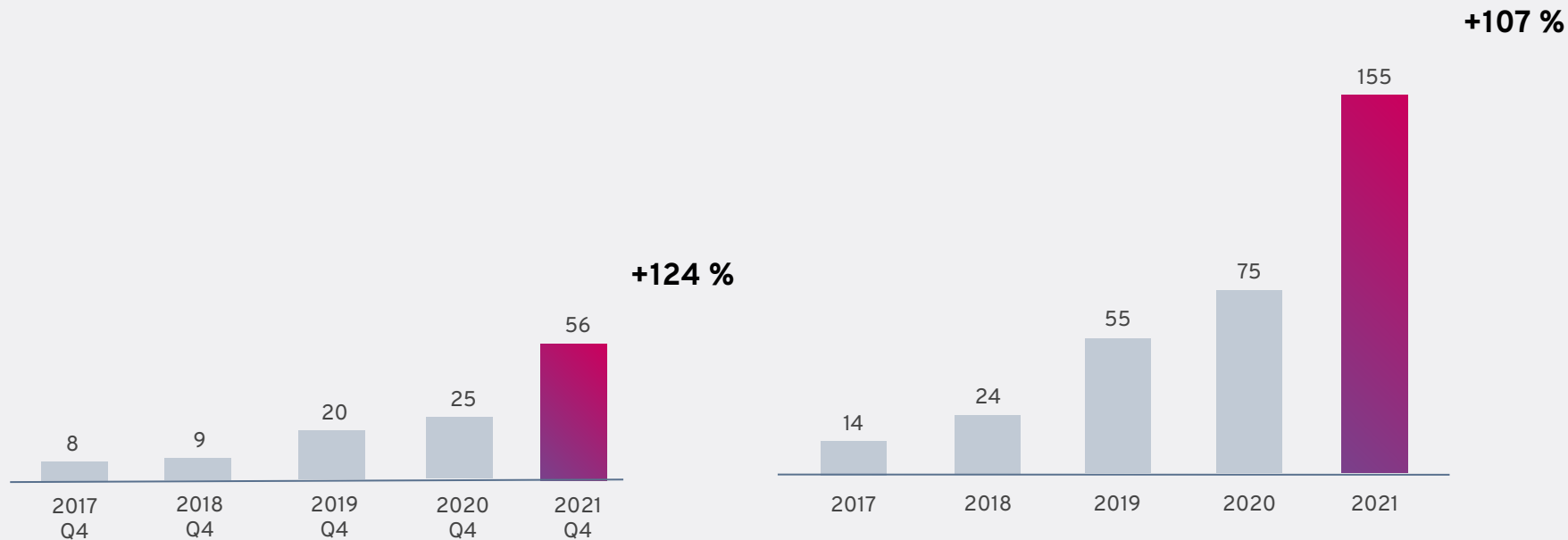
Adjusted EBITA (MSEK)





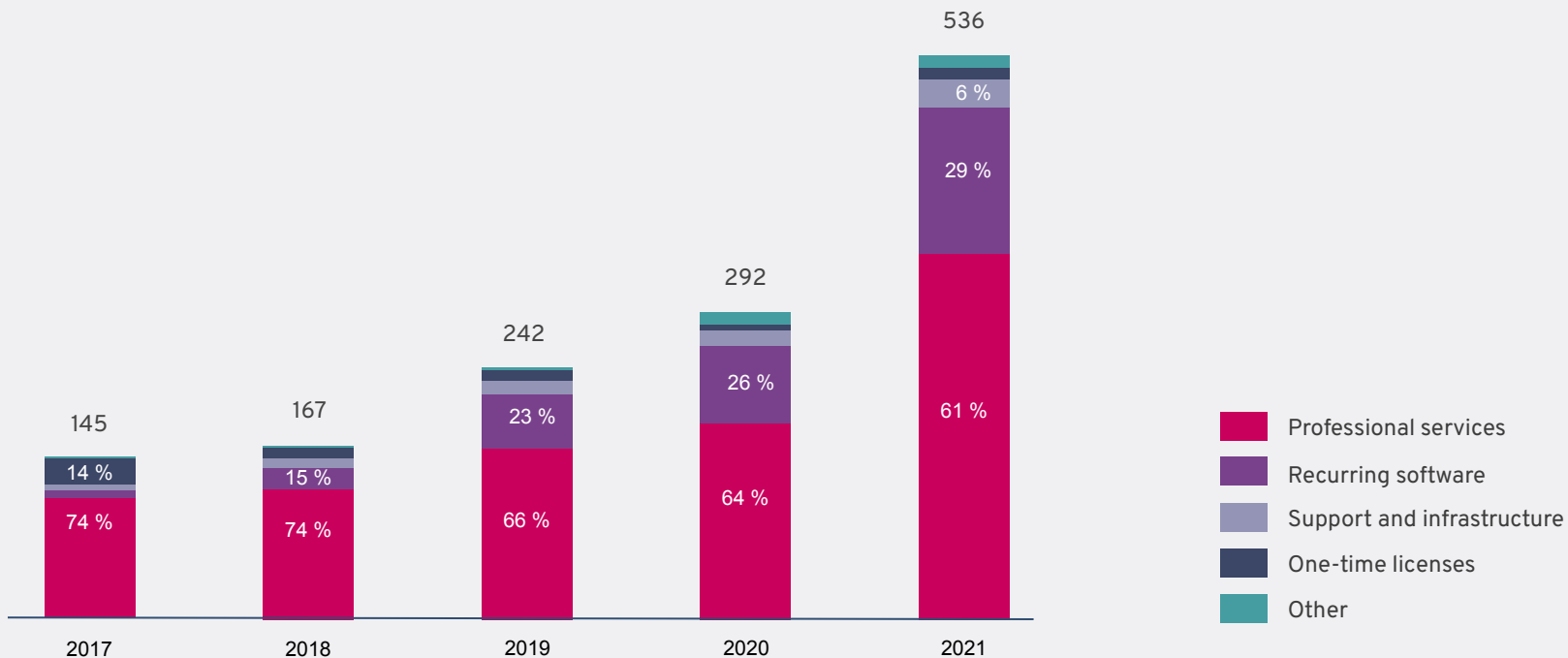
Recurring software revenue (MSEK)

Revenue from software is booked on invoicing when < 1 year





Revenue breakdown





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Financials Q4

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2021 – a year of growth



Acquisitions



Organic Sales & Recruiting



Recurring Revenues

Fun but challenging:

- internal systems,
- keeping up with demand,
- keeping staff and customers happy



Acquisitions

M&A objective is to in a financially viable manor adding a repeat customer base with the potential to benefit from our larger offering, or adding competence that can benefit our customers.

January



Market leader in Qlik and Planacy in Sweden

Revenue: 80 Msek
Ebitda: 20 %
Recurring rev.: 30 %
EV/EBITDA: 7,4

April



Experts in e-commerce and digitization

Revenue: 32 Msek
EBITDA: 17 %
Recurring rev.: -
EV/EBITDA: 5,9

June



Biggest partner to Visma Software in Norway

Revenue: 125 Mnok
Ebitda: 8 %
Recurring rev.: 50 %
EV/EBITDA: 11,0

October



Second biggest Visma.net provider & experts in managed infrastructure

Revenue: 50 Msek
Ebitda: 14 %
Recurring rev.: 30 %
EV/EBITDA: 8,7



EXISTING
CUSTOMERS

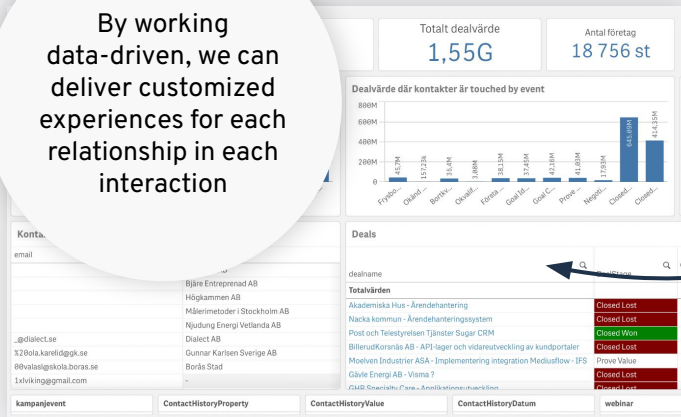
NEW
CONTACTS

ATTRACT

ENGAGE

DELIGHT

By working
data-driven, we can
deliver customized
experiences for each
relationship in each
interaction



Vad är Den Moderna Ekonomiavdelningen?

Den Moderna Ekonomiavdelningen är ett återkommande och uppskattat event för ekonomer, av ekonomer. Vårens event kommer att handla om digitalisering för tillväxt och under eventet kommer vi att titta närmare på vilka aktiviteter på ekonomiavdelningen, som genom digitalisering, kan bidra till ökat tillväxt. Eventet är kostnadsfritt, sänds online två gånger om året och produceras av Exsitec.

Inspireras med
Ekonomibloggen



Vad krävs av
ekonomiavdelningen för att
bli framgångsrik?



Årsboksut
ekonomiavdelningen
Jul i all ära men den stress som
julkappshandling och högre
belastning på sin arbetsplats
kan...



Tecken på att ni behöver en
ny budgetlösning
Kanske känner du igen dig i de
tre vanliga utmaningarna vi tar upp
som gör processen manuell...

We focus on sharing
our knowledge and
inspire our audience.
One of last years
campaigns
influenced over
5000 CFOs &
controllers

1. Hur många omkostnadsfakturer har ni per år?

Omkostnadsfakturer är de som inte är kopplade till någon inköpsorder
15 000 st per år



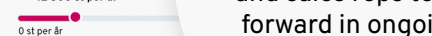
1.1. Hur lång tid tar det att hantera en omkostnadsfaktura?

Erfarenhetsmässigt tar det ca 15 minuter för en kund att hantera en omkostnadsfaktura.
Här kan du läsa vilka aktiviteter vi inkluderar i omkostnadsfaktura
<https://www.exsitec.se/roi-mediusflow/>



2. Hur många varufakturer har ni per år?

Varufakturer är fakturer som går till en kund (ofta) har ett inköpsordernummer
12 500 st per år



2.1. Hur lång tid tar det att hantera en varufaktura?

Erfarenhetsmässigt från våra kunder tar det ca 15 minuter för en kund att hantera en varufaktura.
Här kan du läsa vilka aktiviteter vi inkluderar i varufaktura

Interactive tools help
our target group to
gather information
and sales reps to go
forward in ongoing
processes

Total tid spenderat på
omkostnadsfakturer per år
2 000 h

Total tid på varufakturer per år
2 708 h

Kostnad för er hantering av
omkostnadsfakturer
100 000 SEK/år

Kostnad för er hantering av varufakturer
150 000 SEK/år

Kostnad för er hantering av varufakturer
150 000 SEK/år

LA HÄR & SE ER MÖJLIGA
BESPARING

resultatet direkt på skärmen



Growth in recurring revenues



**New sales with
SaaS-licence models**



**Cross Sales on a larger
customer base**



**Vendor driven transition to
SaaS models on existing
implementations**



**Expanding scope of our
responsibility with
packaged support and
infrastructure**



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BUSINESS PRIORITIES

Increase number of offerings per customer

Simplify the investment in another software with out of the box integrations and support

Invest in sales, marketing and talent development

Continue to grow through trainee program, develop new sales people and leaders

Continue selective M&A

Adding new offerings and add customer base for growth



M&A logic for us is about adding customer base or adding offerings / competence

- New customers who can benefit from our current offering
- A better offering for our existing customers

CUSTOMER

OFFERING

Market &
Sales

People &
Competence

Internal
processes

A certain degree of integration is necessary to create long term values - in the short term it can cost a bit more but in the long run it will add value



FINANCIAL GOAL

Turnover of > 1 000 MSEK with 20% EBITA-margin in the period 2023-2025

Should be attainable by increasing share of recurring revenue, keeping up investing in sales and marketing for organic growth while channeling cash flow into acquisitions.



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