



MAPS
SHARING KNOWLEDGE

SMART INNOVATIVE Investor day – IRTOP

April 2021

MAPS OVERVIEW

MARKET NEEDS

In this digital era, each company can access huge quantities of data: the challenge for Maps is **extracting business value from such data**.

WHAT WE DO

We develop **software solutions** that help our customers to take better decisions based on the evidences that come from data, that is to become data driven companies.

WHO WE ARE

We are a group of **highly qualified people** that share the same vision. More than 70% of the employees have a university degree.

MARKET

Digital Transformation of companies is what we support. Experts state that the **Digital Transformation Market** has been growing with a CAGR of 20% and Covid emergency will further push companies in their transformation path in the coming years.

CUSTOMERS

Our customers are **loyal** and they are **leaders** in their sectors

GOALS ACHIEVED IN 2017-2020



Strong increase in REVENUES

CAGR: +16%

2020: €17.9 mln
2017: €11.6 mln

PROFITABILITY

EBITDA CAGR: +33%

2020: €3.4 mln (19%)
2017: €1.5 mln (13%)

Proprietary SW PRODUCTS

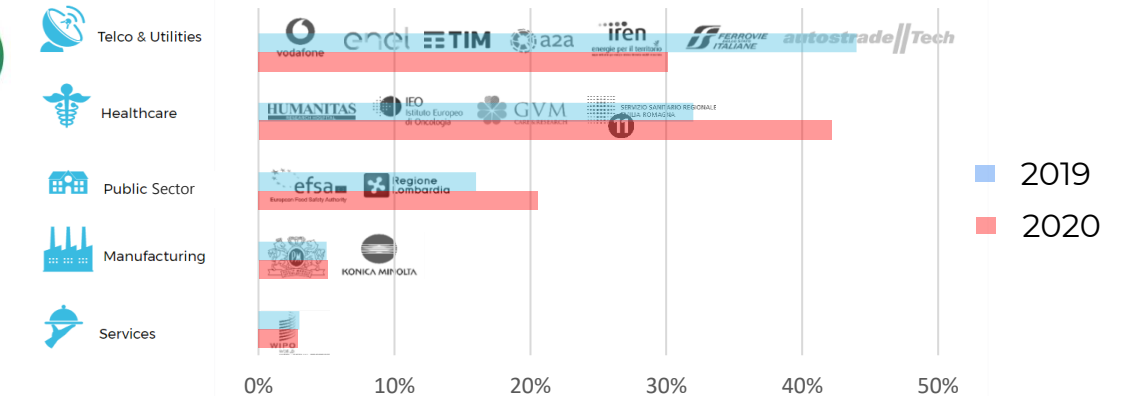
CAGR: +47% (Pro-Forma: 52%)

2020: €9,11 mln (53%^(*))
2020 ProForma: €10 mln (56%^(*))
2017: €2,87 mln (25%^(*))

RECURRENT FEES

CAGR: +31% (Pro-Forma: 36%)

2020: €4,81 mln (28%^(*))
2020 ProForma: €5,50 mln (31%^(*))
2017: €2,16 mln (19%^(*))

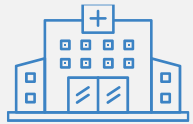


We are leader in the Italian market for Patient Journey

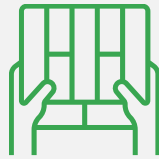
(end-to-end patient relationship management)
More than 1,300 installations (1,000 in 2019)
More than **20 million patient accesses per year**

(*) On characteristic Revenues

OFFER



- Hospitals and health organizations will optimize their patient relationship systems introducing innovative solutions
- Hospitals will improve clinical processes through new technology tools
- Healthcare organization models will be reshaped using a data-driven approach
- Insurance companies will offer new services leveraging their relationship and information assets



- Digitalisation of grids, green deals, growing electrification of energy sources (e.g., e-Vehicles) are the forces that will enable new business models, and drive the digital revolution of the energy sector
- Enhancing customer involvement with new purchase experiences, that are truly personalised and engaging



Corporations are realising that the value that they generate is not confined to their economic performances. A new approach to understand and fully account for the societal value of their achievements will become increasingly relevant

ECONOMIC AND FINANCIAL RESULTS

€/1,000	2020	2019
Total Revenues	17,930	17,029
Internally generated fixed assets	1,688	1,593
Production value	19,618	18,623
Operating Costs	(16,213)	(14,835)
EBITDA	3,405	3,788
Amortization&Depreciation	(2,273)	(1,746)
Not recurring Costs	(295)	(92)
EBIT	837	1,950
Financial management & Subsidiaries	329	553
EBT	1,166	2,503
Tax	(151)	(533)
Net Profit	1,014	1,970

Includes IPO tax benefits (€0.48mIn)

Higher sales and support costs, to support subsequent years growth

€0.64mIn: IFRS16 adoption

Includes value adjustment of Call option on Maps Healthcare (€0.43mIn)

TOTAL REVENUES

€17.9mIn

+5,3%

RECURRENT REVENUES FROM FEES

on Characteristic Revenues

28% (Pro-Forma: **31%**)

2019: 22%

EBITDA

€3.40mIn

EBITDA margin: 19%

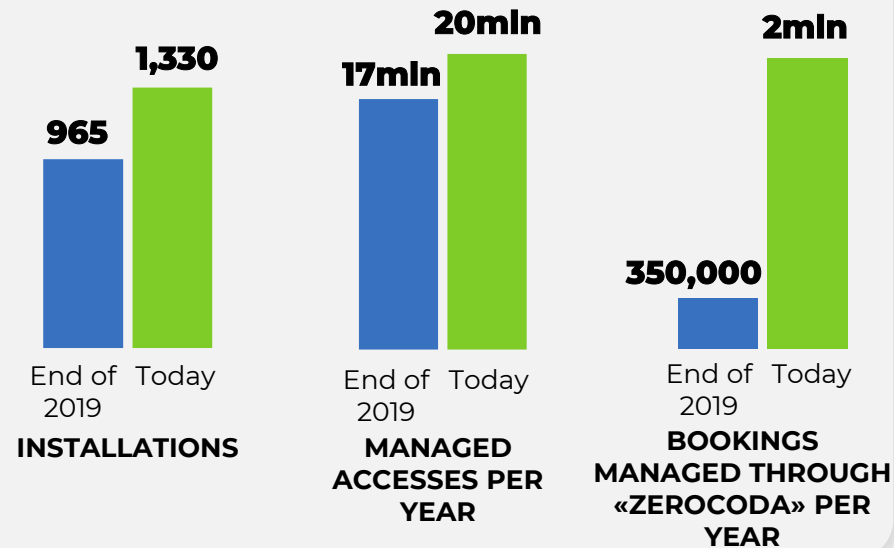
Great performance of Maps Group proprietary solutions

With positive impact on:

- **REVENUE MIX**
- **FUTURE PROFITABILITY**

Healthcare

Patient Journey



Gzoom

Value Governance

RECURRENT FEES 2020
+43%
Compared to 2019

Roialty-Zerocoda

It personalizes the customer experience and manages point-of-sale waiting queue

WEEKLY BOOKINGS IN THE FIRST MONTH
3,000+

PROPRIETARY SOLUTIONS' REVENUES

€10mln (ProForma)

2017: €2.87mln

PROPRIETARY SOLUTIONS' CAGR

2017-2020

47% (ProForma: 52%)

PROPRIETARY SOLUTIONS' INCIDENCE

on Characteristic Revenues

53% (ProForma: 56%)

2017: 25%

M&A

The background features a series of smooth, flowing, and overlapping lines in shades of light blue and white, creating a sense of movement and depth. The lines are most prominent on the right side, where they curve and loop, while the left side is more open and less defined.



June 2020

Increased participation in Maps Healthcare (Maps Group holding in the Healthcare market) **from 70% to 92%**



WHY:

- TO BOOST THE MAPS PRESENCE IN THE HEALTHCARE MARKET (WHICH WE CONSIDER A STRATEGIC AREA), THROUGH STRONGER GOVERNANCE AND AN IMPROVED ABILITY TO SEIZE STRATEGIC OPPORTUNITIES



September 2020

«Micuro» innovative start-up was founded (Maps Healthcare participation: 70%)



WHY:

TO ENTER INSURTECH BUSINESS AREA:

We respond to a relevant insurance companies new need: to provide innovative healthcare services

STRONG SYNERGIES

WITH OUR PATIENT JOURNEY OFFER:

we will leverage our strong expertise in managing digital and physical patient accesses to healthcare services



September 2020

SCS Computers 100% acquisition



WHY:

TO BOOST MAPS PRESENCE IN THE HEALTHCARE MARKET (WHICH WE CONSIDER A STRATEGIC AREA):

TRANSACTION

- PRICE: €4.04MLN
- PAYMENT IN 2 TRANCHES:
 - €2.54MLN AT DEAL CLOSING
 - €1.5MLN IN 2025 (5 YEARS FROM DEAL CLOSING)

EXPANDING OUR OFFER PORTFOLIO WITH PRODUCTS AND SERVICES IN CLINICAL AREA



- **Focalization**
 - Analysis Lab, Emergency, Pathological Anatomy
 - High quality proprietary solutions
 - Functional coverage, user experience
- **Excellent economic and financial performance**
 - 2019 Revenue: €1.6mln
 - 2019 EBITDA margin: 34%
 - 2019 NFP: 500k€ cash
 - At deal closing NFP: 700k€ cash
- **Business Model based on proprietary solutions**
 - High recurring revenues (recurring fees: 47%)
 - Long term contracts (i.e. 7 years contract with Regione Marche)
 - Loyal customers (both public and private)

The background features a complex, abstract pattern of overlapping, semi-transparent white and light blue lines. These lines form a series of interconnected loops and swirls, creating a sense of movement and depth. The overall color palette is a soft, monochromatic light blue with white highlights.

STRATEGY

WE SUPPORT OUR CUSTOMERS IN
THEIR PROCESSES OF

DIGITAL TRANSFORMATION



- OFFERING **SOLUTIONS** THAT:
- EXTRACT VALUE FORM **DATA**
 - HELP CREATE **NEW BUSINESS MODELS**

IMPROVE OUR CURRENT SOLUTION MARKET PENETRATION

- **Healthcare**
 - Fully leverage the ongoing sales opportunities increase of our offer lines
 - Cross selling with SCS offer lines
- Boost our presence in **Energy** sector, leveraging on the new European rules on flexibility as a sales opportunity
- Strengthen our Value Governance offer line leadership in **Public Sector**
- Royalty-ZeroCoda (new customer management in the **Retail** sector, compliant to COVID-19 constraints):POCs (Proof Of Concept) should be converted into steady recurrent revenues

DEVELOP NEW SOFTWARE SOLUTIONS

- Investments to support **Energy** players to introduce new business models
- Development of innovative solutions for healthcare-Insurance sector (Insurtech)
- Fulfill all increasing new market needs detected within the actual Maps Group business areas, through the continuous improvement of current solutions



ACQUIRE COMPANIES THAT MANAGE DATA that Maps can transform into Smart Data, extracting value

- Continuous research of new opportunities
- Nurturing of already established business contacts

