



**MAPS**  
SHARING KNOWLEDGE

**AIM ITALIA CONFERENCE**  
May 2021

## THE CHALLENGE

Nowadays each company can access huge quantities of data: the challenge for Maps is **extracting business value from such data**.

## WHAT WE DO

We develop **solutions** that allow our customers to take better decisions and redesign their business models, leveraging the data.

## SCALABILITY

Our strategy is to deploy each of our proprietary solutions to many customers

## FOCUS

In the Digital Transformation Market we are focusing on **healthcare** and **energy**

In the Healthcare ,we are leader in the Italian market for Patient Journey

- More than 1,300 installations
- More than 20 million patient accesses per year

## GOALS ACHIEVED IN 2017-2020

### REVENUES



### EBITDA



### FREE CASH FLOW

2020: €4.4mln  
2019: €0.7 mln

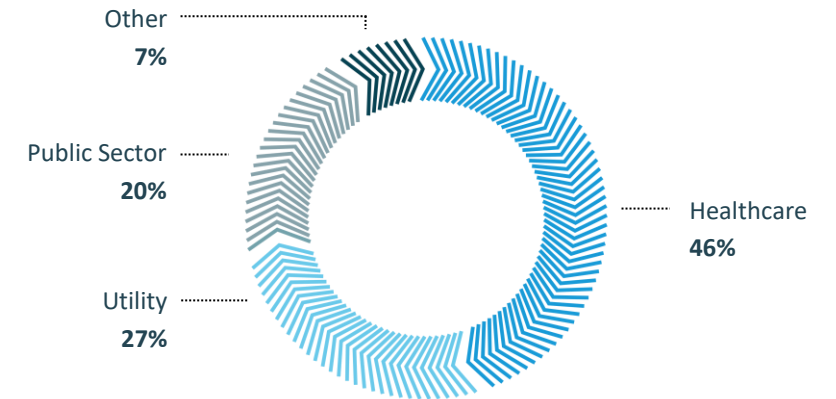
### PROPRIETARY SOLUTIONS<sup>(\*)</sup>



### RECURRENT FEES<sup>(\*)</sup>



## INDUSTRIES



(\*) ProForma characteristic Revenues



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## ADVANTAGES FOR CUSTOMERS

They do not buy technologies and data analysis, but they buy **an existing Maps' solution** for their needs

They can rely on ready available tools **immediately available**. They don't have to wait for an ad-hoc project development



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## ADVANTAGES FOR MAPS

Maps' business model is **scalable** since our proprietary solutions are designed to be deployed as-is to many customers

Customer that invests in a solution choose a long term relationship and becomes a **loyal customer**

Long term relationship based on proprietary solutions leads to **recurrent revenues**

Scalability and loyalty entails efficiency, and hence higher **profitability**

In the markets in which we operate, we have chosen specific digital transformation trends:

- That are solid
- In areas in which digitalisation is progressing steadily and is not yet fully exploited

## 1

### HEALTHCARE

Healthcare organizations will optimize their patient relationship systems introducing innovative solutions.

Healthcare organization models will be reshaped using a data-driven approach.

Hospitals will improve clinical processes through new technology tools.

Insurance companies will offer new services leveraging their relationship and information assets.

## 2

### ENERGY

#### RENEWABLE ENERGY COMMUNITIES

Associations of prosumers are rewarded for the ability of maximising the self-consumption of their own energy production from renewable sources

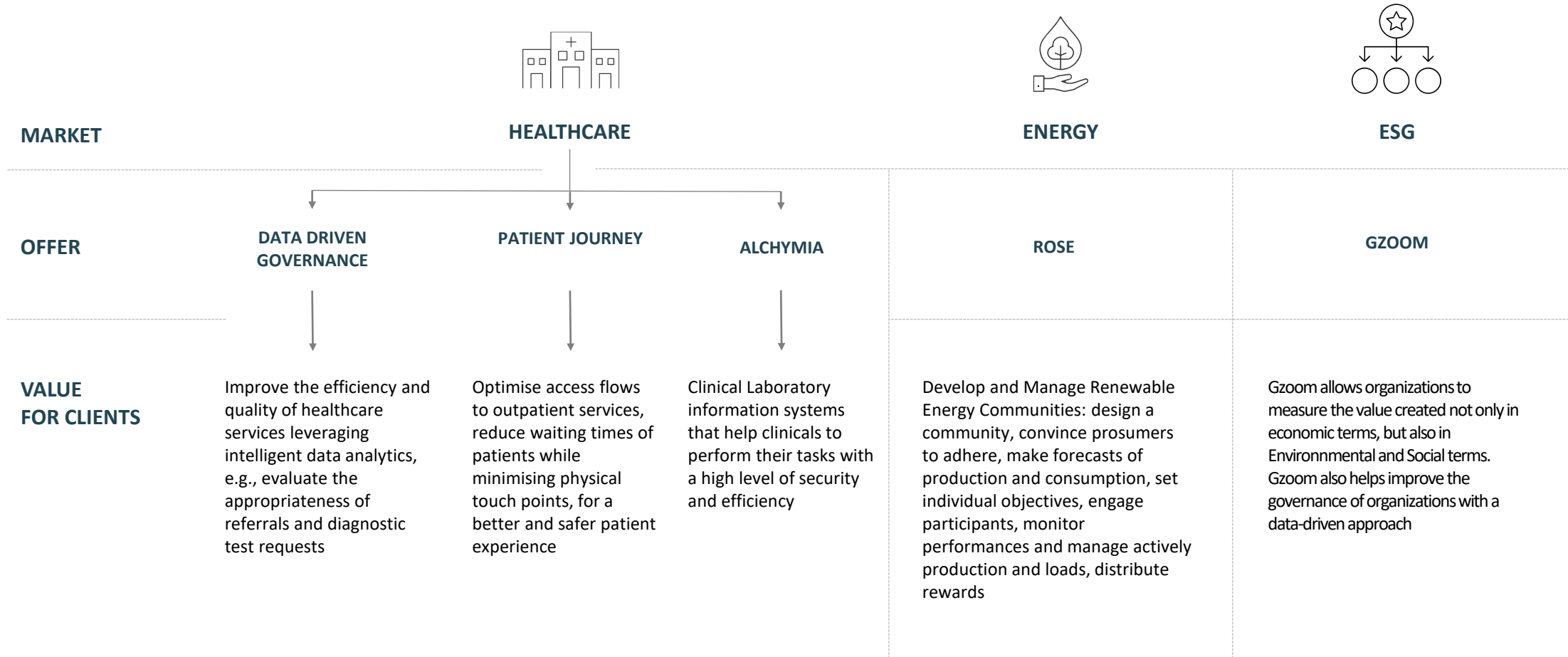
#### PROVISION OF BALANCING SERVICES

Prosumers are rewarded for the capacity of cooperating with the Distribution and the Transmission System Operators to maintain the balance of the energy grid, in a scenario of growing electrification of power distribution, and of growing penetration of distributed intermittent energy production from renewable sources

## 3

### ESG (Environmental Social Governance)

Corporations are realising that the value that they generate is not confined to their economic performances. Their societal objectives and achievements are becoming increasingly relevant.





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## APPROACH

We focus our effort to maximize return of investment

We are concentrated on carefully chosen trends

On these trends our goal is the excellence

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## PEOPLE THAT SHARE THE SAME VISION

Maps' people skills cover all modern technologies and digital paradigms

20 years of experience with top tier customers have taught us how to manage complexity



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## ACHIEVEMENTS

Maps' proprietary solutions are:

Positioned in the premium price segment

Well-known in their business context

Able to extract value from data, even in complex business environment



## ATTITUDE TO CONFRONT WITH LEADERS

We have a long experience dealing with customers that are leaders in their sectors

Maps leveraged this asset to understand market needs

## DEDICATED BUSINESS UNIT

Research & Solutions is a business unit dedicated to developing new solutions, distilling market needs

## APPROACH

Open Innovation

Collaborations and co-investments with market leaders and research centers

**ARTEXE 100% ACQUISITION**

To expand our offer portfolio with solutions in healthcare patient journey

*July 2018*

*June 2019*

**INCREASED PARTICIPATION IN MAPS HEALTHCARE**

(MAPS GROUP HOLDING IN THE HEALTHCARE MARKET) **FROM 70% TO 92%.**

To boost the Maps presence in the healthcare market

*June 2020*

*September 2020*

**SCS COMPUTERS 100% ACQUISITION**

To expand our healthcare offer portfolio with solutions in clinical area.

*October 2020*



**ROIALTY 100% ACQUISITION**

To enter the customer experience business area

**MICURO INNOVATIVE START-UP WAS FOUNDED**

(MAPS HEALTHCARE PARTICIPATION: 70%)

To enter insurtech for healthcare business area





€/1,000	2020	2019
<b>Total Revenues</b>	<b>17,930</b>	<b>17,029</b>
Internally generated fixed assets	1,688	1,593
<b>Production value</b>	<b>19,618</b>	<b>18,623</b>
Operating Costs	(16,213)	(14,835)
<b>EBITDA</b>	<b>3,405</b>	<b>3,788</b>
Amortization&Depreciation	(2,273)	(1,746)
Not recurring Costs	(295)	(92)
<b>EBIT</b>	<b>837</b>	<b>1,950</b>
Financial management 6 Subsidiaries	329	553
<b>EBT</b>	<b>1,166</b>	<b>2,503</b>
Tax	(151)	(533)
<b>Net Profit</b>	<b>1,104</b>	<b>1,907</b>

Includes IPO tax benefits  
(€0.48mIn)

Higher sales and support costs, to  
support subsequent years growth

€0.64mIn: IFRS16 adoption

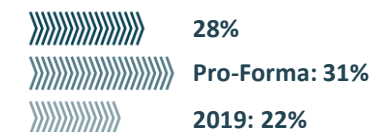
Includes value adjustment of Call  
option on Maps Healthcare  
(€0.43mIn)

## TOTAL REVENUES



## RECURRENT REVENUES FROM FEES

On characteristic revenues



## EBITDA





€/1,000	2020	2019
<b>Fixed Assets</b>	<b>15,880</b>	<b>10,307</b>
Inventory	3,469	4,139
Receivables	7,404	6,043
Payables	(2,092)	1,874)
<b>Operating Working Capital</b>	<b>8,780</b>	<b>8,309</b>
Other current assets & liability	(1,774)	(1,342)
<b>Net Working Capital</b>	<b>7,006</b>	<b>6,966</b>
Total funds	(4,685)	(3,640)
<b>Net Capital Invested</b>	<b>18,201</b>	<b>13,814</b>
<b>Shareholder's Equity</b>	<b>11,193</b>	<b>9,370</b>
Long term debt	11,541	6,669
Short term debt	2,642	1,605
Cash	(7,175)	(3,830)
<b>Net Financial Position</b>	<b>7,008</b>	<b>4,444</b>
<b>Total resources of financing</b>	<b>18,201</b>	<b>13,814</b>

€8,4mln: Goodwill  
 €3,7mln: Proprietary SW solutions  
 €3.8mln: Tangible assets  
 (IFRS16 adoption:  
 €3.6mln)

€6,8mln: Long term loan  
 €1.3mln: Call option on  
 Maps Healthcare  
 €2.6mln: Vendor Loan  
 €3.6mln: IFRS16 adoption

**EQUITY**  
**€11.2mln**

2019: €9.4mln

**NFP**  
**€7.0mln**

2019: €4.4mln

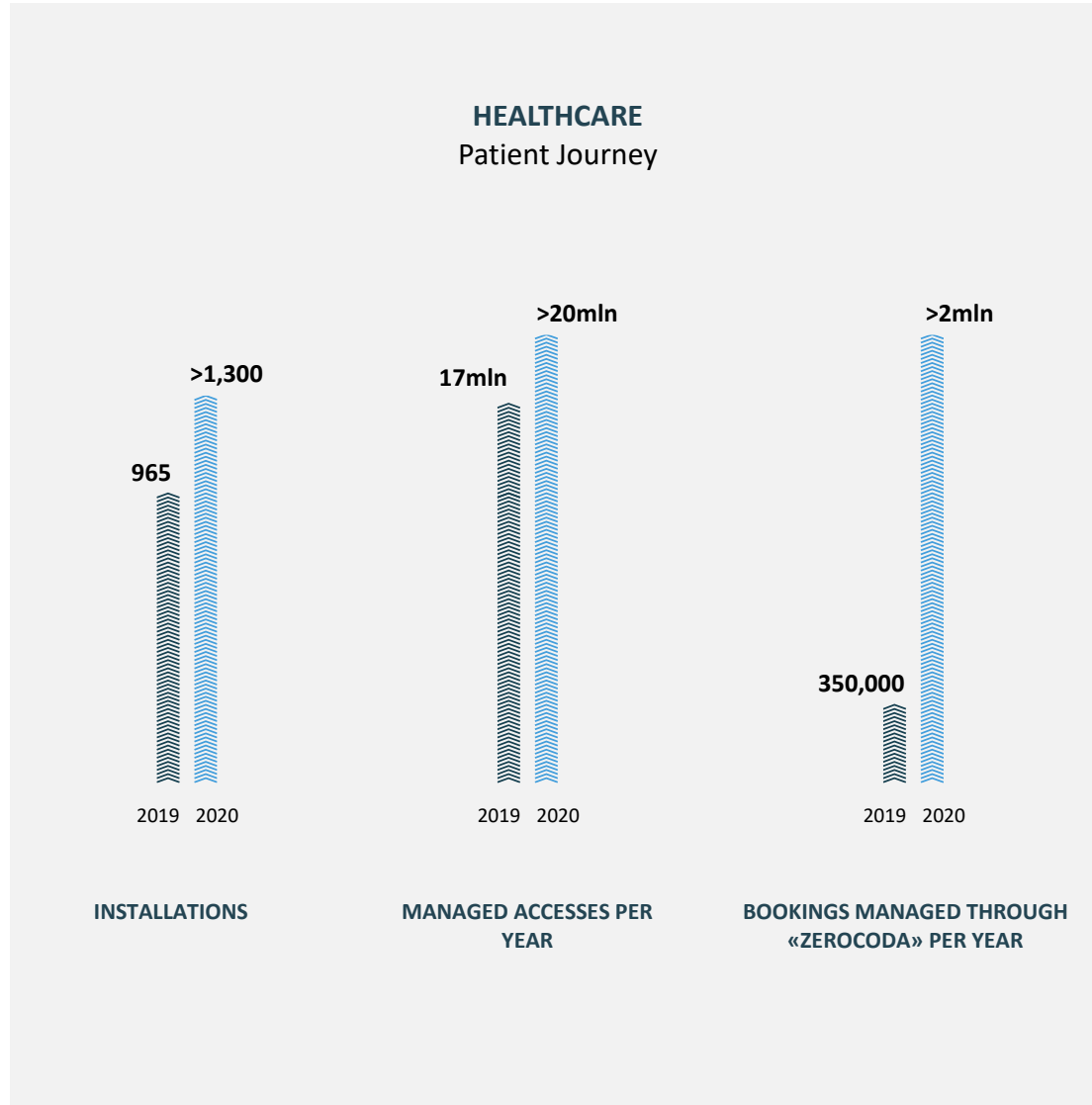
**CASH**  
**€7.2mln**

2019: €3.8mln

## GREAT PERFORMANCE OF MAPS GROUP PROPRIETARY SOLUTIONS

With positive impact on:

- **Recurrent revenues:** Proprietary solutions drive recurring fees
- **Future profitability:** Recurrent fees profitability increases as time progresses due to efficiency and economies of scale



## GZOOM ESG

### REVENUE 2020

**+29%**

Compared to 2019

### RECURRENT FEES 2020

**+43%**

Compared to 2019

## PROPRIETARY SOLUTIONS' REVENUES

**€10mln**

2017: €2.87mln

## RECURRENT FEES

**€5,5mln**

2017: €2.16mln

## PROPRIETARY SOLUTIONS' CAGR

2017 - 2020

**52%**

## RECURRENT FEES' CAGR

2017 - 2020

**36%**

## PROPRIETARY SOLUTIONS' INCIDENCE on Characteristic Revenues

**56%**

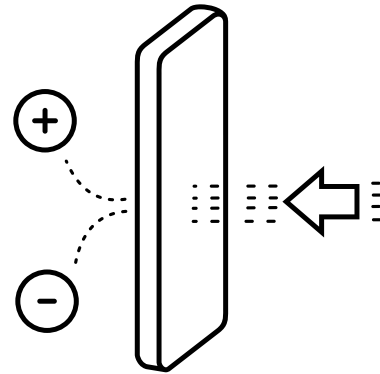
2017: 25%

## RECURRENT FEES' INCIDENCE on Characteristic Revenues

**31%**

2017: 19%

WE SUPPORT OUR CUSTOMERS IN THEIR PROCESSES OF  
**DIGITAL TRANSFORMATION**



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

## ACQUIRE COMPANIES FOCUSING ON HEALTHCARE AND ENERGY

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

## IMPROVE OUR CURRENT SOLUTION MARKET PENETRATION

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- 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 ESG Business Area

## DEVELOP NEW SOFTWARE SOLUTIONS

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- Investments to support Energy players to introduce new business models
- Development of innovative solutions for Healthcare
- Fulfill new market needs detected within the actual Maps Group business areas, through the continuous improvement of current solutions