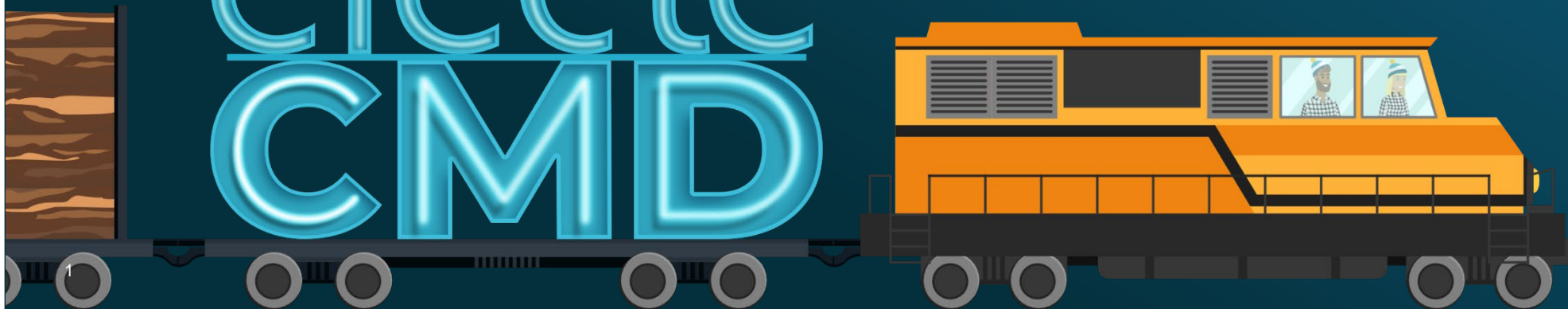


Capital Markets Day 2022

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FORWARD LOOKING STATEMENTS

Certain sections of this presentation contain forward looking statements based on the Company's current expectations estimates projections and assumptions.

Words such as forecasts estimates expects plans and variations of these words and similar expressions are intended to identify forward looking statements which include but are not limited to, the Company's performance and profitability market growth and industry developments.

These statements involve certain risks and uncertainties which are difficult to predict and therefore actual future results and trends may differ materially from what is forecast in forward looking statements. The Company undertakes to update such statements with respect to new information and future events only within the limits of its statutory obligation to disclose information.



Agenda

- 01** Niilo Fredrikson, CEO: The Leading European Alternative
 - Taru Mäkinen: CFO view: Landing our previous strategy
- 02** Santeri Jussila, CPO: Efecte product vision
- 03** Steffan Schumacher, COO: Three proven engines of growth
- 04** Niilo Fredrikson, CEO: Recap and closing
- 05** Q&A



NIILO FREDRIKSON
CEO

The Leading European Alternative

Niilo Fredrikson, CEO

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Our key messages



We have raised our ambition to become the Leading European Alternative in our space.



We have the best product for the European midmarket and public sector.



We will grow based on our three proven engines of growth.

Where we've come from

2017

2018

2019

2020

2021

2022



Listing to Nasdaq
First North

Where we've come from



Investments in international growth

2017

2018

2019

2020

2021

2022



Listing to Nasdaq
First North

Where we've come from



Investments in international growth

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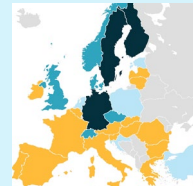
2020

2021

2022



Listing to Nasdaq First North

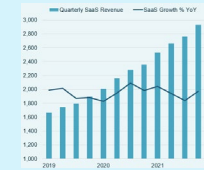


Partner program launched to expand reach

Where we've come from



Investments in international growth



ARR 10 MEUR
EBIT break-even

2017

2018

2019

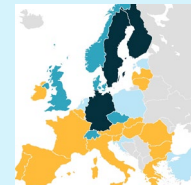
2020

2021

2022



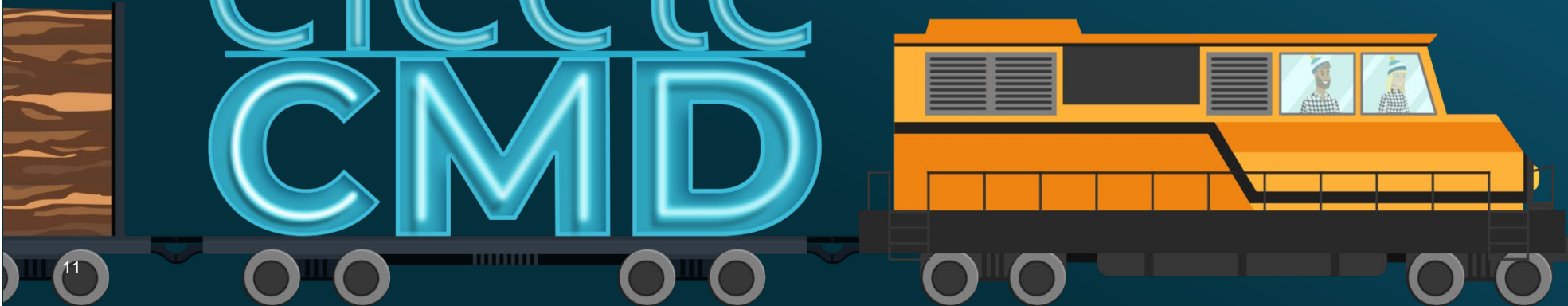
Listing to Nasdaq
First North



Partner program launched
to expand reach

CFO view: landing our previous strategy

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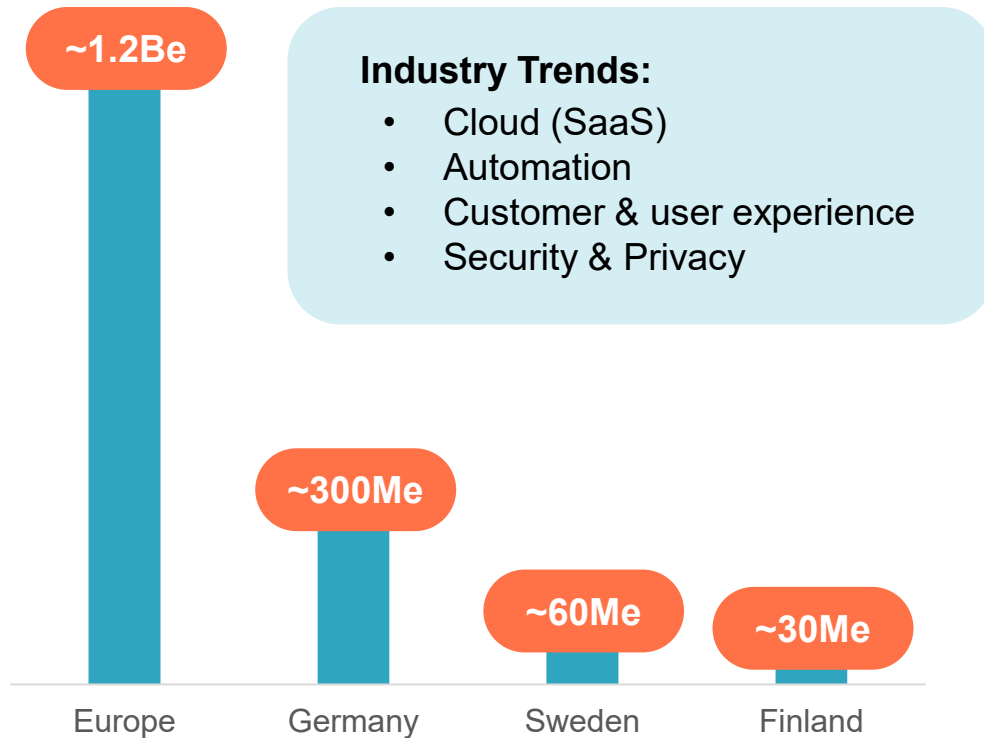
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Efecte Cloud-based Service Management

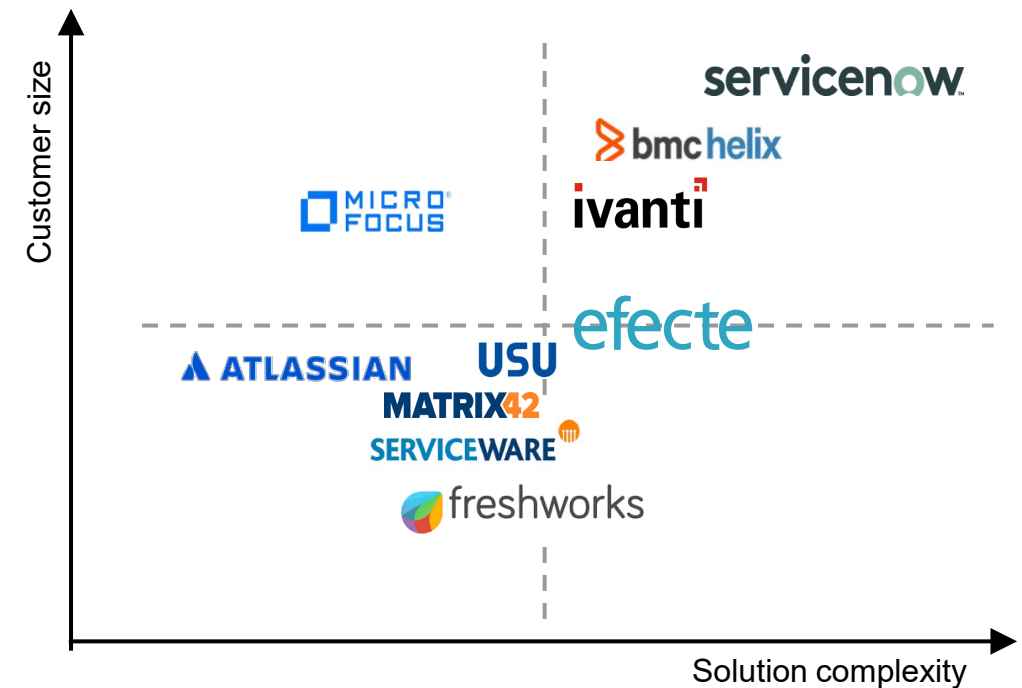


ITSM market in Europe today

01 Cloud ITSM market size* and trends today

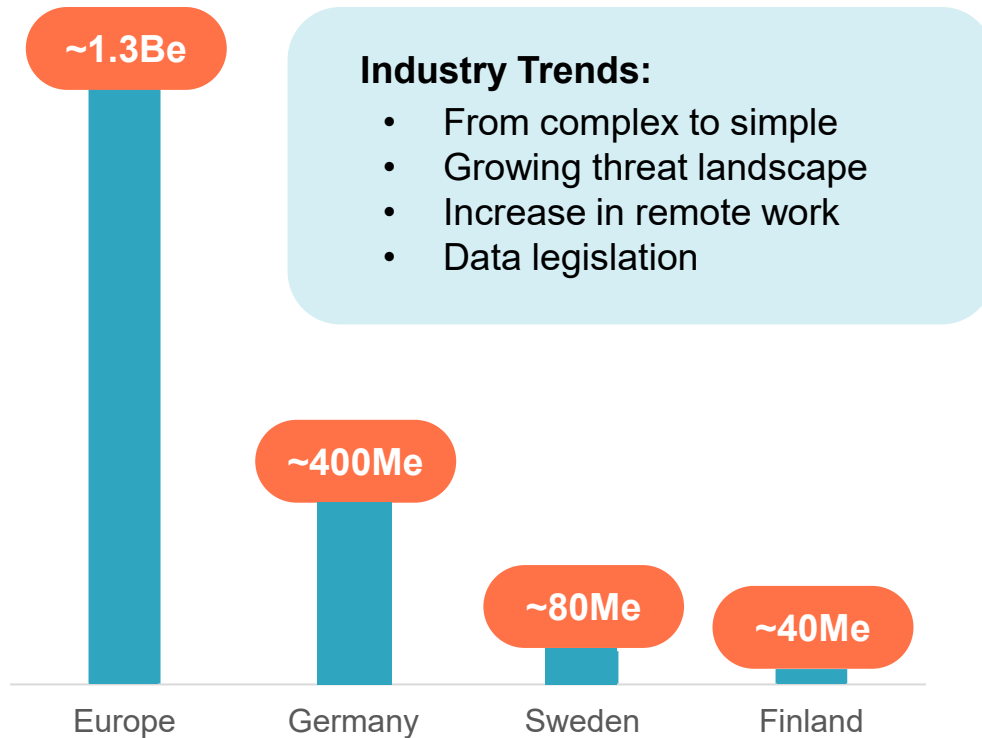


02 ITSM market main players



IGA market in Europe today

01 IGA market size* and trends today

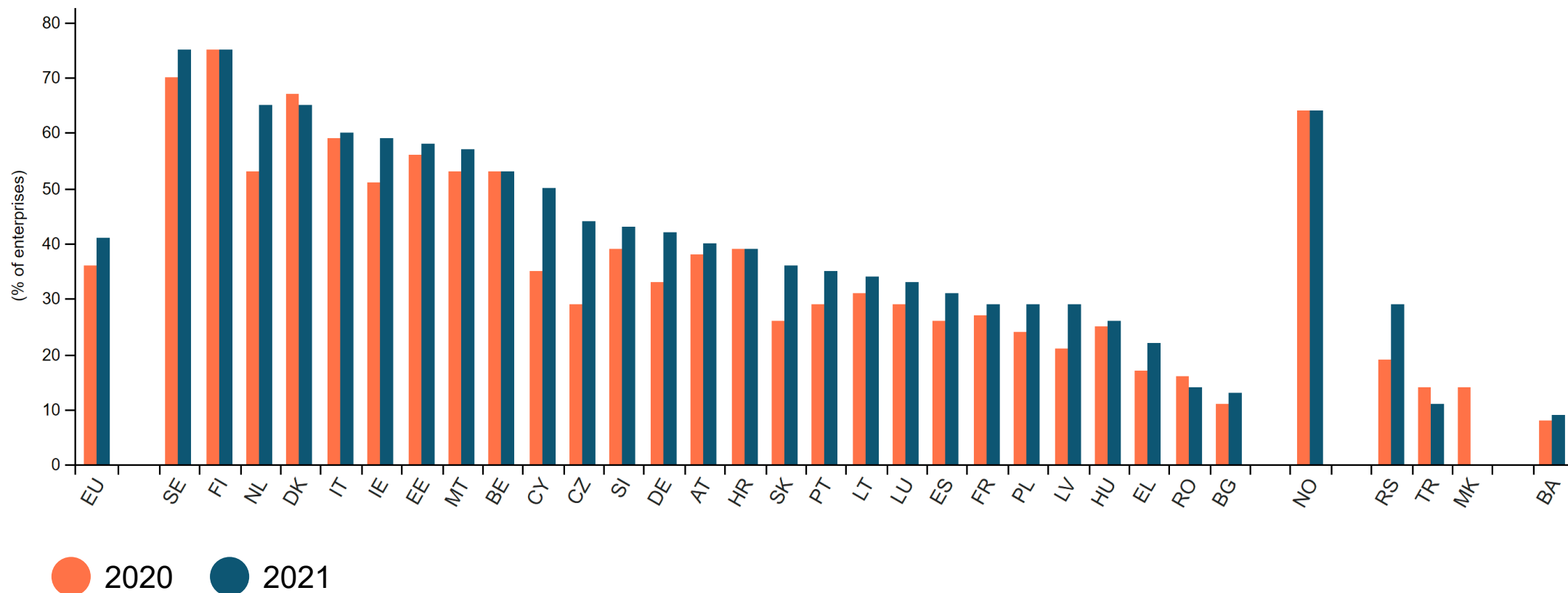


02 IGA market main players



Cloud adoption in Europe

Use of cloud computing services, 2020 and 2021



(1) Data for 2021: not available yet.

Our thinking process



The market opportunity is there



We have a proven model for growth and a competitive product



It makes sense to invest in growth



We have updated our mission, vision and strategy to fully capitalize on the opportunity



Our mission

We help people to **digitalize and automate** their work.



What it means

We develop and offer a service management platform that is agile, a joy to use, and fits your budget.

Our culture drives five-star experiences for all our customers, partners and employees.

Together, we make it happen.



Service management market positioning

Low-cost / No frills



- Only public cloud
- Limited Configurability
- Instant Deployment
- Freemium model
- Not Core Business



Best for European mid-market
and public sector



- Local Cloud & Team
- Fully Configurable
- Quick to Deploy
- Competitive TCO
- Undisputed Core



Established goliaths



- Limited/costly Local Cloud
- Consultant Configurable
- Enterprise Projects
- Costly Investment
- Defending Position

servicenow®



Our vision

Be the undisputed #1
in Europe:

**The Leading European
Alternative** to the global
goliaths in our space.



What it means

We will lead in:

- Customer and employee satisfaction
- Technology
- Market share

We contribute to a world of sustainable prosperity, happiness and growth, enabled through digitalization and automation



Long-term financial targets

By 2025, grow organically to 35 MEUR total net sales, maintain an average SaaS growth of over 20 % and reach double-digit EBITDA margin.

Through organic growth and acquisitions, become eventually the largest European service management vendor with total net sales over 100 MEUR and EBIT margin exceeding 25 %.



Strategic cornerstones



- Invest in existing and new markets to enable strong organic growth
- Open new direct and partner-led markets in EMEA

Strategic cornerstones



- Invest in existing and new markets to enable strong organic growth
- Open new direct and partner-led markets in EMEA



- Strengthen differentiation and further improve customer experience
- Double down on ITSM, ESM and IGA on single platform

Strategic cornerstones



- Invest in existing and new markets to enable strong organic growth
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- Strengthen differentiation and further improve customer experience
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- Build on our unique people & culture to attract world-class talent
- Create five-star experiences for everybody in the Efecte ecosystem

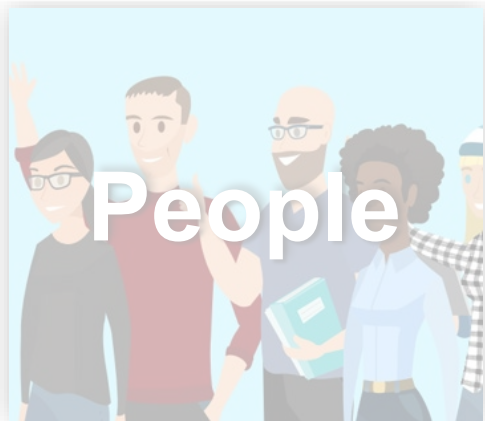
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- Augment technology platform
- Expand market presence through acquisitions

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- Augment technology platform
- Expand market presence through acquisitions

Building on our unique people & culture

Great teams attract great talent

- Create five-star experiences for everybody involved: employees, customers & partners
- Our people & culture will ultimately define our success, also important enabler for acquisitions
- Our values: Trust, Challenge, Respect and Make it happen



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Leadership team with strong background



Niilo Fredrikson
Chief Executive Officer



Niina Hovi
VP, People & Culture



Steffan Schumacher
Chief Operating Officer



Taru Mäkinen
Chief Financial Officer



Topias Marttila
Chief Technology Officer



Santeri Jussila
Chief Product Officer

M&A to augment platform and expand presence

Structured approach to screening targets along two priorities

01 Augment technology platform

- Focused portfolio additions
- Example areas: AI & automation, omnichannel service consumption and 360° coverage of digital assets

02 Expand market presence through acquisitions

- Sales and delivery capacity
- Customer footprint



Financial targets, 2022 guidance, dividend policy

Long-term financial targets

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Through organic growth and acquisitions, become eventually the largest European service management vendor with total net sales over 100 MEUR and EBITDA margin exceeding 25%.

Guidance for 2022 (unchanged)

SaaS net sales is expected to grow over 20% and EBITDA to be positive, excluding any potential costs from inorganic activities.

Dividend policy (unchanged)

According to its strategy, the Company will invest substantially in growth in the next few years, due to which it does not aim to pay dividends in the foreseeable future.

	2020	2021	2022	2023	2024	2025
Net sales	14.9 M€	17.8 M€				>35 MEUR
Profitability	EBITDA 1 %	EBITDA 5 %				Double-digit EBITDA margin
Financing	Cash flow	Cash flow	Cash flow	Cash flow	Cash flow	Cash flow

** This illustration shows a hypothetical scenario based on Efecte's Long-term Financial Targets and should not be considered as guidance regarding the expected development of Efecte's business or financials.*

Q&A