

Recap of key messages

efecte
CMD



efecte

What we've shown today



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.

Summary – Efecte as an investment



Growing market and capable team with high ambitions

- Market growth CAGR >15%
- Leadership with Startup, Microsoft, Citrix and Nokia background
- New long-term targets



Best product for the European midmarket

- Wins against key competition
- Industry recognition
- Gross churn <5%



Three proven engines of growth

- Template for market entry
- LTV/CAC > 5
- NRR 110-115%

Financial targets, 2022 guidance, dividend policy

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 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