



# SOLTEQ



Passion to deliver the unexpected.

Annual Presentation and Review

Annual General Meeting

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# Solteq today

# We connect bricks and clicks, front and end

We deliver today what  
your business needs  
tomorrow

SOLTEQ





# World-class digital commerce solutions to deliver outstanding customer experience

We provide digital commerce services from insight to implementation and beyond.

## Design & Advisory

Digital Commerce,  
Design,  
Technology

## Core of commerce

ERP,  
Logistics,  
Supply Chain

## Omnichannel sales

eCommerce,  
POS,  
PIM

## Digital marketing

SEO, SEM,  
Analytics,  
Marketing  
Automation

## Continuity services

Business  
Process  
Monitoring,  
Life cycle  
support

# 2015 in Brief



SOLTEQ

# **Important Strategic Changes with Solteq & Descom Merger to Create The New Solteq**

**Revenue Growth of 32.4%  
to 54.2m€**

**EBIT growth of 20.1%  
to 2.99m€**  
(excl. non-recurring items)

**Financial Results on Good  
Level Considering Merger  
and Integration**

# Key Figures of FY15

- ❖ Revenue 54.2m€ (40.9m€)
- ❖ EBIT excl. NRI 2.99m€ (2.49m€)
  - ❖ NRIs of
    - ❖ 820k€ of transaction costs
    - ❖ 882k€ of re-arrangement costs
- ❖ EBIT 1.28m€ (2.49m)
- ❖ EBIT-% 2.4% (6.1%)
- ❖ 500 top professionals together

## Revenue by type

❖ Software Services	72% (62%)
❖ Licenses	25% (26%)
❖ Hardware	3% (12%)



# Balance Sheet Key Figures

- ❖ Total Assets of 64.2m€ (25.0m€)
- ❖ Liquid Assets 2.6m€ and untapped WC limits of 5.8m€
- ❖ Financial Debt 28.4m€ (4.4m€)
  - ❖ 27m€ fixed-rate of 6% bond till 2020
- ❖ Equity Ratio 24.4% (48.0%)





# Our Stock STQ



5m stocks  
exchanged

1.32€  
-  
1.97€

31.7m€  
MCAP

1.911 Owners  
75.2% by Top-10



# Ownership Structure 31<sup>st</sup> Dec, 2015



1. Sentica Buyout III Ky	4 621 244	26,0
2. Keskinäinen Työeläkevakuutusyhtiö Elo	2 000 000	11,2
3. Profiz Business Solution Oyj	1 781 790	10,0
4. Saadetdin Ali	1 399 553	7,9
5. Keskinäinen Työeläkevakuutusyhtiö Varma	1 155 597	6,5
6. Solteq Oyj	825 881	4,6
7. Aalto Seppo	671 882	3,8
8. Roininen Matti	420 000	2,4
9. Corpinghouse Oy	321 356	1,8
10. Sentica Buyout III Ky	180 049	1,0

# Strategy and Looking Ahead



# Transformation of Solteq

estimated portfolio share in dimensions

**2011**

- ❖ 30% legacy technologies
- ❖ 15% POS
- ❖ 10% eCommerce
- ❖ 60% Omnichannel
- ❖ 70% Backend (ERP, SCM)
- ❖ 0% Marketing and Analytics

**2015**

- ❖ 10% legacy technologies
- ❖ 10% POS
- ❖ 50% eCommerce
- ❖ 100% Omnichannel
- ❖ 30% Backend (ERP, SCM)
- ❖ 15% Marketing and Analytics





**Well recognized and respected  
digital commerce  
service provider**

# Aimed For Strategic Growth

## Digital

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- ❖ Everything is digital and mobile
- ❖ New models disrupt "the way"
- ❖ Digital commerce is global without country focus
- ❖ Digital customer experience aligned with physical
- ❖ Transformation cont'

## International

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- ❖ We grow with Nordic customers
- ❖ Sweden for new digital business growth
- ❖ Grow with global clients, originated anywhere
- ❖ Best niche competence for global eCommerce

## Portfolio

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- ❖ Comprehensive to cover key aspects of customer experience
- ❖ New partner ecosystem to bring world class solutions
- ❖ Enhance and grow with clients big and mid-size
- ❖ Rationalize for focus

# Challenges and Opportunities

## Challenges

- ❖ Investment capabilities of clients
- ❖ Right-size and shape delivery for global growth
- ❖ On-going erosion of mature technologies and solutions
- ❖ Transformation pace

## Opportunities

- ❖ Swedish market situation
- ❖ Existing portfolio coverage
- ❖ Great clients and relationships with great businesses
- ❖ Global clients and solutions
- ❖ Leading transformation



# Current and Post-2015 Topics

- ❖ Integration program finished on Dec, 2015
- ❖ Divestiture of EAM/Services Management business to IFS in March
- ❖ Strategy work ongoing and to be published more details in 4-5/2016
- ❖ Executing on strategic goals for 2019



*"On the way to create the smallest  
global company in the world"*

# SOLTEQ

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