

TECMA

BUSINESS.BEAUTY.

Digital Transformation for Real Estate Business

INVESTOR PRESENTATION

12/10/2022

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12 OTTOBRE 2022

Agenda

01

Business Model Evolution

02

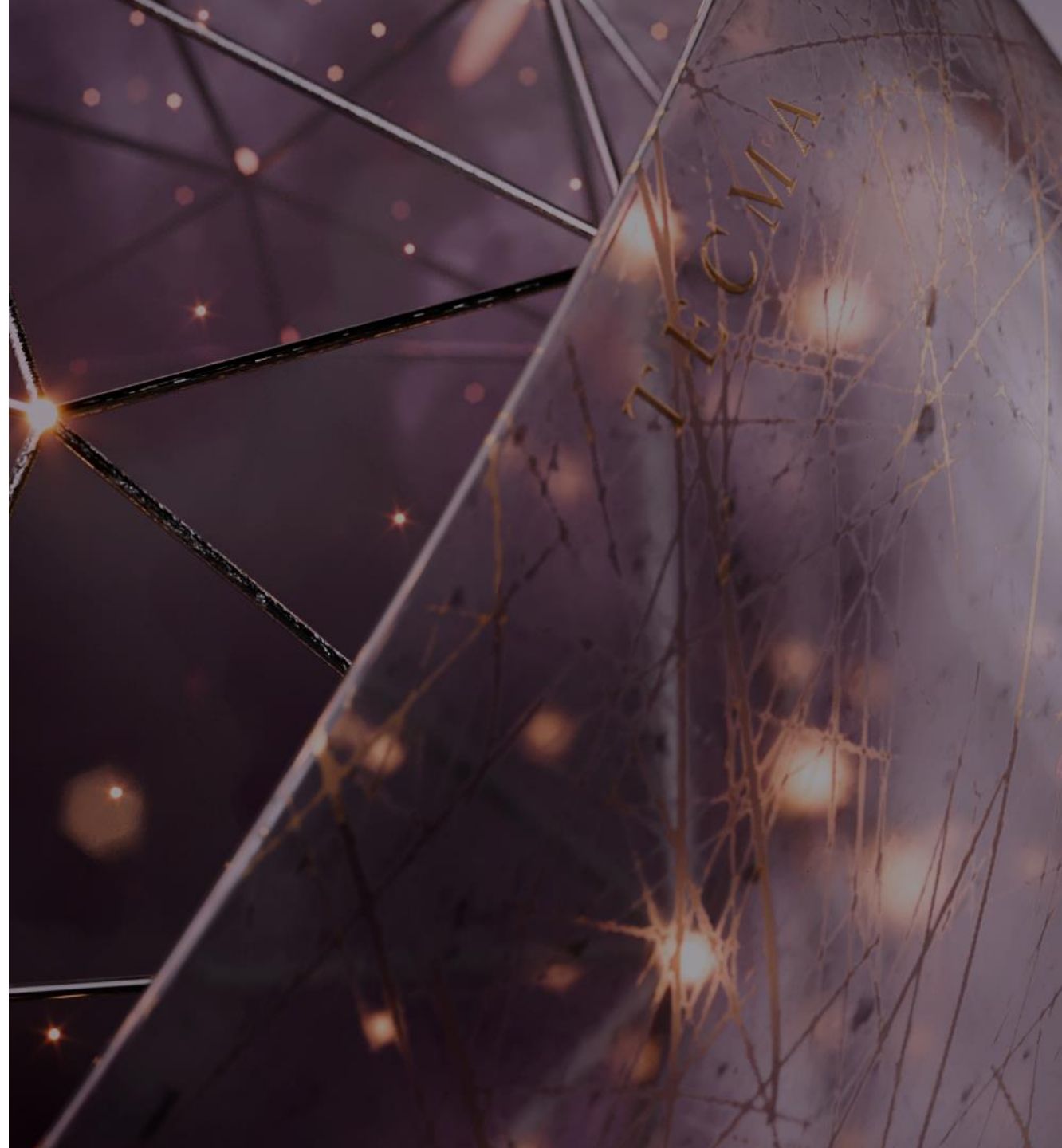
Real Estate Industry | Potential Market

03

New Technologies

04

Financial



Business Model

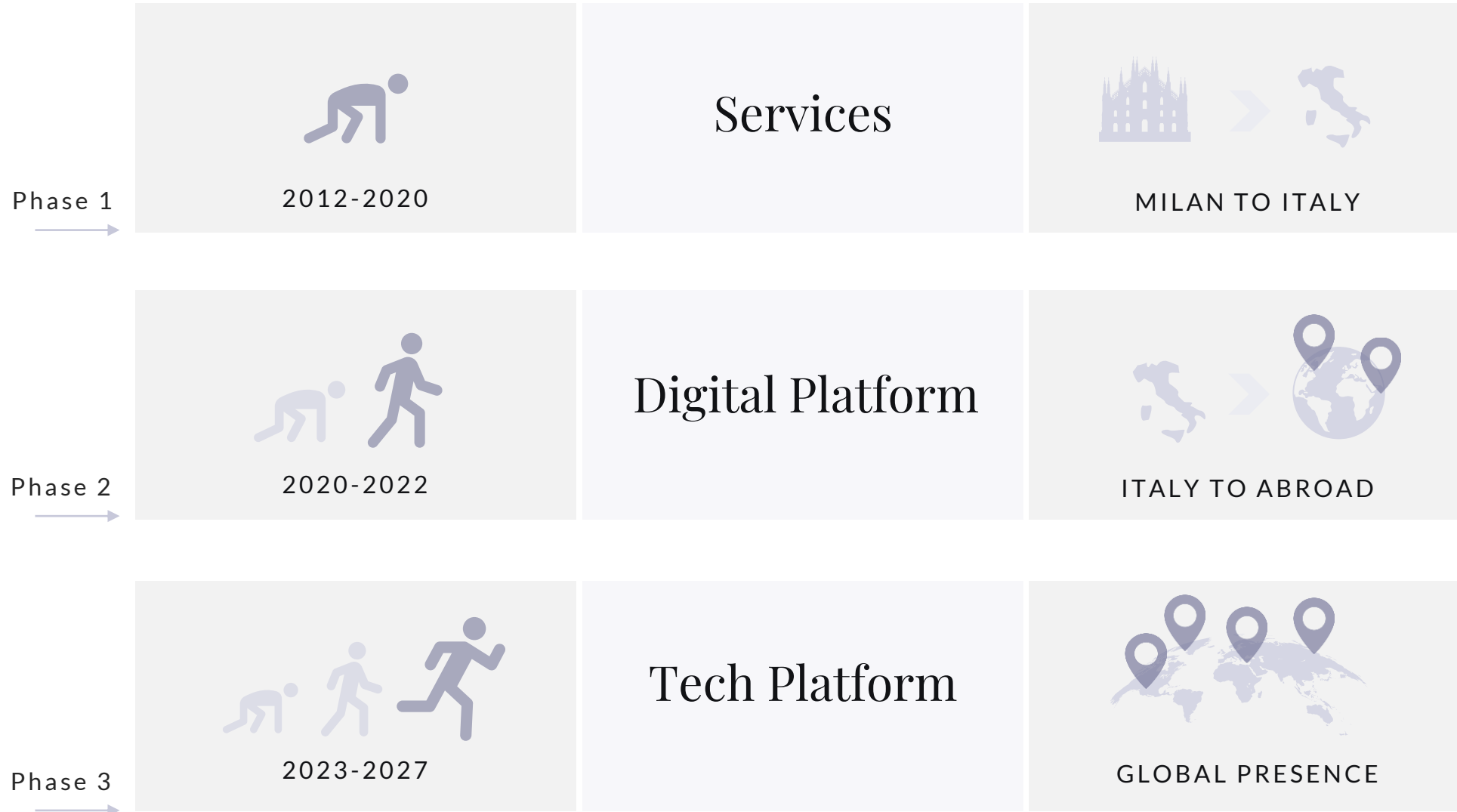
01

Business Model Evolution



BUSINESS EVOLUTION

The 3 Eras of TECMA

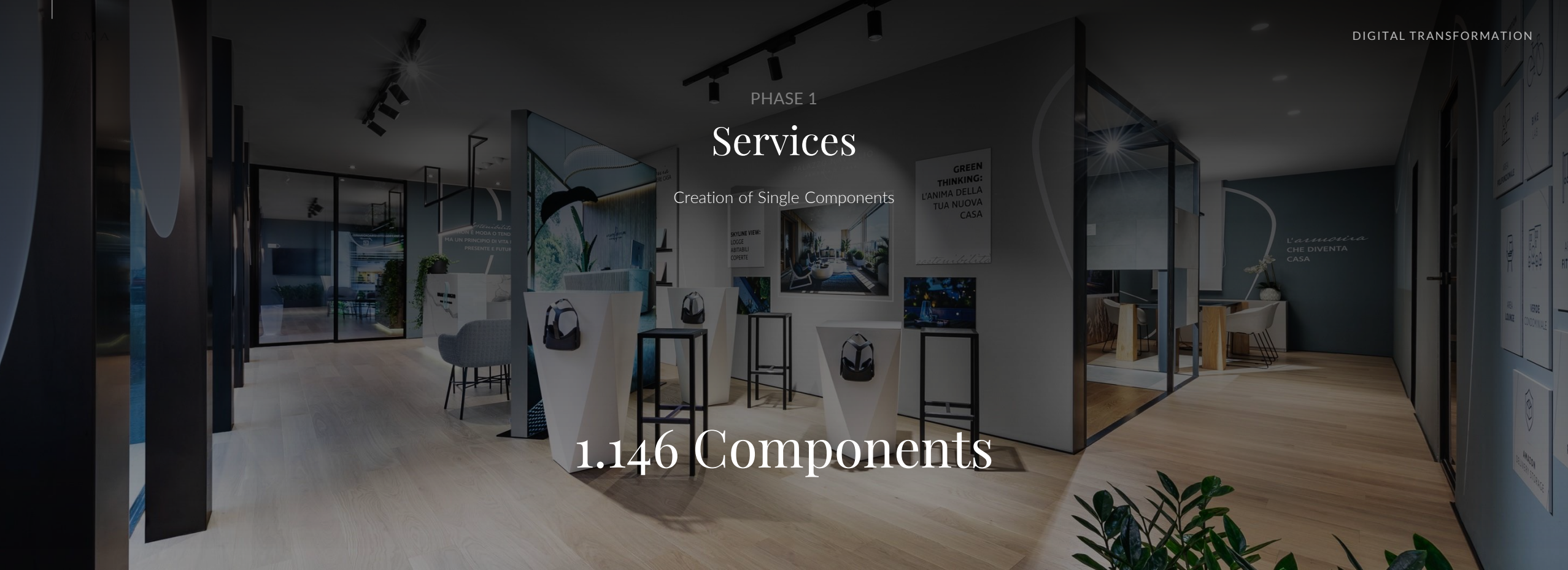


PHASE 1

Services

Creation of Single Components

1.146 Components



PHASE 2

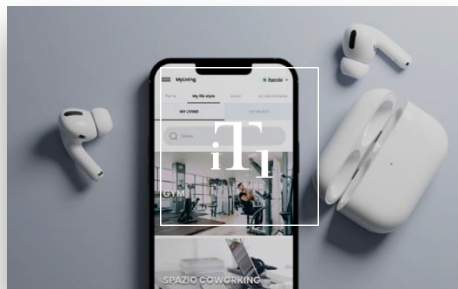
Digital Platform

5 Integrated Bundles of **Products & Service** based on Technology.



DIGITAL DESIGN

Virtual Architecture & Interior Design



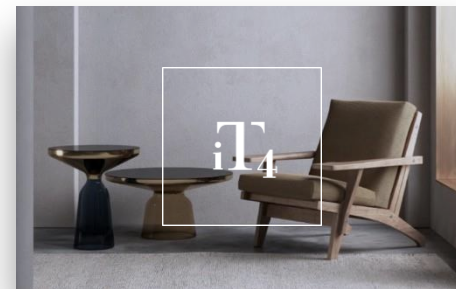
GO TO MARKET

All Essential Tools for Asset Valorization



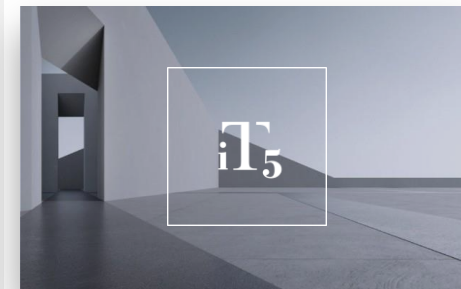
DIGITAL REAL ESTATE

Digital Development & Asset Management



ASSET REVAMPING

Digital Reboost for Your Assets



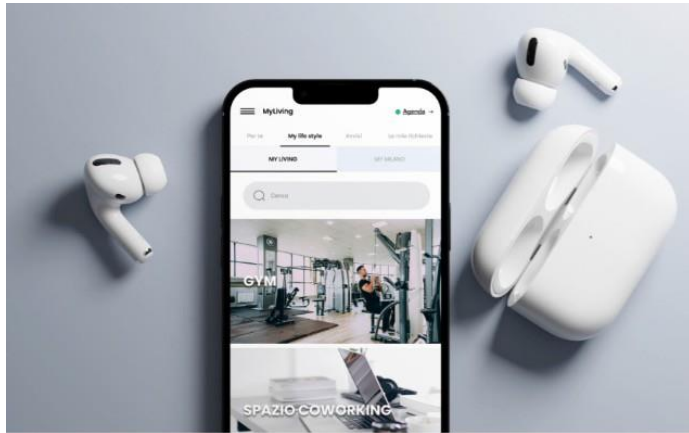
ASSET DEVELOPMENT

Digital Valorization from the Genesis

PHASE 3

Tech Platform

Technology + Products & Services + Market Place



Technology

SOFTWARE & HARDWARE



Digital Platform

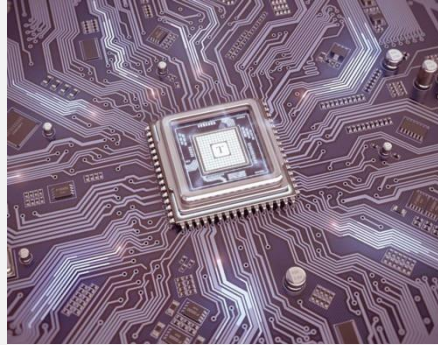
BUNDLES OF PRODUCTS & SERVICES



Market Place

DESIGN & FINTECH

New Revenue Model



CYBER SECURITY

- Data Storage
- Money Transfer

LEGAL COMPLIANCE

- GDPR
- Data Storage
- Booking & Buying on Line
- Digital Payments
- Orders & Configurations
- Software License
- Maintenance IT
- Support Software + Hardware
- Monthly Upgrade Software

SOFTWARE

- Suite Software Enterprise

IT INFRASTRUCTURE

- Hosting Management
- Mails
- Architecture Design
- Cloud Infrastructure
- Database
- Repository
- Data Lake

SUBSCRIPTION

€ / Months



MARKETING TOOLS

- Digital Contents Creation

PHYGITAL SHOWROOM

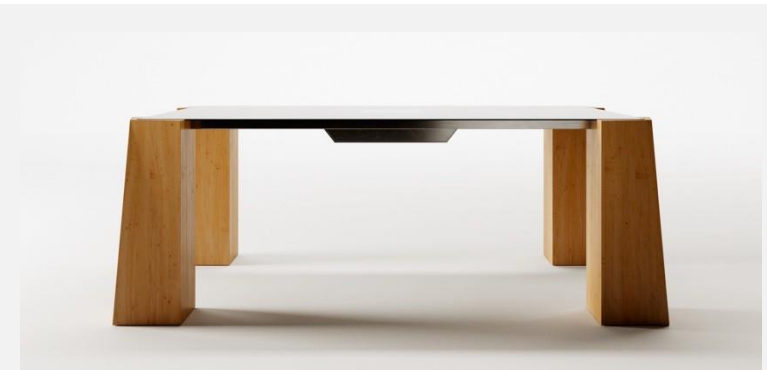
- Design & System Integration

DIGITAL TRANSFORMATION

- Strategic Plan

DIGITAL SERVICES

€ / Delivery >



HARDWARE

- Digital Devices

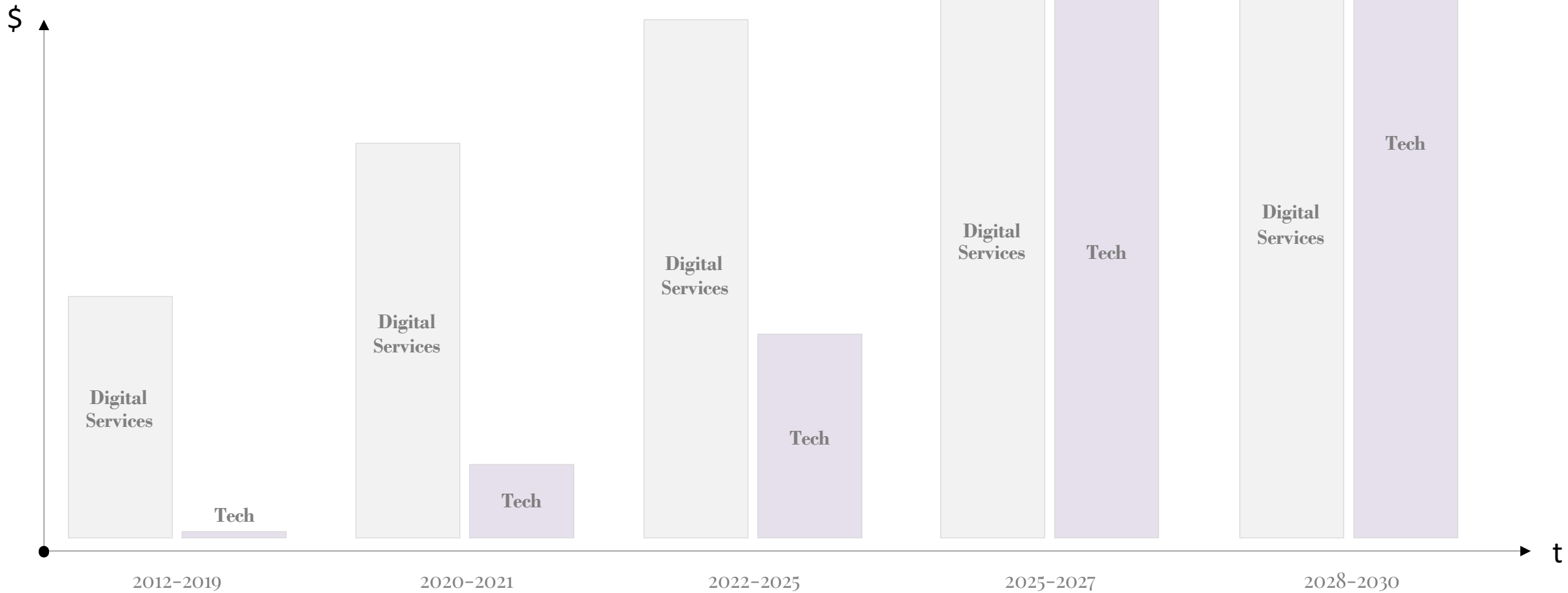
PRODUCTS

€ / Each >



From Digital Services to Technology

TECMA EVOLUTION

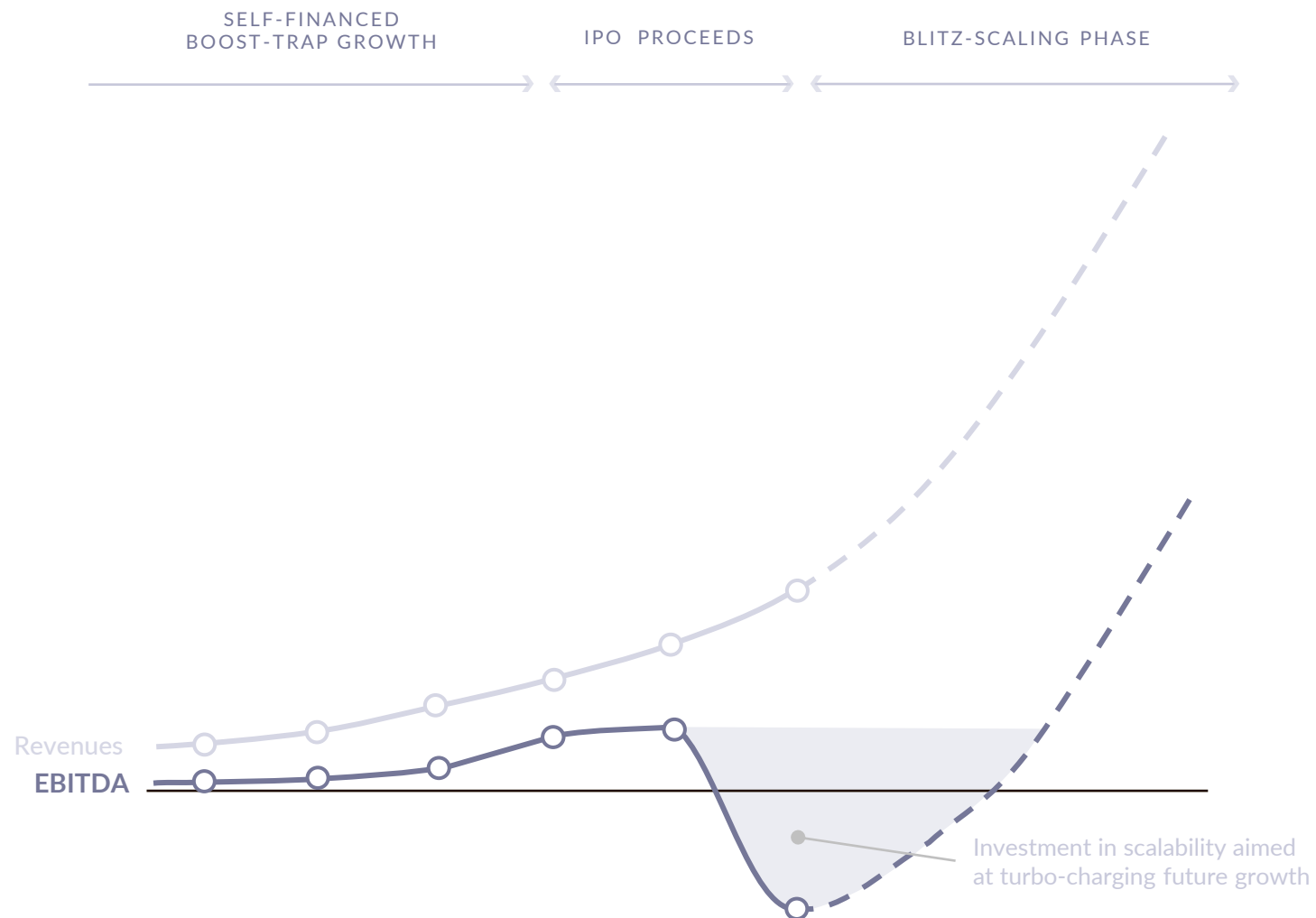


Distribution Channels Design | Business development strategy

Omnichannel Ecosystem



What's next? I “Blitz-scaling” phase



ACCELERATED GROWTH
FURTHER DRIVEN BY:



PRODUCT DEVELOPMENT (R&D)



INTERNATIONAL EXPANSION



PLATFORM UPSCALING



2022 ACTIVITIES

CAPITAL INCREASE

€ 7M RAISED IN JUNE 2022 AMONGST
SELECTED INVESTORS

STRENGTHENED TOP MANAGEMENT

GM, CFO, IR

FOCUS ON SCALABILITY

DISTRIBUTION CHANNELS

NEW MILAN OFFICES

NEW SPACES TO HOST GROWING PERSONNEL + TECH PLAZA



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Industrial Model

PROCESS ENGINEERING

Industrialization | Digital Transformation

Actions Completed 2021-2022



WareHouse | Digital Assets



Order Modules | Procedures



University



Sales Software



E-commerce



Quotation & Configuration



Digital Catalog



Control Management RT



Operation Management



ERP | Sincro B&O



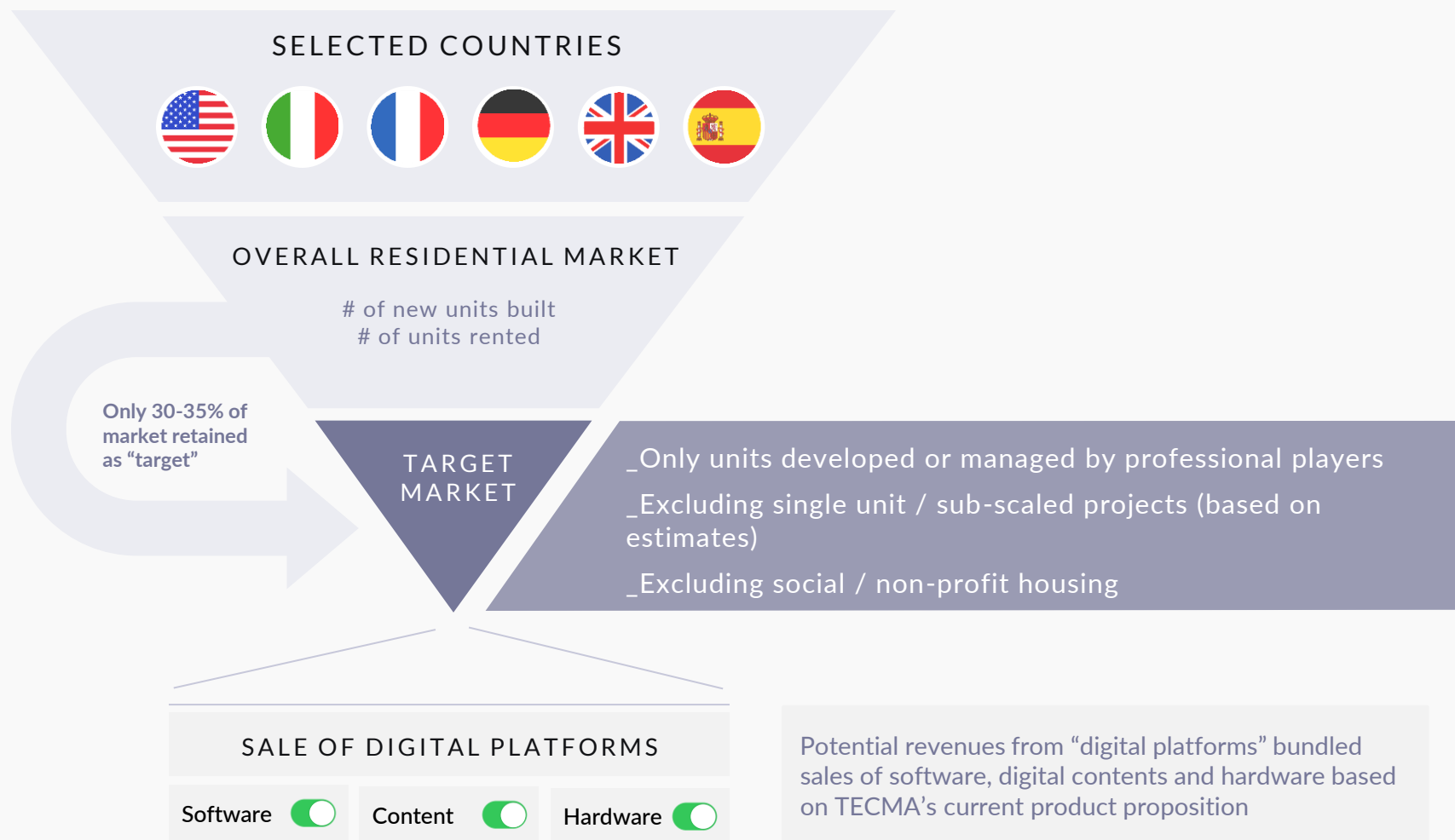
Industry

02

REAL ESTATE INDUSTRY
Potential Market

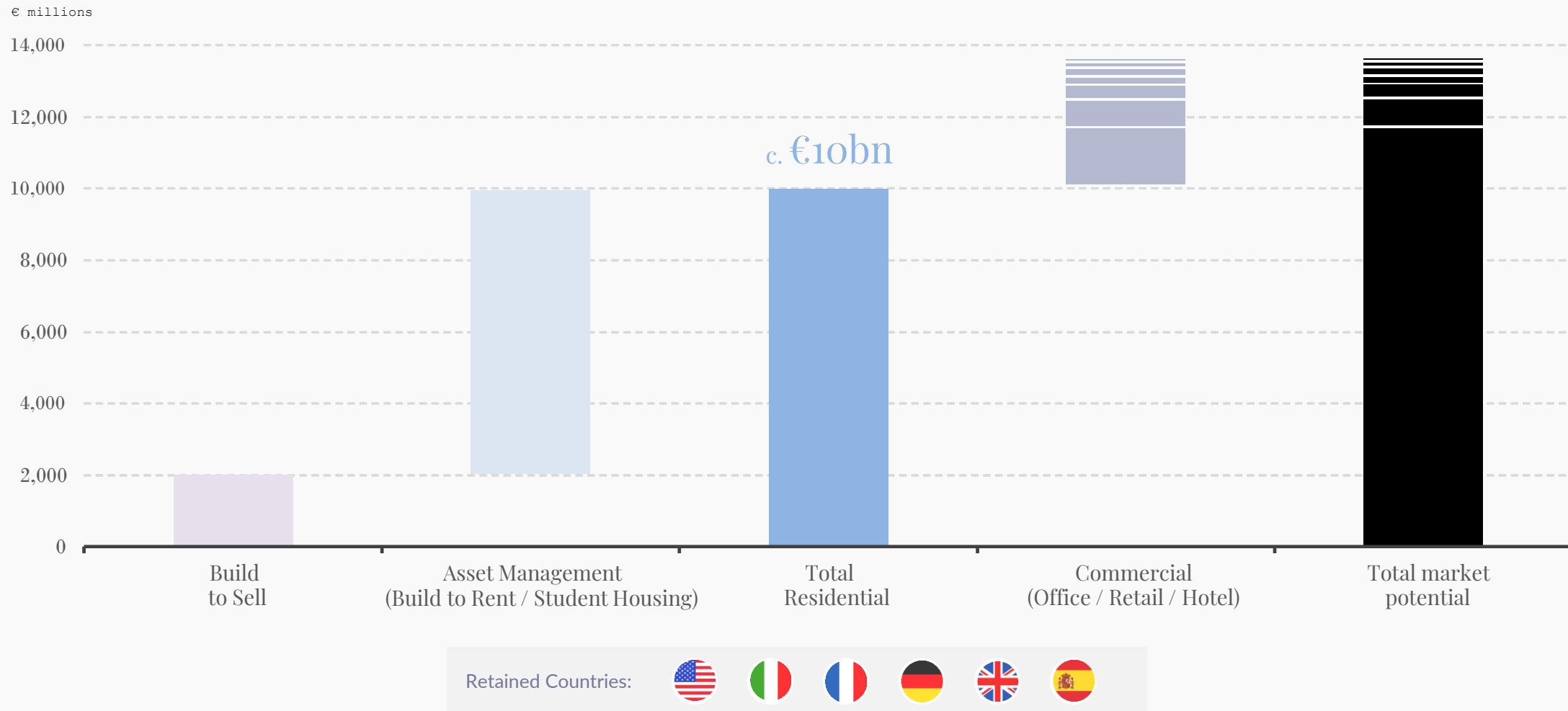


Approach to the definition of target market in the residential segment



Digital platforms | Market opportunity

Based on limited penetration rates, TECMA could reach material revenues given a €10bn+ potential market



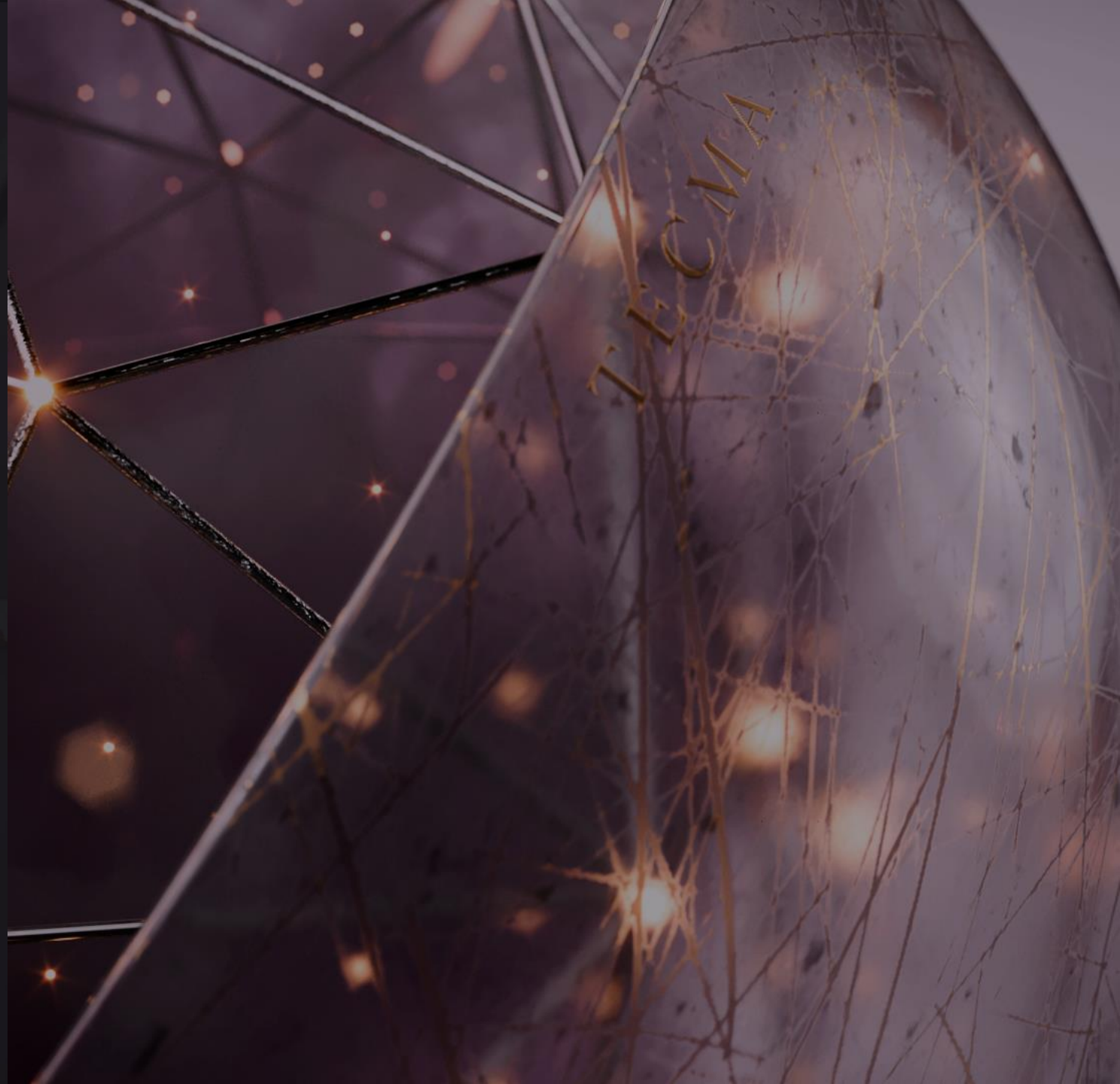
* Core Europe includes France, Germany, Spain and the United Kingdom

Source: management estimates based on selected countries (US, UK, France, Spain, Germany, Italy) - Data elaborated starting from public statistics made available by the national statistical institutes, Eurostat, publicly available market studies by selected research firms

Financiacial

03

NEW TECHNOLOGIES
Home Configurator Software



Applications

Digital Technologies for Real Estate Business



Virtual Architecture

CGI TECHNOLOGY FOR
REAL ESTATE



Phygital Store

SALES OFFICE FOR REAL ESTATE



e-Commerce

ON LINE SELL & LEASE TECHNOLOGY



Sales Software

SALES KIT FOR BTS & BTR



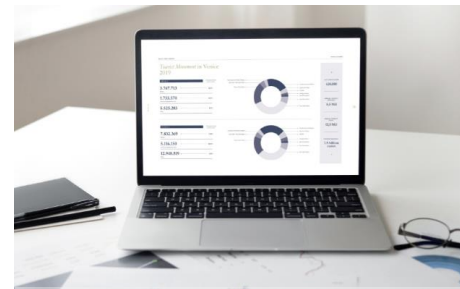
Home Configurator

DIGITAL INTERIOR DESIGN
TECHNOLOGY



Hardware

STRATEGIC DEVICES



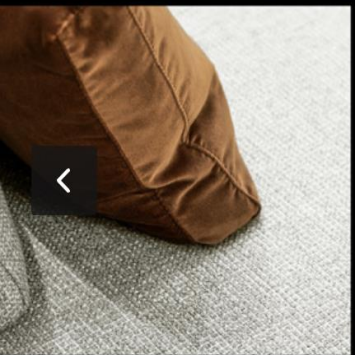
Cloud Suite Software

MANAGEMENT INTEGRATED
ECOSYSTEM



Neuromarketing Tools

USER EXPERIENCE | SCIENTIFIC
APPROACH

✓ AMBIENTE
Mood✓ AMBIENTE
Allestimento3 LIVING E NOTTE
Finiture4 PORTE
Finiture5 PAVIMENTI CUCINA
Finiture6 BAGNO
Finiture7 AMBIENTE
Optionals

Il tuo appartamento

Le tue finiture

Controlla le tue scelte

Allestimento scelto

Comfort

Pavimento

Cambia



Michelangelo

INCLUSO

Tende

Cambia



Soft Invisible

+ 2.500 €

Costo Totale

2.500 €

Conferma e prosegui

Financiacial

04

FINANCIAL
H1-2022 Consolidated Results



H1-2022 Key Performance Indicators

+22%

VALUE OF
PRODUCTION

48%

GROSS
MARGIN

+11%

BACKLOG
vs YE201

37%

RESEARCH
&
DEVELOPMENT
+2.1 M€

40

R&D FTEs

+27%

FTEs
(+44 new)

-0.6 M €

EBITDA

-2.0 M €

NET PROFIT



Data in Euro, unless otherwise stated

VALUE OF PRODUCTION

6,996,374

+22%
vs. H1
2021

DIRECT COSTS

(3,638,242)

GROSS MARGIN

3,358,133

INDIRECT COSTS (*)

(3,961,156)

EBITDA (*)

(603,024)



REVENUES

5,653,559

ITA

90%

WW
10%

OTHER REVENUES

1,342,815

INVESTMENTS

External R&D costs	(1,154,940)
HW + SW	(386,367)
Headquarters renovation	(720,219)
Customers' equipment	(142,578)

R&D
37%

OTHER REVENUES

Capitalized R&D costs	910,615
ADV reimbursement	316,687

BALANCE SHEET

Data in Euro, unless otherwise stated

	H1-2022	FY 2021
Intangible assets	7,326,117	6,173,014
Tangible assets	1,408,121	982,781
Other fixed assets	467,761	500,000
FIXED ASSETS	9,237,999	7,655,795
Accounts receivable	7,036,459	6,964,857
Accounts payable	(1,525,085)	(902,304)
TRADE WORKING CAPITAL	5,511,374	6,062,552
Other assets	1,977,481	1,233,554
Other liabilities	(2,030,165)	(2,502,810)
NET WORKING CAPITAL	5,458,689	4,793,296
Severance indemnity fund	(362,419)	(286,092)
NET INVESTED CAPITAL	14,334,269	12,162,998

	H1-2022	FY-2021
Share capital	1,093,574	1,000,000
Reserves	20,411,822	13,902,459
Accrued income / (loss)	(1,992,644)	(429,107)
SHAREHOLDERS' EQUITY	19,512,751	14,473,352
Financial debt	6,046,625	5,079,163
Cash & equivalents	(11,225,107)	(7,389,517)
NET FINANCIAL POSITION	(5,178,482)	(2,310,354)
NET CAPITAL EMPLOYED	14,334,269	12,162,998

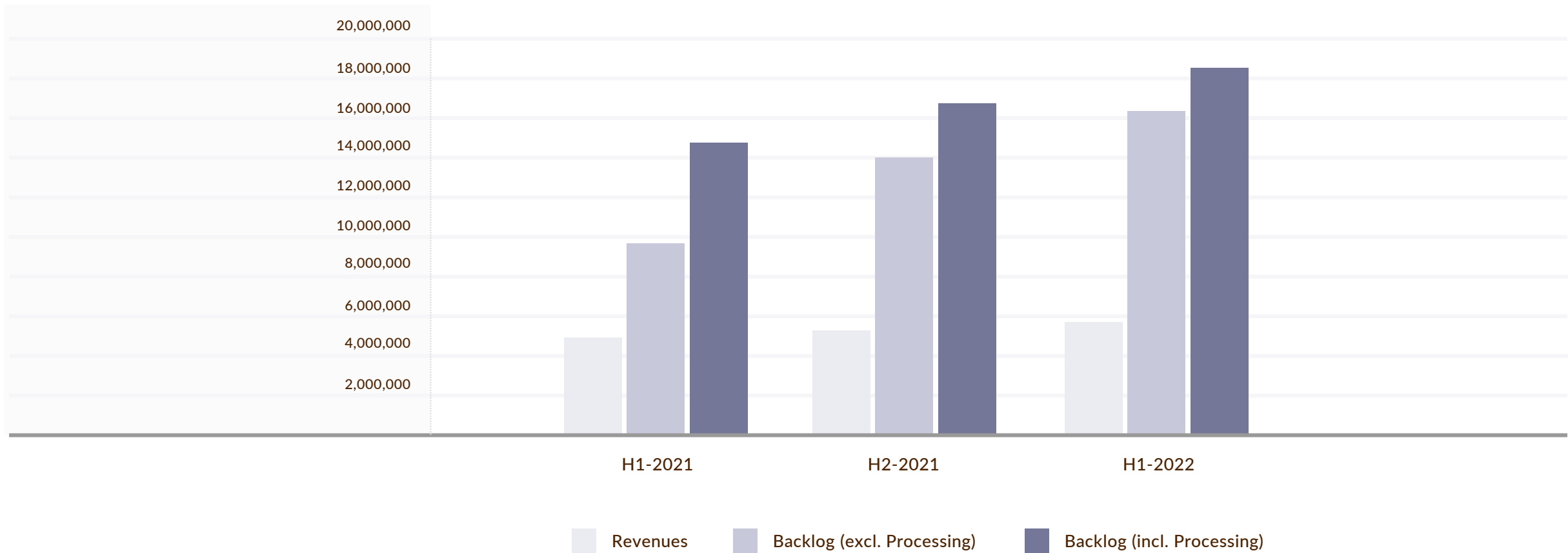
	H1-2022	FY-2021
NET CASH FLOW	3,835,590	(3,557,999)

PROFIT & LOSS

	H1-2022	H1-2021
Revenues	5,653,559	4,874,449
Other revenues	432,200	528,448
Capitalized R&D costs	910,615	327,587
VALUE OF PRODUCTION	6,996,374	5,730,483
Direct Personnel	(1,607,306)	(864,821)
Direct Costs	(1,120,321)	(484,744)
GROSS MARGIN	4,267,748	4,380,918
Indirect Personnel	(3,029,570)	(1,563,694)
Indirect Costs	(1,842,201)	(1,339,683)
EBITDA	(603,024)	1,477,541
D&A	(1,753,692)	(860,084)
EBIT	(2,338,715)	351,048
Net financial expenses	(15,445)	(21,818)
Non-recurring costs	(294,656)	(10,648)
EBT	(2,648,817)	584,328
Taxes	656,173	(108,702)
NET INCOME / (LOSS)	(1,992,644)	475,626

Backlog

Data in Euro, unless otherwise stated





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Thank You.