

# **StrongPoint**

An aerial photograph of a city, likely Madrid, Spain, taken during the golden hour of sunset. The sky is a mix of blue and orange, with wispy clouds. The city is densely packed with buildings, many of which are illuminated by the low sun. In the foreground, a large, ornate building with a prominent dome and classical architectural details is visible. A semi-transparent white text box is overlaid on the right side of the image, containing the title and event information.

## **Company Presentation**

**ABGSC Introduce Investor Day**

**CEO Jacob Tveraabak**

**May 27, 2020**

# StrongPoint in short

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- A *Retail Technology* company
  - NOK ~1.1 bn turnover with 8.8% EBITDA-margin (2019)
  - Listed on the Oslo Stock Exchange
  - Own geographic presence in Norway, Sweden, the Baltics, and Spain; extensive partner network elsewhere
  - 520 employees with competence in sales *and* service, hardware *and* software; R&D centres in Lithuania and Stockholm
-

# Dramatic transformation of the retail landscape – accelerated by COVID-19

REUTERS  
BUSINESS NEWS  
DECEMBER 26, 2019 | 1:53 PM | 17 DAYS AGO

### Nasdaq tops 9,000 Amazon, trade

E-COMMERCE NEWS SOUTH AFRICA

NEWS COMPANIES JOBS EVENTS OPINION PEOPLE

## Covid-19 a shot in the arm for e-commerce

BY: LAUREN HARTZENBERG

25 MAY 2020 | SAVE | EMAIL | PRINT | PDF

BØRS & MARKEDER

INDEX	931,45	-0,00	8,78
EUR/USD	1,08	0,00	66,00
USD/CHF	0,95	0,00	9,84
USD/GBP	0,74	0,00	9,84
USD/JPY	109,00	0,00	9,84

### Butikkdøden

...ske butikker sliter, som følge av størrelsen. Mange henger etter, men er snart i situasjon

### Butikkdød herjer - Amazon overtar

I New York er selv de mest populære shoppingområdene rammet av butikkdød. - Butikkene som er e-showrooms, er de som er mest populære.

### Har bare sett starten på butikkdøden

Folk kjøper færre varer og handler stadig mer på nett. Det er bare en forsmak på det som kommer.

### Sportsbransjens «dødsspiral»

... sportsbransjen er varig skadet.

### As coronavirus pandemic pushes more grocery shoppers online, stores struggle to keep up with demand

«Vi er urolige for kjøpesentrene i distriktene som allerede sliter med trafikk og lite besøk»

«Det hjelper ikke lenger med å stå vinteren og varme sommeren»

Melissa Repko @MELISSA\_REPKO

PUBLISHED FRI, MAY 1 2020:10:54 AM EDT | UPDATED FRI, MAY 1 2020:12:13 PM EDT

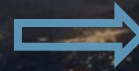


The strong market fundamentals provide a double opportunity

# E-commerce

## Retailers' needs

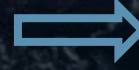
1. In-store: Pressure on brick & mortar retailers' margin



## Opportunity for StrongPoint

*Technology solutions in-store to improve retailers' productivity – and to ensure safe shopping*

2. Incumbents: Pressure to establish online presence



*World-class e-commerce solutions for picking and delivery*

# Well positioned to provide in-store technology solutions...

Self checkout

Electronic Shelf Labels (ESL)

Vensafe

Workforce management systems

Cash management

Pick & Collect

Click & Collect lockers



# ...and covering most important solutions within grocery e-commerce

StrongPoint today

## Delivery

### Picking

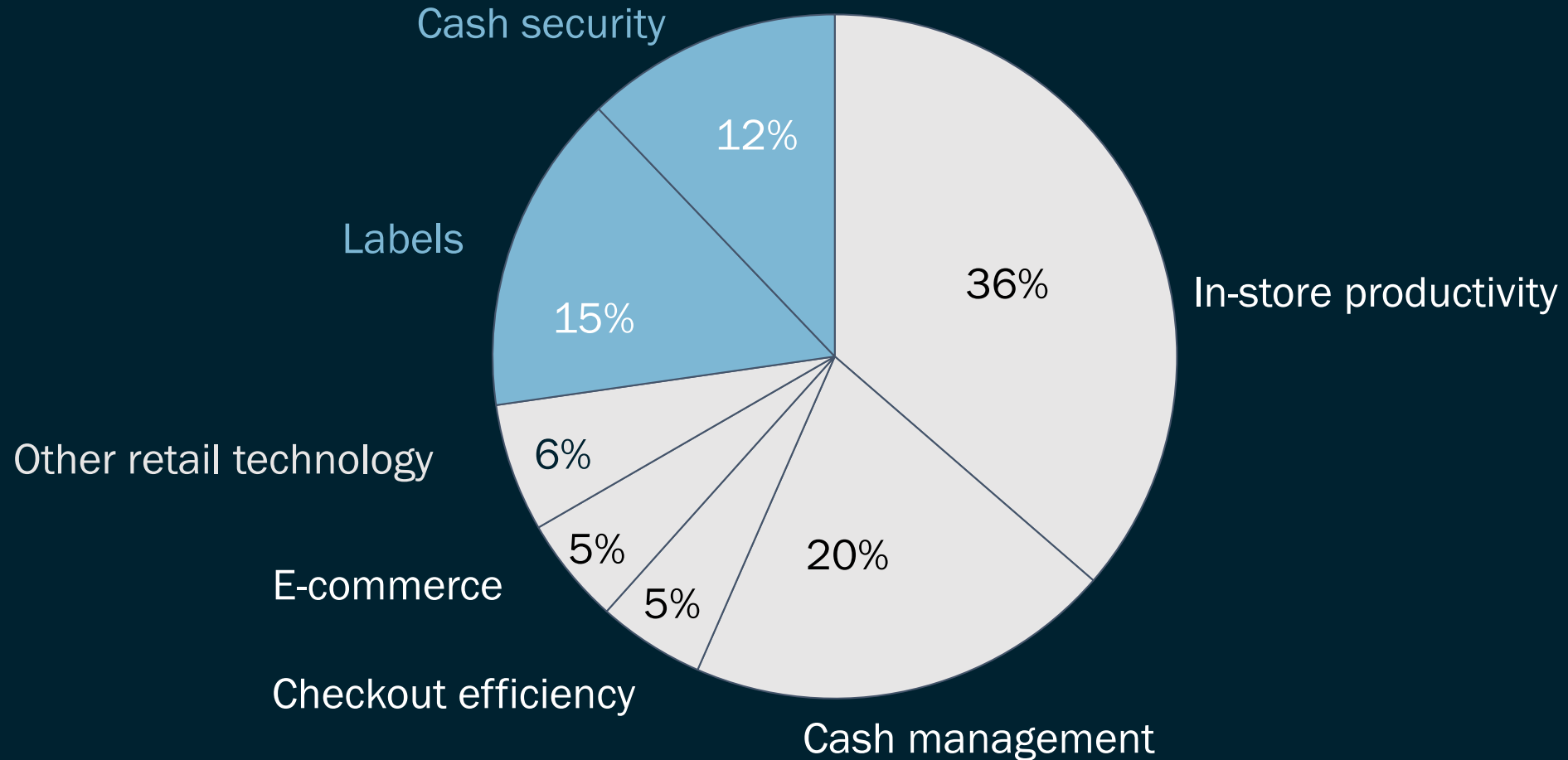
		Home	Pick-up in store	Pick-up away from store
In store	Manual			
	Automated (mfc)			
	Manual			
	Automated (cfc)			
In warehouse (dark store)	Manual		N/M	
	Automated (cfc)		N/M	

Note: Other choices include passive and active cooling

# Strong revenue mix...

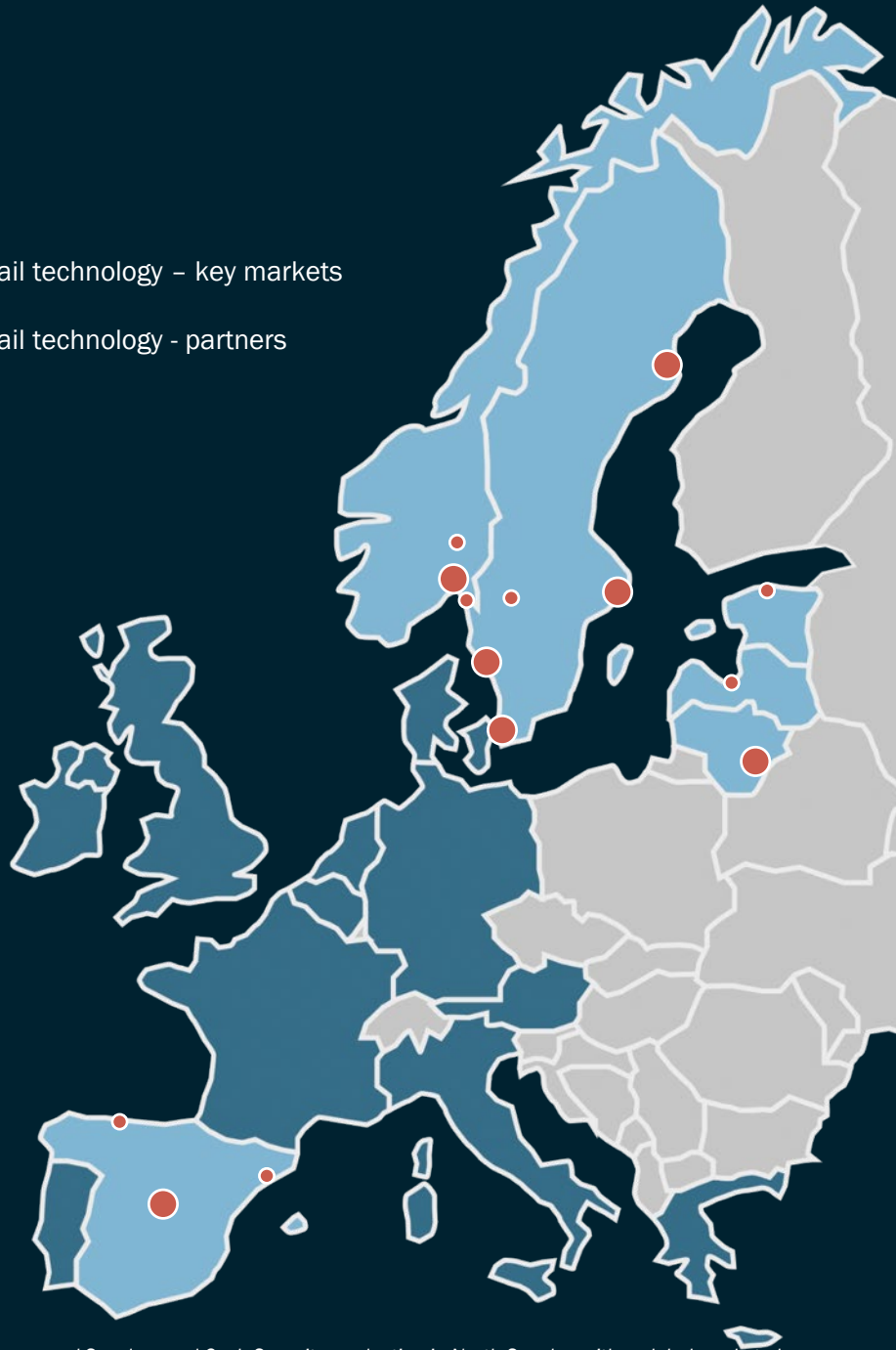
Revenue 2019  
100% = MNOK 1,112

■ Retail technology



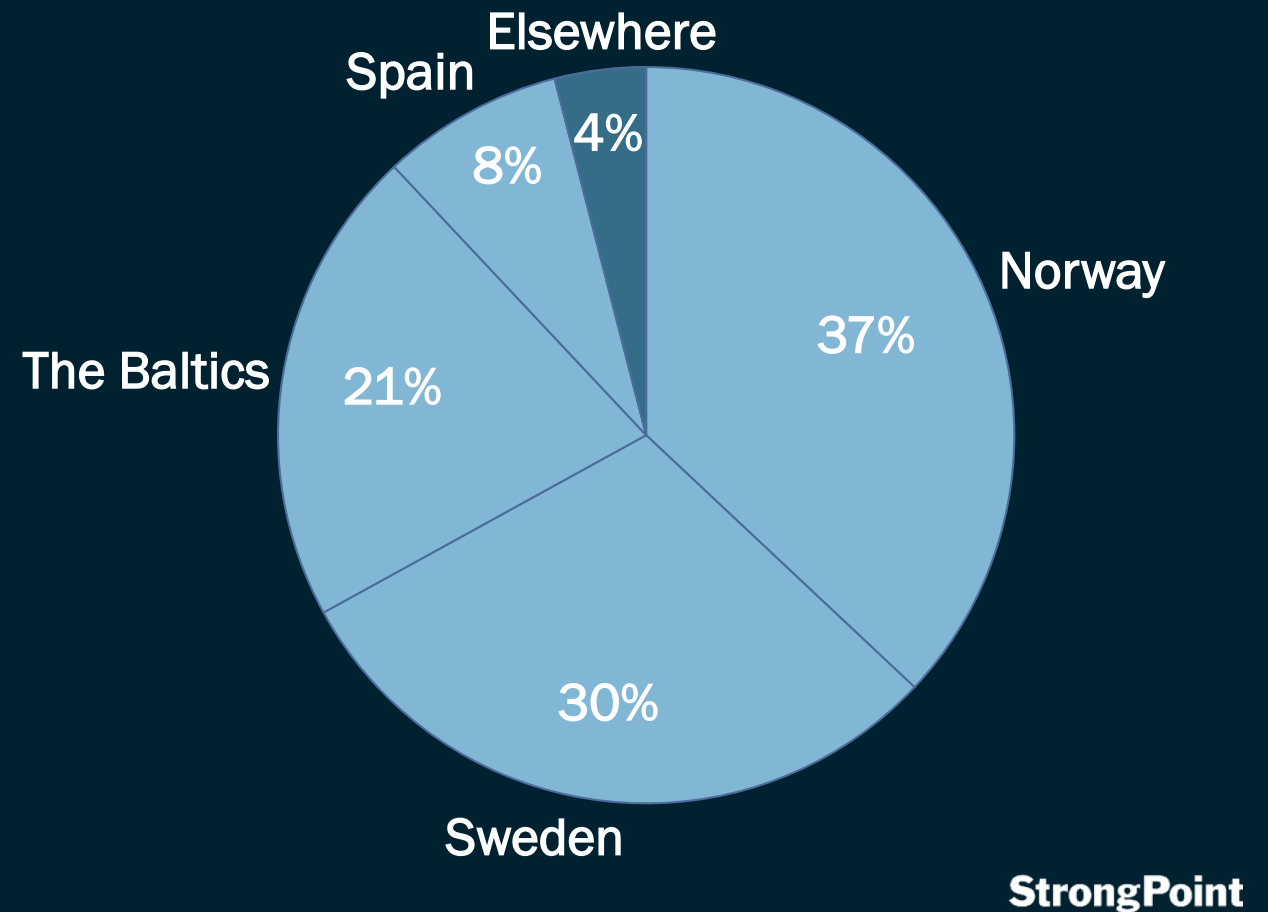
# ...with solid platform for growth

- Retail technology - key markets
- Retail technology - partners



## Retail Technology Business Area Revenue 2019

100% = MNOK 844

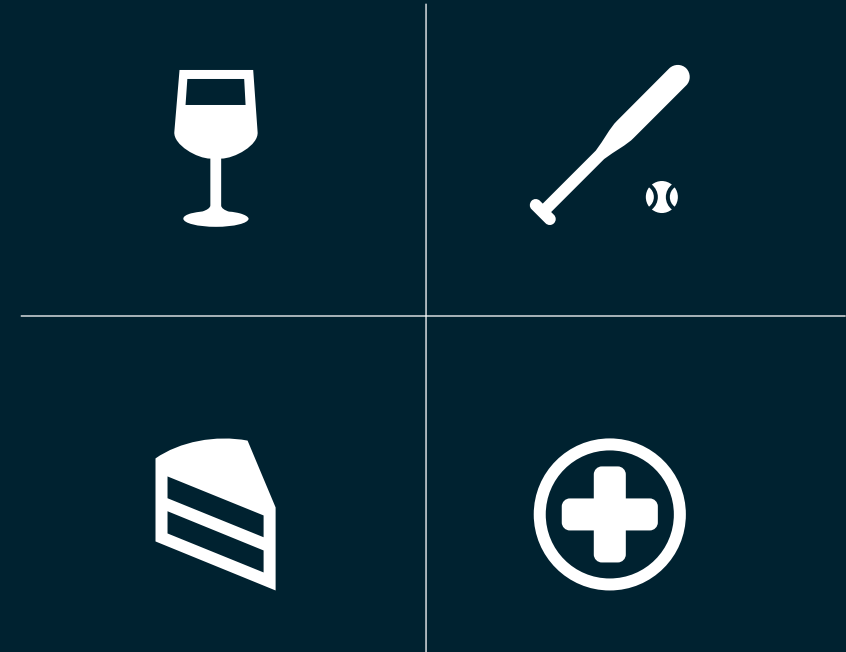


Note: Labels business in Norway and Sweden, and Cash Security production in North Sweden with a global market place



# Significant growth potential for retail technology

Our strong position in *grocery* retailing provides significant spillover effects to other retail verticals



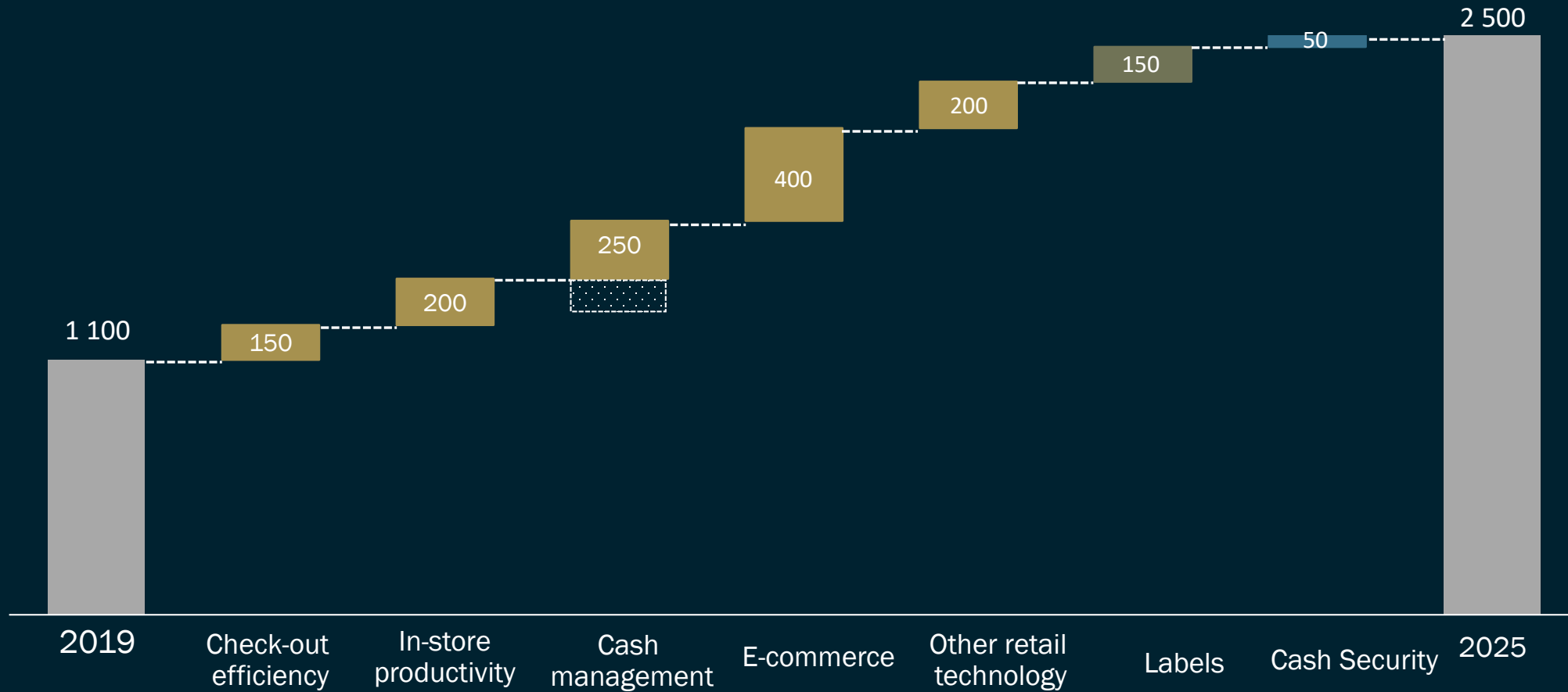
# StrongPoint's financial ambitions for organic growth


NOK **2.5** bn in 2025

EBITDA **13-15%**

# Build-up of 2025 revenue ambition

Revenue  
MNOK



 Retail technology

# Helping retailers to stand out, sustain growth and spur productivity

- leveraging the arising opportunities within e-commerce and in-store technology

## 2025 ambitions

YEAR

**2025**

BNNOK

**2.5**<sup>1</sup>

REVENUES

EBITDA%

**13-15%**

I



Strong local expertise and presence in key markets<sup>2</sup>

II



Roll-out of proprietary technology in selected markets<sup>3</sup>

III




Market access platform for global technology providers in key markets<sup>4</sup>

IV



Best-in-class sales, service and support

V



Profitable growth, cost control and a solid balance sheet

<sup>1</sup>Organic growth ambition

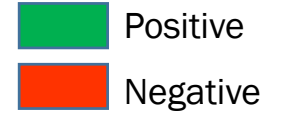
<sup>2</sup>Norway, Sweden, the Baltics and Spain

<sup>3</sup>Cash Management solutions in e.g., Italy and Greece, and E-commerce solutions globally

<sup>4</sup>The Nordics and the Baltics

# Illustrative impact of COVID-19 on business areas

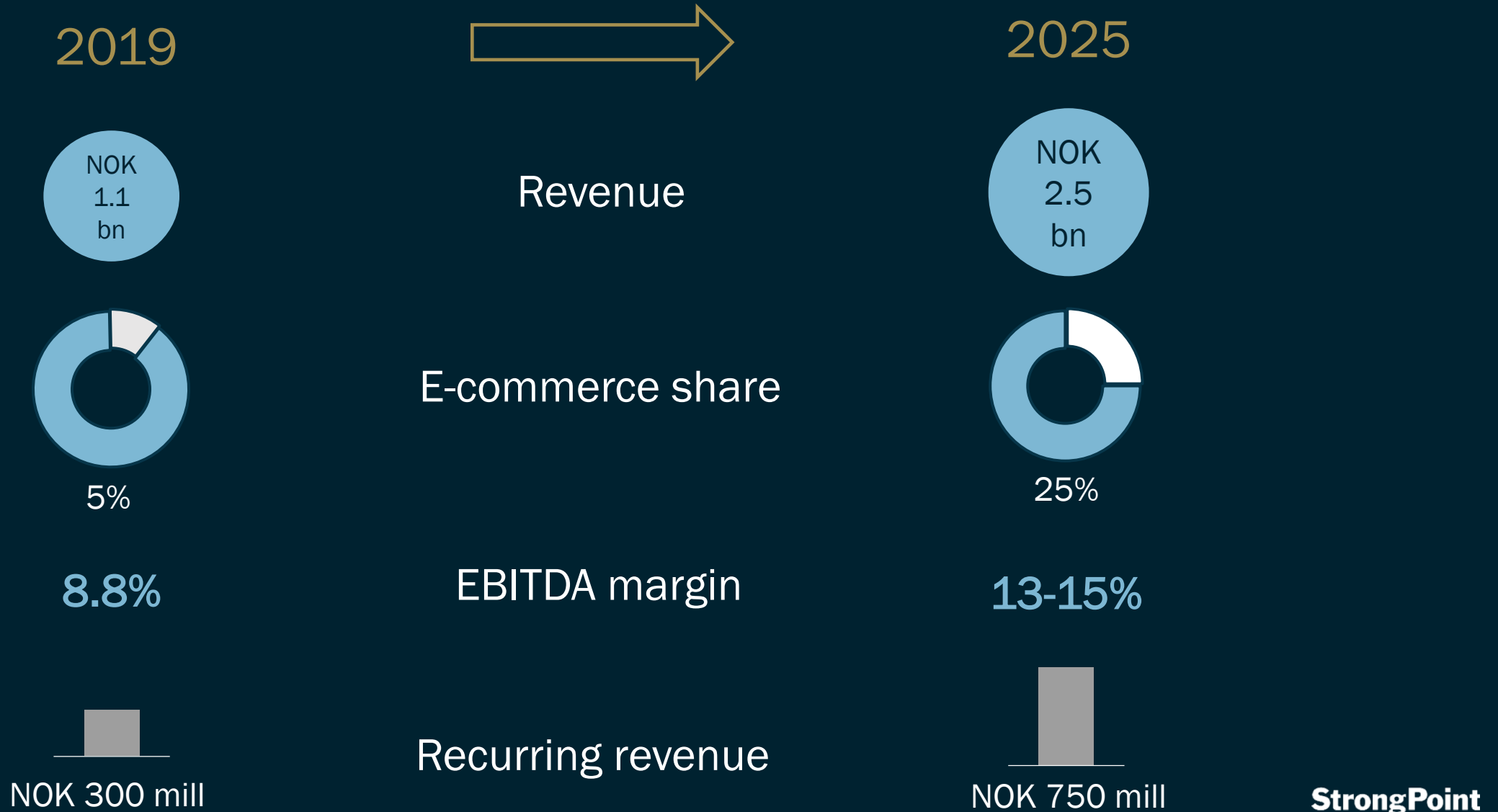
*Immediate business impact for StrongPoint*



		Norway	Sweden	The Baltics	Spain	Elsewhere
Retail Technology	Cash Security	Negative	Negative	N/A	N/A	Negative
	HORECA	N/A	N/A	Negative	Negative	Positive/Negative
	Non-grocery retail	Negative	Negative	Negative	Negative	Positive/Negative
	Grocery – in-store	Positive	Positive	Positive	Positive	Positive
	Grocery – e-commerce	Positive	Positive	Positive	Positive	Positive
	Labels	Positive	Positive	N/A	N/A	N/A

**StrongPoint**

# Summary : Creating a 2.5 billion retail technology company





**StrongPoint**

**Q&A**