

POINTS TO PROFIT

ABG Investor Day *May 26th 2021*

WHO ARE WE?

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Strategy & Concept



Design & UX



SaaS-platform



Partnerships



Loyalty marketplace



Customer support

ABOUT AWARDIT

- ✓ Largest company and platform for loyalty-, incentive- and giftcard programs in the Nordics with a revenue of approx 300 MSEK and good profitability. RTM pro forma turnover above 500 MSEK.
- ✓ SaaS-platforms covering all aspects of the value chain, one-stop-shop!
- ✓ Three business areas; Loyalty, Giftcards & Partnerships
- ✓ 150+ programs with a total of over 15 million members/customers
- ✓ Long history of organic growth and profitability
- ✓ Ambition to become one of the absolute leaders in Europe
- ✓ Eight completed acquisitions since IPO in Dec 2017. Ninth ongoing.

DRIVING FORCES FOR OUR CUSTOMERS

The target group for a loyalty-, incentive- or giftcard program covers consumers, business customers, resellers and/or employees.

- ✓ Achieve a greater "share of wallet"
- ✓ Decrease price and discount focus
- ✓ Increase customer lifetime and decrease churn
- ✓ Establish more response- and cost effective customer communication
- ✓ Offer attractive added values
- ✓ Stimulate staff and resellers by rewarding result, activities, competence and engagement

BUSINESS MODEL



Loyalty

- ✓ Set-up fees
- ✓ Monthly fees
- ✓ Sale of points
- ✓ Loyalty marketplace
- ✓ Expert services



Gift Cards

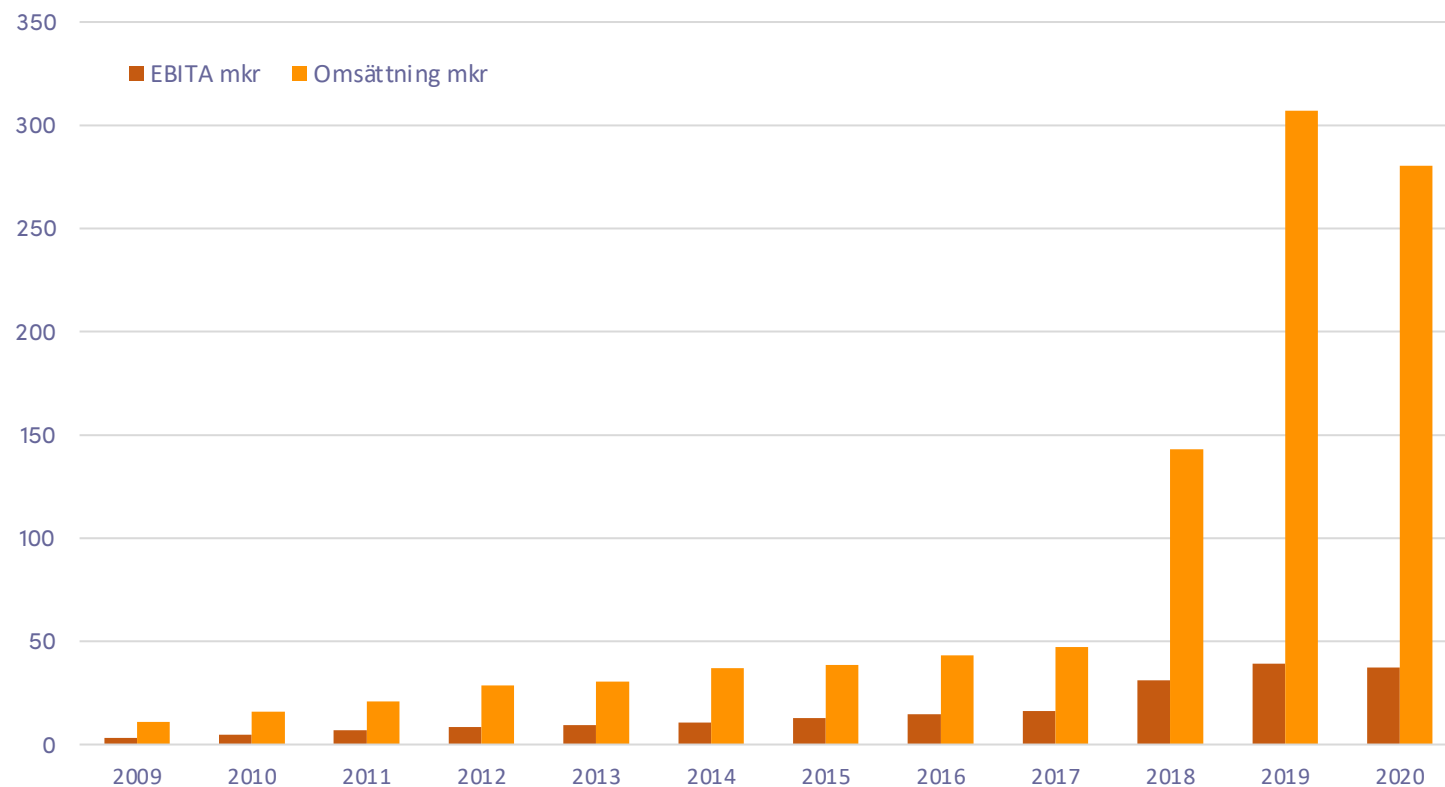
- ✓ Set-up fees
- ✓ Monthly fees
- ✓ Loading fees
- ✓ Commissions
- ✓ Breakage
- ✓ Expert services



Partnerships

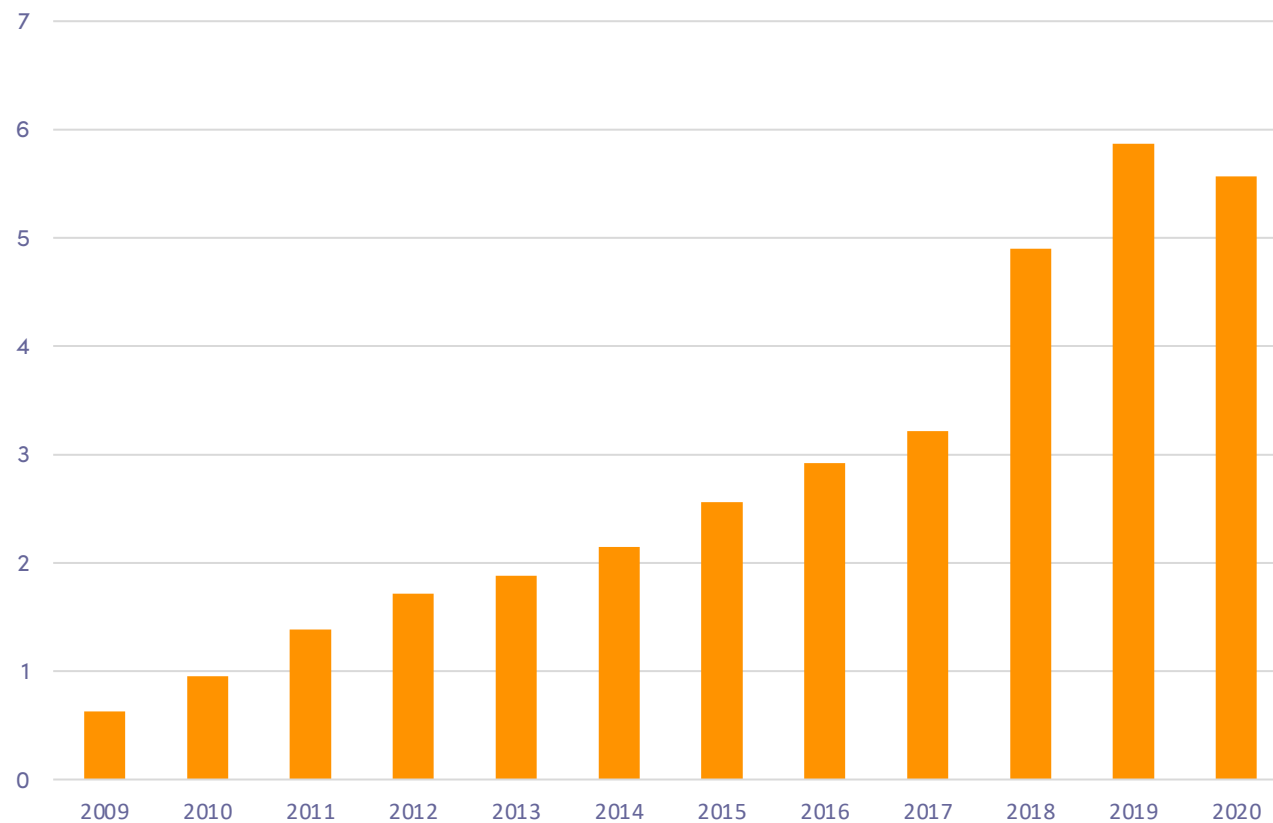
- ✓ Commissions
- ✓ Sale of points
- ✓ Campaign fees

FINANCIAL HISTORY - TURNOVER & EBITA

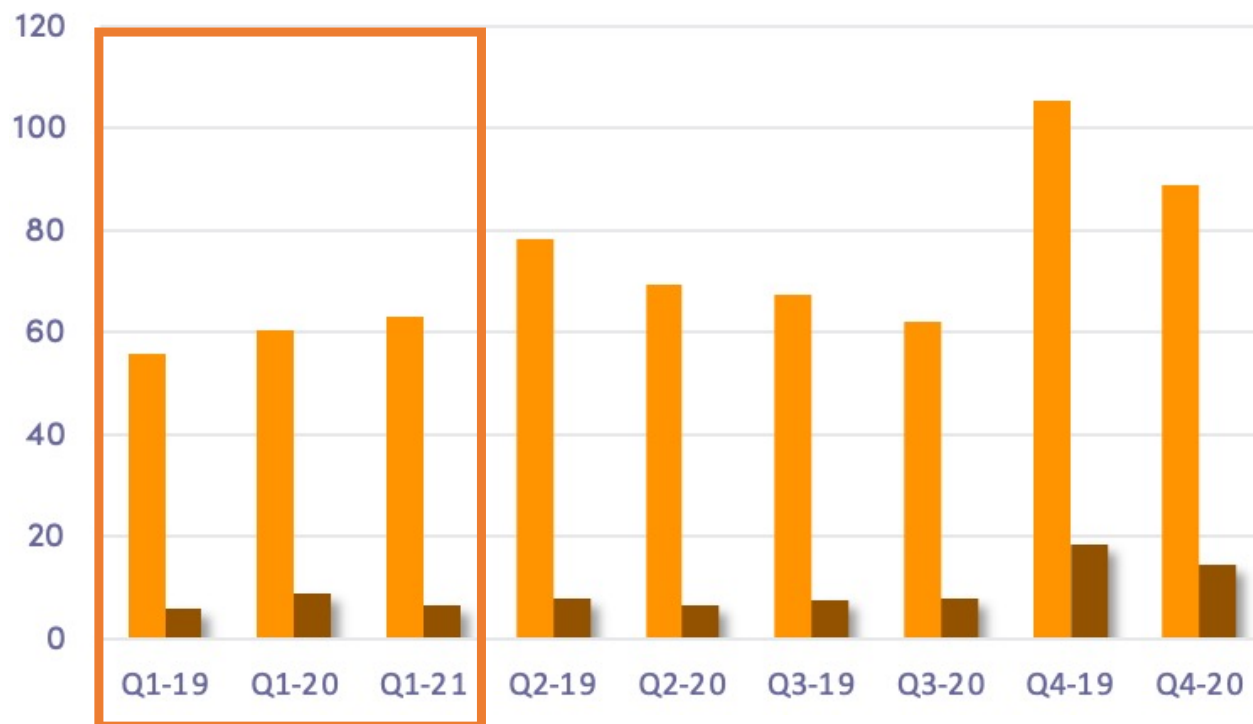


- ✓ IPO with acquisition strategy Dec 2017
- ✓ Negative pandemic effects in certain areas 2020. Indirect "price" for pandemic estimated at 50 MSEK in reduced revenue and 7 MSEK in reduced EBITA
- ✓ Increased dividends 12 years in a row in combination with organic revenue growth

FINANCIAL HISTORY - EBITA PER SHARE

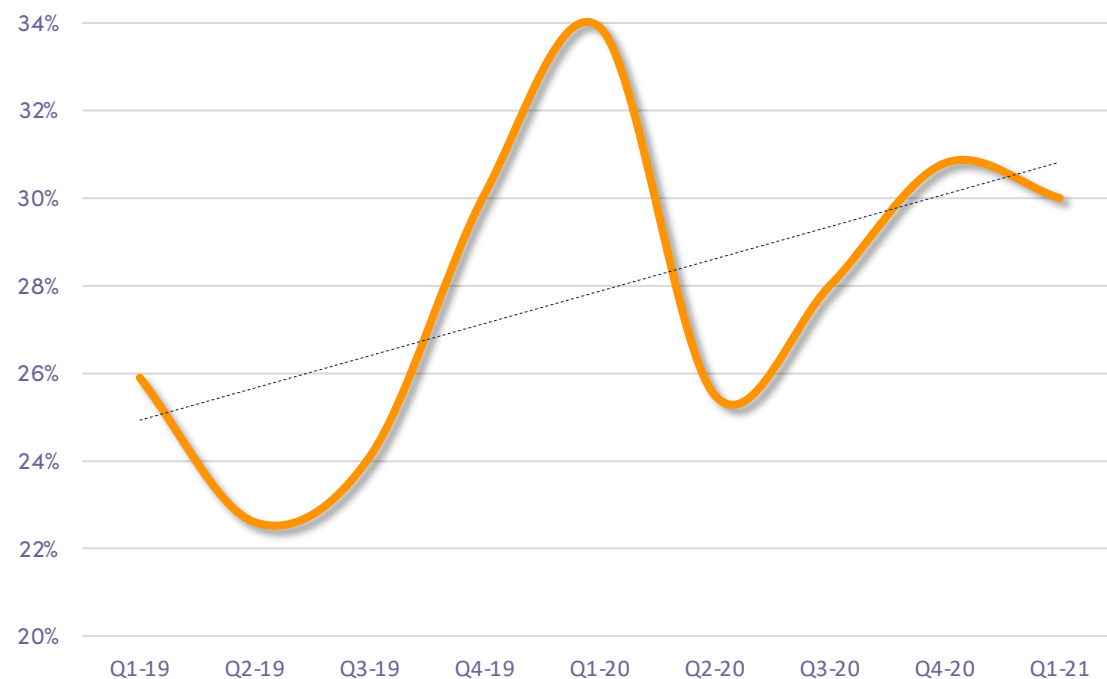


SUMMARY Q1 2021



- ✓ SGDS deal, MBXP, TIC & continued pandemic
- ✓ Turnover increased from 60,4 to 63,1 MSEK
- ✓ EBITA decreased from 8,8 till 6,6 MSEK
 - Lower gross margin compared to Q1-20 due to changes in revenue mix, in turn due to Zupergift & Pandemic = approx 2,3 MSEK
 - Investments in IT-organisation
- ✓ Indirect price for pandemic during Q1 estimated at 10 MSEK in lower revenue and 1,5 MSEK in lower profit
- ✓ Zupergift continues to be a success, but with a relatively lower initial gross margin (accounting perspective)

GROSS MARGIN DEVELOPMENT



- ✓ Positive trend over time
- ✓ Zupergift reduces average gross margin
BUT breakage will be incurred from Q2 onwards

ACQUISITION OF THE INSPIRATION COMPANY AB

Inspiration
COMPANY

Tjänster Gamification Kunskap Webinar Blogg Om oss



- ✓ Founded 1999
- ✓ Awardits largest B2B-competitor. Identical business model.
- ✓ Revenue 2020/21 approx 97 MSEK, EBITDA approx 11 MSEK. Organic growth during pandemic!
- ✓ Forecast 2021/22 slightly lower revenue but higher EBITDA. 2022/23 expected 25% lower revenue and EBITDA due to loss of major customer SGDS to Awardit.
- ✓ SGDS will remain with TIC full year 2021

WHERE ARE WE HEADING?

- ✓ Completion of TIC acquisition with aim to complete July 1st
- ✓ Initial integration of MBXP. Completed April 15th.
- ✓ Increased organic growth (regardless of pandemic). In April growth was around 10%.
- ✓ Continued work on business oriented synergies (cross selling) within group
- ✓ Continued building of partnership network based on Open Banking / Account & Card linking
- ✓ Additional value creating acquisitions
- ✓ Become a European leader (fragmented market)

CONTACT DETAILS

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