

Columbus® | Once you
know how...

Small & Mid Cap Seminar

ABG Sundaŕ Collier, 25 September 2019

Thomas Honoré, CEO

This presentation and related comments contain forward-looking statements. Such statements are subject to many uncertainties and risks, as various factors of which several are beyond Columbus A/S' control, may cause that the actual development and results differ materially from the expectations.

Agenda

- Columbus in short
- Highlights of H1 2019
- Financial Value Drivers
- Growth Initiatives
- Short & Long Term Guidance
- Questions



When you have the aspiration to
transform, maximize and futureproof
your business digitally



Columbus by the numbers



75,000

Customers cases solved every year



24/7

Global support with Columbus Care



No. 1

In digital commerce in the Nordics



5,000+

Customers worldwide



2,000+

Employees across the world



8,600

Business application implementations



1,700,000

Hours of consultancy every year



5x

Microsoft global partner of the year



No. 1 Infor M3

Global partner; 2018 Infor M3 EMEA Partner of the year

Presence across 17 countries

- Denmark
- Sweden
- Norway
- United Kingdom
- USA
- Germany
- Switzerland
- Czech Republic
- The Netherlands
- Russia
- Spain
- Poland
- Lithuania
- Estonia
- Chile
- China
- India



Local business partner with global strength

Highlights H1 2019

Revenue

2% organic growth

amounting to DKK 977m

EBITDA

7% growth

amounting to DKK 102m
& EBITDA margin of 10,4%

Columbus Cloud

44% growth

amounting to DKK 10m

Commerce

16% growth

amounting to DKK 73m

Columbus Care Contracts

16% growth

amounting to DKK 69m

M3

17% growth

amounting to DKK 157m

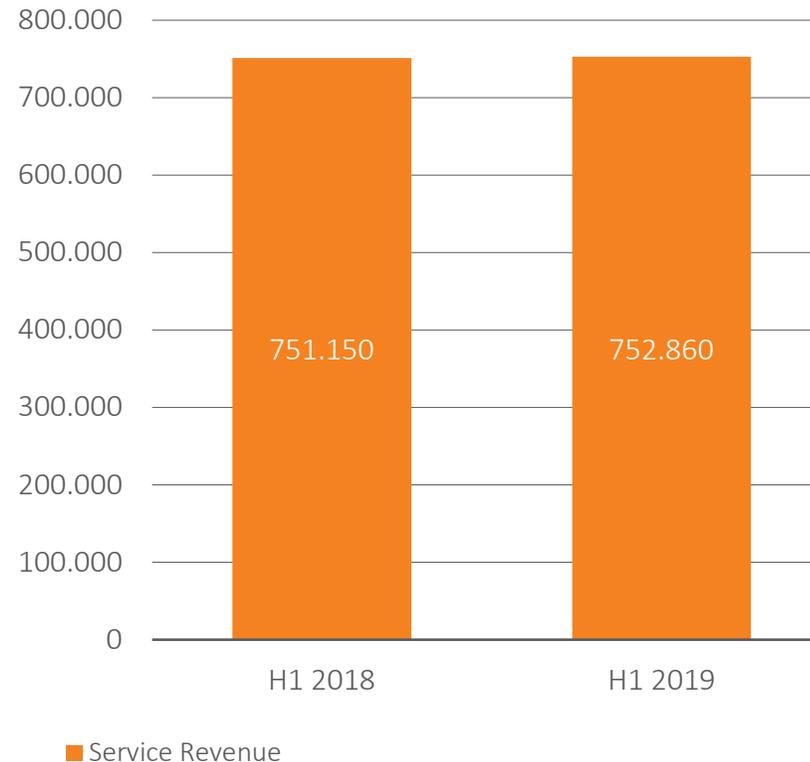
Financial Value Drivers

H1 2019

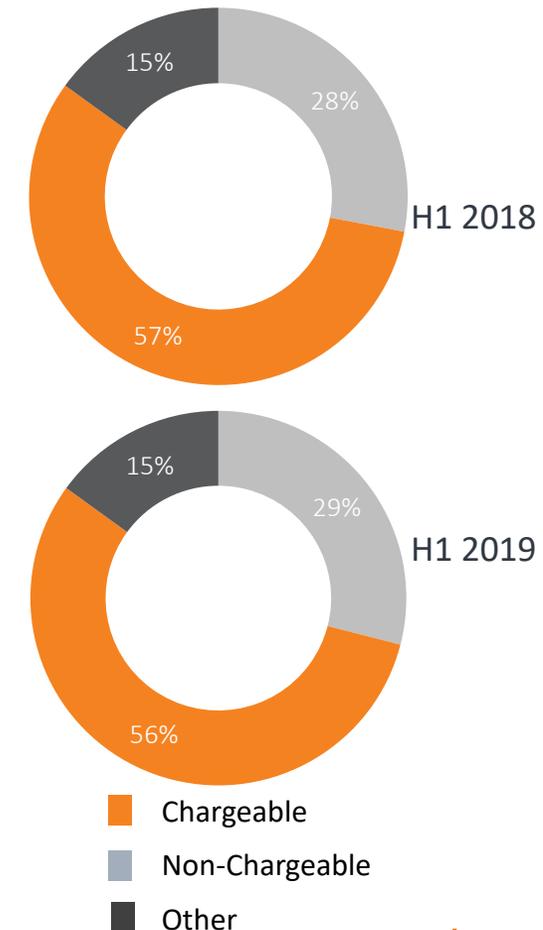
Services Business in line with last year

- Service revenue amounted to DKK 753m
 - Growth in Columbus Care Services
 - Good progress in Denmark, Norway, Sweden, Commerce and M3
- Decrease in chargeable hours (57% to 56%)
 - Lower efficiency in RU, UK, US
 - Progress within ERP, Cloud and offerings such as Analytics & BI and Customer Experience

Development in the service revenue

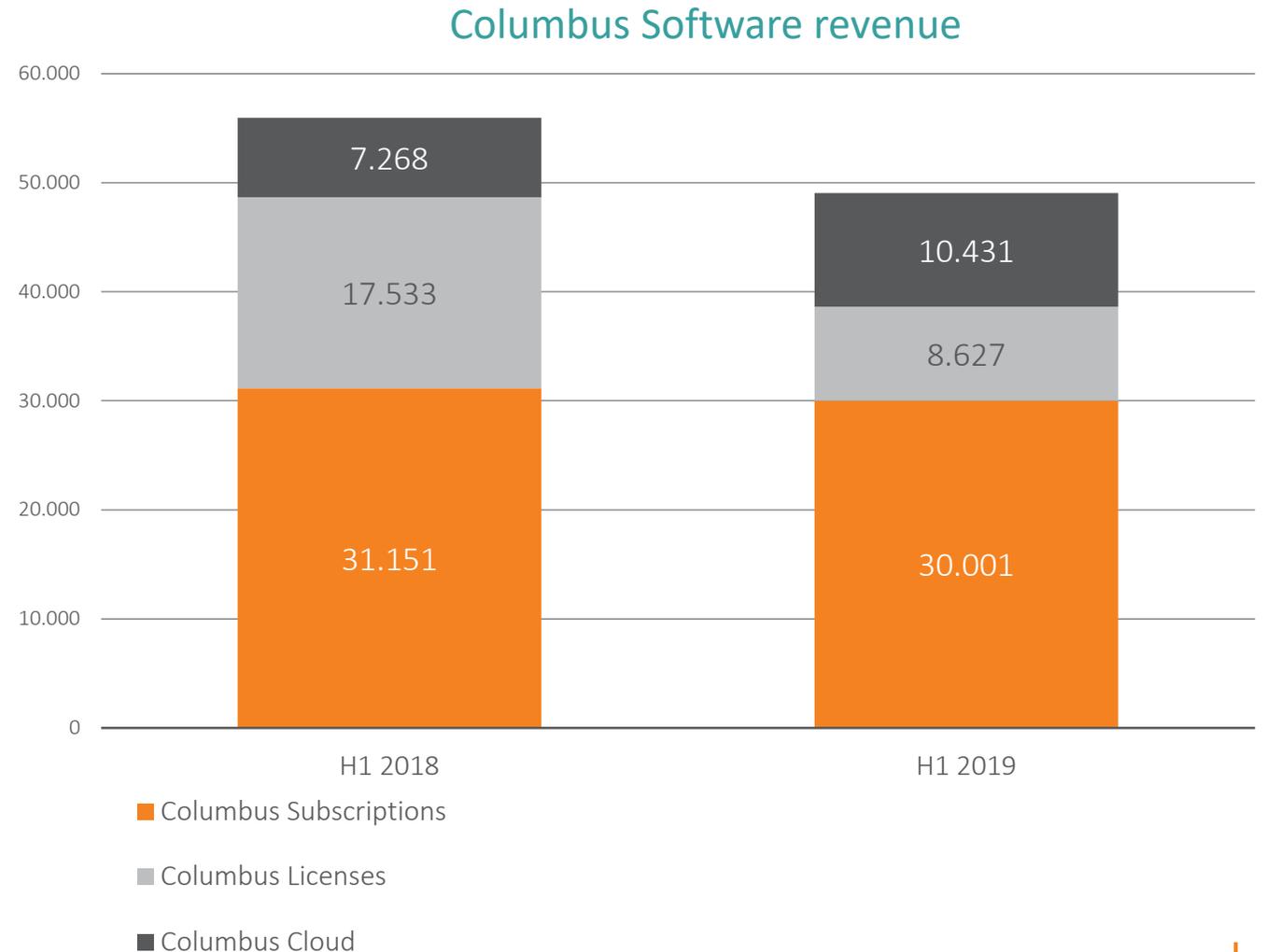


Customer Work



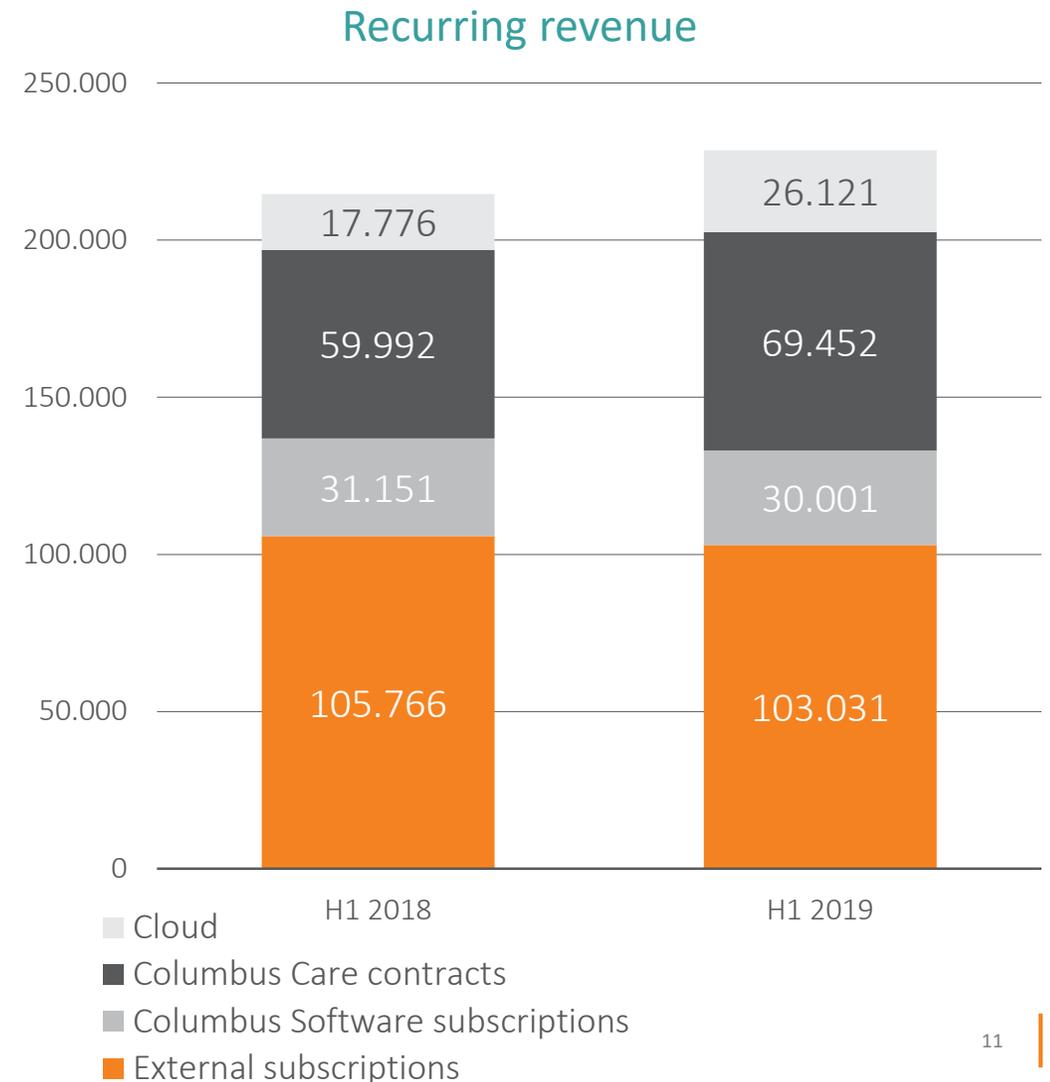
Accelerated Cloud Conversion for Columbus Software

- Total revenue from sale of Columbus Software decreased by 12%, amounting to DKK 49m
 - Subscriptions declined by 4%
 - License sales declined by 51%
- Columbus Cloud sales increased by 44%, from DKK 7m to DKK 10m



Growth in Recurring Revenue

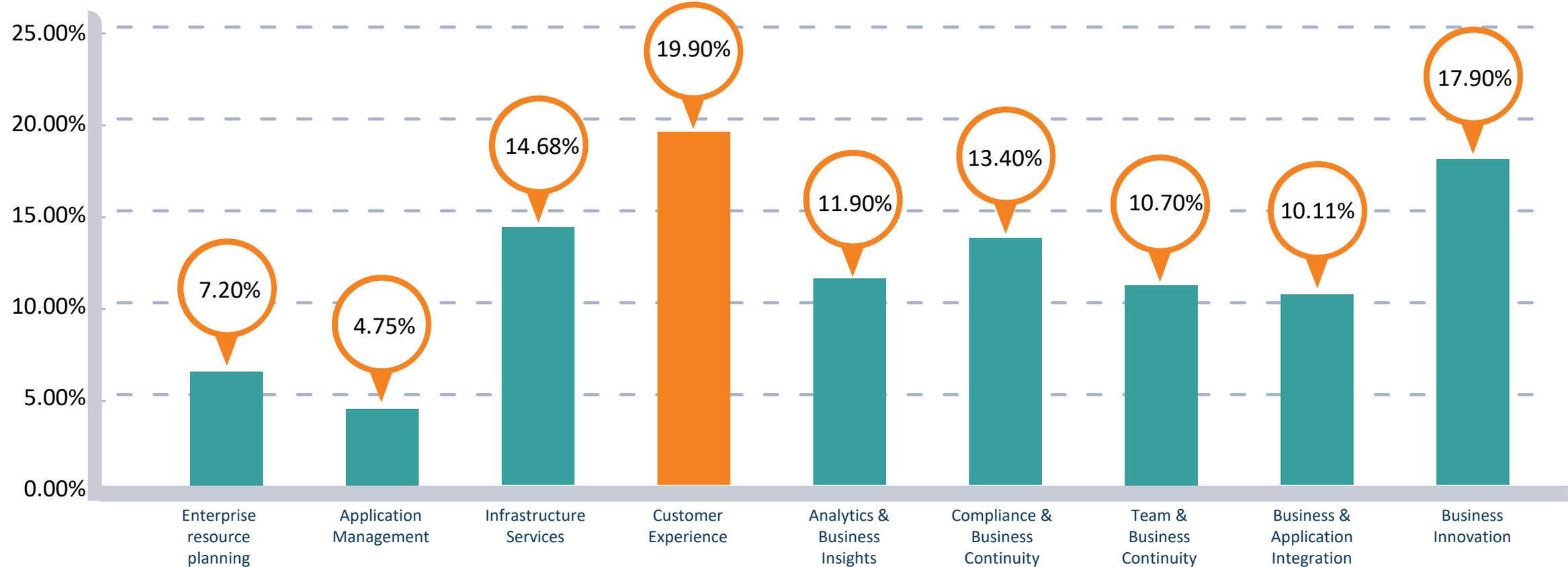
- Recurring revenue increased by 6%
- Recurring revenue constitutes 23% of total revenue
- Columbus Care contracts grew by 16%
- Total Cloud revenue grew by 47%



Growth Initiatives

Tremendous growth opportunities

CAGR (Forecast for 2020)



Attractive market growth

Expanding total addressable market (TAM)

- Service & product development
- Building global delivery capacity
- Go-To-Market, e.g. digital marketing
- Sales enablement & training
- Establish strategic partnerships



Customer Experience



Strategy &
Insights



User Experience
& Design



Digital & Inbound
Marketing



CRM & Loyalty



Content & PIM



Commerce &
Personalisation



Increasing share of wallet (SoW)

- Developing 5,000 customers
- Segmentation & prioritization
- Account management & customer development
- Update sales talent, process & resources
- Personalized digital marketing
- Organic growth plans



Short & Long Term Guidance

Financial Guidance for 2019

Revenue, in the range of
DKK 2bn

Software revenue, in the range of
DKK 110m

EBITDA, in the range of
DKK 240m

Dividend
10% dividend
on nominal share capital



Long Term Guidance for 2021

Revenue

3-5% growth

Compounded average growth
each year organically

Recurring revenue

25%

of total revenue in 2021

EBITDA

13%

EBITDA margin

Dividend

10% pay-out

of nominal value each year





Lifetime partnerships