



Endless ways to the future

BUILDING OUR FUTURE

Capital Markets day

28-04-2022




Marco Parisi

HEAD OF INVESTOR RELATIONS

INTRODUCTION

Today's agenda and speakers

-
- 01** Introduction – Marco Parisi
-
- 02** Scaling up the value chain: from Hardware to Service company – Massimo Mauri
-
- 03** Business update – Vincenzo Difronzo, Dario Freddi
-
- 04** The Edge computing, IoT and AI market scenario – Alfonso Velosa
-
- 05** CLEA: the value of AI – Ajay Malik
-
- 06** Vertical Applications of CLEA – Maurizio Caporali
-
- 07** #1 Q&A
-
-  **Coffee break**
-
- 08** Intel: The value of SECO partnership – Andrea Toigo
-
- 09** Edge computing: the value of SECO offering – Davide Catani
-
- 10** Delivering execution in a challenging scenario – Angelo Pelsoni
-
- 11** Further accelerating our business: partnerships and M&A strategy update – Massimo Mauri
-
- 12** #2 Q&A



Massimo Mauri

SECO CEO

SCALING UP THE VALUE CHAIN: FROM HARDWARE TO SERVICE COMPANY



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Scaling up the value chain: from Hardware to Service company

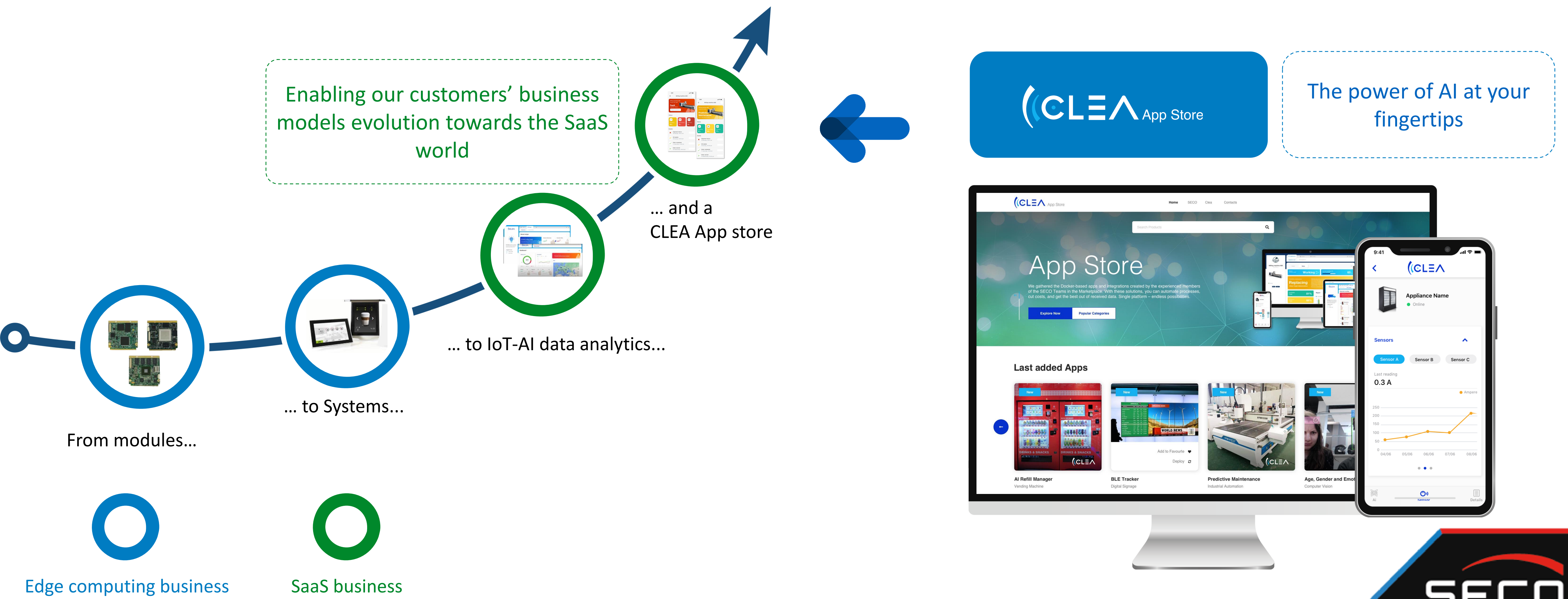
Digitalization: a just-started secular trend, creating a huge market for smart devices



Scaling up the value chain: from Hardware to Service company

An innovative strategy for a long-term growth path

Unique market positioning vs. competitors



Edge computing business

SaaS business

Scaling up the value chain: from Hardware to Service company

How we bring intelligence into customers' devices

Our customers' devices...



...are transformed into smart objects...

Human-Machine Interface



Miniaturized PC (board)



Mechanical enclosure design

Native compatibility with:



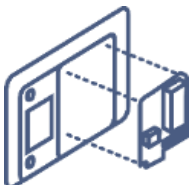
SECO added value pillars



R&D and Design



Manufacturing



System integration

...bringing intelligence into several industrial fields

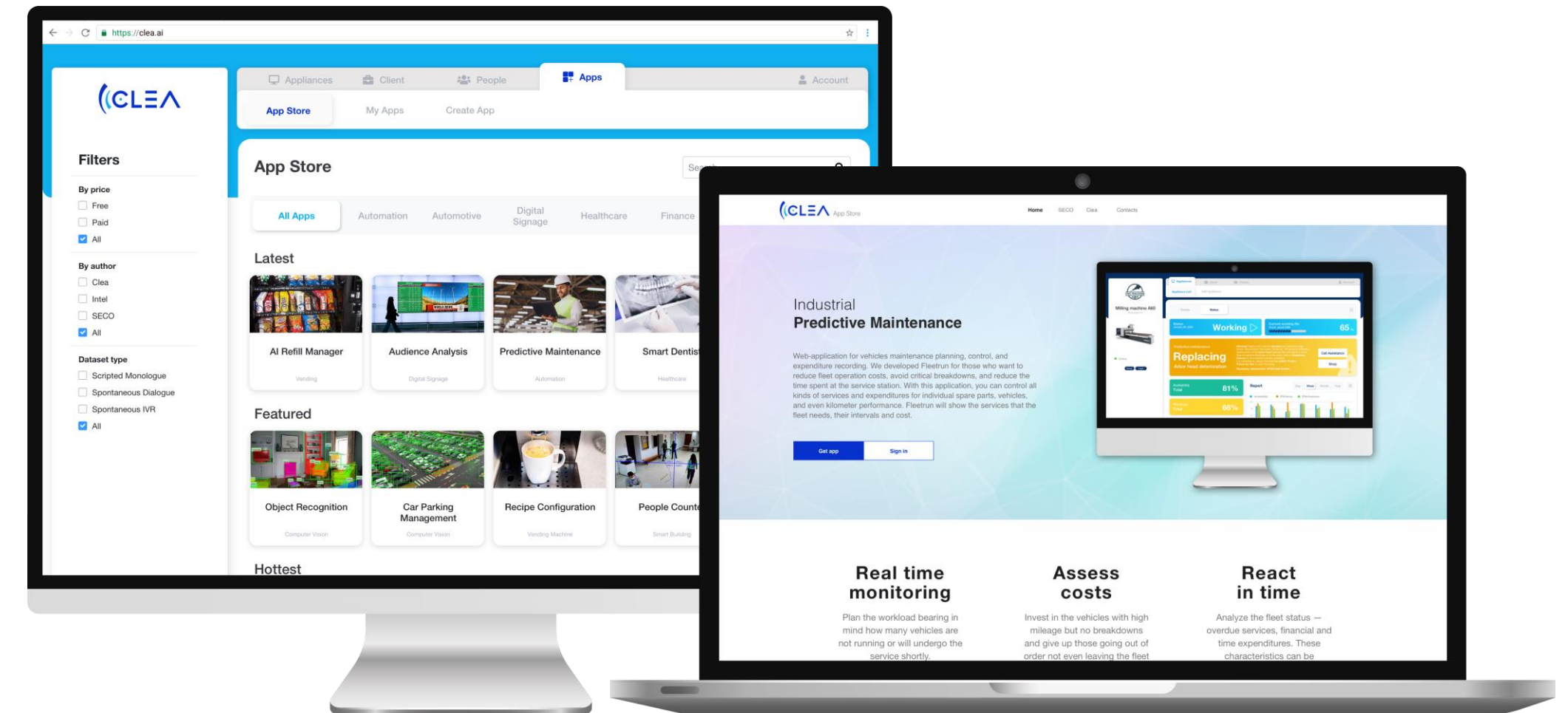


Scaling up the value chain: from Hardware to Service company

Deeply understanding customers' needs proves crucial when it comes to customizing AI algorithms

Each sector has its own KPIs to watch, making AI customization change significantly across each vertical

Cross-sector experience generating strong IP for each vertical: launching the CLEA App store



“Apple-like” successful approach based on an ecosystem of applications and connected devices with proprietary hardware and software



Vincenzo Difronzo

CSO

Dario Freddi

SECO MIND CEO

Business update

Business update

Edge computing - What makes our business solid

€43m

Q1 2022
Net Sales

+44%

Like-for-like¹ growth
vs. Q1 2021

2.5x

Like-for-like¹ order backlog
increase (Feb22 vs. Feb21)

Order backlog

€157m

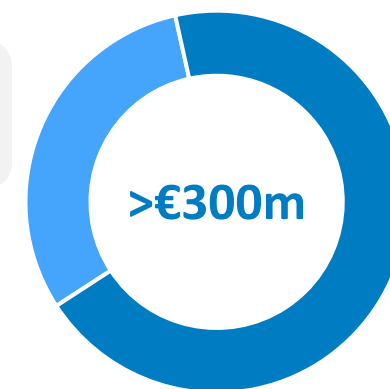
Order backlog
February 2022

€27m+

New orders in
March 2022

31%

New customers



69%

Existing customers

12 month

Forecasts, updated on a
quarterly basis

~5 yrs.

Average
product life cycle

10+ yrs.

Top 10 customers average
relationship duration

1.5%

3-year
churn rate

Growing pipeline of new
opportunities (2022-23)

Rolling forecasts received
from Top customers

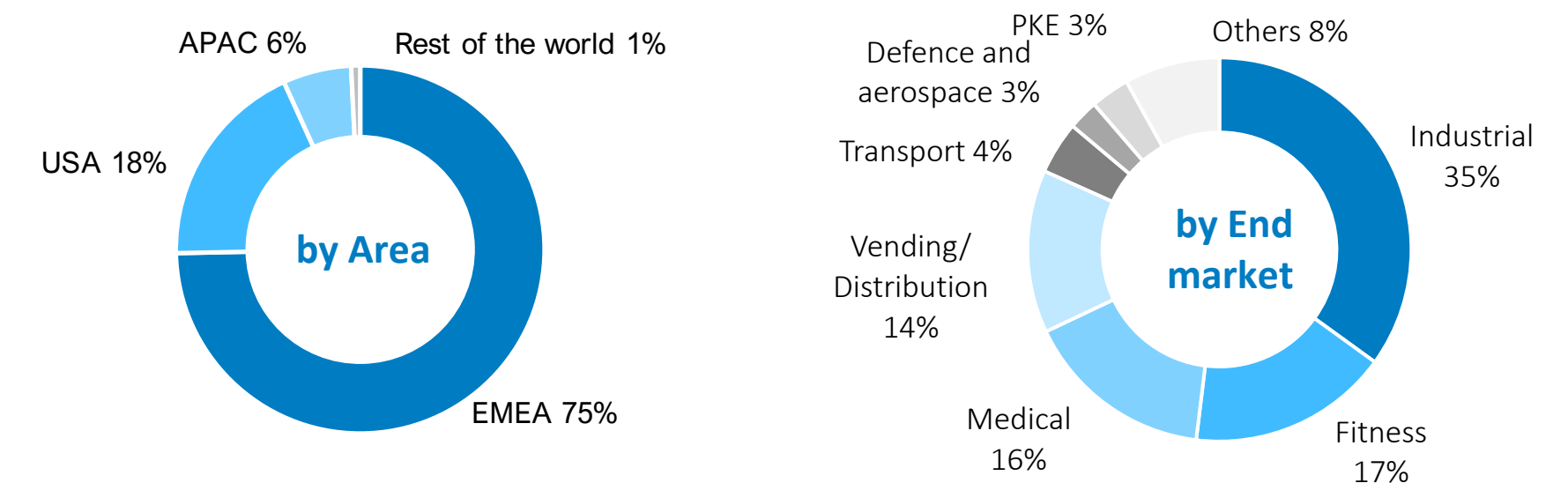
Design wins

Strong relationships with
existing customers

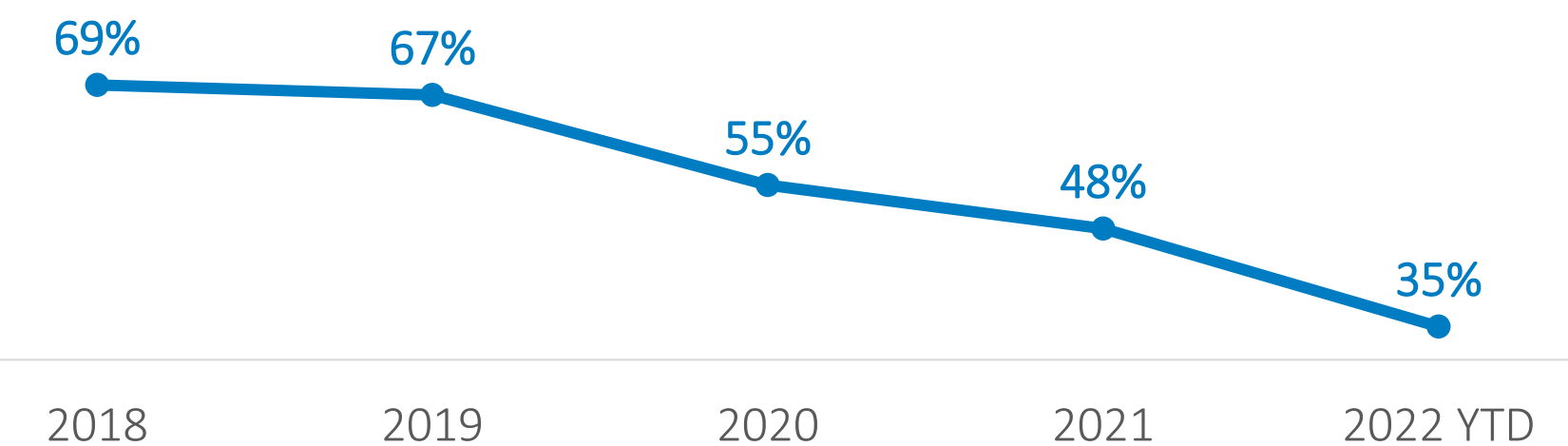
Strong visibility on
future business
evolution

Diversified business with decreasing reliance on top customers

2021 FY Revenue breakdown



Top 10 customers concentration²



¹ Considering the results of the Garz & Fricke Group from January 1, 2021

² For 2022 YTD, billing + backlog figures as of March 2022 were considered

Business update

Edge computing – An overview of recent design wins







Increasing our presence in new and existing sectors

~€65M

Total value of new design wins






USA

Opportunity value €M/year

	Medical	~10M
	Industrial Automation	~8M
	Aerospace & Defense	~3M
	Smart buildings	~2M
	Vending	~2M
	Transportation	~1M




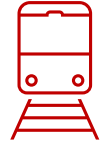

EUROPE

Opportunity value €M/year

	Smart buildings	~12M
	Industrial Automation	~4M
	Vending	~4M
	Medical	~3M
	Transportation	~1M

APAC

Opportunity value €M/year

	Entertainment	~5M
	Automotive	~3M
	Telco	~3M
	Transportation	~2M
	Heavy equipment	~2M



Business update

Edge computing – Incremental business opportunities from M&A integration

Upgrading solutions offered to our customers for an enhanced user experience



Scientific instrumentation



Uninterruptible power supply (UPS)



Critical sensor technologies

Synergy opportunities



SECO Northern Europe customer:
up-selling with an **upgraded solution** from the **SECO catalogue**



HMI
(SECO Northern Europe)



CLEA SaaS + retrofit
(SECO Mind)



SECO Northern Europe customer: integrating
a **real-time spectrum analyzer** for clean
rooms with a **SECO Edge solution**



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Business update

CLEA SaaS business – Recurring and incremental model growing in size

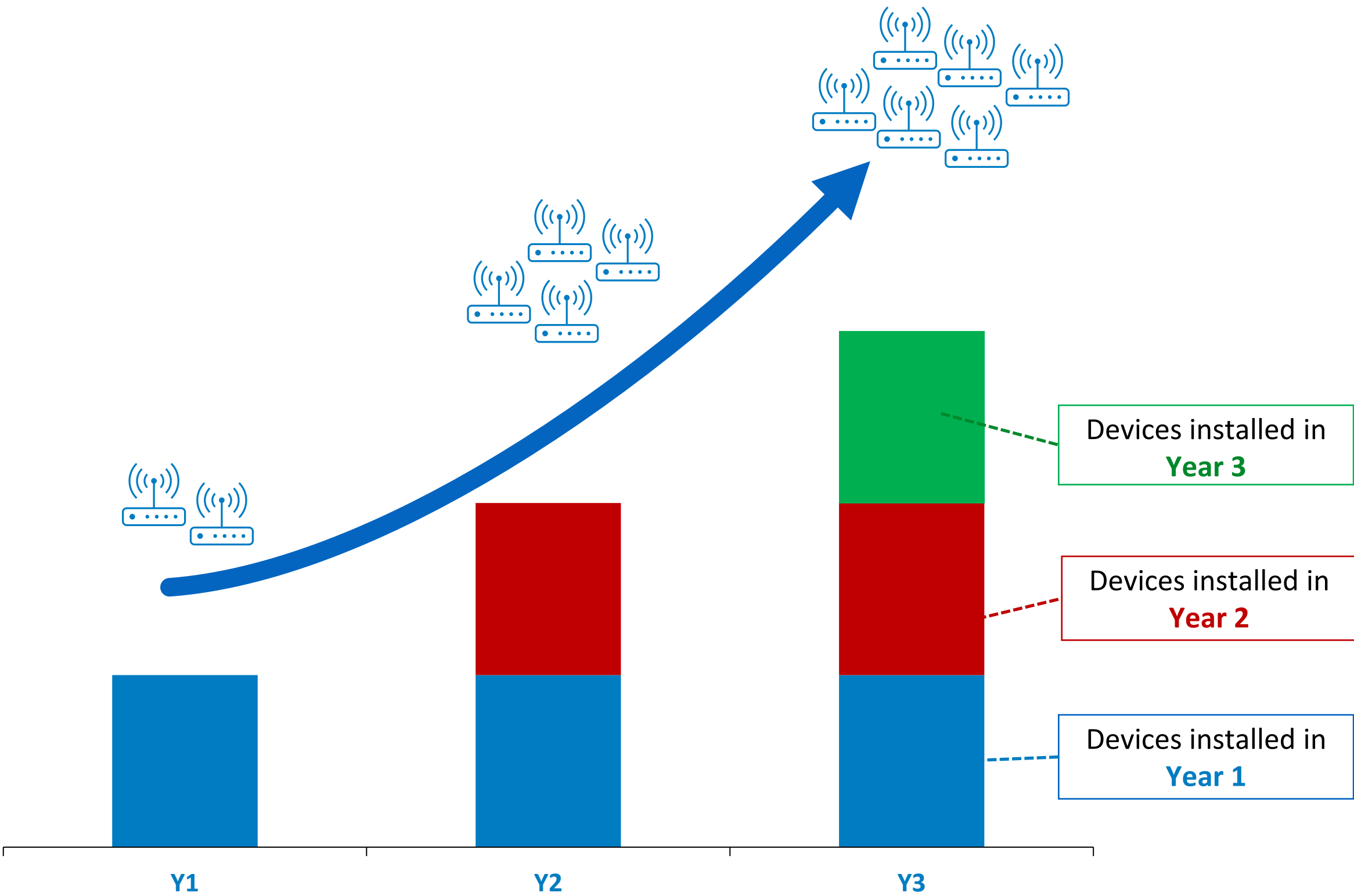
~80%
Gross Profit Margin

~25
Ongoing projects

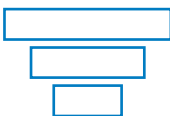
~€150k
average NRE size per project

500k+ devices
pipeline potential

Devices installed base continues to generate revenues for the years to come...



...thanks to a win-win business model being adopted in a larger number of sectors



Pipeline in continuous expansion

Growing pipeline, with a potential of >500k devices connected in various fields of application



Recurring and incremental business model

Monthly fees per device connected

Over the years, new installations are added to the previously deployed devices, **enlarging the fleet of connected machines**



Business update

CLEA SaaS business – An overview of recent design wins

More and more devices become smart with CLEA, our IoT-AI All-in-one platform



Some new collaborations

Vending



Smart buildings



Industrial



Value-adding solutions

- | | | |
|--|--|---|
| <ul style="list-style-type: none">• AI algorithms customization based on customer needs• Improved UX: personalized offers, age-gating recognition and augmented reality• Recipe sales trends analysis | <ul style="list-style-type: none">• Provide value-added services for apartment buildings• Residents and condo managers can be connected via a dedicated app• Business customers can display targeted promotional contents | <ul style="list-style-type: none">• Real-time monitoring of the machine fleet status• Predictive maintenance: optimized costs, preventing breakdowns or operational interruptions• Performance display: consumption efficiency control |
|--|--|---|

Business size

80k+ devices

100k+ devices

150k+ devices

Region





Alfonso Velosa

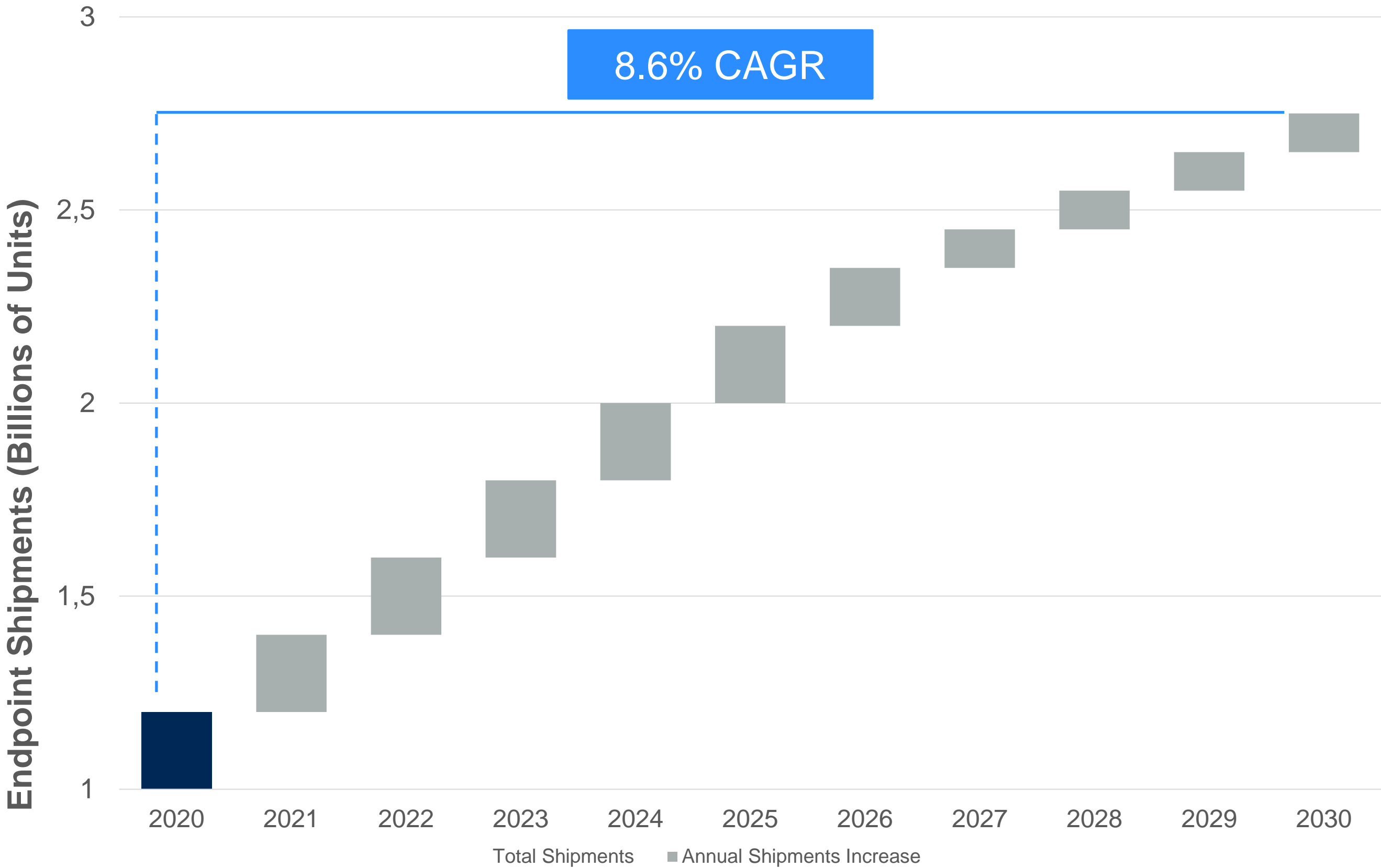
GARTNER

The Edge computing, IoT and AI market scenario

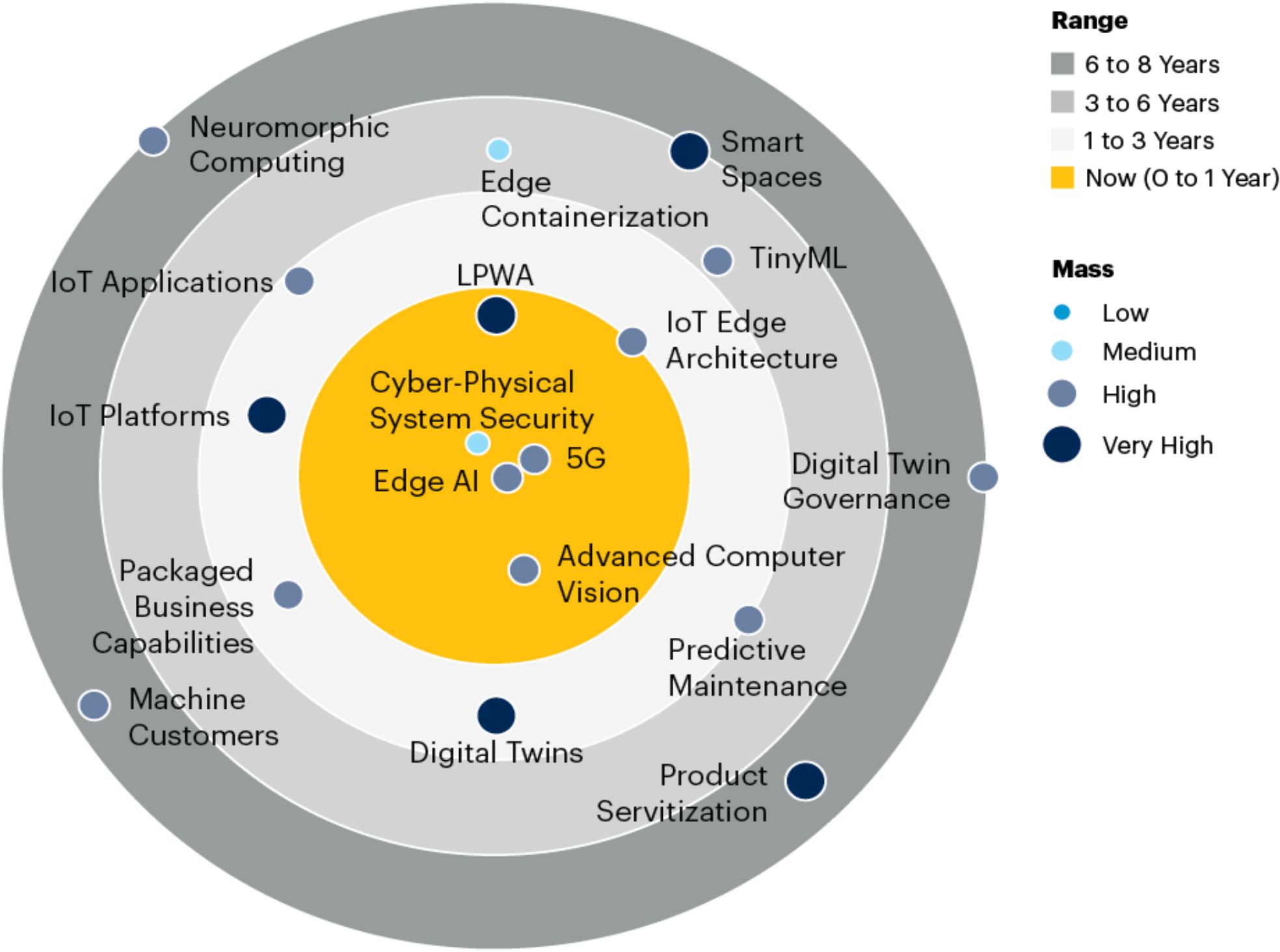
The Edge computing, IoT and AI market scenario

IoT Endpoint Shipments Worldwide, 2020-2030

Forecast summary: The worldwide IoT endpoint shipments will grow to 3 billion in 2030, representing a compound annual growth rate of 8.6%



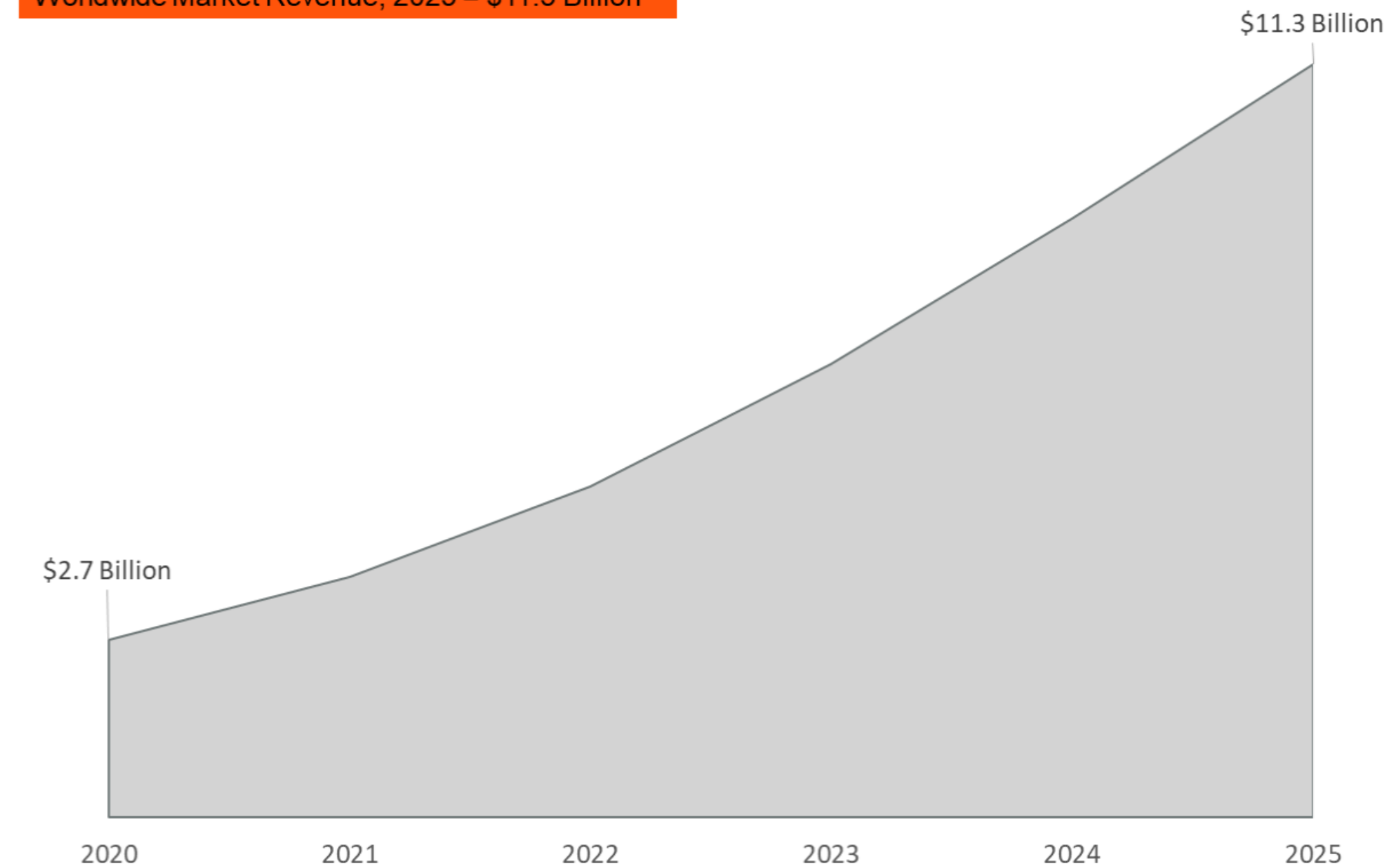
Many Technologies Support IoT Strategies



Enterprise & Automotive IoT Platform Spend Growing

Enterprise and Automotive IoT Platform Spending, Worldwide

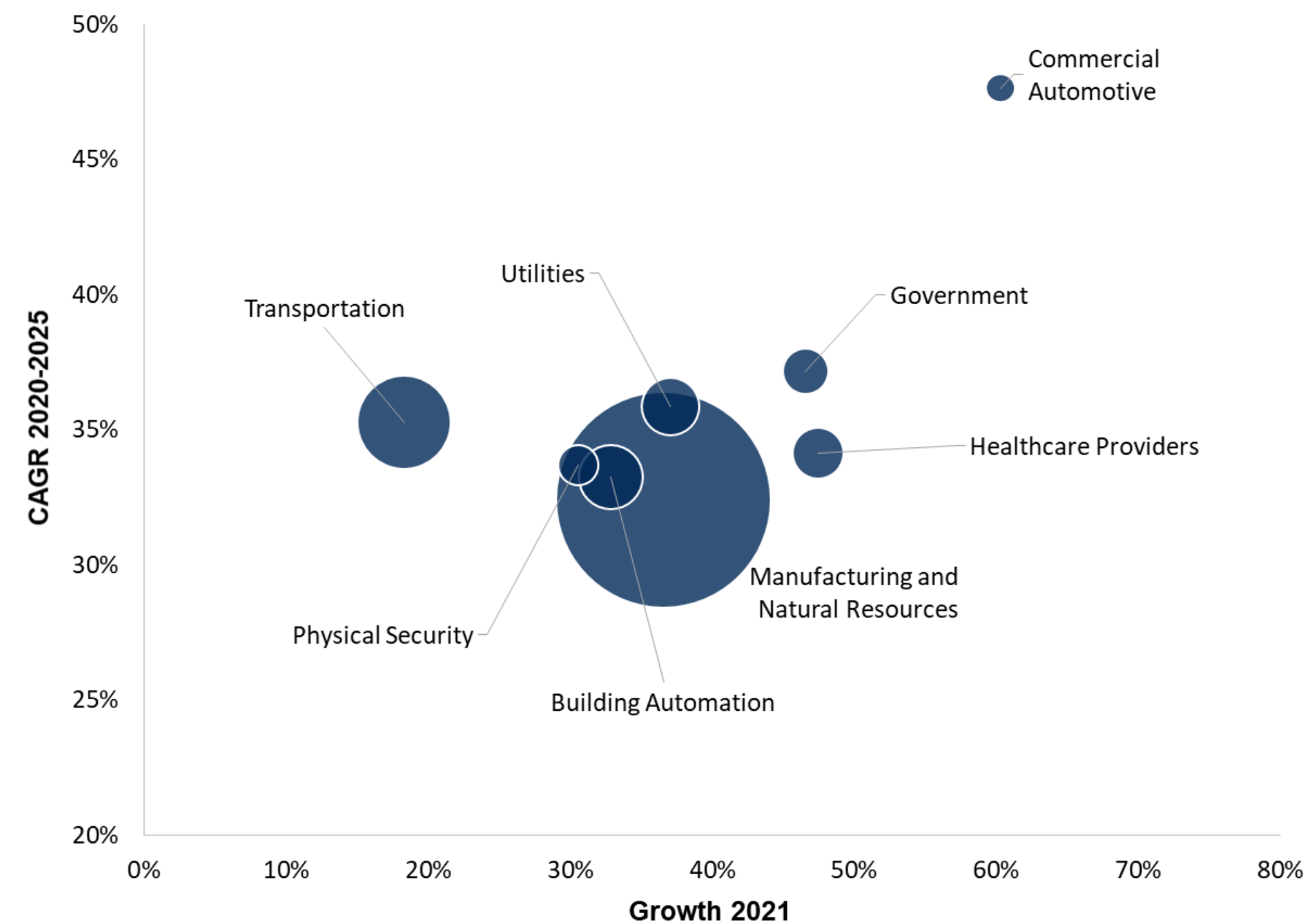
Five-Year Market Growth = \$8.6 Billion (CAGR 33.5%)
Worldwide Market Revenue, 2025 = \$11.3 Billion



Source: Gartner (August 2021)
ID: 753402

Gartner

Enterprise and Automotive IoT Platform Spending, Worldwide



Note: The size of each bubble represents 2020 enterprise and automotive IoT platform spending by sector in current U.S. dollars.
Source: Gartner (August 2021)
ID: 753402

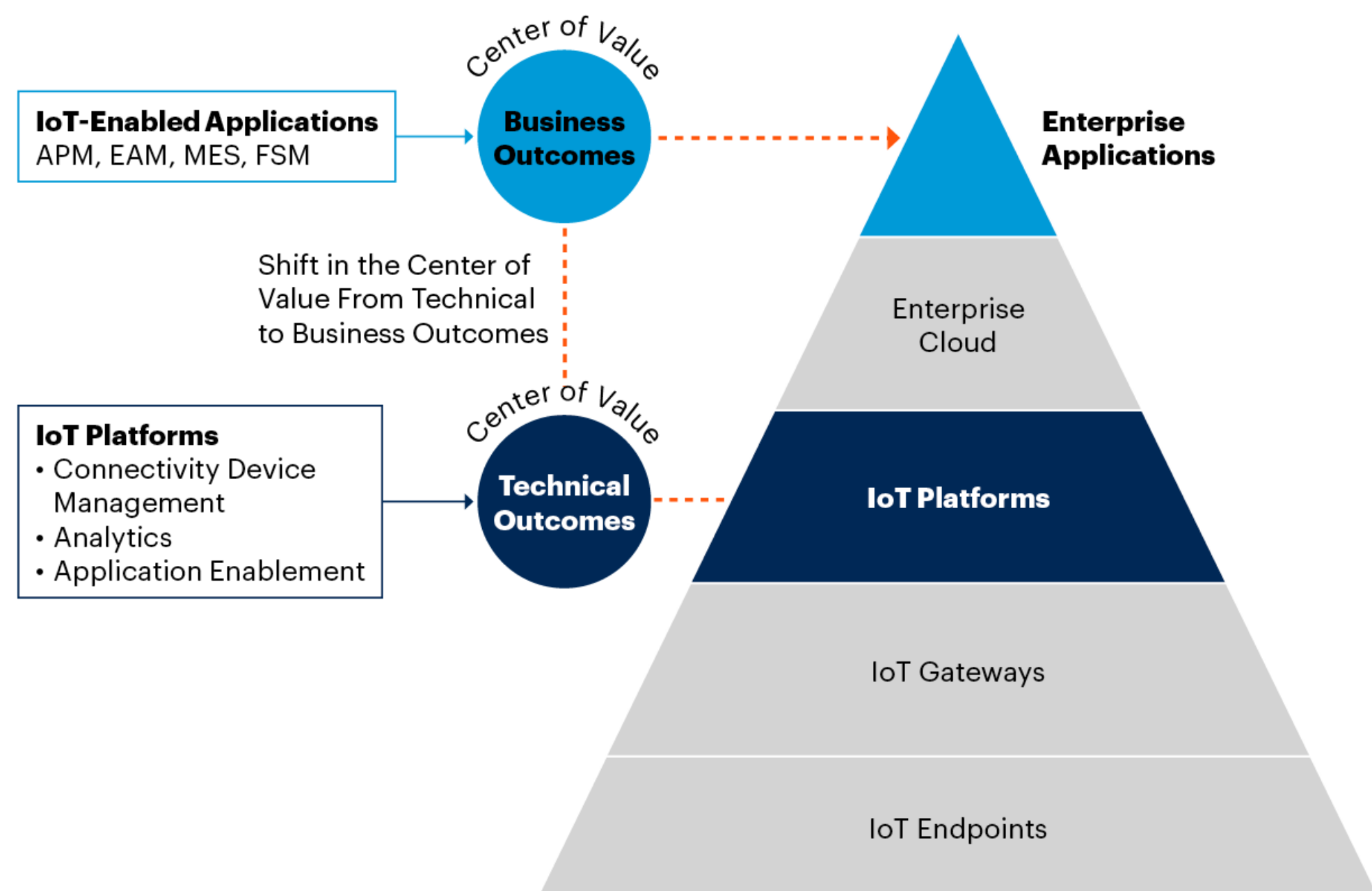
Gartner



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Market Evolving: Buyers Prioritize Business Outcomes

Shift From IoT Platforms to IoT-Enabled Applications

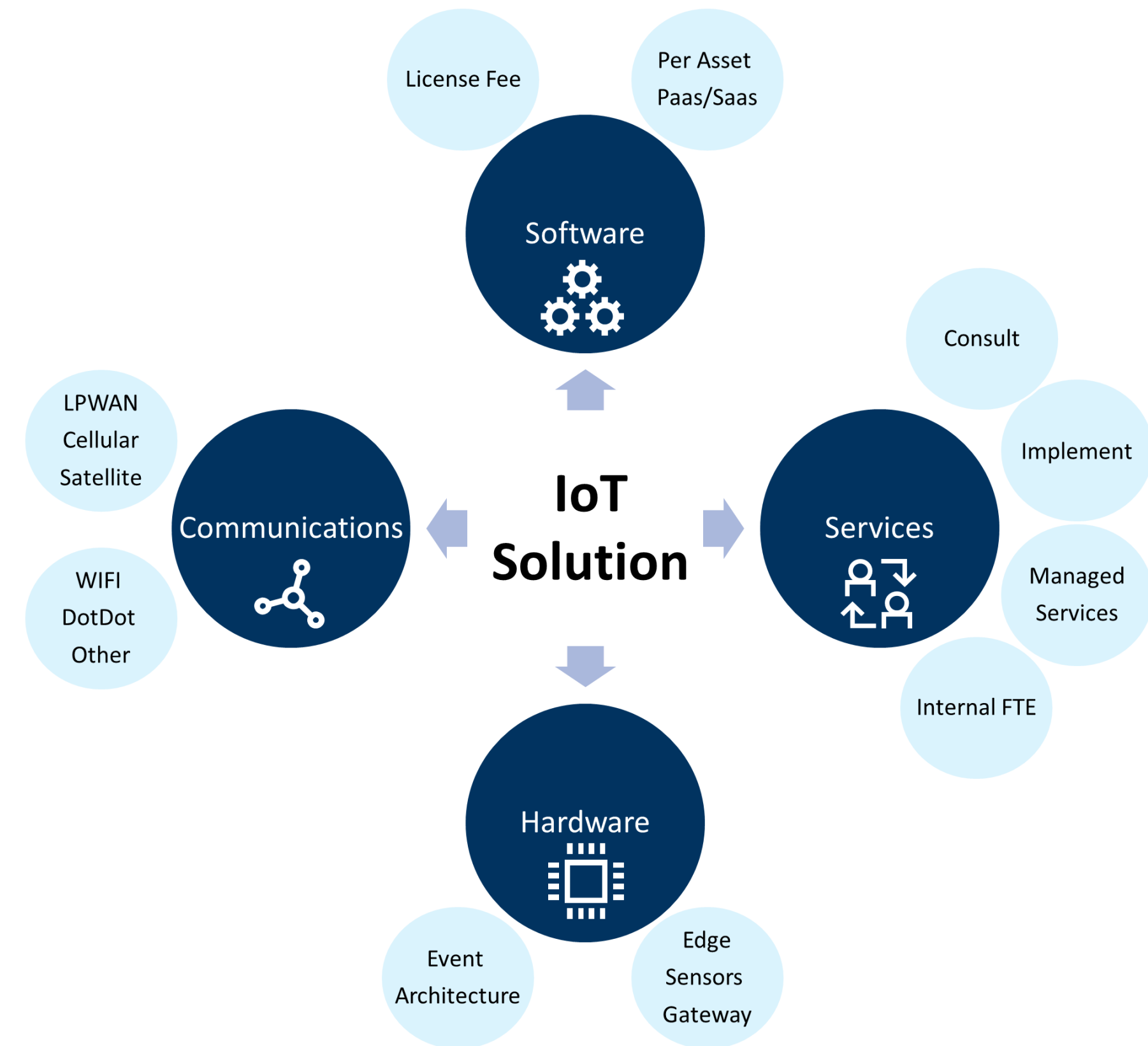


EAM = enterprise asset management
FSM = field service management
MES = manufacturing execution system
Source: Gartner
754716_C

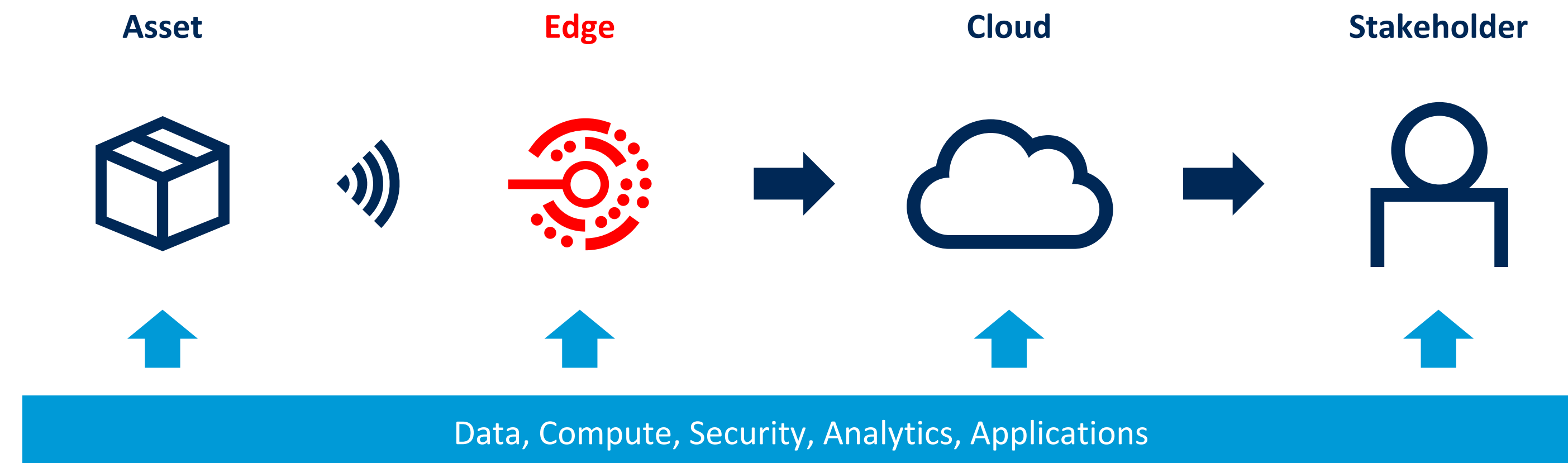
- ❑ Shift from IoT to IoT Enabled Applications
- ❑ The development or partnership with providers of applications enabled by the platform
- ❑ A challenge around data interoperability in which applications are designed around data models

The Edge computing, IoT and AI market scenario

Enterprises Want A Clear Total Cost of Ownership

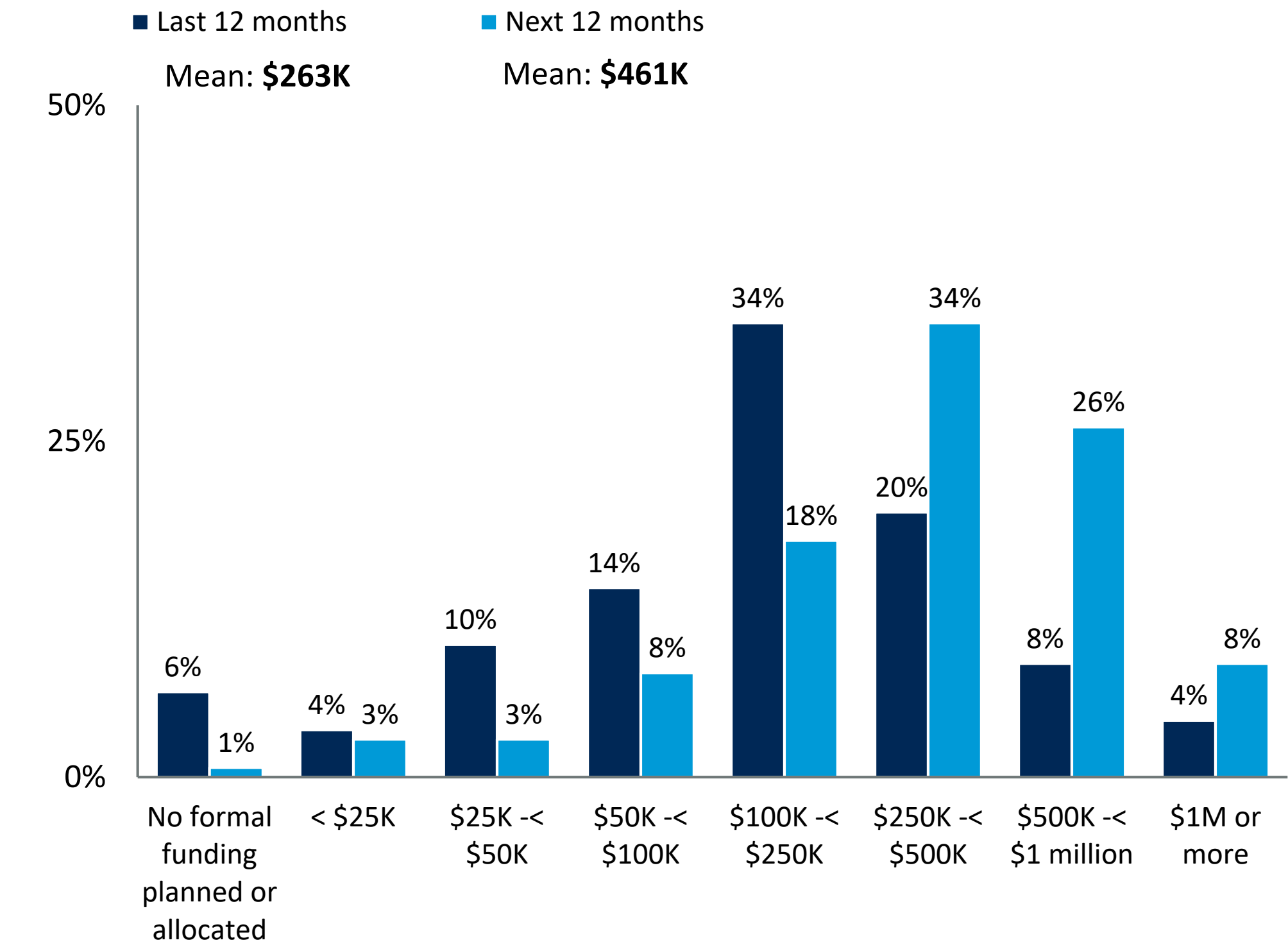


Plan for a Distributed Data and Computing Topology



The Edge computing, IoT and AI market scenario

Strong Growth Projected For Edge Investments



n = 142, Respondents with Edge (Edge AI and Edge Computing) Emerging Technology Purchase, Excluding Unsure

Q03b. What level of funding was allocated for the selected emerging technology solution in the last 12 months, and what funding is planned for the next 12 months?
Source: 2021 Gartner End User Emerging Technology Survey
Note: Statistics are approximations calculated from range mid-points
ID:

Align to Business Drivers For Edge Investments

Most Important Objectives Company Hopes to Achieve by Investing in Edge Emerging Technology Sum of Top 3 Ranks



n = 143; Respondents with Edge (Edge AI and Edge Computing) Emerging Technology Purchase, Excluding 'not sure'

Q04. What are the most important objectives your company hopes to achieve by investing in selected emerging technology solution?
Source: 2021 Gartner End User Emerging Technology Survey
ID:



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Ajay Malik

CEO SECO MIND US

CLEA: the value of AI

CLEA: the value of AI

The people of SECO Mind



We are an AI as a Service Company.

Our vision is to **augment the abilities of machines and people** by using **AI everywhere** computing takes place.

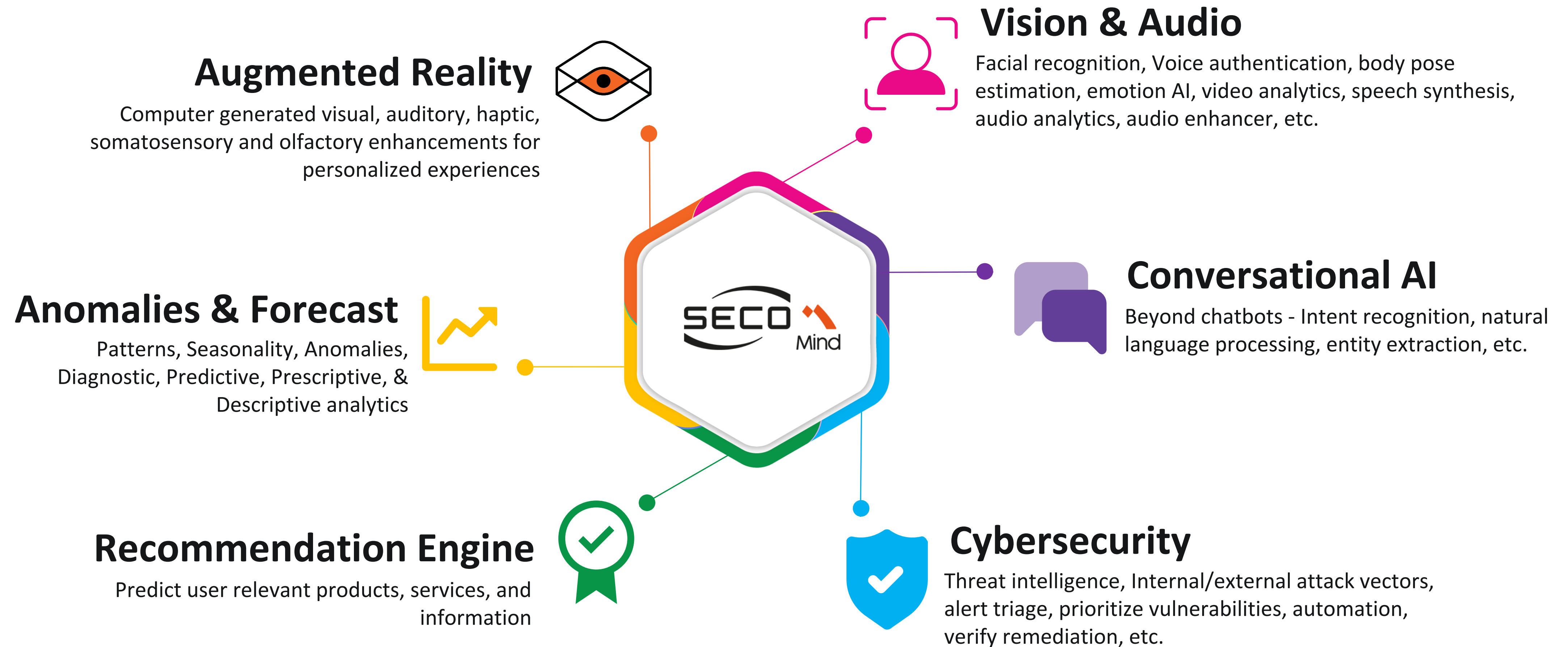
~150
People

Silicon Valley, India,
Italy, Germany & Brazil

Neuroscientists, Data scientists, Software
Engineers, Hardware Engineers, and Cloud SREs

CLEA: the value of AI

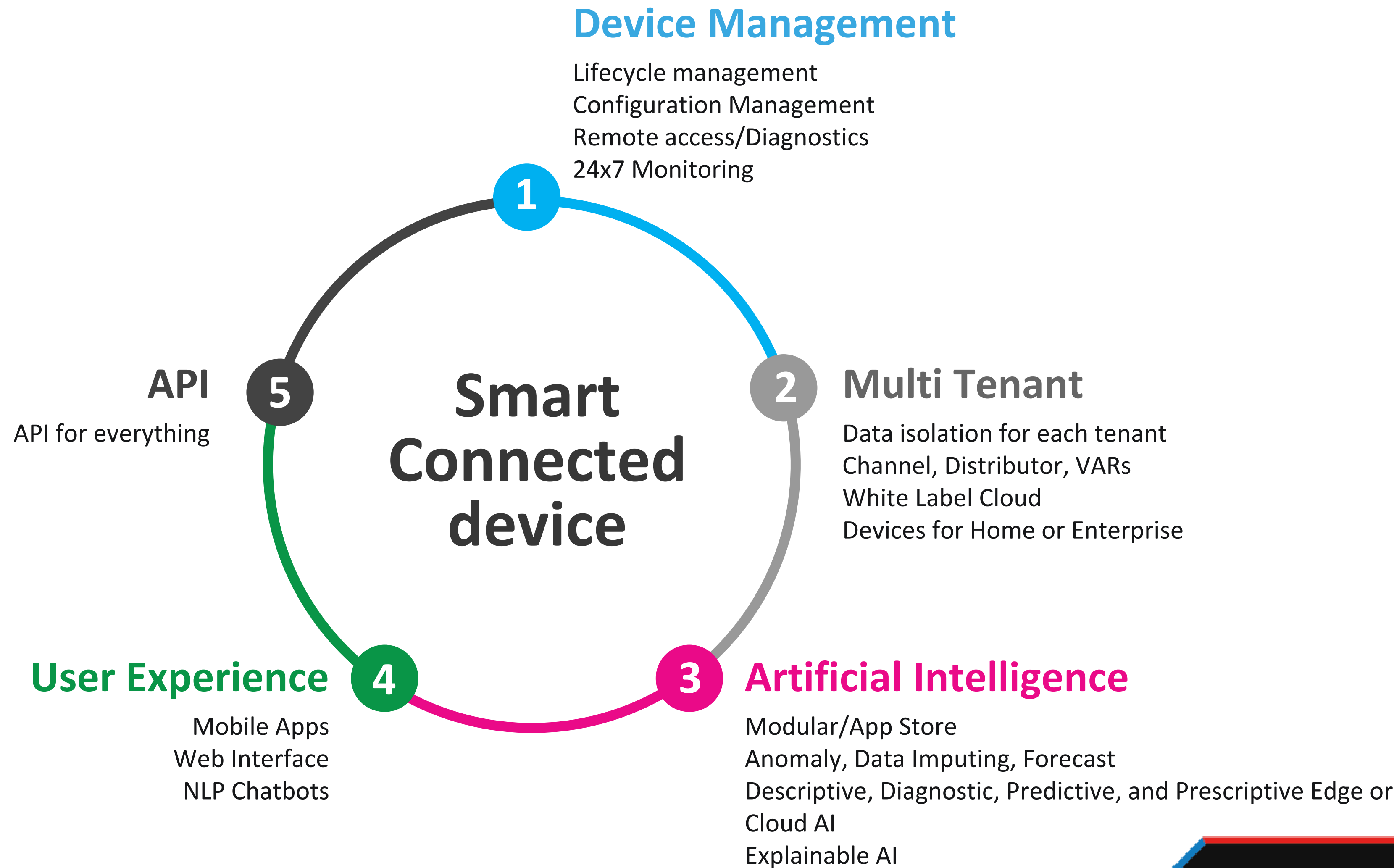
Our AI capabilities



CLEA: the value of AI

Run AI anywhere: it's easy!

Make any device an
intelligent connected device





Maurizio Caporali

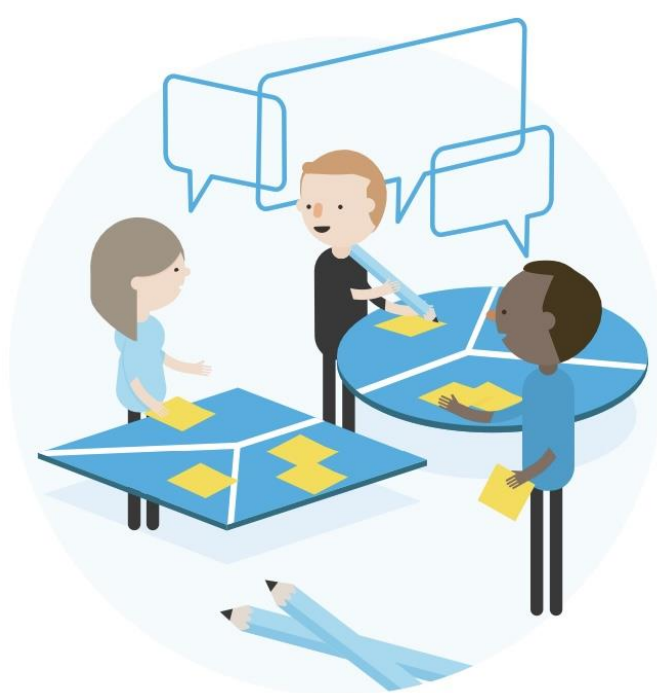
CPO

Vertical Applications of CLEA

Vertical Applications of CLEA

Products & Services Value Proposition

SECO Service Design
Consulting for AI & IoT solutions



Technology Push

Market Pull

Turning Technology into a Viable Business

Value for Your Customer and Your Business

Fast Time to market
Accelerate customers' go to market strategy

CLEA for customer's cost reduction:
Support optimization
Predictive maintenance
Refill optimization

CLEA enables a new business model for our customers:
Subscription Revenues
Recurring Revenues
Transform a technology (innovation) into a fashionable trend.

 Apps
For Vertical Markets

Reinvent value proposition and business model by shifting from products to services

Minimizes risk of failure
Helps create products and services people want
Deliver what customers want
Develop services around device



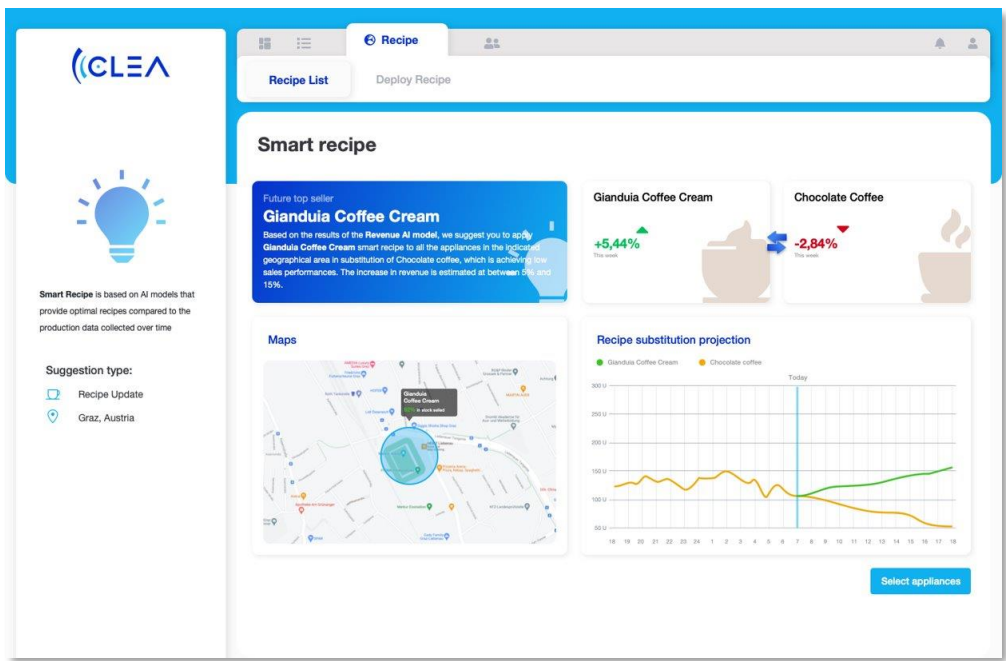
Win-win



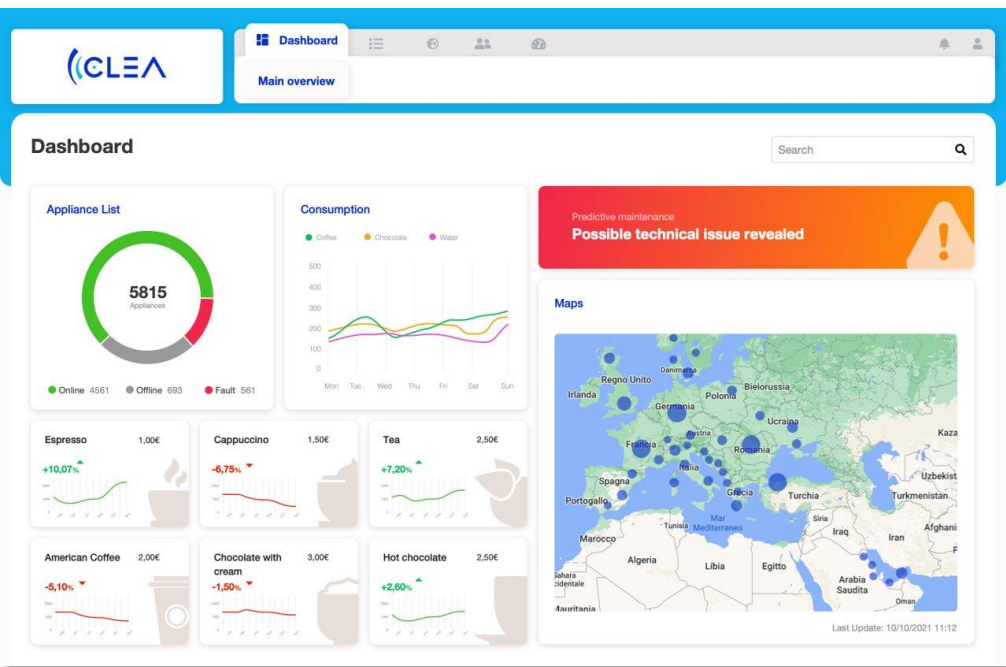
Vertical Applications of CLEA

How customers can generate higher margins, recurring revenues, better differentiation

CLEA Vending Machine Apps



[Recipe Sales Trends Analysis App](#)

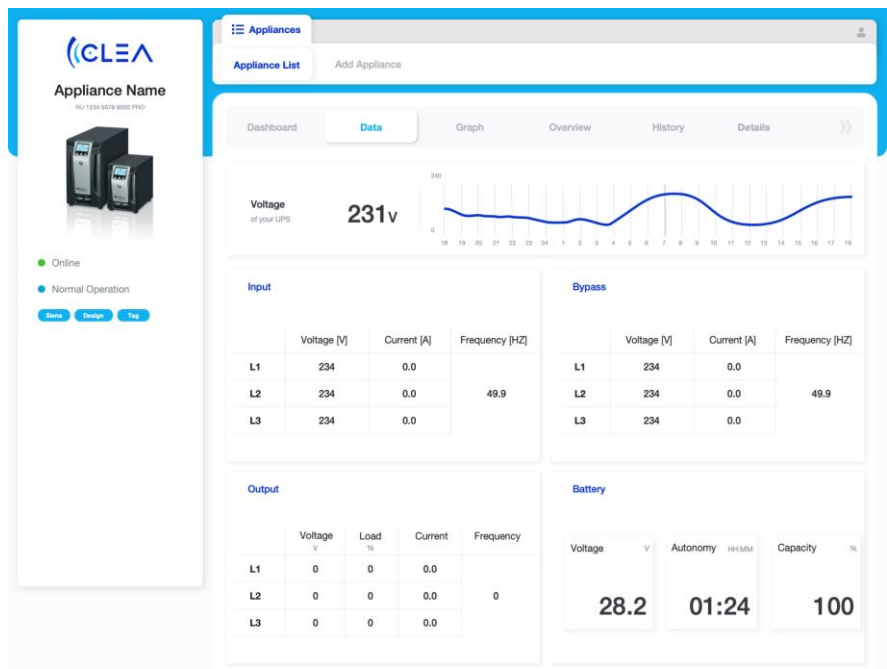


[Fault Detection & Machine Downtime Reduction](#)

[AI Smart Refill](#)

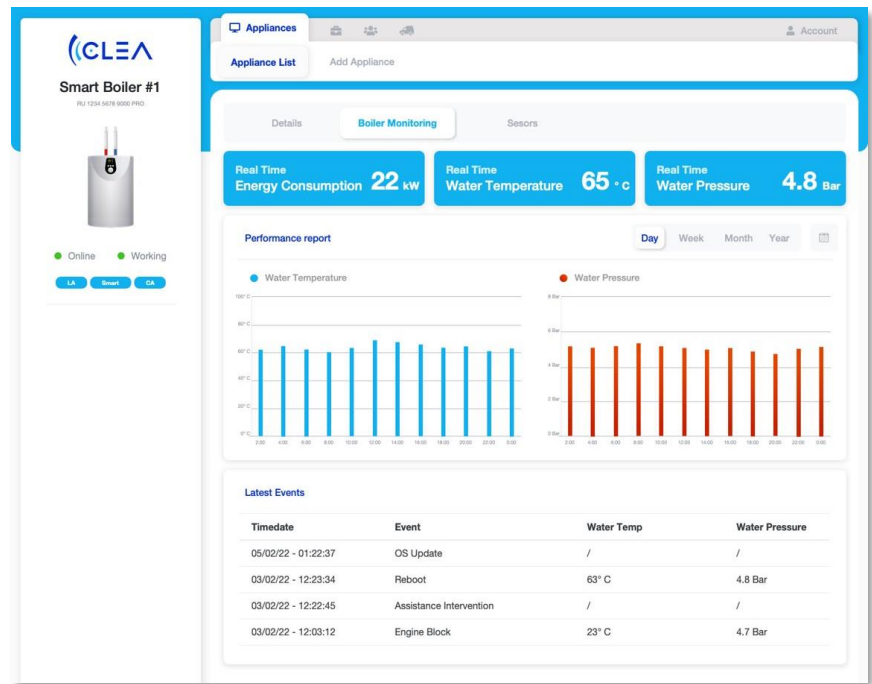
[Landing Page](#)

CLEA UPS App



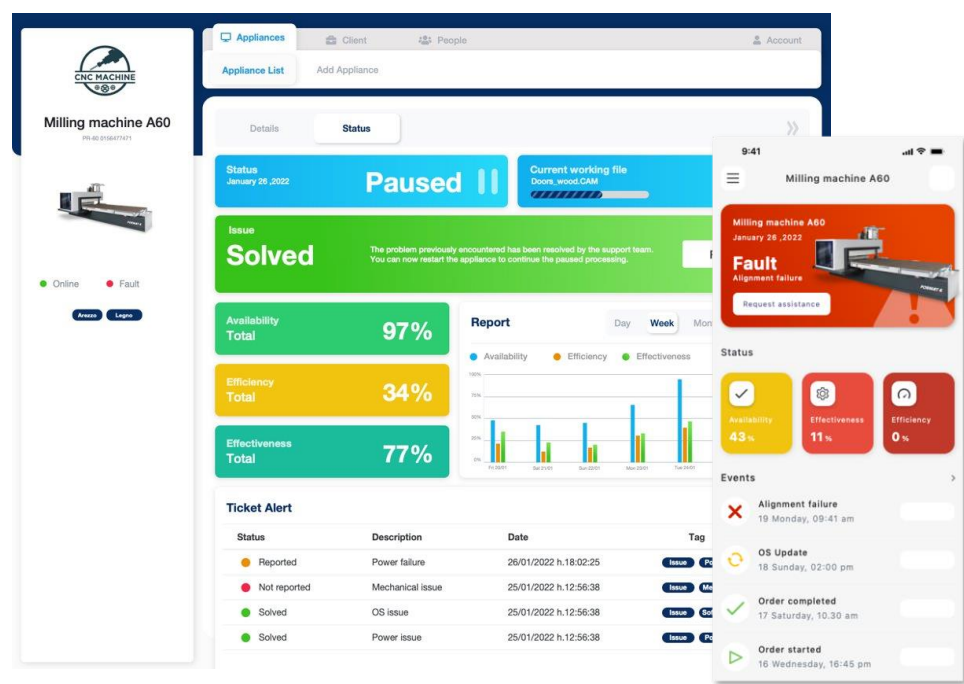
[UPS Management](#)

CLEA Boiler App

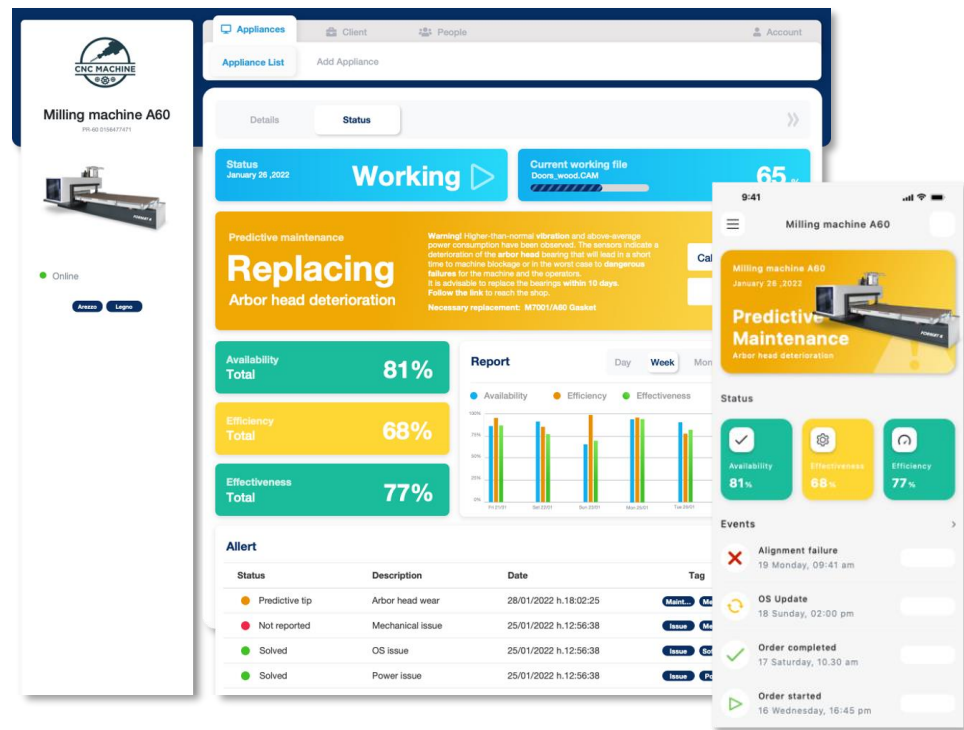


[Boiler Predictive Maintenance](#)

CLEA for Industrial Apps

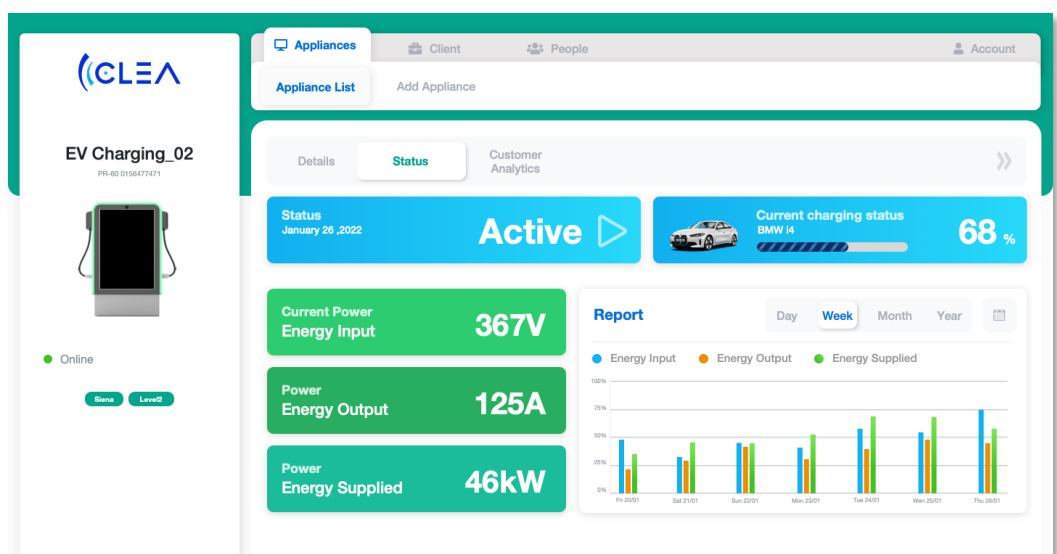


[AI Remote Assistant](#)



[Predictive Maintenance](#)

CLEA AI EV Charging Station Apps



[AI Remote And Predictive Assistant](#)

[CMS for Digital Signage](#)

[Landing Page](#)

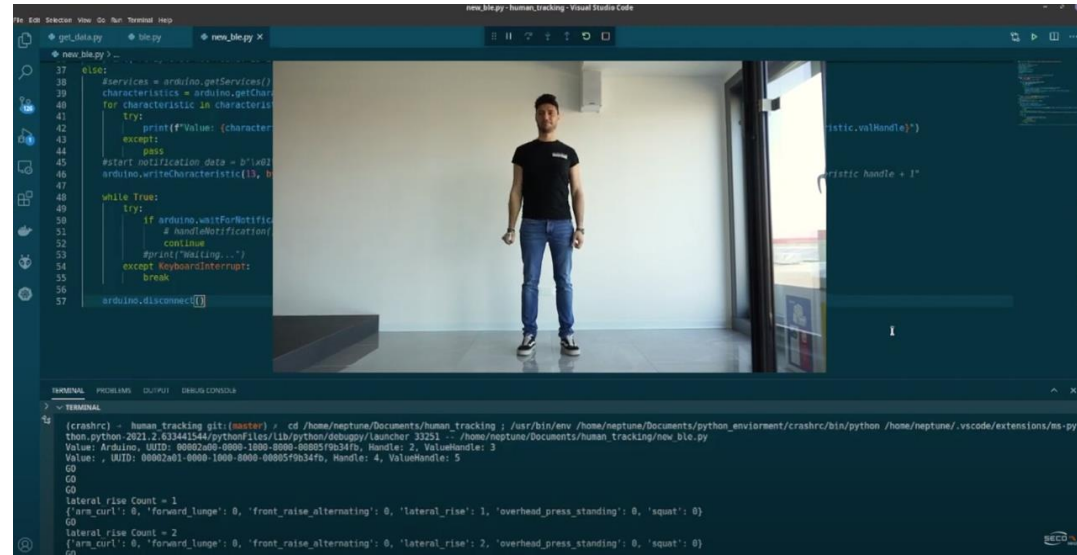


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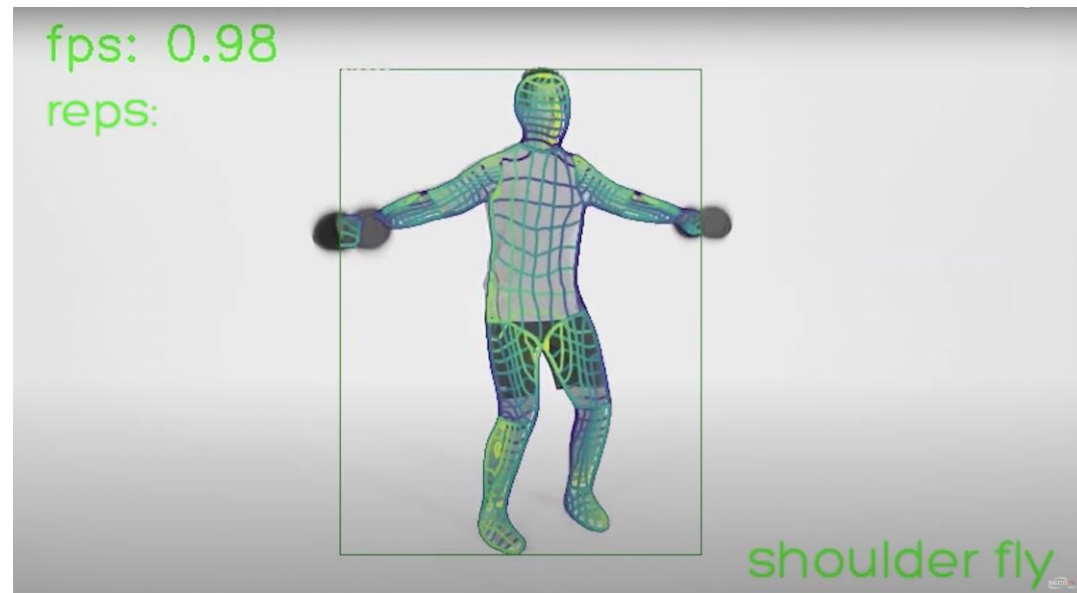
Vertical Applications of CLEA

How customers can generate higher margins, recurring revenues, better differentiation

CLEA Fitness App

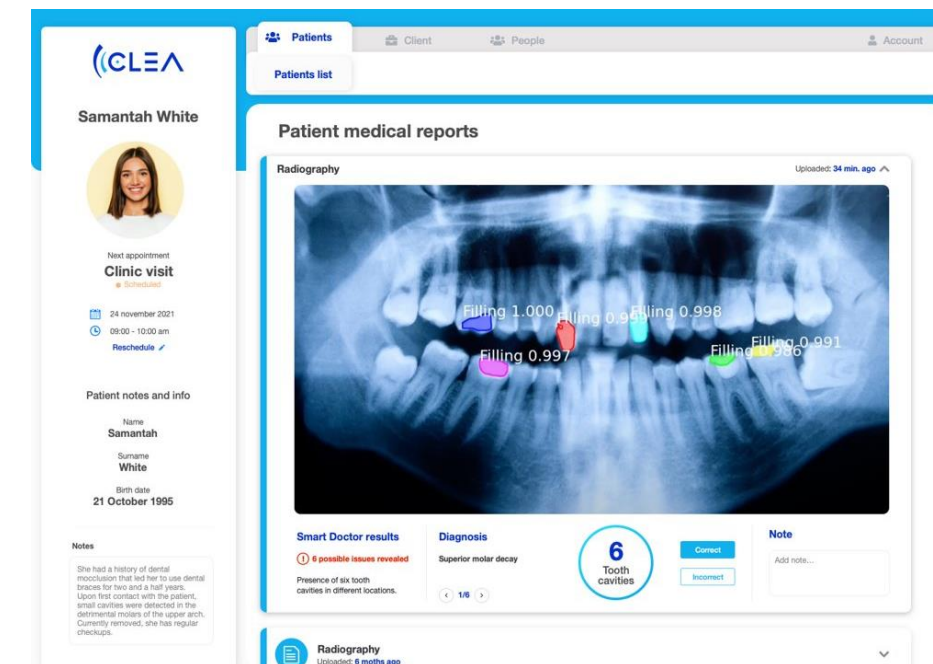


Smart Dumbbell



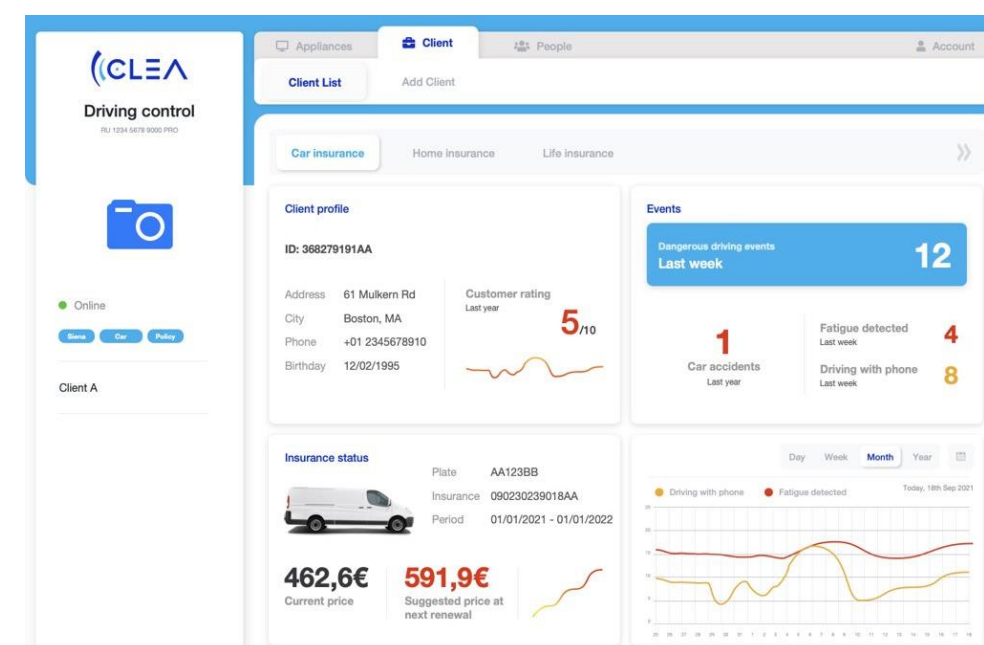
Exercise Recognition & AI Personal Trainer

CLEA Healthcare App



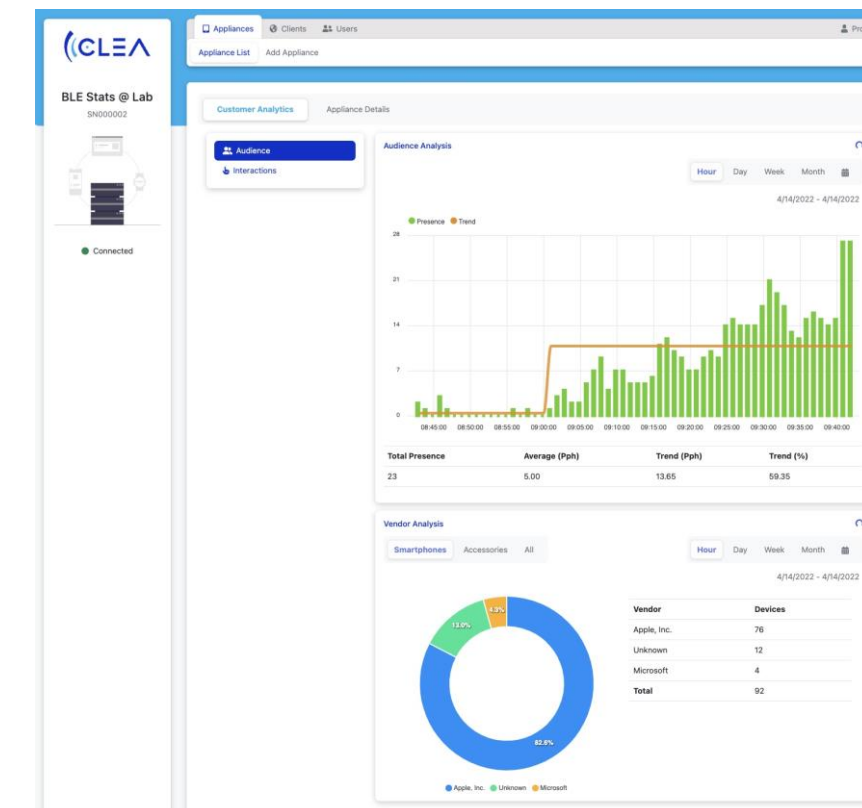
AI Tooth Cavity Detection App

CLEA Automotive App

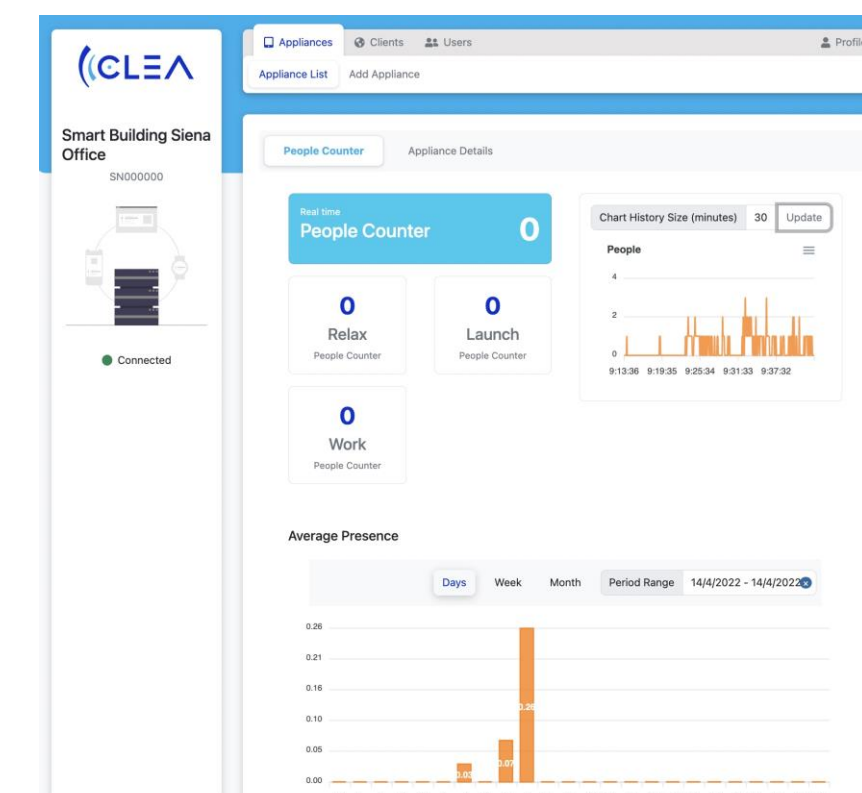


AI Driver concentration App

CLEA for Smart Cities

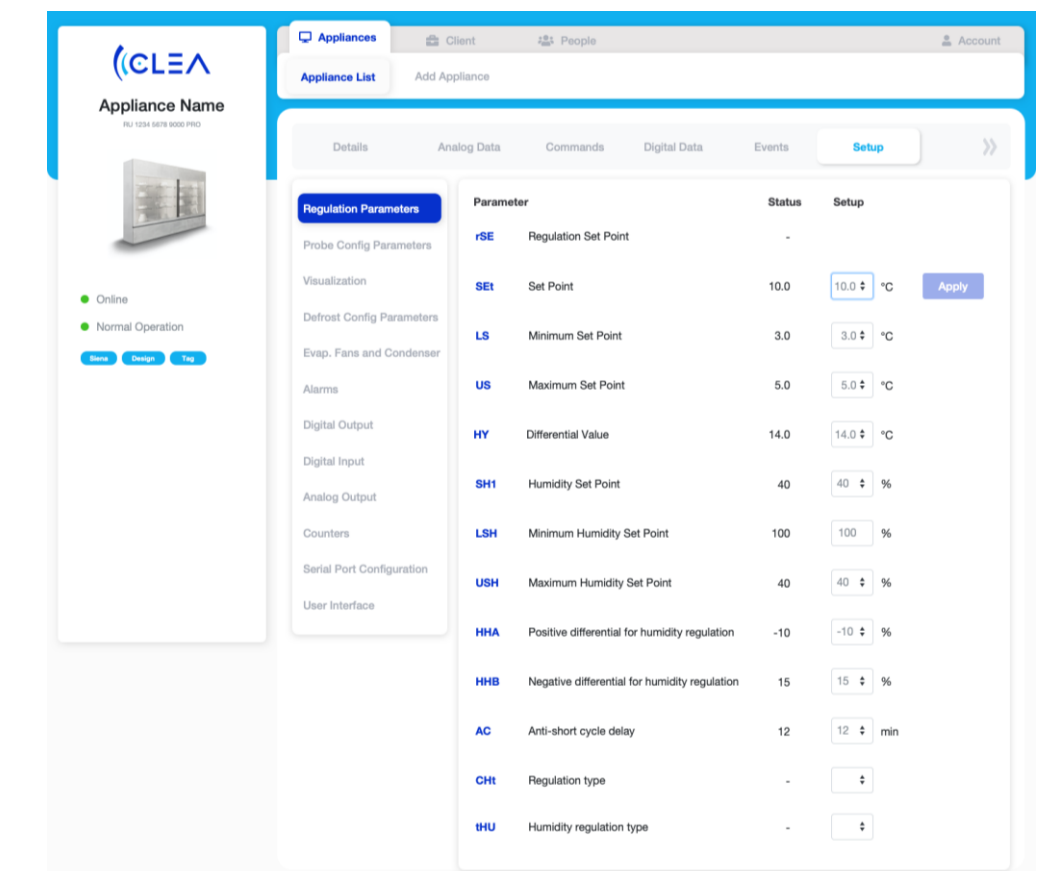


BLE Audience Analysis



People Counter and Tracking

CLEA Refrigeration App



Remote Setup and Management



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#1 Q&A



Endless ways to the future

Coffee Break



Andrea Toigo

INTEL EMEA IOT SALES MANAGER

Intel: The value of SECO partnership



Endless ways to the future

OVERVIEW

Tens of thousands of edge deployments generating real business value and counting.
Yours is next.



THE EDGE OPPORTUNITY

With 75% of all data projected to be created outside of central data centers by 2025¹, better business outcomes depend on putting compute closer to where data is generated - at the edge.



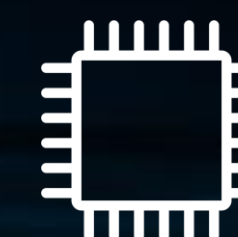
ENABLING THE ENTIRE VALUE CHAIN

Intel's expertise across the entire value chain means aligning edge use cases and fixing common integration headaches, resulting in edge-to-cloud packages that simplify technical complexity for fast, affordable deployments.



CUSTOMER SUCCESS AND INDUSTRY USE CASES

A fast, affordable path to an agile edge network translates to customer success in building, optimizing and differentiating cloud-to-edge offerings on trusted technology, tuned for their unique requirements.



INTEL'S TECHNOLOGY SOLUTIONS

With software packages, tools and recommended hardware to streamline workflows + speed deployments, Intel is your partner at the edge, making it easier to experiment, test, and deliver edge applications with less of the prework.

¹ *What Edge Computing Means for Infrastructure and Operations Leaders*, Gartner, Oct 3, 2018.

By 2024, the edge silicon opportunity will reach \$65 billion.¹

THE PATH TO EDGE

By 2025, 75 percent of data will be created outside of central data centers.²



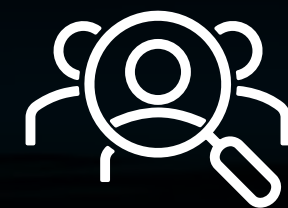
¹ Intel Fuels the Edge Today With Expanded Tech, Customer Deployments, Businesswire, Sept 23, 2020
² What Edge Computing Means for Infrastructure and Operations Leaders, Gartner, Oct 3, 2018.

INTEL & SECO: A LONG-STANDING PARTNERSHIP

Not just a customer but a technology partner



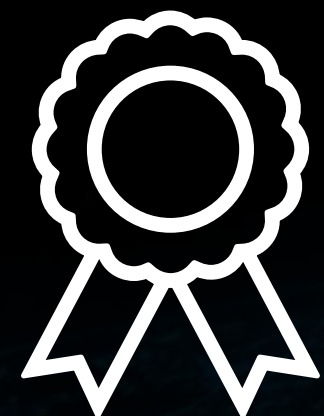
**FUNCTIONAL SAFETY
CO-DEVELOPMENT**



**EARLY ACCESS
PROGRAMS**



**DESIGN ENGINEERS SUPPORT FOR
NIMBLE PRODUCT DEVELOPMENT**



Platinum Member of
Intel Partner Alliance

intel | IOT Solutions
Alliance

Co-Sell associate member of
Intel IOT Solution Alliance



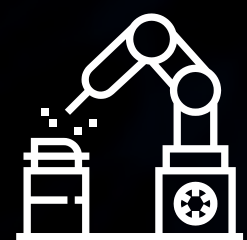
Working on **long term forecasting**
to ease supply chain issues

COLLABORATION IN KEY VERTICALS INDUSTRIES

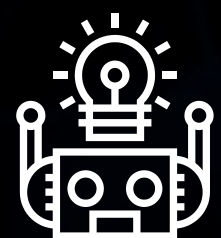
Leading in **FUNCTIONAL SAFETY**



Main applications



INDUSTRIAL



AUTONOMOUS
MOBILE ROBOTS

TRANSPORTATION



Special focus on

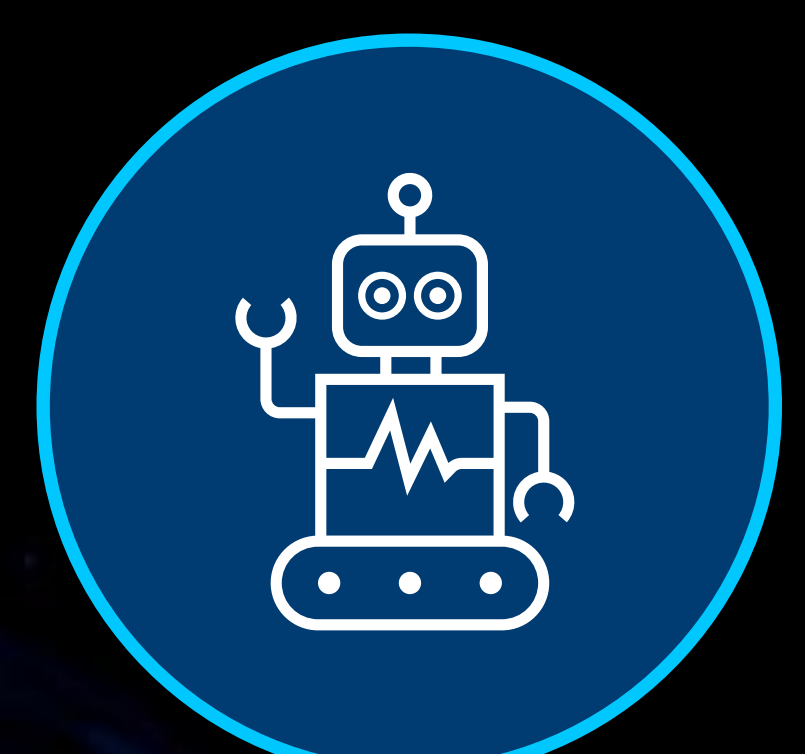


EV CHARGING

HEALTHCARE



ROBOTICS



... and many more to come ...



Davide Catani

CTO

Edge computing: the value of SECO offering



Endless ways to the future

Edge computing: the value of SECO offering

Partners to our customers: handling the complexity of integrating multiple technologies

46

New products launched
in 2021

50

Projects currently in
execution

~250

People in R&D
department

of which



~150

People dedicated to AI
algorithms development

High-end approach to development,
verification and certification

Co-development

Partnering with the customers' R&D
to adapt the product to the specific
performance, power consumption,
environment, design constraints

Interoperability

Ensuring compliance with the
customer's needs in **all operating
conditions**

Capability to integrate several, very different
technologies



Providing a fast track to mass
production

Product
specifications

Engineering

Prototyping

Field tests

Mass production



Board design & signal
integrity testing



Anechoic
chamber



Clean
room



Flying probe tester
machine

Products testing right from the **prototyping stage** to prevent losses of quality
and inefficiencies

~5-7 months

Products based on off-the-
shelf solutions

~12-18 months

Products based on custom
solutions



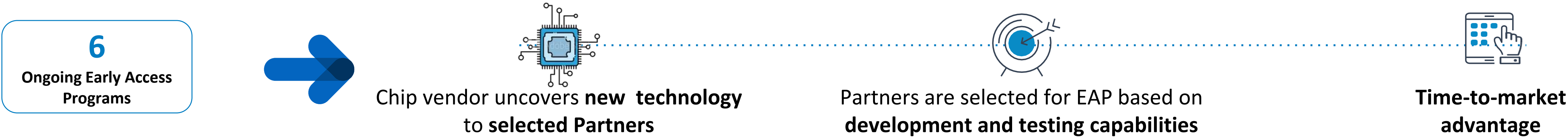
Customer provided with a **plug-and-play solution**, ready to pass any vertical-specific certification step



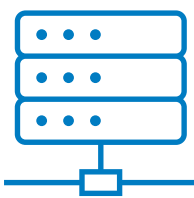
Endless ways to the future

Edge computing: the value of SECO offering

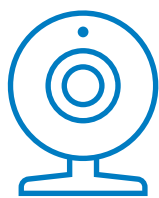
Early Access Programs: mastering the latest technologies before they are available on the mass market



A selection of ongoing Early Access Programs



High-speed throughput data transfer



Voice control, gesture/face/object recognition



Augmented reality

High-speed throughput data transfer



Voice control, gesture/face/object recognition



Augmented reality

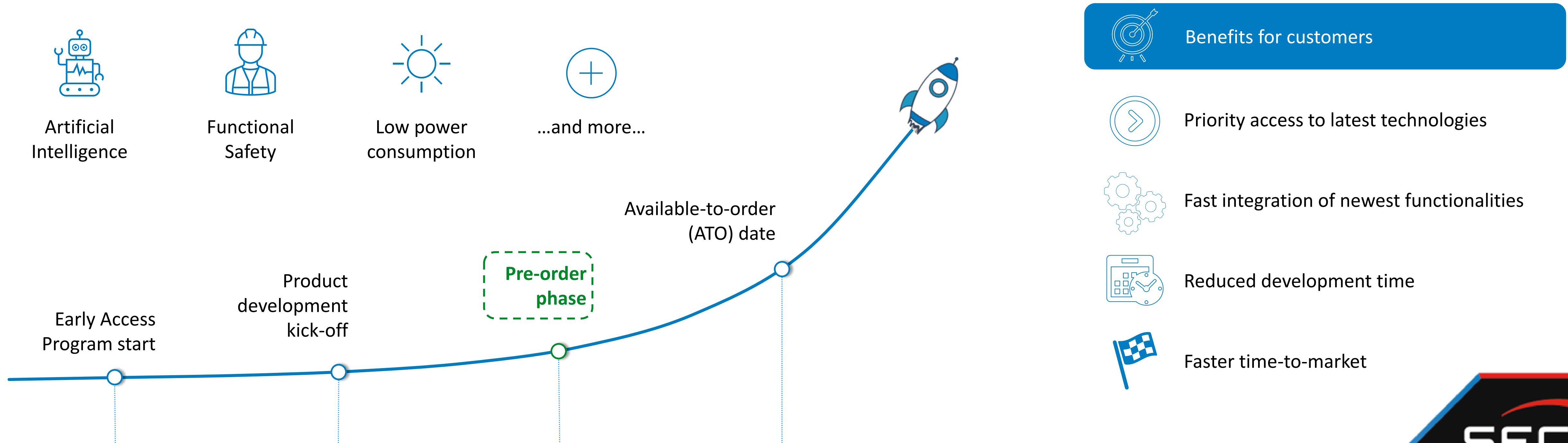


Edge computing: the value of SECO offering

Early Access Programs: mastering the latest technologies before they are available on the mass market

Starting from now, we use our roadmap to drive innovation of customers

- May 2022: starting to sell our roadmap to customers
- Customers can pre-order products before the Available-To-Order (ATO) date
- Newest functionalities available in advance to our customers

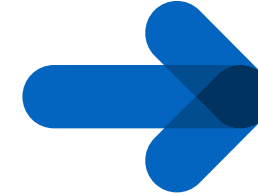


Edge computing: the value of SECO offering

Scaling up the technological offering with high-value technological partnerships




An ever-increasing number
of connected devices...



...creates the need for
companies to upgrade their
level of technological offering

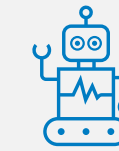
We launch **strategic partnerships** with highly specialized partners to further enrich our offering



Industrial partnership with  **EXEIN**
Together for our customers' cybersecurity



Open-source solution developed by Exein
Detect and neutralize cyber threats

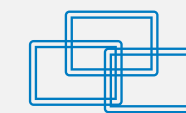


Proprietary + on-edge AI algorithms
Define **on-time corrective actions** without compromising
the operation of the on-field devices



Secure-by-design offer

Availability on all SECO hardware/software products
starting from September 2022



Retrofit

Cybersecurity package can be also installed on devices
already on-field



Personalized and high value-added offers

Optimize cybersecurity investments, customizing the
offer for the final users, thanks to a modular, SaaS-
based solution



Angelo Piloni

COO


Delivering execution in a challenging scenario

Delivering execution in a challenging scenario


Resilient, flexible and scalable business model

5


Industrial plants




Arezzo
~6.000 SQM




Trezzano
~2.000 SQM



Hamburg
~4.500SQM



Wuppertal
~200SQM



Hangzhou
~2.500 SQM

> 700k

Devices manufactured every year

< 70%

Production capacity utilization rate

6

Certified contract manufacturers worldwide

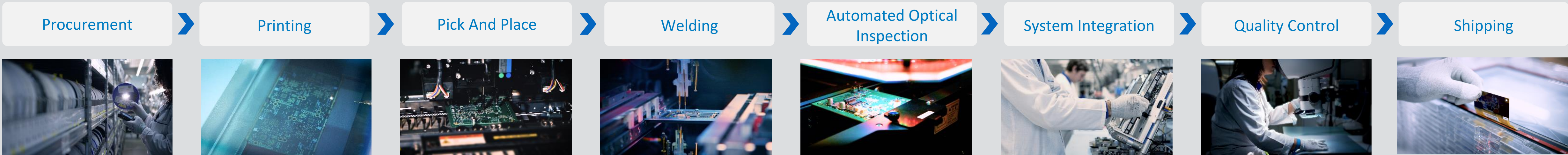
~5min

average Takt time

~15min

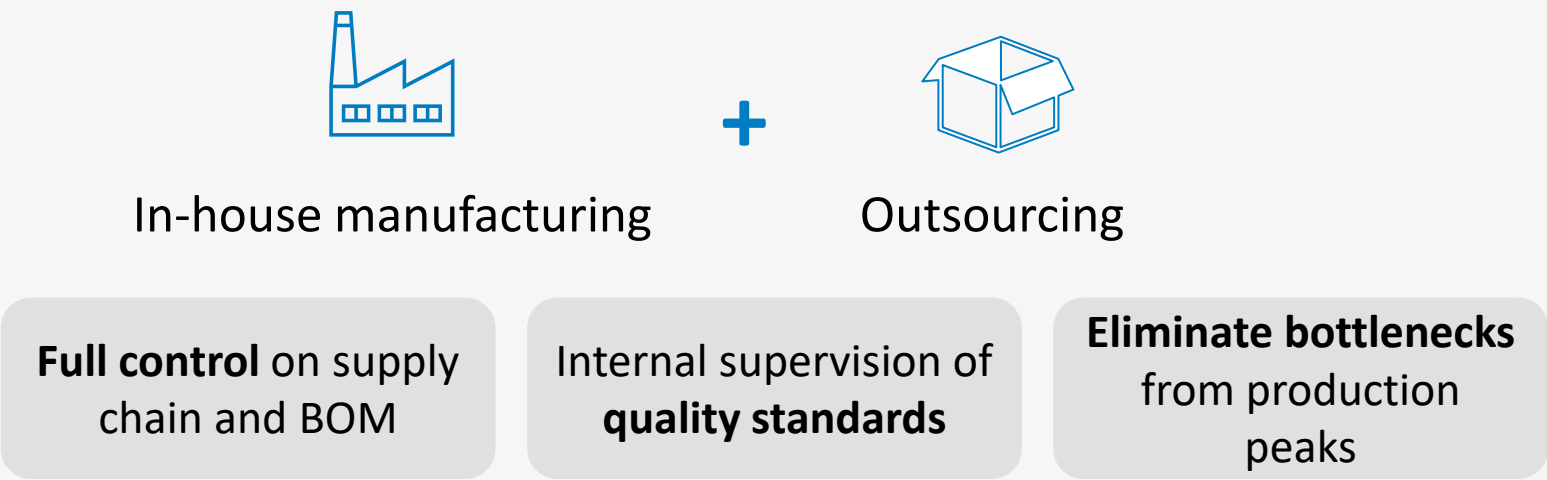
average Cycle time

In-house, customer-centric Operations model based on lean manufacturing principles

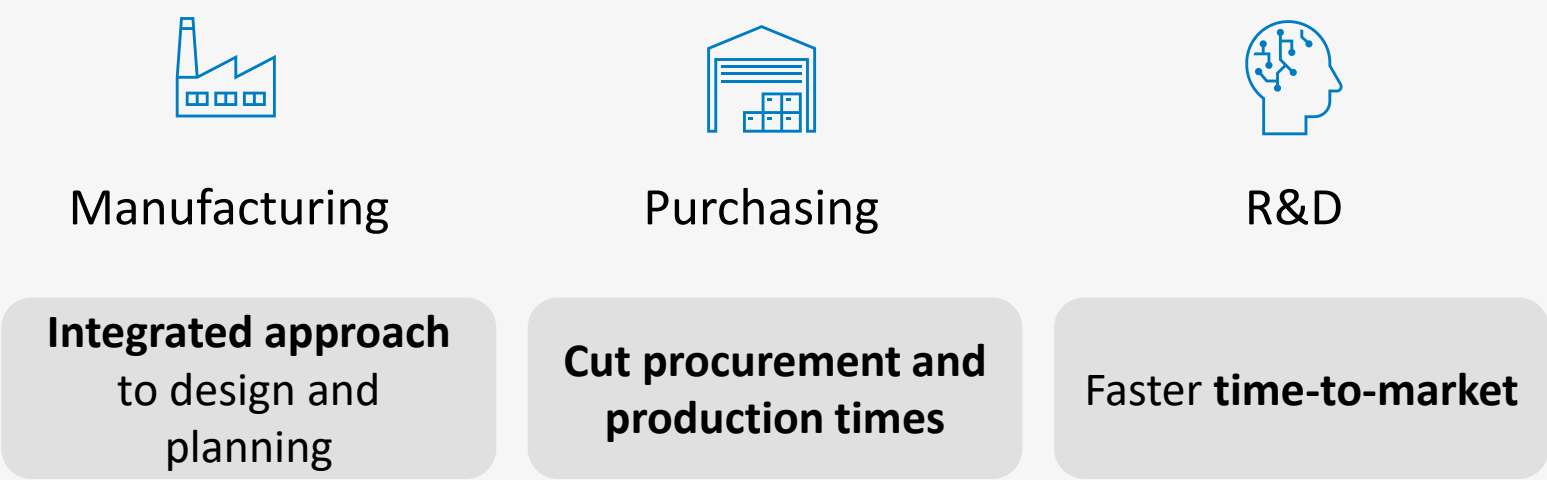


Managing the complexity of a fast-growing business

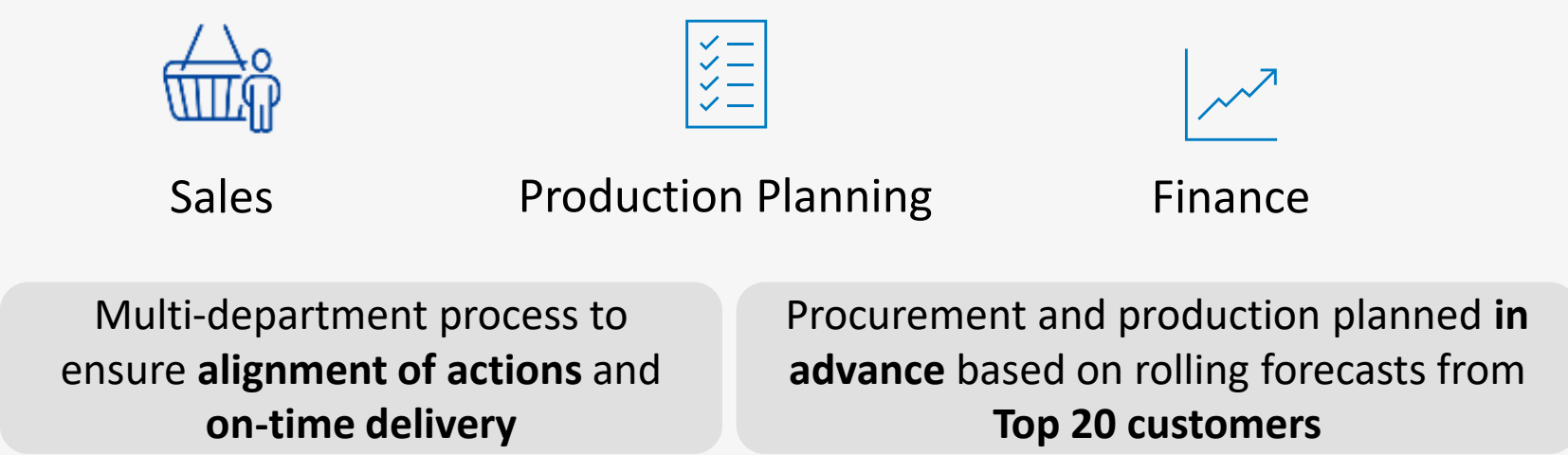
Efficiency and flexibility through a modular production model



Cross-functional core team involved in the product industrialization

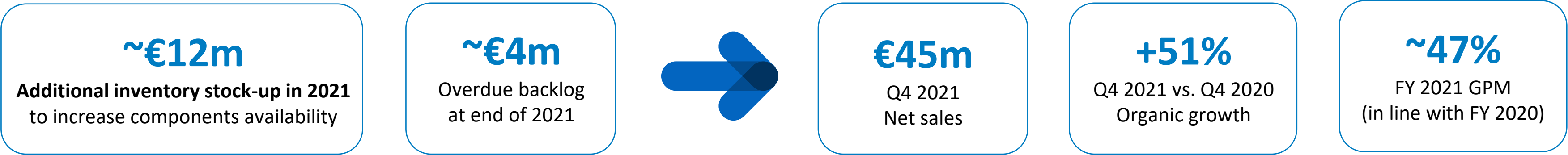


Sales & Operations Planning process on a monthly basis

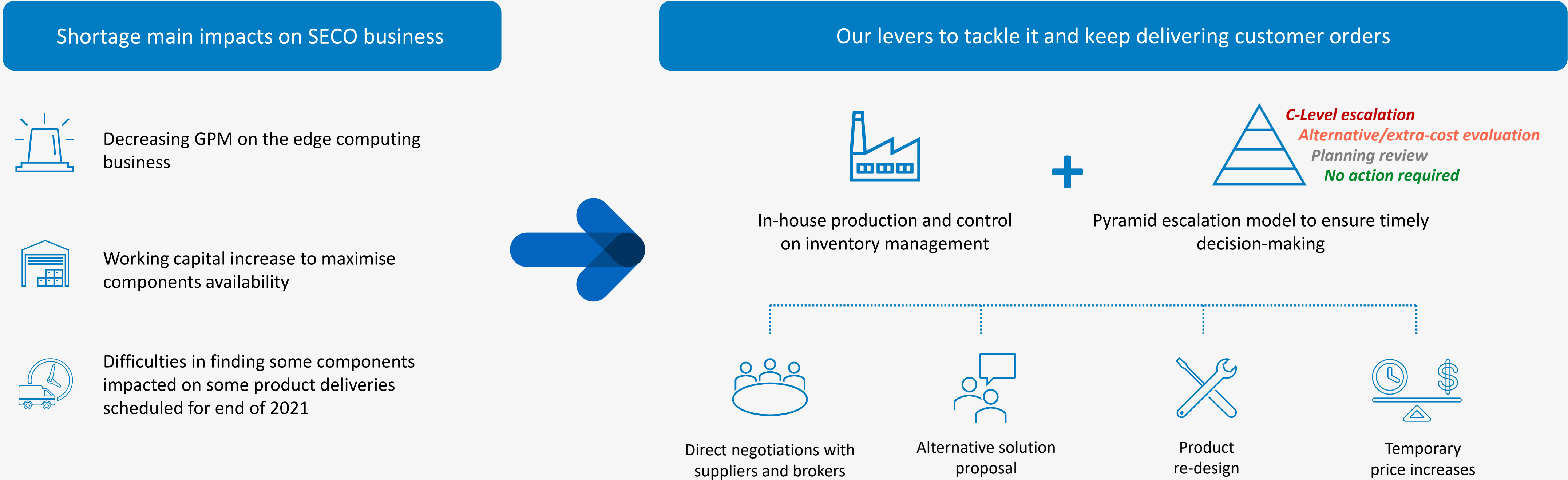


Delivering execution in a challenging scenario

How we are facing the components' shortage

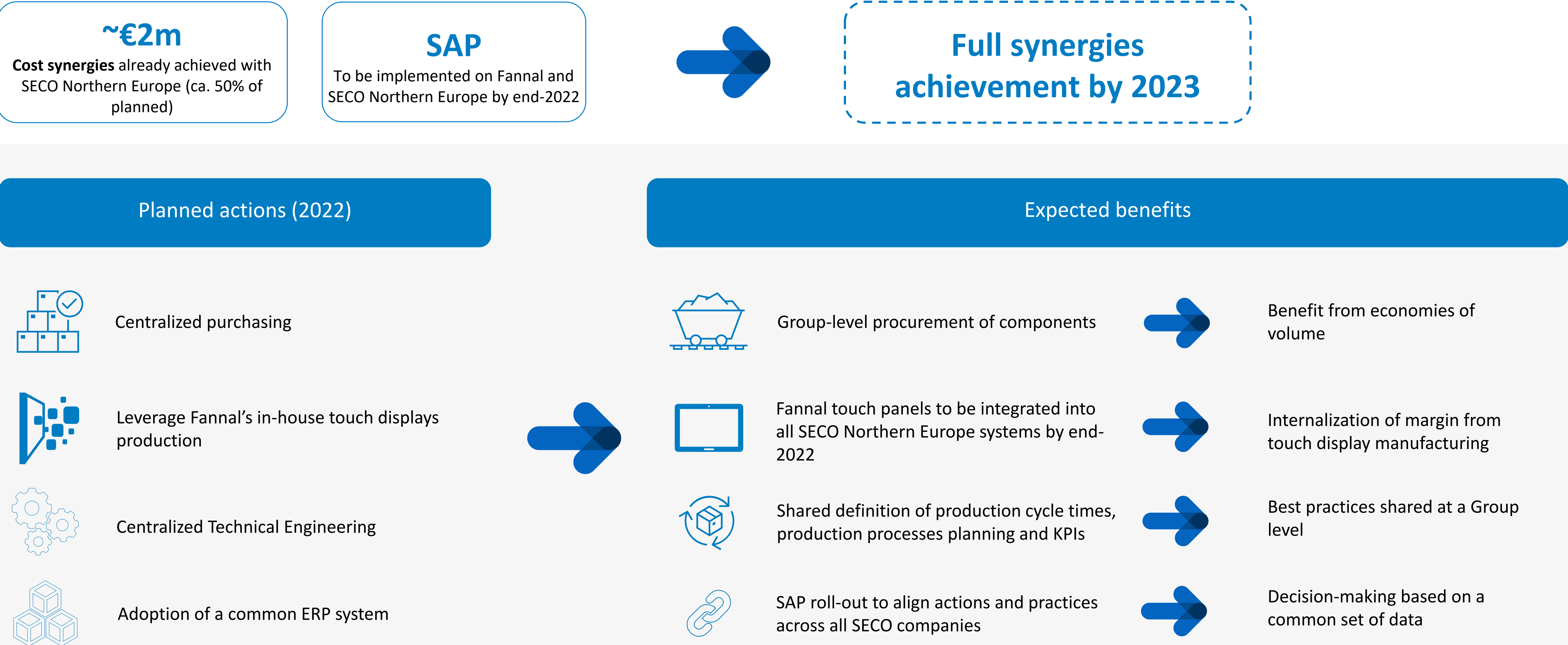


Resilient business model: proven cross-department planning process is resulting decisive in effectively facing the shortage



Delivering execution in a challenging scenario

Integrating processes and best practices to exploit purchasing and manufacturing synergies at their full potential





Massimo Mauri

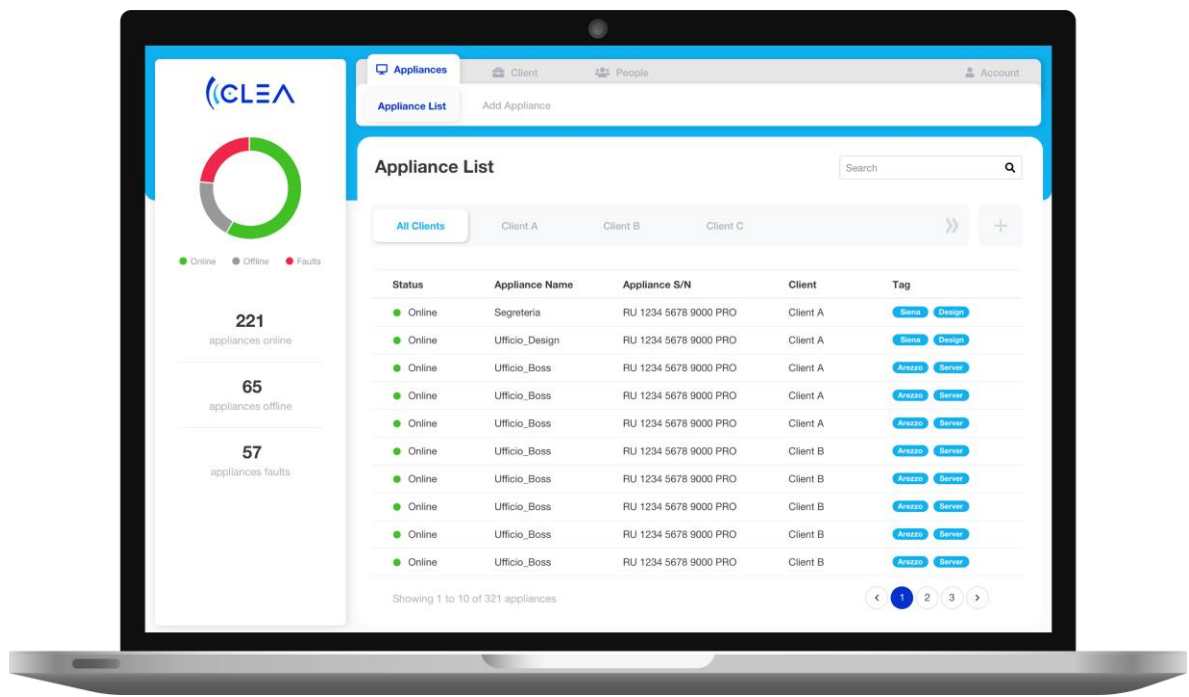
SECO CEO

**Further accelerating our business:
Partnership and M&A strategy update**

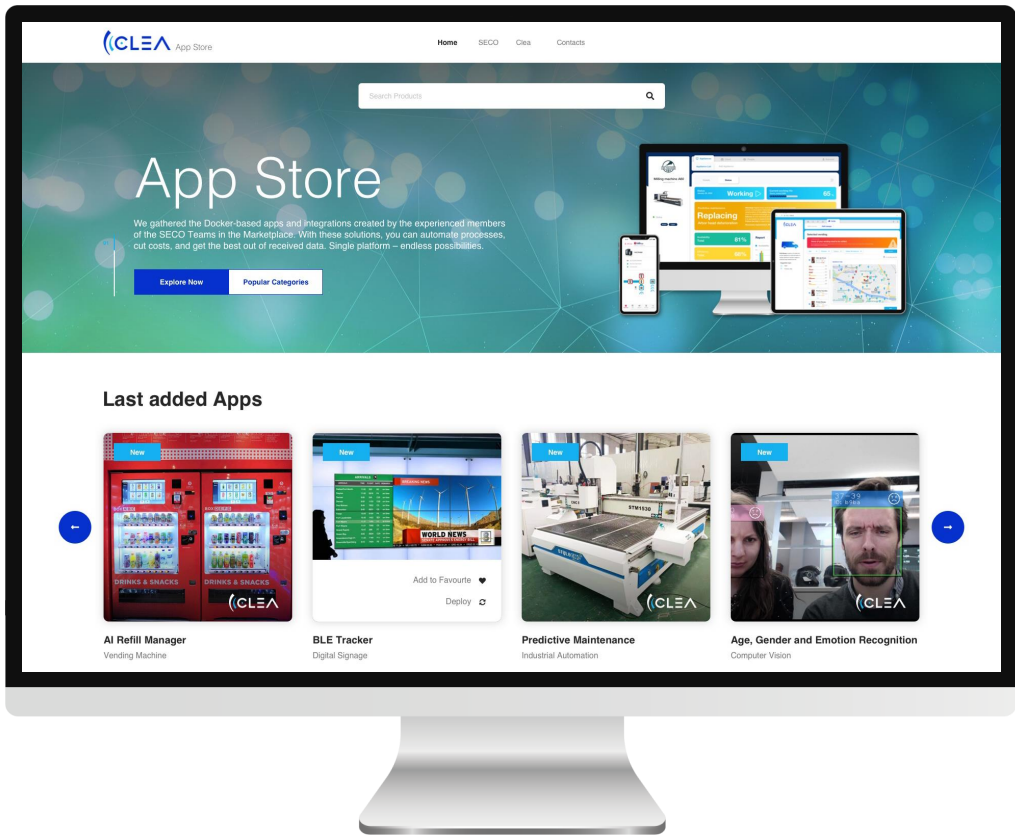
Partnerships: a tool to accelerate our go-to-market strategy



Edge Computing



CLEA



App Store

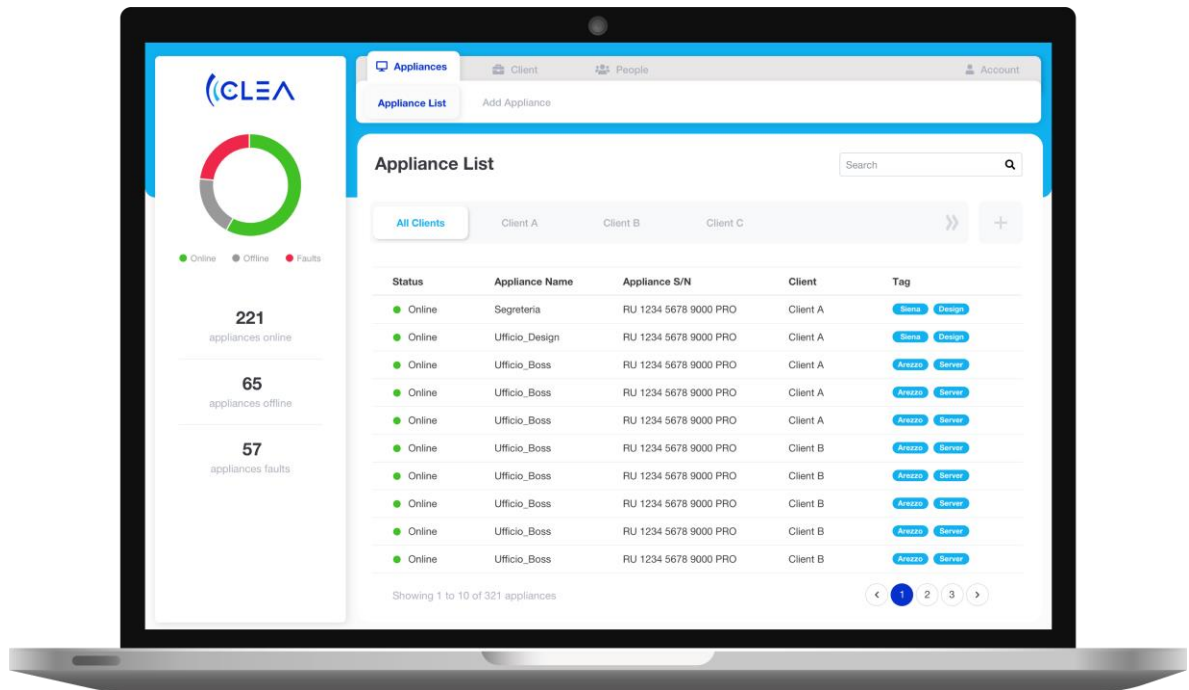
Valuable partnerships help us **accelerate our growth**, allowing our customers to benefit from **fast time-to-market** and **cutting-edge functionalities**

Further accelerating our business: Partnership and M&A strategy update

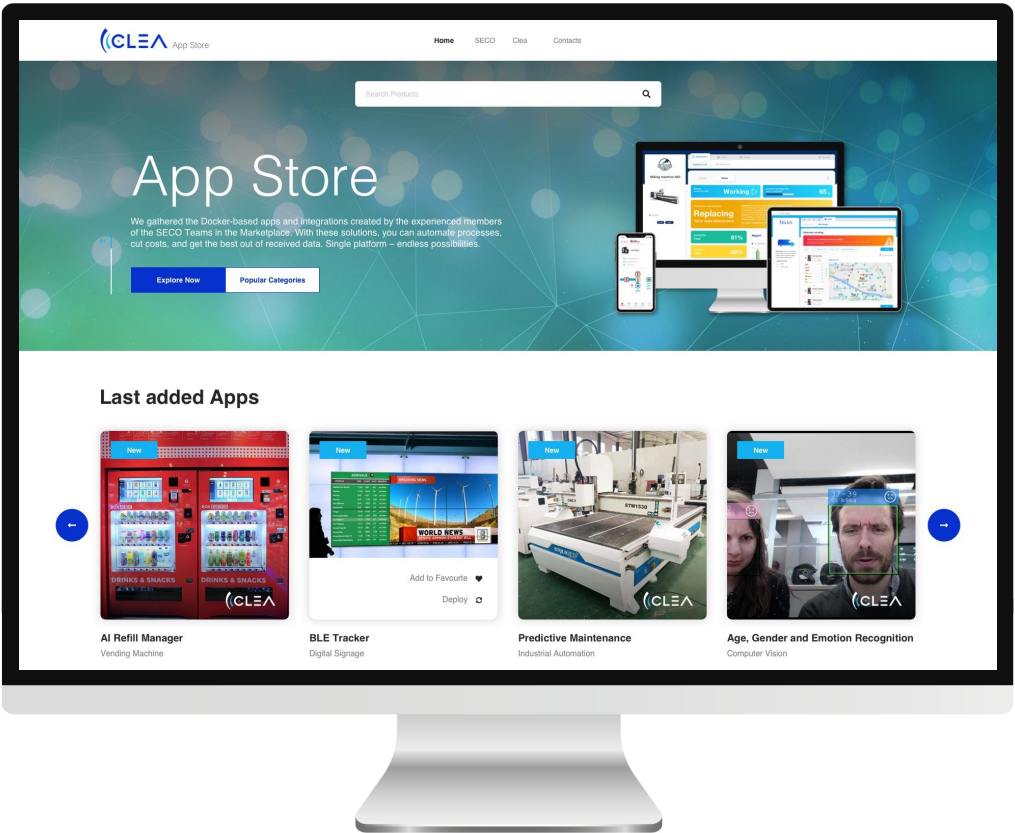
A track record of quality M&A deals...



Edge computing



CLEA



CLEA App store

3 growing businesses providing strong contribution to the value creation



4 companies acquired between 2019 and 2021



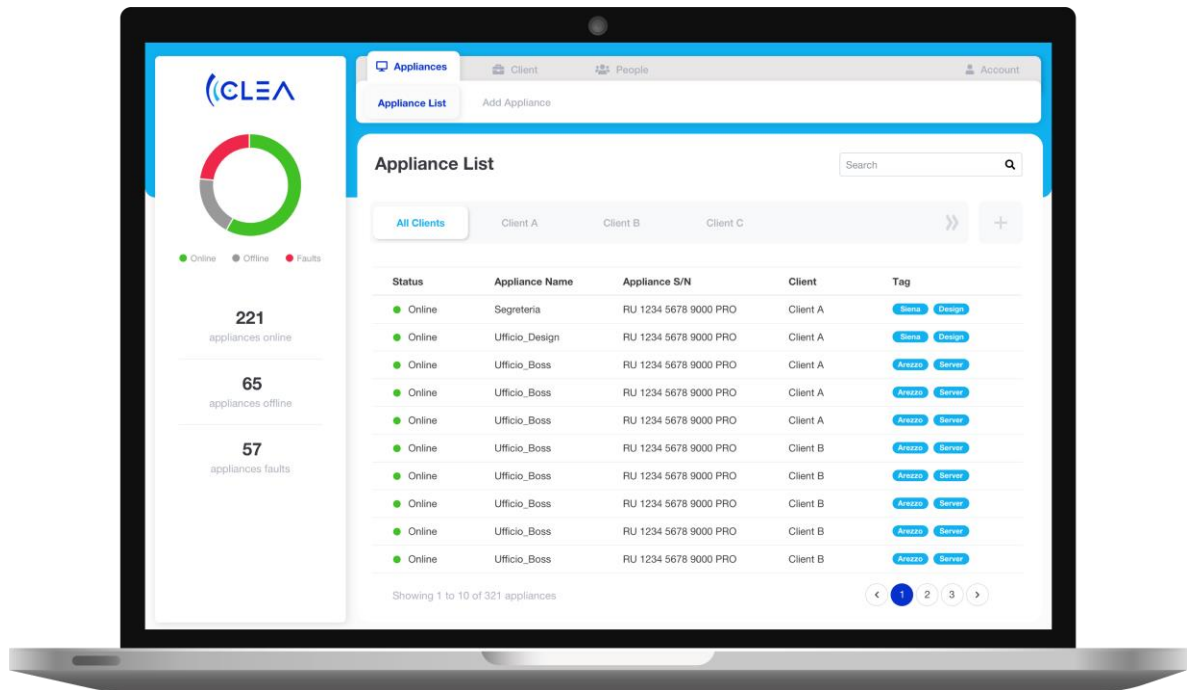
SaaS business rising from 0 to ~5% of SECO revenue



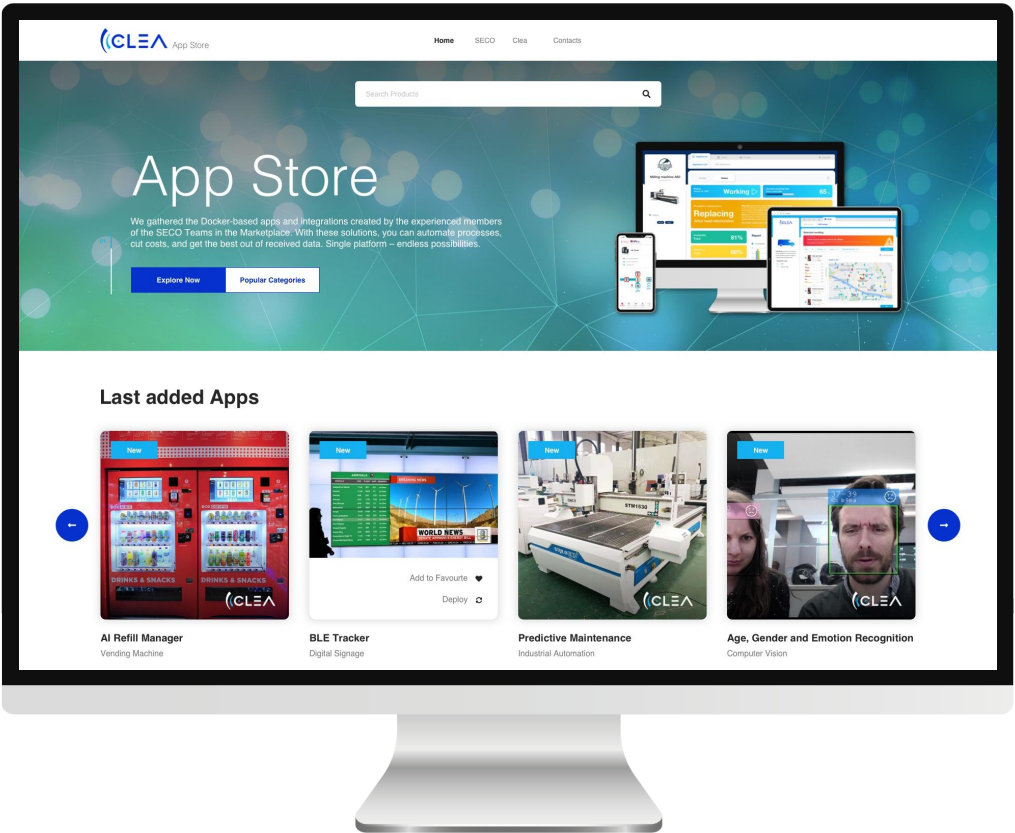
...with additional, value-accretive transactions to further expand our competitive advantage



Edge computing



CLEA



CLEA App store

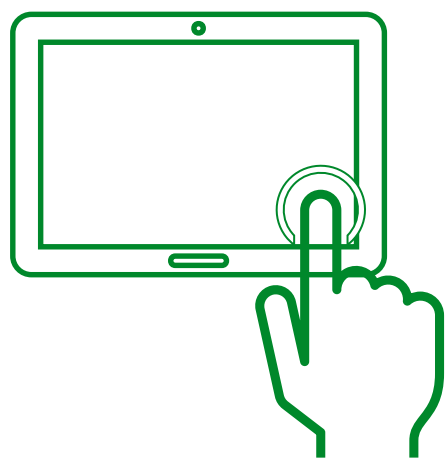
M&A: key focus areas by segment



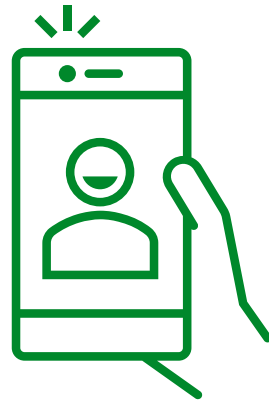
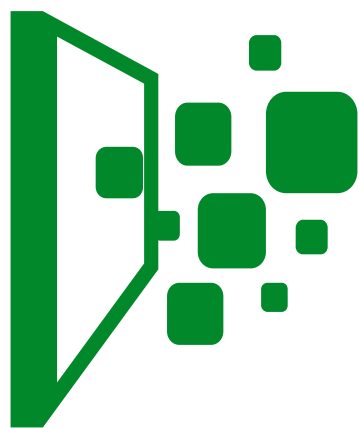
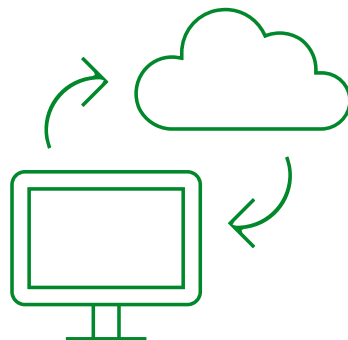
Customer base



Geographies



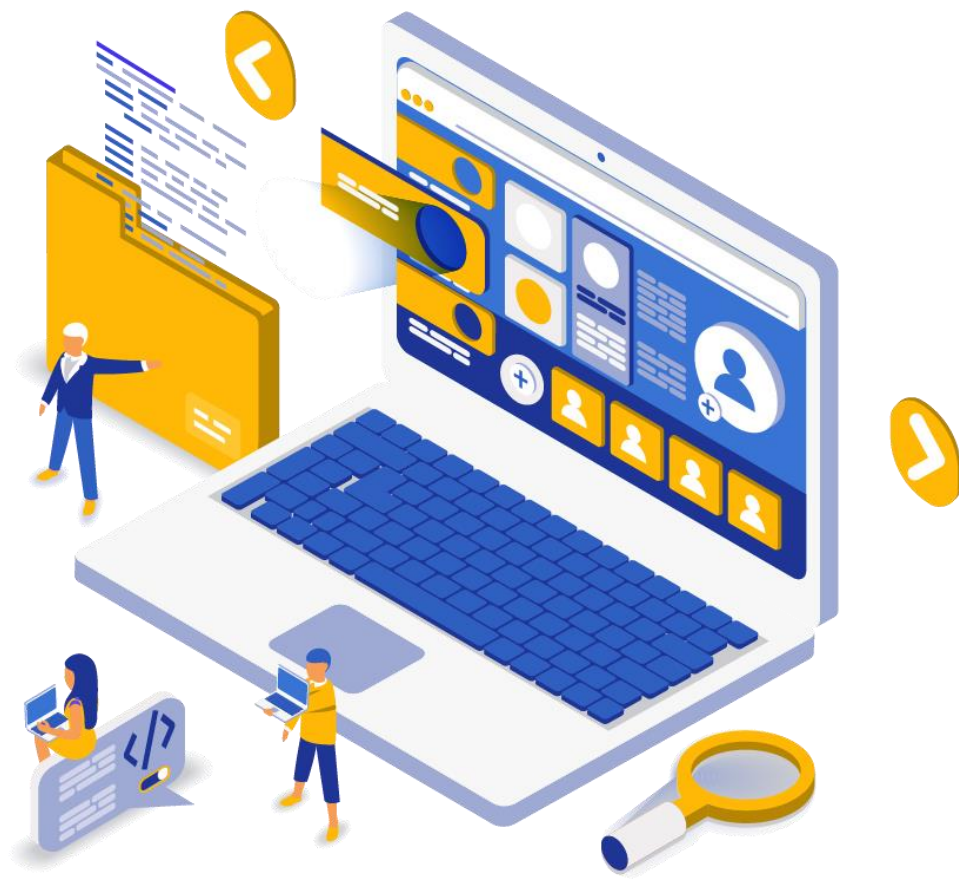
New technologies and functionalities



New Apps

Further accelerating our business: Partnership and M&A strategy update

An innovative strategy for a long-term growth path...



SaaS business (CLEA + App) transition
as a **game changer** for SECO and its
customers



Market leader
in the IoT-AI space



€400m+ Revenue (2025 target)
from strong organic growth

...made possible by a highly committed team of people



40+ years

Daniele Conti

President & Co-Founder

Co-founder of SECO. He has been serving as president of the company for over 40 years. Under his leadership, the Group has grown in terms of technological expertise, human resources and financial performances.




15+ years

Davide Catani

CTO

Joined SECO in 2006 CTO since 2020, after serving as Hardware developer and ARM-based platforms R&D manager



5+ years

Vincenzo Difronzo

CSO

15+ years sales experience in worldwide leading hardware and software companies. Joined SECO in 2015



15+ years

Carlos Valeiras

CEO SECO USA

20+ years experience as executive in several Tech companies. Former CFO of SECO USA from 2020



15+ years

Angelo Peloni

COO

20+ years experience in Operations & Supply chain management. Joined SECO in 2003




3 years

Michael Duhamel

Vice President of Sales SECO USA

20+ years of experience in sales and marketing for the largest industrial, embedded and automation solution providers. Previously in Eurotech USA




3 years

Lesen Ding

CEO Fannal Electronics

Founder and General Manager of Fannal Electronics (2011 – present)



~1 year

Angela Lepore

Group HR Director

15+ years of experience in HR management in multinational and international companies




6+ years

Massimo Mauri

CEO

20+ years experience as executive in several Tech companies. Strong experience in IPO and M&A transactions



3 years

Alessandro Hong

CEO SECO China

Serving also as CFO of Fannal Electronics. Strong corporate finance and M&A background




~1 year

Stefan Heczko

CEO SECO Northern Europe

Previously CEO of Garz & Fricke GmbH. 10+ years experience as executive in industrial companies




15+ years

Gianluca Venere

CIO

10+ years experience in business development, sales, innovation and internationalization for SECO Group




2 years

Lorenzo Mazzini

CFO

Served as CFO in several public and private companies. Strong experience in IPO and M&A transactions




2 years

Dario Freddi

CEO SECO Mind

Previously founder and CEO of Ispirata Srl. Strong data orchestration background in primary worldwide leading companies




4 years

Maurizio Caporali

Chief Product Officer

Previously co-Founder and CEO of AidiLab. Joined SECO in 2018 as IoT BU Product Manager and R&D Project Manager

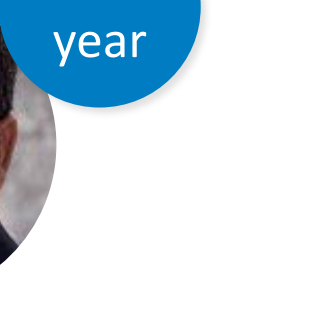


5+ years

Marco Parisi

Head of IR

Business Manager of SECO from September 2019. Financial advisor of SECO from September 2016 to September 2019



~1 year

Ajay Malik

CEO SECO Mind US

30+ year experience in high-tech, IoT and AI. Former executive in Google, Cisco, Qualcomm, Motorola

years





Endless ways to the future

#2 Q&A



ANNEX

Some functionalities
made possible by AI

A few examples



PREDICTIVE MAINTENANCE

Predictive maintenance is conducting maintenance to prevent predicted problems rather than conducting maintenance on a fixed schedule or when an issue arises.

OVERVIEW

Up until recently, maintenance strategies of Vending Machine operators would fall into one of the two categories:

- **Reactive Maintenance:** the strategy of repairing parts or equipment only after the asset has broken down or been run to the point of failure. Reactive maintenance is appealing because it offers the maximum utilization and in turn maximum production output, of the asset by using it to its limits.
- **Preventive Maintenance:** Operators prevent downtimes by scheduling maintenance work at preset intervals. This methodology, relies mainly on manual inspections, time based maintenance, or usage based maintenance. Assets are taken

- offline at a specific time and preventive maintenance tasks are performed.

Predictive maintenance is a method of proactively anticipating risk factors that can result in failure or downtime of vending machines and preventing these failures before they happen. It is based on constantly analyzing data from multiple sensors and indicators from the Vending Machines, combining this data together, and using AI to pinpoint unusual or anomalous parameters indicating high probability of evolving into a machinery failure.

Machines can now tell you when they aren't feeling well.

Using these probabilities, operators can run timely maintenance repairs without reaching a point at which the machine breaks down.

OUR SOLUTION

We consider multiple inputs like noise (audio), video (camera), vibration, and time taken for typical operations and then use AI to detect the anomalies, failure patterns, and then provide meaningful, actionable early warnings such as forecast when a machine failure is likely to occur.

The techniques that we use are a combination of classification and regression techniques.

- **Classification:** predicts whether there is a possibility of failure in next n-steps.
- **Regression Approach:** predicts how much time is left before the next failure.


Using that information then we schedule the appropriate maintenance activities at the last reasonable moment before the expected failure.


	Planned Downtime	Unplanned Downtime
Reactive	●○○○○	●●●●●
Preventive	●●●●●	●●●○○
Predictive	●○○○○	●○○○○





BENEFITS


The adoption of an AI-enabled predictive maintenance solution provides several competitive advantages when compared to legacy asset maintenance processes and protocols. Those competitive advantages include:


- 

Increased Asset Lifespan
- 

Lower Maintenance Costs
- 

Reduction in Planned Downtime
- 

Reliable User Experience
- 

Reduction in Unplanned Downtime
- 

Maximized ROI

Predictive maintenance has shown to reduce maintenance costs by 30%, reduce breakdowns by 75% and reduce downtimes by 45%.



CYBERSECURITY SEIZE THE BREACH

Detect, investigate, and respond more quickly, accurately, and prescriptively to Seize the Breach and mitigate damage

OVERVIEW

Many enterprises now face the daunting challenge of trying to find and fix cloud security issues before they become — or invite — more serious problems. Standing in the way of their success is a lack of visibility. You can't fight what you can't see. You need to:



Identify internal attack vectors that lead to sensitive data exposure, critical systems disruption, ransomware risk,



Identify external attack vectors that enable attackers to defeat your perimeter security.



Know the effectiveness of your security tools, processes, and controls. disruption, ransomware risk, and other critical impacts.

We help you find, fix, and verify attack vectors before attackers can exploit them. We enable organizations to continuously assess the security posture of their enterprise, including external, identity, on-prem, IoT, and cloud attack surfaces.



OUR SOLUTION

AI is changing the game for cybersecurity, analyzing massive quantities of risk data to speed response times and augment under-resourced security operations.

AI learns with experience

AI improves its knowledge to “understand” cybersecurity threats and cyber risk by consuming billions of data artifacts.

AI eliminates time-consuming tasks

AI provides curated risk analysis, reducing the time security analysts take to make critical decisions and remediate threats.

AI finds threats faster

AI analyzes relationships between threats like malicious files, suspicious IP addresses or insiders in seconds or minutes.

AI helps with prioritization

AI can provide improved context for prioritization and response to security alerts, for fast response to incidents, and to surface root causes in order to mitigate vulnerabilities and avoid future issues.

AI predicts breach risk

AI can predict how and where you are most likely to be breached, so that you can plan for resource and tool allocation towards areas of weakness.



AI can explain too

AI is no more the black box that everyone talks about. The explainability is part of the AI system-weakness.

BENEFITS

The benefits of adoption of an AI-enabled cybersecurity program include:

- ✓ Increase in Alert Fidelity
- ✓ Improvement in Threat Detection
- ✓ Reduction in Alert Noise
- ✓ Threat Hunting Acceleration
- ✓ Speed up Time to Respond

SUPERCHARGE YOUR OPERATIONS WITH AUTOMATION AND SECURITY EXPERTISE.
Mature your security program from reactive to proactive.



DEMAND FORECASTING

Accurate forecasts are the bedrock of most successful businesses. Forecasts give you a clearer picture of the future, and these pictures allow you to create an effective plan.

OVERVIEW

Demand forecasting is an essential tool for the Operators to determine potential future requirements of customers. Forecasting figures are usually determined by analysing historical sales data and trends, being aware of market variations such as new trends, seasonal variations and new products that are brought into the market by potential competitors all of which can impact consumer demand.

Demand forecasting also facilitates critical business activities, like financial planning, inventory planning, production planning, risk assessment, and the purchase of products/raw materials. Most importantly, forecast accuracy enables operators to avoid stock outs and over stocking, improve production lead times, minimize costs, increase

operational efficiencies, and improve the customer experience.

Accurate and effective demand forecasting is a game-changer for the operators. Its primary purpose is to ensure that companies meet expected customer demand, but it can be used for so much more. Planning for demand will help allocate resources, measure a business's strength, and plan strategies to exploit opportunities and gain market share - make better business decisions.

This is a key component of the supply chain management process because it also informs the planning aspects of other supply chain processes including material procurement, purchasing, logistics, and distribution

OUR SOLUTION

We consider not only the internal sales data but also the external data such as weather, seasonal variations to provide forecast for each product to the operator at a machine level or at aggregate levels (route, area, sub-operator etc).

Here are the core benefits of this demand forecasting for the operator:

- **Sales boosts from optimal product availability:** The only thing an operator hates more than excess inventory is stocking out. After all, a stock-out translates to lost sales, which means lost revenue. Accurate demand forecasts avoid this outcome. Operator can use this for machine replenishment plans as well as managing the lead times in the supply chain.
- **Better margins and more timely discounts:** Forecasts can show when demand is likely to be both low and high, helping operators know when to offer a discount in order to drum up business. And just as important: when demand is high, operators can tweak pricing to get the best margin possible.
- **Changing product:** Forecasts can help operator change a specific product or a product variant in a machine in a specific location, in all machines in an area, or in general.
- **Lower operational cost:** Forecasts help the operator to plan the product replenishment plan and optimize the transport costs.



- **Customer retention and satisfaction:** Understanding customer needs is essential in product-focused industries. Being able to predict customer demand will result in fulfilling orders. This will also have the effect of increasing trust between customer and machine.

IGNORING DEMAND FORECASTS

What if a business chooses to ignore demand forecasting? Operators risk making the wrong decision about which markets to invest in, when to purchase products, or how much of a particular product to stock.

And this type of mistake can have serious implications, including unexpected inventory storage costs, mid-season stock-outs, or, most damaging of all: unhappy customers.

By using demand forecast, operator can have up to a 65% reduction in lost sales due to inventory out-of-stock



VIRTUAL TRY ON

Virtual Try-On Is reinventing how you shop from a Vending Machine

OVERVIEW

Virtual try-on is a game-changer and makes it possible for consumers to have a more personalized and realistic shopping experience, even when they can't try the product from the Vending Machine. It utilizes augmented reality and a front-facing camera, thus allowing shoppers to virtually try on products, from eyewear and hats to cosmetics.

Virtual try-on is fast becoming a crucial element in the retail shopping field.

- Those who haven't yet tried this technology are also eager to experience it.
- More than half of the respondents (77%) indicat

ed that they'd want to give it a try if it's easily available on a retail web or mobile site.

- Nearly half of the respondents (49%) are very likely or likely to purchase from a brand if they start offering virtual try-on.

This versatile technology enables users to try on practically anything, from eyewear and cosmetics to bags and apparel.

Seven out of 10 shoppers (nearly 69%) who had first-hand experience with the technology purchased the item they were virtually trying on.

OUR SOLUTION

Our solution enables users to try on practically anything, from eyewear and cosmetics to bags and apparel. With the help of Augmented Reality, users may contextually visualize the item in which they are interested, interacting and confirming the style, the size and the fit before making a purchase.

- **Share the look, spread the word:** When using virtual try-on, consumers are able to take pictures of themselves trying the virtual product, share to social media and communities, or their friends and family about this experience. They might even ask for help to see how it looks. This way, word is spread voluntarily.
- **Encourages cross sales:** Consumers can mix and match multiple products of various styles and looks to see as a whole whether they are a good fit. Under this circumstance, consumers are able to, for example, try a lipstick with different eye shadows or hair colors to ensure they really complement one another.
- **Reduces the number of product returns:** Total merchandise returns account for an average of 8% of total sales. Consumers need to try, feel and interact with products and Virtual try on technology helps to reduce returns.
- **Lower operational cost:** Forecasts help the operator to plan the product replenishment plan and optimize the transport costs.



Shopping is really about the experience and we believe a better experience—one that's more immersive is not only going to increase that buyer confidence but also build a longer term loyalty to brands and businesses.





Endless ways to the future

Thank you

Capital Markets day

28-04-2022