



AGM Presentation - Jan Sundelin, CEO

March 27, 2015

Outline



- Core activities TIE Kinetix today
- Goals and target for 2014: how did we perform
- Goals and target 2015
- Market Developments
- Risk Management

Core Activities - Supply Chain

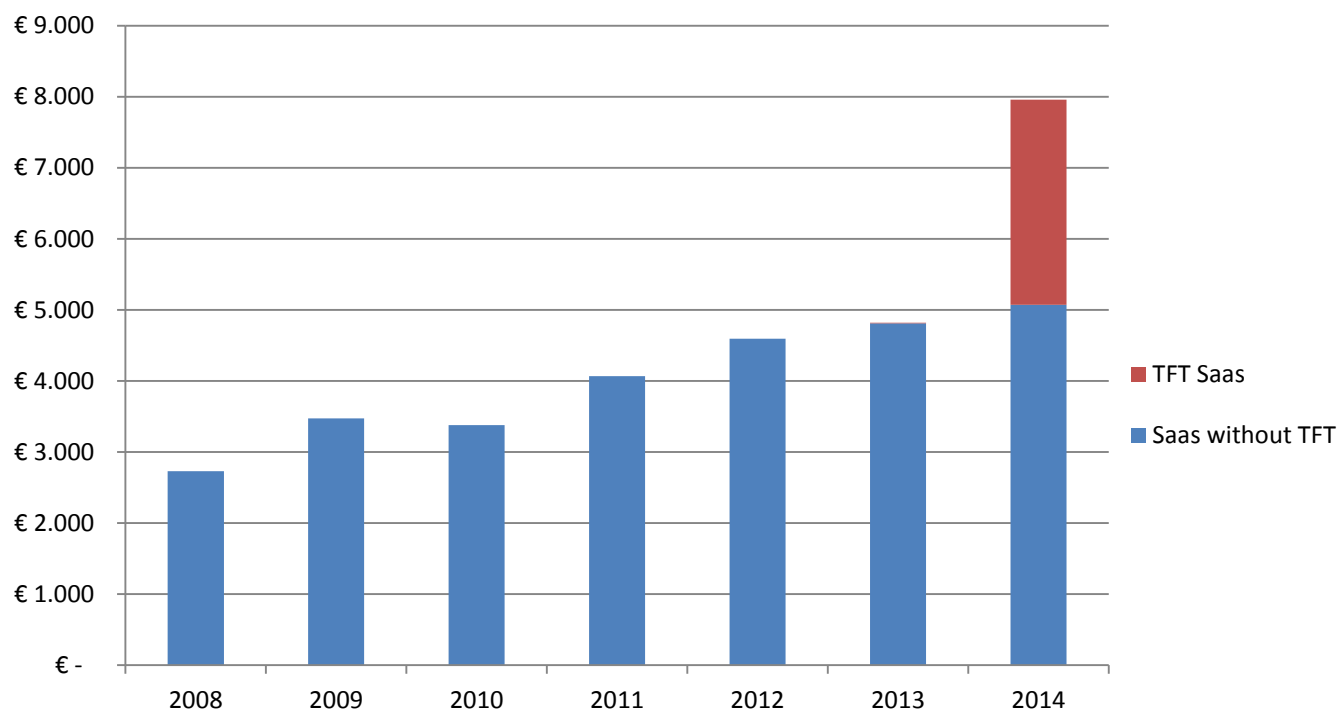


Achievements FY 2014



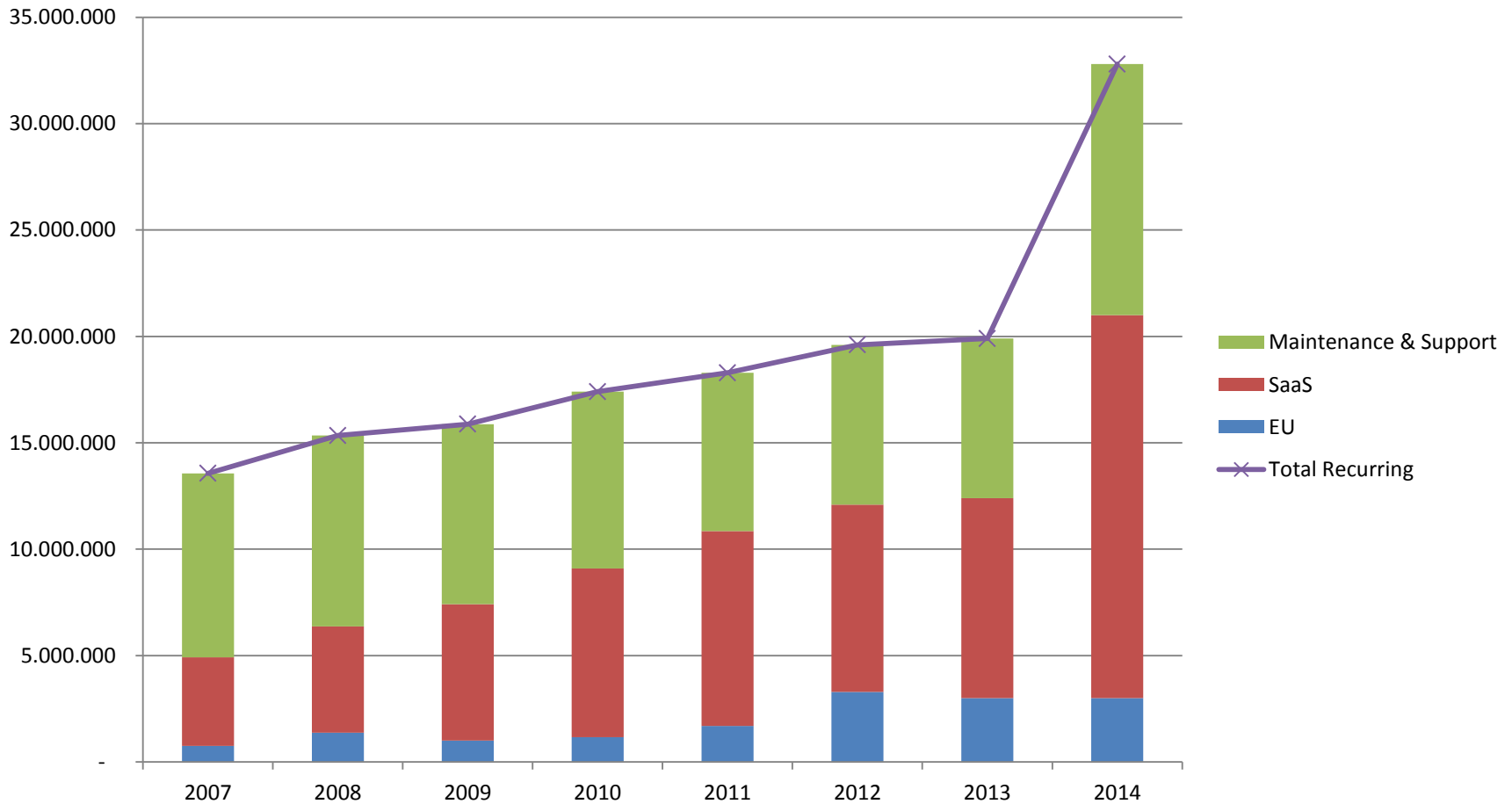
- Highest revenue in the company history
20.4 million Euro
- Highest 3 year contract value in the history
32 million Euro
- Highest Signed contract Value in a full year
12.1 million Euro
- Highest recurrent revenue in the history
10.8 million Euro

SaaS revenue 2008 - 2014



	Growth excl. TFT	
	in total	average/year
2013-2014	5%	5%
2008-2014	86%	14%

Recurring Revenue 2008-2014 (3 year contract value)



For the future we expect:
Continued increase in SaaS
Decline in Maintenance and EU

Goals & Strategy



4 year goals

- To become a true global software solutions provider.
- To be a technology leader in the field of information exchange within the supply chain.
- To generate annual revenues of at least € 25mln.

TIE Kinetix strategy

- Further globalize operations and sales activities through acquisitions and partnerships.
- Continue to focus on technology and research and development.
- Further streamline and optimize the internal organization.

Goals & Strategy FY 2014



Targets and Priorities for the coming financial year:

- » Integrate TFT in to TIE Kinetix and cross sell all offering. YES
- » Expand outside our current markets and regions. YES
- » Sign up new partners with help from the new partner program. YES first signed
- » Close major deals, one per quarter 200k € minimum. No 2 out of 4 achieved
- » Focus on aggressive marketing and sales program in USA, NL and Germany. YES
- » Introduce the Analytics product line from TFT in NL and USA. NL, UK not USA
- » Utilize EU development to bring new products and modules to our solutions. YES
- » Complete the Samar case. YES in 2015
- » Start a new sales office in the UK market. YES
- » Introduce the Smart PDF solution in all markets. YES
- » Work with 3 party offering in NL as a test market (Invoice portal, PIM, PtP). YES

Goals & Strategy FY 2015



Targets and Priorities for the coming financial year:

- » Grow the SaaS revenue line more than 15% year on year.
- » Improve our 3 year order contact value in better margin EU and TF contract.
- » New partner program for all markets we act in.
- » Target a minimum of 30% more order intake in 2015 vs 2014.
- » Focus on aggressive marketing and sales program in US, NL, UK, France and Germany.
- » become the first global Google partner.
- » Bring down our EU development focus and focus more on our offering.
- » Complete the EU case.
- » Start moving customers application to Google cloud.
- » Introduce 5 new SaaS product together with Objectif Lune world wide.

Our Company Values

- » Openness and Honesty
- » Trust and Togetherness
- » Competence and Quality

Market development



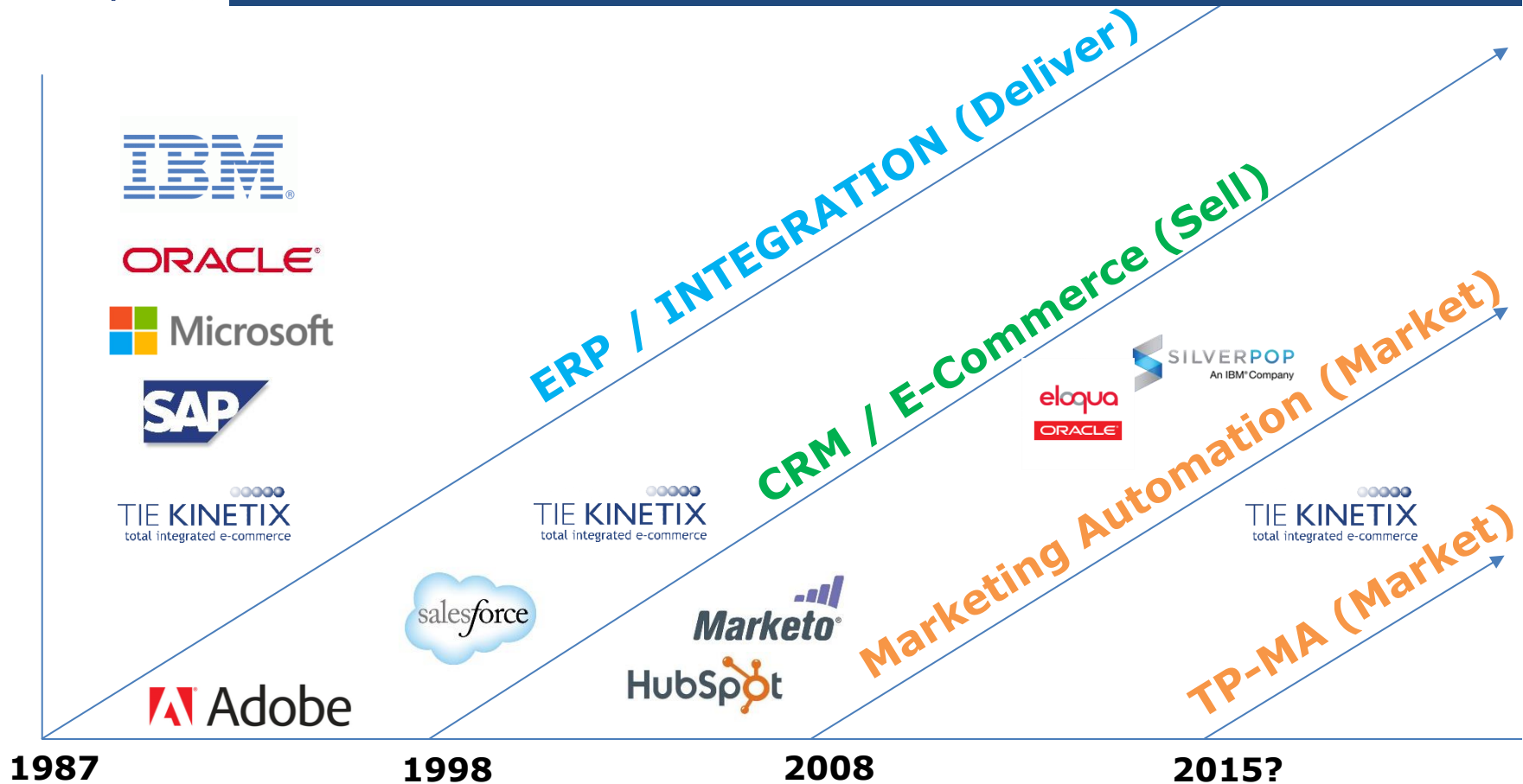
- **Market Maturity defines growth potential estimation and ‘risk’ of the growth estimation.**
- **Integration business: 7% growth per year**
- **E-Commerce business: 14% growth per year**
- **Demand Gen business: +100% growth per year, new market**
- **Analytics and Optimization: +30% per year**

Deliver - Sell - Market - Optimize



TIE KINETIX
total integrated e-commerce

Integrate and Optimize with big data and intelligence



Technology Partners



- Technology fits market stage (best of two worlds).
 - **Microsoft** with .Net and Azure for established and mature Integration solutions back end solution.
 - **Google** with Google Cloud, Google Angular, Google Analytics, Google Search for the best front end solution.

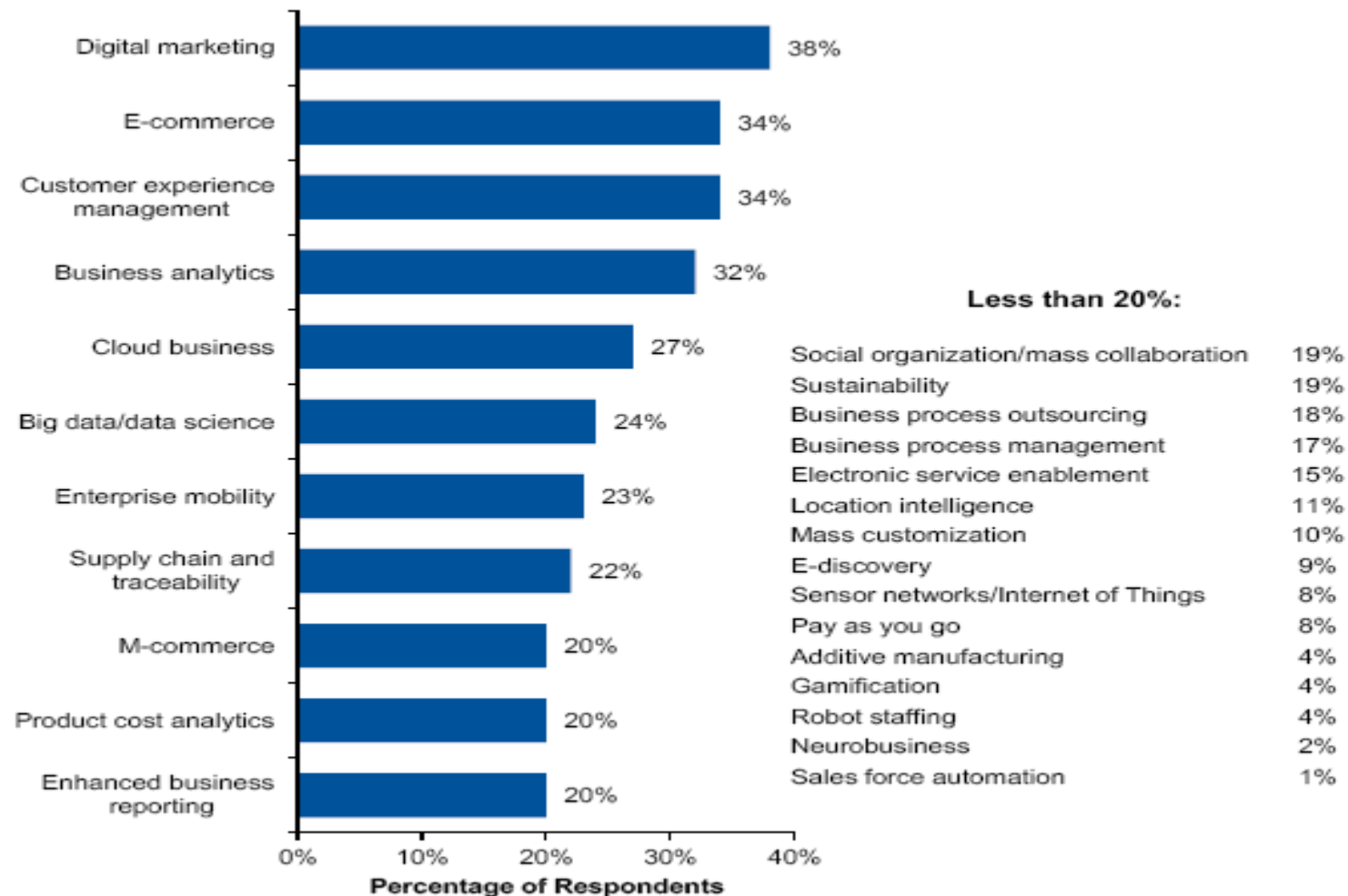


- Kinetix market
 - Integration essential if customers want to sell, market and deliver online
 - Integration growth according to Gartner
 - E-Commerce market growth according to Gartner
 - Demand Generation growth according to Serious Decisions and Forrester
 - Analytics BIG DATA growth according to Gartner

Investment in the coming years



Figure 1. Most Important Technology-Enabled Capability Investments Over the Next Five Years



Source: Gartner (July 2014)

Integration: what Gartner predicts



Market	2010 YR	2011 YR	2012 YR	2013 YR	2014 YR	2015 YR	2016 YR	2017 YR	CAGR 2012 YR- 2017 YR
Supply Chain Management	6,826.1	7,744.1	8,295.8	9,037.9	9,987.7	11,100.3	12,220.0	13,397.1	10.1%
Application Infrastructure and Middleware	17,650.0	19,383.3	20,384.9	21,385.4	22,865.5	24,595.5	26,535.6	28,599.8	7.0%
Data Integration Tools and Data Quality Tools	3,008.3	3,458.1	3,703.9	4,051.4	4,461.5	4,930.3	5,452.7	6,036.4	10.3%
Source: Gartner (September 2013)									

- By 2017, in large organizations at least 65% of new integration flows will be developed outside the control of IT departments.
- By 2018, more than 40% of large organizations will have established a hybrid integration platform.
- By 2017, 60% of new integration projects will leverage embedded analytics.
- By 2018, the 10 largest B2B networks will have evolved into API networks.
- By 2018, electronic B2B interactions will outnumber non- electronic ones.

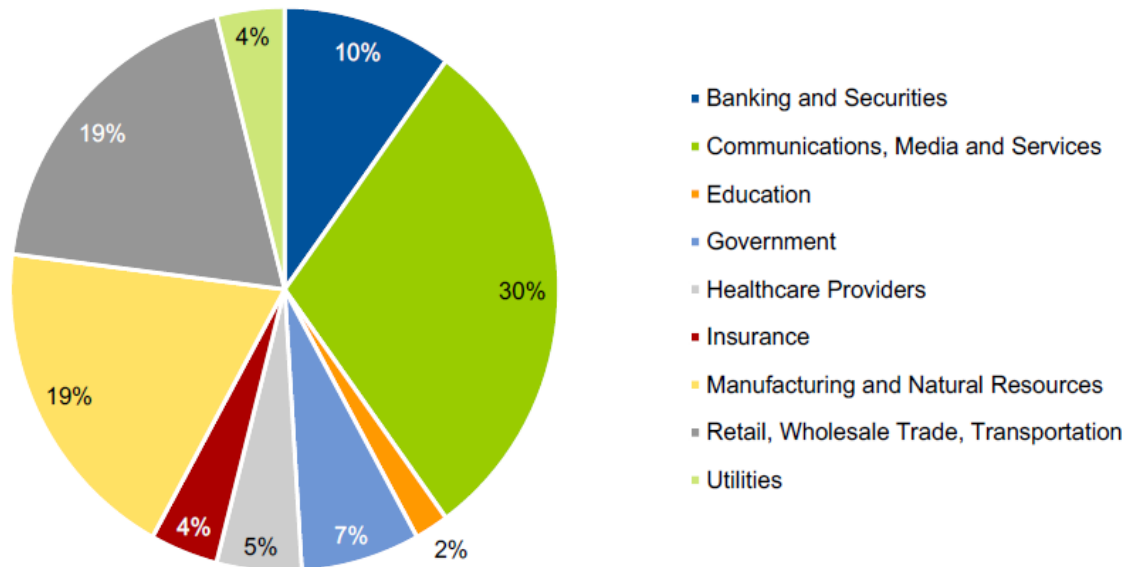
E-Commerce: what Gartner predicts



E-Commerce Market Size, Growth, Segments

E-commerce is approximately a \$3 billion worldwide market (including commerce services from the cloud), but the total market opportunity for services, business process outsourcing and embedding e-commerce into other software and business processes can be more than 10 times this size. Our forecast is that the e-commerce software market will grow at a CAGR approximately 14% through 2017.

Figure 1. E-Commerce Spending by Vertical Market — Total Software Revenue for 2012



Demand Gen: What analysts predict



- **Market is maturing, Forrester indicates that this market is 500 million US\$ in 2016**
- **This year 2015 first research paper from Analysts**
 - Sirius View from Sirius Decisions - February 2015
 - Forrester Wave for TPMA - June 2015

Partner Strategy



- Channel Strategy for Integration with
- Channel Strategy for Demand Generation



5 new combined SaaS solutions



THE CONNECTED BUSINESS NETWORK

SIs and VARs now have an expansive B2B Integration portfolio from the cloud to fulfill all of their clients' needs.



- Perceived Risks
 - 1.Span of control
 - 2.Partners
 - 3.Quality of earnings
 - 4.Other concerns



Q&A