



**AGM Presentation - Jan Sundelin, CEO**

**March 28, 2014**

- Core activities TIE KINETIX today
- Goals and targets for 2013 how did we do
- Goals and targets for 2014
- Market Developments
- Risk Management

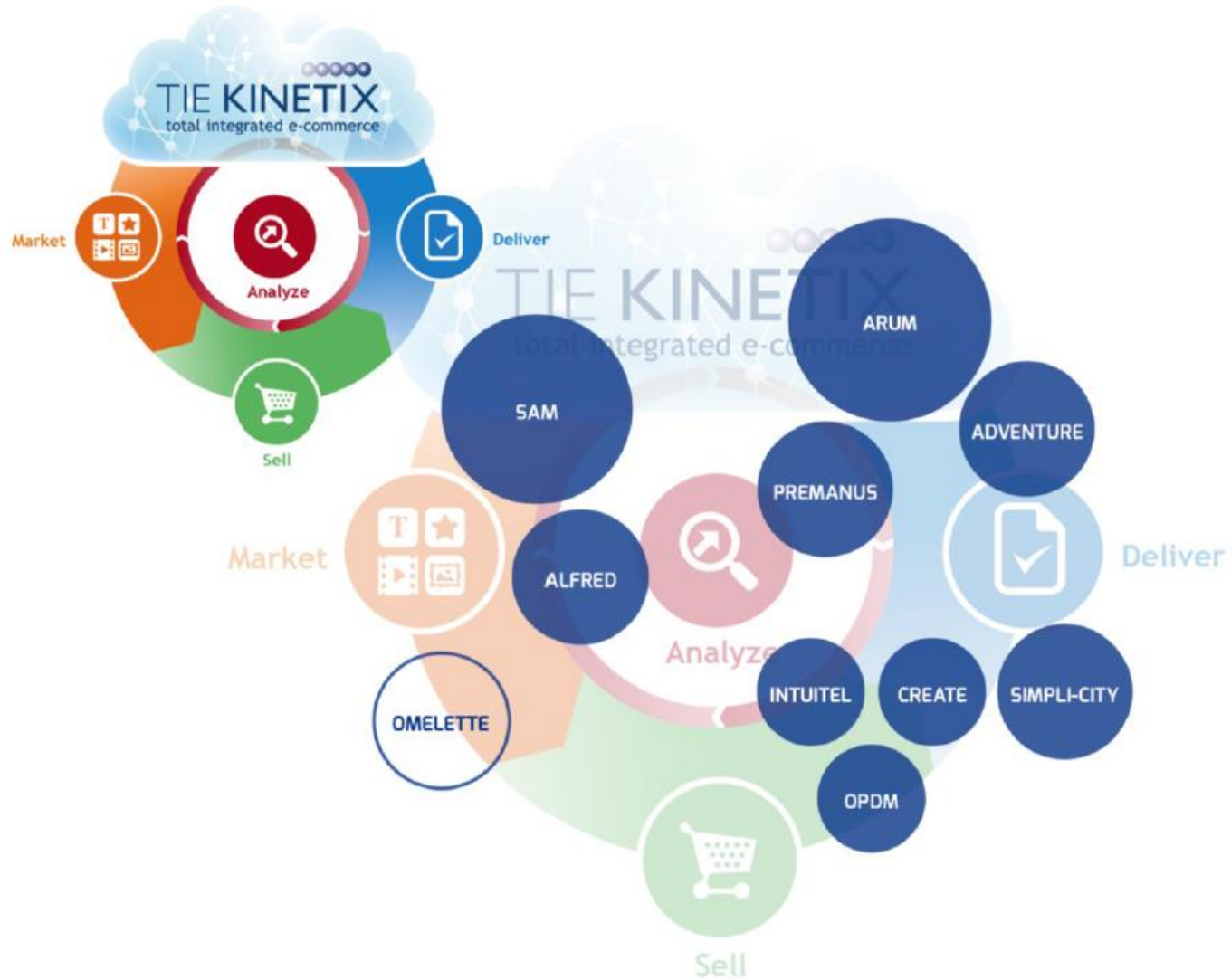
# Core Activities - Supply Chain



Supply chain from end to end



# Core Activities - EU Projects



# Goals & Strategy 2013



## 5 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's 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 2013



## Targets and Priorities for the coming financial year:

- » Grow E-Commerce in to new market as US, Germany etc... **NO product delay**
- » Build sales channels outside current markets and regions. **YES**
- » Establish a partner program. **YES for the CSP and Integration product lines**
- » Close major deals, one per quarter 100k € minimum. **YES build SAAS revenue**
- » Further improve our global marketing and sales approach. **YES**
- » Standardize packages in content syndication, E-Commerce and integration. **YES**
- » Get ISO 27001 certified. **YES 2014**
- » Develop a unified TIE Kinetix Total Integrated E-Commerce solution. **NO**
- » Further expand sales of TIE solutions and the [R]evolution software in the DACH region. **YES first deal signed**
- » Complete organizational integration of TIE Light and TIE ascention. **YES**
- » Complete the Samar case. **NO**
- » Investigate an employee share plan. **YES**
- » Execute a reverse stock split. **YES**
- » Change the name from TIE Holding N.V. into TIE Kinetix N.V. **YES**

**Loss of CBS/Cnet our second largest partner World Wide**

# Change the product offering



## Base solution

 Showcase Syndication	 Unlimited partners	 Lead Generation	 Subscription Page
 Promotion Syndication	 Unlimited Content	 Co-Branding	 Content Management
 Inline Syndication	 Unlimited Updates	 Deeplinking	 Reporting & Analytics
	 Responsive Design	 Service	 Support

## Add on modules

 Social Syndication	 Solution Syndication	 Email Syndication
 PPC Syndication	 Explore Syndication	 Buy Button Syndication
 Upsell Syndication	 Asset Syndication	 Intranet Syndication

## Options

 Dynamic Showcase	 Global Languages	 Custom Design
 Advanced Showcase	 Enrollment Portal	 Partner CSS
 Marketing Dashboard	 Enrollment Support	 Build a Showcase
 Business Intelligence	 Enrollment Services	 CMS Integration
	 Single Sign-On	 Staging for Content

# Content Syndication Platform

## *Syndication Across the Funnel*



### Online Awareness Modules

- Social Syndication
- Email Syndication
- PPC Syndication

### Audience Engagement Modules

- Promotion Syndication
- Asset Syndication

### Visitor Experience Modules

- Showcase Syndication
- Solution Syndication
- Inline Syndication
- Explore Syndication

### Sales Conversion Modules

- Buy Button Syndication
- Upsell Syndication
- Intranet Syndication

Traffic generation

Engagement

Demand Generation & Lead Capturing

Close



# New development on CSP after we lost Cnet module approach



	<b>May 2013 with Cnet</b>	<b>March 2014 without Cnet</b>
<b>Numbers of Brands using TIE Kinetix CSP</b>	46	56
<b>Numbers of direct Customers</b>	4	13
<b>Numbers of Partners</b>	3	6
<b>Leads generated to this point</b>	352	1,903
<b>Brand Partner using the system</b>	1,622	2,154
<i>(# leads, year estimate based on first 5 months in 2014)</i>		

# ISO 27001 2013



- **ISO 27001:2013 Certification for Information Security Management**
- **By implementing the latest 2013 version, TIE Kinetix' Information Security Management System (ISMS) is compliant to the latest best practices, controls and industry standards**
- **TIE Kinetix has been independently verified and awarded the only internationally recognized and most prestigious information security standard available**
- **Protecting information security is one of the top priorities of the modern connected world especially when it comes to securing E-commerce information on the web. When businesses and consumers are managing and transmitting private data over the internet, there are enormous implications if it is not handled properly.**
- **Gives our customers and business partners the confidence and commitment to their security knowing that their sensitive information will be secured and managed at the highest level**

# Direct Partnership with T-Mobile



- E-Commerce Platform as a Service (PaaS)
  - Platform
  - Support
  - Development
- T-Mobile already made use of TIE's PaaS since 2011.
- 3 years contract
- Direct partnership, advantages:
  - Shorter communication lines
  - Set-up structured together, implying improved governance of the relationship
  - Higher SaaS revenue, better margin (no 'system integrator' in between)
- Paving the way for additional extensions in the vertical Telecom
- Possibility to offer additional services provided by TFT such as Analytics and Search optimization

# Signing ceremony at T-Mobile



# Goals & Strategy FY 2104



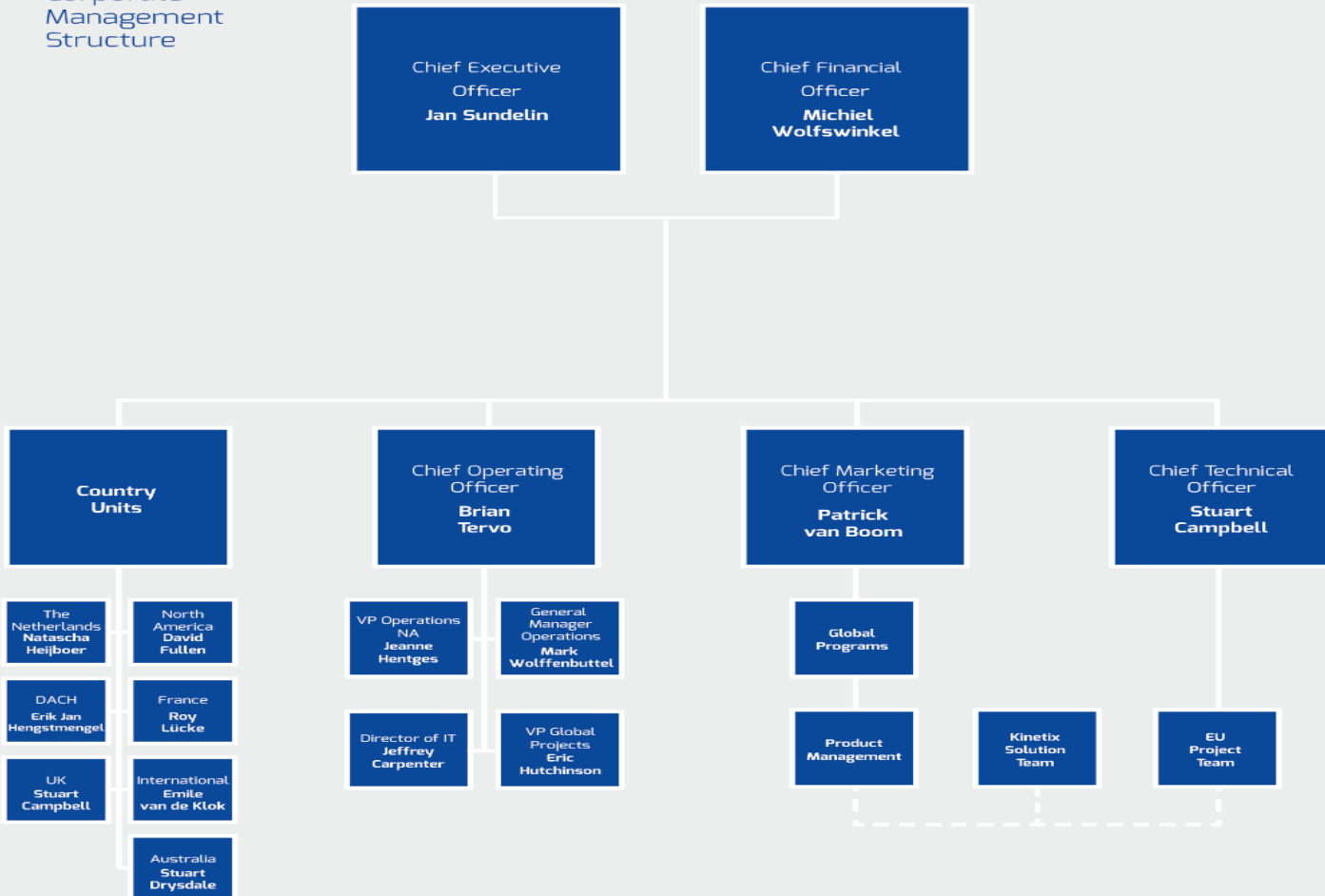
## Targets and Priorities for the coming financial year:

- » Integrate TFT into TIE Kinetix and cross sell all offerings.
- » Expand outside our current markets and regions.
- » Sign up new partners with help from the new partner program.
- » Close major deals, one per quarter €150k minimum.
- » Focus on aggressive marketing and sales program in USA, NL and Germany.
- » Introduce the Analytics product line from TFT in NL and USA.
- » Utilize EU development to bring new products and modules to our solutions.
- » Start a new sales office in the UK market.
- » Introduce the Smart PDF solution in all markets.
- » Work with 3 party offering in NL as a test market (Invoice portal, PIM, PtP).

# Our organization 2014



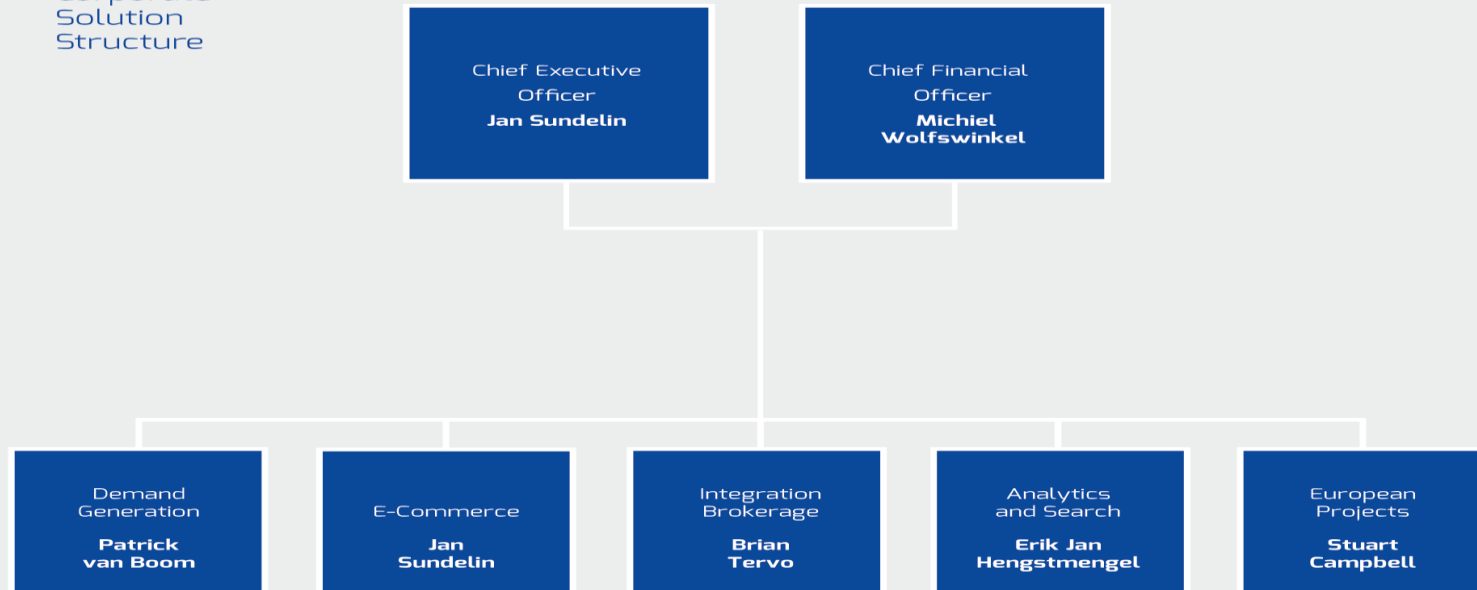
## Corporate Management Structure



# Our solutions structure



Corporate  
Solution  
Structure

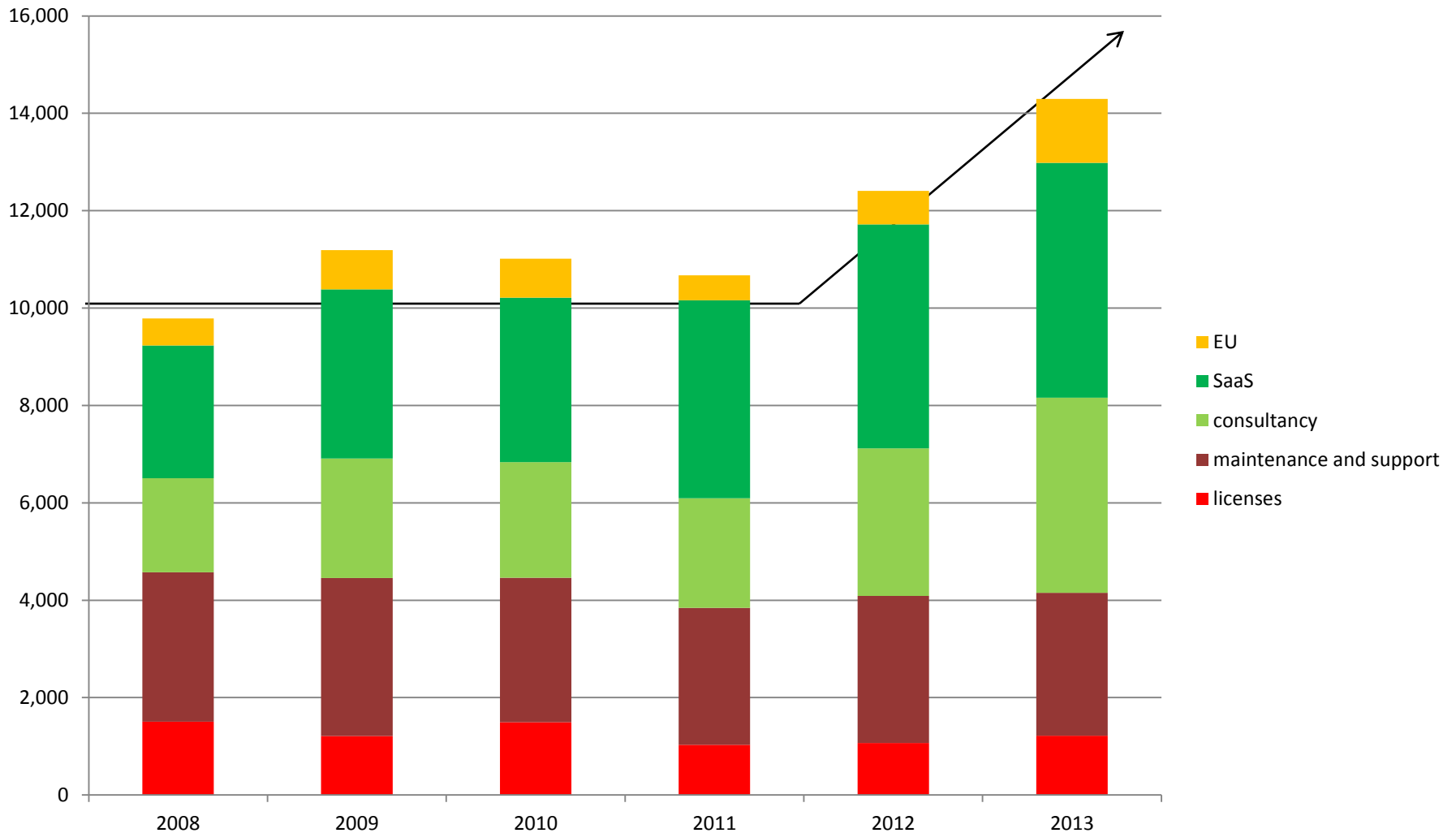


## Our Company Values

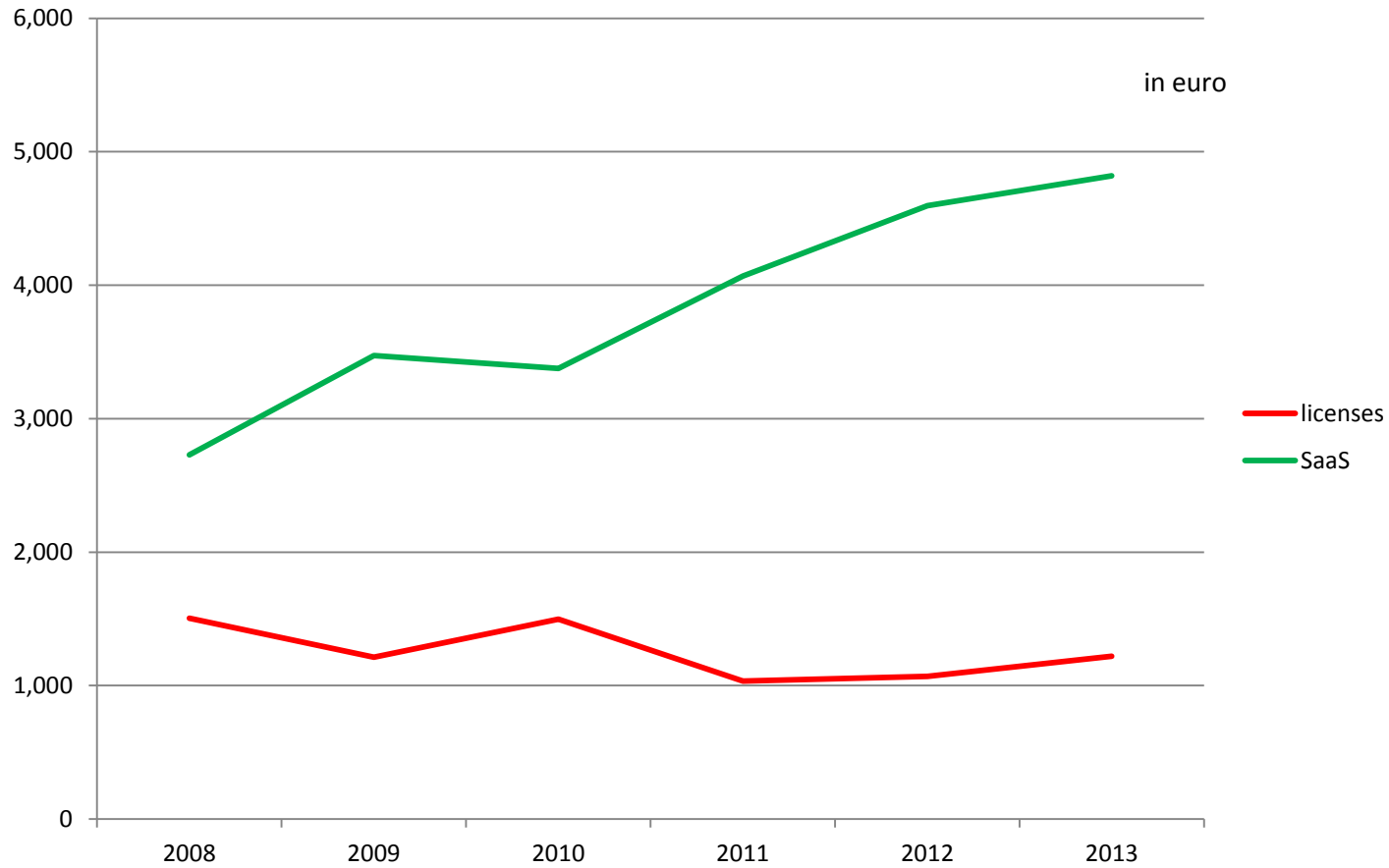
- » Openness and Honesty
- » Trust and Togetherness
- » Competence and Quality



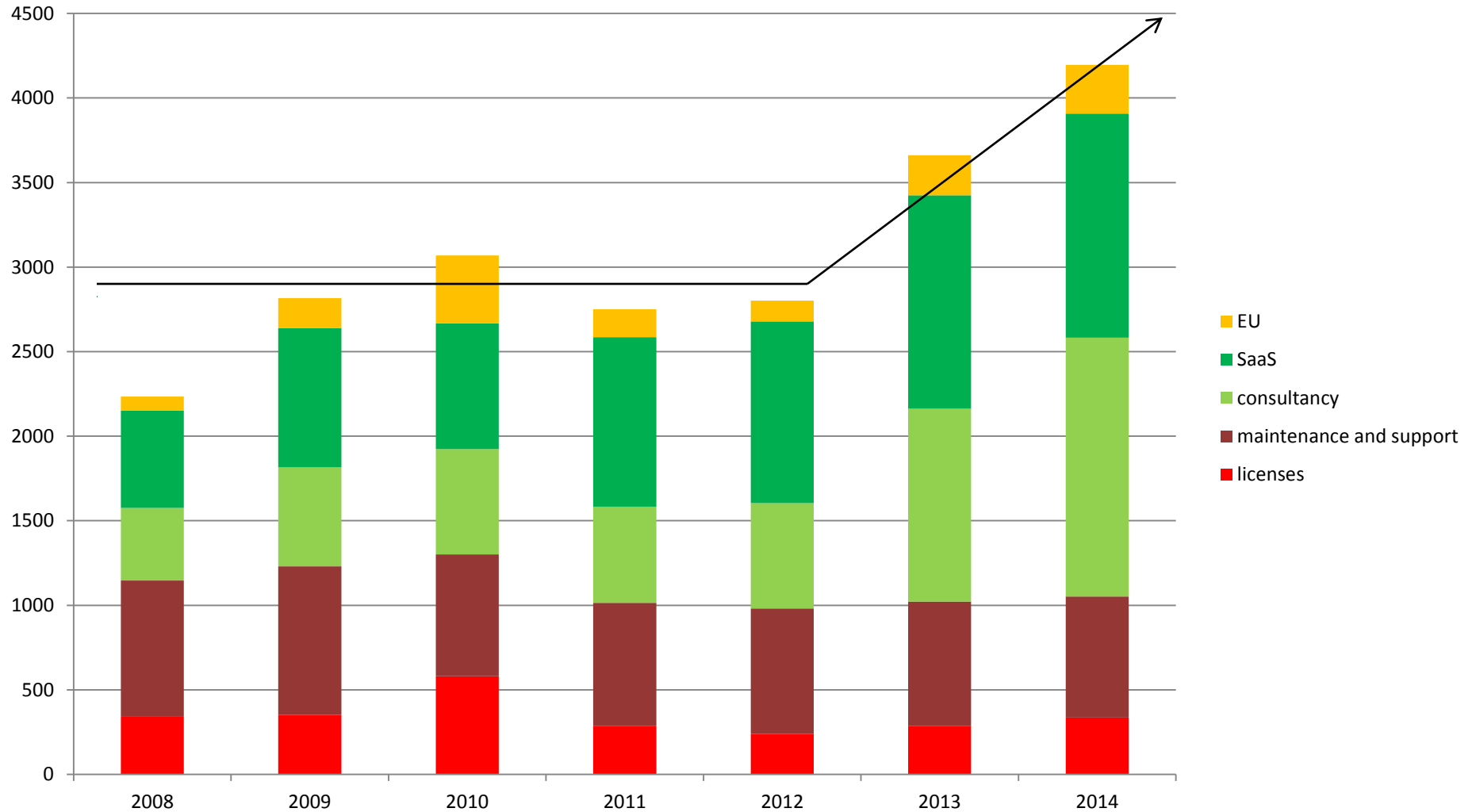
# REVENUE MIX 2008-2013



# License vs SaaS 2008-2013



# REVENUE MIX Q1\_2008-Q1-2014



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



**Q&A**