

# ACQUISITION OF DATAVARD AG

Analyst & Investor Call

July 28, 2021

SNP | The Data Transformation Company



# AGENDA

OVERVIEW

STRATEGIC RATIONAL

FINANCING

QUESTIONS & ANSWERS



# Datavard AG at a glance

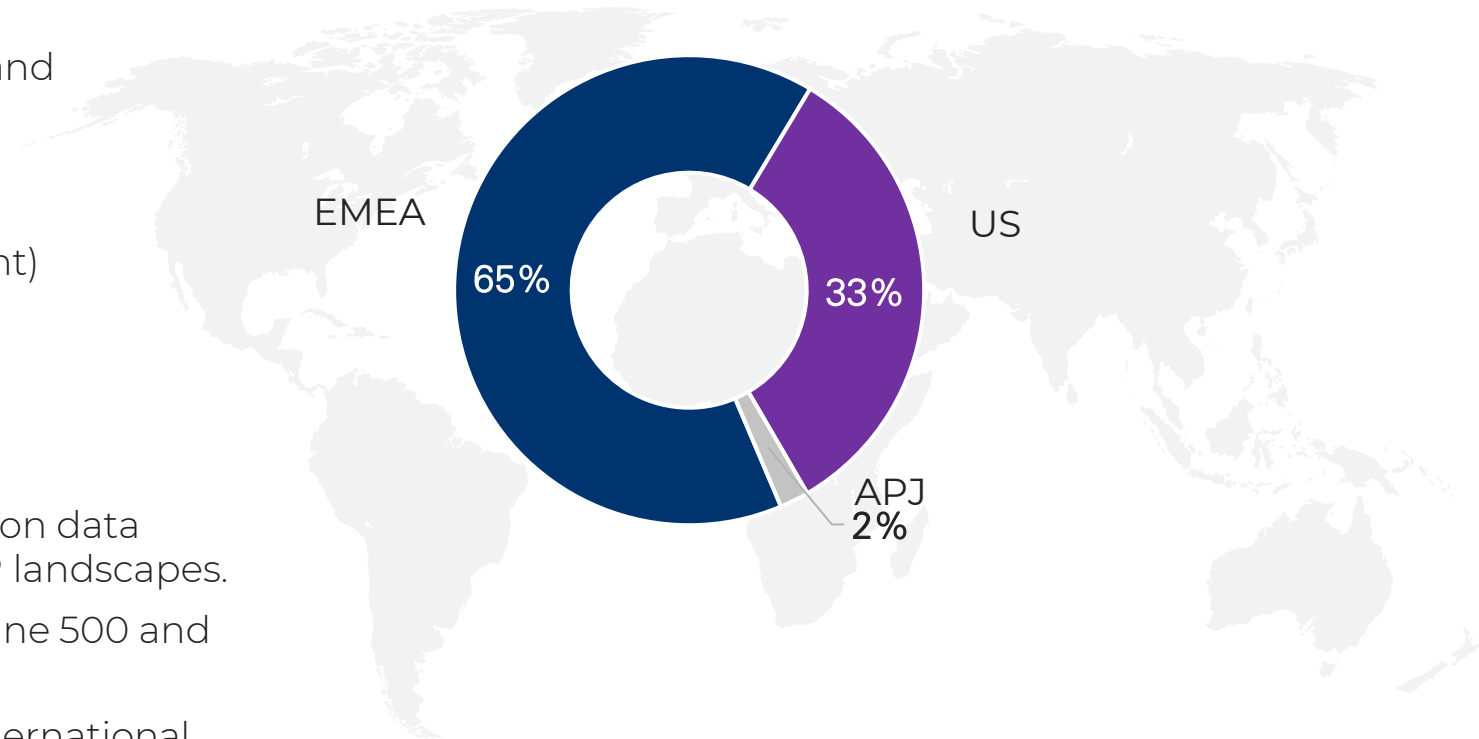
## Key Facts

- Founded 1998
- Offices in Germany, US, Switzerland, Slovakia and Singapore (HQ Heidelberg)
- Product portfolio:
  - Datavard GLUE™ (Analytics)
  - Datavard OutBoard™ (Data Management)

## Company Profile

- Software and consulting company with focus on data transformation and data management in SAP landscapes.
- Customers include over 50 of the Global Fortune 500 and numerous DAX 30 companies.
- Partner network consisting of national and international players such as Accenture, AppDynamics, Google, Microsoft or SAP.

## International Footprint (revenue by region)

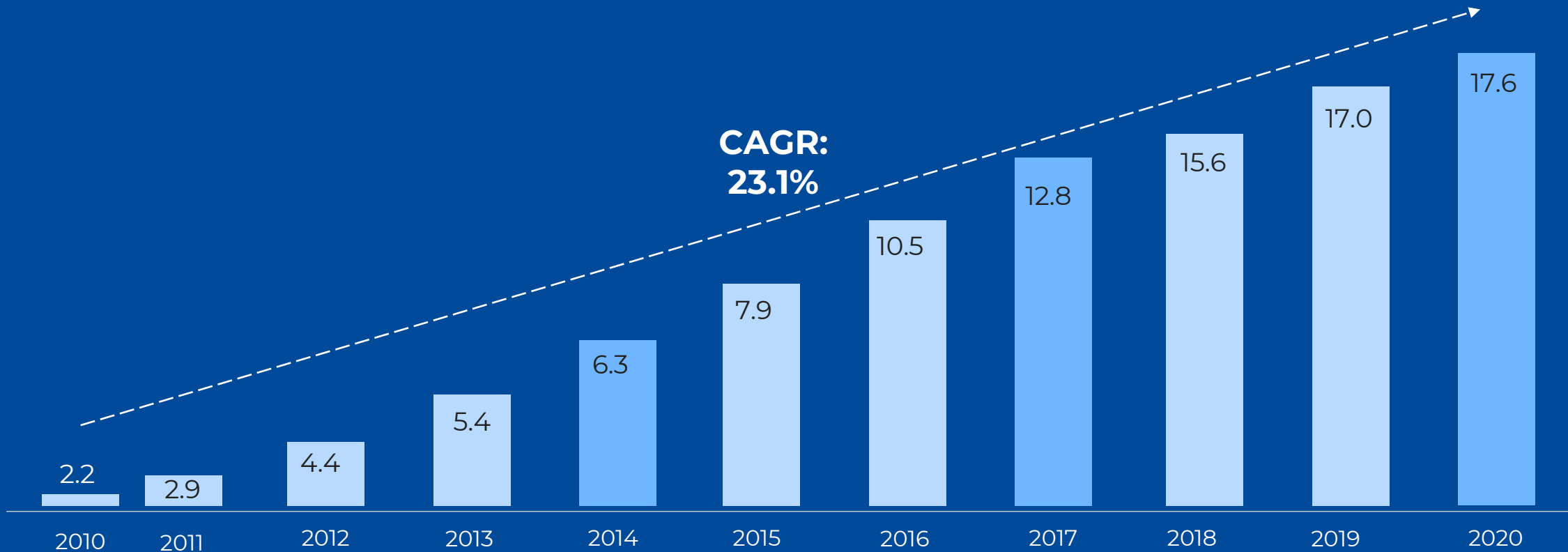


# Selection of Datavard's customer universe

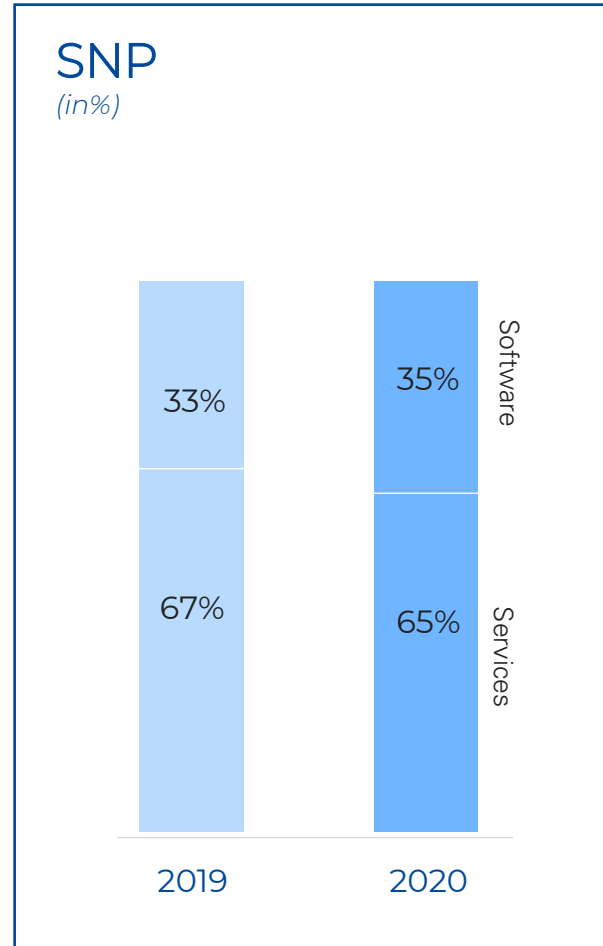
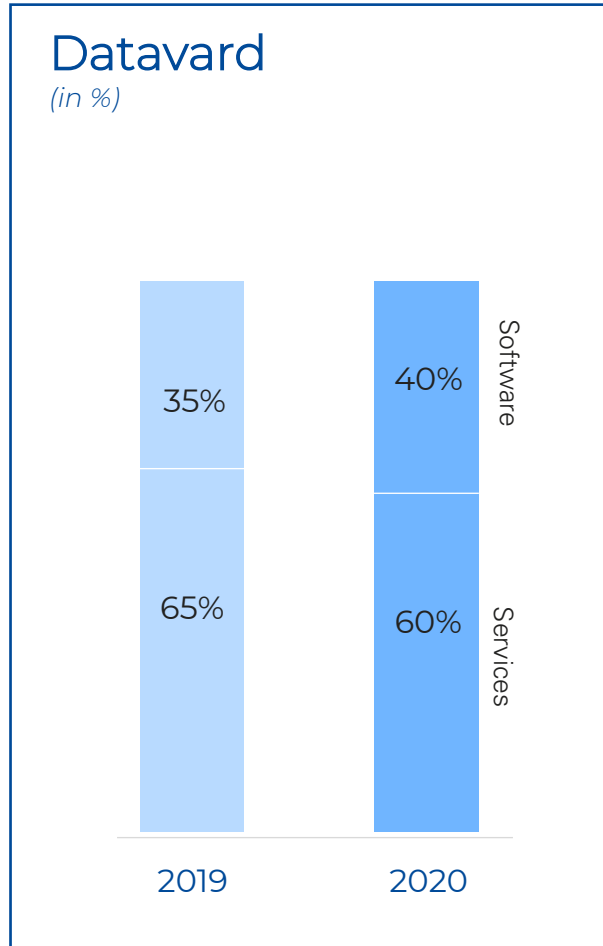


# Datavard: Strong growth over the last decade

Revenue (in €m, local GAAP)



# Datavard has grown significantly in the software segment

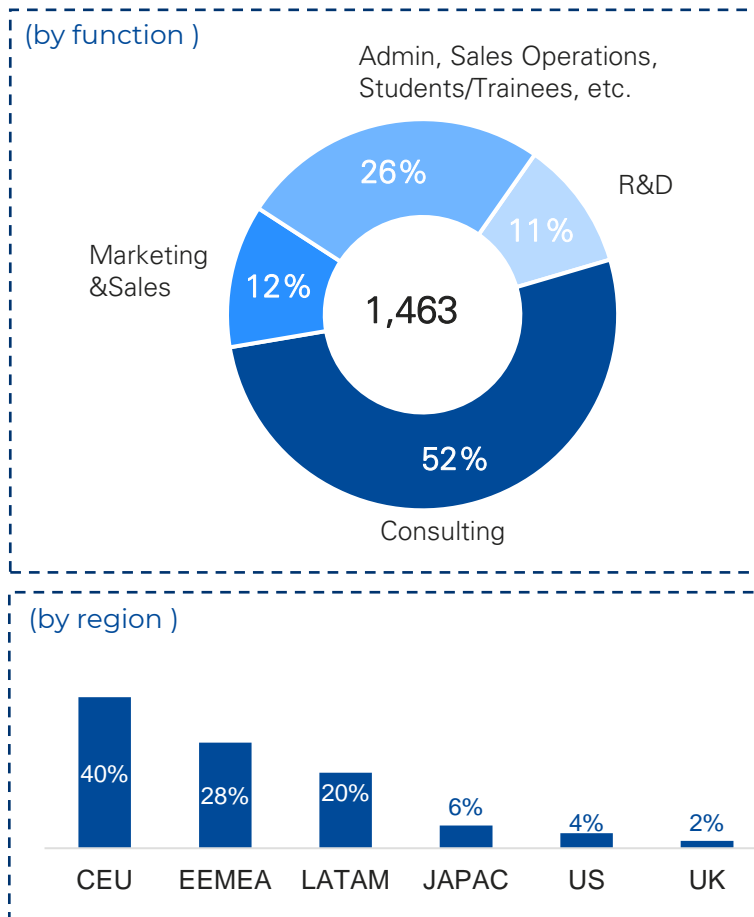


## Comments

- > Both companies continuously increase their software revenues in relation to total sales
- > Datavard already at 40% in 2020
- > Software revenues at Datavard mostly related to data management and business warehouse (~70%) – transformation software only 10%
- > High portion of recurring revenues within software segment (38%)

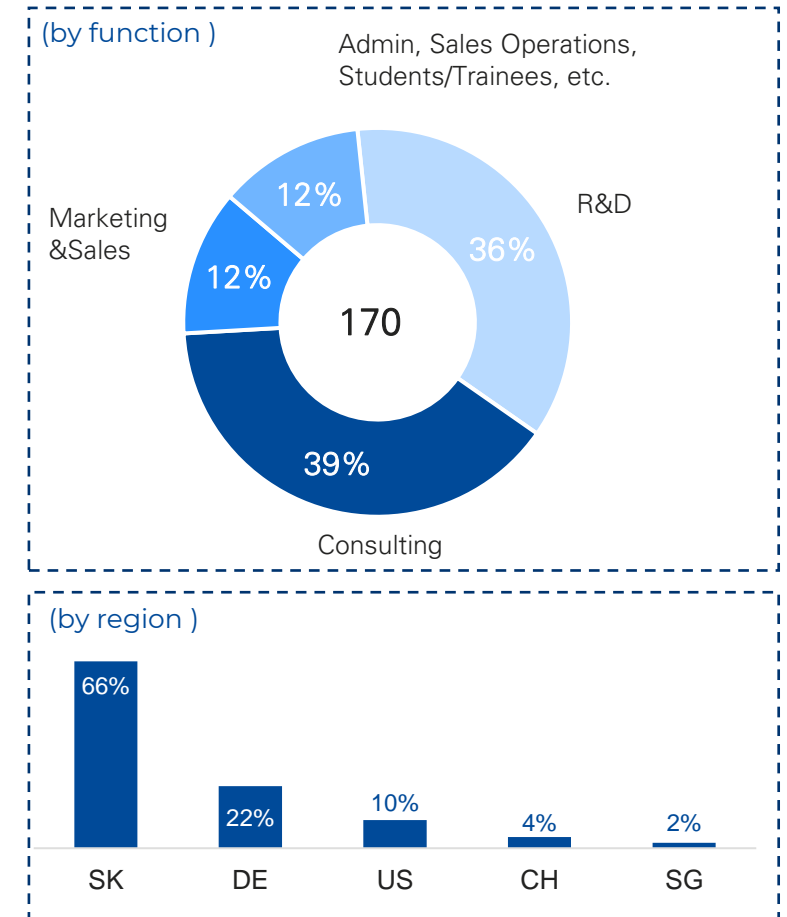
# Perfect match in headcount structure

## Headcount split by function (SNP)



- > Headcount structure of Datavard perfectly fits to the existing structure of SNP
- > Second largest function of Datavard is R&D giving increased opportunities to further develop software fast and efficient
- > ~70% of Datavard employees are located in Slovakia (especially R&D)
- > Only little overlap in general functions

## Headcount split (Datavard)



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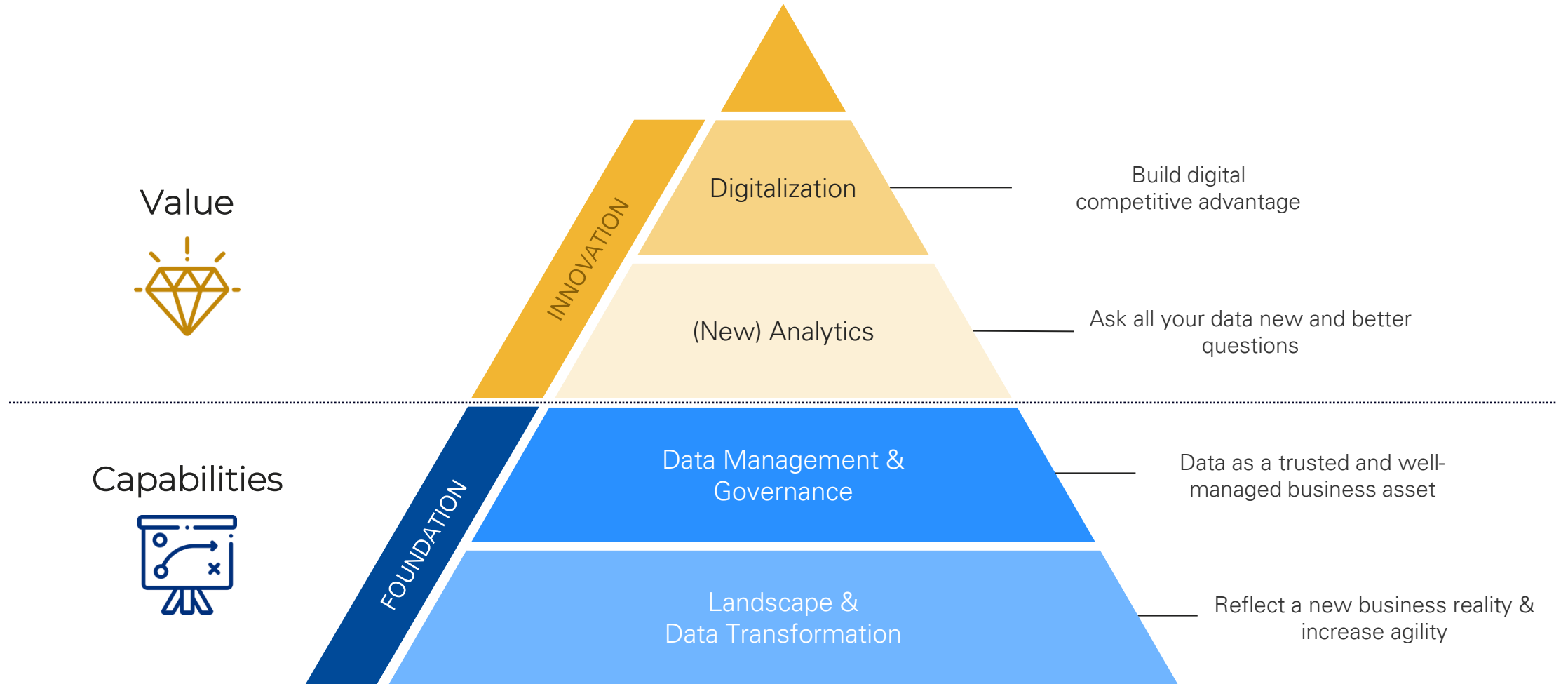


# SNP will strengthen its leading market position

- Acquisition will form the market leader for platform driven data transformations, Data and Analytics services around SAP applications
- Sales synergies particularly in the land and expand area
- New software and services in the area of data management and analytics will complete CrystalBridge Platform
- Highly skilled developers will join the company and increase near shore capacities in R&D and services
- Increase in Recurring Revenue through extended solution offerings



# Transform towards a new reality



# SNP's Vision – We are the market leader for digital data transformation and data management centered around SAP Platforms



Data Management							Data Transformation					
Data Analysis	Data Extraction	Data Lineage (ETL)	Data Catalogue	Data Warehouse	Data Quality	Data preparation & harmonization & cleansing	Data Transformation	Data Migration (incl. history)	Audit & Compliance	Built-in Workflow & Orchestration	Business ready data	Reporting & dashboarding
+	+	+		+	+	+	+	+				+

+ Datavard Contribution

# Synergy effects

## Full integration into SNP

### Sales-driven synergy effects

Value chain extension – joint distribution & sales:

- Archiving in advance of S/4 transformations
- System shutdowns in the course of S/4 transformations
- Analytics (S/4HANA, BW/4HANA, MS Azure)

### Cost-driven synergy effects

Merger of growing companies :

- Optimized use of office space
- Strengthening R&D resources
- No personal measures planned since staff will support further growth

**Σ Measurable effects on EBIT basis up to € 3 million by 2023**

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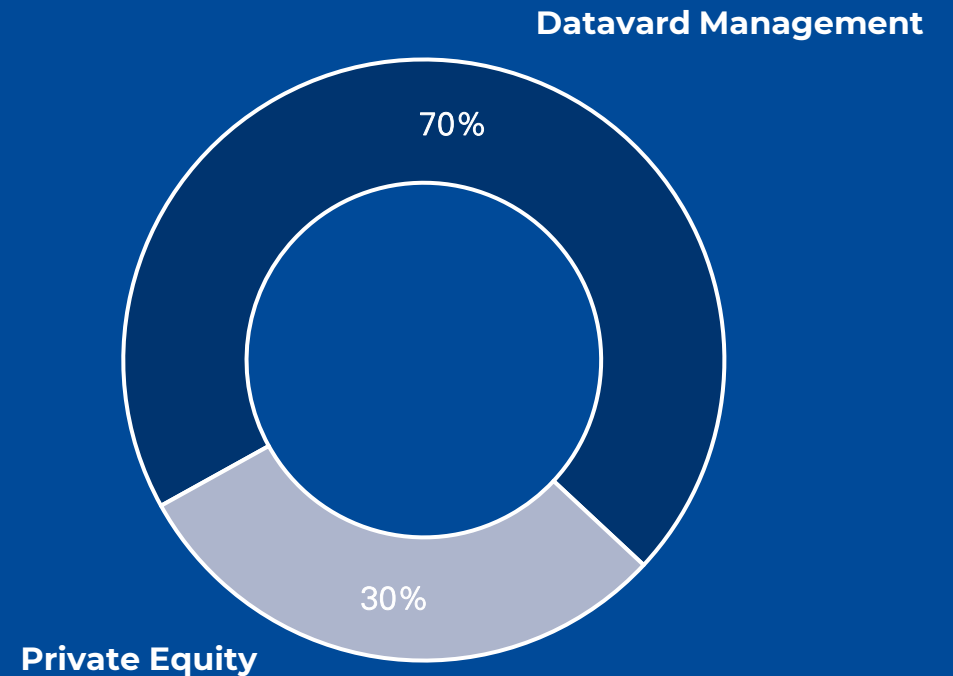
# Acquisition Financing

With economic effect as of August 1<sup>st</sup>, 2021, SNP has acquired 100% of the shares in Datavard AG.

## Two Financing Components:

- **Cash** of approx. € 20 mn, thereof € 10mn to Private Equity and € 10 mn to Datavard management.
- **Issuance of 173,333 new shares via capital increase in kind:** New shares are allocated to the management in accordance with the ownership structure (no SNP shares to Private Equity).
- New shares are subject to a 36-month lock-up.
- Share capital of SNP after capital increase: € 7,385,780; Dilution: 2.3%

## Datavard AG - Ownership Structure prior to the Acquisition



# Extended SNP Board of Directors

## Prof. Dr. Heiner Diefenbach CFO

### Areas of responsibilities

- Finance
- Controlling
- Human Resources
- Legal
- IT
- Investor Relations

## Michael Eberhardt CEO

### Areas of responsibilities

- CEU
- LATAM
- JAPAC
- Service
- R&D
- Communications

## Gregor Stöckler (new) COO

### Areas of responsibilities

- USA
- UK-Ireland
- Marketing
- Analytics
- Platform Strategy
- Technology Partners

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WE ARE HAPPY TO TAKE  
YOUR QUESTIONS!

