WELCOME AT THE ALSO CAPITAL MARKETS DAY

03.12.2020

ALSO THE TECHNOLOGY PROVIDER
AGENDA

- New and Next: from a pandemic to a post-pandemic world
- No future without substance: 10 years of groundwork
  - Steering a virtual organization
  - Leading remote teams
  - Involving people

Q&A

BREAK

- Supply: growth base ecosystem
- Solutions: growth drivers digitization and new technologies
- Service: growth engines as-a-Service and new platforms

Q&A

END
KEYNOTE: NEW AND NEXT
FOUNDATIONS
STEERING A VIRTUAL ORGANIZATION

- **Investment** in **IT Systems** for **10 years**: ERP, BI, CRM, WEBSHOP
- **Harmonization** of **Processes**
- **Transparency** and **Analytics** for **Monitoring** and **Decision taking**
- **Transformation** of **Organization**
- **Optimized Integration** competencies for **Acquisitions**
LEADING REMOTE TEAMS

► Strong IT landscape as prerequisite (ERP, CRM, BI, Infrastructure etc.)

► Clear organizational setup
  Management in Virtual Teams

► Clear rules of engagement
  Rules for meetings, emails, dashboards, hiring, hunting

► Manage psychological impact
  Relieve typical stress of remote working
Hello and welcome at ALSO!

It is always an exciting time when you start a new job. New challenges, new processes, new ways to work, a new team. Given the special situation we are in at the moment, it is not easy for you to find your way around and get to know the company. This is why we have set up this program for you. Over the next weeks and months your new colleagues will explain all you need to know about ALSO. Feel free to get in contact with them or ask your questions.

If you have questions about their presentations, ideas for our portfolio or regarding our way to work, we are always happy to get new input which helps us to know and boost our performance.
Your Questions
OPPORTUNITIES #1: SUPPLY

Volkan Weissenberg, SVP E-Commerce
LONGTERM DEVELOPMENT OF THE SUPPLY ECOSYSTEM

Establishment of Central Vendor Management Team

Creation of first Center of Competence

MORE

New vendors

Automation

Market Shares

New categories

New Buyers

Existing vendors

New vendors

Automation

Market Shares

New Buyers

Pandemic

2010

2013

2016

2017

2018

2019

2020

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STRENGTH OF THE ALSO ECOSYSTEM

► ALSO managed market challenges extremely well
► ALSO ecosystem proves to be resilient & enables growth in challenging times
GROWTH OPPORTUNITIES IN THE NEXT NORMAL

EXAMPLES

► Product category mix
  ► Notebook, Peripherals, Gaming, Networking
  ► Education / Home Schooling

► Vendor mix
  ► Xiaomi, Anker
  ► HP Inc / Hungary, Lenovo / Romania

► Buyer mix
  ► Search Engine Optimization (SEO)
  ► Marketing & Sales Automation

► Platforms
  ► ALSO Webshop
  ► Whitelabel Webshop Solutions for Vendors & Resellers
PRINTING ECOSYSTEM – NEXT NORMAL

Relevance for Customer
Customer Centricity
Speed to Market
Convenience
Payment models
Anywhere

B2P
Business to people

Portfolio Enhancement
(Non-OEM, other HW vendors)
Managed Print Services
for SMB Reseller & LFP Partner
Supplies subscription solutions
Marketing as a Service
(Installed Base Intelligence)
Expansion in new markets, market share,
share of wallet, services
Textile printing & software solutions
Installation Services & Financing solutions

B2P
Business to people

Revenue

$ Supplies $ HW
$ Graphics
$ Services $ 3D

2020
2025

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OPPORTUNITIES #2: SOLUTIONS

Simone Blome-Schwitzki, SVP Solutions
RETIREMENT HOME COMMUNICATION – NEW NORMAL

**Challenge**
- Healthcare
- Access to relatives in care homes during pandemic

**Solution**
- Central conference rooms incl. calender booking
- Video app via mobile device

**Value Add**
- Care staff being relieved
- Higher attractiveness to new clients

**Components**
- Products: Tablets, smartboards, headsets, mounts...
- Vendors: Samsung, Apple, Microsoft...

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Vertical

**Products:**
- Tablets
- Smartboards
- Headsets
- Mounts

**Vendors:**
- Samsung
- Apple
- Microsoft
VISUAL REMOTE GUIDANCE – NEXT NORMAL

Vertical
- Manufacturing

Challenge
- Availability of technical specialists
- Data glasses enabling real time collaboration over long distances

Solution

Value Add
- Global use of existing expertise
- Minimized maintenance costs, no travels

Components
- Products: data glasses, IoT platform...
- Vendors: Realwear, HPE, ALE, PTC, ALSO...

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DIGITAL EDUCATION – NEW & NEXT NORMAL

- Access to internet & network
- Pedagogical content & platforms
- Administration & support
- Clients & presentation technology
- Training

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IT SEAT MONETIZATION OPPORTUNITY - EUROPE

TAM\(^1\) 300 B€
150M SEATS

IT Seat Structure\(^2\)

- HW (27%)
  - Devices
  - Infrastructure

- SW (28%)
  - AI and Analytics
  - App Development
  - Communication & Office
  - CRM & ERP
  - Cybersecurity
  - IoT & Middleware
  - Process Automation
  - IT Management
  - Backup & DR

- IT Service (44%)
  - Project Services
  - Managed Services
  - Support Services

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\(^1\) ALSO Capital Markets Day

\(^2\) Map source: Wikipedia

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AS-A-SERVICE ECOSYSTEM & PLATFORMS

Cloud Marketplace

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Channel Partners

- SMB Resellers
- Corp. Resellers
- System Integrators
- Value Add Resellers
- Telco Resellers
- Service Providers

End Customers

- Small office (1-9)
- Small business (10-90)
- Medium (100-499)
- Large (500-999)
- Very Large (1000+)

IT Seat Monetization

SMB Resellers Corp. Resellers System Integrators Value Add Resellers Telco Resellers Service Providers

Cloud Software IT Services Infrastructure Devices

Services

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GROWTH DRIVER AS-A-SERVICE – NEW NORMAL

- Corona drives digital transformation, workforce mobility and cloud migrations
- High customer loyalty, platform drives upsell through analytics

Increase # Seats
Increase Seat Monetization

MORE Customers
MORE Vendors
MORE Product Cat.
MORE Markets

Remote Work
Cloud
Business Continuity
DAAS

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GROWTH DRIVER AS-A-SERVICE – NEXT NORMAL

- **Growth drivers in customer demand**
  - Establish business resilience and supply chain resilience
  - Technologies for new work model – distributed global work force
  - Sense of urgency for automation and implementation of autonomous systems
  - Technologies for customer digital interactions and digital channels
  - Shift towards autonomous self-service IT
  - Supply and Solutions as a Service

- **Technology Platforms**
  - Artificial Intelligence
  - Internet of Things
  - Cybersecurity
  - Extended Reality
  - 5G Networks
  - Cloud Computing
  - Blockchain

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Your Questions