



# Midcap - Investor meeting

Modena, 30 November 2023

# Today's Speakers



**SERGIO MURATORI CASALI**

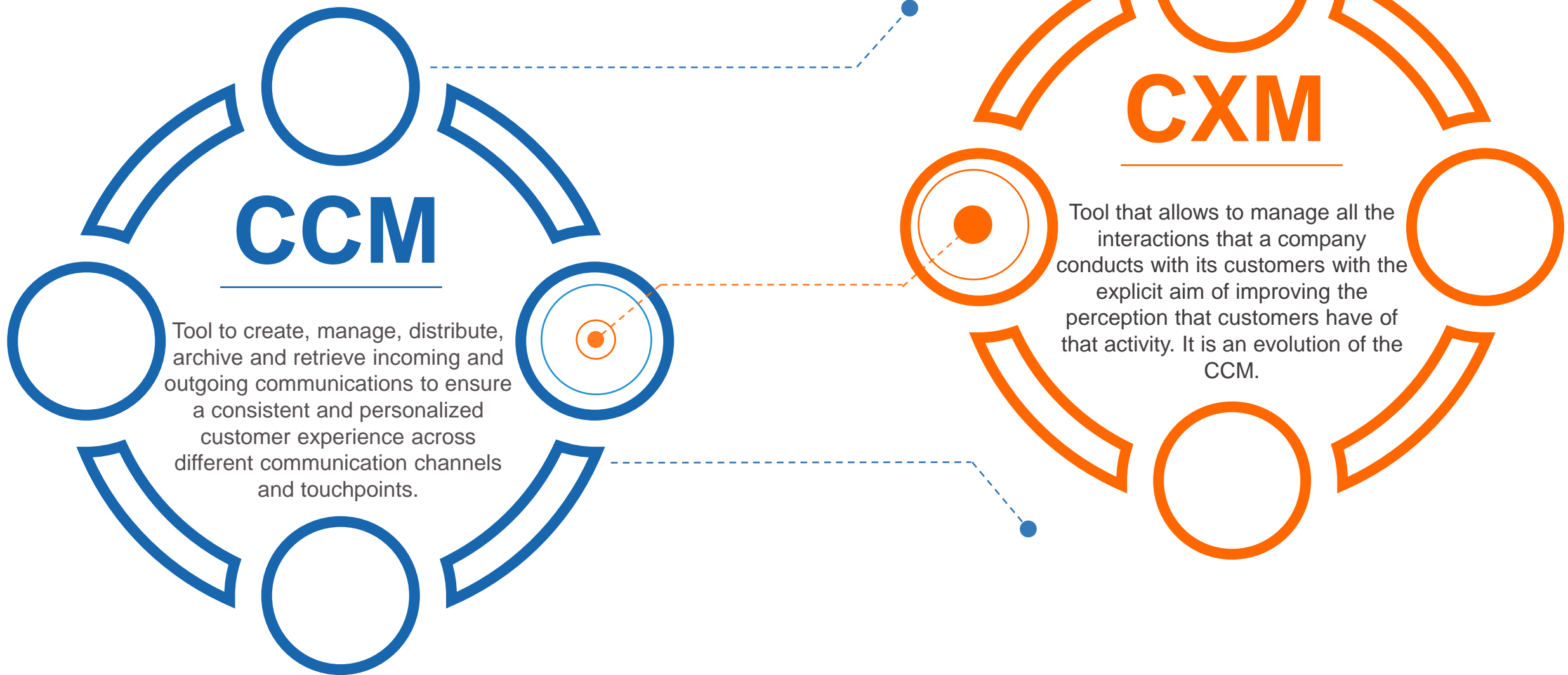
*Co-Founder  
Co-Chief Executive Officer and  
Investor Relator*



**FRANCESCO COMPIANI**

*Head of Marketing*

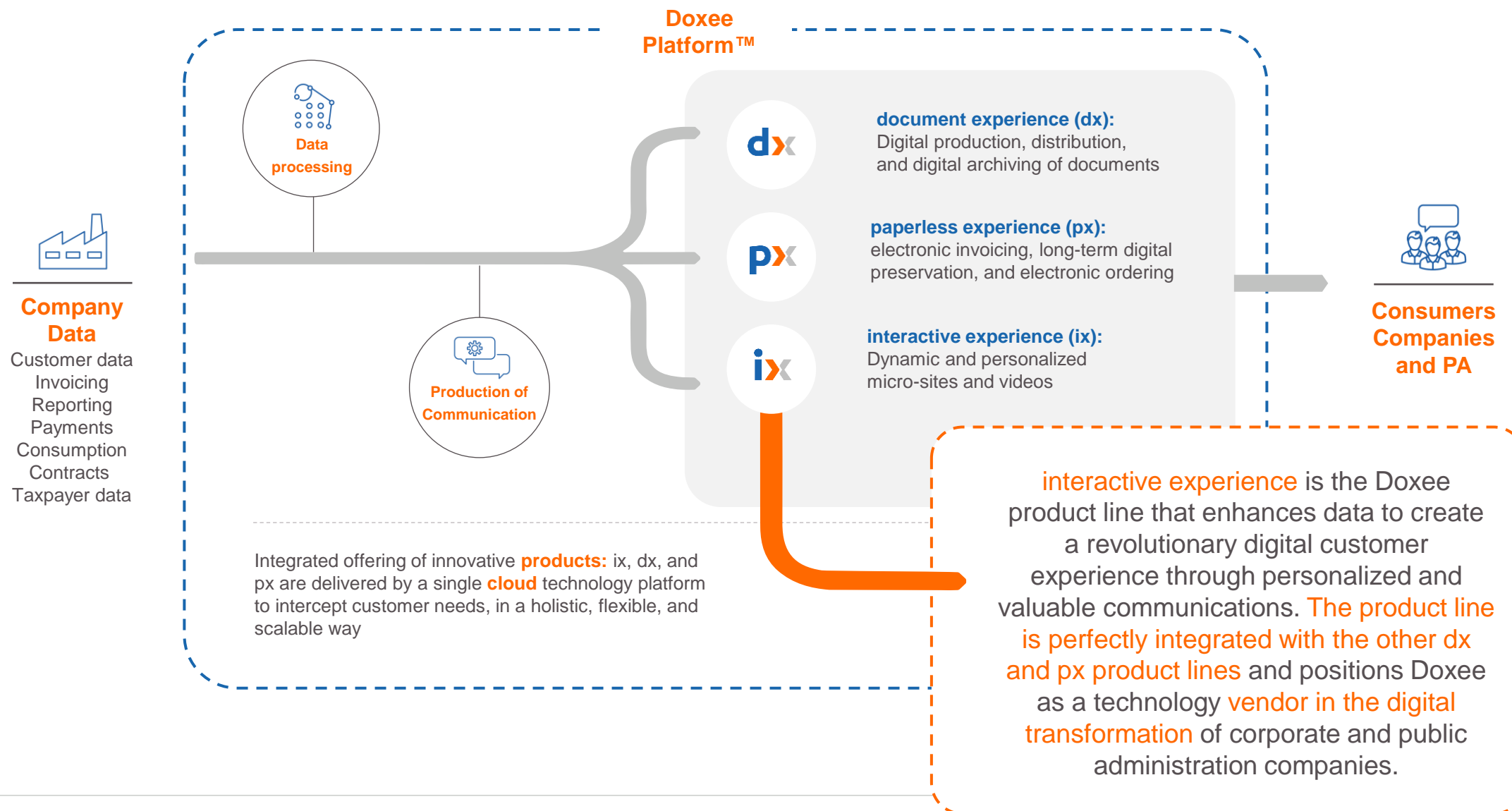
# 1. CXM Market overview



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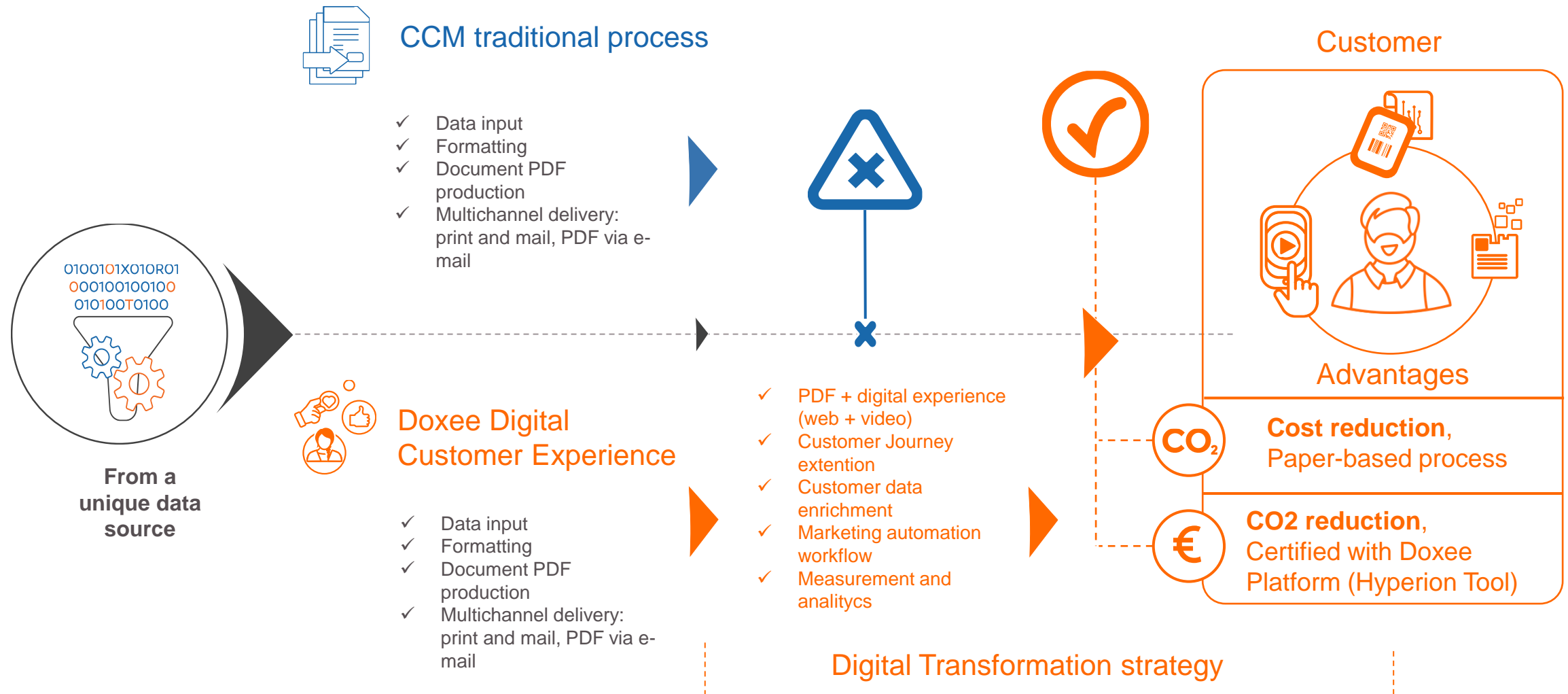
- 1 Companies must understand the real needs of their customer to provide them meaningful and relevant communication to increase loyalty and revenues.
- 2 Need for greater control and greater efficiency in managing customer communications by reducing as much as possible the number of Vendors involved in the process.
- 3 Multiple digital channels and touchpoints, each touchpoint has its unique offering and capabilities; it is important to have standardized but personalized communication across channels.
- 4 The need for two-way communication is rapidly increasing through interactive communications.

## 2. Doxee approach in the CXM



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From CCM to an integrated digital customer experience (CXM)



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From CCM to an integrated digital customer experience (CXM)

### • ..... + saving ..... + process ..... + knowledge ..... •

#### - Costs

Print and mail cost reduction

#### + Environmentally friendly

Co2 emission reduction

#### - Lock-in

Less lock-in with printer and legacy technology

#### + CB Digital

Digital customer base increase

#### + Learning by doing process

Continuous fine tuning of the communications, based on results

#### + Analytics

Increase in customer knowledge thanks to analytics on each touch point

## 2. Doxee approach in the CXM

Hyperion, tool as integral part of Doxee Platform® to certify the reduction of CO2 emission




Environmental Management System CSQ-  
ISO 14001:2015

**Hyperion**  
CO2 emission calculating tool

**doxee**

### CO2 emission reduction certificate



Hera assessment of the decarbonization impact through the conversion of paper documents into electronic format, based on the Rina validated Hyperion tool as integral part of the Doxee Platform® certified CSQ ISO 14001:2015.


#### Digital communications managed

Reference Year(s)	2023
Electronic communications	3.500.000

#### Savings


Saved CO2 emissions (t)	87
Saved Paper (t)	65
Saved Trees	173

value expressed in tons (t)

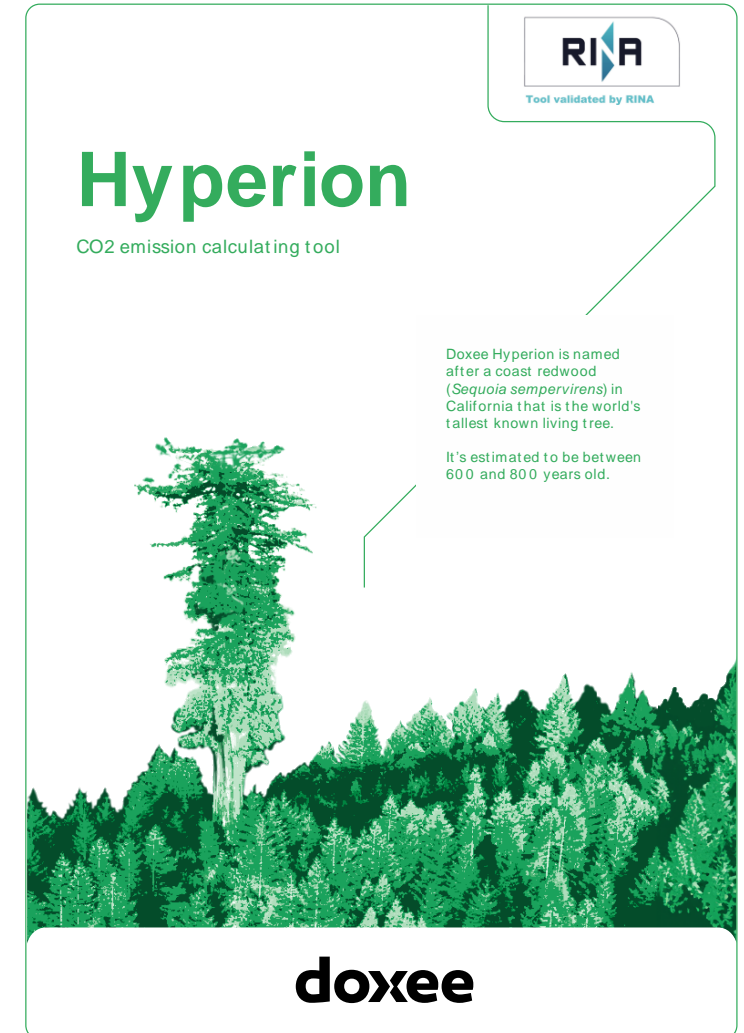


Tool validated by RINA

Developed according to the principles identified in UNI EN ISO 14064-2: - 2019 "Greenhouse gases - Part 2: Specification with guidance at the project level for quantification, monitoring and reporting of greenhouse gas emission reductions or removal enhancements"



Doxee CEO Signature



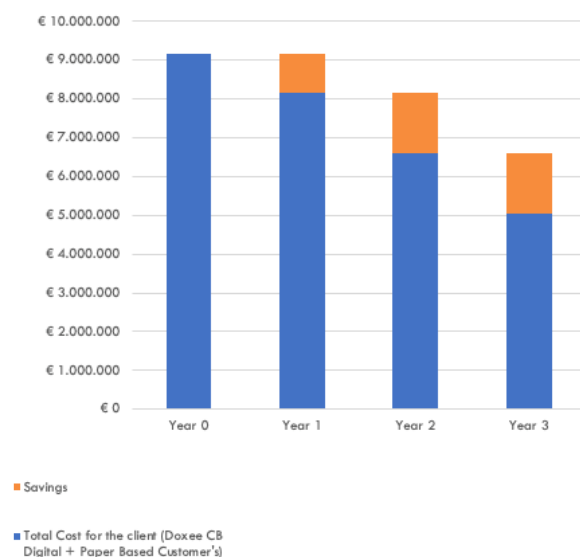


## 2. Doxee approach in the CXM

Value simulation for Hera over 3 years - Customer invoicing process

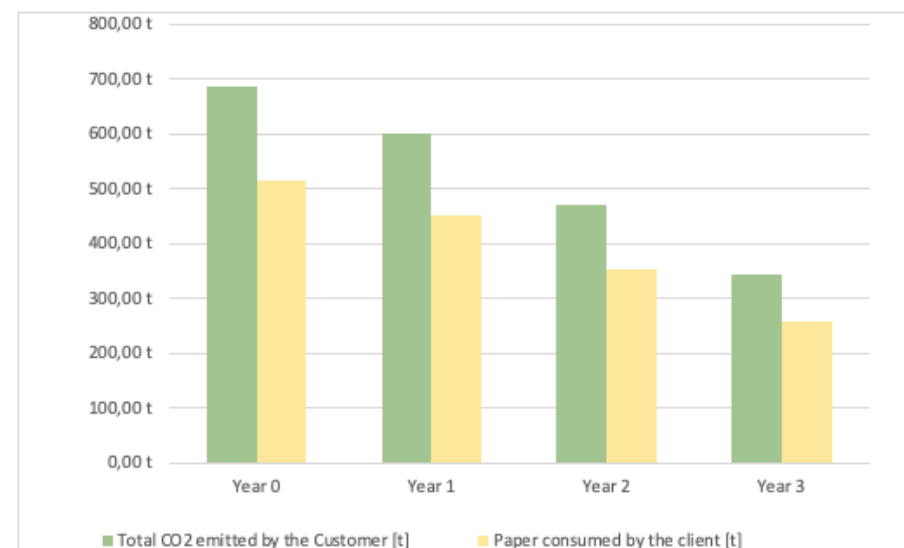
### ECONOMIC SAVINGS

Following Years	%Digitalized Customer Base	Doxee Service Fee (for the Digital Customer Base)	Cost of paper-based customer base managed by the Client	Savings
Year 0	20%	€ 260.898	€ 8.904.000	
Year 1	30%	€ 352.188	€ 7.791.000	☆ € 1.021.709
Year 2	45%	€ 463.103	€ 6.121.500	☆ € 1.558.586
Year 3	60%	€ 583.590	€ 4.452.000	☆ € 1.549.013
				★ € 4.129.308

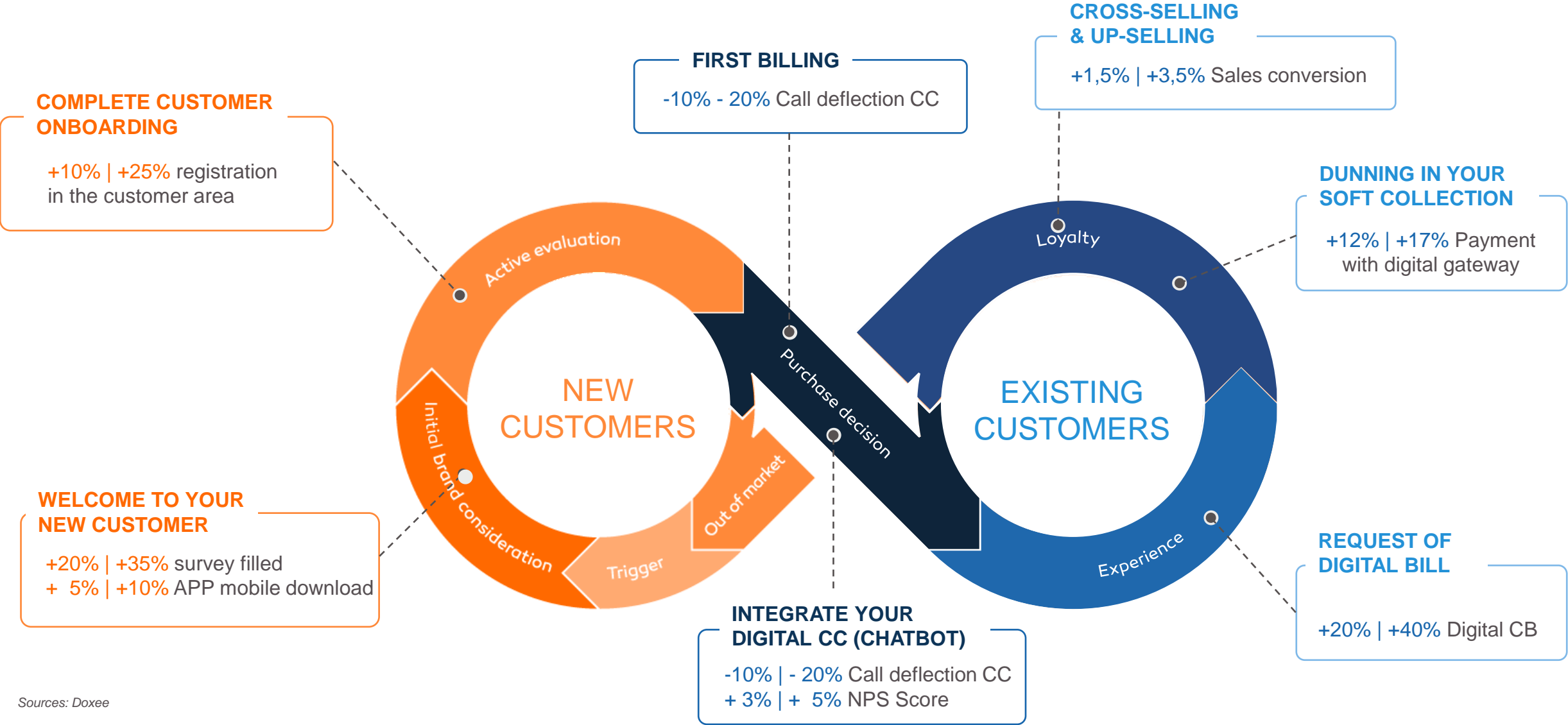


### CO2 EMISSION REDUCTION CERTIFIED WITH DOXEE PLATFORM®

Following Years	Total CO2 emitted by the Customer [t]	Annual CO2 variation	Paper consumed by the client [t]	Paper Saved	Rescued Trees
Year 0	699,02 t		514,16 t		
Year 1	599,14 t	13% CO2 reduction	449,89 t	13% reduction in paper consumption	173
Year 2	479,74 t	21% CO2 reduction	353,48 t	21% reduction in paper consumption	259
Year 3	344,36 t	27% CO2 reduction	257,08 t	27% reduction in paper consumption	259
344,3 t of CO2 saved from year 0 through digitization. 50% reduction in CO2 compared to the initial state. 257,08 t of paper saved from year 0 through digitization. 50% reduction in paper consumption compared to the initial state. You have saved 691 trees					



# Transform the Customer Journey with CXM





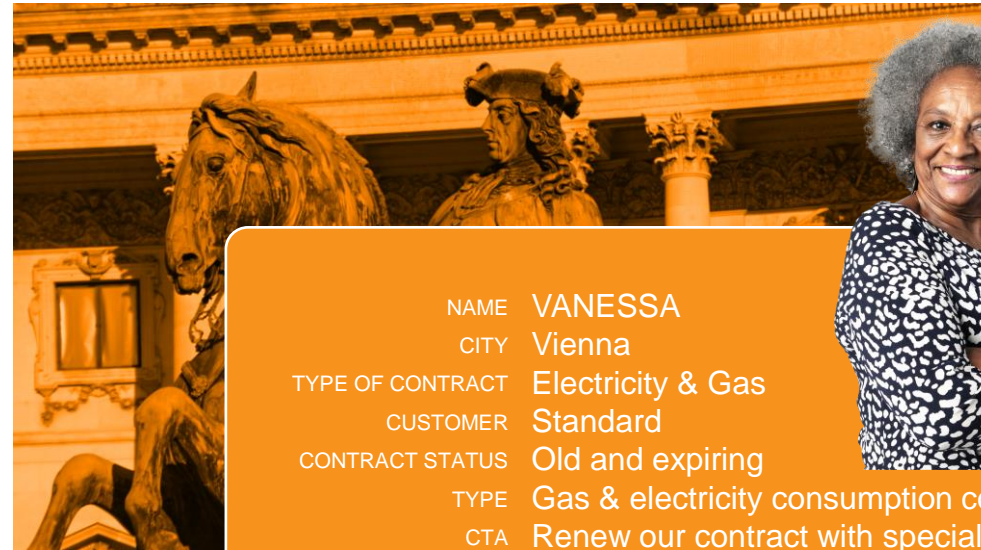
NAME MARTA  
CITY Milan  
TYPE OF CONTRACT Electricity  
CUSTOMER Green energy  
CONTRACT STATUS New and active  
TYPE distribution  
CTA Discover society green policy





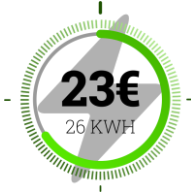
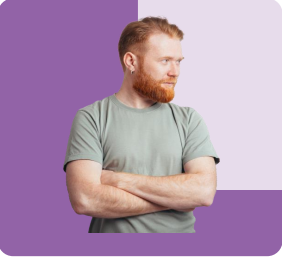

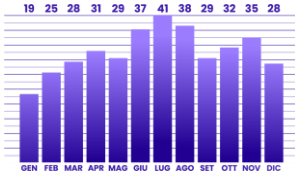






NAME JONAS  
CITY Hamburg  
TYPE OF CONTRACT Electricity  
CUSTOMER Under 30  
CONTRACT STATUS Old and active  
TYPE 2022 consumption review  
CTA Add Gas utility to the offer



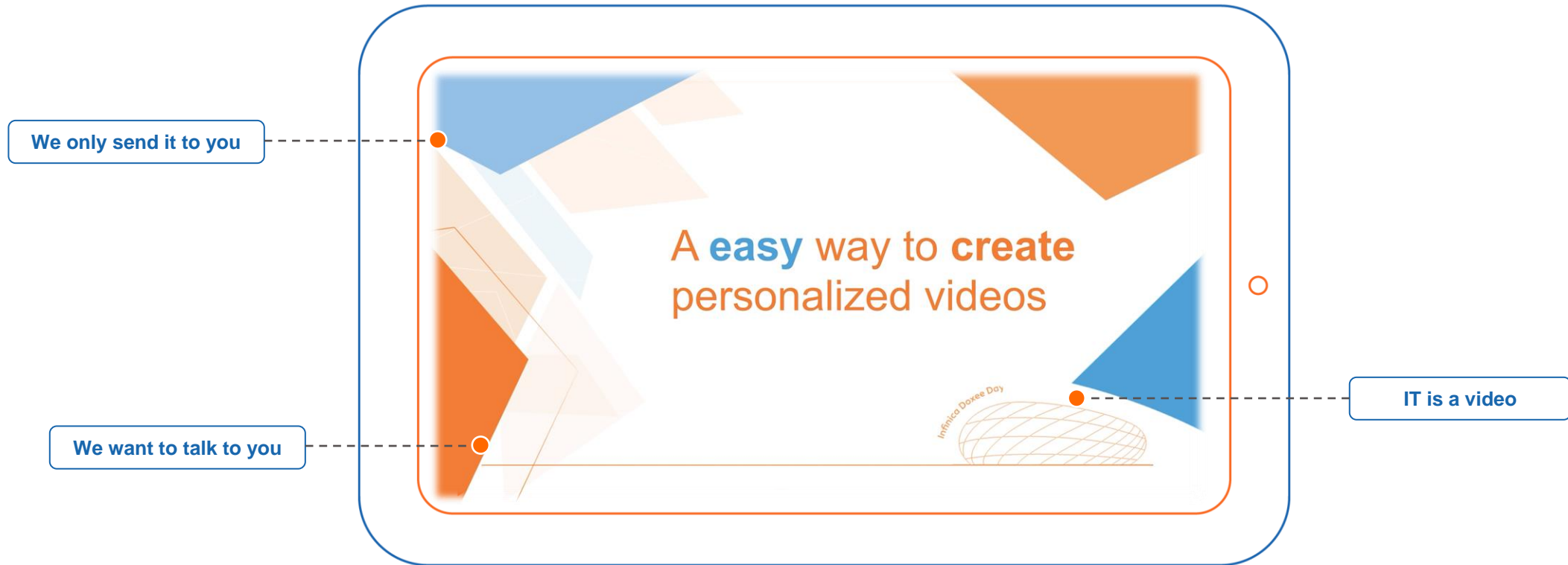
NAME HERBERT  
CITY London  
TYPE OF CONTRACT Electricity  
CUSTOMER Green energy  
CONTRACT STATUS New and premium  
TYPE Energy distribution  
CTA Discover society green policy



NAME VANESSA  
CITY Vienna  
TYPE OF CONTRACT Electricity & Gas  
CUSTOMER Standard  
CONTRACT STATUS Old and expiring  
TYPE Gas & electricity consumption comprison  
CTA Renew our contract with special offer

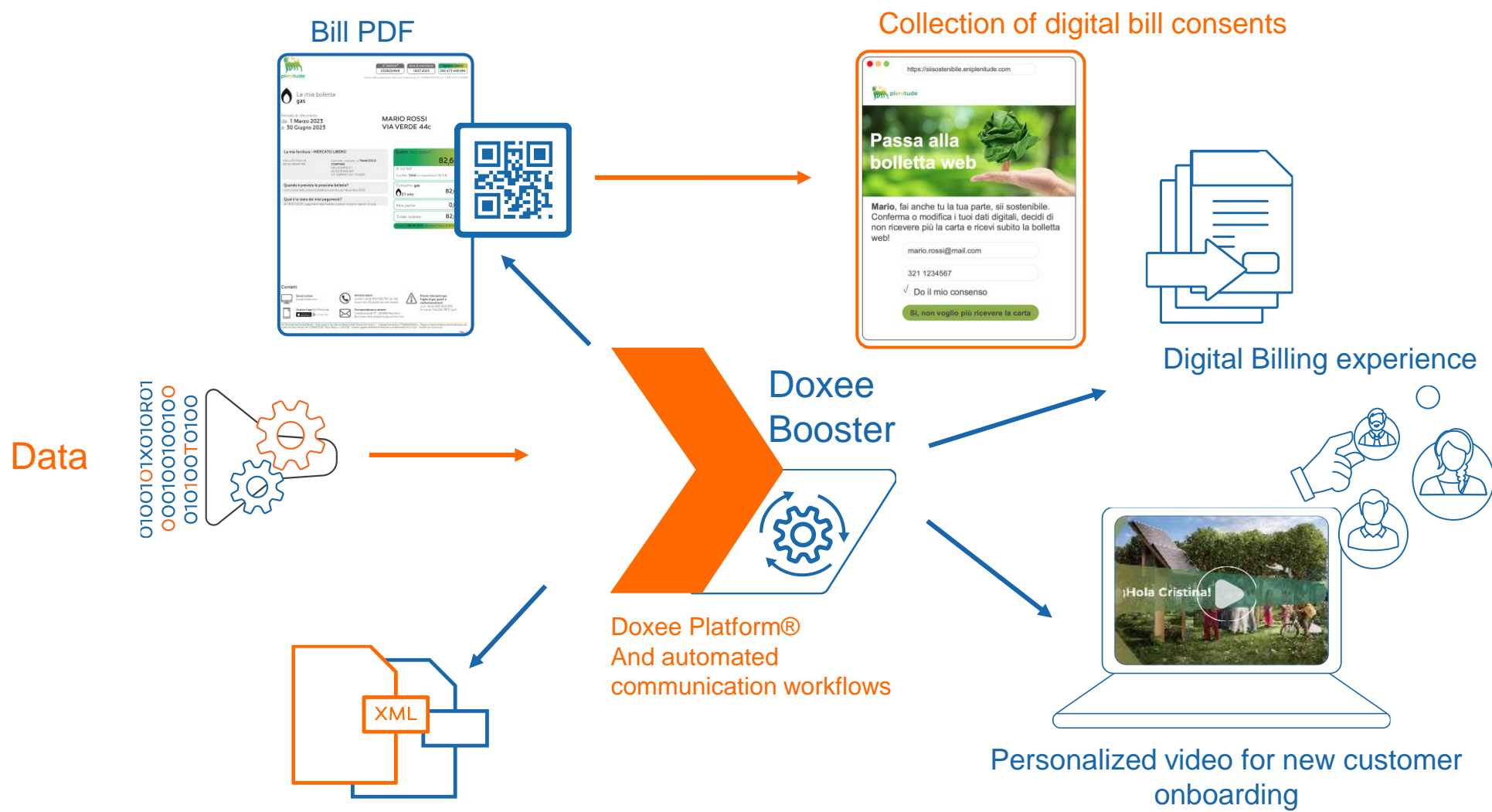
	Personalized greetings	Engage by name	Personalized products asset	Personalized amount	Upsell	Contract status
	<p>Thank you for signing your</p> <div>GREEN ELECTICITY CONTRACT</div> <p>And welcome to our service</p>	Hi Marta!		 <div> <b>Wind Power</b>  <b>Hydroelectric</b>  <b>Solar power</b>  <b>Others</b> </div>	<div>Read the article</div>	NEW AND ACTIVE
	<p>Discover the Advantages of being</p> <p>UNDER 30</p>	Hi Jonas!		 <div> <b>239</b>  Total consumption kWh </div>	<div>UNDER 30 OFFER</div>	OLD AND ACTIVE
	<p><b>YOUR CONTRACT IS EXPIRING</b></p>	Hi Vanessa! <small>YOUR CONTRACT IS EXPIRING</small>		<div>Total Amount</div> <b>85€</b> <div>Gas 25 smc</div> <div>Electricity 32 kwh</div> 	<div>RENEW YOUR CONTRACT</div>	OLD AND EXPIRING
	<p><b>PREMIUM CUSTOMER</b></p>	Hi Herbert! <small>PREMIUM CUSTOMER</small>		<div> <div>Last Month 14/04 - 14/05</div> <div>This Month 14/05 - 14/06</div> <div>Total Ammount 215€ 19 kWh</div> <div>Total Ammount 135€ 13 kWh</div> <div>Paid</div> <div>Paid</div> </div> 	<div>CLICK HERE</div>	NEW AND PREMIUM

### 3. Boost your CX with Doxee Pvideo®





# Plenitude digital transformation with Doxee Platform®



# STRATEGY AND OUTLOOK

# Strategic growth key points

Doxee a leading player in the digitization process

**DOXEE**  
IS EVOLVING INTO A LEADING  
EUROPEAN VENDOR IN CUSTOMER  
COMMUNICATIONS MANAGEMENT  
AND DXP FIELDS



- By completing the **Product Roadmap with strong IP Platform investing**
- By supporting the **Organic Growth**
- Through the integration with Infinica to become a **One Company**

## CONSOLIDATION OF POSITION IN EXISTING MARKETS

- as a **paperless player** in the Regulatory Technology market through SERCQ (>0,5M deal closed in H2 2023)
- **Cross-sell ix products** offerings in the existing customer base and launched in DACH Region (pipeline for the first reference in H2 2023)
- Consolidation in the Public Sector market leveraging the **Partnership** with Postel for the INPS tender (new order in H2 also with PNRR)
- Integrated **dx offering** through Infinica components: expected challenging opportunities in Finance leveraging **On Demand Interactive** in Italy as well as in CEE

## ENTRY INTO NEW SECTORS AND MARKETS

- Market entry into the **global Salesforce marketplace** as well as SAP and Microsoft (first order in Italy in H2 2023)
- Market entry in Italy/EU in the **Digital Experience Agencies market**.
- Acceleration of **partner program** fully exploiting the new technological components of DP3 and CRM connectors plug in: OEM and System Integrator



# SUSTAINABLE REVENUES GROWTH

through the increase  
of ARR

## Growth Strategy action plan

Initiatives to bring back profitability in 2024

- Despite longer sales cycles (>6/9 months) a substantial **pipeline** has been built up without lost opportunities
- **Framework agreement renewal** with Postel focused on Central Public Sector and Health Sector
- **Upsell & cross-sell** structured proposal based on the new integrated product portfolio ready for the current customer base and new prospects;
- In addition to **Salesforce** marketplace, ready to enter the global **SAP and Microsoft** market
- **High market potential** for telco, utilities and finance industries in DACH and CEE using also ix offering and managed services business model
- Strengthened **Partner Network** thanks to the technological leap forward of the Platform
- Leverage **technology investment** to drive targeted innovation and cloud transition
- Accelerate **time-to-value** with defined use case to support the digitization process (i.e. Soft Collection, Smart Invoice, e-statement)

# BECOME ONE COMPANY

thanks to a pan-  
European platform

## Growth Strategy action plan

Initiatives to bring back profitability in 2024

- Higher-performance technology stack thanks to the **unified platform** and completion of **Infinica's cloud transition**
- Improved ability to **respond to market demands** in a timely and comprehensive manner, enabling customers to benefit from a broad and flexible offer capable of responding to **new use cases in different markets**.
- Cross-fertilization of the different regions with a **shared Sales structure**
- Shared team of Professional Service by leveraging **Italian competitive price** per person in the **DACH Region**
- Support to the development of **Vienna/Bratislava Competence Center for R&D**
- Completion of the **Infinica rebranding** process is planned within 2023

# Growth Strategy action plan

Initiatives to bring back profitability in 2024

## COST ACTIONS

Reduction costs for services of 20%

- **Gross margin improvement** due to the efficiency for the adoption of new DP3
- In 2024 expected **reduction of R&D investments** and benefit of **innovation funds**
- Planned **reduction in external costs** for professional services (DP3 adoption) and R&D due to the Infinica's team improvement
- **Rationalize procurement processes** with a structured approach to main suppliers
- **One Company**: Benefits from synergies from integration with Infinica
- **Rationalization Reporting system** to manage the entire Group (extension to Infinica in H2 2023)

# Key Takeaways

1

A new Organization for One Company

2

Cost Optimization and efficiency

3

Sales Traction for business growth in DACH

4

Upselling speed up on customer base in Italy

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THANK YOU

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