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# Company presentation

ABGSC Introduce Investor Day

September 3, 2019

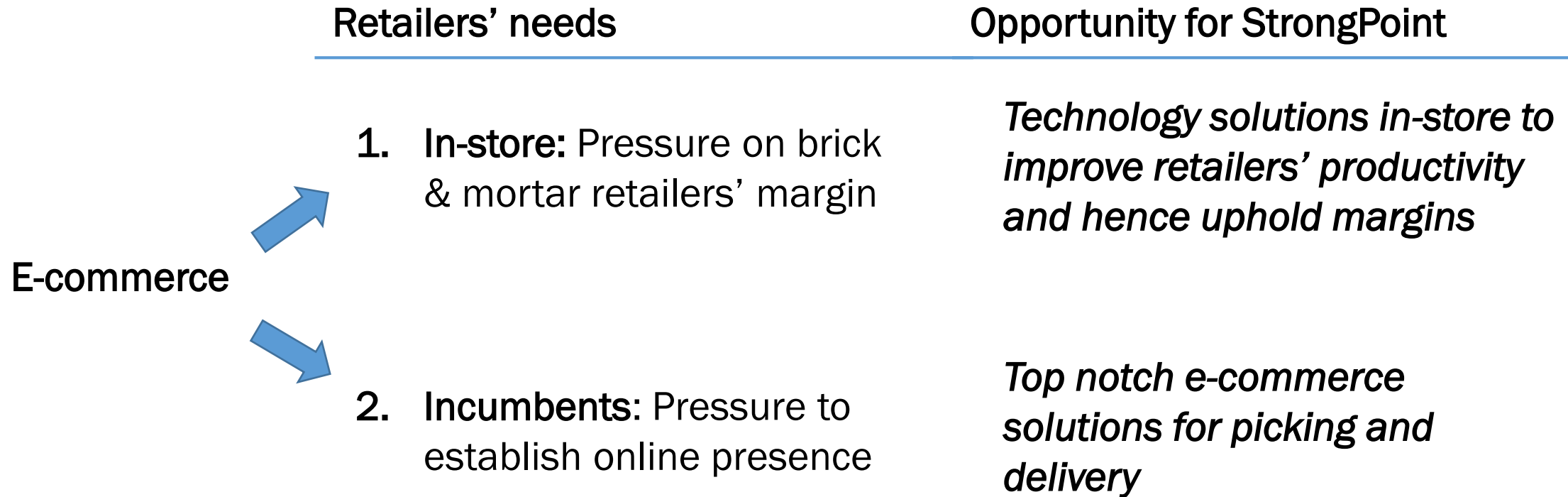
# StrongPoint in short

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- A Retail Technology company
  - NOK >1 bn turnover with EBITDA NOK <70 million (2018)
  - Listed on Oslo Stock Exchange
  - Geographic presence in Norway, Sweden, the Baltics, Spain, Germany and Russia
  - 530 employees with competence in sales *and* service, hardware *and* software; R&D centres in Lithuania and Stockholm
- 



# Strong market fundamentals for retail technology – providing a “double opportunity” for StrongPoint





# Our Product and Solution offering

## Retail Technology

### In-store

#### In-Store Productivity

- Loss Prevention
- ShopFlow Logistics
- Electronic Shelf Labels
- Scales & Wrapping Systems
- Task & Labour Management
- Voice Communication System

#### Payment Solutions

- Cash Management

#### Check Out Efficiency

- Self-Checkout
- Self-Scanning
- Tobacco Sales Automation



## E-commerce

### Picking

- Pick & Collect

### Delivery

- QueueManager
- DeliveryManager
- RouteManager
- Click & Collect

## Cash Security



## Labels



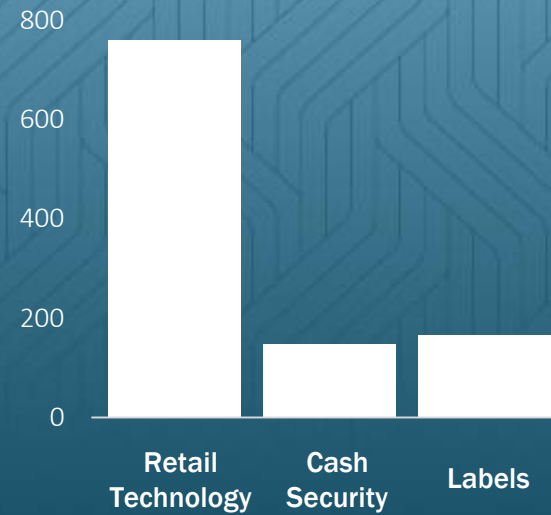
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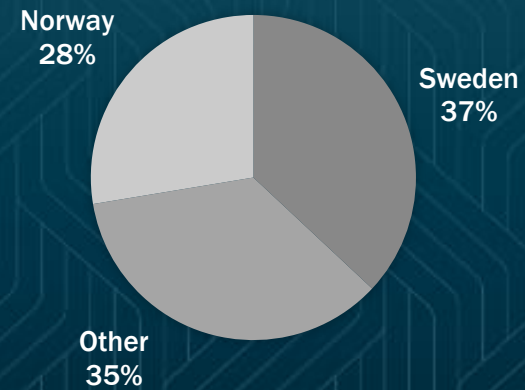
- Primary markets
- Partners
- Office



2018 - Revenue by Business Unit (MNOK)



2018 - Revenue by markets (MNOK)



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# Key focus areas

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1. *Maintain and grow relevance with retailers in current key Markets (Norway, Sweden, Baltics)*
2. *Significantly grow presence with retailers in Spain to mirror Home Market penetration*
3. *Grow e-commerce into a substantial portion of StrongPoint's business*

*... and be the best owner and employer for all businesses under the StrongPoint-umbrella*

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# Key actions and figures



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# Key actions since end 2018

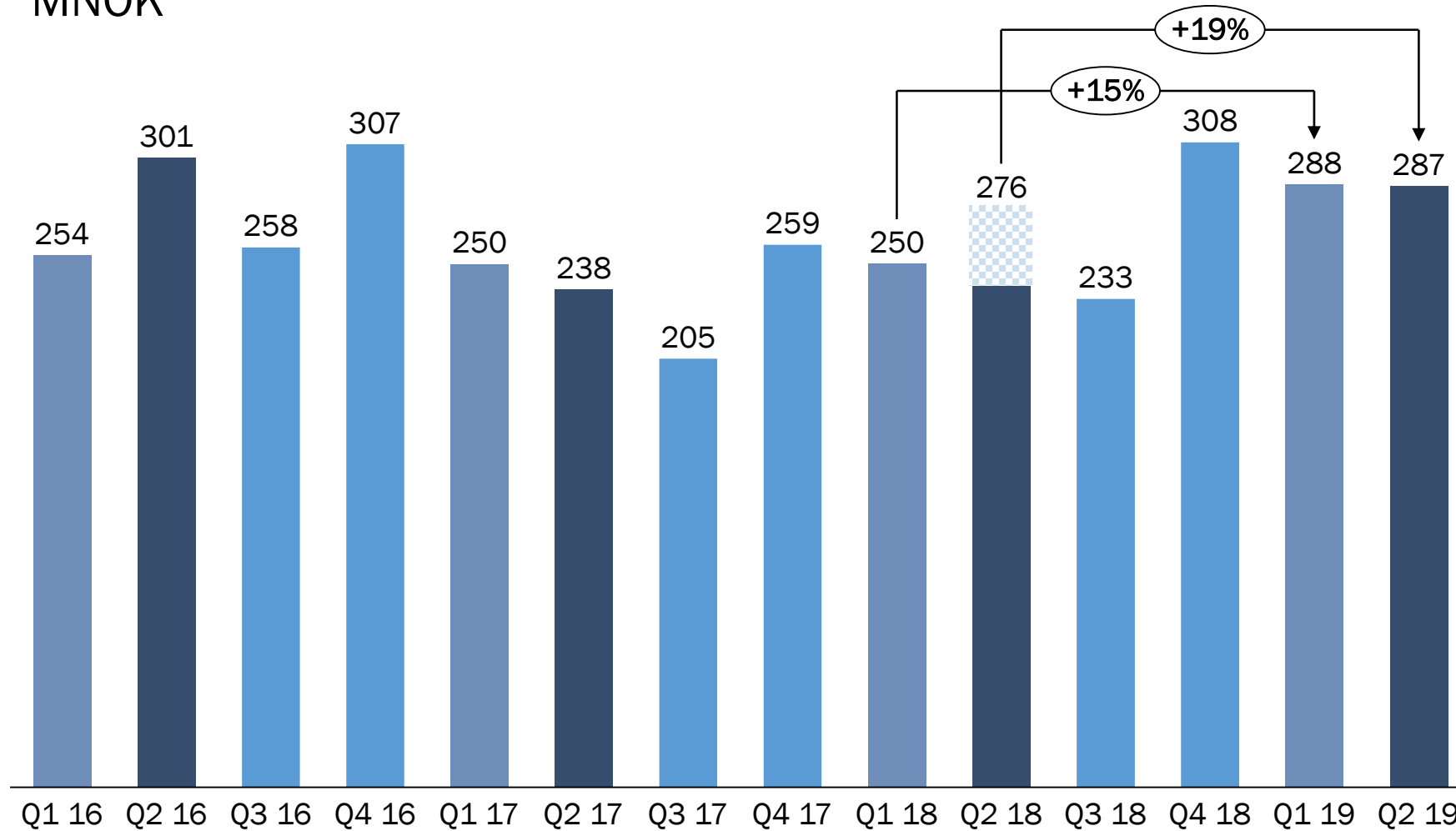
- *Focused* company around Retail Technology in some selected markets
  - Clear direction on focus areas – with conscious investments in all three areas
  - Converted 4 offices to partner offices, incl. Malaysia, France, Belgium, Russia (Retail only)
  - Go-to-market efforts tailored to specific markets, e.g., partner in Germany and the US, “RoadRunner” concept with “Easy Access” rental concept in Spain
- Strengthened management team, incl.
  - Hilde Horn Gilen as CFO
  - Julius Stuplinas as SVP Technology
  - Göran Thörn as SVP E-commerce
  - Erik Vaag as SVP People & Organization Development
- Cost reduction program of 30 MNOK p.a. with full effect as per January 2019





# Solid revenue growth thus far in 2019

Revenue  
MNOK



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Alimerka decided to purchase the Rented CashGuards in Q2 2018, which gave a one-off effect of 36 MNOK on revenue

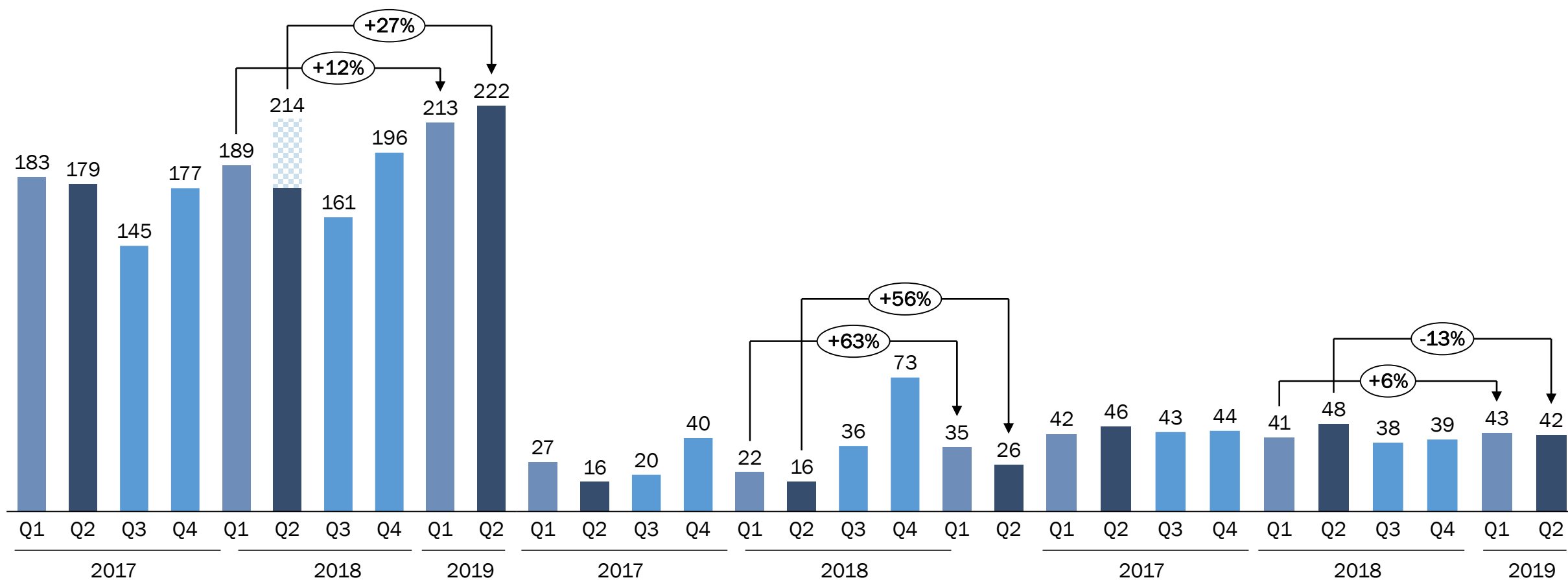
# Solid revenue growth in key business areas

Revenue  
MNOK

Retail Technology

Cash Security

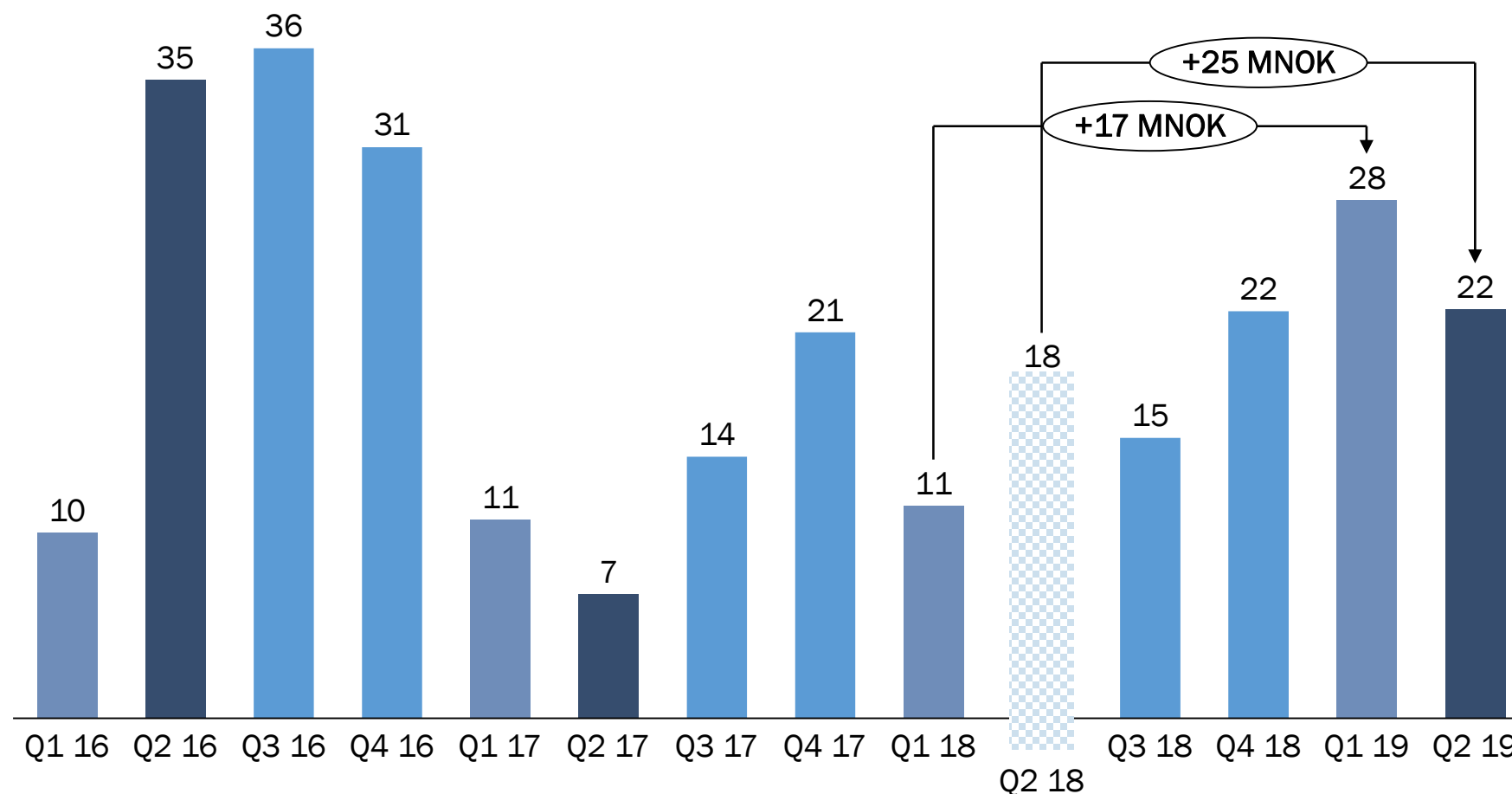
Labels



Alimerka decided to purchase the Rented CashGuards in Q2 2018, which gave a one-off effect of 36 MNOK on revenue

# Good progress on bottom line development

EBITDA  
MNOK



Alimerka decided to purchase the rented CashGuards in Q2 2018, which gave a one-off effect of 21.3 MNOK on EBITDA.

# Good progress on bottom line development in key business areas

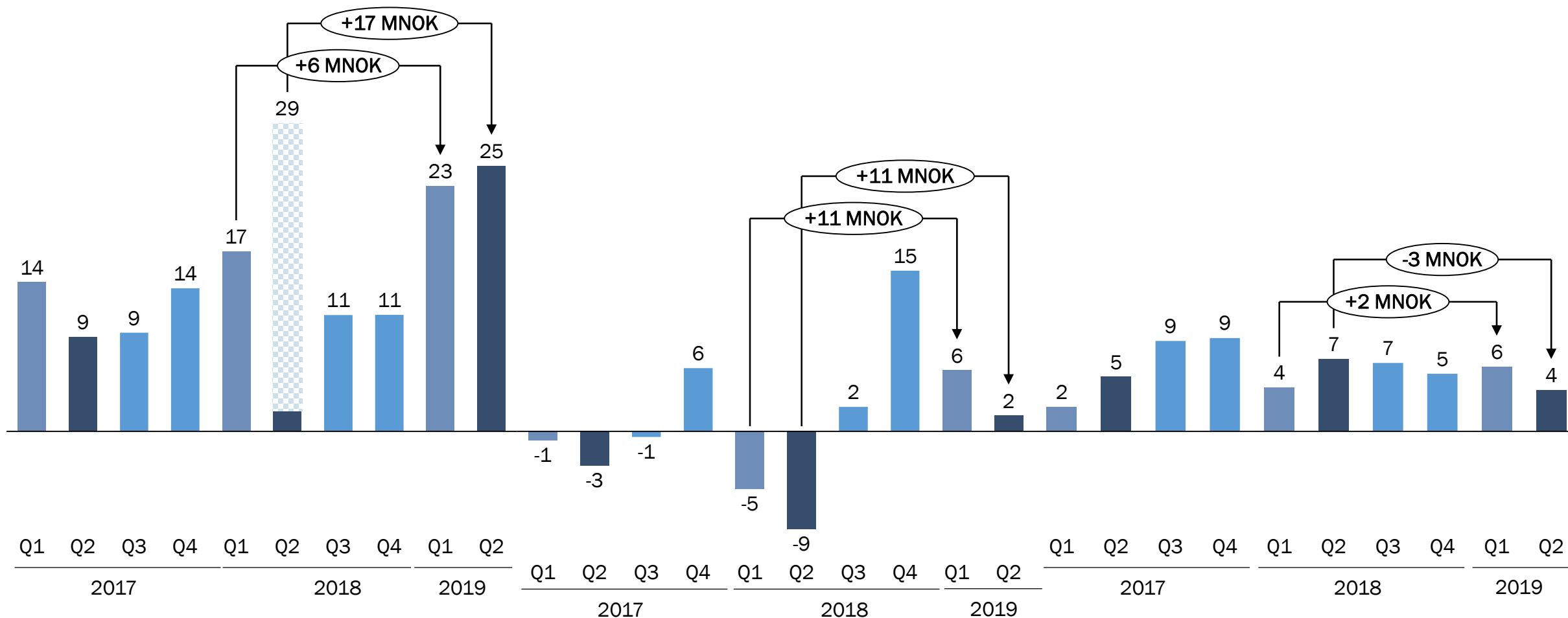
EBITDA

MNOK

Retail Technology

Cash Security

Labels



Alimerka decided to purchase the rented CashGuards in Q2 2018, which gave a one-off effect of 21.3 MNOK on EBITDA.



Thank you



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