Business Plan 2026-2028

Unidata



INDEX

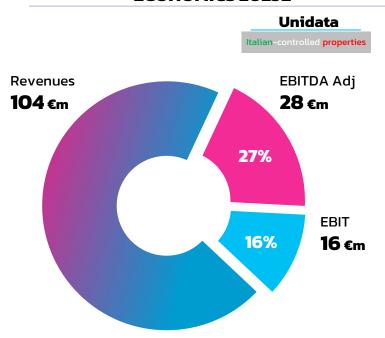


- Company Overview
- Market Trends
- Strategic Guidelines
- Financials
- Joint Ventures
- ESG

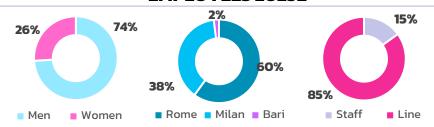
Overview Unidata Group



ECONOMICS 2025E



EMPLOYEES 2025E



214 Employees Rome-Milan-Bari

Average age ~ 40 years Revenue per employee ~490 €k

ESG & BENEFIT COMPANY

Our commitment to the Connected Society











Fiber in grey and black areas Submarine cable

Our commitment to the Planet











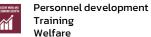
Savings from IoT metering Self-production of energy and energy from renewable sources

Our commitment to our **People**



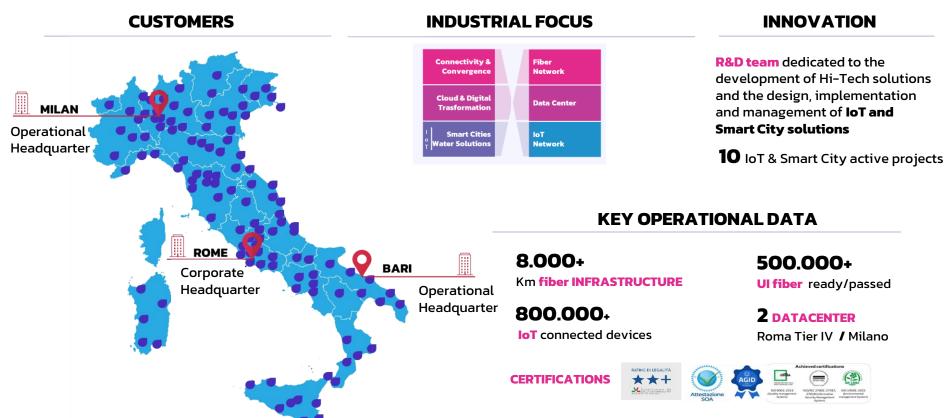






Overview Unidata Group





Overview Unidata Group



Unidata begins to operate as a "Hardware provider"

Unidata is an "Internet service provider" and starts with proprietary FTTH network and Data Center Listing on Euronext Growth Milan, Borsa Italiana market Unidata becomes a **Benefit**Corporation affirming a
more sustainable identity,
focused on **ESG aspects**

Listing on Euronext STAR Milan, Borsa Italiana market Unidata participates in the innovative project #ROMA5G

Unidata signs an agreement with the European fund CEBF for the acquisition of 11% in CLIOfiber



1985 2002



2020



2022



2023



2023



2024



1999-01



Sale to the British group **Cable & Wireless** and buyback in 2001 2017



Unidata extends its offer to Cloud and Internet of Things - IoT services 2020



JV with CEBF to deploy high-quality FTTH networks in Lazio 2023



JV with Azimut to build a submarine optical fiber cable in the Tyrrhenian Sea 2023



Signed the deed of merger by incorporation of the TWT Group into Unidata (acquired the february 28, 2023) 2024



Unidata reorganizes its strategy and "corporate identity", presents the new logo, mission and vision 2025



Ready for Service Uniterreno submarine cable connecting Sicily, Sardinia, Rome and Genoa

INDEX



- Company Overview
- Market Trends
- Strategic Guidelines
- Financials
- Joint Ventures
- ESG

The digital market in Italy



Retail market, 2024 (€bn)

Information Technology Business	Digital Consur	Mobile Network Services			
	14,8 €		9,!	5€	
	Fixed Network Services	Cloud Computi	ng	loT	
				4,8 €	
				Cyber	DC
37,9 €	9,4 €	8,0 €		2,0 €	0,8€

Source: PTS analysis, 2025

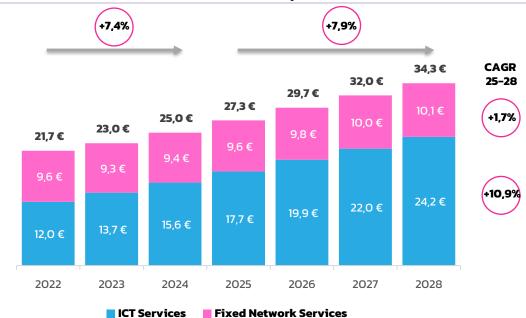
Addressed market 25,0 €bn

- In **2024**, the value of the digital market was over **87 €bn**.
- The market addressed by Unidata represents 29% of this value (25,0 €bn).
- Fixed Network Services include voice and data services and amount to 9,4 €bn, of which 3,7 €bn refer to the business market.
- ICT services, amounting to 15,6 €bn, include Cloud Computing, Datacenter, Cybersecurity and IoT services and solutions.

Fixed network and ICT services



Addressed retail market, 2022-2028 (€bn)



Source: PTS analysis, 2025

Driving role of ICT

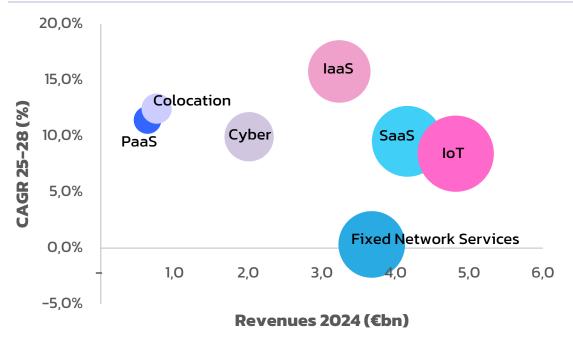
- The targeted retail market will grow from 25,0 €bn in 2025 to 34,3 €bn in 2028 (CAGR +7,9%).
- Growth will continue to be driven by ICT services (CAGR +10.9%).
- The dynamics of fixed network services will remain limited (CAGR +1,7%) and focused on ultrabroadband connectivity.



The drivers of growth



Retail Business market, (2024 €bn; CAGR 25-28)



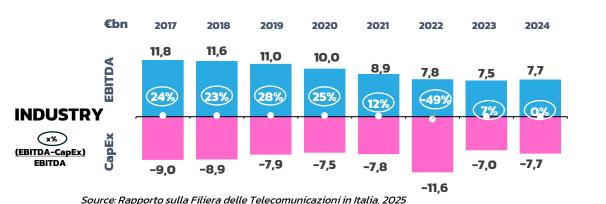
Source: PTS analysis, 2025

Two-speed market

- Dichotomy between the main ICT segments and connectivity.
- Double-digit growth for infrastructure services (laaS and Colocation).
- Sustained growth for Cybersecurity and IoT services (+9,9% and +8,4%, respectively).
- Progressive migration of DSL services to FTTH and, to a residual extent, FWA.
- Above-average dynamics for the SoHo and SME segment.
- Revenues generated by ICT services amount to 2,9 €bn in 2024, with an annual growth of 15%.
- The main operators are focusing their growth strategies on the development of the ICT offer and the B2B market.

EBITDA and CapEx trends





7,7 €bn EBITDA vs 7,7 €bn CapEx

- EBITDA from the telecommunications sector reached 7,7 €bn in 2024, but still more than halved compared to 2010.
- Despite the recovery in margins, EBITDA was largely absorbed by substantial investments in the TLC sector.
- Unidata's EBITDA consistently exceeds CapEx: a clear sign of sustainability and growth.

2022 2023 2024 2025E **EBITDA** 28,0 27,4 26,1 22,7 53% 58% 51% UNIDATA -11,1-13,0 -11.8 -17.6

INDEX



- Company Overview
- Market Trends
- Strategic Guidelines
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VISION & MISSION



BEING AN EXCELLENCE IN THE DIGITAL ECOSYSTEM TO GIVE MOMENTUM AND VALUE TO OUR FUTURE

VISION

MISSION

WE PASSIONATELY ACCOMPANY CUSTOMERS INTO THE DIGITAL FUTURE, FACILITATING THE ADOPTION AND MANAGEMENT OF COMPETITIVE INNOVATIONS. SATISFACTION IS THE COMMON FOUNDATION ON WHICH WE BUILD THE RELATIONSHIP WITH CUSTOMERS, OUR COLLEAGUES AND THE COMMUNITY OF WHICH WE ARE A PART

Strategic Guidelines

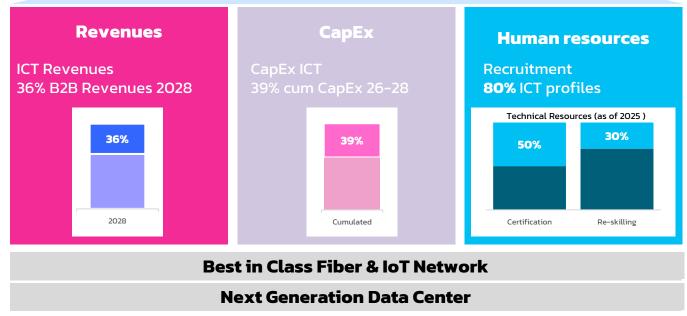


- Focus on Growth
 - Innovative 4C (Connectivity, Communication, Cloud, Cyber) Services
 - Best in Class Network e Data Center
 - **E2E and AI Digital Processes**
 - People Engagement
 - **Strategic Financial Management**

Unidata's transformation from Telco to TechCo Moving companies to the future

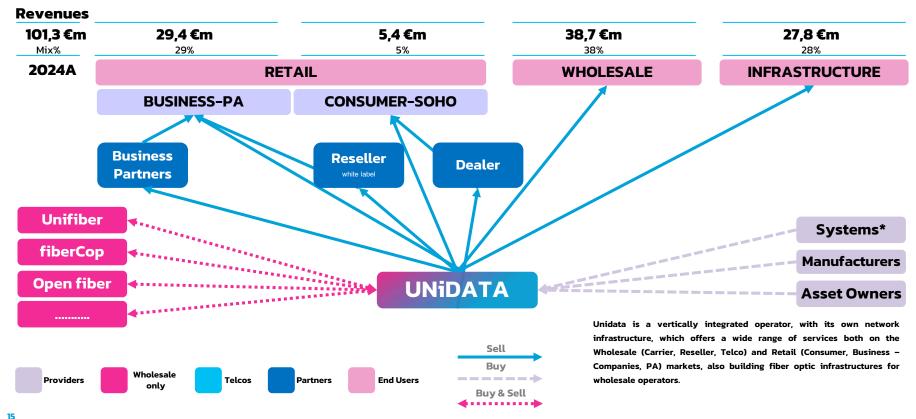






The Unidata ecosystem





Company Playing Field

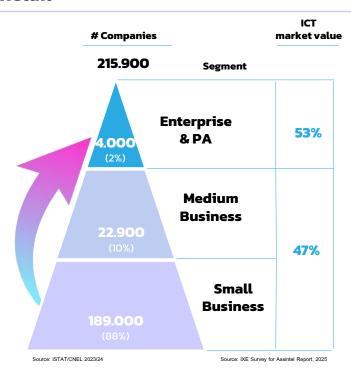




Target & Competitors

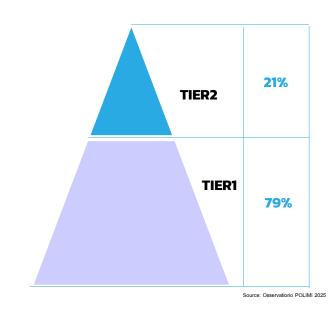


Retail



Wholesale

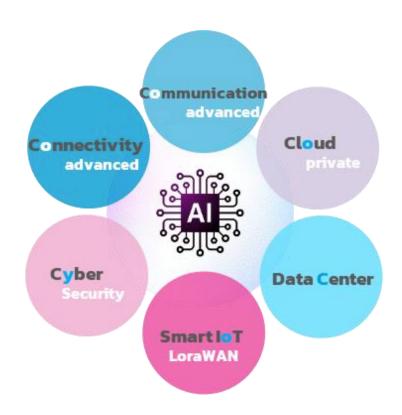




Service portfolio

UNIDATA's solutions are based on a broad e technologically advanced portfolio of services.

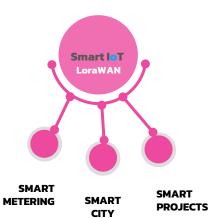




Smart IoT Applications



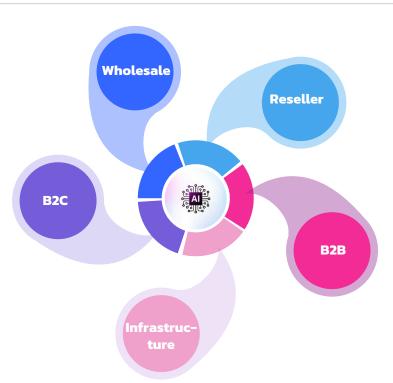
Water Management Efficiency	Smart Metering	Constitution of Constitution o
Mobility Urban	Smart Parking Traffic flows Pedestrian flows	
Urban Security	Building Access Control Outdoor Control	
Efficiency	Water saving buildings - Smart Building Energy saving buildings- Smart Building Water Resources Monitoring	
Environmental Quality	Indoor and outdoor air quality monitoring Control of sanitization cycles	



«Digital Hub» Omnichannel Service Platform Moving companies to the future



UniHub



UNIDATA Digital Hub

- The development of a common platform for all sales channels is a key element.
- Overcome the fragmentation of internal platforms and integrate it all into a single CRM.
- Artificial Intelligence is a distinctive element for the optimization of:
 - Analytics generation
 - Sales Process Analysis (Business Process Flow)
- UniHub will allow access to services through a common marketplace in:
 - "Push" Channels Salesforce, Business Partner, Reseller
 - "Pull" Channels digital funnel (Telco, Cloud, Cyber, ...)
- An "all-in-one billing, automation and client management" solution, it is an enabling factor for the development of a true marketplace common to all channels, capable of offering a complete eCommerce experience.

Action Points





 Continue to design and develop the product and service portfolio, in line with market best practices, with a specific focus on the integration of hybrid cloud, cybersecurity and managed services solutions.

Skills

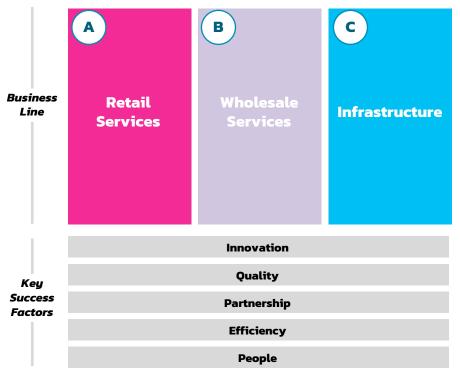
- Define a targeted training plan for internal technical and commercial staff, with the aim of strengthening key skills and aligning them with the evolution of the service portfolio.
- Continue with the hiring plan, acquiring new talent from the external market to support business growth and technological innovation.

Partnerships

- Plan the definition of **new strategic partnerships** with the main market players (e.g. in the Cloud and Cybersecurity sectors).
- Identify potential M&A targets, including among current partners.

The evolution of Unidata's positioning





Evolution 2026-2028



Retail Services

- B2B focus with a consolidated presence in Lazio and Lombardy
- Relevance of fiber connectivity on your own network
- Provider of integrated ICT solutions (4C: Connectivity, Communication, Cloud, Cyber) to support customers' digital transformation
- Partnerships for the implementation of value-added projects

B

Wholesale Services

- · Consolidated leadership in the reseller market
- Relevance of mature and shrinking markets (voice)
- Evolution towards Telco as a Service (NOC/SOC) model
- Management of the impact of regulatory and institutional scenarios (digital and switch-off)

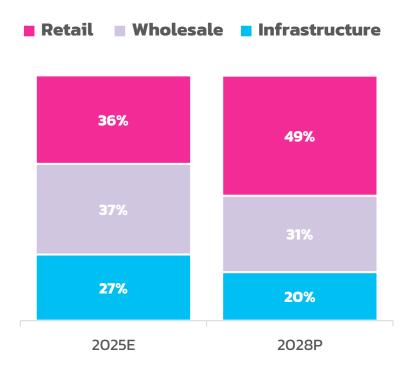
G

Infrastructure

- Proven ability to design, build, operate and maintain fiber optic networks
- Development of synergies with Unifiber (Fiber), UniCenter (DC) and Unitirreno (Submarine Cable)
- Enhancement of system integration skills

Revenues mix 2025E-2028P





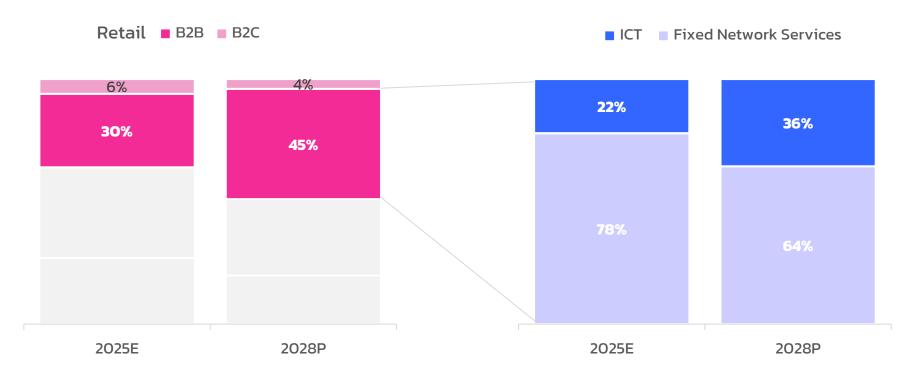
Revenues change MIX

- The weight of the Retail segment grew over time by +13 pp%. Robust growth appreciates in both relative and absolute terms.
- The contribution of the Wholesale segment increased in absolute terms, but decreased relatively on the overall weight of Revenues.
 -6pp%.
- The contribution of the Infrastructure segment progressively loses importance, both in absolute and relative terms

Revenues mix by market and service 25E-28P Moving companies to the future







Business Lines by Commercial Channel



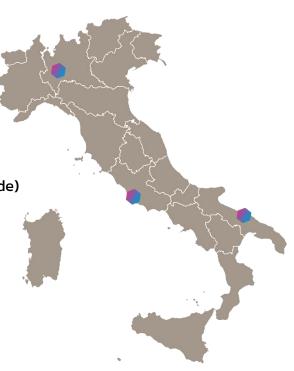
Retail Services

B2B - Business

- Direct channel (RM-MI-BA)
- Indirect channel Channel (Nationwide)

B2C - Consumer

- e-Commerce (Nationwide)
- Canale Dealer (Nationwide)



Wholesale Services

Reseller

e-Commerce (Nationwide)

Service Provider

Direct channel (Nationwide)

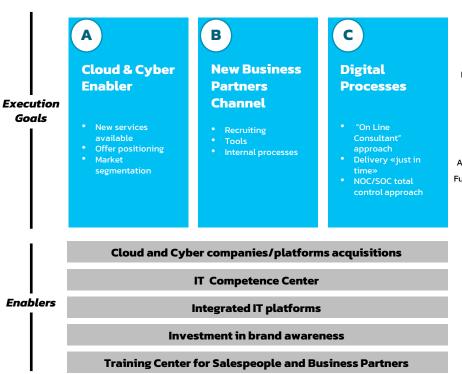
Projects

R&D - Business Development

B2B Private – Strategy



Key Market



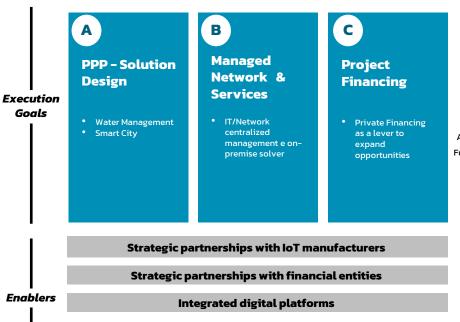
Selling Proposition - Integrated E2E solutions

	Communi- cation	Connecti- vity	loT	Cloud	Cyber	Managed Services	System Integration
Actual mix	High						Low
Future mix	High						Low
		B2B F	rivateTa	rget Evol	ution		
Type	Micro	Small	Medi	um Lar	ge Er	nterprise	Large Ent.
Employees	< 10	< 50	< 250	< 500	< 7	'50 ·	≥ 1000
Ricavi	≤€2 mln	≤€10 mln	≤€50 m	ln ≤ €25	0 mln ≤€	500 mln	>€500 mln
Actual focus	High						Low
Future focus	High						Low

B2B Public Projects – Strategy



Key Market



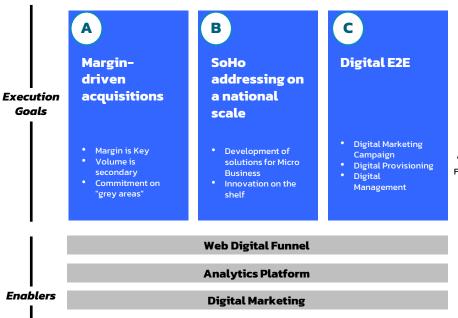
Selling Proposition - Turnkey Solutions

	Communi- cation	Connecti- vity	loT	Cloud	Cyber	Managed Services	System Integration
Actual mix							Low
Future mix							Low
		B2E	3 PA Targ	et Evolut	ion		
Туре		PAL		PAC			
Actual focus	High				Low		
uture focus	High				Low		

B2C - Strategy



Tactical market



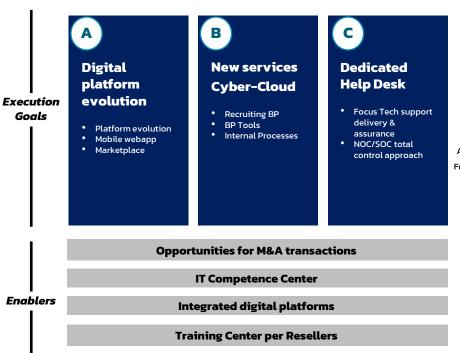
Selling Proposition - One Stop Shop

	Communi- cation	Connecti- vity	loT	Cloud	Cyber	Managed Services	System Integration	
Actual mix	High						Low	
Future mix	High						Low	
B2B Target Evolution								
Type	Micro	Small	Medi	um Larg	ge Er	nterprise	Large Ent.	
Employees Ricavi	< 10 ≤ €2 mln	<50 ≤€10 mln	< 250 ≤ €50 m	< 500 In ≤ €25			≥ 1000 > €500 mln	
Actual focus	High						Low	
Future focus	High						Low	

Wholesale Reseller – Strategy



Cash Cow Market

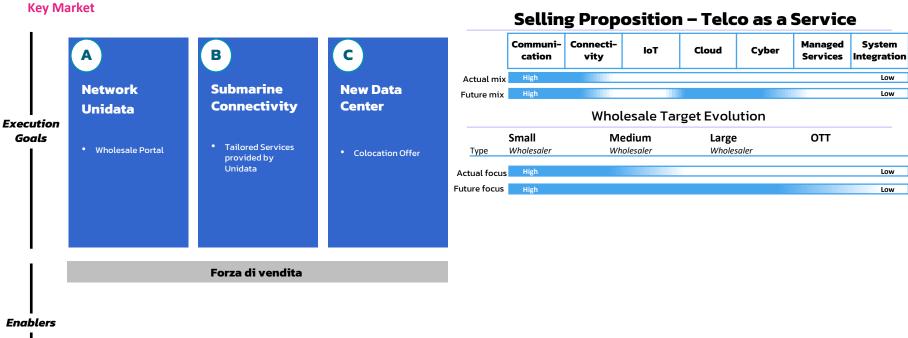


Selling Proposition – Seamless processes

	Communi- cation	Connecti- vity	loT	Cloud	Cyber	Managed Services	System Integration
Actual mix	High						Low
Future mix	High						Low
ResellerTarget Evolution							
	Local OLO s	witchless Lo	cal OLO	Regio	nal	Nationa	ıl
Туре		swi	tched	OLO		OLO	
Actual focus	High						Low
uture focus	High						Low

Wholesale Telcos/OTT - Strategy

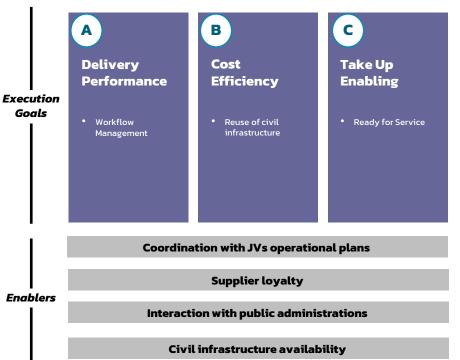




Infrastructure – Strategy



Tactical market

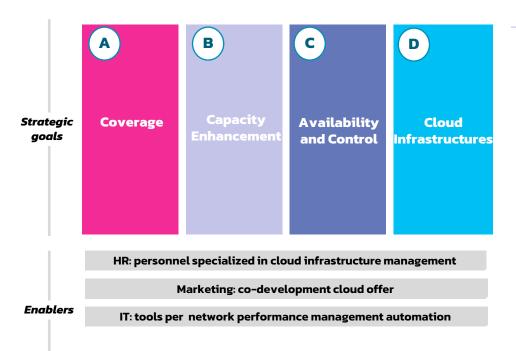


Selling Proposition – JVs Partnership

	Design	Creation	Delivery	Maintenance	Managed Services	System Integration
Actual mix	High					Low
Future mix	High					Low

Technology Strategic Goals



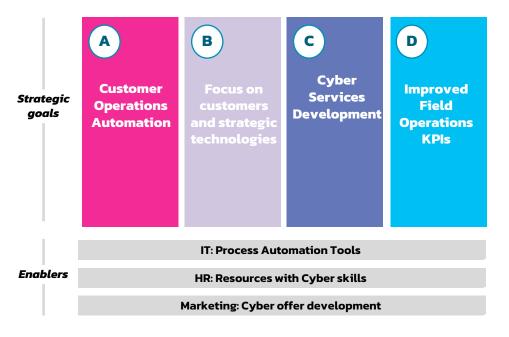


Support for innovation and growth

- Coverage
 - Strengthening Data Center connectivity and resilience.
 - Selective development of PoPs and networks according to commercial priorities.
- **B** Capacity Enhancement
 - New high speed connections.
 - New backbone routers and aggregation layers.
 - Upgrade links up to 400 Gbit/s.
 - Increased bandwidth to Big Internet.
- Availability and Control
 - High availability control.
 - Focus on the control of "non-proprietary" network components.
- Cloud Infrastructures
 - Infrastructure empowerment.
 - Investments for the development of the laaS offer.

Operations Strategic Goals



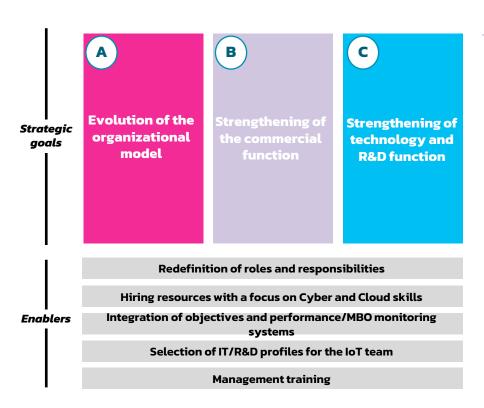


E2E Process Automation

- Customer Operations Automation
 - Automation tools.
 - Workflow automation development.
 - Self-service provisioning forms.
- B Focus on customers and strategic technologies
 - Helpdesk services.
 - Premium support services.
- C Cyber Services Development
 - Definition of organization dedicated to the SOC.
 - Strengthening of resources and tools (from SIEM to SOAR)
 - Definition of a scalable, NIS2 compliant NOC/SOC model, consistent with a Managed Service Provider approach...
- Improvement of Field Operations KPIs
 - Root cause analysis on interventions.
 - Rationalization of procedures and strengthening of remote analysis capabilities.

People Engagement Strategic Goals





Organizational transformation and skills

- Increase in FTE from 214 (2025) to 239 (2028).
- A Evolution of the organizational model
 - Mapping and definition of the "Solution driven" model.
- Strengthening of the commercial, technology and R&D functions
 - Onboarding and training of new business managers.
 - Assignment of qualitative/quantitative objectives for business managers.

INDEX



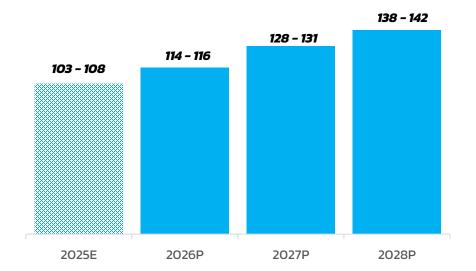
- Company Overview
- Market Trends
- Strategic Guidelines
- Financials
- Joint Ventures
- ESG

Key Financials – Revenues and EBITDA



Ricavi CAGR 2025-2028 11%

YoY%

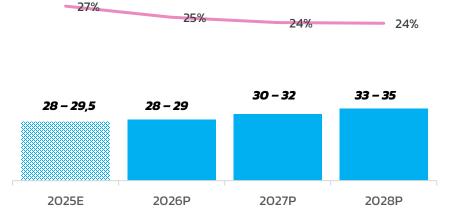


EBITDA Adj

CAGR 2025-2028 7%

The decrease in the EBITDA margin is attributable to:

- the evolution of the service mix towards more dynamic and less risky segment;
- change in sales mix with an increase in ICT services (in line with industry margins);
- increase in market penetration outside the proprietary network footprint;
- increase in the indirect sales network through Business Partners.

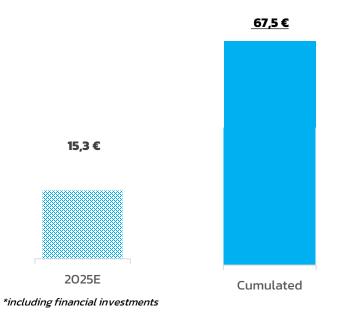


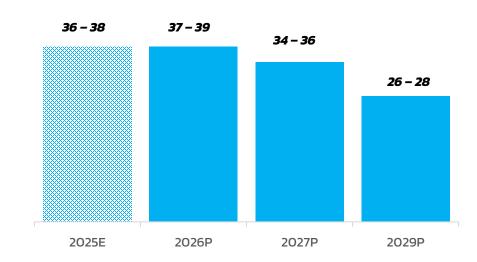
Key Financials – CapEx and NFP



CapEx*







Cumulated 26-

INDEX



- Company Overview
- Market Trends
- Strategic Guidelines
- Financials
- Joint Ventures
- ESG

Joint Ventures



UNIFIBER

UNIFIDER グラ 26%













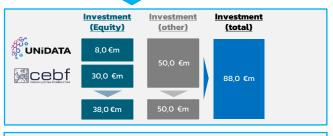
- Roll-out of the FTTH access network in "grey areas" located in the Lazio and Puglia regions.
- Unifiber owns the passive FTTH network.

UNITIRRENO



- Development of submarine cable infrastructure in the Tyrrhenian Sea (from Mazara del Vallo, Olbia, Rome and Genoa).
- The project is officially operational from November 2025
- Development of infrastructure links in Europe and Africa.
- Design, construction and maintenance of the fiber network.
- Develop the FTTH fiber network in the Lazio area.
- Sale of the network to wholesale operators.

- Operational Management through Cable Landing Station, Network & Security Operation Centers.
- Sale of services to domestic customers.



Multiple (comparable): 18 - 20x EV/EBITDA





Joint Ventures



UniCenter (2026-2028)





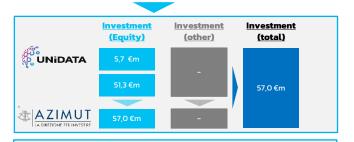








- Construction of a green and neutral Tier IV Data Center of about 20 MW and 3.200 racks of capacity (total area 20.000 m2) with a target of national and international customers.
 Renewable energy sources usage to the maximum extent possible.
- Data Center design and construction support.
- · Operational management of UniCenter.
- Provide its services to UniCenter at market prices to enable them to be sold to other B2B operators.



IRR: ~ 17% Multiple (*comparable*): 16 – 18x EV/EBITDA

INDEX



- Company Overview
- Market Trends
- Strategic Guidelines
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- Joint Ventures
- ESG

Unidata and ESG: a 3-step path





 Publication, on a voluntary basis, of the first Sustainability Report (NFS), with reference to the 2020 financial year.





•The Shareholders' Meeting approves the amendment to the Articles of Association that transform Unidata into a Benefit Corporation: profit purposes are accompanied by common benefit purposes. From the same year, the Impact Report was drawn up and published. The Sustainability Committee is established.





3 2025+

- The Sustainability Report and the Impact Report are merged into a single document. Start of the transition from GRI (Global Reporting Initiative) standards to CSRD/ESRS standards, in preparation for future regulatory obligations.
- Preparation of the Sustainability Plan.

ESG: objectives, activities, certifications





 Alignment with 18 areas of the UN SDGs and definition of 19 specific objectives in the 2025 Impact Report.

- Sustainable activities
- Development and implementation of IoT solutions for Smart Metering oriented towards efficiency and responsible management of resources.



- Certifications
- ISO 9001, ISO 14001, Gender Equality Certification, Legality Rating.

ESG: 3 strategic objectives and 19 specific objectives



Promoting the right to connection for all people as a lever for social inclusion.

4

1. UI in grey areas

- 2. 100% fibra
- 3. Cloud computing
- 4. Smart metering

Promote employee and employee satisfaction.

6

- Assessment and skills
- 6. Formation
- 7. Corporate climate
- 8. Mobility management
- 9. ESG incentives
- 10. Gender Equality

Implement a progressive evolution of its business and operating model towards a zero-emission economy.

- 11. Car fleet
- 12. Reduced consumption
- 13. PSCL
- 14. Monitoring
- 15. Renewable
- 16. Photovoltaic
- 17. CRM
- 18. Paper usage
- 19. Supplier selection

