



# 2018/2019 Annual Results

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CREALOGIX Holding AG

17 September 2019

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# The CREALOGIX journey



# CREALOGIX at a glance

## Highlights 2018/19 full-year results



CHF 100 million revenue mark exceeded

SaaS-revenue more than doubled compared to previous year



Recurring revenue share increased to 42%

International share of product sales amounted to 64.4%



Profitability (EBITDA) at CHF 1.9 million

CREALOGIX's ongoing change in business model leads to a temporary slowdown in profitability



# 2/3


of bank customers in  
UK, Germany and  
Switzerland would  
switch their bank  
for a better and more  
**convenient  
banking  
experience**

# “Best of Show” hattrick @ FinovateEurope

**2017**  
FINOVATE EUROPE 2017  
BEST OF SHOW

## The Arcs

Virtual reality banking app




- Visualisation of money flows
- Explanatory "What-If-Scenarios"
- Predictive investment proposals

**2018**  
FINOVATE EUROPE 2018  
BEST OF SHOW

## Gravity

Self-service insights platform




- Entire financial situation at a glance
- Obtaining actionable advice
- Mapping of each financial portfolio

**2019**  
FINOVATE EUROPE 2019  
BEST OF SHOW

## TimeWarp

Financial simulation app



- Comprehensive view of financial life
- Simulation of financial decisions
- Smart decisions & full control

# We Create Digital Leaders - Banking becomes more convenient, versatile and customer-friendly

## Banks' ecosystem

Create it easily - build it up  
from a client perspective

## Time-to-market

Be able to connect  
seamlessly with relevant  
players within weeks

## Customer convenience

Prioritise simple and  
transparent UX



## Simplified customer journeys

With intelligent and proactive  
use of data

## Customer in control

Allow for a free choice and a  
highly personalised offering

## Digital revenue streams

Extend value across the  
customer journey

# We Create Digital Leaders

Unique DNA	Solid Facts	CREALOGIX DIGITAL BANKING HUB			Trust & Recognition
<p><b>Global Fintech Top100</b> Company</p>	<p><b>&gt; 550</b> Banks Trust Us</p>	<p><b>Industry Solutions</b></p>	<p><b>Digital Transformation</b></p>	<p><b>Open Banking</b></p>	<p><b>&gt;20 Years of Experience, Publicly Listed</b></p>
<p>Market Leader in <b>Digital Banking</b></p>	<p><b>&gt; 700</b> Digital Experts Globally</p>	<p><b>Retail Banking</b></p>	<p><b>User Experience</b> Seamless &amp; Personalised</p>	<p><b>API Economy</b> Be a Proactive Part of it</p>	<p><b>Award Winner for Innovative Solutions</b></p>
<p><b>Pure Play Provider</b> for the Front End</p>	<p><b>&gt; \$100m</b> Revenue, Strong Growth</p>	<p><b>Wealth Management</b></p>	<p><b>Time-to-Market</b> Go Live in 6 Months</p>	<p><b>Orchestration</b> Compose Your Bank</p>	<p><b>Analyst &amp; Industry Acknowledgement</b></p>
<p><b>International Presence</b></p>		<p><b>Corporate &amp; SME</b></p>	<p><b>Digital Revenue</b> Generate New Business</p>	<p><b>Own Ecosystem</b> Create &amp; Connect Easily</p>	





## Key benefits

- ✓ 33,000 Digital Banking customers, 6,500 daily logins
- ✓ Mobile-first approach
- ✓ Intuitive, versatile and flexible banking
- ✓ Simple, secure authentication via push
- ✓ Access to two core banking systems

## Implementation

CREALOGIX further developed the existing VZ financial portal. It was seamlessly linked – functionally as well as visually – with the most modern digital financial services. The challenge of building the solution on two core banking systems was mastered. Mobile banking was introduced by CREALOGIX for an optimal customer experience.

## Key benefits

- ✓ Rapid implementation of a new investor offering
- ✓ Quick uptake and growth in customer base
- ✓ Higher profitability than traditional banking products
- ✓ Differentiating digital services
- ✓ Easily extendable to new regional markets

## Implementation

MeDirect launched a regulated savings product in Belgium, focusing on a 100% digital user experience. The solution from CREALOGIX combines aspects of digital retail banking with robo-advisory onboarding from our wealth management product. MeDirect were easily able to customise the design and content, providing great usability on mobile and desktop.



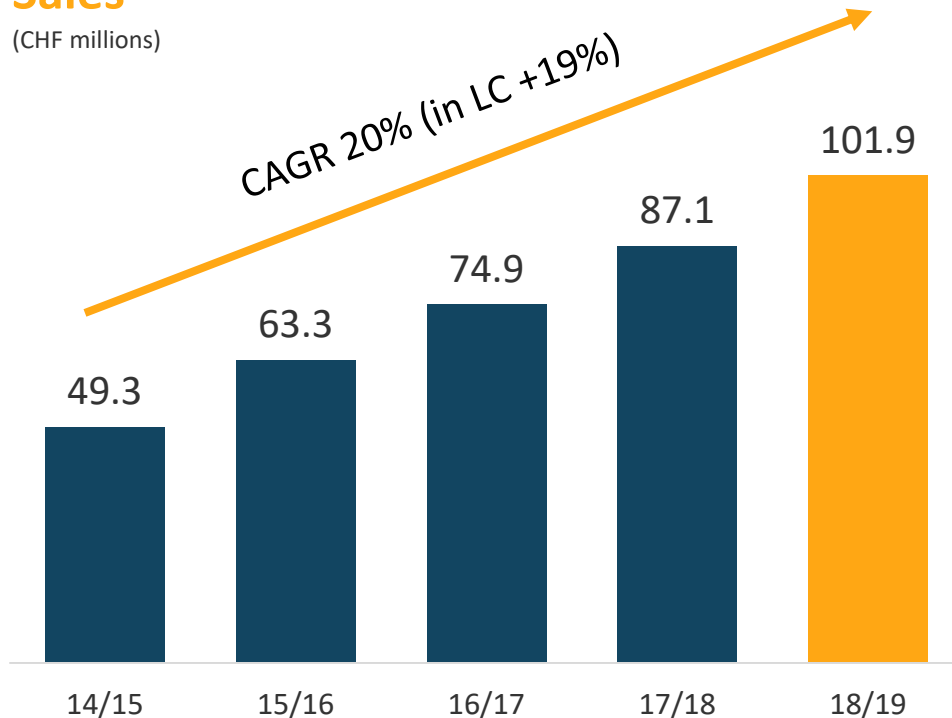
2018/19 facts & figures

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# Key figures 2018/2019 full-year results

## Sales

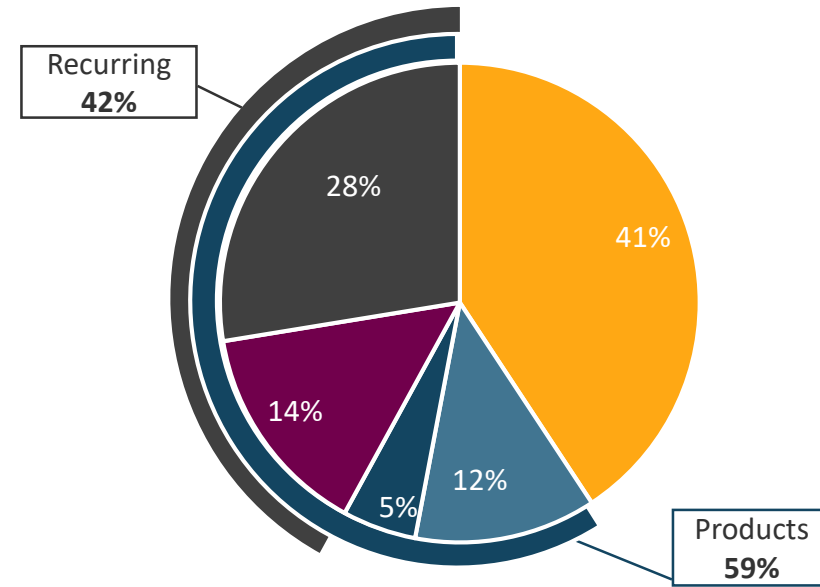
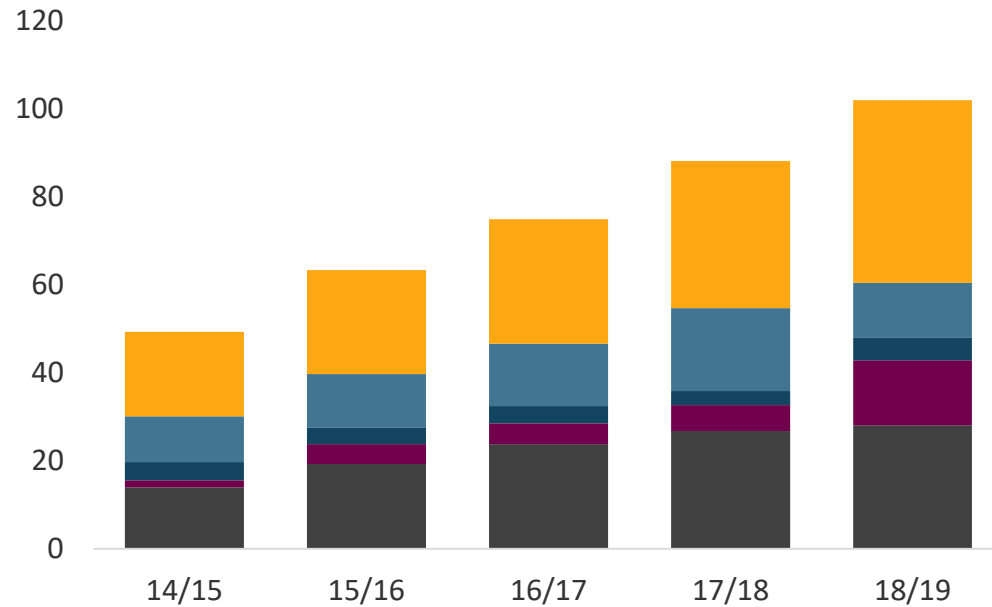
(CHF millions)



- Sales increased 16.9% in CHF (in LC 17.5%)
- Share of sales outside Switzerland increased to 64% (prior year: 57%).
- Share of recurring revenue increased to 42% (prior year: 38%)

# Key figures 2018/2019 full-year results

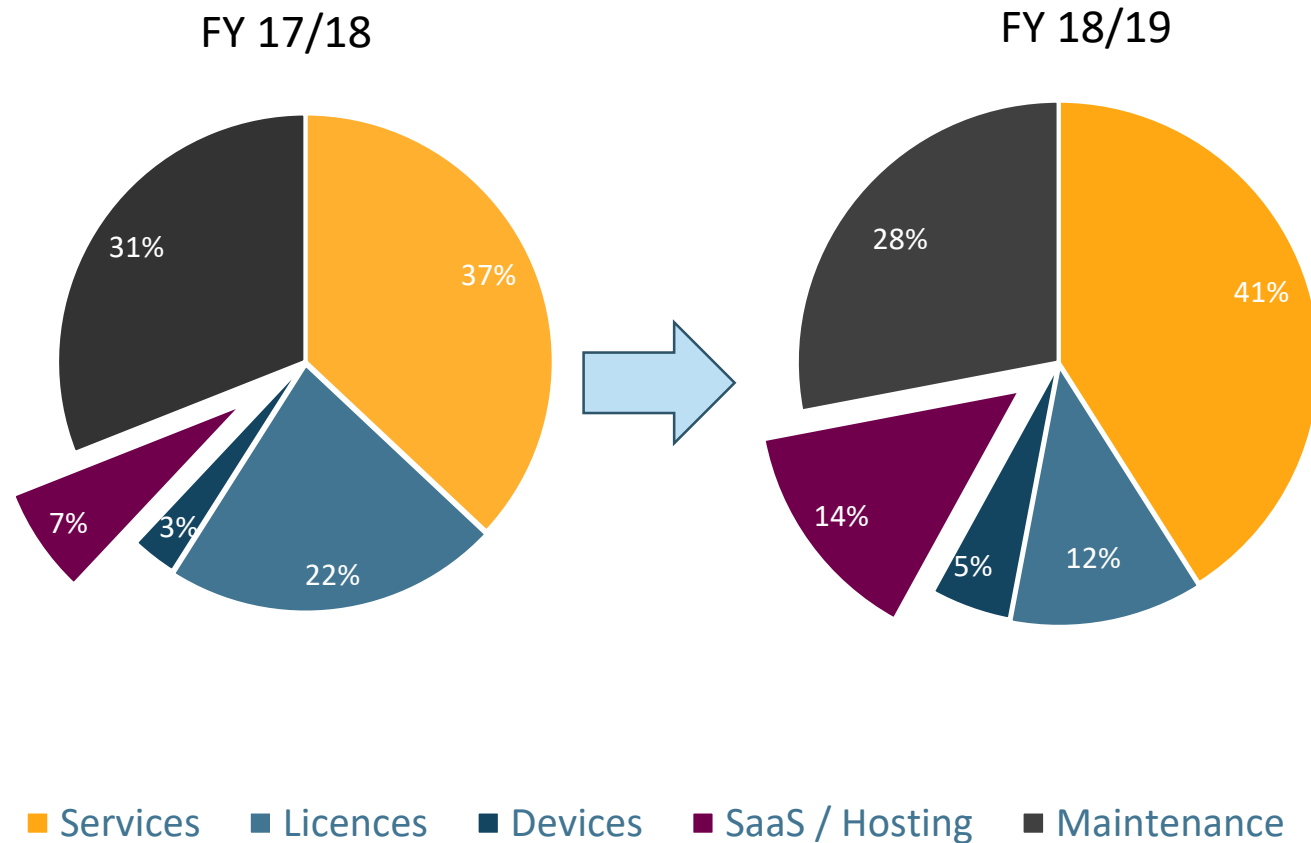
Sales by category: 31% growth with recurring revenue in the fiscal year 2018/19



Services Licences Devices SaaS / Hosting Maintenance

# Key figures 2018/2019 full-year results

**Product mix:** Successful transformation of the licence model is progressing

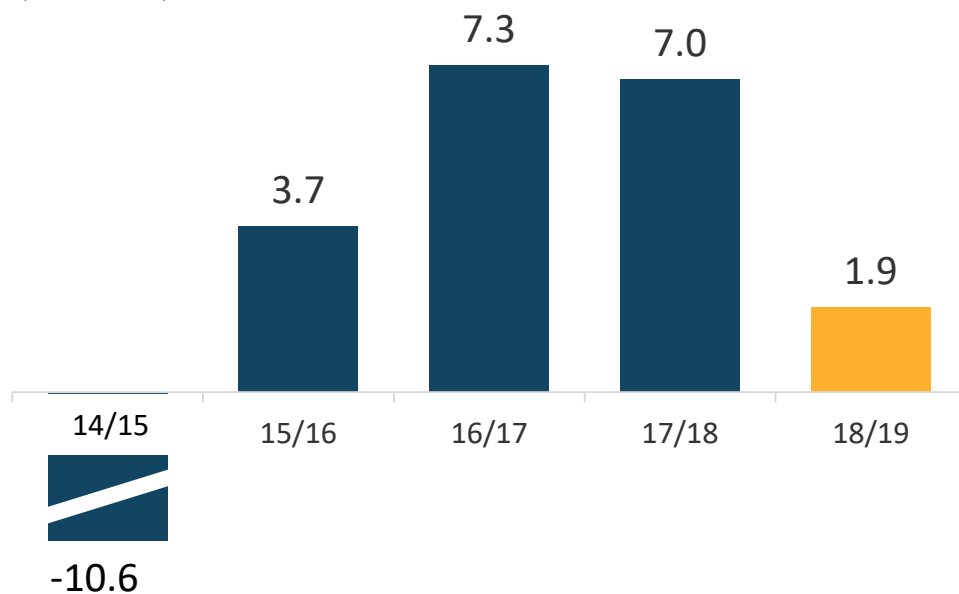


- Increase of SaaS / Hosting from CHF 5.9m to CHF 14.7m
- Decrease of traditional licence sales from CHF 18.8m to CHF 12.5m with 100% EBITDA margin

# Key figures 2018/2019 full-year results

## EBITDA

(CHF millions)

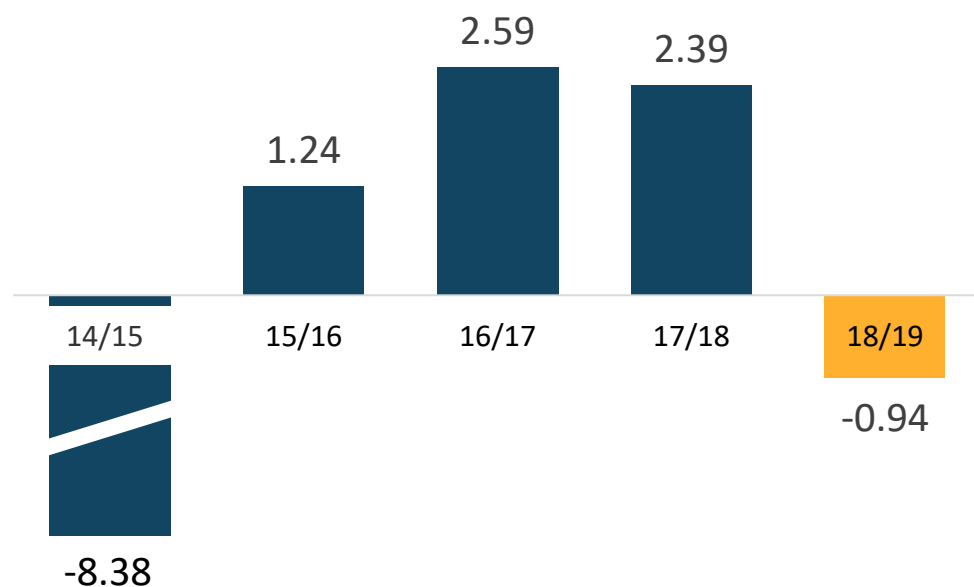


- EBITDA margin at 1.8% which is 630 bps below prior year
- This is mainly due to a temporary adverse shift in product mix from traditional licences to SaaS / Subscriptions

# Key figures 2018/2019 full-year results

## Adjusted Earnings Per Share\*

(CHF)



- Adjusted EPS excludes amortisation of goodwill. This makes the results comparable to other international accounting standards
- EPS below prior year mainly due to lower EBITDA

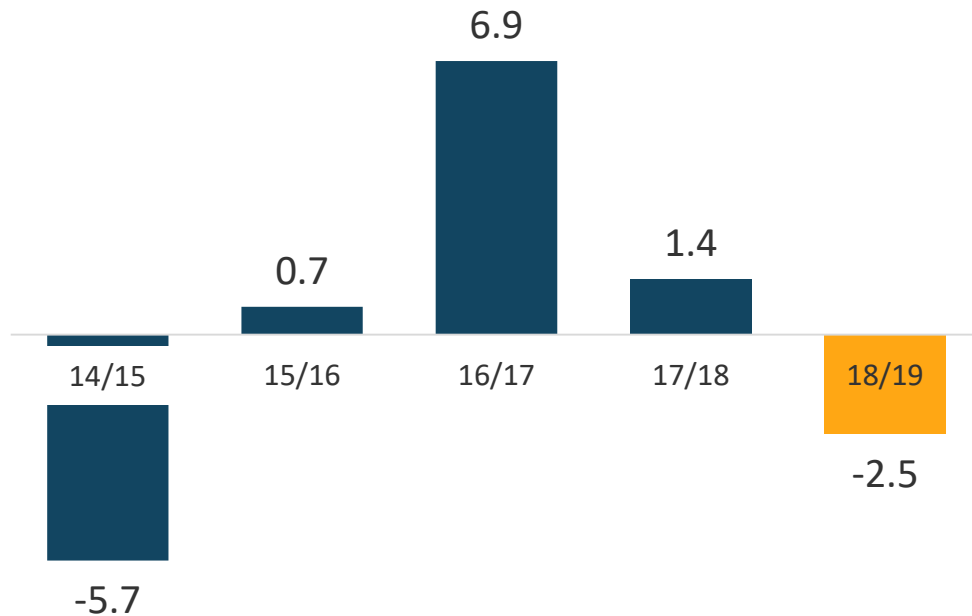
\* Adjusted Earnings per Share is defined as diluted earnings per share excluding goodwill amortisation, net of tax.



# Key figures 2018/2019 full-year results

## Free Cash Flow\*

(CHF millions)



- Free Cash Flow is CHF 3.9m below prior year
- Volatility is high due to timing of invoicing for licences and completion of projects
- Free Cash Flow 18/19 includes CAPEX for infrastructure investments in Switzerland of CHF 1.1m

\* Free Cash Flow is defined as cash flow from operating activities including purchase and disposal of tangible and intangible assets



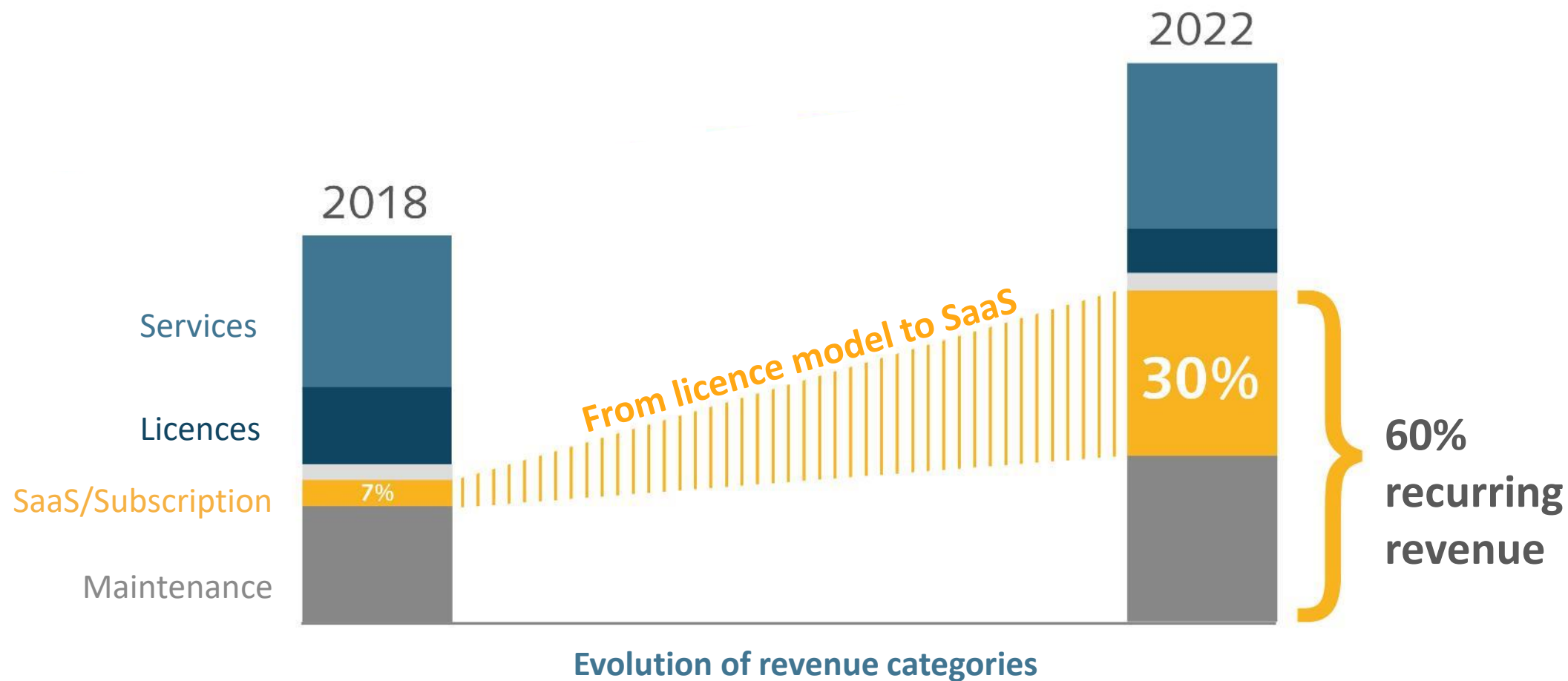
CREALOGIX's growth story

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# CREALOGIX's transformation programme

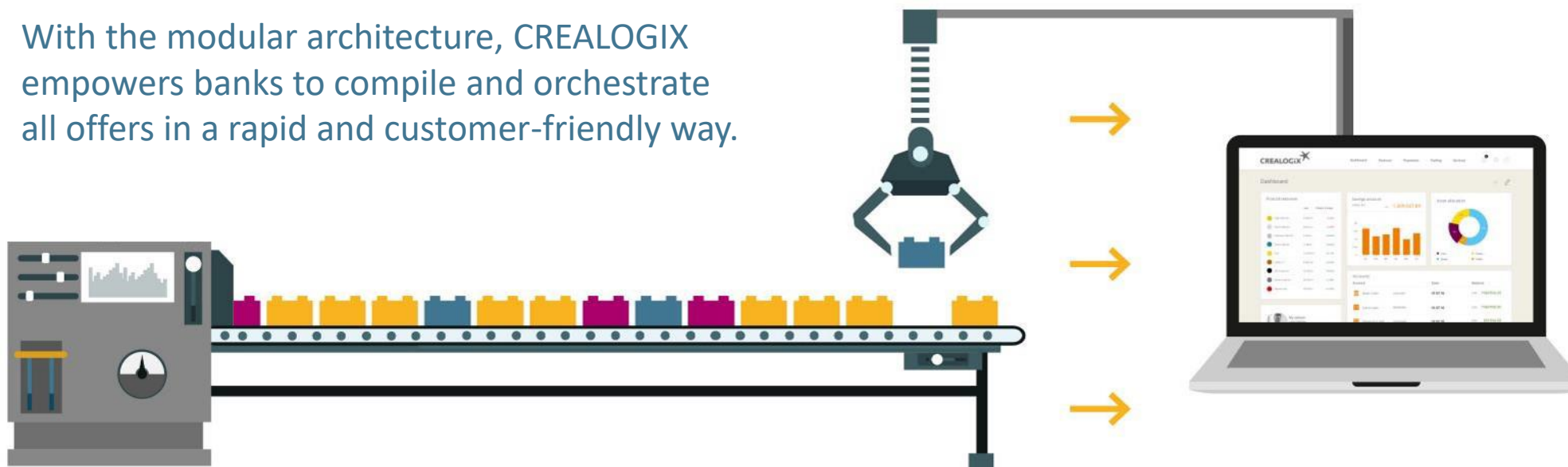


# Change of licence model



# Product platform: investment in product & technology alignment

With the modular architecture, CREALOGIX empowers banks to compile and orchestrate all offers in a rapid and customer-friendly way.



# Change in go-to-market approach

Developing a comprehensive partner ecosystem

Technology partners

Implementation partners

Development partners

Software/Solution partners



# Outlook

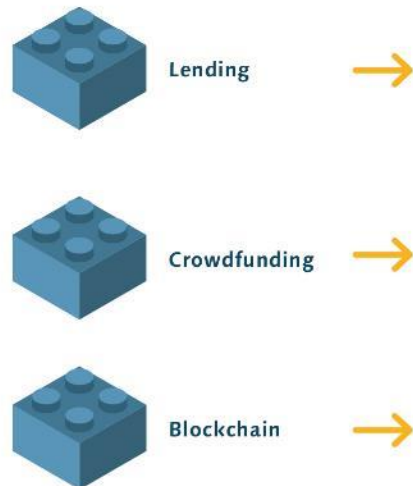
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# A clear market demand for our offering

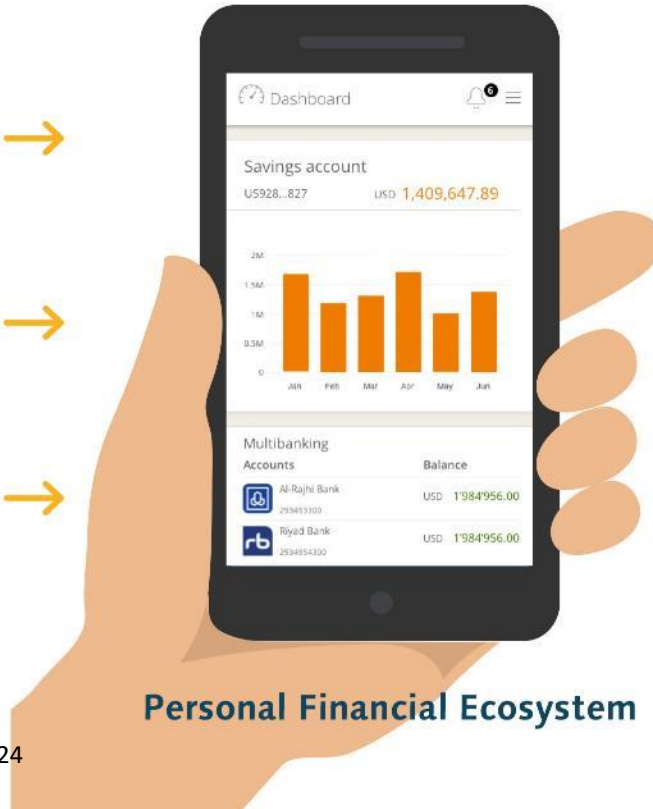
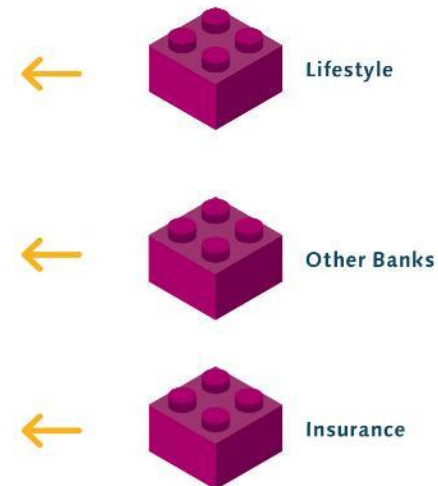
## Banking Services



## Fintechs



## All other 3rd Party Providers



## Personal Financial Ecosystem



## CREALOGIX's 2019/20 full-year target



Further growth in revenue

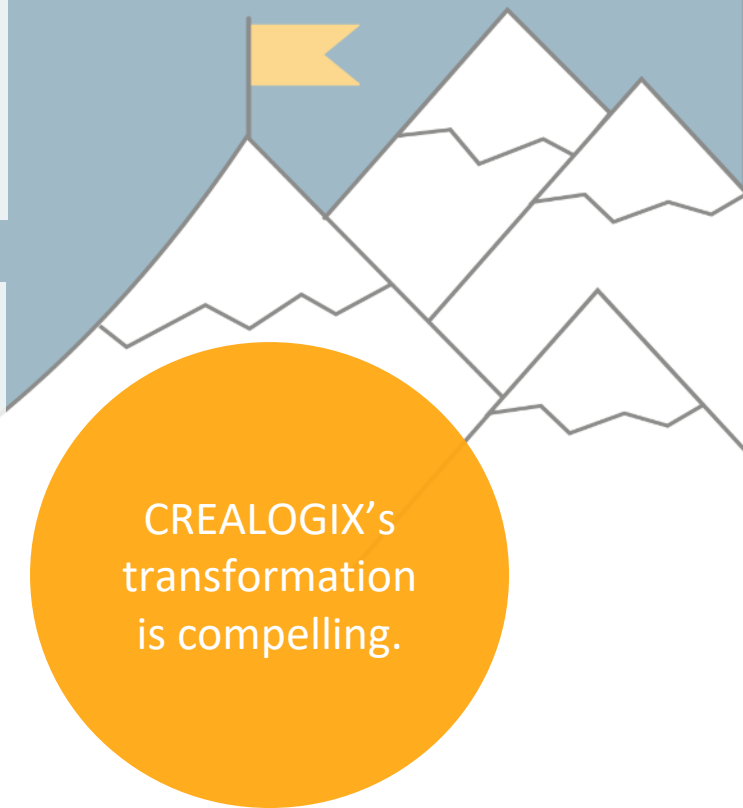
## CREALOGIX's mid-term targets



Solid cashflow levels



Double-digit EBITDA margins



CREALOGIX's  
transformation  
is compelling.

# CREALOGIX's transformation is compelling

1

There is a clear market demand for CREALOGIX's offering.



Our products are available at the right place at the right time.

2

Our products are relevant.



Banks need our products to transform their business so they can meet future demand.

3

CREALOGIX is in line with key technology trends.



We continue to invest greatly in items such as open banking, user experience, APIs, AI, security...

4

Transition to subscription/SaaS is the only way to go.



We are aware of the negative impact in the short term. But we strive to ensure long-term gains.

5

We have a broad client base.



Our customers believe in CREALOGIX and they depend on our products.

6

We're set up for success & know how to make our strategy work.



Over the past 5 years, we've made our business ready for the next chapter in our journey.



Mercedes-Benz  
Financial Services



A major milestone lies behind us: Thanks to CREALOGIX,  
we have entered the world of digital asset management  
via a Bionic Robo Advisor project - this is a crucial step in  
our far-reaching digitisation strategy."

Madeleine Sander, Head of Corporate Development,  
Hauck & Aufhäuser Privatbankiers



HAUCK & AUFHÄUSER





We Create Digital Leaders



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