



StrongPoint

Company presentation

DnB TMT Conference

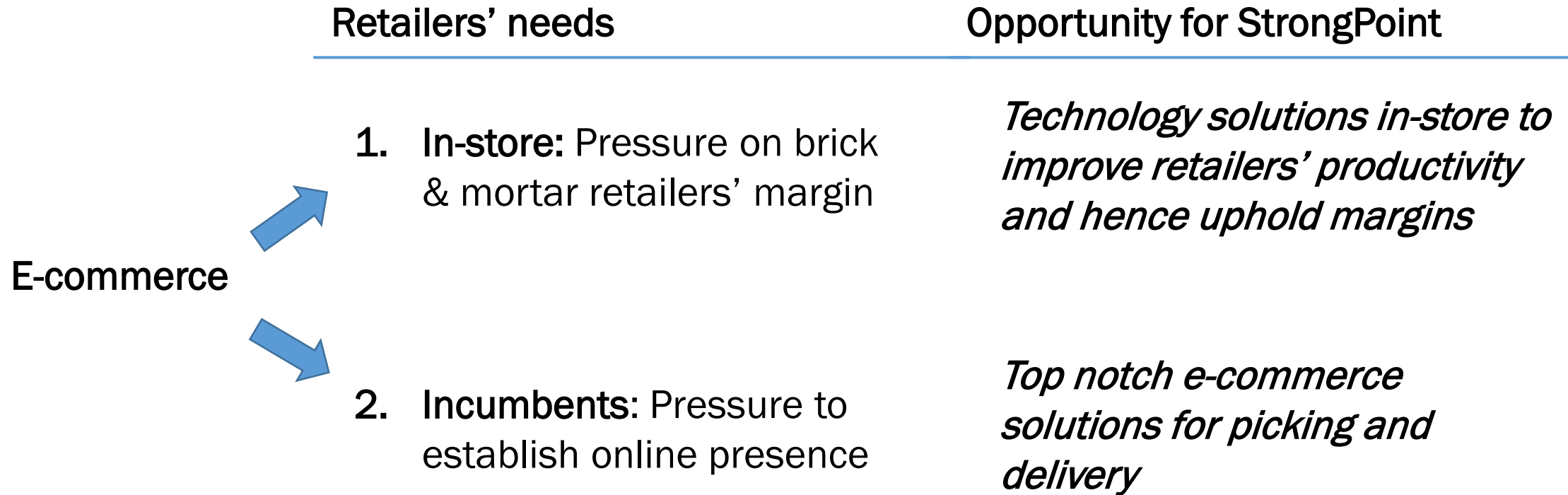
August 28, 2019

StrongPoint in short

- 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



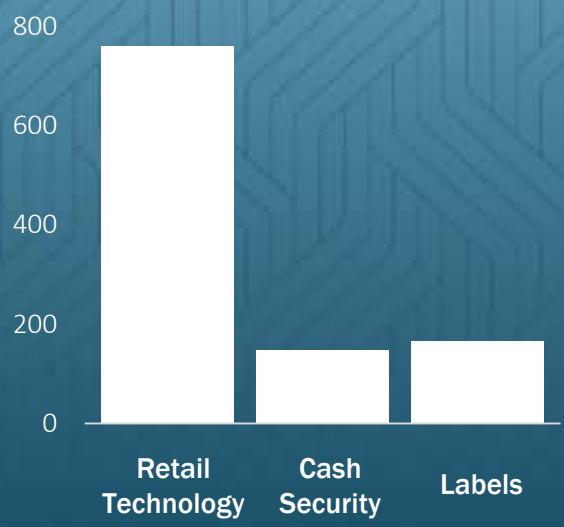
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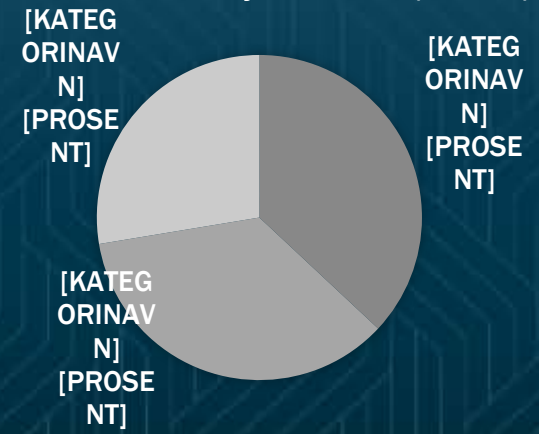
- Primary markets
- Partners
- Office



2018 - Revenue by Business Unit (MNOK)



2018 - Revenue by markets (MNOK)



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Key focus areas

- 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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Engineering

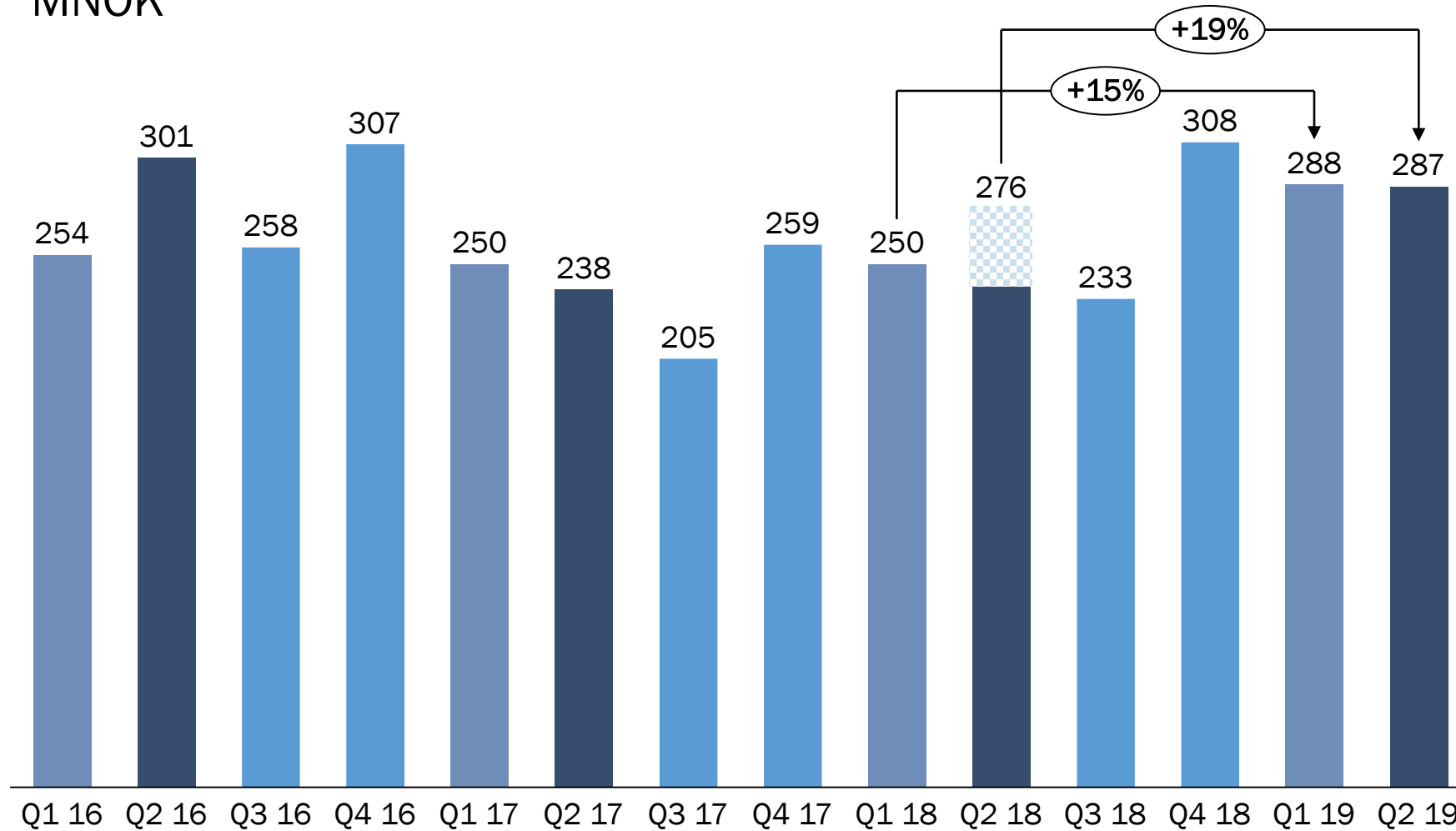
Key actions since end 2018

- *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



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



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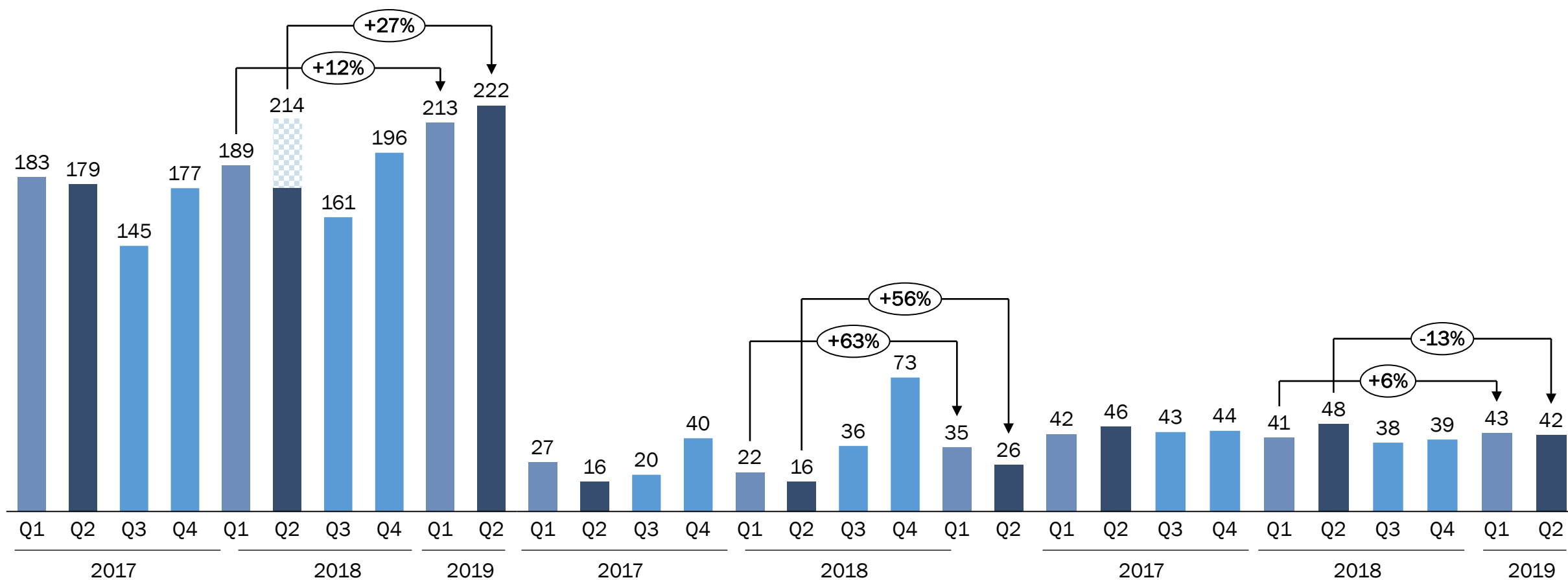
Solid revenue growth in key business areas

Revenue
MNOK

Retail Technology

Cash Security

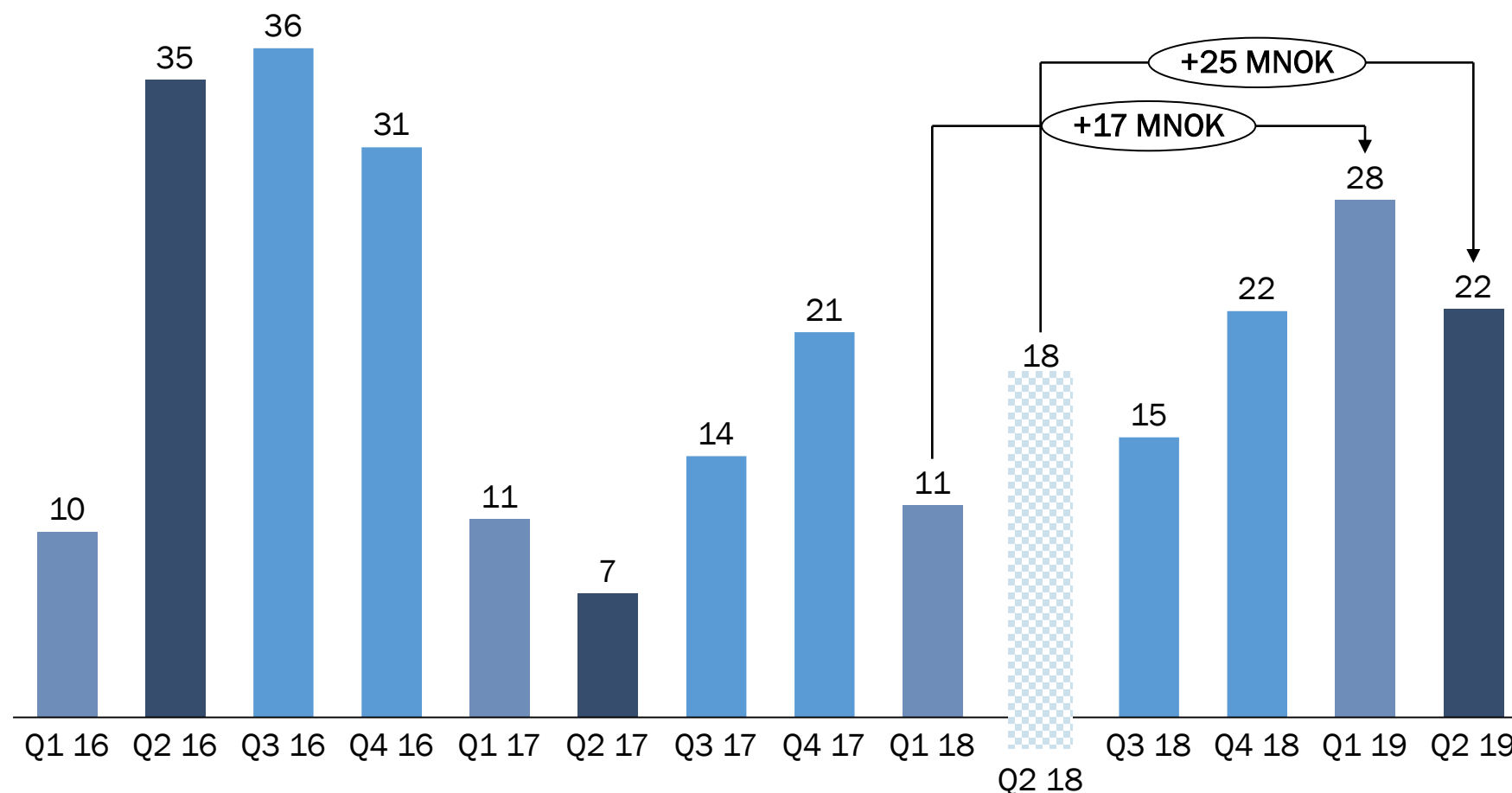
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Alimerka decided to purchase the Rented CashGuards in Q2 2018, which gave a one-off effect of 36 MNOK on revenue

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

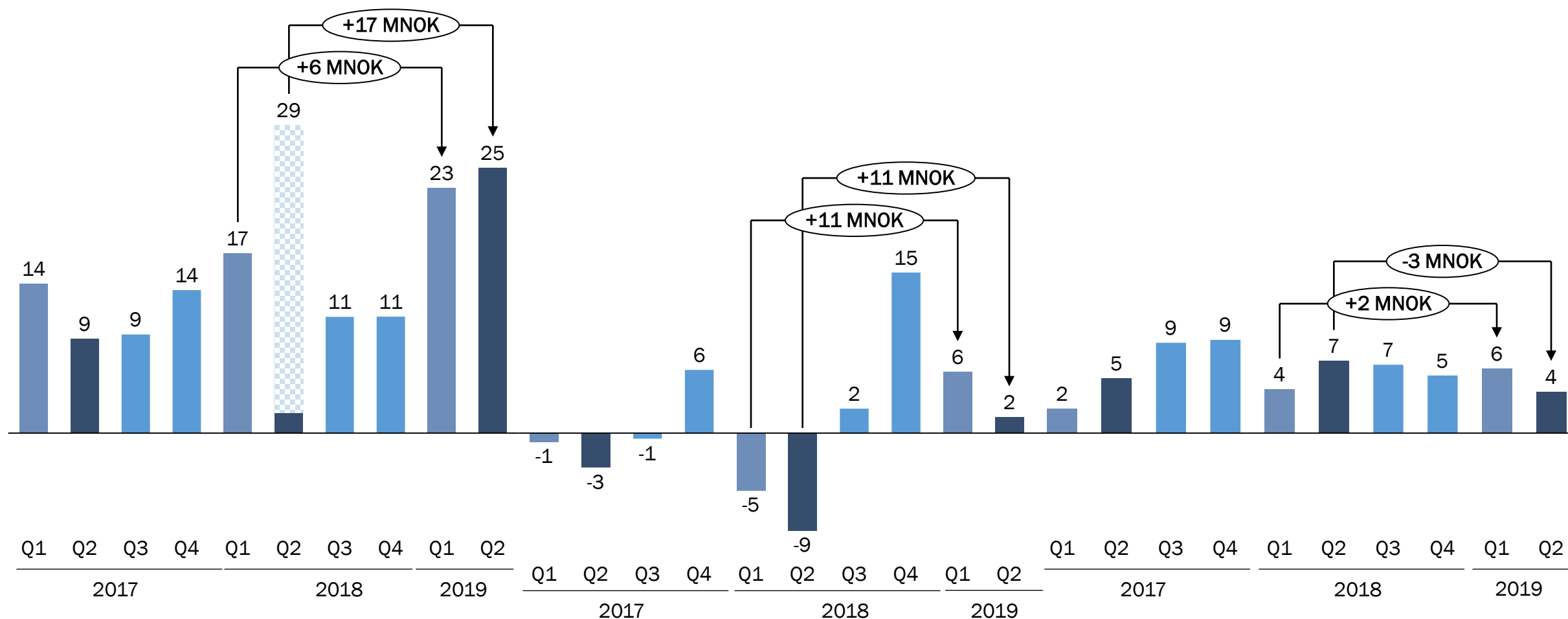
EBITDA

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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