



WE DESIGN BUSINESS EVOLUTION THROUGH DATA, TECHNOLOGY & CREATIVITY.

INVESTMENT HIGHLIGHTS



We help companies evolve and transform their business model, in coherence with the deep industry transformations, and to fully unleash their potential.



We operate in a **fast-growing market** and our **differentiated positioning** allowed us to **grow** at a 28% CAGR since 2013.



We offer an alchemy of skills and competences best fit to adapt to market transformation, with a strong set of professional profiles that implement Al and other technology solutions.



Since 2016, we have expanded our activities in Southern Europe, and our int'l offices now generate around 40% of the Group revenues.



We have a proven ability to acquire new skills and capabilities, through successfully integrating companies with 10 acquisitions completed since our foundation.



We can leverage on a **strong and recurring** mid and large companies' **customer base** (our recurring business accounts for **more than 80%** of total revenues)



We are represented and guided by an experienced and founder-led management team.



We are a **pure public company**, listed since 2017 on the Italian Stock Market and included within the **STAR segment of Borsa Italiana** since 2019.

OUR SUCCESSFUL BUSINESS MODEL

- We insist on the digital transformation market, that only in Italy is worth around 6B€ and it's expected to grow at about +8% rate over the next 5 years.
- Our fully integrated alchemy of competences is best positioned to guide companies across all the phases of the Digital Transformation journey.
- Our diversified portfolio of competences (tech & data, consulting, digital marketing, brand experience) brings a higher resilience to economic cycles.

Every 2.1 years Alkemy has doubled its size, with a mix of organic growth (20% CAGR) and M&A contributing to 1/3 of our growth (10 deals completed).

Our team of 900+ experts in Al, Data, Tech, Consulting is the core of our Company: it is part of our Community of "persone brave e brave persone".

MARKET OPPORTUNITY

€15 Bn

reference market size in covered geographies.

Source: Alkemy analysis, does not include "Product and Space Design"

€40 Bn

funding coming from the NRRP for the Digital Transformation of Companies and PA.

€8 Bn

reference market size in Italy by 2024.

Source: Alkemy analysis on data from Assoconsult, IAB, Nielsen, Politecnico di Milano, PwC, Accenture, Assinform, and other industry report

85%

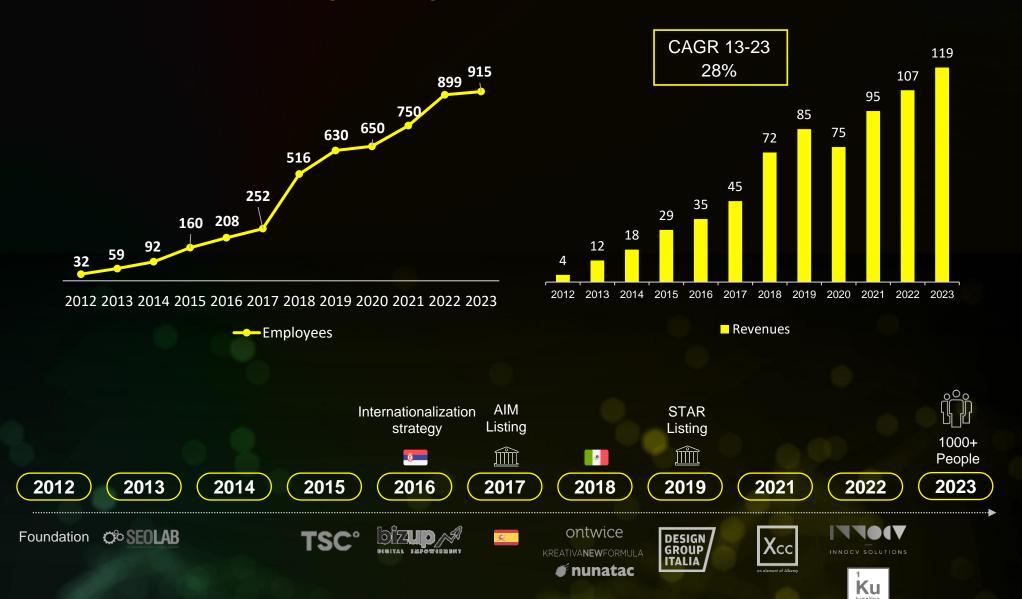
of CEOs reported increased investments in digital capabilities.

Source: Gartner CEO Survey: Inflation Won't Stall Digital Transformation, Provided Customer Experience is a focus 66%

of medium and large companies in Italy still needs to implement digital enablers to leverage on the Al opportunity.

Osservatorio Artificial Intelligence 2023, School of Management Politecnico di Milano

ALKEMY AT A GLANCE



SOME OF OUR CLIENTS







Alia...









🛇 cisalfa



LACIMBALI























↑LTO ROBOTICS





ANGELINI

EssilorLuxottica

sonova







SOME OF OUR CASE STUDIES (1/2)



BARILLA

Brand awareness campaign with the creation of a short film that won the Grand Prix of the ADCI awards.



MAHOU

We launched an App that can, through facial recognition, detect the mood of users and recommends one plan or another for the evening.



TOP ITALIAN RETAILER

Guidance for the full process of becoming a data-driven Company with a systematic approach to CRM, including data standardization and infrastructure preparation.



AGOS

Development of Advanced
Analytics models for the
clustering of prospects based
on the needs profile, allowing
the client to customize
communication and increase
their marketing actions'
success rate.



PARMACOTTO

Support for the digital positioning of the brand on the U.S.A. market, leveraging on the synergies of the different offices of Alkemy.



LEADER IN ITALIAN TELEVISION INDUSTRY

Support for the design and development of a «future proof» customer care model through the full leveraging of the digital channels, and data.

SOME OF OUR CASE STUDIES (2/2)



LEADER IN THE BANKING SECTOR

Development and implementation of several analytics activities, supporting the CRM processes with the aim of maximizing the effectiveness of upselling and cross-selling.



BLUE LAGOON

Creation and design of the new digital platform experience, in line with the new brand positioning.



CHAMPIONS LEAGUE

Design of hospitality spaces for several Champions League finals. Responding to the requests of the PepsiCo Marketing and PepsiCo Design & Innovation divisions, the concepts and arrangements of the temporary spaces were raised to a new level.



PIAGGIO GROUP

End-to-end management of

PIAGGIO GROUP

the brand communication including strategy, creativity and editorial plan, to strengthen the online positioning increasing brand visibility and competitiveness.



E-GEOS

Digital partner contributing to the technological platform for data access and to the services of IRIDE - the innovative Italian satellites constellation for Earth observation.



LEADER IN ENERGY & UTILITIES SECTOR

Support in the digital evolution process, from the initial comprehensive audit and up until the management of the whole media funnel and digital strategy.



OUR MACRO COMPETENCES



STRATEGY CONSULTING

Activities aimed at achieving economic business results in the vertical industries, by linking channels and technologies to clients' businesses and strategies.



DATA & ANALYTICS

Activities dedicated to supporting companies in improving performance through the analysis of data and the implementation of analytics models and Al technology and solutions



DIGITAL MARKETING

Development of strategies and governance of tools for generating engagement and acquiring leads and customers through digital channels.



TECHNOLOGY

Design and development of software-agnostic technologies for the digital evolution of B2B and B2C channels, front-end solutions, CRM, Marketing Automation and eCommerce.



BRAND EXPERIENCE

Activities aimed at creating unique brand experiences, spanning from strategy, creativity, design and innovation, to production and involving all physical and digital channels and touchpoints.

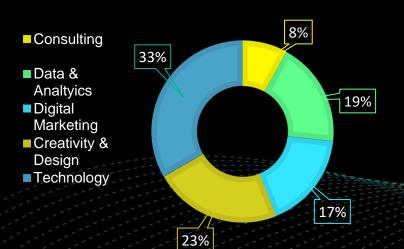


OUR TALENT COMMUNITY

42% WOMEN

37 NATIONALITIES

< 35 AVERAGE AGE



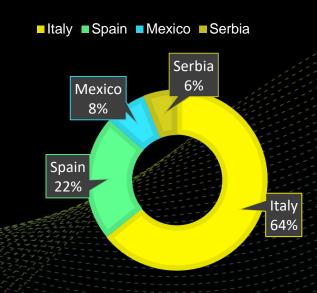
OUR OFFICES

Milan Belgrade

Rome Madrid

Turin Mexico City

Padua New York



OUR PURPOSE

WE CREATE VALUES.

Alkemy was born with the ambition of affirming a new model of doing business that combines performance, competitiveness, growth and profits with principles and values that are essential for us. People first, is our guiding value: people with different skills, in efficient and innovative processes, generate profit.



OUR ESG PROFILE



We have been publishing our audited **Non-Financial Disclosure since 2019**, using the **«GRI in Accordance» approach**.



We have obtained our first Sustainalytics* rating in 2023, which highlights our **low-** risk exposure to ESG risks.



Our Board Of Directors have committed to our 4 core values in terms of ESG by approving 4 separate policies, related to:

- Diversity & Inclusion;
- Human Rights;
- Anti-corruption;
- Green Office and Mobility.



*Sustainalytics rating in 2023



HIGHLIGHTS

KEY STATISTICS¹

28%

REVENUE 2013-2022 CAGR +11.8%

'22/'23 REVENUE GROWTH 11.0%

ADJUSTED EBITDA MARGIN 3.0%

NET INCOME MARGIN

0.6

EPS (€)

-31.8

PFN (€/M)

77.2%

CASH CONVERSION²

16.6%

ROIC³

~1,000

TOTAL EMPLOYEES

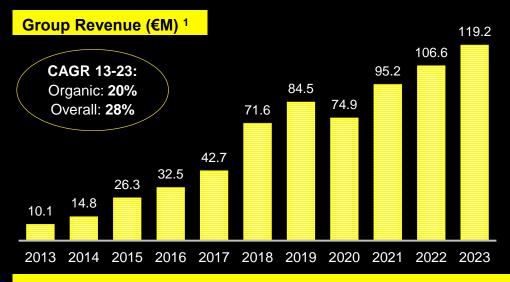
20+

CLIENTS THAT GENERATE >1M€/ YEAR REVENUES WITH ALKEMY ~ 40%

REVENUES GENERATED
OUTSIDE ITALY

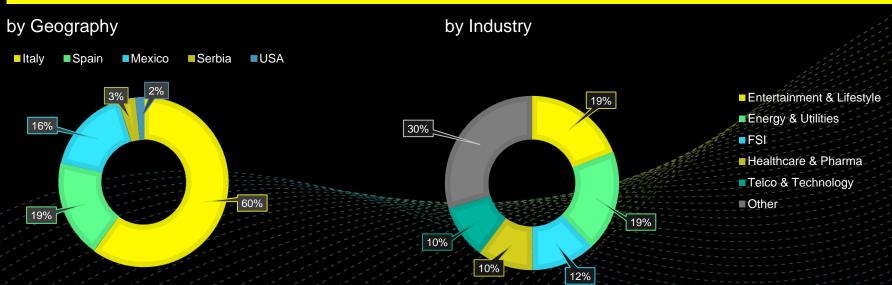


REVENUE GROWTH



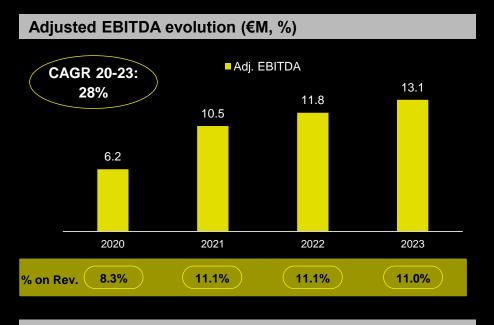
Every 2.1 years Alkemy has doubled its size, with a mix of organic growth (20% CAGR) and M&A (10 deals).

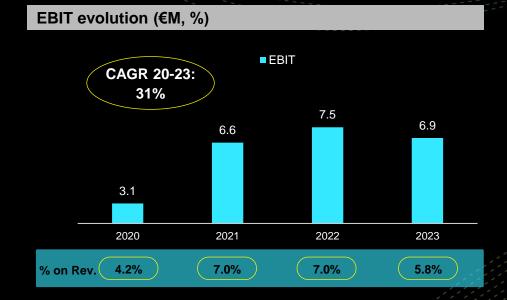
Revenue breakdown¹



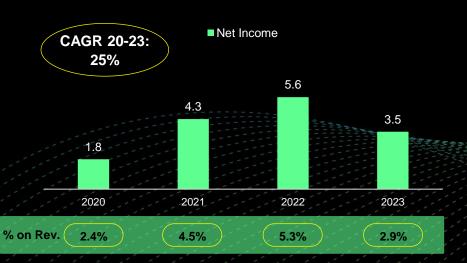
(1) Data as of December 31st, 2023.

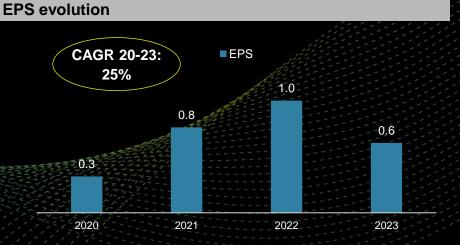
FOCUS ON PROFITABILITY





Net Income evolution (€M, %)

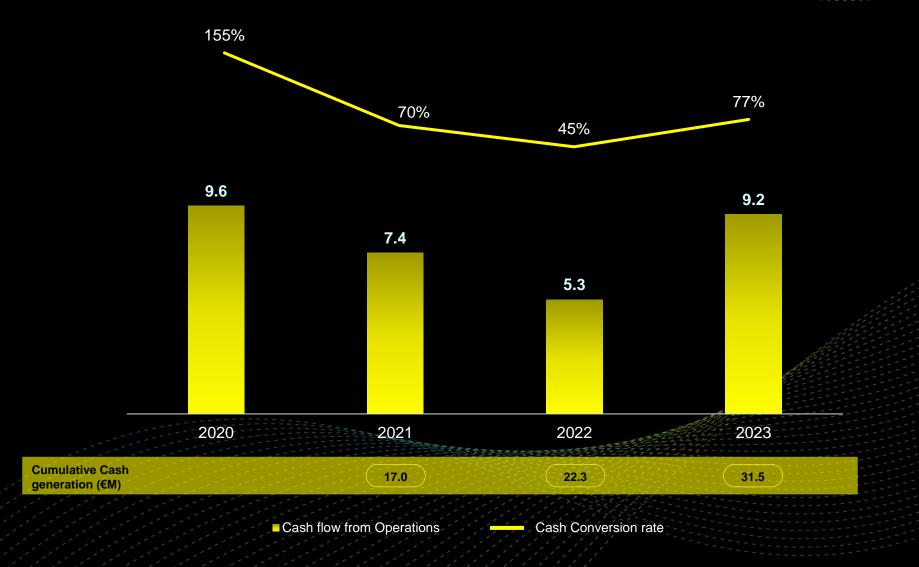






CASH CONVERSION

CASH FLOW FROM OPERATIONS (€M) AND CASH CONVERSION (%)





CASH FLOWS FY 2023

Cash Inflows (+17,4M€)

Initial cash
9.1

Operating cash flow	9.2
Additional debt	5.8
Stock Issuance	-
Other ¹	2.4

Investments	2.0
Debt repayment	6.4
Put options	2.7
Buyback	0.1
Other ²	3.3
	16.

Final cash 12.0

Cash Outflows (-14,5M€)

A CONTSISTENT AND SUCCESSFUL EXTERNAL GROWTH STRATEGY

				Autor States				
	SEOLAB Or Mariner of the Author of the Author	TSC* TALENTS P SOLUTIONS 4 CLOUD	bizup	 munatac	GO ONTWICE	DESIGN GROUP ITALIA	XCC	INNOCY SOLUTIONS
TARGET COMPANY & ACTIVITY	DM	Т	DM	DA	DM	вх	Т	T DA
ACTIVITY	SEM and SEO digital agency	Open source technology player	Content marketing digital agency	Leading Data & analytics company	Top Spanish Digital Agency	Int'l and multi- disciplinary design studio	Salesforce Platinum partner	Spanish tech and data company
M&A YEAR	2013	2015	2016	2018	2018	2019*	2021	2022
EBITDA GROWTH SINCE ACQUISITION ¹	5.0x	1.8x	2.6x	3.5x	1.6x	1.2x	1.3x	n.a.
FULL INTEGRATION YEAR	2018	2018	2020	2022	2022	2023	-	-



A PUBLIC COMPANY LISTED ON EURONEXT STAR MILAN

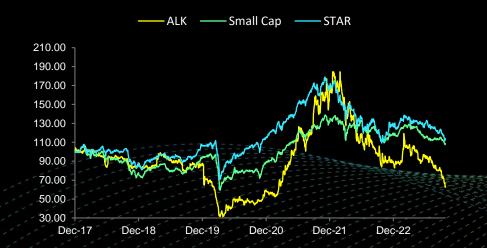
Issuer & Tickers

Alkemy S.p.A. (ALK) | ISIN: IT0005314635
REUTERS ALK.MI | BLOOMBERG ALK.IM

Borsa Italiana, Euronext STAR Milan

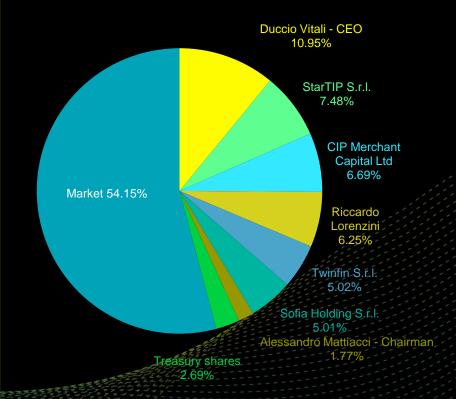
Specialist

Intermonte
Intermonte
Intersa Sanpaolo
Mediobanca



ALKEMY SHAREHOLDING STRUCTURE

As of March 2024







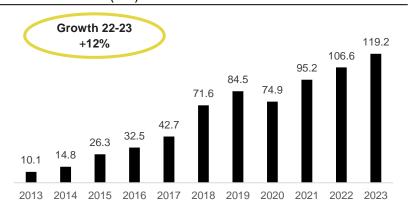
FINANCIAL HIGHLIGHTS

€M	FY 2023	FY 2022	
Turnover	119.2	106.6	> +12% vs. FY 2022, mainly thanks to change in Group perimeter.
Adj. EBITDA	13.1	11.8	> +11% vs. FY 2022. EBITDA Adj. margin flat (11.0%).
EBIT	6.9	7.5	> -8% vs. FY 2022. EBIT, mainly due to higher amortization costs due to investments made in H2 2022. EBIT margin at 5.8%, down from 7.0% in FY 2022.
EBT	4.8	7.1	> -32% vs. FY 2022, due to higher financial charges due to higher financial debt and increased interest rates.
Group Net Income	3.5	5.6	-37% vs. FY 2022
Net Operating Cash Flow	9.2	5.3	> +3.9 €M vs. FY 2022 mainly due to higher non-cash adjustments, deferred income and NWC dynamics.
NFP	-31.8	-34.1	> €M +2.4 since 31 December 2022 mostly due to decrease in put option liabilities and higher cash, that more than offset the higher IFRS 16 financial payable and bank loans.

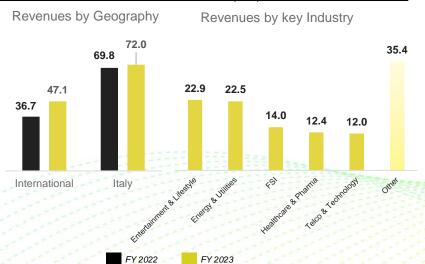


REVENUES

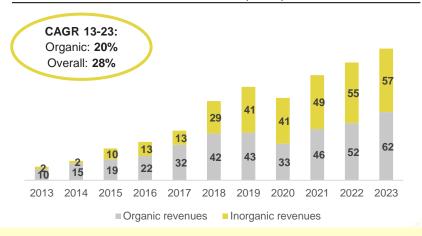
FY REVENUES(€M) – IAS /IFRS



ALKEMY TURNOVER DEEP DIVE (€M)



ALKEMY GROWTH EVOLUTION (€000) — IAS /IFRS(1)

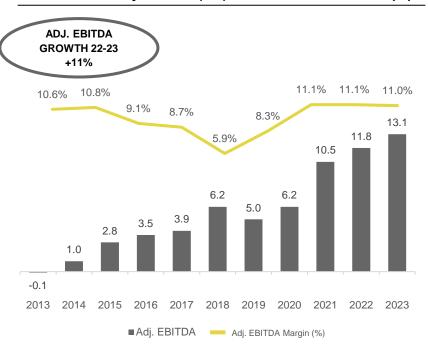


- > FY 2023 **revenues at €M 119.2**, +12% vs. FY 2022 (€M 106.6). The result is due mostly to the Group perimeter change.
- > FY 2023 Italian turnover at €M 72.0, +3% vs. €M 69.8 in FY 2022. The growth is mainly due to the focus on existing clients and Go-to-Market strategy.
- International revenues in FY 2023 at €M 47.1, up by 28% vs. €M 36.7 in FY 2022, mainly due to change in Group perimeter and organic growth across all international subsidiaries.
- Revenues generated by clients in the **Entertainment & Lifestyle** and **Energy & Utilities** are 38% of total turnover, followed by **FSI, Healthcare & Pharma and Telco & Technology** (12%, 10% and 10% of Group turnover respectively).

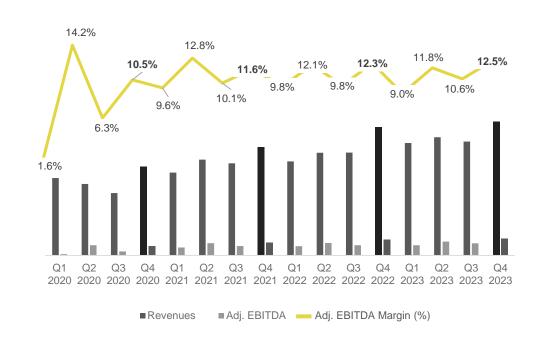


ADJUSTED EBITDA

FY ALKEMY Adj. EBITDA(€M) – IAS/IFRS⁽¹⁾ & MARGIN (%)¹



EBITDA MARGIN - Adj. EBITDA MARGIN (%)



- > **FY 2023 Adj. EBITDA is €M 13.1**, +11% compared to FY 2022 of €M 11.8.
- > EBITDA Adj. Margin¹ is 11.0% in FY 2023, in line with FY 2022.
- > Quarterly flattening trend of the Adj. EBITDA Margin successfully continues.



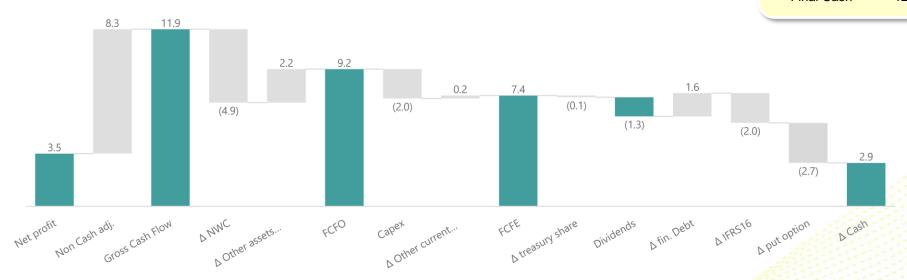
CASH FLOW

FY 2023 Cash Flow generation - (€M)

Initial Cash 9.1 €M

Delta Cash +2.9 €M

Final Cash 12.0 €M

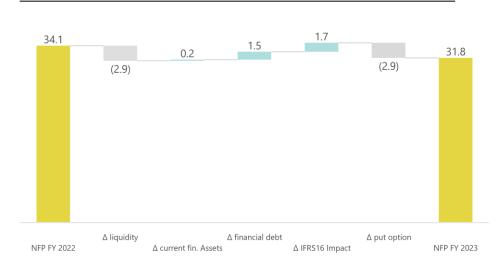


- > FY 2023 Gross Cash Flow at €M 11.9, +3% YoY thanks to higher non-cash adjustments.
- > FCFO at €M 9.2, equal to 70% of Adj. EBITDA, +75% compared to FY 2022.
- > Capex -22% compared to FY 2022 and equal to 2% of revenues.
- > Change in cash over 2023 is €M +2.9,.



NET FINANCIAL POSITION

Net Financial Position Bridge FY 2023 (€M)

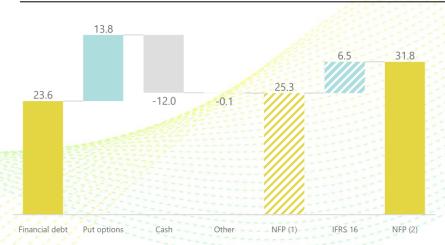


- Gross debt is composed by €M 23.6 of financial debt (of which €M 12.0 LT, €M 11.6 ST), €M 13.8 put options liabilities deriving from M&A (of which €M 4.2 ST) and €M 6.5 IFRS 16 financial leases.
- > FY 2023 NFP (1) ex IFRS16 is €M 25.3.
- FY 2023 cash and equivalents is €M 12.0.

Net Financial Position NFP (2) at December 31st 2023 increased by €M 2.4 compared to €M -34.1 at December 31st, 2022.

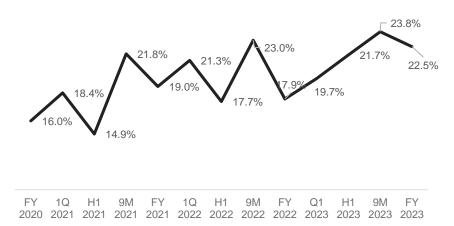
Variation is mainly due to: (i) decrease in put option liabilities (€M 2.9), (ii) increase in bank loans (€M -1.5), (iii) IFRS 16 impact (€M -1.7), (iv) increase in liquidity on bank accounts (€M 2.9).

Net Financial Position Breakdown FY 2023 (€M)



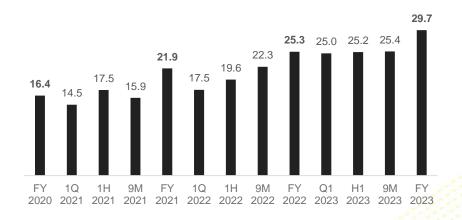
NET TRADE WORKING CAPITAL

Net Trade Working Capital over Last 12 Months' Revenues (%)



- > FY 2023 Net Trade Working capital is 17% higher than FY 2022.
- > Cash absorption from Net Trade Working Capital decrease (€M -4.9 million compared to €M -1.6 in FY 2022), due to payables and receivables dynamics.
- FY 2023 DSO at 119, flat vs. FY 2022; FY 2023 DPO -6% vs. FY 2022.

Net Trade Working Capital (€M)



Cash Conversion Cycle Details (days)





A SOLID CORPORATE GOVERNANCE

BOARD OF DIRECTORS

Chairman Alessandro Mattiacci

Chief Executive Officer Duccio Vitali

Director Riccardo Lorenzini

Director Massimo Canturi

Independent Director Giulia Bianchi Frangipane

Independent Director Ada Villa

Independent Director Serenella Sala

BOARD OF STATUTORY AUDITORS

Chairman Gabriele Gualeni

Standing Auditor Mauro Dario Bontempelli

Standing Auditor Daniela Bruno

Alternate Auditor Marco Garrone

Alternate Auditor Mara Sartori



FY 2023 P&L

IAS/IFRS

Consolidated Profit & Loss

Profit and Loss (€000) - IAS/IFRS	FY 2022	FY 2023
Revenues	106,574	119,158
Service costs, consum. & goods	(49,440)	(52,567)
- of which non-recurrent	(293)	(39)
Personnel	(46,065)	(54,674)
- of which non-recurrent	(459)	(1,187)
Adj. EBITDA	11,821	13,143
% Revenues	11.1%	11.0%
EBITDA	11,069	11,917
% Revenues	10.4%	10.0%
D&A	(3,226)	(4,189)
Bad debts/ claims/ provisions	(337)	(839)
EBIT	7,506	6,889
% Revenues	7.0%	5.8%
Financial charges	(408)	(2,050)
EBT	7,098	4,839
Taxes	(1,484)	(1,304)
% Tax rate	21.1%	26.9%
Net Profit (Loss)	5,614	3,535
% Revenues	5.3%	3.0%
o/w Minorities	31	72
o/w Group Net Profit (Loss)	5,583	3,463

- > FY 2023 Revenues at €M 119.2, up by 12% compared to €M 106.6 of FY 2022. The increase is mostly related to the change in the Group perimeter. Italian revenues up by 3% YoY, due to the focus on the existing client base. Foreign turnover up by 28%, mainly thanks to the inclusion of InnoCV in the Group perimeter paired with organic growth of all foreign subsidiaries.
- Adj. Operative costs increased (89% of total revenues, flat compared to FY 2022). Services costs increased by 6% YoY, but reduced the impact on revenues by 2.3 pps. Personnel costs increased incidence on revenues by 2.7 pps compared to FY 2022, due to the higher average FTE for the period (from 809 in 2022 to 936 in 2023), due also to the Group perimeter change.
- > FY 2023 Adj. EBITDA at €M 13.1 +11% compared to €M 11.8 in FY 2022, with Adj. EBITDA margin in line with FY 2022 (Adj. EBITDA margin at 11.0%).
- > FY 2023 EBIT is equal to €M 6.9 -8% compared to €M 7.5 in FY 2022, mostly due to higher D&A linked to investments made in H2 2022, and to higher non-recurrent costs mostly related to personnel. EBIT margin at 5.8%.
- > FY 2023 EBT at €M 4.8, -32% compared to €M 7.1 in FY 2022, mostly due to higher financial charges due to increased financial debts and higher interest rates.
- Group Net Profit is €M 3.5 -37% vs €M 5.6 in FY 2022.



FY 2023 BALANCE SHEET

IAS/IFRS

Consolidated Balance Sheet

Balance Sheet (€000) - IAS/IFRS	FY 2022	FY 2023
Tangible assets	2,209	1,939
Intangible assets	6,567	8,353
o/w rights of use (IFRS16)	4,633	6,274
Goodwill	54,868	54,871
Financial assets	3,066	2,363
Fixed Assets	66,710	67,526
Inventories	-	-
Trade Receivables	41,541	45,929
Trade Payables	(16,217)	(16,196)
Net Trade Working Capital	25,324	29,733
Other Current Assets	4,076	4,728
Other Current Liabilities	(13,032)	(16,042)
Employees' leaving entitlement	(5,543)	(6,477)
Total Capital Invested	77,535	79,468
Total Equity	43,406	47,716
o/w Group Equity	43,007	47,243
o/w Minorities	399	473
Cash & current financial assets	(9,406)	(12,136)
Bank Debts	22,104	23,627
Put Option Liabilities	16,661	13,755
Net Financial Position ex-IFRS 16	29,359	25,246
Other Financial Debts (IFRS16)	4,770	6,506
Net Debt (Cash)	34,129	31,752
Total Funds	77,535	79,468

- Total Capital Invested at €M 79.5 (€M 77.5 in FY 2022) consisted of approx. € 29.7 million of **Net Trade Working Capital** (€M 25.3 FY 2022), €M 67.5 of fixed assets (€M 66.7 FY 2022) of which €M 54.9 of **Goodwill** (€M 54.9 in FY 2022) and €M 6.3 of IFRS 16 rights of use (€M 4.6 in FY 2022).
- > Shareholders' equity increased in the period by €M 4.3 since 31 Dec. 2022 (+10%), mainly due to the positive result of the period (€M +3.5).
- Net Financial Position at December 31st, 2023, negative by €M 31.8 (ante-IFRS 16 at €M -25.3) increasing by €M +2.4 compared to FY 2022. The variation is mainly due to: (i) IFRS 16 impact (- €M 1.7); (ii) increase in bank loans (€M -1.5); (iii) decrease of current financial assets (€M -0.2); (iv) decrease in put options liabilities and earn-out linked to acquisitions (€M +2.9); (iv) increase in cash and cash equivalents (€M +2.9).



FY 2023 CASH FLOW GENERATION

IAS/IFRS

Consolidated Cash Flow

Cash Flow Statement (€000) - IAS/IFRS	FY 2022	FY 2023
Net Profit (Loss)	5,614	3,535
Adjustments (cash tax, interest and other)	1,892	3,354
Non-cash items	4,081	4,994
Gross Cash Flow	11,587	11,883
Change in trade receivables	-	-
Change in trade payables	(3,642)	(5,001)
Total change in NTWC	2,046	76
Total change in other asset/liabilities	(1,596)	(4,925)
Operating Cash Flow	(4,723)	2,247
Capex	5,268	9,205
Other non-current assets	(2,542)	(1,977)
Free Cash Flow before Acquisition	1,737	208
Acquisitions	4,463	7,436
Free Cash Flow	(4,361)	-
Change in treasury shares	102	7,436
Dividends to minorities	(435)	(120)
Change in bank & fin. Debts	(613)	(1,283)
IFRS 16 effect	4,050	1,560
Changes in Equity	(1,714)	(1,993)
Changes on other financial assets	-	-
Change in put/options	-	-
Change in Cash	(2,733)	(2,686)
	(1,343)	2,914
Initial Cash	10,458	9,115
Final Cash	9,115	12,029

- FY 2023 **Gross Cash Flow** at **€M 11.9**, compared to **€M** 11.6 in FY 2022. The increase is mostly due to non-cash adjustments.
- > FY 2023 **Operating cash flow** at **€M 9.2** compared to **€**M 5.3 of FY 2022. The increase of **€**M 3.9 is mainly related to higher non-cash adjustments, higher deferred income and Net Working Capital dynamics.
- Ordinary Capex of the period is €M 2.0 compared to €M 2.5 of FY 2022. FY 2023 Free Cash Flow before Acquisitions is equal to €M 7.4, increasing vs. €M 4.5 in FY 2022.
- > FY 2023 Free Cash Flow is €M 7.4, compared to €M 0.1 in FY 2022.
- Total change in cash for the period was €M +2.9 compared to -€M 1.3 in FY 2022.

DISCLAIMER

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