

# AnyTech365

Investor Presentation  
Q3 2022

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# Introduction

# Overview of AnyTech365



## Business Model

### Business Overview

The company offers **subscription-based Technical Support as Service ("TSaaS")** covering everything from IoT home devices to PC and software related issues. **Customers are acquired entirely through in-bound calls generated through partnerships with large tech vendors** who refer their customers to the company. After solving the callers' IT challenge, **21%** of these are then turned into a subscriber with an **average lifetime of 47 months (incl. Retention)**. The company shares the first order revenue with partners turning vendor support from cost center to revenue generator.



## Attractive Market

### Why TSaaS

- **IT devices and software** bought for the home are getting **more complex while IT is becoming increasingly vital for society**. Internet banking and the massive amounts of sensitive data online makes cybersecurity a bigger concern. These trends create **a market for a one-stop-source that can secure the consumer and ease everyday life when tech issues occur**.
- To ensure customers are receiving reliable and trusted support services as well as ensuring customer privacy, we pay great attention on governance and compliance with a dedicated in-house governance and compliance team.



## Profitable Growth Path

### The company was established on a great foundation

- The company is **now ready to scale and further improve profitability**.
- In 2022, we commenced roll-out of a new partnership arrangement with Media Markt which will see 107 stores in Spain staffed with AnyTech365 personnel providing in-store technical support with up-selling of TSaaS with an annual targeted revenue of EU30m once completed.
- AnyTech365 is poised to enter into contracts with Media Markt subsidiaries in Italy as well as Germany, Austria and Switzerland for targeted operations by 2023 and 2024 respectively.

## General Information

- Company: Anteco Systems operating under the trade name AnyTech365
- Established: 2015
- HQ: Spain
- Number of FTEs: 440
- Listed as Financial Times Fast Growing SMB from 2019 to 2022
- Ownership: Privately held
- Compliance certified by AppEsteem
- In-house Governance Officer with established Code of Conduct, GDPR compliance and Privacy Policy
- ISO 9001 and 14001 Certified
- Strong Management Team
- Subsidiary Panorama9's IntelliGuard product has patented Real-Time device administration, monitoring and security technology
- Legacy business is robust with annual revenue

# Management team of extremely dedicated individuals



**Janus Nielsen**

**Founder & Chief Executive Officer**

Danish IT entrepreneur with more than 20 years of experience in the IT Consumer & Security industry. Apart from Janus' own companies, he has strong sector relevant skills gained from positions at Corel Software and Computer Associates.



**Georgi Medzhidiliev**

**Chief Compliance Officer**

Georgi is chief of the Compliance Department. We have 20+ compliance officers and Georgi is steering all the language regions with dedicated native speaking officers. Georgi is Bulgarian and has a background in tech industry.



**Thomas Niedermair**

**Chief Technology Officer**

German native. Lived on both sides of the Atlantic before settling in Spain and started working at AnyTech365. He is running a team of 30+ IT experts to make sure our IT backbone remains state of the art.



**Tero Turunen**

**Executive Chairman**

Tero is a pioneer in mobile internet and mobile content & service platform space. He has made several successful exits e.g., Swisscom and THQ Inc. Tero is a 2-time Olympian and World Champion skier.



**Diego d'Ambra**

**Chief Product Officer**

Diego is the former chief architect of and co-founder of Softcom Solution and SoftScan. He's an entrepreneur at heart, and he has worked in IT for more than 30 years as a developer and chief architect on numerous projects.



**Allan Thorvaldsen**

**Chief Strategy Officer**

25+ years experience in IT industries. He co-founded SoftCom Solutions, and SoftScan, which he sold to Symantec in 2009. He is also the co-founder of Panorama9 which was merged into AnyTech365 in April 2019.



**Miguel Casales**

**Chief Financial Officer**

Miguel has a background from the accounting vertical, online sales sector with a strong knowledge within subscription business, corporate tax, valuation methods and revenue recognition.



**Eric Bertin**

**Chief Operating Officer**

Strong background in sales with core expertise in managing sales teams. Eric is in charge of all region-specific sales teams and manages all sales planning, controlling and reporting for internal and external purposes.



# AnyTech365 Key Performance Indicators



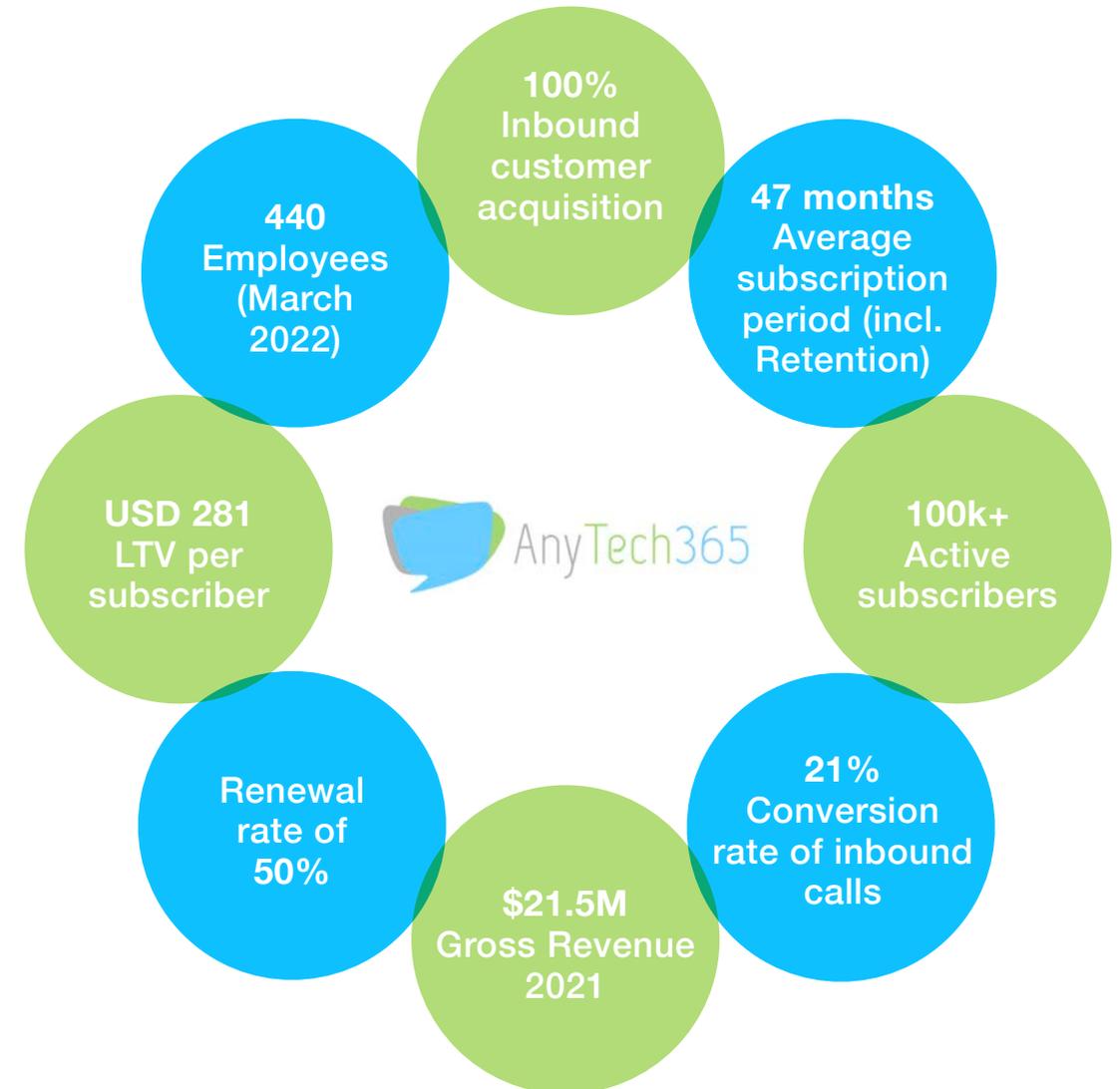
*AppEsteem compliance certification as only European IT Support company*



*#1 IT Support Company on TrustPilot with a TrustScore of 9.6*

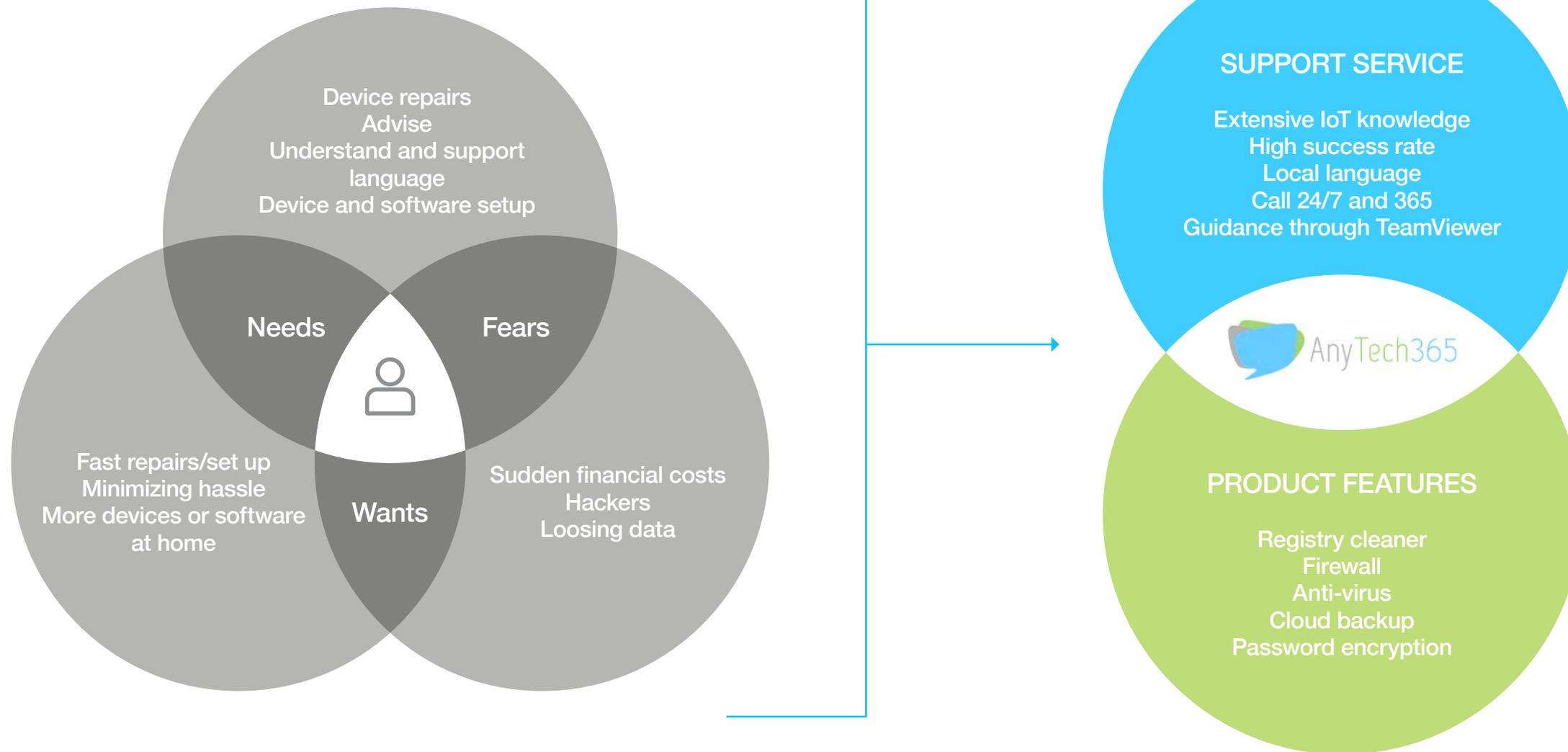


*One of the fastest growing tech companies in Spain  
as listed in FT in 2019, 2020 and 2021*



# Products & Services

# Customers get a one-point solution for IT & IoT support and cybersecurity



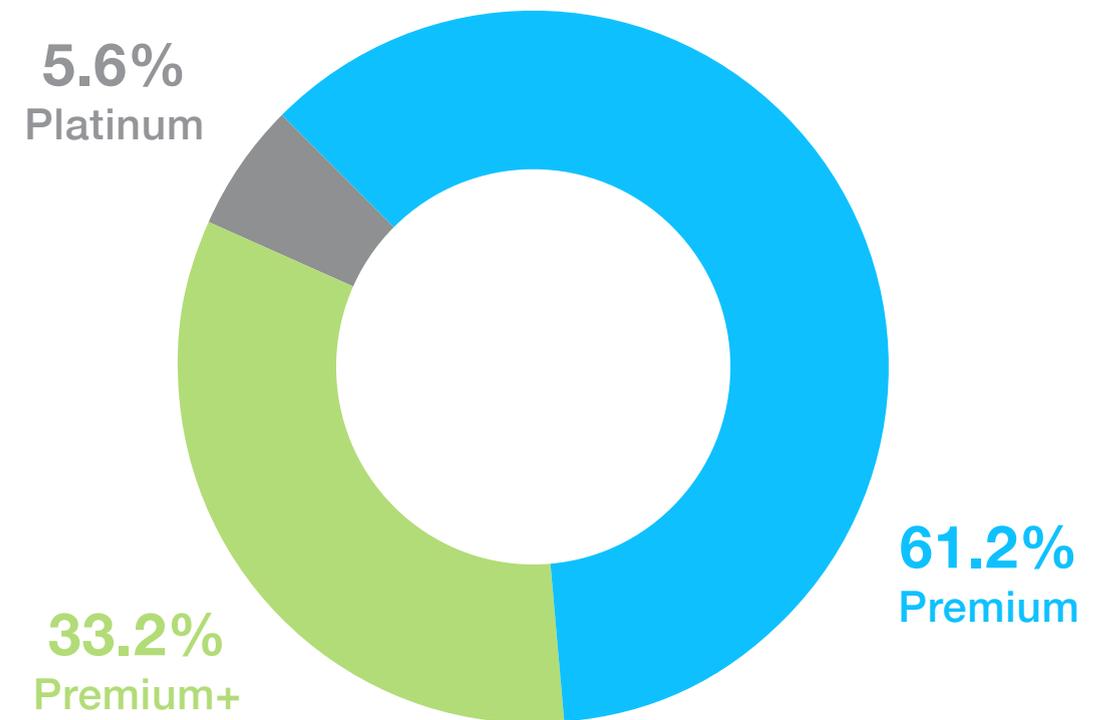
# AnyTech365 offers a technical support package for every need



AT365 offers 3 technical support packages

New subscribers split on product types

★ <b>Premium</b>  Cheapest offering with all basic features.	★★ <b>Premium+</b>  Mid-class offering with some additional advantages in support flexibility and security features.	★★★ <b>Platinum</b>  First class offering with immediate support 365 days a year and all security features included.
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# Customers choose between 3 main subscription packages



Subscription	Premium	Premium+	Platinum
<b>First order pricing</b>			
6 months prepaid	EUR 249    EUR 41.5/month	EUR 299    EUR 49.8/month	EUR 349    EUR 58.2/month
15 months prepaid	EUR 399    EUR 26.6/month	EUR 499    EUR 33.3/month	EUR 599    EUR 39.9/month
36 months prepaid	EUR 549    EUR 15.3/month	EUR 600    EUR 16.7/month	EUR 849    EUR 23.6/month
60 months prepaid	EUR 699    EUR 11.7/month	EUR 899    EUR 15.0/month	EUR 1099    EUR 18.3/month

# Most compliant IT company within industry

## Compliance team ensures consumer protection and regulatory compliance

All interactions are reviewed and evaluated by a Compliance Officer and conversation intelligence technology based on a pre-defined compliance framework built upon certification requirements.

## Compliance score is a KPI

Sales agents are compensated based on their compliance score according to a bonus-malus scoring system that matters for their continuous employment.



## Best ratings among all competitors

AnyTech365 has the highest Trust Score\* among all IT supporters and is the first AppEsteem\*\* certified IT supporter in Europe.

## No (paid) single fixes of customer issues

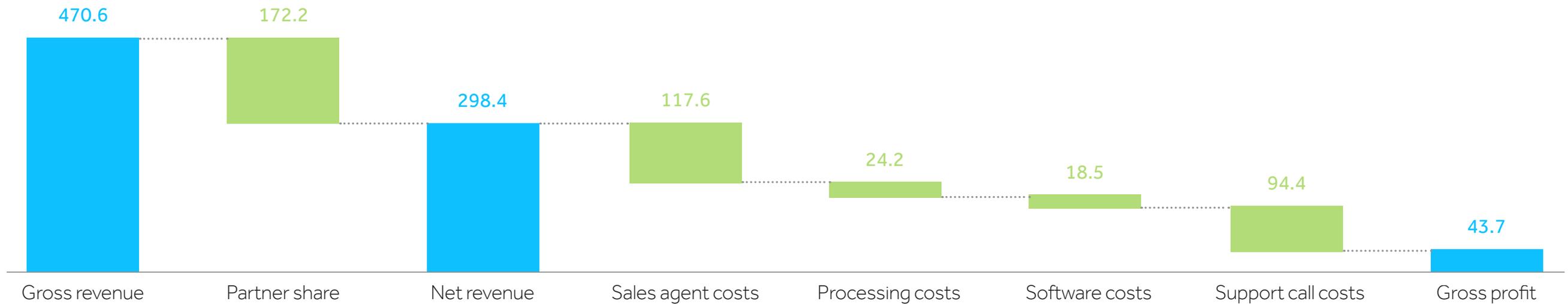
AnyTech365 only offers subscription plans that are driven by ethical business practices.

\*As rated by leading consumer review website Trustpilot

\*\*AppEsteem is a compliance regulator with industry-wide impact and strict certification requirements: <https://customer.appesteem.com/home/checklist>

# Profit contribution from an average new subscription contract

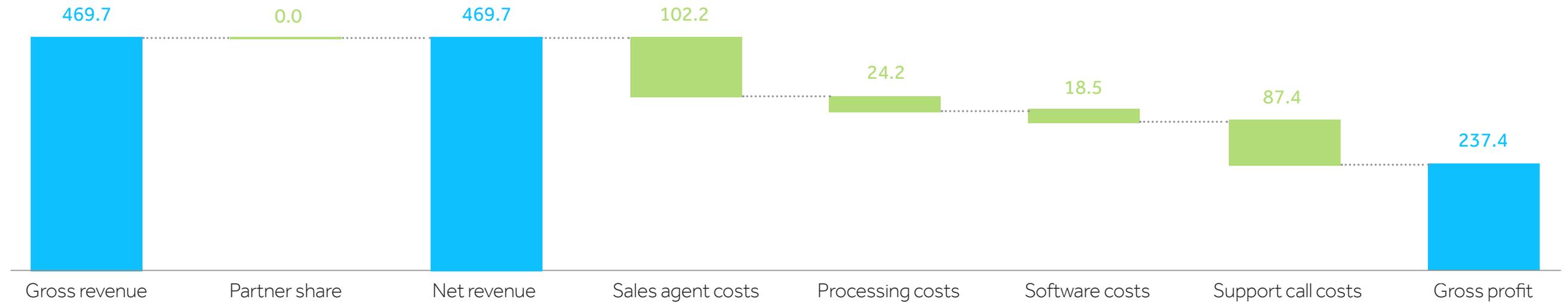
Profit contribution from an average new subscription contract (USD)



Notes: \*Based on 65% non-deferred revenue

# Profit contribution from an average renewal subscription contract

Profit contribution from an average renewal subscription contract (USD)

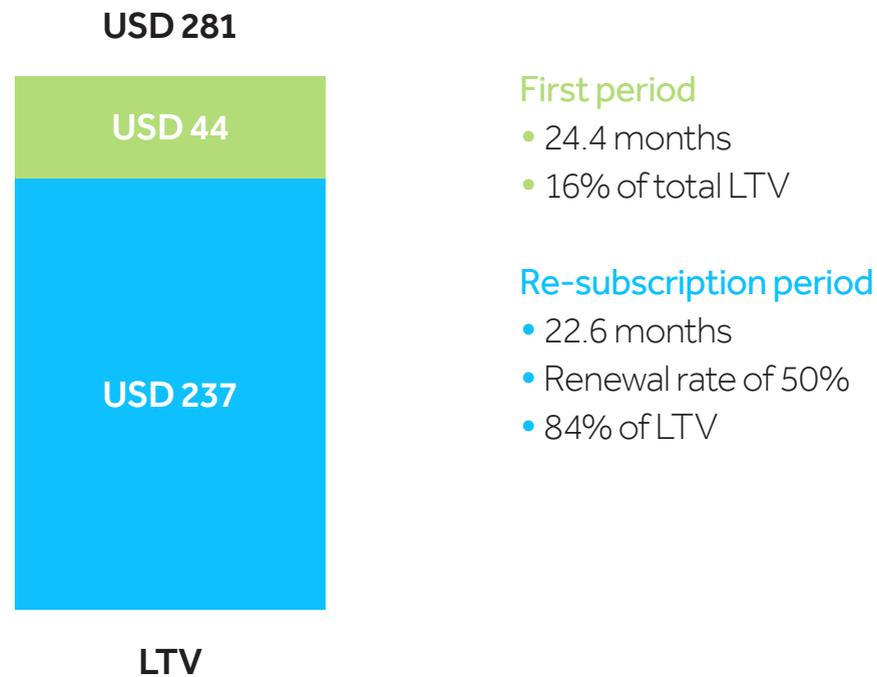


Notes: \*Based on 65% non-deferred revenue

# Average Lifetime Value of USD 281 per customer



An average customer generates USD 281 during the average subscription period of 47 months (including Retention period)



Renewal subscription plans drive profits in the future as they contribute **84% of the life-time-value** of a customer

- Re-subscriptions are **not subject for revenue share** with partners and is the main reason for the high profit contribution.
- Renewing customers have only been part of the business model in approx. one year, and thus:
  - Expectation of much higher profit margins in the future
  - Possible to improve the renewal strategy further with automatic renewal strategies and a specialized renewal team

An average customer is a subscriber for two consecutive subscription periods corresponding to 47 months.

# Proactive Threat Prevention Powered by Artificial Intelligence



AnyTech365 - IntelliGuard

## DEVICE STATUS

THIS COMPUTER

LT1936	Microsoft Windows 10 Pro for Workstations	ASUS	ZenBook UX431FLC_UX431FL
Running and up-to-date	Patch management	All applications are updated	
Protecting computer	Hardware	CPU load acceptable Free disk space No hardware failures	

### TASKS PERFORMED (LAST 7 DAYS)

Mar 18, 2021 9:16 AM	Patched applications: Firefox
Mar 16, 2021 6:00 PM	Reboot of computer.
Mar 16, 2021 5:11 PM	Reboot of computer.
Mar 16, 2021 5:01 PM	Reboot of computer.

**25%** CPU Usage

**53%** Memory usage

- AI-powered AnyTech365 IntelliGuard threat prevention tool enables smart and secure network and device monitoring. This is the product developed jointly by Panorama9 and AnyTech365, after the acquisition of Panorama9.
- Features: patch management, network discovery, secure remote control, user reports.
- Protects unlimited number of Internet-connected devices (IoT)
- Offered for FREE to all incoming leads.

# Market Outlook

## Consumers become more aware of security

Cybersecurity market (EUR bn)



## Home network infrastructure are becoming more complex

### Multiple Devices

- Tablets
- Computers
- Smartphones
- Wearables
- Home devices
- Smart TV

### Multiple Software

- Media & game
- Financial
- Information
- Communication
- Education
- Security

### Synchronizing products

- Need for various software to connect with other software on several devices

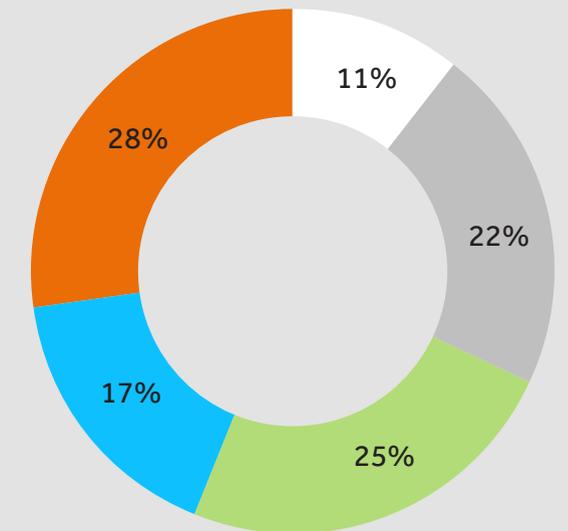
### Utilizing Everything

- Making use of all home devices, unlock full potential of devices and still avoiding redundancies

## Subscription economy is increasing

Subscription revenue growth (in billion units, 2018)

- Corporate services
- Telecom
- SaaS
- Media
- IoT



**89%**

Subscribing to **at least one subscription service**

**130** EUR

**Monthly average household spend** on subscriptions in Europe

**5%**

**Of total household consumption** in Europe is spend on subscriptions

## Competition drives margins down and support is a cost

*Vendors are obliged to offer technical support which is associated with costs*

- **Support is time consuming** and typically not considered value adding for vendors.
- **Margins** are already **under pressure** for many hardware retailers.
- **Vendors** make careful online support guides to **avoid calls**.

## Customer issues are complex and non-vendor related

*Vendors are typically specialized within own products*

### How organizations can improve the product experience:

51%

Technical help or assistance

28%

24/7 accessibility and response

27%

User instruction and training

10%

Updating product documentation

9%

Multi-channel engagement

## Customer centricity is essential

*86% of customer would pay more for products that provides them a better service*

### Current vendor tech support

- Often non-centric chat-bot or online-manual experience
- Obligated to help, not actively seeking to help
- Technical support is not the sole focus and support areas are limited
- Often availability is limited

# Forward Looking Strategy

## About Media Markt

- The company was founded in 1979 and today is Europe's largest electronic retailer with more than 1000 stores in 13 countries. Company's annual revenue is approximately USD 23 billion.

## AnyTech365 and Media Markt Spain

- In December 2021, AnyTech365 entered into a 4-year partnership agreement with Media Markt Saturn Administración España, S.A.U ("MM") whereby AT would position 2 technical personnel at each of MM's 106 stores in Spain to provide on-site technical support to customers. In return AnyTech365 would be able to upsell its TSaaS services. Similar to other partnership arrangements, MM shall receive 40% rev share for each new subscription with no revenue shared when the customer renews their subscription.
- Once completed and rolled-out to all 107 stores, this arrangement is expected to generate revenue of ~EU31m annually. We believe this is a conservative forecast as it has only taken into consideration new sign-ups i.e., does not take into consideration renewals and other programs that MM plans to deploy in the near future.

## Media Markt Europe

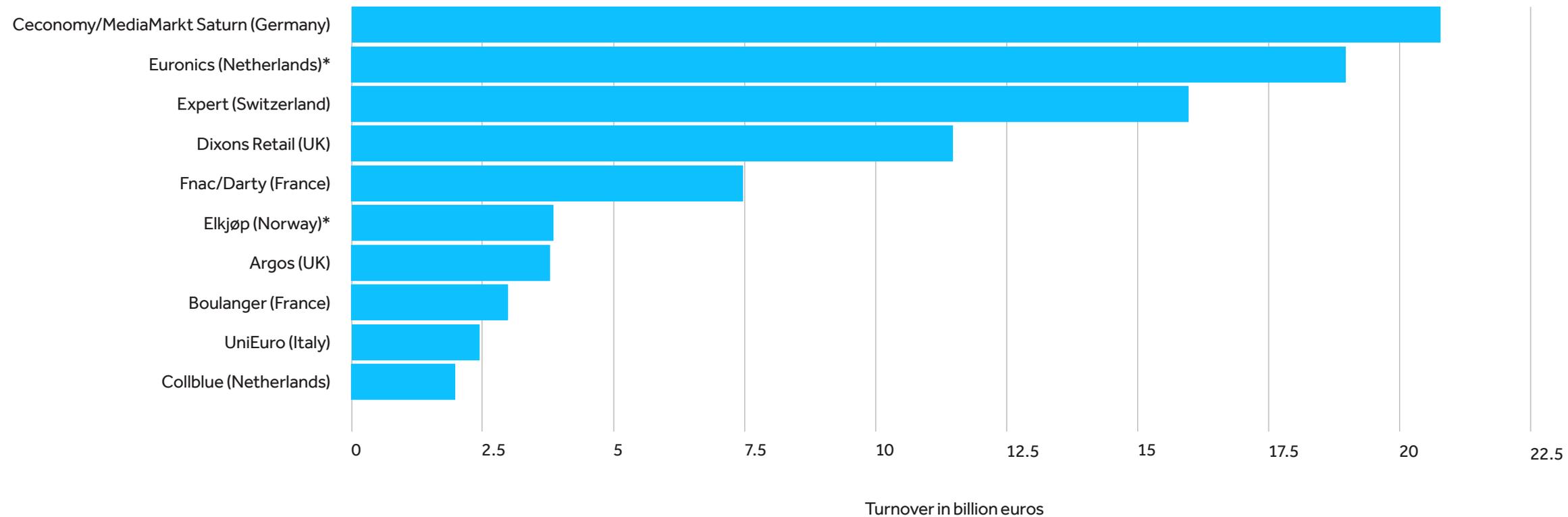
- AnyTech365 is currently under contract negotiations with MM for a similar arrangement for its 113 stores in Italy with a target roll-out to commence by January 2023.
- MM Management has also expressed interest in expanding this business model to Germany, Switzerland and Austria which has approx. 347 stores by 2024.

## Potential for AnyTech365

- TAM (Total Addressable Market): Services based revenue of Media Markt's total annual revenue base is 5.2% (USD 1.2 billion).
- Of that we aim for 25% i.e., USD 300 million annual revenue for all MM markets (Spain: USD 30m, Italy: USD 33m, Germany: USD 85m, rest of EU: USD 152m); subject to contracts per country to be achieved.

# Media Markt is the market leader in Europe, Operating in 13 countries

Leading consumer electronics retailers in Europe in 2020, based on turnover (in billion euros)



Source: Retail-index  
© Statista 2022

# Future profitability | Expanding our partnership with Media Markt



## Use the successful model of BestBuy Inc and GeekSquad from the US market, and make it even better for Europe

### There is currently more demand than we can supply

Media Markt is our key retail partner to grow the business in 2022 and onwards. Media Markt is the biggest electronics supplier in Europe. Our contract with them allows us to have multiple campaign formats for their new and old customers. This is similar to the model GeekSquad deploys with BestBuy Inc in the US market. Media Markt management is supportive of this partnership as they strongly believe in a services-based revenue streams. We have listed below potential campaigns and typically these campaigns are based on leads generation by Media Markt to AnyTech365's Remote Support teams. We convert the generated leads into our paying subscribers and share the revenue partially with Media Markt.

List of potential campaign formats / models:

- In-store campaigns with 2 of our own salespersons 5 days per week promoting
- AnyTech365 subscriptions
- Software activations and installations
- Hardware repairs in-store, lead generation to Remote support
- New customer registrations (all Media Markt sales)
- Smartphone / tables / computer setup
- Mobile operator subscription sales at Media Markt supported by tech support subscription
- Online Sales via their own online channels
- Club member / Newsletter promotions
- Device & gadget insurance & warranty sales with tech support option

The biggest focus is currently on Spain. Next phase is the additional EU territories where they operate, they have 13 countries in total. Which brings a total potential annual revenue base close to USD 300 million for our services. We have forecast data to support these numbers, based on the pilot projects we have done with them in 2021, with validated KPIs and financial modelling.

