

# Columbus Capital Markets Day

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Towards Growth



This presentation and related comments contain forward-looking statements. Such statements are subject to many uncertainties and risks, as various factors of which several are beyond Columbus A/S' control, may cause that the actual development and results differ materially from the expectations

# Welcome to Columbus' Capital Markets Day



## AGENDA

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- Welcome & Introduction
- Highlights of 2015
- Sealing Columbus15
- Presentation of Columbus2020
- Short-term & long-term guidance
- Questions

# Highlights 2015

## Revenue

28% growth

amounting to DKK 1,123m

## EBITDA\*

29% growth

amounting to DKK 105.2m

## Net result after taxes

24%

increased to DKK 65.3m

## Columbus Software

57% growth

in revenue

## Consultancy Revenue

20% growth

## Customer work

55%

chargeable work

## Industry Solutions

78%

of total revenue

## Global Delivery Center

17%

increase in customer deliveries

## Acquisitions

InterDyn BMI

MW data

MW Solutions

Sherwood Systems

# Sealing Columbus15

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We reached important milestones



# Sealing Columbus15

## Columbus15<sup>®</sup>

Focus on creating a profitable  
consultancy based on own  
Software and Services

Extend Industry Leadership

Sell More Own Software

Global Delivery Model

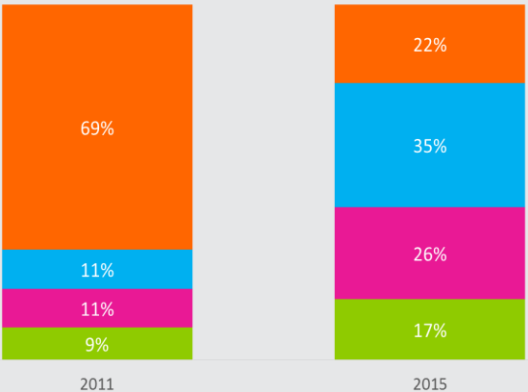
Improve Service Profit

Geographic Focus

# Sealing Columbus15

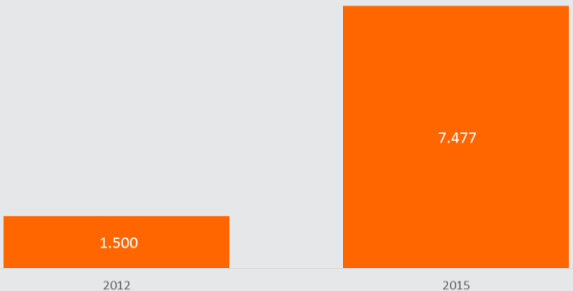
## Extend industry leadership

■ Food ■ Retail ■ Manufacturing ■ Other



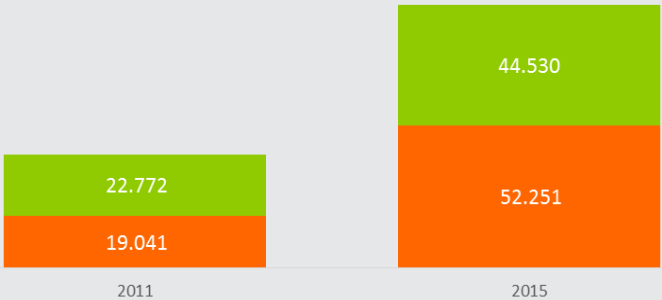
## Global delivery center

■ Global Delivery Days

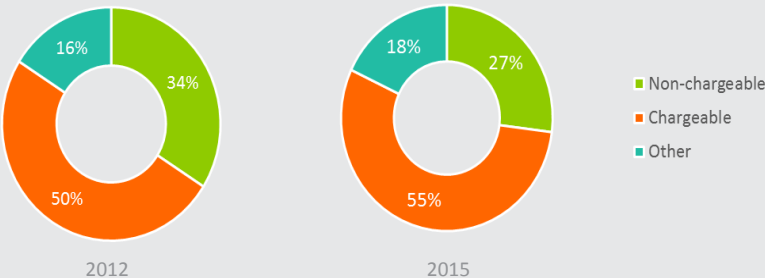


## Columbus Software

■ Columbus Software licenses ■ Columbus Software subscriptions



## Improve services profit



# Columbus2020

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The journey towards growth



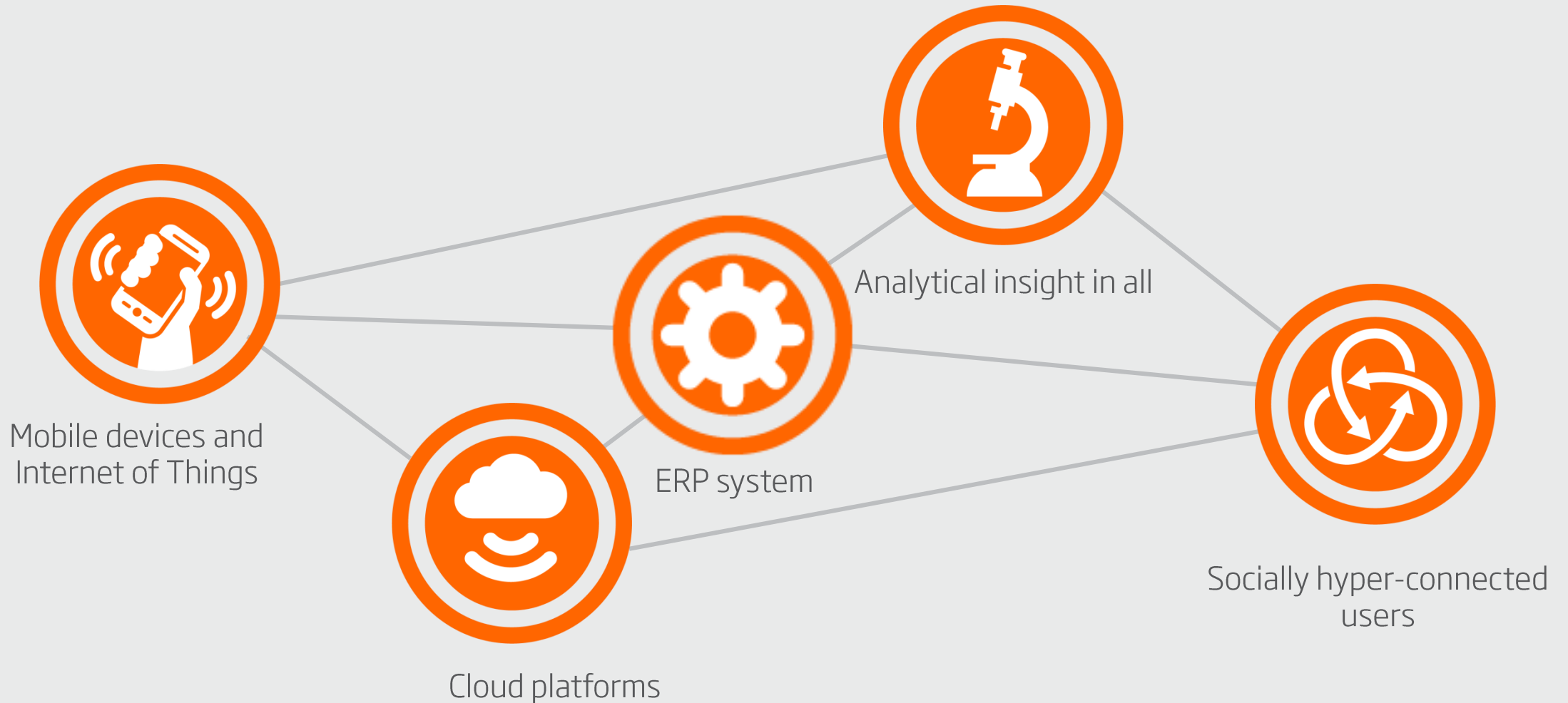
# Columbus2020 towards growth

**Columbus®** | 2020

# Mega trends are accelerating change

- Global trends drive spending in digital business solutions
- More **complex business** processes
- Need for improved **customer experiences** to create better customer relations
- **Compliance management** and **risk management** are becoming major obligations
- High demands to excel in **change management**
- **Mergers, acquisitions** and **selling businesses** increase demand for **secure, sustainable and transparent** operations
- Urge to improve **efficiency and manage cost**

# ERP is the cornerstone in digital transformation



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# Social engagement strategy



# Customer Success



## Customer Success; Taking care of customers for life

- Create the ultimate customer experience
- Increase customer satisfaction and loyalty
- Build long and close relations to our customers

"We strive to keep our customers for life by providing the best customer experience and high quality when engaging with Columbus"



# Digital Leadership



## Digital Leadership; Accelerate business innovation

- Develop new products and services that increase the value of ERP investments
- Extend beyond ERP using cloud, big data, IoT and mobile technologies



"We help our customers accelerate business innovation by maximizing the value realization of ERP and by leading them in the digital business transformation".

# Our People



## Our People; Attract, develop & retain the best people

- Foster a customer success culture
- Achieve global Performance Excellence
- Create a learning organization

"We provide challenging career opportunities, attractive working conditions and professional and personal development for Our People".



# Process Excellence



## Process Excellence; Quality in everything we do

- Supreme consulting and mitigating implementation risk at the right cost
- World-class sales and marketing organization that creates the ultimate customer experience



"We strive to improve operations and best practices in order to achieve global sales excellence and deliver high quality services to our customers".

# Columbus® | 2020



# Financial Value Drivers

## 1 High productivity in the services business

High earnings potential in the services business by continuing to optimize deliveries, minimize risk and control costs

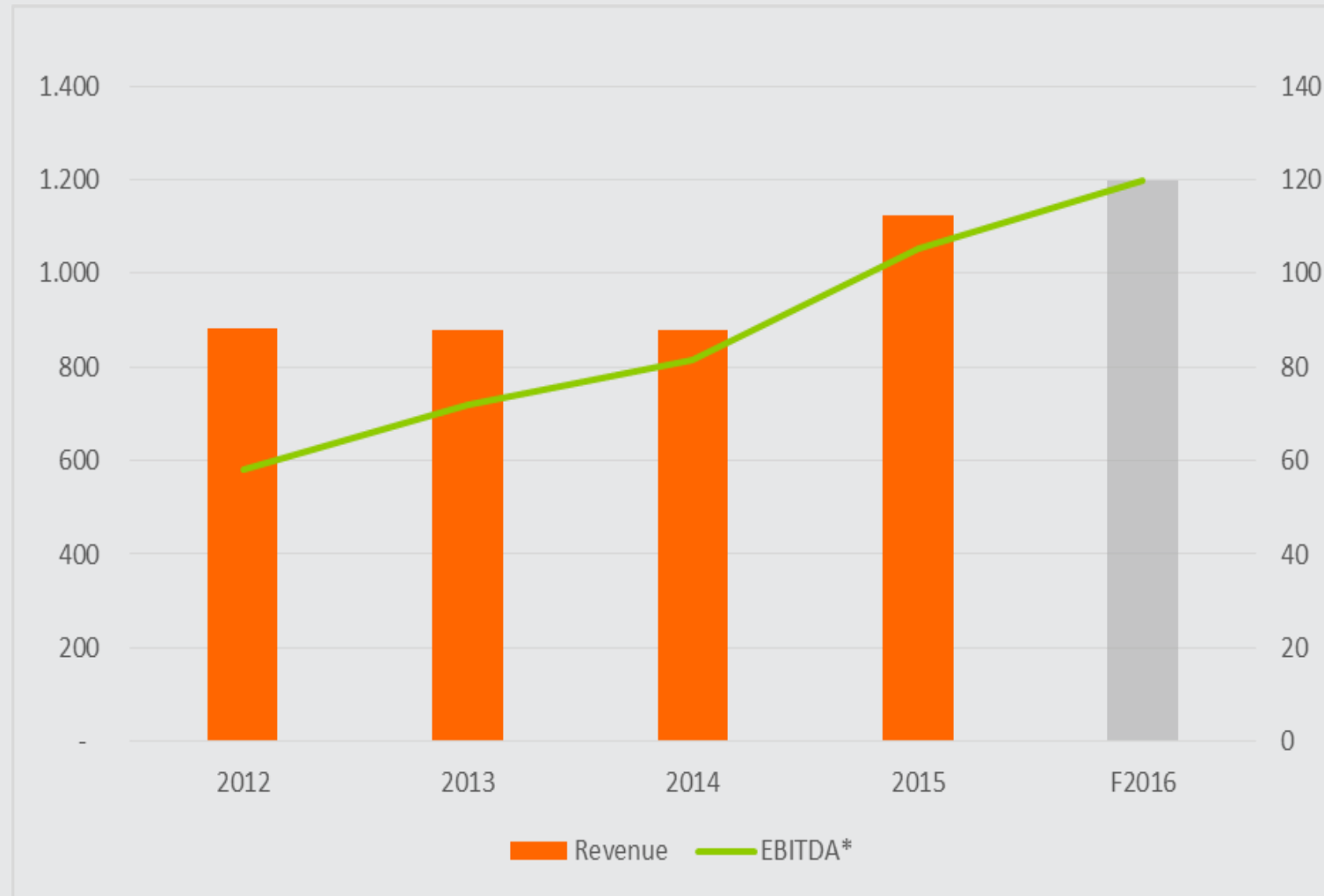
## 2 Scaling of own software sales

High margin on sales of own software which opens opportunities for additional sales and creates value for customers

## 3 Recurring service revenue and cloud revenue

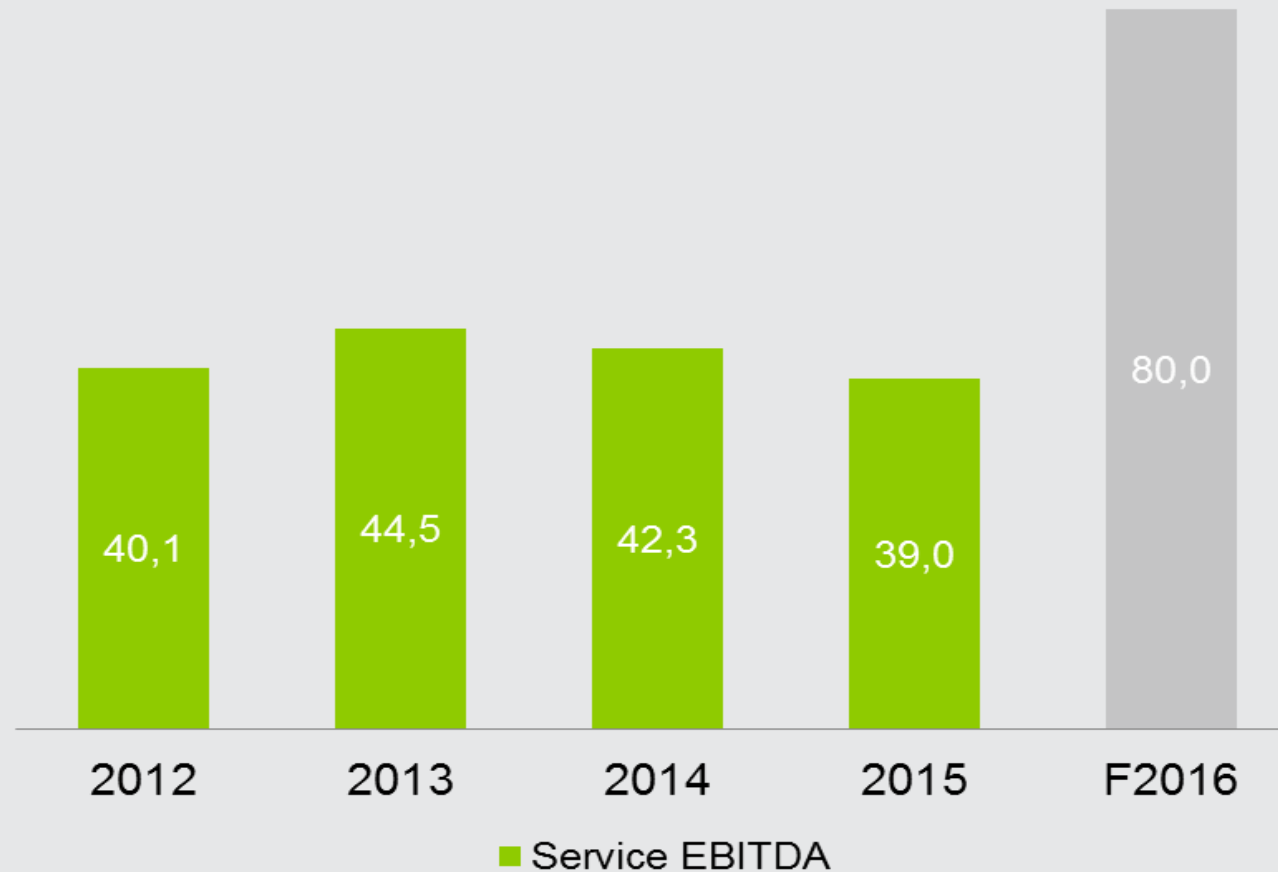
Support agreements and cloud revenue are recurring revenue, which also establish long and strong customer relationships

# Revenue and EBITDA

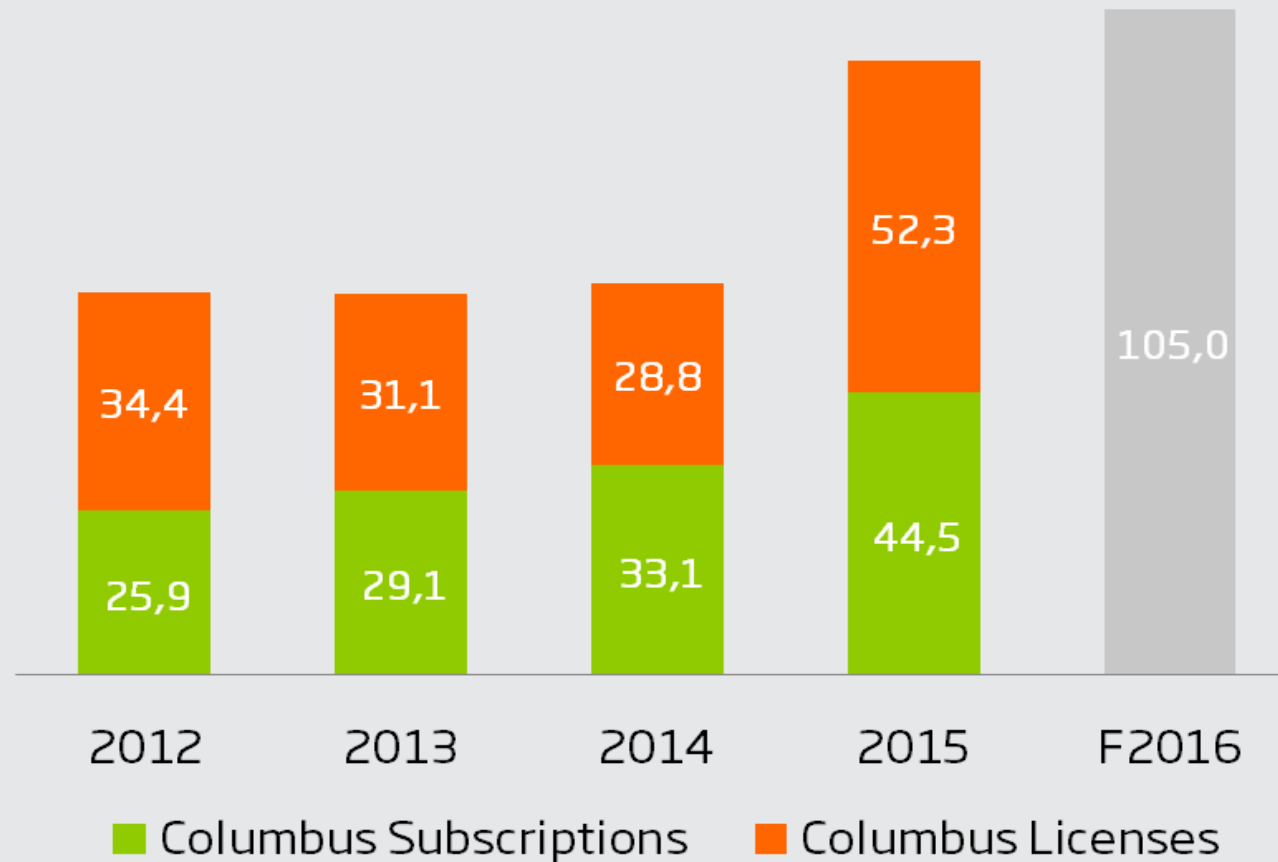


\*EBITDA before warrent

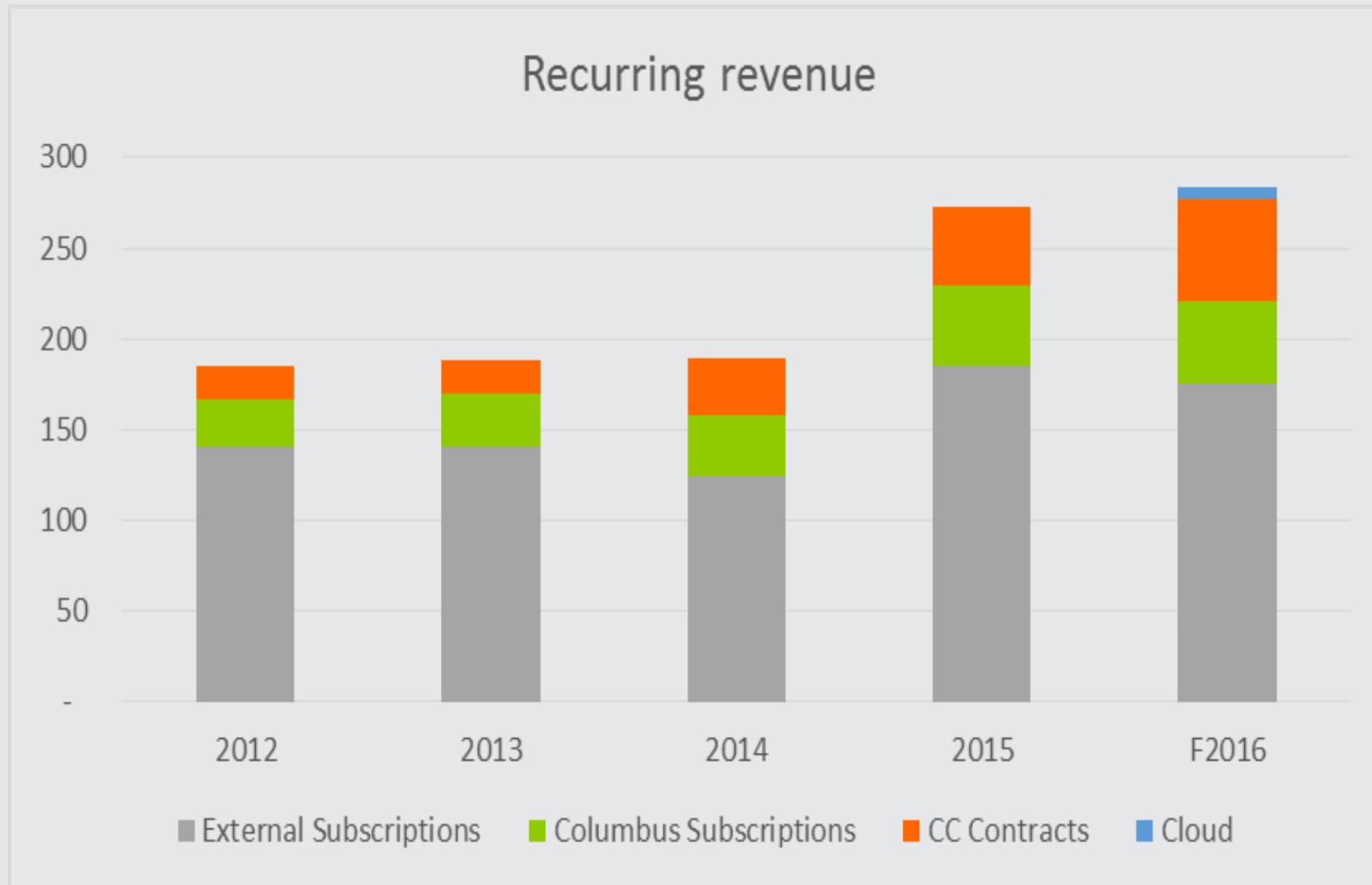
# Service EBITDA development



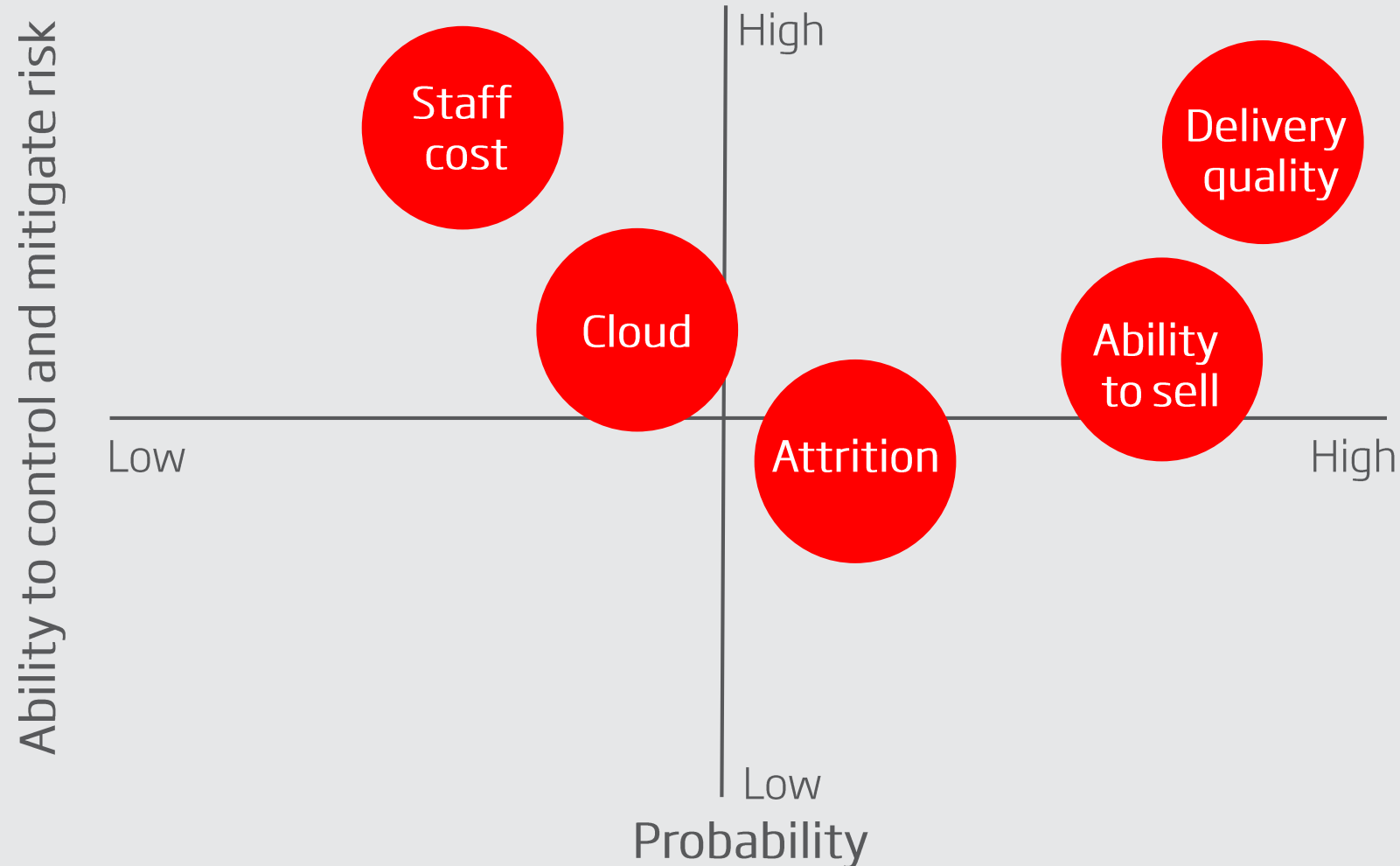
# Scaling of Columbus Software



# Recurring revenue development



# Risk Assessment and Mitigation



# Financial guidance for 2016

Revenue, in the range of  
DKK 1.2bn

EBITDA\*, in the range of  
DKK 120m

Service EBITDA, in the range of  
DKK 80m

Software revenue, in the range of  
DKK 105m

Dividend  
10% dividend  
on nominal share capital

Short-term guidance



# Long-term guidance for 2018

Revenue

**10% growth**

average per year

EBITDA

**10%**

EBITDA margin per year

Recurring revenue

**30%**

Of total revenue in 2018

Dividend

**10% pay-out**

of nominal value each year



Long-term guidance



Thank You!

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Questions

# Upcoming events

**Financial Statement for Q1**  
28. april 2016

**Interim Report H1 2016**  
25. august 2016





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know how...