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Small Cap Conference - Group Profile

November 2017

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Business description

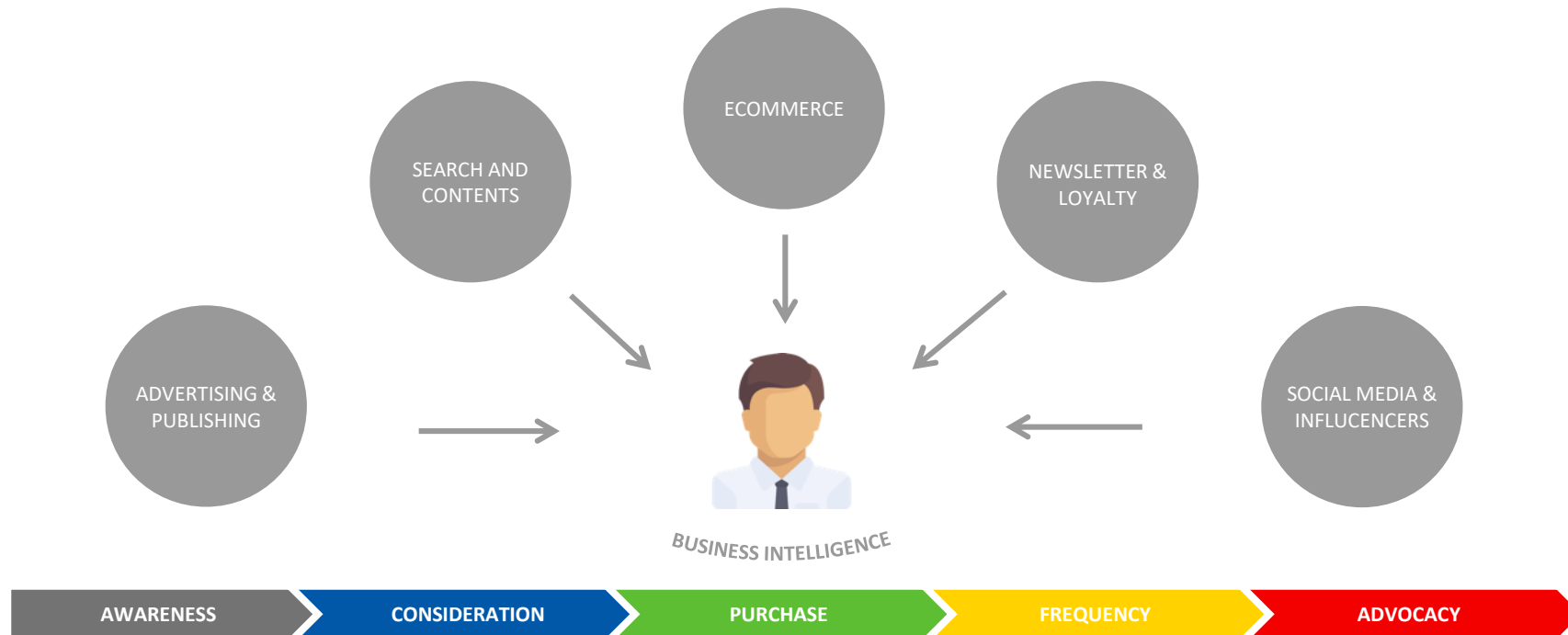
# Triboo: a company on the edge of digital transformation

## Companies are facing the digital challenge

1. People adopt an omni-channel perspective: liquid boundaries between online and offline
2. Digital is disrupting traditional way of doing businesses, marketing and communications
3. But also, digital is becoming a powerful environment to learn insights about customers, to track them, to deliver a whole new level of brand experience and sales

**With our offering we aim to follow the whole digital journey of the end-customers in the current digital scenario.**

It's a new journey where online and offline interact in new and unpredictable ways.



# Triboo is the “one and only” digital partner for Companies in the digital scenario

One total digital partner with a complete portfolio of products and services.



## eCommerce full service

### Platform & tech

- Platform
- Logistic
- Payments
- Security
- Store management

### Marketing

- Creativity, design, UX
- Social media
- CRM
- SEO
- Email marketing



## Multi-channel publisher

### Content & webcasts

- Magazines
- Web-radio, web-TV
- Photo & Video
- Web communities

### Advertising solutions

- Performance
- Display
- Branded content
- Native

**Business intelligence and big data analytics** – Proprietary analytics tools and Data Management Platform



# Growth of eCommerce business



>3 millions of shipped products per year

>150 Countries with a full array of payment systems

International customer care

Logistic partners in USA, RUS, INDIA, Israel, China, Dubai, Japan

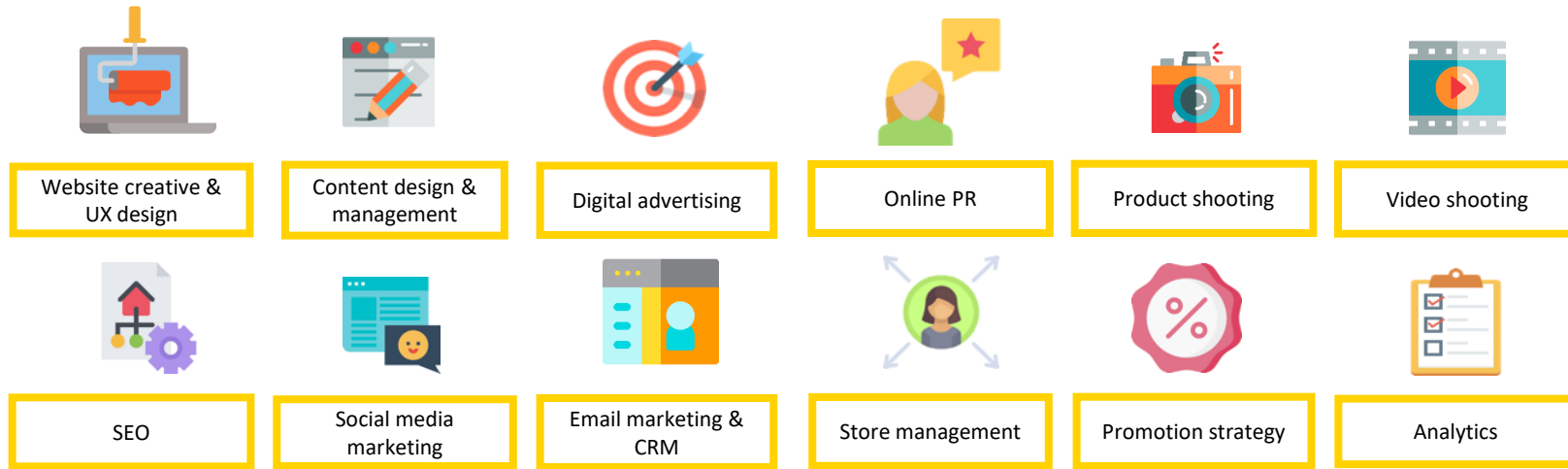
Every year Triboo adds key new brands in its eCommerce portfolio



Source: Company data



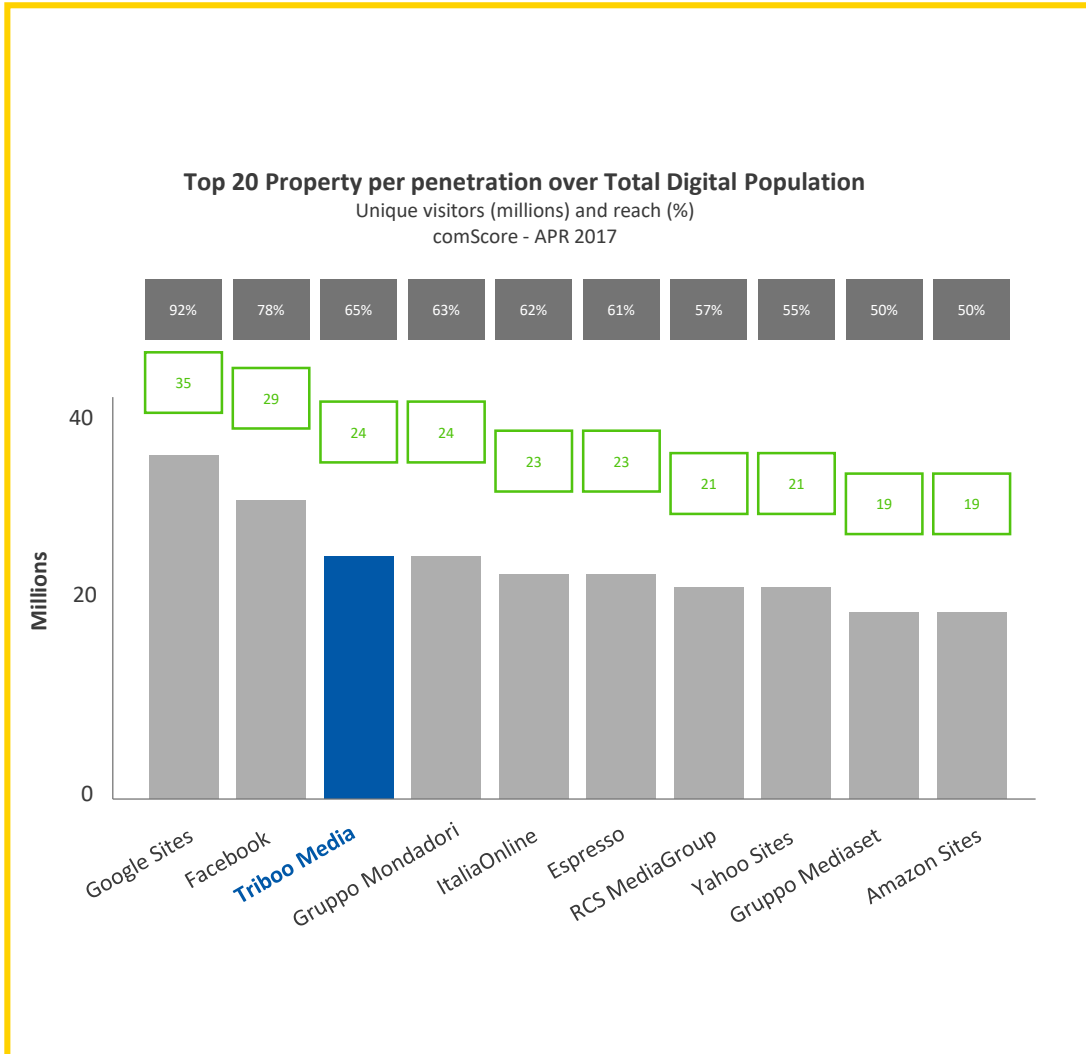
# Full suite of marketing services



Triboo digital activities suit and attract even top brands still lacking ecommerce



# Main digital publisher in Italy



## Editorial portfolio tailored to Brand needs

- ✓ Brand safety
- ✓ Viewability
- ✓ Targeting

**FOOD & COOKING**

**BUSINESS & FINANCE**

**WOMEN & MOMS**

**AGRODOLCE**

RicetteMania il Cuore in Pentola  
SempliceVeloce Primo CHEF

**Wall Street Italia**

Finanza:com PMI.it  
FINANZA ONLINE Borse.it

**Dire Donna Amando.it**

ROBA DA DONNE LIBRERIAMO  
SaniBelli NOMIX

**MOTORS**

**TECH**

**SPORT**

**Motori.it**

patentati.it  
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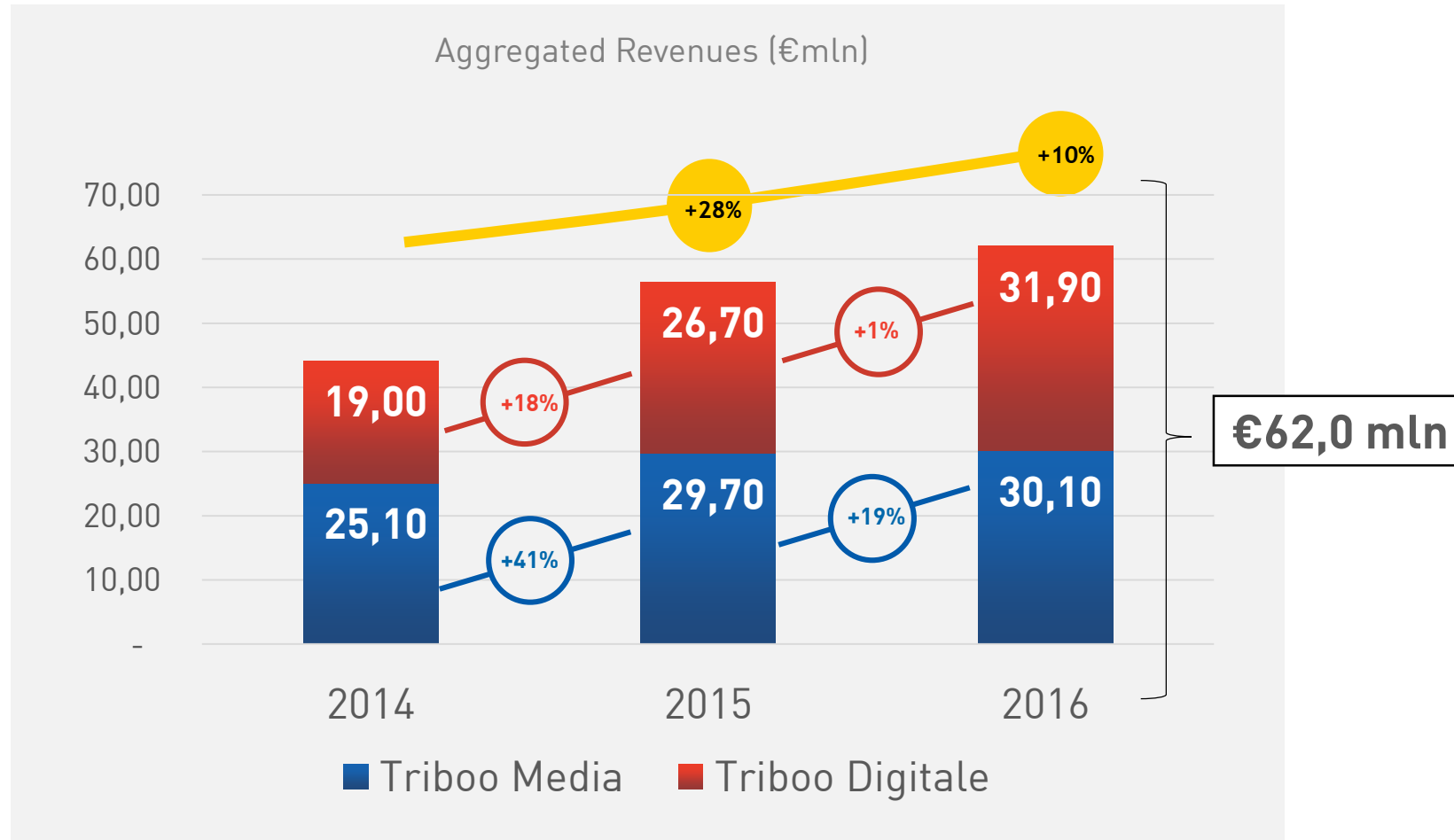
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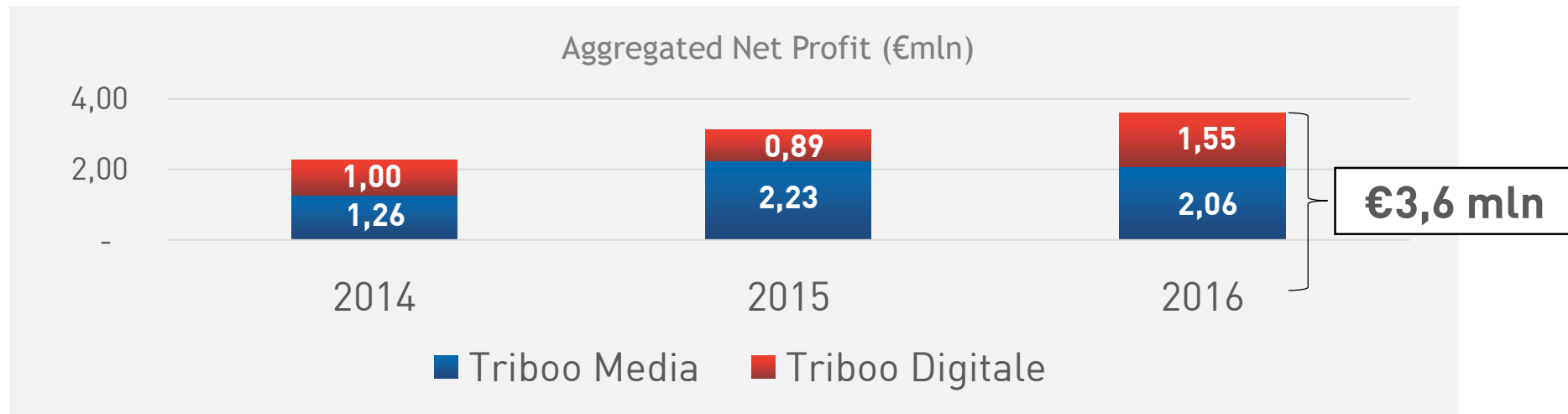
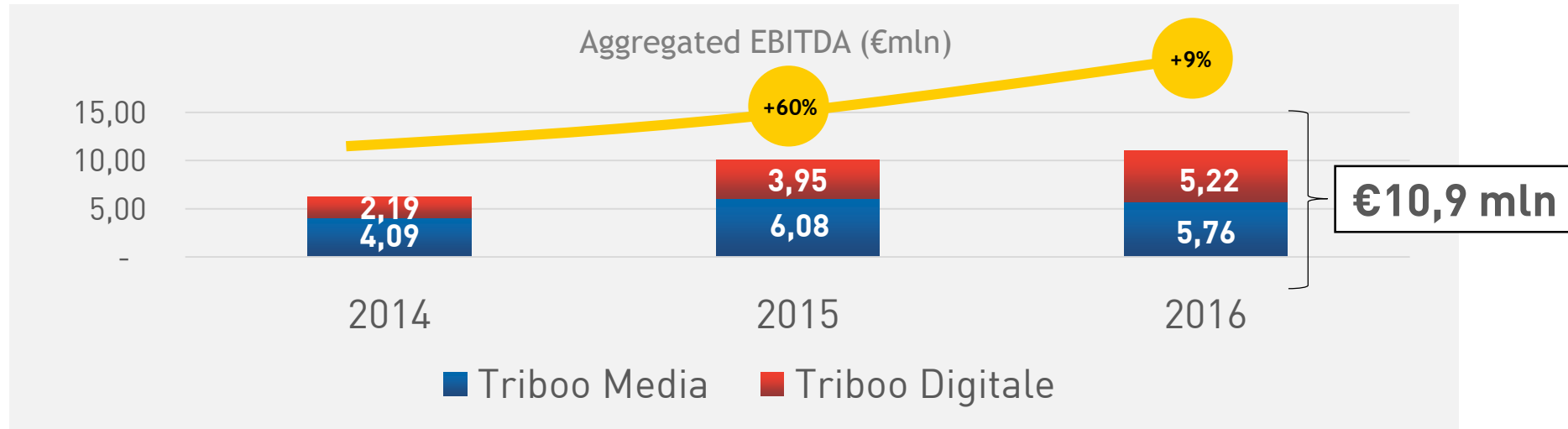
Key financials

## Revenues Growth – CAGR 19%



Data reported by a restatement of 2014-2015-2016 financial statements; These data represent both the evolution of the Triboo Group during the period, and the early application of the accounting standard IFRS 15

# Profitability



Data reported by a restatement of 2014-2015-2016 financial statements; These data represent both the evolution of the Triboo Group during the period, and the early application of the accounting standard IFRS 15



## Triboo at a glance: H1 2017

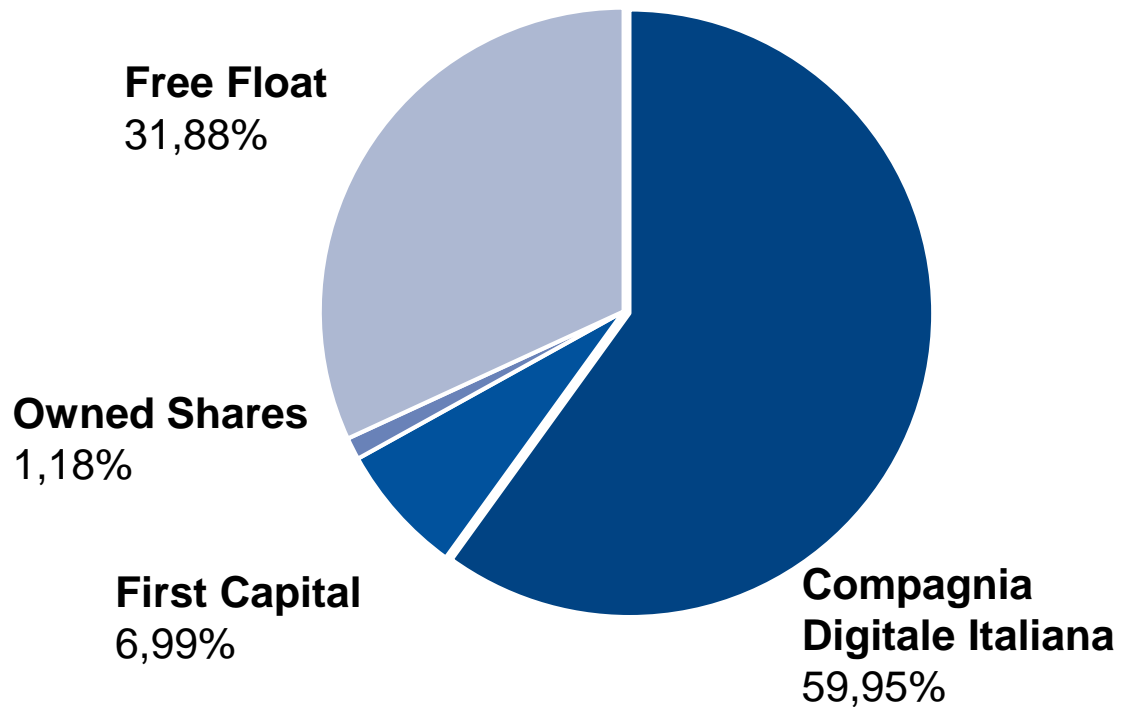


H1 2017		
Revenues	€31,6 mln	+4,1%
Ebitda	€4,0 mln	-9,8%
Net Profit	€0,7 mln	-48,4%
Net Financial position	€1,4 mln	negativo



## Investment Highlights

# Triboo shareholder & governance structure

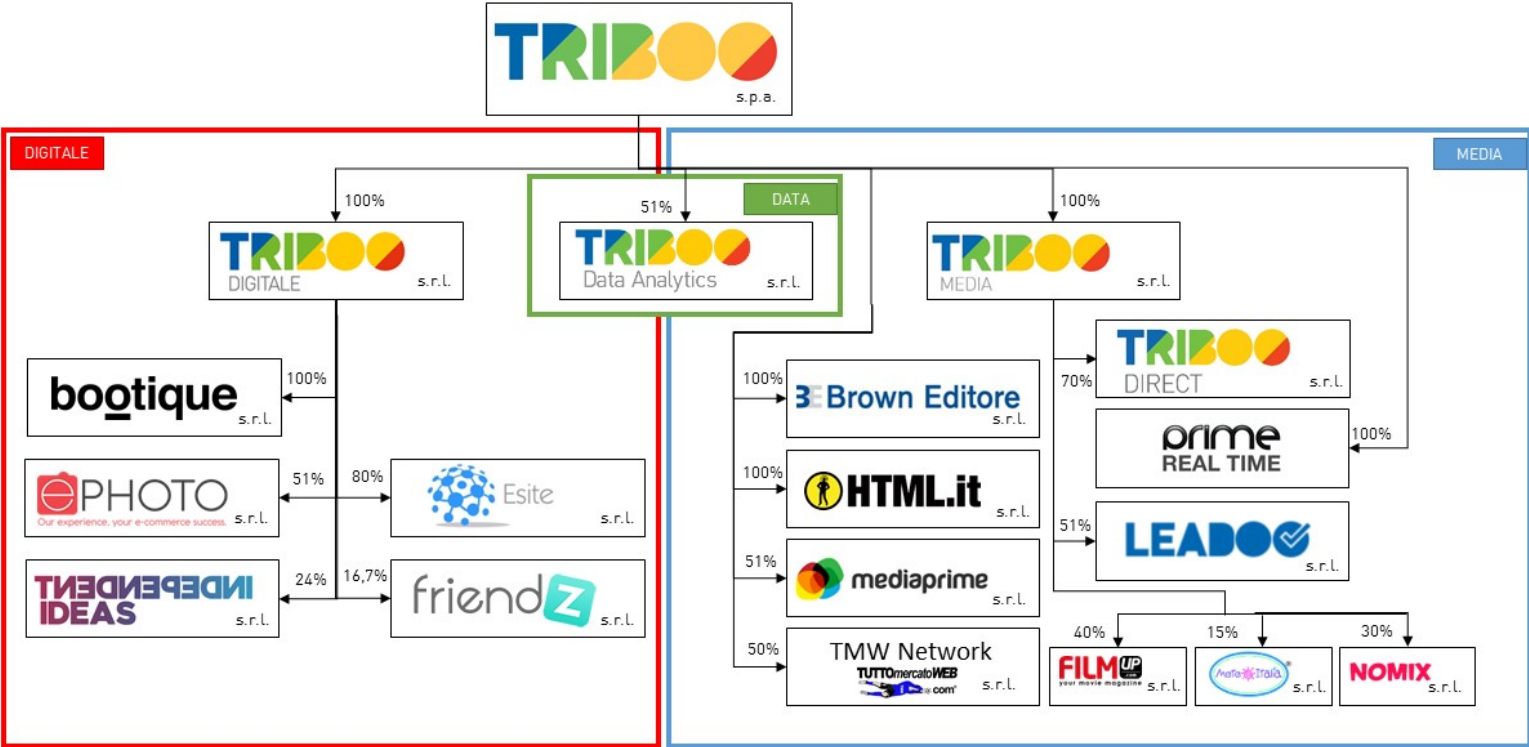


Corporate Governance – Consiglio di Amministrazione		
Alfredo Malaguzzi	President	Independent
Giulio Corno	CEO	Executive
Vittorio Coda		Independent
Cinzia Parolini		Independent
André Schmidt		Independent
Vincenzo Polidoro		Independent
Alessandro Copparoni		Independent

Source: Triboo Group



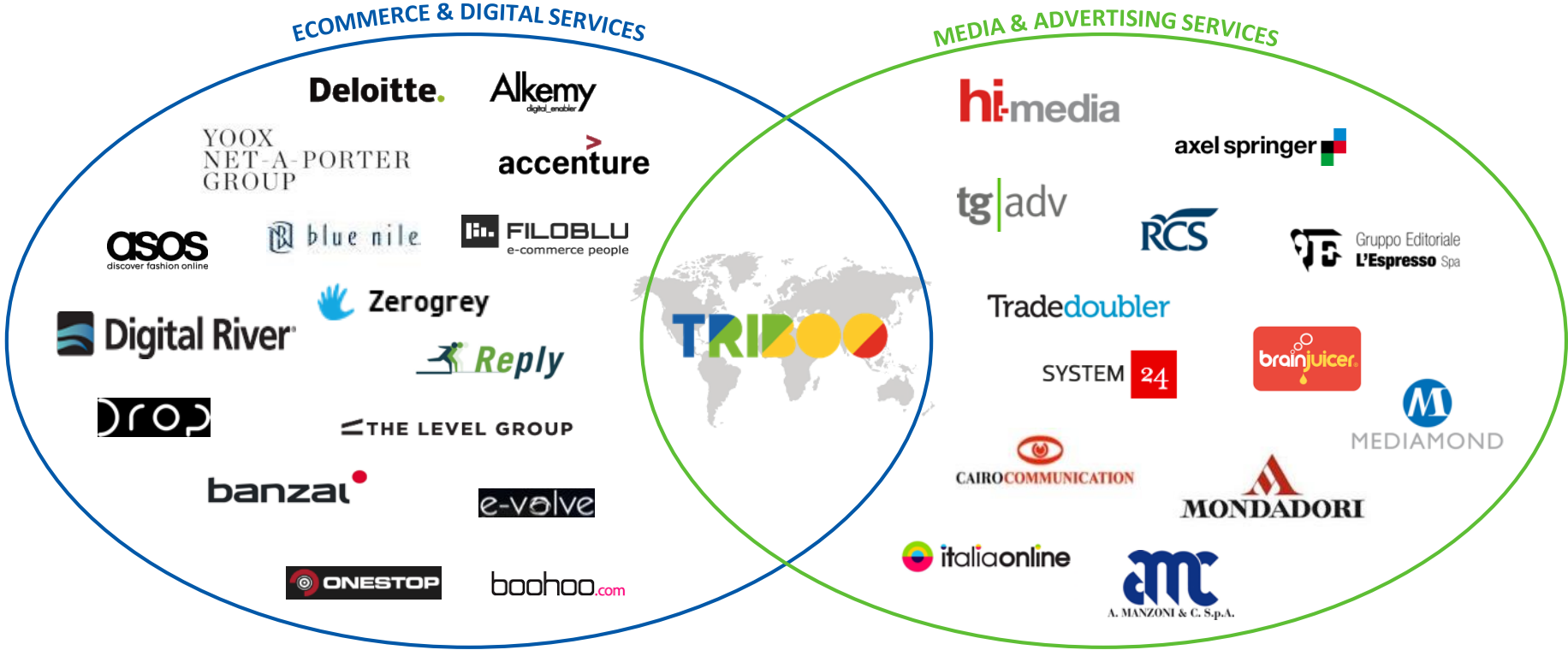
# Group structure



Source: Triboo Group



# Competitive positioning



Source: Triboo Group





Next steps



**SYNERGIES** AND INTERNAL GROWTH

**M&A** AND EXTERNAL GROWTH

**MTA** LISTING





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Thank you