

Rome, 24.10.2023

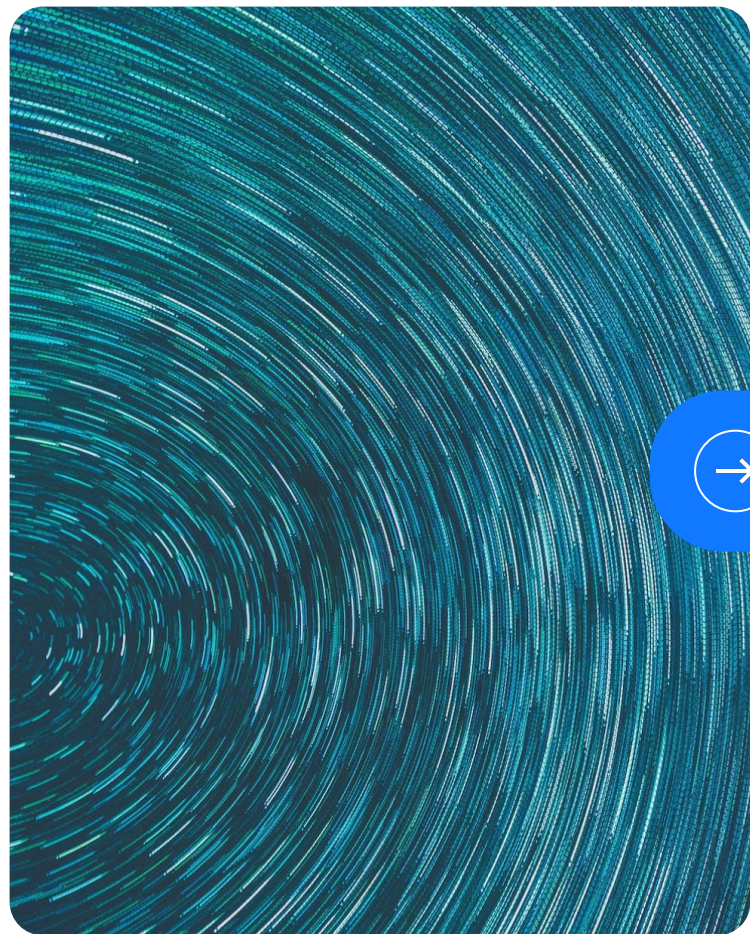
Elevator Pitch

# Mexedia

The interaction of the future.  
Today.



**MEXEDIA**  
Fast, easy, safe.



Mexedia S.p.a. SB

# Company Overview

## Operational field:

- Technologies

## Reach:

- Global

## Sectors:

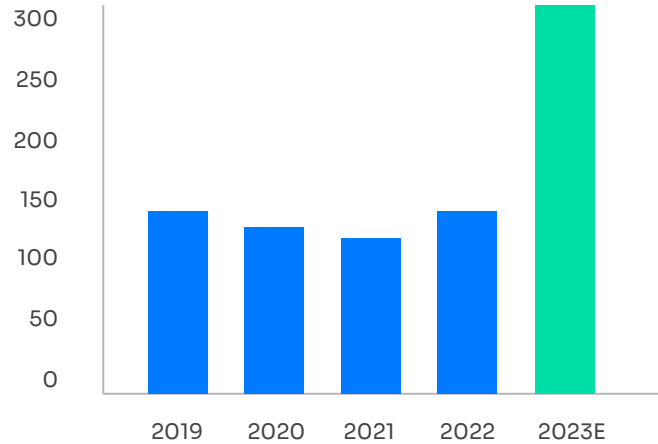
- Telecommunications
- Customer-Engagement  
Business services

## Structure:

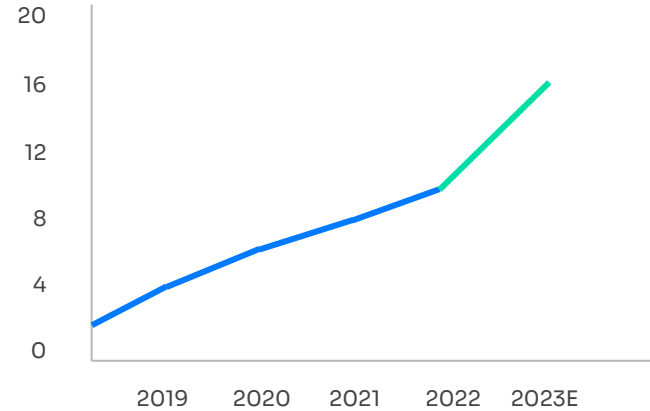
- 6 Years in operations
- 10 Offices globally, 1 HQ in Rome
- 39 People as @31 Dec. 2022

## Our distinctive profile in numbers.

Revenues (Mln €)



EBITDA (Mln €)



# Our business strategy.

## TLC BUSINESS



### Telephone trading

Wholesale intermediation of voice and SMS traffic.



### Fintech

Payment and credit settlement.



### Added-value services

Toll-free and premium numbers; satellite numbers, etc.

## CUSTOMER ENGAGEMENT BUSINESS SERVICES



### Messaging

**Mexaging** (Marketing SMS and Advertising SMS).



### Business Automation & Business Intelligence

Integration of multichannel marketing, AI models, IoT systems.



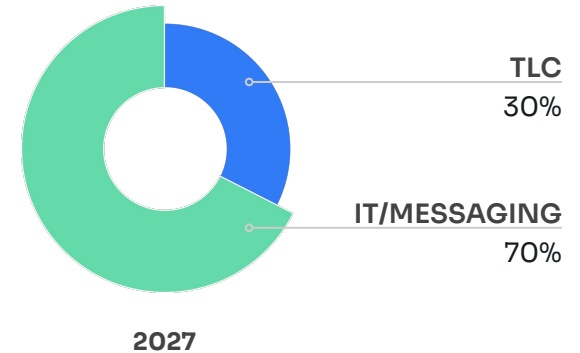
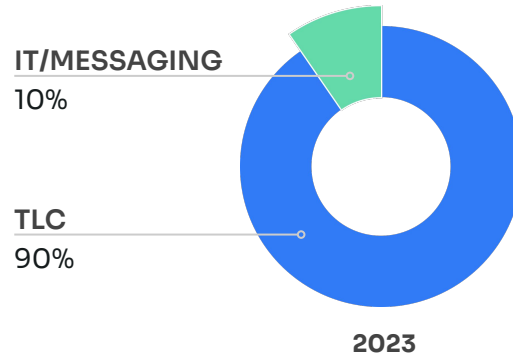
### Super App

**Mexedia ON** (Customer Experience, Business Automation, and Business Intelligence services).

## Our ambitions.

	2023 E	2024 E	2025 E	2026 E	2027 E	CAGR
<b>Revenues</b>	325	454	531	625	711	17%
<b>Ebitda</b>	17	36	49	66	78	35%
<b>% Margin</b>	5%	8%	9%	10%	11%	

(All amounts are in millions of € and complying with IFRS/IAS)



## Why Mexedia?

- ✓ **A player with a clear and well-structured growth strategy in a market with a monster long-term opportunity.**
- ✓ Capitalizing on a strong TLC asset to fund growth in innovative business services.
- ✓ **M&A can accelerate the pace of growth, with the Company remaining committed to a strict capital discipline.**
- ✓ While no significant capex is required to fund organic development and business model provides a low-risk profile.

