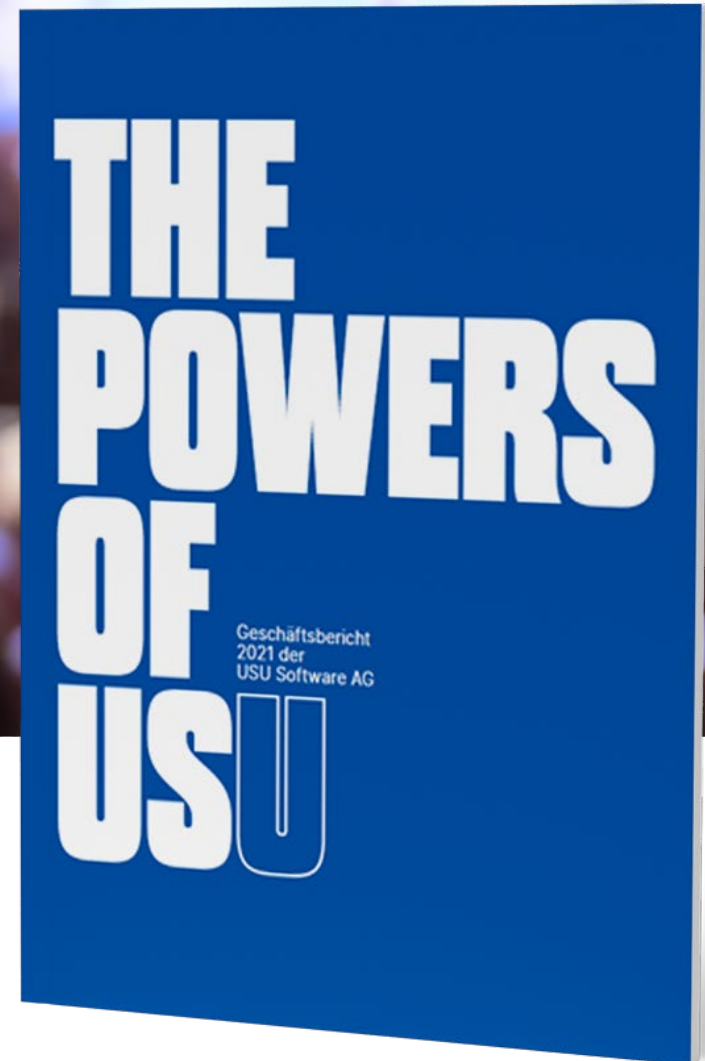


# USU

## USU Software AG

### Company Presentation



# We are USU

> 750

Employees worldwide

---

> 1.200

Customers worldwide

---

> 112

Million Euro revenue (2021)

---

> 250

International partners

185 countries

USU products used



44 years

Competence & experience in IT



No. 1

in customer satisfaction & price/performance



# Our Vision

The whole world is touched by  
USU (em)powered Services.





# The Service department of the future is digital

## Customer perspective

- Positive customer experience
- Adapted to different service channels
- Resilient process structures

## Operating perspective

- scalable and automatable
- Efficiency in costs and liquidity
- Full transparency about the operation

We deliver **Smart Solutions**  
for a better **Service World**



# Smart Companies trust USU



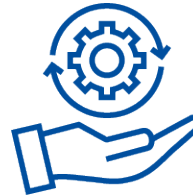
**Future-proof  
technology**

4x Gartner MQs  
2x Forrester Waves  
>4,8 Gartner Peer  
Insights  
>400 Developer



**Service  
expertise**

>12.000 person-years  
of experience in  
service  
>2.000 Certificates  
>80 global Partner  
organizations in IT &  
Customer service



**Full Solution  
provider**

24x7 operation  
One dedicated  
Support team &  
Person  
ISO 27001 certified



**Sustainable  
growth**

>20 years growth  
>70% of product  
development is  
customer-driven  
CO2-neutrality until  
2024  
Great Place to Work



**Successful  
customers**

#1 in customer  
satisfaction  
#1 in price/performance  
96% annual  
renewal rate

# The combination of service management & digital customer experience unleashes the full potential from a service process

## Customer benefits



Improved customer experience



Increased operating efficiency



Guaranteed availability

## Measurable improvements

> **5x** Higher customer value through centralized information  
(**Knowledge Management**)

> **50%** Productivity increase through process automation  
(**Self Service Management**)

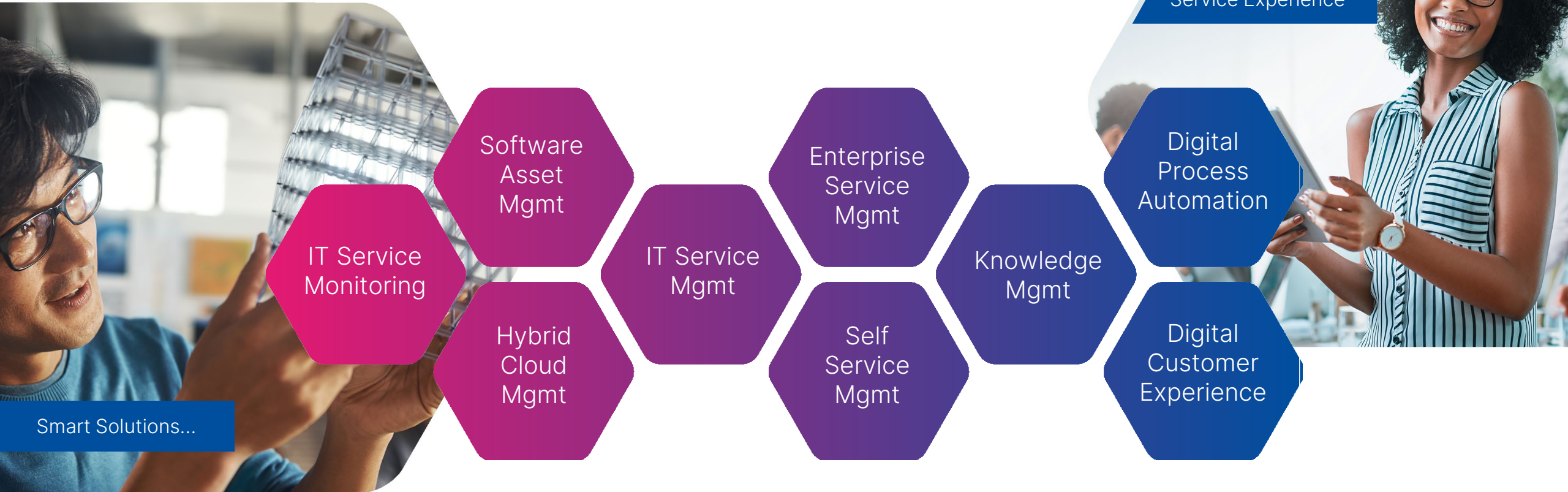
> **60%** Risk reduction through data-driven decisions  
(**IT Monitoring**)

> **40%** Higher availability due to reduced complexity in the infrastructure  
(**Hybrid Cloud Management**)

> **EUR 10 Mio.** Cost reduction due to higher transparency for licenses and services  
(**Software Asset Management**)

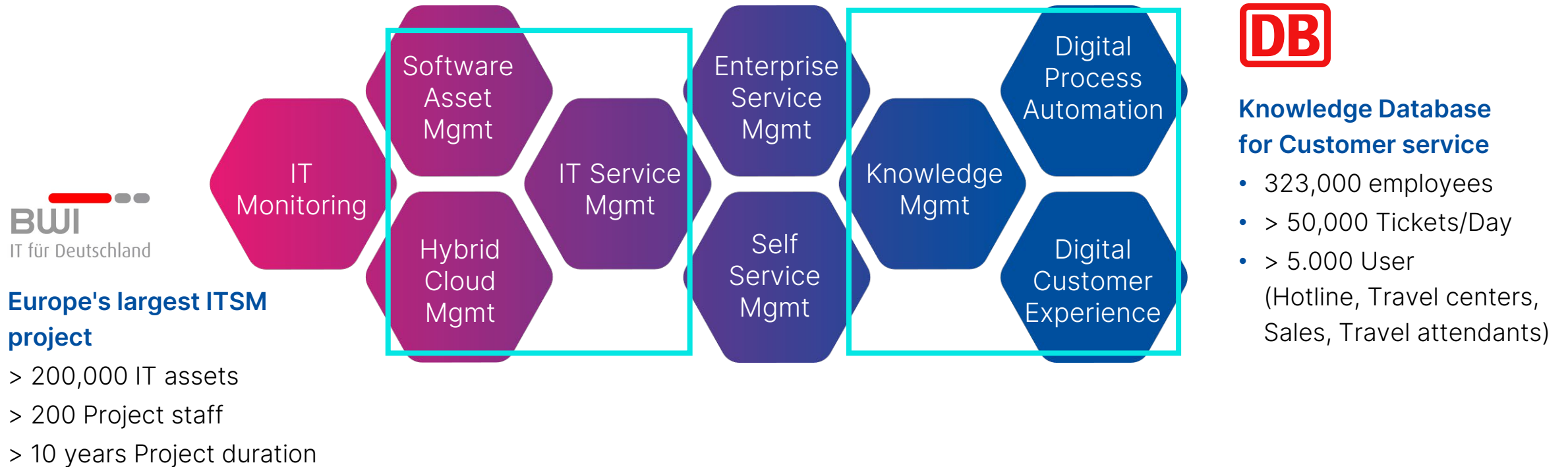


# USU Solution Portfolio



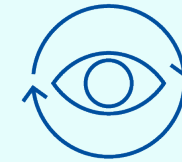
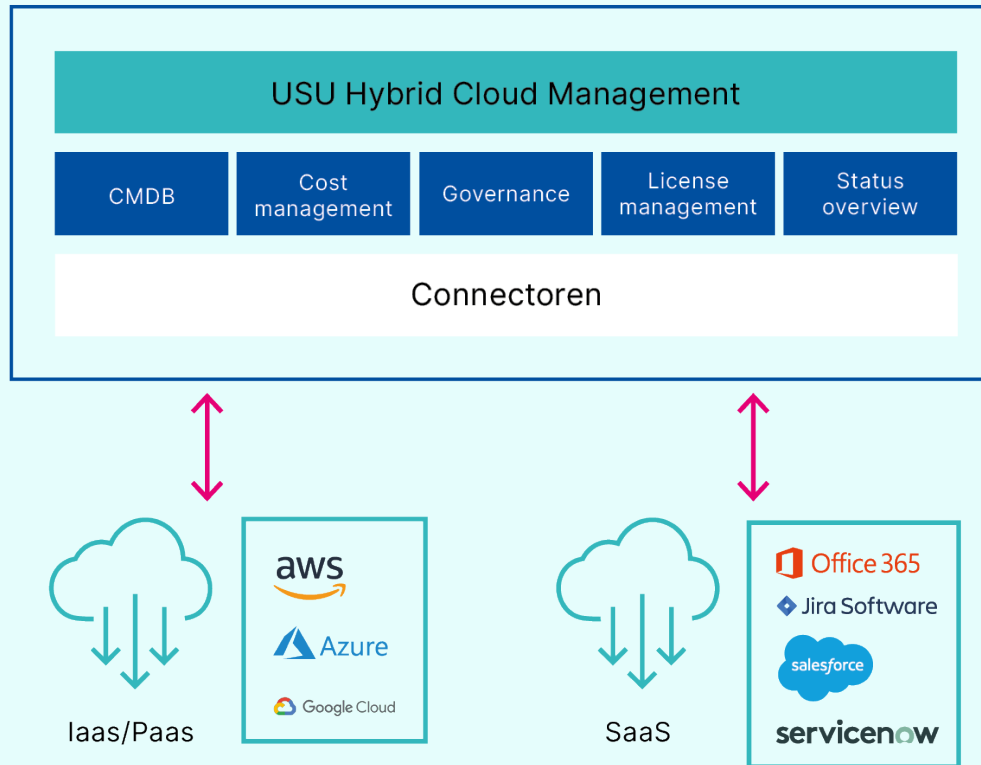
AI Services + Managed Services + Professional Services

# USU Solution Portfolio – Customer Use Cases

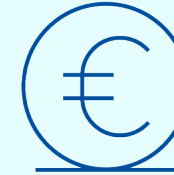




# USU Hybrid Cloud Management



Create transparency



Reduce costs



Improve Governance



Increase availability of Business Services

# Die USU Growth markets



## Cloud ITSM market

The global **Cloud ITSM market** size is expected to grow from USD 4.7 billion in 2020 to USD 12.2 billion by 2025, at a Compound **Annual Growth Rate (CAGR) of 21.2%** during the forecast period (Source: MarketsandMarkets™)



## Software License Management market

The Global **Software Asset Management Market** is projected to reach USD 3.83 Billion by 2026, growing at a **CAGR of 14.7%** from 2019 to 2026 (Source: Verified Market Research)



## Market for digital transformation

The global **digital transformation market** size was valued at USD 284.38 billion in 2019 and is expected to expand at a compound **annual growth rate (CAGR) of 22.5%** from 2020 to 2027 (Source: Grand View Research)



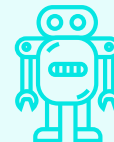
## Big Data as a Service market

The global **Big Data as a Service (BDaaS) Market** is valued at USD 12.8 Billion in 2020 and is anticipated to grow with a **CAGR of 32.7%** during the forecast period from 2020 to 2028 (Source: Quince Market Insights)



## Cloud System & service management market

Worldwide **cloud system and service management software** forecast is expected to grow to \$18.8 billion in 2024 at a compound **annual growth rate (CAGR) of 20.4%** (Source: IDC Market Forecast)



## Chatbot market

**The global chatbot market** size in BFSI was valued at \$494.68 million in 2019, and is projected to reach \$3,392.96 million by 2027, growing at a **CAGR of 27.3%** from 2020 to 2027. (Source: Allied Market Research)

# Top analysts trust smart USU software solutions

**Gartner**

Gartner Magic Quadrant for Software Asset Management Tools 2018-2020 and Services in 2020-2021

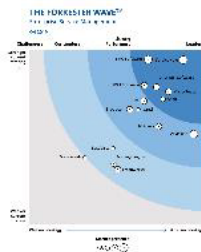
USU listed as "Challenger" for SAM Tools MQ and as „Niche Player“ in Gartner MQ Services



**FORRESTER**

The Forrester Wave™: Enterprise Service Management, Q4 2021

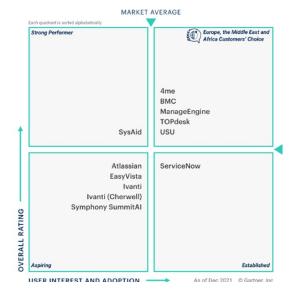
USU named „Strong Performer" for **Enterprise Service Management Solutions**



**Gartner**

Gartner Peer Insights "Voice of the Customer" for ITSM tools, March 2022

USU is in the top quadrant of the Gartner Peer Insights "Voice of the Customer" Europe Region for **ITSM**



RESEARCH IN ACTION  
independent research & consulting

Research in Action - Vendor Selection Matrix Technology Cost and Resource Optimization 2020 + Enterprise Service Management 2021 + 2022

USU named best software vendor for **ITSM solutions** and **for ESM solutions** and as worldwide Leader



# More than 1,200 customers worldwide rely on our solutions

USU is the largest European solution provider for the digitization of services.



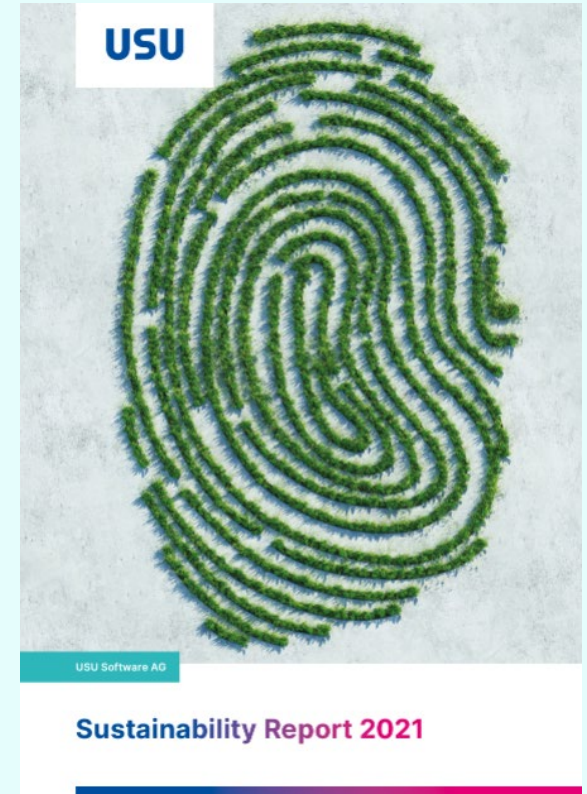
Extract from the reference list



# USU & Sustainability



Energie-Audit  
EN 16247



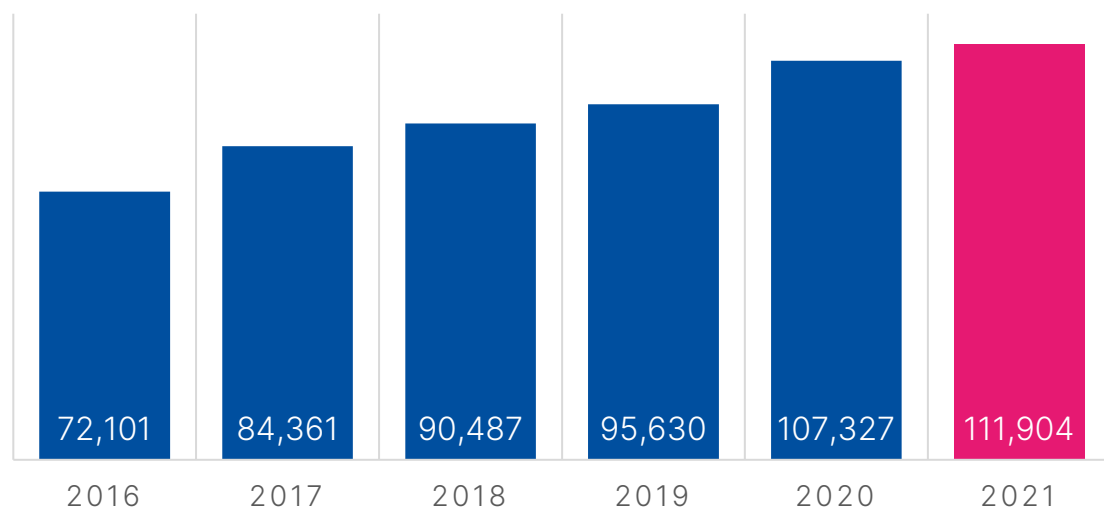


# Financials

# The development of USU

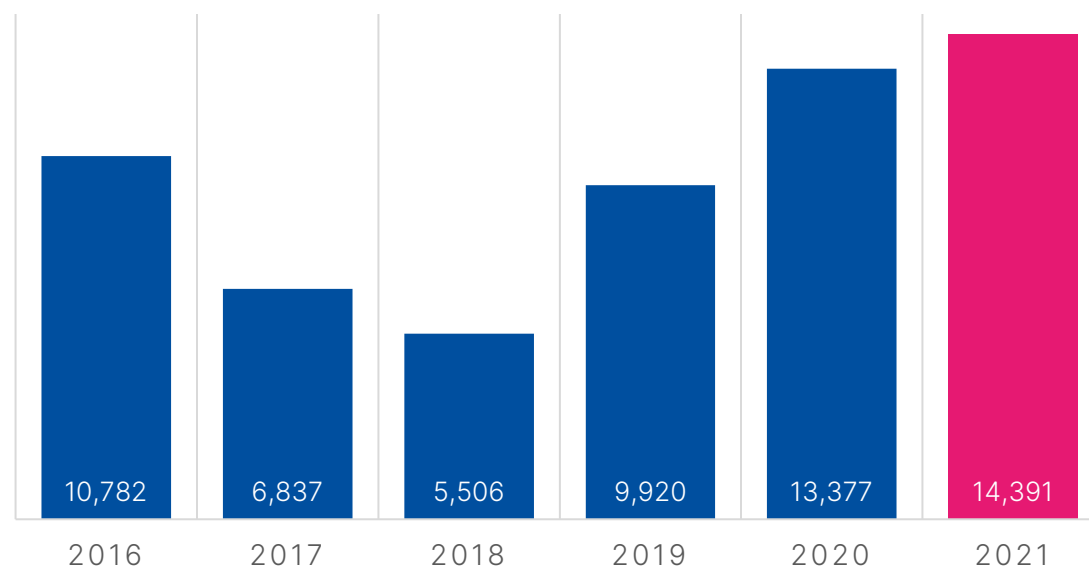
## Consolidated sales in thousand euros

CAGR 2016 - 2021: 9.2%



## EBITDA in thousand euros

CAGR 2016 - 2021: 6.0%

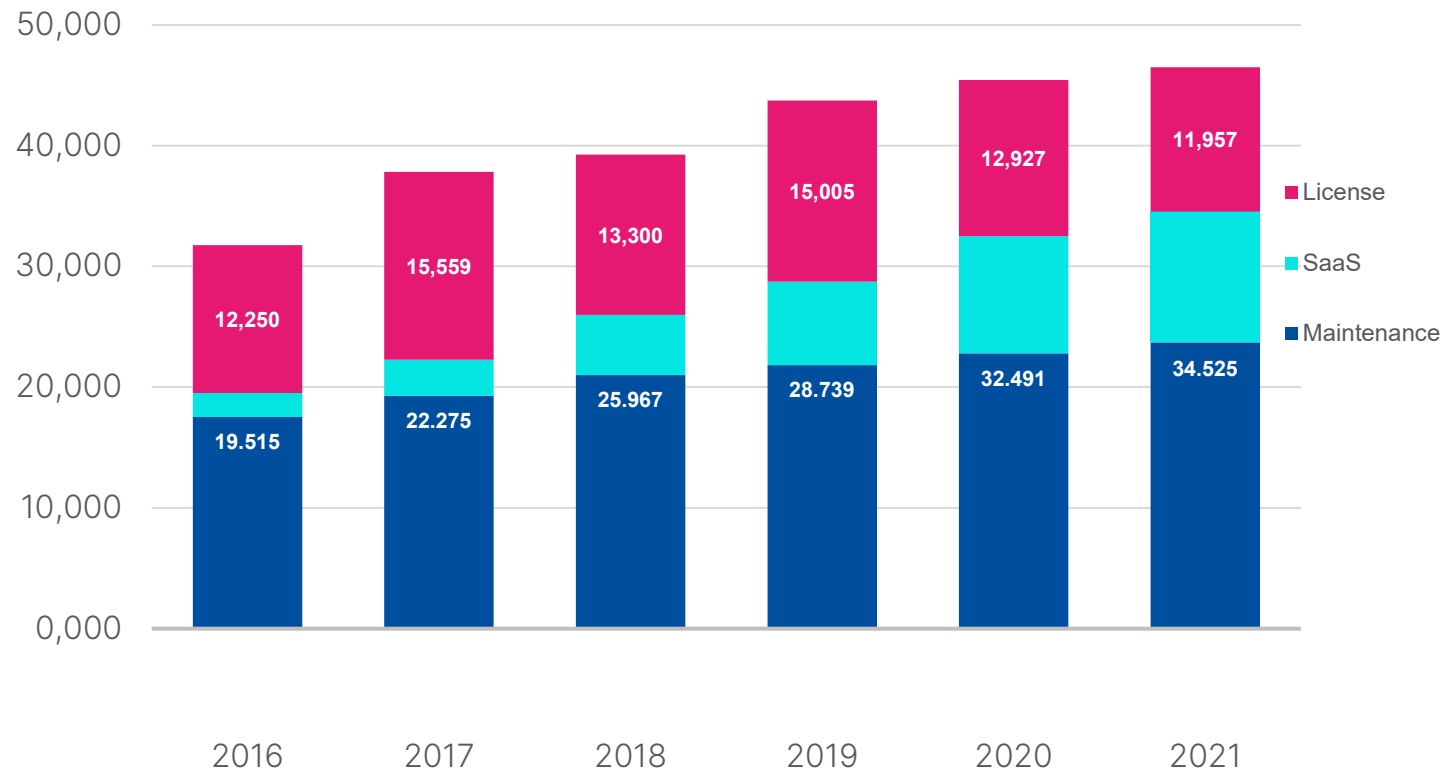


Investment in Internationalisation

Transformation from perpetual to SaaS/subsription

# Expansion of recurring revenue

License, SaaS and Maintenance revenue (in Thousand Euros)



In H1 2022

**+31%**

SaaS/Subscription Revenue

**+14%**

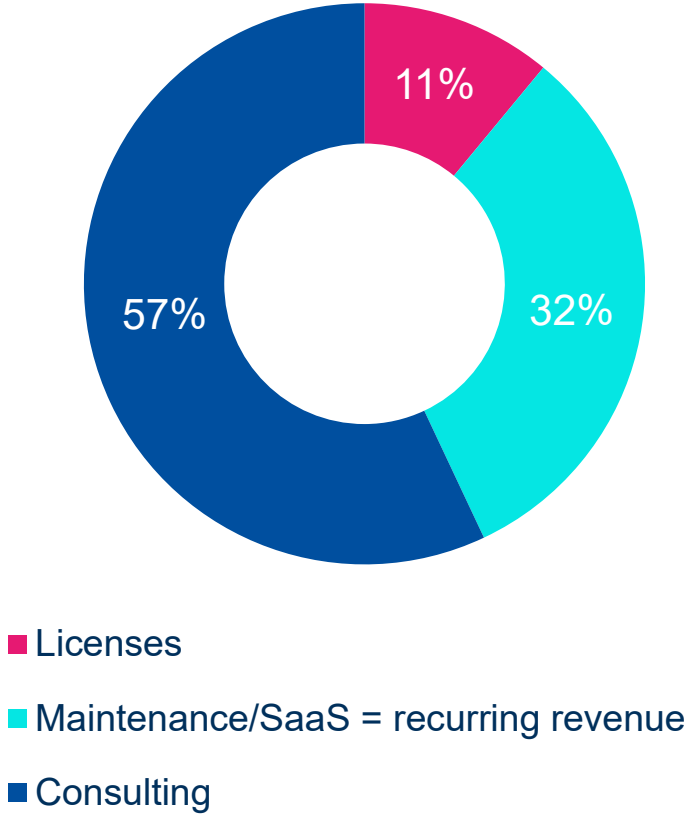
Recurring Revenue in total



# The USU Group in 2021 at a glance

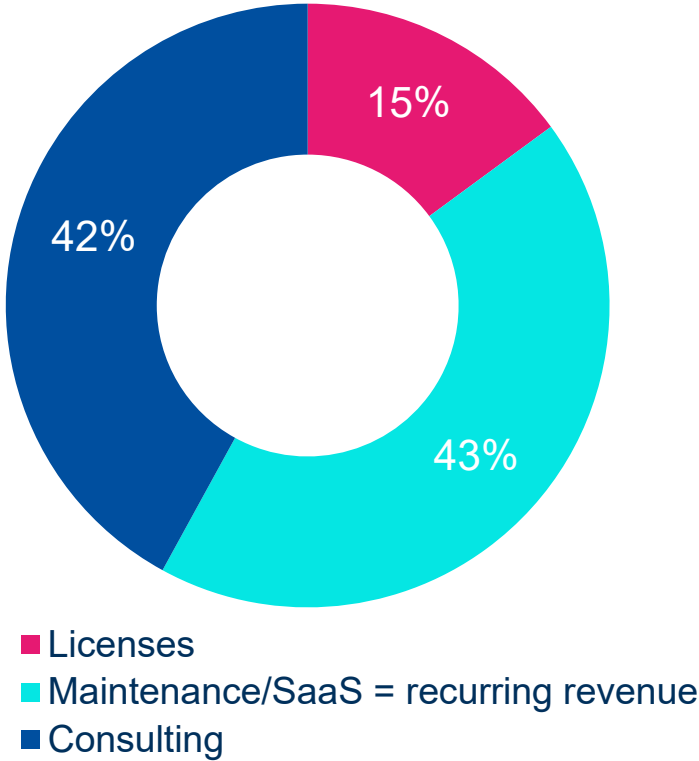
IFRS in EUR thousand	2020	2021	Notes
Revenue	107,327	111,904	<ul style="list-style-type: none"> <li>Sales increase of 4.3% due to strong SaaS (+11.5%) and maintenance (+4%) business → recurring revenue grew by 6.3%</li> <li>Overproportionate increase in profits</li> <li>Increased order backlog to almost 66 million euros as basis for further growth</li> <li>Continued positive cash generation, but reporting date-related decline of operating Cash Flow</li> <li>Moderate increase of employees</li> <li>Further positive financial figures</li> </ul>
EBITDA	9,244	10,184	
EBIT	13,377	14,391	
Net profit	5,484	6,758	
Earnings per share [EUR]	0.52	0.64	
Cash Flow from operating activities	17,736	13,346	
Number of employees as of end of quarter	732	750	
	Dec. 31, 2020	Dec. 31, 2021	
Equity	61,770	64,443	
Equity ratio	53.5%	55.5%	
Group liquidity (cash and cash equivalents)	18,534	24,286	

Sales structure 2021





Sales structure 2021 of Product Business segment



# The USU Group in first half year 2022 at a glance

IFRS in EUR thousand	H1/2021	H1/2022	Notes
Revenue	53,925	60,295	<ul style="list-style-type: none"> <li>Sales increase of 11.8% due to strong SaaS (+30.5%) and maintenance (+6.2%) business → recurring revenue grew by 13.7%</li> <li>Strong development in profits</li> <li>new record order backlog of more than 78 million euros</li> </ul>
EBITDA	6,659	7,263	
EBIT	4,320	4,938	
Net profit	3,534	3,794	
Earnings per share [EUR]	0.34	0.36	
Cash Flow from operating activities	4,998	3,545	<ul style="list-style-type: none"> <li>Clearly positive cash generation</li> <li>Further increase of employees</li> </ul>
Number of employees as of end of quarter	739	744	
	Dec. 31, 2021	June 30, 2022	
Equity	64,443	67,901	<ul style="list-style-type: none"> <li>High equity ratio, expanded group liquidity and no bank liabilities demonstrate very solid and secure financing and are the basis for the share buyback</li> </ul>
Equity ratio	55.5%	55.7%	
Group liquidity (cash and cash equivalents)	24,286	26,265	



Two bronze bull statues, one large and one small, facing each other. The large bull is on the right, standing on its hind legs, and the small bull is on the left, standing on its hind legs. Both are dark bronze with some lighter, possibly gold or brass, inlay or patina on their sides. They are set against a plain white background with a reflective surface below them.

USU Share

# USU Software AG: Information on the share

## USU Software share at a glance\*

ISIN: DE000A0BVU28

Security identification number (WKN): A0BVU2

Ticker Symbol: OSP2

Segment: Prime Standard (Frankfurt)

Indices: Prime All Share, Technology All Share, Software

Industry Index

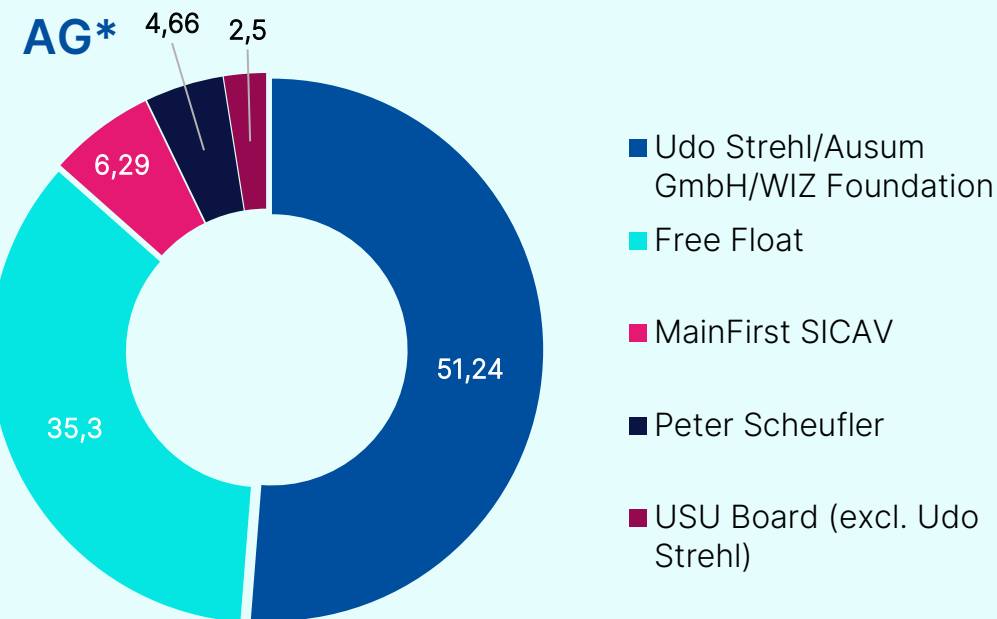
No-par bearer shares: 10,523,770

XETRA share price: €17.70

Market capitalization: €186,270,729

\* Data from September 05, 2022

## Shareholder Structure of USU Software

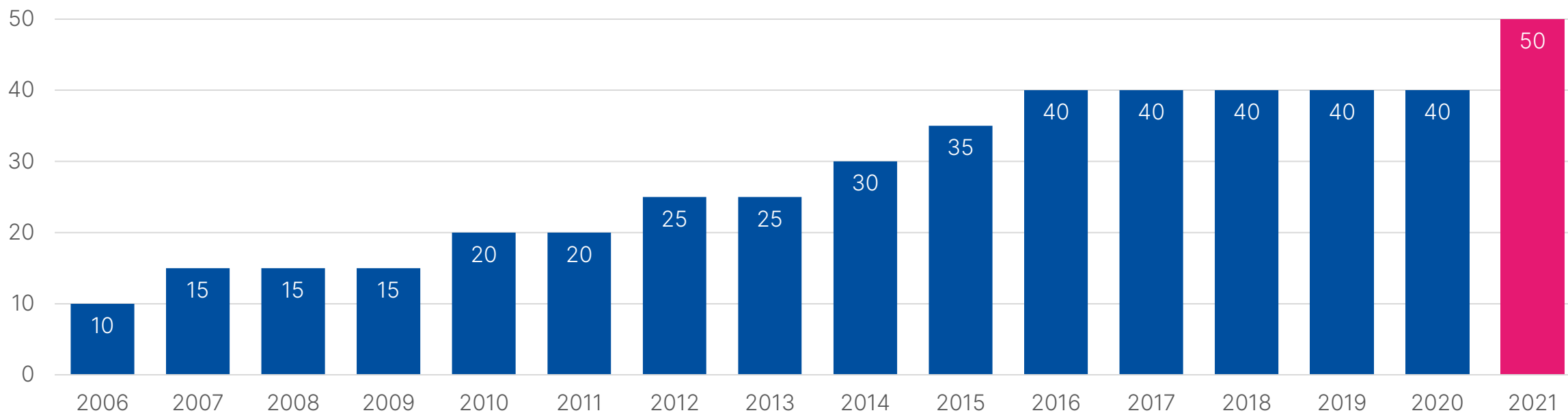


# USU Software AG: stock chart (10 years)



# Dividend Development

[EUROCENT]



## Dividend policy:

Distribution of around half of the operating profit generated but never lower than in the previous year.

# Public share buyback offer\*

Resolution of Management Board and Supervisory Board of 31 August 2022 based on the positive half-year figures 2022

buyback for up to **523,770** of the company's shares (around 5% of the share capital) at a set price of **EUR 18,75** per share (equivalent to a premium of around 10% based on the arithmetic average of the price of the company's shares over the last ten trading days before the publication of this decision to make a public tender offer.)

The offer period is due to begin on **September 7, 2022** and end on **October 5, 2022**.

Usage of buyback shares as consideration for **acquisitions**, for an **employee participation program** or to **retire** them



\*The mailing, distribution or dissemination of information regarding this share buyback programme including the offer document as well as the acceptance of the offer may be subject to legal restrictions outside the Federal Republic of Germany. This information may not be published, distributed or disseminated, directly or indirectly, abroad to the extent that this is prohibited under applicable foreign regulations or is subject to compliance with official procedures or the granting of a permit or other requirements. Persons who come into possession of the Offer Document outside the Federal Republic of Germany or who wish to accept the Offer from there are requested to inform themselves about any restrictions applicable outside the Federal Republic of Germany and to comply with any such restrictions..



# USU growth driver

## Innovation

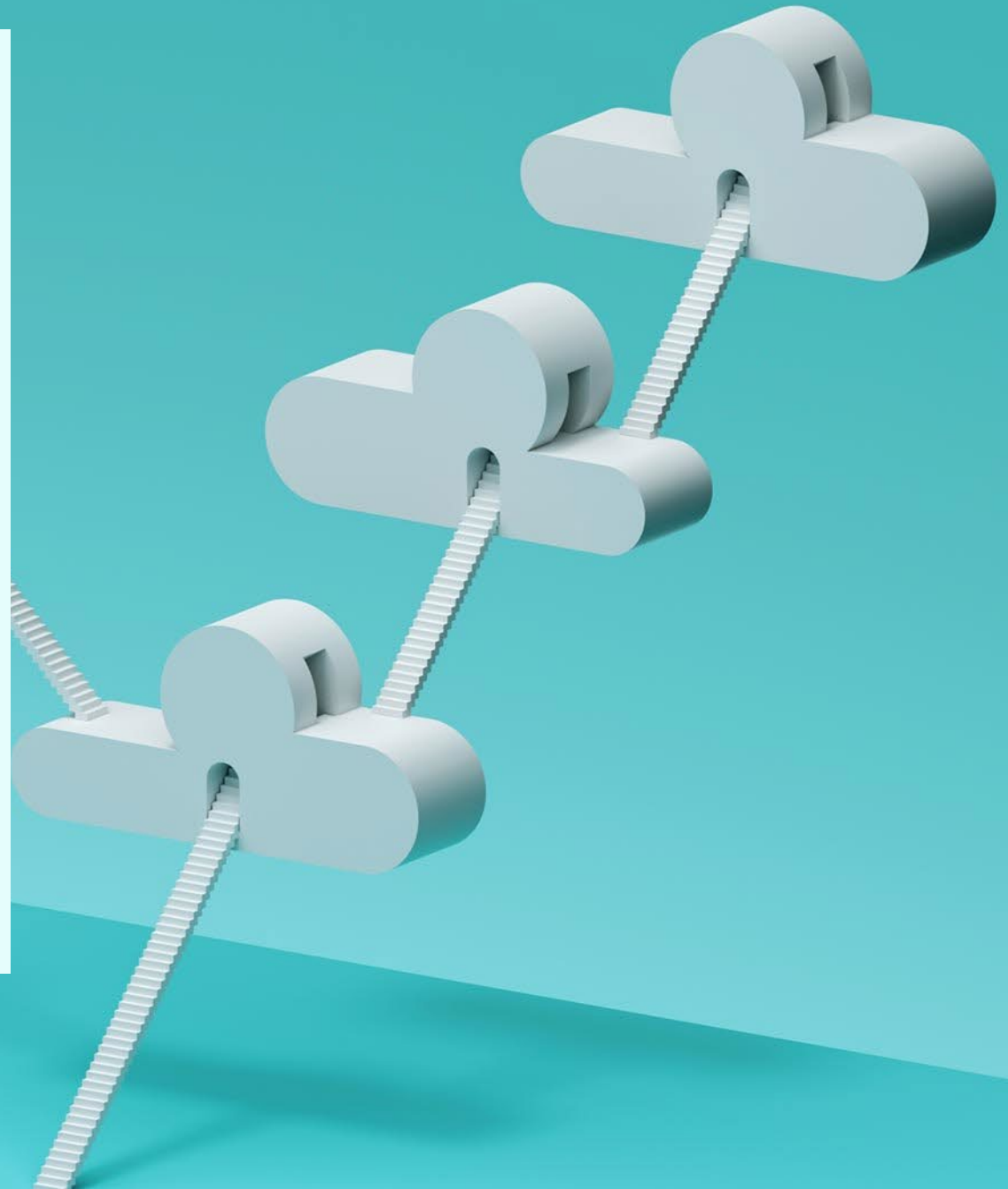
- High investments in fast growing markets like Artificial Intelligence, Cloud Management and ESM.

## SaaS Transformation

- Transformation from perpetual license business to SaaS and subscription
- Currently, approx. 45% of new customers choose the SaaS/Subscription model
- SaaS revenue growth of 30.5% year-on-year to €6.7m in H1 2022

## Internationalization

- Investments remain at a high level
- New: Subsidiary in Japan
- Extensive partner network



# Outlook 2022



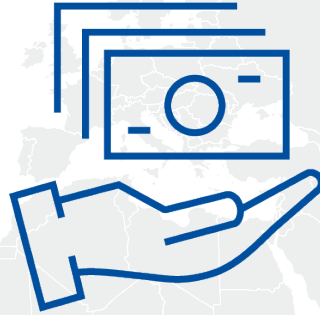
## Revenue

EUR 120 – 125 million

## EBITDA

EUR 14.5 – 16 million

# Outlook: medium-term planning



Average annual revenue increase of

**10 %**

Increase in EBITDA margin to

**16 – 18 % by 2024**

# Thank you very much!



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