

Digitouch GO Group
RE- IPO FROM MARTECH TO GROWTH
ORCHESTRATOR
PLAN 2025 -2027

JULY 2026

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Digitouch Group has a proven and strong leadership team that is driving growth and change



Simone Ranucci Brandimarte
Founder and Group CEO



Virginia Scardia
Group CFO



Alessio Angiolillo
Vice President Digitouch Marketing



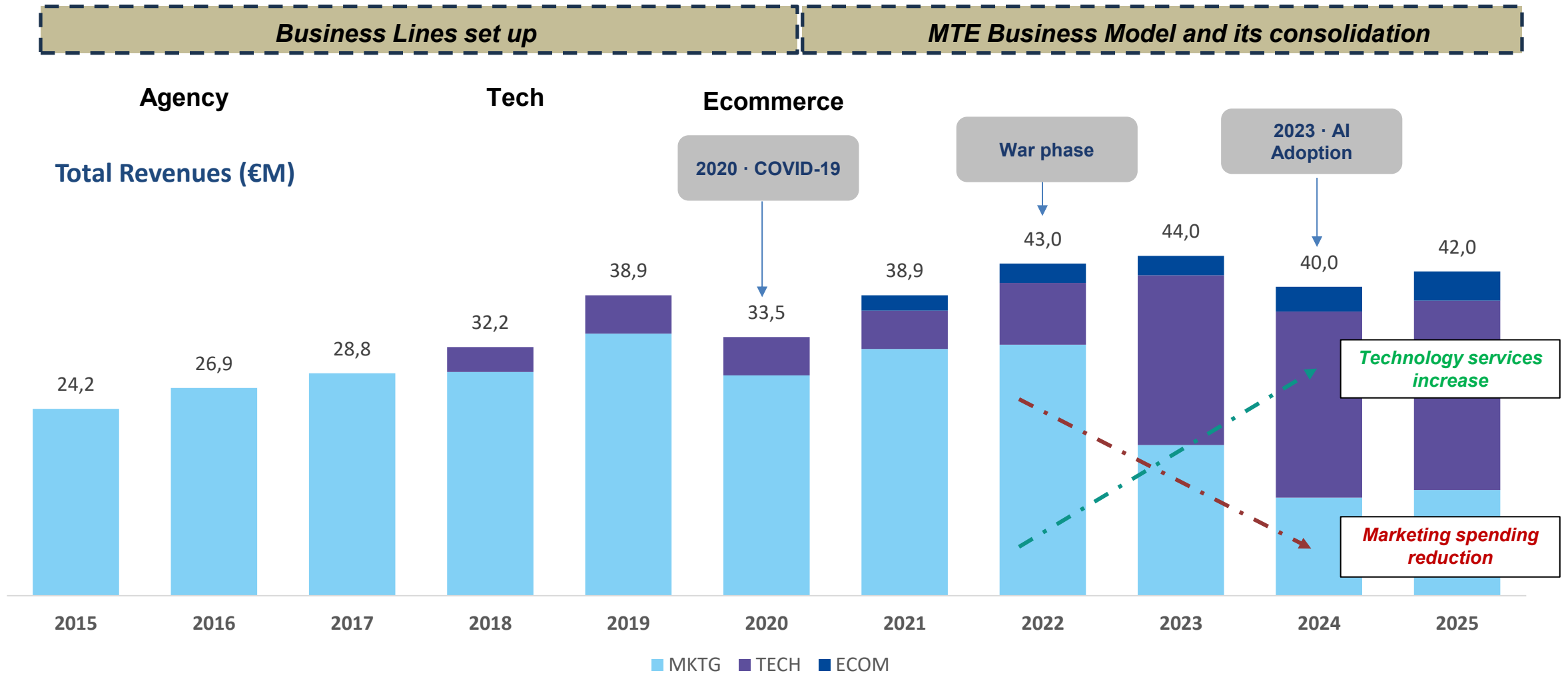
Giuseppe Sacco
Vice President Digitouch Technologies



Luca Biancheri
Vice President Digitouch E-commerce

***WHAT WE HAVE
DONE UP TO NOW***

10 years history (2015 – 2025): From Agency to Integrated MTE Model with strong resilience over these last complex years



An evolved MTE business model built on two growth pillars: inorganic expansion through merger & acquisitions and organic expansion through talent development and workforce reskilling

The MTE model in action: one integrated capability map across Marketing, Technology and E-commerce

M · Marketing

DGT Marketing — Brand Experience

T · Technology

DGT Technologies — Customer Understanding

E · E-commerce

DGT E-commerce — Commerce Solutions

Experience delivery

Marketing Automation

Customer Analytics & Payments

Customer Data Management

Service & Experience Design

E-Commerce Platform

- Customer Marketing Journey
- Media Planning
- Social Suites
- Digital Experience Platforms
- SEO Platforms
- Mobile engagement platforms
- Trade marketing

- Content Marketing Platforms
- Influencer Marketing Platforms
- Customer Loyalty
- Store media solutions
- Reports & Dashboards
- Content Production

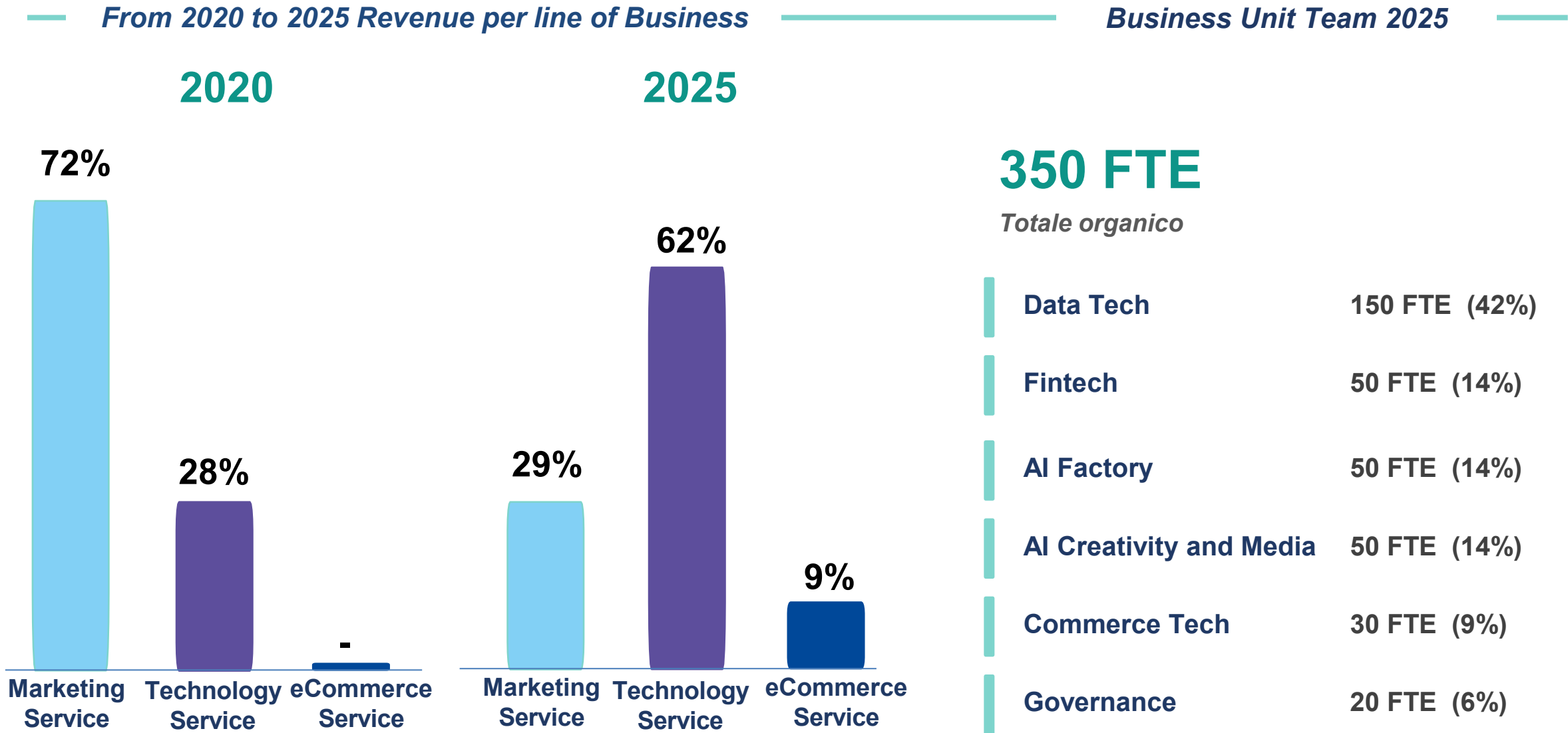
- Customer Analytics Technologies
- Predictive Analytics & Machine Learning
- Web & Mobile Analytics
- App & Mobile Solutions
- Payments Solutions

- Customer Data Platforms
- Identity Resolution
- AI Chatbot
- Journey Mapping Platforms

- Service & Experience Design
- Service Mapping
- UX Design
- UI Design
- Design System
- Conversion Rate UX Optimization
- Feedback & Survey Tools
- Accessibility

- B2C Solutions
- B2B Solutions
- Catalog as a Service platform
- Helpdesk Service AI
- Product Optimization AI
- Marketplace integration solutions

Digitouch has anticipated to re-organize itself into a tech-led powerhouse



P&L 2025 - MTE model consolidated, profitable, and ready to scale

€41.8M

+4.5% YoY

FY2025 revenue

18.6%

€7.8M Adj.

EBITDA margin

+12%

€1.86M

Net profit

3

1 Growth Orchestrator

Integrated business lines

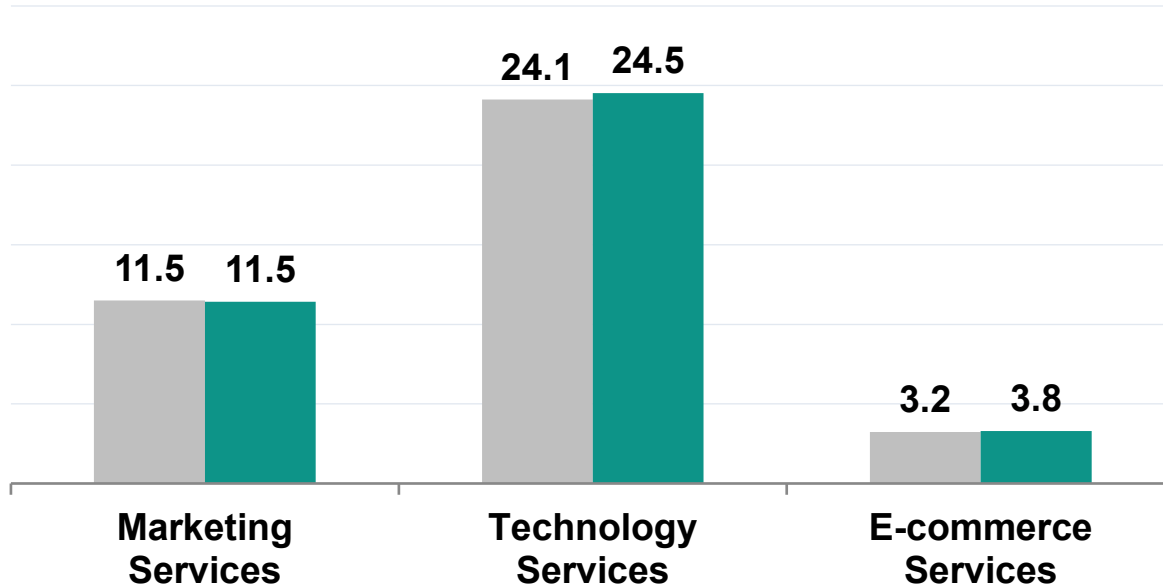
27%

Finance & Insurance

Top industry

EVIDENCE OF MTE MODEL CONSOLIDATION

■ FY24 ■ FY25



A SOLID FOUNDATION

Three units, one Growth Orchestrator

3-in-1

Proprietary platform assets

Ready

Diversified portfolio

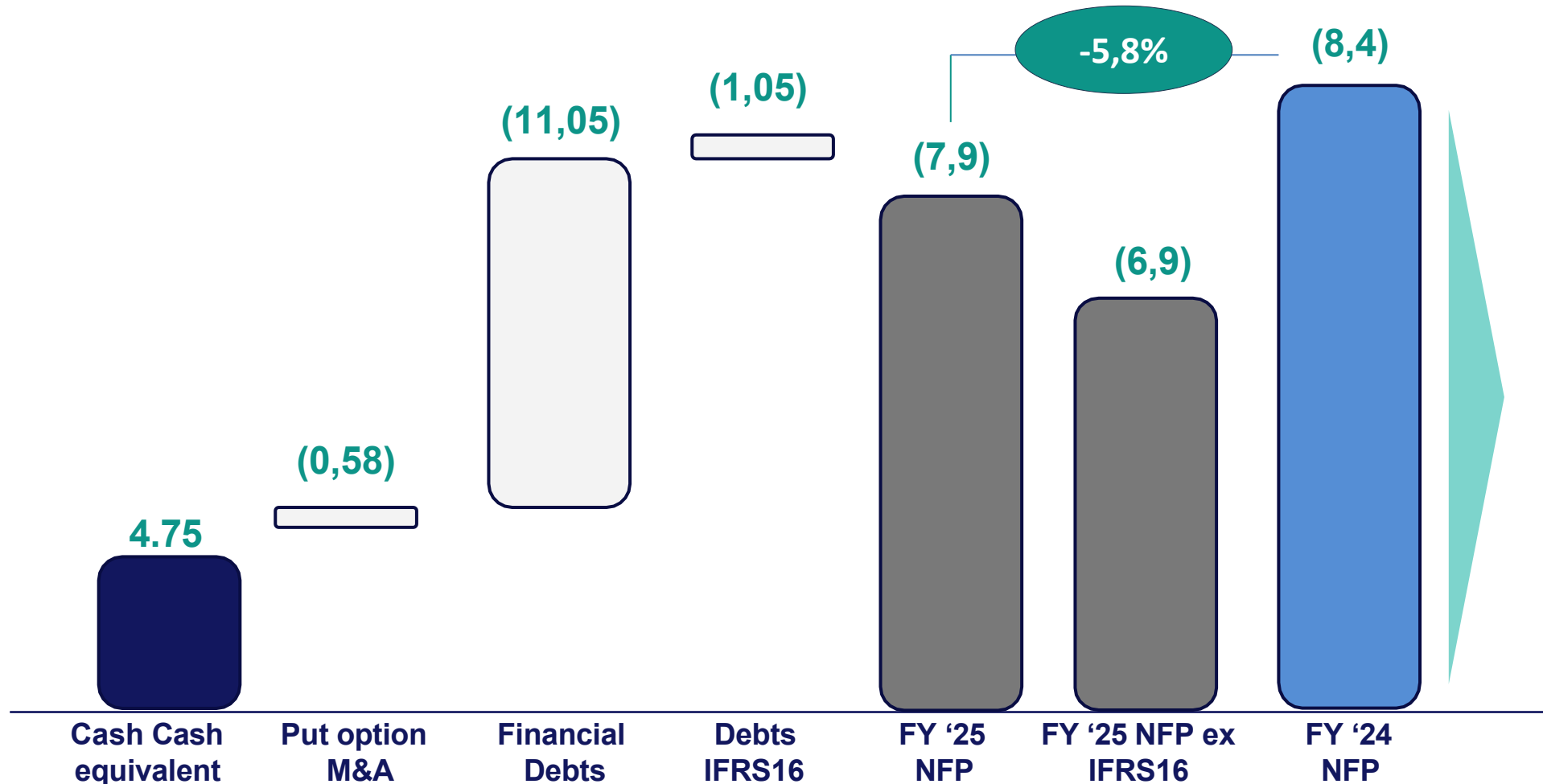
Resilient

Positive cash flow and falling debt: room for investment and M&A.

NFP FY'25: strong cash generation creates headroom for more M&A-led growth

Positive cash flow despite longer payment terms reduced financial debt, leaving room for further M&A as a growth driver

FY'25 Net Financial Position Structure (Mio Euro)

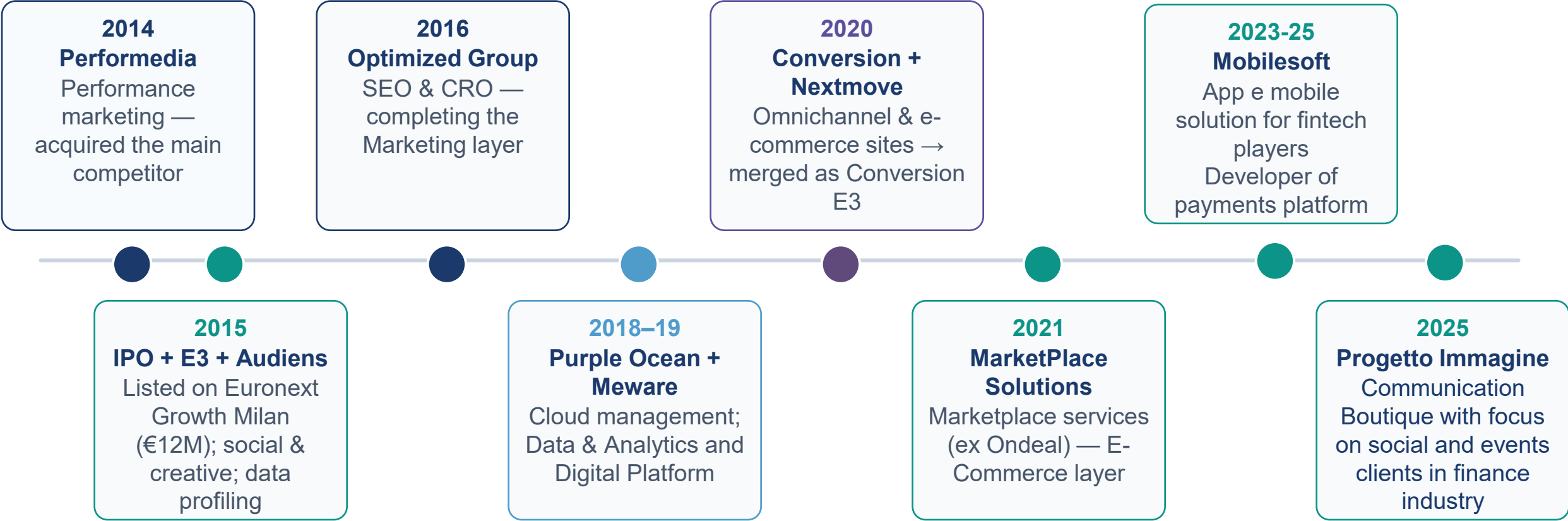


1X Net DEBT / EBITDA

FY '25 Notes

- 0.6 Mio Buyback and dividends
- 2,0 Mio in slow down from working capital management

A proven M&A engine: 10 acquisitions built the integrated MTE platform



10
acquisitions finalized

1
IPO (Euronext Growth Milan)

300+
clients across industries

€100M
stated growth ambition

Tech Enabler for Business Growth...

Digitouch, a certified Innovative SME, enables the technological transformation of companies through the optimization of **human-intensive activities** and the “**agentification**” of **enterprise processes**, driving operational efficiency, innovation, and sustainable business growth



DATA & AI

Transforming data into business value through Advanced Analytics, Generative AI and Intelligent Automation



DIGITAL PAYMENTS

Enabling seamless digital payment experiences through innovative, secure and scalable solutions



AI-POW CUSTOMER JOURNEY ORCHESTRATION

Design, automate and optimize customer journeys with AI, data and activation to drive measurable outcomes



UNIFIED COMMERCE

Connecting online and offline touchpoints into seamless commerce experiences that drive conversion and accelerate revenue

140+

AI Adoption & Expertise

A multidisciplinary team enabling successful AI adoption and business transformation

6

Competence Centers

Dedicated organizational structure with vertical skills, methodologies, and best practices for excellence in delivery

15+

Proprietary Assets

Frameworks, accelerators, and reusable components that reduce time-to-market and increase project efficiency

30+

Enterprise Projects

Established experience in AI, Payments, Mobile, Data Platform, and Process Automation in complex enterprise environments

Driving AI Adoption Through Expertise, Governance and Business Impact

Leveraging multidisciplinary expertise, proven methodologies and responsible governance to turn AI into a catalyst for business growth and operational excellence

AI CAPABILITIES FOUNDATION



STRUCTURED APPROACH

- CRISP-DM
- Agile
- MLOps



GOVERNANCE & COMPLIANCE

- GDPR & AI Act
- Explainability
- Bias Control



MULTIDISCIPLINARY TEAM

- Product Manager
- Data Scientist
- AI Engineer
- ML Engineer
- AI Architect



SCALABILITY & REUSABILITY

- Reusable Assets
- Enterprise Architectures
- Faster Adoption

140+

AI Active Users

AI tools adopted across teams and functions

2

Adoption Levels

Enterprise-wide + Specialist

100%

Target Coverage

AI embedded across all teams

BUSINESS IMPACT

PROCESS OPTIMISATION

Predictive models and intelligent automation reducing operational effort and increasing productivity

REQUEST AUTOMATION

NLP, virtual assistants and conversational AI improving service efficiency and responsiveness

PREDICTIVE ANALYTICS

Forecasting and advanced analytics supporting strategic and operational decision-making

6 Competence Centers to Accelerate Innovation

Centers of excellence dedicated to developing specialized expertise, fostering innovation, and promoting best practices to accelerate technology adoption and drive business value. From strategy to execution, they support the organization throughout the entire innovation lifecycle.



IDENTIFY

Identify emerging trends, business opportunities, and high-impact use cases through structured assessments and continuous market and technology scouting



DESIGN

Design methodologies, frameworks, accelerators, and specialized solutions tailored to business needs and seamlessly integrated into existing processes and technology ecosystems.



ENABLE

Promote knowledge sharing, training, upskilling, and reskilling initiatives to continuously strengthen capabilities and support the adoption of new technologies



EVOLVE

Drive continuous improvement by monitoring outcomes, refining approaches, and evolving capabilities to address changing business and market needs

COMPETENCE CENTER

- **AI & DATA INTELLIGENCE**
- **MOBILE & DIGITAL EXPERIENCE**
- **DIGITAL PAYMENTS**
- **AI GENERATIVE PRODUCTION**
- **CONTENT & AUDIENCE INTELLIGENCE**
- **COMMERCE PLATFORMS & ENGINEERING**

KEY COMPETENCIES

Data Platforms, Advanced Analytics, CRM, Machine Learning, Generative AI, AI Agent

Mobile Apps, UX/UI Design, Omnichannel Experiences

Payment Integration, Digital Wallets, Payment Security

Strategy & Content Orchestration, Prompt Engineering & AI Interaction Design

Intent Analysis, Search Intelligence, AI Search Optimization (AEO), Behavioral Analytics

Composable / Headless Architecture, Platform Implementation & System Orchestration

Digitouch over these years has developed distinctive capabilities AI-based accelerators...

Integrated, modular AI solutions combining automation, analytics and conversational intelligence to accelerate processes and generate value

AGENTIC MARKETING INTELLIGENCE

1 Digitouch Agentic Campaign

AI Customer Journey Decisioning: centralizes data, manages campaigns and orchestrates omnichannel comms in real time.

2 Agentic BI

Business Intelligence on AI Agents: automates data collection, KPI analysis and dynamic reporting.

3 Pulse BI

A MarTech platform that centralizes marketing, analytics, and customer data to monitor and analyze traffic, offer, and performance.

4 AI Signals scouting

A conversion engine, intercepting intent signals and delivery activation insights and conversion rules

DIGITAL HUMANS & CONVERSATIONAL AI

5 Sales Training Avatar

Immersive training with realistic avatars and chatbots for sales, negotiation and product skills.

6 Luxury Avatar

Agentic platform for fashion luxury: AI avatars and chatbots that enhance brand heritage and creativity.

7 Occupational Therapist Avatar

Neuro-rehabilitation via conversational avatars and clinical analysis for personalized therapy paths.

GENERATIVE AI & DECISION INTELLIGENCE

8 AI for Procurement tender mgmt

Optimizes tender processes — automating document analysis, compliance checks and bid evaluation.

9 AI Document Management

Organizes, analyzes and explores document assets, automating search and requirement verification.

10 AI Content Generative Framework

Strategy, creativity, and automation to generate, personalize; accelerate content production.

AGENTIC SYSTEM & INTELLIGENT AUTOMATION

11 AI for Operation

LLM, AI Agents and semantic retrieval to automate control, monitoring and information management.

12 AI for Process Automation

Agentic workflow automation with human-in-the-loop on an open-source BPM integrated with Agents (MCP).

...leveraging on certification at the highest standards

Digitouch is a certified Innovative SME...

ISO 9001

Quality management for any organization

ISO 14001

Environmental management system

ISO 37001

Anti-bribery & ethical business culture

ISO 45001

Occupational health & safety

ISO 27001

Information security (ISMS)

SA 8000

Sustainability & social accountability

PCI DSS

Security for organizations handling card data

ISO 30415

Design & development of IT solutions and ICT services

UNI/PdR 125:2022

Gender equality

ISO/IEC 42001

AI management systems

ISO 27017

Information security for cloud services

In progress

Serving 300+ clients in 7 industries and highly diversified

2025 – Revenue per industry



***WE ARE READY FOR
BECOMING***

Market trends: 3 converging forces are reshaping the digital services arena

01

MTE Convergence

Marketing, Technology and E-commerce **are no longer separate functions.**

Competitive advantage belongs to those who integrate them in a single data architecture, end-to-end measurable



DigiTouch already has this model — but must monetize it differently

02

Platformization

Google, Meta and Amazon capture 83% of online ad spend. Traditional agencies lose margin as intermediaries. **Whoever doesn't own proprietary tech becomes a commodity.**



Value shifts from 'managing campaigns' to 'owning data and algorithms'

03

Agentic AI

AI is no longer a support tool: it governs budget, content, segmentation in real-time. Agentic models **will execute entire company processes autonomously**



Those with proprietary AI sell differentiation; others sell hours

...Now ready to move on to strategic evolution

From MarTech to Growth Orchestrator

Leveraging AI Capabilities to drive the next era of intelligent, connected growth



MarTech Foundation

Established tools, platforms, and data infrastructure powering marketing operations.



AI Capabilities

Intelligent automation, predictive analytics, and machine learning at the core.



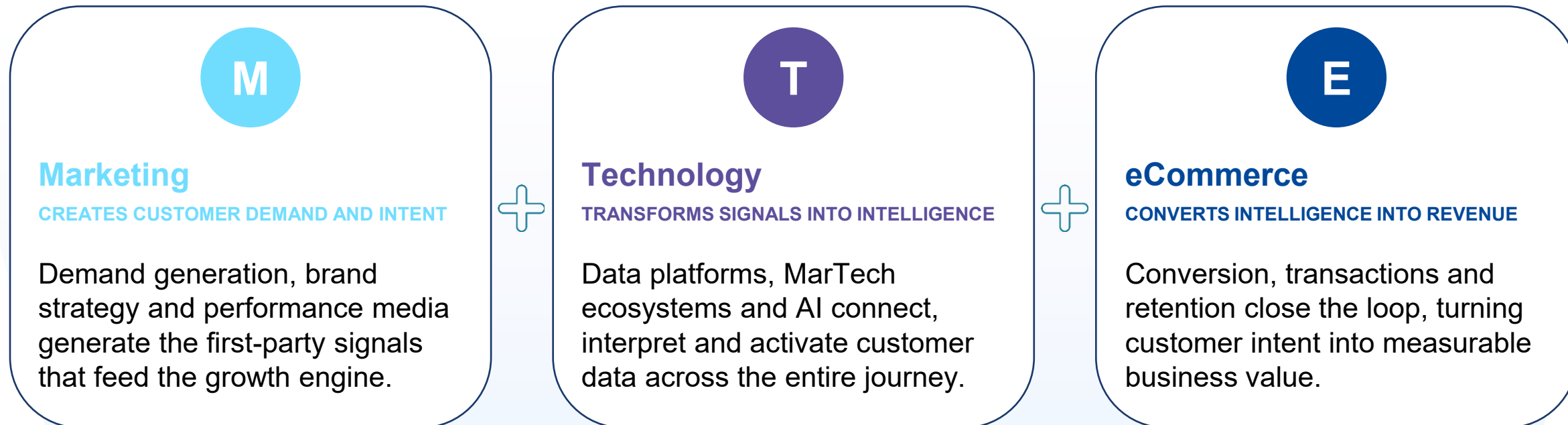
Growth Orchestrator

Unified, AI-driven orchestration across every touchpoint to accelerate growth.

“Unifying M, T and E into one measurable data architecture creates the closed feedback loop the Growth Orchestrator needs: it can read signals, decide and act across the full customer journey — in real time, at scale.”

MTE Convergence unlocking the Growth Orchestrator Vision

Marketing, Technology and E-commerce are no longer separate functions. The advantage belongs to those who unify them in a single, end-to-end measurable data architecture



MTE Model becomes  **Digitouch**^{GO}
GROWTH ORCHESTRATOR

Digitouch GO orchestrates the entire growth cycle

Marketing creates demand. **Technology** activates intelligence. **eCommerce** captures value.

Together, they power measurable, compounding growth

From Martech Player to Growth Orchestrator

Digitouch Group is evolving to capitalise on faster and more efficiently shifting market dynamics — moving beyond traditional marketing technology into a fully integrated growth orchestration model

WHY WE EVOLVED

- Digital transformation now goes beyond Marketing, Technology and Ecommerce
- AI is becoming enterprise infrastructure
- Growth requires end-to-end orchestration
- Data is now the core competitive asset
- Enterprises demand measurable business impact

CLIENT NEEDS WE ADDRESS

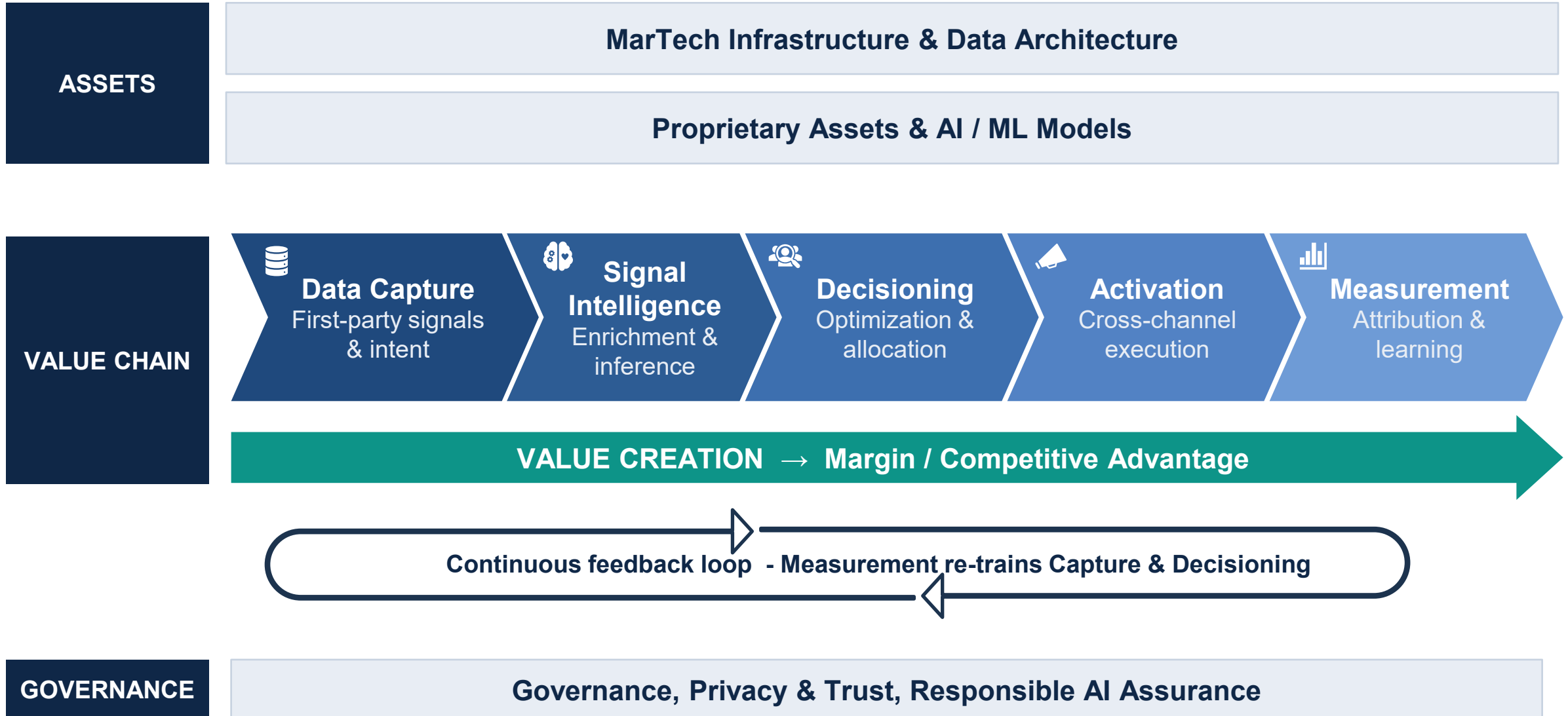
- One strategic partner to coordinate business & processes transformation
- Design and implementation of scalable AI ecosystems
- Integration of platforms, data, AI, CRM and commerce
- AI-ready data management and real-time intelligence
- Revenue growth, efficiency and scalable digital ecosystems

WHY DIGITOUCH CAN EXCEL

- We combine technology, marketing, data, commerce and customer experience capabilities within one integrated ecosystem
- We are building AI-driven architectures and assets leveraging data, automation, predictive intelligence and operational integration
- We already operate across the full digital value chain, orchestrating multiple competencies and technologies
- Our strong expertise in data management, analytics and activation enables measurable business impact
- We have evolved from a service provider into a business growth partner focused on performance, scalability and transformation

New Growth Orchestrator Digitouch Group will capitalise at best on market evolution
combining strategy, technology and data into a single, scalable growth engine for enterprise clients

The Growth Orchestrator Value Chain



Digitouch asset mapping

GROW ORCHESTRATOR — END-TO-END FLOW



Data Capture



Signal Intelligence



Decisioning and Governance



Activation



Measurement

Generative AI & Decision Intelligence – Procurement, Documents, Operations

A Generative AI solution that organizes and analyzes the company's document assets, automating document search, compliance verification, and bid evaluation to enable faster, more accurate, and more secure decision-making.

Agentic System & Intelligent Automation – Process, Workflow

Agentic platform that integrates LLMs, AI Agents, and semantic retrieval to automate end-to-end workflows and approvals, featuring an integrated open-source BPM and human-in-the-loop man.

AI Agentic Avatar – Training, Luxury, Pharma

Immersive conversational avatars and intelligent chatbots for interactive and personalized experiences: training and sales

LeadScoutAI

A proprietary solution for qualified B2C and B2B leads, designed as a scalable and replicable product. It integrates data, campaigns, and landing pages to activate, monitor, and optimize sales.

Payments & Finance (PEW)

An AI-enabled platform for comprehensive payment management, covering the entire post-sale lifecycle from collections to refunds.

Trends Finder

A data- and AI-driven framework that analyzes search trends and user behavior across platforms. It identify market opp. and transform insights into omnichannel digital strategies.

BrAIInHub

Agentic BI

An AI Agent-based Business Intelligence solution that automates data collection, KPI analysis, and dynamic report generation,

Digitouch Agentic Campaign Manager

An AI-powered Customer Journey Decisioning platform that centralizes data, business rules, and campaigns to orchestrate intelligent omnichannel communications and optimize performance in real time.

***LUNCHEd IN 2025 INTEGRATED
SOLUTIONS***

Powering the Future of Connected Commerce

A cloud-native commerce platform built on Adobe Commerce, unifying the entire digital ecosystem into a single seamless journey across customer area, online store and physical retail.

01

Single Sign-On

One identity from the customer area, continuity everywhere.

02

Amazon Business

Amazon Business adopted as product provider catalogue scaled without sourcing or holding stock.

03

GDS Retail Module

Retail corners sell from terminals, shipped to home.

04

Services & Financing

Kasko, device protection, Findomestic instalments.

05

Multi-Store & Multi-Warehouse

Multiple storefronts, orchestrated stock.

+38%

Conversion rate

<3 min

Checkout time

+62%

Catalogue expanded

4.8/5

User satisfaction

From Signals to Conversions

One integrated Content + AdTech funnel: trend listening shapes the creative concept, AI scales production from social assets to TV spots, and first-party data turns reach into measurable conversions.

01

Trends Finder

Trends and language across search, social and video.

02

BrainHub

Insight into concepts and the brand's editorial platform.

03

AI Creative Studio

Concept scaled into content, social assets to TV spots.

04

Audience Data Hub · DigitEx

Audiences segmented by intent, enriched with Zeotap.

05

Paid Activation

Look-alike and expansion on Meta, optimised live.

+100K

Activations, 24% above goal

+7.5%

Activation rate YoY

-66%

CPC vs broad audiences

+2.42%

CTR vs broad audiences

Consideration and Engagement to Create Loyalty

An end-to-end loyalty engine: digital platforms, CRM, data and marketing automation creating personalised journeys — with governance, compliance and field operations managed as one process.

01

Promo & Legal Engine

Prize-promotion rules and filings, compliant end-to-end.

02

Loyalty Orchestration

Programme and partners (Carta Freccia × Trenitalia).

03

Phygital Field Marketing

Field staff in strategic locations, Sanremo to street.

04

LeadScout AI

Real-time scoring of in-store leads.

05

Conversion & CRM

Contracts activated, leads synced to CRM.

+18,000

New loyalty members

+19%

Retention rate, H1 vs H2

100%

Regulatory compliance

0

Regulatory disputes

From MTE to Growth Orchestrator. New Organizational Structure and Revenue Model

Three units, one orchestrator. The same teams - now AI-augmented.



Revenue Model

Two engines, one P&L

Service & Operation Revenues

Recurring fees from running campaigns, media & commerce

Revenue Sharing

Outcome-based revenues earned through shared growth, media efficiency and commerce performance

Asset & Agentic Solutions Revenues

Scalable, higher-margin licensing of AI assets & agents

***MARKET VIEW IN THE MEDIUM
TERM 2026-2027***

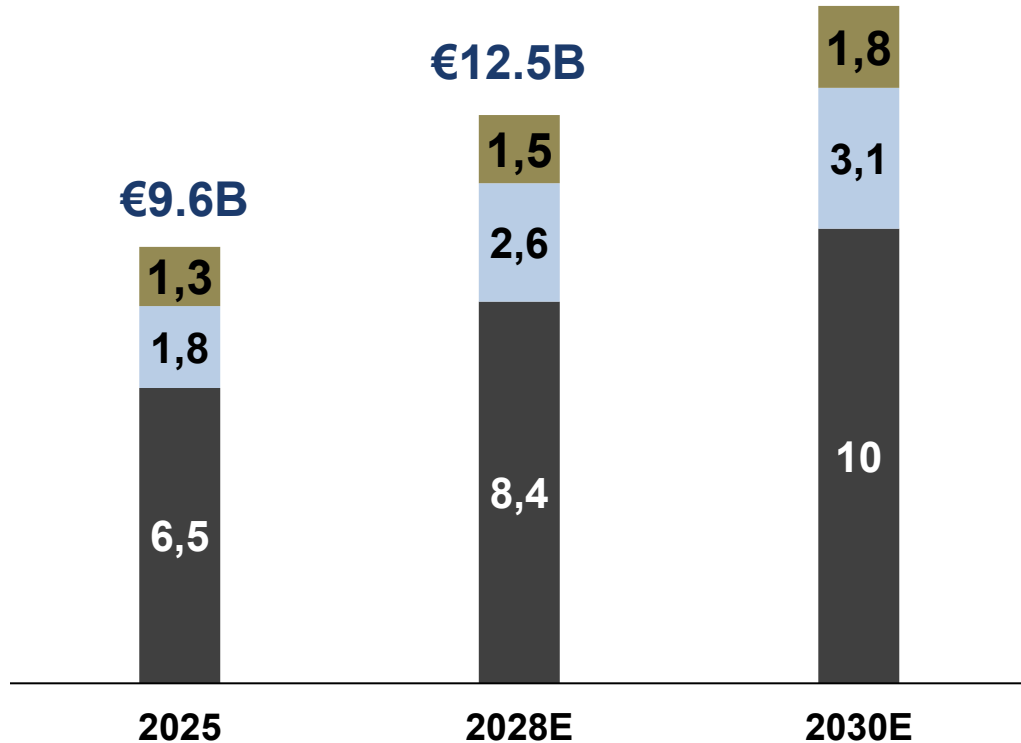
A large, fast-growing Italian market for the Growth Orchestrator: 2025 – 2030

Value migrates up the stack — exactly where the Intelligent Orchestrator plays.

Italian market by service layer (EUR BN)

↗ ≈ +9% CAGR

€14.9B



■ Media and Performance ■ Data and Analytics / Martech
■ Strategy, Content and Orchestration

WHERE WE ORCHESTRATE VALUE

Media & Performance

Paid media, lead generation and proximity — the largest, most contested layer.

Data & Analytics / Martech

CDP, BI and platform assets that turn execution into recurring intelligence.

Strategy · Content · Orchestration

Design and governance of the journey — the high-margin orchestrator role.

Plan target revenues to €48-52M, EBITDA margin to ~ 20%

Two-thirds of value creation comes from multiple re-rating, one-third from EBITDA growth

€M	FY25	FY27E
Revenues	41.8	48.0-52.0
o/w Recurring	5%	~ 30%
EBITDA Adj.	7.8	10-11
EBITDA Margin	18.6%	~ 20%
Net Income	1.86	3.3-4.3
Net Debt/EBITDA	1.02x	<0.5x
EV/EBITDA mult.	4.5x	7-8 x

Traction and runway: ready to launch the Growth Orchestrator

€48-52M

from €41.8M

Plan revenue target

20%

from 18.6%

EBITDA margin target

2x

Enterprise Value

Plan objective

€5B

addressable market

Fintech Solutions (2025)

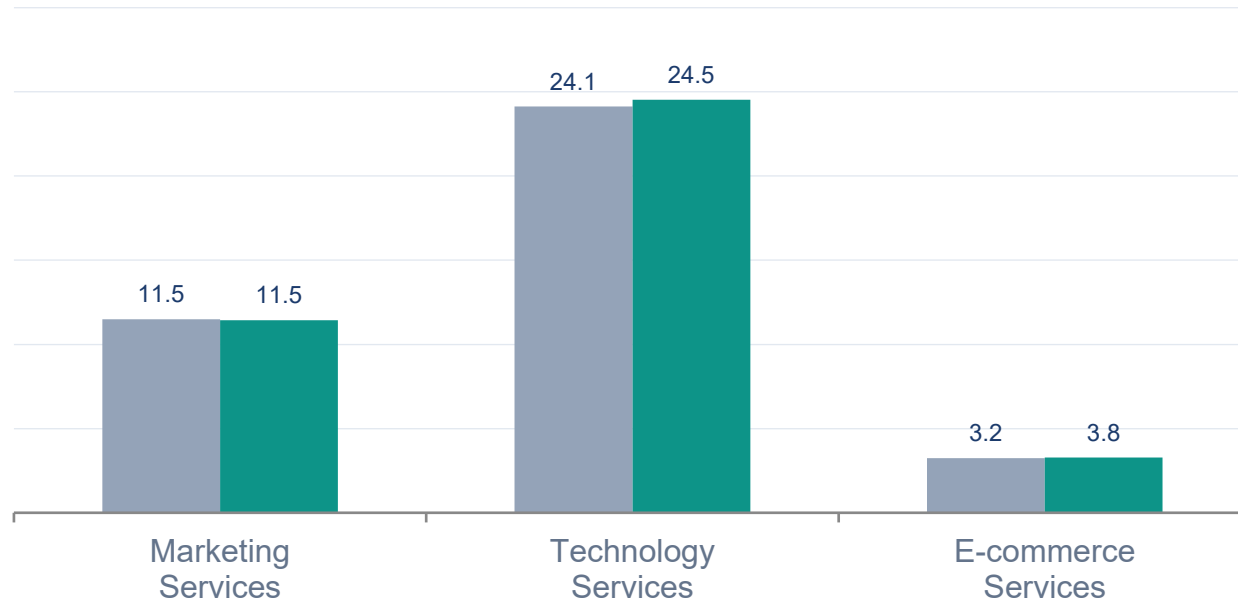
M&A

financial headroom

Lower debt, cash positive

THE GROWTH TRAJECTORY TOWARD THE PLAN

■ FY24 ■ FY25



TRACTION SIGNALS

Fintech spin-off launched

€5B TAM

M&A Capacity

Active

AI-augmented teams

100%

Core competencies covered

5/5

Scalable platform

Live

2026-2027 View and guidance

- **From Martech to Growth Orchestrator**

Building on the consolidated MTE model, the Group evolves into an **AI-augmented Growth Orchestrator**, orchestrating Customer, Commerce and Platform Growth through a shared Asset Accelerator.

- **Profitable, AI-driven growth**

Plan targets revenues to **€48-52M (from €41.8M)** and EBITDA margin to **20% (from 18.6%)**, with Enterprise Value targeted to double over the plan horizon.

- **Fintech Solutions as a new growth engine**

The Fintech spin-off launched in late 2025 addresses a **€5Bn market**, scaling payment, banking and credit platforms toward full commercial development.

- **Financial discipline & M&A headroom**

Strong cash generation and lower debt (gearing below 1x NFP/EBITDA) preserve **financial headroom for further M&A** within a disciplined capital-allocation framework.

- **A large, fast-growing addressable market**

- The Italian Growth Orchestrator market grows at **≈ +9% CAGR to €14.9B by 2030**, with a €5B served addressable market underpinning the plan.

Annexes

The capabilities are already in place: 5 core competencies of an Growth Orchestrator

01

Strategy & Design

Service & experience design

02

Media & Performance

AI lead gen · proximity

03

Data & Analytics

CDP · BI · advanced analytics

04

Tech & Platforms

Proprietary platform assets

05

Growth Orchestration

Design · deploy · governance

FROM EXECUTION TO ORCHESTRATION — ASSETS ALREADY IN HOUSE

- The same teams that today run campaigns, media and commerce are **already augmented by generative and predictive AI. Plus AI creativity solutions via Sileent JV**
- **Proprietary platform assets** (CDP, BI, CaaS, social CMS) turn execution into recurring intelligence services.
- An **orchestrator designs, deploys and governs the entire customer journey** — above execution, below consulting.
- Few Italian players combine strategy, implementation and analytics: the three layers of a Growth System.

Fintech Solutions: a new vertical of the Growth Orchestrator on a €5Bn market

The spin-off of the **finance & payments business** converges (**contracts, skills, assets**) into a new company **100% owned by Digitouch Spa** – becoming the **Commerce & Payments engine of the Growth Orchestrator**, serving retailers and financial companies with AI-augmented payment, banking and credit platforms.

Fintech Solutions & Platforms

Market trends

- **Digital Fintech adoption rising:** 66% of Italian consumers use digital channels.
- **Fintech funding growing:** €250M raised in 2024, **+44%** vs 2023.
- **Key enabling tech:** APIs (70%), AI (43%) and **Generative AI** (26%, **+7%**).

Tech assets already «up & running»:

- **Digital Payment Solutions:** payment APIs framework, request to pay platform (RTP), AI based payments optimization assets.
- **Digital Banking Services:** mobile first home banking solutions, financing platform design & development.
- **Credit Solutions:** proprietary lending platform for SME onboarding, credit scoring evaluation and workflow management.
- **Insurtech:** Insurance vertical offering for sales, generative AI, analytics, and CRM.

3 Phase development

- 1 **Newco setup (Dec 2025)**
- 2 **Tech asset dev & acquisition (AI focus)**
- 3 **Full commercial development**

Client base



FY '25 Financials at a glance – Balance Sheet & Cash Flow

Balance Sheet (€M)	FY'25	FY'24
Goodwill	16,72	16,40
Other Assets	9,14	8,43
Net Working Capital	7,57	6,08
Long Term Liabilities	-4,99	-3,15
Net Capital Employed	28,44	27,76
Net Equity	20,52	19,35
Net Financial Debt	7,92	8,41
Net Equity and Funds	28,44	27,76

Cash Flow (€M)	FY'25	FY'24
Net Income	1,86	1,66
Other	3,36	4,68
Change in WC	-2,80	-2,23
Operating Cash Flow	2,42	4,11
Capital expenditures	-1,03	-0,43
Other (investments)/disinv.	-0,32	-0,02
FCF	1,07	3,66
Dividends & buy back	-0,69	-1,17
Net Loan reimbursement	-2,13	-2,35
Net CF	-1,75	0,14

- **Stronger balance sheet:** Net Equity up to €20.52m (vs €19.35m) and Net Financial Debt down to €7.92m (vs €8.41m) – gearing below 1x NFP/EBITDA ex-IFRS 16.
- **Solid profitability:** Net Income grew to €1.86m (vs €1.66m), confirming the Group's ability to sustain earnings growth.
- **Investing for growth:** Higher capex and a temporary working capital absorption (≈ €2.80m) drove cash dynamics, while FCF stayed positive at €1.07m.
- **Disciplined capital allocation:** Net CF at -€1.75m after €0.69m of dividends & buy-back and €2.13m of net loan repayment.