

Approval of the Consolidated Financial Report as of June 30, 2025 of Digitouch Group

30 September 2025

Safer harbor

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Agenda

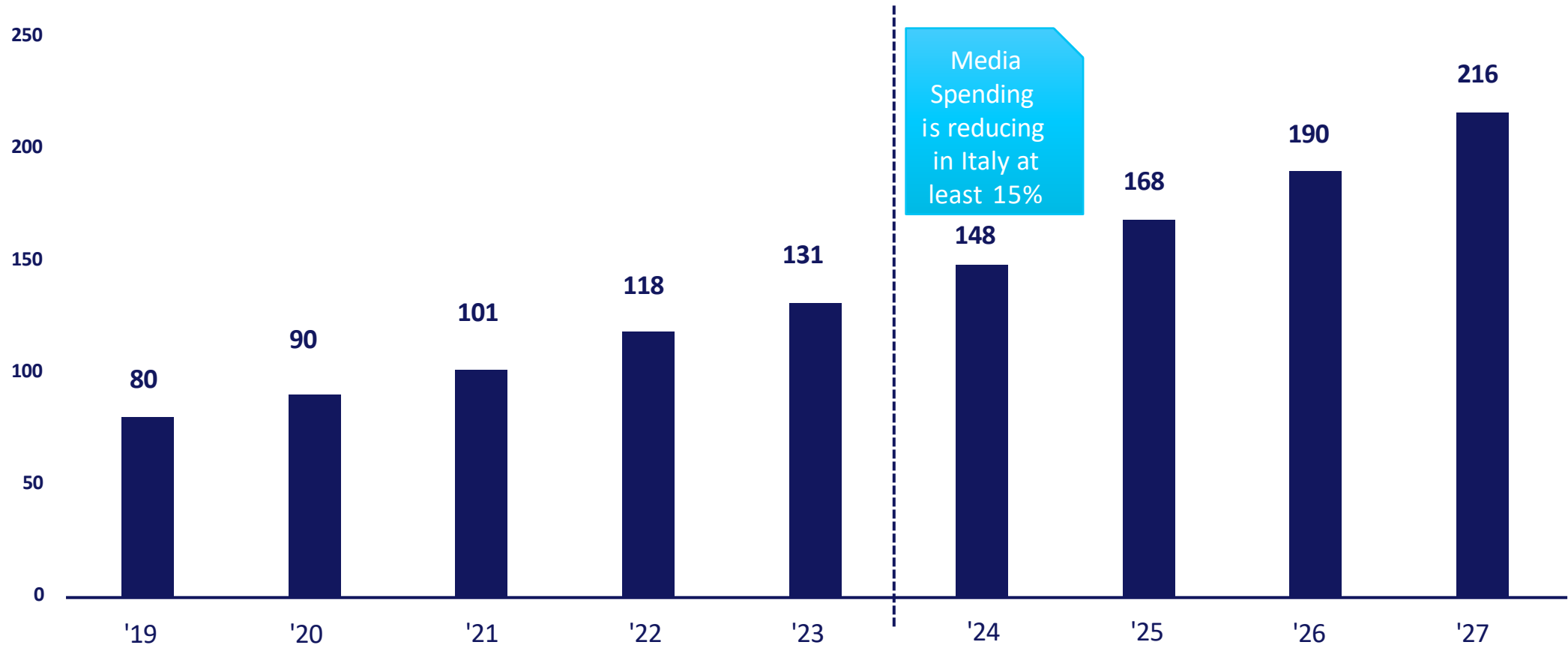
Market Trends in Martech

H1 '25 Highlights

Long Term View and Main events of the period

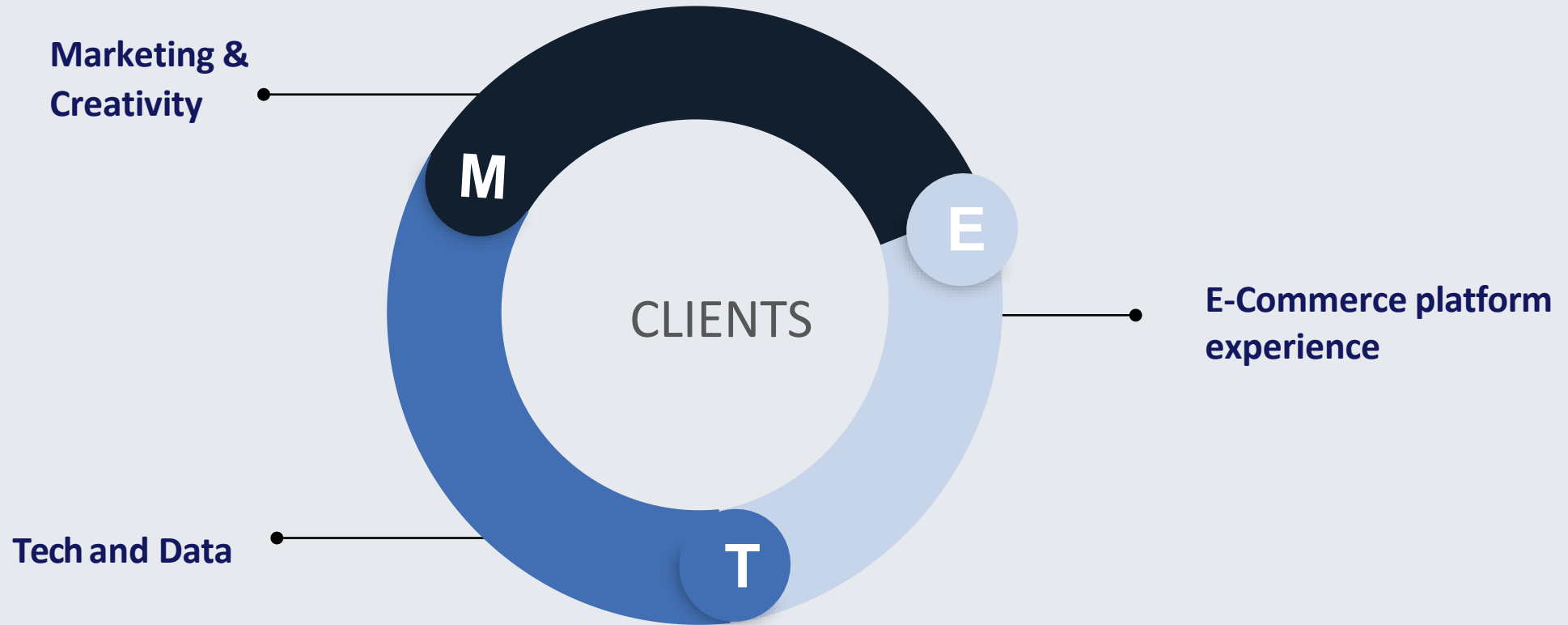
Global Martech Spending still growing at a 10.9% rate just Media Spending is struggling

Global spending on **Martech has grown 10.9% in 2023, reaching \$131 billion**. Despite considerable slowdown in growth from the previous two years, the rapid digitization of consumer experiences and marketers' continuous adoption of new technologies create plenty of opportunity for the next phase of growth. We expect spending to surpass \$215 billion by 2027.



Digitouch Group provides a fully integrated Martech offering

CREATING VALUE BY LEVERAGING ON AN INTEGRATED APPROACH



We are a **Cloud Marketing Company** with focus on integrating **Technology, Marketing & Ecommerce skills and solutions**.

Flexibility, market centricity, consultancy and assets integration are our keys

Prominent Marketing Software Categories covered by Digitouch Group with the 3 line of services business and its Global Market CAGR '23-'27

Brand Experience DGT Marketing LoS		Customer Understanding DGT Technology LoS		Ecommerce Solutions DGT Ecommerce LoS	
Experience delivery	Marketing Automation	Customer Analytics and 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 - Influencers marketing platforms - Customer Loyalty - Store media solutions - Reports and Dashboard - Content Production	- Customer Analytics Technologies - Predictive analysis and Machine Learning - Web and Mobile Analytics - APP and Mobile Solution - Payments Solutions	- Customer Data Platforms - Identity resolution - AI Chatbot - Journey Mapping Platforms ...	- Journey: Service & Experience Design - Service Mapping - UX Design - UI Design - Design System - Conversion Rate UX Optimization - Feedback and Survey Tools - Accessibility	- B2C Solutions - B2B Solutions - Catalog as a Service platform - Helpdesk - Service AI - Product Optimization AI - Marketplace integration solutions

A powerful "Corporate Social Responsibility" and "quality" engine to ensure significant progress

Certifications



Training

In last year, almost 20,000 hours of training were provided through Training 4.0 with approximately €70,000 of tax credit obtained. Regarding soft skills the most popular courses were:

- #1 Conquer everyone with public speaking
- #2 Keep prejudice at bay
- #3 Fight mobbing and harassment in the company
- #4 Work remotely
- #5 Artificial intelligence

ESG assessment

The Group is strongly committed to maintaining policies and procedures to ensure a positive impact on its employees, customers, suppliers, all stakeholders and in general on the environment in which it operates:

- Policy for gender equality
- Parenting Policy
- Whistleblowing procedure
- Individual smartworking agreements

CSR Projects

ORTO SOCIALE PROJECT

It promotes:

- Access to employment for people with severe disabilities
- Training paths
- Community projects, such as educational gardens for schools, educational experiences, and corporate volunteering programs.

Digitouch's participation in the project also meets the objectives set by Law 68/99 regarding the employment of people with disabilities, demonstrating how regulatory compliance can translate into opportunities for social and business development.

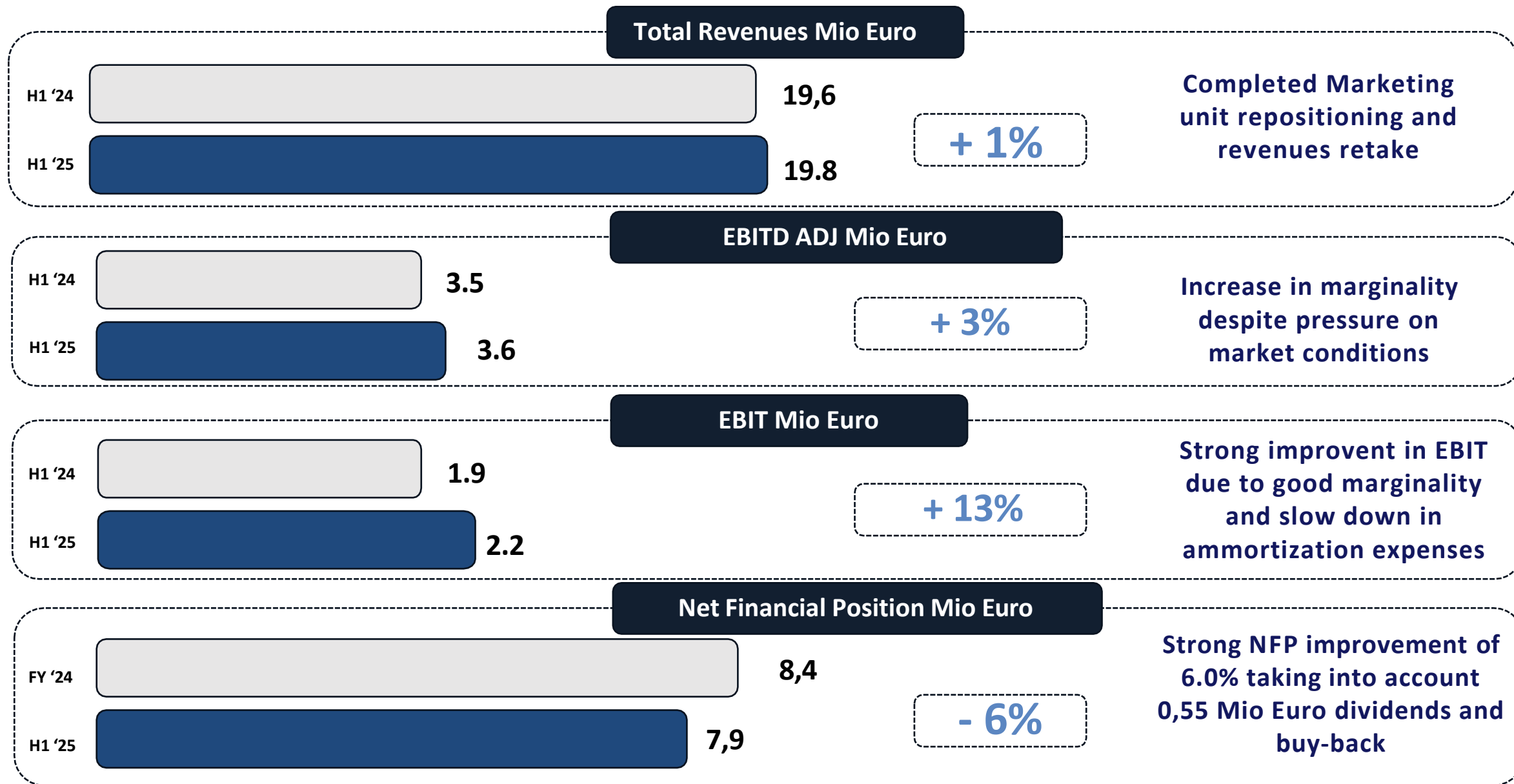
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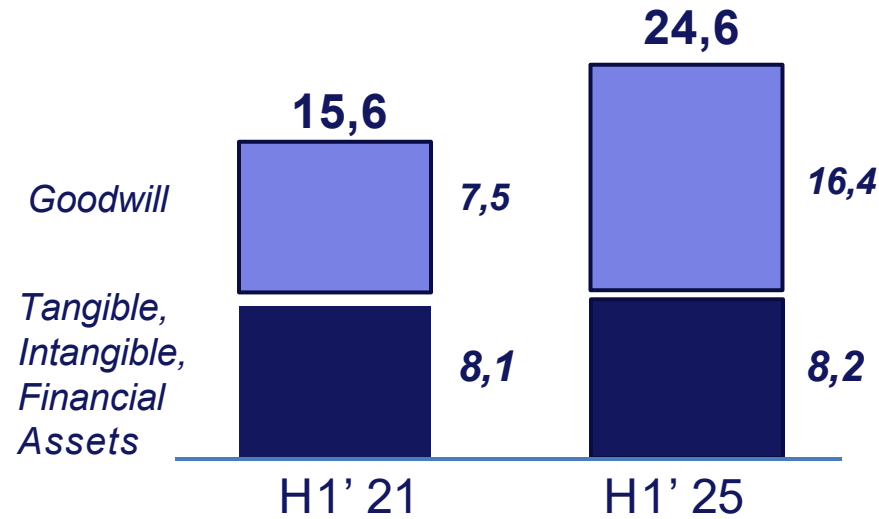
Long Term View and Main events of the period

H1 '24 - '25 Main highlights – strong marginality and cash flow generation



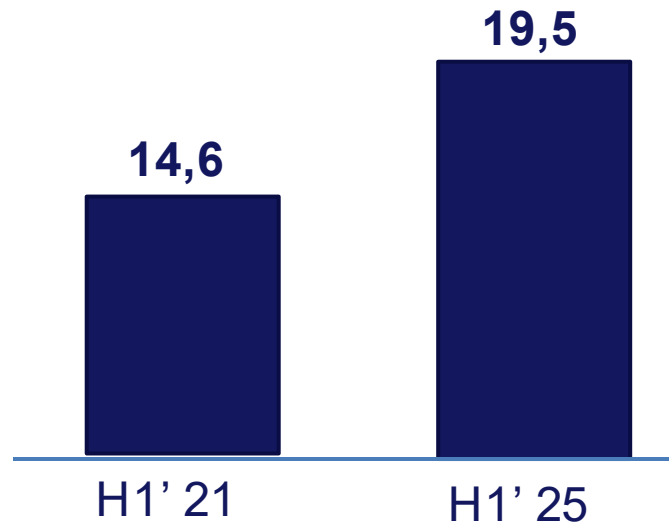
H1 '25 vs H1 '21 Results – Balance Sheet strong performance over the years

Goodwill and other asset (Mio Euro)



- 67% of the Net Invested Capital is determined by goodwill over M&A Transactions
- Strong discipline over tangible-intangible assets. Capex control and optimization

Total Shareholders' Equity (Mio Euro)



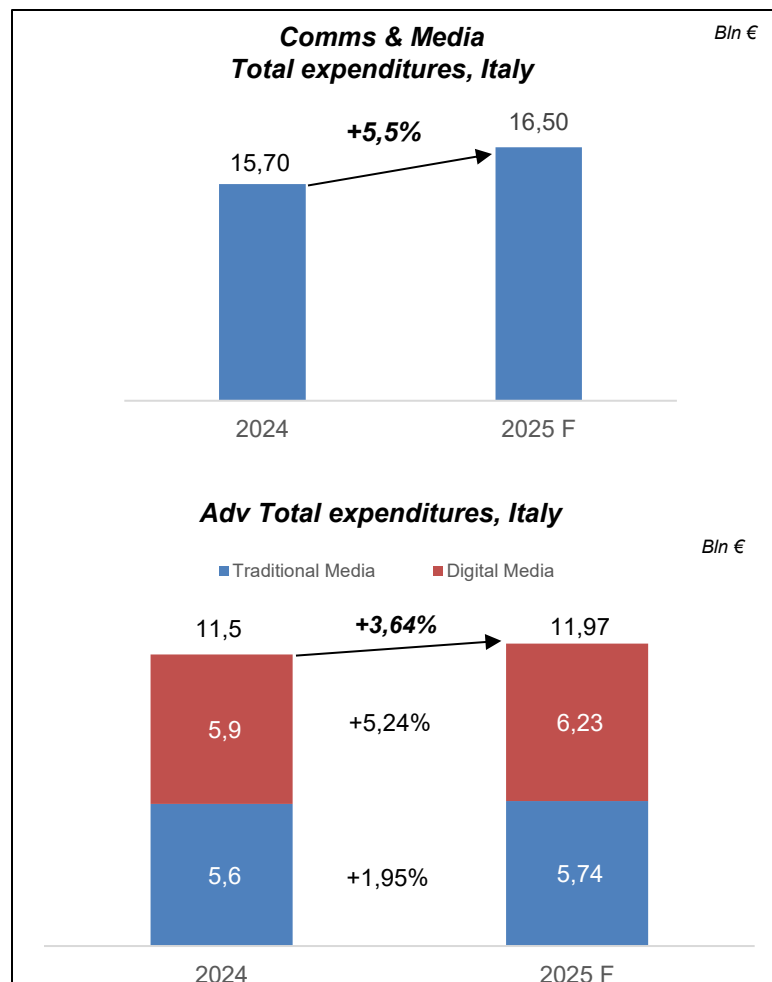
- Constant profitability over the years has allowed increase in shareholders' equity
- Conservative dividend policy (1,4% average dividend yield). Still one of the few EGM company to have it

Major H1 '25 take outs and H2 '25 forecast

<i>Segment unit</i>	<i>Main actions</i>	<i>H2 '25 forecast</i>
Digitouch Marketing	- Completed the unit repositioning with full termination of low margin media contract - Launch of new AI driven marketing solutions Headcount reduction due to market offer and efficiencies and reskill program in place (from 120 to 55 FTE)	+ 9 -10 % revenue growth
Digitouch Technologies	- Spin off Digitouch Fintech Solution the newly established unit focused on digital payment and financial platforms Strong new business acquisition +50% H1'25 vs H1'24 Productivity increase through AI to sustain revenue growth	+ 5 - 7% revenue growth
Digitouch eCommerce	- Strong references acquired during the semester (Aquardens, Dyson, ..) - Consolidated Amazon Business partnership and new loyalty offering leveraging on Amazon catalogue - Internalization of third party services	+ 4 - 6 % revenue growth
Corporate	- Final set up of Digitouch MENA. First contracts to be signed by year end - Launch of Digitouch Luxury Solutions (DLS). The newly established unit focused on the luxury market leveraging on all units expertise and solutions	

Marketing repositioning completed

Market size



Fonte: UNA, Aziende della Comunicazione Unite – luglio 2025

Solutions



Smart AI agents that spot real buying intent, send personalized messages, and nurture leads automatically—delivering only the most interested prospects straight to Brand/marketers need



A customized solution that leverages AI and in-depth SEO and GEO expertise to analyze search patterns and provide cross-platform insights for smarter business decisions



Generative AI framework that merges creativity and technology to power seamless, cross-channel experiences - from field to social - blending paid and organic strategies



Phygital solutions that boost brand presence, monetize AV spaces, and connect every physical touchpoint into powerful omnichannel experiences for both B2B and B2C.

Client base

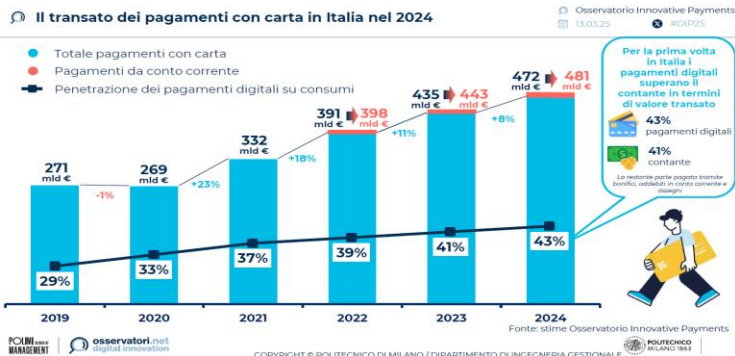


Spin off - Digitouch Fintech Solutions

The spin-off of the **finance & payments business** existing in Digitouch will converge (**contracts, skills, assets**) in the new company, **100% owned by Digitouch Spa**. Focusing on Payment/Fintech solutions for **retailers and financial companies**

Market size

- The adoption of digital Fintech channels is increasing: 66% of Italian consumers use.
- Funding and capital raised in Fintech is increasing: in 2024 reach **250 million** euros, marking a **44%** increase compared to 2023.
- Key technologies include **APIs** (adopted by 70% of companies), **Artificial Intelligence** (43%) and **Generative AI**, which grows to 26% (+7% compared to 2023).



Fintech Solutions & Platforms

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**

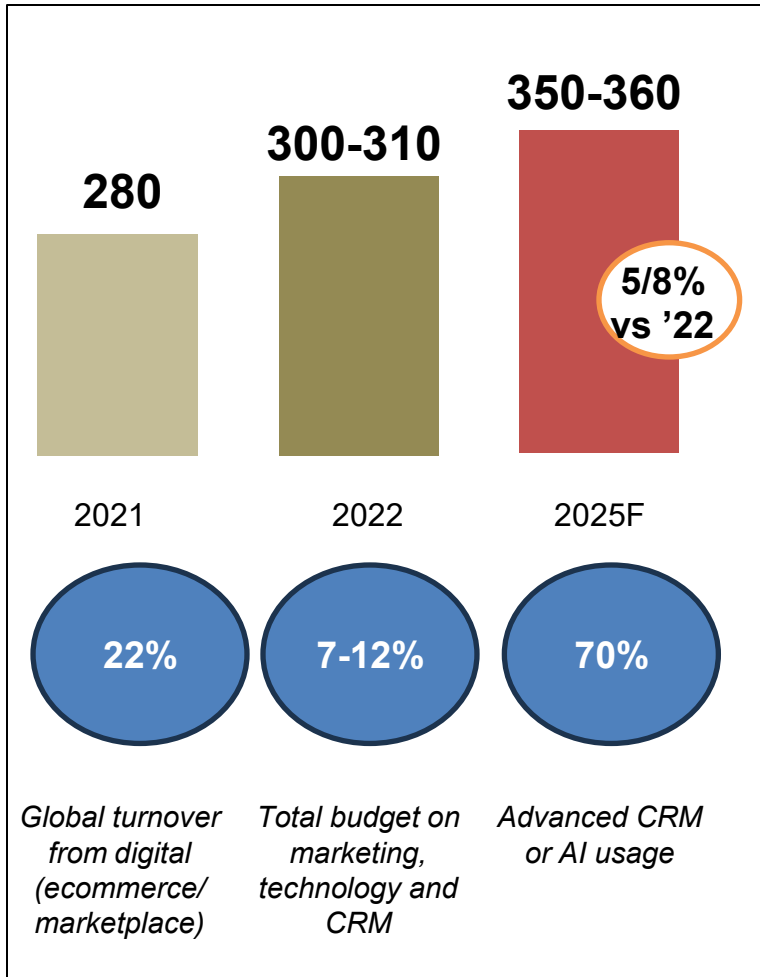
Client base



Launch of Digitouch Luxury Solutions (DLS)



Market size



Fonte: Bain report

Solutions

IMMERSIVE CX

AI-driven personalized digital experiences — smart avatars, AR/VR, virtual fitting rooms, 3D configurations, and virtual showrooms.

SOCIAL&MEDIA COMMERCE

Interactive shopping experiences by integrating social and e-commerce — live shopping, shoppable videos and content that can be purchased directly.

OMNICHANNEL & CLIENTELING

Immersive experiences and personalized digital paths for top clients — AI concierge, interactive corners at the fair and tailor-made services.

EXPERIENTIAL MARKETING

Memorable experiences to strengthen the bond between brand and customer — interactive pop-up stores, workshops and masterclasses, collaborations with artists and influencers.

Client base



Digitouch one side is consolidating strategical partnership with top global vendors on the other is investing proprietary martech assets to increase marginality and legacy to clients

	TECHNOLOGY SERVICES	E-COMMERCE SERVICES	MARKETING SERVICES
OWNED TECH ASSETS	Home Banking mobile framework Request to pay platform (RTP) Insurance vertical tech asset Custom CMS Sales Agent AI document platform	Loyalty Platform Journey UX/UI Platform Store Locator Pac Membership Platform Social CMS Chatbot Dealer Tab	Trends Finder Custom CRM
SKILLS IN OTHER TECH ASSETS	Generative AI BPA Risk Management Marketing automation		Analytics AI Agent
TECHNOLOGY PARTNERS			

H1 '25 Results – kept TOP EBITDA margin performance 18,5%

INCOME STATEMENT (€M)

Income Statement (€M)	H1 '25	H1 '24	YoY
Total Revenues	19,8	19,6	1,2%
Operating costs	7,7	7,8	-1,7%
Personnel costs	8,4	8,2	2,7%
EBITDA Adjusted	3,7	3,5	4,0%
EBITDA Margin	18,5%	18,0%	
Amortisation, depreciation and other operating costs	1,2	1,5	-15,9%
EBIT	2,2	1,9	13,0%
EBIT Margin	11,0%	9,9%	
Financial income and expenses	0,5	0,5	10,4%
EBT	1,7	1,5	13,7%
EBT Margin			
Current and deferred income taxes	0,8	0,6	31,7%
Net Income	0,8	0,8	0,0%
Net income margin	4,1%	4,2%	

Revenues analysis

- **Marketing** unit completed the repositioning. Revenue still in reduction in H1'25 with a strong recovery in Q3 '25
 - **Technology** unit business segment recorded significant growth, up 10% vs. '24
 - **Ecommerce unit** revenues are in line with 2024, a segment with growth rates of 2-3%
-
- Slight increase in **Personnel cost** mainly due to salary reviews to **retain talents**
 - **Operating Costs reduction (-1,7%)** through operational efficiencies improvements, of media contracts rationalization and G&A reduction
 - Decrease of **amortization** of intangible assets due to reduction on Capex.
 - **EBIT** increase up to **Euro 2.2 million (+13%)** as well as EBT up to **Euro 1.7 million (+13,7%)**
 - Higher taxes keep **Net Income at Euro 0.8 million**

H1 '25 Results – Balance sheet is proven to be strong with goodwill below peers and Net Working capital under pressure due to payments slow down.

BALANCE SHEET (€M)		
Balance Sheet (€M)	H1' 25	FY' 24
Goodwill	16,4	16,4
Other Assets	8,2	8,4
Net Working Capital	6,2	6,1
Long Term Liabilities	-3,3	-3,1
Net Capital Employed	27,4	27,8
Net Equity	19,5	19,3
Net Financial Debt	7,9	8,4
Net Equity and Funds	27,4	27,8

- **Goodwill** stable at Euro 16.4 million including the latest acquisition of Mobilesoft that has been anticipated at last february
- **Net invested capital** in line with 31 December 2024.
- **Working capital** in line with 31 December 2024
- Increase in **Shareholders' Equity** by Euro 0.2 million after dividend payment of Euro 0.45 million
- See following slide on PFN evolution

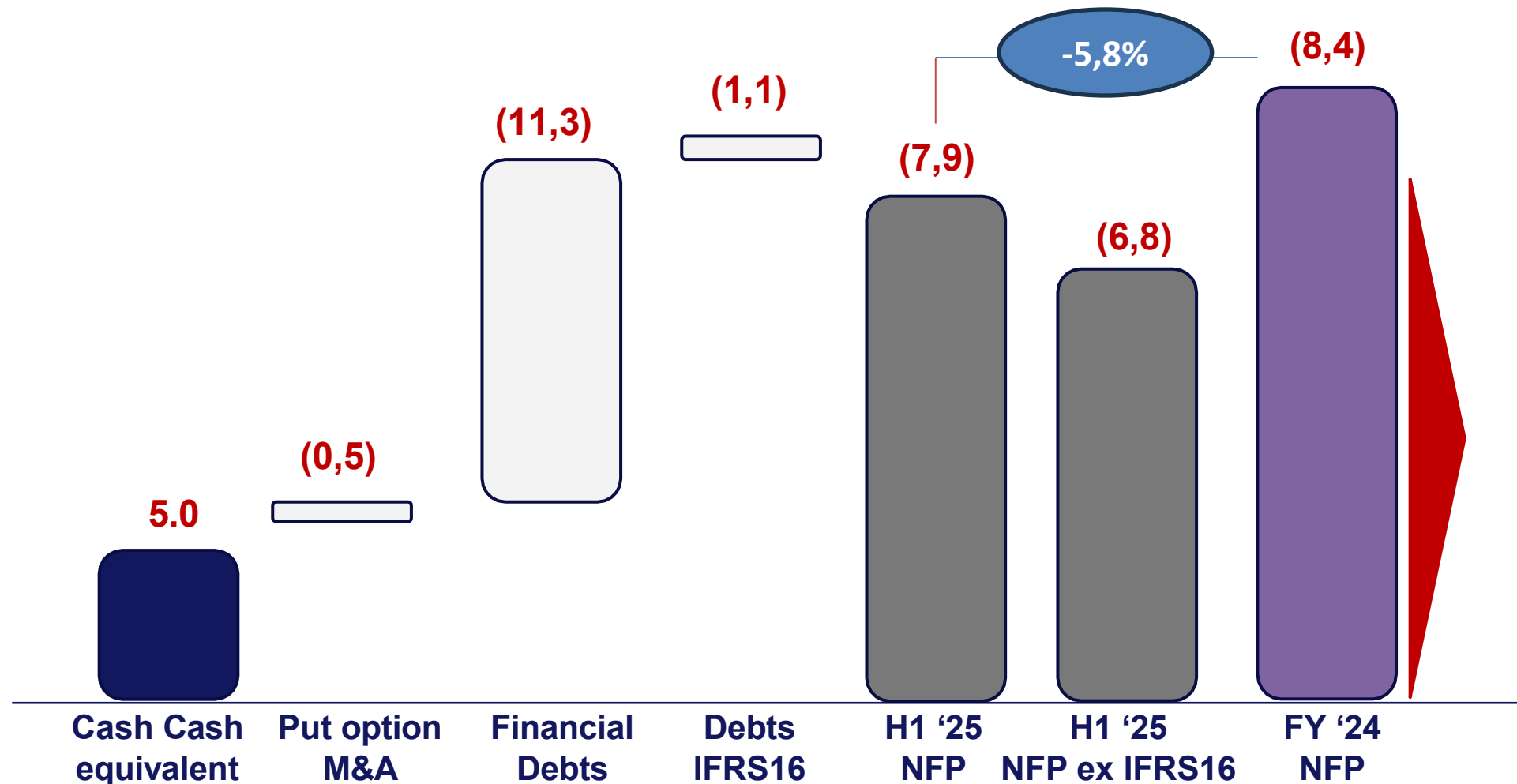
H1 '25 Results – Cash Flow

CASH FLOW (€M)		
Detailed NCF (€M)	H1 '25	H1 '24
Net Income	0,8	0,8
Other	1,7	1,1
Change in WC	-1,5	0,1
Operating Cash Flow	1,0	2,0
Capital expenditures	-0,1	0,0
Other (investments)/disinvestments	0,0	-0,3
FCF	0,9	1,7
Dividends and buy back program	-0,5	-1,0
Net Loan reimbursement	-1,9	-2,3
NET CF	-1,5	-1,6

- **Decrease Operating cash flow** due to negative variation in **working capital** (trade credits, taxes, duties, interests paid) **put under pressure** by delays mainly on some major government contracts
- **Positive Free cash flow** due to the reduction in CAPEX and Intangible Assets investments
- Reduction in Buy back program supported **Net cash flow generation**
- **Net cash flow in line with H'1 24**

NFP H1 '25 – Digitouch has generated strong positive cash flow reducing financial debts that leaves room for additional M&A as a growth's driver

H1 '25 Net Financial Position Structure (Mio Euro)



H1 '25 Notes

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

Agenda

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H1 '25 Highlights

Guidance and Main events of the period

Long term view confirmed

- maintain rigid financial discipline (debt control) and cost efficiency control over the
- people care and talent attraction / retention
- focus on sustainable and profitable growth avoiding clients and contracts that do not align with this principle or that can jeopardize it
- continue to implement a fully integrated market offering leveraging a balance among the 3 business lines
- keep looking for M&A opportunities in line with the Group strategy and safeguarding valuation metrics
- leverage on selected strategical partnerships for proven MarTech products (Yext, Google,...) and commercial drivers (DXC, Engineering, Accenture, ...)

**Backlog '25 (26Mio)
Revenues '25 growth + 10%
FCF > 5.5 -6.5 Mio Euro**