

# Excellence in Workforce Management

ATOSS Software AG



# AGENDA

- 01 Key Highlights
- 02 Market for Workforce Management
- 03 Business Model
- 04 Financials & ATOSS Share
- 05 Growth Strategy



# 01 Key Highlights

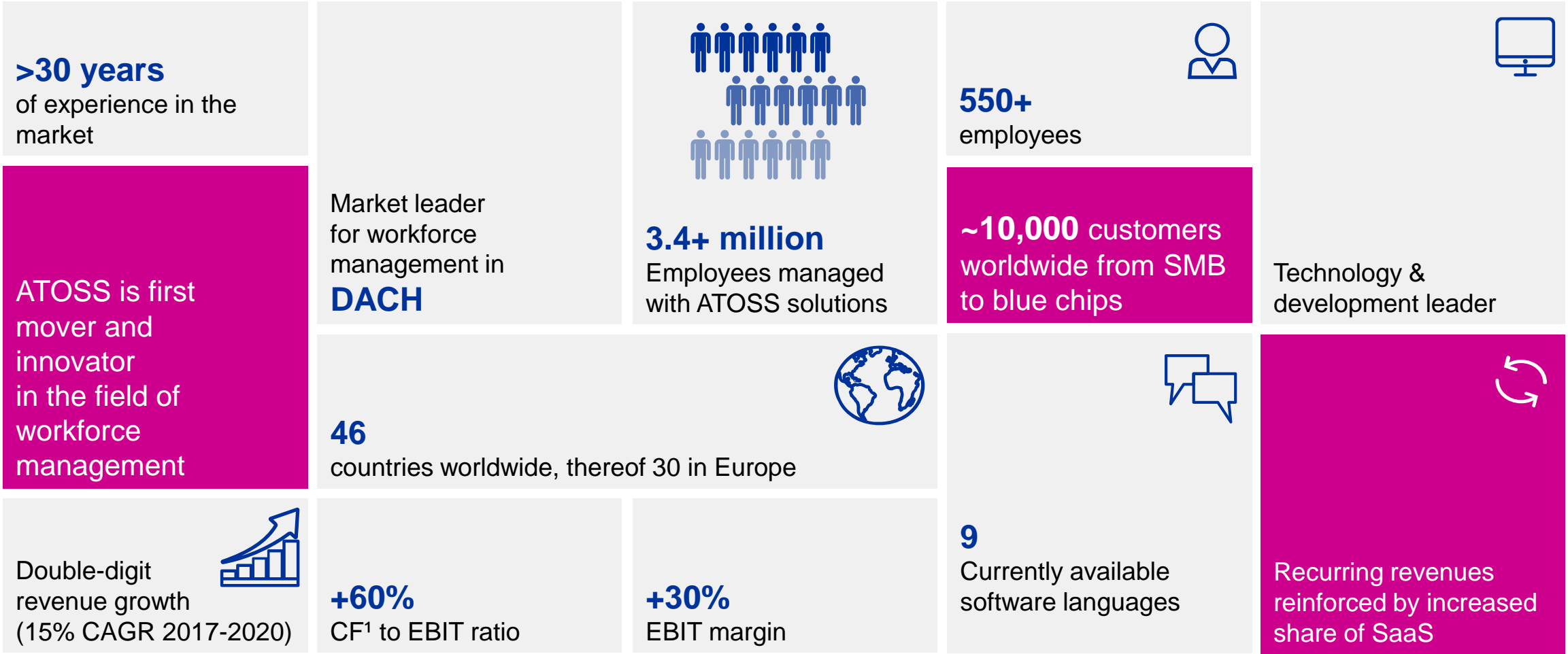
**CITY OF MUNICH | Services**

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© Rainer Viertlböck, Der neue Blick auf München

# 01 ATOSS – Leading in the field of Workforce Management

## Highlights at a glance



<sup>1</sup> Operating cash flow





02

# Market for Workforce Management

**MEDGATE** | Healthcare & social services

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© medgate

## 02 Workforce Management Market

### Main Drivers

Digitalization of labor world



Increasingly complex regulatory environment



Scarcity of resources and skilled staff



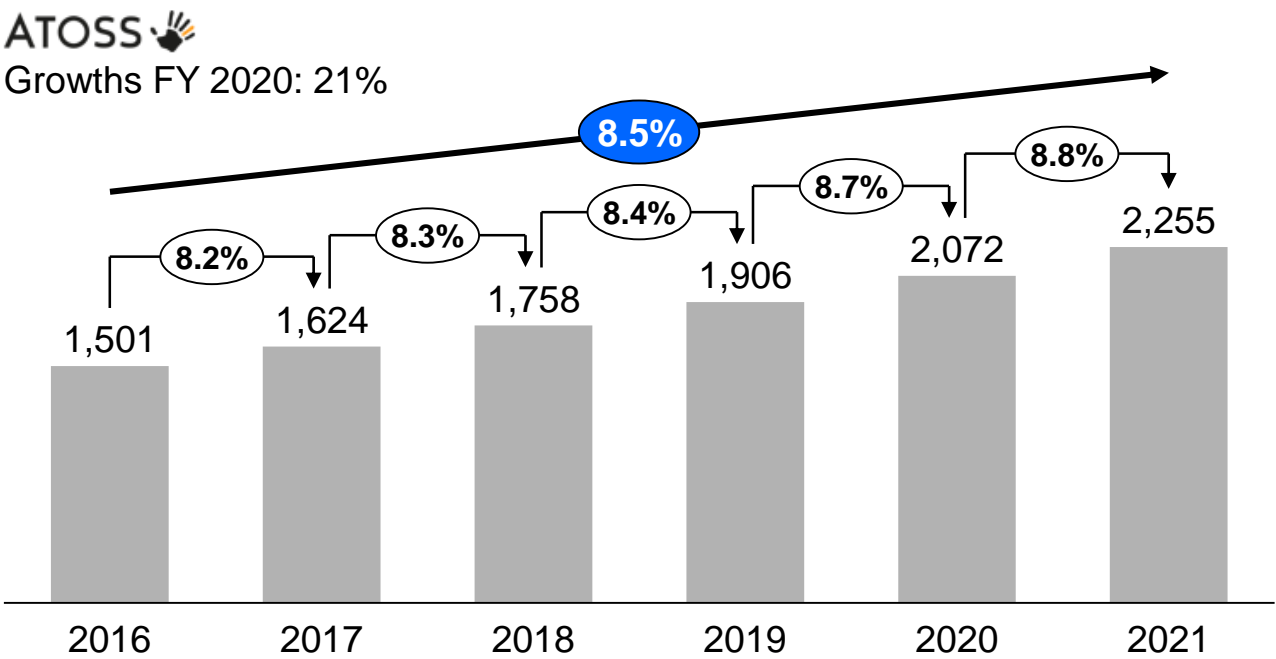
Digitalization, globalization and decentralization resulting in increasing complexity of enterprise organizations



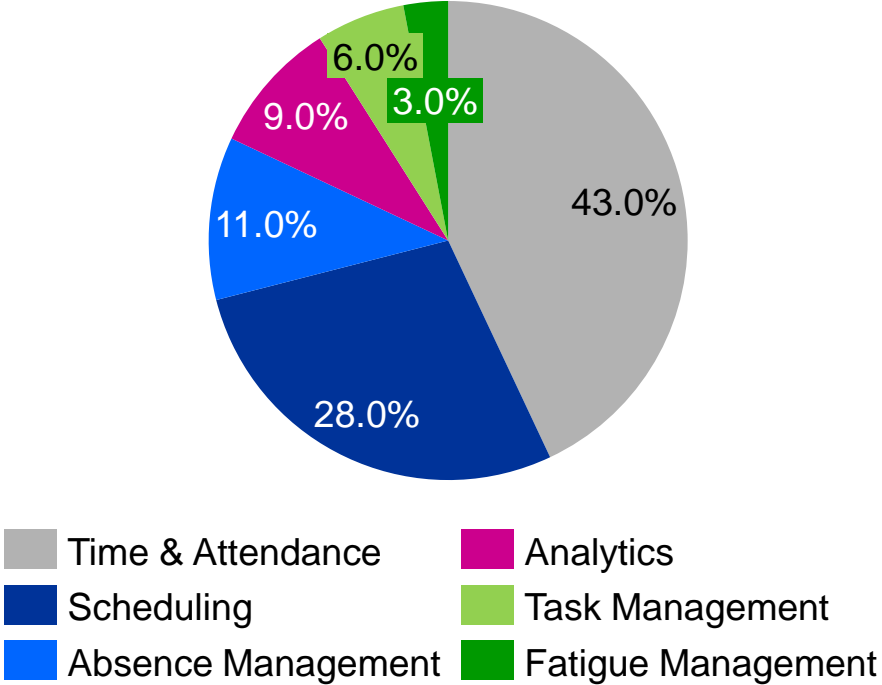
# 02 Workforce Management Market

## Market Overview EMEA

EMEA Workforce Management Software Size (2016-2021) in \$mm



WFM Software Categories



Strong growth potential triggered by high WFM growth rates and increased penetration of unused WFM components (a.a. Scheduling)

Source: Technavio, introduced on January 1, 2015

Source: Statista and Company estimate

# 03 Business Model

**EBM-PAPST** | Manufacturing

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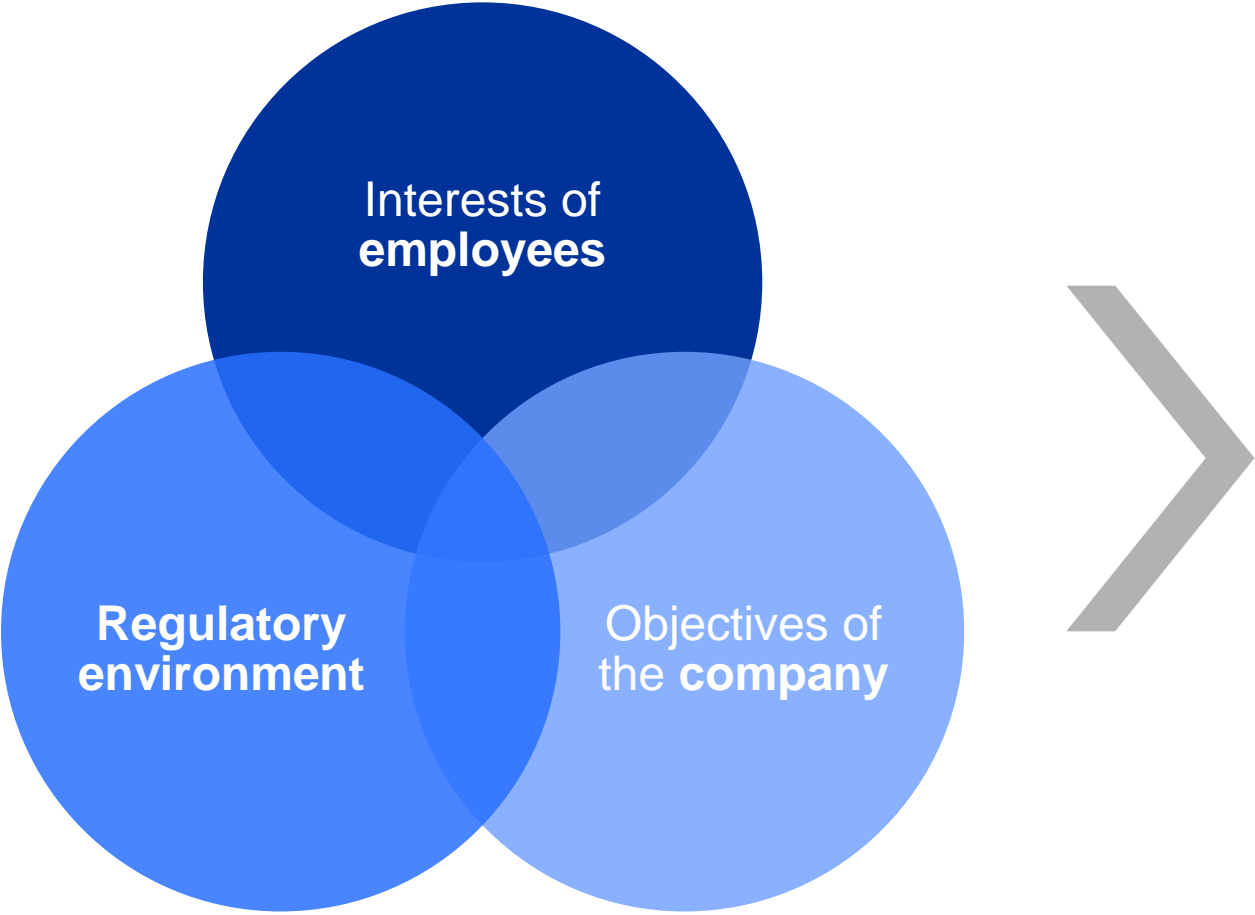


© Philipp Reinhard, 2019



# 03 Managing Complexity

## Workforce Management



### Key benefits

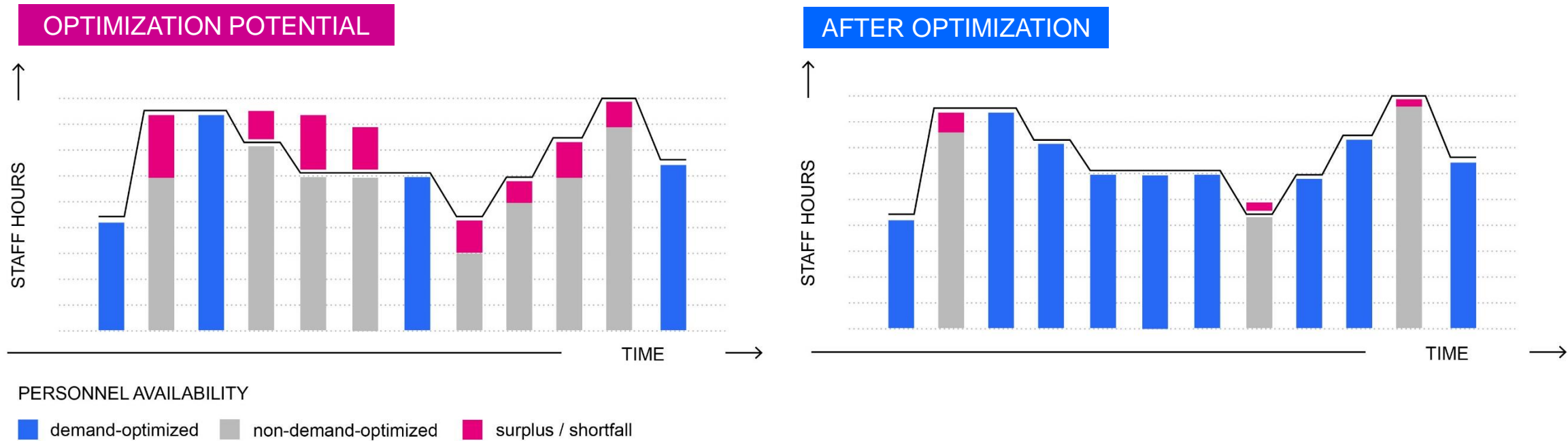
**-15%** Personnel costs with the same number of staff

**-82%** Overtime

**+11%** Revenue

# 03 Highly flexible, demand-optimized workforce scheduling

## Digital Workforce Management



**Current Situation**

Fluctuation in demand

Little flexibility and long response times

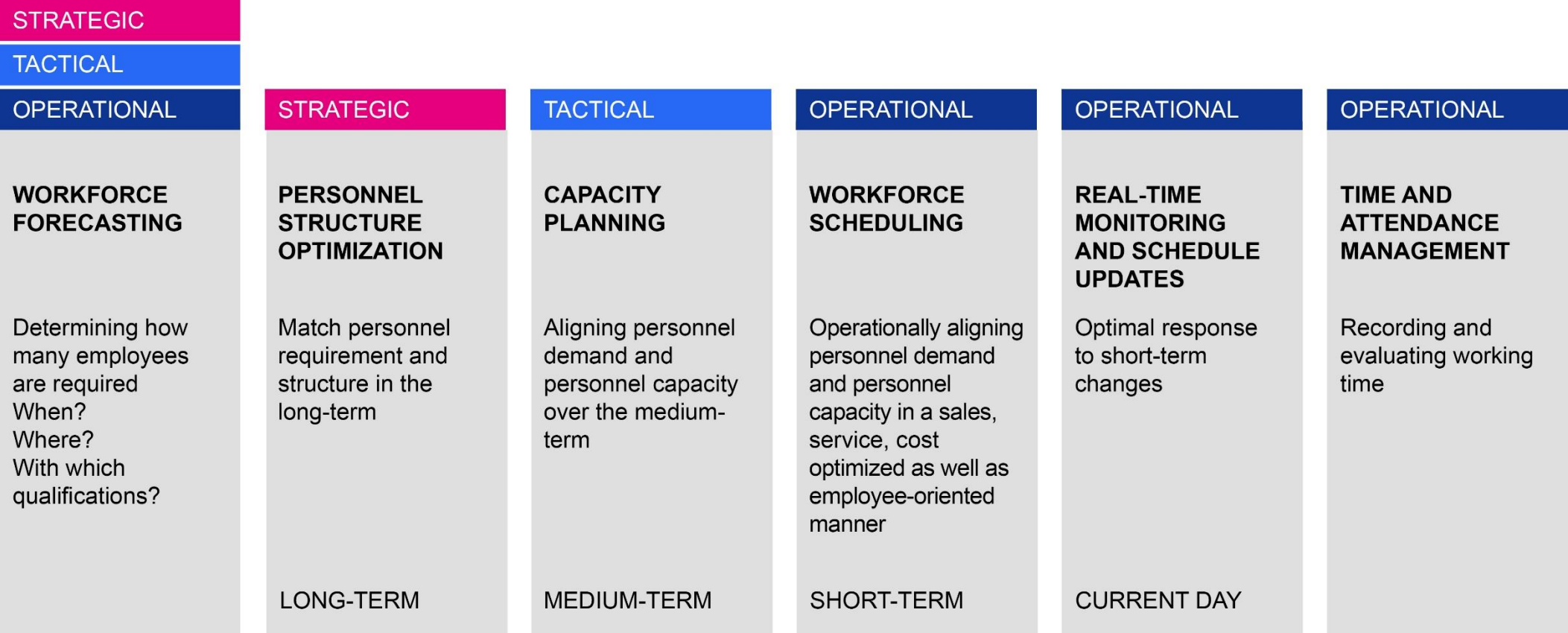
**Goal**

Demand and cost-optimized synchronization of working time and order volume



# 03 Comprehensive Workforce Management

## 6 steps for success

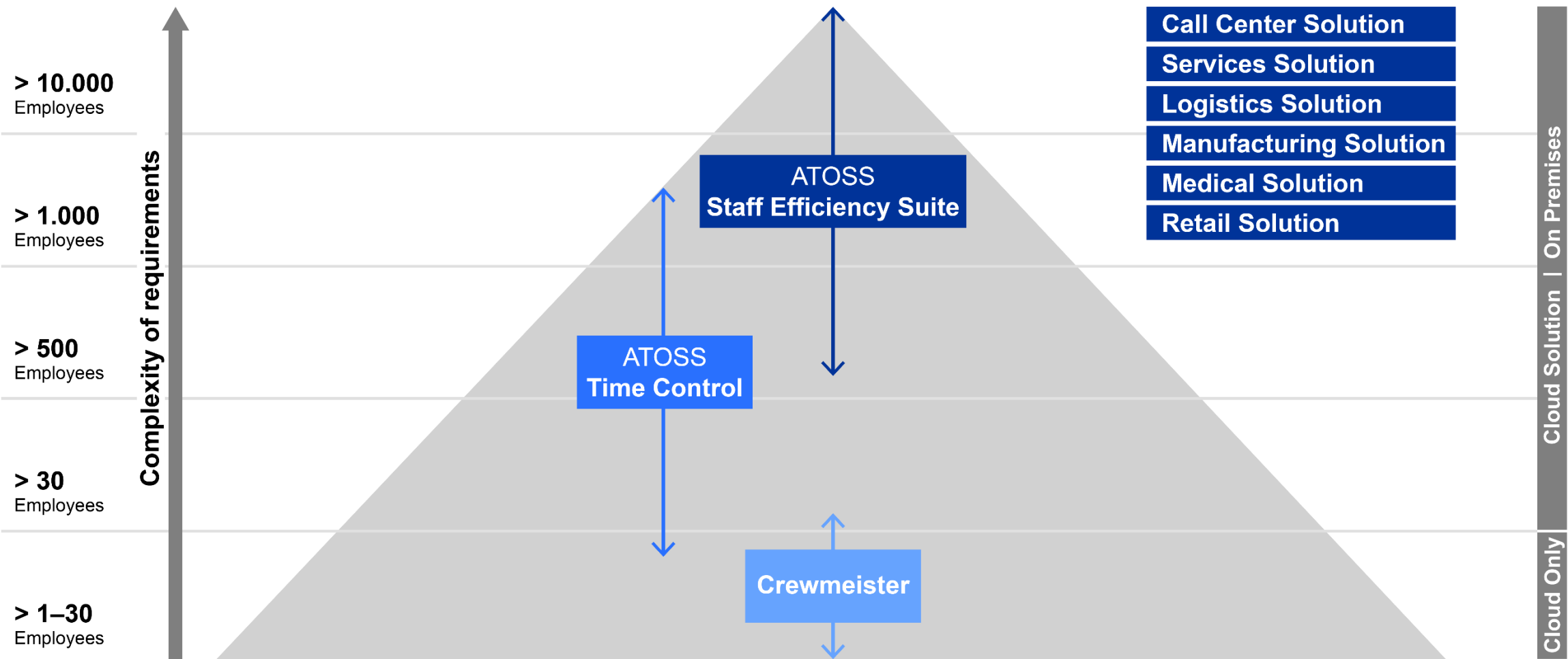


« « ————— WORKING HOURS FLEXIBILIZATION ————— » »



# 03 ATOSS Product Portfolio

As full-range provider, we offer solutions for every requirement







04

# Financials & ATOSS Share

**DB SCHENKER** | Logistics

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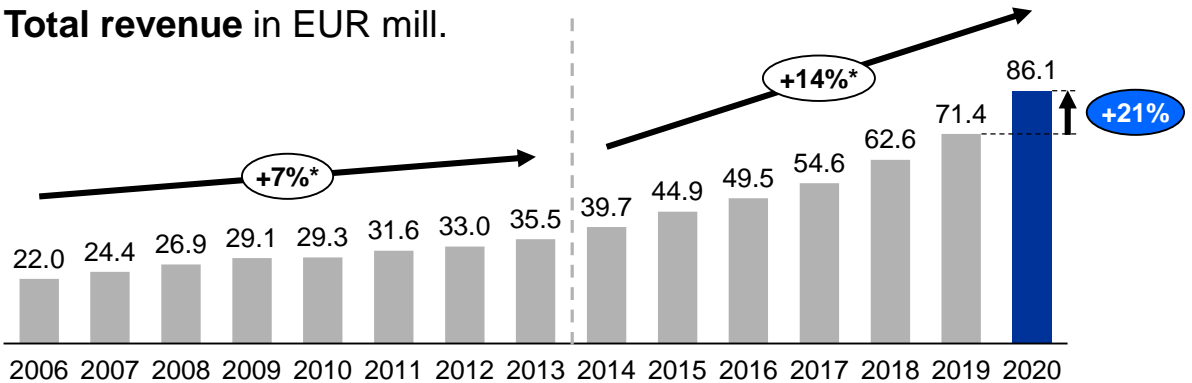
© DB AG / MAX LAUTENSCHLAEGER



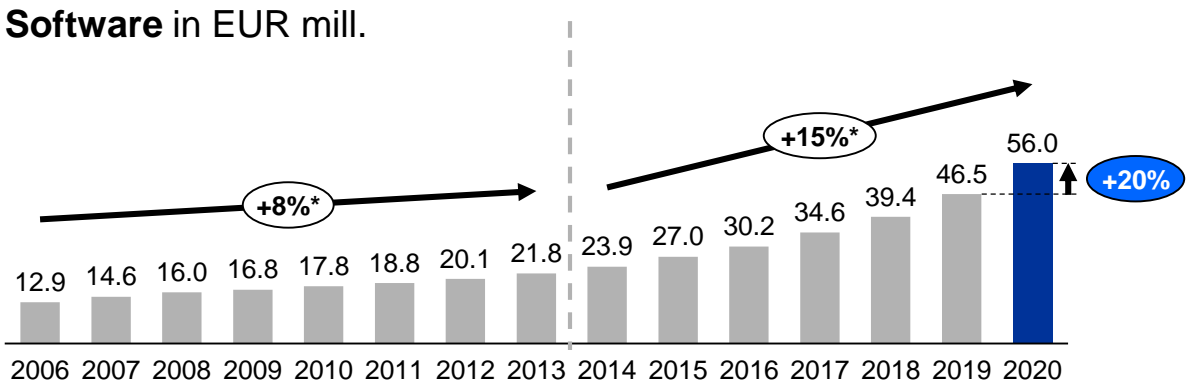
# 04 ATOSS – 15th Record Year in Sucession

## Running like Clockwork

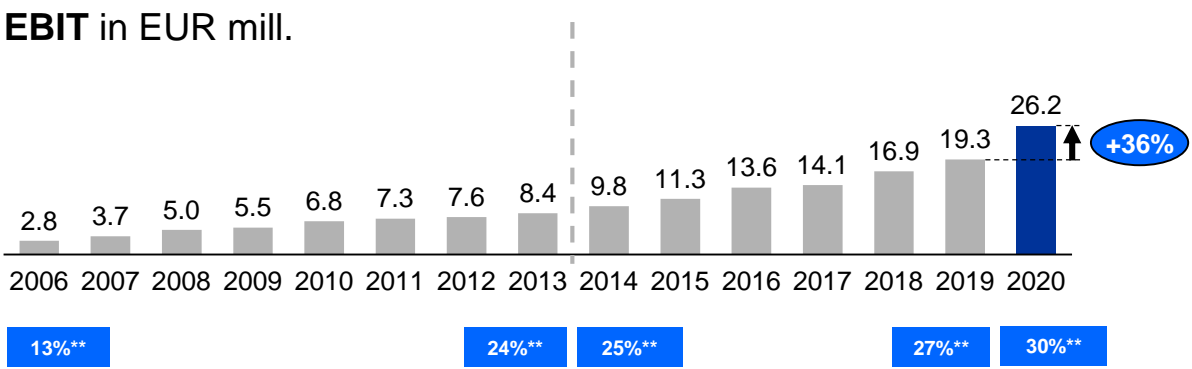
Total revenue in EUR mill.



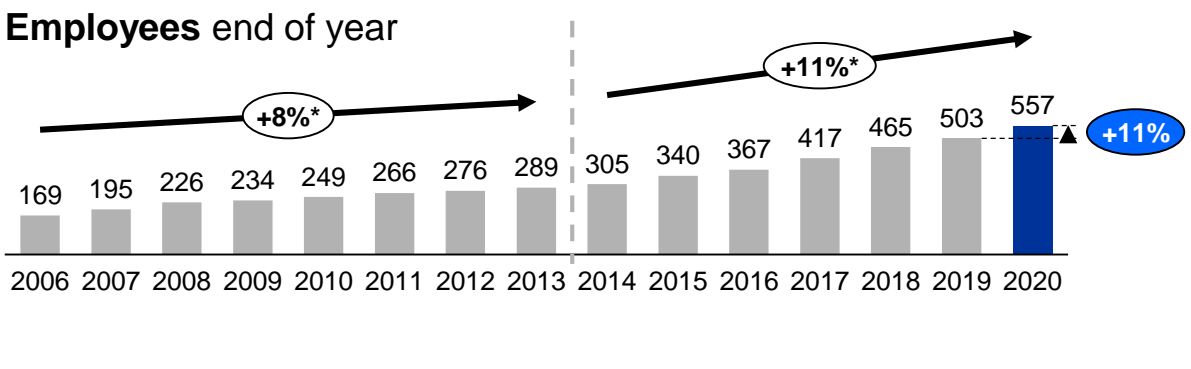
Software in EUR mill.



EBIT in EUR mill.



Employees end of year



- Strong sales and continued positive earnings development
- Consistent ongoing investments in portfolio and technology
- Long-term security for our customers

\* Average growth rate  
\*\* EBIT in % of total revenues



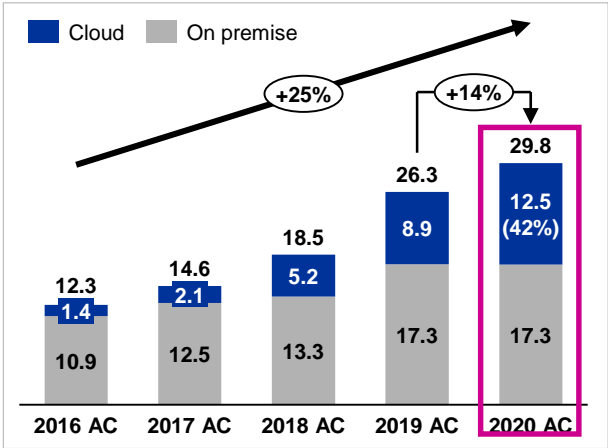


# 04 Financial KPIs

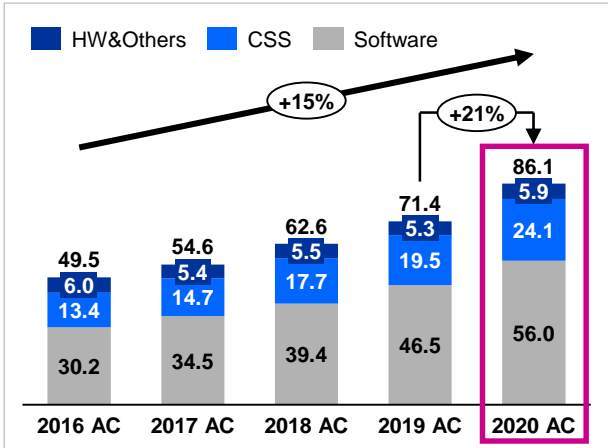
## 15<sup>th</sup> record year in a row for ATOSS

Mio EUR

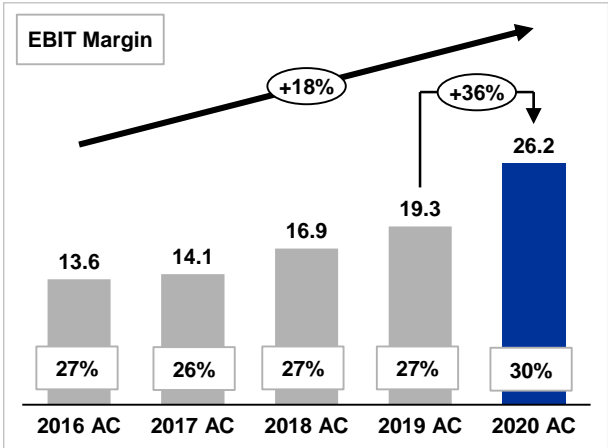
Order intake



Sales total



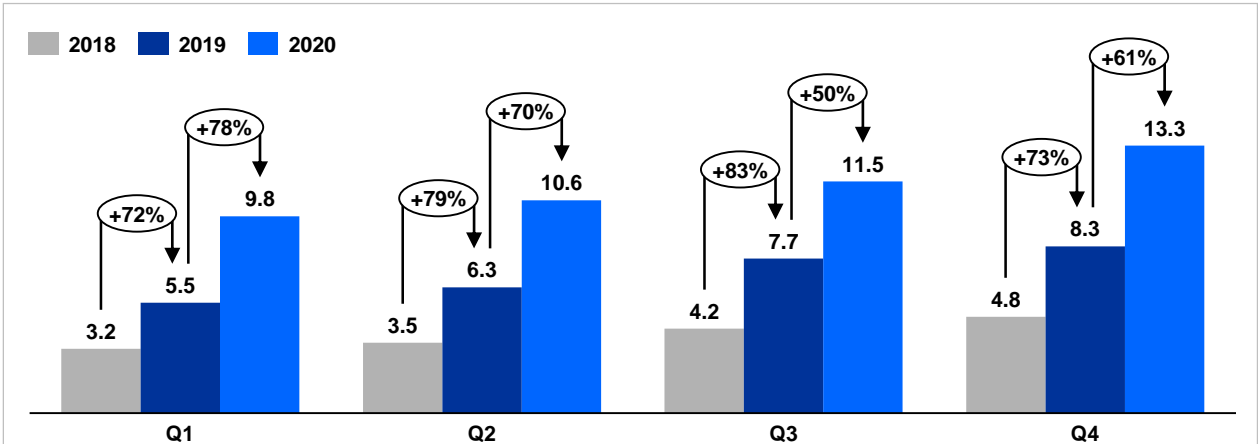
EBIT



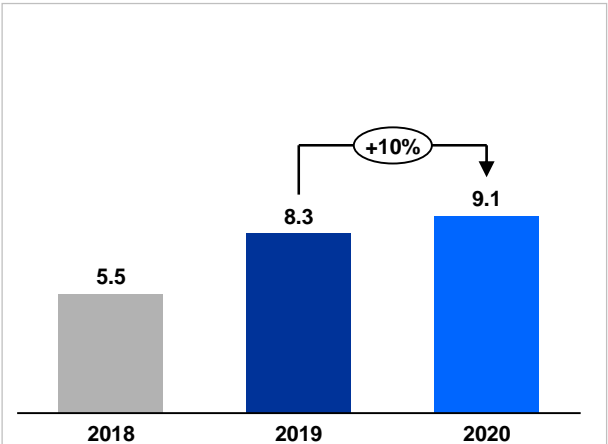
Highlights

- 15<sup>th</sup> record year in a row for Sales & EBIT
- Total sales rocketed to **86 Mio** despite Covid19 challenges
- **EBIT** is highest in history with **30%**
- **Cloud transformation successfully** ongoing
- **Continuing strong demand** for our WFM solutions
- **Average cloud contract duration:** 42 months
- **Average Churnrate\*\*:** ~4 percent

Cloud ARR\*: Quarterly development



Orders on hand sw licenses



\*ARR (Annual Recurring Revenue) comprises the turnover generated by the company over the next 12 months on the basis of current monthly cloud usage fees applicable as of the qualifying date incl. Crewmeister

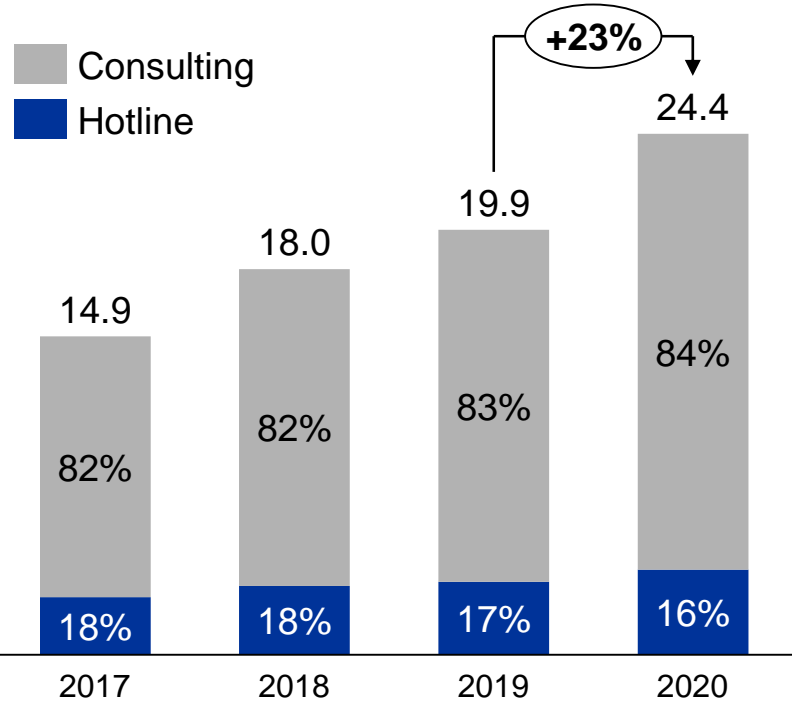
\*\*Churnrate: calculated as contract terminations divided by total ARR



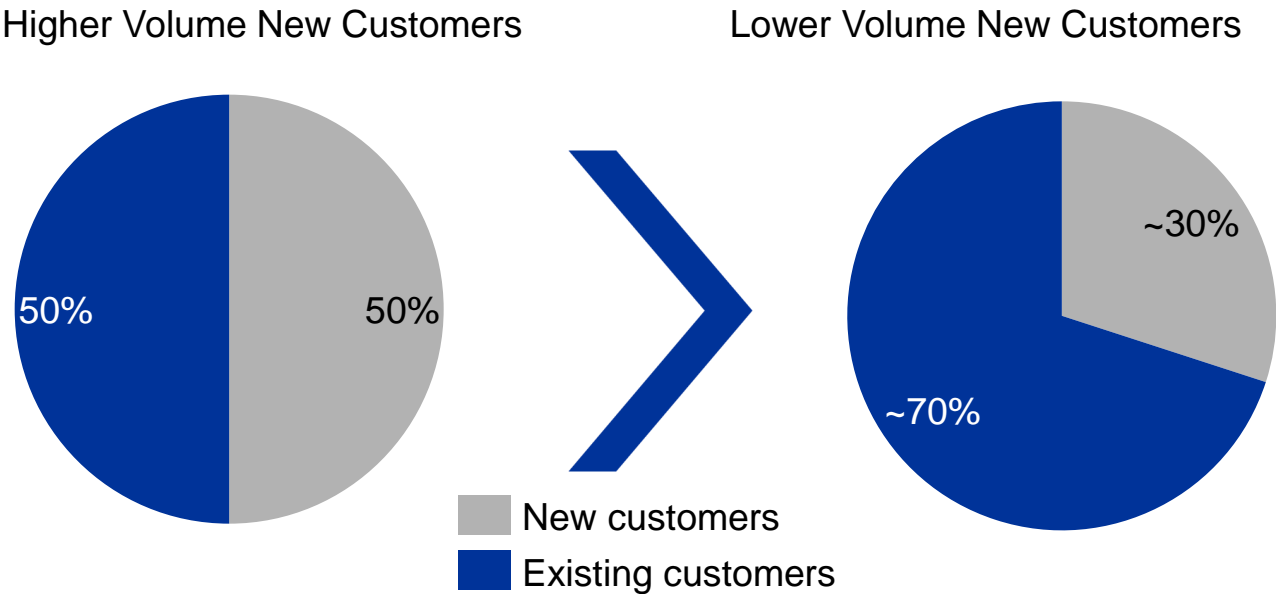
# 04 Capacity Utilization

## Customer Services and Support

Consulting revenue in EUR mill.



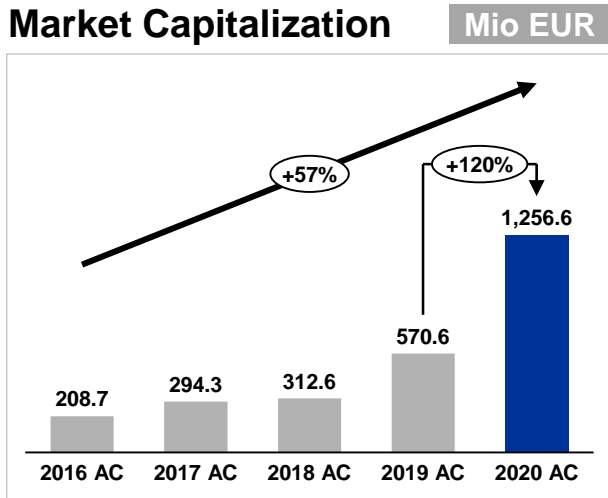
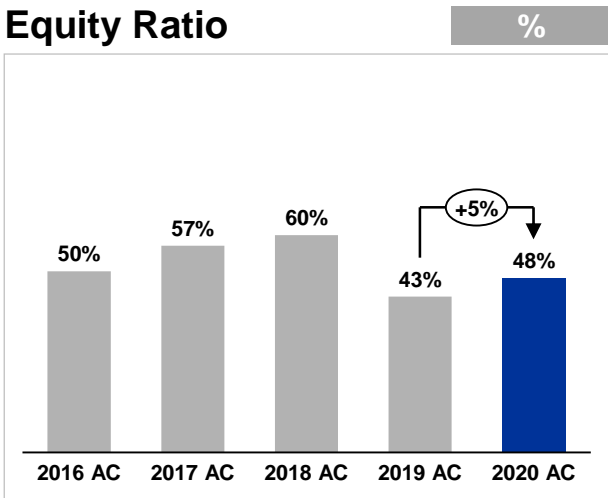
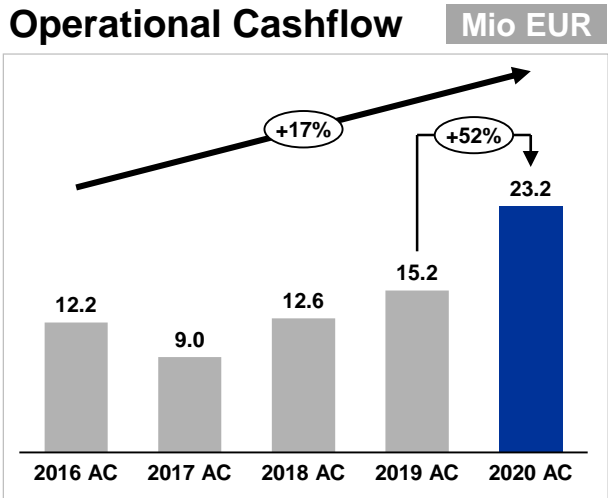
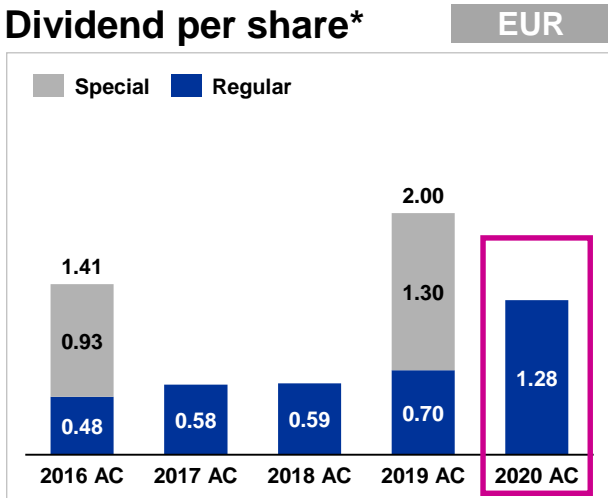
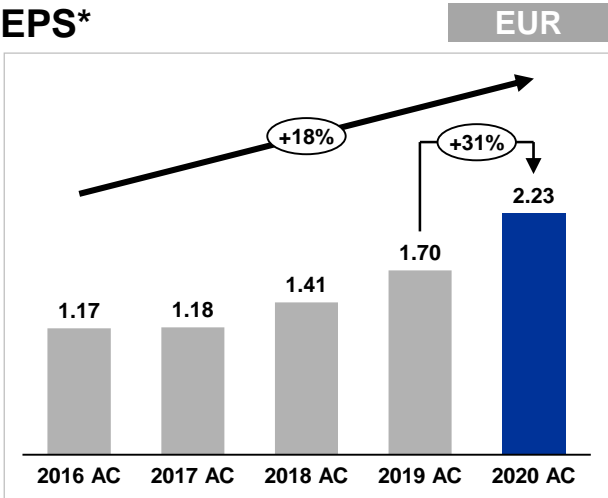
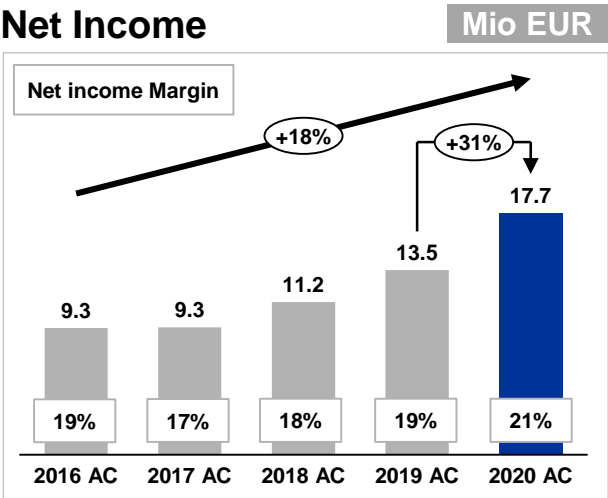
Scenario: Agile Utilization of Consulting Capacity in %



- Strong order development and shift to existing customers ensures high utilization of ATOSS Consulting Capacity
- Hotline services as another source of recurring revenues

# 04 Financial KPIs

Financial strength excellent base for further growth

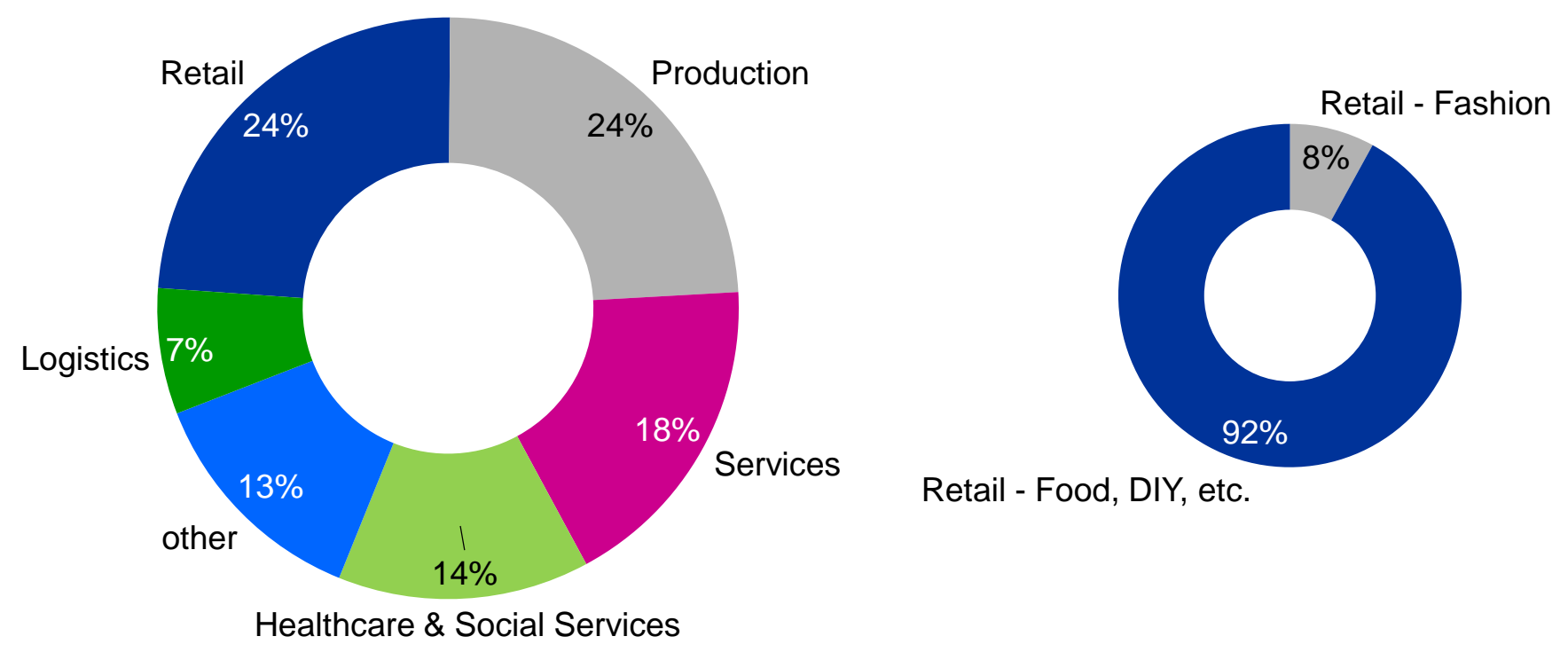


- ### Highlights
- **UNICORN:** ATOSS is now worth more than 1bn
  - **Market capitalization** more than doubled within one year
  - **Record Cashflow** secures organic growth opportunities
  - **Dividend** of 1,275 EUR/share distributed in 2020 for 2019
  - **Equity ratio** impacted by application of IFRS16 from 2019 on



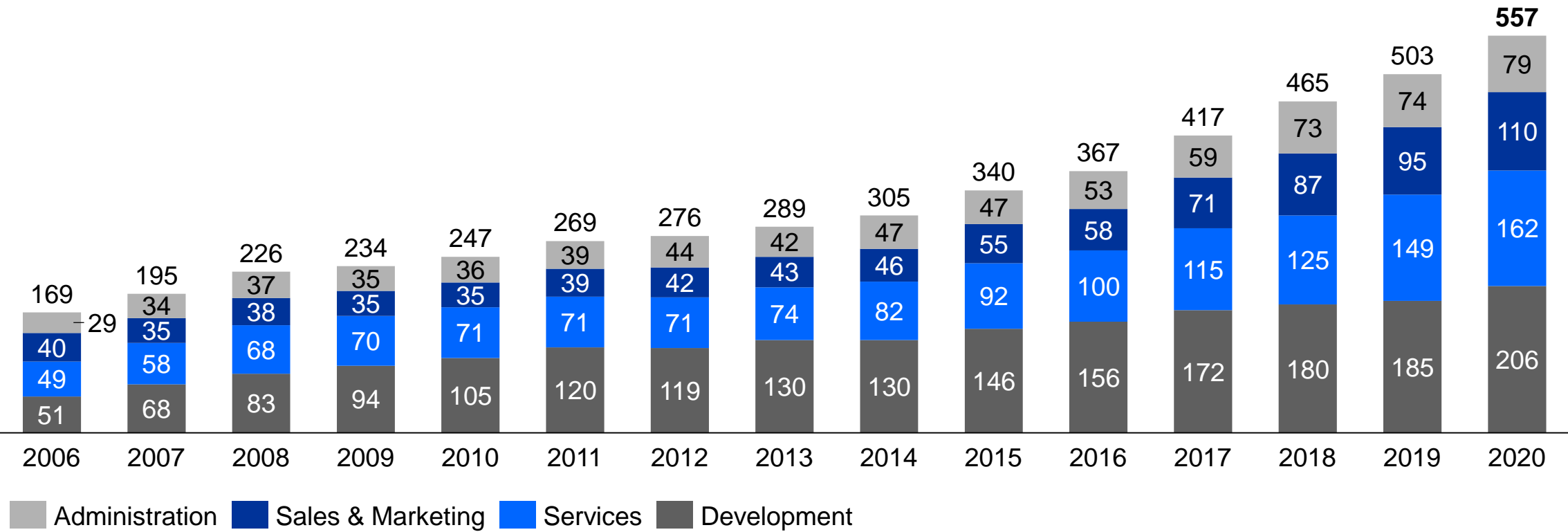


# 04 ATOSS Sales by Segment



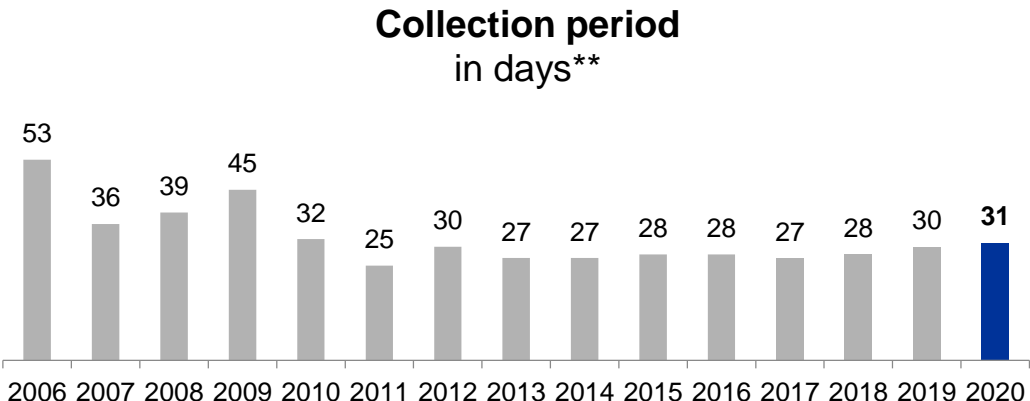
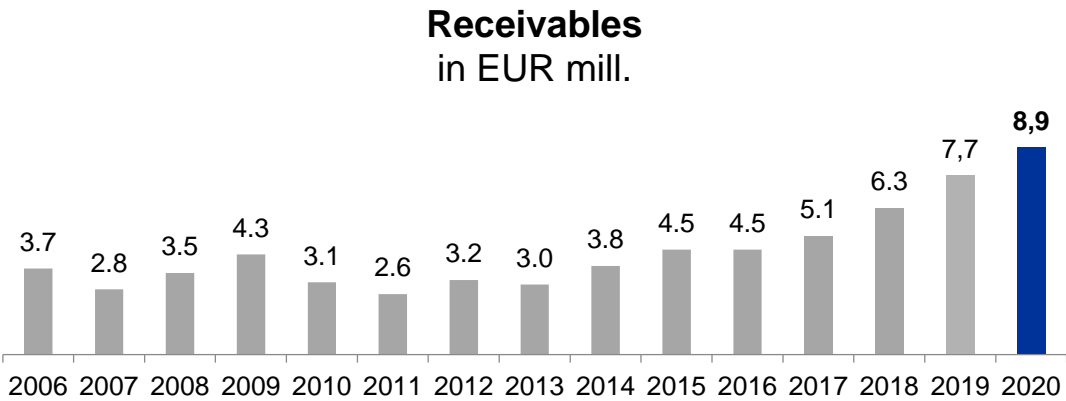
- The three largest customers account for less than 10 percent of company's sales.

# 04 Continuous Expansion of Personnel Capacities



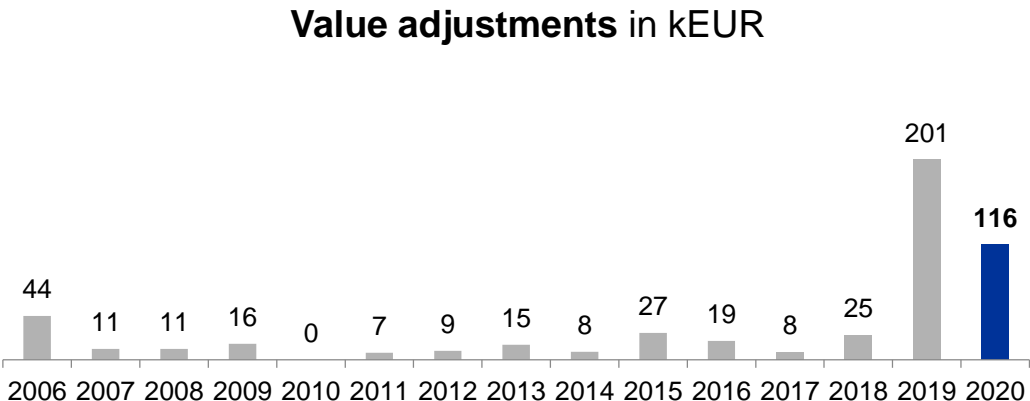
- Focused on development and services personnel.
- The proportion of those two groups in terms of total personnel has increased by 7% from 2006 to 2020.

# 04 Benchmark for Customer Satisfaction and Stability\*



Low volume of receivables and short collection periods reflect good customer relations and well structured business processes.

The extremely low value adjustments are additional, impressive proof of the sound and reliable business model.

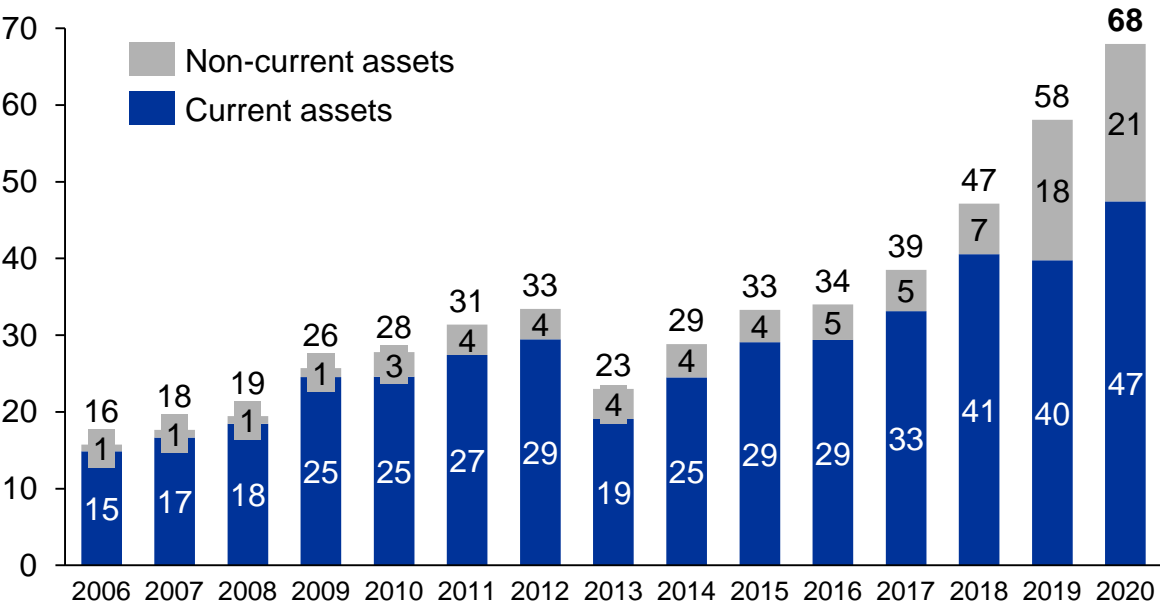


\* Financials 2020 audited  
\*\* Collection period = (average receivables x 365)/revenues

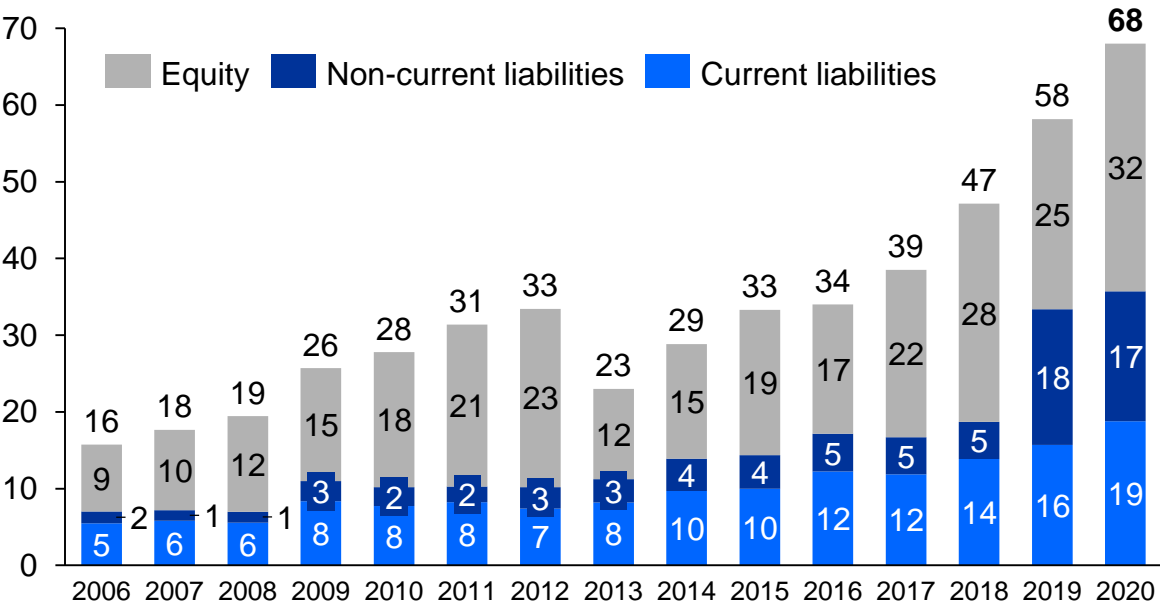


# 04 Balance Sheet Structure 2006 – 2020\*

Assets in Mio. EUR



Equity & Liabilities in Mio. EUR



- Sound structure of balance sheet
- Assets: constant solid ratio between current and non-current assets
- Equity & liabilities: high equity ratio (2020: 48 percent)

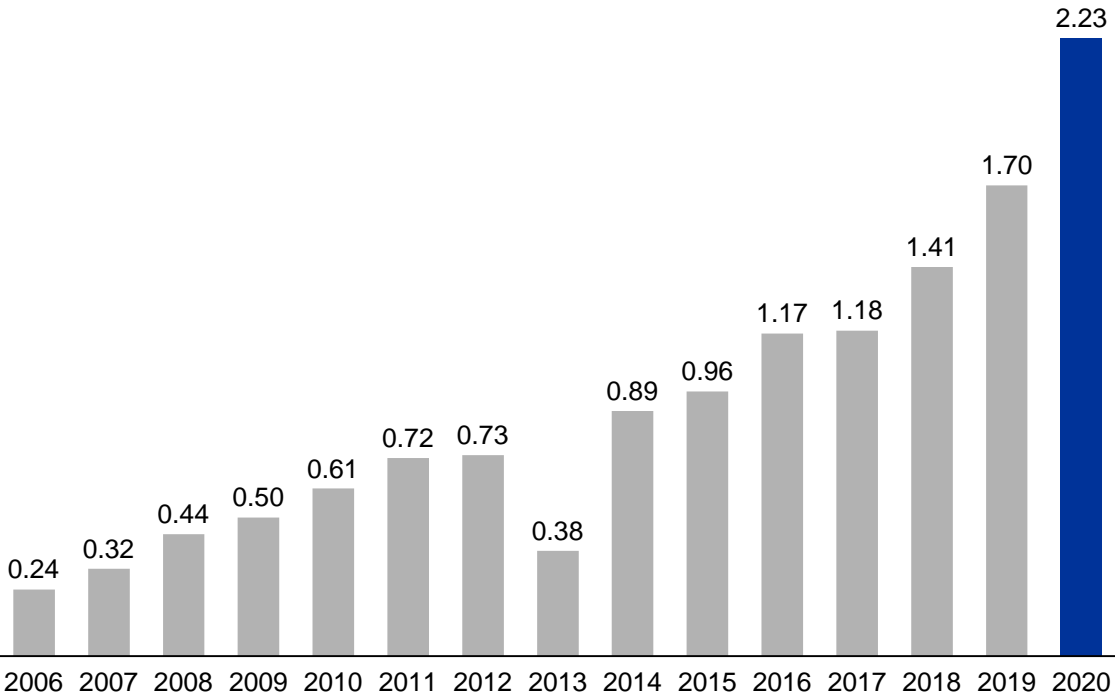
\* Financials 2020 audited



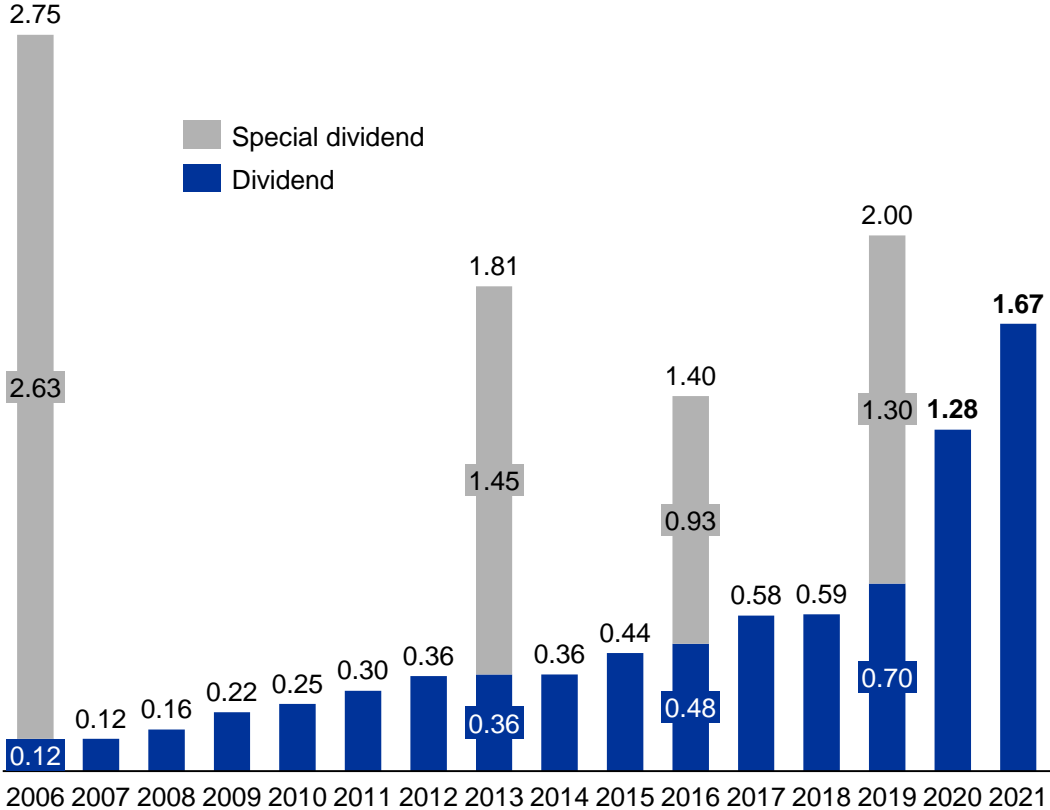
# 04 The ATOSS Share

## Dividend Policy

EPS\* per 31. December in EUR



Dividend\* in EUR



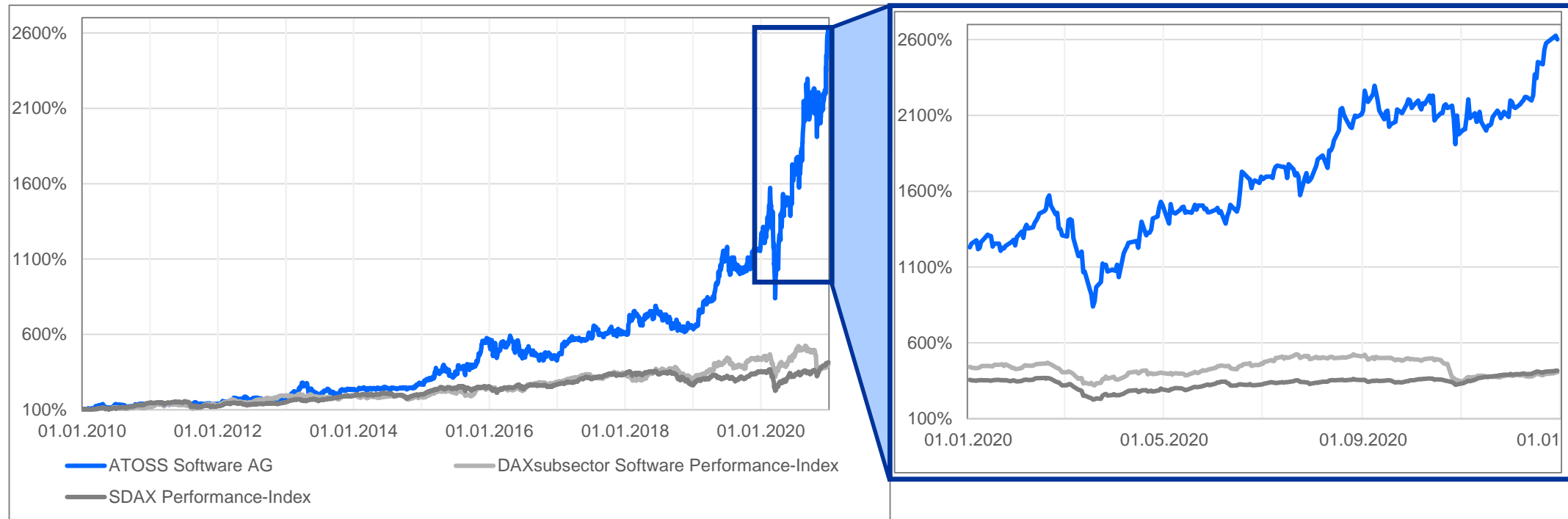
ATOSS stays true to its dividend policy with continuity to the previous year

\* The previous year's figures have been adjusted due to stock split in 2020; Rounding up to 2 decimal places



## 04 The ATOSS Share

### Development ATOSS Share 01/2010 – 12/31/2020

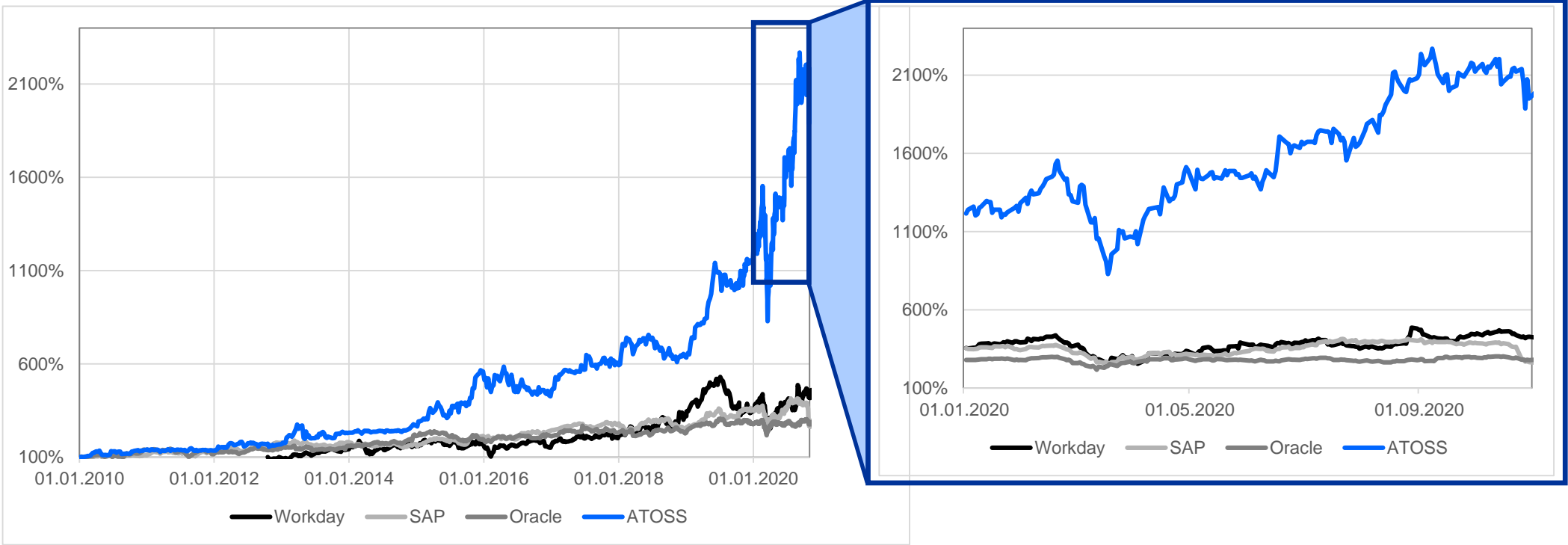


- 01/01/2010 – 12/30/2020: ATOSS share grows by 2.501%\* while the DAXsubsector Software Performance Index gains 305% and the SDAX Performance Index 316%
- Sustained increase of shareholder assets
- The ATOSS share offers additional upside due its dividend policy

\* XETRA Closing price 01/01/2010 and 12/30/2020 – without integration of special dividend

# 04 The ATOSS Share

## ATOSS Performance – Oracle, SAP, Workday 01/2010 – 12/31/2020



Source: [www.comdirect.de](http://www.comdirect.de) (ATOSS Software AG, SAP AG, XETRA; Oracle, Workday: Stock exchange Frankfurt)

# 05 Growth Strategy

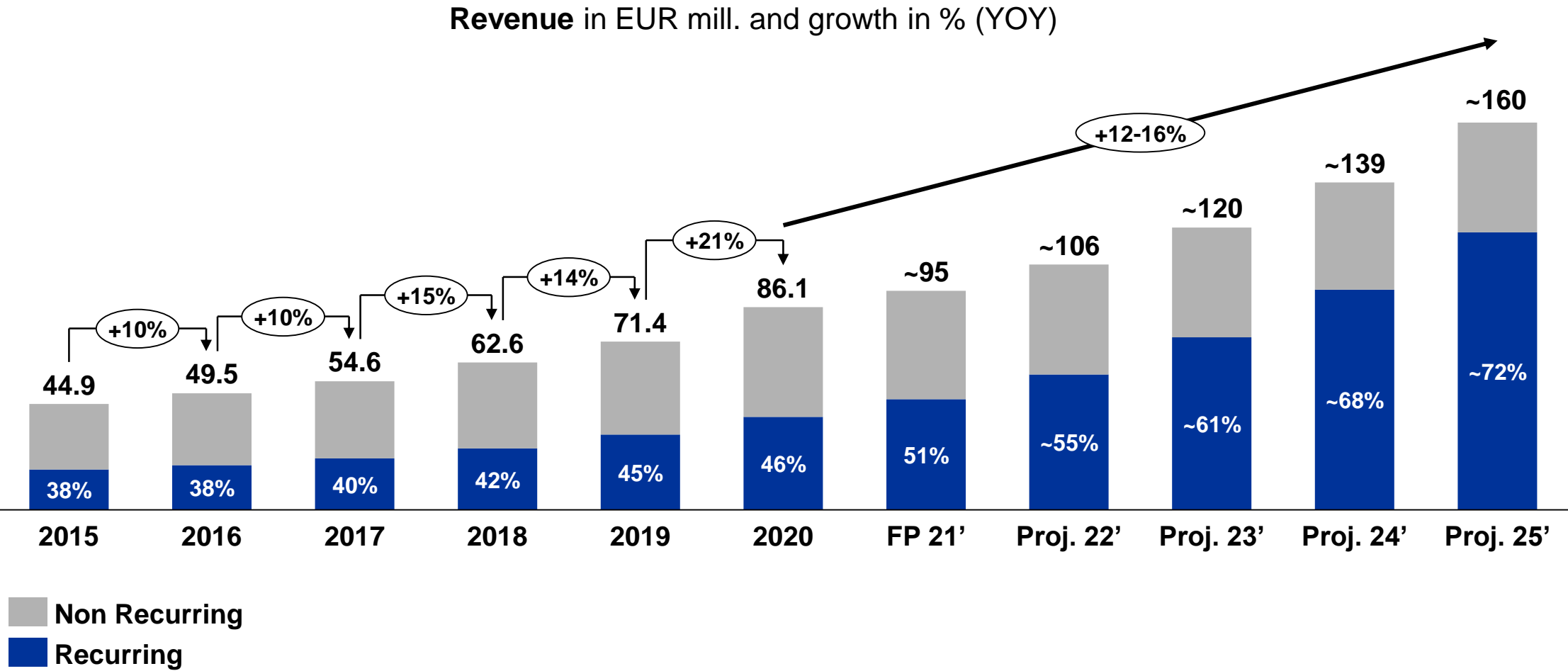
**LACOSTE** | Retail  
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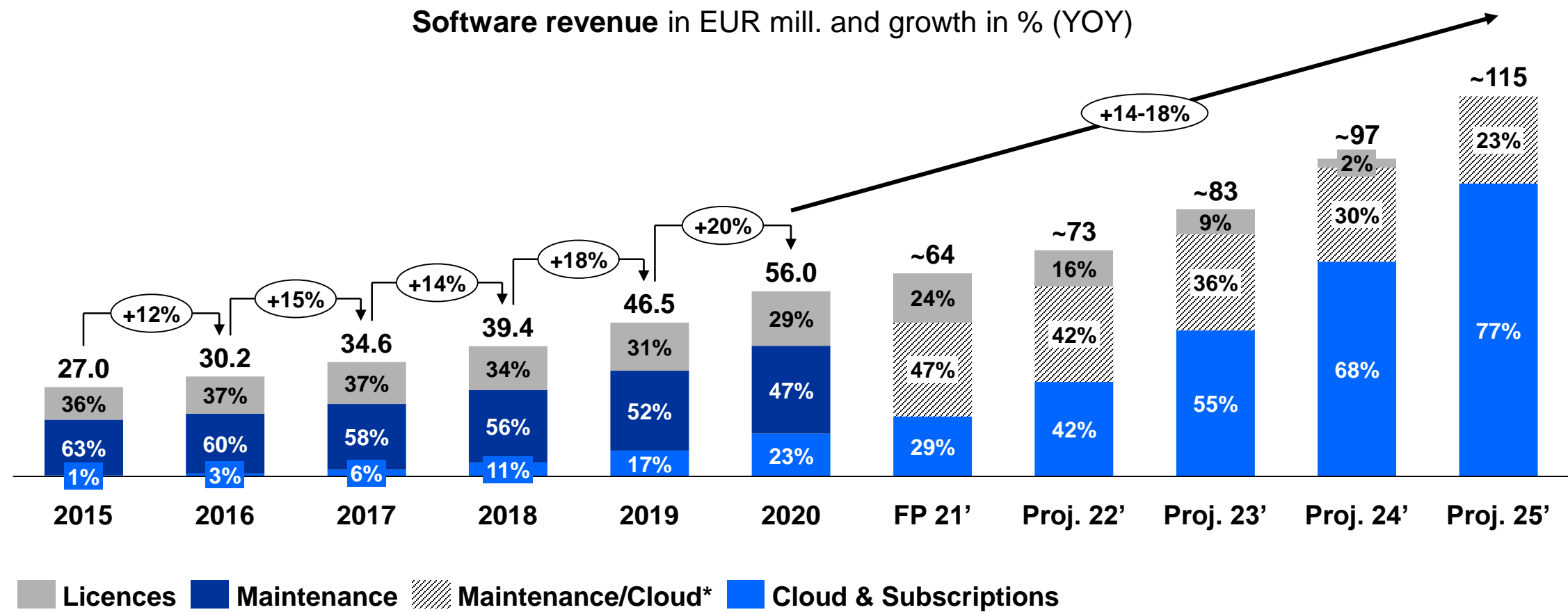


# 05 ATOSS Cloud Transformation

Growth Leading the Way for Increased Recurring Revenue (Model Projectory)



05 ATOSS Cloud Transformation (accelerated Model as of 2021)  
Growth Leading the Way for Increased Recurring Revenue (Model Projectory)



\*depending on extent of transformation of existing on-premise customers into cloud and subscription customers

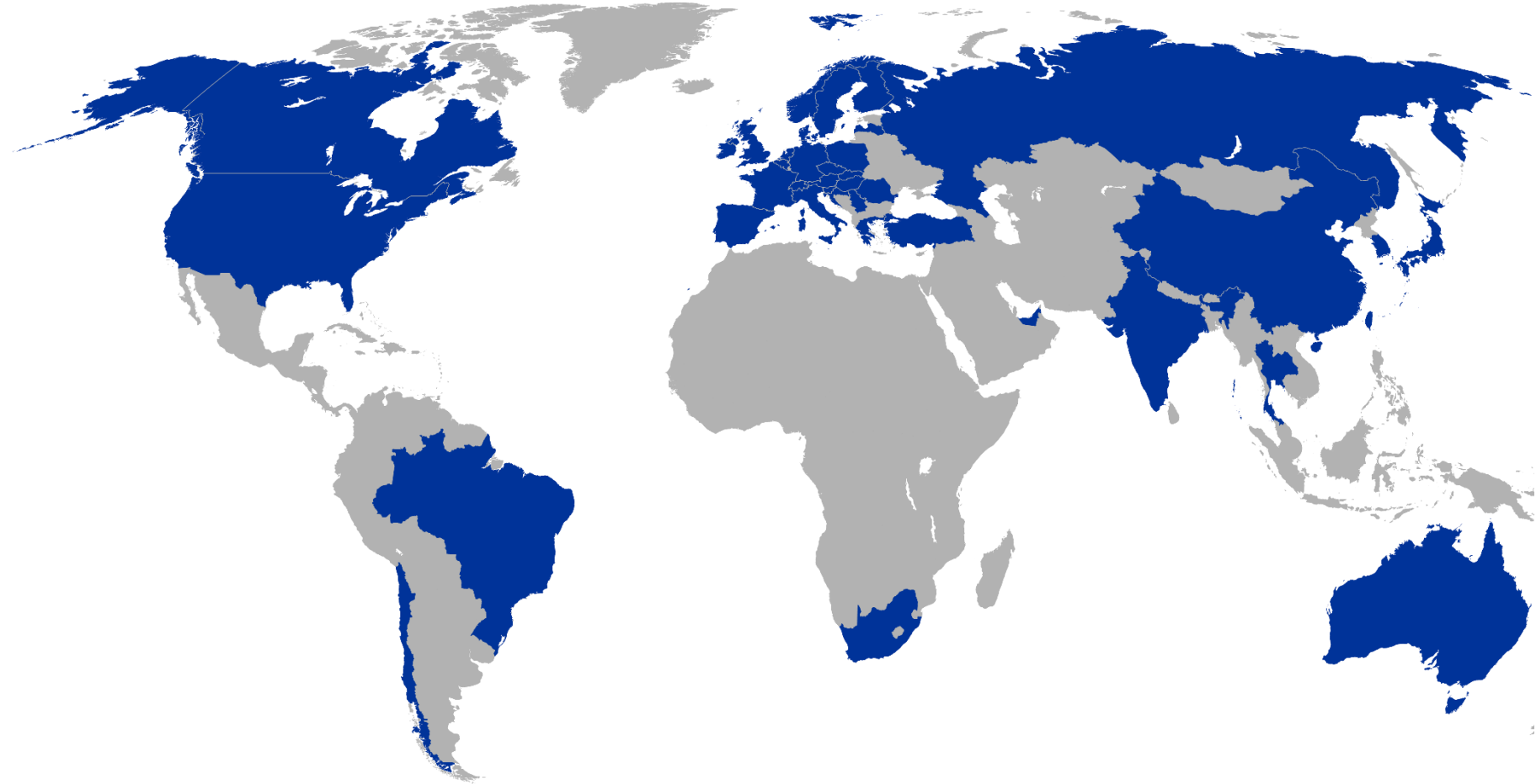
## 05 ATOSS continuously expands international footprint to further develop service offerings for global customers

**International Revenue Share increases from 15% to 25% by 2025**

**ATOSS Solutions currently in 46 countries (9 standard languages + easy dictionary function for entire solution)**

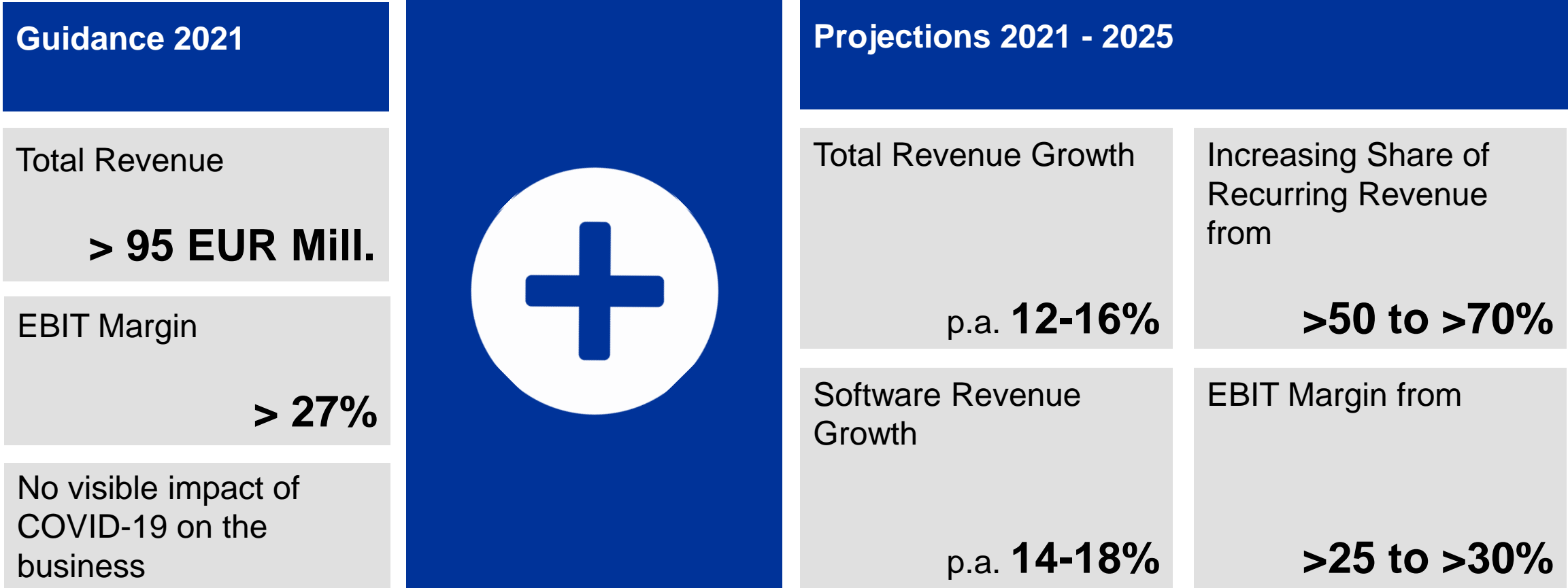
### **ATOSS Strategy**

- **Expand regional Sales & Service Hubs**
- **Set Up International Strategic Partners (Hyperscaler, Solution Partner)**



# 05 ATOSS – Growth Projections 2021 – 2025

Strong Growth and Margins while building Recurring Revenue







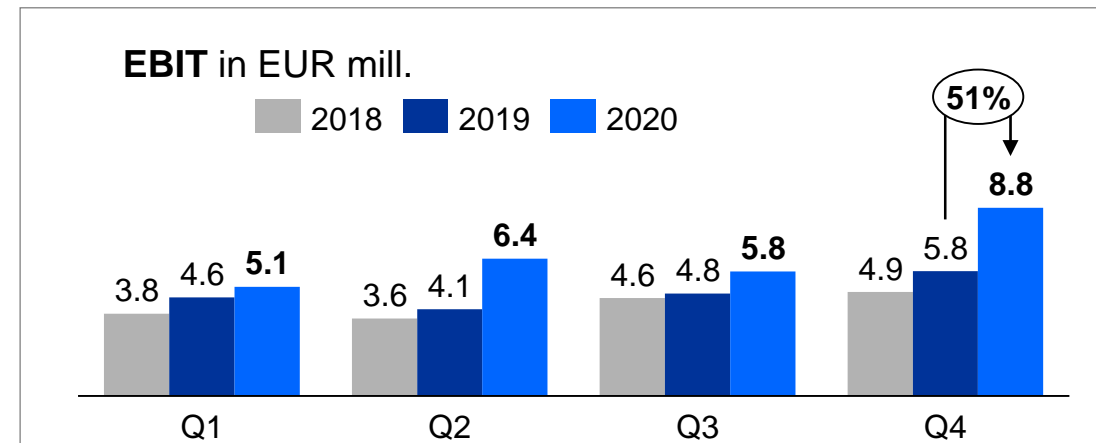
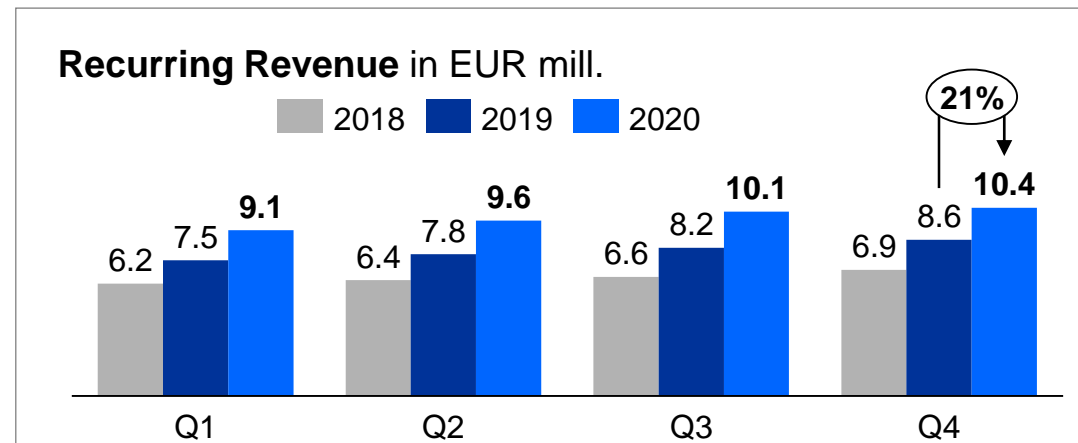
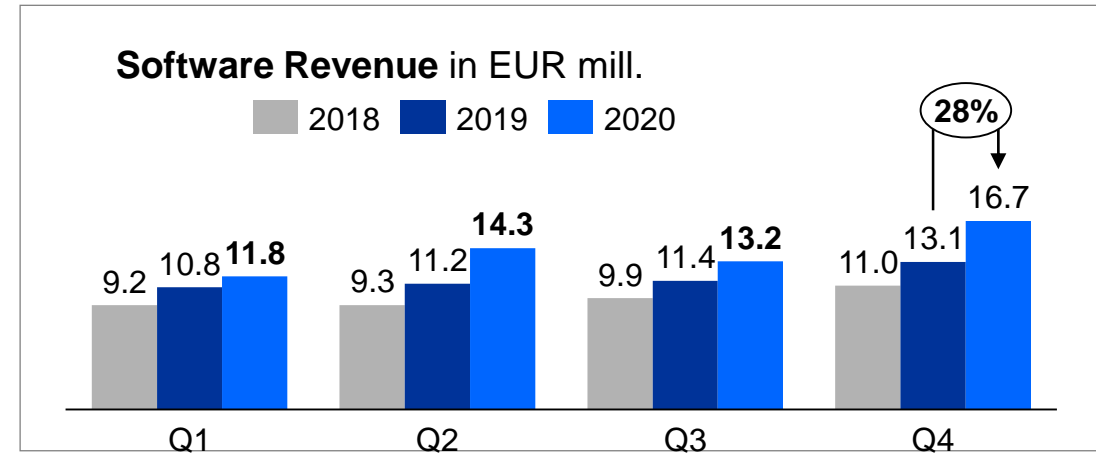
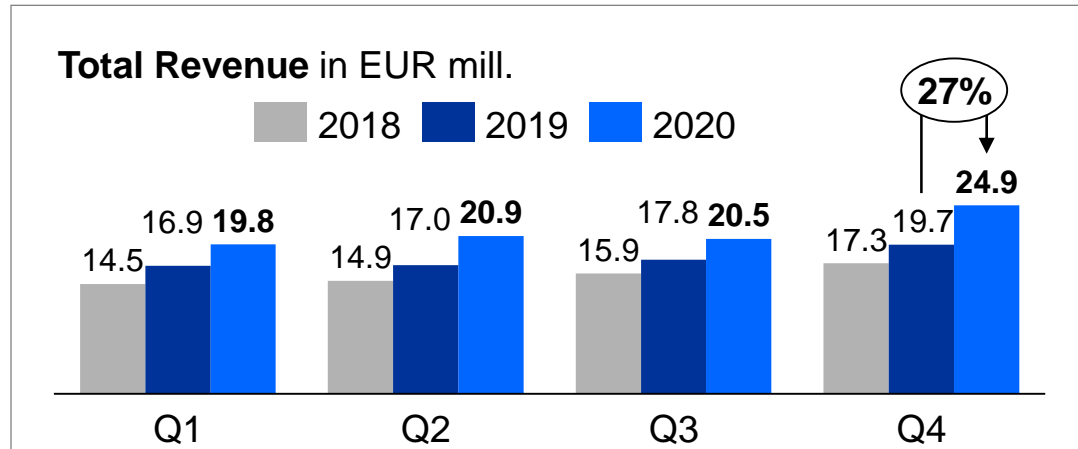
Thank You for Your Attention!



# Attachments



# Top Key Figures Q4 2020



- Accelerated revenue growth in Q4 2020
- Continuous expansion of the share of recurring revenues

# ATOSS Full Range Strategy

## Crewmeister continues successful development

Crewmeister

### Highlights

- Customers more than quadrupled in two years
- New product features developed
- High customer satisfaction

### Key metrics

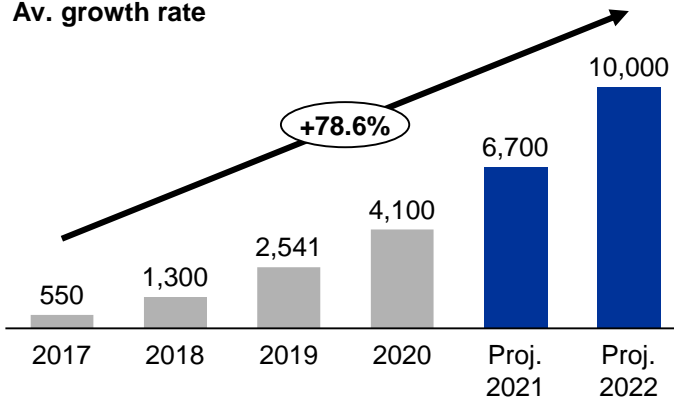
- Av. Customer Acquisition costs (CAC\*): 300 EUR
- Av. Customer Lifetime Value (CLTV\*\*): 1.150 EUR
- CLTV/CAC-Ratio: 3.83
- Av. Monthly Churnrate\*\*\*: 1.6%
- Cloud Gross Margin: +70%

### Outlook

- Continued growth of more than 100% p.a. expected
- Ongoing increase in sales per customer expected (new product features)
- Impact Covid 19:
  - Increase in Churn
  - More agility in customer acquisition

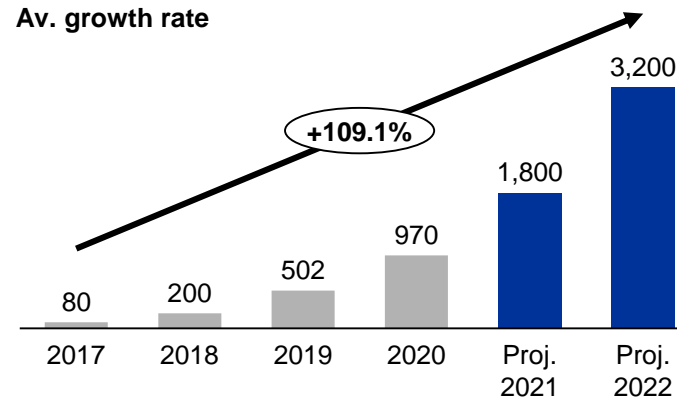
#### Customer Development

Av. growth rate



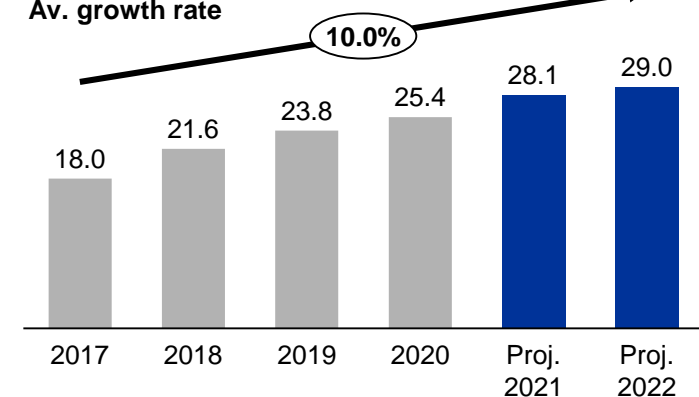
#### Sales Development (TEUR)

Av. growth rate



#### Sales/Customer Ratio (EUR)

Av. growth rate



\* **CAC** (Customer acquisition cost) (09/2020): cost of resources for the business in order to acquire a new customer. Customer acquisition cost involves sales and marketing costs.

\*\* **CLTV** (Customer lifetime value) (09/2020): estimate of all the future gross profits to be accumulated from a relationship with a given customers

\*\*\* **Churnrate**: Ratio, in the current year/month, of customer terminations (number) and the total number of customers (number) with an existing contract at the end of the year/month

# Corporate Social Responsibility @ ATOSS

## Fields of sustainable activities

### Responsibility as integral aspect of our corporate culture and business processes

#### Integrity and compliance

- Prevention of discrimination, corruption, bribery, respect for human rights
- Compliance Management System – acting in accordance with all laws, social guidelines and values



#### Environment

- Energy & CO2 reduction
- Conservation of resources



#### Customer and society

- Data protection and data security
- Customer satisfaction
- Social and cultural activities



#### Employee

- Recruitment and retention
- Continuous training and learning
- Health promotion and recreation
- Diversity





# Corporate Social Responsibility @ ATOSS

## Measures & Targets 2021

- Implementation of CSR Organization
- Development ATOSS CSR Strategy
- Introduction of Key Performance Indicators of Corporate Responsibility (in accordance with the criteria of the German Council for Sustainable Development: German Sustainability Code (DNK))
- Definition of Corporate Responsibility Targets
- Preparation & publication of sustainability reporting according to legal requirements
- Audit of the Corporate Responsibility Report 2021



# Workforce Management in a Nutshell

## Efficiency via Highly Flexible Staff Deployment

ATOSS helps companies to have ...

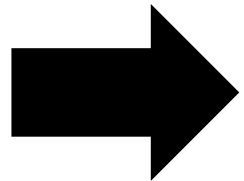
the right employees,

with the right qualifications,

at the right time,

at the right place,

... cost optimised!



# Effects generated from ATOSS Projects

## Cross-industry



**-15%**

Personnel costs with  
the same number of  
staff

**-22%**

Balance-sheet  
provisions

**-60%**

Residual leave

**-70%**

Planning input

**-82%**

Overtime

**+5%**

Conversion rate

**+11%** Revenue

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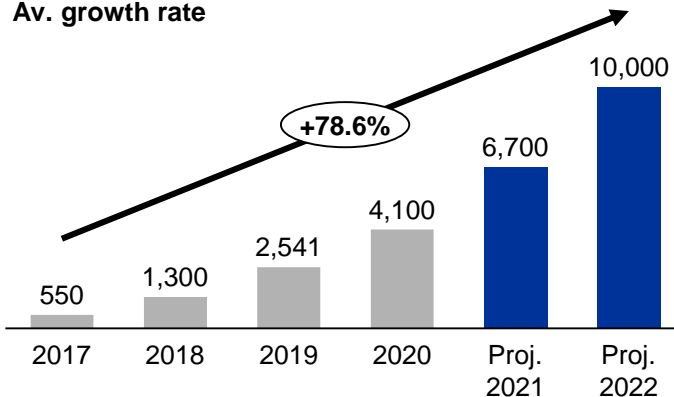
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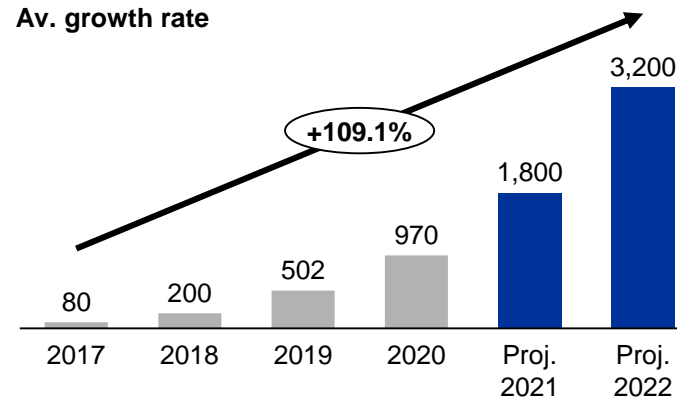
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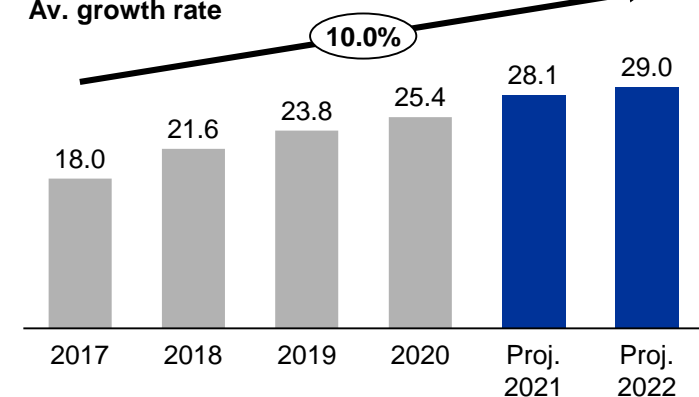
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