

2014/2015 Annual Results

CREALOGIX Media Conference

Zurich, 29 September 2015

2014/2015 Annual Results Agenda



1. CREALOGIX at a glance
Bruno Richle, Chairman of the Board and Group CEO



2. 2014/2015 Annual Results – Facts & Figures
Rolf Lichtin, Group CFO



3. The Digital Banking Hub powered by CREALOGIX
Richard Dratva, Group CSO

4. Outlook – The trend is our friend
Bruno Richle, Chairman of the Board and Group CEO

5. Q&A

CREALOGIX at a glance

Bruno Richle, Group CEO

2014/2015 Annual Results CREALOGIX at a glance



[crealogix.com/
report-en](http://crealogix.com/report-en)

Facts

Founded in 1996
350 Employees
CHF 50 million Sales
CHF 100 million Market Cap

Shareholders
70% Founders & Management
30% Free Float

About us

The CREALOGIX Group is an independent Swiss software house and the Swiss market leader for Digital Banking.

The shares of CREALOGIX Holding AG (CLXN) are traded on the SIX Swiss Exchange.

Our locations

Switzerland
Germany
Austria
United Kingdom
Singapore

Our focus

CREALOGIX develops and implements innovative fintech solutions for the digital bank of tomorrow. The focus is placed on changed customer needs for mobility, security, personalised advice and education within a comprehensive user experience.

Comprehensive expertise in Digital Banking



Our references

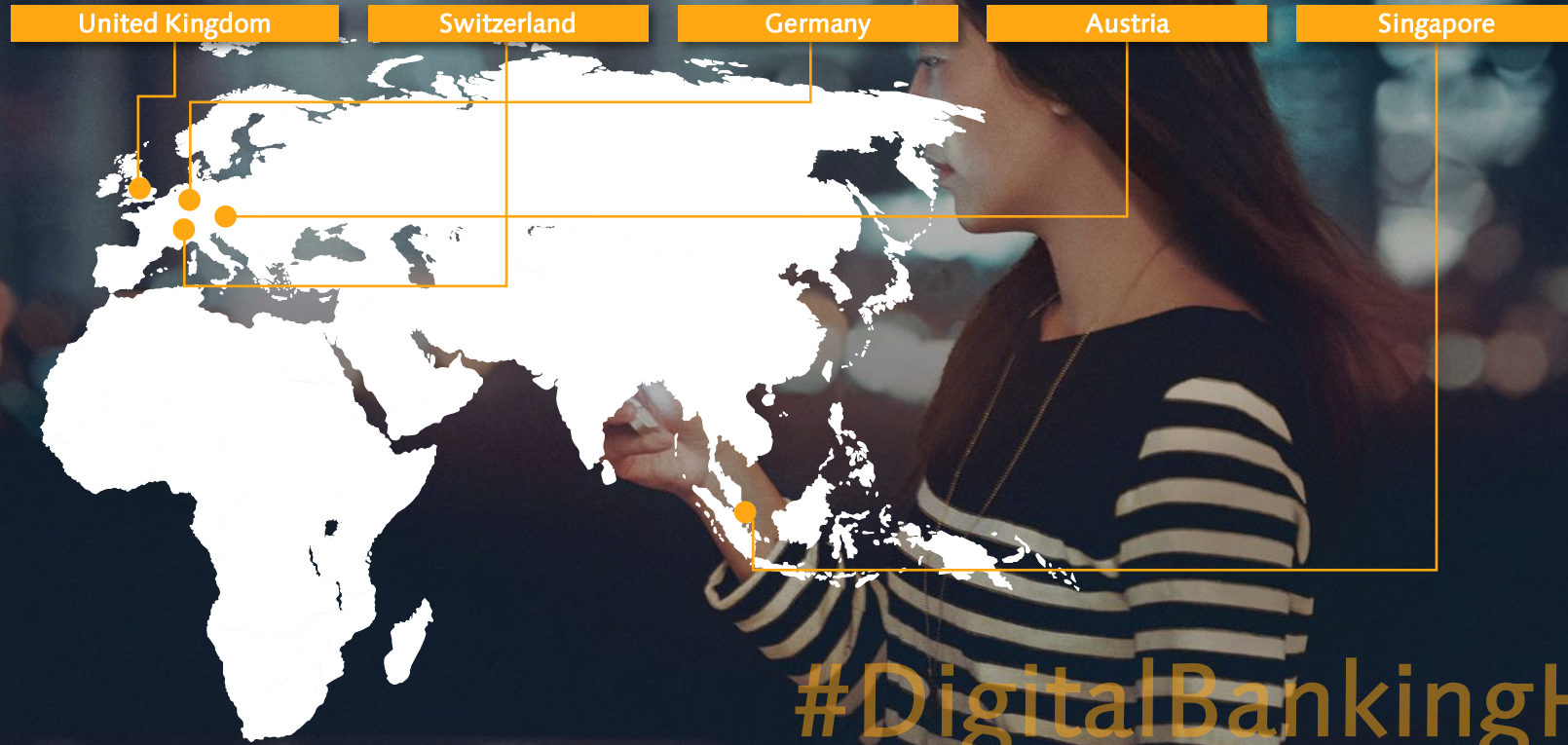
Switzerland



International



CREALOGIX international presence



#DigitalBankingHub



CREALOGIX Group @CREALOGIX Sep 23

Proud to be recognized as No. 83 in the top 100 fintech companies list 2015 @BAI_Info #FinTechForward #ranking @CREALOGIX



← ↻ 4 ★ 5 ...



CREALOGIX Group @CREALOGIX Sep 15

Proud to announce: We made it into the Top 100 #fintech companies 2015 by @IDC Financial Insights #ranking @CREALOGIX



← ↻ 4 ★ 5 ...



CREALOGIX Group @CREALOGIX Feb 11

5 hottest new trends in #fintech – nice mention of @CREALOGIX in the category “personalised video” treasuryinside.com/2015/02/11/5-h... @TreasuryInsider

← ↻ 4 ★ 5 ...



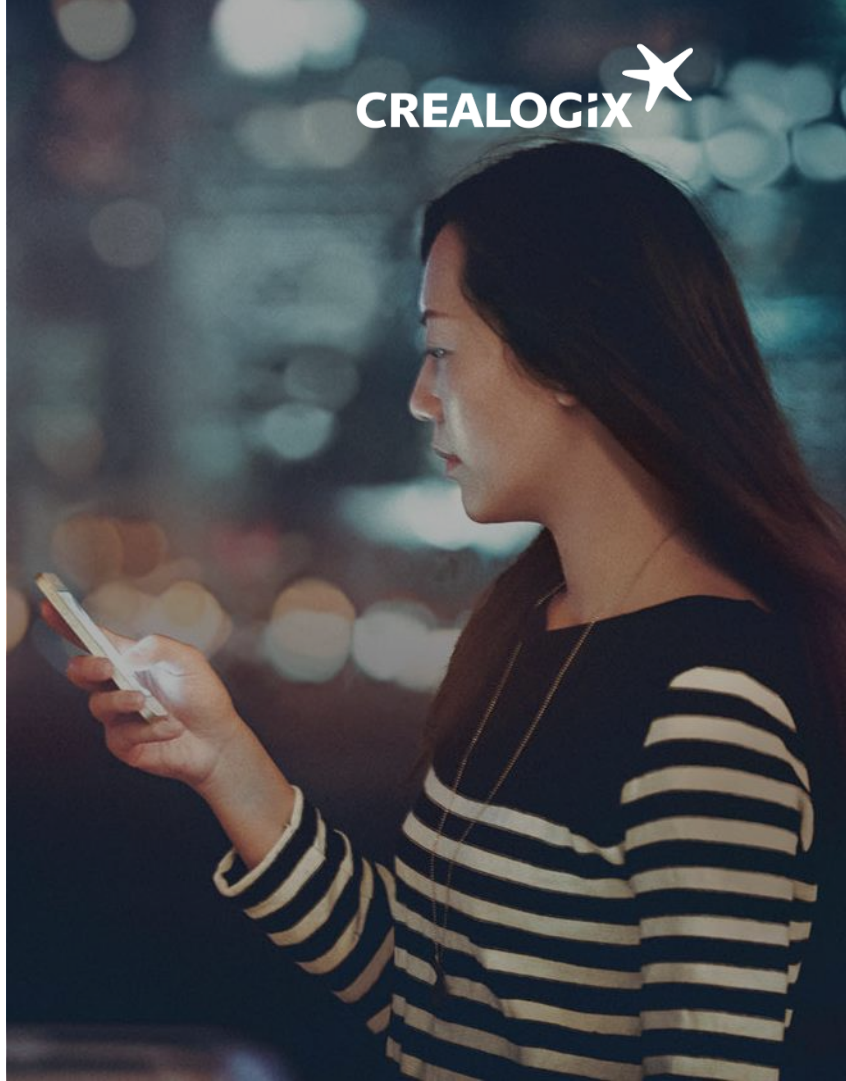
CREALOGIX Group @CREALOGIX 2014 Oct 23

Congrats! Our client @CouttsandCo received the “Most Innovative Digital Offering” #award by Private Banker International @BankerNews in Singapore #fintech @CREALOGIX

← ↻ 4 ★ 5 ...



CREALOGIX



2014/2015 Annual Results Facts & Figures

Rolf Lichtin, Group CFO

2014/2015 Annual Results
Highlights



crealogix.com/
report-en

CREALOGIX 

61%

Product share
of CREALOGIX revenue

Equity ratio

55%

354

Employees

Revenue

CHF **49.3** million

Expenditures R&D

+153%

Expenditures in R&D and differentiation of
CREALOGIX products

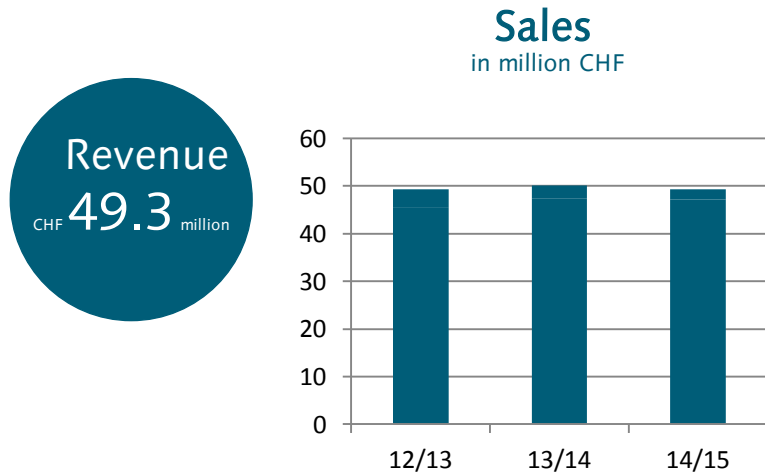
Internationalisation

+32%

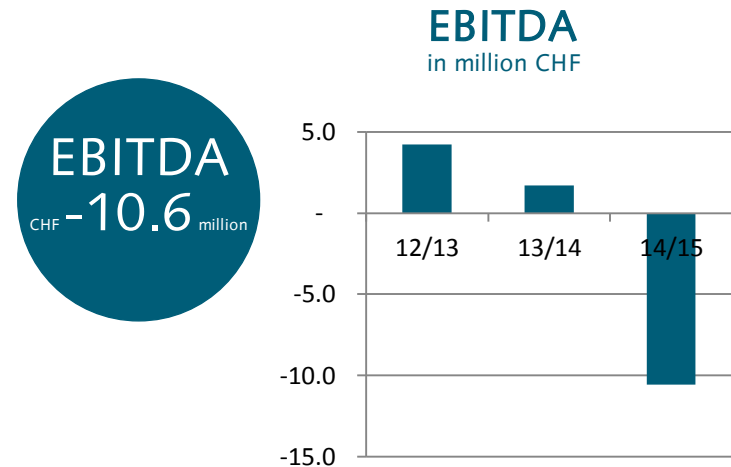
International share of sales
outside of Switzerland

Development of income statement

2014/2015 – The year of increased expenditures in R&D



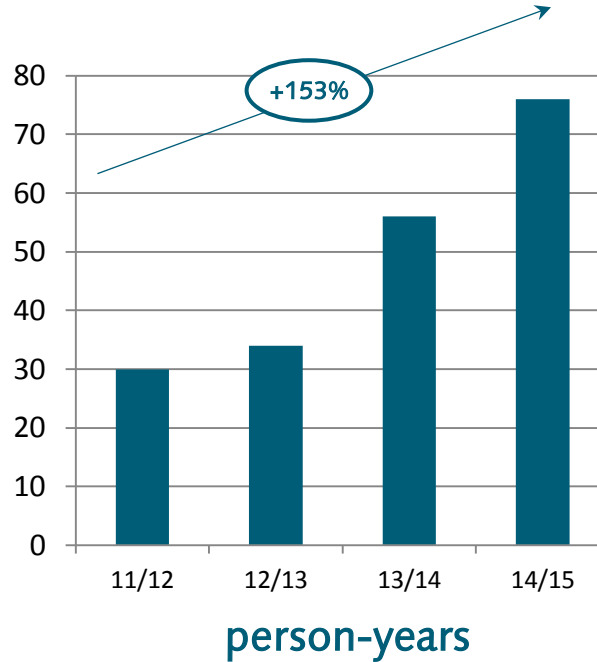
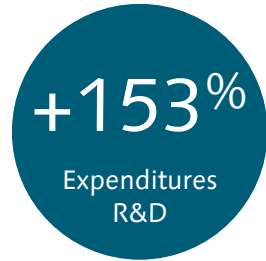
- Sales slightly lower with 49.3 million (50.1 last year)
- Without the substantial drop of EUR/CHF exchange rate sales would be at 50.0 million.



- EBITDA represents the further increased expenditures in the new product platform and in the sales organisation – no capitalisation of R&D costs.
- EBIT is at CHF -13.4 million

Development of income statement

Our efforts for new products have more than doubled



Expenditures R&D

- More than 20% of our capacity goes to new products.
- Person-years include contributions of our near- and off-shore resources.

Development of Cash Flow

Cash went to R&D projects and acquisition

	FY 14/15	FY 13/14
Consolidated profit	-10.3	-1.5
Net cash flow form operating activities	-4.7	5.3
Cash flow from investing activities	-4.9	-6.0
Free cash flow	-9.6	-0.7
Cash flow from financing activities	-1.5	-1.6
Net change in cash and cash equivalents	-11.1	-2.4

The cash was spent for the operating business (development of the new product platform, ramp-up of sales organisation), for the acquisition of MBA Systems in UK and the dividend.

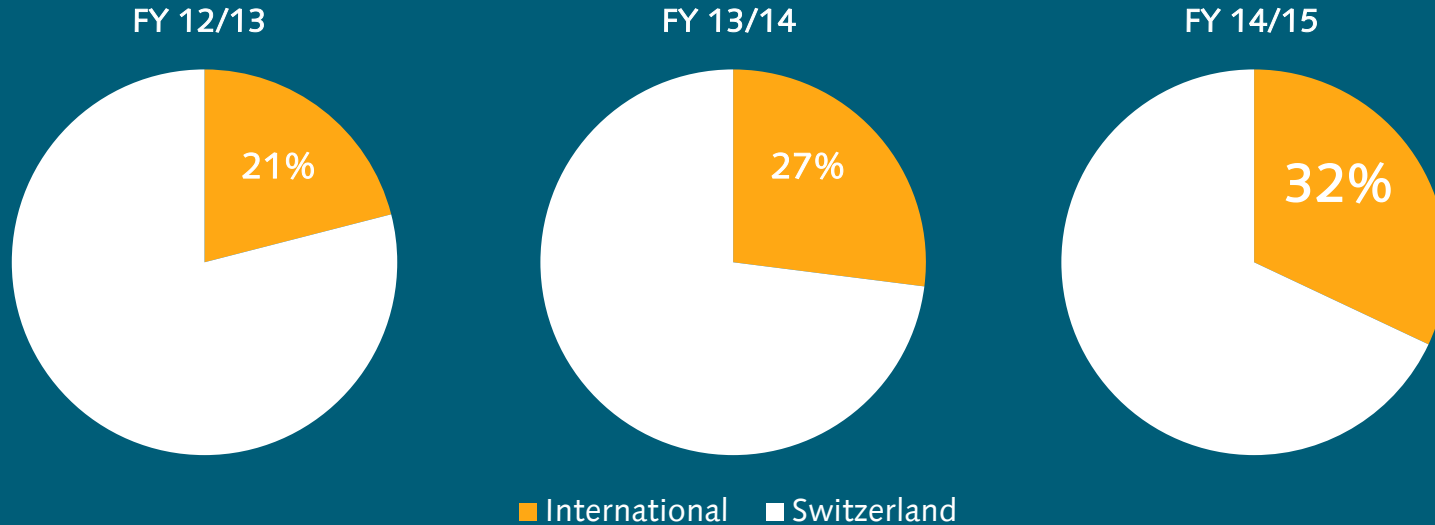
Solid balance sheet

55%
Equity ratio

in mio. CHF	30.06.2015	30.06.2014
Cash, cash equivalents, securities	13.1	24.3
Other current assets	15.1	16.0
Current assets	28.2	40.3
Financial Assets, Investments in Associates	3.3	4.1
Property, plant and equipment	1.9	1.8
Intangible fixed assets	9.8	4.1
thereof Goodwill	8.7	3.2
Other non-current assets	5.4	4.7
Non-current assets	20.4	14.9
Assets	48.6	55.1
Current liabilities	19.2	15.4
Non-current liabilities	2.7	1.4
Shareholders' equity	26.7	38.4
Liabilities and shareholders' equity	48.6	55.1
Equity ratio (in %)	54.9	69.7

- Equity ratio is strong. Future R&D expenditures can be financed from own resources.
- No bank loan in the company.
- Intangible assets include goodwill of 8.7 million CHF. We have changed the accounting policy to show this position in a more transparent way.

CREALOGIX on its international growth path



Share of international sales has increased to 32%.

#DigitalBanking Hub

Richard Dratva, Group CSO

Banks have to think in new scenarios to cope with digitalisation

17 JUNE 2015 - 5:21PM | POSTED BY NATALIE MORTIMER

Lloyds Bank digital transformation chief- 'we are in danger of just becoming the plumbing'

921 Shares  LLOYDS BANK 

Banks are in danger of "just becoming the plumbing" if they don't work out their new role in the financial eco-system as the storm of payment innovations continues to rain down on the industry, according to Lloyds Bank head of digital transformation Terry Cordeiro.



Banking

FinTech Startups Can Make Banking Stronger

CREDIT SUISSE 

Dear Fellow Shareholders,

JPMORGAN CHASE & CO.



Jamie Dimon,
Chairman and
Chief Executive Officer

Silicon Valley is coming. There are hundreds of startups with a lot of brains and money working on various alternatives to traditional banking.

We are going to work hard to make our services as seamless and competitive as theirs. And we also are completely comfortable with partnering where it makes sense.

Banks risk to be «unbundled» in the future Banks therefore have to orchestrate their own digital ecosystem



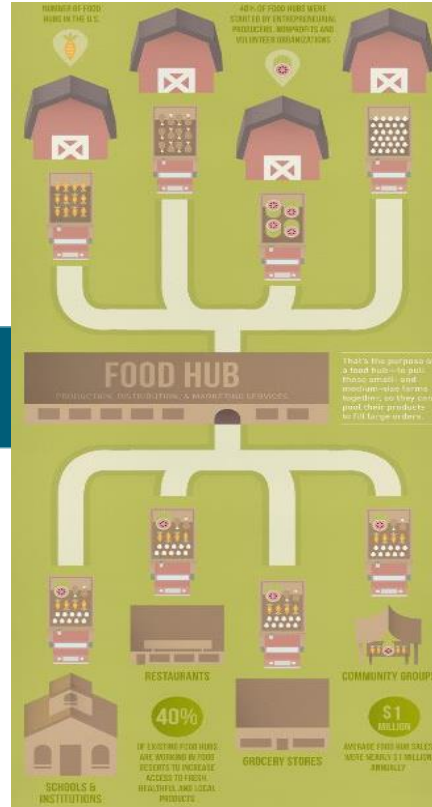
Why a Hub?

PRODUCTION

HUB

POINTS OF SALES

CONSUMERS



Why a Hub?

The bank's omni-channel view

PRODUCTION

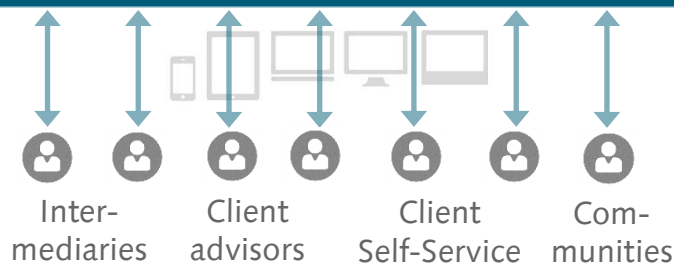


HUB

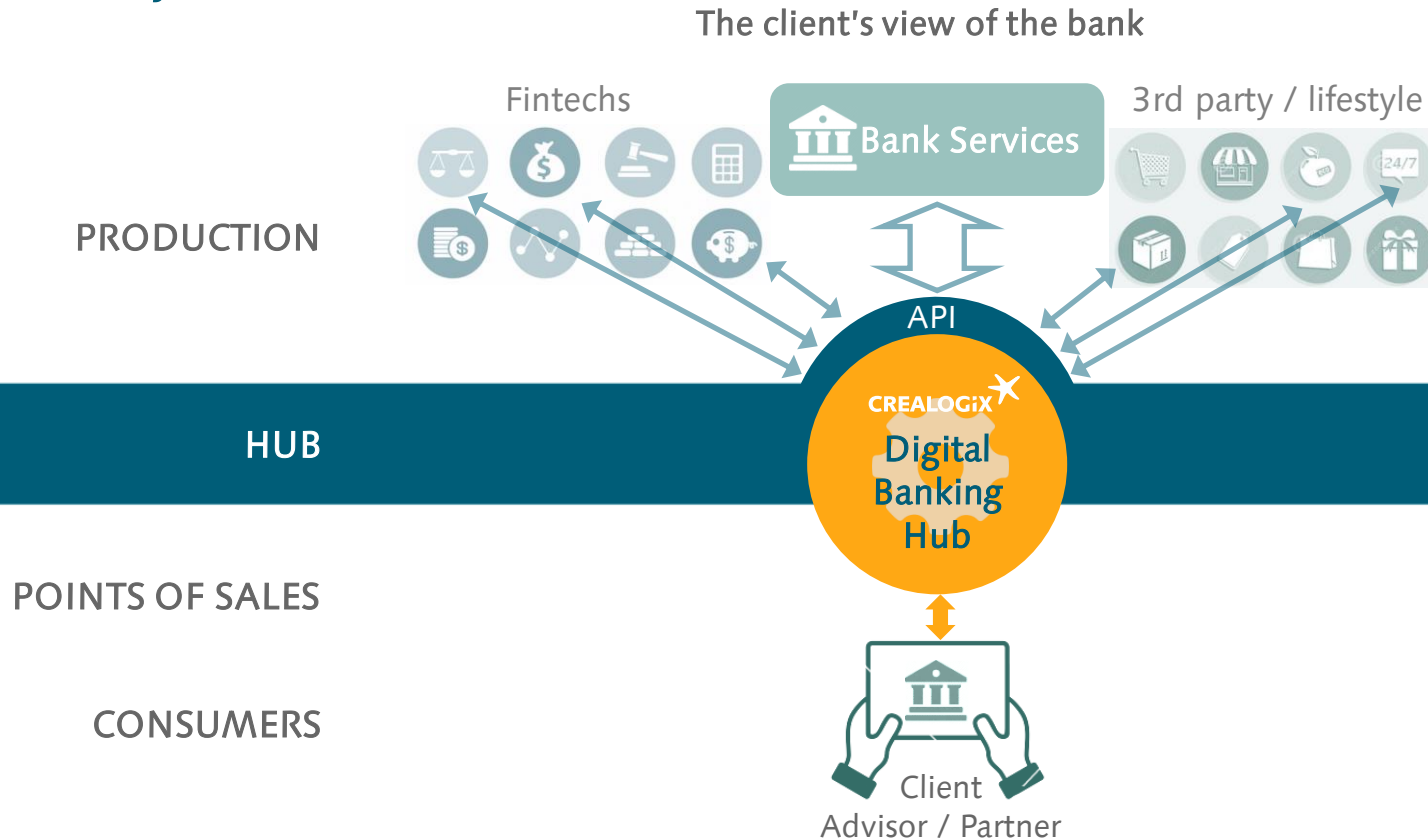
Digital Banking Portal

POINTS OF SALES

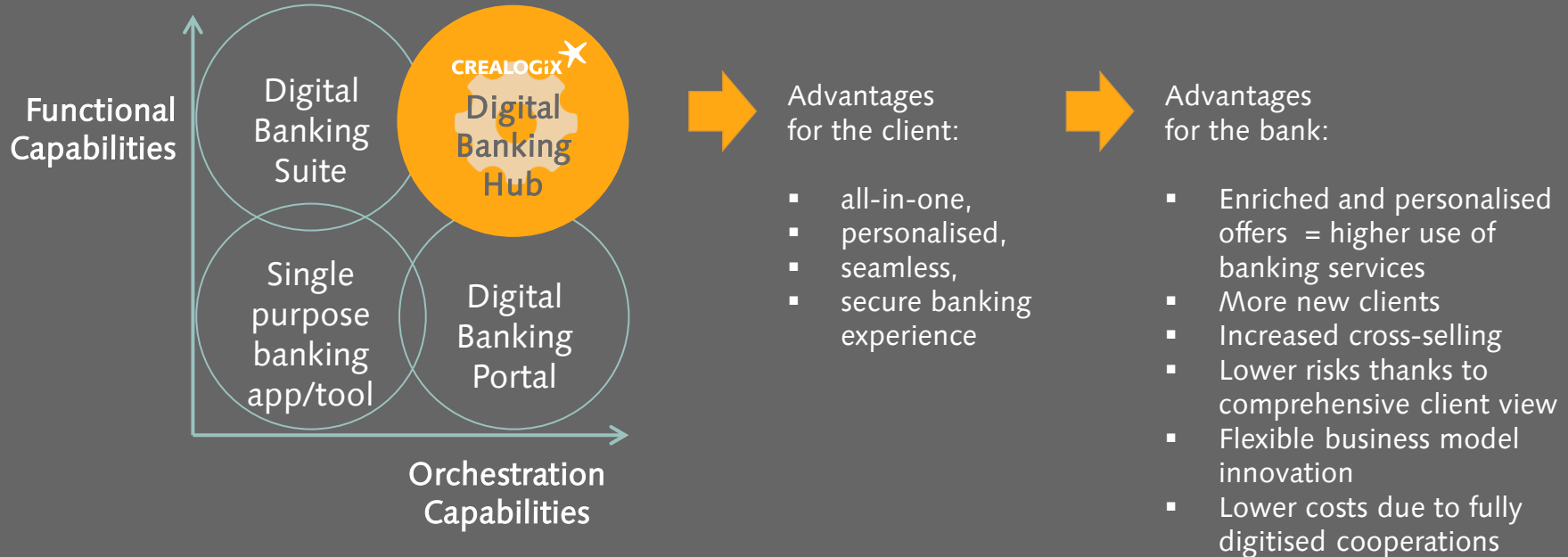
CONSUMERS



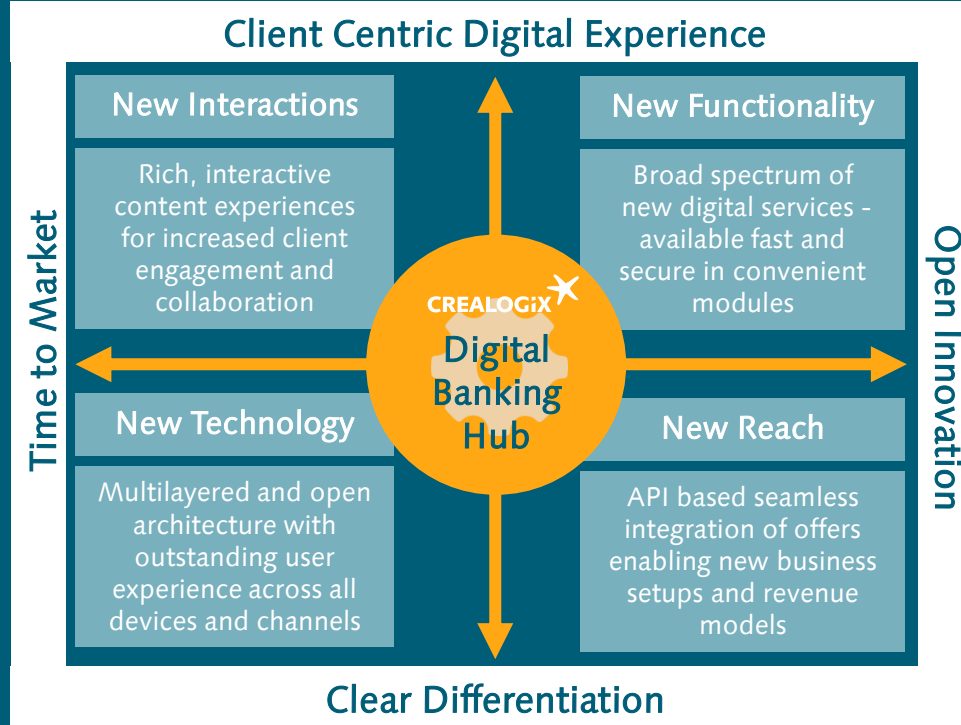
Why a Hub?



The evolution towards the CREALOGIX Digital Banking Hub



The CREALOGIX Digital Banking Hub enables digital transformation



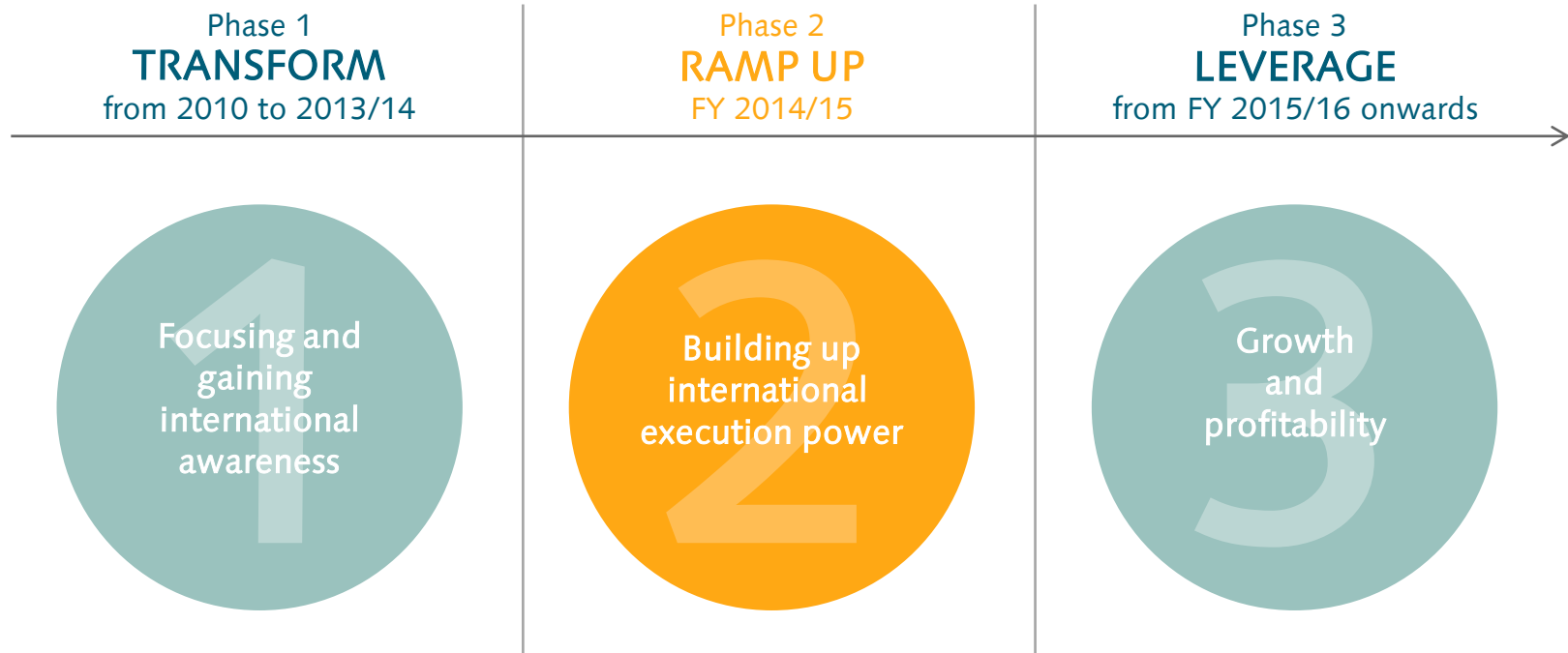
Outlook

The trend is our friend

Bruno Richle, Group CEO



Window of opportunity: CREALOGIX accelerating investments



Window of opportunity: CREALOGIX accelerating investments

Phase 2
RAMP UP
FY 2014/15



International
organisation and delivery

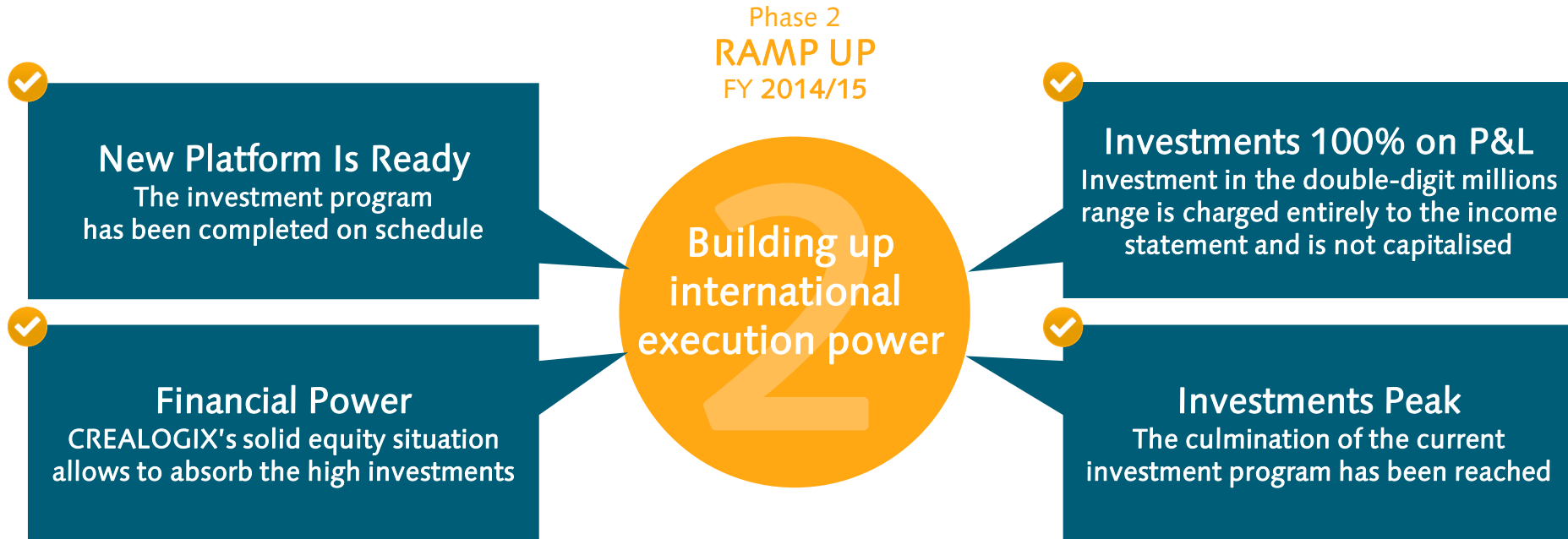
International partner
network

Full product scalability

Further product integra-
tion & enhancements

- Further heavy investments & resource allocations
- No revenue growth
- Further drop in profitability

Important fundamentals



Window of opportunity: CREALOGIX accelerating investments

Phase 3
LEVERAGE
from FY 2015/16 onwards



Mid-term targets:

Double digit
revenue growth

 >20%

Product
revenues

 >70%

International
revenues

 >50%

- Backing growth with strategic acquisitions
- Return to profitability

First step in phase **3**

The path back to positive EBITDA in 2015/16

Running Business



Lower costs

- Expenditures for R&D on normal level
- Benefits from platform scalability
- Further shift of work to near-/off-shore



Higher revenue with existing customers

- New modules for existing customers
- Revenue with change requests on the level of former years

New Business



No further ramp-up costs

- Fading costs for building up international set-up
- Reduction of freelancers used for ramp-up

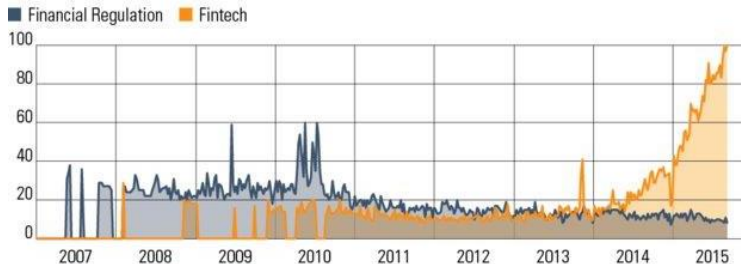


Additional revenue with new customers

- New projects with national and international customers based on the new platform

Digital overtakes regulation in banking

Google search for «Fintech»



Frequency of Google Search Terms "Financial Regulation" and "Fintech"; Google-Trends-Index.

Source: NZZ, 25.9.2015

Digital overtakes regulation as top priority for global banks

10 March 2015 | 6942 views | 0 



The rush to implement new digital technologies has overtaken regulatory worries as the highest priority for global banking executives.

Source: Economist Intelligence Unit, 2015

Unique window of opportunity for CREALOGIX

- Digitalisation will double bank IT spending in the next 4 years according to Gartner analysts.
- CREALOGIX has seized the opportunity to become an international Fintech company of the next generation.
- CREALOGIX therefore has engaged the next phase of it's corporate development and has invested heavily.
- CREALOGIX currently operates in start-up mode.



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