

# Cxense presentation

Oslo, June 2016



CXENSE

# CXENSE:OSE today

<b>Sector</b>	<b>Software-as-a-Service</b>
<b>Value prop.</b>	Personalization of internet sites and apps
<b>Customers</b>	All companies with online sites and apps
<b>Revenues</b>	NOK 200 million annualized – and growing Recurring software license fees
<b>Gross margin</b>	~83%
<b>Organization</b>	160 employees in Europe, Americas and Asia

# Traditional site: All users see the same content

The screenshot shows the CX NEWS website interface. At the top, there is a red navigation bar with a menu icon, the text 'CX NEWS', and links for 'SIGN IN' and 'SUBSCRIBE'. Below the navigation bar, there are tabs for 'LATEST', 'MAGAZINE', and 'VIDEOS'. The main content area is divided into several sections: 'JUST POSTED' with three news items, a 'Hotels.com' advertisement for Hurghada Marriott, a large featured article titled 'Trump's Transition Team' with a video player, a 'MAGAZINE' section featuring a 'TIME' magazine cover and a 'What You Need to Know About Zika' article, and a 'FEATURED' section with several other articles. The layout is consistent across the entire page, indicating that all users see the same content.

**JUST POSTED**

- Donald Trump's Feud With Evangelical Leader Reveals Fault Lines 1:00 PM ET
- El Chapo's Extradition to U.S. Can Move Ahead, Judge Rules 12:55 PM ET
- Tom Hanks Faces a Very Difficult Choice in the *Inferno* Teaser Trailer 12:43 PM ET

**Hotels.com** Hurghada Marriott Hurghada  
Só klori! Hurghada  
★★★★★

**Trump's Transition Team**  
The general election hasn't started yet, but Donald Trump has already announced that Chris Christie will lead his transition team if he wins the White House. Barack Obama did not name his transition chief until November in 2008.

- Trump Says He Won't Raise Taxes on the Rich
- Donald Trump Suggests He's Open to Tax Hike on Wealthy
- Sarah Palin Pledges to Defeat Paul Ryan
- Anti-Donald Trump Forces Hope to Draft Mitt Romney

**North Carolina Fights Back on LGBT Law**  
North Carolina Gov. Pat McCrory filed a lawsuit against the federal government after it warned the state last week to back down from its controversial LGBT law or risk losing millions of dollars in funding.

**El Chapo's Extradition to U.S. Can Move Ahead: Judge**  
A Mexican judge says the extradition of drug lord Joaquin "El Chapo" Guzman can move ahead, but the country's foreign ministry must still approve it and the defense can appeal. Guzman was just moved to Ciudad Juarez near the U.S. border.

**Krispy Kreme Agrees to Takeover Deal**  
Krispy Kreme Doughnuts will be taken private by JAB Holding for about \$1.35 billion, the second buyout of a U.S. food company by the German investment firm in just over two months.

**SPACE**

Watch Live: Mercury Crosses in Front of the Sun

**MAGAZINE**

**TIME** What You Need to Know About Zika  
Subscribe to TIME for just \$30 a year.

**FEATURED**

- JEFFREY KLUGER Why You Should Care About Mercury's Transit of the Sun
- ELIANA DOCKTERMAN How *The Good Wife* Changed Feminism and Politics on TV
- JOE KLEIN Why the Clintons Don't Fear the Coming Armageddon With Donald Trump
- ANNE-MARIE SLAUGHTER Care Is as Important as Career
- MARK THOMPSON Why the Army Needs Foam Goat Heads
- BELINDA LUSCOMBE 7 Ways Chrissy Teigen Is a Model New



# Personalized site: Removes unwanted content for the individual user...

**CX NEWS** SIGN IN | SUBSCRIBE

**THE BRIEF**

**JUST POSTED**

- Donald Trump's Feud With Evangelical Leader Reveals Fault Lines 1:00 PM ET

**Trump's Transition Team**

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- Donald Trump Suggests He's Open to Tax Hike on Wealthy
- Sarah Palin Pledges to Defeat Paul Ryan
- Anti-Donald Trump Forces Hope to Draft Mitt Romney

**FEATURED**

- JEFFREY KLUGER: Why You Should Care About Mercury's Transit of the Sun
- JOE KLEIN: Why the Clintons Don't Fear the Coming Armageddon With Donald Trump
- ANNE-MARIE SLAUGHTER: Care Is as Important as Career
- MARK THOMPSON: Why the Army Needs Foam Goat Heads

**What You Must Do Before 'The Profit' Will Invest in Your Business** 12:36 PM ET

**Airlines Launch New Website Dedicated to Hating on Long Lines at Airports** 12:34 PM ET

**Brazil House Speaker Annuls Vote to Impeach President Dilma Rousseff** 12:31 PM ET

**Krispy Kreme Agrees to Takeover Deal**

Krispy Kreme Doughnuts will be taken private by JAB Holding for about \$1.35 billion, the second buyout of a U.S. food company by the German investment firm in just over two months.



London 8.23 pm  
Desktop Logged in

- Subscribes to CX Magazine
- Not interested in Entertainment
- Not interested in US domestic news
- Recently viewed Mercury Crossing
- Recently Read El Chapo's Extradition
- No plans of travelling to Egypt

# ...and adds personalized content

## CX NEWS

Enjoy your subscription? Update your CC details today

LATEST MAGAZINE VIDEOS

### JUST POSTED

- Donald Trump's Feud With Evangelical Leader Reveals Fault Lines 1:00 PM ET
- What It's Like to Use the Headset That Beams TV Into Your Eyeballs 2:54 PM ET
- Nyquist Wins 2016 Kentucky Derby

The new Audi Q5 has arrived.

First 100 bookings win an off-road quattro® drive experience.

Book Now

- The Real Reason Apple Made the Apple Watch 3:41 PM ET
- What You Must Do Before 'The Profit' Will Invest in Your Business 12:36 PM ET
- Google Doodle Celebrates Sigmund Freud's Birthday
- Airlines Launch New Website Dedicated to Hating on Long Lines at Airports 12:34 PM ET
- Brazil House Speaker Annuls Vote to Impeach President Dilma Rousseff 12:31 PM ET

### THE BRIEF

**Trump's Transition Team**

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**Kepler Telescope Discovers New Planets**

The Kepler Space Telescope spotted 1,284 planets outside of our solar system—a few of them are just like Earth and could support life. If life as we know it is going to emerge anywhere in space, planets like that are the first place to look

**Controversial Mayor Eyes Election Victory in Philippines**

It was all grins in Davao City on Monday morning, as voters lined up to cast ballots for the new President of the Philippines, confident that their pugnacious mayor, Rodrigo Duterte, would romp home after building a commanding lead in latest polls

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### RECOMMENDED FOR YOU

**Exclusive: What Trump Said the Moment Kasich Dropped Out**

Parents

**RAISING THE SCREEN GENERATION**

**Raising the Screen Generation** READ THE REPORT

Everything you wanted to know about kids and technology but were too distracted to ask

#### FEATURED

**Why You Should Care About Mercury's Transit of the Sun**

Sign up for Parents and more VIEW EXAMPLE Email SUBMIT

JOE KLEIN

**Why the Clintons Don't Fear the Coming Armageddon With Donald Trump**

ANNE-MARIE SLAUGHTER

Care Is as Important as Career

MARK THOMPSON

Why the Army Needs Foam Goat Heads

London 8.23 pm  
Desktop Logged in

- Interested in Politics
- Regularly scans Tech news
- Keeps updated on the latest science news
- Likes Horse racing
- Long term interest for Parenting
- In the market for a new car
- Credit card expires in 1 month



# Why personalization?



Improved user experience



More engagement



Higher conversion



Reduced churn



**Increased revenue**

# Cxense offers the world's leading personalization software



Unique real-time data capture  
1.5 billion devices  
Multiple data sources



The richest user profiles in  
the market

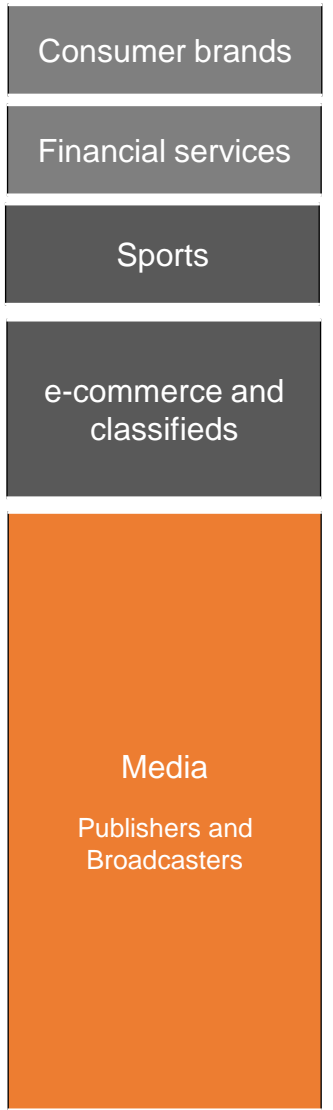
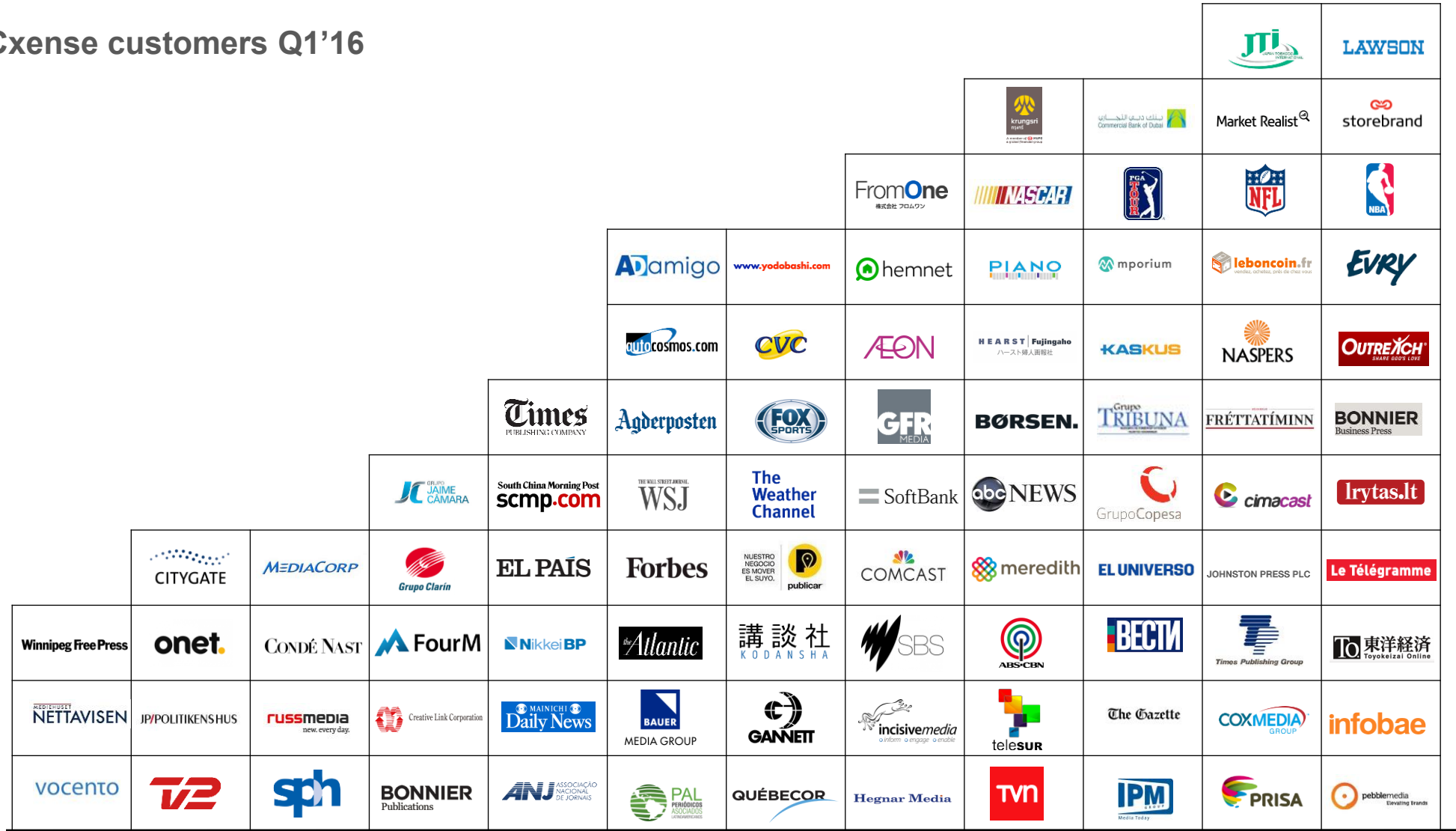


Real-time personalized  
site&apps

A personal and engaging experience → More digital revenue

# Growing customer base and adoption

Cxense customers Q1'16



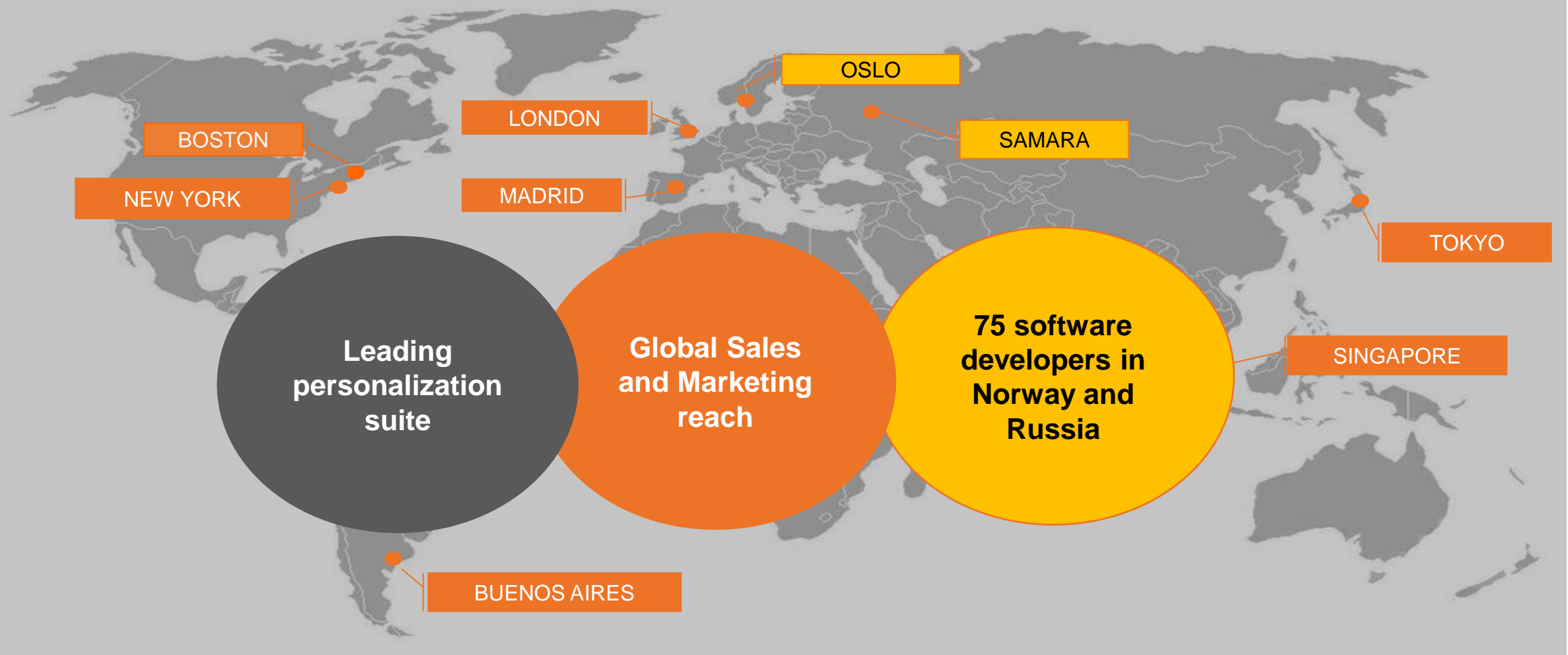
Time

Verticals

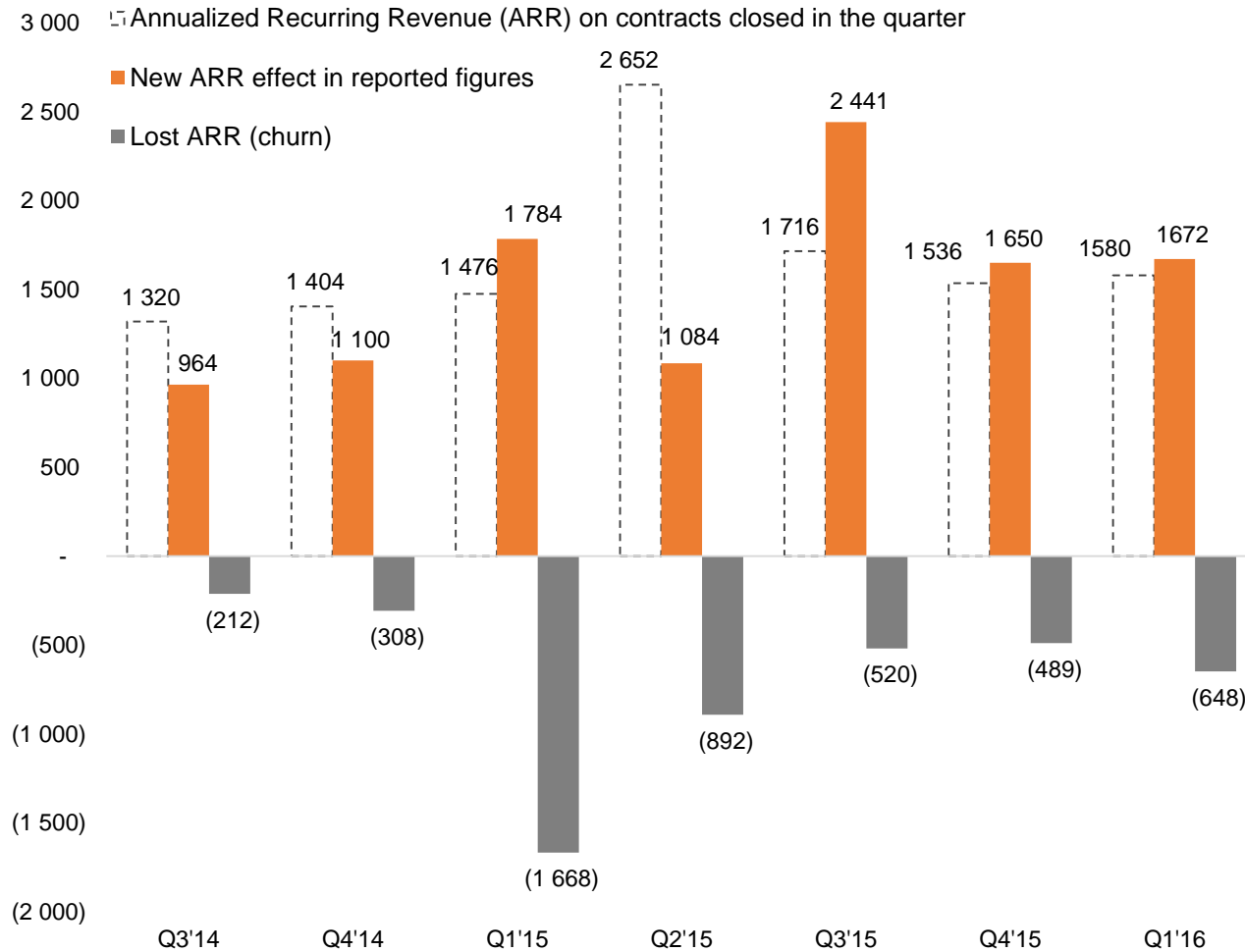




# Organization: Global market reach and strong software development output



# Recurring revenue model: Solid foundation for organic growth



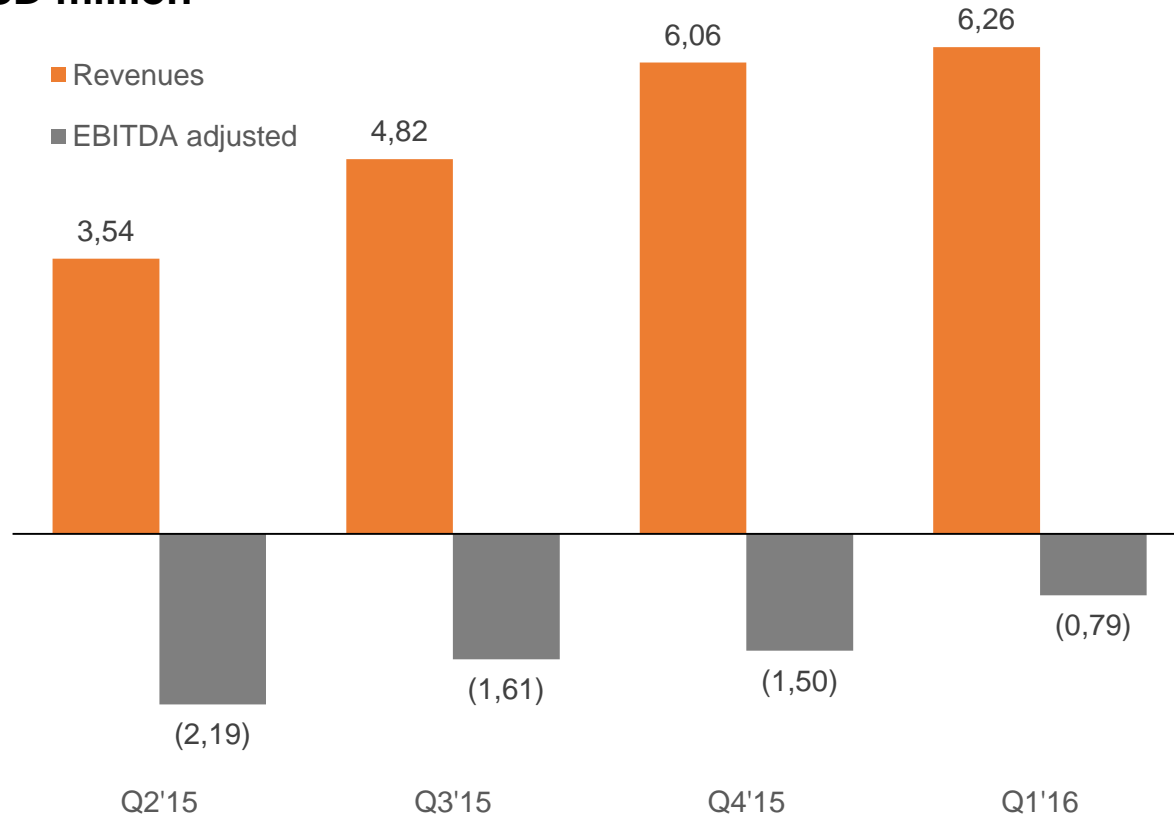
Statistics last four quarters:

- Closed New Annualized Recurring (ARR) Revenue of USD 7.5 million
- Lost ARR of USD -2.6 million
- Net New ARR of USD 4.9 million (27% organic growth over total revenue in the period)

1 Annualized recurring revenue effect of quarterly performance  
 \* H1 2015 Churn was higher than normal due to losses on advertising portfolio

# Revenue growth and EBITDA improvement continues

## USD million



- Strong acquired and organic revenue growth in recent quarters
- In Q1 2016 Cxense completed the planned post-acquisition restructuring
- Thus reported OPEX was high and impacted reported EBITDA negatively
- EBITDA adjusted for one-off restructuring costs and full effect of the completed cost reductions is USD -0.8 million

# Summary and Outlook

- Cxense offers the world's leading personalization software
- Global customer base and organization
- All-time-high revenues in Q1 2016
- Recurring revenue model with strong underlying organic growth
- On target for 2016 EBITDA profitability
- Well-positioned in a growing digital economy with real-time data management and personalization offerings