



**StrongPoint**

**Aksje**  **Norge**

June 6<sup>th</sup> 2016

19:10 – 19:20 pm

Jørgen Waaler, CEO

Per Herseth, SVP M&A

## Fact sheet

- 🏆 The worlds largest public company at Rælingen
- 🏆 2015 revenues/EBITDA: MNOK 1 146 – MNOK 90

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- 🏆 2015: 41 per cent recurring revenues
- 🏆 2016/Q1 revenues/EBITDA: MNOK 254 – MNOK 10

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- 🏆 Market Cap: BNOK 0,5 - NIBD: MNOK 60
- 🏆 Employees: 570 - Offices in 11 countries - 1418 shareholders

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- 🏆 Five consecutive dividend disbursements: NOK 0,25–0,25–0,30–0,35–0,45
- 🏆 Three technology segments; Proprietary, 3. party & Labels



# **StrongPoint Mission**

**Driving retailers' productivity  
by providing innovative integrated  
technology solutions**



# StrongPoint Business model

## STORE MANAGERS' DAILY WORRIES

REDUCE THEFT  
INCREASE SECURITY  
CHECKOUT CONVENIENCE

REDUCE QUEUES  
PRICE INTEGRITY  
PAYMENT SIMPLICITY

INCREASE REVENUE  
REDUCE COST, SHOP FLOOR  
SERVICE AND EFFICIENCY

Enabling store owners to reach their full potential

- Retail technology consulting
- Innovation
- System integration



**StrongPoint**

- Installation and education
- Project planning and rollouts
- Service & support

Driving consumer shopping efficiency

HOW CONSUMERS BUY

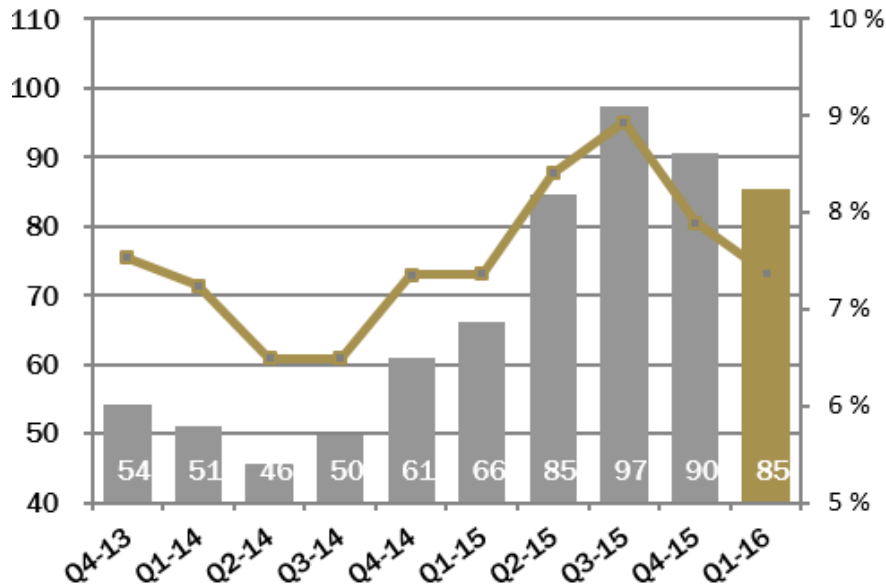
HOW CONSUMERS ARE  
REWARDED

HOW CONSUMERS PAY

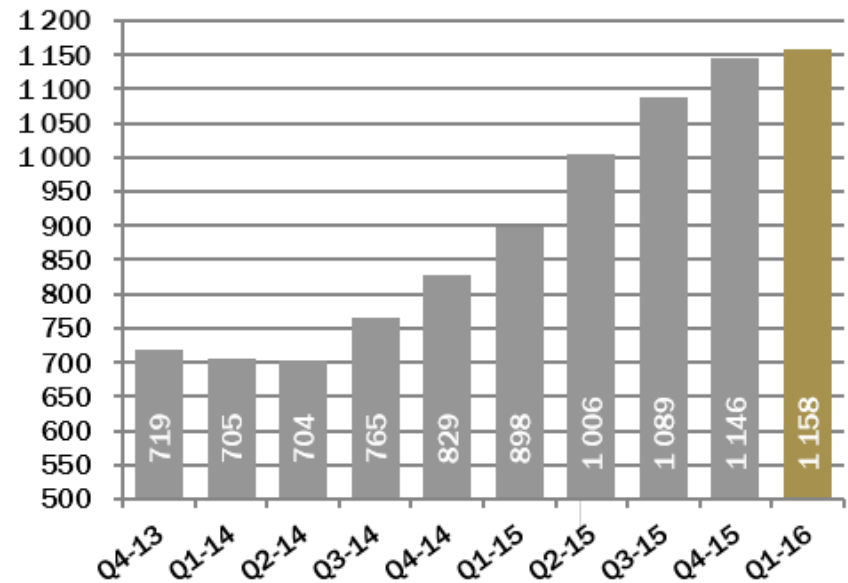
CONSUMER BEHAVIOR AND TRENDS

# Rolling 12 months

## EBITDA



## REVENUES

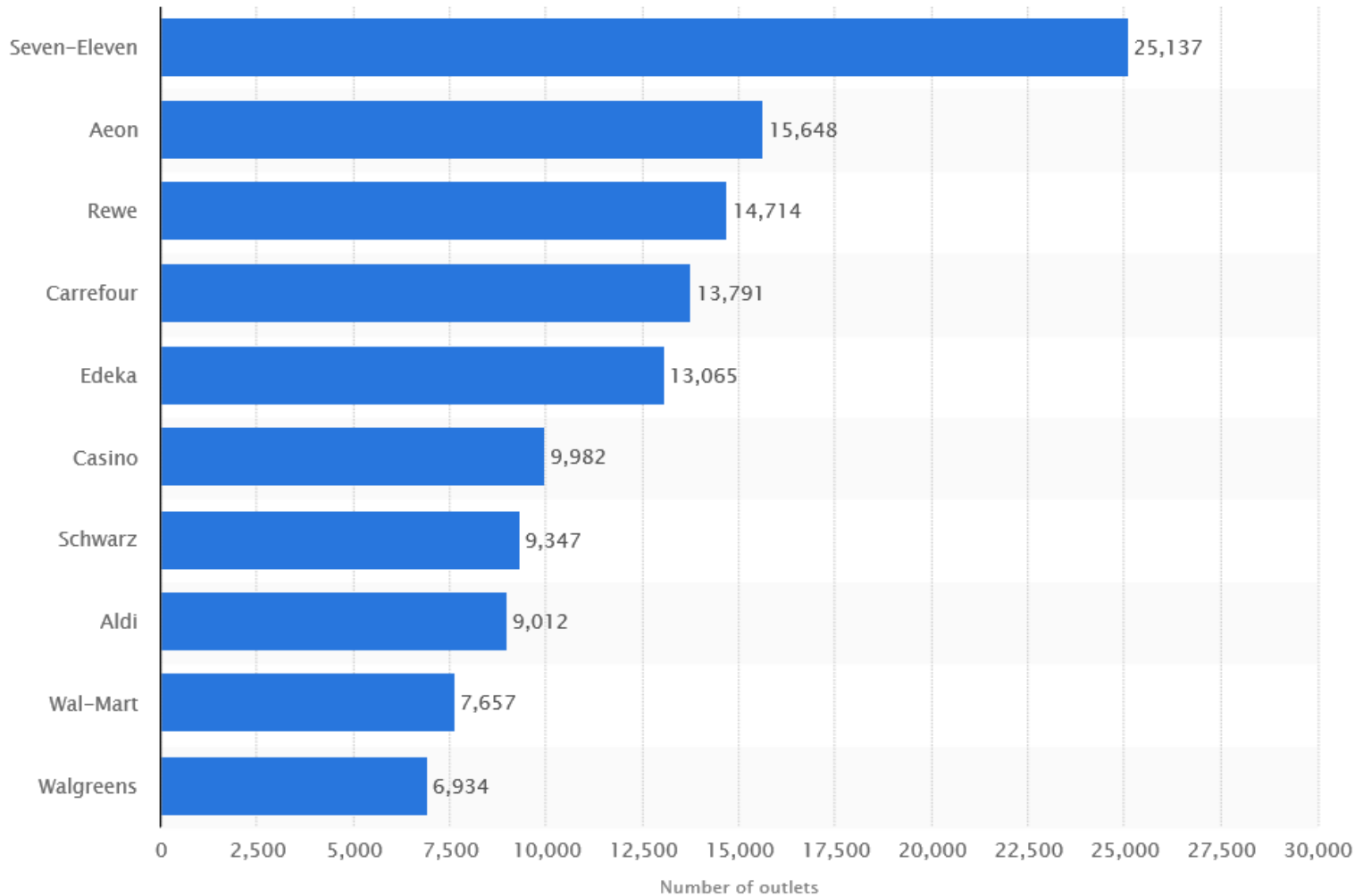


# Share price development

StrongPoint i perioden 16.11.12 til 03.06.16



# Significant market potential



# Alimerka, 700 systems

- 5- year rental – CashGuard as a service
- Top 20 grocery chains in Spain
- 170 stores
- Roll-out 50 systems per month





# Third party technologies

## Scales & tracking



## Electronic shelf labels - beacons



## Self-checkout



# Proprietary Technologies - Retail



# Proprietary Technologies - Retail



Soft cars  
Cash-In-Transit



## Proprietary Technologies – New Retail



**The steady growth of online sales is breathing new life into physical stores.**



**Blurring today means consumers participating in different channels on the path to a purchase.**

## Labels



Ta din etikett  
ett steg längre

# Heavy marketing investments



**Fill up with total cash security**

StrongPoint automates and optimises your cash handling. Which gives you enhanced security, lowered costs, improved customer service and increased revenue.

StrongPoint gibt uns  
Niedriges Stressniveau und  
weniger Risiko für  
einen Raub\*



Cash Security

Thieves don't even bother; the cashiers have no access to the cash.



Herr Feldhaus,  
CEO  
FELTA Holding

# **StrongPoint Vision**

**Becoming a recognised  
global provider of  
retail technology solutions**



## **Strategy going forward**

- Investing heavily in APAC & EMEA – organic growth
- Maintain position in home markets – increase cross selling
- M & A focus geographically and technologically
- Continue building the StrongPoint brand





## Why become a shareholder in StrongPoint?

- ✔ Historic strong growth
- ✔ STRONG position in our home markets
- ✔ Well positioned for international growth
- ✔ Proprietary patented technologies serving world wide needs
- ✔ Retail market segments will not dye
- ✔ Well defined goals and growth ambitions



**Welcome as a shareholder and to .....**

The future of  
**retail**



**StrongPoint**