HYBRID IT, MULTICLOUD AND SOFTWARE-AS-A-SERVICE
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Pure-play system house with ~10% consulting revenue

2008

Most profitable of Top20 systemhouses and leading cloud provider
> 50% profits from Cloud segment

2018

#1 Hybrid IT provider in Europe

2028

CANCOM - a Leading Digital Transformation Partner
GROUP: A DECADE OF DYNAMIC GROWTH

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (EUR million)</th>
<th>EBITDA (adj) (EUR million)</th>
<th>EBITDA Margin (adj)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>1,378.9</td>
<td>114.8</td>
<td>8.3%</td>
</tr>
<tr>
<td>2017</td>
<td></td>
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<td>2016</td>
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<td>2009</td>
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<tr>
<td>2008</td>
<td>342.8</td>
<td>7.8</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

CAGR 2008-18:

- Revenue: +14.9%
- EBITDA (adj): +30.8%
- EBITDA Margin (adj): 8.3%

2008: Revenue- 342.8 million, EBITDA (adj)- 7.8 million, EBITDA Margin (adj)- 2.3%
TRANSITION TO LEADING DIGITAL TRANSFORMATION PARTNER PROGRESSES WELL

ARR+  
Dec.17  92  
Mar.18  101  
Jun.18  106  
Sept.18  125  
Dec.18  130

EBITDA (adj)  
2013  2014  2015  2016  2017  2018
IT Solutions  Cloud Solutions

YoY  
+41%  Organic: 15%

64.2m  FY.2018  Cloud Solutions
62.0m  FY.2018  IT Solutions

Annual Recurring Revenue = (Monthly revenue from multi-year Managed Services contracts with CANCOM owning SLA) x 12 months
By 2021, enterprise spending on cloud services and infrastructure will be more than $530 billion and over 90% of enterprises will use multiple cloud services and platforms.

While it appears that overall economic activity could be slowing down, one area that continues to soar is the cloud business. Just this week, Amazon and Microsoft reported their cloud numbers as part of their overall earnings reports.

While Azure’s cloud growth was […] 76 percent […] AWS, Amazon’s cloud division, grew 46 percent Most experts agree that we are just beginning to scratch the surface of cloud adoption and that the vast majority of workloads are still locked in private data centers around the world.

Microsoft’s cloud business could be bigger than Windows by 2021, KeyBanc says
TRANSFORMING FROM SYSTEM HOUSE TO...

Portfolio of typical system houses

Reselling + Services
IT as a Concept

Consulting + Integration
IT as a Concept

Managed Services

Basic
Extended
Warranty
(reactive)

Support
Technical
Service
(reactive)

Managed
Operational
Responsibility
(proactive)

Revenue: one-off

Revenue: recurring

Margin

Customer Journey

Profitability
PROVIDING HYBRID IT ENVIRONMENTS, MS + OWN SOFTWARE

Portfolio of typical system houses

- Reselling + Services
  IT as a Concept
- Consulting + Integration
  IT as a Concept

Managed Services

- Basic
  Extended Warranty (reactive)
- Support
  Technical Service (reactive)
- Managed
  Operational Responsibility (proactive)

Managed XaaS
  Operational Responsibility + IT/App Provisioning (proactive)

Software

- AHP
  ENTERPRISE CLOUD

Revenue: one-off

Margin

Revenue: recurring

Customer Journey
THE STATE OF THE IT WORLD

Globalization is shifting working conditions

Technology Adoption is exploding

Application Numbers are multiplying

Mobility Requirements are complex

Skills and Resources are constrained

Shadow IT is widespread
COMPANIES NEED TO ACCELERATE DIGITALIZATION

...but there are many STOP signs:

- **SECURE**
  - data flow and user access

- **SLOW MIGRATION**
  - of IT and business processes

- **CONTROL**
  - hybrid/multi cloud IT environments

- **STAY FLEXIBLE**
  - for new processes and software
AHP DELIVERS

…modern Digital Workspace with Self-Service App Store

…App Management and process automation

…Data Governance, Security and Compliance

…control over hybrid / multicloud environments
AHP ENTERPRISE CLOUD VALUE PILLARS

**MANAGE**
Maintain Workspaces With One-Click Simplicity

1. **Centralisation**
   Simplify IT & administrative tasks through a single pane of glass.

2. **Automation**
   Automate the deployment of infrastructure + processes.

3. **Onboarding**
   Empower non-IT staff to complete IT-related onboarding tasks.

4. **Investment Protection**
   Benefit from extended device lifecycles, CYOD + BYOD.

**CONTROL**
Enabling Governance, Reducing Risk + Ensuring Compliance

1. **Auditability**
   Ensure corporate standards through policies, guidelines + workflows.

2. **Quality Assurance**
   Provide updates + migrations through a test, staging + productive landscape.

3. **License Management**
   Monitor license usage in order to comply with license agreements.

4. **Secure-By-Design**
   Ensure rollback + auditing for compliance by a release management framework.

**WORK**
Rethink Workspaces + Experience New Work Styles

1. **Mobility**
   Launch hosted or shared desktop with any browser-enabled device.

2. **User Self-Service Portal**
   Consume applications & services from a pre-defined catalogue.

3. **User Account Services**
   Modulate account settings such as password + language.

4. **Familiarity**
   Enjoy an amazing users experience due to a persistant look + feel.

**CONNECT**
Providing Access to Infrastructure, Services + Applications

1. **Service Connectivity**
   Integrate various infrastructure, services + apps through API.

2. **Infrastructure**
   Integrate with selected composable infrastructure platforms.

3. **Applications + Services**
   Consume legacy + modern applications, as well as SaaS subscriptions.

4. **Deployment**
   Choose deployment model which suits needs best.
Luxury fitness resort provider

- Leverage cloud technologies to enable IT process efficiency and secure future business growth
- From an IT management command and control perspective, ability to support 5,000+ employees with a small team

Hotel chain

- Provide a powerful and flexible workspace environment - any place, any device, any time
- Enable high-speed application provisioning for different user roles
- Enable cost efficiency through the adoption of IT costs to actual needs

Cereal and muesli food maker

- Ensure a maximum level of secure access to all relevant enterprise data and applications
- Integration of external services (SaaS) using multicloud technologies
- Automation of software updates and patches
VISION: CANCOM IN TWO TO FOUR YEARS

EBITDA (adj)
(EUR million)

2018: 8.3%

2-4 years

115

200

EBITDA MARGIN (adj)

10+%

2018: 8.3%
THANK YOU

Contact:
Sebastian Bucher
Investor Relations
sebastian.bucher@cancom.de
+49 89 54054 5193