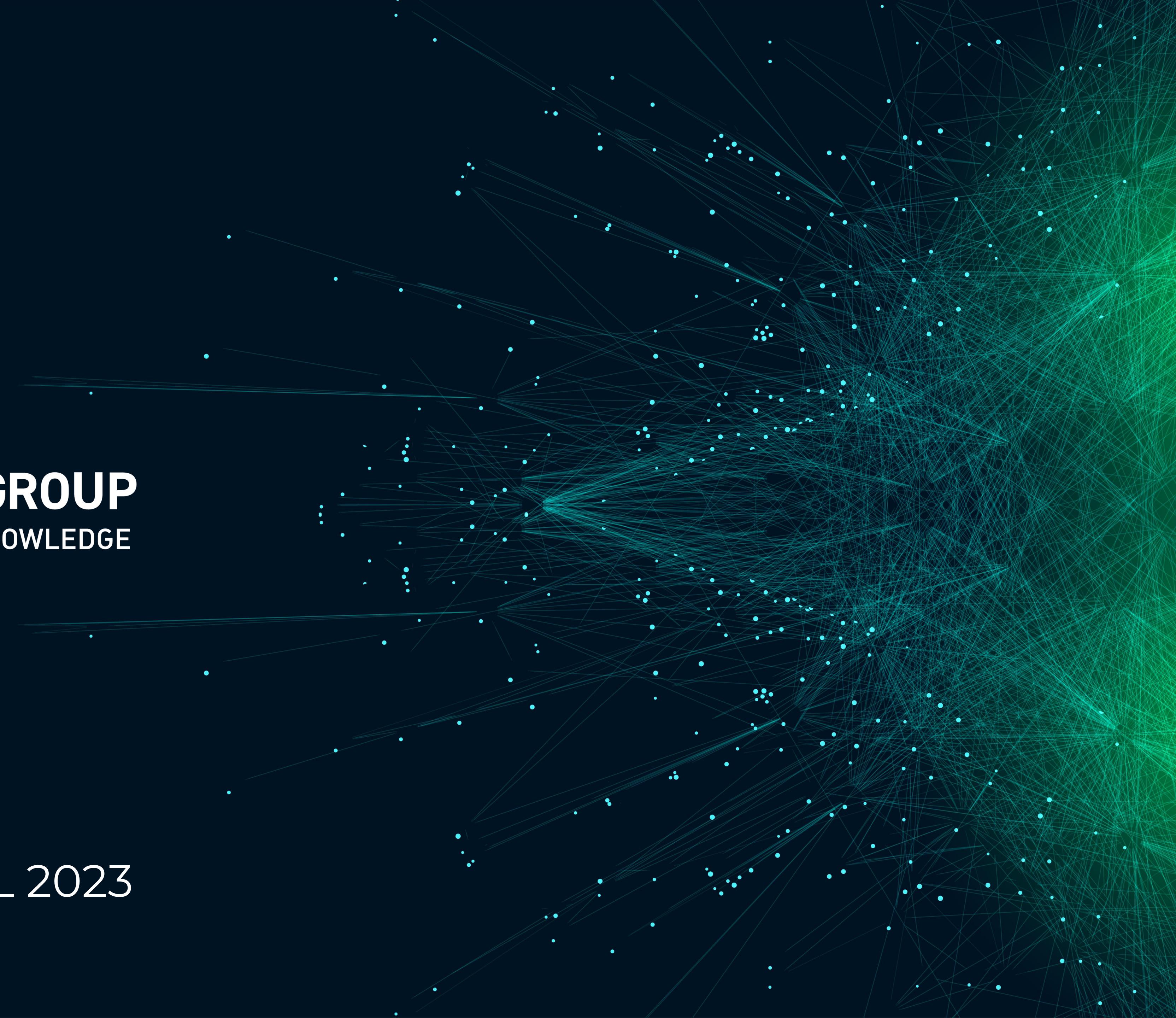




# MAPS GROUP

SHARING KNOWLEDGE

MID & SMALL VIRTUAL 2023





## Marco Ciscato

### Founder and Chairman

He graduated in Software Engineering at University of Bologna and started his career as software engineer at DS Data Systems. During the first phase of Maps he worked in the technical area. After obtaining a Master in Business Administration at CUOA in Vicenza, at first he moved from the technical area to strategic customer management and then to internal organization, finance & control and strategic development.



## Gian Luca Cattani

### R&D Director

Degree in Mathematics cum laude at the University of Parma; MSc and PhD in Computer Science at the University of Aarhus (Denmark); Master in Technology and Innovation Management at the Bologna Business School of the University of Bologna. He was a researcher in Logic and Semantics of Computation at the University of Cambridge (UK). He is the author of several scientific publications in Theoretical Computer Science. For twenty years he has been involved in software development and Bespoke solution for complex organizations. In Maps since 2008, he was appointed R&D Director in 2017.



## The Challenge:

The challenge for Maps is extracting business value from data



## What we do:

We develop data-driven products that help our customers to take better decisions and redesign their business models



## Scalability:

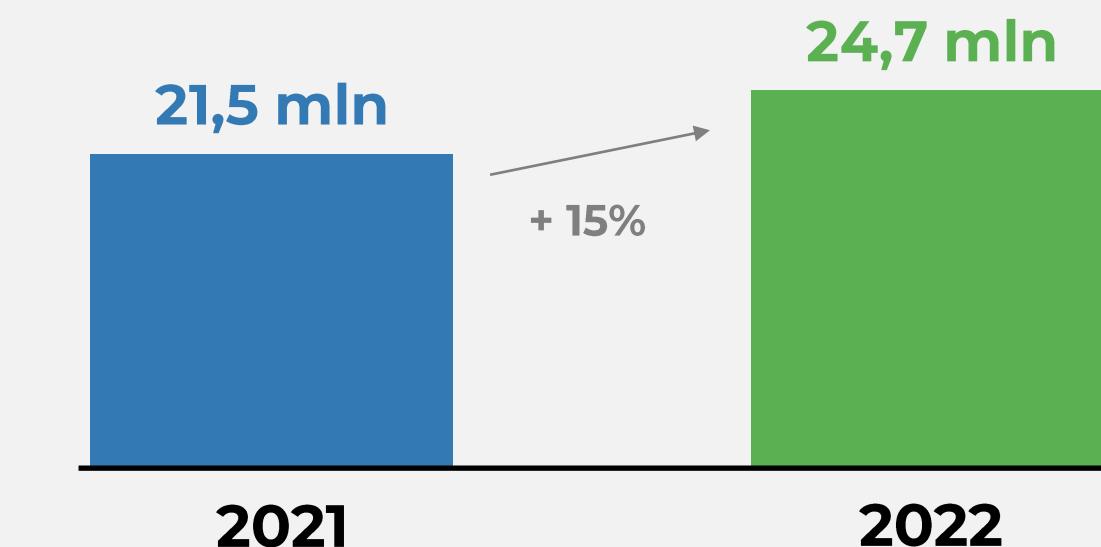
Our strategy is to deploy each of our Proprietary Products to many customers



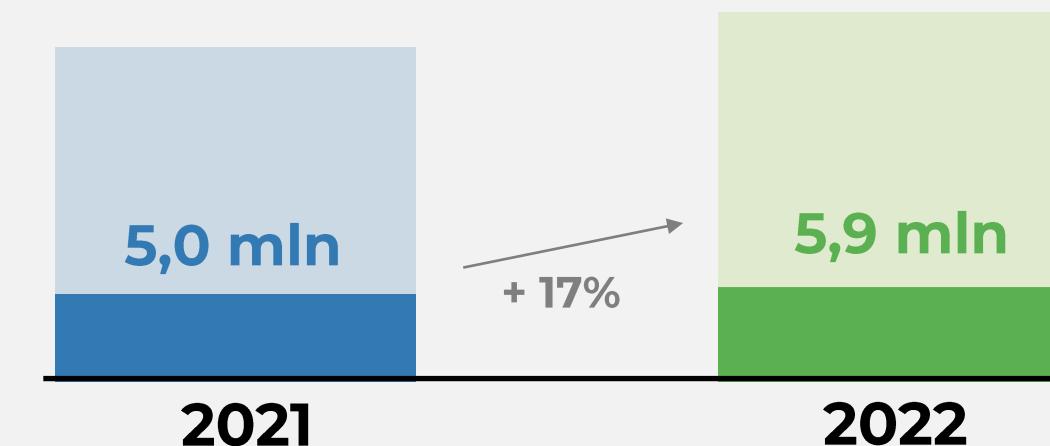
## Focus:

In the Digital Transformation Market, we are focusing on healthcare, energy and ESG

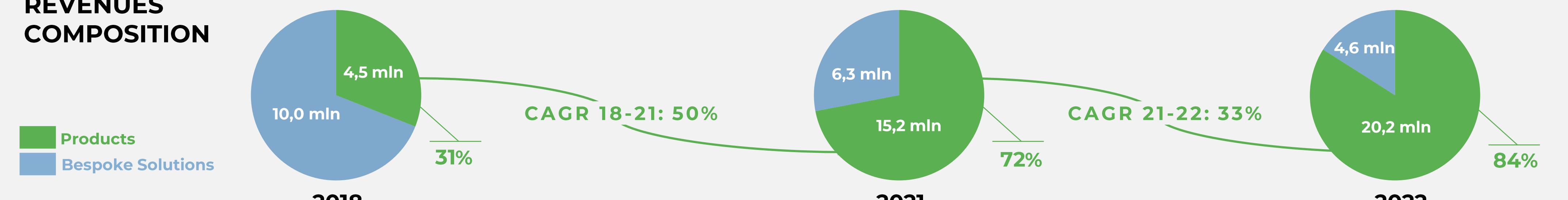
### TOTAL REVENUES



### EBITDA



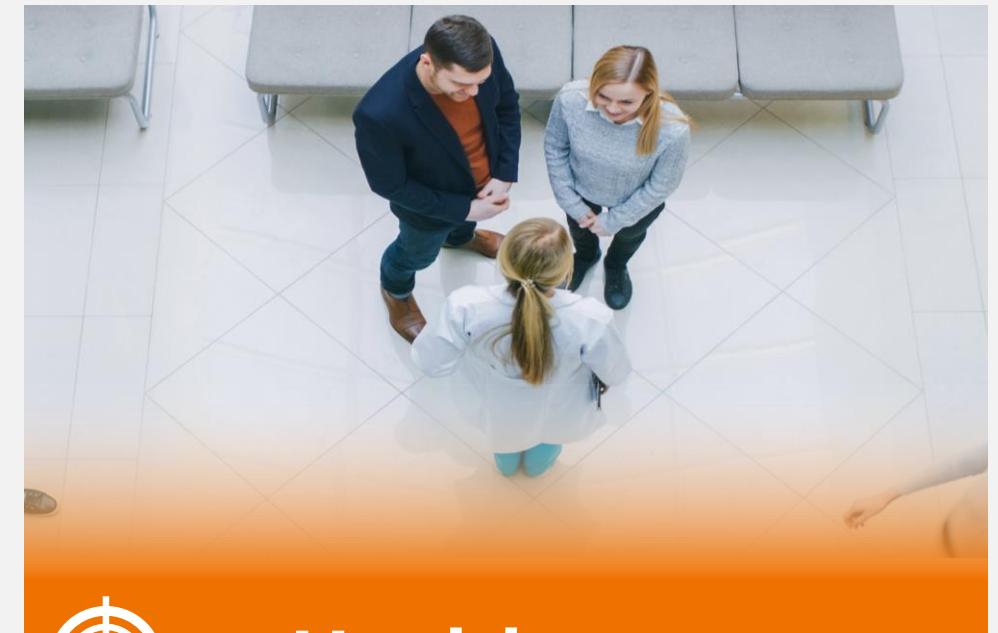
### REVENUES COMPOSITION



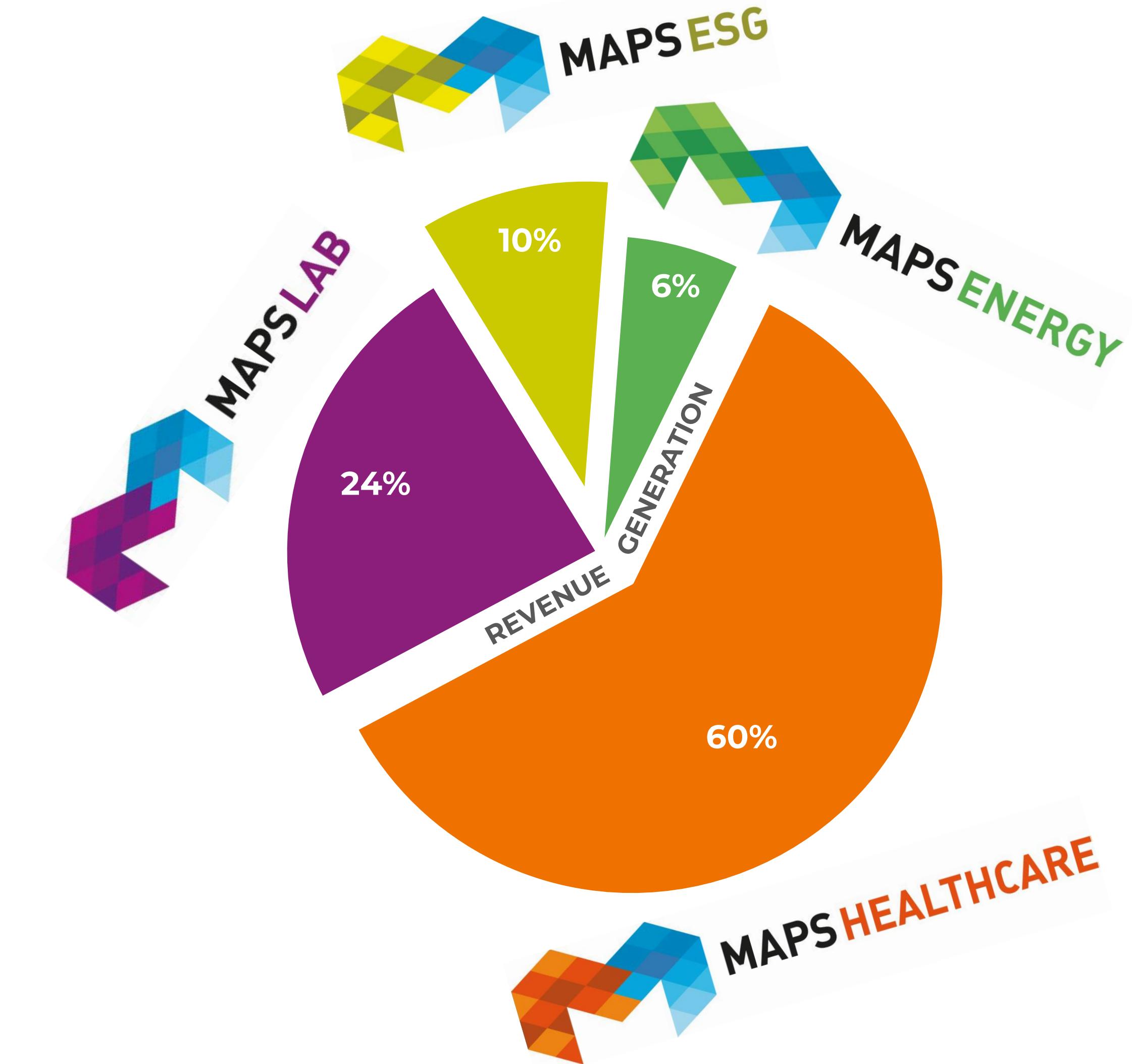
# **What we do**



## Offer Lines



Main Strategic Trends





MAPS HEALTHCARE

MAPS HEALTHCARE

With Maps Healthcare we provide **products** to **address** new disruptive **digital trends**, which have not been fully exploited yet

Our mission is to deliver **patient-centered products** to hospitals, outpatient care facilities and local health authorities in order to enhance the Healthcare System

We accompany healthcare organizations on their path of **digital transformation** towards '**connected care**' models

## Revenues from products

100 %

## Recurrent Fees

44 %

## Ebitda Margin

29 %

## Contribution Margin

56 %

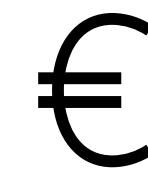
## Highlights



**5 Regional authorities**



**420 Local Public Health Structures**



**15 Bilions Euros provided by PNRR to the digitalization of the Italian healthcare system**



**80 Analysis laboratories**



**Collaboration with leading research centres for the dissemination of Digitalisation and Data Care**

LIUC | **HEALTHCARE DATASCIENCE LAB**  
Università Cattaneo

**HIMSS Europe**

POLITECNICO MILANO 1863  
SCHOOL OF MANAGEMENT



## Patient Experience

For omnichannel and multi-channel communication at each stage of the patient care pathway



## Data Driven Governance

To make strategic and operational decisions based on data



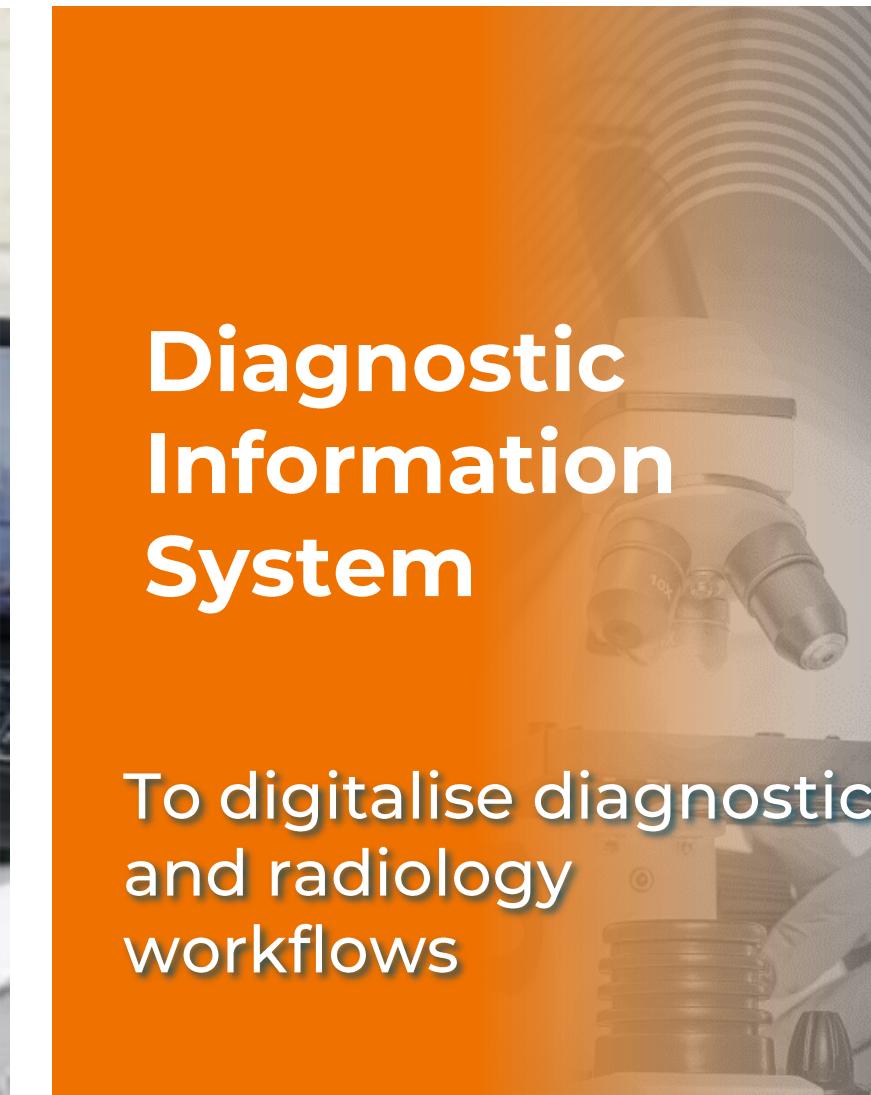
## Telehealth

To remotely assist and monitor patients



## Diagnostic Information System

To digitalise diagnostic and radiology workflows



## Hospital Information System

To manage the processes of visits, day hospital and patient hospitalization



## A-Care

To ensure business continuity of platforms



Focus in the following slides



Focus in the following slides



## Example of our Healthcare products – Patient Experience



ZEROCODA  
PATIENT JOURNEY SOLUTION



MR YOU  
PATIENT JOURNEY SOLUTION

A **suite of apps** both mobile and web, kiosks, and digital signage to **seamlessly streamline access to healthcare services**

### - 40+ million patients

access every year healthcare services using ZeroCoda and MrYou

### - 580,000+ waiting hours saved

in accessing healthcare services





## Example of our Healthcare products – Data Driven Governance

**Data-driven Healthcare Governance** for Fully Efficient and Safe Utilization of Human and Instrumental Resources

### PATIENT'S POINT OF VIEW



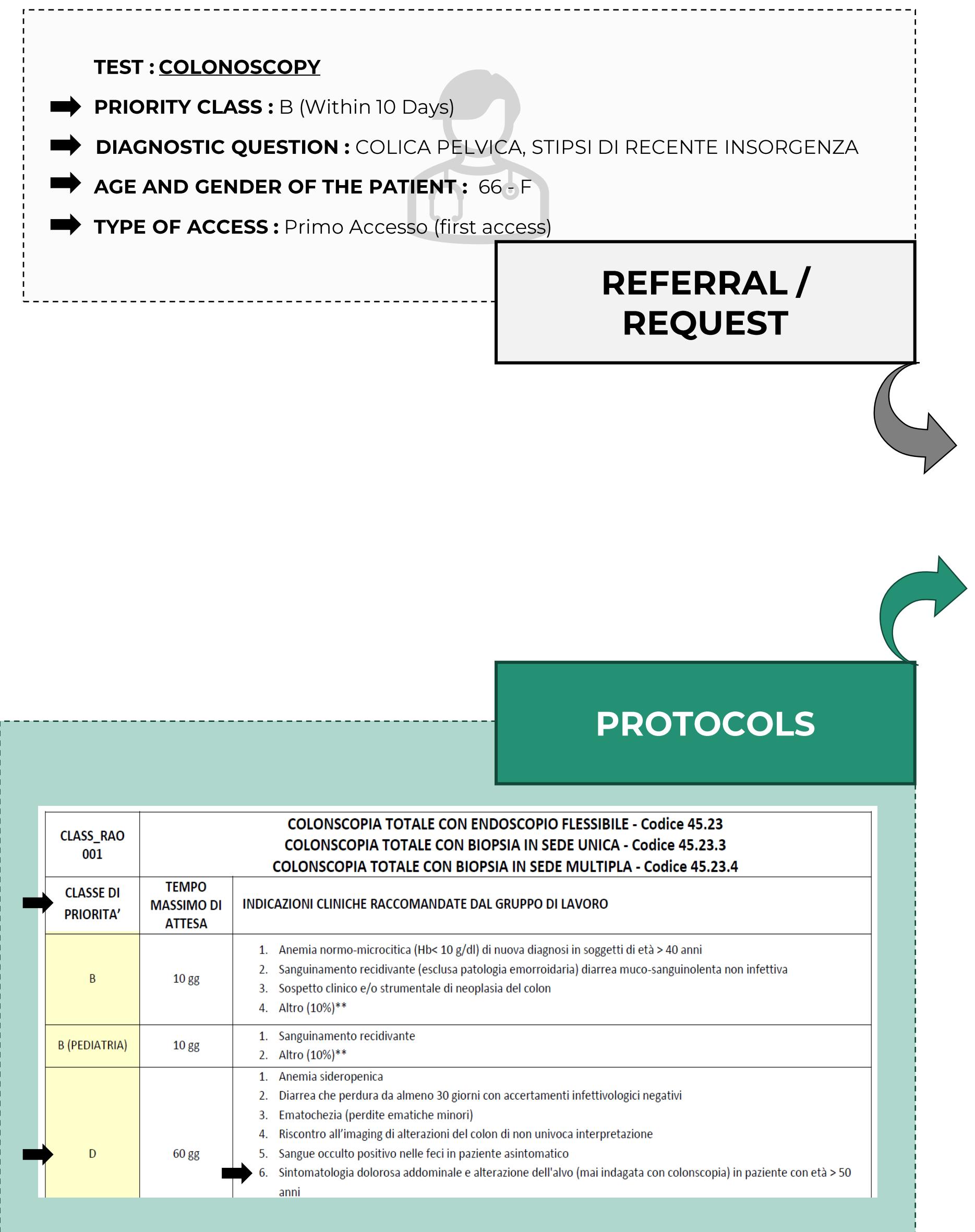
- Why do I have to wait so long for this exam?

### LHA'S POINT OF VIEW



**CLINIKA**

- How many inappropriate requests am I managing?
- What impact does inappropriateness have on the lengthening of waiting lists?
- How many economic resources am I wasting?
- At what radiation risk am I inappropriately exposing patients?



## Phase 1: Semantic Analysis & Medical Ontology

COLICA PELVICA, STIPSI DI RECENTE INSORGENZA .

| Type      | Concept  | Match   |
|-----------|----------|---------|
| Disorders | Colica   | colica  |
| Anatomy   | Pelvi    | pelvica |
| Disorders | Stipsi   | stipsi  |
| Disorders | Fecaloma | stipsi  |

New Annotation

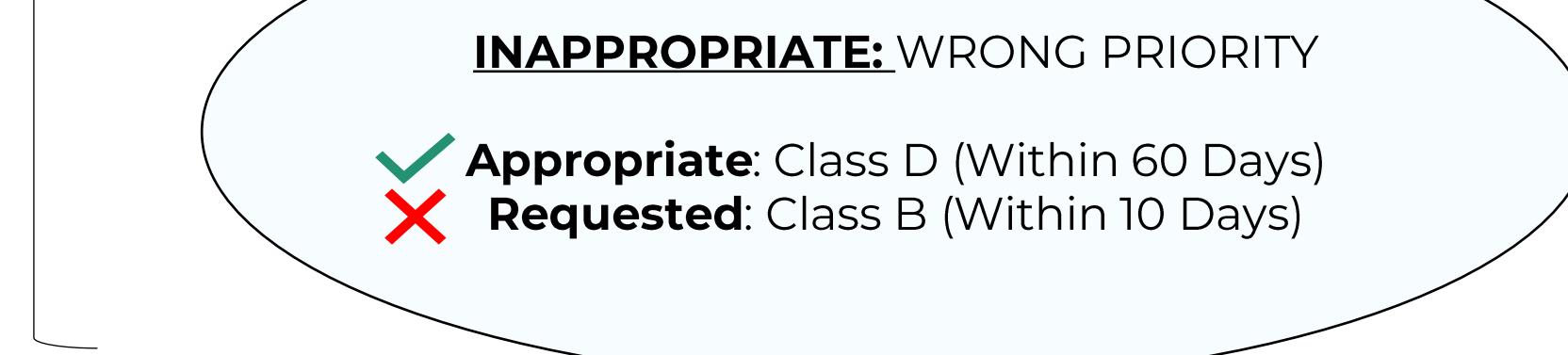
|             |                          |
|-------------|--------------------------|
| C0232488    | Colica                   |
| T184        | (Sign or Symptom)        |
| Truth value | Affirmed                 |
| Temporality | Recent                   |
| IsA         | (24)                     |
| C0000737    | Dolore addominale        |
| C0027765    | Malattie del sistema ... |
| C0027767    | Fenomeni fisiologici ... |
| C0027854    | Manifestazioni neur...   |
| C0030193    | Dolore                   |
| C0037088    | Segni e sintomi          |
| C0037089    | Segni e sintomi dell'... |
| C0039058    | Segni e sintomi di c...  |

## Phase 2: Evaluation

```

{
  "field": "question",
  "confidence": {
    "type": "NONE"
  },
  "text": "colica",
  "positions": [
    {
      "token": "colica",
      "position": 0,
      "offset": 0,
      "length": 6
    }
  ],
  "conformity": {
    "type": "Red"
  },
  "suggestions": [
    {
      "criteria": "ARESARD.COLO D.06",
      "priority": "D",
      "confidence": {} // 1 item
    }
  ],
  "status": {
    "code": "OK"
  }
}
  
```

## Phase 3: Outcome





### Percentage of Appropriate Referral

| Referral Guideline              | start | YEAR |      |      |      |      |      |      |
|---------------------------------|-------|------|------|------|------|------|------|------|
|                                 |       | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
| Neuro MRI                       | 2012  | 29%  | 61%  | 67%  | 68%  | 71%  | 71%  | 71%  |
| Osteoarticular MRI              | 2013  | 28%  | 64%  | 70%  | 71%  | 75%  | 73%  | 74%  |
| Colonoscopy                     | 2014  | 27%  | 54%  | 57%  | 59%  | 65%  | 70%  | 70%  |
| Gastroscopy                     | 2014  | 16%  | 38%  | 43%  | 44%  | 47%  | 50%  | 50%  |
| Neurological CT Scan            | 2015  | 17%  | 41%  | 45%  | 46%  | 47%  | 47%  | 46%  |
| Osteoarticular CT Scan          | 2015  | 13%  | 32%  | 35%  | 42%  | 44%  | 52%  | 58%  |
| Vascular EcoColorDoppler        | 2016  | 14%  | 31%  | 32%  | 34%  | 33%  | 35%  | 37%  |
| Thyroid Pathology               | 2016  | 15%  | 36%  | 43%  | 45%  | 48%  | 52%  | 53%  |
| Gastroenterological examination | 2016  | 9%   | 17%  | 14%  | 19%  | 30%  | 32%  | 33%  |



Associazione Italiana di Epidemiologia

<https://www.epidemiologia.it/wp-content/uploads/2019/11/Venturelli.pdf>

### Number of Referrals without diagnostic questions

| Referral Guideline              | start | YEAR  |      |      |      |      |      |      |
|---------------------------------|-------|-------|------|------|------|------|------|------|
|                                 |       | 2011  | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
| Neuro MRI                       | 2012  | 11820 | 3794 | 2291 | 1839 | 652  | 20   | 12   |
| Osteoarticular MRI              | 2013  | 9912  | 2799 | 1679 | 1364 | 539  | 19   | 2    |
| Colonoscopy                     | 2014  | 4572  | 1592 | 1245 | 921  | 351  | 8    | 5    |
| Gastroscopy                     | 2014  | 4852  | 1532 | 1025 | 721  | 252  | 2    | 2    |
| Neurological CT Scan            | 2015  | 2784  | 852  | 521  | 403  | 170  | 2    | 3    |
| Osteoarticular CT Scan          | 2015  | 663   | 199  | 141  | 75   | 30   | 0    | 0    |
| Vascular EcoColorDoppler        | 2016  | 15738 | 4759 | 3280 | 2794 | 2690 | 27   | 13   |
| Thyroid Pathology               | 2016  | 4246  | 1360 | 913  | 596  | 214  | 2    | 4    |
| Gastroenterological examination | 2016  | 205   | 93   | 55   | 38   | 18   | 0    | 1    |



CLINIKA

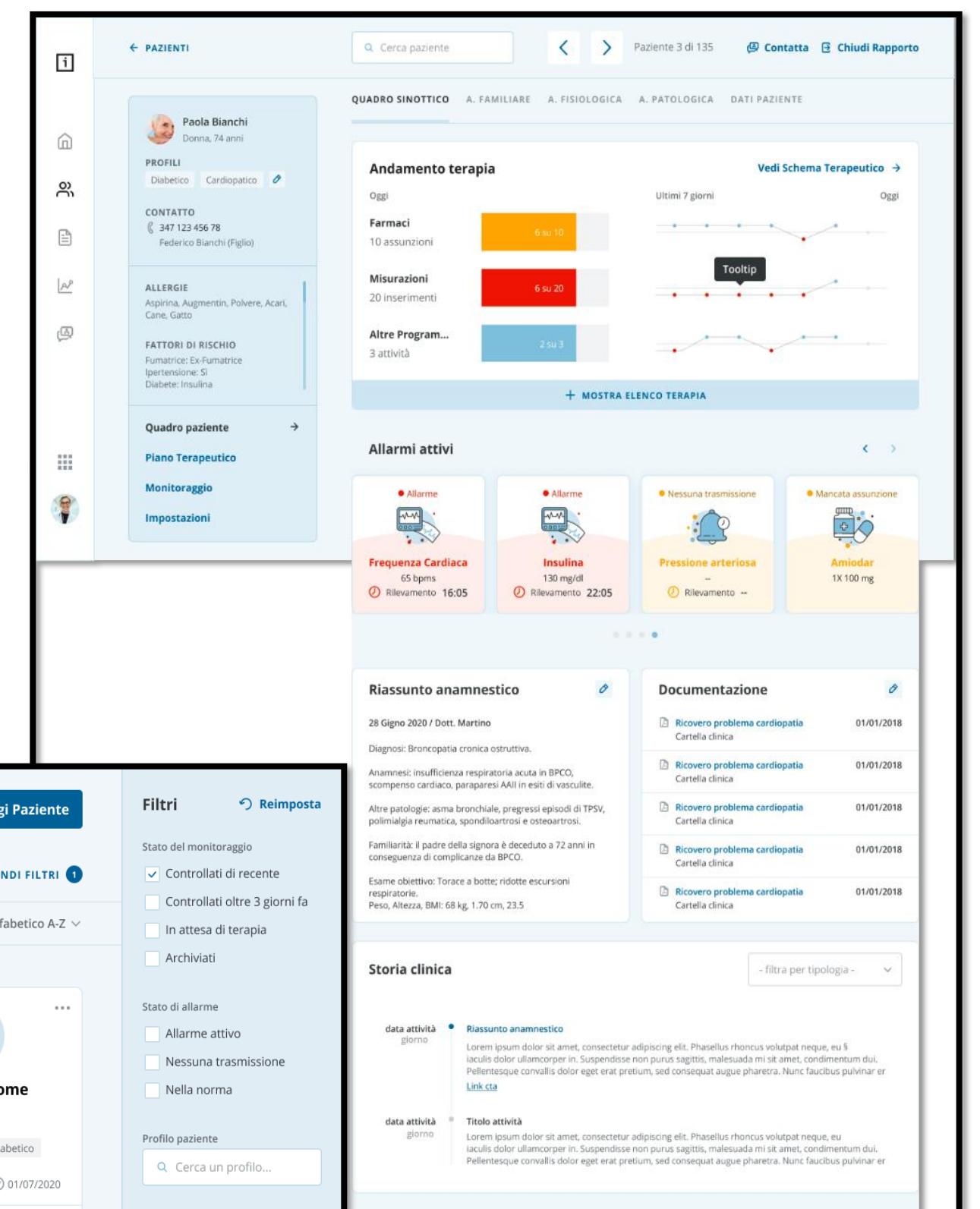
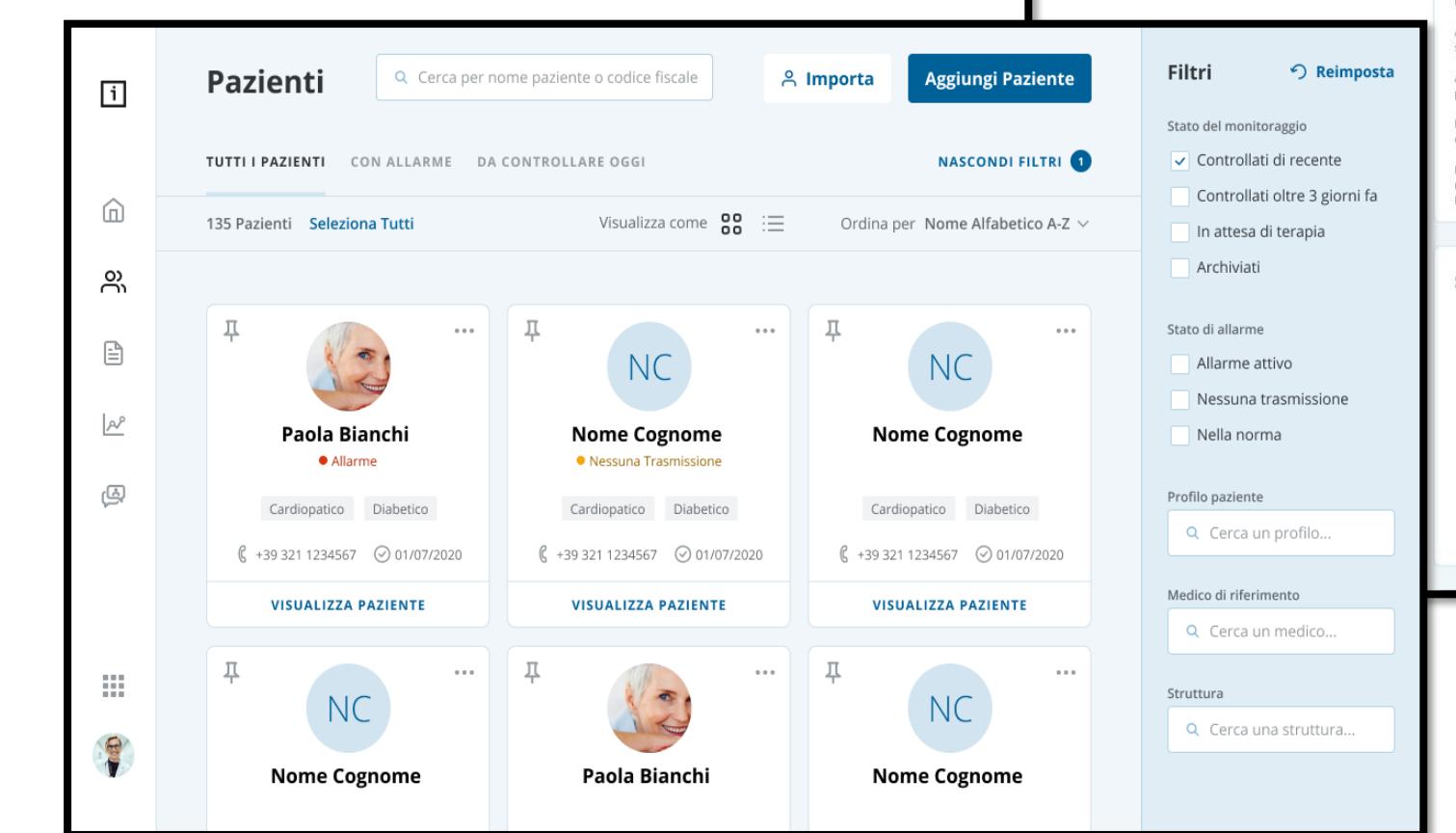
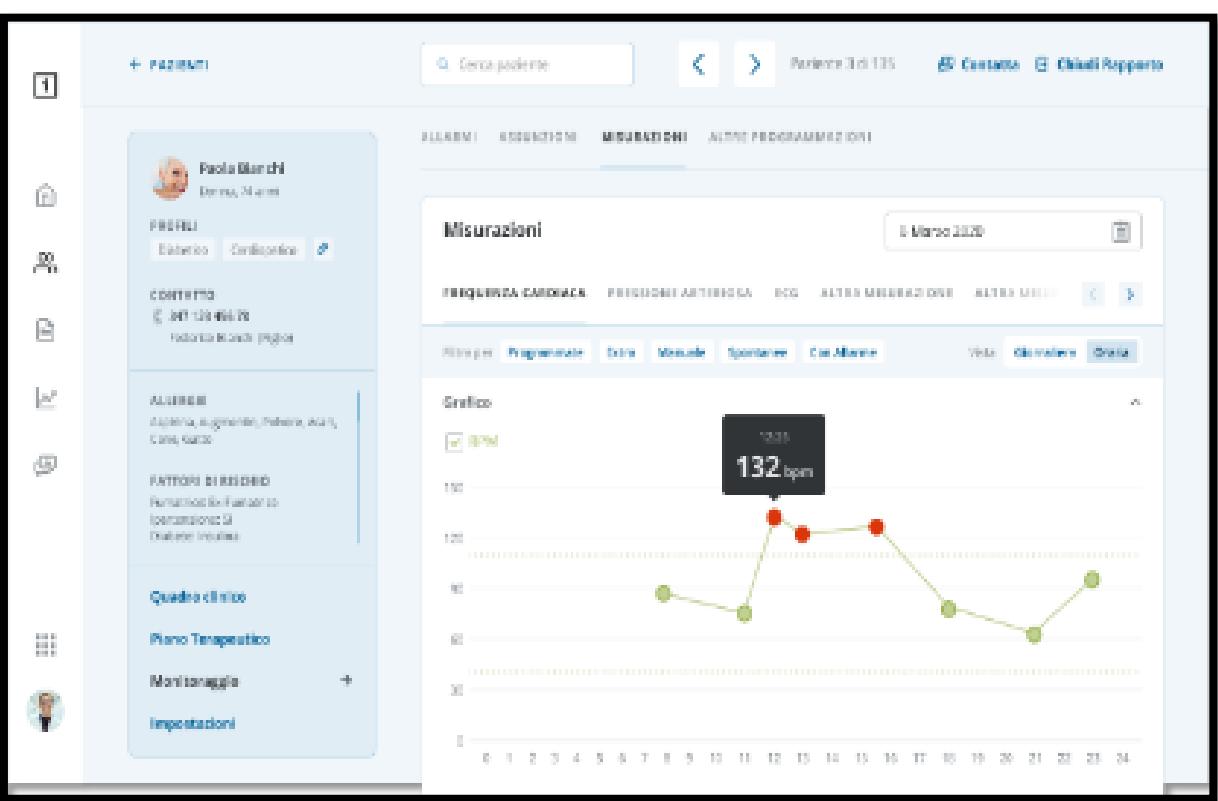
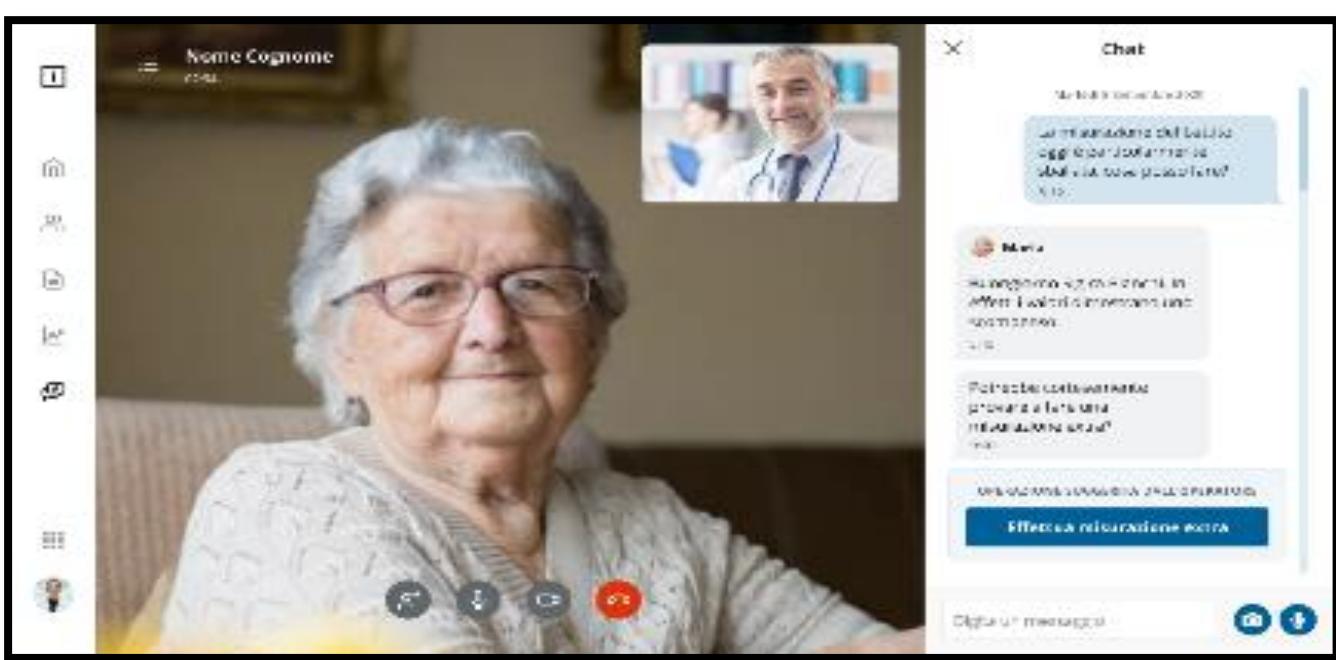
- Years prior to the implementation of Clinika
- Year of Clinika implementation
- Years after Clinika implementations



# Example of our Healthcare products – Telehealth



**“Salute a Casa”** is a **complete telehealth platform** for **enrolment, patient care, planning, tracking and transmission of data** in digital format





With Maps Energy we provide products to address:



MAPS ENERGY

- **Energy efficiency optimization** (monitoring – saving – diagnostic)
- Optimal **Management of Energy Communities** (management – engagement – feasibility study)
- **Predictive maintenance** of energy systems

## Revenues from products

95 %

## Recurrent Fees

4 %

## Ebitda Margin

12 %

## Contribution Margin

41 %

## Highlights



1° Established Italian **Energy Community** uses our Solution



Both **pioneers** and **enterprises** who want to build an Energy Community refer to Maps Group for advice and products



Our products Rose benefits from an **international context** for its development as well as from European funding



**8.5 trillion of data points** monitored annually

### Expected Energy Community participants in 2025<sup>1</sup> (.000)

| Geographical Area | Residential | Not residential |
|-------------------|-------------|-----------------|
| North             | 1,024       | 217             |
| Center            | 342         | 61              |
| South             | 330         | 71              |
| Total             | 1,696       | 349             |
| Energy Community  | 40.000      |                 |

1. Electricity Market Report, Politecnico di Milano



## ROSE ENERGENIUS EFFICIENCY

- ❖ Reducing energy expenditure by eliminating inefficiencies
- ❖ Analysis, KPIs and control of energy resources
- ❖ Optimal adjustment of systems even remotely



Focus in the  
following slides

## ROSE ENERGY COMMUNITY

- ❖ Creation, management and optimisation of energy communities
- ❖ Energy data monitoring and performance improvement
- ❖ Incentive allocation with configurable algorithms
- ❖ Balancing communities through member involvement



Focus in the  
following slides

## ROSE PREDICTIVE MAINTENANCE

- ❖ Predictive maintenance of electrical installations and networks
- ❖ Detection of anomalies
- ❖ Decision support
- ❖ Machine Learning and Artificial Intelligence for data analysis



COMPANY OPERATING  
IN THE TEXTILE SECTOR

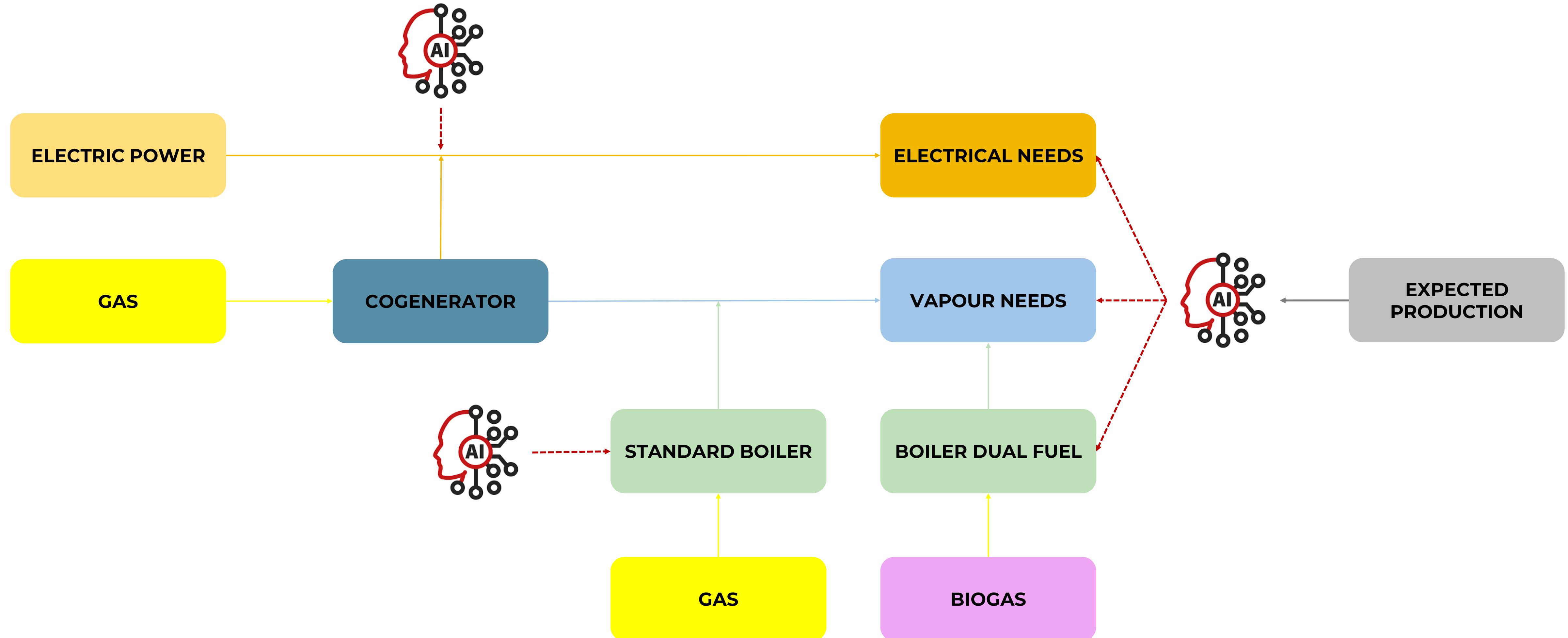


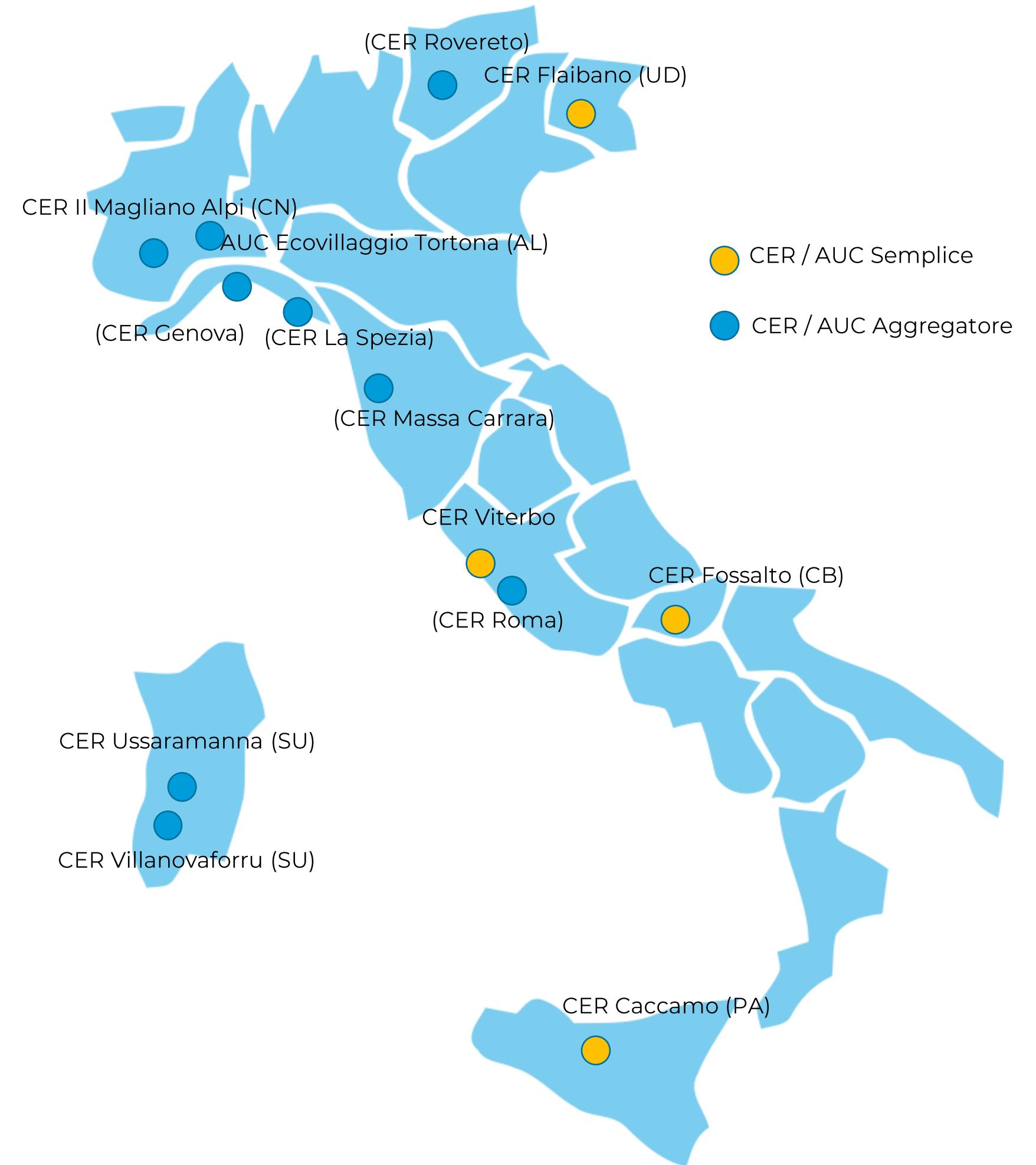
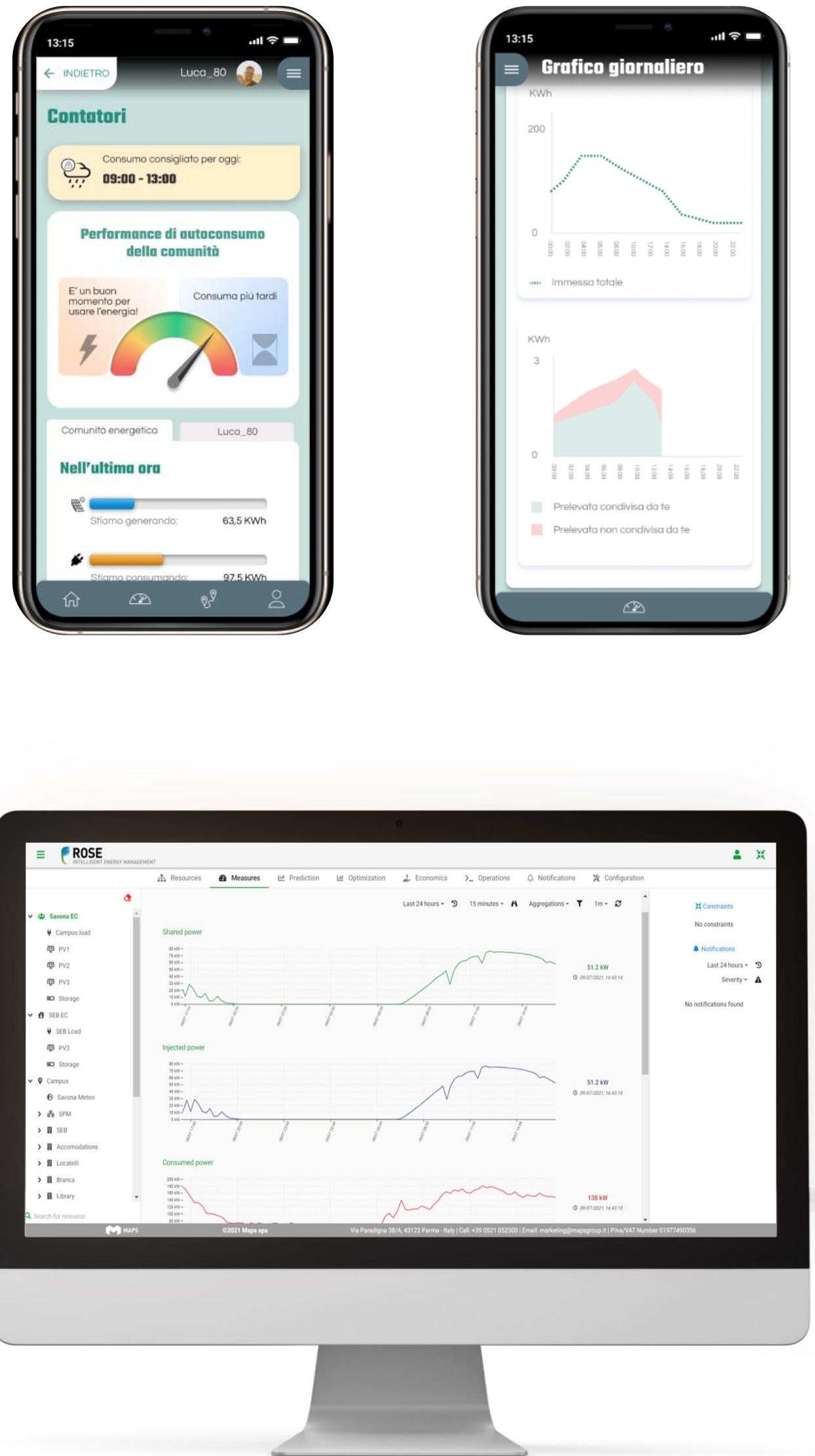
**12%**  
Efficiency  
Enhancement

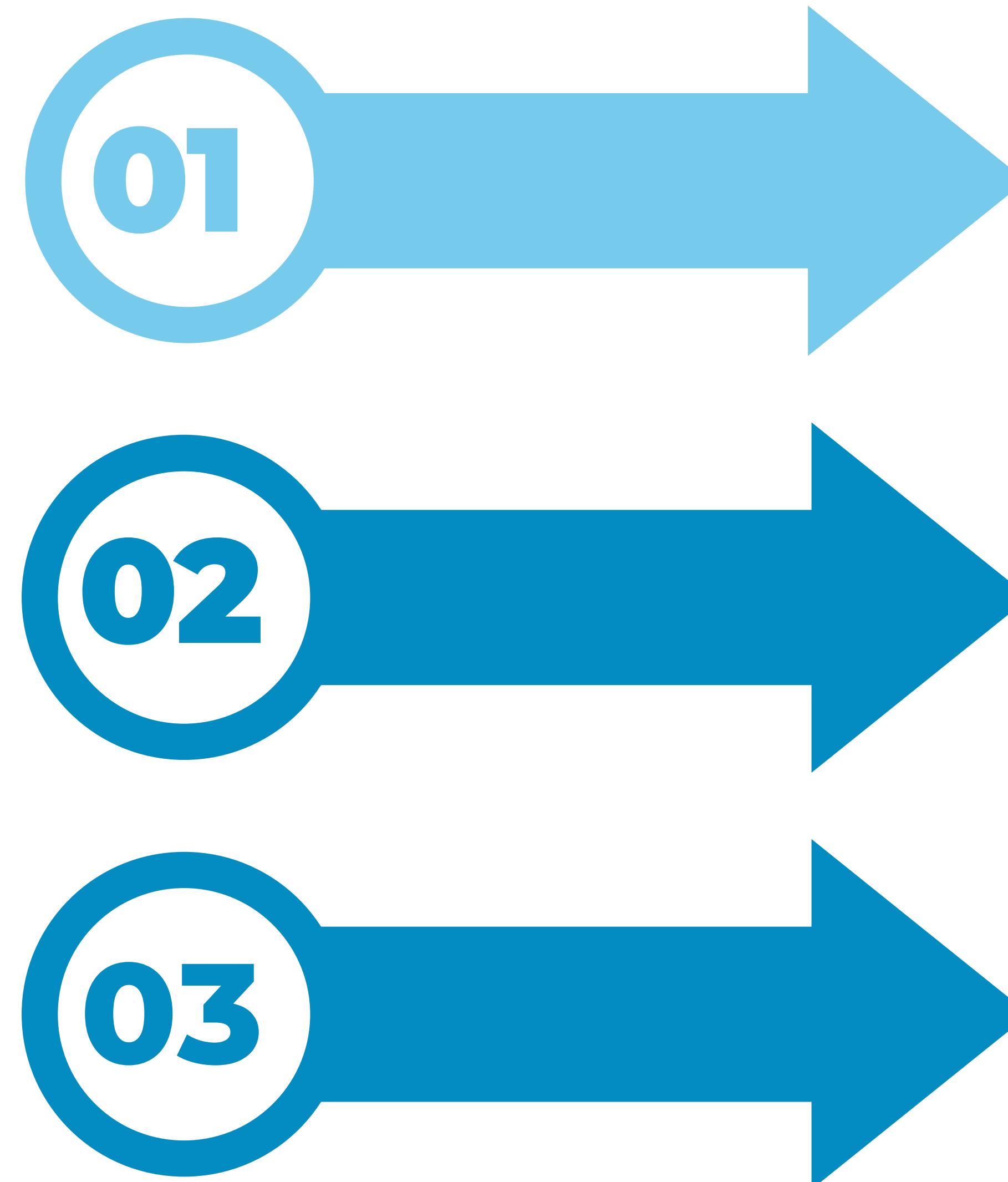


**390.000 €**  
Annual savings

## Example of our Energy products – Rose Energenius Efficiency





- 01**
  - 02**
  - 03**
- 

## **OPERATIONAL, ADMINISTRATIVE, AND ACCOUNTING MANAGEMENT**

for the simplification of reporting energy and economic flows

## **SCALABILITY OF BUSINESS MODELS**

for market operators aiming to increase volumes and dissemination of Energy Communities

## **INCREASED SUSTAINABILITY PERFORMANCE**

through the automatic balancing of production and consumption and active citizen engagement



**A2A Energy Solutions** has chosen ROSE platform for the monitoring and operational management of “Ecocity”, an energy community in Tortona. This community is part of a low-polluting building complex designed to minimize energy consumption and the energy bill. The project involves real-time data acquisition from various utility meters, and ROSE is responsible for reporting the economic benefits of shared energy incentives, both at an aggregate level and for individual users.



**ACEA INNOVATION** has chosen ROSE Energy Community platform for the monitoring and operational management of renewable energy communities. Some initial pilot projects will benefit from the "CERSemplice" implementation model, which allows for quick setup and activation of functionalities through readily available standard features, minimizing activation times and costs.

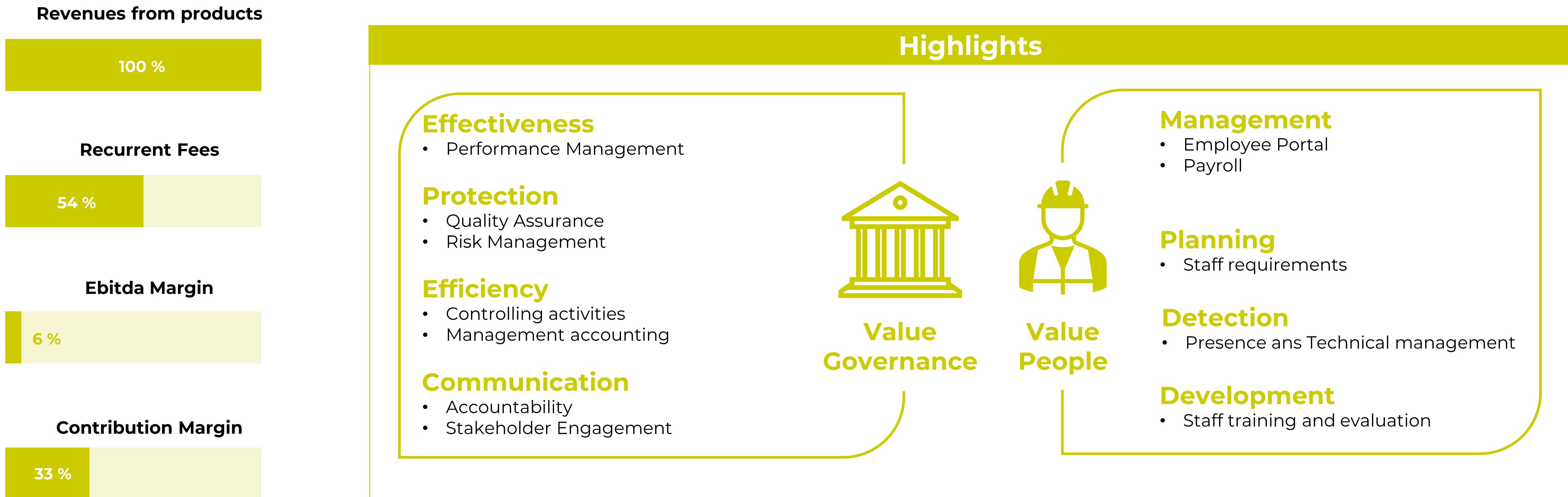


ROSE platform has been chosen by **IREN** for managing customers who participate in their Renewable Energy Communities commercial offering. This allows IREN to pursue a proactive user engagement model that is configurable and integrable within the IREN application context.



With Maps ESG we provide products to **improve the digitalization of corporate data** to extract sustainability value from it:

- Measuring and communicating societal objectives and achievements of **corporations and institutions**
- Managing **employees'** objectives and achievements increasing their empowerment





## Open Innovation, Bespoke Solutions, and Non-Scalable Products



In Maps Lab we address the needs of typically large and strategic customers through custom solutions:

- Operate with an **Open Innovation** approach
- Using our **Know-how** to answer **leaders** needs
- **Learn by working**, serving best in class clients and research centers



Revenues from products



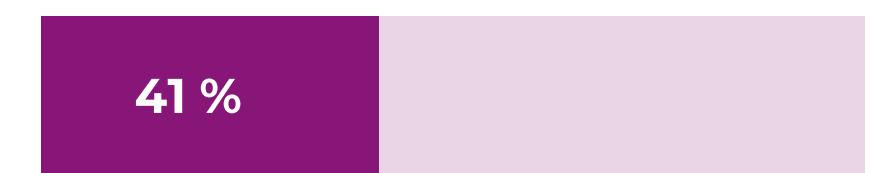
Recurrent Fees



Ebitda Margin



Contribution Margin



### Some of our clients:



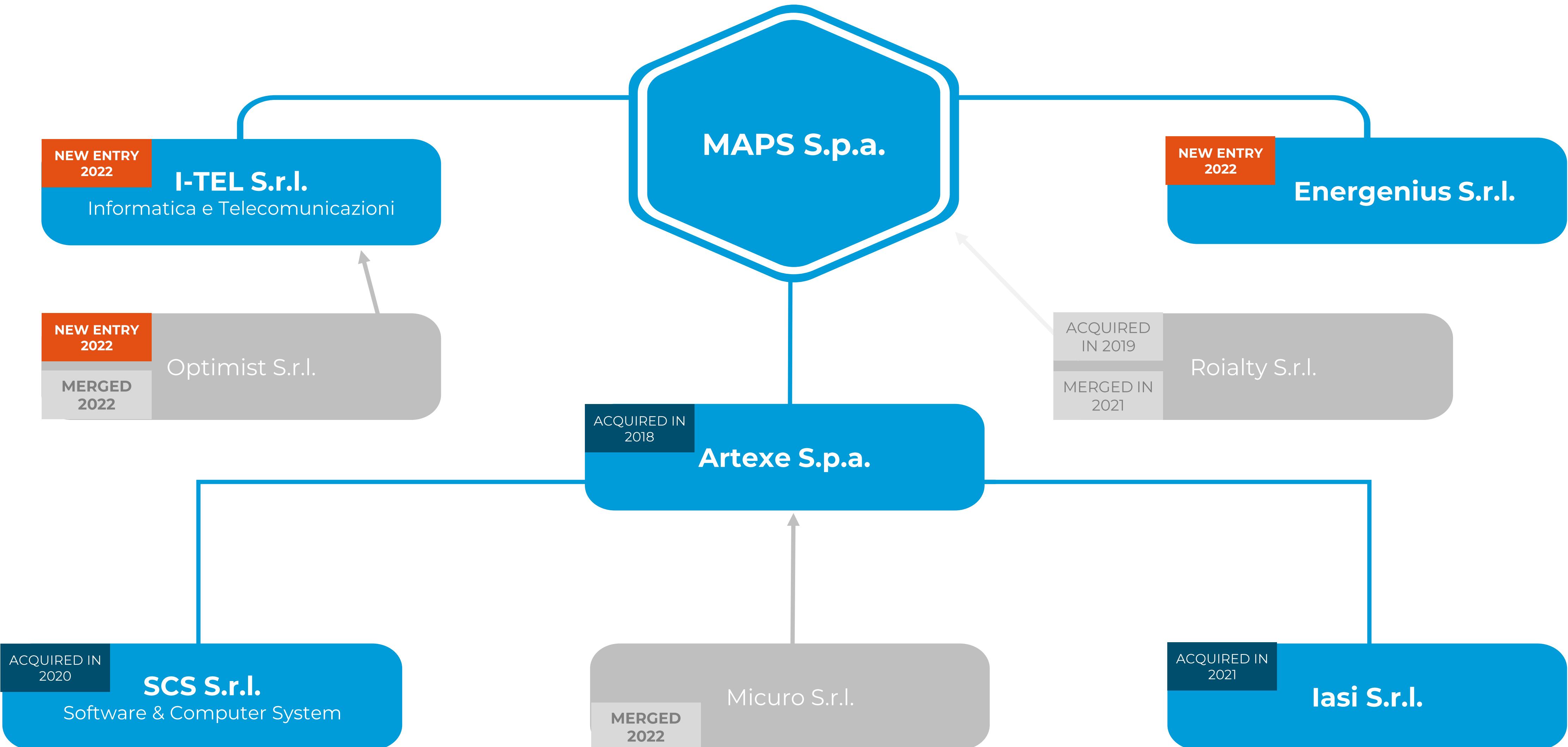
PHILIP MORRIS  
INTERNATIONAL



# Our M&A Operations



## M&A operations

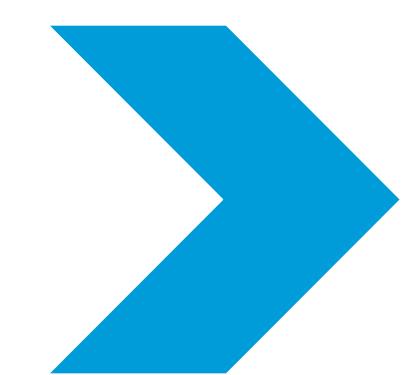




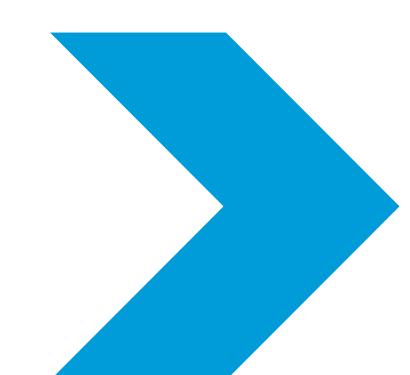
## M&A drivers



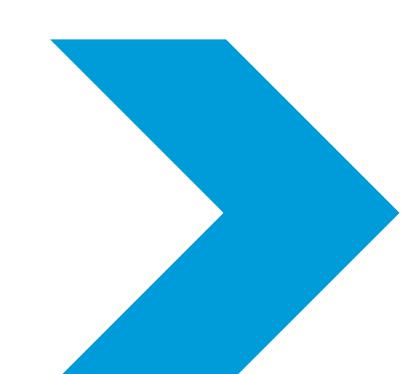
Industrial project & long-term sustainability



Product synergies



Recurring revenues from proprietary solutions



## Aquisition made in 2022



MAPS ENERGY



ENERGENIUS  
SMART ENERGY SOLUTIONS

Total revenue (2021): 1.21 Mln €

- From proprietary solutions: 60%
- From recurrent fees: 10%

Advanced Energy Data Analysis and Optimization of complex systems



MAPS HEALTHCARE



IL DOMANI È GIÀ QUI.

Total revenue (2021): 2.45 Mln €

- From proprietary solutions: 68%
- From recurrent fees: 63%

Telehealth and Multichannel Communication



Multichannel Interactions:

- Chatbot e Voicebot



## Synergies

- A **Single Enterprise Solution** for the **energy efficiency** of **complex aggregates** (i.e. industrial sites and areas, office centers, hospitals, large office buildings, university campuses, ports, utility efficiency systems, and large energy communities)
- Improve energy efficiency of the **Energy Communities**
- **Cross/Up Selling** of Maps Energy solutions (gamification engagement – predictive maintenance) as well as Energenius solutions (GEMs)

## Structure of the operations

### Tranche 1

Acquisition of **51%** of **Energenius** S.r.l. share capital

- € 842,635

### Tranche 2

The **acquisition** of the remaining **49%** of Energenius S.r.l. was **completed** in April 2023:

- € 2,200,000 paid in cash
- Other € 600,000 will be paid in cash at the end of the 24th month following the closing.



## Focus – I-Tel and Optimist acquisitions



IL DOMANI È GIÀ QUI.

### Synergies

- Completion of Maps Healthcare's Patient Experience solutions, providing new channels of communication
- Technological communication services for the remote interaction of doctors and patients, enabling the provision of telehealth services

### Structure of the operations

#### Tranche 1

Acquisition of **70%** of the share capital of **I-TEL S.r.l.**:

- **Cash Transaction:** 49.9% of the shareholder capital for € 2,903,630
- **Stock Transaction:** 20.1% of the shareholder capital conferred against Maps Stocks ( €5.05 each) for a total amount of € 1,169,600



100% Optimist acquisition, totally paid in cash for € 300,000

#### Tranche 2

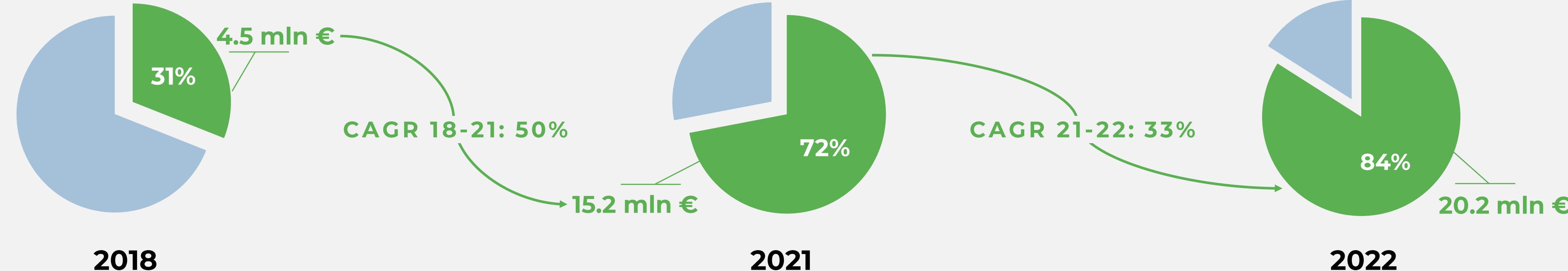
**Call Option** for the acquisition of the remaining **30%** of **I-TEL** share capital to be exercised after the approval of the 2024 I-TEL balance sheet

# Our Results

## Business model based on scalable products

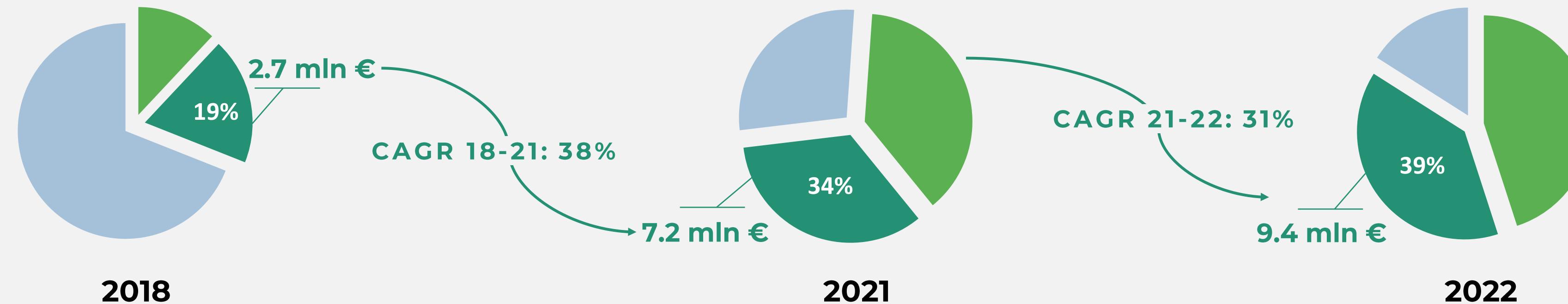
### REVENUE FROM PRODUCTS

 Products  
 Bespoke solution



### REVENUE FROM RECURRENT FEES

 Recurrent fees  
 Other revenues from Products  
 Bespoke solution





# 2022 Results

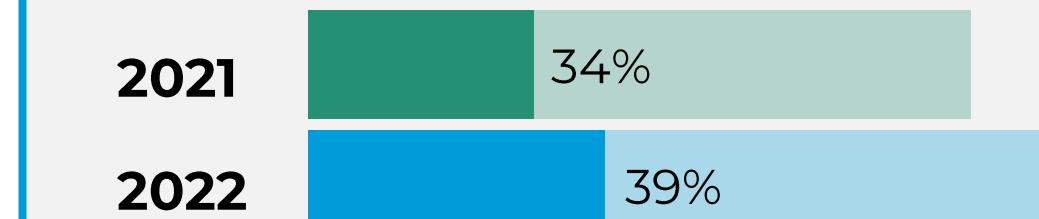
| €/1,000                             | 2022          | 2021          |
|-------------------------------------|---------------|---------------|
| <b>Total Revenues</b>               | <b>24,749</b> | <b>21,527</b> |
| - Internally generated fixed assets | 2,795         | 1,997         |
| <b>Production Value</b>             | <b>27,544</b> | <b>23,524</b> |
| Operating Costs                     | (21,657)      | (18,496)      |
| <b>EBITDA</b>                       | <b>5,887</b>  | <b>5,028</b>  |
| Amortization & Depreciation         | (2,792)       | (2,595)       |
| Not recurring costs                 | (215)         | (224)         |
| <b>EBIT</b>                         | <b>2,880</b>  | <b>2,210</b>  |
| Financial Management & Subsidiaries | (350)         | (154)         |
| <b>EBT</b>                          | <b>2,529</b>  | <b>2,056</b>  |
| Tax                                 | 165           | 432           |
| <b>Net Profit</b>                   | <b>2,695</b>  | <b>2,488</b>  |

| €/1,000                                   | 2022           | 2021           |
|---|----------------|----------------|
| <b>A) Fixed Assets</b>                    | <b>24,225</b>  | <b>18,936</b>  |
| - Inventory                               | 5,148          | 3,601          |
| - Receivables                             | 11,593         | 9,901          |
| - Payables                                | (2,705)        | (2,489)        |
| Operating Working Capital                 | 14,035         | 11,013         |
| - Other Current assets & liability        | (751)          | (1,246)        |
| <b>B) Net Working Capital</b>             | <b>13,284</b>  | <b>9,767</b>   |
| <b>C) Total Funds</b>                     | <b>(5,755)</b> | <b>(5,712)</b> |
| <b>Net Capital Invested (A+B+C)</b>       | <b>31,754</b>  | <b>22,991</b>  |
| <b>D) Shareholders' Equity</b>            | <b>17,989</b>  | <b>18,083</b>  |
| - Long Term Debt                          | 16,003         | 12,189         |
| - Short Term Debt                         | 5,632          | 3,815          |
| - Cash                                    | (7,870)        | (11,097)       |
| <b>E) Net Financial Position</b>          | <b>13,765</b>  | <b>4,908</b>   |
| <b>Total resources of financing (D+E)</b> | <b>31,754</b>  | <b>22,991</b>  |

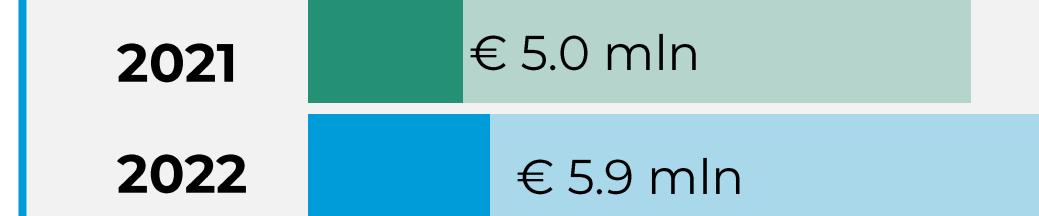
## Total Revenues



## Recurrent revenues from fees



## EBITDA



EBITDA margin 2022: 23.8% (vs 23.4% on 2021)

## NFP





# 2022 Results

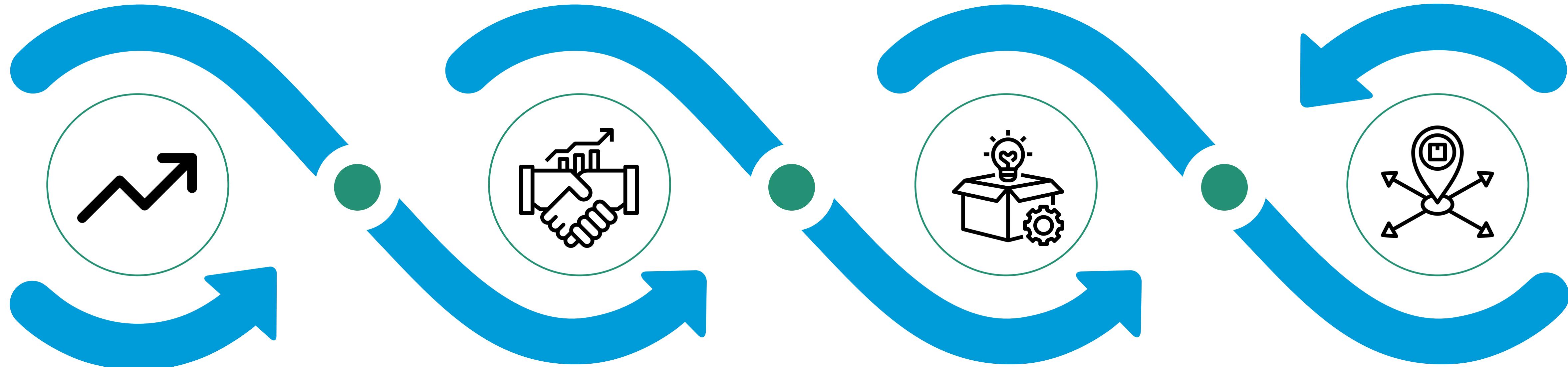
| € / 1,000                                | Maps Healthcare | Maps Energy  | Maps ESG       | Maps Lab       | 2022            |
|--|-----------------|--------------|----------------|----------------|-----------------|
| Recurrent Fees                           | 6,445           | 45           | 1,212          | 1,661          | 9,364           |
| Services                                 | 8,220           | 1,229        | 1,014          | 4,083          | 14,546          |
| Others Revenue                           | 195             | 286          | 172            | 186            | 839             |
| <b>Total Revenues</b>                    | <b>14,860</b>   | <b>1,560</b> | <b>2,398</b>   | <b>5,931</b>   | <b>24,749</b>   |
| Personnel Costs                          | (3,746)         | (494)        | (1,172)        | (2,658)        | (8,071)         |
| Direct Services Costs                    | (2,705)         | (263)        | (323)          | (754)          | (4,045)         |
| <b>Total Operating Costs</b>             | <b>(6.452)</b>  | <b>(757)</b> | <b>(1,496)</b> | <b>(3.412)</b> | <b>(12,116)</b> |
| <b>Commercial Costs</b>                  | <b>(1,994)</b>  | <b>(334)</b> | <b>(387)</b>   | <b>(262)</b>   | <b>(2,976)</b>  |
| <b>R&amp;D Costs</b>                     | <b>(1,683)</b>  | <b>(632)</b> | <b>(265)</b>   | <b>(215)</b>   | <b>(2,795)</b>  |
| <b>Internally Generated Fixed Assets</b> | <b>1,683</b>    | <b>632</b>   | <b>265</b>     | <b>215</b>     | <b>2,795</b>    |
| <b>Administrative Costs</b>              | <b>(2,068)</b>  | <b>(287)</b> | <b>(368)</b>   | <b>(1,047)</b> | <b>(3,770)</b>  |
| <b>EBITDA</b>                            | <b>4,347</b>    | <b>183</b>   | <b>148</b>     | <b>1,210</b>   | <b>5,887</b>    |
| EBITDA Margin                            | 29.3%           | 11.7%        | 6.2%           | 20.4%          | 23.8%           |
| <b>Contribution Margin</b>               | <b>8,213</b>    | <b>517</b>   | <b>730</b>     | <b>2,332</b>   | <b>11,793</b>   |
| Contribution Margin %                    | 56.0%           | 40.6%        | 32.8%          | 40.6%          | 49.3%           |
| <b>Recurrent Fees %</b>                  | <b>44%</b>      | <b>4%</b>    | <b>54%</b>     | <b>29%</b>     | <b>39%</b>      |
| <b>Proprietary Products Revenues</b>     | <b>14,665</b>   | <b>1,208</b> | <b>2,226</b>   | <b>2,064</b>   | <b>20,163</b>   |
| Proprietary Products Revenues (%)        | 100%            | 95%          | 100%           | 36%            | 84%             |

# What's next ?



# Growth Strategy

We will support our customers in their processes of Digital Transformation Offering solutions that Extract Value from Data and Help Create new Business Models



## Focus on Growth Trends

R&D investments on trends that we are already following and sensitivity on new near trends

## Acquire Companies

Focusing on Healthcare, and Energy sectors

## Business Model based on Proprietary Products

Consolidating our business model based on scalable products without ceasing to maintain qualified relationships with first tier customers and to keep learning by working in complex scenarios

## Improve our Market Penetration

Leveraging on the growth of the trends that we are following



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