



# Investors presentation

APRIL 2026





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# Index

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3. How we do it | Our differentiation for success
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6. Artificial Intelligence | A strategic pillar
7. The future | Strategic Plan 2025-2028
8. Why invest in knowmad mood



1. Who are we | Our identity

# Message from majority shareholders



*José Manuel Rufino*  
**President & CEO**

**The demand for technology services** by all types of organizations in the world is **growing exponentially**, and the companies that know how to combine vision, talent, culture and purpose will be the best prepared to meet it successfully.



*Miguel Ángel Sacristán*  
**Vice president & Chief Sales Officer**

We have built a **corporate culture** that values and respects people and provides them with the tools and support they need to grow and develop both personally and professionally. This has allowed knowmad mood to become a **leading company**.

1. Who are we | Our identity

# What is knowmad mood

**We are** a **Spanish multinational tech company** focused on helping and guiding companies around the world in their **digital transformation cycle**.

**We evolved** our brand to **knowmad mood** in 2023 (formerly known as atSistemas), and today we are **present in 10 countries** and delivering **projects across 31 countries**.

 **+30**  
years of experience

 **+3.000**  
people \*

 **+40**  
nationalities

 **BME Growth**  
listed BME Growth

€ **270,1**  
million €  
of net sales\*\*

€ **20,0**  
million €  
of Norm. EBITDA\*\*

\* Data as of 31 December 2025. All companies in the knowmad mood group

\*\* Audited data of the group knowmad mood for the financial year 2025

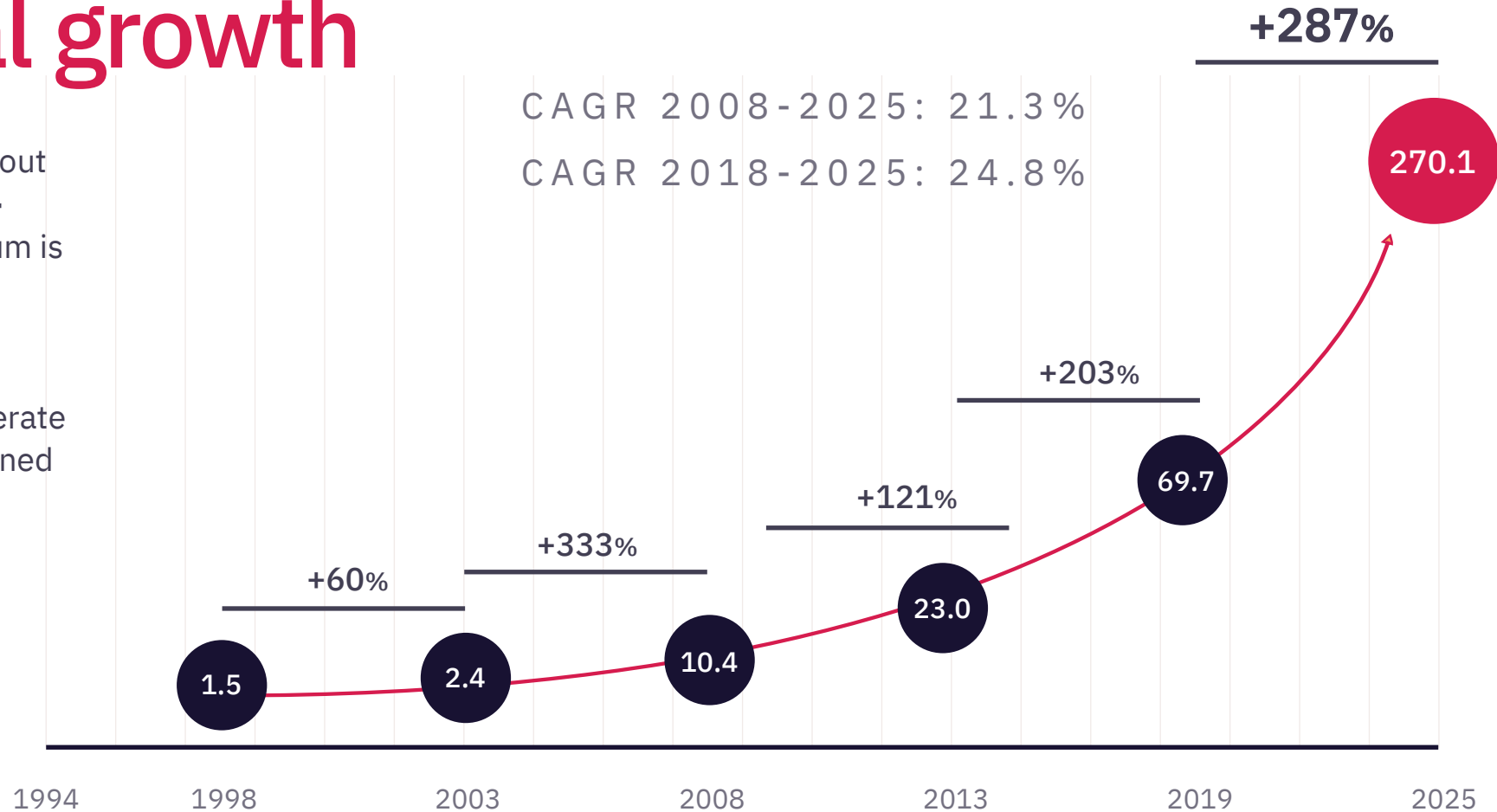


1. Who are we | Our identity

# We are exponential growth

This revenue growth is not just about numbers; it is the result of a **well-executed strategy**. Our momentum is stronger than ever.

We are **positioned** not only to continue this ascent, but to accelerate it, ensuring substantial and sustained returns.



Annual revenues in million euros. Consolidated data from 2022 onwards.

1. Who are we | Our identity

# What makes us different

Our **business model** is built on six **differentiation pillars**

- ✔ **Global Partner**  
We support our clients wherever they are, combining global capabilities with flexibility and a local presence.
- ✔ **A multi-specialist company with a holistic approach**  
We combine a 360° service vision with highly specialized teams in Cloud, Data, AI, Cybersecurity and Digital.

- ✔ **Commitment to quality and delivery reliability**  
We raise the standard with consistent, clear, and high-quality deliveries that build lasting trust.

- ✔ **A truly *human centric* approach**  
Our culture places people at the center: committed talent that brings quality, innovation, and authentic client relationships.

- ✔ **Pragmatic innovation driven by technological excellence and AI**  
We apply innovation in a practical and realistic way, delivering tangible results through technical excellence and the strategic use of AI.

- ✔ **Tangible and sustained value**  
Every project delivers a measurable, solid, and lasting impact, strengthening the relationship and trust with the client.



1. Who are we | Our identity

# A culture with **people at the center**

**W are a team**, above all

- ✔ **Talent** with high engagement.
- ✔ Professional profiles **updated in the latest technologies.**
- ✔ **"Human centric"** culture.



- ✔ Commitment to **training and career development.**
- ✔ Focused on people's happiness and **well-being.**
- ✔ We promote **engagement and active listening** with people.

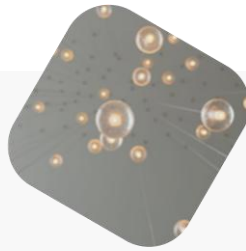
1. Who are we | Our identity

# The values that set **our course**

The **values** that set our course and guide us to **excellence**



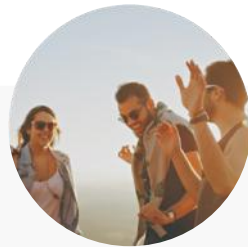
Collaboration



Innovation



Commitment



Fun



Trust

1. Who are we | Our identity

# What moves us

We are clear about our company's  
**purpose, our reason for being, and where we want to go**



## Our purpose

Technology and innovation with purpose to **grow together** and build a better and more sustainable world.



## Our vision

To be at the **forefront** of technology and innovation from the people and for the world, being an example of sustainability.



## Our mission

To add value to our clients and develop technological talent with purpose, to **contribute to the responsible** development of society.

1. Who are we | Our identity

# Long history and a solid foundation for the future



- 10 local offices
- +900 Talents

- Openings in Uruguay, Portugal, Italy, USA, UK and Morocco
- +1,200 Talents
-  **DEXS** was born

- We acquired 7 companies\*
- We joined **BME Growth**
- We evolved to  knowmad mood
- +3,000 Talents\*
- Accelerating internacional expansion

**1994**

Beginning

**We cultivate innovation** with roots in technology and human talent.

**2008-2018**

Consolidation and growth

We build a solid foundation and, through consistency, strengthen our position and **drive toward sustainable growth**. Every achievement and every client reinforces our legacy.

**2019-2022**

International expansion

We cross borders, unify markets, and diversify services. Our growth reflects our proven formula for success. From local to global, **we weave a network of digital transformation and talent** that embodies our universal identity.

**2022-2025**

Evolution and acquisitions

**With every partnership, we shape the future under a new banner that symbolizes our expanded vision.** The brand evolves, reflecting the scale of our ambitions, the global reach of our services, and an enriched culture that values every talent and every project. A renewed commitment to our enduring DNA.

\*Data as of 31 December 2025. All companies in the knowmad mood group.

1. Who are we | Our identity

# Internacional presence

More than

 **1,000**  
clients worldwide

 **Worldwide** presence

Spain, Italy, Portugal, Germany, Uruguay, UK, USA, Morocco, Ireland and Mexico

 **31**  
countries with projects



1. Who are we | Our identity

# Sustainability and Social Impact

At knowmad mood, our commitment to technological innovation is inseparable from our responsibility towards society and the environment.

**We adopt a comprehensive ESG strategy, which is central to our corporate identity and mission.**

Our ESG commitment has a name:



## Environmental commitment

E

## Social commitment

S

## Governance commitment

G

Active management of our carbon footprint, with a focus on reducing our impact and promoting eco-efficiency across all our operations, meeting and exceeding MITECO regulations. Our headquarters is **LEED Gold certified** (Leader in Energy Efficiency and Sustainable Design).

We deployed our commitment to society, driving **14 major campaigns** focused on the SDGs. From promoting equality and inclusion to supporting education and community development. The Socially Responsible Business seal we have been awarded attests to this.

Our adherence to the **UN Global Compact** reinforces our corporate governance with ethical and transparent practices, with the **17 SDGs** as our banner, ensuring integrity and accountability in all decisions and actions.

1. Who are we | Our identity

# Sustainability and Social Impact

## Environmental projects

From collaborating on **urban reforestation projects** to fundraising campaigns aimed at supporting **humanitarian relief work in natural disasters**, we expand our positive impact beyond our operational boundaries.

## Achievements

We have surpassed the environmental target set for 2025, **achieving a 25.64% reduction in our carbon footprint** compared to 2023. This has enabled us to obtain **the “Reduzco” seal from MITECO**, in recognition of three consecutive years of verified reductions.

## Goals

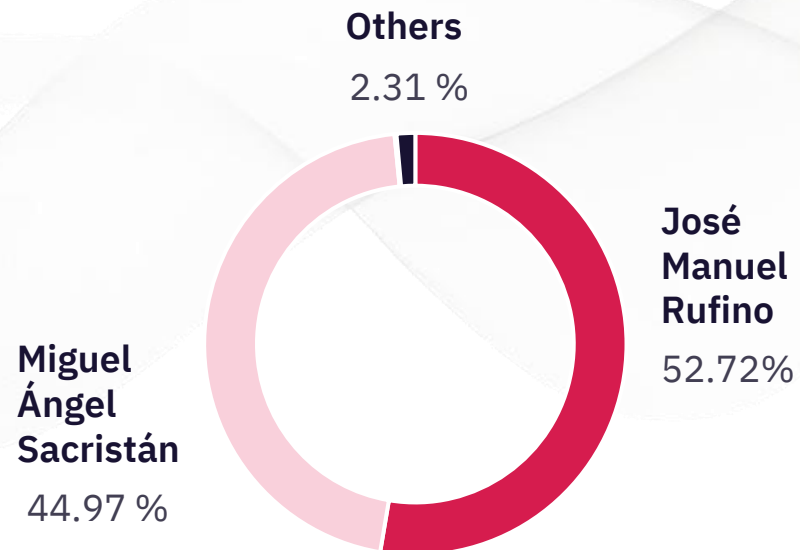
We remain committed to continuous improvement, setting clear targets to further reduce our paper and energy consumption, and to achieve an **additional 2.5% reduction in our carbon footprint compared to 2024 by 2026**. We also aim to **maintain energy consumption levels in 2026**, ensuring that any increase does not exceed 5% compared to the previous year.



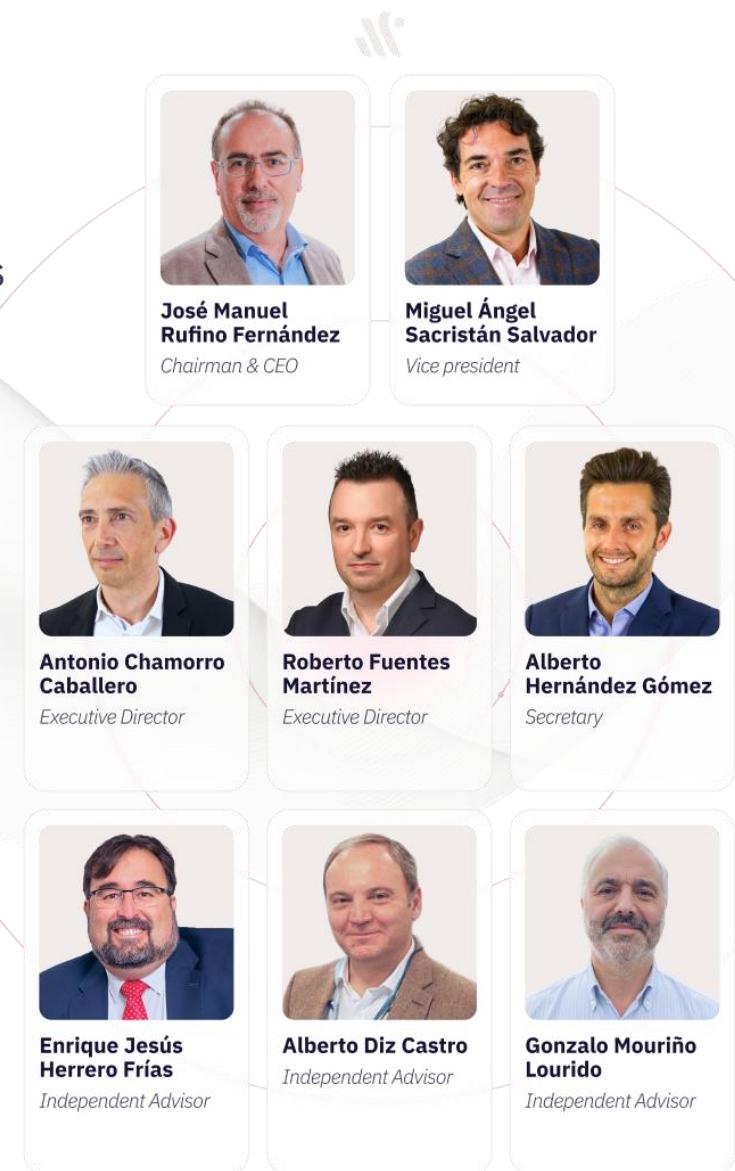
1. Who are we | Our identity

# Company's capital

## Major shareholders\*



## Board of Directors



\*Data as of 31 December 2025

# Share evolution plan

## Short/medium-term measures to increase visibility and liquidity of the stock

**Release of the first sell-side reports of the company**, in order to provide more quantitative and qualitative references to the stock, both to current and future shareholders.

**10%**  
Free float



Expansion of the free float to reach 10% in the medium term

- **Employee stock purchase plan** on advantageous conditions.
  - The current free float largely stems from employees joining the shareholder base at the time of the 2022 IPO.
- **Stock options to executives.**
- Bringing in **new external investors.**



1. Who are we | Our identity

# Governing bodies

## Management Committee



knowmad mood

1. Who are we | Our identity

# Corporate structure



José Manuel Rufino



Miguel Ángel Sacristán



Others

Listed on  
**BME Growth**



## APLICACIONES Y TRATAMIENTOS DE SISTEMAS, S.A.



atSistemas, Ltd.



Aceleração Tot al Sistemas Unipessoal, LDA



At Sistemas, SRL



Narluy Trade S.A.



Interwor TSIC, S.L.U.



atSistemas, Corp.



ATSISTEMAS, s.a.r.l. (au)



New Verve Consulting Ltd.



Incipy, S.A.U.



ASERVO Software GmbH (knowmad mood Germany)



ANTEA CONSULTING S.L.U.



Grupo de Actuaciones Novedosas en Tecnología para España y América S.A. de C.V.



Vanture ESS S.L.U.



Buzz Marketing Networks S.L.U.

# Our offering

Technology, innovation and expert talent serving business

**01** ERP & Application Platforms

**02** Smart Operations & Industrial Innovation

**03** DevSecOps, Cloud & IT Modernization

**04** Customer Experience & Digital Growth

**05** Data, Analytics & Intelligent Automation

**06** Cybersecurity & Digital Trust

**07** Learning, Digital Workplace & Change Enablement

2. What we do | Our knowledge

# Revenue diversification by **business lines**



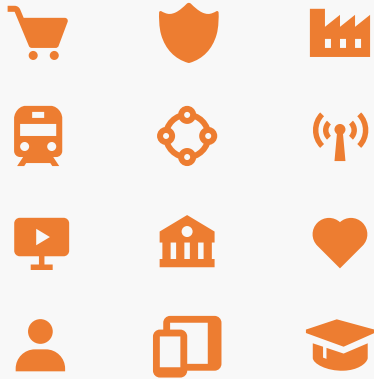
Architecture & Development	<b>33.4%</b>
IT Management	<b>24.9%</b>
IT Industrialization	<b>12.4%</b>
Data & Analytics & Automation	<b>6.5%</b>
Cloud, Infrastructure & IoT	<b>5.6%</b>
Business Applications	<b>5.5%</b>
Cybersecurity	<b>5.5%</b>
Customer & Emerging	<b>4.3%</b>
Culture, Workplace & DEXS	<b>1.9%</b>



# How we create **value**



## Industries



## Clients Challenges

Innovation

Operational efficiency

Culture and talent

Competitive intelligence

Customer experience



## Portfolio

Solutions/Accelerators

Innovation Hub

LoBs

Partners Ecosystem



## Operative units

Technology Communities  
and Expert Centers

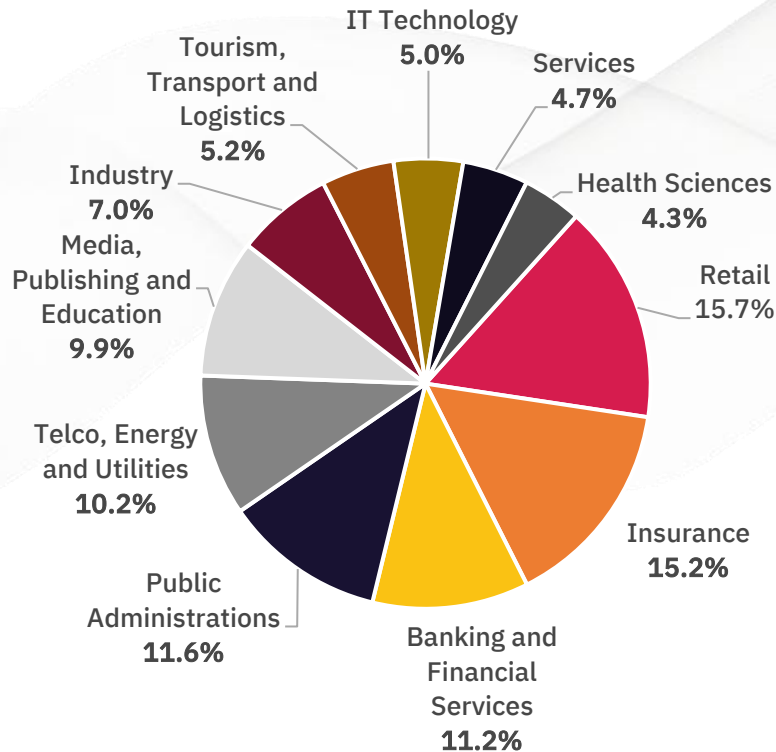
Digital

Knowledge

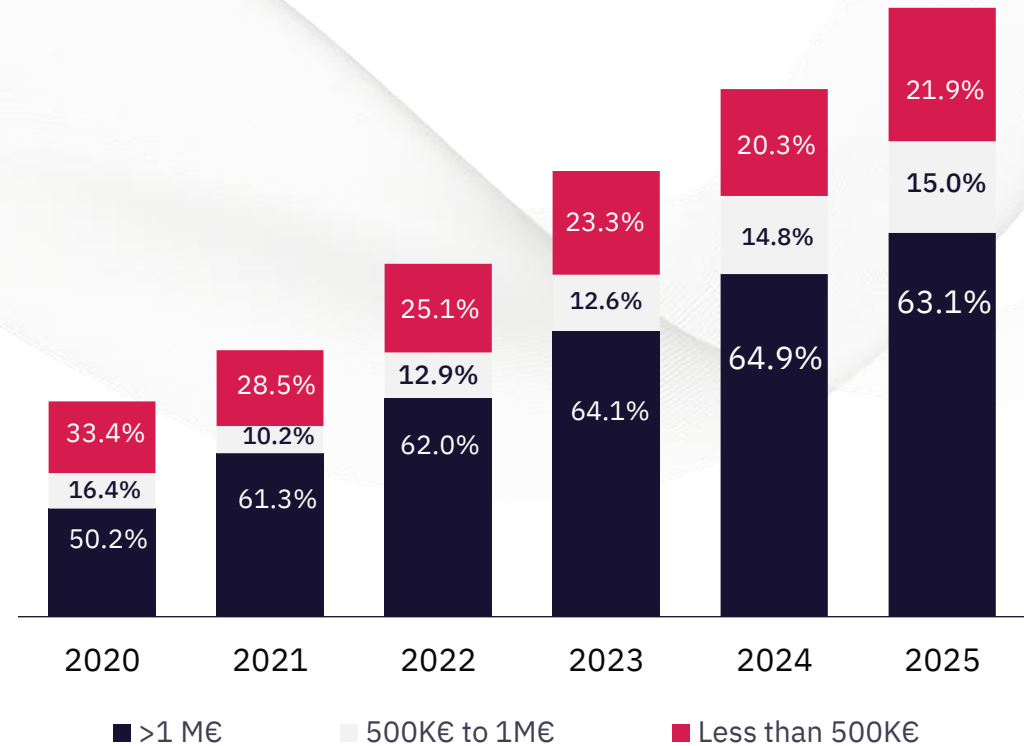
Technology

# Revenues: diversification by sector

Breakdown of revenues by sector



Revenues by customer size



Data of the group knowmad mood of 2025

Data from acquired companies are not included.

2. What we do | Our knowledge

# Technology partners



ATLASSIAN

Microsoft

aws

Red Hat

GitLab

salesforce

Anthology

f5

kore.ai

UiPath

outsystems

Liferay

FORTINET

magnolia

CISCO

IBM

Lenovo

BLACKDUCK

SAP

digital.ai

DELL

Google

snowflake

GitHub

More than 100 technology partners

2. What we do | Our knowledge

# The trust of our clients (1/2)



## Retail



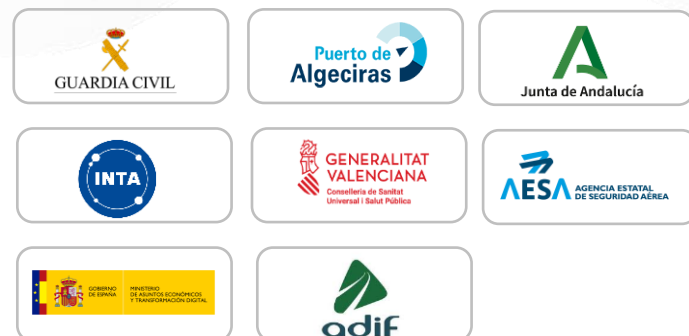
## Insurance



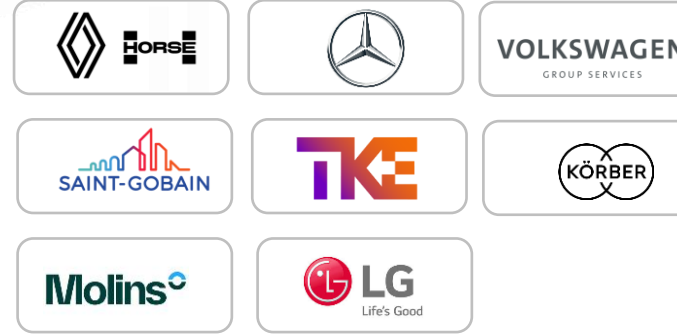
## Banking & Financial Services



## Public administration



## Industry



## Tourism, Transport & Logistics



2. What we do | Our knowledge

# The trust of our clients (2/2)



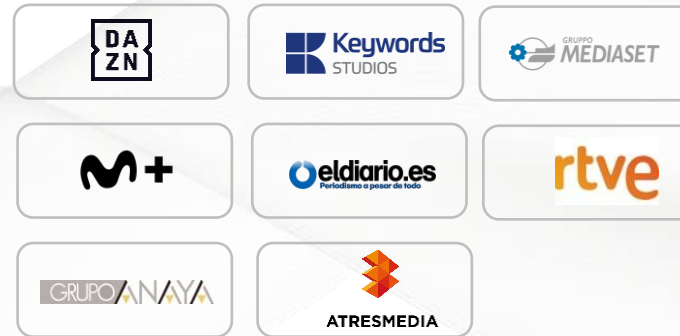
## Services



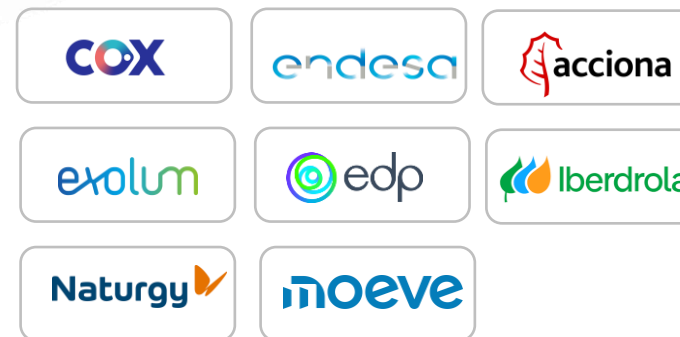
## Health Sciences



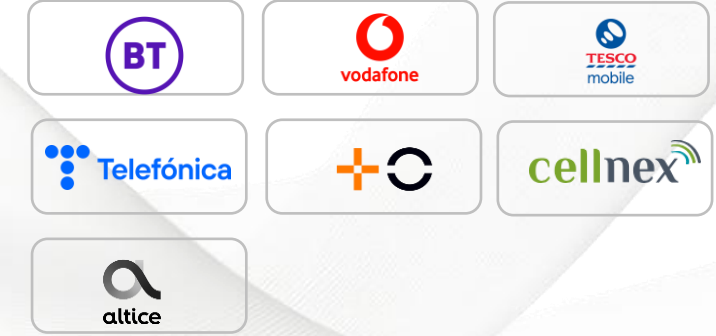
## Media & Publishing



## Energy & Utilities



## Telco



## Education



3. How we do it | Our differentiation for success

# Talent: Our priority

At knowmad mood we celebrate **diversity and the well-being** of our talent as the cornerstones of our success. With a workforce that embraces remote work and promotes holistic health, our focus on **personal and professional development** is unwavering.

## Diversity and inclusion

40 nationalities working together. Equality Plan.

## Development and continuous learning

More than 135,000 hours of training per year. Clear career map.

## Well-being and commitment

95% of working hours were spent working remotely. Work & life balance.

## Team spirit and celebration

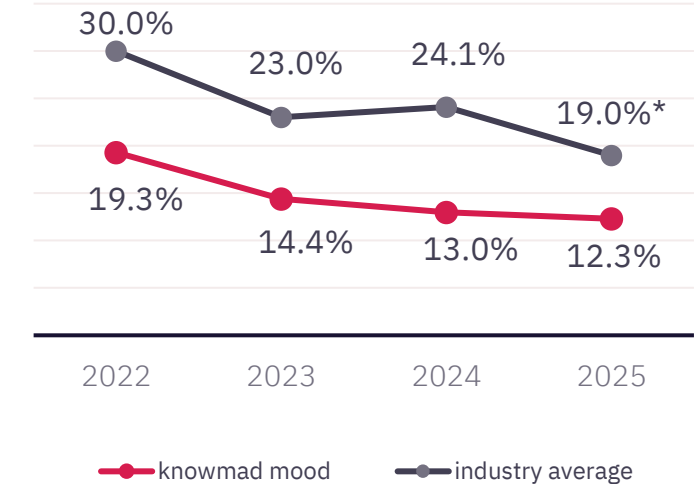
We foster connection and team spirit through technical and social events.

+40 physical events  
+10,000 kudos  
+70 online events

## Positive impact and recognition



## Turnover rate (Voluntary turnover)



Source of the data of the graph: Nailed.com (Tech staff turnover) and knowmad mood

\* 2025 estimates of knowmad mood

3. How we do it | Our differentiation for success

# Growth strategy

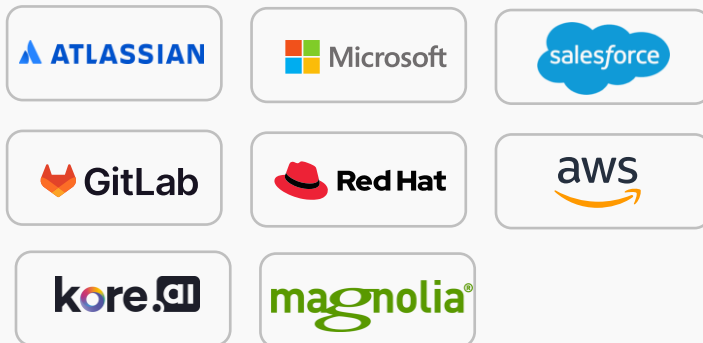
## 1° National organic

Driven by a recognised brand of technology talent and a powerful operating model that enables growth.

Harnessing demand for **key technologies**:

- Cloud
- Data & IA
- DevSecOps
- Platforms & Channels
- CyberSec

Relying on **reference partners**:



...and more than 100 partners.

## 2° International expansion

Acceleration of business in the USA, UK, Uruguay, Italy, Portugal, Germany Morocco, Mexico and Ireland.



## 3° M&A

Companies with a good financial situation and revenue synergies compatible with the growth of the group. Companies that also allow for adequate technical, organisational and cultural integration.

### National

Strengthen and/or expand business capabilities and diversify the portfolio of services.

### International

Accelerate international expansion in geographic markets with high business potential.

### Companies acquired to date:



3. How we do it | Our differentiation for success

# Acquired companies

**Location:** Barcelona, Spain  
**Services:** Digital Transformation Consulting  
**Rationale:** Strengthen the portfolio of digital transformation consultancy services

**Location:** Germany  
**Services:** Atlassian Services  
**Rationale:** Entry into the German market and DACH area with the partner Atlassian

**Location:** Barcelona and Valencia (Spain)  
**Services:** SAP and Odoo  
**Rationale:** Strengthen the value proposition of SAP and Odoo services



**Location:** Scotland and Ireland  
**Services:** Atlassian Services  
**Rationale:** Acceleration of the UK business and increased focus on partner Atlassian

**Location:** Barcelona, Spain  
**Services:** Infrastructure, Digital Workplace and Cybersecurity  
**Rationale:** Improve capabilities in IT infrastructure services, digital workplace and security

**Location:** Spain and Mexico  
**Services:** Cybersecurity  
**Rationale:** Strengthen the portfolio of cybersecurity services for large companies and enter the Mexican market

**Location:** Barcelona, Spain  
**Services:** Technology-supported digital agency  
**Rationale:** Strengthen the value proposition of digital services

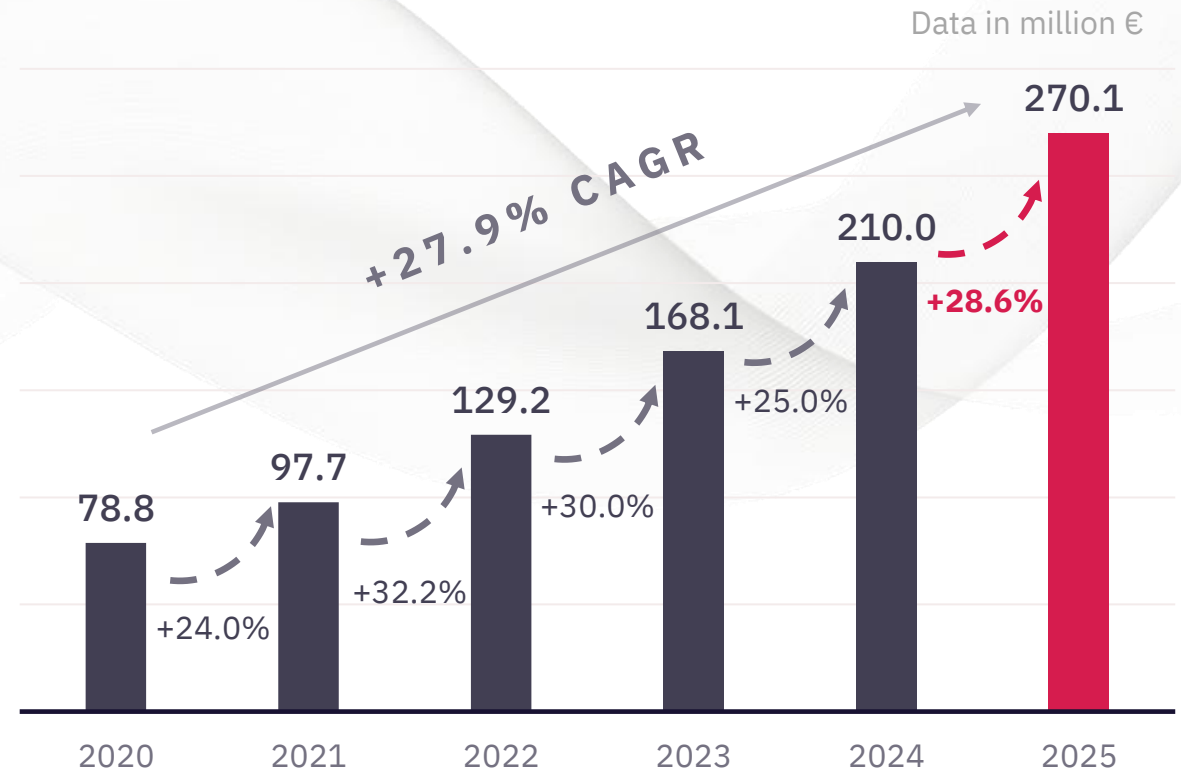
# Turnover

Growth **well above Spanish GDP and sector growth**

GDP Spain *	
2021	+6.7%
2022	+6.4%
2023	+2.5%
2024	+3.5%
2025	+2.8%

CONSULTANCY SECTOR **	
2021	+9.5%
2022	+15.2%
2023	+9.7%
2024	+8.8%
2025e	+6.7%



\* Source: INE (National Institute of Statistics)

\*\* Source: AEC (the Spanish Association of Consultancy Firms)

Audited & consolidated data from 2022 onwards

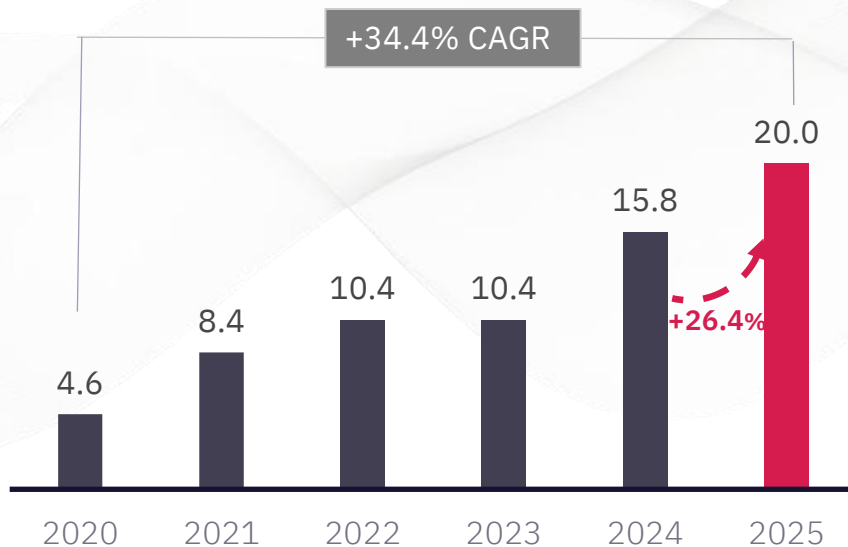
4. Financial performance | Our key indicators

# Normalized EBITDA

**Strong growth** in 2025  
while maintaining **profitability**

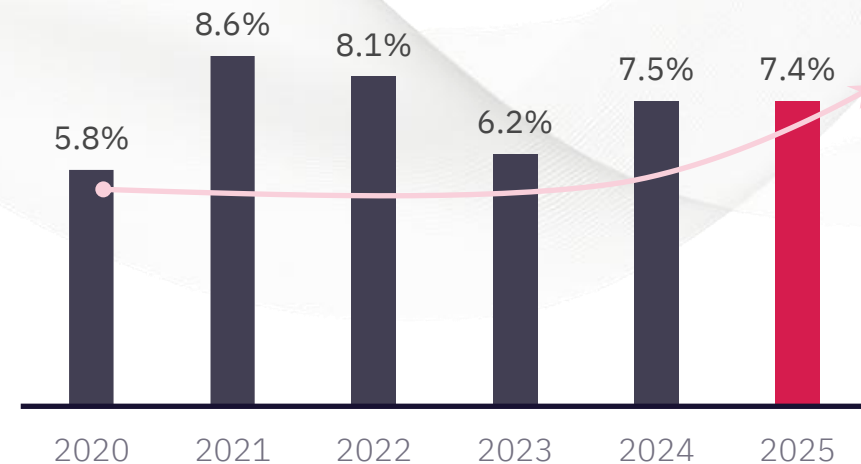
Normalized EBITDA <sup>(1)</sup> <sup>(2)</sup>

In million €



Normalized EBITDA margin

% of net sales



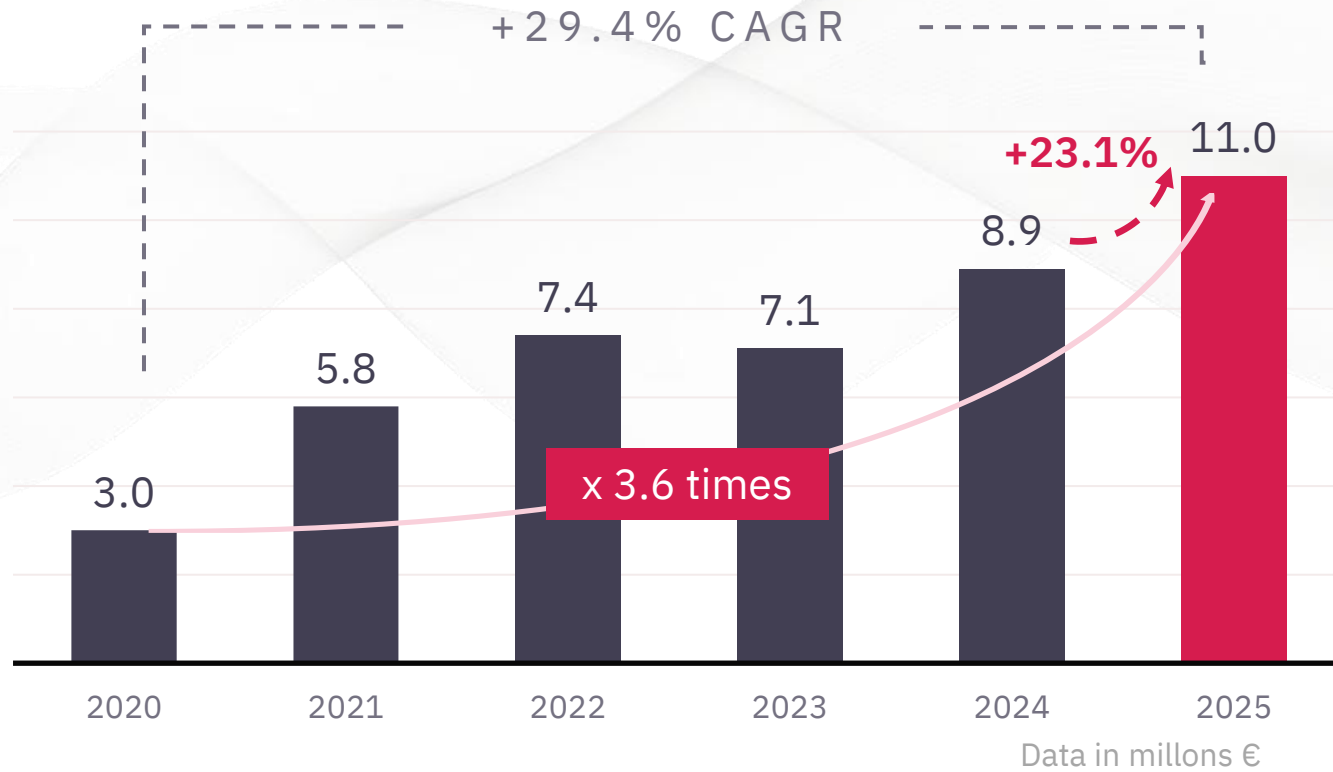
(1) Audited individual data 2020-2021. Audited & consolidated data from 2022 onwards

(2) Normalized EBITDA eliminating one-offs (IPO, M&A and others)

4. Financial performance | Our key indicators

# Significant increase in net income

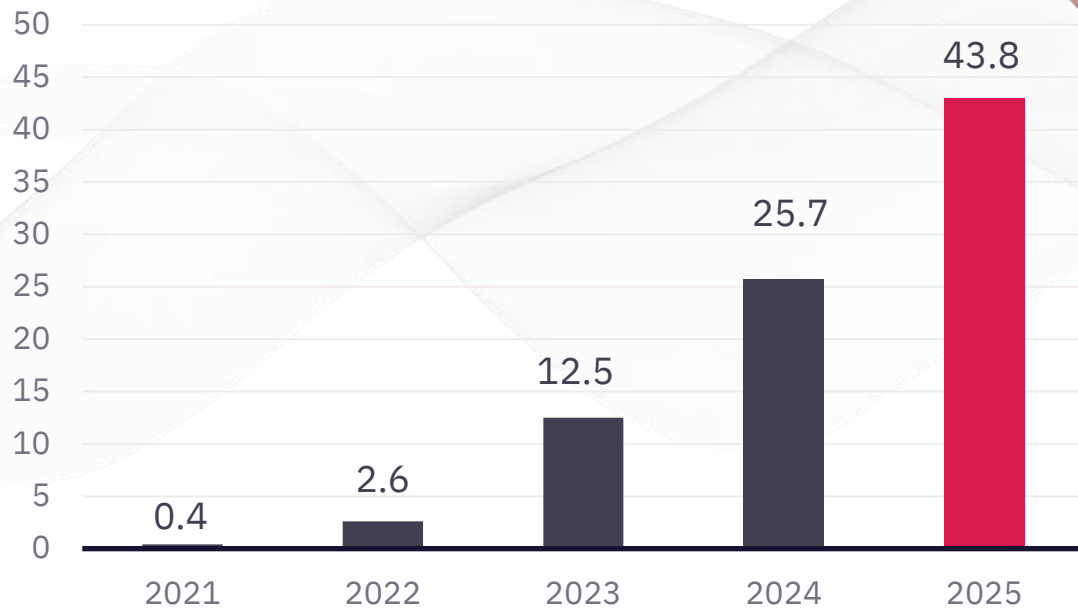
Net profit **multiplied by 3.6 times** in the last 5 years



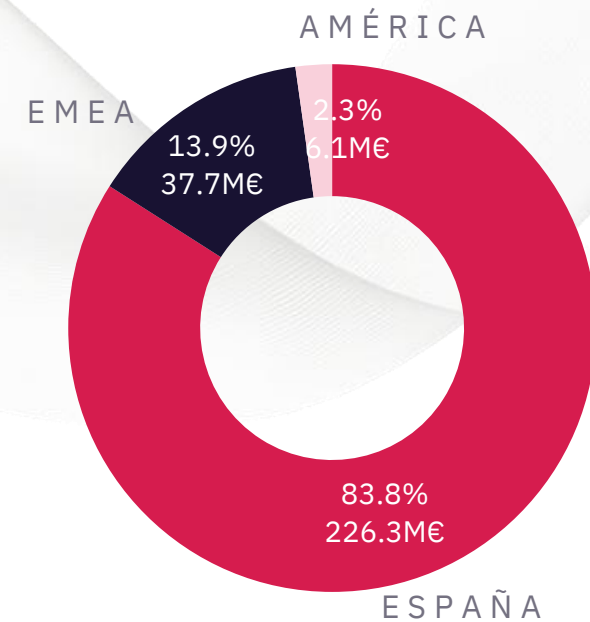
4. Financial performance | Our key indicators

# Growing international presence

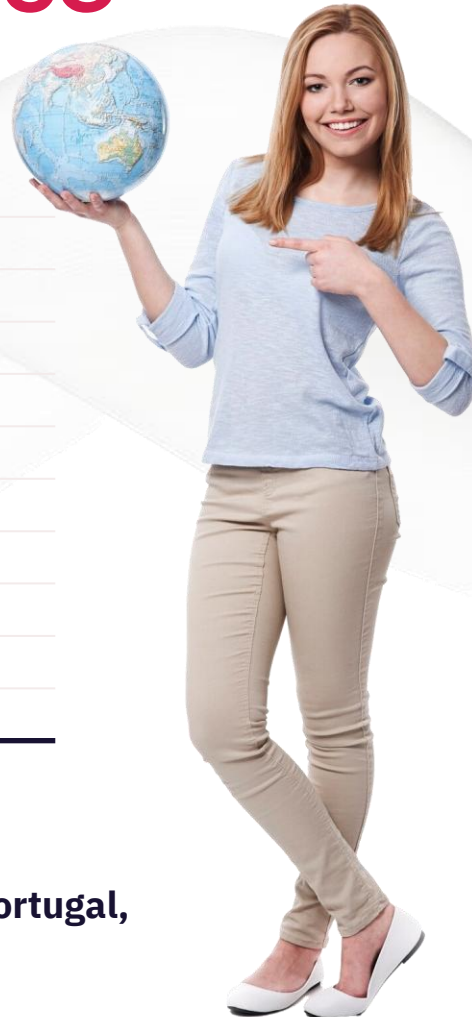
Revenues outside Spain (M€)



Revenues by geographical area in 2025  
(270.1 M€)



Presence in 10 countries: **Spain, Italy, Ireland, Germany, Portugal, UK, USA, Uruguay, Morocco and Mexico**

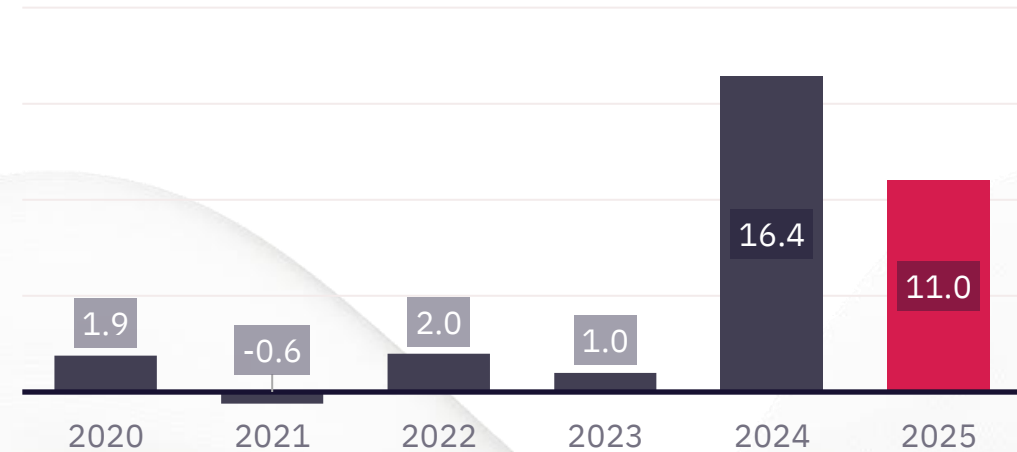


# Financial soundness

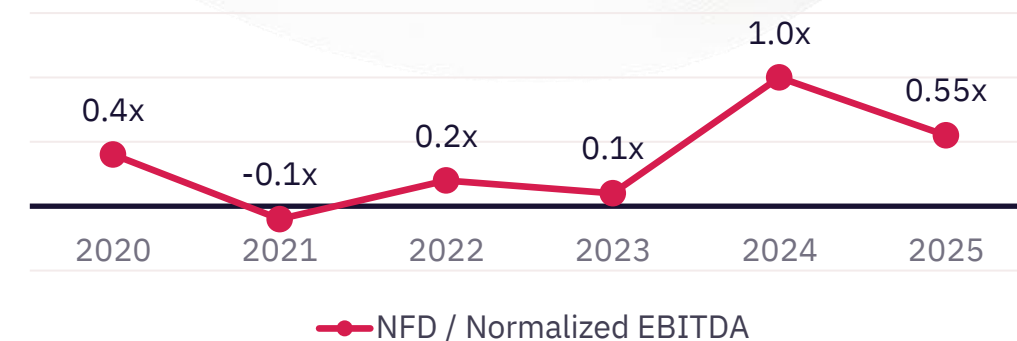
**Very low debt ratios** after 4 years of increasing M&A activity.

- After 4 years of high acquisition activity (one in 2022, one in 2023, three in 2024 and two in 2025), **the Net Financial Debt/Normalized EBITDA ratio in 2025 is only 0,55 times.**
- Net Financial Debt includes deferred payments and earn-outs linked to M&A transactions.

Net Financial Debt (M€)



NFD/ Normalized EBITDA



The Net Financial Debt and Normalized EBITDA figures correspond to individual auditing data until 2021. Audited & consolidated data from 2022 onwards

4. Financial performance | Our key indicators

# Main Financial Highlights

	2020	2021	2022	2023	2024	2025	Var. % 25/24	Var. % 25/20
Turnover *	78.81	97.74	129.24	168.07	210.03	270.06	28.6%	242.7%
Normalized EBITDA *	4.57	8.40	10.41	10.37	15.83	20.01	26.4%	337.9%
Normalized EBITDA Mg.	5.79%	8.59%	8.05%	6.17%	7.54%	7.41%	-13 b.p.	+162 b.p.
Net Profit *	3.03	5.76	7.39	7.12	8.93	11.00	23.1%	263.0%
Total Assets *	26.67	36.04	53.20	60.51	100.30	121.34	21.0%	355.0%
Shareholders' equity *	13.69	19.24	25.47	31.22	38.70	47.36	22.4%	245.9%
Working Capital *	12.15	18.62	23.58	25.57	32.01	37.44	17.0%	208.2%
Net Financial Debt *	1.95	-0.54	2.00	1.00	16.36	11.00	-	-
NFD / Normalized EBITDA	0.43	-0.06	0.19	0.10	1.03	0.55	-	-
Cash and equivalents *	2.63	3.76	7.96	7.64	11.13	17.25	54.9%	555.8%

\*Data in million €. Individual audited data until 2021. From 2022 on the audited data are consolidated

# Main milestones since the IPO



Change of corporate identity



Revenue 2022-2025: 129.2M€ to 270.1M€

+109%

Normalized EBITDA 2022-2025: 10.4M€ to 20.0M€

+92%

Entry into new markets



Acquisitions



Discounted employee share plan

4. Financial performance | Our key indicators

# Analyst coverage

## ALANTRA

**Start of coverage:** 29 July 2025

**Valuation:** 4.60 – 6.00 euros / share

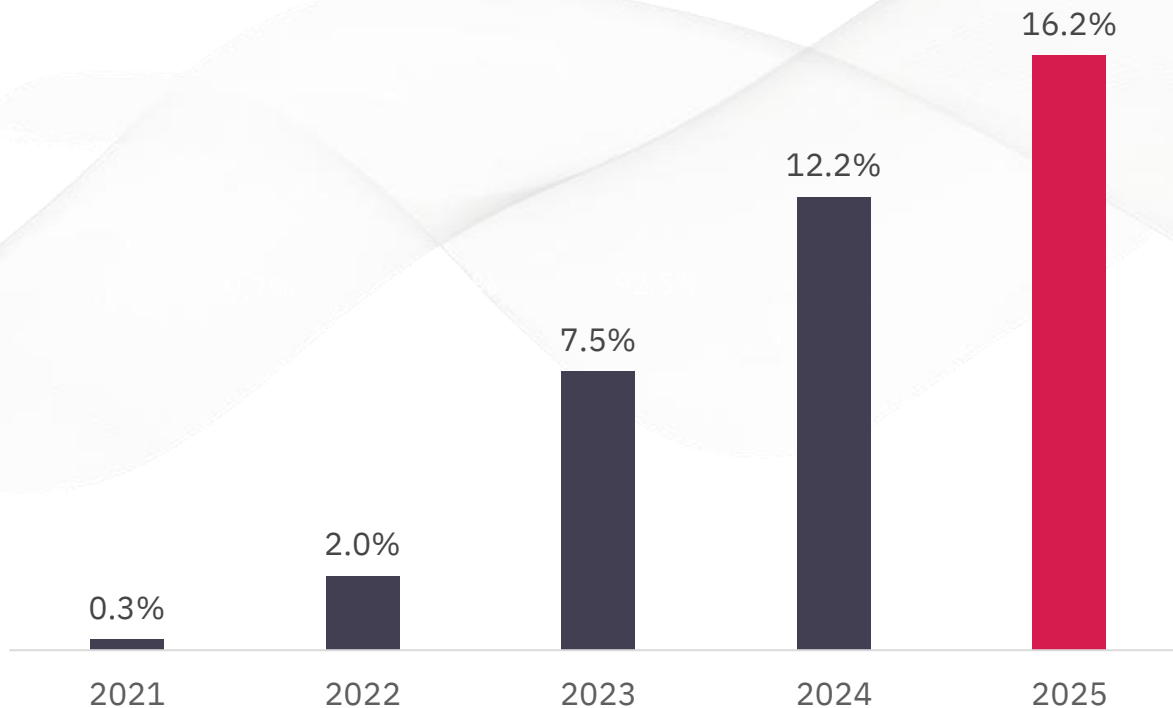
**Analysts:** Álvaro Lenze and Mateo Ferrer

SEE THE REPORT



# International income

Percentage of the knowmad mood group's revenues from the international subsidiaries



Percentage of revenue from international subsidiaries of the knowmad mood group

## Consolidation and growth in Spain

- Hand in hand with existing clients, accompanying them in their technological projects, and incorporating new ones, increasing sectorial diversification.

## Accelerated growth and international diversification

- **Leadership position in Southern Europe** (Spain, Italy and Portugal) in ALM solutions, being the Atlassian partner with the highest business volume in this geographic area.
- **UK** as the fastest growing market, both organically and inorganically, working for large multinationals in the Telco sector and public institutions.
- **In Latam**, after the opening of our first office in Montevideo, serving clients in Colombia, Chile and USA.

# Strong growth in all lines

Turnover	<b>+28.58%</b>
Normalized EBITDA	<b>+26.43%</b>
Normalized EBITDA Margin	<b>7.41%</b>
Net Profit	<b>+23.10%</b>
Income International Business	<b>+70.55%</b>

## Cuenta de Pérdidas y Ganancias (Resumen)

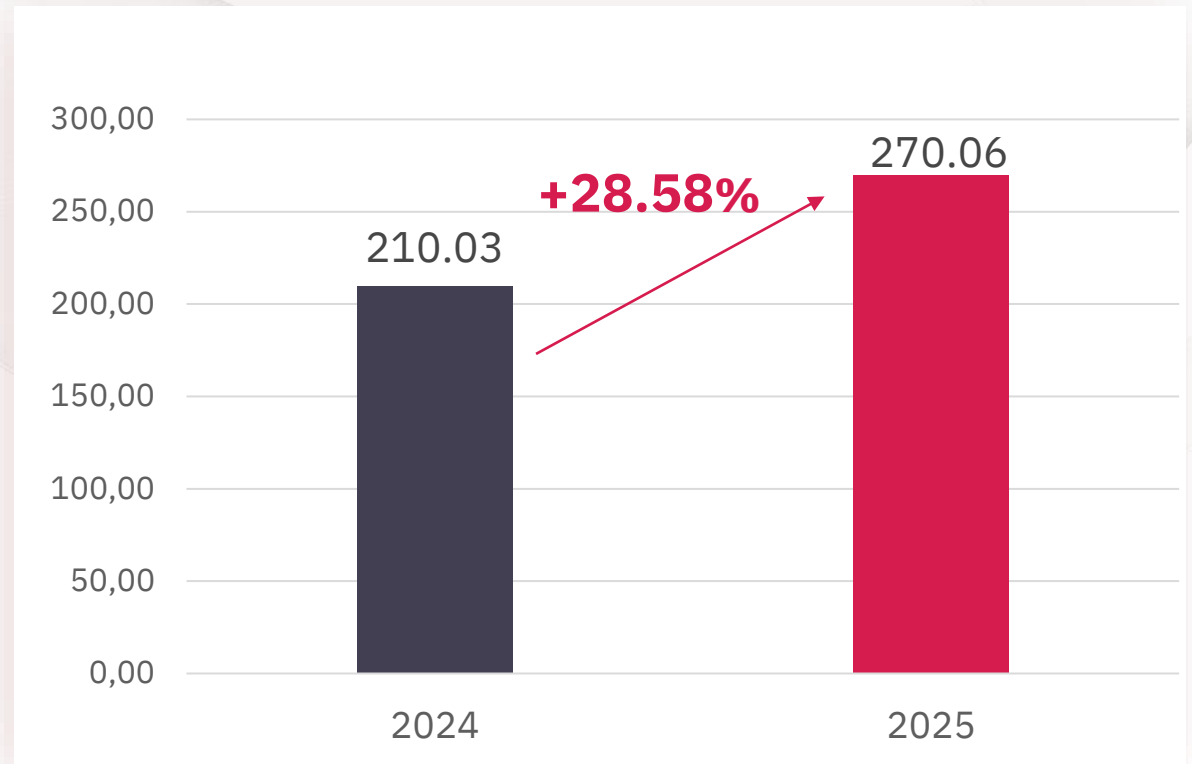
(Millones de euros)

	2024	2025	Var. %
Turnover	210,026	270.060	+28.58%
EBITDA	15.145	19.659	+29.80%
<i>EBITDA Margin</i>	7.21%	7.28%	+7 b.p.
One-offs	0.682	0.352	-48.41%
Normalized EBITDA	15.828	20.011	+26.43%
<i>Normalized EBITDA Margin</i>	7.54%	7.41%	-13 b.p.
Net Profit	8.935	10.999	+23.10%

EBITDA: Earnings before interest, taxes, depreciation and amortisation

# Turnover

**Significant increase in revenue,**  
both organically and through  
acquisitions

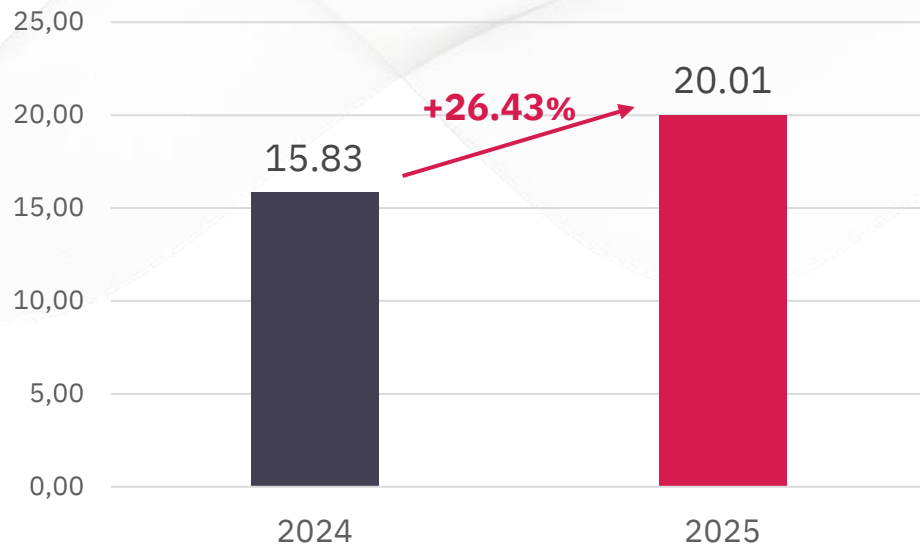


# Normalized EBITDA

Operating line grows at similar pace as revenues

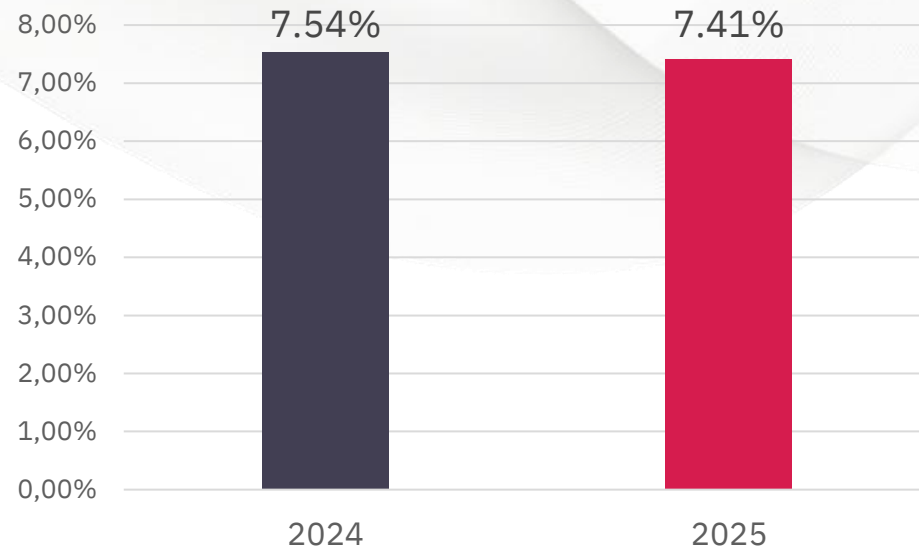
## Normalized EBITDA

*In million €*



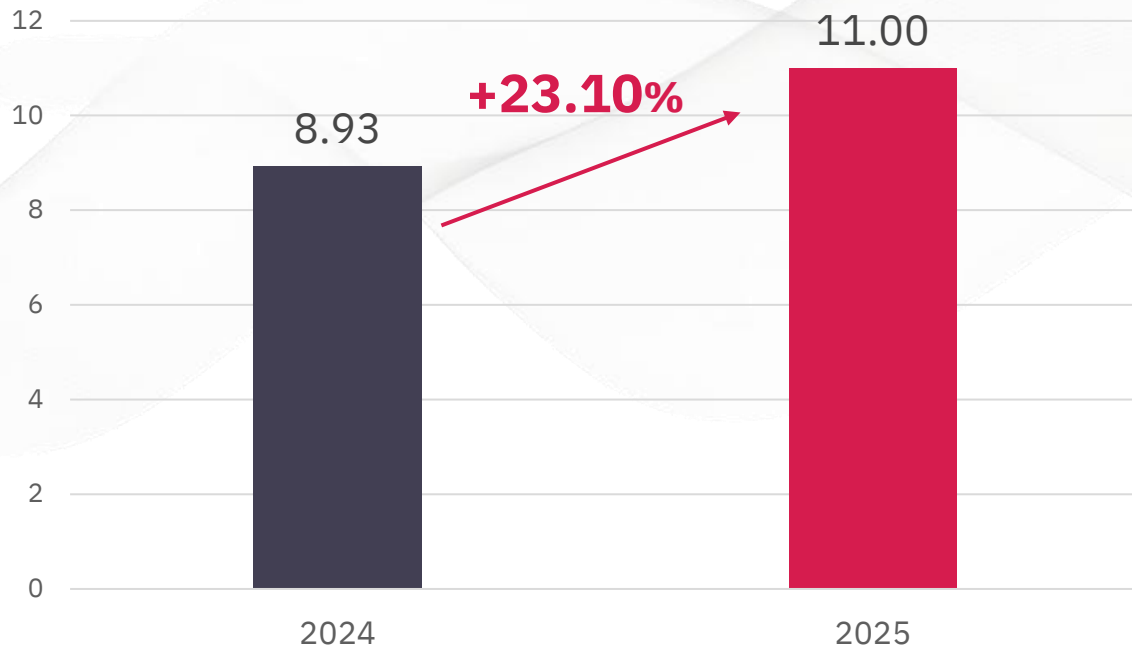
## Normalized EBITDA Margin

*% of turnover*



# Net Profit

Strong increases in revenues and operating results are also reflected at the Net Profit level

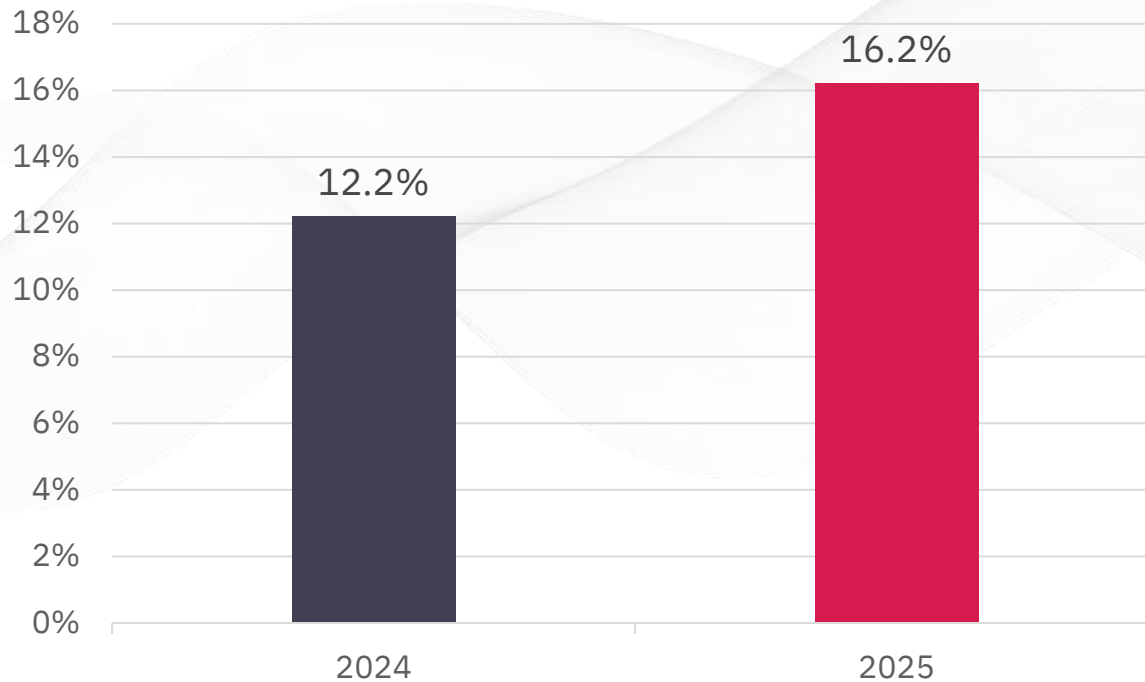


Data in million €



# International presence

Growing contribution from international subsidiaries and recent acquisitions to the group's revenue.

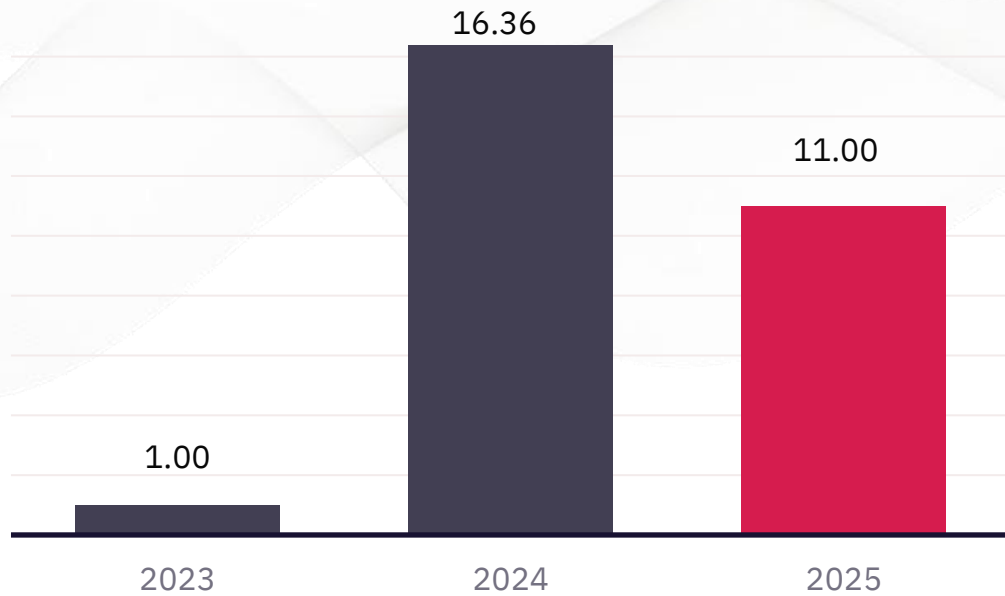


Percentage of revenue from international subsidiaries of the knowmad mood group

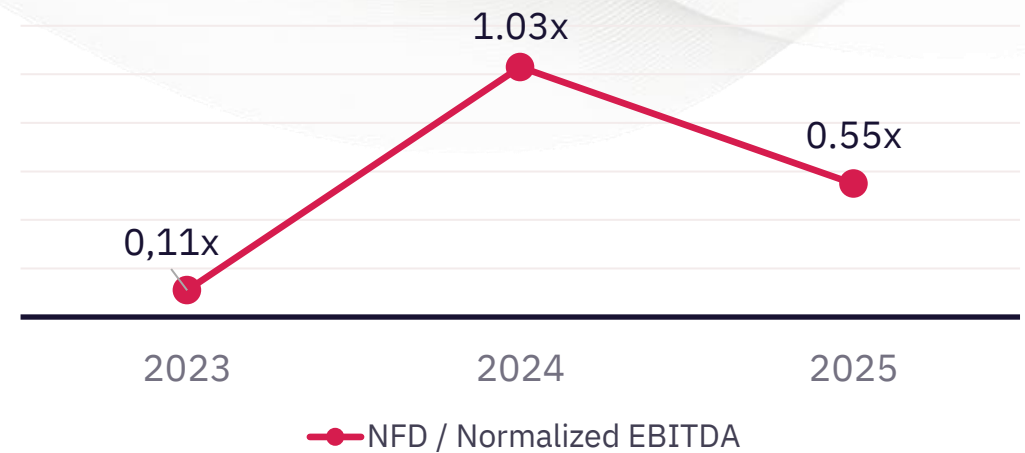
# Financial soundness

Very low level of indebtedness despite strong M&A activity over the past four years

Net Financial Debt (M€)



NFD / Normalized EBITDA



# AI

## in knowmad mood

### **AI as Pragmatic innovation**

AI application focused on real impact, efficiency, and scalability.

### **AI as Strategic pillar**

Cross-cutting pillar of the business model and future growth.

### **AI for Services and Operations**

AI integration across both client-facing solutions and internal processes.

### **AI for Scalability**

Growth without a proportional increase in structure.

### **AI for Talent**

Internal training by roles. All supported by a clear and well-defined regulatory framework.

### **AI for Profitability**

Progressive margin improvement through automation and AI.

# Our AI strategy

## Global Initiative:

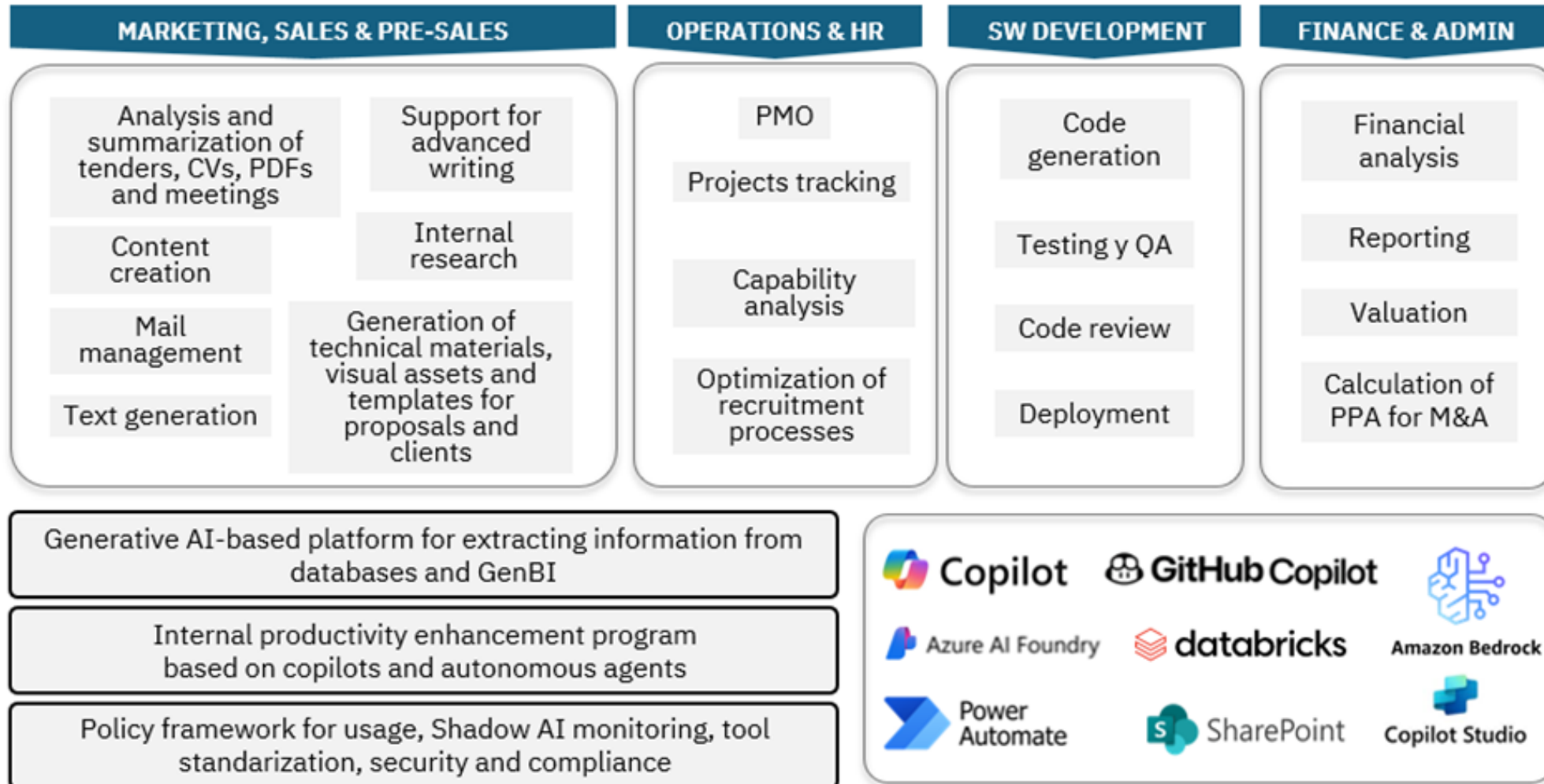
**A unified direction across the company, with clear CEO sponsorship and 21 strategic initiatives** governed by top management.

- **Ambition:**  
To become a leading AI player in our market, delivering tangible value to both clients and the business.
- **GenAI mood: GenAI mood**  
A culture of widespread adoption, role-based training, and AI ambassadors (AI Champions).
  - Dual focus:**
    - **External:** AI-augmented proposals and teams to accelerate client services and enhance competitiveness.
    - **Internal:** AI agents and tools to boost productivity and development.
- **Transforming our operating model:**  
A scalable model designed to support the group's growth without a proportional increase in structure.
- **Governance and compliance:**  
Clear governance, with a strong focus on ethics, security, and compliance with applicable regulatory frameworks.



# Internal use of **AI** tools in knowmad mood

*Non-exhaustive data*



# Practical applications of **AI** from knowmad mood

**License Plate  
Recognition**  
Edge Computing and AI



**Application  
Modernization**  
with AI



**Automation  
of invoices and  
notifications** with  
Generative AI



**Optimizing business  
processes** with  
Machine Learning



**LLM-based solutions**  
for information Q&A



**Defect Detecting**  
using Computer  
Vision



# Strategic Plan 2025-2028

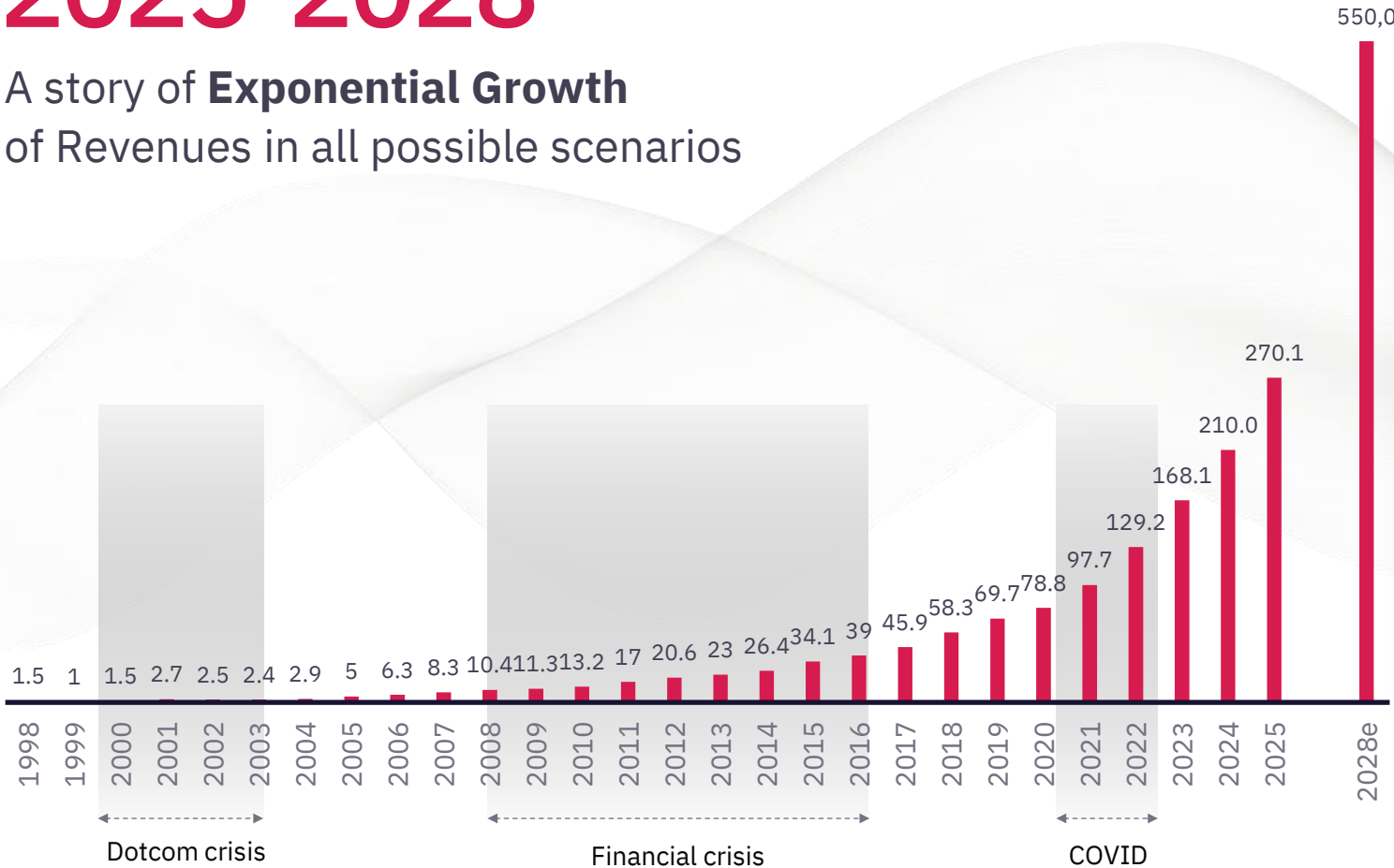
Main figures

	2024	2028e	Variation 2024-2028e
Income	210.0M€	550.0M€	x 2.6
Normalized EBITDA	15.8M€	48.0M€	x 3.0
Normalized EBITDA margin	7.5%	8.7%	+120 b.p.
% Internacional Revenues	12.2%	25.0%	

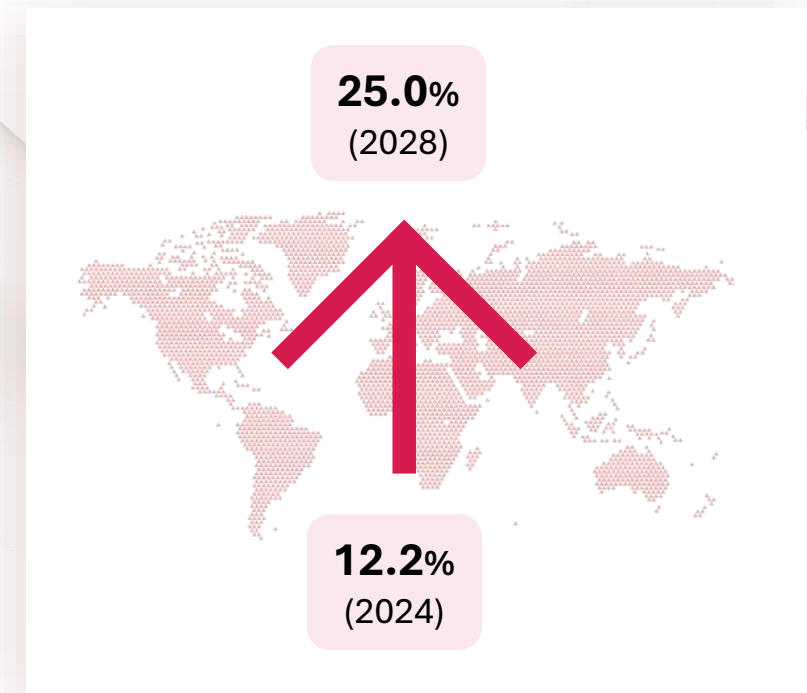
7. The future

# Strategic Plan 2025-2028

A story of **Exponential Growth**  
of Revenues in all possible scenarios



## Growing internacional presence (% total revenues)



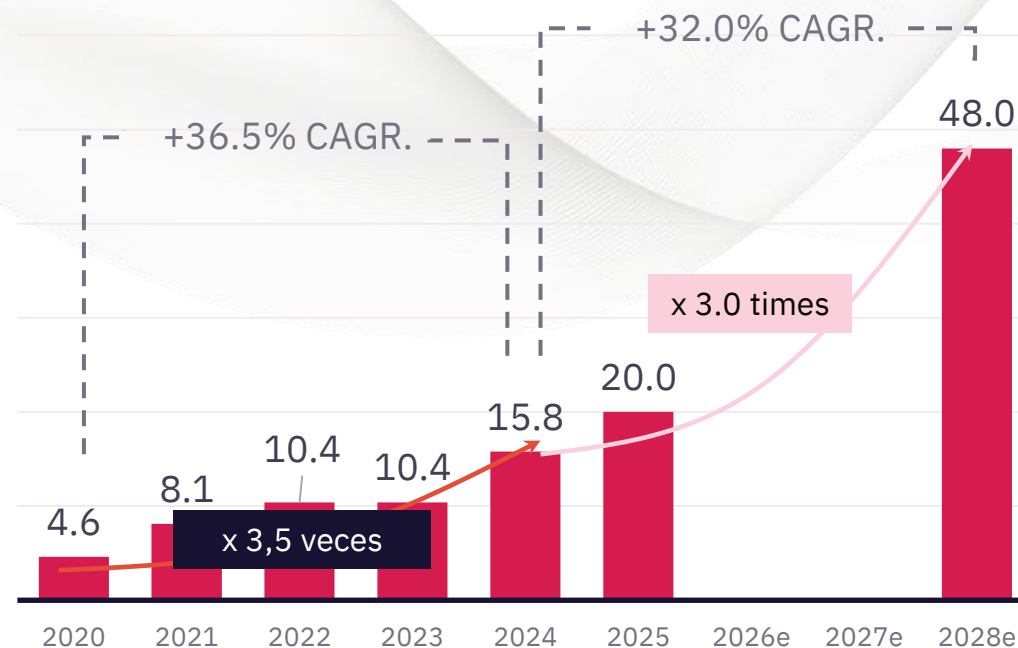
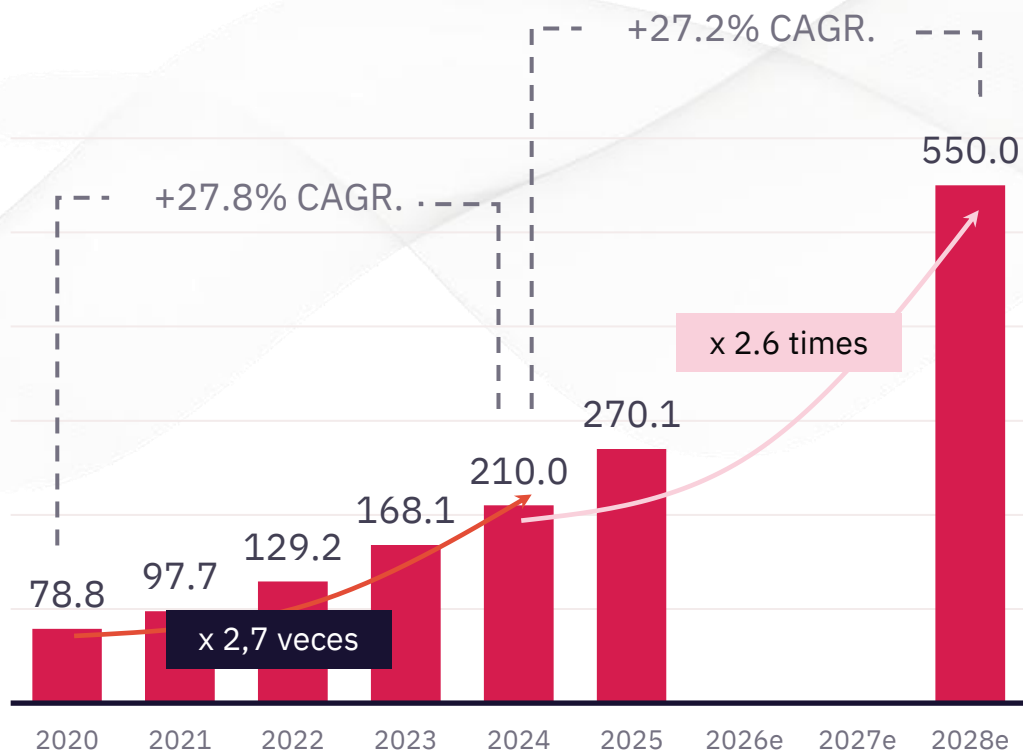
Annual revenues in million €. Individual data for years prior to 2021, and audited consolidated data from 2022 onwards.

7. The future

# Strategic Plan 2025-2028

Revenue target in 2028:  
550.0M€ (vs 210.0M€ in 2024)

Normalized EBITDA target in 2028:  
48.0M€ (vs 15.8M€ 10 2024)



# Strategic Plan 2025-2028

## Objectives

### Talent

- Consolidating the *Human-centric* culture
- One team (attraction and engagement)

### Brand Image

- Advancing with the Brand recognition
- Consolidate the main Brand within the acquired companies



### Organic and inorganic growth

- Reinforce our value proposition
- Revenue synergies with acquired companies
- International expansion, with a target of 25% of total revenues
- Expand agreements with strategic technology partners

### Profitability

- Enhancing high value-added services
- Strengthen and optimize the operating model, including the application of AI in our processes and with customers

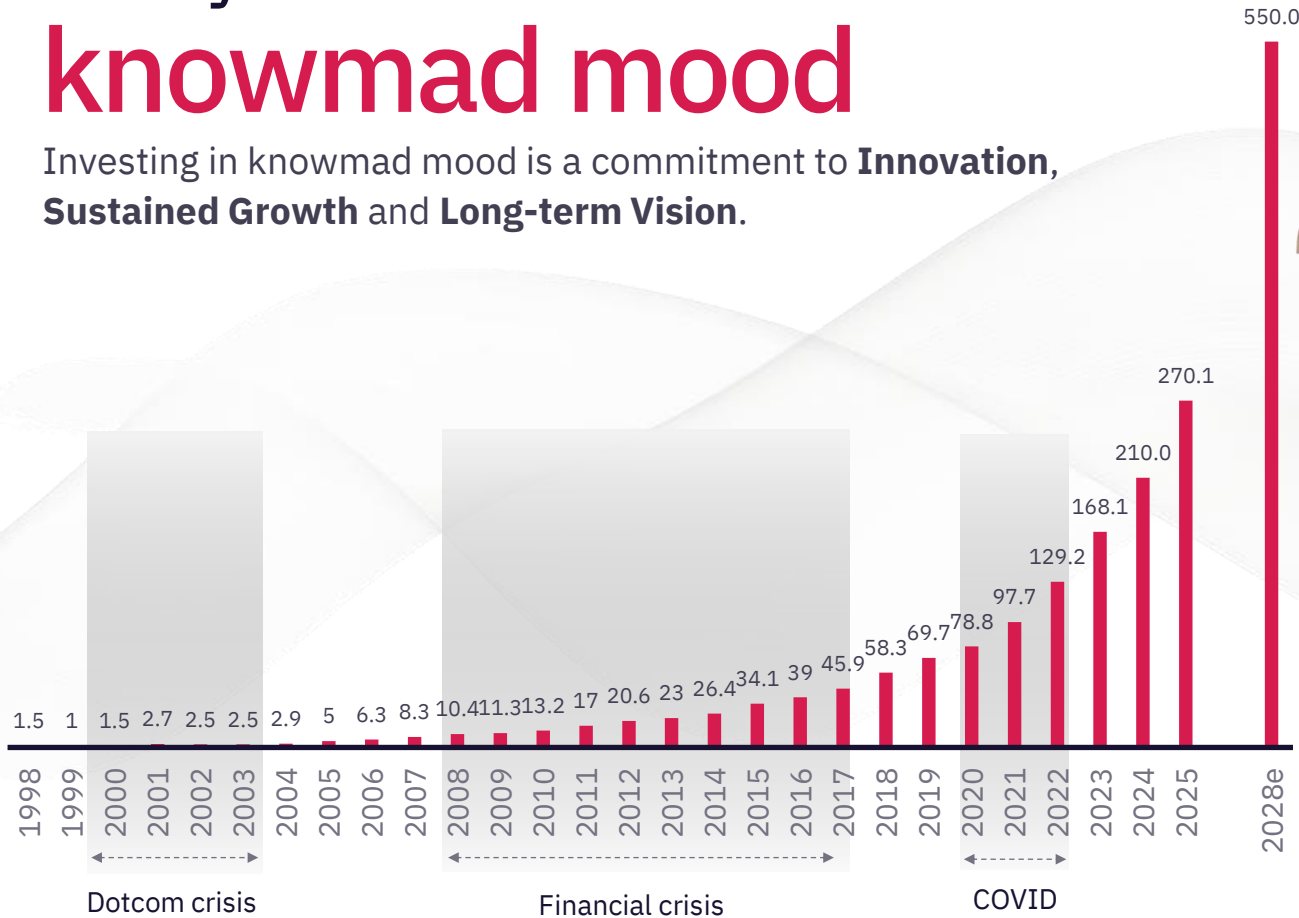
### Sustainability

- Expansion of the comprehensive ESG Strategy: "knowmad mood Positive"

8. Why invest in knowmad mood

# Why invest in knowmad mood

Investing in knowmad mood is a commitment to **Innovation**, **Sustained Growth** and **Long-term Vision**.



Annual revenues in million €. Individual data for years prior to 2021, and audited consolidated data from 2022 onwards



## Continuous growth since its inception

Over the last two decades, the growth of IT needs in all sectors has been unstoppable. In addition, the company has **overcome times of economic crisis**, demonstrating its **capacity for adaptation and resilience**.

## New Strategic Plan 2025-2028

We want to be a **leading company in excellence**, with **ambitious goals**, and with the capacity to **compete with anyone**.

## Management's Personal and Financial Commitment

The major shareholders are fully committed, **investing their own capital** and aligning their interests with those of all our investors.

8. Why invest in knowmad mood

# Why invest in knowmad mood

## Strong Customer Base with Recurrence and Trust

- > **1,000** customers.
- > **85%** of customers are repeat customers.
- **56%** of customers have been with the company for **more than 5 years**.

## Diversification and Financial Soundness

- Customers **in all sectors** of the economy.
- The **top 10 customers** of the group have an **average length** of service of **12 years**, representing **32% of total income**.
- **NFD/Normalized EBITDA of 0.55x** at year-end 2025.

## Organic Growth and Long- Term Profitability

- **CAGR of 22% in revenues** over the last 20 years.
- Prudent management and far-sightedness.
- Growing international presence.

## 8. Why invest in knowmad mood

# Why invest in knowmad mood

## Continued Sectorial Growth

- Gartner forecasts global IT spending to grow 10.8% by 2026 up to \$6.15 trillion.
- Mobile technologies and digital transformation will contribute **\$11 trillion to global GDP by 2030**, around 8.4% of the total amount. \*

## Specialisation in Digital Transformation

- We are catalysts in business digitalisation.
- We offer agile solutions and services to clients focused on leading the market.



## Technological Adaptation and Anticipation

- We adapt quickly to the changes requested by companies.
- We anticipate and meet the demand for emerging technologies and new trends in the sector.

\* Source: Intelligence Economic Growth and the Digital Transformation of Enterprises 2025 report by GSMA, the global telecoms industry association.

8. Why invest in knowmad mood

# Balanced distribution of **capital**



## CAPITAL ALLOCATION

### Capital-light model

- **Organic Capex** of around 1% of total revenues.



### Reinvestment in the business

- Investing in our people, promoting a **talent-centric culture** that guides our values.
- Finance international expansion.
- Fostering national growth and the creation of new lines of business: Creation of the incubator for emerging technologies.

### Selectives acquisitions

- To accelerate geographical positioning or expand the portfolio of services.





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