

LOGO

**WOOD&Co. Prague Spring
EME Conference Presentation**

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IR Director

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Disclaimer

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Logo at a glance



Enterprise
Application
Software (EAS)
Company



Local leader
in Turkey and
Romania



Active in
India
through a JV



38%
IFRS revenue
CAGR
in 2011-2021



767 mn TL
2021
revenues



62%
Recurring
revenue base



Growing SaaS
business



Dedicated
R&D spending



1.300+
employees



43%
women
employees



5.000+
people in
ecosystem



150.000+
Customers*

Key investment highlights



Solid growth



Leading provider of EAS solutions



High profitability

Extensive Solutions & Services suit



Latest technology

Largest business partner network in Turkey / 800+



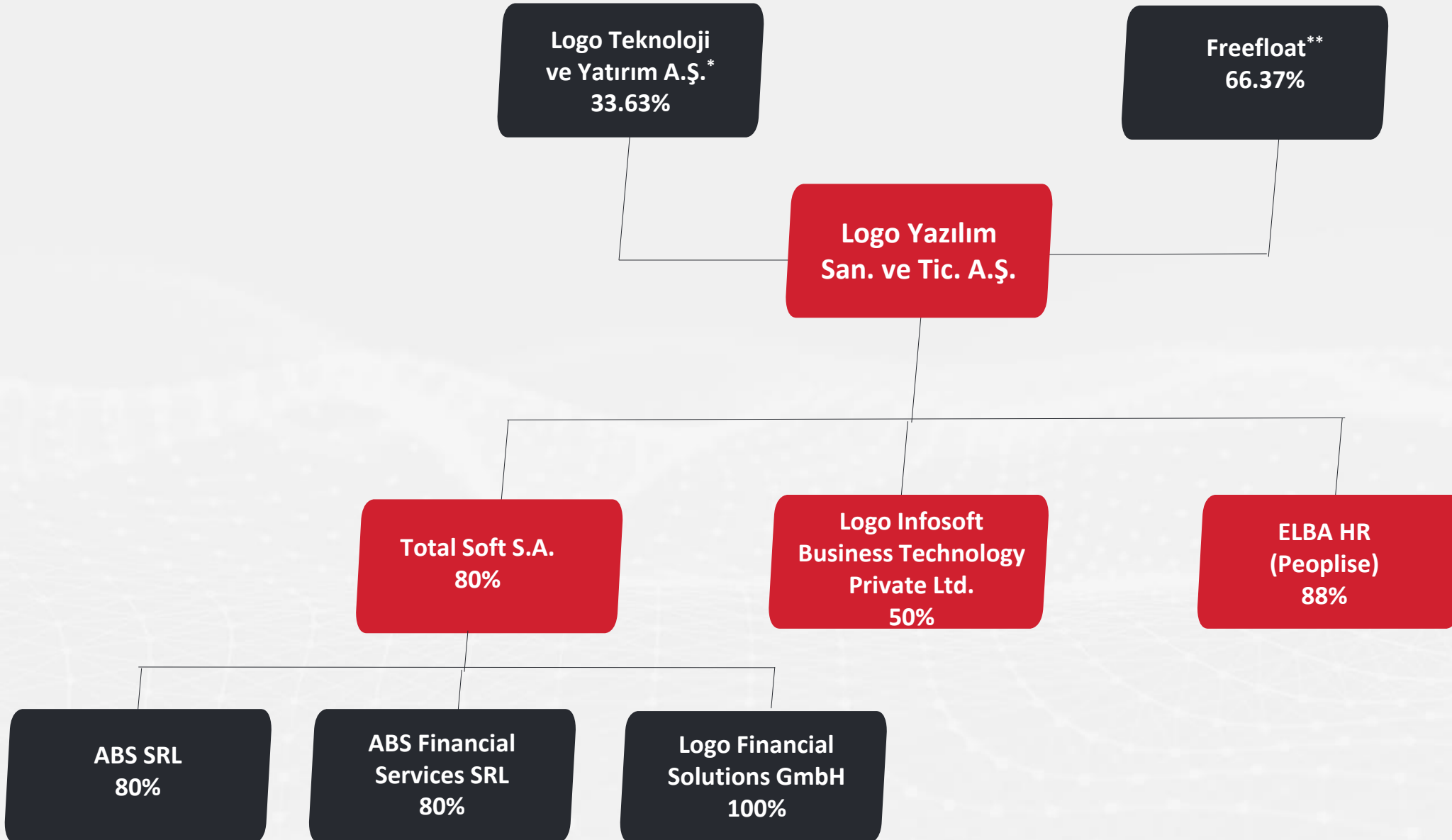
International expansion in emerging markets



Most valuable IT brand*



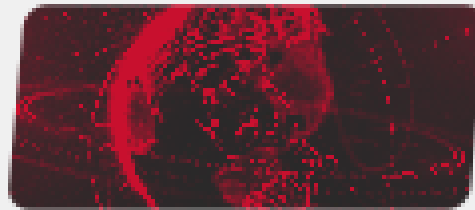
Shareholder structure



* 32,32% belongs to M. Tuğrul Tekbulut. Other; 1,31%.

** Includes the treasury shares of 3,61%.

Logo milestones



1980s-1990s

- ✓ 1984; establishment
- ✓ Enterprise Applications-DOS
- ✓ Enterprise Applications-Windows
- ✓ Logo ERP



2000s

- ✓ 2000; First-ever software company IPO in Turkey
- ✓ Software Development Center @ Gebze
- ✓ Competitive java-based product
- ✓ R&D leadership in software market
- ✓ Market leadership in terms of number of customers and users



2010s

- ✓ Local acquisitions; Coretech (2011), Netsis (2013), WorldBI (LogoBI, 2011), Intermat (CRM, 2015), Sempa (SCM, 2015), Vardar (Document Management, 2015)
- ✓ International acquisitions; Total Soft (Romania, 2016), ABS (Romania, 2018)
- ✓ Joint Venture in India (2016)
- ✓ Private Equity investment (2013) and exit (2016-2019)
- ✓ FMO to institutional investors increasing free float (2016)
- ✓ Establishment of Logo Ventures
- ✓ Turquality® inclusion

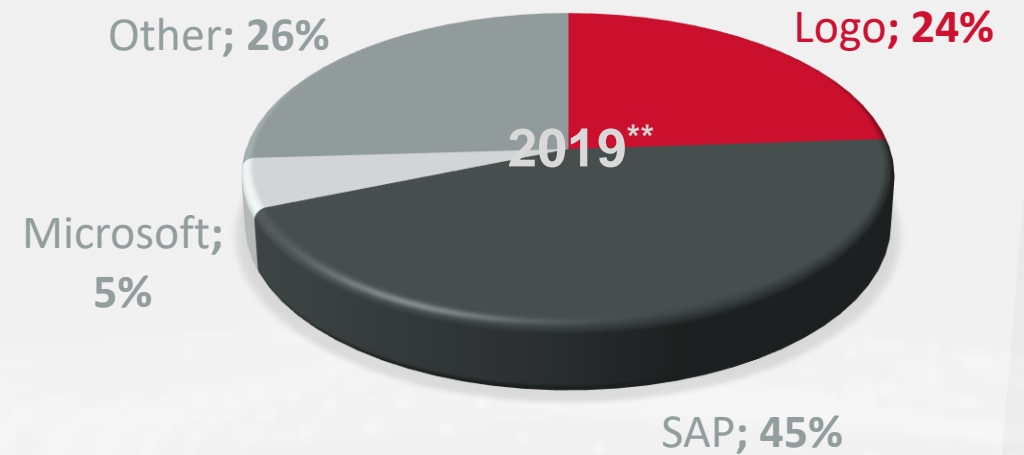
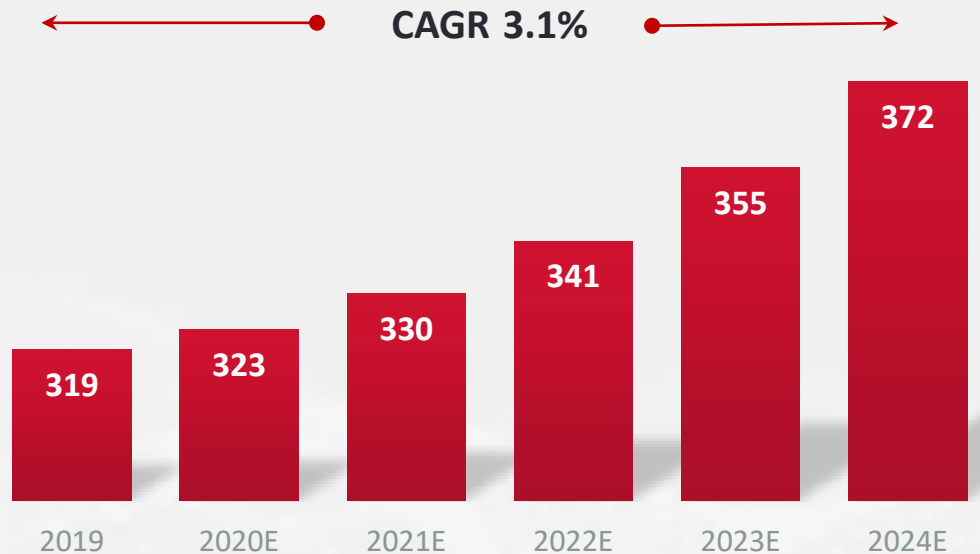


2020s

- ✓ Specialized acquisitions; Peoplise (Elba HR, 2020), Nexia (Romania, 2020)
- ✓ Establishment of Logo Ventures II

Turkish EAS market and Logo market share

Turkish EAS market growth expectation* (\$mn)



SMEs lead software market growth



Government push for digitalisation



Lower ERP penetration compared to EU



Enterprise cloud adoption will be on the rise and big data will be one of the fastest growing fields



Potential pricing upside



Digitalization becoming more of an obligation than choice post Covid

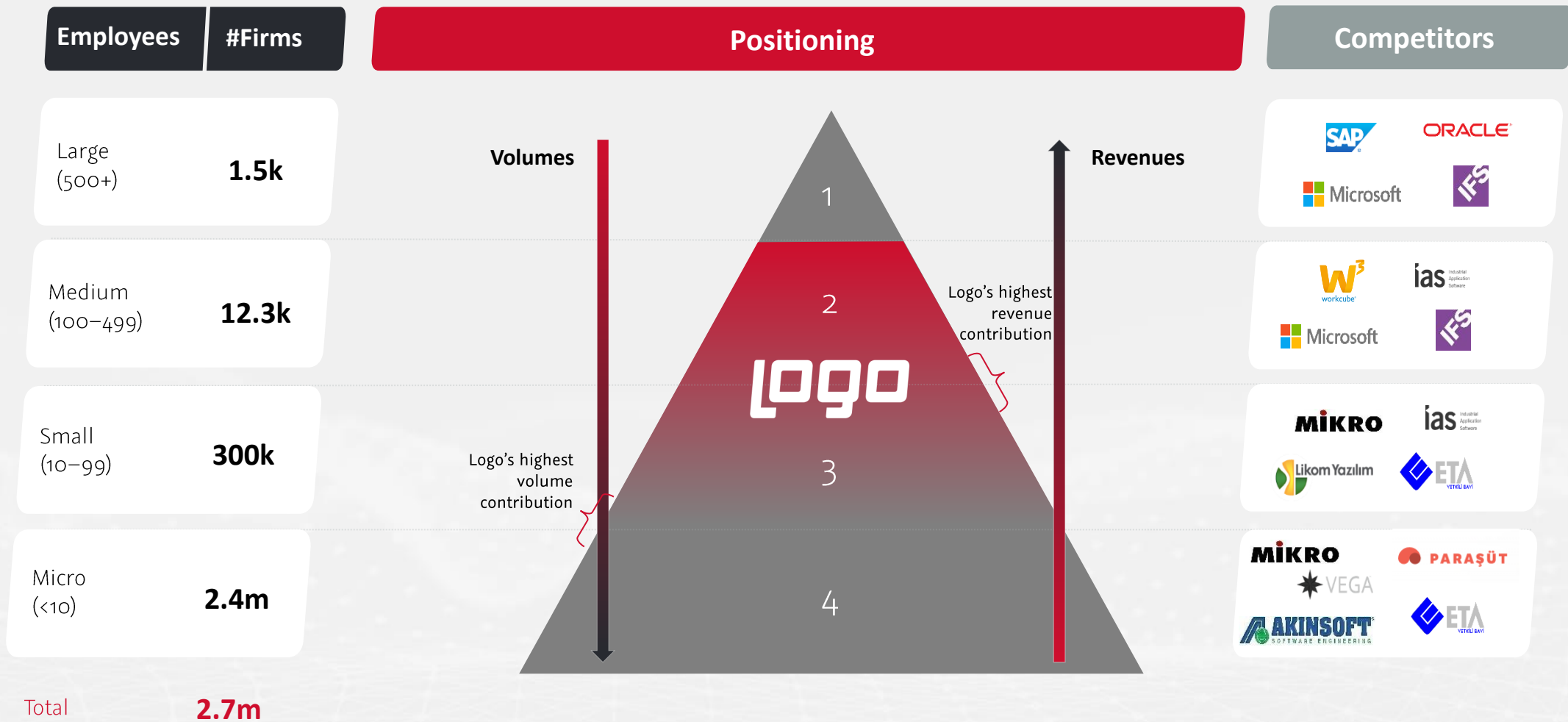
Extensive product suite



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Logo Turkey's product portfolio from micro to large corporates

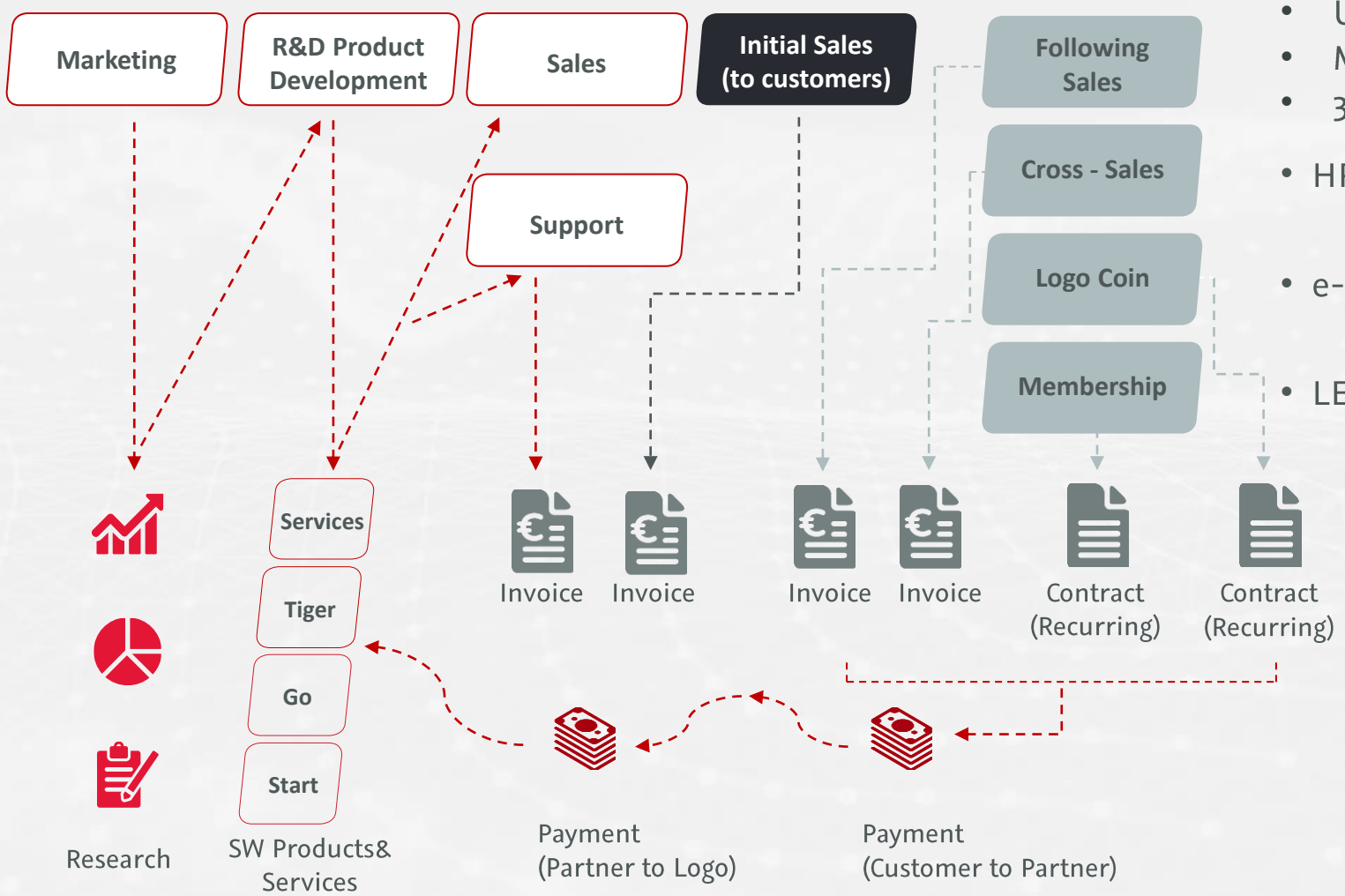
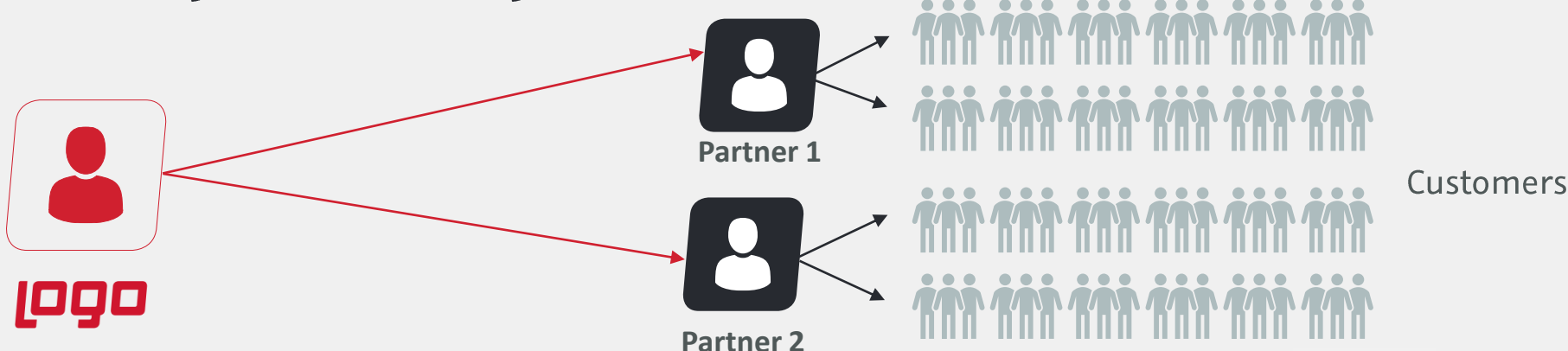


- 1**
- Higher presence of large incumbents that do not have SME tailored products
 - Low volume, high penetration region

- 2-3**
- Market leadership with highest number of customers in Turkey
 - Tailored SME products with local know-how

- 4**
- High growth potential area
 - Next largest competitor is a local Turkish player with c. 1/5th of Logo's market share by revenue

Logo Turkey sales cycle



- User increments
- Modules
- 3rd party
- HR / CRM / BI / WMS / BPM
- e-Services (e-invoices etc.)
- LEM



Competitive advantages of Logo Turkey

1

Robust product suite

- Best suited to local market legislations and business practices
- Lower total cost of ownership
- Attractive price point, simple maintenance and easy implementation
- Best-in-class technology and adaptive to trends

2

Extensive distribution network

- Large network of 800+ BPs and c. 5,000 sales and implementation team members
- All BPs exclusively sell Logo software products creating high barriers of entry
- 50% of BPs have tenure longer than 10 years
- No BP with over 1-2% of sales

3

Strong brand

- Trusted brand with > 35yrs of presence
- Positive perception of Logo products across the board
- Upsell opportunities to large passive customer base of c. 100k
- Strong advocates of Logo products

Appeals to customer base

Rapid growth in total & recurring revenues

Increased opportunity to cross-sell

Low churn

Economies of scale

Major recurring revenue streams of Logo Turkey

LEM – Logo Enterprise Membership

Pay as you go – Logo coins



License
maintenance



3,996
new features
added in 2021

Market
leader in
e-government
solutions



95,000
Customers

28%
Revenue
CAGR in
2016-2021

 Version
releases
 New features
 Regulatory
changes


e-invoice
e-archive
e-ledger
e-dispatch

56%
Logo coin
revenue
CAGR in
2016-2021

30%
share in
recurring
revenues in
2021

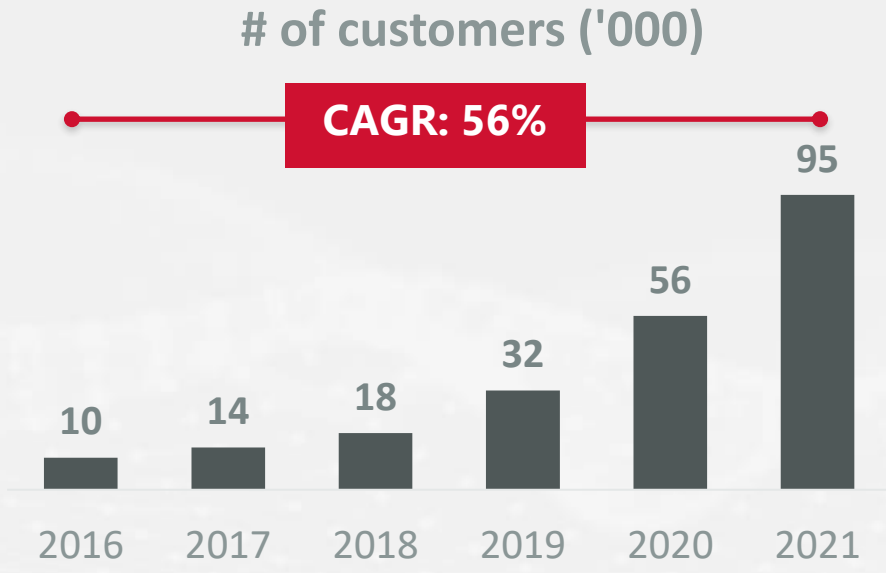

7 version
releases in
2021

37%
share in
recurring
revenues in
2021

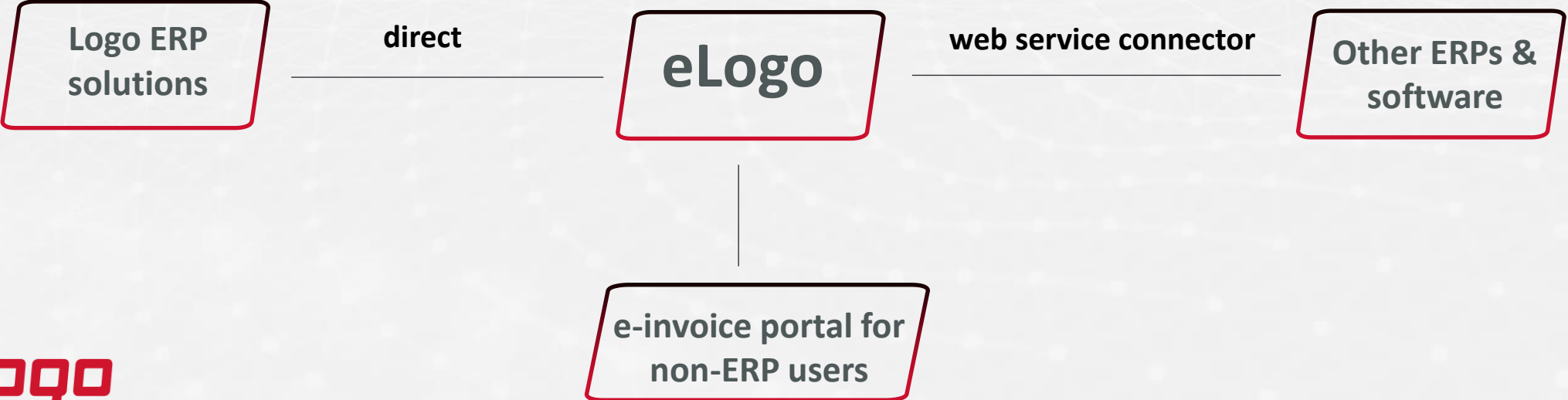
39%
increase in
coin sales
in 2021

eLogo: e-services platform and leader in digital transformation

Market leader in e-government solutions; e-invoice, e-archive, e-ledger, e-dispatch with 95K customers



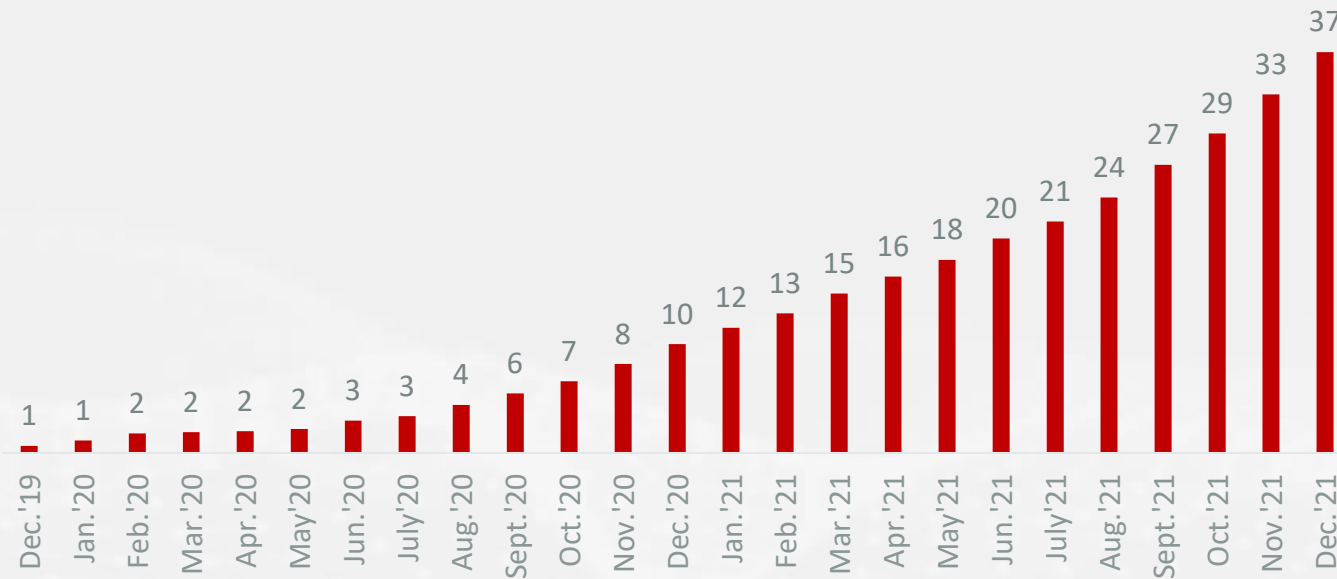
- ✓ High-quality customer service in addition to superior tech infrastructure differentiates eLogo in a very competitive market
- ✓ Recurring revenues (coins) make up 89% of e-service division's invoiced revenues in 2021, and the remaining 11% is one-time revenues and comprises of module and other sales
- ✓ 56% coin revenue CAGR between 2016-2021
- ✓ Coin revenues has a 37% share in consolidated recurring revenues in 2021



Logo İşbaşı: SaaS solution for MicroSME digitalization

Offering *basic accounting software and e-invoicing services*

of users ('000)



User growth:
269% y/y

ARPU*: 326 TL

LTV/CAC**: 28

Competitive advantages:

- ✓ Quick and **easy upgradability** to a larger ERP solution
- ✓ Logo as the **leading e-invoice provider** of Turkey, differentiates itself with **high service quality**
- ✓ **Value creation on digital platform**: connecting revenue administration, financial institutions, customers, trade partners and e-commerce sites

- Strong brand-name
 - Strategic partnerships
 - Key account management
- } → high LTV/CAC



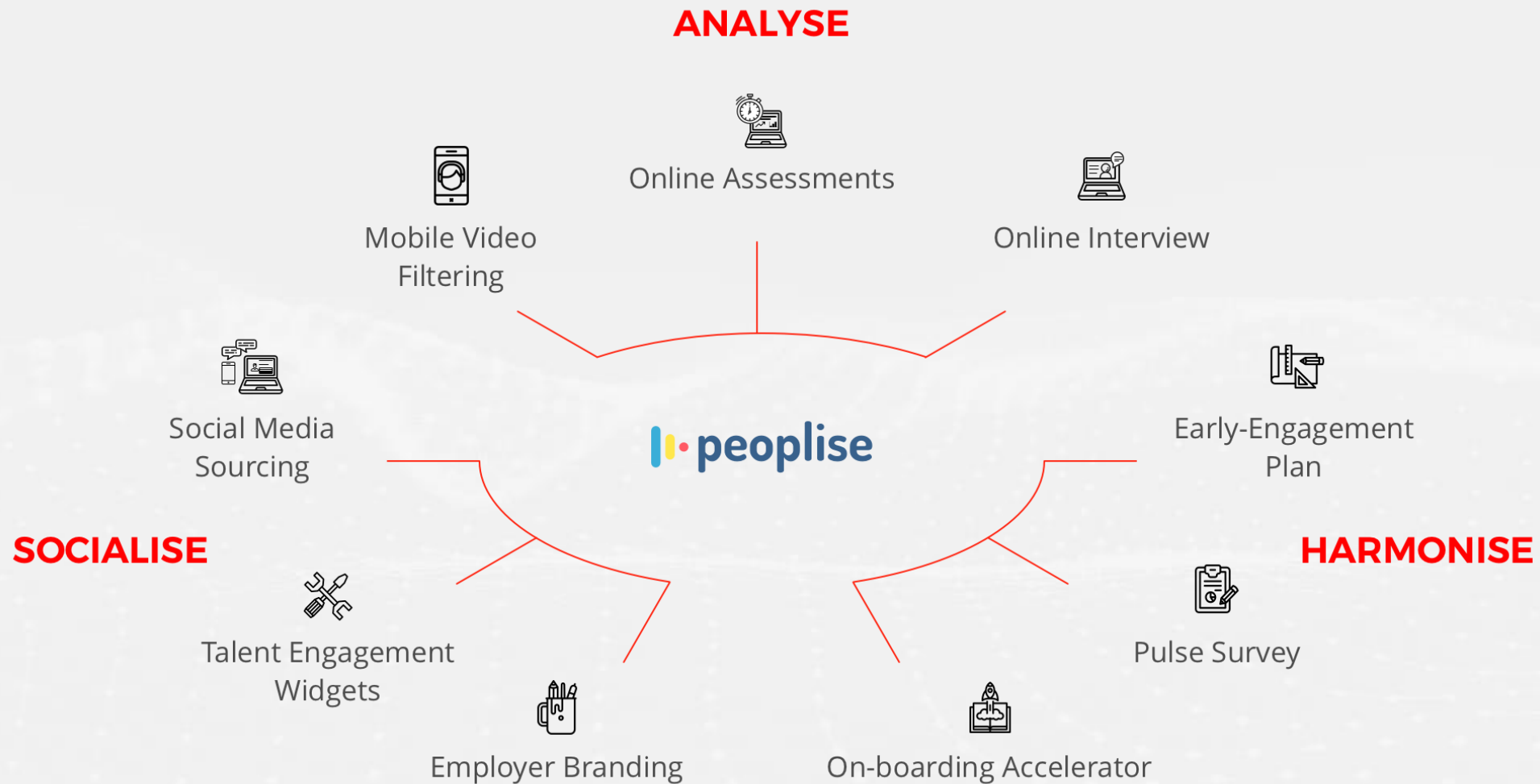
*ARPU (Average revenue per user) is based on total invoiced revenues (LTM) and average # of users (LTM).

**LTV/CAC: Lifetime value/Customer acquisition cost

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Peoplise: next generation talent acquisition

SaaS solution for recruitment, on-boarding and talent engagement needs of enterprises



Research and Development

Meeting new user generation's expectations & Customer centric design

Evolving from content richness approach to usability and accessibility approach

Mobile and web usage

Compliance with e-gov't processes



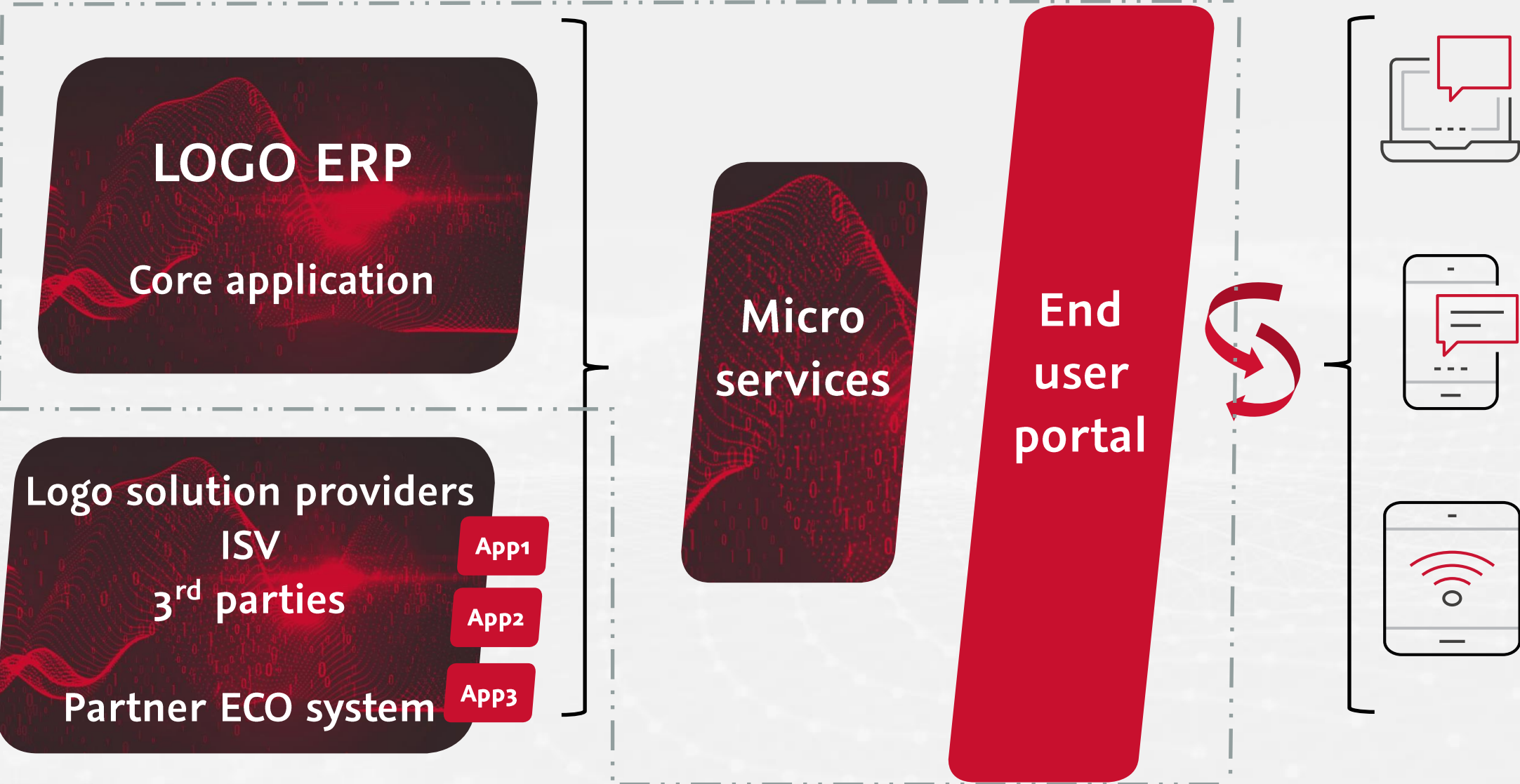
Machine Learning enabled documentation and i18n

aPaas for ERP Services

All products with the same design approach, and on one platform

Logo Cloud Portal

Software ecosystem on cloud infrastructure; enabling all Logo business partners and solutions partners to develop products that work in sync with core ERP



Micro services include data, menu, management, notification, reporting, monitoring, measurement, log, billing services etc.



Logo Total Soft - Romania



25 years of experience



Over 800 clients



Expertise in business application software development & implementation across various industries

Competitive advantages of Logo Total Soft

1 Robust product suite & superior service quality

- Charisma Business Suite; core being ERP and Human Capital Management (HCM)
- Focus on 8 verticals at the second layer; Financial Services, Healthcare and Agriculture standing out
- Innovation and technology present in all product and services

2 Strong brand

- Trusted brand with >25 yrs of presence
- 1st place in Romanian ERP providers
- Human Capital and Healthcare solutions expanded through CEE
- One of Top 10 Global Leasing and Credit solutions
- Member Firm of Global Retail Consulting, Ebeltoft

3 Project management know-how

- Development of best of breed solutions together w/ vertical leaders
- Project implementation experience in 35 countries
- Know-how, innovation and project management capabilities strengthened with ABS acquisition in 2018
- High-quality developers dedicated to project development

Appeals to medium and large sized local and international client base

Well-positioned to increase international sales

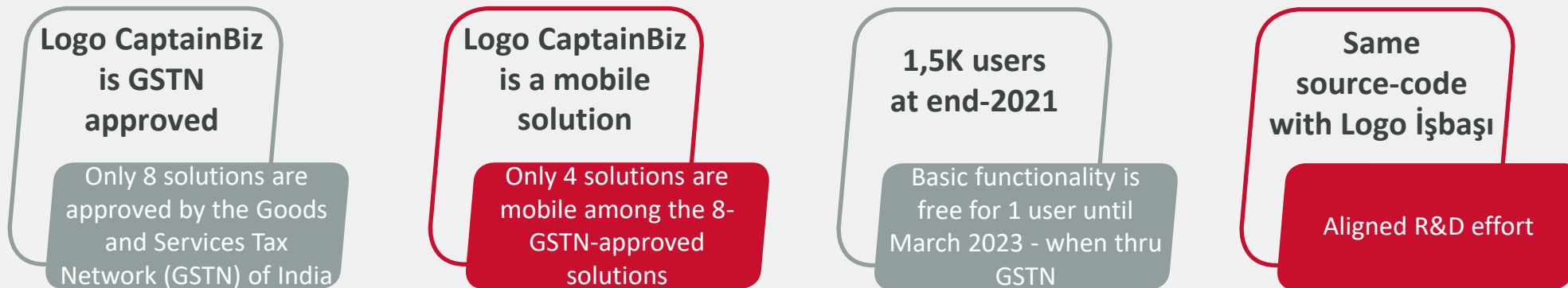
Client centric organization and business model

Competitive positioning in home market

Sustainable competitive advantages in multiple verticals

MicroSME digitalization - India

CaptainBiz: pre-accounting and e-invoicing services with in-built GSTN compliance



- ✓ SaaS solution **Logo CaptainBiz**; final product with enhanced features rebranded and launched in 2020
- ✓ Ready-to-use software combined with user-friendly design and mobile accessibility offers an effortless digitalization experience for micro SMEs
- ✓ Total **investment** by Logo as of 2021 is **\$5 million** since JV's foundation at end-2016;
 - \$1.00 mn equity
 - \$4.00 mn long-term equity convertible

ESG in numbers



1,315

Employees



43%

Women
employees



50%

Women in
executive
management



35

Average age
of employees



27%

R&D spending/
invoiced
revenues



50%

of Board is
independent



9.28/10

Corporate
Governance
Rating



100%

of e-waste
recycled in TR



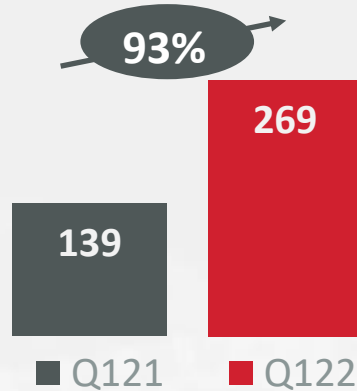
LOGO

Q1 2022 results

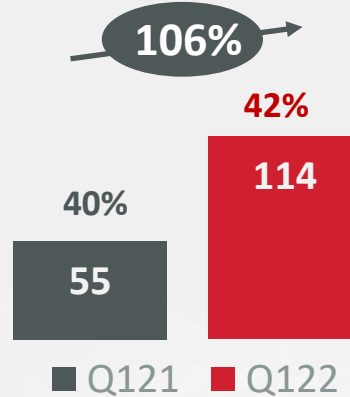
Outstanding performance in Q122

Consolidated

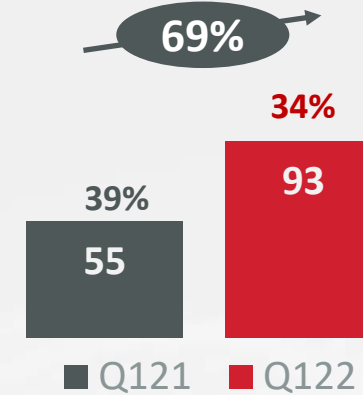
Revenues (TL mn)



EBITDA (TL mn)



Net Income (TL mn)

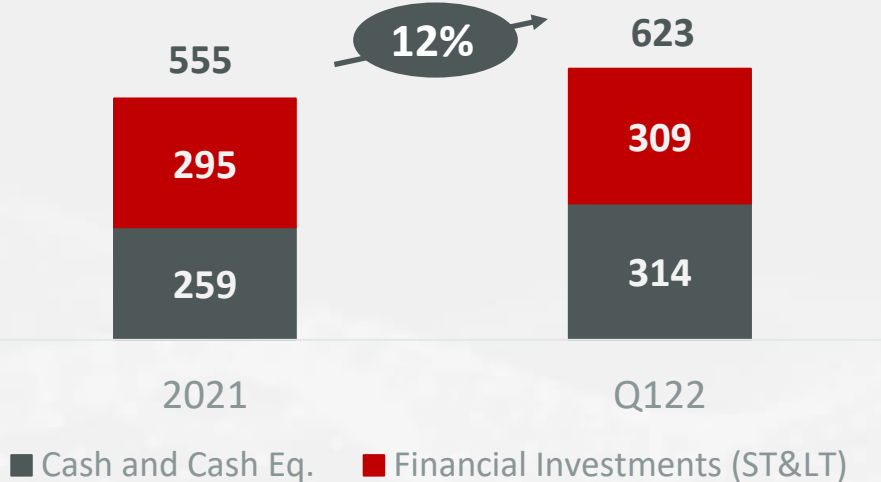


- Strong start to year 2022, with **solid revenue growth** and **improved operational profitability** despite macro uncertainties
- **Recurring revenues** were **61%** of invoiced sales with growth in all categories
- **In Turkey**; revenues grew **by 91%** with increased spending from existing customers, and healthy new customer acquisitions;
 - Logo Turkey's **new customer additions** in ERP segment grew by **30% y/y**
 - e-services' **new customer additions** grew by **87% y/y**
 - MicroSME SaaS solution **İşbaşı's** users reached **44 thousand** with **202% growth y/y**
 - **Peoplise** active customers up by 54% y/y reaching **134** at end-Q122
- **Romania**; strong sales **growth** and **profitability** continued in Q122
- **India**; reviewed marketing strategy of microSME SaaS solution **CaptainBiz** to ensure customer traction

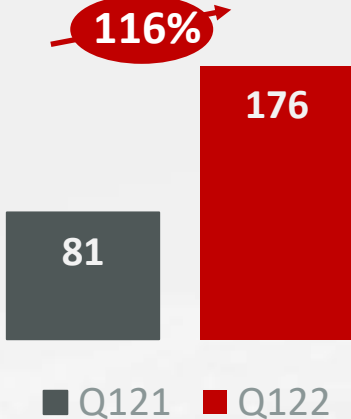
Effective financial management

Consolidated

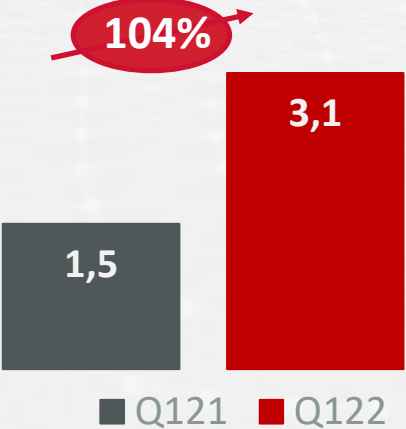
Cash and Financial Investments (TL mn)



Strong FCF – LTM (TL mn)



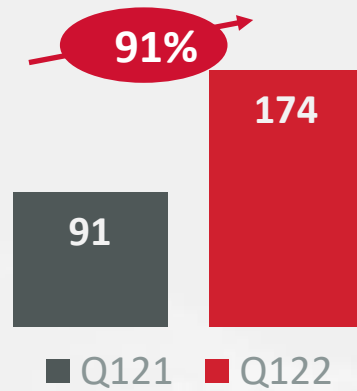
EPS* growth



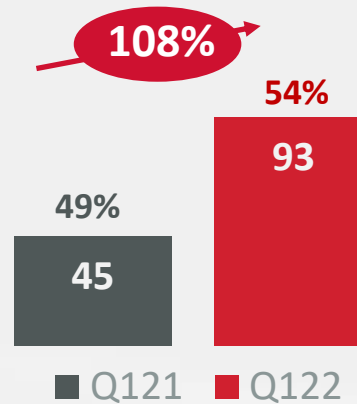
*Adjusted by 3.61% treasury shares (Q121: 3.48%)

Solid performance in Turkey

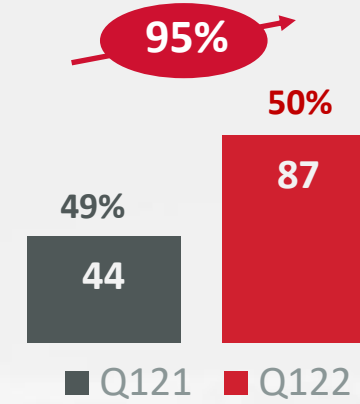
Logo Turkey-Revenues (TL mn)



Logo Turkey-EBITDA (TL mn)



Logo Turkey-Net Income (TL mn)

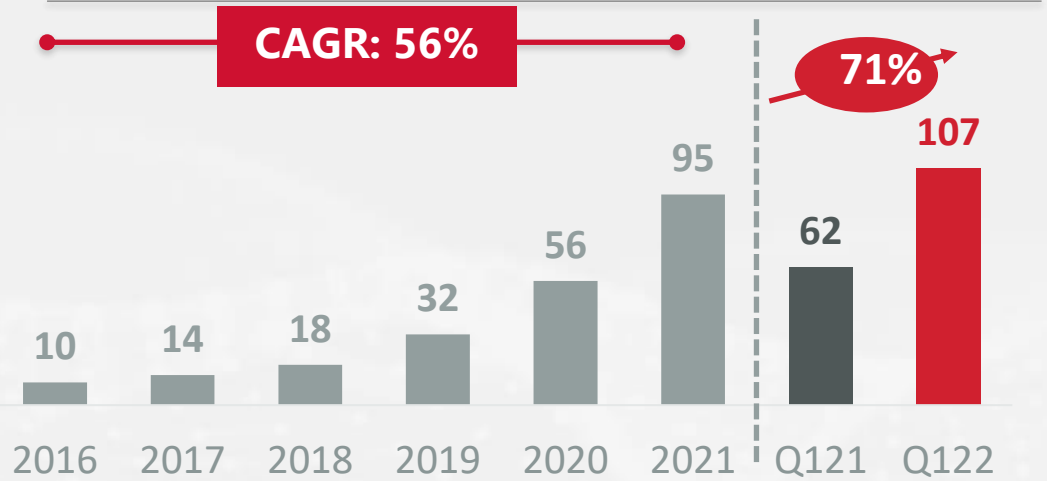


- **Revenues** grew by 91% with increased spending from existing customers and healthy new customer acquisitions
- **EBITDA** grew by 108% with margin reaching 54% due to controlled expenditures in Q1
- **Net income** increased by 95% with 50% margin

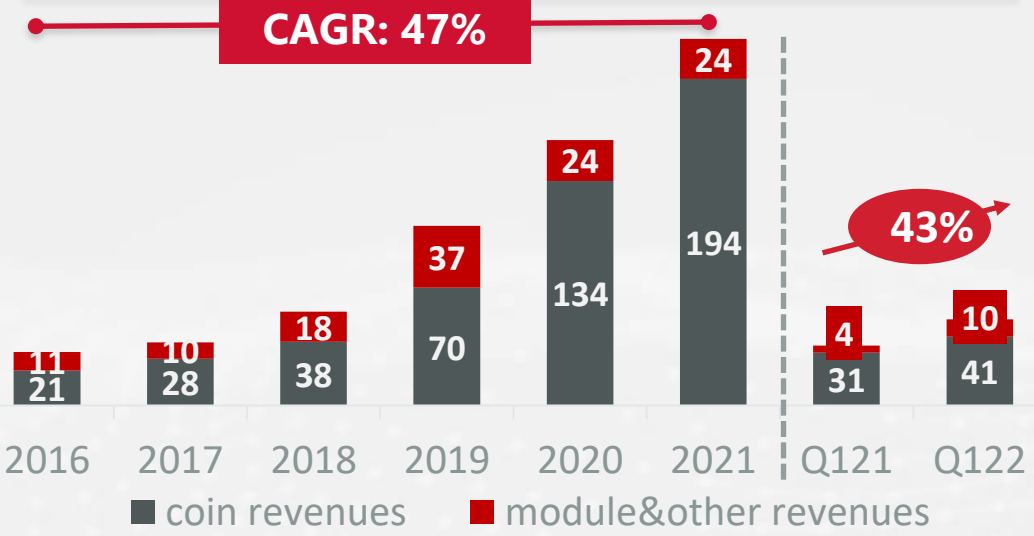
eLogo: e-services platform and leader in digital transformation

Market leader in e-government solutions; e-invoice, e-archive, e-ledger, e-dispatch with 107K customers

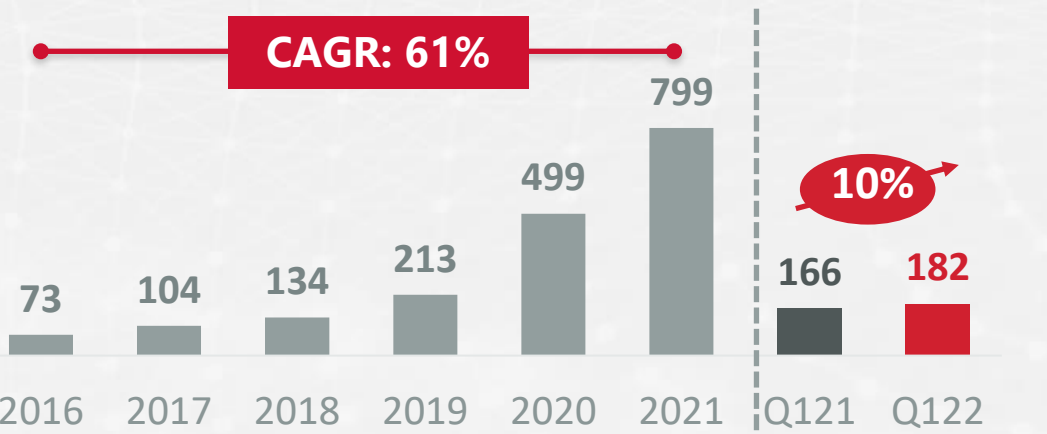
of customers ('000)



eLogo invoiced revenues (TL mn)



coin usage (mn)



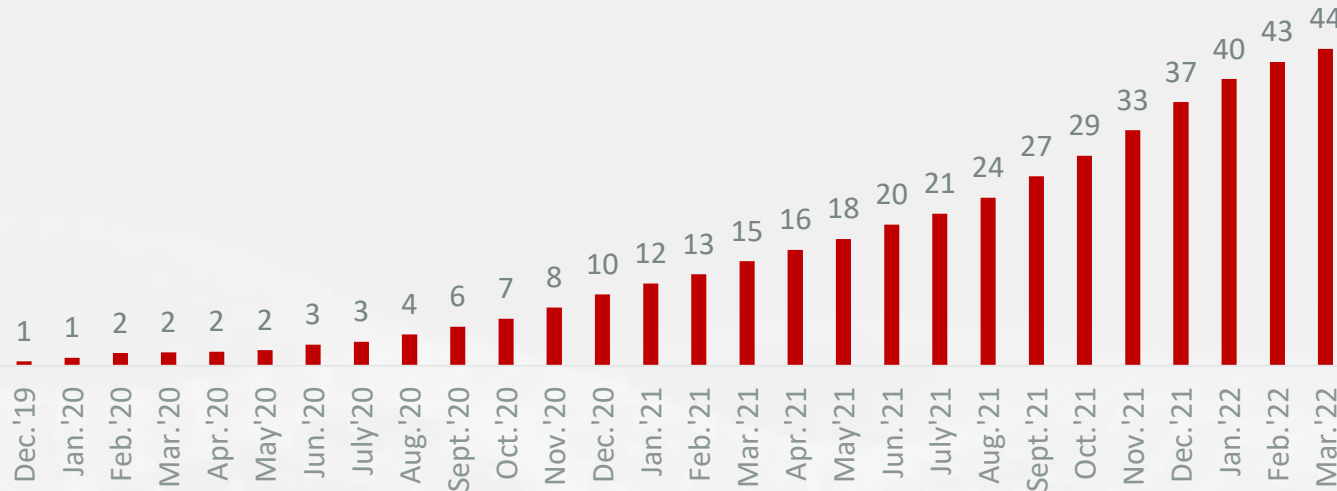
- ✓ New customer additions increased by 87% y/y
- ✓ Coin revenues comprises 80% of eLogo's invoiced revenues in Q122 signaling strong recurring revenue growth potential going forward



Logo İşbaşı: SaaS solution for MicroSME digitalization

Offering *basic accounting software and e-invoicing services*

of users ('000)



User growth:
202% y/y

ARPU*: 334 TL

LTV/CAC**: 26

Competitive advantages:

- ✓ Logo as the **leading e-invoice provider** of Turkey, differentiates itself with **high service quality**
- ✓ **Value creation on digital platform:** connecting revenue administration, financial institutions, customers, trade partners and e-commerce sites
- ✓ Quick and **easy upgradability** to a larger ERP solution

- Strong brand-name
 - Strategic partnerships
 - Key account management
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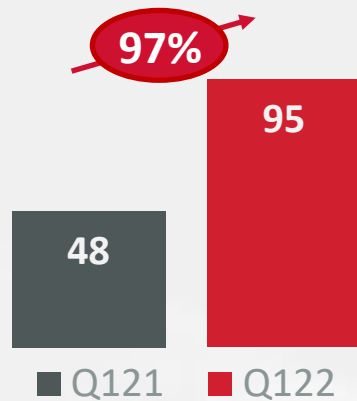
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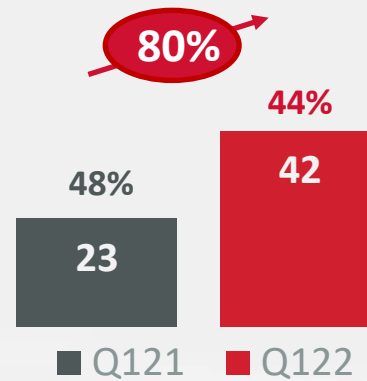
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Strong performance at Total Soft

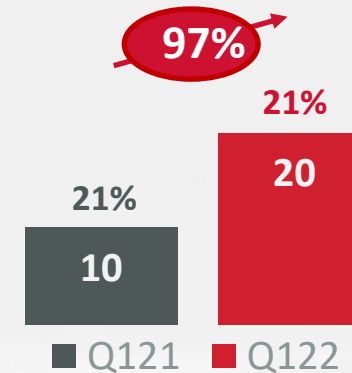
Total Soft-Revenues (TL mn)



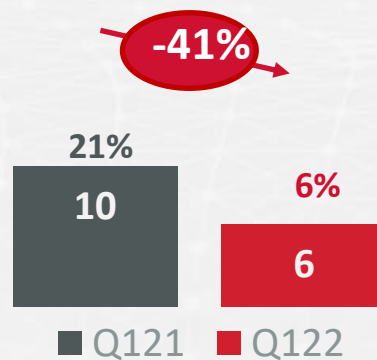
Total Soft-Gross profit (TL mn)



Total Soft-EBITDA (TL mn)



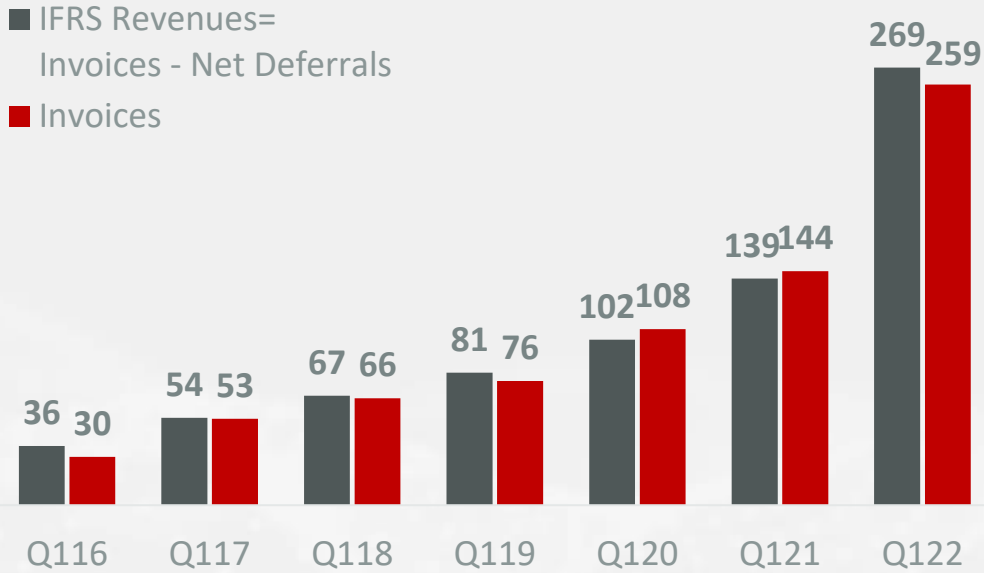
Total Soft-Net Income (TL mn)



- **Revenues** grew by 97% y/y and revenue growth in Euros was 12% y/y
- Gross profit is up by 80% yielding a 44% gross margin
- **EBITDA** went up by 97%, yielding 21% margin
- Q122 **net income margin** was 6%. Q121 offers a high-base with 9,2 TL mn one-off income in relation to the payment received as per the share purchase agreement dated September 2nd, 2016.

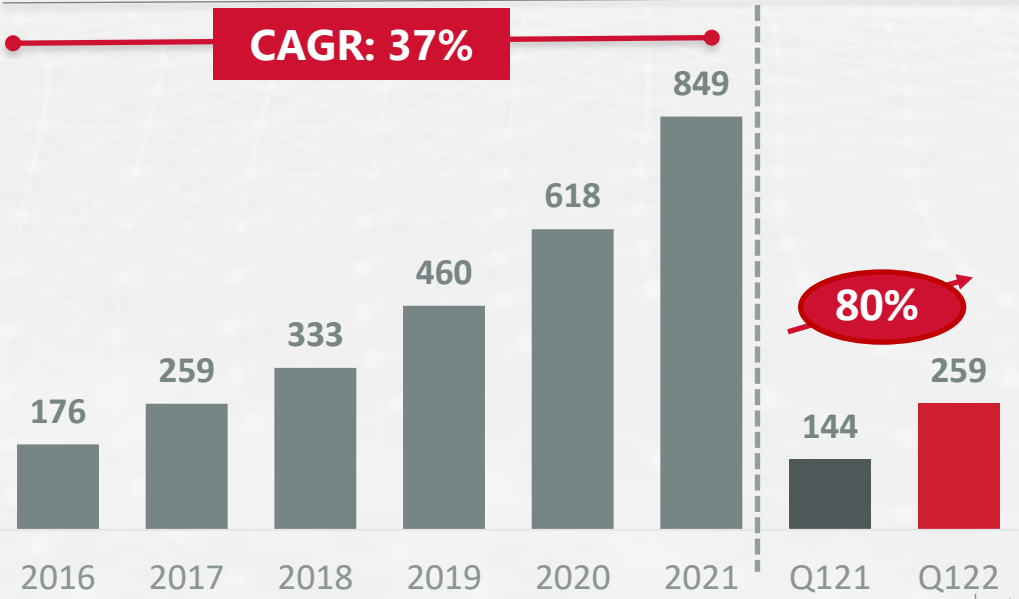
Invoiced Revenue vs IFRS Revenue (Consolidated)

First Quarter Invoices & IFRS Revenues (TL mn)



- Q1 sales invoice growth was 80% y/y
- IFRS Revenue growth was 93%y/y in Q1

Invoiced Revenues (TL mn)

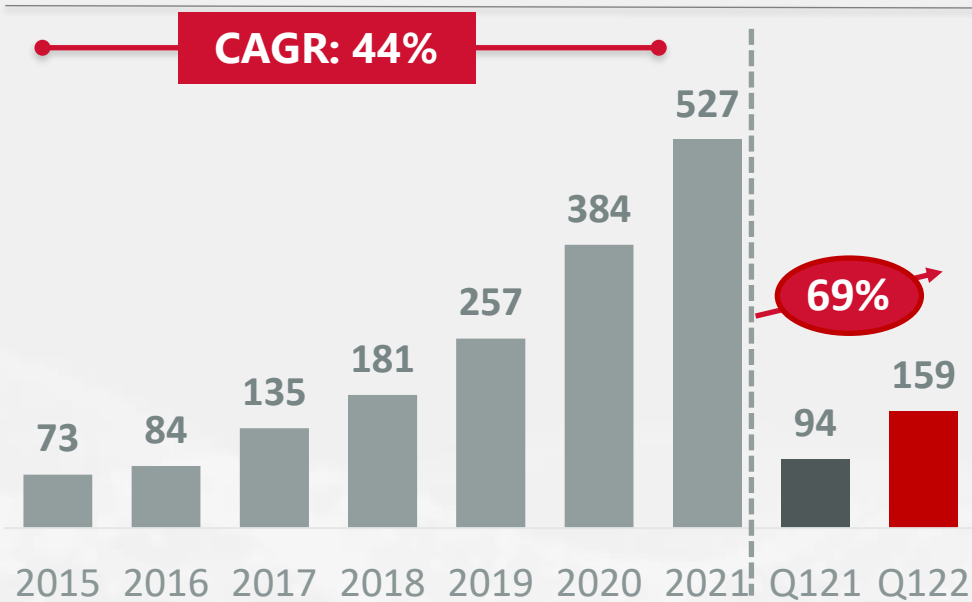


- In Turkey, invoiced revenue was 156 TL mn with 68% increase
- Total Soft's invoiced revenue increased by 102% and reached 102.8 TL mn
- Recurring revenues make up 61% of invoices



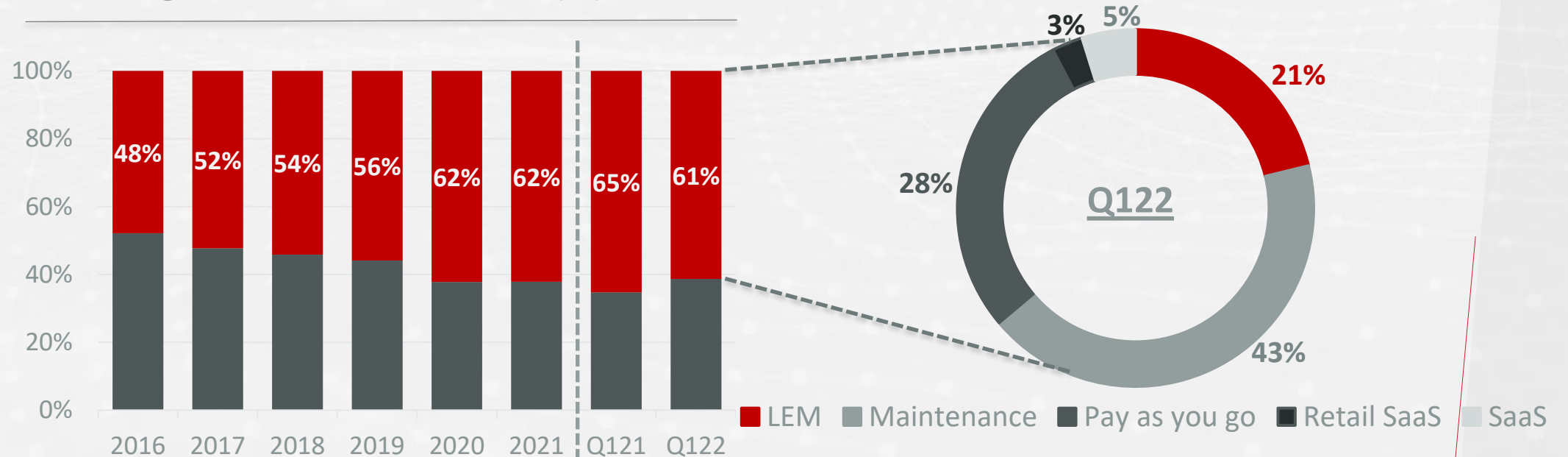
Recurring Revenue Growth Ensuring Predictability

Consolidated Recurring Invoices (TL mn)



- LEM revenues increased by 72% y/y
- Pay as you go revenues grew by 37% y/y
- Maintenance revenues increased by 89% y/y
- Retail SaaS revenues grew by 80% y/y
- SaaS revenues increased by 155% y/y,
- Retail SaaS and SaaS revenues make up 8% of recurring revenues in Q122 compared to 6% in Q121

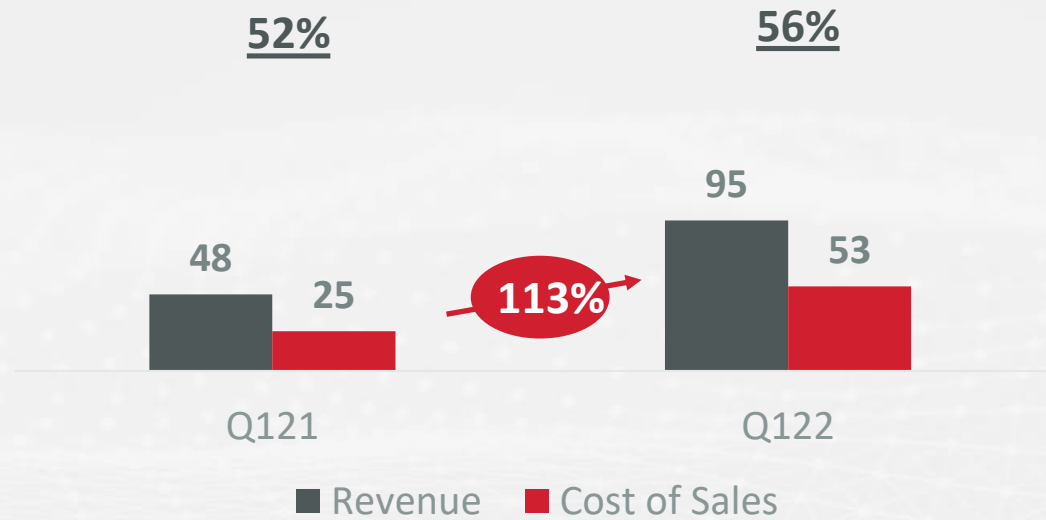
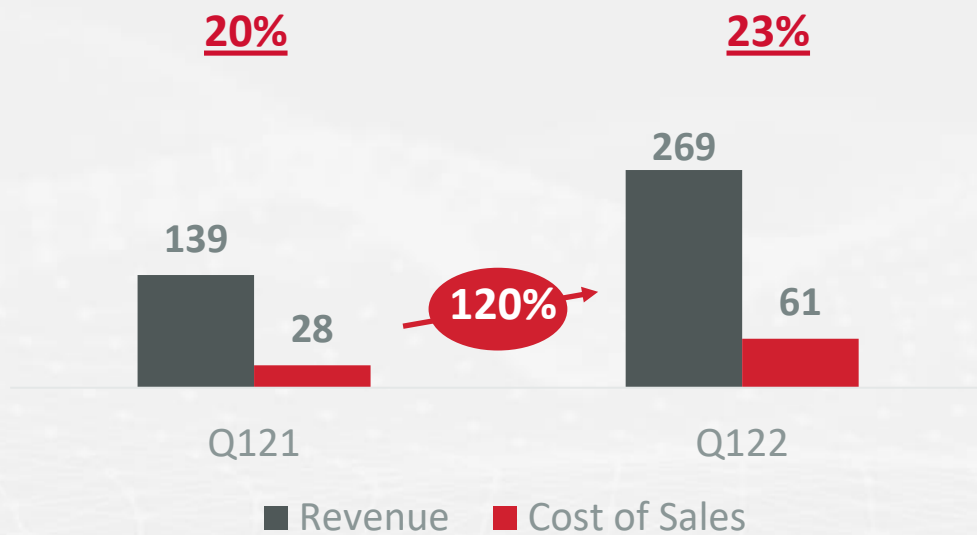
Recurring Invoices/Total Invoices (%)



Cost of Sales

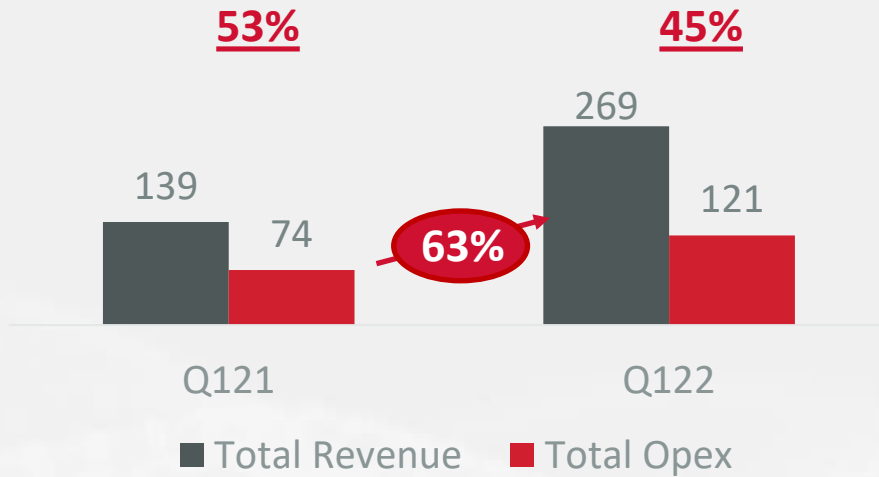
Consolidated (TL mn) – As % of IFRS Revenue

Total Soft (TL mn) – As % of IFRS Revenue

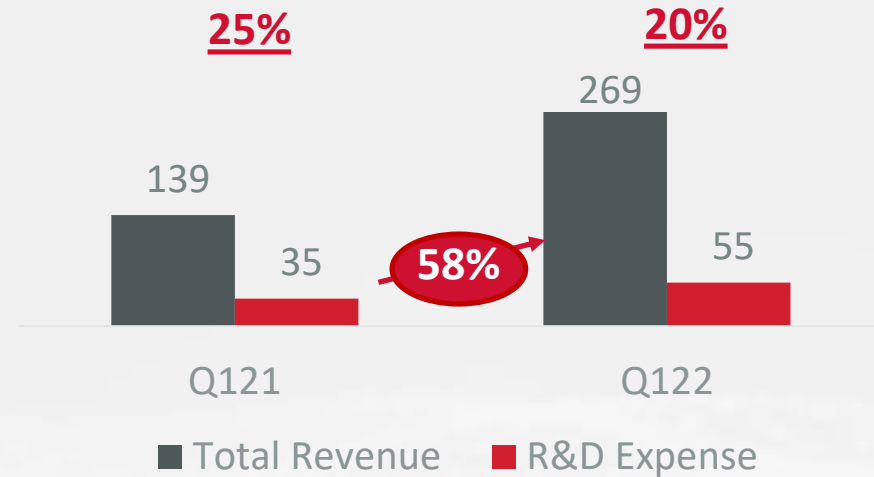


Operating Expenses

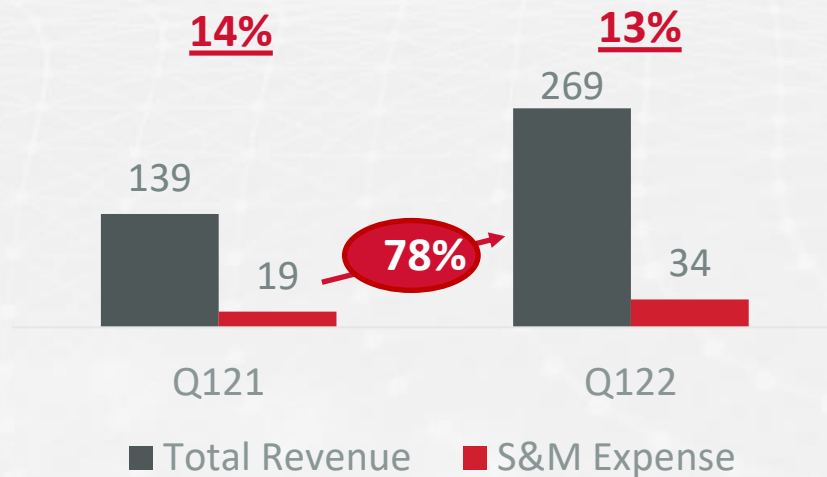
OpEx (TL mn) – As % of IFRS Revenue



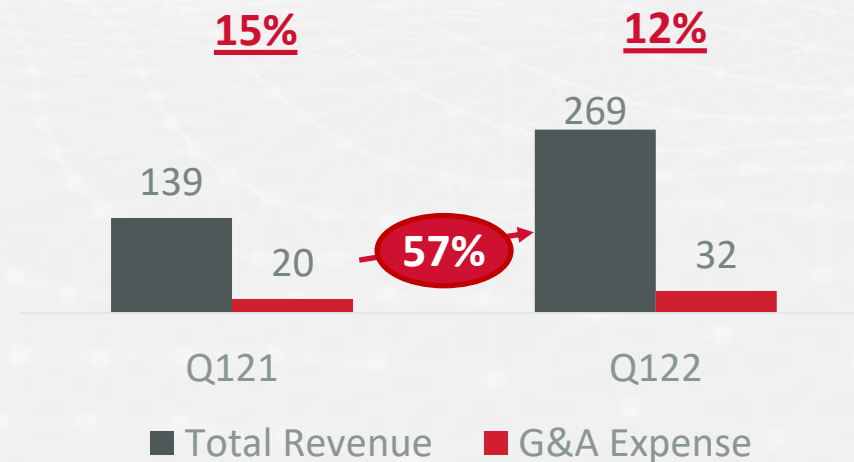
R&D Expenses (TL mn) – As % of IFRS Revenue



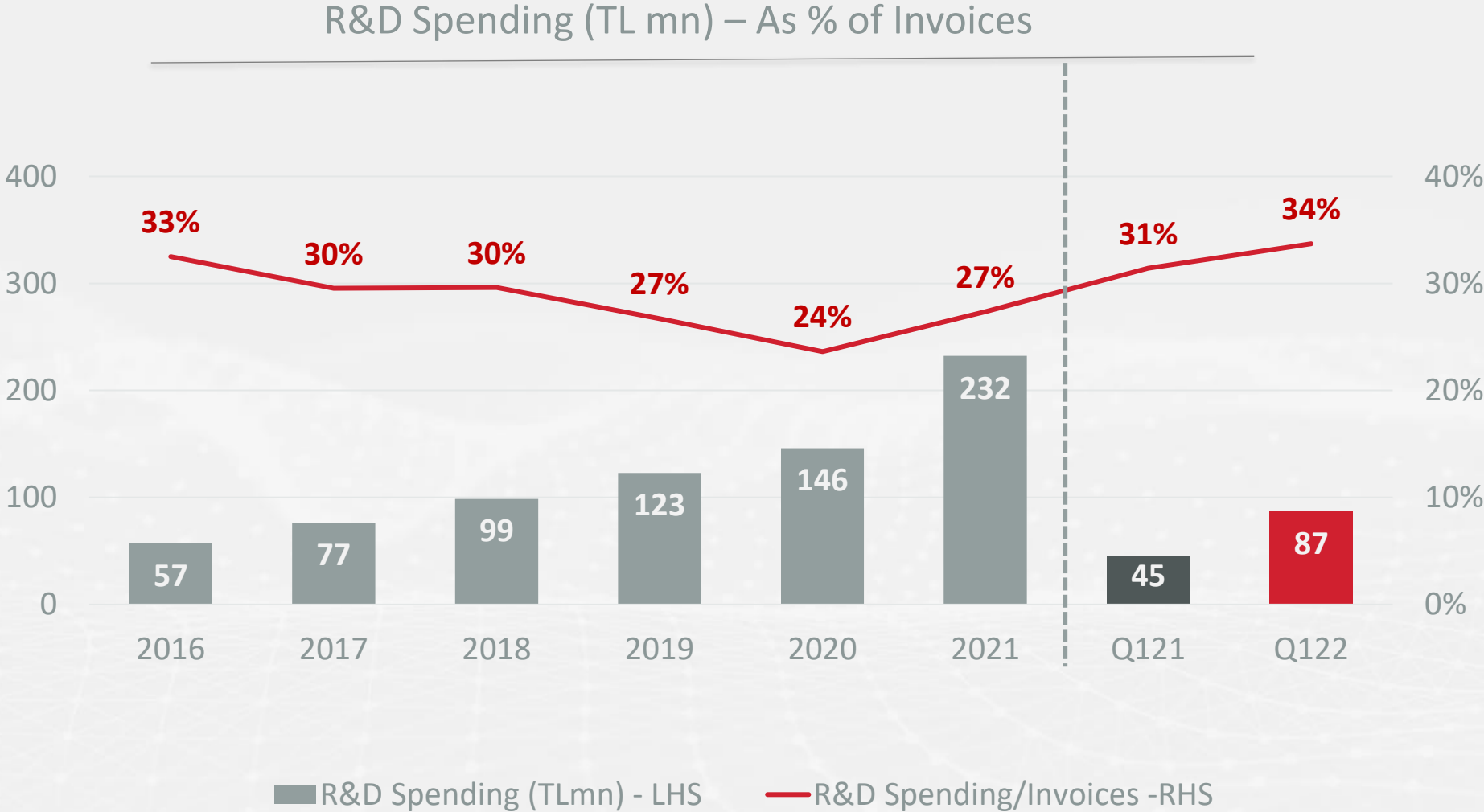
S&M (TL mn) – As % of IFRS Revenue



G&A (TL mn) – As % of IFRS Revenue



Dedicated Investment in Technology



Strong Balance Sheet

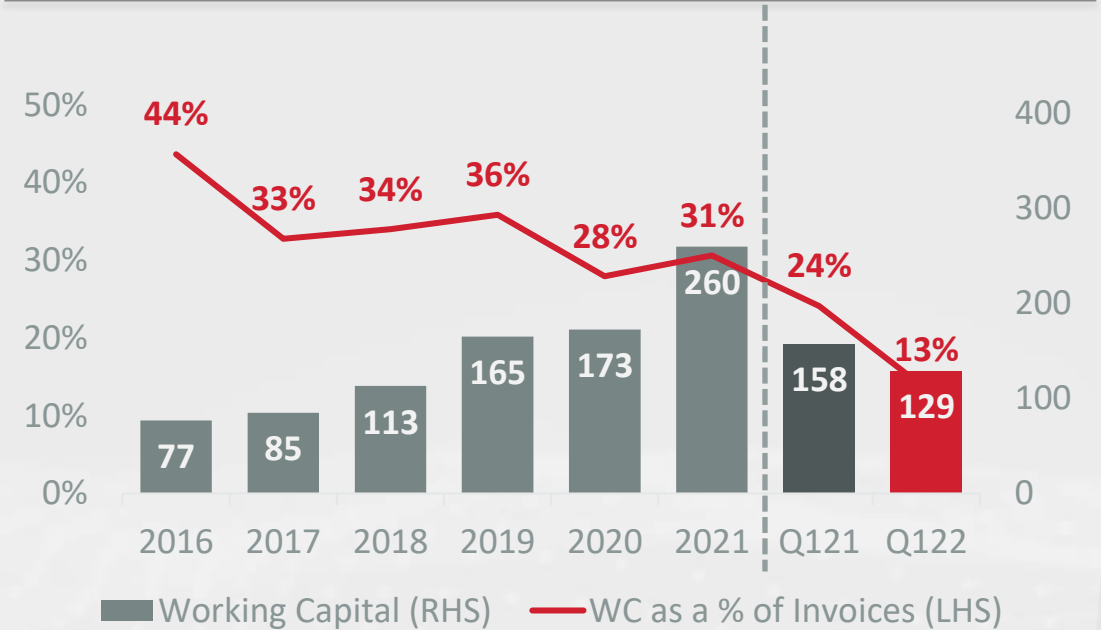
Balance Sheet Highlights (TL mn)

	2021	Q122	Δ
Cash & Cash Eq.	259,4	313,8	21%
Trade Receivables	332,8	189,3	-43%
Tangible Assets	21,0	22,3	6%
Intangible Assets*	759,2	836,5	10%
Other Assets	435,1	474,8	9%
Total Assets	1.807,5	1.836,8	2%
Total Liabilities	974,0	902,4	-7%
Total Shareholders' Equity	833,5	934,4	12%
Total Liabilities and Equity	1.807,5	1.836,8	2%
Shareholders Equity Ratio	0,46	0,51	10%
Current Ratio	1,07	1,13	6%
EPS**	2,73	3,14	15%

* Includes goodwill

** Adjusted by 3.61% treasury shares (2021: 3.22%)

Working Capital (TL mn)



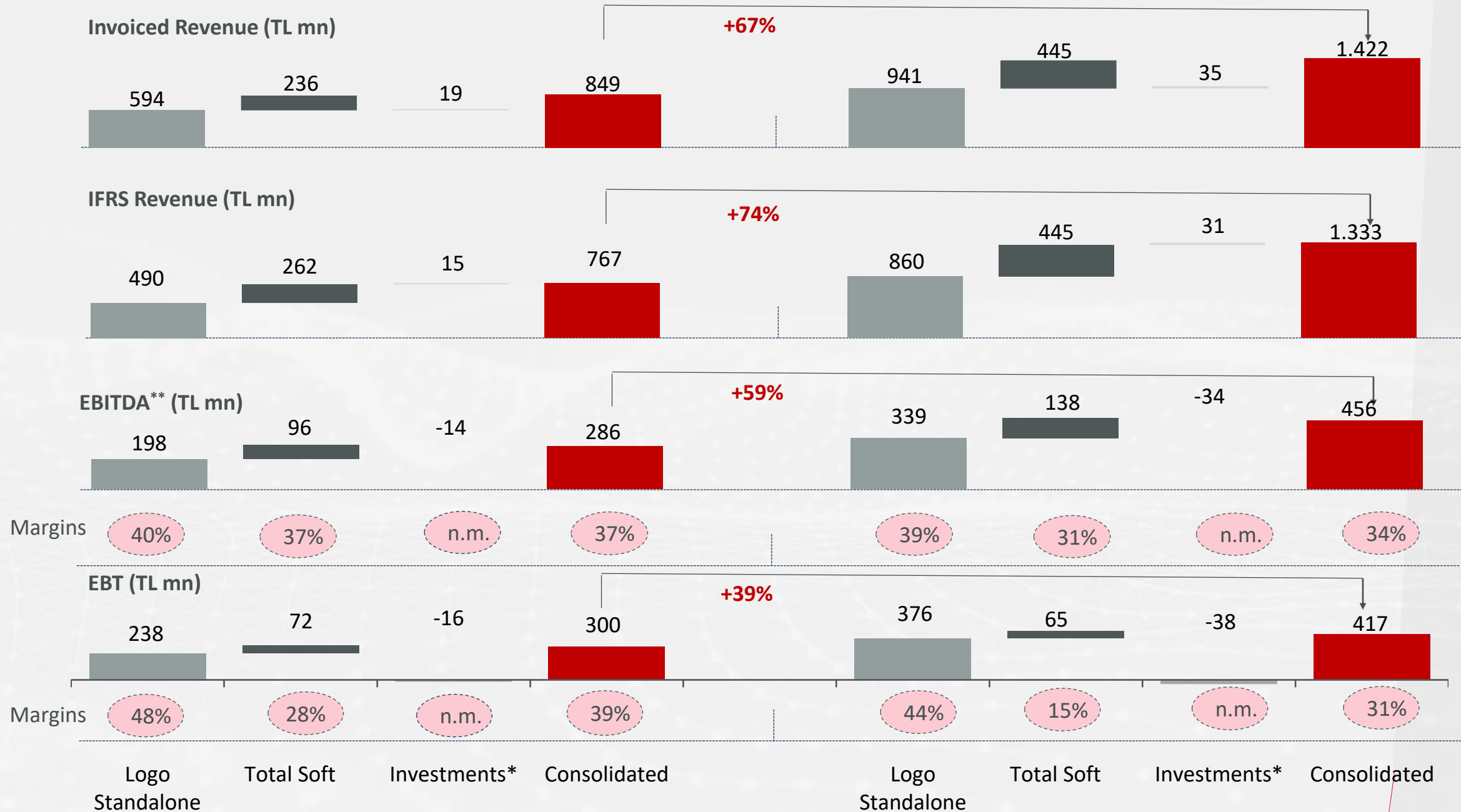
Working capital: Trade receivables + Inventories – Trade payables
WC/Invoices figures are based on 12-mnth trailing invoices

- **Net cash is 237.4 TL mn at end-Q122** (excluding 20.3 TL mn IFRS 16 impact) vs 186.8 TL mn at end-2021 (excluding 19.9 TL mn IFRS 16 impact). Net cash of 536.1 TL mn together with 3.61% treasury shares @Mcap at end-Q122 and long-term financial investments (2021: 442 TL mn).
- WC is 13% of invoiced revenues at end-Q122, improving from 24% at end-Q121 due to earlier collection of credit card receivables, expected to normalize in coming quarters.

Guidance

2021

2022 guidance








*Investments = Logo Infosoft (India), Logo Kobi Digital (Turkey) and ELBA HR (Peoplise). Logo Infosoft (India) is recognized with equity method and does not have expense impact on consolidated figures.



Appendix

eLogo: e-services platform and leader in digital transformation

New communique's details (January 22nd, 2022)

	<u>BEFORE</u>	<u>AFTER (eff. as of July 1st, 2022)</u>
 e-invoice	Companies w/sales 5mio₺+, Specific sectors with no sales threshold	Companies w/sales 4mio₺+, Companies in some sectors w/sales 1mio ₺+, Specific sectors with no sales threshold
 e-archive	All e-invoice issuers and invoices above 5K and 30K	All e-invoice issuers and invoices above 10K*
 e-ledger	Required to safekeep on in-house server, e-invoice integrator or GiB**	No change
 e-dispatch	Companies w/sales 25mio₺+, specific sectors	Companies w/sales 10mio₺+, specific sectors
 e-selfemp. invoice	All self-employed professionals (doctors, lawyers, etc.)	No change



*Effective as of January 1st, 2022
**Revenue Administration

Invoiced Revenue Growth and Breakdown

	2016*	2017	2018	2019	2020	2021	4-yr-CAGR
Invoiced revenues (TL mn)	175,8	259,1	333,0	460,1	617,7	848,6	35%
One-time - TR	70,3	83,4	95,0	130,1	145,6	207,2	26%
<i>share in total</i>	40%	32%	29%	28%	24%	24%	
One-time - RO	21,3	40,2	57,5	72,9	87,9	114,2	30%
<i>share in total</i>	12%	16%	17%	16%	14%	13%	
Recurring - TR	76,4	102,6	130,4	186,6	289,4	405,1	41%
<i>share in total</i>	43%	40%	39%	41%	47%	48%	
Recurring - RO**	7,8	32,9	50,1	70,5	94,8	122,2	39%
<i>share in total</i>	4%	13%	15%	15%	15%	14%	
Recurring invoice revenues (TL mn)							
LEM	46,2	61,4	75,7	97,0	124,7	158,3	27%
<i>share in recurring</i>	55%	45%	42%	38%	32%	30%	
Pay-as-you-go	21,7	29,1	39,5	72,7	139,7	201,8	62%
<i>share in recurring</i>	26%	21%	22%	28%	36%	38%	
Maintenance	11,3	38,5	57,4	77,1	106,9	132,7	36%
<i>share in recurring</i>	13%	28%	32%	30%	28%	25%	
Retail SaaS	5,0	6,5	7,9	10,3	12,8	19,9	33%
<i>share in recurring</i>	6%	5%	4%	4%	3%	4%	
SaaS (İşbaşı + Peoplise)	0,0	0,0	0,0	0,0	0,0	14,6	n/a
<i>share in recurring</i>	0%	0%	0%	0%	0%	3%	

*Includes the performance of Romania for the last four months of 2016.

**Recurring revenues in Romania comprises of maintenance revenues only.

ERP case study: Pegasus Airlines

Turkey's digital airline is using Logo's solutions since 2008

eLogo

allows Pegasus process e-invoices within its vast supply chain network and with General Revenue Administration (GIB)

Logo Connect

ensures seamless connection between the core ERP and e-gov't solutions



Logo Flow

document flow among various business applications

Logo Treasury Wizard

invoice cross-check with Logo ERP, and integration with banks via two-way automated flow

Case studies for various solutions

Unilever / Consumer Goods

- **Logo j-Platform (ERP)**

Customer's need:

- Managing distributors' sales and distribution activities
- Centralized management
- Cost saving

Logo solutions' benefits:

- Cost saving on server investment, maintenance and support
- Centralized data management
- Sales team of 1,600 people connected and integrated via tablet application

Barilla / Pasta

- **Logo Ocean (warehouse automation)**
- Logo Tiger 3 Enterprise (ERP)
- e-gov't solutions (eLogo)

Customer's need:

- Increasing efficiency in warehouse management
- Quicker response time for customer requests
- Faster and easier inventory counting
- Reducing aged product inventory

Logo solutions' benefits:

- 20% reduction in order preparation duration
- 30% reduction in shipment error rates
- Up to 50% improvement in aged product inventory
- Shortening the inventory counting time

Yaktas / Flooring

- **Logo CRM**
- Logo Netsis 3 Standard (ERP)

Customer's need:

- Meeting customers' changing needs
- Effective management, follow-up and reporting of sales and marketing operations
- Recording all field activities

Logo solutions' benefits:

- Increase in customer satisfaction
- Enhanced performance by sales teams thanks to mobile applications
- More effective communication with prospective clients



LOGO

Thank you