

NPEX 

> INDICA

INDICA to Accelerate your data



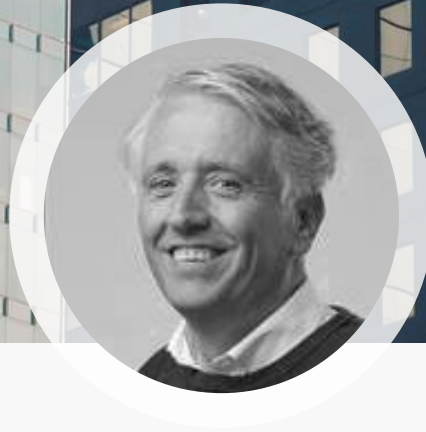
A photograph of a modern glass skyscraper with a grid of windows, reflecting the sky and surrounding buildings. The building is the background for the top half of the slide.

Content

- › INDICA and organization
- › Software and platform
- › Growth strategy
- › Financials
- › Summary

MT & Organization

- Management team expansion to 5 people;
 - **Elmar Pigeaud – Managing Director**
 - **Joost Rutgers – Sales & Marketing**
 - **Anton Dijkstra – Organization**
 - **Wendy ter Horst – Development**
 - **Marcel van Schie – Finance**
- Team of 14 employees
 - 2 business development
 - 2 consultants/project managers
 - 7 software development (and 2 overhead finance/marketing)



Market opportunity

Challenges



Exponential growth



No insights in data



Laws and regulations



Fraud detection



Risk data leaks



Added value analytics

Solutions



Automatic Data Inventarisation



Deep Insight Index



AI-Powered Personal Data (e)Discovery



Cost Effective Continuous monitoring



Smart Data Minimisation



Central overview of all Data Sources



- Regulators require more proactive data driven action

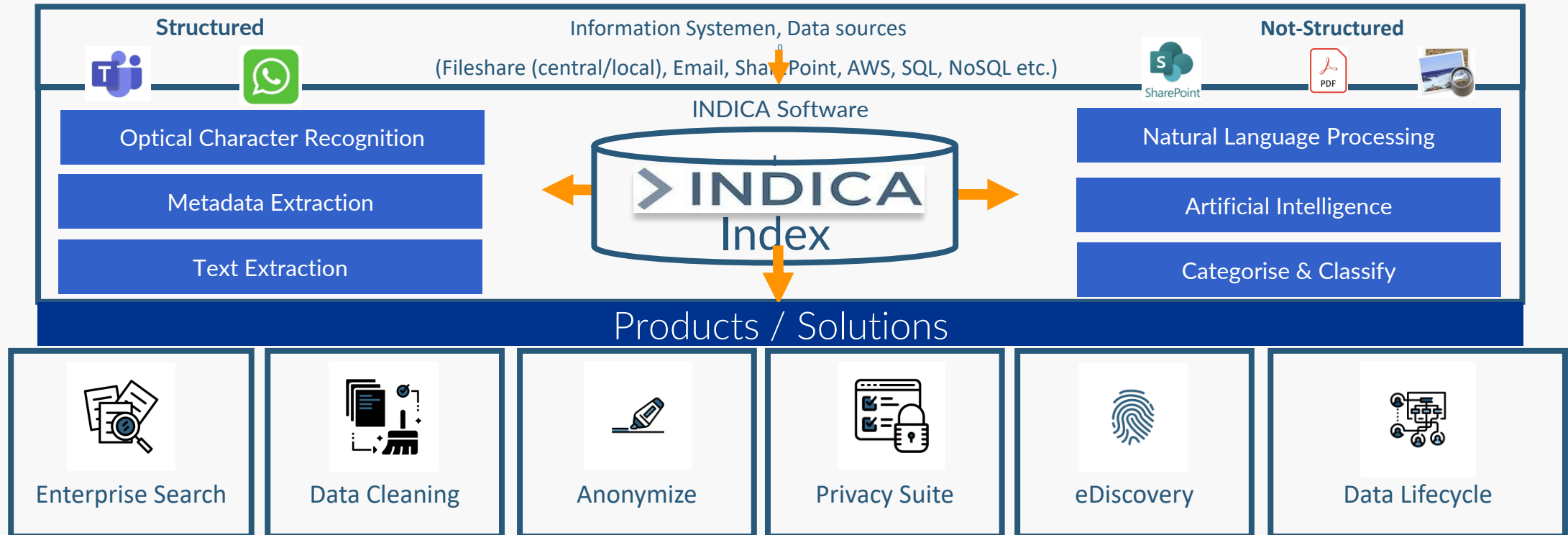
- Organizations need control and perform early stage assessments -> cleaning and insights



INDICA, thought leader in datamanagement

- › Company: software company specializing in Data Management Solutions.
- › Vision: information should be easily accessible and usable.
- › Products: smart solutions to make business information transparant, searchable, and manageable across all data sources. Examples: eDiscovery, Data cleaning, Privacy control, Anonimizing
- › Software: all products have been developed inhouse and in the Netherlands.
- › Data: all information on INDICA's systems remain in the Netherlands at all times (by design).
- › Unique advantage: leadership in the Dutch market.

Software overview



Use cases



Content Management



Enterprise Search



Privacy



CCPA Compliance



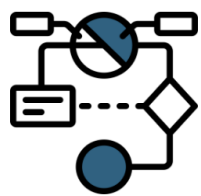
Data Migration



Data Cleaning



Anonymize



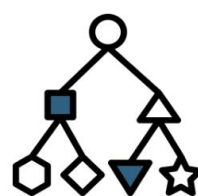
Data Classification



eDiscovery



Data Retention



Predictive Tagging



GDPR Compliance



KYC & CDD

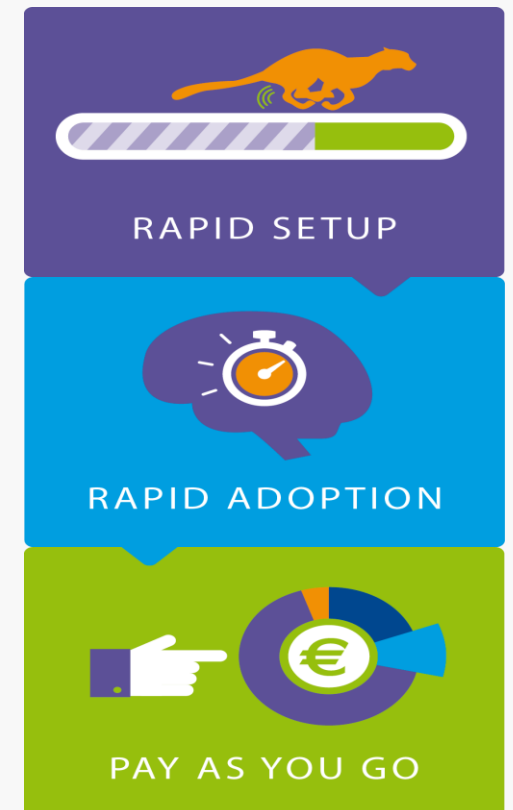


Data Inventory

Platform

- **Flexible SAAS Pricing:** Pay-as-you-go SAAS pricing with structured client tiers.
- **Secure Hosting Options:** Choose between secure hosted cloud or on-premise solutions, both 100% web-based.
- **Trusted Security:** Our security is validated by renowned partners such as KPMG, Netcompany, EY, USG Legal, and ICTRecht.
- **User-Friendly Interface:** Enjoy superior ease of use with an intuitive interface and effortless data uploads.
- **Quick E-Discovery Setup:** Set up a full e-Discovery suite rapidly.

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Further Perspective: AI

Traditionally, data was stored to be processed, printed and handled physically in hardcopy.

Digitalisation only meant the handling became digital, the way to produce hardcopy didn't change.

Modern processing means data turns into documents. Human readable documents get processed by using NLP, algorithms and other tools mimicking humans. Never a 100% result.

A better process would be to disregard the parts of the process meant for print and hardcopy. The automatic tools will get better, even nearing 100% results.

Storing all this information will bring big risks security wise and footprint will grow out of control. Algorithms and AI's will help.

Current AI's are made and implemented to create more and more irrelevant and unnecessary data. A couple of lines of text turn into a paper. A picture turns into a film.

Instead, INDICA employs AI's to stem data growth. Make the footprint smaller. To only keep useful and relevant information available.



The traditional way of handling and storing data

Data was manually entered and processed by people, and the resulting information was exported as hardcopy documents which were printed and sent via mail. These documents were then received, copied, stored, and archived.

Changes on entering digital era

As digital technology advanced, the process shifted towards scanning and emailing documents. The scanned documents were saved digitally and archived. The data from these digital documents was extracted using OCR technology and stored back into databases.



But most things didn't change despite the shift

Although the method of document storage changed to digital the overall process of storing, sending, and archiving the documents remained unchanged. Systems were developed to interpret digital documents originally intended for printing, resulting in a continuously growing digital footprint.



Big challenges arise with data growth

The need for algorithms and natural language processing (NLP) arose to read and process the digital documents that were designed for print. Additionally, data needed to be stored in computer-readable formats on both ends of the process.



Improving the process

By eliminating the storage of printable documents and generating output only when necessary, the process can be streamlined. Removing irrelevant information from data can also enhance efficiency.

Extracting information and storing data

By storing the original information and marking extra exports, copies and additional markup as unnecessary and irrelevant, the footprint goes down. Physical copies and digital representation thereof is unnecessary. Algorithms, NLP and automatic classification becomes indispensable. The process is faster, more efficient and environmentally friendly.



A modern glass skyscraper with a grid-like facade, partially obscured by a white diagonal shape on the left side of the slide.

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Growth strategy

Traction

- *Won major RFP for Amsterdam*
- *Amsterdam and Belastingdienst scaling up*
- *Market awareness for AI and data*



Development & transformation strategy

- › **Targeted Marketing and Direct Sales:** Focus marketing efforts on the top 100 accounts and enhance direct sales.
- › **Global Partner Program Expansion:** Expand the partner program internationally (BE, DACH, UK, Scandinavia, USA).
 - › Master Agreements for INDICA Solutions: Finalize master agreements to enable the sale of INDICA solutions through partners.
- › **INDICA-academy:** Educate consultants in the partner program and end-users (“INDICA certified”).
- › **Recurring Revenue through Mid-Scale Projects:** Prioritize mid-scale projects for consistent revenue.
- › **Standardized proposition:** Shift from “tailoring solutions on demand” towards standardized solutions.

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Markets applications and approach

- › The following market verticals are approached with market developments where we see a lot of traction due to new introduced laws and increased “self-implemented regulations”.
- › We have identified the following attractive market verticals and INDICA’s approach:

Market verticals	Direct / Partners	Partners
Government / Municipalities	Direct / Partners	ICT Recht, Lodewijckgroep, Brunel
Insurance	Direct / Partners	KPMG, EY
Healthcare	Direct / Partners	KPMG, EY
Banking	Partners	EY, KPMG, CTG (BE)
Energy	Partners	KPMG



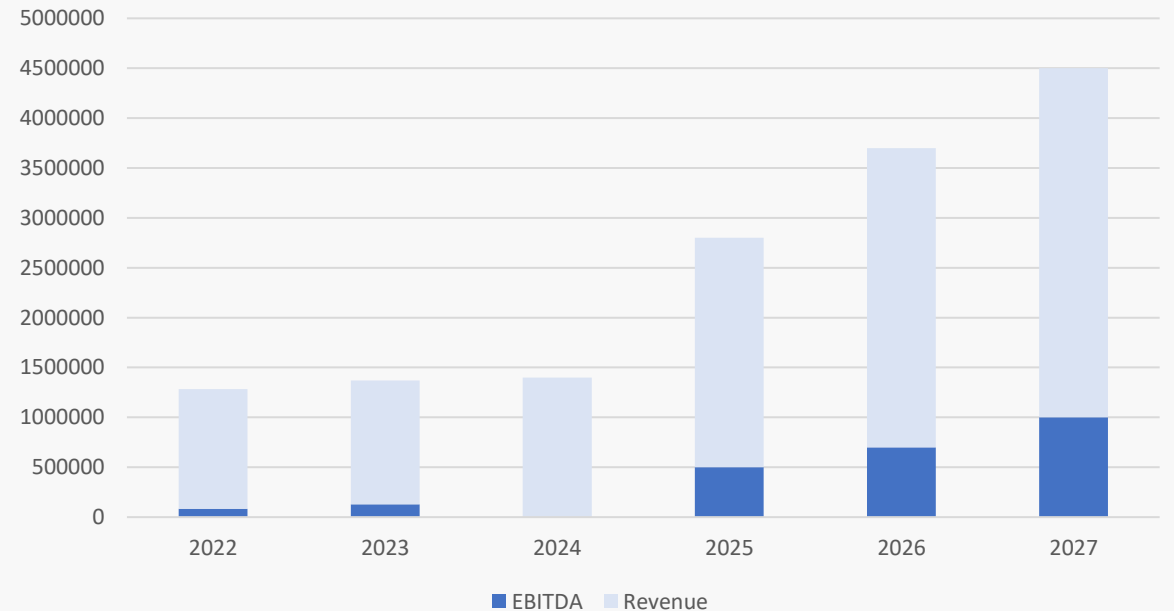
Actionplan for 2025

- › Establish and nurture relationships in the following areas:
 - › **Existing and New Customers:** Concentrate on specific verticals. Scale current customers.
 - › **Existing and New Partners and Channels:** Prioritize key partners, including those with established MSA agreements, while setting clear KPIs.
- › **Market Ownership:** Stake a claim in markets like Government/Municipalities, focusing on areas such as Privacy (WOO), Data Cleaning, eDiscovery.
- › **Leverage Current Offerings:** Maximize the value from existing products and services while benefiting from new EU Regulations.
- › **National Marketing Initiatives:** Develop comprehensive marketing programs to bolster sales efforts.

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Revenue/EBITDA forecast

- › FY2023-2024 flat revenue years due to several reasons.
- › FY25 revenue growth resulting from:
 - › Contracted revenue and strong pipeline.
 - › Acceleration due to the partner program.
 - › Postponed revenue from 2024
- › High operational leverage due to standardized software enables strong growth in EBITDA margins.



Contracted revenue

Key clients	FY25 (% of next year revenue closed)
Amsterdam	102.000 (4.6%)
Belastingdienst	94.000 (4.3%)
Heineken	55.000 (2.5%)
Total (incl. others)	573.000 (26.2%)

Strong pipeline

Channel	Pipeline YTD (all in EUR)	Key prospects
Direct	1.370.000	Heineken, A'dam Rijksoverheid Vattenfall
Indirect	1.570.000 + 730.000	Brunel, Protinus ICTRecht
Existing	560.000	
Total	4.230.000	