

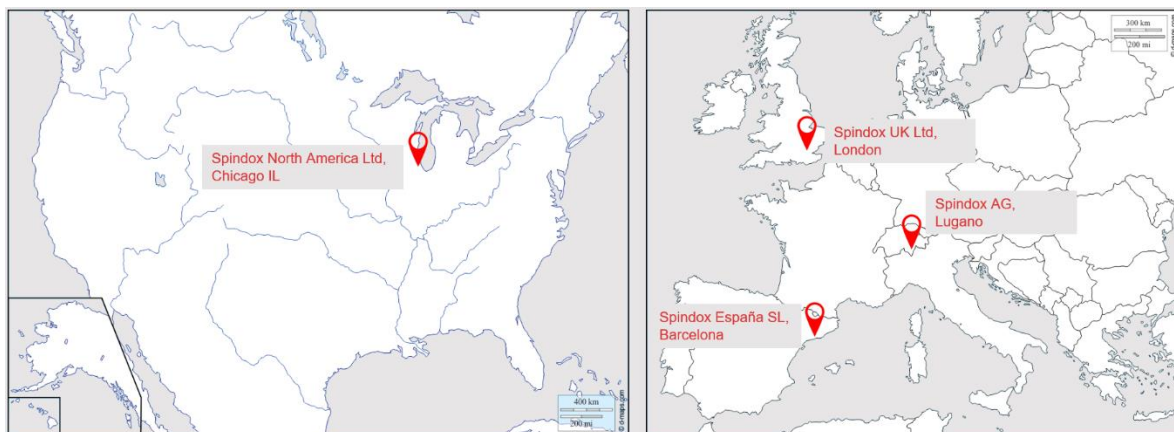


# SPINDOX PROFILE

## GROUP POSITIONING

Spindox operates in the ICT (Information & Communication Technology) services and products market, positioning itself as a company that designs, develops, and integrates innovation. In Italy, it ranks among the top 50 companies in the sector based on turnover (source: IDC / Data Manager, 2019) and demonstrates one of the highest growth rates in the last four years (at 15%, CAGR 2017–2020).

The group consists of approximately 800 employees (as of early 2021) distributed among eight Italian offices: Milan, Rome, Maranello MO, Turin, Cagliari, Trento, Bari, and Ivrea TO. Spindox is also present abroad with four branches in Spain, Switzerland, the United Kingdom, and the USA.



*Spindox's international offices*

**Spindox's mission is to support the innovation of its clients' businesses, in Italy and abroad, by offering consulting, IT and network engineering services, technological solutions, and research support.**

In line with its mission, Spindox operates in four areas:

- **Consulting**
  - **Business Growth:** strategy design, experience design, product / service design, marketing and communication, digital culture
  - **IT Consulting:** project governance, analysis, cybersecurity, security compliance, and data protection and privacy
- **ICT services:** system integration, software development, application maintenance, operations support, help desk / service desk, network engineering, and hardware and software infrastructure management
- **Technology:** software products and solutions
- **Research:** prototyping / industrialization projects, discovery of new products and extreme innovation, mainly in the fields of artificial intelligence (computer vision, natural language

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processing, optimization, prediction, and simulation), Internet of Things (IoT), and 3D modeling

In Italy, the digital path of businesses has accelerated in 2020. This acceleration is partly a consequence of the global emergency caused by the Covid-19 pandemic, which has rendered the need to redefine organizational habits clear. Consider, for example, the implementation of remote working by many companies as well as business-critical processes. It was necessary to manage the explosion of e-commerce, to find a resilient model for the distribution chain, to rethink the assortments and supply logic, and to adopt new methods of demand intelligence. All this has had a relatively positive impact on the economic trend of the ICT sector also in Italy, despite the specific difficulties in certain sectors, and above all, it has laid the foundation for potentially even more significant changes in the coming years, given that the gap to be filled with the rest of Europe and the other industrialized countries remains considerable.

According to Gartner, IT budgets should grow on average by 5% in Italy, which is an acceleration compared with previous years (+2.7% in 2019) and compared to the global average (+2.0% in 2021). This is a change linked to the new awareness of the role that technology plays as an enabling factor for correct response mechanisms and resilience to increasingly complex and less predictable evolutionary scenarios (see Monica Basso, Umberto Barra, 2021 CIO Agenda: An Italy Perspective, December 3, 2020).

Spindox is in a particularly favorable position in this regard. In the most important areas for **business transformation supported by digital technologies**, i.e., the areas that grow at rates higher than the average in the ICT sector, Spindox boasts specific and significant experience that characterizes its competitive positioning. In particular, the group is distinguished for its skills related to services and key technologies for businesses with the aim to **redesign the business in the context of the digital economy, improving efficiency and operational performance, and enriching the experience offered to clients**. These skills concern the following areas:

- digitization of the business (e-commerce, mobile banking, etc.);
- digital transformation of processes (omni-channel customer care, e-procurement, intranet, etc.);
- digital transformation of objects and experiences (frictionless retail outlets, connected vehicles, systems for the control and predictive maintenance of plants, simulation and digital twins, etc.);
- decision support and process automation (demand intelligence, revenue management, transport planning, warehouse optimization, monitoring, etc.);
- efficiency of operations (consulting and process redesign, implementation of DevOps and Test DevOps methodologies, service desk outsourcing, etc.);
- rendering the use of hardware and software resources more efficient (migration of data centers to cloud environments, design of hybrid infrastructures, etc.);
- security and data protection.

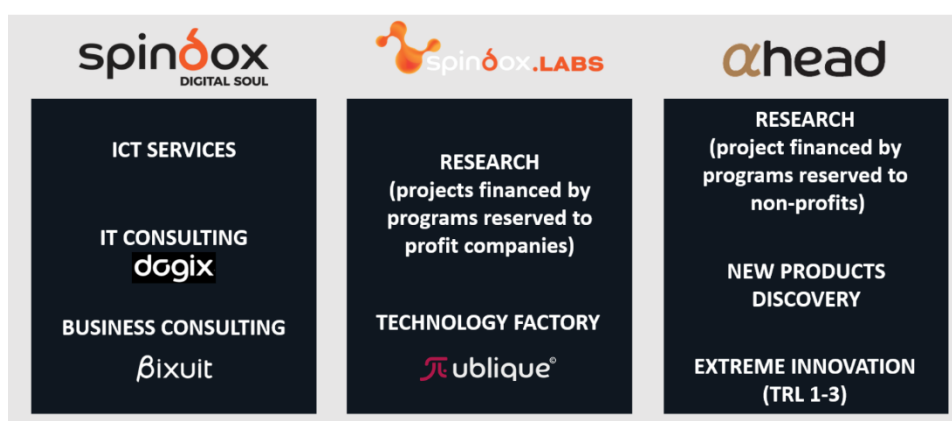
For each of the aforementioned areas, Spindox boasts case studies regarding projects conducted for clients of primary importance in all the main industries of reference, in Italy and abroad. These industries include: TLC (Vodafone, TIM, Fastweb, Wind), Automotive (Stellantis, CNH Industrial, Marelli), Finance (Intesa Sanpaolo, BPER Banca, BNL - BNP Paribas, FCA Bank), Retail (Amplifon), Food (Ferrero, Lavazza), Modern Distribution (Coop Italia, Conad, Autogrill, Despar, Condis, Mercadona), Fashion (Missoni, Moncler, OVS, Benetton), Manufacturing (Pirelli), Energy (Enel,

Edison), Public Utilities (Poste Italiane, SIAE), Logistics & Transportation (Europcar, Ceva, Swisslog), Cruises (SilverSea), Shipbuilding (Fincantieri), and Housing (Brunnika).

Several technologies in which Spindox is investing are considered among those with the greatest potential in the next few years. Spindox's main areas of innovation—Generative Adversarial Networks, Adaptive ML, Composite AI, Digital Twins, Decision Intelligence, Computer Vision, and Autonomous Vehicles—appear in the 2020 Gartner Hype Cycles for artificial intelligence, analytics, business intelligence, and emerging technologies, almost all with the potential to reach full productivity within 2 to 5 years.

## BRAND AND GROUP COMPANIES

The group presents itself on the market with its principal name—Spindox (<https://www.spindox.it>)—and with a series of other brands that aim to connote specific business lines and companies belonging to the group itself.



*Spindox Brand and Group Companies*

Consulting services are provided by Spindox through two specific brands:

- **Bixuit** (<https://www.bixuit.xyz>) for the business area, and
- **Dogix** (<https://dogix.xyz>) for the IT area.

Two additional brands—each corresponding to a legal entity, both owned by Spindox Spa—identify the group's commitment to research:

- **Spindox Labs Srl**, based in Trento, oversees research with Technology Readiness Levels (TRL) between 4 to 8, i.e., industrial feasibility projects, prototyping, and testbeds, with a focus on artificial intelligence, IoT, and sensors. Among the most significant initiatives of 2020 are **MiMEX** (an international project funded by EIC Fast Track to Innovation and coordinated by Spindox Labs, aimed at developing a prototype for a mini-supermarket with proximity marketing and self-checkout technologies), **COD 19** (a home monitoring system for Covid-19 patients, based on mathematical models that predict the course of the illness), and **SDP Connected Vehicle** (a Service Delivery Platform adopted by one of the major supercar manufacturers for the development of its connected car).
- **aHead Research**, based in Turin, is a non-profit foundation that is involved in research applied to industrial processes, with a focus on mathematical models and artificial intelligence for

decision intelligence and advanced analytics, as well as the discovery of new products and extreme innovation (TRL between 1 to 3).

Both companies conduct funded research under national and European programs, developing their projects in partnership with universities and innovative companies (university start-ups and spin-offs).

Another brand—**Ublique**® (<https://ublique.ai>)—is the **decision intelligence software platform** presented by Spindox on the European market at the end of 2020. Ublique® is a suite of vertical solutions that support decision-making using quantitative methods and sophisticated analysis techniques. Each of the four solutions addresses a specific process: Demand Intelligence, Revenue Management, Transport Planning, and Warehouse Optimization. Ublique® solutions use various analysis models such as optimization techniques, i.e., mathematical models based on accuracy and completeness, computational statistics models, and machine learning techniques.

Ublique® is a **registered and protected trademark** in the European Union, Switzerland, and the United States. In addition, the platform that manages the distribution and orchestration of data, on which the vertical solutions of the suite are based, is based on a **proprietary technology patented** by Spindox in 2020.