



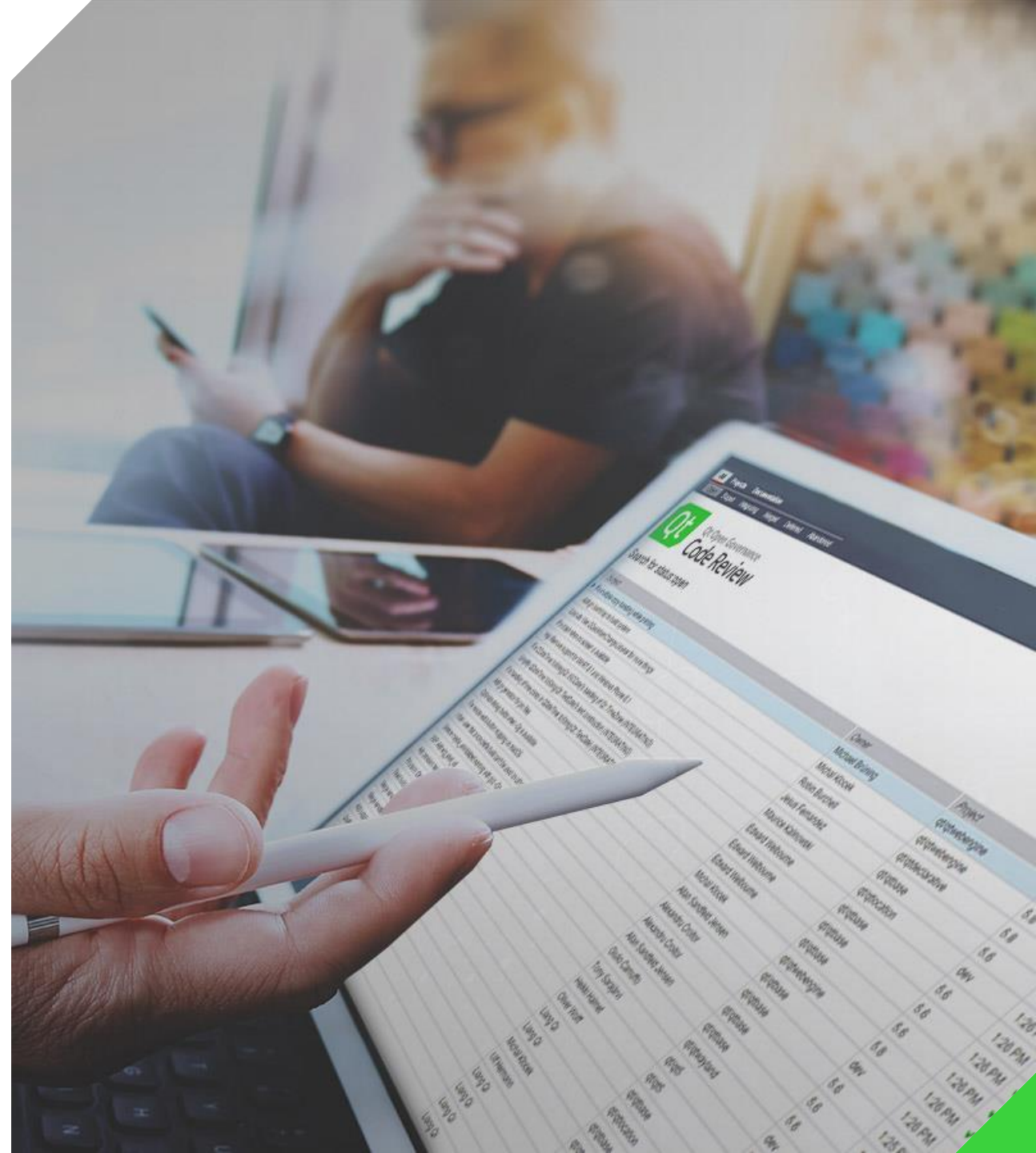
Qt Group Plc

INVESTOR DECK

14.3.2017

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Qt

Qt in Brief



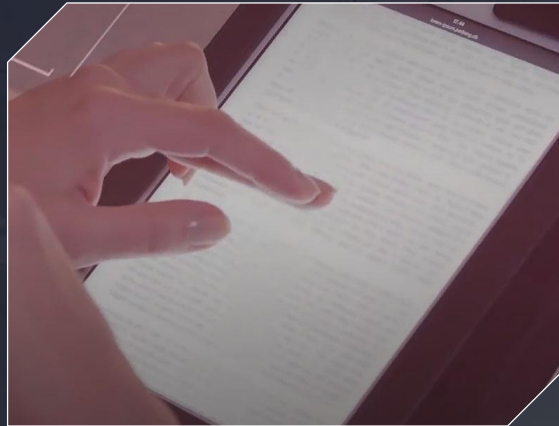
The Future is Built with Qt

Touch screens
expanding everywhere



› Qt is used to create software, and especially user experiences

Seamless User Experience
across all devices



› Software built with Qt works in all end user devices, it's *cross-platform*

Need to reach markets
faster and more cost
efficiently



› Qt is a powerful software framework that helps you reach your markets faster

Software platforms and
control of data and
ecosystem



› Qt is used to create these software platforms and ecosystems

Qt Solves the Issues Already Today

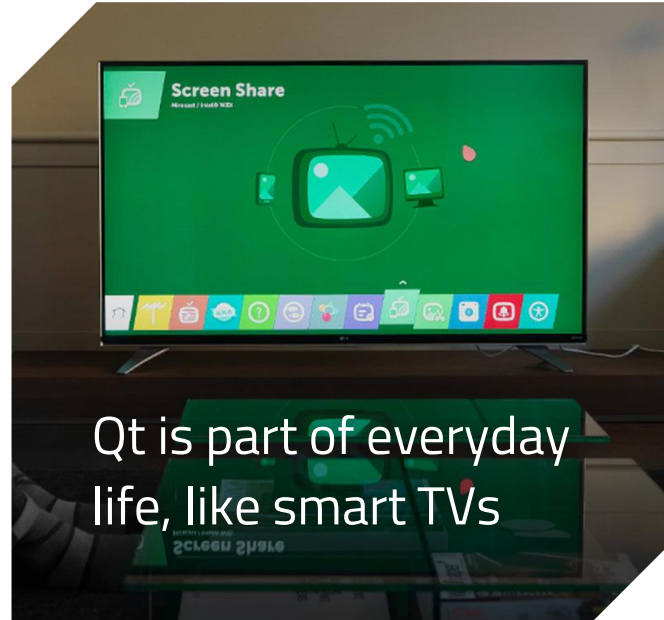
Qt solves the issues for over 70 industries today with a ready-to-ship product



Most of the Top 10
Automotive brands
use Qt today.

RIMAC

[Read more](#)



Qt is part of everyday
life, like smart TVs



[Read more](#)



Even the future of
digital maritime is
built with Qt



ULSTEIN®

[Read more](#)

Some of the Over 5000 Customers Using Qt Today



Panasonic

sky



ubuntu[®]




BLUESCAPE[™]

ABB


formlabs 

MAGNETI
MARELLI


navico

 Pitney Bowes

Qt at a Glance

 **32,4 M€**
2016 Revenue

 **20 %**
2016 YoY Growth

 **-1.7 M€**
2016 EBIT



>220
Professionals in
eight countries



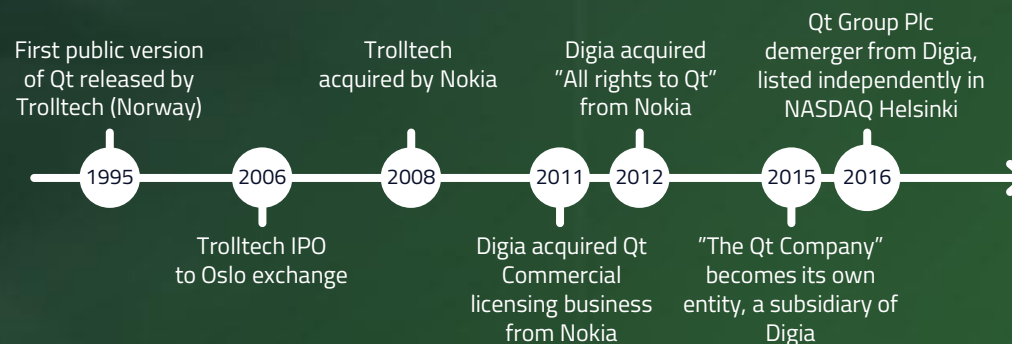
>5000
Customers



>70
Industries



>1M
Users





Qt Market Opportunity

Qt Business Model

Developer Licenses

Each developer using commercial Qt libraries requires a developer license.

Steady revenue stream, coming mostly from desktop licenses. Embedded is growing much faster.

Growing moderately, targeting # of developers.

Distribution Licenses

Each device shipped with commercial Qt libraries requires a distribution license, and brings in a *per-device runtime fee*.

Strong growth potential because of # of devices.

Services

Ensuring customer success. Helping Qt fit customer needs. Providing architectural expertise.

Growing as the licensing business grows – specifically to ensure the large distribution license deals with major OEMs.

Support & Maintenance

Annual maintenance fees and need for support access grow as the license business grows.

Steady revenue stream from large existing customer base.

Markets: The market for embedded systems is the single greatest potential area of commercial growth for Qt

Global software development tools market 2016

 **10_B**

US dollars (Gartner)

The global software development tools market is estimated to be USD 10B in 2016 (Gartner).

Number of software developers globally 2016

 **20_M**

developers (IDC)

This is expected to grow to approximately 25 million by 2020 (Evans Data Corp).

For Qt, the most important sectors of the software development market are currently desktop and mobile application development, and especially the embedded systems/Internet of Things (IoT) development.

Internet of Things and exponential growth of connected devices

IoT

As embedded systems become more common, the number of different devices they serve grows as well.

This presents a huge opportunity for a provider of cross-platform development tools.

The value for users increasingly comes from the software rather than the device.

Market growth forecast for embedded systems development tools

 **10%**

(IDC)

In 2014, the market size for embedded systems development tools was valued at approximately 1 billion USD (IDC, Grand View Research).

8-10% growth is expected to continue until at least 2020.

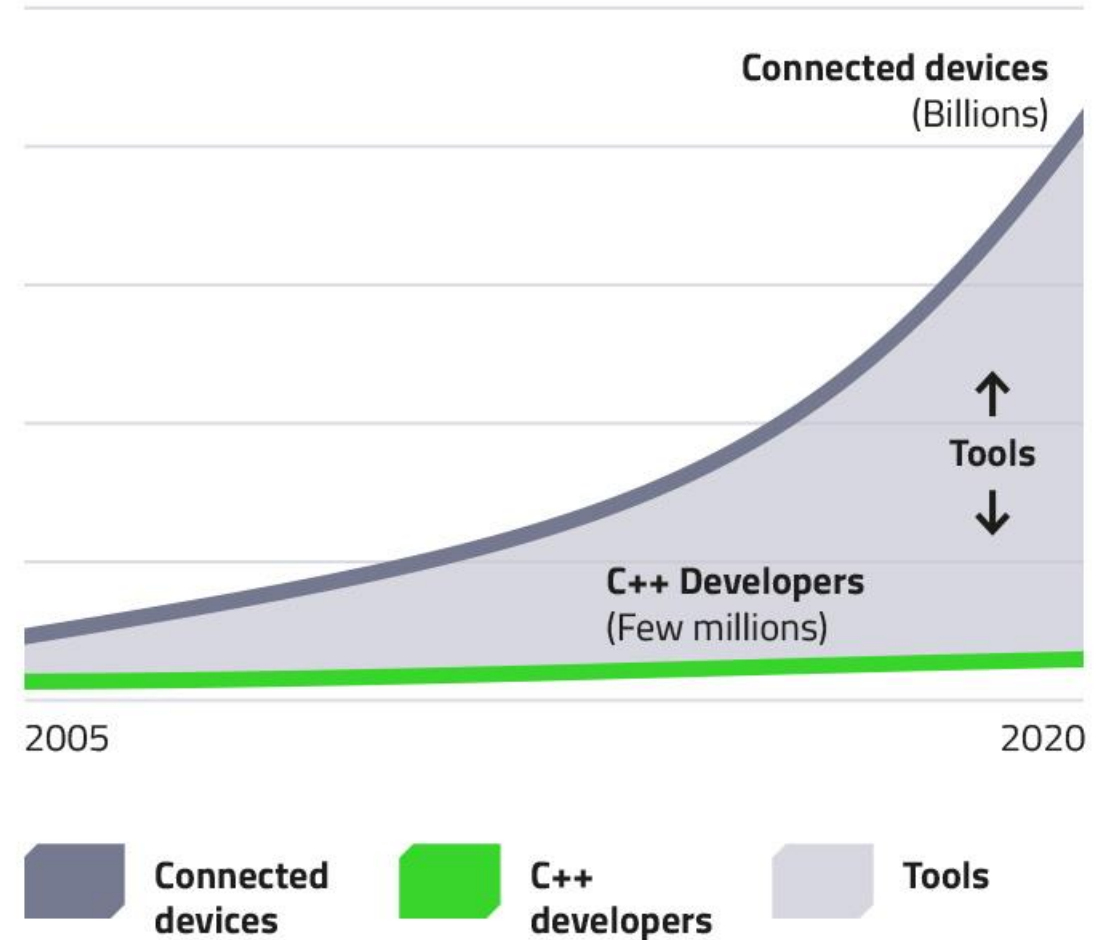
Exponential Growth of Connected Devices Provides a Scalable Business Opportunity for Qt

The number of devices that will be made is growing much faster than the number of developers that are educated and brought into the industry

1 Biggest growth potential for Qt lies in connected device volumes

The IoT trend leads to a higher demand for creating devices; with less costs and with fewer people

2 Powerful cross-platform frameworks and tools are required for the change to take place.





Strategy

```
import QtQuick 1.1
```

```
Rectangle {
```

```
width: 400
```

```
height: 400
```

```
Text {
```

```
anchors.horizontalCentered: parent.width > 0
```

```
anchors.verticalCentered: parent.height > 0
```

```
text: "Hello Qt!"
```

```
}
```

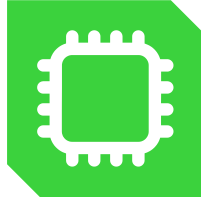
```
}
```

Growth Factors



Sales network expansion

- › Attracting large companies
- › Adding local presence for outbound sales activities and industry relationships
- › Expanding reseller network



Embedded systems and industries

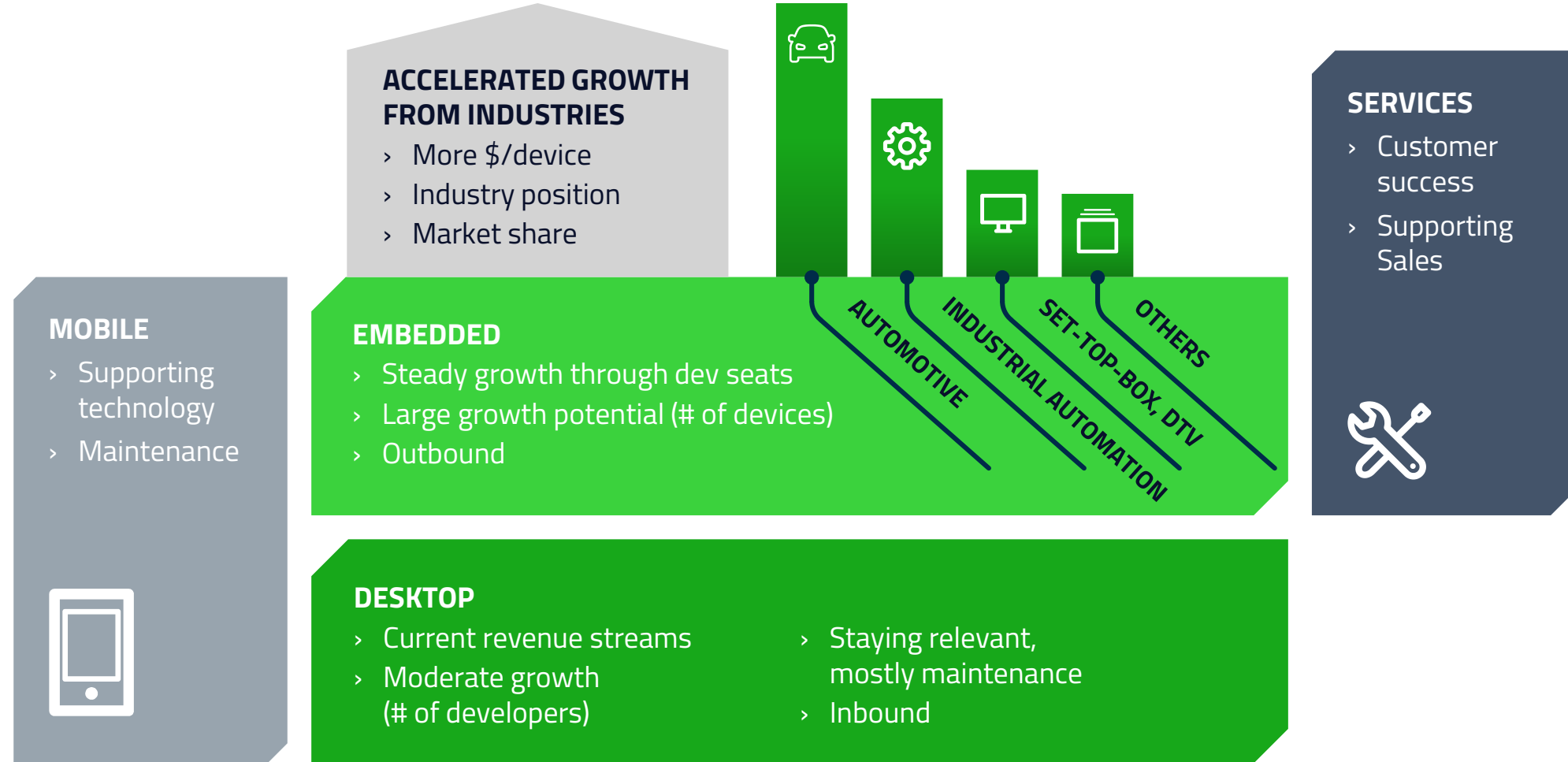
- › Automotive
- › Automation & IoT
- › Set-Top-Box/Digital-TV
- › Medical and Other Verticals



Dual-licensing

- › Cultivating strong ecosystem
- › Independence and control for OEMs on platform strategy
- › Improving the commercial conversion especially for commercial closed embedded devices

Accelerating Growth through Embedded Industries

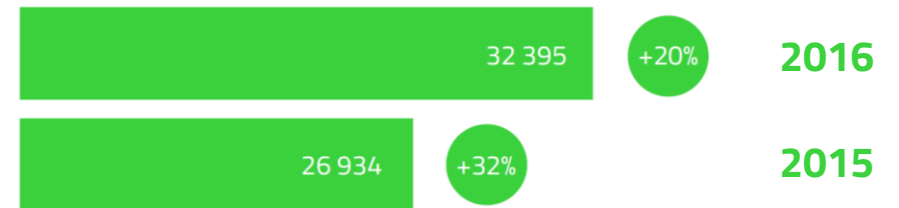


Qt

Financials

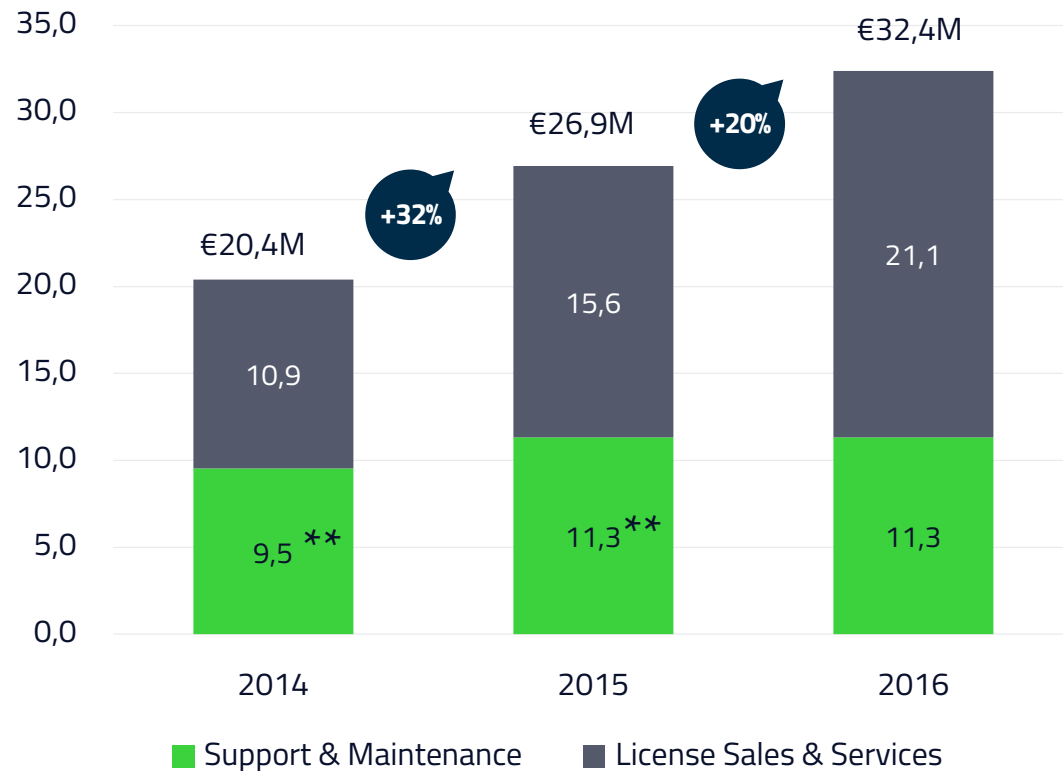
Key Financials 2015-2016

Thousand EUR	1-12 / 2015	1-12 / 2016
Revenue	26 934	32 395
Growth%	32 %	20 %
Other operating income	1 821	528
Total expenses	26 967	34 658
EBIT	1 786	-1 736
EBIT%	6,6 %	-5,4 %
Average number of employees	180	209
Trade receivables	5 411	7 741
Operating cash flow	1 166	-1 385
Cash reserves	3 577	6 420



2016 Strong growth in the global market continued

Revenue by products & services



License sales & consulting:

- › Developer licenses, distribution licenses (runtimes)
- › Consulting & other services

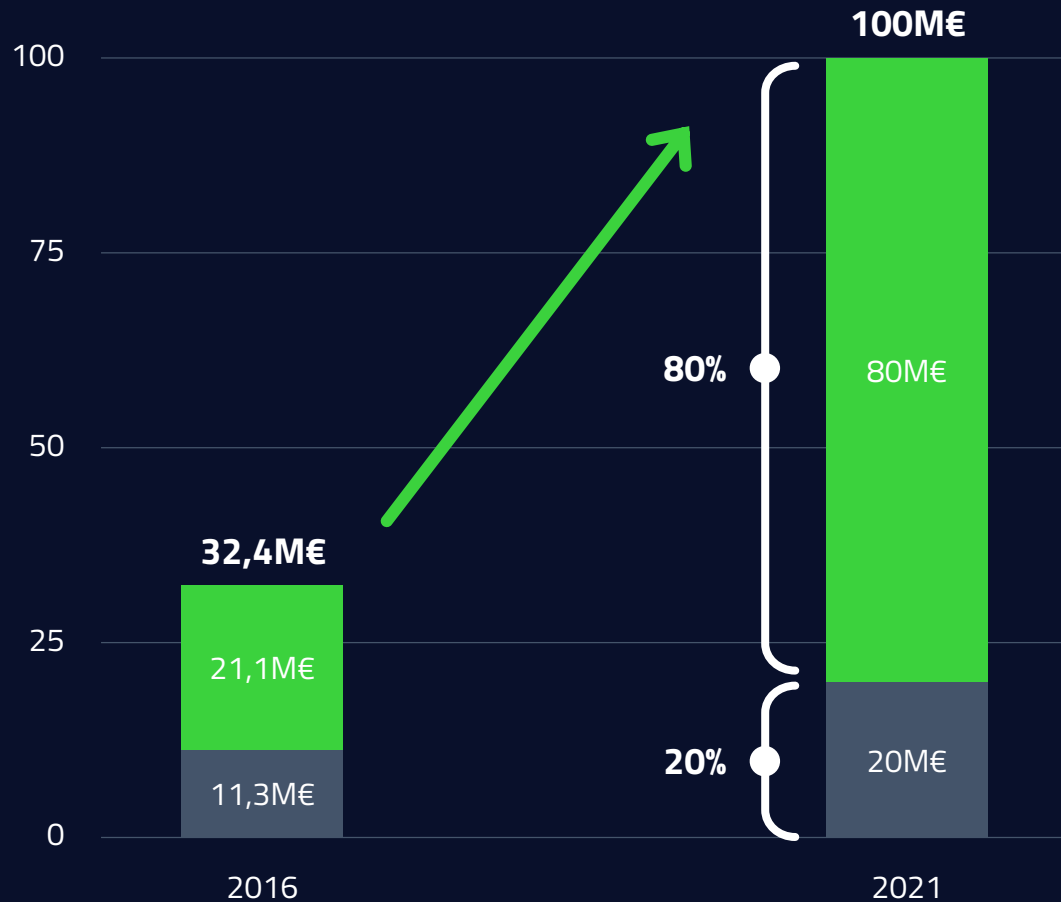
Support & maintenance:

- › Annual maintenance fees

**One-off Nokia revenue

- › 1 850K€ in the 12 months of 2014
- › 1 388K€ in the first nine months of 2015

2021 Goal: 100M€ Revenue, >15 % EBIT



License Sales & Consulting (target 80% of revenue):

- › 60%-p. of Revenue from License Sales
 - Build scalable business model with recurring revenue from Distribution licenses
- › 20%-p. of Revenue from sustainable stand-alone Consulting & Premium Support business
- › Mainly from organic growth, but selective use of M&A is possible to support the growth

Support & Maintenance (target 20% of revenue):

- › Sustainable business model with automatically renewing annual maintenance for the Developer license installed base
- › Auto-renewals defend the existing business from customer churn and bring efficiency gains in Business Operations

Additional Growth Investment 2017 - 2018

- › Up to €10M year-on-year increase in total expenses in 2017 and 2018 each
- › Investment supports local geographic presence, industry focus of growing the business and product quality
 1. Growing the global sales network and
 2. Product offering in selected industries
- › Investment funded by raising capital with rights issue
- › Additional investment realized in phases, investment decisions subject to the growth plan being successfully executed by the management

A background image of a green coffee machine with a white cup. The machine has a digital display and buttons. A green hexagonal box is overlaid on the machine, containing the text 'Up to 20 M€'. Below the box, the text 'Additional Growth Investment 2017-2018' is written in white.

Up to
20 M€

Additional
Growth
Investment
2017-2018

Strategic Goals for 2017 - 2021

Revenue

- › Delivering on growth strategy is the most important goal
- › Selective use of M&A to support the growth

Total expenses







- › Executing growth investments to enable top-line growth

EBIT

- › Deliver positive EBIT in FY2019
- › Reach EBIT higher than 15% of Net Sales in FY2021

Dividend policy

- › The company's aim is to refrain from the distribution of dividends until further notice

	2016	2017	2018	2019	2020	2021
Net Sales	€32,4M					€100M
Total expenses	€34,7M	Increase up to 10M€	Increase up to 10M€	Moderate increase	Moderate increase	Moderate increase
Investment funding	Existing loan	Rights issue Q2/2017	Rights issue Q2/2017	Cash flow	Cash flow	Cash flow
EBIT	-€1,7M			Positive		> 15% of Net Sales



Summary

```
ListModel {
```

```
    id: cupList
```

```
    ListElement {
```

```
        name: "doppio"
```

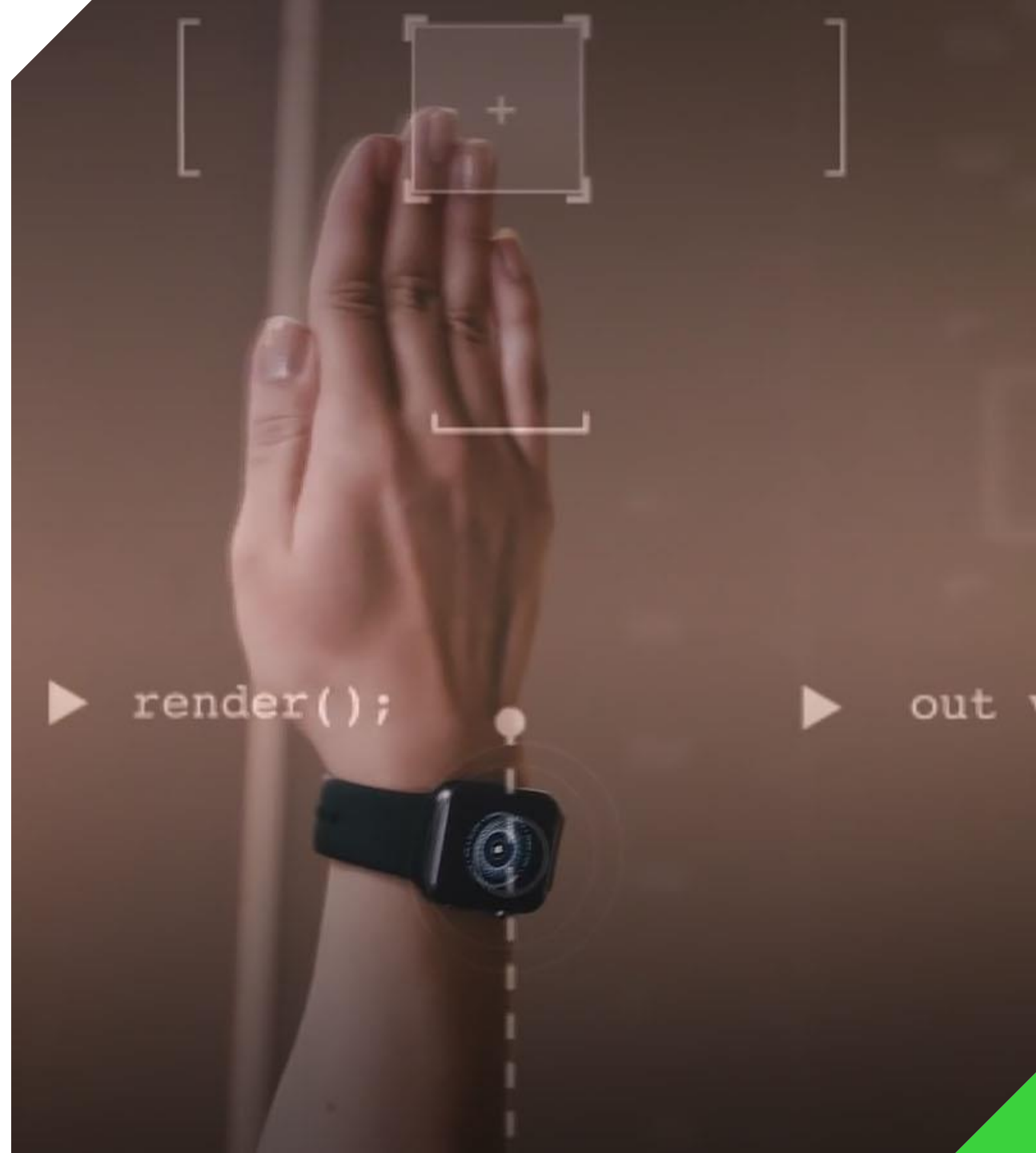
```
        image: "qrc:doppio"
```

```
        states: [
```



Qt Investment Highlights

- › Operating in large and growing markets
- › Internet of Things driving the growth
 - › More devices
 - › Touch screen everywhere
 - › Need for cross-platform tools
- › Already matching market needs in over 70 industries with a mature product
- › Scalable technology and business model
- › Large ecosystem and strong network of partners



THE FUTURE

is written with

