

S/Z/G/AG

✓ Equity Forum | May 12, 2025

# German Spring Conference



✓ Welcome

## Board Members

# SYZYG AG



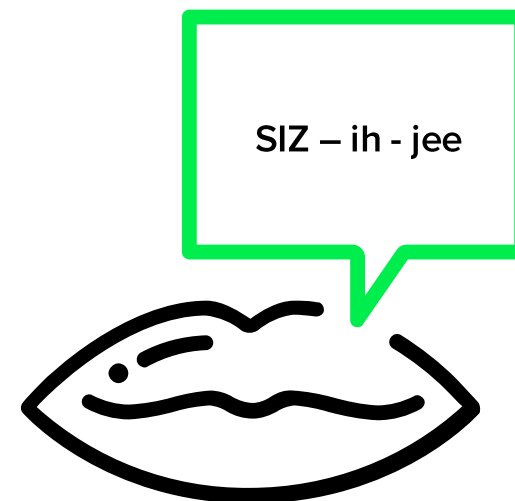
Erwin Greiner  
**CFO**

Frank Wolfram  
**CEO**

Frank Ladner  
**CTO**

# We are **SYZYGY AG**

We are a leading consulting and implementation partner for digital experiences.



**We are more than 550 experts** in strategy, consulting, design and technology.

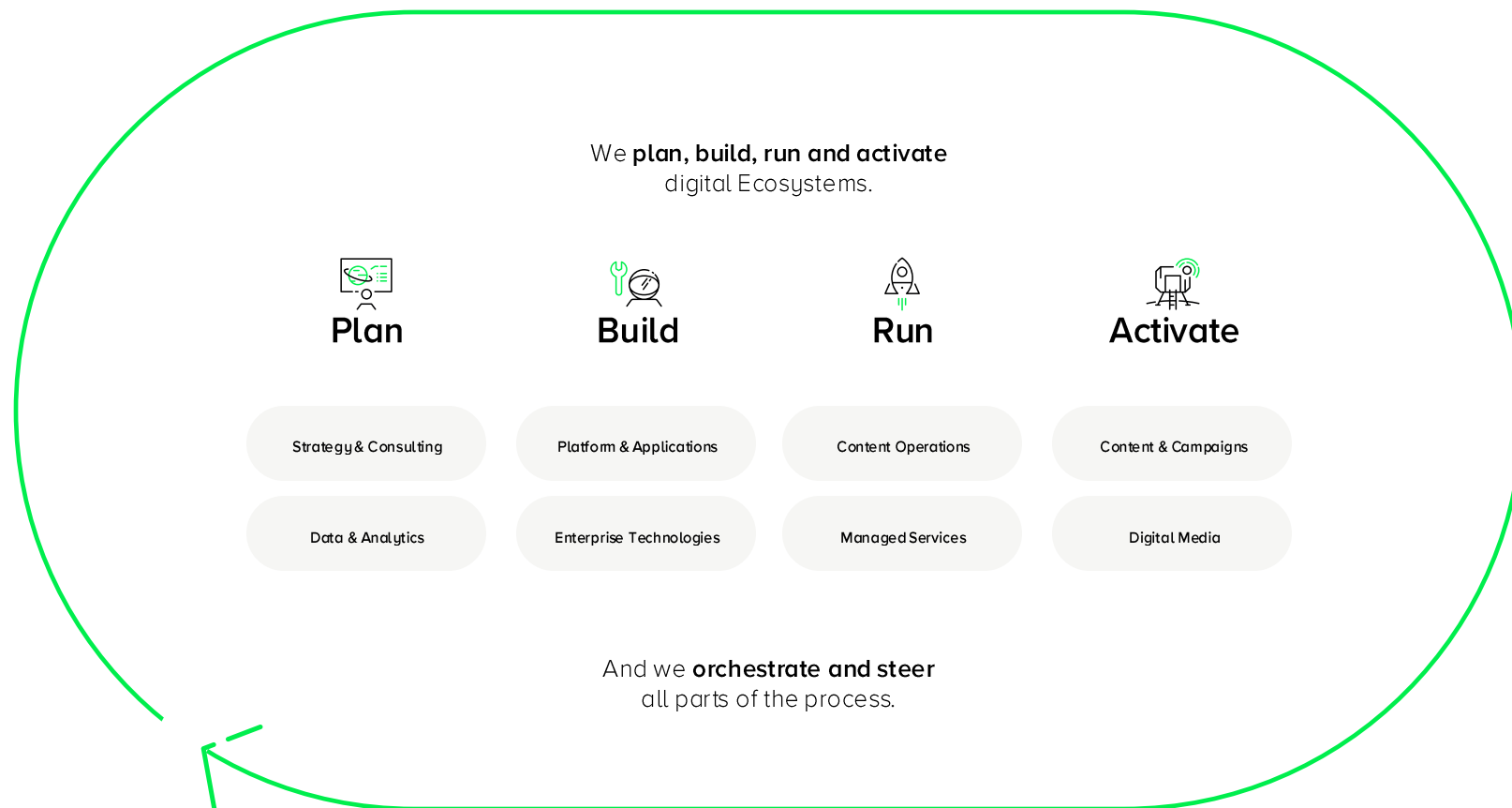


87%

of consumers no longer measure a brand's experiences against its competitors, but against a select few superior digital experience champions like Amazon, Netflix and PayPal.\*

\*Wunderman, „Wantedness“ 2019

# Digital Experiences End-to-End Services.



## Our entities.

S / Z / G /

S / Z / G /  
/ PERFORMANCE

S / Z / G /  
/ TECHSOLUTIONS

Consulting and implementation partner  
for digital experiences.

**diffferent**

Strategy consultancy  
for new growth

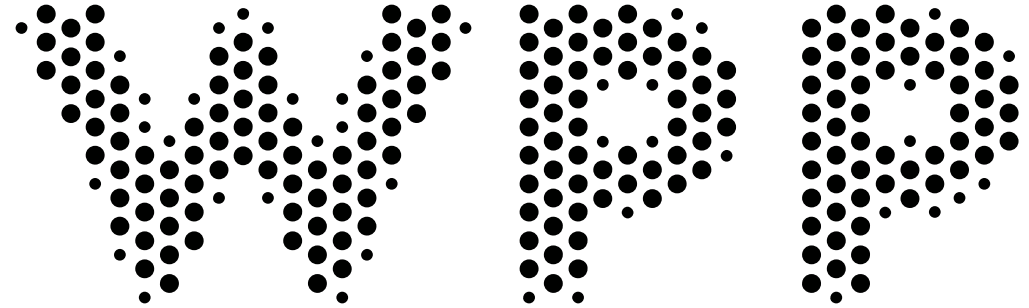
*Mr Frameo*

Design & Crafts Studio

## We are a part of the **WPP network.**

WPP holds 50.3% of our shares

We are the leading digital  
experience expert of WPP in the  
DACH region.

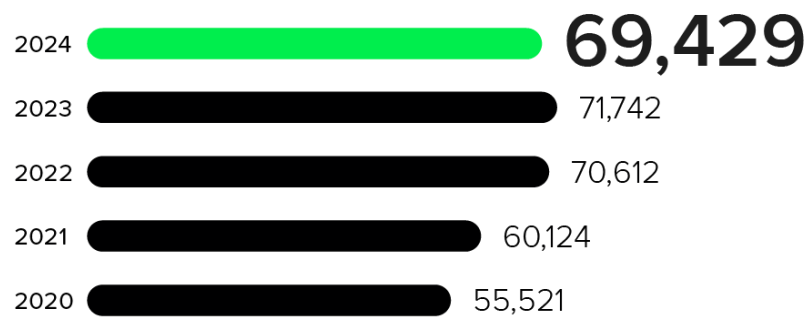


### **WPP IS A CREATIVE TRANSFORMATION COMPANY**

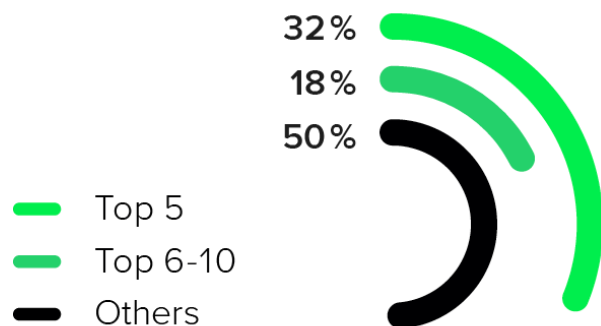
We use the power of creativity to build better  
futures for our people, planet, clients and  
communities.



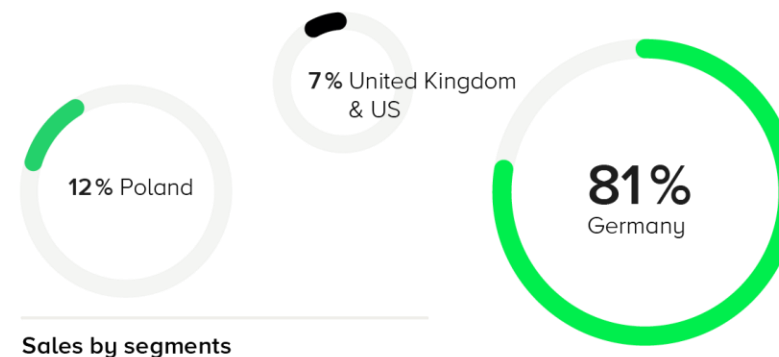
## / Our key figures



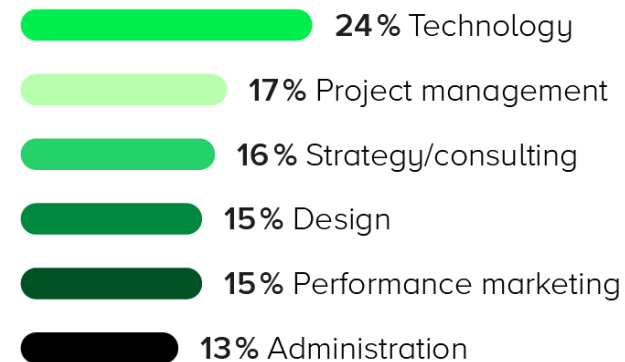
Development of sales (in kEUR)



Sales by clients' volume



Sales by segments



Employees by function

Our clients are  
our partners.



COMMERZBANK



iu  
INTERNATIONALE  
HOCHSCHULE

Notare Bayern  
und Pfalz

SAMSUNG



condor

Disney

KYOCERA

O<sub>2</sub> Telefónica



Beiersdorf

Continental

Dr. Hauschka

LUFTHANSA  
GROUP

PayPal

SENNHEISER

BMW  
GROUP



EnBW



Paysafe

SOLARWATT

BMW  
MOTORRAD



Haspa  
Hamburger Sparkasse

Miles & More



BUCHERER

DECATHLON



mobile.de

ROSSMANN

WEMPE

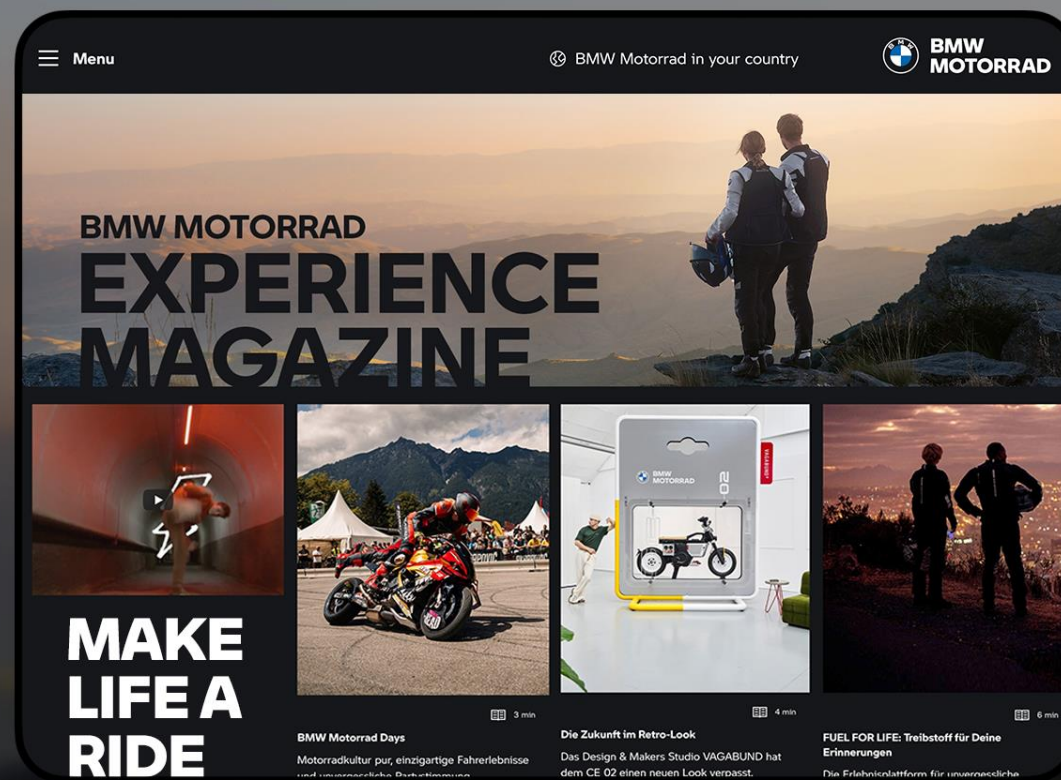


HYUNDAI

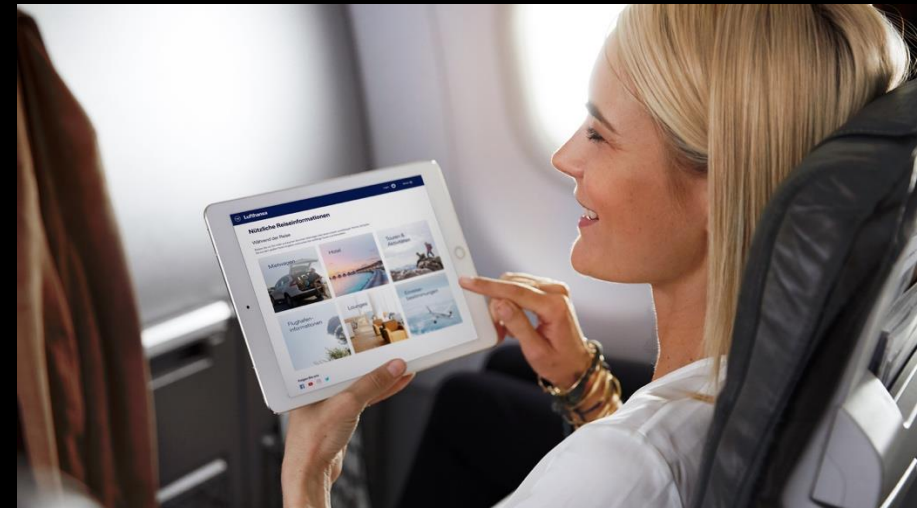
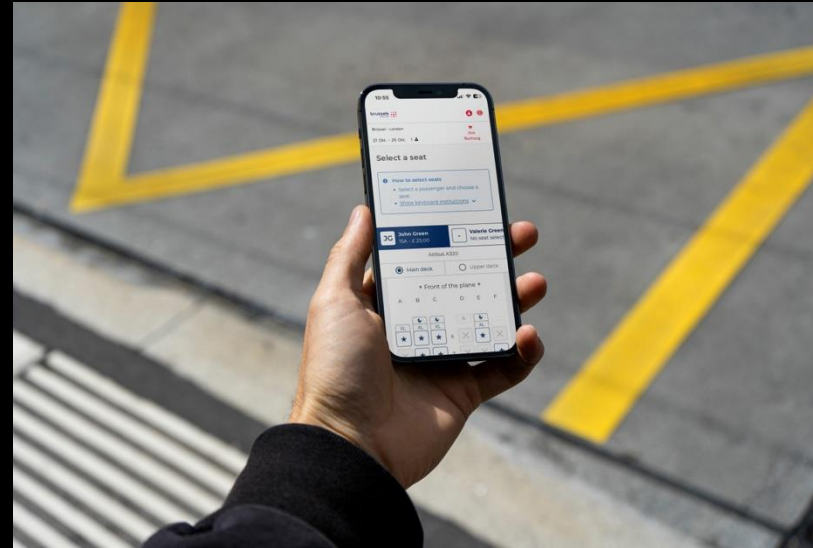
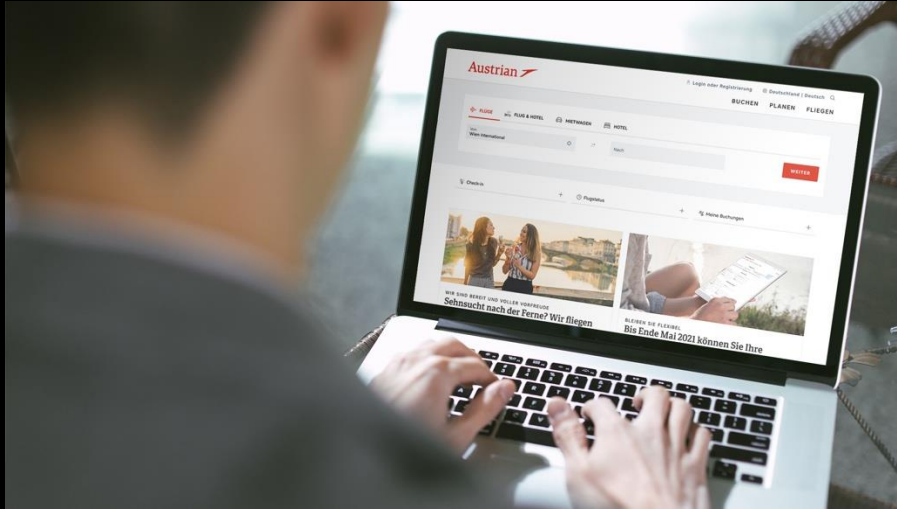
NDR

RTV EURO AGD

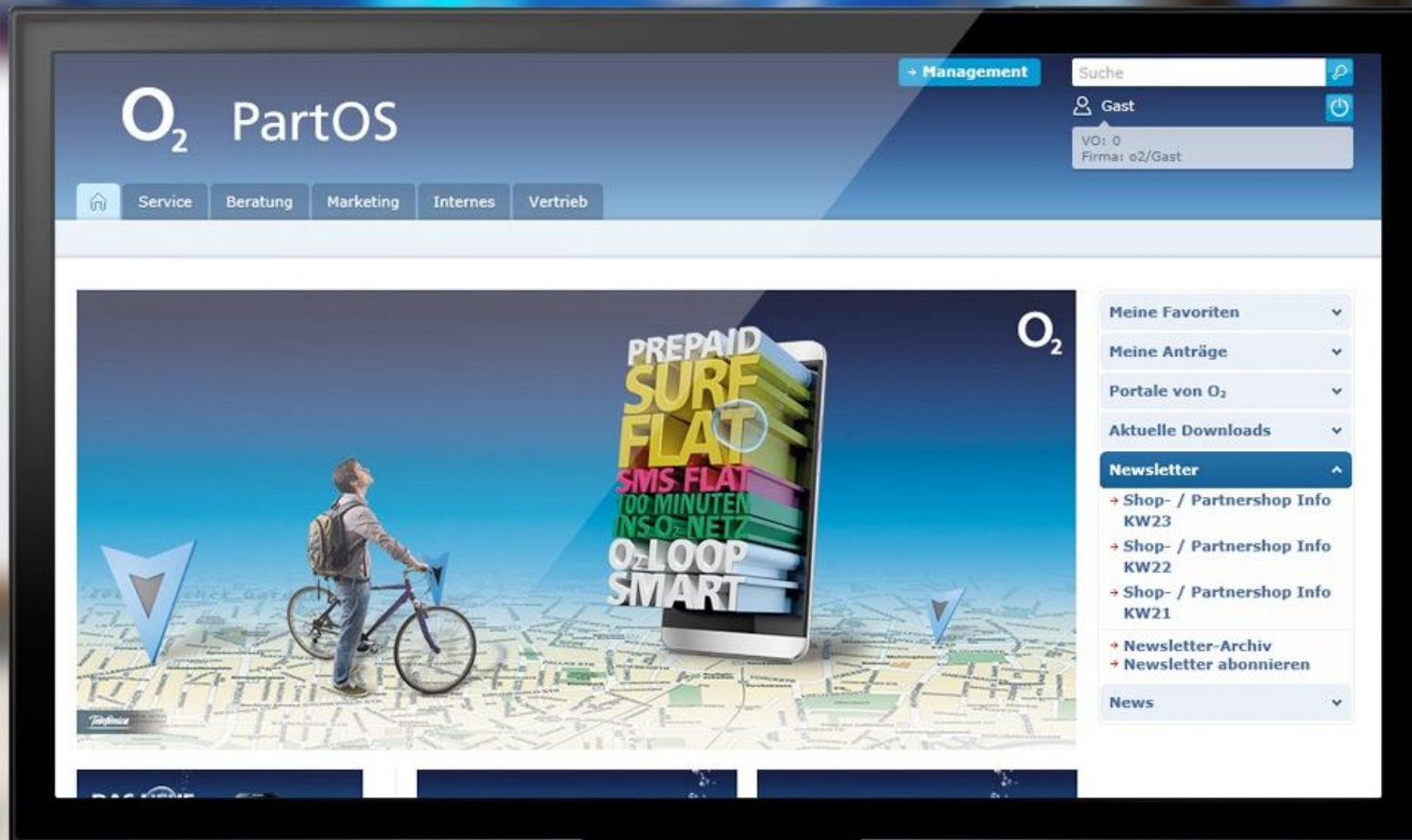
worldpay



✓ LUFTHANSA GROUP  
Digital Customer Experience







85%

Geschäftsprozesse

40<sub>k</sub>

Tägliche Nutzer

10th  
place



6th place

in the subranking:  
**Digital Transformation  
and strategy**



4th place

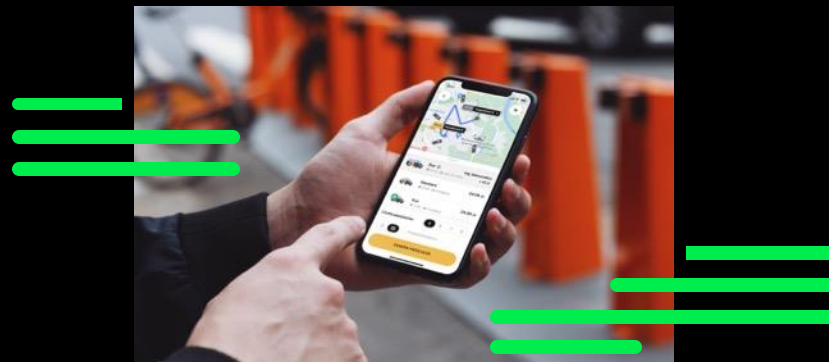
in the subranking:  
**Digital Advertising /  
Communication**



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# Our strategy



A blurred background image of an office environment. In the foreground, a man in a light blue shirt and jacket is looking to the left. Behind him, a woman with blonde hair in a blue shirt is looking towards the camera with a slight smile. To the right, another man in a light blue shirt and tie is partially visible, looking to the right. They are seated at a white table with papers and a tablet. The background shows office shelves and equipment.

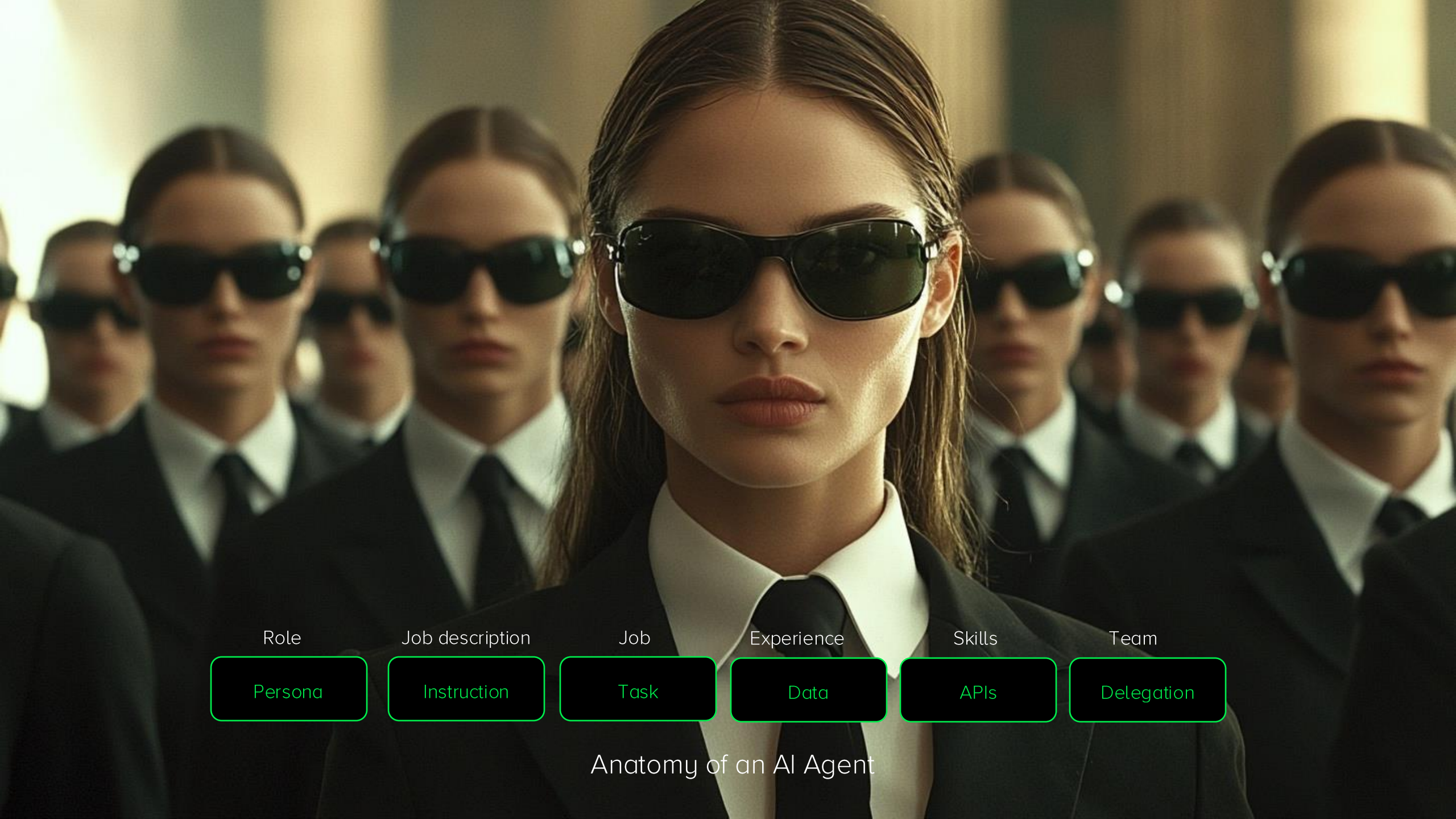
**1bn**  
**knowledge workers globally**



A blurred background image of a business meeting. Several people are seated around a table, looking towards the right. A woman with blonde hair in a blue blazer is in the center, smiling slightly. A man in a light blue shirt and jacket is to her left, looking forward. Another man in a white shirt and tie is on the right, gesturing with his hand. The setting appears to be a modern office with bookshelves in the background.

0,5%

TFP growth in knowdlege work  
OECD 2019-2023



Role

Job description

Job

Experience

Skills

Team

Persona

Instruction

Task

Data

APIs

Delegation

Anatomy of an AI Agent



The cloud transition was software-as-a-service. Software companies became cloud service providers. This was a \$350B opportunity. Thanks to agentic reasoning, the AI transition is **service-as-a-software. Software companies turn labor into software.** That means the addressable market is not the software market, but the professional services market worth \$6.5tn.



**Like apps during the iPhone-  
moment agentic systems are an  
opportunity for us to grow in the AI era.**

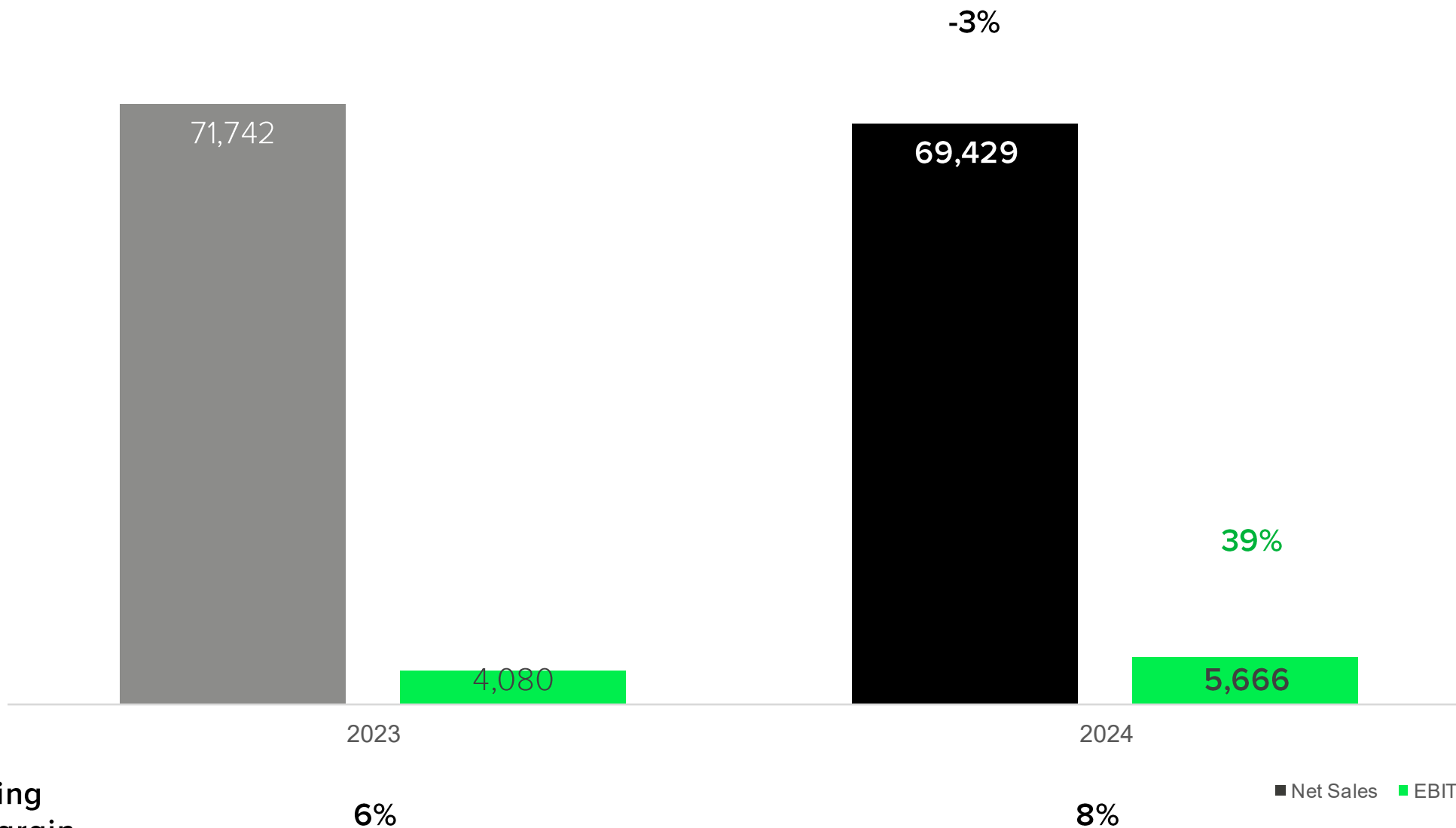


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# Financials





## Germany

-2%

57,367

56.445

4,361

6.758

2023

2024

8%

12%

## UK/US

-39%

8,350

5,058

741

65

2023

2024

9%

1%

## Poland

34%

6,114

8,209

955

948

16%

12%





	2024	2023	Change
Long-term assets	<b>44,115</b>	63,120	-30%
Accounts receivable	<b>14,265</b>	15,762	-10%
Liquid funds & securities	<b>5,047</b>	4,007	26%
Equity	<b>27,634</b>	40,219	-31%
Liabilities	<b>40,083</b>	47,083	-15%
Balance sheet total	<b>67,717</b>	87,302	-22%



**/ SYZYGY Group**

Key performance indicators 2024 vs 2023

	2024	2023	Change
Sales per head (ann. in kEUR)	<b>117</b>	113	4%
Employees	<b>550</b>	589	-7%
Revenues generated by the 10 top clients	<b>50%</b>	50%	0 pp
Operating Cashflow (kEUR)	<b>9,634</b>	7,067	36%
Equity ratio	<b>41%</b>	46%	-5 pp

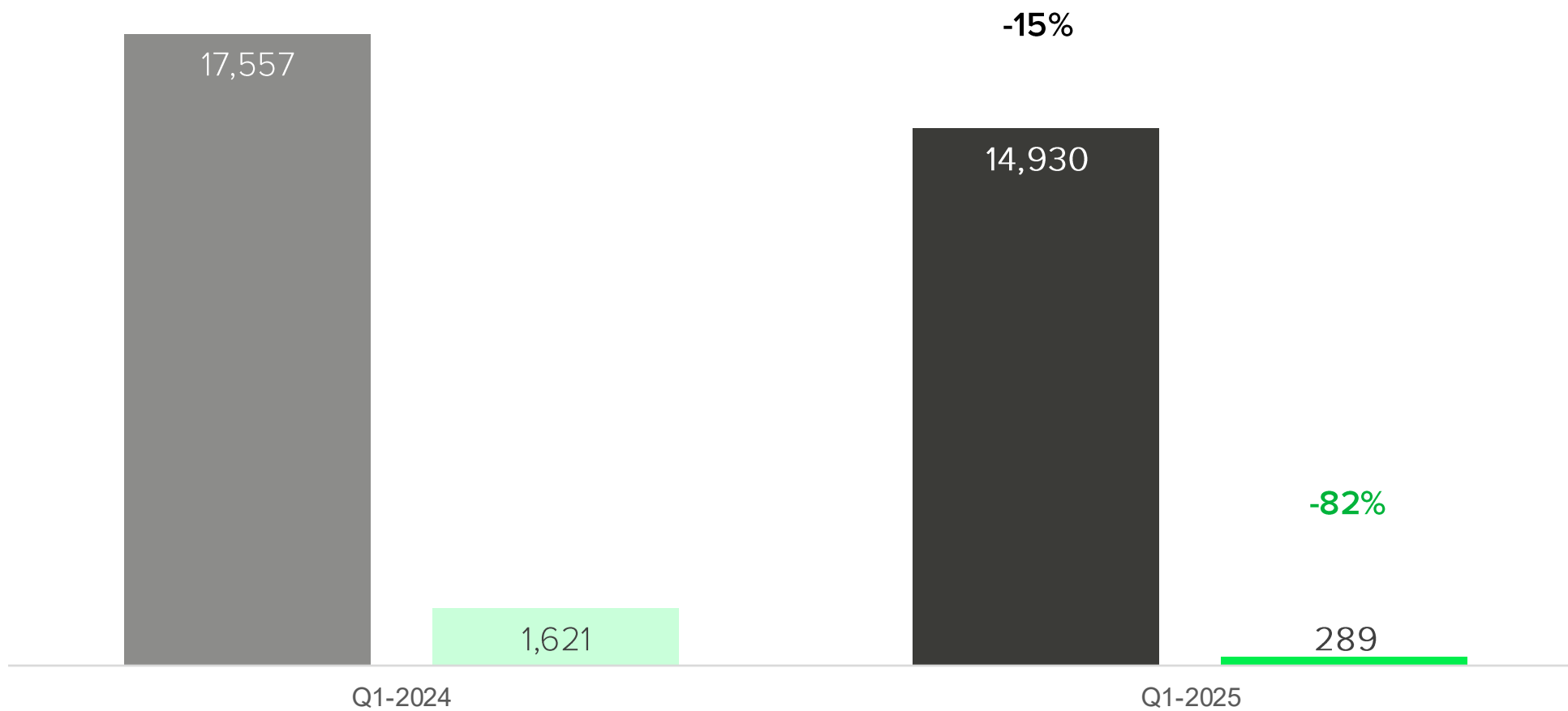
Stake	CGU (Entity)	Goodwill in kEUR	Assessment
80%	Ars Thanea	6.726	
100%	diffferent	10.664	
100%	SYZYGY Performance Marketing	13.357	
100%	Unique Digital Marketing (UK)	8.166	
Total		38.913	

**/ SYZGY Group**  
Impairment on Goodwill

Stake	CGU (Entity)	Goodwill 2024 (kEUR)	Impairment (kEUR)	Goodwill 2025 (kEUR)
80%	Ars Thanea	6.726	0	6.817
100%	different	10.664	10.346	318
100%	SYZGY Performance Marketing	13.357	1.926	11.431
100%	Unique Digital Marketing (UK)	8.166	4.371	4.329
		38.913	16.643	22.895

# Where we stand Q1 financials





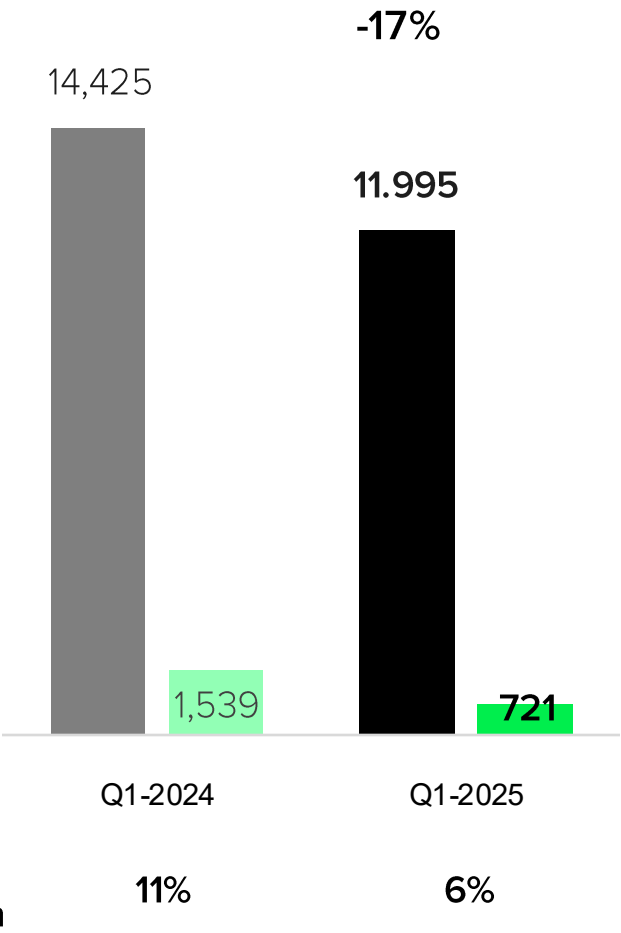
Operating  
EBIT Margin

9%

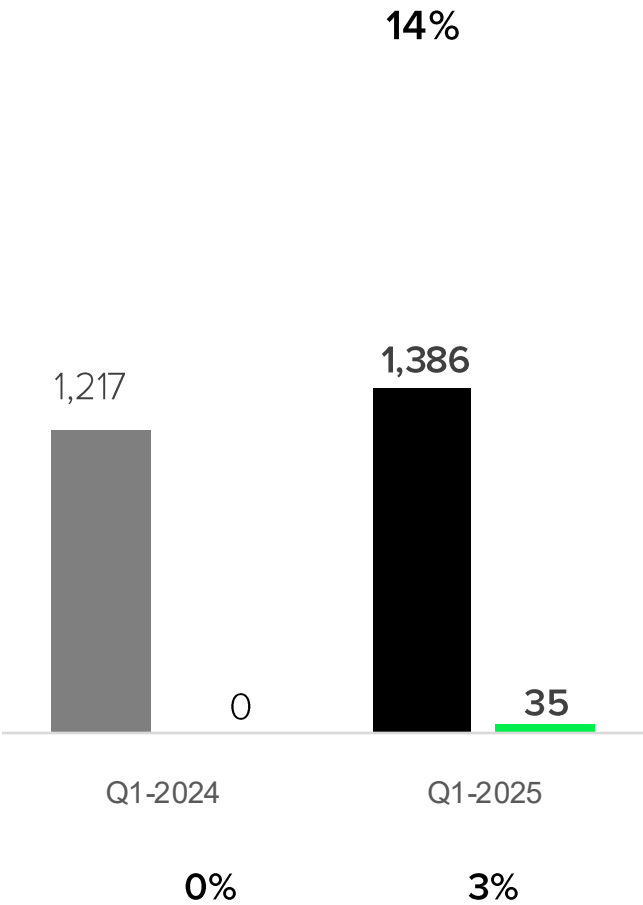
2%

■ Net Sales ■ EBIT

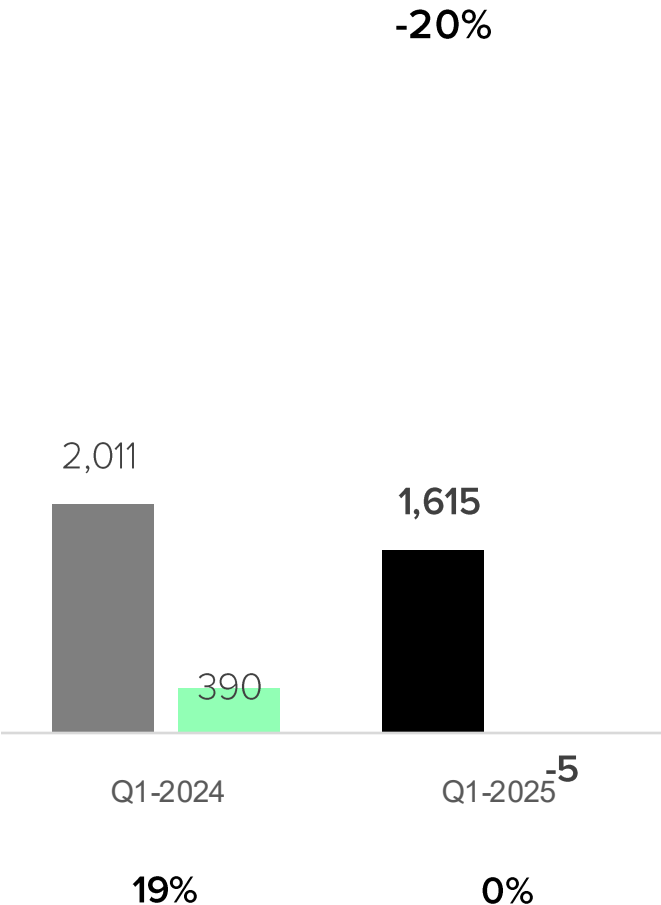
Germany



UK/US



Poland

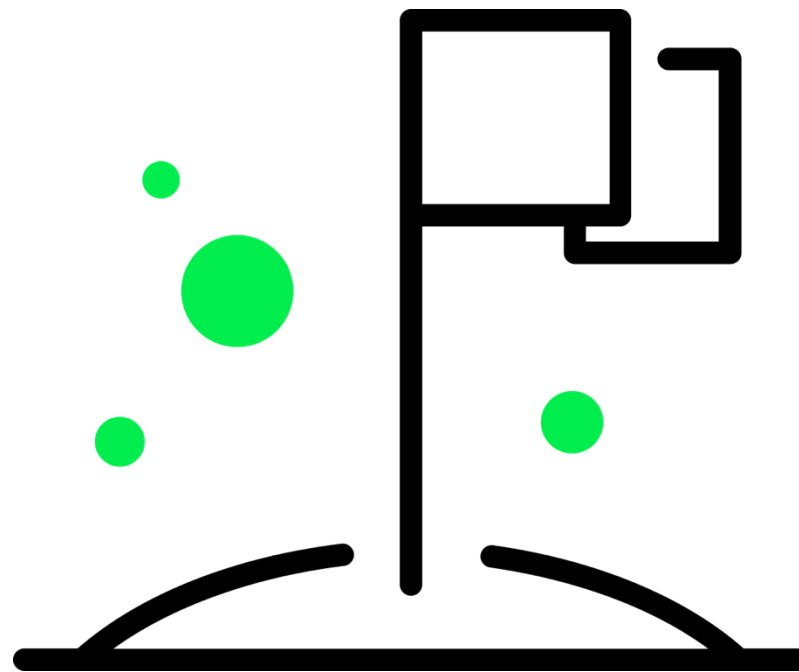


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# Forecast 2025

The SYZYGY Group forecast a **decline in sales in the high single-digit percentage range** and an **EBIT margin of around 7 per cent.**

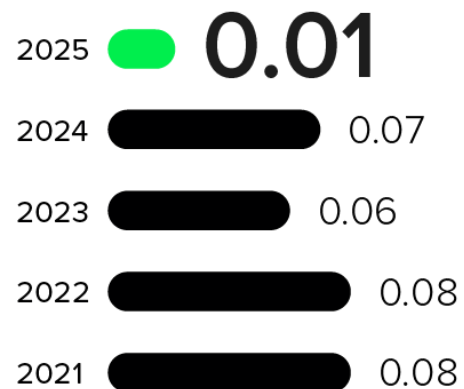




# The Share Q1 status

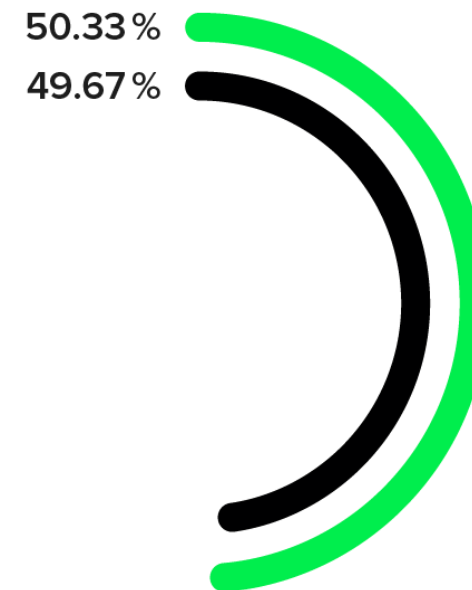
## ✓ The share Q1 status

Earnings per share / shareholder structure



**Earnings per share**  
undiluted (in EUR)

Undiluted earnings per share were EUR 0.01 based on the average available 13.5 Mio. shares qualifying for participation in the profits.



WPP plc., St. Helier  
Free float

**Shareholder structure**

As of March 31, 2025

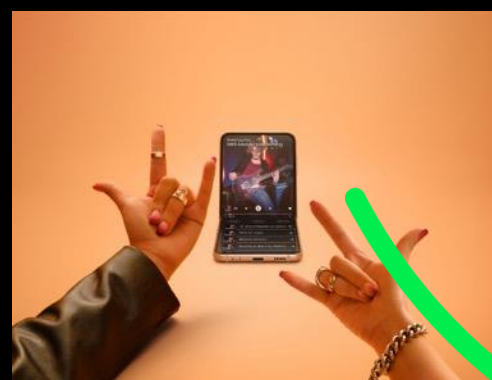
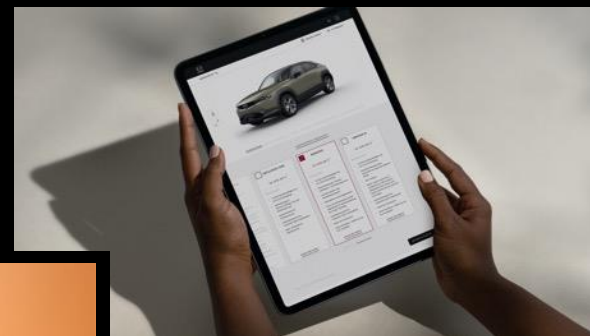
## The SYZYGY Group

- is well positioned as a digital experience partner in a growing market.
- maintains long-term client relationships.
- provides reliable forecasts.
- has an experienced management team.
- is committed to making a positive impact on society and the environment (CSR).

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# Thank you





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Erwin Greiner, Frank Ladner

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