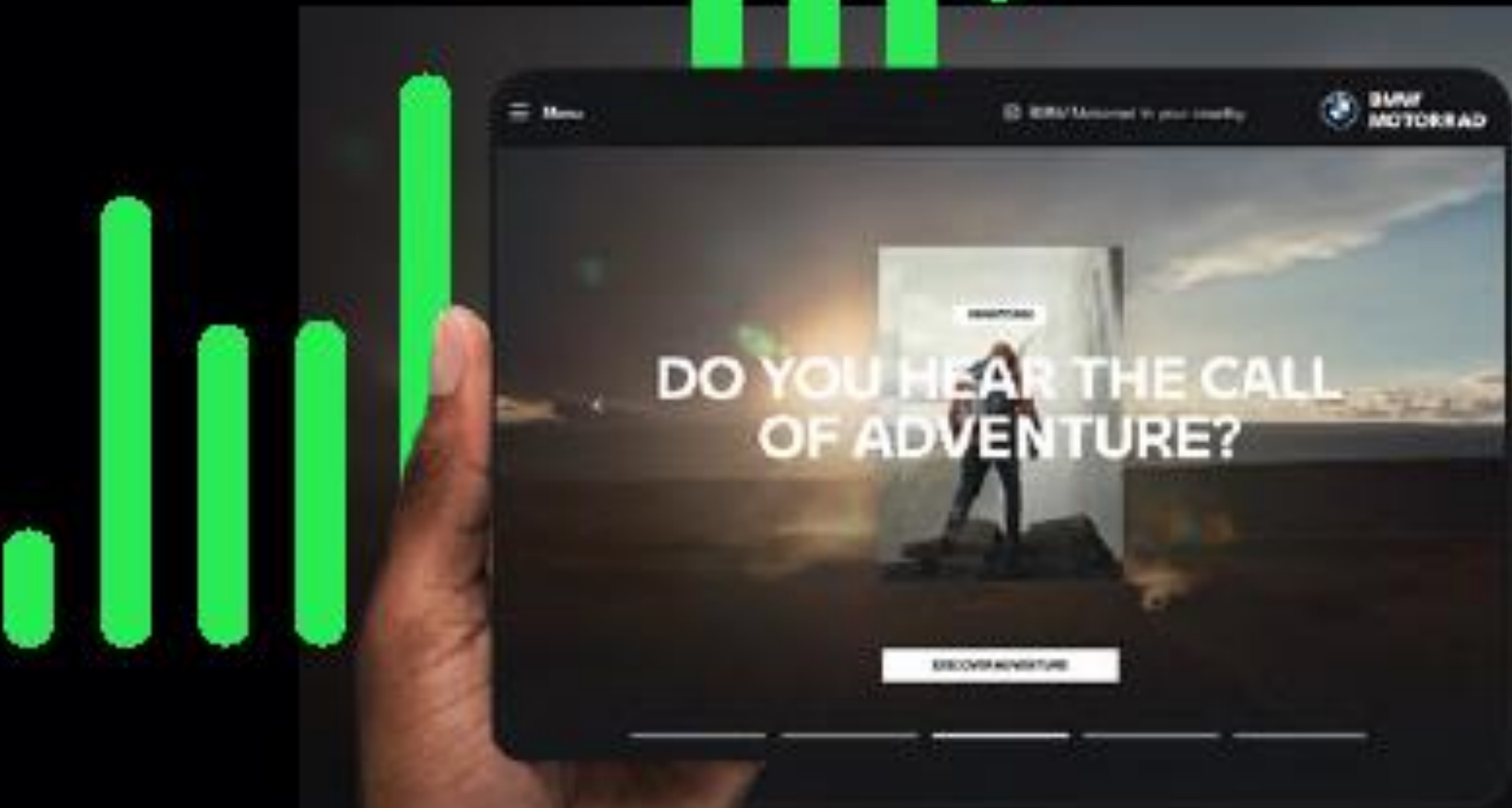


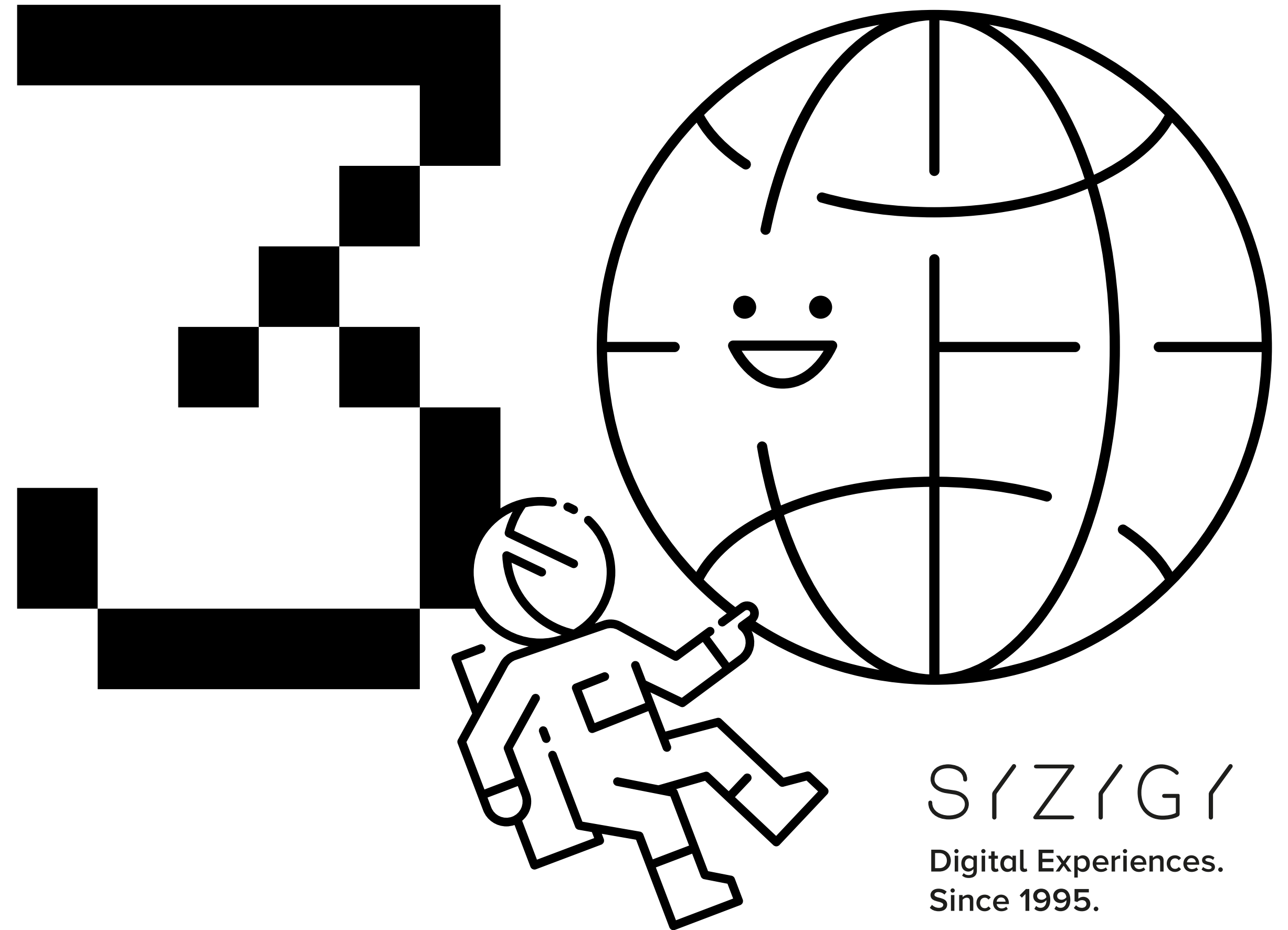
SYZYGY AG

/ Discover why investing in

SYZYGY AG

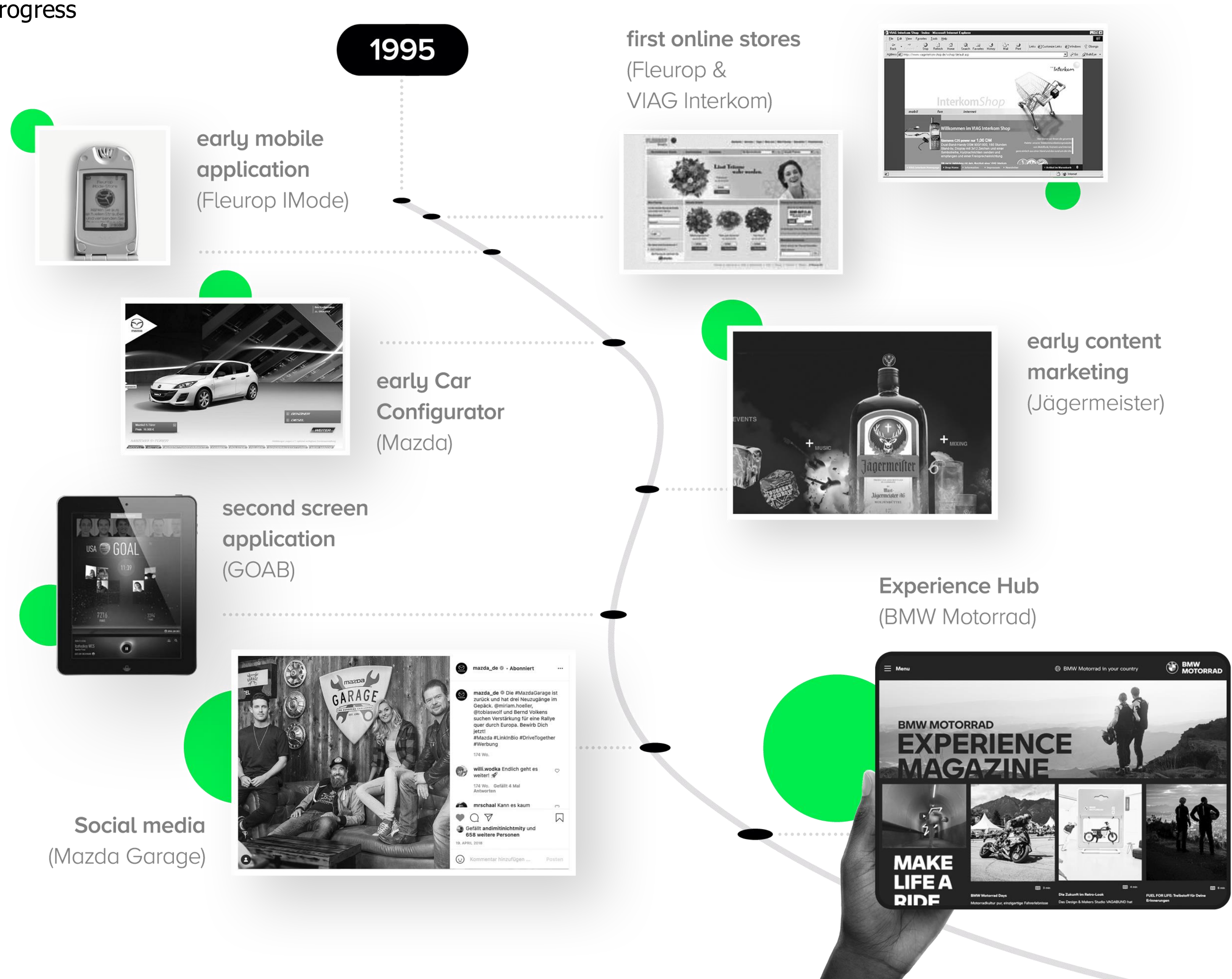


We are driving digital
progress. Since 1995.



S / Z / G /
Digital Experiences.
Since 1995.

Welcome
30 Years of digital progress



We are more than 500 experts in strategy, consulting, design and technology.

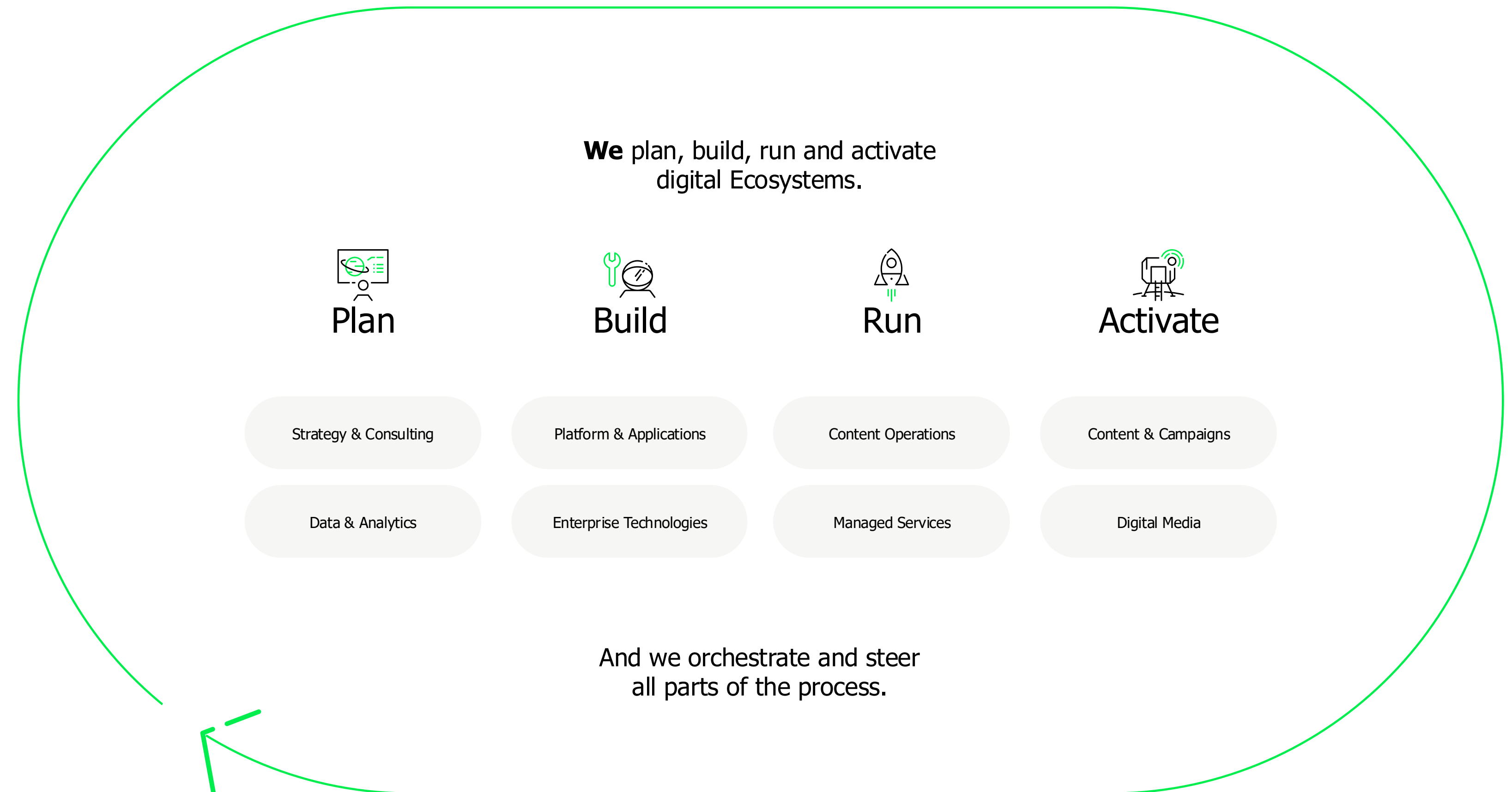


87%

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

different

Strategy consultancy
for new growth

 ArsThanea

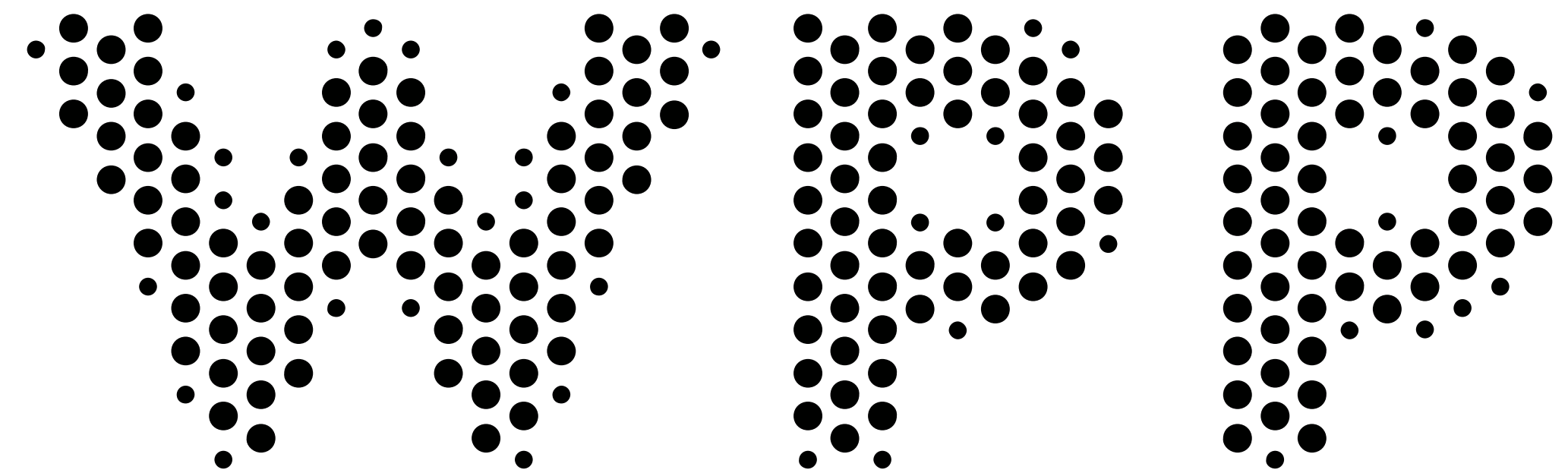
Creative Company

✓ Who we are
Part of a network

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.

Who we are
Clients

Our clients.



COMMERZBANK



iu
INTERNATIONALE
HOCHSCHULE

Notare Bayern
und Pfalz

SAMSUNG

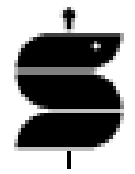


condor



KYOCERA

Telefónica



Beiersdorf

Continental

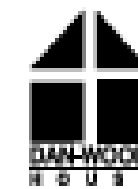
Dr. Hauschka

LUFTHANSA
GROUP

PayPal

SENNHEISER

BMW
GROUP



EnBW



Paysafe

SOLARWATT®

BMW
MOTORRAD



Haspa
Hamburger Sparkasse

Miles & More



BUCHERER

DECATHLON



mobile.de

ROSSMANN

WEMPE

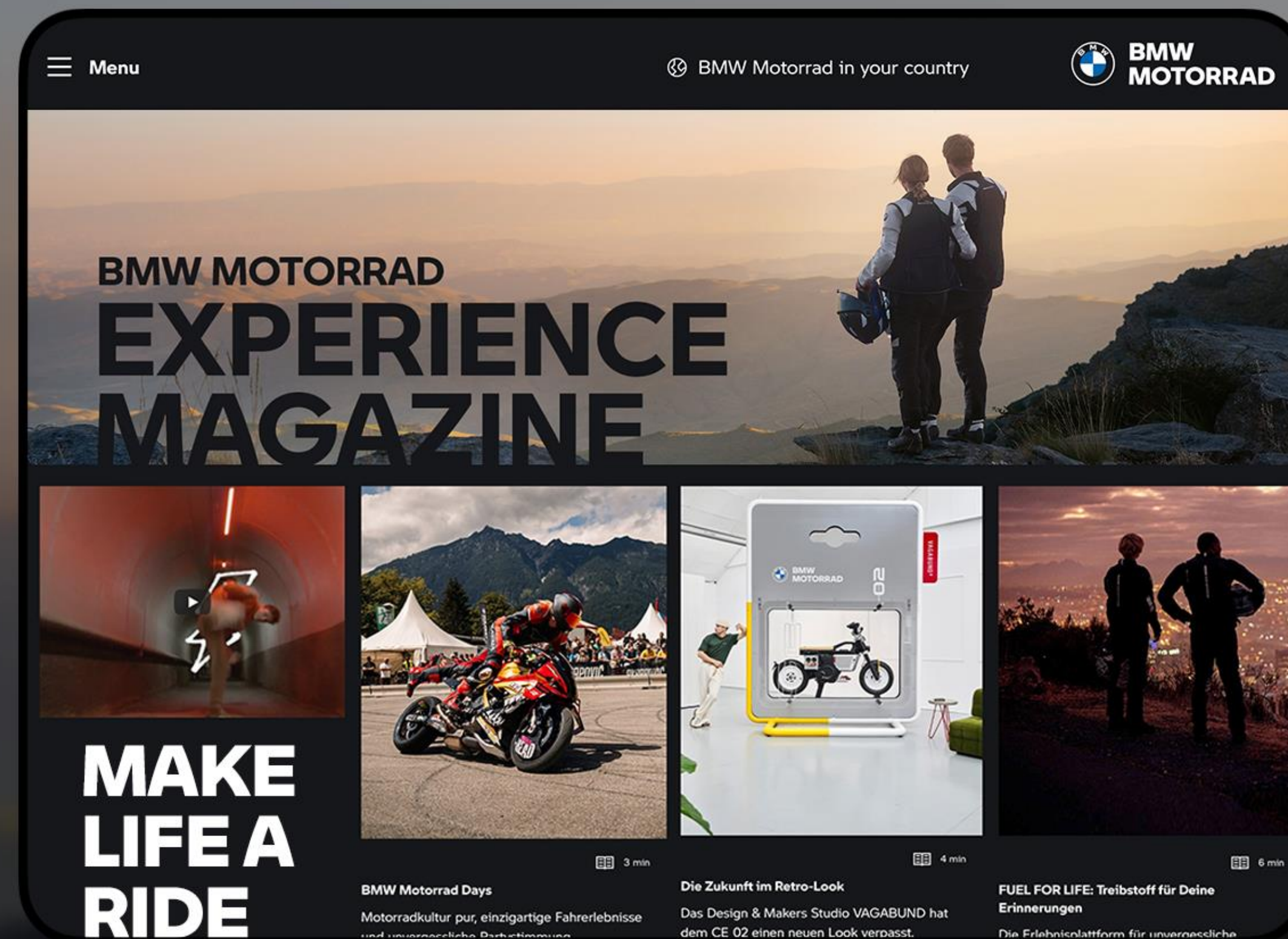


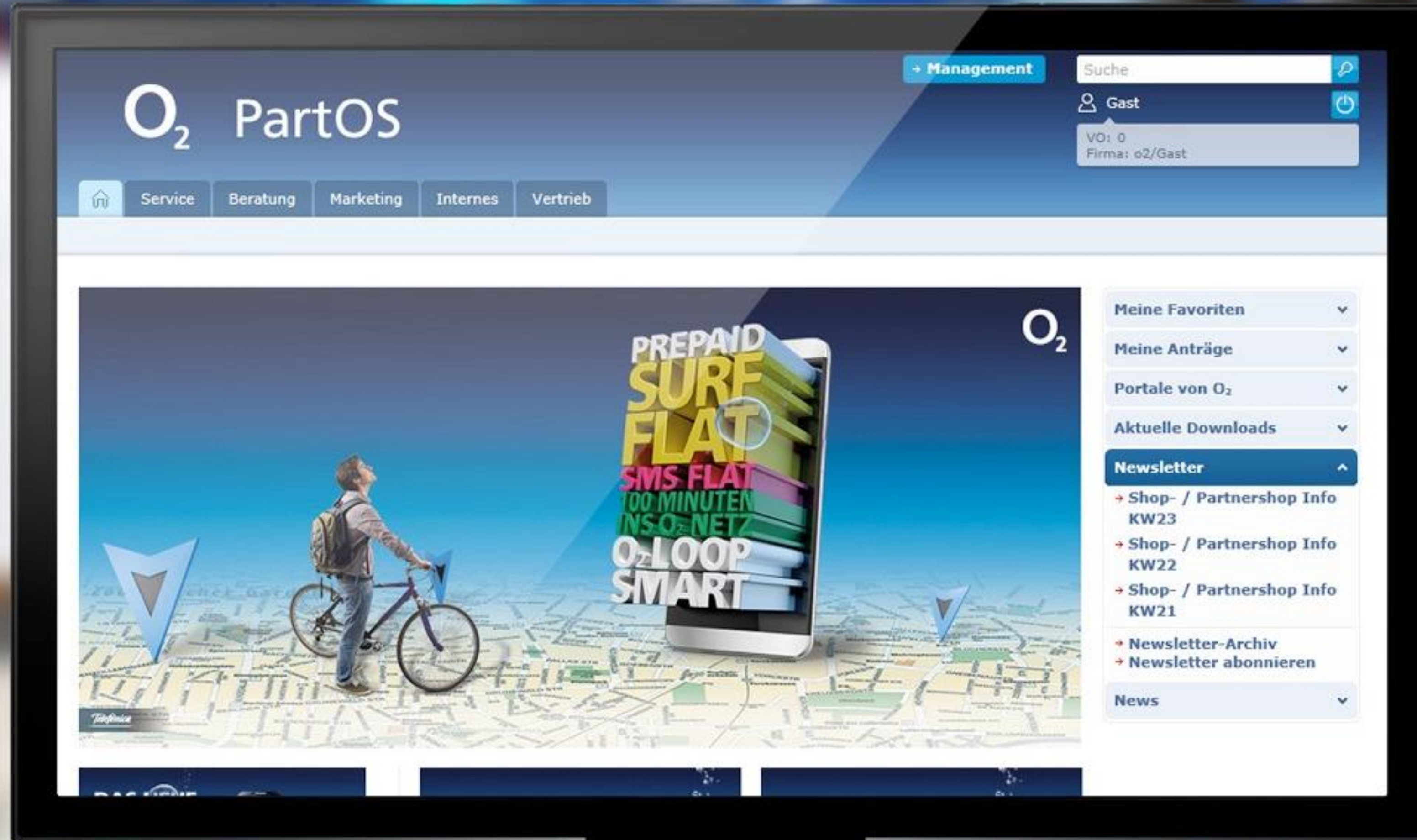
HYUNDAI

NDR®

RTV EURO AGD

worldpay





85%

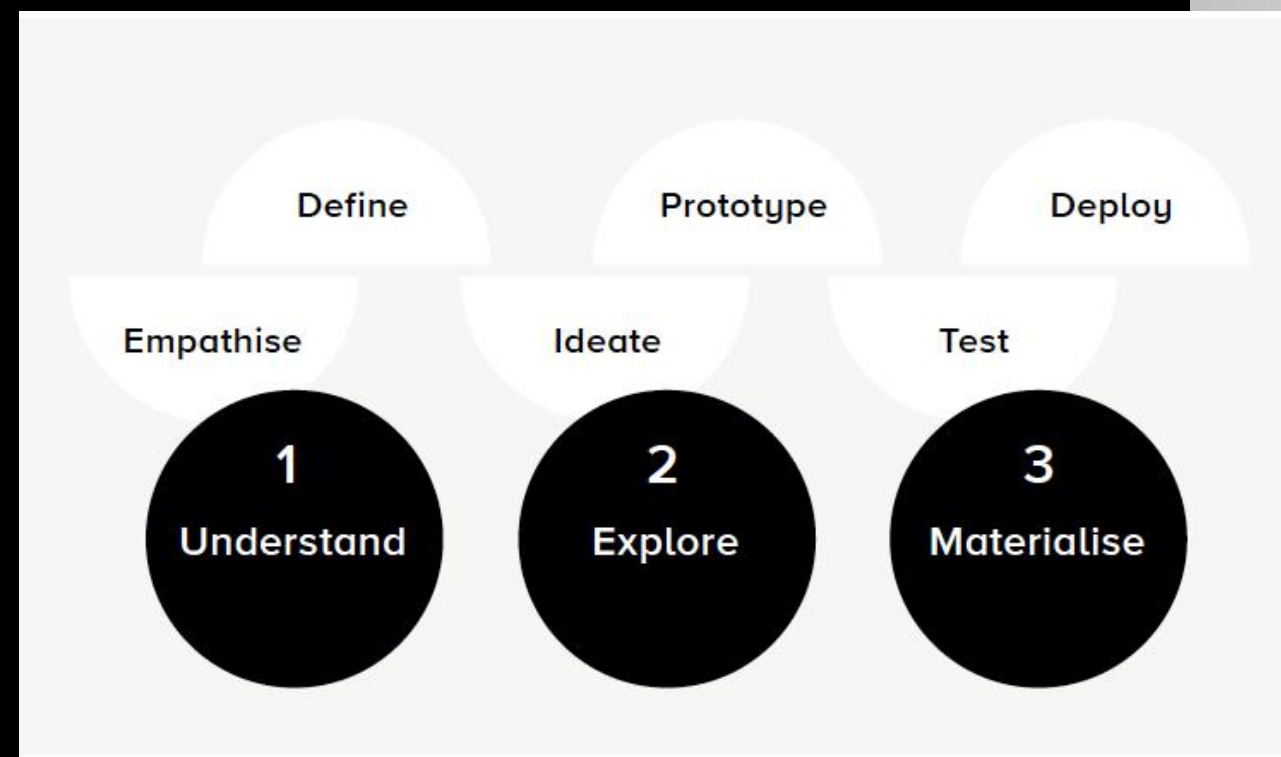
Business processes

40_k

Daily users



How could the Apple Vision Pro transform wait times for Miles & More members into virtual travel experiences?



Internet agency-
ranking

2025

/

10th
place



5th place

im Subranking:
Digitale Transformation
und Strategie



- Well positioned as a digital experience solutions partner.
- Prioritizing operational efficiency and strategic future investments, specifically focusing on AI-driven services.
- Maintaining long-term client relationships.
- Providing reliable and transparent forecasts.
- Has an experienced management team.

SYZYG/AG

Why invest?

Our strategy

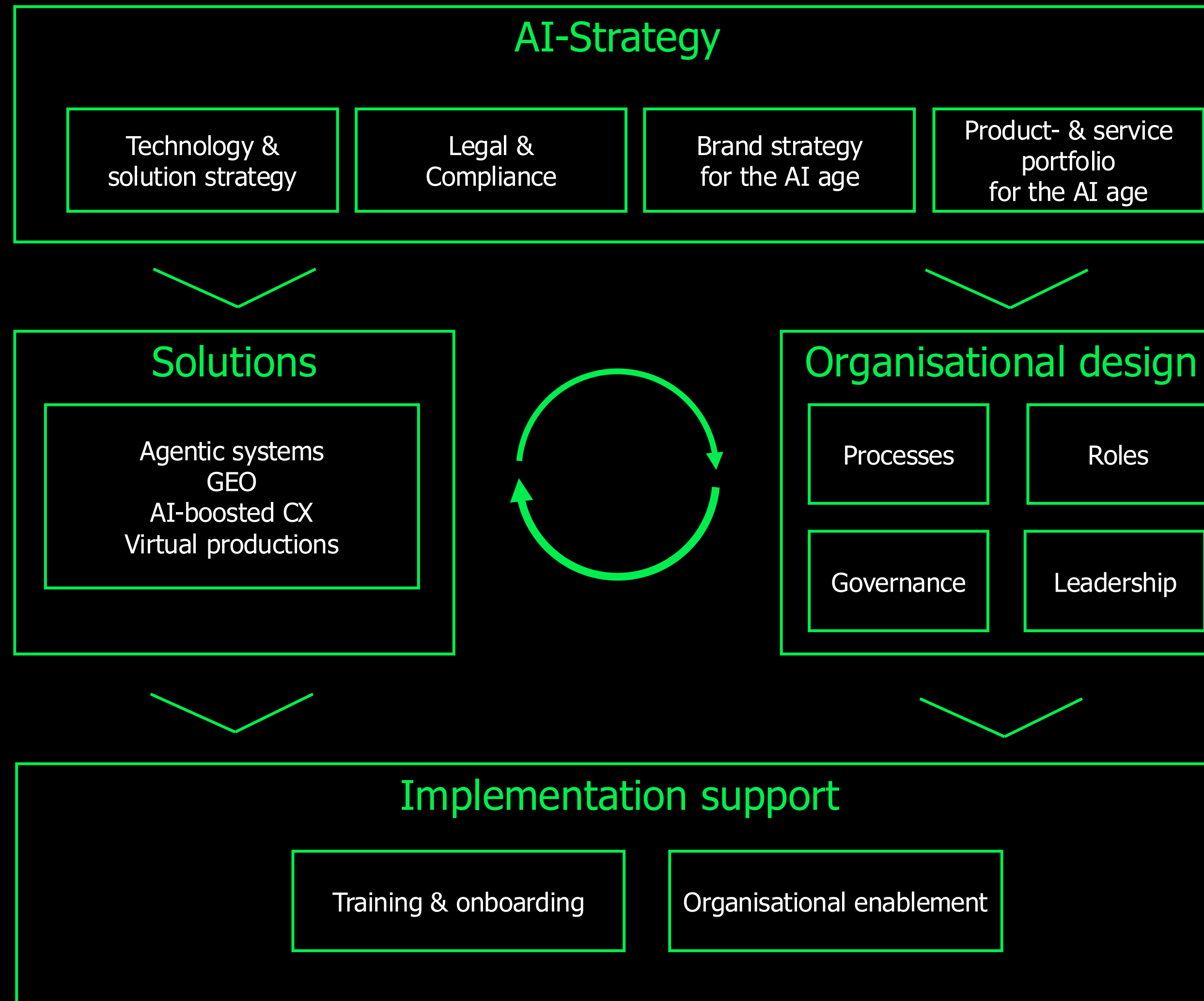




Like apps during the iPhone-
moment agentic systems are an
opportunity for us
to grow in the AI era.

Our vision is to become a leading
Agentic System Builder, creating
the application layer that powers
the service-as-a-software era.

- Our strategy
- All-things AI service portfolio



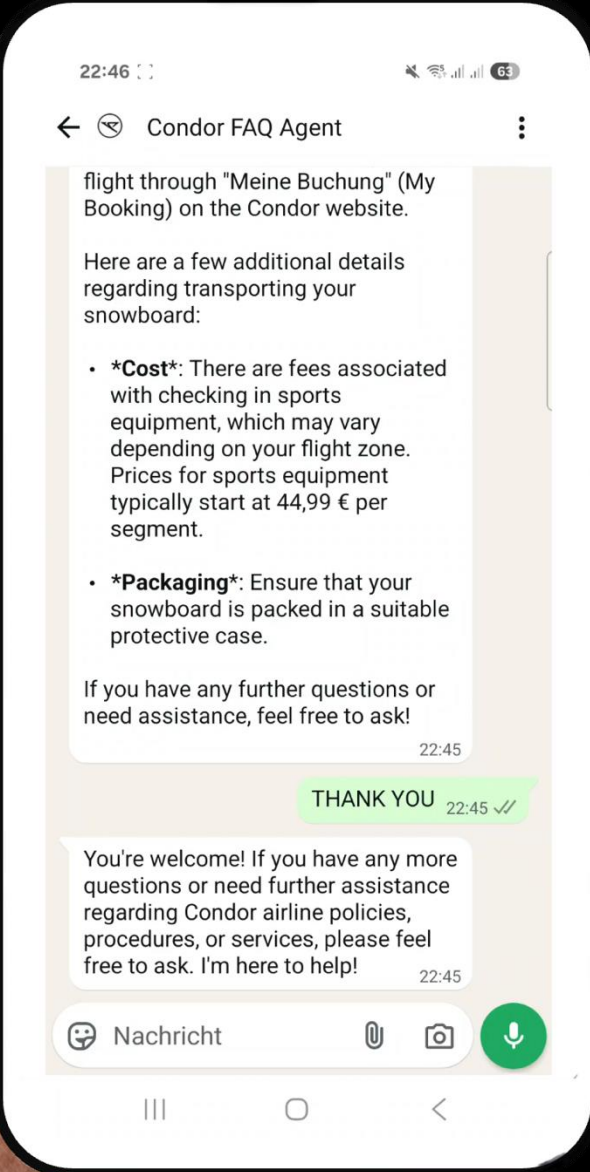
Our strategy
AI solutions

Virtual productions



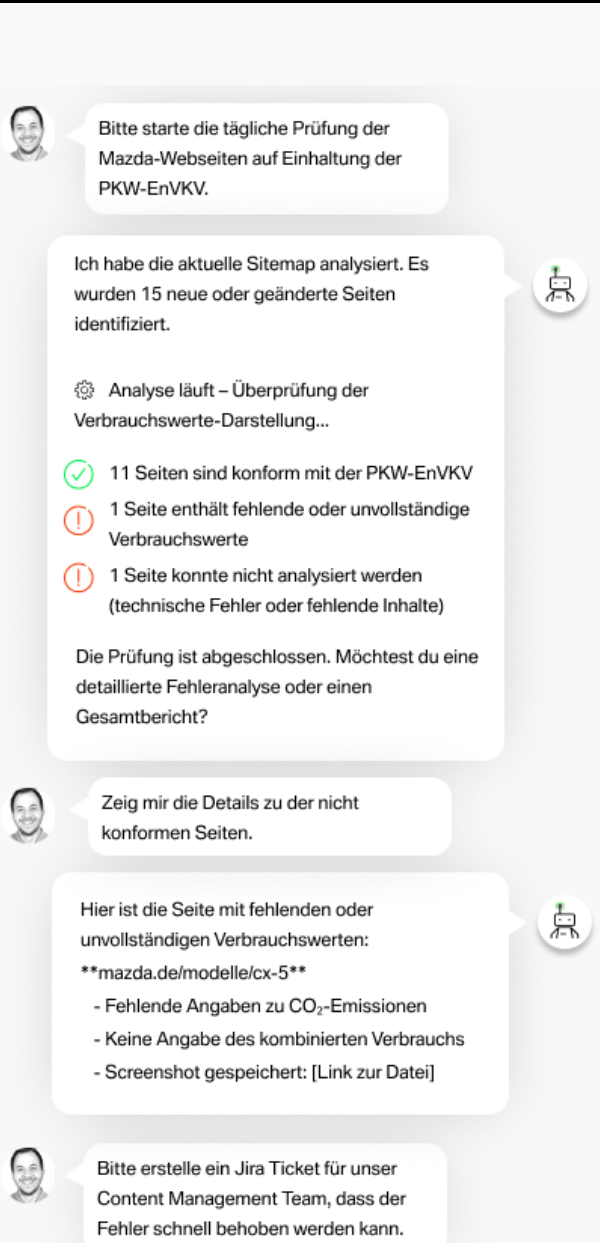
Image generation workflow

AI-boosted CX

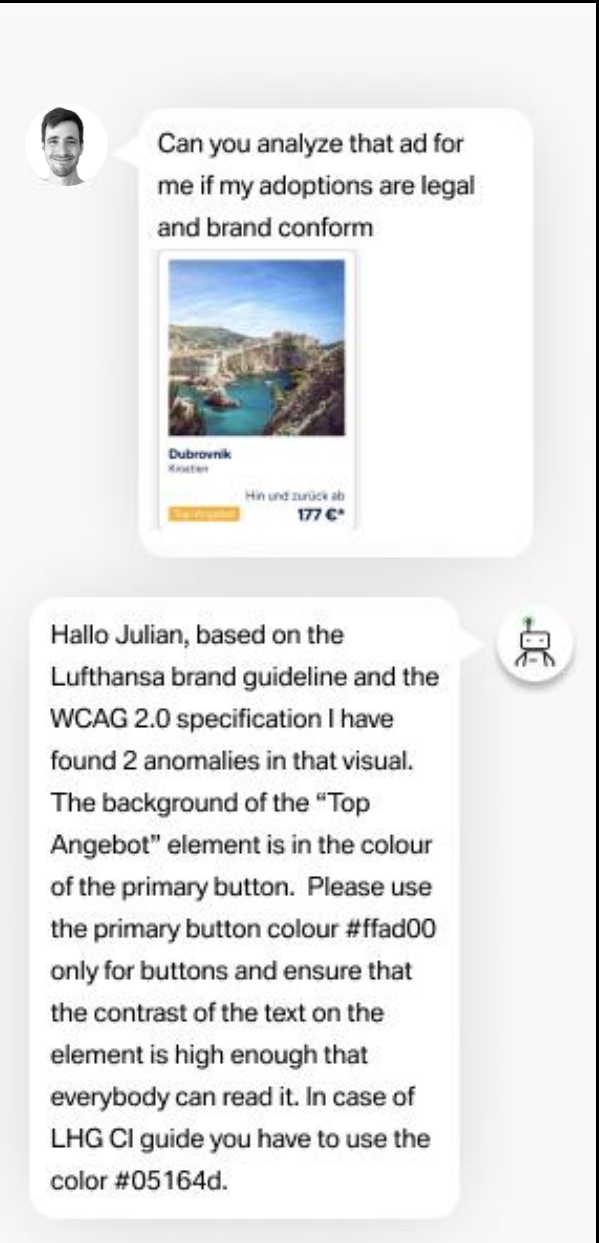


Condor
Whats App
FAQ Agent

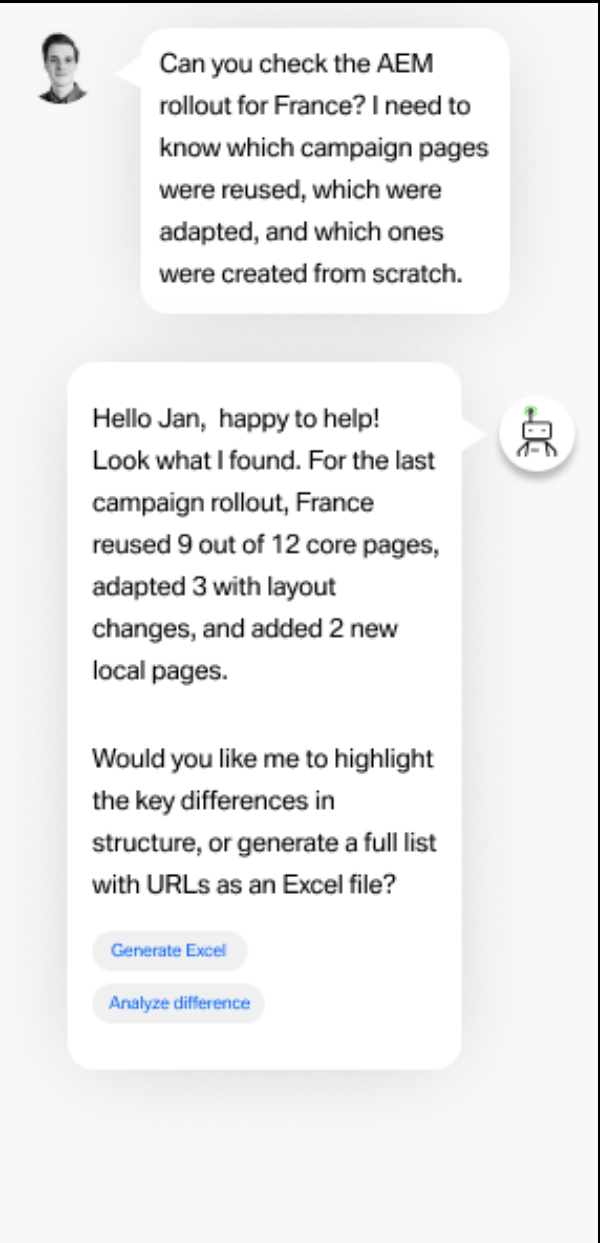
Agentic workflows



QA Agent



Brand Agent



Governance Agent

	 Nutzfahrzeuge	 PRO™	
Nennungstreppe	✓✓✓✓ (alle 4 Phasen erfüllt)	✓✓✓✓ (alle 4 Phasen erfüllt)	🔄 gleichauf (quantitativ)
CoreTap	★★★★★ (sehr stabil & breit)	★★★★☆ (funktional, aber nischer)	+ Vorteil VWN
Framing	stabil, konservativ, etabliert	modern, technikfokussiert, wenig emotional	+ Vorteil VWN (Balance)
Ontology	breit vernetzt, Cluster Handwerk	technologieorientiert, Cluster „Urban Fleet“	🔄 gleichwertig, aber anders gerahmt
Prompt-NPS	+60	+40	+ Vorteil VWN
#browse Ergebnisse	starke Quellenbasis, konsistent	ergänzende Infos, wenig Markenframe	+ Vorteil VWN (Tiefe & Konsistenz)

Geo

SYZYGY × different

Marketing 2030

Wie wir Menschen und Maschinen überzeugen

—
Unser Ausblick auf ein KI-geprägtes Morgen
und Empfehlungen für heute

→ www.syzygy.de

Digital Products since 1995

SYZYGY Marketing 2030
white Paper

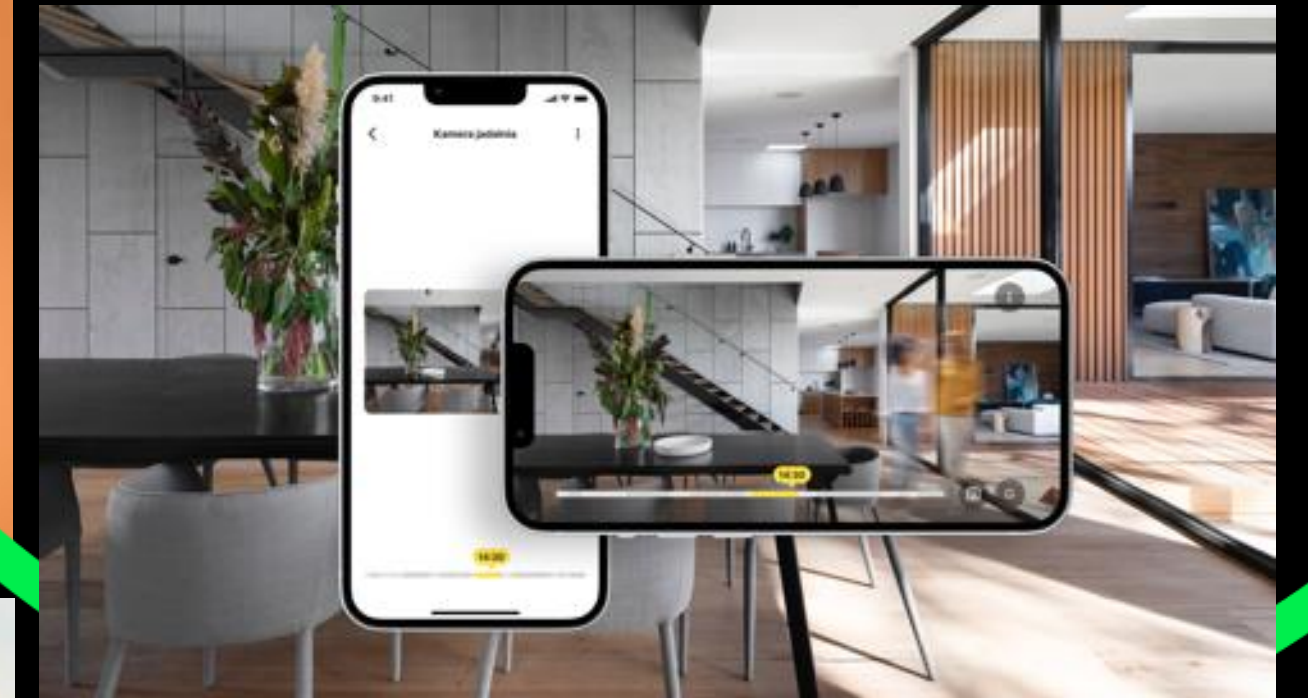


Trend Report: Marketing 2030

<https://www.syzygy.de/marketing-2030/>

SYZYG/AG

Thank you



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