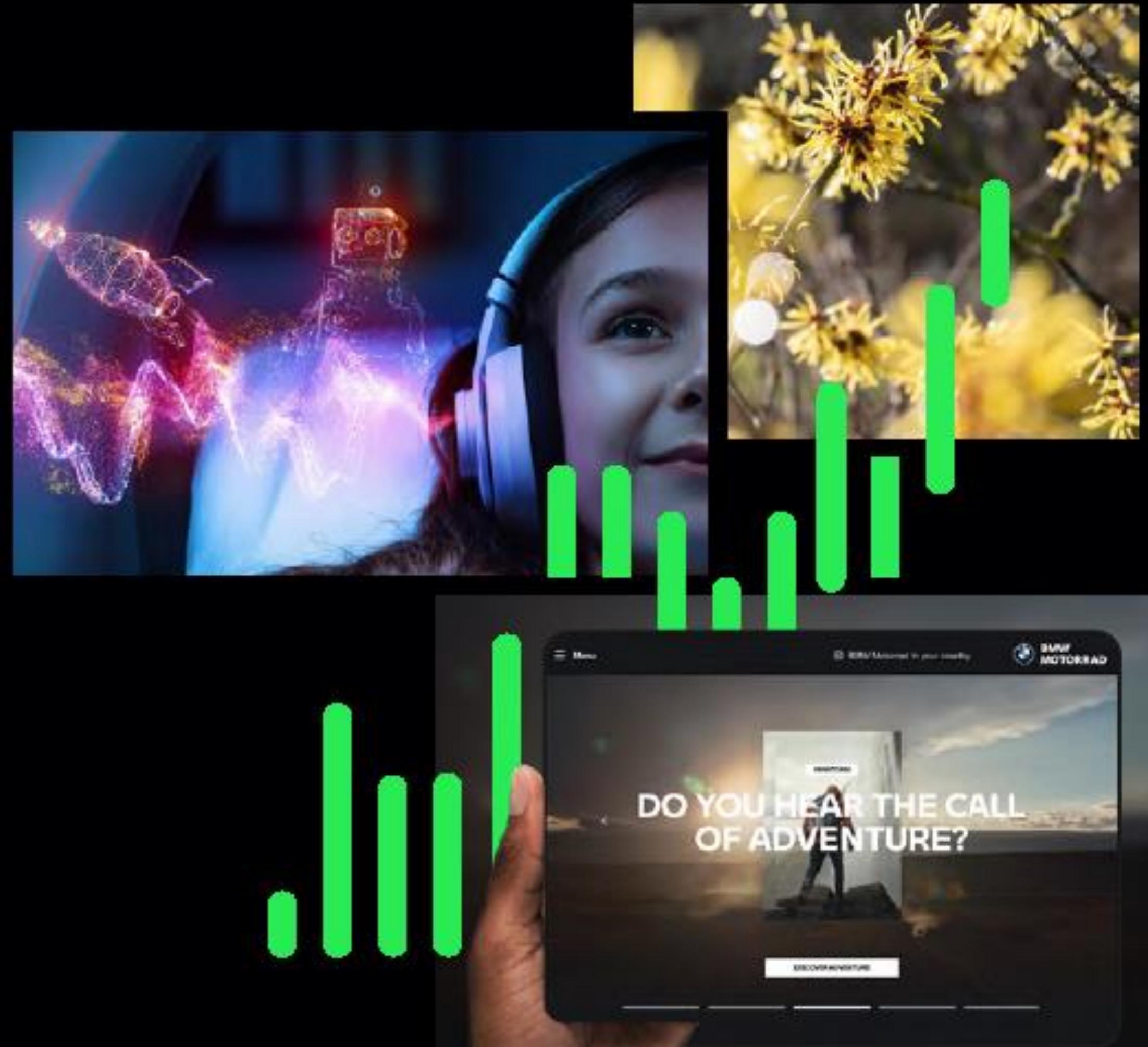


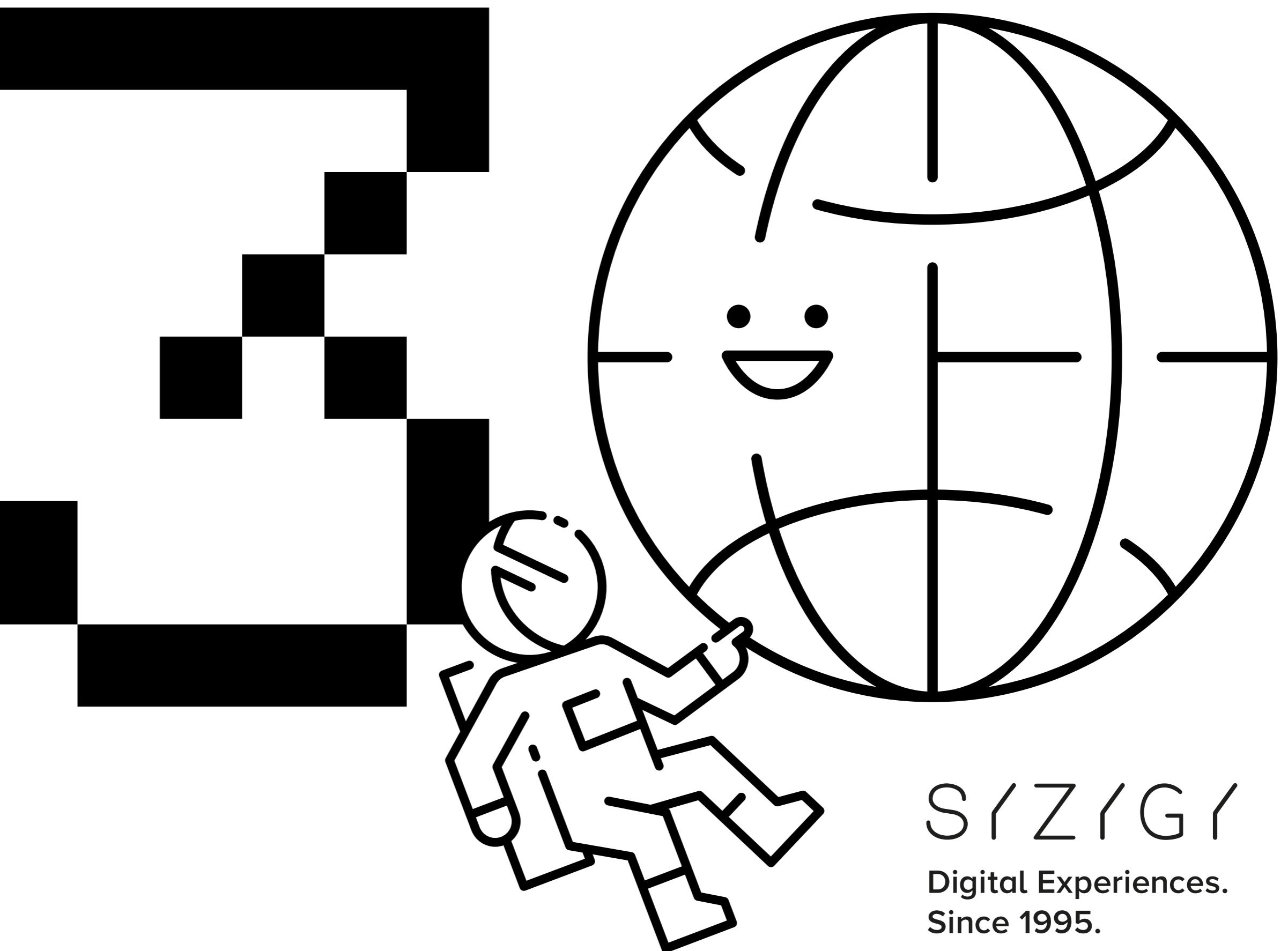
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/ Discover why investing in

SYZYGY AG



We are driving digital
progress. Since 1995.



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

Welcome

30 Years of digital progress

1995

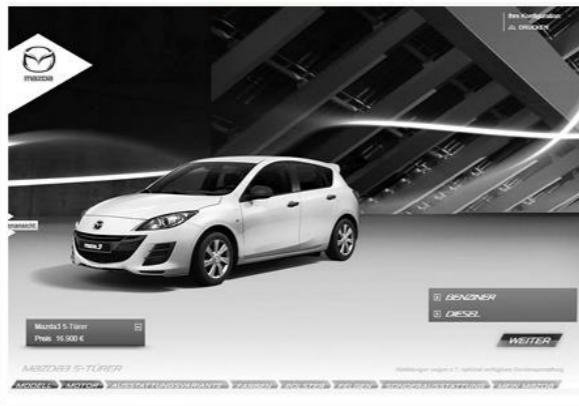
early mobile application
(Fleurop IMode)



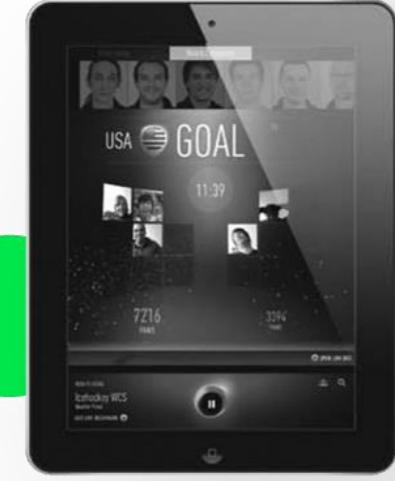
first online stores
(Fleurop &
VIAG Interkom)



early Car Configurator
(Mazda)



second screen application
(GOAB)



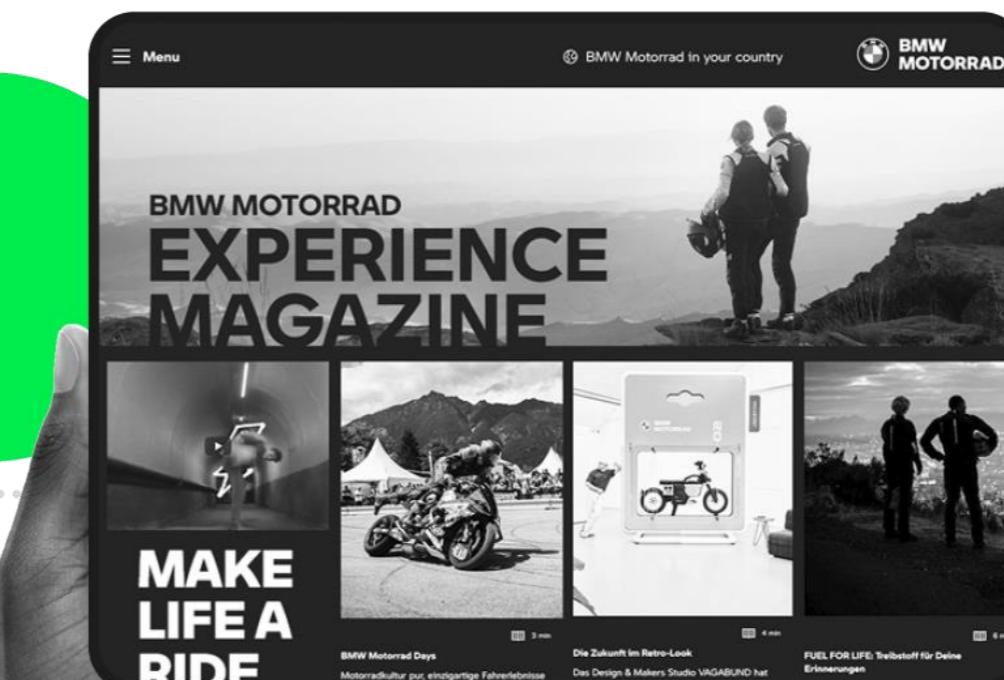
Social media
(Mazda Garage)



early content marketing
(Jägermeister)



Experience Hub
(BMW Motorrad)



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.



Plan

Strategy & Consulting

Data & Analytics



Build

Platform & Applications

Enterprise Technologies



Run

Content Operations

Managed Services



Activate

Content & Campaigns

Digital Media

We plan, build, run and activate
digital Ecosystems.

And we orchestrate and steer
all parts of the process.

Our entities.

SIZIGI

different

Strategy consultancy
for new growth

SIZIGI
/ PERFORMANCE

SIZIGI
/ TECHSOLUTIONS

Consulting and implementation partner
for digital experiences

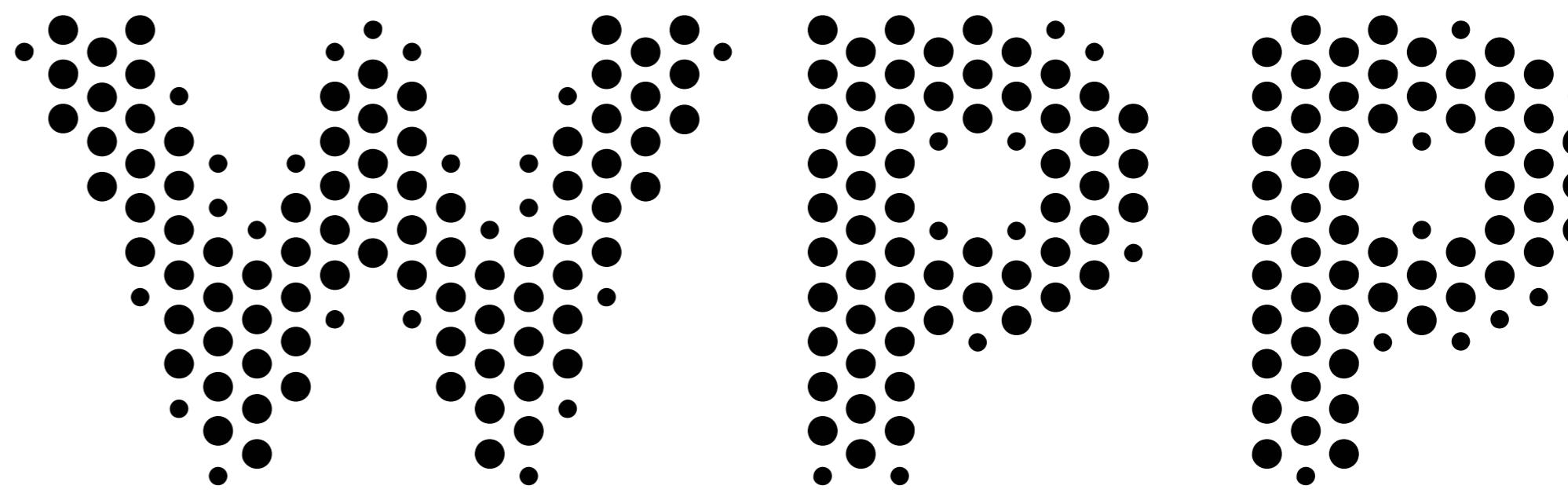
 ArsThanea

Creative Company

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

N
Notare Bayern
und Pfalz

SAMSUNG

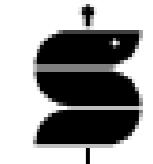


condor



KYOCERA

o Telefónica



Beiersdorf

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LUFTHANSA
GROUP

PayPal

SENNHEISER

BMW
GROUP



EnBW



Paysafe

SOLARWATT

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HILTI

mobile.de

ROSSMANN

WEMPE

Biedronka
Codziennie sklepki ceny



HYUNDAI

NDR

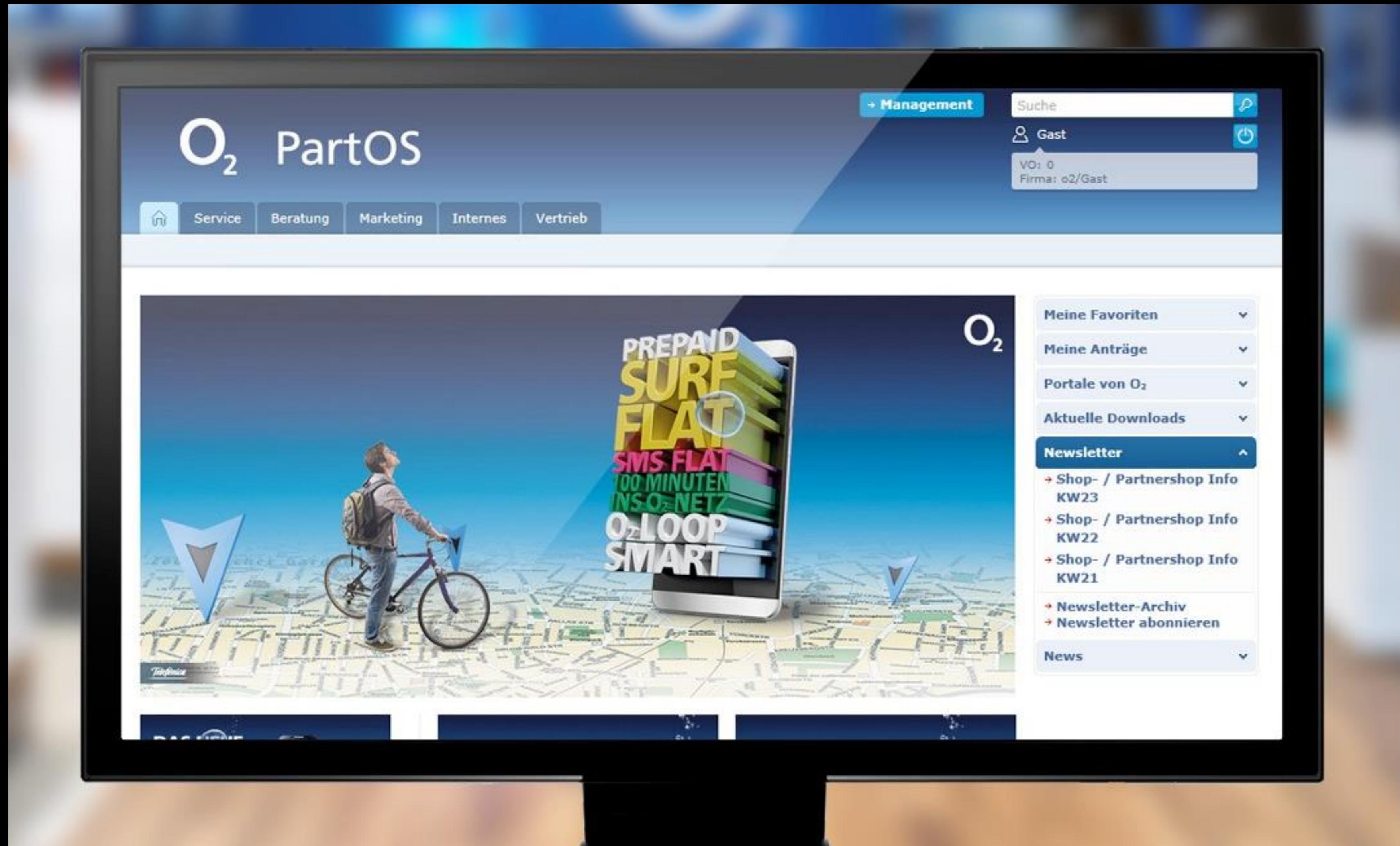
RTV EURO AGD

worldpay

BMW Motorrad
Brand Website Relaunch



A screenshot of the BMW Motorrad Experience Magazine website. The header features the BMW Motorrad logo and a 'BMW Motorrad in your country' dropdown. The main title 'BMW MOTORRAD EXPERIENCE MAGAZINE' is displayed over a background image of two people standing on a cliff at sunset. Below the title, a large button with the text 'MAKE LIFE A RIDE' is visible. The page is filled with various video thumbnails, including 'BMW Motorrad Days' (3 min), 'Die Zukunft im Retro-Look' (4 min), and 'FUEL FOR LIFE: Treibstoff für Deine Erinnerungen' (6 min). The overall design is modern and visually appealing, with a focus on high-quality images and video content.



85%

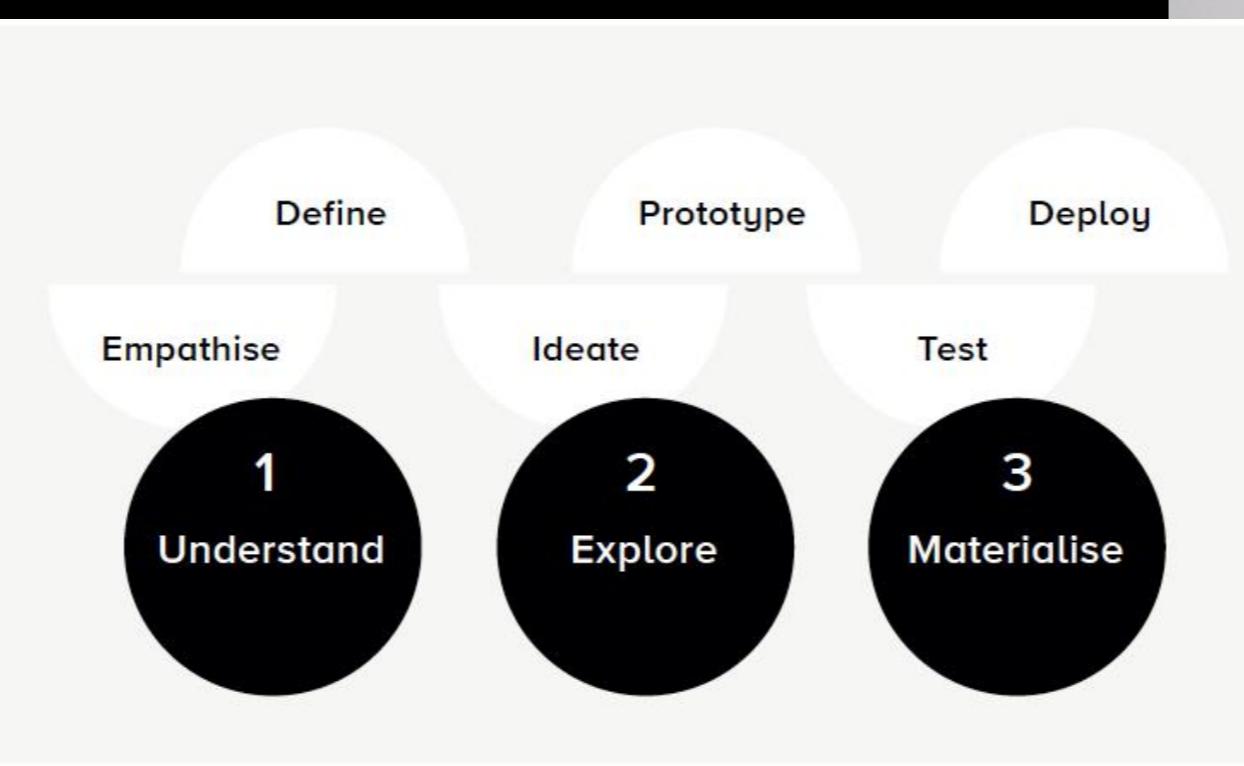
Business processes

40k

Daily users

99

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

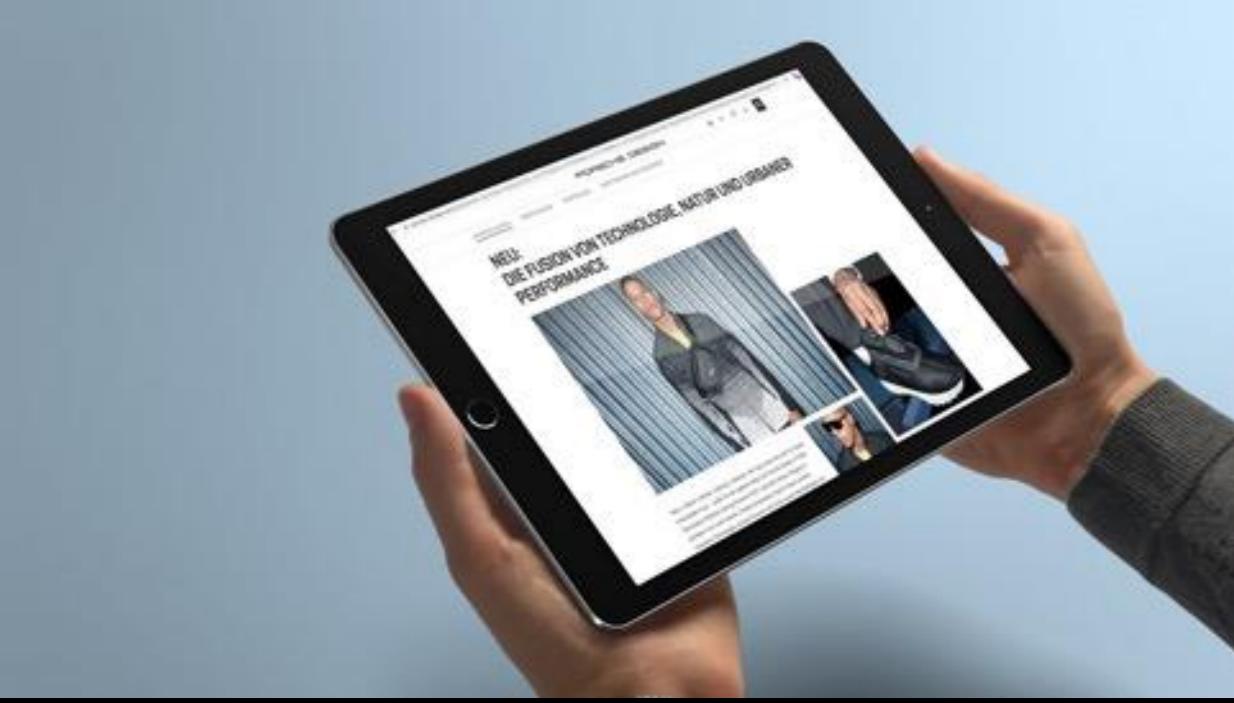
im Subranking:
Digitale Transformation
und Strategie



- 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.

/ Why invest?

Our strategy

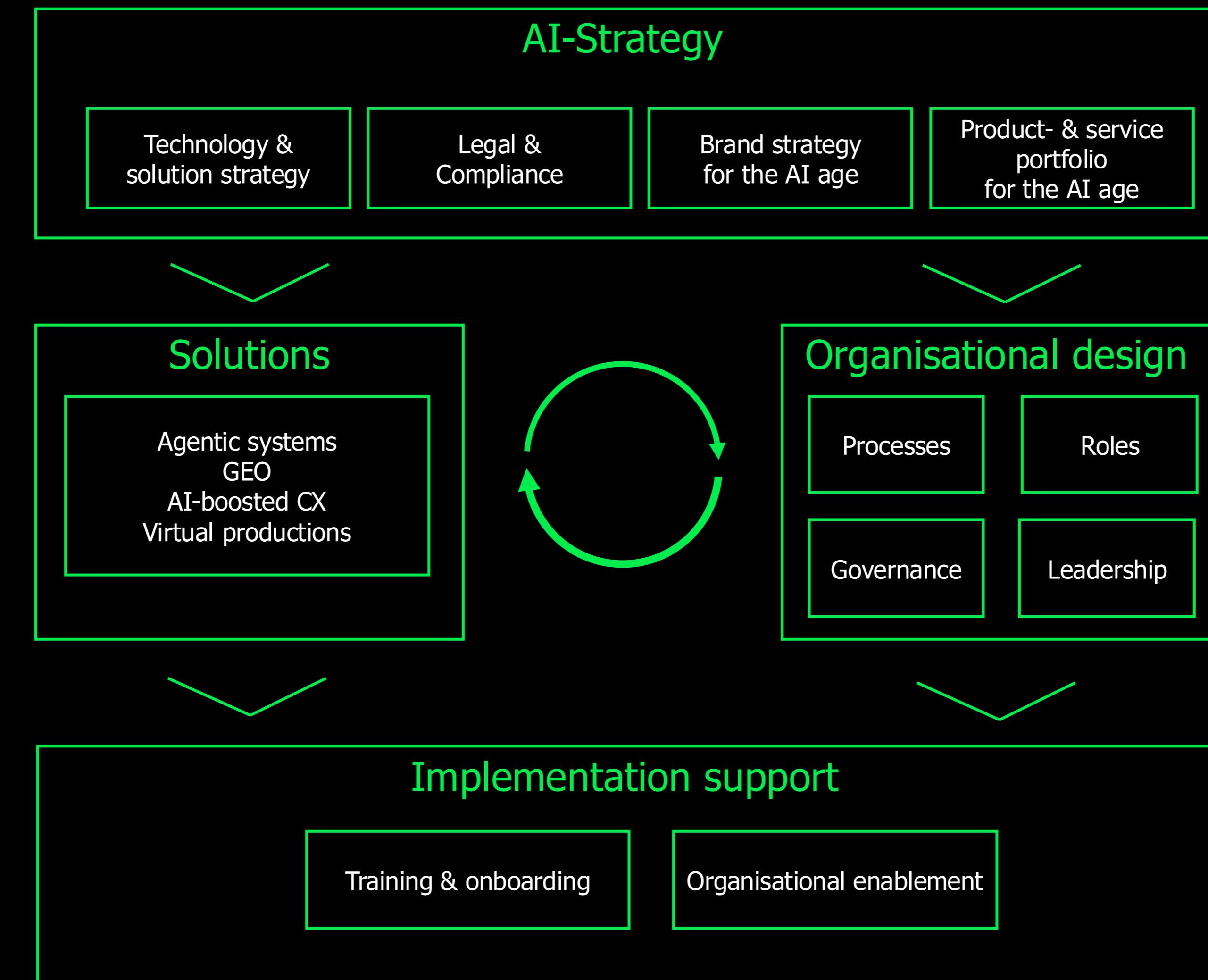




Like apps during the iPhone-moment agentic systems are an opportunity for us to grow in the AI era.

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



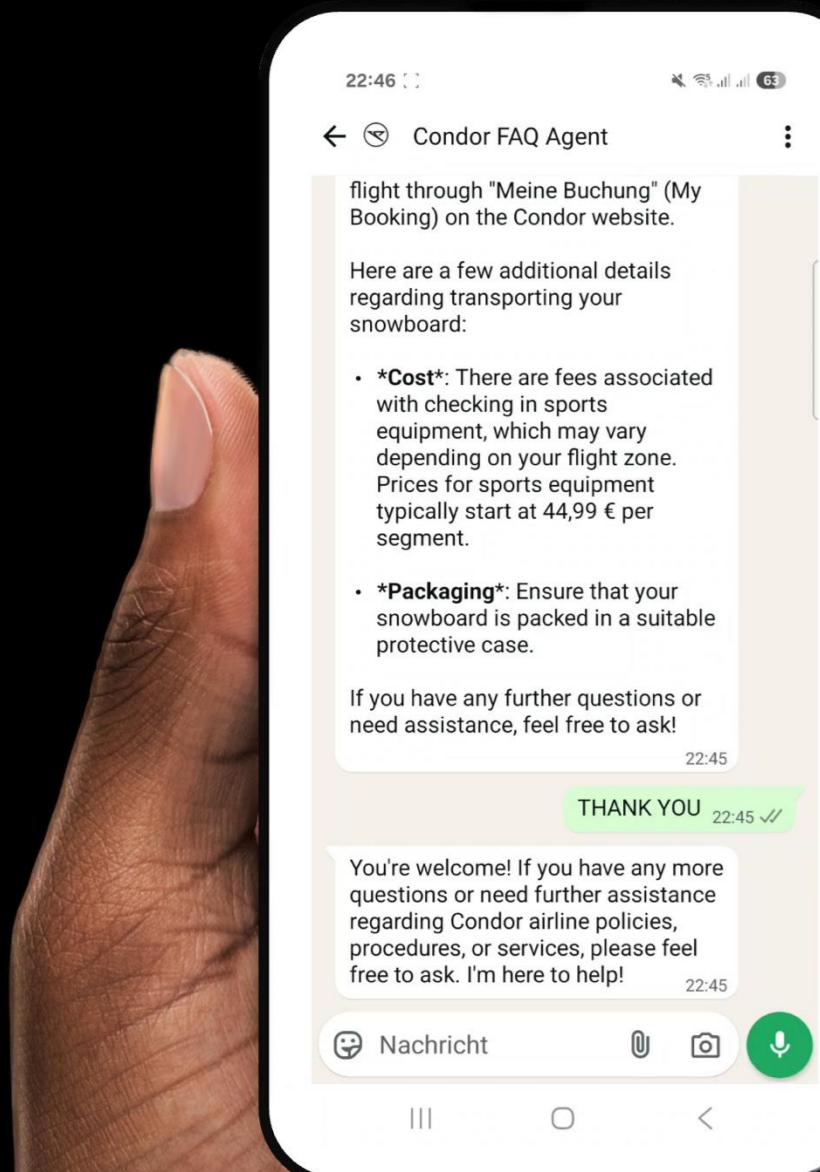
Virtual productions



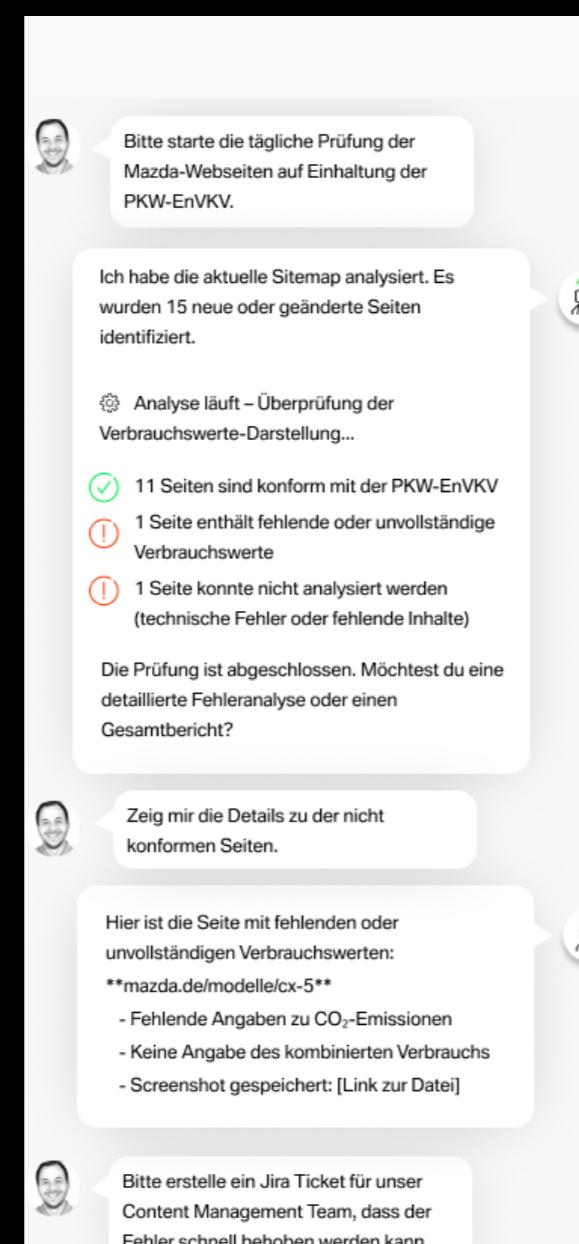
Image generation workflow



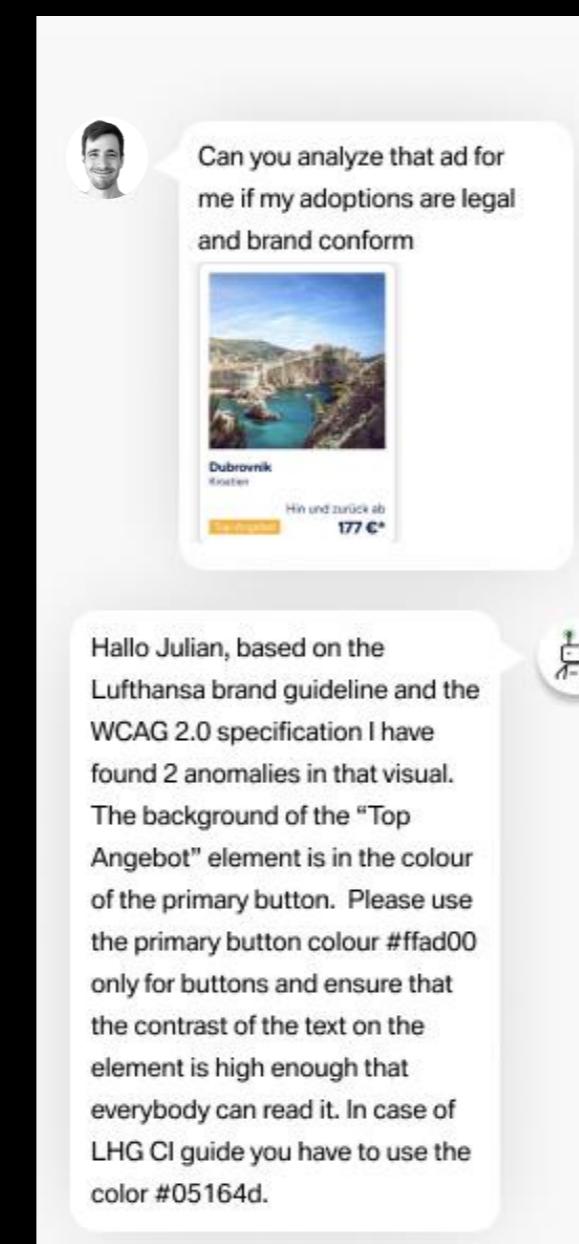
AI-boosted CX



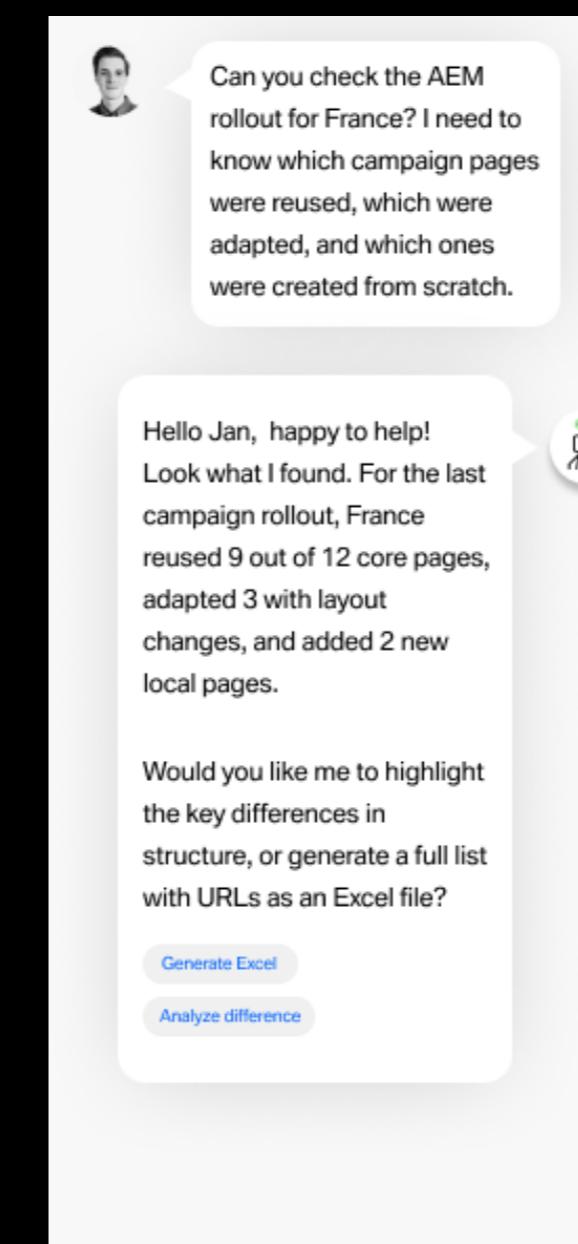
Condor
Whats App
FAQ Agent



QA Agent



Brand Agent



Governance Agent

Agentic workflows

Nennungstreppe	✓✓✓✓ (alle 4 Phasen erfüllt)	✓✓✓✓ (alle 4 Phasen erfüllt)
CoreTap	★★★★★ (sehr stabil & breit)	★★★★★ (funktional, aber nischiger)
Framing	stabil, konservativ, etabliert	modern, technikfokussiert, wenig emotional
Ontology	breit vernetzt, Cluster Handwerk	technologieorientiert, Cluster „Urban Fleet“
Prompt-NPS	+60	+40
#browse	starke	ergänzende Infos, wenig Markenframe
Ergebnisse	Quellenbasis, konsistent	(Tiefe & Konsistenz)

Geo

+

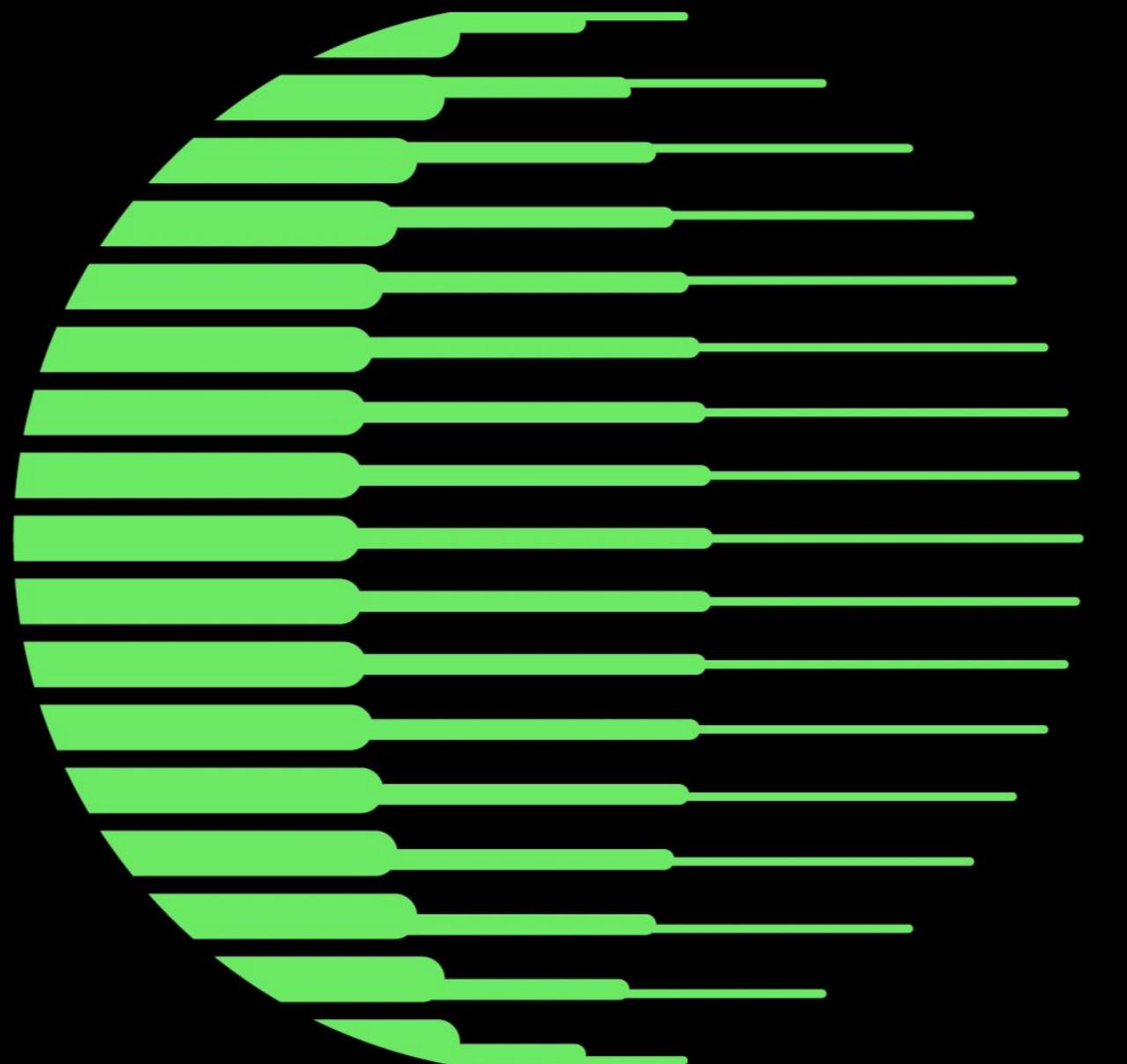
SYZYGY × **different**

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

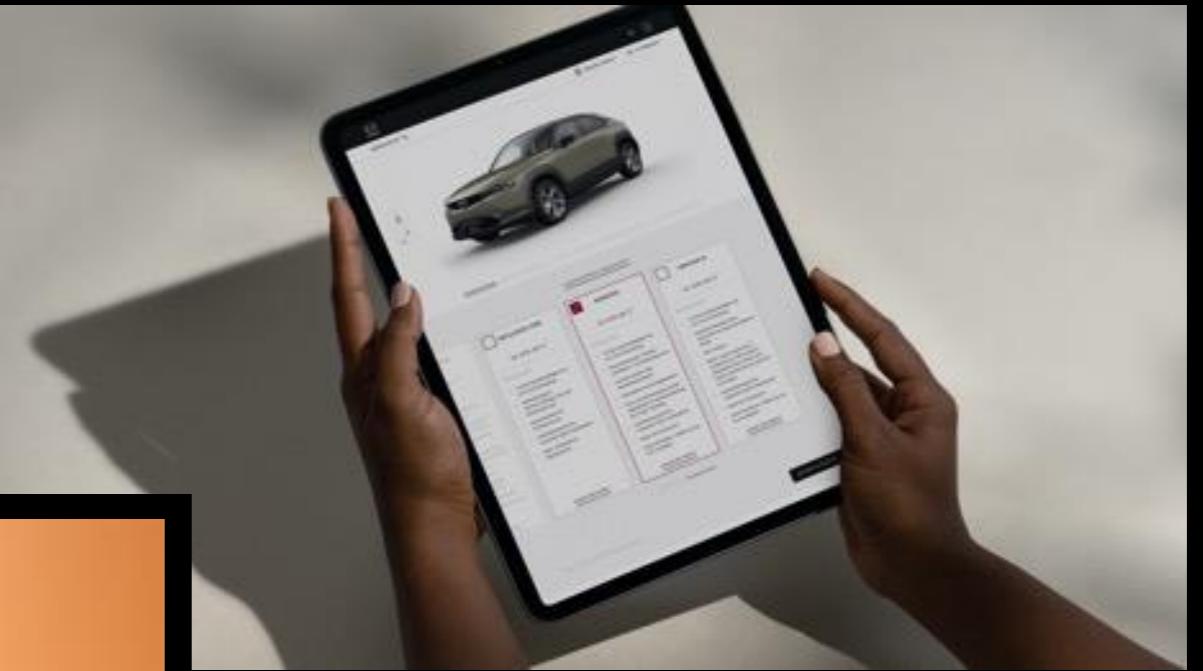
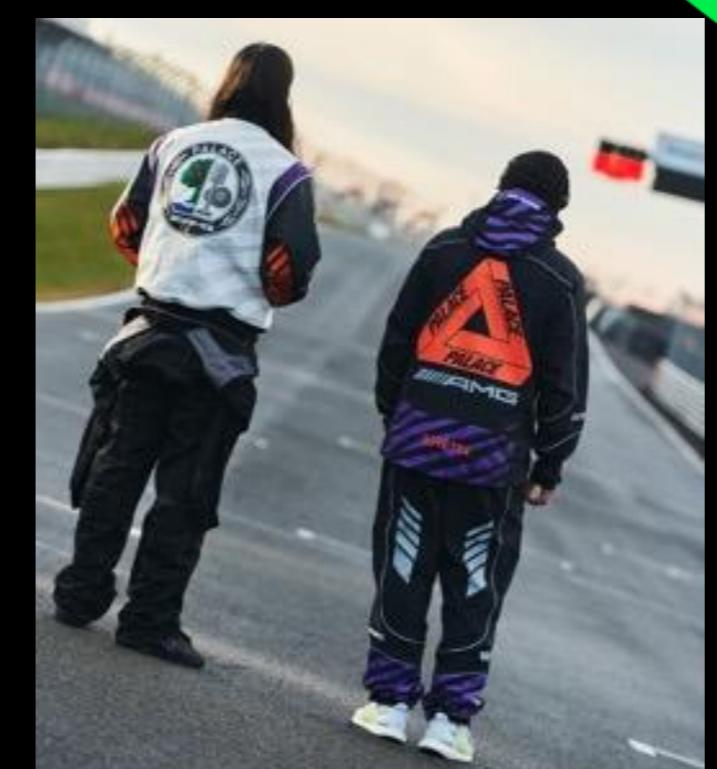
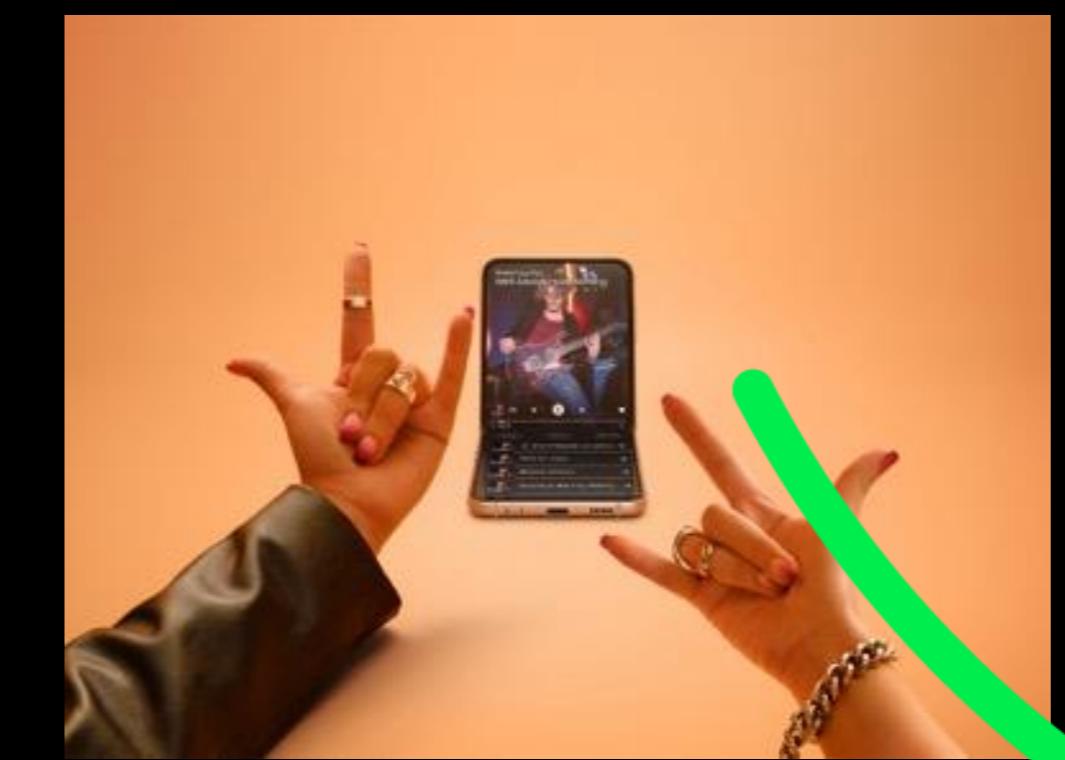
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Trend Report: Marketing 2030

**[https://www.syzygy.de/marketing
2030/](https://www.syzygy.de/marketing2030/)**

Thank you



/ SYZYGY AG
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