

2024 | v.1

Mexedia Company Profile

The interaction of the future.
Today.



MEXEDIA
Fast, easy, safe

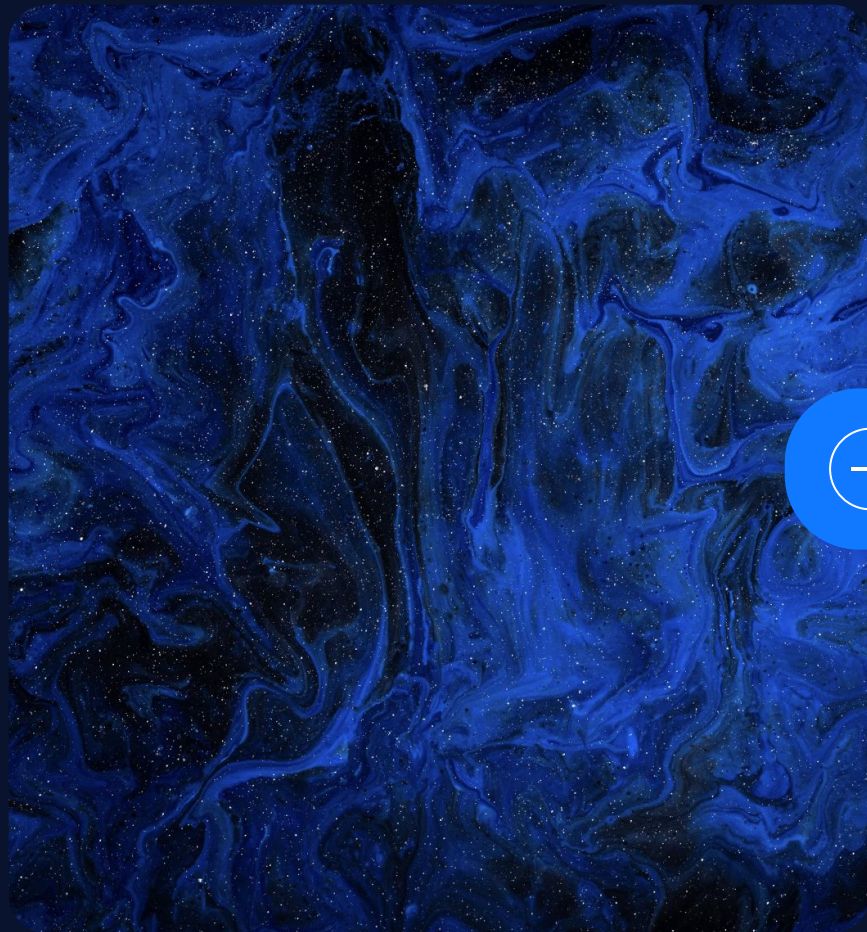


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The Group

Welcome to Mexedia.

Mexedia is an active entity in the world of technology, operating in the **telecommunications** and **business services sector**.

Mexedia works to establish an authentic, continuous relationship and omnichannel, between brands and people. It automates processes and puts technologies - existing and new - at the service of Sales, Marketing and Customer Care. It is a truly **integrated technological ecosystem**.

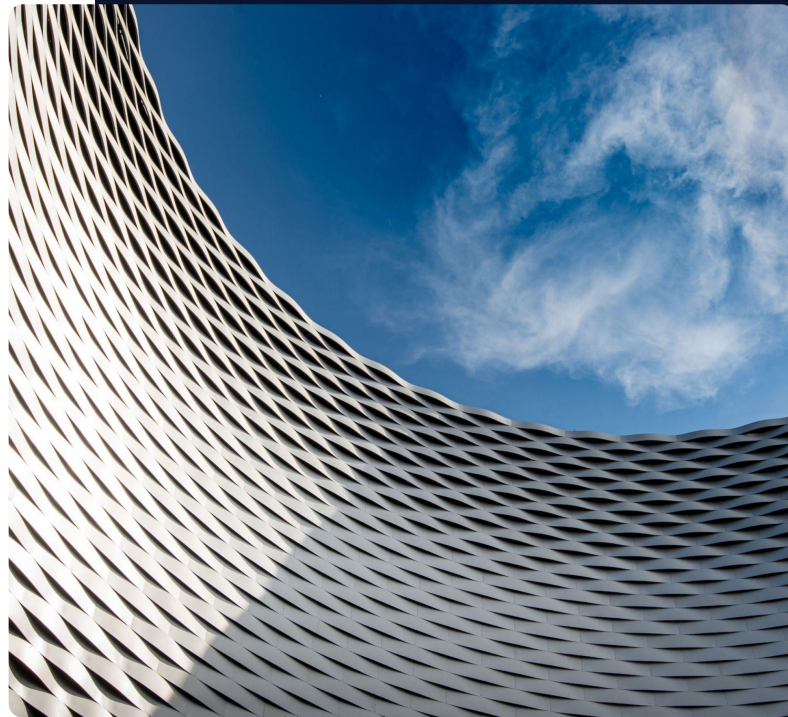
The Group

About Us.

Mexedia is a **tech company** listed in France on the Euronext Growth Paris market, becoming a Benefit company in July 2022.

Originally operating in the international sale of **voice and SMS termination services**, Mexedia now also provides advanced technological services through a wide range of innovative **Customer Experience** tools, simplifying the adoption and integration of AI models, IoT systems, and unconventional channels.

Mexedia's business model is based on two main synergistic and complementary **business units**, capable of multiplying the potential for cross-selling among the services offered: providing voice and SMS termination services in a consolidated market, and delivering next-generation multichannel technological services.



The Group

Globalization strategies.

Mexedia's growth strategy involves **acquiring companies** from various sectors, with the aim of expanding and strengthening its offer.

This choice reflects the company's characteristic vocation for globalisation, which has seen our involvement in various countries, forging **connections with high added value** for its stakeholders and for the Group.



The Group

Vision & Mission.

Vision

Creating an **authentic, equal** relationship between brands and people, based on mutual **trust** and with full respect for the **individual's digital identity, privacy and data**.

Mission

Helping brands to establish a **continuous multi-channel relationship** with people, contributing to the acquisition of more data and new contacts by **automating processes**.



Our business strategy.

INDUSTRIAL MARKET



Electronic Termination Services

Network termination operator services.



Text Messaging Services

Advanced SMS solutions for operators.



Added-value services

Toll-free and premium numbers; satellite numbers, etc.

CUSTOMER ENGAGEMENT SERVICES: MEXEDIA ON



Messaging

Messaging Platform (Marketing SMS and Advertising SMS).




Added-value services

Virtual assistants for engagement and business operations.



DUIR

Omnichannel platform integrated with AI.



We've always believed in people.
And in the authentic bonds that unite them.
Every day, **we invest in technologies.**
To offer each user a unique,
unrepeatable experience.

Activities

Our objectives.



To enable companies to express their full potential.



To help people maximise satisfaction.



To keep a constantly open channel between brands and people.



To achieve maximum simplification in an automated system.

The suite

Mexedia ON.

Mexedia ON is the suite that integrates **messaging solutions, voice services, number management, and value-added services**, enriched by **advanced business automation features** to transform and optimize corporate communication across all channels.

Messaging
solutions

Value-added
services

Voice
services

Numbers

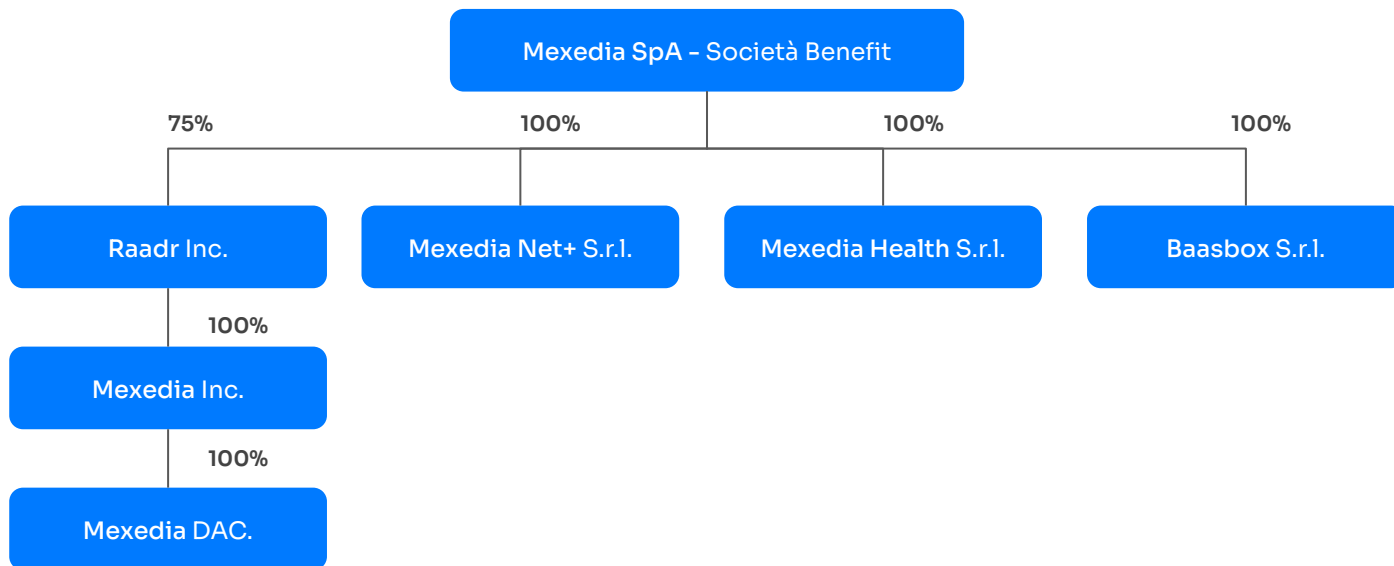
Verification
services

Business
Automation



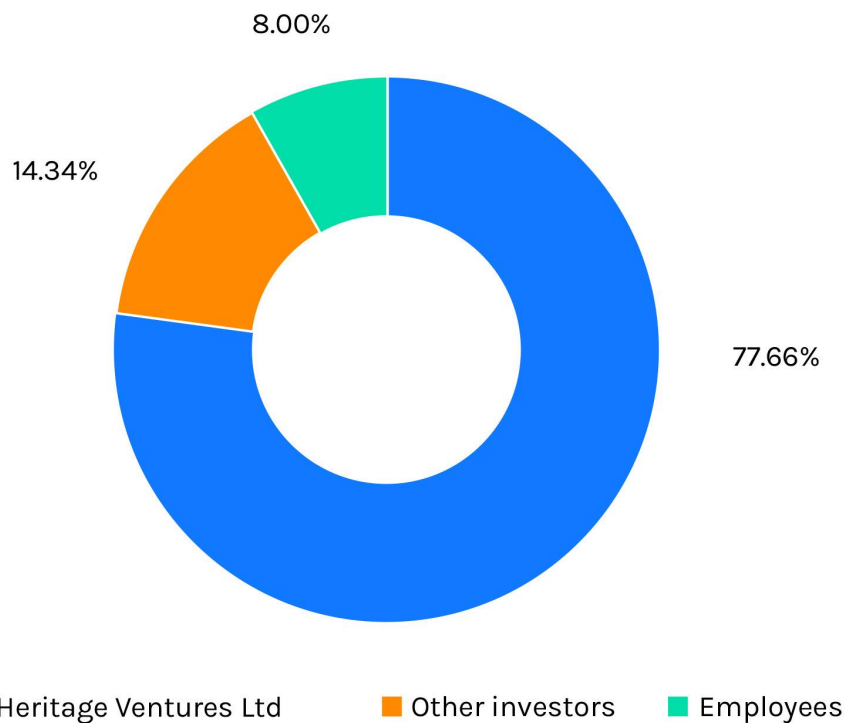
A great Group,
with a look towards the future.

Group overview.



The Company

Shareholders.



Source: last updated July 2023

The Company

Leadership Team.



Elio Cosimo Catania
Chairman

Engineer, former CEO of IBM in Italy, President of IBM Southern Europe & Latam, President of Italian Railways, Board Director of Intesa SanPaolo and Telecom Italia.



Orlando Taddeo
Chief Executive Officer

Serial entrepreneur, with a clear vision. Extensive experience in the TLC and innovation market, he is inspiring and driving the change at Mexedia.



Paolo Bona
Chief Business Officer

Reliable top executive, with in-depth experience across several sectors and countries, with an obsession for delivery.



Daniel Gilcher
Chief Financial Officer

CFO of international companies, expert in relations with capital markets and in implementing strategic initiatives related to stock markets.



Giovanni Mannarino
Head of Tech & Enterprise

Expert in CRM, skilled in SaaS Sales and Innovation Management. Boasting a long-standing international career.



Anna Lisa Trulli
Benefit Unit Officer

Specialized lawyer in Civil Law and European Law, she has always been committed to social causes, alongside individuals and companies.

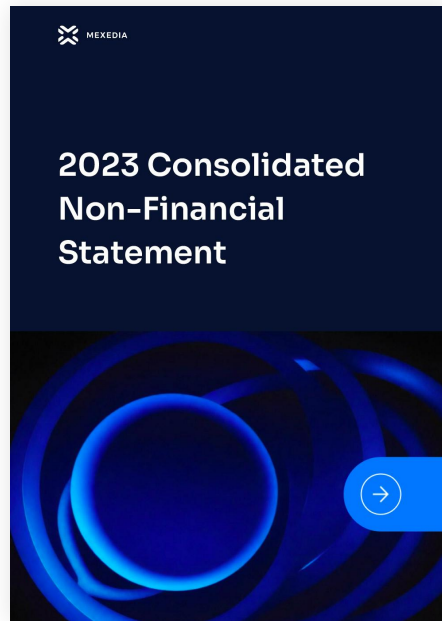


Sustainability.

As a Benefit company, Mexedia is committed to helping build a safer, more sustainable business to the advantage of all stakeholders.

As part of this commitment, Mexedia is investing in initiatives that:

- Make life easier.
- Promote safer behaviours, integrity and an inclusive culture, while increasing gender diversity.
- Support the employee wellbeing.
- Reduce carbon footprint, by planting trees around the world in excess of the CO2 emitted by servers and installing air-cleaning devices on the roofs of Group premises.
- Monitor compliance and regulatory risk carefully.
- Cultivate a spirit of collaboration with all stakeholders - this being key to Mexedia success.



[Read the Statement](#)



Anna Lisa Trulli
Benefit Unit Officer



Our financial data,
on solid foundations.

Financial Data

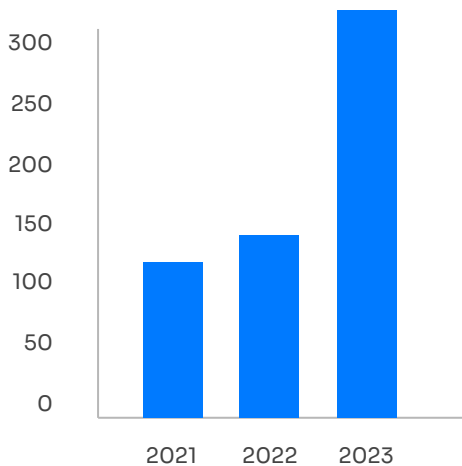
Financial Highlights 2023.

	2021 A	2022 A	2023 A
Revenues (€ mlns)	132	141	324
Ebitda (€ mlns)	7	8,4	12,8
Ebitda Margin	5,3%	5,9%	4%
Net Profit (€ mlns)	2,958	4,432	4,471
NFP (€ mlns)	18,4	26,4	41,2

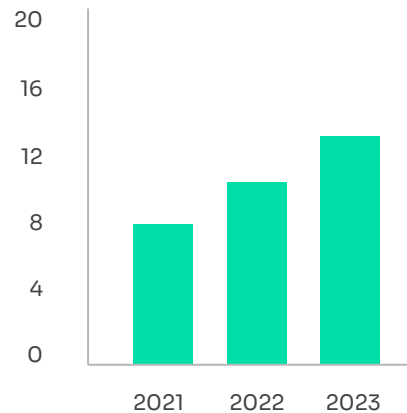
Financial Data

Ebitda.

Revenues (Mln €)



EBITDA (Mln €)



The Company
Portfolio.



Thank you for your attention.

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