

TradeLab



Insight. Action. Growth.

Investor Presentation

April 2026

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TradeLab at a glance

26

26 years as a benchmark in the Italian market for Trade & Retail Marketing and Channel Management

+ 60

Over 60 specialists

9

Proprietary Platform

4

Focus on 4 sectors

418

Clients

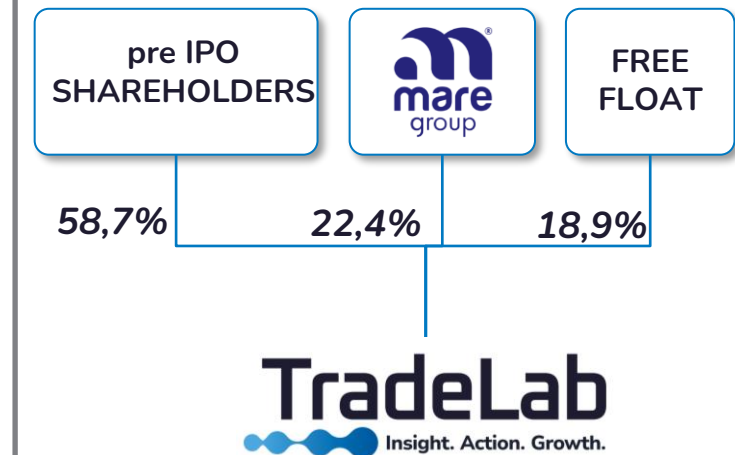
79%

Recurring revenues in 2025*

Services and proprietary solutions

- Tradelab is a **long-term strategic partner** for data collection, analysis, and interpretation.
- **Descriptive, predictive, and prescriptive analytics solutions:**
 - Structured and scalable solutions available to the market
 - Recurring solutions reproposed each year (also available as annual subscription services)
- **Proprietary platforms and digital solutions** for marketing automation integrated with clients' BI systems

Corporate structure

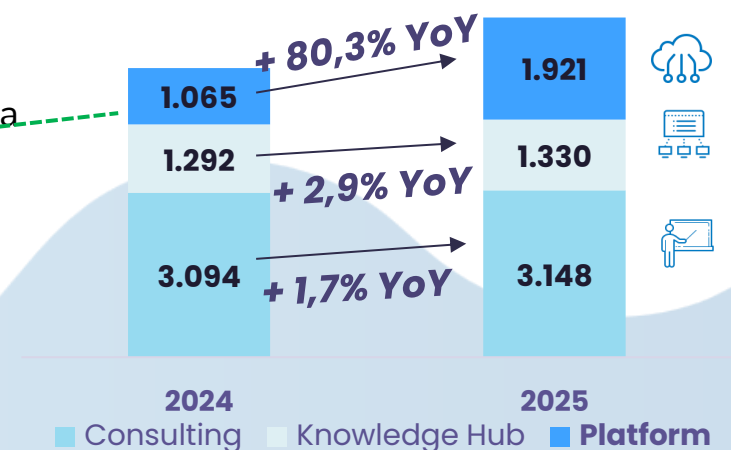


Revenue model and growth drivers

- Business model has evolved from consultancy to a **platform-based business**
- Growth drivers



Breakdown Ricavi



Objectives stated in the IPO



Revenue and Margin Growth



+ 17%
Revenue YoY

+ 108%
EBITDA YoY

Development of New Technological Solutions



+ 3 Tool
Developed
in-house

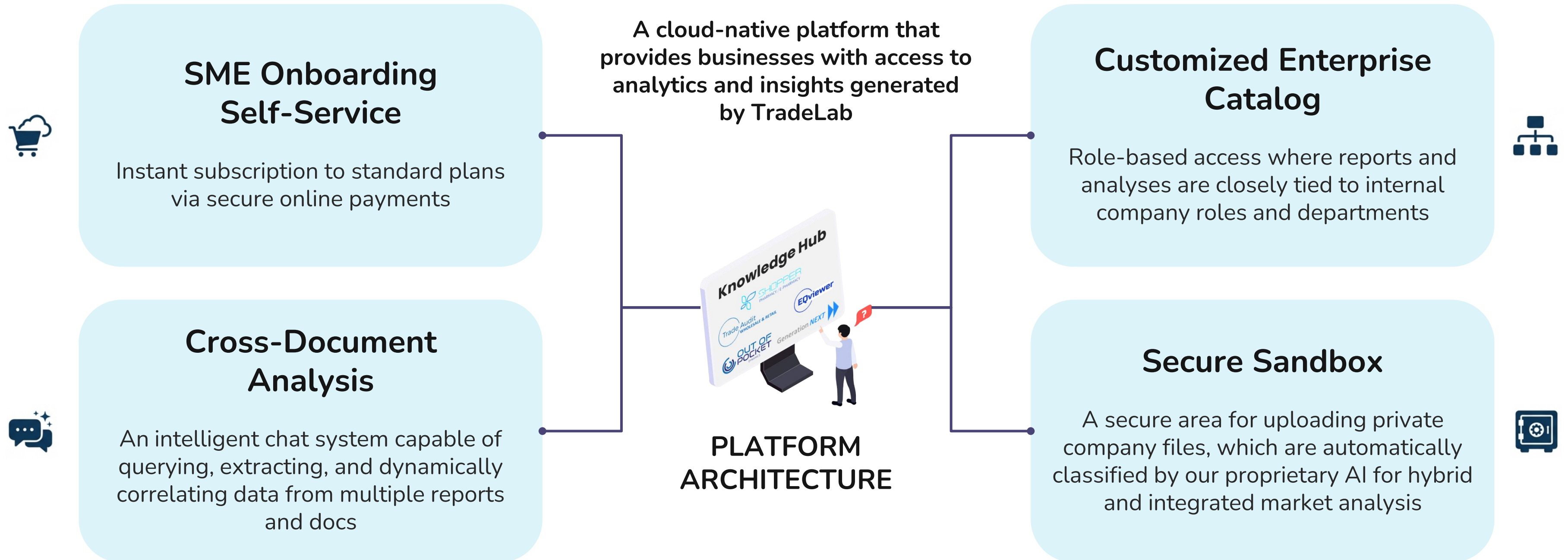
M&A Transactions



Acquisition of BU
from Mare Group
With 2 Tool

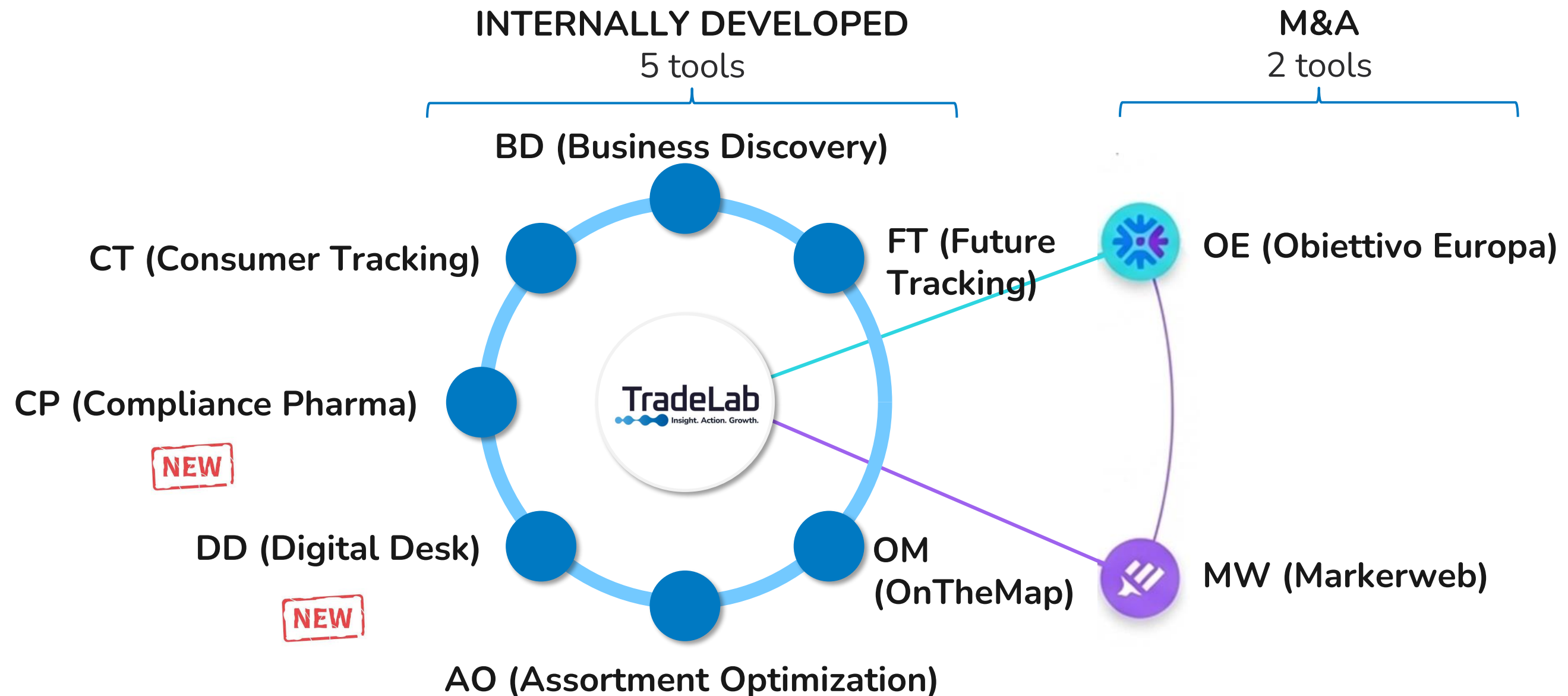
Knowledge Hub: Digital Ecosystem for AFH and Pharma

Transform static information assets into a dynamic decision-support tool



The Technology Ecosystem

A portfolio of integrated proprietary platforms to scale data analysis, automation and decision-making



The Mare Group Transaction

Decisive acceleration towards SaaS

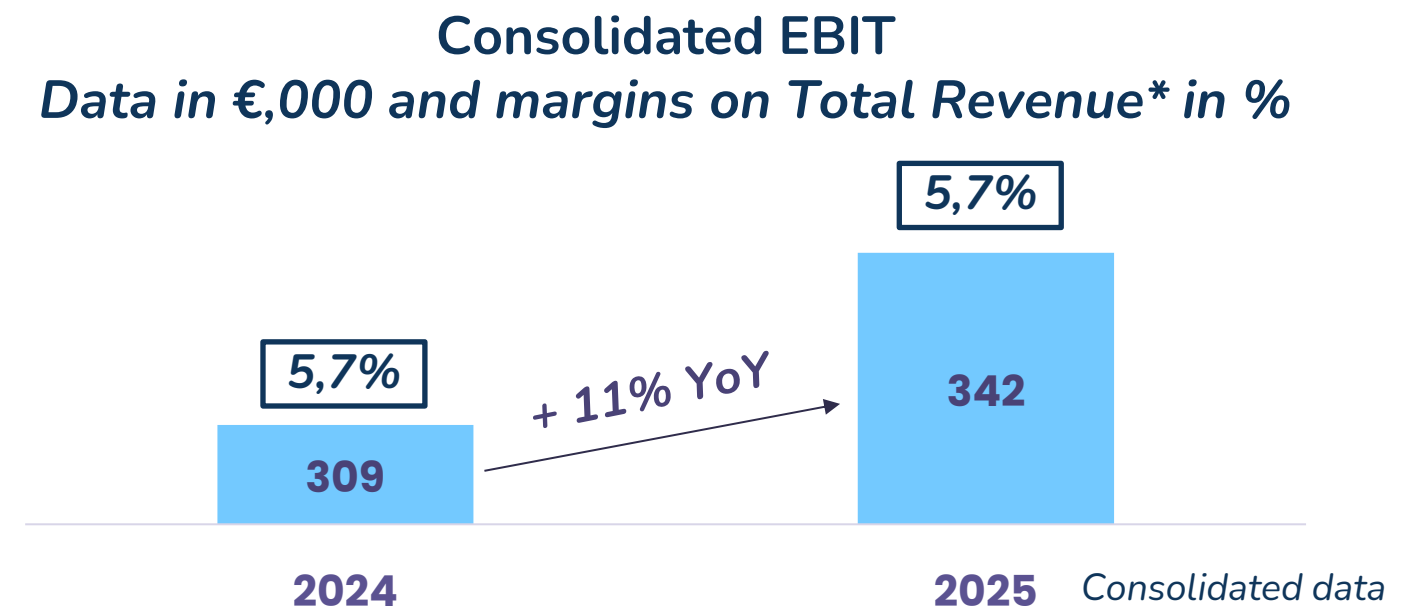
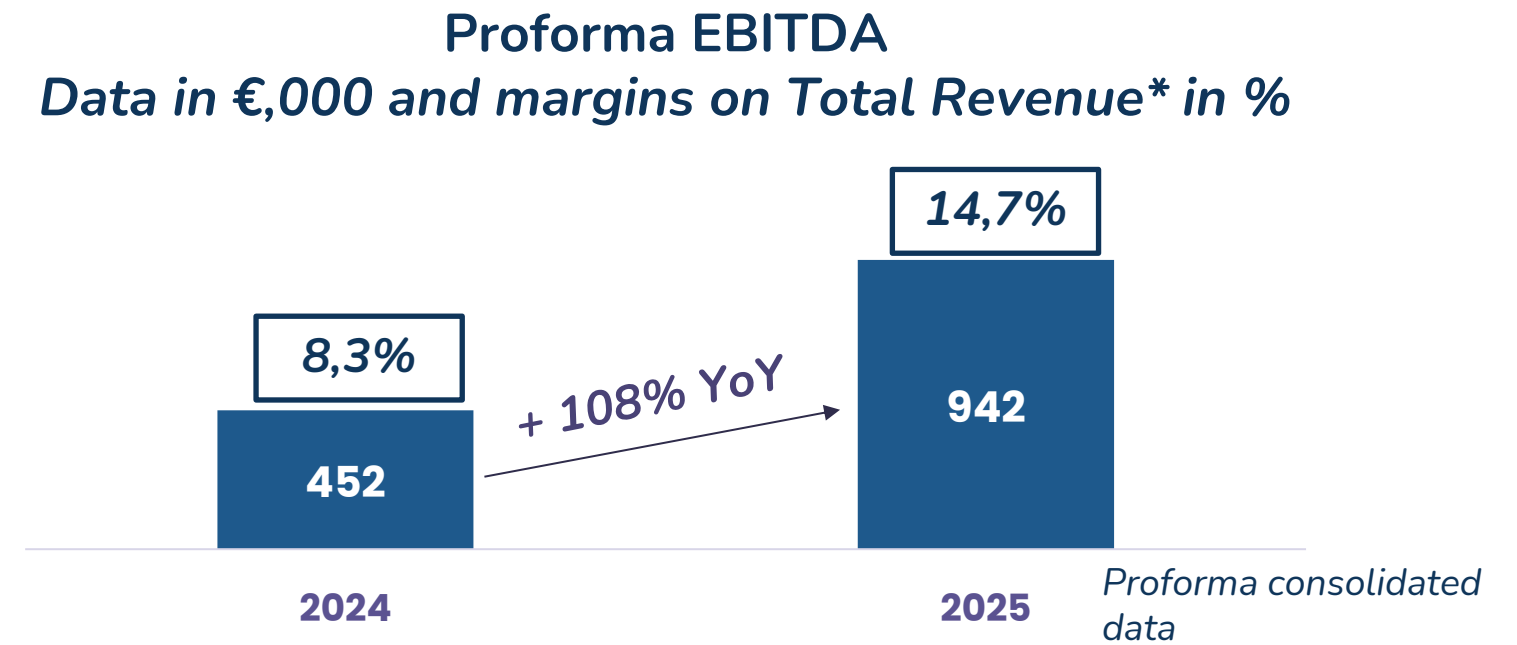
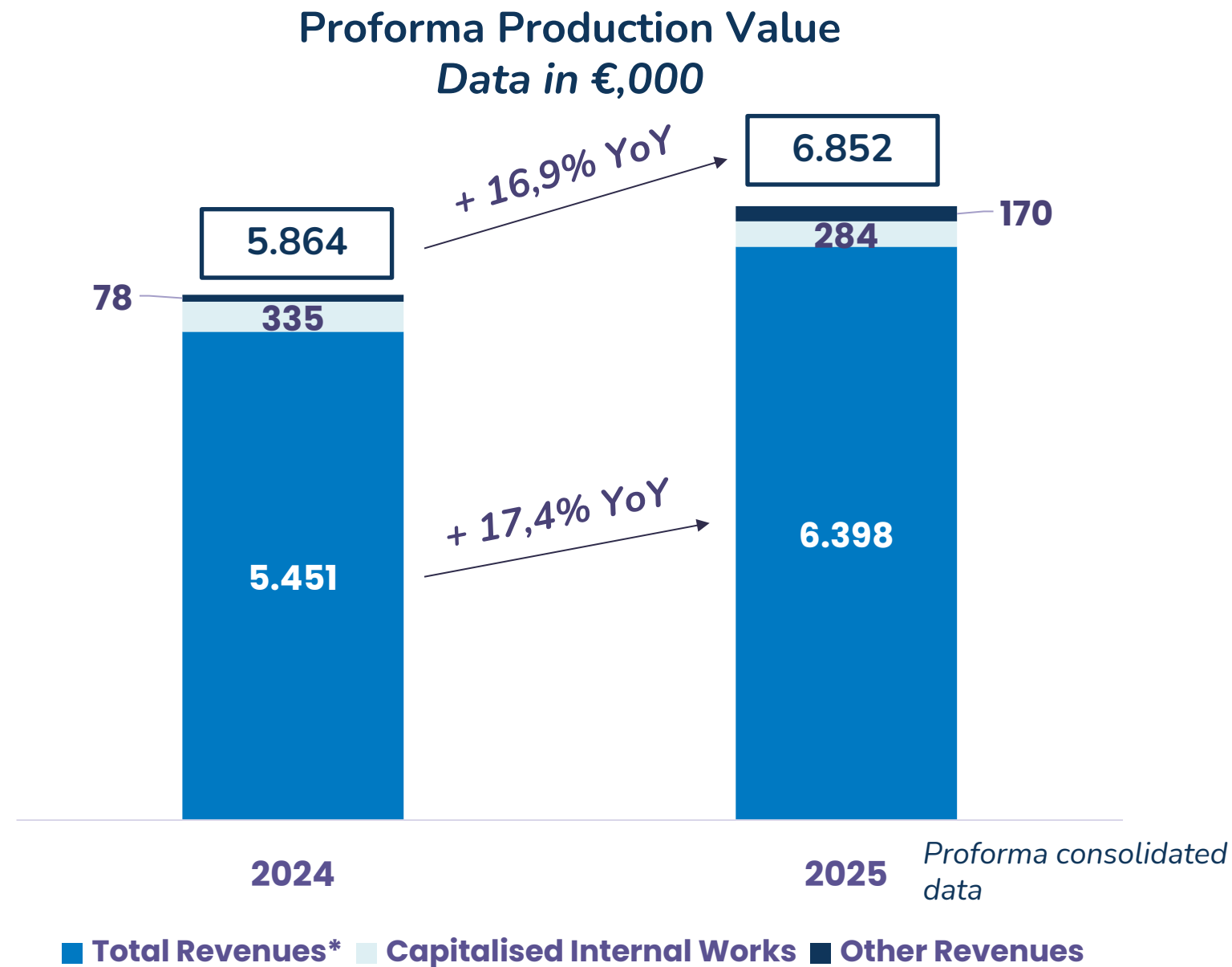
Strategic acquisition of the Business Unit (OE and MW platforms) to expand the SME target and rapidly scale recurring revenues



The Industrial Target [SaaS]
Accelerated transition of TradeLab's business model towards a Software as a Service (SaaS) structure, ensuring extreme scalability and a solid recurring revenue stream

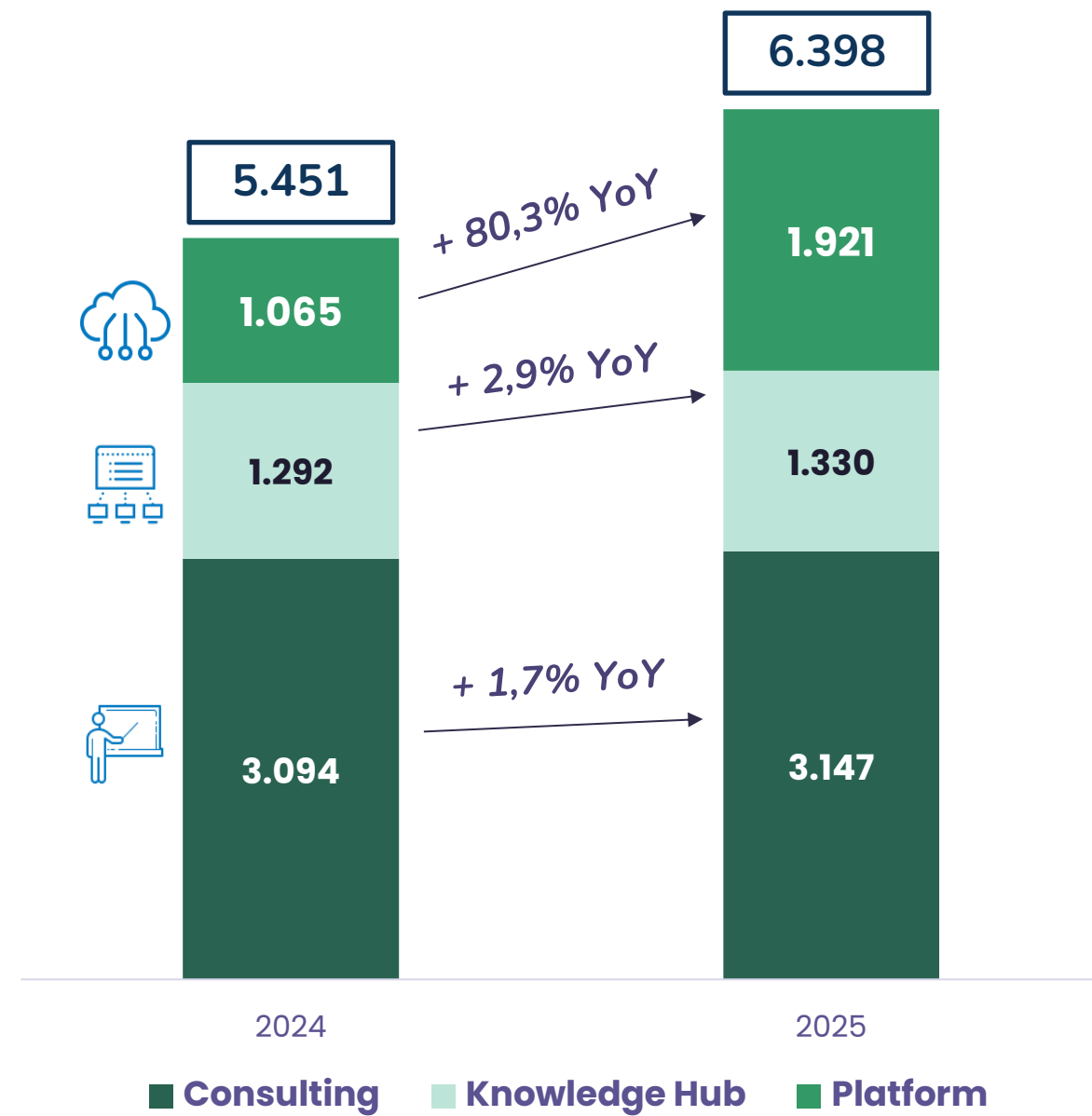


Strong revenue growth and profitability more than doubled in 2025

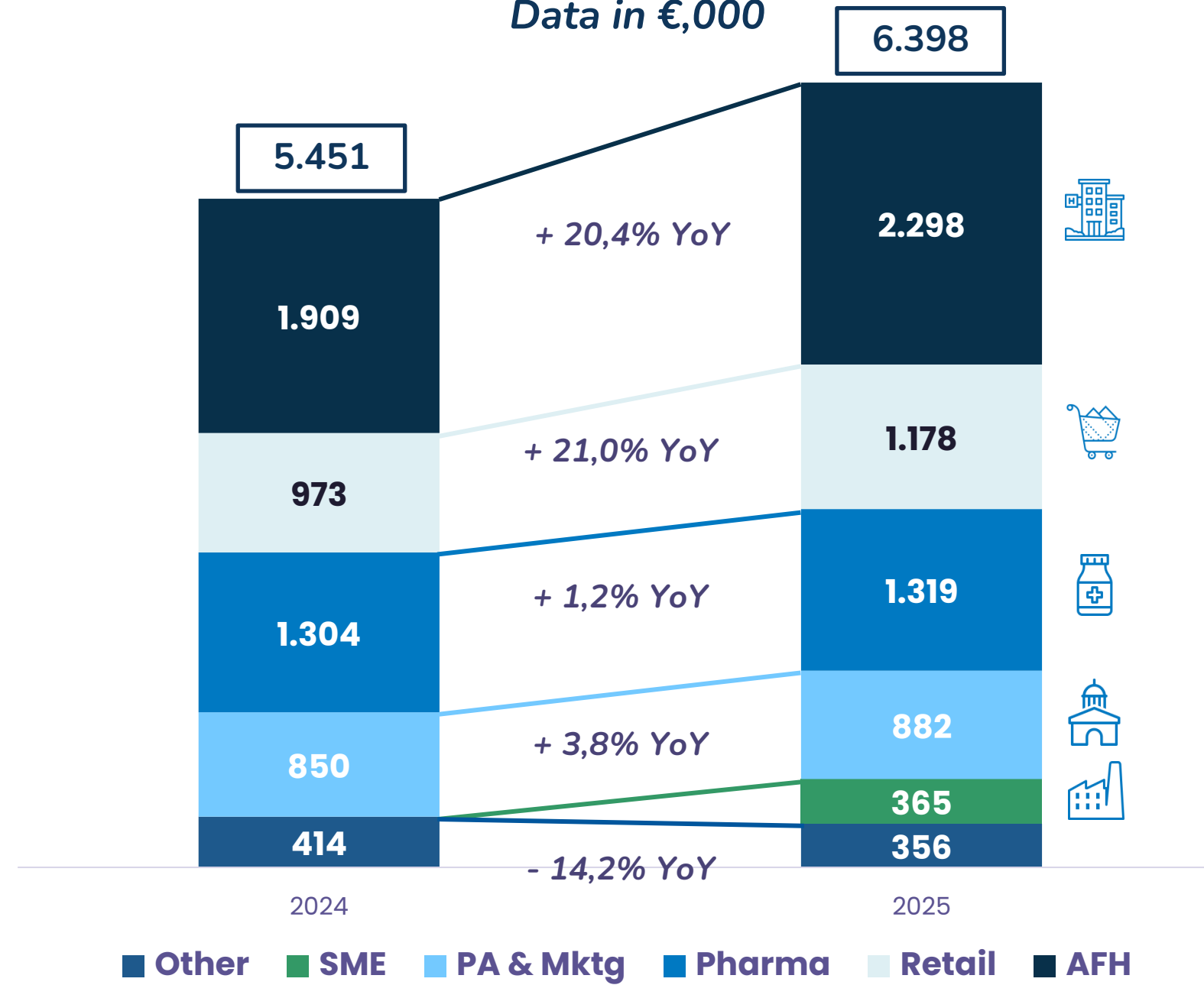


2025 Total Revenue* Breakdown

Proforma Total Revenue – Services Breakdown
Data in € ,000

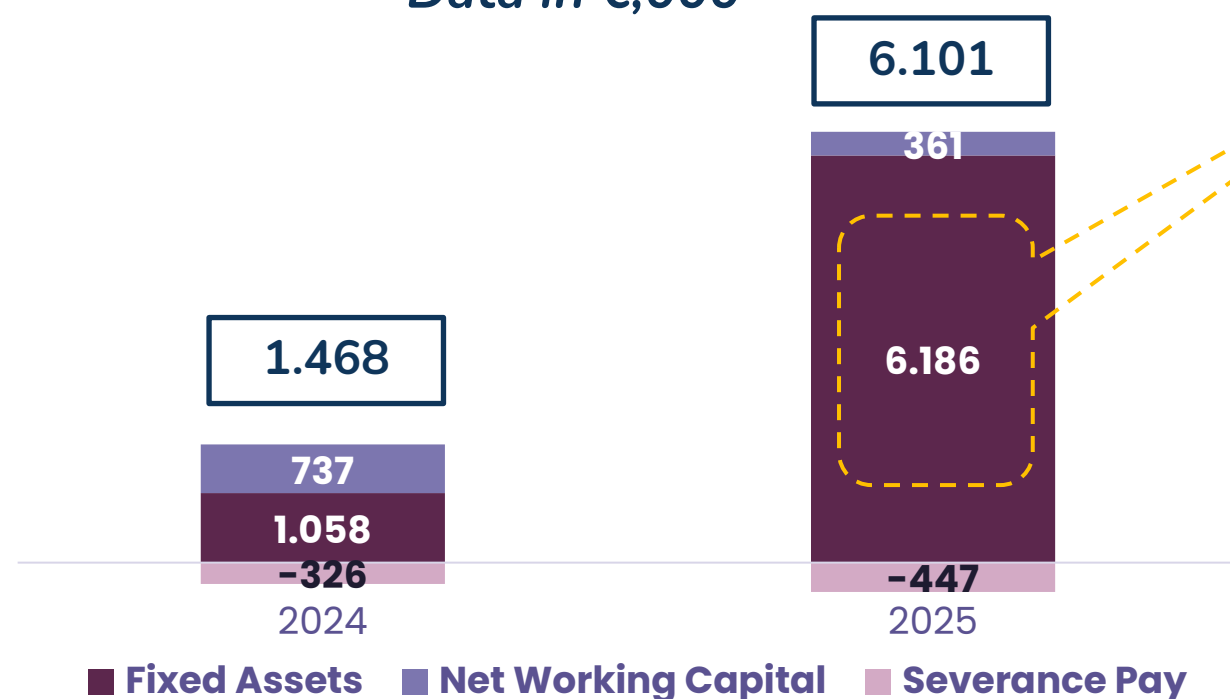


Proforma Total Revenue – Industry Breakdown
Data in € ,000



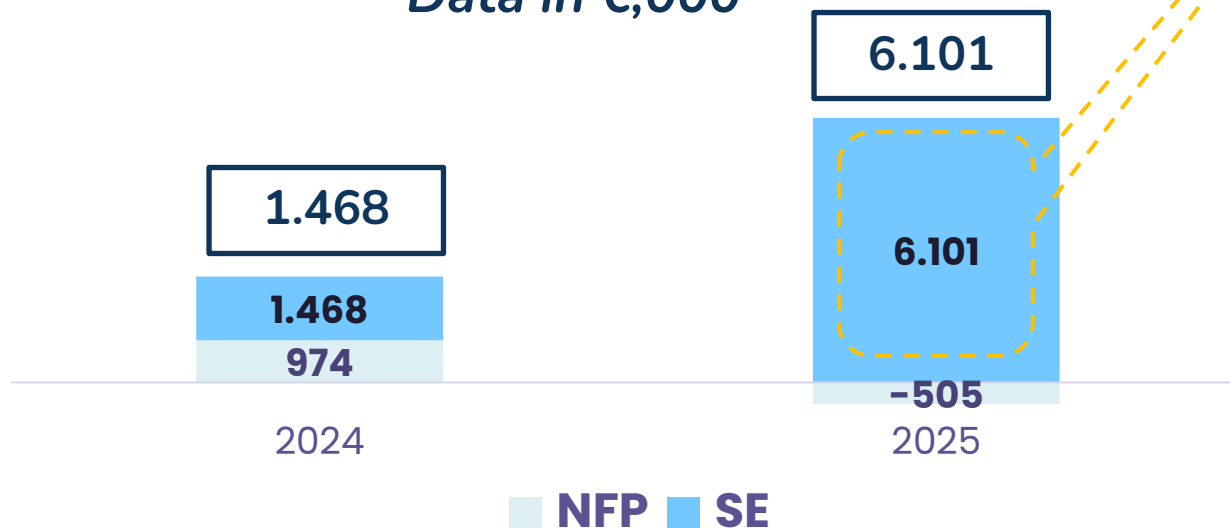
BS & CF Consolidated KPI

Net Invested Capital
Data in €,'000



- **Intangible assets** amounted to €6.19 million, reflecting total **investments** of over €5.55 million related to the development and consolidation of the company's technology platform portfolio: 3 platforms developed in-house and 2 acquired from Mare Group.
- **Shareholders' equity** increased by €5.84 million thanks to the capital increase through the IPO (raising €3.0 million) and the capital increase approved for the purchase of the platforms from Mare Group S.p.A.
- **NFP** improved significantly, thanks to IPO proceeds, and stood at -€0.51 million, with cash and cash equivalents of €1.46 million.

Sources of Funding
Data in €,'000



CASH FLOW (Data in Euro/000)	31.12.2025
Reported EBITDA	757
Δ Net Working Capital	376
Change in Provisions	120
Taxes	(146)
Operating Cash Flow	1.107
Capex	(5.548)
Net Investments / (Divestments) in Financial Assets	4
Free Cash Flow to Debt Service	(4.437)
Δ Financial Items	4.835
Net Cash Flow	399
Opening Cash and Cash Equivalents	(264)
Closing Cash and Cash Equivalents	(663)

2026 Outlook: Integrating to accelerate growth



ORGANIC GROWTH

Technology investments for the development of new AI tools and solutions

Team strengthening with strategic expertise in data and software development

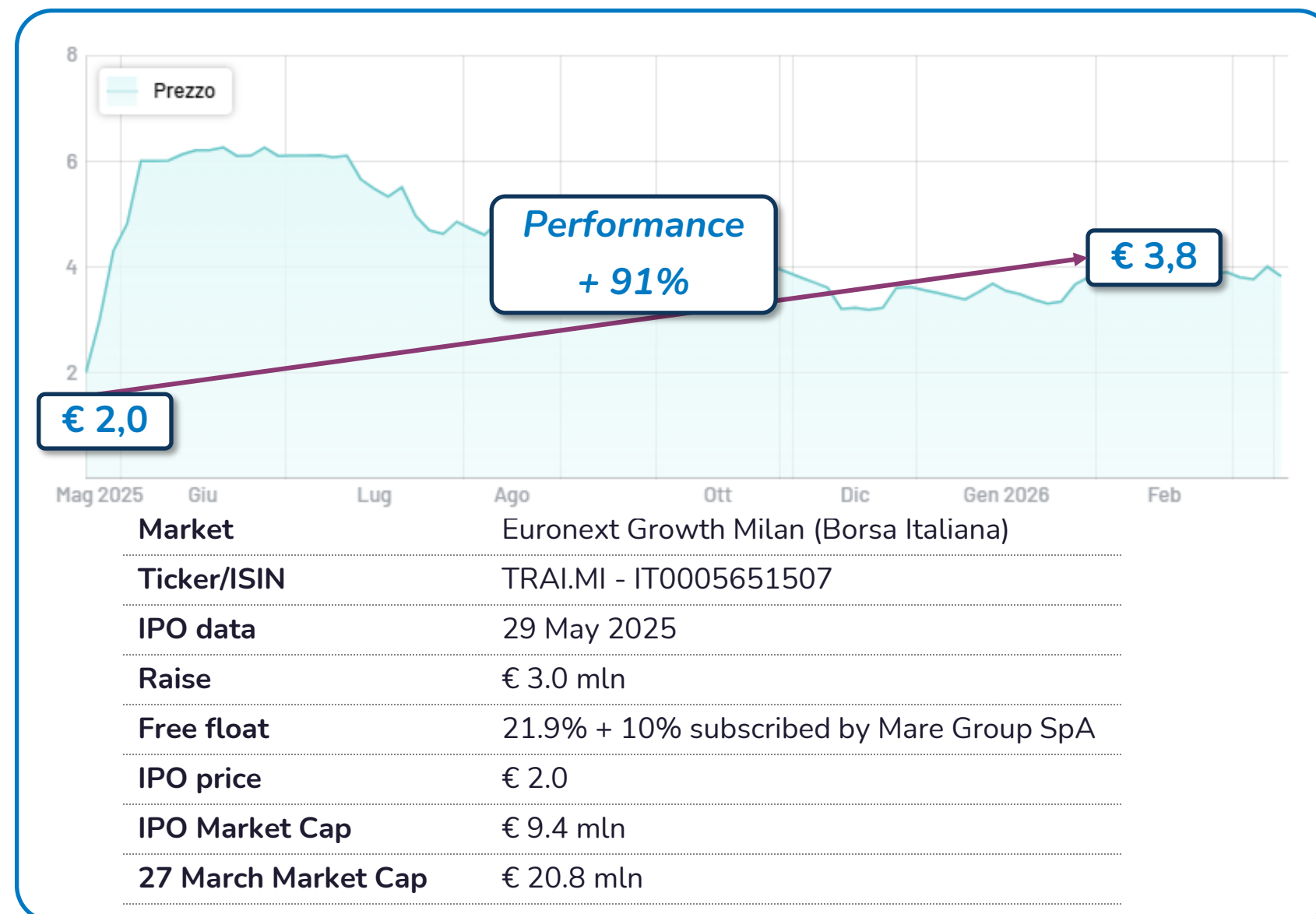
Goal of continuously launching new solutions for Up/Cross Selling



M&A TRANSACTIONS

External growth through M&A transactions. Several dossiers under review

5 potential targets under review in the Consulting and Platform sectors



TradeLab debutta su Euronext Growth Milan. Tutti gli advisor

IPO (DE-LISTING/DUAL-LISTING) 29 maggio 2025 3 minutes read

TradeLab, società attiva nel trade marketing, retail e channel management con strumenti di business analytics e customer platform basati sull'intelligenza artificiale, si è quotata oggi su Euronext Growth Milan, registrando una capitalizzazione iniziale di **circa 9,4 milioni di euro** e un flottante post quotazione pari al 21,9% del capitale sociale. In particolare, la società ha concluso con successo il collocamento, rivolto a primari investitori istituzionali e professionali, con un controvalore complessivo di 3 milioni di euro interamente in aumento di capitale, sulla base di un prezzo di collocamento pari a 2 euro per azione e di complessive 1.500.000 azioni di nuova emissione.

Nell'ambito del collocamento, **Mare Engineering Group**, società quotata a sua volta su EGM, ha fatto ingresso nel capitale in qualità di corner investor strategico con il 10% del capitale sociale post-money, come annunciato lo scorso 19 maggio.



Da oggi TradeLab su Euronext

- Decima ammissione su Euronext nel 2025
- La società ha raccolto **€3 milioni**
- La capitalizzazione di mercato all'IPO è pari a **€9,4 milioni**

TradeLab

Insight. Action. Growth.

*We create solutions that turn
information into decisions and decisions into results*



Via Marco D'Aviano 2
20131 Milan



tradelab@tradelab.it



+39 02 799061

