

# Empathy In Technology

Understand your customers' personalities  
to create extraordinary experiences.



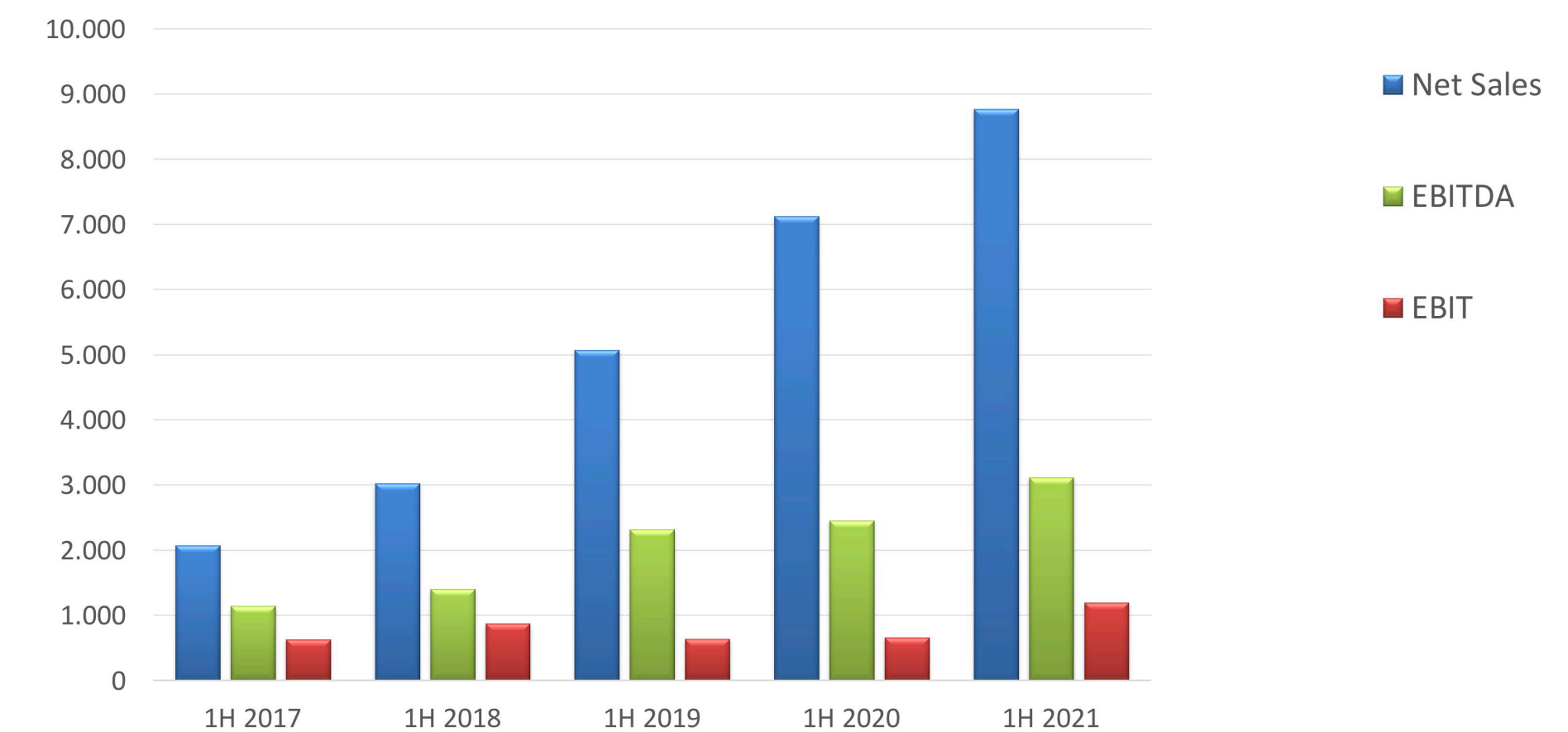
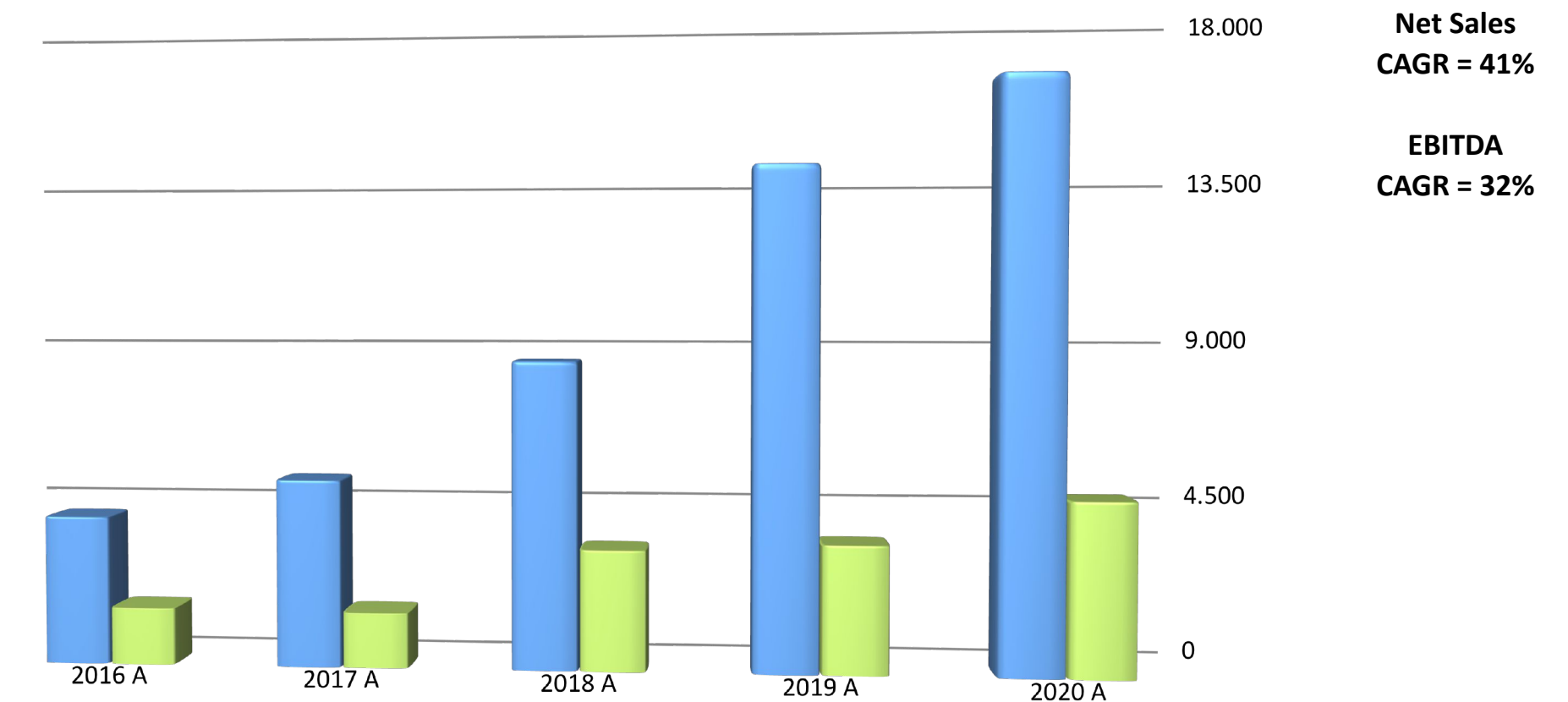




# Neosperience at a glance

Neosperience is the innovative software vendor that created [Neosperience Cloud](#), the platform based on Artificial Intelligence that uses psychographics to improve customer engagement

- Neosperience is the Italian software vendor recognized in the world who created the first AI-based Customer Analytics software platform that analyses cognitive, behavioral, social and neuro-marketing psychology with machine learning.
- Accredited by Gartner with 20 mentions as a leading global operator in Customer Analytics, together with Adobe, Salesforce and SAS; ranked among the top six most relevant Customer Analytics platforms in the world (source: Gartner)
- 9 scalable digital products based on Neosperience Cloud meet the transformation needs of 700+ customers across all major industries.
- Consolidated 2020 sales exceeding Euro 16.3 million, with a 41% compound growth rate in the 2016/2020 period. Consistent growth in H1 2021.
- Over Euro 14 million invested in the development of the platform.
- 4 innovative start-ups, dedicated to the insurtech, sportech, legaltech and healthtech markets, offer an additional benefit to investors as they can be monetised.



# Posizionamento di Neosperience

Che cosa facciamo e che cosa ci rende diversi

**Per** Le aziende che vogliono trasformare le tecnologie digitali in vantaggi di business

**E** Vogliono innovare customer experience, modelli di business e operation per aumentare ricavi e margini

**Neosperience è** Una società che fornisce soluzioni digitali basate sull'intelligenza artificiale

**Che** Infondono l'empatia nella relazione con i clienti, nei prodotti e nei processi operazionali

**Diversamente da** Agenzie, system integrator e software vendor che forniscono prodotti e servizi con un approccio parziale e non integrato

**Neosperience** Accompagna le aziende nel loro miglior futuro possibile rendendole più competitive, redditizie e sostenibili

# Digital Transformation = Digital Platform + Digitization

New business models for digital products meet operational excellence

## Design your digital transformation

Creation of digital platforms and corporate startups.  
Design and development of cloud-native architectures.

## Create your digital products

Consulting in Agile Transformation and Digital Customer Experience.

## Analyze and understand customer behavior

Personalized communication based on psychographic and behavioural profile.

Voice Of Customer collection and real-time analysis.

## Attract new customers

Digital marketing and lead generation to establish direct and empathic relationships.

## Engage customers

Virtual and Augmented Reality experiences.

Impact and content memorability optimization.

## Digitize operational processes

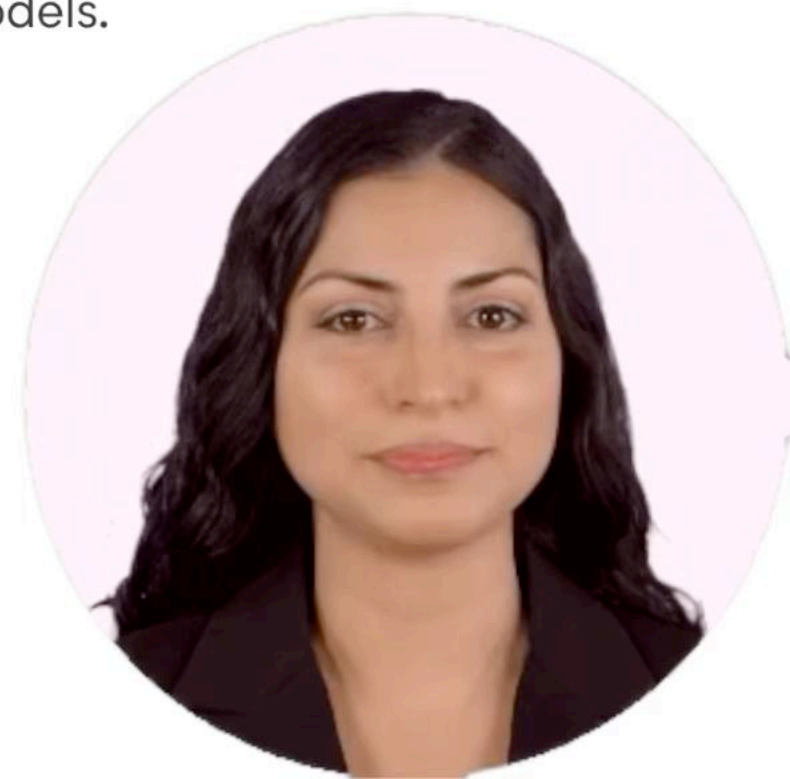
Design and implementation of enterprise systems: ERP, CRM, Industrial IoT, Insight Engine, Customer Service.

## Increase revenue and margins

Digital Commerce Direct-to-Consumer and Business-to-Business.

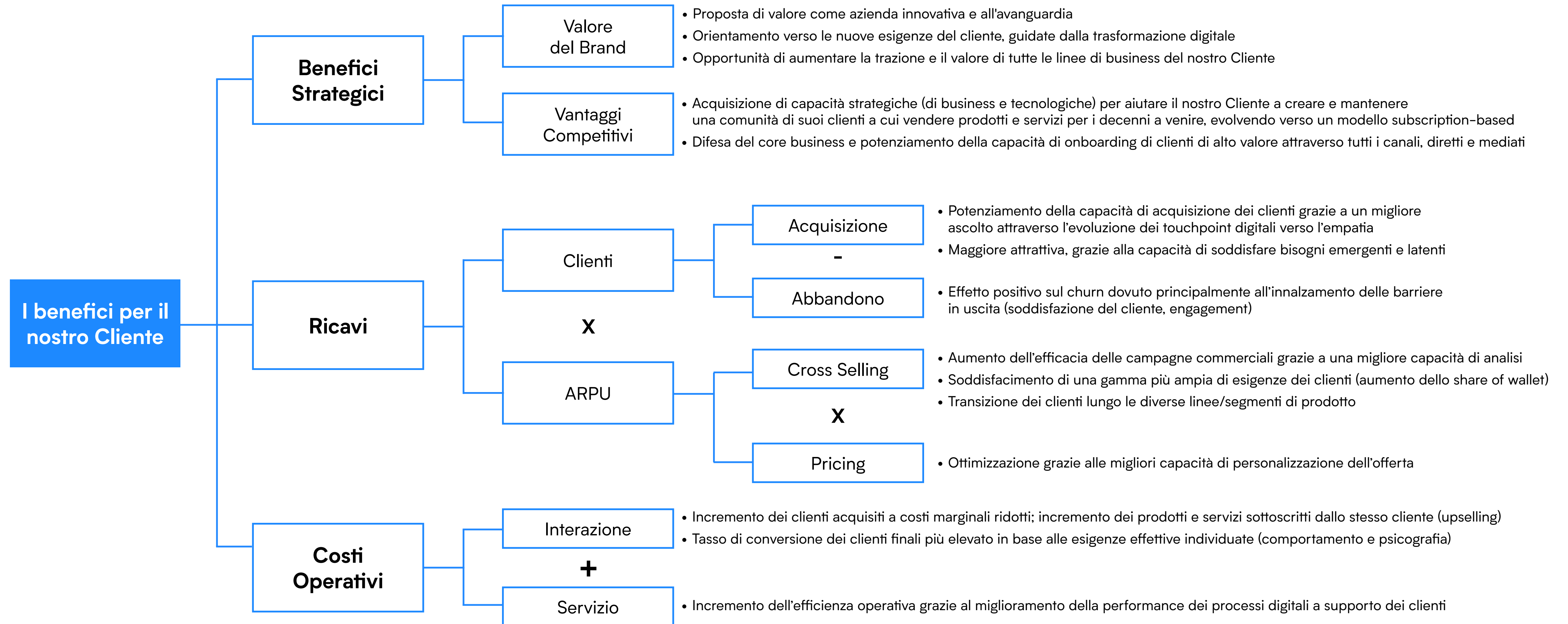
Configurable complex products.

Subscription-based recurring revenue generation models.



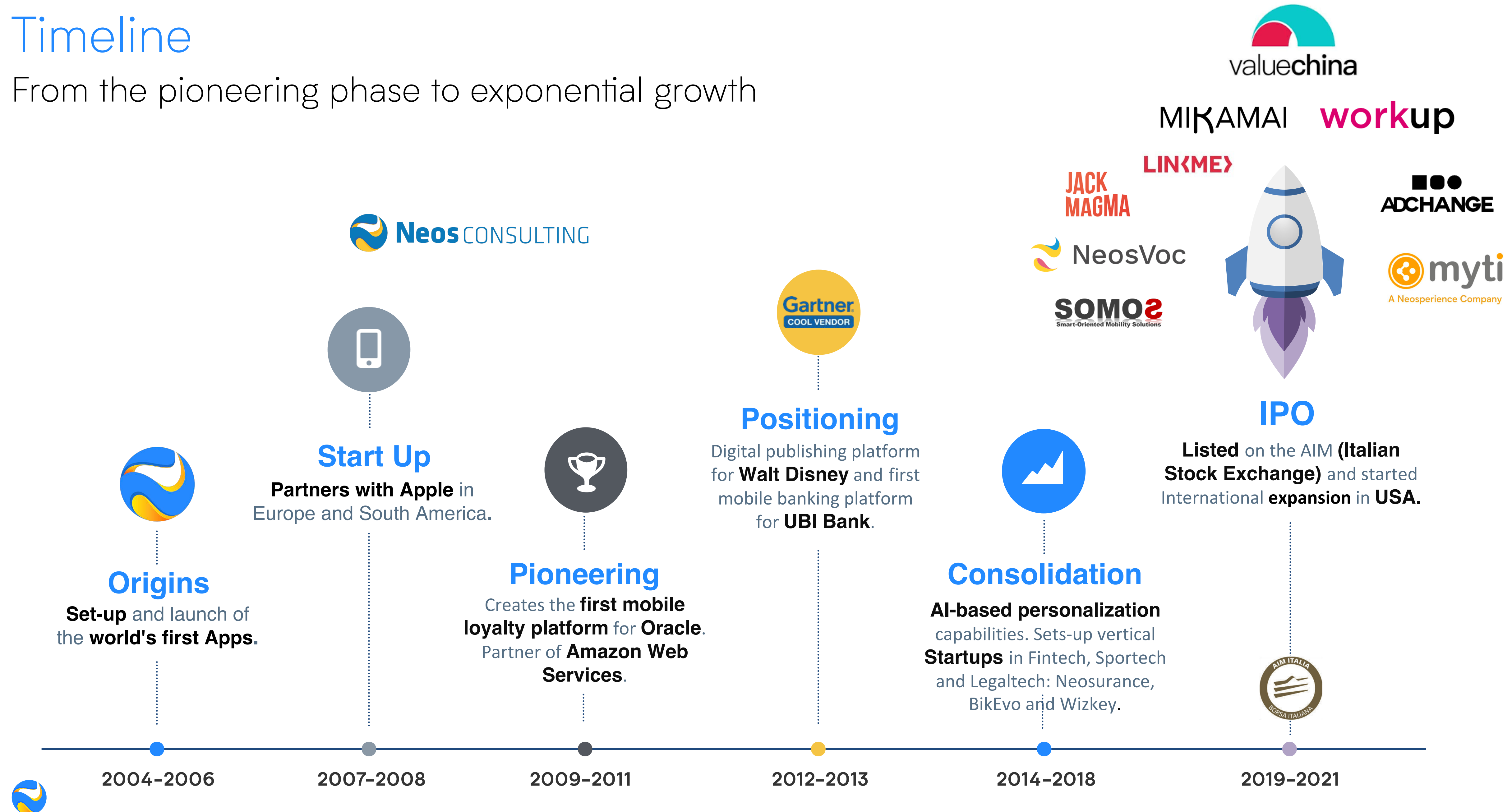
# Posizionamento di Neosperience

Che cosa facciamo e che cosa ci rende diversi



# Timeline

From the pioneering phase to exponential growth



# 700+ Best-In-Class Customers

Accelerated growth also through acquisitions creates a vast cross-selling opportunity

## Fashion, Luxury & Beauty



## Consumer Goods, Retail & Distribution, Energy & Communications



## Automotive, Healthcare & Life Sciences, Industry & Services



## Financial Services, Travel & Transportation, Government



# Neosperience Solutions: a range of products to empower organizations in their digital transformation



The digital commerce platform that delivers on the promise of who your customer wants to become.

[Learn more >](#)



Your magnifying glass to deeply understand your users and increase the value of each relationship.

[Learn more >](#)



AI at your fingertips to improve the effectiveness of your images and increase your relevance.

[Learn more >](#)



Understand the behavior of people in physical spaces and monitor compliance with safety requirements.

[Learn more >](#)



The white-label app engine that allows your business partners to engage customers 1-to-1.

[Learn more >](#)



The XReality platform to tell brand and product stories by connecting the physical and digital worlds.

[Learn more >](#)



Attract your ideal customers and discover their purchase propensity by analyzing their behavior with AI.

[Learn more >](#)



Points, rewards, levels, badges, missions: a world of nudges to nurture your customer community.

[Learn more >](#)



Listen to the voice of your customer deeply to understand what they truly want.

[Learn more >](#)

# Neosperience Cloud

## **Rational** / *Hard data*

Web Analytics

Mobile Analytics

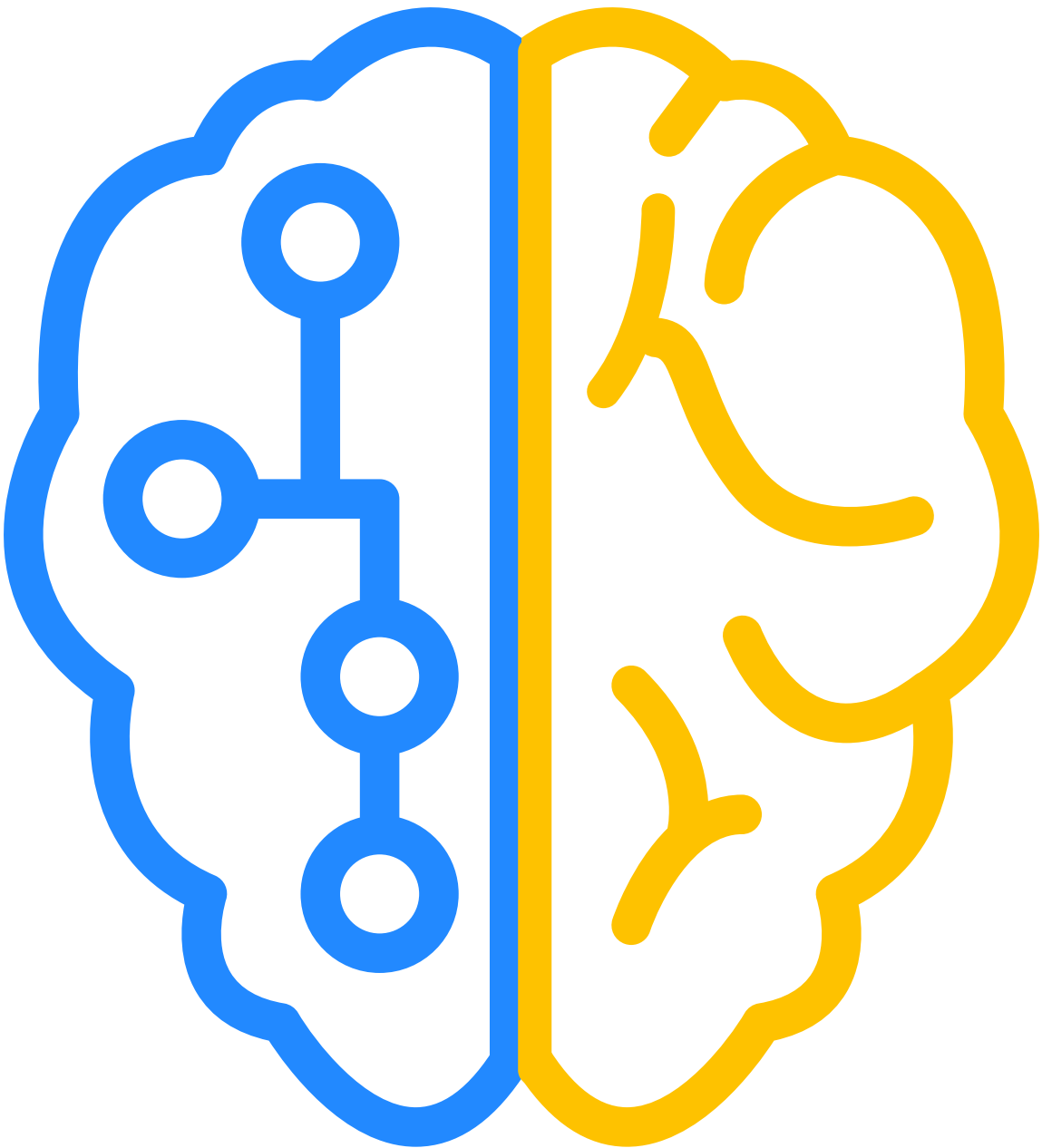
Device Sensors

Demographics

Location

Environmental Data

Third-party Data



## **Emotional** / *Soft data*

Voice of Customer

Social Data

Personality

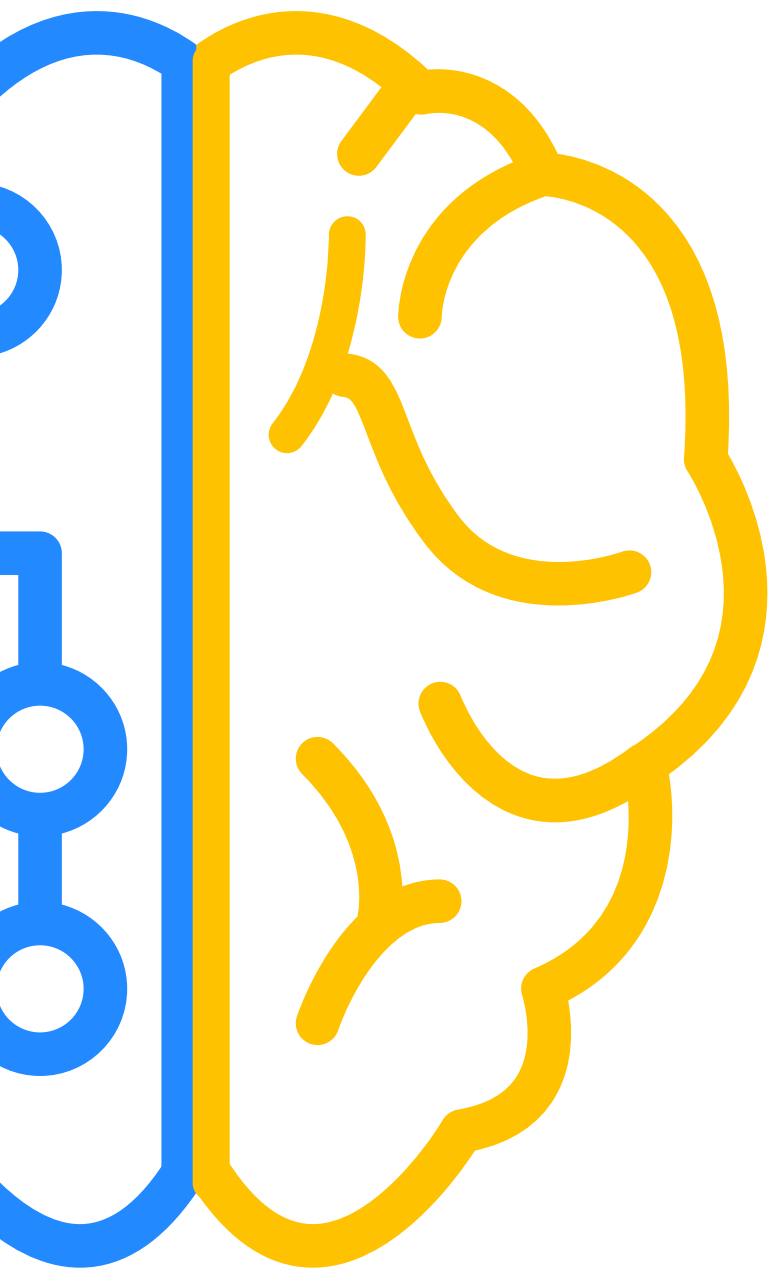
Lifestyle

Values

Needs & Desires

Behavior

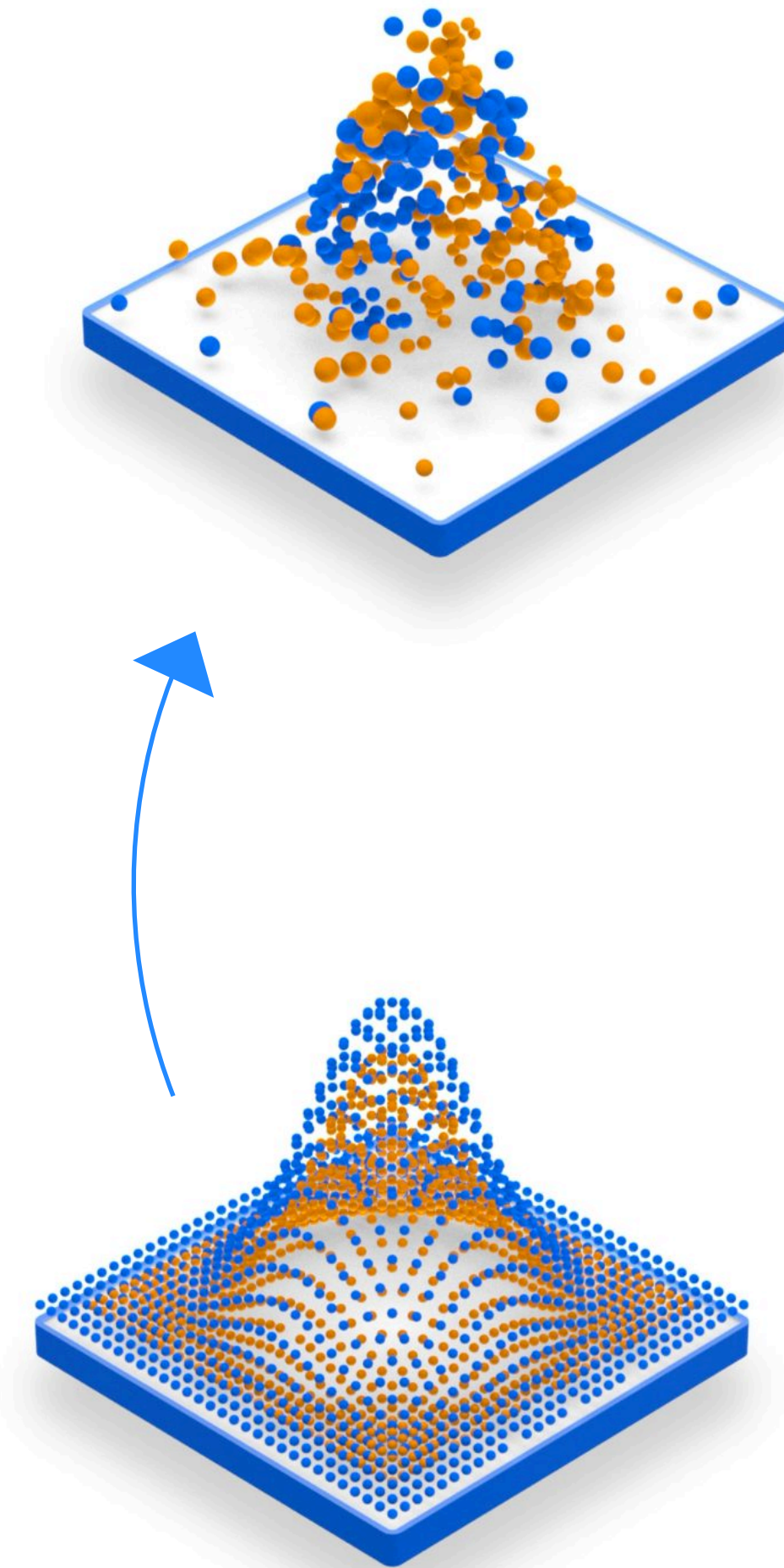
# Neosperience Cloud



## 3. Predict

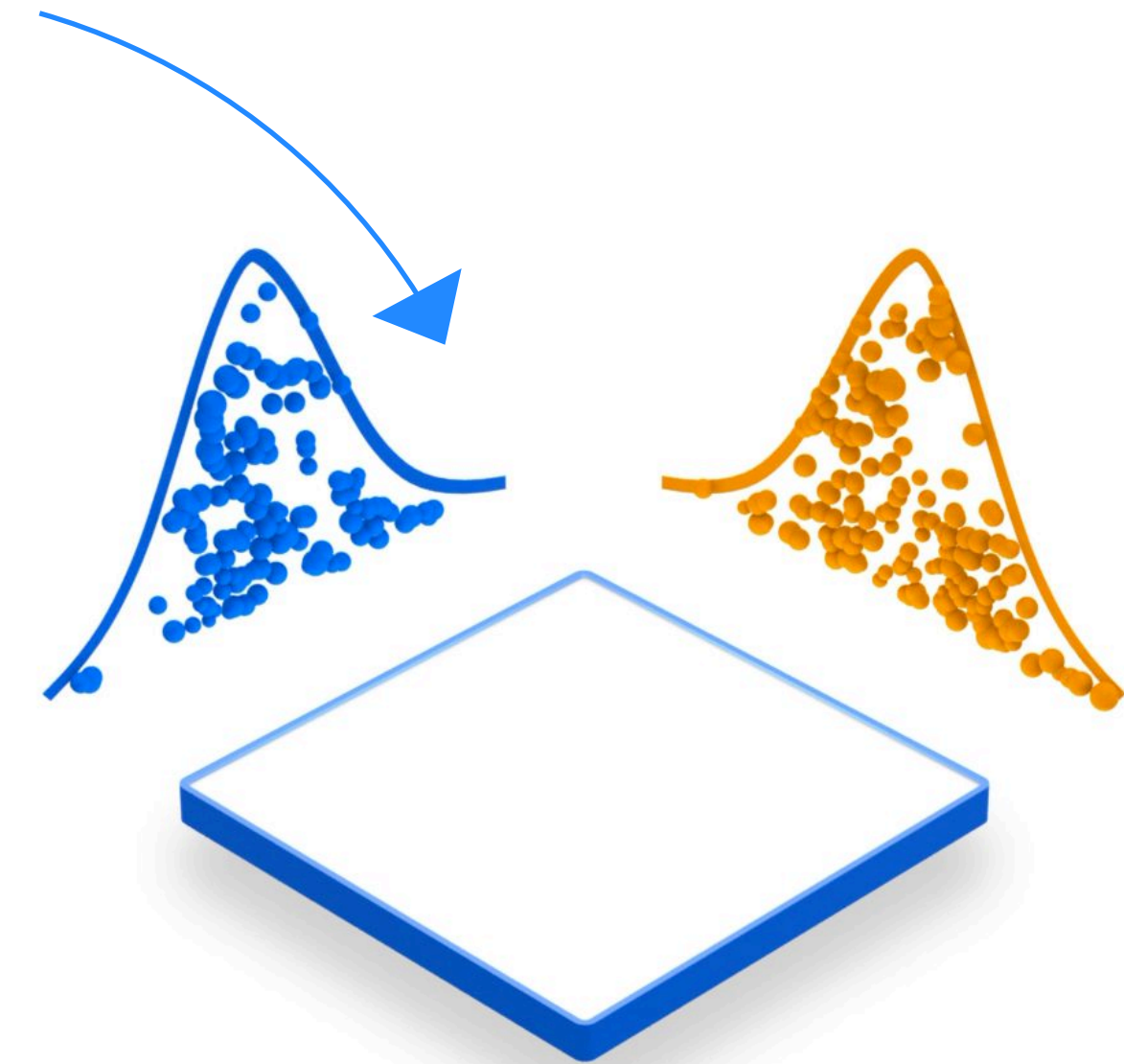
Identify the actions that best fit your objectives, delivering relevant experiences at scale.

The outcomes of the selected actions are fed back, to improve prediction capabilities.



## 1. Listen

Sense across touchpoints to acquire relevant data about each user.



## 2. Analyze

Explore billions of possible moves, discovering insights in your data and the outside world.



# Neosperience Cloud – Psychographic Engine

Our clients increase their sales and margins with our AI-based proprietary models, grounded on 100 years of research in cognitive, social and behavioral psychology

## Locus of Control

Belief to have control over the outcome of events in our lives, as opposed to external forces beyond our control.

## Sensation Seeking

Search for experiences and feelings that are varied, novel, and intense, and the readiness to take risks for the sake of such experiences.

## Agreeableness

General concern for social harmony. Agreeable people are considerate, kind, generous, trusting and trustworthy, helpful, and willing to compromise their interests with others.

## Need for Uniqueness

Pursuit of differentness relative to others that can be achieved through the acquisition, utilization, and disposition of consumer goods.

## Need to Belong

Human emotional need to belong and be an important part of a social group greater than ourselves.

## Need for Cognitive Closure

Motivation to find a firm answer to an ambiguous situation, enhanced by the perceived benefits of obtaining closure. Closed-mindedness, intolerance of ambiguity, preference for order, and predictability.

## Openness to Experience

General appreciation for art, emotion, adventure, unusual ideas, imagination, curiosity, and variety. Tendency to be more creative, unconventional, and aware of our inner feelings.

## Conscientiousness

Preference for planned rather than spontaneous behavior, the tendency to display self-discipline, act dutifully, and strive for achievement against measures or outside expectations.

## Impulsiveness

Tendency to act on a whim, displaying behavior characterized by little or no forethought, reflection, or consideration of the consequences.

## Extraversion

Pronounced engagement with the external world. Extroverts enjoy interacting with people and tend to be enthusiastic, they possess high group visibility, like to talk, and assert themselves.

## Need for Cognition

Extent to which we are inclined towards effortful cognitive activities.

## Need for Affect

Motivation to approach or avoid emotion-inducing situations.

## Narcissism

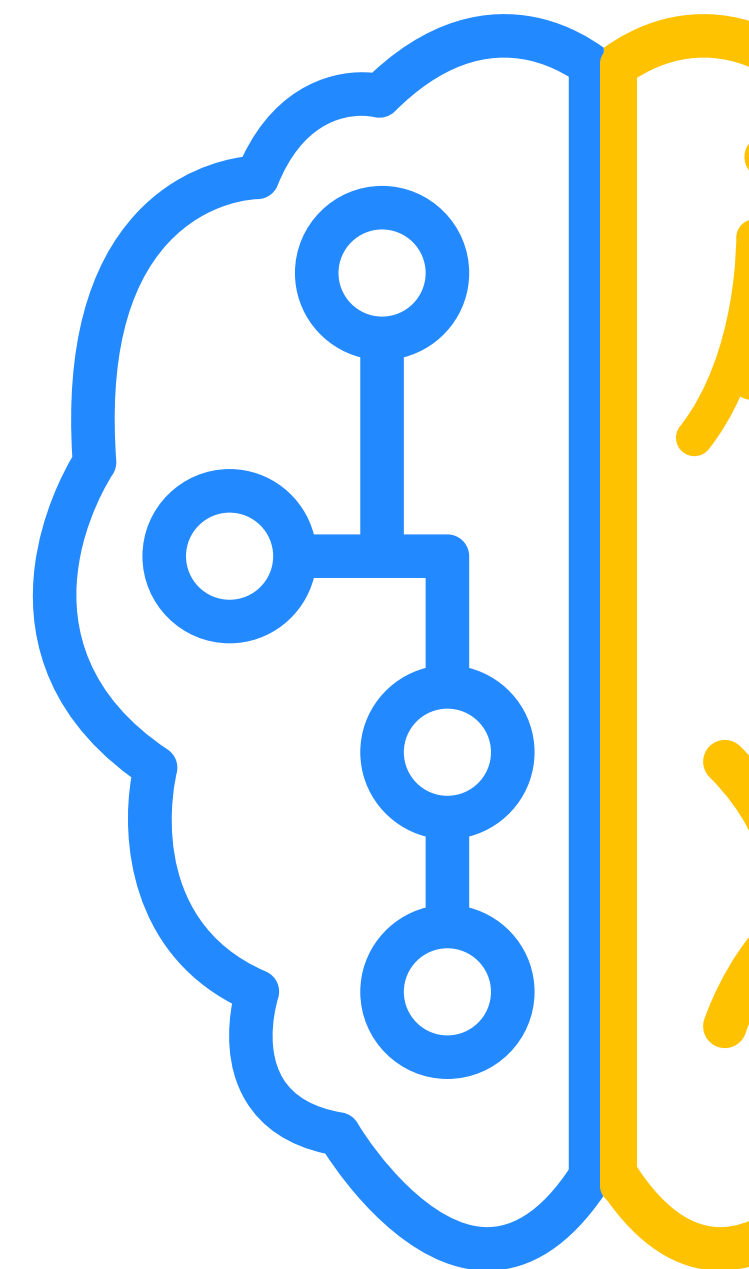
Self-centredness, craving for admiration, and grandiose view of one's talents.

## Self Efficacy

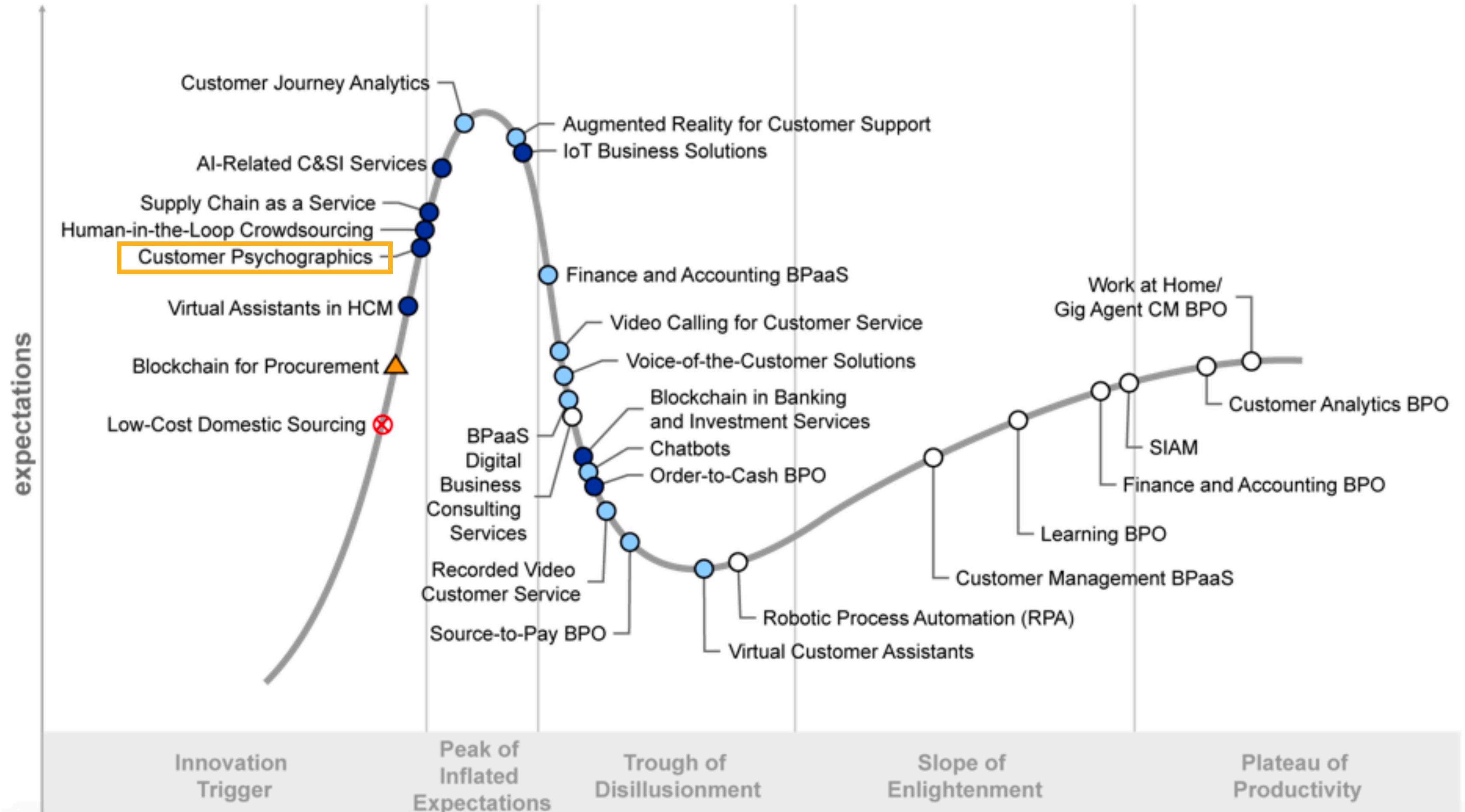
Belief in our ability to succeed in specific situations or accomplish a task.

## Emotional Stability

The tendency to be calm, even-tempered, and less likely to feel tense or rattled.



# Technology Hype Cycle And Neosperience Uniqueness



# Awards and Recognition

Over a decade of technology excellence awards in Europe and US, with over 20 mentions by Gartner

## 2019–2021

Neosperience is listed on the Italian Stock Exchange (NSP.MI) and starts expanding in US and China. Neosperience is chosen by Gartner as “born AI provider defining the future of competition in the customer analytics provider landscape.”

## 2017–2018

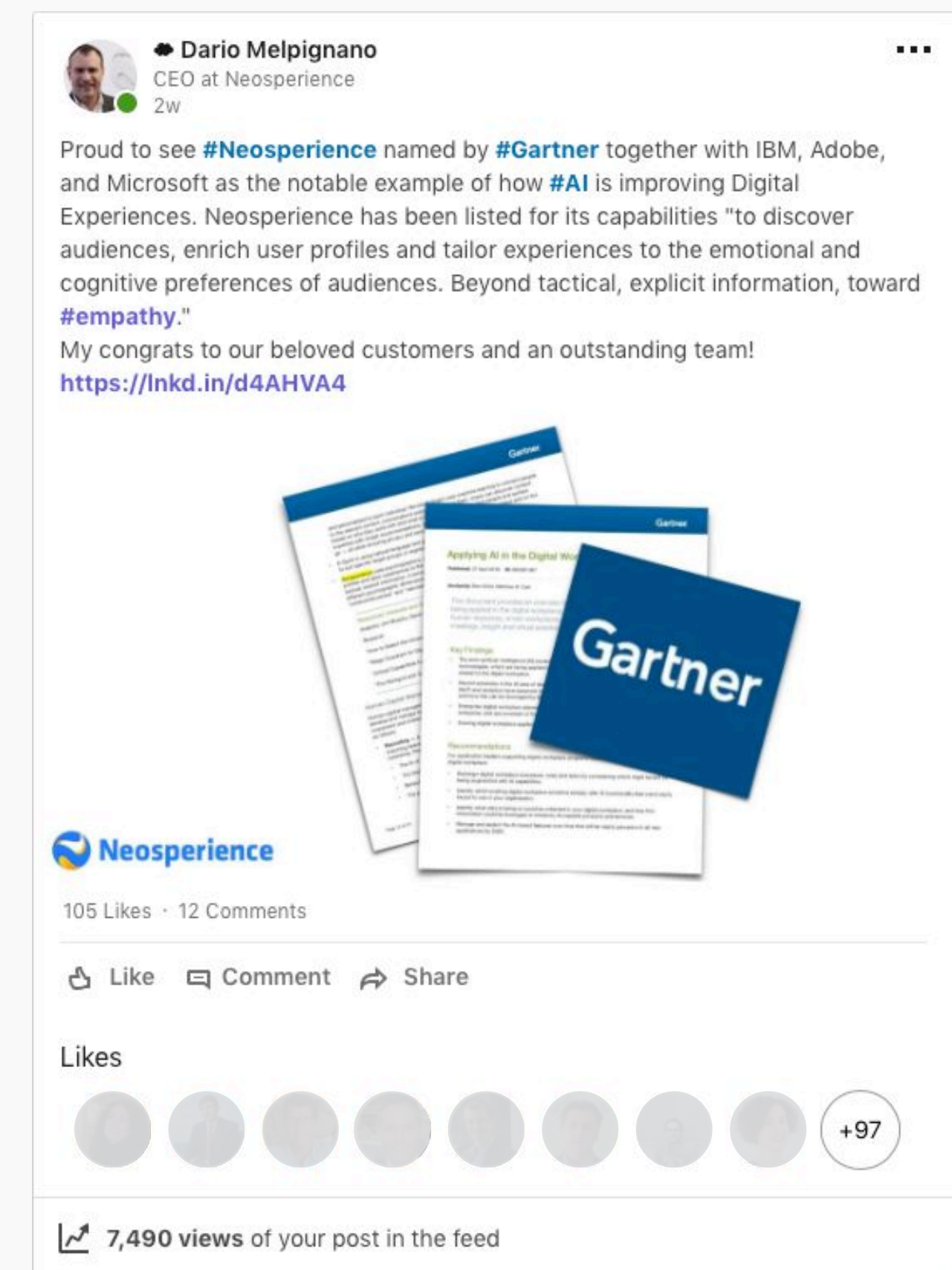
Neosperience spreads among the early adopters the new generation of empathic experiences. Neosperience Cloud personalization powers Neosurance, Top 7 InsurTech startups in EMEA. Winner of Medici Top 21 Award. AXA Insurance Lab contest. Winner of IoT Europe Award, Aviva Digital On, MF Award and Ambrosetti Top 10 Europe Prize.

## 2015–2016

Awarded by the President of the Italian Republic as the most innovative technology company in Italy and wins Italian and Alpine High-tech Venture Forum.

## 2013–2014

Gartner Cool Vendor. Red Herring Top 100 Europe and Global winner. IAB Mixx Award winner. GranPrix global winner.



# From Surface Views To True Understanding

The power of psychographics to improve customer engagement

As more and more commerce moves online, organizations have to find ways to make better connections to the customers.

But today what's perceived to be the state of the art for personalization and targeting only operates at a surface level, using basic demographics or company-driven priorities to overwhelm customers with often irrelevant offers.

Today, digital marketing and e-commerce technologies are not approaching – not even close – the communication skills of a human being.

A great sales associate listens to his customer, adapts what he says and how he says it to her reactions, to her personality.

Digital marketing and e-commerce establish superficial relationships with customers: undifferentiated experiences that do not consider that each person is unique, and lack empathy.

That is why Neosperience created **Neosperience Cloud**: a revolutionary software platform that helps companies understand customers deeply, instilling empathy in their digital tools.

A breakthrough technology at the cutting edge of what's possible that uses artificial

intelligence to make every customer experience unique.

Incredible one-to-one interactions tailored to each individual, more helpful, personal, and engaging.

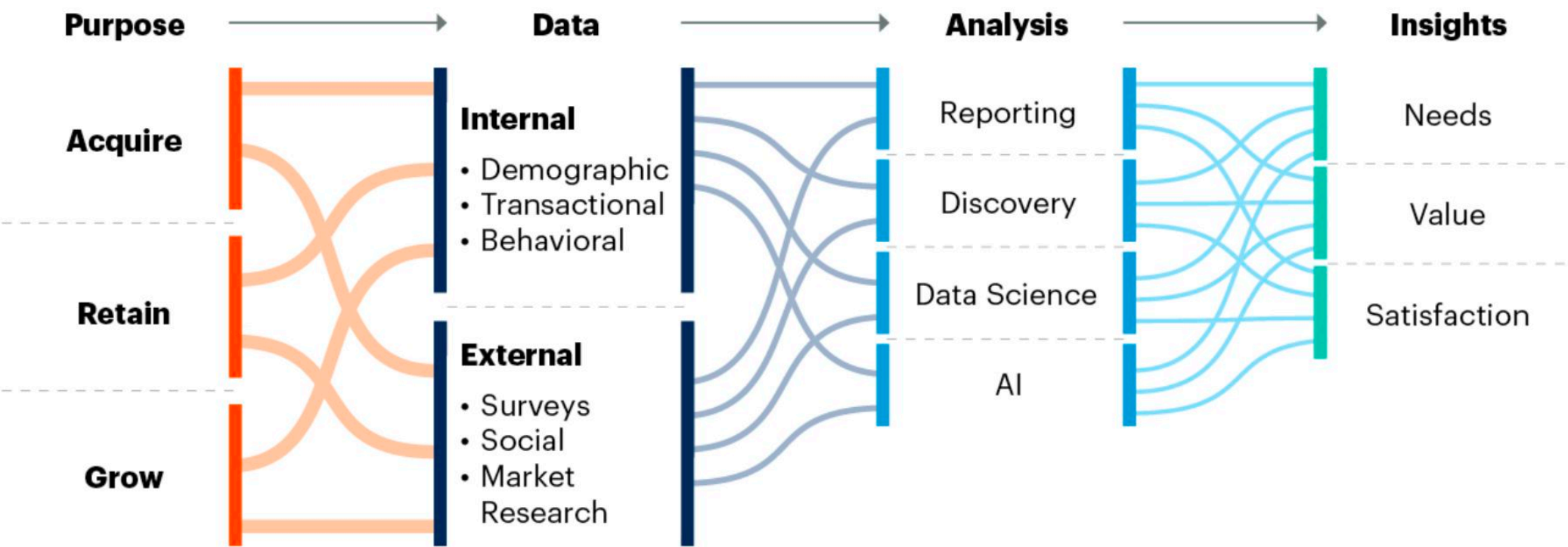
**Neosperience Cloud allows you to unlock the power of empathy to take your digital experience to the next level, increase the value of your brand and your margins.**

This deck is dedicated to demonstrating a new way to foresee and be part of the major technology shift that is going to change the digital experience industry.




<https://vimeo.com/neosperience/userinsight-en>

Use Customer Analytics to Understand Customer Needs and Values to Improve the Customer Experience




Source: Gartner  
727162\_C

Neosperience: Know Each of Your Buyers Personally  
Sorgenia



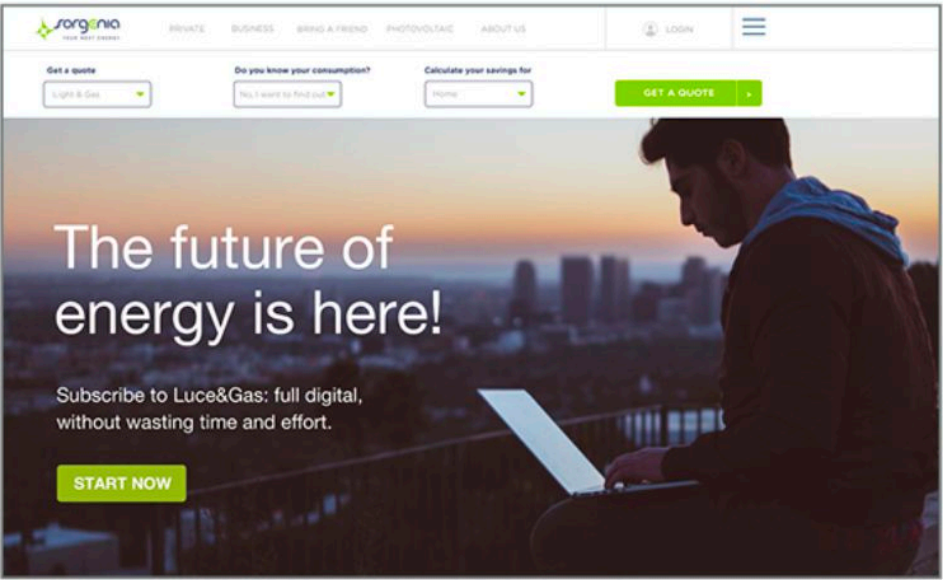
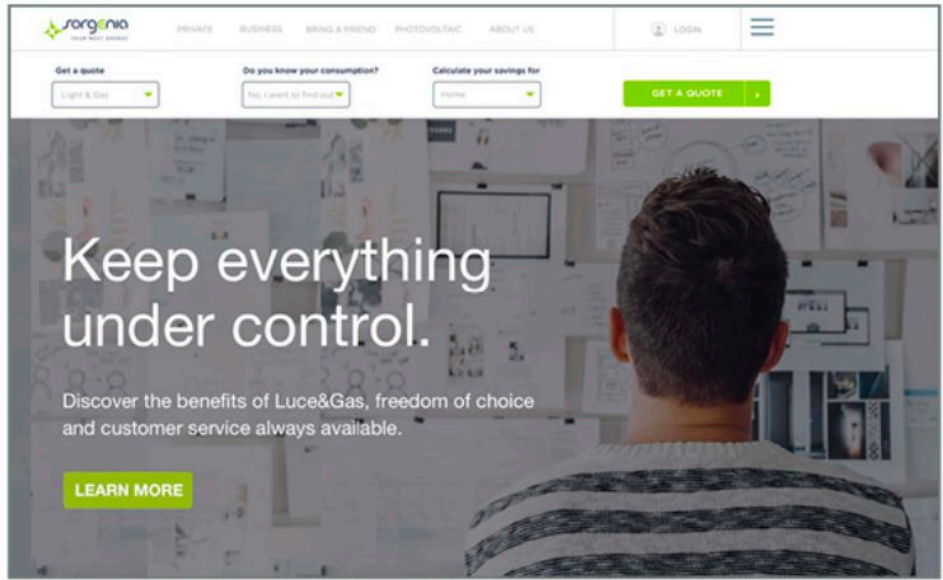
**Max**

- He is **precise** and **methodical**.
- He wants to manage **every aspect** of his life directly.
- He tends to deepen the **search for information** before making a purchase decision.



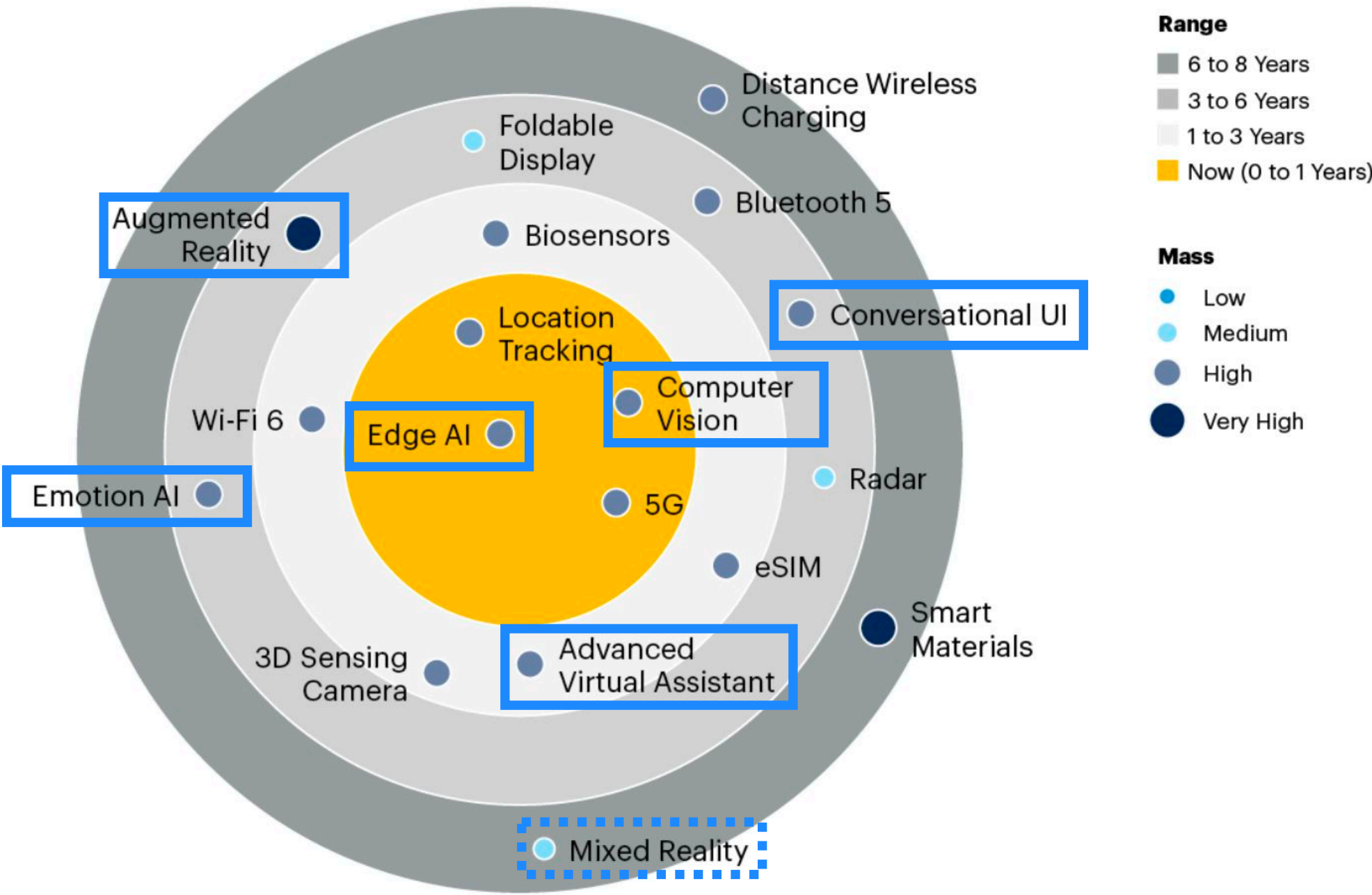
**Oliver**

- He is curious and loves **changes**.
- He **doesn't pay attention** to his consumption and prefers to delegate its management.
- He **doesn't dwell on searching** for information and tends to rely on the first good option he finds.



Source: Adapted From Neosperience Cloud  
733423\_C

Emerging Technologies and Trends Impact Radar for Devices



Source: Gartner  
730418\_C



Computer-Vision-Based Facial Expression Analysis



Audio-Based Speech Analysis



Biometric/Other Sensors



NLP-Based Phonetic and Text Analysis

# Neosperience Cloud

Customer Data Platform

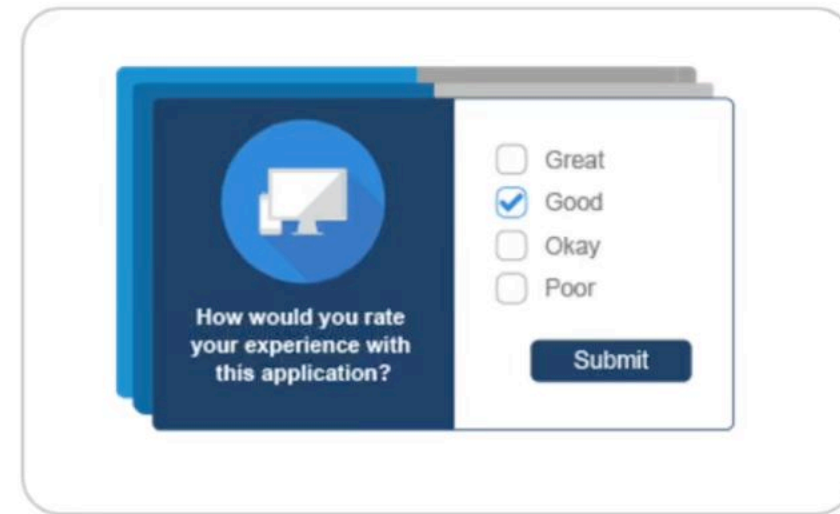


# Neosperience Cloud

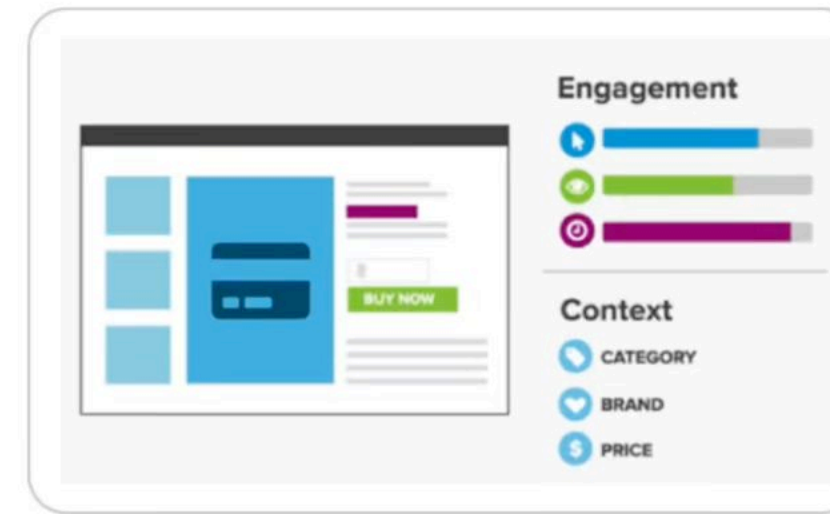
## Customer Data Platform



Unified Profile



Customer Attributes



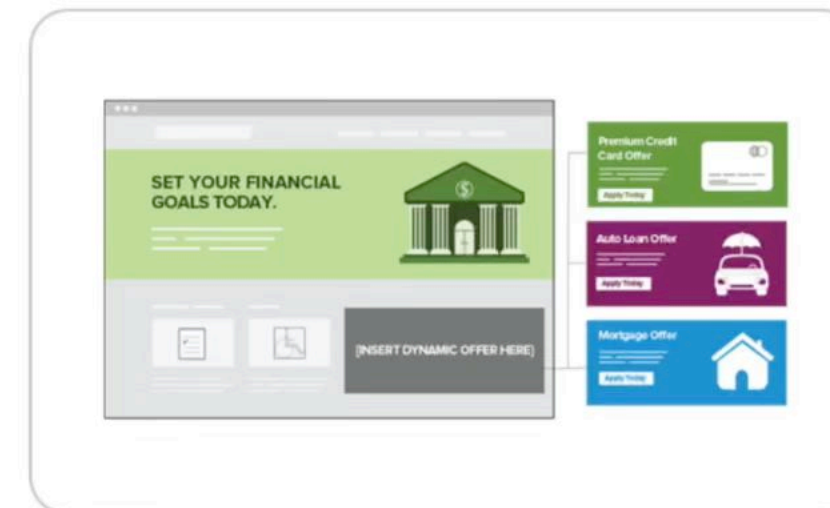
Behavior & Context



Affinity Analysis



Customer Segments



Best Customer Scoring



Machine-Learning Recommendations



Channel Decisioning



Campaign Management

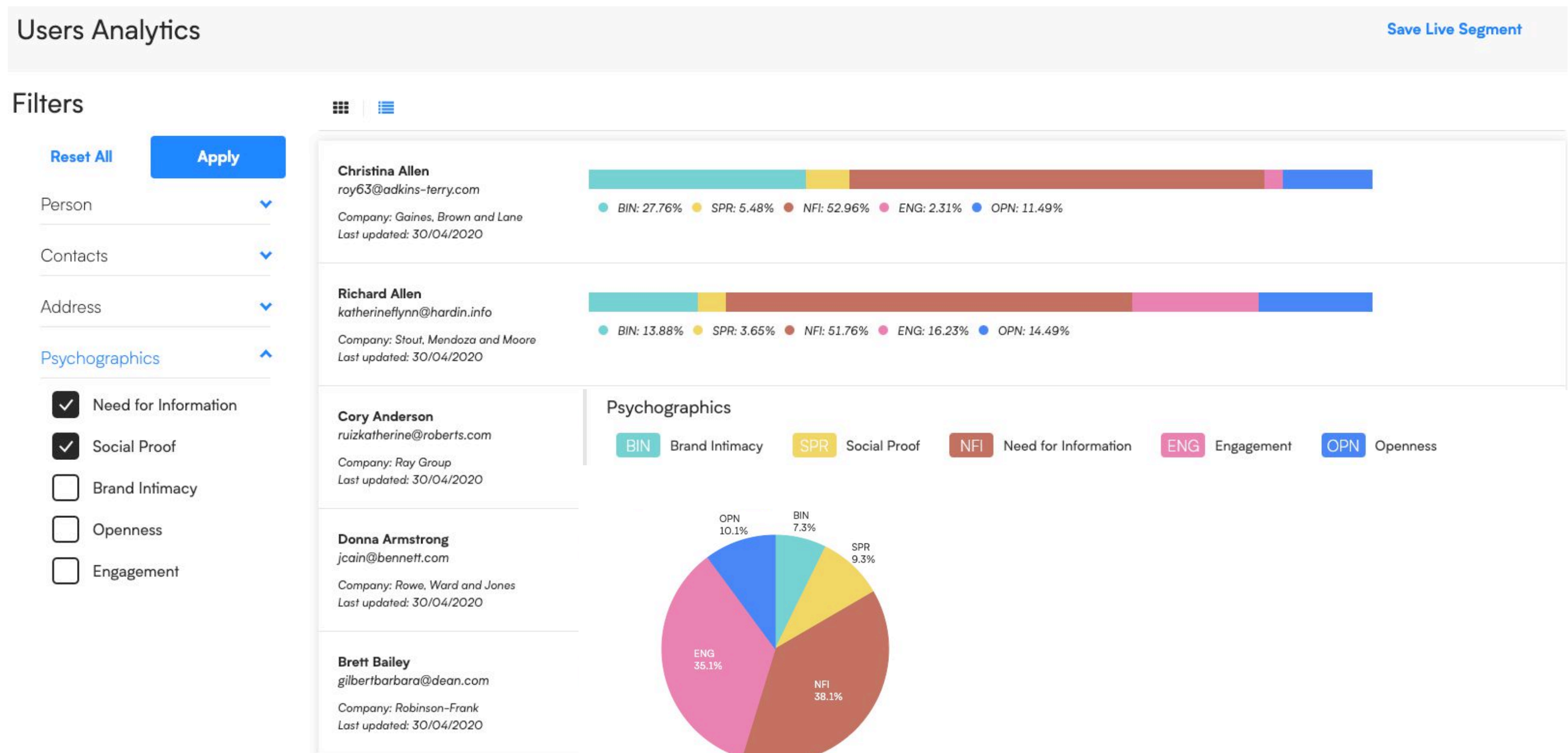
### Real-time data and insights to optimize marketing and sales

Real-time data collection and analysis functions are always available, as well as automated messaging to customers and/or the sales force:

- Searches based on personal and profiling data.
- Definition of custom segments, intended as saved searches and therefore re-executable.
- Sending personalized messages (e.g. SMS and email) to segments.
- Global, segment and individual customer or message analytics.

# Neosperience Cloud

## Customer Data Platform



From a surface level to true understanding

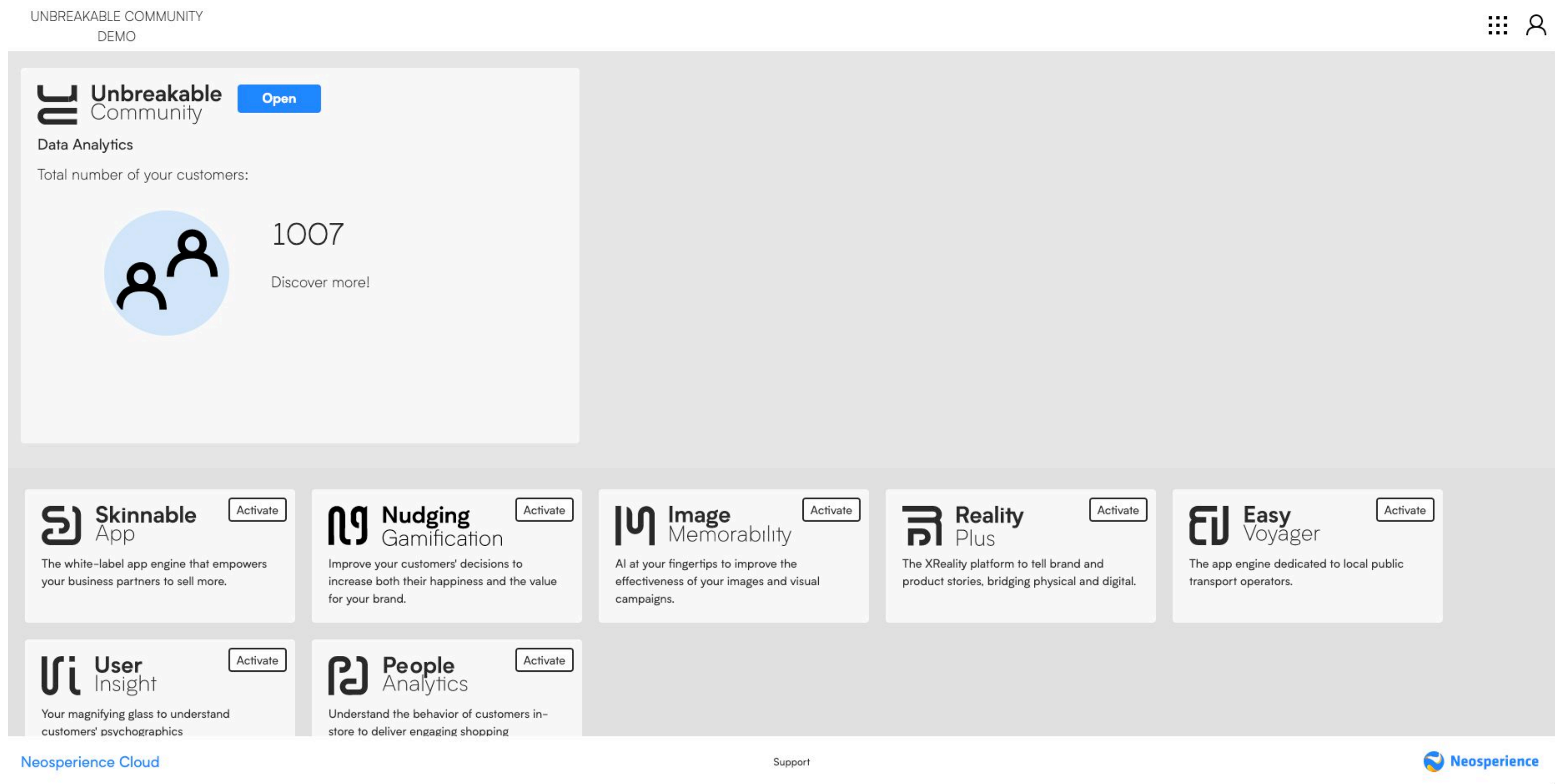
Neosperience Cloud moves beyond the surface to get to true knowledge and insights.

By looking at what’s inside, we make as easy for you to make better connections to your customers: you can get to know customers in-depth, analyzing how they behave in all digital touchpoints: web, digital commerce, apps, and chatbots.

You can understand what information is relevant and what is unnecessary. How to align content with each user's passions. How different profiles interact with the call-to-actions most useful to your business.

# Neosperience Cloud

## Customer Data Platform



**Easy to use, all-in**  
Neosperience Cloud Console: your application management and startup panel, allows easy access to all services by your organization's staff, in a controlled and secure way.



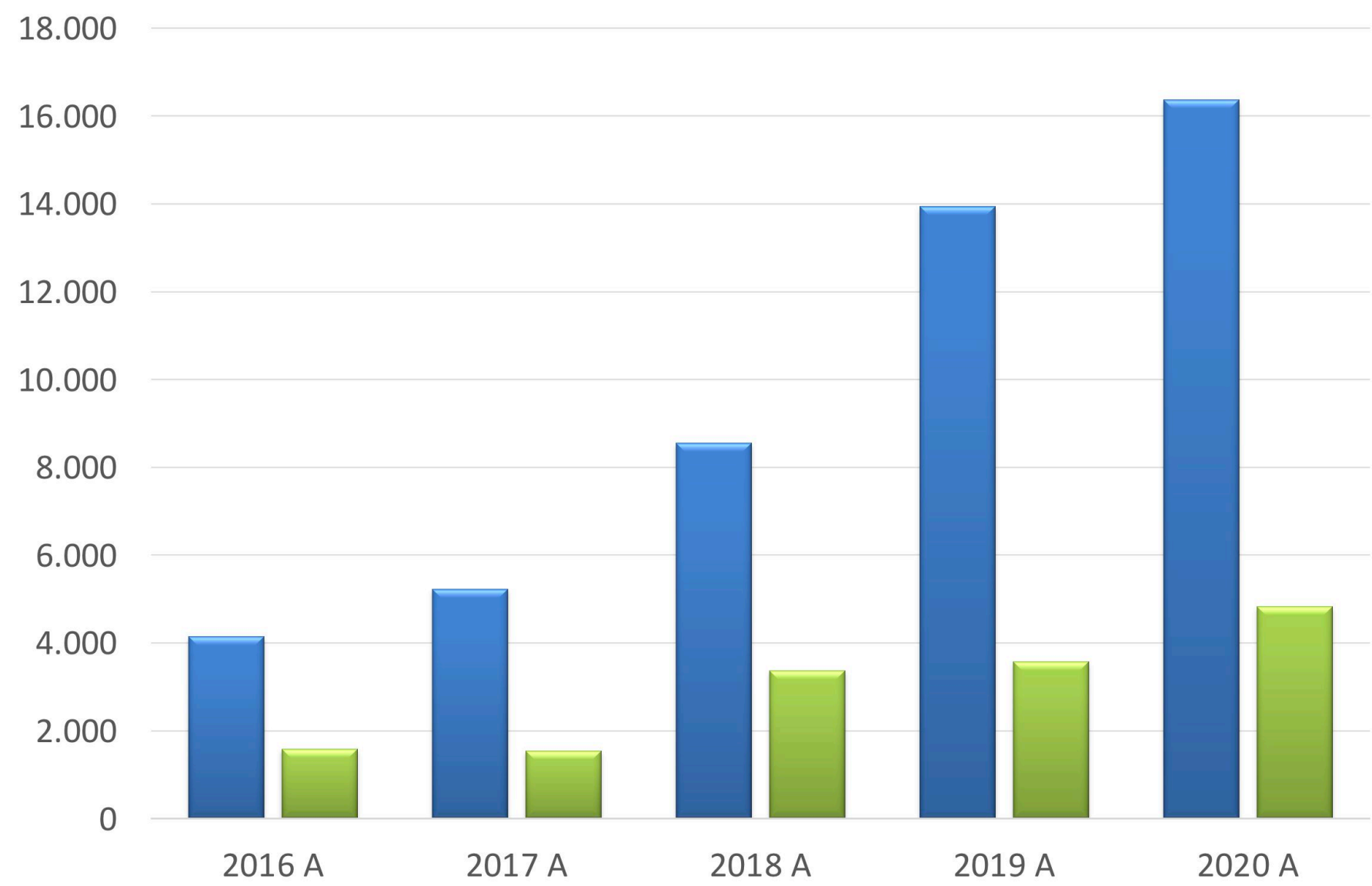






# Financial Highlights

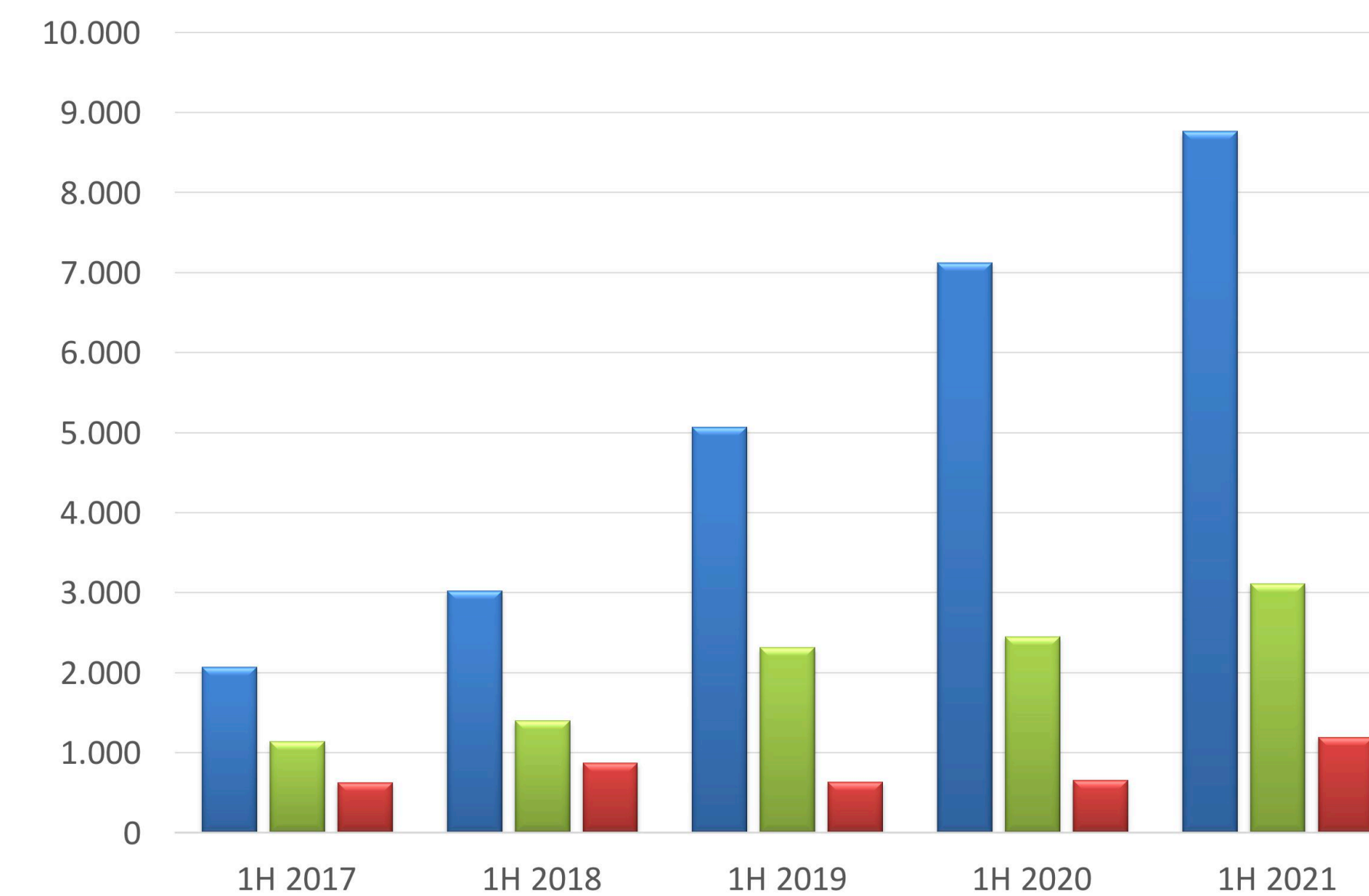
# Financial Highlights



■ Net Sales  
■ EBITDA

**Net Sales**  
**CAGR = 41%**

**EBITDA**  
**CAGR = 32%**



■ Net Sales  
■ EBITDA  
■ EBIT

## Neosperience: a growth story

- 2019 Feb. 19 IPO at AIM market MI
- 2019 Nov. Acquisition of HOK group (Mikamai, LinkMe and Jack Magma) and Value China
- 2020 June Acquisition of Workup and launch of NSP Tourism Cloud
- 2020 Aug. Acquisition of ADChange
- 2020 Oct. Acquisition of Myti
- 2020 Dec. Stock Option Plan offered to all employees

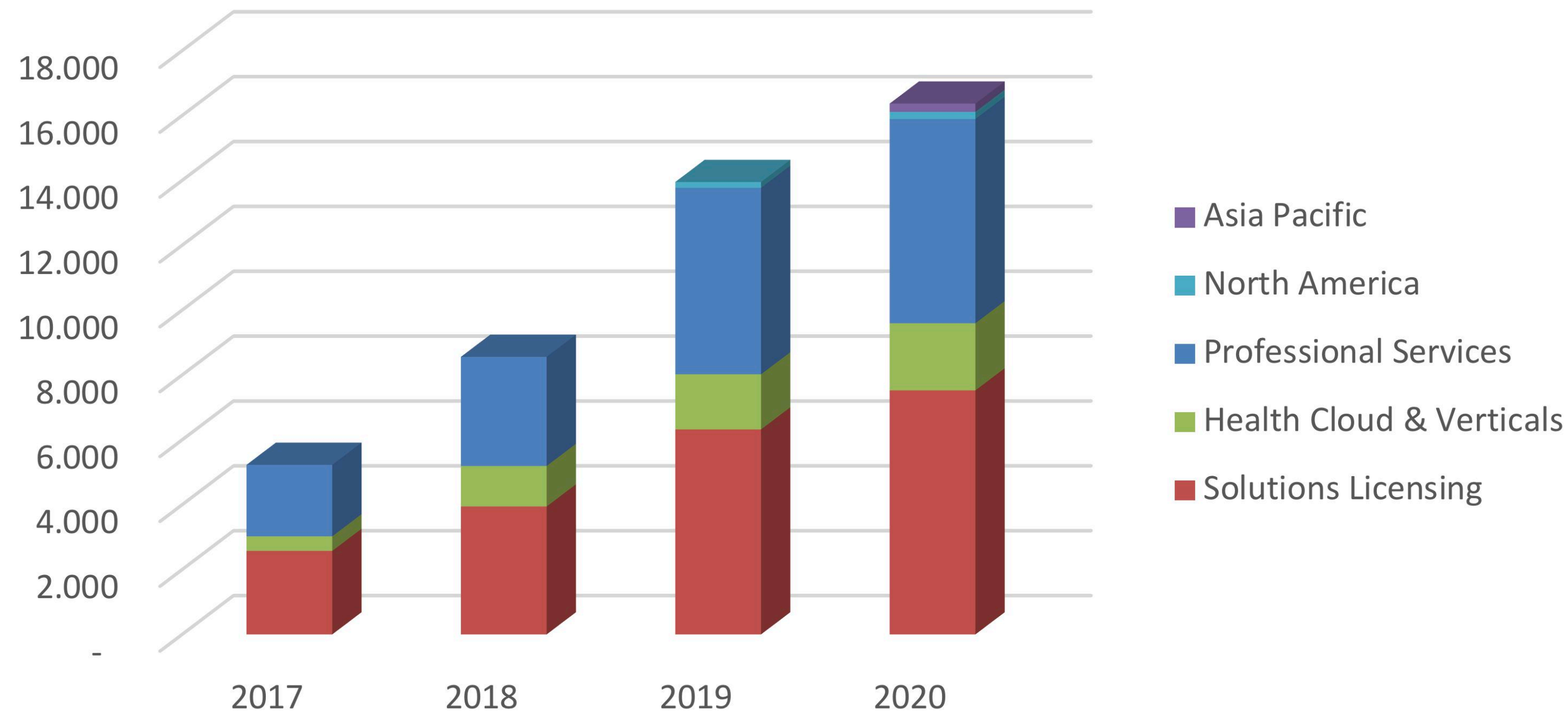
## Acquisitions rationale

- 7 acquisitions completed since IPO
- Critical mass of data scientists, developers & engineers achieved
- Psychologists & designers onboarded
- Compelling range of digital products offered

# Financial Highlights

## Sales Evolution and Breakdown

NSP Sales breakdown



- Cloud & Solutions licensing (CAGR 20/17 = 43%) are recurring sales with high margins (>40%)
- Since 2020, Health Cloud & Verticals (CAGR 20/17 = 66%) includes 370 k€ of Health Cloud sales
- Professional Services (CAGR 2020/17 = 42%) have lower margins (20/25%) but essential to allow NSP be perfectly aligned to customer needs
- Sales in Asia Pacific and North America in 2020, impacted by the Covid-19 pandemic, are expected to recover providing a boost in 2021-2022

# Financial Highlights

## Highlights on NSP P&L

Profit and loss	2016	2017	2018	2019	2020	CAGR
(000) EUR						2016/20
<b>Total revenues</b>	<b>6.236</b>	<b>7.854</b>	<b>11.772</b>	<b>17.508</b>	<b>19.552</b>	<b>33,1%</b>
<b>Net Sales</b>	<b>4.143</b>	<b>5.229</b>	<b>8.558</b>	<b>13.949</b>	<b>16.367</b>	<b>41,0%</b>
	100%	100%	100%	100%	200%	
<b>EBITDA</b>	<b>1.590</b>	<b>1.543</b>	<b>3.366</b>	<b>3.572</b>	<b>4.830</b>	<b>32,0%</b>
	38%	30%	39%	26%	30%	
<b>EBIT</b>	<b>230</b>	<b>471</b>	<b>529</b>	<b>1.120</b>	<b>813</b>	<b>37,1%</b>
	6%	9%	6%	8%	5%	
<b>Net Profit</b>	<b>70</b>	<b>652</b>	<b>421</b>	<b>950</b>	<b>409</b>	<b>55,5%</b>
	2%	12%	5%	7%	2%	

- Total revenues include R&D capitalized costs and tax credits from projects financed by MISE and EU
- EBITDA margin is heavily impacted by the incidence of recurring sales (with higher margins) on total sales.
- The companies acquired in 2019 and 2020 had lower % of recurring sales and consequently lower margins
- Depreciation charges are entirely due to past R&D investments
- Over the years we had a negligible impact of net financial charges
- Significant tax credits in 2018 and 2019 have reduced overall tax charges

# Financial Highlights

## Highlights on NSP Balance Sheet

Balance Sheet	2018	2019	2020	1H 21	CAGR
(000) EUR					2018/20
Net Working Capital	2.390	3.548	3.748	6.341	25,2%
Net Intangible Assets	4.951	11.391	17.423	18.037	87,6%
Other Fixed Assets	1.225	1.623	1.559	1.589	12,8%
Other Assets & Liabilities	(588)	(845)	(605)	(2.156)	
Net Invested Capital (NIC)	7.978	15.717	22.125	23.811	66,5%
Group Net Equity	4.441	14.244	16.041	16.806	90,1%
Third Parties Equity	72	261	697	1.119	211,1%
Net Financial Position	3.465	1.212	5.387	5.886	24,7%
Sources of Funds	7.390	14.872	21.520	23.811	
Debt to Equity ratio	77%	8%	32%	33%	
EBITDA/NIC (ROCE)	42%	23%	22%	26%	

- NSP growth is mostly due to a robust policy of investment in intangible assets (NSP cloud and Solutions) and selected acquisitions
- Net Working Capital cash requirements have been very controlled (CAGR 25% vs 2018/20 38% sales CAGR)
- Strong growth of Net Intangible Assets is due to:
  - Relevant organic R&D investment (3/4 ml/yr)
  - Past R&D investment in acquired companies
  - Goodwill from consolidation of acquisitions
- NSP Invested Capital has been financed mostly by equity
- Increase of Group Net Equity due to IPO proceeds and payment of acquisitions partially with NSP stock

# Financial Highlights

Comments on NSP 1° Half 2021 figures

<b>Profit and loss</b>	<b><u>2019</u></b>	<b><u>2020</u></b>	<b><u>var. %</u></b>	<b><u>1H 2020</u></b>	<b><u>1H 2021</u></b>	<b><u>var. %</u></b>
<b>(000) EUR</b>						
<b><u>Total revenues</u></b>	<b>17.508</b>	<b>19.552</b>	<b>11,7%</b>	<b>8.933</b>	<b>10.322</b>	<b>15,5%</b>
<b><u>Net Sales</u></b>	<b>13.949</b>	<b>16.367</b>	<b>17,3%</b>	<b>7.126</b>	<b>8.767</b>	<b>23,0%</b>
	100%	100%		100%	100%	
<b><u>EBITDA</u></b>	<b>3.572</b>	<b>4.830</b>	<b>35,2%</b>	<b>2.447</b>	<b>3.114</b>	<b>27,3%</b>
	26%	30%		34%	36%	
<b><u>EBIT</u></b>	<b>1.120</b>	<b>813</b>	<b>-27,4%</b>	<b>655</b>	<b>1.196</b>	<b>82,6%</b>
	8%	5%		9%	14%	
<b><u>Net Profit</u></b>	<b>950</b>	<b>409</b>	<b>-56,9%</b>	<b>365</b>	<b>642</b>	<b>75,9%</b>
	7%	2%		5%	7%	

- Total revenues include capitalization of part of R&D investment and tax credits deriving from special financing from MISE and EC
- More than 50% of Net Sales are recurring revenues
- EBITDA up 27% thanks to better mix, efficiencies and contribution from acquisitions
- Higher EBIT due to lower than usual depreciation charges
- Net Profit is up thanks to higher profit before tax

# Financial Highlights

NSP listed on AIM Italy  
since February 2019

6,50 € ↑ 24,28% +1,27 YTD

29 set, 11:22:08 UTC+2 · EUR · BIT · Disclaimer



Issuer & Tickers	Neosperience SpA	ISIN: IT0005351496
	Reuters: NSP.MI	Bloomberg: NSP.IM
Market	Borsa Italiana – AIM ITALY	
Nomad	CFO SIM	
Specialist	MIT SIM	
Analyst Coverage	CFO SIM	TP: 10,00 (July 2021)
	FINNAT	TP: 10.47 (BUY) (April 2021)

Total outstanding shares: 7.607.202 (Aug. 2021)

fully diluted : 8.551.150

(Warrant conversion expected Nov. 2021)

- On a fully diluted basis, NEOS srl (company controlled by the 2 NSP founders, Dario Melpignano and Luigi Linotto) will own a 39.8% stake).
- Floating, including lock ups (mostly expiring Nov. 2022), will amount to 60.2%
- Other than Neos, no single shareholder owns up to 5%

## NSP Shareholding structure

