

YEAR 2022

Company profile





Italian excellence in software and digital business

Deda Group has been supporting businesses and public organizations with application solutions and IT services for more than forty years. We are a group of companies and individuals united by our passion for, and expertise in, technology, data and the changes that have shaped the digital society. We started off with process computerization, gathered speed with the Internet and Cloud, and are continuing to grow leveraging the potential of data and automation. We have been able to identify the specific needs of businesses and transform them into successful solutions and projects that have become a benchmark in segments such as luxury, treasury, credit unions, process digitalization and long-term preservation.

4000+ Customers	50+ Countries
--------------------	------------------

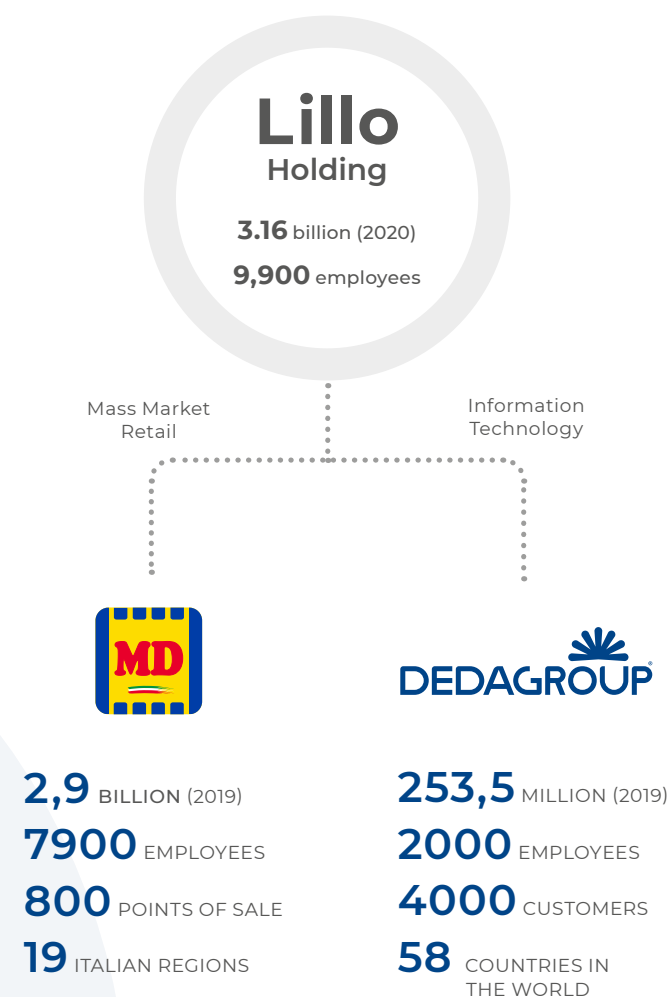
Innovation is at the core of our business processes, marked by expertise, practicality and attention.



Observation from space

A constantly growing aggregating hub that is part of a solid business Group

Deda Group is a subsidiary of Lillo S.p.A., the holding company owned by the Podini family. From its background in mass market retail with its MD supermarkets, in 2000 the family decided to invest in information technology, with the aim of creating an aggregating hub for bringing together experience and competencies in the Italian Software and Solutions as a Service market. The project got underway with the first acquisitions and accelerated in 2008, when the 'Federation of Competencies' model was proposed even more forcefully with the Deda Group brand. According to the business ranking in the Software and Services sector produced by the magazine Data Manager, Deda today ranks among the first five 100% Italian-owned information technology companies.



The story of a business driven to boldly explore new horizons

A strategic vision, drive to innovation and swiftness: these are the key traits of the entrepreneurial history of our shareholders — the Podini family. The diversification into IT is only the latest step in a hundred-year evolutionary process.

1919 – The origins in the “New Italy”.

The founder, a Lombardy native, visits Bolzano, which has just become a part of Italy. He sees an opportunity to promote Italian products, which are still little known there, and he sets up a business aimed at introducing cheeses made in Lombardy to this new market.

1959 – Pioneers in self-service.

The family's wholesale business evolves as they become among the first in Italy to adopt a modern formula that would go on to change Italians' habits considerably. Patrizio Podini is among the pioneers of Italian mass market retail, which he helps grow under the Selex alliance with the A&O brand until 1992, when he sells the Alto-Adige based network to Aspiag.

1994 – Discount stores in Southern Italy: a new format and a new geographical area.

The time is finally right to develop the discount supermarkets format in Italy. Supermarkets have changed purchasing habits, but households can then free up resources by saving on their purchases and thus favoring other types of consumption. Patrizio Podini establishes MD Discount with operating offices in Gricignano d'Aversa (Caserta).

2000 – IT and technology for a new society.

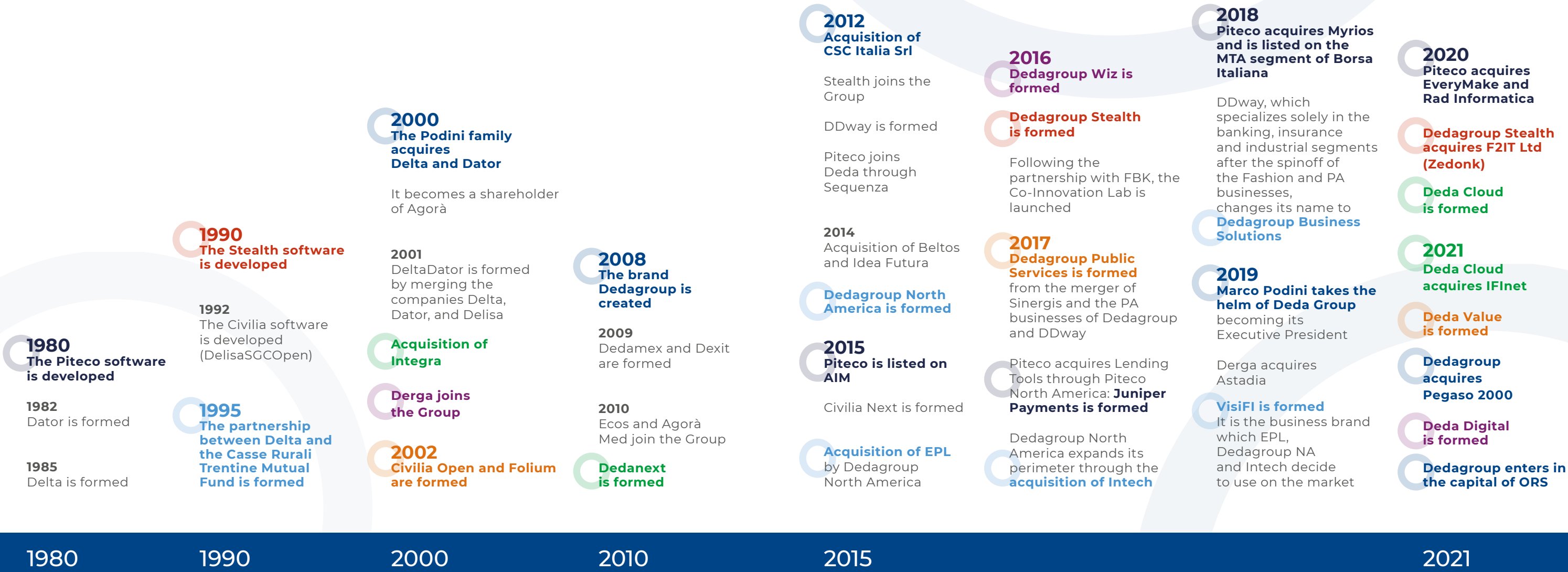
The Company has the courage to start up businesses where it can have a positive impact on the development of society: following the family business tradition, Marco Podini seeks to enter the emerging IT sector, in order to free up resources and promote the competitiveness of Italian companies.



Many competencies that have found the right area for growth

The first two companies acquired by the Podini family with the aim of diversifying their business and starting IT operations were located in the Trentino-Alto Adige region: the holding company Deda Group S.p.A. is still located in Trento.
Straightaway our operations expanded nationwide, due both to the fact that many of our solutions met local needs in terms of vocation (cooperative credit institutions, local

authorities, GIS) and the effect of our non-organic growth, which brought into the Group numerous IT businesses with experiences distributed throughout Italy. We then took courage and turned to foreign markets, where our made in Italy (and made in Deda) software solutions found interesting outlets in vertical business contexts such as the credit unions and local banks in the USA and, in more recent times, in the fashion industry.



Brand-new concepts of Italian excellence

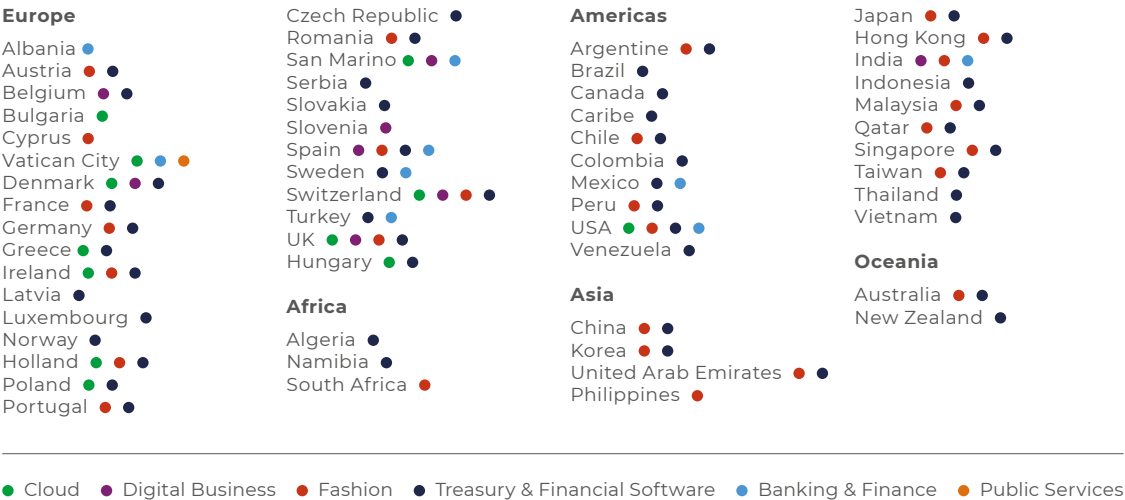
Italians are proud of the reputation of Italian brands in certain sectors such as fashion and food&wine, but many people do not know that Italian excellence is also valued in B2B contexts, including those generally considered to be more complex and more developed abroad, such as technology.

At Deda Group, we feel part of the long tradition of Italian innovation, modest but informed links in that imaginary chain that connects Leonardo Da Vinci and Adriano Olivetti. Every

day we see first-hand how much our software is appreciated abroad for its reliability, integration and flexibility, and we are proud to accompany Italian businesses on their path toward globalization.

To date, Deda has 34 offices in Italy and 9 abroad. We operate with partner networks in France, Germany, the United Kingdom and China, and we have projects underway with clients in 58 countries.

Ongoing projects worldwide



● Deda Group locations
● Ongoing projects

Locations in Italy

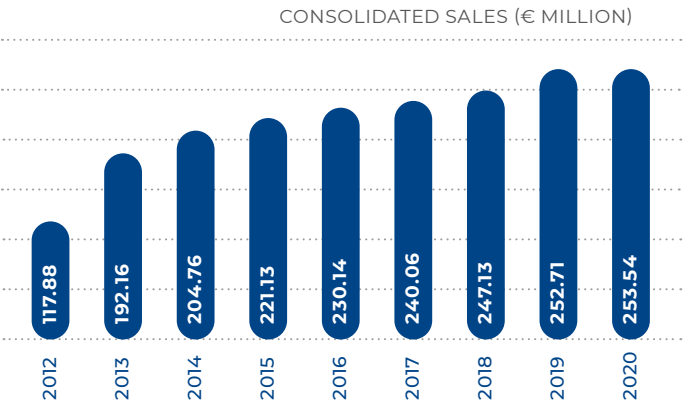
Trento, Battipaglia, Benevento, Bolzano, Bovalino, Casalecchio di Reno, Cassina de' Pecchi, Castenaso, Catania, Cesena, Ivrea, Jesi, Milano, Modena, Napoli, Padova, Palermo, Perugia, Pisa, Ravenna, Roma, Salerno, Scandicci, Sinalunga, Torino, Tortona, Valenzano, Verona, Vimercate

Locations worldwide

USA Birmingham, AL | Honolulu, HI | New York, NY | Omaha, NE | Wichita, KS
Mexico Durango | Guadalajara
Switzerland Geneva
UK London

The Deda universe in numbers

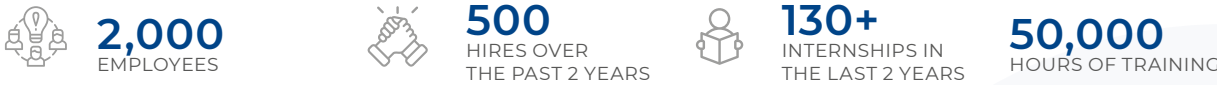
In 2020, the Group's sales amounted to €253.5 million. We rank among the first five Italian-owned Software & Services companies (TOP100 Software ranking by Data Manager & IDC, 2021 edition).



We support our customers in their innovation and development projects.



We believe in people and in the full development of their potential.



We innovate by integrating our expertise with external knowledge.



Quality as a style of business



Deda Group is an aggregating hub of diverse companies that share not only the same principles and values, but also a wide range of good practices in the areas of organization, finance and control, human resources, marketing, communications and innovation. Among these, the integrated Compliance

Management System, which provides clear, uniform guidelines regarding the coordination of company processes and resources, designed to offer support to individuals and business relationships.

Development and shared wellbeing, innovation and responsibility: in our vision, these concepts are intimately connected and interdependent, because growth and competitiveness cannot be separated from social engagement, ethical sensitivity and respect for the environment.

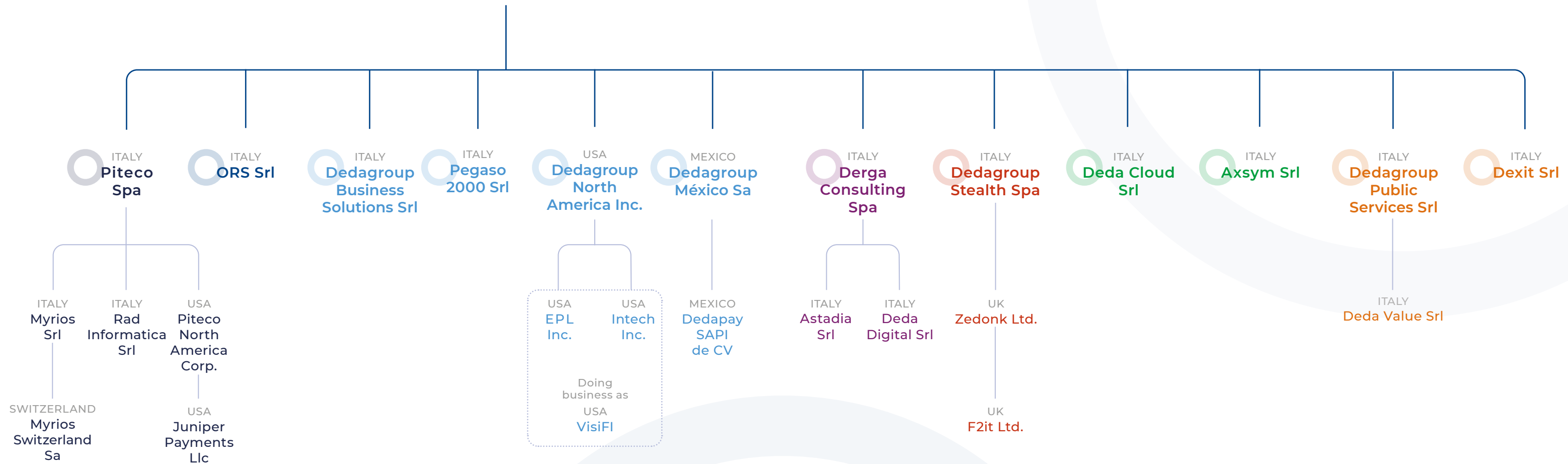


Family Audit-certified work-life balance
ISO 9001-certified quality management system
ISO 27001-certified information security management system
ISO 14001-certified environmental management system
Group Data Protection Policy (and Officer)
Code of Ethics

The Group's companies



(Dedagroup Spa)



Markets

- Cloud
- Digital Business
- Fashion
- Treasury & Financial Software
- Banking & Finance
- Public Services

“Technology’s reach is exponential, like Moore’s law on computing power. The pace and intensity of transformation will be extreme and the only way to win is to maintain our vision, speed and appetite for risk.”

Marco Podini

interviewed by Daniela Polizzi, L'Economia
Corriere della Sera, May 11, 2020





**Expanding
galaxies**

To the heart of the digital transformation, in all markets

An open mind, revamped processes, data and technology are essential to support transformation. At Deda, we embrace all four of these aspects in different markets: specializing our solutions (all cloud-ready and many cloud-first), understanding the business contexts in which they operate, and supporting our clients' strategies for change and innovation with a pragmatic approach.

Digital has profoundly changed our economy and human society over the past decade, and it will continue to play a key role in the agenda for sustainable development that we are committed to achieving as institutions, businesses and individuals.

As a Group, we have always adopted a federation business model.

When Deda was formed, we defined it as a 'Federation of Competencies': a concept that still explains how the Group's different companies can find themselves collaborating in order to meet our clients' needs by combining different experiences. In addition, all the Group's businesses can access the enhanced experience of our open innovation network, one of the best innovation practices shared in the Parent Company and serving the different companies and their clients.



Our target market

Deda Group has a good understanding of the context in which businesses, financial institutions, local authorities and public service institutions and organizations operate.

Public Administration

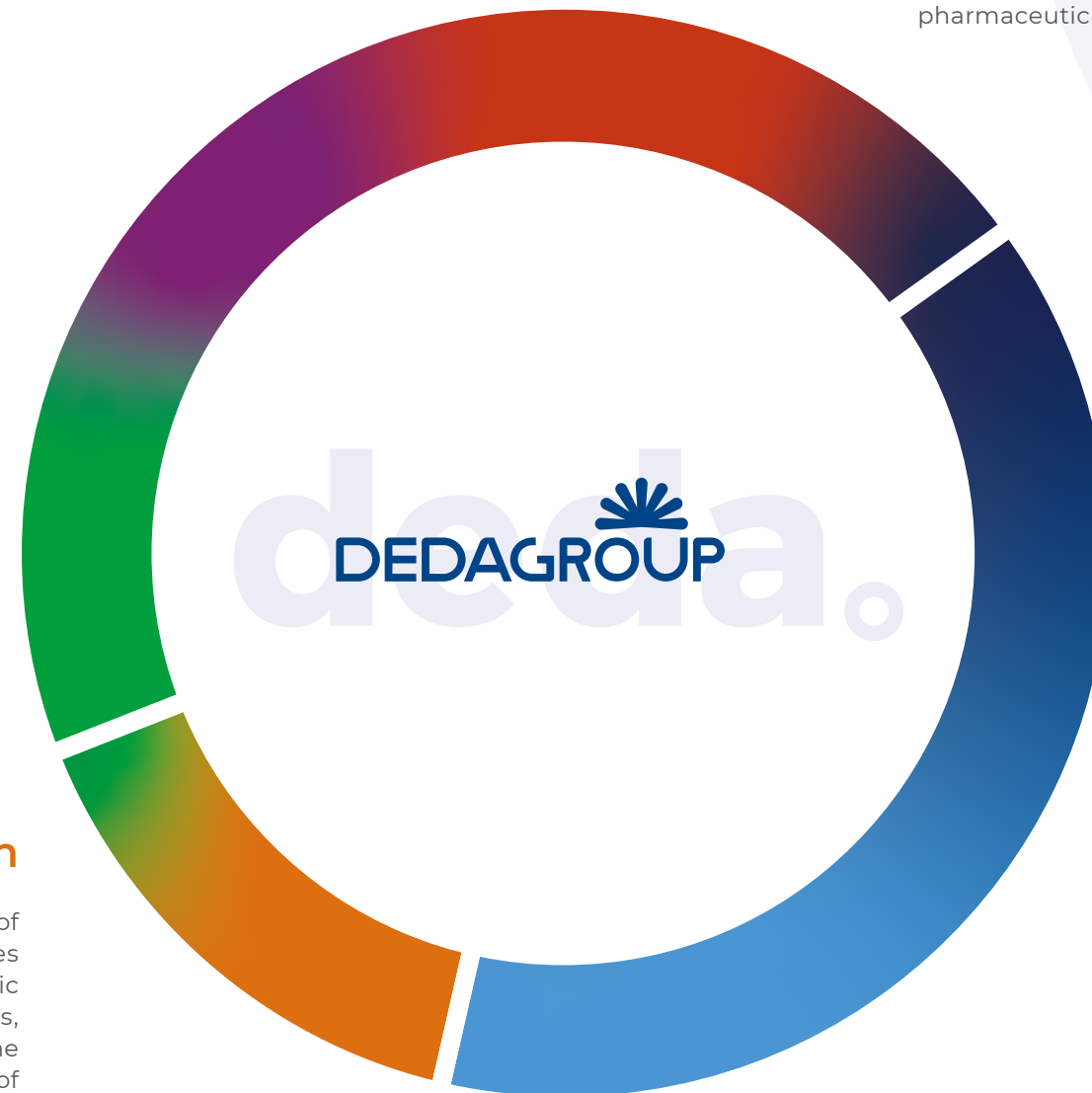
The public sector — in the broad sense of all levels of national and local structures within the Public Administration, and public service organizations (energy and utilities, healthcare, transport, postal) — is the third market we target, again with a mix of software, management, documentary and geographical solutions, and design and process competencies, particularly in the areas of digital processes, archiving, analytics and data management.

Businesses

Regarding the private market, we meet the needs of a broad range of medium/large-sized companies and certain specific needs of enterprise contexts, particularly in the treasury field. We are recognized leaders in ERP platforms for the fashion segment and have other important vertical competencies in sectors such as manufacturing, pharmaceuticals, ceramics and food.

Finance

In our tradition, the financial market has always seen us very close to local banks and savings institutions, with competencies extended to all their core processes and an in-depth knowledge of their operations, also in locations outside Italy, such as the USA and Mexico. But we do not stop there: our unique combination of expertise in the banking and insurance market and our specialization in financial and treasury processes in the corporate market make us highly suited for managing bank-enterprise relationships and the payment flows and transactions governing them, in addition to making us the ideal partner for the Open models that are becoming ever more popular.



Our fields of expertise

Digital Business

Today, every company is made up of software, data, automation and systems that interface with plants, supply chains, organizational charts and sales channels, and are constantly changing due to the constant search of competitive solutions. Our tested SAP method is capable of creating digital solutions that begin with marketing and extend into the core of processes.

Smarter companies drive digital.

Cloud

IT feels confident and always capable of supporting the business, no matter how dynamic, with a Managed Service Provider with extensive application competence such as Deda. An ecosystem of HiTech-HiTouch services: maximum technological competency and service levels suited to users' needs.

Your safe IT.

Public Services

A digital country, with public service institutions and companies that serve citizens and businesses by designing the fully implemented digital infrastructure envisaged in the Three-Year Plan and new sustainable development models to manage resources more efficiently. The cloud, transparency, redesigned administrative procedures and data management are the key elements of Deda's offer.

Data-driven administration.

Fashion

60% of Italian-made products are manufactured and delivered to stores thanks to our leading ERP platform, which is unique in its ability to combine industrial processes and creativity throughout the chain value. Flexibility and integration for fashion companies of all sizes and levels of complexity the world over.

Unparalleled industry know how.

Treasury & Financial Software

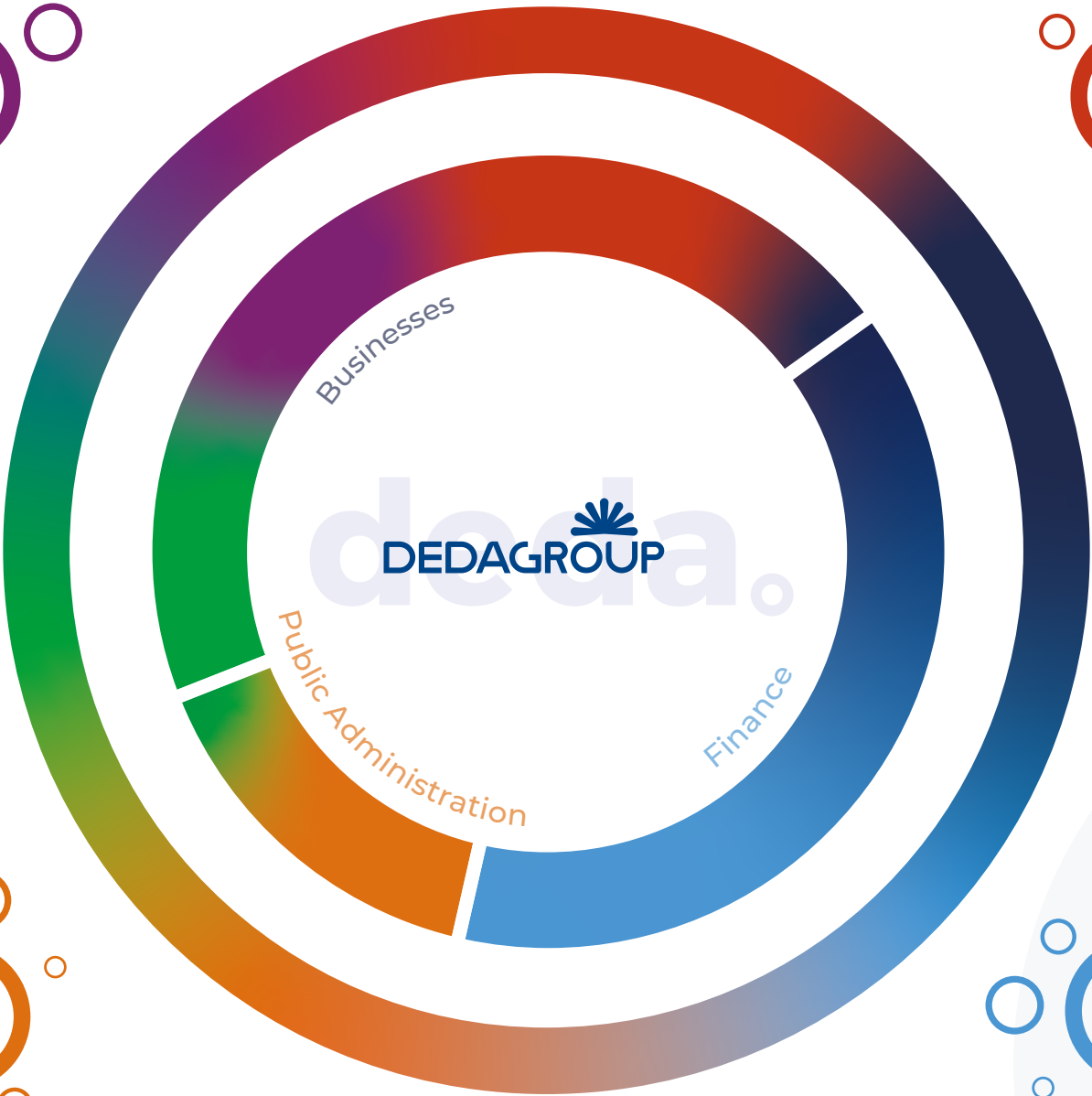
Financial controls are a crucial aspect of business management. Especially in uncertain or competitive contexts, cash management, relations with banks, suppliers and clients, the ability to plan future cash flows and investments, and active management of supply chain finance are issues to be handled in a secure, informed manner, yielding immediate, tangible benefits. Piteco is at the center of a hub that translates these needs into management applications used most widely by Finance and Treasury Managers of large industrial, insurance and financial groups, thanks to their distribution in 50 countries.

Finance and software to win.

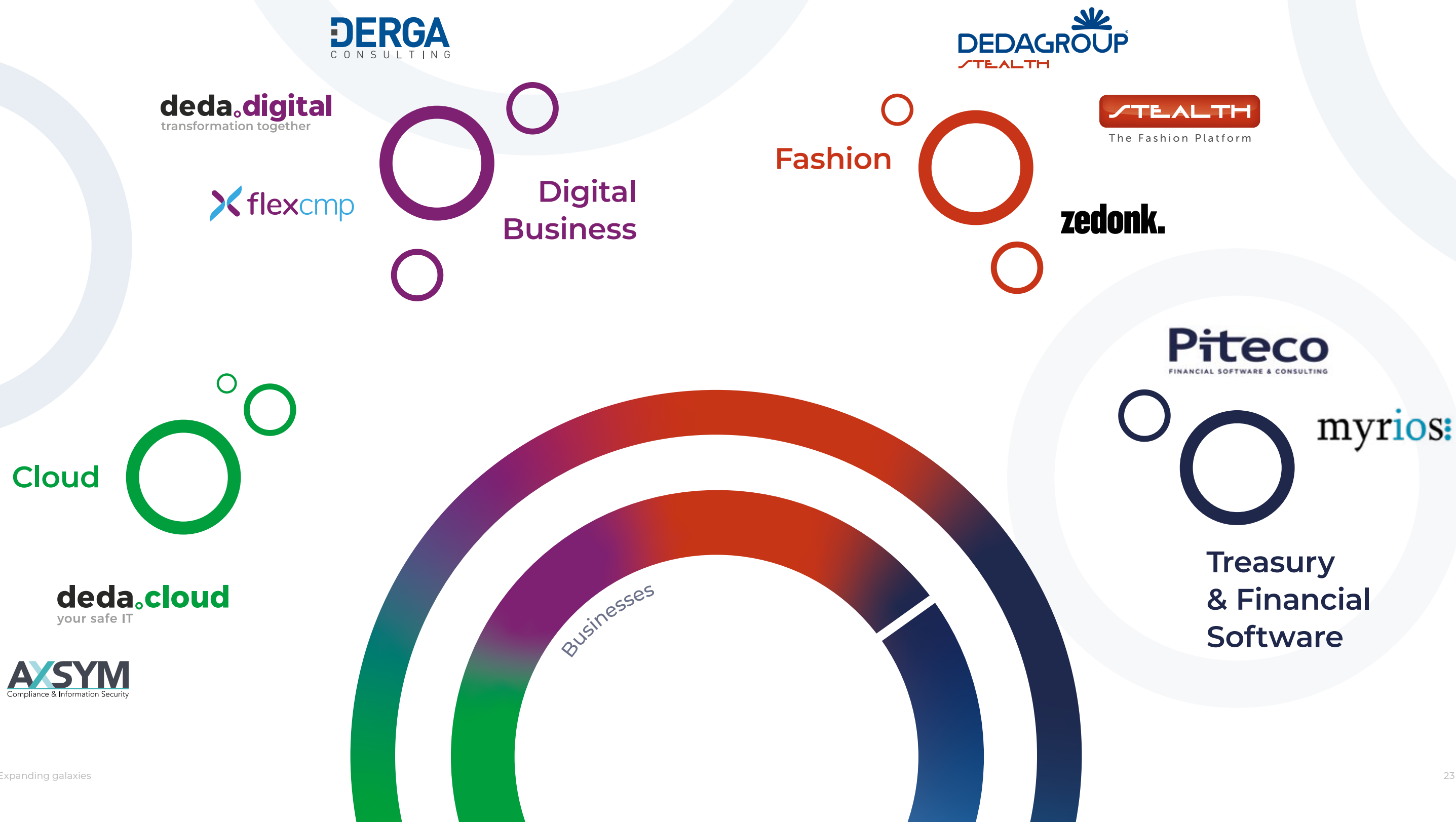
Banking & Finance

Financial institutions face the challenges of fintech and open banking. A traditionally solid, secure industry with a rigorous, process-oriented approach is undergoing a far-reaching disruption that is also an opportunity to recast business supporting solutions. An understanding of core processes in this field on both shores of the Atlantic, risk management and cross-industry experience are the components of Deda's offer for agile change.

Open banking and business solutions.



Our brands for the corporate market



Cloud



deda.cloud
your safe IT

AXSYM
Compliance & Information Security

Public Administration

Finance

Treasury
& Financial
Software



RAD
informatica

myrios:

DEDAGROUP
PUBLIC SERVICES

Public
Services

deda.value

retexo
mappa • gestisci • innova

civilianext

DE IT

folium
crea • protocollo • archivio

Banking &
Finance

BankUp

VISIFI

DEDAGROUP
BUSINESS SOLUTIONS

camOn
Onboarding Digitale

i-POWER

pegas
SOFTWARE SOLUTIONS 2000

Pagaflex

ORS GROUP
APPLIED A.I.

Our brands
for the Finance & PA markets

At the edge of the galaxy: endless innovation thanks to our Open Integration model

Innovation is driven by a constant brand-new fusion of different products, competencies, methods and business models. Drawing on our cross-industry nature and the breadth of our competencies, we propose a tangible, feasible Open Integration model that promotes co-creation.

Our model is based on the solid partnership with FBK – Fondazione Bruno Kessler. This is not a simple declaration of intent but a joint investment in the Co-Innovation Lab, which is already in its third year of life. A center that develops software and models for the interoperability of data and services for the local area, citizens and the community: the Digital Hub is available to Group companies and their clients to test and implement new applications and new forms of communication and collaboration.

Our path towards Open Integration is also fueled by ongoing collaboration with the ecosystem of research centers, universities, innovation hubs, start-ups and players in the IT sector, in addition to the constant opportunities for exchange that we promote within the Group to allow Deda People to keep their eye on cues for innovation that emerge at the edge of the Deda galaxy, including in places far away from where they generally operate.

In addition, we design the future in each business area, developing funded and unfunded research

projects with specific goals. Sustainable mobility, fashion replatforming, climate change, open data, building energy recovery, and long-term data preservation for the scientific arena are just some of the themes with which we are actively engaged.



Markets

- Cloud
- Digital Business
- Fashion
- Treasury & Financial Software
- Banking & Finance
- Public Services

Innovation strategy



Research

- AIR BREAK**
Improving Air Quality
- FAIRE**
Fashion Replatforming Hub
- INTERLINK**
Innovating Collaborative Governance
- MADAME**
Madrid City Data Marketplace
- MONITOR FOR CIRCULAR FASHION**
Enabling Circular Business Models
- AND OTHERS**

Startup Ecosystem & Hubs



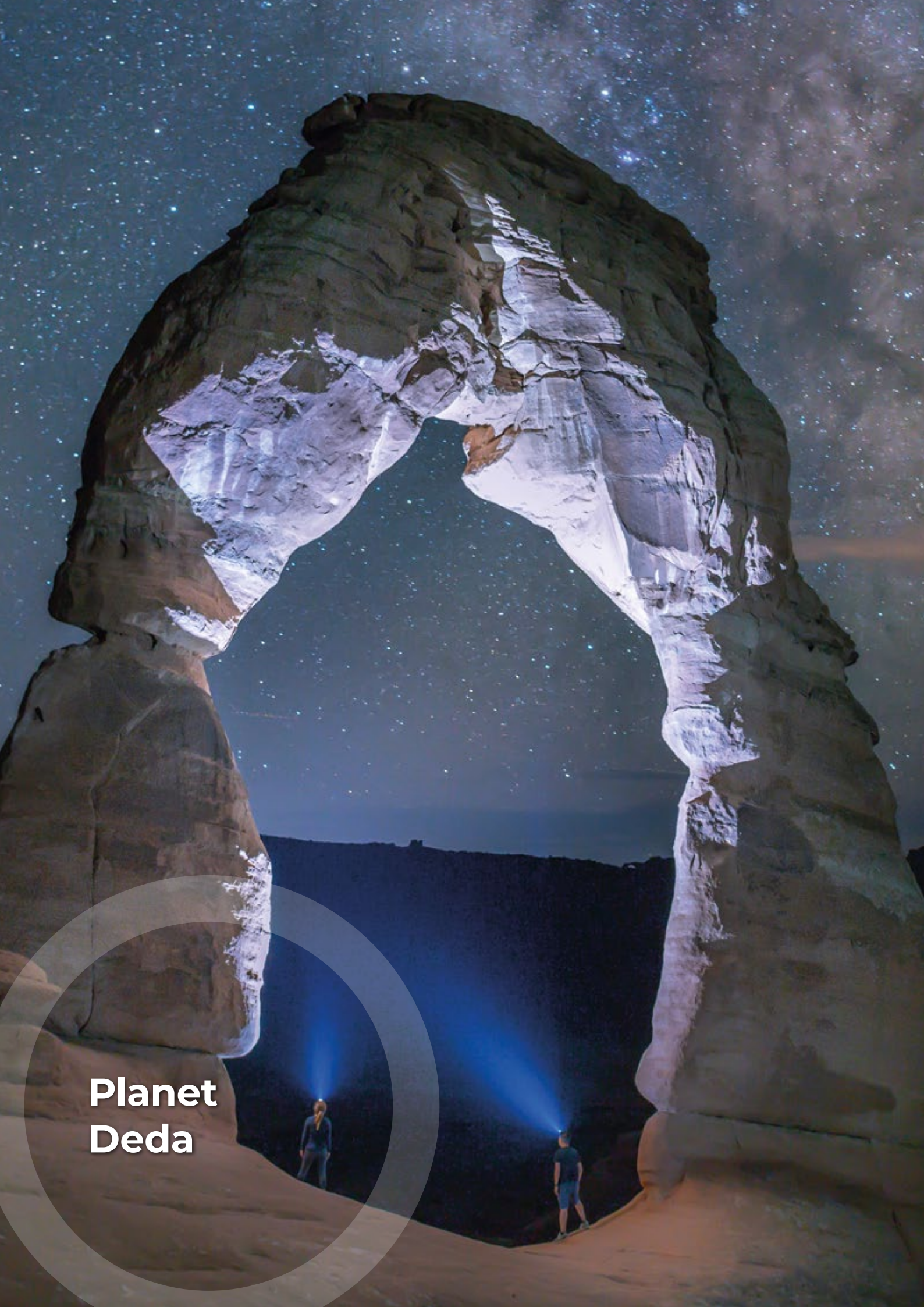
“This case is extremely interesting and adds a lot to the debate on Open Innovation. We are entering a new phase of maturity that requires an evolution towards what we call Open Integration. In other words, where the need to open up is combined with the need to integrate, manage and govern the opening.”

Angelo Cavallo, Antonio Ghezzi

in EconomyUp – July 3, 2019

“From Open Innovation to Open Integration: the Deda Group case”





**Planet
Deda**

The planet of collective intelligence

The fact that our business model has proved to be successful and our solutions are appreciated because they resolve complex needs such as those of businesses, financial institutions and public administrations is because in Deda we do not merely focus on technological and operating quality, but also, and above all, on the quality of our work and the quality of our organization.

Behind all software, technological solutions and services are people who work for other people with competence, an ability to execute and a drive for innovation, but also with determination, healthy curiosity and team spirit. All Deda People want to learn, dialog and develop: every day we commit to creating our and their future — or as we like to call it, (Y)Our Deda.



Our orbit: the values that guide us

Our company culture is based on taking advantage of the diversity and strengths of all members of the Deda hub, but also on the shared values that inspire our daily actions.

Social impact

In our daily work, we are aware of our role in improving the society in which we live and its productivity. We are convinced that collaboration among individuals and organizations is essential to ensure that our impact is as broad as possible.



Courage

We seek to identify market opportunities before they take shape, to have the courage to be ahead of our time and to imagine solutions by thinking outside the box and exploring new business horizons.



Result-oriented approach

We choose the ideas to pursue according to the value that they can create for our customers. Imagination and creativity need to be cultivated and tended to patiently, with a sound respect for the numbers.



Integrity

We take a hands-on approach according to an active paradigm. We are always ready to learn and maintain spotless ethics, as a company and as individuals.



(Y)Our Deda

(Y)Our Deda is the name that we have chosen to encompass all those company initiatives that we put into practice in order to strengthen our common culture, transversal competencies and team spirit. We have chosen it for the obvious play on words: in an economy based on knowledge, we cannot develop as a company with also developing as individuals. Yet, we

have also chosen it for the symbolic force of the letter “Y”: at such liquid, uncertain times as those in which we are living, we must inevitably become 'dowsers' of knowledge and agents of hybridization. The interweaving of competencies, generations and experience creates value.



[e-learning]

It represents 20% of the total training provided

fit[talk]

The meetings with the innovation ecosystem to stay fit and apt for the challenges of FutureIT

tech[talk]

The series of internal and external webinars for the exchange of information among colleagues and with the start-up ecosystem

master [Y]OUR 2022

The program's crown jewel: a full-fledged master's degree program dedicated to HiPo and HiPro individuals to hone the digital and managerial competencies essential to the Deda of tomorrow

[Y]OURplanet

Eight initiatives to be greener. From low-emission cars to water dispensers and plastic-free offices: sustainability is a daily endeavor

“We are Sapiens,
indeed Deda Sapiens:
people endowed
not only with rationality
and ability, but true
intelligence and flexibility
that can adapt to the
changing circumstances
that characterize actual
reality and our economic
action: we know how to
react to criticalities with our
commitment, we overcome
obstacles to our actions
with creativity and passion.”

Marco Podini
deda.flash No. 4, May 11, 2020





Dedagroup Spa - Trento, 38121 - Via di Spini, 50
www.deda.group - info@dedagroup.it

