

# StrongPoint: Serving the **robust,** **non-cyclical** grocery market

ABGSC Investor Days – December 2022



# Our market

**Our customers are grocery retailers**



84% of revenue from grocery retailers

**Non-cyclical market**



Robust, growing and resilient, unlike retail in general

**Scandinavia leading on efficiency**



Other markets need our efficiency-saving technologies

# About StrongPoint



## Mature Company

- 35+ years experience
- Listed on Oslo Stock Exchange since 2003
- Repositioned company to focus only on grocery technology



## Focus on 8 Markets

- Norway, Sweden, 3 Baltics, Spain, UK & Ireland: full sales, service and support
- Serving other countries via partner network



## Key Financials

- NOK 1.3Bn run rate revenue
- Retail business growing close to 60% in last 3 years

# Trends: Grocery retailers are under consistent pressure

## Inflation



Price changes and increased competitive pressure

## Staff



Harder to recruit and retain

## E-Commerce



Expensive for everyone, unprofitable for many

**Technology** is a vital and integral part of the **solution** to these challenges

# Solution: in-store efficiency savings

## In-store Solution Suite



1 Electronic Shelf Labels



2 Self-Checkout



3 Cash Management (CashGuard)



4 In-store Product Collection (Vensafe)



5 Scales



6 Humanoid Grocery Robot



# Solution: e-commerce efficiency savings

## Picking Solutions



1 In-store Manual Picking



2 Dark Store Manual Picking



3 Automated Robotic Picking

## Last Mile Solutions



4 Grocery Lockers



5 Home Delivery



6 In-store Pickup



7 Drive-thru Pickup



# The StrongPoint **sandwich**

**Bread & Butter**  
In-store solutions



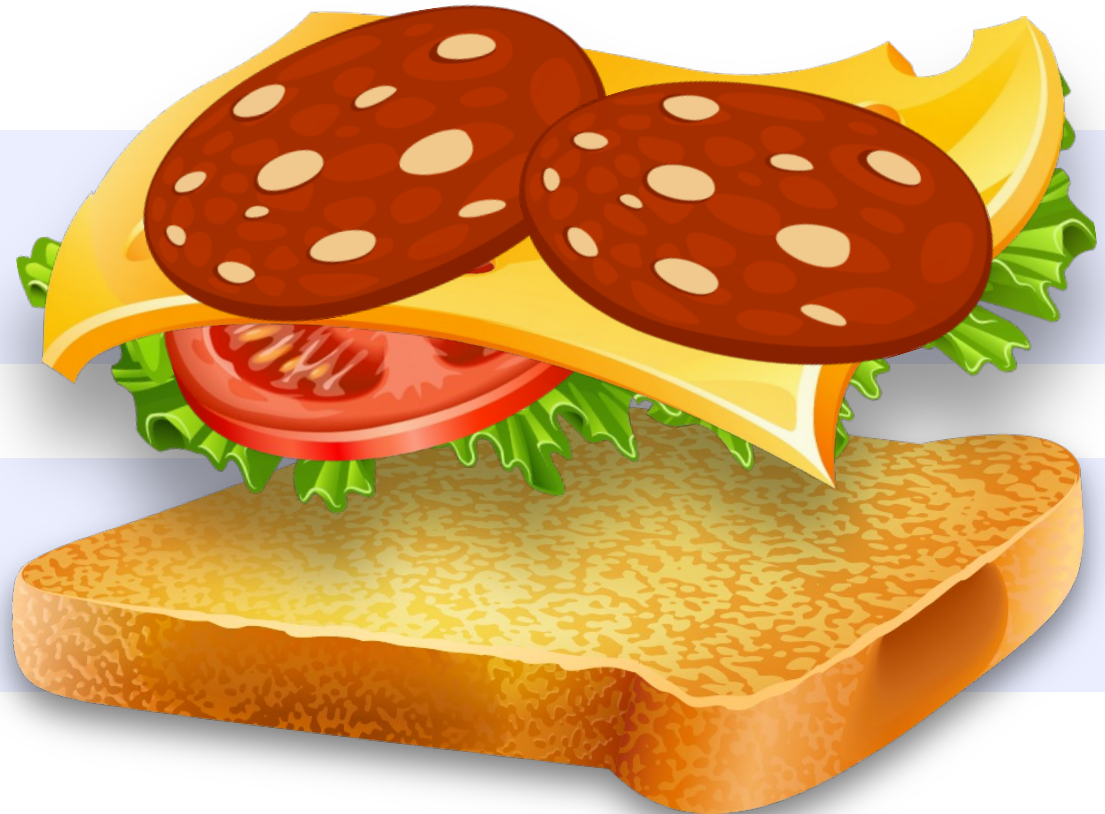
# The StrongPoint **sandwich**

## **Toppings**

E-commerce solutions

## **Bread & Butter**

In-store solutions





# The StrongPoint **sandwich**

## **Sauce**

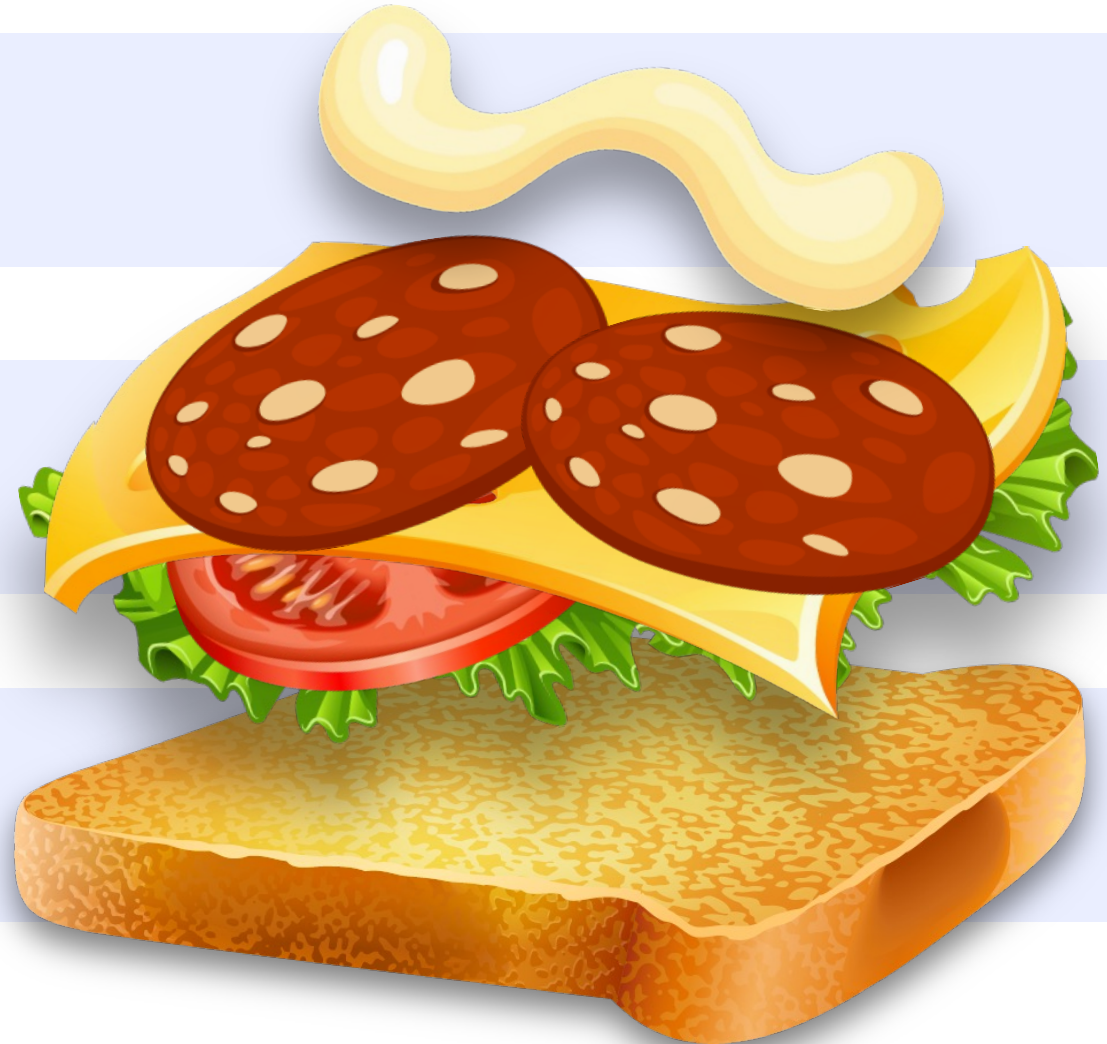
Tomorrow's solutions

## **Toppings**

E-commerce solutions

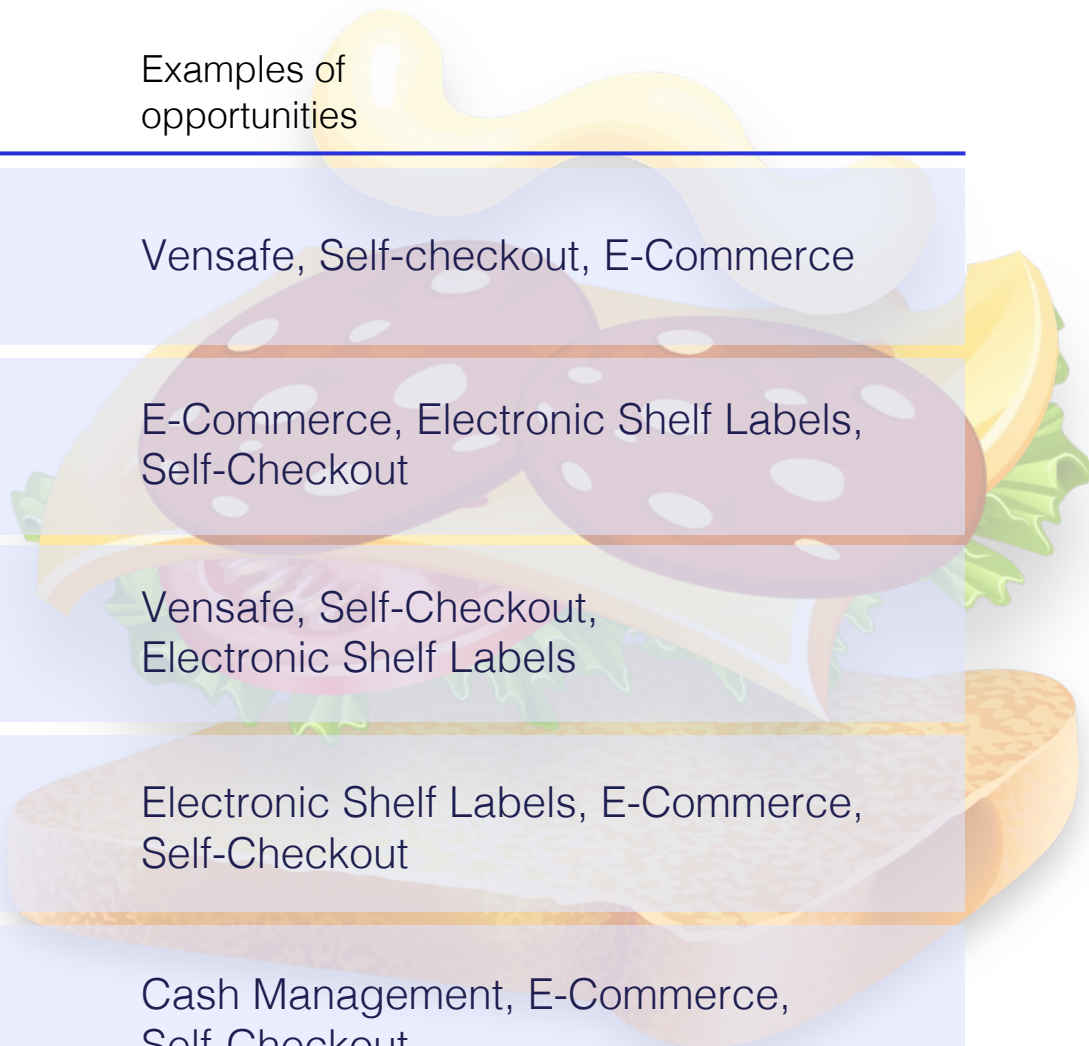
## **Bread & Butter**

In-store solutions



# White space opportunities

Geography	Grocery chain coverage	Solution penetration	Examples of opportunities
Norway	100%		Vensafe, Self-checkout, E-Commerce
Sweden	100%		E-Commerce, Electronic Shelf Labels, Self-Checkout
Baltics	100%		Vensafe, Self-Checkout, Electronic Shelf Labels
UK& Ireland			Electronic Shelf Labels, E-Commerce, Self-Checkout
Spain			Cash Management, E-Commerce, Self-Checkout



# 2025 Strategic Ambitions

Pure grocery  
technology company

2.5Bn NOK in revenue

EBITDA of 13-15%



# Recent news



World's first installation of frozen-food capable AutoStore grid



Expanded Pricer partnership to UK & Ireland + deeper relations in Spain



Expanded AutoStore distribution rights to UK & Ireland



**Expanded opportunities for new StrongPoint acquisition in UK & Ireland**

# Why you should **invest in StrongPoint**



## **Safe Market**

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Grocery market is stable, growing and, profitable



## **Mature & Solid**

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35+ years experience, solid balance sheet



## **Current & Future Growth**

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Growing with existing and new customers



**StrongPoint**

**Thank you for listening**