



WELCOME TO ENENTO GROUP'S VIRTUAL
CAPITAL MARKETS DAY

PROGRAM

CAPITAL MARKETS DAY 25 NOVEMBER 2020



- | | | | |
|-------------|--|-------|---|
| 12.00 | Opening of Enento Group's CMD 2020
<i>Mikko Karemo, Director of Sales and Customer Operations</i> | 13.30 | Our key focus areas in Business Processes as a Service
<i>Heikki Ylipekkala, Director of Digital Processes</i>
Q&A |
| 12.05 | Building trust in the everyday
<i>Jukka Ruuska, CEO</i>
Q&A | 13.50 | Technology oriented innovative company: Nordic Future Platform
<i>Jörgen Olofsson, CIO</i>
Q&A |
| 12.30 | Preferred partner in credit information
<i>Heikki Koivula, Director of Risk Decisions & Eero Arvonien, Solution Architect</i>
Q&A | 14.10 | Delivering shareholder value: growth and resilience
<i>Elina Stråhlman, CFO</i> |
| 13.00 | Business Information as an enabler in today's business environment
<i>Karl-Johan Werner, Director of Customer Data Management</i>
Q&A | 14.30 | Q&A |
| 13.20-13.30 | Break | 15.00 | Closing of the event
<i>Jukka Ruuska, CEO</i> |



Mikko Karemo
Director of Sales & CO

Eero Arvonien
Solution Architect

Jukka Ruuska
CEO

Elina Stråhlman
CFO

Jörgen Olofsson
CIO

Heikki Ylipekkala
Director, DP

Heikki Koivula
Director, RD

Karl-Johan Werner
Director, CDM



ENENTO GROUP 2020 VIRTUAL CAPITAL MARKETS DAY

Q&A after each presentation and at the end of the event.

Questions can be submitted through the form in the webcast window during the presentations.

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Building trust in the everyday

Jukka Ruuska, CEO

Enento Group



One of the leading providers of digital business and consumer information services in the Nordic countries.



LISTED ON
NASDAQ HELSINKI

BUSINESS AREAS



%
NET SALES



NET SALES
30.9.2020

36,7 MEUR

MARKET CAPITALISATION
30.9.2020

816 MEUR



Partners in Nordic region and in Europe.

Approximately 55 000 corporate customers within banking, finance, retail, public sector and small companies.

Almost 500 000 consumer customers.

ADJUSTED EBITDA
31.12.2019

NET SALES
31.12.2019

146 MEUR

51,5 MEUR






**In these uncertain times, the trust
is more relevant than ever.**



We build trust in the everyday.



New technology.
Digitalization.



New business areas and models: Rise of fintech, sharing economy and ecosystems.

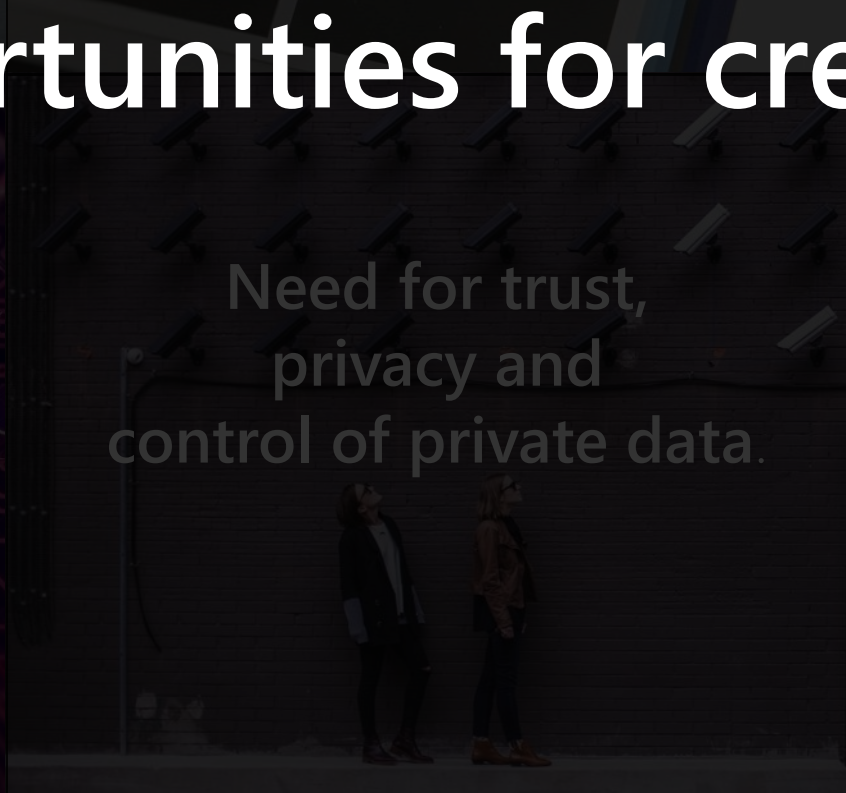


Changes in legislation and regulation.
Sustainability.

New opportunities for creating value



Explosive growth of data.




Need for trust, privacy and control of private data.



Agility.
Innovation.
Speed to market.



New technology.
Digitalization.



New business areas and models: Rise of fintech, sharing economy and ecosystems.

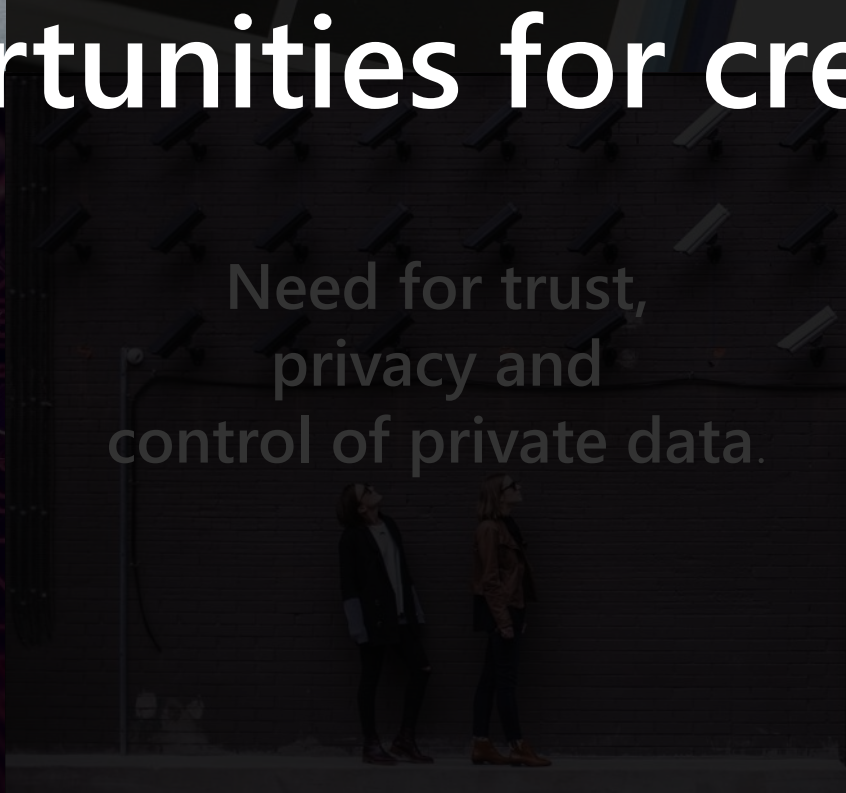


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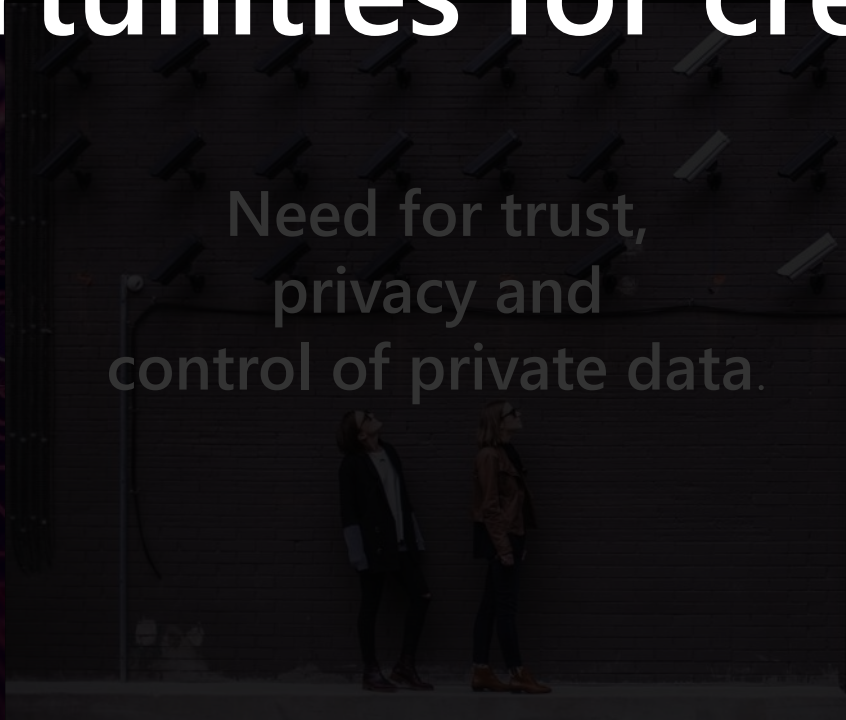


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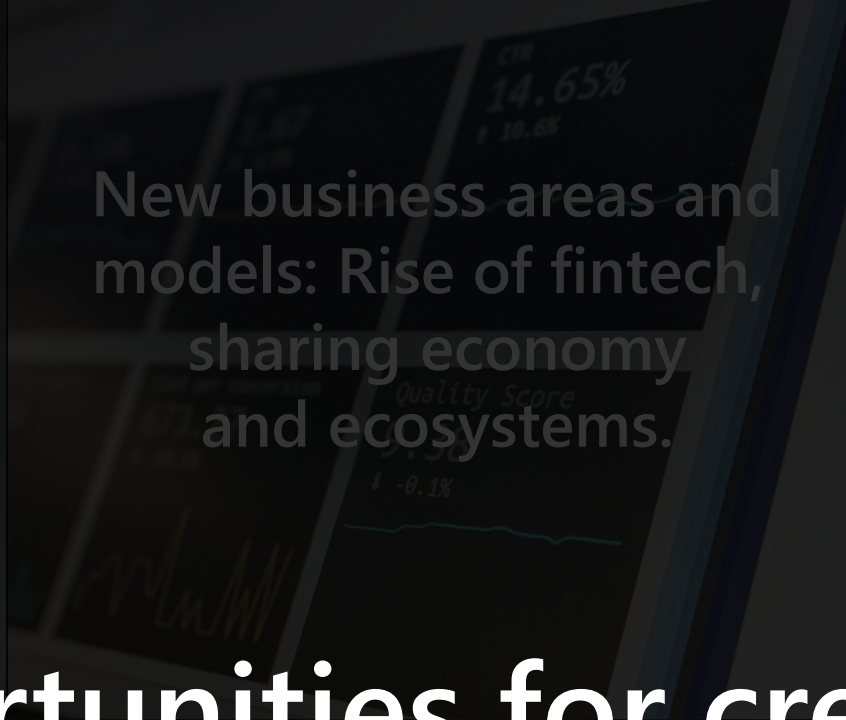
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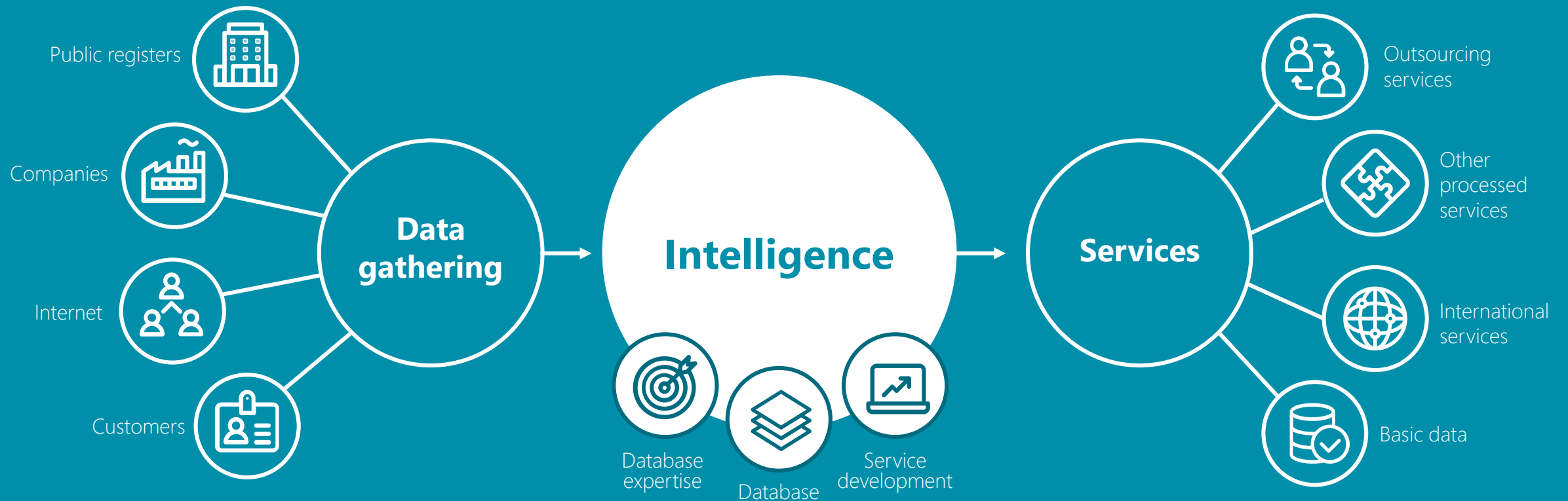
New opportunities for creating value

Explosive growth of data.

Need for trust, privacy and control of private data.

Agility.
Innovation.
Speed to market.

We operate in a scalable and digital business with intelligence at the core





Enento's competitive advantages



Data sourcing

- Known and reliable brand
- Advanced data processing capabilities
- Experience in scraping data from unstructured sources.



Database

- Database built on granularity
- Great quality data.



Production

- High service availability and quality
- High security and privacy standards.



Service development

- Excellence in combining different data universes
- Excellent capabilities to build models (also predictive) and algorithms
- Excellent dialogue with our customers
- Ability to launch world scale unique services (e.g. ESG Report).



Distribution and sales

- Services integrated into customers' business processes
- Our freemium business information websites have more than 6 million unique visitors per month.

Customer needs as growth drivers



Our strategic offering goals and enablers



1.

Retain and strengthen our leading position in the credit information business.

2.

Be the first choice in data-driven business processes as a service.

3.

Become the leading provider of business information.

GROWTH OPPORTUNITIES

Fraud

Machine Learning

Analytics

New Data

API's

GUI's

Compliance

Sustainability

BRF

Procurement

Ownership

ENABLERS



Future-fit and innovative organisation



Nordic Future Platform

API=Application programming interface, GUI=Graphical user interface, BRF=Bostadsrättsförening

Chosen strategic initiatives in service development



Nordic sustainability service suite

with a comprehensive range of services that are needed by customers for risk management, credit processes and customer management.

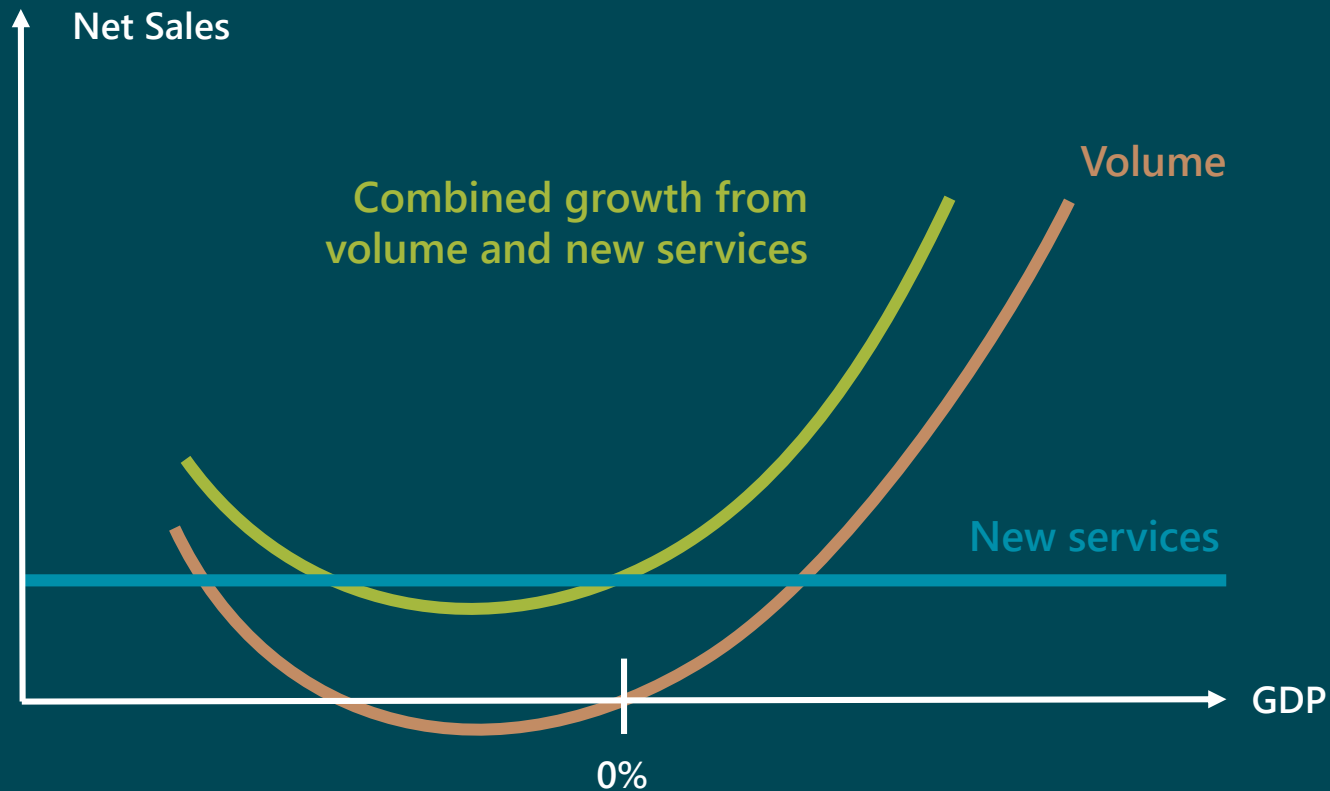
Digitalization of housing-related services

Our focus will be on the development of housing transaction services.

New business information opportunities for customers

Advanced applications, sophisticated techniques, new ways of working, great quality data.

Economic activity and the amount of transactions support growth



Building Nordic Presence



STRATEGIC AMBITION

Nordic multilocal approach

Build true Nordic presence to serve our Nordic customers with highest quality services in each country.

We recognize a significant value add to customers from a high-quality service offering which scales across Nordics. We aim to have the leading local offering in each country combined with the ability to create customer value through Nordic level core services.

Unique offering

Broadening our presence in the Nordics will be built on unique offering development, such as sustainability and open banking.

Nordic platform capabilities

Our platform transformation will enable the scaling of our core service capabilities to a Nordic level.

Nordic acquisitions

We aim to strengthen and expand our Nordic presence through targeted acquisitions which accelerate customer value creation in combination with Enento's capabilities.

SUSTAINABILITY AT Enento Group



We help our customers make sustainable decisions.



We contribute to a more sustainable economy in society.



Enento Group's environmental impact.



Enento Group as a sustainable workplace.



THANK YOU!

Time for Q&A



Preferred partner in credit information

*Heikki Koivula, Director of Risk Decisions &
Eero Arvonen, Solution Architect*



Credit information services are at the core of Enento business.

In the Nordic market, we are the preferred partner of our customers and have a key societal role in the prevention of over-indebtedness.

Our unique data capabilities, operational and regulatory excellence and focus on real-time data and machine learning are key in developing our offering and accelerating customer value creation.

Developing new services related to sustainability, regulation and fraud will drive growth.

Strong position with mission-critical services

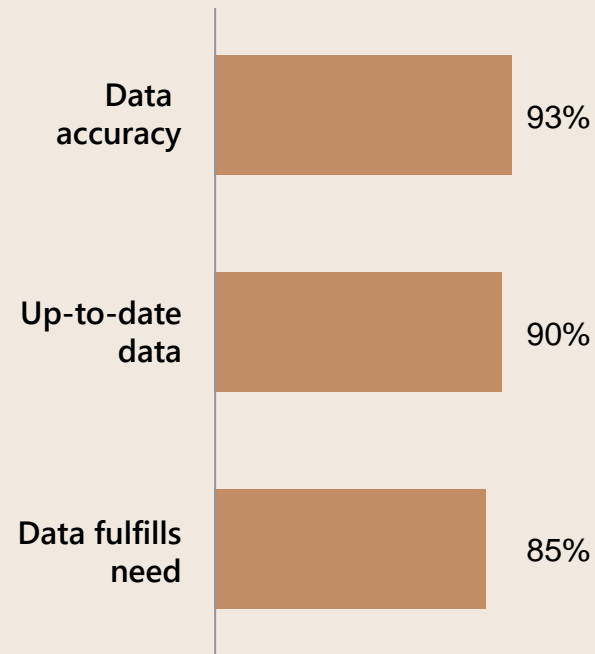


Mission-critical services for

- ✓ General risk management
- ✓ Credit risk management
- ✓ Financial management
- ✓ Decision making
- ✓ Fraud and credit loss prevention
- ✓ Gaining knowledge of and identifying customers
- ✓ Sustainability offering

Information quality is key

Attributes that customers consider important



High barriers to entry

Long-term customer relationships

Integration to customer processes

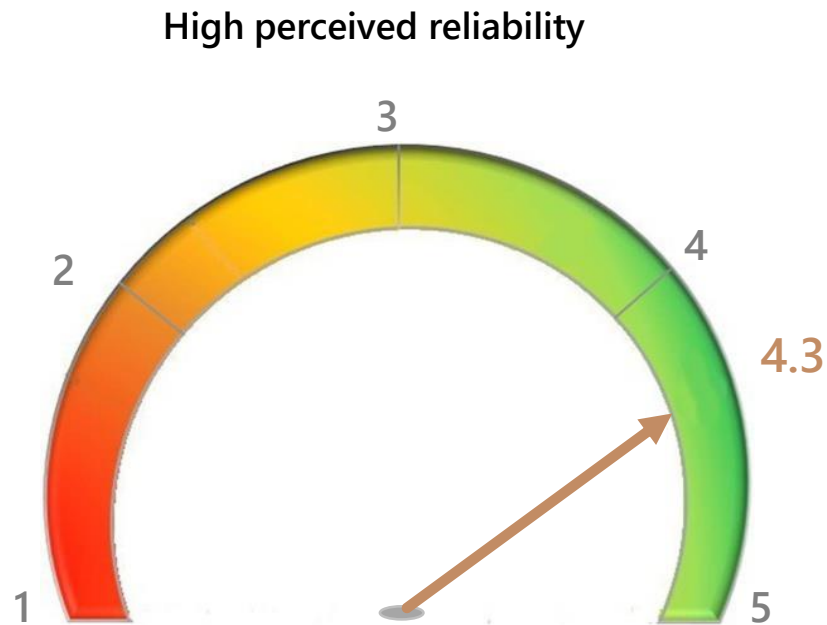
Strong brands

Need to collect series of data covering a long time to create credible database and services



Long-term customer relationships with high integration and strong brand

Strong brand built on high reliability



Strong loyalty among all our B2B customers on a Nordic level

Net Promoter Score (NPS)





Retain and Strengthen our leading position within our credit information business

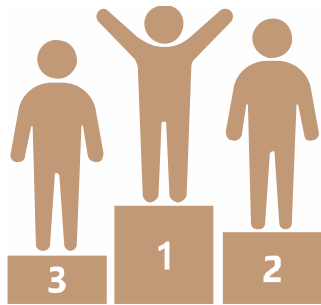
STRATEGIC GROWTH OPPORTUNITIES

Fraud

Sustainability

Regulation

Analytics



Preferred Partner



New Customer Verticals & New Use Cases



Leading Artificial Intelligence & Machine Learning in Credit Risk Management



Over-indebtedness



Operational and Regulatory Excellence

Authorities

Banks

Companies

Open Banking

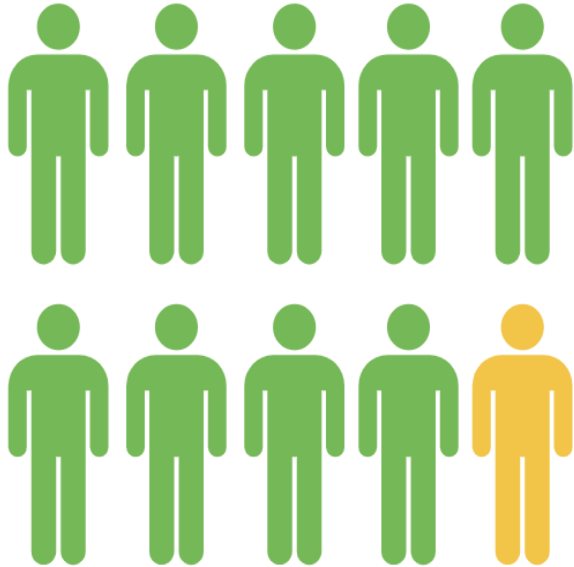
Data Sharing

Unstructured

Expanding Data Access & Exploration

Opportunity in Sustainability

How are consumers' sustainability expectations driving change in society?



9/10 consumers expect businesses to do more than just turn a profit.

2/3 of customers are willing to pay more for sustainable products.



88%

Percentage of customers who would stop buying a product if they learned of irresponsible business practices.



More than 3/4 of consumers expect businesses be supporting efforts to stop climate change.

BUSINESS TO THE RESCUE

71% of millennials hope businesses will take the lead on addressing key social and environmental issues.

Source: Cone Communications CSR Study 2017

Opportunity in Sustainability

How to manage Sustainability requirements in SME lending efficiently?



Problem

How to set and incorporate ESG factors into credit decision making in relation to >500 000 active SME's in the market?

How to manage the credit risk frameworks and policies with increased sustainability requirements?

How to comply with the upcoming banking regulation?



Solution

Comprehensive database and ESG information services on all the active SME's in the market

Integration between credit information and ESG information services

Integrated services (decisioning, reports, monitoring, scores, APIs) into credit decision making from one service provider

Validated customer needs

Integrated Credit & ESG services – for sustainable lending use case



“Sustainability helps us to better understand the customers future debt paying capability. Companies that prove themselves to be sustainable will get better loan margins because of the reduced risks.”

“Positive sustainability data creates competitive advantage for companies.”

“Sustainability data on non-listed companies will be needed and a must have in the future.”

“We put a lot of time and effort into not only finding the sustainability data but also finding *the right* data.”

MELEX program

How to become the leader in Machine Learning in Credit Risk Management

Traditional approach

- Use of logistic regression to predict probability of default = score
- Mainstream across lending since 1980s
- Provides easy interpretation on what is driving the risk up and down
- Transparent, traceable, explainable
- As the Swedish and Finnish market leader, Enento provides the best predictability in consumer and business credit scores

Machine Learning approach

- Use of more advanced algorithms to predict probability of default better than with logistic regression
- Mainly used in non-traditional lending at the moment
- Provides more degrees of freedom to model by finding new combinations of variables and defining new variables
- Uncertainties in transparency, traceability, explainability and compliance in banking and finance regulation



MELEX program

How to become the leader in Machine Learning in Credit Risk Management

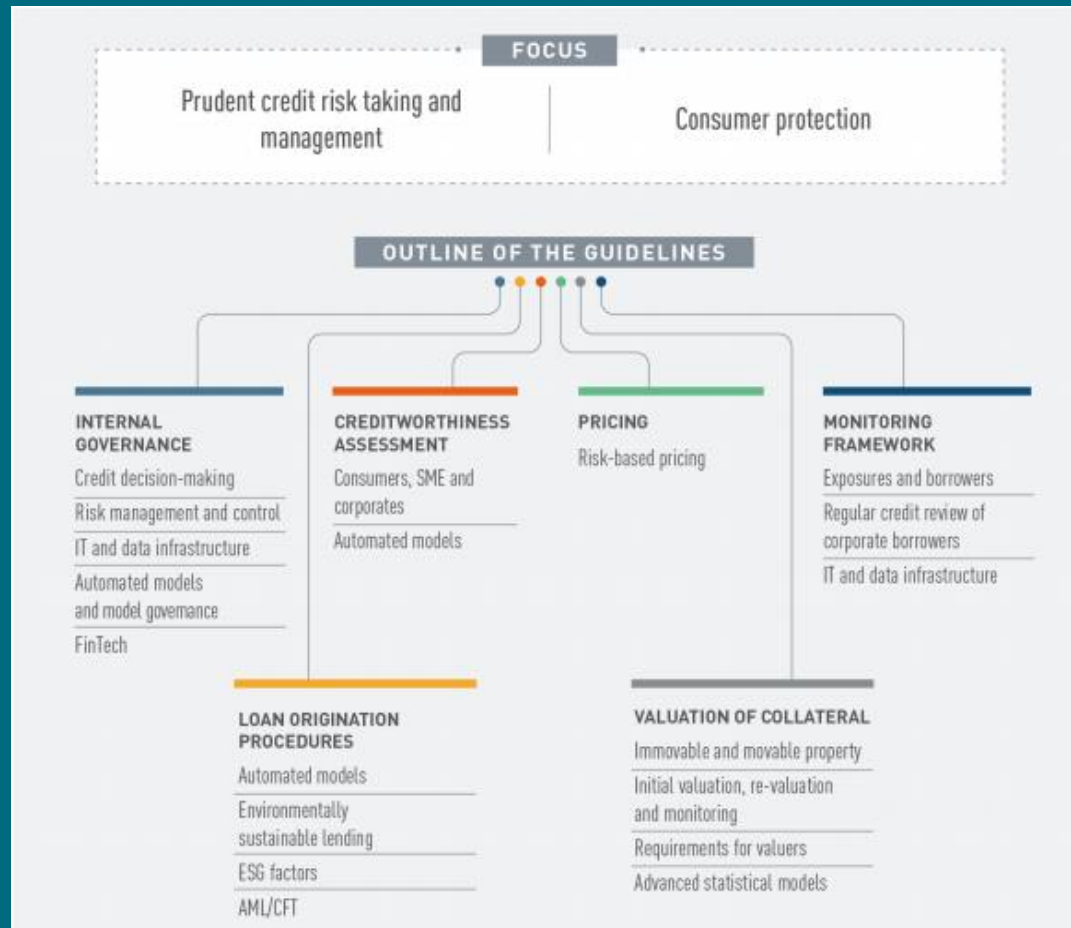
MELEX program roadmap

- Banking authorities will release new guidelines for use of Machine Learning in Credit Risk Management within foreseeable future
- The program explores and builds regulation compliant models for credit risk purposes
- Compliance requirements will focus on explainability in output, preventing bias in model and transparency
- The goal is to be early in setting standards on Machine Learning in Credit Risk Management
- Pilot product ready for market at end of 2021



Opportunity in Regulation

EBA Guidelines in loan origination and monitoring 2021 drives the need for new services



- European Banking Authority Guidelines with a comprehensive scope covering full lifecycle process of loans
- Guidelines will be sequentially implemented from 30th of June 2021
- Eento will support our customers complying with the guidelines both with existing products and identify new opportunities
- ESG factors incorporated as a part of the credit process

https://eba.europa.eu/sites/default/documents/files/document_library/Publications/Guidelines/2020/Guidelines%20on%20loan%20origination%20and%20monitoring/884283/EBA%20GL%202020%2006%20Final%20Report%20on%20GL%20on%20loan%20origination%20and%20monitoring.pdf

Opportunity in Open Banking

Account Insight (PSD2) Service



Account Insight is an account data aggregator API for customers.



Account Insight can access account and transaction data with the authorization of the end-user (consumer or company)



Account Insight categorizes and groups transactions from account data



Account Insight calculates your ability to pay and analyzes your cash flow e.g. for lending



Demo



THANK YOU!

Time for Q&A



Business Information as an enabler in today's business environment

Karl-Johan Werner, Director of Customer Data Management

New innovations mean new business opportunities for our customers



Advanced applications



Sophisticated techniques

- Machine learning
Artificial intelligence / Deep learning / Neural networks
- Text mining
Natural Language Processing
- Web mining
- Big data
- Predictive analytics

New ways of working

- Customer journeys
- Customer Lifecycle Management
- Automation
- Agile
- Multichannel
- Growth hacking

More correct decisions
More efficient

Faster development
Less manual work

Create new business
Earn more revenues

Better customer understanding
Higher customer satisfaction

Access to data is a prerequisite to utilize all these new opportunities!



Anything digital
need data to work!

Data is key but
quality matters!

Quality is a big
issue in the market
today but also a great
opportunity!

“Poor data quality can have grave consequences, from strategic decisions that can lead to the death of a business to operation decisions that can lead to the death of individuals”,

D.B. Laney

Infomonics: How to monetize, manage, and measure information as an asset for competitive advantage

The demand for 3rd party customer data and information service is huge and increasing



A clear market leader in Finland
and strong positions in Sweden
and Norway...

...and we target to be the
leader in the Nordics.



 **proff™**
Since 2011

 **emaileri**
Since 2004

 **UC**
Since 1977

 **asiakastiето**
Since 1905

 **proff™**
Since 2006

 **allabolag**
Since 2007

 **proff™**
Since 2011

Building trust in the everyday.

The right strengths needed to consolidate and strengthen the position as the market leader



1

Deep knowledge of developing high quality data, insights & solutions

2

Built for scalability – easy to add and monetize from new use cases

3

Already supporting customers with a majority of existing use cases

4

Outstanding data collecting & blending solutions

5

Very strong customer relationships & well known brands

6

Unique data & information services

High quality is key but there are other important aspects as well for our customers!



High Quality & Coverage



Value added Insights



High Availability



User Experience



FOCUS AREAS 2020-2023

Great quality data

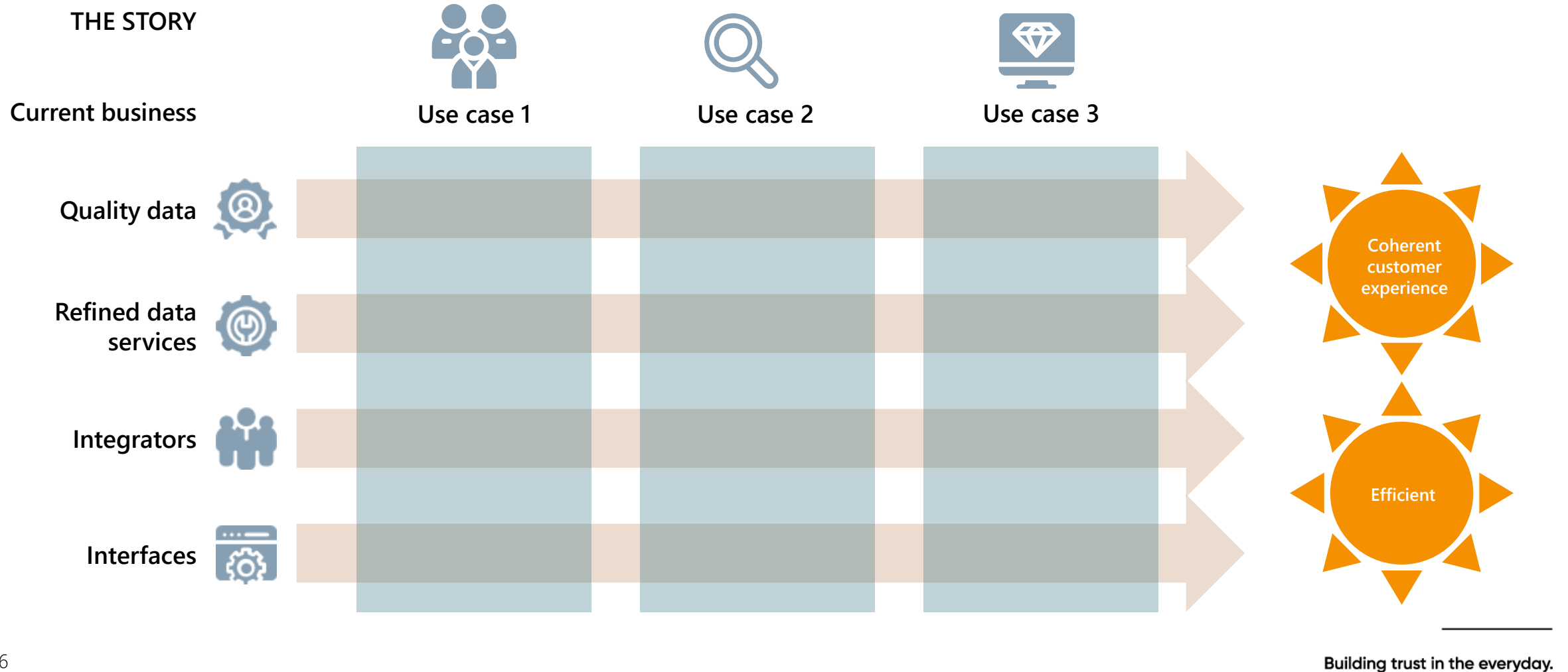
Great refined data services

Great integrations

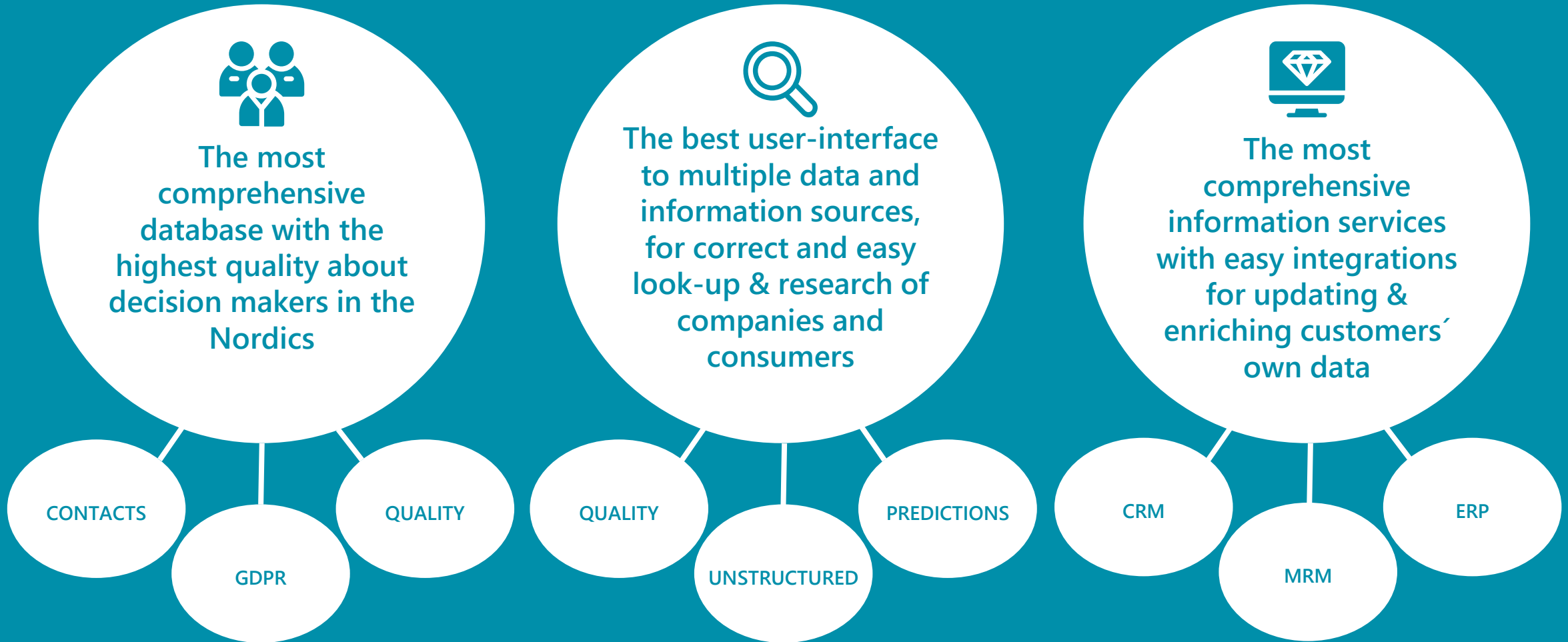
Great interfaces

Dedicated Resources & Clear Responsibilities

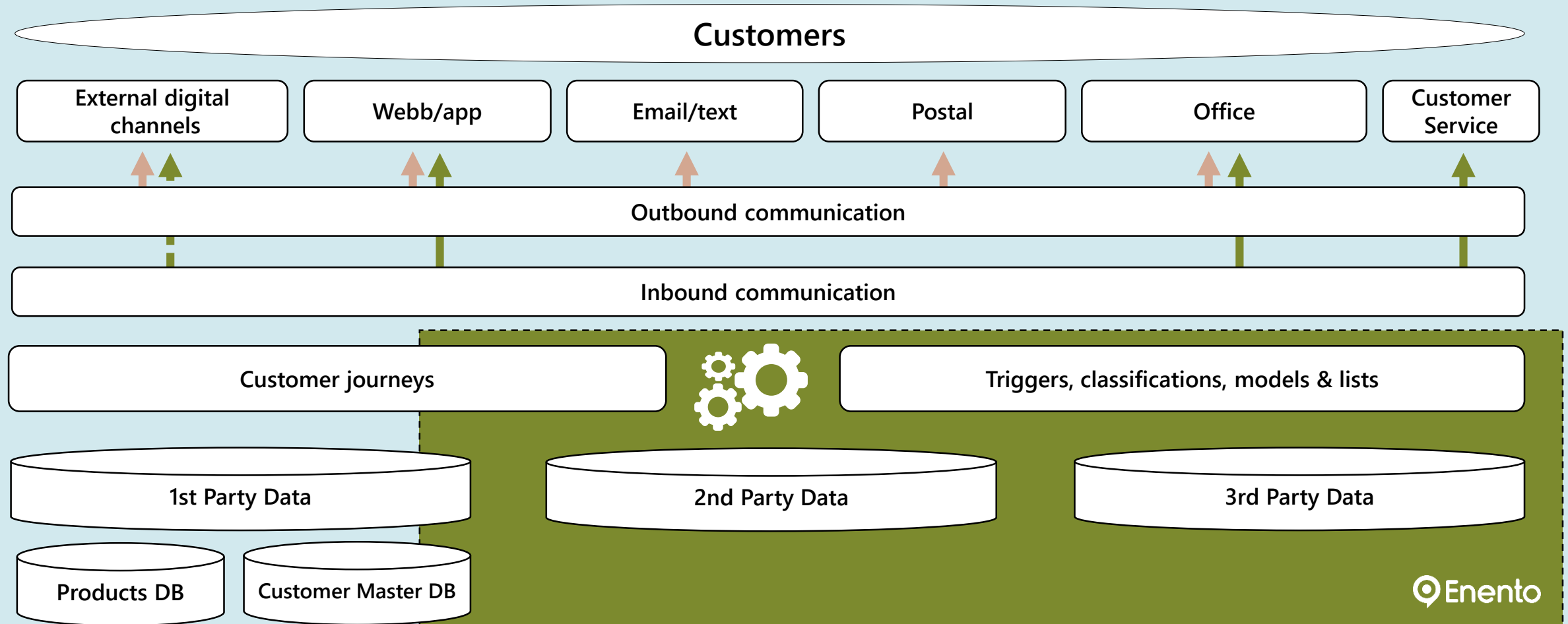
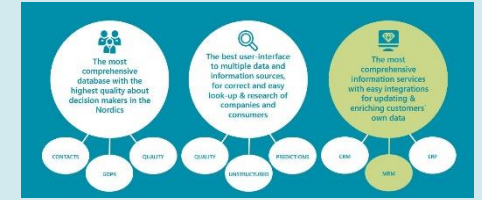
Customer use cases to drive the development of our core capabilities



Prioritized use cases 2021



How we support better utilization of marketing automation functionality – An example





**We are already on the way
to become the leading
provider of business
information in the Nordics**



THANK YOU!

Time for Q&A



Break



Our key focus areas in Business Processes as a Service

Heikki Ylipekkala, Director of Digital Processes



Many processes are currently dispersed, involving several parties, and using various non-standardized ways to exchange information.

We help our customers to digitalise and automate those processes and connect between various parties. We can provide our customers true process automation with greater data security, quality and efficiency.

Our key focus areas in Business Processes as a Service



Housing
Transaction
processes

Collateral
Management
processes

Compliance
related
processes

Discovering
opportunities:
E-ID, DLT and
other relevant
developing
areas



No 1 Choice in data-driven Business Processes as a Service

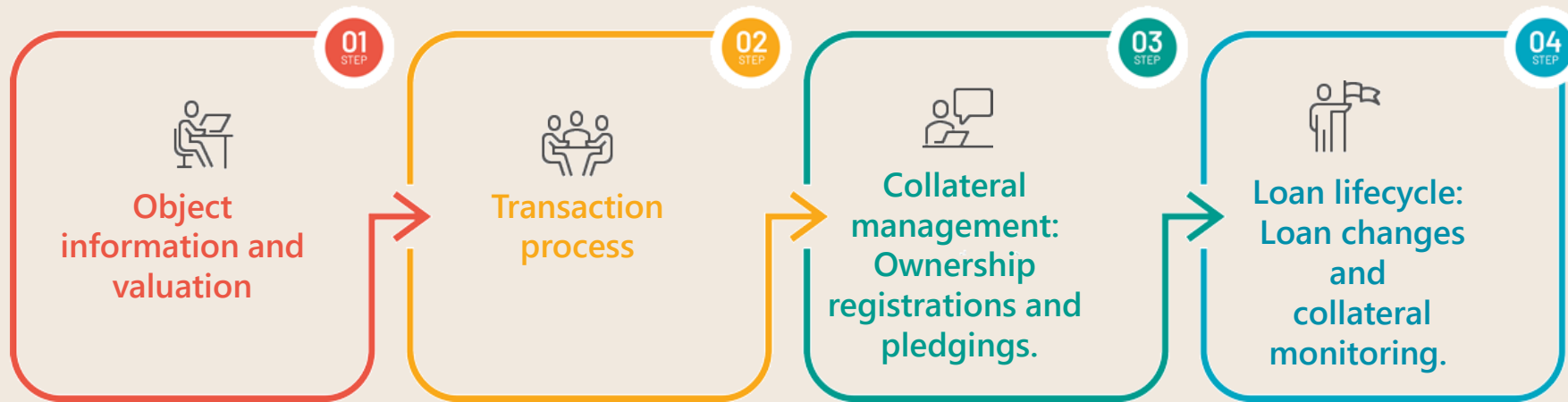
Our goal is to be No 1 in Real Estate and Apartment transaction processes and related information services and we provide the best quality Compliance and other process related solutions in the Nordics. Furthermore, we continuously look new areas and opportunities to streamline and digitize our current or potential new customers' processes in the best possible way.

Streamlining our customer's business processes

Example: Housing related services for financial sector



Financial sector business processes



Enento Group's services

Housing Valuation Services

Housing Transaction Services

Real Estate Information Services

Apartment Information Services

Collateral Management Services

Case BRF Hub*

Streamlining processes for Real Estate Brokers, Banks and Housing Associations in Sweden

*Brf = Bostadsrättsförening



Challenge



- There is no central register for Housing Associations (Brf) in Sweden.
- Responsibility lies with each Brf Board to maintain and update their registers.
- By law each Brf Board is required to keep three registers: members, apartments and liens. Brf Boards can outsource the task of keeping their registers to an Administrator but the legal responsibility cannot be outsourced.
- Banks and Real Estate Brokers rely heavily on accessing information from Brf registers to handle apartment transactions and loans.
- The overall consequence is that all processes connected to Brf registers are fragmented, time consuming and fraught with risk.

Lien = Pledge
for collateral
against loan.

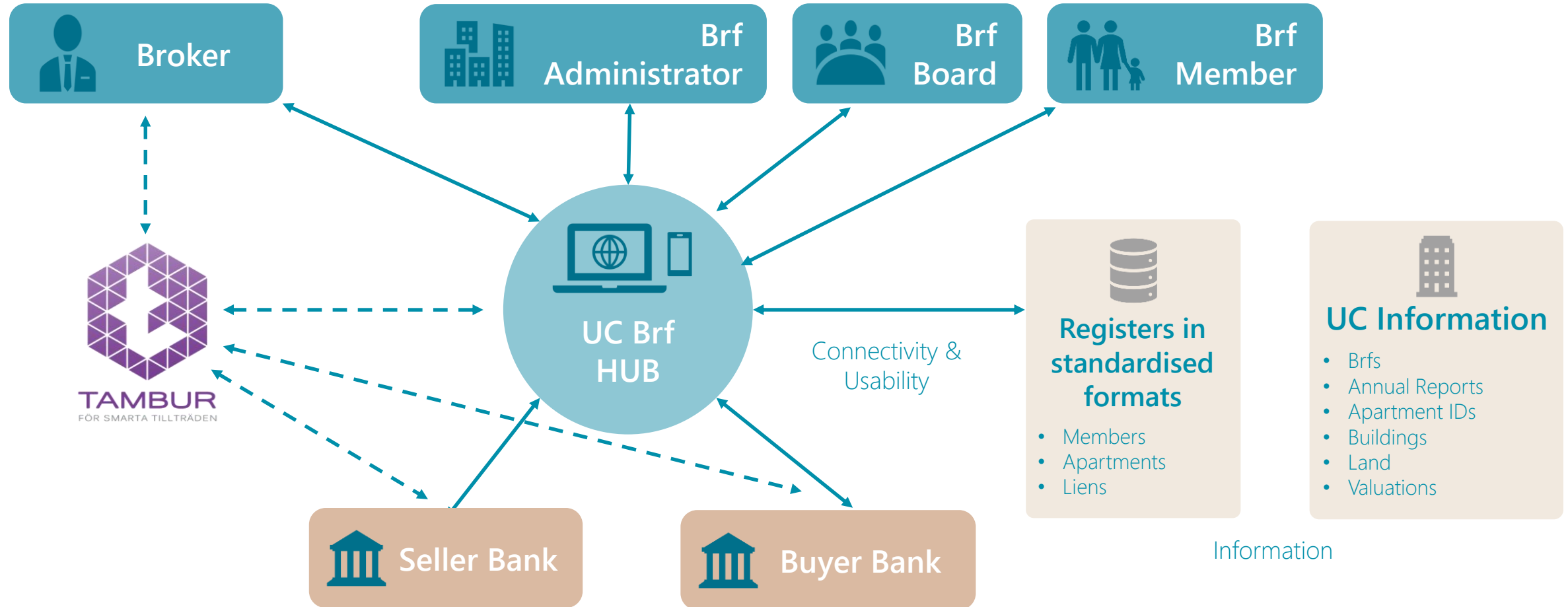
Solution*



- Digital hub for interaction between three main blocks of players:
 - 1) Brf Boards and their appointed Administrators as well as Brf Members,
 - 2) Real Estate Brokers and
 - 3) Banks.
- Requisite Brf registers would be part of the hub, thereby making it possible to digitalize and automate the process of information sharing and collateral management. Standardization of information formats and content would be key components of the registers.
- If a central state register is implemented, or if Brf Administrators want to keep their own registers, the hub will connect to these and provide functionality through connectivity and usability. One API or user interface will be sufficient for all players to connect to each other rather than having to manage multiple connections.

* Project started in Autumn 2020 and implementation for the first version scheduled for Q2/2021

Solution*



* Project started in Autumn 2020 and implementation for the first version scheduled for Q2/2021

Other key priorities

Nordic Compliance Services

- Beneficial Owner Information
- PEP and Sanction List services

Discovering new opportunities

- E-ID (Electronic Identification) , DLT (Distributed Ledger Technology) and other relevant developing areas
- Co-operation with our customers and other key stakeholders to find long term solutions based on new technology like DLT



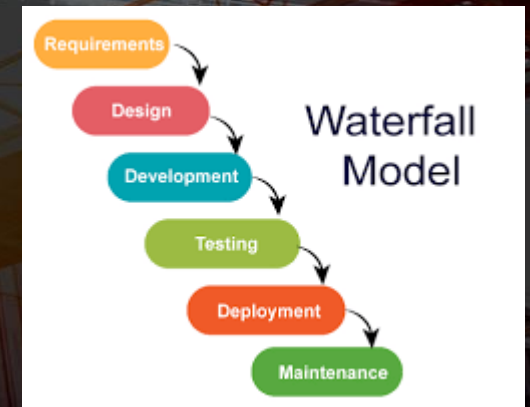
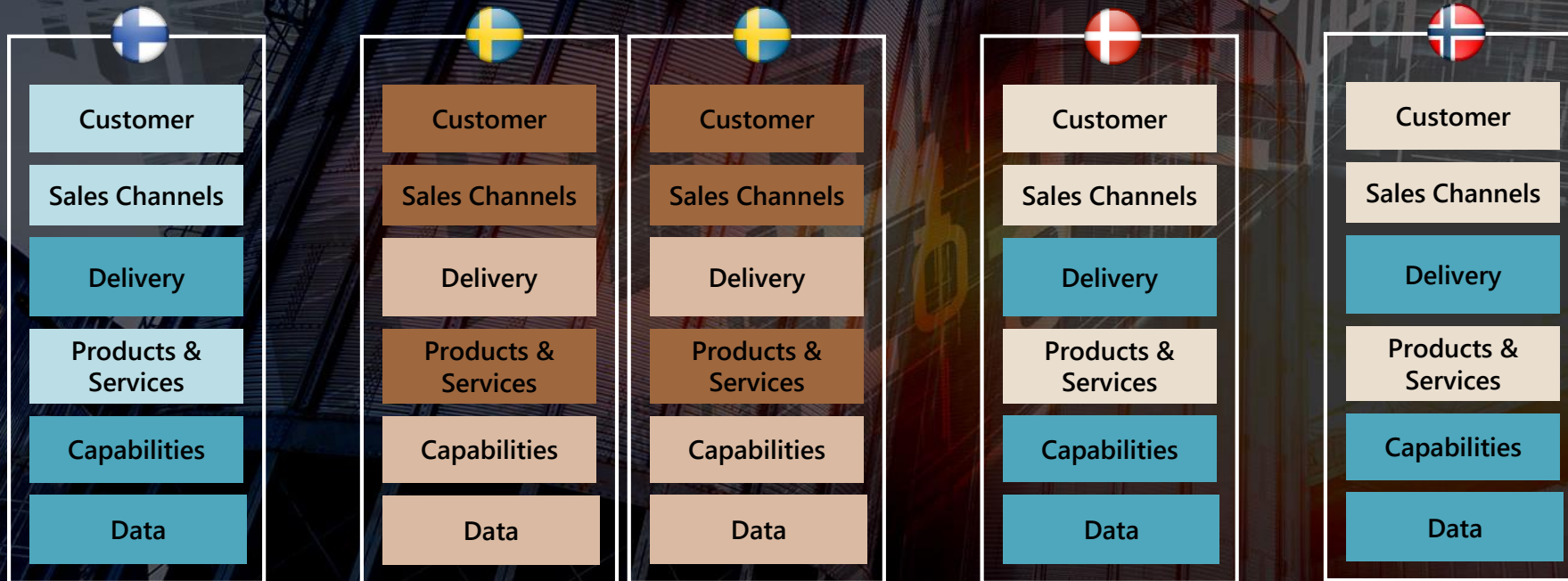
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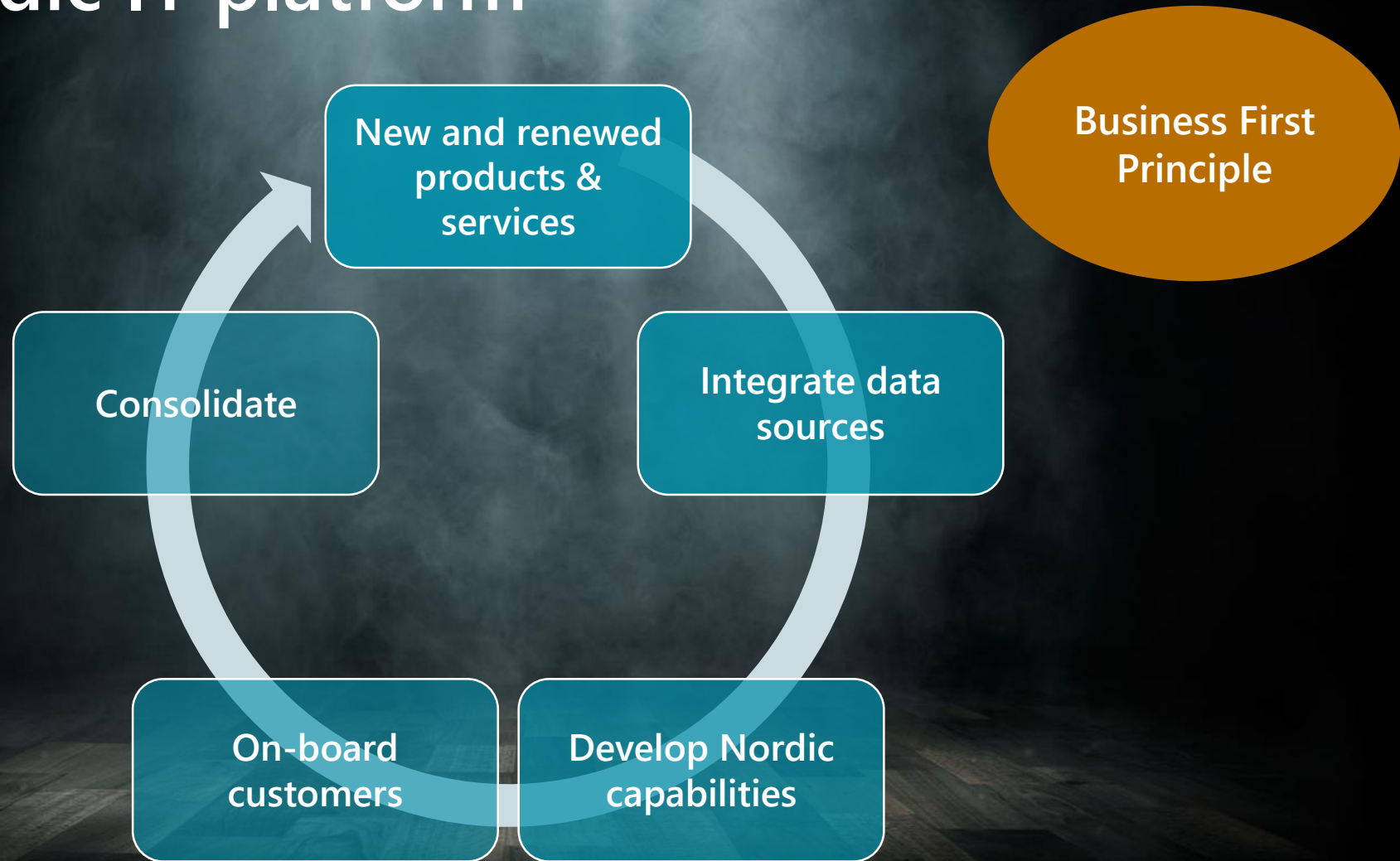
Technology oriented innovative company: Nordic Future Platform

Jörgen Olofsson, CIO

Background – Potential in breaking the silos



Enento will invest 25-30M EUR by 2025 to scalable Nordic IT platform



Platform transformation opens door to accelerate growth and increase profitability

Growth

- Current business growth rate increases
- Share of new services and net sales increase

Profitability

- Enable EBITDA growth exceeding the percentage growth of respective net sales
- Reduce IT OPEX within existing business

Capital allocation

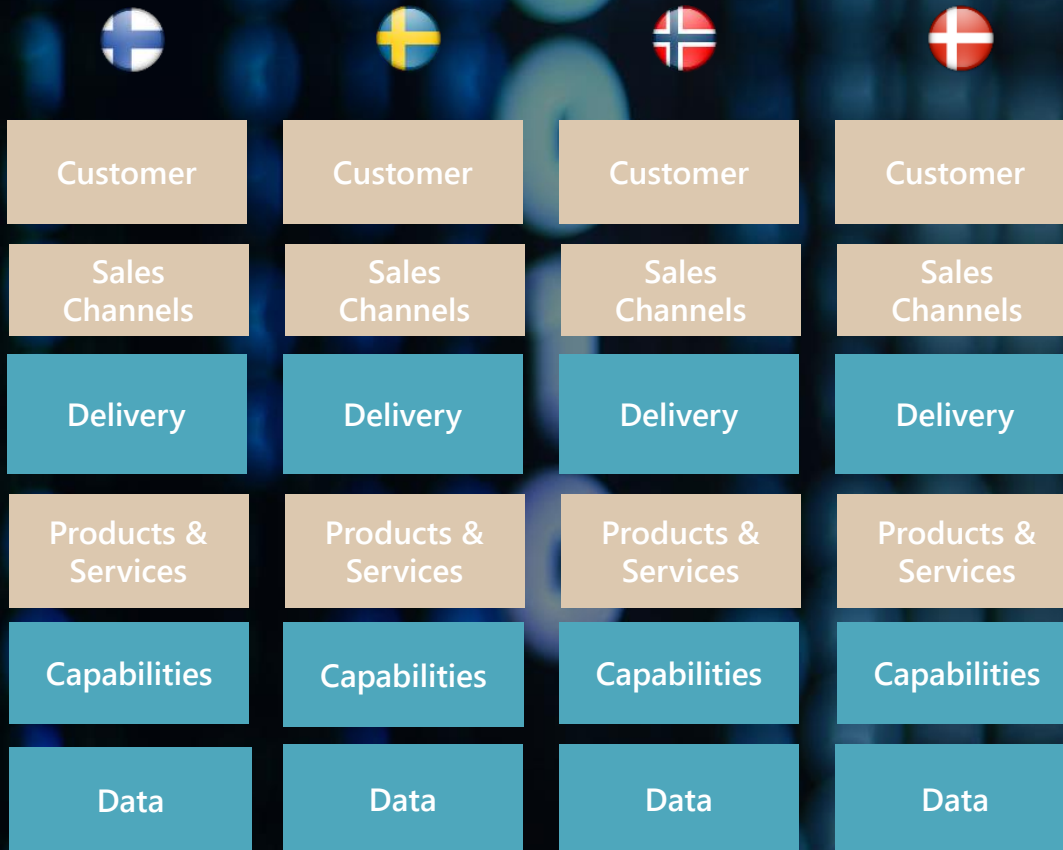
- During transformation, we will allocate approximately 10% of revenue to CAPEX. Of that, we will balance between platform transformation and other business investments.



Transformation from siloes into Nordic Platforms

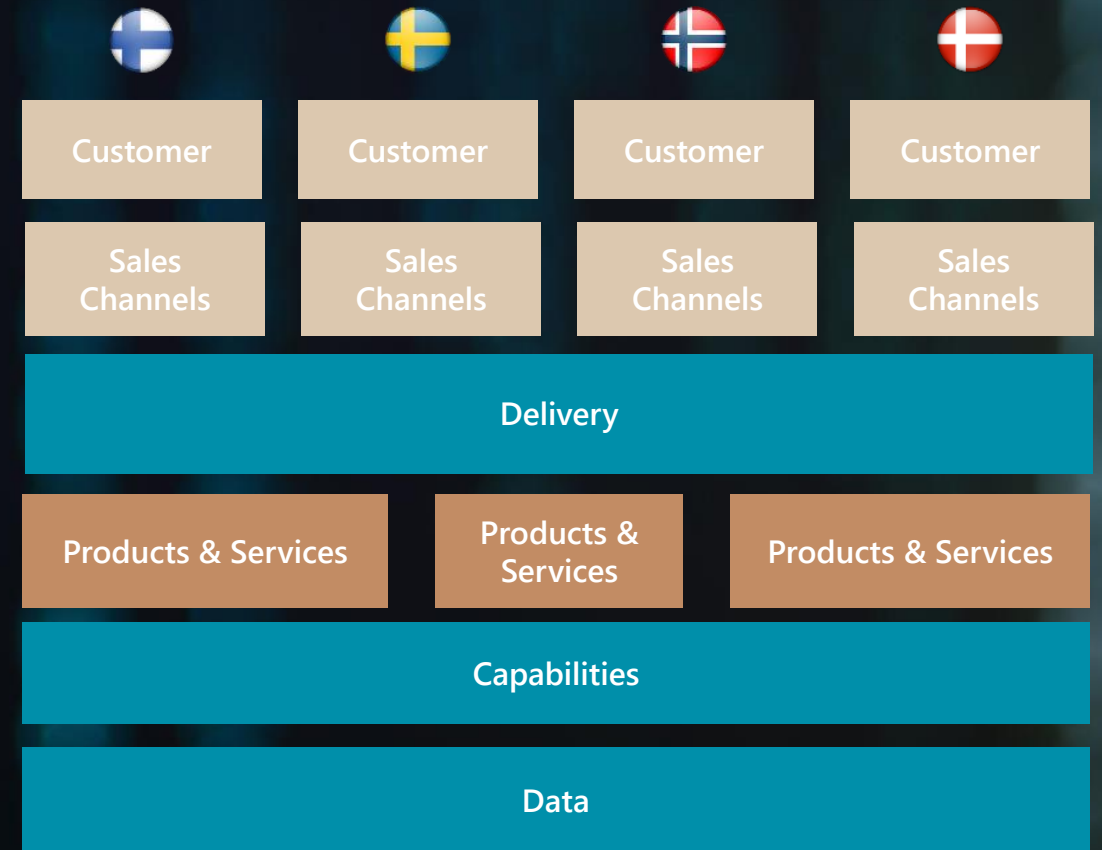


Current state



Platform 2020

Vision of target state



Platform 2025

Nordic User Experience



New nordic front-end

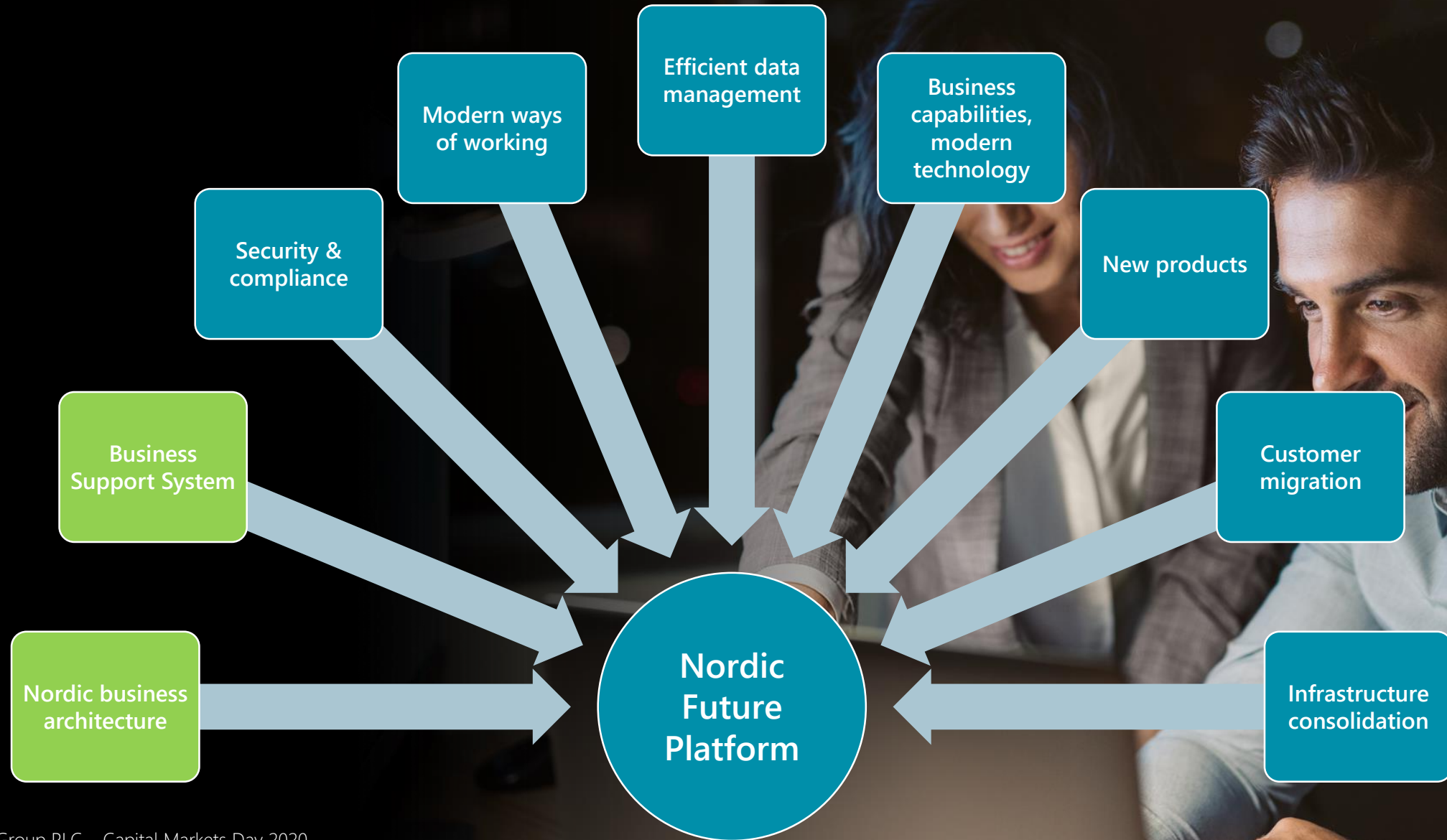


Business capabilities

API based integration layer



This is a business transformation



Nordic Future Platform will enable better customer value





We expect to see significant benefits from 2024 onwards.

Benefits will start to accumulate gradually along with customer migrations and decommissioning of legacy systems



Lower IT Operational Costs

- Lower maintenance costs & switch from maintenance to development
- More efficient operations and infrastructure



Accelerated growth

- Efficient, scalable and agile service development with faster time to market
- Nordic capabilities & offering



Higher share of new services

- Accelerated innovation and customer focus
- Increased utilization and scalability of data assets

Benefits will start to accumulate gradually along with customer migrations and the decommissioning of legacy systems

Summary

- We invest in our future by doing a business transformation
- It will be business driven
- We will be more efficient and faster
- We will have a new technology platform to accelerate growth
- We will go for Nordic products and services





THANK YOU!
Time for Q&A



Delivering shareholder value: growth and resilience

Elna Stråhlman, CFO

Nordic Growth Story – Solid track in shareholder value creation



We've built a strong Nordic presence and are well-positioned to deliver long-term growth



We have delivered consistent growth & value since going public



We have a proven track record of leveraging M&A to accelerate growth and realize synergy benefits

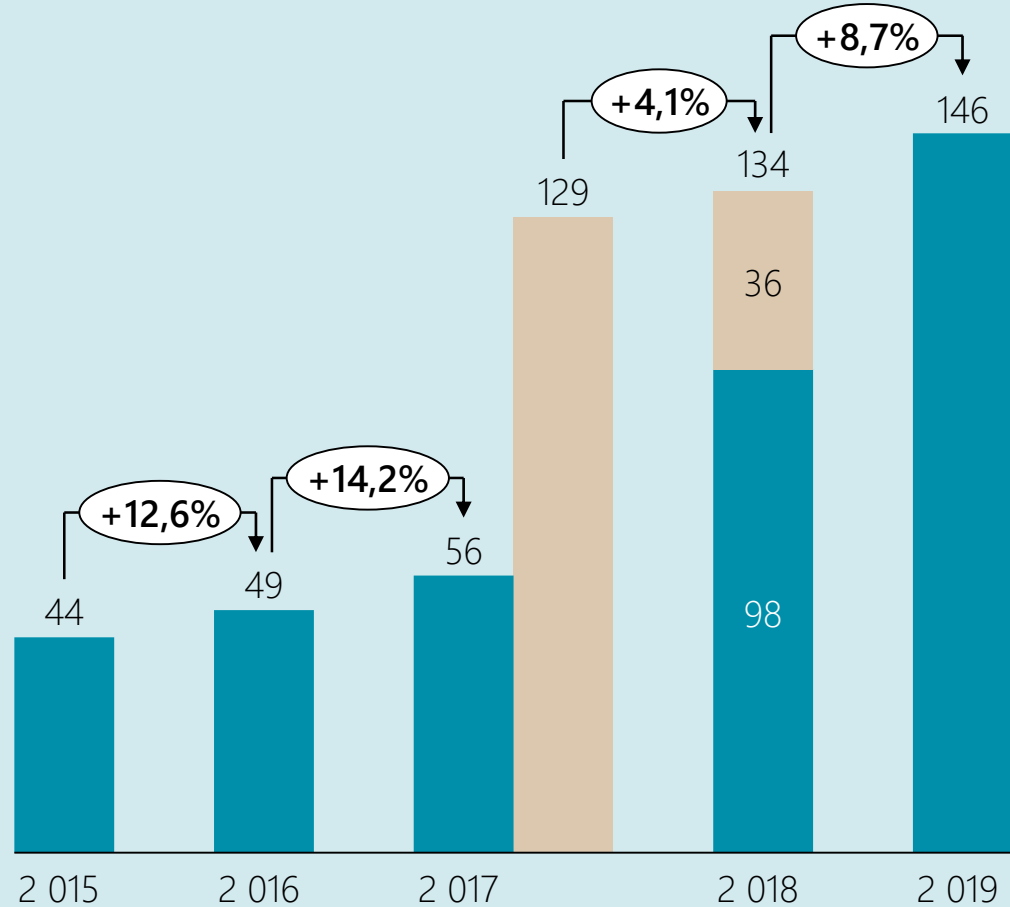


We have considerable opportunities to continue to grow over the long term

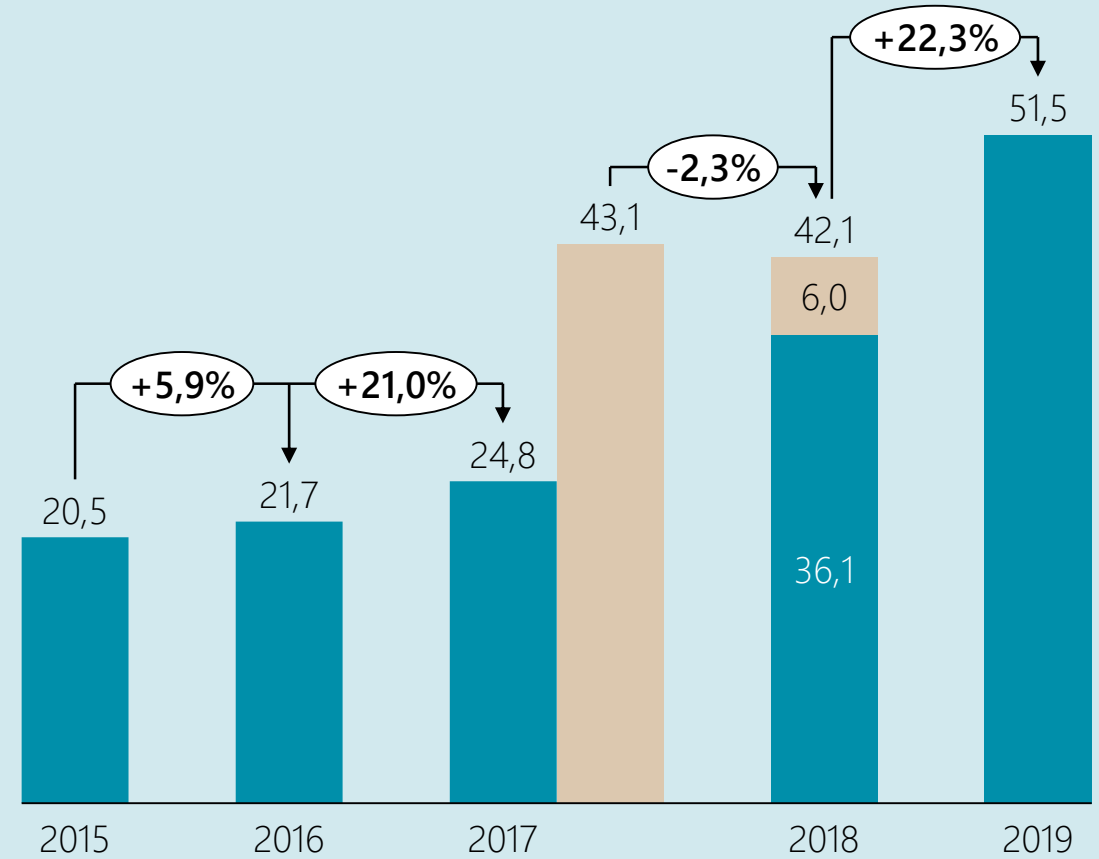
Solid Revenue & Profitability track since IPO



NET SALES MORE THAN TRIPLED SINCE IPO



ADJUSTED EBITDA MORE THAN DOUBLED

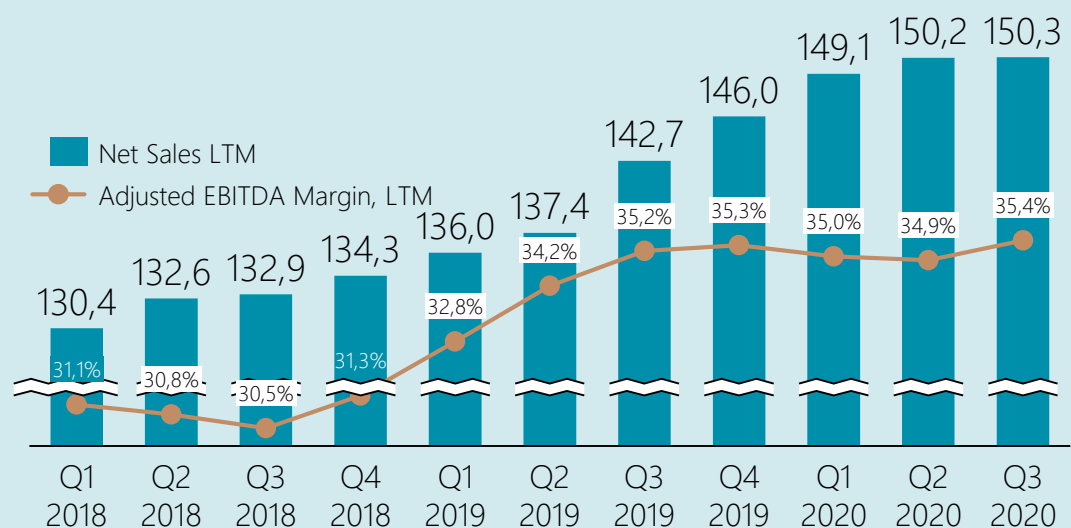


■ Net Sales ■ Pro forma, UC acquisition 1.7.2018

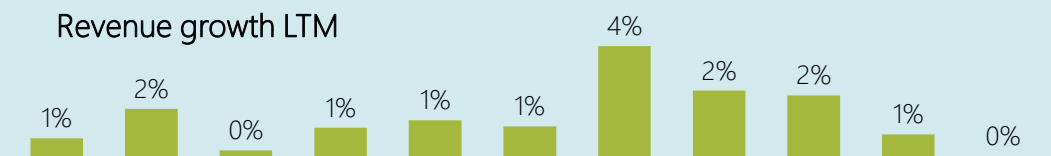
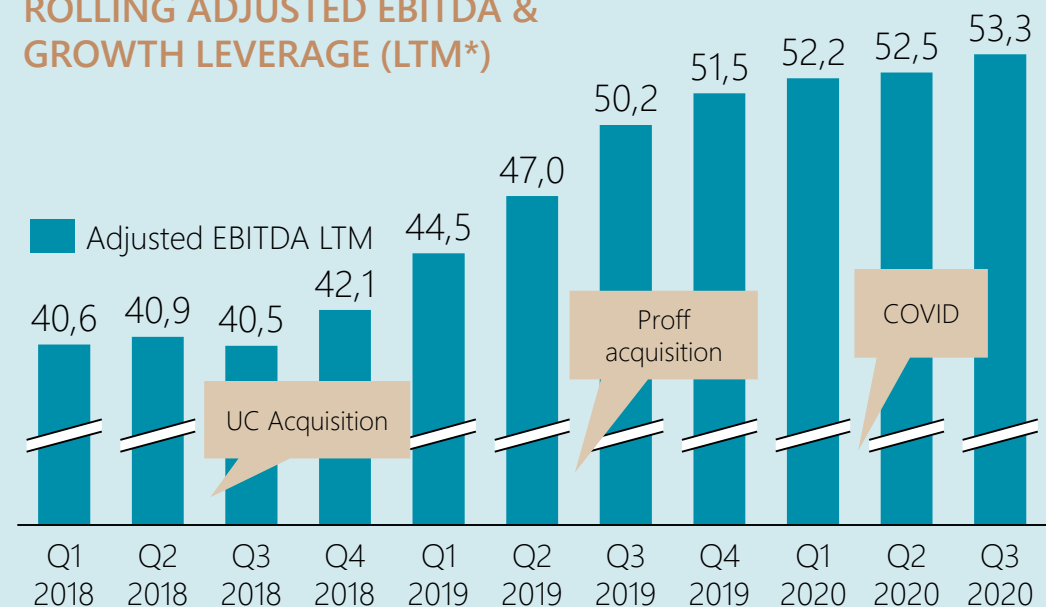
Profitability trending positive, and growth realizing with high margins



ROLLING NET SALES & ADJ. EBITDA MARGIN (LTM*)



ROLLING ADJUSTED EBITDA & GROWTH LEVERAGE (LTM*)



All figures for 2017-H12018 based on Pro Forma

*LTM = rolling for Last 12 months

Reaching strategic goals

WILL KEEP US ON GROWTH AND PROFITABILITY TRACK



AMBITIONS

Strategic offering goals

Strengthen our leading position within our credit information business.

Become a leader within business information (non-credit).

No 1 Choice in data-driven business processes as a service.

Nordic multilocal approach

Build true Nordic presence to serve our Nordic customers with highest quality services in each country.

ENABLERS

Future fit & innovative organisation

Nordic Future Platform

5–10%

Revenue growth

New services

Share of net sales from new services growing annually

Profitable growth

Adjusted EBITDA growth rate exceeding net sales growth rate

Zero net emmissions

By 2023

< 3x

Net Debt to Adjusted EBITDA

With Optimized capital allocation,

WE CONTINUE TO DRIVE GROWTH AND DELIVER SHAREHOLDER VALUE



Net Debt
to
Adjusted
EBITDA
< 3x

Innovation



We drive long-term growth through internal innovation

- New services
- Nordic Offering
- Platform transformation

~10%

CAPEX of revenue

Add-on acquisitions



We accelerate growth by selectively acquiring businesses that fit into our strategy within limits of cash flow and leverage.

> Growth

Dividends



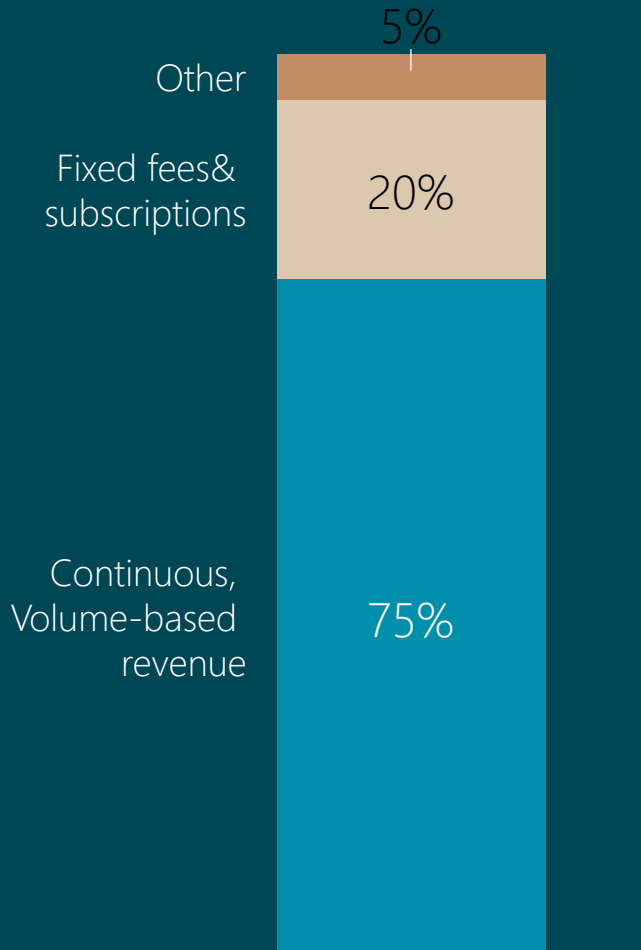
We commit to steady **dividend** pay-out according to our dividend policy.

70 %

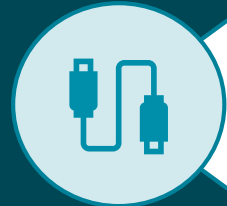
of earnings per share over the cycle

Our business model supports healthy growth:

Value creation through continuous and defensive revenue, constantly complemented by new scalable services



95% continuous revenue, of which ~ 20% fixed



>50% of revenue generated from services integrated into customers.

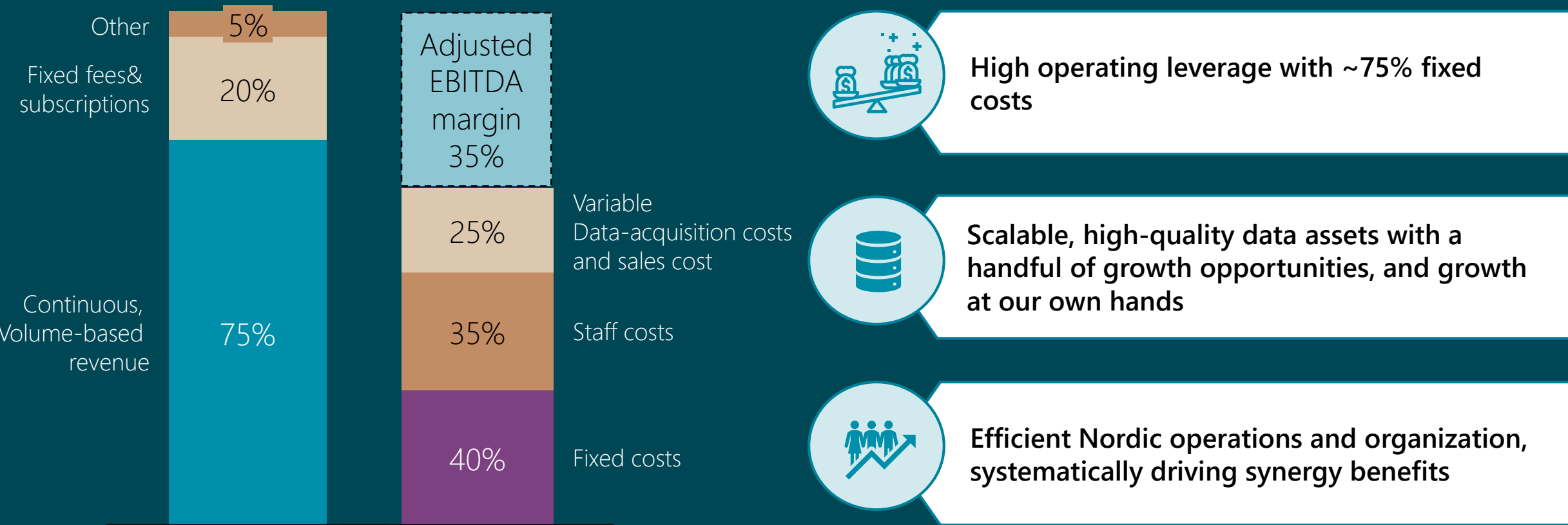


Constantly building scalable new services. Share of New Services increasing

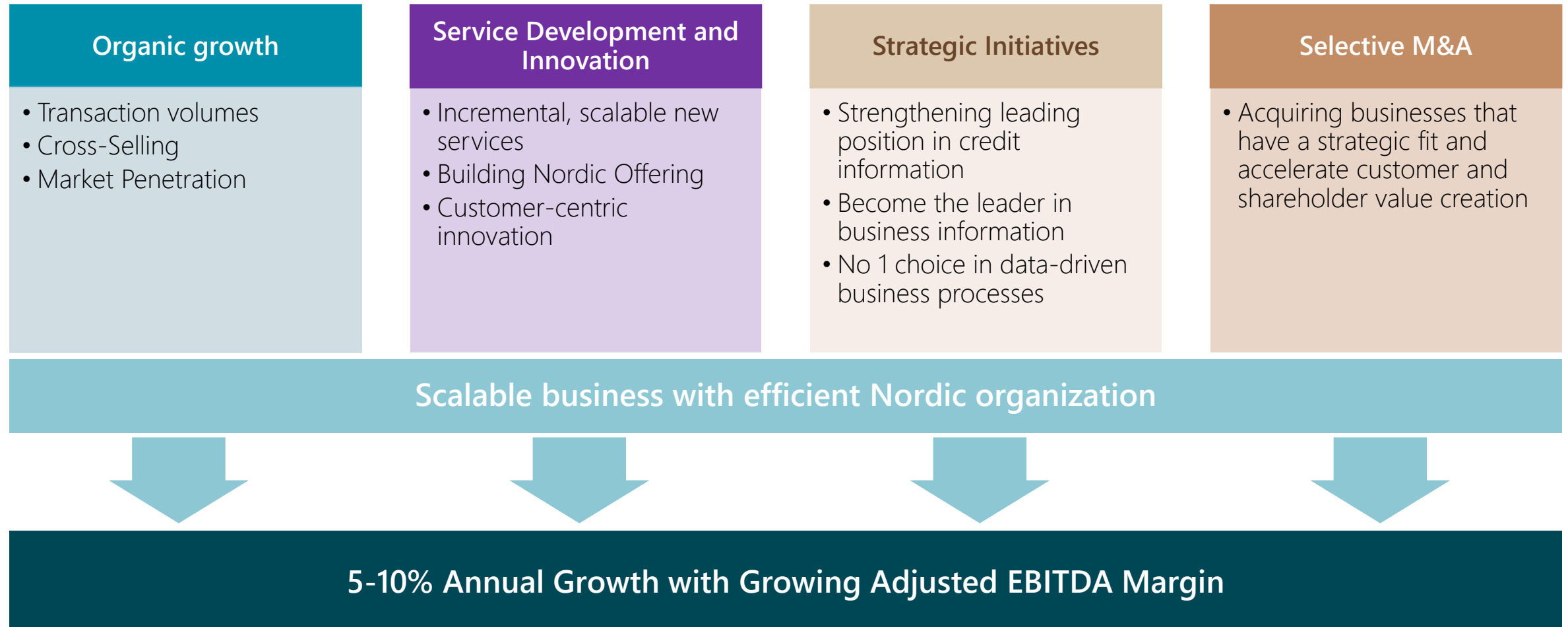


Converting freemium volumes, ad-hoc sales and reports to recurring subscriptions

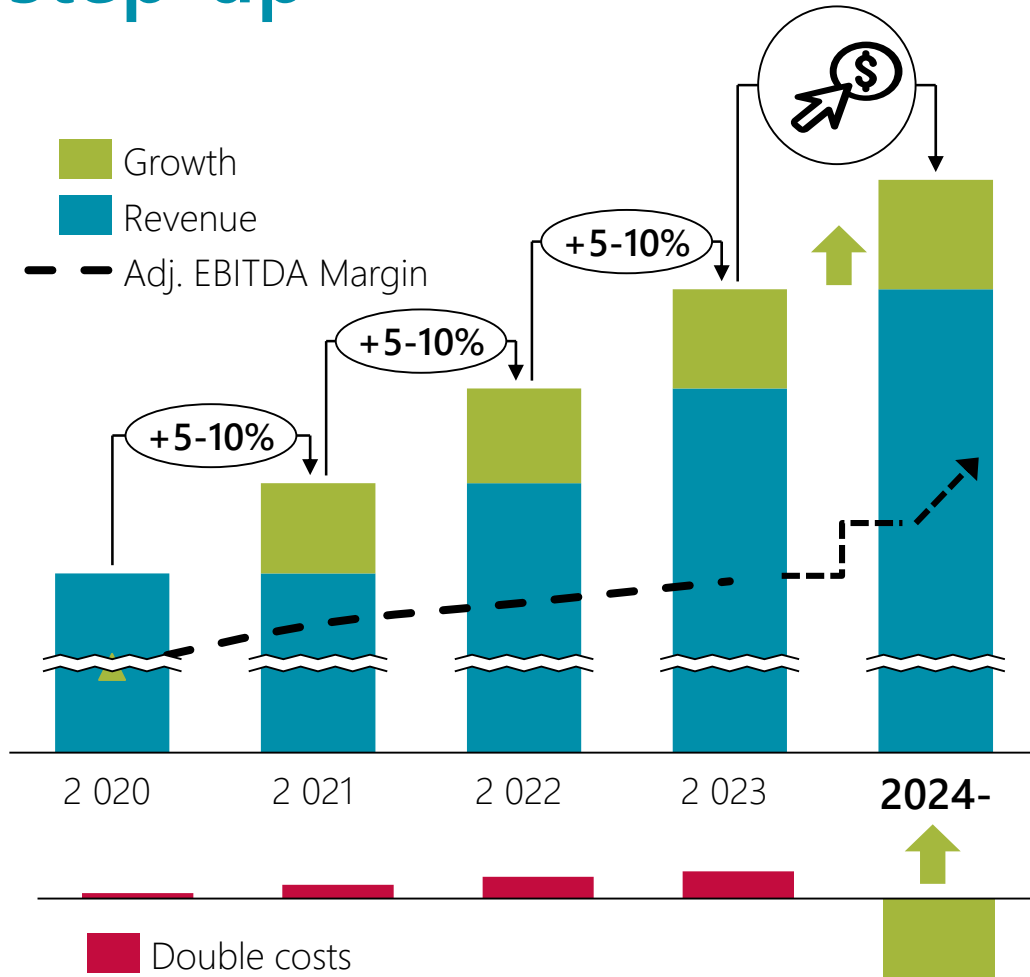
... and our scalable business model and operating leverage ensures that we can generate profitable growth



We have multiple growth drivers to build our future growth on



And after strategy period... Increased scalability through Nordic platform transformation will enable profitability step-up



 Nordic Platform transformation will increase scalability and efficiency in service development and maintenance

 Platform transformation will enable accelerated growth and step-up in profitability

 During the transformation, double-costs will increasingly burden results and flatten profitability development

Enento is a great long-term investment



1



Stable resilient business

High barriers of entry

- Unique and extensive data assets & knowhow
- Long-term customer relationships with high switch costs
- High quality, reliable services & customer-centric development

Defensiveness in recession

- High need for risk management services in recession
- Must-have, non-cyclical offering

2



Plenty of growth opportunities

Structural market drivers

- Increased data-intensity in decision making
- Digitalization and automation of business processes

Changing needs in the markets

- Increasing compliance and regulatory requirements
- Sustainability, customers increased ability to process data

3



Strong track record in delivering value

Strong cash flow generation

- Steady profits and cash flow with high cash conversion
- Operating leverage & scalable business model

Optimized capital allocation

- Strong track record of leveraging M&A to accelerate growth
- Organic growth through service development combined with steady dividend payout



THANK YOU!

Time for Q&A



Q&A