

A background image of a beach with a beach ball in the foreground. The beach ball is blue and white with the number 12 on it. The text is overlaid on the image.

Driving Stonesoft's Profitable Growth

Capital Markets Day, Mikael Nyberg CFO

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Profitability
follows
Growth.

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3 targets and outcomes

Target and focus

Critical success factors

Outcome

Growth

Faster than industry
sales growth
Customer retention

Stronger Market
share and position

Profitability

Keep Good Margins
No interest bearing
debt

Internal
financing of
growth and positive
EBIT

Scalability

Centralized back
office functions e.g.
support, inventories,
logistics, finance,
HR, IT

Lean cost structure
drives profitability
and agile market
operations.

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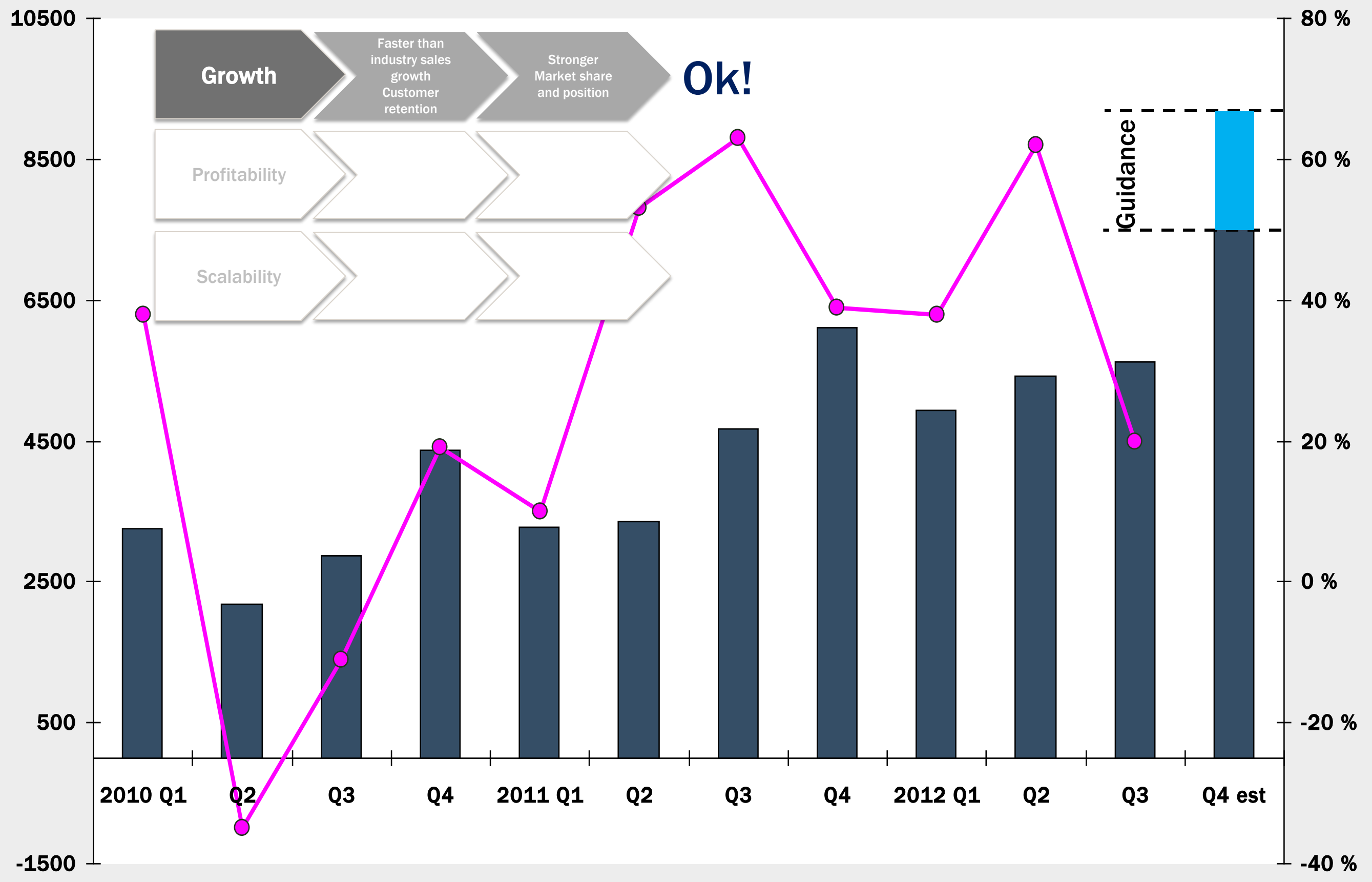
Unbelievable!

95%

CUSTOMER
RETENTION!

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Product
sales
growth
combined
with
Customer
retention.
Success.

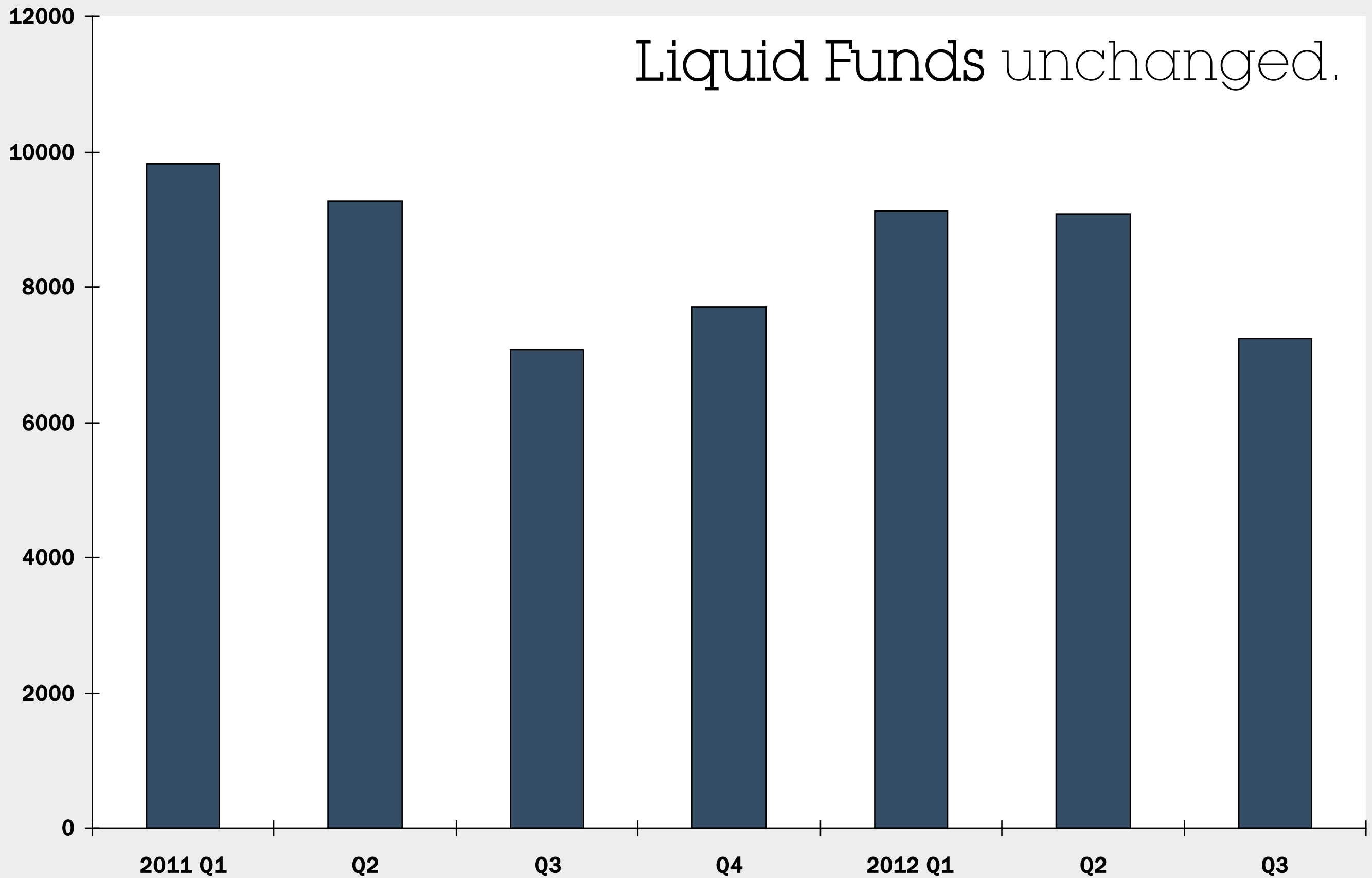


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Profitability.

Healthy
Margins +
No Interest
bearing debt +
Unchanged
Liquid funds
= > Financing
the growth

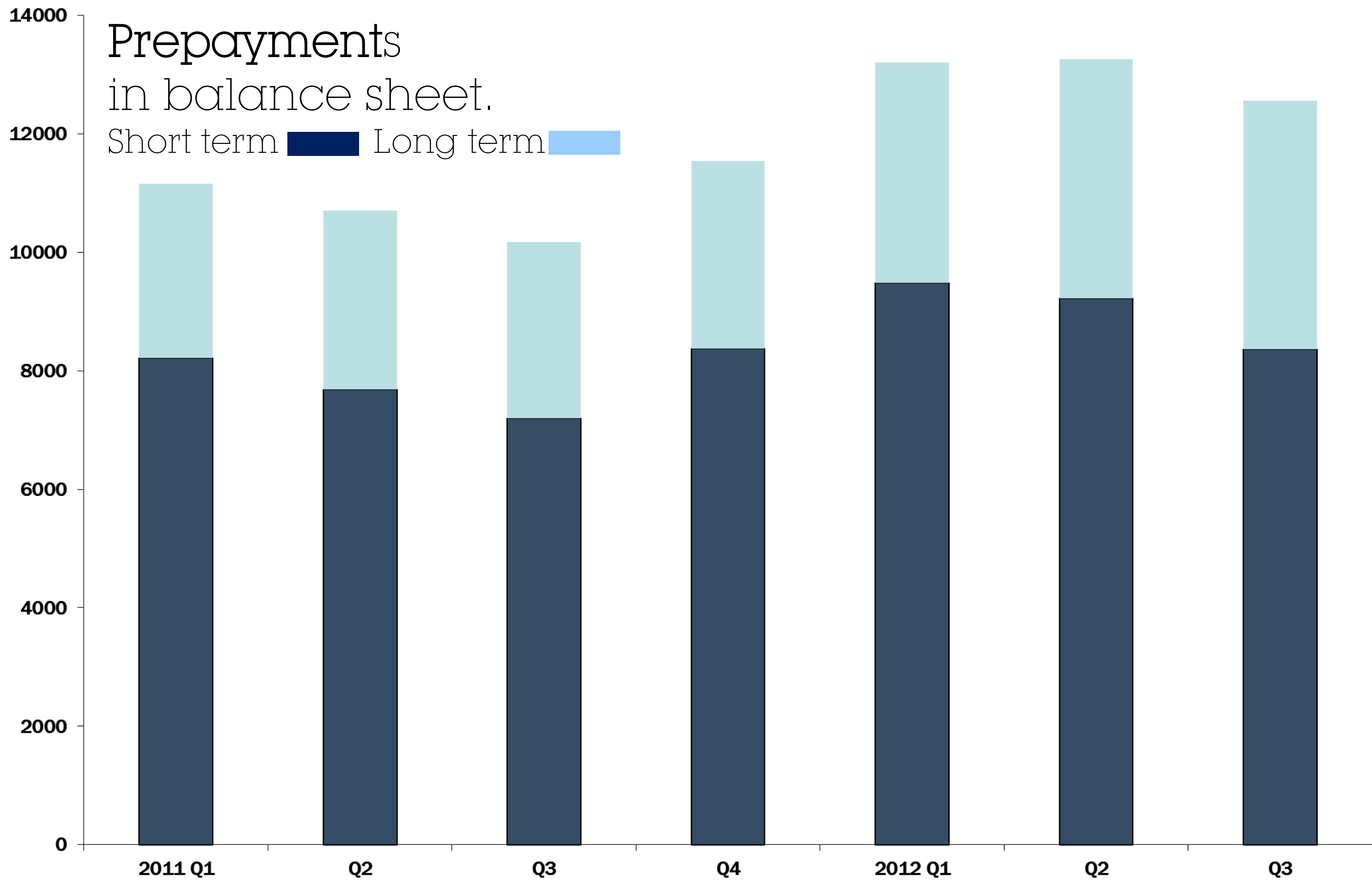
Liquid Funds unchanged.



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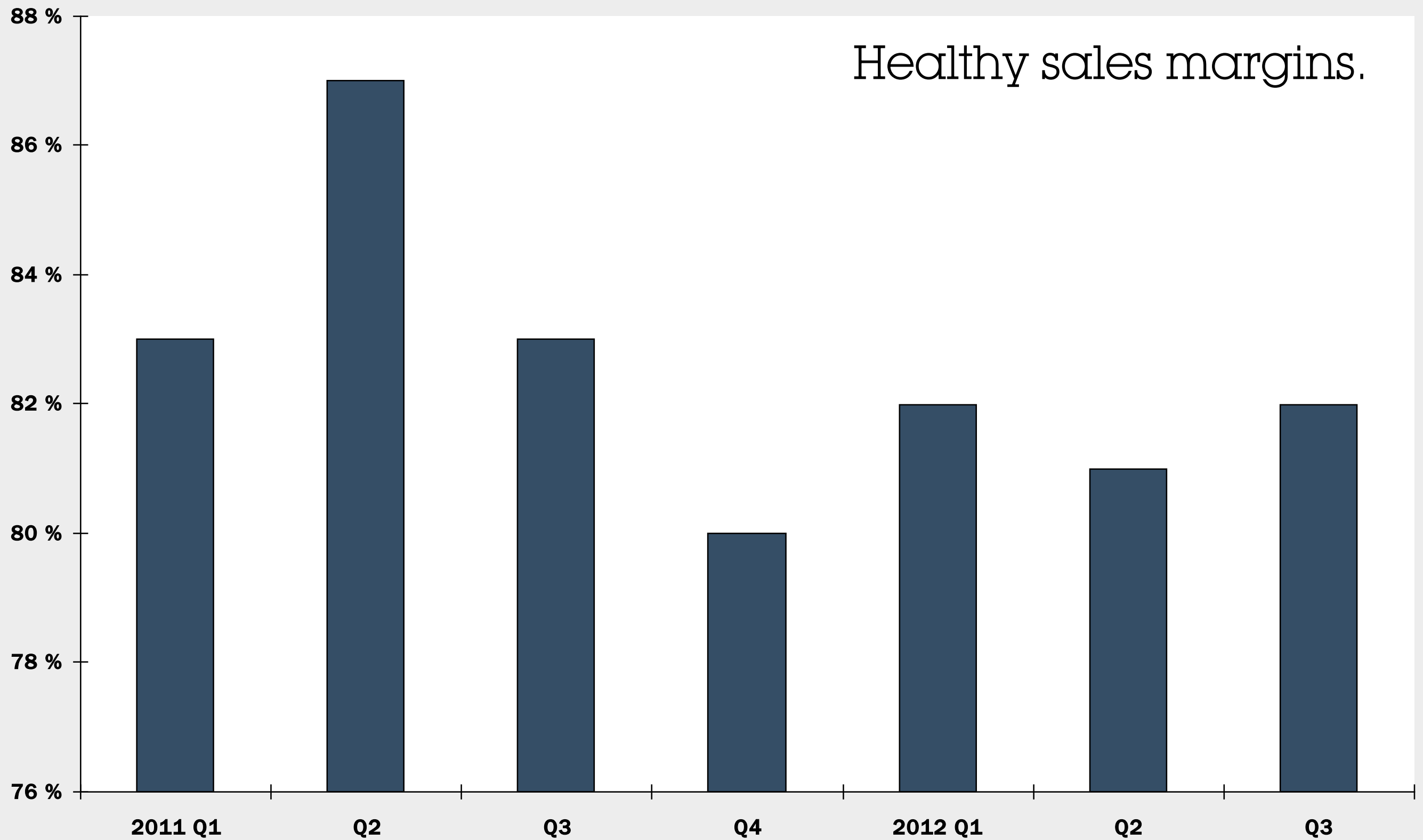
Prepayments in balance sheet.

Short term Long term



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Healthy sales margins.



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Scalability.

Efficient R&D, Short
time to market,
Centralized functions
to serve the global
business,
No local inventories
or structures.

Rapidly scalable
business and
agile market
operations

- 21 regional offices, all continents covered
- 90 countries covered by Stonesoft solutions
- 24/7 support all over the globe

Global Support Centers
to enable 24/7 services
close to customer potential

HQ Back office
All functions centralized.
No local inventories.

R&D (Krakow)
site to shorten
“time to market” in
a cost efficient
way.

Scaling up with partners.
e.g. LATAM

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