

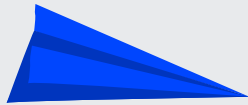
An aerial photograph of a city, likely Madrid, showing a dense urban landscape with various buildings and a prominent corner building with a classical facade. A large white oval is superimposed over the center of the image, containing text. The sky is blue with light clouds.

# **SALES KICK OFF 2023**

**Cegid Iberia, Latam & AfricaPT**

**SALES  
KICK-OFF  
2023**

**SKO Welcome: Vision & Objectives**



**Santiago Solanas**  
**CEO Cegid Iberia, Latam & AfricaPT**



**SALES  
KICK-OFF  
2023**

Welcome

Bienvenidos

Bem-vindos

Bienvenue



SALES  
KICK-OFF  
2023

Cegid Forward 2023



**Enrique Sala Pascual**  
**Business Developer Partners and alliances**



**SALES  
KICK-OFF  
2023**

An aerial photograph of a city, likely Madrid, showing a dense urban landscape with various buildings and a prominent corner building with a classical facade. A large white oval is superimposed over the center of the image, containing text. The sky is blue with light clouds.

# **SALES KICK OFF 2023**

**Cegid Iberia, Latam & AfricaPT**

**SALES  
KICK-OFF  
2023**

ACTIVIDAD PELOTAS  
FINALIZA Y SUBE  
SANTIAGO Y JUNTOS  
PRESENTAN A PASCAL



**Pascal Houillon**  
**CEO Cegid**



PASCAL PROYECTADO  
HABLANDO EN LA  
PANTALLA

An aerial photograph of a city, likely Madrid, showing a dense urban landscape with various buildings and a prominent corner building with a classical facade. A large white oval is superimposed over the center of the image, containing text. The sky is blue with light clouds.

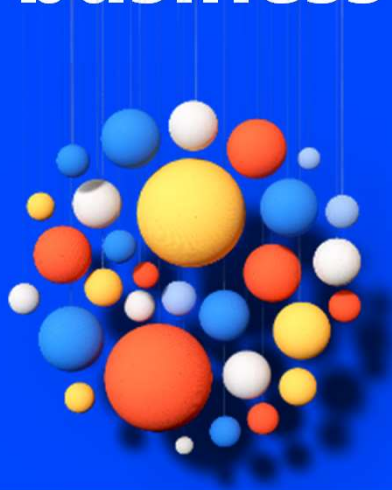
# **SALES KICK OFF 2023**

**Cegid Iberia, Latam & AfricaPT**

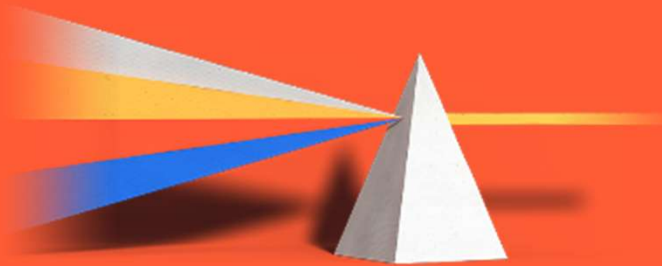
**SALES  
KICK-OFF  
2023**

# Proyección VIDEO CEGID Forward

**Getting to know each other, our different products & our different business**

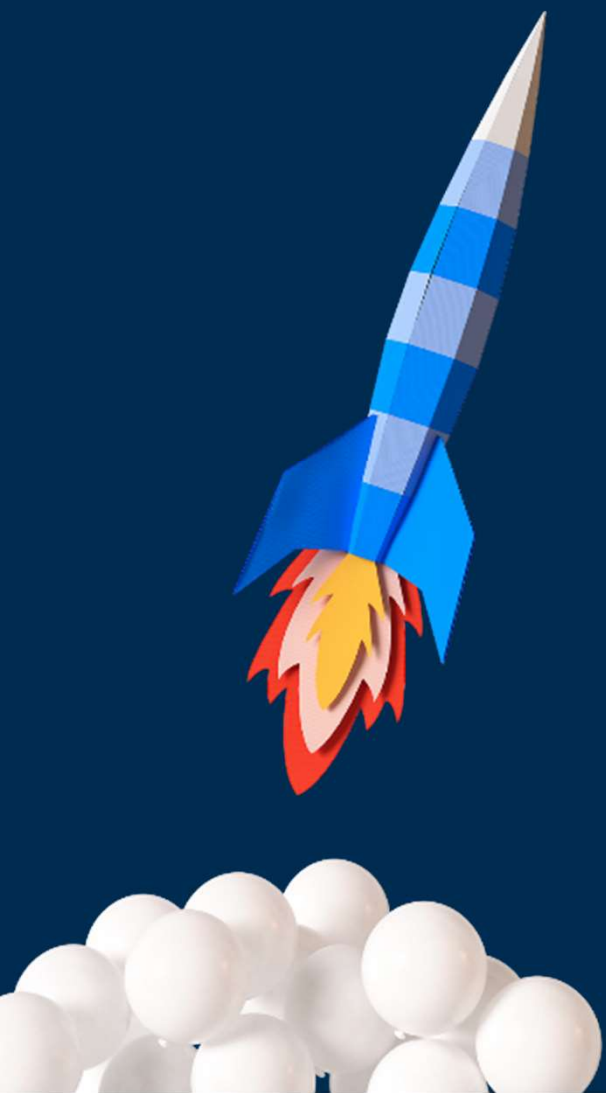


**A focused & winning Cegid Iberia, Latam & AFRICA-PT Sales org.**



**Boost 2023 Sales**





# ONE CEGID

**SALES  
KICK-OFF  
2023**

# ¿Quiénes somos?

cegid

PROVEEDOR MUNDIAL LÍDER DE SOLUCIONES DE GESTIÓN EMPRESARIAL EN LA NUBE



**500,000**

Clientes en todo el mundo



**4,400**

Colaboradores en el mundo



**8,000**

Socios en el mundo (VARs, integradores, etc.)

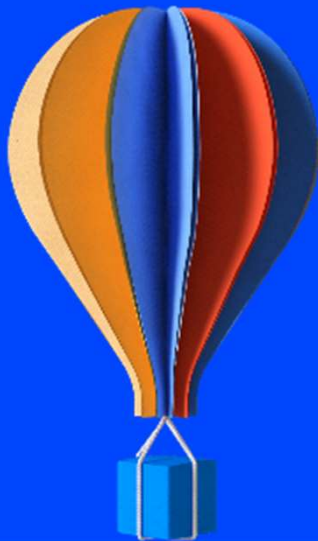


Nuestras soluciones se utilizan en **+130 países**

Oficinas en



**22 países**



NOS DEDICAMOS A LO QUE MEJOR CONOCEMOS



Nómina, Talento y GTA



Tesorería, Fiscalidad y ERP



Contabilidad



Retail



Emprendedores y Pequeñas Empresas

MODELO DE NEGOCIO ESTABLE Y A LARGO PLAZO



**66%**

de la facturación es SaaS



**€800**

de facturación



**84%**

del volumen de facturación es recurrente

**SALES KICK-OFF 2023**

# A fast growing and ambitious company

	2016	2022	2026
Revenue	€307M	€791M	€1,3B
SaaS share in total revenue	30%	66%	85%
International sales	€18M	€152M	€462M
	< 10% of total revenue	21%	35%



# Proyección VIDEO RETROSPECTIVA

An aerial photograph of a city, likely Madrid, showing a dense urban landscape with various buildings and a prominent corner building with a classical facade. A large white oval is superimposed over the center of the image, containing text. The sky is blue with light clouds.

# **SALES KICK OFF 2023**

**Cegid Iberia, Latam & AfricaPT**

**SALES  
KICK-OFF  
2023**

# ¿Quiénes somos?

cegid

## LÍDER REGIONAL DE SOLUCIONES DE GESTIÓN EMPRESARIAL EN LA NUBE



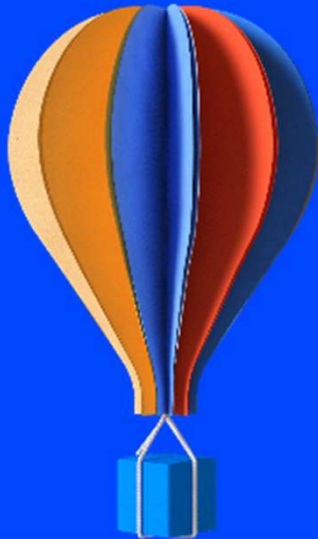
**165,000**  
Clientes  
en todo el mundo



**1,500**  
Colaboradores



**700**  
Socios en el mundo (VARs,  
integradores, etc.)



Oficinas en   
**9 países**



Nuestras soluciones  
se utilizan en  
**+130 países**

## NOS DEDICAMOS A LO QUE MEJOR CONOCEMOS



Nómina,  
Talento y GTA



Tesorería,  
Fiscalidad y ERP



Contabilidad



Retail



Emprendedores y  
Pequeñas Empresas

## MODELO DE NEGOCIO ESTABLE Y A LARGO PLAZO



**47%**  
de la facturación es SaaS



**€150 M**  
de facturación



**77%**  
del volumen de facturación es  
recurrente

**SALES  
KICK-OFF  
2023**

# Market Leadership

Cloud leader with a stable and long-lasting business model



**SALES  
KICK-OFF  
2023**

# 2022 results

**SMB & CPA**  
**Iberia & AfricaPT**

**HCM Iberia**

**HCM Latam**



**ARR**  
**120m€**

**100% vs Budget +0m€**  
**+15% Growth vs PY +16m€**



**Revenue**  
**150m€**

**100% vs Budget +0m€**  
**+12% Growth vs PY +16m€**



**SaaS Revenue**  
**71m€**

**99% vs Budget -1m€**  
**+27% Growth vs PY +15m€**  
**From 42% of revenue in 2021 to 47% in 2022**



**EBITDA**  
**29m€**

**92% vs Budget -3m€**  
**+2% Growth vs PY +1m€**



**New Customer Bookings**

**8m€**

**87% vs Budget -1m€**  
**-8% Growth vs PY -1m€**



**Installed Base Bookings**

**13m€**

**65% vs Budget -7m€**  
**+6% Growth vs PY +1m€**

# 2022 results

**SMB & CPA**  
**Iberia & AfricaPT**

**HCM Iberia**

**HCM Latam**



ARR  
**70m€**

103% vs Budget +2m€  
+16% Growth vs PY +10m€



Revenue  
**87m€**

101% vs Budget +1m€  
+13% Growth vs PY +10m€



SaaS Revenue  
**33m€**

100% vs Budget +0m€  
+23% Growth vs PY +6m€  
From 35% of revenue in 2021 to 38% in 2022



EBITDA  
**18m€**

96% vs Budget -1m€  
+13% Growth vs PY +2m€



New Customer Bookings

**6m€**

110% vs Budget +1m€  
+20% Growth vs PY +1m€



Installed Base Bookings

**7m€**

89% vs Budget -1m€  
-2% Growth vs PY -0m€

# 2022 results

SMB & CPA  
Iberia & AfricaPT

HCM Iberia

HCM Latam



ARR  
**35m€**

92% vs Budget -3m€  
+14% Growth vs PY +4m€



Revenue  
**44m€**

95% vs Budget -2m€  
+6% Growth vs PY +3m€



SaaS Revenue  
**25m€**

95% vs Budget -1m€  
+28% Growth vs PY +6m€  
From 48% of revenue in 2021 to 58% in 2022



EBITDA  
**5m€**

70% vs Budget -2m€  
-23% Growth vs PY -1m€



New Customer Bookings

**1m€**

45% vs Budget -2m€  
-57% Growth vs PY -2m€



Installed Base Bookings

**4m€**

47% vs Budget -4m€  
+5% Growth vs PY +0.1m€

# 2022 results

SMB & CPA  
Iberia & AfricaPT

HCM Iberia

HCM Latam



ARR  
**15m€**

108% vs Budget +1m€  
+17% Growth vs PY +2m€



Revenue  
**18m€**

109% vs Budget +1m€  
+19% Growth vs PY +3m€



SaaS Revenue  
**12m€**

105% vs Budget +1m€  
+36% Growth vs PY +3m€  
From 60% of revenue in 2021 to 69% in 2022



EBITDA  
**6m€**

103% vs Budget +0m€  
+2% Growth vs PY +0m€



New Customer Bookings

**0,2m€**

49% vs Budget -0,2m€  
+15% Growth vs PY +0m€



Installed Base Bookings

**2m€**

48% vs Budget -2m€  
+88% Growth vs PY +0,8m€



## SUMMARY

- **Double Digit Revenue, ARR, SaaS Growth**
- **Bookings:** need to improve in both new customers & installed base
- **Market position:** pay attention to competitors
- **Ebitda:** need to be careful
- **Operational efficiency:** focus!
- **Portfolio / roadmap:** uncertainty until now
- **Transition from multiple companies to one organization** (gp + m4 + ...)
- **Successful M&A path...** but integration?



# Cegid Iberia, Latam, Africa

2026 Ambition (organic)

**€ 230M**

2023 Budget

**€ 169M**

2022 Revenue

**€ 150M**



**SALES  
KICK-OFF  
2023**

# Priorities 2023

- **Fast start** – recurring revenue models depend on it!!
- **One Cegid** – organization + priorities (CX, culture) + behaviors
- **Energy / ambition** – conquer the Market ... again
- **Portfolio** – build confidence in our teams and in the market... cross-sell, channel
- **Business** – Sales & Marketing impact, CX, drive value, efficiency
- **YOUR role**

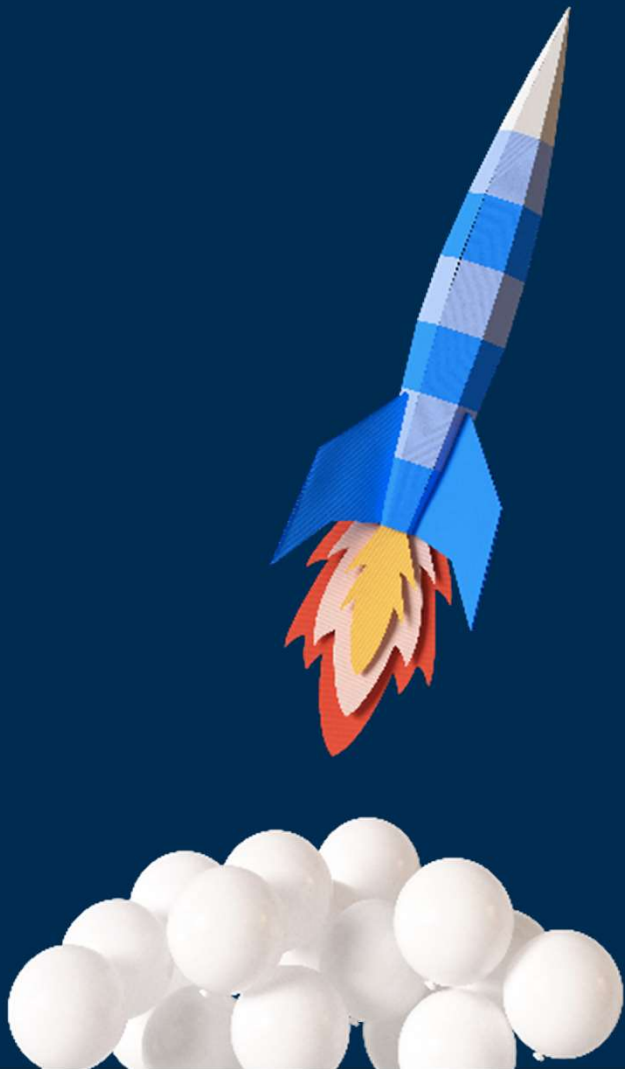


# Proyección Video opening



**SALES  
KICK-OFF  
2023**

# 2023



# 2023 goals

**SMB & CPA**  
**Iberia & AfricaPT**

**HCM Iberia**

**HCM Latam**



**ARR**  
**135m€**

+13% Growth vs PY +16m€



**Revenue**  
**166m€**

+11% Growth vs PY +17m€



**SaaS Revenue**  
**87m€**

+22% Growth vs PY +16m€  
From 47% of revenue in 2022 to 52% in 2023



**EBITDA**  
**39m€**

+33% Growth vs PY +10m€



**New Customer Bookings**

**11m€**

+45% Growth vs PY +4m€



**Installed Base Bookings**

**14m€**

+10% Growth vs PY +1m€

# 2023 goals

**SMB & CPA**  
**Iberia & AfricaPT**

**HCM Iberia**

**HCM Latam**



**ARR**

**80m€**

+13% Growth vs PY +9m€



**Revenue**

**98m€**

+12% Growth vs PY +10m€



**SaaS Revenue**

**41m€**

+26% Growth vs PY +8m€

From 38% of revenue in 2022 to 42% in 2023



**EBITDA**

**23m€**

+28% Growth vs PY +5m€



**New Customer Bookings**

**8m€**

+22% Growth vs PY +1m€



**Installed Base Bookings**

**8m€**

+6% Growth vs PY +0,5m€

# 2023 goals

SMB & CPA  
Iberia & AfricaPT

HCM Iberia

HCM Latam



ARR  
**40m€**

+15% Growth vs PY +5m€



Revenue  
**50m€**

+13% Growth vs PY +6m€



SaaS Revenue  
**31m€**

+22% Growth vs PY +6m€

From 58% of revenue in 2022 to 62% in 2023



EBITDA  
**10m€**

+97% Growth vs PY +5m€



New Customer Bookings

**3m€**

+134% Growth vs PY +2m€



Installed Base Bookings

**5m€**

+34% Growth vs PY +1,3m€

# 2023 goals

SMB & CPA  
Iberia & AfricaPT

HCM Iberia

HCM Latam



ARR

15m€

+6% Growth vs PY +1m€



Revenue

19m€

+4% Growth vs PY +1m€



SaaS Revenue

14m€

+15% Growth vs PY +2m€

From 69% of revenue in 2022 to 76% in 2023



EBITDA

6m€

-3% Growth vs PY -0m€



New Customer Bookings

0,6m€

+265% Growth vs PY +0,4m€



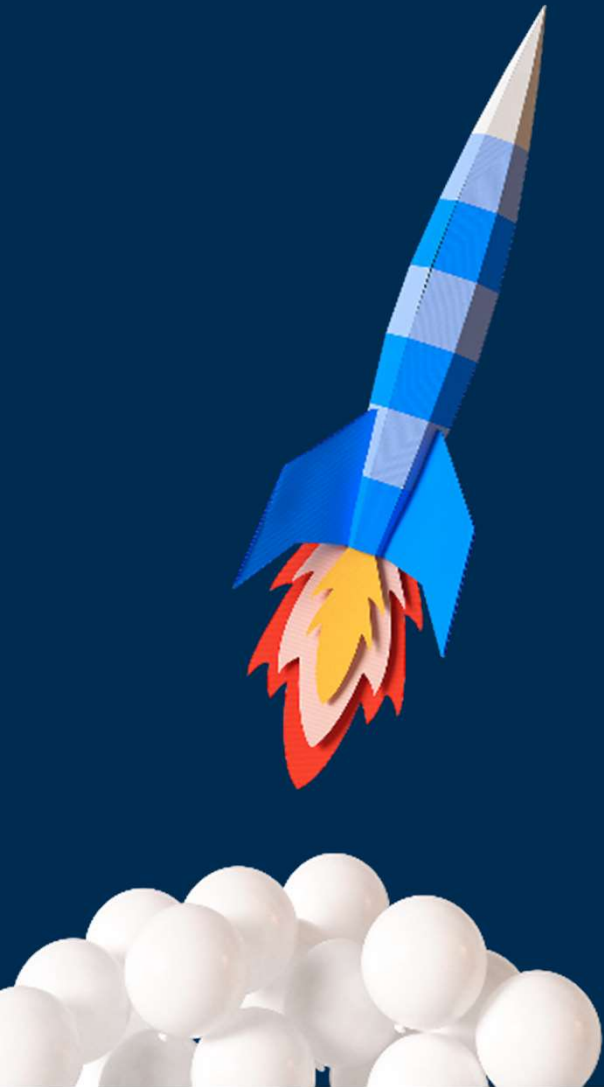
Installed Base Bookings

1,2m€

-28% Growth vs PY -0,5m€

Cegid Iberia,  
LatAm, Africa PT

**Together**



**SALES  
KICK-OFF  
2023**

# CEGID IBERIA, LATAM & AFRICA PT



Eva Louzao

**BU HCM  
Iberia**



Marina  
Ierace

**BU HCM  
LatAm**



Jorge  
Batista

**Product &  
Technology**



Pablo  
Martínez

**Human  
Resources**



Silvia  
Baschwitz

**PR, IR &  
ESG**



Rafael  
Gorjao

**M&A**



Juan  
Falcó

**Operations**



Salvador de  
Andrés

**Finance**



Jose  
Dionísio  
**SMB – CPA  
Iberia &  
África PT**



Idalina  
Sousa

**Marketing  
SMB & CPA  
Iberia AFPT**



Lluís  
Casadevall

**BU HCM  
Iberia**



Santiago  
Solanas

**CEO**



Mónica  
Iglesias

**Executive  
Assitant**

**SALES  
KICK-OFF  
2023**

# Q&A





pause  
pausa  
break



# **SALES KICK OFF 2023**

**Cegid Iberia, LatAm & AfricaPT**

**SALES  
KICK-OFF  
2023**

## Bu Leaders



**Eva Louzao**

Cegid PS Director/  
Iberia General Director



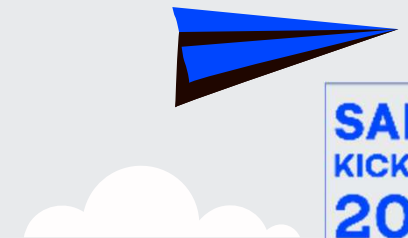
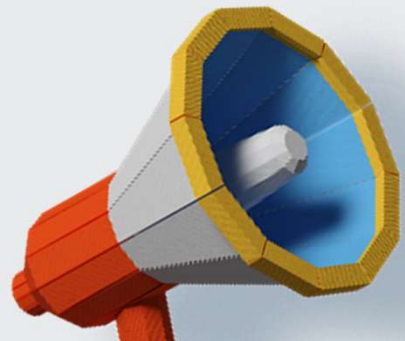
**Marina Ierace**

General Director Latam

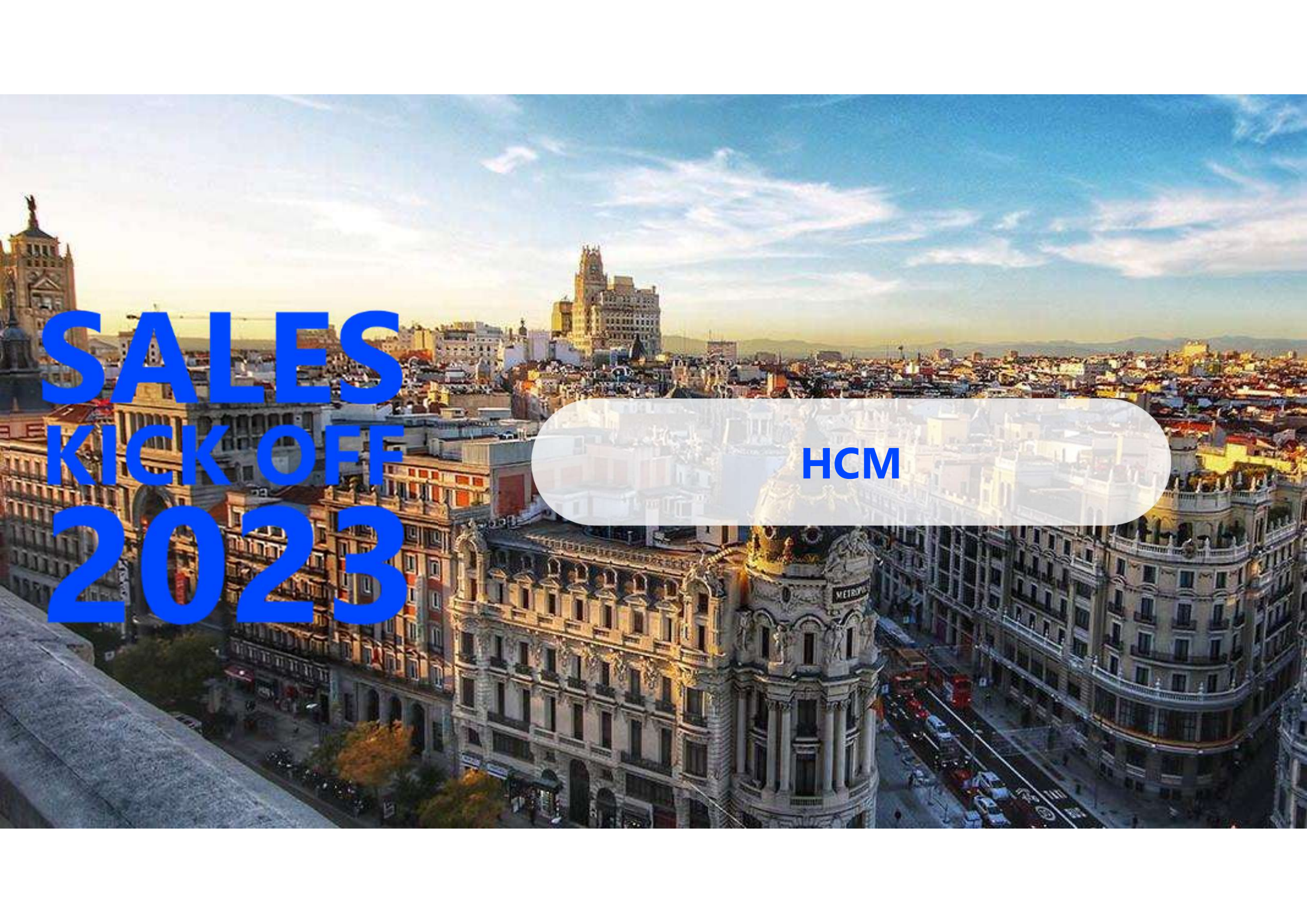


**Jose Dionisio**

Chief Revenue Officer

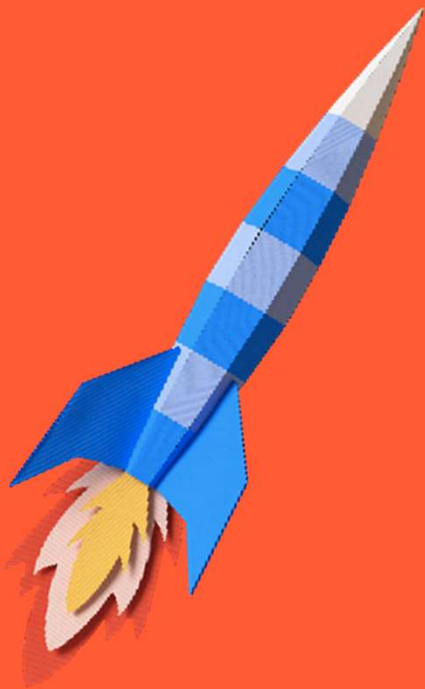


**SALES  
KICK-OFF  
2023**



**SALES  
KICK OFF  
2023**

**HCM**



# Iberia



**Eva Louzao**

Cegid Professional Services Director  
Iberia General Director (int.)



**Antonia Montes**

Professional Services  
Director



**Eva Gonzalez**

Customer Extended  
Services Director



# ¿Quiénes somos?

cegid

## Proveedor Líder en soluciones HCM en la nube



542

Colaboradores



Rev **43,2 M**

ARR **34,8 M**



1,800

Clientes



Churn ratio

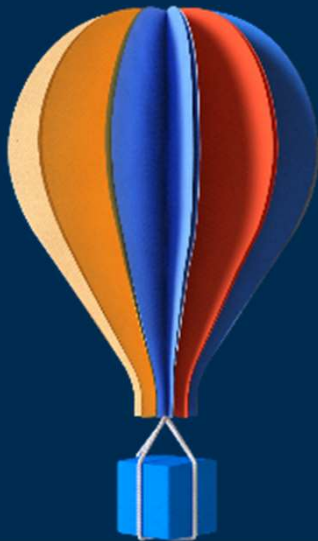
**5,5%**




**35M**

**81%**

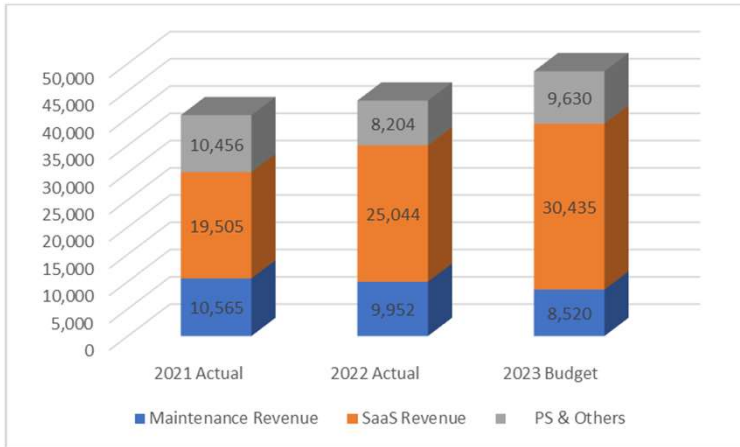
Recurrent



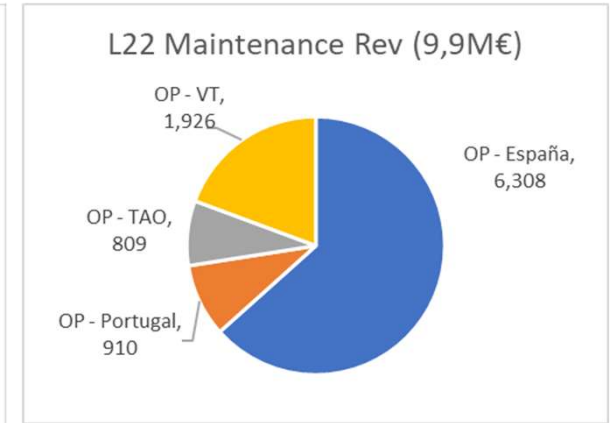
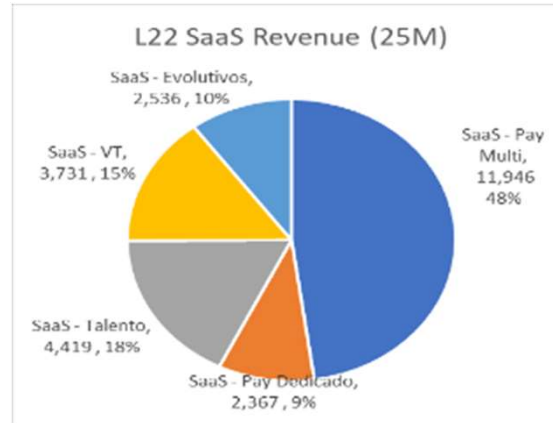
- Somos una **gran familia**, un equipo multidisciplinar de +500 **profesionales**
- Un **equipo** comprometido con un alto número de **profesionales +15 años de experiencia y expertos** en nuestro sector
- Con alta **vocación de** cuidar a nuestros **equipos y a** nuestros **clientes**
- Haciendo **crecer nuestro ecosistema de profesionales** expertos en nuestras soluciones, directamente y a través de nuestros partners, a través de programas de formación y certificación
- Pero ante todo con 

**SALES  
KICK-OFF  
2023**

## Revenue



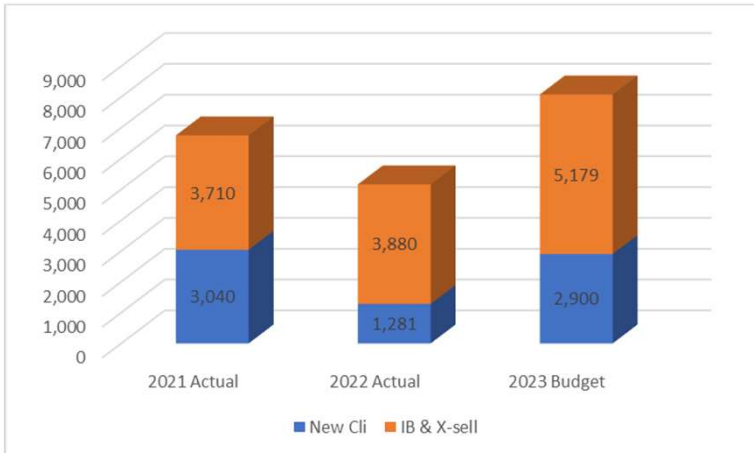
## Revenue Recurrente: detalle



Tamaño medio de cliente: +2000 ee

Productos: emind, PeopleNet, TAO, VT

## Booking



## Capacidad de ejecución



## Reliability

- + 300 cambios legales
- + 550 entregas de producto
- + 95% proyectos ejecutados en coste y plazos previstos
- + 84% Ratio actividad
- + 13.000 tickets gestionados al mes
- + 1.550 personas formadas (clients, partners,...)

## Sector Privado (> 1.000 empleados \*)

### Soluciones SaaS Multitenant

Core HR (Cegid PeopleNet)  
Nómina (Cegid PeopleNet)  
Gestión de Talento (Cegid Talentsoft)  
Gestión de Tiempo (Cegid VisualTime)  
Soluciones adicionales: Payflow, Wittyfit, DR, ...

\* VisualTime a partir de 20 empleados

## Sector Público (> 1.000 empleados)

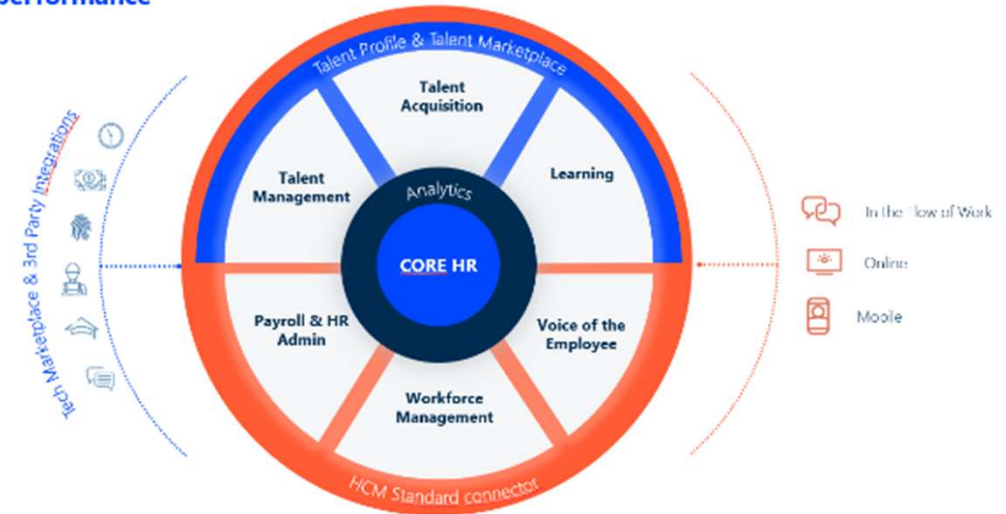
### Soluciones OnPrem (\*)

Nómina + Talento (Cegid PeopleNet AAPP)

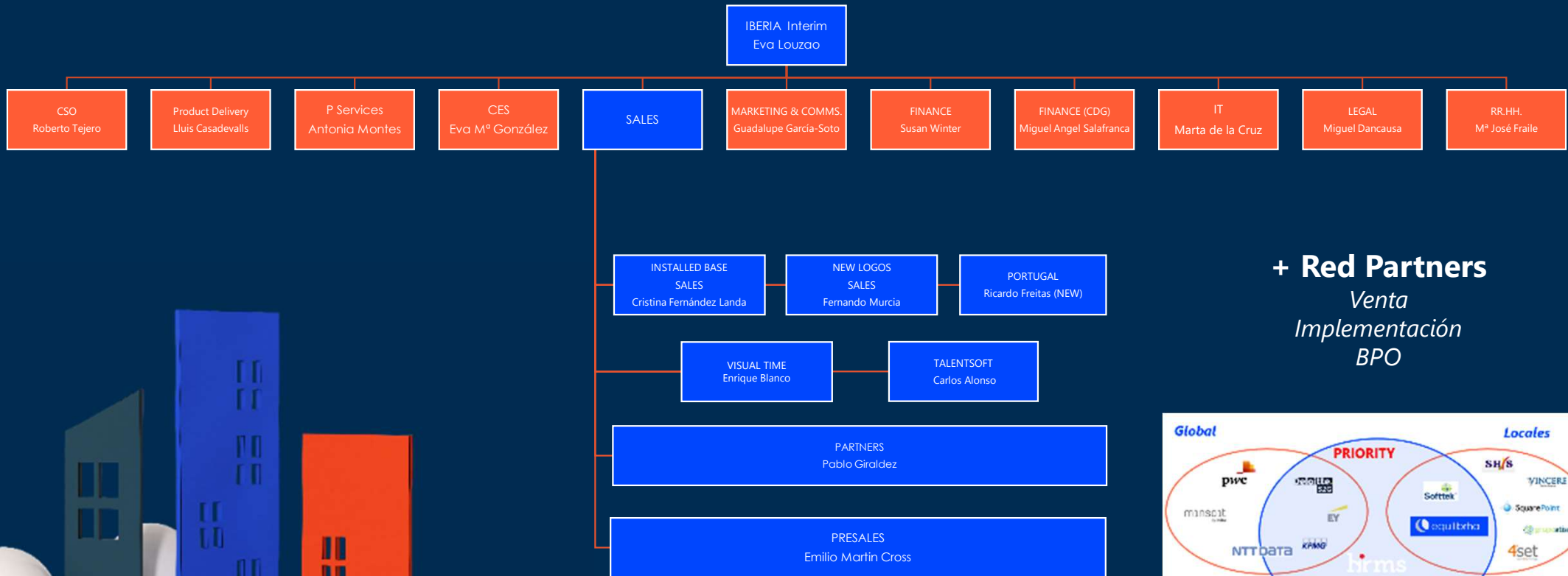
(\*) Soluciones SaaS a través de partners (NEW)

### Rethink work experience

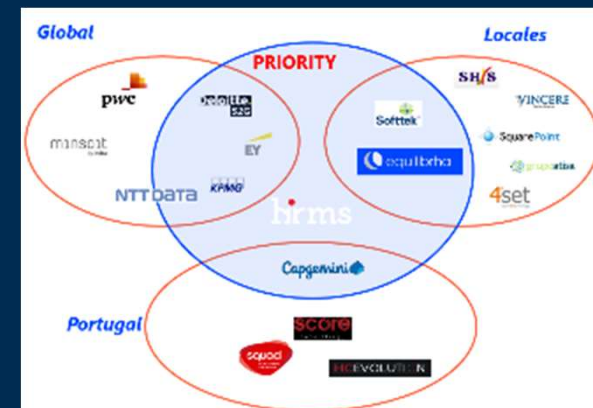
Cegid offers cloud HCM suites that helps companies shaping the future of work for lasting performance



# Iberia HCM | Organización



**+ Red Partners**  
 Venta  
 Implementación  
 BPO



# 2022



**€43,2M** Revenue

**81 %** Recurrent Revenue

**6,6 %** Revenue Growth YoY

**28 %** SaaS Revenue Growth YoY

**95 %** Vs Budget  
Aligned with Reforecast



**€5,2M** Booking

**46 %** Vs Budget  
Aligned with Reforecast

Ha sido un **año complejo**:

- Plan de Migración más complejo de lo esperado
  - Difícil para el área de Nuevo cliente
  - Nuevas ofertas no suficientemente maduras
- ... Muy lejos de los objetivos de booking marcados**

**Hemos hecho muchas cosas bien:**

- Integración VT
- "New Brand"
- Buena evolución de nuestros partners
- Cambio organizativo a un modelo escalable orientado a cliente vs producto
- Lanzamiento de TS

**... Hemos sembrado mucho, para recoger frutos en 2023!!!!**

**SALES  
KICK-OFF  
2023**

# 2023



**€48,6M** Revenue

**80 %** Recurrent Revenue

**12,5 %** Revenue Growth YoY

**22 %** SaaS Rev. Growth YoY



**€8,1M** Booking

**59 %** Growth YoY

**€1,2M** Licencia (AAPP)

**Gran crecimiento esperado en Booking, debido a:**

- Foco en **Newcli** y **X-sell/Upsell** (EoL finalizado en perímetro Cegid Payroll)
- Lanzamiento / consolidación de las **nuevas ofertas** (TalentSoft, VT, Payflow, Wittyfit, etc.)
- Oferta **Gran Cuenta**
- "Revamp" **oferta de AAPP**

**Necesidad de rediseñar y acelerar la estrategia con Partners**

**Foco en incremento del margen**

**CX como pilar clave de nuestra estrategia**

cegid

# HCM PROFESSIONAL SERVICES OVERVIEW - IBERIA

*Projects Implementation (SaaS Platform, Public Administration)*

*Projects and evolutions for Large Accounts. Training. Support for BP projects.*



Core HR + Talent (Global&Local)  
Payroll Spain (i. Public Adm.)  
Payroll Portugal  
Time&Attendance



2

**Countries\***  
(\*Latam VT)



Medium clients (2000 to 5000 ee)  
Large clients (>5000 ee)  
Public Administration



Total Rev. 2022 7.9 M€ (8.4 M€ /2023)  
Rev. SAAS (47%) + Rev. OnPremise (53%)



120

**FTEs in 2023**  
(108 HC+12 STT)



95% accuracy in delivery  
(on time & cost)

# HCM CEGID EXTENDED SERVICES OVERVIEW - IBERIA

## Support, Maintenance and Evolution of client parameters/rules

**529**  
clients



**2**

**Countries**  
(HR global+VT  
Latam)



**10**

Products/Solutions



**Total Rev.\* 2022**  
**29 M€**

*\*Rev. SAAS + Rev. Maintenance +  
Rev Evolutives*



**187**

**FTEs in 2022**  
**Providing**  
**services**  
(HC+STT)



**+3000**  
tickets / month

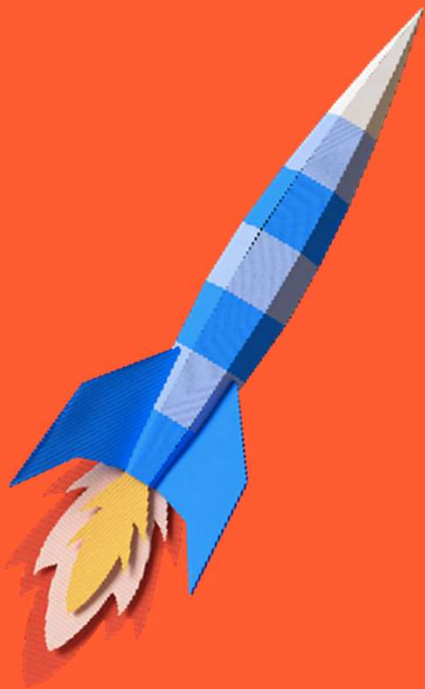
# JINGEL CORTO



# **SALES KICK OFF 2023**

**Cegid Iberia, LatAm & AfricaPT**

**SALES  
KICK-OFF  
2023**



# Latam



**Marina Ierace**  
HTM Latam



**Alberto Quintana**  
Sales Director Latam



**Flavia Villalba**  
Professional Services  
Director Latam



**Javier Quiñoy**  
Extended Services  
Director Latam



**SALES  
KICK-OFF  
2023**



5 countries  
Since

1995

214

Customers  
+50% LA + VLA

201

Employees  
67% services

Colombia (CO)  
Bogotá

Perú (PE)  
Lima

Chile (CL)  
Santiago de Chile

México (ME)  
Ciudad de México

Argentina (AR)  
Buenos Aires

€19 M  
Annual Revenue 2023

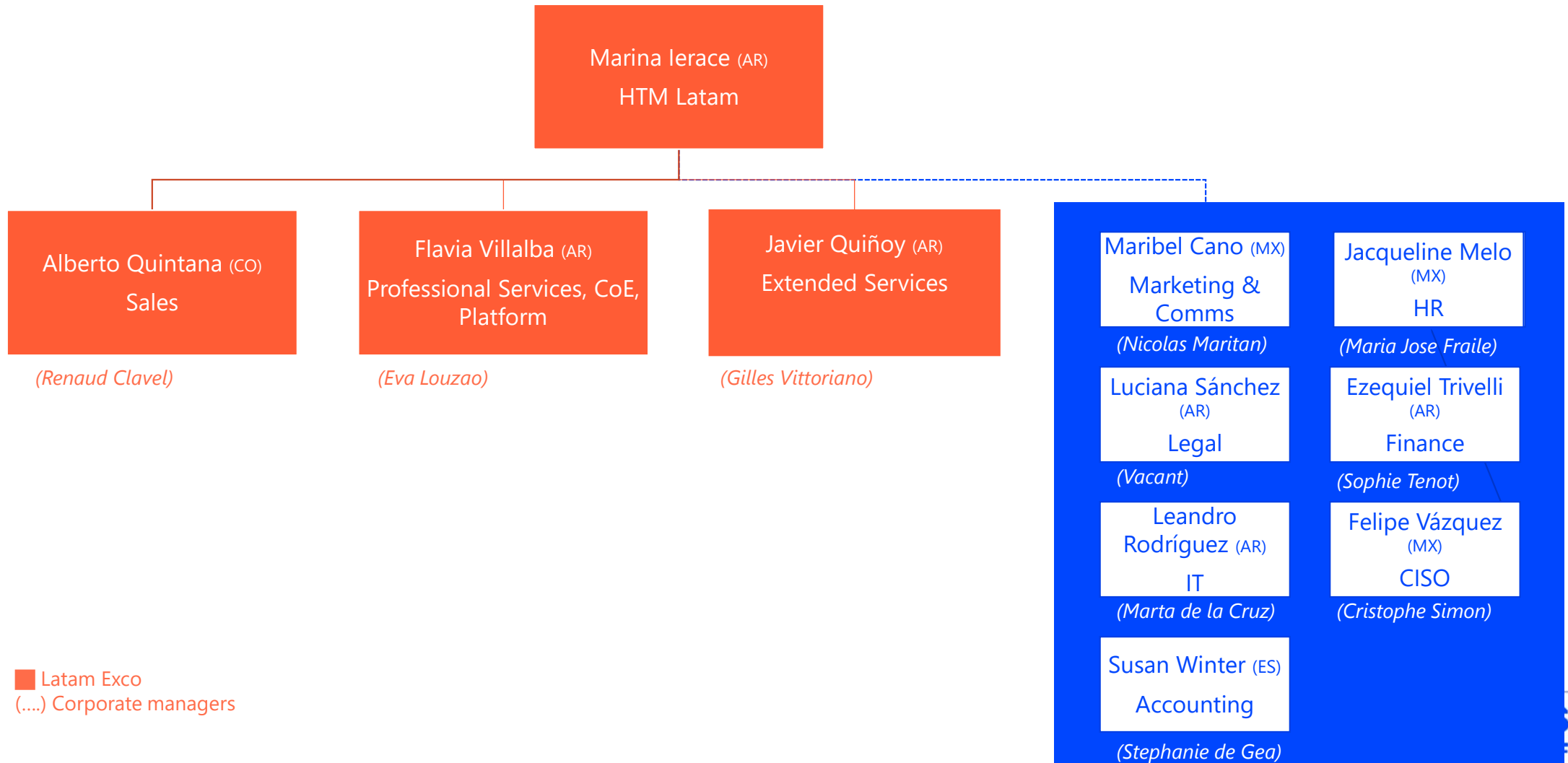
4 %  
YoY revenue growth

75 %  
Revenue SaaS

€6 M  
EBITDA  
32% / Revenue

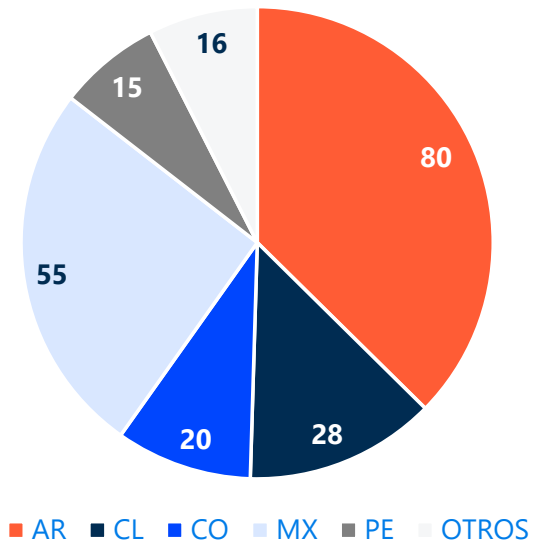
SALES  
KICK-OFF  
2023

# LATAM Organization HCM



# Customers

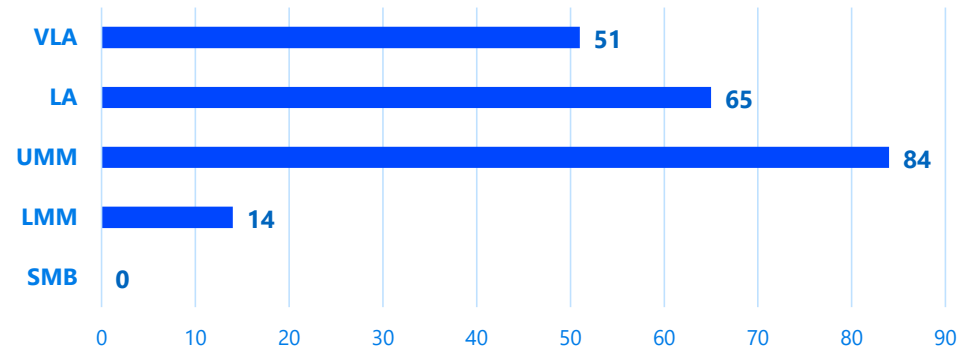
## HCM Business Unit Number of Customers - LATAM



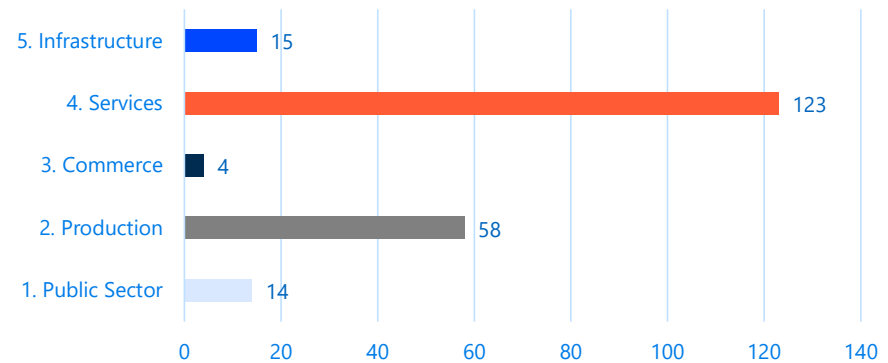
**214**  
**HCM LATAM Customers**

(as of Aug 2022)

## HCM Business Unit Cegid Customer Size Type - LATAM



## HCM Business Unit Cegid Primary Vertical - LATAM

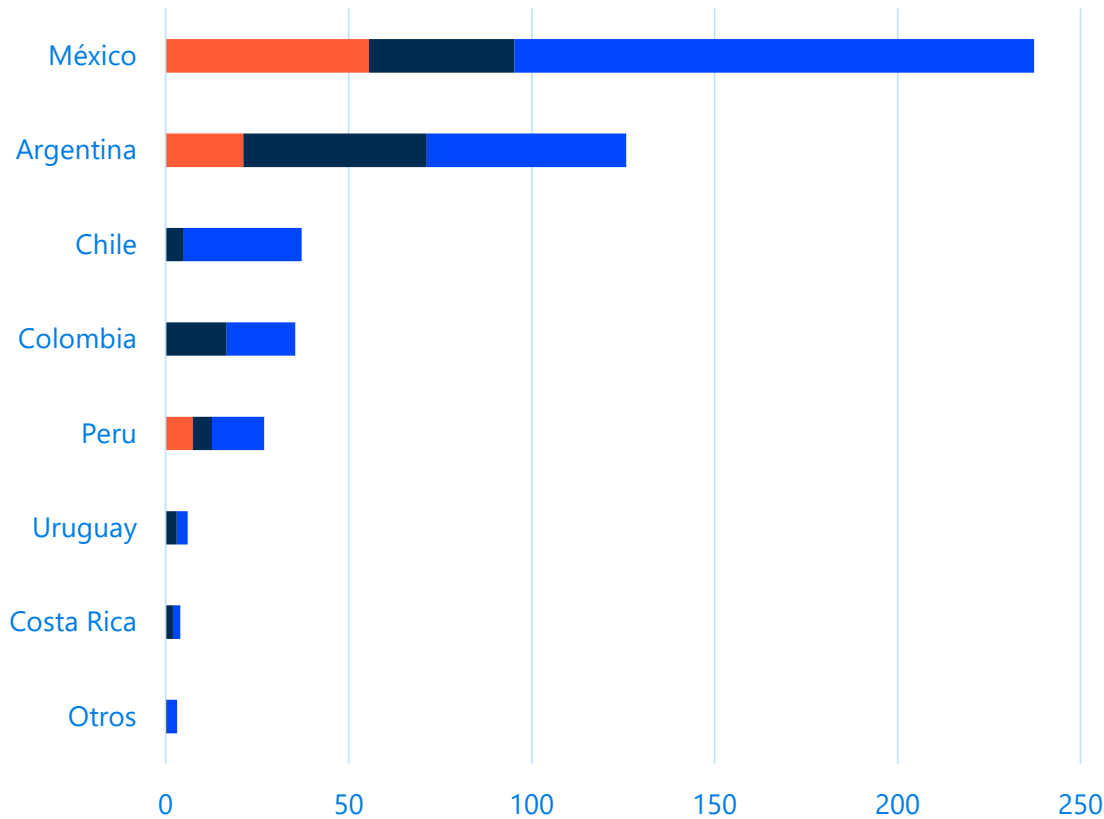


**SALES  
 KICK-OFF  
 2023**

# Products and Services

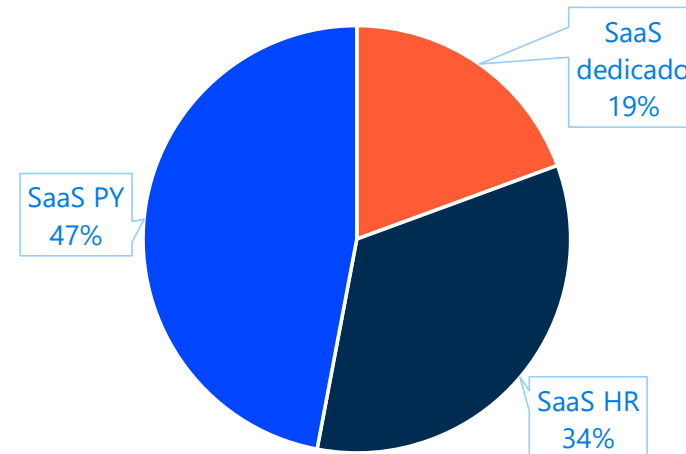
### Managed employees SaaS Platforms by country

■ SaaS dedicado: 84k   ■ SaaS HR: 120k   ■ SaaS PY: 270k (\*)



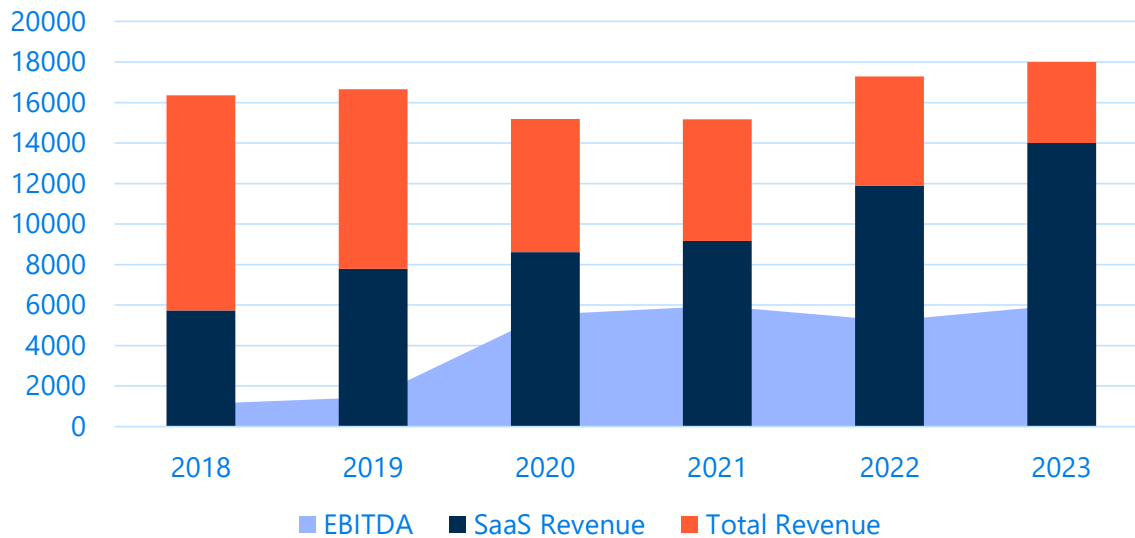
(\*) SaaS PY: APTIV/BORG WARNER Mexico. 75.000 ees.

### SaaS Customers by Platform



## Financial evolution

Revenue/EBITDA evolution per Year



### Key facts:

- Impact of Exchange rates and Inflation rates on P&L
- 85% customers prices in USD
- 7 currencies

# 2022

**108%** Revenue vs Plan

**103%** EBITDA vs Plan

# 2023

**19M** Revenue (4% growth)

**14M** Revenue SaaS (74% o/total)

**15M** Recurrent Revenue (79% o/total)

**6M** EBITDA s/Revenue (32% o/rev)

**SALES  
KICK-OFF  
2023**

## Sales Evolution

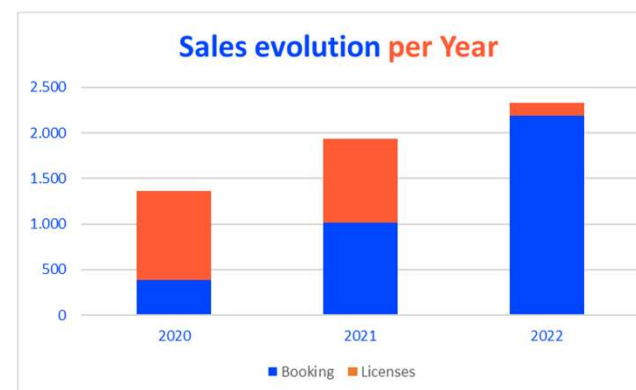
		2020	2021	2022	Budget 2023
<b>TOTAL</b>		<b>1.363</b>	<b>1.936</b>	<b>1.977</b>	<b>2.150</b>
<b>Booking</b>		383	1.018	1.835	1.800
<b>Migrations</b>	Op to SaaS	383	813	1.651	500
<b>Upsells</b>		0	51	80	200
	Upsells	0	51	0	0
	VisualTime	0	0	80	200
<b>X-Sell</b>		0	0	0	500
	Talentsoft	0	0	0	400
	WittyFit	0	0	0	100
<b>New Cli</b>		0	154	104	600
		2020	2021	2022	Budget 2023
<b>Licenses</b>		980	918	142	350
<b>Migrations</b>	Op to Op	0	375	0	350
<b>Upsells</b>		685	419	82	0
	Royalties	382	308	82	0
	Extension	303	111	0	0
<b>New Cli</b>		295	124	60	0
<b>Achievement</b>					
<b>Booking + Licenses</b>		<b>35%</b>	<b>70%</b>	<b>48%</b>	<b>0%</b>

### 2022

- Only **48% Booking** achievement.
- Booking **growth 80% YoY**.
- Unexpected outcome of the EoL plan, more complexity, high **churn**, some decisions postponed to 2023.
- Difficulties generating NewCli **pipeline**.
- First **Visualtime** sales in Latam (newcli).

### 2023

- Focus on **NewCli, X-sell** and **Up-sell**.
- Last **migration** opportunities.
- New offers: **Talentsoft, Visualtime, Wittyfit**.
- Some **License** opportunities (Large accounts/government).
- **Brand** awareness after rebranding.



**SALES  
KICK-OFF  
2023**

# Latam GTM 2023



**5**  
Sales Rep (-1)



**Alberto Quintana**

**4**  
Pre-Sales (+1)



**Mariano Aguirre**

**Presales**  
All Products  
All Countries

**1**  
SDR (New)



**Ana Hilda Rodríguez**



**Alain Ramírez**



**Oscar Gonzalez**

**Developing performance refocusing on NCA and Xsell/Upsell**

# HCM CEGID EXTENDED SERVICES OVERVIEW - LATAM

## Support, Maintenance and Evolution of client parameters/rules

**214**  
clients



**10**  
Countries

Chile, Colombia, Costa Rica,  
Ecuador, El Salvador, Guatemala,  
México, Peru, Uruguay



**Total Rev.\* 2022**  
**15 M€**

*\*Rev. SAAS + Rev. Maintenance +  
Rev Evolutives*



**100**  
FTEs in 2022  
Providing  
services  
(HC)



**+ 600**  
tickets / month

# HCM PROFESSIONAL SERVICES OVERVIEW - LATAM

## Projects Implementation (SaaS Platforms)

Projects and evolutions for Public Customers. Training. Support for BP projects



Core HR  
Payroll multipais LATAM  
Dedicados projects



7

Countries



Medium clients (2000 to 5000 ee)  
Large clients (>5000 ee)



Total Rev. 2022 2.6 M€ (2.5 M€ /2023)  
Rev. SAAS (80%) + Rev. OnPremise (20%)



51

FTEs in 2023  
(36 HC+15 STT)

## Algunas cifras...

**9** PAISES  
IBEROAMERICA 

 **2** NOMINAS  
NUEVAS

**27** MESES DE  
PROYECTO 

 **65k** NPS  
**50** COLABORADORES  
DE CEGID EN EL  
PROYECTO



## Particularidades:

Proyecto Integrado:  
CoreHR y Talento Global  
+ Payroll Local.



PMO a cargo  
de PWC.



Implementación en paralelo  
ERP, Gestor Documental y Field  
Services.



En España migra de PeopelNet  
On-premise.



Apoyo post producción  
extendido 2 meses – Hypercare.

# Proyección VIDEO DE CUSTOMER EXPERIENCE

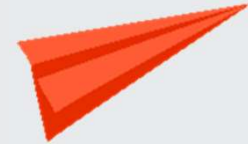
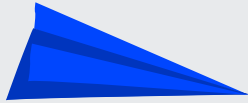


# SALES KICK OFF 2023

SMB & CPA



**José Dionísio**  
CRO



**SALES  
KICK-OFF  
2023**

# 01

## Highlights 2022



**SALES  
KICK-OFF  
2023**

## Highlights 2022

We were  
**15 companies**



We are now  
**8 Business units**

**GSE**  
**ContaSimple**  
**Billage**  
**Ekon**  
**Clube del Asesor**  
**Profiture**  
**Gestiona 3W**  
**Primavera BSS**  
**Primavera AO**  
**Primavera MZ**  
**Primavera Academy**  
**Valuekeep**  
**Eticadata**  
**Saft Online**  
**Cloudware**

**MidMarket Spain**  
**SMB Spain**

**MM | SMB Portugal**  
**ÁFRICA (AO | MZ)**  
**PUBLIC SECTOR Portugal**  
**YET**  
**CMMS**

**Cegid Academy**

**SALES**  
**KICK-OFF**  
**2023**

## Highlights 2022

**We were at the best level in 1st Accountex Spain.**



**We organized a global Partners summit (~600 partners).**



## Highlights 2022

We have launched a Partner Program that regulates the relationship with all partners



And the Partner's extranet that support partners activity.



**SALES  
KICK-OFF  
2023**

## Highlights 2022

- We integrated Cegid Eticadata in Cegid Primavera with great success and harmony.
- We have unified the methodology of Cegid Ekon and Cegid Primavera in the framework of consulting services.
- We have prepared to launch Cegid Academy in Spain - now.

**But mostly...**

## Highlights 2022. WE HAVE ACHIEVED OUR GLOBAL GOALS



Revenue  
**85,6m€**

+ 12.5%



ARR  
**64,1m€**

+ 14.7%



Bookings  
**13,6m€**

+ 7.0%



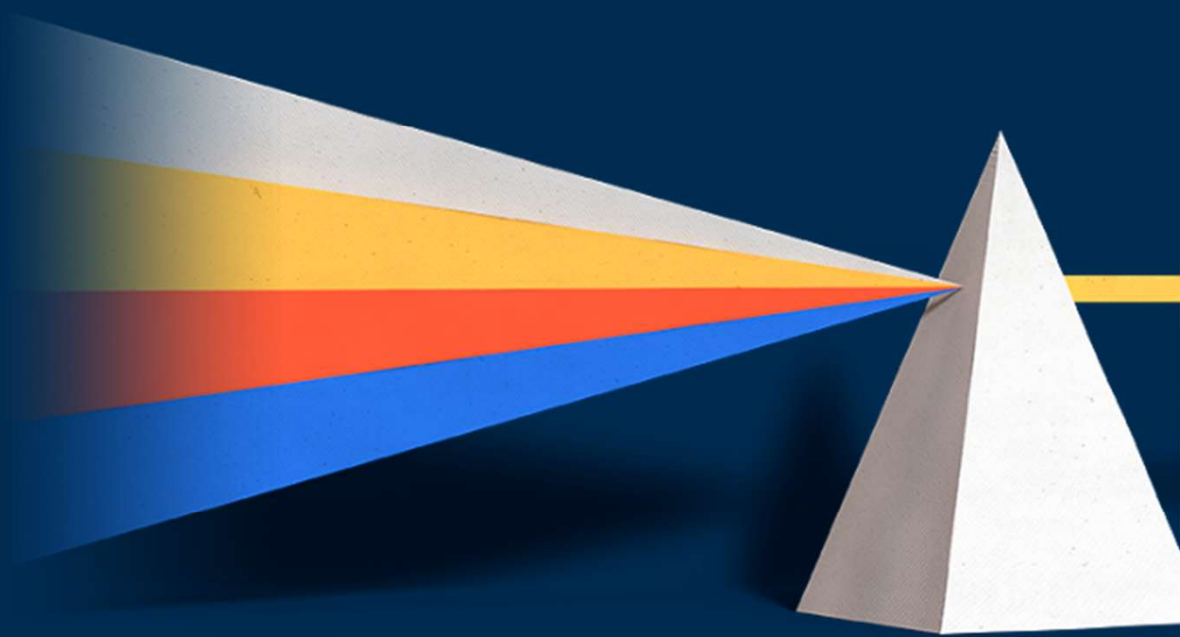
Customers  
**150.810**

+ 14.9%



# 02

## Main Goals for 2023



**SALES  
KICK-OFF  
2023**

## Main KPIs for 2023

### Main KPIs for 2023

~ 12% growth

Revenue	94,8m
ARR	75,4m
Bookings	14,8m
New Logos	12097



**SALES  
KICK-OFF  
2023**

## Key KPIs for 2023 by BU

### MM Spain

Revenue **27,0m**  
ARR **21,1m**  
Bookings **4,3m**  
New Logos **286**

### SMB Spain

Revenue **14,4m**  
ARR **15,7m**  
Bookings **4,7m**  
New Logos **7237**

### PT | CV

Revenue **32,6m**  
ARR **26,0m**  
Bookings **3,2m**  
New Logos **3063**

### ÁFRICA | AO.MZ

Revenue **10,8m**  
ARR **6,6m**  
Bookings **0,9m**  
New Logos **451**

### PUBLIC SECTOR

Revenue **3,5m**  
ARR **1,1m**  
Bookings **0,10m**  
New Logos **10**

### VALUEKEEP

Revenue **2,4m**  
ARR **2,1m**  
Bookings **0,9m**  
New Logos **850**

### CMMS

Revenue **2,9m**  
ARR **2,7m**  
Bookings **0,76m**  
New Logos **200**

### Cegid Academy

Revenue **1,2m**  
ARR **-**  
Bookings **-**  
New Logos **-**



**SALES**  
KICK-OFF  
**2023**

## SMB & CPA – Strategic goals for 2023

**ACHIEVE THE OBJECTIVES FOR THE YEAR, QUARTER BY QUARTER.**

**Convert as quickly as possible, maintenance customers to subscription in PT and AFR**

**Successfully launch the Cegid Ekon offer in Portugal.**

**Prove that it is possible to conquer a MM channel in Spain, conquering much more Partners and significantly increasing the sales made by the channel.**

**SALES  
KICK-OFF  
2023**

## SMB & CPA – Strategic goals for 2023

### **Improve customer satisfaction, in line with Cegid's CX priorities.**

- Develop the Support Center for SMB SP.
- A better Customer Experience to about 30,000 customers.
- Faster on-boarding for more than 7000 new customers that will be won in 2023, only through this BU.
- Good expectation regarding churn rates.

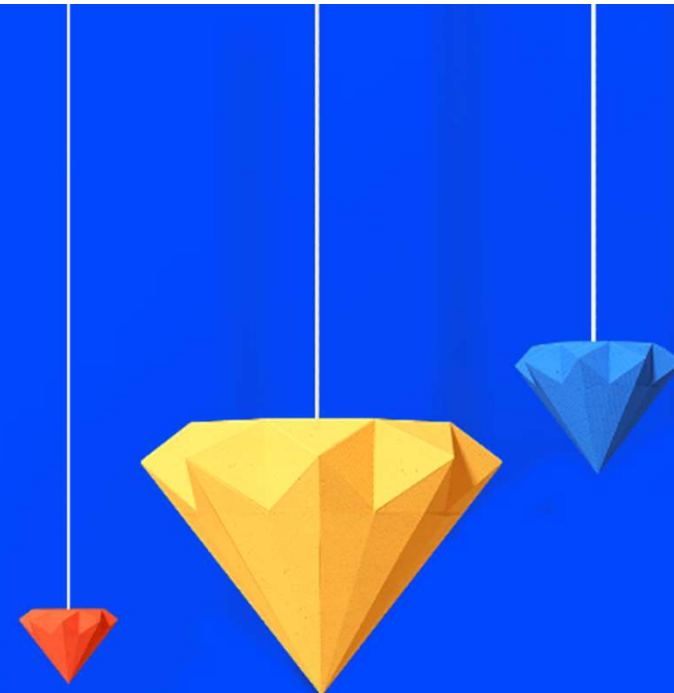
**Act instead of Reacting** - Introduce and harmonize new working tools. One Partners Space for all the channel, CRM for MM, Alarmistic – Tools to help us to accelerate commercial activity and to anticipate critical situations.

Harmonise strategy, practices and metrics related to **Consulting Services**.

**Increase lead generation capacity** by 15% on the part of sales teams.

03

**WHAT WE NEED  
FROM OUR  
COLLEAGUES**



**SALES  
KICK-OFF  
2023**

# From **Marketing**

## New ways to generate leads

What we ask, in order of importance is:

**1.**

**An oiled lead generation machine that everyone understands and believes in.**

**2.**

**Partner Activity Plans.  
Demand its execution.**

**3.**

**Closer proximity to clients and partners. More events, less digital?**

# From **Innovation Factory**

**We are a PRODUCT COMPANY that operates in an extremely competitive market.**

What we ask, in order of importance is:

**1.**

**Product updates with quality.**

**2.**

**Functional evolution of the most important products.  
Known roadmap.**

**3.**

**Introduction of new technologies that allow us to surprise customers.**

# From **People&Culture**

**We don't need more people. We need better prepared people.**

**1.**

**Adequate and differentiating training for the generality of the resources that are part of SMB & CPA.**

# From **Sales Operation and IT**

Correct and timely information

1.

Harmonized  
forecasting tools  
Correct information  
updated daily.

2.

Work tools that help us accelerate  
our work, act instead of reacting.  
**Mkt automation, CRM, billing  
platforms and contract  
management.**

Cegid Forward 2023



**Enrique Sala Pascual**  
**Business Developer Partners and**  
**Alliances**



**SALES**  
**KICK-OFF**  
**2023**

# GETTING TO KNOW EACH OTHER



**SALES  
KICK-OFF  
2023**

An aerial view of a city, likely Madrid, Spain, featuring a mix of classical and modern architecture. The foreground shows a large, ornate building with a curved facade and a sign that says "METRO". The background shows a dense urban landscape with a prominent skyscraper and a clear blue sky with light clouds.

# **SALES KICK OFF 2023**

**Cegid Iberia, LatAm & AfricaPT**

**SALES  
KICK-OFF  
2023**



merci

thank  
you

obrigado

gracias