

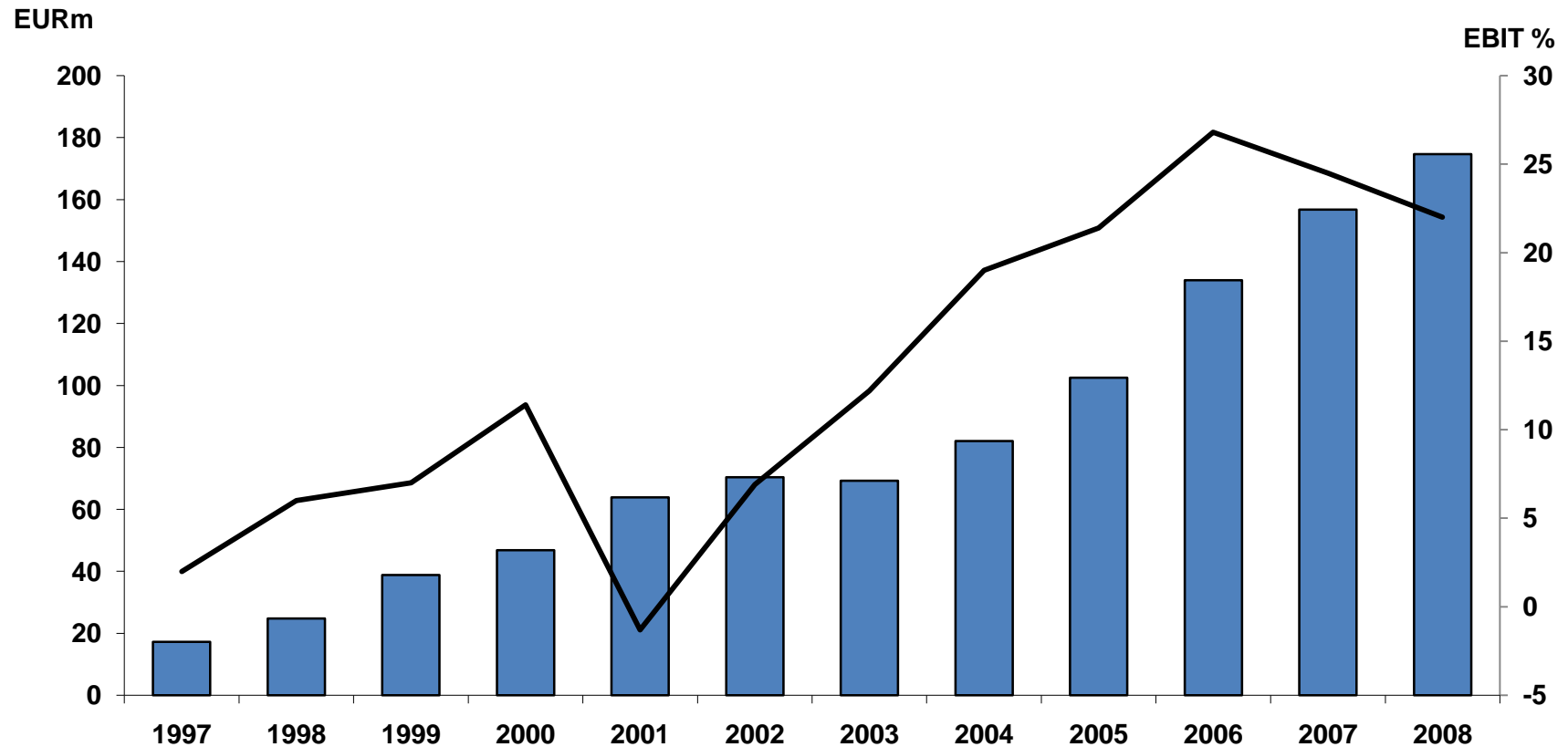
27 MAY 2009

SIMCORP'S CAPITAL MARKET DAY

WELCOME

May 2009

Revenue and EBIT margin 1997 - 2008



Vision and business idea

Business Idea and Vision - SimCorp - Windows Internet Explorer

http://www.simcorp.com/Home/Company/Organisation/BusinessIdea.aspx

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Business Idea and Vision [Print](#)

Standard software solutions

SimCorp supplies a standard software product. This implies that all customers with a SimCorp product use the same software, which offers ample opportunities for adjusting to individual customer requirements. SimCorp's standard software concept ensures efficient product development, fast delivery of new functionality and high product quality.

Financial know-how

In-depth and up-to-date knowledge of financial theory and practice is one of SimCorp's most important competitive strengths. This insight into financial issues, combined with in-depth knowledge of customers' business processes, enables SimCorp's products and services to create value for customers.

Long-term relationships with customers

SimCorp provides solutions that support customers' central business processes. Therefore it is vital to both SimCorp and its customers that SimCorp as a reliable business partner is able to build long-term relationships with its customers.

Vision

SimCorp is recognised as a major global provider of comprehensive software solutions and associated financial knowledge, as well as a company where professionals are proud to work

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Company overview

- [Business Idea](#)
- [Strategy](#)
- [Management](#)
- [Board of Directors](#)

Latest News

May 13, 2009
Presentation of SimCorp's interim report for the three months ended 31 March 2009

May 13, 2009
Presentation of SimCorps delårsrapport pr. 31. marts 2009

Apr 30, 2009
Provincial Rheinland Insurance vælger SimCorp Dimension

[More news](#)

Internet 100%

SimCorp history

SimCorp Dimension era

- 2007 SimCorp sells IT2
- 2003 *SimCorp Dimension*
- 2000 TMS2000 full
- 1999 IT2 acc... substitute TRACTS
- 1998 T... most important product
- 1997 S... Actuarial department

Gaining Momentum

- 1996 Official launch
- 1996 First TMS
- 1995 TMS development intensified

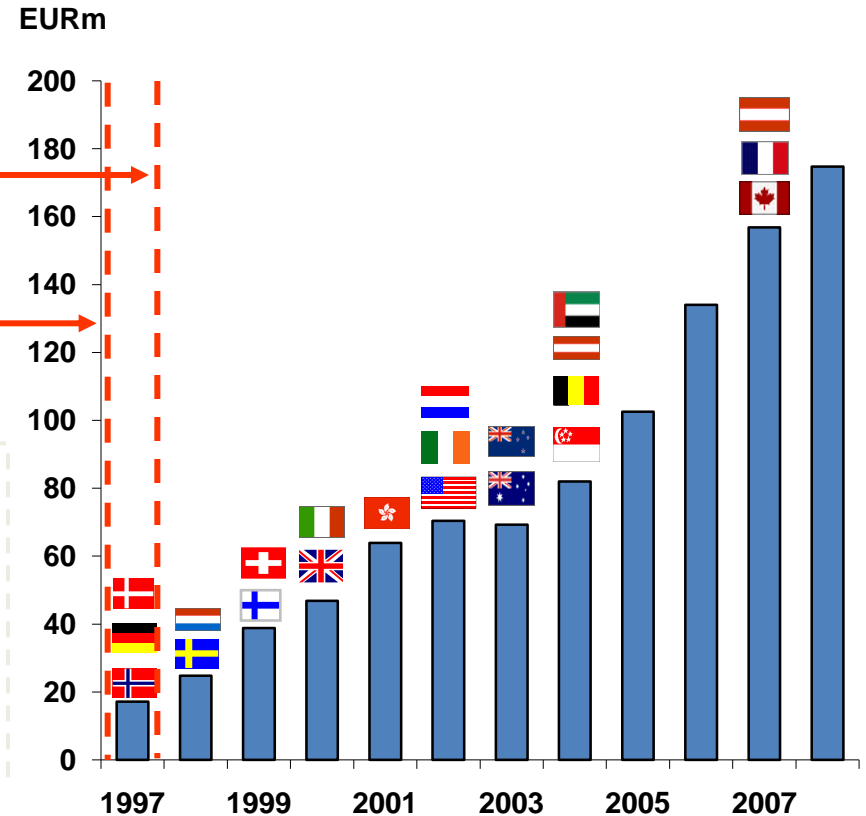
Going Global

Customised software

- Getting Focused
- 1991 Risk management
- 1990 Financial analysis
- 1985 Building... systems
- Market... systems
- Pricing models for derivatives
- Treasury systems

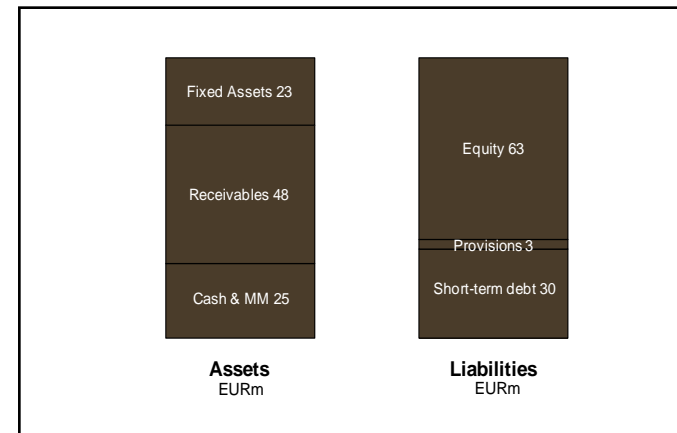
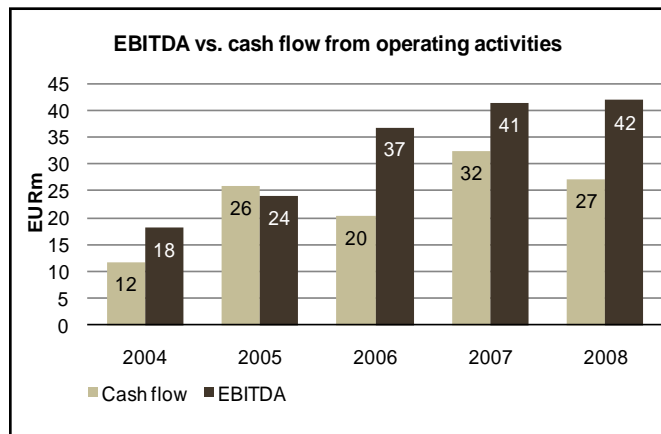
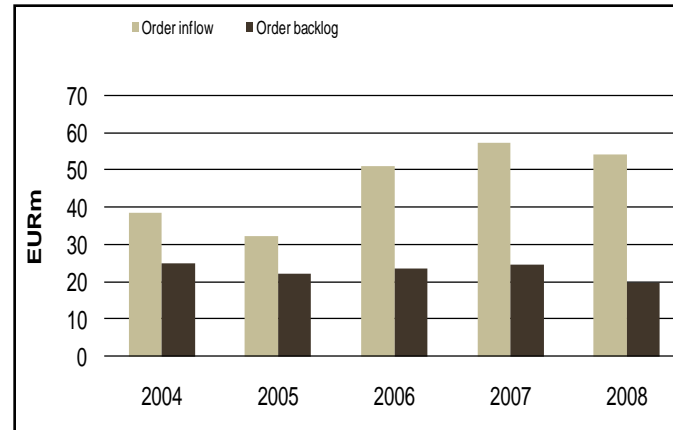
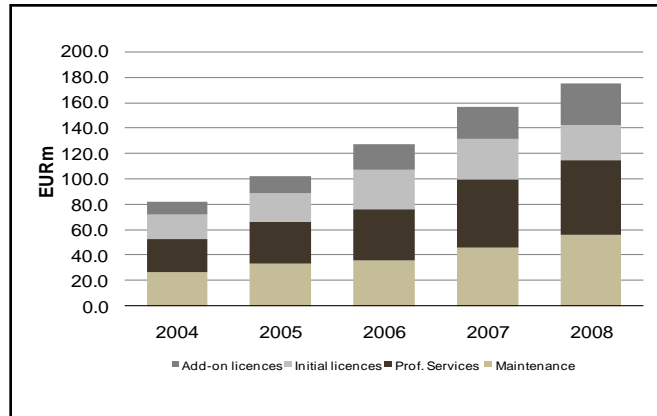
Getting Focused

10 Years Revenue Development



Financial performance over 5 years

- *Consistent strong financial results – profitable growth*
- *Strong cash flow and balance sheet*



Robust business growth

- Consistent execution of SimCorp's business model
- Significantly improved financial performance
- Strong organic growth (20% CAGR)
- Successful penetration of new markets – focus and commitment
- R&D investments increased significantly
- More business with existing customers

northern rock

NYSE

Merrill Lynch

A changing market environment

- Financial turmoil gives new challenges
- More rigid requirements from regulators and financial authorities
- Stronger focus on operation from top management

Will change the agenda in the asset management industry

- Risk mitigation
- Operational efficiency and effective cost management
- Scalability in operation



SimCorp

May 2009

TRICHET

BERNANKE



A structural approach to future growth

- SimCorps business model and overall strategies has proven very robust to changes in market conditions:
 - Commitment to geographies/segments/customers
 - Existing customers providing a strong recurring business
 - Offering a unique mission critical enterprise solution
 - High R&D investments and 2 new versions every year
 - Focus on referenceable customer base
 - Continuously developing employees

27 MAY 2009

Programme

Welcome

Peter L. Ravn, CEO

A long-term strategy – a robust business

Torben B. Munch, Executive Vice President

SimCorp's product positioning

Marc Schröter, Vice President, Strategic Research

North America, challenges and opportunities

David Kubersky, Senior Vice President, SimCorp USA Inc.

SimCorp's StrategyLab, the foundation of a research institution

Lars Bjørn Falkenberg, Vice President, Global Marketing

Wrap-up

Peter L. Ravn, CEO.

Lunch