Revenue and EBIT margin 1997 - 2008
Vision and business idea

SimCorp supplies a standard software product. This implies that all customers with a SimCorp product use the same software, which offers simple 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.
SimCorp history

- **SimCorp Dimension era**
  - 2007: SimCorp sells IT2
  - 2003: *SimCorp Dimension*
  - 2000: TMS2000 full implementation
  - 1999: IT2 acquired to substitute TRACTS
  - 1998: TMS2000 most important product
  - 1997: Sale of Actuarial department

- **Customised software**
  - 1991: Risk management and customisations
  - 1990: Financial analytics and library
  - 1985: Building society systems

- **Getting Focused**
  - 1996: Official launch of Global
  - 1995: TMS2000 development intensified

**10 Years Revenue Development**

- EURm
- 2007: 180
- 2005: 160
- 2003: 140
- 2001: 120
- 1999: 100
- 1997: 80

- **Gaining Momentum**
- **Going Global**
- **Getting Focused**

May 2009
Financial performance over 5 years

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

![Graph showing 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
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
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
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