

**RIBA MUNDO**  
t e c n o l o g í a



# Presentation

*NextGems 2024*

October 2024

Strictly Private and Confidential

# A successful IPO

Listed on the EGM in July 2023 – First Spanish company ever to be listed in Italy



Deal Structure	Funds Raised*	5.2€/mln
	Market	Euronext Growth Milan
	IPO Market Cap.**	€40 mln
	Lock Up	18 months
	First Trading Day	28 <sup>th</sup> July 2023

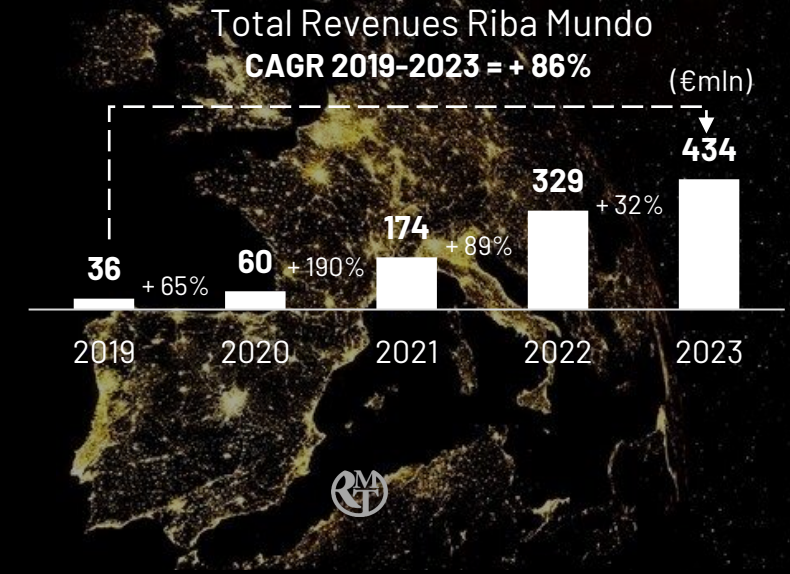
\*Major shareholder Marco Dezi sold shares (IPO) and invested the funds raised in Riba Mundo (capital increase after the IPO)

\*\*The figure does not include the €5.2 mln capital increase successfully completed after the IPO

# Riba Mundo «at a glance»

The Big Data Company for Global Commerce

- **Riba Mundo Tecnología** is a **Big Data Multinational Company** incorporated in September 2018 and headquartered in Valencia (Spain).
- The Company launched its **proprietary big data software, MarVin, to radically change Business-to-Business (B2B) in the global consumer electronics, experiencing an impressive growth ever since (86% CAGR Revenues 2019 – 2023).**
- The Company bridges the global gap between top Vendors/Wholesalers and the local Retailers/e-Tailers or Resellers of consumer electronics in **45 countries around the world, reporting 80% of revenues abroad in 2023.**
- After already breaking into the Toys commerce, **Riba Mundo's Mission is to extend data analytics approach to global commerce in other industries (the "White goods" segment of Consumer Electronics, Pharma and Parapharmaceuticals and Beauty & Healthcare are the next target in the near term), further consolidating its global footprint and building up its unique omnichannel global commerce network in the long run.**



**434€/Mln**  
Revenues FY 2023



**80%**  
%Export FY 2023



**4,500 sqm**  
Warehouse Area



**+6,000 SKUs**  
Products Catalog

# Our Software: Marvin

Data Analytics & Data-driven Management System

## Global Big Data Analytics

### Global Big Data Analytics

Real time visibility on demand-offer dynamic of products' pricing and stock worldwide

### Decision-making on Data Analytics

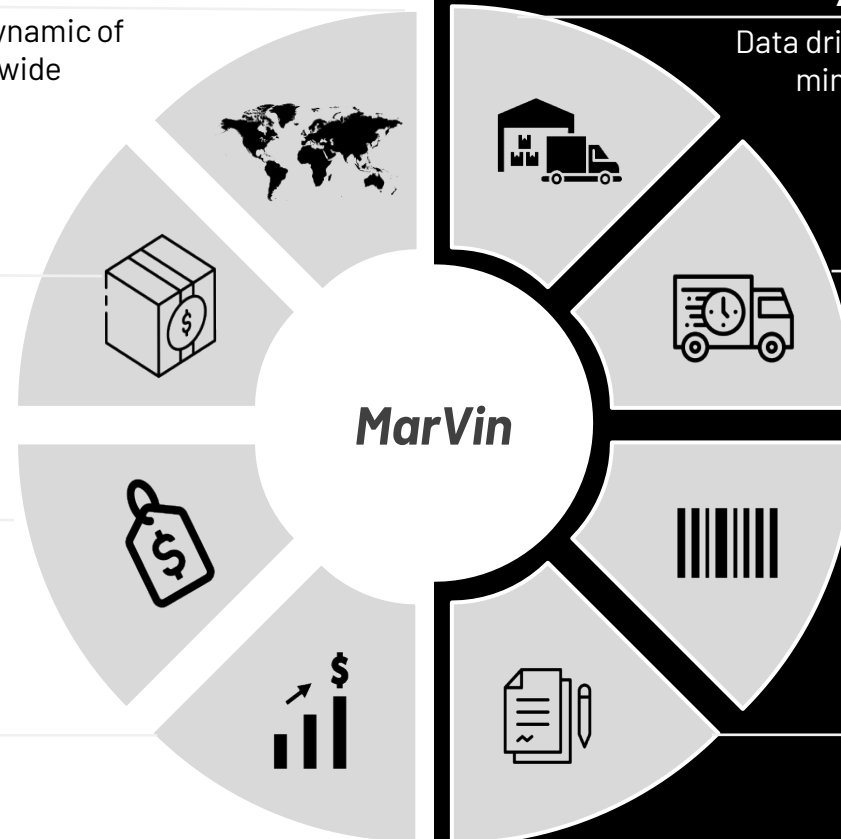
Real time processing of buying and selling opportunities worldwide

### Optimal Pricing & Allocation

Optimal pricing and stock allocation whatever the market trends

### Data-driven Market Forecast

Data empowered algorithmic forecast of pricing/stock trends



## Management System

### Accelerated Inventory Rotation

Data driven accelerated inventory rotation and minimization of "out of stocks" orders

### Efficient Inventory Management

MarVin-linked inbound and outbound flows of goods accelerating pick ups

### Transport Cost Minimization

Shipping processes optimization thanks to international courier express costs monitoring

### Business Process Automation

Highly enhanced business process automation and minimization of Sales Accounts discretion

# Our Software: How it works

Marvin's key figures and business process

**15** Minutes  
Real time pricing update every 15 minutes

**+130**  
Brands

**45**  
Countries

**7**  
Languages



**1**  
Market Trend Analysis  
(Real time pricing and stock list worldwide)

**2**  
Optimal stock and turnover analysis for each product

**3**  
Shipping & Logistic optimization

**4**  
Real time pricing update and management of products turnover

**5**  
Clients' API & Strategic Support

**6**  
- Sale and Transport  
- Dropshipping



**+1,000**  
Costumers

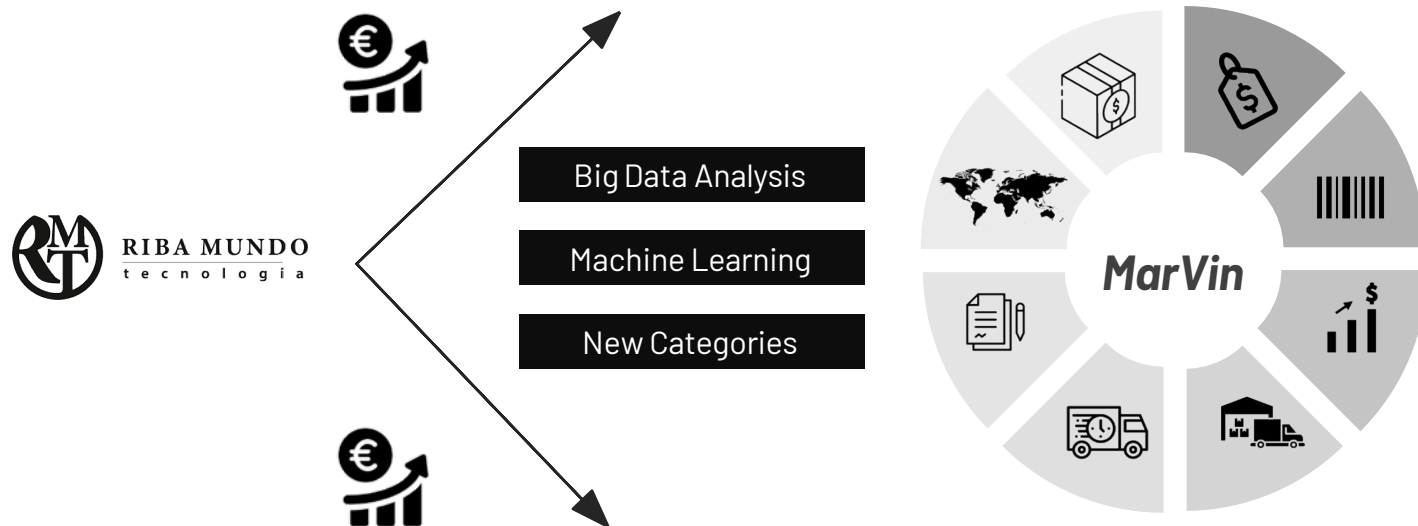
- Express Delivery
- Competitive Prices
- +5,000 SKUs

# Our Tech Focus

R&D

Every year Riba Mundo invests heavily to upgrade MarVin to preserve its computing power and adapt its algorithms to the big data ecosystem

80 - 120  
Riba Mundo  
Average monthly software updates



€ 5.9 mln

Riba Mundo

R&D Expenditures

FY 2018 - H1 2024\*

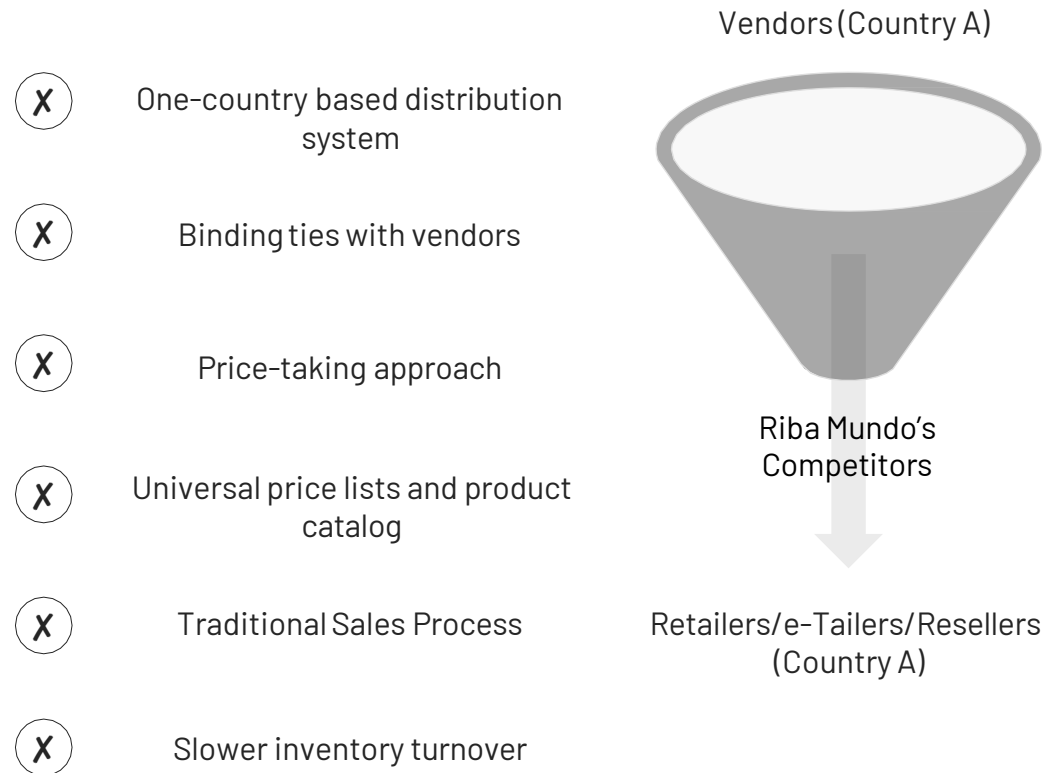
Source: Riba Mundo's Management

\*Data updated as of June 30th, 2024. It includes both capitalized and P&L expenditures in R&D

# Our Revolution in Global Commerce

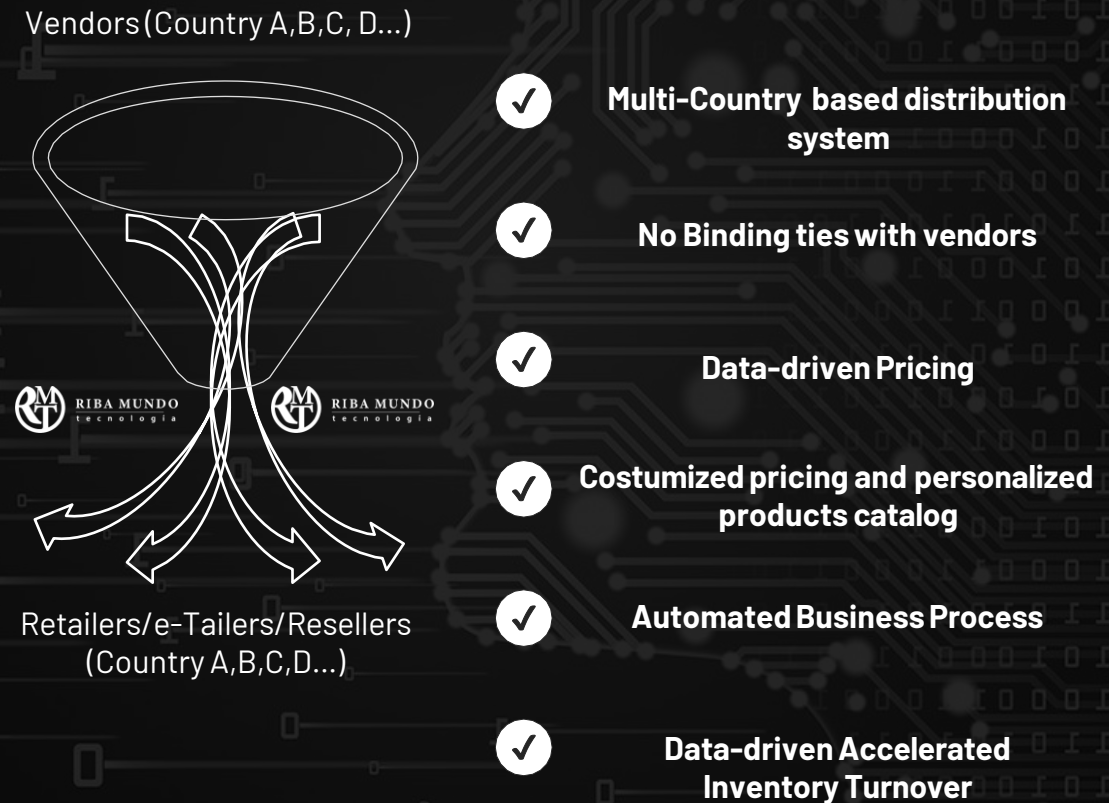
Our new worldwide paradigm in the commerce of consumer goods

## COMPETITORS' TRADITIONAL BUSINESS MODEL



VS

## RIBA MUNDO'S DATA DRIVEN BUSINESS MODEL

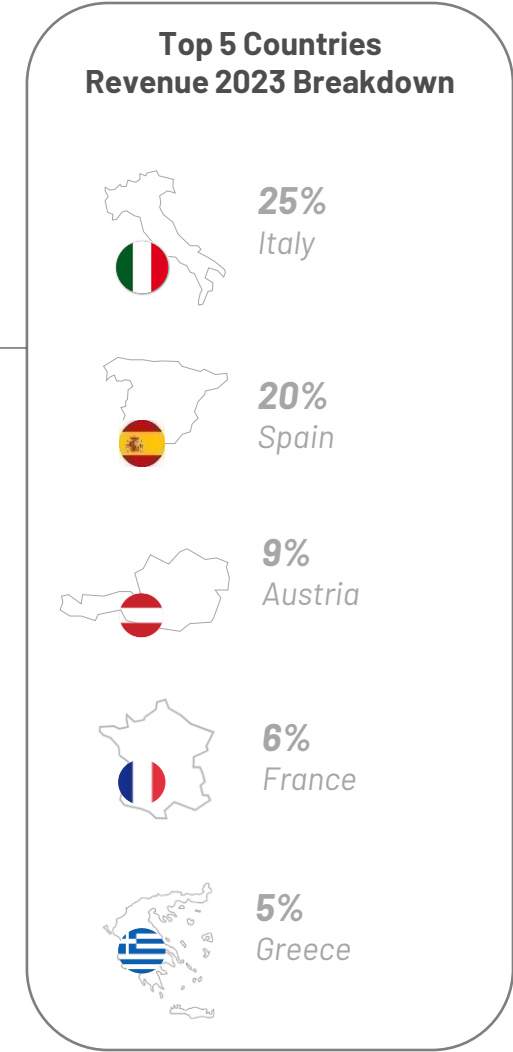
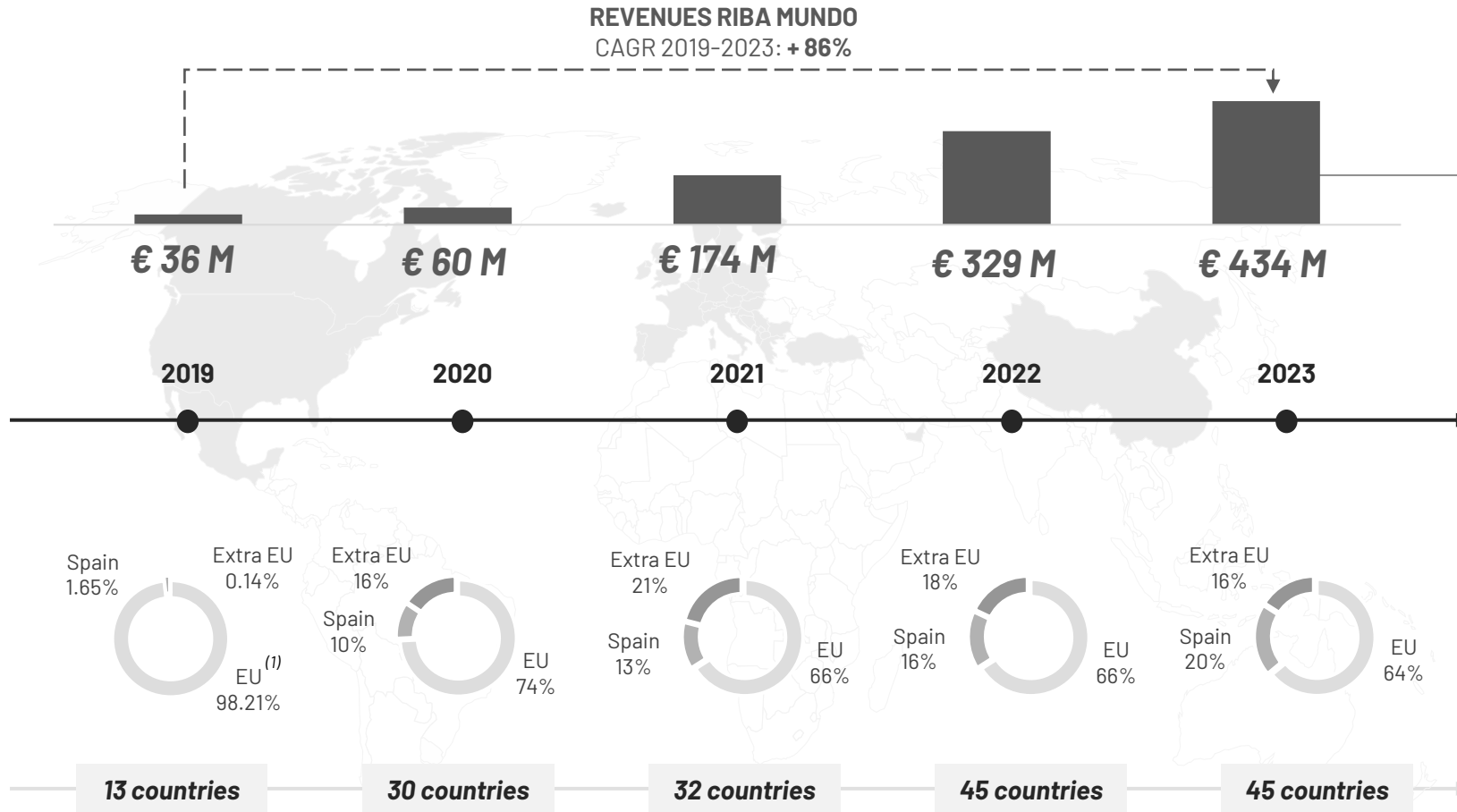


# Our Global Footprint

Uncontested international business perspective

Riba Mundo served **more than 45 countries in FY 2023**.

In addition to all European countries, key countries include United Kingdom, the United States and the United Arab Emirates



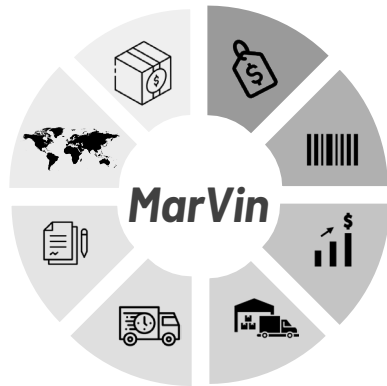
Note: (1) Please note that for FY 2019 and FY 2020, EU includes all countries within geographical Europe, whilst for FY 2021, FY 2022 and FY 2023 EU includes only countries in European Union

Source: Riba Mundo's Management, Annual Report 2019 Spanish GAAP, Annual Report 2019/2020 not audited; Annual Report 2021/2022 (fully audited), 2023 still not audited, Annual Report 2020/2021/2022 & 2023 IAS/IFRS

# Our Competitive Advantage

A disruptor data driven player which is revolutionizing global commerce

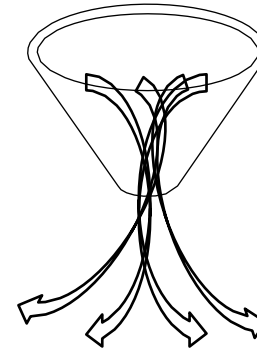
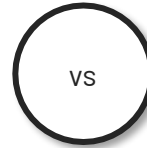
## SOFTWARE SUPREMACY



+

## DIFFERENT BUSINESS MODEL

Riba Mundo's  
Competitors



+

## GLOBAL FOOTPRINT



## COMPETITIVE ADVANTAGES

**1. Dynamic approach: opportunity to exploit market ups and downs**

**2. Higher diversification and lower risks**

**3. Open to new product categories with higher margins**

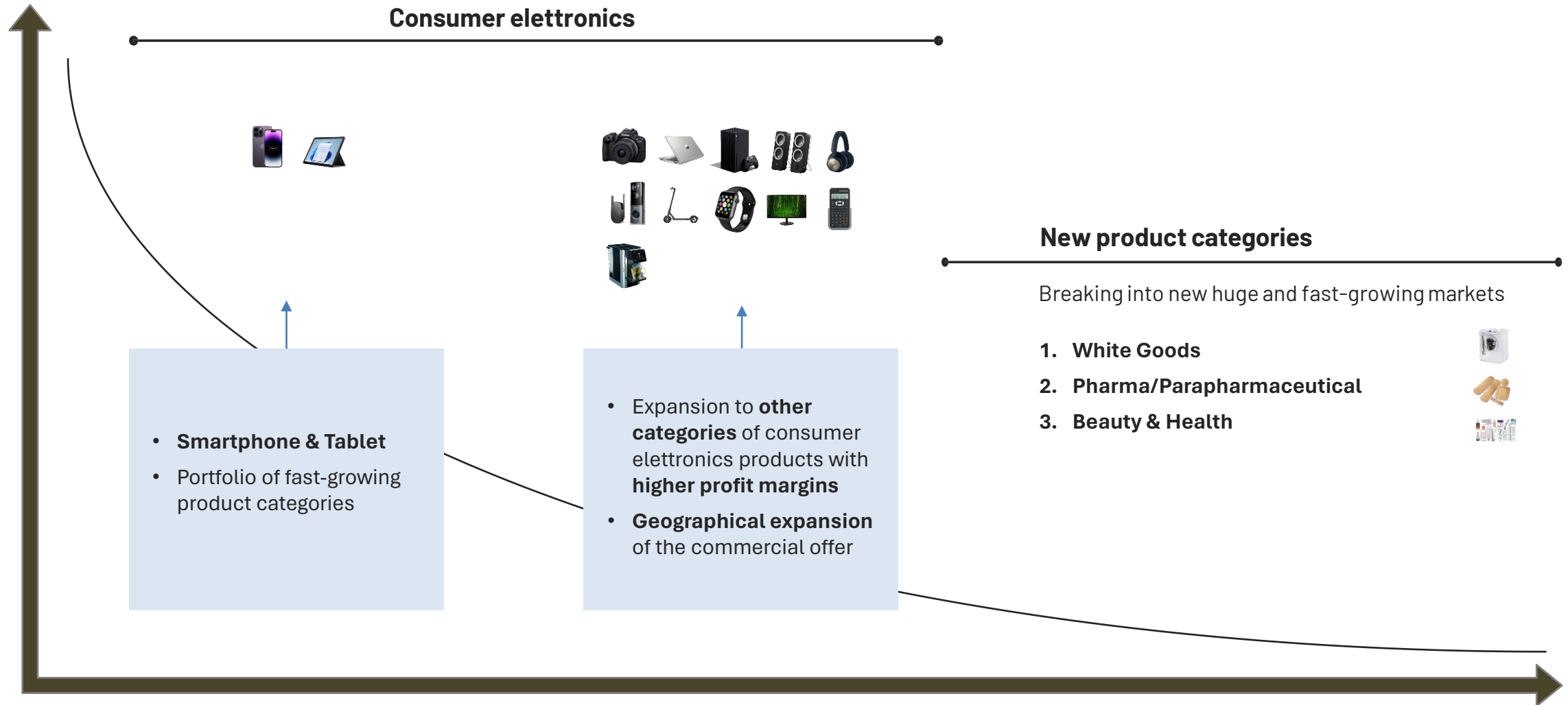
**4. Higher margins than competitors (even much bigger ones)**

**5. Light and high scalable model (lower costs to scale)**

**6. Key element of the supply chain of many clients**

# Our Strategy

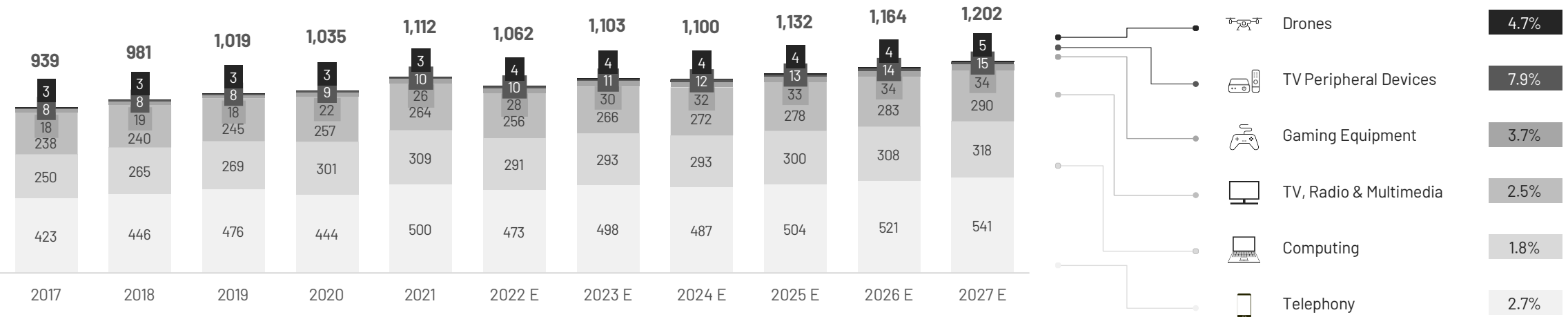
Launch of our extremely scalable business model to the whole spectrum of consumer goods



# Our Huge Total Addressable Markets

From consumer electronics to the whole spectrum of consumer goods

Turnover Consumer Electronics By Segment (\$/Bn)



## Key Market Drivers for Consumer Electronics in the next years

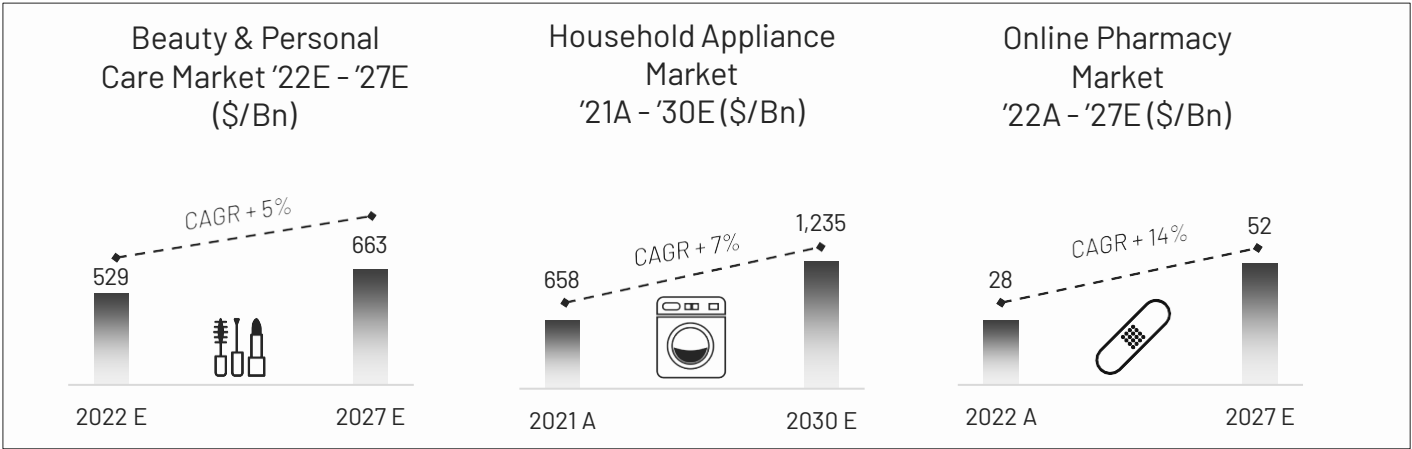
**1** Increase in IoT connected devices

➤ There will be almost **30 billion objects connected to the IoT by 2030.**

**2** 5G network

➤ The **5G network will be a key enabler considering its features** (i.e.: fast download times, low latency, high speed connections).

## Perspective addressable markets



Source: Statista, Consumer Electronics Worldwide, December 2022; Statista, Beauty & Personal Care Worldwide, December 2022; Statista, IoT Worldwide, December 2022; Straits Research, White Goods Market 2021; Statista, Online Pharmacy Worldwide, April 2023

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# Group Overview

## Product Offering

1.  
Smartphone



2.  
Computing



3.  
Gaming



4.  
Smartwatch



5.  
Speakers



6.  
Headphones



7.  
Office Supplies



8.  
Home and  
Ecosystem



9.  
Household  
Appliances



10.  
Personal  
Technology



11.  
Photo and Video



12.  
Tablet



13.  
Toys

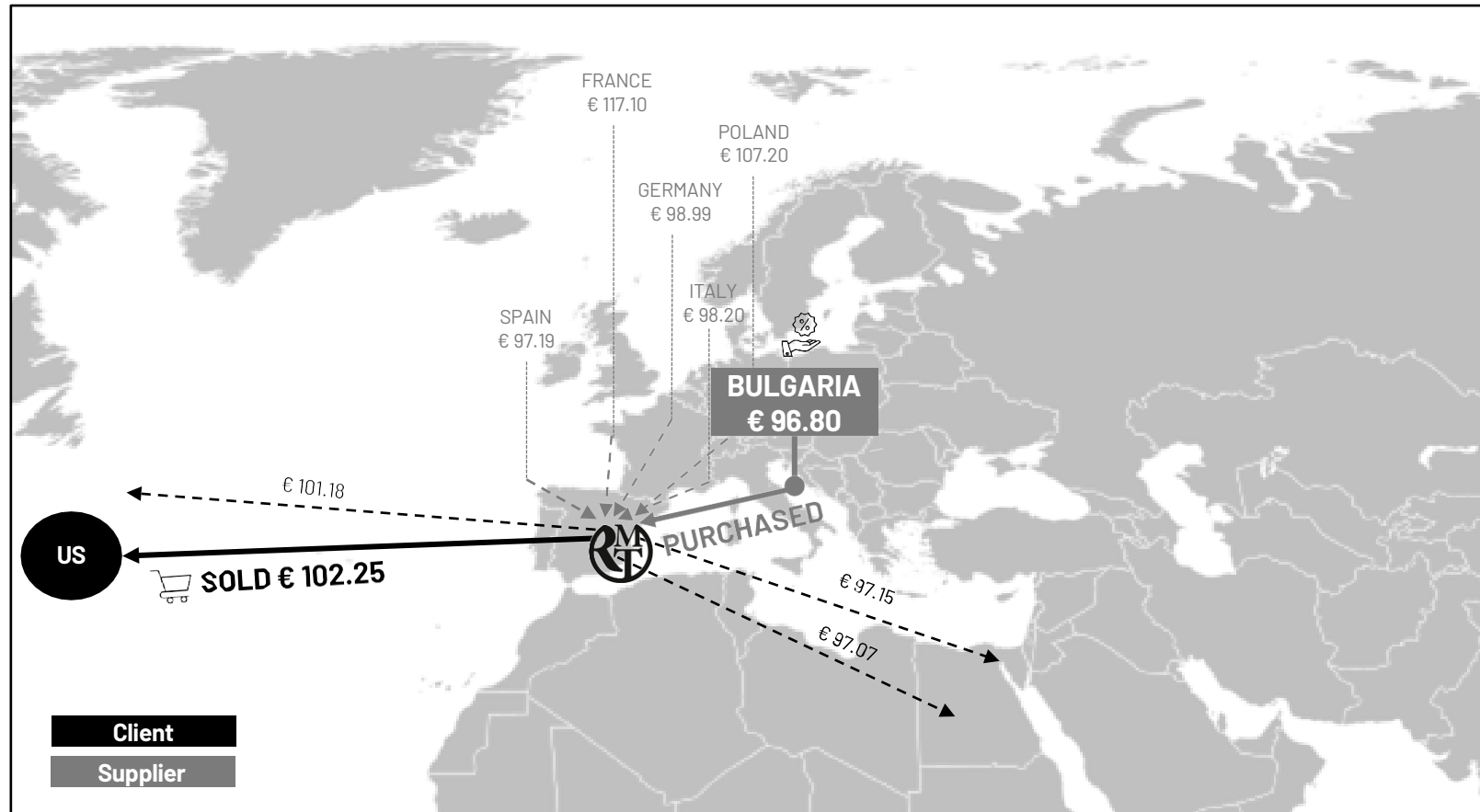


14.  
TV & Accessories



# Group Overview

## Optimal Pricing & Allocation - Case Study: Motorola



**Motorola Moto e7 Power**  
Smartphone 64GB,  
4GB RAM, Dual SIM, Red



**Supplier:** Bulgaria  
**Purchase Price:** 96.80 €

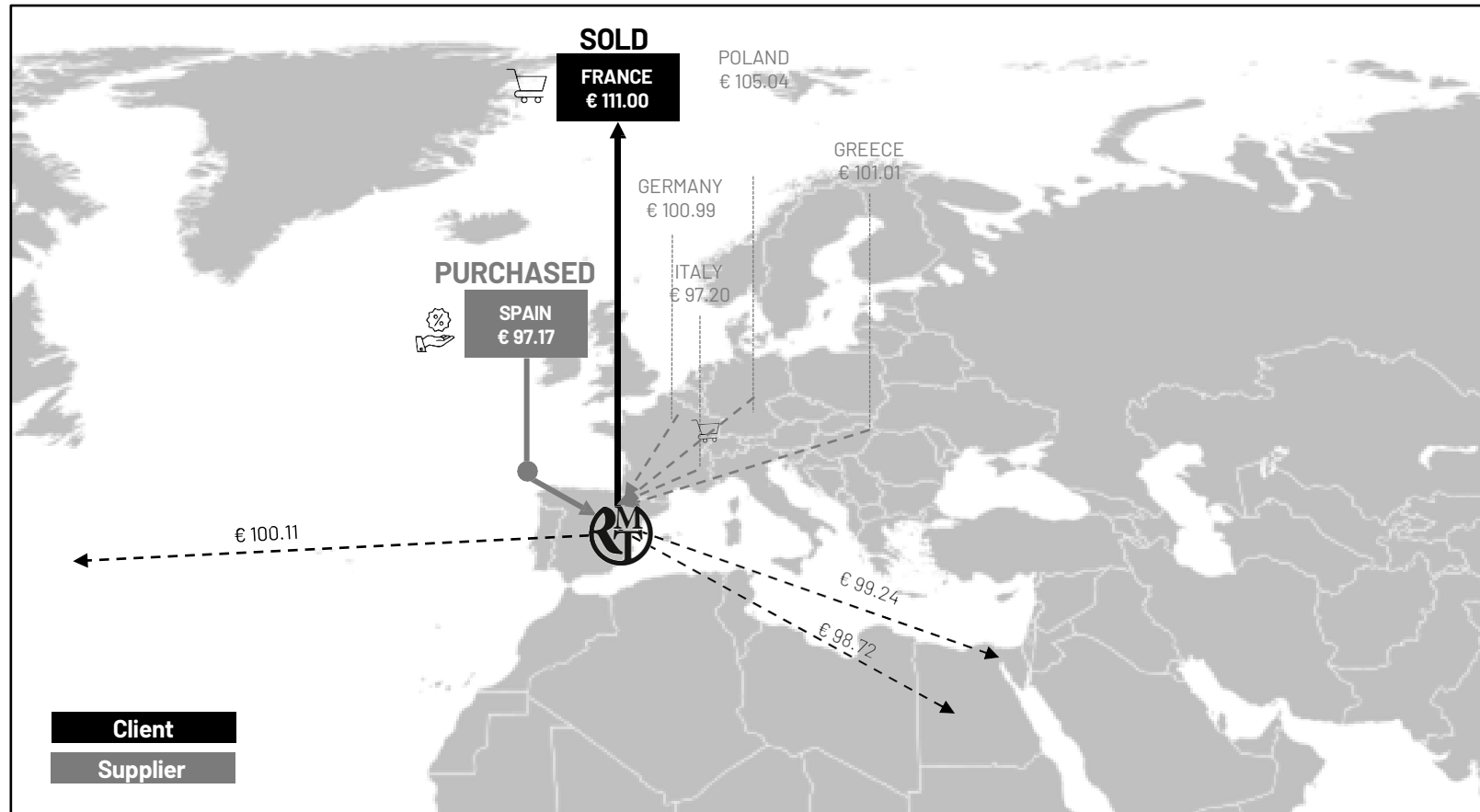
**Client:** US  
**Selling Price:** 102.25 €

≡  
**Margin:** 5.3%

Data-empowered global transaction from the Supplier in Bulgaria to the Final Customer in North America(US)

# Group Overview

## Optimal Pricing & Allocation – Case Study: Smeg



**SMEG Electric Kettle**  
KLF04PGEU, 7 Cups,  
Pastel Green



**Supplier:** Spain

**Purchase Price:** 97.17 €

**Client:** France

**Selling Price:** 111.00 €

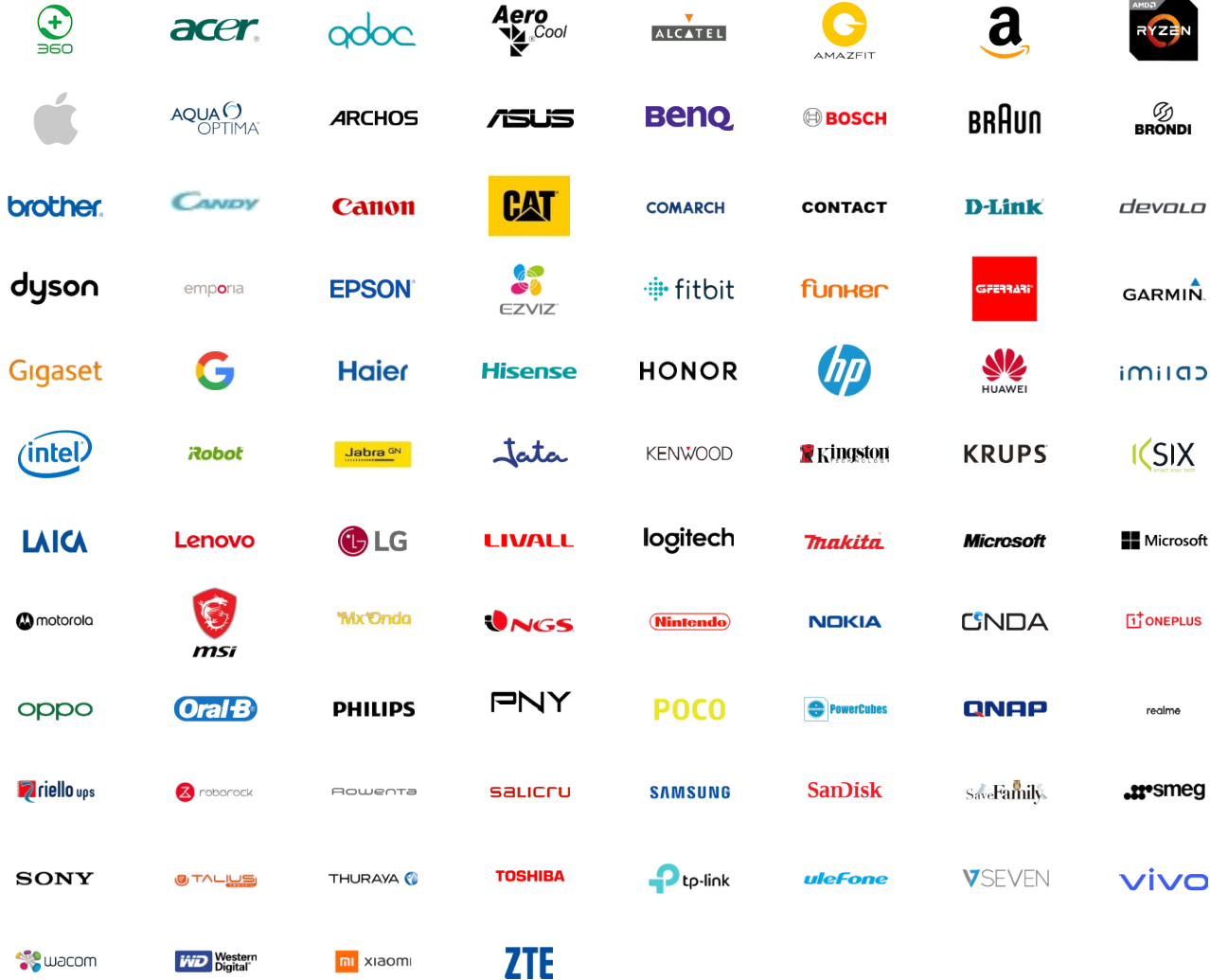


**Margin:** 12.5%

Data Empowered intra-EU Transaction from the Supplier in Spain to the Final Customer in France

# Group Overview

## Key Brands

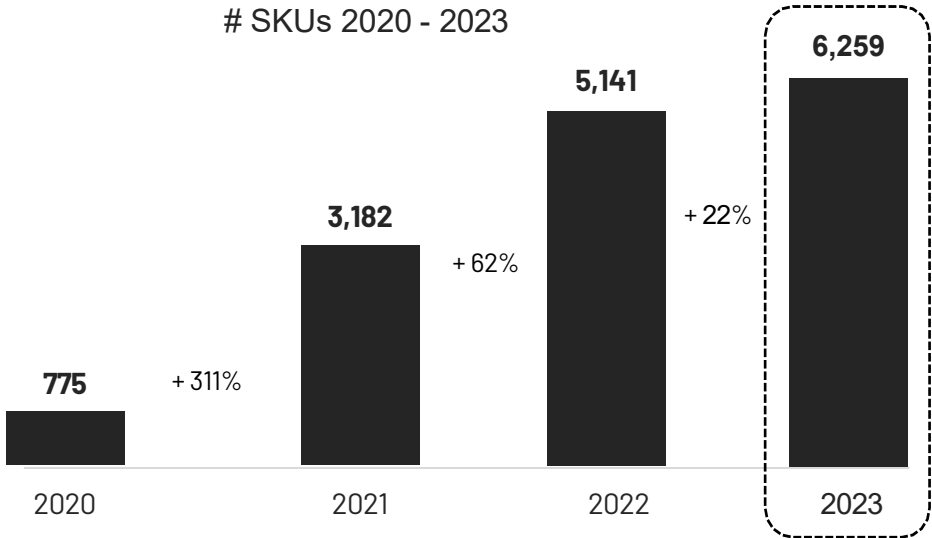


**+300 brands**

**#344 Brands in stock in 2023**

**+6,000 SKUs**


**SKUs in products catalog**



Source: Riba Mundo's Management

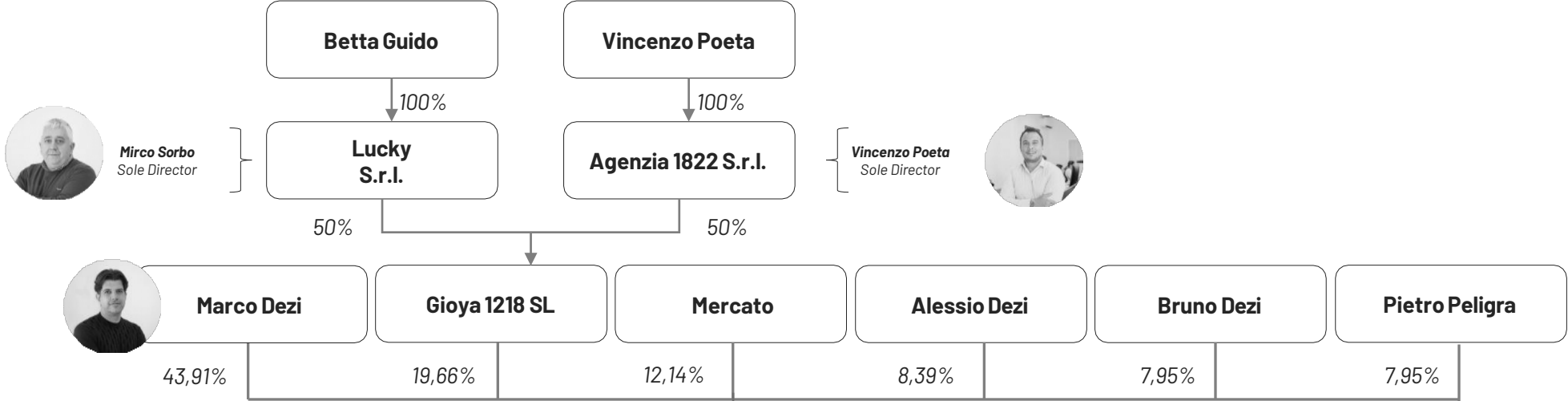
# Group Overview

## Shareholders and Group Structure




### Board of Directors

- Marco Dezi  
Chairman & CEO
- Jose Pinera Lopez  
Secretary & CFO
- Andrea Dezi  
Director
- Vincenzo Poeta  
Director
- Maurizio Bernardo  
Independent Director

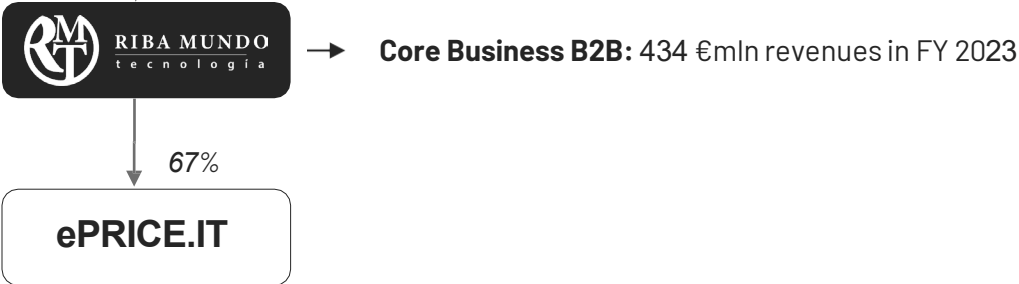



### Audit Firm

### Investor Relator

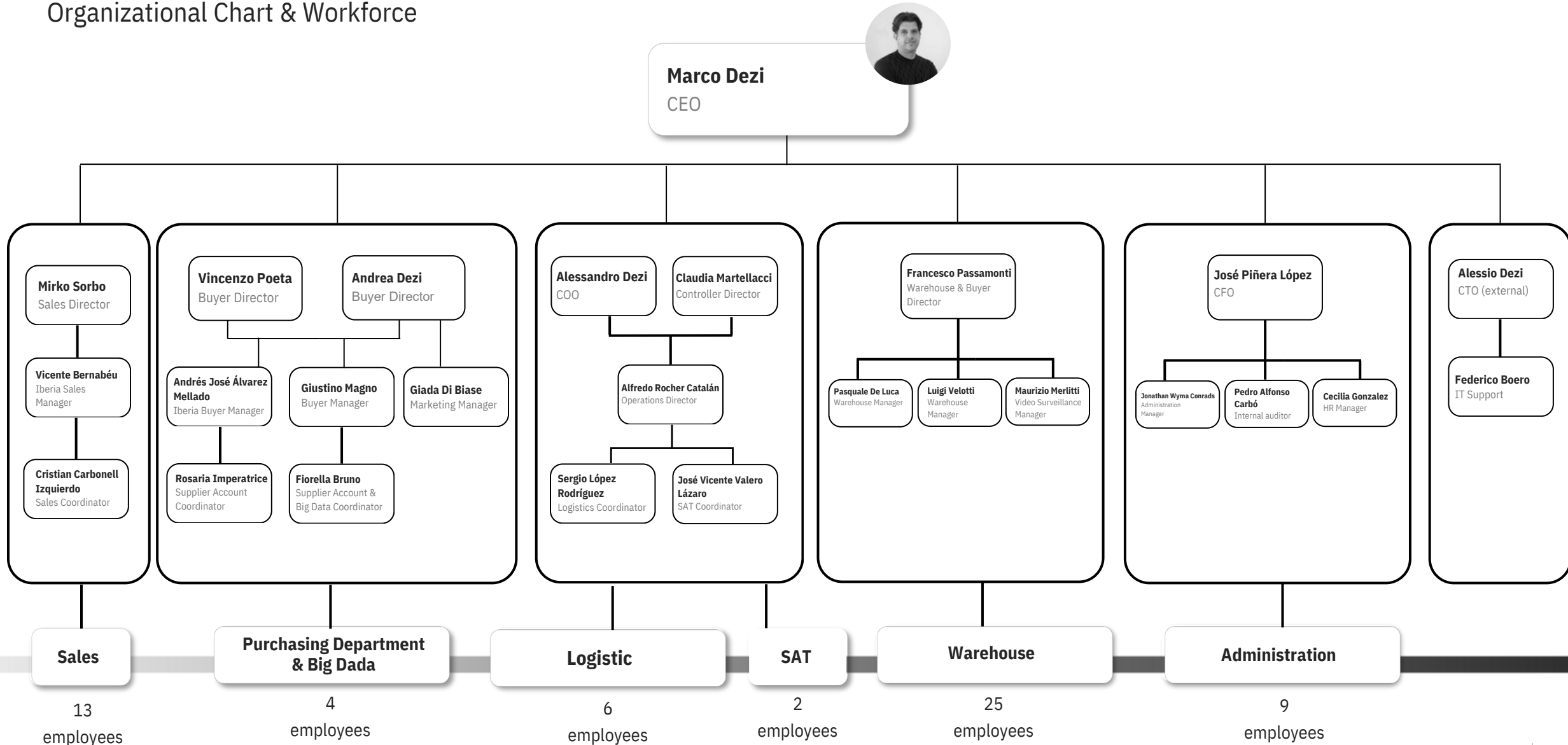
Claudia Martellacci



Source: Riba Mundo's Management

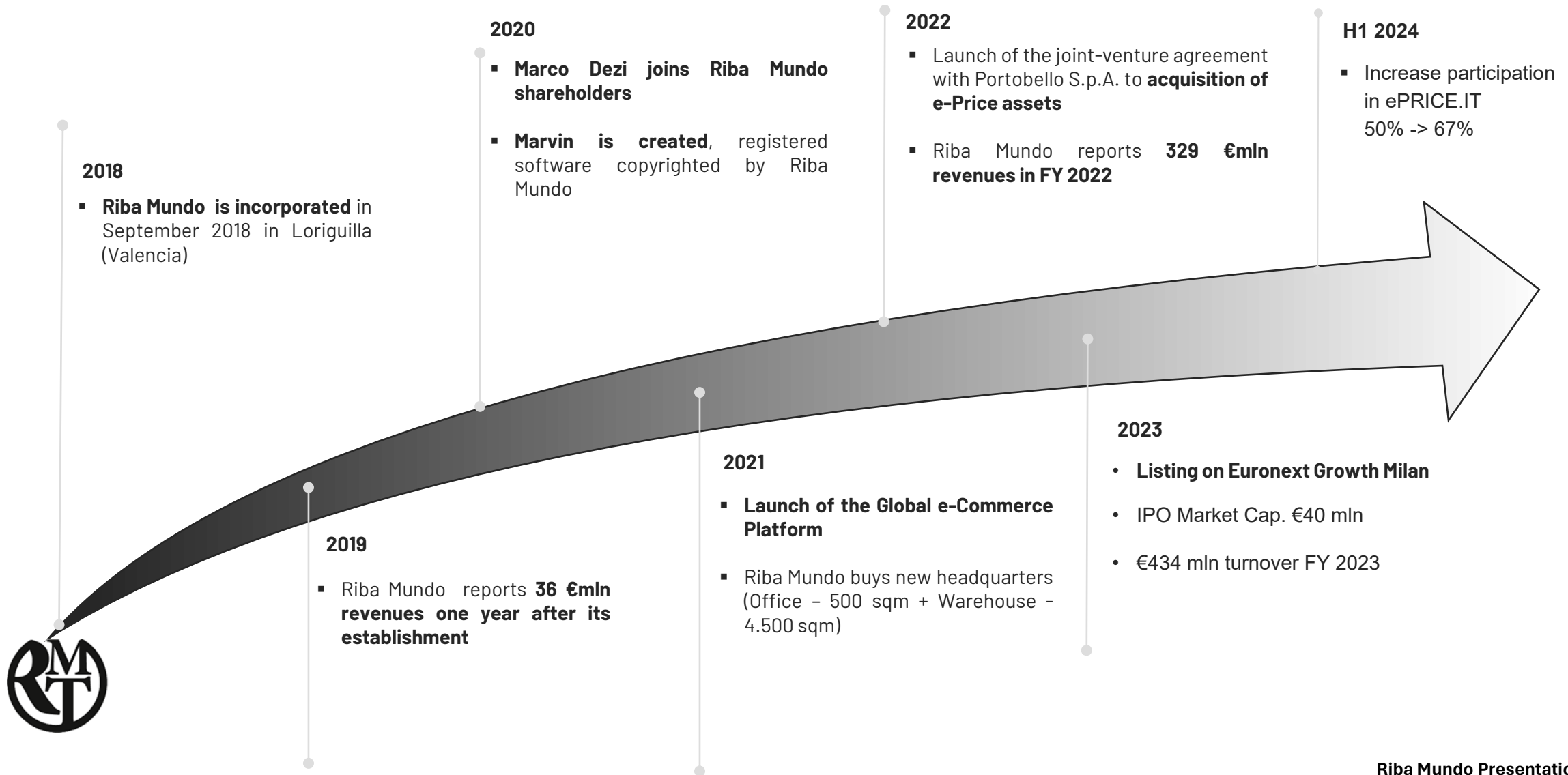
# Group Overview

## Organizational Chart & Workforce



# Group Overview

## Key Milestone



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# Business Model

## Value Chain

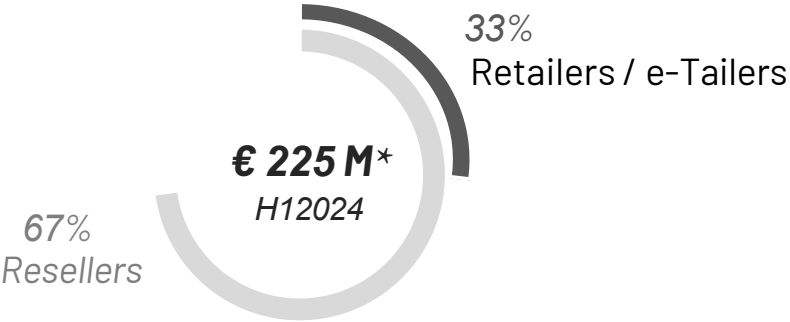
Data-driven Player in the Global Commerce B2B of Consumer Electronics



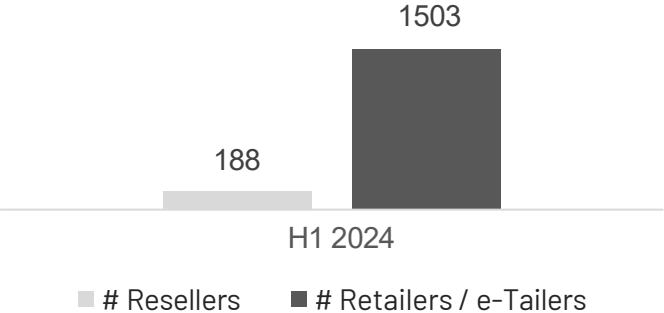
# Business Model

Value Chain: Global Costumers

## Revenues Breakdown by Customer Category (H1 2024)



## #Customers by Category (H1 2024)



## Company's Ongoing Strategy

Strategic repositioning from Resellers



To Retailers/e-Tailers



- Revenues from Retailers / e-Tailers was equal to around €74 mln (~ 33%) in H1 2024 while Resellers accounted for around €151 mln (~67%) in the same H12024.
- In H12024, Resellers in Costumer Portfolio were 188 while Retailers / e-Tailers numbered 1503.
- Riba Mundo's strategy is focused on increasing the weigh of Retailers/e-Tailers on Revenues in the next years to further improve profitability.

\*calculated on Revenues 1H 2024 gross of customers' refunding and excluding e-Price's Revenues  
Source: Riba Mundo's Management

# Business Model

Riba Mundo's Big Data Ecosystem



## Supply - Side Massive Data Collection

## Demand - Side Massive Data Collection

Global Suppliers Interface

Global Customers Interface

Proprietary Supply Platform  
"Want to Buy"

Global Specialized  
Platforms B2B

Big Data Ecosystem

Proprietary E-Commerce B2B  
Platform

Global Specialized  
Platforms B2B

Online



R&D



Global Online Advertising



Enhanced Data Analytics

Traditional Buyers Network

Global Events & Exhibition

R&D

Traditional Sales Network

Global Events & Exhibition

Traditional

Vincenzo Poeta    Francesco Passamonti    Andrea Dezi



Buyer Director    Senior Buyer    Senior Buyer

4 Buyer Accounts



Mirco Sorbo

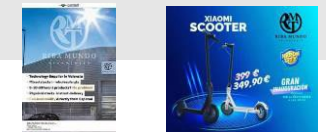


Sales Director

11 Sales Accounts



Global Offline Advertising

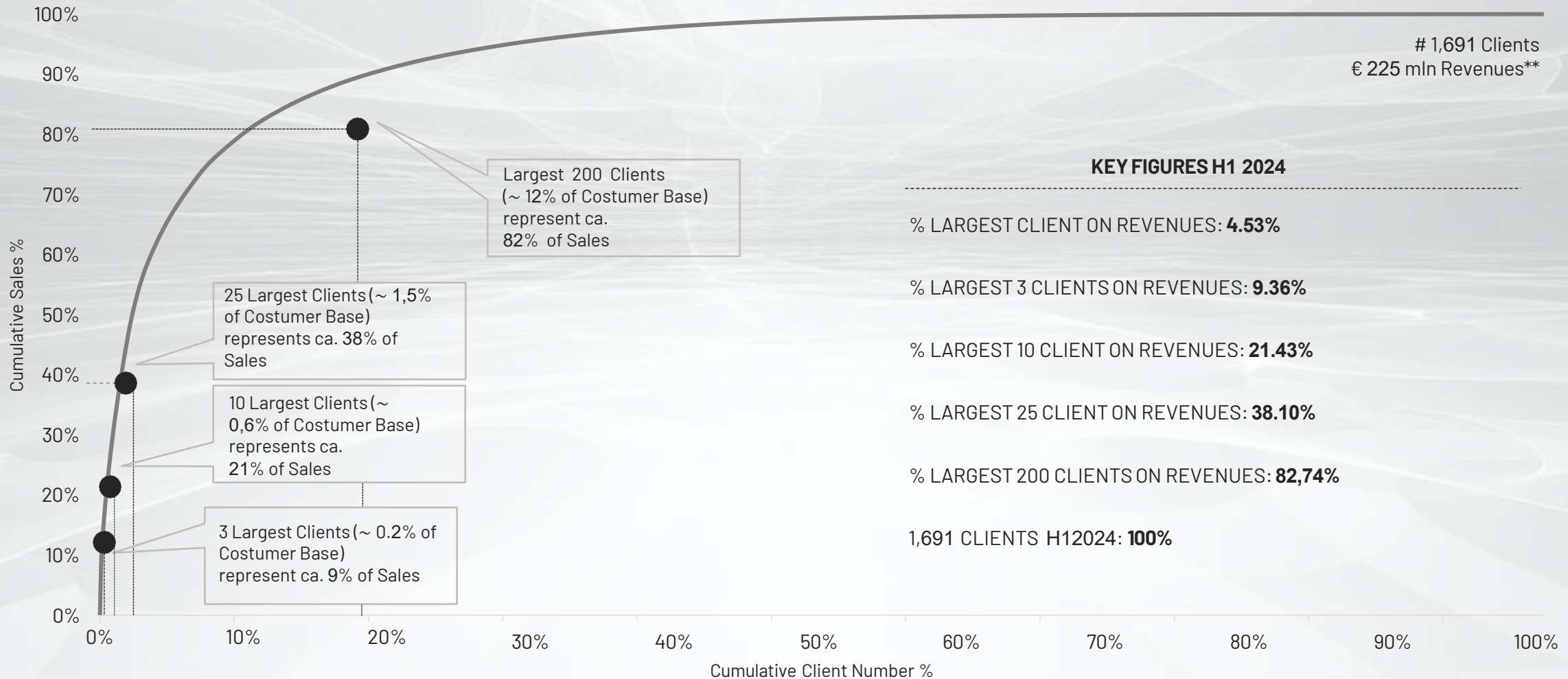


Optimal Pricing & Allocation

# Business Model

## Customer Base Structure

**Riba Mundo – Customer Base Structure H1 2024\***



\*calculated on Revenues 1H 2024 gross of customers' refunding and excluding e-Price's Revenues

Source: Riba Mundo's Management, Semi Annual Report Riba Mundo H1 2024

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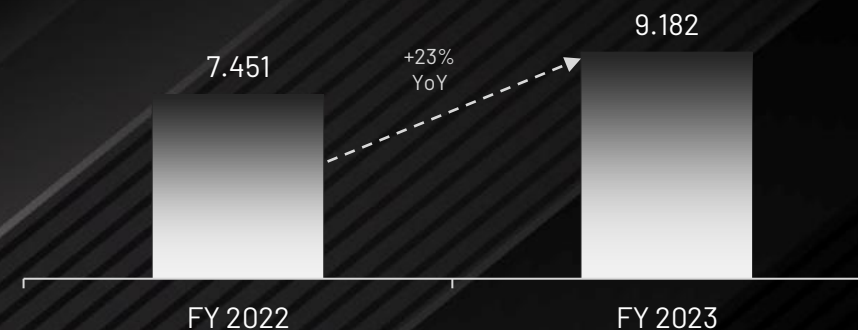
# A sound historical ground to build upon

Impressive growth combining profitability

**Total Revenues FY 2019 – 2023 (€/000)**



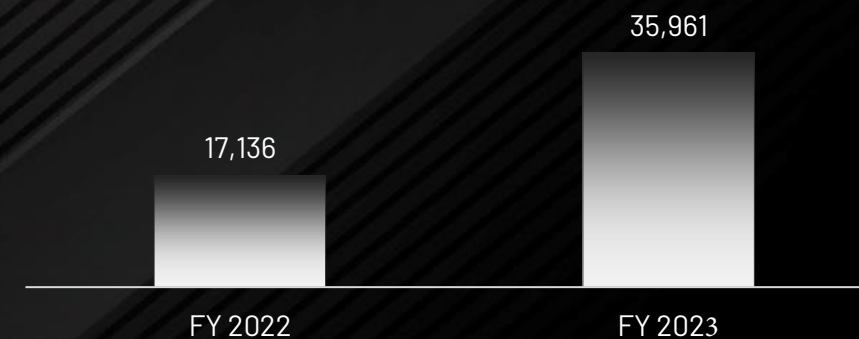
**EBITDA Adjusted<sup>1</sup> FY 2022 – 2023 (€/000)**



**Net Income<sup>2</sup> FY 2022 – 2023 (€/000)**



**NFP<sup>3</sup> FY 2022 – 2023 (€/000)**



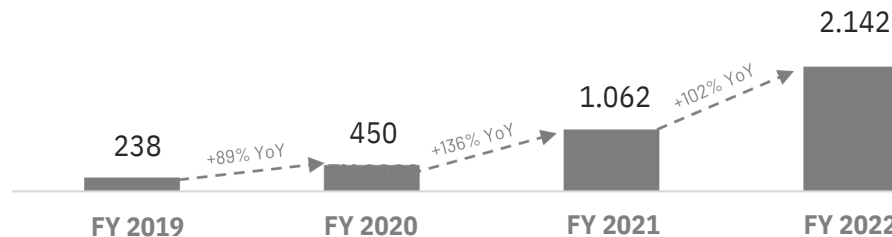
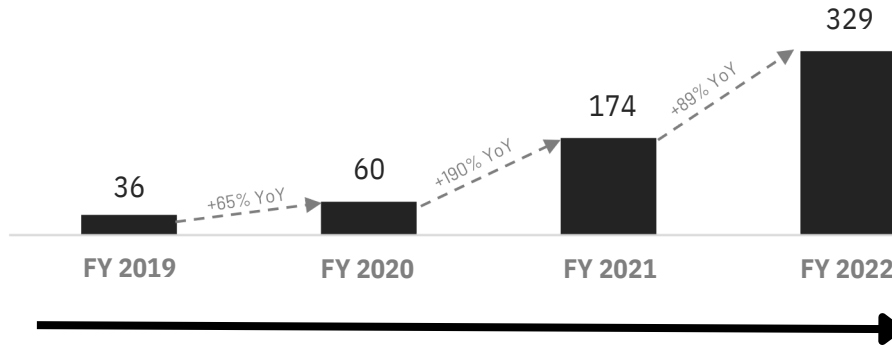
Note: (1) EBITDA adjusted is defined as profit for the period attributable to the parent company before income tax, income/(loss) of investments accounted for by the equity method, financial profit/(loss), depreciation and amortization, net gains/(losses) on disposal of non-current assets, and other gain/(losses).

(2) Riba Mundo closed FY2023 with a Net Profit of €0.7 million, down from €5.0 million in FY2022. It is worth noting that negative impacts on Net Profit include: non recurring expenditures related to the IPO (approx. 1.2 €mln); an approx. 0.8 €mln impairment of the equity stake in PB Online S.r.l. (now ePrice IT S.r.l.) as already expected by Riba's management within the general framework of reorganization and launch of the celebrated Italian e-commerce portal; Financial Expenses amounting to approx. €5 mln in FY 2023; Riba's management is focused on remodulating the financial structure and has already started discussions with leading banking institutions to lower financial expenses.

(3) Net Financial Debt as of 31.12.2023 stood at €36.0 million: it is worth emphasizing that given the general management's strategy launched in FY2023 and based on paying suppliers earlier to boost margins, advance payments in December 2023 amounted to approx. €9.7 million (only approx. €0.6 million in December 2022) but deliveries underwent an extraordinary delay to January 2024: this means that inventory rotation occurred in January 2024 and the €9.7 million proportional positive impact on Net Financial Debt (as well on revenues and higher margins) has occurred in January 2024 rather than December 2023

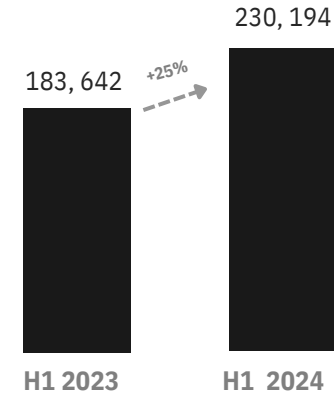
# Financial Highlights

## Top Line



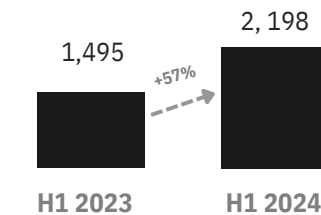
### Revenues

H1 2023 - H1 2024



### Total unit sold

H1 2023 - H1 2024

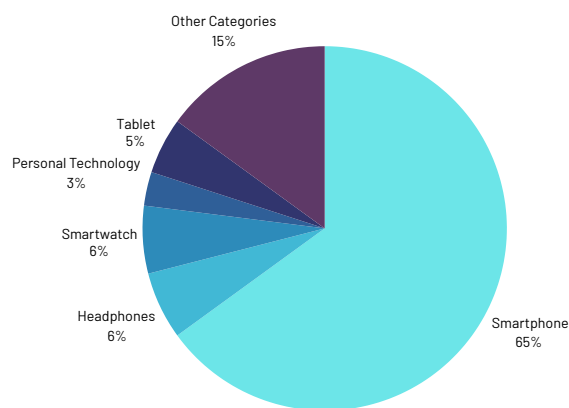


- Revenues increased significantly since the company was established, reporting a **86% CAGR 2019 – 2023**.
- The impressive growth of Revenues was mainly driven by the increasing trend of units sold (**105% CAGR 2019 – 2023**) thanks to both increasing volumes sold for products already in portfolio and the introduction of new product categories).
- Geographical expansion played a key role boosting growth of Revenues in new geographical areas: **Riba Mundo passed from serving 13 countries in 2019 to 45 countries in 2023**.
- Total orders FY 2023: 54,121**

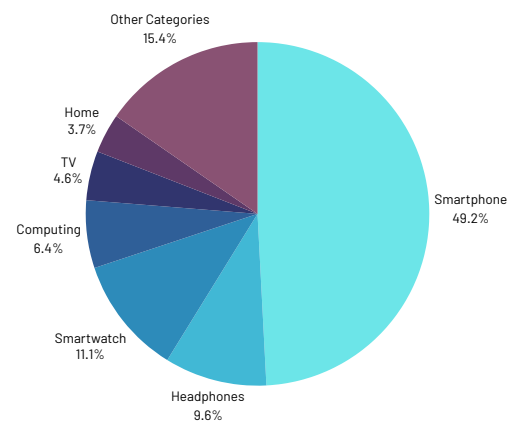
# Financial Highlights

## Top Line Breakdown

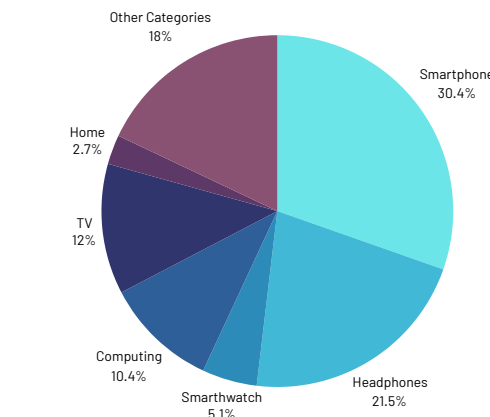
Units Sold FY 2022



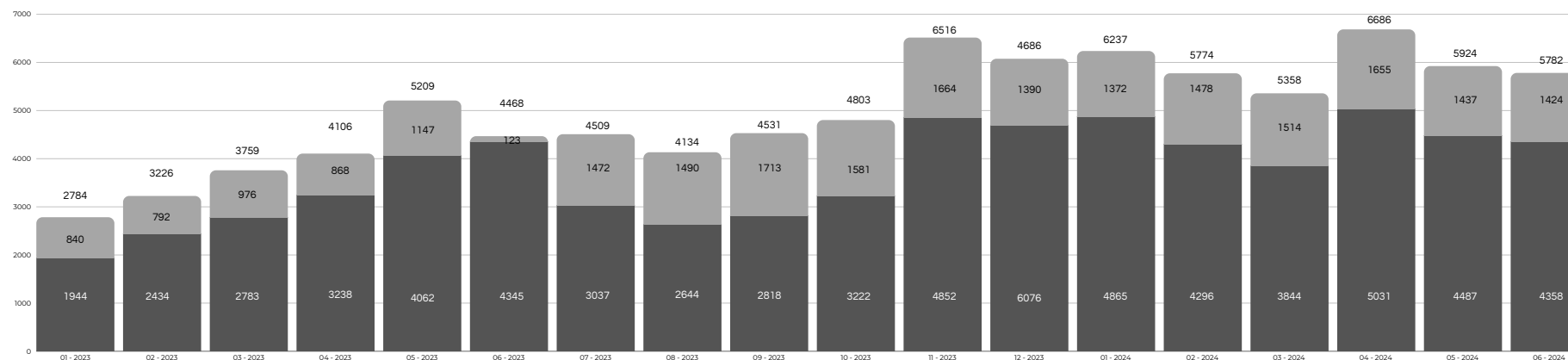
Units Sold FY 2023



Units Sold H1 2024



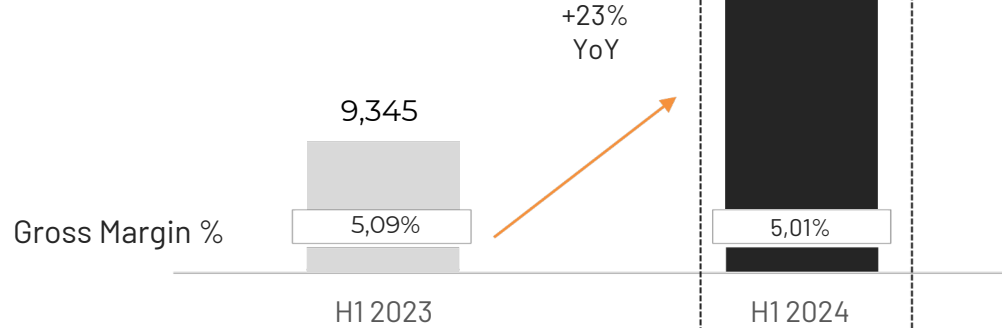
■ Online   ■ Offline



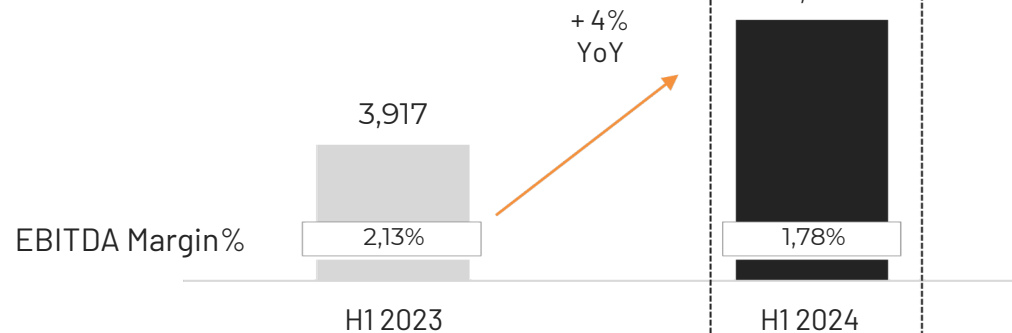
# Financial Highlights

From Revenues to EBITDA

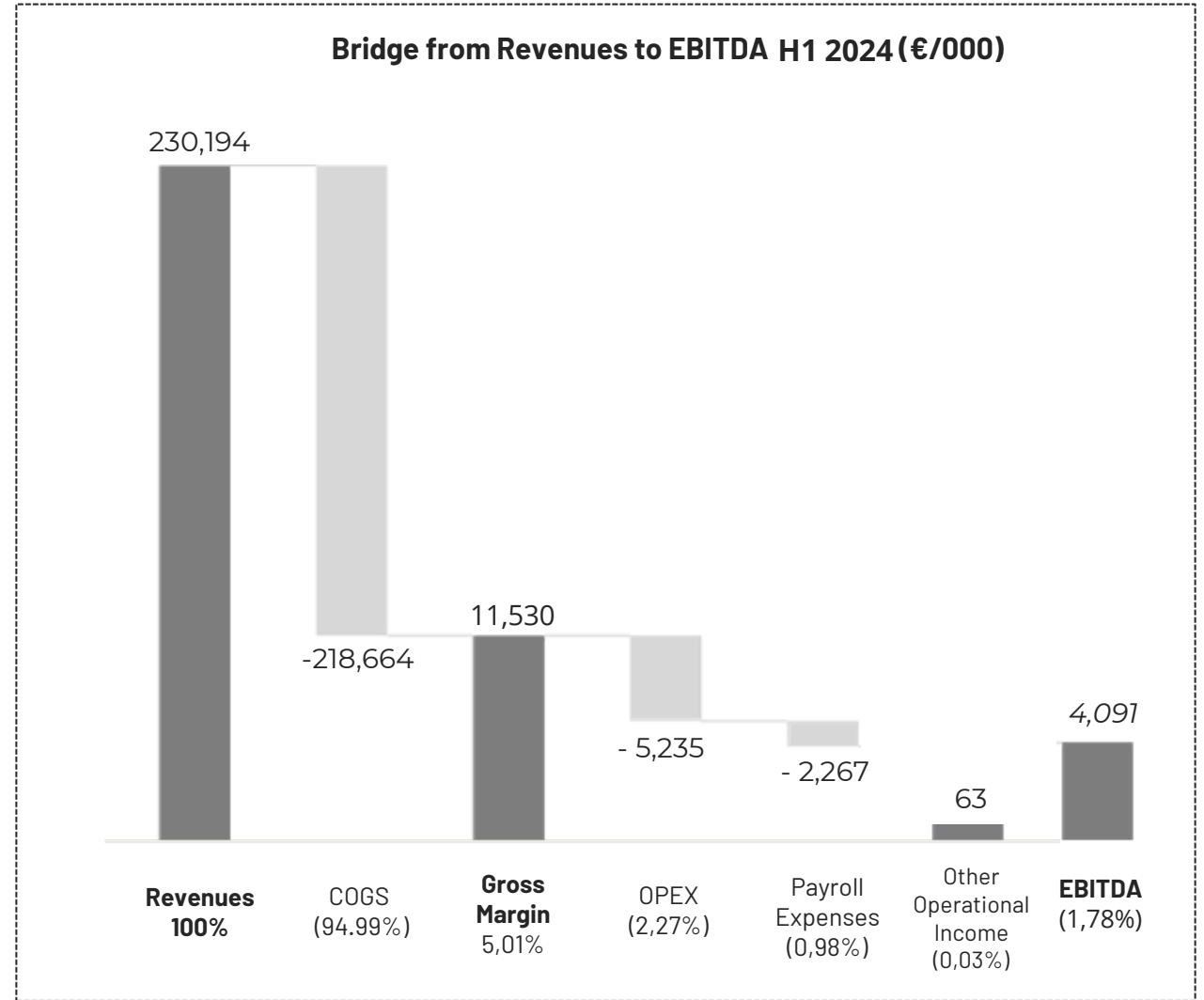
## Gross Margin (€/000)



## EBITDA (€/000)

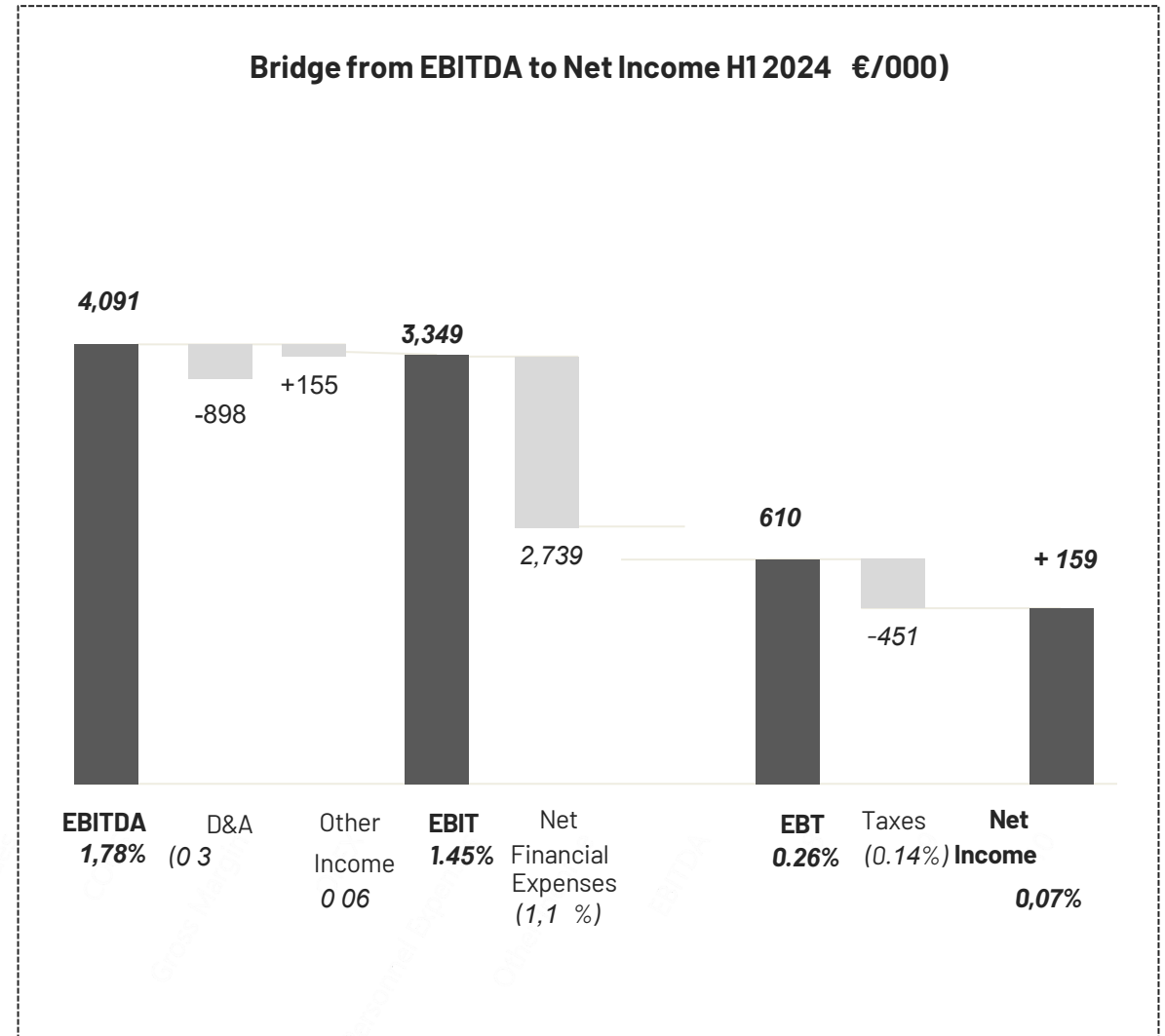
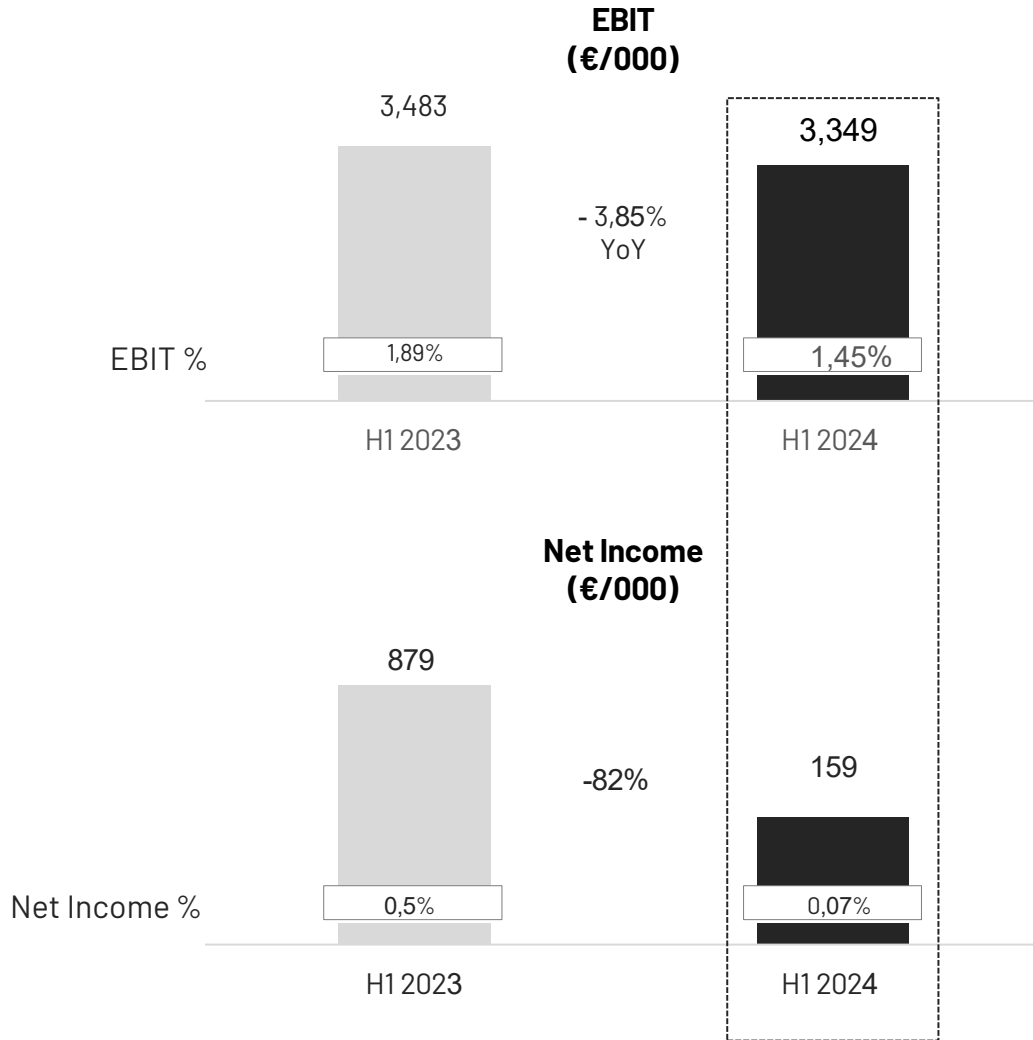


## Bridge from Revenues to EBITDA H1 2024 (€/000)



# Financial Highlights

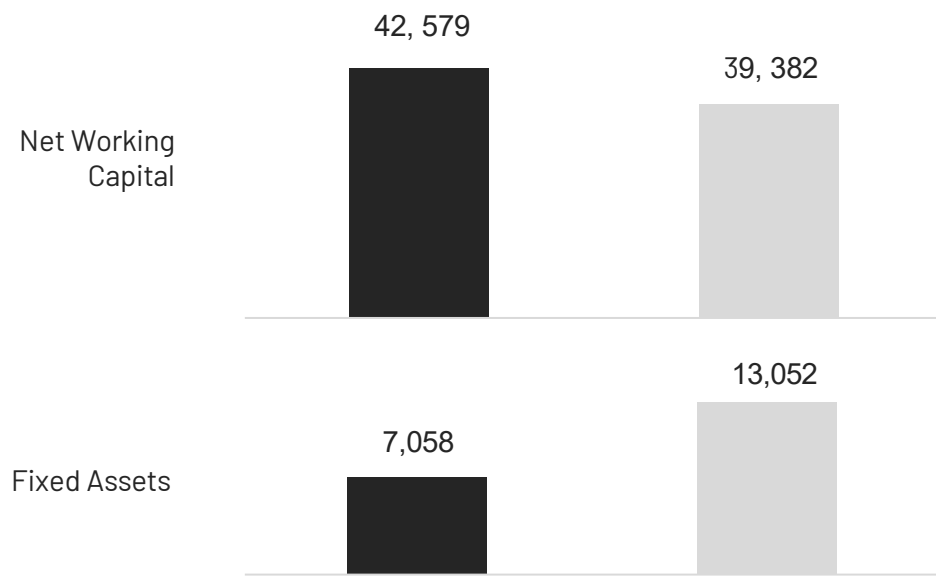
From EBITDA to Net Income



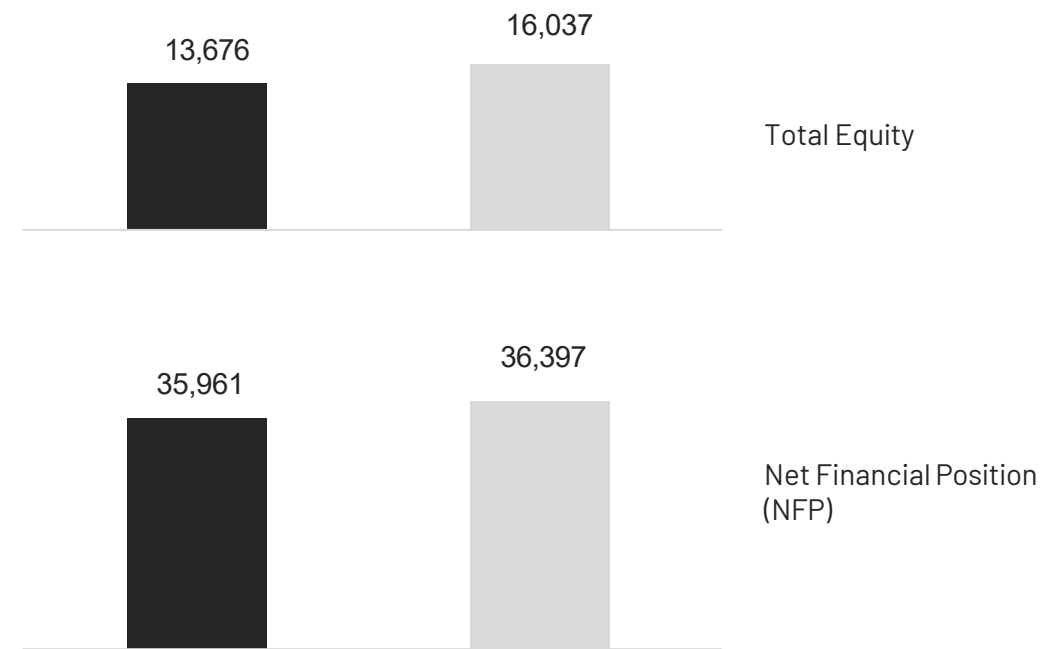
# Financial Highlights

## Net Invested Asset and Total Liabilities

### Assets (€/000)



### Liabilities (€/000)



### Net Invested Capital

**49,637**

FY 2023

**52,434**

H1 2024

**49,637**

FY 2023

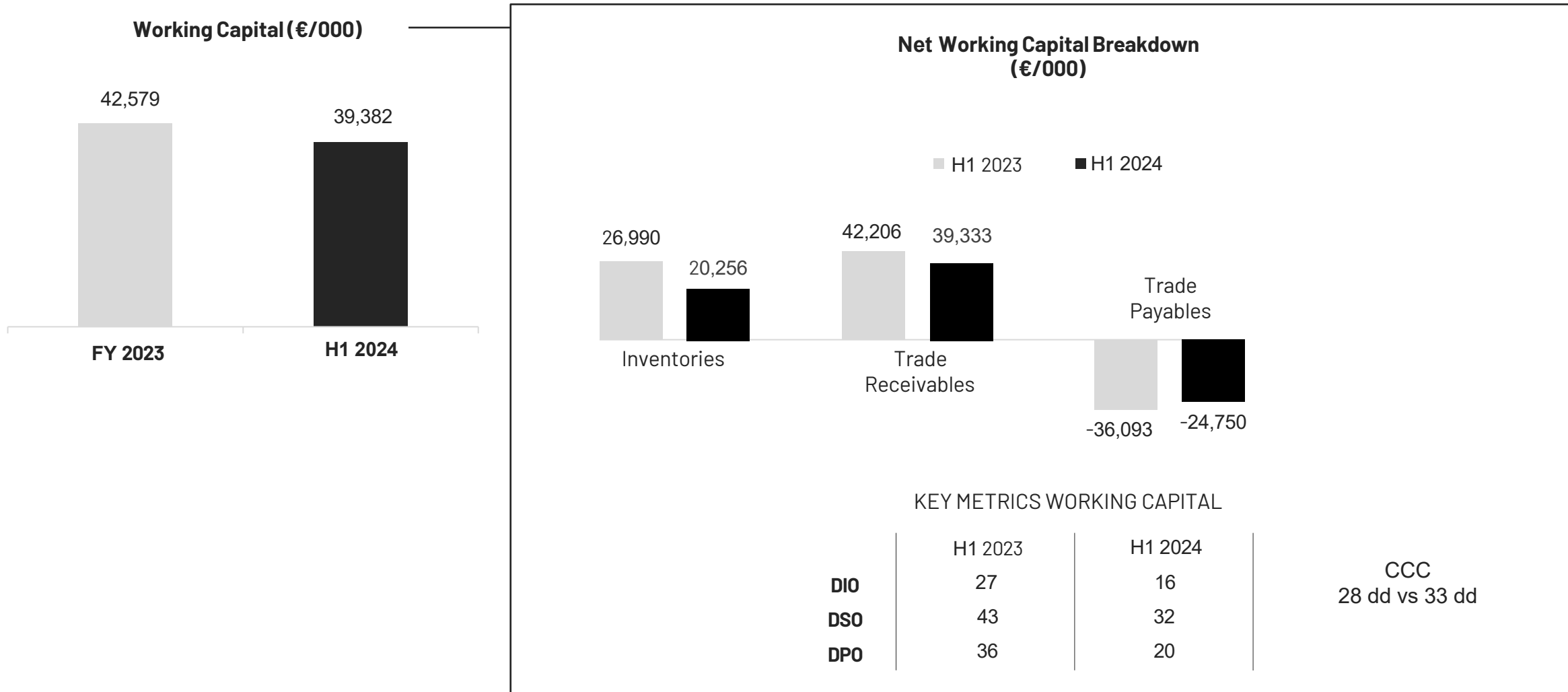
**52,434**

H1 2024

### Total Liabilities

# Financial Highlights

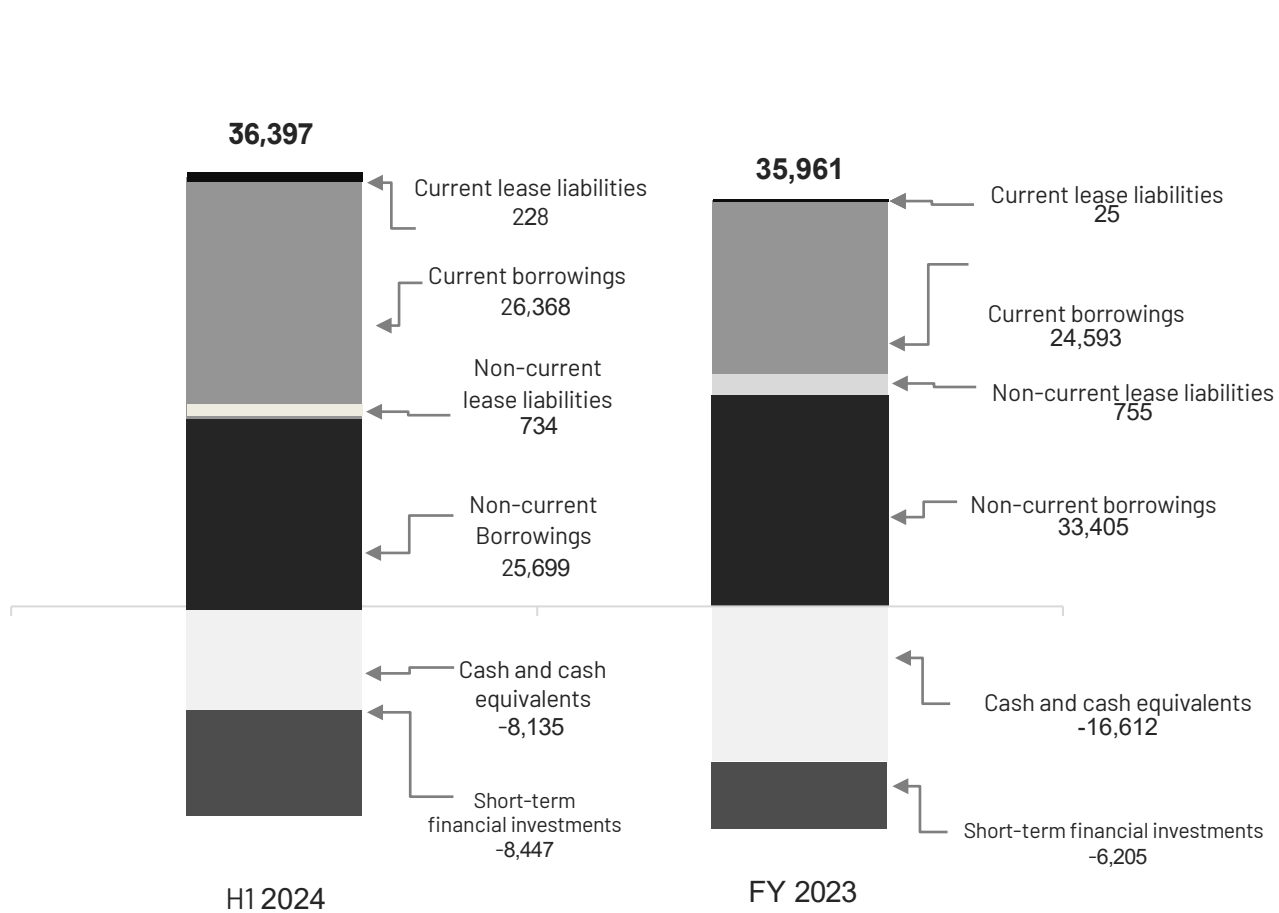
## Net Working Capital



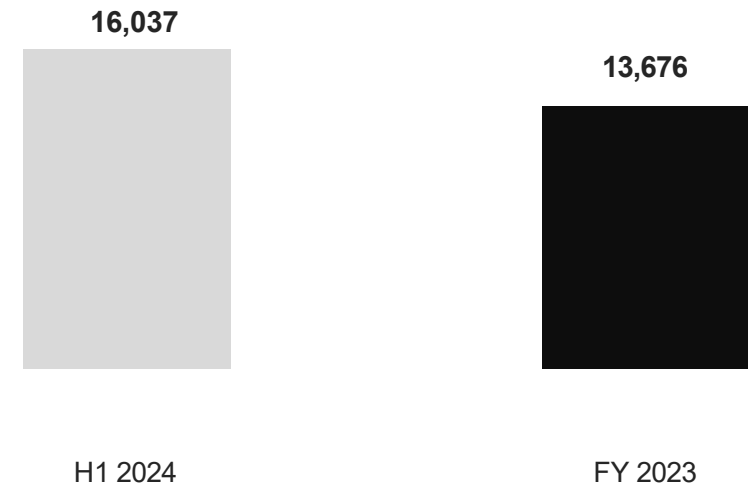
# Financial Highlights

## Net Financial Position and Equity

**Net Financial Position Breakdown (€/000)**

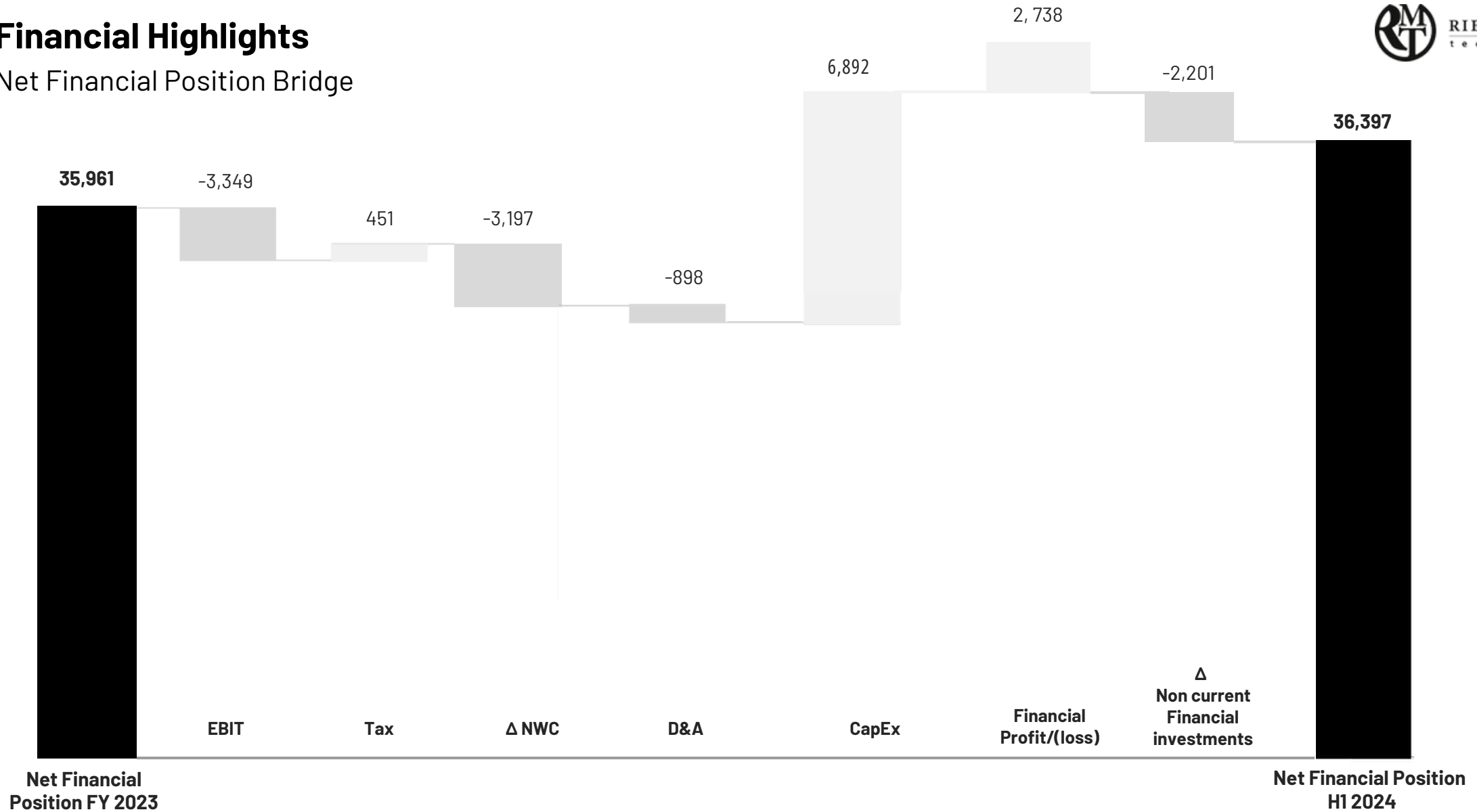


**Equity (€/000)**



# Financial Highlights

## Net Financial Position Bridge



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