



**RIBA MUNDO**  
t e c n o l o g í a

## The Big Data Disruption in Global Commerce



**Investor Presentation**  
*Spring Investor Conference*

April 2024

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# Today Speakers

## CV & Experience



**Marco Dezi**  
CEO & Chairman

- Marco Dezi is the main shareholder and CEO of Riba Mundo representing the Company to institutions, stakeholders and customers worldwide.
- After graduation, he set up his first business (sold in 2004) focused on the importation and assembling of LCD and Plasma TVs.
- Graduated in Business & Economics in Rome, MBA in Milan and Master in Marketing at the Business School Sole 24 Ore.



**Jose Pinera Lopez**  
CFO

- Jose Pinera Lopez is CFO of Riba Mundo and he is responsible for all fiscal and administrative aspects.
- Mr. Lopez boasts more than 15 years of working experience in the food industry and he successfully completed the sale of the company where he previously worked as CEO.
- Graduated in Business Administration at Catolica University in San Antonio de Murcia, MBA at the Luiss Business School and Executive MBA at ENAE Business School in Murcia.

## MISSION

We disrupt the global commerce of consumer goods leveraging on Big Data algorithms and *machine learning* to stand out from the crowd and further consolidate our positioning as first comer in the new world

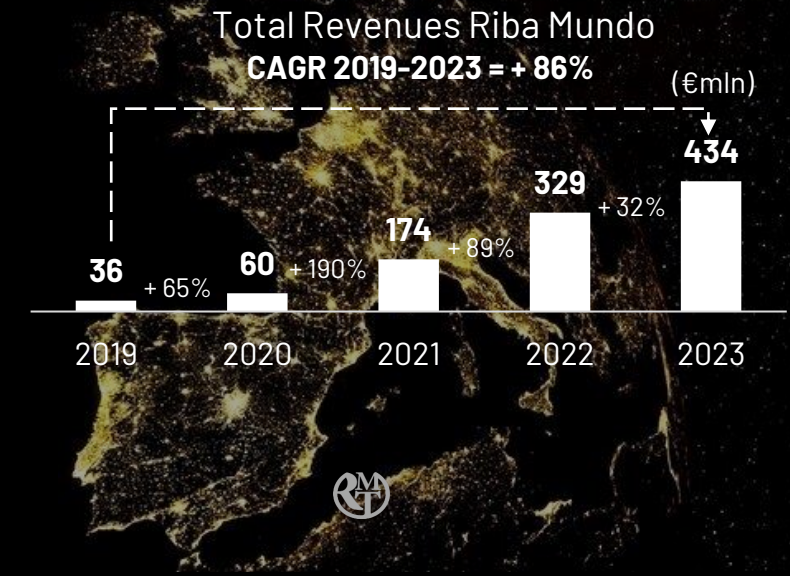
## VISION

We will become the essential player of the global commerce of consumer goods by enabling our clients to define and optimize their distribution strategy worldwide

# 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



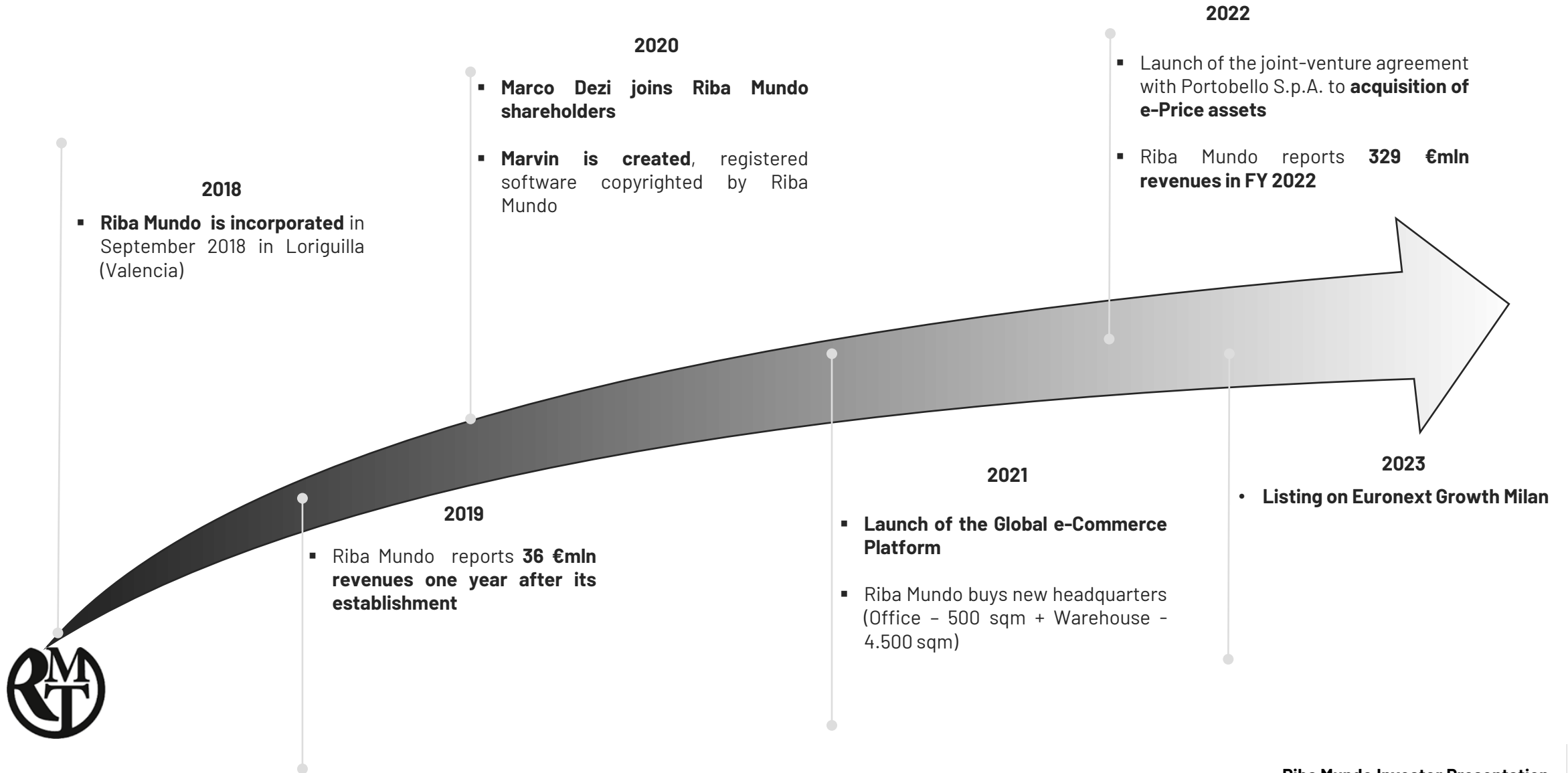
**4,500 sqm**  
Warehouse Area



**+5,000 SKUs**  
Products Catalog

# Group Overview

## Key Milestone



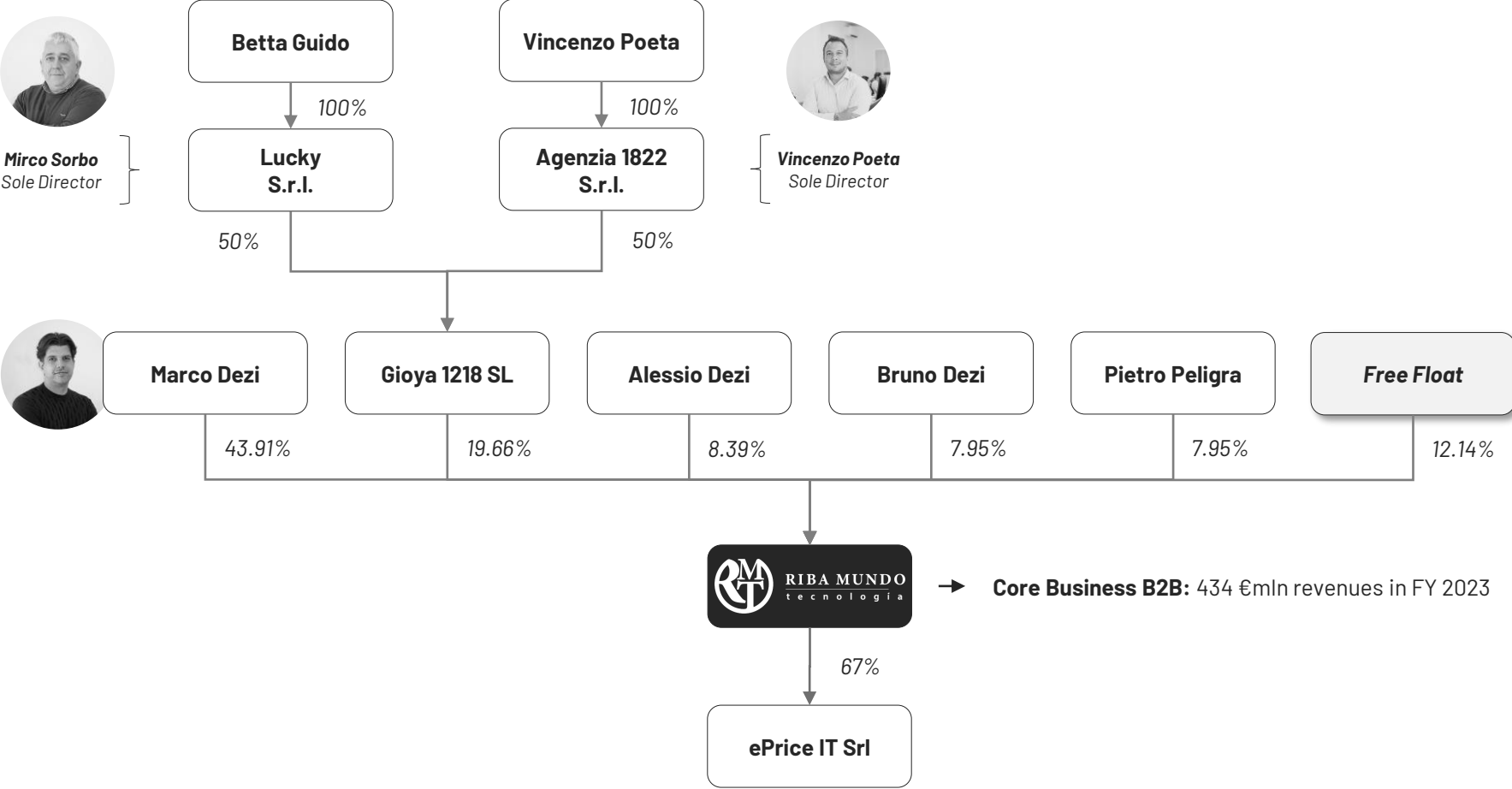
# Group Overview

## 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

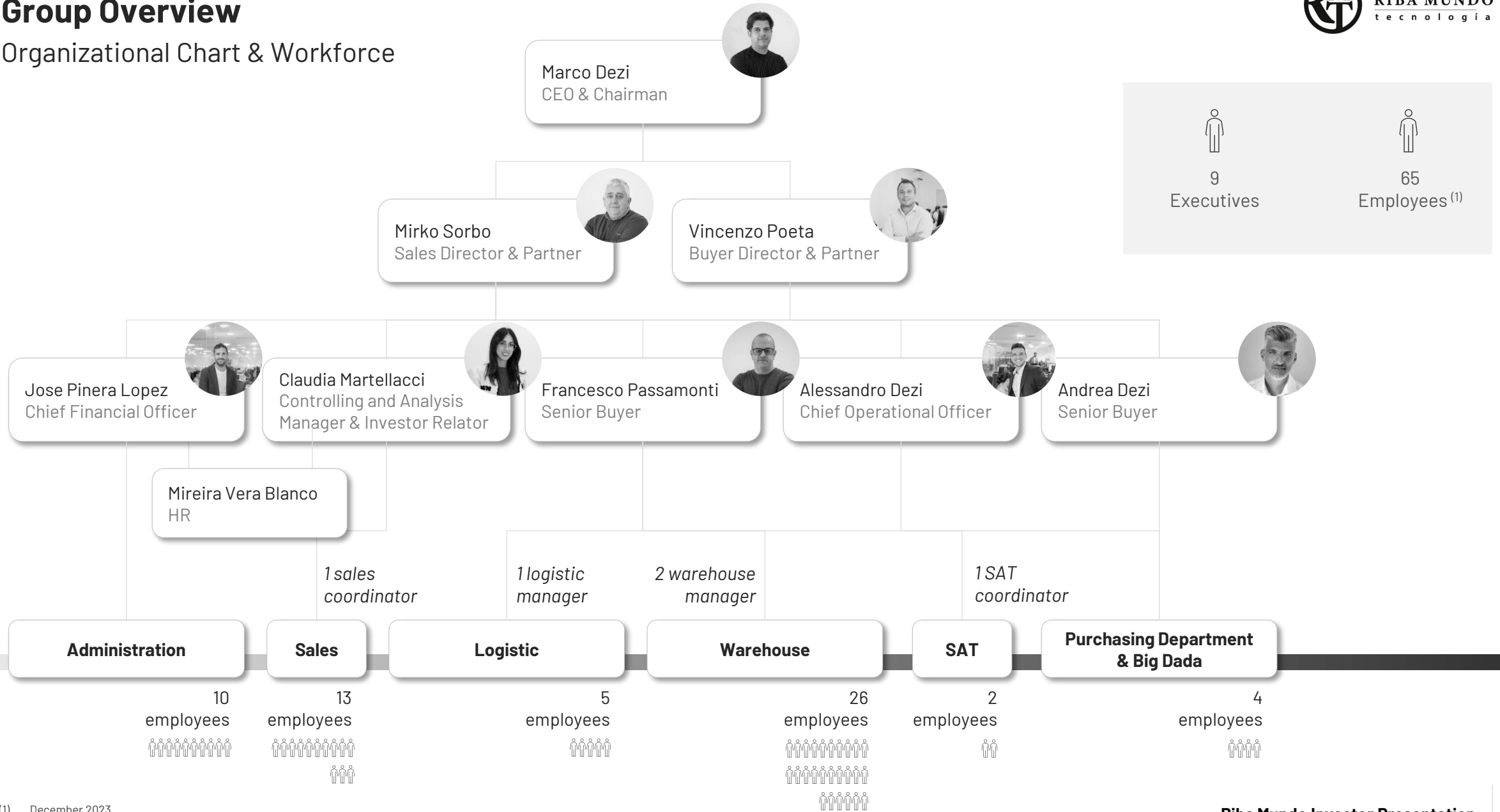


**Investor Relator**  
 Claudia Martellacci

→ **Core Business B2B:** 434 €mln revenues in FY 2023

# Group Overview

## Organizational Chart & Workforce



9 Executives

65 Employees<sup>(1)</sup>

(1) December 2023

Source: Riba Mundo's Management

# 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

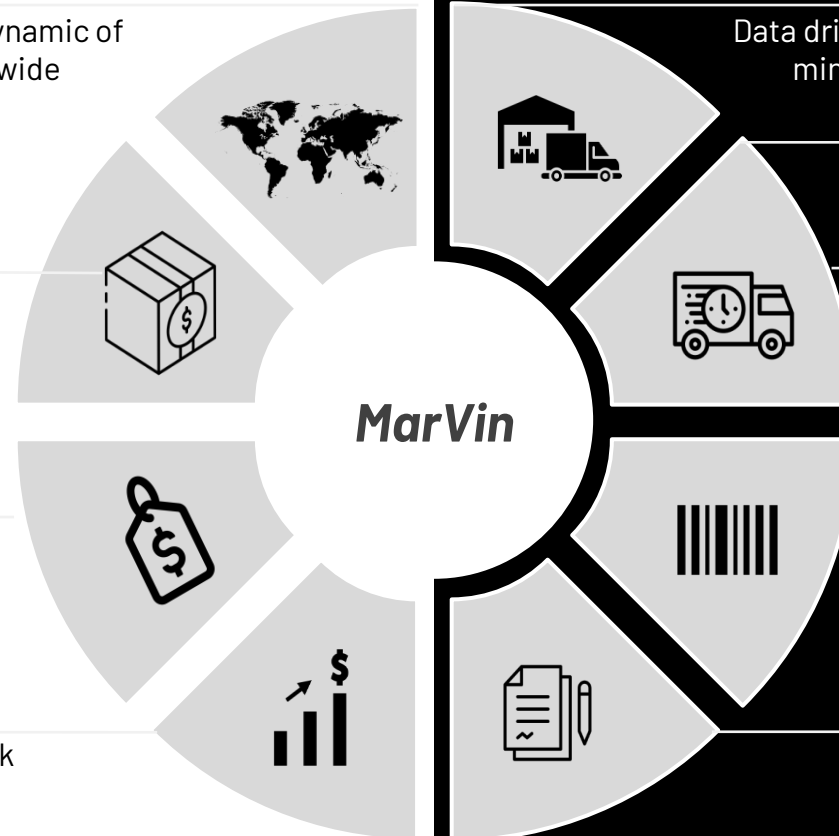
Real time processing of buying and selling opportunities worldwide

### 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




**+1,000**  
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



- Big Data Analysis
- Machine Learning
- New Categories



€ 4.6 mln\*

Riba Mundo

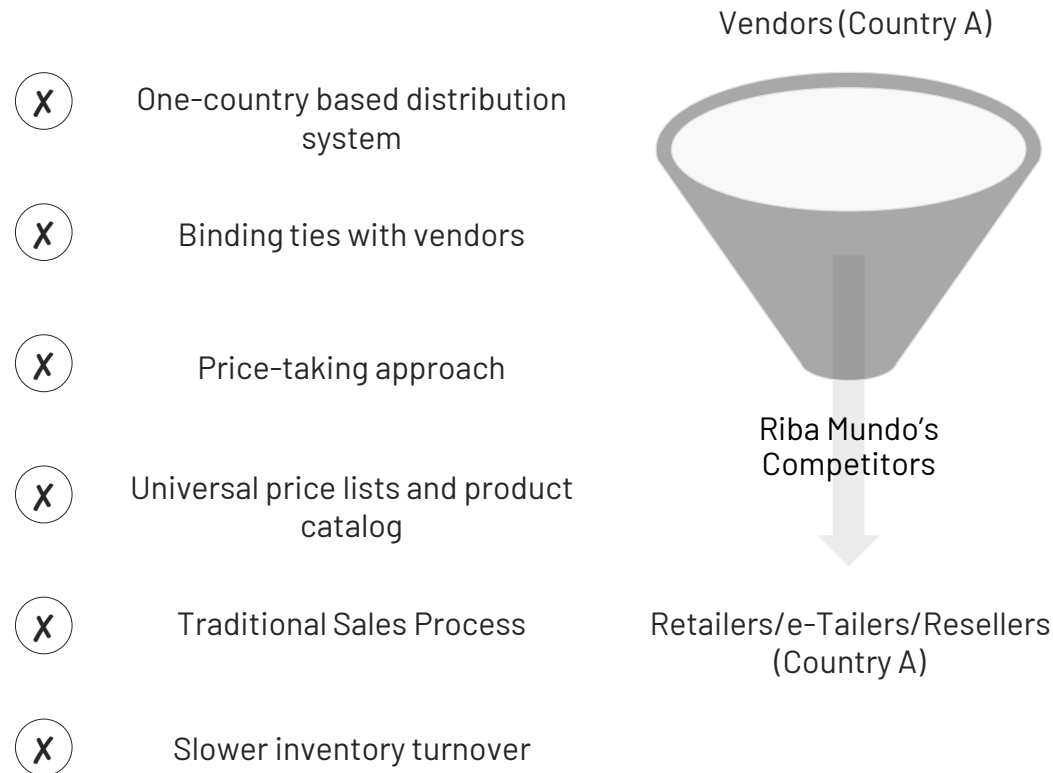
R&D Expenditures

FY 2018 – FY 2023

# Our Revolution in Global Commerce

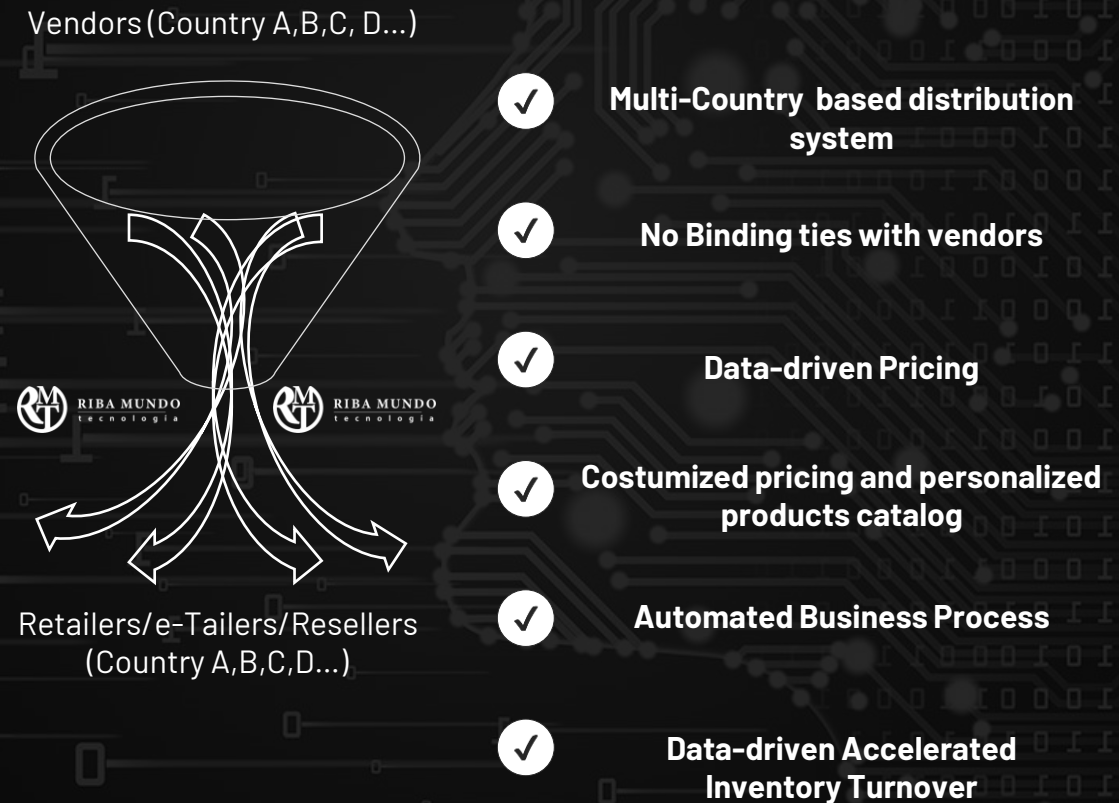
Our new worldwide paradigm in the commerce of consumer goods

## COMPETITORS' TRADITIONAL BUSINESS MODEL



VS

## RIBA MUNDO'S DATA DRIVEN BUSINESS MODEL

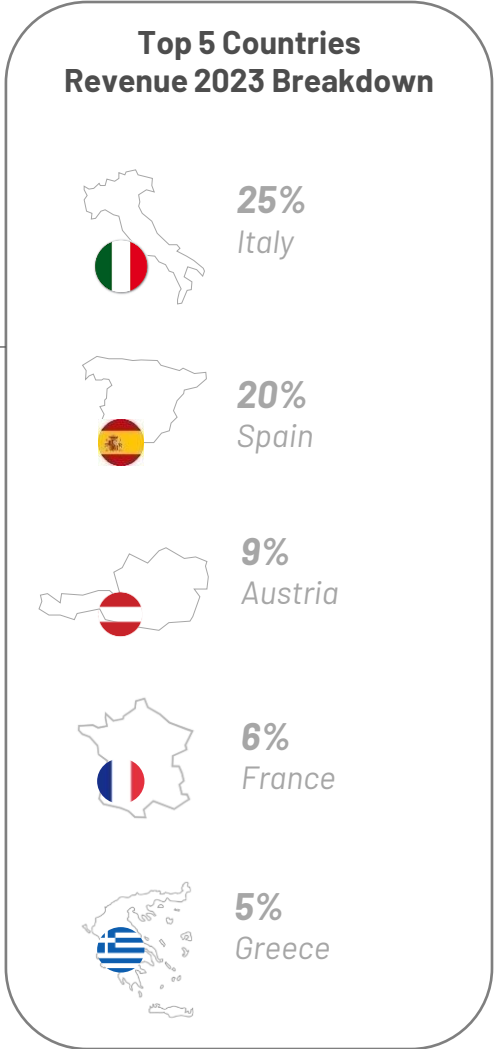
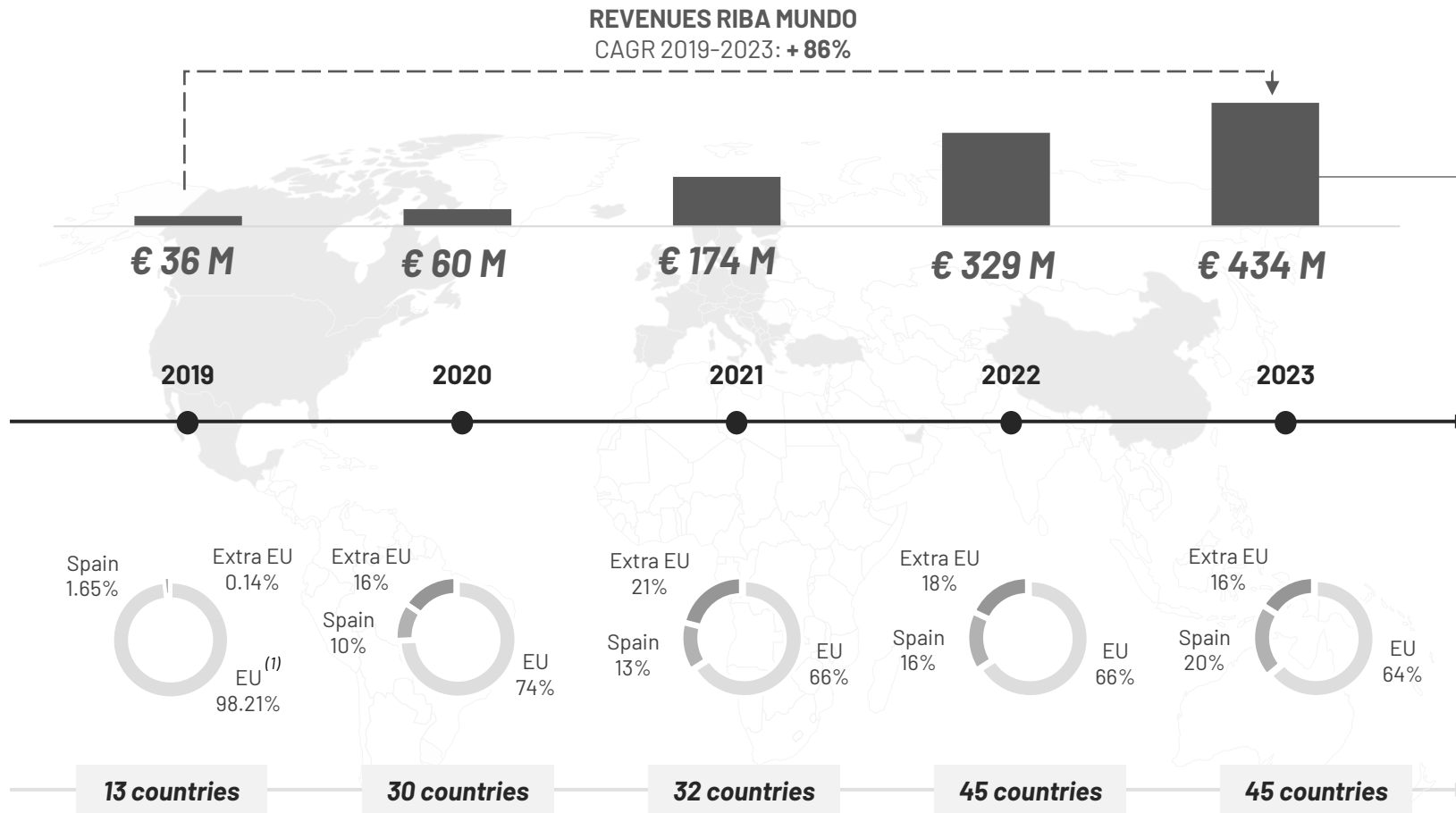


# Our Global Footprint

Uncontested international business perspective

Riba Mundo served **more than 40 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

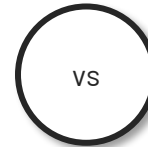
## SOFTWARE SUPREMACY



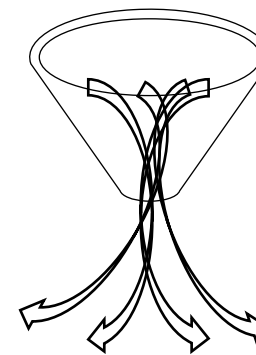
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## DIFFERENT BUSINESS MODEL

Riba Mundo's Competitors



RIBA MUNDO tecnologia



+

## 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**

# Business Model

## Value Chain

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



# Business Model

Riba Mundo's Big Data Ecosystem



## Supply - Side Massive Data Collection

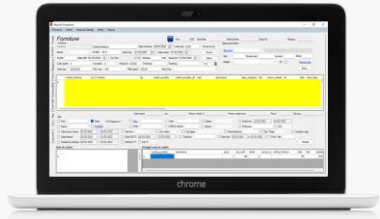
## Demand - Side Massive Data Collection

Global Suppliers Interface

Global Customers Interface

Online

Proprietary Supply Platform  
"Want to Buy"



Global Specialized  
Platforms B2B



Big Data Ecosystem

R&D

Enhanced Data Analytics

Proprietary E-Commerce B2B  
Platform



Global Specialized  
Platforms B2B



Global Online Advertising



Traditional

Traditional Buyers Network

Vincenzo Poeta   Francesco Passamonti   Andrea Dezi



Buyer Director   Senior Buyer   Senior Buyer

4 Buyer Accounts

Global Events & Exhibition



R&D

Optimal Pricing & Allocation

Traditional Sales Network

Mirco Sorbo



Sales Director

11 Sales Accounts

Global Events & Exhibition

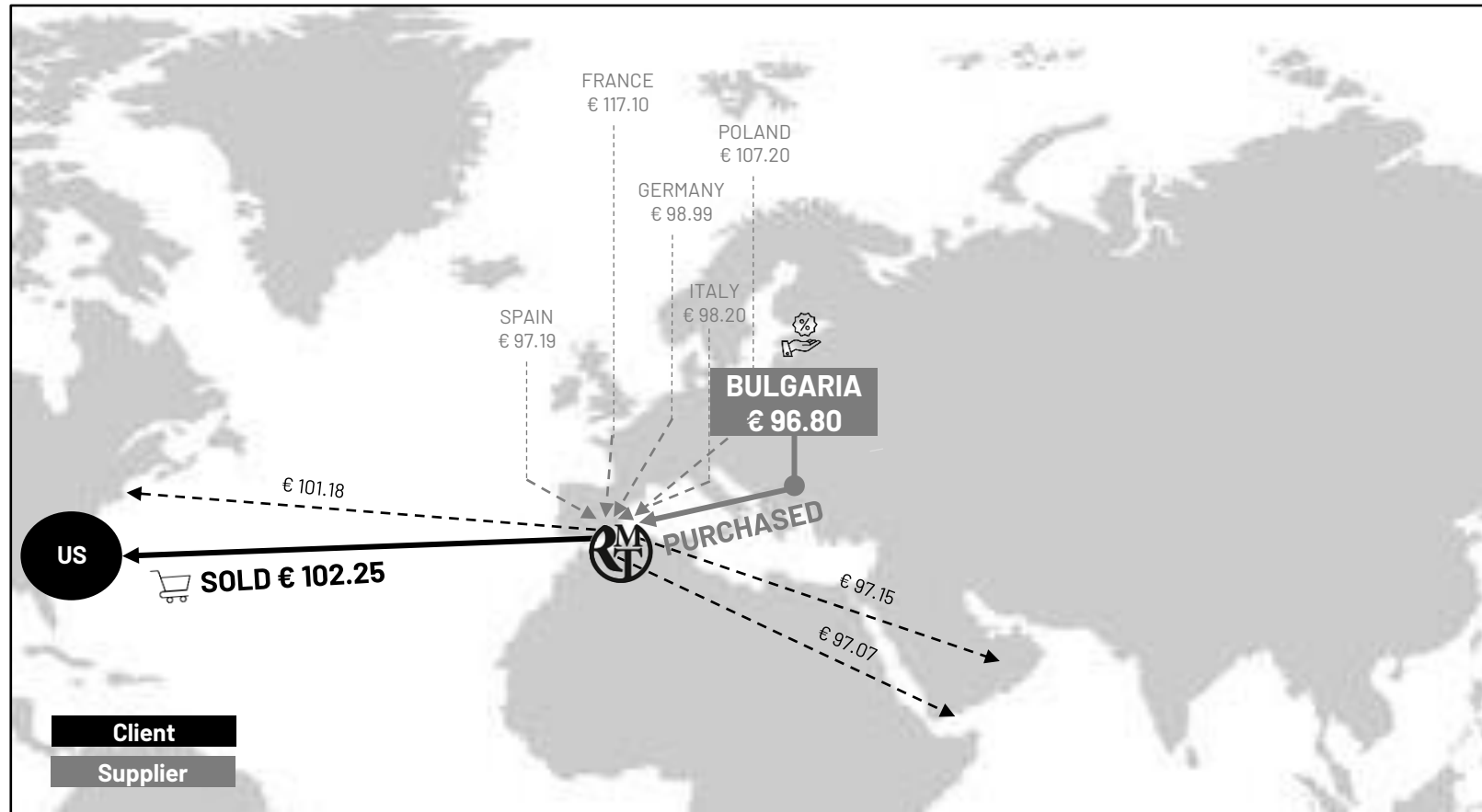


Global Offline Advertising



# Case Study: Motorola

## Optimal Pricing & Allocation



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



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

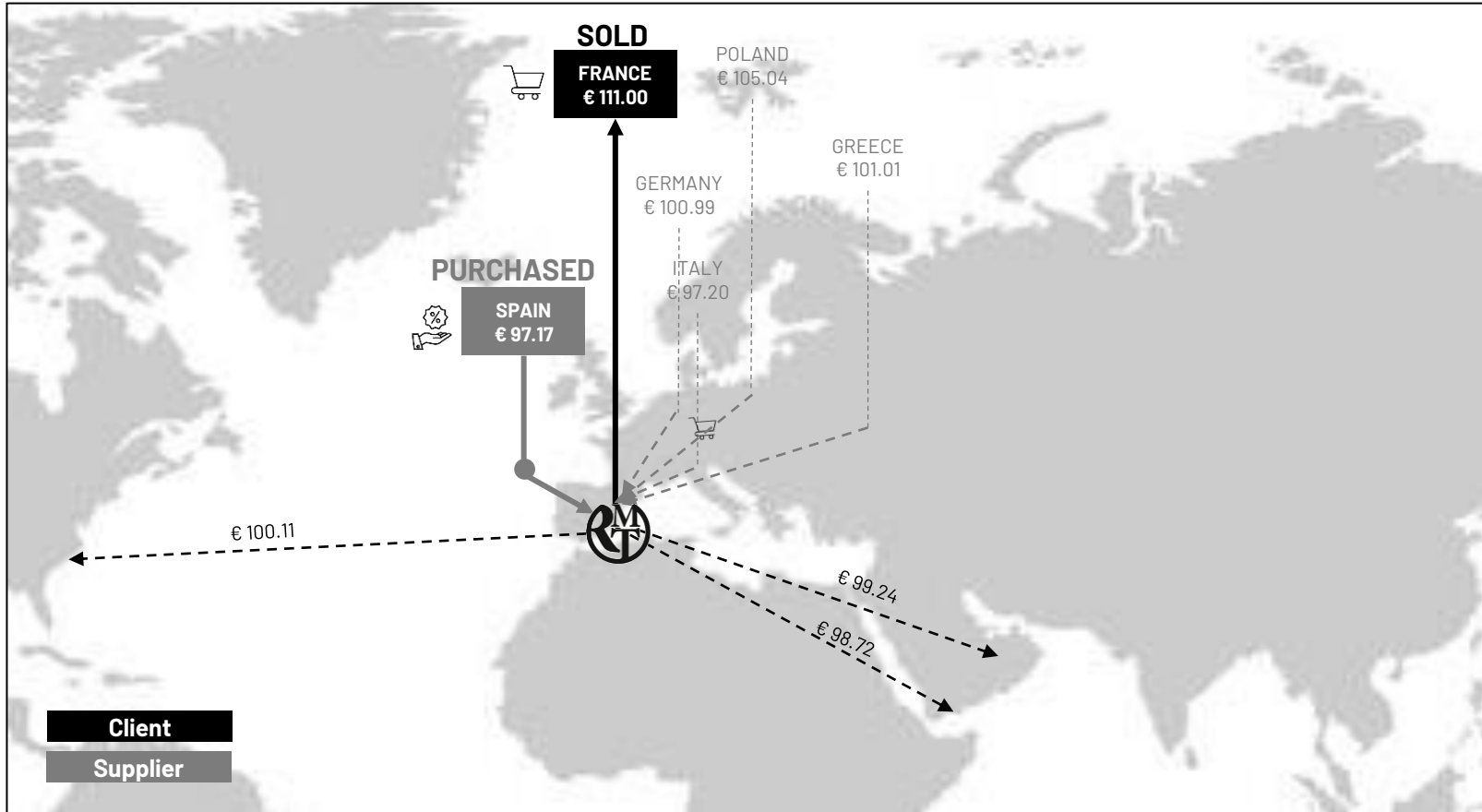
**Client:** US  
**Selling Price:** 102.25 €

≡  
**Margin:** 5.3%

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

# Case Study: Smeg

## Optimal Pricing & Allocation



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



**Supplier:** Spain

**Purchase Price:** 97.17 €

**Client:** France

**Selling Price:** 111.00 €



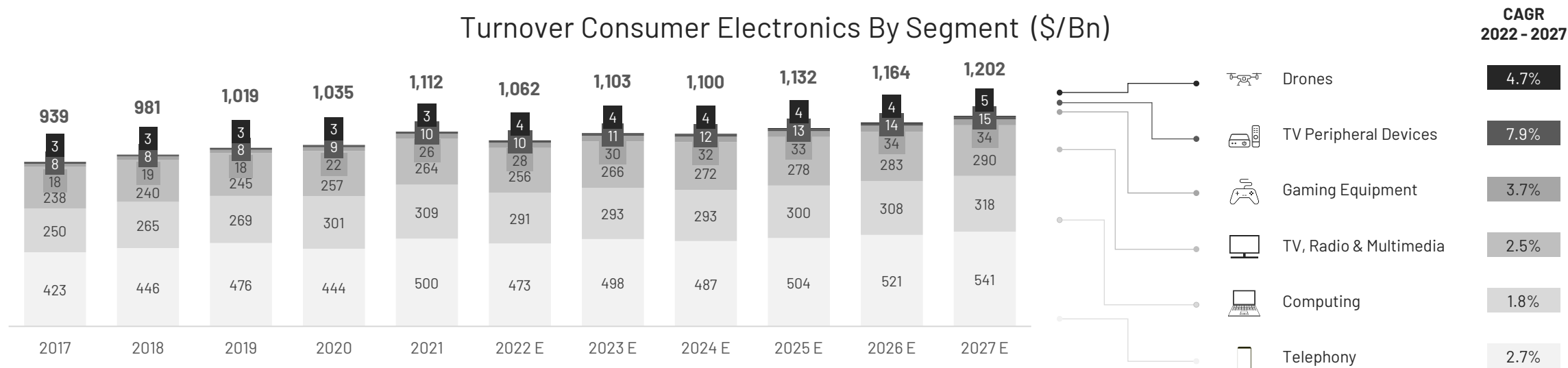
**Margin:** 12.5%

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

# Our Huge Total Addressable Markets


From consumer electronics to the whole spectrum of consumer goods


### Turnover Consumer Electronics By Segment (\$/Bn)



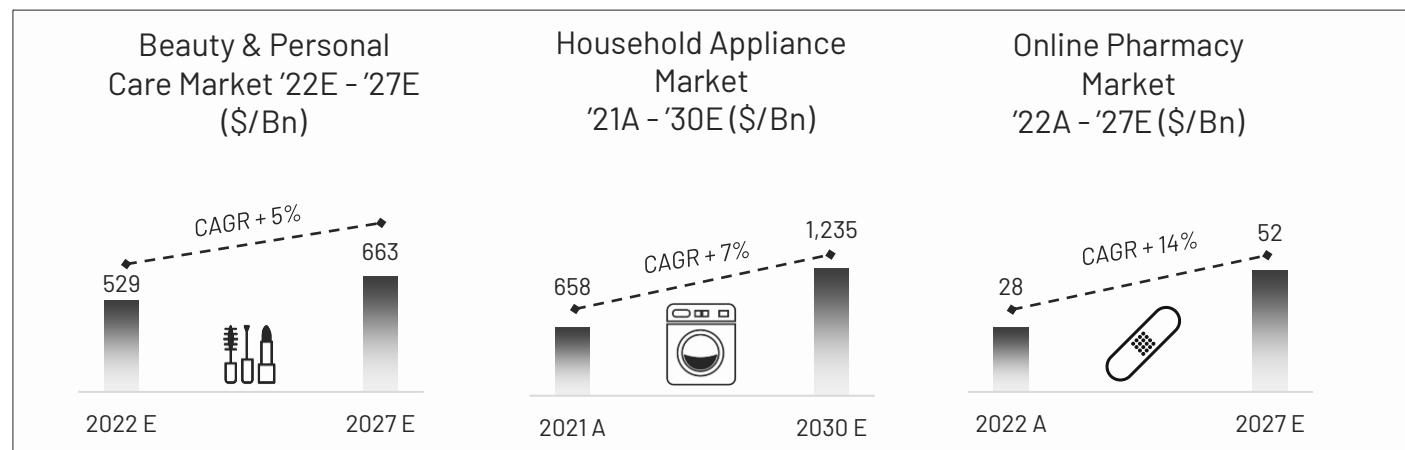
## Key Market Drivers for Consumer Electronics in the next years

- ### 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



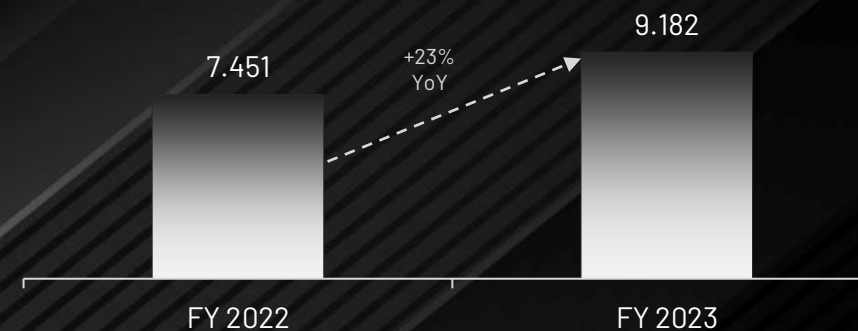
# A sound historical ground to build upon

Impressive growth combining profitability

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



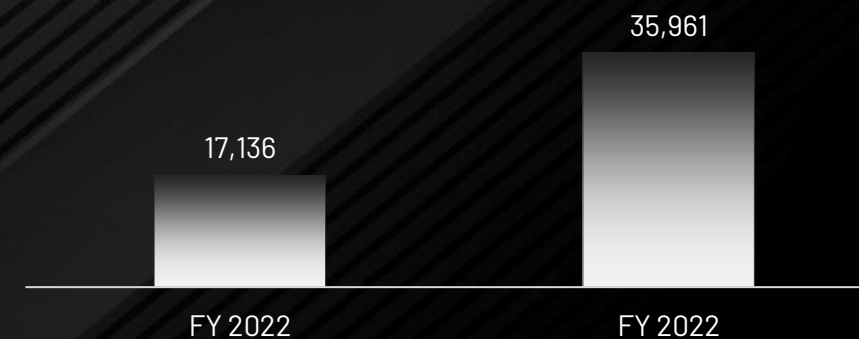
**EBITDA Adjusted<sup>1</sup> FY 2022 – 2023 (€/000)**



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



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



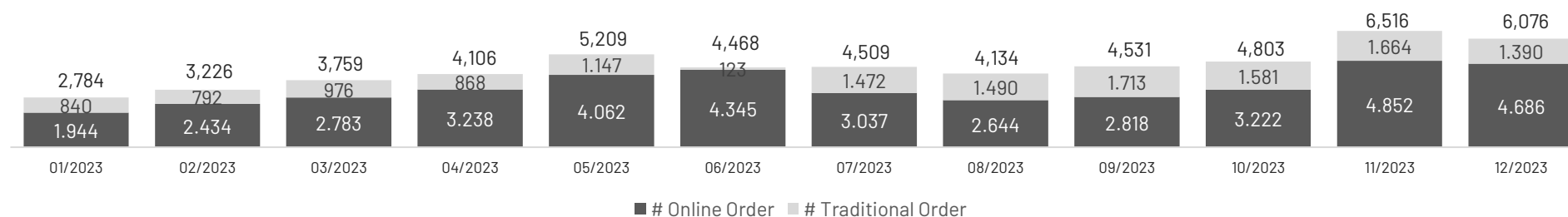
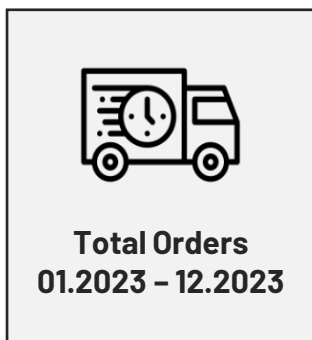
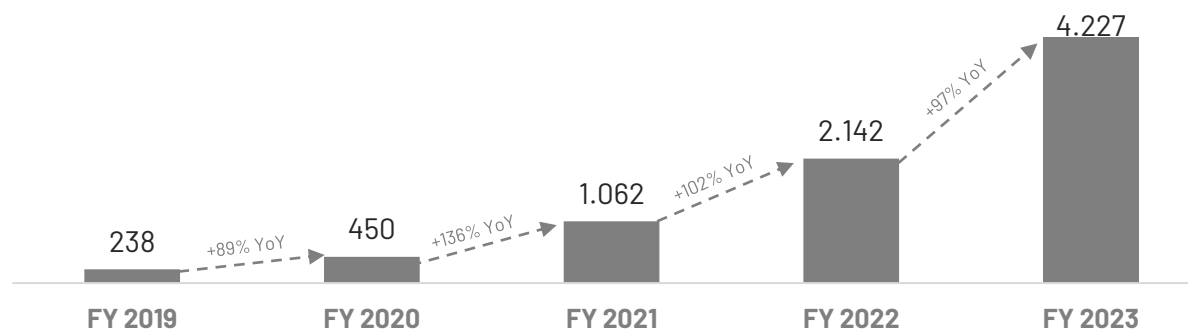
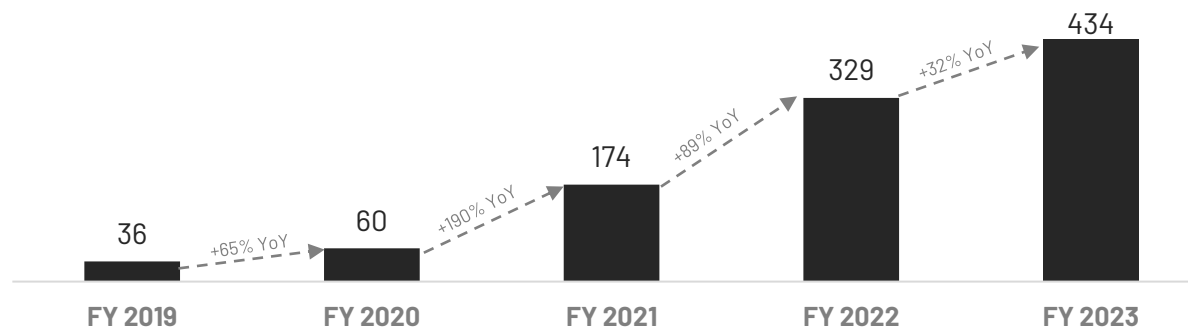
Note: (1) EBITDA adjusted is defined as profit for the period attributable to the parent company before income tax, income/(loss) of investments accounted for by the equity method, financial profit/(loss), depreciation and amortization, net gains/(losses) on disposal of non-current assets, and other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

## Annex

- 01** Profit & Loss  
Page 23
- 02** Balance Sheet  
Page 24



# Annex

## Profit & Loss

P&L			
(In thousands of euros)	FY 2022	FY 2023	Δ YoY
Revenues	329.093	434.172	32%
COGS	(313.783)	(413.474)	32%
<b>Gross profit/(loss)</b>	<b>15.310</b>	<b>20.698</b>	<b>35%</b>
Operating expenses	(6.299)	(9.446)	50%
- Of which non recurring IPO expenses		(1.186)	
Payroll expenses	(1.872)	(3.336)	78%
Other income	312	80	-74%
<b>EBITDA Adjusted</b>	<b>7.451</b>	<b>9.182</b>	<b>23%</b>
Depreciation and amortization	(410)	(1.034)	152%
Net gains/(losses) on disposal of non-current assets	1.424	(1)	-100%
Other gains/(losses)	(306)	127	-142%
<b>EBIT</b>	<b>8.159</b>	<b>7.088</b>	<b>-13%</b>
Financial profit/(loss)	(877)	(5.007)	471%
Equity Method Adjustment	(429)	(823)	92%
<b>EBT</b>	<b>6.853</b>	<b>1.258</b>	<b>-82%</b>
Income tax	(1.857)	(555)	-70%
<b>Net Income</b>	<b>4.996</b>	<b>703</b>	<b>-86%</b>

# Annex

## Balance Sheet – Note

<b>Balance Sheet</b>		
<i>(In thousands of euros)</i>	<b>FY 2022</b>	<b>FY 2023</b>
Tangibles	439	842
Intangibles	2.975	4.716
Financial Assets	5.157	1.500
<b>Fixed Assets</b>	<b>8.571</b>	<b>7.058</b>
Inventory	23.067	26.990
Trade receivables	21.751	42.206
Trade payables	(29.202)	(36.093)
<b>Working Capital</b>	<b>15.616</b>	<b>33.103</b>
Other Current Receivables/Payables	314	1.509
<b>Net Working Capital</b>	<b>15.930</b>	<b>34.612</b>
Funds	0	(25)
<b>Net Invested Capital</b>	<b>24.501</b>	<b>41.645</b>
<b>Shareholders's Equity</b>	<b>7.365</b>	<b>13.676</b>
Non-current borrowings	13.246	33.405
Non-current lease liabilities	1.035	755
Current borrowings	19.394	24.593
Current lease liabilities	207	25
Cash and cash equivalents	(16.429)	(16.612)
Short-term financial investments	(317)	(6.205)
<b>Net Financial Position</b>	<b>17.136</b>	<b>35.961</b>

Source: Annual Report 2022/2023 FY IAS/IFRS fully audited