



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 2025

Strictly Private e Confidential

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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 Católica 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

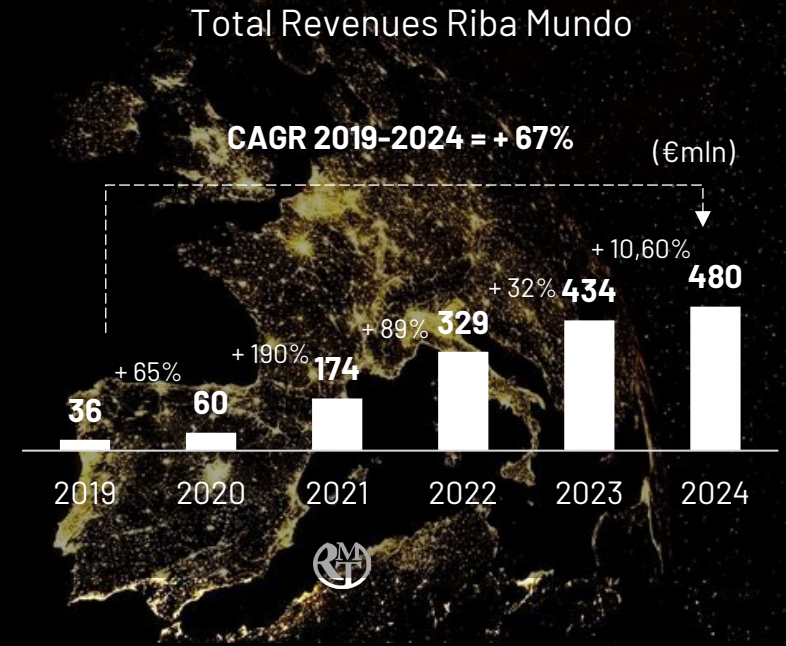
VISION

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 (67% CAGR Revenues 2019 – 2024).**
- The Company bridges the global gap between top Vendors/Wholesalers and the local Retailers/e-Tailers or Resellers of consumer electronics in **41 countries around the world, reporting 80% of revenues abroad in 2024.**
- 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.**



480€/Mln
Revenues FY 2024



80%
%Export FY 2024



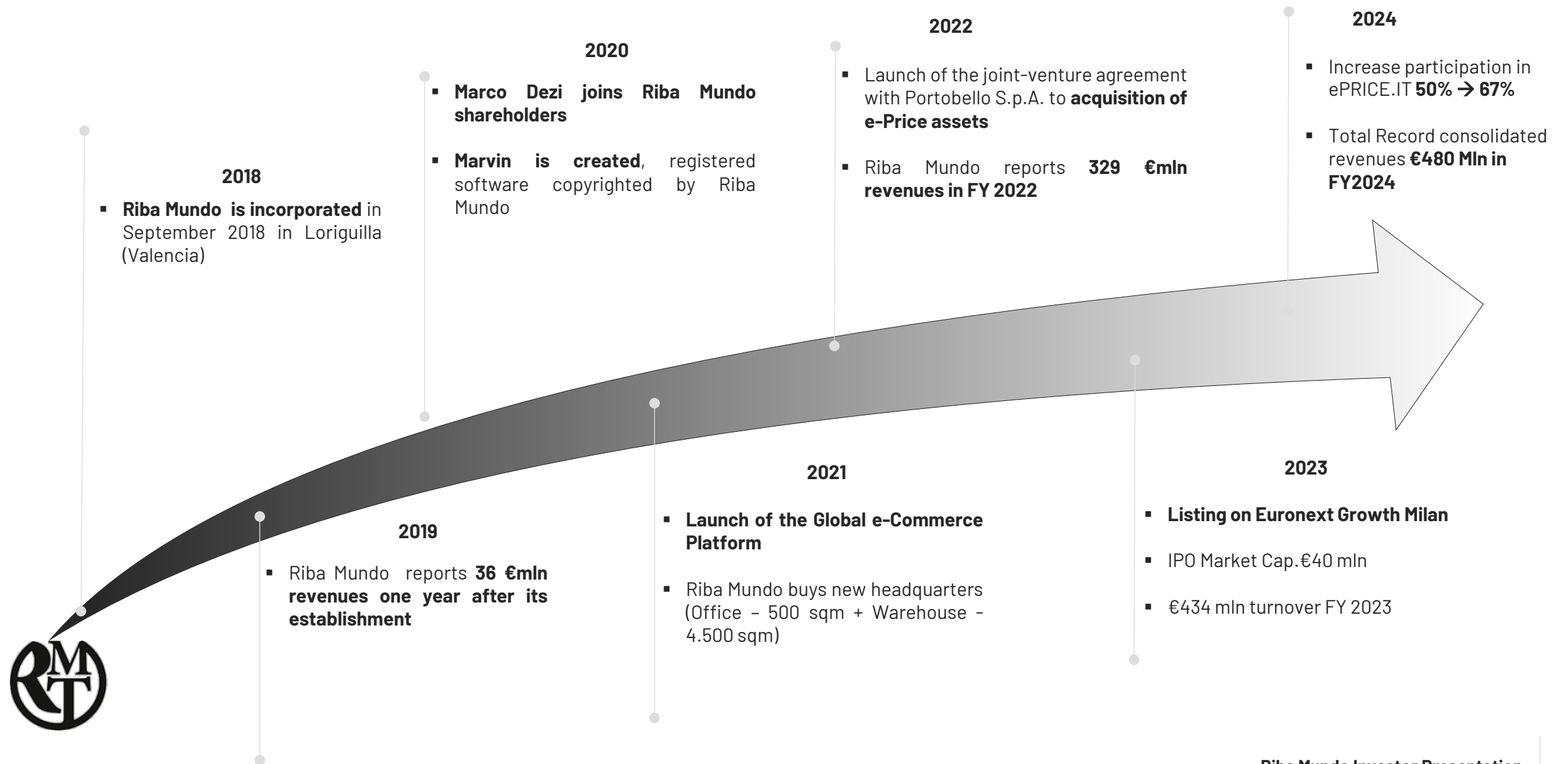
4,500 sqm
Warehouse Area



+6,000 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

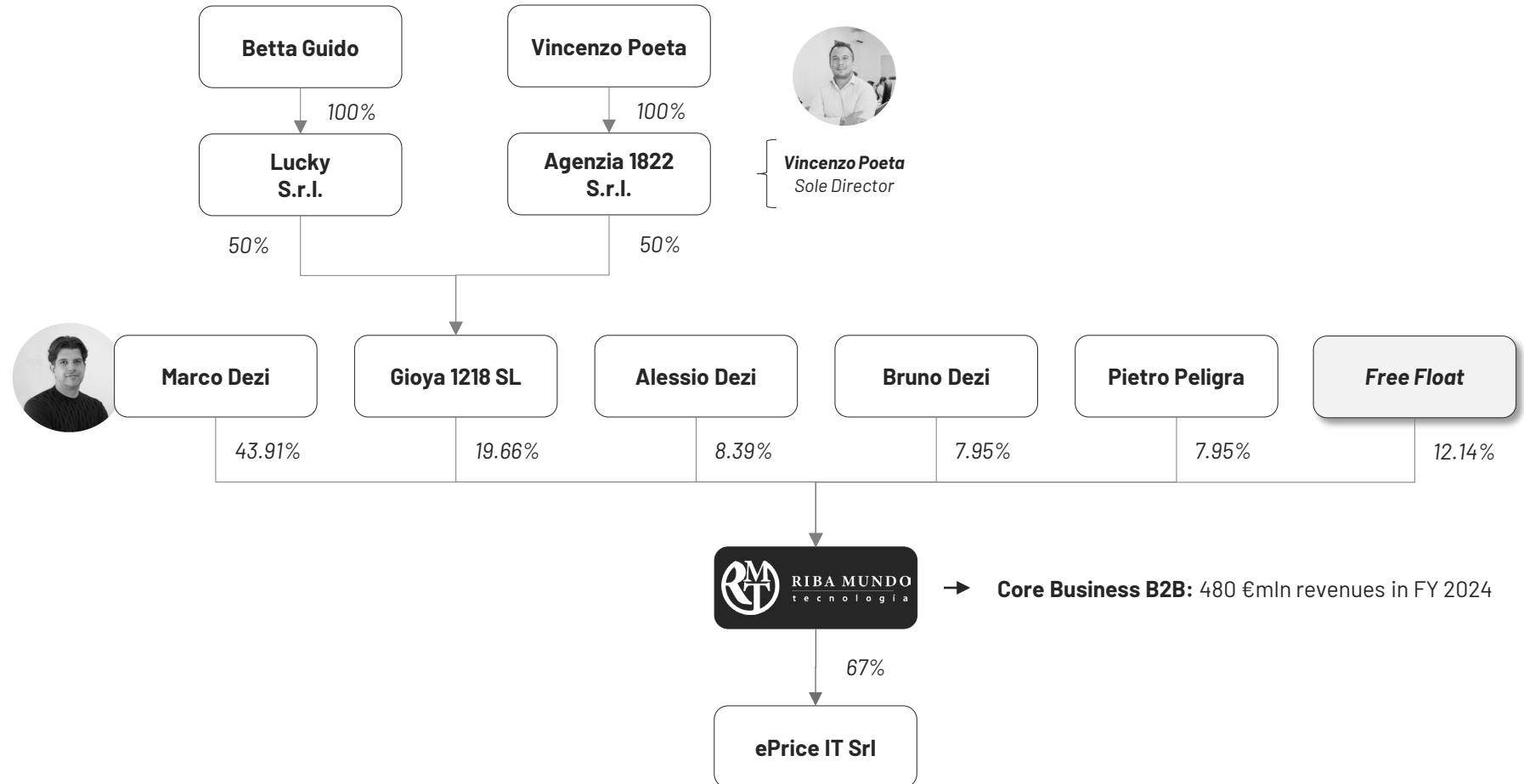


Audit Firm



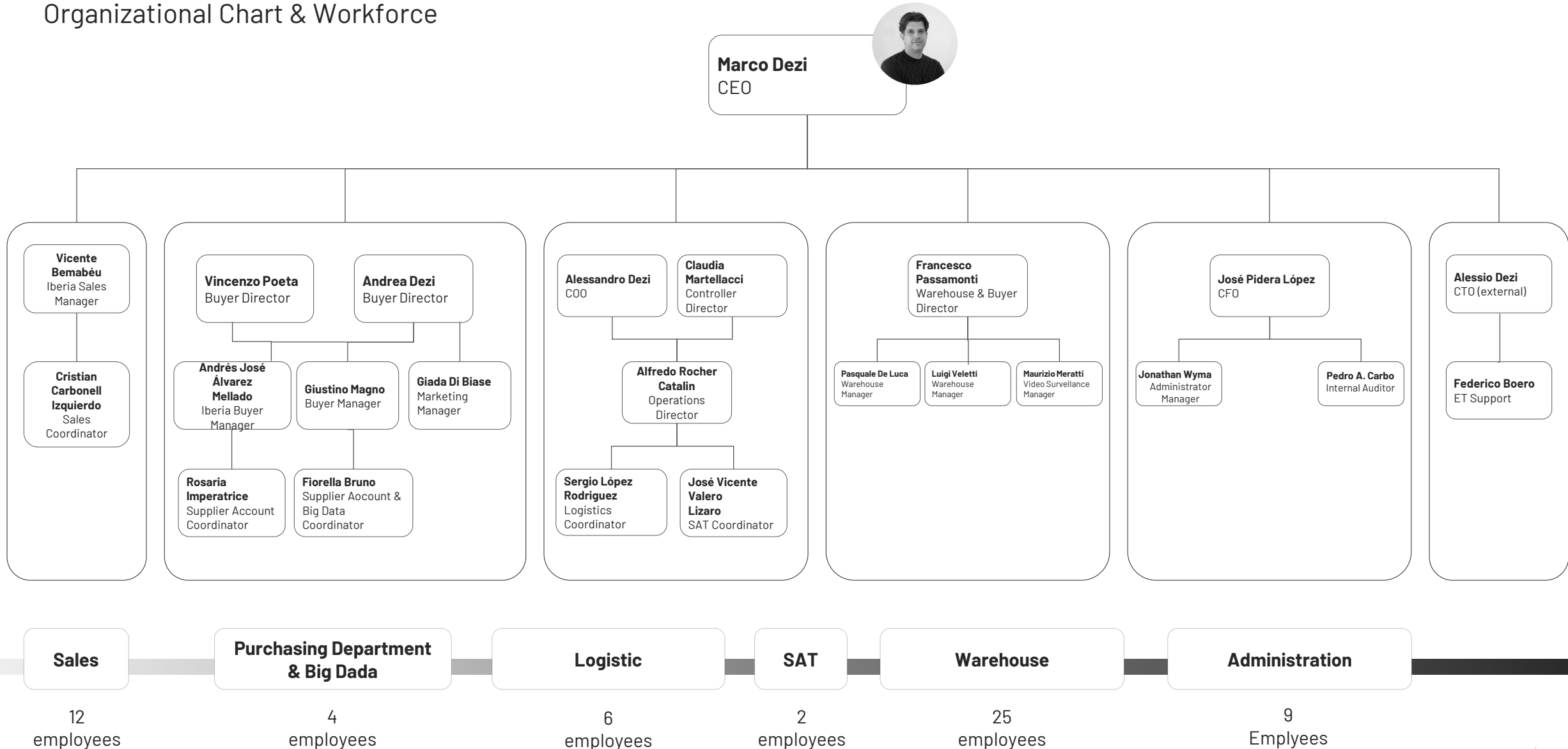
Investor Relator

Claudia Martellacci



Group Overview

Organizational Chart & Workforce



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

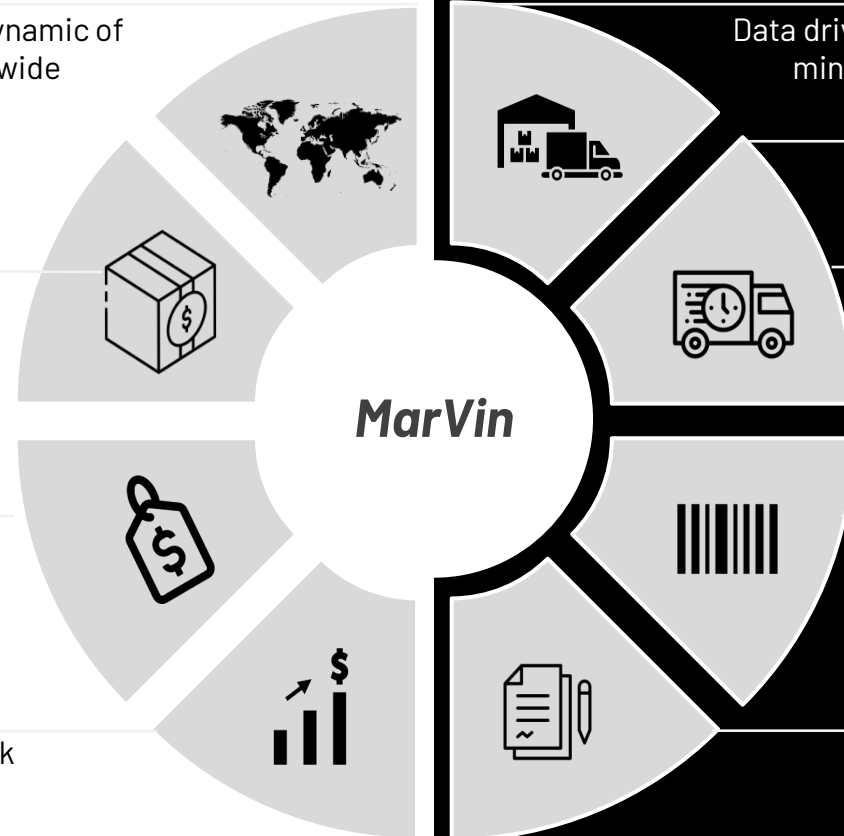
Real time processing of buying and selling opportunities worldwide

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

Source: Riba Mundo's Management

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



€ 6.6 mln*

Riba Mundo

R&D Expenditures

FY 2018 – FY 2024

Source: Riba Mundo's Management
*Data updated as of December 2024.

Our Revolution in Global Commerce

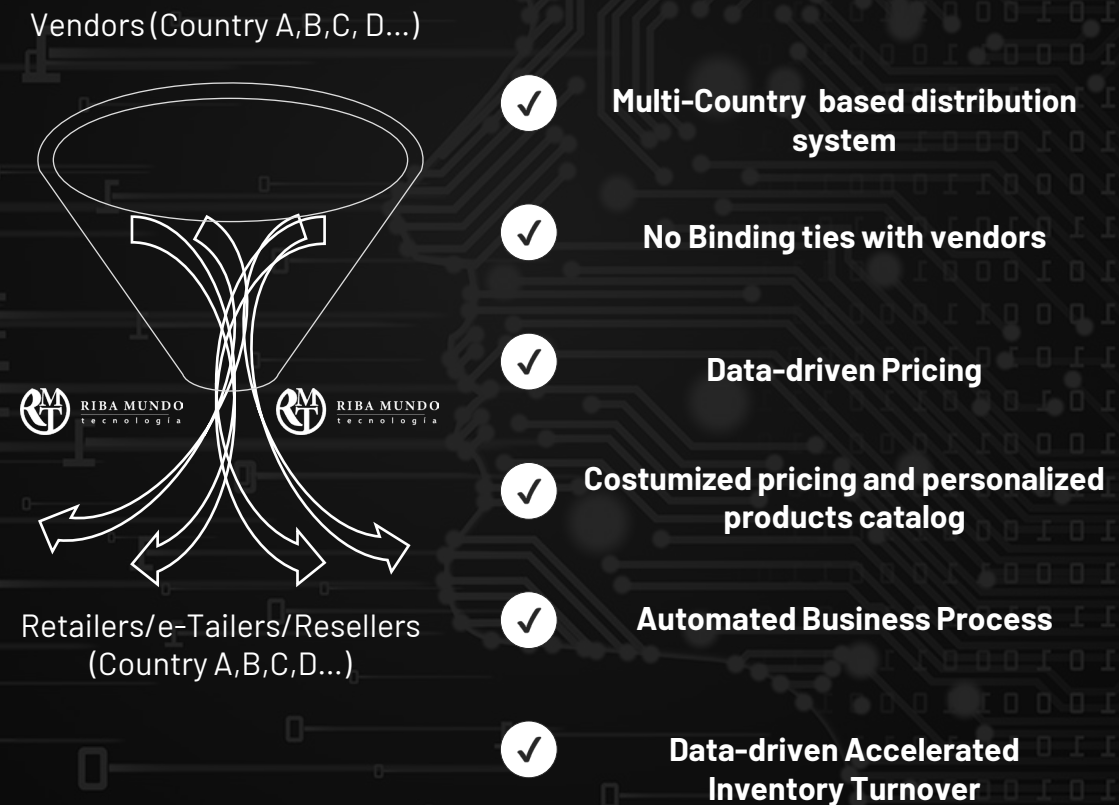
Our new worldwide paradigm in the commerce of consumer goods

COMPETITORS' TRADITIONAL BUSINESS MODEL



VS

RIBA MUNDO'S DATA DRIVEN BUSINESS MODEL

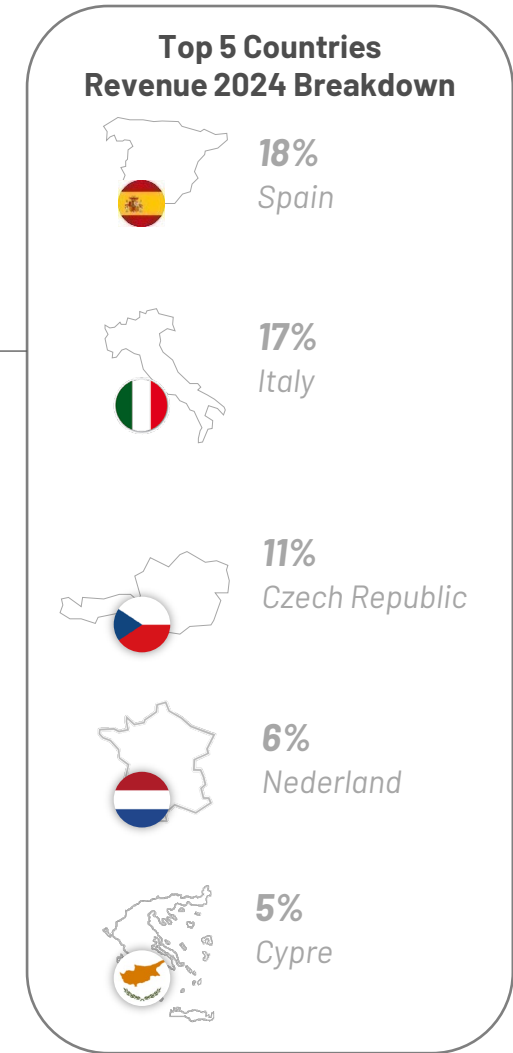
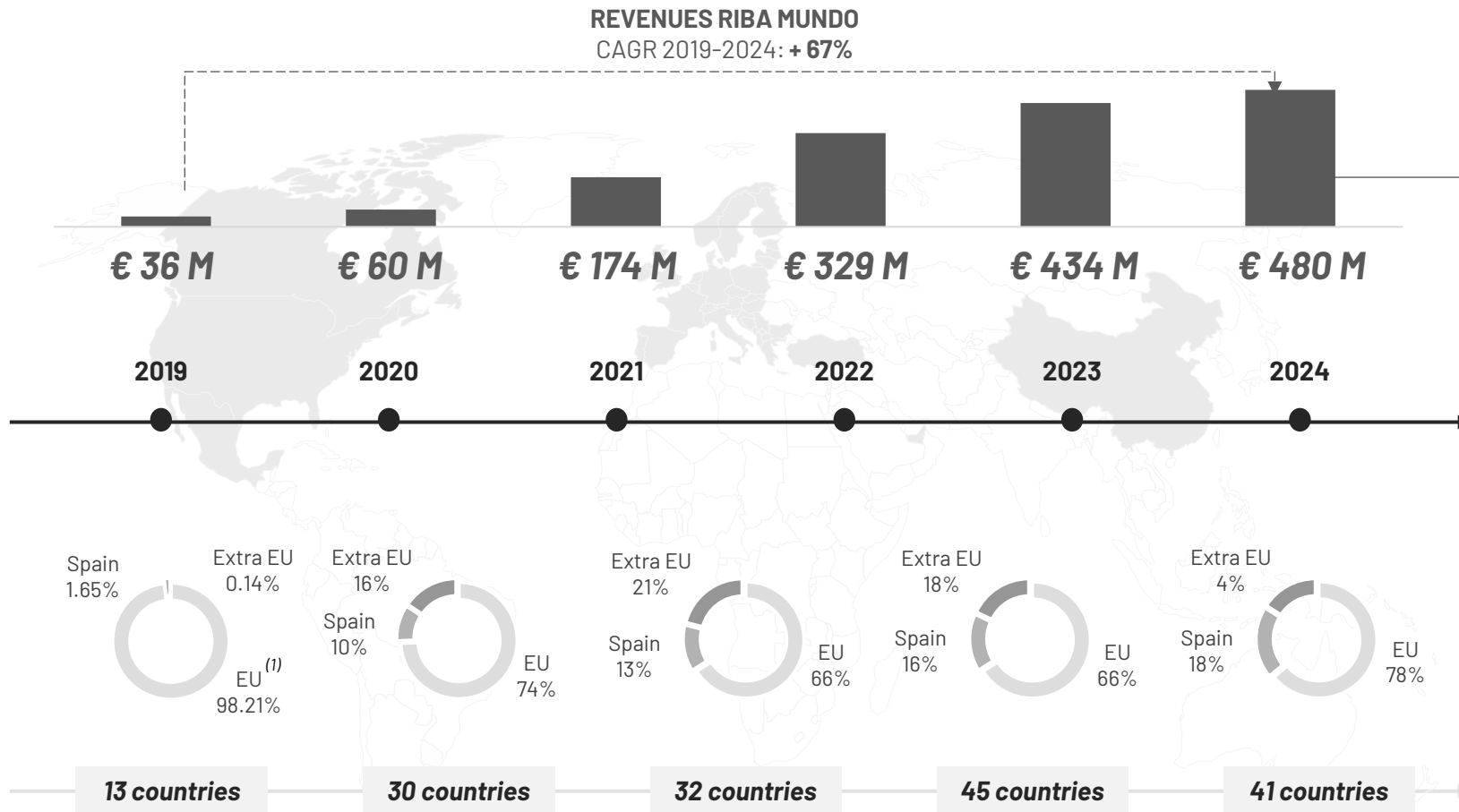


Our Global Footprint

Uncontested international business perspective

Riba Mundo served **more than 40 countries in FY 2024.**

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, FY 2023 and FY 2024 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 and 2024 fully audited, Annual Report 2020/2021/2022 & 2023 IAS/IFRS

Our Competitive Advantage

A disruptor data driven player which is revolutionizing global commerce

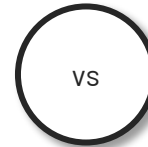
SOFTWARE SUPREMACY



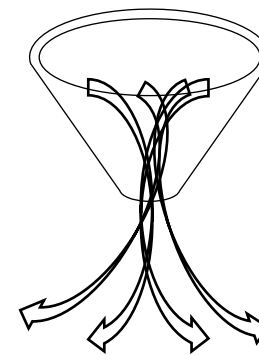
+

DIFFERENT BUSINESS MODEL

Riba Mundo's Competitors



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

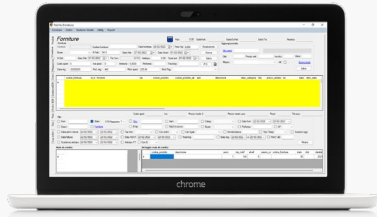
Demand - Side Massive Data Collection

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



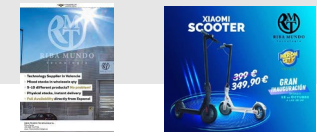
Sales Director

11 Sales Accounts

Global Events & Exhibition

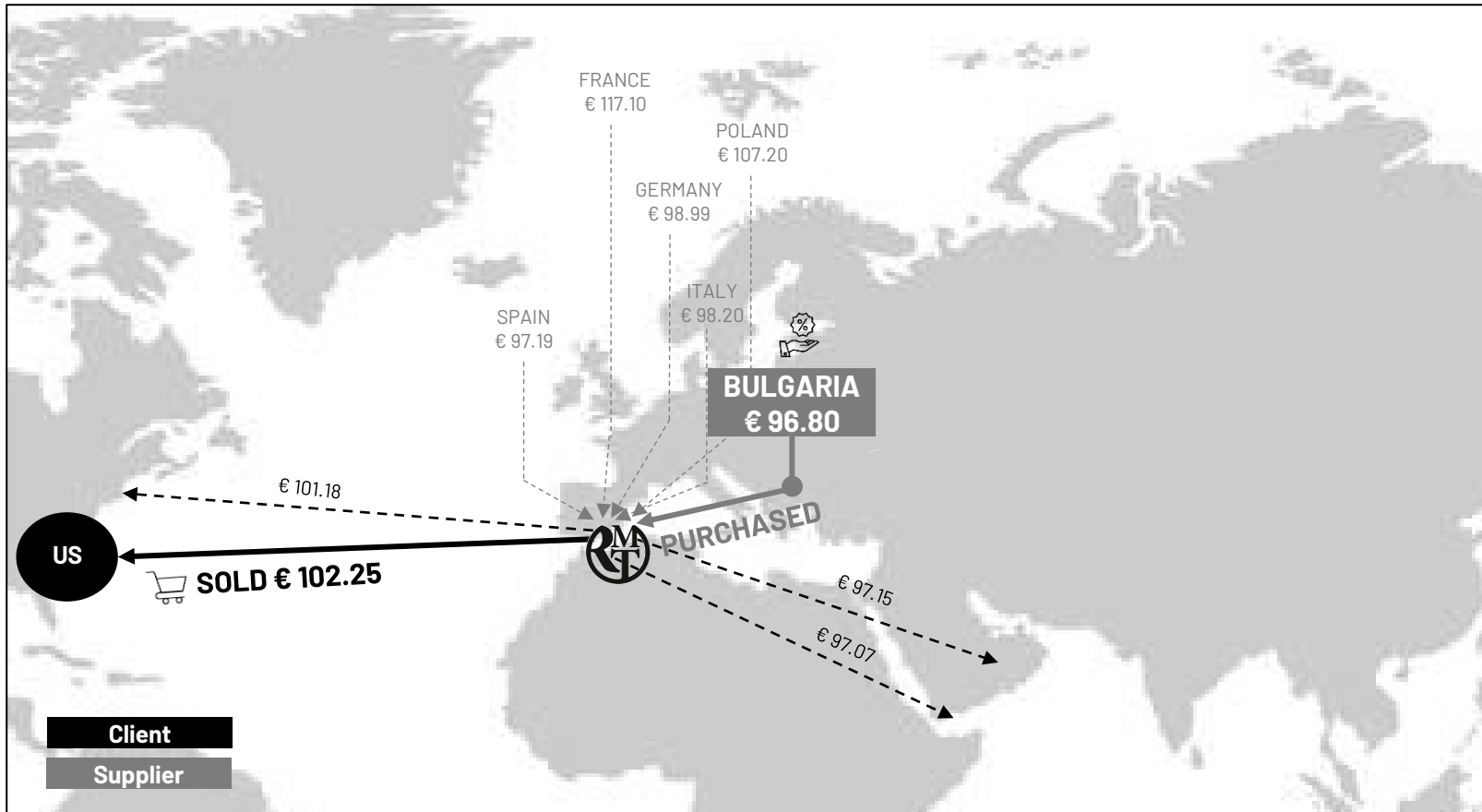


Global Offline Advertising



Case Study: Motorola

Optimal Pricing & Allocation



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



Supplier: Bulgaria
Purchase Price: 96.80 €

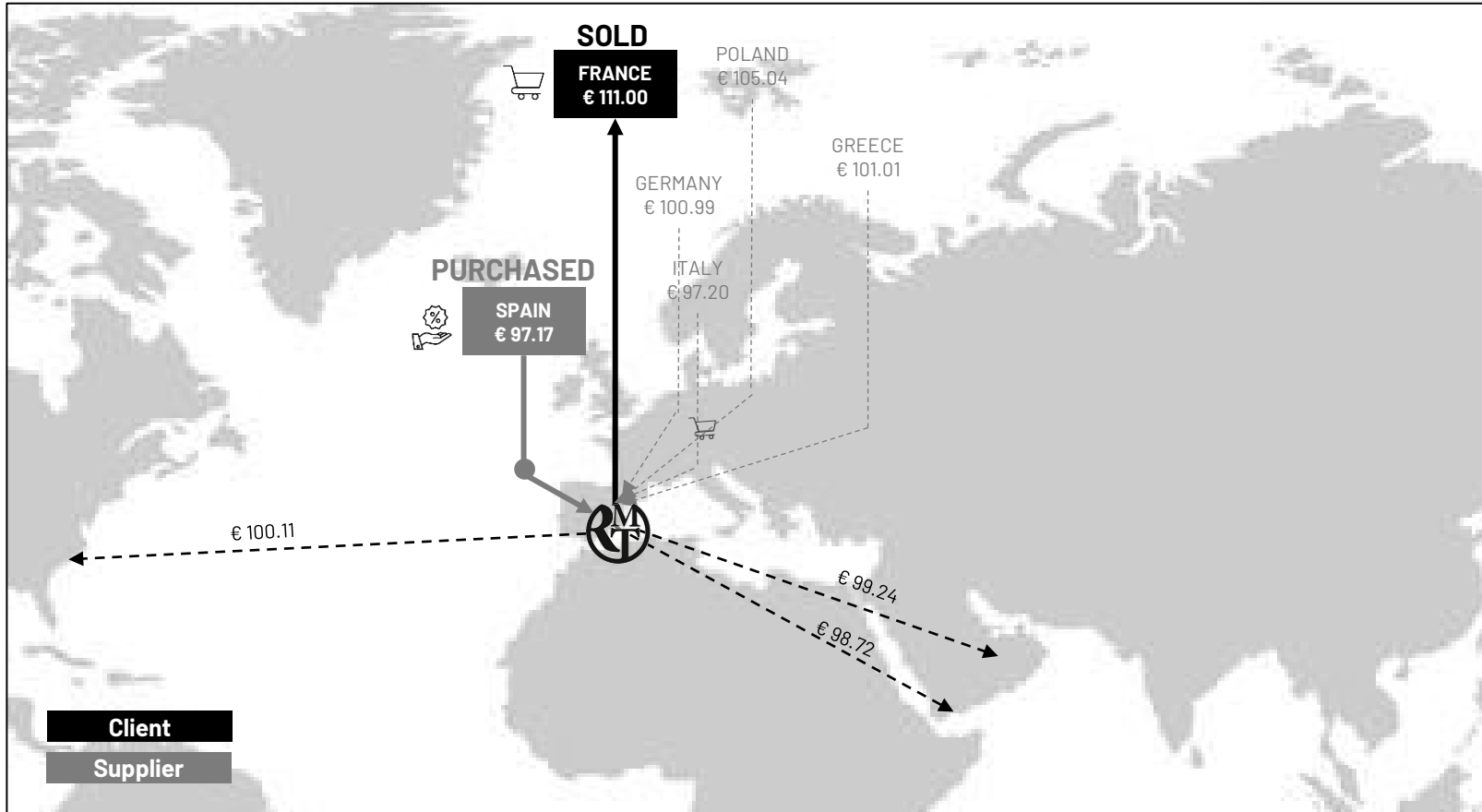
Client: US
Selling Price: 102.25 €

≡
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 €



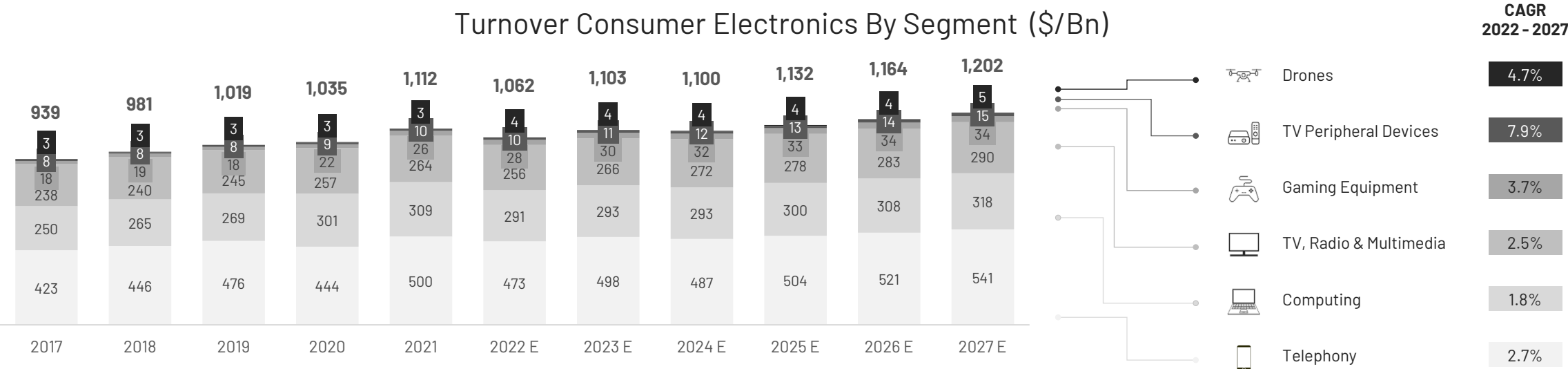
Margin: 12.5%

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

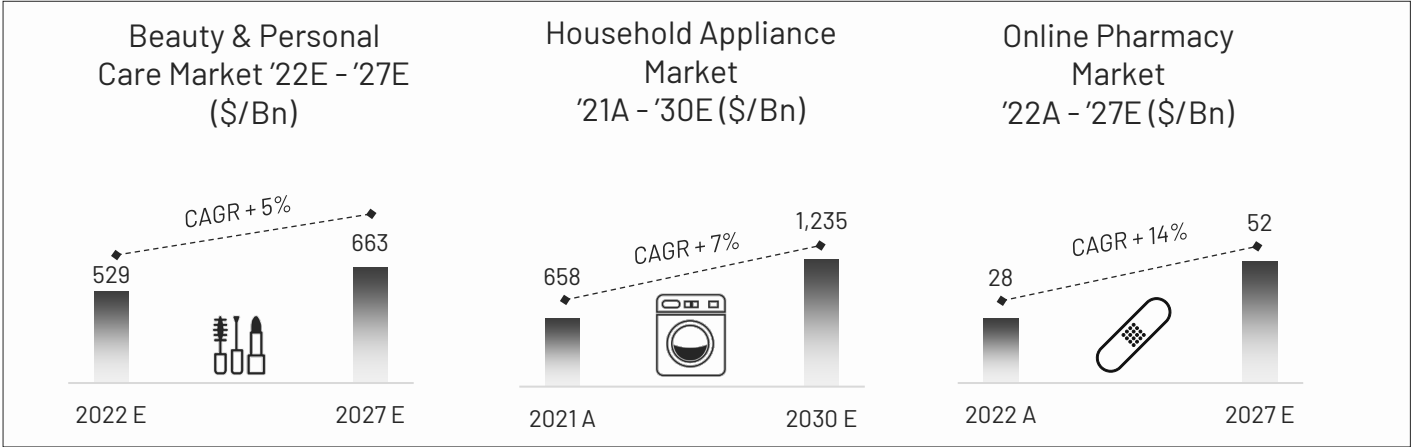
1 Increase in IoT connected devices

➤ 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



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

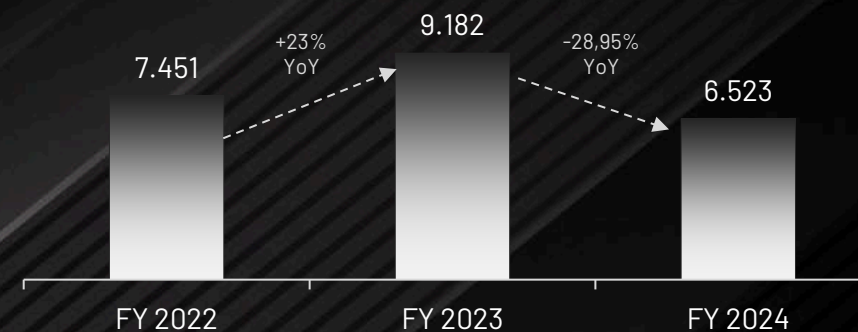
A sound historical ground to build upon

Impressive growth combining profitability

Total Revenues FY 2019 – 2023 (€/000)



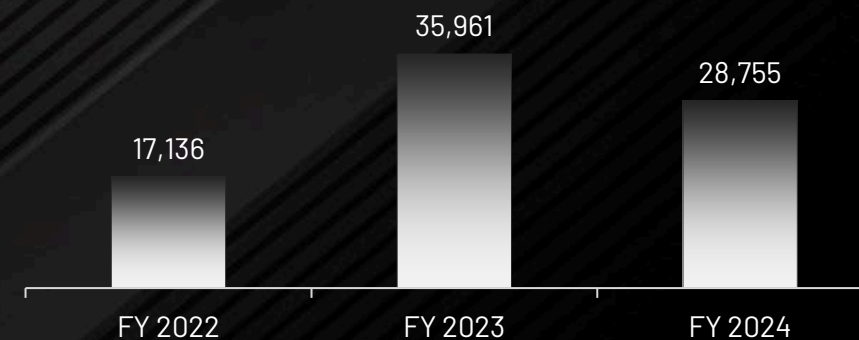
EBITDA Adjusted¹ FY 2022 – 2024 (€/000)



Net Income² FY 2022 – 2024 (€/000)



NFP FY 2022 – 2024 (€/000)



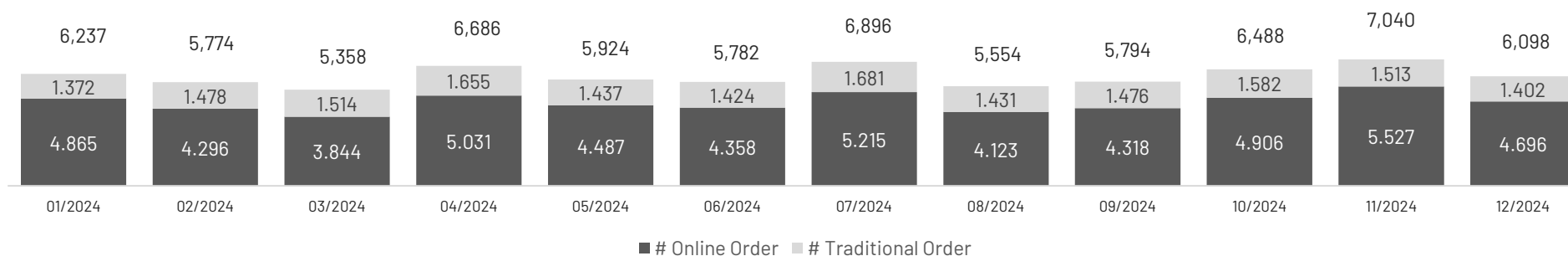
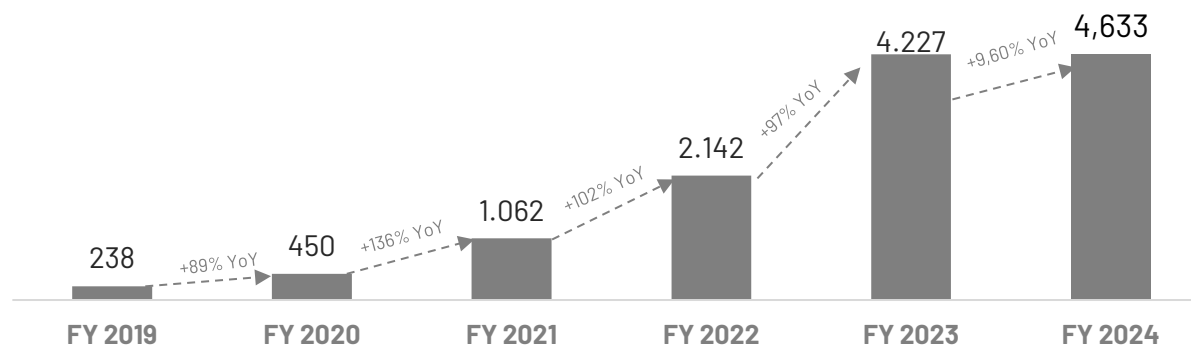
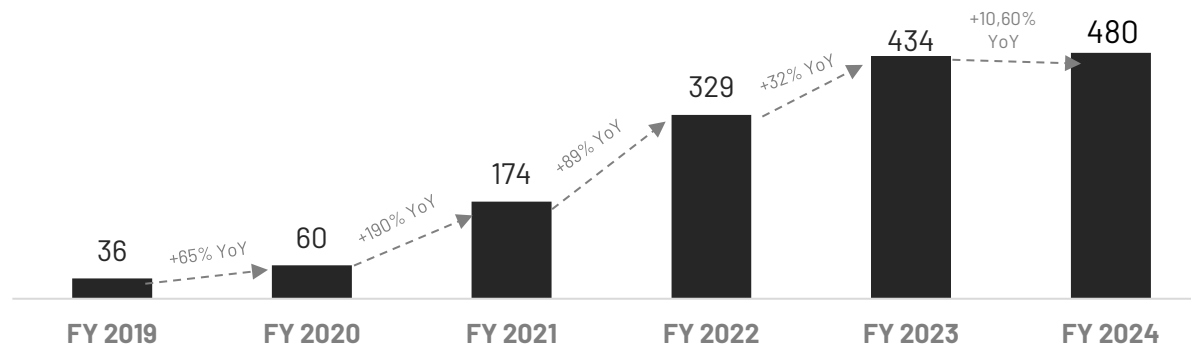
Note:

(1) EBITDA adjusted is defined as profit for the period attributable to the group 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) not operationally.

(2) Riba Mundo Group closed FY2024 with a Net Profit of -2,423€ mln, down from €703 million in FY2023, due to the impact of the negative results of ePrice IT, srl in FY2024

Financial Highlights

Top Line



- Revenues increased significantly since the company was established, reporting a **67% CAGR 2019 – 2024**.
- The impressive growth of Revenues was mainly driven by the increasing trend of units sold (**81% CAGR 2019 – 2024**) 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 41 countries in 2024**.
- Total orders FY 2024: 73,631**

Annex

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Page 23
- 02** Balance Sheet
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Annex

Profit & Loss

P&L			
<i>(In thousands of euros)</i>	FY2023	FY2024	Δ YoY
Revenues	434.172	480.003	11%
COGS	(413.474)	(454.592)	10%
Gross profit/(loss)	20.698	25.411	23%
Operating expenses	(9.446)	(14.341)	52%
- Of which non recurring IPO expenses	(1.186)	0	-100%
Payroll expenses	(3.336)	(4.868)	46%
Other income	80	321	301%
EBITDA Adjusted	9.182	6.523	-29%
Depreciation and amortization	(1.034)	(2.105)	104%
Impairment and results from disposals of fixed assets	(1)	(467)	46600%
Other gains/(losses)	127	150	18%
EBIT	7.088	4.101	-42%
Financial profit/(loss)	(5.007)	(5.423)	8%
Equity Method Adjustment	(823)	(111)	-87%
EBT	1.258	(1.434)	-214%
Income tax	(555)	(989)	78%
Net Income	703	(2.423)	-445%

Annex

Balance Sheet – Note

Balance Sheet			
<i>(In thousands of euros)</i>	FY 2023	FY 2024	YoY
Tangibles	842	867	25
Intangibles	4.716	11.990	7.274
Financial Assets	1.500	394	-1.106
Fixed Assets	7.058	13.251	6.193
Inventory	26.990	30.138	3.148
Trade receivables	42.206	32.338	-9.868
Trade payables	(36.093)	(36.138)	-45
Working Capital	33.103	26.338	-6.765
Other Current Receivables/ Payables	9.476	2.566	-6.910
Net Working Capital	42.579	28.904	-13.675
Shareholders's Equity	13.676	13.399	-277
Non-current borrowings	33.405	2.442	-30.963
Non-current lease liabilities	755	625	-130
Current borrowings	24.593	41.792	17.199
Current lease liabilities	25	259	234
Cash and cash equivalents	(16.612)	(8.605)	8.007
Short-term financial investments	(6.205)	(7.758)	-1.553
Net Financial Position	35.961	28.755	-7.206