

# Driving ESG from reporting to business value

Pitch deck

denxpert

[www.denxpertsolutions.com](http://www.denxpertsolutions.com)



# The problem:

Companies facing broadening expectations of social contract and investor ESG pressure

## Risks and opportunities management



Ensuring environment and  
workplace safety



Customers and employees  
sustainability expectations



Investors ESG expectations



EU CSRD  
regulations

# The solution:

denxpert, a SaaS software to manage your whole sustainability journey

Client aims				
Scenarios	Company aims: Scenarios	Compliance: Check list focus	Controlled execution: Process focus	Managed execution: Impact focus
	Workplace safety and health	denxpert	denxpert	denxpert
	Sustainability	denxpert	denxpert	denxpert
	ESG	denxpert	denxpert	denxpert
	EU CSRD	denxpert	denxpert	denxpert

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# Market validation

Growing awareness from all participants → Digitalisation is the only solution

## Market data



ESG software YoY CAGR of 30% (Verdantix forecast)



Capital raised for private markets ESG funds tripled between 2020–22 from \$29bn to \$92bn. (Prequin study)



ESG talent GAP for companies: 6% increase in new talent, but 8% growth in demand (PWC study)



Growing regulatory activities (CSRD, ISSB)

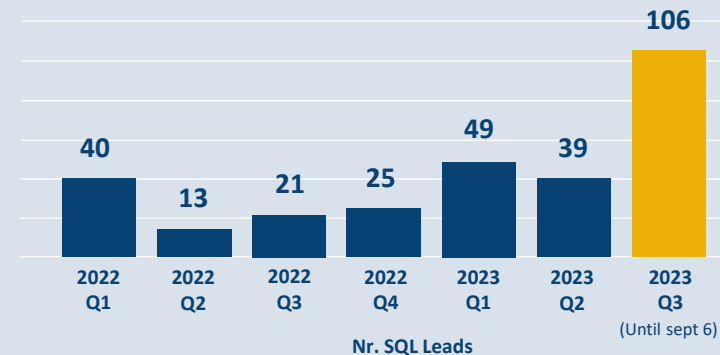
## Denxpert operations



**New ARR 2023 growth**

YTD +150%, FY fcast 200%-250%

Number of NEW Sales Qualified Leads



# European regulatory impact

## Major accelerator in sustainability

Number of Companies impacted by CSRD\* requirements →

105,000

01

05 January

2023

CSRD\* directive entered into force

02

June 2023

EU finalizes sector-agnostic standards

03

Jan 2024

CSRD\* requirements start for those in scope of NFRD\*

04

June 2024

EU finalizes sector-specific, SME and non-EU standards

05

Jan 2025

Other large companies\* required to report

332,000

06

Jan 2026

Listed SMEs required to report

442,000

07

Jan 2028

Non-EU companies required to report if >€150m EU revenue with 1 or more subsidiary or branch

552,000

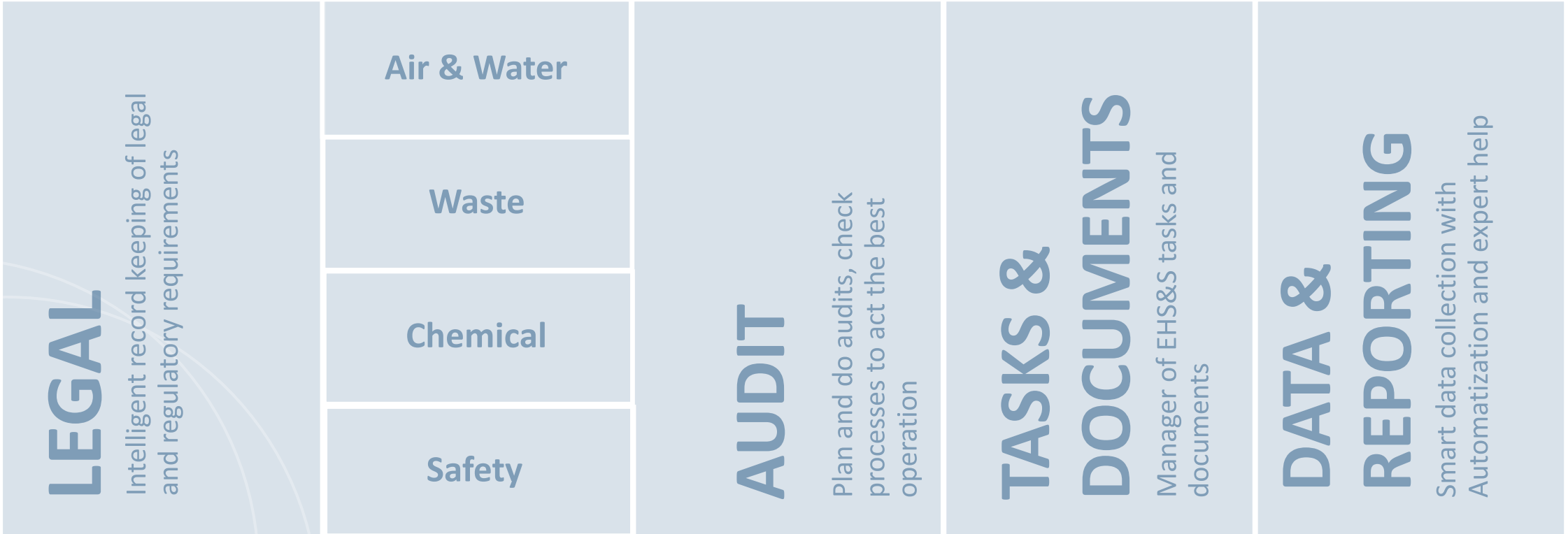
- \* **CSRD**: Corporate Sustainability Reporting Directive
- \* **NFRD**: Non Financial Reporting Directive (pre-CSRD regulation for some organisations)
- \* **Large companies** defined as exceeding at least two of the following metrics on two consecutive annual balance sheet dates:
  - Total assets of €20 million or more
  - Net turnover (revenue) of €40 million or more
  - Average of 250 or more employees

# Product:

Modular – all sustainability scenarios

Journey - from compliance reporting to business insights

Easy – to implement and to customize



Denxpert modules

# Business model

**PRODUCT:** Cloud based SaaS software

## PRICING:

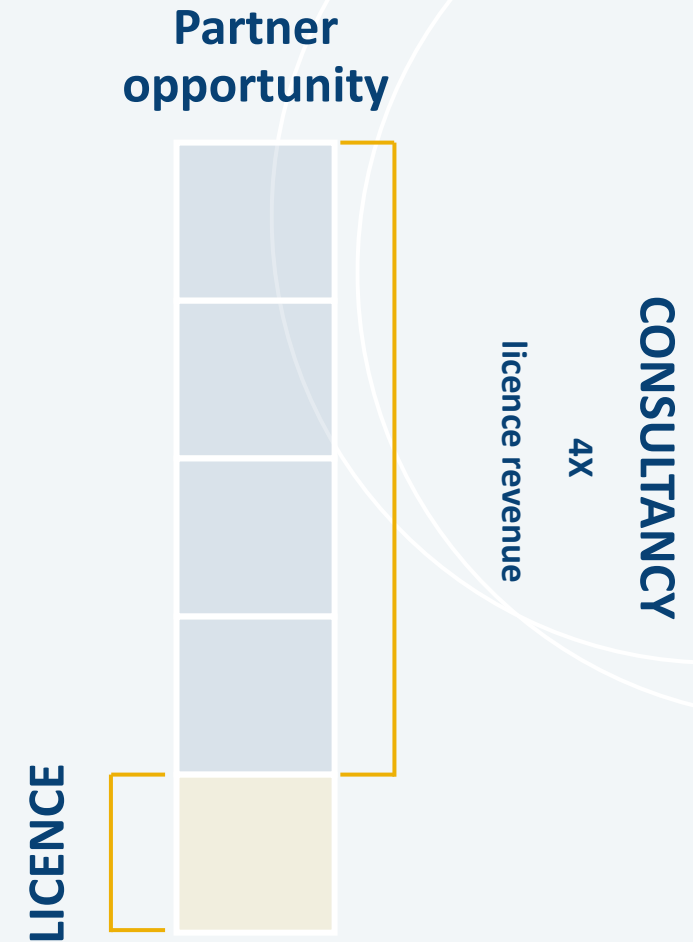
- Scalable (modules, functions, users, sites)
- SME ARR: 0,5k - 10k EUR, typical deal: 2k EUR
- Enterprise ARR: 10k – 80k EUR, typical deal: 20k EUR

**DEMAND GENERATION:** Digital marketing

## LICENCE SALES:

- Enterprise – Direct, SME – Partner led

**IMPLEMENTATION CONSULTANCY:** Partner led





# Denxpert current market adoption

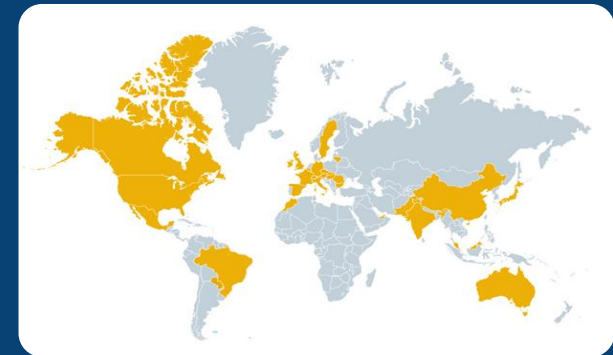
200 contracts/ 500 companies



**Client satisfaction insight:**  
Global Net Promoter Score: 60  
Low Churn: 3%



Customers in 30 countries



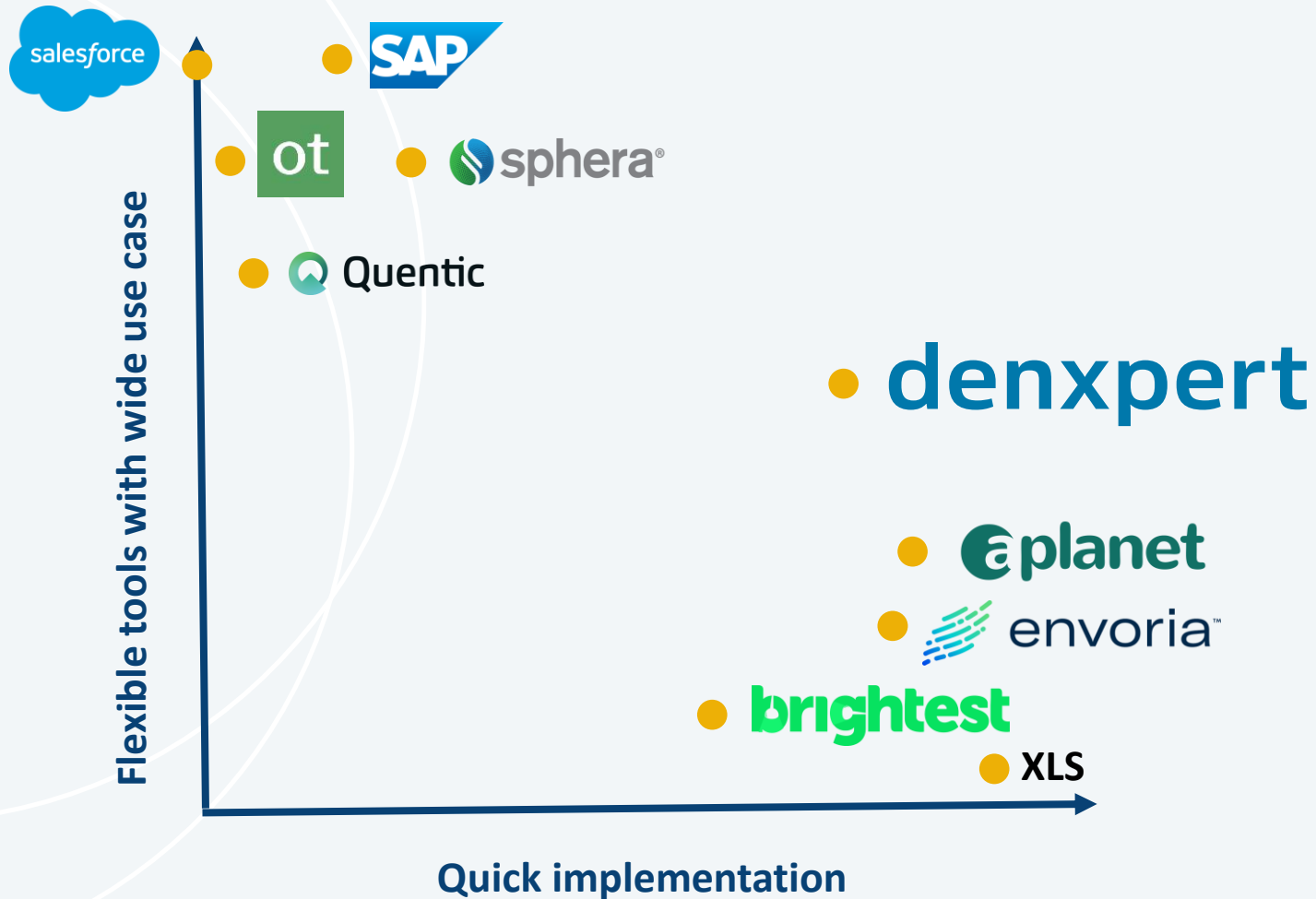
Member of the Innogen alliance  
EHS and sustainability consultant  
companies network

Global network of 80 consultancy partners





# Competitive landscape



Denxpert: A cost-effective and easily adaptable solution, supported by a global network of experts.

denxpert

# Financials

## Initial expansion periods followed by profitable growth

<i>EURm</i>	2022	2023	2024	2025	2026	2027
ARR revenue	0,5	0,7	2,5	10,9	27,7	58,2
Other revenues	0,2	0,3	1,6	4,9	7,6	12,5
<b>Total revenue</b>	<b>0,7</b>	<b>1,0</b>	<b>4,1</b>	<b>15,8</b>	<b>35,3</b>	<b>70,6</b>
<i>% ARR of total revenue</i>	67%	61%	60%	69%	79%	82%
<i>% Foreign revenue</i>	34%	46%	78%	90%	93%	96%
<b>EBITDA</b>	<b>0,1</b>	<b>- 0,1</b>	<b>- 1,3</b>	<b>3,8</b>	<b>14,6</b>	<b>40,4</b>
<i>EBITDA %</i>	16%	-6%	-31%	24%	41%	57%
Number of contracts	175	240	1 255	4 036	7 844	13 196
Headcount	20	25	56	91	114	125

- Increased headcount and Sales&Marketing expenses in the first two forecast periods temporarily decrease profitability, with focus on expansion

- Continuous expansion after the initial periods allow for increasing profitability with high margins and low churn (historical churn in the low single-digit range)

- Recurring revenue grows to play a dominant sales role while retaining certain diversified income sources (setup, consulting, one-off revenues)

# 25 person agile dream team

## Founders



**Róbert Szücs-Winkler**

*CEO*

Leading data driven EHS and ESG globally for more than 15 years



**Roland Busa**

*Distinguished Engineer/CTO*

Developing ESG tools on the highest level for more than 20 years



**Zsombor Ferjancsik**

*CEO, EHS auditor and consultant*

The trusted advisor for the biggest companies globally for 30 years

## Further key team members



**Vajk Barabás**

*Sales Director*

Multi startup background, international sales process master



**Ferenc Szikora**

*Chief Product Officer*

The agile master of denxpert with the customer fanatic mindset



**Robert Byssz**

*Interim Chief Revenue Officer*

Ex-Philips Global Director of Business Transformation and B2B sales, Scaling enthusiast

## Scale Up Support Team



**Péter Vityi**

*Business Strategy Advisor*

Multi and startup experience Hungary, ex-Microsoft Regional Leader, consultant



**Csaba Csiszkó**

*Sustainability Advisor*

Ex-Philip Morris global Sust. Head Denkstatt Sustainability Head



**Tom Kürti**

*Organisation development*

The go to person for all international startups and boards in the region

The denxpert team has a combined experience of

**68 years**  
in software development

**77 years**  
in EHS&S consulting

*Winner of the biggest Hungarian  
Agile Competition 2022*

## Use of funds

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- Denxpert is seeking financing to **speed up growth on the international market**
- We are raising late seed funding of **2,5m EUR** to cover sales team scaleup and boost international marketing activities and product development

# Why invest in Denxpert

- Denxpert team has 15 years of experience in the EHS&S market with global reach
- Our software is already used by 500+ companies in 30 countries, having 80 partners
- CSRD, the answer to the ESG challenge impacting 500k+ companies in the EU will provide a boost in the EHS&S sector

- Denxpert has developed a cost-effective and easily adaptable solution for the broader market, supported by a global network of experts
- Our **no-touch SaaS software** will be the easiest solution for tens of thousands of companies. Denxpert is capable of providing expert services on demand.
- The EHS&S / ESG sector has seen vibrant investment and M&A activity recently

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