

The ultimate software solution for driving ESG value from reporting to strategy

Pitch deck

denxpert

www.denxpertsolutions.com



The challenge:

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				
	Compliance: Check list focus	Controlled execution: Process focus	Managed execution: Impact focus	
Scenarios	Workplace safety and environment	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



ESG software demand yearly increase of **30%**
(YoY CAGR, Verdantix forecast)



More than **2 trillion USD ESG Assets** under management (2022). (Bankrate study)



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



Growing regulatory activities (**CSRD, ISSB**)

Market traction

Growing client interest → Denxpert get's overwhelmed with leads



New SQL leads Q3 2023 more than whole 2022 together



New ARR growth 2023 YTD 2.5x
Until end of the year forecast 3-4x

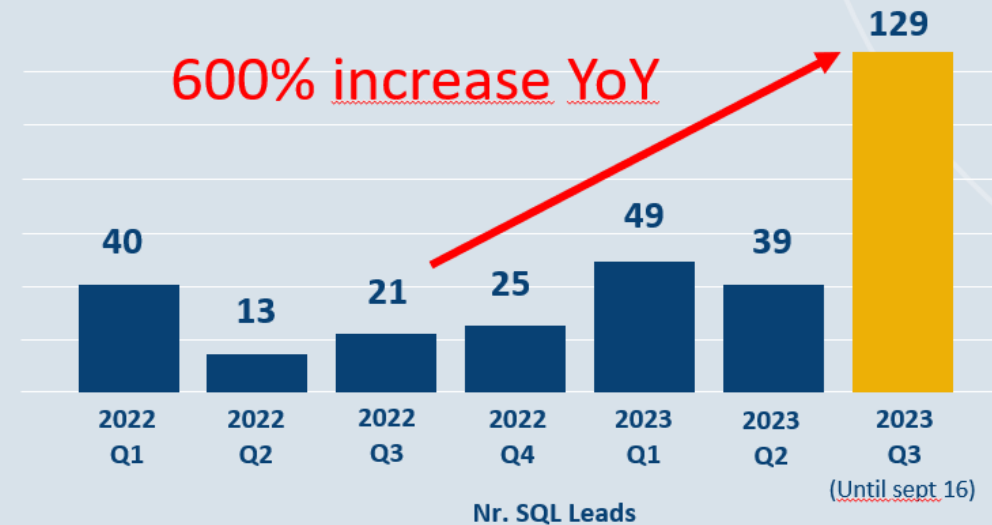


80+ partners supporting international expansion



Revenue of 700k EUR and a YoY **organic revenue growth of 38%** from 2021 to 2022

Number of NEW Sales Qualified Leads



Denxpert current market adoption

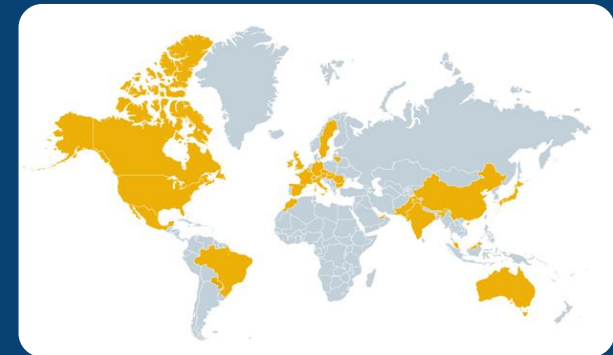
200 contracts used by 500 companies



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



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

332,000

Jan 2025

Other large companies* required to report

06

442,000

Jan 2026

Listed SMEs required to report

07

552,000

Jan 2028

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

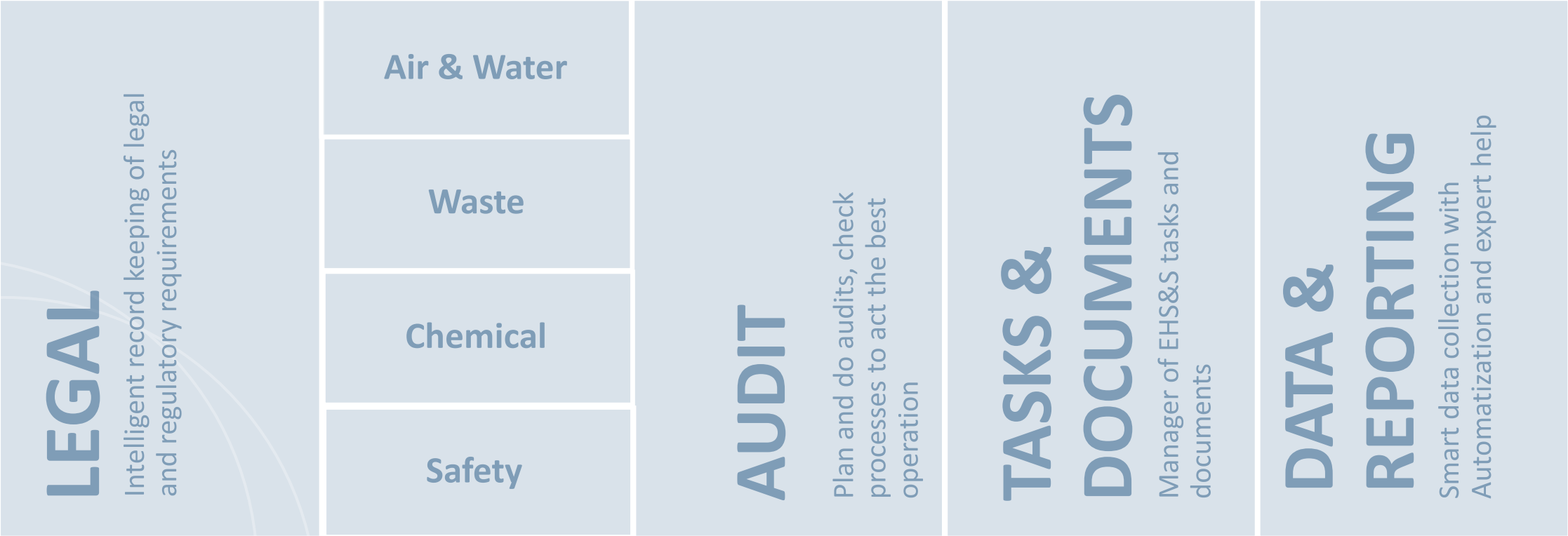
- * **CSRD**: Corporate Sustainability Reporting Directive
- * **NFRD**: Non Financial Reporting Directive (pre-CSRD regulation for some organisations)
- * **Large companies** defined as exceeding at least two of the following metrics on two consecutive annual balance sheet dates:
 - Total assets of €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



The solution from checklist to strategy

denxpert

Business model

PRODUCT: Cloud based SaaS software

PRICING:

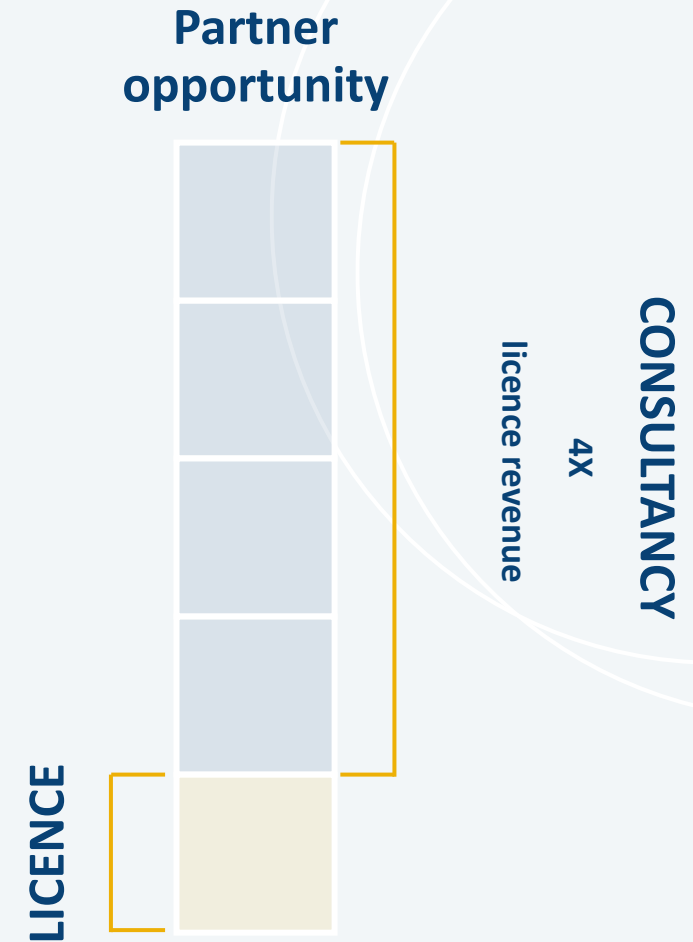
- Scalable (modules, functions, users, sites)
- SME ARR: 0,5k - 10k EUR, typical deal: 2k EUR
- Enterprise ARR: 10k – 80k EUR, typical deal: 20k EUR

DEMAND GENERATION: Digital marketing

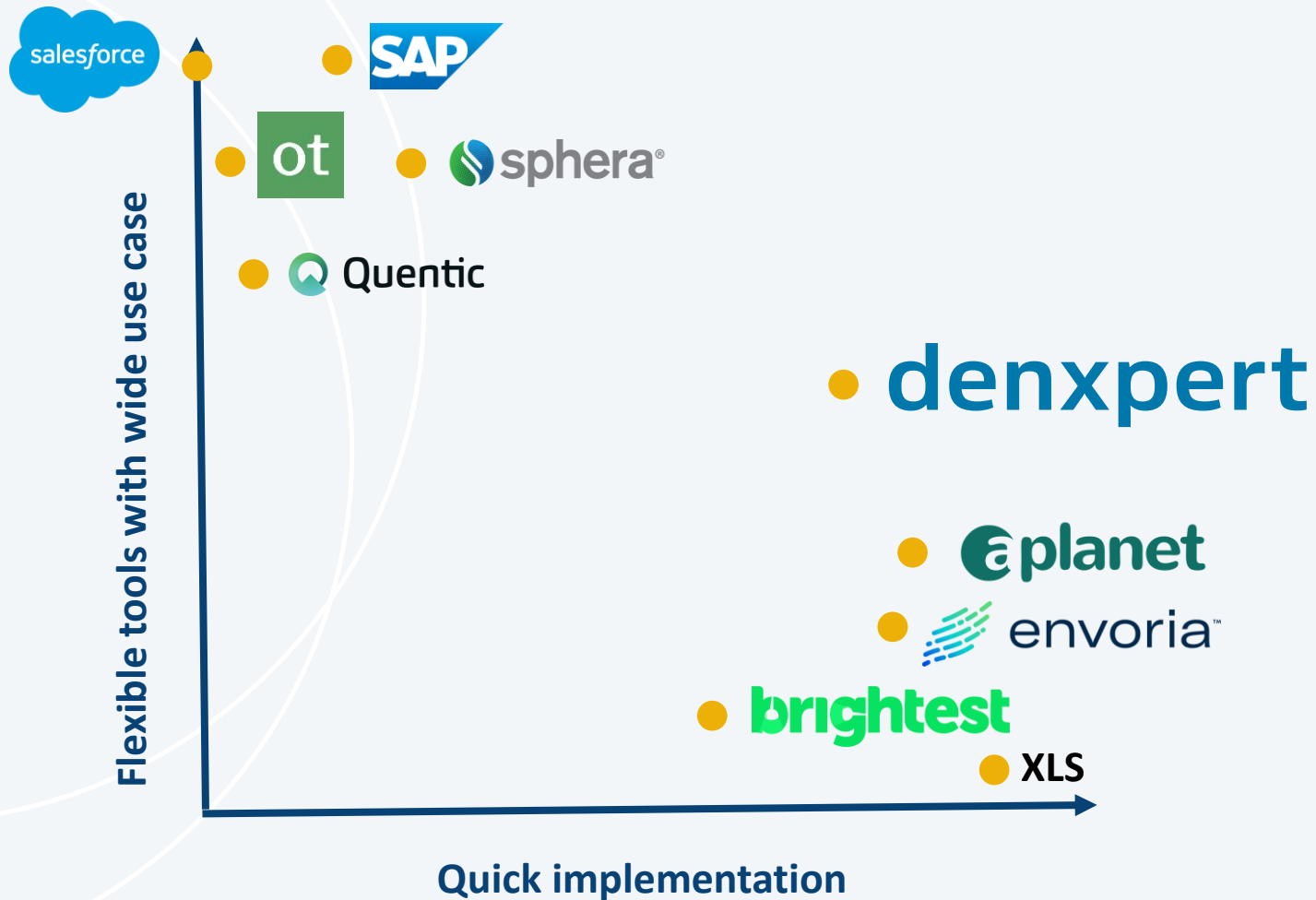
LICENCE SALES:

- Enterprise – Direct, SME – Partner led

IMPLEMENTATION CONSULTANCY: Partner led



Competitive landscape



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

denxpert

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*

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
Total revenue	0,7	1,0	4,1	15,8	35,3	70,6
<i>% ARR of total revenue</i>	67%	61%	60%	69%	79%	82%
<i>% Foreign revenue</i>	34%	46%	78%	90%	93%	96%
EBITDA	0,1	- 0,1	- 1,3	3,8	14,6	40,4
<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)

Why invest in Denxpert

- Denxpert has an incredible traction with 600% increase in lead numbers and 2x in new ARR then last year
- Our software is already used by 500+ companies in 30 countries, having 80 partners
- Denxpert has developed a cost-effective and easily adaptable solution for the broader market, supported by a global network of experts

- CSRD, the answer to the ESG challenge impacting 500k+ companies in the EU will provide a boost in the EHS&S sector
- The EHS&S / ESG sector has seen vibrant investment and M&A activity recently

Denxpert will supercharge the sustainability transition of companies globally.

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