



# Creating a European Media Technology Champion

**29. August 2023**

**Ordentliche Hauptversammlung der Avemio AG**

# AVEMIO

## At a Glance – On the way to a Media Champion

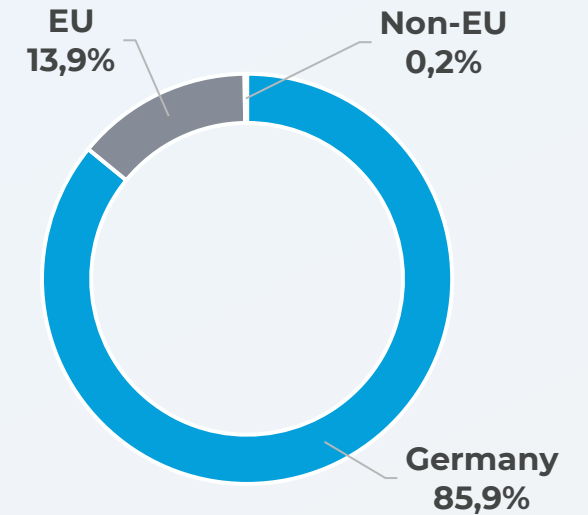
### Key Facts

- ▶ The leading system supplier in the German-speaking market for film production, broadcast, professional audio and video solutions
- ▶ Group with 12 individual companies, around 200 qualified employees
- ▶ Organic and inorganic growth in recent years, today addresses more than 35,000 active customers with more than 20,000 products

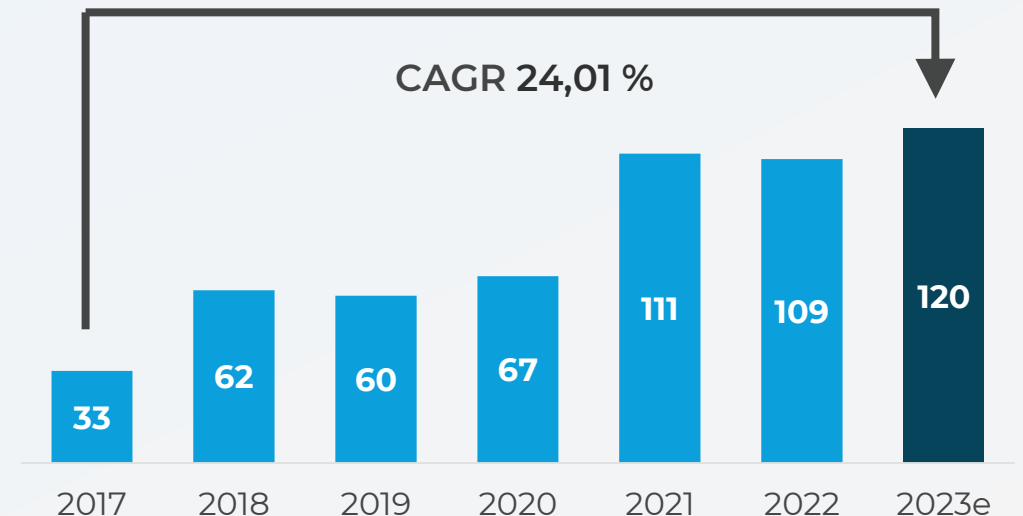
### Key Figures FY22

Revenue
<b>108.7 EURm</b>
EBITDA
<b>4.4 EURm</b>
Net Profit
<b>1.8 EURm</b>

### Sales Split



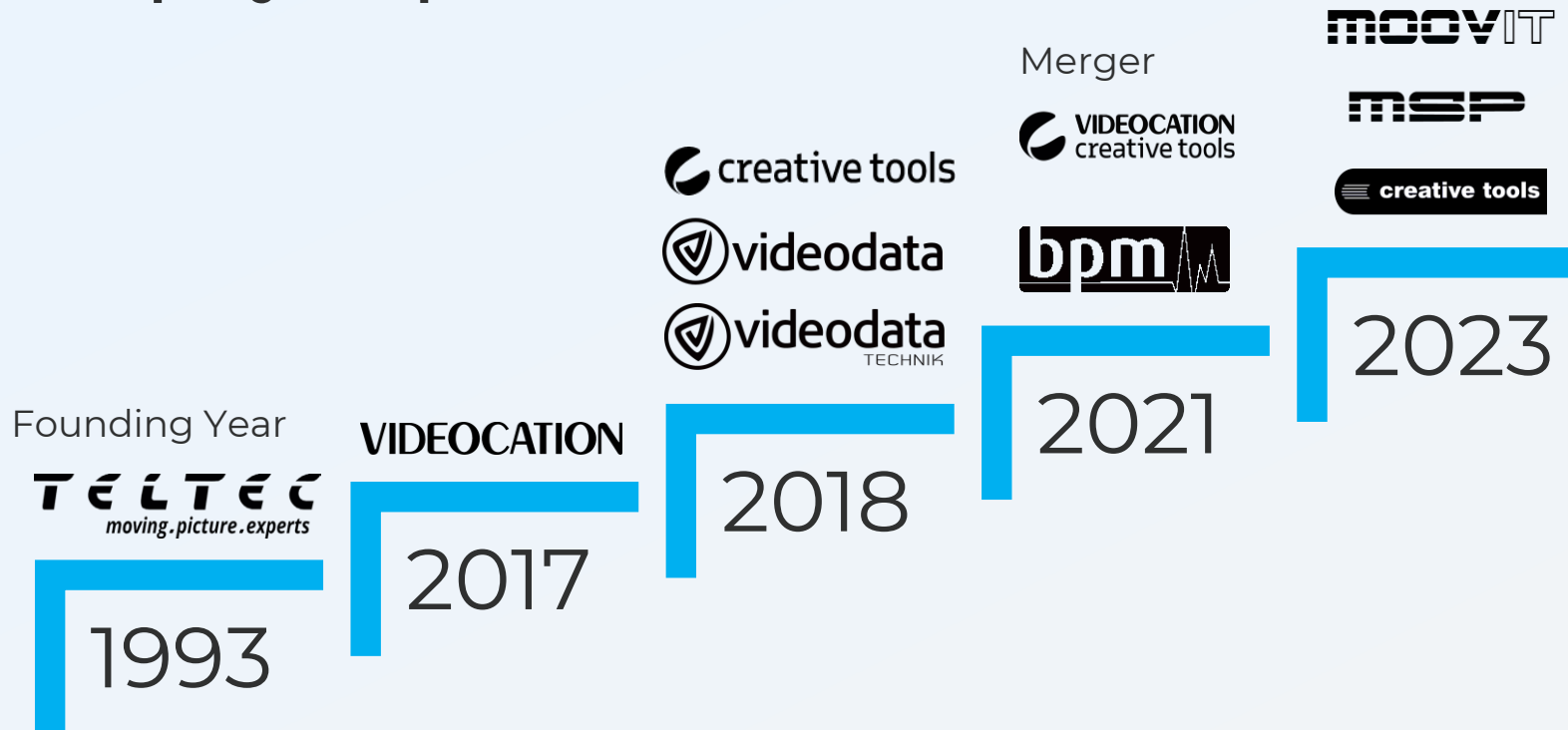
### Revenue EURm



# AVEMIO

## Track Record

### Step by Step



### Our Jet fuel for growth

- ▶ Precise response to customer needs through a manufacturer-independent and broad product portfolio
- ▶ Utilization of economies of scale through positioning as the largest trading group for professional audio and video equipment in the German-speaking market
- ▶ Value added services:
  - Financing options
  - Various insurance services and best price guarantee

# AVEMIO

Completing our  
Value Proposition

## Media Technology Corporation



E-Commerce  
& Retail

**TELTEC**  
*moving-picture.experts*



Software &  
System Integration

**MOOVIT**  
Broadcast IT Solutions

- ▶ Full-service provider of professional technology for film production, post-production, archiving and broadcasting
- ▶ A manufacturer-independent product range that now comprises over 20,000 products

- ▶ Consulting and software for workflow optimization in professional video production
- ▶ Services for expert advice on product selection as well as system integration, repair and maintenance services



Innovation Lab



# AVEMIO

Retail

## Products

More than  
20,000



**TELTEC**  
*moving.picture.experts*

All major  
Brands

**ARRI**

**dji**

**RØDE**  
MICROPHONES

**ROSS**

**ZEISS**

**SENNHEISER**

Blackmagicdesign

**Canon**

**RED**

**SanDisk**  
PROFESSIONAL

**FUJINON**

**Panasonic**

**SONY**

(...)

## Customers

Approx 35,000

Broadcast  
Film Production  
Corporate  
Amateur and Influencer

**ZDF** HD

**RTL**

**UEFA**

**GREнке**

**NETFLIX**

**RIOT GAMES**

**SWR**

**NDR**

(...)

# AVEMIO

## Software and System Integration

**MOOVIT**  
Broadcast IT Solutions

### Products & Service



Systemintegration



Hardware Equipment



IT Support



Customized  
Software Solutions



Standard  
Software Development

### Brands



Lenovo

EditShare®

Synology® TrueNAS

Quantum®

Adobe



TITLETOOL

VULCANO

Roxy

Hardware (Workstations & Storage)

Video Editing Software

MoovIT Software

(...)

### Customers

Broadcast  
Post Production  
Industry

ORF

NDR®

EUROSPORT

SWR»

BR

SWI swissinfo.ch

B/S/H/



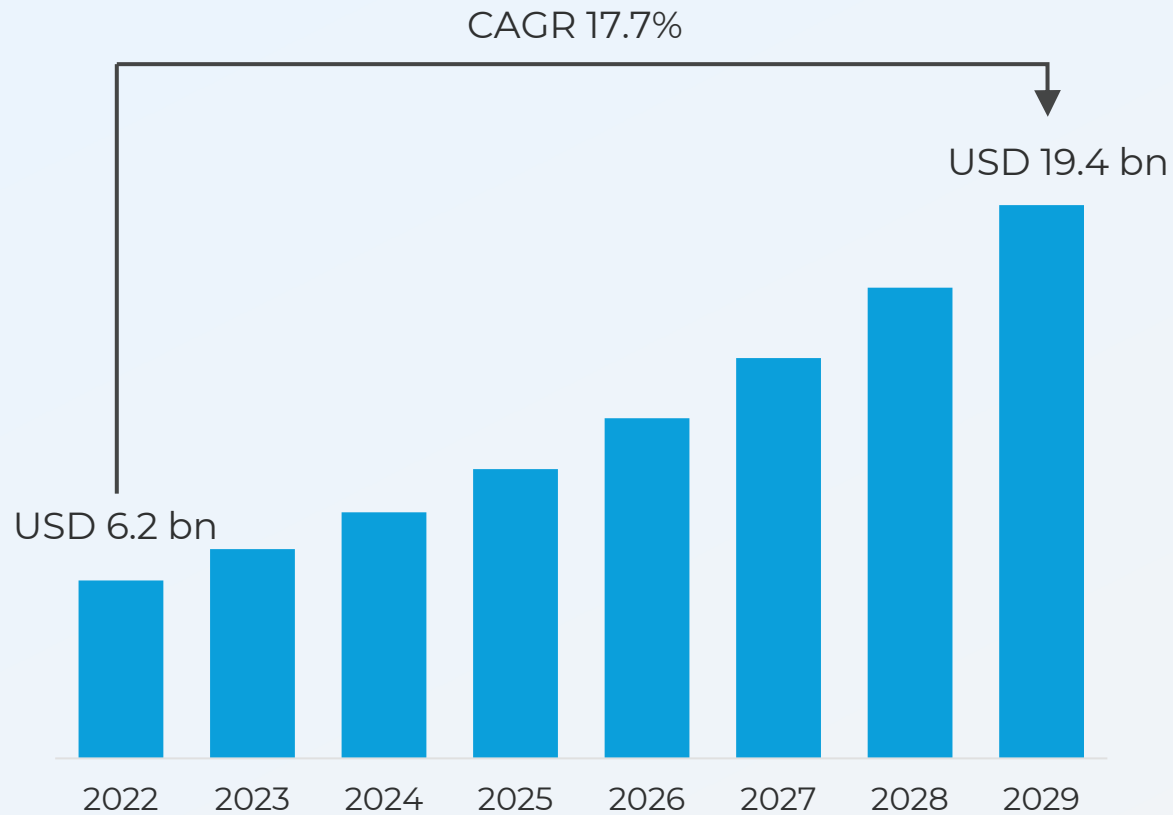
KONICA MINOLTA

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## In the Middle of the Growth Market

### Global Broadcast Equipment Market



Source: Fortunebusinessinsights

### Market Setting

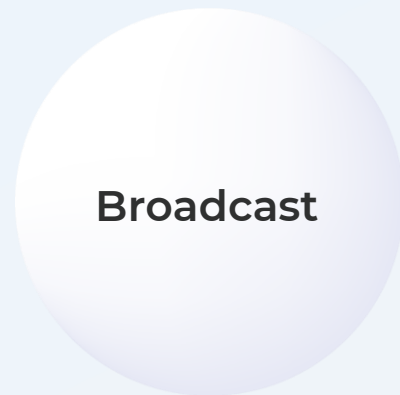
- ▶ Characterized by a large number of participants  
→ correspondingly competitive
- ▶ Highly fragmented international market  
enables organic and inorganic growth  
opportunities  
→ Can be value-adding in conjunction with visible  
economies of scale
- ▶ Consolidation and merging of many niche  
markets into one large moving picture market



## Market Development

**“The global broadcast equipment market is projected to grow from \$6.24 billion in 2022 to \$19.40 billion by 2029, at a CAGR of 17.6% in the forecast period”**

<https://www.fortunebusinessinsights.com/broadcast-equipment-market-107019>



### Solutions...

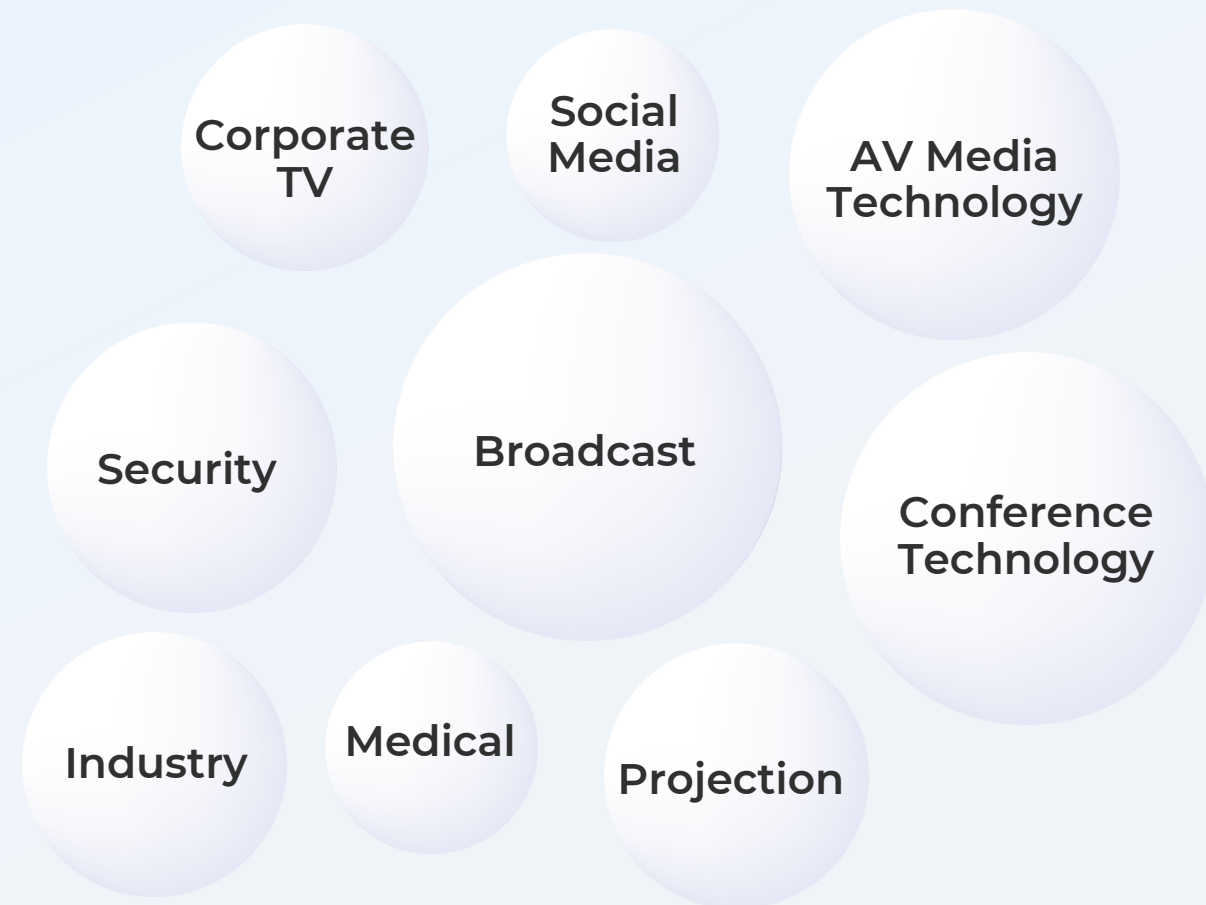
- ▶ ... for content distribution: Storage, streaming, broadcasting, archiving
- ▶ ... to monetize video content: Micropayments, clip reselling
- ▶ ... for production: AI- & cloud-based processing services





Market Development

New Businesses coming up as growth potentials for Avemio's current business.



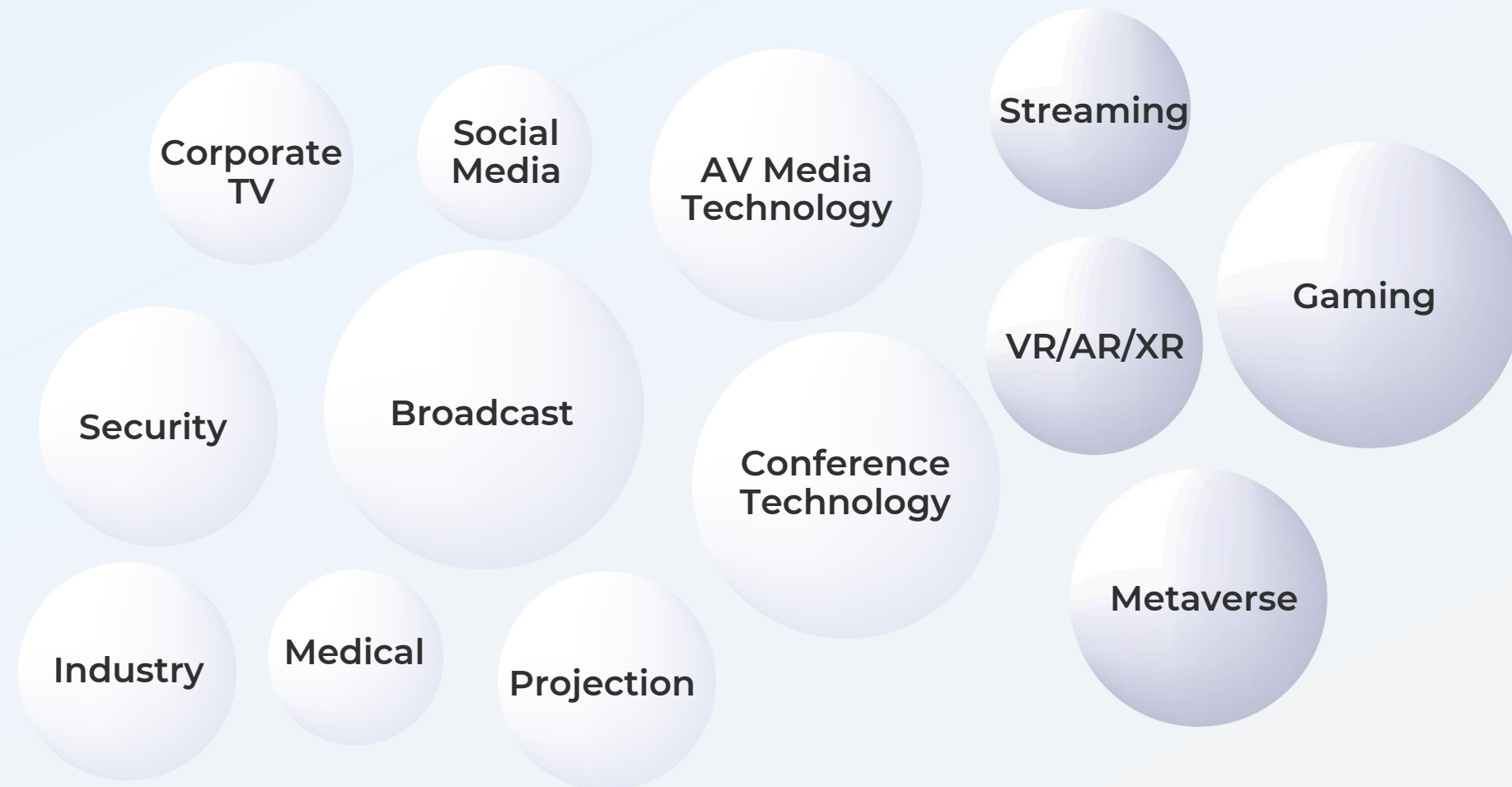
### Solutions...

- ▶ ... for content distribution: Storage, streaming, broadcasting, archiving
- ▶ ... to monetize video content: Micropayments, clip reselling
- ▶ ... for production: AI- & cloud-based processing services

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## Market Development

Many niche markets emerge around this one big technology topic.



### Solutions...

- ▶ ... for content distribution: Storage, streaming, broadcasting, archiving
- ▶ ... to monetize video content: Micropayments, clip reselling
- ▶ ... for production: AI- & cloud-based processing services

# AVEMIO

## Market Development

- The global metaverse gaming market is valued at US\$ 51 billion in 2023.
- Global demand for metaverse gaming is projected to surge at a CAGR of 38.2% from 2023 to 2033.
- The market for metaverse gaming is anticipated to reach US\$ 1,300 billion by 2033.



### Solutions...

- ▶ ... for content distribution: Storage, streaming, broadcasting, archiving
- ▶ ... to monetize video content: Micropayments, clip reselling
- ▶ ... for production: AI- & cloud-based processing services

Consolidation and merging  
of many niche markets into  
one large moving picture  
market.

**AVEMIO**

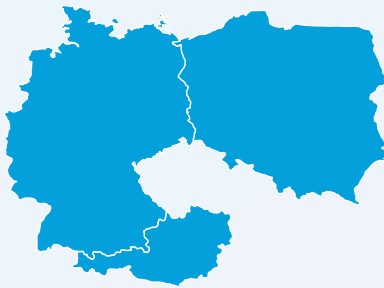
**Moving  
Picture  
Market**



Mission | Vision

## Mission

Internationalization  
of business model



**Now**

**Sales: >100.0 EURm**  
**Customers: 30.000**



## Vision

European Market Leader and  
globally operating media  
technology group



**Goal**

**Sales: >1.0 EURbn**  
**Customers: 300.000**



**Grow | Innovations**

## Growth

### Organic

- ▶ Organic growth of Teltec's trading business
- ▶ Historic growth  
CAGR 2017-2022: 26,99%
- ▶ Extremely low external advertising costs of less than 0.5% of turnover

### Buy-and-Build

- ▶ M&A to support the internationalization of business activities
- ▶ Buy & Build Strategy for national /international
- ▶ Pursues the goal of realizing clear competitive advantages in product range, services and purchasing conditions through economies of scale



## Profitability

### Post digital products

- ▶ Expansion of group value chain with digital & cloud-based Services for video production & distribution
- ▶ Developing new own brands to improve margins
- ▶ Developing new revenue drivers

currently: 20%

**Avemio:  
gross margin**

target: 30%  
(→ increase through software products)

# AVEMIO

## Expansion of Group Value Chain



## Acquisition of **MOOVIT** Broadcast IT Solutions



- ▶ Added value services in post digital production with growth opportunities, new customer potential and high profitability
- ▶ Increasing revenue share of MoovIT's faster-growing and more profitable IT business  
→ Increase long-term EBIT margin to 11.0% (currently: 3.0%)

Tapping into attractive growth market as starting point to become international media technology group



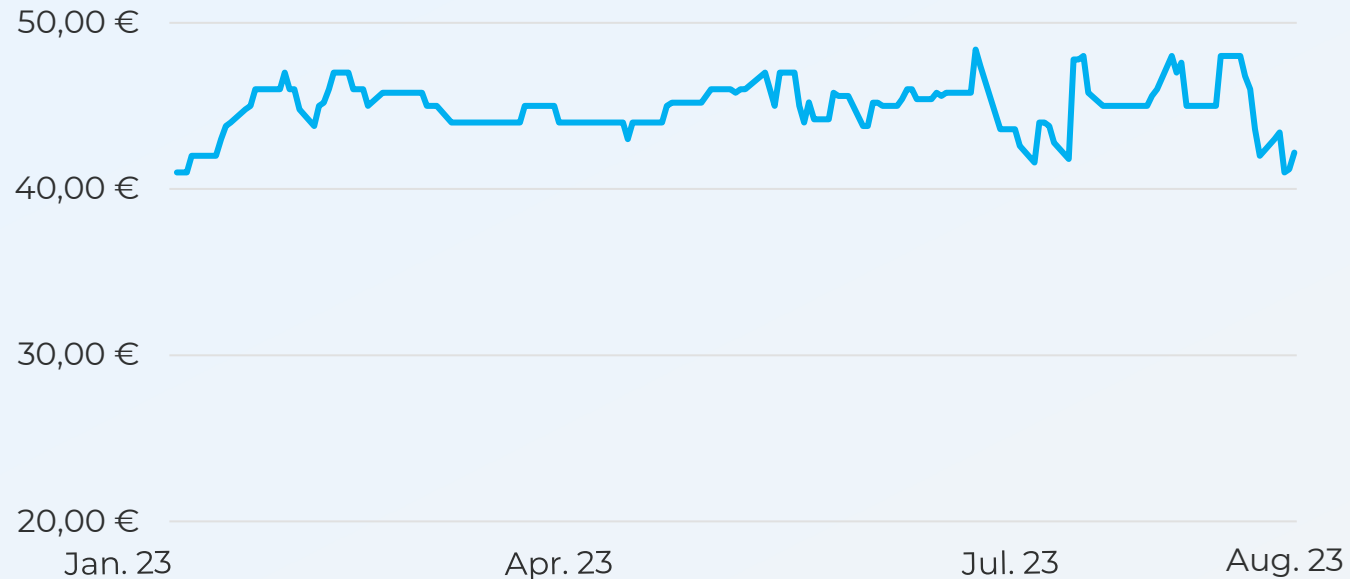
## Path to Value Creation

- 1\_ **Market leader** in the German-speaking market for professional audio and video equipment with constant growth
- 2\_ **Great opportunities** through development from a niche market to a holistic market
- 3\_ **Broadest product portfolio** as a key competitive advantage
- 4\_ **High economies of scale** driven by purchase volume
- 5\_ **Negotiation power** against hardware manufacturer
- 6\_ **Strong stationary and online platform** through value-added-reselling
- 7\_ **Proven M&A track record**: 5 acquisitions (including all German competitors) successfully executed and integrated since 2017





## Share Price Development

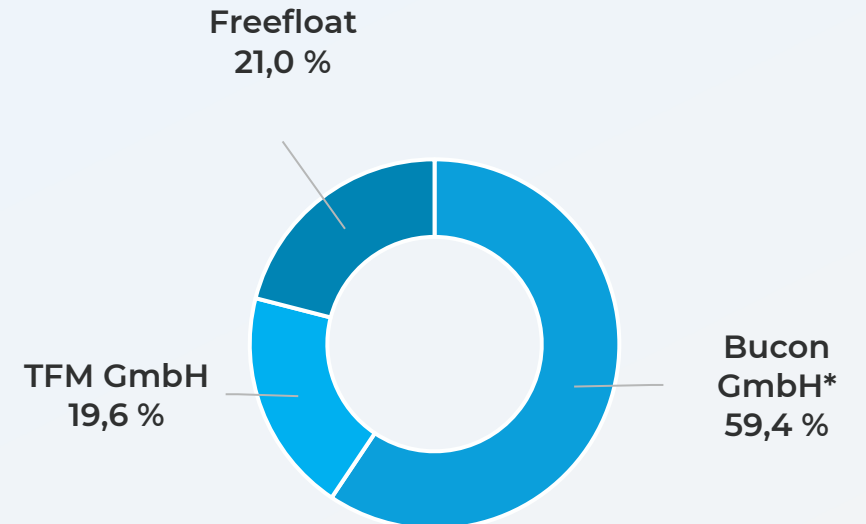


## Share information

Avemio AG Bearer Shares o.N.  
ISIN: DE000A2LQ1P6  
WKN: A2LQ1P

Market Segment: Freiverkehr  
Trading Place: Dusseldorf  
Market Capitalization: 157,2 Mio. EUR

## Breakdown of Shares - Total

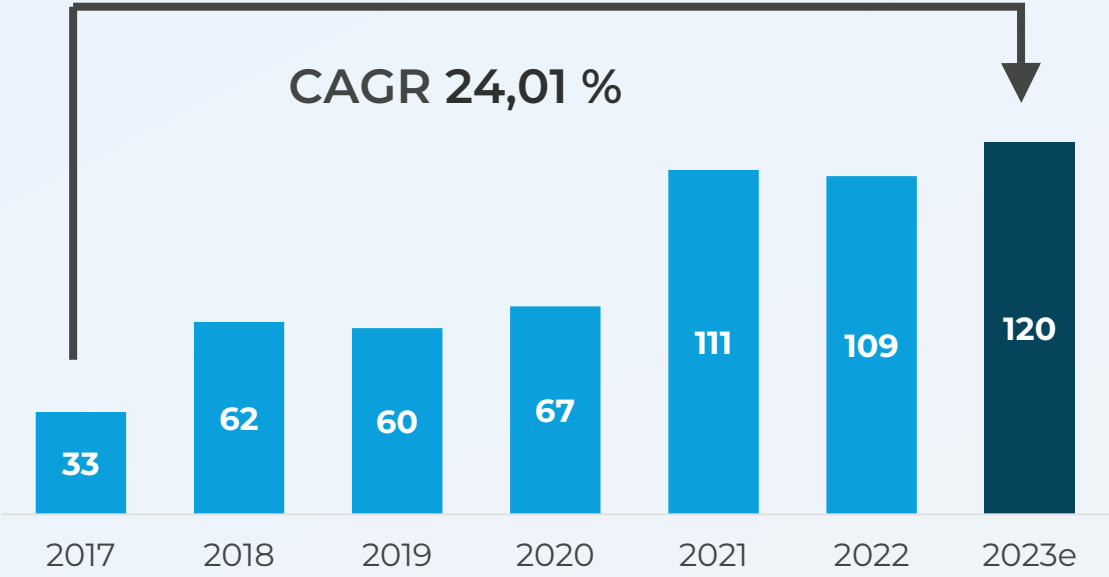


\*CEO Ralf P. Pfeffer holds 50% of BuCon GmbH

Shareholder	Shares %	Shares
BuCon GmbH*	59,4 %	2.038.115
TFM GmbH	19,6 %	672.035
Freefloat under 5 %	21,0 %	722.000
		<b>3.432.150</b>

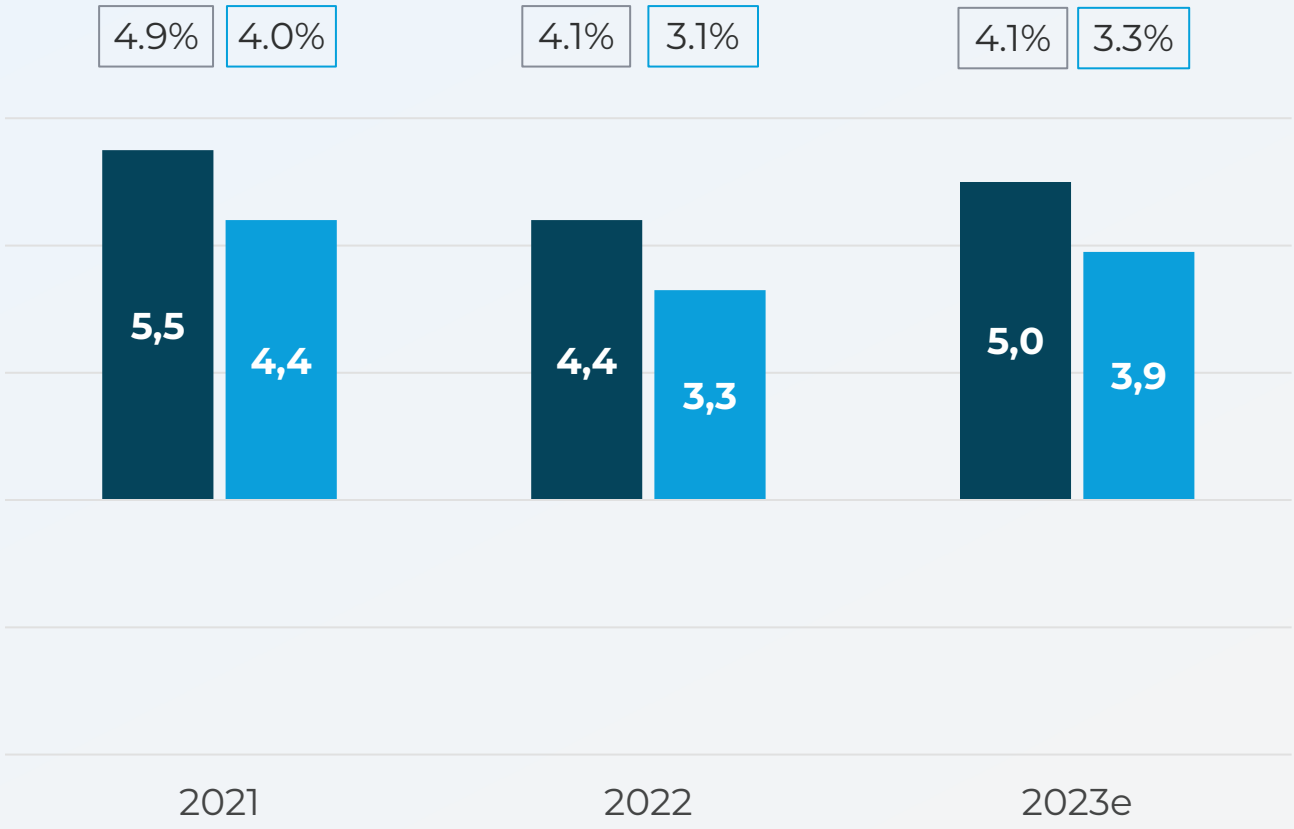
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Sales development



Sales EURm

In EURm



■ EBITDA ■ EBIT □ EBITDA-Marge □ EBIT-Marge



## Key Financial Figures

### Avemio AG Consolidated Figures

in EURm	2020	2021	2022	2023e
Revenues	66,8	111,2	108,7	120,0
Gross Margin*	10,1	19,8	19,8	21,6
Gross Margin Ratio	15,1%	17,8%	18,2%	18,0%
EBIT	1,4	4,4	3,3	3,9
EBITDA	2,2	5,5	4,4	5,0
EBITDA Ratio	3,3%	4,9%	4,0%	4,2%

\*Revenues – Material Input



## Key Financial Figures

### Avemio AG Consolidated Figures

in EURm	2020	2021	2022
Equity	7,8	13,3	15,5
Cash	4,5	5,5	12,0
Net Cash/Debt*	1,8	3,2	0,3
Working Capital	7,7	10,2	12,4
Free Cash Flow**	2,8	1,0	6,5

\*Cash – Bank Liabilities

\*\*Change in Liquid Funds