



# Evolution, Agility & Innovation

Corporate Presentation December 2022



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**Dow Jones  
Sustainability Indices**

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# Know more about SONDA



SONDA AT A GLANCE



STRATEGIC VISION 2022 – 2024



INVESTMENT ATTRACTIVE



SUSTAINABILITY IN OUR DNA



FINANCIAL POSITION



# SONDA at a Glance

Our Purpose is to contribute to improve people's quality of life, innovating and adding value through technological solutions that develop and transform the businesses and activities of our clients.

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## About SONDA

# Evolution, Agility & Innovation



**Consolidated Revenues 2022**

**US\$ 1,248 million**

**Consolidated EBITDA 2022**

**US\$ 141 million**



**+13 K**  
Employees



**+3 K**  
Cities Served



**+650 K**  
Users Using Our  
Services



**+10 K**  
IT Professionals



**+5 K**  
Clients



**+4 K M2**  
White Rooms

Figures in US\$ were converted using exchange rate = \$ 855.86 / US\$

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# We are a Key Player in the Growth Plans of Our Clients...



**SONDA successfully automates through RPA Parque Arauco S.A systems**

Client: Parque Arauco S.A.



**Secrex Cesce insurance and credit company, expedited its logistics operations with FIN700 V75**

Client: Secrex Cesce S.A.



**Aguas Andinas improves collection management and customer service with a SONDA solution**

Client: Aguas Andinas



**Banco de Chile implements SONDA's RealAIS Investment Core for its Money Desk**

Client: Banco de Chile



**Comprehensive Outsourcing for a large Ibero-American telephony company**

Client: Movistar Ecuador



**Diario El Comercio renews platform with a solution designed to provide better service to its customers and at the same time improve its IT management**

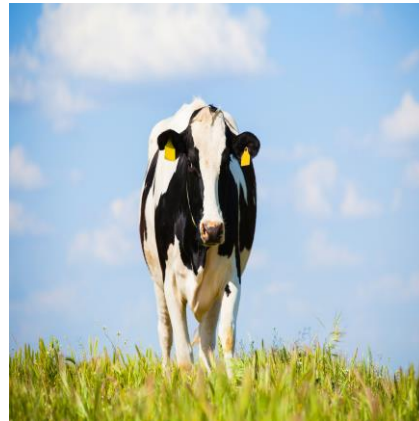
Client: Diario El Comercio, de Perú

Discover more success stories [here](#)

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# ... and Contribute to the **Development of the Region**



## Agro Connect

We preserve the health of the animal, reducing milk waste and reducing possible fraud in the supply chain.



## Connected Retail

We take the consumer experience to a new level in the retail and commerce industry.

## Bosque Iluminado

Security, productivity and sustainability to 700 hundred hectares of forestry operation.



## Digital Kitchen

With Artificial Intelligence we promote the efficient use of resources and avoid food loss.



## Smart Safety

We support public and private entities in the development of solutions that reduce crime and the perception of insecurity in the population.



## Infovía Digital

We bring connectivity and digitization to Mato Grosso do Sul in Brazil. 79 states will benefit.



## Smart Detection

We promote and manage the safety of the population and distancing in times of pandemic.



# We Accompany Our Clients in their Transformation and Digitization Processes since 1974...

70's



Chile 1974

- SONDA foundation (1974)
- Alliance with Digital Equipment Corporation (DEC)

90's



Ecuador 1990  
Uruguay 1994

- Traffic control solutions
- cell phone projects
- FIN700 (ERP) launch
- Hospitals automations
- SAP solutions for the mining industry

2006

- IPO in Chile

2010 | 2012

2° Triennial Investment Plan

- Capital increase
- Acquisition of Telsinc (BRL)
- Acquisition of Softeam (BRL)
- Acquisition of Kaizen
- Acquisition of NextiraOne (MX)
- Acquisition of Ceitech (ARG)
- Acquisition of Pars (BRL)
- Acquisition of Quintec (CL)
- Acquisition of Elucid (BRL)
- Start of operations Panama Metro
- Cloud Business Launch in Latam

2016 | 2018

4° Triennial Investment Plan

- 1° Work Climate Survey
- 1° Sustainability Report (2016)
- Inclusion to the Dow Jones Sustainability Index (Chile and MILA)
- 1° Integrated Report (2017)
- Strategic Planning Process 2019-2021
- 1° Investor Day
- Full integration of the operations of Brazil
- Acquisition of Grupo Computácil (COL)
- Acquisition of Ativas (BRL)
- Beginning of construction Data Center Tier IV (CL)
- Transport solution in Argentina (SUBE)

2022 6° Triennial Investment Plan



United States (2022)

- Infovía Digital solution (Mato Grosso do Sul) (Brazil)
- Bosque Iluminado solution (Chile)
- Metrobus solution (Mexico)

- Automatization Civil Registry (Chile)
- Solutions for Pension Funds
- Healthcare solutions (ISAPRES)
- First ERP of SONDA
- Applications for the banking industry
- Horse betting automation
- Monitoring of environmental variables (CL)
- Start of banking projects in Latam.

- New identification system (Civil Registry, Chile)
- Tax collection outsourcing (Brazil)
- Wine industry solution
- Solution for issuing electronic health vouchers (I-med)
- Livestock traceability solution
- Public Procurement Portal Solution

1° Triennial Investment Plan

- Entrance to the IPSA
- Bonds issuance
- Acquisition of Red Colombia (COL)
- Start of operations Transantiago
- Livestock traceability solution (URU)
- Livestock traceability solution (COL)

- Bonds issuance
- Acquisition of CTIS (BRL)
- Start of operation of Data Center Tier III (CL)
- Smart Cities solutions (URU)

- First Green Bonds issuance
- Strategic Planning Process 2022-2024
- Acquisition of TR Process (BRL)
- Acquisition of M2M (BRL)
- Start of operation of Data Center Tier IV (CL)
- Tier IV certification reception (CL)

80's



Peru 1984  
Argentina 1986

2000



Colombia 2000  
Brazil 2002  
Costa Rica 2003  
Mexico 2004

2007 | 2009



Panama 2008

2013 | 2015

3° Triennial Investment Plan

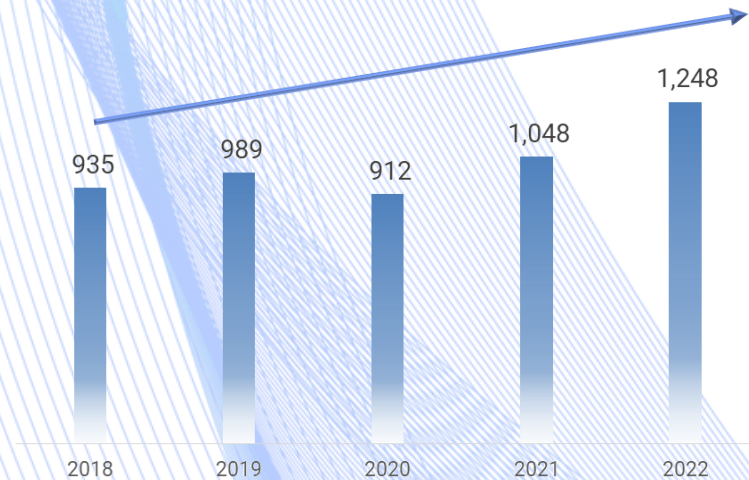
2019 | 2021

5° Triennial Investment Plan

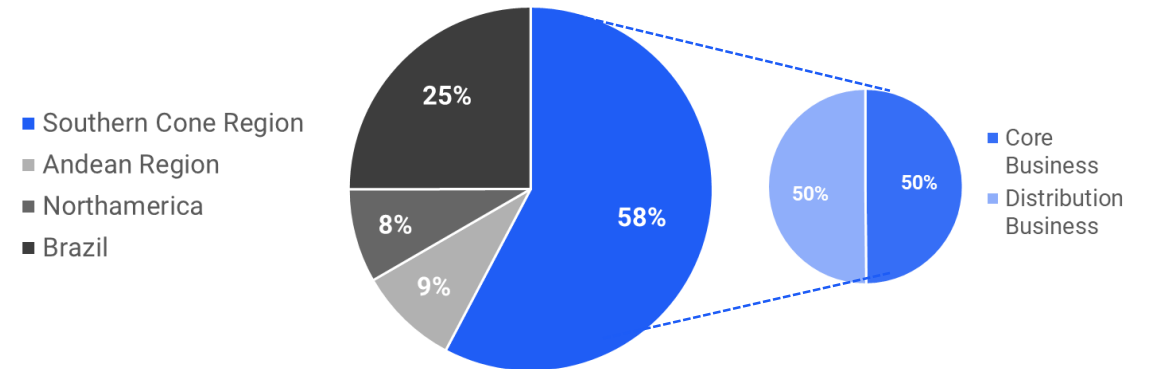


# ...Through a Sustained and Diversified Growth

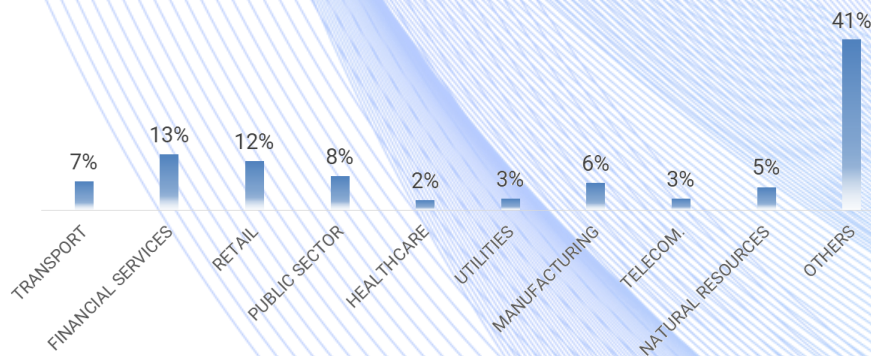
## Consolidated Revenues (US\$ million)



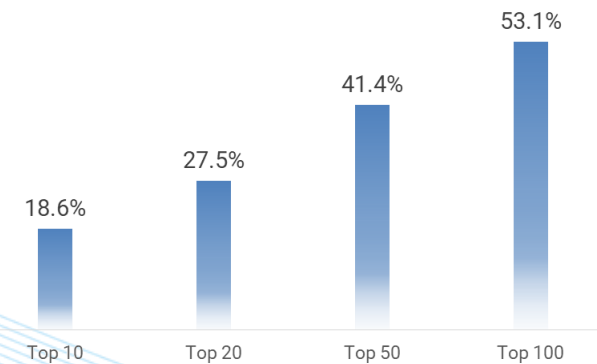
## Revenue Contribution by Region



## Revenue Contribution by Industry



## Revenue Concentration by Clients



Figures in US\$ were converted using exchange rate = \$ 855.86 / US\$



# Strategic Vision

## 2022-2024

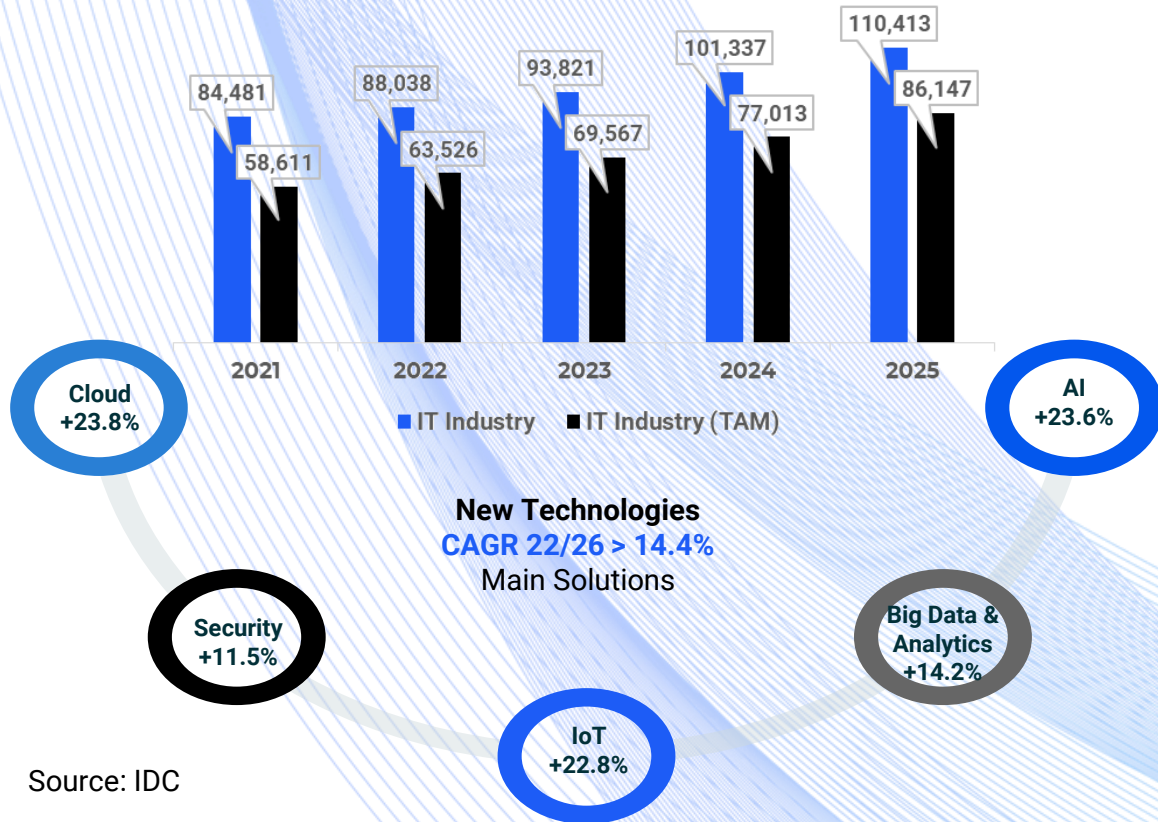
# LATAM IT Industry Scenario

## Latin America IT Spending Perspectives

CAGR 22/26 → 11.3%

IT Industry TAM (Services and Applications)

IT Industry (US\$ million)



Source: IDC



**Expected size of the IT market** US\$133 MMM para el 2026, with a TAM of US\$ 108 MMM



**Resilience of IT spending** in the face of economic crises



IT investments **growing more than GDP** in the coming years



**Disruptive technologies** drive new solutions  
Health crisis accelerates **strategic changes** in companies and institutions



# Our 2024 Aspiration and Dreams Towards 2024

*We have defined our dreams and aspirations...*

*...hand in hand with the participation of our employees at a regional level*

## DREAM 2030

**Agile, digital company** with excellent services

**An attractive work environment**, which allows attracting and retaining technological talents with the employee at the center

**Recognized as a strategic partner of our clients** in the digital transformation processes

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**Global IT industry leader** in innovative business solutions

Leaders in the region in **Digital Transformation** and in main verticals

**Digital, agile, innovative company**, excellence in services and attractive to work for

**Digital Business model** with high growth rate and with **Clients in the USA**

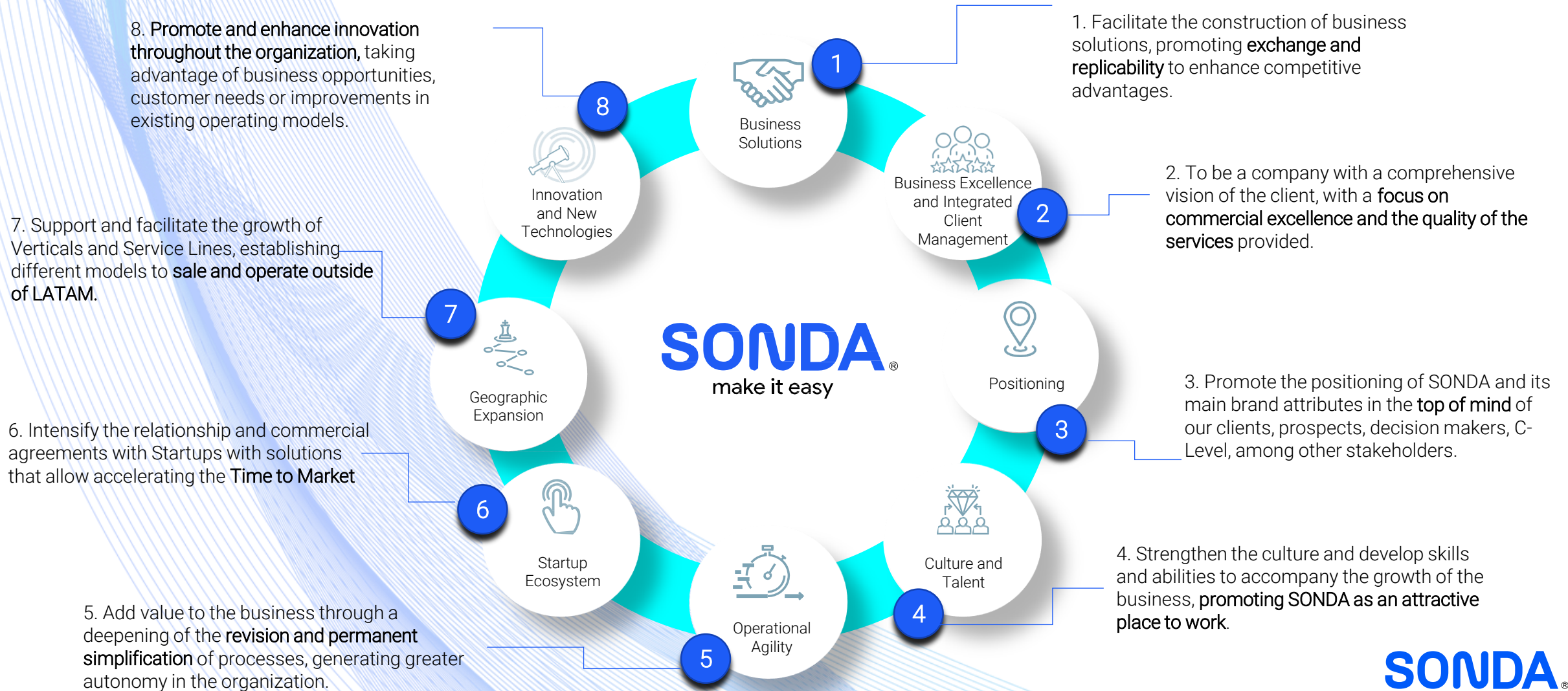
**Organization consolidated by verticals**, with a focus on the business of our clients and a strong commercial culture

**Strong startup ecosystem**, integrated into SONDA's strategy

ASPIRATIONS 2024

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# To Reach them We Defined 8 Strategic Pillars...





# ...and Restructured Our Organization...

We have deepened the *verticalization by industries* as a way of reaching our clients

## Digital Business

- Digital Consulting
- Digital Platforms
- Digital Application Services
- Vertical Solutions

## Digital Services

- Platforms Services
- Cloud & Data Center
- Cybersecurity
- Workplace Services

								
<b>Smart Cities &amp; Mobility</b>	<b>Retail &amp; Commerce</b>	<b>Bank &amp; Insurance</b>	<b>Utilities</b>	<b>Healthcare</b>	<b>Public Sector</b>	<b>Multi Industry</b>	<b>Enterprise Applications</b>	<b>Software Solutions</b>

## GEOGRAPHIES

## CORPORATE MANAGEMENT OF MEGA DEALS



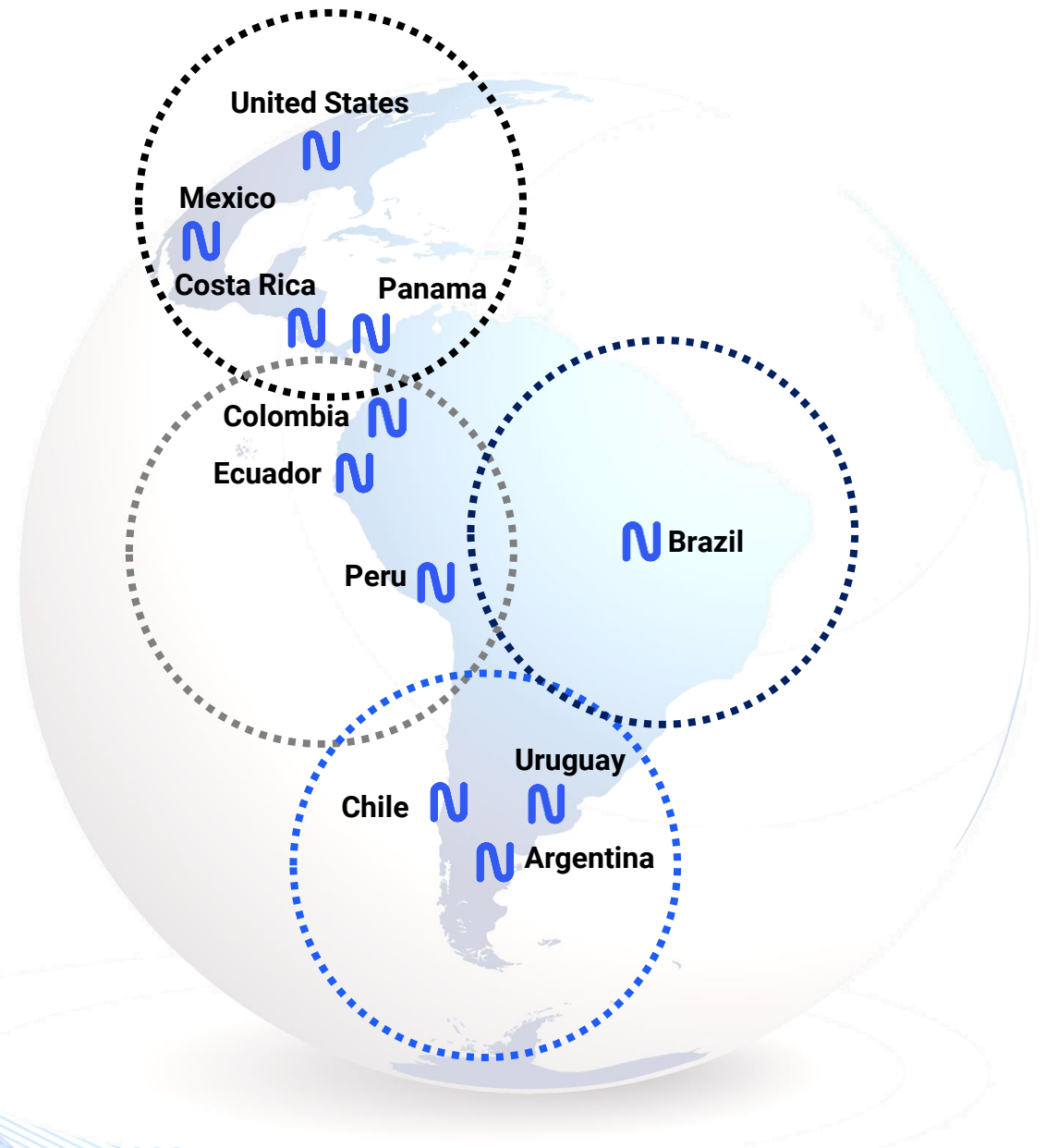
# ...Thus Strengthening Our Leadership in the Region

North America

Brazil

Andean Region

Southern Cone Region



# We have Solid Growth Drivers...

Smart Cities & Mobility

We have World Class solutions implemented in the main markets of Latam

Cloud & Data Center

We enable and enhance the digitization and transformation processes of our clients through services with cutting edge standards

Digital Business

We accompany our Clients in their digital transformation challenge, through the use of Disruptive technologies

Geographic Expansion

Within the framework of our challenge to expand our regional presence, reaching beyond LATAM, encompassing the USA.

Mega Deals

We have a group of specialists at a regional level, responsible for proactively managing Mega Deals\*

Brazil

It is our largest market in the region, with unmatched growth potential



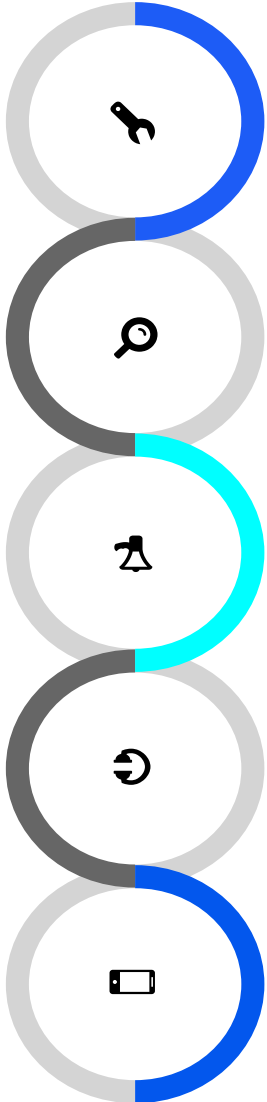
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\* Mega Deals comprise those commercial opportunities that meet a series of requirements regarding amount, term, technological integration, among others.

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# ... and Strategic Focuses to Reach Our Objectives



Consolidation of **structure by verticals** and incorporation of commercial teams within them, **incorporating specialized profiles by industry**

Creation of **vertical solutions, highly scalable and replicable**, leveraged in Digital Business, along with proactively addressing Mega Deals

Strengthen the **positioning as benchmarks** in main verticals, in LATAM and USA

Strong development of the **Innovation ecosystem**, connecting with partners, startups, centers and channels of open Innovation

Evolution of the culture to attract and retain talent and continue promoting **SONDA** as an attractive place to work







Investment  
Attractive

# Investment Attractive

## SONDA, IT Sector Leader in the Region

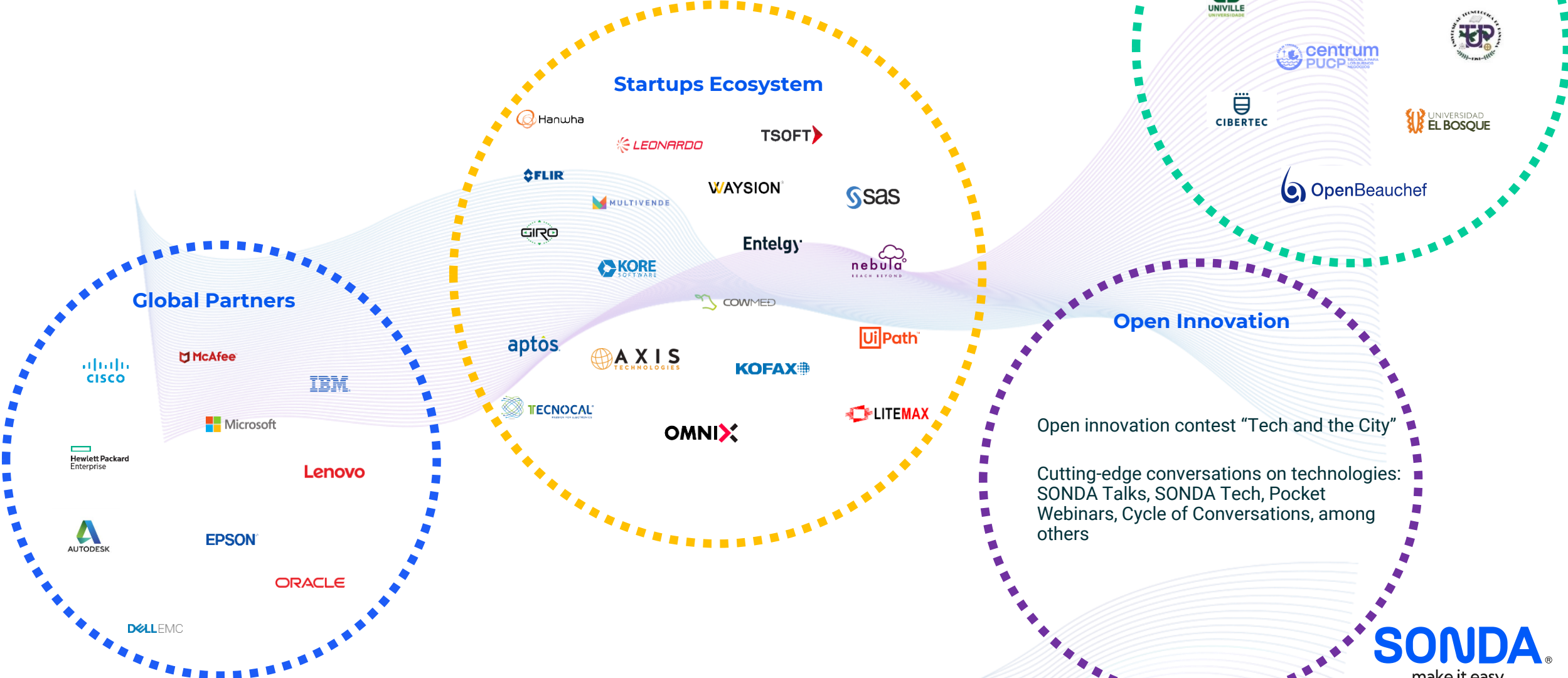


- +47 years of **sustained growth** accompanying our clients in their digitization processes
- Strong diversification:** No client represents more than 5% of revenue
- ~2/3 of revenues come from **multi-year contracts (average 3-5 years)**
- Solid financial position** that allows us to participate in **large public tenders**
- Focus on **digital transformation services** hand in hand with in-depth business knowledge
- One-Stop-Shop** with **End-to-End** solutions leveraged by an extensive **ecosystem** of technology partners



# Investment Attractive SONDA, IT Sector Leader in the Region

We rely on an **ecosystem** of **innovation** and **value generation**



\*Members of SONDA's ecosystem are not limited to those described in this section



**SUSTAINABILITY**  
**IN OUR DNA**



# Our Solutions Generate a Positive Impact on People and the Environment



## FISCAL BPO

Automated fiscal and tax processes with intelligent robots, making processes more agile and efficient



## DIGITAL KITCHEN

Ensuring food quality  
Avoid waste  
Reduce electricity costs  
Identify the heat map of restaurants  
Reduce fines from surveillance agencies



## AGRO CONNECT

Ensuring full traceability of milk  
IoT's placed on the animal, in cooling tanks, trucks and collection points



## PLD/FT DIGITAL SERVICES

Prevention of money laundering, fraud and terrorism



## SMART FOREST FIRE SAFETY

Image recognition for the early detection of fires in forest formations



## SMART METERING & PLATAFORMA IoT

IoT platforms to monitor environmental variables, effluents and precipitation  
Prevent problems caused by environmental or climatic phenomena



## SMART SAFETY

Automatically identify suspicious behavior by analyzing video cameras or other devices



## SMART HEALTH

Remote consultations  
Medical centers increase their capillarity



## CONNECTED RETAIL

Flexible and modern solutions, under the "Sales Advisor" model  
Ability to offer a personalized "customer journey", combining face-to-face and digital channels



## SMART DETECTION

Protect the health of employees and customers  
Ensuring operational continuity through traceability and facial detection and recognition



## EDUCACIÓN REMOTA 360

Educational entities obtain a teaching platform and the devices to teach it remotely.  
Advice from experts in various subjects and cutting-edge methodologies

# We believe in the Importance of Different Perspectives and Visions to Promote Innovation

## For this reason, we promote Diversity and Inclusion at SONDA

### Key focus of actions:

- Strengthen a culture of D&I.
- Increase the participation of women in the IT industry.



## SONDA Women | Pillars of action

Today SONDA has 29% women, a reflection of the reality of the market. Our strategy goes beyond internal actions, we want to encourage more women to be part of STEM careers



### Attract

- **Hiring Policy** – 1 woman per short list.
- **Alliances** with institutions that promote the participation of women in IT
- **Talks** to family members of employees about IT careers.



### Educate

- **D&I Policy**
- **Awareness** talks, promoting dialogue and debate on respect for diversity.
- **Campaign:** "Remove the label"
- **Internal Podcasts**
- **Training**



### Develop / Inspire

- **SONDA female mentoring:** to develop the leaders of the future.
- **Stories Women who Transform:** testimonials from employees who seek to inspire others.



### Accompany

- Politics to strengthen gender equality:**
- Temporary return of maternity leave
  - Extended maternity leave
  - Additional days paternity leave.

### 2024 Objectives

Overcome market reality and reach 33% of women by 2024.

Jump from 26% to 30% of women in senior leadership positions in the organization.

Have a satisfaction index of Climate and Commitment among women of 80%, as a result of internal policies and practices.



# SONDA, Attractive Company for Young Talents

## We promote practices valued by young people:

- Flexible culture (hybrid work, flexible hours, short Friday, ½ day off for birthdays).
- Professional development
- Diverse people and inclusive culture
- Collaborative and innovative environment

## We promote actions to attract future generations of SONDA:

- **Fresh Graduates:** since 2019 seeks to attract young talent, offering an accelerated learning program, developing multiple skills, which allow us to prepare future successors, ensuring a cultural fit to the organization
- **Talks at Universities:** making people aware of the Value Proposal and some of our Solutions



In 2022 we received more than 2 thousand resumes for the Fresh Graduates Program at a regional level, incorporating 25 new young professionals.

¿Quieres transformar el futuro digital?

Inicia tu carrera y postula en el Programa Fresh Graduates SONDA.

En transformación digital, somos líderes de la región

Inscríbete en [SONDA.com](https://www.sonda.com)

# Fresh Graduates



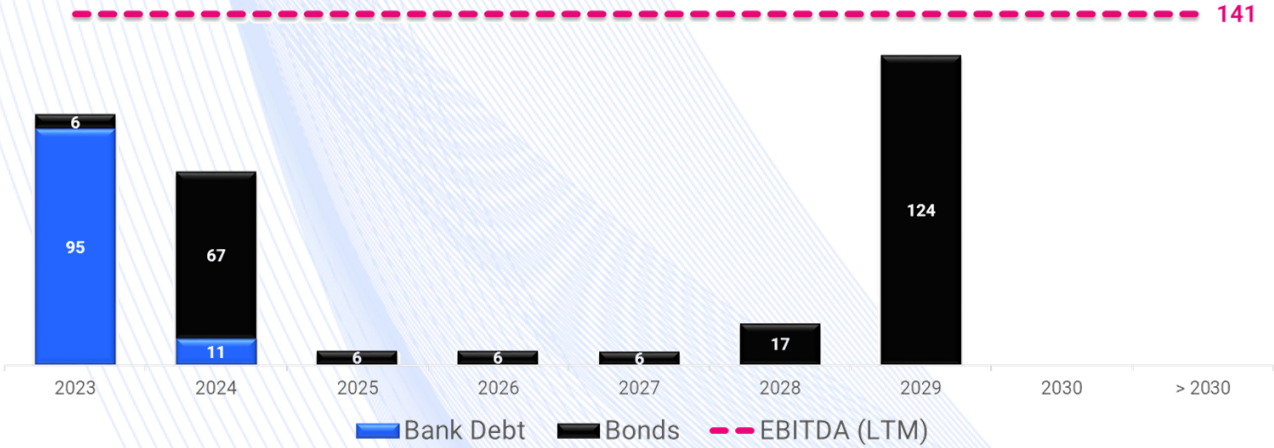
# Financial Position



# Financial Position

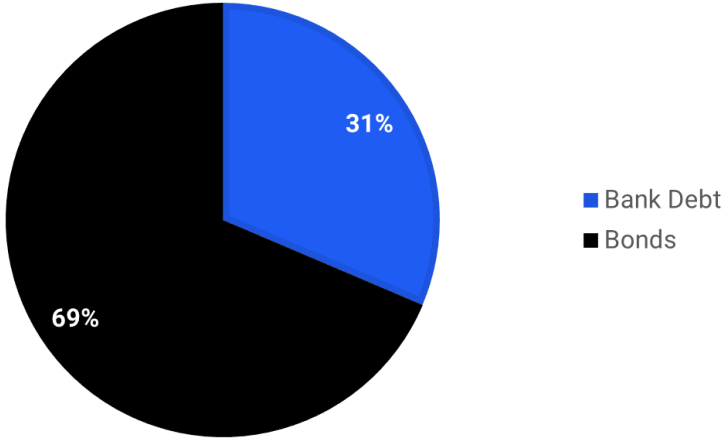
## Financial Debt

Financial Debt Maturity Profile  
(as of 12/31/22, US\$ million)



Financial Debt Composition  
(as of 12/31/22)

**Total Financial Debt: US\$ 336 million**

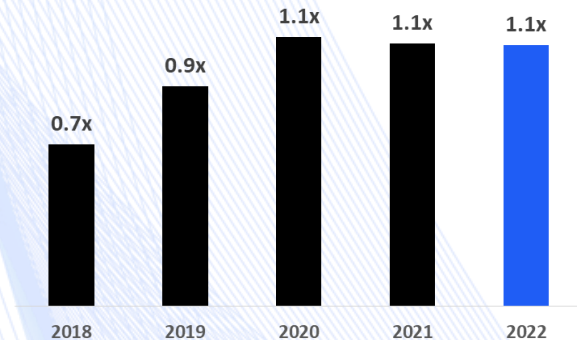


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# Financial Position

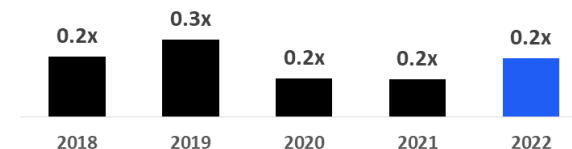
## Indebtedness Indicators

### Leverage



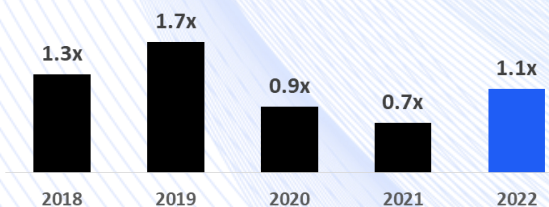
Total Liabilities (average 12M) / Total Equity (average 12M)

### Net Financial Leverage



(Financial Debt – Cash and Cash Equivalents – Other Current Financial Assets) / Total Equity (average 12M) [Financial Debt: Other Financial Liabilities Current + Non Current]

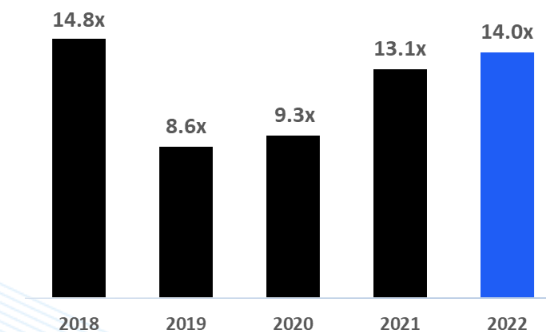
### NFD / EBITDA



Financial Debt – Cash and Equivalents – Other Current Financial Assets) / EBITDA (LTM)  
Financial Debt: Other Financial Liabilities Current + Non Current]

Financial Debt does not discount CCS balance (~US\$30 MM) which as of jun-22 would lead the ratio to 0,9x

### Financial Expenses Coverage



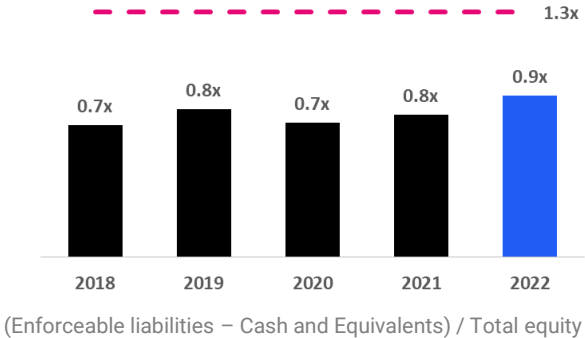
EBITDA (LTM)\* / Net Financial Expenses

\* Gross Result + Administration Expenses + Intangible Amortization (excludes amortization of projects)+ Depreciation of the year

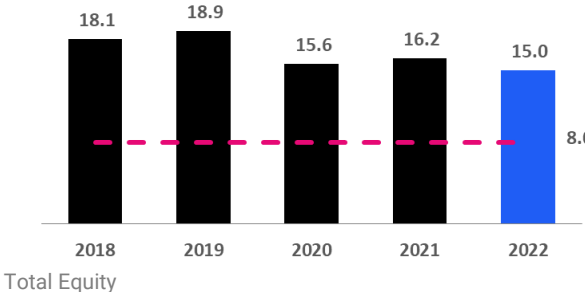
# Financial Position

## Financial Covenants

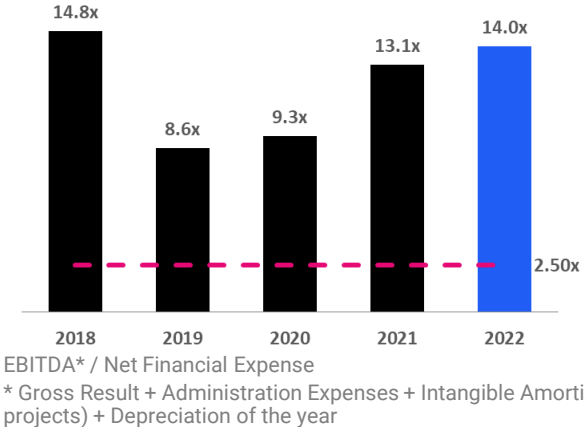
### Indebtedness Level



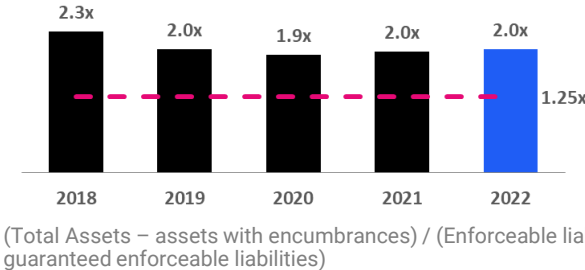
### Minimum Equity (UF)



### Financial Expenses Coverage



### Assets Free of Encumbrances







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