



# Corporate Presentation

## 16th ANNUAL ANDEAN E-CONFERENCE

March 2022



Member of  
**Dow Jones  
Sustainability Indices**

Powered by the S&P Global CSA

*Transforming our Customers' Business*

# Agenda



## 1. Company Overview

- 1.1 Promoting the Development of Latin America
- 1.2 SONDA at a Glance
- 1.3 A History of Growth

## 2. The IT Industry

- 2.1 IT Industry Attractiveness

## 3. Value Proposition

- 3.1 Strategic Vision
- 3.2 Ecosystem to Add Value
- 3.3 Leveraging Growth

## 4. Investment Attractiveness

- 4.1 Unique Investment Opportunity in IT Sector in Latin America
- 4.2 Sustainability in Our DNA
- 4.3 A Diversified Business
- 4.4 Technological Disruption at the Service of Our Customers

## 5. Annexes



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# Company Overview



## Promoting the Development of Latin America

### Our Purpose

Contribute to **improve people's quality of life**, innovating and adding value through technological solutions in order to **develop and transform the businesses** and activities of our **customers**

**More than 47 Years modernizing institutions and positively impacting societies!**



**Energy efficiency and street lighting** intelligence



**World-class mobility solutions** in Latin America



As a result of the pandemic, **digital solutions** in the **retail** industry were accelerated



Smart and automated ports, **improving supply chain security**



**Managing the safety and distancing** of people



**Revolutionizing the food industry**, ensuring quality and reducing costs of basic services



Solutions that increase **security** and **customer experience**



**Increased productivity and operational continuity**



**Efficient water management** in **agriculture** through machine learning and AI

Learn how we **transform our clients' businesses** in [www.sonda.com](http://www.sonda.com)

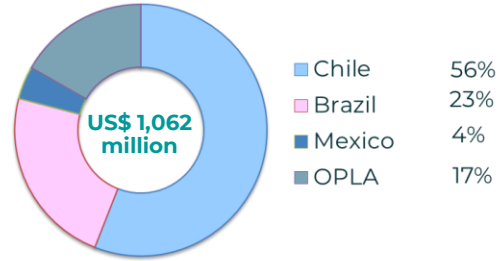


# Company Overview

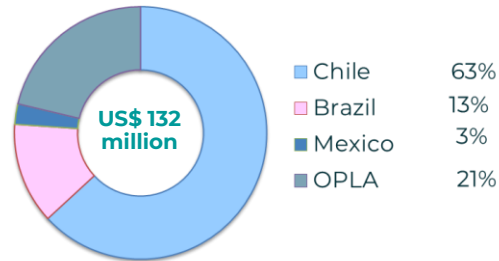
## SONDA at a Glance

Since 1974 we are **the leading Latin American company in digital transformation services**

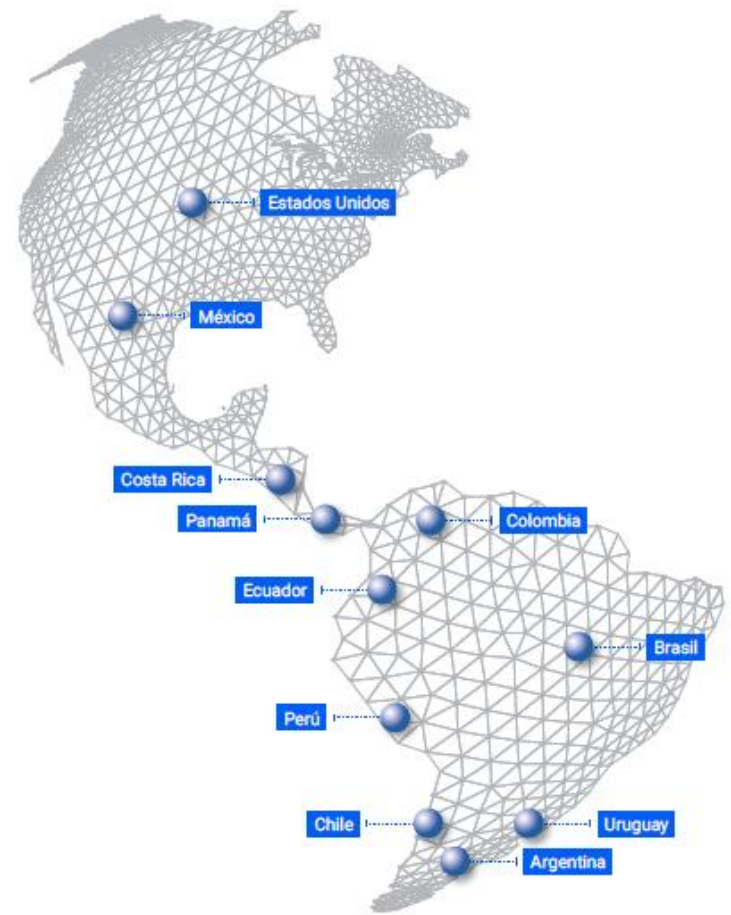
Revenue Distribution (Dec-21, LTM)



EBITDA Distribution (Dec-21, LTM)



**EBITDA Margin LTM: 12.4% (+130bp YoY)**



-  11 Countries
-  + 3,000 Cities
-  + 5,000 Corporate Clients
-  + 13,000 Employees
-  + 10,000 IT Professionals

✓ ~70% of revenues comes from **multiannual contracts with recurring revenues** (Core Business)

✓ **Long run service contracts** with average duration +3 years

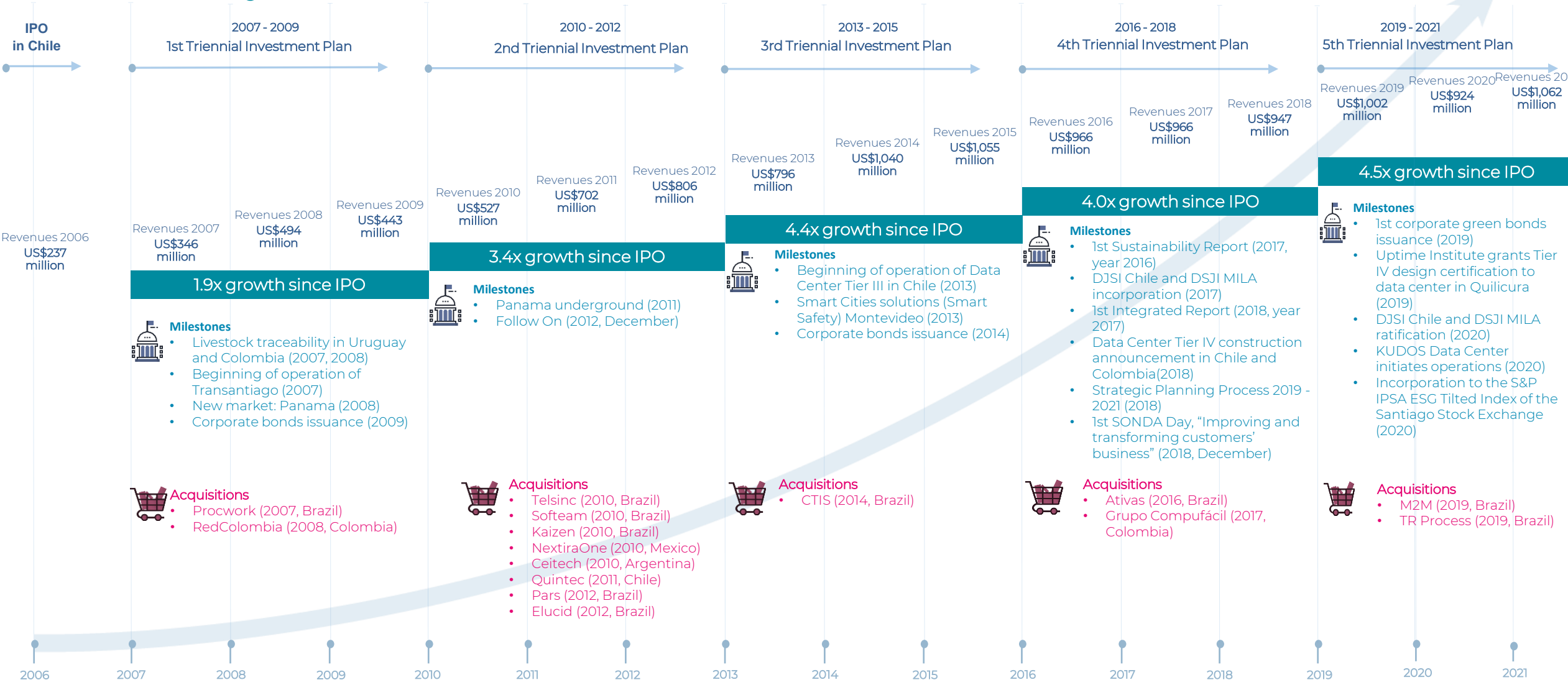
✓ **No client represents more than 5% of total revenues** of the company (Dec-21)

✓ Focus on **higher value-added solutions** represents ~88% of Pipeline of new opportunities (Dec-21)

Figures in US\$ were converted using exchange rate = \$ 844.69 / US\$

# Company Overview

## A History of Growth



IPO in Chile

Revenues 2006 US\$237 million

2007 - 2009  
1st Triennial Investment Plan

Revenues 2007 US\$346 million

Revenues 2008 US\$494 million

Revenues 2009 US\$443 million

1.9x growth since IPO



- Milestones**
- Livestock traceability in Uruguay and Colombia (2007, 2008)
  - Beginning of operation of Transantiago (2007)
  - New market: Panama (2008)
  - Corporate bonds issuance (2009)



- Acquisitions**
- Procwork (2007, Brazil)
  - RedColombia (2008, Colombia)

2010 - 2012  
2nd Triennial Investment Plan

Revenues 2010 US\$527 million

Revenues 2011 US\$702 million

Revenues 2012 US\$806 million

3.4x growth since IPO



- Milestones**
- Panama underground (2011)
  - Follow On (2012, December)



- Acquisitions**
- Telsinc (2010, Brazil)
  - Softeam (2010, Brazil)
  - Kaizen (2010, Brazil)
  - NextiraOne (2010, Mexico)
  - Ceitech (2010, Argentina)
  - Quintec (2011, Chile)
  - Pars (2012, Brazil)
  - Elucid (2012, Brazil)

2013 - 2015  
3rd Triennial Investment Plan

Revenues 2013 US\$796 million

Revenues 2014 US\$1,040 million

Revenues 2015 US\$1,055 million

4.4x growth since IPO



- Milestones**
- Beginning of operation of Data Center Tier III in Chile (2013)
  - Smart Cities solutions (Smart Safety) Montevideo (2013)
  - Corporate bonds issuance (2014)



- Acquisitions**
- CTIS (2014, Brazil)

2016 - 2018  
4th Triennial Investment Plan

Revenues 2016 US\$966 million

Revenues 2017 US\$966 million

Revenues 2018 US\$947 million

4.0x growth since IPO



- Milestones**
- 1st Sustainability Report (2017, year 2016)
  - DJSI Chile and DJSI MILA incorporation (2017)
  - 1st Integrated Report (2018, year 2017)
  - Data Center Tier IV construction announcement in Chile and Colombia (2018)
  - Strategic Planning Process 2019 - 2021 (2018)
  - 1st SONDA Day, "Improving and transforming customers' business" (2018, December)



- Acquisitions**
- Ativas (2016, Brazil)
  - Grupo Computácil (2017, Colombia)

2019 - 2021  
5th Triennial Investment Plan

Revenues 2019 US\$1,002 million

Revenues 2020 US\$924 million

Revenues 2021 US\$1,062 million

4.5x growth since IPO



- Milestones**
- 1st corporate green bonds issuance (2019)
  - Uptime Institute grants Tier IV design certification to data center in Quilicura (2019)
  - DJSI Chile and DJSI MILA ratification (2020)
  - KUDOS Data Center initiates operations (2020)
  - Incorporation to the S&P IPSA ESG Tilted Index of the Santiago Stock Exchange (2020)



- Acquisitions**
- M2M (2019, Brazil)
  - TR Process (2019, Brazil)

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# The IT Industry

## IT Industry Attractiveness

### IT Market Characteristics

- ✓ **Expected size** of the **IT Market** of US\$110 MMM by 2025, with an **objective market** of US\$ 86 MMM
- ✓ **IT Spending Resilience** in the face of economic crisis
- ✓ IT investments **growing more than GDP** in the upcoming years

**LATAM Scenario**

### Trends and Demands for Technologies

- ✓ **Disruptive technologies** boost new solutions
- ✓ Health care crisis **accelerates strategic changes** in companies and institutions
- ✓ **Data usage** growing strongly supporting decision making and **strengthening** the **competitive advantages** of companies
- ✓ **New cybersecurity standards** take more relevance



In the meantime clients...

...Increasingly **requires technological partners that support their strategic guidelines**, understanding their business

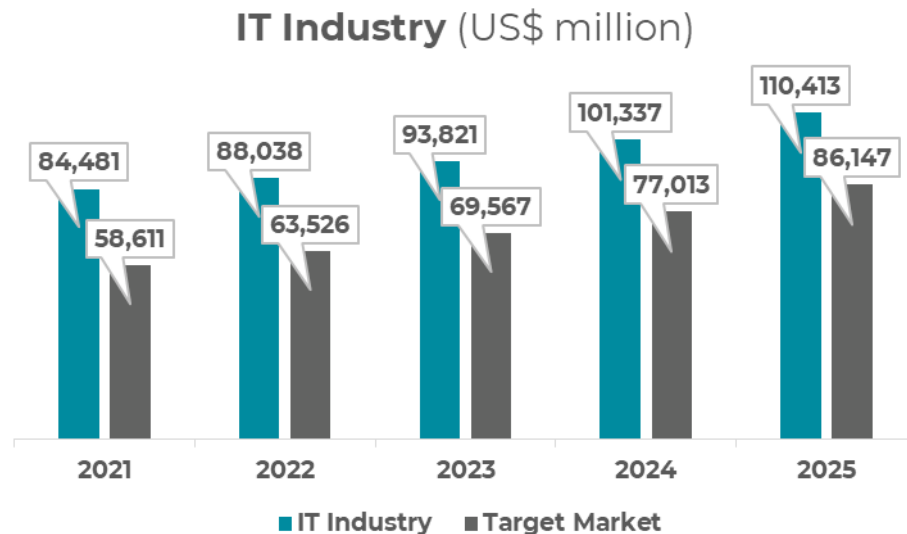
...to be able to provide **tangible solutions** to issues and **business needs**...

...and to **be increasingly efficient and competitive** in their services.

# The IT Industry

## IT Industry Attractiveness

An IT industry recovering dynamism and presenting **relevant growth** in **disruptive technologies**



### IT Spending Outlook in Latin America

➤ CAGR 21/25 → 10.1% IT Industry Target Market (*Services and Applications*)

### New Technologies

- CAGR 21/25 > 12.8% for main solutions:
- ☐ Cloud: +23.7%
  - ☐ Security: +10.2%
  - ☐ Internet of Things: +21.7%
  - ☐ Big Data & Analytics: +13.0%
  - ☐ Artificial Intelligence: +22.4%



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# Value Proposition

## Strategic Vision

At SONDA we have **important aspirations ...**



**SONDA, a sustainable company**

...leveraged in **eight strategic pillars...**



# Value Proposition

## Strategic Vision

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

**Digital Business**

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

**Digital Services**

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



**Smart Cities  
& Mobility**



**Retail  
& Commerce**



**Banking  
& Insurance**



**Utilities**



**Healthcare**



**Multi  
Industry**



**Public  
Sector**



**Enterprise  
Applications**



**Software  
Solutions**

# Value Proposition








## Strategic Vision

To be the **strategic partner** and **technological ally** that lead and boost the **digital transformation processes** of the region...

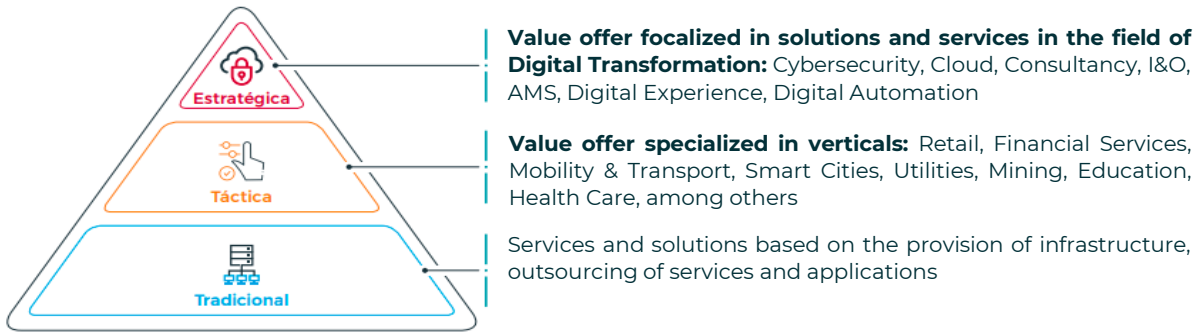


... allowing us to **improve the quality of life of millions of people**

A business model forged on **solid competitive advantages**

-  We know our clients' business and we support them with the best IT solutions and services
-  We aim to build close and long-term relationships with our customers
-  We share the experience, knowledge and best practices acquired throughout the region
-  We leverage our operation in an extensive and articulated Latin American IT network
-  We are a One-Stop-Shop provider of IT solutions and services
-  We are an expert group and passionate about technology, always ready to serve our clients with a genuine vocation for service
-  We have built non-exclusive and long-term relationships with leading players in the IT industry

We have solutions throughout the entire **value pyramid** supporting our clients' **business strategy**



# Value Proposition

## Ecosystem to Add Value

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



### Global Partners



### Startups and Niche Companies



### Innovation Centers and Universities



### Open Innovation

- ✓ Open innovation contest "Tech and the City"
- ✓ Cutting edge conversations in technologies: SONDA Talks, SONDA Tech, Pocket Webinars, Cycle of conversations, among others

# Value Proposition

## Leveraging Growth

An M&A strategy at the service of our **organic growth**...



### M&A Strategy

- Strengthen local presence** in key countries
- Increase customer base and **enhance IT offer**
- Close capacity gaps** in priority verticals
- Accelerate **Time to Market**
- Incorporate scalable technologies** throughout the region

...that allow us to be the **leader in digital transformation services** in Latin America

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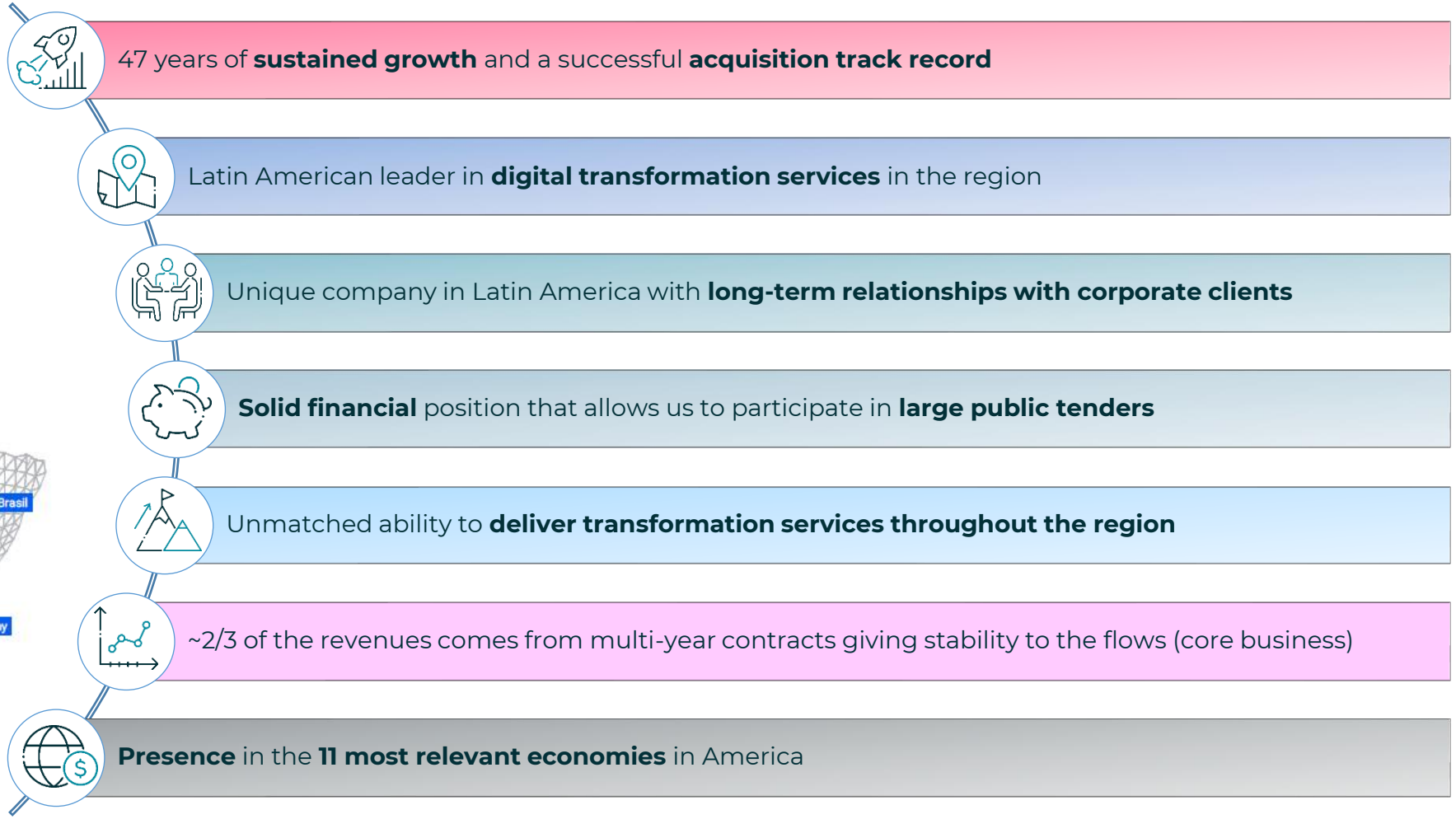
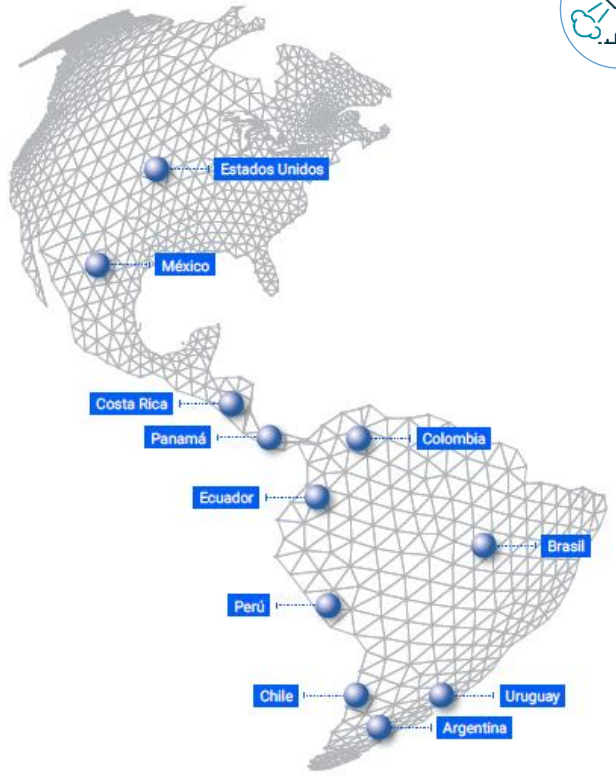
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# Investment Attractiveness

## Unique Investment Opportunity in IT Sector in the region





# Investment Attractiveness

## Sustainability in Our DNA

### ESG Highlights

- ✓ Annual preparation of **Integrated Report** (since 2017) under the standards “Global Reporting Initiative”



- ✓ Member of prestigious **sustainability indices**

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**MILA & Chile**



- ✓ Adherence to the **UN Sustainable Development Goals**

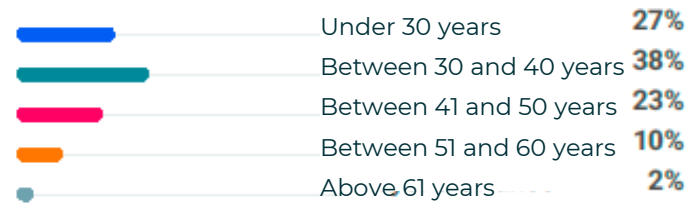


- ✓ **Green Bond** issuance in 2019



- ✓ Employee **Diversity**

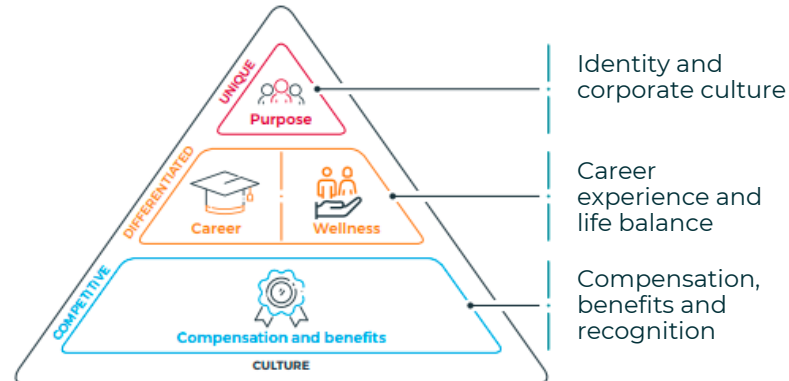
#### By Age



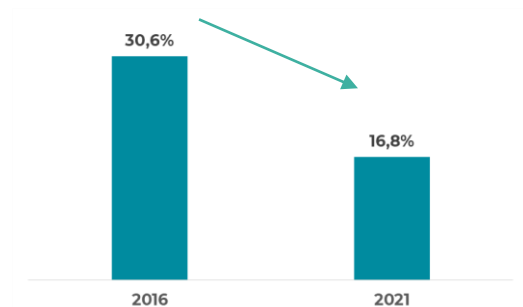
#### By Gender



- ✓ **Value Proposition to People (PVP)**



- ✓ **Reduction of the gender pay gap**



# Investment Attractiveness

## Sustainability in Our DNA

Our solutions contribute to the development of **smart cities** and greater **environmental sustainability**



### SMART METERING & IoT PLATFORM

#### Efficient use of water resources

- IoT platform to monitor environmental variables, effluents and rainfall
- Prevent problems caused by environmental or climatic events



### SMART FOREST FIRE SAFETY

#### Early detection of focuses

- Image recognition for early detection of igneous focus in forest formations



### SMART CITY TRANSPORT

#### Transport system automatization

- Improve accuracy and efficiency in fleet management



### SMART LIGHTING

#### Energy saving and intelligence in the luminaire network

- Remote management: Increase savings, in addition to improving security
- *The first critical step towards a smart city is a smart street lighting park*



### SMART SAFETY

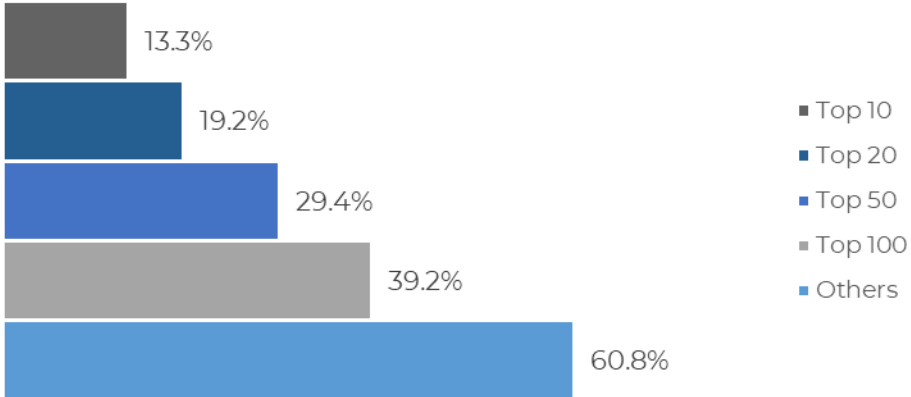
#### Integrated security solution

- It allows to automatically identify suspicious behavior through the online analysis of the information recorded by video cameras or other devices

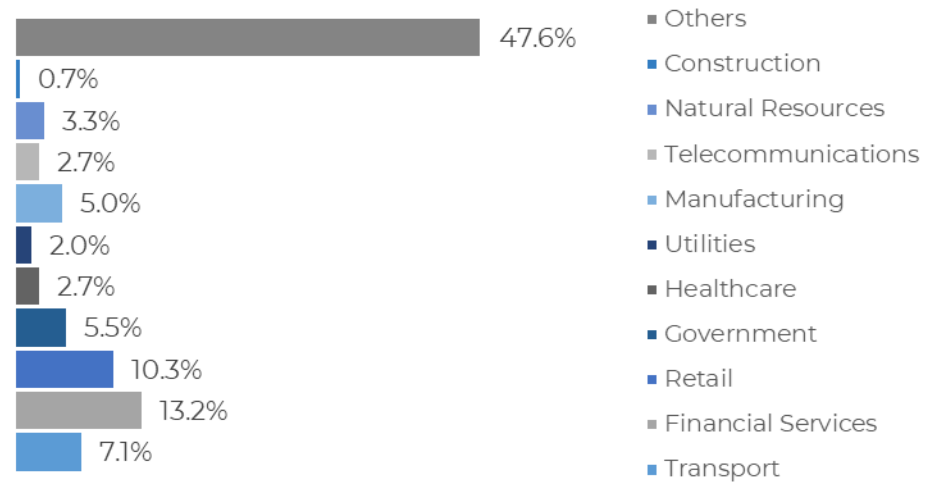
# Investment Attractiveness

## A Diversified Business

Revenue concentration by customer (2021)



Revenue diversification by industry (2021)



**10 Countries**



**+ 3,000 Cities**



**+ 5,000 Clients**

# Investment Attractiveness

## Technological Disruption at the Service of Our Customers

We have accelerated **strategic changes** at a corporate level,...

...prioritizing the **disruptive technologies** as an engine of growth and...

...attending the new **needs of our customers**

### Internet of Things (IoT) & Edge Computing



#### DIGITAL KITCHEN

- Guarantee the quality of food
- Avoid waste
- Reduce electricity costs
- Identify the restaurant heat map
- Reduce fines from watchdogs



#### CONNECTED COW

- Ensure full traceability of milk
- IoTs placed on the animal, in cooling tanks, trucks and collection stations

### Big Data & Analytics



#### PLD/FT DIGITAL SERVICES

- Prevention of money laundering, fraud and terrorism



#### RISK ANALYTICS

- Establish a culture to recognize risks, optimize capital / liquidity and comply with regulatory demands

### Artificial Intelligence



#### SMART SAFETY

- Automatically identify suspicious behavior by analyzing video cameras or other devices



#### COGNITIVE COMMAND CENTER

- Intelligence in operations management, monitoring events, service times and team productivity
- Troubles hooting within the expected SLA

### Cloud Computing y RPA



#### ENTERPRISE CLOUD

- Facilitates operations, providing and managing infrastructure in the cloud
- Cloud management services from your partners



#### FISCAL BPO

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

### Smart Working



- Connectivity for remote meetings, education or training and creation of online collaboration spaces

### 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



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

### Remote 360 Education



- Educational entities obtain a teaching platform and the devices to deliver it remotely
- Expert advice in various matters and cutting-edge methodologies

# Investment Attractiveness

## Technological Disruption at the Service of Our Customers

...and we invested in critical infrastructure to **enable** on our customers, the **development** of their businesses and their **transformational** processes



### KUDOS Maximum stability at your business service

- ✓ Certification **Tier IV** from Uptime Institute
- ✓ **Leed Silver Certification** from the US Green Building Council (USGBC)
- ✓ Electric supply **100% from renewable energy**
- ✓ Technological **waste management**
- ✓ **Maximum reliability** required by companies
- ✓ State-of-the-art technology that enables our clients to achieve **their information security** goals

Supporting them in the adoption of **disruptive and data-intensive technologies** such as :



CLOUD



AUTONOMOUS VEHICLES



ARTIFICIAL INTELLIGENCE



VR & AR



TELEMEDICINE

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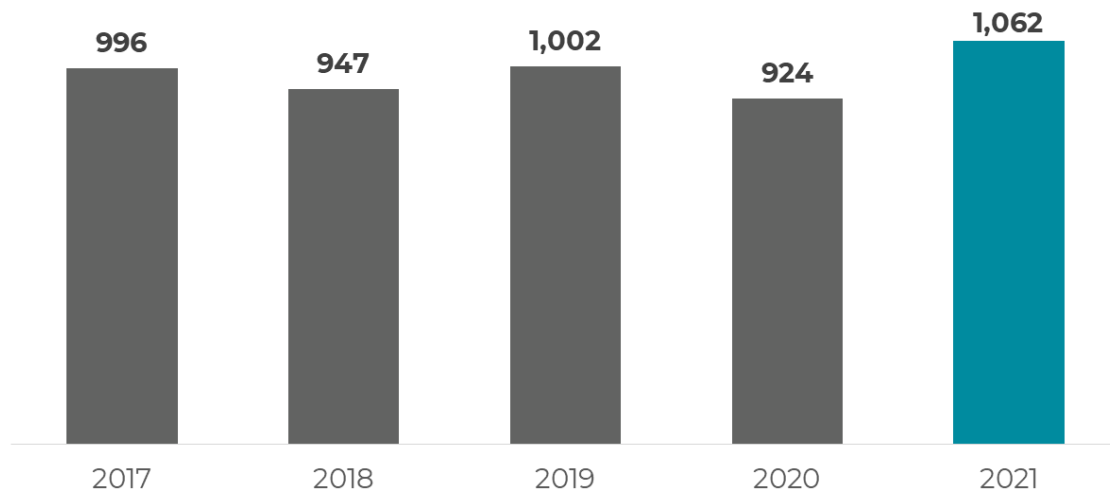
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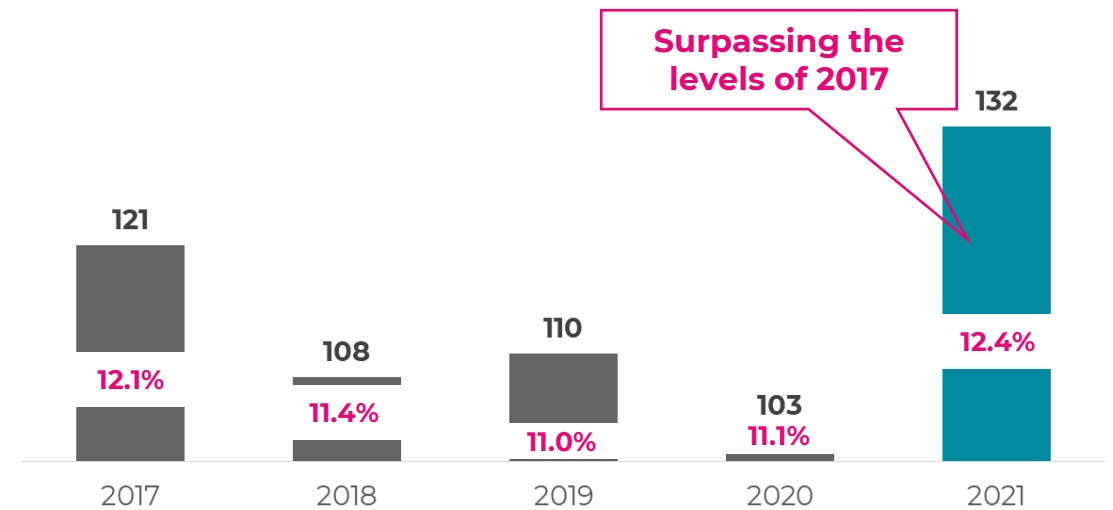
# Annexes

## Consolidated Revenues and EBITDA

**Consolidated Revenues** (US\$ million)



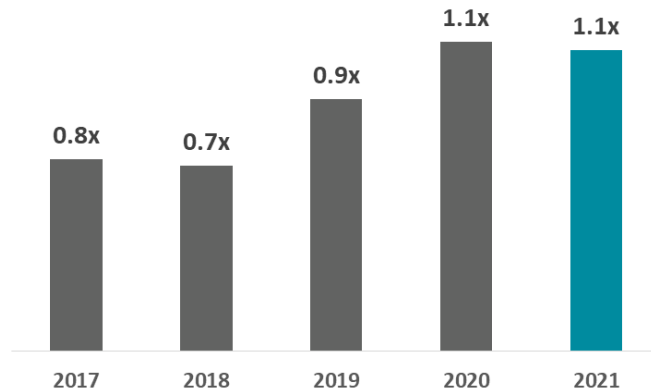
**Consolidated EBITDA** (US\$ million, EBITDA Mg. %)



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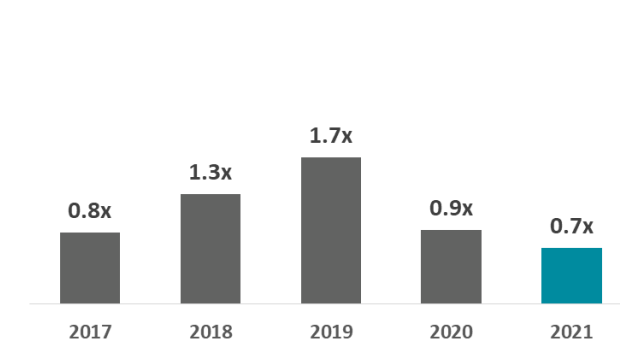
## Indebtedness Indicators

### Leverage



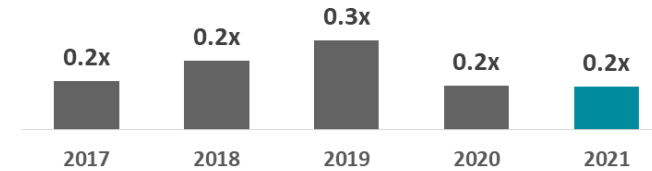
Total Liabilities (average 12M) / Total Equity (average 12M)

### NFD / EBITDA



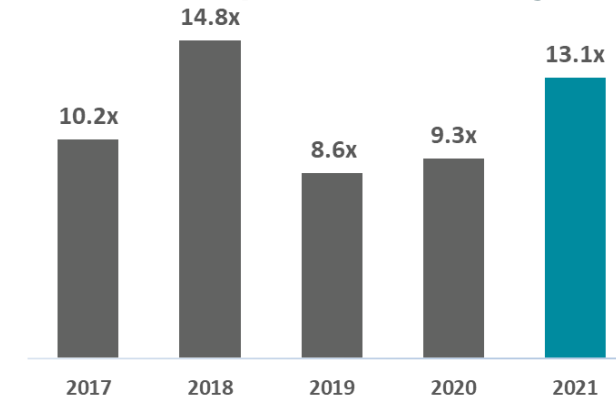
Financial Debt – Cash and Equivalents – Other Current Financial Assets) / EBITDA (LTM) [Financial Debt: Other Current + Non-Current Financial Liabilities]

### Net Financial Leverage



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

### Financial Expenses Coverage



EBITDA (LTM)\* / Net Financial Expenses  
\* Gross Margin + Administration Expenses + Intangible Amortization (excludes amortization of projects)+ Depreciation of the year



# Annexes

## Financial Statements Summary

### Summarized Income Statement

(US\$ million)	2017	2018	2019	2020	2021	Chg. 21 / 20
<b>Revenues</b>	<b>996</b>	<b>947</b>	<b>1,002</b>	<b>924</b>	<b>1,062</b>	<b>15.0%</b>
Gross Profit	172	167	168	152	186	<b>22.7%</b>
Gross Margin	17.3%	17.6%	16.7%	16.4%	17.5%	<b>110bp</b>
Operating Profit	70	66	63	57	86	<b>50.4%</b>
Operating Margin	7.1%	7.0%	6.3%	6.2%	8.1%	<b>190bp</b>
<b>EBITDA</b>	<b>121</b>	<b>108</b>	<b>110</b>	<b>103</b>	<b>132</b>	<b>28.2%</b>
EBITDA Margin	12.1%	11.4%	11.0%	11.1%	12.4%	<b>130bp</b>
<b>Net Income</b>	<b>77</b>	<b>13</b>	<b>27</b>	<b>1</b>	<b>41</b>	<b>-</b>
Net Margin	7.7%	1.3%	2.7%	0.1%	3.9%	<b>380bp</b>

### Summarized Balance Sheet

(US\$ million)	2017	2018	2019	2020	2021
Cash and Equivalents	49	58	164	223	209
Current Accounts Receivable	273	285	332	243	312
PP&E	147	145	196	168	160
Intangible Assets and Goodwill	302	295	315	239	242
Other Assets	270	279	287	272	328
<b>Total Assets</b>	<b>1,041</b>	<b>1,063</b>	<b>1,296</b>	<b>1,146</b>	<b>1,251</b>
Total Financial Debt	204	217	376	333	313
Other Liabilities	257	255	287	274	345
<b>Total Liabilities</b>	<b>461</b>	<b>472</b>	<b>663</b>	<b>608</b>	<b>657</b>
Minority Interest	6	5	3	3	4
Equity Attributable to the Owners	573	586	630	535	590
<b>Total Liabilities and Equity</b>	<b>1,041</b>	<b>1,063</b>	<b>1,296</b>	<b>1,146</b>	<b>1,251</b>

### Summarized Cash Flow

(US\$ million)	2017	2018	2019	2020	2021
Operating Cash Flow	47	47	68	144	102
Investment Cash Flow	(39)	(3)	(50)	(51)	(33)
Financing Cash Flow	(31)	(35)	84	(25)	(99)
End Period Cash Flow	48	58	164	223	209



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