



Innovation and Digital Transformation to serve our Clients

Corporate Presentation
December 2023

SONDA®

make it easy



Member of
**Dow Jones
Sustainability Indices**
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Know more about SONDA

- I SONDA AT A GLANCE
- II STRATEGIC VISION 2022 – 2024
- III INVESTMENT ATTRACTIVENESS
- IV SUSTAINABILITY IN OUR DNA
- V FINANCIAL POSITION

SONDA at a Glance

We are leaders in Digital Transformation, making our customers' lives easier by supporting them on their journey towards digital Transformation. That's **Make it Easy**, our concept of simplicity that inspires the way we communicate with all our stakeholders

SONDA at a Glance

Key Figures

**Consolidated Revenue
2023**

US\$ 1,483 million

**Consolidated EBITDA
2023**

US\$ 143 million



+14 K
FTE



+3 K
Cities Served



+650 K
Users utilizing our
services



+10 K
IT Professionals



+5 K
Clients



+4 K M2
White rooms



- ✓ Strategic partner **leading and driving the digital transformation** processes of Latin American organizations.
- ✓ A **technology integrator of solutions** based on its own and third-party software applications, providing technical support and specialized services in IT, with a strong focus on positively impacting its client's businesses.
- ✓ One-Stop-Shop offering End-to-End solutions, leveraged in a **extensive ecosystem of technological partners**.

SONDA
make it easy

Figures in US\$ were converted using closing exchange rate as of Dec.-23 = \$ 877.12 / US\$

We are a key player in the growth plans of our clients



SONDA consolidates its leadership in SC&M in the Region

Client: Transcribe
Industry: Transport
Solution: Provision of fleet collection, management and control services and information to the user of an integrated transportation system.

Sector: Transport



A traceability system for Uruguayan cattle that ensures sanitary quality.

Client: Ministry of Livestock, Agriculture, and Fisheries, Government of Uruguay
Industry: Government
Solution: Livestock Identification System



The Ministry of Finance of Costa Rica modernizes with one of the largest storage and technology renewal solutions in Central America.

Client: Ministry of Finance Costa Rica
Industry: Government
Solution: Server virtualization and consolidation.



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

Client: Banco de Chile
Industry: Banking
Solution: Investment banking and money desk.



Comprehensive outsourcing for a major telecommunications company in Latin America

Client: Movistar Ecuador
Solution: Application Management.



El Comercio newspaper renews its platform with a solution designed to provide better customer service while improving its IT management.

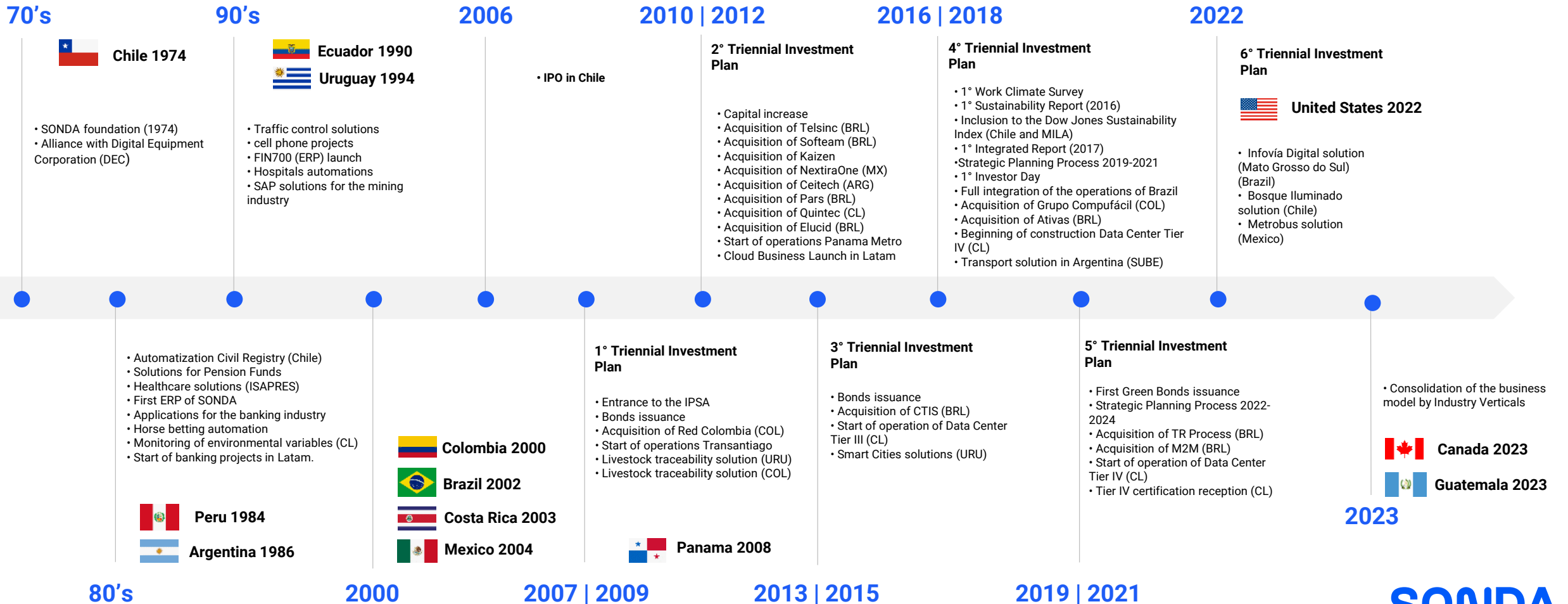
Client: Diario El Comercio, Peru
Solution: Hardware. Server virtualization and consolidation. Storage and backup.



Discover more success stories [here](#)

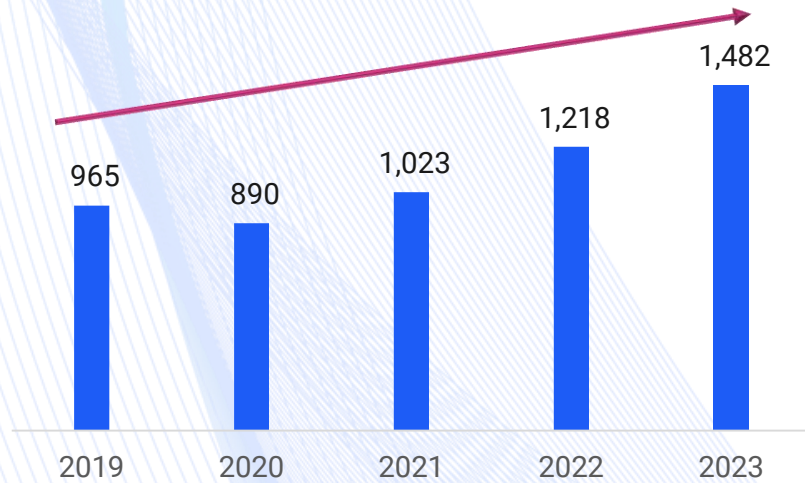
SONDA[®]
make it easy

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

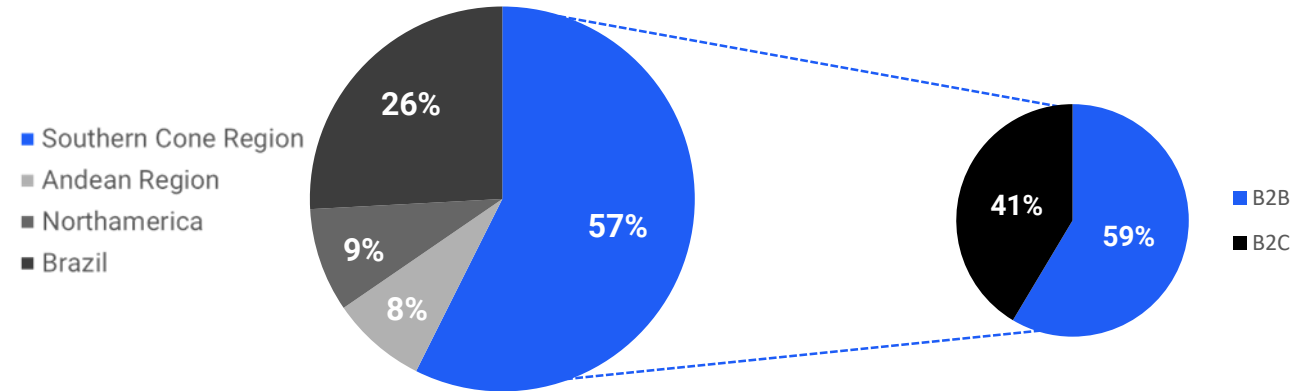


...Through a Sustained and Diversified Growth

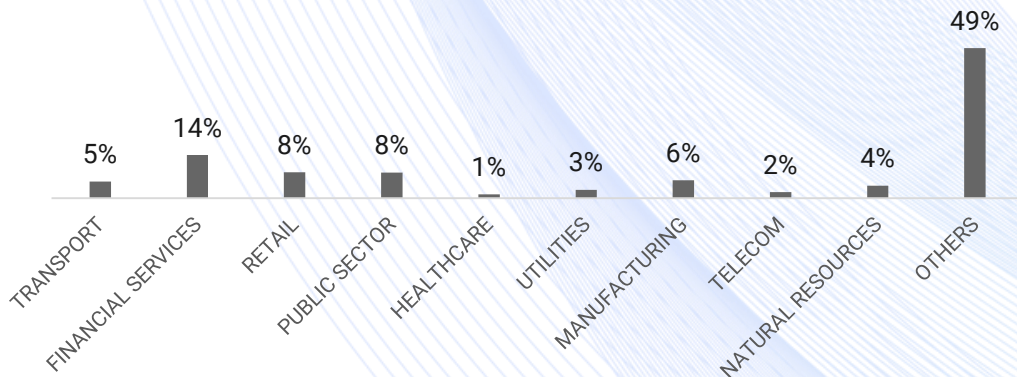
Consolidated Revenues (US\$ million)



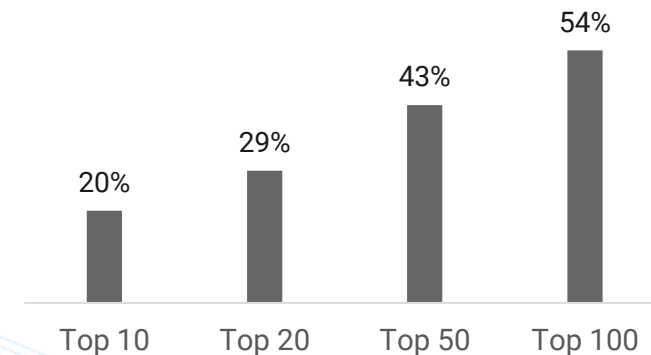
Revenue Contribution by Region



Revenue Contribution by Industry



Revenue Concentration by Clients





Strategic Vision

2022-2024

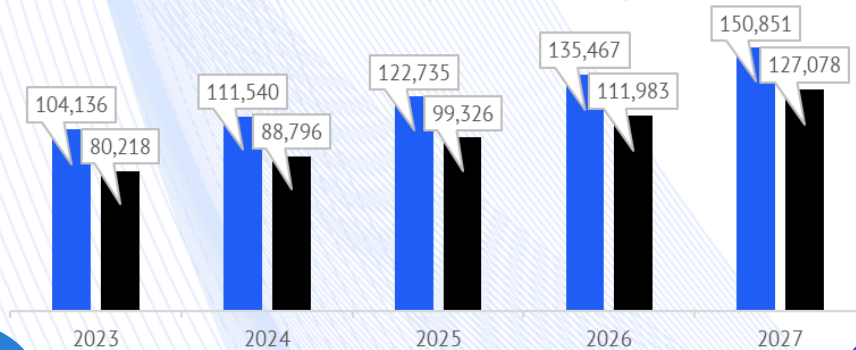
LATAM IT Industry Scenario

Latin America IT Spending Perspectives

CAGR 23/27 → 12.2%

IT Industry TAM (Services and Applications)

IT Industry (US\$ million)



Cloud
+24.0%

AI
+25.8%

New Technologies
CAGR 23/27 > 14.4%
Main Solutions

Security
+13.8%

IoT
+21.8%

Big Data & Analytics
+16.8%



Expected size of the IT market US\$151 billion para el 2027, with a TAM of US\$ 127 billion



Resilience of IT spending in the face of economic crises



IT investments growing more than GDP in the coming years



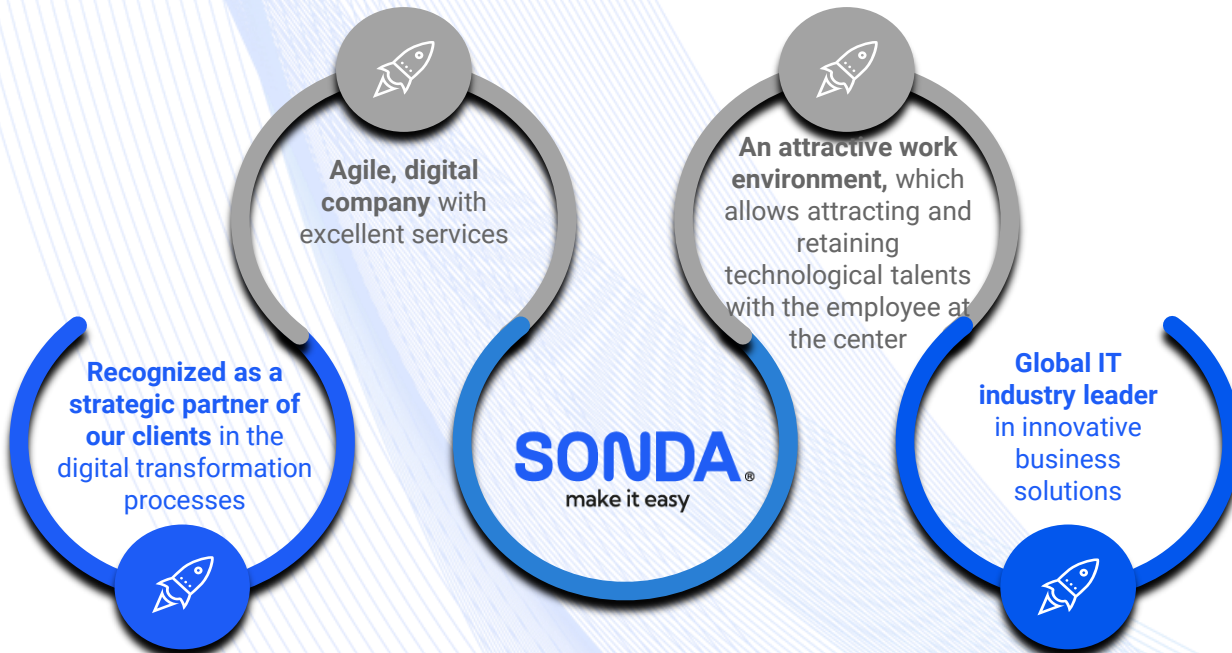
Disruptive technologies drive new solutions
Health crisis accelerates strategic changes in companies and institutions

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

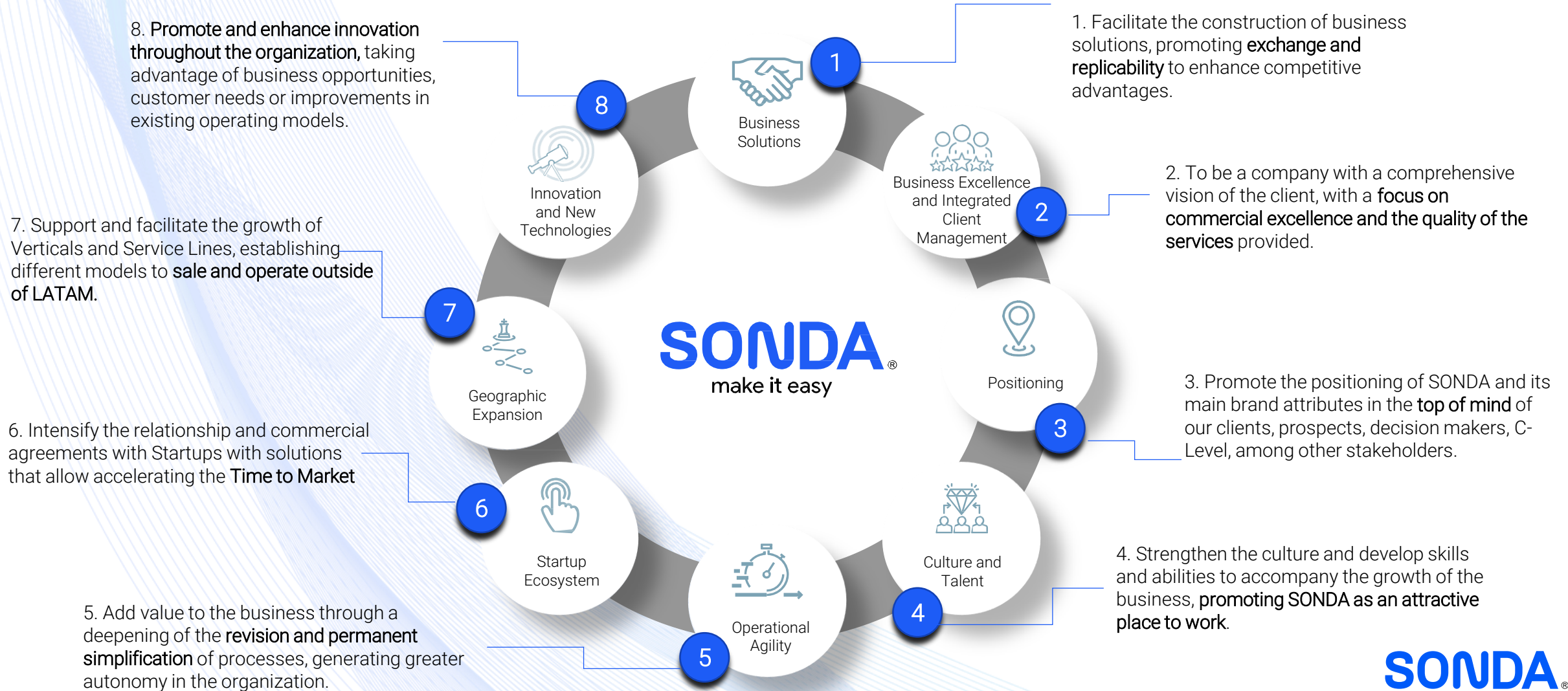


ASPIRATIONS 2024

- 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

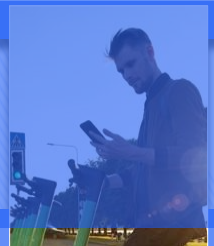
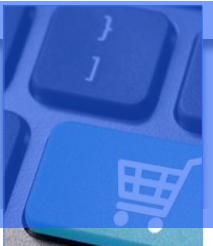






ASPIRATIONS 2024

To Reach them We Defined 8 Strategic Pillars...



...and Restructured Our Organization...

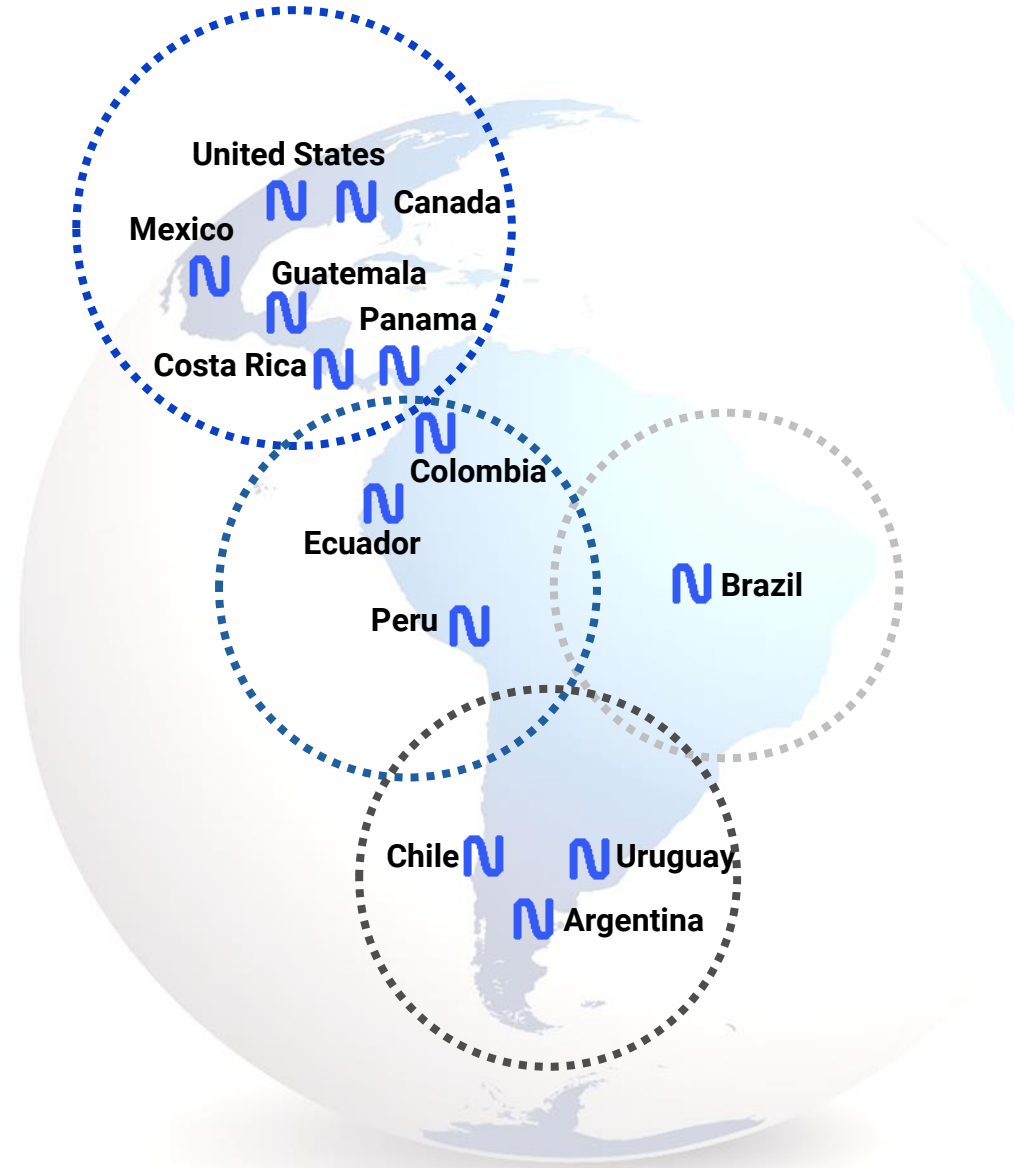
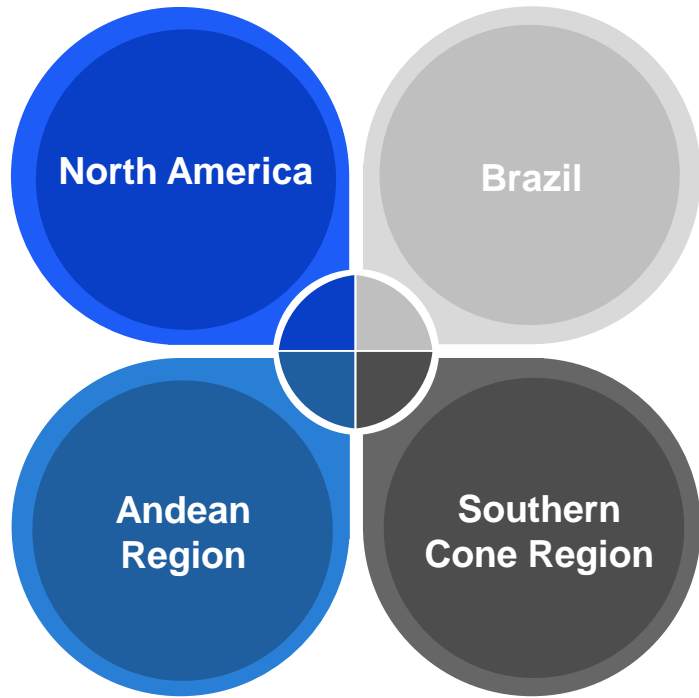
We have deepened the *verticalization by industries* as a way of reaching our clients

Digital Business <ul style="list-style-type: none">• Digital Software Factory• Data and Advanced Analytics• Digital Architecture• Digital Channels & Tech Consulting• Vertical Solutions								
Digital Services <ul style="list-style-type: none">• Platforms Services• Cloud & Data Center• Cybersecurity• Workplace Services								
	Smart Cities & Mobility	Retail & Commerce	Bank & Insurance	Utilities	Healthcare	Public Sector	Multi Industry	Business Solutions

STARTUP ECOSYSTEM & INNOVATION

CORPORATE MANAGEMENT OF LARGE PROJECTS

...Thus Strengthening Our Leadership in the 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.

Large Projects

We have a group of specialists at a regional level, responsible for proactively managing Large Projects*

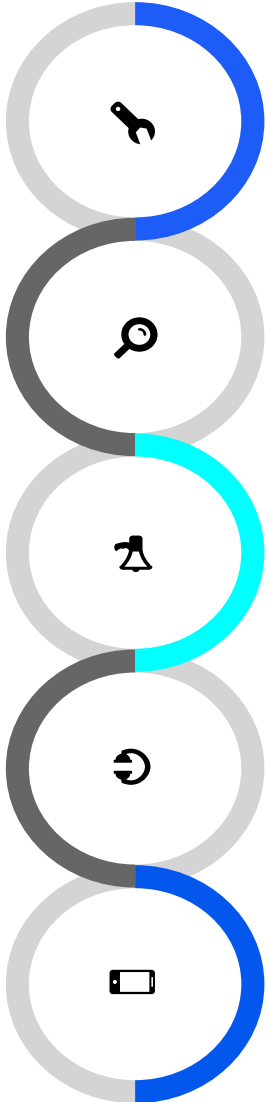
Brazil

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



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

... 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**

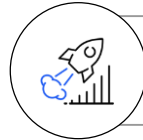




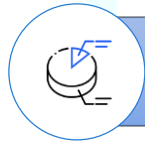
Investment Attractiveness

Investment Attractiveness

SONDA, IT Sector Leader in the Region



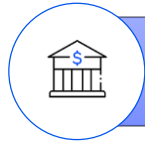
+49 years of **sustained growth** accompanying our clients in their digitization processes



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 Attractiveness Startup Ecosystem with strong growth potential

An ecosystem based on **adaptability**, **agility**, and **innovation** allows us to expand our solutions portfolio, adding value to our clients.



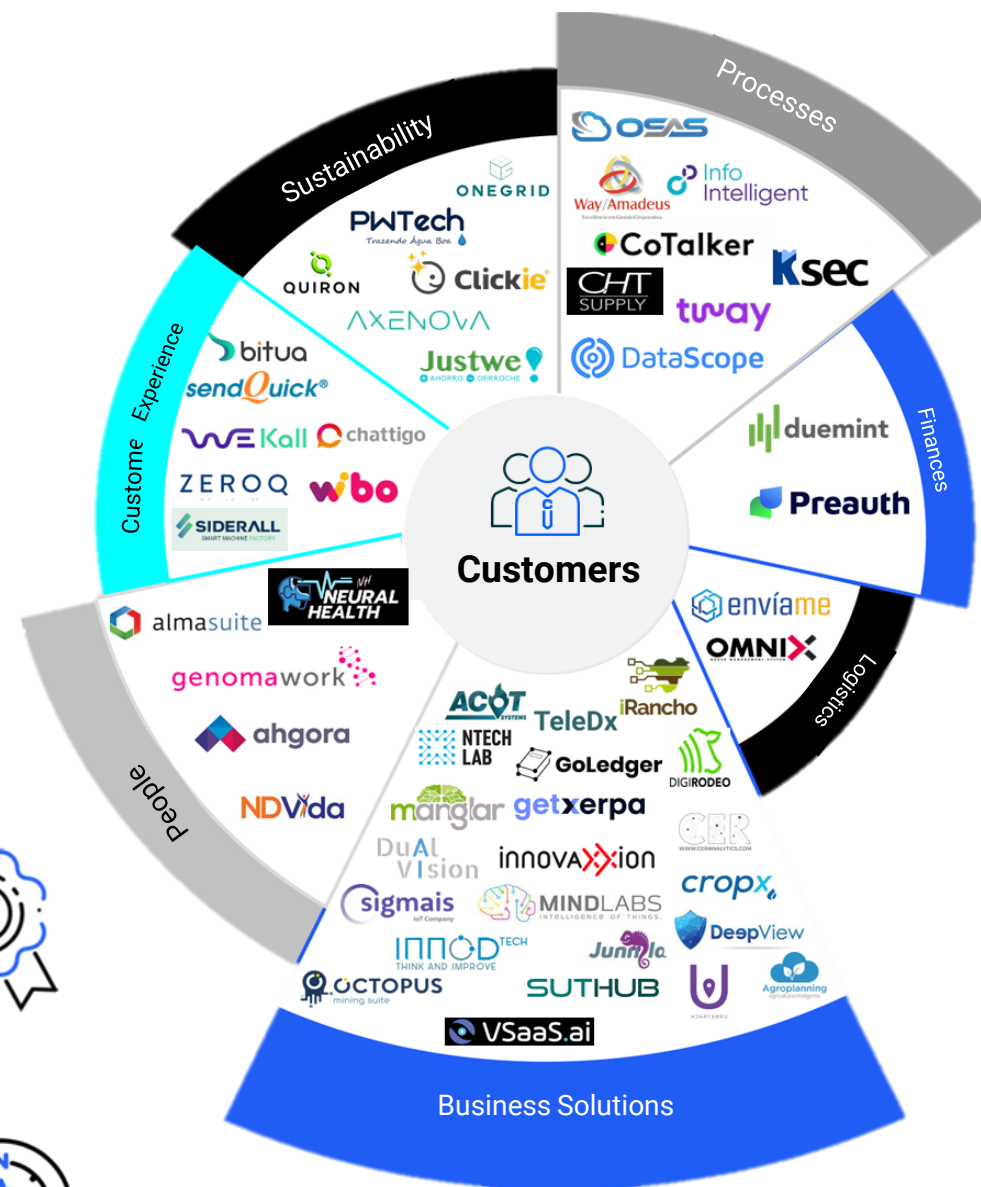
We aim to accelerate the growth of startups' businesses and solutions, based on the commercial support of over 400 sales professionals at SONDA and access to the 12 countries where we operate.

There +60 startups that are part of the ecosystem, with presence in Chile, Argentina, Costa Rica, and Colombia. We also have startups from countries where we do not have presence, such as Israel.

“Your Protected Neighborhood” project, which consists of a video surveillance system incorporating AI, was recognized at the Smart Cities Conference, receiving the “Smart City Awards 2023” recognition.



We aspire to have around 100 startups within the ecosystem within a 3-year timeframe.





SUSTAINABILITY IN OUR DNA

We are committed to a Healthy Planet generating solutions with Social Impact

SMART CITY SOLUTIONS

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



SDG:



PUBLIC TRANSPORT SOLUTIONS

Efficient and sustainable management of the fare collection through the a card and the fleet management of public transportation in Santiago, Panama and Mexico cities.



SDG:



CUSTOM MANAGEMENT AND BORDER CONTROL

Optimization of **border infrastructure and automation of customs procedures** in El Salvador, reducing time and promoting efficiency in processes.



SDG:



Highlighted Project Brazil: Infovía Digital:

The initiative involves a 30-year work plan in which SONDA will improve the connectivity of Mato Grosso do Sul. This includes the implementation of 6,950 kilometers of optic fiber network in its 79 municipalities, with an approximate investment of US\$174 million. **Over 2.8 million people will benefit from the project.**

The project also includes the construction of a Network Operations Center in Campo Grande, the provision of **free internet services and video surveillance in 129 public squares**, vehicle surveillance in the state and the capital, as well as the installation of 15,000 IP extensions in administrative units of the state, **such as schools, health units, and public security.**



SDG:



Highlighted Project Chile: Bosque Iluminado:

A pioneering project led by SONDA and ARAUCO will provide 4G coverage and **high-speed internet connection to over 2,000 rural communities and schools in southern Chile, benefiting over 30,000 households and 150,000 individuals across six regions.** This initiative contributes to Chile's Zero Digital Divide plan.

The digitalization and connectivity project in ARAUCO's forest operations will cover over 700,000 hectares, providing high-speed internet in the operations spanning the O'Higgins and Los Ríos regions. It will improve safety standards, enable real-time monitoring, and provide connectivity to rural communities and areas that currently lack this service.



SDG:

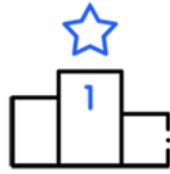


arauco

We put people at the center of our strategy...

The **People Value Proposition** includes:

- Corporate identity and culture.
- Career experience.
- Compensation and benefits.



FOCUS FOR 2023

1. Knowledge and learning will be fundamental for 2023, as well as analyzing the technical skills we have, to give them a new value. **To achieve this, we have taken direct management of all technical training within the company that was previously managed locally**, allowing for greater synergy to consolidate knowledge offerings and personal development.
2. We will continue to strengthen our brand to **enhance greater presence and connection with positioning initiatives**. We will leverage the influence of our employees as ambassadors in the market in a more massive and active manner.
3. We will aim on **working and deepening initiatives related to talent management and succession**, maintaining our objective of demonstrating that we are an innovative organization.

2024 Goals

To surpass the market reality and achieve a 33% representation of women by 2024.
To have an Employee Climate and Engagement satisfaction index of 80% among women, as a result of internal policies and practices



Diversity in our employees

Distribution by Cluster



- Southern Cone Region 27%
- Brazil 42%
- North America 13%
- Andean Region 17%

Distribution by Age



- 30 years or less 27%
- 30 to 40 years 37%
- 41 to 50 years 24%
- 51 to 60 years 10%
- More than 61 years 2%

Distribution by Gender



- Women 29%
- Men 71%



...while focus on empowering Diversity and Inclusion

SONDA Women:

Today, SONDA has a 29% representation of women, reflecting the market reality. Our strategy goes beyond internal actions; we aim to encourage more women to be part of STEM careers based on four pillars

- Attract
- Educate
- Inspire
- Accompany



We promote actions to attract the future generations of SONDA:

• Fresh Graduates:

Since 2019, we have been seeking to attract young talents by offering an accelerated learning program that focuses on developing multiple skills. This program allows us to prepare future successors, ensuring a cultural fit within the organization.

• Promoting practices valued by young talents:

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



In 2022, we received over 2,000 resumes for the Fresh Graduates Program at a regional level, and we hired 25 young professionals.

Do you want to transform the digital future?

Start your career and apply for the Fresh Graduates Program in **SONDA** make it easy.

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

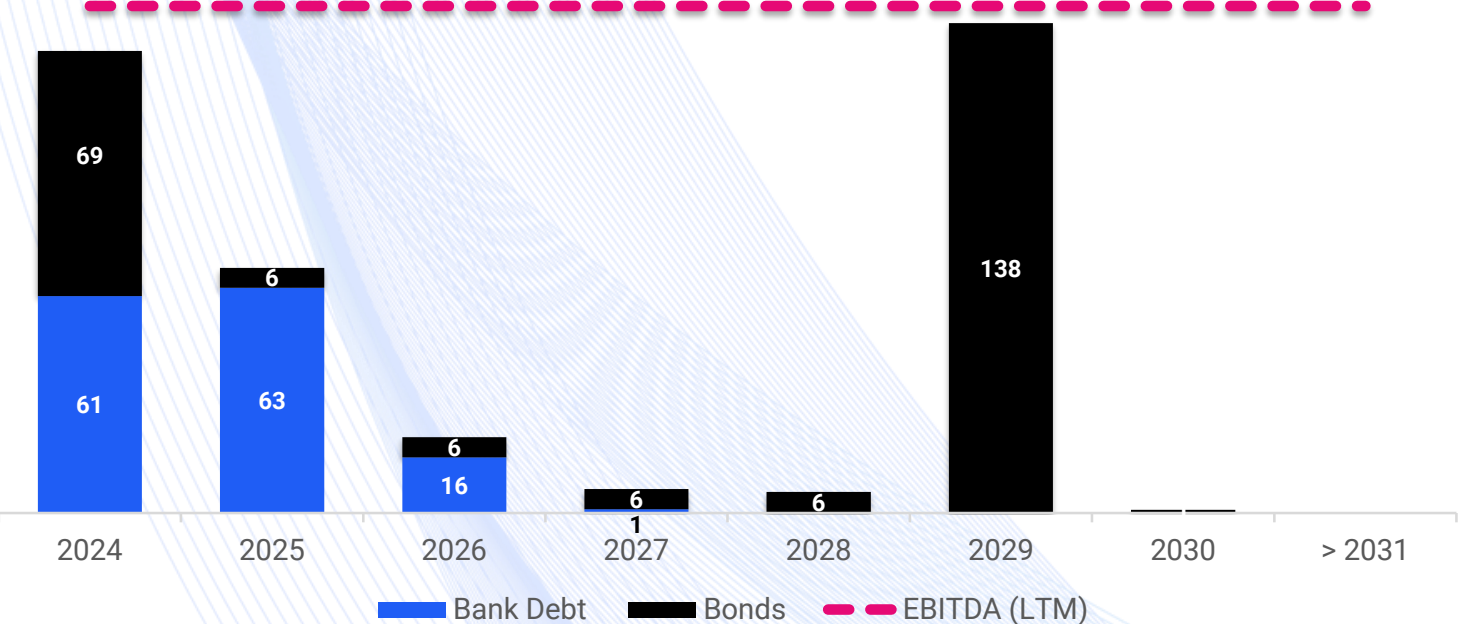


Financial Position

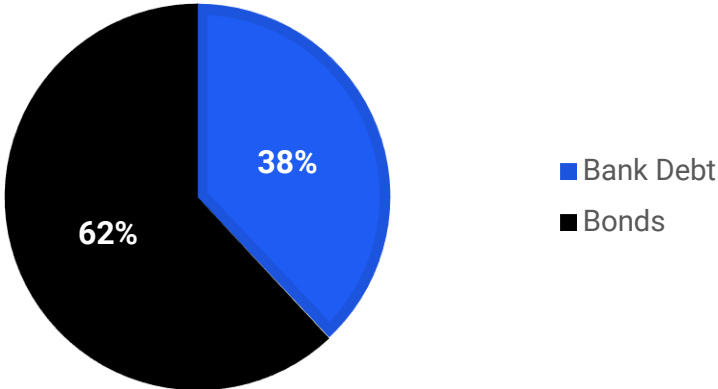
Financial Position

Financial Debt

Financial Debt Maturity Profile
(as of 12/31/23, US\$ million)



Financial Debt Composition
(as of 12/31/23)

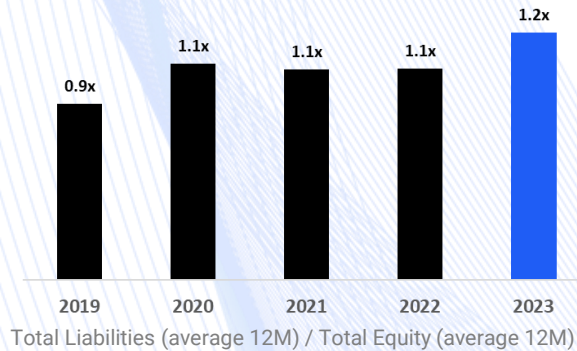


Total Financial Debt: US\$ 371 million

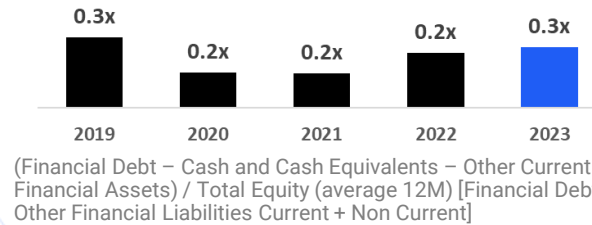
Financial Position

Indebtedness Indicators

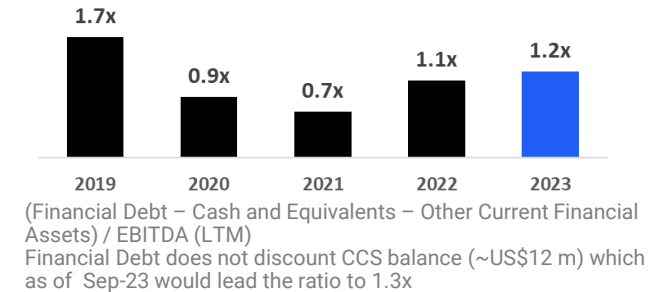
Leverage



Net Financial Leverage



NFD / EBITDA



	Fitch Ratings	ICR
Solvency	AA-	AA-
Stocks	1 st Class Level 2	1 st Class Level 1
Outlook	Stable	Stable
Issuance Date	Apr-23	Sep-23

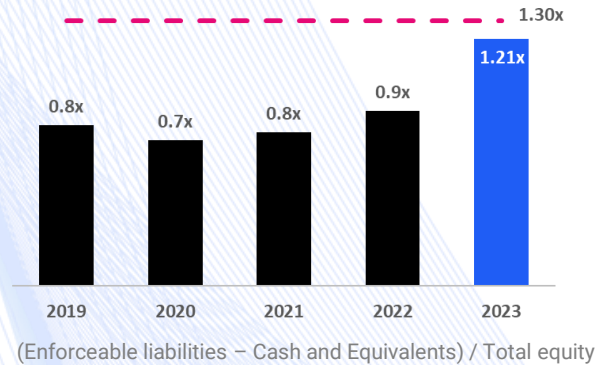
“The company showed a significant increase of 19% in its revenues in 2022, driven by growth in all its geographies, with notable revenue increases in Brazil (28.9%), Southern Cone (14.7%), and North America (27%). This was partially offset by a slight reduction in the EBITDA margin from 11.3% to 10.1% (...). Fitch expects the company's EBITDA margin to gradually increase to around 11% in 2025 as the strategic plan for 2022-2024 develops and higher-margin business closures materialize.” [Fitch Ratings](#)

“SONDA has a significant size and a high degree of diversification, with its exposure primarily focused on Latin American countries. However, within this year, it has also expanded into the US market with the creation of a subsidiary. The commercial efforts made in recent times, and which would be further enhanced with the strategic plan for 2022-2024, have supported business growth, aiming for large-scale contracts.” [ICR Chile](#)

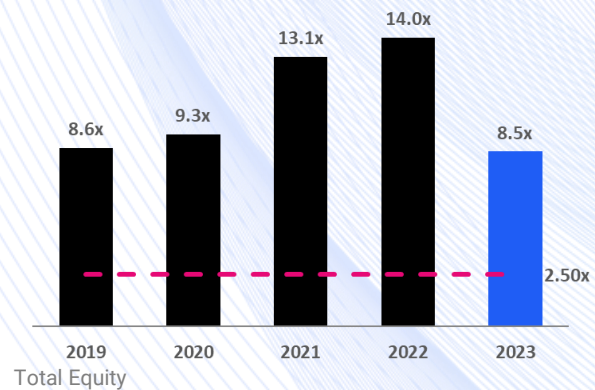
Financial Position

Financial Covenants

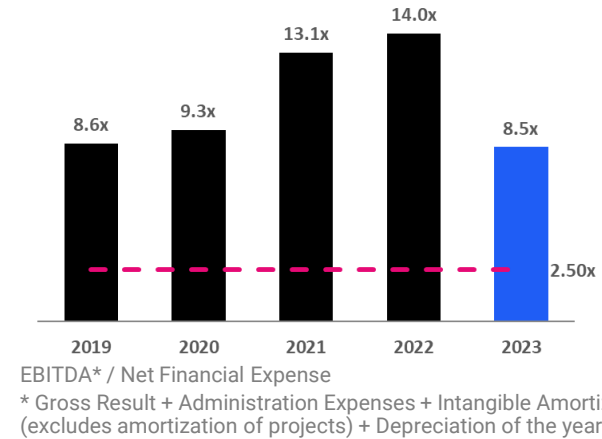
Indebtedness Level



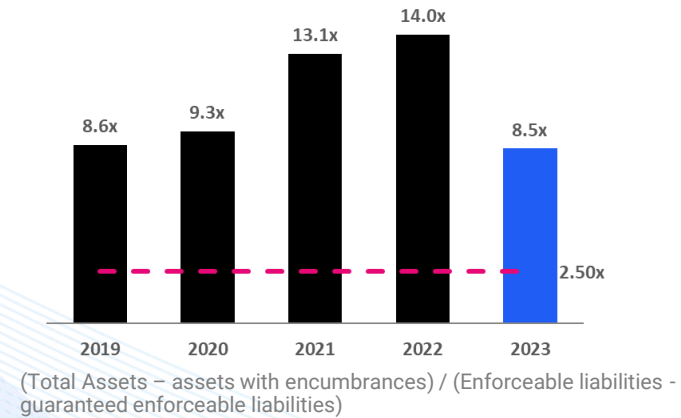
Minimum Equity (UF)



Financial Expenses Coverage



Assets Free of Encumbrances





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