

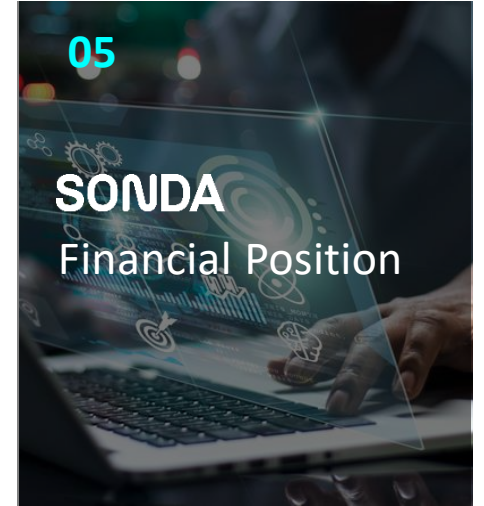
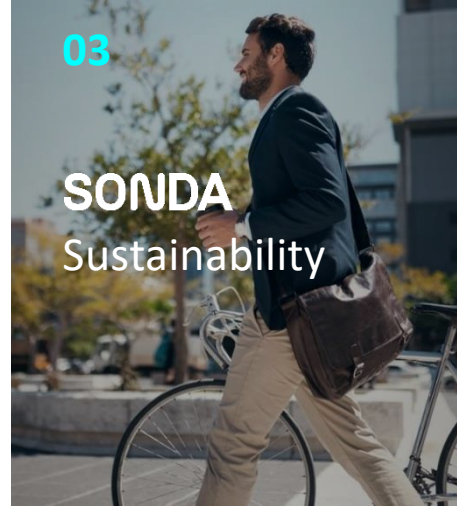
# Corporate Presentation 19th Larrain Vial Annual Andean Conference

March 2024

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# Content





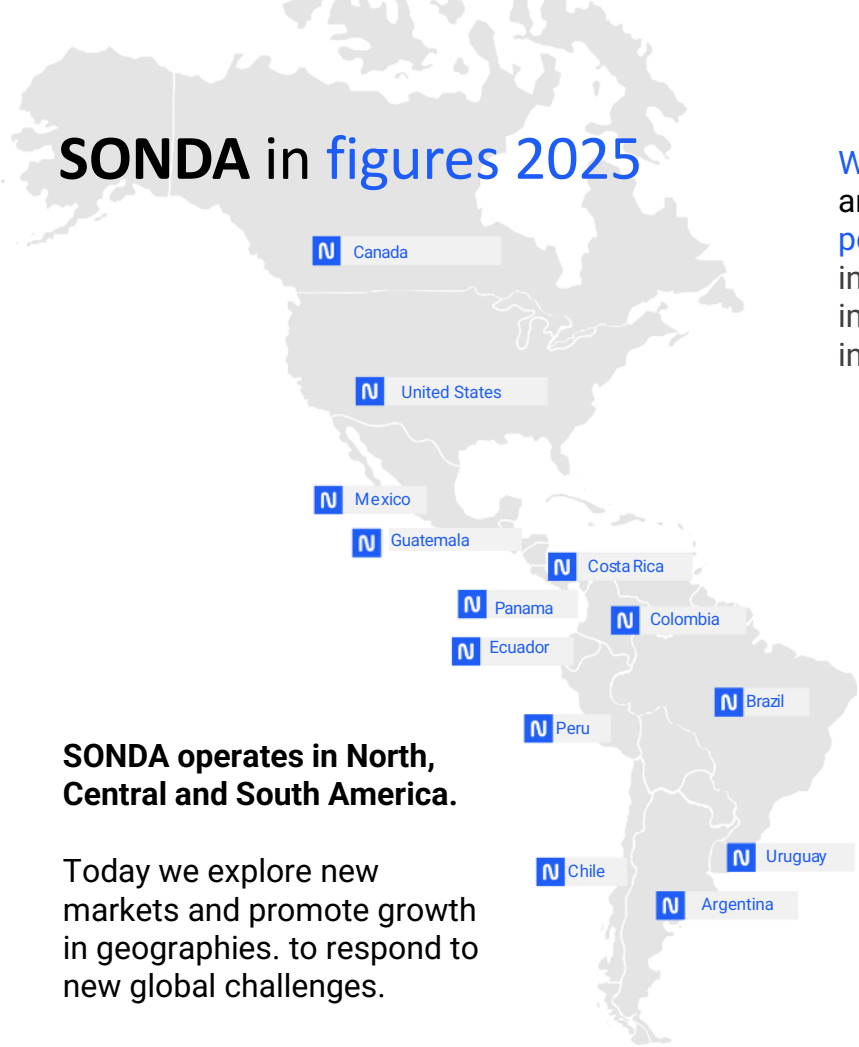
01

**01**  
**SONDA**  
At a Glance

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# SONDA in figures 2025



**SONDA operates in North, Central and South America.**

Today we explore new markets and promote growth in geographies. to respond to new global challenges.

We are digital transformation leaders across the region and we impact the lives of more than **500 million people**. We are a significant player in many emerging industries that have achieved transformation by implementing major modernization projects and innovative solutions

We understand the challenges facing our region, and we have developed a broad portfolio of business solutions tailored to the principal industries.



**13**

**countries** in which we are present



**+5,000**

**clients** have trusted us



**+11.000**

**IT professionals** in our team.  
**+15,000 employees** across the region

Consolidated Revenue (2024)  
**US\$ 1.548 millions**

Consolidated EBITDA 2024  
**US\$ 144 millions**

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## Why SONDA?



### Capacity

Comprehensive offer, independent integrator, technological expertise and experience.



### Global vision

Market knowledge, world-class services and extensive service network.



### Commitment

Flexible and committed partner providing a rapid response.



### Strength

Listed on the stock exchange, with financial strength, corporate customers and long-term contracts.

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

And we demonstrate this through real success stories implemented in different markets



## Public safety, Video Surveillance Uruguay

**Client:** Ministry of the Interior

**Solution:** Uruguay's public security plan, the Ministry of the Interior opted for the modernization of its platforms and control and public order systems, implementing video surveillance systems in Uruguay (+8,000 cameras).



## SONDA promotes Hites' technological transformation

**Client:** Hites

**Solution:** This project seeks to transform Hites' technological environment, optimizing its operations and preparing it for future market challenges.



## Transforming the Hospital Industry together with Mindify

**Client:** Mindify

**Solution:** The way in which hospitals attract and retain patients, even how they operate and manage their processes, is being revolutionized..



## Payment solutions on public transport in the region

**Client:** Transportation Ministries

**Solution:** Consolidating transportation payments public with EMV.



## Fleet management and first implementation of electromobility

**Client:** Metrobus

**Solution:** Full operation of Metrobus, fleet management. First implementation of electro-chargers



## Smart Campus Solution

**Client:** Education Institution

**Solution:** Technology detects risks of university dropout through behavioral analysis

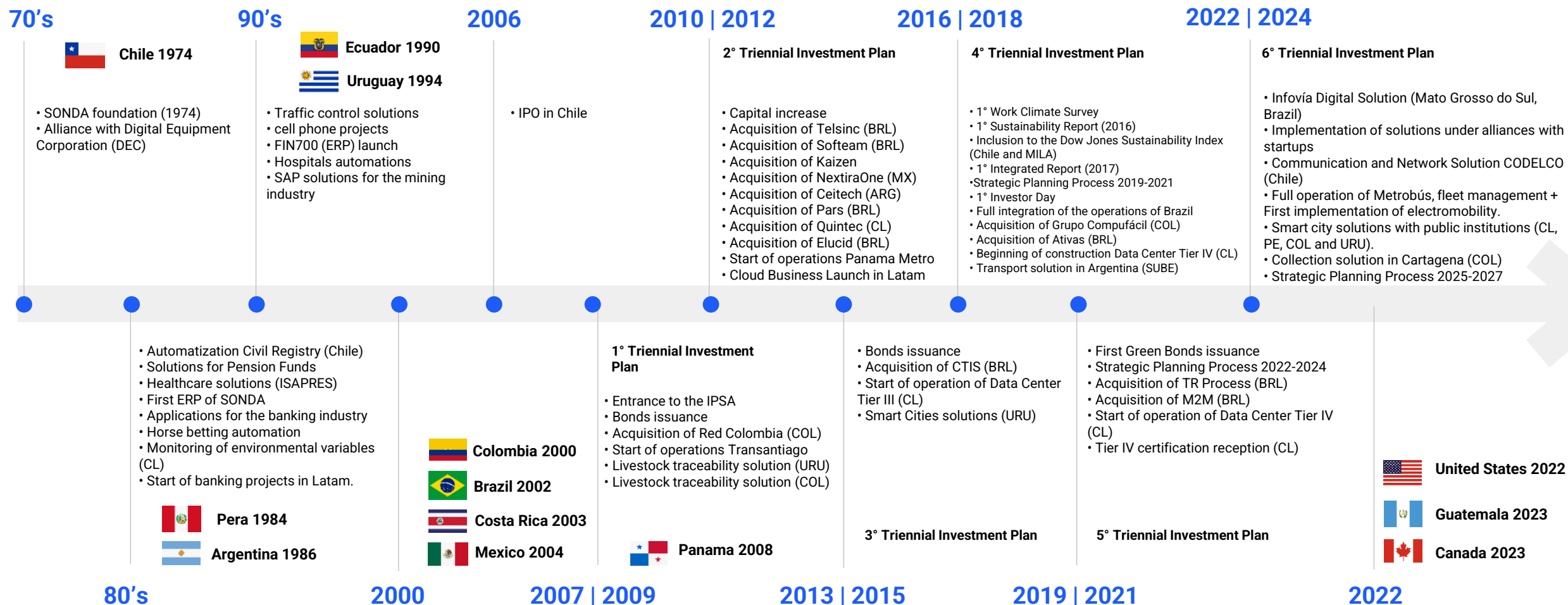


Discover more success stories [here](#)

# History of Growth

At SONDA, we have experienced multiple changes since 1974; changes that have transformed the identity of our company and quickly reflected our essence: a technology company that is constantly evolving and quickly adapting to the industry in which it operates.

In order to better understand why SONDA is at the beginning of a new stage in its history, it is important to remember the origins of our company:



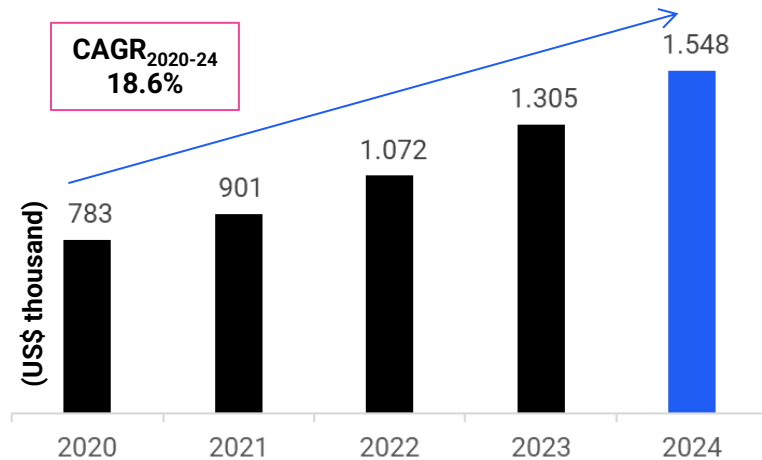
# What makes us different? Sustained and Diversified growth

- Sustained growth across all business lines

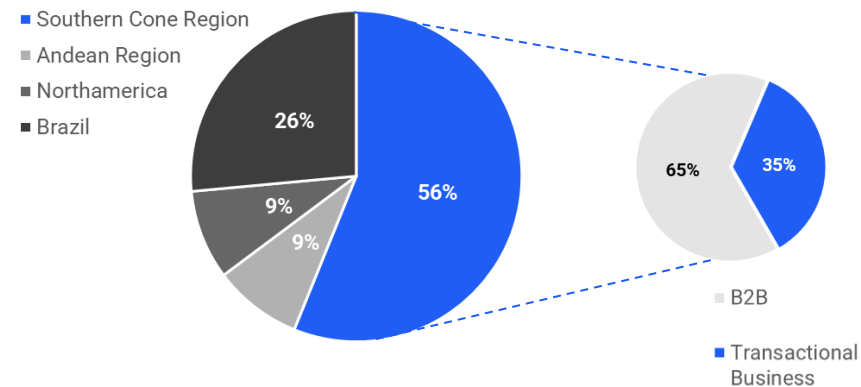
- Digital Business → CAGR<sub>2020-24</sub> 15.9%
- Digital Services → CAGR<sub>2020-24</sub> 15.7%
- Transactional Business → CAGR<sub>2020-24</sub> 22.0%

- Geographic diversification
- Highly atomized client portfolio
- Strong industry diversification

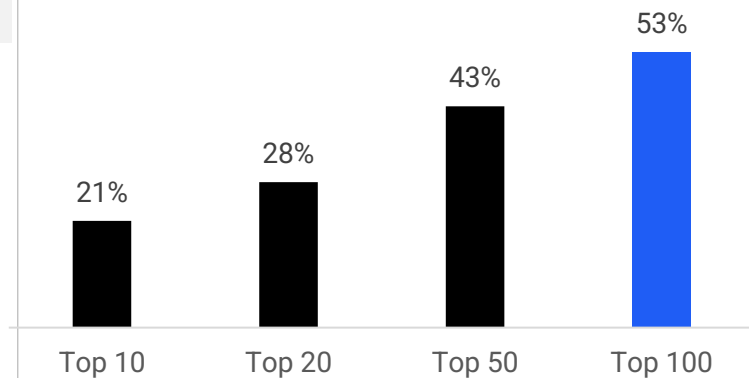
Consolidated Revenue



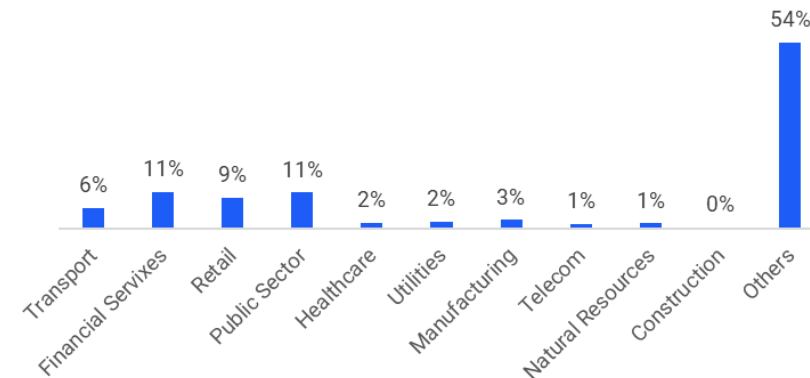
Revenue by Region



Revenue by Client

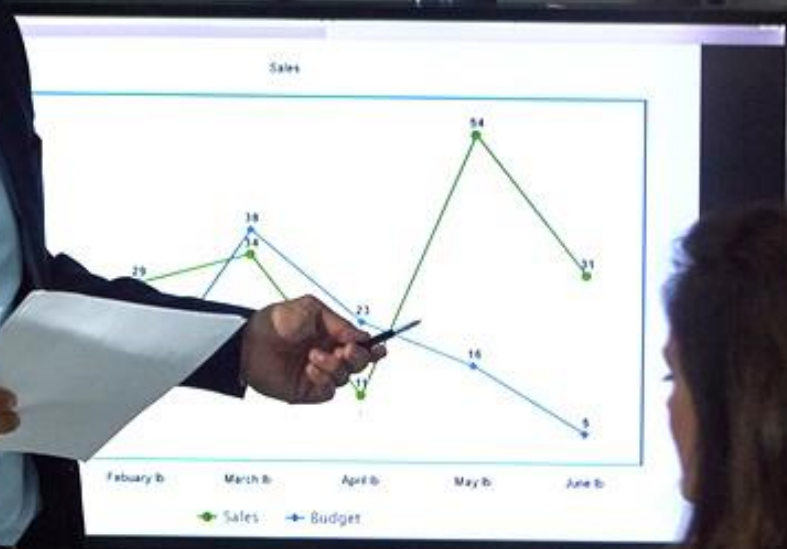


Revenue by Industry





# Strategy



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# Strategy

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

**Dream 2030**

Global IT industry leader in innovative business solutions

Agile, digital company with excellent services

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

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## Enablers of growth 2025 - 2027

01

Increase **vertical specialization** to get closer to the customer

02

Accelerate **Mix Change** towards High Stack

03

Boost **Growth** in key geographies

04

Capture **Efficiencies** in delivery and support model

05

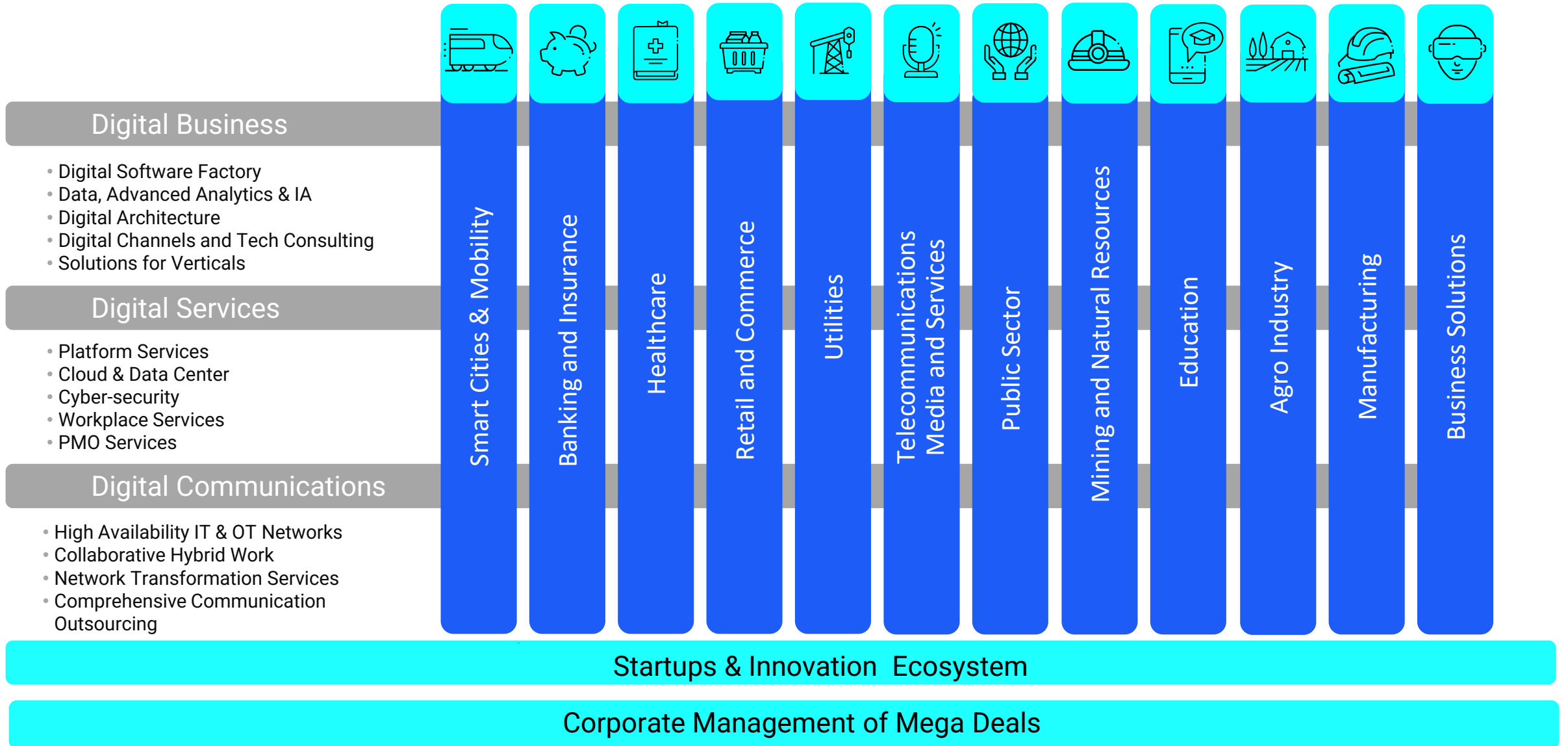
Evolve operating model

06

Evolve **culture, talent and ways of working**

# Our Portfolio and Corporate Organization

**Our Portfolio:** Verticalization as a way to reach our clients





# Sustainability

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# Sustainability is embedded into our DNA

## ESG, Diversity and Inclusion

- **Integrated Reporting** since 2017 that complies with "Global Reporting Initiative" standards.
- Member of prestigious **Sustainability Indices**.
- **Green Bond** issued in 2019.
- Recognized as a company committed to **Integrity** by the Fundación Generación Empresarial (Business Generation Foundation).
- **Fresh Graduates:** Attracts young talented people by offering them an accelerated learning program that develops a range of skills. This program prepares successors for the future and ensures they culturally fit into the organization.



Member of  
**Dow Jones  
Sustainability Indices**  
Powered by the S&P Global CSA



## Culture and Talent SONDA 2024

- ✓ We reached a **30% presence of women** by the end of 2024.
- ✓ Between 2023 and 2024 we **remodel** 7 of the 12 offices of our subsidiaries.
- ✓ **Sonda Lovers**, we invite our collaborators to be the ambassadors of our activities on social networks.
- ✓ **Women in IT Mentoring Program**, we promote female representation in technology.
- ✓ We continue to improve the general **satisfaction** survey within SONDA, obtaining 74% favorability during 2024.

## ESG practices within SONDA



**SONDA Wellness Program:** This initiative promotes the physical, mental and social health of our employees.



**SONDA Women:** This initiative increases the participation of women in SONDA and the IT industry. Attract, retain and strengthen leadership skills among the leaders of the future.



**Internal recycling program:** This initiative encourages responsible resource use.



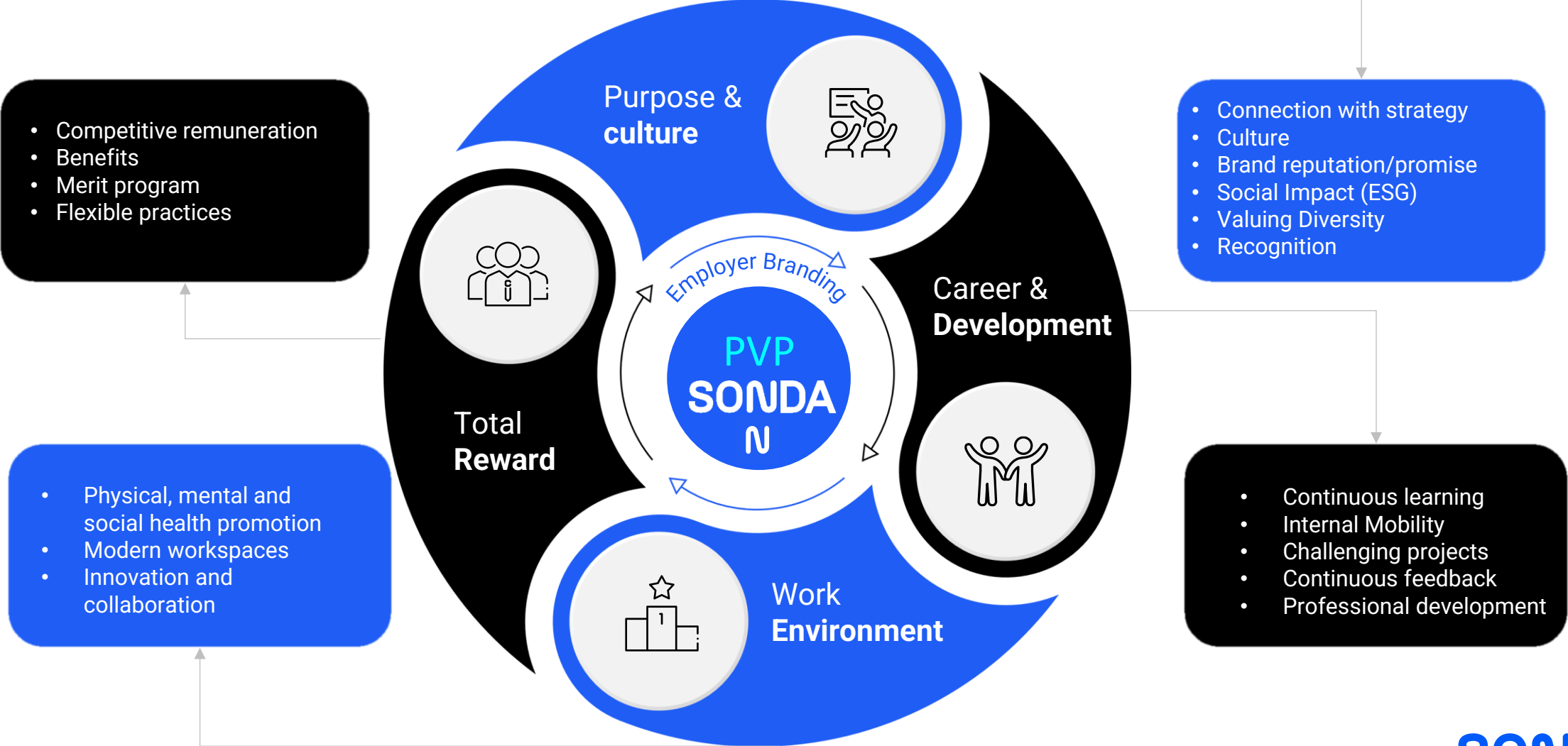
**Diversity & Inclusion:** These internal initiatives aim to build organizational awareness and an increasingly inclusive culture.



**Kudos Data Center:** we have Leed Silver certification from the US Green Building Council, which ensures that energy is efficiently consumed and sourced from fully renewable supplies.

# Sustainability is Part of Our ADN

Culture and Talent | People Value Proposition



# Sustainability is part of our DNA

## Inside SONDA

SONDA's participation in the **TRAEE Program of the Santiago Chamber of Commerce**, which seeks to ensure the **proper management of electrical and electronic waste** by companies that produce or import them, within the framework of the **REP Law**.



## Recent Recognitions

N

### Dow Jones Sustainability Index Chile y Mila

For the 8th consecutive year, we have been included in the **Dow Jones Sustainability Index (DJSI) Chile and MILA**, positioning us as one of the companies with the best practices in corporate governance, social aspects, and environmental care.



### SONDA Panama is now "carbon neutral"

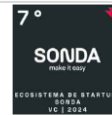
Accreditation as a 'Carbon Neutral' company is part of the objectives set by the company during 2024 to reduce its environmental footprint and improve its operation in accordance with industry sustainability standards.



### Removable Energy

We managed to ensure that **100% of our operations in Chile, through Colbun, are supplied by renewable energy**.

This is equivalent to avoiding 7,733 tons of carbon in one year, planting 73,651 trees or removing 2,062 vehicles from circulation in one year.



### Ranking Venture Client Chile

We are in the **top 10, being the only technology company to achieve this in the category**. This achievement highlights our collaboration strategy with startups and is prepared by the consulting firm MIC and the ESE Business School of the University of Los Andes.

## Within our Solutions

### Highlighted Case

### Smart City and Mobility:

**Smart Safety** solutions (video surveillance) with AI component with public institutions in Peru, Chile and Uruguay.

Important **Mobility** contracts were also expanded in Mexico, Argentina, Guatemala, Panama and Colombia.

### Main ESG benefits:

- Greater security through remote surveillance in the municipalities where Smart Safety solutions were implemented.
- First fleet of buses with electro mobility in Mexico.
- It facilitates movement in cities, which encourages economic activity.
- Greater social equity, as it reduces inequality in opportunities such as employment, education and health.

SONDA improves **security** and **connectivity** in the region, improving the **quality of life** of people in all areas where these new contracts have been closed.





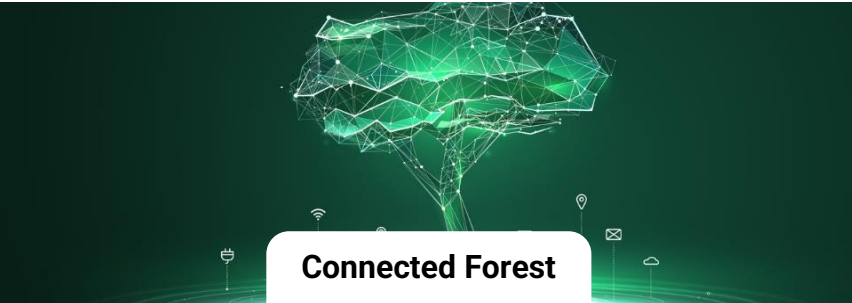
# Innovation

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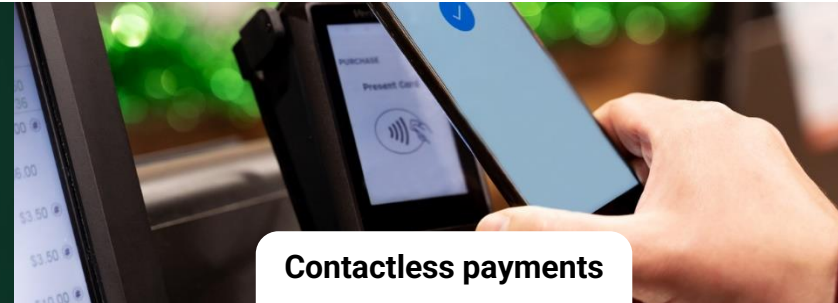




# Innovation is at the core of our corporate strategy



We connect 700,000 hectares of forests, allowing us to monitor and support forestry work, providing 4G internet access to local communities. Project applied in Chile and Mato Grosso do Sul, Brazil.



We promote modernization of public transportation by implementing contactless payments, facilitating quick and safe access for users.



We analyze student behaviour to identify dropout risks, integrating data from academic and access systems to improve retention



Infraestructure optimization in borders and station management with process automation to simplify customs procedures in El Salvador, reducing service timing.



Comprehensive administration of public, private and hybrid clouds, together with local infrastructure, allowing to manage resources, automate workflows and guarantee security, optimizing customers costs and operations,



At the export facility in San Antonio, Chile, we provide access control solutions, aimed at people and cargo, with unattended management and video analytics,

# At SONDA, we believe in the value of collaboration

We promote innovative ideas and create new opportunities. That's why in 2022, we established a **startup ecosystem** based on adaptability, agility, and innovation, accelerating our transformation and that of our clients.

## 2024 Highlights



### TRANSFORMING THE FINANCIAL INDUSTRY

We collaborate with Junnla, a Chilean Fintech specialized in transforming complex financial systems into simple and accessible experiences through a multi-industry and multi-market platform. In this alliance, SONDA contributes its experience in guaranteeing high availability of the service, robust security, 24/7 technical support and scalability.



### PROMOTION ENGINE

In alliance with Cloud Technologies, we implement an omnichannel promotions engine that incorporates a series of basic and optional modules that facilitate the administration and management of campaigns and promotions (discounts, points, signage, analytics, among others).



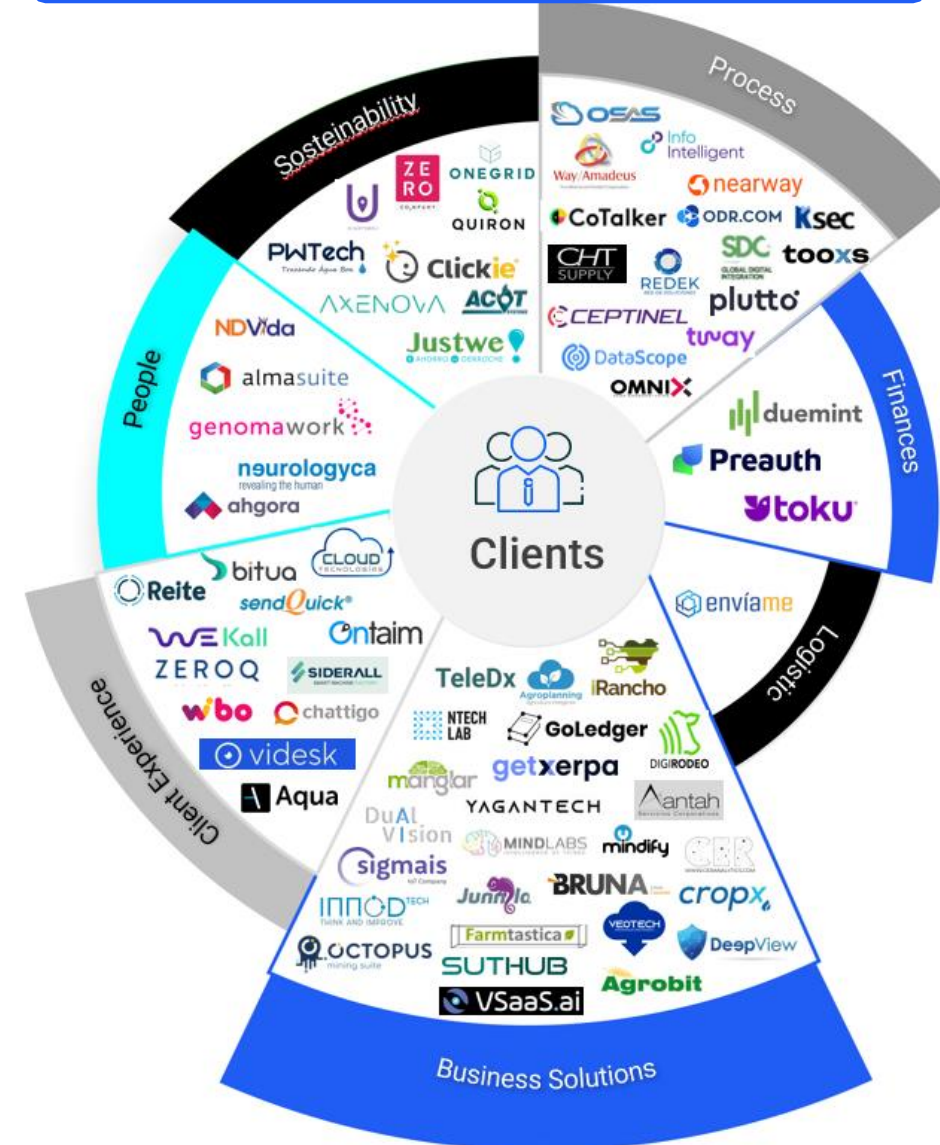
### DIGITALIZATION OF PROCESSES

Together with Simple Data Corp, we digitized nine operational processes that cover more than 55 production lines, completely eliminating the use of paper and reducing rework by 50%. In addition, we implemented an online dashboard that allows complete traceability of the processes.



+70

Startups are already part of our ecosystem. Together, we **co-create innovative solutions** for the multiple challenges our clients face in the region.





# At SONDA we believe in the **value of collaboration**



- **We connect startups with business opportunities**, creating an ideal environment for collaboration and growth.
- We provide commercial support with **>400 professionals** across the region.
- **We finance large projects**, which allows them to focus in growth, scalability and profitability.



Adding value for **our customers** through co-creation.

*At SONDA we know that "Innovation" is not simply using the latest technology or creating solutions that we understand, it requires understanding the customer's requirements, then flexibly customizing solutions that take their business to a new level.*

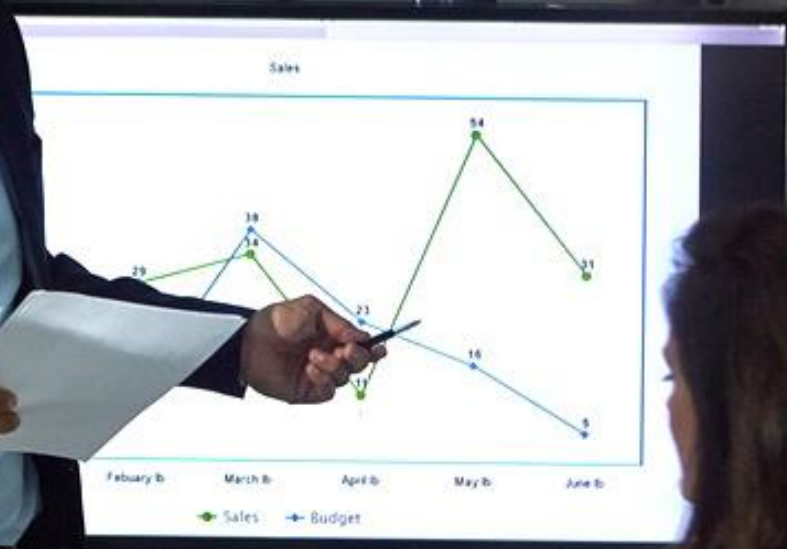
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**Long-term vision:** we establish strategic relationships aimed at mutual development and value generation.

**Competitive advantage:** We combine technological development with market knowledge to position our partners as leaders.

**Adaptability to change:** we continuously evolve to anticipate global market trends and challenges.

# Financial Position



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# Financial Position

## Credit Rating

"The company showed a **significant increase of 21.7% in its revenues in 2023**, driven by growth across all its geographies, with highlights including the revenue growth in Cono Sur (20.6%), Brazil (26.6%), and North America (28.7%).

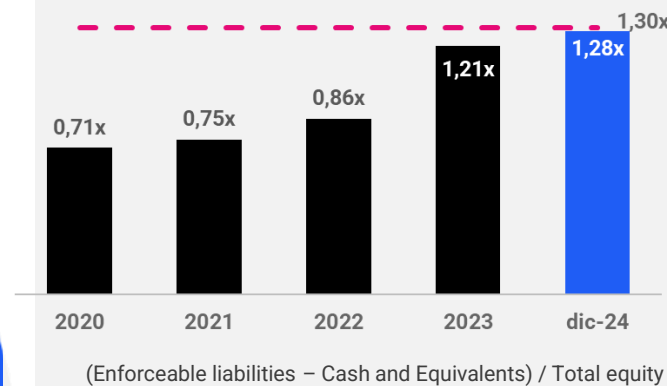
At the end of 2023, the business opportunities (pipeline) reached USD 4.836 billion, representing 3.3 times SONDA's annual sales and 2.5 times its closed deals in 2023, showing a growth of 36% compared to 2022 (...) **reflecting the company's revenue growth potential in the medium term.**" **Fitch Ratings**

"We highlight favorably within the company's business profile, the large relative size it achieves through a high degree of geographic diversification. (...) **SONDA would continue to demonstrate a high capacity to close contracts in the medium term, associated with the high level of pipeline it presents.**" **ICR Chile**

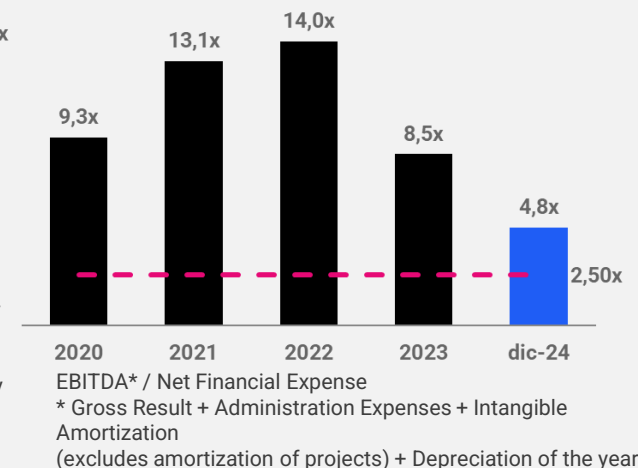
	Fitch Ratings	ICR
Solvency	AA-	AA-
Stocks	1st Class Level 2	1ª Class Level 1
Outlook	Stable	Stable
Issuance Date	Apr-24	Ago-24

## Covenants

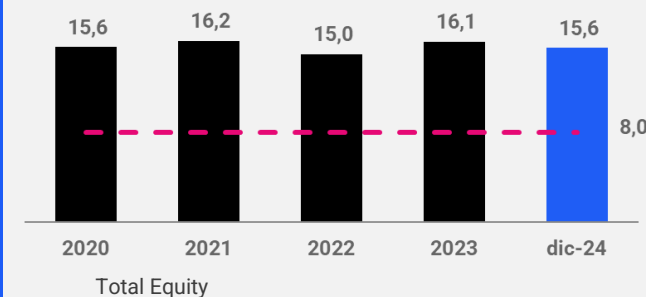
### Indebtness Level



### Financial Expenses Coverage



### Minimum Equity (UF)



### Assets Free of Encumbrances

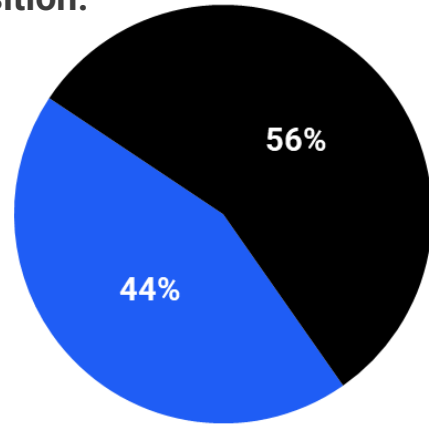




# Financial Position

## Financial Debt

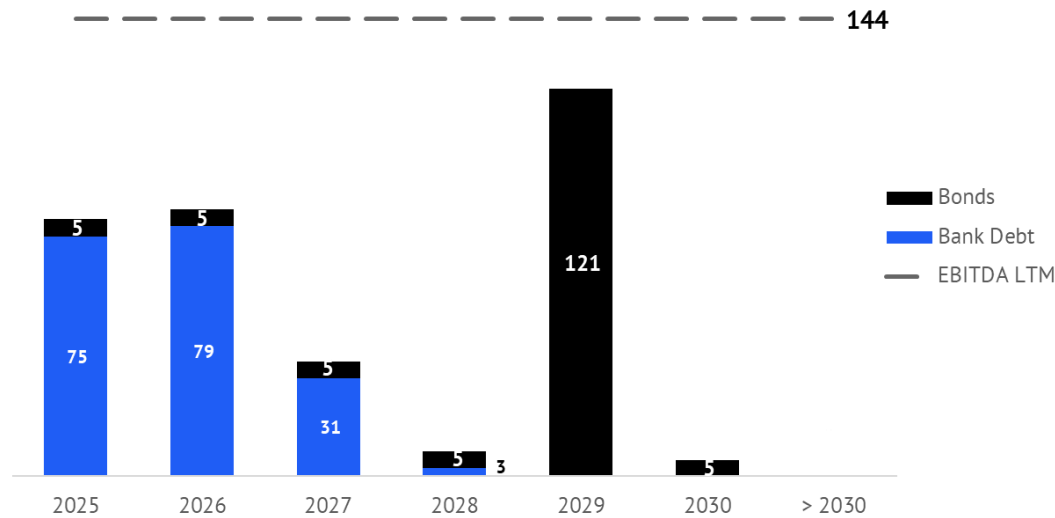
Debt Composition:



Total Financial Debt: US\$ 335 million

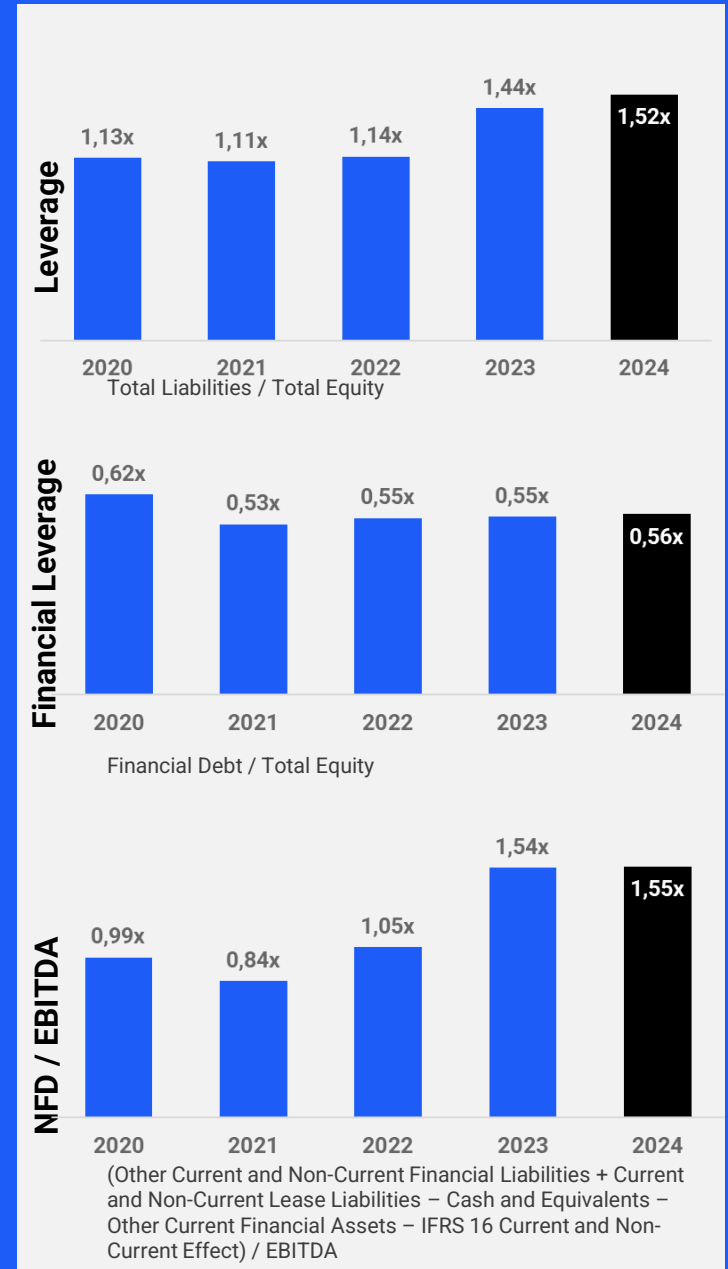
- Bonds
- Bank Debt

Debt Maturity (US\$ million)



Figures in US\$ were converted using closing exchange rate Dec-24 = \$ 996.46 / US\$

## Financial Ratios





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