



LOGO

H1 2021 Results Presentation

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Chief Financial Officer

August 12th, 2021

Disclaimer

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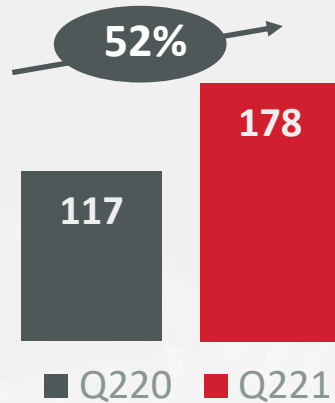
H121 at a glance

- **Outstanding performance** continues in Q2
- **Revenue growth combined with efficiency** ensure the upward trend in revenue and EBITDA per employee
- **Recurring revenues** grew in all categories reaching **64%** of invoiced sales
- **Turkey;**
 - **Revenues** increased **by 51%** with healthy new customer acquisitions, increased spending from existing customers and strong growth in e-service coin sales
 - **e-service** customers reached **71 thousand** with **60% growth** y/y and **coins used** grew by **108% y/y**
 - MicroSME digitalization SaaS solution **İşbaşı's** paying users up by **566%** reaching **19.8 thousand**
 - **Peoplise** invoiced revenues grew by **169% y/y** in Q221
- **Romania;**
 - Solid overall performance despite persistent challenging market conditions where enterprise segment customers still inclined to postpone projects
 - Maintenance revenues remained strong
- **India;** microSME digitalization SaaS solution **CaptainBiz** user numbers were maintained at 1 thousand amidst tough market dynamics caused by COVID-19

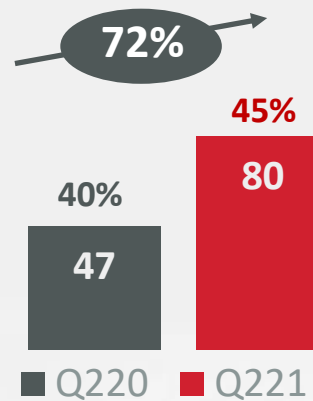
Strong performance continues in Q221

Consolidated

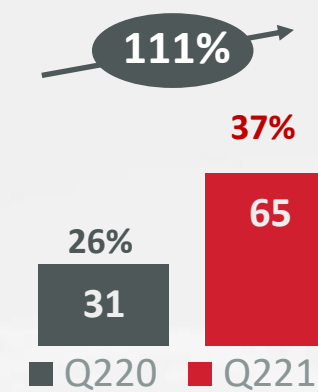
Revenues (TL mn)



EBITDA (TL mn)



Net Income (TL mn)

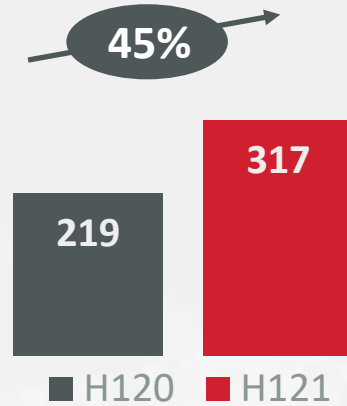


- **Revenues** grew by 52% reaching 178 TL mn, with Turkey and Romania operations contributing 68% and 32% respectively.
- **EBITDA** increased by 72%, yielding 45% margin.
- **Net income** grew by 111%, yielding 37% margin.

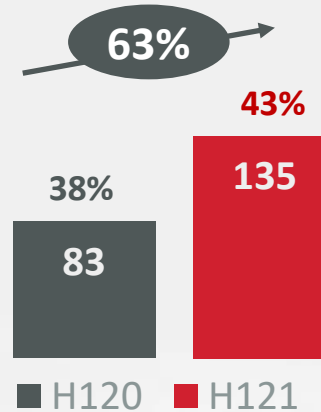
Solid results in H121

Consolidated

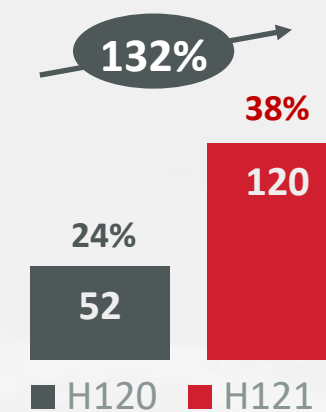
Revenues (TL mn)



EBITDA (TL mn)



Net Income (TL mn)

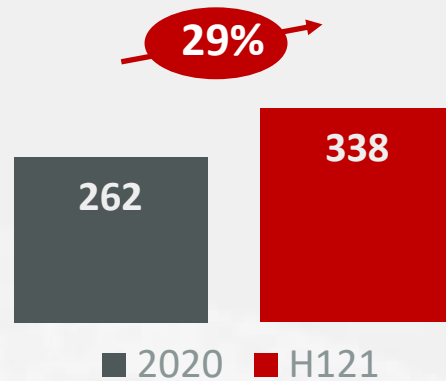


- **Revenues** up by 45%, reaching 317 TL mn, with Turkey and Romania operations contributing 67% and 33% respectively
- **EBITDA** up by 63%, reaching 135 TL mn yielding 43% margin
- **Sales/employee** up by 37% y/y (2010-2020 CAGR; 13%), **EBITDA/employee** up by 54% y/y (2010-2020 CAGR; 17%)
- **Net income** up by 132%, reaching 120 TL mn yielding 38% margin

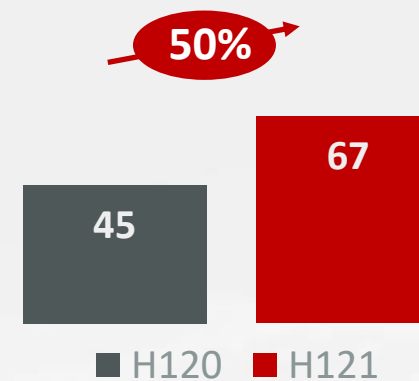
Effective financial management

Consolidated

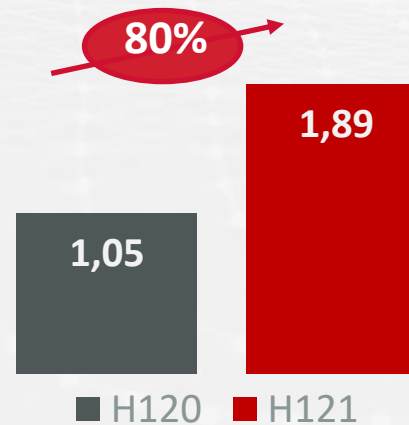
Cash & Cash Equivalents



Strong FCF – LTM (TL mn)



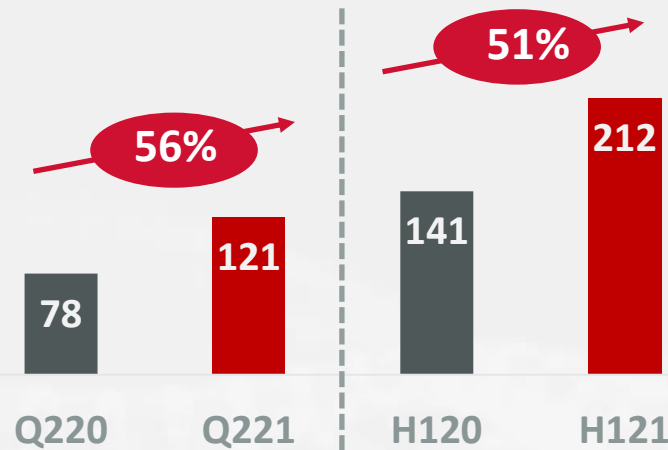
EPS* growth



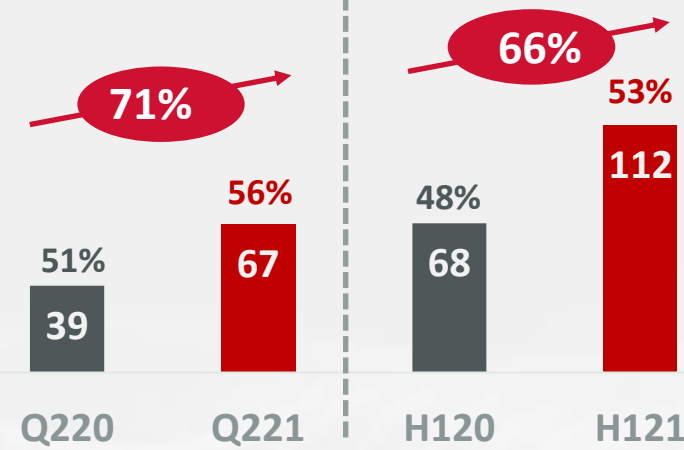
**Adjusted by 3.22% treasury shares (H120: 3.48%)*

Outstanding performance in Turkey

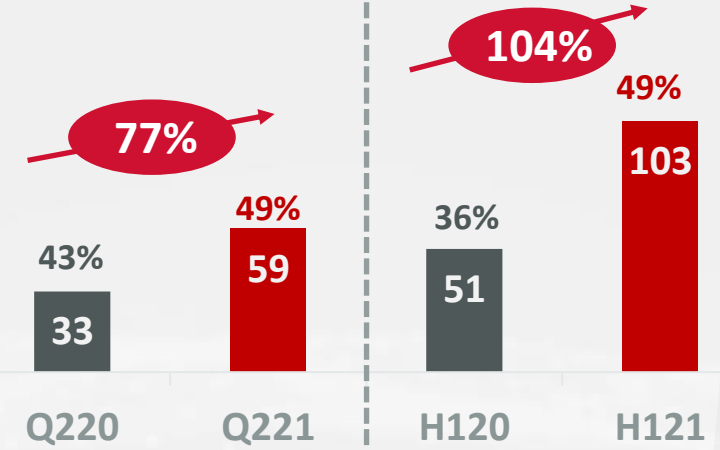
Logo Turkey-Revenues (TL mn)



Logo Turkey-EBITDA (TL mn)



Logo Turkey-Net Income (TL mn)

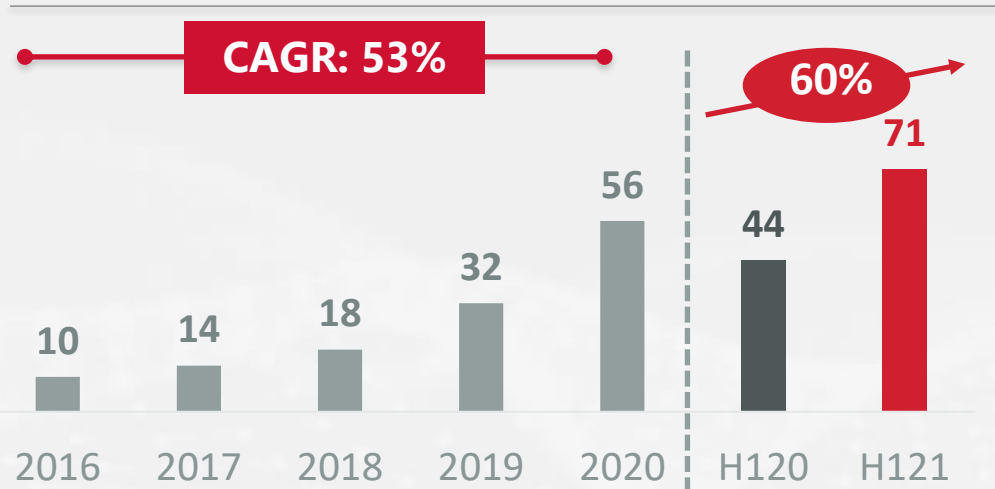


- **Revenues** increased by 51% with healthy new customer acquisitions, increased spending from existing customers, and strong growth in e-service coin sales
- **EBITDA** grew by 66% with margin reaching 53%
- **Net income** positively affected by net financial gains with margin reaching 49%

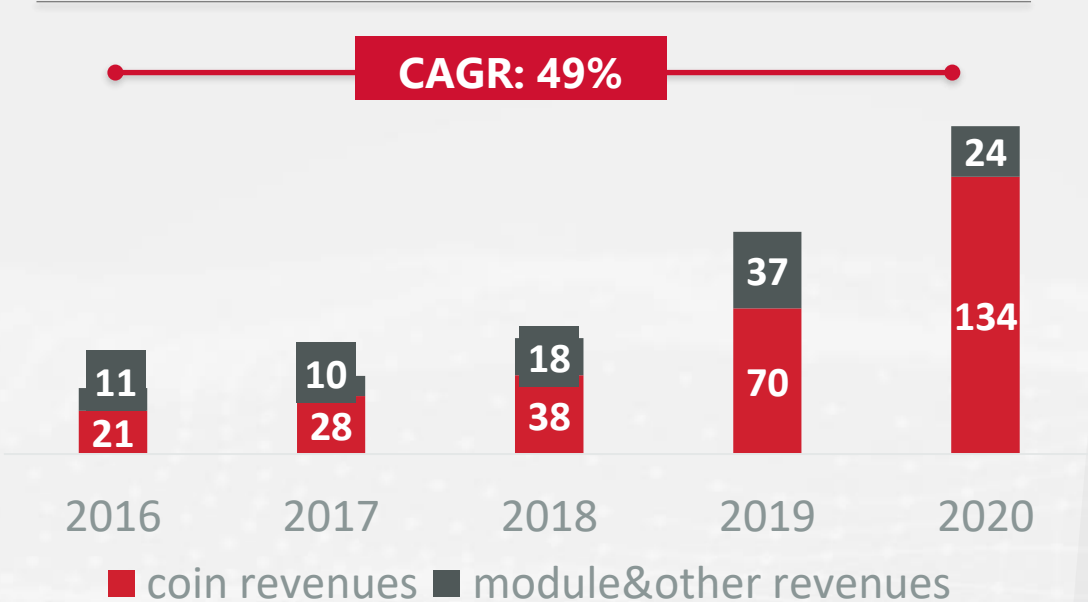
eLogo: e-services platform and leader in digital transformation

Market leader in e-government solutions; e-invoice, e-archive, e-ledger, e-dispatch with 71K customers

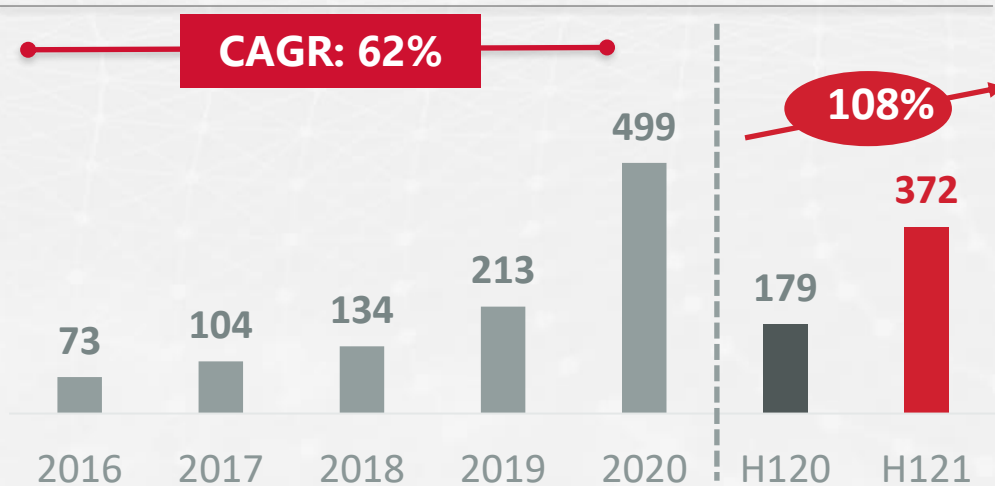
of customers ('000)



eLogo invoiced revenues (TL mn)



coin usage (mn)



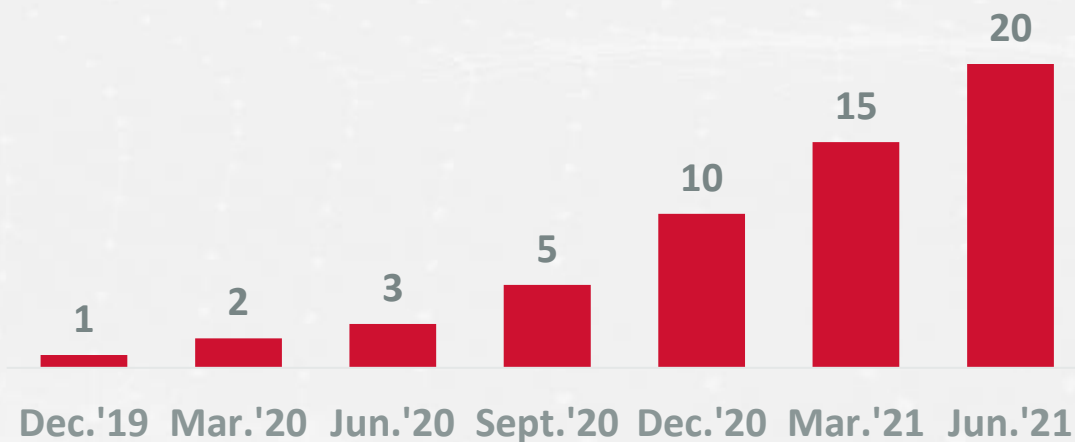
- ✓ **Growth** in number of customers and coin usage remained **strong** in H121
- ✓ eLogo invoiced revenues (modules and coins) recorded significant growth rate since 2016.
- ✓ Coin revenues comprises 85% of eLogo's invoiced revenues in 2020 and 89% in H121 signaling strong recurring revenue growth potential going forward

MicroSME digitalization

Turkey

- ✓ SaaS solution **Logo İşbaşı**'s users reached **19.8 thousand** with **566% growth y/y** in a very competitive MicroSME segment
- ✓ Logo as the leading e-invoice provider, differentiates itself with **high service quality**
- ✓ Quick and **easy upgradability** to a larger ERP solution
- ✓ **Value creation on digital platform**: connecting revenue administration, financial institutions, customers, trade partners and e-commerce sites

of users ('000)



India

Logo CaptainBiz is GSTN approved

Only 8 solutions are approved by the Goods and Services Tax Network (GSTN) of India

1K users at end-Q2'21

Basic functionality is free for 1 user until March 2023 - when thru GSTN

Logo CaptainBiz is a mobile solution

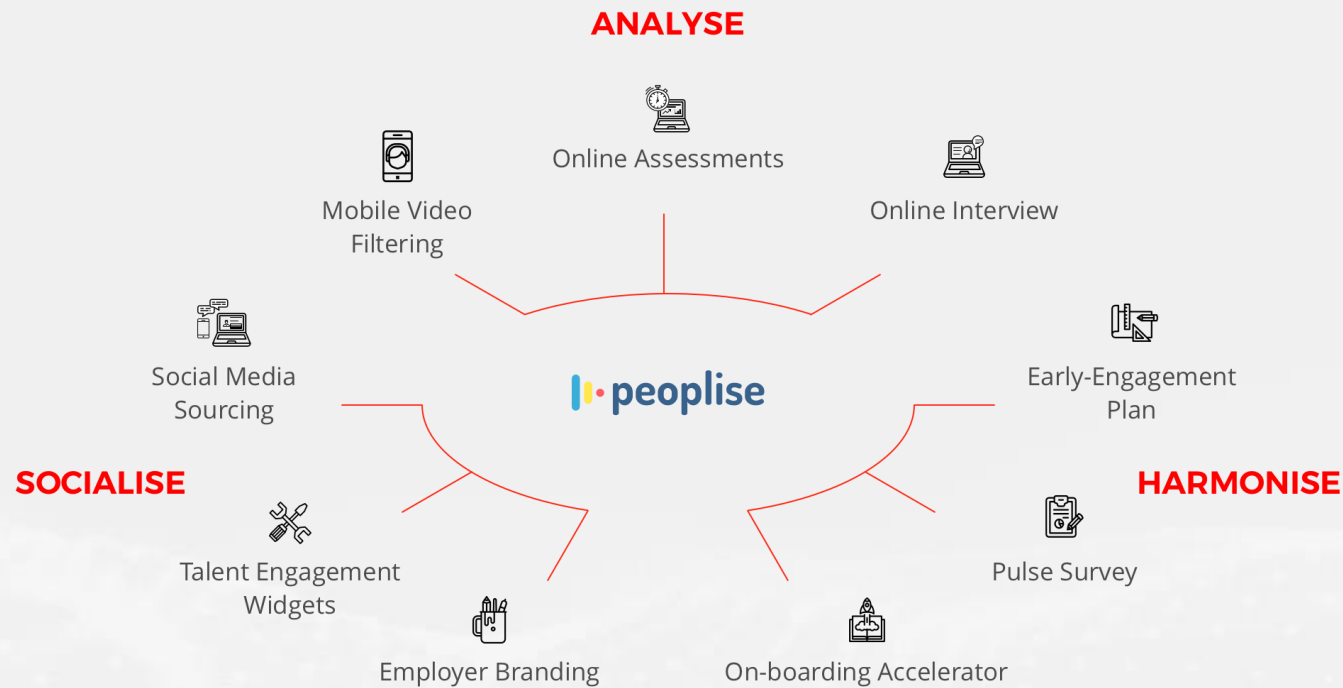
Only 4 solutions are mobile among the 8-GSTN-approved solutions

Same source-code with Logo İşbaşı

Aligned R&D effort

- ✓ SaaS solution **Logo CaptainBiz**: final product with enhanced features rebranded and launched in 2020
- ✓ Total **investment** by Logo is **\$4.3 million** since JV's foundation at end-2016;
 - \$1.0 mn equity
 - \$3.3 mn long-term equity convertible

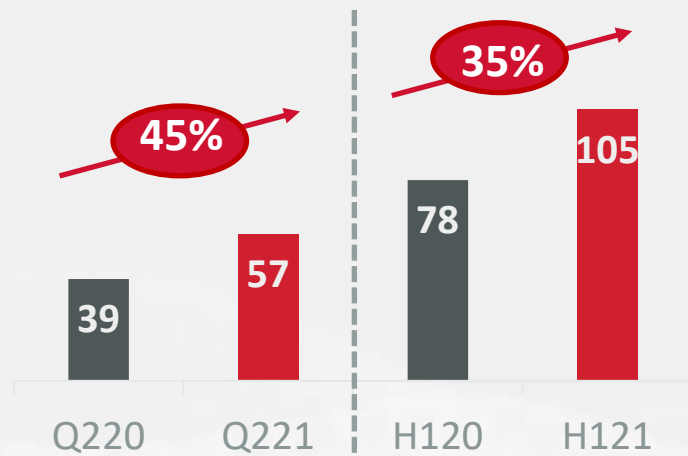
Peoplise: Next Generation Talent Acquisition



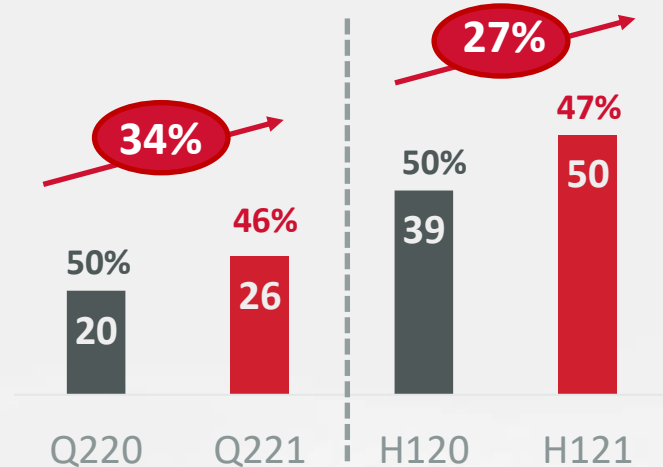
- ✓ Invoiced revenues in Q221 grew by **169% y/y**
- ✓ Peoplise expanding its **dominant position** in the local enterprise market in remote talent acquisition and onboarding
- ✓ More than **a million candidates** have gone through **Peoplise platform**, completing 350,000+ assessments, 80,000 reviews and interviews in H121
- ✓ Reached **120+** customers, ranking **#1** in Turkey
- ✓ Serving clients in **8** different countries in **14** languages with a team of **21** people

Solid performance at Total Soft

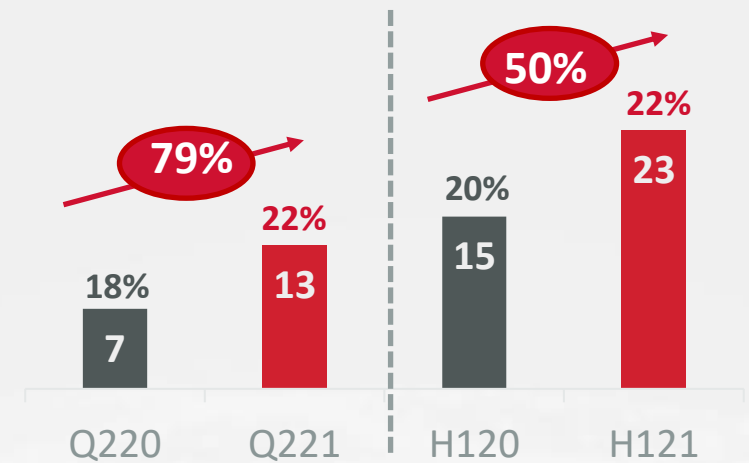
Total Soft–Revenues (TL mn)



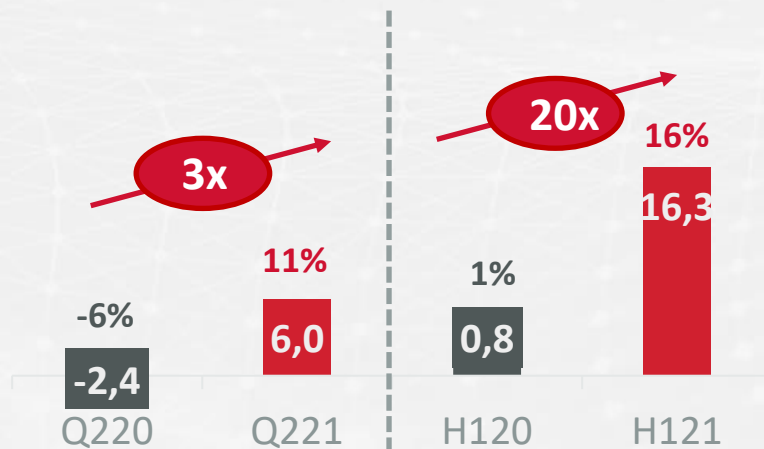
Total Soft–Gross profit (TL mn)



Total Soft–EBITDA (TL mn)



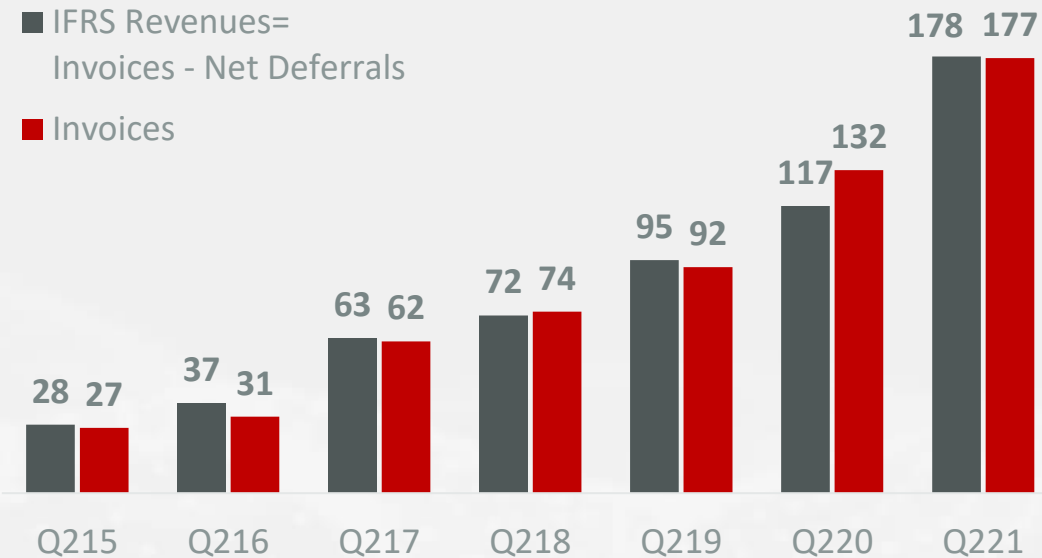
Total Soft–Net Income (TL mn)



- **Revenues** grew by 35% y/y and revenue growth in Euros was 1% y/y
- Gross profit is up by 27% yielding a 47% gross margin
- **EBITDA** went up by 50%, yielding 22% margin
- H121 **net income margin** reached 16%, with 9,2 TL mn one-off income in relation to the payment received as per the share purchase agreement dated September 2nd, 2016.

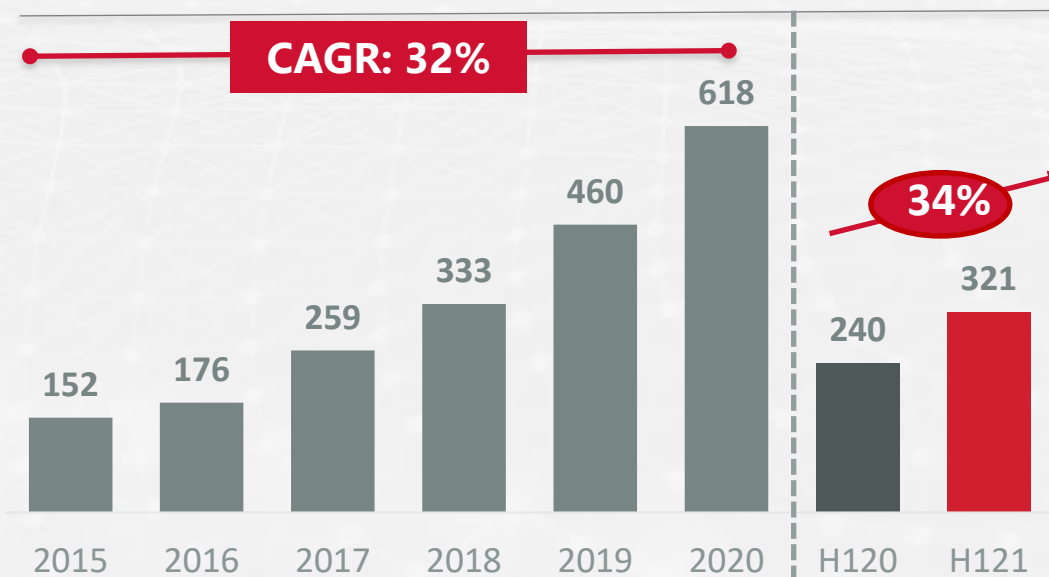
Invoiced Revenue vs IFRS Revenue (Consolidated)

Second Quarter Invoices & IFRS Revenues (TL mn)



- Q2 sales invoice **growth** was **35% y/y**
- IFRS Revenue **growth** was **52%y/y** in Q2

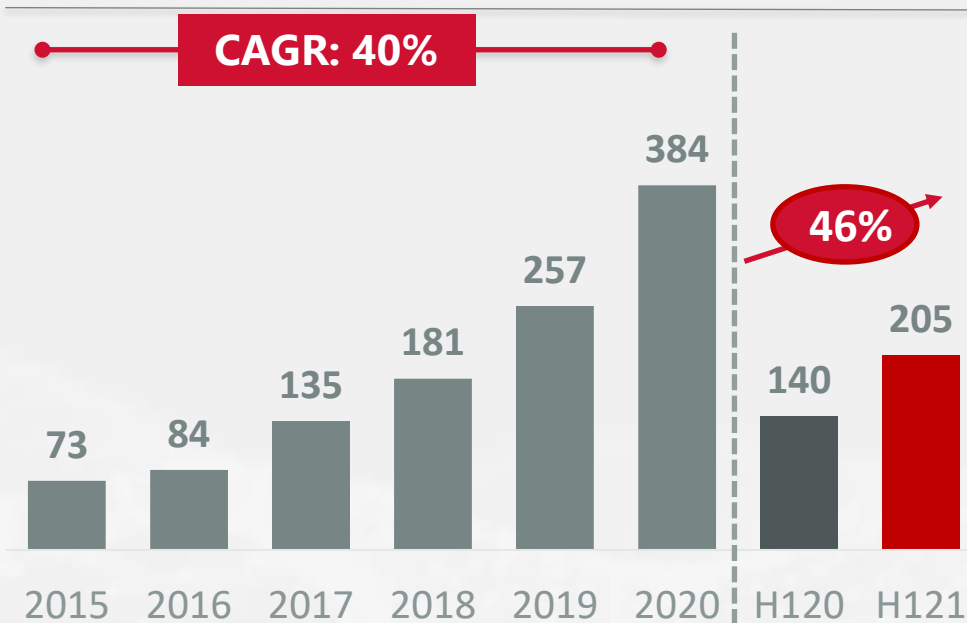
Invoiced Revenues (TL mn)



- In **Turkey**, invoiced revenue was **223 TL mn** with 43% increase
- **Total Soft's** invoiced revenue increased by 17% and reached **98 TL mn**
- **Recurring** revenues make up **64%** of invoices

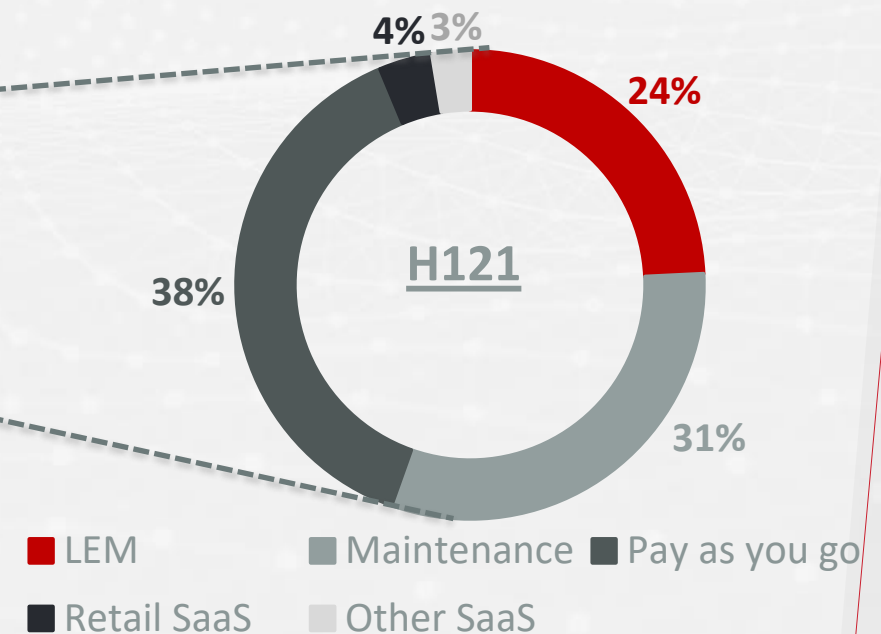
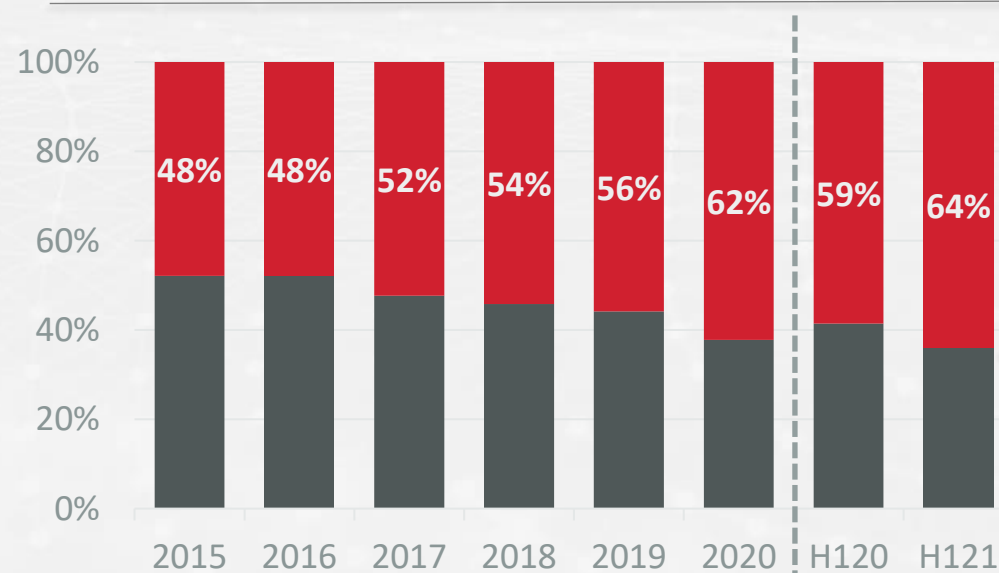
Recurring Revenue Growth Ensuring Predictability

Consolidated Recurring Invoices (TL mn)



- **LEM** revenues increased by 14% y/y
- **Pay as you go** revenues increased by 79% y/y with strong coin sales
- **Maintenance** revenues increased by 33% y/y with significant contribution from Total Soft
- **Retail SaaS** revenues increased by 56%
- **Other SaaS** includes İşbaşı and Peoplise

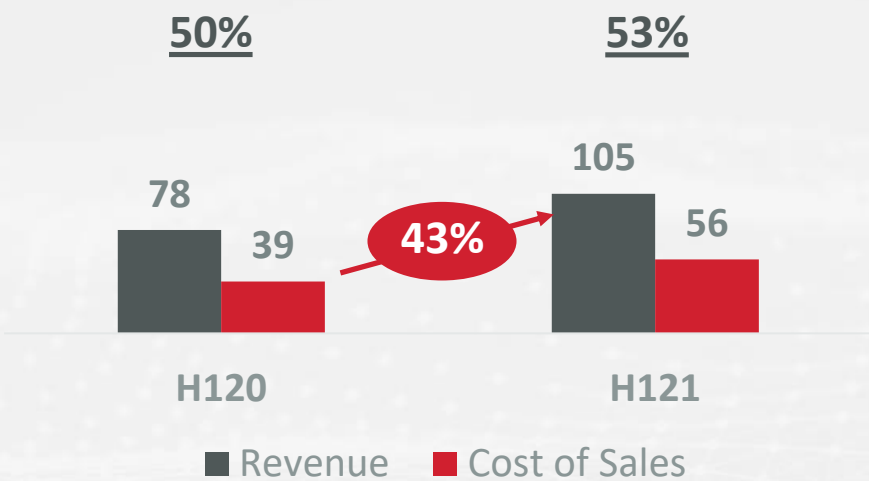
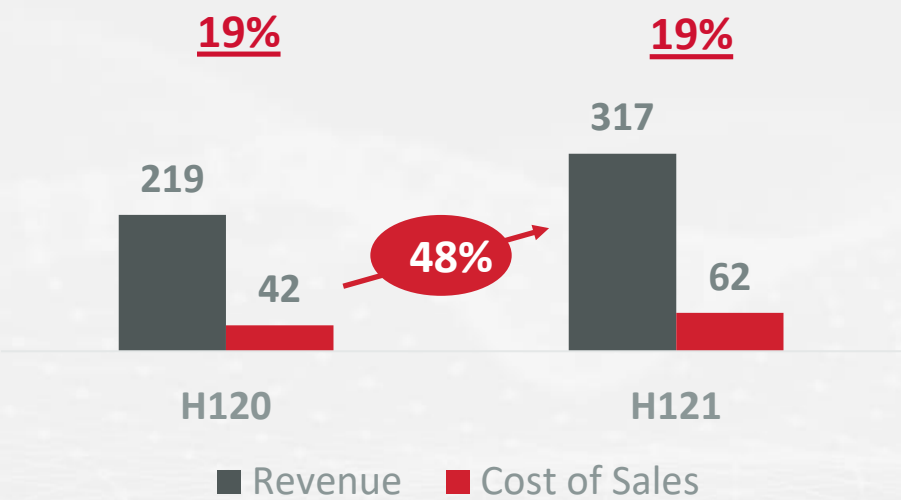
Recurring Invoices/Total Invoices (%)



Cost of Sales

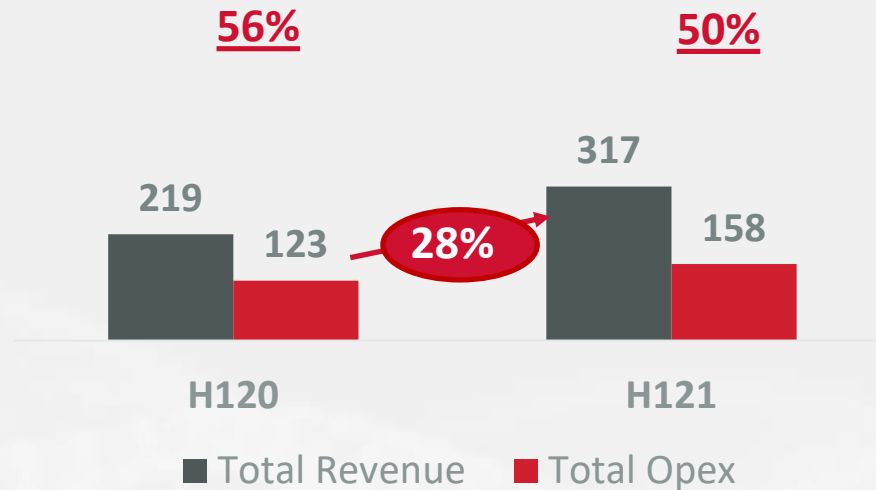
Consolidated (TL mn) – As % of IFRS Revenue

Total Soft (TL mn) – As % of IFRS Revenue

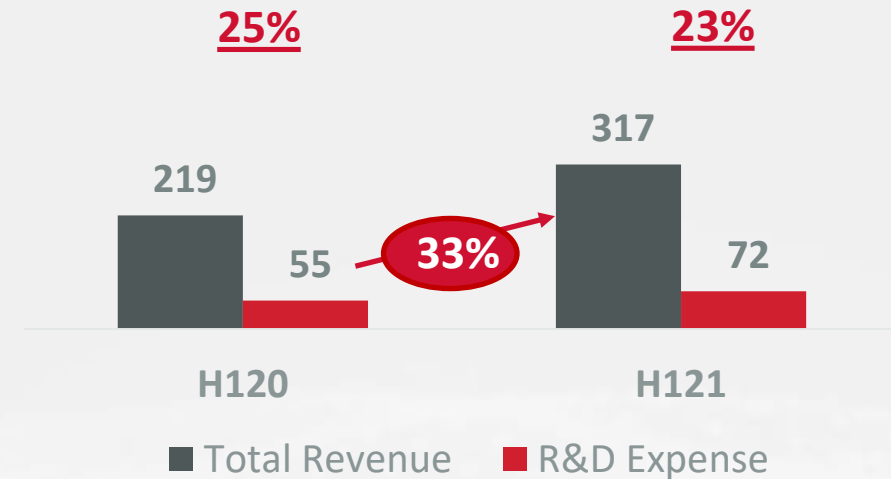


Operating Expenses

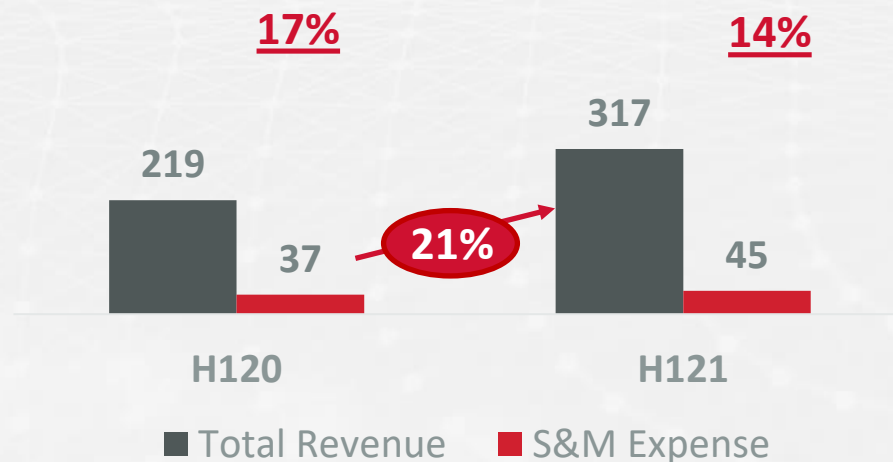
OpEx (TL mn) – As % of IFRS Revenue



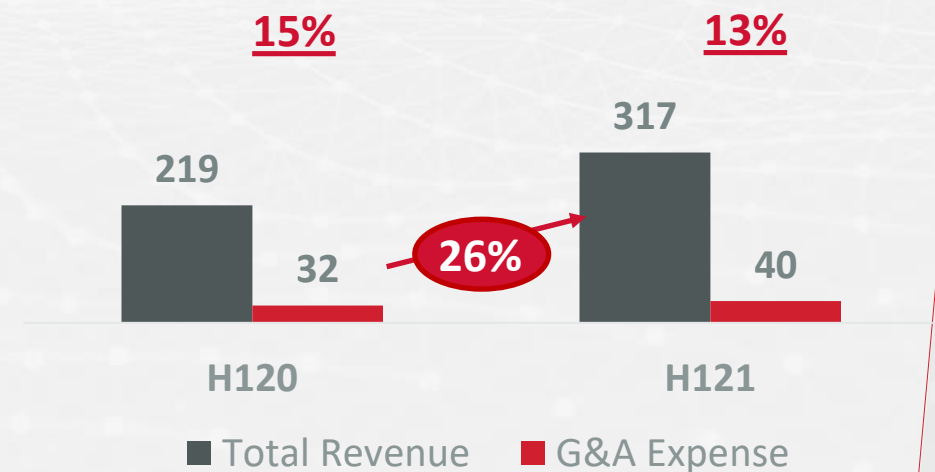
R&D Expenses (TL mn) – As % of IFRS Revenue



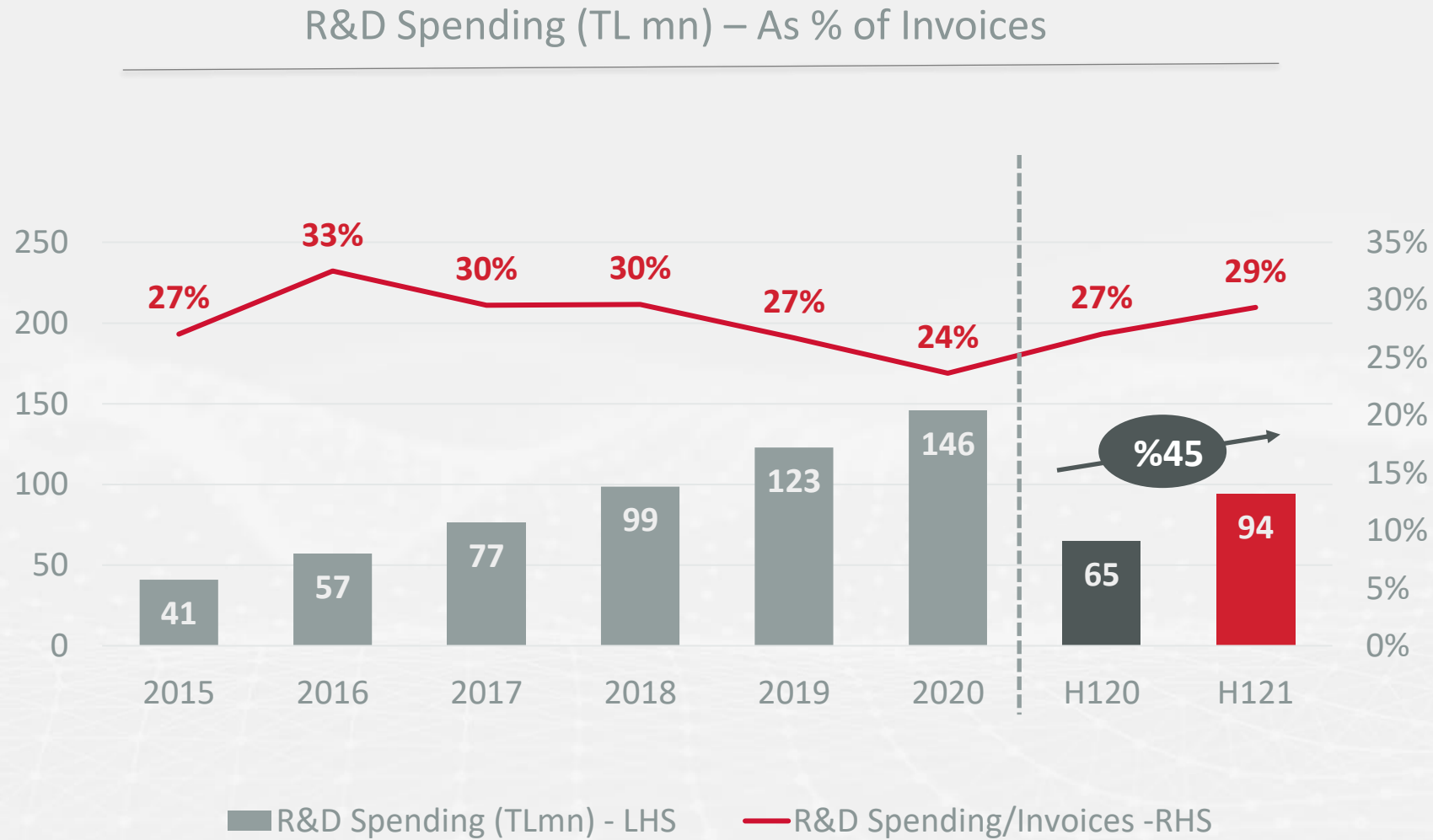
S&M (TL mn) – As % of IFRS Revenue



G&A (TL mn) – As % of IFRS Revenue



Dedicated Investment in Technology



Strong Balance Sheet

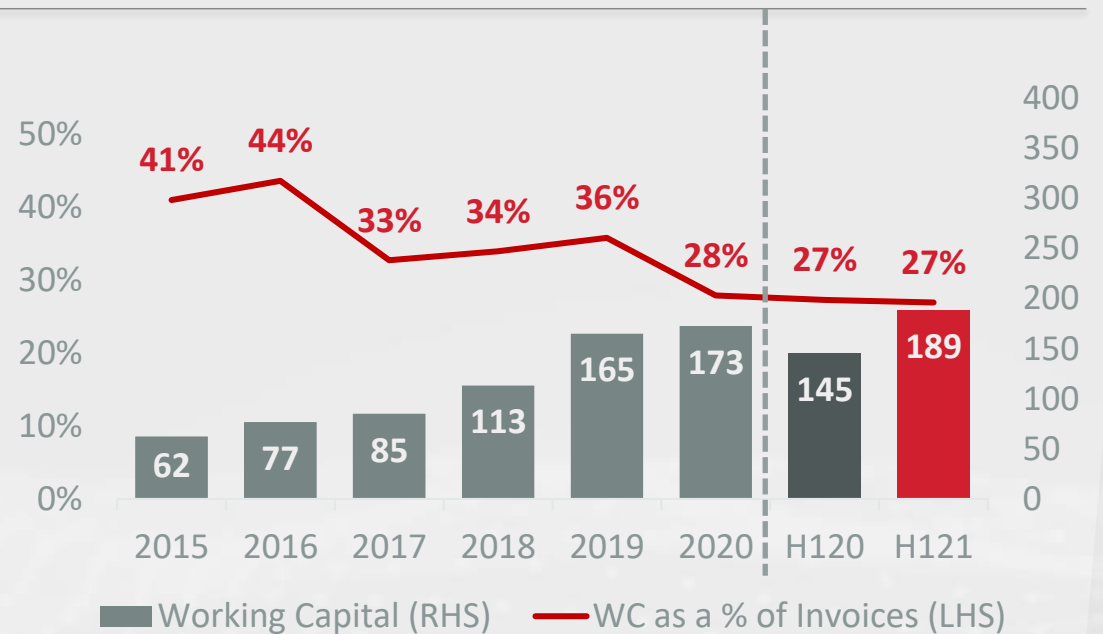
Balance Sheet Highlights (TL mn)

	2020	H121	Δ
Cash & Cash Eq.	261,6	338,3	29%
Trade Receivables	235,7	225,8	-4%
Tangible Assets	19,3	18,3	-6%
Intangible Assets*	470,2	540,7	15%
Other Assets	110,7	91,5	-17%
Total Assets	1.097,5	1.214,5	11%
Total Liabilities	559,8	561,0	0%
Total Shareholders' Equity	537,8	653,5	22%
Total Liabilities and Equity	1.097,5	1.214,5	11%
Shareholders Equity Ratio	0,49	0,54	10%
Current Ratio	1,34	1,51	13%
EPS (LTM)**	1,19	1,89	59%

* Includes goodwill

** Adjusted by 3.22% treasury shares (2020: 3.48%)

Working Capital (TL mn)



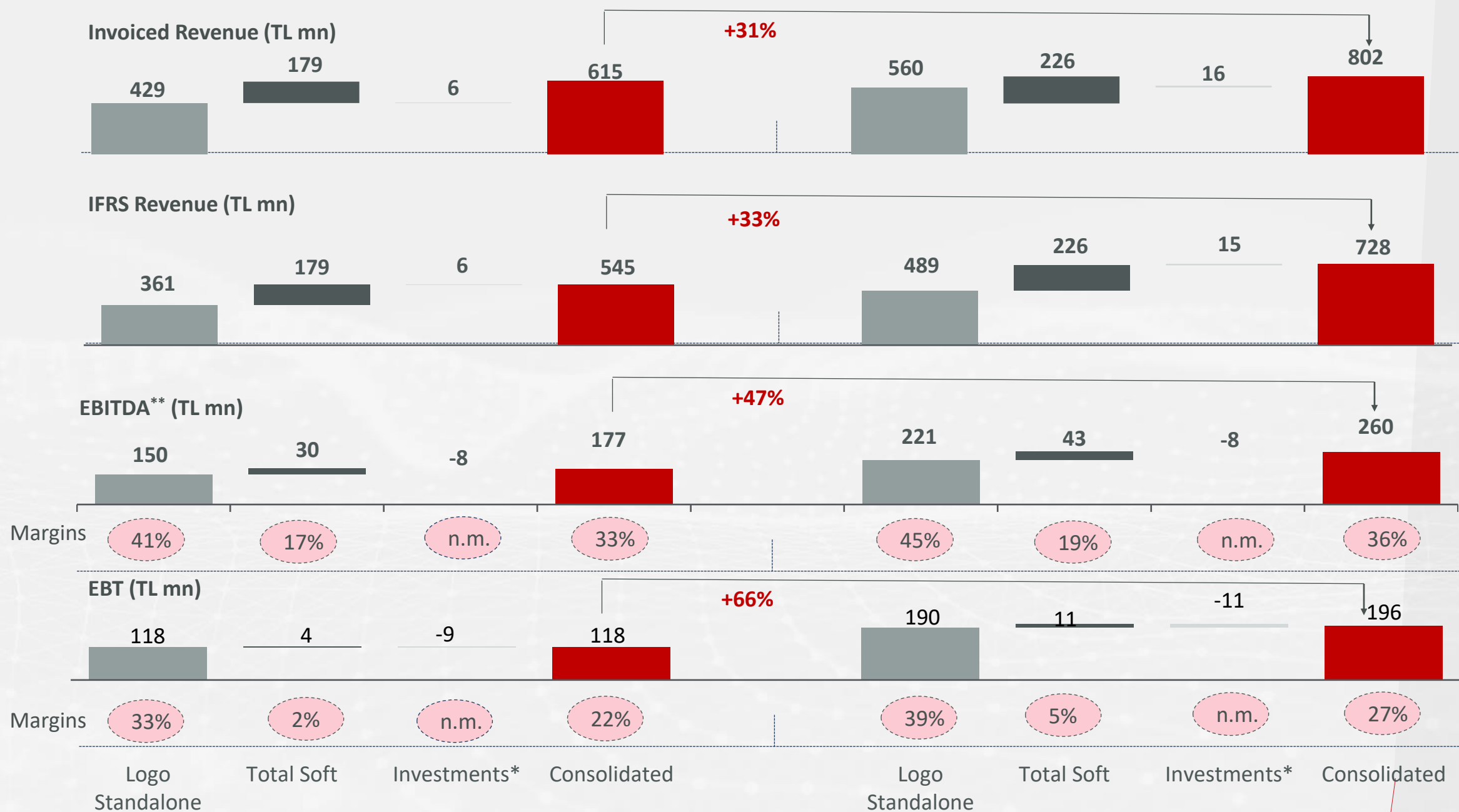
Working capital: Trade receivables + Inventories – Trade payables
WC/Invoices figures are based on 12-mnth trailing invoices

- **Net cash is 174 TL mn at end-Q221** (excluding 21 TL mn IFRS 16 impact) vs 160.6 TL mn at end-2020 (excluding 19.2 TL mn IFRS 16 impact). Net cash of 281 TL mn together with 3.22% treasury shares @Mcap at end-Q221.

Guidance

2020

2021 guidance



*Investments = Logo Infosoft (India), Logo Kobi Digital (Turkey) and ELBA HR (Peoplise). Logo Infosoft (India) is recognized with equity method and does not have expense impact on consolidated figures.

** IFRS 16 impact on consolidated EBITDA: +11.1 TL mn for 2020 and 9 TL mn for 2021 guidance.

The background is a deep red color with a subtle pattern of binary code (0s and 1s) and faint, glowing lines. In the top left corner, there is a dark red square with a white outline and a small dark red square below it. In the top right corner, there is a white outline of a rounded rectangle with a small dark red square at its bottom right corner. The text "Questions & Answers" is centered in the middle of the image, enclosed within a white dotted oval.

Questions & Answers

The background is a deep red color with a subtle pattern of binary code (0s and 1s) and faint, glowing lines. In the upper left, there is a dark red square with a white outline and a small dark red square below it. In the upper right, there is a large, rounded white rectangle with a dark red square at its bottom right corner. In the center, the word "Appendix" is written in a bold, white, sans-serif font. Below the text, there are several concentric, dotted white circles that create a sense of depth and focus on the title.

Appendix

Recurring Revenue Growth and Breakdown

	2016	2017	2018	2019	2020	4-yr-CAGR
Invoice revenues (TL mn)	175,8	259,1	333,0	460,1	617,7	37%
One-time	91,6	123,6	152,5	203,0	233,5	26%
<i>share in total</i>	52%	48%	46%	44%	38%	
Recurring	84,1	135,5	180,5	257,2	384,2	46%
<i>share in total</i>	48%	52%	54%	56%	62%	
Recurring invoice revenues (TL mn)						
LEM	46,2	61,4	75,7	97,0	124,7	28%
<i>share in recurring</i>	55%	45%	42%	38%	32%	
Pay-as-you-go	21,7	29,1	39,5	72,7	139,7	59%
<i>share in recurring</i>	26%	21%	22%	28%	36%	
Maintenance	11,3	38,5	57,4	77,1	106,9	75%
<i>share in recurring</i>	13%	28%	32%	30%	28%	
Retail SaaS	5,0	6,5	7,9	10,3	12,8	26%
<i>share in recurring</i>	6%	5%	4%	4%	3%	

- All recurring revenue streams recorded substantial growth between 2016 and 2020, and recurring revenues' share reached 62% in 2020 ensuring predictability going forward
- e-service coin sales is the main trigger for pay-as-you-go revenue growth
- Maintenance revenues' major contributor is Romania operations

ESG in numbers



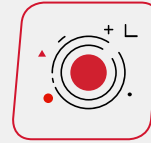
1,233

Employees



44%

Women
employees



45%

Women in
executive
management



79

Employee
engagement
index score (TR)



35

Average age
of employees



78%

of employees
works in
software
development



24%

R&D spending/
invoiced
revenues



50%

of Board is
independent



9,22/10

Corporate
Governance
Rating



100%

of e-waste
recycled in TR



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