



Investor Presentation

TrenDevice, the Italian player in the circular economy

**Virgilio IR MID & SMALL | VIRTUAL 2023 -
JUNE 2023**



Disclaimer

- This document was prepared by TrenDevice S.p.A. (“Company”) for informational purposes only; it contains only summary information and, therefore, is preliminary in nature. Moreover, it was prepared without seeking to be exhaustive. This presentation (“Presentation”) and the information contained herein (“Information”) are strictly confidential and, as such, were not prepared for the purpose of public disclosure. Unless the Company has given its consent in writing, the Presentation and Information cannot be used by the recipient for any purpose, nor may they be disclosed, copied, recorded, transmitted, distributed further to any other person, or published, in whole or in part, using any means or in any form and for any purpose. This Presentation may contain financial information and/or operational data and/or market information regarding the Company's business and activities. Some of the financial information contained herein has not been subject to review or verification by an independent audit firm. The recipient thus undertakes to the Company (i) to keep secret all the information of any nature regarding the Company, including, without limitation, the fact that the information has been provided; (ii) not to disclose any information to any party; (iii) not to make or agree to public announcements or communications regarding the information; and (iv) to put the necessary arrangements in place to ensure that the information is protected against unauthorized access. THIS PRESENTATION AND THE RELATED ORAL DISCUSSIONS DO NOT CONSTITUTE AN OFFER TO THE PUBLIC OR AN INVITATION TO SUBSCRIBE FOR, PURCHASE, OR OTHERWISE ACQUIRE FINANCIAL INSTRUMENTS AS PER ARTICLE 1(1)(T) OF LEGISLATIVE DECREE NO. 58 OF 24 FEBRUARY 1998, AS SUBSEQUENTLY AMENDED AND SUPPLEMENTED. Therefore, this document is not an announcement (or an advertisement) and does not in any way constitute a proposal to perform a contract, an offer, or an invitation to acquire, subscribe for, or sell securities. Neither the document itself nor any part thereof forms the basis on which to rely in relation to any agreement or obligation or investment decision. The Company has not prepared and shall not prepare within the meaning of Regulation (EU) 2017/1129 any prospectus for the purpose of the initial public offering of securities. Any decision to purchase, subscribe for, or sell securities must be made independently of this Presentation. Thus, no part of this Presentation shall create any binding obligation or liability for the Company and for its advisers or representatives. Similarly, the presentation is not intended for distribution in the United States of America, Canada, Australia, Japan, or in any jurisdiction in which such distribution may be illegal (as defined in Regulation S under the United States Securities Act of 1993, as amended (the “Securities Act”). Neither this Presentation nor any copy thereof may be taken or transmitted to the United States of America, its territories or possessions, or distributed, directly or indirectly, in the United States of America, in its territories or possessions, or to any U.S. person. Failure to observe this restriction may constitute a violation of U.S. financial instrument legislation. No explicit or implicit declaration or guarantee is or shall be given by the Company with regard to the accuracy, completeness, and correctness of the information provided, and, therefore, no liability is accepted for the accuracy or sufficiency thereof or for any possible errors, omissions, or inaccuracies, in negligence or otherwise. In particular, but without limitation, no explicit or implicit declaration or guarantee is or shall be given with regard to the achievement or reasonableness of, and no reliance may be placed for any purpose on, the accuracy or completeness of estimates, targets, projections, or forecasts, and nothing in these materials should be considered a promise or representation for the future. The information and opinions contained herein are provided as at the date of this document and are subject to change without notice; in this regard, the Company does not assume any obligation to update such information and opinions. The recipient shall be solely responsible for evaluating the information contained in the Presentation. Neither the Company nor its advisers or representatives shall be obliged to provide or update any information or to notify or correct any possible inaccuracies in any information. Neither the Company nor any of its advisers or representatives shall have any liability toward the recipient or any of the recipient's representatives as a result of the use of, or the reliance on, information contained in this document. Some information may contain forward-looking statements that involve risks and uncertainties and that are subject to changes and amendments without any notice. In any case, these forward-looking statements can be identified from the use of words such as “believe,” “anticipate,” “estimate,” “target,” “potential,” “expect,” “forecast,” “project,” “could,” “should,” “can,” “intend,” “plan,” “purpose,” “seek,” and similar expressions. The forecasts and forward-looking statements included in this document are based on a series of assumptions and estimates that are inherently subject to significant uncertainties as they are influenced, inter alia, by contingencies of an economic, operational, and competitive nature, as well as assumptions regarding future business decisions subject to changes. By their nature, forward-looking statements involve known and unknown risks and uncertainties since they refer to events and depend on circumstances that may or may not occur in future. Furthermore, actual results may differ substantially from those set out in any forward-looking statement due to a series of significant risks and future events that are beyond the Company's control and cannot be estimated in advance, such as the future macroeconomic context and actions of competitors and other actors involved in the market. These forward-looking statements may be considered as a reliable guide only as at the date of this Presentation. The Company states that the forward-looking statements do not guarantee future performance and that its current financial position, business strategy, and management's plans and objectives for future operations may differ substantially from those set out or suggested by the forward-looking statements contained in this Presentation. Moreover, even if the Company's financial position, business strategy, and management's plans and objectives for future operations are consistent with the forward-looking statements contained in this Presentation, such results or developments may not be indicative of results or developments in future periods. The Company expressly declines any obligation or commitment to publicly update or revise any forward-looking statement contained in this document to reflect any change in the Company's expectations in relation thereto or any change in events, conditions, or circumstances on which such statement is based. Having received this Presentation, the recipient party acknowledges and accepts being bound by the above-mentioned terms, conditions, limitations, and restrictions.



TrenDevice®

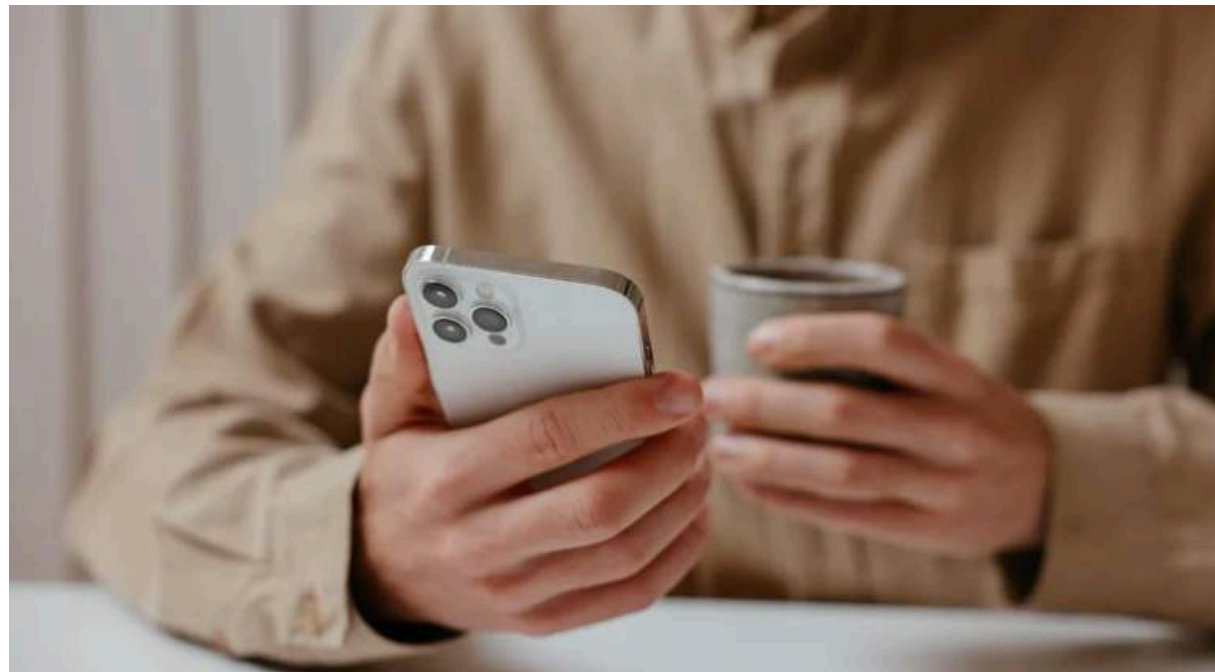
- TrenDevice is a **leading circular economy** Company in the high-end **high-tech product refurbishment** sector, with **full control** of the **value chain**.
- The company operates as an **instant buyer** for **used high-tech products** for individuals and businesses and resells them with **1 year warranty**.



TrenDevice®

Confidential

A virtuos circular business that creates value for



Owners of used devices
(instant buy)



Buyers of refurbished products
(Peace of mind + savings)



Environment
(Less CO2 emissions)



TrenDevice is the first company to have brought refurbishment to Italy

- 2013: Introduction of **refurbished products** on the Italian market
- Company focused on the **Italian market** and its dynamics
- In-house academy to train **specialized technicians**
- Relevant experience on **refurbishment** and **marketing**
- **First company** in the sector to be **listed in Europe**

TrenDevice at a glance

KEY HIGHLIGHTS AS OF DECEMBER 31, 2022

- **+1.000** used product valuation requests per day
- **+2.400** of saved CO2 tons in 2022 thanks to TrenDevice refurbishments
- **34%** repeat purchase rate
- **92%** Customer satisfaction rate (steady since '17 despite volumes increase)

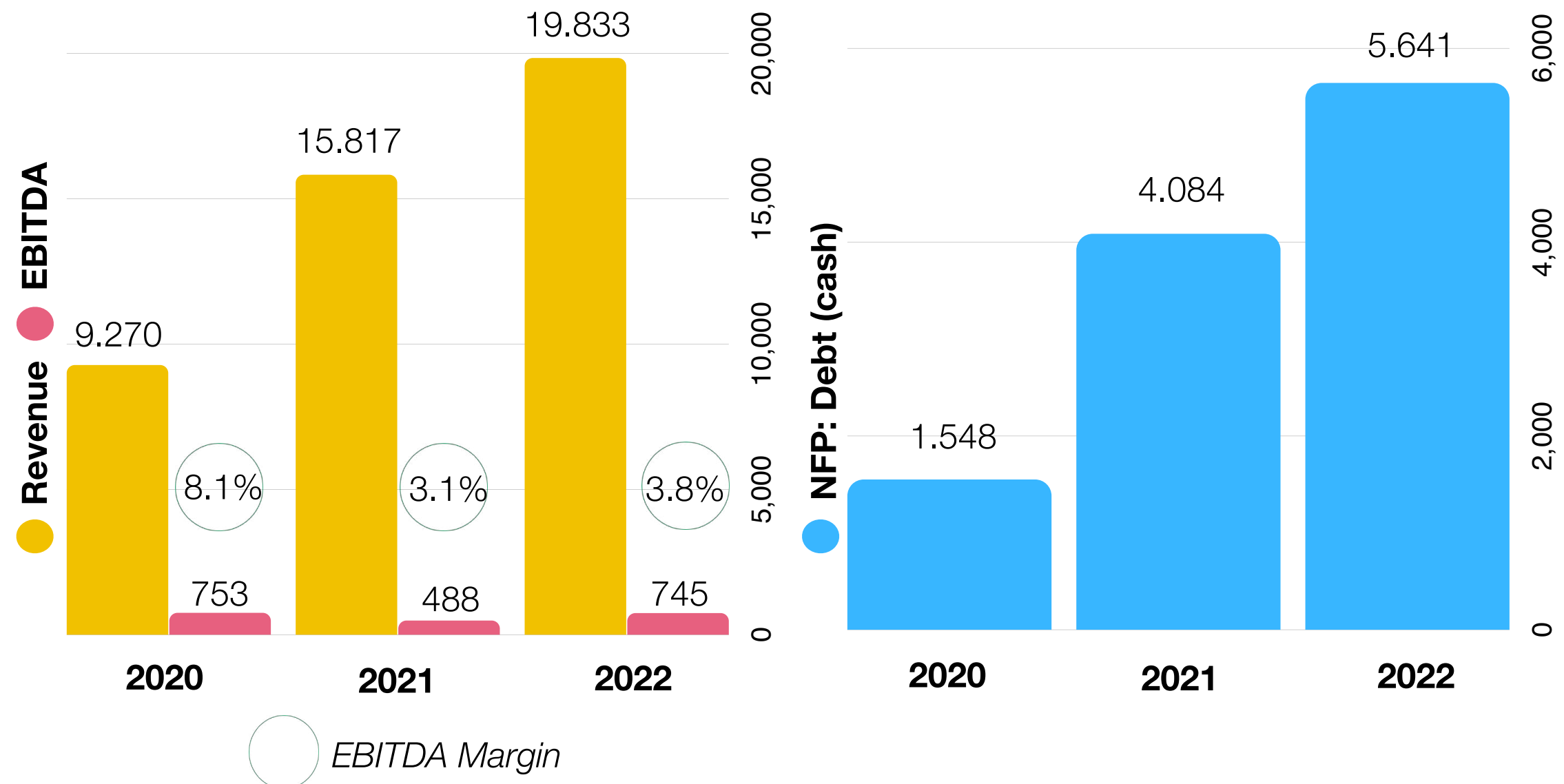
KEY FINANCIALS (THOUSANDS OF €)

Annual YoY Change

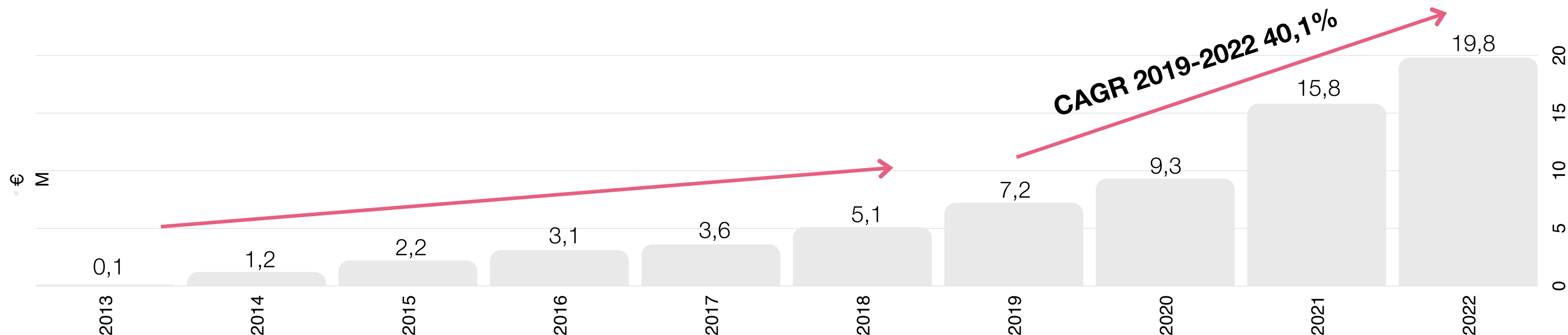
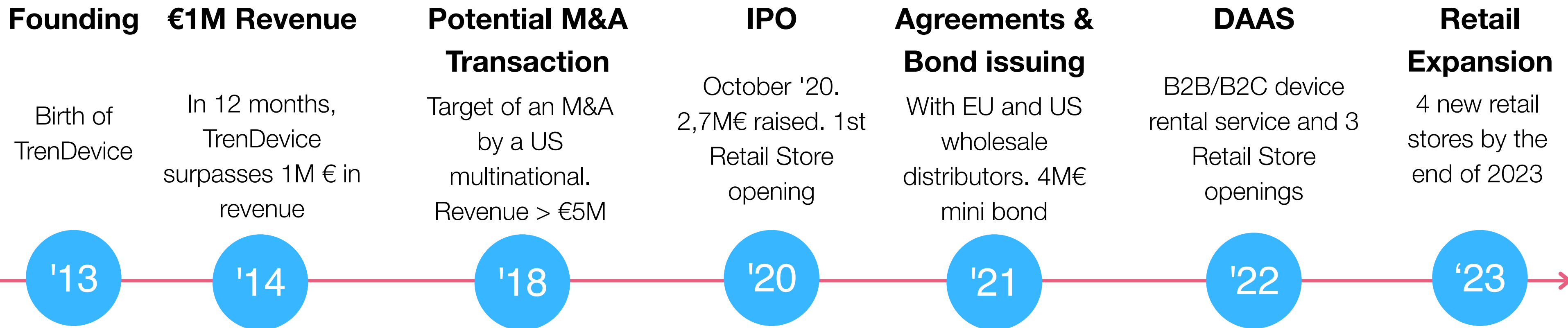
Change in NFP

YoY 21-22: Revenue +25% EBITDA +53%

YoY 21-22: +38,1%



Company Timeline



Shareholding & Governance

BOARD OF DIRECTORS



Antonio Capaldo
President & CEO



Alessandro Palmisano
CEO



Epifanio D'Angelo
Non Exec Director



Ezio Melzi
Independent Director



Andrea Pennato
Independent Director

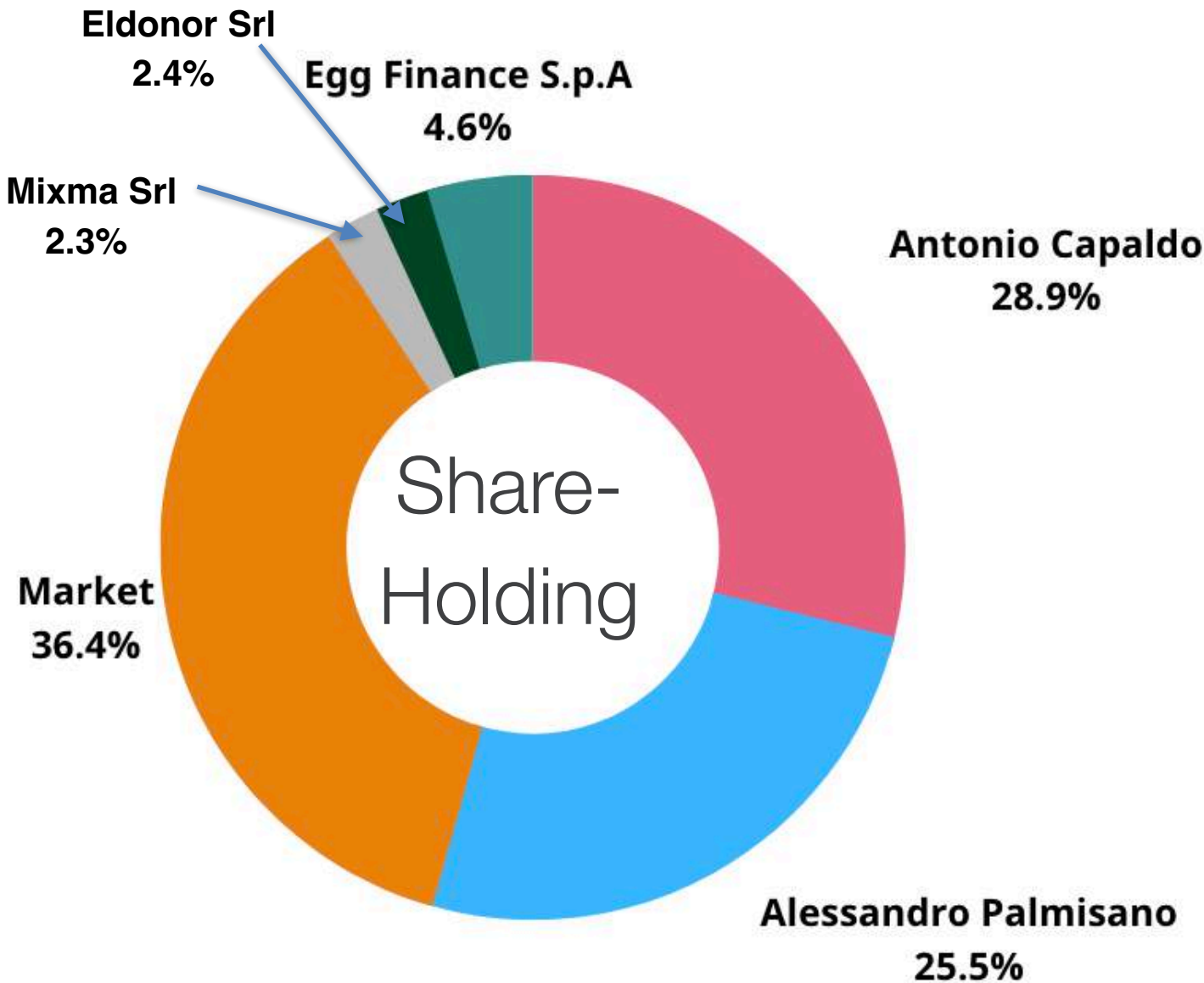
BOARD OF AUDITORS

Alessandro Saliva
Chairman

Chiara Molon
Statutory Auditor

Laura Montelisciani
Statutory Auditor

There are no current
shareholder agreements



Products

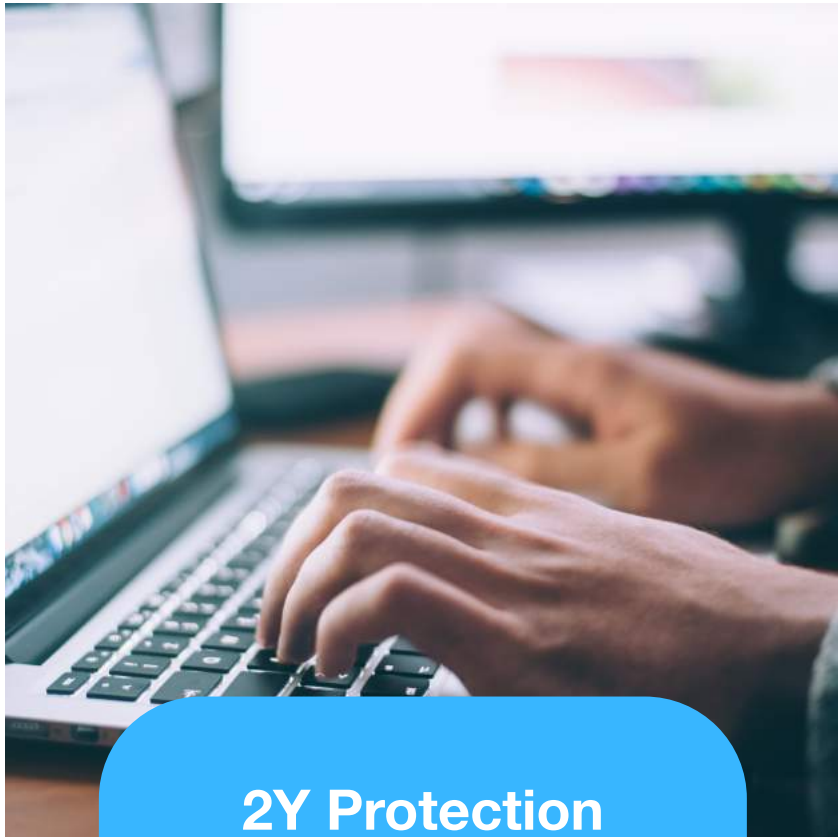


High-end/Mid range Apple smartphones, tablets, computers and iot devices



High-end/Mid range Samsung smartphones, tablets, videogame consoles and branded accessories

Services



2Y Protection Plan



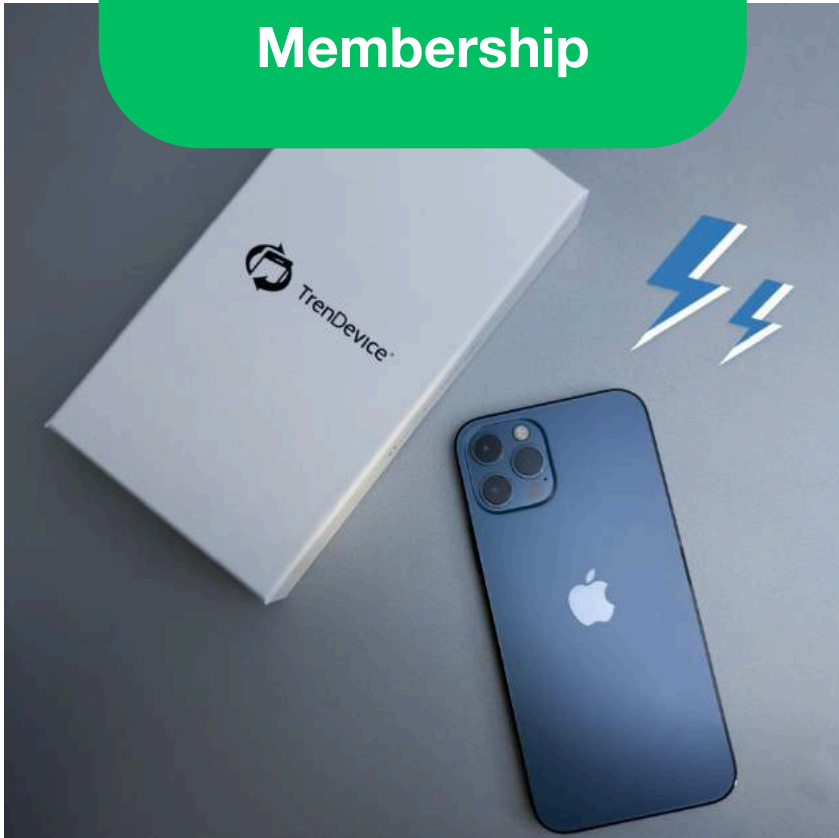
Device Rental






TrenDevice Academy



TrenDevice+ Membership



Differences between the market offers

	 USED PRODUCT	 REFURBISHED PRODUCT	 NEW PRODUCT
SAVINGS (COMPARED TO NEW)	39%	Up to 30%	None
WARRANTY	No	Up to 2 years	2 years
QUALITY	No control	High (+30 tests)	High
SANITIZATION	No	Yes	Yes
RETURN POLICY	No	Yes	Yes
AFTER SALES SUPPORT	No	Yes	Yes



Total Control of the Value Chain

TrenDevice is one of the few companies in the industry to have full control of the value chain.



B2C/B2B SUPPLY

- Individual customers
- Businesses
- International wholesalers
- Replacement part suppliers



IN-HOUSE REFURBISHMENT

- Hardware and software tests on devices
- Refurbishment
- Disinfection
- Boxing



CUSTOMER ACQUISITION

- Customer DB
- Marketing automation
- SEO/PPC
- Social media/Influencers
- Video/Radio/TV



ONLINE SALES

- Sales on the proprietary e-commerce platform
- Pre-ordering



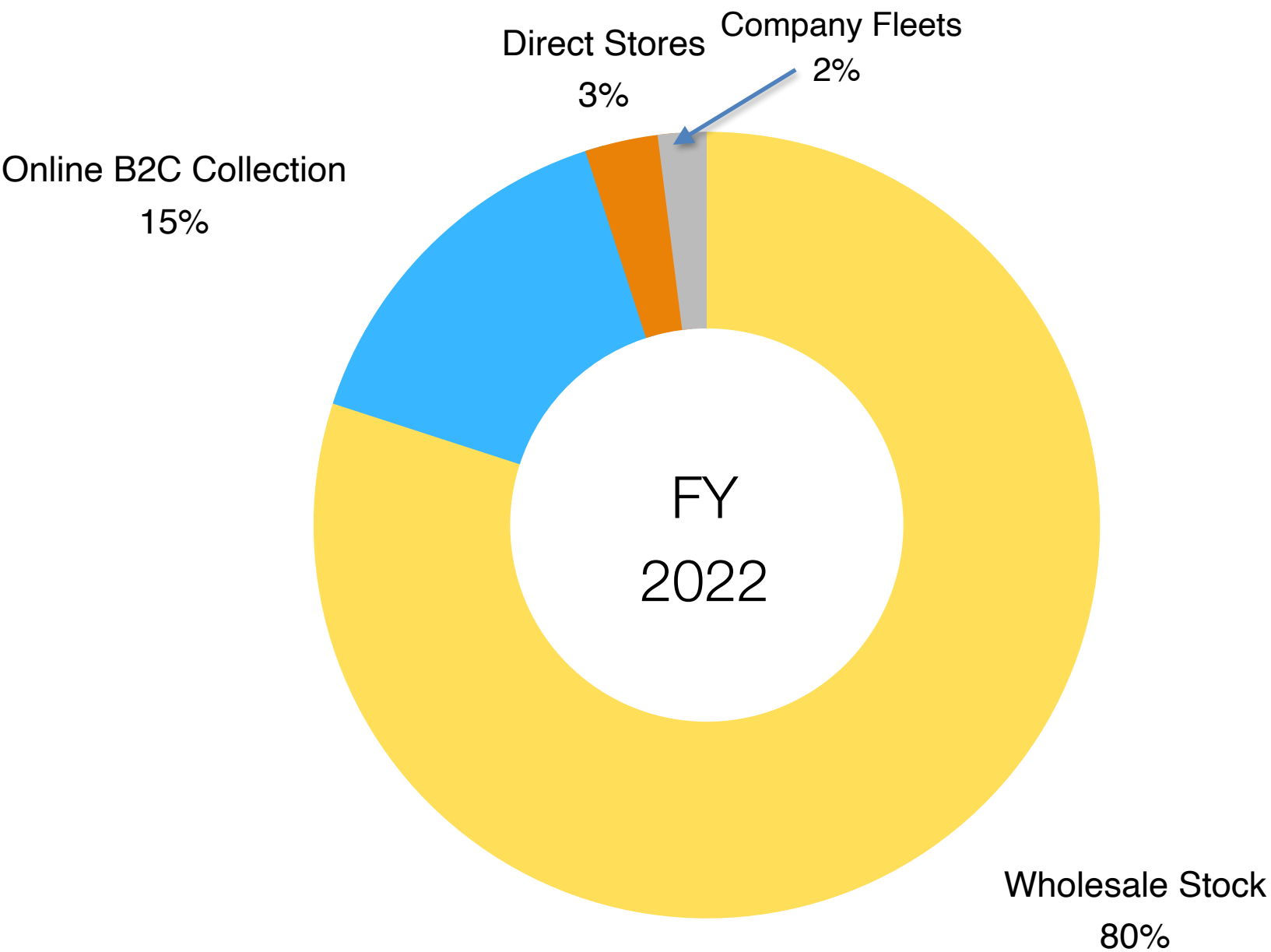
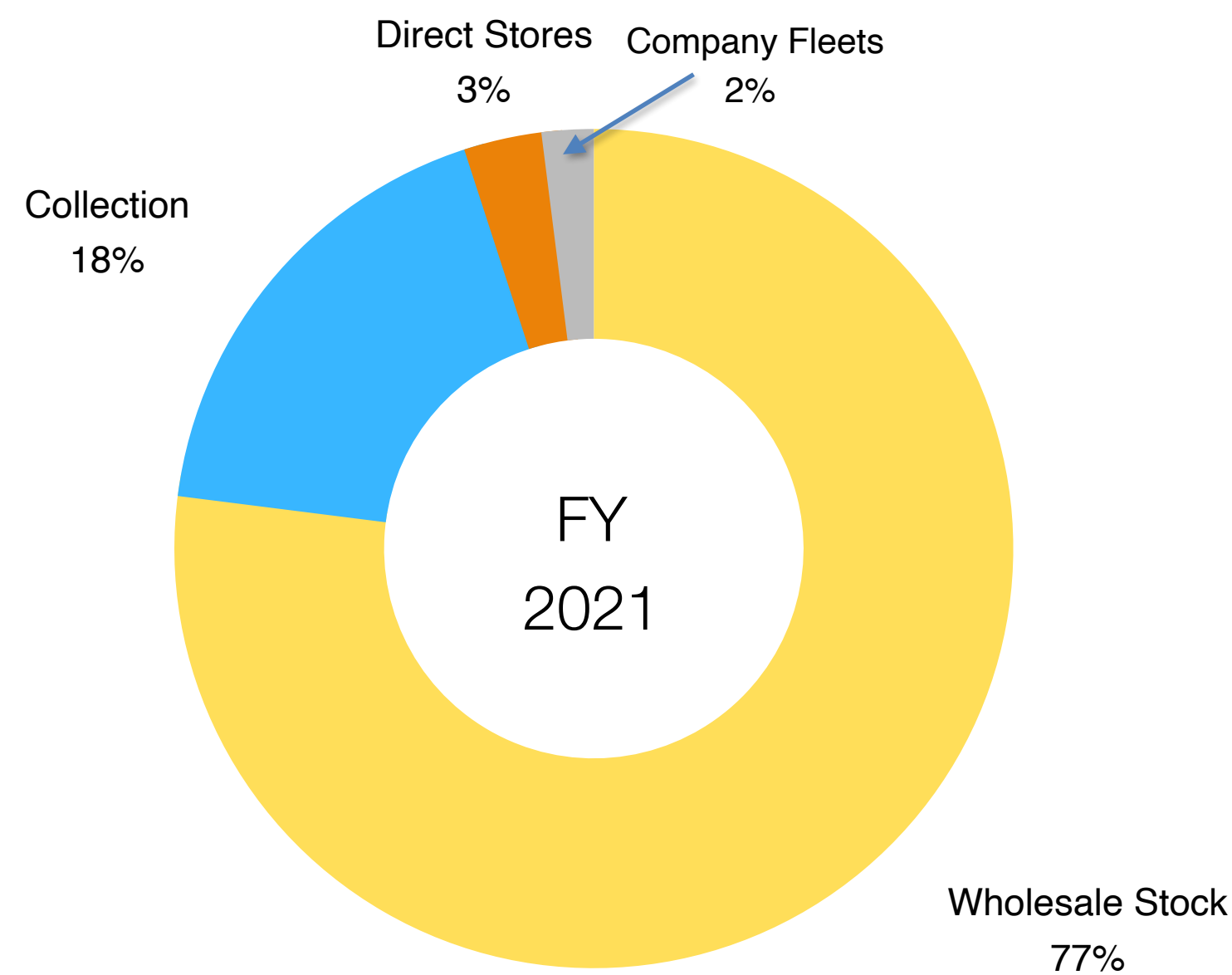
AFTER SALES

- Warranty Management
- Out-of-warranty repair service

R&D and continuous training in all company departments

Supply Channels

The ongoing commitment to the supply chain is aimed at diversifying and expanding the supply channels to support ever-growing volumes of demand.



Proprietary Recommerce Platform

Developed since 2013, specifically designed for managing the entire value chain internally.

**Front-end interface to value
used products in real time**

Online publishing

Pre-order

**Device buyback
transaction
management**

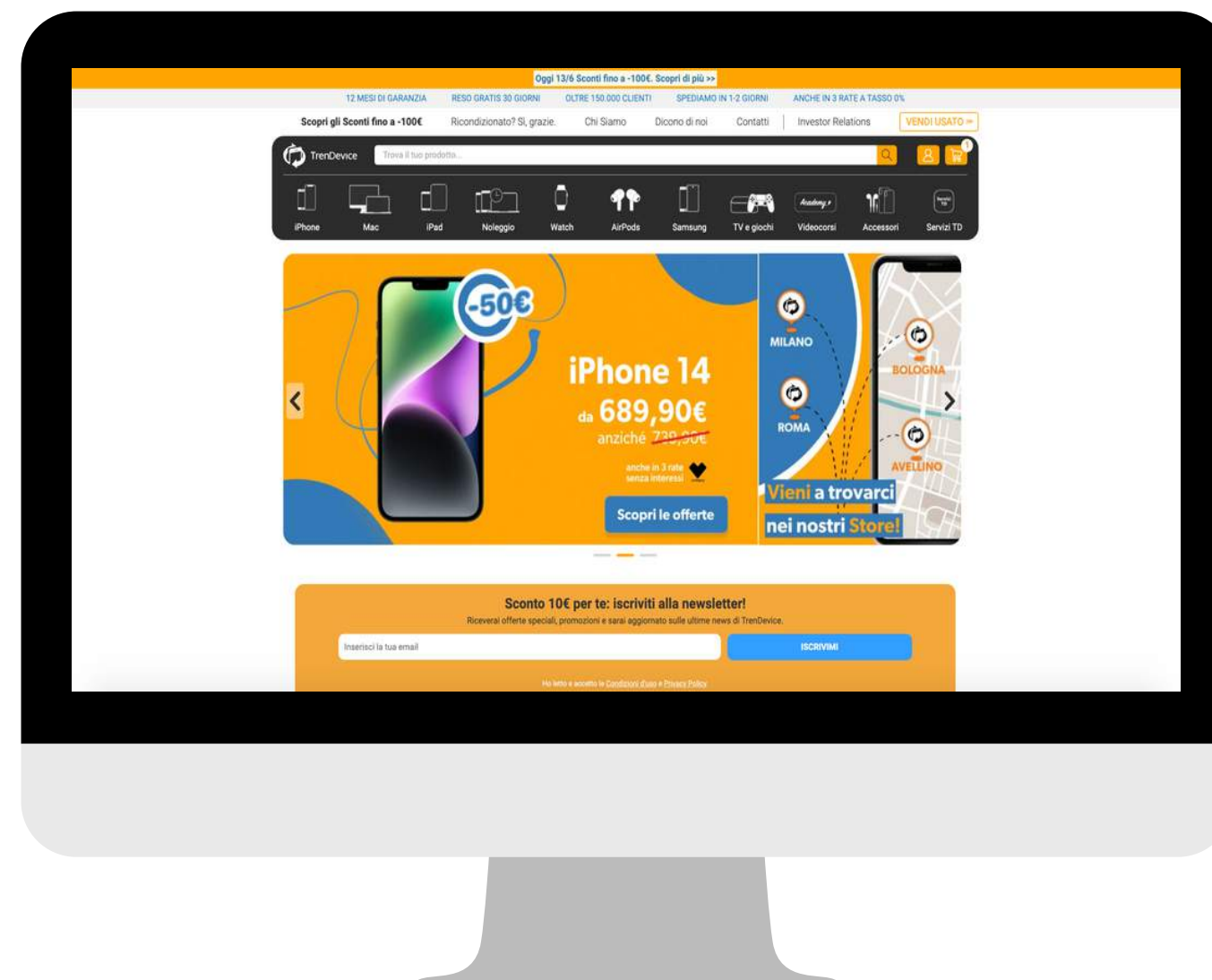
**Management
control system**

**Product testing and
refurbishment
management**

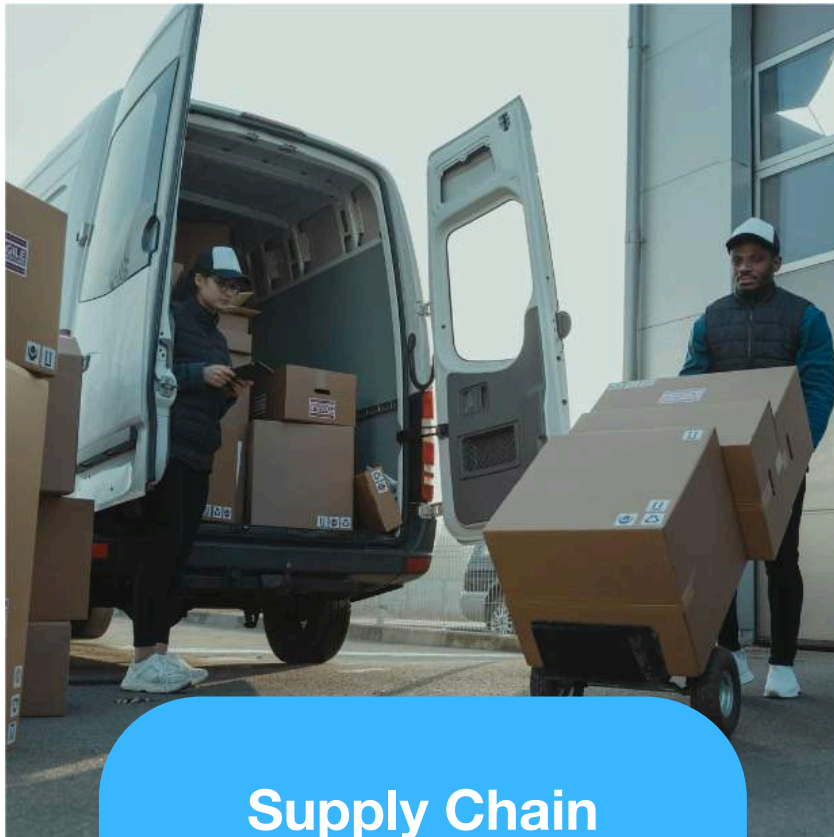
**Online sales and after-
sales management &
analytics**

**Stock management and
grade assignment (A, B, C)**

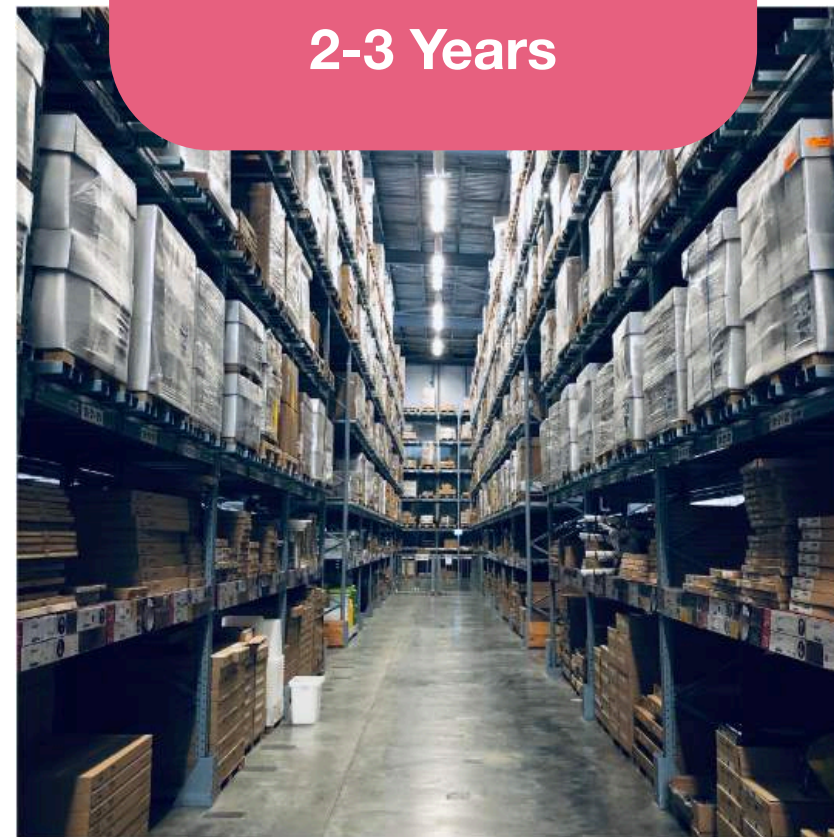
**Ticket management for
pre-/after-sales support**



Refurbished Market: high barriers to entry



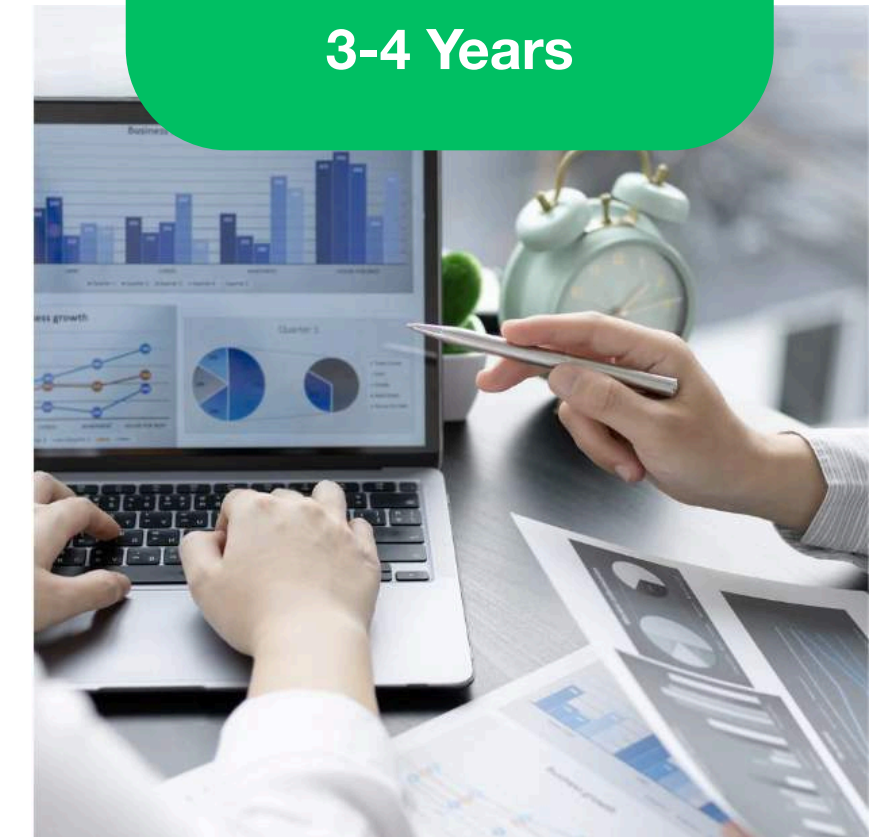
Supply Chain
2-3 Years



Operations
2-3 Years



Marketing
8-10 €M



Data
3-4 Years



Target Market & Competitors



The market we operate in

Despite budget availability, more and more consumers are deciding to buy refurbished products: **smart** and **green** purchase.

Potential value of the Italian refurbished product market according to TrenDevice: > **€1B per year**

\$58.5B

Used smartphone and tablet market estimate, 2022 (EMR)















\$99.9B

Global refurbished smartphone market, 2026 (estimate, IDC)

CAGR 10.3%

Used and refurbished smartphone market, 2021-2026 (IDC)

Competitive positioning

		VALUE CHAIN CONTROL	PEACE OF MIND	SAVINGS	RETAIL STORES
 TrenDevice® 		● ● ●	● ● ●	● ●	● ● ●
 Swappie 		● ● ●	● ● ●	● ●	
 CertiDeal 		● ● ●	● ● ●	● ●	
 BackMarket 		● ●	● ● ●	● ●	
 refurbed 		● ●	● ● ●	● ●	
 ebay 			●	● ● ●	
 subito 				● ● ●	



Financials & KPIs





+250.000

Unique visitors/
month on website
(as of May 2023)

+150.000

Customers
since 2013

+1.000

Used product
evaluations/day

34%

Repeated
purchase rate

92%

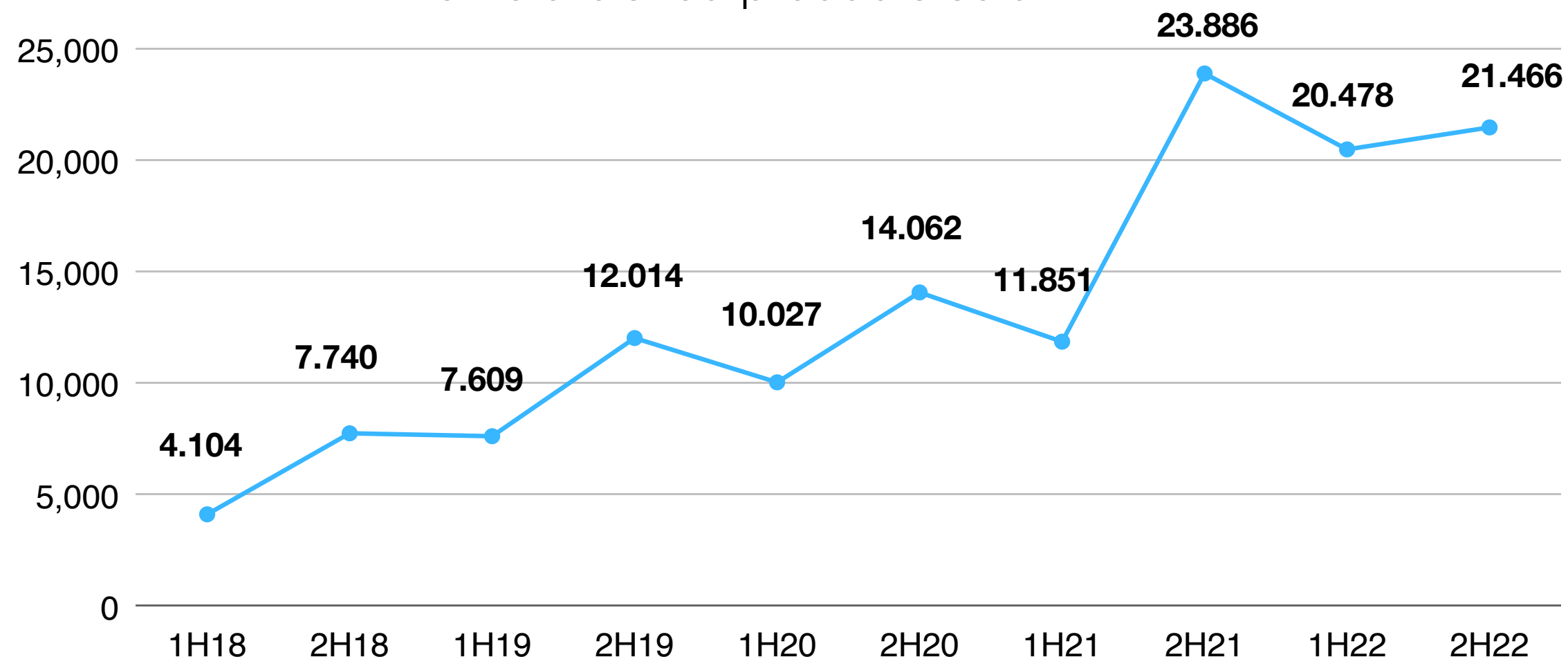
Customer Satisfaction rate
Unchanged despite
increases in volume

CONTINUOUS CONTACT

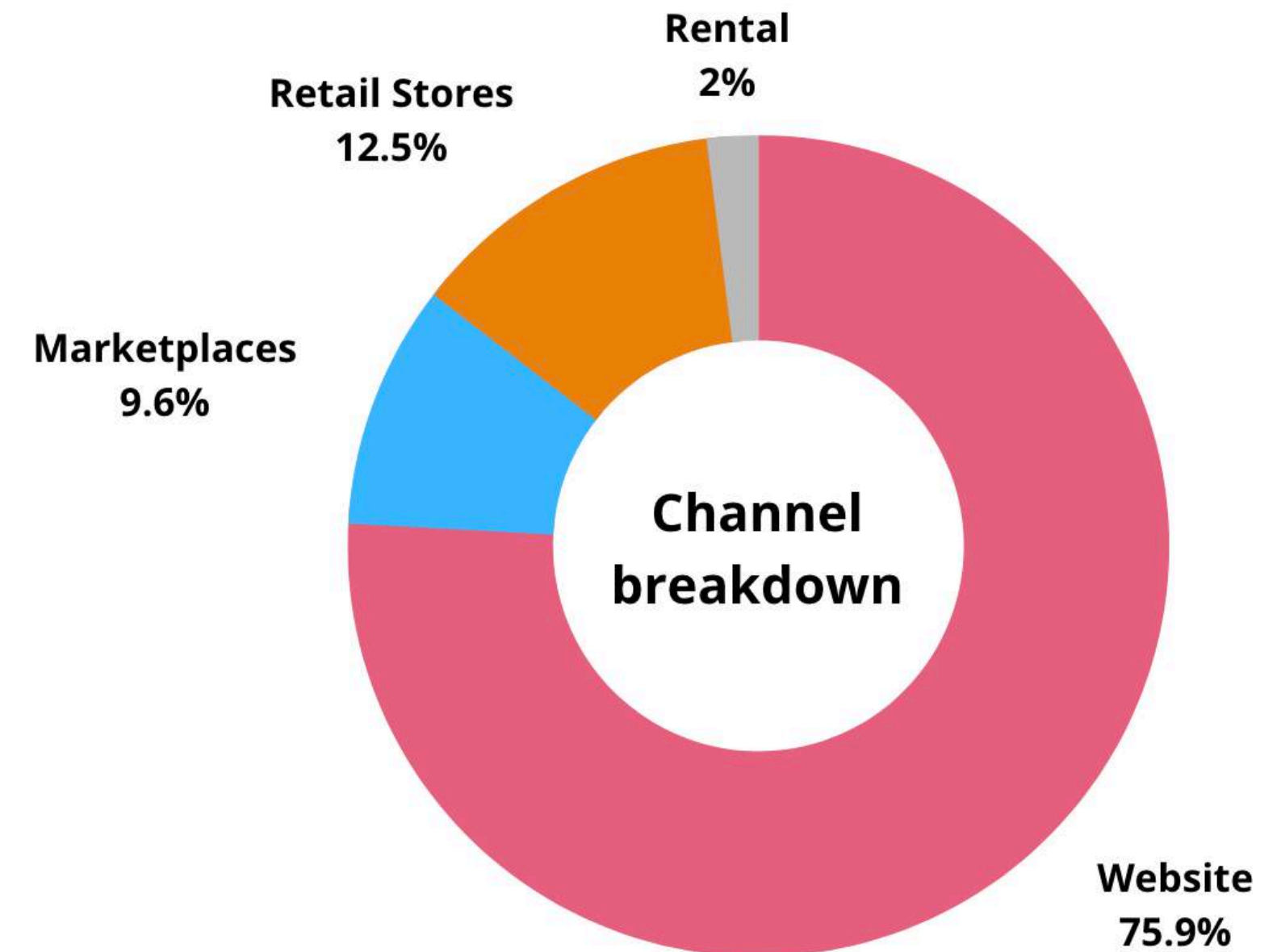
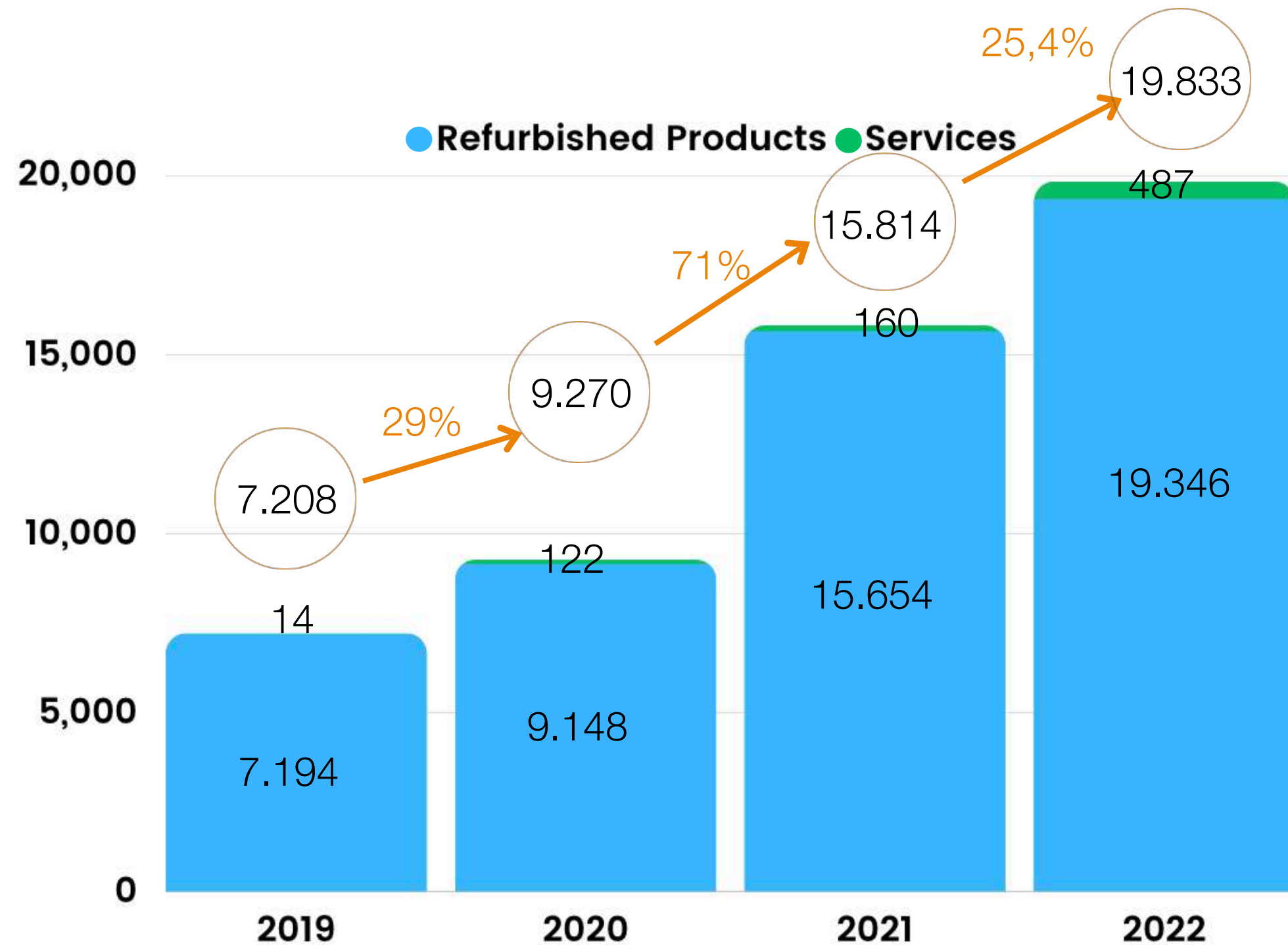
w/users through promotions, content
and Marketing automation funnels

Loyal Growing Customer Base

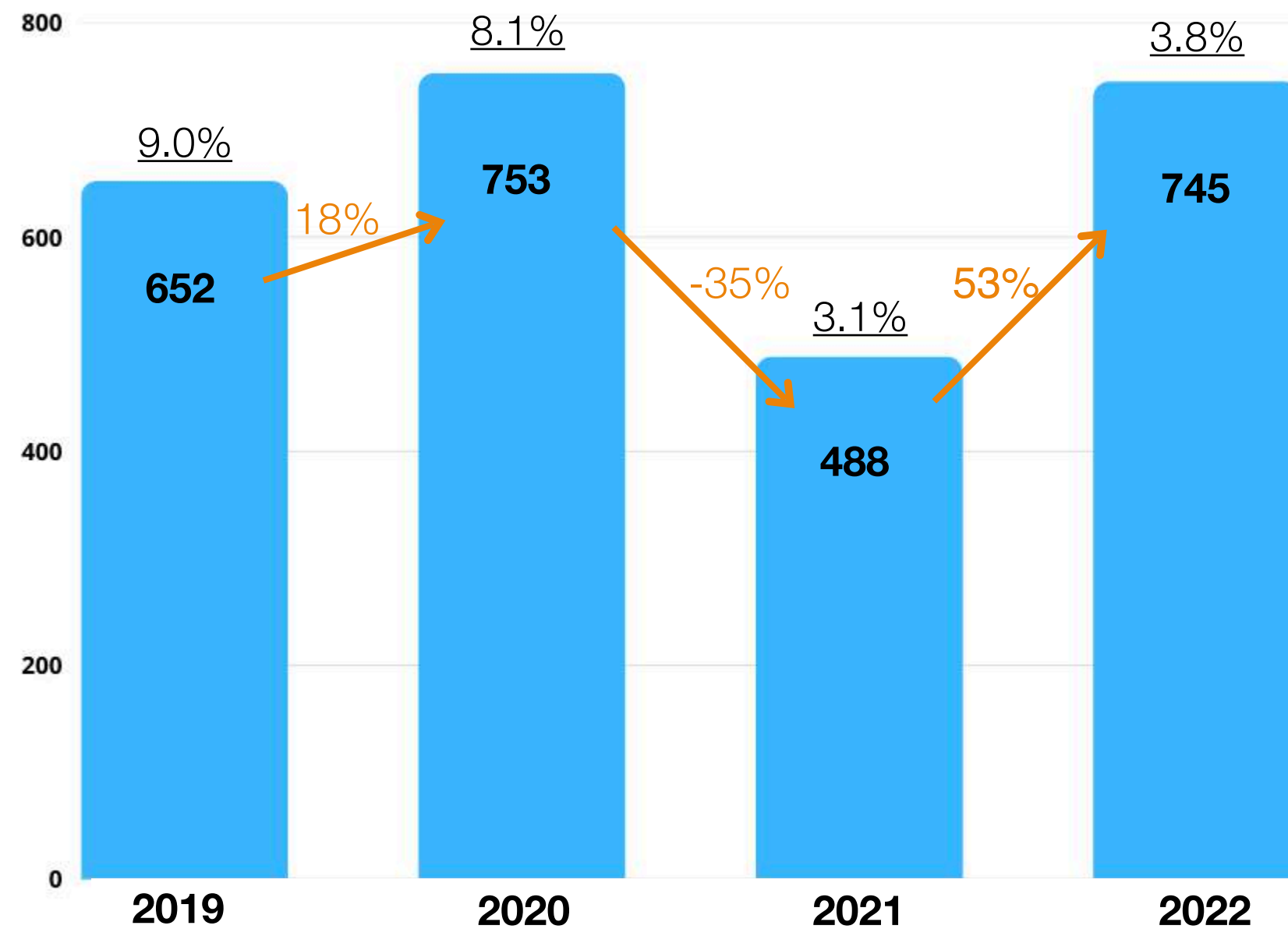
N° of refurbished products sold



Historical revenue growth (€ thousands)



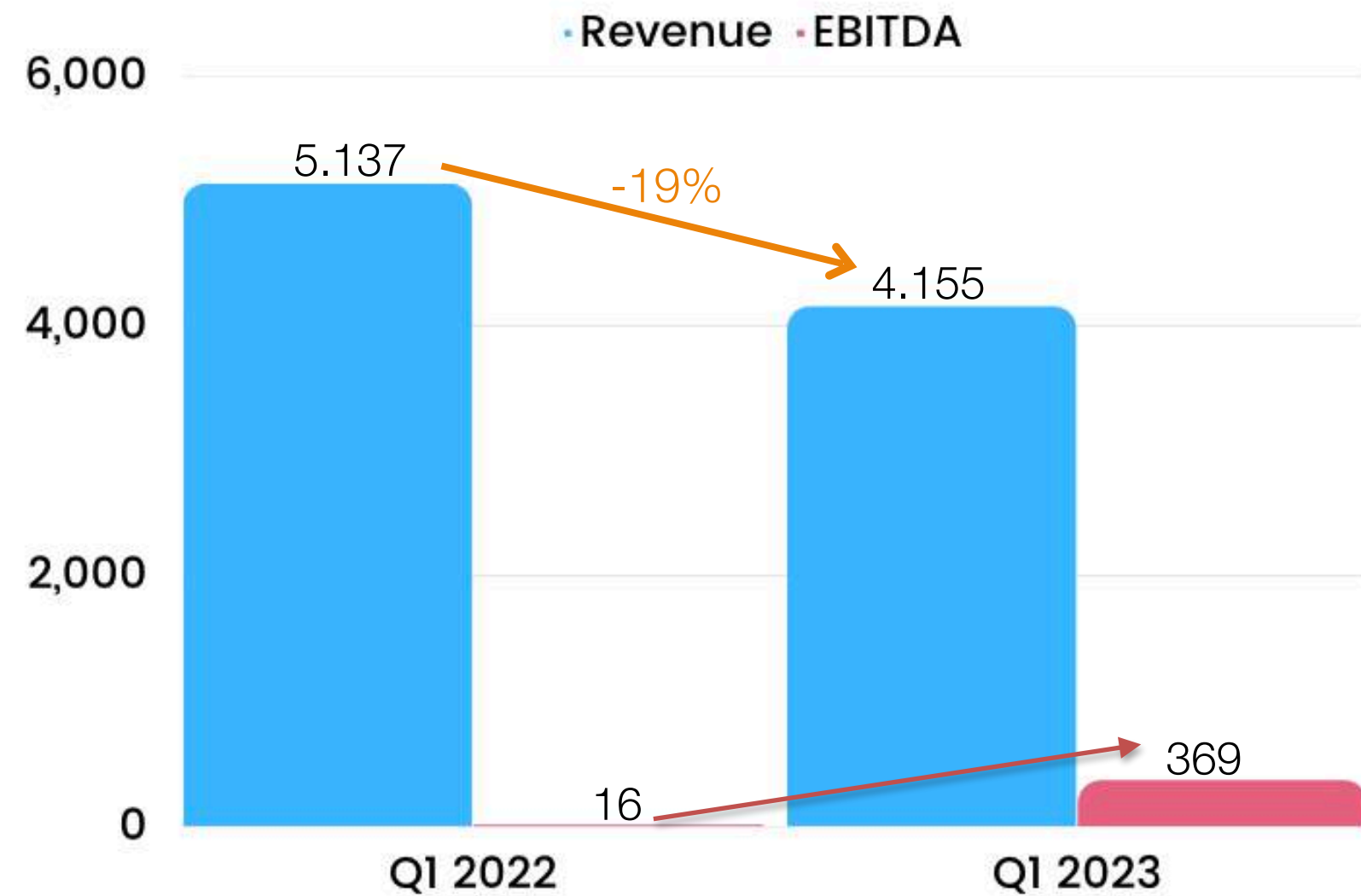
EBITDA trend analysis (€ thousands)



Reasons behind EBITDA increase in 2022:

- higher margins due to marketplace abandonment during 2022
- grants on project “ReFive”

Q1 2023 VS Q1 2022 (€ thousands)



Revenue decrease due to:

- Leaving international marketplace channel

EBITDA increase due to:

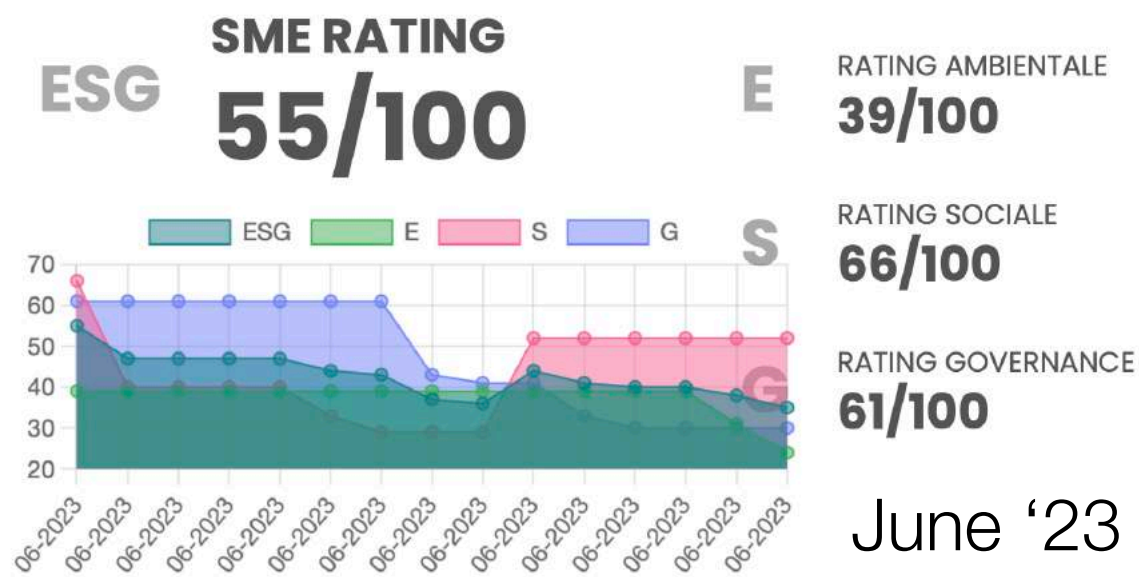
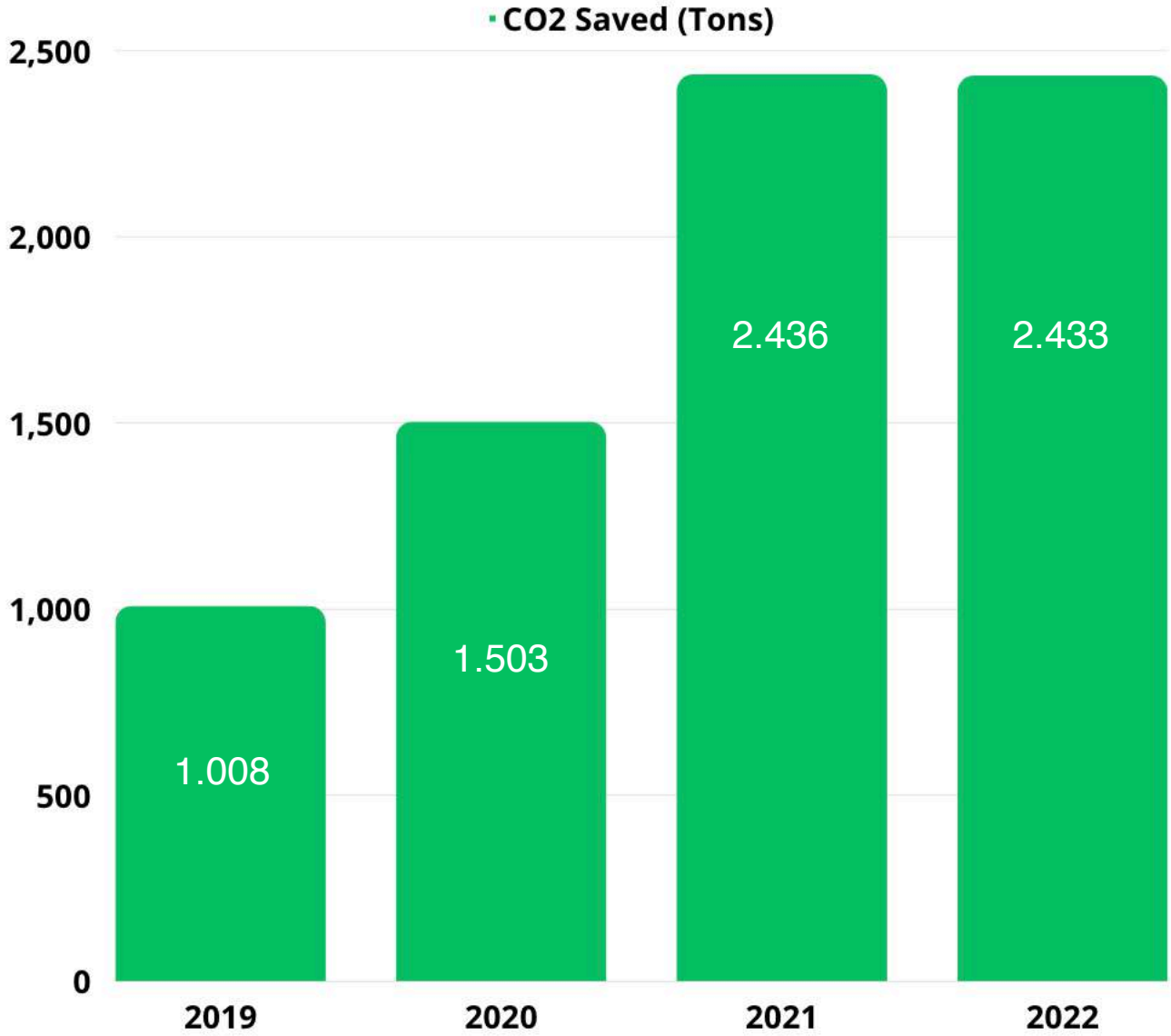
- higher product pricing
- grants on project “ReFive”
- cost cutting



Environmental contribution

Our mission is to **extend the life cycle of hi-tech products**, a virtuous process that **combines savings** for consumers with **protecting the environment** by avoiding the wastage of raw material resources and CO2 to produce new ones.

We promote National Refurbishment Day and Reforestation Projects with **TreeDom**





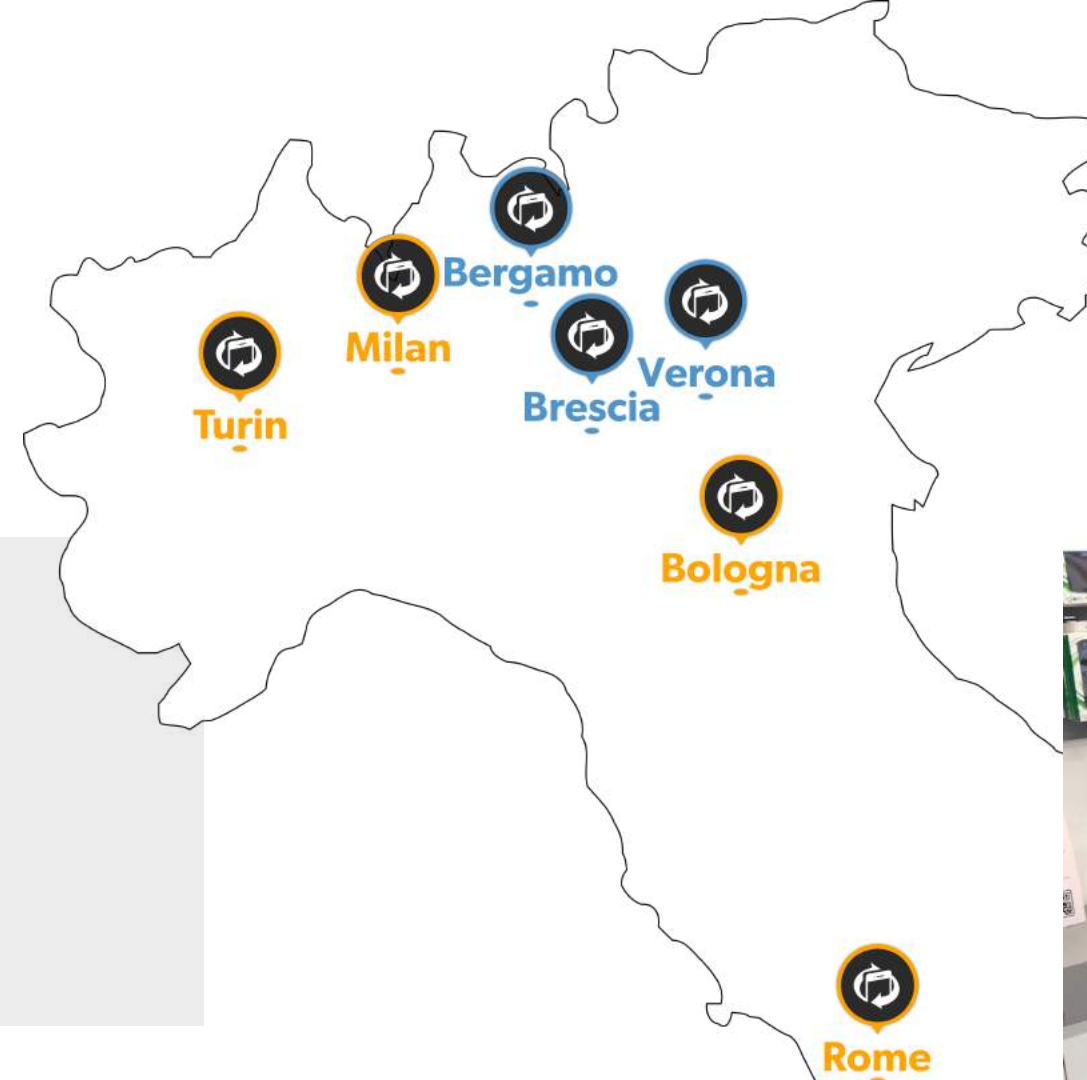
2023-2028 Development Plan



1/5

Retail Development

- **6 fully operative stores** as of June '23 (5 directly owned, 1 franchised)
- **19** directly operating retails stores **by 2026**



- Current Stores
- Opening in 2023

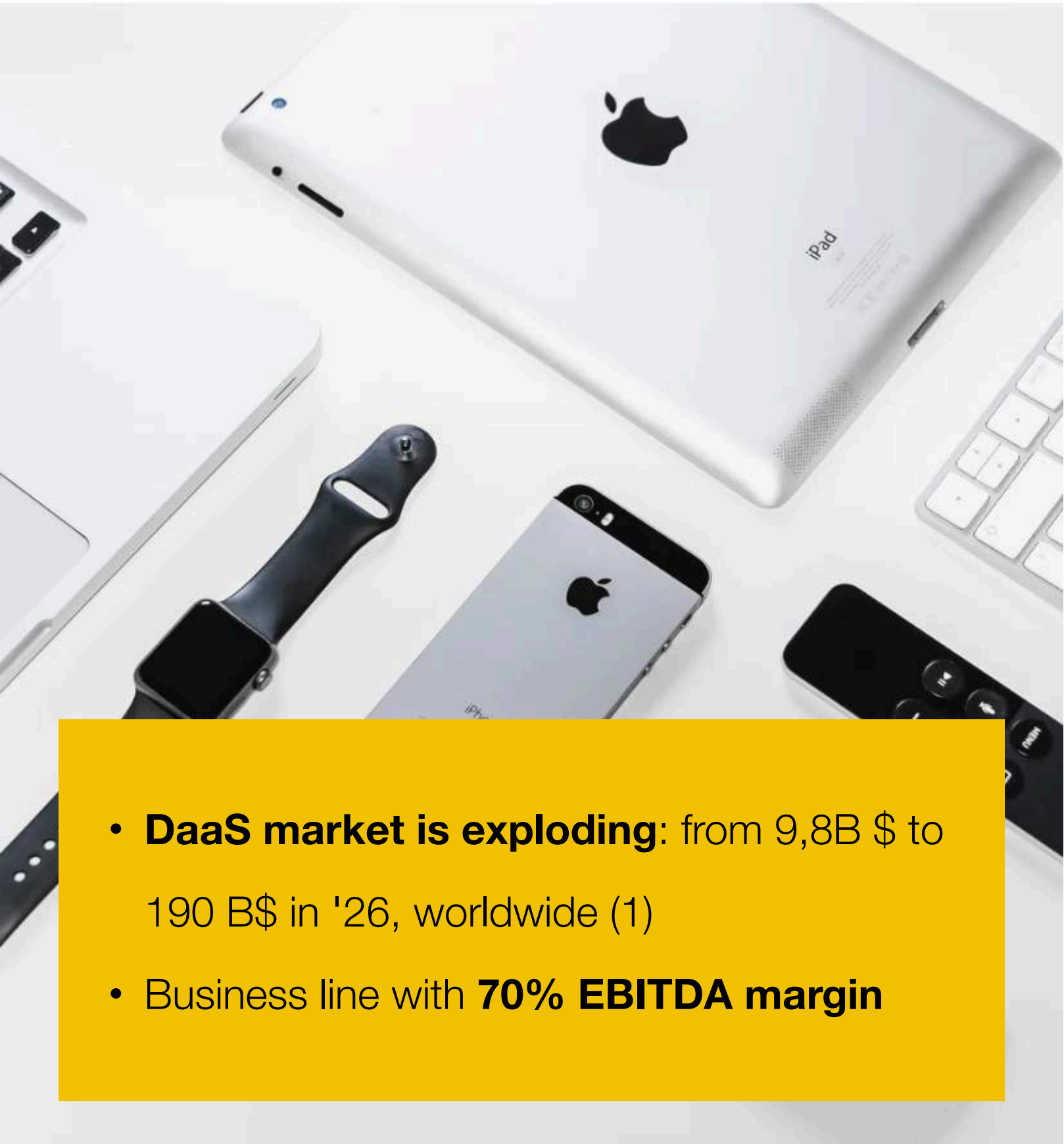


Retail stores:

- Allow **online/offline integration** 40% of those who have made purchases via TD website would prefer to do it offline
- Move the business to a channel **without the pressure of online competition**



Avellino



2/5

Device Rental - DaaS

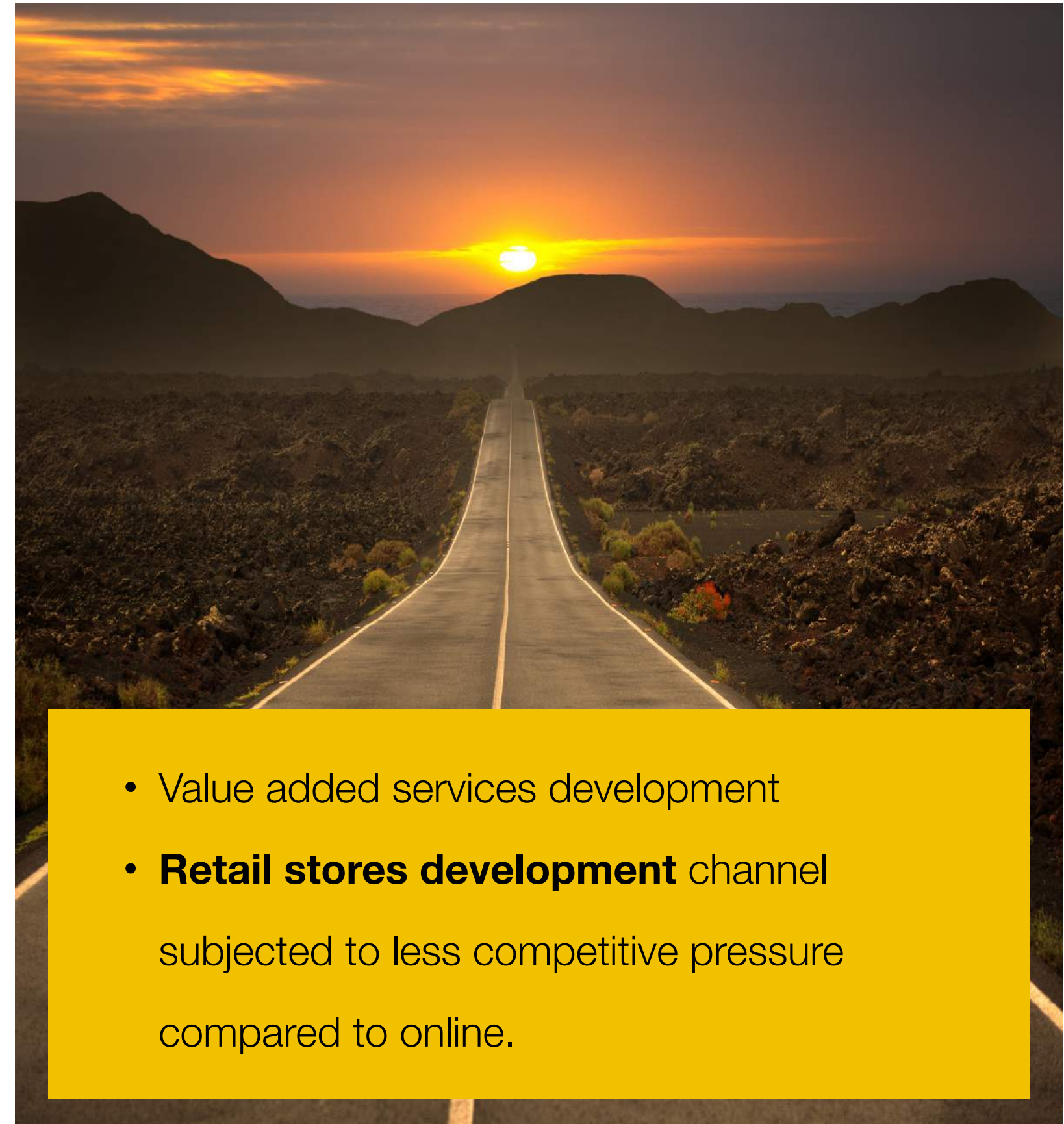
- **Launched B2C and B2B device rental service**
- Monthly fee **starting from 9,90 €** + deposit
- **1.500+ active subscriptions** as of June '23
- Upgrade subscription at any time

- **DaaS market is exploding:** from 9,8B \$ to 190 B\$ in '26, worldwide (1)
- Business line with **70% EBITDA margin**

3/5

Road To Profitability

- **Economies of scale:** achieving higher volumes will **improve margins** thanks to greater purchasing power on wholesale channels and a semi-fixed cost structure
- Abandonment of the foreign marketplace channel (characterized by high fees) and a **focus on organic growth**
- **Cost Cutting:** in H2 2022 a cost cutting policy has been launched to contain HR costs and G&A expenses

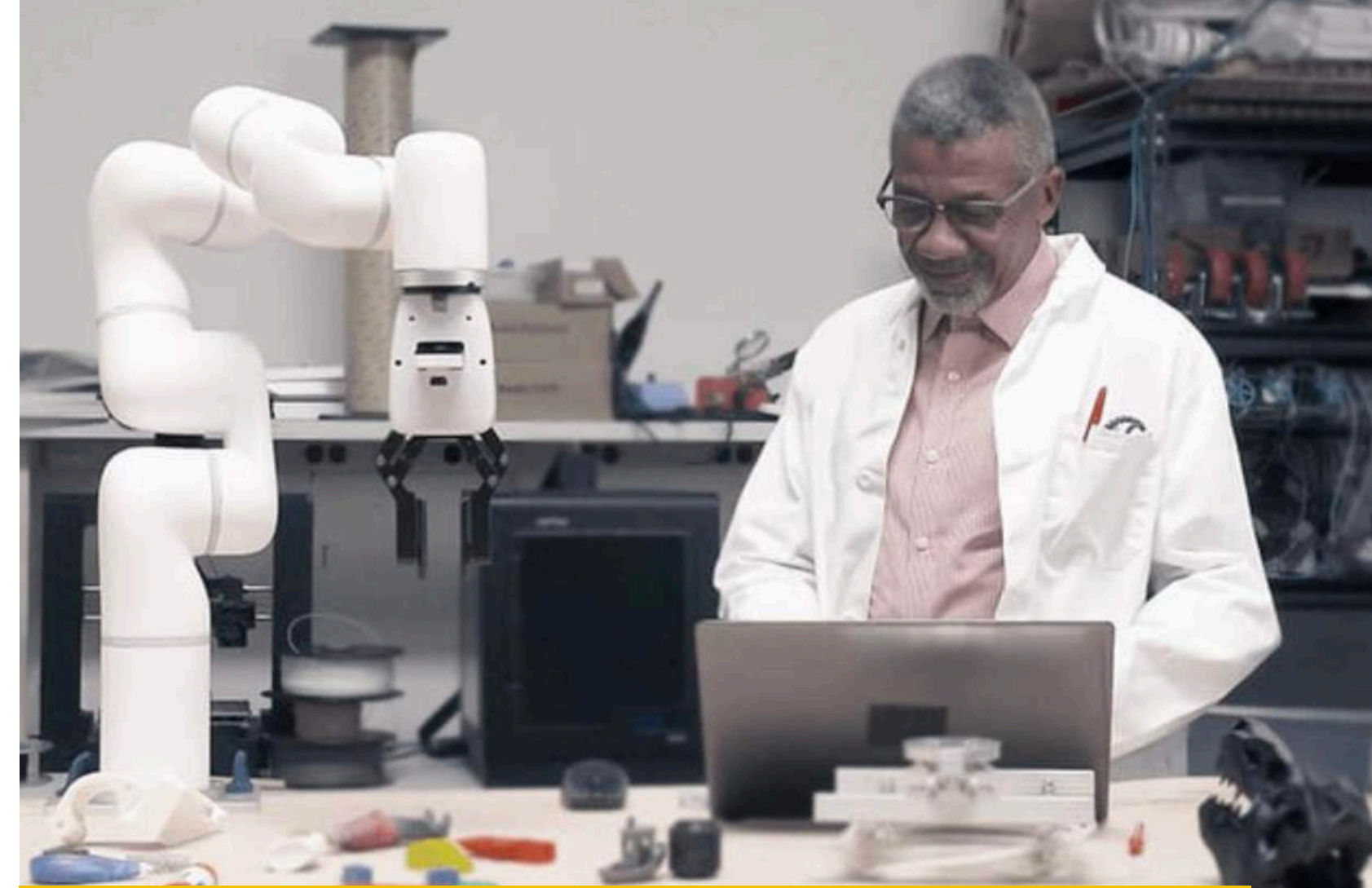


- Value added services development
- **Retail stores development** channel subjected to less competitive pressure compared to online.

4/5

Robotics and automation

- In 2024, the implementation of an **automated warehouse** is planned
- R&D investments on **robotic refurbishment** will begin in 2025



- **Greater accuracy** in refurbishment and handling & shipment
- **HR cost reduction** and **higher productivity**

5/5

Expanding To Belgium

- **11,5M inhabitants**, 3 languages spoken (dutch, french, german). It has one of the highest productivity rates in the world. **An ideal hub** to launch a broader European expansion in the future.
- The company has obtained **€450.000** (of which 25% as a grant and 75% at 0.055% IR) in financing from Simest S.p.a. (state owned company) at **highly advantageous** conditions in order to expand e-commerce abroad.

- A **commercial partner** to help develop the market in Belgium has already been selected.



Thank You



Confidential