

ADVENTURE AWAITS



Bilot: Jens Krogell (CEO) / Mikko Marttinen (CFO)
Vincit: Julius Manni (CEO) / Niklas Wasenius (CFO)



WE HAVE GREAT NEWS

- Vincit and Bilot are planning to level up and join forces
- The companies will merge and operate as one: **Vincit**
- We have the same mission: to be a great place to work and deliver superior customer experiences and sustainable commercial success to our customers
- Our combined end-to-end digital commerce and human-centric design, data and development capabilities – from custom software to enterprise-level platforms – will give us a unique position
- With strong Finnish roots and a growing global reach, this is our ticket to the bigger leagues



B I L O T

VINCIT

TOGETHER WE HAVE A COMPETITIVE EDGE

COLLEAGUES

800+

REVENUE E2021

~€88m

(apprx. based on guidance)

CUSTOMERS

400+

Award-winning workplace, even on Mondays
Complementing skills and diversity
Entrepreneurial drive with no nonsense
Finnish roots, global reach

FINLAND

Tampere – Helsinki – Espoo
Turku – Oulu – Jyväskylä – Kuopio

USA

Orange County – Palo Alto – Los Angeles – Arizona

POLAND

Warsaw – Poznan

SWEDEN

Stockholm

B I L O T

VINCIT

Market Change Drivers

Customer
experience
becoming
the strategic
differentiator

Customers,
competitors and
partners alike
competing for the
same digital talent

Demand of digital
marketplaces &
direct-to-customer
channels

Digital maturity,
cloud adoption and
demand for agile
lifecycle services

Similar enough to work well together and different enough to create something unique

MEANINGFUL
DIGITAL
EXPERIENCES

SUSTAINABLE
COMMERCIAL
EXCELLENCE

PASSION FOR
PLATFORMS

CULTURE FOR HUMANIZING DIGITALIZATION



B I L O T

VINCIT

WE COMPLEMENT EACH OTHER PERFECTLY

CUSTOMERS AND OFFERING

Complementing mix of customers

(company size, industry, geographies)

Comprehensive offering and deeper relationships

(value potential for us and our customers)

Balanced mix of service revenue streams

(recurring vs. projects)

TALENT AND MARKETS

Stronger foundation for global service model across customer markets

More career opportunities and attractiveness to diverse talent

SIZE AND SYNERGIES

Bigger size means bolder moves, credibility and operational synergies



B I L O T

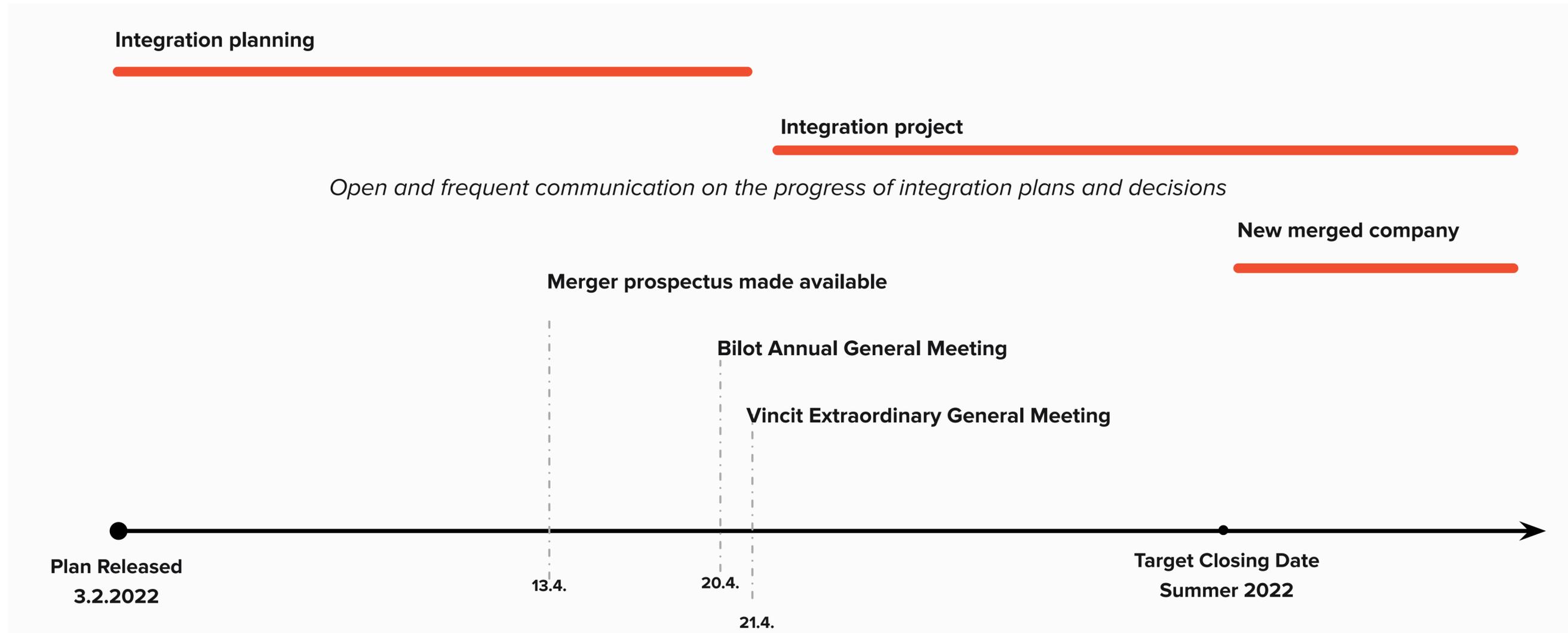
VINCIT

Strong foundation for growth and future financial performance

BILOT		VINCIT		2020 total		H1 2021 total	
2020	H1 2021	2020	H1 2021	2020 total	H1 2021 total	2020 total	H1 2021 total
REVENUE 18.2 M€	REVENUE 13.7 M€	REVENUE 52.4 M€	REVENUE 30.7 M€	REVENUE 70.6 M€	REVENUE 44.4 M€	REVENUE 70.6 M€	REVENUE 44.4 M€
EBITDA 0.9 M€	EBITDA 1.0 M€	EBITDA 8.2 M€	EBITDA 3.8 M€	EBITDA 9.1 M€	EBITDA 4.8 M€	EBITDA 9.1 M€	EBITDA 4.8 M€
EBITA 0.8 M€	EBITA 0.9 M€	EBITA 7.6 M€	EBITA 3.5 M€	EBITA 8.3 M€	EBITA 4.5 M€	EBITA 8.3 M€	EBITA 4.5 M€

*) Aggregate financial information is presented for illustrative purposes only and is unaudited. The illustrative aggregate financial information is based on a notional situation and should not be considered as pro forma financial information, as it does not take into account the effects of cost allocation, transaction cost adjustments, tax effects or possible refinancing. The illustrative aggregate financial information does not describe any cost savings, synergies or future costs of implementing the merger or integration costs that are expected to result from the merger.

Preliminary merger timeline



UNTIL CLOSING DATE, BILOT AND VINCIT WILL OPERATE AS SEPARATE COMPANIES

BILOT

VINCIT

Let's
level
up.



WHO WE ARE IN A NUTSHELL

B I L O T

Founded 2005	First North 2020
Employees 250	Customers 100+
Women 36%	Nationalities 22

Locations

Helsinki, Espoo, Stockholm,
Poznan, Warsaw

VINCIT

Founded 2007	First North 2016
Employees 600	Customers 350
Women 14%	Nationalities 14

Locations

Tampere, Helsinki, Turku, Oulu,
Jyväskylä, Kuopio, Irvine, Phoenix

TECHS WE WORK WITH AT BILOT

HubSpot Neptune Software THEOBALD SOFTWARE WORKSOFT®

SAP shopify Tricentis™ cbs Corporate Business Solutions astrada

FROSMO Klarna RedBridge Microsoft inriver

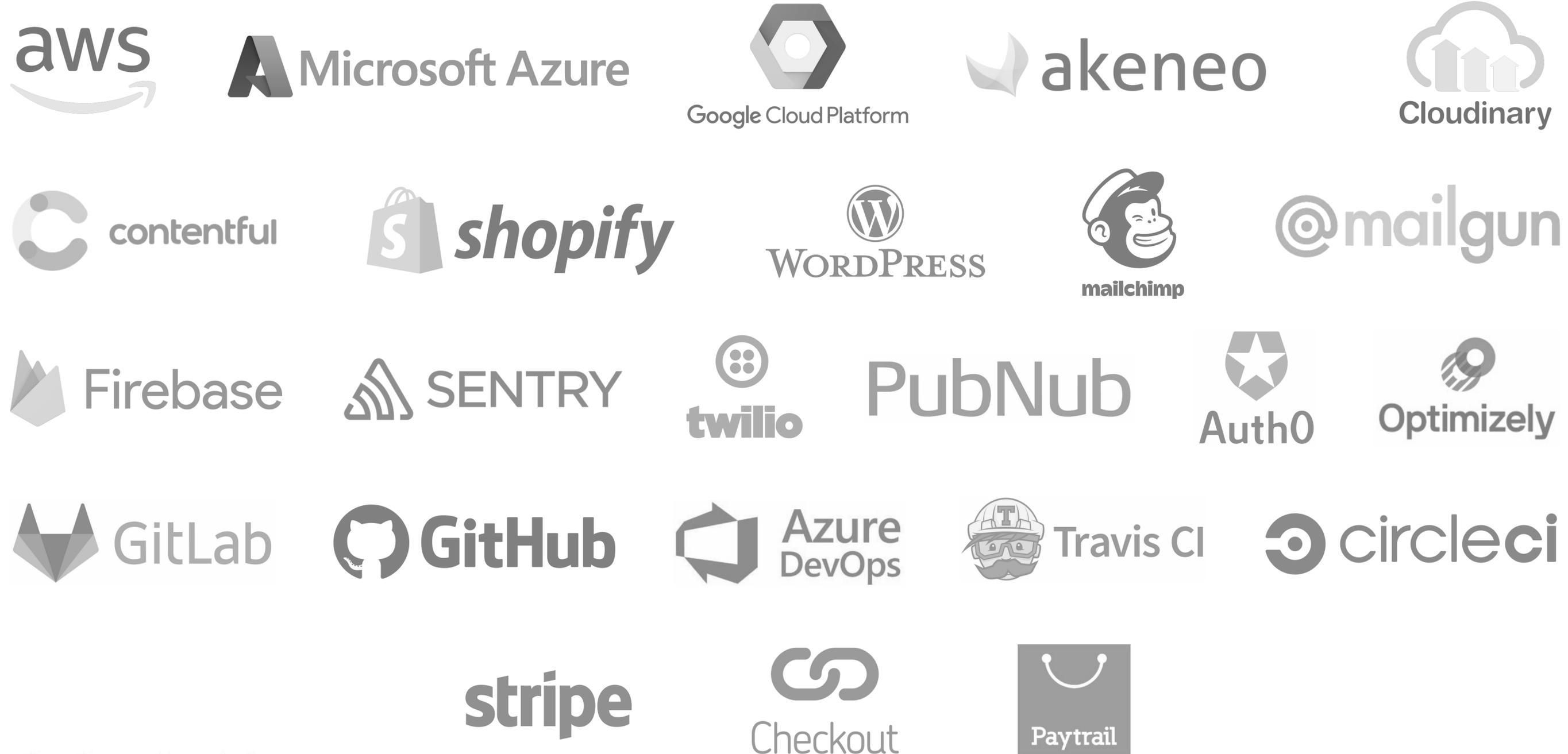
Infinite DATA snow* Aecorsoft + a b | e a u implema

salesforce snowflake

BILOT

VINCIT

TECHS WE WORK WITH AT VINCIT



B I L O T

VINCIT

OUR PEOPLE

B I L O T

People with Superpowers

Organized

Positive

Creative

Hardworking

Self-motivated

Team-oriented

Analyst

Find anything on
Google

Get sh*t done

VINCIT

Even Mondays don't suck

Support

"Not bad" awards, "How are you?" surveys

Knowledge- and interest-sharing

Co-learning (Univincity), 145 hobby channels on Slack

Close-knit community

Vincit Clubs, annual Team Building Seminar

No-nonsense

Quarterly Ask Me Anything live with leadership

95% of Vincitizens feel that Vincit is
a Great Place to Work

SHARED VALUE BASE

B I L O T

We are one Bilot

We are committed

We value originality

We have the courage to be forerunners

Diversity, curiosity, transparency

VINCIT

Vincit's DNA: Respect

Human-centricity & co-organization

Freedom & flexibility

Trust & transparency

Passion for competence development & high standards

LOOKING BACK

When you look at the origin of our companies, the stories are surprisingly similar: leaving a bigger company to start a business of your own. The driving force behind both companies has been to create a great and close atmosphere, topped with good benefits and a fair compensation for the work you put in for the company.

Both companies have grown in size, but the value base is still the same. We continue to recruit passionate professionals who are not only self-organized top-level experts, but great people, too. The fact that we still hold our foundations in such a high value is a strong statement in itself.

Going to the bigger leagues is now an option for those who may have not been interested in working for one before – with a bigger company with a small company feel and shared values that we will continue to hold on to.

