

The MSG logo is located in the top right corner of the slide. It consists of a white dot followed by the lowercase letters 'msg' in a bold, sans-serif font. The entire slide has a green color overlay.

.msg

A decorative graphic on the left side of the white text box, consisting of a white circle and a red arc.

Accelerating Transformation

Consulting, software and services
to enhance your competitive edge

msg Company Presentation 2025

A decorative red arc is positioned on the left side of the slide, partially overlapping the white text box. It starts as a thin white line that curves into a thicker red line.

Let's talk digital!

Thinking business transformation sustainably

AGENDA

- 1 The msg group at a glance
- 2 Intelligent solutions and IT consulting
- 3 Convincing success stories
- 4 Our strengths, your benefits
- 5 Digitalization as the central key to sustainability and ESG

- ① Industry know-how and IT expertise from a single source

The msg group at a glance



Putting people first:
as customers, as users of our solutions and
as employees.

We build on 40 years of industry expertise and the creative and solution-driven entrepreneurial spirit that has always been our hallmark. As one of the few owner-managed IT consulting companies in Germany, we draw on the diversity within our group of companies, from the initial idea through to application.

We acknowledge this consideration with our motto “value – inspired by people”.

Dr. Jürgen Zehetmaier
CEO msg



Why msg is the right partner

people-focused

As an owner-managed company, our actions are directed towards people: Business partners and employees are our focus.

Because we are convinced:
This is the only way to find the best solutions.

Why msg is the right partner

courageous

msg demonstrates entrepreneurial spirit and courage.

We are continuously exploring new opportunities with our business partners to pave the way for the future.

Why msg is the right partner

reliable

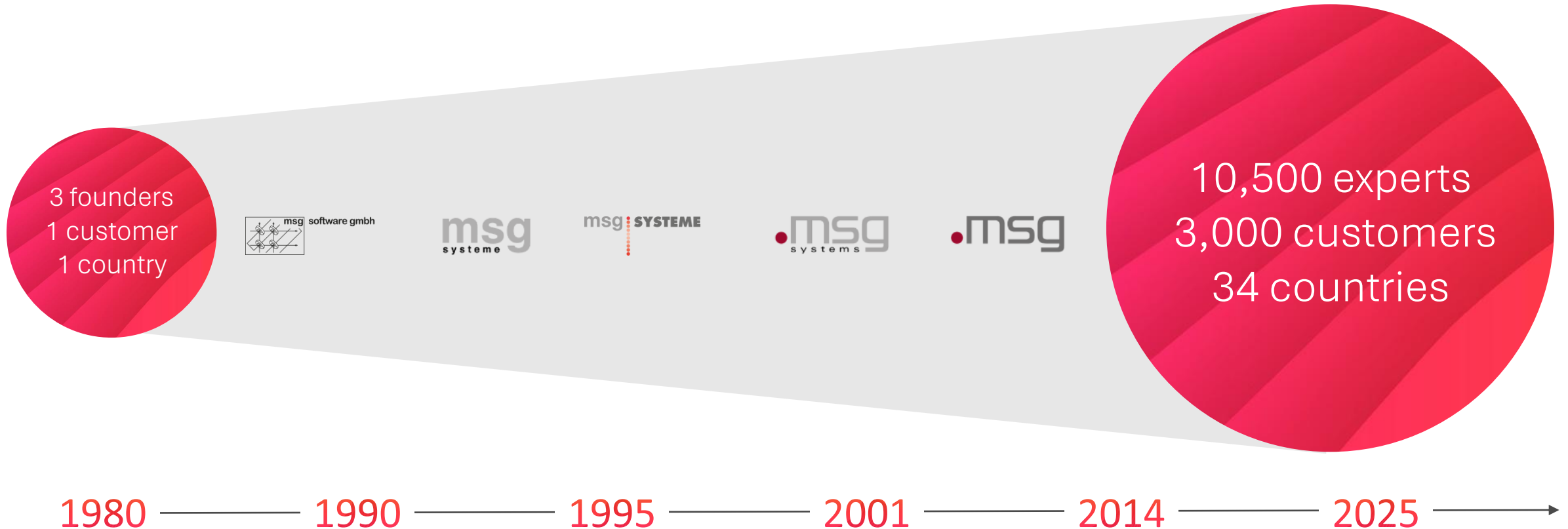
Our business partners can rest assured that msg “delivers”.

The msg brand is dedicated to fostering entrepreneurship and is driven by long-term sustainability rather than quarterly figures.

From a start-up with three founders to a billion-dollar company boasting a global workforce of over 10,000 IT and industry experts

Three former IT interns found msg, ...

... one of the largest consulting and IT companies in Europe



The comprehensive strategy employed by the msg group has been instrumental to its success for more than four decades



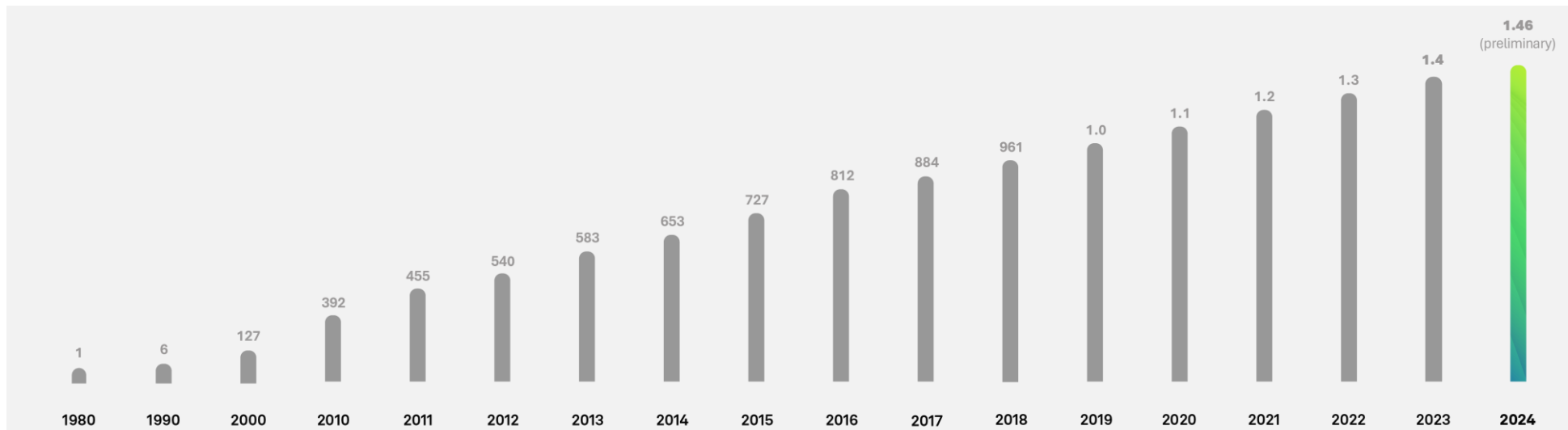
We are an internationally operating group of companies with in-depth industry expertise



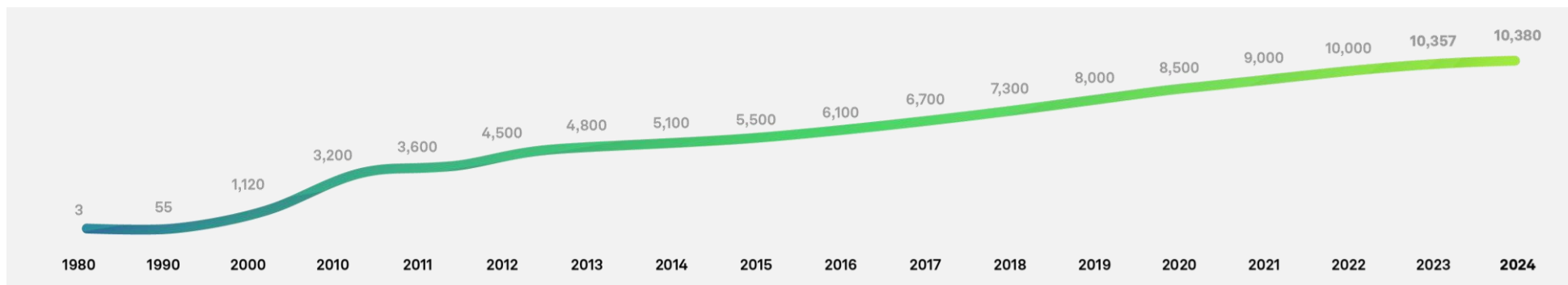
From start-up to the largest independent owner-managed consulting and IT company in Europe with innovative business models

Sales Growth

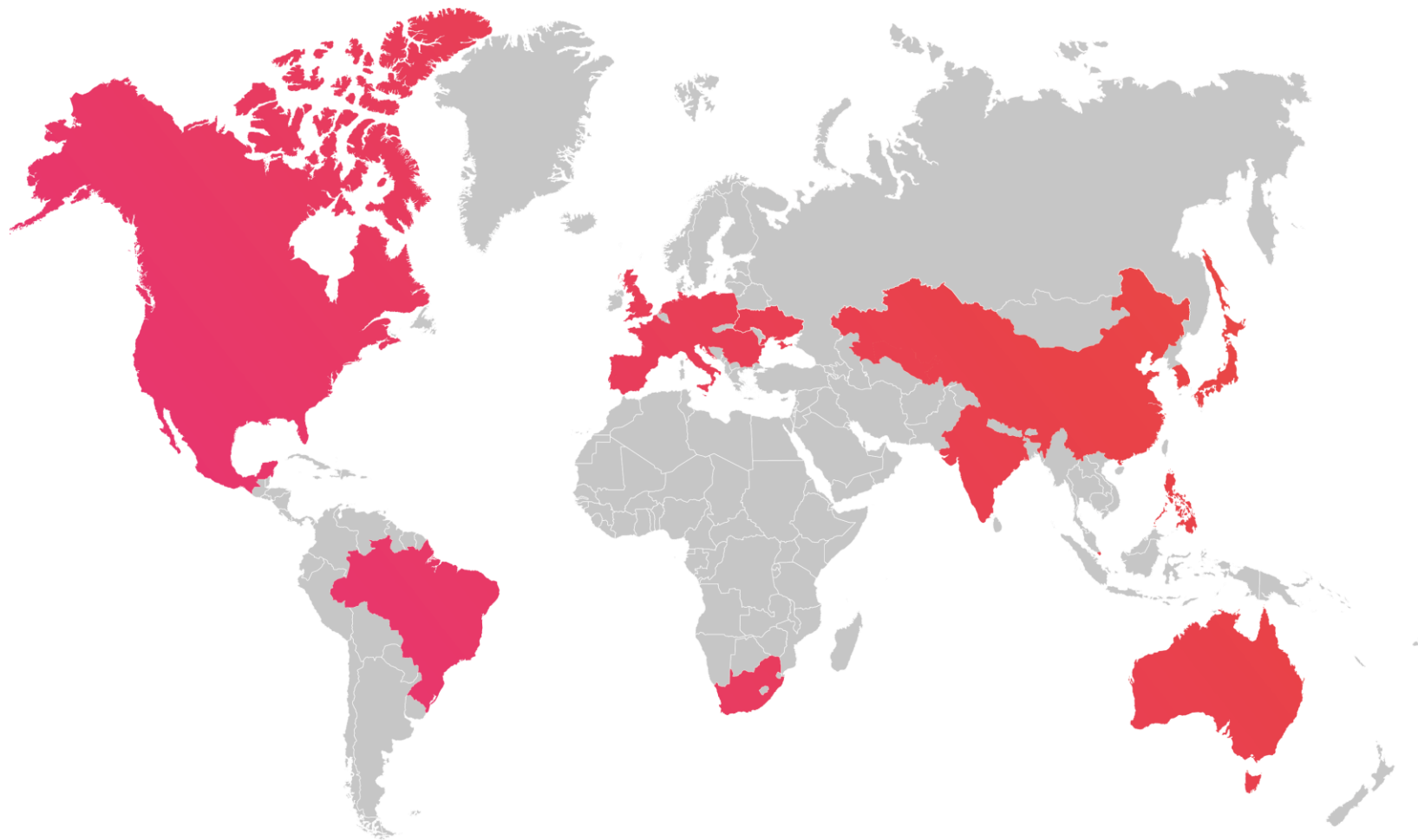
in € million



Headcount Growth



Our customers benefit from our global presence



34

Countries

- Germany | Bulgaria |
- France | Italy | Croatia |
- Malta | Netherlands | Austria |
- Poland | Portugal | Romania |
- Switzerland | Serbia | Slovakia |
- Slovenia | Spain |
- Czech Republic | Hungary |
- United Kingdom | Ukraine |
- Australia | Brazil | China |
- India | Japan | Canada |
- Kazakhstan | Korea | Mexico |
- Philippines | Singapore |
- South Africa | Uzbekistan | USA

Local presence for our German customers is what really characterizes us



6,800
Employees

22
Locations

969
million € sales in 2024

msg consistently receives awards in external market comparisons and partner competitions



Digital Core



Partner Application Industry Cloud



AI Partner Innovation



Platforms & Technology (Cloud)



Platforms & Technology (On Premise)



Partner Application Industry Cloud

As the only company in the top 25 since the start of the survey.



Our understanding of our customers' business characterizes us at all levels - including on the Group's Management Board



Dr. Andrea van Aubel

Insurance
Operations
Diversity Management
Corporate Health
Management



Karsten Redenius

Business Consulting
Consumer Products | Food
Life Science & Chemicals
Telecommunications
Travel & Logistics | Utilities
msg digital | Research



Dr. Jürgen Zehetmaier

Chairman of the Management Board

Automotive & Manufacturing
Legal
Finance & Controlling
Compliance
Corporate Social Responsibility



Dr. Frank Schlottmann

Banking
Public Sector
SAP Competence
Artificial Intelligence
Global Alliance Management

2 We create ecosystems for enabling a better life

Intelligent solutions and IT consulting

We support our customers from strategy design to technical implementation and the outsourcing of processes

Business Consulting



We help you to design and create cross-industry ecosystems.

From creating future scenarios tailored to specific industries to transforming business models and ensuring compliance with regulatory requirements, we stand by your side as your trusted partner.



value – inspired by people

Intelligent Solutions



You benefit from our solid industry expertise, technological proficiency, and implementation experience.

We implement digital solutions to address the evolving needs of industry-specific business models, thus, guaranteeing an enhanced performance, efficiency, and sustainability across the entire organization.

Core competence Digitalization

Digital products and services for your business

let's digitize. now. **together.**

digital Advisory

Enhanced customer relationships, streamlined and growth-focused sales strategies, and cutting-edge business models are achieved by leveraging extensive industry expertise and customer-centric transformation strategies.

digital Experience

Personalized customer experiences based on data insights to meet individual needs at every touchpoint throughout the customer journey, creating memorable experiences that leave a lasting impression.

digital Services

Efficiency, growth and success in the digital world through industry-specific innovative solutions through to complete ecosystems.

digital Security

Safeguarding the core business by implementing preventive measures, proactive risk mitigation, investigative techniques, and recovery plans.

digital Operations

Ensuring the smooth and secure operation of cloud services in a regulated environment.

digital

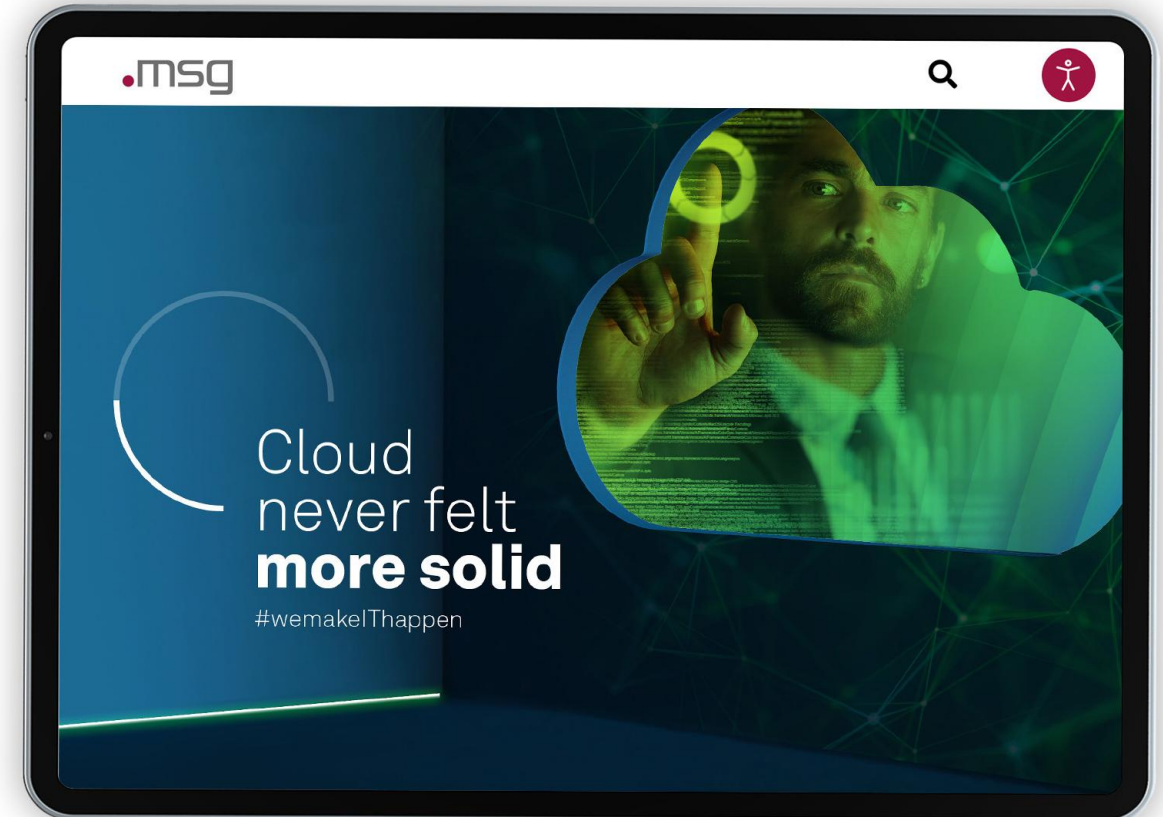
Core competence Cloud

Scaling and speed secure your future

To achieve a successful cloud deployment, we strike a balance between industry standards and customized solutions that cater to the unique requirements of your business and industry.

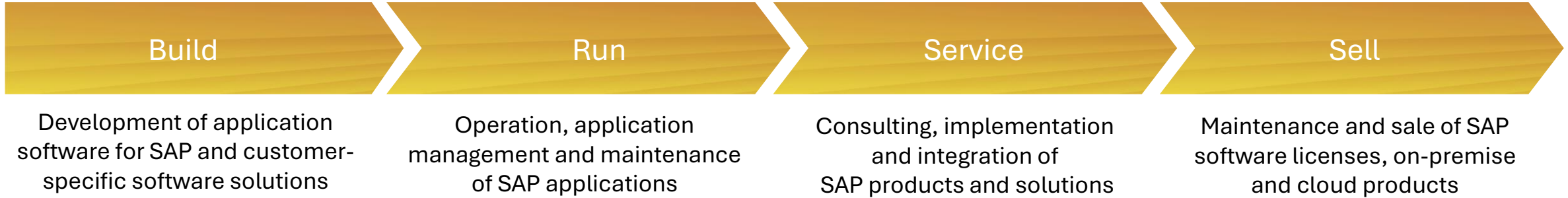
Wherever you may be in your journey – whether you are in the strategy phase, well into the transformation process, or in the midst of implementing managed services – we at msg are here to offer assistance precisely where it is needed.

Our partners:



Core competence SAP

As an SAP partner, we have been shaping the digital transformation for over 25 years



Current awards

<p>SAP Pinnacle Awards 2020 Winner</p> <p>Solution Extension Partner of the Year Digital Core</p>	<p>SAP Pinnacle Awards 2023 Winner</p> <p>Intelligent Enterprise Innovation Partner Application Industry Cloud</p>	<p>SAP Pinnacle Awards 2024 Winner</p> <p>AI Partner Innovation</p>	<p>SAP® Solution Extensions</p> <p>SAP® Certified Gold Enterprise Support Integration</p> <p>SAP® Certified in Cloud Operations</p> <p>SAP® Certified in SAP HANA® Operations</p> <p>SAP® Certified in Hosting Services</p>	<p>SAP Gold Partner</p> <p>Expert</p> <p>SAP Business Technology Platform</p> <p>Advanced</p> <p>RISE with SAP</p> <p>Business Transformation Management</p> <p>Essential</p> <p>GROW with SAP</p> <p>Human Capital Management</p> <p>Customer Relationship Management</p>	<p>SAP EMEA South Award</p> <p>For Partner Excellence 2024</p> <p>for Solution Extensions – Cloud Growth</p> <p>SAP Gold Partner</p> <p>DIAMANT-INITIATIVE FÜR PARTNER</p> <p>FOKUSPARTNER 2024</p> <p>Public Services</p> <p>SAP</p> <p>DIAMANT-INITIATIVE FÜR PARTNER</p> <p>FOKUSPARTNER 2024</p> <p>Financial Services</p> <p>SAP</p>
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3 Trust and competence

Convincing success stories

Setup of a central SAP BW/4HANA and SAP Analytics Cloud solution to efficiently pursue strategic corporate goals at REFRA TECHNIK

Project goals

- Efficient pursuit of strategic corporate goals through the establishment of a centralized and KPI-supported analytics system
- Implementation of the application based on SAP BW/4HANA
- Establishment of direct connection scenarios for further analyses and management reporting in the SAP Analytics Cloud
- Establishment of GEO analysts and mobilization of the application

Customer benefits

- Development of the central Analytics & Controlling application for flexible analyses and profitability assessments
- Strategic consulting for further system development



REFRA TECHNIK

New migration approach for assuming balance sheet control: Constant financial oversight through SAP FI migration at VIRIDIUM

Project goals

- Supporting Financial Accounting, Controlling and Group Accounting with FI migration
- Creation of migration concept and design of the interface for ongoing data transfer
- Creation of mapping for various migration objects
- Creation of test concept and operation manual
- FI/CO Customizing
- Supporting the specialist department with test migrations

Customer benefits

- Analysis of financial key figures for better control of business decisions
- Increased efficiency through highly automated, data-driven financial processes
- Reducing the cost of regulatory compliance



VIRIDIUM
GRUPPE

Intelligent heating with Techem: The Cloud way to sustainability

Project goals

- Reduction of energy and water consumption
- Increase in healthy housing
- Increasing the transparency of measurement data

Customer benefits

- Capture of measured values from residential units
- Analysis of values in the cloud
- Real-time detection of faults and incorrect settings
- Automated rectification
- Insight into consumption data



Innovations on Cologne's roads: Smart Fleet – a pilot project with Abfallwirtschaftsbetriebe Köln

Project goals

- Digitalization of reported data for road maintenance
- Automated detection of road damage
- Use of artificial intelligence and machine learning

Customer benefits

- Increase in customer satisfaction
- Increased efficiency by eliminating manual tasks
- Automation



4 Value proposition

Our strengths, your benefits

Sustainable customer relationships are a measure of our success

Automotive

BMW
VW
Audi
Daimler

Banking

Sparkassen-Finanzgruppe
Atruvia
Bayern LB
KfW

Defense & Aerospace

Bundesamt für Ausrüstung,
Informationstechnik und
Nutzung der Bundeswehr

BWI

Public

Bundesministerium des Innern
Stadtwerke München
ITZ Bund
Bundesverwaltungsamt

Industry

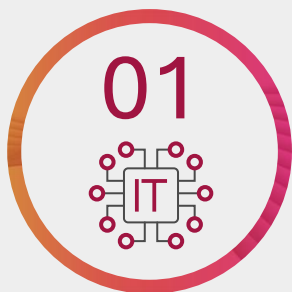
Brötje	Deutsches Milchkontor	Miele	Telefónica
BSH		Red Bull	Toll Collect
CVS	Emmi	Roche	Tyson Food
Delivery Hero	EnBW	RWE	Verizon
Dell	Franz Kiel	Samsung	Vodafone
Deutsche Bahn	Google	SAP	Zalando
Deutsche Post	Magna	Saputo	

Insurance

Achmea	Concordia	MSIG	UNIQA
ADAC	DEVK	Munich Re	Versicherungskammer Bayern
Canada Life	ERGO	Pacific Life Re	
AIG	Gen Re	Provinzial	VIG
Allianz	Generali	R+V	Viridium
AOK Systems	Gothaer	Swiss Re	Zuger Kantonalbank
AXA	HUK-COBURG	Tokio Marine	Zurich

Excellent consulting, comprehensive solutions and services for the digital transformation of your business

We have the right solution for your specific needs.



Efficient and well thought out

Industry know-how and IT expertise from a single source



Exceptional corporate culture

Awarded for highest motivation and best results



End-to-end solutions

Support from the idea through implementation to operation and maintenance



Smart service portfolio

Intelligent solutions and applications for your digitalization

“Stronger together” with our partners

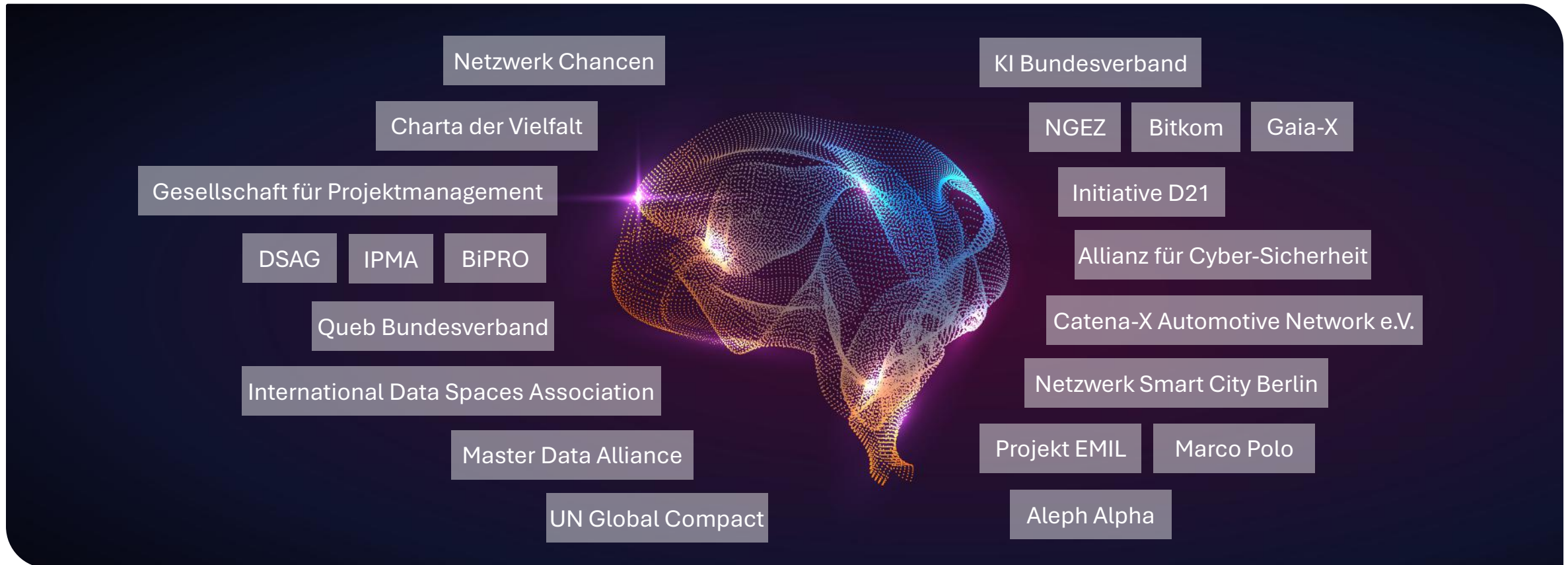
Together with our partners, we are pioneers, trailblazers and future makers for digital business models and ecosystems.

Our goal is to assist companies in achieving their ambitious goals. This is why we at msg strive to build and maintain long-term and successful relationships with our business partners.



Fostering an environment of knowledge sharing and nurturing our partnerships reflects our commitment to a sustainable business strategy

As an independent and globally operating group of companies with a 40-year history, we see ourselves as trailblazers of a digital future – in a spirit of partnership and sustainability.



5 Added value for our customers

Digitalization as the central key to sustainability and ESG

Focus on sustainability and ESG: We offer our customers E2E support



-  Regulatory requirements | We ensure complete coverage of regulatory ESG requirements.
-  Sustainability strategy | We ensure a clear positioning vis-à-vis relevant stakeholders.
-  Sustainability risks | We ensure comprehensive risk management.
-  Information management | We map relevant information with control tools.
-  Growth areas | We focus on ESG innovations as an opportunity for growth.

Focus on sustainability and ESG: We live our responsibility

- » As a signatory to the Charta der Vielfalt (Diversity Charter), we are committed to creating a respectful working environment for all employees.
- » We have been participating in the UN Global Compact since 2023 and are committed to public progress reporting.
- » Target for msg in Germany: We aim to reduce our CO2 emissions by 50% by 2025 compared to 2019 and to become climate-neutral by 2030.
- » Since October 2024: Feeding electricity from the PV system on the roof of our head office in Ismaning into the building grid, including 20 e-charging points.
- » In 2025, we will be using 100% green electricity at all locations managed by us.
- » At msg, we actively promote the careers of women through women's networks as well as trainings and coaching that are tailored to the needs of women.





Let's shape the digital future together

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