

# The company presentation provides a comprehensive overview of our organization and the value we offer to our customers, job applicants, and interested parties

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The presentation is versatile and can be utilized in its entirety or as separate modules, depending on the context. Adapting the storyline to the audience's existing knowledge can greatly enhance the effectiveness of the presentation.

When making an initial contact or presenting at a trade fair, discussing the msg group in a general and broad manner can prove beneficial. Alternatively, you may opt to utilize a limited number of slides for a brief introduction in order to promptly delve into the main content of the presentation.

The company presentation contains numerous pre-drafted statements and commitments. In addition to their applicability in this presentation, they can also be directly used in discussions.



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, featuring a white circle and a red arc.

# Accelerating Transformation

Consulting, software and services  
to enhance your competitive edge

msg Company Presentation 2024

A decorative white circle is positioned on the left side of the slide, partially overlapping the white text box. It is a simple, thin white line forming a circle.

# 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  
all our efforts are directed towards people.

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 customers to pave the way for the future.



## Why msg is the right partner



# reliable

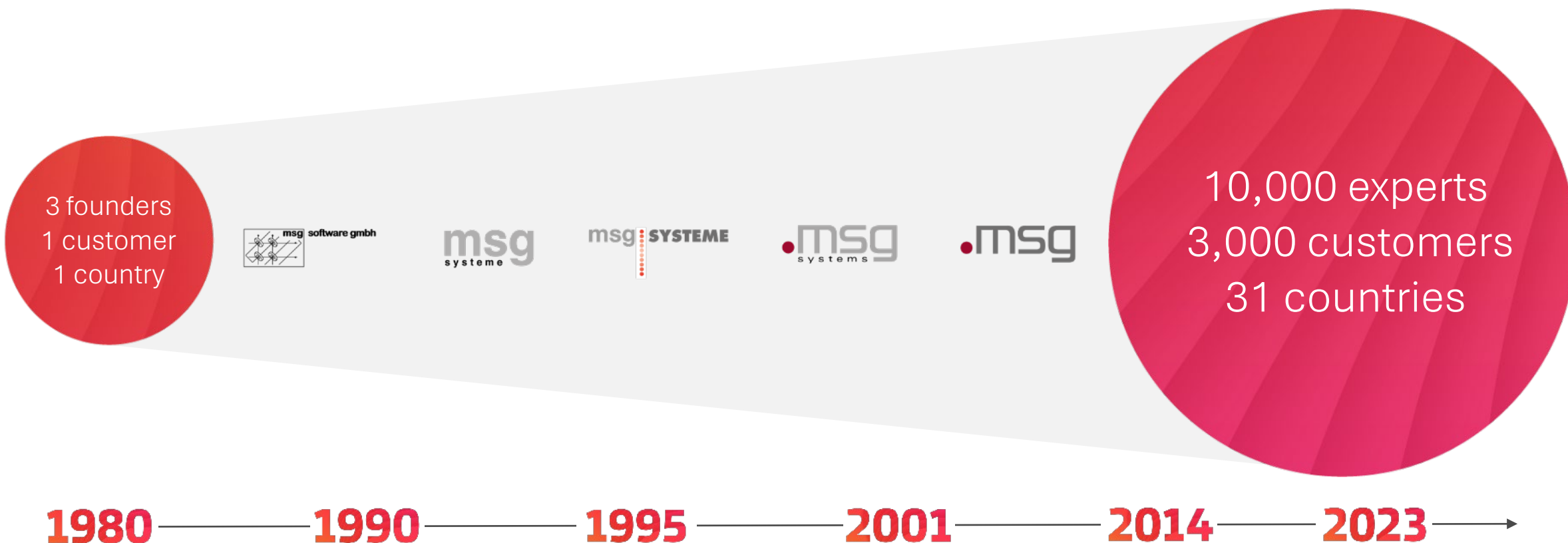
Our customers can rest assured that msg “delivers”.

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

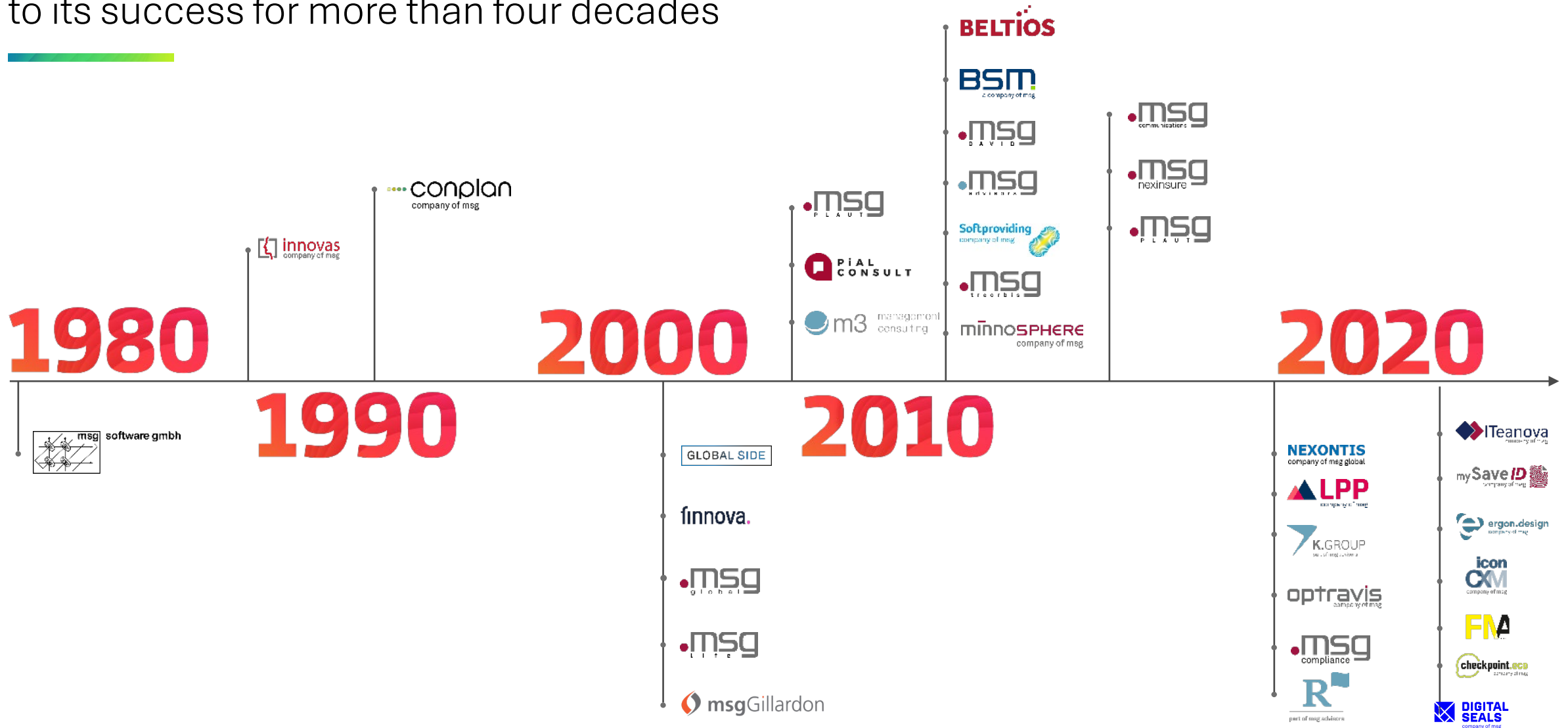
# From a start-up with three founders to a billion-dollar company boasting a global workforce of over 10,000 IT experts

Three former IT interns found msg, ...

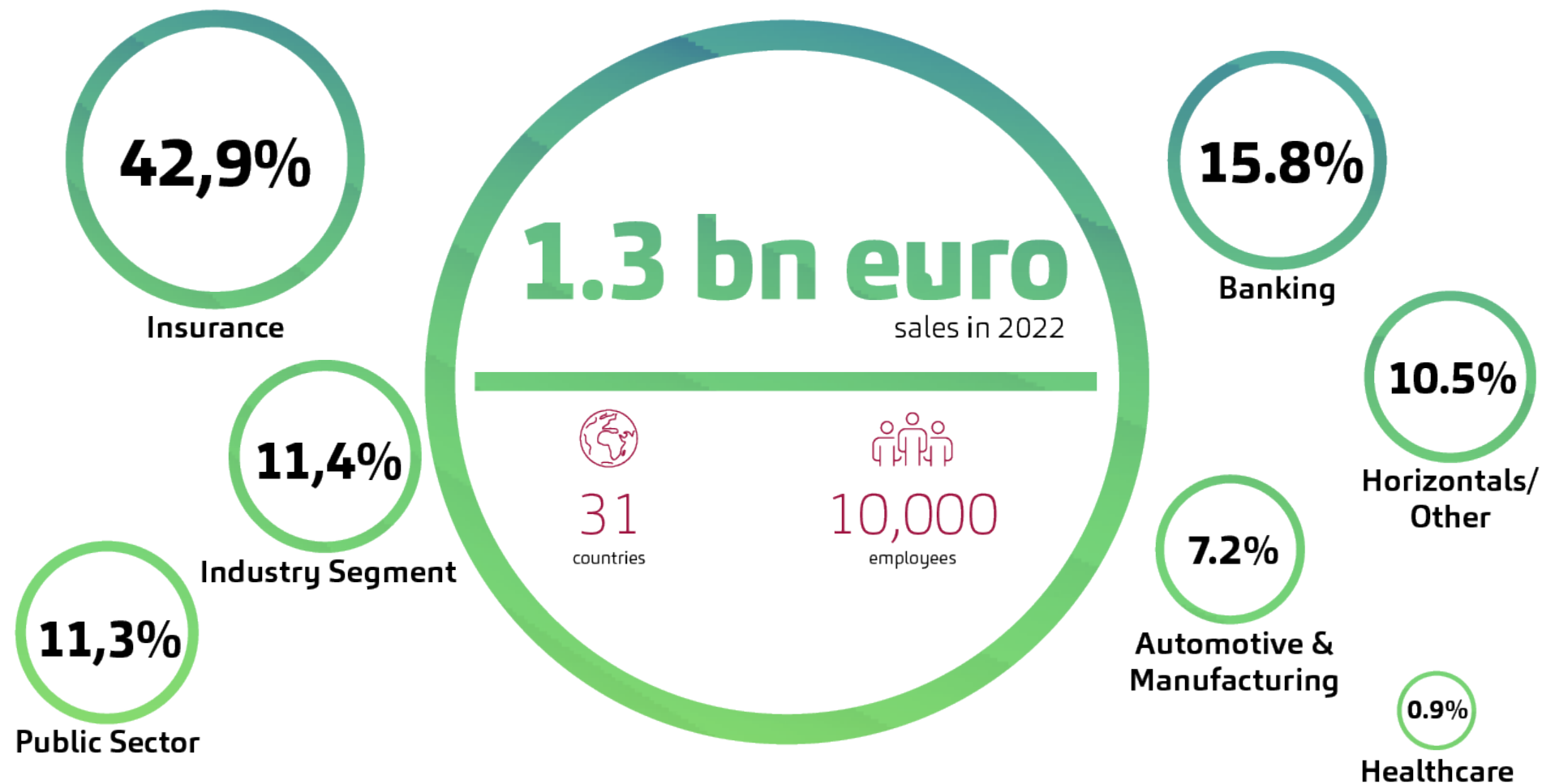
... one of the largest consulting and IT companies in Europe



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



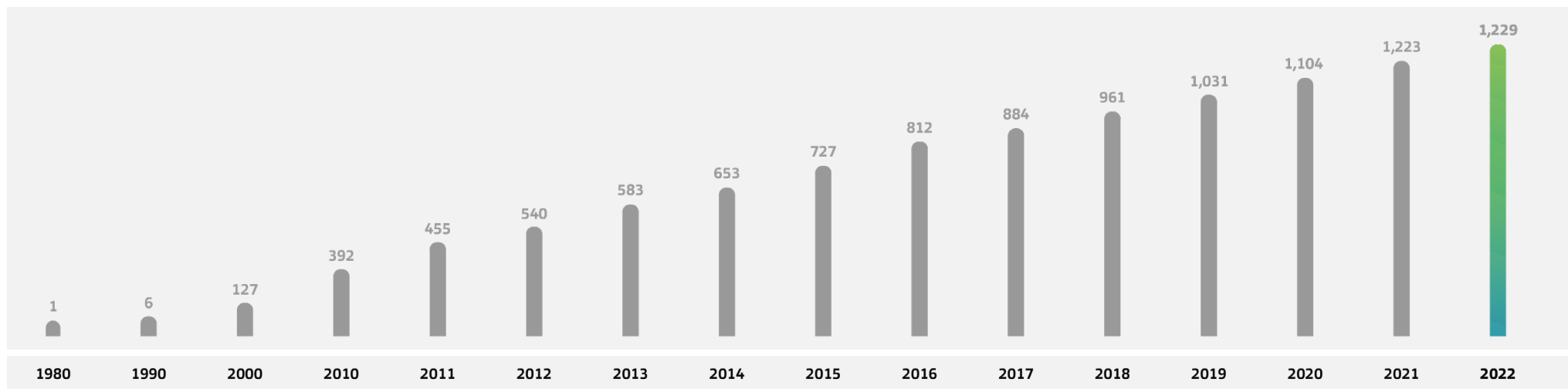
We are an internationally operating group of companies with in-depth industry expertise



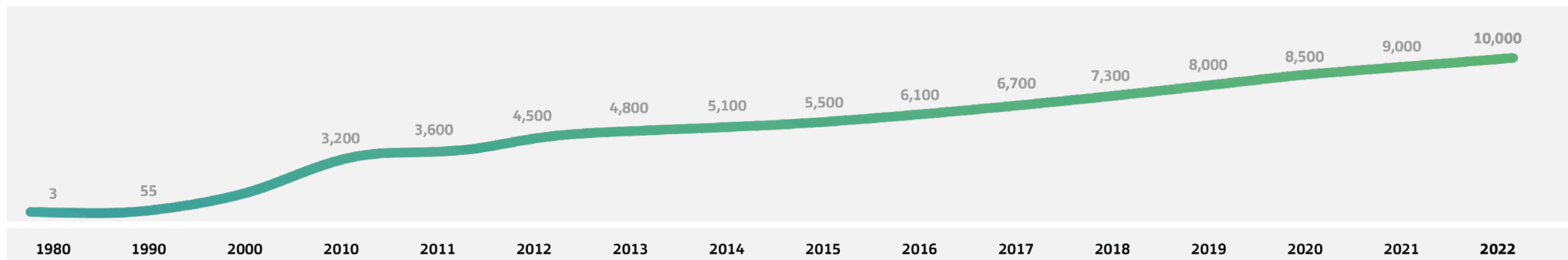


# Consistent growth figures speak for our success

Sales  
Growth  
in € million

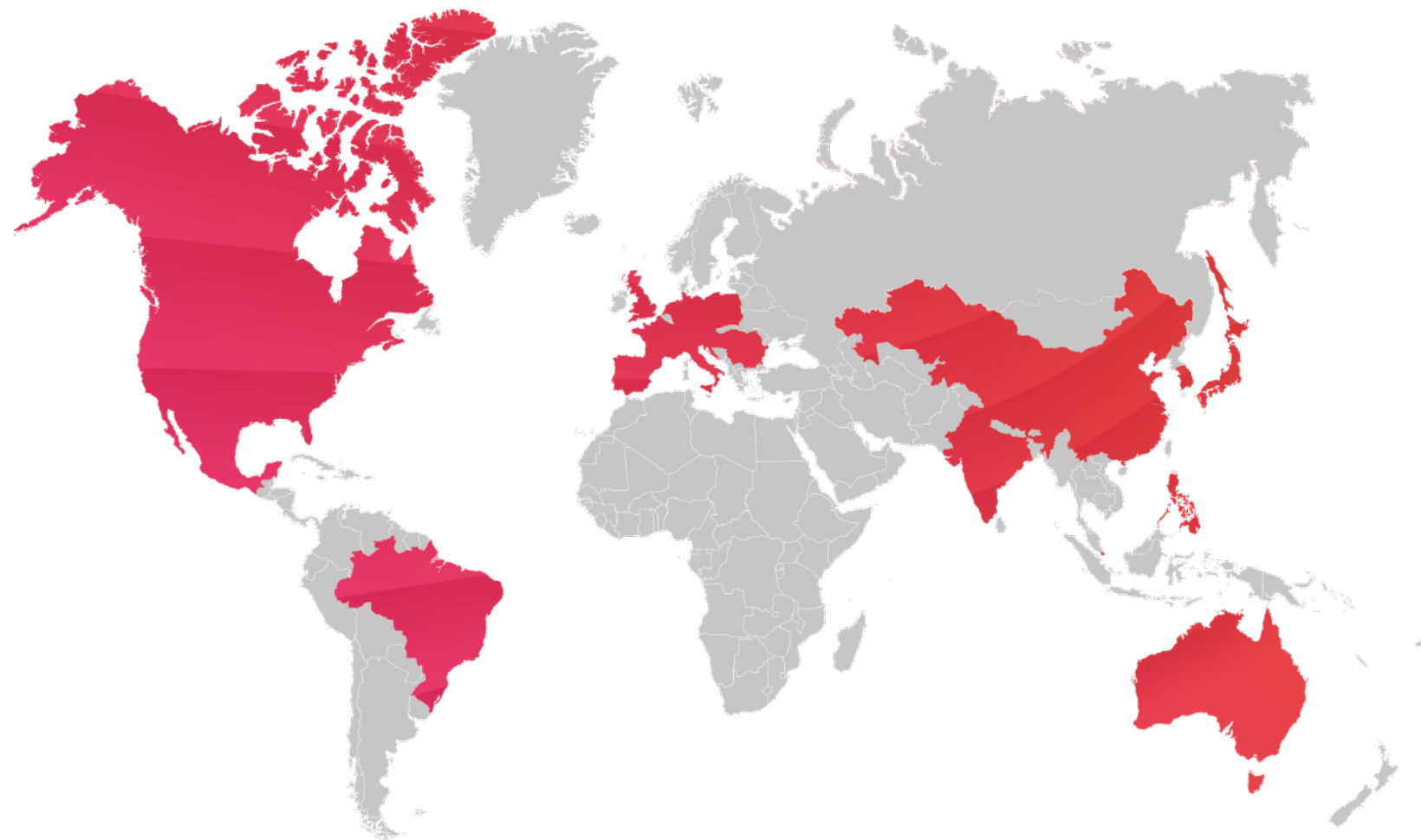


Headcount  
Growth





# Our customers benefit from our global network



# 31

Countries

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



# We are there where our customers need us



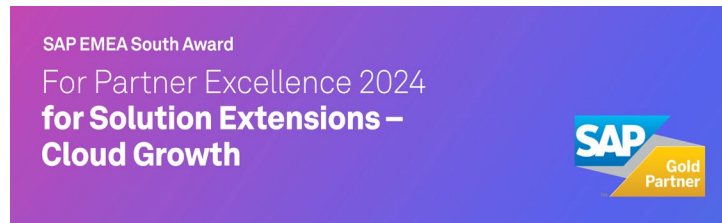
**6,900**  
Employees

**21**  
Locations

**865**  
million € sales in 2022



# We do our best for our customers – and with excellence



Digital Core



Partner Application Industry Cloud



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 defines us at all levels



➤ Karsten Redenius

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

➤ Dr. Frank Schlottmann

Banking | Public Sector | SAP Competence | Artificial Intelligence | Global Alliance Management

➤ Rolf Kranz

Healthcare | Corporate Security | Distributed Delivery | Test & Quality

➤ Dr. Andrea van Aubel

Insurance | Operations | Diversity Management | Corporate Health Management

➤ Dr. Jürgen Zehetmaier

Vorstandsvorsitzender

Automotive & Manufacturing | Legal | Finance & Controlling | Compliance | Corporate Social Responsibility

② We create ecosystems for enabling a better life

# Intelligent solutions and IT consulting

We provide comprehensive support to our customers from the design phase through to technical implementation

## 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.



## 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.



# Core competence Digitalization

## Digital products and services for your business

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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

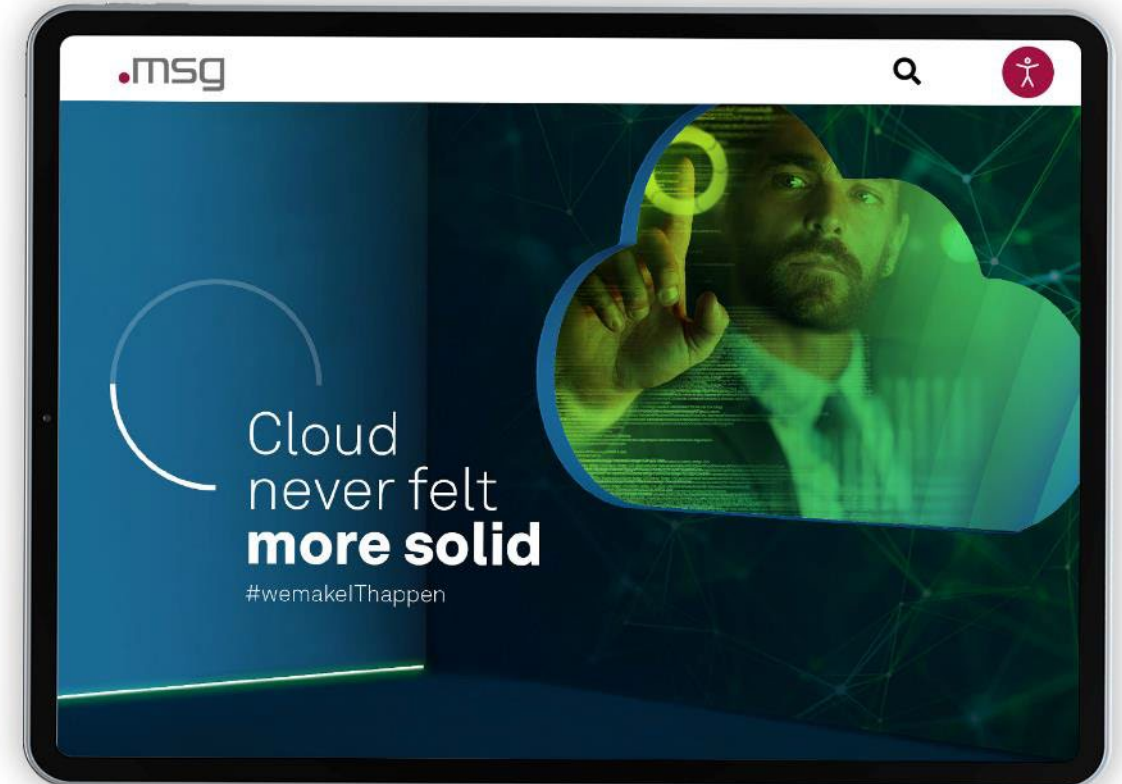
# Core competence Cloud

## 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.

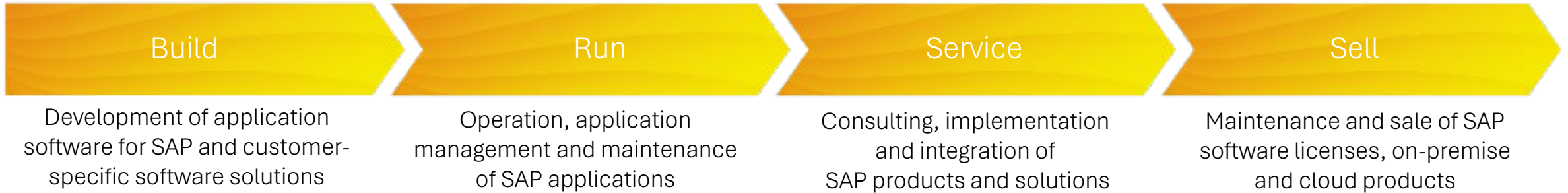
Wherever you may be in your journey – whether you are in the strategy phase, well into the transformation process, or in the midst of implementing managed services – we at msg are here to offer assistance precisely where it is needed.

Our partners:



# Core competence SAP

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



### Current awards



Solution Extension Partner of the Year  
Digital Core



Intelligent Enterprise Innovation  
Partner Application Industry Cloud



AI Partner Innovation



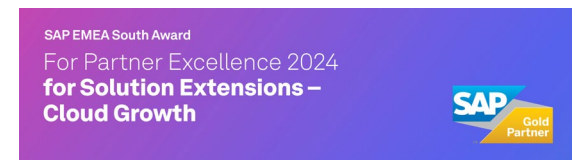
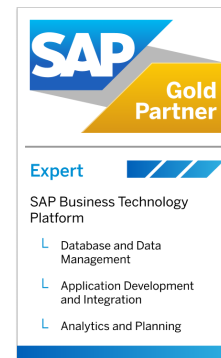
**SAP** Solution Extensions

**SAP** Certified Gold  
Enterprise Support Integration

**SAP** Certified  
in Cloud Operations

**SAP** Certified  
in SAP HANA® Operations

**SAP** Certified  
in Hosting Services





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

## Public

Bundesministerium des Innern  
Stadtwerke München  
ITZ Bund  
Bundesverwaltungsamt

## Industry

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

## Insurance

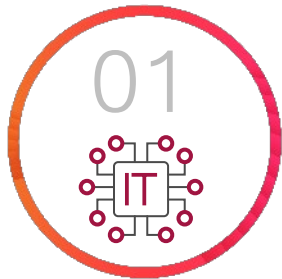
Achmea	Concordia	MSIG	UNIQA
ADAC	DEVK	Munich Re	Versicherungs-
Canada Life	ERGO	PAC Life	kammer Bayern
AIG	Gen Re	Provinzial	VIG
Allianz	Generali	R+V	Viridium
AOK Systems	Gothaer	Swiss Re	Zuger
AXA	HUK-COBURG	Tokyo Marine	Kantonalbank
			Zurich



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



We have the right solution for your specific needs.



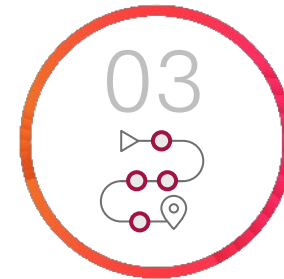
Efficient and well thought out

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



Our strengths, your benefits



## “Stronger together” with our partners

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

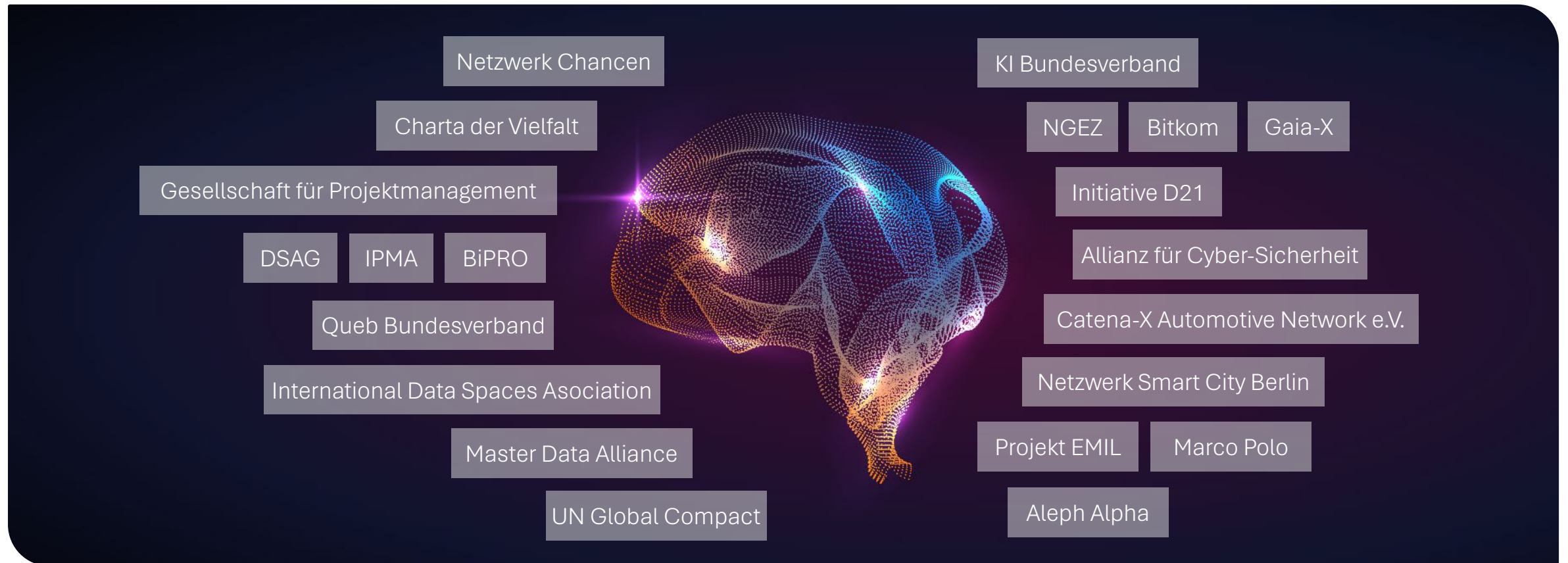
Our goal is to assist companies in achieving their ambitious goals. This is why we at msg strive to build and maintain long-term and successful relationships with our partners.





# Fostering an environment of open 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 a control tool.
-  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 committed to the UN Global Compact in 2023 and joined The Climate Pledge in 2022
- 98.8% of workplaces in Germany have already switched to green electricity. This saves us 2,000 tons of CO<sub>2</sub>
- Targets: CO<sub>2</sub> emissions are to be reduced by 50% by 2025. Climate neutrality by 2030.
- 2022 Foundation of an inclusion company for accessibility on the net: msg.BiN
- 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

# Contact



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