

Investor Day 2021 Cerved Group

March 26, 2021





1. Introduction by the Chairman (G. De Bernardis – Executive Chairman)

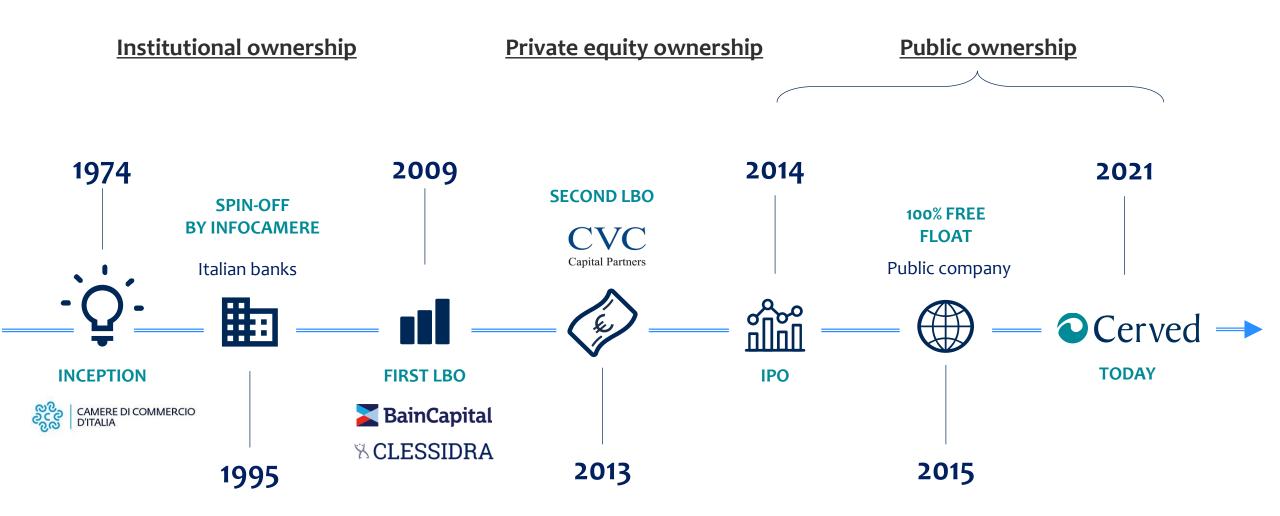
E-MARKET SDIR

- 2. Cerved investment case (A. Mignanelli CEO)
- 3. Cerved for Italy (A. Mignanelli CEO)
- 4. Data intelligence (A. Mignanelli CEO)
 - Offering
 - Channels
- 5. Credit management (A. Mignanelli CEO)
- 6. Talents, technology, sustainability (A. Mignanelli CEO)
- 7. Financials & strategic outlook 2021-2023 (E. Bona CFO)





A brief overview of Cerved's history



Cerved history and governance reinforce its institutional role and fully independent positioning



A success story documented by our 1st and 2nd Investor Days

Since its IPO in June 2014 Cerved has been a success story of resilience, growth and cash flow resulting in its shares almost doubling over the period



1st and 2nd Investor Days in 2016 and 2018



- 2020 Revenues €488m, +47% from 2014
- 2020 Adj. EBITDA €204m, +27% from 2014
- Share price +86% since June 2014 IPO of €5,1
 - €242m dividends paid out 2015-2019

Cerved



Now gearing up for the next phase with our 3rd Investor Day

Cerved is setting its strategy and financial targets until 2023, with a refocus on Data Intelligence, and an ambitious set of targets for the medium term



3rd Investor Day 26 March 2021

- Post Covid recovery outlook
- Strategic refocus on data business
- Focus on organization and execution

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Assessing strategic alternatives for Credit Management to refocus on DAT

Credit Management has been an outstanding success story for Cerved since 2011 Refocus on the core Data Intelligence businesses, capitalising unique market and competitive strengths Additional firepower to create shareholder value via M&A and dividend strategies in line with track record

The performance of **Credit Management** has been strong since the IPO, creating the 2nd largest Italian player and multiplying revenues, EBITDA and AUM by 3x-4x

СМ	2014	2020	х
Revenues €m	53,3	152,3	2,9x
Adj. EBITDA €m	11,2	46,8	4,2x
Adj. EBITDA margin	21%	31%	
AUM €bn	10,3	41,7	4,0x

Since mid-2018 Cerved has been assessing strategic options for the Credit Management division in order to focus on Data, Technologies and Analytics



The disposal would create Italy's leading player in DAT benefiting from outstanding cash generation capabilities at the service of M&A and dividend policies

Cerved	Since IPO
M&A Deals	18
M&A Cash Outflow €m	288
Dividends & Buybacks €m	272
Dividend Yield 2015-2019	3,5%

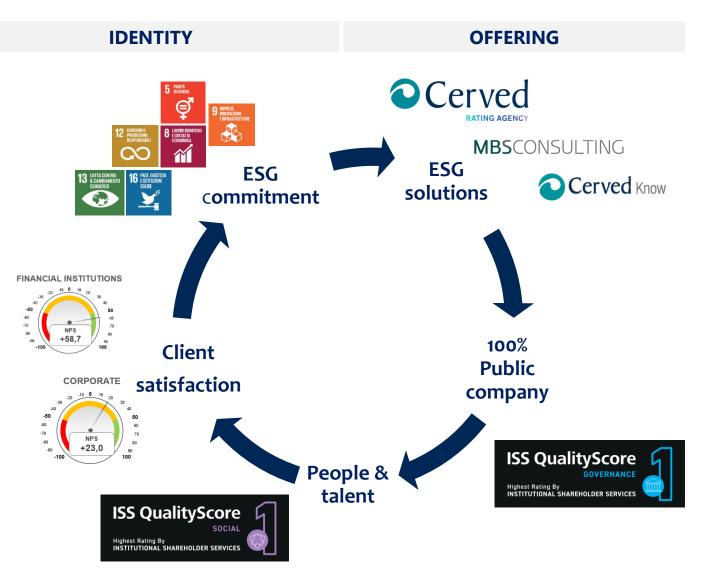
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With sustainability at the core to protect from risk and to grow

Our Purpose

We help the country to protect itself from risk and to grow in a sustainable way

We do it by putting data, technology and talent at the service of people, businesses, banks and institutions





Prospected voluntary public tender offer

Cerved Group SpA received a prospective voluntary tender offer from Castor Srl on 8 March 2021

- The offer was unsolicited and unexpected
- The Board of Directors is currently evaluating the relevant terms and conditions of the offer
- It will provide all the information useful for the Company's shareholders to properly evaluate the offer under the Statement of the Board of Directors to be published by the trading day before the beginning of the tender period
- UBS and Mediobanca have been appointed as financial advisers as well as BonelliErede and Carbonetti as legal advisers

Determinations on distribution of part of available reserves

- The conditions of the offer explicitly refer to the absence of distribution of reserves and extraordinary dividends
- Therefore the Board of Directors took the view that a different determination in this respect could have immediately
 resulted in an interference in the execution of the Offer or in the termination of the effectiveness of the Offer and, in
 any event, in a possible decrease in the price of the Offer
- The Board of Directors will evaluate the opportunity to propose to distribute part of the available reserves over the next few months, taking into account the scenario and the outcome of the offer

Impact of the offer on Cerved's day-to-day business activities

- No adverse affect Cerved's day-to-day business activities
- The Board of Directors and management are conducting the business in the ordinary course, in the best interest of Cerved, its shareholders and stakeholders and with the utmost attention for, and in strict compliance with, applicable laws and regulations

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Prospected voluntary public tender offer (continued)

Extraordinary transactions at subsidiaries' level – Credit Management division

- The Board of Directors has not yet assumed any final decision on the potential sale of the Credit Management division
- The Company has already commented on the rumors (press release dated 7 March 2021)
- The Company will provide any update in accordance with the applicable laws and regulations

Publication of the Strategic Outlook 2021-2023

- The Strategic Outlook 2021-2023 represents the outcome of a process started before the launch of the offer
- The date of the Investor Day was announced with the 2020 preliminary results on February 2021
- Therefore, it could not be in any way intended as an act to hinder or undermine the offer

The Strategic Outlook 2021-2023 does not factorize any potential tender offer and change in the ownership structure of Cerved

- Today's focus is on the Cerved Group stand-alone without any consideration nor impact from the prospected voluntary public tender offer
- In this respect the Q&A session will not address any questions related to such voluntary public tender offer



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Market leader in Italy in Data Intelligence

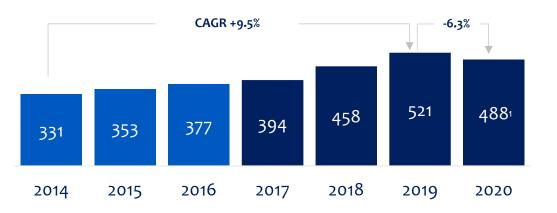


Data intelligence				Credit manag	gement		
Risk intelligence		Marketing intell	Marketing intelligence				
 Credit risk Credit & ESG Ratings Real estate Regulatory & compliance 		 Market & sales intelligence Digital marketing Advanced analytics 		 Banking UTP & NPL Corporate receivables Credit operations Legal services 			
Revenues 2020: €274.3m Adi. EBITDA: €139.2m Cagr 14–19: +1.4% Adj. EBITDA %: 50.7%		Revenues 2020: €59.7m Adi. EBITDA: €16.1m Cagr 14–19: + 28.3% Adj. EBITDA %: + 27.0%		Revenues 2020: €152.3m Adi. EBITDA: €46.8m Cagr 14–19: + 28.3% Adj. EBITDA %: 30.7%			
	t shareCustomer satisfaction>37%92%	% of Sales	Mkt share	Customer satisfaction	% of Sales	Mkt share	Customer satisfaction
Cerved		Revenues 2020¹: €487.8m Cagr 14–19: +9.5%		Adi. EBITDA¹: € 203.6m Adj. EBITDA %: 41.7%			

E-MARKET SDIR CERTIFIED

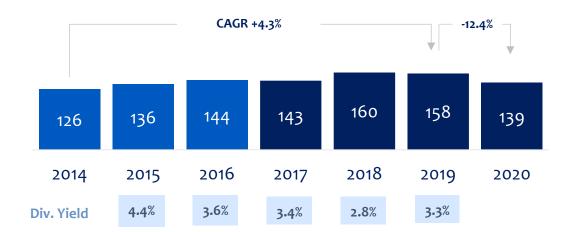
Cerved is a public company with a consistent track record of results

Revenues (€m)



Note: 1) Includes €1.5m of capital gain deriving from the sale of the Turin real estate property

Operating cash flow (€m)



Adj. EBITDA (€m)Not restatedIFRS 9, 15, 16



Note: 2)2017 and 2018 restated; 2017 Adj. EBITDA includes ${\bf \in}4.0m$ adjustment for IFRS 16

Revenues vs. GDP



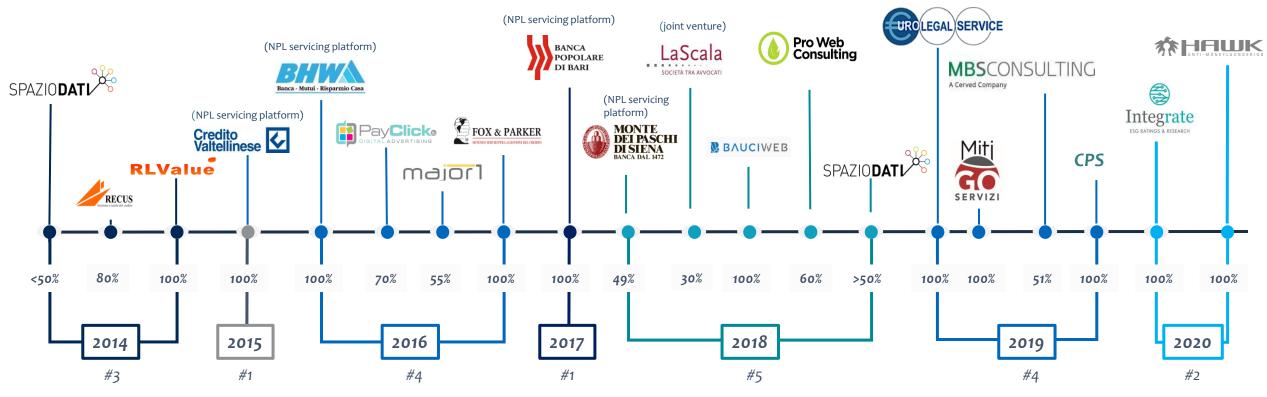
Note: 3) Italian GDP (volume change - linked to reference year 2015). Source: ISTAT, Mar-21

Resilient business model with a balanced mix of a-cyclical, cyclical and anti-cyclical components



Bolt-on M&A has always had a key role in Cerved's strategy

- Cerved has a consolidated track record in delivering accretive M&A transactions in its core business areas as well as in adjacencies
- Since IPO:
 - #19 deals in 7 years
 - >230 €m acquisitions in terms of enterprise value





ESG offering: enabler for the Italian sustainability transition

ESG identity and enabler for Italian sustainability transition

ESG identity in line with best practice

Foster transparency in the system with WE SUPPOR ISS QualityScore Strong SILVER Independent ESG ratings and assessment commitment Highest Rating By INSTITUTIONAL SHAREHOLDER SERVIC 2020 ecovadis Supply chain ESG platform ISS QualityScore Cervec Sustainability **Top quality ratings** Highest Rating By INSTITUTIONAL SHAREHOLDER SERVICE **Corporate ESG** Share **ESG landscape** Help companies to **change ESG targets in STI** Performance in a positive and sustainable **view** and understanding Prime RATED BY ISS ESG ▷ way **Clear roadmap** Cerved Know **ESG** ratings on Cerved **MBS**CONSULTING 8 DECENT WORK AND ECONOMIC GROWTH INDUSTRY, INNOVATIO 5 GENDER EQUALITY AND INFRASTRUCTUR Top management remuneration linked to e ESG targets reflecting 13 CLIMATE ACTION 16 PEACE, JUSTICE AND STRONG selected SDGs CONSUMPTION AND PRODUCTIO



Attractive investment case

6

5

Cerved

Best practice public company

- A public company with top quality investor base
- Best in class corporate governance

M&A track record

- Consolidated track record in accretive M&A
- Focus on both core business and adjacencies
- Ample firepower from capital structure

Strong cash flows and returns

- Solid capital structure, consistently in the 3x area
- Strong and resilient cash conversion
- Dividend yield has averaged at 3.5% from 2015 to 2019

Unique data set and technologies

- Unique data ecosystem
- Proprietary scores & algorithms
- State-of-the-arts technologies to manage and analyse data

Growth opportunities in data & analytics

- Evolve towards new types of Risk Intelligence
- Surf the fast growing Marketing Intelligence wave

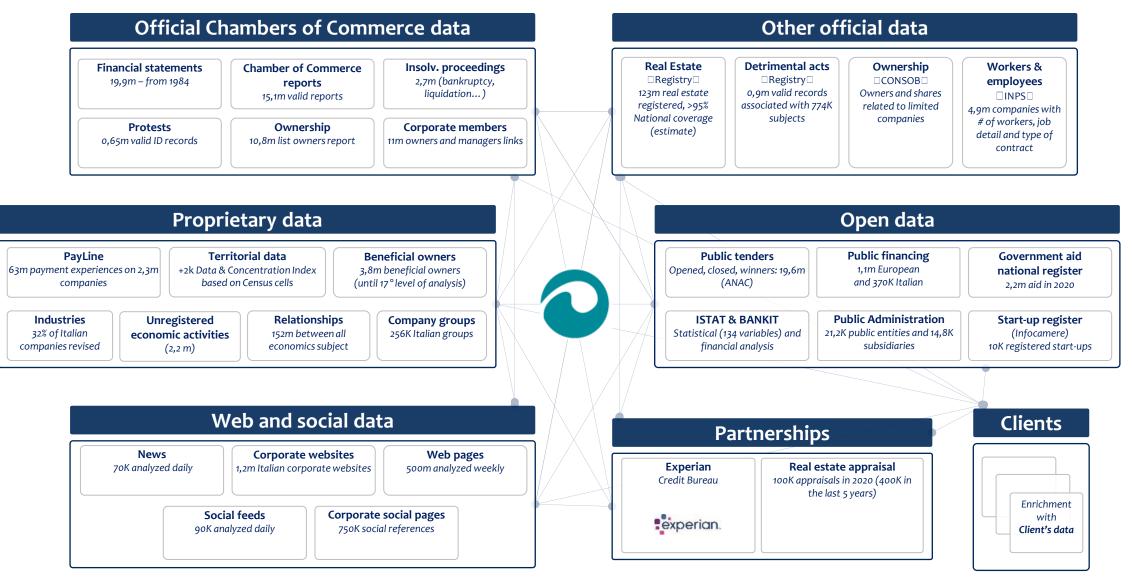
Favorable macro trends

- Cerved positioned to capture favourable megatrends and macrotrends
- ESG themes moving to the top of the agenda

Cerved



Unique data ecosystem



> 40 years of time series and + 600k business rules to qualify and correlate the dataset

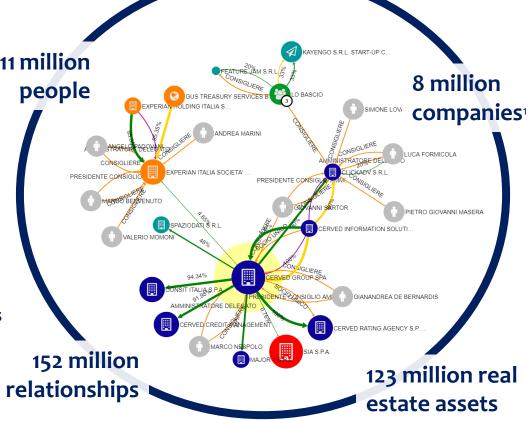


Cerved's proprietary scores are the market benchmarks

Proprietary scores & algorithms

	Benchmark credit risk score available on 3 million companies
Credit rating	Certified ECAI & Rating Tool for solicited and unsolicited ratings
ESG rating	1 Proprietary methodology to assign ESG ratings and scorres
	Proprietary score based on hydrogeological data of the territory
Payline score	Proprietary payment bureau tracking 63m payment experiences
	Al-based risk score on SMEs & Individuals via checking account data
Collection score	Algorithms that assess and prioritize collection of credit portfolios
	Proprietary automated valuation model to assess Real Estate values
Anti-fraud Score	Graph-technology powered score integrated with Credit Bureau
Growth Score	Proprietary score using inter alia companies digital capabilities

The **biggest data graph** in Italy providing **deep connections** among **companies, people and real estate**





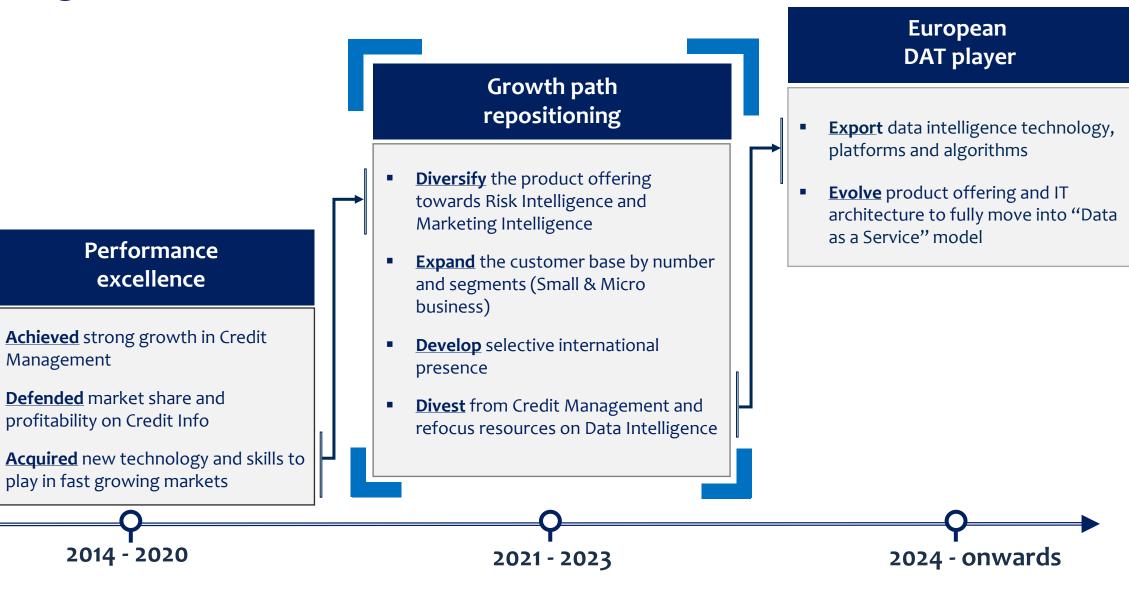
State-of-the-art technologies

Insight 4							
Data visualisation	-	ool for the analysis a relationships betwe mpanies	en que	tural language p erying of databa nerated results i	ses and returni	ng of	Cognitive
Data usability & security	Cyber security & encryption: algorithms based on cutting edge methodologies and Multi Factor AuthenticationBlockchain to improve «notarization» processes100% GDPR compliant architecture			ergonomics and service design applied to company's			
Data analytics	Artificial Intelligence: comprehensive application which exploits Machine & Deep Learning algorithms and technologies (i.e. xgboost, neural network, tensorflow) for data elaboration and decision-making processesSemantic text analytics engine to extractPlatform with >100 APIsDigital				processes and products		
Data lake	>1.1>1.000PetaByteServeof stored(phys)dataand v	ers events	>EUR 40m data purchased every year	Data lake partitions for clients	extract value from non structured data	Invoicing algorithms to read and certify invoices	
Raw data	Technology						Business

OCerved API = Application Programming Interface



Strategy evolution



Cerved strategy





Offering evolution



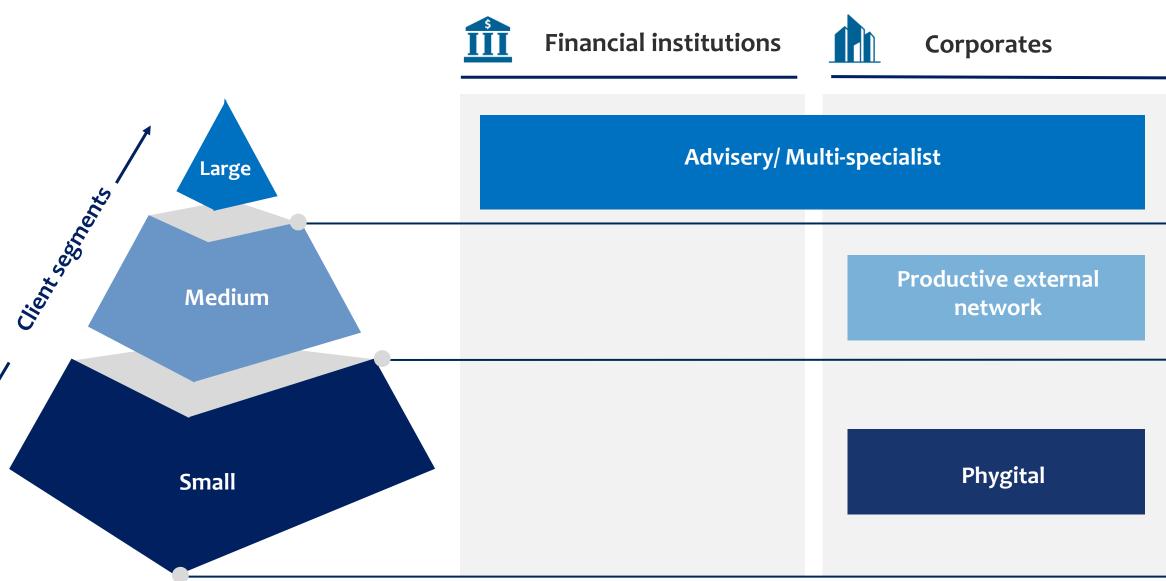
From	Risk Management	Growth Services
То	Risk Intelligence	Marketing Intelligence
Business unit strategy	 Move from credit risk to other types of risk intelligence: Anti-Money Laundering Anti-fraud Regulatory risk Real Estate risk ESG risk 	 Leverage a unique data ecosystem to boost marketing intelligence: Market & Sales Intelligence Digital Marketing Advanced Analytics
		Data alytics

Technologies



Channels evolution





Cerved

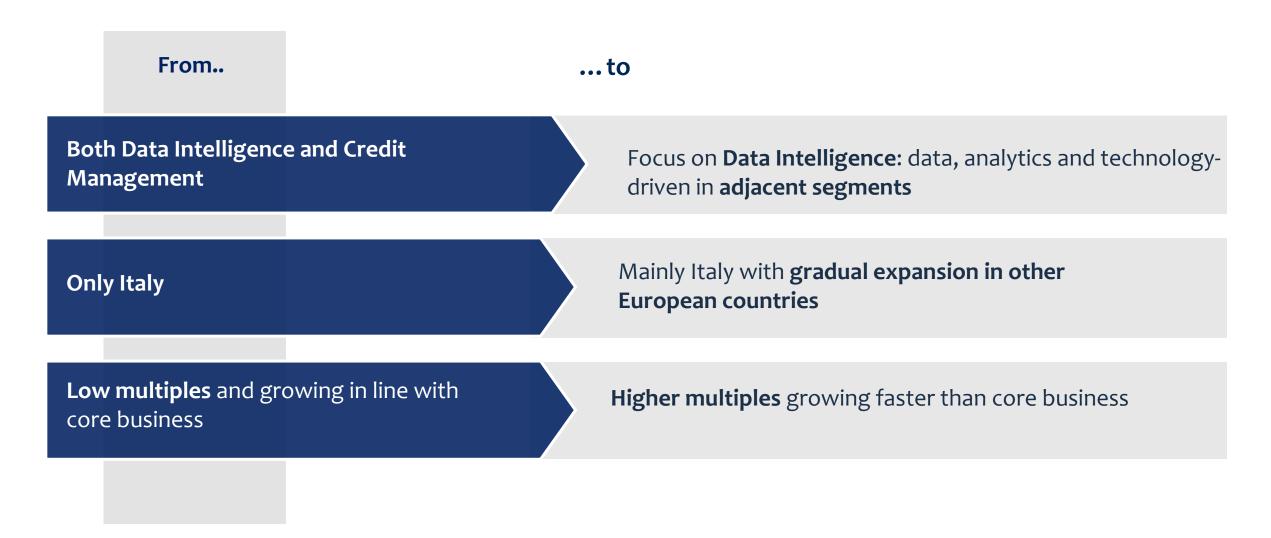


Data Intelligence growth strategy

Business unit	Service lines	 Historical positioning Recent development Target positioning 	EXPAND Customer base with dedicated offering and go-to-market
RISK INTELLIGENCE	Credit Risk Credit & ESG ratings Real Estate Reg & Compliance	UPSELL Non credit risk services leveraging BI leadership	
MARKETING INTELLIGENCE	Market Intelligence Sales Intelligence Digital Marketing Advanced Analytics	X-SELL Exploiting scalable and modular based platforms	
CREDIT MANAGEMENT	Banking UTP & NPLs Corporate Receivables Legal Services Credit Operations	Leverage high performance organization and diversified business model	
		LARGE	MEDIUM SMALL



M&A strategy



Ready for a new season of high quality M&A and international expansion





International corporate development: execution guidelines

Objectives

- Expand the most exportable & distinctive businesses / technologies
- Quickly and profitably enter as many EU countries as possible

Service line to grow internationally

Risk Intelligence	Credit Ratings	 #1 ECAI provider No champions in EU for SMEs Exportable (ESMA) License & Methodology
Ri Intelli	ESG Ratings	Fast-growing & fragmented marketExportable Methodology
Marketing Intelligence	Sales Intelligence	 #1 in ITA No champions in EU Scalable platform and technologies
Mark Intelli	Market Intelligence	 Pull from Sales Intelligence (Atoka)

- No champions in EU
- Scalable platform and technologies

Market

- Pull from Sales Intelligence (Atoka)
- Scalable platform and technologies

Guidelines

- Light distribution and delivery model
- Progressive expansion **country by country**, with a clear roadmap
- Comprehensive data model and data sourcing strategy for service lines simultaneous expansion
- Define a **country-specific entry strategy**
 - Organic vs. M&A (based on opportunities available)
 - Data sourcing maps



Strategic outlook 2021-2023

Guidance

District and and and	Risk Intelligence	Low single digit Corporates: Mid single digit - Financial Institutions: Stable
Divisional organic revenues • (CAGR'20-'23)	Marketing Intelligence	Low double digit
(Chun 20- 25)	Total Data Intelligence	Mid single digit
	Credit Management	High single digit
	Revenues	5% - 7%
Consolidated organic growth (CAGR'20-'23)	Adjusted EBITDA	5% - 7%
(Chun 20 23)	Operating Cash Flows	75%-80% cash conversion by 2023
Growth from M&A (CAGR'20-'23)	Adjusted EBITDA from bolt-on M&A	2.0% - 3.5%
Consolidated organic + •	Total Adjusted EBITDA	7.0% - 10.5%
(CAGR '20-'23)	Leverage Target	 Long-term target of 3.ox Adjusted EBITDA, save for M&A and non-recurring events
Capital Structure <a>Capital Structure	Dividend Policy	 Dividend equal to 40%-50% payout of consolidated profits, coupled with variable additional dividend/ buybacks, subject to M&A



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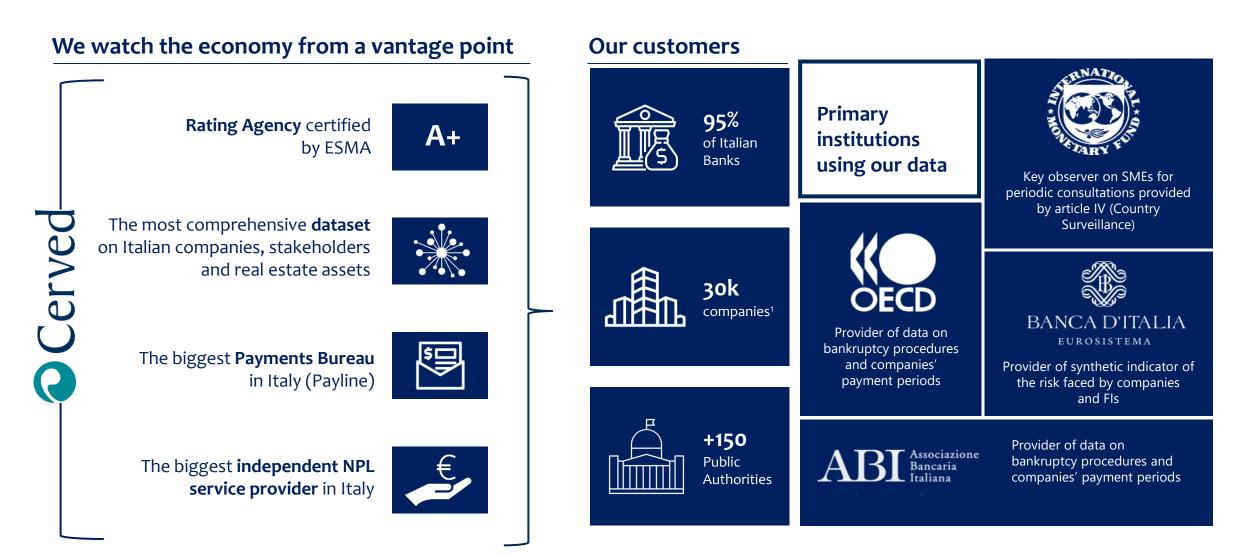
Our purpose



We help the country to protect itself from risk and to grow sustainably

We do it by putting data, technology and talent at the service of people, businesses, banks and institutions

Cerved is the reference point for institutions on the Italian economy



E-MARKET SDIR Certified

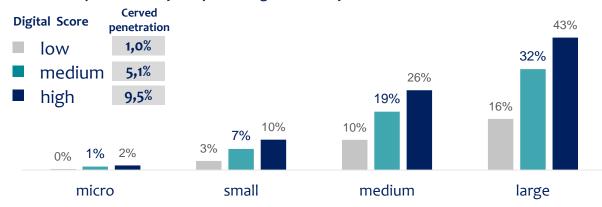
Capability of capturing favourable megatrends and macrotrends

	Digital	Green	Finance &	Structural
	transition	transition	new normal	reforms
	 Increase in use of data Technology trends in AI & ML 45€bn from Recovery Fund Reforms to boost the digital transition 	 Zero CO2 emission in EU in 2050 Green finance & green regulation Customer preferences 67€bn from the Recovery Fund 	 Post-Covid restructuring corporate sector NPE increase and a larger European market 209€bn from the Recovery Fund 	 Italy needs structural reforms to boost growth Many structural reforms favourable to Cerved: Bankruptcy reform Digitalisation of courts Institutional investments in SMEs
— IMPACT —	Cerved is an enabler of SMEs	Cerved ESG scores and ratings	Cerved can support banks and	Structural reforms expected in
	digital capabilities and	expected to be widely used by	institutions to address finance	Italy to boost growth for
	strongly benefits from firms'	SME, corporations, banks and	towards the most productive	Cerved and open markets in
	digitalization	institutional investors	firms and to dispose of NPE	which Cerved is a key player

Digital & green transitions



Higher digitalization of Italian firms can boost Cerved market penetration and growth



Cerved mkt penetration by companies' Digital Score¹ by size

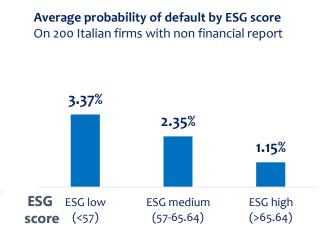
- Recovery Fund and technology trends expected to strongly increase the digital capabilities of Italian firms
- 45€bn from Recovery Fund
- Cerved matches PA goals and digitalized firms in Industry 4.0 like incentive schemes (subsidized finance solutions)
- A digital academy to support digitalization of SMEs and PA

Cerved becoming the enabler of the Italian digital transition leveraging on its comprehensive offering covering the whole Mktg Intelligence cycle

ESG tools expected to be widely used in the Italian economy and sustainability is part of the Cerved strategy

Green

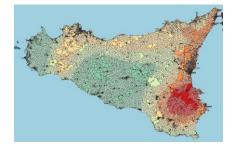
transition



Digital

transition





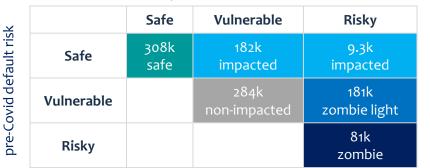
- Boom in green finance and forthcoming regulation: tools to measure ESG performance needed
- 67€bn from Recovery Fund
- New opportunities in adjacent markets (carbon credit register, white certifications, etc.)

Cerved ESG scores, ratings and tools expected to be mission critical for SME, corporations, banks and institutional investors SDIR

New normal & structural reforms

In the new normal Cerved will support financial institutions to address finance to the most productive firms

How to address public intervention in finance: # of firms with public guarantees from the Fondo Centrale di Garanzia, pre- and post- Covid



post-Covid default risk

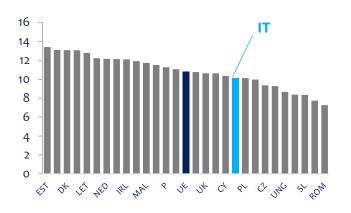
- Cerved can support the government to select zombie firms and economic sustainable firms
- Draghi G30 report: finance economic viable firms with equity and/or lending, let zombies out of the market
- Forthcoming €209bn from Recovery Fund open opportunities in subsidized finance
- 60-100bn of NPE expected as a consequence of Covid-19 also following calendar provisioning and stricter regulation

Cerved information key to support policy makers and banks to address finance to the most productive firms



Structural reforms open markets in which Cerved is a key player

Digital public services index¹



 €11,5bn for digital transformation in
 Public Administration can help Cerved increase market penetration in PA

- Bankruptcy reform will incentive credit-risk forward looking methodologies among SMEs
- EBA guidelines on LOM (Loan Origination and Monitoring) requires banks to implement forward looking analyses

Cerved solutions in bankruptcy reform coherent with LOM supporting both SMEs and banks (Fw, Alert System, Treasury Management Tool)



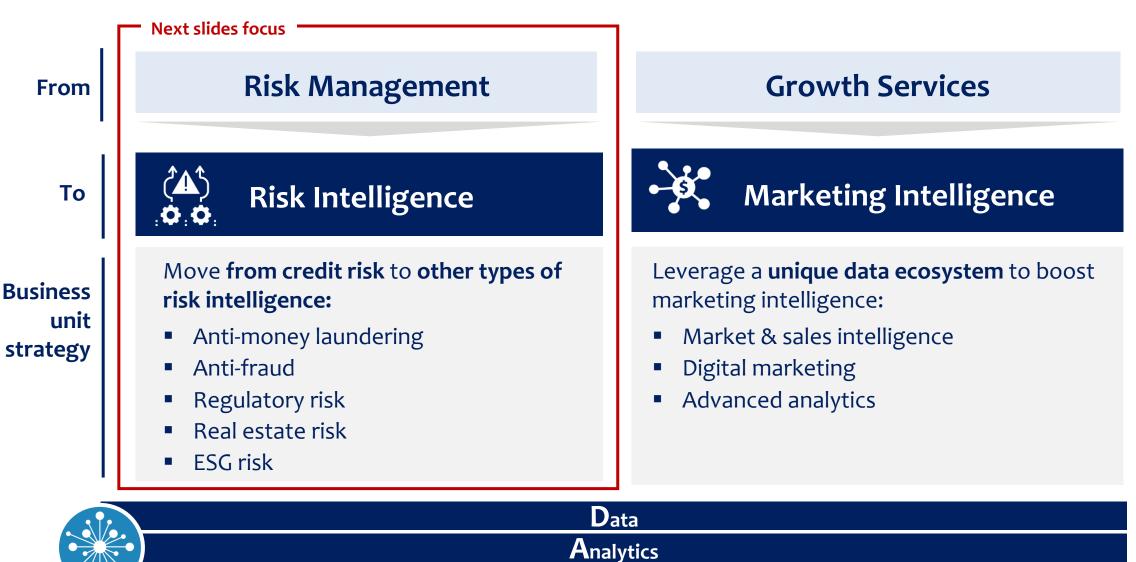
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Offering evolution – Data intelligence

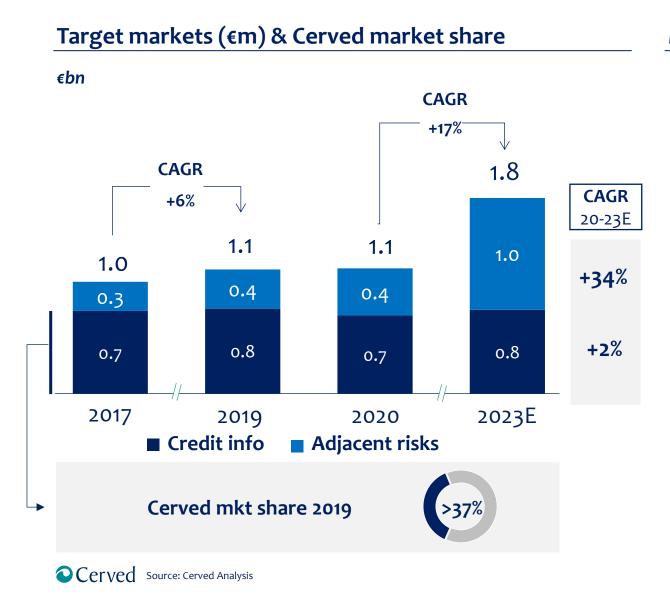


echnologies



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The Risk Intelligence market includes fast growing adjacent segments



Market trends

Stable trends in Credit Information:

- **Pressure on pricing** on standard products
- Increased attention on risk management due to higher uncertainty post Covid19
- Evolution of credit risk assessment logic
- **Digitalization** of products and better UX

Strong growth in Adjacent Risks:

- Open banking, although early stage
- Higher money laundering & frauds risks due to increasing digital interactions
- State higher activism with stronger regulations (e.g. for SMEs)



Risk Intelligence: low single digit growth expected from 2021 to 2023



Historical trends

- Overall stable performance from 2017 to 2020, with contraction of Credit Risk segment
- Strong Covid-19 impact on Credit Risk for corporate clients in 2020
- Growth in Regulatory & Compliance benefiting from cross-selling

Outlook 2021-2023

Low single digit growth

- Managing pricing pressure by delivering high value services
- Product development on new risks
- Products & platforms for medium and small clients



Credit Risk: market leader with numerous growth opportunities

Business Information

Risk Analytics

- Business Information platforms
 - Cerved Credit Suite for corporates
 - Silos platform for banks
- Customized solutions w/APIs

Product

Competitive

advantage

- Score development
- CeBi Convention (standard for banks' financial data reclassification)
- Risk analytics consulting

Unique data ecosystem

- Leading technology and industrialized operations enabling market leading SLAs
- Capabilities c. 200+ analysts, marketing, product specialists
- Market standard products for credit assessment services
- Embedded within bank credit processes
- Capabilities of c. 20+ data scientists

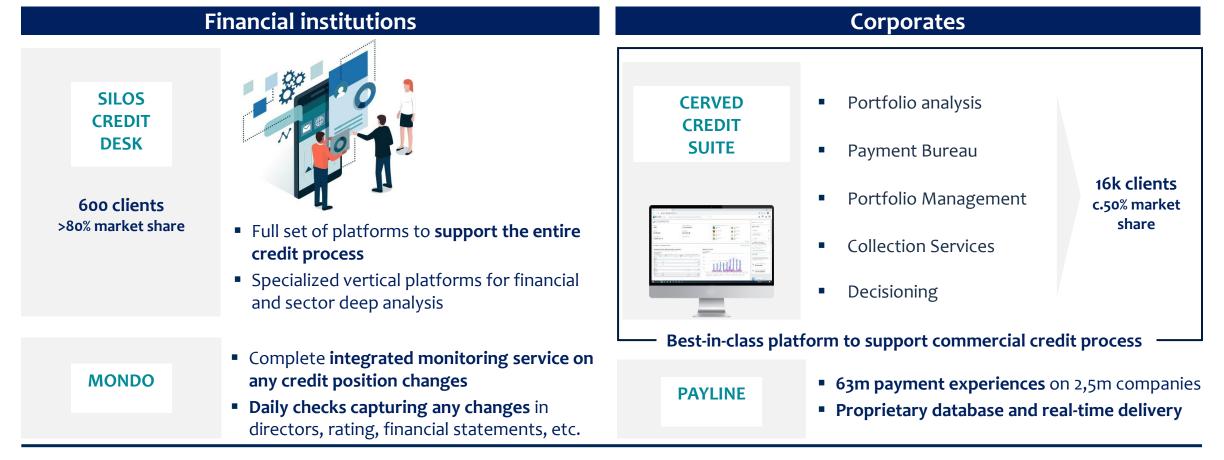


- Pressure on pricing of data proving and standard reports
- Increased appetite for risk management products prompted by higher transactions uncertainty
- Product development to address changes in customer needs
- Regulatory push towards credit risk redesign to integrate forward looking metrics and alternative data (e.g., PSD2) and Artificial Intelligence
- High customer penetration and lock-in through risk projects for top clients leveraging data scientists (CeBi) and MBS



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Unique installed base of platforms for credit risk management







Credit & ESG: the leading Italian rating agency with an ESG angle

	Credit ratings	ESG Solutions	Growth drivers
Product	 Solicited Ratings Unsolicited Ratings ECAI Rating Research 	 ESG Rating and Assessment ESG External Reviews Supply Chain ESG Platform Research 	 Italian market of more than 1mln of SMEs¹ in need of credit and ESG ratings for accessing sustainable and/or government guaranteed instruments Cross-selling opportunity on solicited
Competitive advantage	 Largest SME Corporate Credit Rating Team in EU (120+ analysts) ECAI recognized since 2008 (among the first in EU) Highly reputed by banks and capital markets practitioners 	 Proprietary ESG methodology and database Comprehensive offering for banks, investors and corporates Operating from an ESMA regulated entity in anticipation of forthcoming regulation 	 Cross-sening opportunity on solicited ratings and ESG solutions toward c. 20k Cerved clients compared to 1k current clients ECAI and Credit ratings expected to benefit from banking, insurance and
Market	 #1 Rating Agency in EU by number of corporate ratings¹ #1 Rating Agency in Italy #2 in EU by revenues among "Challenger" Rating Agencies 	 Sole Rating Agency in Italy with ESG mandates from: Banks Corporates Financial investors 	 Financial markets regulators ESG solutions benefiting from capital market tailwinds and incoming ESG Regulation and Supervision (eg, ESMA call to action on ESG Ratings and assessment tools)

Cerved ESMA = European Securities and Markets Authority; ECAI = External Credit Assessment Institution
 1) N. of Italian Joint stock company SMEs ; 2) Source: CEREP (ESMA Central repository for publishing the rating activity statistics)

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Real Estate: leading player in residential evaluation and VIPO services

Real estate appraisals

- Residential and commercial appraisals
- Technical due diligence



Visure ipocatastali (VIPO)

One of the three major players

in the Italian market

- Cadastral data
- Land registry reports
- BPO services

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Growth drivers

- Market returning to pre-Covid conditions thanks to ample liquidity and mortgages
- Increase presence in commercial appraisals & technical services (ecobonus)
- Development of Automated Valuation Models, including monitoring platforms for banks, RE companies and RE funds
- Regulatory changes including EBA and automated RE monitoring and Ecobonus
- Stable market share in both Appraisals and VIPO, after years of growth in Appraisals
- Reduced demand for VIPO services due to insourcing trends by banks

- Unique database covering c. 95% of 123m real estate assets
- Iook appraisals in 2020 (400k in the last 5 years)
- Technical staff composed of 100+ internal experts and 300+ external appraisors boasting a capillary presence in Italy
- Comprehensive product offering, fully linked into the Risk Management platforms of clients

Market

Competitive advantage

Product

Leader in a mature market of Residential Appraisals with the highest profit margins

Upside in Commercial Appraisals



Regulatory & compliance to deal with regulatory risks & opportunities

	КҮС	Reg Tech	Subsid. Finance	Growth drivers
Product	 End-to-end digital onboarding AML suite Graph 4 You Anomaly Detection 	 EWS alert systems Professional services Treasury mgmt. SW 	 BPO for Banks for Gar. Fondo Centrale "Cerca Bando" Advisory for SMEs 	Digitalization of business interactions with higher relevance of AML and fraud risks via fast and compliant workflows
	Biggest business grap	Cerved Sistemi di allerta	 Cerved FinLine Acquisition of 	Increase AML penetration on banks via distinctive modules (eg Visius) and non- banking segments (eg Easy AML)
Competitive advantage	 Proprietary or exclus workflows 	ive platforms & n 2020, AML specialist	Finline in 2019 58k dossier +120 cliens	New regulation with increasingly stringent compliance obligations for SMEs eg. new Codice della Crisi di Impresa and forward-looking indicators for banks
Market	AML leading player (e.g., gaming) with an incumbent on	New business	Service launched in 2019 with the acquisition of Finline	Subsidized finance to continue to benefit from Government support of SMEs (€145bn ¹ requests received to access the Fondo di Centrale Garanzia)
<	banks			Cross-selling opportunity toward c.20k Cerved banking and Corporate clients

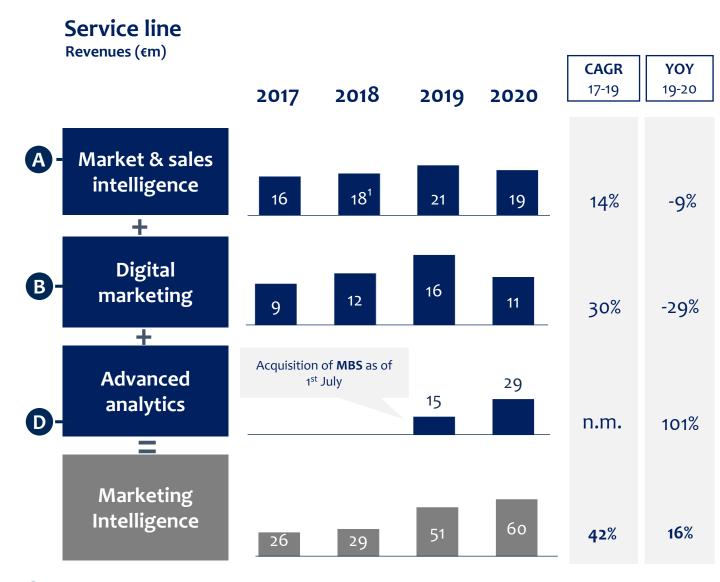


Offering evolution – Data intelligence





Marketing Intelligence: low double digit growth from 2021 to 2023



Historical trends

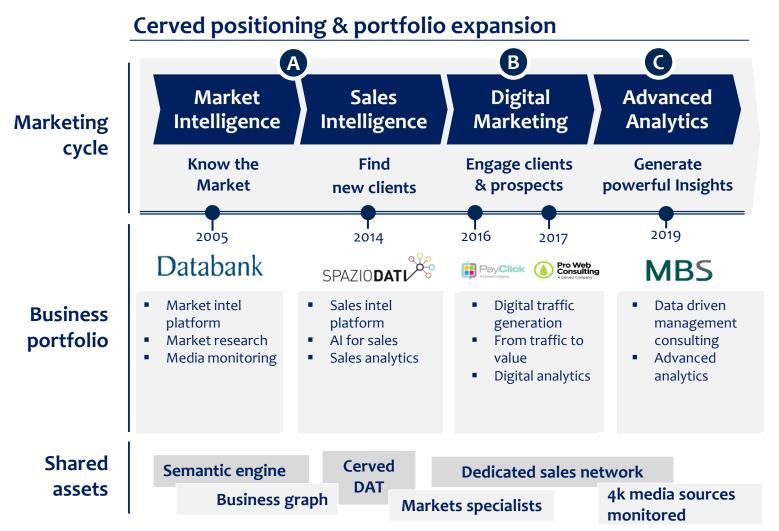
- Acquisition of MBS in 2019 doubled the size of the business unit and improved growth prospects
- Overall growth in other segments from
 2017 to 2020 despite Covid-19 impact
- Sales Intelligence benefiting from contribution of Atoka

Outlook 2021-2023

Low double digit Growth

- Evolve Atoka into market leading tool
- Launch of new Marketing Intelligence platform
- Market expansion on mid and small clients
- Selective international expansion

Comprehensive bouquet of services covering the entire marketing cycle



Market macro-trends

- Marketing services industry persists in being highly fragmented
- Growing importance of data & analytics in driving marketing decisions
- Digital solutions takes over legacy products at growing rate
- Worldwide success of platformbased solutions providing real-time marketing insights
- Increasing appetite of SMEs & Micro companies for Marketing Intelligence

E-MARKET SDIR CERTIFIED



Market Intelligence: unique market insights via a digital platform



New platform (Q1 2021)

- Market & sector analysis
- Data providing
- Media monitoring



KNOW AND MONITOR THE MARKET TO FIND GROWTH OPPORTUNITIES

Databank

Growth drivers

- Underpenetrated and highly fragmented Italian market and unique offering inspired by global best practice (eg, GlobalData and Statista)
- Fully scalable business model enabling shift to a recurring revenues model
- Strong commercial network with 70 dedicated accounts
- Cross-selling opportunity toward c. 20k Cerved existing clients compared to 1.4k current clients
- Synergies with Atoka and MBS projects

- Largest and unique database on Italian companies
- 30-year track record and knowledge of markets
- Strong team of c. 60 experts, fully in-house
- Synergies with Cerved: data, go-to-market, brand, clients

Market

Competitive

advantage

Underpenetrated and highly fragmented Italian market

Cerved has a unique offering for the Italian market

Only 7% penetration of Cerved Clients

Sales Intelligence: Atoka is the reference sales intelligence solution in Itary

FIND NEW

CLIENTS

+6m

Italian

companies



Competitive advantage

Sales funnel management

Sales intel, Platform

Mkt prospect similarity

Lead generation

• State of the art product, benchmarked to international leaders

○○

- Largest and unique database on Italian companies
- Strong team of c. 29 data scientists, fully in-house
- Synergies with Cerved: data, go-to-market, brand, clients

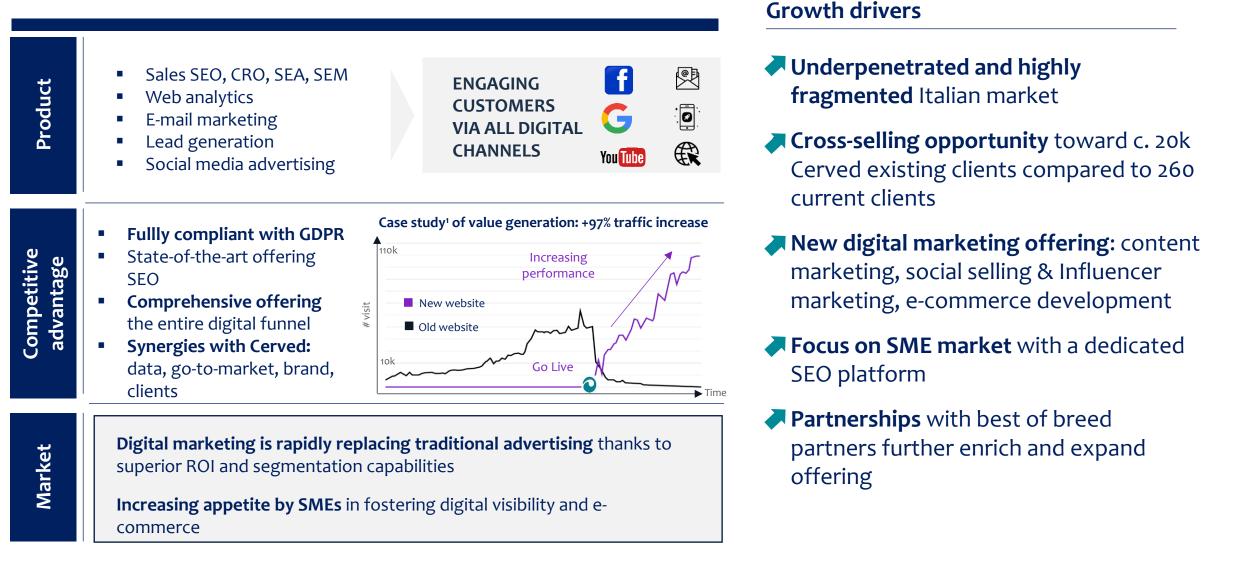


Growth drivers

- Underpenetrated and fragmented Italian market & unique offering inspired by global best practice (eg, ZoomInfo)
- Cross-selling opportunity toward c. 20k Cerved existing clients compared to 1,5k current clients
- Expand on Small & Micro segments leveraging on (i.) dedicated product (i.e. Atoka Pocket) as platform and (ii.) digital channel and sales
- Potential upside in Europe by leveraging on partnerships and M&A to accelerate data acquisition and commercial expansion
- Fully scalable business model enabling shift to a recurring revenues model



Digital Marketing: covering all customers' digital engagement needs





Advanced Analytics: a unique offering combined with Cerved's dataset



- Churn prediction
 - Pricing strategy
- Cost excellent program
- Digital interaction model
- Mkt and credit strategy

Leader in insurance segment

Strong performance in 2020

Leader in pricing models for banks

Go to mkt strategy

POWERFUL INSIGHT TO IMPROVE STRATEGY AND BOOST GROWTH AND PRODUCTIVITY

Growth drivers

- Pursue full exploitation of synergies offering MBS Advanced Analytics projects to Cerved clients
- Selective M&A to fuel competitive advantage on data-driven consulting projects
- Potential upside in delivering Advanced Analytics for medium

MBS – Cerved synergies

Strengthens go-to-market and client relationship
 Helps promote use cases and focus on innovation
 Cross-selling advisory to Italian banks
 Expanding client base

Product

Market

■ Mngmt consulting market value at €4bn¹ o/w 20% Advanced Analytics

MBSCONSULTING

 Raise of advanced analytics consulting doubling the growth of traditional advisory (12,7% vs. 6,4%)¹

100+ consultants with 25 partners with long tenure

 Cerved as challanger with strong positioning on specific verticals (e.g., Advanced Analytics project for insurers)



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Channels evolution Next slides focus \$ **Financial institutions** Corporates Advisory/ Multi-specialist Large Client, See **Productive external** Medium network Phygital Small Cerved



Financial institutions channel - performance & outlook



Historical trends

- Stable risk intelligence with contraction in Credit Risk and Real Estate more than compensated by strong growth in Regulatory & Compliance
- Solid organic growth in Market and Sales Intelligence which benefitted from increased focus on cross-selling with regards to the legacy offering and the Atoka service range

Outlook 2021-2023

- Stable outlook in Risk Intelligence, with potential for Credit/ ESG ratings, analytics & KYC
- Further contribution from Marketing Intelligence, growing and still largely underpenetrated

Evolution from provider of data to provider of value-added services



New service model **Product innovation** Proprietary systems linked to the Leading Market's largest salesforce with 30 resources Analytics database allowing banks to improve their sales & Early Warning accuracy ratios within credit processes force and rating models Geared toward achieving: Commercial, technical and Largest & most complete database & consulting skills plus MBS comprehensive coverage combined with Analytics & Early Warning Data & scores for data driven solutions systems creates a unique offering for an client acquisition and transformational Client estimated 90% of Italian banks initiatives service cross-selling and upselling New platform with end-to-end solutions teams Subsidized over the credit cycle which in 2020 finance related to approx. EUR 5,5bn of Large banks: 9 groups, 122 licenses, underlying loan volumes EUR 71 Revenues in 2020 Almost all large banks have new atoka Medium banks: 40 groups, 135 licenses, contracts or pilots, further Fls EUR 28 Revenues in 2020 contractualised growth in 2021 cluster Update of Cerved Group Score to assist Small/ BCC/ Other¹: 2 large groups 308 licenses & other (205 licenses), banks in dealing with Covid-related risks, **CGS** Covid similarly to the Corporate EUR 43 Revenues in 2020 channel offering

E-MARKET SDIR CERTIFIED

Clear strategy to defend from pricing pressure and consolidation

Contract renewals

- Pressure on Credit Risk data, particularly if sold stand-alone
- Product innovation within Cerved's
 Analytics & Early Warning systems
- Stronger cross-selling capabilities
- Anticipation of contract expiries coupled with product innovation and cross-selling
- High complexity & decommissioning



 > 50% of value expiring in Dec 2023

Cerved commercial strategy less oriented on long term contracts, which imply higher discounts and tenders

Bank consolidation

- Common client overlap
- Higher bargaining power of enlarged bank
- Lower sophistication of purchased bank, offering product upgrade potential
- High complexity & decommissioning, particularly during mergers
- Mergers expected to occur mainly between Cerved existing client base

- Strong track record in growing overall revenues (+3,0% CAGR from 2017 to 2020) while cross-selling and diversifying the product offering
- Increased contribution from Regulatory & Compliance, Marketing Intelligence and Advanced Analytics more than covering contration in mature Credit Risk and Covid-related issues with Real Estate





Channels evolution Next slides focus **Financial institutions** Corporates Advisory/Mu ti-specialist Тор Client See **Productive external** Large/ Mid network Phygital Small/ Micro Cerved



Corporate channel - Cerved performance & outlook



Historical trends

- Mid single digit growth in Risk Intelligence until 2019. Contraction of consumption in 2020 due Covid-19 related impact on underlying business trends
- Solid growth in Marketing Intelligence benefiting from cross-selling and enlarged product offering, with limited impact from Covid-19 mainly thanks to AA

Outlook 2021-2023

- Mid Single Digit in Risk Intelligence, with a focus on KYC
- Further contribution from Marketing
 Intelligence and Corporate Receivables



Strategy to foster cross-selling, upselling and new clients

	Go-to-ma	Commercial strategy	
	Risk Intelligence & Credit Collection	Marketing Intelligence	All business units
Тор	 #25 key accounts #5 advisory accounts 4 industry sectors 	 #70 field sales 	 Delivery via client service teams with commercial and technical skills Strong focus on projects which integrate the service offering Incorporation of sector characteristics
Large/Mid	 #160 field sales #25 Telemarketing staff 3 geographic areas 4 industry sectors #50 resources in special accounts teams (Usage stimulation, Credit collection, Ratings, Digital marketing) 	 3 geographic areas 	 Develop project s for clients which integrate business information with other Cerved services, via (i.) Usage stimulation and specialist account dedicated teams, and (ii.) New client generation
Small / Micro	 #20 Telest Website Partnersh 	C	 New client generation Develop off the shelf products Push on digital/online approach for both sales and usage stimulation



The leading go-to-market in Italy

Corporate channel KPIs

	# of clients	2020 Rev. €m	'ARPU¹ (€k)
Тор	1k	92	€94k
Large/ Mid	13,7k	119	€9,ok
Small/ Micro	8,8k	12	€1,4k
Corpo	orate Chani	nel Key Obj	ectives

- Top and Large clients: increase ARPU and share of wallet
- Medium clients: increase penetration, ARPU and n. of clients
- Small and Micro clients: increase number via dedicated product platforms

Client dynamics for Risk Intelligence products

- Churn and new client generation have averaged at c. 6% and 5%, respectively, from 2017 to 2020, limited Covid impact
- Consumption of existing clients averaged 5% except 2020, due to lower consumption in particular of SME clients due to Covid
- Churn Existing New



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Truly independent player with a comprehensive product offering

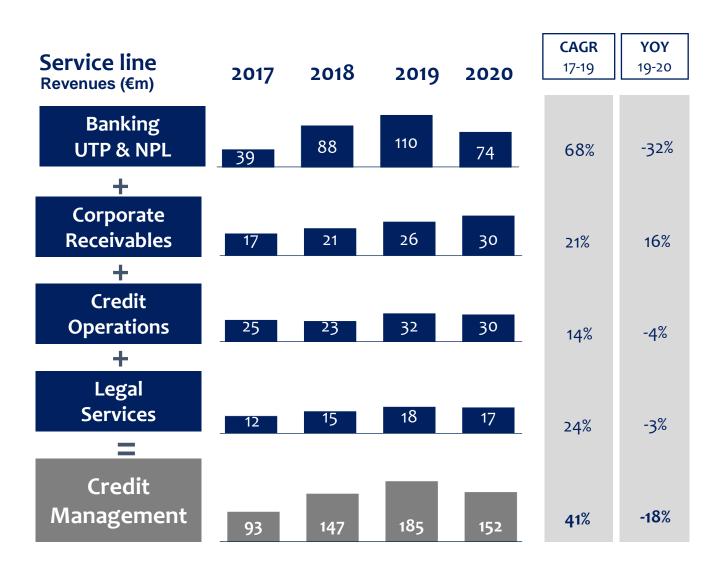
Product offering and client segmentation

Type of client	# of clients	Banking UTP & NPLs	Corporate Receivables	Credit Operations	Legal Service
Banks	19	\mathbf{O}		\mathbf{O}	\mathbf{O}
Investors	8	\mathbf{O}		\mathbf{O}	$\mathbf{\hat{\mathbf{v}}}$
Consumer Finance	26		\mathbf{O}	\mathbf{O}	\mathbf{O}
Utilities & Large comp.	79		\mathbf{O}		\mathbf{O}
SMEs	1,575		\mathbf{O}		\mathbf{O}
Public Admin.	21		\mathbf{O}		
Revenue o	diversi	fication	C	ient concent	ration
20%	Bank	ting UTP & NPL		22%	■Top 3
	■ Corporate Receivables		es	12%	■ 4 to 10
49 ¹ 20%	■ Cred	it Operations	37%	29%	11 to 20Other
	Lega	l Services			

- Cerved is the only player in Italy with a highly diversified product offering in order to tackle all client needs
- Leading position in Banking NPEs, having completed a number of high-profile and long term operations with banks and funds
- High Revenue diversification with a strong focus on the Banking NPE segment and the Corporate Receivables segment complemented by ancillary services
- High client diversification with almost 1700 clients, of which top 10 clients chiefly related to large NPE servicing contracts



Credit Management: high single digit growth expected to 2023



Historical trends

- Strong growth to 2019 thanks to organic growth, high-profile transactions and diversification
- Decline in 2020 in Banking NPE due to the Covid-19 pandemic, albeit segments offering growth and resiliency

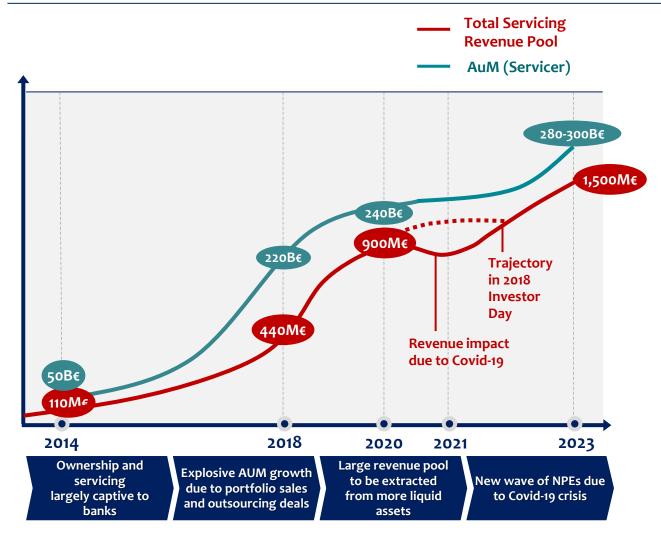
Outlook 2021-2023

High single digit growth

- Develop UTP servicing for banks
- New NPL servicing contracts
- Growth in corporate receivables
- J/V with investors

NPE servicing market expected to return to growth post Covid-19

NPL servicing market outlook



- Cerved's 2018 Investor Day anticipated stabilising NPE volumes albeit growing revenues due to performance, macro and Ancillary Services
- The Covid-19 is expected to generate EUR 60-100b new NPE volumes, and consequently also Servicing Revenues
- Healthier banks coupled with new instruments such as GACS expected to accelerate NPE disposal timeframe by banks
- Continuing pressure from BCE on banks to maintain balance sheets healthy

E-MARKET



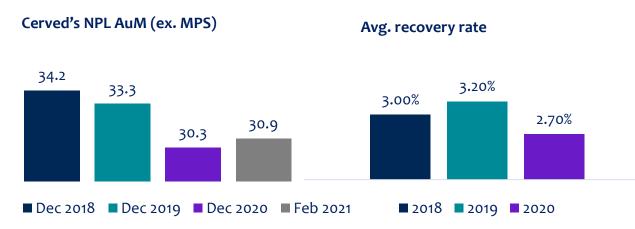
Covid-19 impact has changed the medium to long term perspective

Cerved market positioning

Ranking by AuM as of 30/06/2020 (€396bn total)



Cerved AUM and collection rates (excl. MPS)



- Truly independent player well positioned with key institutional investors such as Atlante/ DeA, AMCO and REV
- Knowledgeable and experienced servicer with data driven expertise on credit towards corporate and SMEs

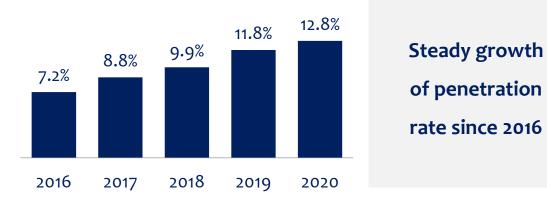
- Target of new AUMs of approx. 2b per annum from 2021 to 2025, leading to total NPL AUMS remaining stable
- Net NPLs already secured in 2021 of 700m from AMCO, plus up to €2,5bn in the medium term via Polis

Corporate receivables to continue to benefit from cross-selling upsides

Cerved market positioning



Corporate Receivables client penetration



- High market growth potential: limited penetration in SMEs, and new wave of Covid-19 delinquencies and liquidity crisis
- Integration with EuroLegal reinforced complete offering (phone and home collection) and coverage of the market
- Upside from expanding Cerved's presence in the Public Administration sector
- Increase penetration of the client base: continue to increase overlap of the Risk Intelligence and Credit Management client bases
- Collection performance optimized through by a data driven customer approach
- Sales force restructuring in 2019 to combine sales forces, product platforms and contracts for Credit Risk & Corporate Receivables clients

SDIR

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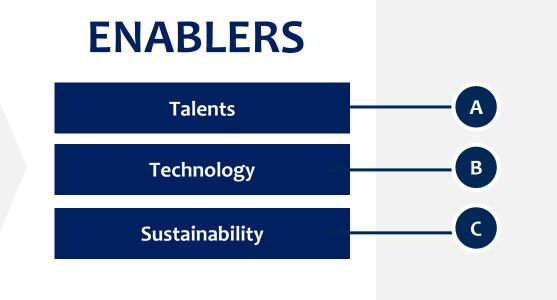
Talents, technology, sustainability

Business strategy

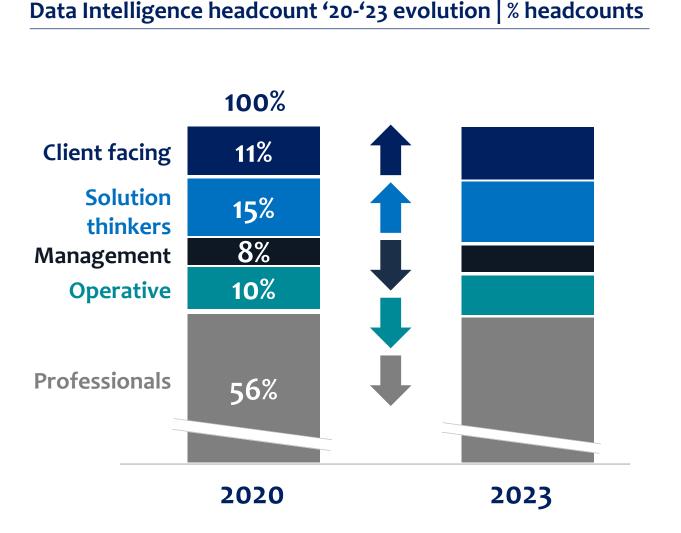


EXPAND

- More Medium clients
- Enter Small clients segment



Data Intelligence workforce: evolving capabilities to increase productivity



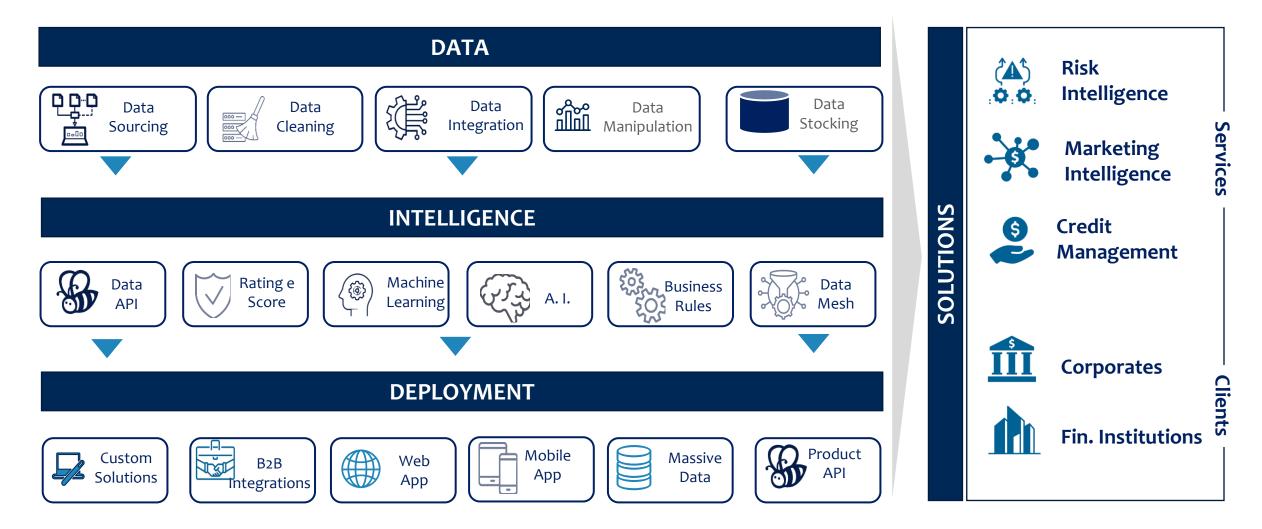
- Increase corporate / client facing roles to support the new distribution model
- Inject data & tech competencies

 Improve overall productivity in terms of EBITDA / HC SDIR



Technology platforms enabling sourcing, data analysis and deployment

Leading team with 220 IT specialists supporting 300 analysts and operations staff with yearly data spend of €35m





Rusiness

Technology innovation based on scalability with intelligence at the core

Technological

Capex and Opex expected to register limited growth in the future, thanks to specific initiatives and targets on efficiency and effectiveness

	Description	impact	impact
Multi Cloud	Migration from internal datacenters to cloud	Optimise costsQuality of service	Time to marketSecurity
Machine Learning & A.I.	Extend use of A.I. on new categories of datasets	 Improve data analytics Algorithm efficiency 	Data enrichmentNew services
Data mesh	Transition from centralised to peripheral dataLake	Lower complexityOperating efficiency	 Time to market Seamless B2B integration
Decommissioning	Eliminate obsolete and unproductive services	Cost reductionOperating efficiency	Rationalise offeringFocus on core products
Product API	Widen API offering in data and functions	 Quality of service B2B service quality 	 Time to market Client and partner integration
Automation	More robotics and Low Code for development	Cost efficienciesLower complexity	Time to marketLower service pricing



Sustainability strategy combining Cerved's identity & offering

For the Cerved Group, sustainability has a double value: engaging itself (ESG Identity) as well as supporting the economic system in achieving its sustainability target (ESG offering)

We help the country to protect itself from risk and to grow sustainably

ESG IDENTITY

Our commitment to sustainability

- Foster awareness and culture
- Set ESG goals for remuneration
- Increase ESG investor engagement
- Analyse Cerved's sustainabilty impact
- Improve ESG ratings on Cerved



ESG OFFERING

Our sustainability offering

- Enabler for the Italian sustainability transition Cerved
- Foster transparency in the system with independent ESG ratings & solutions
- Help companies to change in a positive and sustainable way MBS
- Share ESG landscape view and understanding



15-20% of Top Management Short Term Incentives based on ESG targets

SDGs	Target	2020 Baseline	2021 Target	2023 Target
9 ROSETY INVALUA ADMARKETICH	Carry out the Cerved Group impact assessment	-	Completed	Implementation
13 datat Action	Renew the car fleet through purchases with reduced environmental impact (CO $_{\rm 2}$ Scope I)	-	<140 gr CO ₂ /km	<130 gr CO ₂ /km
13 date	Increase the percentage of direct purchases of electricity from renewable sources In Italy (CO_2 Scope II)	97.8%	>95%	100%
5 CONST	Increase the number of women in managerial positions	Managers: 40.1% Executives: 13.6%	At least 50% new female managers and 30% new female executives	Managers: ~41-43% Executives: ~15-18%
8 весен меня лап есономе самин	Increase the average number of training hours per employee	16.5 hours	18 hours	24 hours
8 acces sees and tecnologic dentrit	Obtain ISO 45001 health and safety certification	-	Certification process management for Cerved Group SpA	Extension of the certification to other Legal Entities
16 Here Astrono Astronomous Astronomous	Obtain ISO 37001 anti-corruption certification	-	Certification for Cerved Group SpA	KPIs Monitoring
12 REPORTER LOCASIFIC LANGELETIN	Increase the percentage of suppliers evaluated according to ESG criteria	-	100% suppliers (> 500k Euros)	100% suppliers (> 100k Euros)
12 ECONOREL CONSIDERTIN AND PRODUCTION	Maintain high customer satisfaction	91.3%	91.3%	91.3%

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Solid historic growth trends to 2019 until Covid-19 impact in 2020

Historical trends

- Solid Adjusted EBITDA growth until 2019, with 14% decline in 2020 due to Covid-19
- Overall margin contraction mainly due to strong Credit Management, with structurally lower margins
- Data Intelligence margins impacted in 2020 much less than the Credit Management business

Trends from 2021 to 2023

- Data Intelligence margins expected to remain stable at 2020 levels, reflecting recovery from Covid-19, operating leverage, efficiency efforts and newer businesses with lower margins
- Also Credit Management business expected to expand margins from 2021 mainly due to a return to growth of revenues



• Cerved 1) Excluding €1.5m of capital gain deriving from the sale of the Turin real estate property 2) Group Adj. EBITDA Margin 2020 refer to Revenues and Adj. Ebitda excluding €1.5m of capital gain deriving from the sale of the Turin real estate 73 property

E-MARKET SDIR CERTIFIED

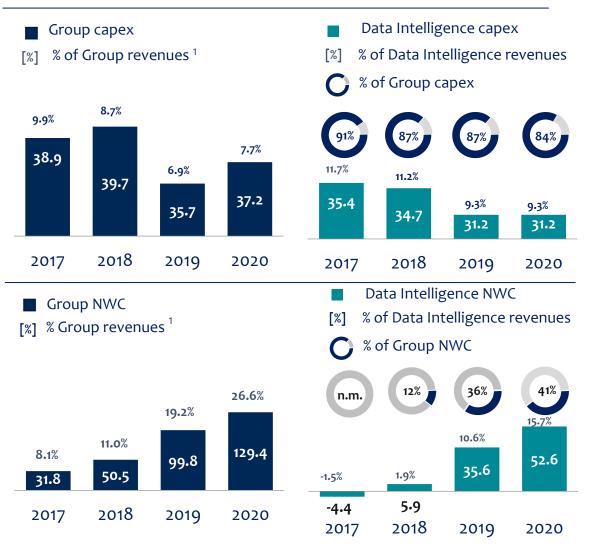
Capex to remain in line with recent levels, and NWC expected to improve

Capex dynamics

- Group was fairly stable from 2017 to 2020, with a higher proportion of capex in Data Intelligence due to the nature of the business
- 2020 to 2023 Capex expected to remain in line with historical range

NWC dynamics

- Group NWC progressively grew from 2017 due to the growth of the CM business, newly acquired companies and longer DSO due to Covid-19
- Both at the Group and Data Intelligence levels, NWC expected to gradually return to 2019 levels





Operating cash flows underpinned by the Data Intelligence businesses

Group OCF dynamics

- Cerved OCF grew at a CAGR of 5.3% from 2017 to 2019, despite growing NWC
- 2020 OCF impacted mainly by decline in Adjusted EBITDA and longer DSO due to Covid
- Return to 75-80% cash conversion by 2023
- Tax rate expected at normal statutory rate (~27%)

Data Intelligence OCF dynamics

- The Data Intelligence businesses generated approx.
 80% of Group OCF from 2017 to 2020
- 2020 OCF actually grew despite the Covid-related impacts on EBITDA and NWC
- Return to 75-80% cash conversion by 2023

Group OCF	2017	2018	2019	2020	CAGR '17-'19	YoY '19-'20
Adj. EBITDA	185.7	212.6	236.6	203.6	12.9%	(14.0%)
Capex	(38.9)	(39.7)	(35.7)	(37.2)	(4.2%)	4.2%
Delta NWC	(8.0)	(19.1)	(33.2)	(23.1)	n.m.	n.m.
Other	3.8	6.3	(9.6)	(4.7)	n.m.	n.m.
OCF	142.6	160.1	158.1	138.6	5.3%	(12.4%)
% Adj. EBITDA ¹	76.8%	75 · 3%	66.8%	68.6%		

Data Intelligence OCF	2017	2018	2019	2020	CAGR '17-'19	YoY '19-'20
Adj. EBITDA	157.0	158.8	164.9	155.3	2.5%	(5.8%)
Capex	(35.4)	(34.7)	(31.2)	(31.2)	(6.1%)	n.m.
Delta NWC	(5.7)	(6.3)	(20.6)	(14.0)	n.m.	n.m.
Other	6.3	5,7	(7.4)	(2.4)	n.m.	n.m.
OCF	122.2	123.4	105.7	107.7	(7.0%)	1.8%
% Adj. EBITDA	77.8%	77.8%	64.1%	69.3%		



Financial structure with long-term target leverage of 3.0x

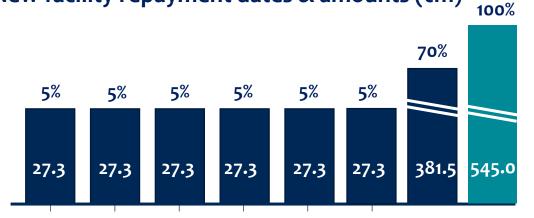
Financing facilities

- €545m of amortising term loan facilities in addition to a €150m RCF available for general corporate purposes including M&A
- Final maturity date is May 2025 with average life of 4.5 years. Covenant breach set at 4.5x leverage ratio

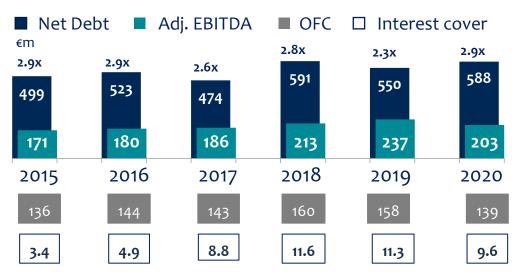
Leverage and interest cover¹

- Historic leverage has never exceeded 3.0x, ranging between 2.3x in 2019 and 2.9x post pandemic
- Interest cover close to or higher than 10x in the last 3 years
- Margin based on leverage ratchet, and Euribor swapped at -8bps until maturity. RCF has a commitment fee of 35% of the applicable margin
- Long-term target of 3.0x Adjusted EBITDA, save for M&A and non-recurring events

New facility repayment dates & amounts (€m)



May-22 Nov-22 May-23 Nov-23 May-24 Nov-24 May-25 TOTAL





Strategic outlook 2021-2023

Guidance

District and and and	Risk Intelligence	Low single digit Corporates: Mid single digit - Financial Institutions: Stable
Divisional organic revenues • (CAGR'20-'23)	Marketing Intelligence	Low double digit
	Total Data Intelligence	Mid single digit
	Credit Management	High single digit
	Revenues	5% - 7%
Consolidated organic growth (CAGR'20-'23)	Adjusted EBITDA	5% - 7%
(Chun 20 23)	Operating Cash Flows	75%-80% cash conversion by 2023
Growth from M&A (CAGR'20-'23)	Adjusted EBITDA from bolt-on M&A	2.0% - 3.5%
Consolidated organic + M&A growth	Total Adjusted EBITDA	7.0% - 10.5%
(CAGR '20-'23)	Leverage Target	 Long-term target of 3.ox Adjusted EBITDA, save for M&A and non-recurring events
Capital Structure <a>Capital Structure	Dividend Policy	 Dividend equal to 40%-50% payout of consolidated profits, coupled with variable additional dividend/ buybacks, subject to M&A



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WEBSITE: www.company.cerved.com



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CONTACTS: ir@cerved.com

