

REPLY COMPANY PROFILE

2022

Reply [EXM, STAR: REY] specialises in the design and implementation of solutions based on new communication channels and digital media.

Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Artificial Intelligence, Big Data, Cloud Computing, Digital Media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services.



REPLY

Reply is a company that specialises in Consulting, Systems Integration and Digital Services with a focus on the conception, design and implementation of solutions based on the new communication channels and digital media. Reply partners with key industrial groups in defining and developing business models made possible by the new technological and communication paradigms such as Artificial Intelligence, Big Data, Cloud Computing, Digital Communication, the Internet of Things and Mobile and Social Networking. In so doing, it aims to optimise and integrate processes, applications and devices.

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

Reply's offer covers three areas of competence:

Processes – for Reply the understanding and the use of technology involves the introduction of a new enabling factor for business processes, based on an in-depth knowledge of both the market and the specific industrial contexts of implementation;

Applications – Reply designs and develops application solutions aimed at meeting *core business* needs;

Technologies – Reply optimises the use of innovative technologies, creating solutions that are capable of guaranteeing maximum operational efficiency and flexibility for its clients.

Within the three areas Reply offers:

Consultancy – on strategy, communications, processes and technologies;

Systems Integration – to use the full potential of technology by combining business consulting services with innovative technical solutions and high levels of added value;

Application Management – the management, monitoring and continuous development of software assets.

With operations in Europe and Main Offices in Germany, Italy and the UK, Reply achieved in excess of €1,483.8 million in 2021. Since the beginning of the year, the Group has recorded a consolidated turnover amounting to 889.7 million Euros, an increase of 24.8% compared to the corresponding data for 2021. Reply is listed on Borsa Italiana S.p.A. [EXM, STAR: REY].



MARKET FOCUS

Reply supports the main European Industrial groups operating in Telco and Media, Banking, Insurance and Financial companies, Industry and Services, Energy and Utilities and Public Administration market segments.

TELCO AND MEDIA

Reply now ranks as a leading technological partner for the telecoms and media market, a sector characterised by the continuous transformation of the operators involved, which are increasingly positioning themselves as providers of innovative services and content. Reply has a particular focus on redefining omni-channel engagement models for its clients both at the touchpoint (physical and digital) level and through the development of innovative customer experience solutions that increasingly often are integrated with social models.

BANKS, INSURANCE COMPANIES AND FINANCIAL OPERATORS

Reply is increasingly active in the digital transformation of Europe's financial institutions. In this area Reply is focused on working with some of the leading players in the sector to define comprehensive multi-channel *customer journey* and *customer engagement* strategies. These range from digital branding to the implementation of strategy apps and from the development of a new generation of multi-channel portals and touchpoints to the complete redefinition of the underlying technological architectures.

MANUFACTURING AND RETAIL

Reply supports companies with the transformation and management of their information systems. Services provided range from strategic design and the understanding and redefinition of core business processes to the creation of solutions for application integration in support of the extended enterprise. Reply has defined a specific service offering for the retail sector that combines ecommerce and multi-channel consulting with the design and development of solutions that integrate web, mobile, call centre and in-store services and in which digital devices, innovation and physical places are brought together to create an engaging and consistent customer experience.

ENERGY AND UTILITIES

The energy and utilities sector is currently undergoing a profound transformation with regard to the models used for generating, distributing and selling energy. Reply combines a deep understanding of the market and its specific processes with a distinctive capability in the design, implementation and management of application and technological solutions in support of core business. Its ability to support the transformation of management models used by operators in the sector and the verticalisation of skills and specific solutions (IoT, big data, cloud, mobile, etc.) allow Reply to assist companies that generate, sell and distribute energy in defining and developing new operational models. Aspects covered include smart metering, smart grid management, real-time pricing and demand response.

GOVERNMENT AND DEFENCE

In the health and public administration sectors, there has been an increasingly strong focus over recent years on cutting costs while still maintaining quality and improving service opportunities for consumers. In this scenario,



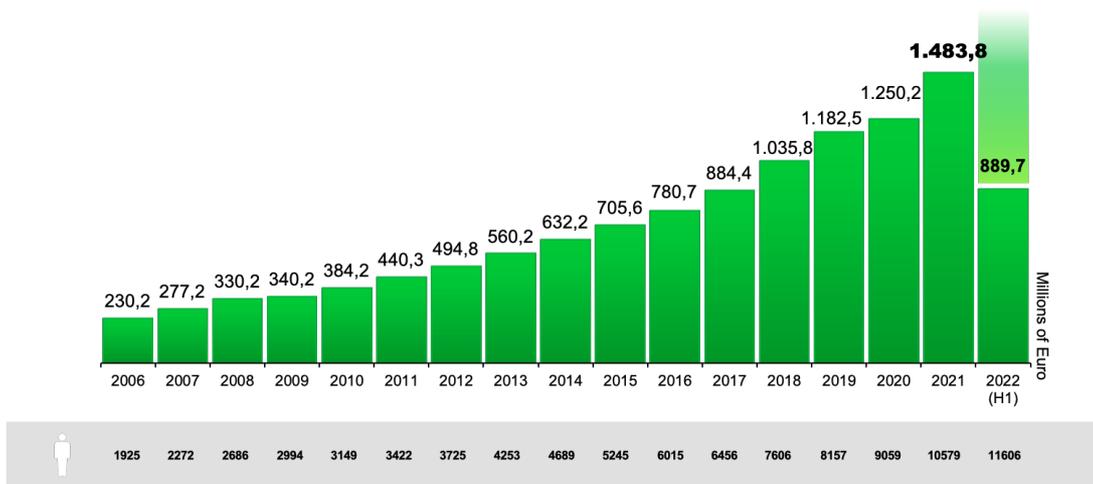
Reply benefits from the experience it has built up in the most advanced online services, creating vertical applications and expertise that enable it to implement specific solutions for managing relationships with the public and with businesses.



ECONOMIC-FINANCIAL TREND

From 1997 (the first complete financial year Reply was established), Reply has achieved important financial results, with constant and significant growth.

The sustained increase in sales, increased from 5.9 million in 1997 to 1,483.8 million in 2021, has been accompanied by equally important growth in the dimensions of the company, which has gone from 83 employees in 1997 to 10579 in December 2021.



Reply [EXM, STAR: REY] is listed on Borsa Italiana S.p.A. (STAR Market), since December 2000.

INFORMATION & CONTACTS

REPLY S.P.A.

M: info@reply.com

W: www.reply.com