Winning in Merchant Solutions

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Key messages for today

Market overview

- **European market very local** and **fragmented**, with strong challenges for new entrants
- **Nexi leader** at scale in **multiple attractive markets**

SME strategy pillars

- **Strengthen European leadership** through:
  - Modular flexible **one-stop shop solutions**, segment and local-specific
  - **Payments-software integration**, partnering with ISVs
  - **Investments** on **local distribution**, both direct and indirect

LAKA strategy pillars

- **Grow in National** (and Regional) **Mid/Large corporates** with:
  - **Industry-specific omni-channel** propositions
  - **Deep local entrenchment via partnerships** and **tech integrations**
  - Investments in dedicated **local sales** and **support capabilities**

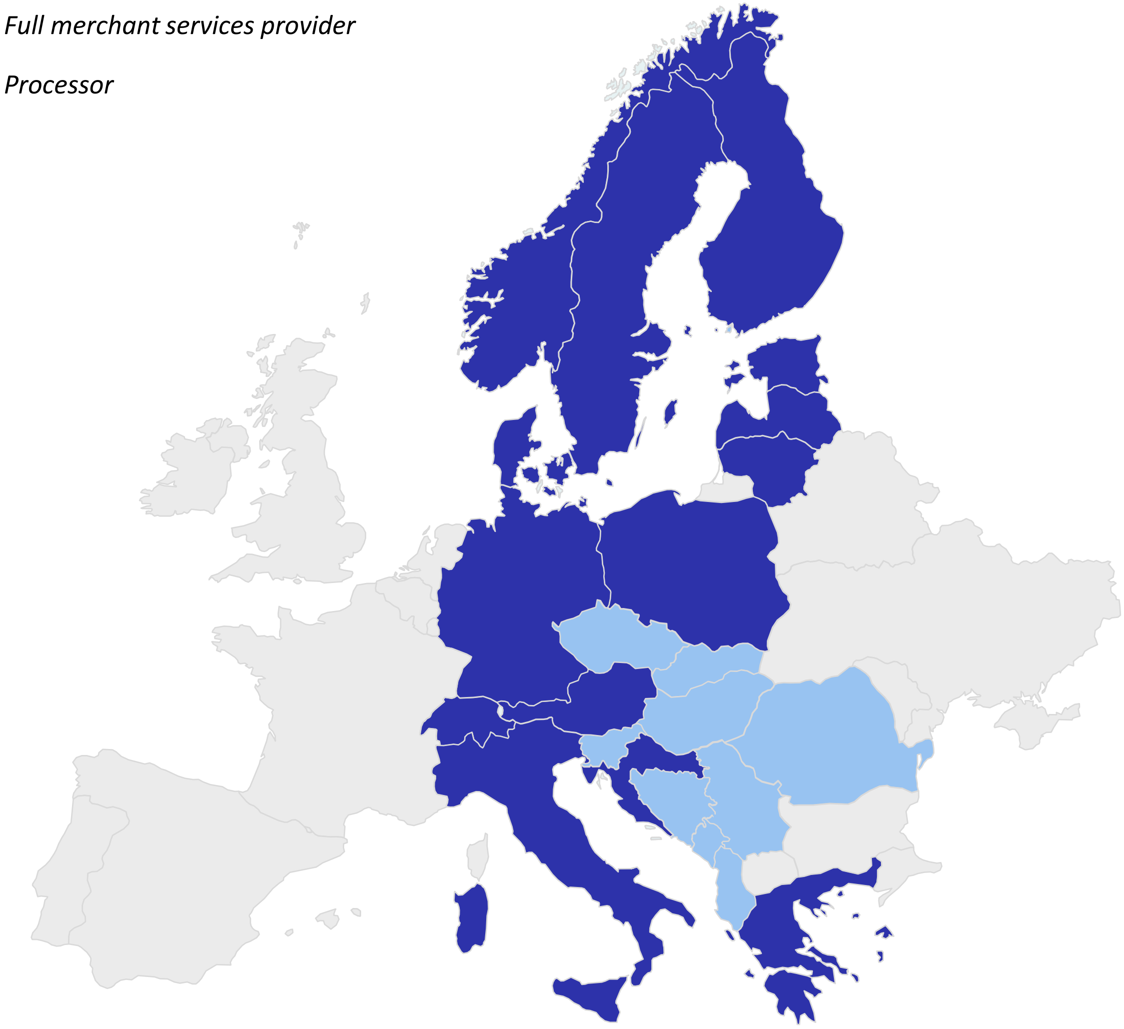
Nexi starting point and market overview

Leader at scale in Merchant Solutions

Presence in multiple attractive European markets…

Full merchant services provider

Processor



…with strong positioning in key countries

Italy

Nordics

DACH

Poland

Established Leader

Greece

Croatia

Sweden

Challenger

Notes: Croatia PBZ book acquired (announced in June 2022), expected closing by end of 2022; Baltics as minor markets not covered in the following slides.

…with strong financial and operational performance over the last years

Key figures

SME

~850€M
Revenue in 2021[1]

+38%
TTV Growth 'H122-'H121[1]

~2.2M
Merchants Served[2]

120€B
TTV in 2021

2.6M
Terminals Managed[3]

>10
Countries with local operations

3.1M
Customer service interactions

LAKA

~175€M
Revenue in 2021[1]

+17%
TTV Growth 'H122-'H121[1]

>3,000
Corporates Served

111€B
TTV in 2021

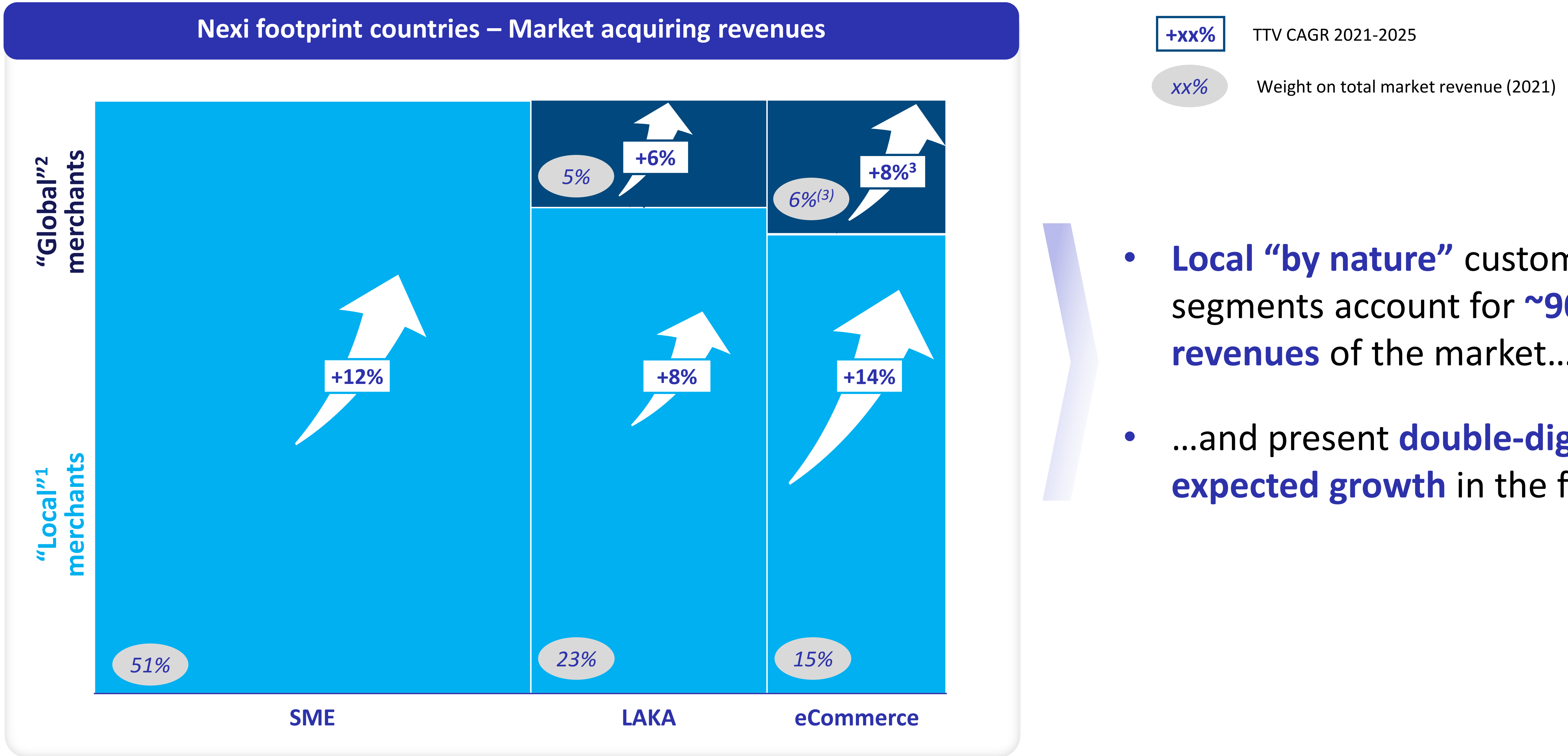
0.5M
Terminals Managed[3]

618M
Corporate payments Transactions in 2021[4]

>1,000
Customer builds per year

Note: (1) FY2021 proforma; (2) Includes merchants served in servicing model; (3) H1 2022; (4) Nexi + SIA only, # of B2C and B2B Corporate transactions including direct charges, cash-ins and wire transfers.

~90% of revenue pool concentrated in "local by nature" merchants



- **Local "by nature"** customer segments account for **~90% revenues** of the market…
- …and present **double-digit expected growth** in the future

Source: Managerial estimates. SME includes physical channels only; LAKA includes physical channels for LAKA customers; eCommerce also includes online channel for SME and LAKA.

Notes: (1) "Local" defined as both national/regional and global merchants purchasing payment services locally; (2) "Global" defined as merchants with a global footprint that purchase payment services centrally; (3) Including marketplaces intermediated via eCommerce platforms.

Local capabilities are key in European markets…

SIMPLIFIED

	Italy	Germany	
Local schemes, APMs and other payment methods	BANCOMAT SpA, satispay, MyBank, BPAY	CLV+, girocard, giropay, ELV, breuninger, SEPA Lastschrift	~50% of TTV
Local vertical-specific payments features	pagoPA, sodexo, Edenred	PAYBACK, DKV, sodexo, Edenred, Barzahlen, IKEA FAMILY, viacash	
Local fiscal and benefits platform integrations	Cashless Italia, Cash back, Agenzia Entrate	Bundesministerium der Finanzen	

Despite European AML/KYC framework, many local add-on regulations

Source: Managerial estimates.

…creating significant challenges for new entrants global players

Acquiring ranking by market[1]	Leader: Denmark	Leader: Finland	Leader: Norway	Leader: Italy	Challenger: Germany	Challenger: Austria	Challenger: Switzerland	Challenger: Sweden	Challenger: Poland
1°	nexi	nexi	nexi	nexi	Local JV	EU acquirer	EU acquirer	Local player	Global acquirer
2°	EU acquirer	Local player	Local JV	Local player	Local player	Local player	nexi	Local JV	nexi
3°	Local player	EU acquirer	EU acquirer	Local player	nexi	Local player	Local player	nexi	Global acquirer

Source: Managerial estimates. Notes: (1) Ranking based on acquiring TTV, with the exception of Poland based on number of POS.

Focus on SME

SME strategy recap

Three strategy pillars…

Strengthen European leadership through:

1. **Modular flexible one-stop-shop solution**, segment and local-specific
2. **Payments-software integration**, partnering with ISVs
3. **Investments** on **local distribution,** both direct and indirect

…with a differentiated approach by market

LEADING

✓ *Consolidate leadership and grow value across verticals*

CHALLENGER

✓ *Win market share and accelerate growth*

NEW

✓ *Over time, expand into new markets[1]*

Notes: (1) Not included in guidance.

1 Evolving proposition into modular, flexible, one-stop-shop, local-specific solutions…

Integrated, digitally enabled propositions…

Omni-acceptance

SME focused omni-channel

- Integrated eCom proposition
- Pay-by-link
- Secure reservation
- Social commerce

Full range of advanced terminals

- All-in-one
- Smart Pos
- Soft Pos
- M-Pos

Wide range of VAS

- Working capital financing
- BNPL integrations
- Business debit cards
- Digital Capabilities

Data-enabled companion Apps/Portals

…strongly local specific

Local schemes and APMs omni-acceptance

Integrated local capabilities

- Local tax & benefits
- ECR integration
- Meal vouchers
- Enabling platforms

Local language customer support

On-site support

1 …easily tailored to vertical-specific propositions

Restaurants

- Meal vouchers
- Pay-at-a-table
- Secure reservations
- Delivery platform integration app
- Table & menu management integration

Retailers

- All-in-one SmartPos
- Single eCom proposition
- Integrated omni-channel (pay-by-link)
- Discount vouchers
- Integrated tax-free

Hotels

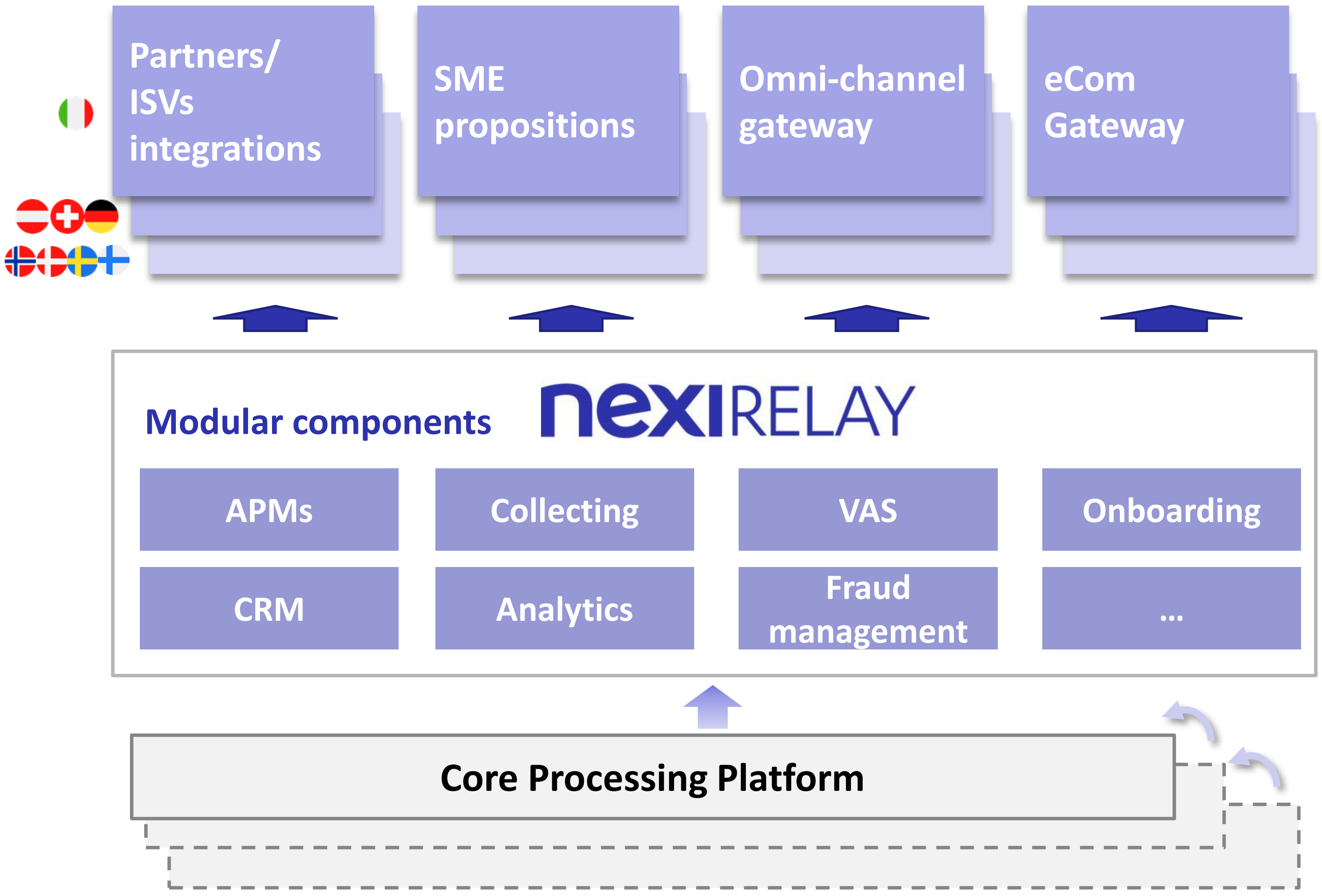
- Digital pre-authorizations
- Asian APMs
- Digital chargebacks management
- Secure reservations
- Customer satisfaction SmartPos app

1 Strong sales performances of flagship propositions across markets

		% of Front-book 1H22	YoY Sales growth 1H22-1H21	Delta NPS score vs. other propositions
ITALY	SmartPos 	8%	+89%	~18[1]
GERMANY	SmartPay 	74%	+77%	
NORDICS	NetsPay 2.0 	62%[2]	+60%[3]	

Notes: (1) Average NPS score for Italian, German and Nordics propositions; (2) Terminals only; (3) FY21 vs. FY20 as 2022 is affected by a new product launch.

1 Technology strategy aimed at combining innovation agility and efficiency



- **Local front-ends** for in-market integrations and local features
- **Modular** best-in-class reference **solutions** over time
- Dedicated **partners integration capabilities**
- **No customer migrations necessary** (also for future expansions/ M&As)

- **Common API-based capabilities** re-used across markets
- **Wide set of VAS**, proved across segments

- **Accelerated consolidation** over time into **single group strategic platform**

2 Nexi unique positioning in payments/software convergence

Market Context

A
- European **ISV space** still **local and fragmented**, no clear winners emerging
- ISVs entering payments space facing **scale and regulatory hurdles**
- Market traction focused on **2/3 verticals** (e.g., restaurants, hotels, …)

Nexi distinctive positioning

B
- Focused and **differentiating capabilities** for payments/software integration

C
- Nexi already deeply **integrated with local leaders**, with **strategic 360° partnerships** and with optionality for future extensions

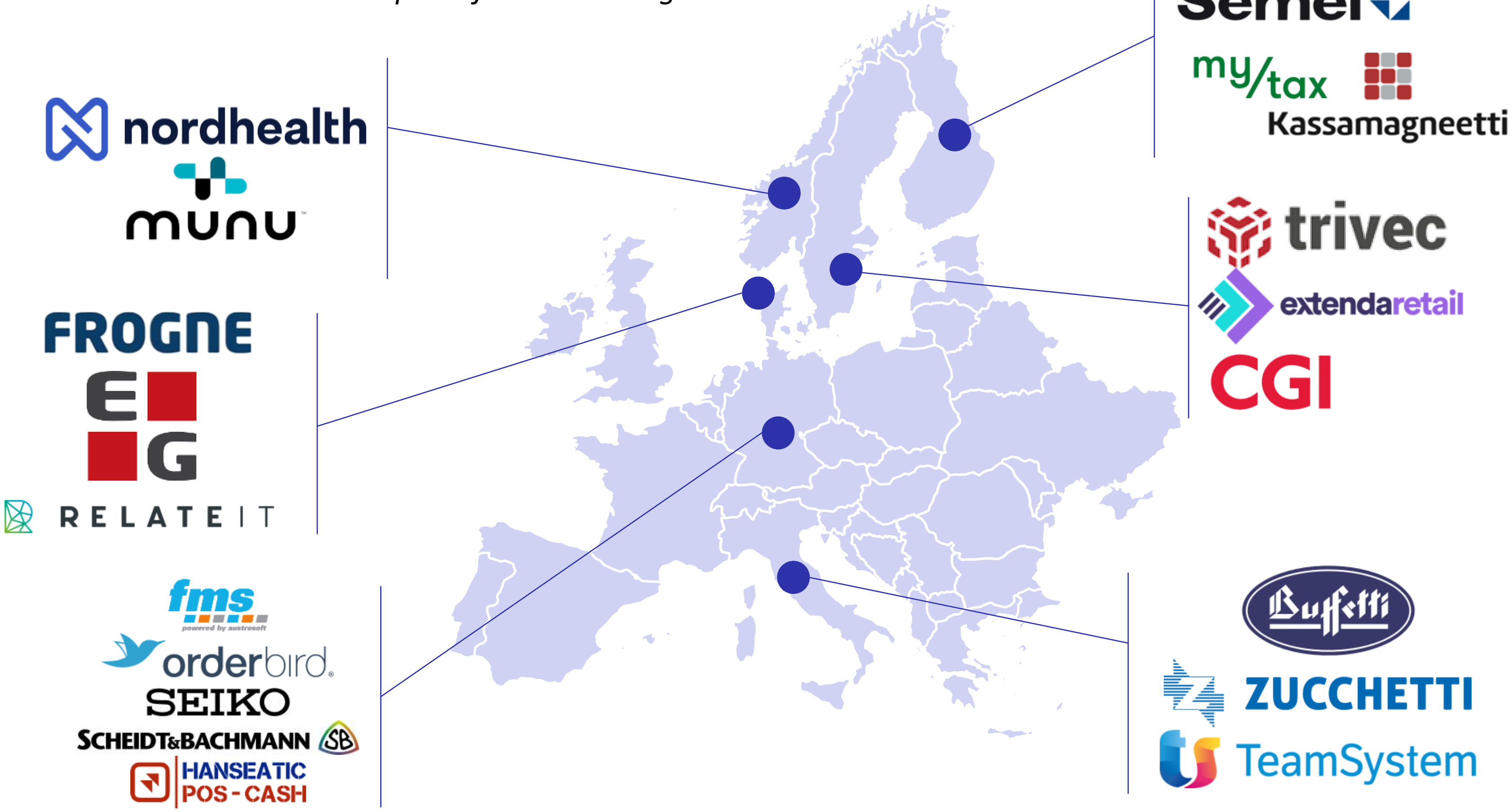
D
- Joint proposition offering new opportunities for **customer value growth**, through cross/up selling on **large SME customer base**
- Dedicated investments for **direct salesforce** as key enabler

E
- **Strategic optionality** to extend into **"owned" propositions** for key verticals (i.e., Orderbird acquisition)

European ISVs space is still local and fragmented

2A

Selected examples of Local Leading ISVs



	Nordics	Italy	Germany
Estimated number of ISVs	>300	>200	>1,300

- **Local specificities** relevant also for **store software** (i.e., tax, integrations)
- **Local players modernizing** effectively **vs SaaS/Cloud**
- Emerging **global ISVs** and many **local players** coexist, with **no clear winner**
- **ISVs** moving **into payments** facing **challenges** on:
  - **Scale**
  - **Regulatory** complexity

Source: Managerial estimates.

2B Our differentiating capabilities for payments/software integration

Fast Integration

- Granular payment API
- ECR/all-in-one integration
- Dedicated testing capabilities
- Continuous plug-in/APIs evolution/upgrading

Dedicated partner support

- Dedicated partner portals and documentation
- Dedicated help desk
- Developer evangelization

Superior partner/merchant onboarding

- Fully digital merchant onboarding
- Dedicated KYC/AML capabilities
- “Licensing” business models simplifying regulatory requirements
- Advisory services for IP establishment

2B We forge strategic, 360° partnerships with ISVs…

ZUCCHETTI — **Italian leader** in **store software**, with **>700K customers,** serving multiple verticals

360° strategic partnership with **joint go-to-market**

Full digital payments capabilities integrated into **ERPs** and **vertical software** (Hospitality, Wellness) including:

- Full **Omni-channel acceptance** proposition
- **Digital Issuing** and **payments accounts**
- **Open Banking** payments
- **Digital Invoicing**

Access to **>1,500 local distribution partners**

NOT EXHAUSTIVE

2C ...and are deeply integrated and "Partner of Choice" for local leaders

>900 distribution partners and integrations in >10 countries

+60% YoY[1] front-book growth

Notes: (1) H122 vs. H121.

RESTAURANT SIMPLIFIED EXAMPLE

2D Integrated software-payments propositions offering upselling opportunities

Integrated payments/software solution:

Software		Payments
Reservation Management	+	Secure Reservation
Table ordering/payments	+	Portable SmartPos with menu/billing app
Self checkout app	+	eCommerce acceptance, card on file
Delivery management	+	Pay-by-link
Supplies restock	+	B2B payments automation
Loyalty management	+	Digital receipts

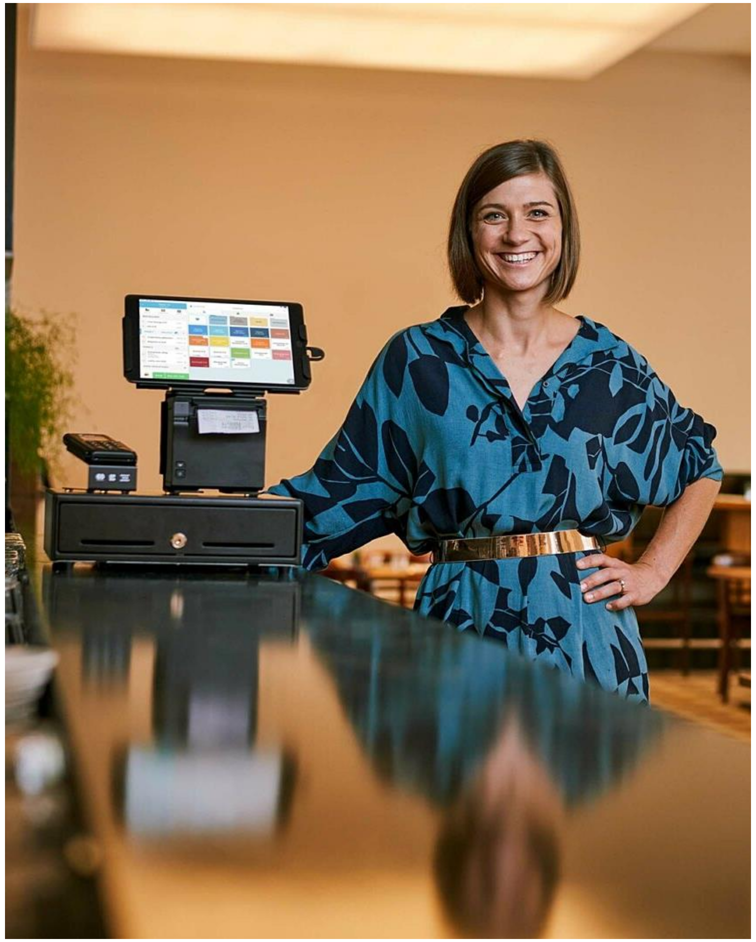
Higher incidence of VAS in integrated propositions driving customer value

Large **SME customer base** with strong cross-selling opportunities

Dedicated investments in **direct sales force** as key enablers

2E We have strategic optionality to extend into “owned” vertical propositions

orderbird — Leading **hospitality software providers**, serving **>15K merchants**



- Full **end-to-end** store **management solution**
- Complete **payments integration**
- Unique **analytics capabilities**
- **+135%**[1] YoY **front-book growth**
- **4x average monthly revenue**[2] vs payments only propositions

Notes: (1) Including both SaaS and integrated Pay solution; (2) MINI product line.

3 Continuing to invest into resilient and diversified local distribution footprint to drive growth for key verticals

Market Focus

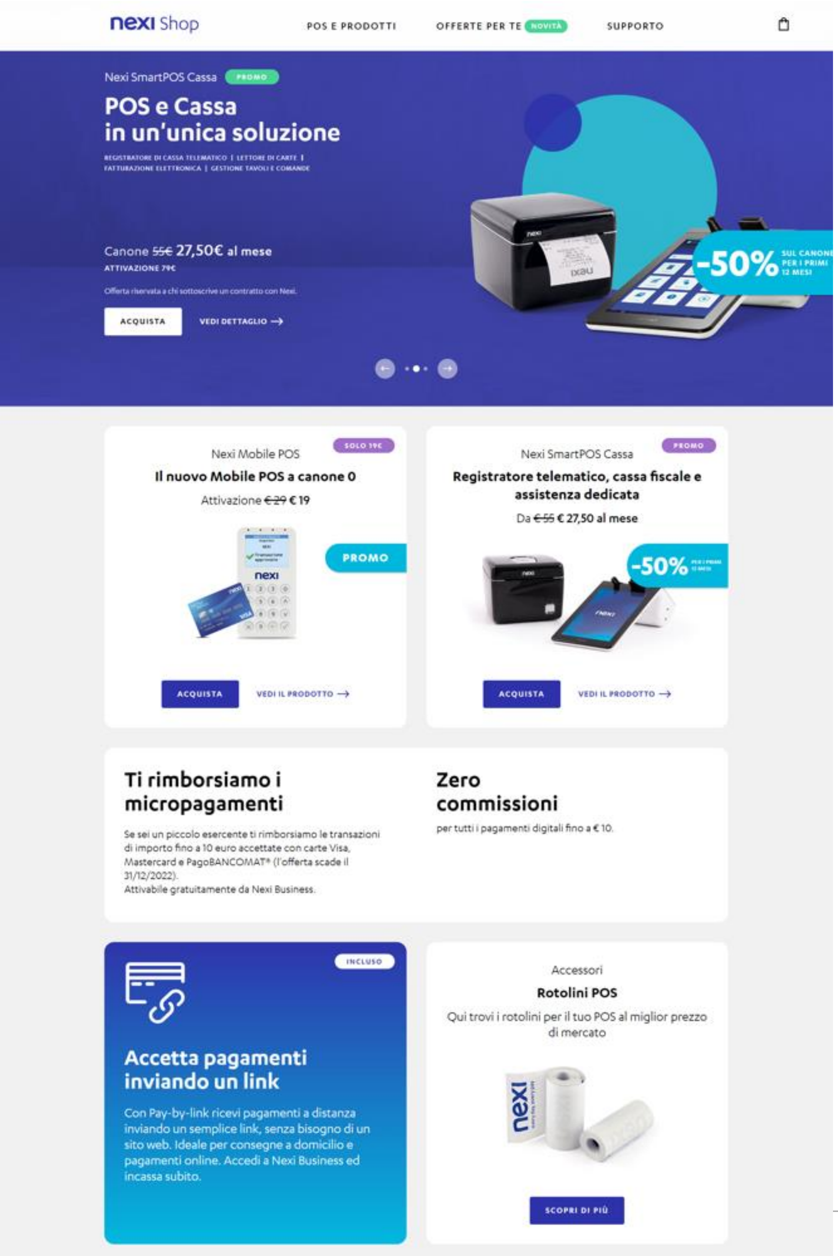
		Strategic relevance	Segment focus	Local coverage	Results achieved
DIRECT	DIGITAL	↑	MICRO/ SMALL	Live in **7 markets**	**+126%** YoY front-book sales **<€200** CPA[1] in Italy
DIRECT	TELESALES	↗	SMALL	**~200** operators	**+37%** YoY front-book sales **5.3** RGUs[2]/FTE/Day
DIRECT	FIELD SALES FORCE	↗	MEDIUM	**Target** of **~250 dedicated FTEs**	**+76%** YoY front-book sales
INDIRECT	BANKS	→	ALL	**>150 banking partners** in Italy and Greece	**+25%** YoY front-book sales (on new propositions)
INDIRECT	ISOs/ISVs	↑	SMALL/ MEDIUM	**~930 Partners** in 7 markets	**+60%** YoY front-book sales

Notes: (1) Cost per Acquisition; (2) Revenue Generating Unit.

Source: Company information

EXAMPLE ITALY

3 Digital and retail distribution driving front-book growth



- **Fully digital onboarding**, adapted to **multiple channels** (e.g., retailers, online)
- **Solution configuration online tool**
- **Up-sell engine for VAS and accessories**
- **Dynamic promotion/pricing engine**
- **"Bank connect" for bank leads referral**
- **Multiple retailers partnerships**

unieuro amazon MediaWorld
Carrefour expert

<200€
Cost Per Acquisition

+126%
YoY front-book sales

NOT EXHAUSTIVE

Accelerated growth fueled both by solid front-book dynamics

	Market	Stock POS **1H22 - FY20,** thousands	Front-book growth **1H22 vs 1H21,** percent	Market share expected trend
LEADER	ITALY	+109	+4%	→
LEADER	NORDICS	+3	+41%	→
CHALLENGER	GERMANY	+9	+55%	↑
CHALLENGER	SWITZERLAND	+37	+169%	↑
CHALLENGER	POLAND	+85	+76%	↑↑

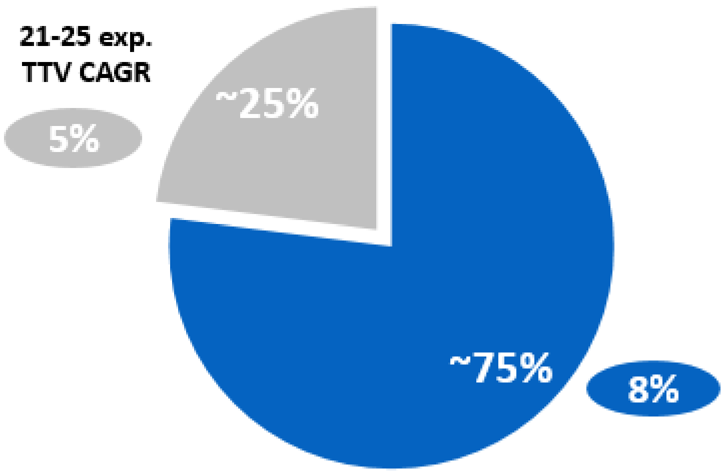
Focus on LAKA

>75% of European LAKA revenue pool in "local by nature" merchants and verticals

LAKA[1] revenue pool in Nexi footprint markets

Breakdown by type of merchant, %, 2021[2]

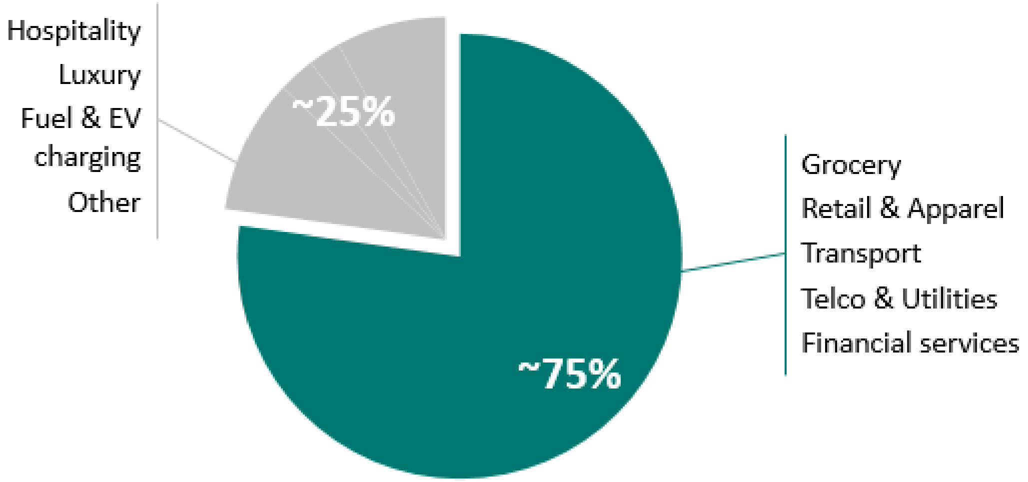
- Local and Regional/Global procuring locally
- Regional/Global procuring centrally



Local and Regional/ Global locally procuring merchants are the fastest growing segments

Breakdown by vertical, %, 2021[2]

- Predominantly "local by nature" verticals
- Balanced verticals with mix of local/global merchants



"Local by nature" verticals with >75% of revenues

Notes: (1) Includes both physical and omni-channel LAKA; (2) Global/Regional/Local categorization based on managerial estimates.

Nexi is already deeply entrenched in “local” verticals…

Vertical	Nexi share of acquiring revenues, 2021	Complexity of customer needs	Nexi strategic focus
Apparel and Retail	~30%	Medium	↑
Grocery		Medium	↑
Telco, utility & media		High	↑
Fuel and EV charging		High	↗
Mobility, transport & proximity		High	↑
Hospitality		Medium	→
Restaurants		Medium	→
Finance & Insurance		Low	→
Travel		High	↓
Luxury	~1%	Low	↓

Source: Managerial estimates.

…serving >3k merchants including many flagship brands…

…with strong opportunity in Mid-Large Corporates

Significant **market presence** (at least 50% of revenue pool)

Local presence and capabilities as key differentiator

Lower cost-to-serve, leveraging more industrialized propositions

Less contested space, often mono provider

Higher profitability (2x) vs Large LAKA

Notes: (1) Managerial estimates.

LAKA strategy recap

Three strategy pillars…

Grow in National (and Regional) **Mid/Large corporates** with:

1. **Industry-specific omni-channel** propositions
2. **Deep local entrenchment** via partnerships and tech integrations
3. Investments in dedicated **local sales** and **support capabilities**

…with a differentiated approach by market

LEADING

✓ *Consolidate leadership and grow value across verticals*

CHALLENGER

✓ *Drive accelerated growth with focus on specific verticals*

NEW

✓ *Over time, expand into new markets*[1]

Notes: (1) Not included in guidance.

1 Building vertical specific, industry focused, modular proposition…

- Click and collect
- APM Acceptance
- Smart Terminals
- Advanced TRA
- Click and return
- In-App payments
- SoftPos
- Unattended Terminals
- B2B payments
- Merchants analytics
- Omni-channel tokenization
- Cash register Integrations

Omni-channel "foundational" capabilities

+

Grocery	Apparel & Retail	Transport & Smart Cities
Tiller Integration	BNPL Integration	Transit gateway
Automated/self checkout	Digital Receipt	Fare engine
Loyalty Integration	DCC & Tax Free	Access control
Meal vouchers/tax benefits	Discount vouchers	EU charging pre-authorization
Bill payments	Cobranded cards issuing	Pay-ins/Pay-outs

Vertical-specific capabilities, focused on revenue enhancing VAS

GROCERY EXAMPLE

1 …with customer proximity as a key differentiating factor

Key merchant needs		Nexi distinctive proposition
High acceptance rate	Local presence	• Local **APMs** enablement • Leverage **local/dual sided issuing data**
Superior service levels	Local presence	• Local customer operations for **terminal replacements**
Competitive pricing	Local presence	• In-market scale/**operating leverage**
Multiple store formats	Industry knowledge	• **Integration** with tillers • Multi-format/multi-hardware **terminal management**
Self/automated check-out	Industry knowledge	• **Self-scanning** merchant apps • **Automated checkout** platforms integration
Accounting/ERP integration	Industry knowledge	• **B2B payment** capabilities • **Integrated collection**

1 Omni-channel integrated proposition for grocery – Conad case study

Customer needs

1. **Reliability** and **scale**
2. **Best-in-class eCommerce** and **in-store customer experience**
3. **Omni-acceptance platform integration**

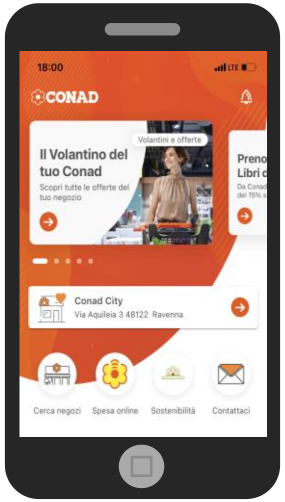
Nexi Solutions

Multiple store format acceptance

Omni-channel click-and-collect

In-app payments

Bill payments at tiller



ABOUT CONAD

Conad is a **cooperative society** active in **all Italian regions** active **since 1962**. Headquartered in Bologna, it currently consists of 5 retailers.

3K+ Stores through Italy

>19.6€B Net Revenue in 2021

CONAD

1 Vertical propositions to digitize merchant processes – German energy provider case study

Customer needs

1. **Single service provider** for **German subsidiaries**
2. **Simplification** of **reconciliation**
3. **Electronic invoices**

Nexi Solutions

Innovative store formats acceptance

Full eCommerce acceptance
Including APMs & integrated reporting

Process digitization VAS
Digital receipts and e-invoicing

Ecosystem entrenchment and platform integration as key distinctive capability

2

NOT EXHAUSTIVE

CRM

Platform plug-ins and **native integrations** for **omni-channel** and **acceptance**

Dynamics 365

ERP/ Accounting

Extensive expertise in **back-end integrations**

ECR/Tiller platforms

Extensive network of **partnerships** and **integrations**

Vertical Specific

Integrated industry-specific propositions (including hardware)

2 Deep integration with merchant Salesforce platform – Chicco case study

Customer Needs

1. **Consolidate payment infrastructure**
2. **eCommerce solution** available on **multiple markets**
3. **Full ERP/Accounting integration**

Nexi Solutions

Multi store format acceptance

Deep CRM Integration
Salesforce integration for Omni-channel

Advanced Reporting integration

Recent win against global digital-native player

ABOUT CHICCO

Chicco is an **Italian company** belonging to the **Artsana Group** present at **global level leading** in the **parenting arena**.

~700€M Net revenue in 2021
~400€M Total Nexi transaction value in Italy in 2021
120 Countries covered
350+ Single brand stores

chicco

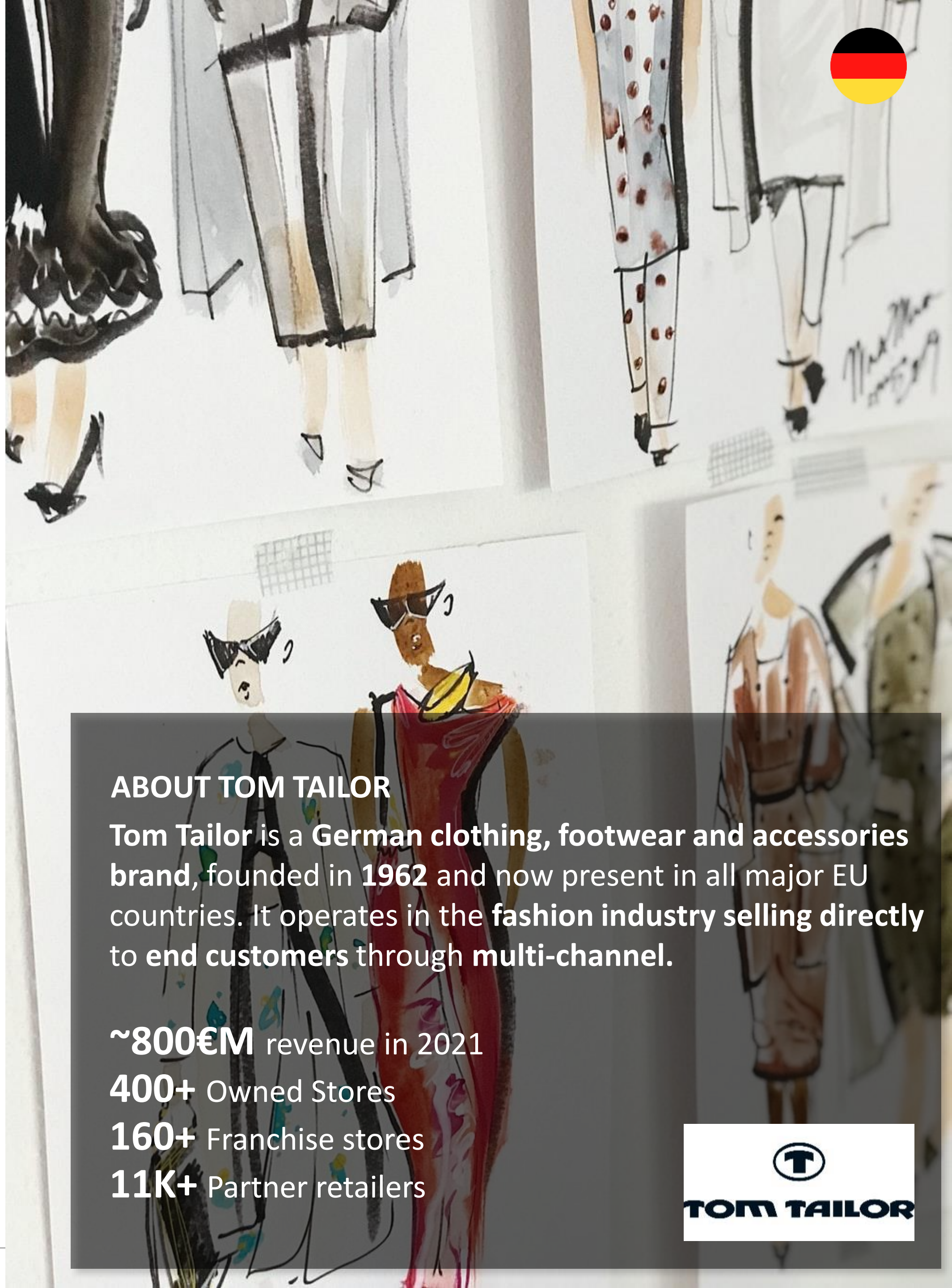
2 ERP integration and customer proximity as key differentiator – Tom Tailor case study

Customer Needs

1. **Innovate payment infrastructure**
2. **Best-in-class shopping experience**
3. **Simplify reporting** and **reconciliation** across geographies

Nexi Solutions

- **In-store acceptance**
- **Best-of-breed terminals**
- **Deep ERP/ accounting integration**



ABOUT TOM TAILOR

Tom Tailor is a **German clothing, footwear and accessories brand**, founded in **1962** and now present in all major EU countries. It operates in the **fashion industry selling directly** to **end customers** through **multi-channel.**

~800€M revenue in 2021
400+ Owned Stores
160+ Franchise stores
11K+ Partner retailers

TOM TAILOR

3 Local go-to-market and customer support as key competitive advantage

Solution design	Tender management	Customer integration	Service management
• **Industry-dedicated** pre-sales engineers • Product managers fully integrated in **customer solutions' design**	• Local sales managers in **10 countries** • **Cross-market, cross-functional teams** for multi-country customers	• **>1,000 customer integration** projects managed p.a. • **Dedicated test facilities** and **capabilities**	• **Dedicated service managers** with full SLAs coverage • **Local field support in 10 countries** • **>20K customer interactions** per annum

Industry knowledge | **Local presence and scale**

> *"For global players I am just a number, for Nexi I am a real customer. You really care to stay close to our business"*
>
> German retailer

3 Customer proximity in end-to-end solution design – Eni case study

Customer needs

1. **Digital Transformation** in multiple markets
2. **Diversification** of the **Portfolio of services**
3. **Increase** in **customer satisfaction**

Nexi Solutions

Omni-channel acceptance & acquiring
POS, eCom, App ENI Mobile

Multi-format acceptance
Unattended, walk-in, EV charging…

Digital Issuing
Fuel Commercial Cards

Corporate Payments
Clearing integration, Open Banking payments

Revenue-enhancing VAS
Gift cards, loyalty services, bill/tax payments

ABOUT ENI

Eni is the **leading global energy company**, active since 1953 with a diversified set of operations in 69 countries

~75€B Total Revenues
~2€B Total Nexi transaction value
~4K Fuel Stations in Italy
~400K Customers in ENI App

3 Local customer support as key competitive advantage – Hotel chain case study

Customer Needs

1. **Fast** and **effective transaction processing** at the **hotel desk**
2. **Solutions** for **distance selling**
3. **Effective** and **time-saving check-in experience**

Nexi Solutions

Advanced Terminal integration	Turnkey hospitality PSP solutions	Unattended solutions	24/7 dedicated local support
Oracle platform Integration, Terminal card tokenization		POS solution for Self Check-In	

Recent win against global digital-native player

ABOUT THE COMPANY

Leading hotel chain operating **150+ hotels** in **15+ countries** across **3 continents**.

~100€M Nexi Acquiring Transaction Value in 2021

~ >70+ Hotels in **~ 5** Countries served via Nexi

~500+ Terminals supplied by Nexi

Winning in Merchants Solutions: key takeaways

Market overview

- **European market very local** and **fragmented**, with strong challenges for new entrants
- **Nexi leader** at scale in **multiple attractive markets**

SME strategy pillars

- **Strengthen European leadership** through:
  - Modular flexible **one-stop shop solutions**, segment and local-specific
  - **Payments-software integration**, partnering with ISVs
  - **Investments** on **local distribution**, both direct and indirect

LAKA strategy pillars

- **Grow in National** (and Regional) **Mid/Large corporates** with:
  - **Industry-specific omni-channel** propositions
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  - Investments in dedicated **local sales** and **support capabilities**

Winning in eCommerce

Omar Haque

Key messages for today

Market overview

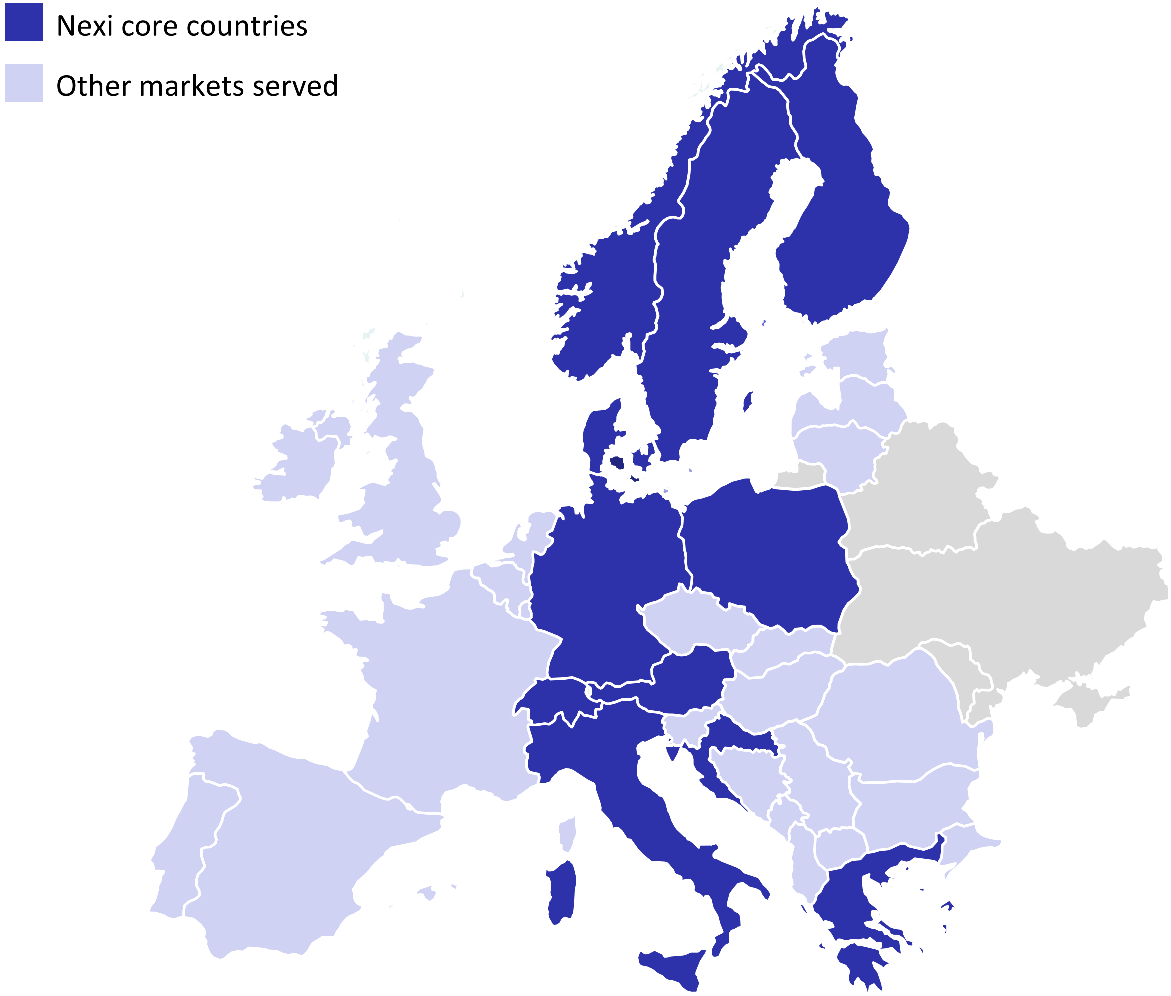
- European **eCom market is local** and **fragmented**, dominated by local payment methods and ecosystems
- **Mid-market** is the **largest, most attractive** customer segment
- Nexi is the leading European eCommerce provider with **unique market position and assets**

eCommerce strategic pillars

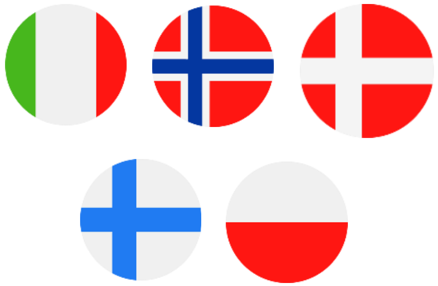
- Achieve **leadership in mid-market** through:
  - **High-conversion omni-acceptance** and **collection** solutions, with full local integrations
  - **Local front-ends** with one **pan-European** integration layer
  - **Cross-selling synergies with SME** and **LAKA**, with further investments in **local go-to-market** and **support**

Leading European eCommerce provider…

Presence in attractive European markets…



…with strong positioning in key countries



Established Leader

Challenger

Notes: Croatia PBZ book acquired (announced in June 2022), expected closing by end of 2022.

…with a strong starting point and performance

Key figures

~220€M
Revenue in 2021[1]

21%
TTV Growth 'H122-'H121[1]

~69€B
TTV in 2021[1]

>70K
Merchants served

#1
Local PSP/Acquirer in Italy, Nordics and Poland

650+
Total FTEs dedicated to eCommerce[1]

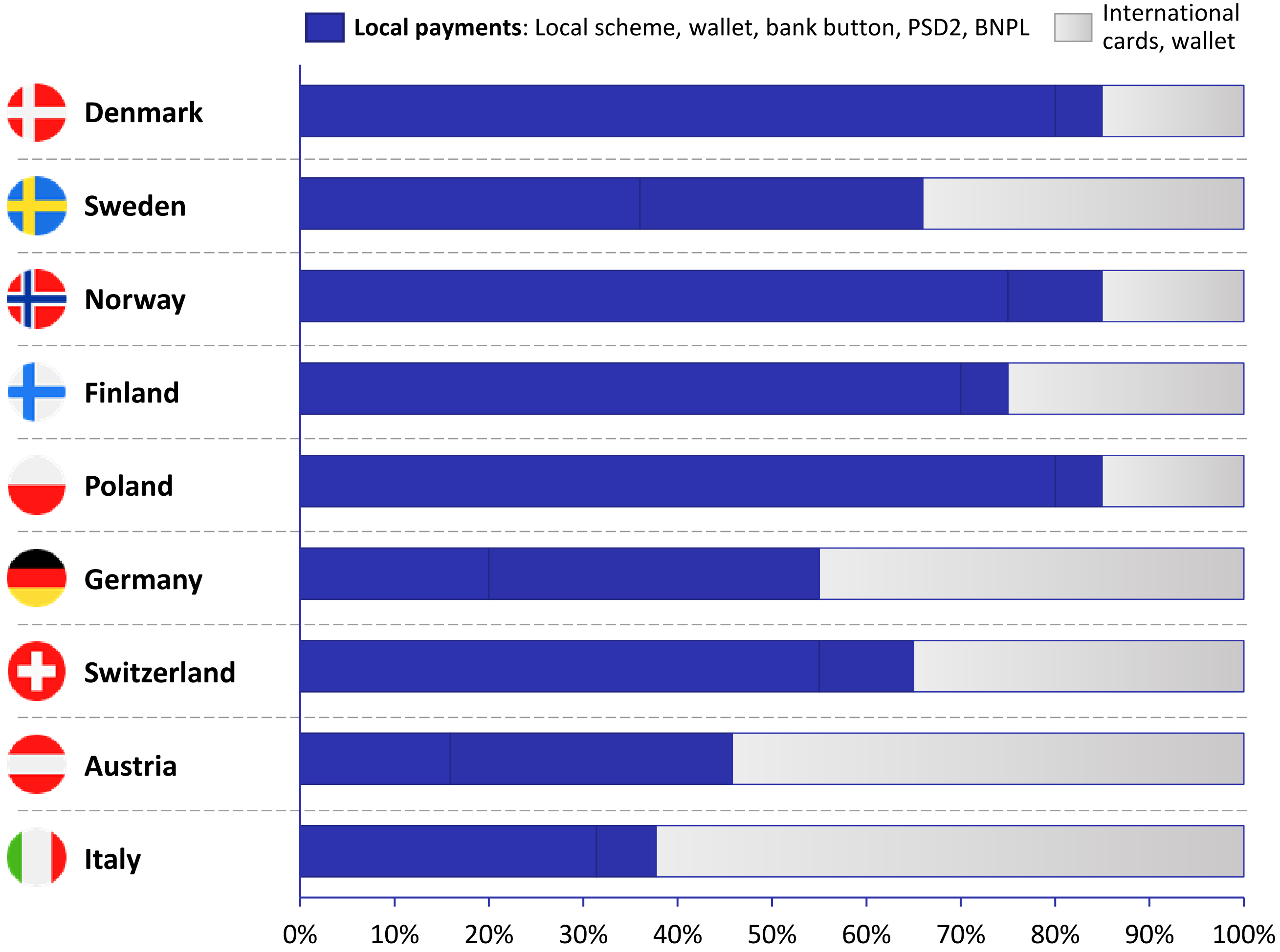
315+
Product engineers dedicated to eCommerce[2]

Notes: (1) FY2021 proforma net of assets held for sale; (2) Up to ~550 FTE if including Nexi Digital engineers.

European eCommerce market is very fragmented, requiring deep local presence and expertise

Local payment methods dominate our markets…

Breakdown of TTV by payment method, percent



…with Nexi integrating all of them

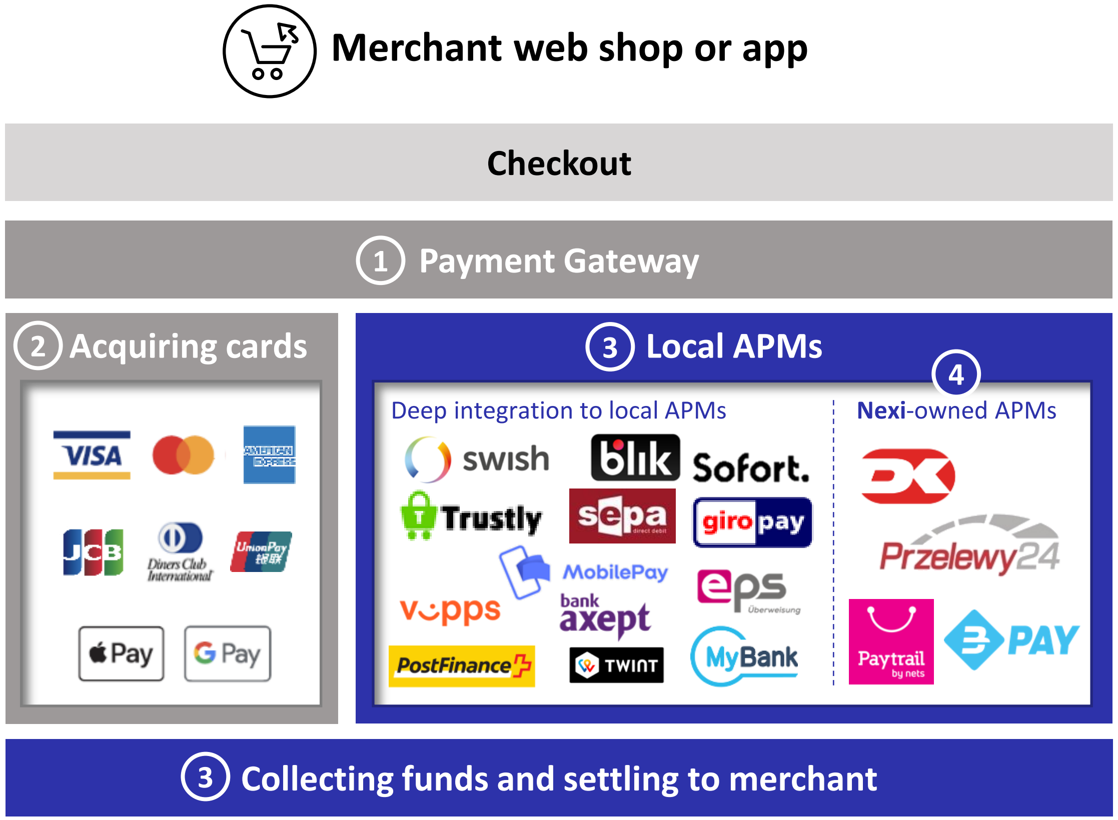
Deep integration to int'l methods	Deep integration to local methods	Owned/operated local methods
VISA, AMERICAN EXPRESS	MobilePay	
PayPal	swish, Trustly	
JCB, Diners Club International, UnionPay	bank axept, vipps	
Alipay	MobilePay, pivo, Siirto.	Paytrail by nets
amazon pay	blik, PayPo	Przelewy24
WeChat Pay	giropay, Sofort., sepa	ratepay
Klarna.	TWINT, PostFinance	
Pay, G Pay	eps Überweisung	
+ others	MyBank	PAY

Source: Managerial estimates.

Complexity increases our relevance and our ability to create value

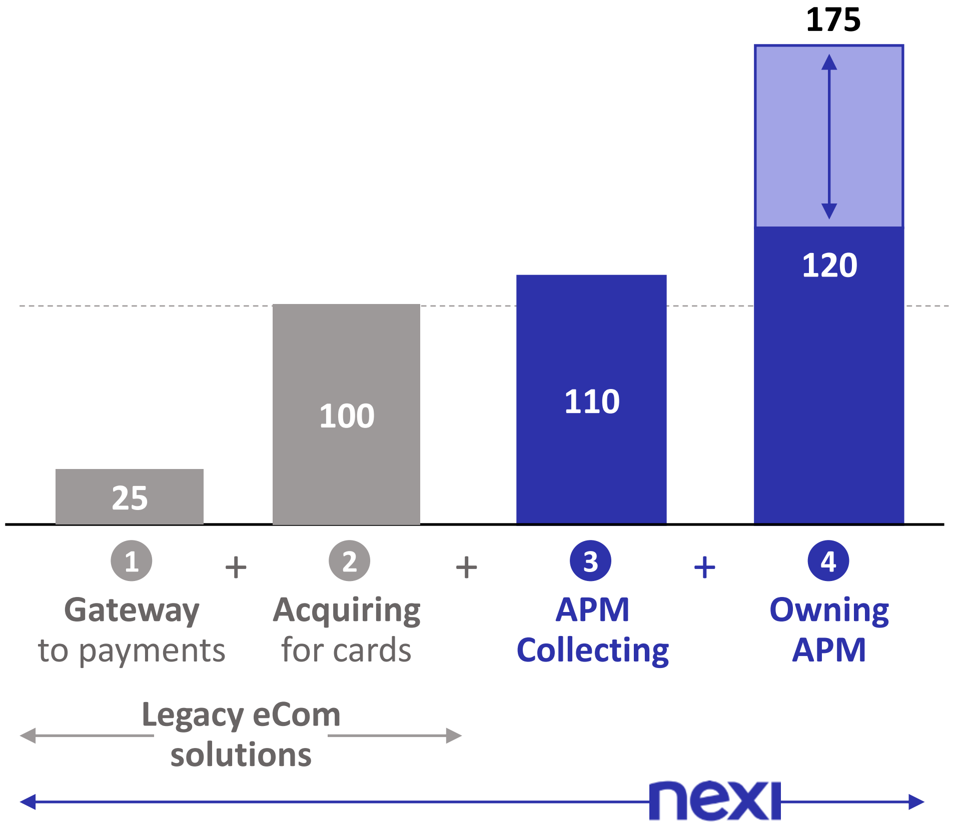
Local complexity increases our relevance to merchants…

Illustration of a merchant's webshop payment setup



…driving up Nexi's profitability

Comparison of Nexi vs. legacy take-rates by depth of role
Average acquiring take-rates indexed to 100

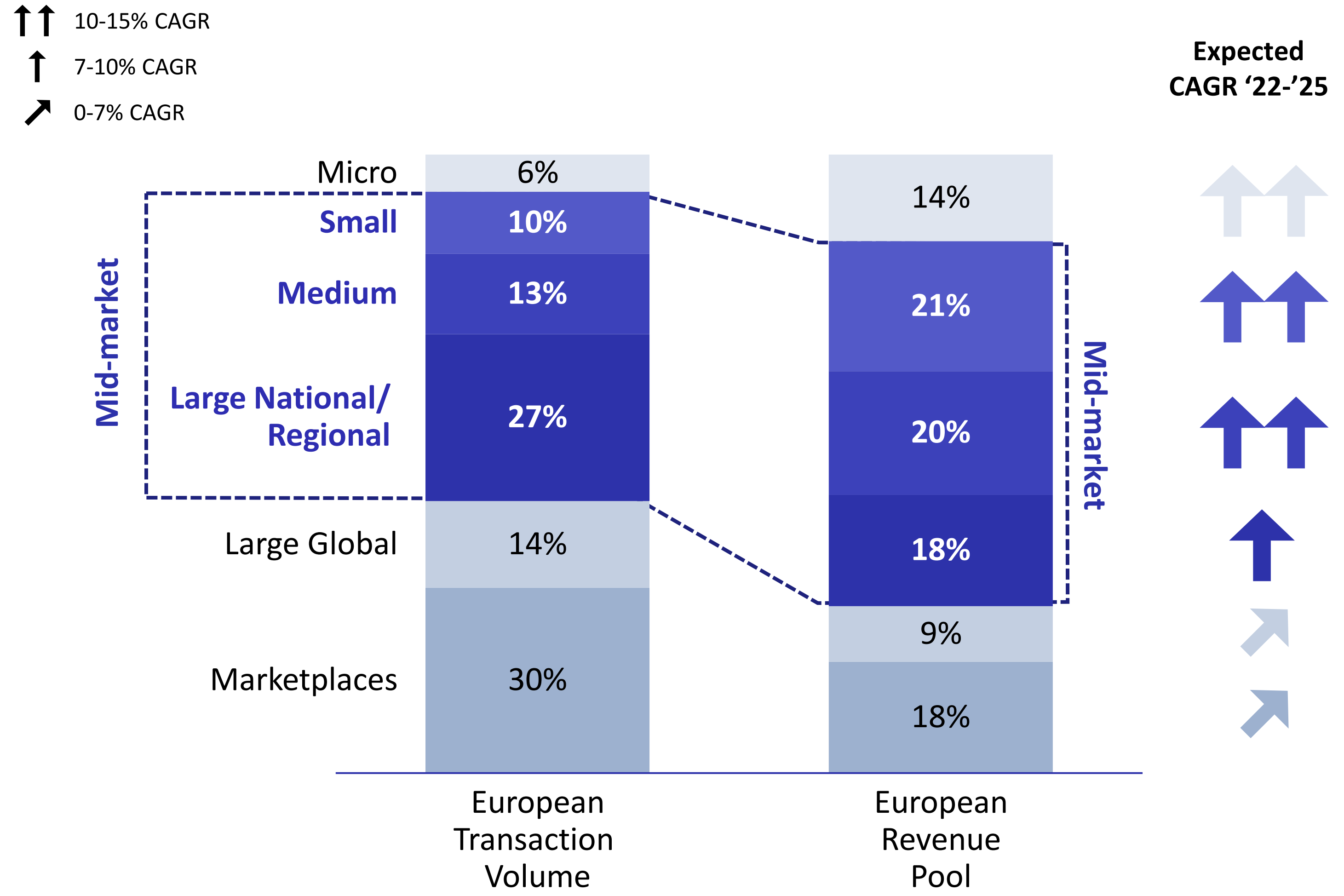


Source: Managerial estimates.

The mid-market is the most attractive segment of the eCommerce market…

Mid-market is the largest and fastest-growing segment of the market…

European TTV and Revenue breakdown by type of merchant, 2021



…in the least contested space

European Mid-Market Revenue Pool by type of competitor, 2021

Source: Managerial estimates.

…with mid-market merchants facing the greatest challenges selling online

Fewer resources focused on **converting shoppers to paying customers** vs. large merchants

Struggle to cope with local complexities **for collection and reconciliation**

Limited room to compete on online advertising investments vs. large merchants

Solutions to enhance conversion of shoppers into paying customers

Simple sign-up & settlement/ collection

eCom "enablers" and partners at local level to help with shopper acquisition

Need expert sales advice and local sales and support to integrate their webshop

eCommerce strategy recap

Three strategic pillars…

Achieve **leadership in mid market** through:

1. **High-conversion omni-acceptance** and **collection solutions**, with full local integrations
2. **Local front-ends** with one **pan-European** integration layer
3. **Cross-selling synergies with SME** and **LAKA**, with further investments in **local go-to-market** and support

…to win share across all markets

LEADING

CHALLENGER

✓ *Win market share across all markets*

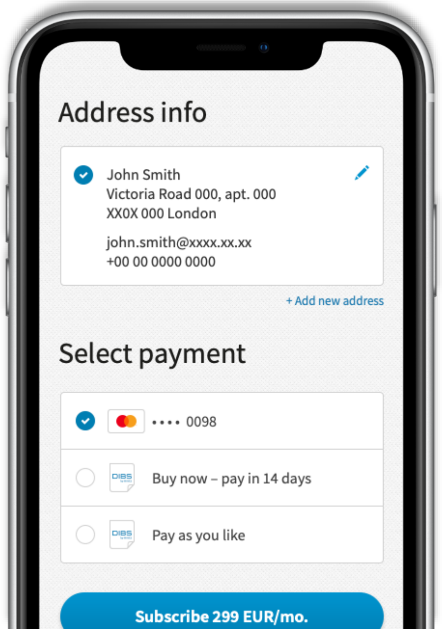
NEW

✓ *Over time, expand into new markets[1]*

Notes: (1) Not included in guidance.

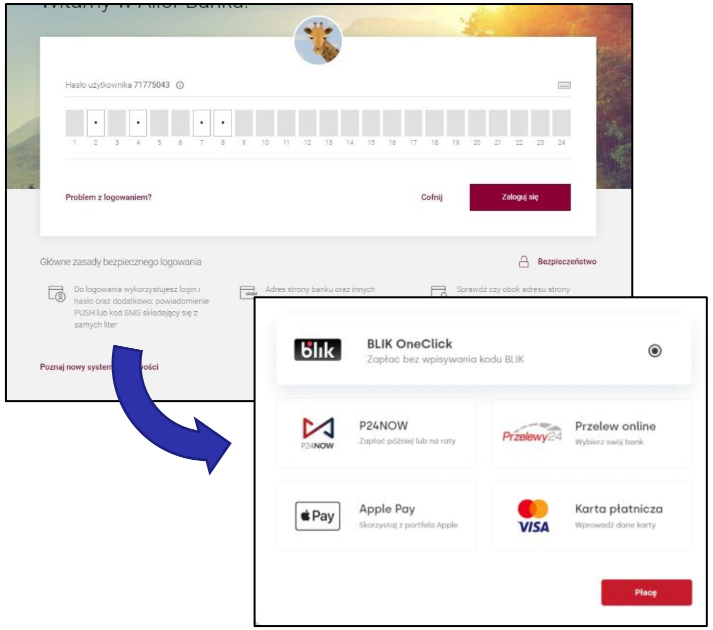
1 High-conversion, omni-acceptance, flexible and modular solutions

A Help merchants sell more by converting visitors to customers



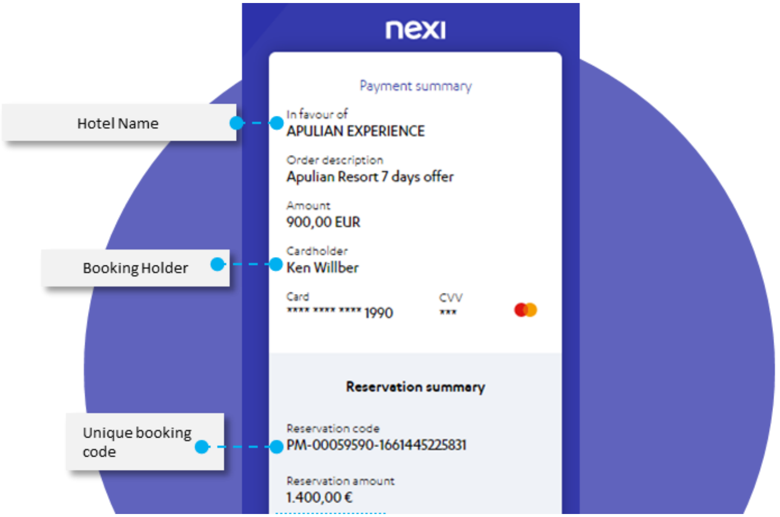
Locally tailored one-click checkout

B Drive ecommerce penetration by simplifying APMs



Local complexity, simplified

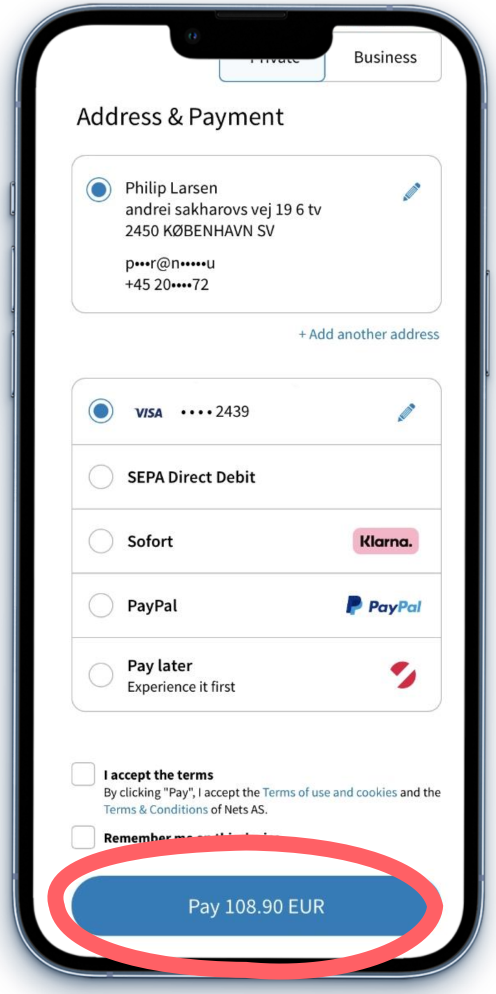
C Help omnichannel merchants survive and thrive online

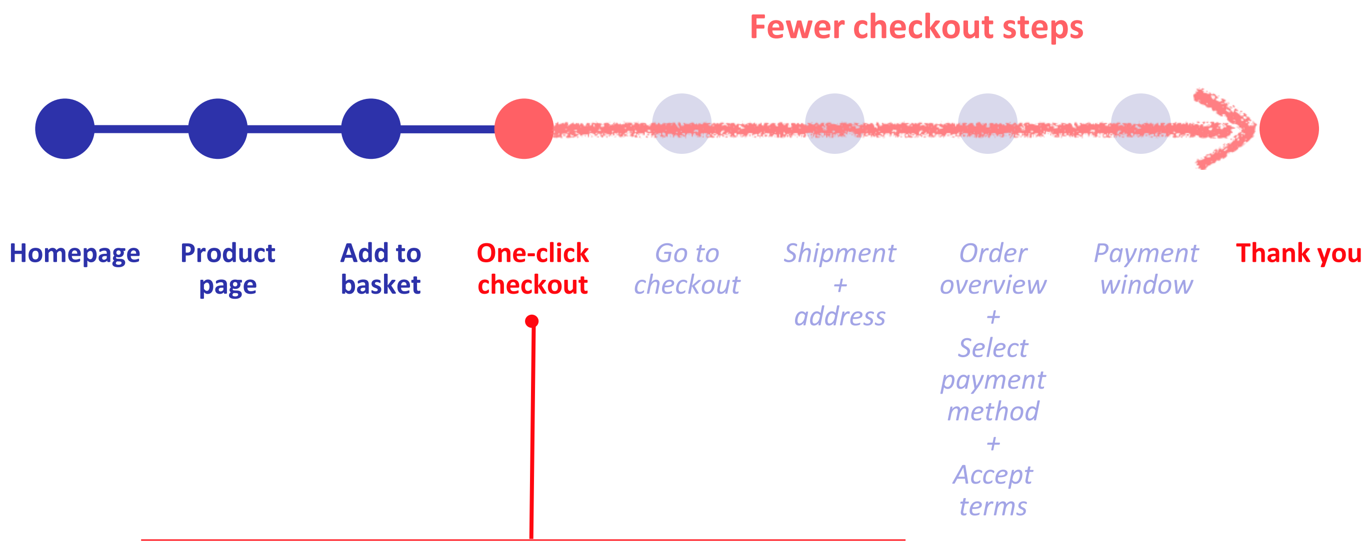


Local, industry-specific solutions

1A We improve conversion with one-click checkout, driving our merchants’ revenue

Nexi’s one-click checkout solution removes 4 to 7 steps in the checkout process…





In a single click the consumer confirms products in the basket, preferred shipping address and payment method and accepts T&Cs

…improving merchants' sales performance

40%
Nordic shoppers with ‘accounts’

+12p.p.
Higher checkout conversion rate vs legacy solutions

5-20%
Higher revenue vs legacy solutions

nexi

Source: Managerial estimates.

1B We bring enterprise-level functionality to simplify high-friction local markets

Poland Example: Payment comparison between nexi / Blik and Polish bank

Before: >50% of Polish eCommerce market is high-friction with many verticals “blocked” from selling online

8 steps to pay online with Polish bank transfer

Bank log-in → Enter Password → Enter SMS → Enter Merchant → Enter Address → Enter Payment Amount → New Password → New SMS → Thank you

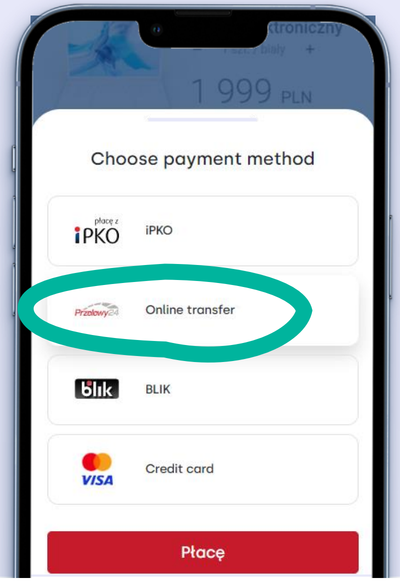
Examples of most impacted verticals

- Hotel bookings
- Car rentals
- Online grocery
- Streaming
- Kiosk sales

After: Nexi adapts local APMs with “low-friction” features, unlocking growth

Sample mobile payment enabled by Nexi P24

Checkout Insert code → Thank you



36%

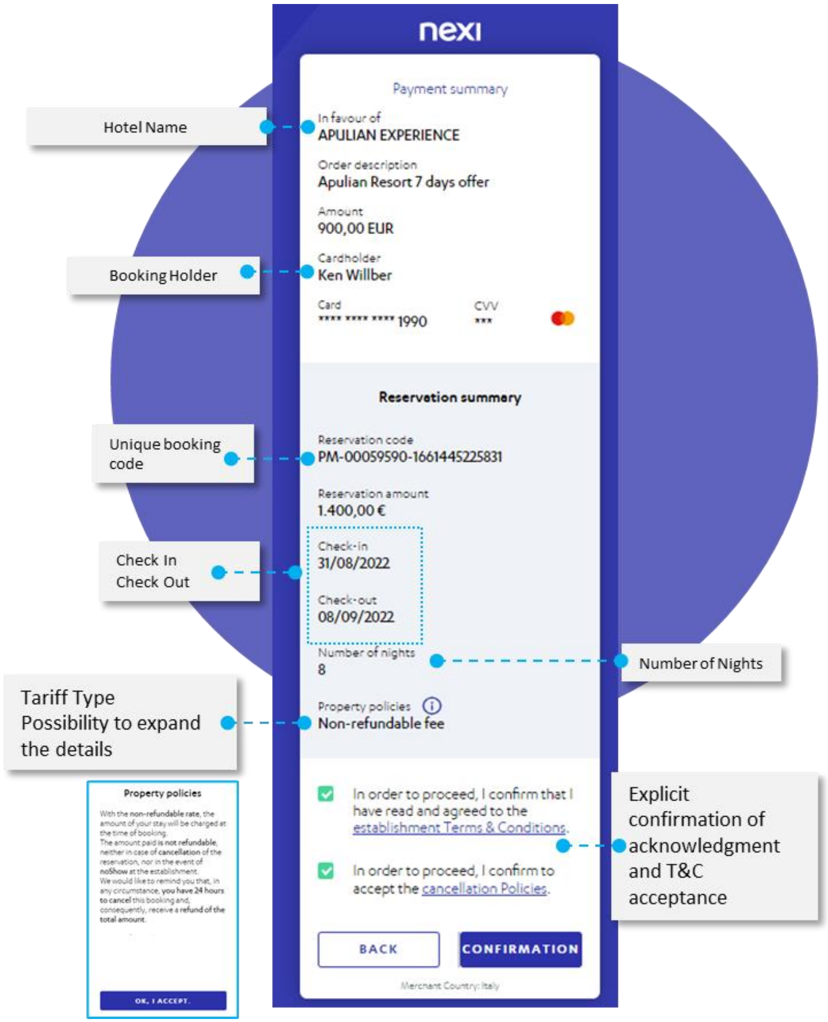
Nexi Poland Q1 22 - Q1 21 TTV growth rate vs. ***market at 13%***

Seamless checkout with near-zero friction

Source: Managerial estimates.

1C We use our deep local expertise to create vertical-specific features

Nexi's deep tailoring to local requirements…



…specific to the hospitality industry…

- Reputation guarantee
- Extended "no-show" management
- Pre-payments in instalments
- Digital disputes management
- Payment-integrated T&C "click to accept"
- Full integration with CMS

…resulting in strong performance

1.6K
Hotels served

>30
Specialised ISVs integrated

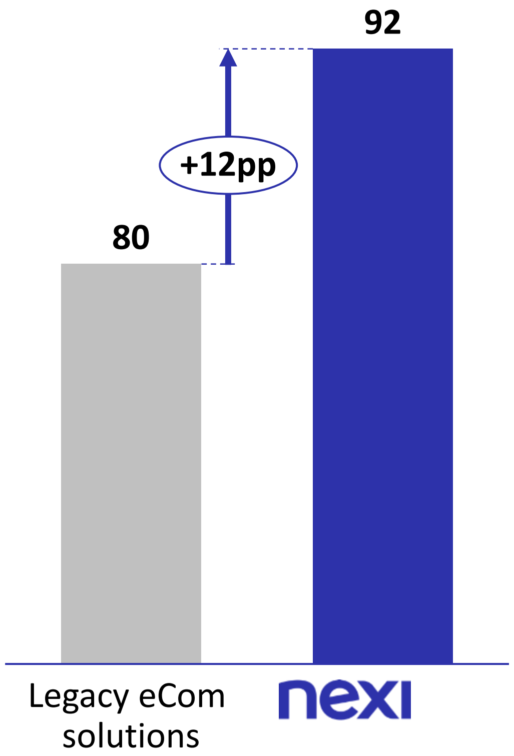
0
Chargeback cases lost

EXAMPLE

1 These innovative propositions capture 2.5x economics vs. legacy solutions

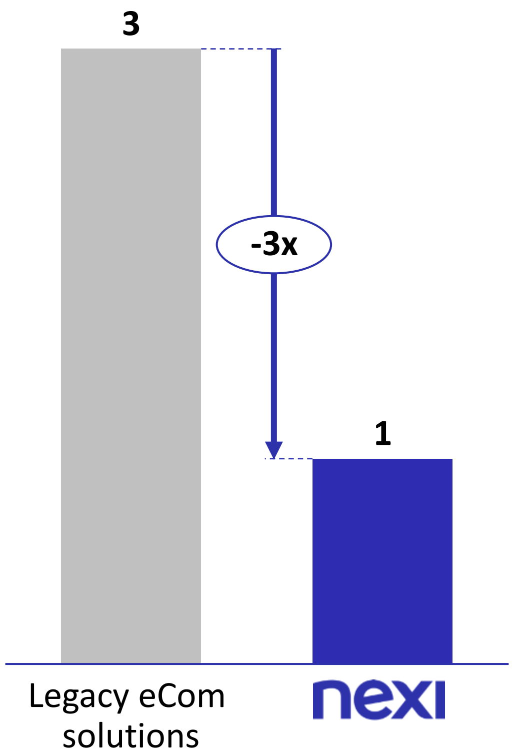
Merchants generate more revenue…

Checkout conversion rate, percent



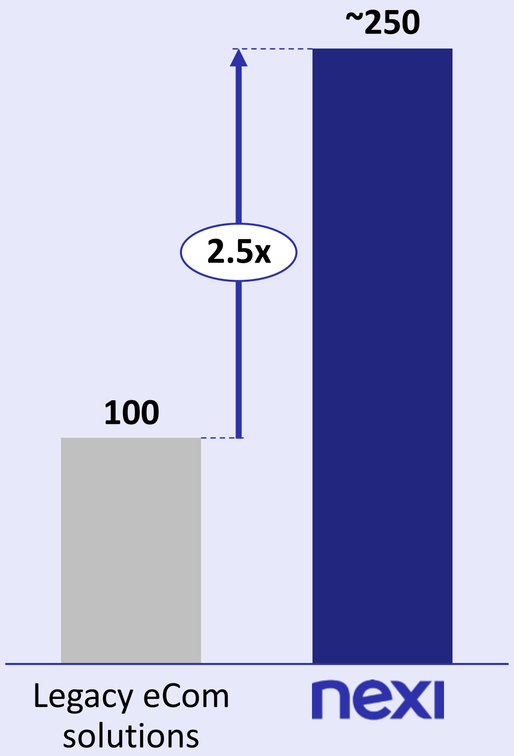
…at lower cost to operate…

Operational complexity, merchant admin FTE



…creating strong economics for Nexi

Gross take-rate, legacy indexed to 100, basis points



Source: Managerial estimates.

1 Nexi merchants thrive with our obsession for expert, local solutions

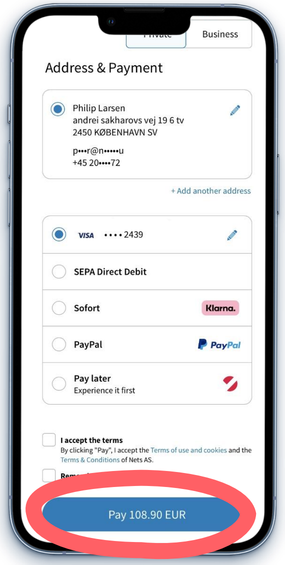
Bildeler.no

Norway's leading car parts shop
EUR 20M TTV in 2021

Customer need

+ **Simple checkout** to replace complex partner solution

Nexi Solution



+30%
Conversion in first year alone

All Norwegian payments

One-click checkout

2.5M Norwegians

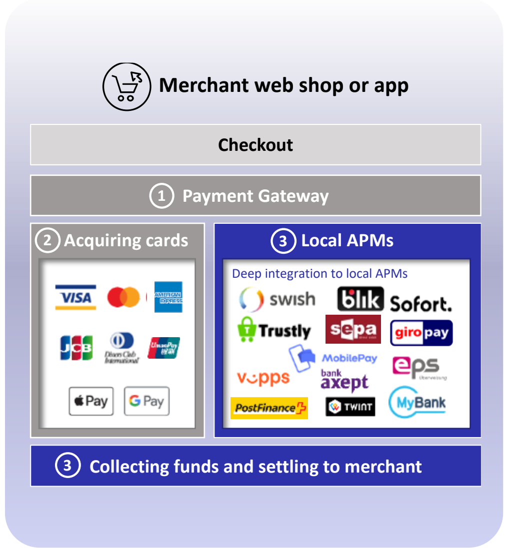
TELE2

Sweden's leading telco
EUR 180M TTV in 2021

Customer need

+ **Simple solution** to replace multiple providers, payments not applied to subscriber's bills

Nexi Solution



Single integration to all Swedish payment methods

Single reconciliation settlement

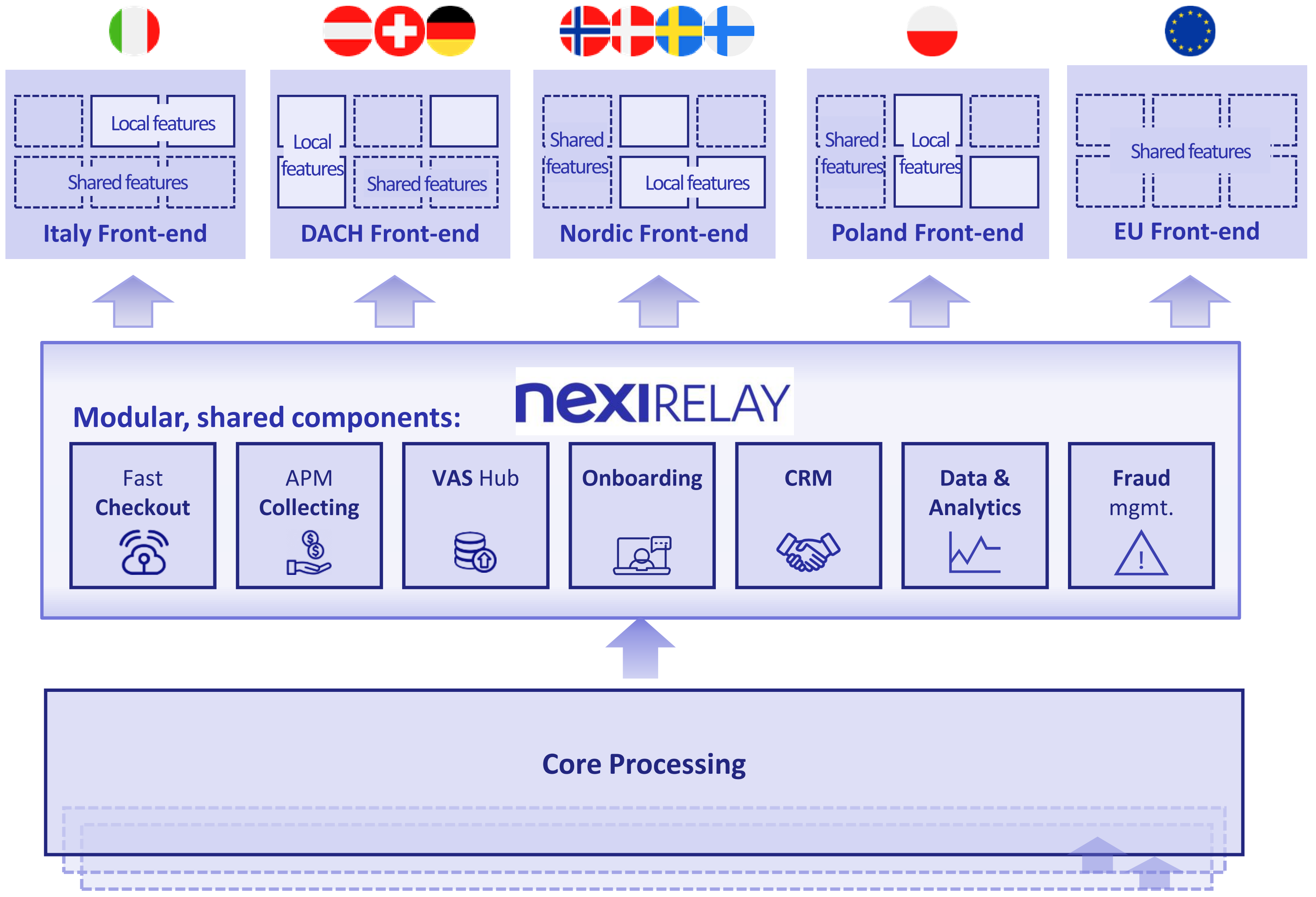
-50% support calls related to payments

Source: Managerial estimates.

2 Nexi's localized front-ends simplify commerce complexity across Europe

	Local consumer behavior		Local fiscal/ reg requirements	Local payment specificity		Nexi deep local capability
	% TTV local payment methods	*# APMs for 80% TTV*	*Local VAT, income tax, banking, reporting req's*	Currencies	PSD2 implementation	
ITALY	~ 5%	6	**High**	EUR	• Italian CBI Globe hub • 100+ local bank variations of standard	✓
DACH	~ 70%	8	**Medium**	EUR, CHF	• 90% Berlin Group • 10% proprietary	✓
NORDICS (ex. Finland)	~ 60%	9	**High**	DKK, NOK, SEK	• Local variations of Berlin Group standard	✓
FINLAND	~ 65%	5	**Medium**	EUR	• Finnish API standard • Individual bank variations of standard	✓
POLAND	~ 60%	5	**High**	PLN	• Polish API standard • 100+ local bank variations of standard	✓

2 Unique advantage in tailored local front-ends with our European scale…



- **Dedicated local** front-ends for local needs
- **Shared modular capabilities** to drive scale into local markets
- Enables **future expansion/M&A**

- **Modular capabilities** shared across markets
- Enables **innovation** to be deployed across local markets

- **Next-gen processing** live with at-scale customers
- **Synergies** enabler
- Best-in-class **efficiency**

...enabled by deep product and engineering talent, growing from 550+ to almost 1,000 in Europe

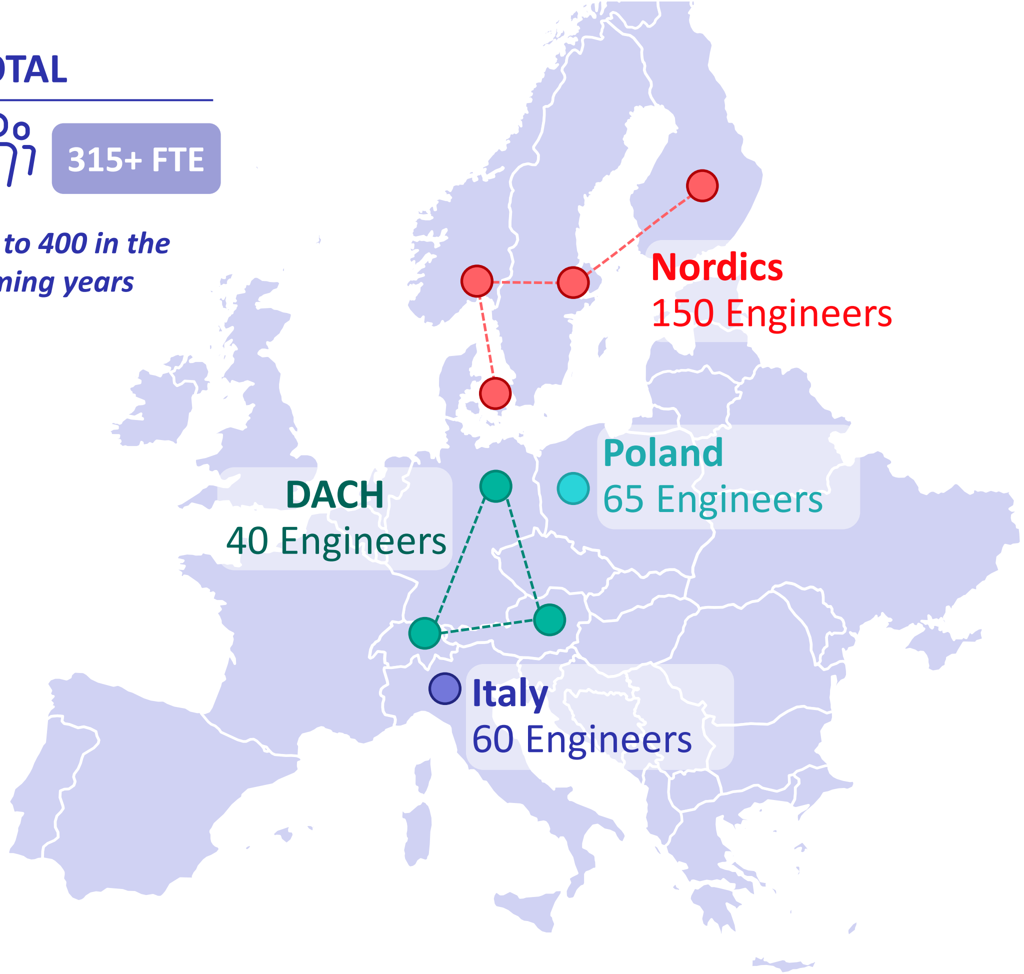
2

In-country dedicated eCom product engineers...

TOTAL

315+ FTE

Up to 400 in the coming years



+

...boosted by our digital capabilities over time

nexi Digital

- **250+ engineers** (500+ by 2025) located in Milan, Bari, Katowice and Helsinki
- **Strategic delivery capabilities** to drive economies of scale
- In-house **software development firepower**

Time To Market | **Lean & Agile** | **Best-in-class delivery** | **Top Talent** | **Cutting-edge Technologies**

3 Unique opportunity to use local sales and support to unlock cross-sales

Deep local market coverage…

350+ in-country expert **sales and customer support,** also leveraging **500+ sellers** in LAKA and SME teams

300+ distribution partnerships across our markets

…unlocks a large cross-sell opportunity

~70k Nexi **digital-first** merchants

\+

~2.2M **SME merchants** progressively going online

\+

~3k **LAKA merchants** with clear omnichannel needs

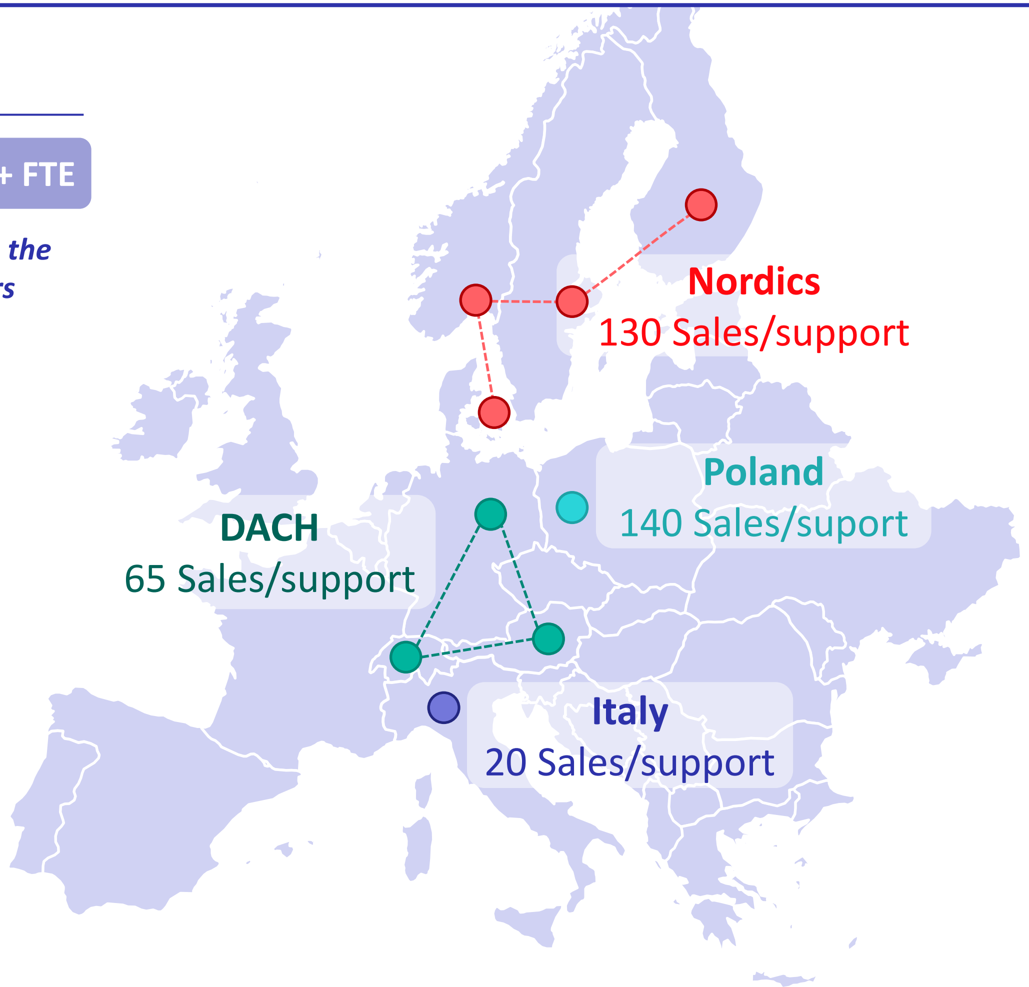
3 350+ local, expert eCom sales and support, growing to 500+ in mid-term, combined with 500+ sellers in SME and LAKA for c.1,000 in Europe…

In-country dedicated eCom sales/support resources…

TOTAL

350+ FTE

Up to 500 in the coming years



…with additional firepower leveraging through Nexi sales organization

+

200+ in LAKA sales teams across Europe also selling eCom solutions to **large omni-channel merchants**

300+ in SME sales teams across Europe also selling eCom solutions to **small merchants adopting online sales**

NOT EXHAUSTIVE

3 …and deeply entrenched into a wide local ecosystem of partners

Platform coverage & key distribution partnerships

	Pan European platforms	Local eCommerce platforms	Local ISVs / agencies / developers
Italy	PrestaShop	BigCommerce, storeden, osCommerce, opencart	Passepartout, XMenu, iPratico, farmakom, italiaonline
DACH	Magento	JTL, shopware, OXID esales, gambio	ixopay, Xolvis, Sharebox, it-recht kanzlei münchen, Österreichischer Apothekerverband, Compusoft
Nordics	WooCommerce	jetshop, abicart, MyCashflow, Vilkas	Visma, Dolphin, Spectra Systems, GastroPlanner, zwapgrid, Vilkas, Qondor, Fortnox, MyCashflow, Compusoft
Poland	shopify	Shoper, Shoplo, IdoSell	GoShop, Silk Software, RedCart, Comarch, saly, CStore, droplabs

NOT EXHAUSTIVE

Unlocks a large opportunity to cross-sell ecommerce into Nexi's total merchant base and accelerate growth from our fast-growing innovations

Nexi core markets	TTV growth[1]	Penetration to Nexi merchant base[2]
Nordics	+12%	<20%
Finland	+19%	<15%
Italy	+32%	<5%
Poland	+35%	<5%
DACH	+34%	<5%

Strong growth *(3x vs market)*

Large x-sell opportunity

+

New propositions	% of total eCom revenue	TTV growth[1]
One-click checkout	~5%	+233%
Frictionless APMs	~5%	+800%
Vertical solutions	~1%	+300%

Long runway

Accelerated growth

Source: Managerial estimates. Notes: (1) 1H2022 vs 1H2021; (2) % of MS merchants using eCommerce solution as at 30 June 2022

Winning in eCommerce: key takeaways

Market overview

- European **eCom market is local** and **fragmented**, dominated by local payment methods and ecosystems
- **Mid-market** is the **largest, most attractive** customer segment
- Nexi is the leading European eCommerce provider with **unique market position and assets**

eCommerce strategic pillars

- Achieve **leadership in mid-market** through:
  - **High-conversion omni-acceptance** and **collection** solutions, with full local integrations
  - **Local front-ends** with one **pan-European** integration layer
  - **Cross-selling synergies with SME** and **LAKA**, with further investments in **local go-to-market** and **support**