



Website:	<a href="http://www.profile.gr">http://www.profile.gr</a>
Bloomberg code:	PROF:GA
Reuters code:	PRFr.AT
ISIN code:	GRS472003011

## COMPANY PROFILE

PROFILE Software ([www.profilesw.com](http://www.profilesw.com)) is an international, award-winning company in the field of financial and business software development and integration. Founded in 1990, PROFILE is based and listed in Athens Stock Exchange, Greece and has enjoyed significant growth in the past 25 years, resulting to international market recognition and evaluation by industry experts. Through a specialized own product and service offering complemented by well-established international products, PROFILE is further accelerating its presence to international markets in order to increase the current 62/38 revenue split between domestic/international to 35/65 in the coming years. The firm is generating revenue through:

- (a) sale of software licenses and respective maintenance contracts
- (b) provision of Software as a Service (SaaS) as part of Cloud deployments and
- (c) professional services pertaining to both (a) and (b) above, primarily in the financial software industry and secondarily in business software and integration projects

PROFILE's product offering mainly consists of the following three state-of-the-art flagship products

- **IMSplus 2.2**, an award-winning investment management suite including solutions for advanced Private Wealth Management, Asset and Funds Management, Insurance Investment Management, Personal Banking, Family Offices and Custody
- **FMS.next**, a specialized Universal Banking system including Private Banking, Financing, Leasing Peer-to-Peer Lending/Crowdfunding and Islamic Banking
- **Mobius Wealth**, a vendor independent, white-label wealth management mobile application that links to any 3<sup>rd</sup> party platform presenting the data on an intuitive presentation layer for smartphones and tablets.
- **Axia** – the newly developed cloud-based solution to manage all aspects of the Investment Management firms over any channel or location

These innovative products constitute the company's core business and represent the biggest part of its revenue. In addition in the company's product portfolio there is a mobile market view / data feed system (**Plexus**) and an ordering application (**GS Market/GS Trader**), a shareholder management application for listed companies (**Registry**), as well as a full range ticketing solution (**UTS TicketLink**). All solutions are based on the highest technology standards such as web and mobile applications (**PROFILE Mobility platform**) while utilising **cloud technologies**.

The company's clientele consists of virtually all Banks operating in the local market, Banks in key international markets, as well as Investment Management firms and other corporates locally and abroad. In total, PROFILE is servicing over 200+ corporate clients throughout 18 countries across 3 continents (Albania, Bulgaria, Bahrain, Cyprus, Greece, Guernsey, Jersey, Luxembourg, Poland, Romania, Russia, Serbia, Sudan, Switzerland, Turkey, UAE, Ukraine, United Kingdom) via offices in Geneva, Dubai, London, Singapore, Athens and Nicosia, as well as via an increasing network of partners.

It is worth mentioning that PROFILE Software has been awarded with the following distinctions:

1. "Best Wealth Management Software Provider – Europe 2014" by the Global Banking and Finance Review,
2. "Best Investment Banking Solution Provider" Award for Western Europe by World Finance in 2013,

3. “Best Technology Solutions for Portfolio Management” by the International Hedge Fund Awards 2015.
4. “GoodAccredited” and “Best Product Specialist” awards in 2013 by Goodacre London and
5. “Business Innovation” award by “Money” magazine for two consecutive year (2012 & 2013).

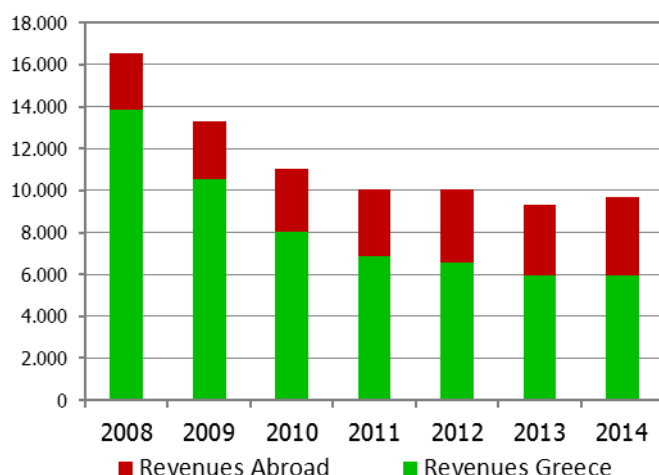
While the company has been included in international industry reports i.e.

- **Forrester:** Global deals, banking system providers (2012, 2013, 2014)
- **Celent:** European Wealth Management System vendor assessment (2013)
- **IBS** sales league table (2012, 2013, 2014, 2015)
- **Gartner:** Banking VSS Report (2013)
- **HarringtonStar:** FinTech Leaders research (2014) & Best place to work (2015)
- **Aite:** Portfolio Management Systems (2014)
- **MyPrivateBanking research:** Digital and Mobile Solutions for Financial Advisors (2014-2015)

It has also been recommended as

1. “**National Champion**” for the European Business Awards 2013,
2. “**Best Platform Provider Award 2014**” by the City of London Wealth Management Awards,
3. “**Innovative Business Award 2013**” by the British-Swiss Business Chamber of Commerce,
4. “**Technology Vendor of the Year 2014**” and “**2015**” by the CityWealth Magic Circle,
5. “**Technology Provider of the Year 2014**” by FStech,
6. “**Outstanding Wealth Management Technology Provider - Front Office Product Suite**” and “**Outstanding Wealth Management Technology Provider - Most Effective Integrated Solution**” by the Private Banker International Awards
7. “**Best Wealth Management Software Provider Europe 2015**” by the Global Banking & Finance Review Awards 2015.

## REVENUE ANALYSIS (in € 000)



PROFILE Software’s international implementations account for 38.09% of its turnover during the past year. The systems implemented include the IMSplus, FMS.next and Mobius platforms primarily in the regions of the Middle East, North Africa, S.E. Europe, Switzerland and the UK. PROFILE exports:

- software licenses and respective maintenance contracts
- provision of Software as a Service (SaaS) as part of Cloud deployments and
- professional services pertaining to above, primarily in the financial software industry and secondarily in business software and integration projects

## KEY INVESTMENT HIGHLIGHTS

PROFILE's strategy is focused towards international expansion:

- Capitalising on the competitive advantages offered to clients, the new product developments, and the new technology partners the company will focus on building more advanced technological capabilities in its solutions
- Deploying a client-centric approach for its international clientele and market recognition, the company is to invest in new hires and product representations in the international marketplace
- Leveraging on existing successful Banking & Investment management product the company is aiming at further enhancing its competitive offering for the clients and technological alliances
- Accelerated growth by focusing on key geographic regions and supporting them with synergies and activities

To achieve these, PROFILE capitalises on its proven success drivers:

- New products, people and partner development
- Robust financial foundation
- Loyal, expanding and international customer base
- Experienced management team
- Expertise in niche vertical markets
- Product functionality and business know-how along with state-of-the-art technology and architecture
- Strategic and proactive approach to market opportunities

OVERVIEW - TRADING DATA 1 Year (data of period 01/04/2014 - 31/03/2015)			
Symbol:	PROF		
Athex Market:	MAIN MARKET		
Market Cap (Mil. €): (31 March 2015)	4,3		
Shares Outstanding (number): (31 March 2015)	11.812.193		
Average Spread (%):	7,87%		
Market Liquidity (%):	8,059%		
Average Trading volume (no of shares):	7.654		
Total Value of transactions (€):	1.175.928		
Days to trade (1% of outstanding amount):	17,1		
Free Float (31 March 2015):	50,15%		
Turnover Velocity (F.F. Weighted):	31,9%		
<b>Historic Volatility</b>	<b>30 days</b>	<b>60 days</b>	<b>90 days</b>
(annualised %)	46,39%	44,61%	51,40%

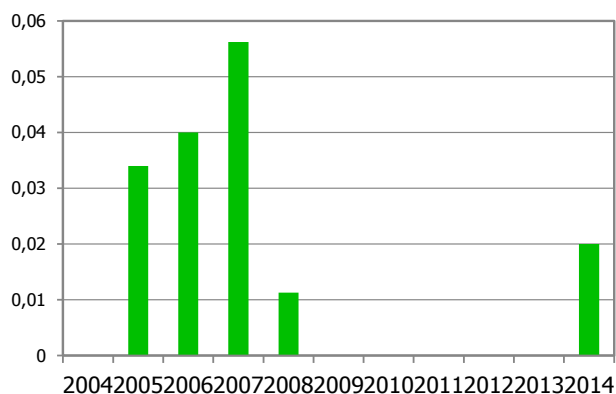
## GROUP STRUCTURE

### PROFILE SYSTEMS & SOFTWARE S.A.

GLOBAL SOFT S.A.	96.70%
COMPUTER INTERNATIONAL FRANCHISE S.A	50.18%
PROFILE SYSTEMS & SOFTWARE (CYPRUS) LTD	100%
PROFILE SYSTEMS & SOFTWARE (SUISSE) SA	60%*

\*PROFILE SYSTEMS & SOFTWARE (CYPRUS) LTD participates with 60% in PROFILE SYSTEMS & SOFTWARE (SUISSE) SA.

## DIVIDEND POLICY (in €)



*(EGM Dec 2014 decided to distribute extraordinary dividend of €0.02 per share, in total €235,3K euros).*

## CURRENT PROJECTS

The company has a number of on-going projects mainly in, but not restricted to, the banking and investment management domain. These include implementations in large banking institutions, investment companies, Peer-to-Peer lending firms, Private Banks, Insurance firms and Family Offices. Confidentiality agreements restrict in most cases the ability to publicise clients' name, which most often is announced with the going-live of the project, via PROFILE's publicity channels.

- A Wealth Management mobile/web solution for a large Swiss-based Private Bank.
- An advanced banking, Peer-to-Peer lending platform for a UK-based firm for providing multiple lending services to the UK and international marketplace.
- A number of Asset Management solution implementations in large Insurance firms and Pension Fund managers in S.E. Europe and the Middle East for managing their investment operations with full reporting and monitoring.
- Investment management and mobile asset management projects in well-known Family Offices to allow for asset management operations across multiple disciplines.
- International implementation and deployment of a complete Risk Management Solution – multiple bank entities of 3 different banking groups across Europe.
- Full ticketing services and solutions for a major Shipping Company, for its local and international routes. (UTS TicketLink)
- Numerous extensions to IMSplus for Domestic and International Banks in critical investment and Wealth Management projects.
- Alternative Banking implementation with FMS.next at a start-up bank in the UK
- Fund Management solution for a large Middle-East based Fund and Banking corporation
- A mission-critical payments project for one of the largest regional banks covering all the payments transaction providing a full payments hub as a strategic pillar to the bank
- A large upgrade investment management project for the largest Greek bank including mobile wealth management applications
- Implemented and supported the majority of Greek Banks to meet the regulatory requirements of Basel III via market-leading risk management systems and services

## FORTHCOMING PROJECTS/ INVESTMENTS – BUSINESS PLAN HIGHLIGHTS

PROFILE is strategically positioning itself to accelerate growth through the key investment highlights mentioned earlier. Business development plans are based on the success of the past years and the outlook of the years to come. The company is focusing its resources in emerging markets in Europe and Asia, thought its offices below, as well as new prospective offices and selective partnership agreements:

- **Geneva, Switzerland, the Private Banking capital of Europe, where**
  - End-to-end Private Banks are serviced through FMS.next
  - Vertical markets like Funds Management, Family Offices, Independent Asset Managers are serviced through IMSplus, & Axia depending on the need
  - Both sectors can fully utilize the capabilities of the vendor independent mobile app for wealth management - Mobius Wealth - since it can be white-labelled and linked to any 3<sup>rd</sup> party platform
- **Dubai, UAE, the Financial hub for the whole MENA region, where**
  - Islamic Banking functionality is successfully addressed via FMS.next
  - IMSplus Wealth Management functionality presents a strong fit
  - Mobius Wealth is expected to experience a rise in demand as new industry requirements emerge in the area
- **London, UK, the Global financial hub, where**
  - Trend of consolidation banks' fund, asset and general portfolio management businesses in London as a hub for their European operations fits with IMSplus' core competence
  - FMS.next presents a solid fit for new start-up banks since this type of alternative banking is presenting a real trend
  - Full Peer-to-Peer Lending Solution is provided and implemented through FMS.next offering a robust platform
- **Singapore, the Wealth Management centre for the Asia Pacific region, where**
  - Growth in Asia has created wealth in need of high quality services, constituting the ideal environment for IMSplus and Axia
  - A large number of regional opportunities in the Islamic Banking domain exist for FMS.next

Each of the above offices is being staffed with additional personnel, expert professionals that would add real value to the business objectives. The focus on developing innovative, flexible, cost effective solutions for wealth management, crowd-funding, p2p lending, mobile apps, cloud, regulatory compliance with localization capabilities provide competitive advantages to PROFILE's clients helping them improve their operating efficiencies.

The aforementioned business plan comprises of an investment in the range of 10 to 15 million euro, to be executed over a three year period. The said amount corresponds to business development, resources, marketing and sales activities across all regions along with products extensions and improvements. It includes new people hires, specialized events, public shows, thought leadership and market research actions as well as sales/presales action plans along with product localization, local delivery and administration infrastructure, setting up of commercial & technological partnerships, and FTE setup.

## RECENT DEALS

PROFILE offers value adding solutions to its clientele, resulting in a steady stream of new deals, across all its targeted domains. Confidentiality agreements restrict in most cases the ability to disclosure clients' name, which in most cases is announced with the going-live of the project. Indicative new deals:

- April 2015 – Implemented AXIA for an Independent Asset Manager in Switzerland
- March 2015 – Upgraded version of IMSplus 2.2 to be implemented in banking and investment organisations in Europe

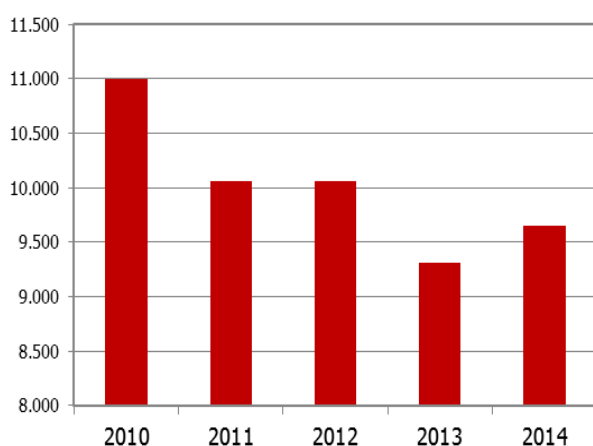
- February 2015 - Investment Management solution for a respective firm in S.E. Europe (IMSplus)
- January 2015 - IMSplus Wealth Management functionality with a major Bank in the Middle East
- December 2014 – Asset Management solution for a large Family Office in Europe (IMSplus)
- October 2014 – Integrated banking payments’ solution for one of the largest banks covering all of their payments transactions
- July 2014 - Complete Asset Management solution for an International Insurance Company covering all investments, portfolios and operations front to back office in the Middle East. (IMSplus)
- June 2014 – Alternative Banking project for a UK start-up bank (FMS.next)
- June 2014 – Upgrades projects to existing clients with IMSplus 2.1
- May 2014 – Mobile Wealth Management solutions implemented in a Family Office, Wealth Management firms (Mobius & IMSplus)
- April 2014 – Asset Management solution for an Investment fund organization in Europe (IMSplus)
- March 2014 – Reservation and ticketing services for a large passenger shipping company in S.E. Europe
- March 2014 – Asset Management solution for a major Pension Fund in Greece (IMSplus).
- February 2014 – Investment Management solution for a European insurance company (IMSplus)
- February 2014 – Major regulatory compliance project in a top Cypriot Banking Group to meet new ECB directives.

January 2014 - Upgrade to IMSplus 2.1 for Insurance Investment Management operations for a top5 in UAE, state owned fund management organization with extensions to include risk management.

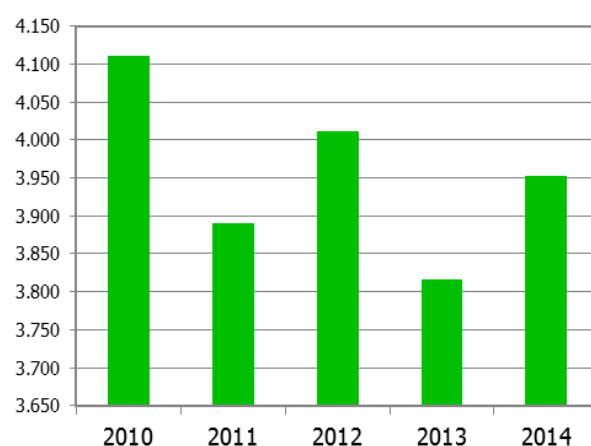
## COMPANY'S PERFORMANCE

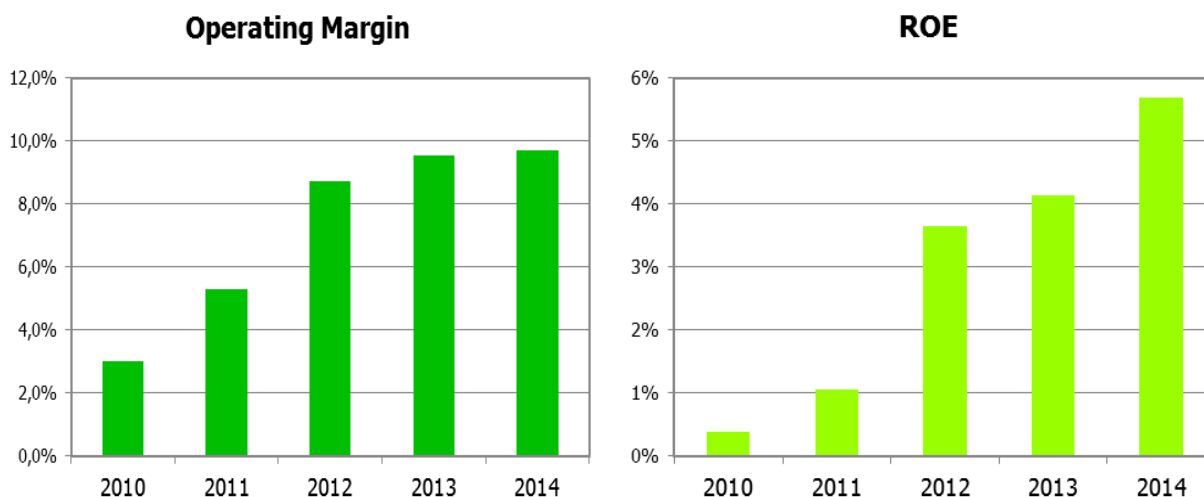
<b>FINANCIAL OVERVIEW (consolidated)</b>					
<b>(in € 000)</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Sales	11.004	10.059	10.064	9.314	9.655
Gross profit	4.110	3.890	4.012	3.816	3.953
EBIT	331	534	878	888	936
EBITDA	1.014	1.980	2.638	2.805	2.882
Earnings before tax	151	304	634	649	971
Earnings after tax	53	147	527	625	893
E.P.S.	0,007	0,015	0,045	0,05	0,07
Total Equity	13.808	13.947	14.472	15.071	15.724
ROE	0,38%	1,05%	3,64%	4,14%	5,68%

**Revenues (in € 000)**



**Gross profit (in € 000)**





#### MAJOR SHAREHOLDERS (>5%)

Name	%
STASINOPOULOS P CHARALAMPOS (direct & indirect)	49,85%
<b>Total</b>	<b>49,85%</b>

#### BOARD OF DIRECTORS

Name	Qualification
STASINOPOULOS P CHARALAMPOS	CHAIRMAN/CEO/EXECUTIVE MEMBER
BARBATOS A SPIRIDON	VICE PRESIDENT/EXECUTIVE MEMBER
MANTZAVINATOS G KONSTANTINOS	EXECUTIVE MEMBER
FILIPPI AIKATERINI	EXECUTIVE MEMBER
ILIOPOULOS ARISTIDES	NON EXECUTIVE MEMBER
TSIRITAKIS D EMMANOUEL	INDEPENDENT NON EXECUTIVE MEMBER
ROUSSOS A ANTONIOS	INDEPENDENT NON EXECUTIVE MEMBER

### MANAGEMENT TEAM PROFILE

**Mr. Charalampos Panagiotis Stasinopoulos** is Executive Chairman of the Board of Directors and Chief Executive Officer at PROFILE Systems and Software SA. He studied Computing at the Hellenic Center for Productivity (ELKEPA) and Business Administration at the Hellenic Management Association (EEDF). He has been working in the field of IT since 1985 and founded the Company in 1990.

**Mr. Spyridon Antonios-Ioannis Barbatos** is Executive Vice Chairman of the Board of Directors at PROFILE Systems and Software SA. He has been working in the field of information technology since 1986, and started his collaboration with the Company in 1990, and has been serving as Executive since 1999. He was Managing Director at BeCom prior to becoming a subsidiary of PROFILE Systems & Software SA. He studied Economics at the Athens University of Economics and Business.

**Mr. Konstantinos Georgios Mantzavinatos** is Executive Director and Commercial Director of PROFILE Systems and Software SA since June 22, 2010. Before that he was appointed General Manager of the Business Solutions Division and Non-Executive Director in August 2007 and prior to that he was General Manager of the Business Solutions Division. He studied Programming and System Analysis at ELKEPA and Mathematics at the University of Athens. He has been working in the field of information technology since 1984 and he joined the Company in 2002.

**Ms. Aikaterini Nikolaos Filippi** is Accounting Advisor and Executive Member of the Board of Directors at PROFILE Systems and Software SA since March 31, 2008. She previously served as Head of Accounts. She has experience in similar positions in a number of companies. She joined the Company in 1999. She is a graduate of Economics from the University of Athens. She is a Member of the Economic Chamber of Greece and a Certified Chartered Accountant (A class).

**Mr. Aristeidis (Aris) Spyridon Iliopoulos** is IMSplus Sales and Marketing Manager and Non-Executive Director of PROFILE Systems and Software SA since February 17, 2011. He studied Business Administration at the University of Piraeus. He joined the Company in 2000.

**Prof. Emmanouil Dimitrios Tsiritakis** is Non-Executive Independent Director at PROFILE Systems & Software SA. In 1979 he earned a Degree in Economics from the University of Athens. In 1983 he earned a MA and in 1988 he earned a PhD from Virginia Polytechnic Institute and State University. He is currently an associate professor in the Department of Banking and Financial Management at the University of Piraeus. Prof. Tsiritakis was a member of the committee which designed the Athens Derivatives Exchange and served as Chairman of the examination committee for the certification of the financial services practitioners.

**Mr. Antonios Antonios Roussos** is Non-Executive Independent Member of the Board of Directors at PROFILE Systems and Software SA since August 2007. He is a graduate of Business Administration from Athens University of Economics and Business. He is Member of the Economic Chamber of Greece and a qualified Chartered Accountant (A Class). He has been employed in the financial and accounting field since 1998, and since 1994, he has been holding the position of Chief Financial Officer in various Greek companies.

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