



# Mensch und Maschine Software SE

## Company Presentation

Status March 16, 2021 / Annual report 2020

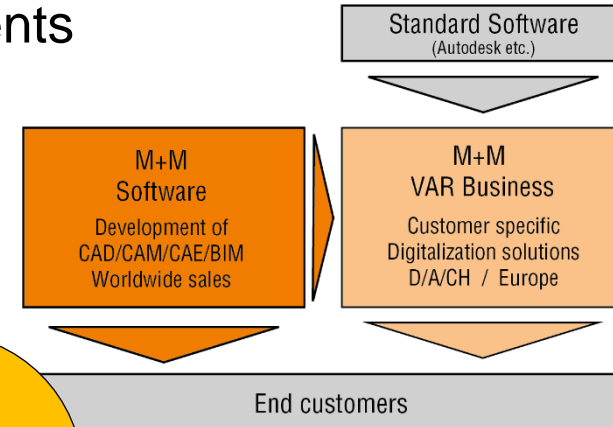
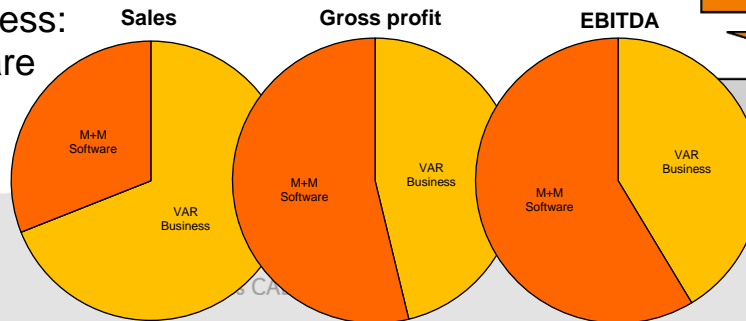


# Business model

- Leading vendor of CAD/CAM/CAE/PDM/BIM solutions
  - ◆ CAD/CAM/CAE = Computer Aided Design / Manufacturing / Engineering  
PDM = Product Data Management / BIM = Building Information Management
  - ◆ Founded 1984 – 37 years on market // IPO 1997 – 24 years public
- Added Value well balanced over 2 Segments
  - ◆ M+M Software: Proprietary Standard Software  
~65% CAD/CAM // ~35% BIM / Garden/Landscaping / CAE
  - ◆ VAR Business: Technical Digitalization Solutions  
Proprietary Added Value: Projects / Training / Hotline etc.  
Reselling (Autodesk etc.): Leverage effect on M+M market share

Benefit VAR Business:  
Sales / Market share

Benefit Software:  
Highly profitable



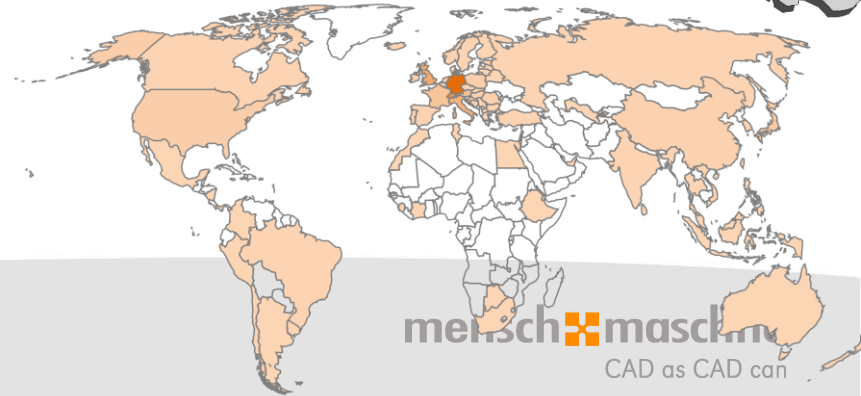
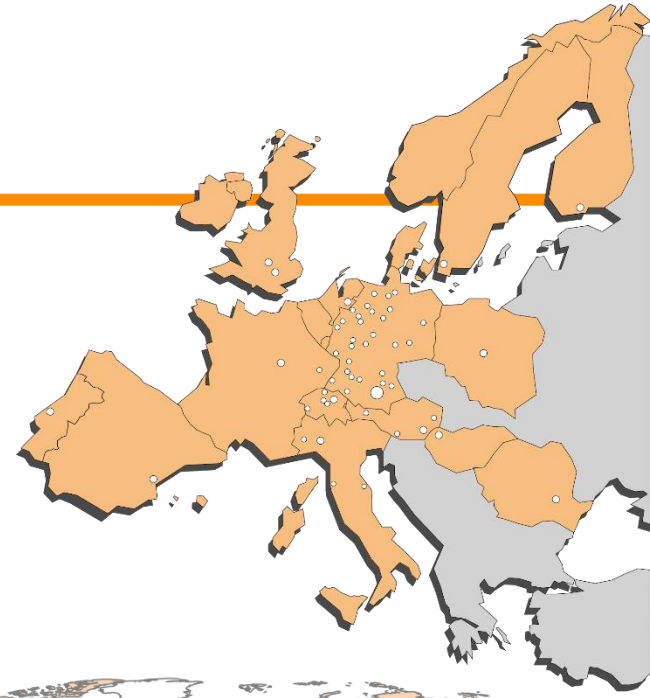
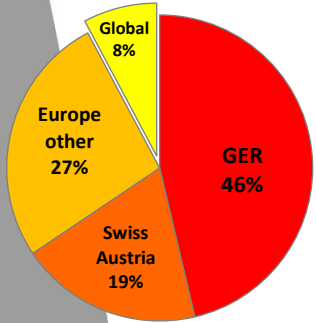
# Business model

## ■ Geographical sales contribution: (2020)

- ◆ Germany: EUR ~113 mln / ~46%
- ◆ Austria/Switzerland: EUR ~47 mln / ~19%
- ◆ Europe (other): EUR ~65 mln / ~27%
- ◆ Global: EUR ~19 mln / ~8%
- ◆ M+M's own CAM and BIM Software is sold to more than 70 countries on all five Continents
- ◆ ~75 Subsidiaries in 22 Countries (Europe, Asia and America)

## ■ Headcount:

- ◆ Gross at Dec 31, 2020: 1.030 (PY: 1.004)
- ◆ Full time equivalent 2020: 948 (PY: 946)
  - 484 / 51% (PY: 485 / 51%) M+M Software
  - 464 / 49% (PY: 461 / 49%) VAR Business



# Business model

## ■ Broad industry balance:

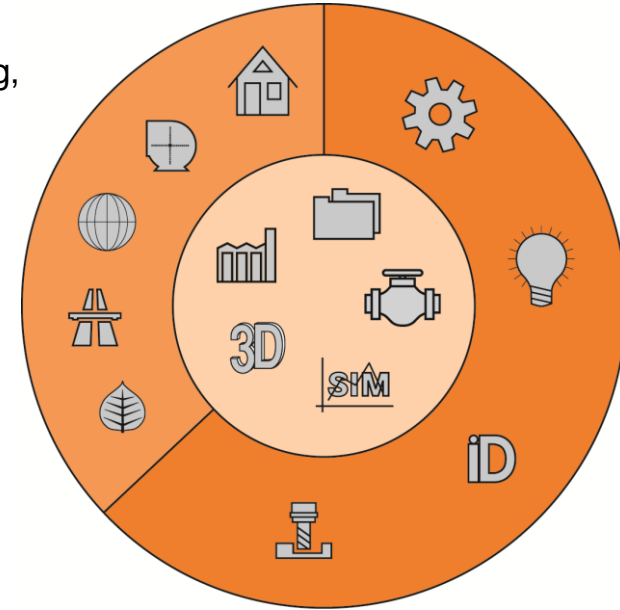
- ~2/3 Industry: e.g. Mechanical/Electrical/Process Engineering, Tool/Mold/Die Making, Automotive/Aerospace/Shipbuilding, Hydraulics, Pneumatics, Industrial design
- ~1/3 BIM: e.g. Architecture, Building Services, Structural/Civil Engineering, Bridge and Tunnel Construction, Infrastructure, Facility Management, Gardening/Landscaping
- Interdisciplinary: e.g. Digital Factory/City, PDM/PLM, Simulation, Plant Design, Visualization/Animation

## ◆ Extensive installed base:

>100,000 active seats @ more than 30,000 customers

## ◆ Wide price/performance range:

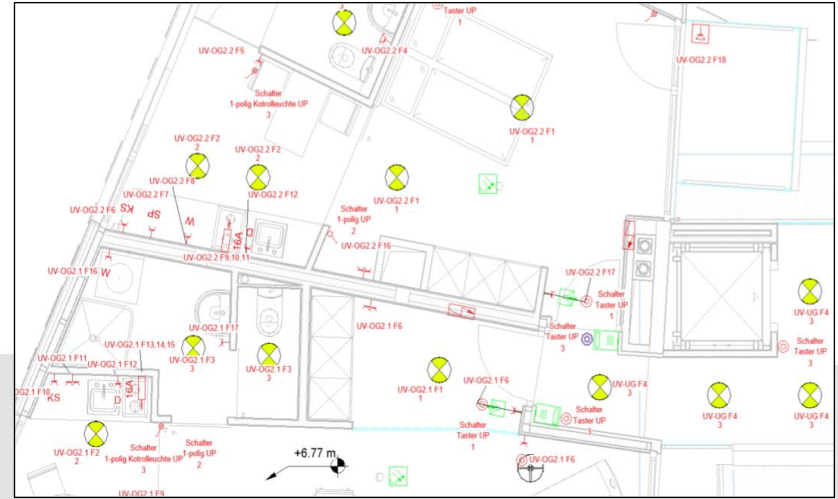
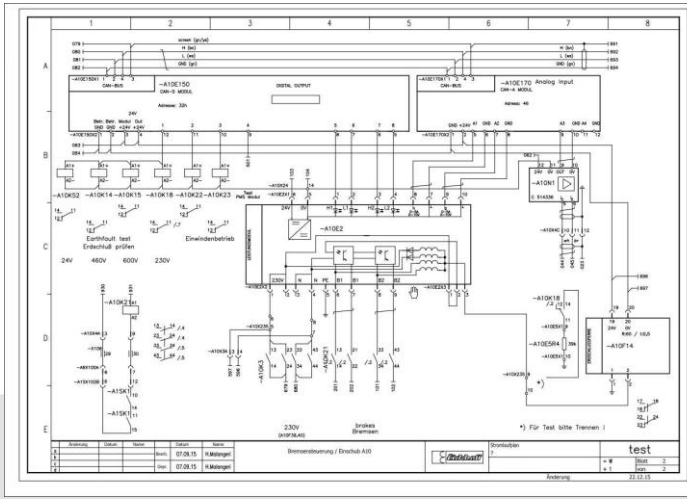
- Software from <1,000 Euro to >100,000 Euro per seat
- Pure B2B Business, only professionals, no consumers



# CAD/CAM in practice (M+M Software)

## ■ CAE – Computer Aided Engineering

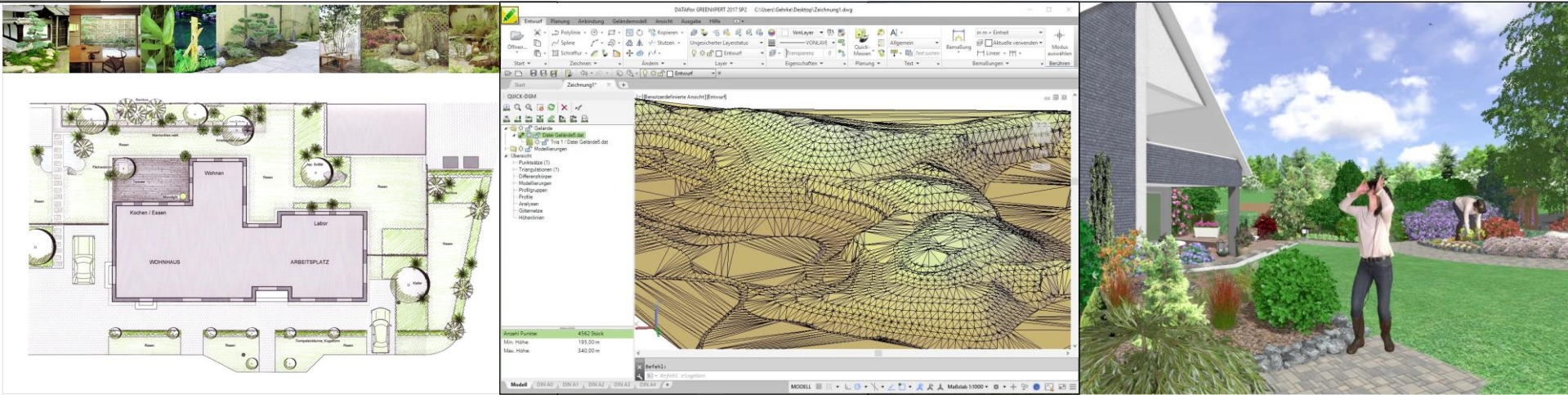
- Seat base: ecscad – M+M product since 1993, end of 2008 sold to Autodesk, since 2014 licensed back and M+M maintenance till 2019
- Newly developed: eXs – fully data- and largely user interface compatible
  - High performance database, more functionality, simpler usability, free configurability
  - For Industry disciplines electrical and process engineering, hydraulics and pneumatics
  - As well as for all building services disciplines in BIM projects
  - For ecscad maintenance customers free automatic license transition





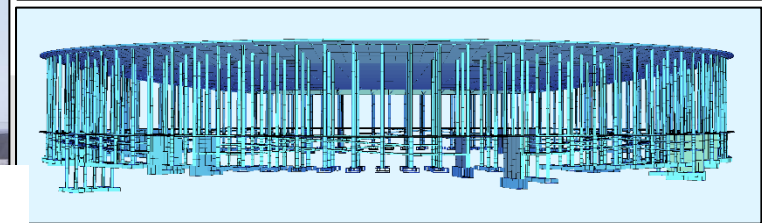
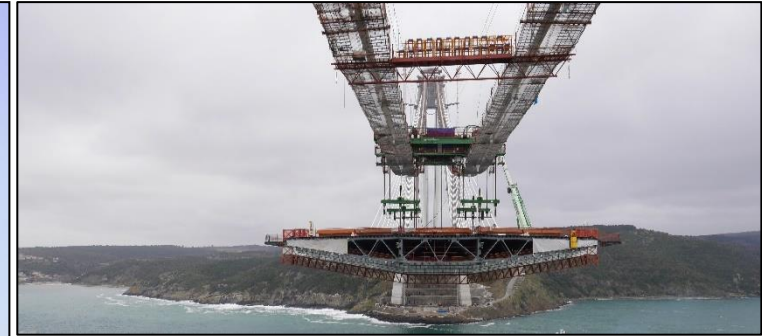
# CAD/CAM in practice (M+M Software)

- Gardening / Landscaping / Earthworks for Architects and Implementers
  - M+M Subsidiary DATAflor, Goettingen, Germany
  - Integrated software solutions not only containing graphical planning but also calculation, tender, quoting, construction site controlling and billing
  - Two examples from the extensive functionality:
    - Digital terrain model: Comfortable three-dimensional landscape design (middle picture)
    - GRUENSTUDIO 3D: Live experiencing the future garden via VR glasses (right picture)



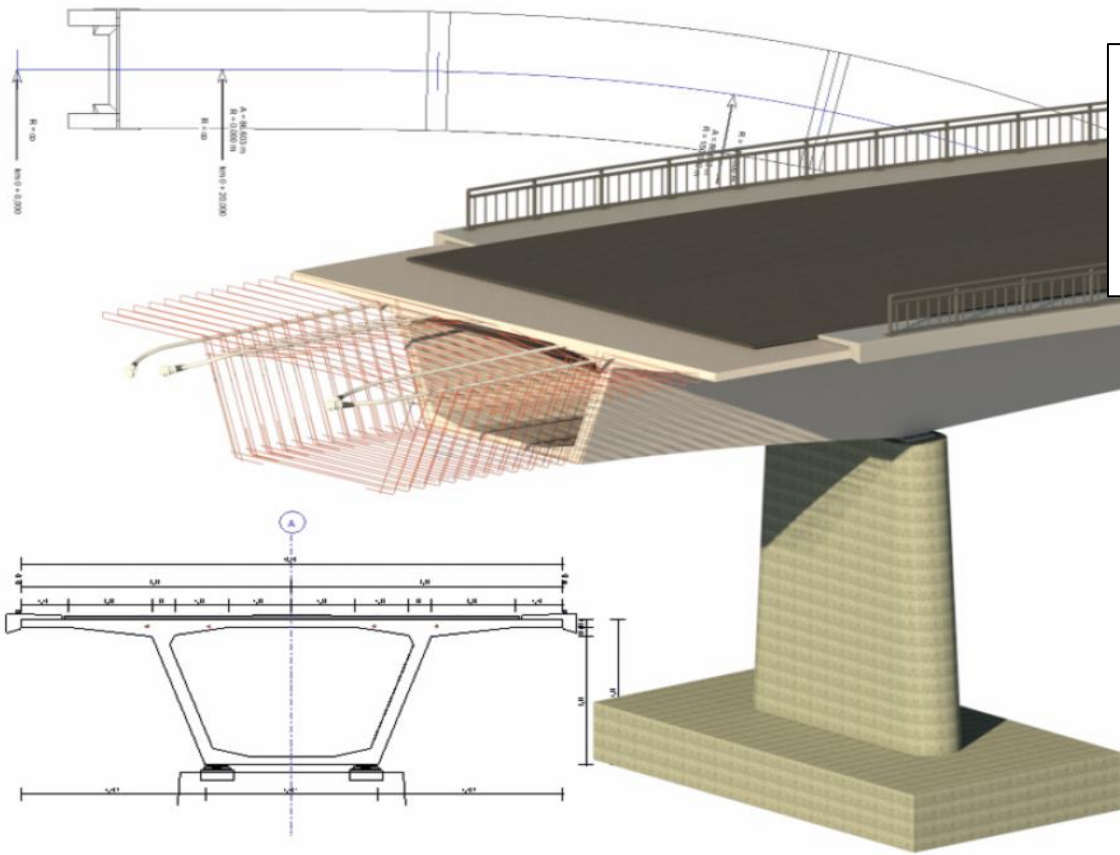
# CAD/CAM in practice (M+M Software)

- BIM / Civil Engineering: Structural Analysis & Reinforcement Software
  - Jan 1, 2019: Long-standing shareholding in SOFiSTiK AG increased from 13.3% to 51%
  - Share swap, Founders/Management stayed on board with 49% shareholding
  - SOFiSTiK (est. 1987) is a technology leader in bridge, tunnel and building construction
    - In more than 30 years, thousands of construction projects have been realised and calculated with SOFiSTiK software, e.g. BMW-Welt Munich, new Bosphorus bridge, Brasilia National Stadium...



[www.sofistik.com/company/references](http://www.sofistik.com/company/references)

# CAD/CAM in practice (M+M Software)



The **SOFiSTiK Bridge + Infrastructure Modeler** supports parametrized 3D bridge, tunnel and other profile building design, detailing and analysis, fully compatible to BIM standards, as it e.g. is mandatory in Germany since 2020 for public projects due to the German Ministry of Transport and Infrastructure.



**SOFiSTiK**

P0  
+10.000

P1  
+10.000

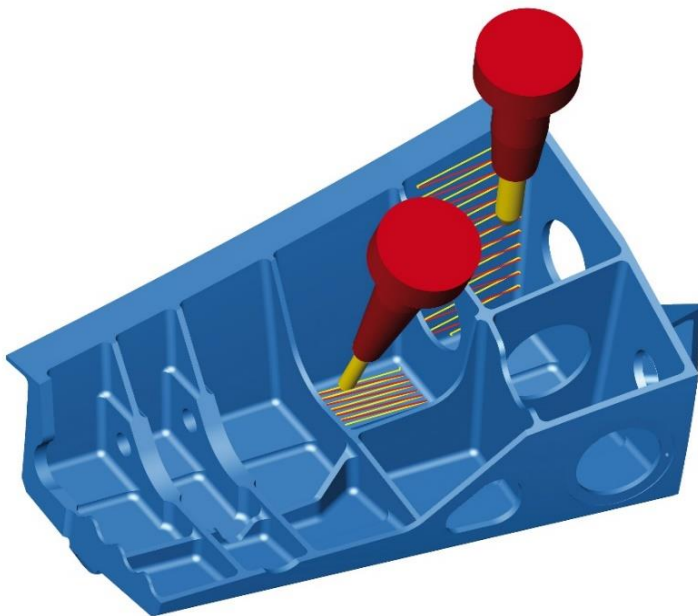
W.1.1
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W.1.4
W.1.5





# CAD/CAM in practice (M+M Software)

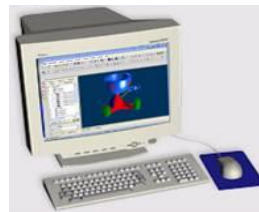
- CAM – Computer Aided Manufacturing
  - Subsidiary Open Mind – Product line hyperMILL
  - High end: Average revenue approx. EUR 30,000 per seat
  - **CAM is contributing more than 1/3 to M+M's Added Value**



Precision machine tools' purchase prices are in the six or seven digit Euro range. hyperMILL reduces milling times by up to 90% through intelligent machining strategies, pushing return on investment for these expensive machine tools to completely new dimensions.



 **OPEN MIND**  
THE CAM FORCE



CAD Software  
(3D design)



CAM Software  
generating NC  
code for machine



Precision machine  
tool with  
NC control

# CAD/CAM in practice (M+M Software)

Up to 5x faster material removal by 'helical' roughing.

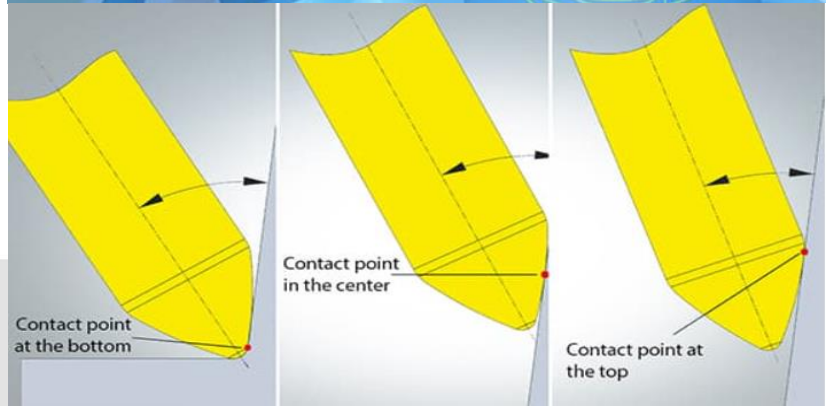
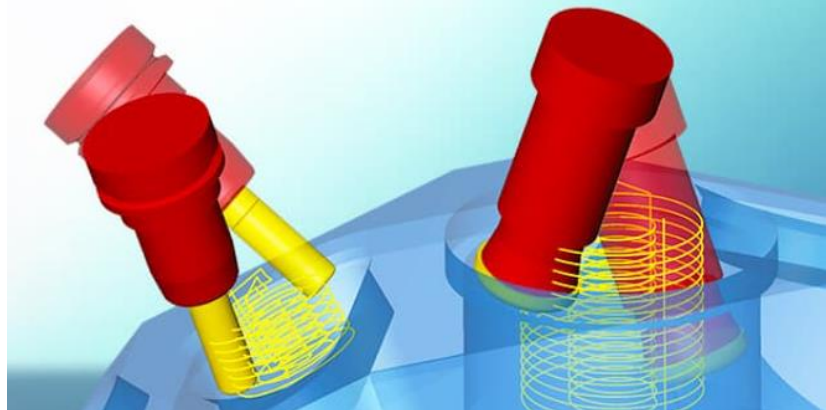
Flat surface finishing up to 10x faster by using special conical cutters with slightly convex curvature.

Milling time for this lightweight aerospace part:  
2h05min instead of 10h30min => 80% productivity gain.

Total 80% productivity gain: 2h05 instead of 10h30



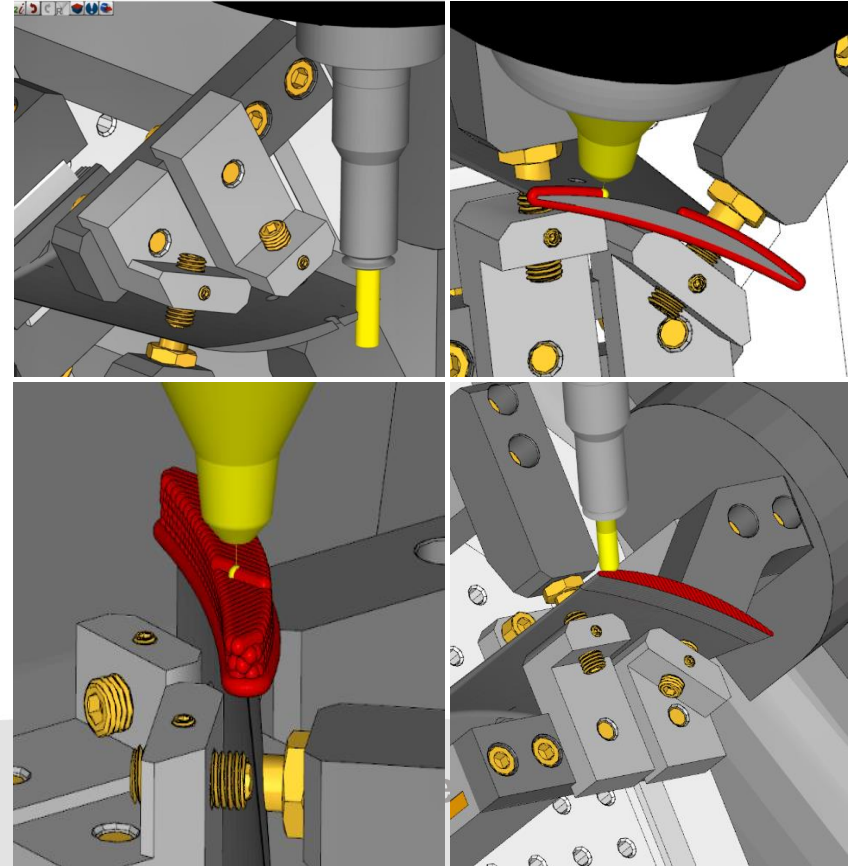
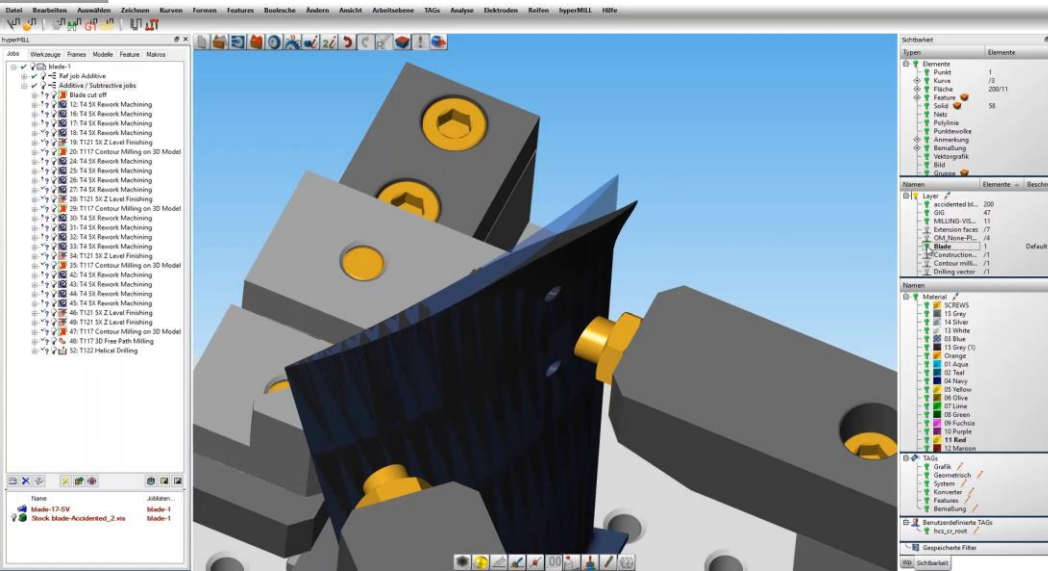
78% faster roughing + 90% faster flat surface finishing:



# CAD/CAM in practice (M+M Software)

## CAM (subtractive) meets 3D printing (additive):

New hybrid machine tools with an LMD device (Laser Metal Deposition) combine the advantages of 3D metal printing (building parts from scratch) and 5-axis milling (finishing defined surfaces with high accuracy) without re-clamping. hyperMILL now supports this process holistically. Example: Hybrid repair of a turbine blade.



# Some CAM Key Customers

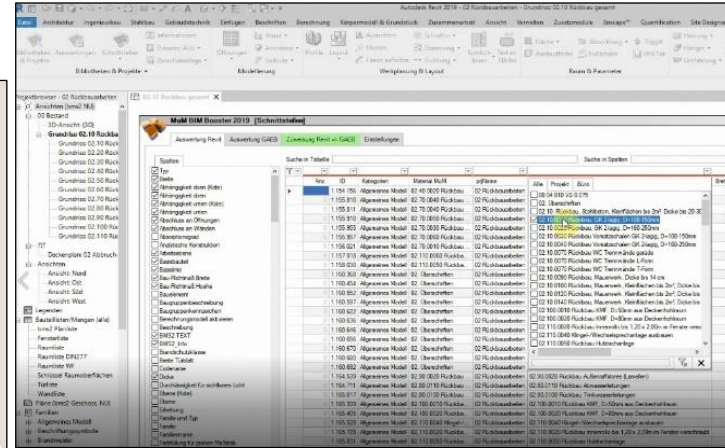




# Digitalization in practice (VAR Business)

- Example BIM – Building Information Modelling / Management: High efficiency gain in complex interior work projects

**Customer:** BMS<sup>2</sup> GmbH, Munich, Germany



bim  booster bim  ready



man  machine  
CAD as CAD can

mensch  machine  
CAD as CAD can

- Example: Data Management for Industry customers  
Connecting design and commercial data by M+M PDM pinpoint

The image shows a large industrial facility, likely a water treatment plant, with rows of green machinery. An inset window displays a software interface with a tree view of components. The tree view includes the following items:

- 1 Antriebswellen und Gehäuse
  - 2 Räder abformen
  - 3 Behälter
  - 4 Belüftungsblöcke
  - 5 Druckmessgeräte und Druckschalter
  - 6 Druckventile
  - 7 Durchflussmessung
  - 8 Erhöhte Ventile
  - 9 Elektromotoren
  - 10 Betonbohrer
  - 11 Elektrobohrer
  - 12 Räder
  - 13 Halbleitende
  - 14 Kührer
  - 15 Lagerungen
- 16 Rührwerke
  - 17 Rührwerke
    - 18 SAE Rührwerke
    - 19 Verschleißschuttschicht
    - 20 Kompressoren
    - 21 Kugelhaken
    - 22 Rohre und Rührungen
    - 23 Rohrbohrer
    - 24 Schlauche
    - 25 Sonstiges
    - 26 Spezialbohrer
    - 27 Verschleißbohrer

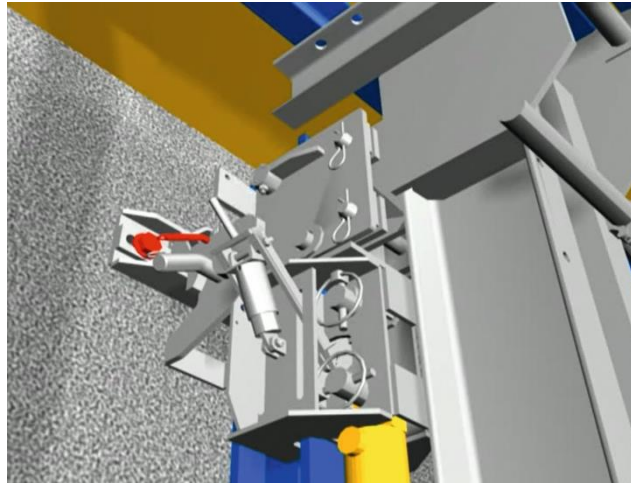
Below the tree view, there are fields for 'Favoriten', 'AZ000015', 'AZ000010', and a search bar.



# Digitalization in practice (VAR Business)

- Example Industry 4.0 meets BIM: convert BIM compatible data (here: automatic climbing formwork on Frankfurt high 4 construction site)

**Customer:** Doka GmbH, Amstetten, Austria



YouTube Video:





# Digitalization in practice (VAR Business)

- Example Infrastructure for Municipalities: The ‘Digital City’  
M+M MapEdit is the data turntable helping Emden (called „Green City by the sea“) to reach their ambitious sustainability targets

**Customer:** Stadtwerke Emden, Germany



**Entdecken Sie Ihr Sparpotenzial - Emden Solarkataster**

Das Emden Solarkataster stellt eine Orientierungshilfe dar, mit der Sie die Eignung Ihres Daches für Fotovoltaik- und / oder Solarthermieanlagen erkennen können. Mit Hilfe von drei einfachen Schritten können Sie auf der Karte einsehen, ob auch in Ihrem Haus ein ungenutztes Sparpotenzial vorhanden ist.

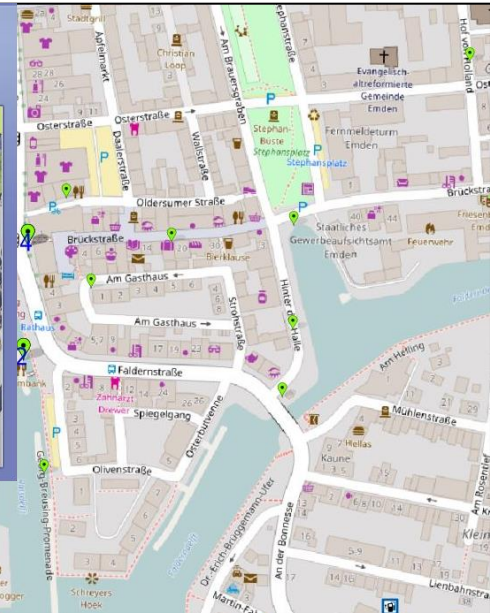
- 1. Produktwahl**  
☒ Fotovoltaik  
☐ Solarthermie
- 2. Dachfläche suchen**  
Finden Sie die von Ihnen gesuchte Dachfläche durch Eingabe der gewünschten Adresse oder suchen Sie direkt in der Karte.  
Straße und Hausnummer
- 3. Sparpotenzial erkennen**  
Um jetzt auf einen Blick Informationen über die Eignung für den Einsatz von Fotovoltaik- bzw. Solarthermieanlagen zu erhalten, klicken Sie den Mauszeiger auf die gewünschte Dachfläche.

**Legende**

- sehr gut geeignet
- gut geeignet
- bedingt geeignet

Dachfläche (172,8 m²): sehr gut geeignet  
Geplante Fläche für PV-Module: 50,4 m²  
Max. CO<sub>2</sub>-Einsparung: 5,1 Tonnen pro Jahr  
Ich möchte mehr wissen (zum Kontaktformular)

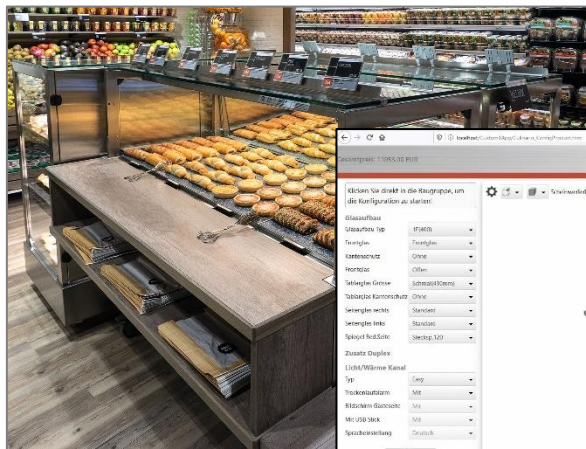
map  edit



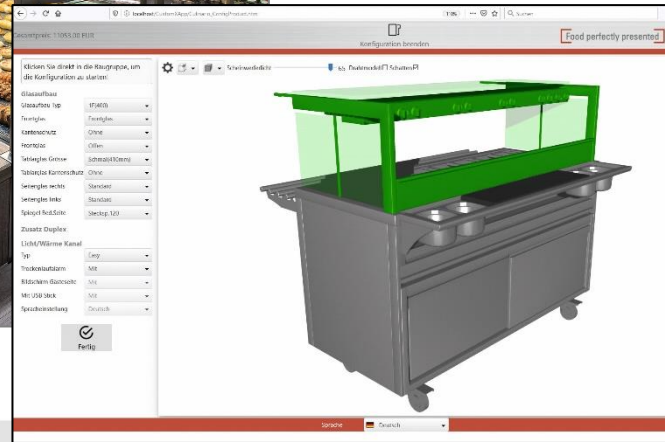


- Fully automated variant design with customX – up to 90% productivity gain  
Project examples: Electric distribution boxes & Showcases for gastronomy

**Customer:**  
Beer Grill AG,  
Villmergen, Switzerland



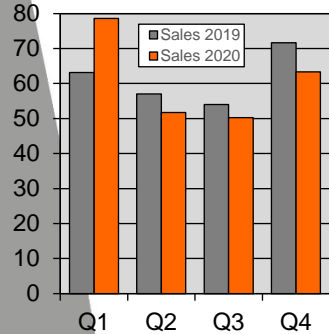
customX



# Some VAR Business Key Customers

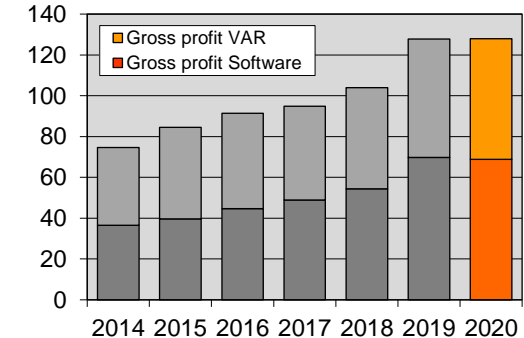
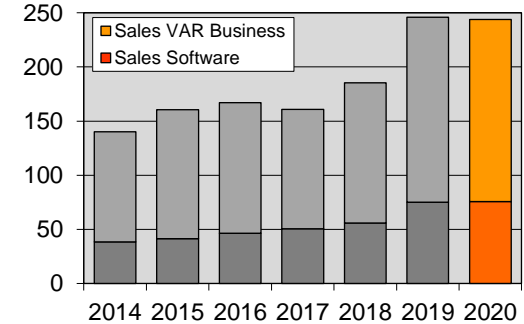
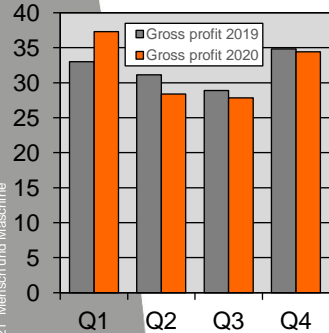


# Sales & gross profit



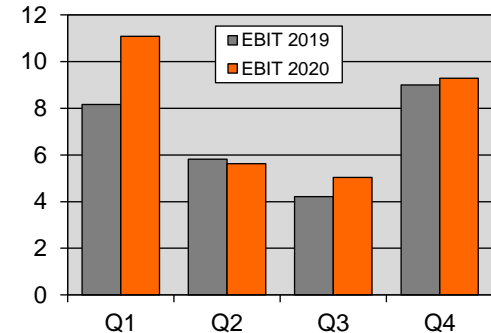
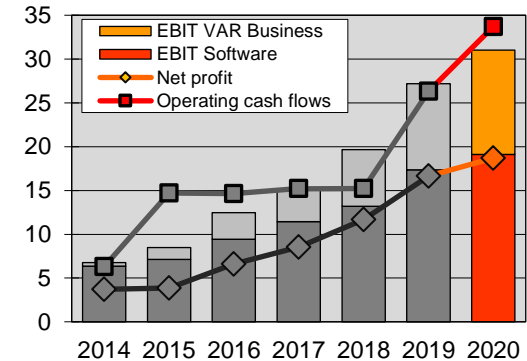
- Sales 2020: EUR 243.98 mln / -0.8%
  - ◆ M+M Software: EUR 75.61 mln / +0.7%
  - ◆ VAR Business: EUR 168.38 mln / -1.5%
  - ◆ Q1: +24.5% / Q2: -9.3% / Q3: -7.1% / Q4: -11.6%
- Record gross profit 2020: EUR 127.96 mln / +0.1%
  - ◆ M+M Software: EUR 68.84 mln / -1.2%
  - ◆ VAR Business: EUR 59.11 mln / +1.6%
  - ◆ Q1: +13% / Q2: -8.8% / Q3: -3.6% / Q4: -1.3%
  - ◆ Gross yield 2020: 52.4% (PY: 52.0%)
  - ◆ Q1: 47.4% / Q2: 54.8% / Q3: 55.5% / Q4: 54.3%
  - ◆ Q1 Anomaly caused by Autodesk resales peak

- Full year 2020: Consolidation of 2019 records
  - ◆ Sales just below, gross profit just above previous year
  - ◆ High volatility: Record Q1, then Corona retarding effects
  - ◆ Q2-Q4: High gross yield due to stronger M+M proprietary business



# Earnings / cash flows / dividend

- Record EBITDA 2020: EUR 40.33 mln / +10%
  - ◆ EBITDA yield 16.5% (PY: 14.9%)
- Record EBIT 2020: EUR 31.03 mln / +14%
  - ◆ EBIT yield 12.7% (PY: 11.1%)
  - ◆ M+M Software: EUR 19.14 mln / +10% // yield 25.3% (PY: 23.1%)
  - ◆ VAR Business: EUR 11.90 mln / +21% // yield 7.1% (PY: 5.7%)
  - ◆ Q1: +36% / Q2: -3.7% / Q3: +19.6% / Q4: +3.2%
  - ◆ Corona retarding effects in Q2/Q3 mainly compensated through cost elasticity, in Q4 mainly through margin strength
- Record net profit 2020: EUR 18.71 mln / +12%
  - ◆ EPS: 111.5 Cents (PY: 99)
- Record operating cash flows 2020: EUR 33.73 mln / +28%
  - ◆ CPS: 201 Cents (PY: 157)
- Dividend proposal 2020: 100 Cents (PY: 85 / +18%)
  - ◆ Optionally in cash or shares like in previous years
  - ◆ 87 of 100 Cents paid out tax-free from 'steuerliches Einlagenkonto' (§27 KStG)





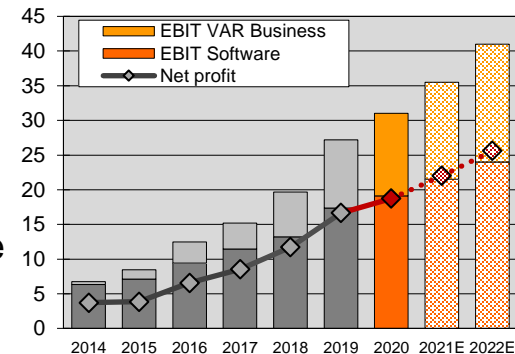
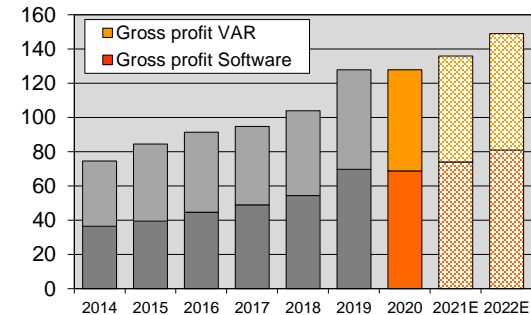
# Review & Outlook

## Review on profitable growth:

- Gross profit 2014-2020: EUR +53.3 mln / +71%
  - ✓ EUR +8.9 mln / +9.4% average gross profit growth p.a.
- EBIT 2014-2020: EUR +24.3 mln / +359%
  - ✓ EUR +4.05 mln / +29% average EBIT growth p.a.
- Gain 46%: 1 EUR more gross profit >> 46 Cents more EBIT
  - ✓ Profit optimized growth through effective cost control management

## Clear target: Continuing sustainable profitable growth

- 2021E: Return to our normal growth mode from Q2 onwards
  - ◆ Strong Q1 expected, but yet below the 2020 all-time-records
  - ◆ **EPS +12-21% to 125-135 Cents / Dividend +15-20% to 115-120 Cents**
- 2022E ff: Organic growth + margin potential = economy of scale
  - ◆ Sales / Gross profit +8-12% p.a.
  - ◆ **EPS +18-24 Cents p.a. / Dividend +15-20 Cent p.a.**



# The M+M share

## Listings:

- ◆ scale, Frankfurt (scale30)
- ◆ m:access, Munich

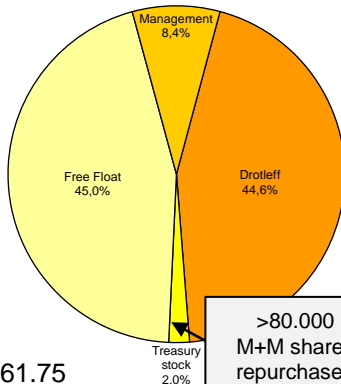
## Designated Sponsors:

- ◆ LBBW, Stuttgart
- ◆ Oddo BHF C&M, Frankfurt

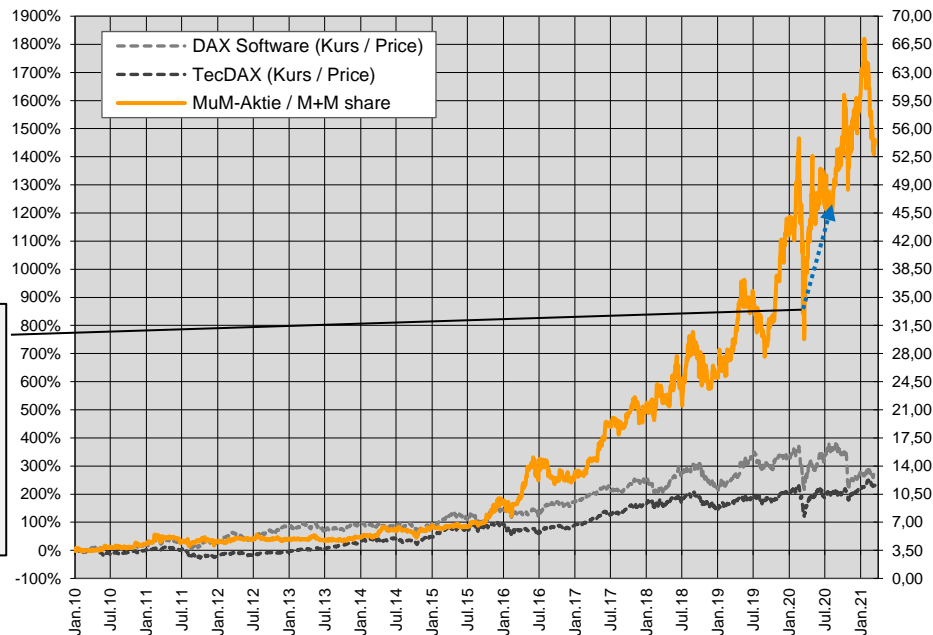
## Analyst Coverage:

- ◆ LBBW: „Buy“ – fair value EUR 61.75
- ◆ SMC Research\*: „Strong buy“ – EUR 63.40
- ◆ EDISON\*: **scale** research report – no price tag

\*available in English language



>80.000  
M+M shares  
repurchased  
in March dip  
(EUR 33.21)  
and used in  
July to service  
share dividend  
(EUR 46.80)



**M+M is both a public and private company**

**Total dividends paid since 2010: EUR 3.50**

# Why invest in M+M ?

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- M+M is a leading vendor of technical software solutions
  - ◆ Founded 1984 – 37 years of established market position
  - ◆ More than 30,000 active customers worldwide
  - ◆ Private and 24 years public company
- Sustainable profitable growth / highly scalable business model
  - ◆ Organic growth (CAGR): long-term average approx. 10% p.a.
  - ◆ EBITDA yield 2020 was 16.5% - mid-term potential >20%
  - ◆ Profit growth target secured by effective cost management
- Good dividend return due to high pay-out ratio
  - ◆ Low CAPEX, as the lion's share of software development is not capitalized
  - ◆ Founder/CEO Adi Drotleff swapping the majority of his dividend rights to shares every year





**Thank you for your attention!**  
**For more Information: [www.mum.de](http://www.mum.de) / Investor Relations**

