PROACT

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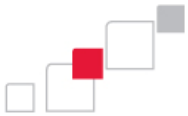
VP, Director Eastern Europe

Proact in brief

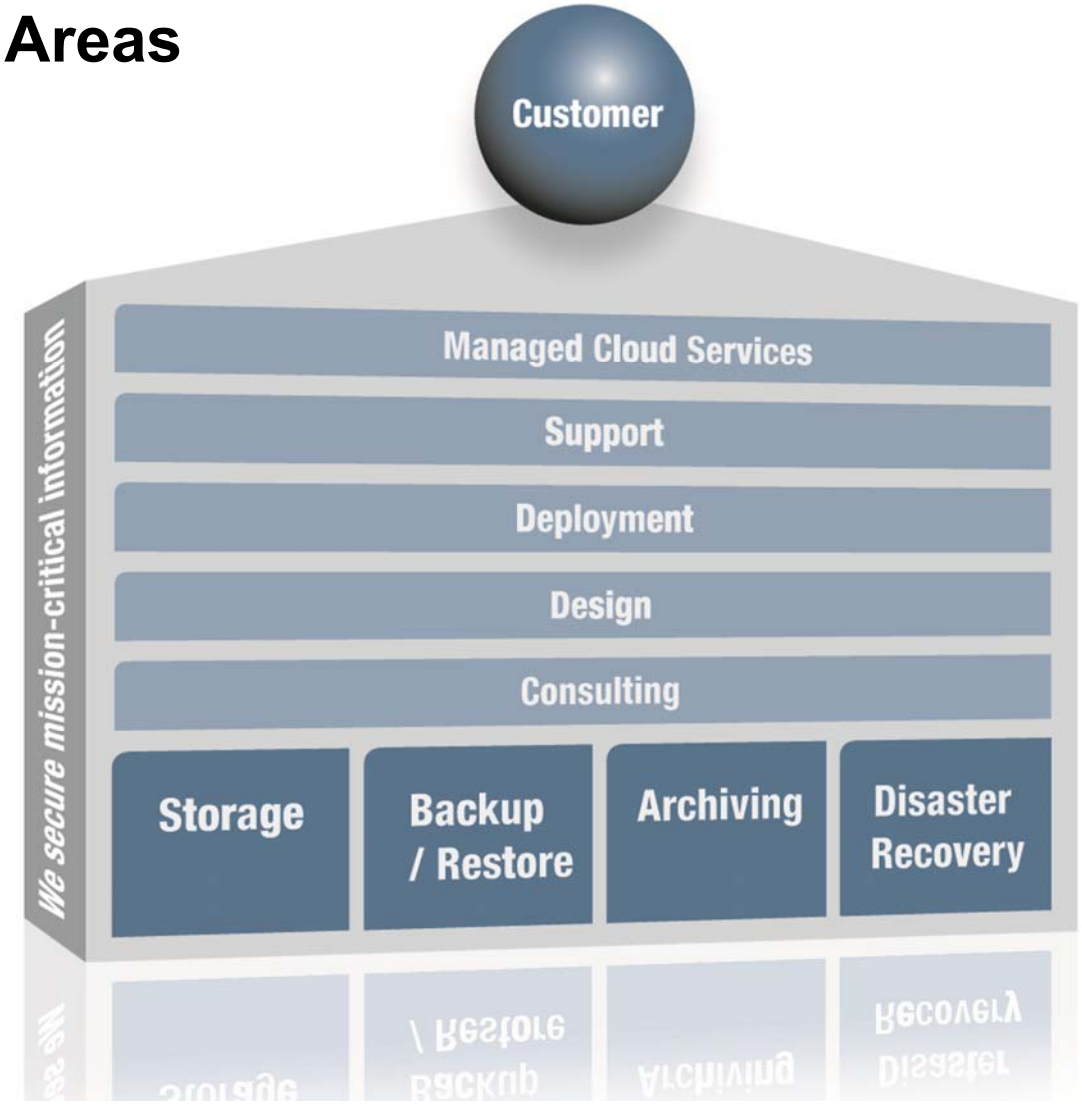
- Proact is a storage centric specialist and cloud enabler
- The goal is to be established in most important markets in Europe within the next few years
- Run-rate revenue, 260M Euro
- The goal is to grow more than twice as fast as the market with a PBT on 7% level
- 640 employees, of which more than 400 within services
- Operations in 13 countries

Which means:

- Proact is now 61% bigger than 2010 and have a potential to have a run revenue on 3 billion SEK company within one year
- Proact is the largest independent storage centric specialist in Europe
- Proact has operations in 13 countries
- Proact has the best services offer in the niche storage and archiving; Managing Cloud Services, Customer Support and Financing Services
- The focus now is to integrate and create synergies



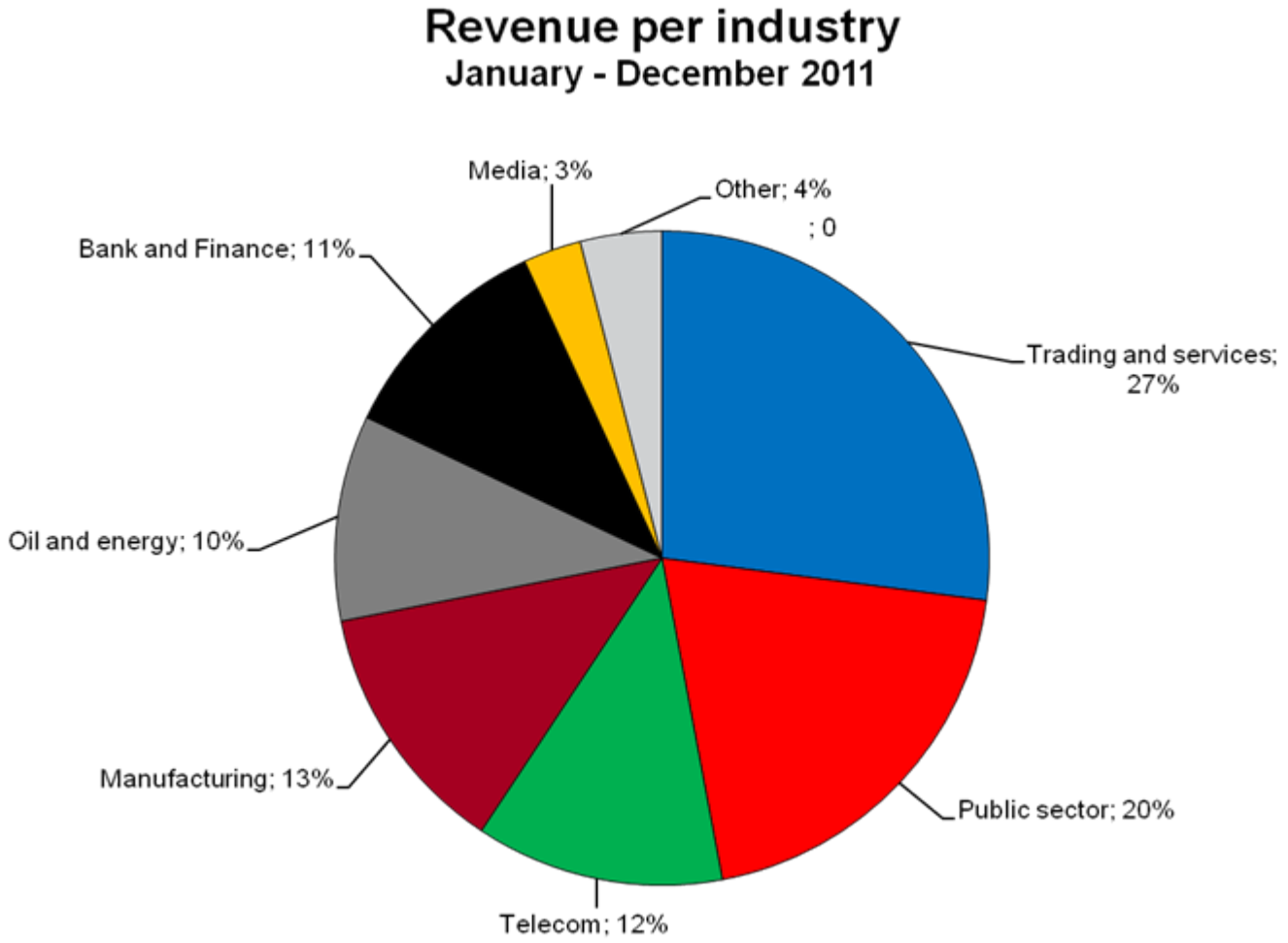
Focus Areas


Customer
We secure mission-critical information
Managed Cloud Services
Support
Deployment
Design
Consulting
Storage
Backup / Restore
Archiving
Disaster Recovery

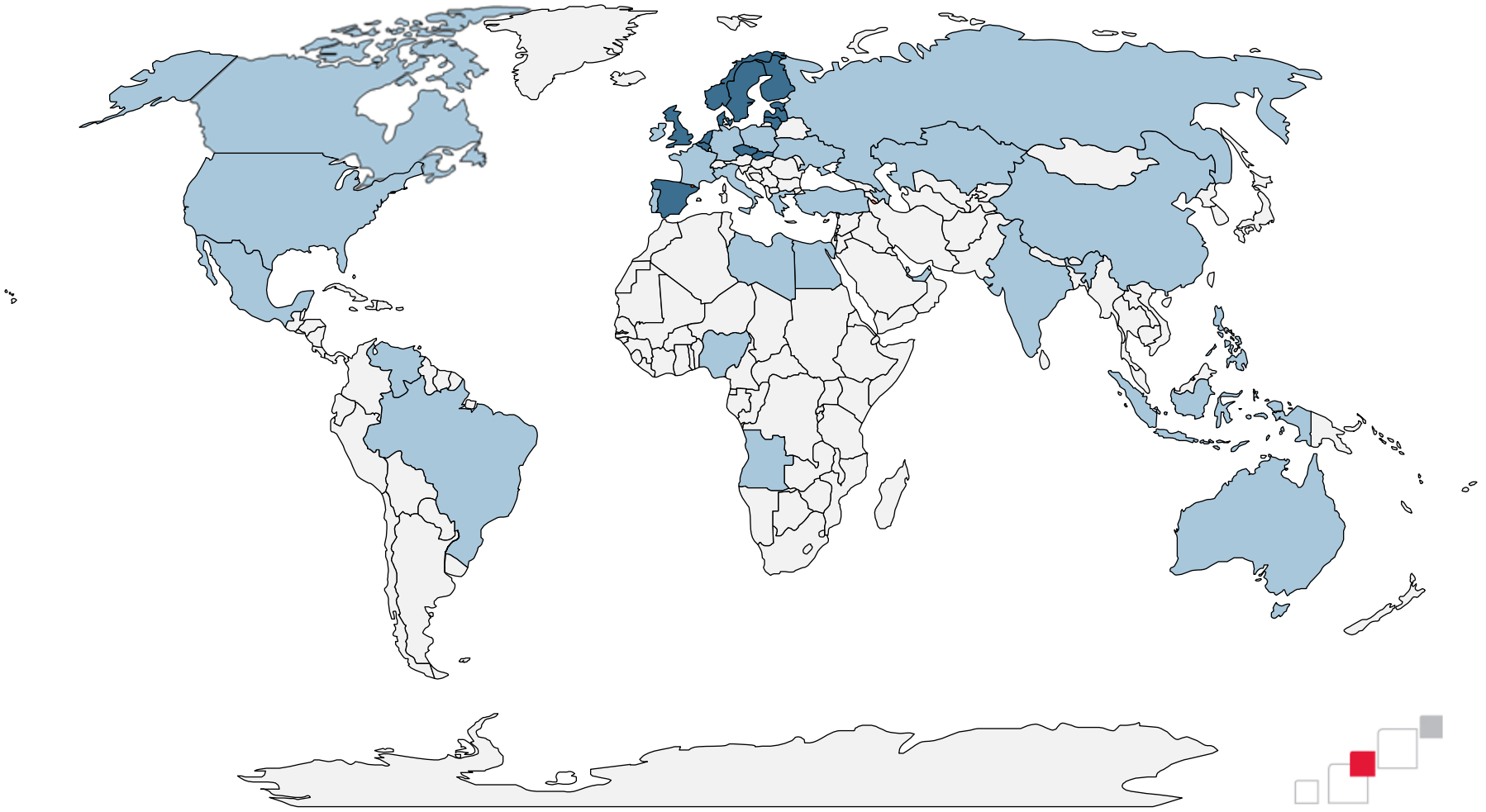
Our industry focus and customers at a glance

Lithuanian Parliament

City of Tampere


Revenue per industry
January - December 2011
Media; 3%
Other; 4%
; 0
Bank and Finance; 11%
Trading and services; 27%
Oil and energy; 10%
Manufacturing; 13%
Public sector; 20%
Telecom; 12%

Business around the globe



PROACT

Financial report

January – December 2011

PROACT we secure mission-critical information

Income statement January – December 2011

(Mkr)	Jan-Dec 2011	Jan-Dec 2010
System Sales	1 454.7	923.4
Services	772.4	460.2
Other	4.7	3.5
Revenue	**2 231.8**	**1 387.1**
Products and services	-1 717.1	-1 041.4
Gross profit	**514.7**	**345.7**
Sales and marketing	-296.3	-171.9
Administration	-163.8	-101.7
Operating profit	**54.6**	**72.1**
Financial net	-12.7	-2.0
Profit before tax	**41.9**	**70.1**
Net margin	*1.9%*	*5.1%*
Tax	-12.5	-17.6
Profit after tax	**29.4**	**52.5**
Profit margin	*1.3%*	*3.8%*

Comments versus last year

Organic growth	+8 %
Acquired growth	+53 %
Total growth	**+61 %**
Currency growth	+5 %
Total growth	***+66 %***
Growth system sales	+58 %
Growth services	+68 %

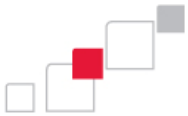
Pbt ”old” Proact: 70.2 Mkr (4.7 %)

EBITDA: 121.5 (94.9) Mkr (+28 %)

PROACT
Market

Key market developments

- Datacenter virtualization and automation no 1 on CIO agenda
- Storage market growing at 8.5% in 2012 (more than twice as fast as the overall IT market) according to IDC and Gartner
- Private cloud adoption in the datacenter takes off fueled by infrastructure virtualization
- Trusted local cloud providers manages the risk factors in the cloud
- Big data drives scale out NAS growth
- Performance requirements and power reductions gives solid state storage (SSD) a strong foothold in the datacenter
- Storage efficiency technologies offset server virtualization drawbacks using deduplication, tiering and thin provisioning
- The movement of critical applications to the virtual infrastructure emphasize the need for solid data protection and disaster recovery solutions

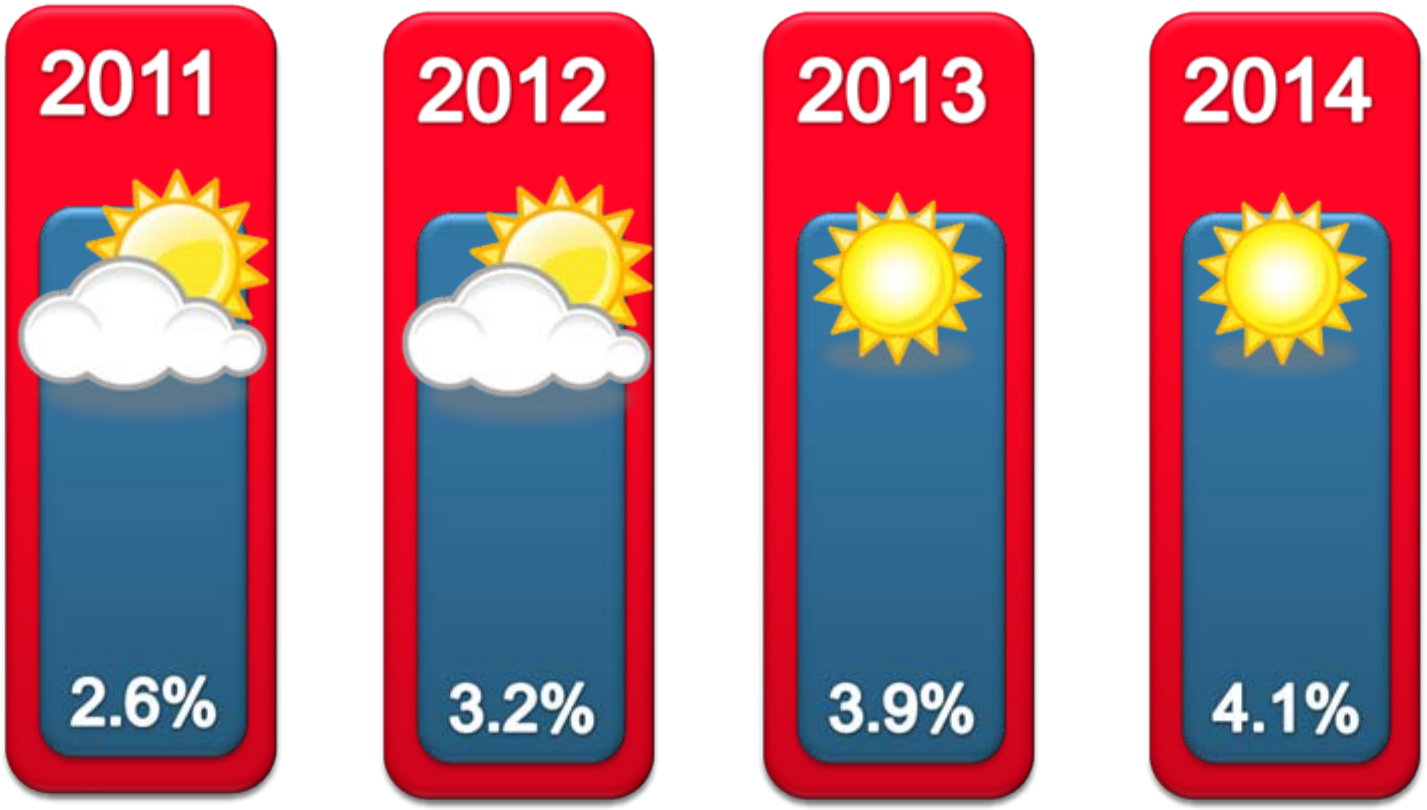


Storage market forecast –the numbers source: Gartner

	2011	2012	2013	2014	2015	CAGR (%) 2010-2015
Raw Terabytes	17 623 901	27 517 853	43 262 912	68 228 873	108 058 361	
Terabyte Change (%)	49,2	56,1	57,2	57,7	58,4	55,7

Hybrid model

Storage market 4 year forecast, source: IDC/SNIA

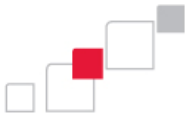


Main focus areas

- Profitable growth
- Operational efficiency
- Leading innovation

We secure mission-critical

information



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