



# A listed Danish AI Company

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17.09.2024  
HCA Kapital

# Presenting Nexcom



**Rolf Adamson**

Chief Executive Officer

Nexcom since 2019

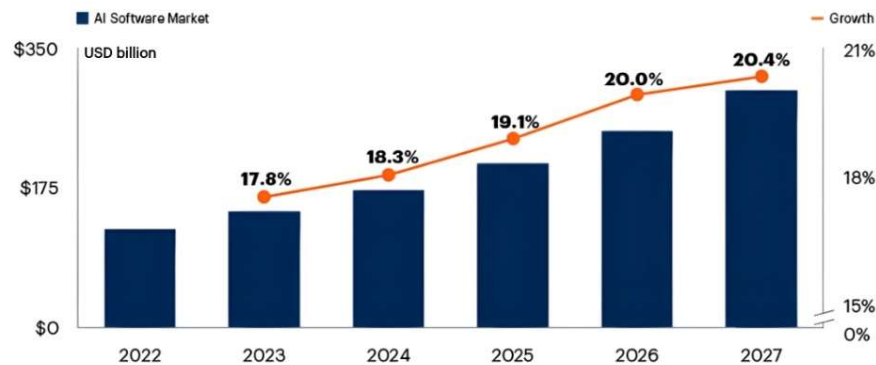
- CEO and management roles including TDC Group, COPC EMEA, Transcom WW & Telia Mobile
- +20 years of experience in customer service, CRM and Process Improvement



# High demand for AI in customer service

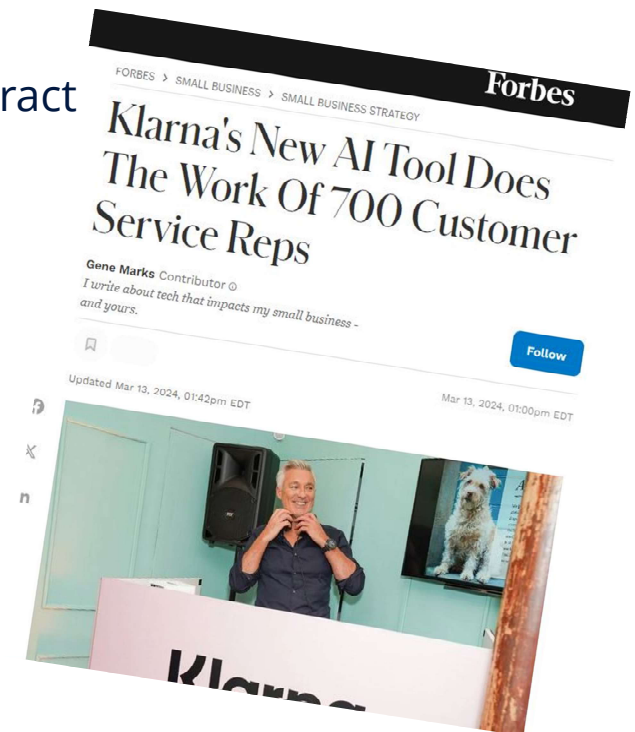
- CAGR of 24%, reaching 138 Billion USD by 2029\*
- Focus on labor intense market segment with issues to attract work force and cost saving demands
- 85% of cost in a typical Contact Centre is labor costs

## Growth trajectory of AI software spending



Source: Gartner

Gartner  
Digital Markets



nexcom.

\*AI in Customer Service Market Size: Industry Report, 2024-2029 (knowledge-sourcing.com)

# Leadership

## Board of Directors

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**Torben Haase**  
Chair of the Board

Since 2021, Torben has served as a board member, advisor, and investor for IT companies, focusing on software and telecom sectors. Previously, Torben held executive positions at IBM, Oracle, Cisco, SAP, and Nokia, contributing extensive expertise in general management, sales, internationalization, and organizational development. Torben is an elected member of the board of FBV and brings a wealth of knowledge to growth companies.



**Peter Ott**  
Board member

Since 2019, Peter has been a professional board member. Previously Peter held positions as Managing Director for PFA Bank A/S, PFA Asset Management A/S and Nordic Asset Management A/S. Peter is Chairman of Strategic Investments A/S, which are listed on Nasdaq Stock Exchange and a major shareholder in Nexcom A/S. Peter adds value to Nexcom with experience with management, finance and business development.



**Charlotte Enlund**  
Board member

Since 2019, Charlotte has been Vice President, Digital Health Solutions at the global leading MedTech company Getinge. Prior to this position, Charlotte was Chief Operating Officer at FlexLink, a global provider within industrial automation. Charlotte holds board positions at Mathem - Sweden's leading online grocery retailer - and at ReVibe. Charlotte brings years of experience from technology, operations and leadership to Nexcom.



**Thomas Krogh Skou**  
Board member

Since 2021, Thomas has been CHRO of STARK Denmark A/S. Previously, Thomas has held various management positions in the Telco industry, covering a period of 15 years in areas of Retail sales, Telemarketing sales, Partner sales and customer service. Thomas brings with him a strong leadership background and a solid knowledge and experience of sales, customer service and experience, cultural change, transformation and Human Resource.



# Management Team

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**Rolf Gordon Adamson**  
Chief Executive Officer

Before founding Nexcom, Rolf was part of YouSee's Executive Board as Senior Vice President of TDC Group. Previously, he worked as Regional Director of COPC in Europe and has worked extensively with global brands both in Europe as well as internationally. Rolf is also member of the Board of Unisteel A/S.



**David Chippendale**  
Chief Technology Officer

Before joining Nexcom, David was the CEO of Chip Studio, a software vendor of COPC Inc., the United States Air Force, and laboratory research. David has extensive knowledge of building commercial AIs, system architecture, and SaaS product development.



**Gena Speakmon**  
Chief Customer Officer

Before joining Nexcom, Gena worked as a COPC Consultant specializing in quality process re-engineering and product management. As Senior Product Leader, she led the design, development, and successful sale of our SaaS products, and has extensive experience working with dev teams.



**Gerdur Adalsteinsdottir**  
Chief Marketing Officer

Before joining Nexcom, Gerdur earned a Master's degree in International Marketing and Management. Gerdur combines academic achievement with practical experience within technology-driven markets, and across diverse fields.

## We reduce your operational costs

40%

CX-G

Your AI Employee!

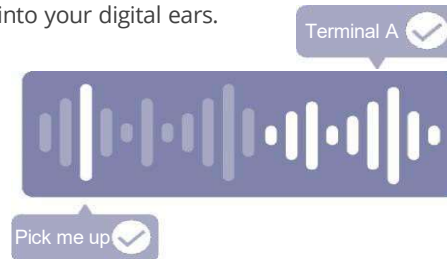
The AI solution that doesn't just reply to customers, it does the processing as well through automated workflows. The system streamlines customer service centers by, handling all digital enquiries itself though generative AI or providing staff with the correct answer. In addition, CX-G can automate work and routine tasks through integration with IT systems in the infrastructure, such as CRM and ERP systems making it the ultimate platform within CX AI



25%

V·I·B·E

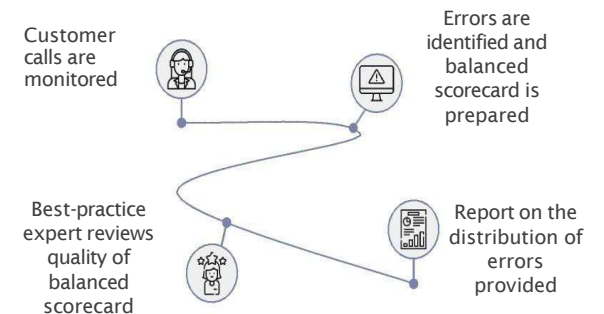
An AI-based voice recognition platform with actual real-time capabilities, such as Voice Bot's and IVA's or virtual assistants/conversational AI supporting staff. Have your customers book a taxi or order a meal. Have your staff supported during a support call by a voice AI. Keep accurate journals and records of your customer calls. This is the true Voice of the Customer – right into your digital ears.



15%

RevealCX

A complete AI-based system that helps companies gain an accurate view of customer service center performance, identify root cause of errors, and achieve improvements in customer satisfaction, sales, costs and compliance, by monitoring support staff performance. Through machine learning, analysis of all customer enquiries, not only sampled data.



## Long Term Customer Relations with differentiated value

- Nexcom's AI-powered SaaS solution deliver **significant cost reductions** by being **IT landscape agnostic** and integrating into customer current workflow
- Our solutions generate **data driven analytics** across multiple data sources, providing customers with actionable analyses to identify drivers of **satisfaction**
- Our short deployment time implementations can **reduce** the need for staff by between **20-40%** within 12 – 18 months
- Nexcom solutions are sold on a **subscription** basis (SaaS) with annual pre-**payments** as one part of a contract, and a per transaction/consumption element as a 2<sup>nd</sup> part of a contract.



Subscription-based  
business model



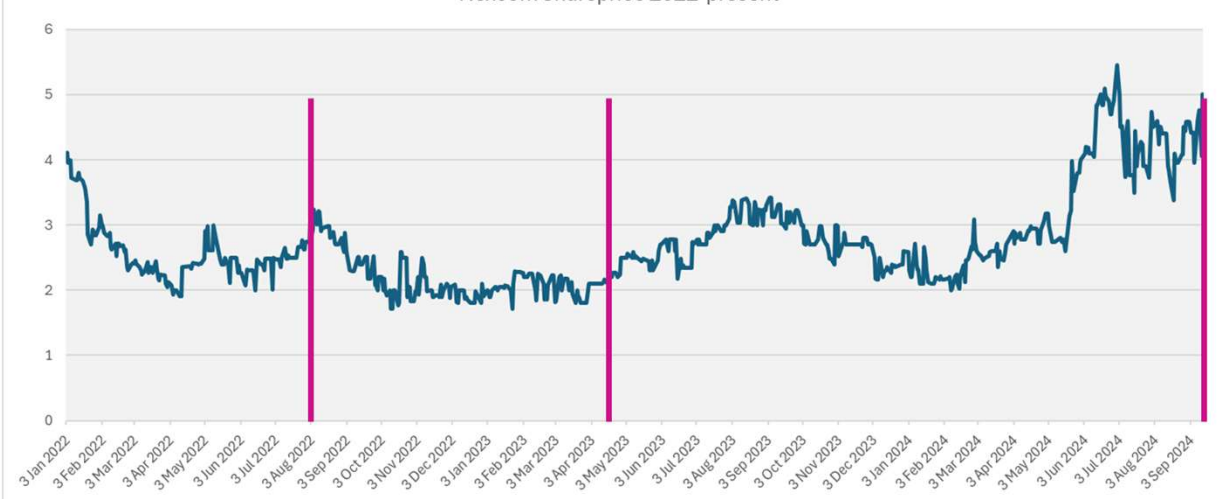
Long term contracts and  
prepayments provide visibility





## Ups and downs, 2022 and forward

Nexcom Shareprice 2022-present



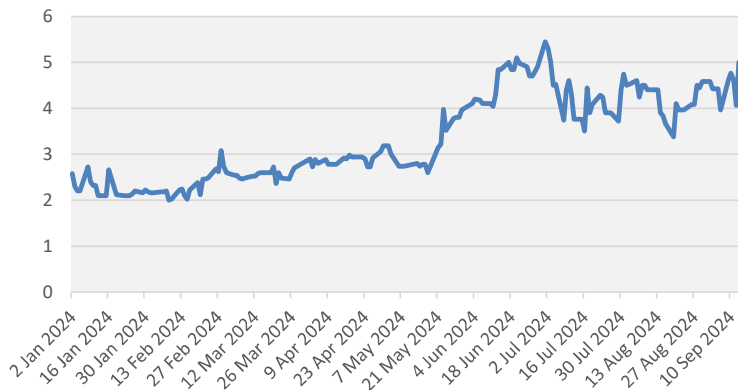
	<u>REVENUE</u>	<u>EBIDTA</u>
2021	13,4	-13,5
2022	7,8	-14
2023	11,5	-3,9

### Wrong Assumptions or Estimates

- AI was not “a thing” in 2021. Market not as mature as we thought
- Sales cycles were longer than expected
- Finding staff was more difficult and took longer time to onboard
- Scaling meant not facing customers – who does sales then?
- Only direct sales were considered as sales channel
- “Growing Pains” meant we were fragile and built on individuals

## Ups and downs, 2024 and forward

Nexcom Shareprice YTD 2024



Outlook 2024  
Revenue 16 – 21 MDKK  
EBIDTA 2 – 5 MDKK

### Where are we now?

- Costs are in complete control
- All 3 products have customers onboarded
- Sales cycles have improved -  
Market will be going one way for a long time
- Growth is driven organically
- We are in front of customers
- We have more partners and resellers than sales staff

## Strategic work to create sustainable organic growth

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### Robust Organisation

- Process driven
- Scalable Processes
- Contract workers/freelancers to employee
- Remain agile and nimble, but maintain robustness



### Strategic expansion

- Secure Existing Revenue. Whats won is won, and has to stay
- Strategic Partnerships are important. We have 5 years of AI experience ... We're „old“
- Geographic Footprint by focusing where we are present today



### Marketing Initiatives

Build on our experience and expertise

- Content Marketing
- Strategic Publicity
- Webinars

# Who is Nexcom 2024?



**Artificial intelligence  
platform for outstanding  
customer service**

Cutting edge solutions



**Seamless plug-in to existing  
IT infrastructure**

Limitless integrations



**20% cost reduction with AI-  
powered automation**

ROI in 12-18 months



**Increase customer  
satisfaction by up to 25%**

Boost satisfaction



**We're in the right space,  
the right time**

Everybody wants an AI – right?



**The more you save,  
the more we grow**

Mutual benefit business model



**Global is local today  
We "speak" 110+ Languages**

Global well renowned customer base



**Lessons learnt driven  
cost conscious team**

Innovative approaches



**Questions, Ideas or  
Feedback ?**



# Thank you!

If you would like to know more, visit us at  
[www.nexcomglobal.com](http://www.nexcomglobal.com)