



# SYZYGY

We are one of the leading consulting and implementation partners for transformation in marketing and sales. The SYZYGY Group, founded in 1995, employs around 600 people in four countries. It has branches in Bad Homburg, Berlin, Frankfurt, Hamburg, Munich, London, New York and Warsaw.

We create, orchestrate and build digital experiences and products for brands, companies and people. **Strategy, Product** and **Activation** are the core services of the group. Technology is the connecting and scaling element.

## Strategy

In our strategy work, we lay the foundations for your products, services and marketing campaigns that engage your customers and help your business succeed. To achieve this we bring together diverse perspectives – from user to technology, from brand to business – and break down the silo mentality.

## Product

We create relevant customer experiences and bring businesses to life in digital. Whether as a platform, a service or a custom software solution, our digital products meet the highest standards for customer experience, design, security and scalability.

## Activation

We help you achieve your business goals and leverage the full potential of your brand by increasing awareness and inspiring customers to act. We create stories that engage, content that appeals and performance & media plans that drive traffic effectively and efficiently – all based on continuous data insights and seamlessly optimised processes.

### Key financial figures 2019

In kEUR	2019	2018
Sales	64,243	65,816
EBITDA	10,877	8,176
EBIT	5,497	6,067
EBITDA-Margin	16.9%	12.4%
EBIT-Margin	8.6%	9.2%
Net income	3,540	4,890
Earnings per share (undiluted in EUR)	0.26	0.35
Sales by employee	106	105
Liquid funds and securities	4,586	22,121
Cash flows provided by operating activities	-4,458	16,357
Number of employees (annual average)	542	562

### Sales by segments

Germany	75%
United Kingdom	15%
Others	10%

Germany

75%

### Sales allocation by vertical markets

Automobile	33%
Services	26%
Finance/Insurances	17%
Consumer goods	14%
Telecommunication/IT	7%
Others	3%

Automobile

33%

### Dividend development (in EUR)

2016	0.37
2017	0.38
2018	0.39
2019	0.40
2020*	0.20

2020\*

0.20

### Shareholders' structure as per 31.12.2019

WPP plc.	50.33%
HANSAINVEST	3.03%
Hauck & Aufhäuser	2.97%
Own shares	0.54%
Freefloat	43.13%

WPP

50.33%

\* proposed

### Outlook 2020

Based on the information available to date, SYZYGY AG expects sales to fall by between 10 and 20 per cent in the 2020 financial year. We anticipate an EBIT margin in the mid single-digit range.

# 5.5%

Dividend yield

# 98.0

Mio. EUR Market capitalisation

# 0.40

EUR Dividend

Key figures per share	2019	2018	Change
	EUR	EUR	
Ordinary Dividend	0.40	0.39	3%
Earnings per share	0.26	0.35	-26%
Value per share	1.86	3.98	-53%
Price-earnings ratio (P/E)	28	24	17%
Dividend yield	5.5%	4.8%	n.a.
Return on Equity	7.0%	9.0%	n.a.
Total number of shares (non-par value bearer shares)	13,500	13,500	0%
thereof own shares	74	74	0%
Market capitalisation, basis XETRA closing price (in Mio. EUR)	98.00	108.54	-10%
Freefloat	49.38%	49.38%	n.a.

## Share data

ISIN	DE0005104806	Stock exchanges	XETRA, Berlin, Dusseldorf, Frankfurt, Hamburg, Hannover, Munich, Stuttgart
WKN	510480		
Symbol	SYZ	Sector	Software
Reuters	SYZG.DE	Designated Sponsor	equinet Bank AG
Bloomberg	SYZ:GR	Analysts	GBC AG (Cosmin Filker), Pareto Securities AS (Mark Josefson), WARBURG RESEARCH (Felix Ellmann), GSC (Thorsten Renner)
Founded	1995		
Listing segment	Regulated Market, Prime Standard		

## Analysts 2020

2x buy

## Financial calendar 2020

English version

3-Month-Report as per March 31	30.04.	05/08
Half-Year-Report	31.07.	08/07
Annual Meeting, Frankfurt	27.10.	
9-Month-Report as per September 30	06.11.	11/06
German Equity Forum, Frankfurt	16.-18.11.	
MKK – Munich Capital Market Conference	08.-09.12.	

All dates are subjects to change.

## Clients

AMEX  
 AVIS  
 BMW  
 comdirect  
 Commerzbank  
 Consorsbank  
 Daimler  
 Deutsche Bahn  
 Deutsche Telekom  
 EnBW  
 Huawei  
 KfW Bank  
 Kyocera  
 Lufthansa  
 Mazda  
 Miele  
 Miles & More  
 Mobile.de  
 Nestlé  
 O<sub>2</sub>  
 Otto  
 PayPal  
 Samsung Electronics  
 Stihl  
 Techniker Krankenkasse  
 VW Group  
 Wempe

## CONTACT

# SYZIGY

SYZIGY AG  
 HOREXSTRASSE 28  
 61352 BAD HOMBURG V.D.H.  
 SYZIGY.NET

INVESTOR RELATIONS:  
 SUSAN WALLENBORN  
 T +49 6172 9488-252  
 F +49 6172 9488-270  
 IR@SYZIGY.NET

CHAIRMAN OF THE  
 SUPERVISORY BOARD:  
 WILFRIED BEECK

MANAGEMENT BOARD:  
 LARS LEHNE, ERWIN GREINER,  
 FRANK LADNER