Cibĕs Lift Group

CIBES LIFT GROUP

2022 OVERVIEW

2021 REVENUE

1.9 BSEK

(1.4 BSEK 2020)

CAGR

22%

(2017-2021)

Headquarters

GÄVLE SWEDEN

Product Unit & R&D Center

70,000

SOLD ELEVATORS

1450

EMPLOYEES

(1200 2021)

JIAXING CHINA

Product Unit & R&D Center

MARKETS & SALES OFFICES

Austria	Philippines
Belgium	Spain
China	Sweden
Finland	Thailand
France	The Netherlands
Germany	The UK
Hong Kong	The US
India	United Arab Emirates
Indonesia	Vietnam
Norway	

PEORIA USA

Product Unit

Figures refer to 2021 and 2022

REVENUE
BY SEGMENT

PRIVATE & HOME SEGMENT
8%
7%

AFTER SALES
37%
41%

M&A
13%
8%

COMMERCIAL & PUBLIC SEGMENT
42%
44%

Share of revenue 2021
Share of adjusted EBIT 2021

REVENUE
BY REGION

ASIA & MENA

36%

EUROPE

32%

NORDICS

21%

REST OF WORLD

11%

Figures refer to 2021

OUR BRANDS

Cibes Lift Group has a strong multi brand portfolio. Our main brands for direct sales and distribution are Cibes Lift, Kalea Lifts and NTD Lifts.

Our mix of global and local brands allows us to utilize the strength of each brand, covering more market segments and targeting a greater variety of audiences.

OUR PASSION FOR INNOVATION
IS PART OF OUR HERITAGE

In 1947, Civil Engineer Bertil Svedberg founded the brand Cibes.

The passion for continuous innovation that Bertil Svedberg possessed is an integral part of our heritage. It is an essential part of our corporate culture and serves as a driving force in our efforts to create future lift solutions.
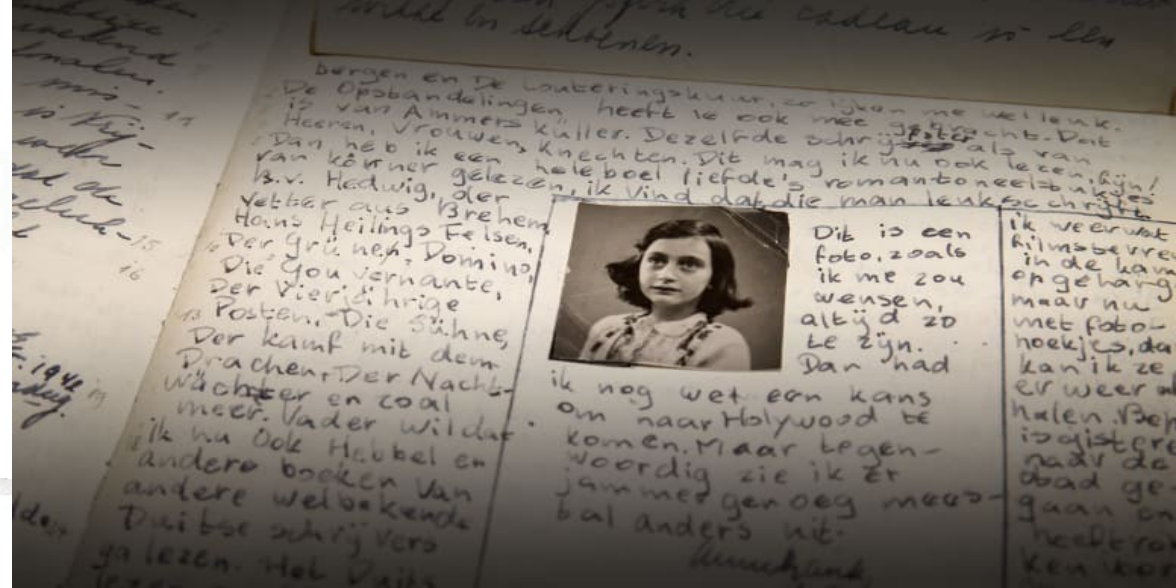
1947

It all began with an **inventive Swedish Engineer**

1947

World War II aftermath

1947

1960's

The beginning of the
Low-Speed Lift

1960's

Space exploration and social revolution

Cibes launches a hydraulic platform lift for housing adaptation.

1980's

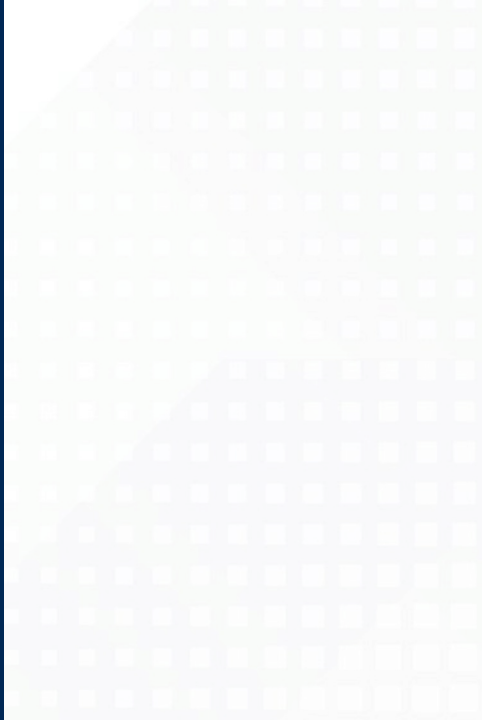*An immediate market* **Success**

Free market, MTV and video games.

1980's

Cibes takes its first steps outside of Sweden

Orang

2000's

The Start of **Mergers & Acquisitions**

Emerging economies and globalization

2000's

Cibes acquires Axess4All UK to form our first subsidiary abroad

2020's

Expansive **Growth**

2020's

2025
4,200 BSEK

2021
1,894 BSEK

2004
104 MSEK

1947
0 MSEK

2018
1,050 BSEK

How does all of this affect IT?

RAPID GROWTH - INFORMATION & IT-SECURITY CHALLENGES

New markets
2017: 10
2021: 19
2025: 30

Number of employees
2017: 450
2021: 1,150
2025: 2,700

Production units (PU)
2017: 1
2021: 2
2025: 4

- Internal risk exposure
- Legal entities, (2017: 15, 2021: 40, 2025: 75), laws and regulations
- Compliance (e.g. GDPR and PIPL)
- Political stability risks
- Code of conduct (e.g. fraud, theft and corruption)

- Number of devices to manage (**2017**: 800, **2025**: 10,000)
- Number of applications to manage (**2021**: 3,000, **2025**: 6,000)
- Amount of data (storage growth currently: 850 Gigabyte/month)
- Security awareness and culture
- Helpdesk staffing

- Safety and overall security
- Supply chain security (getting customers what they need at the right price, place and time
- Physical security
- Master data management

What do we need in order to make IT happen?
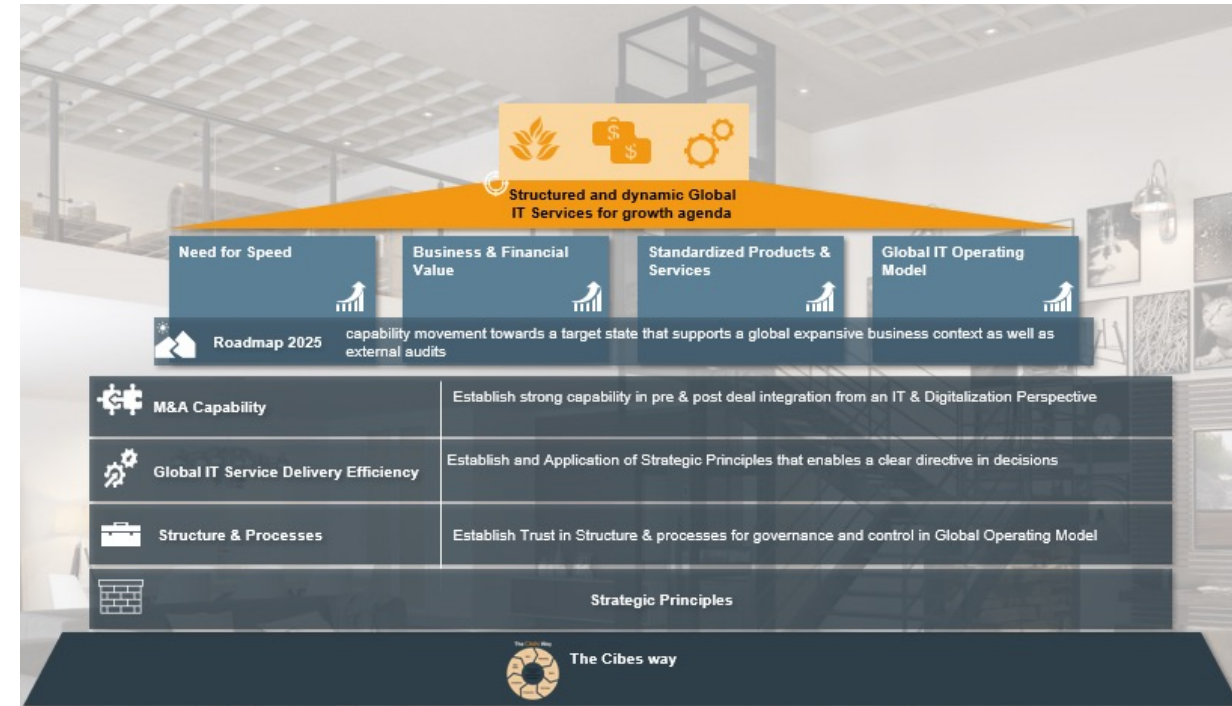
Six Strategic Business Drivers that Affects IT & Digitalization Strategy towards 2025…

KEY DRIVERS

IT & Digitalization Themes

Revenue increase margin drivers

Organic growth

1 Scale advantages from as-is business

2 Strategic movement towards higher margin product mix and price adjustments

Acquisition growth

3 Strategic acquisitions **a prerequisite to realize the growth journey**

4 **Synergies** through **backward value-chain integration**

Cost improvements margin drivers

Efficiency growth

5 Operational efficiency
- **Productivity and capacity optimization**
- **Decreased complexity**

6 Central support functions

Clarified Operating Model

Need for Speed

Modular Digital Products & Services

Business & Financial Value

Source: Cibes, Arthur D. Little Analysis

Modular Products & Services

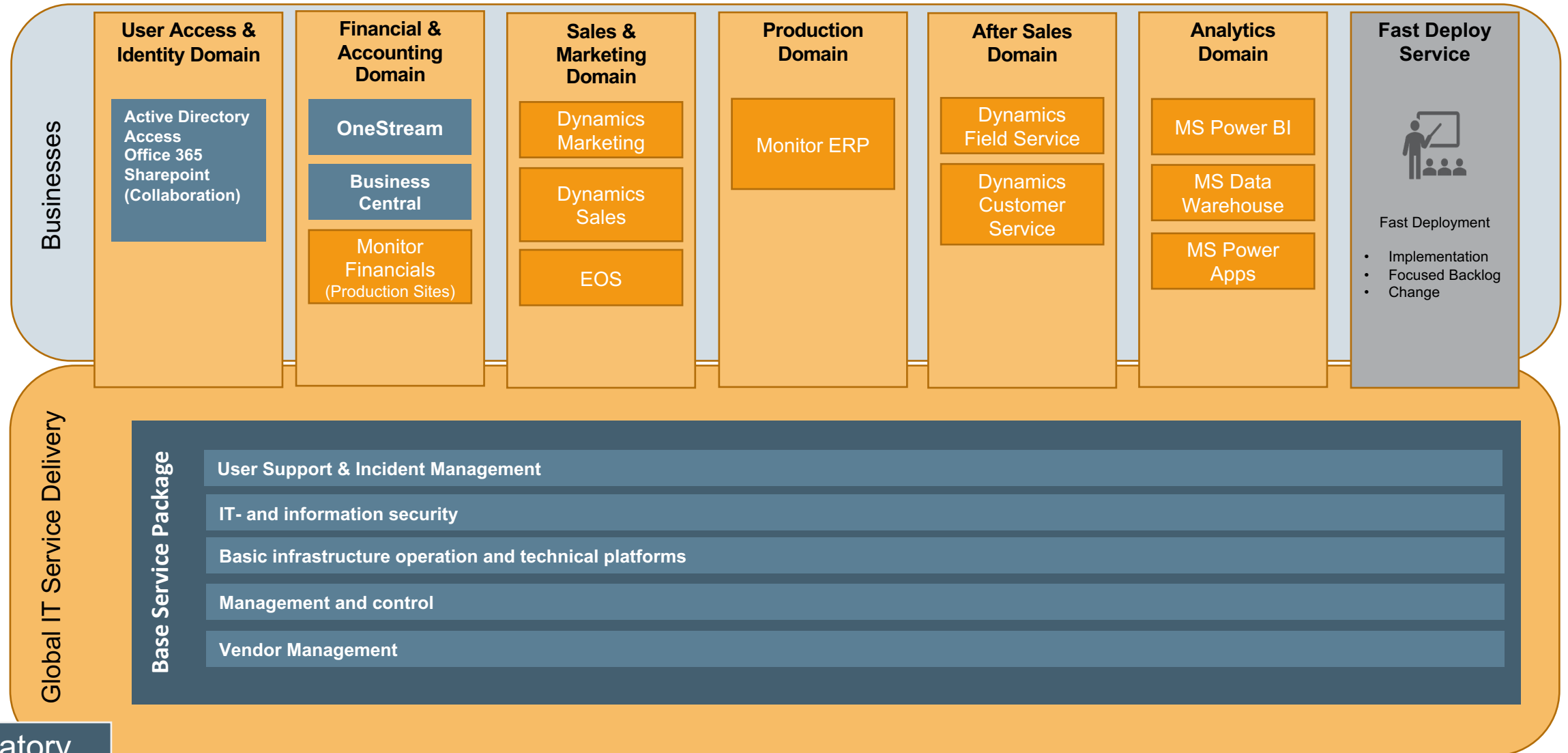# The Scope and Responsibility of the Global IT Service Delivery is categorized into modules

Businesses

User Access & Identity Domain	Financial & Accounting Domain	Sales & Marketing Domain	Production Domain	After Sales Domain	Analytics Domain	Fast Deploy Service
Active Directory Access Office 365 Sharepoint (Collaboration)	**OneStream** **Business Central** Monitor Financials (Production Sites)	Dynamics Marketing Dynamics Sales EOS	Monitor ERP	Dynamics Field Service Dynamics Customer Service	MS Power BI MS Data Warehouse MS Power Apps	Fast Deployment • Implementation • Focused Backlog • Change

Global IT Service Delivery

Base Service Package

- **User Support & Incident Management**
- **IT- and information security**
- **Basic infrastructure operation and technical platforms**
- **Management and control**
- **Vendor Management**

Mandatory

Why be such a party pooper?

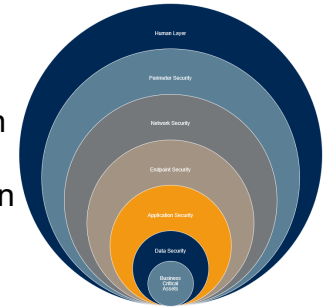Setting the Stage

Investing in a direction for the overall IT & Digital landscape will help keep future operational cost of IT manageble
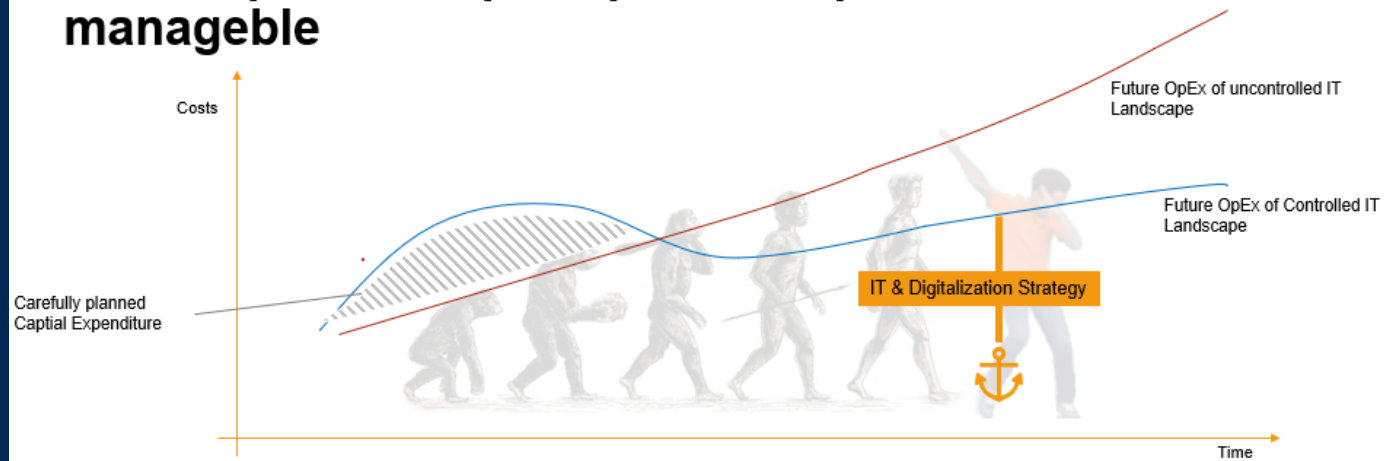
- ✓ Need for speed
- ✓ Build on what we have
- ✓ Partnership with suppliers
- ✓ Information Security

Information security – step by step

The seven layers of information security

People

- 91 % of breaches starts via an email
- We can protect ourselves with systems and processes but most important is to train our users

Tools
- Mandatory Global IT Handbook
- Awareness training campaigns

IT Compliance

- Ensure that Cibes' business processes are secure
- Ensure business contingency plan and disaster recovery plan are communicated and implemented

Tools
- IT Policy and Information Security Policy approved
- IT Strategy approved
- Change Management process implemented
- Identity & Access Management process implemented
- Information classification project to be started

Technology

- Detection and prevention
- IT Security coming to services, systems, hardware etc.

Tools
- Strong setup looking at the seven layers of information security
- New service "CyberSecurity Incident Response Team" to use in case of being hit by attackers
- New, improved and integrated service XDR to real-time analyze all entities (endpoints, network, servers, data etc) 24/7/365 in Security Operation Center (SOC)
- Mandatory Multi-factor Authentication

CyberSecurity Incident Response Team (Orange Cyberdefense)

Cibes Global Information Security systems/initiatives:
Human Layer
- Awareness Training (ProofPoint)
- IT Handbook
- eLearning - IT Policy, Information Security Policy
Perimeter Security
- Intrusion detection and prevention (XDR)
- Network Traffic Analysis (XDR)
- User and entity behaviour analytics (XDR)
- Security Information and Event Management (XDR)
- 24/7/365 SOC collects all data making real-time analysis (XDR)
- Vulnerability assessment (Rapid7 + Kenna)
Network Security
- Firewalls (Palo Alto)
- Content filtering, Geographic based rules, Cisco Malware protection, intrusion detection and prevention (Meraki Firewall)
Endpoint Security
- Multifactor Authentication (Microsoft Azure)
- Antivirus (XDR)
- Patch Management (Panda)
Application Security
- Antivirus firewalls
- Single Sign On (Microsoft Azure)
- Email protection with Targeted Attack Protection and Threat Response (ProofPoint)
Data Security
- Multi Factor Authentication
- Encryption on PC's (BitLocker)

Utilizing The Cibes Way for sharing best practices and work with continuous improvements

2020's

BRINGING PEOPLE TOGETHER

75

EST. 1947

BRINGING PEOPLE TOGETHER