



esoft systems®

# TRADING UPDATE

for the period from 01.01.2017 - 31.03.2017

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- 19% growth in turnover during Q1 2017, compared to the same period last year
- Positive market indications for newly developed product, supporting digital marketing of real estate
- Top line growth in all companies in the Group, compared to same period last year
- Strengthened management with a new country manager in the Spanish subsidiary

### Turnover

The esoft Group realized increased turnover in Q1 2017 compared to same period last year, representing a growth of 19%, which is considered satisfactorily.

The increased turnover comes from a general increase in activities from new and old customers across the markets in which the Group operates, based on a mix of both existing and new products.

### Newly developed product for digital marketing

By the end of 2016, the Group launched a new software system for digital marketing of real estate, after a period of development. The system has received positive feedback from existing and potential clients, and the Group expects the product to contribute positively to the earnings during 2017, not counting further investments into the potential of the product.

The system makes it possible to identify potential real estate buyers before the approach a real estate broker. Based on that, it is possible to launch digital communication to increase the probability of a lead from the potential buyer.

The system is also capable of marketing real estate for sales. Through segmentation, the system assesses which properties the potential buyer will find relevant, and using that knowledge, the conversion measured by marketing spending can be optimized to a level that's well above the general measures of conversion for digital marketing.

Further development of the system is planned, based on an ambition of increasing lead over other solutions in the market. The system will give its users significant competitive advantages, and based on that, the Group expects international demand.

The system has the potential to develop into a new business area with vertical integration into the real estate brokers value chain in the international market.

### Top line growth in all Group companies

The Danish market company, esoft a/s, has realized significant turnover growth during Q1 compared to same period last year. The growth is realized based on additional sales to existing clients, as well as onboarding of new clients.

The Swedish market company, esoft systems ab, has onboarded a significant volume of new clients over the last quarters, following increased investment into market resources.

The subsidiary in Vietnam, esoft flow, continues to experience growth, based on market interest in the products and services on existing markets, and at the same time, turnover with existing clients continue to develop.

The subsidiary in Spain, esoft creative, has a new country manager, David Brazell Acosta, in place from the start of April. David has a long and solid leadership experience, and with him onboard, the positive development in the company, that has been ongoing since the start in 2014, is expected to continue, benefitting from increased focus on professionalism and structure.

### Result

Net income is affected by continued investments in new products and customer relations. EBIT result is at same level as the same period last year.

### Outlook for 2017

The Groups expectations for the full year remain unchanged, that 2017 will result in continued topline growth, and a positive result at a higher level than 2016.



#### **The board of directors**

The esoft systems board of directors is composed of:

Torben Frigaard Rasmussen, chairman of the board  
Michael Vinther  
René Dines Hermand

#### **Board decisions**

Except for messages already communicated through First North, no fundamental decisions have been made during the period in question.

#### **The company's shareholdings**

esoft systems a/s holds no shares in the company

#### **The board and the management – direct and indirect shareholdings**

Group CEO René Dines Hermand, 2.500.000 shares.  
The company had an average of approximately 235 shareholders in the period in question.

#### **Certified Adviser and the advisors employees – direct and indirect shareholdings.**

Certified Adviser holds no shares in the company.

#### **Next trading update**

Next trading update will be August 10<sup>th</sup>, 2017.

#### **Further information**

Group CEO René Dines Hermand,  
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#### **Company address:**

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#### **About esoft systems a/s:**

esoft systems develops innovative solutions for the real estate sector and others with need for high volume image editing and production of visual presentations.

Our partners around the globe include individual real estate chains and companies. We also service other companies that benefit from our ability to deliver large numbers of commercial photos and presentations. We continually invent new products to give our partners a competitive edge and we are always exploring new ways to enhance our existing products.

Esoft systems currently employ more than 660 people and we are continuously growing.

Read more at [www.esoftsystems.com](http://www.esoftsystems.com)





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