

# THE CLOUD NATIVE WAY FOR YOUR BUSINESS APPLICATION

Investor Presentation

5 November 2021



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# SPEAKERS



**MARCO BRUNI**  
Chairman and CEO



**DANIELE NOTARNICOLA**  
CFO



**MARIO MARCHESI**  
IR

An aerial photograph of a massive, curling ocean wave crashing over a dark, rocky coastline. The water is a deep, dark blue-green, and the wave's crest is a bright, white foam. The sky is a pale, hazy blue. The overall scene is dynamic and powerful.

# AT A GLANCE

# ENABLE THE DIGITAL SHIFT

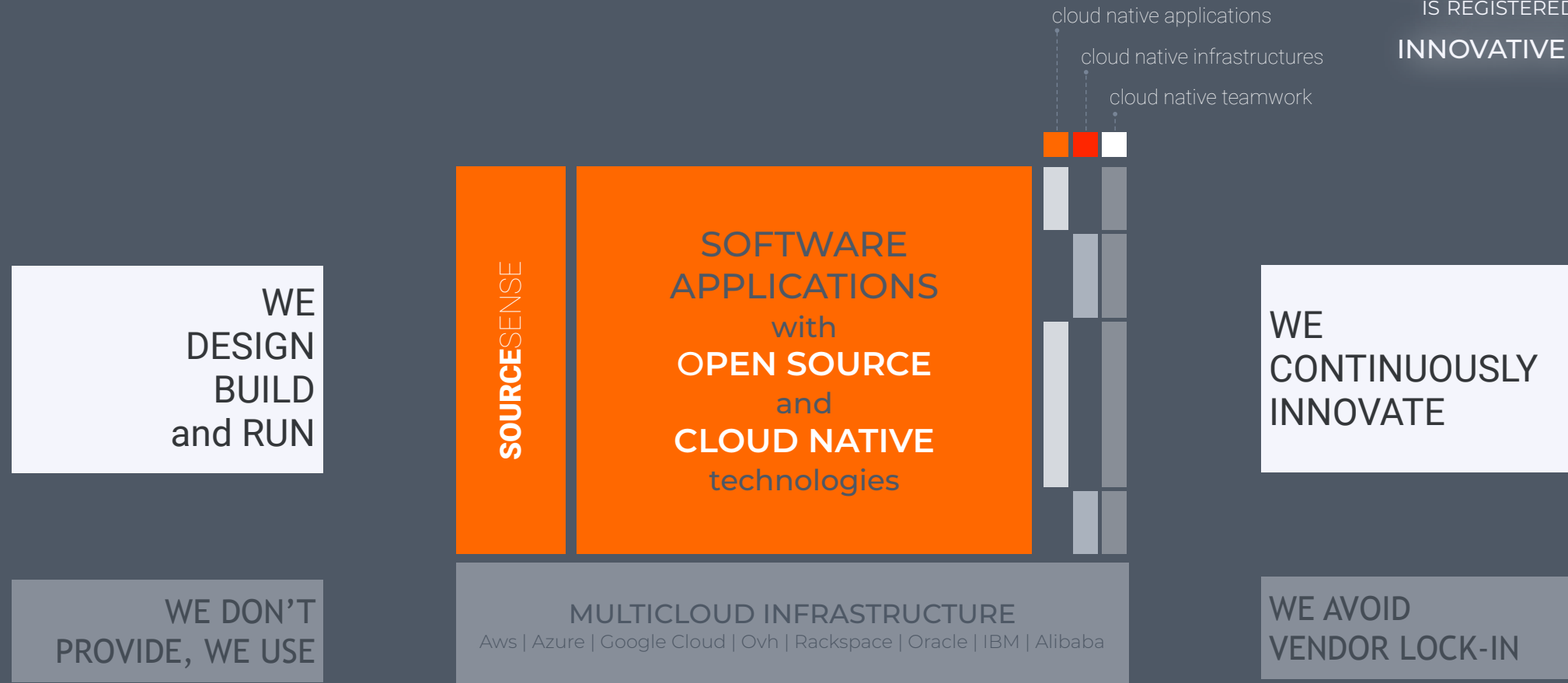
We support clients in their transformation from a traditional IT to a Cloud Native model for their Business Applications.

We are focused in the development of new digital platforms. We are investing in a continuous innovation process in order to push on the market the latest Open Source technologies available with a strong business value.

# CORE BUSINESS

**SOURCESENSE**

IS REGISTERED AS  
**INNOVATIVE SME**



# HIGHLIGHTS



**89%**  
Technical

**5%**  
Sales & Marketing

**6%**  
Administration



**2001 established**

focused on **Open Source** and **Cloud Native Apps**



**120+ enterprise clients**

80 in Italy, 40 abroad



**600+ app clients**

sold thru digital marketplaces



**5+ successful acquisitions**

since 2010 to 2020



**4 offices, 2 countries**

Rome, London, Milan, Cosenza (software factory)



**10+ tech partners**

market visibility, Open Source enterprise support



**100+ Open Source Technologies**

**continuous innovation** thru Open Source technologies



**2020 AIM IPO**

since 2017 member of the Elite Network





# OVERVIEW



# WHY SOURCESENSE

We strongly believe in technology as a turning point for a fast and sustainable growth of worldwide economy.

The digital revolution can only be achieved through a **continuous innovation** that overcome the outdated technological models not allowing efficiency, safety, scalability and performance.

# SERVICE LINES

## CORPORATE ADVISORY



### CONSULTING

Coaching cloud native technologies, methodologies and practices.



### SUBSCRIPTIONS

Resell Open Source subscriptions from Tech partner.

## DIGITAL EVOLUTION



### SOLUTIONS

Design and develop cloud native business apps based on Open Source technologies.



### CLOUD SERVICES

Build and operate as SaaS cloud native business apps based on Open Source technologies.



### ENTERPRISE APPS

Build and maintain business apps based on Tech partner technologies and sold through digital marketplace.

PEOPLE INTENSIVE

LIMITED MARGIN

SOFTWARE REUSE

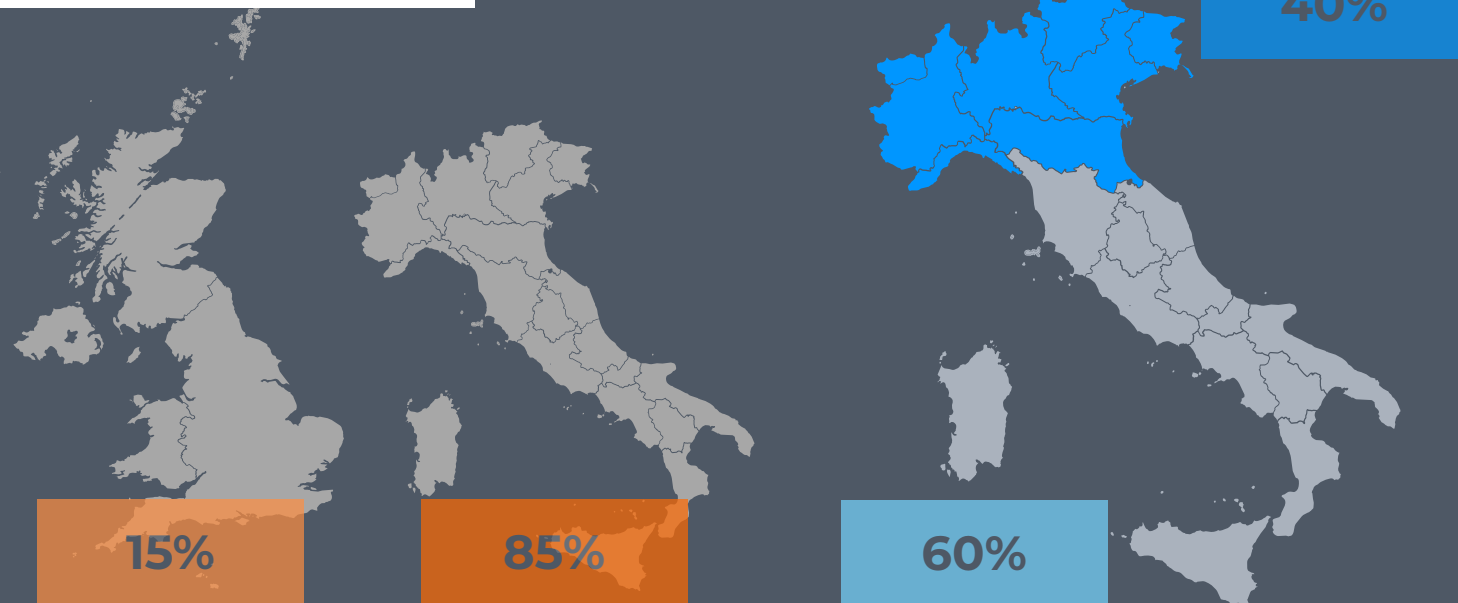
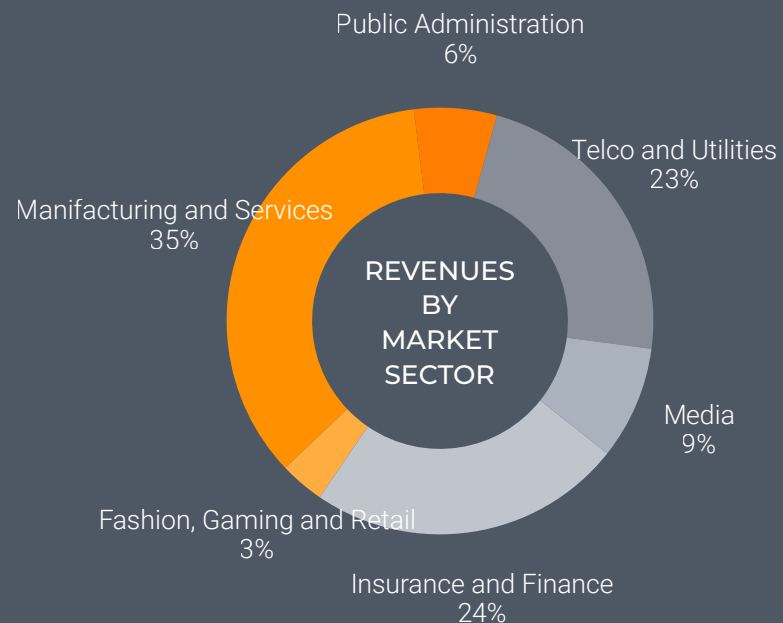
LONG-TERM CONTRACTS

HIGH RECURRING MARGINS

## STRATEGIC GUIDELINES

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# CUSTOMER BASE KEY FACTS



**+60%**

Revenues backlog YoY



**56%**

Top 10 clients revenues



**87%**

Main contractor rate



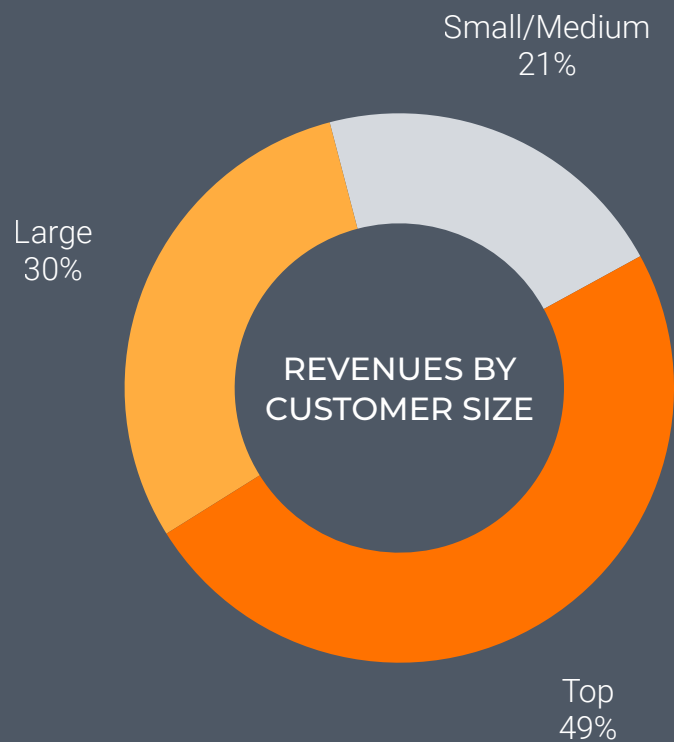
**10%**

Top client revenues

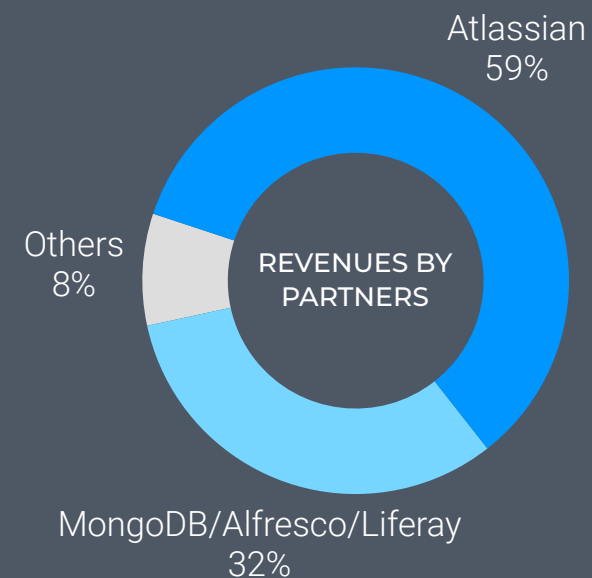
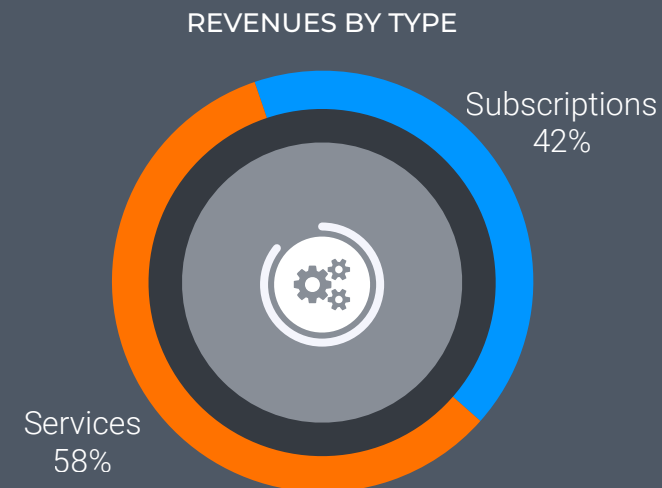
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**SOURCESENSE**

# CUSTOMER BASE KEY FACTS



TOP		7.9M€ 7 CUSTOMERS +500K
LARGE		4.8M€ 21 CUSTOMERS +100K
SMALL/MEDIUM		3.4M€ 72 CUSTOMERS



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# CLIENT STORIES



## 01. Il Sole 24 Ore

Cloud native applications

Digital platform highly scalable to publish in real-time every public and professional contents edited by journalists.



## 02. Poste Italiane

Cloud native infrastructures

Cloud native competence center to enforce devops best practices in order to build highly scalable infrastructure.

## 03. Enel

Cloud native teamwork

More than 10.000 users all around the globe work together in an agile and effective way to manage all the software lifecycle.



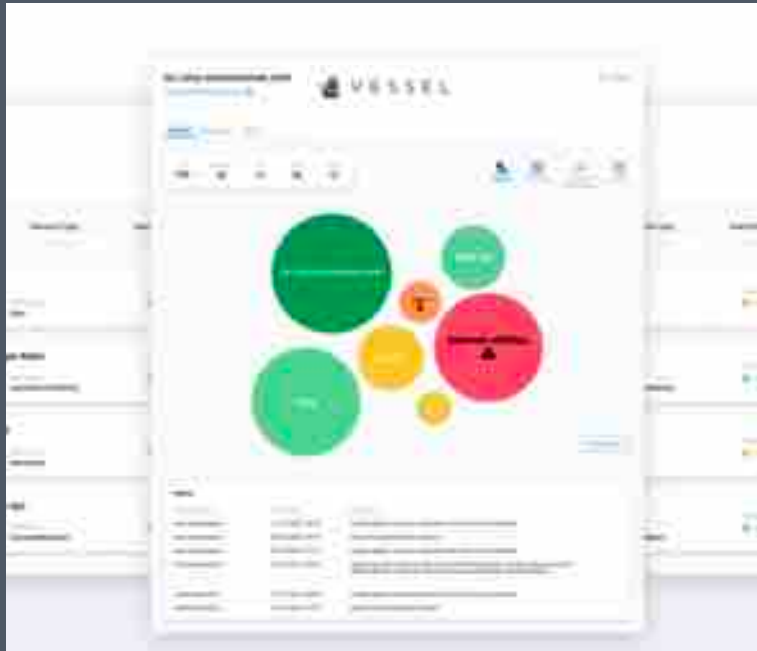
## 04. Banca Mediolanum

Cloud native applications

All the Internet portals are served by a cloud native platform allowing marketing teams to continuously and safely publish any content.



# PRODUCTS SAMPLES



## VESSEL

Intelligent compliance and proactive governance of Kubernetes clusters



## Atlassian CARE

Service Management in a SaaS fashion based on Atlassian Suite



## JOYCE

Highly scalable event-driven cloud native solution serve your data at business speed



# TECHNOLOGY PARTNERS



## HIGH STANDING CUSTOMERS BASE

TOP



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## NEW CUSTOMERS 2021

Allianz  Bank  
Financial Advisors

acea

e-geos  
AN ASI/TELESPAZIO COMPANY

nexi

Carrefour 

Q8 

SaltPay

BENETTON  
GROUP

 SOCIETE  
GENERALE

ticketone 

ICAD  
SISTEMI

DA<sup>TM</sup>  
DOCTOR  
ANYWHERE

  
MANGROVIA  
BLOCKCHAIN SOLUTIONS

VIX 

ASI  
Agenzia Spaziale Italiana

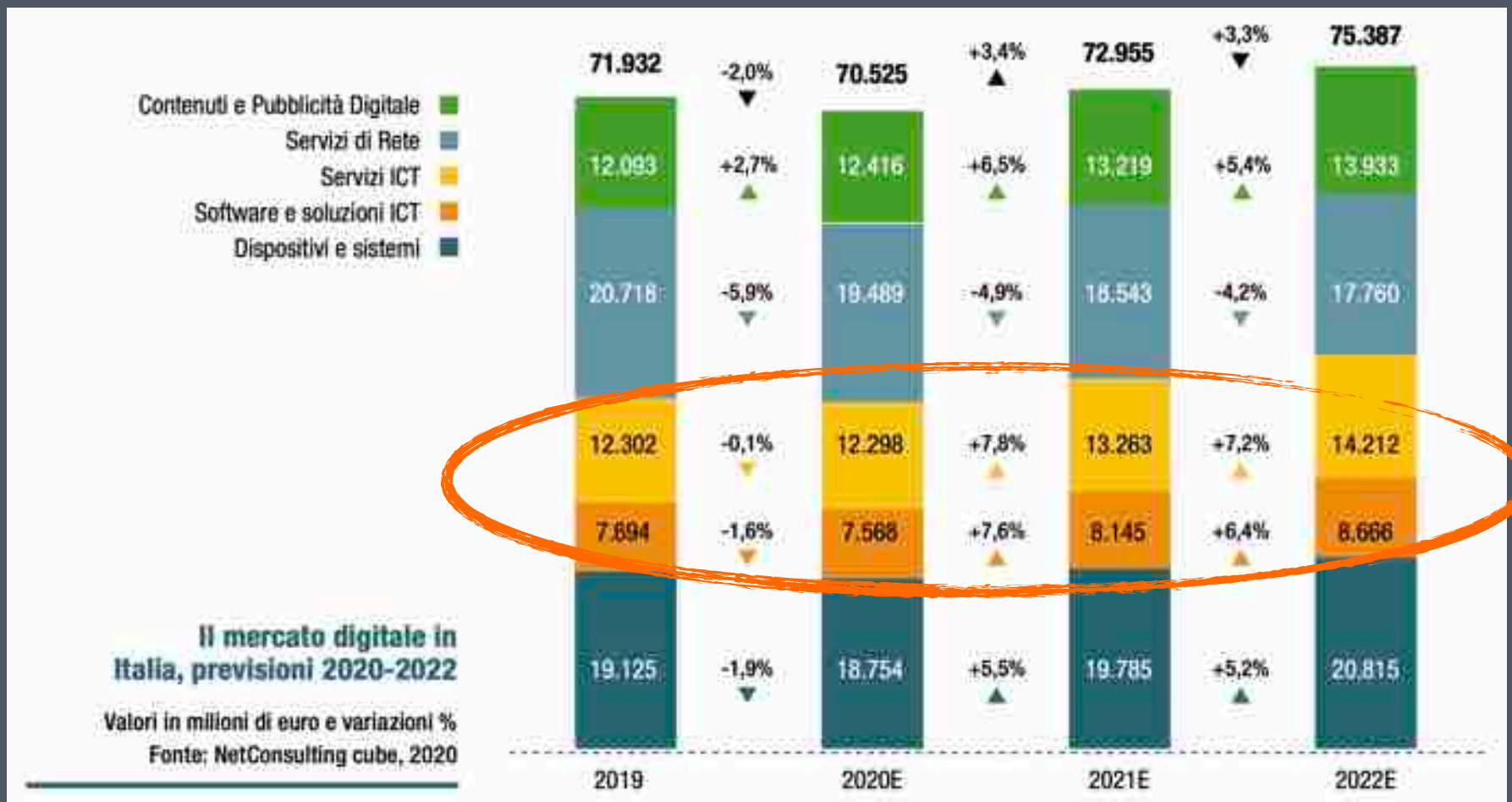
TeleConsul



# MARKET



# ITALIAN MARKET 2019-2022 BY SEGMENT



## MARKET SIZE

2021E  
**+21B€**

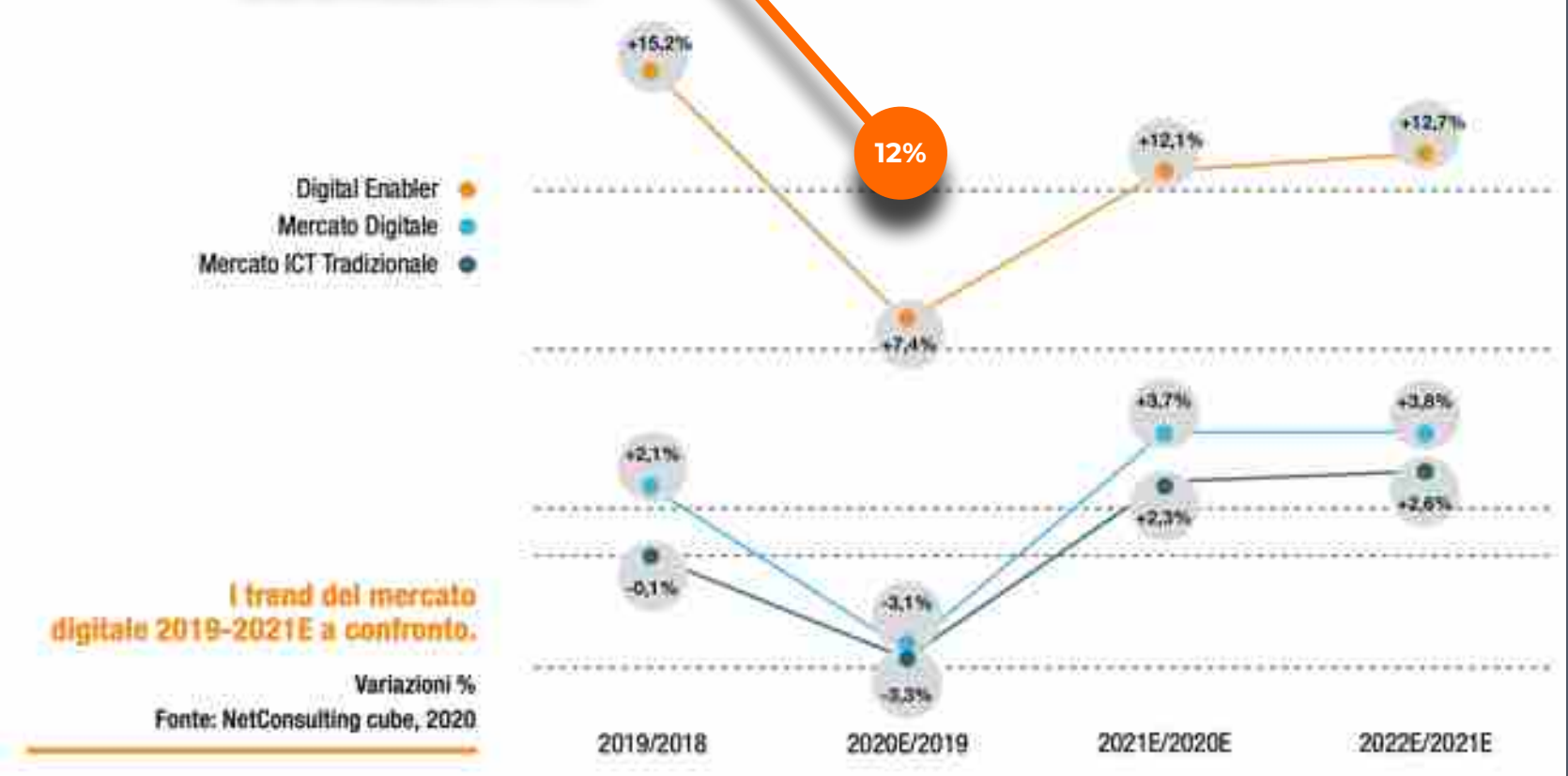
2022E  
**+22B€**

## GROWTH RATE

**+7% YoY**  
estimate  
in the  
next 2 years

# ITALIAN MARKET 2019-2022 BY INNOVATION RATE

**SOURCESENSE**



## REVENUES GROWTH RATE

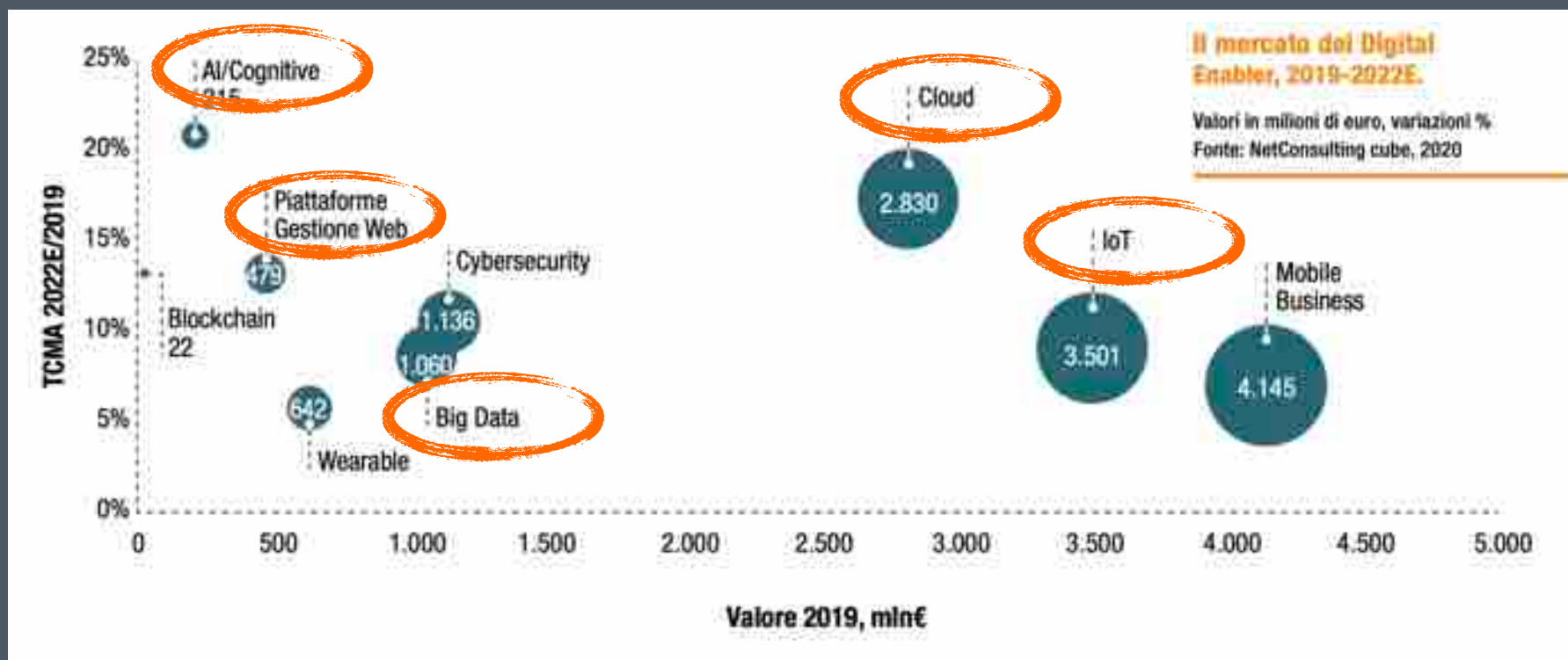
**SOURCESENSE**  
outperformed  
the digital enabler market

**+19%** 2019/2018

**+12%** 2020/2019



# DIGITAL ENABLER MARKET 2019-2022 BY TOPIC



## MARKET TREND

DIGITAL ENABLER

**+12% YoY**

estimate  
in the  
next 2 years

STRONG GROWTH  
EXPECTED DUE TO  
THE BOOST OF  
NEW DIGITAL AREAS  
DRIVEN BY  
THE CLOUD ADOPTION

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A close-up, low-angle shot of a person's leg and foot splashing in water. The water is a deep blue, and the splash creates a bright, iridescent rainbow effect. The person is wearing red swim trunks. The leg is bent at the knee, and the foot is just above the water surface.

# 2021 UPDATES

# BUSINESS HIGHLIGHTS



Manufacturing and Services Sector

**Feb 24<sup>th</sup> 2021**

Signed two Framework Agreements with Cerved Group for the provision of services in the field of Risk Management and Information Technology aimed at supporting Cerved in some areas of its core business.



Data and Information Sector

**Jun 10<sup>th</sup> 2021**

Signed a contract with a global information, analytics and solutions provider for the world's largest markets, to supply Atlassian products and solutions.



Betting and Gaming Sector

**Jul 6<sup>th</sup> 2021**

Signed a contract with a leading company in the online betting and gaming sector for the creation of a high-performance multi-channel online gaming platform.



Public Administration Sector

**Feb 9<sup>th</sup> 2021**

Awarded the public tender organized by CRUI - Conference of Rectors of Italian Universities - for the three-year supply of services and solutions based on MongoDB software.



Insurance and Finance Sector

**Apr-May 2021**

Signed two contracts with two leading international and domestic financial institutions for the supply of a cloud platform.



Telco Sector

**Jun 22<sup>th</sup> 2021**

Signed a contract with a leading international telecommunications group to provide an IT asset management solution for the company's business ecosystem.



Strategic Initiatives

**Aug 5<sup>th</sup> 2021**

Contributed (as co-founder) to the establishment of the Italia Cloud Consortium and Marco Bruni was appointed a Board Member.

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## WARRANT 2021-24

Number of Warrants **8,275,500**

Assignment Ratio **1:1**

free assignment to all  
shareholders at issue date

Conversion Ratio **1:2**

Exercise period	From - To	Strike Price
I	1/06/2022 - 15/06/2022	<b>2.64</b>
II	1/06/2023 - 15/06/2023	<b>2.90</b>
III	3/06/2024 - 17/06/2024	<b>3.19</b>



# FINANCIALS

 **9.9M€** **REVENUES**  
*6.7M€ in 1H 2020, +46% YoY*

 **1.2M€** **EBITDA**  
*0.8M€ in 1H 2020, +57% YoY*

 **1.0M€** **EBIT**  
*0.5M€ in 1H 2020, +111% YoY*

 **0.7M€** **NET PROFIT**  
*0.3M€ in 1H 2020, +142% YoY*

 **3.9M€** **NFP CASH**  
*2.1M€ in 2020 (includes IPO proceeds and MMUL acquisition)*

## Financial Highlights

H1  
**2021**



# Preliminary Highlights

Q1-Q3  
**2021**

**REVENUES 13,94M€**

**PFN**  
(cash)

**-4,064M€**

**Q1-Q3 Y20  
REVENUES** **+38%<sub>YoY</sub>**  
**10,11M€**

**Y20  
PFN** **+96%<sub>YoY</sub>**  
**-2,072K€**

**+46%** **REVENUES**  
9.9M€ vs 6.7M€ in 1H2020

CORPORATE  
ADVISORY



CONSULTING

**-14%<sub>YoY</sub>**  
1.9M€



SUBSCRIPTIONS

**+100%<sub>YoY</sub>**  
5.0M€

DIGITAL  
EVOLUTION



SOLUTIONS

**+13%<sub>YoY</sub>**  
1.7M€



CLOUD SERVICES

**+17%<sub>YoY</sub>**  
1.1M€



ENTERPRISE APPS

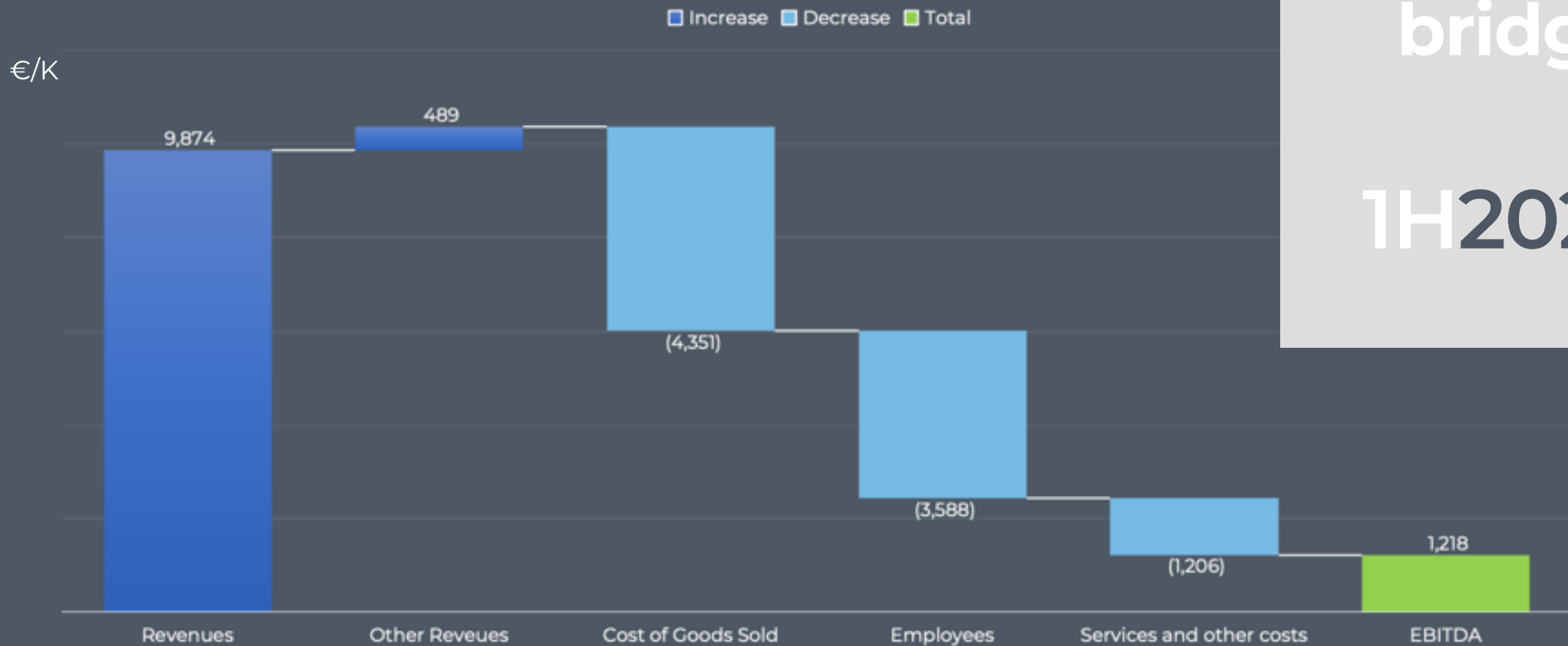
**+25%<sub>YoY</sub>**  
0.2M€

**Revenues**  
**by**  
**service line**

**1H2021**  
**VS**  
**1H2020**

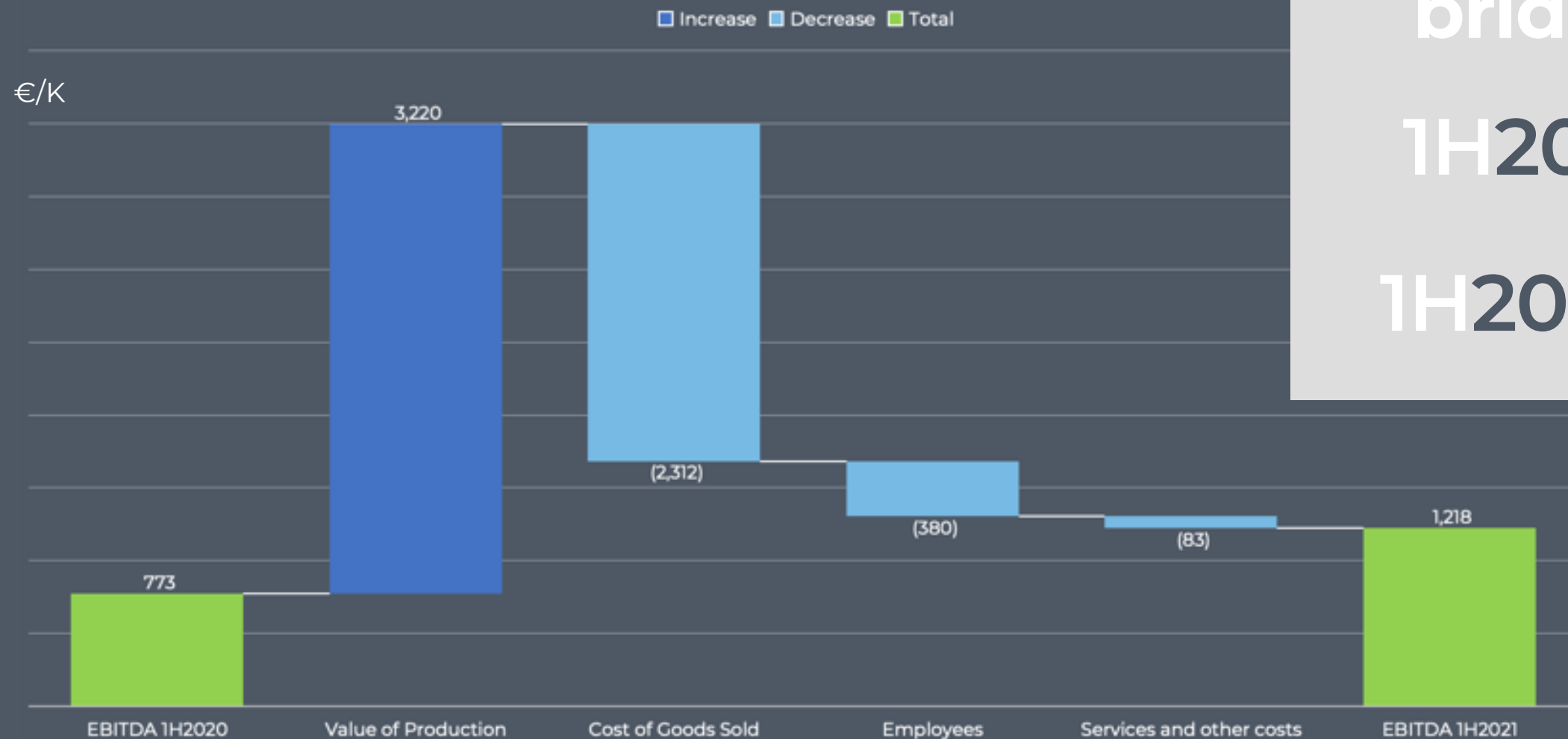
Business trends  
aligned with  
strategic guidelines

**+57%** **EBITDA**  
1.2M€ vs 0.8M€ in 1H2020



**EBITDA**  
**bridge**  
**1H2021**

**+57%** **EBITDA**  
1.2M€ vs 0.8M€ in 1H2020



**EBITDA**  
**bridge**  
  
**1H2021**  
**VS**  
**1H2020**

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**SOURCESENSE**

**3.9M€** NFP CASH  
2.1M€ in 2020



**NFP**  
bridge  
**1H2021**  
**VS**  
**2020**

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A person is surfing on a wave, captured in a dynamic pose. The surfer is wearing dark shorts and is barefoot. The background features a bright sunset or sunrise over the ocean, with a large wave cresting behind the surfer. The sky is a deep blue, and the water is a vibrant turquoise. The overall mood is energetic and adventurous.

# WHAT NEXT



# GROWTH PATH

## EXTEND CLOUD SERVICES PORTFOLIO

Priority on selling online cloud services portfolio on the global market.

4

## EXPANSION IN EUROPE

Priority on UK consolidation and expansion in Europe (France, Switzerland, Austria, ...).

3

## LEADERSHIP IN ITALY

Extend cloud native services portfolio and expand the customer base.

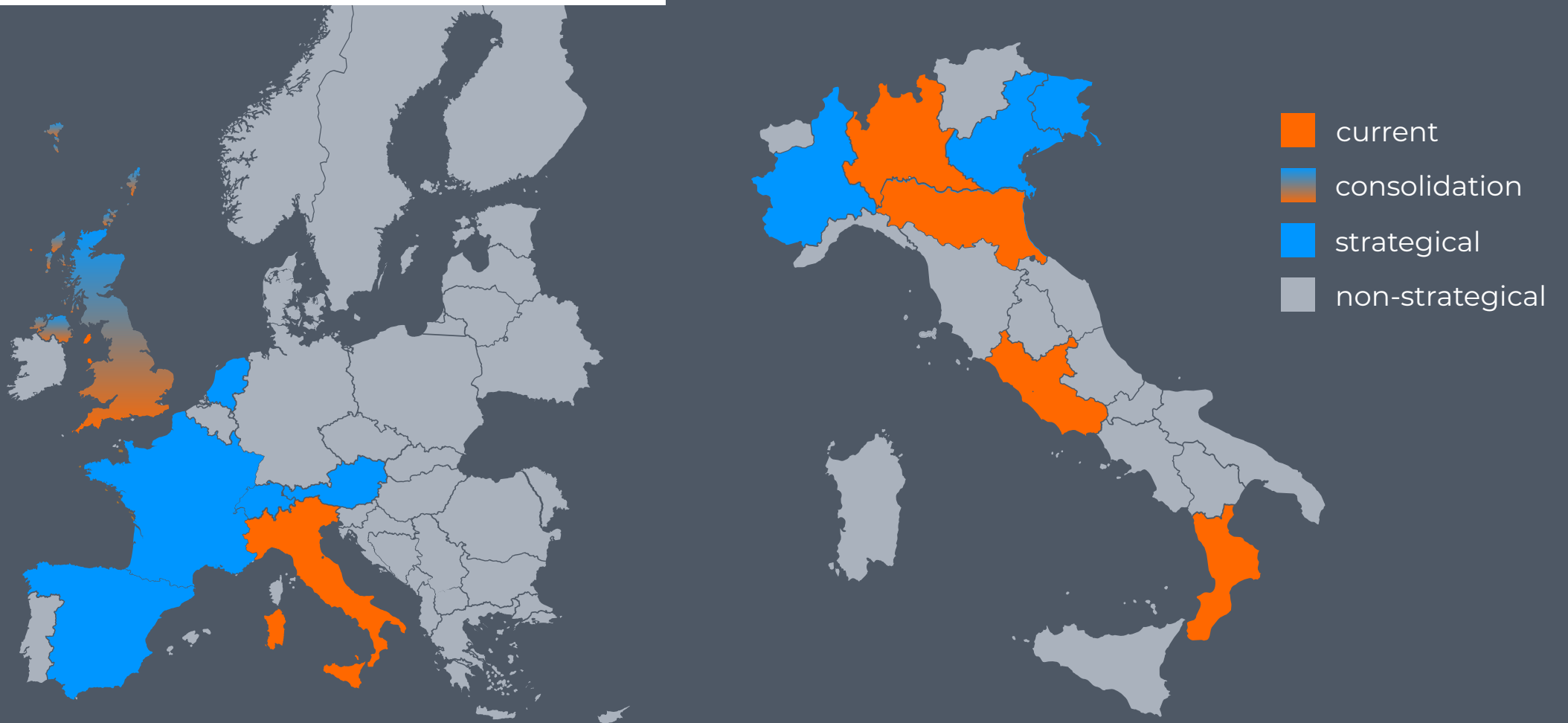
2

## CONSOLIDATION IN ITALY

Continue organic growth in Italy on cloud native services portfolio.

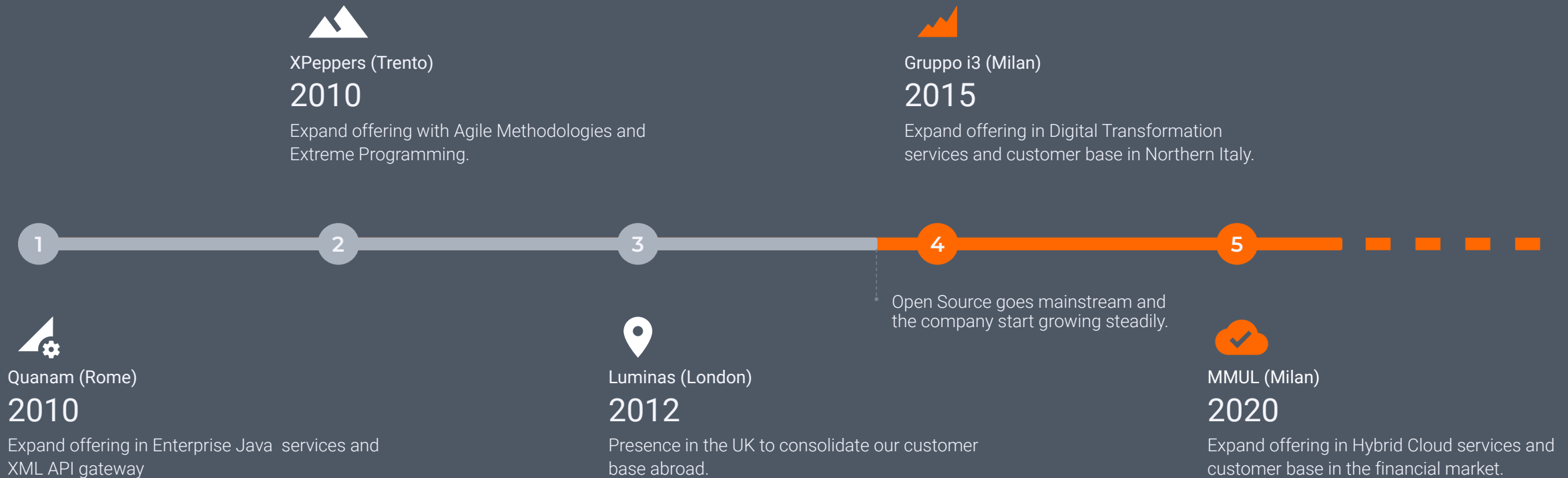
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# GROWTH STRATEGY



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# M&A JOURNEY

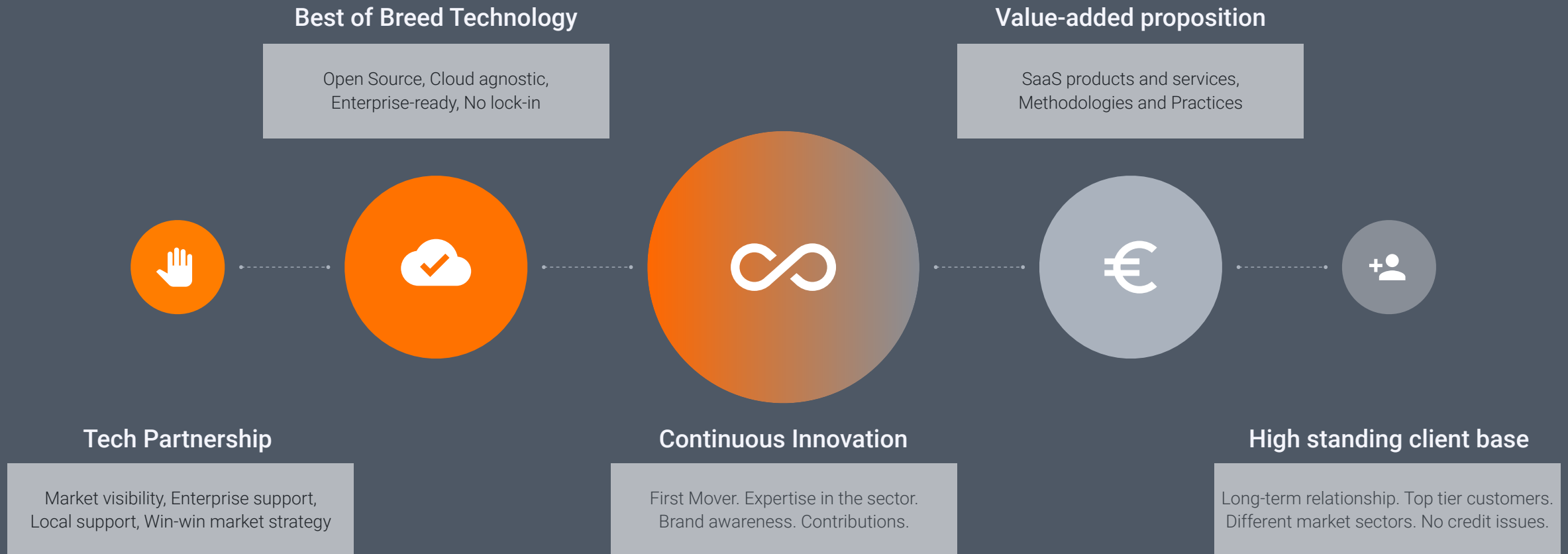


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A person in a wetsuit is standing on a concrete ledge, looking out over the ocean at sunset. The person is in a dynamic pose, with one leg bent and arms slightly out. The background shows a vast ocean with waves and a sky with soft, colorful clouds from the setting sun. The overall mood is serene and contemplative.

# CLOSING REMARKS

# KEY SUCCESS FACTORS



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# CONTACTS

## INVESTOR RELATIONS MANAGER

SOURCESENSE

Mario Marchesi

[investor\\_relations@sourcesense.com](mailto:investor_relations@sourcesense.com)

## INVESTOR RELATIONS ADVISOR

CDR COMMUNICATION

Silvia Di Rosa

[silvia.dirosa@cdr-communication.it](mailto:silvia.dirosa@cdr-communication.it)



# THE CLOUD NATIVE WAY FOR YOUR BUSINESS APPLICATION

**Thank you!**

An aerial photograph of a dry, cracked, and eroded landscape. A winding path or dry riverbed cuts through the terrain, which is characterized by deep, irregular cracks and a mix of light brown and grey soil. The background shows a darker, more vegetated area.

## APPENDIX A - FINANCIALS

# CONSOLIDATED P&L FY2020

(€/000)	FY 2020	FY 2019	CHANGE 2020/2019	%	
Sales and services revenues	16,129.0	14,455.0	1,674.0	12%	
<b>Total Revenues</b>	<b>16,129.0</b>	<b>14,455.0</b>	<b>1,674.0</b>	<b>12%</b>	+12%
Increases in fixed assets for internal work	587.0	496.0	91.0	18%	
Other income	526.0	526.0	0.0	0%	
<b>Value of production</b>	<b>17,242.0</b>	<b>15,477.0</b>	<b>1,765.0</b>	<b>11%</b>	
Consumption of raw and ancillary materials	(6,480.0)	(4,849.0)	(1,631.0)	34%	
Cost of services	(1,853.0)	(1,911.0)	58.0	-3%	
Leases and rentals	(378.0)	(334.0)	-44.0	13%	
<i>Personnel Expenses</i>	(6,386.0)	(6,607.0)	221.0	-3%	
Other operating expenses	(39.0)	(100.0)	61.0	-61%	
<b>EBITDA</b>	<b>2,106.0</b>	<b>1,676.0</b>	<b>430.0</b>	<b>26%</b>	+26%
<i>EBITDA margin</i>	12.2%	10.8%			
Depreciation of intangible fixed assets	(733.0)	(610.0)	(123.0)	20%	
Depreciation of tangible fixed assets	(12.0)	(5.0)	(7.0)	140%	
Other write-downs of tangible and intangible fixed assets	(116.0)	-	(116.0)		
Credit write-downs	(37.0)	(99.0)	62.0		
<b>EBIT</b>	<b>1,208.0</b>	<b>962.0</b>	<b>246.0</b>	<b>26%</b>	+26%
<i>EBIT margin</i>	7.0%	6.2%			
Financial income / (charges)	(110.0)	(132.0)	22.0	-17%	
<i>Exchange profit/(losses)</i>	39.0	18.0	21.0	117%	
<b>Financial management balance</b>	<b>(71.0)</b>	<b>(114.0)</b>	<b>43.0</b>	<b>-38%</b>	
Financial asset value adjustments	(1.0)	(2.0)	1.0		
<b>EBT</b>	<b>1,136.0</b>	<b>846.0</b>	<b>290.0</b>	<b>34%</b>	
Taxes	(227.0)	(300.0)	73.0	-24%	
<b>Net income</b>	<b>909.0</b>	<b>546.0</b>	<b>363.0</b>	<b>66%</b>	+66%
<b>Profit margin</b>	<b>5.3%</b>	<b>3.5%</b>			

# CONSOLIDATED - ASSET & LIABILITIES FY2020

(€/000)	FY2020	FY2019	CHANGE 2020/2019	%
Receivables from customers	8,782.0	7,579.0	1,203.0	16%
Payables to suppliers	3,511.0	2,562.0	949.0	37%
Advances from customers	459.0	433.0	26.0	6%
<b>Operating working capital</b>	<b>4,812.0</b>	<b>4,584.0</b>	<b>228.0</b>	<b>5%</b>
Other activities	1,159.0	1,092.0	67.0	6%
Other liabilities and provisions	2,161.0	2,339.0	(178.0)	-8%
<b>Net working capital</b>	<b>3,810.0</b>	<b>3,337.0</b>	<b>473.0</b>	<b>14%</b>
Tangible fixed assets	119.0	16.0	103.0	644%
Intangible fixed assets	1,531.0	980.0	551.0	56%
Financial fixed asstes	2	2	0	0
<b>Fixed assets</b>	<b>1,652.0</b>	<b>998.0</b>	<b>654.0</b>	<b>66%</b>
<b>Gross invested capital</b>	<b>5,462.0</b>	<b>4,335.0</b>	<b>1,127.0</b>	<b>26%</b>
TFR	(1,470.0)	(1,320.0)	(150.0)	11%
Fondi rischi e oneri	(8.0)	(2.0)	(6.0)	-
<b>Net invested capital</b>	<b>3,984.0</b>	<b>3,013.0</b>	<b>971.0</b>	<b>32%</b>
bank and other short-term loans	703.0	1,453.0	(750.0)	-52%
bank and other long-term loans	591.0	382.0	209.0	55%
<b>Total financial debt</b>	<b>1,294.0</b>	<b>1,835.0</b>	<b>(541.0)</b>	<b>-29%</b>
Cash and cash equivalents	(3,366.0)	(482.0)	(2,884.0)	598%
<b>NFP</b>	<b>(2,072.0)</b>	<b>1,353.0</b>	<b>(3,425.0)</b>	<b>-253%</b>
Share capital	828.0	558.0	270.0	48%
Reserves	4,320.0	555.0	3,765.0	678%
Profit/(loss)	908.0	546.0	362.0	66%
<b>Shareholders' Equity</b>	<b>6,056.0</b>	<b>1,660.0</b>	<b>4,396.0</b>	<b>265%</b>
<b>Total sources</b>	<b>3,984.0</b>	<b>3,013.0</b>	<b>971.0</b>	<b>32%</b>

# CONSOLIDATED - NFP P&L FY2020

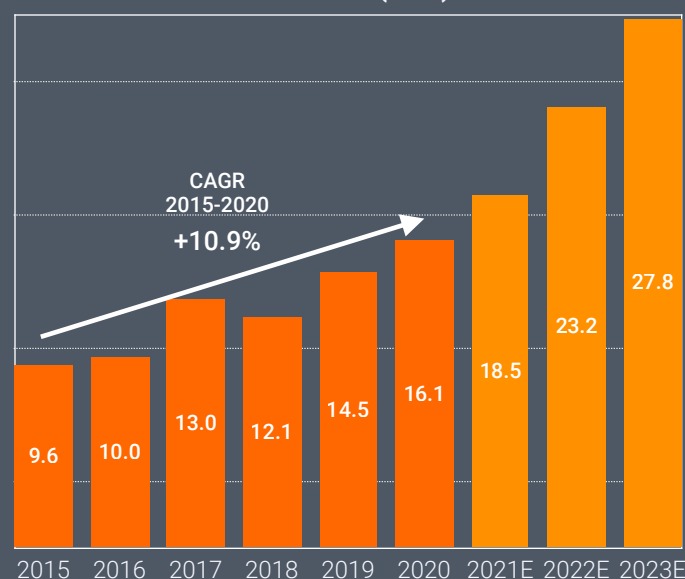
(€/000)	31.12.2020	31.12.2019
<b>Cash and cash equivalents</b>	<b>3,366.0</b>	<b>482.0</b>
<b>Non-fixed financial assets</b>	<b>0.0</b>	<b>0.0</b>
<b>Short-term financial debts</b>		
Payables to banks within 12 months	592.0	1,269.0
Payables to others within 12 months	112.0	184.0
<b>Total short-term financial debts</b>	<b>704.0</b>	<b>1,453.0</b>
<b>Short-term Net Financial Position</b>	<b>2,662</b>	<b>(971)</b>
<b>Medium / long-term financial debts</b>		
Payables to banks over 12 months	560.0	224.0
Payables to others over 12 months	30.0	158.0
<b>Total medium/ long-term financial debts</b>	<b>(590.0)</b>	<b>(382.0)</b>
<b>Net Financial Position</b>	<b>2,072</b>	<b>(1,353)</b>

# MARKET EXPECTATIONS at 2023

## BUYER RECOMMENDATIONS

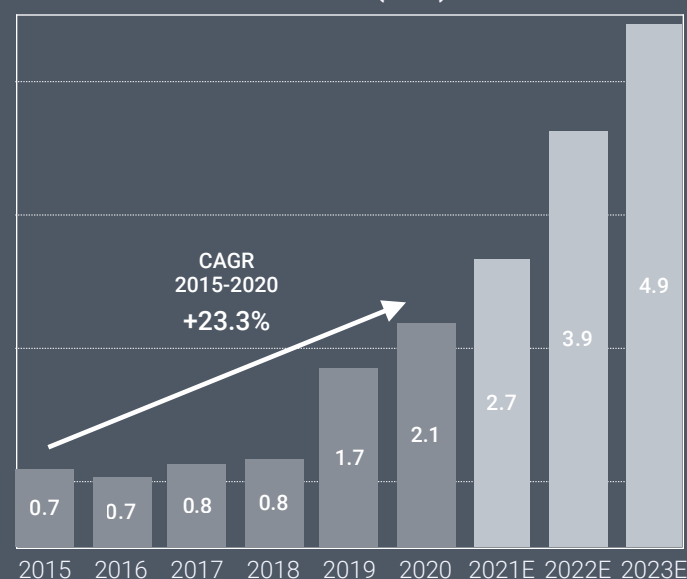
Analyst	Target Price
EnVent	€4.02

REVENUES (M€)

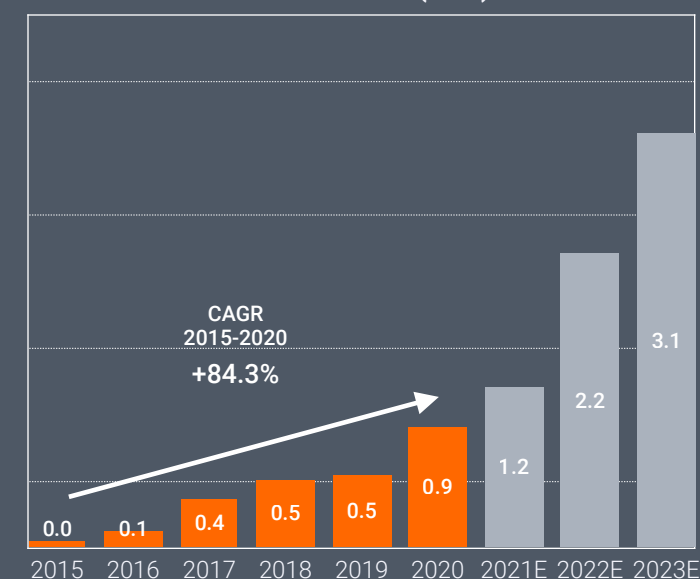


(\*) Revenues 2017 affected by UK accounting policy alignment

EBITDA (M€)



NET PROFIT (M€)

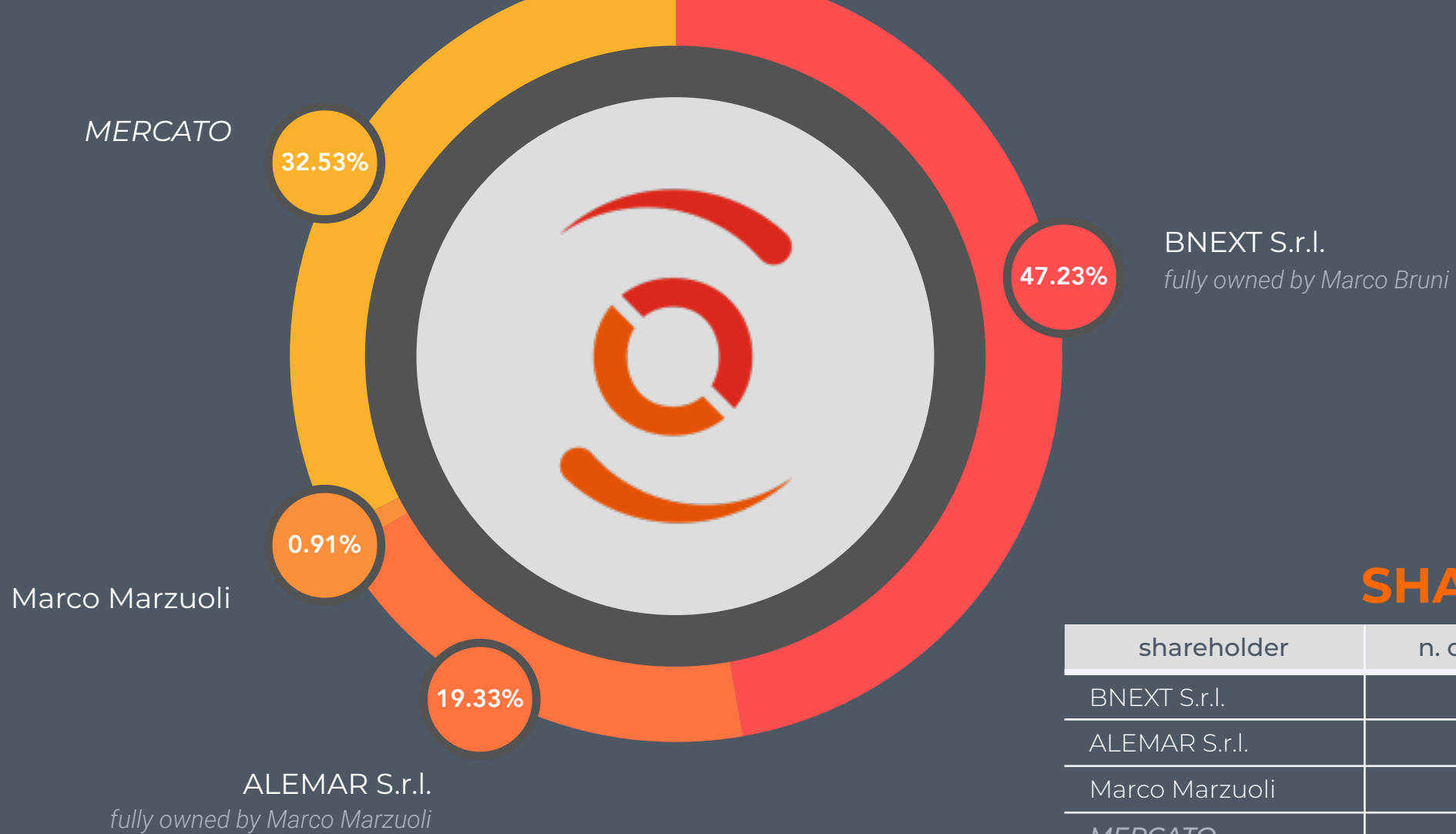


2021-2023 Estimates by Analysts Coverage (EnVent)



An aerial photograph of a river delta, likely the Amazon, showing a large, winding river channel that splits into smaller tributaries. The water is a deep blue, and the surrounding land is a mix of green and brown. A large, yellow, oval-shaped object is visible in the lower-left portion of the river channel.

## APPENDIX B - BUSINESS MODEL



## SHARE CAPITAL

shareholder	n. of shares	%
BNEXT S.r.l.	3,908,450	47.23%
ALEMAR S.r.l.	1,600,000	19.33%
Marco Marzuoli	70,050	0.91%
<i>MERCATO</i>	2,692,000	32.53%
<b>TOTAL</b>	<b>8,275,500</b>	<b>100.00%</b>

## BOARD OF DIRECTORS



**MARCO BRUNI**  
Chairman and CEO



**MARCO MARZUOLI**  
Executive Director



**FABIO MASSIMILIANO CARBONE**  
Non Executive Director



**ALDO FILIPPINI**  
Independent Director



**FABIO GRO**  
Independent Director

## BOARD OF STATUTORY AUDITORS



**GABRIELE PERROTTI**  
Chairman



**BARBARA MOLLE**  
Standing Auditor



**FRANCESCO PAOLUCCI**  
Standing Auditor

## AUDITORS



# STOCK OPTION PLAN 2021-23

Number of shares **250.000**

Strike Price **30%** discount

Monitoring period **within 15 days** from AGM FY approval

Expiration date **within 30 days** from verification date

Exercise period	Fiscal year	# Stock Options
I	2021	80.000
II	2022	80.000
III	2023	90.000

## Financial Highlights

# 2020

 **16.1M€** **REVENUES**  
14.5M€ in 2019, +12% YoY

 **2.1M€** **EBITDA** **EBITDA MARGIN**  
1.7M€ in 2019, +26% YoY +13%

 **1.2M€** **EBIT** **EBIT MARGIN**  
0.9M€ in 2019, +33% YoY +7.5%

 **0.9M€** **NET PROFIT**  
0.5M€ in 2019, +66% YoY

 **2.1M€** **NFP CASH**  
-1.4M€ in 2019 (includes IPO proceeds and MMUL acquisition)

# SDGs AND ESGs ACHIEVEMENTS



Joined the UN Global Compact since 2020



Green procurement policy to reduce waste footprint



Environmental and cultural heritage support



Encouraging the use of public transport



Transition to full electric and hybrid car



Energy from 100% renewable sources



Relax areas, roof terraces and social events



Free coffee and bio fruits, free pizza and beer



Cycle to work

**1st**  
SUSTAINABILITY  
REPORT

to be  
published by

**Sept 2021**

**COVID-19**

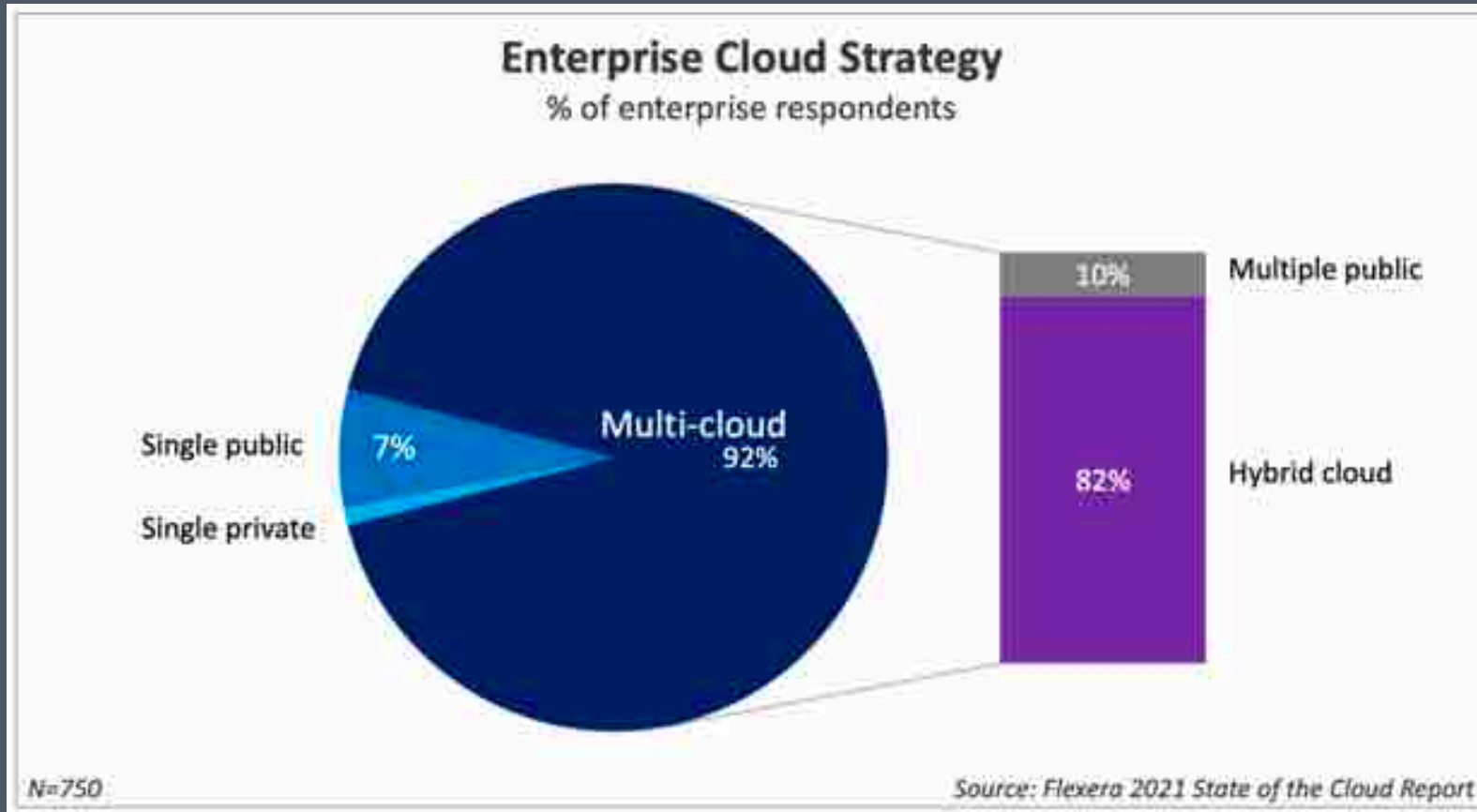
Free swab test

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**SOURCESENSE**



# CLOUD ADOPTION STRATEGY



## MARKET TREND

CLOUD ADOPTION  
**+18% YoY**  
estimate  
in the  
next 2 years

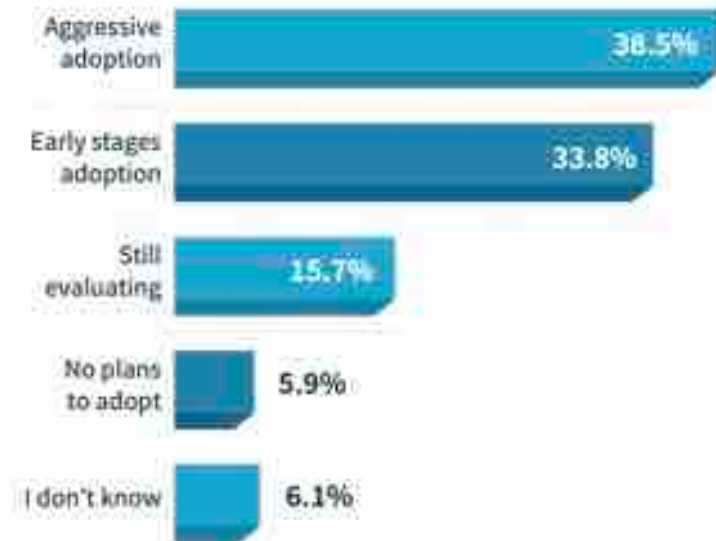
MORE  
WORKLOADS AND DATA  
IN THE CLOUD

ORGANIZATIONS  
EMBRACE MULTI-CLOUD

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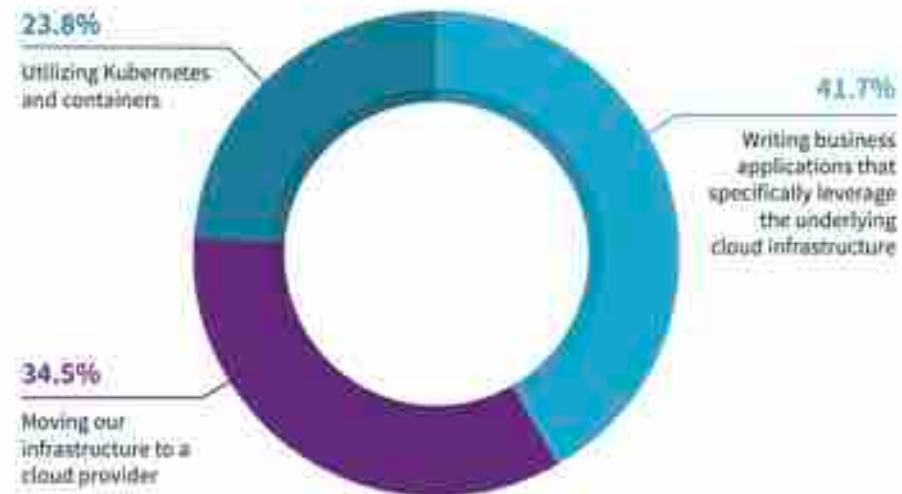
# CLOUD NATIVE TECH ADOPTION

## Which describes your adoption of a cloud native infrastructure strategy?



Source: Lightbend Cloud Native Adoption Trends 2021

## Which is MOST IMPORTANT in the move to "cloud native"? (all respondents)



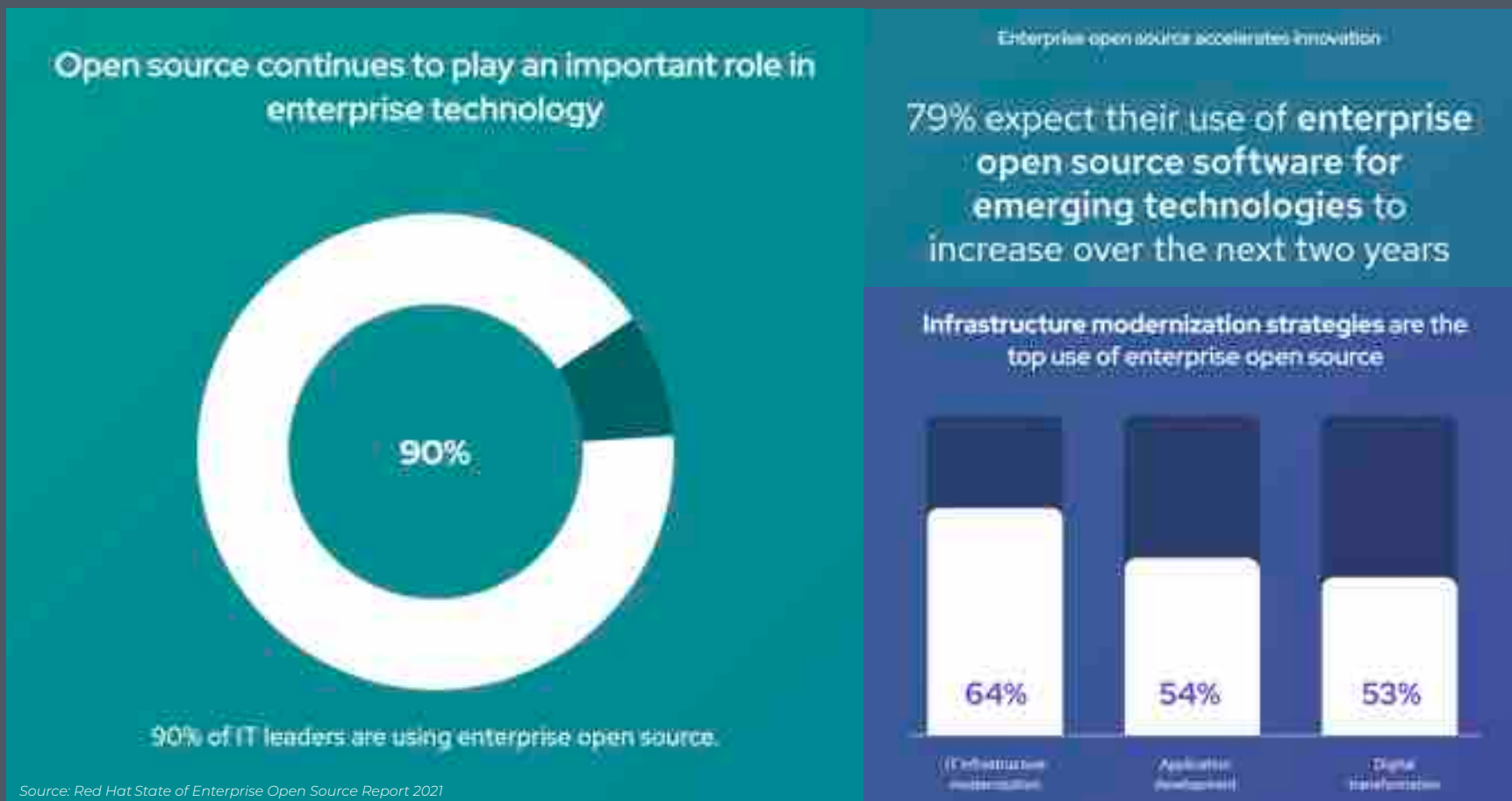
Source: Lightbend Cloud Native Adoption Trends 2021

## MARKET TREND

MULTI-CLOUD  
**92%**  
in  
2021

CLOUD-NATIVE  
TECHNOLOGIES  
FULLY TAKES  
ADVANTAGE OF THE  
CLOUD WITH NO DEPS  
TO A SPECIFIC  
CLOUD PROVIDER

# ENTERPRISE OPEN SOURCE



## MARKET TREND

KEY  
CLOUD NATIVE  
TECHNOLOGIES  
ARE  
OPEN SOURCE

OPEN SOURCE  
ACCELERATES  
INNOVATION  
AND  
THE EXPANSION OF  
ITS ECOSYSTEM IS  
ACTUALLY  
SPEEDING UP

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# CONTINUOUS INNOVATION

## STANDING ON THE SHOULDERS OF GIANTS

“ Each year, hundreds of thousands of people contribute to **open source projects** that power our software systems and global economy, touching industries from banking and healthcare to media and transportation. ”

56M+

developers in 2020,  
expected 100M by 2025

1.9B+

contributions added in 2020,  
7.6M+ security alerts fixed in 2020

60M+

new repositories in 2020,  
180K+ open source projects

Source: The 2020 state of the Octoverse - GitHub

### TAKE-AWAY

COMMUNITIES  
ARE DRIVING  
THE  
INNOVATION  
OF THE  
INFORMATION AGE

R&D  
IS A CRUCIAL PART OF  
OUR BUSINESS MODEL

**SOURCESENSE**  
IS REGISTERED  
AS INNOVATIVE SME