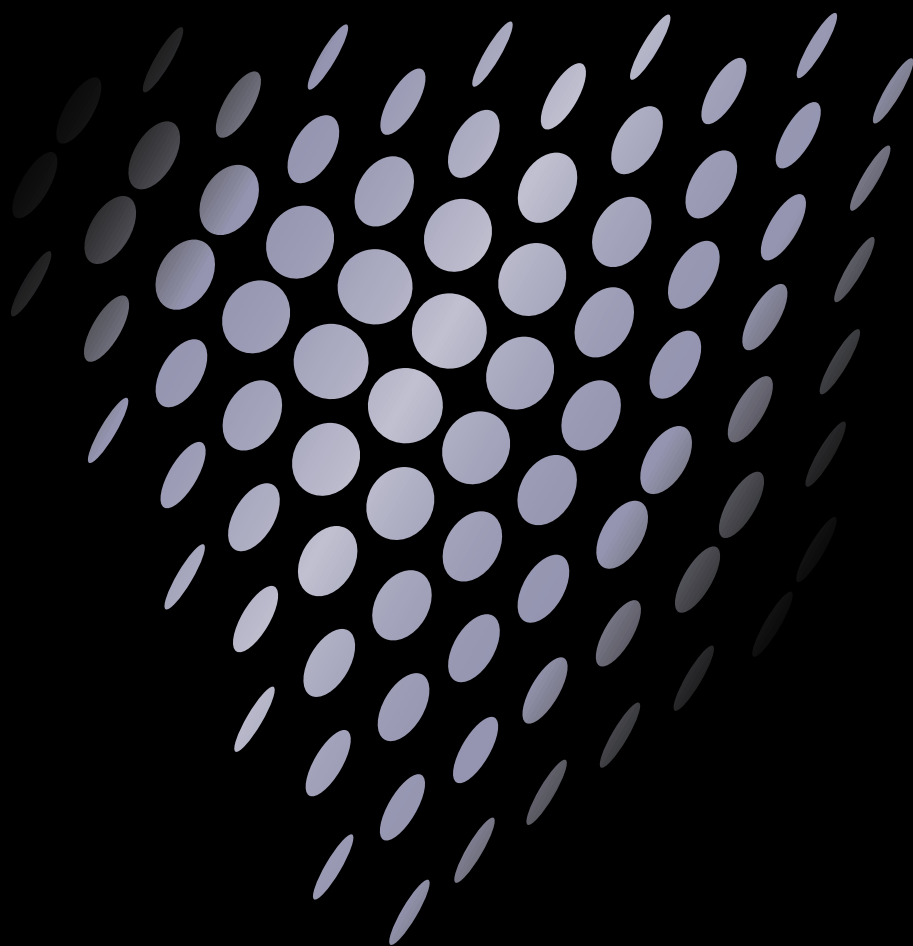


# deda.

STAY DEDICATED



Company Profile

# An Italian story, with international scope

## Stay dedicated

The history of the Podini family is marked by an endless drive to explore new markets and innovate business models to generate a positive social impact and contribute to creating shared, long-term value.

It all began in 1919 in Bolzano, a city that had just become part of Italy. The founder saw an opportunity to introduce and market typical Italian products. This was the first step that led the Podini family to become one of the pioneers of mass retailing in Italy. Over time, the Company grew and evolved. In the 1990s, it founded MD Discount, introducing discount stores to southern Italy.

The drive to explore new markets continued unabated: in 1999, Deda Executive Chairman Marco Podini decided to invest in information technology. We wanted to help organizations nurture dedication to multiply technology's positive impact on business development, people potential and society growth.

Over the decades, through the holding company Lillo S.p.A., the Podini family has demonstrated its ability to innovate and adapt. What began as a mass retailer has developed into a diversified business that includes other strategic sectors such as real estate, finance and technology, both in Italy and abroad, looking to the future with enthusiasm and determination.

LILLO HOLDING

€4

Billion revenues  
in 2023

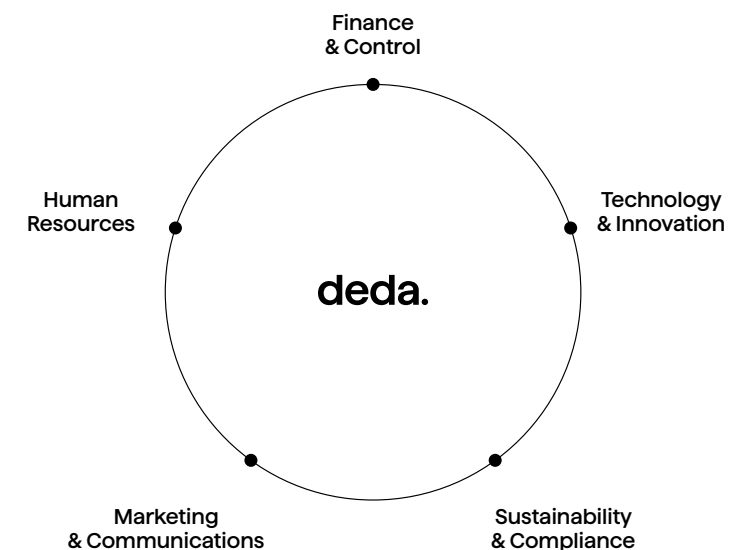
14,000+

Employees

Today, Deda is one of the leading fully-Italian owned IT groups. Over the years, it has expanded its footprint globally, with offices in the United States, Mexico and the United Kingdom.

Deda's organizational model and its growth strategy reflect its ability to anticipate changes and respond to them with agility and flexibility. The Group's governance, structured in five departments working in synergy according to a common vision, is geared towards enhancing and maximizing the growth potential of all the companies that are part of it, promoting innovation and building connections, both inside and outside Deda.

In addition to supporting ongoing growth, this integrated approach fosters the ability to successfully embrace future challenges.



# We boost the potential of technology through dedication.

Technology creates opportunities,  
but it is the people who use it  
and are committed to making the difference  
that do make the difference.

## OUR GROUP

We are an ecosystem of companies that help organizations seize the growth opportunities offered by the technological evolution.

We are a community of people who believe in dedication as a tool to boost the positive impact of technology on the economy and society.

Dedication guides all of our decisions and steers our daily work, from our attention to customers to the willingness to work together in order to grow, our teams' commitment and the sense of ethical responsibility that we want to inspire in those who work with us.

€342

Million  
consolidated revenues  
in 2023

4,000+

Clients

50+

Countries  
in which we operate

53

Offices, of which  
41 in Italy and 12 abroad

When technology  
meets dedication,  
opportunities turn  
into tangible results.

# A long growth path

## OUR HISTORY

We embarked on this path a long way ago, but we keep on expanding, joined by new companies that integrate their expertise to respond to customers' needs in an increasingly comprehensive way. Each of them finds in Deda the ideal place to grow, and thus makes our Group grow as well.

We work together and with dedication to create long-term value that helps society evolve and improves relationships between people and organizations.

## 1980

- 1982 • Dator is formed
- 1982 • Delta is formed

## 1990

- 1990 • The Stealth software is developed
- 1992 • The Civilia software is developed
- 1995 • The partnership between Delta and Casse Rurali Trentine Mutual Fund is formed
- 1999 • The Lillo Group diversifies its business by including IT and acquires Agorà Telematica, the first Italian Internet service provider

## 2000

- 2000 • Acquisition of Delta and Dator
- 2001 • DeltaDator is formed
  - Derga joins the Group
- 2002 • The Civilia Open and Folium software are developed
- 2008 • The Dedagroup brand is created
- 2009 • Dedamex and Dexit are formed

## 2010

- 2012 • Dedagroup acquires CSC Italia S.r.l.
  - Stealth joins the Group
  - DDway is formed
  - Dedagroup North America is formed
- 2015 • The CiviliaNext software is developed
  - Dedagroup North America acquires EPL
- 2016 • Dedagroup Wiz is formed
  - Dedagroup Stealth is formed
- 2017 • Dedagroup Public Services is formed
- 2018 • Dedagroup Business Solutions is formed
- 2019 • Marco Podini takes Deda's operating helm
  - VisiFI is formed

## 2020

- 2020 • Dedagroup Stealth acquires the UK F2IT Ltd (Zedonk)
  - Deda Cloud is formed
- 2021 • Deda Value is formed
  - Dedagroup acquires Pegaso 2000
  - Deda Digital is formed
- 2022 • Deda Next is formed
  - Dedagroup Stealth acquires Bsamply
  - Dedagroup acquires Berma
  - Dedagroup acquires Nodes
  - Dedagroup acquires ORS
- 2023 • RAD Informatica joins the Group
  - Deda Next acquires Datapiano
  - Dedagroup Business Solution acquires Opentech and Laser
  - Dedagroup Business Solution acquires Microdata Group
- 2024 • Dedagroup North America acquires Share One
  - Dedagroup acquires Quod Orbis
  - Deda Next acquires CLE
  - Dedagroup Business Solutions acquires SEI Consulting
  - Deda Bit and Deda Spark are formed
  - Deda Tech is formed
  - Dedagroup acquires SCAI Group
- 2025 • Deda Next acquires Innovo
  - Derga Consulting acquires RELACON IT Consulting
  - Dedagroup acquires Dispell Magic (Competitoor)
  - Deda Connect is formed
  - Deda Ai is formed

### LEGEND

- Deda
- Financial Services
- Artificial Intelligence & Data
- Digital Business
- Fashion & Luxury Retail
- Cloud & Cybersecurity
- Public Services

# We are a Business & Technology Accelerator

We help organizations nurture dedication to multiply the positive impact of technology on business development, people potential and society growth.

We offer public and private companies and financial institutions the tools, services, advice and strategic support that enable them to evolve and become more competitive, pushing their limits and taking on increasingly ambitious challenges.

Together, we can accelerate economic and social development, and improve people's quality of life.



## Diversity

The specialization of our companies is the foundation on which we develop and offer the best solutions and services.



## Synergy

Each company works in synergy with the others towards customer satisfaction.

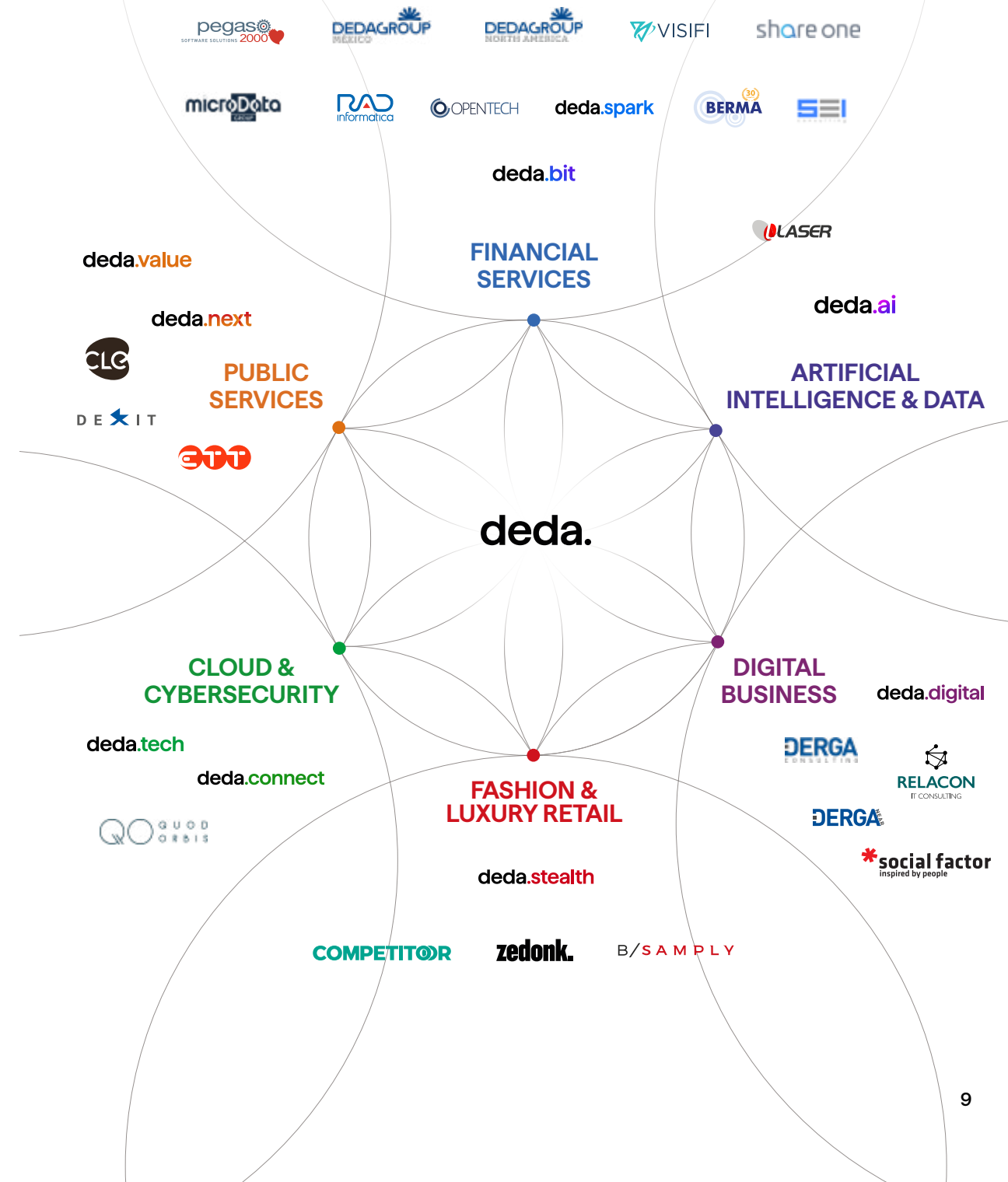


## Evolution

We integrate and steer our companies' commitment so as to create value and maximize the impact and benefits of digital.

## OUR APPROACH

Our Group's organization embodies what digital can and must create among companies, individuals, finance and markets, transcending national borders by building interconnected ecosystems.



# Services and expertise to help organizations thrive

## Public Services

We help public administrations, public service agencies and energy companies design solutions for citizens and businesses. We speed up Italy's digital transformation by proposing new sustainable development models for more effective resource management.



## Artificial Intelligence & Data

We promote the competitiveness of businesses, financial institutions and entities by exploiting the full potential of AI and data. A beating heart of resources and expertise focused on time-to-market and constant innovation.

AI creates opportunities. Dedication turns them into decisions.

## Financial Services

We support the digital transformation and business innovation of banks, insurance companies and financial institutions through co-development of innovative digital solutions. We help them cope with market complexity and enhance their role in the community in terms of solidity, security and reliability.

Digital platforms create connections. Dedication amplifies their value.

## Fashion & Luxury Retail

We support fashion companies in Italy and around the world with our technological solutions. We manage industry processes throughout the phases of the value chain, from the procurement of raw materials to production, distribution and sale. We empower global omnichannel strategies by combining flexibility and integration with a network of certified partners.

Technology helps you keep pace with trends. Dedication lets you stay ahead of them.

## Cloud & Cybersecurity

We build an ecosystem of IT, cloud and IT security services. We deploy infrastructure and skills and execute projects to grow businesses, improve processes and develop new products and opportunities.

Expertise and technology keep your data secure. Dedication turns them into value.

## Digital Business

We help companies grow their business through services and software that accelerate digital innovation. We combine knowledge of company processes with the ability to implement ERP, CRM, e-commerce and marketing automation solutions that support and lead the way towards future digital expansion.

Software accelerates your business. Dedication makes it unstoppable.



# Building possible futures

Deda innovates through targeted investments and partnerships with research centers, universities, institutions and associations, start-ups and other IT players.

Our Open Innovation model generates an ever-expanding ecosystem: a virtuous circle in which the exchange of expertise gives rise to new solutions, enables experimentation with products and business models, and inspires new questions and further research. We collaborate with all those who use technology to build possible futures.

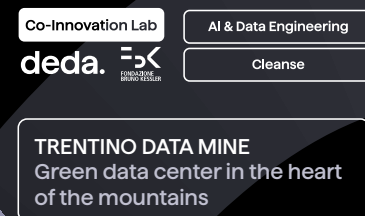
## STRATEGIC AREAS

- Financial Services
- Artificial Intelligence & Data
- Digital Business
- Fashion & Luxury Retail
- Cloud & Cybersecurity
- Public Services

## RESEARCH

- EDIAQI**  
Evidence driven indoor air quality improvement
- MONITOR FOR CIRCULAR FASHION**  
Enabling circular business models
- USAGE**  
Urban data space for green deal
- URBREATH**  
Improve climate neutrality of European cities
- ARCADIA**  
Transformative climate resilience by nature-based solutions
- REMOTREES**  
Address climate change effects in hard-to-reach forest area
- AND OTHERS**

## INNOVATION STRATEGY



## ECOSYSTEM PARTNERSHIP



## DEDICATED TO CARE

A company's development and its ability to evolve also depend on its choices regarding sustainability matters in environmental, social and governance terms.

Sustainable development, widespread wellbeing, innovation and social impact: these concepts underpin our way of being, operating, and doing business. We want to create shared and long-lasting value for our people, customers, local areas and society.

We are therefore committed to ensuring that our organizational, financial, environmental and social actions are in line with ESG principles.

## TRADITION AND INNOVATION

To create this Company Profile, we were inspired by the typographic measure used to construct books and magazines.

Folding and cutting the sheet used by the printing presses produced a booklet of 16 pages, where not a single millimeter of paper was wasted.

This decision draws on the history and tradition of printing but also looks at sustainability and limiting waste.

# Dedicated to Growth

Whether it is software, a technological solution or consultancy, at the heart of each project there are always people working with other people. Competent and curious, ambitious and tenacious: Deda People want to learn, dialog and develop.

To us, dedication means propensity to continuously improve, search for ever new goals, achievement of results and team work. We are committed to helping people grow so that they can improve, express their potential to the fullest and contribute to building a better future for themselves, for Deda and for the society as a whole.



## LIFE AT DEDA

# 5,000+

Deda People

# 400+

New recruits  
in 2023

# 110,000+

Training hours

# 1,900+

Professional  
certifications

## GROWTH PATHS

## Y OUR

Deda belongs to everyone who experiences it and contributes to its growth. Yet, its strength lies above all in the connections that turn each “I” into “We”. It is for this reason that we have implemented several initiatives and activities that strengthen our culture and ability to collaborate, by fostering the circulation of knowledge and expertise, and the ongoing exchange of new ideas and viewpoints.

## deda. academy

A totally tuition-free business school that helps young people enter the workplace through a learning-by-doing approach. Leveraging on the experience and expertise of Deda People and external trainers, the Deda Academy provides support in gaining the qualified skills necessary to enter the technological and digital world and work in the software and solutions as-a-service industry.



# deda.

Dedagroup Spa - Via di Spini, 50 - 38121 Trento (TN) - IT  
[www.deda.group](http://www.deda.group) - [info@dedagroup.it](mailto:info@dedagroup.it)