



GELLIFY

WE CONDENSE INNOVATION

WHO WE ARE

WE STREAMLINE **INNOVATION** THROUGH **ENTREPRENEURSHIP**,
LEVERAGING AN INTEGRATED **ECOSYSTEM** OF
EDUCATION, RESEARCH AND BUSINESS COMMUNITIES



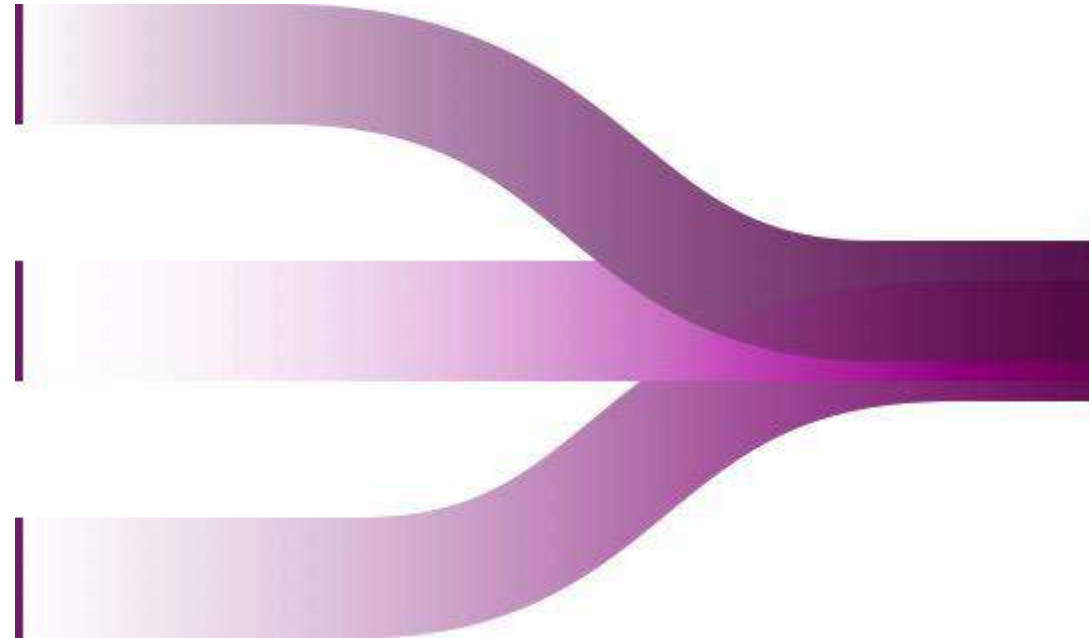
**ENTREPRENEURIAL
CULTURE**



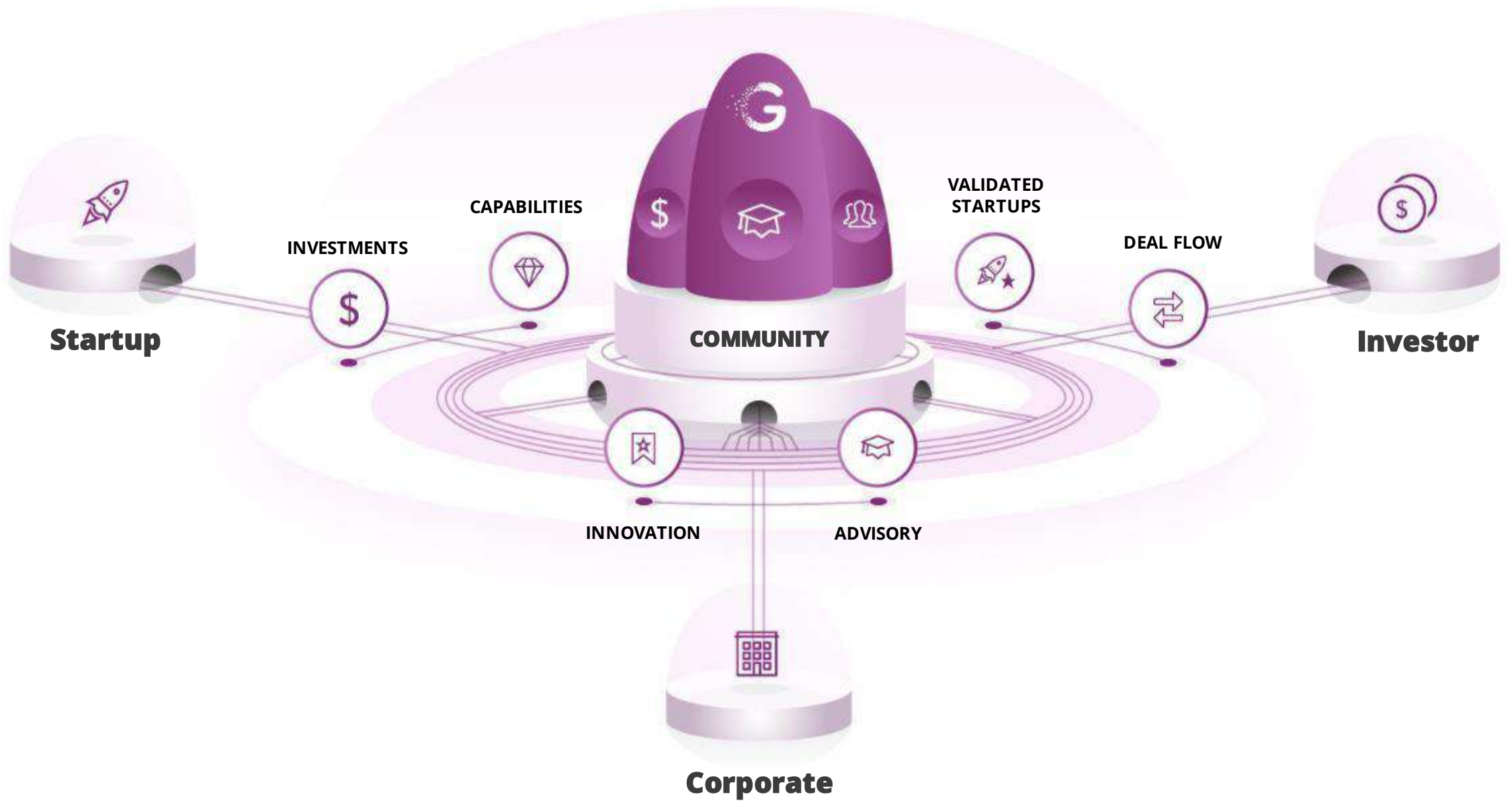
**EXECUTION
ABILITY**



**ECOSYSTEM
CONNECTIONS**



INNOVATION



450 validated

36* invested

5** exited

Startups

* Early April 2021 official figures, included investments which have not yet been publicly announced. ** 2 of them are under NDA: we cannot disclose them.

6

Global SW products

Supported by GELLIFY Digital Factory and validated by **Gartner** in reports and **Magic Quadrants**.

90M€+ ^

Total revenue from GELLIFY ecosystem

+ 50% CAGR

^2021 forecast based on Q1 performances.

170+ °

employees & counting

The GELLIFY team has several years' **experience in the B2B** sector, in **innovation** and in **new technologies**.

° 2021 forecast based on Q1 performances.

80M€
to be
invested

Through **Azimut Digitech Fund in co-investment** with GELLIFY Digital investment in B2B Software.

5

Global offices

GELLIFY has offices across Europe & Middle East.

11,000+
Innovators
network

Members of EXPLORE, GELLIFY's **innovation community**.

16,5M€+ ^

Innovation & digital transformation services

GELLIFY revenue from **innovation advisory** and **digital transformation services**.

^2021 forecast based on Q1 performances.

GELLIFY FOR CORPORATE



GELLIFY supports corporates looking to create **repeatable and scalable innovation** through **Open programs** and the latest digital services and products. **GELLIFY** designs streamlined processes and **enables companies to implement their projects** up to launching new start-ups, by co-investing **and giving access to vertical** communities for their industries.

Building the information superhighway

1985 - 1999



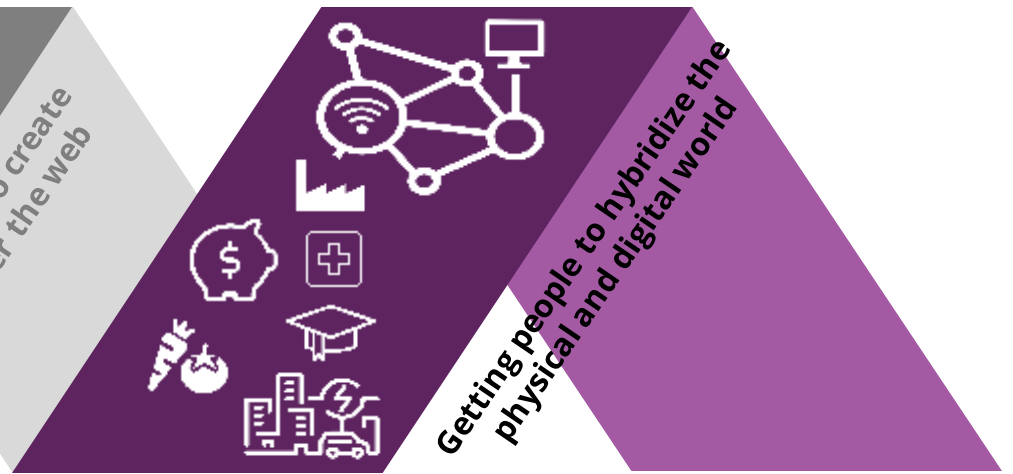
Building the digital mobile economy

2000 - 2015



Building the Internet of Everything World

Today



? WHO'S NEXT

HOW DO WE EMPOWER CORPORATES?

GELLIFY drives enterprises in executing innovation through 3 unique building blocks



EXECUTION BEYOND DIGITAL

Innovative projects using agile, design thinking, LEGO SP mixed with old style management consulting down to coding and field work.



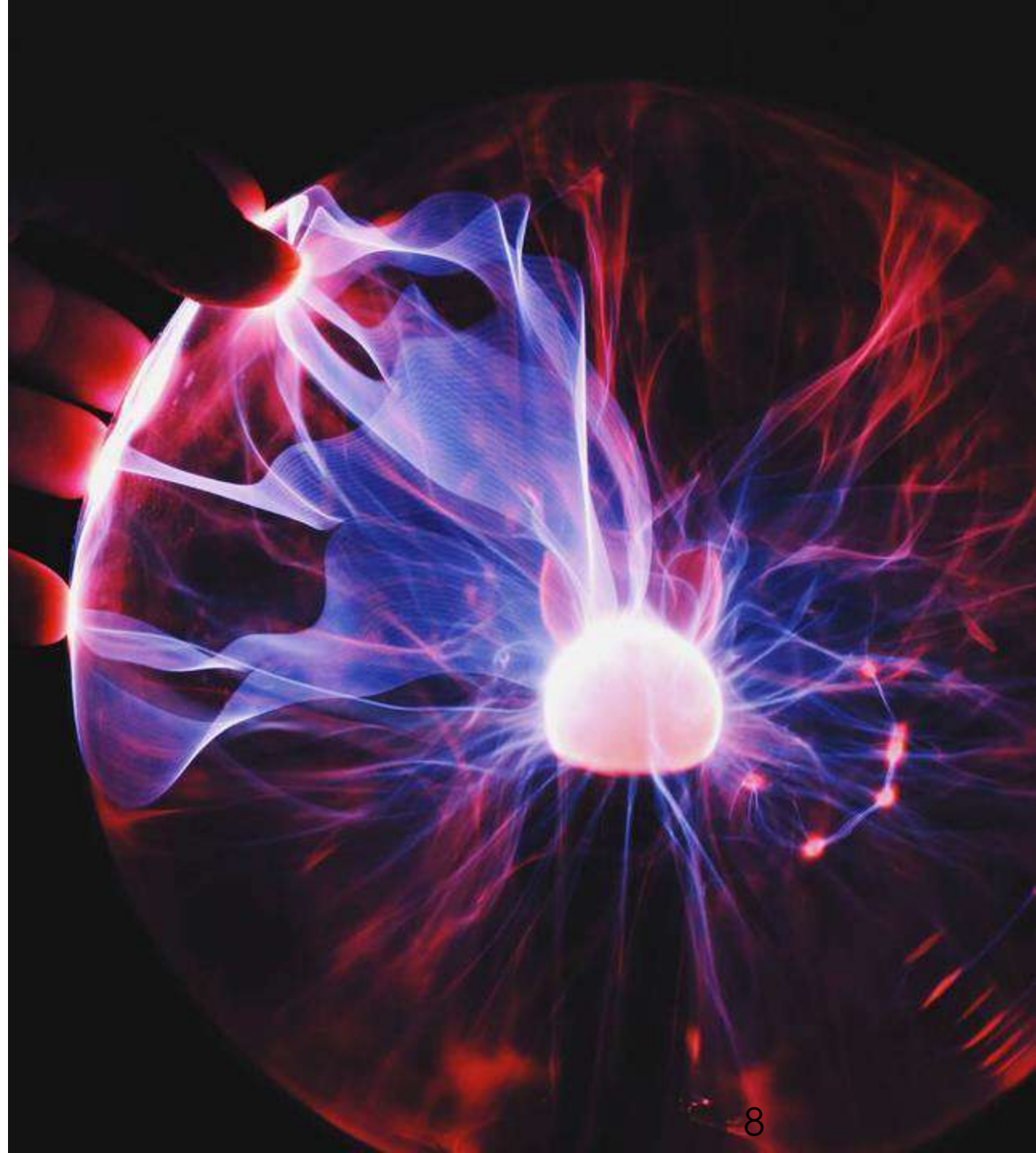
FUTURE PROOFED TECHNOLOGIES

A technology portfolio from validated B2B startups and large vendors for standardized use.



NETWORKED INNOVATION

A physical and digital place for innovators inside and outside corporations to meet and unlock optionality through joint projects.



"EXPLORE": WHERE B2B INNOVATION HAPPENS

People



Cosimo Accoto
Research Affiliate
MIT



Peter Shearman
Head of Co-Innovation, Europe, Corporate Strategy & Innovation Group
Cisco



Diego Fernandez
Managing Director
Ogilvy Upcelerator



Claudia Bienentreu
Head Open Innovation
AXA Switzerland



Roberto Battaglia
Head of HR Corporate and Investment Banking
Intesa Sanpaolo



Alberto Meda
Designer
Kartell, Vitra



Cynthia Savard Saucier
Director of UX
Shopify

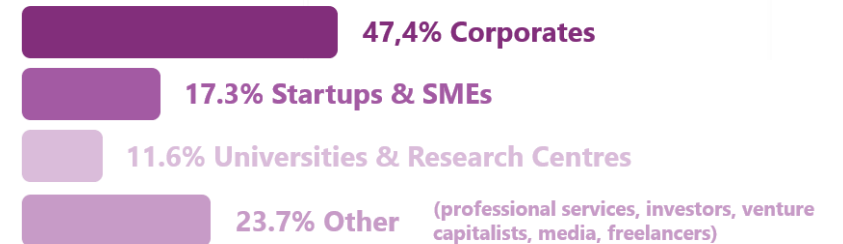


Jeremy Basset
Former Chief
Unilever Foundry



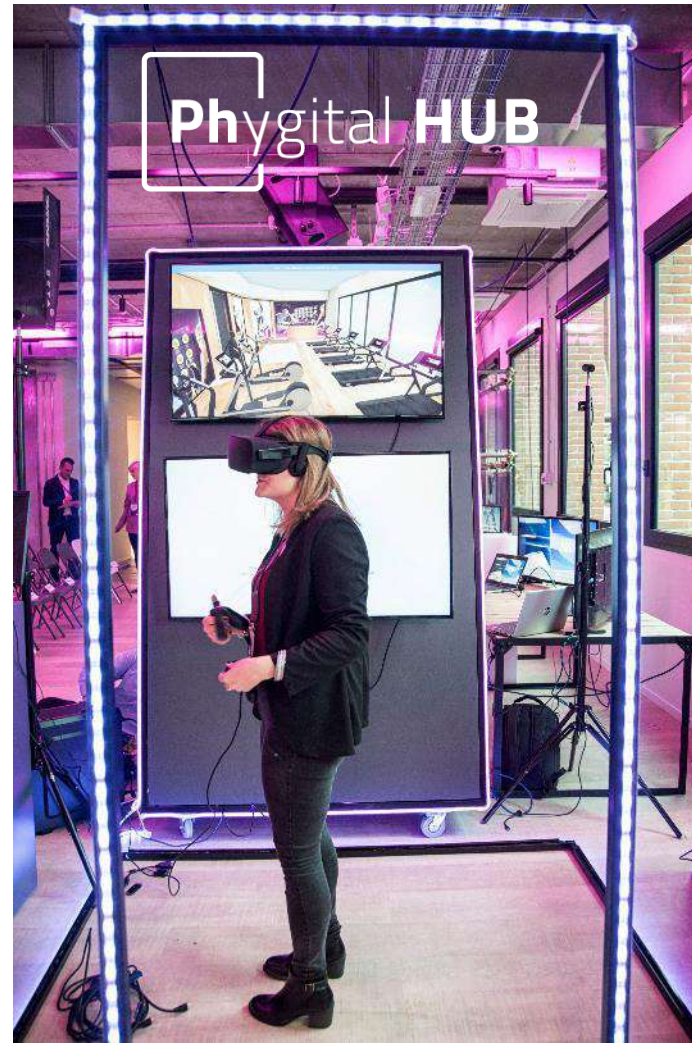
4.000+

COMMUNITY MEMBERS



"EXPLORE": WHERE B2B INNOVATION HAPPENS

Platforms



P.LUS
INNOVATE TOGETHER



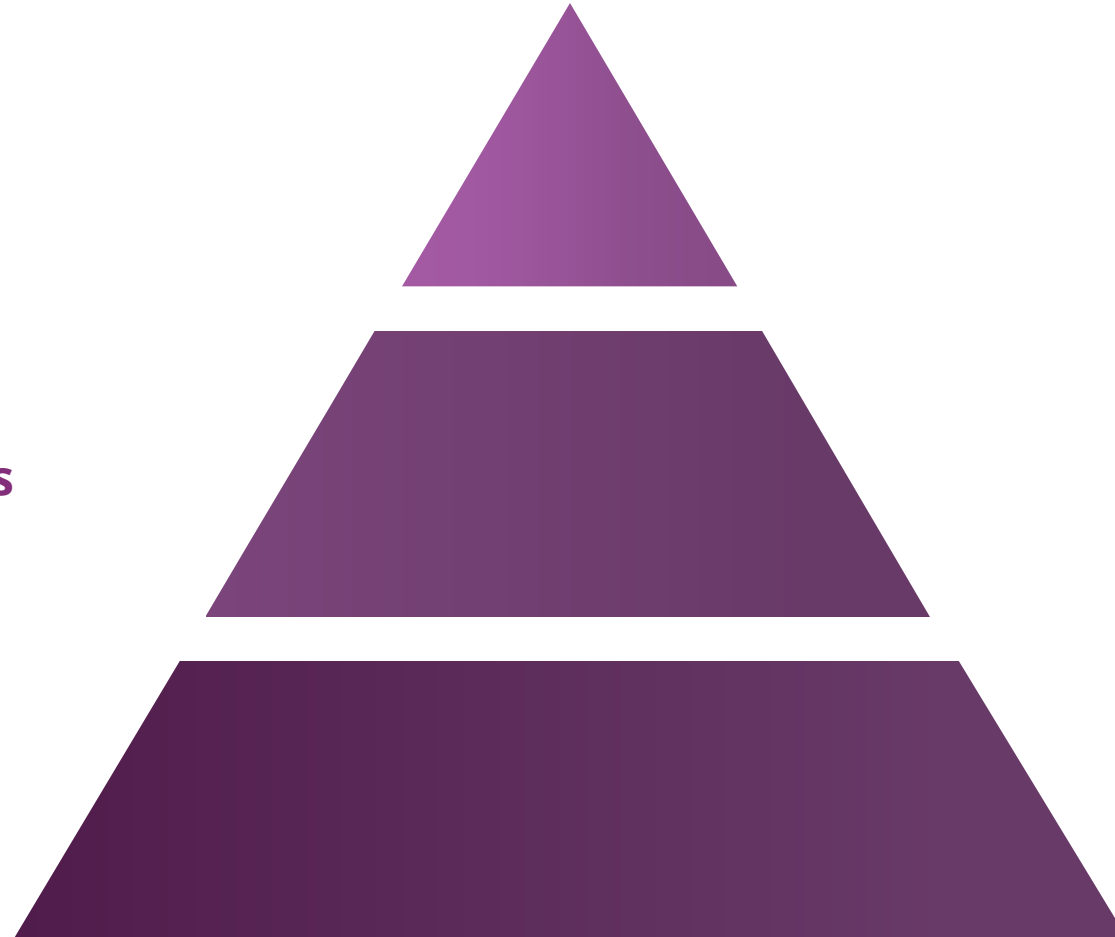
WHERE WE IMPACT CORPORATES

GELLIFY Innovation Scope

Create New Business

Grow Existing Business

**Build Strategic
Resources**



WHERE WE IMPACT CORPORATES

GELLIFY Innovation Scope

**CREATE NEW
BUSINESS**



Entrepreneurship

**GROW EXISTING
BUSINESS**



**Phygital Factory &
Operations**



Sales & Marketing

**BUILD STRATEGIC
RESOURCES**



Smart Technology



Smart Human