

# We Connect Businesses with Cutting-Edge Technology

Leader in providing professional IT solutions for supply chain enterprises.

## Our Vision

We envision a world where individuals, resources, and information are seamlessly interconnected.

Let us help you improve your work processes!

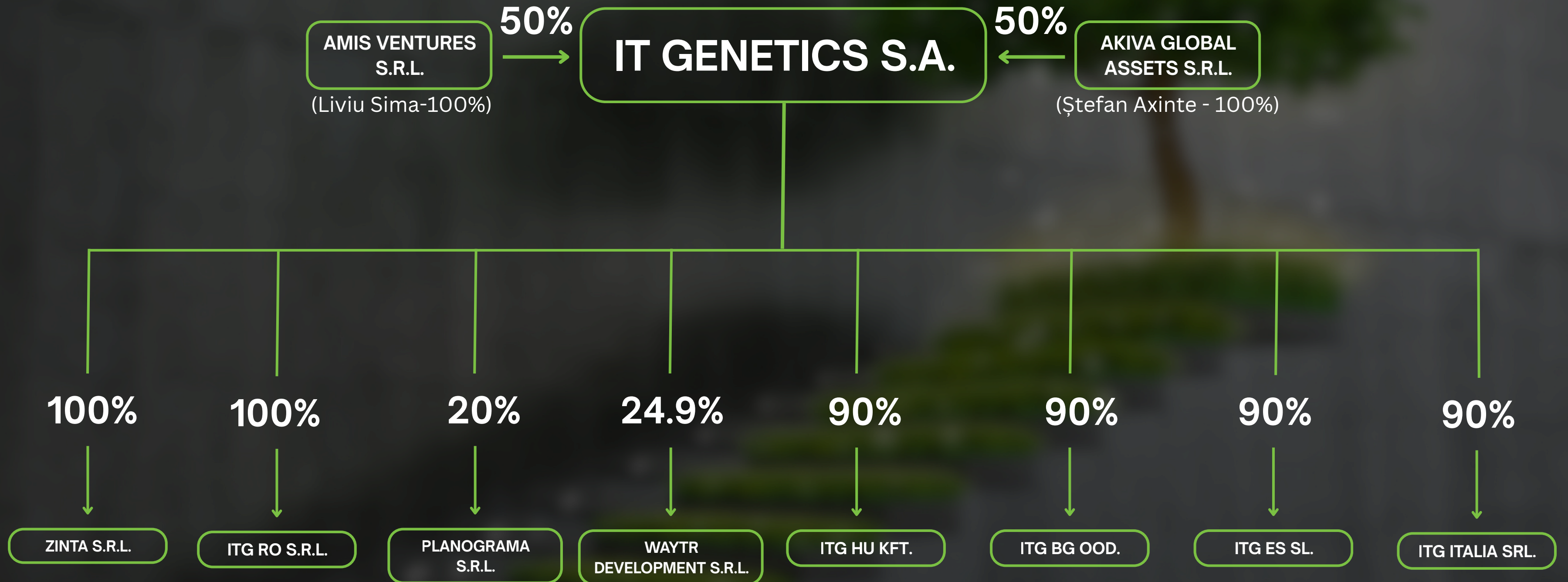
- **Automation:** Streamlining operations to increase efficiency and maximize client profitability.
- **Digitalization:** Connecting businesses with cutting-edge technological solutions.
- **Growth:** Continuously expanding by exploring new markets and opportunities.



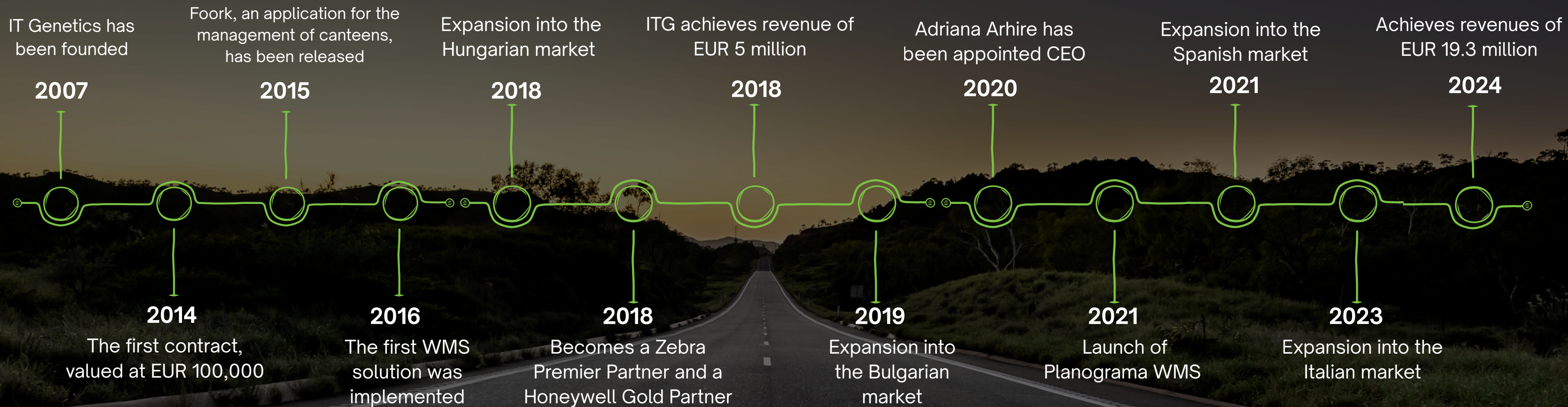


# About Us

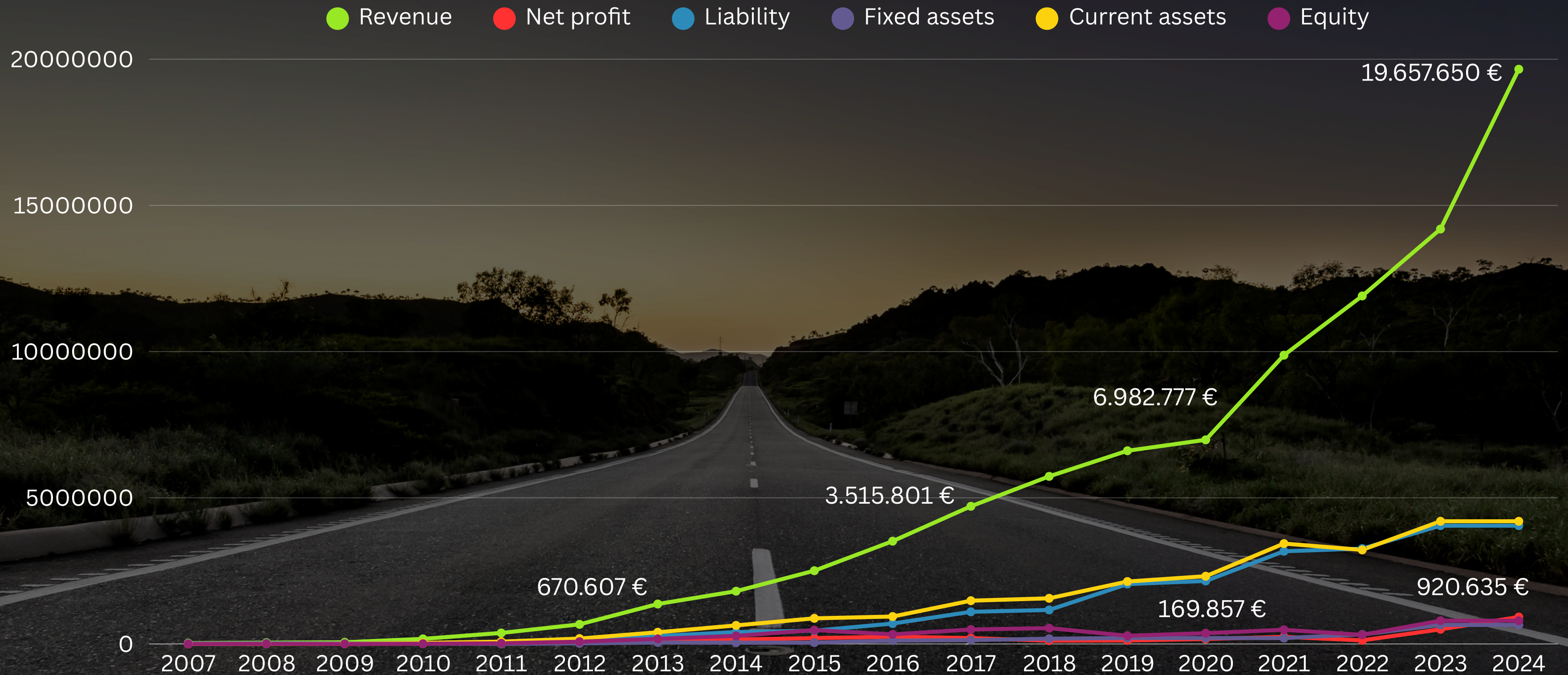
- **Founded:** 2007, by Liviu Sima and Ștefan Axinte
- **International Presence:** Romania, Bulgaria, Hungary, Spain, Italy
- **Experience:** 18 years in the Information Technology and Communications sector, including 5 years in Industrial Automation
- **Solutions:** A comprehensive integration of hardware, software, services, and specialized consulting
- **Focus Areas:** Retail, Production, Logistics, Distribution, Healthcare
- **Other Divisions:** Zinta (professional label production), Planograma (warehouse management solution), Mondo Logistics (logistics solutions)



# ITG Evolution



# ITG Evolution



\* Graphic sourced from [www.listafirme.ro](http://www.listafirme.ro)

\* amounts expressed in euros

**Companies require operational efficiency. IT Genetics provides comprehensive, integrated solutions to achieve it.**

## Market Challenges

- Fragmented and inefficient operational processes
- Limited traceability and oversight
- Increasing demand for genuine digitalization, automation, and connectivity to address scaling constraints

## IT Genetics Value Proposition

- Cutting-edge technologies that combine scalable software with hands-on consulting expertise
- Proprietary platforms and white-label solutions (including Planograma, Metter, Zinta)
- Accelerated time-to-value through fast, easy-to-deploy, and scalable solutions adaptable across regions

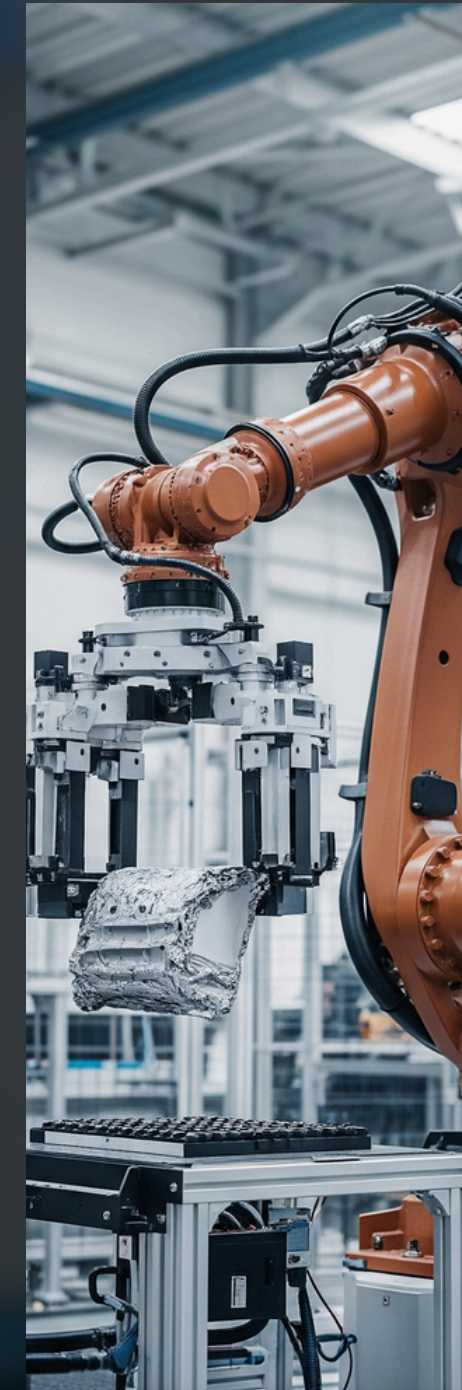
# Industry verticals covered



**Automated  
identification and  
data collection**



**Point-of-sale  
systems**



**Industrial  
automation and  
robotics**

# Product & service portfolio

- **Solutions:** Increased efficiency in inventory management, improved traceability, automated identification, and optimized production management
- **Hardware:** Retail equipment, mobile devices, industrial machinery, and robotics
- **Services:** Consulting, implementation, maintenance, and training



Retail



Logistics and Transportation



Production



eCommerce



HoReCa



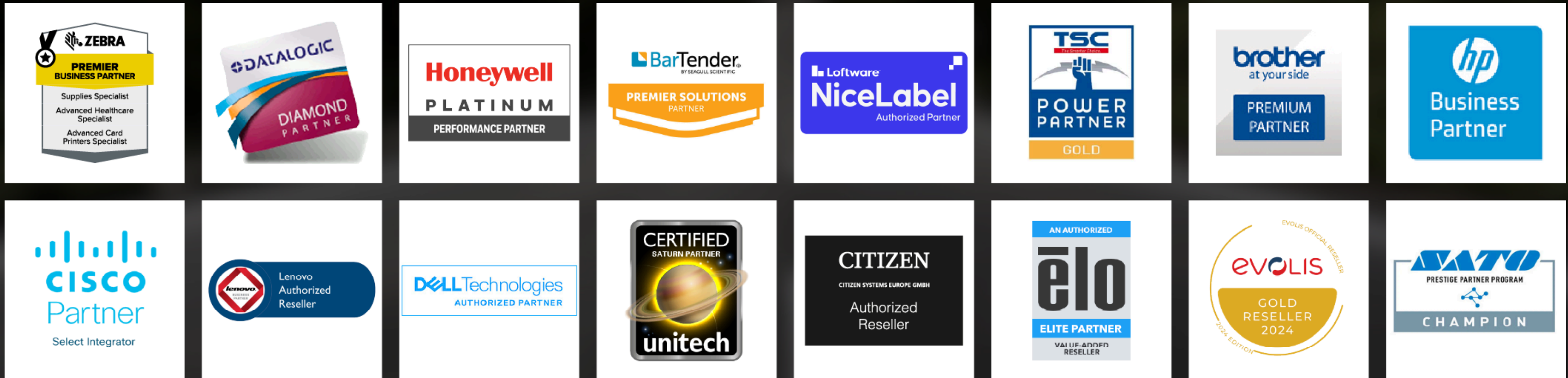
Healthcare and  
Pharmaceuticals



Public institutions



Utilities

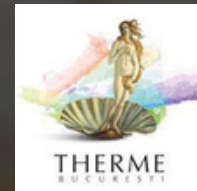


# Trusted by Our Clients

## e-Commerce



## Entertainment



## Production



## Transportation and Logistics



## Public institutions



## Healthcare and Pharmaceuticals



## Retail



# ITG Group

start in 2007



**ITG RO**

12,200  
customers in  
2024

start in 2018



**ITG HU**

1,700  
customers in  
2024

start in 2019



**ITG BG**

1,900  
customers  
in 2024

start in 2021



**ITG ES**

1,500  
customers in  
2024

start in 2024



**ITG IT**

420  
customers  
in 2024

start in 2021

**PLANOGRAMA**  
by itgenetics

start in 2021






**ZINTA**  
keep rollin'

start in 2020







  
**MONDO LOGISTICS**  
WE DELIVER E-COMMERCE

# Performance and positioning

## Primary competitors:

-  Romania: Romanian Business Consulting, Smartid Dynamics, Sofa Soft
-  Italy: Zetes, Alfacod, KFI
-  Spain: Logiscenter, Zetes, V-Valley
-  Bulgaria: IBCS Group, Datecs, Synergic Tremol
-  Hungary: Barcode System House, Webmaxx, IBCS Hungary

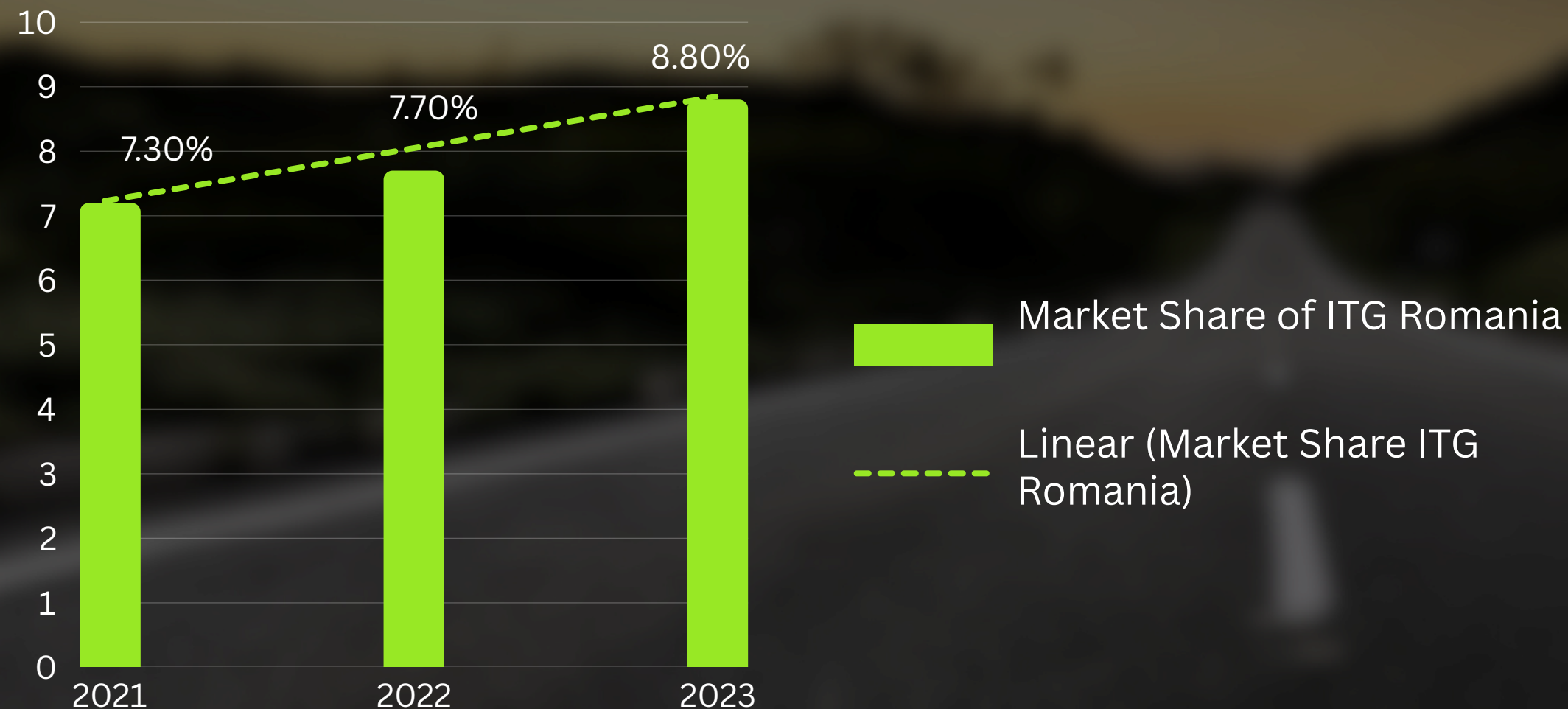
## What sets us apart?

-  International growth
-  Internal manufacturing of consumables
-  E-commerce Sector Leader
-  Extensive inventory, expedited delivery time
-  Proprietary partner network (ITG PRO)
-  Operational diversity and interdisciplinary expertise

# Local and regional positioning

## Performance and Positioning in Romania

- TOP 3 - Auto ID/POS in Romania
- More than 12,500 customers in Romania (2024)
- Market share: 7.3% (2021) → 8.8% (2023) (source: Lista Firme)

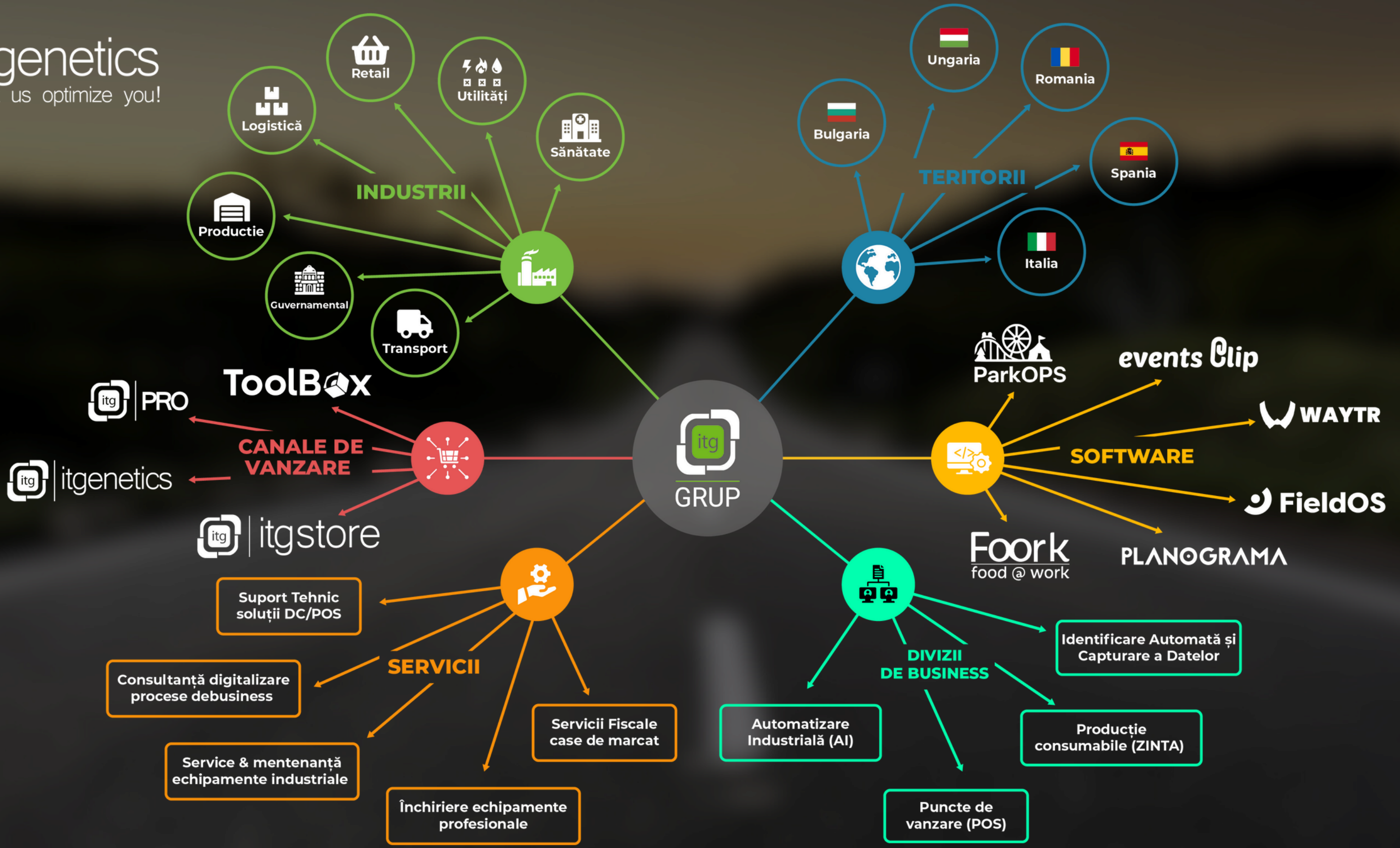


## Regional Presence and Expansion

- Operational offices and regional teams in Romania, Bulgaria, Hungary, Spain, and Italy
- Advanced solutions in Automated Identification, Retail, and Radio-Frequency Identification
- Committed to accelerated international growth over the next three years

IT Genetics establishes itself as a key player in the digital transformation of supply chains across Central and Southern Europe.

Our scalable model is founded on proprietary intellectual property and proven through successful operations in five European markets.



# Fondatori



## Stefan Axinte

Ștefan is the co-founder and Executive Member of the Board of Directors of the ITG Group, overseeing operations, the technical portfolio, and solution development for enterprise acquisition and automation needs.

Active in the IT industry since 2005, he has strong expertise in AIDC, POS, commercial process digitalization, and workflow optimization across retail, logistics, and manufacturing.

He has played a key role in expanding the ITG Group both in Romania and internationally, contributing significantly to consolidating the company's position as a leader in AutoID & POS solutions.

Ștefan holds a Master's degree in International Commerce and is currently attending the ROCA Executive MBA program at Bucharest Business School. He speaks fluent English and is based in Bucharest.

## Liviu Sima

Liviu is the co-founder and Member of the Board of Directors of the ITG Group, overseeing the development strategy, technological innovation, start-up investments, and regional expansion.

With over 20 years of experience in the IT industry and more than 15 years as an entrepreneur, Liviu has played a decisive role in shaping ITG into a technology integrator with a growing European footprint.

He is an active member of TechAngels and Romanian Business Leaders, contributing to initiatives in entrepreneurship, education, and strategic development.

Liviu holds a Bachelor's degree in Computer Science and a Master's degree in Software Engineering from the Faculty of Mathematics and Computer Science at the University of Bucharest. He speaks fluent English and is based in Bucharest.

In 2007, Liviu Sima and Ștefan Axinte founded IT Genetics with the vision of transforming enterprise technology into an accessible and efficient tool for companies across Romania and Central and Eastern Europe. Over more than 18 years of activity, they have grown ITG into a technology group operating in Romania, Bulgaria, Hungary, Spain, and Italy, delivering complex projects in digitalization, traceability, and automation for sectors such as retail, logistics, manufacturing, healthcare, pharma, and public services.

# Board of Directors



**Liviu Sima**

Founder, Chairman of the Board & Non-Executive Director



**Adela Jansen**

Independent Non-Executive Member of the Board of Directors



**Adriana Arhire**

Executive Board Member,  
Chief Executive Officer



**Smaranda Streanga**

Non-Executive Member of the Board of Directors



**Stefan Axinte**

Founder · Executive Committee Member · Vice President, Board of Directors

# Executive Leadership Council



**Radu Puiu**

Chief Revenue Officer



**Ioana Bulacu**

Chief Human Resources Officer



**Alex Spanache**

Chief Experience Officer



**Alex Olteanu**

Chief Procurement Executive



**Daniel Placinta**

Chief Technology Officer



**Antonio Dumitrescu**

Chief Marketing Officer &  
Ecommerce



**Marcel Mihalcea**

CEO Zinta



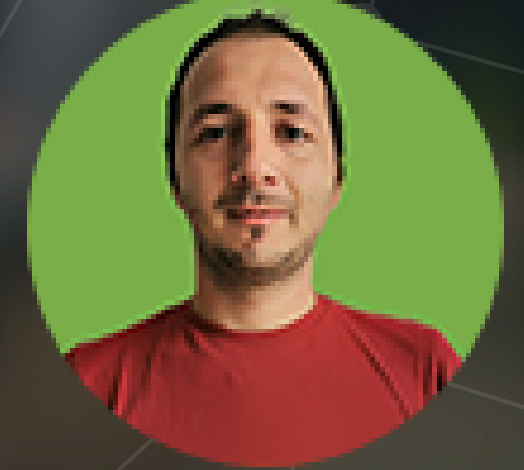
**Adriana Gheorghe**

Chief Financial Officer



**Eugen Pana**

Chief Information Officer



**Octavian Timcu**

Logistics Manager

# Pillars of Responsible Corporate Governance

## Financial reporting transparency

- Routine financial reporting
- Independent assessments
- Compliance with capital market regulations

## Oversight of strategic decisions and associated risks

Risk Management Strategy  
 Identification, assessment, and monitoring of key risks:

- Operational
- Financial
- Reputational

## Compliance with legal and ethical standards

- Compliance policies and ethical guidelines
- Conflict of interest mitigation
- Anti-fraud policies and whistleblower mechanisms

## Shareholder engagement & communication

- Investor Relations (IR) Strategy
- Clear and prompt communication channels
- Consistent reporting & investor meetings

## Robust internal processes and policies

- Human Resources and anti-harassment protocols
- Employee handbook
- Data governance and privacy regulations.

# Robust framework

To be continued...

## Growth

- 18 years of revenue GROWTH
- 18 years of profitability
- +10% during COVID-19 pandemic
- Active in 5 European markets

Started in 2007

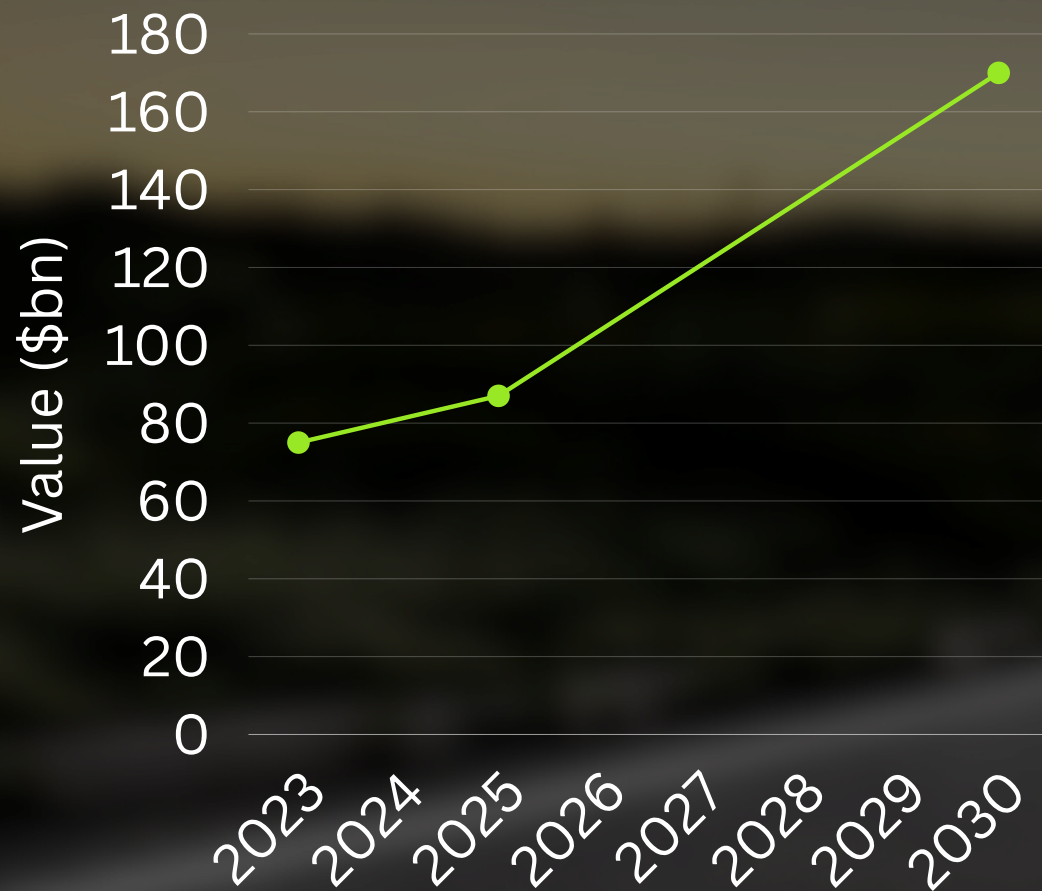
Amid the financial crisis

In a region defined by economic, fiscal, and geopolitical instability, companies can no longer afford manual processes, inefficiencies, or limited transparency. IT Genetics provides security, control, and efficiency across client operations with a comprehensive portfolio of technological solutions tailored to retail, logistics, and production.

📈 Global AIDC market: \$87 billion by 2025, with a compound annual growth rate of 11-12%. It is projected to double by 2030.

MarketsandMarkets

## Global AIDC Sector

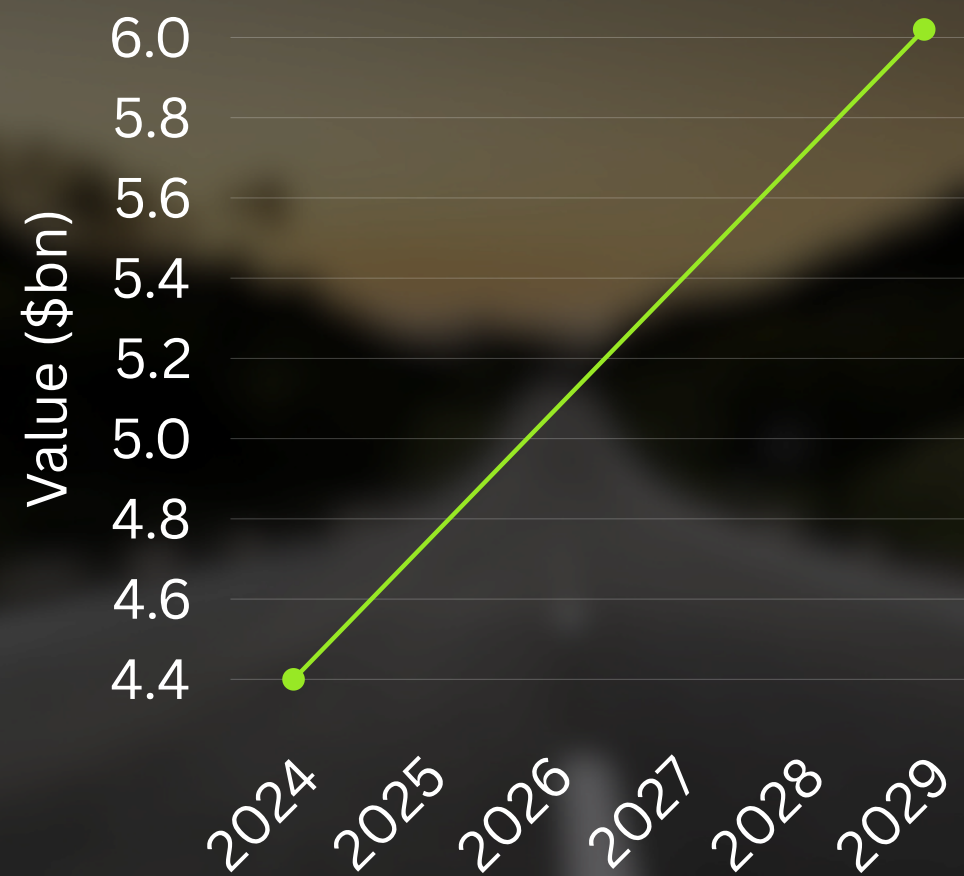


**AIDC - Automated Identification and Data Capture**

📶 Europe RFID Market: \$4.44 billion in 2024 → \$6.02 billion in 2029 (CAGR of approximately 6.3%).

Grand View Research

## RFID market in Europe

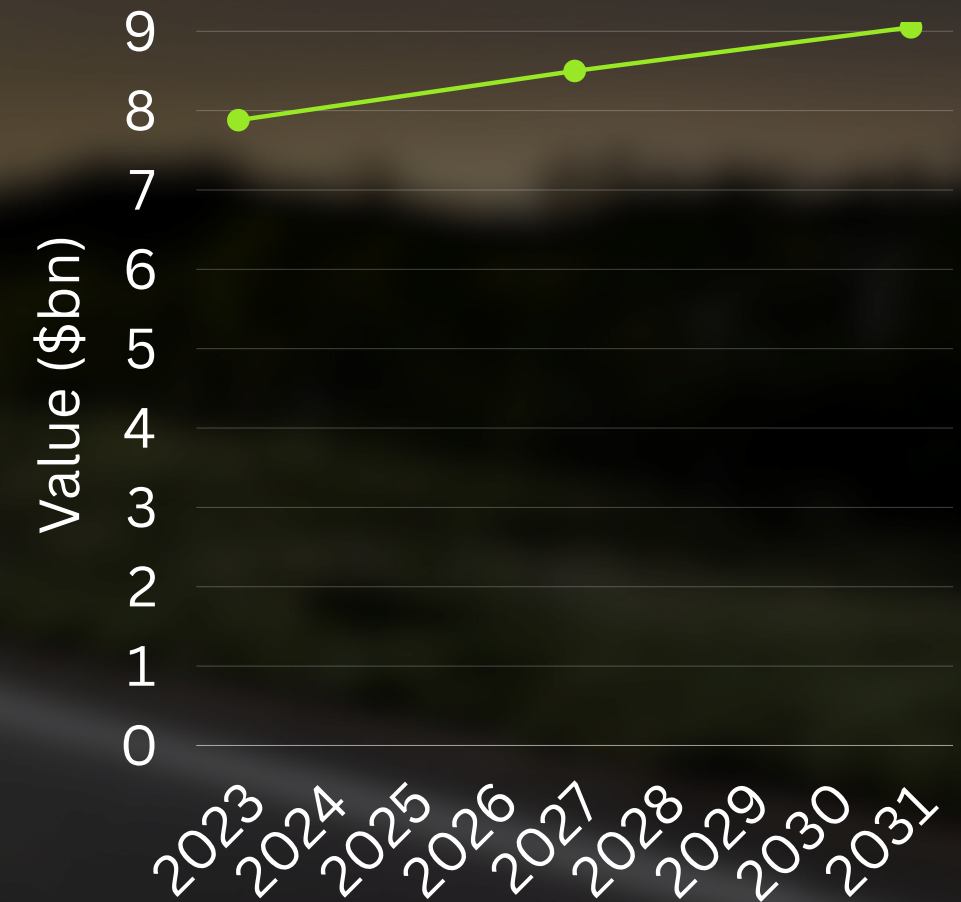


**RFID - Radio Frequency Identification**

🛒 Retail POS Europe: \$7.88 billion in 2023, reflecting a 7% annual increase – driven by increased demand for self-checkout systems and kiosks.

Polaris Market Research

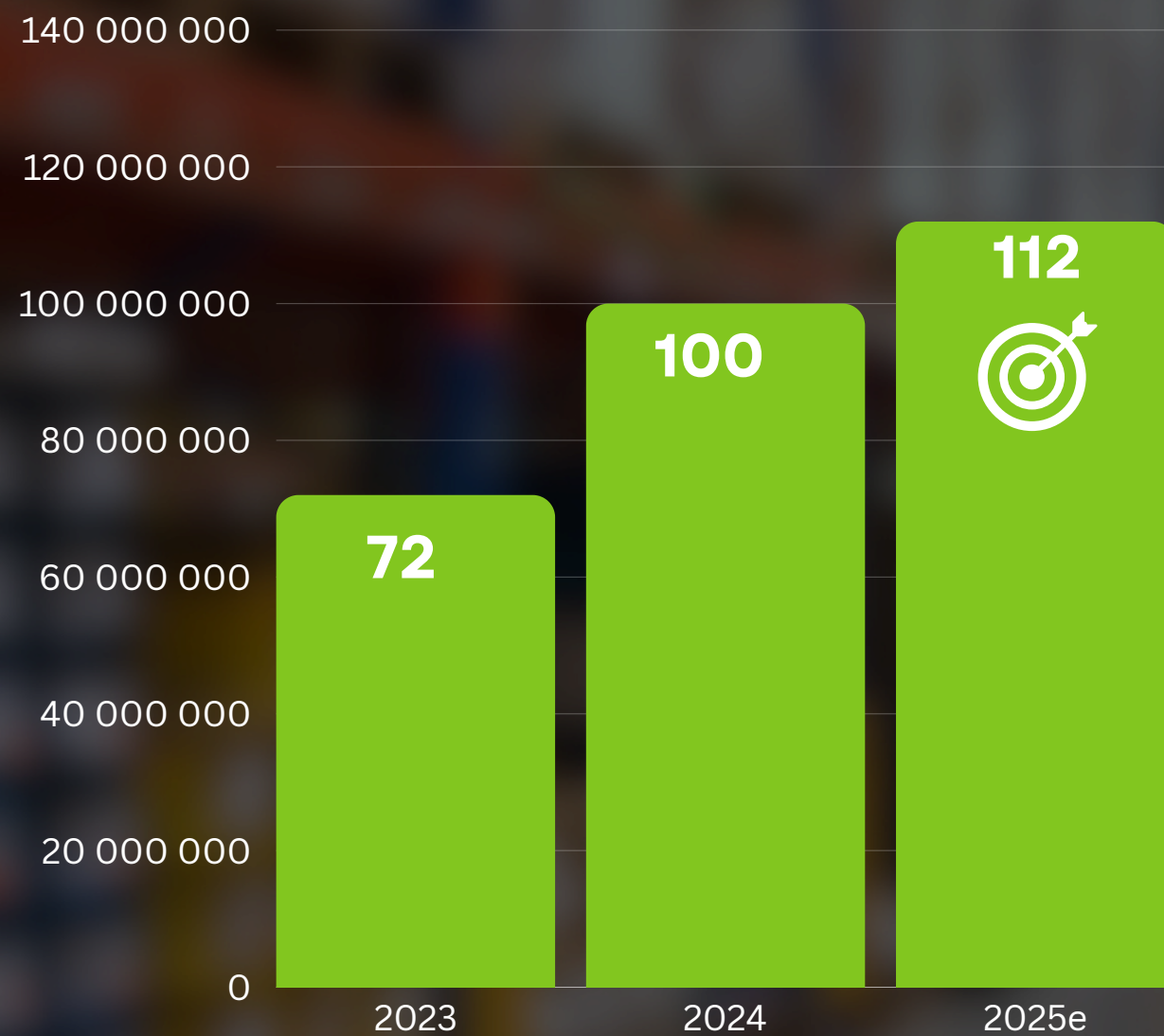
## POS market in European retail



**POS - Point of Sale**

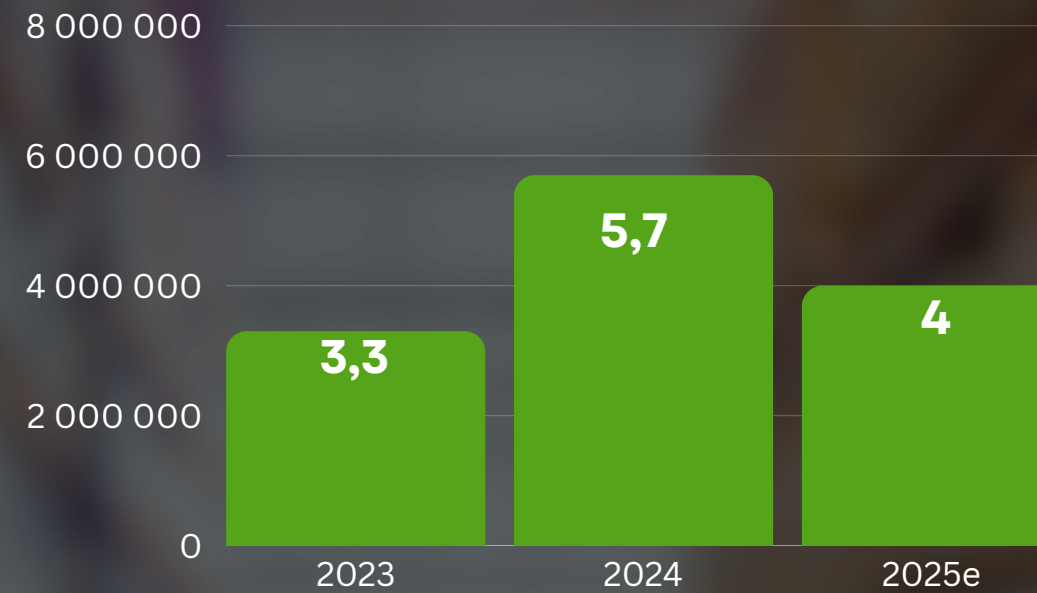
# ITG GRUP

Turnover  
millions RON

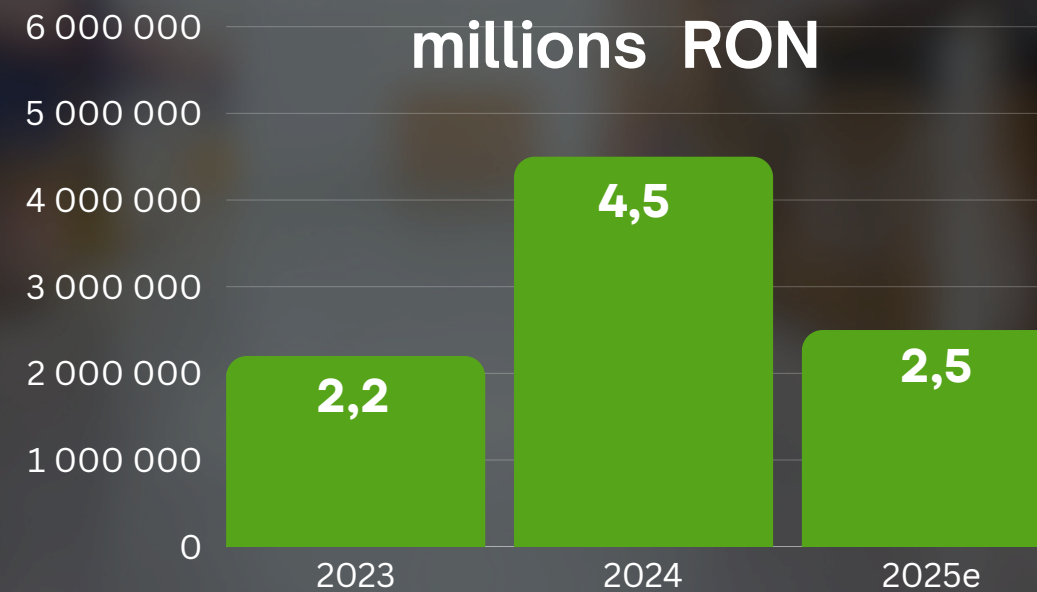


\* Intragroup transactions eliminated

EBITDA  
millions RON



Net profit  
millions RON



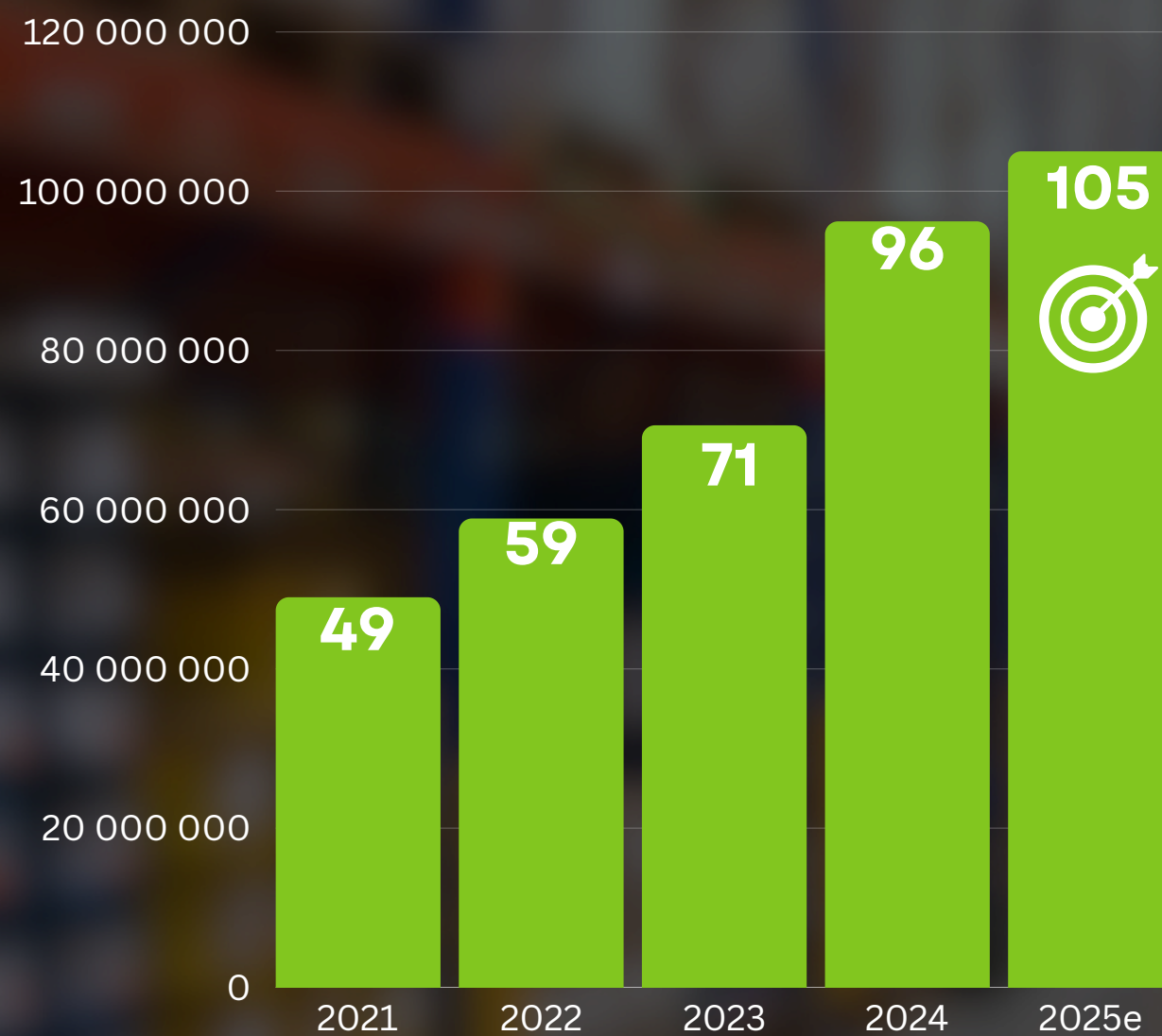
## Growth factors

- Team Performance
- ITG Technical Services
- Production +5% CAGR
- Retail +10% CAGR
- T&L +10% CAGR

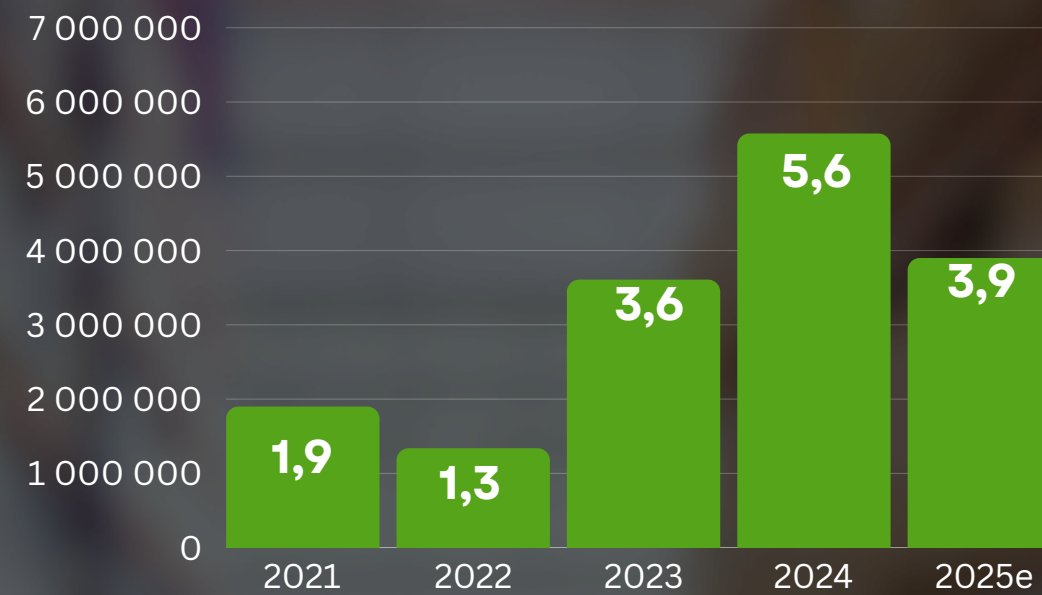
\* amounts expressed in millions of RON

# IT Genetics - Romania

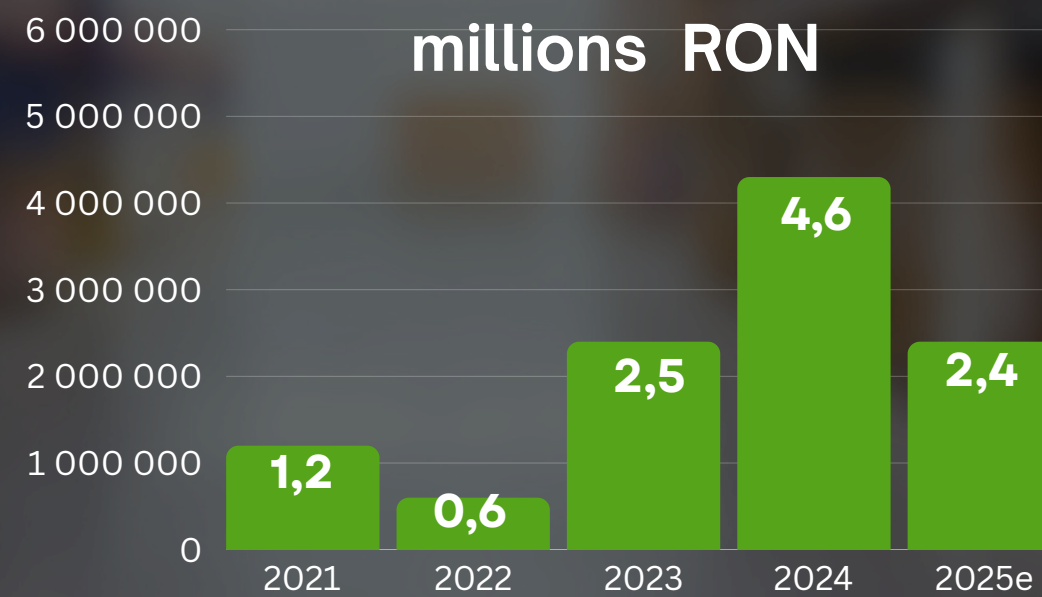
Turnover  
millions RON



EBITDA  
millions RON



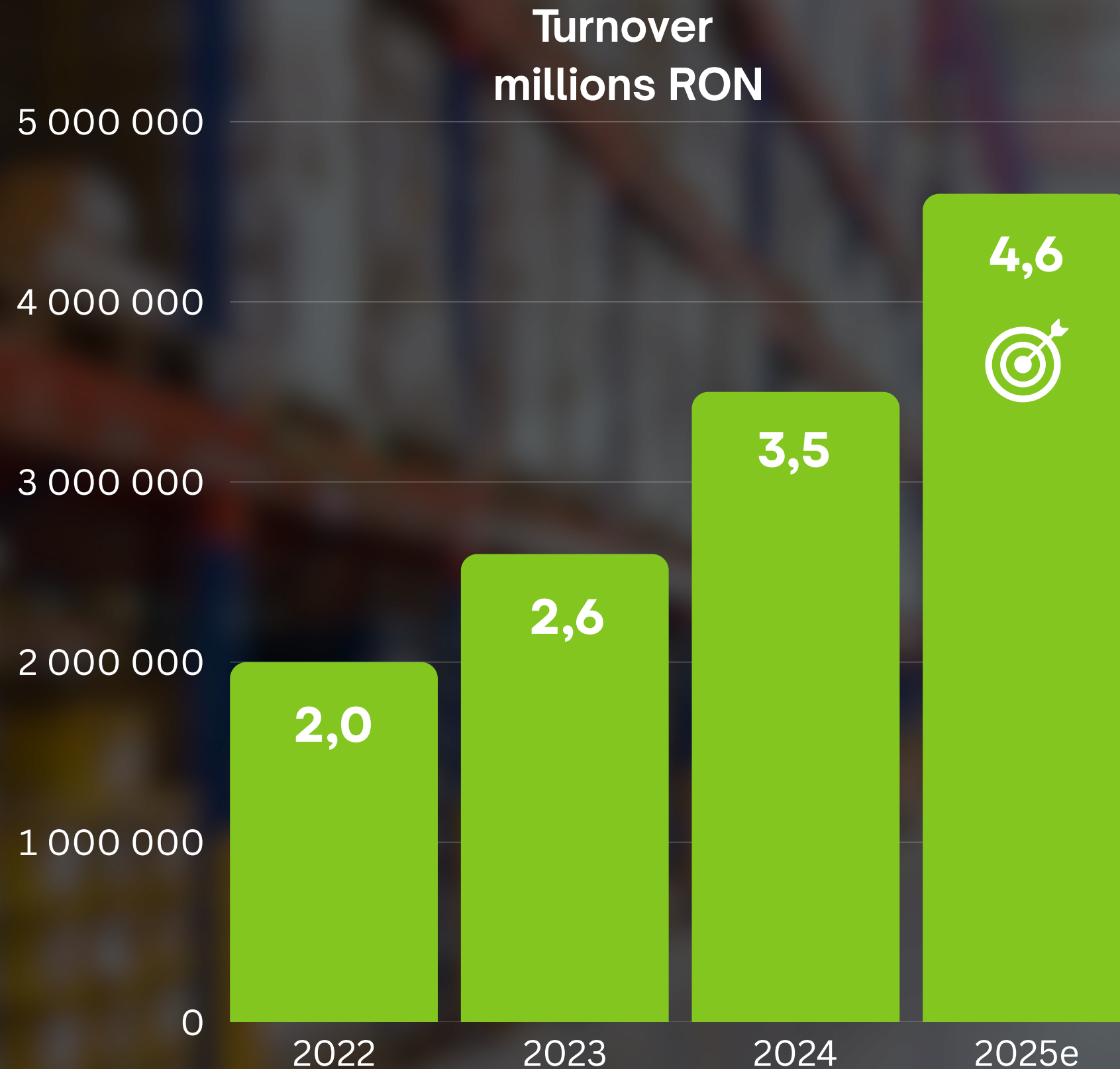
Net profit  
millions RON



## Growth factors

- Team
- Production
- Retail
- Services

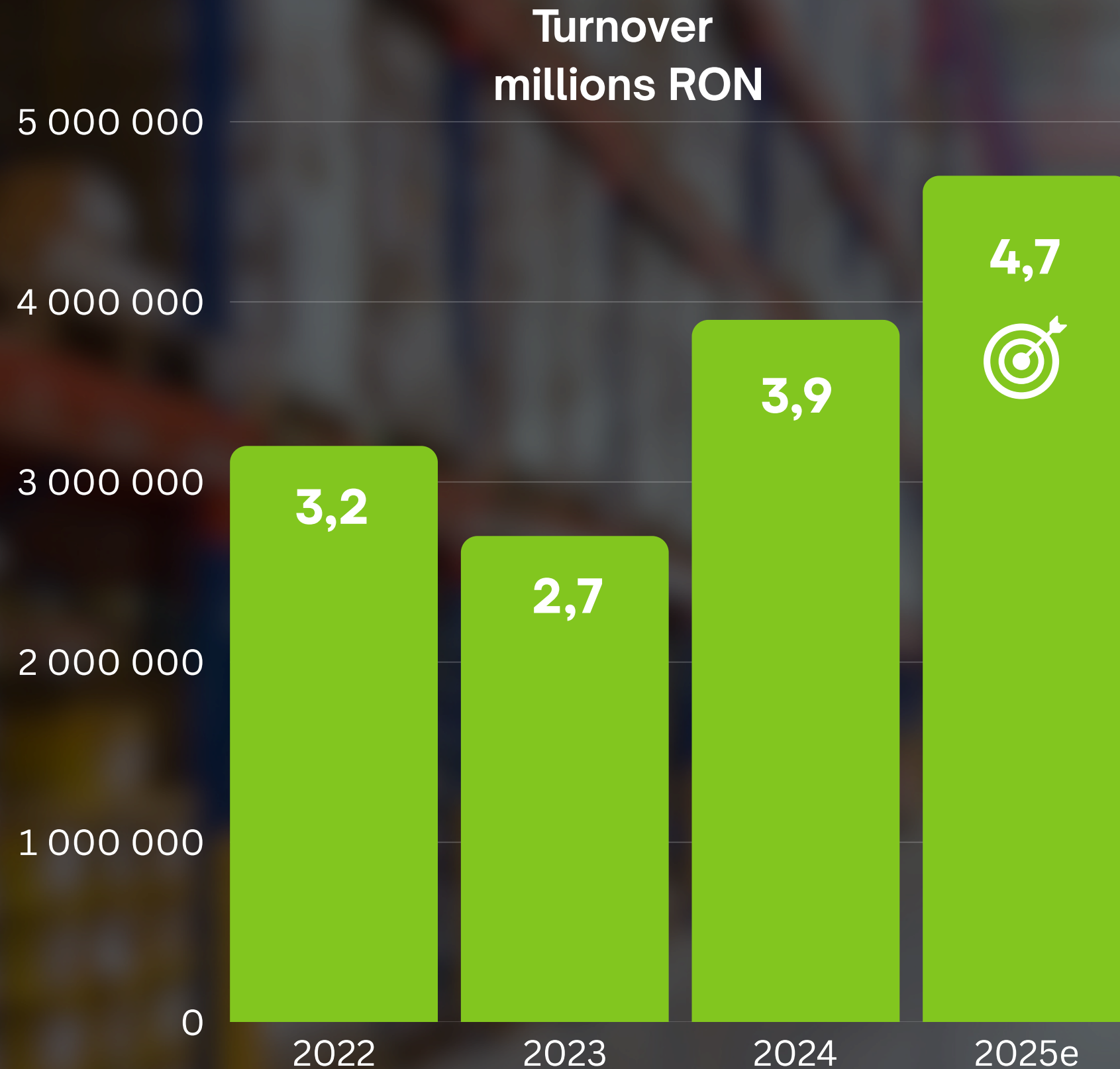
\* amounts expressed in millions of RON



## Growth factors

- Regional team
- E-commerce
- Retail
- Consultative selling
- Strong partnerships with suppliers

\* amounts expressed in millions of RON

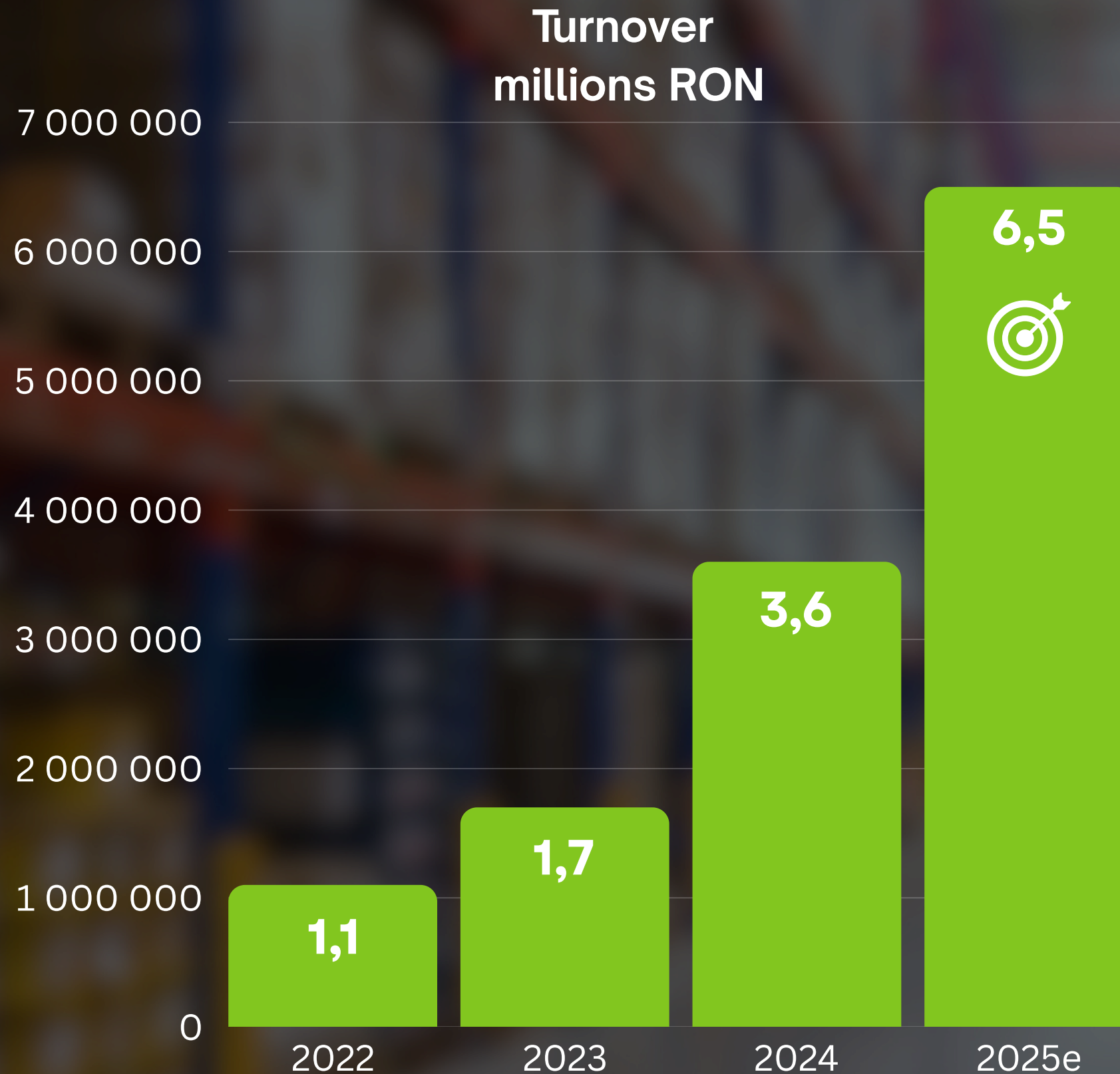


## Growth factors

- E-commerce
- Production
- Consultative selling
- Strong partnerships with suppliers

\* amounts expressed in millions of RON

# IT Genetics - Spain



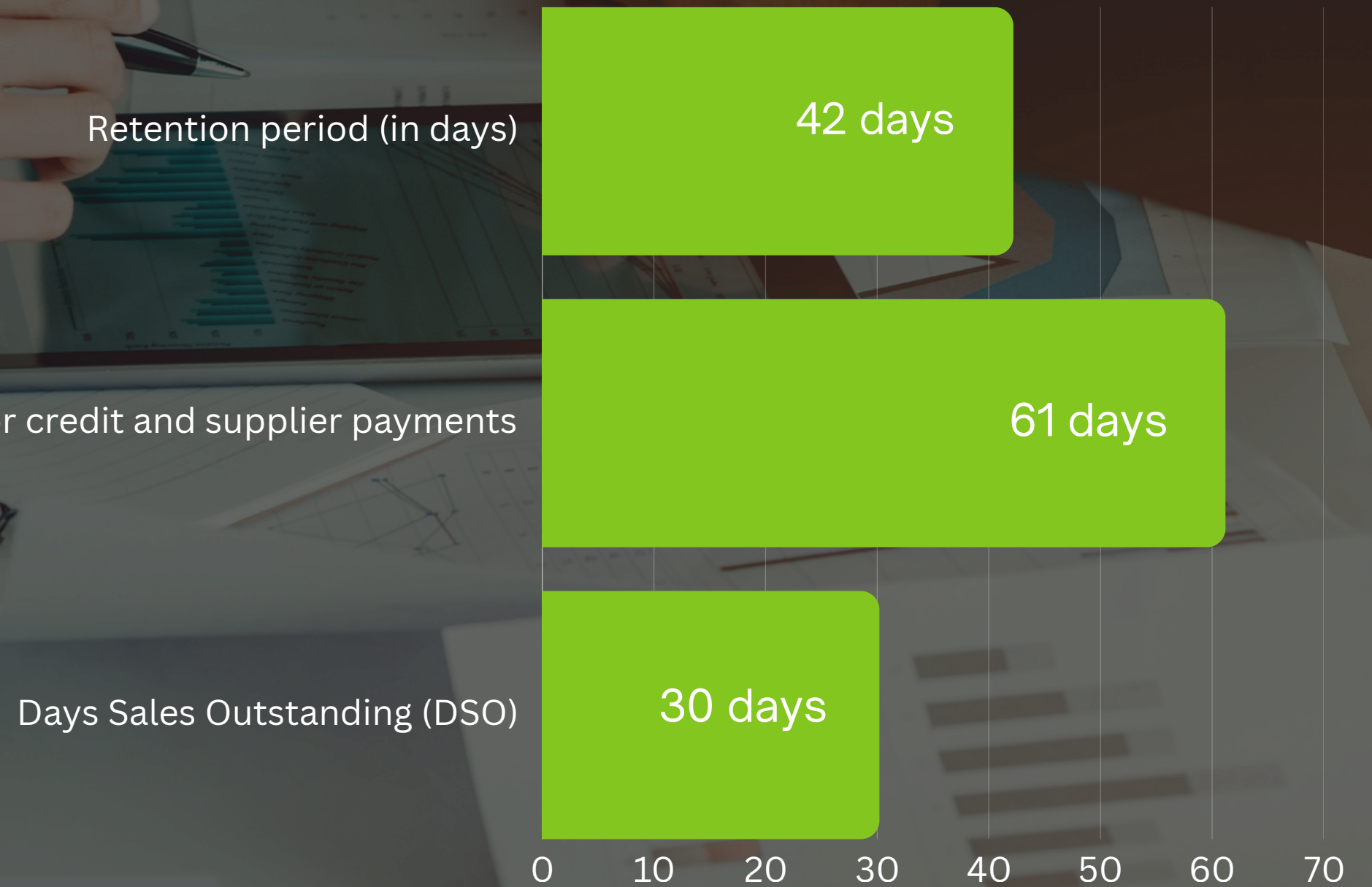
## Growth factors

- Regional team
- Logistics Center Development
- Consultative selling
- Strong partnerships with suppliers

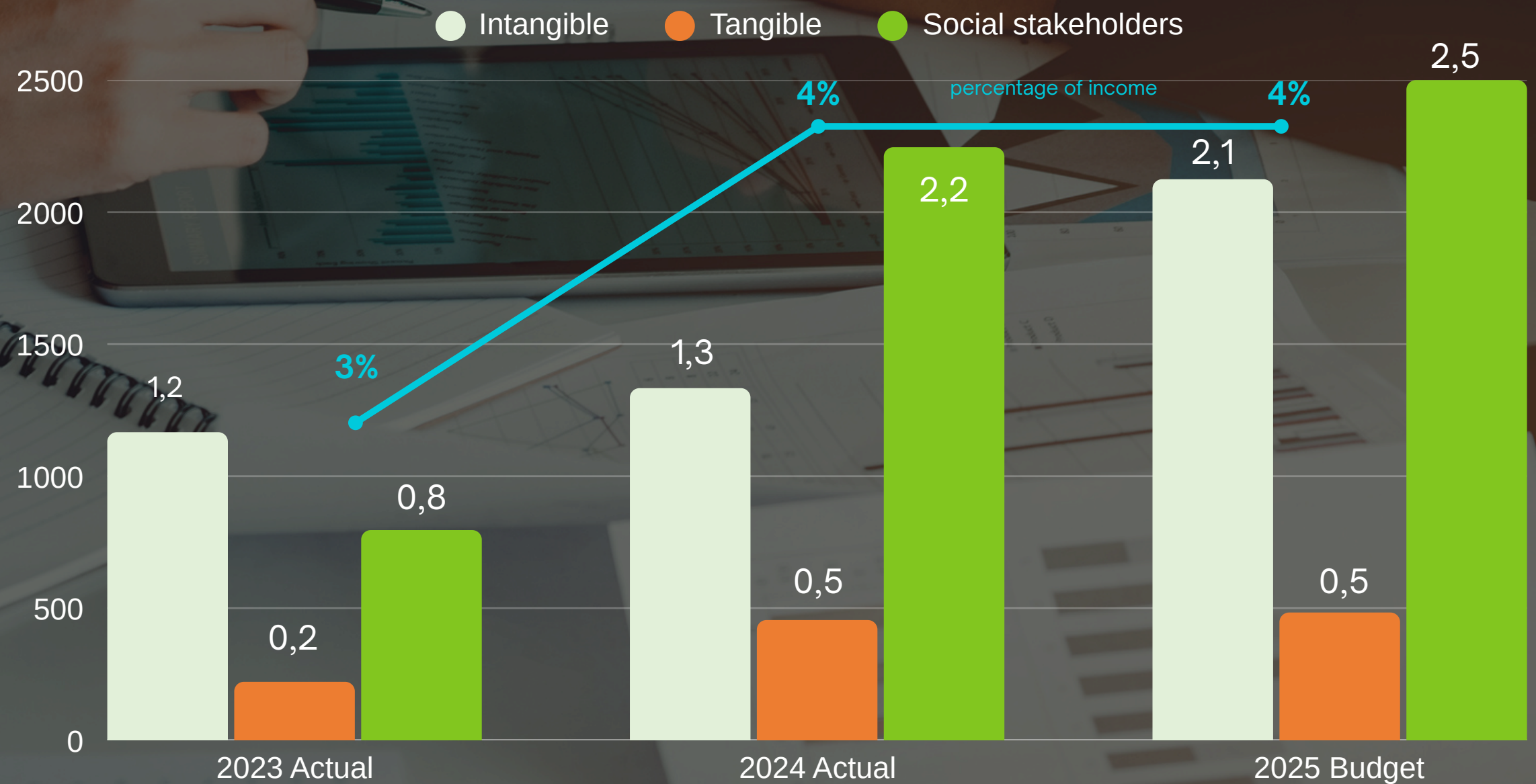
\* amounts expressed in millions of RON

# Working Capital 2024

- Efficient trade receivables management
- Dependable supplier partnerships
- Optimized procurement strategies



- Logistics infrastructure enhancement
- Operational platform development (consistent investments in recent years)
- Financial assets, M&A to strengthen Group operations
- Zinta production facility enhancement

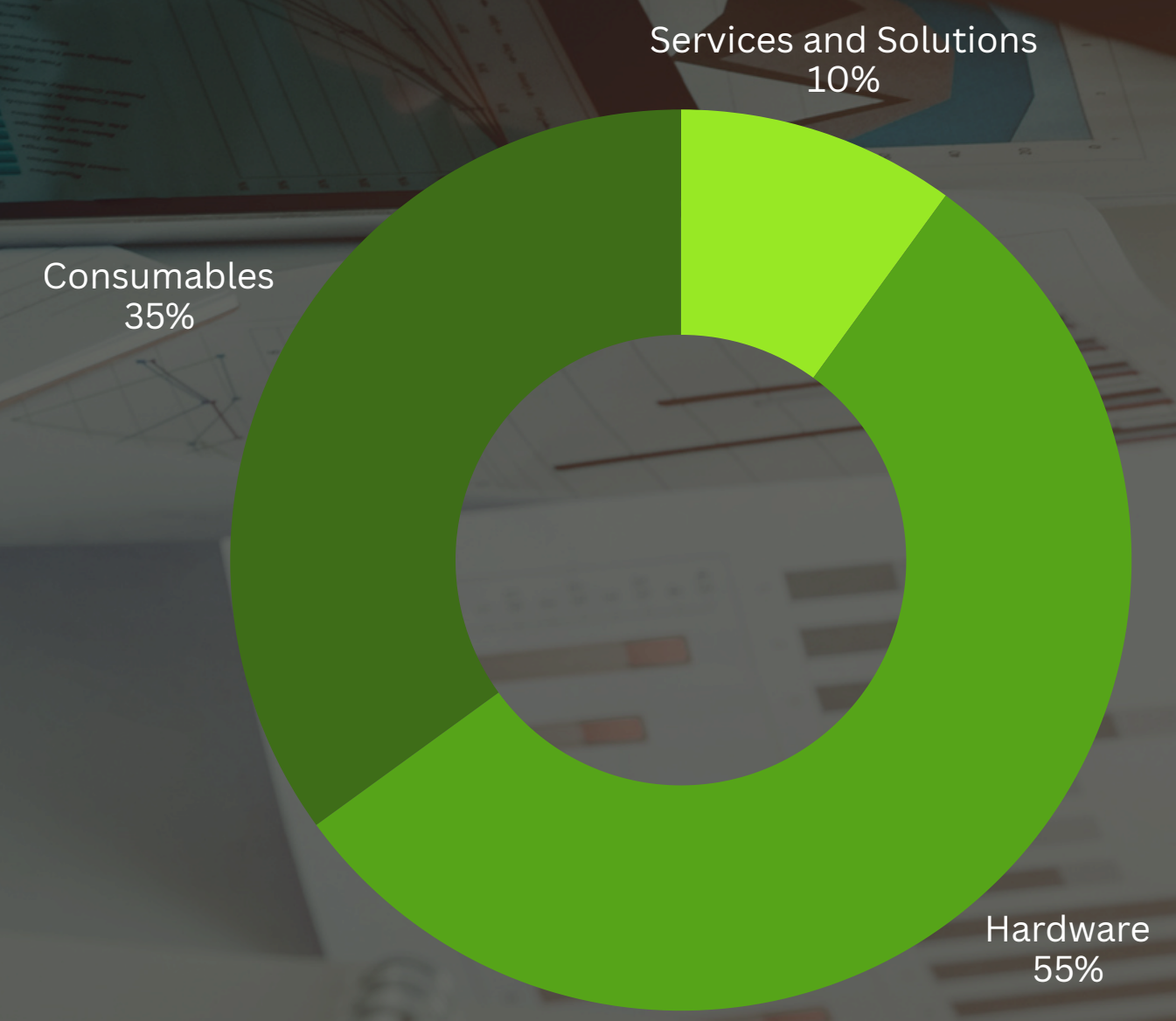
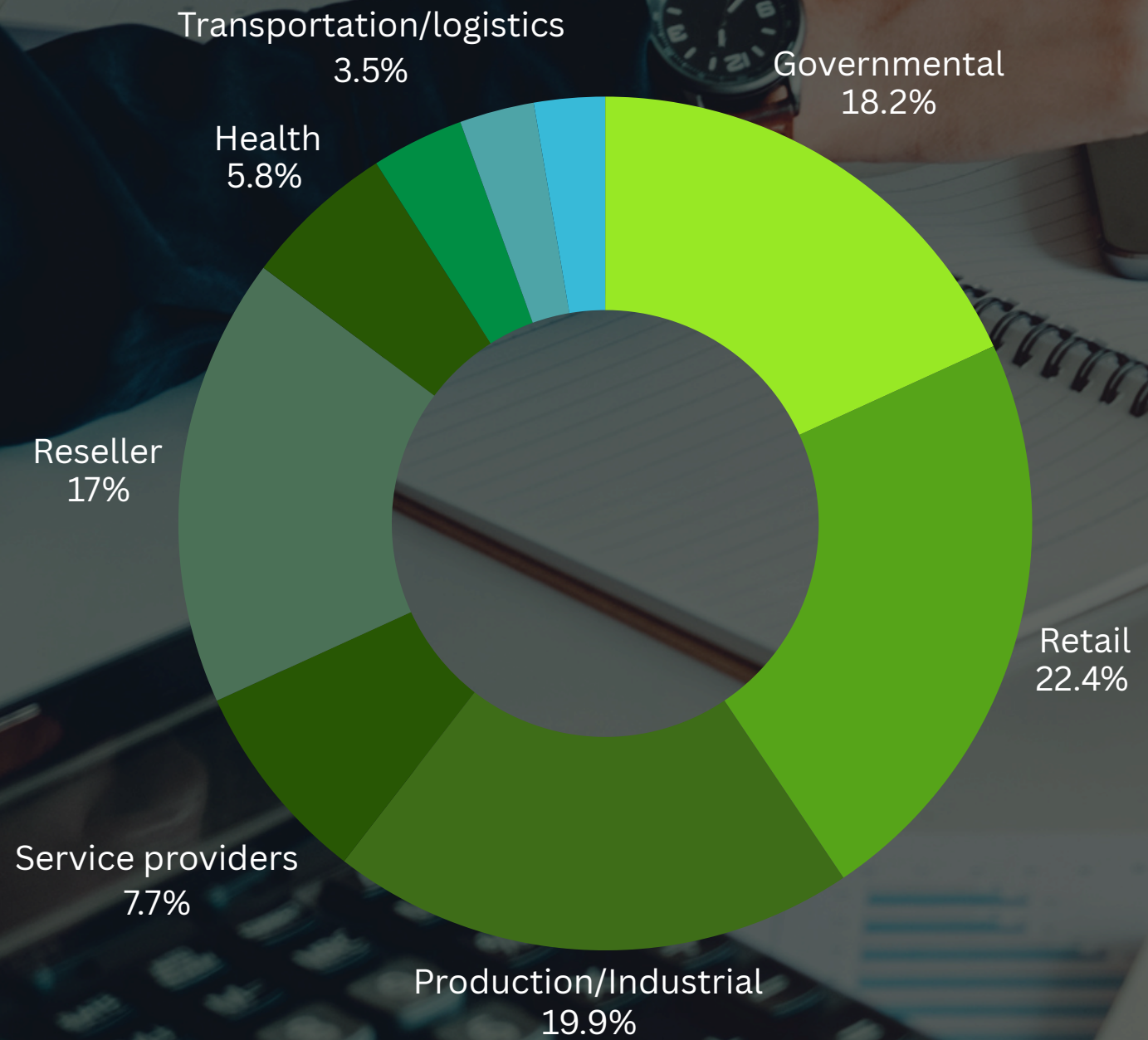


\* amounts expressed in millions of RON

# Turnover segmentation (2024)

## Customer Vertical – Revenue Percentage

## Turnover Ratio by Product Category



# Turnover segmentation (2024)

## Turnover Share by Sales Channel

Sales through Resellers (ITG Pro)  
20.2%

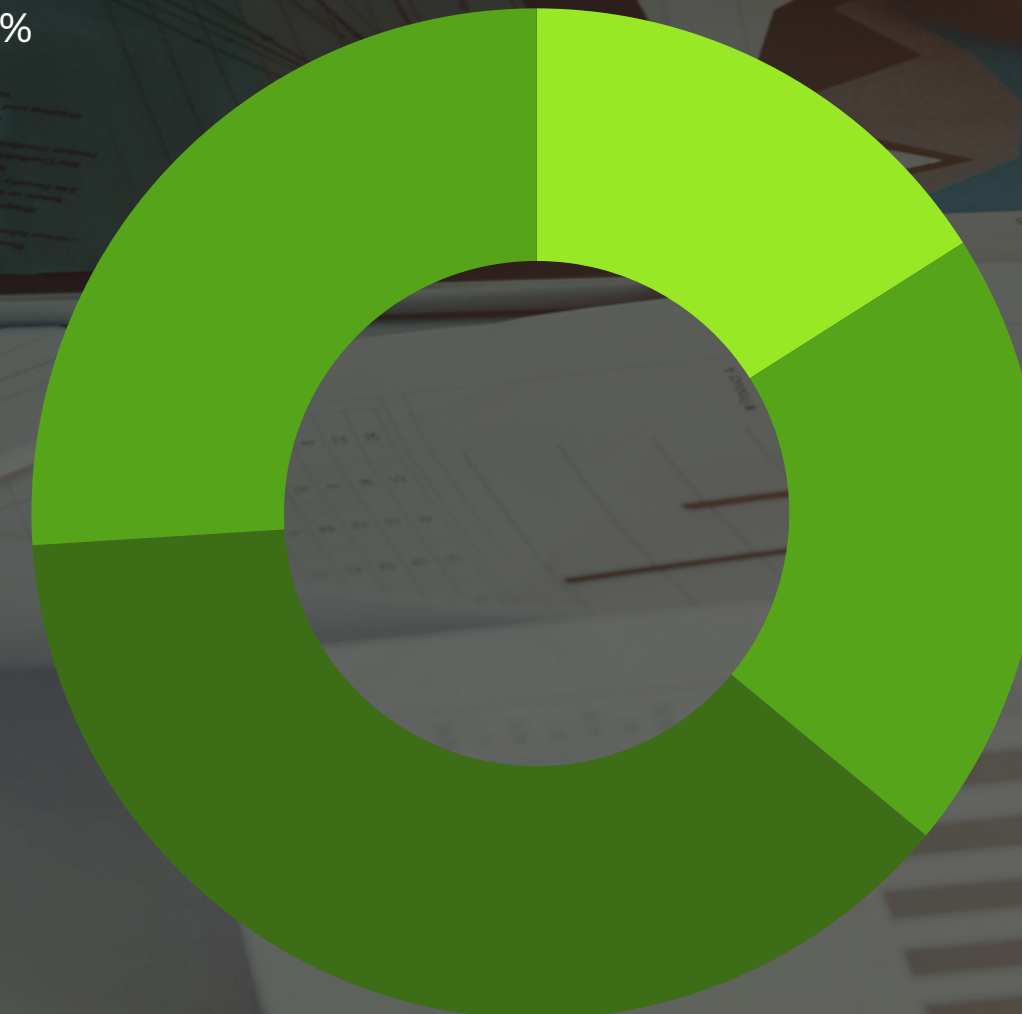


B2B Direct Sales  
55.6%

Online Sales (ITG Store)  
24.2%

## BUSINESS DIVISIONS - Percentage of Turnover

Consumables Production (ZINTA)  
26%



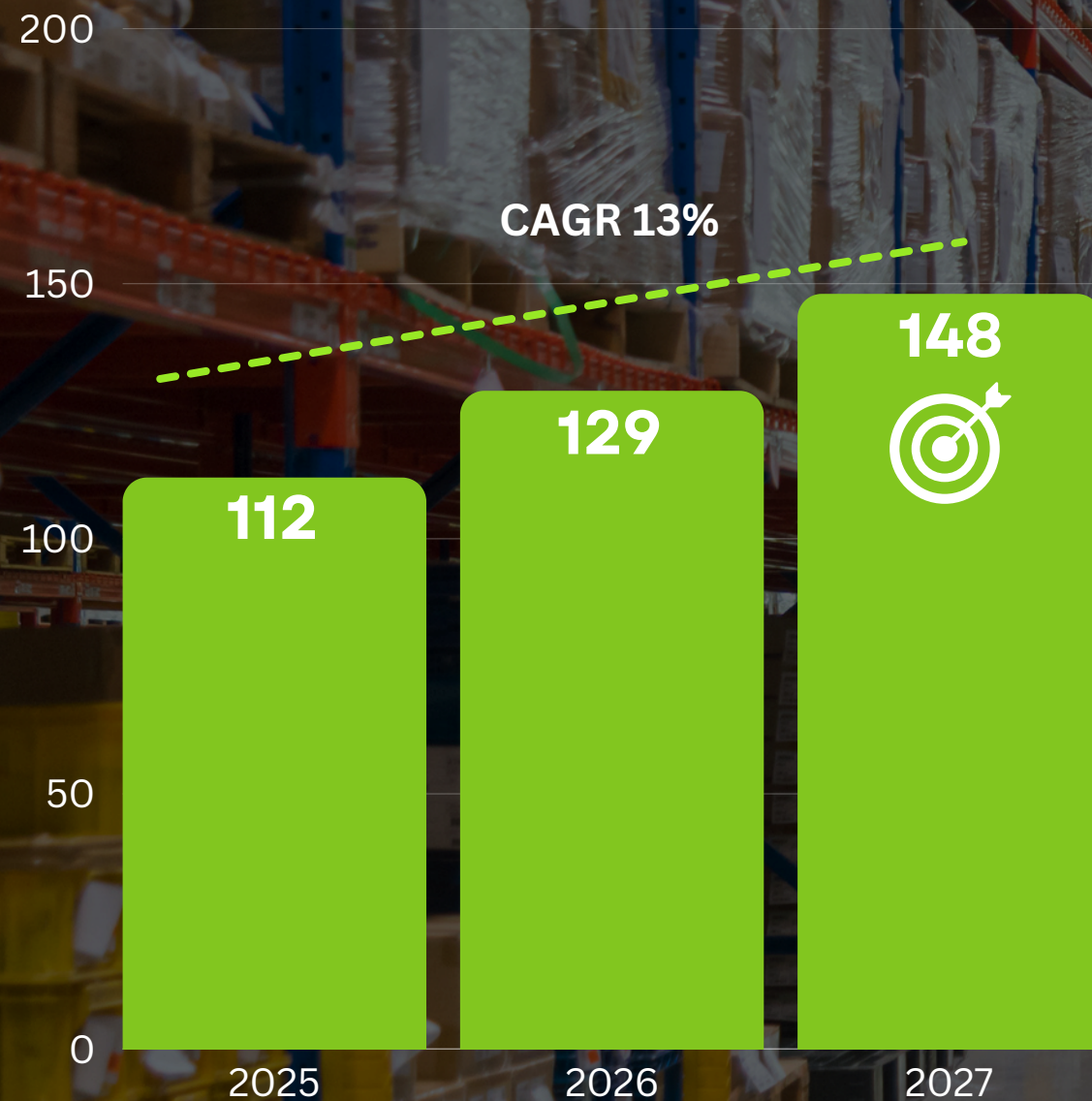
Point of Sale (POS) System  
16%

Industrial Automation  
20%

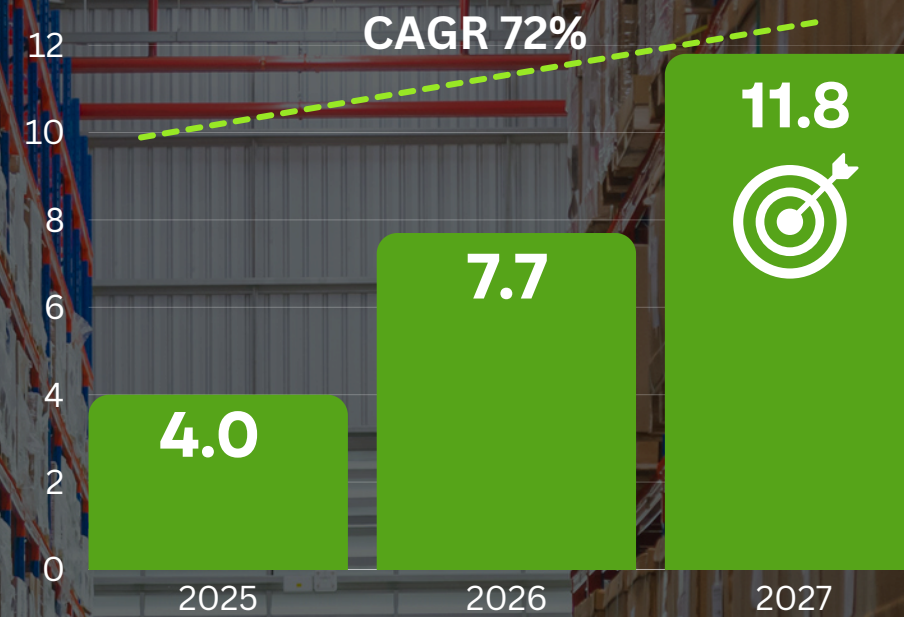
Automatic Identification and Data Capture (AIDC)  
38%

# ITG Group – Target Results

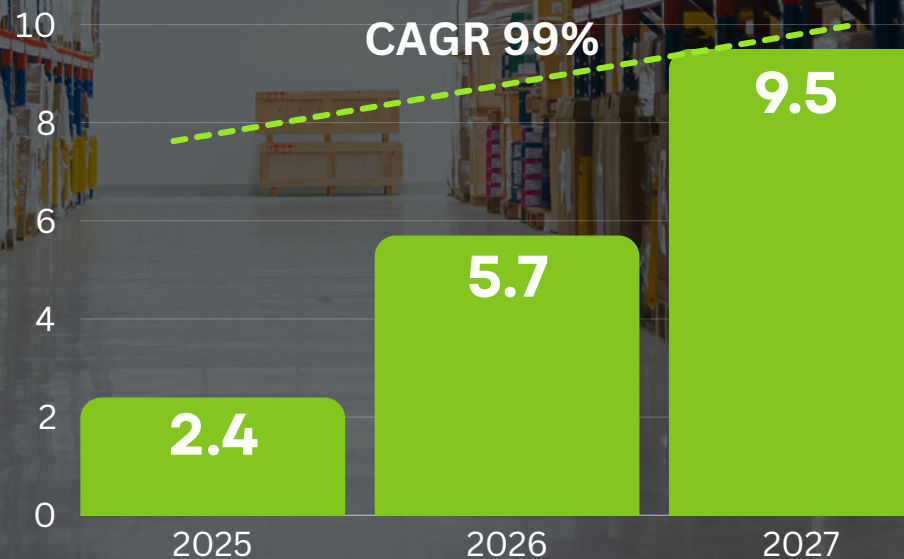
## Turnover millions RON



## EBITDA millions RON



## Net profit millions RON



## Growth factors

- Team results
- ITG Solutions
- +50% international revenue
- +20% retail revenue
- +15% T&L revenue
- M&A growth initiatives

**7,5M**  
RON

Raised to fuel  
growth

Planned AeRO Listing  
in H1 2026



Migration to the BVB  
Primary Market till  
2030



# Investment Guidelines



Development of the Industrial Automation and Robotics business line, by developing a testing laboratory and growing the team



International expansion through entry into the French market and consolidation of our presence in Italy.



Territorial expansion in Romania, focusing on industrialized regions.



Development of Metter's proprietary product line, alongside the expansion of Zinta manufacturing facility.



Expansion of our proprietary software solutions, encompassing WMS, POS, and APMS.



Acquisition of complementary companies or investment in strategic start-ups

# Why choose ITG?

- **Market leader:** A strong position in the Romanian market, consistently ranking among the top three in all niches and on track to enter the top ten IT&C integrators in Romania.
- **Growth Potential:** Global Expansion and Opportunities within the Automation Sector.
- **Experienced team:** Dedicated professionals with extensive expertise in the field and a commitment to continuous development.
- **Diversified portfolio:** A comprehensive selection of products and services customized for various industries, supported by 80 technology partners.
- **Constant evolution:** Significant growth in recent years - CAGR of 25% over the past five years.
- **Adaptability:** Customized solutions crafted to address the unique requirements of each client across eight sectors.
- **Innovation:** The automation of all business processes and the incorporation of artificial intelligence into products and services.
- **Robust partnerships:** Platinum-tier alliances with industry leaders including Zebra Technologies and Honeywell.



**IT Genetics enters a new phase as a mature and validated organization, ready to position itself as a European leader in digitalization across the supply chain and retail industries.**

**Thank you!**

Contact: [investors@itg.ro](mailto:investors@itg.ro)