

Business Update

16-03-2023



**MARKET
RESPONSE**



Jorgen Botermans
CEO





Program

Welcome and introduction
by Jorgen Botermans CEO

Introduction to our story
by Jos Frijters CMO | CCO

Introduction Underlined
by Theo van der Steen CTO



Jos Frijters

CMO | CCO








Only when you really
understand people,
can you truly mean
something to them

Understanding today, shaping tomorrow

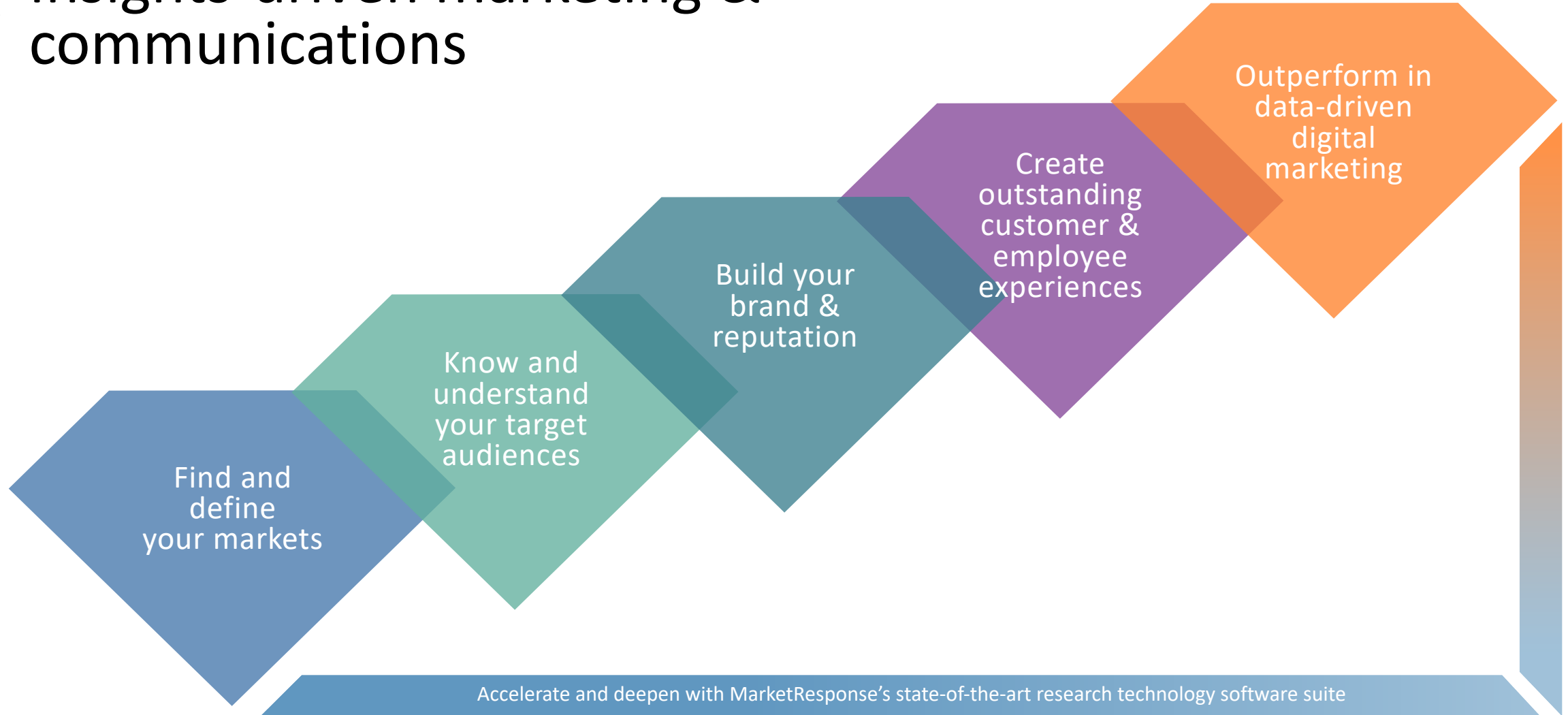




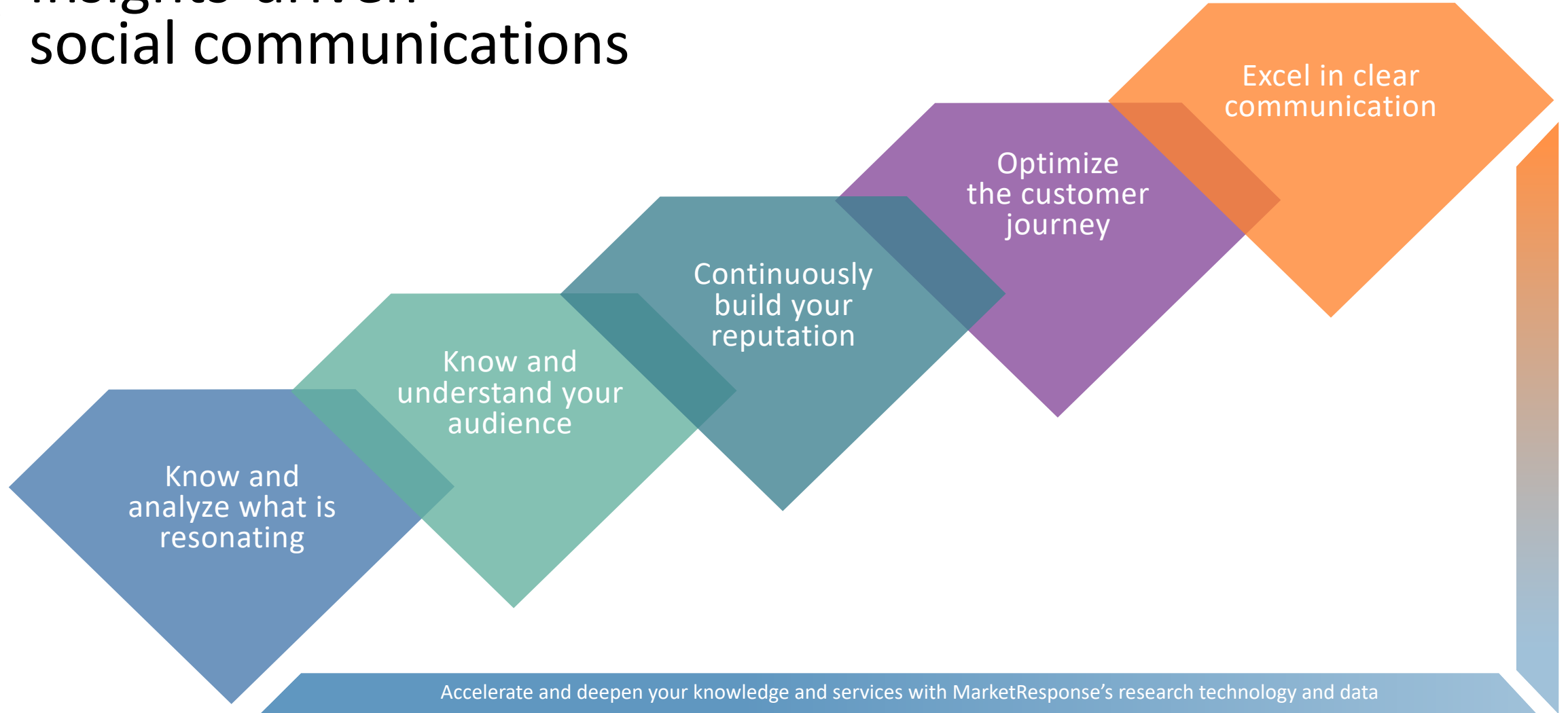
How do we help clients make this happen?



Insights-driven marketing & communications



Insights-driven social communications





Theo van der Steen
CTO





underlined

Underlined Materials

A Broad Horizon company

Building Data Driven Customer Experience.

About us

The company



Measurable
improvements of
customer
experience



Product



The most powerful solution
for CX Analytics

Services

- Consultancy
- Implementation
- Training
- Support

Research



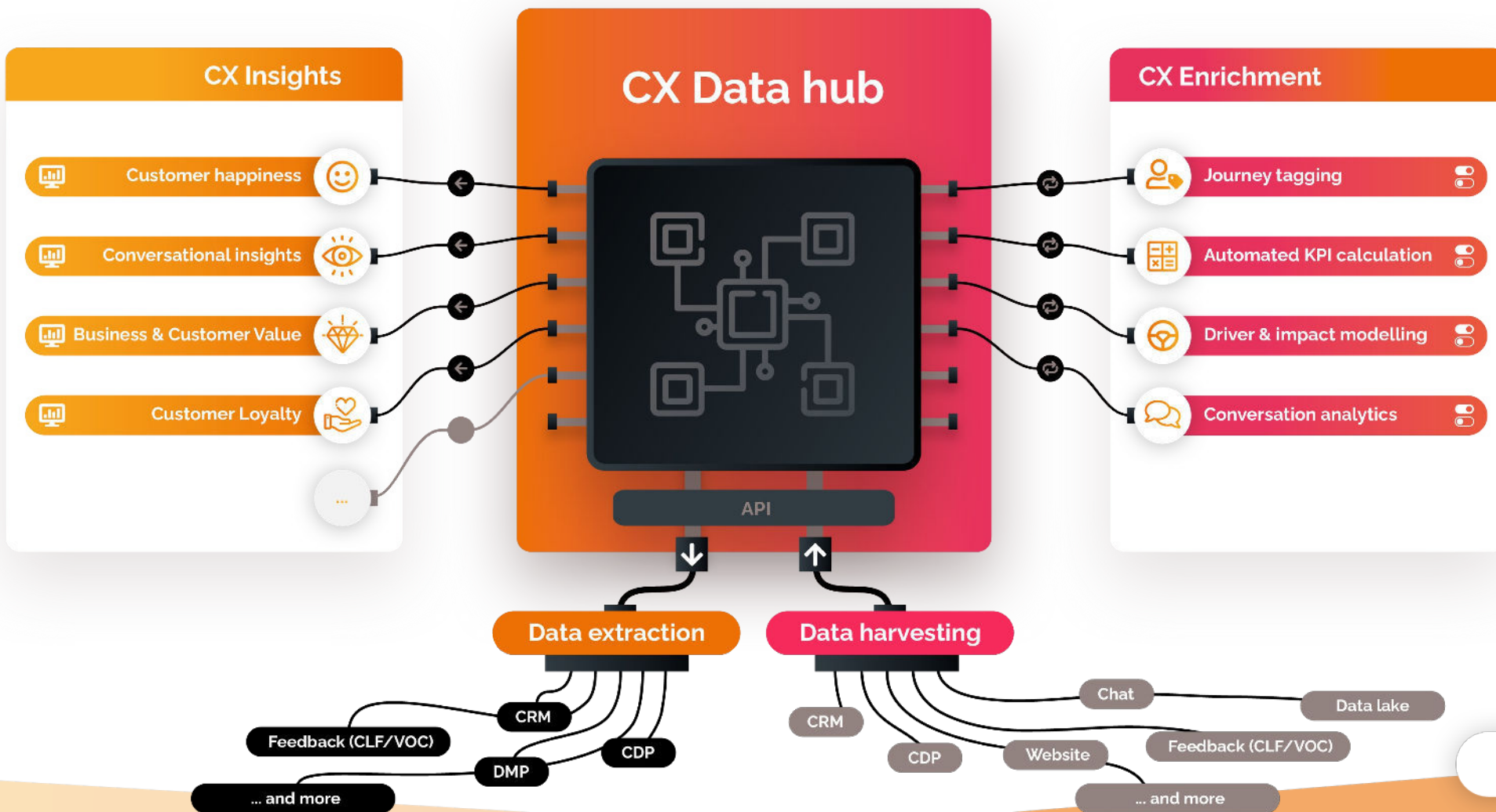
Partners



underlined

ROCX'R

Powerful Solutions for Conversation Analytics





ROCX'R

Giving companies smart and detailed
insights into the impact they have with their
customer interactions, so they can learn
what they do well - and should do more -
and **what they should do better.**

Our customers

Financial services / Insurance



Retail



Public / Education



Utilities / Telco



underlined

OVERVIEW OF UNDERLINED'S PRODUCT & SERVICE PORTFOLIO

A HYBRID MODEL OF PRODUCT/PAAS BUSINESS, SUPPORTED BY CONSULTING AND DSAAS SERVICES

Underlined's product and service portfolio

PRODUCT / PAAS



Underlined's core platform proposition

CONSULTING

PRODUCT ONBOARDING

Consulting work related to onboarding customers on ROCX'R

ADDITIONAL PROJECTS

Consulting work related specific project requests: deep dives / dashboarding

DATA SCIENCE AS A SERVICE

Managed service proposition for model management, using ROCX'R modules

TECH PARTNERS: MICROSOFT

- The Underlined product and service portfolio can be split up into three different components:
 - 1. **Product/PaaS:** this is the core platform product ROCX'R, which has been built and expanded in the past 2 years and is actively being used by customers (please see next pages for details)
 - 2. **Data science as a service:** this is a managed service proposition (contracted on a recurring basis) in which Underlined consultants use ROCX'R modules to support customers with their model management (please see next pages for details)
 - 3. **Consulting:** this is the project-based part of the business where consultants primarily onboard new customers on the ROCX'R platform and support with follow-up requests such as dashboarding
- Finally, the tech-stack on which Underlined operates is centered around Microsoft, which also serves as go-to-market partner for ISVs such as Underlined

underlined

But above all

Underlined is a team of professionals





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