



**LUGANO
SMALL & MID CAP
INVESTOR DAY**

VII Edizione

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Stefano Spaggiari, CEO Expert System



Leader in Text Analytics and Cognitive Computing

The Largest Group in Europe *on the eve of a revolution...*

- Global Coverage
- Company Offices



International footprint with presence in Italy, France, Spain, Germany, UK and North America with a total of 18 subsidiaries/offices (7 Labs)

Business Overview

- Expert System has developed and patented the semantic technology “**Cogito**”, which is a building block of **Cognitive Computing**, that allows computers to “understand” the meaning of concepts included in any text, supporting organizations to become efficient and effective.
- Cogito does not process content as a sequence of characters. It relies on a **deep semantic analysis** and a **rich knowledge graph** to ensure a complete understanding of a text as a person would.
- Thanks to its **Cogito**, Expert System is able to organize a large quantity of data coming from different sources in a very short period of time, providing ready-to-use contents.



MARKET OVERVIEW

44,000,000
MESSAGES PROCESSED
486,000
PHOTOS



26
NEW REVIEWS
POSTED ON YELP

120
NEW ACCOUNTS
OPENED ON
LINKEDIN

MORE THAN
140
SUBMISSIONS
ON REDDIT

MORE THAN
2,315,000
SEARCHES

3,125,000
 243,055



MORE THAN
21,000,000
MESSAGES SENT

70,000
VIDEO MESSAGES
SHARED



MORE THAN
195,000
MINUTES OF AUDIO CHATTING
ON WECHAT



Share
MORE THAN
3,000,000
ITEMS ARE
SHARED

MORE THAN
18,000
MATCHES MADE

972,000
DAILY SWIPES
ON TINDER

MORE THAN
69,500
HOURS OF
VIDEO WATCHED
ON NETFLIX

NETFLIX



MORE THAN
150,000,000
E-MAILS ARE SENT



MORE THAN
48,000
APPS DOWNLOADED
ON IPHONE

MORE THAN
95,000
APPS DOWNLOADED
ON ANDROID



GO-Globe
CUSTOM WEB DEVELOPMENT



**You
Tube**



MORE THAN
430,000
TWEETS SENT

MORE THAN

As a company that has experienced tremendous growth internally while expanding our footprint as a multinational organization, we are on the eve of a revolution



“So the biggest thing that we're focused on with artificial intelligence is building computer services that have better perception than people.”

Mark Zuckerberg, Facebook CEO (The Verge, 2016)



“We want to build technology so that it gets the best of humanity, not the worst” *Satya Nadella, Microsoft CEO (Financial Times, 2016)*



“In the long run, I think we will evolve in computing from a mobile-first to an AI-first world” *Sundar Pichai, Google CEO (The Verge, 2016)*



Cogito

Expert System has invented a technology that transforms the way people find, comprehend and use information.

Artificial Intelligence making people smarter

We provide AI and Natural Language based search and Cognitive Big Data solutions that maximize our customers' business value and ROI.

Demo



DEMO LIVE

<http://cogitodemo.expertsystem.com/>

Cogito Finance Intelligence



Cogito Finance Intelligence collects unstructured information and transforms it into quantitative elements

COGITO FINANCIAL INTELLIGENCE

demouser

Dashboard >

Sensors >

Discover >

(keyword artificial intelligence OR keyword semantic intelligence) AND keyword expert system

All All sources

Highlights Thematics Relations Locations

About 2 documents found (0.162 seconds)

40-year-old AI innovation may solve your big data problems

ENG 11/08/2016 15:01

Sometimes self-learning neural networks may be the best alternative; however, sometimes you'll have to go with a classic: the expert system.

An expert system is a rule-based engine based on the collective wisdom of experts.

Cogito Finance Intelligence - Sensors

SENSOR NAME	CREATION DATE	STATE	TREND	ACTIVATION
More than 1000 docs	29-06-2016	ACTIVE	0 %	
More than 100 docs	29-06-2016	ACTIVE	0 %	
Oil price	29-06-2016	ACTIVE	0 %	
EXSY	29-06-2016	ACTIVE	0 %	
Standard & Poor's	23-07-2016	ACTIVE	0 %	
Wall Street	23-07-2016	INACTIVE		
Matteo Renzi	23-07-2016	ACTIVE	0 %	
Hilary Clinton	25-07-2016	ACTIVE	0 %	
SensorInverse LOW	25-07-2016	ACTIVE	0 %	
LKC noBishop	26-07-2016	INACTIVE		
LKC001	26-07-2016	ACTIVE	0 %	
test333	28-07-2016	ACTIVE	0 %	
PokeBusiness	29-07-2016	ACTIVE	0 %	
testES001	30-08-2016	ACTIVE	0 %	
Apple001	01-09-2016	ACTIVE	0 %	

New Sensor

NAME

OTHER SENSORS ✓

ITEM ✓

SOURCE SELECTION ✓

AREAS ✓

FINANCIAL ITEM ✓

ACTIVATION PARAMETERS

Number of documents
N° of documents: Higher THAN 10

Sentiment
Sentiment must be: Higher THAN 0.5

Done

Artificial Intelligence-enabled “sensors” indicate when pre-defined thresholds have been reached to identify habits, correlations, trends, etc.



BBUSINESS OUTLOOK

Key Drivers: IPO vs Today

Listed on AIM Italy: 18/02/2014

108 people
5 offices 3 Labs in 3 countries
Production value €13 mln

Business in 3 countries
Foreign market share: 17%

Language coverage: 6 languages

JV or top vendors partnerships: 0

Today: Capitalizing on market shifts



More than 230 people
18 subsidiaries/offices 7 Labs in 6 countries
Production value €30 mln



Business in 15 countries
Foreign market share: 60%



14 languages (Japanese, Chinese, Korean)



Established CY4Gate - 10+ partnerships with top vendors
(Google Cloud Platform, Cloudera, MongoDB, Salesforce)



Big Investments:

- Acquisitions €14 mln
- R&D €9 mln
- Growth and global expansion €4+ mln

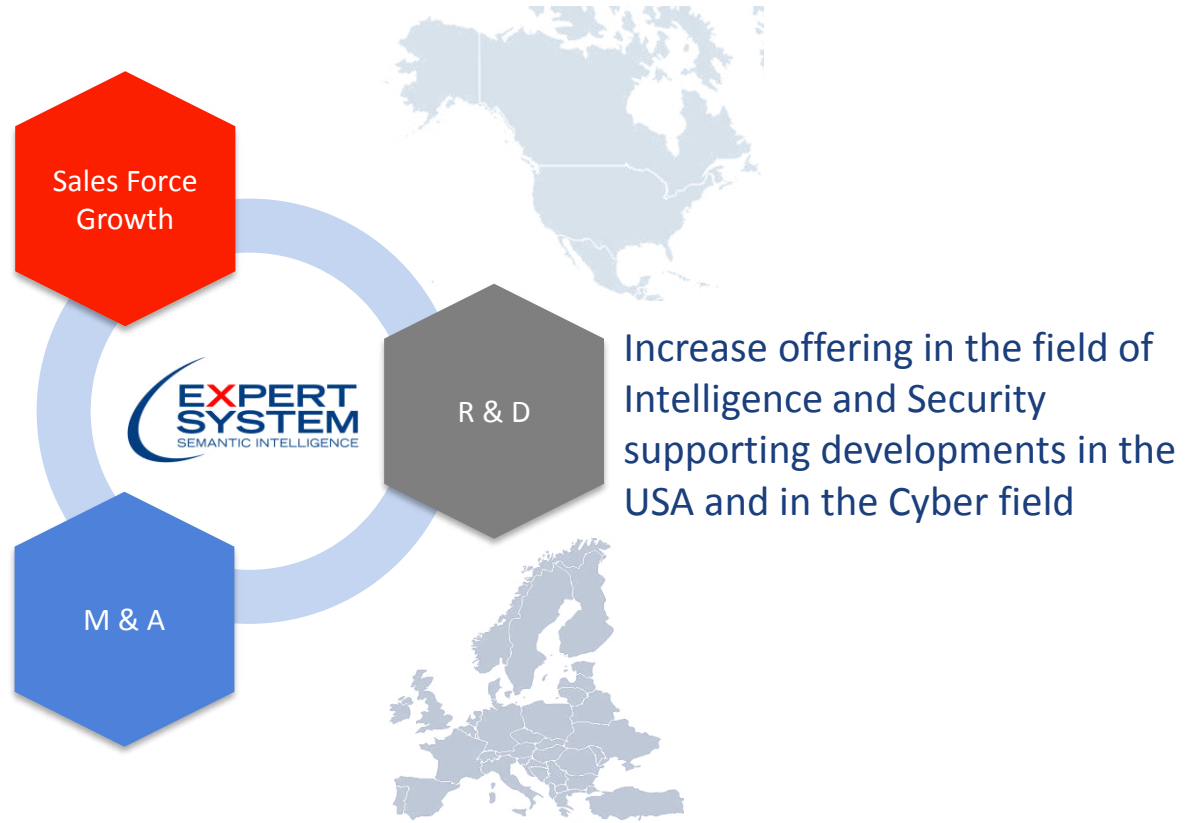


Winner in EU and US software selections for key customers
thanks to the best-in-class platform

Strategic Guidelines

- Huge investments in hiring new international Sales forces
- Strategic partnership: increase commercial relationships with OEM and System Integrators to boost indirect sales and technology diffusion

Possible acquisition in order to increase client base portfolio and reach new potential market



Why Invest in Expert System

- Outstanding, unique positioning in the Cognitive Computing, Artificial Intelligence market
- Fast-growing international expansion with both internal and external growth
- A strong clients portfolio, key partnerships, indirect sales channels with vendors and system integrators

Stefano Spaggiari
Expert System CEO



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