

## Group overview 2024

### Enterprise and market position

Mensch und Maschine Software SE (M+M) is a leading provider of technical software and digitization solutions in the CAD/CAM/CAE (Computer Aided Design, Manufacturing & Engineering) and PDM/PLM (Product Data / Lifecycle Management) and BIM (Building Information Modeling / Management) areas.

**41 years at market, 28 years public**  
M+M was founded in 1984, and quickly developed into the leading European partner of today's CAD world market leader Autodesk. In 1997 M+M's IPO took place as one of the first issuers on the 'Neuer Markt'.

The M+M business model has since been going through a transition process which strengthened M+M's proprietary part and significantly improved scalability.

### Two Segments: Software & Digitization

The M+M business model is today based on the segments Software and Digitization (former name: VAR Business).

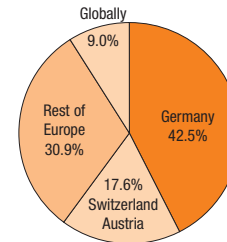
The M+M Software segment is developing standard software for the areas CAD/CAM, BIM/Engineering, Garden/Landscaping & CAE. Our CAD/CAM and BIM/Engineering software is marketed and sold globally to more than 70 countries, through our own subsidiaries, distributing partners and by export.

The Digitization segment develops tailor-made software solutions for customers in D/A/CH and several other European countries.

The segment's added value primarily comes from customer-specific adaptations, training and the Autodesk business, which actually contributes less than 25% to group gross profit (in 2001 this had been more than 75%).

### Global sales with D/A/CH focus

In 2024 the lion's share of EUR 325.8 mln sales was contributed by the D/A/CH region with 60.1% (42.5% Germany plus 17.6% Switzerland/Austria), while 30.9% came from other European markets. EUR 29.3 mln or 9.0% were achieved in Asia, North and South America, Africa and Australia with M+M's self-developed CAM and BIM/Engineering Software products - a EUR 2.8 mln / 10.4% surplus.



### Large customer and installation base

Altogether, Mensch und Maschine's active installed base consists of far more than 100,000 CAD/CAM/CAE/PDM/PLM/BIM seats at over 30,000 end customer sites of all size categories - from small engineer's or architect's offices up to international large-scale enterprises.

M+M operates predominantly in the B2B (business-to-business) sector and only marginally in B2C (business-to-consumer).



With around 75 locations in 22 countries (colored darker here), the M+M group is one of the leading providers of technical software and digitization. Geographically, the D/A/CH region and Europe dominate sales, but in 2024 a noticeable EUR 29.3 mln or 9.0% were achieved globally, as M+M's self-developed CAM and BIM/Engineering Software is sold to over 70 countries.

The two segment M+M business model:  
The Digitization segment has higher sales, driving the group's market share, while M+M Software is contributing more to gross profit and profitability.

