

#CMALondon25



# Welcome to 2025 Presence Conference

London

October 29th – 31st

## Introduction to Erisbeg

### High-Level Statistics

**€285m**

Assets Under Management

Across Funds I (€110m) & II (€175m)

**8**

Platform Investments

With one exit to date

**9**

Investment Professionals

In Our Team

**26**

Bolt-On Acquisitions

Consistent with our Buy-and-Build Strategy

**€2m-€10m**

Target EBITDA

Acquiring control positions in our investee companies

**1,280**

Total Headcount

Across our Portfolio Companies

### What We Look For – Our Investment Criteria



**Specialty service niches**

- Specialised niches driving premium pricing
- High entry barriers: proprietary tech, entrenched relationships and regulation



**Recurring revenue business models**

- Services sold under recurring contracts, or with scope to convert into recurring streams



**Mission critical spend**

- Solution-led value proposition
- Business essential, non-discretionary services



**Stable, institutional customer bases**

- Large, blue-chip customer base with low churn and strong upsell potential



**Knowledge based businesses with deep IP**

- High levels of IP solving customer needs and driving high margins and cash generation



**Market consolidation potential**

- Lack of incumbent market leader
- Opportunity to gain market share organically and consolidate through buy-and-build



**Export-led growth**

- Leveraging Ireland's unique position as a strategic gateway between Europe, the UK and the US

# Today's Speaker – Andrew Murphy

Andrew Murphy – Critico Chair and Erisbeg Partner

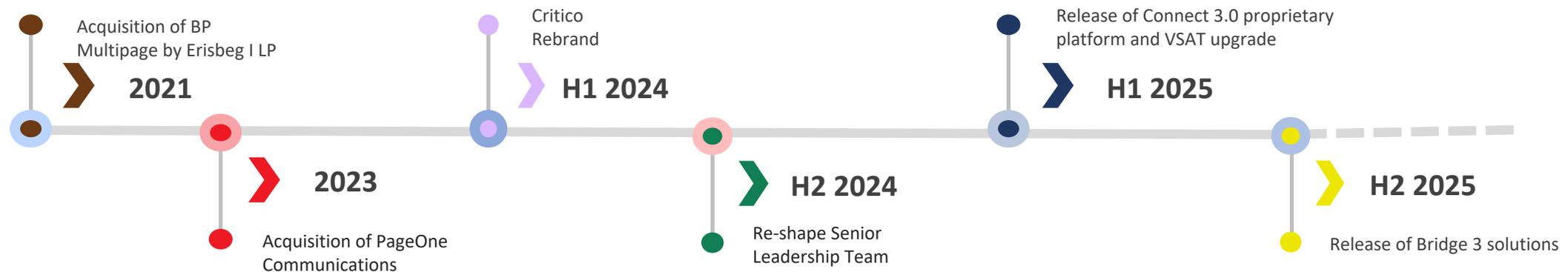


- Andrew is well known across Ireland's startup and entrepreneurial community supporting multiple companies to scale and exit
- A Chemical Engineer and formerly Chemical Plant Manager with Henkel KGAA for the first part of his career, Andrew founded a healthcare technology startup, Slainte Healthcare in 2006.
- A former Entrepreneur of the Year finalist, Andrew has been a partner in Erisbeg since its early days as a holding company.
- Andrew leads five of the 8 platforms within Erisbeg as well as serving as Chair in a number of scaling companies across UK and Ireland



# Background to Erisbeg's Investment in Critico

- BP Multipage acquired by Erisbeg Fund 1 due to its high-quality client base, strong recurring revenue profile, and continued growth
- In 2023 Erisbeg negotiated the acquisition of Page One Communications from Capita Plc
- Since then, the companies have merged as Critico Group, consolidated their product suites to provide a wide range of critical communication solutions on a common proprietary platform (Connect)



# Merger Rationale and Solution Fit

	 Critical Communications Solutions	 PageOne	 Critico
Only wide-area network		✓	✓
Local area expertise	✓		✓
Connect API		✓	✓
Radio expertise	✓		✓
SMS + app-based messaging		✓	✓
Lone worker	✓		✓
Nurse call	✓		✓
Triple resilience		✓	✓
Sales & maintenance contract model	✓		✓
Quadruple resilience network			✓
<b>Private 5G LTE</b>			✓
<b>Launch of Connect 3.0</b>			✓
<b>Bridge 3 Release</b>			✓

# Capturing value in the next phase of critical communications

Current Landscape		Potential Opportunity
<ul style="list-style-type: none"><li>Strongly-embedded customer relationships, with long average tenure and consistent revenue generation</li></ul>		<ul style="list-style-type: none"><li>Use strength of customer relationship to push more services</li><li>First to market with next generation solutions</li><li>Creation of a strong MSP proposition</li></ul>
<ul style="list-style-type: none"><li>Ongoing critical requirement for legacy technology, while mission-critical sectors are slow to switch</li></ul>		<ul style="list-style-type: none"><li>Maintenance and upgrade revenue streams - lifecycle refresh revenue</li><li>Hybrid bridge platform potential, lowering customer disruption</li><li>Role as trusted transition partner</li></ul>
<ul style="list-style-type: none"><li>Distributor model fragmented by service and product offering</li></ul>		<ul style="list-style-type: none"><li>Full-spectrum solution offering through a single platform</li><li>Standardise and bundle services to simplify procurement and increase wallet share</li></ul>

# Customer Proposition – Evolving Critical Communications

Secure, unified wireless communications over a private mobile network – designed to support core critical communications needs today and scale with future demands

## Key Customer Benefits of a Private Mobile Network

**Converge Multiple legacy systems** (paging, TETRA radio, alerting, voice) in a single private network

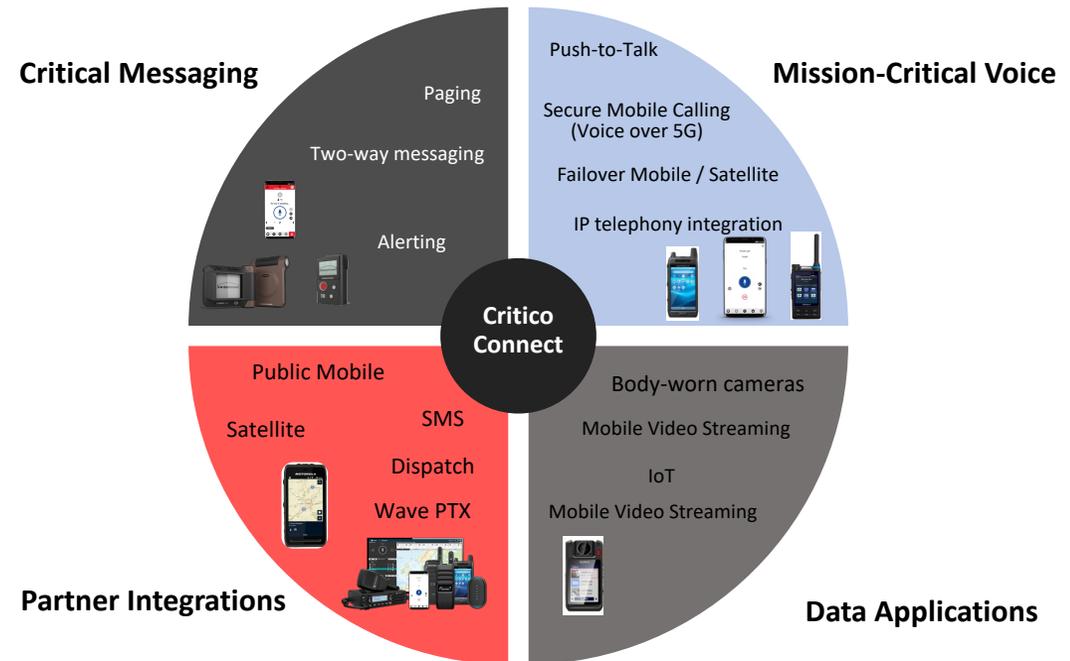
**Enable secure and resilient communication** across voice, messaging, lone worker protection and IoT with authenticated devices

**Lower total cost of ownership** by replacing multiple critical communication networks

**Scalable:** add new capabilities (e.g. body-worn cams, telemetry, surgical video) over time

**Coverage, control and resilience** – designed for demanding operational environments

Built on the Critico Connect V3 platform with a partner ecosystem



Multiple levels of resilience with local, national, public etc. as standard

# Connect – Multi-Channel Messaging Platform



# Critico's Transition to Managed Services Provider for Critical Communications

Product Focused

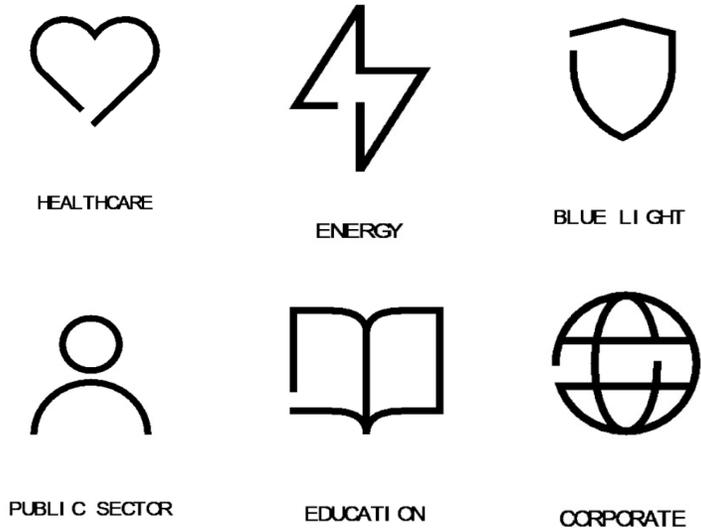


Vertical Market Focused

Product and network provider in Critical Communications market



Managed Services Provider of critical communications in targeted market verticals





Communication  
without compromise.

CRITICOGROUP.COM

