



## Santa Fe signs EUR 11.5 mill technology contracts with Salesforce

Company announcement no 2/2016  
19 January 2016

Santa Fe Group today announces the signing of the first contracts for the development, licensing and implementation of a new technology platform for the Santa Fe Group. The new technology platform is a cornerstone in the 2020 Strategy, which Santa Fe announced in September 2015 (company announcement no. 9/2015)

The new core technology platform will be based on Salesforce, and the first two contracts with Salesforce cover licencing and the development of phase 1. Salesforce ([www.salesforce.com](http://www.salesforce.com)) is the world's leading Customer Relationship Management company. They are known for their innovative, flexible and adaptable platform, and for their focus on customer success. The philosophy of positioning the customer at the centre of attention fits perfectly with Santa Fe's strategic objective to serve customers with a full range of mobility services, provided in addition to the core moving of the household goods. The solution will be cloud based and delivered as a service.

The licensing agreement is valid for 6 years, and the combined value of the two contracts is EUR 11.5m. The annual license cost will affect EBITDA from the time the system is taken into operation, which is expected towards the end of 2016. Total CAPEX associated with the project is estimated to be around EUR 3.0m in 2016, amortisation of which will only commence once the system is taken into operation.

Future phases of the new technology platform are envisioned to provide a fully integrated end-to-end solution for customers and assignees, for customer service, operations, and all the way through to final registrations in the financial systems. A phased approach has been selected to minimize risk to the ongoing operations.

“Entering into these two contracts with Salesforce is a significant step forward for Santa Fe Group. The transformational technology platform will enable us to continuously enhance our service offering to customers and to reap internal process efficiency gains built on innovative, leading technology. The Cloud-based Salesforce platform provides Santa Fe with the strongest possible foundation to succeed in the market place of the future” commented Santa Fe Group CEO, Martin Thaysen.

The investment in the new technology platform does not impact Santa Fe's long-term financial targets, as outlined in Company Announcement no 9, 22. September 2015.

*Additional information:*

Martin Thaysen, Group CEO

Christian Møller Laursen, Group CFO