



DATA & AI MARKET IN THE NETHERLANDS

MARKET RESEARCH

JUNE 2024

PREFACE

As a tech industry entrepreneur, you understand the importance of data in today's digital landscape. With the rise of artificial intelligence (AI) and machine learning, businesses are utilizing data to drive insights and make informed decisions.

At BDO Tech M&A, we recognize the critical role that data and AI play in modern businesses. That's why we conducted an extensive market study within the data and AI sector to provide you with valuable insights.

In our study, we analyze market developments, trends, and expectations. We also detail various data and AI providers based on their AI technology. This results in a detailed examination of the intricate ecosystem of the complex data and AI landscape.

Our goal is to provide you with practical intelligence to help you navigate the complex landscape of data and AI. We offer actionable intelligence that can inform strategic decisions and investments. Making well-informed choices is essential in successfully navigating the complexities of the data and AI industry.

As the use of data and AI continues to grow, it is crucial to have a collective understanding of the industry. We invite you to explore the insights and findings presented in our study and look forward to engaging in discussions that will shape the future of data and AI on both a global and local scale.

BDO Tech M&A



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A short introduction
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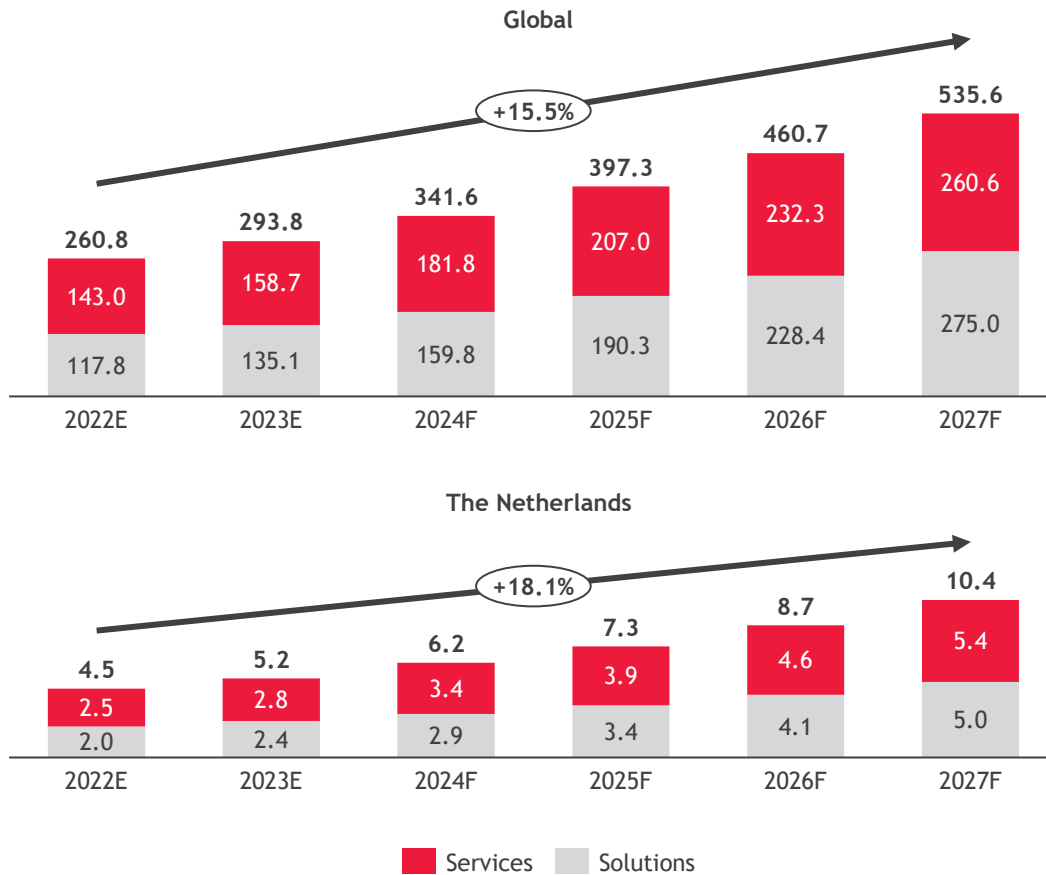


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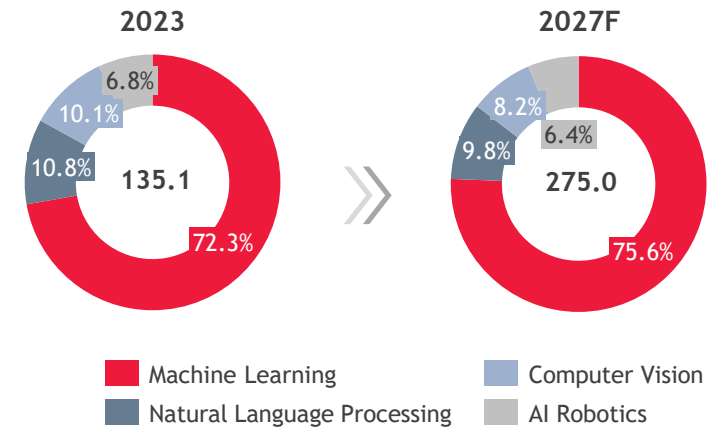
EXECUTIVE SUMMARY (1/2)

The Data & AI market in the Netherlands, including the segments of services and solutions, is estimated to exceed €10bn by 2027, growing at a slightly higher pace than the global market

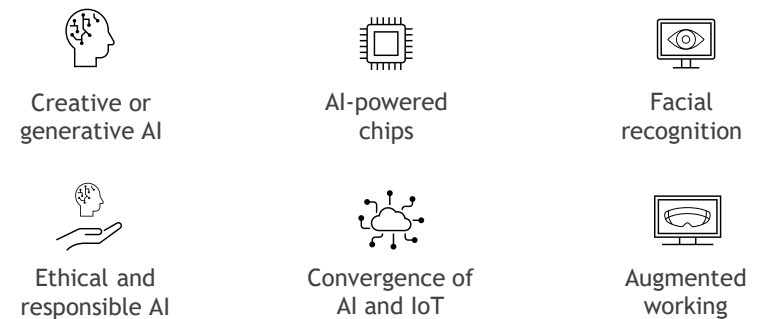
Data & AI services and solutions market forecast, €bn



Global Data & AI solutions market segmentation by technology, €bn



Data & AI market trends

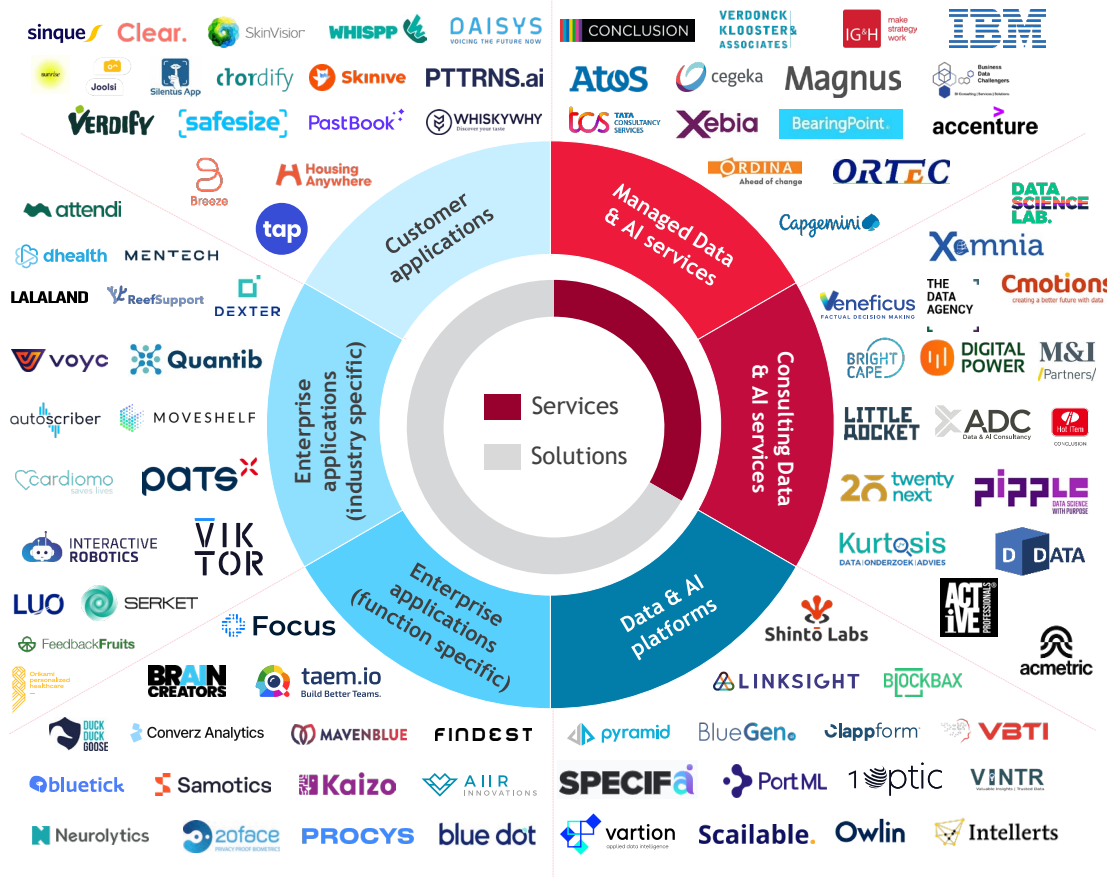


Source: Gartner website; IDC (International Data Corporation) website; Statista website; BDO Centers analysis

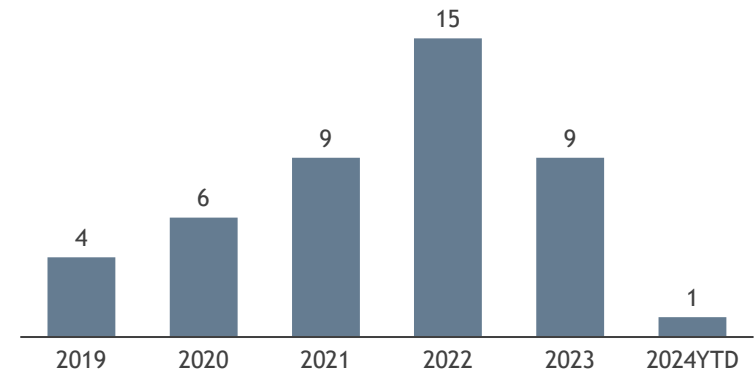
EXECUTIVE SUMMARY (2/2)

The Data and AI market in the Netherlands is represented mainly by a large number of startups and scaleups, and therefore, the consolidation process is currently in its early stage

Selected market players in the Dutch Data & AI market by segment



Number of M&A deals in the Dutch Data & AI market



Selected M&A deals in the Dutch AI market

Buyer	Target	Segment
Thynk	pleaseaskm.com	Enterprise applications (industry specific)
Renovaro Biosciences	GEDICube	Enterprise applications (function specific)
echo	ROAM	
SILO AI	MACHINELEARN	Customer applications
DIGITAL science	writefull	Data & AI platforms
NetworkOptix	Scailable	Data & AI consulting
BROAD HORIZON	EFOQUS DATA & ANALYTICS	Data & AI consulting

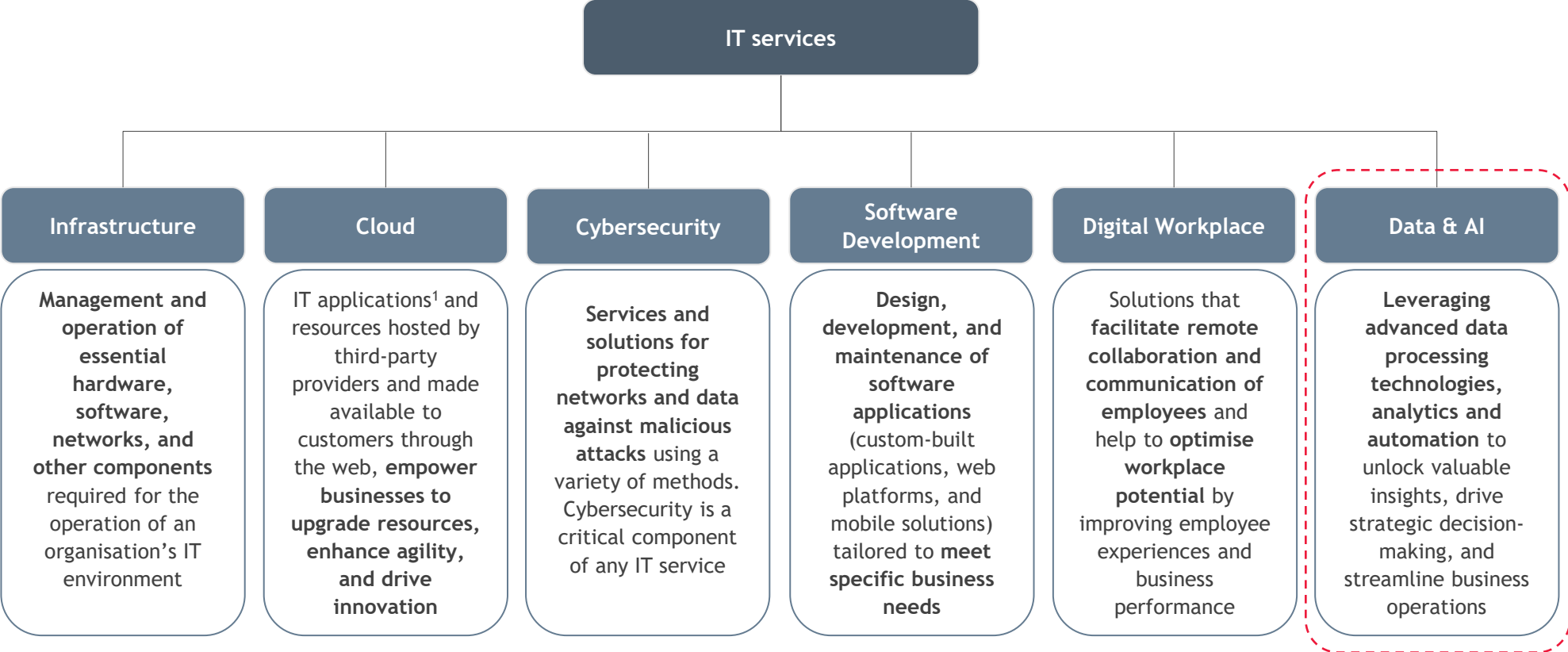
Source: Dealroom.co website; BDO Centers analysis

MARKET DEFINITION AND SEGMENTATION



IT SERVICES MARKET SEGMENTATION

The IT services market includes the Data & AI segment, which provides a range of services and solutions deploying Machine Learning, Data Science, and other Artificial Intelligence technologies

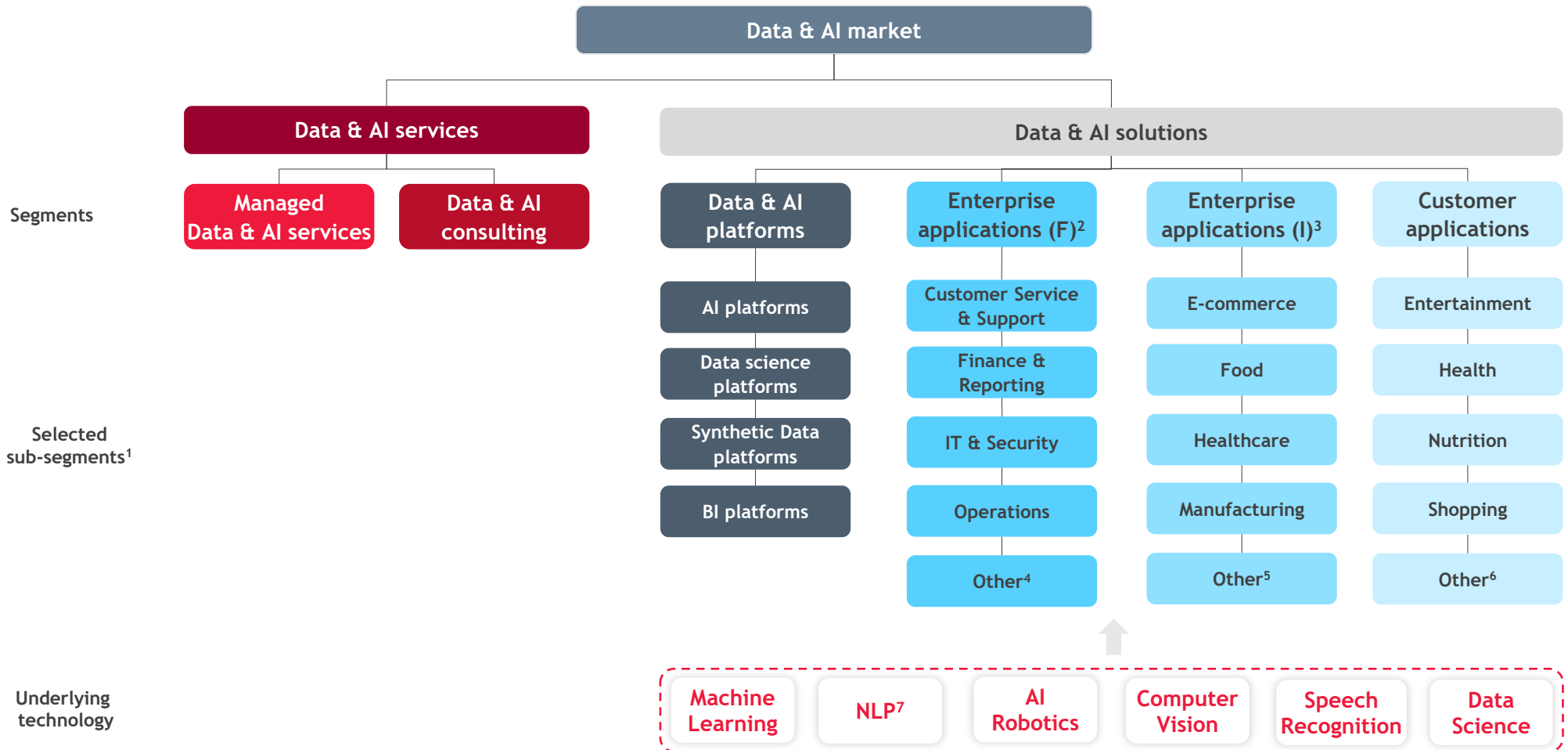


  Focus of the research

Source: BDO Centers analysis
Notes: (1) Platform as a Service (PaaS), Infrastructure as a Service (IaaS), Software as a Service (SaaS)

DATA & AI MARKET SEGMENTATION

The market for Data & AI is diverse, consisting of numerous subsegments where Data Science and AI solutions are widely used across various applications and platforms



Source: BDO Centers analysis

Notes: (1) The list of subsegments is not exhaustive; (2) Function specific; (3) Industry specific; (4) 'Other' includes the following sub-segments: HR, Legal & Compliance, Market Intelligence, and Research & Development; (5) 'Other' includes the following sub-segments: Accommodation, Agriculture, Construction, Education, Energy, Finance & Insurance, and Maritime; (6) 'Other' includes the following sub-segments: Accommodation, Dating, Education, Mobility, and Productivity; (7) Natural language processing

DATA & AI MARKET DEFINITION

The Data & AI market is split into services and solutions sectors, with the last including four segments such as platforms, function and industry specific enterprise applications, and also customer applications

Major Data & AI market segments

Customer applications

AI applications in the B2C segment refer to the use of data and AI to **enhance and improve various aspects of the customer experience and business operations for companies that directly serve individual consumers.** These applications leverage AI to provide personalised services, streamline processes, and optimise client interactions.

Enterprise applications (industry specific)

Industry specific applications include specialised software that uses data and artificial intelligence to **address specific needs, challenges, and opportunities within particular sectors or industries.** These applications are designed to enhance efficiency, improve decision-making, and provide innovative solutions tailored to the unique requirements of a specific industry.

Enterprise applications (function specific)

Software designed to **address specific organisational functions or tasks, leveraging data and artificial intelligence technologies** to enhance efficiency, decision-making, and overall performance. These applications are tailored to serve particular business functions and may span different industries.

Managed Data & AI services

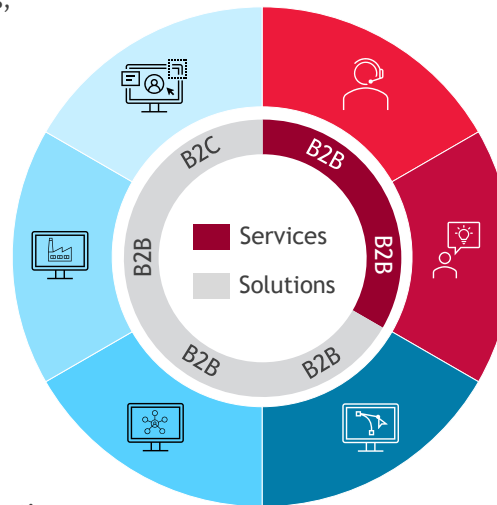
Managed AI services involve a third-party provider taking responsibility for **managing, maintaining, and optimising an organisation's data and artificial intelligence infrastructure and solutions.** Managed AI enables companies to develop and deploy AI/ML solutions that deliver ROI faster and at scale.

Consulting Data & AI services

A set of professional consulting services focused on **helping organisations leverage their data and implement artificial intelligence solutions** to achieve business objectives. These typically include Data & AI strategy development, data analytics solution development, Data Science and Machine Learning, etc.

Data & AI platforms

Integrated software solutions that combine tools, technologies, and services designed to facilitate various aspects of **managing, processing, analysing, and deriving insights from data,** as well as developing and deploying artificial intelligence applications.



TYPES OF DATA & AI TECHNOLOGY

Data & AI solutions are based on different technologies that enable enhancing customer experience, generating insights from data, as well as increasing the efficiency of processes

Data & AI technology types¹



Machine Learning

Machine Learning (ML) is a branch of AI that uses data and algorithms to imitate how humans learn, gradually improving accuracy. Deep learning is considered to be a subfield of ML, and generative AI is a subfield of Deep learning



Natural Language Processing

Natural Language Processing (NLP) refers to the branch of computer science, and more specifically, the branch of AI concerned with giving computers the ability to understand text and spoken words in much the same way human beings can



AI Robotics

AI Robotics refers to the integration of AI into robotic systems. This combination aims to enhance the capabilities of robots, enabling them to perceive, learn, make decisions, and interact with their environment in a more intelligent and autonomous manner



Computer Vision

Computer Vision is a field of artificial intelligence that enables computers and systems to derive meaningful information from digital images, videos and other visual inputs – and take actions or make recommendations based on that information



Speech Recognition

Many speech recognition applications and devices are available, but the more advanced solutions use AI. They integrate grammar, syntax, structure, and composition of audio and voice signals to understand and process human speech

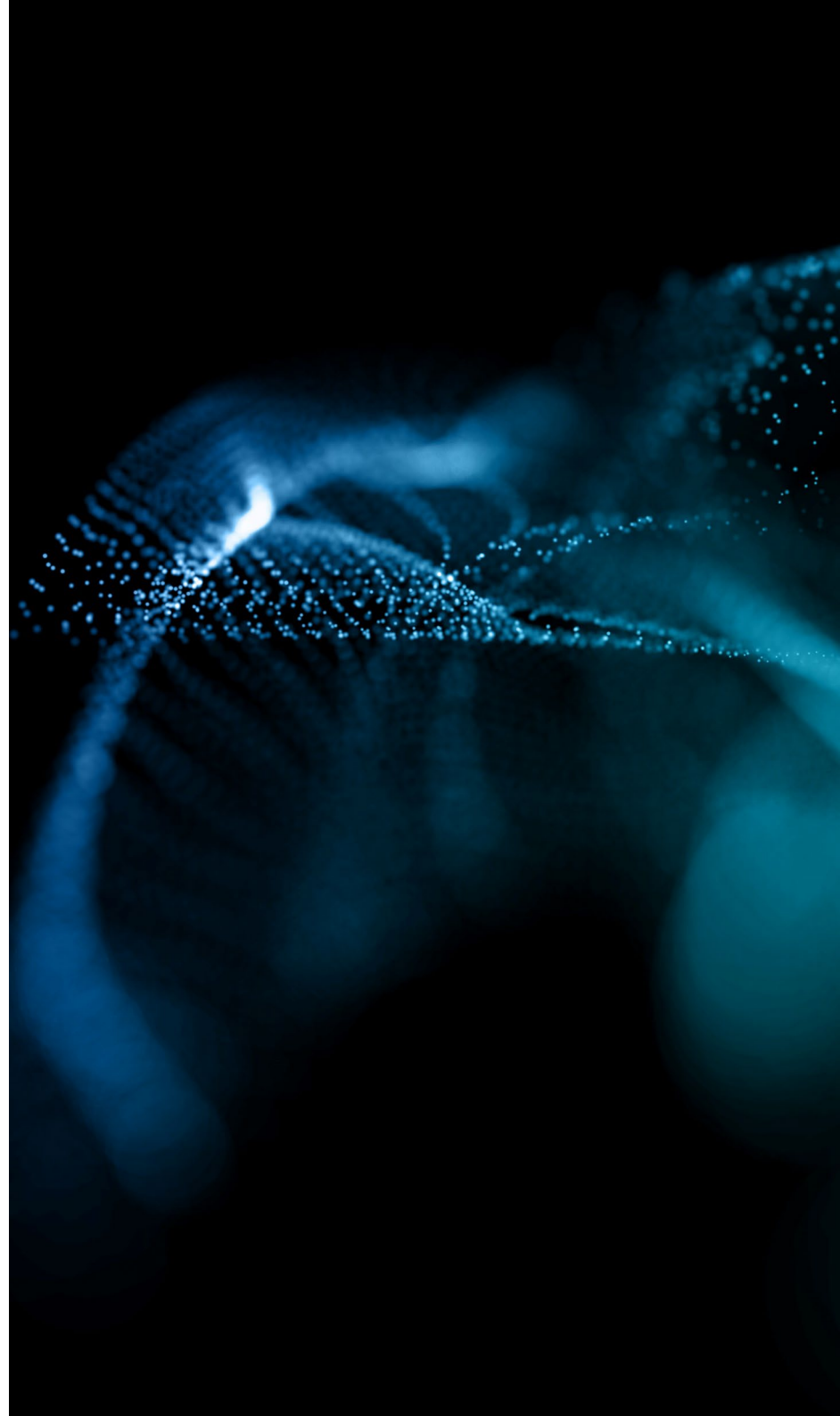


Data Science

Data Science combines math and statistics, specialised programming, advanced analytics, and AI with specific subject matter expertise to uncover actionable insights hidden in an organisation's data. These insights can be used to guide decision-making

Source: IBM website; Media overview
Notes: (1) The most common types of AI technology

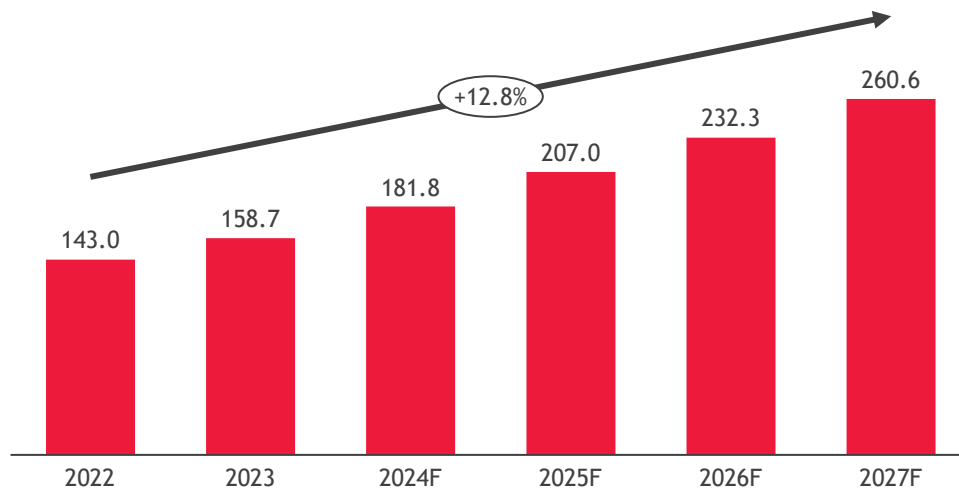
MARKET ANALYSIS



GLOBAL DATA & AI MARKET SIZE AND DYNAMICS

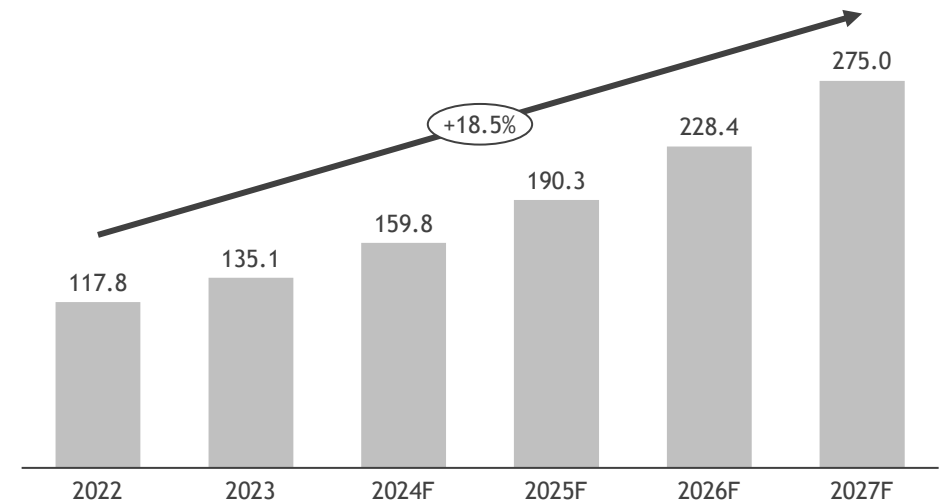
By 2027, the global Data & AI services are projected to grow at a CAGR of 12.8%, reaching €260.6bn, and the Data & AI solutions are expected to reach €275.0bn, growing at an average rate of 18.5%

Global Data & AI services market forecast, €bn¹⁻³



- ▶ Global Data & AI services market, which includes both managed and consulting services, is projected to expand at a CAGR of 12.8% in the coming years, as the demand for services facilitating the adoption and management of different Data & AI technologies by businesses will grow
- ▶ The AI services are expected to be the fastest growing segment in the overall Data & AI services market, given the rising public awareness of AI capabilities, spurred most recently by the ability to interact with free, web-based generative AI tools

Global Data & AI solutions market forecast, €bn^{4,5}



- ▶ Data & AI solutions market, including applications and platforms, is forecasted to grow at a CAGR of 18.5%, **reaching €275.0bn globally and slightly outpacing the global services market**. The growth will be driven by both enterprise applications and customer applications
- ▶ Generative AI software spending is expected to increase from 8% of the total AI solutions market in 2023 to 35% by 2027. The growth will be attributed to the rising integration of GenAI into future releases of enterprise applications

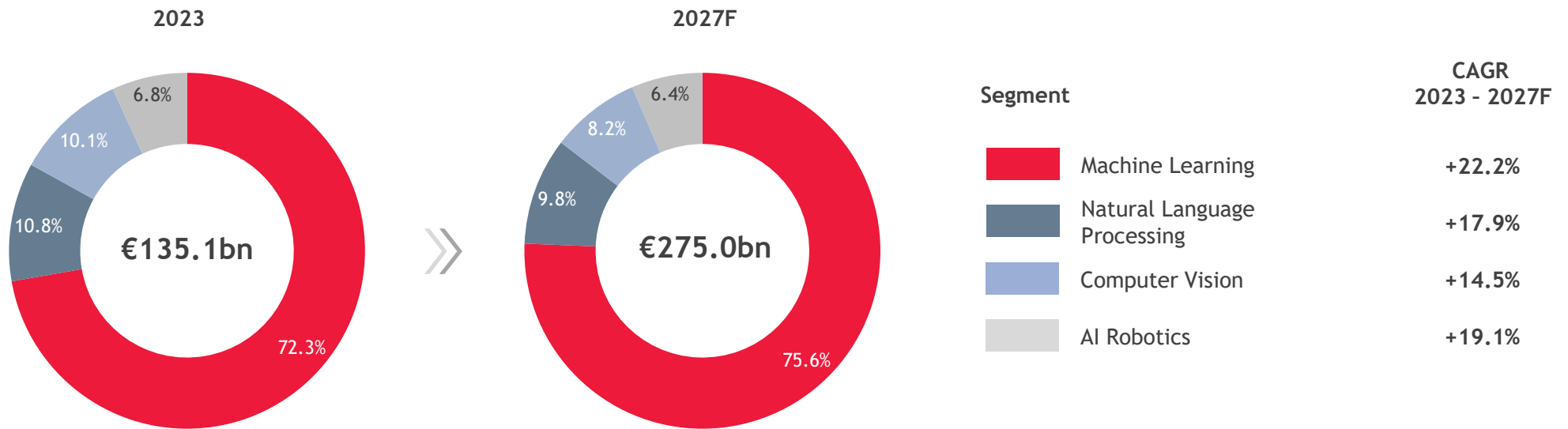
Source: Gartner website; IDC (International Data Corporation) website; Business Wire website

Notes: (1) According to IDC; (2) Includes Data & analytics & AI services (IT services and Business services); (3) Figures calculated based on the data from IDC and Businesswire; (4) According to Gartner; (5) Includes applications and platforms

MARKET SEGMENTATION BY TECHNOLOGY

Machine Learning is the core AI technology used in applications and platforms, and its share is forecasted to expand in the coming years, given the growing demand for Deep Learning and generative AI

Global Data & AI solutions market segmentation by technology, €bn¹⁻³



- ▶ **Machine Learning** accounted for 72.3% of the global Data & AI software solutions market in 2023. As the number of applications and platforms using ML will proliferate, the segment will expand at a CAGR of 22.2% by 2027, which is the fastest pace compared to other technologies
- ▶ **Generative AI**, a subset of Machine Learning technology, will become a significant growth driver. It has immense importance for various industries and functions, as it facilitates content creation and contributes to the problem-solving capabilities of different teams

- ▶ **Natural Language Processing** was the second largest segment of the Data & AI software market worldwide in 2023. It is projected to grow by 17.9% annually in the coming years amid its rising use for creating chatbots, document analysis, social media monitoring, etc.
- ▶ In 2023-2027, **Computer Vision** and **AI Robotics** segments will grow at a CAGR of 14.5% and 19.1%, respectively. These technologies have a wide range of applications within different sectors, including Security, Mobility, Agriculture, Manufacturing, Healthcare

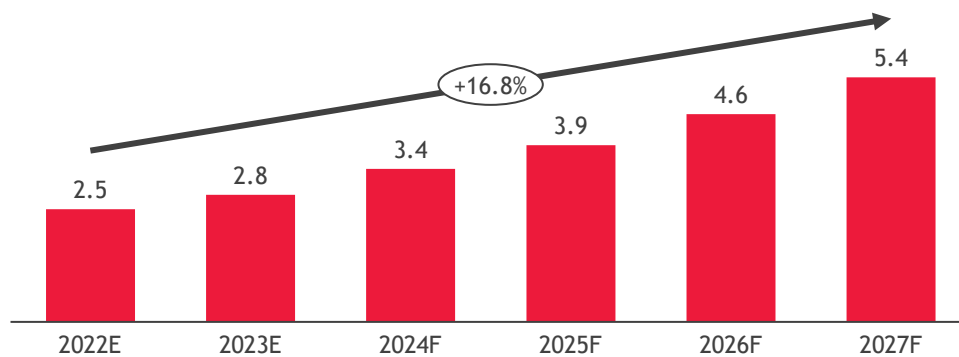
Source: Statista website; Bloomberg website

Notes: (1) Segment shares of the Data & AI software solutions market are taken from Statista. However, this source provides slightly other estimates of the absolute market value compared to Gartner; (2) Figures for the speech recognition segment are not available in the open-source; (3) Despite that Statista distinctly splits market segments by technology, in practice, they are often linked and used together. For instance, companies, among others, use Machine learning for Natural Language Processing and AI Robotics or Computer Vision in AI Robotics, etc. Use cases include various combinations of technologies per mentioned market segments and are not exhaustive

THE DUTCH DATA & AI MARKET SIZE AND DYNAMICS

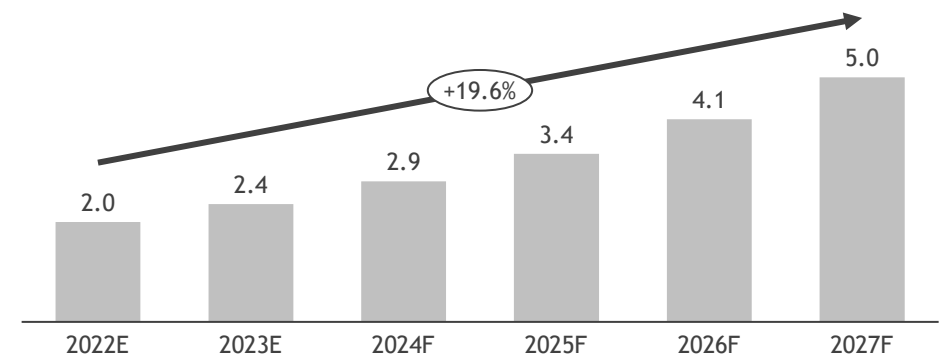
The Data & AI market in the Netherlands, including services and solutions segments, is estimated to exceed €10bn by 2027, growing at a slightly higher pace than the global market

Estimated Dutch Data & AI services market forecast, €bn¹



- ▶ **Data & AI services segment is forecasted to grow at a CAGR of 16.8% by 2027**, driven by the growing adoption of big data analytics and AI by Dutch enterprises, as well as by the obstacles faced by companies when integrating these solutions into their operations and processes
- ▶ Among those Dutch enterprises that considered implementing data and AI in 2022 but did not proceed with it, the major obstacle to the adoption was the lack of relevant experience.³ **This will drive the growing demand of businesses for both managed and consulting Data & AI services**

Estimated Dutch Data & AI solutions market forecast, €bn²



- ▶ **The Dutch Data & AI software solutions market segment is estimated to reach €5.0bn in 2027**, growing by almost 20% annually. The number of data & AI companies developing applications and platforms for both the Dutch and international markets will increase every year as well
- ▶ **Machine Learning holds the largest share in the market of Data & AI solutions in the Netherlands.** The Dutch companies, mostly startups and scaleups, are developing customer and enterprise applications, as well as platforms, leveraging ML and its subsets, deep learning and genAI

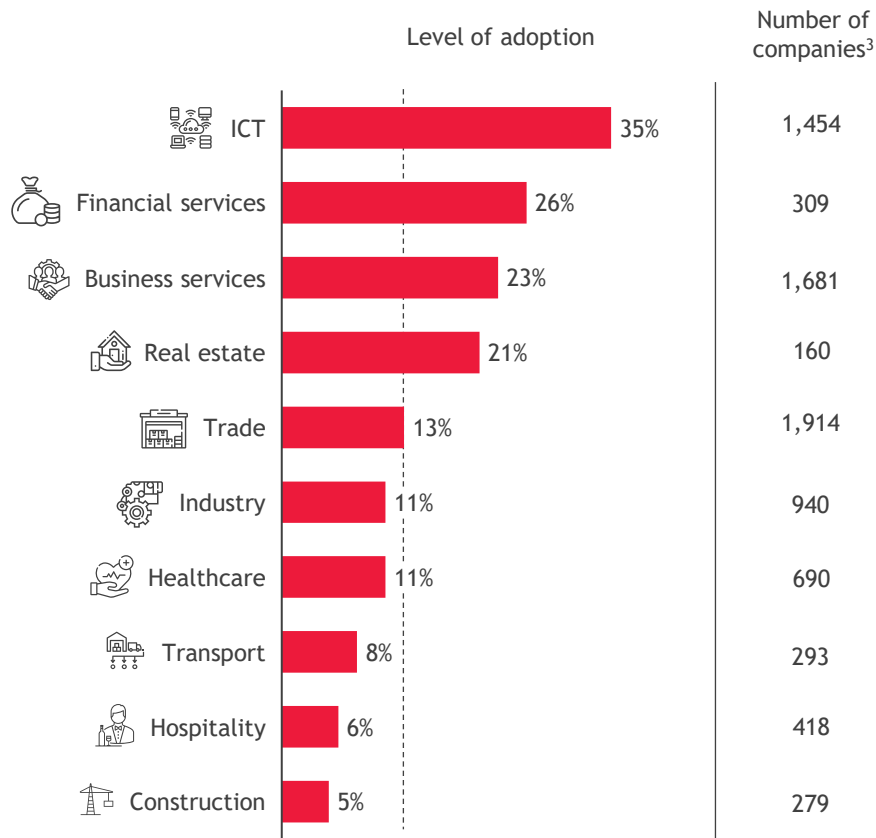
Source: Statista website; BDO Centers estimations

Notes: (1) Estimated by BDO Centers based on the data from IDC and Statista, and on the assumption that the share of the Dutch Data & AI services market in the global market equals to the share of the Dutch IT services market in the global market of IT services; (2) Estimated by BDO Centers based on the share of the Dutch AI software market in the global market according to Statista. However; absolute figures for the global market were taken from Gartner (3) According to CBS Netherlands

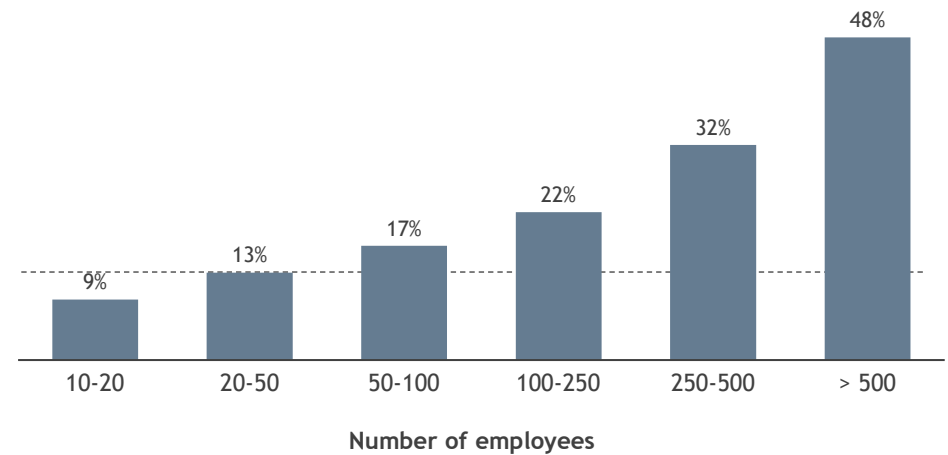
THE DUTCH DATA & AI MARKET DEMAND

As of 2023, ICT and Financial Services were the leading industries in terms of the use of AI technologies in the Netherlands, followed by Business Services, Real Estate, and Wholesale & Retail Trade

Share of the Dutch enterprises using AI by industry, 2023^{1,2}



Share of the Dutch enterprises using AI by company size, 2023¹



- ▶ The Dutch ICT sector was the leader in 2023 in terms of the adoption of AI technology, as companies used it for automation of tasks such as security monitoring, network troubleshooting, and software development
- ▶ AI and data analytics are mainly implemented by large organisations (over 250 employees), as they possess the relevant financial, technological, and human capital resources to integrate them into their operations
- ▶ The Dutch SMEs have a relatively low level of AI adoption due to the high costs and complexity of implementation. However, the growing interest in AI, which significantly increased in 2023, may change this trend

Source: Central Bureau of Statistics of the Netherlands (CBS) website

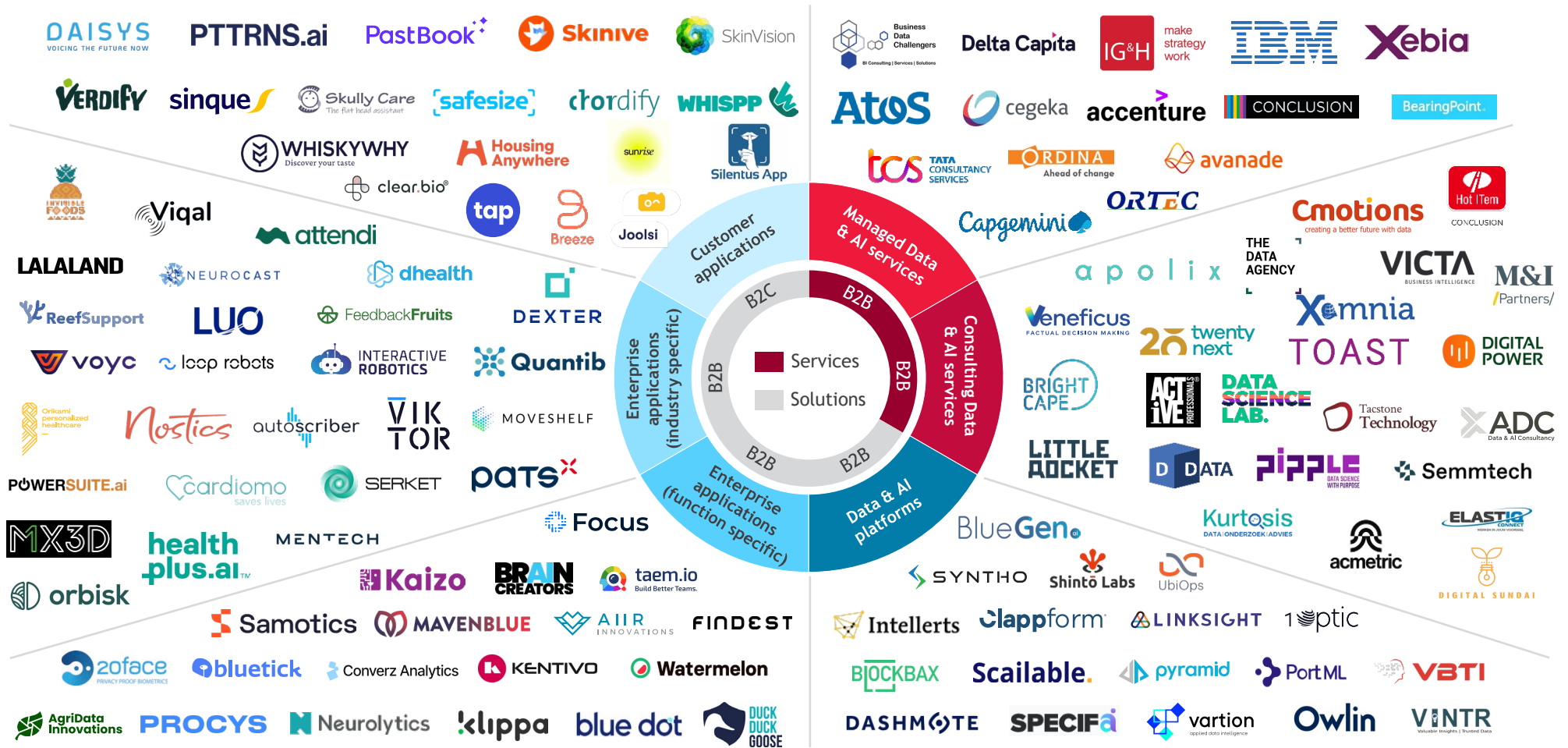
Notes: (1) Dash line indicates the average level throughout all enterprises in the Netherlands; (2) Figures are provisional; (3) Companies that have more than ten employees

MARKET PLAYERS



DATA & AI MARKET LANDSCAPE IN THE NETHERLANDS





































The Dutch Data & AI market landscape is highly diversified and represented mainly by a number of small startups and scaleups operating across different segments, yet there are also more mature companies



Source: BDO Centers analysis

DATA & AI PLATFORMS – BREAKDOWN BY TECHNOLOGY

There are different types of platforms on the market, with some solutions enabling the development of AI-based applications and other platforms leveraging AI technologies to generate insights from data

Company	HQ	Employees	Type	Machine Learning	NLP ¹	AI Robotics	Computer Vision	Speech Recognition	Data Science
 UbiOps		23	AI platform ²	+	-	-	-	-	-
 VBTI		20		+	-	-	-	-	-
 vartion		18		+	-	-	-	-	-
 Scailable		10		+	-	-	-	-	-
 PortML		2		+	-	-	-	-	-
 Intellerts		17	Data science platform ²	-	-	-	-	-	+
 Clappform		15		-	-	-	-	-	+
 BLOCKBAX		13		-	-	-	-	-	+
 LINKSIGHT		10		-	-	-	-	-	+
 1optic		7		-	-	-	-	-	+
 Shinto Labs		6	Synthetic Data platform ³	-	-	-	-	-	+
 SYNTHO		17		+	-	-	-	-	-
 BlueGeno		10		+	-	-	-	-	-
 pyramid		203	BI platforms ³	+	-	-	-	-	+
 DASHMTE		36		+	-	-	-	-	+
 Owlin		25		+	+	-	-	-	+
 SPECIFA		7		+	-	-	-	-	+
 VINTR		2-10		+	-	-	-	-	+

Source: BDO Centers analysis

Notes: (1) Natural Language Processing; (2) Platforms that enable the use of AI in various applications; (3) Platforms that use AI technologies

ENTERPRISE APPLICATIONS (FUNCTION SPECIFIC) – BREAKDOWN BY TECHNOLOGY





























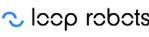







Machine Learning, Natural Language Processing, and Computer Vision are the most widely used AI technologies in the development of function-specific enterprise applications

Company	HQ	Employees	Type	Machine Learning	NLP ¹	AI Robotics	Computer Vision	Speech Recognition	Data Science
Watermelon		25	Customer Service & Support	+	-	-	-	-	-
Kaizo		15		+	+	-	-	-	-
Converz Analytics		2-10		+	-	-	-	-	-
blue dot		150	Finance & Reporting	+	+	-	-	-	-
klippa		95		+	+	-	+	-	-
PROCYS		20		+	+	-	+	-	-
taem.io <small>Build Better Teams.</small>		30	HR	+	-	-	-	-	+
Neurolytics		8		+	-	-	+	-	-
zoface <small>ANALYZE. PREPARE. ASSESS.</small>		13	IT & Security	+	-	-	+	-	-
AIIR <small>INNOVATIONS</small>		12		+	-	-	+	-	-
DUCK DUCK BOOSE		10		+	+	-	-	-	-
bluetick		2-10	Legal & Compliance	+	+	-	-	-	-
KENTIVO		2-10	Market Intelligence	+	-	-	-	-	-
Samotics		105	Operations	+	-	-	-	-	-
BRAN CREATORS		30		+	-	-	-	-	-
AgriData Innovations		14		-	-	-	+	-	+
FINDEST		35	Research & Development	+	+	-	-	-	-
Focus		13		+	+	-	-	-	-

Source: BDO Centers analysis
Notes: (1) Natural Language Processing

ENTERPRISE APPLICATIONS (INDUSTRY SPECIFIC) – BREAKDOWN BY TECHNOLOGY





































Industry specific enterprise applications are based on different types of Data & AI technology, which allow them to increase the efficiency of operations and processes within a particular industry

Company	HQ	Employees	Type	Machine Learning	NLP ¹	AI Robotics	Computer Vision	Speech Recognition	Data Science
 Viqal		7	Accommodation	+	+	-	-	-	-
 SERKET		15	Agriculture	+	-	-	+	-	-
 VIKTOR		45	Construction	+	-	-	-	-	-
 LALALAND		50	E-commerce	+	-	-	-	-	-
 PÓWERSUITE.ai		2-10	E-commerce	+	-	-	-	-	-
 FeedbackFruits		80	Education	+	+	-	-	-	-
 DEXTER		60	Energy	+	-	-	-	-	+
 voyc		24	Finance & Insurance	+	+	-	-	-	-
 orbisk		40	Food	+	-	-	+	-	+
 HUMAN FOODS		7		+	-	-	-	-	-
 Quantib		35	Healthcare	+	-	-	+	-	+
 Nostics		24		+	-	-	-	-	-
 NEUROCAST		15	Healthcare	+	-	-	-	-	+
 Digital Personalized Healthcare		14		+	-	-	-	-	+
 loop robots		10	Manufacturing	+	-	+	+	-	-
 MX3D		35		+	-	+	-	-	-
 LUO		11	Manufacturing	+	-	-	+	-	-
 ReefSupport		7		Maritime	+	-	-	+	-

Source: BDO Centers analysis
Notes: (1) Natural Language Processing

CUSTOMER APPLICATIONS – BREAKDOWN BY TECHNOLOGY

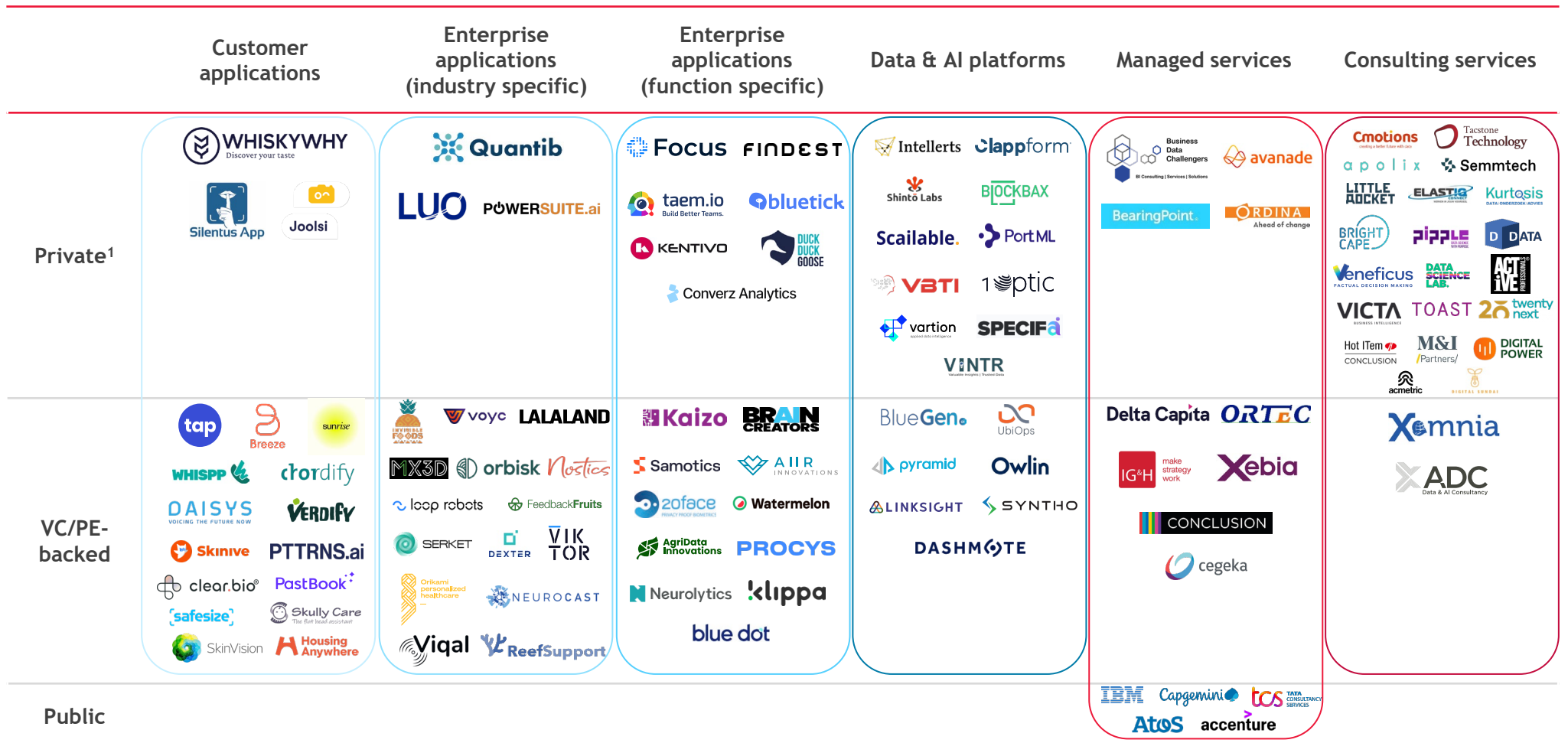
The majority of Data & AI customer applications leverage Machine Learning technology to enhance personalisation and customer experience, as well as NLP, Computer Vision, and other AI technologies

Company	HQ	Employees	Type	Machine Learning	NLP ¹	AI Robotics	Computer Vision	Speech Recognition	Data Science
 Housing Anywhere		100	Accommodation	+	-	-	-	-	-
 Breeze		20	Dating	+	-	-	-	-	+
 clordify		50	Education	+	-	-	-	-	-
 PastBook		50	Entertainment	-	-	-	+	-	-
 DAISYS <small>VOICING THE FUTURE NOW</small>		11		+	-	-	-	-	-
 Joolsi		2-10		+	-	-	-	-	-
 SkinVision		30	Health	+	-	-	-	-	+
 Clear.		20		+	-	-	-	-	+
 WHISPP		11		+	-	-	-	+	-
 Skinive		2-10		+	-	-	+	-	-
 Skully Care <small>The fall risk assistant</small>		2-10		+	-	-	-	-	-
 tap		6	Mobility	+	-	-	-	-	-
 navor		80	Nutrition	+	-	-	-	-	-
 VERDIFY		23		+	+	-	-	-	+
 Silentus App		2-10	Productivity	+	-	-	-	-	-
 safesize		53	Shopping	+	-	-	-	-	+
 PTRNS.ai		30		+	-	-	-	-	+
 WHISKYWHY <small>Whiskey & Beer</small>		2-10		+	-	-	-	-	-

Source: BDO Centers analysis
Notes: (1) Natural Language Processing

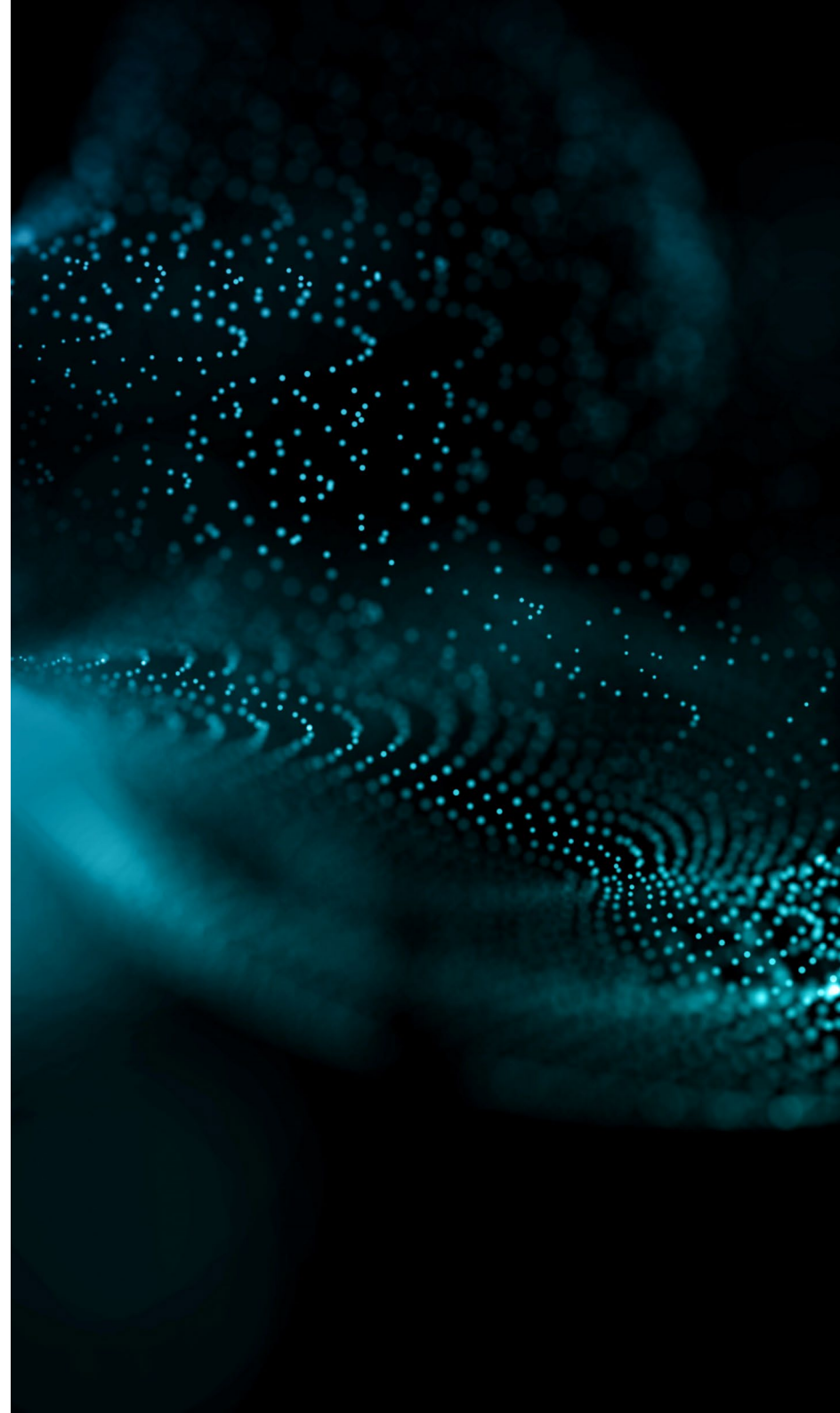
KEY MARKET PLAYERS – BREAKDOWN BY OWNERSHIP STATUS

Around 51% of key players in the Dutch Data & AI services market are VC- and PE-backed companies, the majority of which operate in the customer and enterprise applications segments



Source: Pitchbook website; Dealroom website; Crunchbase website; Tracxn website; BDO Centers analysis; Media overview
 Notes: (1) 'Private' category also includes companies that are operating subsidiaries

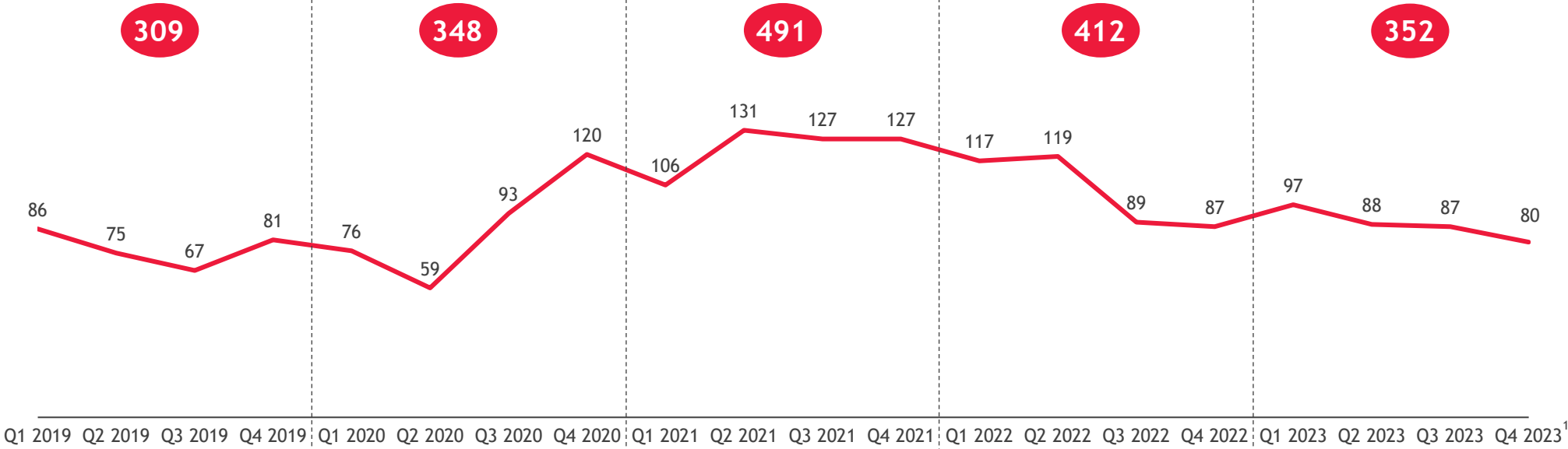
M&A DEVELOPMENTS



M&A DEVELOPMENTS – GLOBAL MARKET

While higher interest rates have made potential buyers more cautious over the past two years, some companies still seek an opportunity to acquire companies with promising solutions at a bargain

Number of M&A deals in the global Artificial Intelligence market



▶ Following the peaking volume of activity in 2021 and the first half of 2022, M&A activity in the global AI market continued its slowed pace with **352 transactions in 2023**, indicating a 14.6% decrease compared to 2022

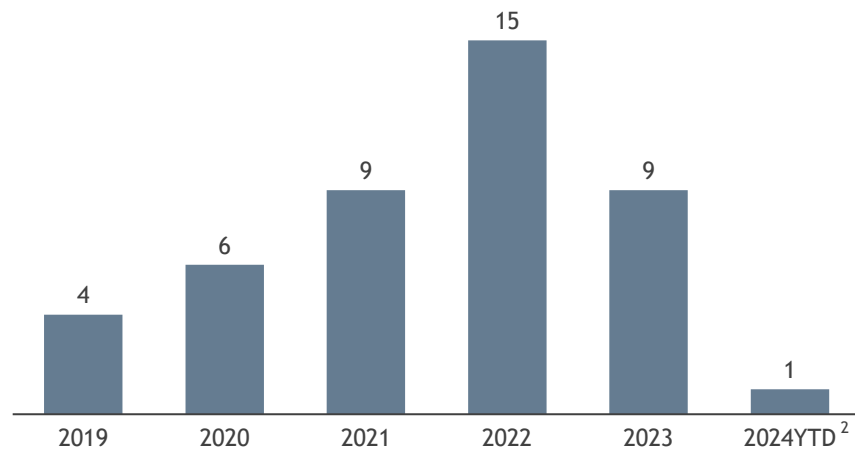
▶ The **higher interest rates and cost of developing AI solutions** were among the key factors that made potential buyers more cautious and impacted the reduction in the number of agreements in the AI market

Source: S&P Global website; Media overview
 Notes: (1) The number of confirmed deals comprised 40 as of 30th November, while the Q4 2023 total number of transactions was calculated based on average during 2023, including the market dynamics

M&A DEVELOPMENTS – DUTCH MARKET

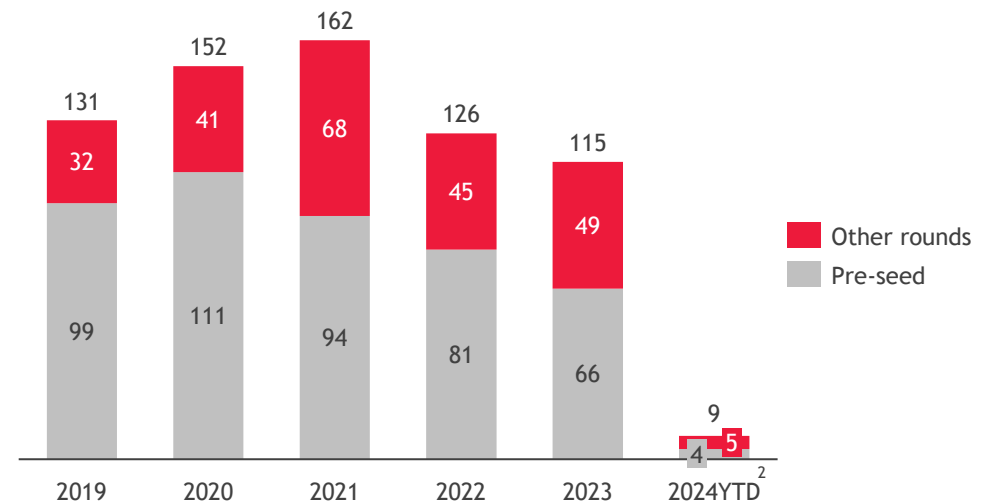
As the Dutch Data & AI market is in its early stage of growth and represented mainly by young startups and scaleups, the number of exits through acquisitions is currently at a relatively low level

Number of M&A deals in the Dutch Artificial Intelligence market¹



- ▶ The number of exits in the Dutch AI market reached its **highest point in 2022 with 15 deals**, which was followed by a decline to the pre-peaking level in 2023
- ▶ As the consolidation in the Dutch Data & AI market has not reached its highest potential yet, there is not enough data to make conclusions on year-to-year changes, **yet the overall trends indicate rising interest in acquisitions in 2021-2022**, which is in line with the global dynamics

Number of funding rounds in the Dutch Artificial Intelligence market³



















































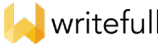






- ▶ The number of funding rounds of Data & AI companies in the Netherlands **surged in 2020-2021 amid the trends towards investing in digital solutions** after the COVID-19 outbreak, then it returned to an average level
- ▶ **The majority of funding rounds over the past years were pre-seed** (up to €1M), indicating that the majority of investors remain quite cautious and prefer making minor investments in AI startups

Source: Dealroom.co website

Notes: (1) Estimated based on the data from Dealroom and the search for M&A in the Dutch market in the open sources. The number of deals is not exhaustive; (2) As of 30 January 2024; (3) Based on data from Dealroom

RECENT M&A DEALS IN THE DUTCH MARKET (1/2)























































Over the past few years, about thirty domestic and cross-border M&A transactions have occurred in the AI market in the Netherlands, indicating a potential for further consolidation of the industry

Segment	Buyer	Target	Date	PE-backed	Technology	Description of the target's solution
Enterprise applications (industry specific)	 	 	Oct-23		Machine Learning, Natural Language Processing	Software solutions to process, centralise, and automate business needs for hotels
	 	 	Sep-23	-	Machine Learning, Data Science	The tool that analyses genetics for cancer detection
	 	 	Jul-23		Machine Learning	Data analytics tools for parcel shippers
	 	 	Mar-23		Machine Learning	Retrofit solutions for the shipping industry
	 	 	Nov-22	-	Machine Learning, Computer Vision, Data Science	Real-time digital sports engagement solutions
	 	 	Apr-22		Machine Learning	Anti-money laundering and transaction monitoring solution
	 	 	Apr-22		Machine Learning, Data Science	Route optimisation solution for last-mile home delivery
	 	 	Feb-22	-	Machine Learning, Data Science	Data analytics solutions for the real estate industry
	 	 	Jan-22		Machine Learning	Online marketing solutions that help brands to drive sales
	 	 	Jan-22	-	Machine Learning, Computer Vision, Data Science	Radiology solutions that enable faster and more accurate diagnosis of disease
Customer applications	 	 	Nov-23	-	Machine Learning	Automated writing and proofreading tool for academics
	 	 	Aug-23		Machine Learning	Development and design of PC games

Source: Dealroom.co website; Media overview

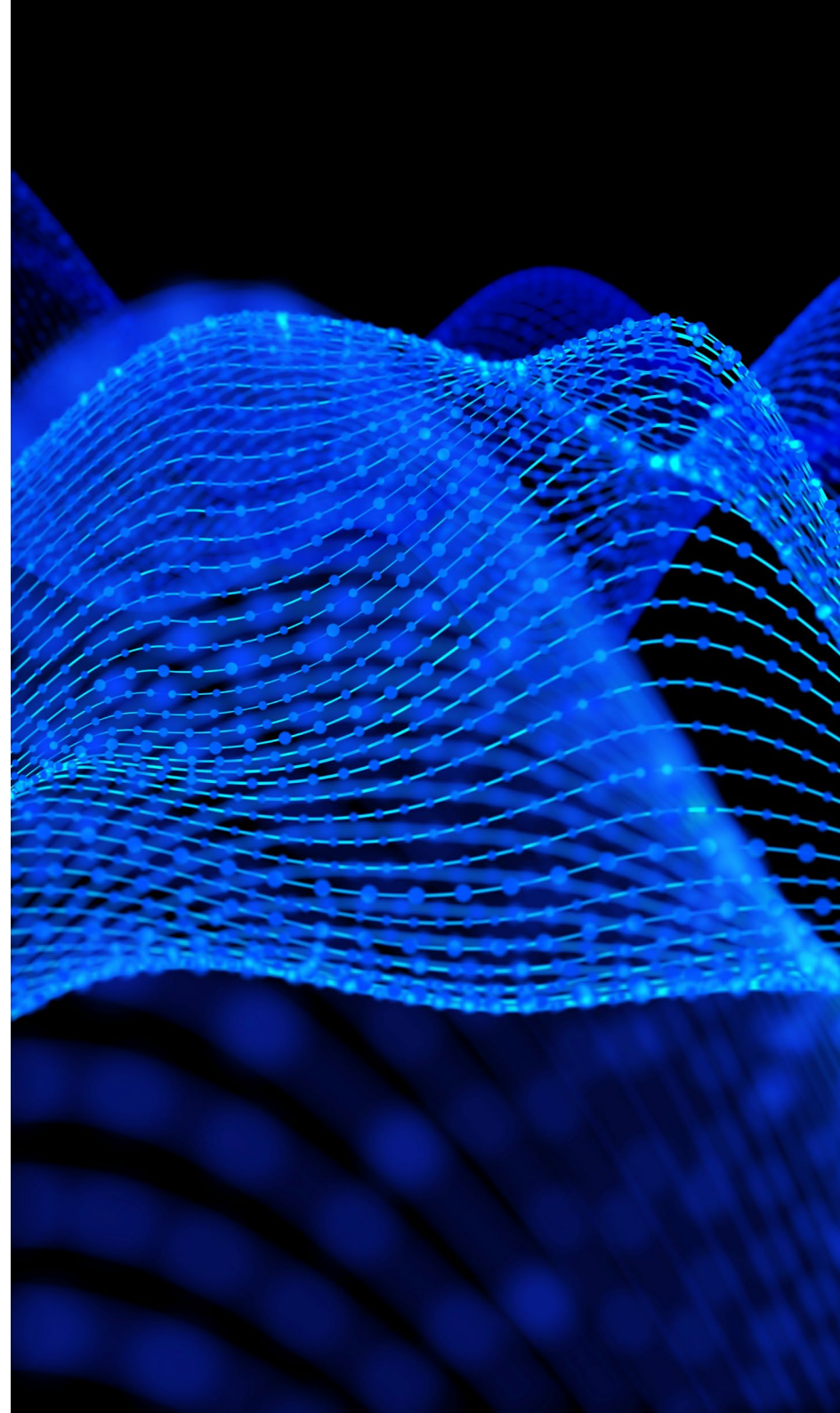
RECENT M&A DEALS IN THE DUTCH MARKET (2/2)

Acquisition of Data & AI companies allows buyers to strengthen their competitive positions, as well as helps to capitalise on the transformative potential of the technology in various aspects of their business

Segment	Buyer	Target	Date	PE-backed	Technology	Description of the target's solution
Enterprise applications (function specific)	 echo 	 ROAM 	Nov-23	-	Machine Learning	Location tracking and intelligence solution
	 SILO AI 	 MACHINE2LEARN 	Jun-23		Machine Learning	Customised AI solutions for the industry, healthcare, and services
	 LEFEBVRE SARRUT 	 bluetick 	Jan-23	-	Machine Learning, Natural Language Processing	The search platform for legal cases and jurisprudence
	 ADDTTECH 	 MCS 	Dec-22	-	Machine Learning	Industrial IoT solutions and private communication networks
	 ProcessMaker 	 doculayer. 	Sep-22		Machine Learning	Documents and images processing and management solution
	 Productsup 	 World of Content 	Jun-22		Machine Learning	Cloud-based software solution for content management
	 VISMA 	 lyanthe 	Mar-22		Machine Learning	Solution for automated accounting processes
	 DARKTRACE 	 CYBERSPRINT 	Feb-22		Machine Learning	Digital risk detection and protection solutions
	 BANKING CIRCLE 	 biller 	Feb-22	-	Machine Learning	Buy-now-pay-later payment solutions for online businesses
	Data & AI platforms	 NetworkOptix 	 Scailable. 	Jan-24	-	Machine Learning
Data & AI consulting	 BROAD HORIZON 	 2FOCUS DATA & ANALYTICS 	Dec-22		-	Data and analytics specialist focused on business intelligence tooling
	 Deloitte. 	 MarketRedesign 	Nov-21	-	-	AI company specialised in delivering advanced data science services

Source: Dealroom.co website; Media overview

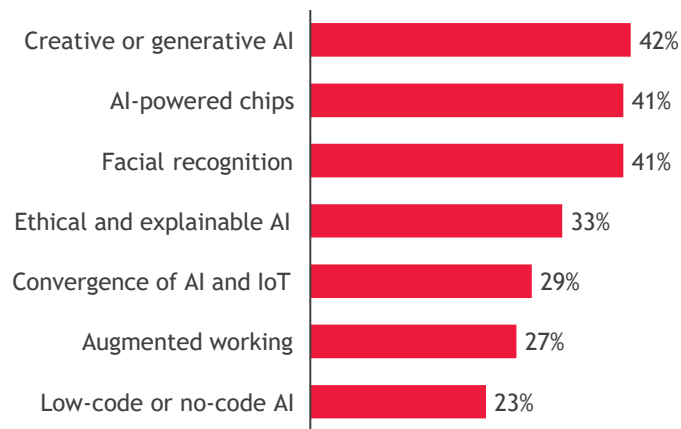
MARKET TRENDS



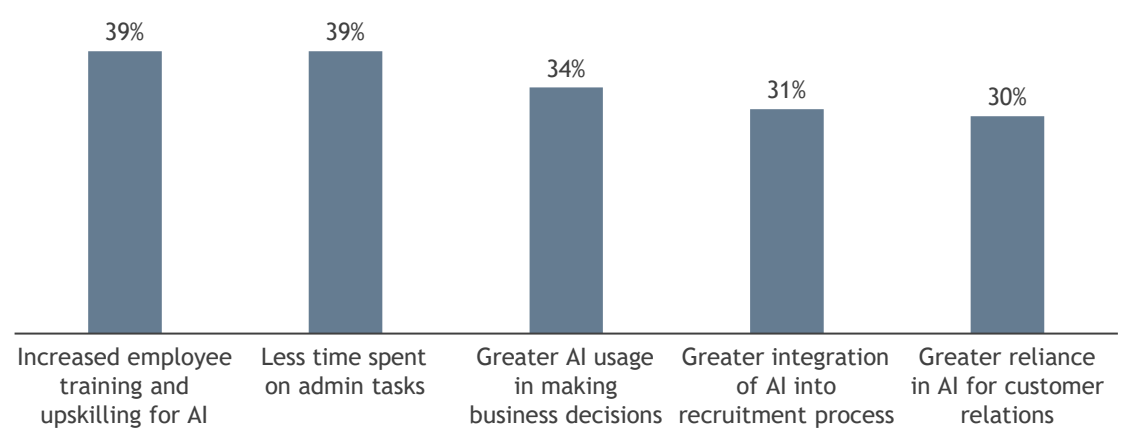
CURRENT MARKET TRENDS

Creative and generative AI, AI-powered chips, and facial recognition are seen as the most critical trends in the Data & AI sector, which currently define the technological agenda of Dutch businesses

AI trends of the highest interest for Dutch companies, % of respondents¹



The future impact of AI on Dutch businesses, % of respondents¹



- ▶ **Creative / generative AI is the top trend for most businesses in the Netherlands.** It became especially popular after the demonstration of ChatGPT opportunities in 2023. Generative AI has a wide variety of applications across different industries and business functions
- ▶ AI-powered chips are specialised processors designed to speed up the processing of AI workloads and improve performance by optimising tasks and providing the capacity for larger datasets. **About 40% of respondents representing the Dutch companies identified it as a top trend in 2023**

- ▶ Among the major benefits of implementing AI solutions by Dutch businesses are the **optimisation of time spent on administrative tasks** and the **more widespread use of AI in decision-making**. The expansion of AI solutions will also impact employee upskilling for the use of AI
- ▶ **The gradual implementation of AI into business processes of the Dutch companies** will also facilitate the recruitment process, as well as customer relations in terms of processing data of candidates or clients and in terms of communication with them

Source: Gcore, Digital Realty, AI.nl – The Current and Future State of the AI Industry in the Netherlands – [2023]

Notes: (1) Based on the interviews with 300 senior IT professionals and decision-makers from various business sectors in the Netherlands conducted in May 2023 (by Gcore, Digital Realty, AI.nl)

FUTURE MARKET TRENDS

Future development of the Data & AI market will be mainly shaped by the rapidly evolving technological landscape, as well as changing approaches to the implementation of AI solutions in business processes

Selected key trends and use cases by Dutch companies and startups



The shift from a code-centric approach to data-centric AI

A change from a code-centric model towards data-centric AI emphasises the importance of data in building effective AI systems. AI-driven data management, synthetic data, and advanced data labelling tools are designed to address various data challenges, including accessibility, volume, privacy, security, and complexity.



Toloka, Dashmote, and Agurotech constantly advance their internal data-centric environment, which supports the development of AI-powered information and insights for various clients



The growing demand for Edge AI

Edge AI's capabilities to process data at the point of creation at the edge, provide real-time insights, detect new patterns, and meet stringent data privacy requirements are among the main drivers of the technology's rising adoption. Furthermore, Edge AI facilitates the organisations' progress in AI development, orchestration, integration, and deployment.



Scailable, Innatera, and Axelera AI received funding for or started developing Edge AI solutions on their own, which could help to increase production and grow customer base amidst strong demand momentum



The shift towards cloud-native data ecosystems

The evolution of data ecosystems is characterised by a shift from self-contained or mixed software deployments towards the adoption of fully cloud-native solutions. By 2024, half of new system deployments in the cloud worldwide are expected to be based on cloud data ecosystems. This signifies a strategic departure from the traditional practice of manually integrated point solutions.



Mambu, Silverflow, and Ellipsis Drive actively utilise cloud-native platforms and develop cloud-based solutions for applications in banking and card payment processing and work with spatial files



The development of Emergent AI (including Generative AI)

Generative AI unlocks the potential for creating innovative, tailored, and practical solutions to enhance the quality of life, productivity, and growth. This technology is a stepping stone to the development of Emergent AI, which comes from collective intelligence and the behaviour of multiple generative models.



Stipl, Orq.ai, and Runnr.ai have recently received funding from investors, which will be used for further exploration and expansion of Generative AI to enhance their capabilities and business operations



The increasing attention to Responsible AI

Responsible AI is emerging as a transformative force, mitigating potential risks to society and AI. It encompasses many dimensions, such as realising business and societal value, assessing risks, building trust, ensuring transparency, and upholding accountability standards, which are often addressed separately in AI implementation.



Sparkwise, Deeploy, and Kosa AI declared that their business activity, as well as product and service offerings, are based on the foundations of responsible, ethical and compliant usage of AI

Source: Gartner website; EAIDB website; Companies' websites; LinkedIn website; Media overview

A futuristic woman is shown in profile, facing left. She has a highly detailed, glowing cybernetic headpiece. The headpiece is primarily blue and orange, with various lenses, sensors, and mechanical components. It appears to be a sophisticated piece of technology, possibly for communication or data processing. The background is a blurred city street at night, with warm lights and bokeh effects.













A short introduction
BDO Tech M&A

We are one of the world's most active M&A advisors



BDO TECH M&A

Our Dutch BDO Tech M&A team focuses on three subsectors within the technology domain

<p>Digital agencies</p> <p>Extensive network and various engagements with both buy- and sell side experience</p>	<p>IT services</p> <p>Engaged with (inter)national IT service providers</p>	<p>Vertical market software</p> <p>Strong relationships with private equity</p>
 <p>Maarten Kuil Head of BDO TMT NL Partner</p>	 <p>Lennaert Veenstra Corporate Finance Senior Manager</p>	 <p>Bram Schop Debt Advisory Senior Manager</p>
 <p>Bart Receveur Head of Deal Advisory TMT Senior Manager</p>	 <p>Anneroos Lindemulder Corporate Finance Jr. Advisor</p>	 <p>Tom van Ekkerscot Transaction Services Senior Manager</p>
 <p>William de Lange Corporate Finance Sr. Advisor</p>	 <p>Lars Berger Corporate Finance Sr. Advisor</p>	 <p>Leon Zijlstra Corporate Finance Manager</p>
 <p>Susanne Friedrichs Corporate Finance Jr. Advisor</p>	 <p>Marc Pietsch Corporate Finance Jr. Advisor</p>	 <p>Roel van Dijk Corporate Finance & Valuations Manager</p>

Recent deal involvement



FULL-SERVICE PARTNER

We can assist you on every matter along the way, with a multidisciplinary M&A-team with close to 100 professionals in the Netherlands, and many more internationally

Corporate finance



- Buy/Sell Support
- Merger support
- Ready-to-sell preparations
- Management buy-out (MBO)
- Management buy-in (MBI)

Valuations & Modeling



- Company valuations
- (Goodwill) impairment test
- Purchase price allocation
- Intellectual property valuation
- Valuation for fiscal purposes

Debt advisory



- Acquisition & stapled financing
- Recaps, refinancing & restructuring
- Growth, working capital & capex financing
- Alternative & direct lending

Due diligence



- Acquisition, vendor & lender support
- Vendor assistance support
- Fast financial insights
- Independent business review

M&A strategy



- Value creation analysis & execution
- Exit strategy & preparations
- 100-days planning & executions
- Post-merger integration

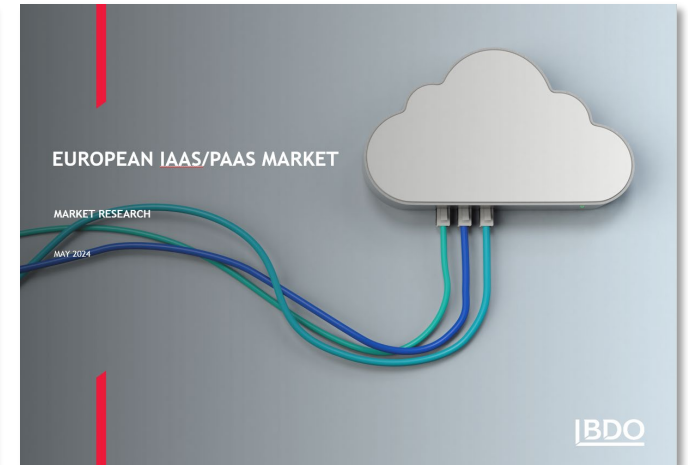
Additional support



- HR - Interim & executive search
- Tax advice - Structuring & compliance
- Legal - Structuring & documentation
- Data Analytics - Dashboarding

THOUGHT LEADERSHIP

We are a thought leader and actively contribute to the developments in the global TMT market



PROVEN TRACK RECORD

We support approximately 50 Tech related deals with our M&A team annually. With that experience in mind, we are happy to support you

Deal Description	Date
RAIL CUBE has been acquired by MAIN CAPITAL PARTNERS. BDO M&A acted as advisor to the seller. Amelink Advocaten acted as legal advisor to the seller.	May 2023
RIGHT PEOPLE SMART SOLUTIONS has acquired Capital-A (investment partners). BDO M&A acted as advisor to the seller.	February 2023
MAIN CAPITAL PARTNERS has acquired weFact. BDO M&A acted as advisor to the seller.	January 2023
SUPPORT BOOK has been acquired by SALVES Zeker ueterei. BDO M&A acted as advisor to the seller.	January 2023
NEWCRAFT has been acquired by WPP. BDO M&A acted as advisor to the seller in this transaction.	September 2022
VISMA has acquired zilliz een zorg minder!. BDO M&A acted as advisor to the buyer.	June 2022
textkernel has acquired akyla. BDO M&A acted as advisor to the buyer.	June 2022
LiveWall IM has sold a majority stake to playgrounds. BDO M&A acted as advisor to the seller in this transaction. Backed by Educational Investment.	February 2022
M2mobi merged with MOVEAMOBILE. BDO M&A acted as advisor to the seller in this transaction. Bank funding is provided by ING.	February 2022
MYBIT GROUP has acquired DOCKBITE SHAPING THE FUTURE. BDO M&A and BDO Legal acted as advisors to the buyer. Bank funding is provided by ING.	December 2021
VORTEX CAPITAL PARTNERS acquires a majority stake in MYBIT GROUP and DSE. BDO M&A acted as advisor in this transaction. Bank funding is provided by ING.	November 2021
solimas has been acquired by INTERSTELLAR. BDO M&A acted as advisor to the seller in this transaction.	January 2022
archipel raises growth funding from pride (Capital Partners) to realise the acquisition of edubookers.com. M&A acted as advisor of the buyer in this transaction.	June 2022
TEMATI THINKING SOLUTIONS has been acquired by ipcom. BDO M&A and BDO Legal acted as advisor to the seller in this transaction.	June 2022
VISMA has acquired SMART TRACKERS. M&A acted as advisor of the buyer in this transaction.	May 2022
SOLARWATT has acquired REConvert. BDO M&A, Legal and Tax advised the buyer in this transaction.	May 2022
Oribi ID SOLUTIONS has acquired SMARTAIM. BDO M&A acted as advisor to the buyer.	May 2022
APPABSOLUTELY has been acquired by valtech. BDO M&A acted as advisor to the seller.	August 2022
VISMA has acquired rompslomp. BDO M&A acted as advisor to the buyer in this transaction.	January 2022
MAIN CAPITAL PARTNERS has acquired a majority stake in avinty. BDO M&A acted as advisor to the buyer.	August 2022
MAIN CAPITAL PARTNERS has acquired PRO4ALL (HUMAN TOUCHER). BDO M&A acted as advisor to the buyer in this transaction.	April 2022
VISMA has acquired DATAPAS. BDO M&A acted as advisor to the buyer.	November 2021
VORTEX CAPITAL PARTNERS has acquired a majority stake in ENERGY 21. BDO M&A acted as advisor in this transaction. Bank funding is provided by Rabobank.	October 2022
Simfony has been acquired by iBASIS POWERED BY TOFANE. BDO M&A acted as advisor to the seller in this transaction.	February 2022
VISMA has acquired Beeples. BDO M&A acted as advisor to the buyer.	October 2022
VISMA has acquired OutSmart. BDO M&A acted as advisor to the buyer.	October 2022
REDUCATE has acquired eLearning MadeEasy. BDO M&A acted as advisor to the buyer.	December 2022
NEWPORT CAPITAL has acquired CANTORCLIN. BDO M&A acted as advisor to the buyer in this transaction.	March 2022
Mail to pay has acquired pom. BDO M&A Debt Advisory acted as advisors to the buyer. Bank funding is provided by KBC.	December 2022
SIGMAX has been acquired by QUADRUM CAPITAL. BDO M&A acted as advisor to the seller.	June 2022
Mentha Capital has acquired Tepr. BDO M&A acted as advisor in this transaction.	July 2022
Mentha Capital has acquired Zibber. BDO M&A acted as advisor to the buyer in this transaction.	May 2022
VISMA has acquired RELIFORCE. BDO M&A acted as advisor to the buyer.	March 2022

Numbers and league tables are one thing; It's the end result which counts

We strive to surpass your expectations, with personal commitment and tenacity, tirelessly working to ensure the success of each transaction



“ BDO M&A's practical approach, technical advice and speed of delivery proved invaluable in navigating this process and getting this balanced deal to the finish line quickly.

Eelco van de Wiel
Founder, Cape



After stalled negotiations, we sought the assistance of the BDO Tech&Media team, and it turned out to be a great outcome. With a solid financial foundation and a broader, well-structured process, we ultimately closed a deal that exceeded our initial expectations.

The personal relationship with the team made the intensive collaboration highly enjoyable, and their market knowledge was crucial.

Dave Pollaert
Founder, Flashpoint



The persistence, market knowledge, and personal involvement are, in my opinion, what sets the BDO Tech&Media team apart. Roel and Maarten went above and beyond to negotiate a successful deal in a challenging setting.

Michiel Banneke
Founder, M2Mobi/MOVE



BDO Corporate Finance

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