

Dataproces Elaborates on Growth Strategy Towards 2030

Dataproces held an investor presentation on Friday, 6 February, where the company had the opportunity to elaborate on its new growth strategy.

Towards 2030, Dataproces has set a target of achieving revenue of DKK 200 million. By comparison, revenue for the current financial year 2025/26 is expected to amount to DKK 44–50 million, which in broad terms corresponds to a fourfold increase by 2030. This growth is to be achieved through a combination of organic growth and acquisitions. Although the exact distribution between acquisitions and organic growth has not been firmly decided, the company currently expects DKK 84 million to come from acquisitions and DKK 116 million from organic growth, primarily in Denmark.

This corresponds to an expected average annual organic growth rate of 23.6% over the strategy period. According to CEO Kasper Lund Nødgaard, this is ambitious but realistic when considering the company's historical development, where an average annual growth rate of 31.1% has been achieved over the past five years, as well as the additional sales potential within Danish municipalities.

Germany will be a key market in the company's acquisition strategy. Through the acquisition of Boelplan, Dataproces has already gained a foothold in the market. The company has analysed the German market, which, according to Dataproces, resembles the Danish market as it was 14 years ago, when it was not as digitalised as it is today. This therefore represents significant potential, with more than 11,000 municipalities, of which Boelplan has sales potential in approximately 4,500.

However, Dataproces is primarily focusing on the 711 German municipalities with more than 20,000 inhabitants. This is because the company believes it can sell more than one of its solutions in these municipalities, thereby offering greater sales potential. This mirrors the company's experience from the Danish market, where its solutions are most relevant for municipalities that are neither too small nor too large. By comparison, Denmark has only 98 municipalities, which further underlines the significant growth opportunities south of the border.

With the updated strategy, Dataproces will going forward place greater emphasis on growth and scaling rather than ongoing optimisation of profit margins. This means that a larger share of the company's earnings is expected to be reinvested in product development, market expansion, sales initiatives and selective acquisitions. The execution of the strategy also requires continued strong performance and will be continuously assessed and adjusted in line with changing market conditions and strategic opportunities.

The investor presentation from Friday can be found on the company's website, where CEO Kasper Lund Nødgaard presents the strategy. In connection with the strategy announcement, he stated:

With a new management team, we have chosen to focus Dataproces' strategy on efficient scaling and growth in Denmark and especially Germany, where we see the greatest long-term potential. In a more volatile market, we will actively pursue growth opportunities while maintaining a responsible capital structure and financial discipline towards our ambition of DKK 200 million in revenue in 2030.

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