



Investor Presentation

June 29th 2020

franchiumbertomarmi

Today's presenting team



Alberto Franchi Chairman and CEO

- Started working in FUM family business in 1988
- FUM Chairman and CEO since 1990



Bernarda Franchi Deputy Chairman and CEO

In FUM since 1991

- CEO of Franchi Umberto Marmi since 1991
- 1987 1991: Manager with Franchi Umberto & Figli
- 1981 1987: Employed by Borghini P. & Franchi Umberto



Carlo Varni Commercial Director

- In FUM since 1991
- Started to work in the Commercial Department in 1998
- Since 2008, in charge of the commercialisation of slabs



Marco Nannini CFO

- In FUM since 2018
 2016-2018 Senior Controller at Erton
- 2014-2016 Senior Controller at Pro Art
- 2011-2014 Investment controller at Magneti Marelli





A leading player in the segment of luxury marble

€65m 2019 Revenues 13% Revenues

Company's overview

CAGR' 17A-'19A

€27m 2019 Adj. EBITDA⁽¹⁾ **41%** 2019 Adj. EBITDA margin⁽²⁾ €17m Net income 26% Net income margin⁽²⁾ €6m 2019 Net cash

Headquarter with dedicated showrooms

<image>



- Founded in 1971 and headquartered in Avenza di Carrara (Massa-Carrara), Franchi Umberto Marmi S.p.A. ("FUM" or the "Company") is engaged in cutting, shaping and finishing ornamental and building Carrara marble
- The Company's product offering includes Carrara marble slabs and blocks for the high-end segment of the market
- FUM is a well-known and recognized player around the world, with 38% of revenues generated in Italy and 55% of revenues generated outside EMEA, of which c. 31% in Asia and c. 20% in North America
- FUM owns headquarters of 47,000m², with 5 modern warehouses used as showrooms as well as 3 separate spaces close to the HQ to display FUM products, and a pavilion used as a meeting and exhibition room
- The Company can leverage on privileged access to over 30 quarries in the Apuana district and direct procurement of high quality marble, allowing its clients to take advantage of the most valuable materials
- FUM is controlled by Alberto Franchi S.s. (15.0%), Bernarda Franchi S.s. (15.0%) and Holding Franchi S.p.A. (70.0%)

Note: all figures have been adjusted for IFRS15. FY17 - FY18 are carve-out financials that reflect the accounting effect from the de- merger which took place on 11 October 2018.

(1) Adjusted Ebitda is calculated as profit for the year, before income taxes, financial charges and income, gain/losses on exchange, depreciation and amortisation, gain on disposal of building and IPO Costs.

(2) Margin calculated on Value of Production (Revenues + Other Income, excluded gain on disposal of Buildings).

FUM is uniquely positioned in the value chain





FUM's key investment highlights

High-end positioning in growing segment of luxury marble



Global presence with focus on high-growth markets



Privileged access to over 30 quarries and direct procurement



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Prompt availability of product transformed with an advanced technological approach



Superior financial profile with attractive growth and margins



Well defined growth strategy



1 High-end positioning in growing segment of luxury marble

FUM is consistently at premium within the Carrara marble (raw marble average selling price in € / ton)

Representative FUM quality marble portfolio



Source: "Rapporto marmo e pietre nel mondo", april 2020; "The Preservation of Stone Monuments in the Mediterranean Basin" by Lorenzo Lazzarini.

(1) FY19 figures take into account revenues from the top 10 countries by revenue size (top 10 countries represented 92% of FY19 revenue).





2 Global presence focused on high-growth markets

FUM has built an extensive network of clients



Note: Company's financials statements 2017, 2018, 2019 are IAS/IFRS. FY18 and FY17 are carve-out financials that reflect the accounting effect from the de-merger which took place on 11 October 2018.

③ Privileged access to over 30 quarries and direct procurement

FUM differentiating characteristics from competitors

1) FUM enjoys privileged supply through **long-term preferential contracts** and **retains full optionality** to acquire and trade quality marble, depending on market demand



2 Pre-emption rights in contracts allow FUM to selectively buy marble ahead of competitors and maintain large availability of high-end product with fast delivery to clients

Privileged marble supply

- 10-year contracts (renewable for additional 5/10 years, without excluding rolling renewals)
- **Right to buy** a pre-determined percentage of annual production
- **Pre-emption right** on remaining unsold lots
- Right to refuse the lot of marble made available by the supplier

On the basis of Article 38 of the Regional Law of 2015, the terms of expiry of the quarries authorizations or concessions can be increased up to a maximum total of twenty-five years, with the commitment to process at least 50 percent of the material in the local production system

In the event that the Agreements with suppliers should not be renewed upon expiry or should they be terminated in the meanwhile for reasons not attributable to the Issuer, FUM has option agreements to purchase the shareholdings held by Carrara Real Estate in NPA Srl, MPA Srl, MC Srl and by A.Franchi and B.Franchi in Bettogli Marmi Srl







Prompt availability of product...

FUM headquarters



The Company owns headquarters of **47,000m**², with **5 modern warehouses** used as showrooms

Around the headquarters, **3 separate spaces** have been created to display FUM products, and a **pavilion** to be used as a meeting room and exhibition room **Prospect showroom**



The Company plans to expand its showroom by 2020, reaching an area of **over 12,000m**², thus becoming the largest commercial space dedicated to Carrara Marble in Italy

Showroom in Carrara



Part of FUM's success is a result of Management's ability to pursue innovative marketing strategies for the sector

FUM was a regional pioneer in the use of showrooms and the participation to international fairs

Product premium positioning



First player to drastically change the way the product is presented, as **a piece of luxury clothing** or a **jewel**

FUM has identified additional marketing initiatives such as **partnerships with stone sculptors** to extol Carrara marble or a **new exhibition corner** at the most important Italian dealers' showrooms





Source: Company information

4 ... transformed with an advanced technological approach



2

3

- The marble blocks are cut in the sawmill located in Carrara
- Four machines work in three shifts with a production capacity of 35,000 40,000m² of slabs per month
- Depending on the request, the marble slabs are sawn to 2 or 3 cm thickness

Squaring:

The slabs are subject to strict controls and to a squaring treatment aimed at making the marble as regular as possible to eliminate any defects

Cleaning:

5

Drying treatment carried out in FUM's facilities in Carrara

Resining:

- Resin treatment that reinforces structurally slabs or blocks and produces an homogenous surface, by eliminating natural defects, porosity, cracks and fissures
- Some blocks are subject to an additional process that enhances its quality, which we refer to as "risanamento"
- Currently, resining is outsourced to third parties, post installation of new machines it is expected to be internalised

Finishing:

- Particular treatment of the marble through abrasives of different grain capable of occluding the porosity and making the treated material particularly shiny
- A polishing machine with a production capacity of 20,000 m² of slabs permonth















Superior financial profile with attractive growth and margins



Note: Company's financials statements 2017, 2018, 2019 are IAS/IFRS. FY18 and FY17 are carve-out financials that reflect the accounting effect from the de-merger which took place on 11 October 2018.

(1) Defined as the sum of Net revenues + Other Income + Extraordinary Income for gain on disposal of building.

(2) Adjusted Ebitda is calculated as profit for the year before income taxes, financial charges and income, gain/losses on exchange, depreciation and amortisation, gain on disposal of building and IPO Costs. (3) Adj. Ebitda Margin is calculated as Adjusted Ebitda on Total Revenues, excluded gain of disposal of building. (4) Cash generation defined as Adjusted EBITDA - Capex (both tangible and intangible); (5) Cash conversion rate defined as (Cash generation/Adjusted EBITDA).





Superior financial profile with attractive growth and margins (cont'd)

Capex (€k)

Net Working Capital (€k)



accounting effect from the de-merger which took place on 11 October 2018.

6 Well defined growth strategy



Source: Company information





Key building blocks of FUM success

Long term structural demand drivers of marble consumption

- Global mega-trends
- Increasing UHNW wealth⁽¹⁾
- Above average market growth of luxury products⁽²⁾
- No reliance on any specific end market

- Our position in the premium segment of the marble industry
- Italian marble has premium positioning globally⁽³⁾
- Carrara marble is a superior product compared to other regions⁽⁴⁾



- Ability to promote less
 widely-known marbles
- Increasing markets
 penetration
- Future partnerships to access new markets



13% revenue CAGR 17-19 41.3% Adj. EBITDA margin 2019





(2) According to the press release «Luxury segment in good health: 5% growth in 2018» published by

Altagamma (15 November 2018), the global luxury market grew by 5% in 2018, compared to a FUM revenue growth of 26%.

(3) According to «XXX Rapporto Marmo e Pietre nel Mondo 2019 e 2020», by Carlo Montani, Italy is the country with the highest average selling price of special processed stone exports.

(4) According to «II distretto lapideo apuano nei mercati internazionali», the raw marble average selling price (\notin/ton) from Carrara was 1.2x higher than that from Italy.



Transaction overview

franchiumbertomarmi Equity Value FUM: €290m		 Acquisition of Franchi Umberto Marmi shares by TheSpac: €59.4m, net of redemptions 55%-75% dividend payout ratio approved by the Company's BoD
Adjusted EBITDA 2019 Net Proft 2019 mplied EV / 2019 adj. EBITDA multiple	27.0 16.6 10.5x	Merger by incorporation of FUM into TheSpac
mplied P / E multiple Enterprise Value	17.5x 284	 The resulting company will be renamed FUM
2019 adj. NFP Equity Value	(6) 290	Promote Shares mechanism substantially revised to improve market appeal
THESPAC		 Listing on AIM Italia market as a result of the merger of Franchi Umberto Marmi into TheSpac
Equity Value THESPAC: €59.4m ⁽¹⁾		 Listing process on MTA (possibly STAR segment) to be set up possibly within 6 months since the merger becomes effective ⁽²⁾

 $\frac{4000}{1000}$ months since the merger becomes effective ⁽²⁾

- (1) €60m net of 1% of the tied-sums that will be used to support the costs necessary for the business combination
- (2) FUM Shareholders, in the 6 months following the date on which the merger becomes effective (the "Effective Date"), may, at their discretion, propose to the Shareholders' Meeting the listing project on MTA. Starting from the sixth month following the Effective Date, FUM Shareholders, in the event that during 30 consecutive stock exchange trading days, certain share prices occur, have committed themself to convene the post-merger shareholders' meeting for the MTA.



Financial instruments

1	Incentive to TheSpac shareholders approving combination
WARRANT INCENTIVE	 Warrants assignment follows the details below: At IPO, shareholders received 2 warrants every 10 shares, now listed on the Italian Stock Exchange At the merger 3 cashless warrants every 10 shares will be assigned to TheSpac shareholders
2 SPECIAL SHARES: REVISED MILESTONES	 Trigger prices and weights have been revised to further improve market appeal 211,000 special shares, reserved to Promoters of TheSpac, will be convertible as follows: 126,600 special shares (60% of total) with a conversion ratio of 1:6, of which a) 35% of total special shares at the Business Combination b) 5% of total special shares if the price reaches € 11.0 (originally 25%) c) 10% of total special shares if the price reaches € 12.0 (originally 20%) d) 10% of total special shares if the price reaches € 13.0 (originally 20%) > Residual 84,400 promote shares (40% of total) will be converted into Ordinary shares with a conversion ratio of 1:1, on the first of the following dates: after 48 months since the Business Combination or the date on which the special shares referred to subparagraph (d) are converted into Ordinary Shares.



Shareholders and dilution

Best case scenario - 0% of redemptions









Timeline





Transaction working team







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Appendix

Shareholding structure and IPO perimeter



Source: Company information

(1) Shareholding structure as a result of the corporate reorganization that will be completed within the Significant Event



in the IPO perimeter are not subject to consolidation procedure

The evolution of FUM





Carrara marble is an iconic material with globally recognised heritage

- Extracted in the Apuan Alps, Carrara Marble is part of the crystalline marbles, formed by regional metamorphism phenomena linked to the Caledonian and Alpine orogenesis
- Carrara marble is characteristically homogenous, and its fine grain and natural texture allow for an extraordinary polished finish
- Its unparalleled whiteness, with slight blue and grey tones, sets Carrara Marble apart – material of choice of many artists (i.e. Michelangelo, Antonio Canova, etc.)



David (Michelangelo) - Florence



The Floating Mosque - Jeddah

Historically inspired the most renowned artists and architects



Gruppo del Laocoonte - Vatican City



L.O.V.E. - Milan











World Trade Center

- New York





Yves Saint Laurent - Beverly Hills | Sao Paulo



- New York



Park Avenue 1010 - New York





FUM is the largest company in a fast growing district



Source: Company elaborations based on publicly available financials of selected Carrara marble district companies. Note: FUM is the largest company in terms of revenues. The above companies have been selected as they operate in the region with an exclusive focus on Carrara marble.

(1) Defined as Total Revenues - Other Income - gain on disposal of building.

CAGR 2016-18



HESPAC franchiumbertomarmi

FUM's logistics

Extraction



Material is transferred to the warehouse of the Issuer by trucks or containers

Stocking



Blocks and slabs are stored in the warehouse until the day of the shipment

Delivery



The shipment of the product to the customer is carried out through trusted and long-lasting relationship third party shippers

- Delivery to Italian customers is mainly made EXW (ex-work or franco fabbrica) with customer's own vehicles
- Shipments to international customers are mainly made by couriers selected by the Company according to the formula FOB (Free On Board or *franco a bordo*) or C&F (Cost and Freight or *costo e nolo*), where the transport costs are borne by the Company until delivery at, respectively, the port of embarkation or the port of destination, and the risks associated with ownership of the goods are in both cases borne by the Company until loading on the designated ship of the port of departure agreed in the contract of sale



Supplying process

- FUM purchases the blocks of marble from several suppliers in order to ensure (i) continuity in the supplying and (ii) a wide variety of product portfolio
- FUM's suppliers are divided into 3 main categories: (i) Extracting Companies in which FUM directly owns a non-controlling interest, (ii) Extracting Companies in which FUM shareholders directly or indirectly own an interest, and (iii) Third-party suppliers





Regulatory framework

- FUM is not involved in the extraction business. Nevertheless, given the nature of its activities, FUM is dependent on marble supply from local quarries
- Every quarry, from a regulatory point of view, qualifies as (i) property (bene estimato), and / or (ii) in concession from the municipality (for a period of maximum 25 years)
- · For the excavation, it is necessary the authorisation (from the municipality)
- The procedure and the contents of the authorisation are regulated by articles 16 and 17 of the Regional law number 35/2015

Property / Concession

The excavation areas can be divided into two categories:

Property (Bene Estimato)

Areas designated to excavation and similar activities **comparable with private property**

Quarries can be rented to third parties

Concession

Areas which are property of the municipality and that are **temporarily** given in concession for the excavation

The policy of authorisation establishes that the duration of the authorisation relates to the size of the excavation site and **cannot exceed 25 years**

Concession holder pays a **fee to the municipality based on the** average market price of the excavated marble

Multiple quarries are characterized by a combination of areas owned and under concession





Additional information on quarries regulation

Renewal of authorizations and concessions

- The recent introduction of art. 38 of the Tuscany Regional Law No. 35/2015 provided a clear framework for the authorizations and concessions renewal process:
- According to the article, extraction companies which are owners of the existing authorizations and concessions, can apply for a further extension for a maximum of 25 years (which expire within 7 or 25 years from October 2016) subject to:
 - (i) the obligation to process at least 50% of the material extracted in the local production system (FUM related extraction companies already meet this requirement), and
- The application should contain the business plan, as well as the procedures to verify compliance with the commitments undertaken for the entire period of the extension

Extraction contribution and concession fee

- The holder of an authorisation pays the municipality a contribution equal to 10% of the average market value of the material for the extraction of cutting materials
- For derivatives of cutting materials, the contribution paid may exceed the limit of 10.5% of the market value and in any case cannot exceed €4.2 per ton
- In addition to the above-mentioned contributions, a **concession fee** is required by the municipality and determined through a tender process
- The concession fee is determined based on the following:
 - (i) the average market value of the type of materials and
 - (ii) the estimate of the quantity of material extracted for the duration of the concession
- The fee may be revised in accordance with the procedures defined by the municipality
- The total amount due for the extracting contribution of cutting materials and the concession fee is **set within the limit of 15% of the market value** of the materials

SPAC franchiumbertomarmi



Contractual Agreements with Suppliers

Extracting Companies in which FUM directly owns a noncontrolling interest

Extracting Companies in which FUM shareholders directly or indirectly own an interest

CONTRACTUAL AGREEMENT

Procurement of marble is regulated by 10-year contracts (rolling renewals for additional 5/10 years) expiring in 2029 allowing FUM:

- **Right to buy a pre-determined percentage of annual production**, ensuring the adequate supply of materials necessary to carry out its commercial activity
- Pre-emption right on remaining unsold lots
- Right to refuse the lot of marble made available by the supplier
- **Purchase price in line with the average market prices** registered for the same quality of marble in the previous 12 months
- Notice period of 12 or 6 months, as applicable
- **Right to terminate immediately the contract** in case of not renewal of the authorization for the extracting activity (except for Marmi Carrara contract)

Contracts allow FUM to selectively buy marble ahead of competitors and maintain a wide range of premium product

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Most of the quarries are a mix of property and concession



Excavation area in property (bene estimato).
 Excavation area in concession.

Source: Company information



Call option contracts

- The Issuer has executed four different option agreements, the first three of which seeking to establish the right to purchase the shareholdings held by Carrara Real Estate in M.P.A. Marmi Pregiati Apuani S.r.I., N.P.A. Nuovi Pregiati Apuani S.r.I. and Marmi Carrara S.r.I. –equal to, respectively, 50%, 50% and 25% of the share capital – and the fourth of which seeking to establish the right to purchase the shareholdings held by Alberto Franchi and Bernarda Franchi in Bettogli Marmi S.r.I., equal to, respectively, 33.333% and 16.666% of the share capital (the "Option Agreements").
- Pursuant to the Option Agreements, FUM shall have the right to purchase the above mentioned shareholdings in the event that the Supply
 Agreements should not be renewed upon expiry or should they be meanwhile terminated for reasons not attributable to FUM (the "Significant
 Event").
- In case the option right is exercised, which shall be notified within the 90th day following the date in which the Significant Event occurs, the Issuer is required to pay a price calculated on the basis of the following formula:

NP x Multiplier P/E

- Wherein [NP] represents the average of the Net Profit over the last 3 years, as evidenced in the last 3 approved financial statements for each agreement, respectively by M.P.A. Marmi Pregiati Apuani S.r.I., N.P.A. Nuovi Pregiati Apuani S.r.I., Marmi Carrara S.r.I. and Bettogli Marmi S.r.I. as at the date of the Significant Event and the Multiplier shall be chosen among the lower of:
 - i. P/E = 17,5 (as indicated at the Business Combination with TheSpac);
 - ii. FUM's capitalization ratio, being the average of the last 3 months before the date of the Significant Event, and the Net Profit indicated in FUM's last financial statement approved before the Significant Event.
- Failure to exercise the option right before the above mentioned term shall imply the final forfeiture of said right, without the Issuer being able to make any additional claim





1Q 2020 trading update



Note: from the 1Q19 to the 1Q20 the Company distributed dividends to shareholders for 13.4M. (1) Margin calculated on Value of Production; (2) Margin calculated on Value of Production; (3) EBITDA (Earnings Before Interest, Taxes, Depreciation and Amortization) is adjusted for IPO costs; (4) Cash generation defined as Adjusted EBITDA - Capex (both tangible and intangible); (5) Cash conversion rate defined as (Cash generation/Adjusted EBITDA).



Focus on Covid-19: impact on operations and financials



Focus on Covid-19: key initiatives implemented

In order to mitigate the impact of COVID-19 on revenues, costs, capex and liquidity / financing, FUM has implemented the following key initiatives on:

Implementation of a new online channel to support the commercial operations during the lockdown phase with positive feedbacks Revenues by clients Activation of Government social scheme, social safety nets (e.g. "cassa integrazione") and other tools Costs Due to a limited impact of COVID-19, no significant costs initiatives implemented Slight slowdown of the investment plan implementation due to the lockdown phase Capex No significant impact on the overall investment plan for the entire FY2020, which includes the expansion of (i) the main showroom in Carrara, (ii) the warehouses and (iii) the Australian subsidiary and the opening of the new showroom in the US • FUM has a very stable financial structure and no major liquidity or financing issues came out during the lockdown phase Liquidity / FUM granted payment extension for some dealers, especially in the US, to meet customers' requests Financing The Company is in talks to grant access to a new credit line in order to mitigate the potential impact of a new lockdown and, as a consequence, of new liquidity limitations



Dividend policy

2020 DIVIDEND POLICY

Pre merger FUM's Shareholders distributed in June a dividend equal to €5.5m (€0.18 per shares) and have committed to call a shareholders' meeting within 30 days after the merger to distribute an extraordinary dividend of €0.23 per shares to the TheSpac Shareholders.

The entire distribution counts for an equivalent pay-out ratio of 40% over the Net Profit 2019 results



"The Company's Board of Directors has approved, subject to the listing, a **dividend policy** that provides the distribution of dividends for an amount **between 55% and 75% of the Issuer's net profit**. This distribution is subject to the compliance of the strategic investment plans (including any acquisition and aggregation transactions in general) and to the maintenance of the balance of the financial structure of the Issuer.

This policy will be implemented within the limits set by current legislation, will in any case remain subject, inter alia, to the operating and financial results of the Company and will be subject to approval from time to time by the shareholders' meeting of the Company.

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