



Linked Business

Qualco Group

Business Intelligence Solutions

June 2025

Grow together
business opportunities

Ο Γιώργος ζητάει περισσότερα από την Linked Business

LB Business Maps

Customer needs

01

Help me find and close more B2B customers efficiently.

Marketing & Sales

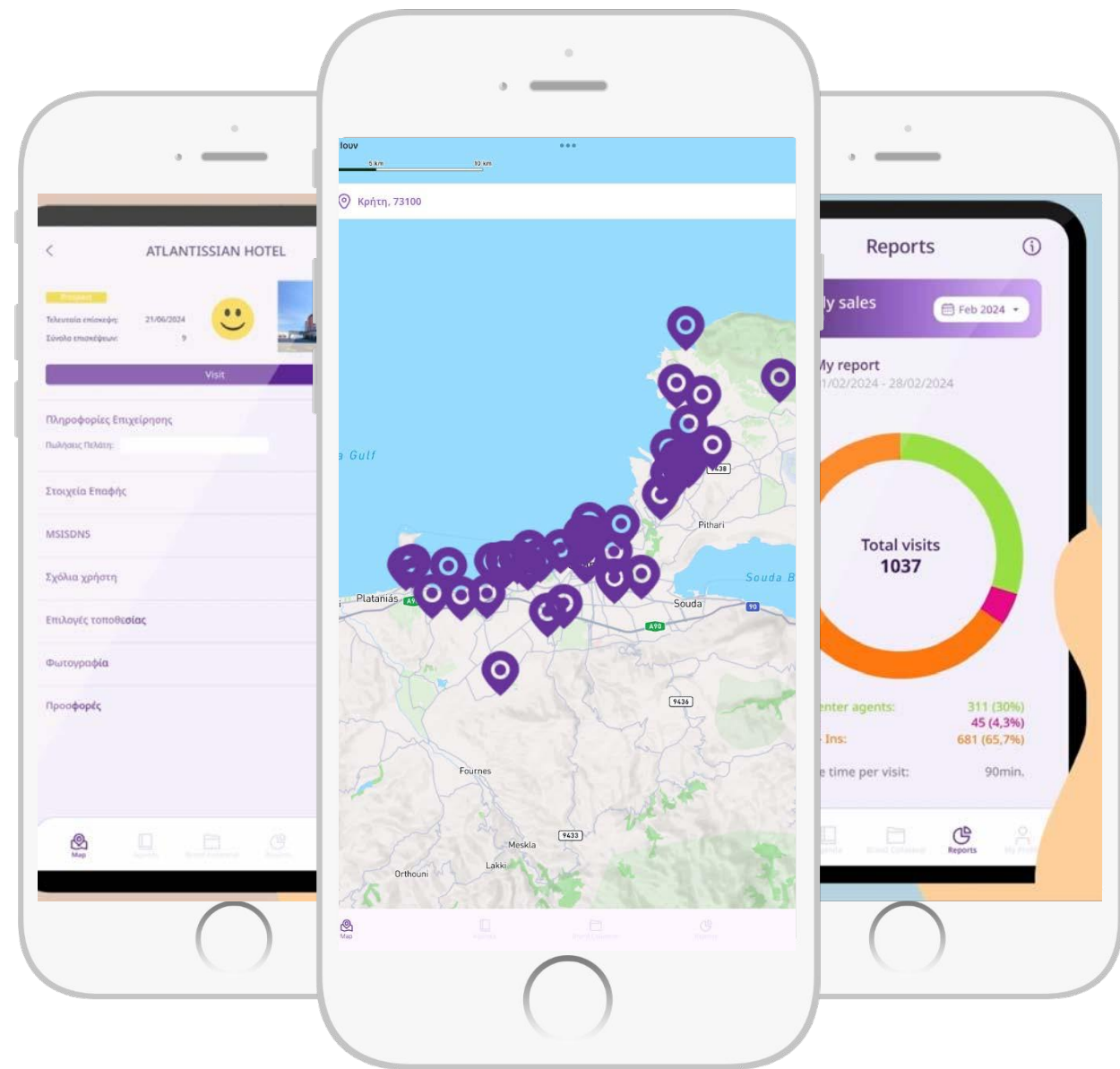
02

Visit companies in the field, both as a mystery customer and for inspection purposes, to ensure **compliance** and **service quality**.

Compliance & Qua

Sales, Compliance & Quality LB Business Maps

The Field Visits Management Platform:
real-time company data feed, capture, management and reporting.



Comprehensive Market Access

Identify and segment your market from 286 micro-markets and target over 750K active companies across Greece.



Centralized Data Platform

Organize all prospect data in one place for seamless collaboration across teams.



Real-Time Companies Management

Receive automatic updates on all new companies monthly, ensuring you stay ahead of the competition.



Field Visits Optimization

Assign leads automatically to your sales force.
Record field visits with just a few taps.
Present product catalogs, demos, and pricing directly from the app.
Optimize routes to reduce travel time and fuel consumption

Vodafone Business Case Study

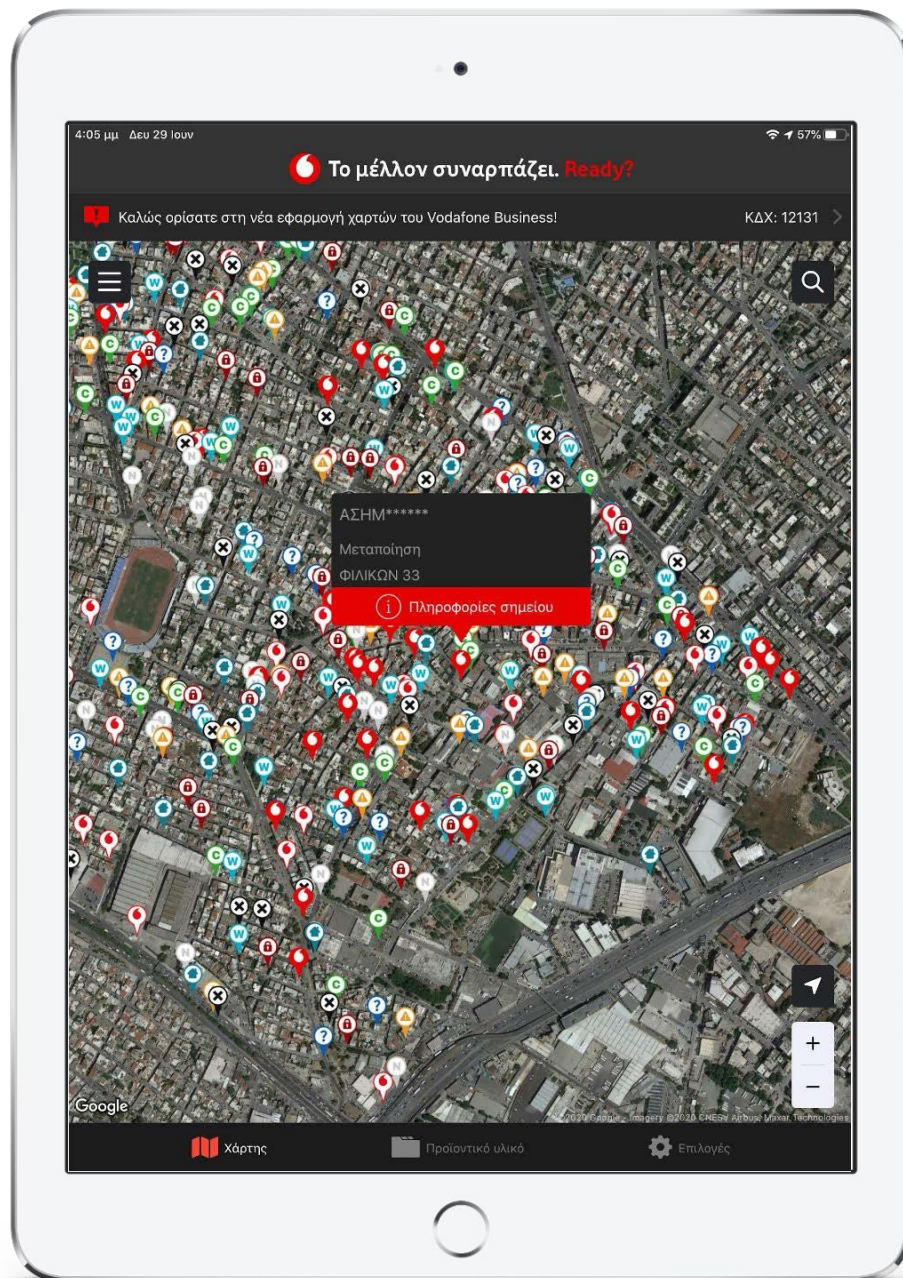


Becoming the market leader

The Vodafone Business Maps mobile app, developed by Linked Business, is a comprehensive tool designed to optimize field sales. Its success is evident through its significant impact on sales growth, operational efficiency, and environmental sustainability.

key results

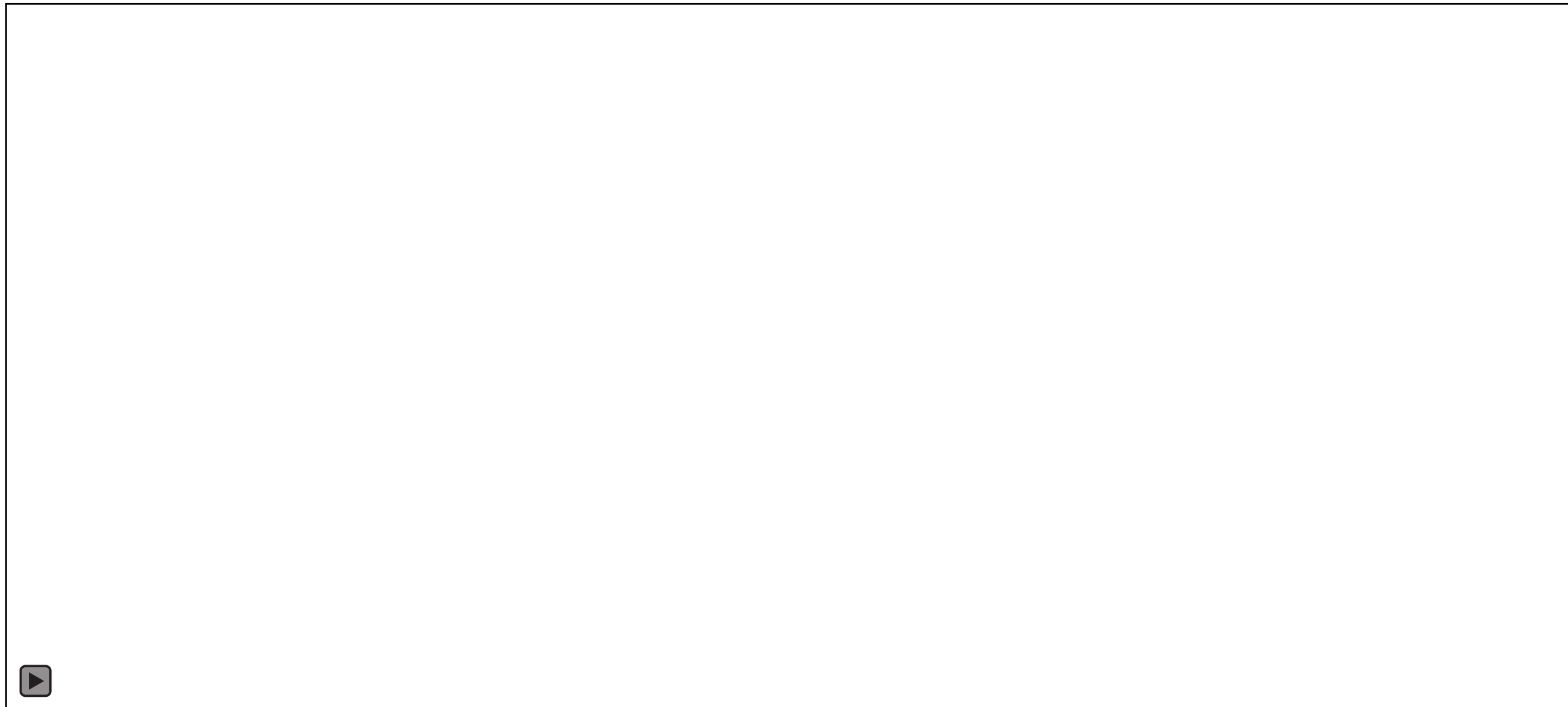
- **Market Leadership:** Over **five years** of operation, the app contributed to a **30%** increase in sales, positioning Vodafone Business as a market leader.
- **Environmental Impact:** The app's field visit optimization features reduced fuel consumption by **38%**, showcasing its role in promoting eco-friendly business practices.



Set up & manage your field visits team in a day

✓ Easy admin setup ✓ Centralize all your field visits data

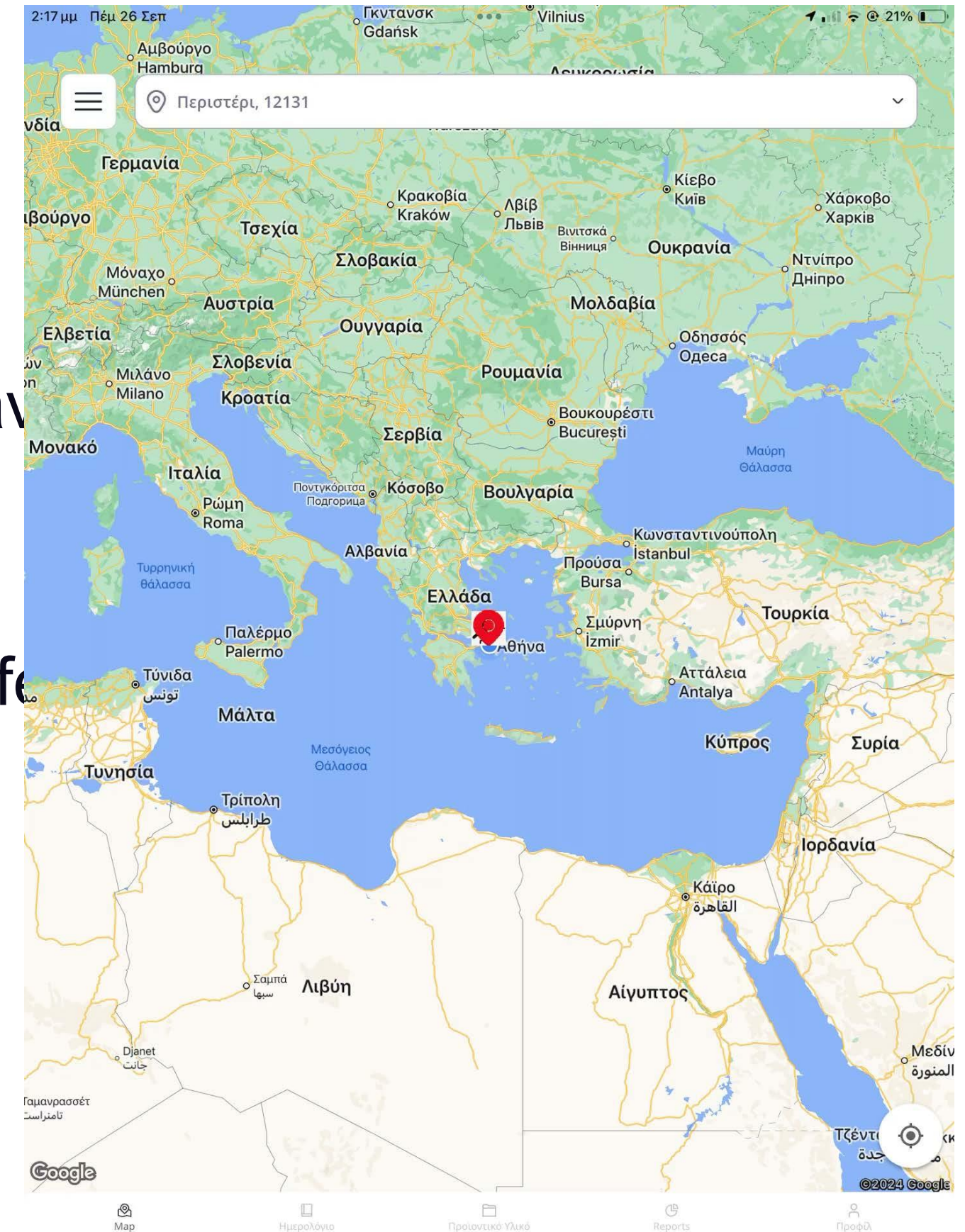
✓ Set Targets & Monitor performance



Easy to use for any field visit

✓ Get access to all companies that have you have been assigned.

✓ Record field visits, capture audio & photos in field screen taps



High value addons call center agent

✓ operates as an integrated part of the
lead generation team

✓ book field visit in a click



Η Άννα θέλει να αναπτύξει την εταιρεία της με μικρότερο ρίσκο



Company profile Platform

Customer needs

03

I face significant challenges in confidently evaluating the credibility and risk of my partners, suppliers, or customers due to fragmented and unreliable KYC/KYB data.

Finance & Risk

04

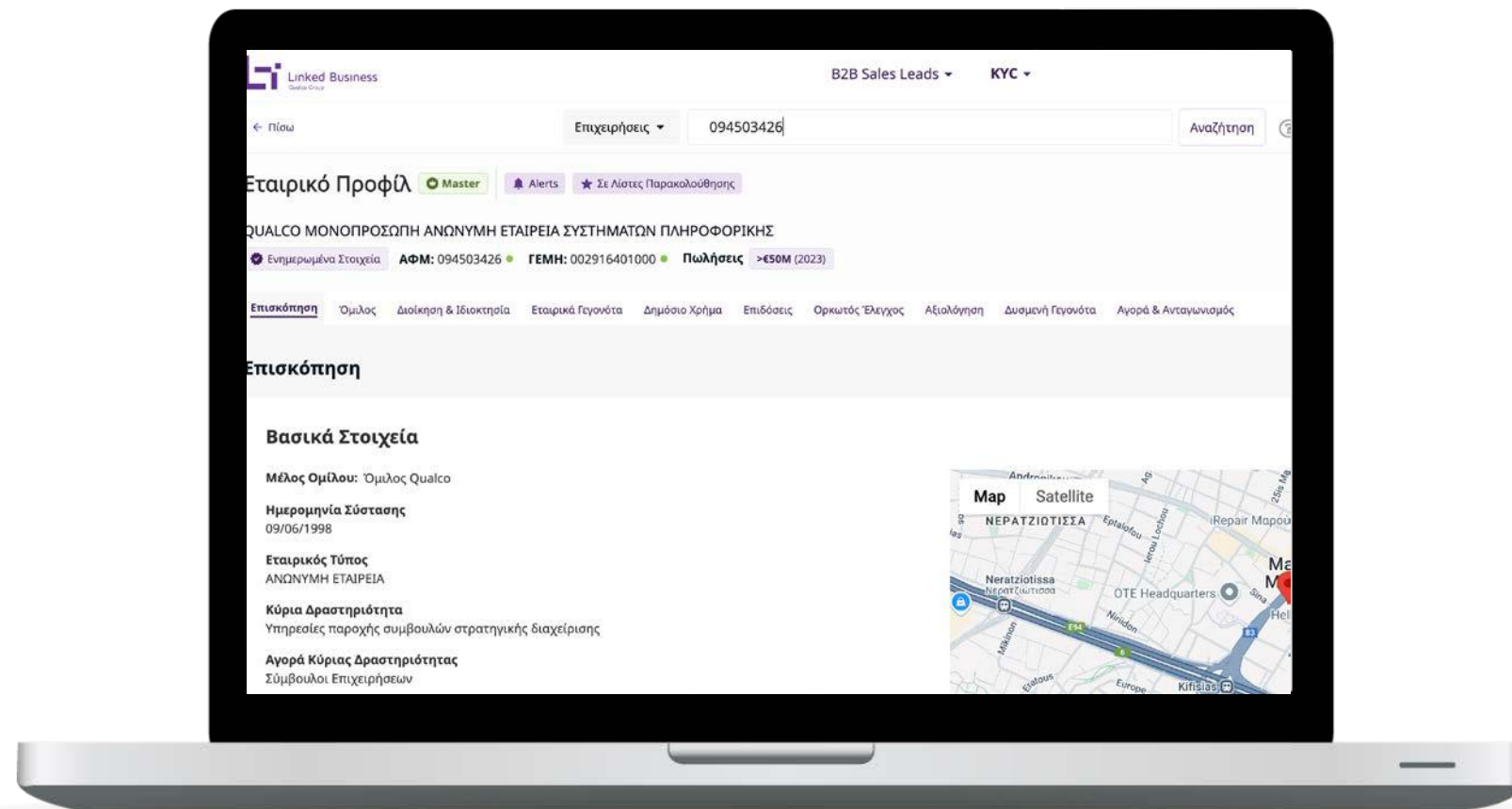
I struggle to identify & manage potential conflicts of interest effectively, risking regulatory non-compliance, transparency issues, & reputational damage.

Legal & Compliance



Finance & Risk LB Business Intelligence Solutions

Self-service Risk Assessment Platform



A solution that consolidates fragmented data into comprehensive business profiles, combining financial performance, ownership structures, adverse events, public funding, & transactional behavior, enabling organizations to perform accurate and efficient KYC/KYB checks with real-time alerts and actionable insights.



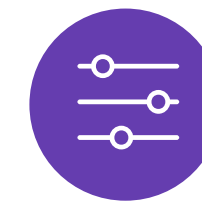
Access to Verified Data

Integration of data from government registries, public records, and authoritative sources ensures accuracy and reliability for evaluating business entities.



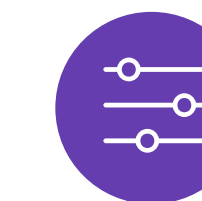
Comprehensive Business Profiles

Detailed insights into company structure, ownership, financial performance, adverse events, public funding, and transactional behavior for in-depth analysis.



Interactive Business Tree Visualization

Dynamic tools to explore ownership and management structures across multiple levels, providing a clear view of corporate networks and connections.



Real-Time Alerts

Continuous monitoring for changes in company status or risk factors, enabling proactive decision-making.

Metlen Group case study



At the Corporate Governance Conference held on February 11, 2025, Sofoklis Karapidakis, Compliance Director & DPO of METLEN Energy & Metals & Dr. Michalis Vafopoulos, presented the use case of Conflicts360 application to company's end-to-end approach to managing conflicts of interest.

LB Conflicts360 an end-to-end approach

METLEN has adopted an innovative system powered by LB's "Conflict360," which uses advanced data analytics to:

- 🌐 Map relationships between obligated individuals, as associated persons, organizations, subsidiaries, customers, suppliers, and connected entities.
- 🌐 Visualize these relationships within the organizational ecosystem for better risk assessment and management.

Impact of Conflict360 Analytics

The integration of Conflict360 enhances METLEN's ability to:

- 🌐 Identify potential conflicts proactively.
- 🌐 Maintain data accuracy and consistency across its operations.
- 🌐 Strengthen corporate governance by aligning with international standards like ISO 37001 (anti-bribery management system) and ESG principles.

Linked Business

Who we are



Our History

- 📖 2108: established by researchers at NCSR “Demokritos”
- 📖 2019: won NBG's 1st Innovation Award
- 📖 2021: strategic investment from Qualco Group
- 📖 2023-2024: launched B2B leads, KYC self-service platform and Conflicts360.



Our Numbers

- 📖 LB staffs 33 people in Athens & Thessaloniki
- 📖 20% of our staff base are engineers
- 📖 We have >40 corporate clients in KYC, B2B Sales Leads services, working with Vodafone, Toyota, Metlen, EYDAP, NBG, Piraeus Bank
- 📖 We have more than doubled our sales in 2023 compared to 2021



Our Future

- 📖 Utilize our data together with our software engineering process and develop customized solutions for specific needs

LB transforms raw data into **refined, reliable, and ready-to-use information**



Linked Business

an open data-based business super registry



ΑΑΔΕ
Ανεξάρτητη Αρχή
Δημοσίων Εσόδων

Δι@ύγεια
διαφάνεια στο κράτος



HORIZON EUROPE
2021-2027



Collection

Homogenization

Orchestration

Reporting



All the above can be **combined** with **proprietary data** or other sources so long as they have a VAT Id

Linked Business indicative clients



Volkswagen



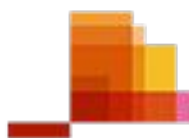
ΕΘΝΙΚΗ
ΤΡΑΠΕΖΑ



Metlen
Energy & Metals



TMEGE



pwc

megaventory

FOUTSIS & PARTNERS
LAW FIRM



Toyota
Professional



Quant
cepal



PEPSICO

ΑΕΓΕΑΝ



Adecco



Mondelēz
International

open data accessible and valuable for any organisation



LB transforms raw data into refined, reliable, and ready-to-use information. If open data is like pure mountain springs, LB delivers the finest bottled water in the country.



Extra slides



Linked Business

Our unifying business registry in numbers

01

>1.000.000

Tax IDs

02

>150.000

Capital companies

03

>800.000

**Geolocated
addresses**

04

>500.000

Phone numbers

05

>350.000

Emails

06

>90.000

Websites

07

>600.000

Board members

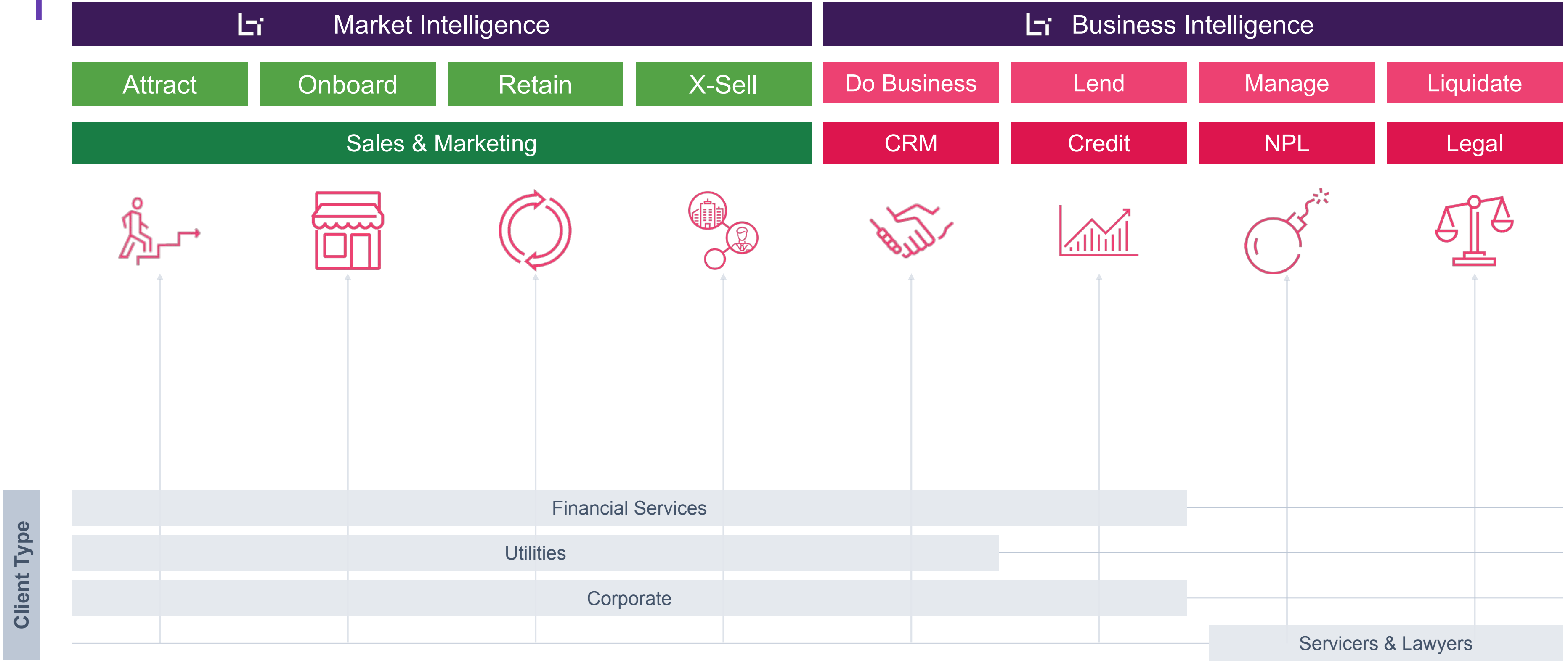
08

>440.000

Shareholders



Business Intelligence in Customer Lifecycle



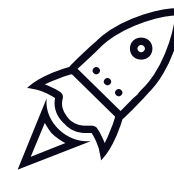
Linked Business

What we do



Data

- Created the first **exhaustive** and **complete** registry of all Greek companies and freelancers **of more than 1 million tax IDs**
- Created **unique links** combining legal entities to individuals and to other legal entities with **all connections and history**



Software and Apps

- KYC/B**: an easy to search and retrieve app that provides an **xray of every company or freelancer** together with all its associated entities or individuals
- Maps**: a desktop, mobile, tablet appl that **geolocates all companies** with specific criteria
- B2B Leads**: a platform and bespoke report **to offer full visibility of any Greek market**, mapping existing and new established companies
- Conflicts360**: a fast, versatile, automated, and trusted conflicts of interest report **to map out any conflict of interest in your organization**



Custom

- Segmentation engine**: a **comprehensive segmentation and assessment** based on company activity, past and present
- Alerts**: a system that **alerts of any change** in the companies that you monitor

Linked Business

Our products



**LB Business Intelligence
for Debt Servicing.**

How can LB help in debt servicing

01

Know if you are talking to a professional or business, that:

- is operating or not
- has relocated or renamed
- has business with the state
- has RE assets
- etc .

Asset management

02

Access all this information in a structured DB to create new segments to target relevant actions, e.g.:

- All operating companies to block POS
- All relocated companies to use as leverage in negotiation
- All closed businesses to substantiate DF

Segmentation

03

As with segmentation, Linked business information can be used to better scrutinize portfolio sales perimeters

Transactions

04

Examine connections between related parties to define risk levels

KYC/KYB

Segmentation examples

Indicative segments & flags



Individual/Legal entity with
nobusiness activity



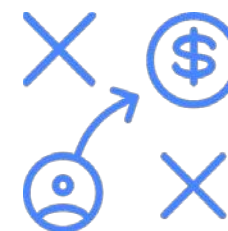
Operating company
w or w/o revenue from
government



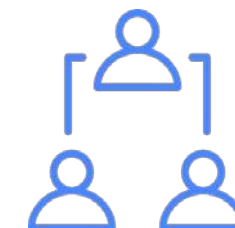
RE assets for
companies and the
involved individuals



Heavily indebted
companies w or w/o RE
assets

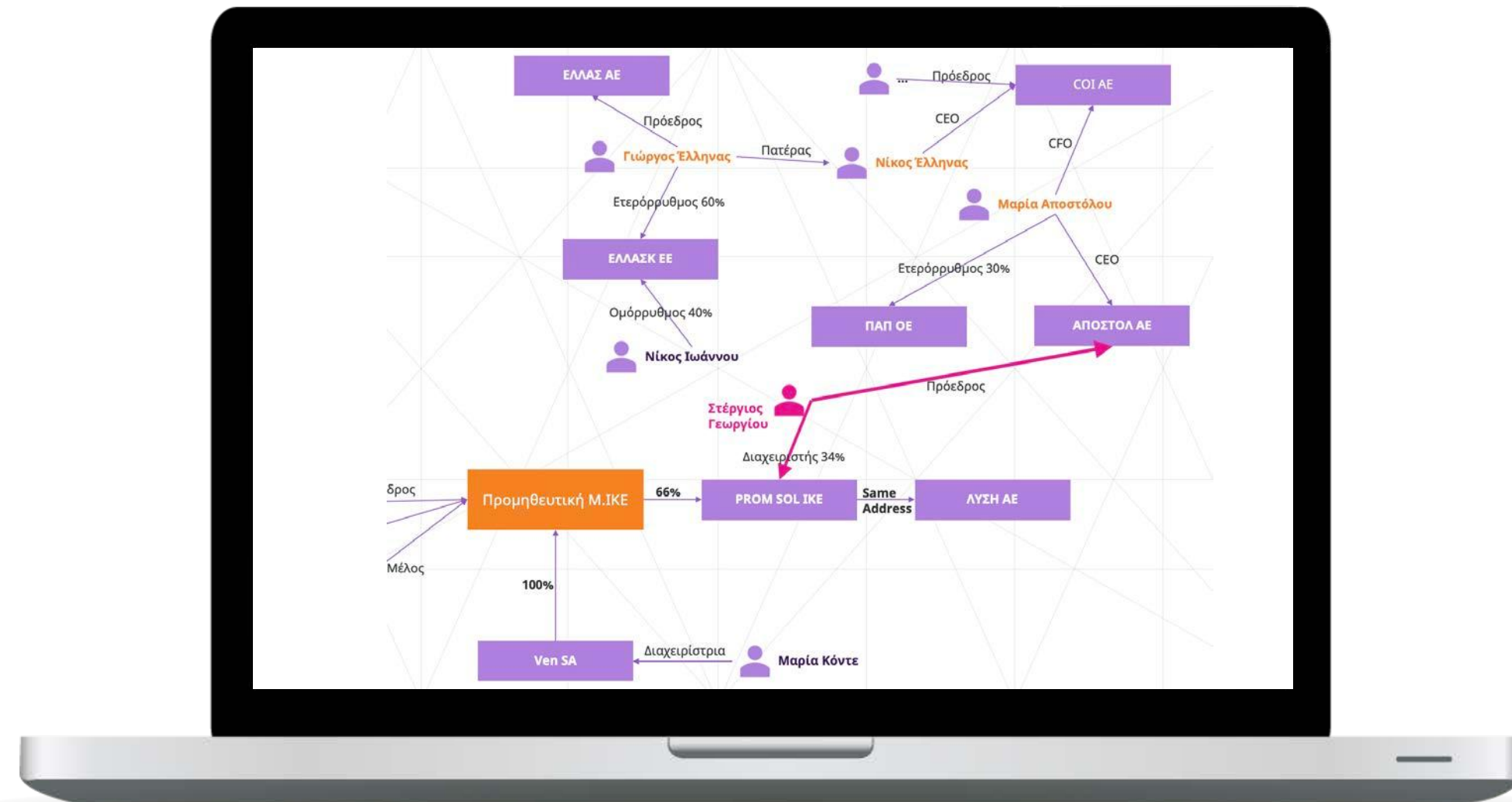


Closed business that
opened under different
name/ location/ owner



Borrower links

3. Legal, Compliance & Internal Audit Conflicts360



- ✓ Efficient identification and mitigation of **conflicts of interest** through detailed investigations
- ✓ Enhanced **compliance** with laws such as 4706/2020 and 4548/2018
- ✓ Greater **transparency** in business operations & decision-making processes
- ✓ Improved **trust** among stakeholders, including clients, regulators, and partners

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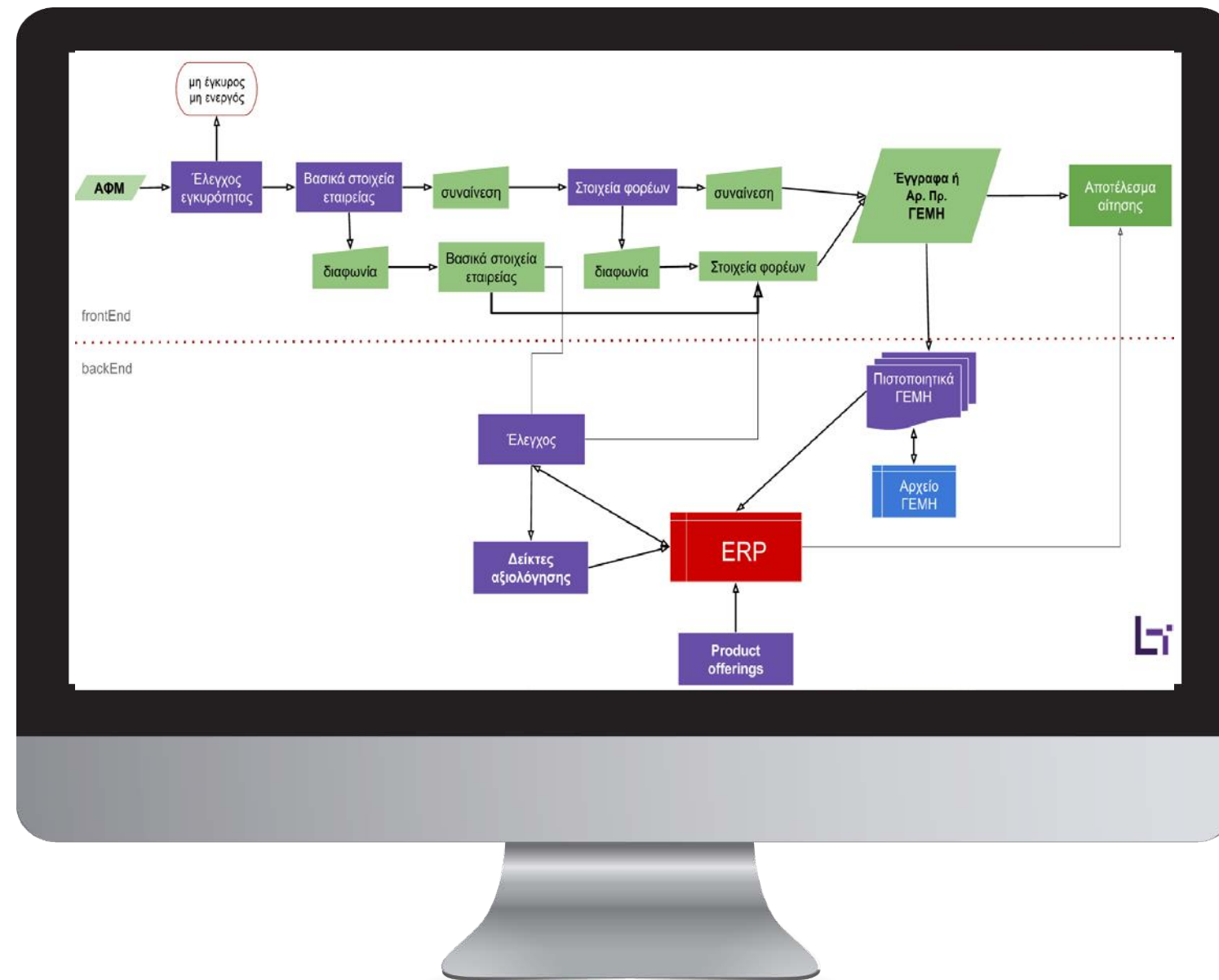
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4. LB Business Digital OnBoarding digital transformation



beyond eGov-KYB

LB has developed a digital business onboarding platform to transform complex, manual, paper-based processes into a simple, digital & engaging experience that:

features description

- ✓ Streamlines Data Retrieval
- ✓ Enables Risk Assessment
- ✓ Scales Seamlessly
- ✓ Enhances User Experience

NBG Onboarding use case

LB pioneered Digital OnBoarding for Businesses in Greece, first delivering a cutting-edge and automated solution for National Bank of Greece.

The screenshot shows a digital onboarding form titled "Νέος εταιρικός πελάτης" (New Business Customer). On the left, a vertical progress bar lists the steps: "Στοιχεία ταυτοποίησης" (highlighted in blue), "Στοιχεία ΓΕΜΗ", "Προσθήκη εγγράφων", "Μέλη επιχείρησης", "Επιλογή προϊόντος", "Οικονομικό προφίλ", "Επιβεβαίωση", and "Ολοκλήρωση". The main form area contains the following elements:

- Header: "Νέος εταιρικός πελάτης"
- Instruction: "Εισάγετε τον ΑΦΜ και τον αριθμό ΓΕΜΗ της επιχείρησης"
- Input fields: "ΑΦΜ επιχείρησης *" and "Αριθμός ΓΕΜΗ *", each with an information icon (i).
- Text: "Υποβολή της αίτησης μέσω Internet Banking είναι εφικτή μόνο εάν:"
- List of conditions:
 - ▶ Είστε ο νόμιμος εκπρόσωπος της εταιρείας και η ίδια η εταιρεία είναι ελληνική με ταχυδρομική διεύθυνση έδρας στην Ελλάδα.
 - ▶ Η επιχείρηση φορολογείται στην Ελλάδα.
 - ▶ Η επιχείρηση δεν ανήκει σε όμιλο εταιρειών ή/και δεν είναι εισηγμένη στο χρηματιστήριο.
 - ▶ Κανένα νομικό πρόσωπο δεν είναι μέλος του Δ.Σ.
 - ▶ Κανένας μέτοχος/εταίρος δεν είναι νομικό πρόσωπο.
- Text: "Ισχύουν όλα τα ανωτέρω:" followed by a toggle switch.
- Text: "Αποδέχεστε τους όρους & προϋποθέσεις της υπηρεσίας;" followed by a toggle switch.
- Button: "Συνέχεια" (Next)



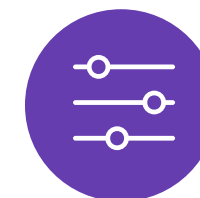
Improved Efficiency

Automation reduces onboarding time from 5 days to 10 minutes.



Cost Savings

Eliminates labor-intensive manual processes, significantly lowering operational costs (up to 60%) while improving data accuracy and completeness.



Enhanced Customer Satisfaction

Provides a seamless and intuitive experience that reduces friction and increases engagement.



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Qualco Group



ΕΘΝΙΚΗ ΤΡΑΠΕΖΑ

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I face significant challenges in confidently evaluating the credibility and risk of my partners, suppliers, or customers due to fragmented and unreliable KYC/KYB data.

Finance & Risk

03

I struggle to identify & manage potential conflicts of interest effectively, risking regulatory non-compliance, transparency issues, & reputational damage.

Legal & Compliance

04

I struggle with inefficient, manual onboarding processes due to the limited readiness of public registries to interface with businesses, resulting in higher costs, errors, & compliance challenges.

Digital OnBoarding