STRT HOLDING NYRT IMPACT REPORT 2024

Fueling growth and innovation in Hungary and the CEE region

The data in this presentation has not been audited. Our assessment is based on our experience and sources that we consider reliable and that were publicly available on December 2, 2025. We have endeavored to ensure that the data is accurate and up to date, but it is possible that the data is no longer current or does not provide a complete and comprehensive picture of the results.

THE CHALLENGE

The Global Innovation Index (GII) 2024 reveals a critical innovation lag across the CEE region.

Our mission: to provide the entire CEE region with the fuel (capital and knowledge) necessary for **growth, skills, and ambition.**

START

1. PROBLEM: A DUAL CRISIS IN HUMAN CAPITAL

Lack of self-confidence

- Belief in own skills:

  Hungary ranks 50th out of 51
- Perception of opportunities:

  Hungary ranks 50th out of 51

Skills gap

- Education system:

  Hungary ranks 50th out of 133 globally
- Lack of lifelong learning: 11.8% learn

START

1. OUR ANSWER: BUILDING FUTURE-PROOF TALENTS

We build the talent the system cannot

Management training courses

- Modern knowledge = competitive companies
- **Future-proof skills, self-confidence, and strategic thinking** for current and future leaders.
- We scale knowledge exponentially: **3100+ participants** in 2024

We are raising a new, diverse generation of leaders:

- In 2024, we trained more than **900 women.**

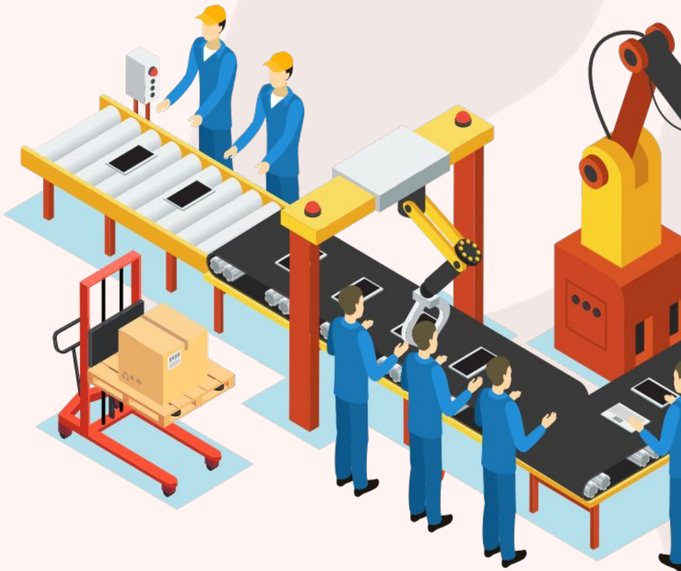
2. PROBLEM: GROWTH & INNOVATION CRISIS

The ambition gap (GEM report, out of 51):

- Critically low "Wealth creation" motive: Hungary ranks 49th out of 51
- Low **export** ambition: Hungary ranks 31st out of 51

The "innovation output" gap:

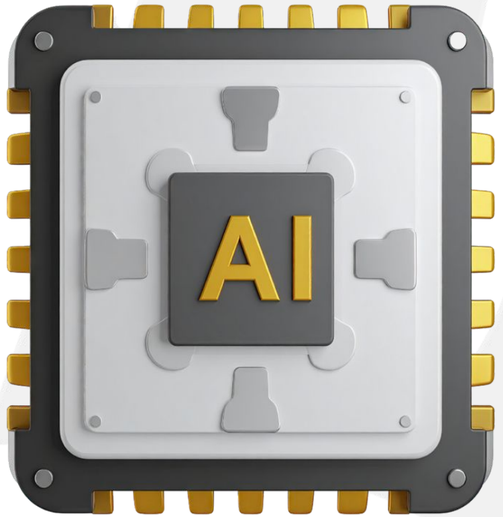
- Stuck in the "**factory economy**" trap
- Weak **knowledge creation** (48 / 133)
- Weak production of **immaterial goods** (68 / 133).
- The **"AI" gap:** Only **3.7%** of companies use AI



2. OUR ANSWER: BUILDING THE INNOVATION ECONOMY

A combination of capital and knowledge for **fast-growing, innovative startups targeting global markets.**

- **Startup investments:** Nearly 100 investments by the end of 2024
- **High growth:** Median annual revenue growth of 40.8%
- **High ambition:** Average workforce CAGR of 14.9%
- **Innovative and global companies:**
  - 24.4% of our portfolio is AI-based
  - 62.2% of our portfolio is already active in international markets



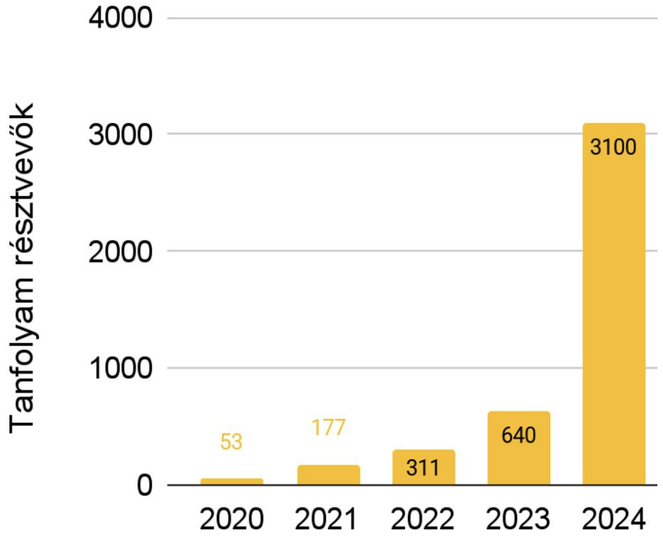
*The portfolio data reflects the combined historical performance of our 82 companies active as of December 31, 2024, for the period 2022–2024.

START

OUR RESULTS

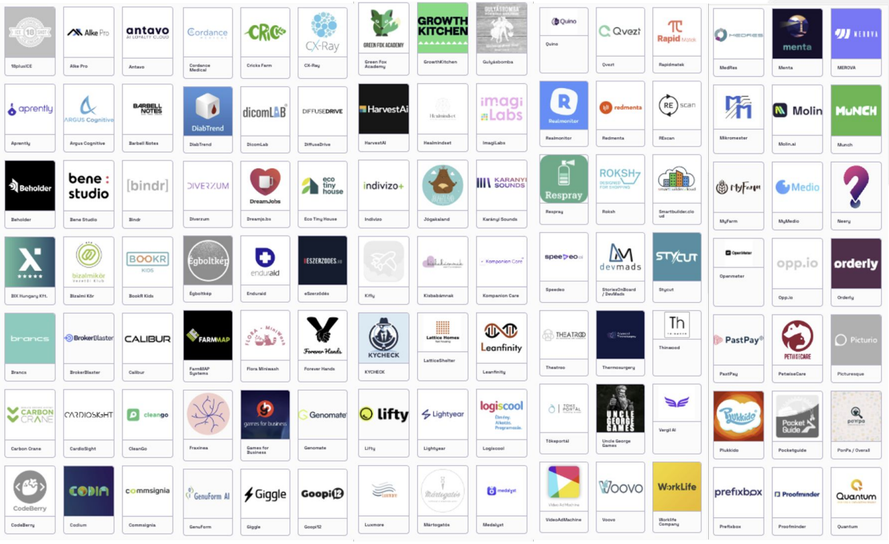
Education

- 2024: 3,100 managers and professionals.
- 2024: We acquired KÜRT Academy.
- Average participant satisfaction: 9.1



Investments

- We have invested in nearly 100 startups by the end of 2024
- One of the most active early-stage investors in Hungary and the region



OUR IMPACT ON HUNGARY AND THE REGION

Our portfolio and programs are a powerful engine for progress, designed to solve the CEE's core structural gaps.

- **Answering the confidence & skills crisis:** By training over **3,100 leaders & professionals** annually—with a **heavy focus on AI**—we are directly solving the regional skills crisis and confidence crisis.
- **Building a fast-growing economy:** Our portfolio shows a median annual revenue growth of 40.8% and a 14.9% increase in headcount. This actively offsets the low growth trend in CEE.
- **Creating high-value innovation:** While Hungary lags behind in the field of "intangible assets," our portfolio, which is 24.4% AI-based and 62.2% internationally active, builds high added value
- **Training future-proof leaders:** We provide strategic skills to leaders who develop their teams, encourage innovation, and build resilience **across the entire economic ecosystem.**


START
RISING TOGETHER
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NOTES, COMMENTS, METHODOLOGY, SOURCES

- **Internal data scope:**
  - The portfolio data reflects the combined historical performance of our **82 portfolio companies** active as of December 31, 2024, for the period 2022–2024.
- **Internal data sources:**
  - **Financial and headcount data (Hungarian entities):** These are derived from official company reports published on the **E-Beszámoló** portal for the years **2022, 2023, and 2024.**
  - Data on companies registered abroad are only included where there is a Hungarian subsidiary.
  - **Training data:** These come from internal records.
- **External reference databases:**
  - The narrative of the Impact Report and the identification of regional structural deficiencies were based on rigorous comparisons with the following industry standard reports:
    - **Global Innovation Index (GII) 2024:** Used to establish regional innovation rankings and highlight structural weaknesses (e.g., "Knowledge Creation," "Intangible Assets").
    - **Digital Economy and Society Index (DESI):** Used to detail the lack of critical digital and AI skills and the low rate of corporate AI adoption.
    - **Global Entrepreneurship Monitor (GEM) Report:** Used to place the "confidence crisis," low "ambition," and lack of strong "wealth creation" motives in a global context.
- **Note on the Pro Forma view:**
  - The analysis presents a retrospective view of the portfolio's **historical performance**. As investments were made at various points during the 2022–2024 period, these figures reflect the **combined strength** of the portfolio as of December 31, 2024, providing a consistent basis for measuring the overall impact. The data has not been audited.