

The best of both worlds.

We combine the scale advantages of a group with the regional DNA of our partners.



piagroup
sound advice closer to you



Pleased to meet you

- Steven Brouckaert
- Founder and Executive Chairman of PIA Group
- Started career as an accountant
- 1999: acquisition of the first accounting firm
- 2025:



3
countries



50 +
office brands



90 +
branches



2.500
collaborators

Agenda



Intro to PIA Group

Fast-growing market leader - 16x in 6 years



Why we are different - and have been for the past 15 years

*Unique through 'best of both worlds' model
Local DNA combined with benefits group*



PIA's ambition in Germany

Ambition to build leading house of strong financial advisory brands in Germany



What's in it for you

We empower partnering entrepreneurs across key pillars including recruitment, M&A, finance, tech, AI, regulation and cross border advisory

PIA Group

Intro & How we are different

PIA Group: tech-driven financial advisors for entrepreneurs & SMEs

In summary

- Since its founding, PIA Group has grown into a **leading tech-enabled financial advisory platform for entrepreneurs and SMEs** in the Benelux—valued for strong client relationships, top-tier service, and smart use of technology.
- From €25M revenue in 2019, PIA has scaled to €400M (2025B)**—backed by **long-term partner Baltisse**, the family office of the entrepreneurial Balcaen family.
- The **unique ‘best of both worlds’ approach and strong appeal to ambitious entrepreneurs** has enabled PIA to be come market leader in the Benelux and **ideally positioned for continued pan-European expansion**

Differentiation



Fast-growing
market leader



Successful buy &
build track record



Proven
international
expansion model



Tech enablement as
growth accelerator

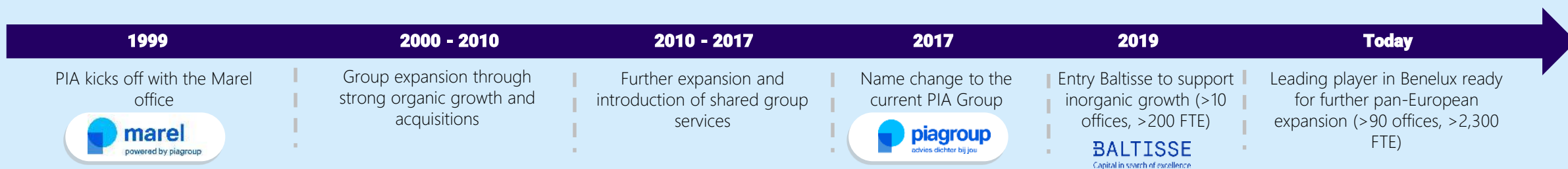


Entrepreneurial
offices with young
partners



Demonstrated added
value for new offices

Timeline



'Best of both worlds': respect for local DNA combined with benefits larger group



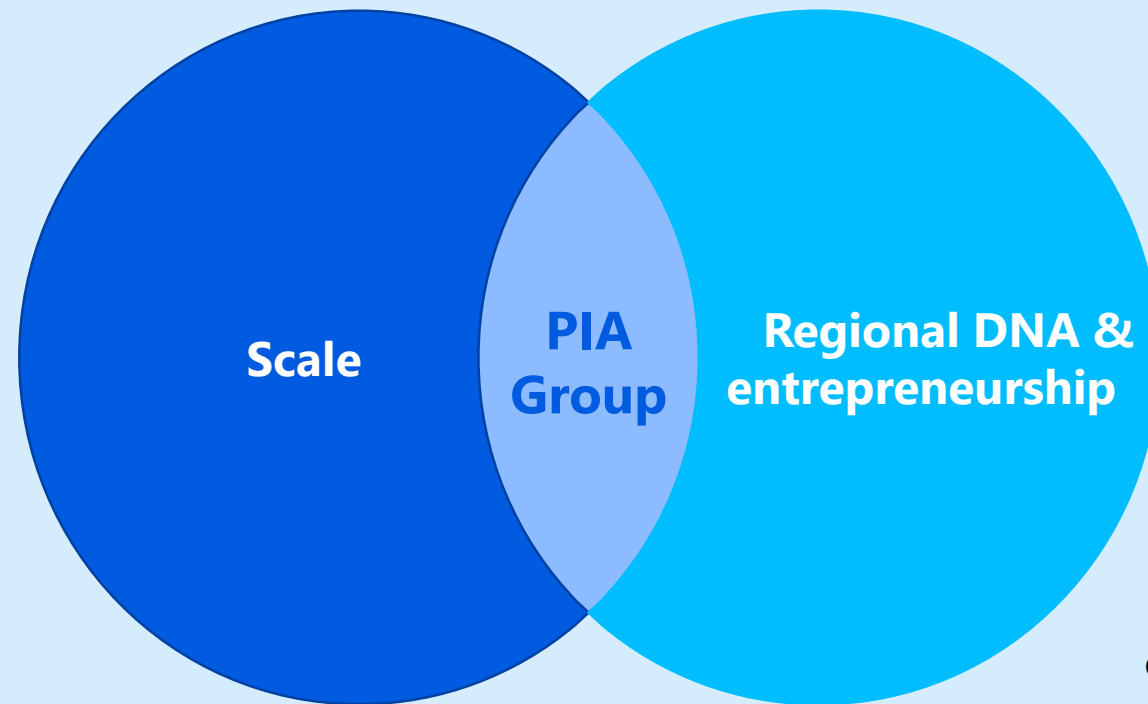
Jointly investing
in M&A, tech-
enablement, HR
and Finance



**Cross-border PIA
Advisory &
expertise**



Leverage proven
**operational
international best
practices**



Preserving **own
brand name and
DNA**



**Regional hero,
key in regional
market**



Autonomous
**customer / personnel
decisions**



"Don't fix what isn't broken" → *unique ability to focus on prio support areas while preserving local strengths*

PIA Group Success journey & strategic vision for Germany

Proven expansion in NL confirms potential to replicate successful model in Germany

Key facts



Revenue

FY25B: >€160m



Revenue CAGR

2022 – 2025B

>105%



EBITDA

FY25B: >€30m



Workforce

EoY 25B: >1250 people

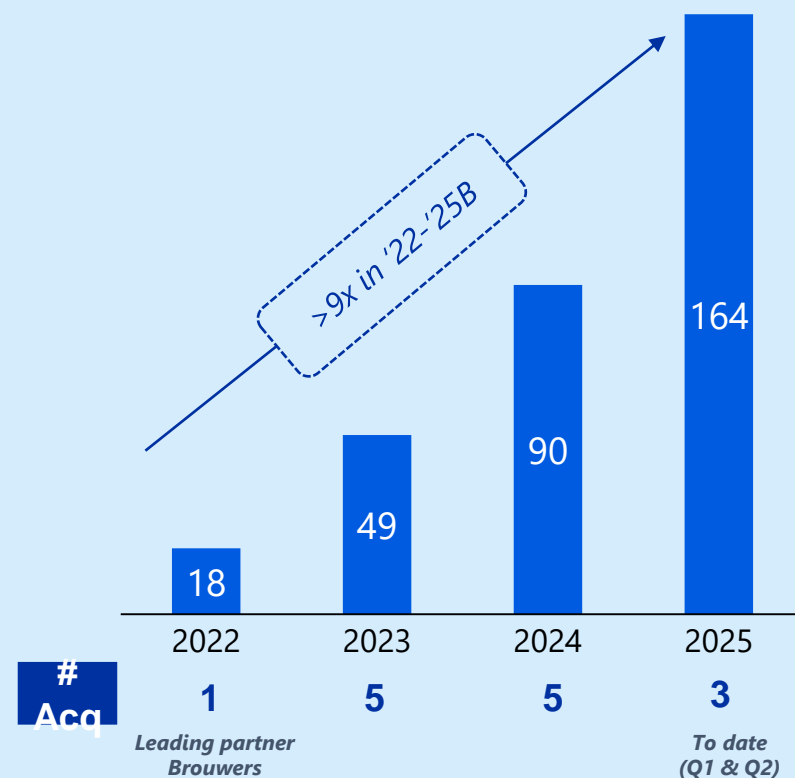


Office locations

35

A growth story with a strong track record...

Revenues (EUR M)



... anchored in a solid footprint with ample further growth potential

Our local heroes in the NL

Geographical coverage





Exciting next step to build leading house of strong financial advisory brands in Germany

Our vision for PIA Germany

To become **the most trusted and admired partner for German Mittelstand**—a group that combines (1) a relentless focus on the client's success, (2) cutting-edge digital capabilities, (3) deep regional roots and identity and (4) the power of an international support team with long-term experience in driving growth

Anchored in 4 power pillars



Unmatched SME client excellence

Every interaction leaves a mark of excellence



Technology leadership

Setting the technology benchmark for accounting



German regional leadership

Unique respect for regional DNA



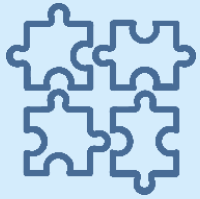
Central support empowering entrepreneurs

Regional roots, pan-European power

PIA Group

Why we could be a great match

The answer of PIA to challenges and opportunities in the market



Competitive fragmented market

The large number of competitors makes it especially difficult for smaller firms to compete



Strengthening the competitiveness of offices by the group is crucial



Rapid technological developments

Advancing digitalisation requires a high degree of adaptability, capital and expertise



Back-office support on digitalization and technology with regional offices in the lead at the customer level



Scarcity of talent

Accounting struggles to attract young talent, and its ageing workforce reinforces this



Thanks to its size, the group can support its offices in recruiting and building a diverse advisory skillset



Short term focus

Especially for smaller offices, the high long-term investments required often present a major challenge



The Non-Dividend setup allows PIA Group to make targeted, long-term investments in the future of its regional brands

Our ambition: empowering partnering offices through support in different ways

We already have an international support team of 150+ people across tech, M&A, op. excellence, recruitment, finance and advisory

How PIA will
enable you to
grow



M&A and unique access to financial markets

Exceptionally strong M&A expansion – backed by a high-performing int'l team



Tech-enablement

Leverage cutting-edge technology at scale to boost efficiency and service quality



Operational & commercial excellence best practices

Plug into best-in-class best practices from PIA and other entrepreneurs with execution support



Tackling regulatory complexities together

Regional DNA is leading, however regulatory requirements are agnostic to DNA



Support team set-up

Leverage a champions league back-office support team so you can focus on your clients

Questions?
I'll be happy to answer.