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<td>ClassPass</td>
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<td>King</td>
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<td>SumUp</td>
<td>Siemens Healthineers</td>
<td>HelloFresh</td>
<td>Volocopter</td>
<td>Naspers</td>
<td>Careem</td>
<td>eDreams ODFEO</td>
<td>Deposit Solutions</td>
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</tr>
</tbody>
</table>
Digitisation is the most fundamental economic change since the industrialisation. A lot of wealth will be created and an unparalleled global redistribution will take place.

The US and China benefit from large single markets and highly efficient funding ecosystems. They frequently produce global category champions (e.g. Google, Amazon, Facebook, Tencent, UBER, Alibaba, etc.).

Europe on the other hand is fragmented into smaller local markets with different languages, regulations, currencies and consumer habits.

**NOAH Drives European DIGITAL GROWTH by**

- Connecting the key decision makers across Europe
- Matching companies with the right investors to scale internationally faster
- Helping traditional companies to digitize and to generate growth
- Bringing transparency through content and data
A diverse, entrepreneurial team of 30 with the mission to build the pan-European platform for the digital sector delivering 4 clear value propositions:

- Unique top-level networking
- Connecting digital and growth companies with investors
- Connecting companies with top B2B service providers
- Data and industry insights

Launched in 2008 out of the Lehman Brothers bankruptcy as a corporate finance boutique with 30+ deals closed to date

Organiser of 16 NOAH Conferences in London (since 2009), Berlin (2015) and Tel Aviv (2018) with over 15k senior decision makers at our events

Building technology platform NOAH Connect to deliver more value all year round
The Beginning! First NOAH Conference Takes Place in London
London Hilton Park Lane
November 2009

NOAH advises Fotolia in its $80 million partial sale to TA Associates | Apr 2009

NOAH advises Summit Partners and TA Associates in their $350 million acquisition of Bigpoint | Apr 2011

NOAH advises Yad2 and its shareholders in its $228 million sales to Axel Springer Digital Classifieds | May 2014

NOAH advises Fotolia on its investment from KKR | May 2012

Facile.it
NOAH advises Facile.it and its shareholders in its majority sale to Oakley Capital | Sep 2014

Trovit
NOAH advises Trovit and its shareholders in its €80 million sale to Next | Oct 2014

10bis.co.il
NOAH advises 10bis.co.il on its investment from TA Associates | May 2016

Softonic
NOAH advises Softonic in its partial sale to Digital River | Dec 2009

Fotolia
NOAH advises Fotolia on its investment from KKR | May 2012

PARSHIP
NOAH advises Oakley Capital on its acquisition of PARSHIP | Sep 2016

Käufeportal
NOAH advises Käufeportal's shareholders in the sale to ProSiebenSat.1 and General Atlantic | Oct 2016

Flixbus
NOAH advises Silver Lake on its investment in Flixbus | Dec 2016

Pre-Event Matchmaking: Making NOAH the Most Productive Conference Ever
September 2017

NOAH Conference Expands to Tel Aviv
March 2018

NOAH Public Companies: Europe's First Free Internet Trading Comps
May 2018

Our Special 10th Anniversary of NOAH London
October 2018
The NOAH Ecosystem – Quality over Quantity

Corporates & Internet

<table>
<thead>
<tr>
<th>9,000 Companies from Europe</th>
<th>500 Corporates / Champions</th>
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</thead>
<tbody>
<tr>
<td>10 fixed verticals</td>
<td>Willing to digitize</td>
</tr>
<tr>
<td>Rich Data</td>
<td>Interested in digital challengers</td>
</tr>
<tr>
<td>Investment Banking judgement data from the NOAH Corporate Finance Team</td>
<td>M&amp;A</td>
</tr>
<tr>
<td></td>
<td>Partnerships</td>
</tr>
<tr>
<td></td>
<td>Meetings with Investors</td>
</tr>
<tr>
<td>~600 Hot Companies</td>
<td>~100 Market Leaders</td>
</tr>
<tr>
<td></td>
<td>150+ Partners</td>
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<tr>
<td></td>
<td>~100 Investor Partners</td>
</tr>
</tbody>
</table>

NOAH Core Network

- Top Service Providers for the digital sector
- Across 135 categories
- Many SaaS solutions
- NOAH customer lead gen for service provider
- VC, Growth, Buyout
- Venture Debt
- Close to 100% shareholder coverage of European growth capital universe
- Significant investor to investor meetings at NOAH

400 Service Providers

1,300 Investors for the Digital Sector
Diversity & Female Empowerment

NOAH is committed to diversity and female empowerment

On our stages
- Diverse mix of speakers (nationalities, age, gender)
- Europe’s top female executives invited first
- Minimum female speaker ratios (15% on main stage, 25% start-up stage)

In our own organisation
- 8 nationalities
- 50%+ female team, including our CTO

And beyond
- Female leaders lunches around every NOAH Conference
- Female mentorship program
## Focus on 10 Verticals

<table>
<thead>
<tr>
<th>Covered Sectors</th>
<th>FinTech &amp; InsurTech</th>
<th>Ecommerce, Marketplaces &amp; Classifieds</th>
<th>B2B Software &amp; Services (SaaS)</th>
<th>Mobility &amp; Travel of the Future</th>
<th>Industrial Digitisation (IoT)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mobile Banking</td>
<td>Instagram Commerce</td>
<td>Vertical &amp; Horizontal SaaS</td>
<td>Micro-Mobility</td>
<td>PropTech</td>
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<tr>
<td></td>
<td>Payment Providers</td>
<td>Fashion &amp; Accessories</td>
<td>AdTech</td>
<td>Carsharing</td>
<td>Food Manufacturing</td>
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<tr>
<td></td>
<td>Online Lending Platforms</td>
<td>Home Décor</td>
<td>Comms &amp; Collaboration</td>
<td>Long-Distance Transportation</td>
<td>Energy</td>
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<tr>
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<td>InsurTech</td>
<td>Food Delivery</td>
<td>HR SaaS</td>
<td>Flying Cars</td>
<td>Construction</td>
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<tr>
<td></td>
<td>Online Trading</td>
<td>Jobs</td>
<td>Cybersecurity</td>
<td>Autonomous Driving</td>
<td>AgTech</td>
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<td>Robo Advisory</td>
<td>Automotive</td>
<td>Ecommerce Tools</td>
<td>Logistics &amp; Delivery</td>
<td>SpaceTech</td>
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<tr>
<td></td>
<td>Investment Platforms</td>
<td>Real Estate</td>
<td>Real Estate in a Digital Age</td>
<td>Specialised Travel</td>
<td>IoT</td>
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<tr>
<td></td>
<td>Big Data</td>
<td>Lead Generation</td>
<td>Staffing Platforms</td>
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<td>Location Data</td>
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</tbody>
</table>

### Cover Sectors
- Mobile Banking
- Payment Providers
- Online Lending Platforms
- InsurTech
- Online Trading
- Robo Advisory
- Investment Platforms
- Big Data
- Instagram Commerce
- Fashion & Accessories
- Home Décor
- Food Delivery
- Jobs
- Automotive
- Real Estate
- Lead Generation
- Vertical & Horizontal SaaS
- AdTech
- Comms & Collaboration
- HR SaaS
- Cybersecurity
- Ecommerce Tools
- Real Estate in a Digital Age
- Staffing Platforms
- Location Data
- Micro-Mobility
- Carsharing
- Long-Distance Transportation
- Flying Cars
- Autonomous Driving
- Logistics & Delivery
- Specialised Travel
- Auto Commerce

### Speakers 2019
- Revolut
- Funding Circle
- N26
- sumup
- October
- lendinvest
- MAMBU
- iwoca
- Klarna
- nutmeg
- Payoneer
- Lemonade
- Delivery Hero
- catawiki
- MADE
- SCOUT 24
- Vinted
- Otto Group
- NUCOM GROUP
- ABOUT YOU
- facil.it
- Axel Springer
- Dropbox
- SAP
- Persimmon
- AUTO GROUP
- SHARENOW
- NTT
- Native Instruments
- Scytı
- CONTENTSQUARE
- fon
- Newstore
- Knotel
- Get Your Guide
- Flash
- BlaBlaCar
- Airbus
- Voil
- Lime
- Glovo
- Daimler
- BIRD
- omio
- Citybee
- Ynsect
- Taranis
- Infarm
- PT Scientists
- Powercloud
- Thermo
- Scandit
- Siemens
- Effective Space
- E-on

### Previous Speakers / Attendees
- Prodigy Finance
- behalf
- Zopa
- adyen
- Kreditech
- Wefox Group
- Deposit Solutions
- Solaris Bank
- Monzo
- PayPal
- axumoney
- Monee
- stripe
- Tandem
- Allegro
- Takeaway.com
- Levi's
- Farfetch
- Vestiaire Collective
- Spreadshirt
- Immobiliare.it
- HelloFresh
- Picnic
- Photobox
- Zalando
- Deliveroo
- Eventim
- Mister Spex
- Rocket Internet
- Just Eat
- Wix.com
- Critiales
- OcGym
- Clicktale
- Infinitat
- Moovit
- Trivago
- Greetly
- Evaneos
- Trainline
- SentinelOne
- Pipeline
- WPP
- Zendesk
- Volocopter
- Uber
- Kiwi.com
- TravelPerk
- Moovit
- Trivago
- Greetly
- Evaneos
- Trainline
- SentinelOne
- Pipeline
- WPP
- Zendesk
- FCG
- Booking Holdings
- Bike
- Coach
- Cortica
- Freightos
- Holaluz
- CropX
- Zolar
### Focus on 10 Verticals

<table>
<thead>
<tr>
<th>Digital Health</th>
<th>Revolutionary Consumer Products (DTC)</th>
<th>EduTech</th>
<th>Cognitive Computing</th>
<th>Blockchain-Powered Businesses</th>
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</thead>
<tbody>
<tr>
<td>• Medical Cannabis</td>
<td>• Music &amp; Media</td>
<td>• Online Learning Apps</td>
<td>• Artificial Intelligence</td>
<td>• Cryptocurrencies</td>
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<tr>
<td>• Fitness Apps</td>
<td>• Sports</td>
<td>• VR &amp; AR in Education</td>
<td>• Machine Learning</td>
<td>• Exchanges</td>
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<td>• Telehealth</td>
<td>• Gaming</td>
<td>• Patient-Doctor Marketplaces</td>
<td>• Deep Learning</td>
<td>• Blockchain-Based Lending</td>
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<tr>
<td>• Patient-Doctor Marketplaces</td>
<td>• Social &amp; Dating</td>
<td>• Direct-to-Consumer Products</td>
<td>• Predictive Analysis</td>
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<td>• Music &amp; Media</td>
<td>• Big Data &amp; Analytics</td>
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<td></td>
<td>• Direct-to-Consumer Products</td>
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</table>

**List of Companies**

- Digital Health: babylon, JACANA, Harmony, FARMAKO, Klara, myTomorrows, Zava, CannaMedical, kaia, Doctolib, EarlySense, medible, TOPDOCTORS, Prelude, zebra, talea, docplanner.com, Siemens Healthineers, OXIVAX
- Revolutionary Consumer Products (DTC): ideezer, mymuesli, THE MEET GROUP, Coca-Cola, Onefootball, tado, VIU, DFL, HORIZN STUDIOS
- EduTech: ResearchGate, BRAINLY, Blinkist, sofatur, bettermarks, emagister, OPENCLASSROOMS, ABA ENGLISH, the Digital English Academy, VIU
- Cognitive Computing: arago, Engineer.ai, CHORUS, tastewise, Mapillary, TeraLytics, ZEITGOLD, ZEOTAP, EveryTHING, KONUX
- Blockchain-Powered Businesses: LUNO, Bitbond, cryptoFinance, dfinity, Nexo, NOS, parity, SMART VALOR, BLOCKCHAIN, Bancor, colu, ORBS, ShapeShift, Ledger
NOAH - One Platform Delivering Four Value Propositions

**Networking and information platform for the European digital growth sector**

- Finding relevant people, companies and investors
- NOAH recommendations and matchmaking
- Goal-oriented networking
- Media, research and news library
- Valuation data (public & private comps)

**3 annual conferences**
- London 30-31 October 2019
- Berlin 4-5 June 2020
- Zurich 22-23 September 2020

**Value Proposition**
- Physical meetings between key decision makers
- Most exciting entrepreneurs, companies and investors on stage
- Top service provider exhibitors

**Unified digital platform supporting all NOAH businesses (single user account)**

**Corporate finance / M&A services**

- Advice on control secondary transactions and selected capital raises
- Closed 25+ of Europe's largest digital transactions

**Online and offline activities helping European start-ups to get funded and grow**

- Start-up stage presentations
- Investor matching and meetings
- “Get Funded” packages

**Value Proposition**
- Physical meetings between key decision makers
- Most exciting entrepreneurs, companies and investors on stage
- Top service provider exhibitors

**NOAH start-ups**

**Value Proposition**
- Start-up stage presentations
- Investor matching and meetings
- “Get Funded” packages

**Investing / Capital Raising / M&A**

**Finding Service Providers / Clients**

**Knowledge & Data**
Networking

- NOAH connects the right people – offline and online
- 3 annual conferences with a unique networking focus
- Platform for exclusive partner events
- Supported by powerful tech products
  - Custom networking app
  - Investor matchmaking
  - Service provider / client introductions
  - NOAH books – investors, speakers, startups, service providers
- Expansion into NOAH Connect always-on online platform with a unique suite of solution-driven products
  - AI-based relevant introductions / meeting suggestions
  - Marketplace for partner events throughout the year
  - City trip planning
Investing / Capital Raising / M&A

NOAH connects companies with capital across all levels and stages of funding

<table>
<thead>
<tr>
<th>Companies</th>
<th>Early Stage</th>
<th>Growth Stage</th>
<th>Buyout Stage</th>
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<tr>
<td>tado</td>
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<td>fotolia</td>
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<td>Fraugster</td>
<td>Luminati</td>
<td>KäuferPortal</td>
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<td>Promo</td>
<td>facile.it</td>
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<td>movinga</td>
<td>TravelPerk</td>
<td>drushim.co.il</td>
<td>trovit</td>
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<td>quantilope</td>
<td>Wunder</td>
<td>WORK4LABS</td>
<td>yad2.co.il</td>
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<td>Blickfeld</td>
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<td>Toprural</td>
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</tbody>
</table>

NOAH startups
- Pitch presentations
- Investor intros

NOAH CONNECT
- Online search and suggestions
- Introductions & exposure

NOAH ADVISORS®
- Sizable fund raises
- Sell-side M&A advisory

NOAH CONFERENCE
- Main stage presentations
- Private in-person meetings

Investors
- BCG Digital Ventures
- Capital
- Capital Partners
- Lake Star
- Capital Partners
- TPG Capital
- SoftBank
- Target Global
- ngp capital
- EMK Capital
- BridgeCapital
- Bain Capital
- BlackRock
Finding Service Providers and Clients

Growing partner base
• 150+ conference partners per year

Partners success demonstrated by 80%+ retention

Focus on leading European B2B service providers

Expanding partner product portfolio

Dedicated online service provider platform will be launched in Q3 2019
• Detailed product info
• Reviews & recommendations
• Trials, deals and discounts

Strategic Partners

Premium Partners

Event Partners
Knowledge & Data

- Richest content platform on the European digital ecosystem
  - 1,900+ videos of company presentations, keynotes, panels, etc. from 10 years of the NOAH Conference
  - 1,200+ presentation documents

- Bi-monthly “NOAH Bible” newsletter

- Public valuation data (“Comps”)

- NOAH books (e.g. investors, startups, service providers)

- Third-party research and data partnerships

Sign up for the NOAH Bible here
## NOAH Products

30,000 Entrepreneurs, Investors and Leading Corporate Executives Use NOAH ...

### To Access Content, Knowledge & Data of 10 Industrial Growth Verticals

<table>
<thead>
<tr>
<th>700 Annual Companies Presenting</th>
<th>Public &amp; Private Valuation Data</th>
<th>Hot Company and Investor Lists</th>
<th>Industry &amp; Company Research</th>
<th>NOAH Media Library</th>
<th>Partner Workshops (operational)</th>
</tr>
</thead>
</table>

### To Get Access to NOAH's SaaS Based Business Networking Products

<table>
<thead>
<tr>
<th>In-Person Meetings for 8,000 Annual Attendees</th>
<th>All Year Around Usage of NOAH Connect (NOAH Digital)</th>
<th>New Conference Networking &amp; Matchmaking App</th>
<th>Find Experts and Key Focus Hires</th>
<th>Organise Events</th>
<th>City Trip Planning</th>
</tr>
</thead>
</table>

### Investments / Funding

- Corporate Finance Advisory
- Relevant Investor Search
- Investment Opportunities Search
- Recommendations / Matchmaking
- Confidential Document Sharing
- Online Process Management

### Service Providers / Clients

- Find Top Service Providers
- Find Clients

### Corporate Functions

- Find Talent
- Meet your Digital Challengers
- Find Growth
- Invest in Startups
- Find Business Partners
Three Conferences, One Mission

Drive European Digital Growth

Mission
To provide a physical marketplace that facilitates funding of digital European companies at all stages

Mission
To promote Swiss startups and connect private and corporate Swiss investors directly to Europe’s best digital growth companies

Mission
To bring together future-shaping executives and investors active across segments driven by digital revolution

Connecting Capital and Entrepreneurs
30-31 October 2019
Old Billingsgate, London

Connecting European Champions and Challengers
4-5 June 2020
STATION Berlin

Connecting Top Investors, Family Offices and Entrepreneurs
22-23 September 2020
The Circle, Zurich
The #1 Conference for the European Digital Ecosystem

Speaking Companies

1. 450+ speakers in ’18 (700+ in 2019)
2. 72 “digital European unicorn speakers” on stage since 2016 – more than any other conference
3. 52% of top 100 M&A deals (EV €51bn)
4. $ 3 trillion market cap on stage since ’09

2018 Speakers

- 31% Germany
- 20% Israel
- 16% UK
- 6% US
- 6% Spain
- 4% Switzerland
- 2% France
- 2% Netherlands
- 13% Other

Attendees

1. 5,100 attendees in ’18
2. 75%+ senior decision makers
3. 1,700+ attendees from top investors in ‘18

Attendees since 2009

- 2009: 431
- 2010: 588
- 2011: 1,085
- 2012: 1,345
- 2013: 1,515
- 2014: 1,555
- 2015: 3,887
- 2016: 4,196
- 2017: 4,549
- 2018: 5,079
- 2019: 8,700

2018 Attendees

- 41% Internet Executives
- 22% Investors
- 16% Service Providers
- 15% Corporate Executives
- 6% Other

- 45% Germany
- 12% Israel
- 11% UK
- 6% US
- 4% Switzerland
- 3% France
- 2% Spain
- 2% Poland
- 2% Other

1. 2015: NOAH Berlin added.
2. 2019: new venues for NOAH Tel Aviv and NOAH Berlin.
1,500+ attendees – the “who is who” of European Internet

100+ of Europe’s leading digital businesses and 80+ handpicked top start-ups on stage

Investors and entrepreneurs tell their common success stories

Topical meeting areas to make new relevant contacts

Selected Confirmed Speakers

Anne Boden
Founder & CEO

Sachin Dev Duggal
Co-Founder

Johannes Schildt
Co-Founder & CEO

Markus Villig
Founder & CEO

Clare Gilmartin
CEO

Dr. Tim Sievers
Founder & CEO

Nathan Coe
CFO

Amos Haggiag
Co-Founder & CEO

Sujay Tyle
Co-Founder & CEO

Christian Faes
Co-Founder & CEO

Charles Delingpole
Founder & CEO

Chris Tsakalakis
CEO

Ricky Knox
Co-Founder & CEO

Jonathan Clayton
CEO

Efe Cakarel
Founder & CEO

Lucas von Cranach
Founder & CEO

Kieran O’Neill
Co-Founder & CEO

Burak Ertas
CEO

Dave Waiser
Founder & CEO

Paulin Dementhon
Founder & CEO
- ~5,000 attendees - executives, investors, digital service providers
- Unique mix of CEOs from European traditional large caps and top-funded startups on stage
- Focus on emerging startups - 80+ handpicked young companies on the Startup Stage

**Speaker Highlights from NOAH19 Berlin**

- Poppy Gustafsson: Co-CEO
- Hakan Koç: Co-Founder & Co-CEO
- Tobias Hartmann: CEO
- Tarek Mueller: Co-Founder & MD
- Panni Morshedi: Continental Europe Managing Director
- Nicolas Brusson: Co-Founder & CEO
- Niklas Östberg: Co-Founder & CEO
- Jochen Engert: Founder & MD
- Nikolay Storonsky: Founder & CEO
- Johannes Reck: Co-Founder & CEO
- Ravi Vora: CEO
- Dr. Boris Mittermüller: Co-Founder & COO
- Daniel Schreiber: CEO
- Philippe Chainieux: CEO
- Maximilian Tayenthal: Co-Founder & CPO
- Dr. Jan Kemper: Managing Director & CPO
- Sebastian Klaue: CDO
- Ijad Madisch: Co-Founder & CEO
- Anne Boden: Founder & CEO
- Markus Braun: CEO

**Partner dinners and satellite events throughout the city**

- Workshops and exhibitions by leading digital service providers
- Totally revamped conference app and networking / matchmaking technology

4-5 June 2020
STATION Berlin

- ~5,000 attendees – executives, investors, digital service providers
- Unique mix of CEOs from European traditional large caps and top-funded startups on stage
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Partner dinners and satellite events throughout the city

Workshops and exhibitions by leading digital service providers

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4-5 June 2020
STATION Berlin
Our New Venue: STATION Berlin

- **14.7k** square meters (+ outdoors)
- **5** stages
- **5,000+** attendees
- **65** exhibition stands
- **56** private meeting rooms
- **12+** open meeting points
- **100** partners
- **6** food stations
**Goals**

- Connect Swiss and European startups with leading investors & corporate executives
- Connect Swiss family offices with leading investors

**Format**

- 2 day conference; mainstage plus large networking and exhibition area
  - Mainstage: for CEOs only – startups and corporates
  - Highly selective, focus on senior executives
  - ~1,000 attendees
    - Startups (Swiss and international; focus on those with near-term capital needs)
    - Investors: family offices and funds
    - Corporates (Swiss and international)
- Opening Reception on 21 Sep

**The Circle**

- Situated within The Circle, a new destination at Zurich Airport opening April 2020
- Over 5,000 square metres of functionspace, with a capacity of 1,500 guests
  - A total of 16 conference rooms

**22 - 23 September 2020**

The Circle – Zurich Airport
# NOAH’s Unique Investor Network

## Total Attendees over the Last 10 Years

### Venture Capital

<table>
<thead>
<tr>
<th># of attendees</th>
<th>First time at NOAH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lakestar</td>
<td>105</td>
</tr>
<tr>
<td>Holtzbrinck Ventures</td>
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<tr>
<td>Index Ventures</td>
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<tr>
<td>SevenVentures</td>
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<tr>
<td>Accel Partners</td>
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<tr>
<td>BCG Digital Ventures</td>
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<tr>
<td>Eight Roads</td>
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<tr>
<td>Acton Capital</td>
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<tr>
<td>Partech Ventures</td>
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<tr>
<td>Rocket Internet</td>
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<tr>
<td>e.ventures</td>
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<tr>
<td>Atlantic Labs</td>
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<tr>
<td>btov Partners</td>
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<tr>
<td>Earlybird Venture Capital</td>
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<tr>
<td>Project A Ventures</td>
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<tr>
<td>Piton Capital</td>
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<td>10x.Group</td>
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<tr>
<td>FinLeap</td>
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<tr>
<td>iLab Ventures</td>
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<td>Atomico</td>
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<td>Coparion</td>
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<tr>
<td>SpeedInvest</td>
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<tr>
<td>Catalonia Trade &amp; Investment</td>
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<tr>
<td>Frog Capital</td>
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<tr>
<td>Northzone</td>
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<tr>
<td>Rheingau Founders</td>
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<tr>
<td>DN Capital</td>
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<tr>
<td>RTP Global</td>
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<tr>
<td>Mangrove Capital Partners</td>
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<tr>
<td>Balderton Capital</td>
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</table>

### Growth

<table>
<thead>
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<th># of attendees</th>
<th>First time at NOAH</th>
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<tr>
<td>Target Global</td>
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<tr>
<td>Vitruvian Partners</td>
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<tr>
<td>General Atlantic</td>
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<td>Insight Venture Partners</td>
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<td>Technology Crossover Ventures TCV</td>
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<tr>
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<td>HPE Growth Capital</td>
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<td>Scottish Equity Partners</td>
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<td>LetterOne Technology</td>
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<td>DST Global</td>
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<tr>
<td>Temasek Holdings</td>
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<tr>
<td>SoftBank Capital</td>
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</table>

### Buyout

<table>
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<th># of attendees</th>
<th>First time at NOAH</th>
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</thead>
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<tr>
<td>Hellman &amp; Friedman</td>
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<tr>
<td>KKR</td>
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<tr>
<td>TA Associates</td>
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<tr>
<td>EQT Partners</td>
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<td>Permira</td>
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<td>MCI Capital</td>
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<td>Macquarie Capital</td>
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<tr>
<td>Maryland GmbH</td>
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<tr>
<td>Oakley Capital</td>
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<tr>
<td>HgCapital</td>
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<tr>
<td>TPG Capital</td>
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<tr>
<td>Providence Equity</td>
<td>16</td>
</tr>
<tr>
<td>Advent International</td>
<td>15</td>
</tr>
<tr>
<td>Bailie Gifford</td>
<td>5</td>
</tr>
</tbody>
</table>
# Attendee Prices - Overview

<table>
<thead>
<tr>
<th>Ticket Category</th>
<th>Category Criteria</th>
<th>Berlin EUR</th>
<th>London EUR</th>
<th>London GBP*</th>
<th>Zurich CHF</th>
</tr>
</thead>
</table>
| Startup         | • Sells goods or services  
• Founded 2016 or later  
• Less than €5m raise | 340 | 510 | 450 | 790 |
| Internet / Corporate | • Sells physical goods to anyone or services primarily to consumers | 590 | 895 | 790 | 1,290 |
| Service Provider | • Sells services primarily to corporates  
• Research analysts  
• Founded before 2016 | 790 | 1,121 | 990 | 1,490 |
| Investor Small | • AUM below €100m  
• Public-only equity or debt investors | 990 | 1,586 | 1,400 | 1,750 |
| Investor Large | • AUM above €100m | 1,590 | 2,265 | 2,000 | 2,100 |
| Banker | • M&A and corporate finance professionals | 2,990 | 3,624 | 3,200 | 2,990 |

|  |  | 2018 |
|-----------------|------------------|------------|------------|-------------|------------|
| Startup         |  | 450 | 510 | 450 |
| Internet / Corporate |  | 790 | 895 | 790 |
| Service Provider |  | 990 | 1,121 | 990 |
| Investor Small |  | 1,400 | 1,586 | 1,400 |
| Investor Large |  | 2,000 | 2,265 | 2,000 |
| Banker |  | 3,290 | 3,624 | 3,200 |

* Prices are subject to change from fluctuating FX rates
Europe's leading platform for Europe's top startups to raise their angel to series B rounds
- Top early stage investors including angels, VCs, corporates, family offices, venture debt funds
- Track record of hundreds of fundings originated at NOAH

Startup matchmaking tools
- Startup books for Conferences
- Dedicated startup in NOAH's media library
- Investor books to find the right angels and VCs
- Online investor matchmaking

Dedicated Startup Stage at all NOAH events
- ~80 handpicked companies presenting per event
- 100+ success stories of companies raising after presenting at NOAH
Selected Success Stories

- **tink**
  - Funding Amount: €56m
  - Date: Feb-19

- **Personio**
  - Funding Amount: €35.2m
  - Date: Jan-19

- **leanIX**
  - Funding Amount: €26.4m
  - Date: Dec-18

- **FINEWAY**
  - Funding Amount: €6m
  - Date: Nov-18

- **movinga**
  - Funding Amount: €15m
  - Date: Nov-18

- **ZENJOB**
  - Funding Amount: €15m
  - Date: Nov-18

- **HOMEDAY**
  - Funding Amount: €20m
  - Date: Oct-18

- **LIQID**
  - Funding Amount: €33m
  - Date: Sep-18

- **Grover**
  - Funding Amount: €37m
  - Date: Jul-18

- **PromoFarma.com**
  - Acquired by Zur Rose Group AG
  - Date: Aug-18
NOAH Connect

People
- Relevant people in the European ecosystem
  - Entrepreneurs
  - Key executives from investors and companies
  - Functional experts
- Deep data
  - Experience tags
  - Interests
  - Position & career data

Investors
- All investors active in digital Europe
  - Professional funds
  - Angels / HNWIs / family offices
  - Corporates
  - LPs
- Deep data
  - Investment criteria
  - Portfolio

Companies
- All companies impactful on digital Europe
  - Established corporates
  - Growth companies
  - Promising startups
- Deep data
  - KPIs, tags
  - Industry context

Service Providers
- Top online and offline B2B service providers
  - Category-by-category
  - Product presentations and case studies
- Reviews & recommendations

Data
- Conference admin and documents
- Valuation data
- Traffic data
- Market research

Media
- Conference media
  - Videos
  - Slides
  - Pictures
  - Blog
  - Social media
- News aggregation
- Press / journalist portal

Networking
- Unified, secure and fast database
  - Relevant and recent data (UGC, proprietary data, APIs)

Investing / Capital Raising / M&A
- Single account for all products
  - AI-driven recommendations and matchmaking across all products

Finding Service Providers / Clients

Knowledge & Data
NOAH Connect Impressions
Europe’s Leading Internet Corporate Finance Boutique

**Unique Industry Know-How**

- Focus on Leading European Internet companies
  - Covering over 400 companies across 25 online verticals, a broad range of over 500 investors as well as 100+ online-focused corporates
- Deep understanding of industry dynamics
- Ability to add value beyond banking advice
  - Facilitates overall process and minimizes management distraction

**Strong Investment Banking Competence**

- Over 40 years of combined relevant M&A experience
  - Routine execution of M&A and financing transactions with sizes of several billion euros
- 30+ successfully completed NOAH Advisors transactions underline successful transfer of M&A competencies to the Internet sector

**Unmatched Network and Relationships**

- NOAH Advisors is globally well connected and has direct access to virtually all key players in the industry
  - Knowledge of and strong relationships with potential buyers’ key decision makers
  - Proactively finds and unlocks attractive investment opportunities for leading investors
- Annual NOAH Conference in its 10th year

**Full Commitment - We Are Entrepreneurs!**

- Entrepreneurial mind-set, focused on growing the business and establishing a reputation for excellence
- Ability to deliver top results in short time frames
- Highly success-based compensation structures align interests of clients and NOAH Advisors, and demonstrate conviction to deliver top results
- Creative deal solutions

**What makes NOAH Advisors unique?**

- Small team of digital experts
- Highly selective deal acceptance
- Advice on majority sell sides and sizable fund raisings
- Focus on digital, KPI-driven businesses
- Clients from all over Europe and MENA
- Coverage of all major investors active in digital Europe (financials, corporates, family offices / HNWIs)
- Interest alignment through fully performance-based compensation
- Strong track record with 30+ closed deals since 2008
NOAH Advisors provides corporate finance services to the digital sector in Europe
The NOAH Team

### M&A

- **Marco Rodzynek**
  - Managing Director & Founder
  - marco.rodzynek@noah-advisors.com

- **Jan Brandes**
  - Managing Director
  - jan.brandes@noah-advisors.com

### Partnerships

- **Justus Lumpe**
  - Managing Director
  - justus.lumpe@noah-advisors.com

- **Marcos Toran**
  - Managing Director Partnerships
  - marcos.toran@noah-advisors.com

### Production

- **Nikhil Parmar**
  - Director

- **Olek Skwarczek**
  - Associate

- **Lukas Schlund**
  - Analyst

### Content & Media

- **Marco Bombach**
  - Creative Director

- **Gema Alba**
  - New Media Designer

- **Maria Navarro**
  - Junior Web & Graphic Designer

### IT

- **Irma Camperio**
  - Key Account Manager

### Attendee Management

- **Livia Götz**
  - Head of Production

- **Paweł Wójcik**
  - Event Production Manager

- **Tadeusz Szymkiewicz**
  - Head of Data

### Data

- **Daniel Wasowicz**
  - Data Team Leader

- **+10 data specialists**

### Central

- **Gabriela Clauss**
  - Sales & Relationship Manager

- **Marina Khrolovich**
  - Data Manager

- **Paula García**
  - Director HR & Administration

- **Víctor Siurana**
  - Accountant & Controller