AN INTRODUCTION TO NOAH
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
Who We Are

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

Fotolia

NOAH Bible (Newsletter): A Valuation / KPI Snapshot for European Internet
May 2015

NOAH advises Fotolia on its investment from KKR | May 2012

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

Facile.it

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

Käuferportal

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

10bis.co.il

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

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

Trovit

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

PARSHIP

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

Flixbus

NOAH advises Bigpoint in their $350 million acquisition of Bigpoint | Apr 2011

Bigpoint

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

10bis.co.il

Our Special 10th Anniversary of NOAH London
October 2018

NOAH Connect App v1: Bringing the NOAH Famous Networking Online
May 2016

Introducing the new NOAH at STATION-Berlin
June 2019

NOAH London Moves to Old Billingsgate
November 2011

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

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

Trovit

NOAH Conference Expands to Berlin
June 2015

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

Yad2

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

PARSHIP

Startups Welcomed on Stage (SevenVentures Pitch Day)
Workshop Stage Featuring Best-In-Class Service Providers

NOAH Books Initiative: Industry Directories for the Ecosystem
November 2013

NOAH Conference Expands to Tel Aviv
March 2018

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

NOAH Conference Expands to Zurich
April 2019

NOAH Conference Expands to Berlin
June 2015

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

Softonic

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

Bigpoint

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Trovit

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PARSHIP

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Bigpoint
The NOAH Ecosystem – Quality over Quantity

<table>
<thead>
<tr>
<th>9,000 Companies from Europe</th>
<th>500 Corporates / Champions</th>
</tr>
</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>
</tbody>
</table>

NOAH Core Network

<table>
<thead>
<tr>
<th>~600 Hot Companies</th>
<th>~100 Market Leaders</th>
</tr>
</thead>
</table>

Top Service Providers for the digital sector
- Across 135 categories
- Many SaaS solutions
- NOAH customer lead gen for service provider

<table>
<thead>
<tr>
<th>150+ Partners</th>
<th>~100 Investor Partners</th>
</tr>
</thead>
</table>

400 Service Providers

1,300 Investors for the Digital Sector

- VC, Growth, Buyout
- Venture Debt
- Close to 100% shareholder coverage of European growth capital universe
- Significant investor to investor meetings at NOAH
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>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>FinTech &amp; InsurTech</td>
<td>Mobile Banking</td>
<td>Instagram Commerce</td>
<td>Vertical &amp; Horizontal SaaS</td>
<td>Micro-Mobility</td>
</tr>
<tr>
<td></td>
<td>Payment Providers</td>
<td>Fashion &amp; Accessories</td>
<td>AdTech</td>
<td>Carsharing</td>
</tr>
<tr>
<td></td>
<td>Online Lending Platforms</td>
<td>Home Décor</td>
<td>Comms &amp; Collaboration</td>
<td>Long-Distance Transportation</td>
</tr>
<tr>
<td></td>
<td>InsurTech</td>
<td>Food Delivery</td>
<td>HR SaaS</td>
<td>Flying Cars</td>
</tr>
<tr>
<td></td>
<td>Online Trading</td>
<td>Jobs</td>
<td>Cybersecurity</td>
<td>Autonomous Driving</td>
</tr>
<tr>
<td></td>
<td>Robo Advisory</td>
<td>Automotive</td>
<td>Ecommerce Tools</td>
<td>Logistics &amp; Delivery</td>
</tr>
<tr>
<td></td>
<td>Investment Platforms</td>
<td>Real Estate</td>
<td>Real Estate in a Digital Age</td>
<td>Specialised Travel</td>
</tr>
<tr>
<td></td>
<td>Big Data</td>
<td>Lead Generation</td>
<td>Staffing Platforms</td>
<td>Auto Commerce</td>
</tr>
</tbody>
</table>

Speakers 2019

- Revolut
- Funding Circle
- N26
- sumup
- october
- lendinvest
- MAMBU
- iwalla
- Klarna
- nutmeg
- Payoneer
- Lemonade
- Delivery Hero
- catawiki
- MADE
- SCOUT
- Vinte
- otto group
- NUCOM GROUP
- ABOUT YOU
- facil.it
- axel springer
- Dropbox
- SAP
- Persimmon
- AUTO GROUP
- SHARENOW
- voli
- Lime
- Glovo
- fybers
- BlaBlaCar
- AIRBUS
- DAIMLER
- VISA
- omio
- citybee

Previous Speakers / Attendees

- Prodigy
- behalf
- Zopa
- adyen
- TransferWise
- kreditech
- Depost Solutions
- solarisBank
- monzo
- PayPal
- auxmoney
- etoro
- stripe
- TANDEM
- allegro
- Takeaway.com
- VESTAIRE COLLECTIVE
- FARFETCH
- MONNIER FANDRIANT
- FIVERR
- Clickeal
- Altumetrix
- LOYAL<br>
- TROY<br>
- Flickbox
- Deliveroo
- Mister Spex<br>
- ROCKET INTERNET<br>
- JUST EAT<br>
- WIX.com
- critecom<br>- OGYM<br>- Clicktale<br>- INFINIDAT<br>- DocuSign<br>- KALTURA<br>- IMVISION TECHNOLOGIES<br>- SentinelOne<br>- pipedrive<br>- wework<br>- TeamViewer<br>- zenmeds<br>- FCG<br>- BOOKING HOLDINGS<br>- halaluz<br>- cropx<br>- 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>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Cannabis</td>
<td>Music &amp; Media</td>
<td>Online Learning Apps</td>
<td>Artificial Intelligence</td>
<td>Cryptocurrencies</td>
</tr>
<tr>
<td>Fitness Apps</td>
<td>Sports</td>
<td>VR &amp; AR in Education</td>
<td>Machine Learning</td>
<td>Exchanges</td>
</tr>
<tr>
<td>Telehealth</td>
<td>Gaming</td>
<td>Deep Learning</td>
<td>Predictive Analysis</td>
<td>Blockchain-Based Lending</td>
</tr>
<tr>
<td>Patient-Doctor Marketplaces</td>
<td>Social &amp; Dating</td>
<td>Big Data &amp; Analytics</td>
<td>Big Data &amp; Analytics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Direct-to-Consumer Products</td>
<td>Robotics</td>
<td>Robotics</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>VR &amp; AR</td>
<td>VR &amp; AR</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Natural Language Processing</td>
<td>Natural Language Processing</td>
<td></td>
</tr>
</tbody>
</table>

**Examples of Companies:***

- **Digital Health:** babylon, THE MEET GROUP, Harmony, K L A R A, myTomorrows, Zava, HORIZN STUDIOS
- **Revolutionary Consumer Products (DTC):** ideez, mymuesli, Coca-Cola, tado, Onefootball, tado, blinkist, sofatur, bettermarks, emagister:
- **EduTech:** ResearchGate, Brainly, ABA ENGLISH, OPENCLASSROOMS, KAIA
- **Cognitive Computing:** arago, ENGINEER.AI, CHORUS, TASTewise, Mapillary, TERAlytics, ZEITGOLD, ZEOTAP
- **Blockchain-Powered Businesses:** LUNO, Bitbond, FUNDITY, NEXO

---

*Examples of Technologies:*

- **AI:** Algoriddim, IDAGIO, badoo, pi-top, Code, anodot, Lightricks
- **ML:** bumble, MyHeritage, Rakuten, Quantum, busuu, KANO, SENSE, INCEPTION, binah.ai
- **DL:** Google, Arango, betfair, Minute Media, THE DO SCHOOL, PLANCK
- **Predictive Analysis:** EVERTHINCITY, SMART VALOR, TESSA, OPTIMAL
- **Big Data & Analytics:** ShapeShift,ledger, Pablic
- **Robotics:** ZEITGOLD, ZEOTAP, LUNO, Bitbond
- **VR & AR:** Digital Health, EVRYTHING, KONUX, KX, Parity, NEXO
- **Natural Language Processing:** babylon, THE MEET GROUP, Harmony, K L A R A, myTomorrows, Zava, HORIZN STUDIOS
- **Cryptocurrencies:** LUNO, Bitbond, FUNDITY, NEXO
- **Exchanges:** Digital Health, EVRYTHING, KONUX, KX, Parity, NEXO
- **Blockchain-Based Lending:** Digital Health, EVRYTHING, KONUX, KX, Parity, NEXO
NOAH - One Platform Delivering Four Value Propositions

Networking and information platform for the European digital growth sector

Value Proposition
• 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
• Berlin 13-14 Jun 2019
• London 30-31 Oct 2019
• Zurich 22-23 Sep 2020

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

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

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

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

Corporate finance / M&A services

Value Proposition
• Advice on control secondary transactions and selected capital raises
• Closed 25+ of Europe’s largest digital transactions

Networking
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>Early Stage</th>
<th>Growth Stage</th>
<th>Buyout Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>tado</td>
<td>Flixbus</td>
<td>fotolia</td>
</tr>
<tr>
<td>GET YOUR GUIDE</td>
<td>Luminati</td>
<td>KäufertPortal</td>
</tr>
<tr>
<td>bidroom</td>
<td>PromoFarma.com</td>
<td>facil.it</td>
</tr>
<tr>
<td>tink</td>
<td>TravelPerk</td>
<td>trovit</td>
</tr>
<tr>
<td>ZEN JOB</td>
<td>moviaga</td>
<td>yad2.co.il</td>
</tr>
<tr>
<td>Fraugster</td>
<td>omni:us</td>
<td>PARSHIP ELITE Group</td>
</tr>
<tr>
<td>BLUE CODE</td>
<td>drushim.co.il</td>
<td></td>
</tr>
<tr>
<td>Movinga</td>
<td>WORK4LABS</td>
<td></td>
</tr>
<tr>
<td>TravelPerk</td>
<td>Toprural</td>
<td></td>
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<tr>
<td>quantiop</td>
<td>D2C</td>
<td></td>
</tr>
<tr>
<td>Wunder</td>
<td></td>
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<tr>
<td>Blickfeld</td>
<td></td>
<td></td>
</tr>
</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
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
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 → bit.ly/NOAH-Bible
## NOAH Products

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

<table>
<thead>
<tr>
<th>To Access Content, Knowledge &amp; Data of 10 Industrial Growth Verticals</th>
</tr>
</thead>
<tbody>
<tr>
<td>700 Annual Companies Presenting</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>To Get Access to NOAH’s SaaS Based Business Networking Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Person Meetings for 8,000 Annual Attendees</td>
</tr>
</tbody>
</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

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 Top Investors, Family Offices and Entrepreneurs
22-23 September 2020
The Circle, Zurich

Connecting European Champions and Challengers
13-14 June 2019
STATION Berlin

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

**2018 Attendees**

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

- 45% Germany
- 12% Israel
- 11% UK
- 4% Switzerland
- 3% US
- 2% Spain
- 2% Poland
- 2% France
- 1% Netherlands
- 1% Austria
- 1% Russia
- 1% Italy
- 1% Ukraine
- 1% Turkey
- 13% Other

1. 2015: NOAH Berlin added.
2. 2019: new venues for NOAH Tel Aviv and NOAH Berlin.
~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

Partner dinners and satellite events throughout the city

Workshops and exhibitions by leading digital service providers

Totally revamped conference app and networking / matchmaking technology

Selected Confirmed Speakers

Poppy Gustafsson  
Co-CEO

Hakan Koç  
Co-Founder & Co-CEO

Tobias Hartmann  
CEO

Tarek Mueller  
Co-Founder & MD

Panni Morshed  
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 & CEO

Daniel Schreiber  
CEO

Philippe Chainieux  
CEO

Maximilian Tayenthal  
Co-Founder & CFO

Dr. Jan Kemper  
Managing Director & CFO

Sebastian Klaue  
CDO

Ijad Madisch  
Co-Founder & CEO

Anne Boden  
Founder & CEO

Markus Braun  
CEO

13-14 June 2019
STATION Berlin
Our New Venue: STATION Berlin

- **14.7k SQUARE METERS (± outdoors)**
- **5 STAGES**
- **5,000+ ATTENDEES**
- **100 PARTNERS**
- **65 EXHIBITION STANDS**
- **56 PRIVATE MEETING ROOMS**
- **12+ OPEN MEETING POINTS**
- **6 FOOD STATIONS**
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
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 function space, with a capacity of 1,500 guests
  - A total of 16 conference rooms

22 - 23 September 2020
The Circle – Zurich Airport

New NOAH Event
Invite Only
# NOAH’s Unique Investor Network

## Total Attendees over the Last 10 Years

<table>
<thead>
<tr>
<th>Venture Capital</th>
<th># of attendees</th>
<th>First time at NOAH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lakestar</td>
<td>105</td>
<td>2009</td>
</tr>
<tr>
<td>Holtzbrinck Ventures</td>
<td>85</td>
<td>2009</td>
</tr>
<tr>
<td>Index Ventures</td>
<td>77</td>
<td>2009</td>
</tr>
<tr>
<td>SevenVentures</td>
<td>69</td>
<td>2012</td>
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<tr>
<td>Accel Partners</td>
<td>53</td>
<td>2009</td>
</tr>
<tr>
<td>BCG Digital Ventures</td>
<td>44</td>
<td>2009</td>
</tr>
<tr>
<td>Eight Roads</td>
<td>40</td>
<td>2009</td>
</tr>
<tr>
<td>Acton Capital</td>
<td>38</td>
<td>2009</td>
</tr>
<tr>
<td>Partech Ventures</td>
<td>35</td>
<td>2012</td>
</tr>
<tr>
<td>Rocket Internet</td>
<td>35</td>
<td>2010</td>
</tr>
<tr>
<td>e.ventures</td>
<td>33</td>
<td>2009</td>
</tr>
<tr>
<td>Atlantic Labs</td>
<td>31</td>
<td>2010</td>
</tr>
<tr>
<td>btov Partners</td>
<td>30</td>
<td>2011</td>
</tr>
<tr>
<td>Earlybird Venture Capital</td>
<td>27</td>
<td>2010</td>
</tr>
<tr>
<td>Project A Ventures</td>
<td>27</td>
<td>2009</td>
</tr>
<tr>
<td>Piton Capital</td>
<td>26</td>
<td>2009</td>
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<tr>
<td>10x.Group</td>
<td>24</td>
<td>2009</td>
</tr>
<tr>
<td>FinLeap</td>
<td>24</td>
<td>2011</td>
</tr>
<tr>
<td>iLab Ventures</td>
<td>24</td>
<td>2011</td>
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<tr>
<td>Atomico</td>
<td>22</td>
<td>2009</td>
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<tr>
<td>Coparion</td>
<td>22</td>
<td>2015</td>
</tr>
<tr>
<td>SpeedInvest</td>
<td>22</td>
<td>2012</td>
</tr>
<tr>
<td>Catalonia Trade &amp; Investment</td>
<td>21</td>
<td>2016</td>
</tr>
<tr>
<td>Frog Capital</td>
<td>21</td>
<td>2009</td>
</tr>
<tr>
<td>Northzone</td>
<td>21</td>
<td>2011</td>
</tr>
<tr>
<td>Rheingau Founders</td>
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<tr>
<td>DN Capital</td>
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</tr>
<tr>
<td>RTP Global</td>
<td>19</td>
<td>2012</td>
</tr>
<tr>
<td>Mangrove Capital Partners</td>
<td>18</td>
<td>2011</td>
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<tr>
<td>Balderton Capital</td>
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<table>
<thead>
<tr>
<th>Growth</th>
<th># of attendees</th>
<th>First time at NOAH</th>
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<tr>
<td>Target Global</td>
<td>67</td>
<td>2009</td>
</tr>
<tr>
<td>Vitruvian Partners</td>
<td>58</td>
<td>2009</td>
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<tr>
<td>General Atlantic</td>
<td>55</td>
<td>2009</td>
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<tr>
<td>Summit Partners</td>
<td>36</td>
<td>2009</td>
</tr>
<tr>
<td>Insight Venture Partners</td>
<td>29</td>
<td>2011</td>
</tr>
<tr>
<td>Technology Crossover Ventures TCV</td>
<td>29</td>
<td>2010</td>
</tr>
<tr>
<td>NGP Capital</td>
<td>26</td>
<td>2012</td>
</tr>
<tr>
<td>Spectrum Equity Investors</td>
<td>25</td>
<td>2010</td>
</tr>
<tr>
<td>HPE Growth Capital</td>
<td>24</td>
<td>2012</td>
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<tr>
<td>Scottish Equity Partners</td>
<td>20</td>
<td>2012</td>
</tr>
<tr>
<td>LetterOne Technology</td>
<td>19</td>
<td>2010</td>
</tr>
<tr>
<td>DST Global</td>
<td>11</td>
<td>2009</td>
</tr>
<tr>
<td>Temasek Holdings</td>
<td>9</td>
<td>2011</td>
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<tr>
<td>SoftBank Capital</td>
<td>2</td>
<td>2018</td>
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<table>
<thead>
<tr>
<th>Buyout</th>
<th># of attendees</th>
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<tbody>
<tr>
<td>Hellman &amp; Friedman</td>
<td>75</td>
<td>2009</td>
</tr>
<tr>
<td>KKR</td>
<td>69</td>
<td>2009</td>
</tr>
<tr>
<td>TA Associates</td>
<td>42</td>
<td>2009</td>
</tr>
<tr>
<td>EQT Partners</td>
<td>41</td>
<td>2009</td>
</tr>
<tr>
<td>Permira</td>
<td>39</td>
<td>2009</td>
</tr>
<tr>
<td>MCI Capital</td>
<td>33</td>
<td>2010</td>
</tr>
<tr>
<td>Macquarie Capital</td>
<td>30</td>
<td>2009</td>
</tr>
<tr>
<td>Maryland GmbH</td>
<td>28</td>
<td>2010</td>
</tr>
<tr>
<td>Oakley Capital</td>
<td>28</td>
<td>2012</td>
</tr>
<tr>
<td>HgCapital</td>
<td>23</td>
<td>2009</td>
</tr>
<tr>
<td>TPG Capital</td>
<td>20</td>
<td>2009</td>
</tr>
<tr>
<td>Providence Equity</td>
<td>16</td>
<td>2009</td>
</tr>
<tr>
<td>Advent International</td>
<td>15</td>
<td>2010</td>
</tr>
<tr>
<td>Baillie Gifford</td>
<td>5</td>
<td>2015</td>
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## 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>
<tbody>
<tr>
<td><strong>Startup</strong></td>
<td>• Sells goods or services&lt;br&gt;• Founded 2016 or later&lt;br&gt;• Less than €5m raise</td>
<td>340</td>
<td>510</td>
<td>450</td>
<td>790</td>
</tr>
<tr>
<td><strong>Internet / Corporate</strong></td>
<td>• Sells physical goods to anyone or services primarily to consumers</td>
<td>590</td>
<td>895</td>
<td>790</td>
<td>1,290</td>
</tr>
<tr>
<td><strong>Service Provider</strong></td>
<td>• Sells services primarily to corporates&lt;br&gt;• Research analysts&lt;br&gt;• Founded before 2016</td>
<td>790</td>
<td>1,121</td>
<td>990</td>
<td>1,490</td>
</tr>
<tr>
<td><strong>Investor Small</strong></td>
<td>• AUM below €100m&lt;br&gt;• Public-only equity or debt investors</td>
<td>990</td>
<td>1,586</td>
<td>1,400</td>
<td>1,750</td>
</tr>
<tr>
<td><strong>Investor Large</strong></td>
<td>• AUM above €100m</td>
<td>1,590</td>
<td>2,265</td>
<td>2,000</td>
<td>2,100</td>
</tr>
<tr>
<td><strong>Banker</strong></td>
<td>• M&amp;A and corporate finance professionals</td>
<td>2,990</td>
<td>3,624</td>
<td>3,200</td>
<td>2,990</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2020 Only</th>
<th>2018</th>
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<tbody>
<tr>
<td><strong>Startup</strong></td>
<td>450</td>
<td>450</td>
</tr>
<tr>
<td><strong>Internet / Corporate</strong></td>
<td>790</td>
<td>510</td>
</tr>
<tr>
<td><strong>Service Provider</strong></td>
<td>990</td>
<td>895</td>
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<td><strong>Investor Small</strong></td>
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<td>2,000</td>
<td>2,265</td>
</tr>
<tr>
<td><strong>Banker</strong></td>
<td>3,290</td>
<td>3,624</td>
</tr>
</tbody>
</table>

*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
<table>
<thead>
<tr>
<th>Company</th>
<th>Funding Amount</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>tink</strong></td>
<td>€56m</td>
<td>Feb-19</td>
</tr>
<tr>
<td><strong>Personio</strong></td>
<td>€35.2m</td>
<td>Jan-19</td>
</tr>
<tr>
<td><strong>leanIX</strong></td>
<td>€26.4m</td>
<td>Dec-18</td>
</tr>
<tr>
<td><strong>FINEWAY</strong></td>
<td>€6m</td>
<td>Nov-18</td>
</tr>
<tr>
<td><strong>movinga</strong></td>
<td>€15m</td>
<td>Nov-18</td>
</tr>
<tr>
<td><strong>ZENJOB</strong></td>
<td>€15m</td>
<td>Nov-18</td>
</tr>
<tr>
<td><strong>HOMEDAY</strong></td>
<td>€20m</td>
<td>Oct-18</td>
</tr>
<tr>
<td><strong>LIOID</strong></td>
<td>€33m</td>
<td>Sep-18</td>
</tr>
<tr>
<td><strong>Grover</strong></td>
<td>€37m</td>
<td>Jul-18</td>
</tr>
<tr>
<td><strong>PromoFarma.com</strong></td>
<td></td>
<td>Aug-18</td>
</tr>
</tbody>
</table>

Acquired by Zur Rose Group AG
NOAH Connect

<table>
<thead>
<tr>
<th>People</th>
<th>Investors</th>
<th>Companies</th>
<th>Service Providers</th>
<th>Data</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Relevant people</td>
<td>• All investors active in digital Europe</td>
<td>• All companies impactful on digital Europe</td>
<td>• Top online and offline B2B service providers</td>
<td>• Conference admin</td>
<td>• Conference media</td>
</tr>
<tr>
<td>in the European ecosystem</td>
<td>• Professional funds</td>
<td>• Established corporates</td>
<td>• Category-by-category</td>
<td>and documents</td>
<td>• Videos</td>
</tr>
<tr>
<td>• Entrepreneurs</td>
<td>• Angels / HNWIs / family offices</td>
<td>• Growth companies</td>
<td>• Product presentations and case studies</td>
<td>• Valuation data</td>
<td>• Slides</td>
</tr>
<tr>
<td>• Key executives</td>
<td>• Corporates</td>
<td>• Promising startups</td>
<td>• Reviews &amp; recommendations</td>
<td>• Traffic data</td>
<td>• Pictures</td>
</tr>
<tr>
<td>from investors and</td>
<td>• LPs</td>
<td>• Deep data</td>
<td></td>
<td>• Market research</td>
<td>• Blog</td>
</tr>
<tr>
<td>companies</td>
<td></td>
<td>• Deep data</td>
<td></td>
<td></td>
<td>• Social media</td>
</tr>
<tr>
<td>• Functional experts</td>
<td>• Deep data</td>
<td>• Investment criteria</td>
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<tr>
<td>• Deep data</td>
<td></td>
<td>• Portfolio</td>
<td></td>
<td></td>
<td>• News aggregation</td>
</tr>
<tr>
<td>• Experience tags</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Press / journalist</td>
</tr>
<tr>
<td>• Interests</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>portal</td>
</tr>
<tr>
<td>• Position &amp; career</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>data</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Unified, secure and fast database
- Relevant and recent data (UGC, proprietary data, APIs)
- Single account for all products
- AI-driven recommendations and matchmaking across all products

- Conference admin and documents
- Valuation data
- Traffic data
- Market research
- Conference media
- Videos
- Slides
- Pictures
- Blog
- Social media
- News aggregation
- Press / journalist portal
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

---

- 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

<table>
<thead>
<tr>
<th>M&amp;A</th>
<th>Partnerships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marco Rodzynek</td>
<td>Justus Lumpe</td>
</tr>
<tr>
<td>Managing Director &amp; Founder</td>
<td>Managing Director</td>
</tr>
<tr>
<td><a href="mailto:marco.rodynek@noah-advisors.com">marco.rodynek@noah-advisors.com</a></td>
<td><a href="mailto:justus.lumpe@noah-advisors.com">justus.lumpe@noah-advisors.com</a></td>
</tr>
<tr>
<td>Jan Brandes</td>
<td>Marcos Toran</td>
</tr>
<tr>
<td>Managing Director</td>
<td>Managing Director Partnerships</td>
</tr>
<tr>
<td><a href="mailto:jon.brandes@noah-advisors.com">jon.brandes@noah-advisors.com</a></td>
<td><a href="mailto:marcos.toran@noah-advisors.com">marcos.toran@noah-advisors.com</a></td>
</tr>
</tbody>
</table>

| Lukas Schlund            | Irma Camperio              |
| Analyst                  | Key Account Manager        |

| Nikhil Parmar            | Olek Skwarczek             |
| Director                 | Associate                  |

<table>
<thead>
<tr>
<th>Production</th>
<th>Content &amp; Media</th>
<th>IT</th>
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<tbody>
<tr>
<td>Livia Götz</td>
<td>Gema Alba</td>
<td>Annette McLoughlin</td>
</tr>
<tr>
<td>Head of Production</td>
<td>New Media Designer</td>
<td>Sales &amp; Marketing Manager</td>
</tr>
<tr>
<td>Pawel Wójcik</td>
<td>Maria Navarro</td>
<td>Maria del Mar Pérez</td>
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<tr>
<td>Event Production Manager</td>
<td>Junior Web &amp; Graphic Designer</td>
<td>CTO</td>
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<tr>
<td>Marco Bombach</td>
<td></td>
<td>11 Developers</td>
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<td>Creative Director</td>
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<table>
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<th>Attendee Management</th>
<th>Data</th>
<th>Central</th>
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<tr>
<td>Gabriela Clauss</td>
<td>Tadeusz Szymkiewicz</td>
<td>Paula García</td>
</tr>
<tr>
<td>Sales &amp; Relationship Manager</td>
<td>Head of Data</td>
<td>Director HR &amp; Administration</td>
</tr>
<tr>
<td>Marina Khroloovich</td>
<td>Daniel Wasowicz</td>
<td>Víctor Siurana</td>
</tr>
<tr>
<td>Data Manager</td>
<td>+10 data specialists</td>
<td>Accountant &amp; Controller</td>
</tr>
</tbody>
</table>

| Tadeusz Szymkiewicz      | Daniel Wasowicz            |                            |
| Head of Data             | +10 data specialists       |                            |
| Data Team Leader         |                            |                            |

| Víctor Siurana           |                            |                            |
| Accountant & Controller  |                            |                            |

| 29 |