AN INTRODUCTION TO NOAH 2020
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 NOAH Ecosystem – Quality over Quantity

### Corporates & Internet

- **9,000 Companies from Europe**
- **400 Service Providers**
- **1,300 Investors for the Digital Sector**

#### NOAH Core Network

<table>
<thead>
<tr>
<th>Hot Companies</th>
<th>Market Leaders</th>
<th>Partners</th>
<th>Investor Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>~600</td>
<td>~100</td>
<td>150+</td>
<td>~100</td>
</tr>
</tbody>
</table>

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

#### Significant investor to investor meetings at NOAH
- Willing to digitize
- Interested in digital challengers
- M&A
- Partnerships
- Meetings with Investors

### 500 Corporates / Champions

- VC, Growth, Buyout
- Venture Debt
- Close to 100% shareholder coverage of European growth capital universe

### 10 fixed verticals

- Rich Data
- Investment Banking judgement data from the NOAH Corporate Finance Team

### 500 Corporates / Champions

- Willing to digitize
- Interested in digital challengers
- M&A
- Partnerships
- Meetings with Investors
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>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>• Vertical &amp; Horizontal SaaS</td>
<td>• Micro-Mobility</td>
<td>• PropTech</td>
</tr>
<tr>
<td></td>
<td>• Payment Providers</td>
<td>• AdTech</td>
<td>• Carsharing</td>
<td>• Food Manufacturing</td>
</tr>
<tr>
<td></td>
<td>• Online Lending Platforms</td>
<td>• Comms &amp; Collaboration</td>
<td>• Long-Distance Transportation</td>
<td>• Energy</td>
</tr>
<tr>
<td></td>
<td>• InsurTech</td>
<td>• HR SaaS</td>
<td>• Flying Cars</td>
<td>• Construction</td>
</tr>
<tr>
<td></td>
<td>• Online Trading</td>
<td>• Cybersecurity</td>
<td>• Autonomous Driving</td>
<td>• AgTech</td>
</tr>
<tr>
<td></td>
<td>• Robo Advisory</td>
<td>• Ecommerce Tools</td>
<td>• Logistics &amp; Delivery</td>
<td>• SpaceTech</td>
</tr>
<tr>
<td></td>
<td>• Investment Platforms</td>
<td>• Real Estate in a Digital Age</td>
<td>• Specialised Travel</td>
<td>• IoT</td>
</tr>
<tr>
<td></td>
<td>• Big Data</td>
<td>• Staffing Platforms</td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>• Location Data</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Speakers 2019**

- Revolut
- Funding Circle
- N26
- sumup
- october
- lendinvest
- MAMBU
- iwoca
- Klarna
- nutmeg
- Payoneer
- Lemonade
- Delivery Hero
- catawiki
- MADE
- SCOUT 24
- Vinted
- CG
- otto group
- NUCOM GROUP
- ABOUT YOU
- facil.it
- Axel Springer
- Dropbox
- SAP
- Parsini
- AUTO 1 GROUP
- ShareNow
- Voilà!
- Lime
- Glovo
- flash
- BlaBlaCar
- AIRBUS
- infor
- powercloud
- Thermo
- scandit
- Siemens
- Effective Space
- e-on

**Previous Speakers / Attendees**

- Prodigy Finance
- behalf
- Zopa
- adyen
- TransferWise
- kreditech
- wefox
- Deposit Solutions
- monzo
- PayPal
- axumoney
- monee
- stripe
- TANDEM
- allegro
- Takeaway.com
- Vestiaire Collective
- FARFETCH
- VESTIAIRE
- Fashionshop
- immobiliare.it
- Hello Fresh
- PIC NIC
- photobox
- zalando
- deliveroo
- eventim
- Mister Spex
- rocket internet
- just eat
- WiX.com
- criteo
- OGYM
- Clicktale
- INFINIDAT
- AppsFlyer
- Guesty
- DocuSign
- KALTURA
- IMVISION TECHNOLOGIES
- monday.com
- wework
- WPP
- TeamViewer
- zendesk
- VoloCopter
- UBER
- Kiwi.com
- TravelPerk
- moovit
- trivago
- GetIt
- evaneos
- trainline
- Sweet Inn
- Valens
- Bolt
- NetaFIM
- 3D HUBS
- Silvair
- sigfox
- StoreDot
- URBANVOLT
- bimobject
- Freightos
- cortica
- ORCAM
- cropx
- zolar
- halaluz
- BOOKING HOLDINGS
# 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>VR &amp; AR</td>
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</tr>
<tr>
<td></td>
<td>Direct-to-Consumer Products</td>
<td>Robotics</td>
<td>Natural Language Processing</td>
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<tr>
<td><strong>Focus on 10 Verticals</strong></td>
<td><strong>Focus on 10 Verticals</strong></td>
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</tr>
</tbody>
</table>

**Examples of companies in each vertical:**

**Digital Health**
- Babylon
- JACANA
- Harmony
- Farmako
- Klara
- MyTomorrows
- Zava
- Cannamedical
- Kaia

**Revolutionary Consumer Products (DTC)**
- Deezer
- Mymuesli
- The Meet Group
- Onefootball
- Tado
- VIU
- DFL
- HORIZN Studios

**EduTech**
- ResearchGate
- Brainly
- Blinkist
- Sofatutor
- Bettermarks
- Math Made Easy
- OpenClassrooms
- ABA English
- The Digital English Academy

**Cognitive Computing**
- Arago
- Builder
- Chorus
- Tastewise
- Mapillary
- Teralytics
- Zeitgold
- Zeotap
- EVRYTHING
- Konux

**Blockchain-Powered Businesses**
- Luno
- Bitbond
- Crypto Finance
- Nexo
- Dfinity
- Inos
- Parity
- Smart Valor

**Examples of blockchain-powered businesses**
- Doctorly
- EarlySense
- KRY
- Medbelle
- DocoPlanner
- Zebra
- Talea
- Algoriddim
- IDAGIO
- Welcome to classical music
- Badoo
- MyHeritage
- Bumble
- King
- Rakuten
- Quant
- Truecaller
- Betfair
- Soundcloud
- Minute Media

**Examples of companies in each vertical**

**Digital Health**
- Siemens Healthineers
- Oviva

**Revolutionary Consumer Products (DTC)**
- Alendo
- Opendoor
- Evolv
- Startwire
- SkyScanner
- Expedia

**EduTech**
- Getabstract
- Compressed Knowledge
- Anodot
- Lightricks
- Colu

**Cognitive Computing**
- Sisense
- Optimal+
- Inception
- Binaah.ai
- Over.ai
- Iguzio
- Verbit
- ThetaRay
- Planck
- Walkme

**Blockchain-Powered Businesses**
- Bancor
- ShapeShift
- Ledger
NOAH - One Platform Delivering Four Value Propositions

3 annual conferences
- Berlin 4-5 June 2020
- Zurich 22-23 September 2020
- London 4-5 November 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)

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)

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>Companies</th>
<th>Early Stage</th>
<th>Growth Stage</th>
<th>Buyout Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>tado&lt;sup&gt;c&lt;/sup&gt;</td>
<td>GET YOUR GUIDE</td>
<td>bidroom</td>
<td>FlixBus</td>
</tr>
<tr>
<td>ZENJOB</td>
<td>Fraugster</td>
<td>omni:us</td>
<td>Luminati</td>
</tr>
<tr>
<td>BLUE CODE</td>
<td>movinga</td>
<td>TravelPerk</td>
<td>PromoFarma.com</td>
</tr>
<tr>
<td>quantlope</td>
<td>Wunder</td>
<td>Blickfeld</td>
<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</dd>
- Capital Partners
- Lake Star
- Acton
- Project A
- Digital Ventures
- Commershura
- NGP Capital Partners
- Beringea
- Providence Equity
- Summit Partners
- HPE Growth Capital
- Insight Partners
- HgCapital
- Blackstone
- Advent Capital
- Warburg Pincus
- BlackRock
- Oakley Capital
- BlackRock
- Bain Capital
- Apax Partners
- Hellman & Friedman
- Bregal SVP Investments
- ERM
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 2020
• Detailed product info
• Reviews & recommendations
• Trials, deals and discounts

Strategic Partners
- LGT
- PERMIRA
- PORSCHE
- wirecard

Premium Partners
- accenture
- BCG
- CHRONEXT
- credorax
- DEUTSCHE BÖRSE
- CASH MARKET
- EY
- Google
- GTAI
- Germany Trade & Invest
- Lake Star
- UniCredit

Event Partners
- App Annie
- Deutsche Bank
- Dropbox
- EDGE TECHNOLOGIES
- European Investment Bank
- Fresco
- GitHub
- GoCardless
- CIRC

Other Partners
- GOODWIN
- Grover
- GreenbergTraurig
- HV
- IEG
- Jefferies
- Knotel
- TAGERMEISTER
- NETJETS
- otto group
- PitchBook
- RTP Global
- SafeCharge
- solarisBank
- TARGET GLOBAL
- TravelPerk
- TrustPay
- Verimi
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...

<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>

<table>
<thead>
<tr>
<th>Investments / Funding</th>
<th>Service Providers / Clients</th>
<th>Corporate Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Finance Advisory</td>
<td>Find Top Service Providers</td>
<td>Find Talent</td>
</tr>
<tr>
<td>Relevant Investor Search</td>
<td>Find Clients</td>
<td>Meet your Digital Challengers</td>
</tr>
<tr>
<td>Investment Opportunities Search</td>
<td></td>
<td>Find Growth</td>
</tr>
<tr>
<td>Recommendations / Matchmaking</td>
<td></td>
<td>Invest in Startups</td>
</tr>
<tr>
<td>Confidential Document Sharing</td>
<td></td>
<td>Find Business Partners</td>
</tr>
<tr>
<td>Online Process Management</td>
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</tr>
</tbody>
</table>
Three Conferences, One Mission

Drive European Digital Growth

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

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

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

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

Connecting Capital and Entrepreneurs
4-5 November 2020
Old Billingsgate, London

To provide a physical marketplace that facilitates funding of digital European companies at all stages
The #1 Conference for the European Digital Ecosystem

### Speaking Companies

1. 1,000+ speakers in ‘19
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

#### 2019 Speakers

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

### Attendees

1. 6,100 attendees in ‘19
2. 75%+ senior decision makers
3. 1,700+ attendees from top investors in ‘19

#### 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: 6,082 attendees

#### 2019 Attendees

- 44% Internet Executives
- 20% Investors
- 17% Service Providers
- 14% Corporate Executives
- 5% Other

1. 2015: NOAH Berlin added.
2. 2019: new venues for NOAH Tel Aviv and NOAH Berlin.
5,000+ senior executives, leading experts and investors meet to discuss partnerships, investments or broaden their network

300+ speakers from 10 industry verticals on 4 stages
- Unique mix of CEOs from European traditional large caps and top-funded startups on stage
- 100 handpicked emerging start-ups on the Launchpad stage

Partner dinners and satellite events throughout the city
Workshops and exhibitions by leading digital service providers
Tech supported networking and content discovery

Speaker Highlights from NOAH19 Berlin
STATION Berlin

14.7k SQUARE METERS (+ outdoors)

4 STAGES

70+ TOP PARTNERS

65 EXHIBITION STANDS

56 PRIVATE MEETING ROOMS

12+ OPEN MEETING POINTS

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 function space, with a capacity of 1,500 guests
  - A total of 16 conference rooms

22 - 23 September 2020
The Circle – Zurich Airport
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

Speaker Highlights from NOAH19 London
## NOAH’s Unique Investor Network

### NOAH Provides Access to the most powerful investors in the world – ready to impress their children

<table>
<thead>
<tr>
<th>Venture Capital</th>
<th>Company (First time at NOAH)</th>
<th># of attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lakestar (2009)</td>
<td>109</td>
<td></td>
</tr>
<tr>
<td>Holtzbrinck Ventures (2009)</td>
<td>95</td>
<td></td>
</tr>
<tr>
<td>Index Ventures (2009)</td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>Accel Partners (2009)</td>
<td>65</td>
<td></td>
</tr>
<tr>
<td>Rocket Internet (2010)</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>Acton Capital (2009)</td>
<td>52</td>
<td></td>
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<td>Partech Ventures (2012)</td>
<td>48</td>
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<tr>
<td>Atlantic Labs (2010)</td>
<td>44</td>
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<td>btov Partners (2011)</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>Eight Roads (2009)</td>
<td>40</td>
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</tr>
<tr>
<td>e.ventures (2009)</td>
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<td></td>
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<tr>
<td>RTP Global (2012)</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Project A Ventures (2009)</td>
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<td></td>
</tr>
<tr>
<td>iLab Ventures (2011)</td>
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<tr>
<td>FinLeap (2011)</td>
<td>31</td>
<td></td>
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<td>Earlybird Venture Capital (2010)</td>
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<td>SpeedInvest (2012)</td>
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<td>Northzone (2011)</td>
<td>30</td>
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<td>Catalonia Trade &amp; Investment (2016)</td>
<td>28</td>
<td></td>
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<tr>
<td>Piton Capital (2009)</td>
<td>26</td>
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<tr>
<td>Atomico (2009)</td>
<td>26</td>
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<td>Rheingau Founders (2011)</td>
<td>26</td>
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<tr>
<td>10x.Group (2009)</td>
<td>25</td>
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<tr>
<td>DN Capital (2009)</td>
<td>23</td>
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<tr>
<td>Frog Capital (2009)</td>
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<table>
<thead>
<tr>
<th>Growth</th>
<th>Company (First time at NOAH)</th>
<th># of attendees</th>
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<tbody>
<tr>
<td>Target Global (2009)</td>
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<td>Vitruvian Partners (2009)</td>
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<td>General Atlantic (2009)</td>
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<tr>
<td>NGP Capital (2012)</td>
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<tr>
<td>Summit Partners (2009)</td>
<td>36</td>
<td></td>
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<tr>
<td>Insight Venture Partners (2011)</td>
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<tr>
<td>Technology Crossover Ventures (2010)</td>
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<td>LetterOne Technology (2010)</td>
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<td>HPE Growth Capital (2012)</td>
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<td>Spectrum Equity Investors (2010)</td>
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<tr>
<td>GR Capital (2009)</td>
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<td>Verdane (2017)</td>
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<td>Scottish Equity Partners (2012)</td>
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<td>EMK Capital (2010)</td>
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<tr>
<td>Great Hill Partners (2009)</td>
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<tr>
<td>DST Global (2009)</td>
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<tr>
<td>Endeit (2010)</td>
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<tr>
<td>Temasek Holdings (2011)</td>
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<tr>
<td>Vulcan Capital (2009)</td>
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<tr>
<td>Stripes Group (2012)</td>
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<tr>
<td>SoftBank Capital (2018)</td>
<td>9</td>
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<td>BlackFin Capital (2014)</td>
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<td>CapitalID (2017)</td>
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<tr>
<td>Vostok New Ventures (2014)</td>
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<td>Top Tier Capital Partners (2018)</td>
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<table>
<thead>
<tr>
<th>Buyout</th>
<th>Company (First time at NOAH)</th>
<th># of attendees</th>
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</thead>
<tbody>
<tr>
<td>Hellman &amp; Friedman (2009)</td>
<td>86</td>
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<tr>
<td>EQT Partners (2009)</td>
<td>84</td>
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<tr>
<td>KKR (2009)</td>
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<tr>
<td>Macquarie Capital (2009)</td>
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<td>Permira (2009)</td>
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<tr>
<td>TA Associates (2009)</td>
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<tr>
<td>Oakley Capital (2012)</td>
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<tr>
<td>TPG Capital (2009)</td>
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<td>MCI Capital (2010)</td>
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<tr>
<td>Advent International (2010)</td>
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<td>Providence Equity (2009)</td>
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<tr>
<td>HgCapital (2009)</td>
<td>23</td>
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<td>Apax (2009)</td>
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<td>Blackstone (2011)</td>
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<td>Cinven (2009)</td>
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<tr>
<td>Bain Capital (2012)</td>
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<tr>
<td>Triton (2014)</td>
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<tr>
<td>Capvis (2016)</td>
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<tr>
<td>GENUI (2016)</td>
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<tr>
<td>Baillie Gifford (2015)</td>
<td>5</td>
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<td>Investcorp (2009)</td>
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<tr>
<td>FSN Capital Partners (2009)</td>
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<td>Horizon Capital (2016)</td>
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<td>Ardian (2017)</td>
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<table>
<thead>
<tr>
<th>Other</th>
<th>Company (First time at NOAH)</th>
<th># of attendees</th>
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<tbody>
<tr>
<td>BCG Digital Ventures (2014)</td>
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<td>Schibsted Growth (2011)</td>
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<td>SevenVentures (2012)</td>
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<td>Axel Springer Digital Ventures (2010)</td>
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<tr>
<td>NuCom Group (2012)</td>
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<td>Maryland (2010)</td>
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<td>Deutsche Börse Venture Network (2016)</td>
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<td>coparion (2016)</td>
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<td>DTCP (2011)</td>
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<td>OurCrowd (2012)</td>
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<td>Tengelmann Ventures (2010)</td>
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<td>CommerzVentures (2014)</td>
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<tr>
<td>Silicon Valley Bank (2010)</td>
<td>25</td>
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</tr>
<tr>
<td>H14 (2009)</td>
<td>22</td>
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<tr>
<td>Lufthansa Innovation Hub (2015)</td>
<td>20</td>
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<tr>
<td>Davidson Technology Growth Debt (2013)</td>
<td>16</td>
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<tr>
<td>Harbert Management Corp. (2014)</td>
<td>14</td>
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<tr>
<td>InMotion Ventures (2016)</td>
<td>14</td>
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</tr>
<tr>
<td>innogy Ventures (2016)</td>
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</tr>
<tr>
<td>Kreos Capital (2013)</td>
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<td>Intel Capital (2011)</td>
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<tr>
<td>Columbia Lake Partners (2014)</td>
<td>13</td>
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<tr>
<td>Global Growth Capital (2017)</td>
<td>13</td>
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</tr>
<tr>
<td>Valerian Capital Partners (2015)</td>
<td>13</td>
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</table>

Note: Total Attendees over the Last 10 Years, Other Investors includes Family Offices, Debt Investors and Corporate VCs.
# Attendee Prices - Overview

<table>
<thead>
<tr>
<th>Ticket Category</th>
<th>Category Criteria</th>
<th>Berlin EUR</th>
<th>Zurich CHF</th>
<th>London GBP*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Startup</td>
<td>• Sells goods or services &lt;br&gt;• Founded 2016 or later &lt;br&gt;• Less than €5m raise</td>
<td>520</td>
<td>850</td>
<td>540</td>
</tr>
<tr>
<td>Internet / Corporate</td>
<td>• Sells physical goods to anyone or services primarily to consumers</td>
<td>910</td>
<td>1,600</td>
<td>950</td>
</tr>
<tr>
<td>Service Provider</td>
<td>• Sells services primarily to corporates &lt;br&gt;• Research analysts &lt;br&gt;• Founded before 2016</td>
<td>1,140</td>
<td>2,150</td>
<td>1,290</td>
</tr>
<tr>
<td>Investor Small</td>
<td>• AUM below €100m &lt;br&gt;• Public-only equity or debt investors</td>
<td>1,380</td>
<td>1,890</td>
<td>1,680</td>
</tr>
<tr>
<td>Investor Large</td>
<td>• AUM above €100m</td>
<td>2,300</td>
<td>2,270</td>
<td>2,400</td>
</tr>
<tr>
<td>Banker</td>
<td>• M&amp;A and corporate finance professionals</td>
<td>3,390</td>
<td>3,220</td>
<td>3,840</td>
</tr>
</tbody>
</table>

Note: All prices include VAT

* Prices are subject to change from fluctuating FX rates

Check our website for Early Bird Prices and Deadlines
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

Visit the NOAH Startups Website
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>
</table>
| • Relevant people in the European ecosystem  
  • Entrepreneurs  
  • Key executives from investors and companies  
  • Functional experts  
  • Deep data  
  • Experience tags  
  • Interests  
  • Position & career data | • All investors active in digital Europe  
  • Professional funds  
  • Angels / HNWIs / family offices  
  • Corporates  
  • LPs  
  • Deep data  
  • Investment criteria  
  • Portfolio | • All companies impactful on digital Europe  
  • Established corporates  
  • Growth companies  
  • Promising startups  
  • Deep data  
  • KPIs, tags  
  • Industry context | • Top online and offline B2B service providers  
  • Category-by-category  
  • Product presentations and case studies  
  • Reviews & recommendations | • Conference admin and documents  
  • Valuation data  
  • Traffic data  
  • Market research | • Conference media  
  • Videos  
  • Slides  
  • Pictures  
  • Blog  
  • Social media  
  • News aggregation  
  • Press / journalist portal |

- 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
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
NOAH Advisors provides corporate finance services to the digital sector in Europe

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</thead>
<tbody>
<tr>
<td>Acquisition of a 79% stake in MagicLab by Blackstone at a valuation of ~$3 billion</td>
<td>$60m Investment in AUITIX at a valuation of $260m by TPG</td>
<td>Sale of 100% in 10Bis for €135m to Takeaway.com</td>
<td>Sale of 100% in Promofarma.com to 7ar Base Group</td>
<td>Acquisition of a Majority Stake in Luminati by EMK Capital at a valuation of $200m</td>
<td>Investment in Flixbus by Silver Lake</td>
</tr>
</tbody>
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<thead>
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</thead>
<tbody>
<tr>
<td>Investment in KäuferPortal by ProSiebenSat.1 Media SE at 84% Ownership</td>
<td>Acquisition of a Majority Stake in PARSHIP ELITE Group by PromoFarma.com from Oakley Capital at a valuation of €300m</td>
<td>Investment in 10Bis by TA ASSOCIATES</td>
<td>Sale of a 70% stake in Drushim and its Shareholders</td>
<td>Primary funding for Biscience from WPP and Kantar at a valuation of $800m to Adobe</td>
<td>Sale of 100% of Fotolia for $800m to Adobe</td>
</tr>
</tbody>
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</thead>
<tbody>
<tr>
<td>Sale of 100% of Trovit for €80m to Next Co., Ltd.</td>
<td>Sale of controlling stake in Facile.it to Oakley Capital</td>
<td>ask.fm sold 100% of yad2.co.il for $228m to a joint venture between Ask and IAC</td>
<td>Growth equity investment from Partners Group for a 30% stake alongside Softonic’s Founders and TA Associates at a valuation of €275m</td>
<td>$150 million growth equity investment from KKR for a 50% stake alongside Fotolia’s Founders and TA Associates Additional $150 million senior debt financing</td>
<td>Financial Advisor to Fotolia and its Shareholders</td>
</tr>
</tbody>
</table>
The NOAH Team

M&A

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

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

Nikhil Parmar
Director

Olek Skwarczek
Associate

Lukas Schlund
Analyst

Partnerships

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

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

Irma Camperio
Key Account Manager

Content & Media

Marco Bombach
Creative Director

Gema Alba
New Media Designer

María Navarro
Junior Web & Graphic Designer

Nina Smolnikova
Content Marketing Manager

Priscilla Tenggara
Digital Marketing Manager

IT

Maria del Mar Pérez
CTO

Julio Fernández Jiménez
Senior Software Engineer

11 Developers

Production

Livia Götz
Head of Production

Gabriela Claus
Sales & Relationship Manager

Marina Khrolovich
Data Manager

Attendee Management

Data

Daniel Wasowicz
Data Team Leader

+10 data specialists