

“Since 2009, NOAH Connects Leaders to Support the European Digital Ecosystem”

We are moving online to NOAH Digital from 1st of June 2020



*Connecting the key
decision makers
across Europe*



*Bringing
transparency with
content and data*



*Matching companies
with the right
investors and
partners to scale
faster*



*Helping traditional
companies to digitize
and to generate
growth*



NOAHDIGITAL

LEADERS CONNECTED
NOAH
CONFERENCE®

NOAH
startups

NOAH
ADVISORS®

NOAH
CHANGE
MAKERS

OVERVIEW

April 2020

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1. The NOAH Platform



NOAH Digital is a Curated and Trusted SaaS Platform

10,000 Growth Companies

500 Corporates



Startups/Scale-Up

- NOAH finds, categorizes, and rates companies
- 9 verticals with
- 60 well picked industry sub-segments (NOAH Tags)
- Key data to evaluate company

Corporates

- Desire to further digitize
- Interested to generate growth
- M&A focus
- Meetings with Investors and Solution Providers

NOAH Digital Launch Partners

550
Hot European
Companies

100 Strategic
Market Leaders

100
Leading
Solution Provider

200 Investor Partners
("IP")
and regularly
attending investors

- Leading Solution Providers solving operational challenges
- Across 30 categories
- Many SaaS solutions
- NOAH customer lead gen for Solution Providers

- Seed / Angel, VC, Growth, Buyout, Venture Debt
- Focus on Family Offices (NOAH runs EU leading family office network "Family-Office Circle")
- Close to 100% shareholder coverage of European growth capital universe



500 Solution Providers



1,300 Investors

NOAH 2020: What's New?

A highly curated networking experience, delivering many relevant virtual or soon face-to-face meetings

NOAH Digital

- NOAH is introducing companies, investors, corporates and Solution Providers all year around
- We delivery a personalized service for the leading startups, capital and solution provider in our 9 sectors and c. 75 unique NOAH tags



NOAH Zurich

- The NOAH Conference will launch in Zurich, early 2021
- Focus on family offices, international investors, and Swiss startups
- 75%+ market share of capital raised for Swiss start-ups on stage



Family Offices

- Family offices are the business background of Europe
- Integrating them with institutional investors, growth companies and corporates will deliver value-add capital to the ecosystem and strategic partnerships
- Family Office Circle: exclusive event for Europe's wealthiest families



New NOAH M&A / Funding Products

- NOAH Startup program: access the leading capital providers relevant for the next funding raise through a trusted relationship
- NOAH Market Check: targeting Series B or later companies to establish M&A and/or financing appetite

Angel Investment Network

- Provide liquidity for early investors (secondaries)
- Invite high value investors to your shareholder base
- Contact us under: angels@noah-advisors.com for further information



10 Years Growth Story:

Conference & Product

LEHMAN BROTHERS
Collapses and NOAH
Arises
2008

The Beginning!
First NOAH Conference
Takes Place in London
Hilton Park Lane, Nov-09

**First NOAH Matchmaking
Service**
Oct-12

**NOAH Conference Expands to
Berlin**
Tempodrom, Jun-15

Eric Schmidt on NOAH Stage
NOAH 2015
Alphabet

**NOAH Connect App v1: Bringing the
Famous Networking Online**
May-16

**Introducing the New NOAH Concept
at STATION-Berlin**
Jun-19

Investor Partner Program
Jan-19

**NOAH Conference
Announces Expansion to
Zurich**
Apr-19

**Dara Khosrowshahi &
AI Gore on NOAH Stage**
NOAH 2018



**Changemakers.
Global Launch**
NOAH CHANGE MAKERS
Jun-20



**NOAH to Host the
Family Office Circle
Conference**
Early 2021



Unique

Speakers	35	77	142	236	272	332	460	574	703	872	1,144
Attendees	431	862	1,632	2,911	3,794	4,647	6,817	9,327	11,521	14,199	17,262
Invest. Funds	171	276	475	683	873	1,065	1,435	1,842	2,166	2,620	2,977

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

Key Transactions

fotolia (Apr-09)
NOAH advises Fotolia on its \$80m majority sale to TA Associates

softonic (Dec-09)
NOAH advises Softonic on its partial sale to Digital River

fotolia (May-12)
NOAH advises Fotolia on its investment from KKR

BIGPOINT (May-12)
NOAH advises Summit Partners and TA Associates on a \$350m acquisition

yad2 (May-14)
NOAH advises Yad2 / shareholders in its \$228m sales to Axel Springer

facile.it (Sep-14)
NOAH advises Facile.it / shareholders in its \$100m+ sale to Oakley Capital

trovit (Oct-14)
NOAH advises Trovit and its shareholders in its €80m sale to Next

Parship (Sep-16)
NOAH advises Oakley Capital on its partial sale of Parship to Pro7

KäuferPortal (Oct-16)
NOAH advises Käuferportal / shareholders in the sale to ProSiebenSat.1 and General Atlantic

FLIXBUS (Dec-16)
NOAH advises Silver Lake on its investment in FlixBus

Luminati (Aug-17)
NOAH advises EMK Capital on its acquisition of Luminati

PromoFarm (Jul-18)
NOAH advises Promofarma on its sale to Zur Rose

AU10TIX (Jul-19)
NOAH advises Au10tix shareholders on the \$60m investment at a \$260m valuation led by TPG

MagicLab (Nov-19)
NOAH advises MagicLab on the acquisition of a 79% stake by Blackstone. \$3bn valuation

VOLOCOPTER (Dec-19)
NOAH advises Volocopter on its €50m First Closing of Series C led by GEELY

Note: Unique speakers, attendees and investors are cumulative across years.

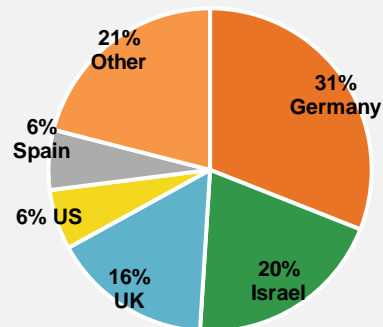
The #1 Platform the European Growth Capital Ecosystem

Companies

- 1,250+ speakers in '19 (2,500 since stated)
- 72 or 50% of digital European unicorns on stage since '16 more than any other event
- 52% of top 100 M&A deals (EV €51bn)
- 670 on startup stage raising >\$4bn

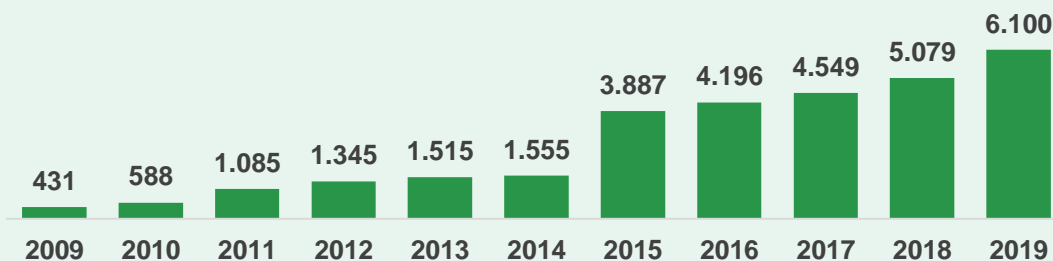


2019 By Geography

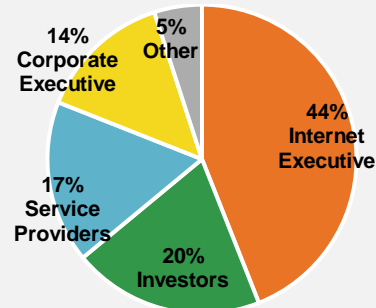


Attendees

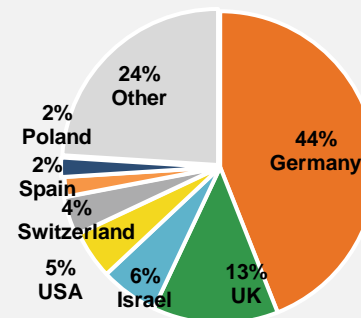
- 6,100 attendees in '19
- 75%+ senior decision makers
- 1,700+ attendees from top investors in '19
- Over 25 countries represented in '19
- 20,000 unique attendees to date
- On average, 16 meetings set up with NOAH Connect (our networking app)



By Category



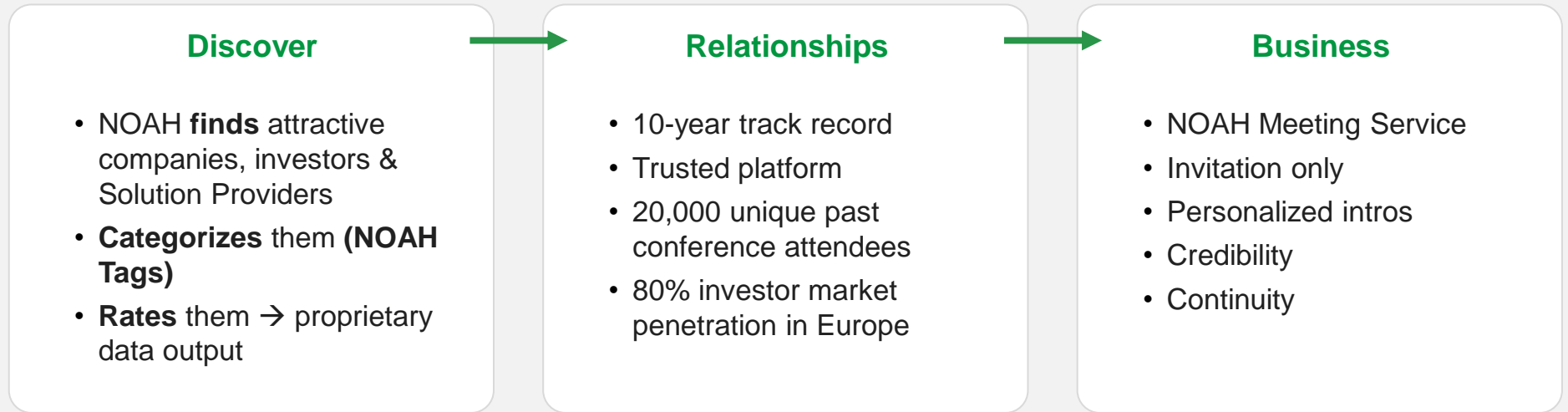
By Geography



Notes: 2015 - NOAH Berlin added.
2019 - new venues for NOAH Tel Aviv and NOAH Berlin.

Our Unique NOAH Approach

We have a powerful platform to provide a curated networking experience, meaning only relevant meetings



NOAHDIGITAL

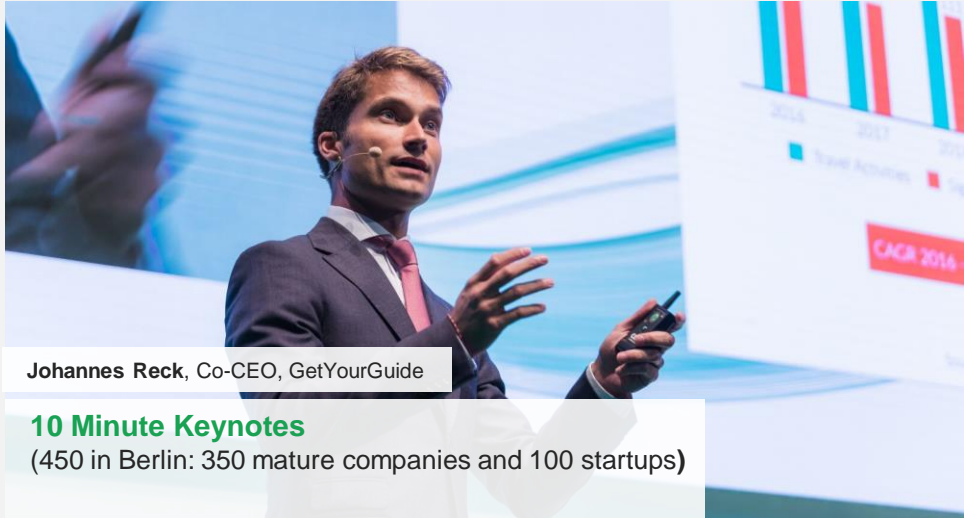
Relevant Intros for Startups/Scaleups and Investors.

Invite-only database curated by NOAH

Meet the hottest Startups and the best Investors in the Ecosystem

NOAH Delivers Insights, Relationships and Business

Tailored and curated platform users with multiple products for leading executives



Johannes Reck, Co-CEO, GetYourGuide

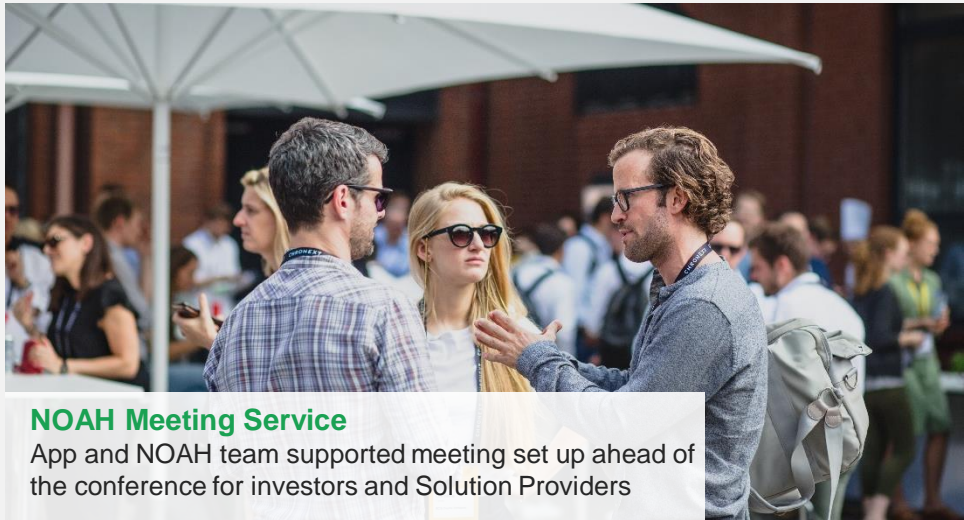
10 Minute Keynotes

(450 in Berlin: 350 mature companies and 100 startups)



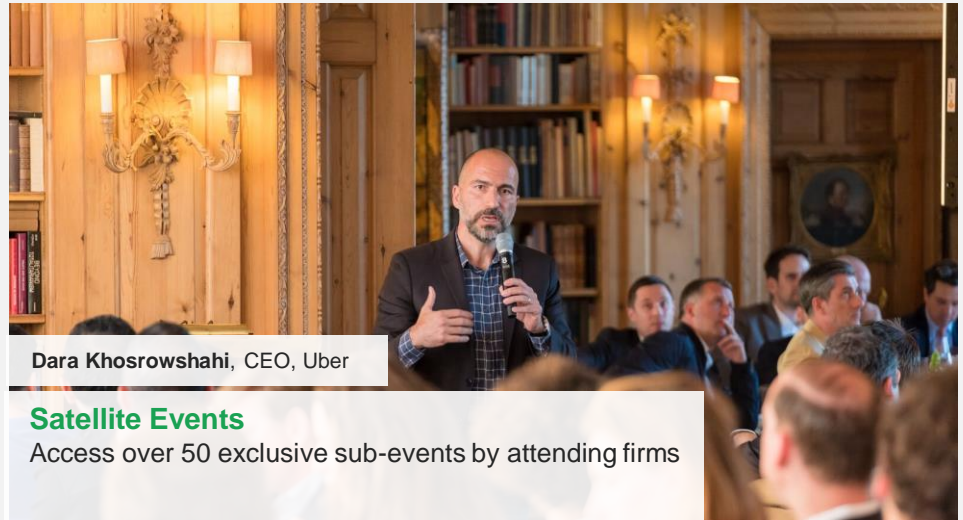
Workshops

Knowledge deep dives organised among 100 B2B Solution Providers



NOAH Meeting Service

App and NOAH team supported meeting set up ahead of the conference for investors and Solution Providers



Dara Khosrowshahi, CEO, Uber

Satellite Events

Access over 50 exclusive sub-events by attending firms

Why Join NOAH Digital?

Access to most relevant companies and easy access to world-class investors on a convenient SaaS platform

Networking All Year Round

Know your market suited partners



- Be on the radar of the European digital ecosystem
- Expand your knowledge and stay up-to-date with latest market movements
- Unique networking with top investors, corporates and high-class entrepreneurs
- Form new relationships & strengthen existing ones
- Peer-to-peer networking among CEOs (avoid mistakes and learn from the best)

Top Content and Curation

Obtain a knowledge advantage



- Library of 3,000 company presentations and thousand of video
- Get to know sustainable companies addressing the biggest global challenges

Access to Top Solution Providers

Improve your business



- Find solutions for your toughest operational challenges
- Find ideas to accelerate growth and drive cost efficiency
- Position yourself as an expert, presenting your ideas and establish partner connections

Investor Marketplace





















































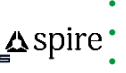















Be ready for your next financing round



- Easy access most relevant European Investors ahead of your fundraise
- As a company from early stage to buyout, build your investor network
- As an Investor, meet entrepreneurs, earlier or late stage investors, build corporate relationship and intensify your LP connections

1,250 Companies in the NOAH Ecosystem

NOAH is a horizontal growth platform with vertical depth for Europe's leading executives

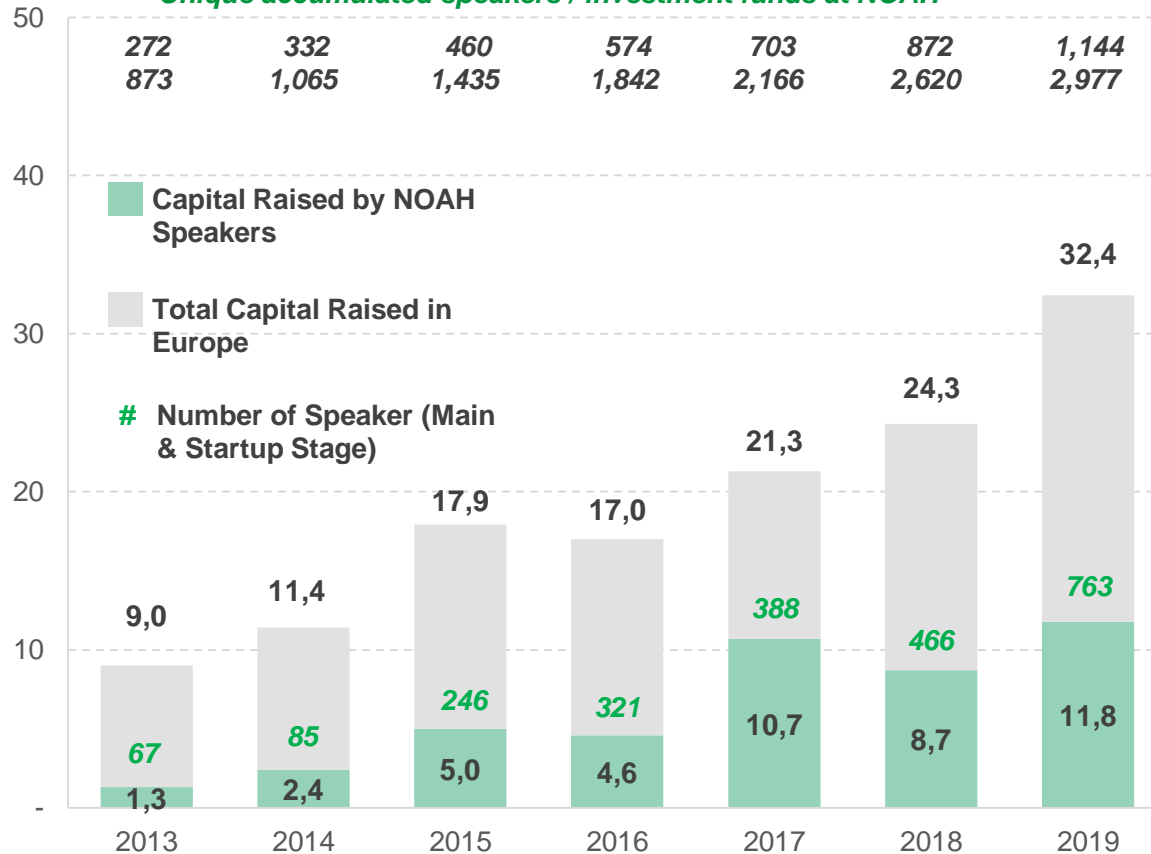
Segment	Past Speakers	Hot Growth Companies at NOAH	Key Company Activities (NOAH Tags)
Fintech & Insurtech	197	        	<ul style="list-style-type: none"> Challenger Bank Card Payments Payments Investment Platform Insurance Crypto/Blockchain Personal Loans Business Loans Money Transfer
Ecommerce, Marketplaces & Classifieds	210	      	<ul style="list-style-type: none"> Deliveries Vertical Ecommerce Online Groceries Fashion Ecommerce Food Delivery PropTech Food Waste & Processing
Mobility & Travel	147	       	<ul style="list-style-type: none"> Autonomous Vehicles Mobility Travel Scooters Vacation Rentals Clean Energy Vertical Ecommerce Horizontal SaaS Insurance
B2B Software & Services	345	       	<ul style="list-style-type: none"> SaaS (Vertical/Horizontal) Marketing Agency Recruitment Social Marketplace Decision Support Data Market Research Content
Consumer Software & Services	157	      	<ul style="list-style-type: none"> Social Networking & Dating Music & TV Gaming Sports Online Content Content
Revolutionary Consumer Products	30	     	<ul style="list-style-type: none"> Direct-to-consumer products Fashion & Accessories Home Decor Sporting Goods Baby Products Food & Beverage
Industrial Digitisation	56	       	<ul style="list-style-type: none"> IoT PropTech Clean energy SpaceTech Sustainable Food & Water Recycling & Waste Management
Digital Health	48	       	<ul style="list-style-type: none"> Medical cannabis Fitness apps Telehealth Patient-doctor marketplaces Self-care technology AI & robotics in healthcare
EduTech	26	      	<ul style="list-style-type: none"> Learning Apps VR & AR in Education Teacher-Student Marketplaces Digital Classroom Tools

NOAH is *the* Breeding Ground for Unicorns

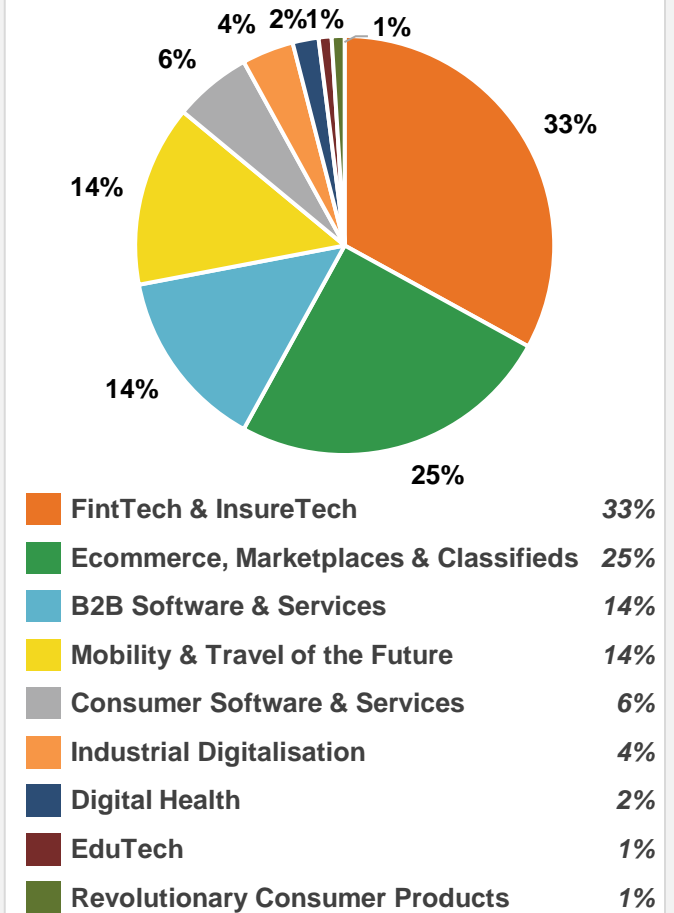
NOAH Supports the Digital European Ecosystem

Capital Raised (€bn)

Unique accumulated speakers / investment funds at NOAH



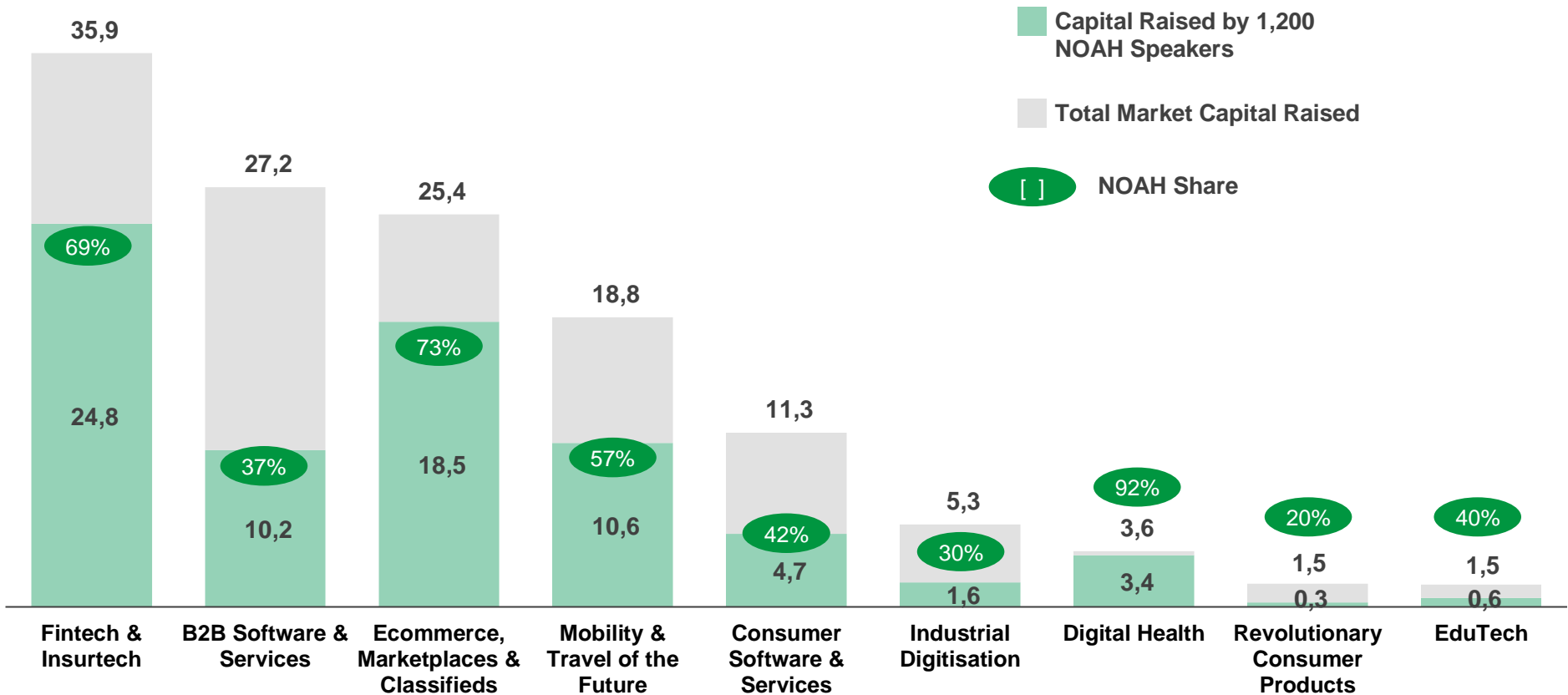
Total Capital Raised by NOAH Vertical























NOAH is covering *all* Growth Verticals

NOAH Supports the whole Ecosystem

Capital Raised (€bn)



NOAH is *the* Breeding Ground for Unicorns

Company	NOAH Tag	First on Stage	# on Stage	Total Capital Raised	Key Investors
 Delivery Hero	Food Delivery	2016	5	2,270	Rocket Internet, Holtzbrinck, Point Nine
 ROCKET INTERNET	Company Builder	2013	6	1,838	Kinnevik, Access Industries
 auxmoney	Lending Platform	2015	6	1,815	Partech, Index, Union Square Ventures
 Spotify	Streaming	2009	1	1,770	Tencent, Baillie Gifford, TPG, Northzone
 deliveroo	Food Delivery	2015	2	1,365	Amazon, Bridgepoint, DST Global
 Avito	Marketplace	2014	1	1,219	Kinnevik, Naspers, Accel, Northzone
 Prodigy Finance	Lending Platform	2018	1	1,126	Index Ventures
 AUTO1.com	Marketplace	2015	7	1,100	SoftBank, G Squared, Target Global
 Klarna	Payments	2012	4	920	BlackRock, HMI Capital
 wirecard	Payments	2019	1	900	Brockhaus Private Equity
 Takeaway.com	Food Delivery	2017	1	766	Delivery Hero
 Gett	Mobility	2016	6	727	Kreos Capital, Access Industries, Vostok Venture
 TransferWise	Challenger Bank	2014	2	685	Vitruvian Partners, JP Morgan
 Careem	Mobility	2017	1	683	Rakuten, Didi Chuxing
 lendinvest	Lending Platform	2017	2	677	HSBC, Atomico
 FARFETCH	Ecommerce	2017	2	626	JD.com, Index Ventures
 N26	Challenger Bank	2015	8	610	Insight Partners, Allianz X, Tencent, Horizons
 GET YOUR GUIDE	Travel	2016	5	585	Battery Ventures, KKR, Softbank, Highland
 OFG GLOBAL FASHION GROUP	Ecommerce	2015	1	512	Kinnevik, Rocket Internet
 NUOOM GROUP	Consumer Services	2018	3	491	General Atlantic, ProSiebenSat.1

Company	NOAH Tag	First on Stage	# on Stage	Total Capital Raised	Key Investors
 Lemonade	Insurance	2018	2	429	SoftBank, Aleph, Sequoia, General Catalyst
 DEEZER	Streaming	2015	2	428	Access Industries, Idinvest Partners
 BlaBlaCar	Mobility	2015	7	400	Accel, Index, Insight
 sum up	Payments	2013	4	379	Bain Capital, Goldman Sachs
 Funding Circle	Lending Platform	2017	2	376	Index, Accel, Union Square Ventures
 monzo	Challenger Bank	2018	1	352	Y Combinator, Orange Digital Ventures
 HelloFRESH	Food Delivery	2015	2	333	Rocket Internet, Insight Venture Partners
 Glovo	Food Delivery	2018	1	309	Lakestar, Rakuten, Eurazeo
 Revolut	Challenger Bank	2017	2	295	Lakestar, DST Global, Index Ventures
 abcam	Healthcare	2013	1	287	HSBC
 Doctolib	Healthcare	2016	2	235	General Atlantic, Eurazeo
 STARLING BANK	Challenger Bank	2017	3	252	Merian Global
 eToro	FinTech	2011	6	197	CommerzVentures, Spark Capital, Cubit
 raisin.	FinTech	2017	3	200	Goldman Sachs, PayPal Ventures, Index
 skyscanner	Travel	2012	1	171	Sequoia Capital, SEP
 SIGNAVIO	SaaS	2019	1	205	Apax Digital, Summit Partners
 finleap	Company Builder	2016	4	154	IONIQ
 sigfox	IoT	2016	2	277	Khazanah Nasional
 wefox	Insurance	2018	5	275	Mubadala, Horizons, Target Global
 Jfrog	SaaS	2018	1	202	Insight Venture Partners, Vmware

Note: Highlighted companies are public listed entities.

NOAH's Unique Investor Network

NOAH provides access to the most powerful investors in the world

Venture Capital	Historic Attendees	Growth Capital	Historic Attendees	Buyout	Historic Attendees	Family Offices	Historic Attendees
Lakestar (2009)	109	Target Global (2009)	70	Hellman & Friedman (2009)	86	Maryland (2010)	33
Holtzbrinck Ventures (2009)	95	Vitruvian Partners (2009)	68	EQT Partners (2009)	84	H14 (2009)	22
Index Ventures (2009)	79	General Atlantic (2009)	57	KKR (2009)	80	Valerian C Partners (2015)	13
Accel Partners (2009)	65	NGP Capital (2012)	42	Macquarie Capital (2009)	67	Armada Investment (2013)	11
Rocket Internet (2010)	56	Summit Partners (2009)	36	Permira (2009)	63	ICONIQ Capital (2012)	11
Acton Capital (2009)	52	Insight Venture Partners (2011)	35	TA Associates (2009)	47	Reimann Investors (2017)	10
Partech Ventures (2012)	48	TCV (2010)	35	Oakley Capital (2012)	37	Bregal (2010)	7
Atlantic Labs (2010)	44	LetterOne Technology (2010)	27	TPG Capital (2009)	34	Debt	
btov Partners (2011)	43	HPE Growth Capital (2012)	26	MCI Capital (2010)	33	Silicon Valley Bank (2010)	25
Eight Roads (2009)	40	Spectrum Equity (2010)	25	Advent International (2010)	29	Davidson Growth Debt (2013)	16
e.ventures (2009)	38	GR Capital (2009)	25	Providence Equity (2009)	24	Harbert Management (2014)	14
RTP Global (2012)	33	Verdane (2017)	24	HgCapital (2009)	23	Kreos Capital (2013)	14
Project A Ventures (2009)	32	Scottish Equity Partners (2012)	23	Apax (2009)	23	Columbia Lake Partners (2014)	13
iLab Ventures (2011)	32	EMK Capital (2010)	18	Blackstone (2011)	22	Global Growth Capital (2017)	13
FinLeap (2011)	31	Great Hill Partners (2009)	17	Hedosophia (2014)	17	Deutsche Handelsbank (2017)	10
Earlybird (2010)	30	DST Global (2009)	16	Cinven (2009)	14	Corporate VCs	
SpeedInvest (2012)	30	Endeit (2010)	15	Bain Capital (2012)	13	BCG Digital Ventures (2014)	70
Northzone (2011)	30	Temasek Holdings (2011)	13	Triton (2014)	12	Schibsted Growth (2011)	57
Catalonia Trade & Inv. (2016)	28	Vulcan Capital (2009)	12	Capvis (2016)	10	SevenVentures (2012)	54
Piton Capital (2009)	26	Stripes Group (2012)	10	GENUI (2016)	7	Axel Spr. Digital Vent. (2010)	37
Atomico (2009)	26	SoftBank Capital (2018)	9	Baillie Gifford (2015)	5	Deutsche Börse V Netw (2016)	30
Rheingau Founders (2011)	26	BlackFin Capital (2014)	9	Investcorp (2009)	5	Tengelmann Ventures (2010)	26
10x.Group (2009)	25	CapitalD (2017)	8	FSN Capital Partners (2009)	3	Lufthansa Inno. Hub (2015)	20
DN Capital (2009)	23	Vostok New Ventures (2014)	3	Horizon Capital (2016)	3		
Frog Capital (2009)	21	Top Tier Capital Partners (2018)	2	Ardian (2017)	2		
Cherry Ventures (2011)	18						
Creathor Ventures (2012)	15						
Mangrove Capital (2011)	14						
Felix Capital (2015)	11						
Mubadala (2018)	7						

Note: First time at NOAH and total attendees over the last 10 years.

Selected Corporates & Solution Providers at NOAH

You're in great company, as we gather top names within the growth ecosystem

Corporates



Solution Providers



NOAH Digital is brought to you with the generous support of



2. NOAH Digital – 1st of June 2020 (Launch)

The NOAH Solution- NOAH Digital

A High-Quality Digital Introduction Platform

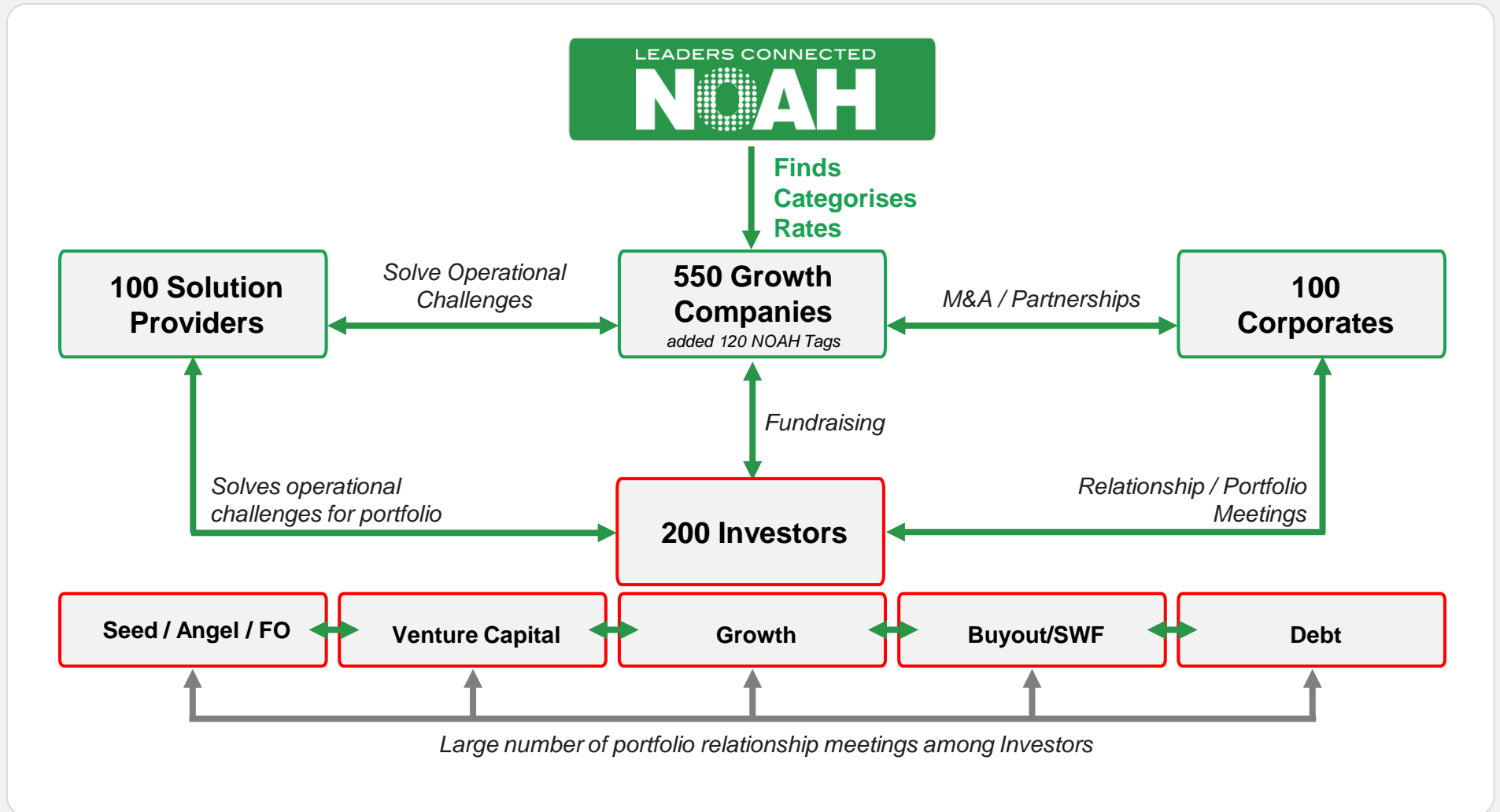
- **Based on NOAHs exceptional ecosystem & market leadership**
- Connects investors, start-ups and corporates all year round
- Encompasses
 - **550 companies, regularly updated with new players**
 - **200 leading investors**
 - **100 corporates & 100 solution providers**
- **Curated by NOAH advisors** to secure highest quality connections
- Contains most up to date corporate information
- **Generates meaningful meetings and incorporates Zoom conferencing functionality**

Be Ready - Always

Identification of the most promising and relevant partner for each participant

NOAH Digital: Connecting the Growth Ecosystem

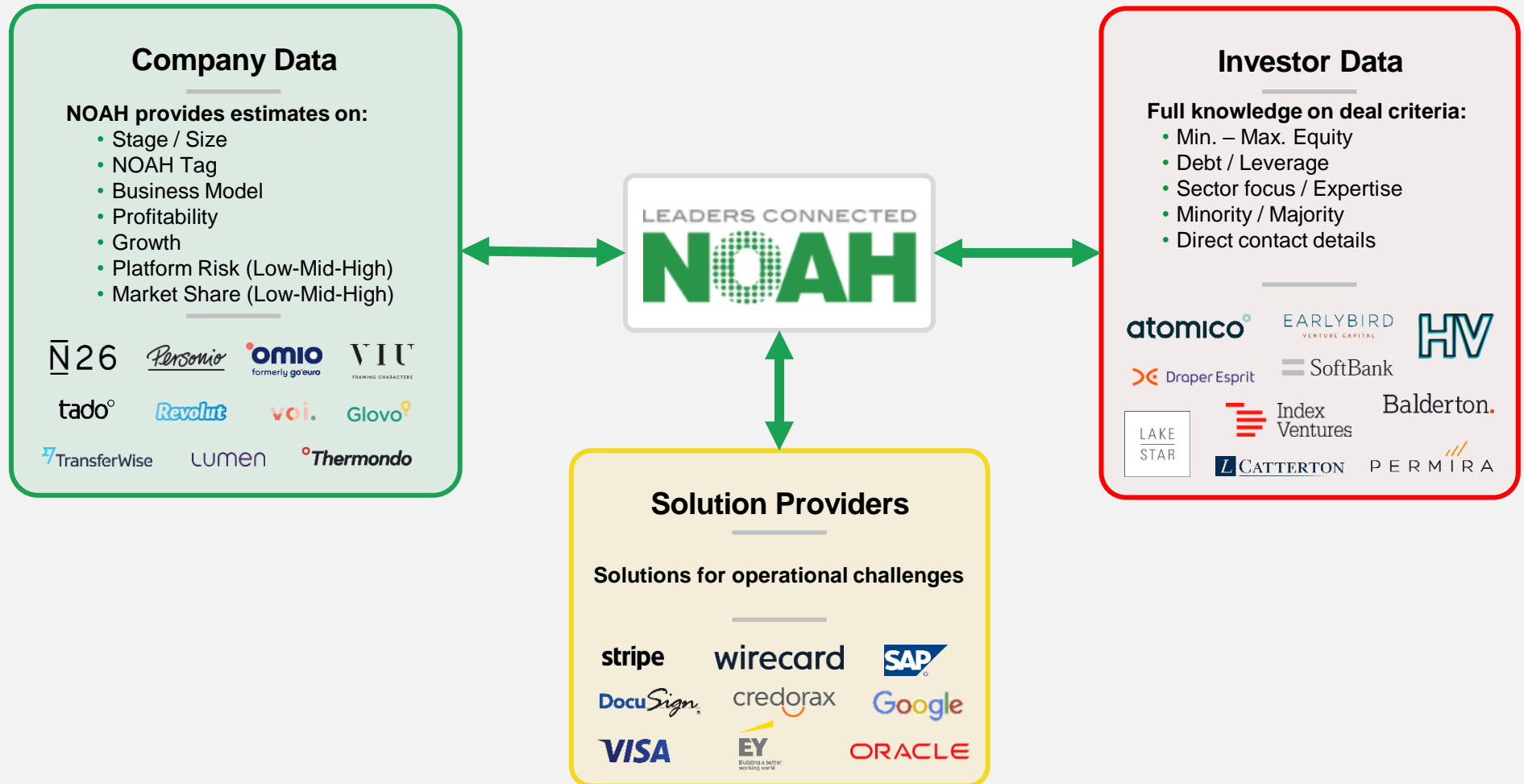
Enabling full market coverage within the ecosystem and easy access to the companies you *must* meet



Note: Investor to investor meeting category is the fastest growing.

NOAH Digital: Curated Matchmaking Driven By Data

Providing the most efficient and value-add introductions in the market



3. Changemakers.Global

The Changemakers.Global Initiative

Ready to use our learnings from working with startups, to bring positive change to the world

Platform for Good People →

- **Trust** is the bigger driver for change
- NOAH plans with this initiative to bring **transparency** and **direct accessibility** to the sustainability sector
- The functionality is to provide information, connect teams all over the world and give access to funding

Ignorance to Digital →

- Politics is communication. Internet is communication 24/7 globally, text, speech and video
- Every industry is disrupted but politics is still operating mostly without digital tools
- National **voting participation around or below 50%** (why don't we vote digitally with **ScytI.com** for example?)

Democracy Deadlock Problems Rising →

- **Political deadlocks** everywhere (US, Israel, Germany, UK, Italy, and more countries)
- **Refugees** rising from 60m to 280m by 2022 (Source: Human Rights Watch)
- **Environmental** concerns, i.e. plastics, fires, global warming and dying of species are constantly rising

Teamwork →

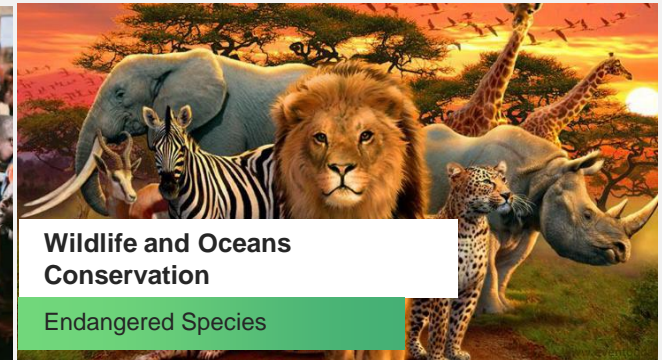
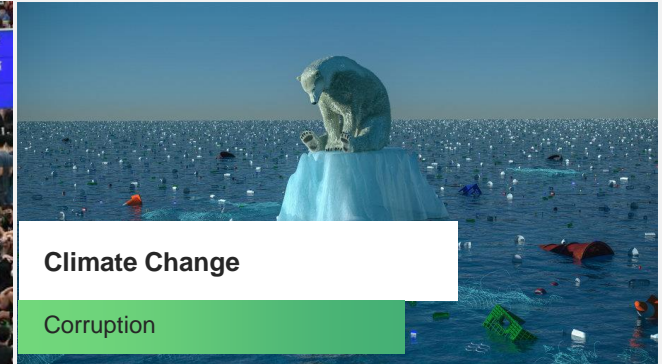
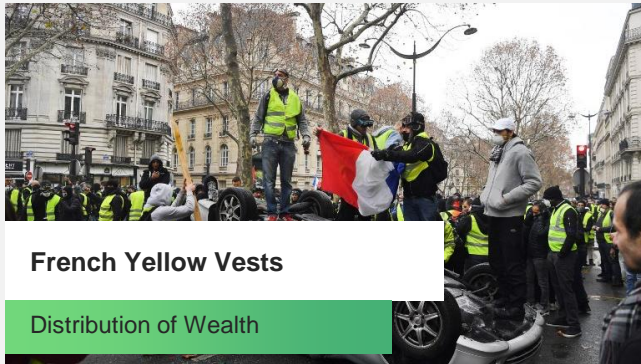
- No organisation or person can change the world on its own
- There is little global working **collaboration** between the **academic**, **public** and **private** sector
- **Digital tools connecting** the most innovative, powerful and wealthy people is first step to drive change

Solution →

- The platform will **find**, **categories**, **rate** and **publish** to changemaker (sustainable entrepreneurs) on the platform
- Users are able to research, engage and contribute to organisations categorized by global challenges
- Third parties **research** and **KPIs** around key issues for society are rounding up the offering

World Leaders Are Consistently Letting Society Down

NOAH has saved the world before and is gearing up to do it again... but not without your help!



Changemakers

Selected participants on NOAH Digital – open for growth investments

Alternative
Energy

holaluz

eny
way

Enpal.

z zolar

MOWEA

Healthcare
Innovation

mindmaze

ORCAM

BIMA

AVA

biovision

EarlySense

Climate Change
and Carbon Neutral

south pole

ECOSIA

PLASTIC
ENERGY

CLIMEWORKS

spire

tado°

Sustainable Food
and Water

QualySense

ecorobotix

blue
horizon

MAT
SMART

NETAFIM
WATER, FOOD, LIFE

Eco-friendly
Transportation

BlaBlaCar

SOLARIMPULSE

SONO MOTORS

VOLOCOPTER

SHARENOW

Education

getabstract
compressed knowledge

SCHOOL
APPLY

BOLD BRAINS

RosieReality

Labster

Meet our Top Changemakers



- Plastic Energy is a world leading pioneer in the chemical recycling of end-of-life plastic waste into synthetic hydrocarbon fuels, oils and into new plastics

Click [here](#) to see video

SOLARIMPULSE



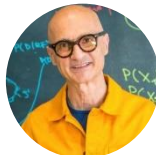
- Around the world with no fuel, using renewable energies, clean techs and solar energy
- Solar Airplane Pilots: Bertrand Piccard & André Borschberg

Click [here](#) to see video



- Ecosia is a search engine that donates 80% of its income to a tree planting program in Brazil
- By searching with Ecosia you can help the environment for free!

Click [here](#) to see video



- babylon is the U.K's leading digital healthcare service
- Their purpose is to democratise healthcare by putting an accessible and affordable health service into the hands of every person on earth

Click [here](#) to see video



- The Volocopter is the world's first purely electric flying multicopter, which is able to transport people
- It flies eco-friendly, emission-free, quiet and safe

Click [here](#) to see video

mindmaze

- MindMaze is pioneering a breakthrough computing platform that captures brain activity upon intent, creating a new operating system for computers - a brain O/S

Click [here](#) to see video

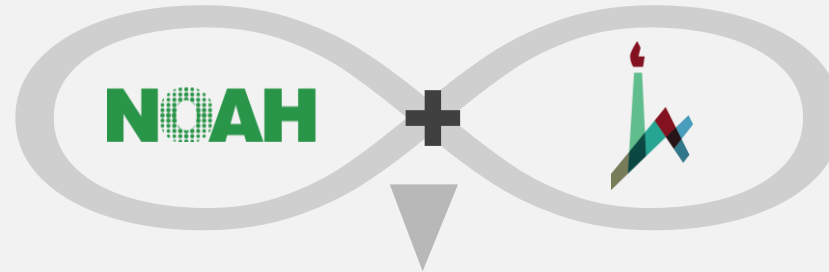
Who Are We Connecting?

Changemakers.Global will connect all key parties able to have a positive impact on the world



Changemakers.Global part of NOAH Digital

A global partnership to encourage constant positive change throughout the world on multiple topics



Launch Partner Suggestions

blackbaud®



BILL & MELINDA
GATES foundation

Ted Turner

Inside Philanthropy
Who's Funding What, and Why

- Global social campaign to crowdsourcing “Changemakers”
- Supported through a network of past NOAH speakers, ambassadors and organisations
- Like for our NOAH start-up program applications go directly into the **changemakers.global** website

- » LEADERS CONNECTED
NOAH20
Berlin
- **On NOAH Digital**
 - High profile panel *to “Power Change”*
 - Present co-hosted by the world’s leading academic and NOAH + 3 changemakers
 - Built publicity for the get-funded event in September

- LEADERS CONNECTED
NOAH
Zurich.20
In partnership with digitalswitzerland
- **On NOAH Digital**
 - High Profile panel *to “Power Change”*
 - Meet with the wealthiest Family Offices of Europe at one place
 - Provide funding at a large scale for over 20-40 changemakers

NOAH “Bigger Picture” Relationships

NOAH has built already deep relationships with companies and organisations ‘doing good’ for our world



Al Gore
Former Vice
President of the US
Founder
generation____



Eric Schmidt
Former CEO



Klaus Hommels
Founder & CEO



Niklas Zennström
Founder & CEO



André Loeseckrug-Pietri
Chief JEDI Officer



Matthias Scheffelmeier
Partner



Christian Kroll
CEO



Ken Roth
Executive
Director



Holger Taubmann
CEO



Alexandre Mars
Founder & CEO



David Goldberg
Founder & CEO



Matteo Bergamini
CEO



Aline Vedder
Investment
Manager



Franz Salzmann
Co-Founder &
CEO



Where Can Changemakers.Global Grow To?

Our Vision: we could build the platform out to become a long-term initiative with impact

Connecting

- Share research
- Communicate on a politically independent and unbiased platform results and important news
- Collaborations
- Recruiting
- External RFPs

Funding

- Link to private capital
- Crowdfunding
- Brain storming

Ratings

- Governments will be independently assessed for environmental, social, human & animal rights, etc.

Solutions

- Platform for new technologies
- Launch pad for Media and PR reach
- Journalist link

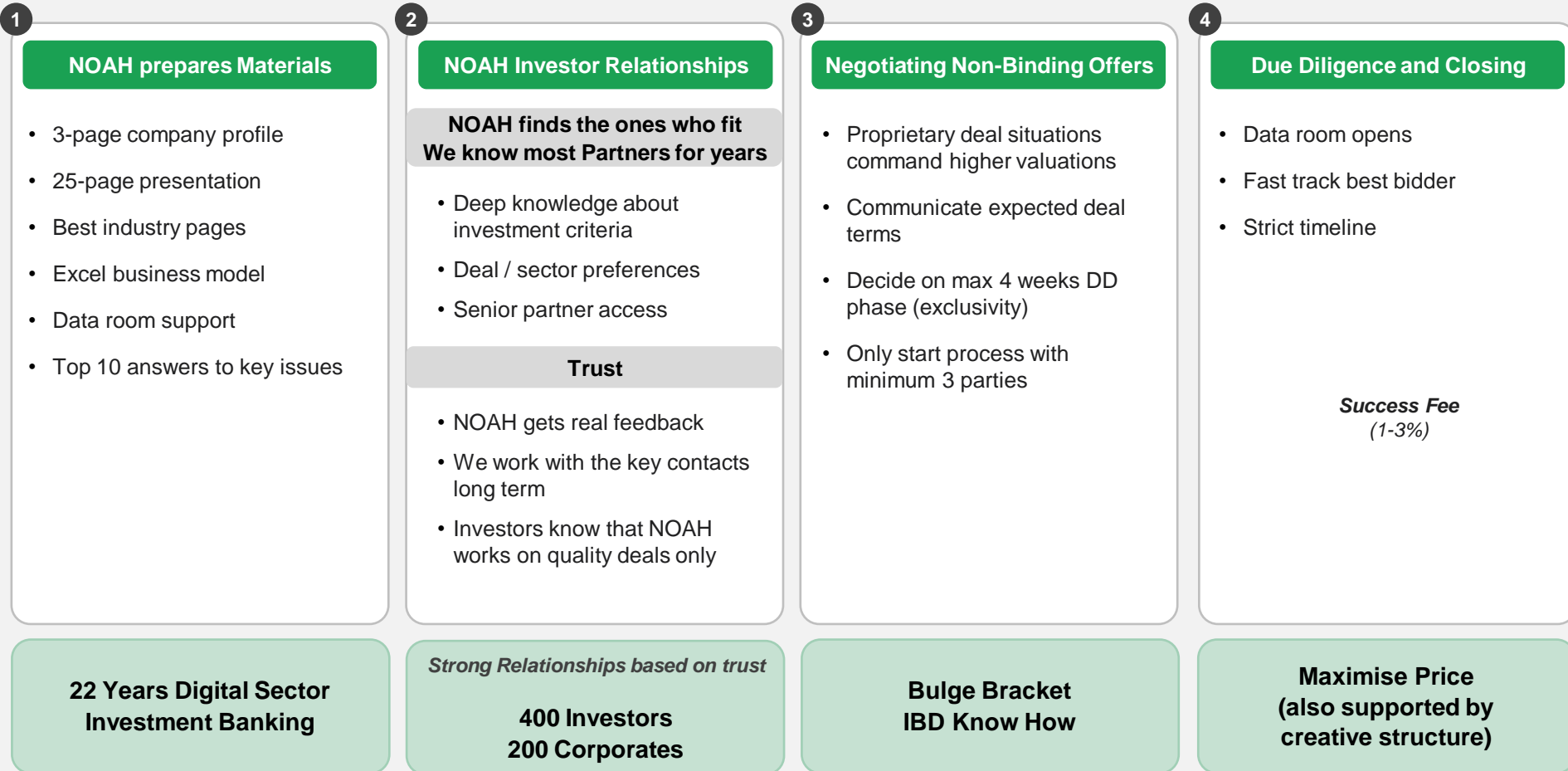
What We Want to Be!

- Non-profit
- Non-ego
- Open
- Data driven
- Unbiased
- Global independent
- Direct
- Active

3. Company Products and M&A

NOAH Banking Team: Market Check is Our Most Popular Product

Ensuring a smooth transaction with one fundraising product on great terms: “Keep Privacy, Get Transparency”



NOAH Advisors: Europe's Leading Internet Corporate Finance Boutique

Small team of digital experts with strong track record with 30+ closed deals since 2008

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

Unique Industry Know-How

- Focus on Leading European Internet companies
- Covering over 550 companies across all online verticals, a broad range of over 200 investors as well as 100+ online-focused corporates
- Deep understanding of industry dynamics with ability to add value beyond banking advice. Facilitates overall process and minimizes management distraction

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 11th 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 Provides Corporate Finance Services to the Digital Sector in Europe

November 2019

Acquisition of a 79% stake in



by
Blackstone

at a valuation of \$3bn

Financial Advisor to
Magic Lab



September 2019



\$55m First Closing of Series C

led by



Financial Advisor to Volocopter



July 2019

\$60m Investment in



AU10TIX

at a valuation of \$260m by



Financial Advisor to AU10TIX and
its shareholders



September 2018

Sale of 100% in



10Bis

for €135m to



Financial Advisor to 10bis
and its shareholders



July 2018

Sale of 100% in



to



Zur Rose Group

Exclusive Financial Advisor to
PromoFarma and its shareholders



August 2017

Acquisition of a Majority Stake in



by



at a valuation of \$200m

Financial Advisor to
EMK Capital



December 2016

Investment in



by



Financial Advisor to Silver Lake



October 2016

Acquisition of a Majority Stake in



by



84% Ownership

Exclusive Financial Advisor to
KäuferPortal and its Shareholders



September 2016

Acquisition of a Majority Stake in



by



from



at a valuation of €300m

Financial Advisor to Oakley Capital



September 2015

Sale of 70% stake in



by



Exclusive Financial Advisor to
Drushim and its Shareholders



December 2014

Sale of 100% of



for \$800m to



Exclusive Financial Advisor to
Fotolia and the Selling Shareholders



October 2014

Sale of 100% of



for €80m to



Exclusive Financial Advisor to
Trovit and its Shareholders



September 2014

Sale of controlling stake in



to



Exclusive Financial Advisor to
facile.it and its Shareholders



August 2014

Sale of



to



Advisor to the Selling Shareholders



May 2014



sold 100% of



for \$228m to JV between



Exclusive Financial Advisor to
Yad2 and its Shareholders



The NOAH Team – pre Covid

We are more than just a platform



The NOAH Team – post Covid

Adjusting to new realities fast

