“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
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3. Company Products and M&A
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1. The NOAH Platform
NOAH Digital is a Curated and Trusted SaaS Platform

### 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

### NOAH Digital Launch Partners

<table>
<thead>
<tr>
<th>550 Hot European Companies</th>
<th>100 Leading Solution Provider</th>
<th>200 Investor Partners (&quot;IP&quot;) and regularly attending investors</th>
</tr>
</thead>
</table>

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

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

### 1,300 Investors

- NOAH finds, categorizes, and rates companies
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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

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10 Years Growth Story:

**Conference & Product**

- **LEHMANN BROTHERS**
  - **Collapse and NOAH Arises**
  - **2008**

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

- **Eric Schmidt on NOAH Stage**
  - NOAH 2015
  - **Alphabet**

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

- **Investor Partner Program**
  - Jan-19

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

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

- **Changemakers.**
  - Global Launch
  - Jun-20

- **NOAH Digital**
  - Jun-20

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

- **NOAH advises Fotolia on its investment from KKR**
  - 2008

- **NOAH advises Summit Partners and TA Associates on a $350m acquisition**
  - 2008

- **NOAH advises MagicLab on the acquisition of a 79% stake by Blackstone. $3bn valuation**
  - 2008

- **NOAH advises Softonic on its partial sale to Digital River**
  - 2008

- **NOAH to advise Oakley Capital on its partial sale of Parship to Pro7**
  - 2008

- **NOAH advises Käuferportal / shareholders in the sale to ProSiebenSat.1 and General Atlantic**
  - 2008

- **NOAH advises Flixbus on its investment in FLIXBUS**
  - 2008

- **NOAH advises EMK Capital on its acquisition of Luminati**
  - 2008

- **NOAH advises Au10tix shareholders on the $60m investment at a $260m valuation led by TPG**
  - 2008

- **NOAH advises Silver Lake on its $80m majority sale to TA Associates**
  - 2008

- **NOAH advises Oakley Capital on its $100m+ sale to Next**
  - 2008

- **NOAH advises Parship on its $228m sale to Axel Springer**
  - 2008

- **NOAH advises Facile.it / shareholders in the sale to ProSiebenSat.1 and General Atlantic**
  - 2008

- **NOAH advises Trovit and its shareholders in its $80m sale to Next**
  - 2008

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  - 2008

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

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

- **NOAH advises MagicLab on its $50m First Closing of Series C led by GEELY**
  - Dec-19

**Key Transactions**

- **NOAH advises Fotolia on its $80m major sale to TA Associates**
  - Apr-09

- **NOAH advises Softonic on its partial sale to Digital River**
  - Dec-09

- **NOAH advises Trovit and its shareholders in its $80m sale to Next**
  - May-12

- **NOAH advises Yad2 / shareholders in its $228m sale to Axel Springer**
  - May-14

- **NOAH advises Oakley Capital on its partial sale of Parship to Pro7**
  - Aug-17

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

- **NOAH advises EMK Capital on its acquisition of Luminati**
  - Sep-16

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

- **NOAH advises Silver Lake on its $80m majority sale to TA Associates**
  - Dec-19

- **NOAH advises Flixbus on its investment in FLIXBUS**
  - Dec-16

**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

**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**
- 44% Internet Executive
- 17% Service Providers
- 21% Corporate Executive
- 20% Investors
- 14% Other

**By Geography**
- 31% Germany
- 20% Israel
- 16% UK
- 6% US
- 6% Spain
- 5% Other

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.

**Discover**
- NOAH finds attractive companies, investors & Solution Providers
- **Categorizes** them (NOAH Tags)
- **Rates** them → proprietary data output

**Relationships**
- 10-year track record
- Trusted platform
- 20,000 unique past conference attendees
- 80% investor market penetration in Europe

**Business**
- NOAH Meeting Service
- Invitation only
- Personalized intros
- Credibility
- Continuity

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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

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

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

<table>
<thead>
<tr>
<th>Segment</th>
<th>Past Speakers</th>
<th>Hot Growth Companies at NOAH</th>
<th>Key Company Activities (NOAH Tags)</th>
</tr>
</thead>
</table>
| Fintech & Insurtech         | 197           | • Revolut
• Funding Circle
• stripe
• adyen
• Klarna
• wefox
| • Challenger Bank
• Card Payments
• Payments                                                | • Investment Platform
• Insurance
• Crypto/Blockchain                                          | • Personal Loans
• Business Loans
• Money Transfer                                               |
| Ecommerce, Marketplaces & Classifieds | 210           | • Deliveroo
• zalando
• ROCKET INTERNET
• Naspers
| • Deliveries
• Vertical Ecommerce
• Online Groceries                                        | • Fashion Ecommerce
• Food Delivery
• PropTech                                                    | • Food Waste & Processing                                  |
| Mobility & Travel           | 147           | • AUTO
• Flixbus
• Volocopter
• Lime
• BlaBlaCar                                                   | • Autonomous Vehicles
• Mobility
• Travel                                                      | • Scooters
• Vacation Rentals
• Clean Energy                                                 | • Vertical Ecommerce
• Horizonal SaaS
• Insurance                                                  |
| B2B Software & Services     | 345           | • SAP
• AppsFlyer
• wework
• DARKTRACE
• Persimmon                                                  | • SaaS (Vertical/Horizontal)
• Marketing Agency
• Recruitment                                                 | • Social
• Marketplace
• Decision Support Data                                       | • Market Research
• Content                                                    |
| Consumer Software & Services| 157           | • Google
• Truecaller
• King
• Onefootball                                                 | • Social Networking & Dating
• Music & TV                                                   | • Gaming
• Sports
• Online Content                                              | • Content                                               |
| Revolutionary Consumer Products | 30            | • mymuesli
• VIU
• Henkel                                                     | • Direct-to-consumer products
• Fashion & Accessories                                       | • Home Decor
• Sporting Goods
• Baby Products                                               | • Food & Beverage                                       |
| Industrial Digitisation     | 56            | • myndset
• Scanlent
• Thermoned
• Henkel                                                      | • IoT
• PropTech
• Clean energy                                                | • SpaceTech
• Sustainable Food & Water                                    | • Recycling & Waste Management                           |
| Digital Health              | 48            | • mindmoze
• Babyblyor
• Zava
• zebra
• Doctopharma                                                 | • Medical cannabis
• Fitness apps
• Telehealth                                                  | • Patient-doctor marketplaces
• Self-care technology                                        | • AI & robotics in healthcare                            |
| EduTech                     | 26            | • BRAINLY
• Blinkist
• emagister
• Kano
• Labster
• Busuu                                                      | • 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

<table>
<thead>
<tr>
<th>Capital Raised (€bn)</th>
<th>Unique accumulated speakers / investment funds at NOAH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>Speakers / Investment Funds</td>
</tr>
<tr>
<td>2013</td>
<td>9,0 / 1,3</td>
</tr>
<tr>
<td>2014</td>
<td>11,4 / 2,4</td>
</tr>
<tr>
<td>2015</td>
<td>17,9 / 5,0</td>
</tr>
<tr>
<td>2016</td>
<td>17,0 / 4,6</td>
</tr>
<tr>
<td>2017</td>
<td>21,3 / 10,7</td>
</tr>
<tr>
<td>2018</td>
<td>24,3 / 8,7</td>
</tr>
<tr>
<td>2019</td>
<td>32,4 / 11,8</td>
</tr>
</tbody>
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Total Capital Raised by NOAH

- **Vertical**
  - Fintech & InsureTech: 33%
  - Ecommerce, Marketplaces & Classifieds: 25%
  - B2B Software & Services: 14%
  - Mobility & Travel of the Future: 14%
  - Consumer Software & Services: 6%
  - Industrial Digitalisation: 4%
  - Digital Health: 2%
  - EduTech: 1%
  - Revolutionary Consumer Products: 1%

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  - Revolutionary Consumer Products: 1%

# Number of Speaker (Main & Startup Stage)

- 2013: 67
- 2014: 85
- 2015: 246
- 2016: 321
- 2017: 388
- 2018: 466
- 2019: 763

Number of Speaker (Main & Startup Stage)

- 2013: 1,3
- 2014: 2,4
- 2015: 5,0
- 2016: 4,6
- 2017: 10,7
- 2018: 8,7
- 2019: 11,8

Total Capital Raised in Europe

- 2013: 272 €bn
- 2014: 873 €bn
- 2015: 1,065 €bn
- 2016: 1,435 €bn
- 2017: 1,842 €bn
- 2018: 2,166 €bn
- 2019: 2,620 €bn

- 2013: 332 €bn
- 2014: 1,065 €bn
- 2015: 1,435 €bn
- 2016: 1,842 €bn
- 2017: 2,166 €bn
- 2018: 2,620 €bn
- 2019: 2,977 €bn
NOAH is covering all Growth Verticals

NOAH Supports the whole Ecosystem

Capital Raised (€bn)

<table>
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<th>Vertical</th>
<th>Capital Raised by 1,200 NOAH Speakers</th>
<th>Total Market Capital Raised</th>
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<tbody>
<tr>
<td>Fintech &amp; Insurtech</td>
<td>35.9</td>
<td>69%</td>
</tr>
<tr>
<td>B2B Software &amp; Services</td>
<td>27.2</td>
<td>37%</td>
</tr>
<tr>
<td>Ecommerce, Marketplaces &amp; Classifieds</td>
<td>25.4</td>
<td>73%</td>
</tr>
<tr>
<td>Mobility &amp; Travel of the Future</td>
<td>18.8</td>
<td>57%</td>
</tr>
<tr>
<td>Consumer Software &amp; Services</td>
<td>11.3</td>
<td>42%</td>
</tr>
<tr>
<td>Industrial Digitisation</td>
<td>5.3</td>
<td>18%</td>
</tr>
<tr>
<td>Digital Health</td>
<td>3.4</td>
<td>20%</td>
</tr>
<tr>
<td>Revolutionary Consumer Products</td>
<td>0.3</td>
<td>40%</td>
</tr>
<tr>
<td>EduTech</td>
<td>0.6</td>
<td></td>
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NOAH Share
NOAH is *the* Breeding Ground for Unicorns

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<th>NOAH Tag</th>
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<th>Total Capital Raised</th>
<th>Key Investors</th>
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<tbody>
<tr>
<td>Delivery Hero</td>
<td></td>
<td>2016</td>
<td>5</td>
<td>2,270</td>
<td>Rocket Internet, Holtzbrinck, Point Nine</td>
</tr>
<tr>
<td>Rocket Internet</td>
<td></td>
<td>2013</td>
<td>6</td>
<td>1,838</td>
<td>Kinnevik, Access Industries</td>
</tr>
<tr>
<td>Kredx</td>
<td></td>
<td>2015</td>
<td>6</td>
<td>1,815</td>
<td>Partech, Index, Union Square Ventures, Tencent, Baillie Gifford, TPG, Northzone</td>
</tr>
<tr>
<td>Spotify</td>
<td></td>
<td>2009</td>
<td>1</td>
<td>1,770</td>
<td>Amazon, Bridgepoint, DST Global</td>
</tr>
<tr>
<td>Deliveroo</td>
<td></td>
<td>2015</td>
<td>2</td>
<td>1,365</td>
<td>Kinnevik, Naspers, Accel, Northzone</td>
</tr>
<tr>
<td>Auto Loans</td>
<td></td>
<td>2014</td>
<td>1</td>
<td>1,219</td>
<td></td>
</tr>
<tr>
<td>Prodigy Finance</td>
<td></td>
<td>2018</td>
<td>1</td>
<td>1,126</td>
<td>Index Ventures</td>
</tr>
<tr>
<td>AUTO1.com</td>
<td></td>
<td>2015</td>
<td>7</td>
<td>1,100</td>
<td>SoftBank, G Squared, Target Global</td>
</tr>
<tr>
<td>Klarna</td>
<td></td>
<td>2012</td>
<td>4</td>
<td>920</td>
<td>BlackRock, HMI Capital</td>
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<tr>
<td>wirecard</td>
<td></td>
<td>2019</td>
<td>1</td>
<td>900</td>
<td>Brockhaus Private Equity</td>
</tr>
<tr>
<td>TransferWise</td>
<td></td>
<td>2016</td>
<td>6</td>
<td>727</td>
<td>Kreos Capital, Access Industries, Vostok Venture</td>
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<tr>
<td>Careem</td>
<td></td>
<td>2014</td>
<td>2</td>
<td>685</td>
<td>Vitruvian Partners, JP Morgan</td>
</tr>
<tr>
<td>lendoinvest</td>
<td></td>
<td>2017</td>
<td>2</td>
<td>677</td>
<td>HSBC, Atomico</td>
</tr>
<tr>
<td>Faretuch</td>
<td></td>
<td>2017</td>
<td>2</td>
<td>626</td>
<td>JD.com, Index Ventures</td>
</tr>
<tr>
<td>N26</td>
<td></td>
<td>2015</td>
<td>8</td>
<td>610</td>
<td>Insight Partners, Allianz X, Tencent, Horizons</td>
</tr>
<tr>
<td>Get your guide</td>
<td></td>
<td>2016</td>
<td>5</td>
<td>585</td>
<td>Battery Ventures, KKR, Softbank, Highland</td>
</tr>
<tr>
<td>OFG</td>
<td></td>
<td>2015</td>
<td>1</td>
<td>512</td>
<td>Kinnevik, Rocket Internet</td>
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<tr>
<td>Consumer Services</td>
<td></td>
<td>2018</td>
<td>3</td>
<td>491</td>
<td>General Atlantic, ProSiebenSat.1</td>
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</thead>
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<tr>
<td>Lemonade</td>
<td></td>
<td>2018</td>
<td>2</td>
<td>429</td>
<td>SoftBank, Aleph, Sequoia, General Catalyst</td>
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<tr>
<td>Deezer</td>
<td></td>
<td>2015</td>
<td>2</td>
<td>428</td>
<td>Access Industries, Idinvest Partners</td>
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<tr>
<td>BlaBlaCar</td>
<td></td>
<td>2015</td>
<td>7</td>
<td>400</td>
<td>Accel, Index, Insight</td>
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<tr>
<td>sumup</td>
<td></td>
<td>2013</td>
<td>4</td>
<td>379</td>
<td>Bain Capital, Goldman Sachs</td>
</tr>
<tr>
<td>Funding Circle</td>
<td></td>
<td>2017</td>
<td>2</td>
<td>376</td>
<td>Index, Accel, Union Square Ventures</td>
</tr>
<tr>
<td>monzo</td>
<td></td>
<td>2018</td>
<td>1</td>
<td>352</td>
<td>Y Combinator, Orange Digital Ventures</td>
</tr>
<tr>
<td>HelloFresh</td>
<td></td>
<td>2015</td>
<td>2</td>
<td>333</td>
<td>Rocket Internet, Insight Venture Partners</td>
</tr>
<tr>
<td>Glovo</td>
<td></td>
<td>2018</td>
<td>1</td>
<td>309</td>
<td>Lakestar, Rakuten, Eurazeo</td>
</tr>
<tr>
<td>Revolut</td>
<td></td>
<td>2017</td>
<td>2</td>
<td>295</td>
<td>Lakestar, DST Global, Index Ventures</td>
</tr>
<tr>
<td>abc cam</td>
<td></td>
<td>2013</td>
<td>1</td>
<td>287</td>
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**Note:** Highlighted companies are public listed entities.
NOAH’s Unique Investor Network

NOAH provides access to the most powerful investors in the world

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<th>Venture Capital</th>
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<td>Tengelmann Ventures (2010)</td>
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</table>

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
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

Company Data

NOAH provides estimates on:
- Stage / Size
- NOAH Tag
- Business Model
- Profitability
- Growth
- Platform Risk (Low-Mid-High)
- Market Share (Low-Mid-High)

Investor Data

Full knowledge on deal criteria:
- Min. – Max. Equity
- Debt / Leverage
- Sector focus / Expertise
- Minority / Majority
- Direct contact details

Solution Providers

Solutions for operational challenges

- stripe
- wirecard
- SAP
- DocuSign
- credorax
- Google
- VISA
- EY
- ORACLE

atomico
EARLYBIRD
HV
Draper Esprit
SoftBank
Index Ventures
Balderton
LAKE STAR
Catterton
PER MIRA
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 Scytl.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!

- French Yellow Vests
- Hong Kong Protests
- Climate Change
- Fighting Poverty
- Education
- Wildlife and Oceans Conservation

Distribution of Wealth
Democracy in a Digital Age
Corruption
Same Chances and Equal Rights
Endangered Species
Changemakers

Selected participants on NOAH Digital – open for growth investments

- Alternative Energy
  - holaluz
  - Enway
  - Enpal
  - zolar
  - MOWEA

- Healthcare Innovation
  - mindmaze
  - ORCAM
  - BIMA
  - avac
  - EarlySense

- Climate Change and Carbon Neutral
  - South Pole
  - ECOSIA
  - PLASTIC ENERGY
  - CLIMWORKS
  - spire
  - tado°

- Sustainable Food and Water
  - QualySense
  - ecorobotix
  - blue horizon
  - MAT SMART
  - NETAFIM

- Eco-friendly Transportation
  - BlaBlaCar
  - SOLAR IMPULSE
  - SONO MOTORS
  - VOLOCOPTER
  - SHARE NOW

- Education
  - getabstract
  - SCHOOL APPLY
  - BOLD BRAINS
  - RosieReality
  - Labster
Meet our Top Changemakers

**PLASTIC ENERGY**
- 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

**SOLAR IMPULSE**
- 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**
- 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**
- 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

**VOLOCOPTER**
- 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

- Foundations
- Philanthropy
- Activists
- Influencers

- Corporations
- Tech Companies
- Old Economies

- Governments
- NGOs
- Organisations

- Investors
- Family Offices
- Donors
Changemakers.Global part of NOAH Digital

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

Launch Partner Suggestions

- blackbaud
- Benevity
- Bill & Melinda Gates Foundation
- Ted Turner
- Inside Philanthropy

- 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

- 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

- 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

Eric Schmidt  
Former CEO  

Klaus Hommels  
Founder & CEO

Niklas Zennström  
Founder & CEO

André Loesekrug-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

<table>
<thead>
<tr>
<th>Connecting</th>
<th>Funding</th>
<th>Ratings</th>
<th>Solutions</th>
</tr>
</thead>
</table>
| • Share research
  • Communicate on a politically independent and unbiased platform results and important news
  • Collaborations
  • Recruiting
  • External RFPs | • Link to private capital
  • Crowdfunding
  • Brain storming | • Governments will be independently assessed for environmental, social, human & animal rights, etc. | • 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”

<table>
<thead>
<tr>
<th>1</th>
<th>NOAH prepares Materials</th>
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<tbody>
<tr>
<td>• 3-page company profile</td>
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<td>• 25-page presentation</td>
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<td>• Best industry pages</td>
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<td>• Excel business model</td>
<td></td>
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<tr>
<td>• Data room support</td>
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<td>• Top 10 answers to key issues</td>
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<th>NOAH Investor Relationships</th>
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<tr>
<td>• Deep knowledge about investment criteria</td>
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<tr>
<td>• Deal / sector preferences</td>
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<td>• Senior partner access</td>
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**NOAH finds the ones who fit**

**We know most Partners for years**

<table>
<thead>
<tr>
<th>3</th>
<th>Negotiating Non-Binding Offers</th>
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<tbody>
<tr>
<td>• Proprietary deal situations command higher valuations</td>
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<tr>
<td>• Communicate expected deal terms</td>
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<tr>
<td>• Decide on max 4 weeks DD phase (exclusivity)</td>
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<td>• Only start process with minimum 3 parties</td>
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<th>4</th>
<th>Due Diligence and Closing</th>
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<tr>
<td>• Data room opens</td>
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<td>• Fast track best bidder</td>
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<tr>
<td>• Strict timeline</td>
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22 Years Digital Sector Investment Banking

Strong Relationships based on trust

400 Investors
200 Corporates

Bulge Bracket IBD Know How

Maximise Price (also supported by creative structure)

Success Fee (1-3%)

NOAH Investor Relationships

Trust

• NOAH gets real feedback
• We work with the key contacts long term
• Investors know that NOAH works on quality deals only

LEADERS CONNECTED

NOAH
### NOAH Advisors: Europe’s Leading Internet Corporate Finance Boutique

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

<table>
<thead>
<tr>
<th>Strong Investment Banking Competence</th>
<th>Unique Industry Know-How</th>
<th>Unmatched Network and Relationships</th>
<th>Full Commitment – We Are Entrepreneurs!</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Over 40 years of combined relevant M&amp;A experience</td>
<td>• Focus on Leading European Internet companies</td>
<td>• NOAH Advisors is globally well connected and has direct access to virtually all key players in the industry</td>
<td>• Entrepreneurial mind-set, focused on growing the business and establishing a reputation for excellence</td>
</tr>
<tr>
<td>• Routine execution of M&amp;A and financing transactions with sizes of several billion euros</td>
<td>• Covering over 550 companies across all online verticals, a broad range of over 200 investors as well as 100+ online-focused corporates</td>
<td>• Knowledge of and strong relationships with potential buyers’ key decision makers</td>
<td>• Ability to deliver top results in short time frames</td>
</tr>
<tr>
<td>• 30+ successfully completed NOAH Advisors transactions underline successful transfer of M&amp;A competencies to the Internet sector</td>
<td>• Deep understanding of industry dynamics with ability to add value beyond banking advice. Facilitates overall process and minimizes management distraction</td>
<td>• Proactively finds and unlocks attractive investment opportunities for leading investors</td>
<td>• Highly success-based compensation structures align interests of clients and NOAH Advisors, and demonstrate conviction to deliver top results</td>
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**Creative deal solutions**
NOAH Provides Corporate Finance Services to the Digital Sector in Europe

August 2017
- Acquisition of a Majority Stake in Luminati by EMK Capital at a valuation of $200m
  Financial Advisor to EMK Capital

December 2016
- Investment in FLIXBUS by SILVERLAKE at a valuation of $200m
  Financial Advisor to Silver Lake

October 2016
- Acquisition of a Majority Stake in KäuferPortal by ProSiebenSat.1 Media SE at a valuation of €300m
  84% Ownership
  Exclusive Financial Advisor to KäuferPortal and its Shareholders

September 2016
- Acquisition of a Majority Stake in AU10TIX by PARSHIP ELITE Group from OAKLEY CAPITAL at a valuation of $260m

August 2014
- Sale of 100% of fotolia for $800m to Adobe
  Exclusive Financial Advisor to Fotolia and the Selling Shareholders

October 2014
- Sale of 100% of trovit for €80m to NEXT Co., Ltd.
  Exclusive Financial Advisor to Trovit and its Shareholders

September 2014
- Sale of controlling stake in facile.it to OAKLEY CAPITAL
  Exclusive Financial Advisor to facile.it and its Shareholders

August 2018
- Sale of 100% in 10Bis for €135m
  Financial Advisor to 10Bis and its Shareholders

September 2015
- Sale of 70% stake in YAD2 for $228m to JV between axeﯽspringer and GENERAL ATLANTIC

November 2019
- Acquisition of a 79% stake in MagicLab by Blackstone at a valuation of $3bn
  Financial Advisor to Magic Lab

September 2019
- $60m Investment in GEELY
  Financial Advisor to Volocopter

July 2019
- Sale of 100% in 10in at a valuation of $260m by TPG
  Financial Advisor to 10in and its shareholders

September 2018
- Exclusive Financial Advisor to PromoFarma and its shareholders

July 2018
- Financial Advisor to 10Bis

September 2016
- Financial Advisor to Oakley Capital

October 2016
- Financial Advisor to AU10TIX and its shareholders

September 2016
- Financial Advisor to AU10TIX 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