

beaconsmind®

# Transforming the Era of Retail at Point-of-Sale & eCOM.

The image displays a comprehensive overview of the BeaconsMind platform. On the left, a smartphone shows a personalized welcome message: "Hey Lara, Welcome back to our store." The central desktop dashboard provides a high-level overview of app performance, including:

- Analytics Summary:**
  - App Revenue: 12,486,650 €
  - App Transactions: 45,406
  - Average App Transaction Value: 275 €
  - Avg. Quantity / App Transaction: 2.4
- Top Push Notifications:** A table listing the most effective notifications, such as "Hey Lara, Welcome back to our store." and "Visit our store now! New arrivals in-store..."
- Deep Analytics:** A pie chart showing the distribution of users by age group.
- Top App Customers:** A list of the most valuable users.
- Realtime Heatmap:** A map showing user activity across different geographic locations.

## Company Presentation.

December 14, 2021

Partnering with



المكتب الخاص للشيخ سعيد بن أحمد آل مكتوم  
The Private Office of  
Sheikh Saeed Bin Ahmed Al Maktoum

# beaconsmind® – Pioneering LBM SaaS since 2015.

Current situation

## beaconsmind® & Business Model

- ✓ Location-based marketing (“LBM”) and analytics pioneer, providing beaconsmind® Suite SaaS Software and beaconsmind® Track Bluetooth Beacon Hardware
- ✓ Easy to integrate and affordable solution with high benefits for retail clients
- ✓ Strong business model with high scalable ARR revenue streams based on a monthly SaaS subscription fee per implemented POS/store/location
- ✓ Founded in 2015 by Max Weiland
- ✓ Headquartered in Switzerland with 20 employees

## Corporate Structure

**beaconsmind AG**  
Stäfa, Switzerland  
Parental Company

**beaconsmind Deutschland GmbH**  
Munich, Germany  
100% Subsidiary

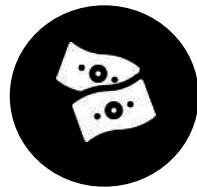
**beaconsmind MENA Data LLC**  
Dubai, United Arab Emirates  
49% Subsidiary / 51% owned by:



## Key KPIs



**CHF c. 1.15M**  
Revenues YTD



**65%**  
Avg. gross margin  
(40% Hardware & 90% Software)



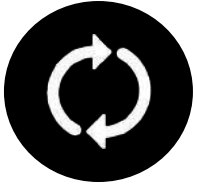
**178**  
Stores installed YTD



**5**  
New clients won YTD



**7 to 12**  
Current total clients  
increase since 2020



**90%**  
Recurring revenues (ARR)  
after hardware implementation

## Clients



## Product

**beaconsmind®**  
Track Bluetooth Hardware

**beaconsmind®**  
Suite Software (SaaS)



\*Notes: Calendar year (Jan – Dec)

# beaconsmind® – Investment highlights.

Key-takeaways

beaconsmind®

- 1 beaconsmind® integrates a **marketing and revenue channel solution** for retailers through **location-based marketing and analytics**
- 2 **Entrepreneurial driven culture through Founder & CEO Max Weiland** and board with repeat success stories
- 3 Vast end **market with 45bn+ revenue potential and 20%+ annual revenue growth rates**
- 4 **Offline-online conversion** with tangible customer KPI improvements incl. **40% more footfall and 15% more sales**
- 5 **Testified customer global roll-out with major retail brands** with locked in growth for **up to sixteen thousand stores** and upscaling proof with one customer
- 6 **90% of revenues recurring (ARR) through Software Suite as SaaS subscription model**
- 7 Strong growth rate locked in through already announced new clients
- 8 Strong prospect pipeline will provide for exponential growth both within the client and new clients
- 9 **Strong gross margin and FCF conversion** combined with long-term growth



**Max Weiland**  
Founder & CEO

- Founded beaconsmind® in 2015
- Co-founded eviom Group in 2010, led it to €2.5m revenue & 50 FTEs
- 18 years in digital marketing



**Anna Langenbach**  
COO

- Employee #1 of beaconsmind®
- Former eviom Managing Consultant
- 15 years in digital marketing



**Alessandro Nardiello**  
Head of Sales

- 20+ years in sales and business development positions
- Working for leading retail companies (e.g. Philipp Plein)

**Edwin Navez**  
Member of the Board

- CFO/COO Assos of Switzerland
- Former CFO Versace, Michael Kors, Philipp Plein

**Jörg Hensen**  
Member of the Board

- CEO Dress-For-Less
- Former CEO Quelle Versand Switzerland

**Michal Krupinski**  
Member of the Board

- Senior Advisor Warburg Pincus
- Former CEO Bank Pekao, Poland

# We are repeat entrepreneurs.

Working together for 10+ years in our 2<sup>nd</sup> venture



## And we have a strong Board of Directors

Experienced in building ventures and managing companies from SMEs to corporates in leadership positions (CEO, CFO/COO).



# Our software opens up an effective marketing and revenue channel for retailer through location-based marketing.

And resolves major problems as well



beaconsmind® Track Bluetooth Beacons localize app-user



beaconsmind® Suite is connected to retailer mobile-app via SDK/API and collects all app-user and location-based data



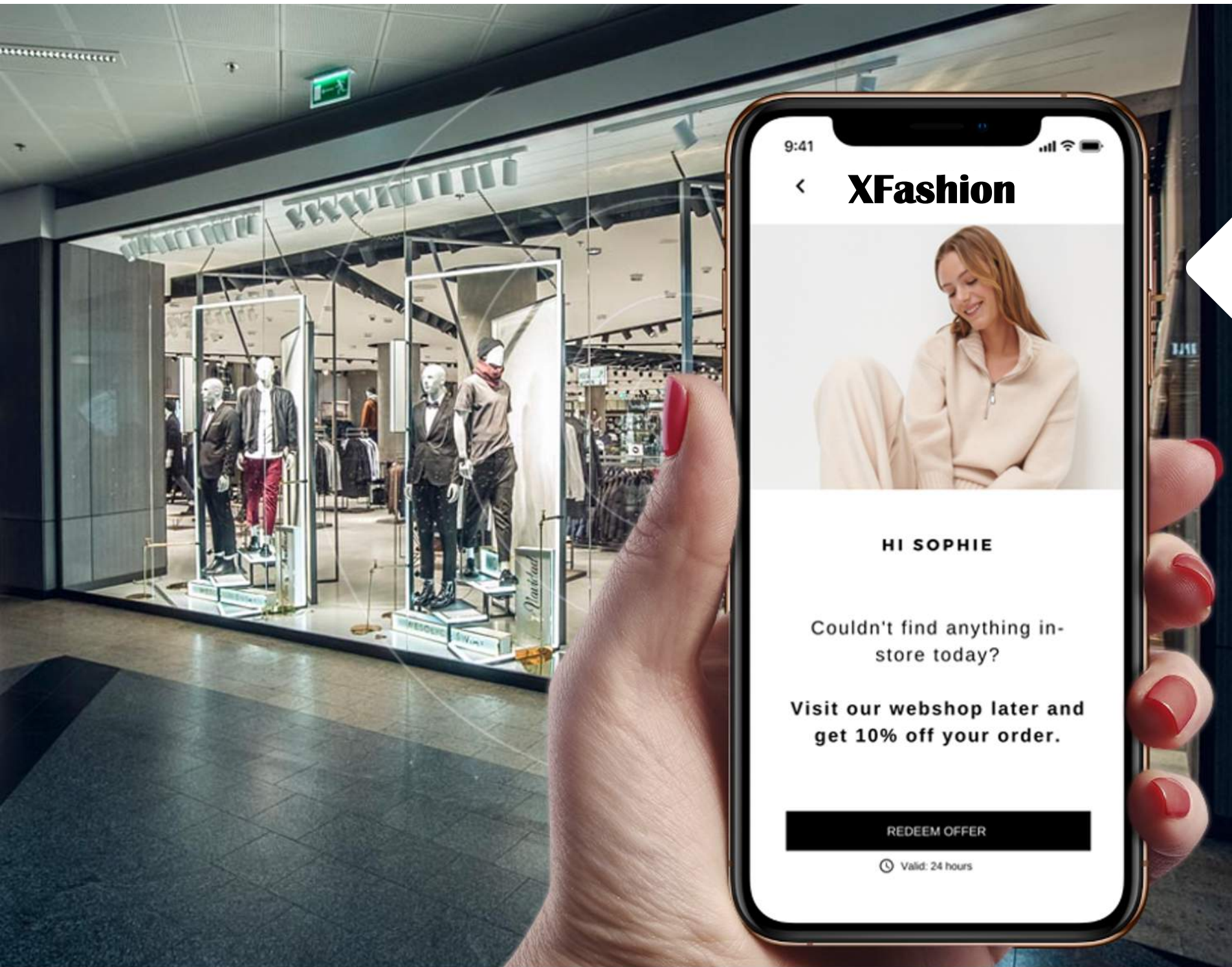
beaconsmind® solution provides data in real-time, a feature that retailers have never had before



Retail clients benefit from a higher shopper experience, strengthened customer loyalty, increased revenues and connection of POS with eCom in a unique way

# Measurable KPIs that deliver convincing results.

At POS and eCom



## Major client benefits:

**+15%**

Boost in Sales

**+40%**

More Frequency

**+40%**

Enhanced Purchase Motivation

**Increased**

Shopping Experience







**Connecting**

POS and eCom

**+50%**

Increased Off-to-Online conv. rate

### Local app-user KPI tracking in real-time

-  In-store app user touchpoints and visit/purchase behavior
-  Local push notification revenues and conversions
-  Point-Of-Sale and e-com app usage/conversions
-  Local app user conversion rates
-  In-store customer journey
-  Customer loyalty and shopping experience

# Client success story adidas.

Adidas bring-it-to-me roll-out



### Project

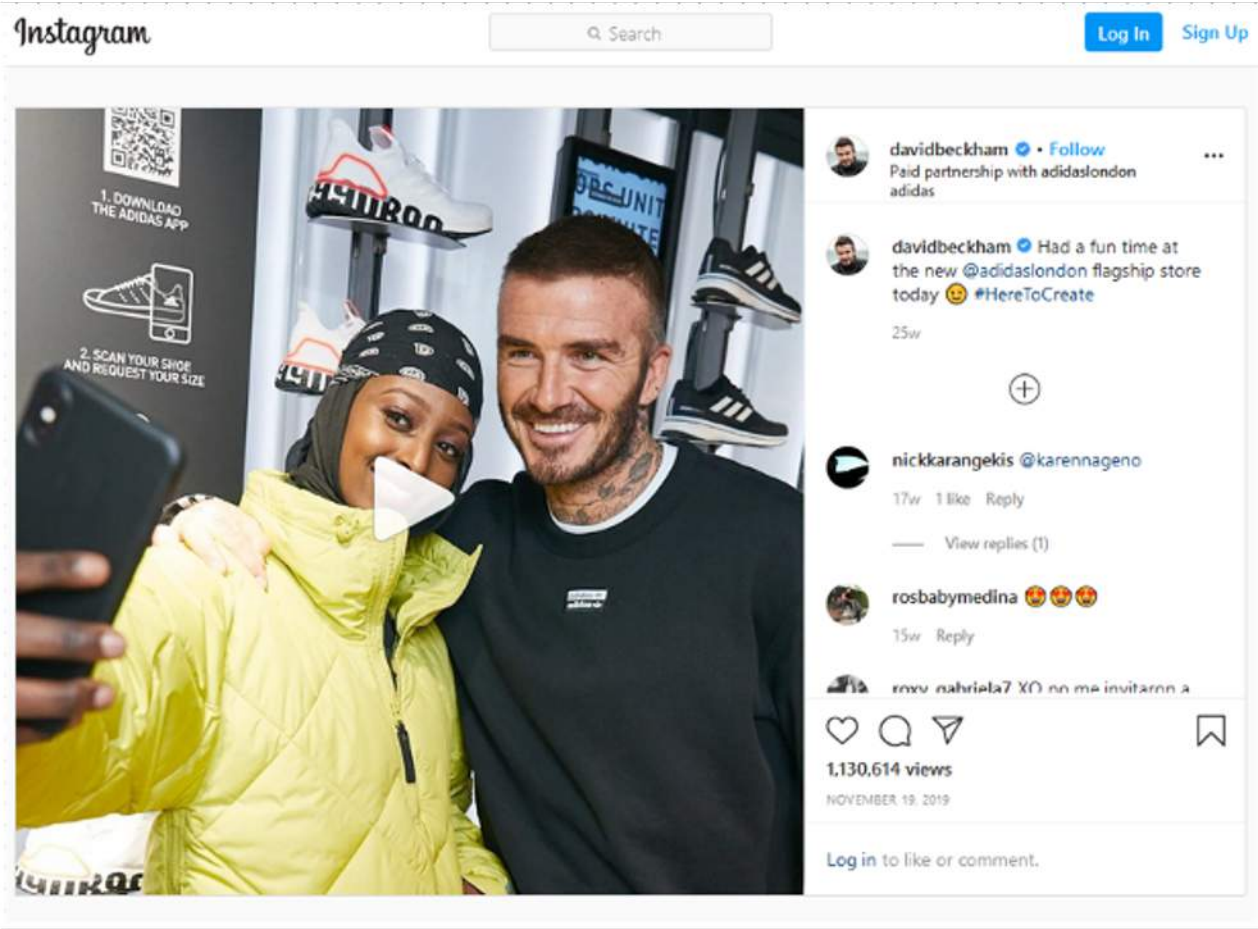
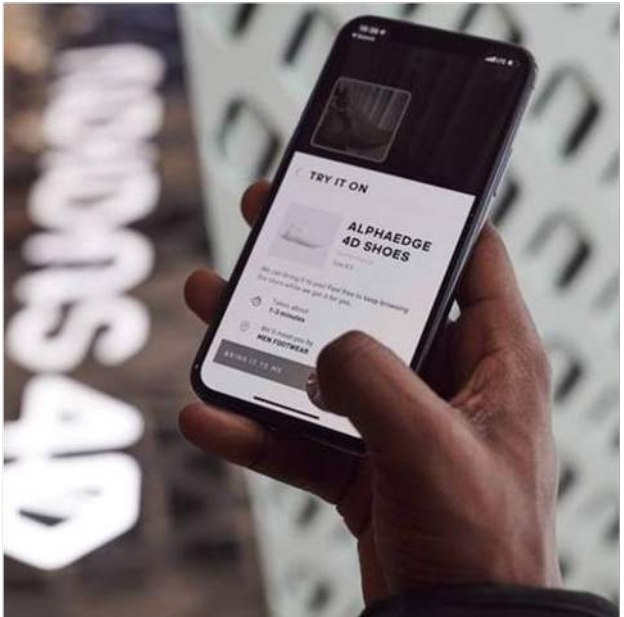
Adidas implemented beaconsmind® solution in their stores globally to localize and approach customers locally in-store via the adidas mobile-app



### Benefits and results

- Customers benefit from an on-demand bring-it-to-me service via the adidas mobile-app
- Adidas offers a unique shopping experience, strengthens customer loyalty and delivered a quicker purchase

Play Video



# Deeply integrated solution with high margin revenue streams.

Easy to implement and affordable



**beaconsmind® Installation Fee**



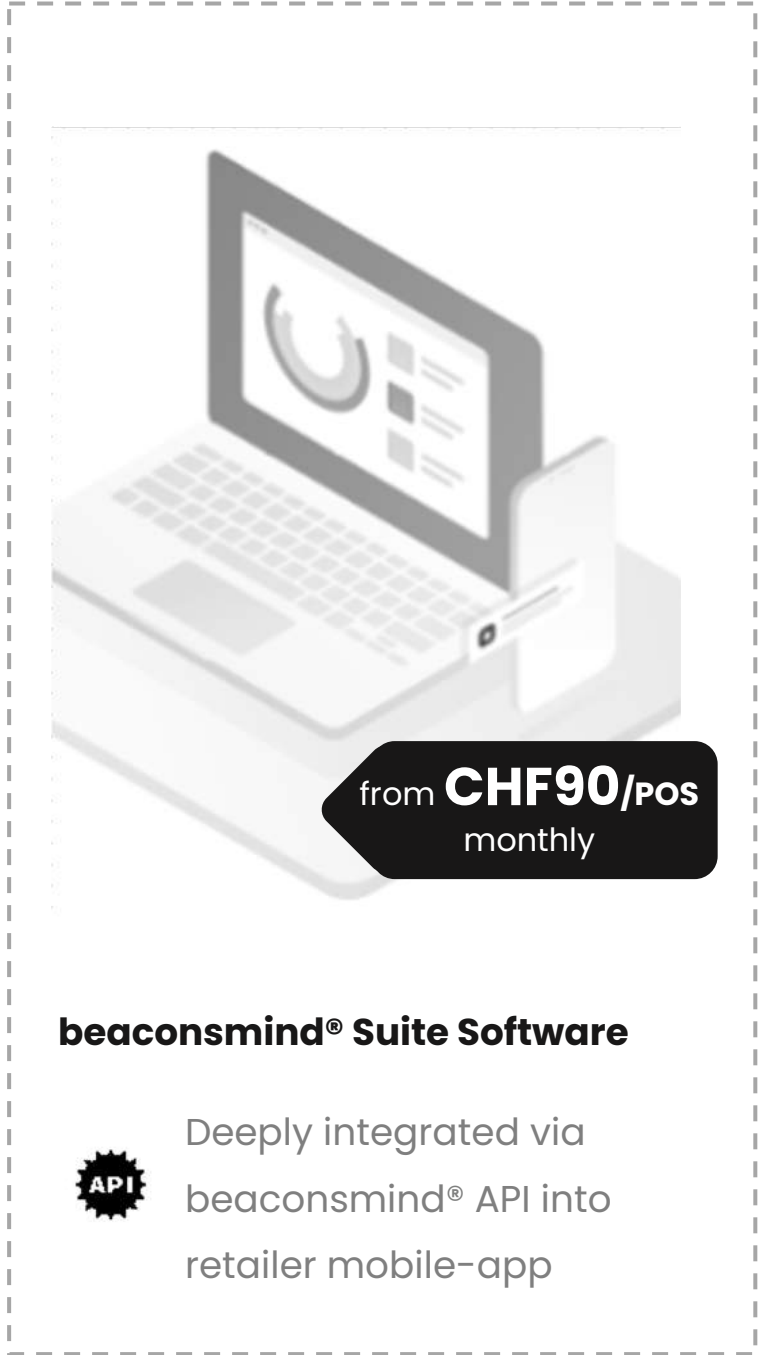
Integrated in lighting rails and a tailored positioning to the POS



**beaconsmind® Track Bluetooth Hardware**



Hardware is configured for each POS with low/no maintenance



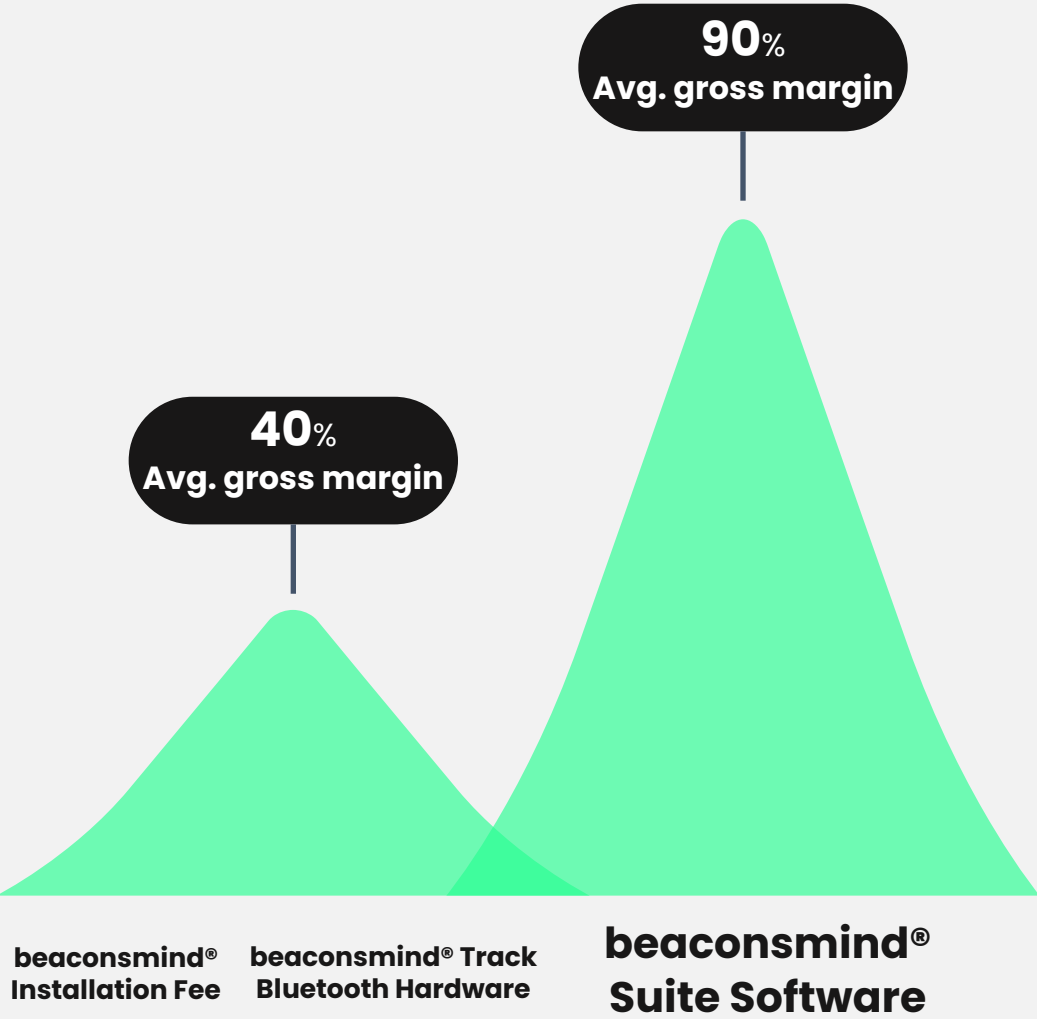
**beaconsmind® Suite Software**



Deeply integrated via beaconsmind® API into retailer mobile-app

Recurring revenues with yearly automated renewal

Gross margin per solution	
<b>Installation Fee</b>	<b>72 CHF</b> (avg. 40% margin)
<b>Bluetooth Hardware</b>	<b>35 CHF</b> (avg. 40% margin)
<b>Software</b>	<b>81 CHF</b> (avg. 90% margin)



beaconsmind® Installation Fee    beaconsmind® Track Bluetooth Hardware    beaconsmind® Suite Software

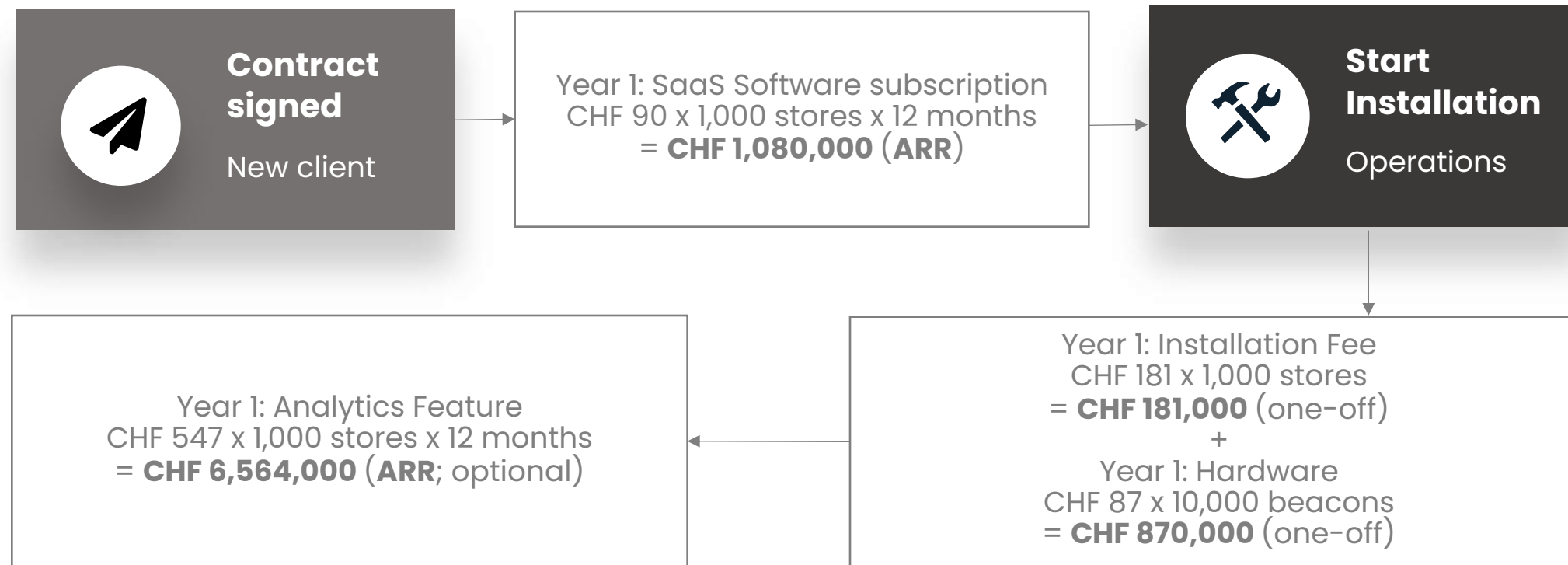


### Clients Facts Example

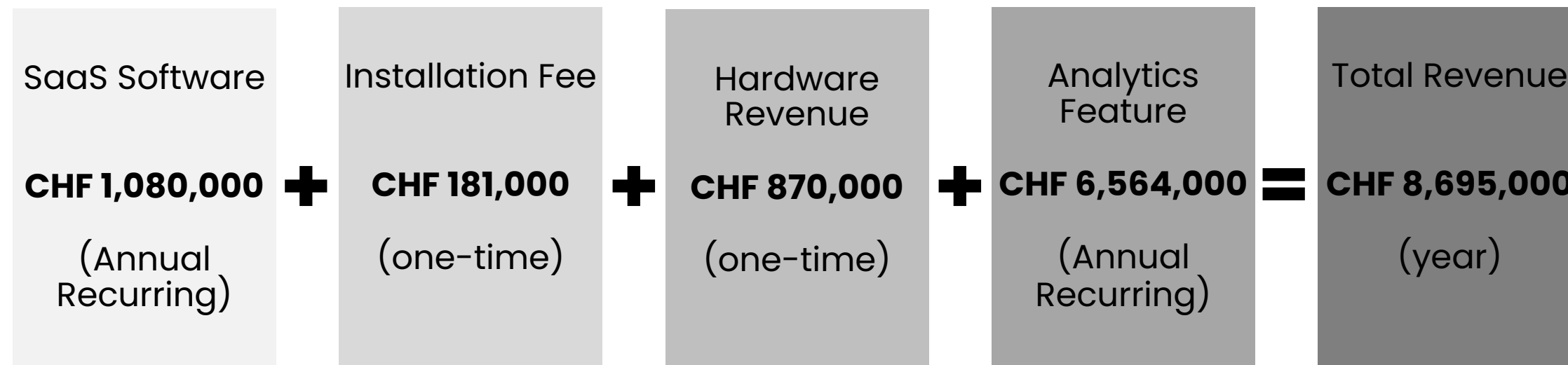
# of Stores	1,000
# of Beacons	10,000
Installation Fee	CHF181/POS
Bluetooth Hardware	CHF87/Pc.
SaaS Software	CHF90/POS/Month
Analytics Feature	CHF547/POS/Month

# Pricing flowchart.

SaaS software & hardware



## Revenue Calculation – Year 1

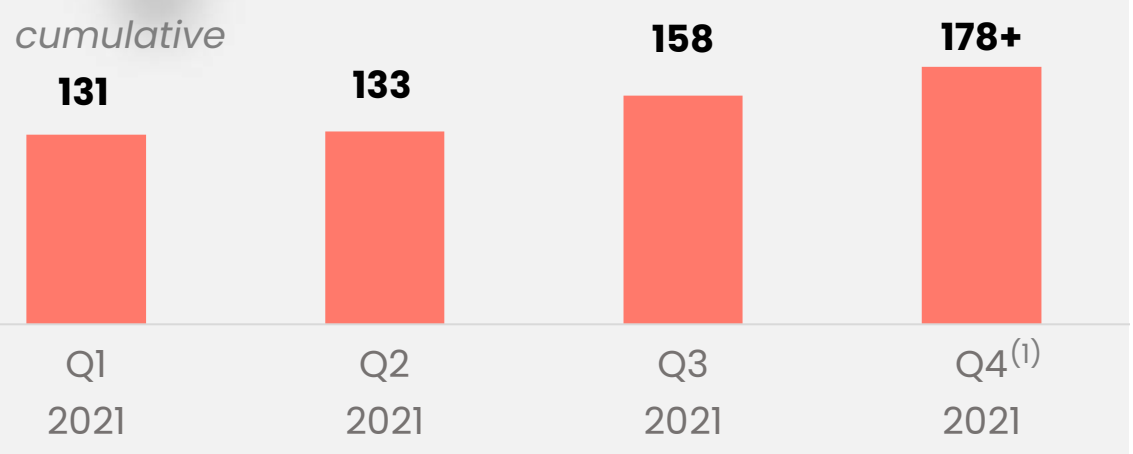


### Annual Recurring Revenues (ARR)

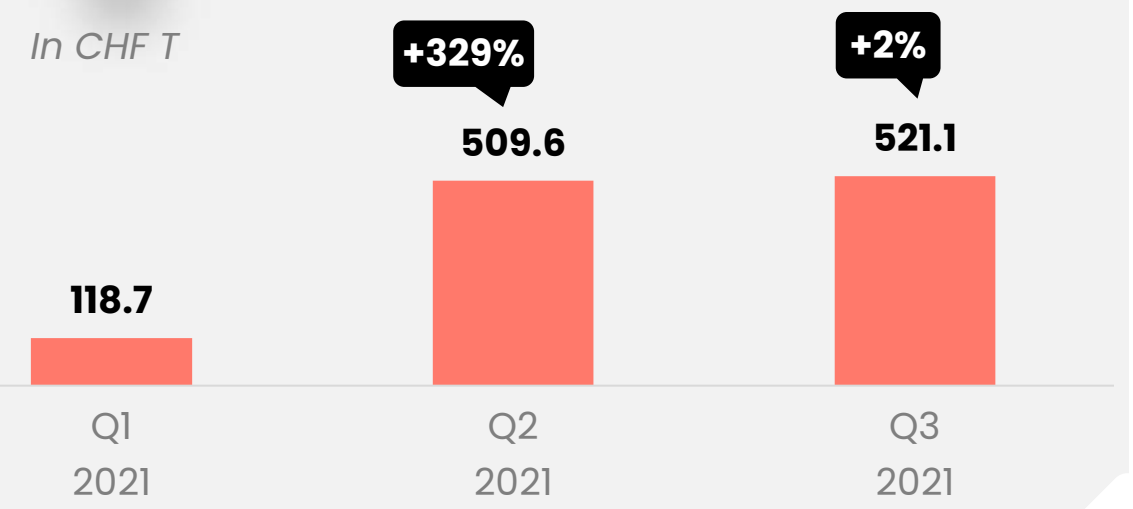
✓ Subscription fee for beaconsmind® Suite software based on number of stores per month it is used

# Current Status/KPIs.

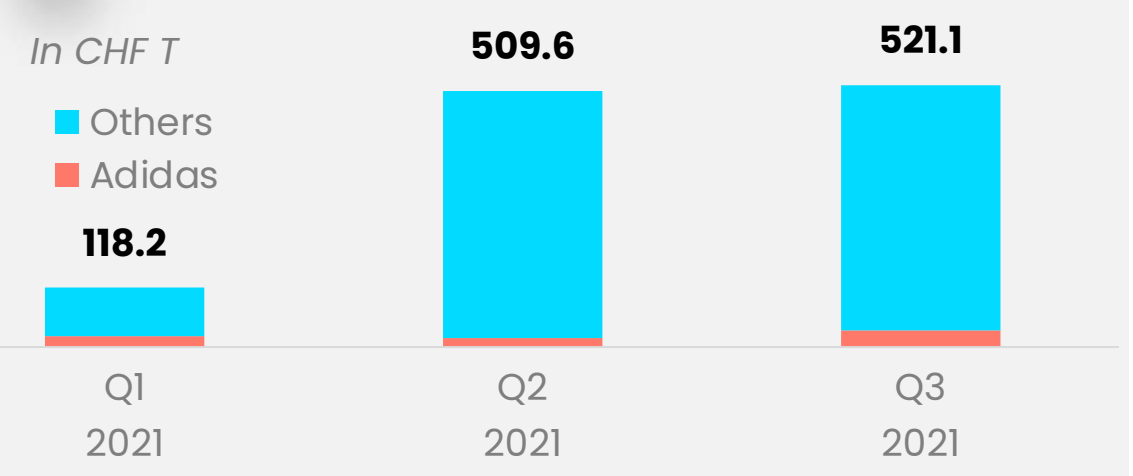
## 01 Number of stores



## 02 Revenue growth



## 03 Revenue diversification

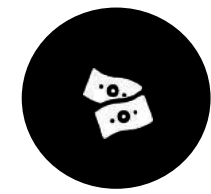


\*<sup>(1)</sup> As of November 2021 <sup>(2)</sup> YTD \* 12 months, cumulative, based on calendar year (Jan - Dec)



**CHF c. 1.15M**

Revenues YTD



**65%**

Avg. gross margin (40% Hardware & 90% Software)



**178**

Stores installed YTD



**5**

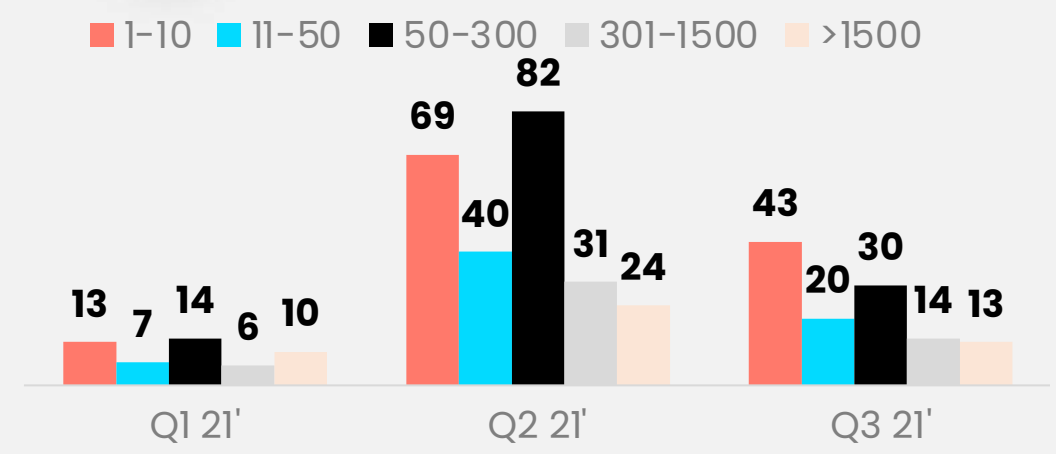
New clients won YTD



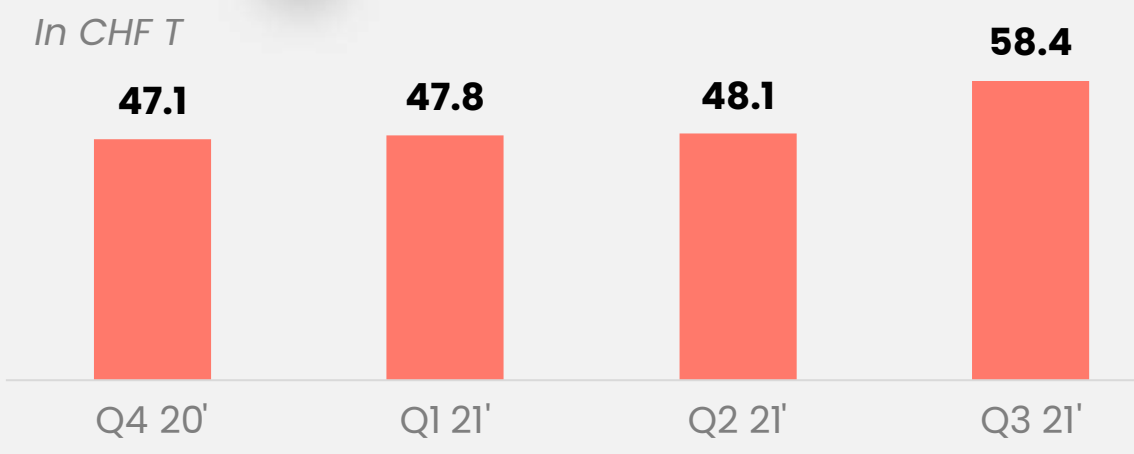
**7 to 12**

Client increase compared to 2020

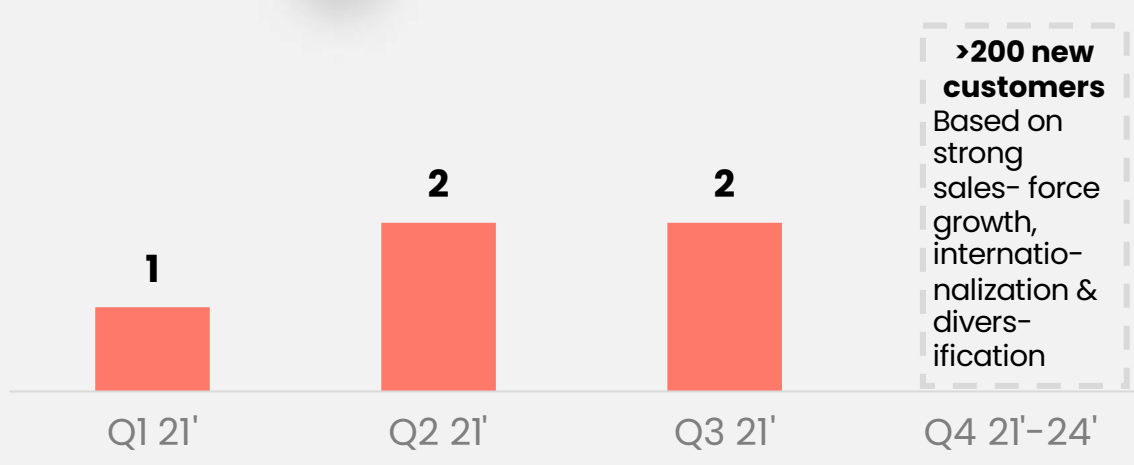
## 04 New prospects/leads



## 05 ARR run-rate<sup>(2)</sup>



## 06 New clients

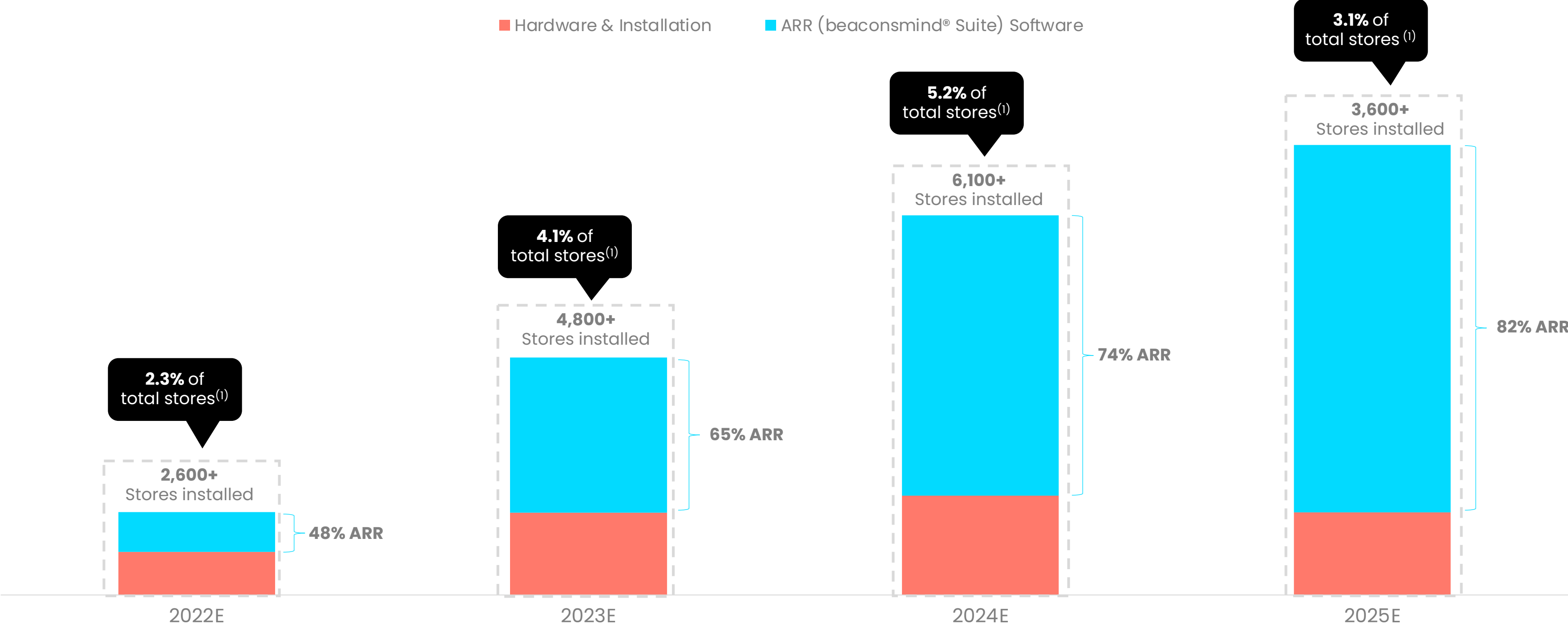


**>200 new customers**  
Based on strong sales-force growth, internationalization & diversification

# Strong Revenue Growth with 80%+ Recurring Revenue (ARR) share.

Massive upside through higher store installation rate (in CHF MM)

■ Hardware & Installation    ■ ARR (beaconsmind® Suite) Software



\*Source: beaconsmind® Business Plan as of 25 October 2021, calendar year (Jan – Dec) (1) Based on total stores of current + planned customers

# Recently signed new customer contracts – total stores installed.

Based on 5 new clients in 2021 YTD

**5**  
New clients contracted in 2021 YTD

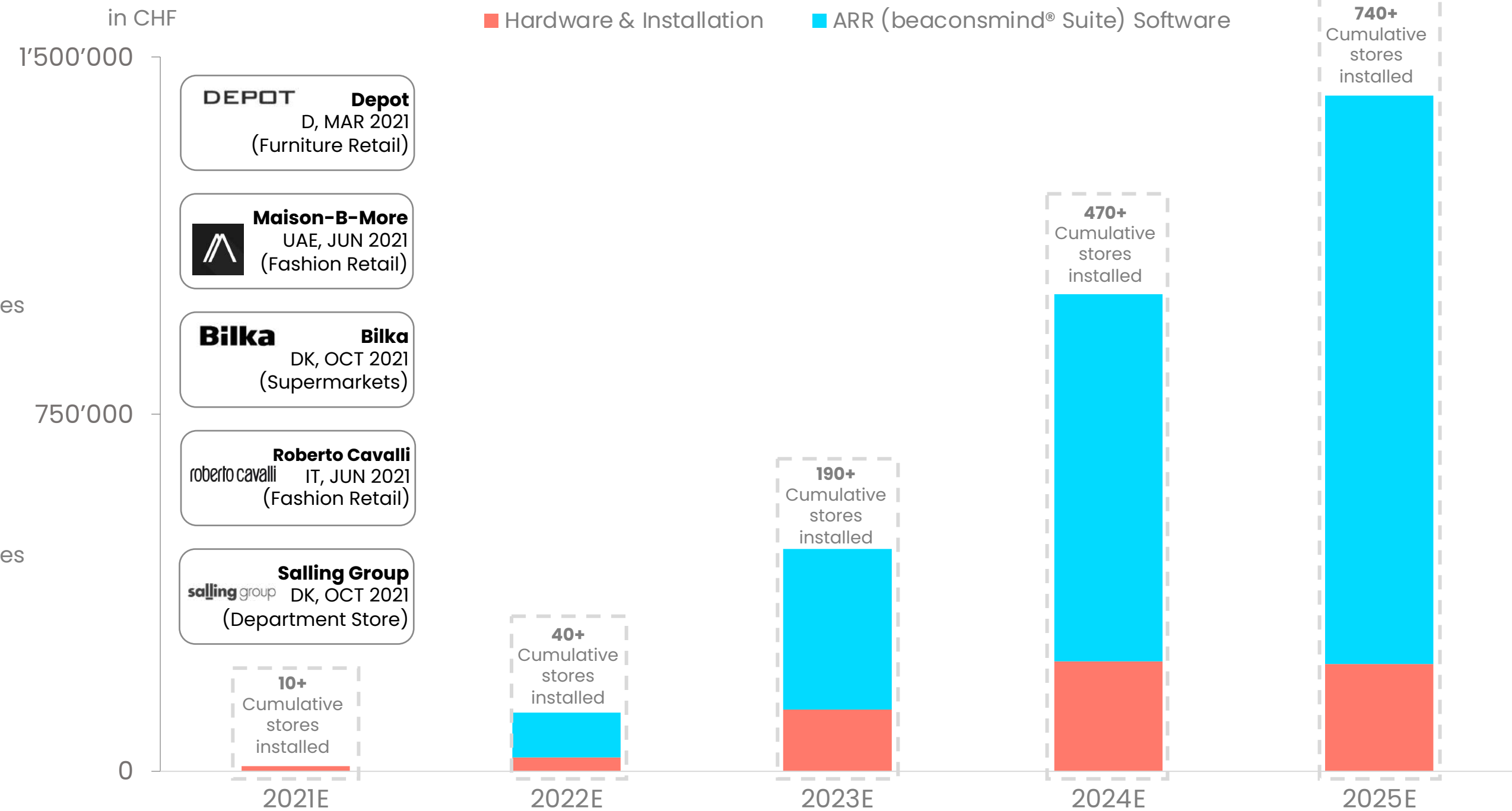
**740+**  
Potential stores after roll-out

**1.20M+ CHF**  
Estimated **annual recurring software** revenues (non-cumulative after roll-out)

**0.60M+ CHF**  
Estimated **hardware & installation** revenues (cumulative)

**2.40M+ CHF**  
Estimated **annual recurring software** revenues (cumulative)

**3.00M+ CHF**  
Estimated **total** revenues (cumulative)








\*Notes: Based on calendar year (Jan – Dec)

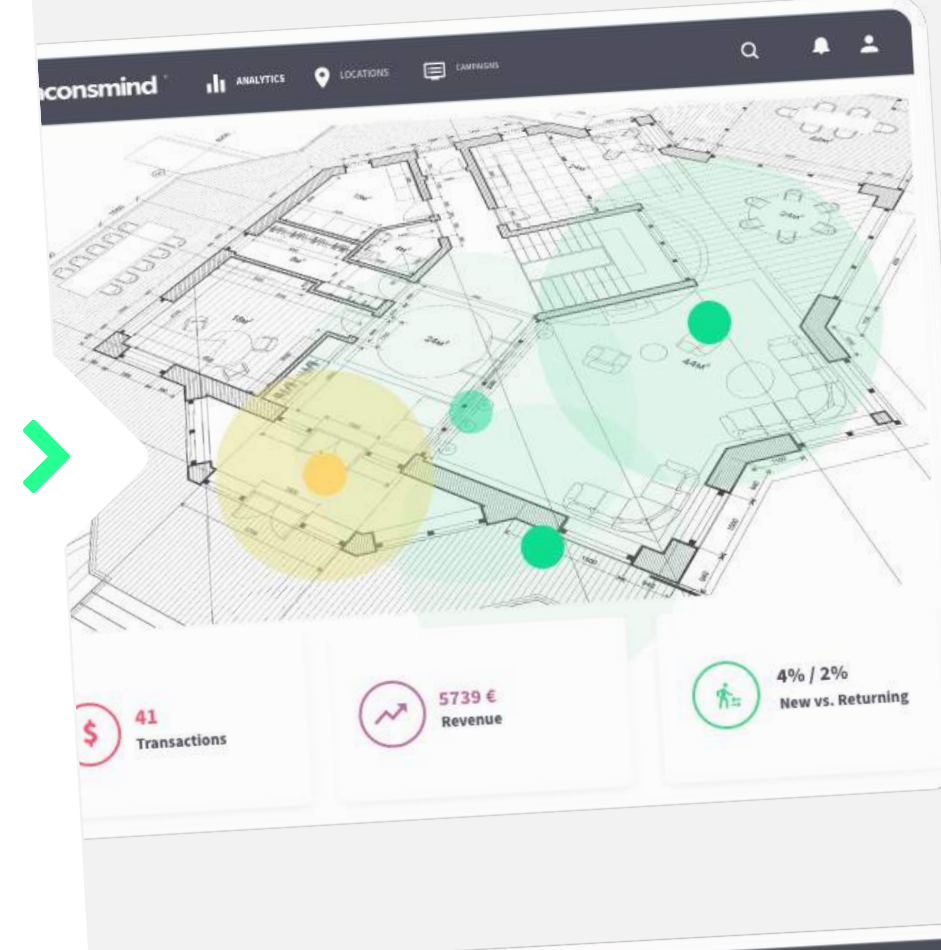
# beaconsmind® Suite.

SaaS Software

## LBM SaaS features developed according to the needs of retailer

-  Push notification campaign management
-  Machine learning customer segmentation
-  Real-time deep analytics
-  In-store heatmaps and customer journey tracking
-  Bluetooth Beacon hardware fleet management

Try the Demo



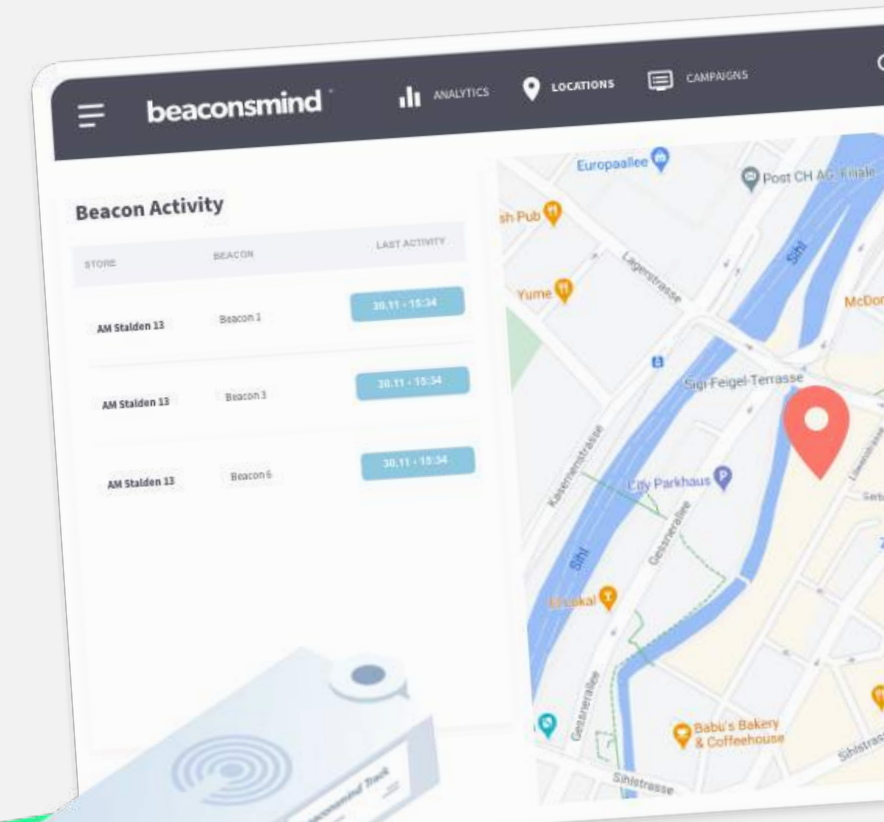
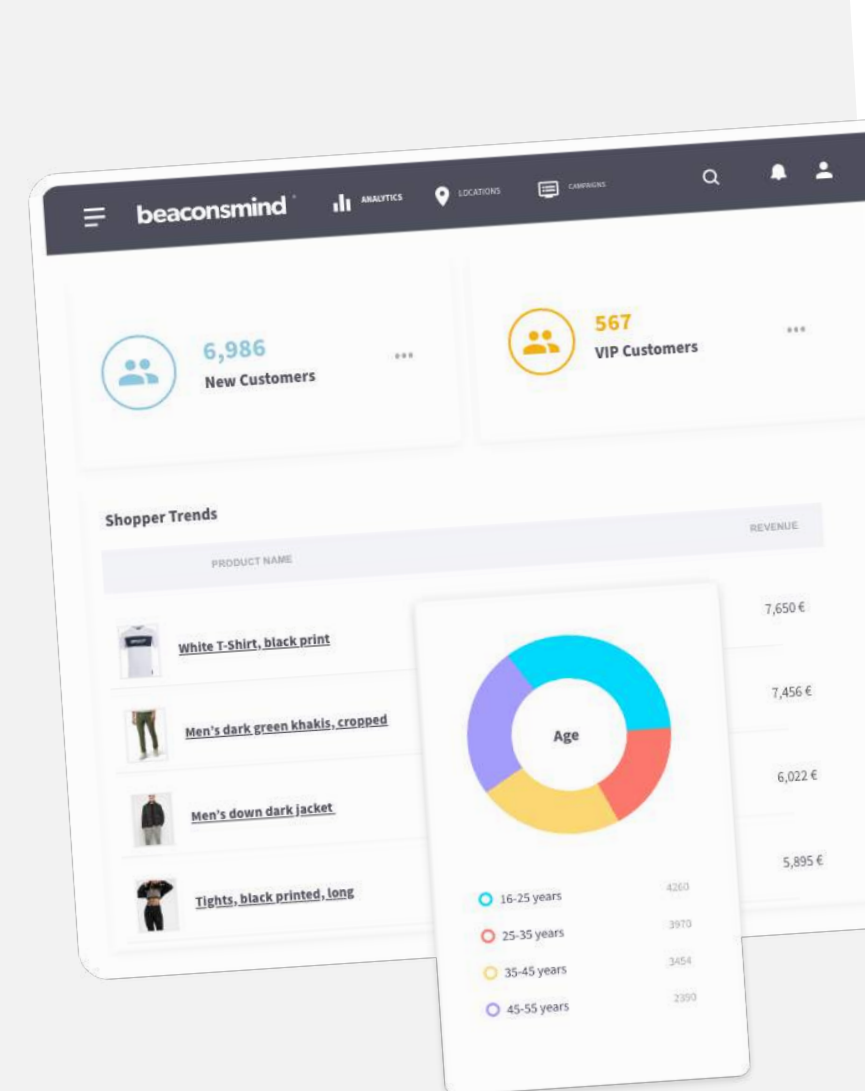
LOCAL PUSH MESSAGE

Your order is in. You may collect your order

Hey Lar to our s

Visit our store now! New arrivals in-store

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim.



# beaconsmind® Suite development.

Version 1.0 until 4.0

2015-2016



## Early-stage software designs

- ✓ Front-end and back-end design
- ✓ 120k USD Microsoft sponsoring
- ✓ SaaS model design
- ✓ White-label mobile app design

2017-2018



## Perfecting the Suite

- ✓ Improved Dashboard, campaign editor
- ✓ POS interfaces (Cash-desk, CRM etc)
- ✓ Optimised database architecture
- ✓ Relunched front-end
- ✓ Optimized tech landscape and interfaces

2019-2020



## Global retail focus

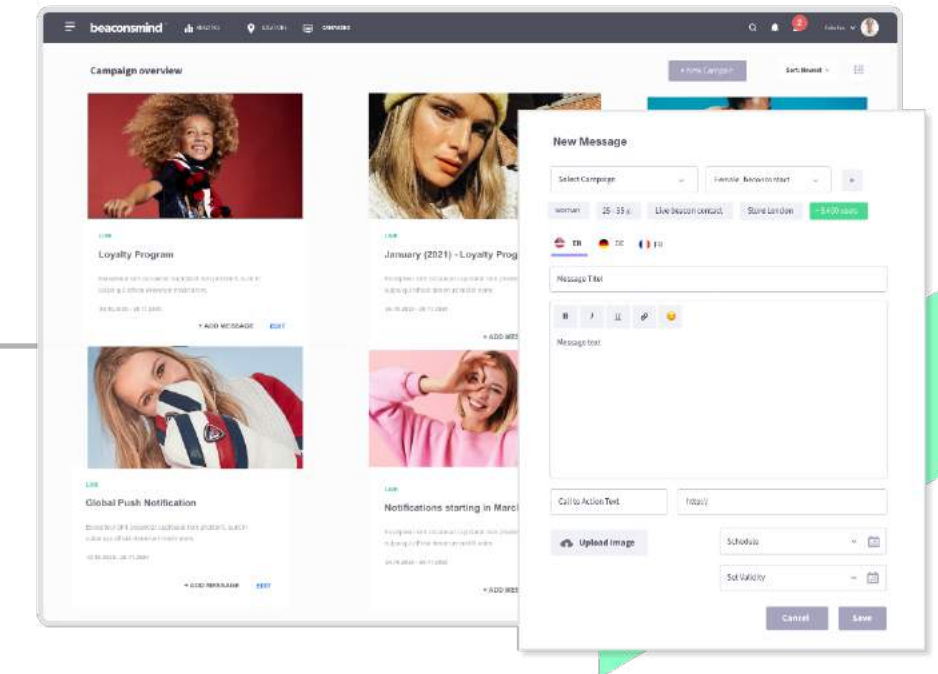
- ✓ Hardware manufacturing collaborations
- ✓ Beacon regulatory licensing incl. Russia/China
- ✓ Extended API and SDK documentation

2021-2023



## Go-To-solutions

- ✓ New feature development
- ✓ Lower cost for hardware production
- ✓ More diverse supplier network
- ✓ Own Beacon configuration mobile app
- ✓ Digital support solution for Beacon on-site technicians
- ✓ Free trial sign-ups for small and medium businesses

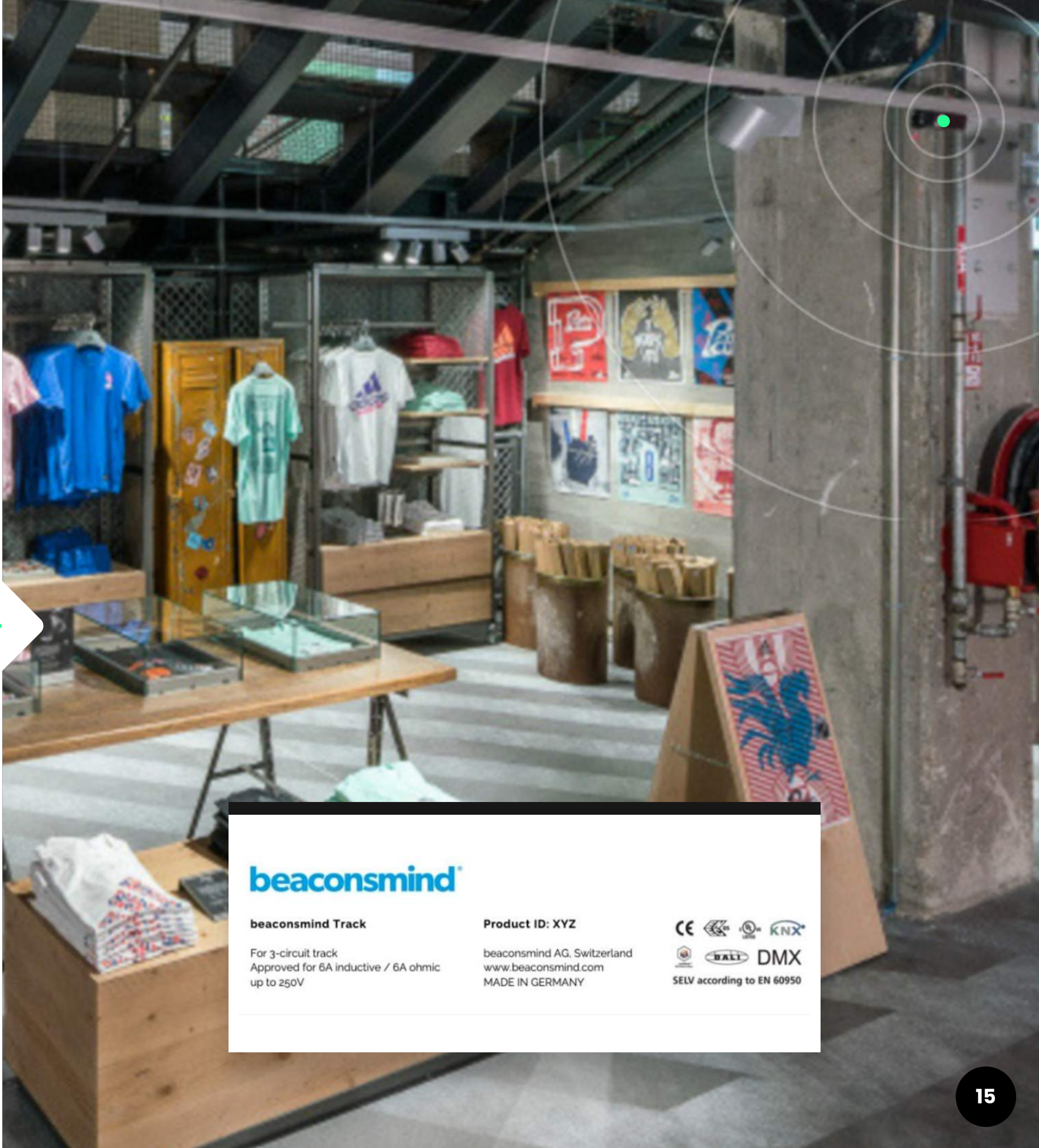


# beaconsmind® Track Bluetooth Beacon Sender.

Hardware

## Technical specifications

- Plug-and-play installation in retailer lighting system tracks
- Bluetooth 4.2 compliant
- Reach from 1m to 70m (outdoor)
- Certified and anti-spy licensed for use in Russia and China



**beaconsmind**

**beaconsmind Track**

For 3-circuit track  
Approved for 6A inductive / 6A ohmic  
up to 250V

**Product ID: XYZ**

beaconsmind AG, Switzerland  
www.beaconsmind.com  
MADE IN GERMANY

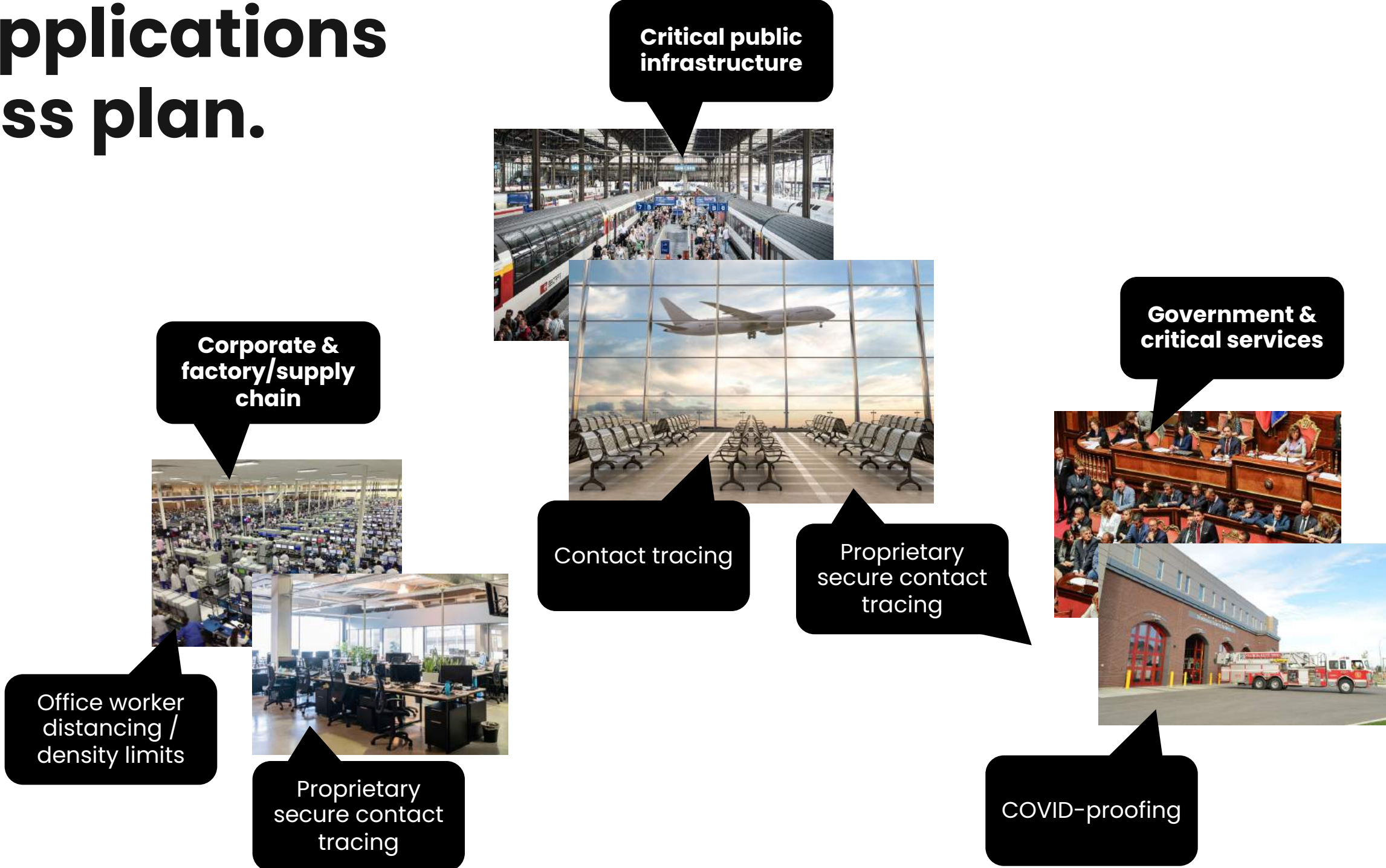
CE, DALI, DMX, SELV according to EN 60950

# COVID-19: further applications as upside to business plan.

New segments and revenue streams

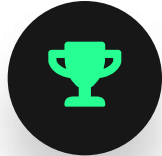
## Understanding the crisis as an opportunity

Whilst the pandemic changed or destroyed existing business models, it more importantly created new business models. Due to the fact that social distancing experienced an outstanding relevance, beaconsmind® is going to benefit in many ways by adapting its technology in new segments in the future to generate new revenue streams.



# Anchor clients global contracted roll-out in 16,000+ stores.

Within the next 5 years



**Anchor clients are building the future of shopping, following their D2C strategy**

beaconsmind® has already rolled out its solution in anchor clients stores in more than 25 countries

**2026** | beaconsmind® solution is expected to be fully implemented in the anchor clients stores globally by 2026.

# Anchor client: Forecasted signed & installed stores.

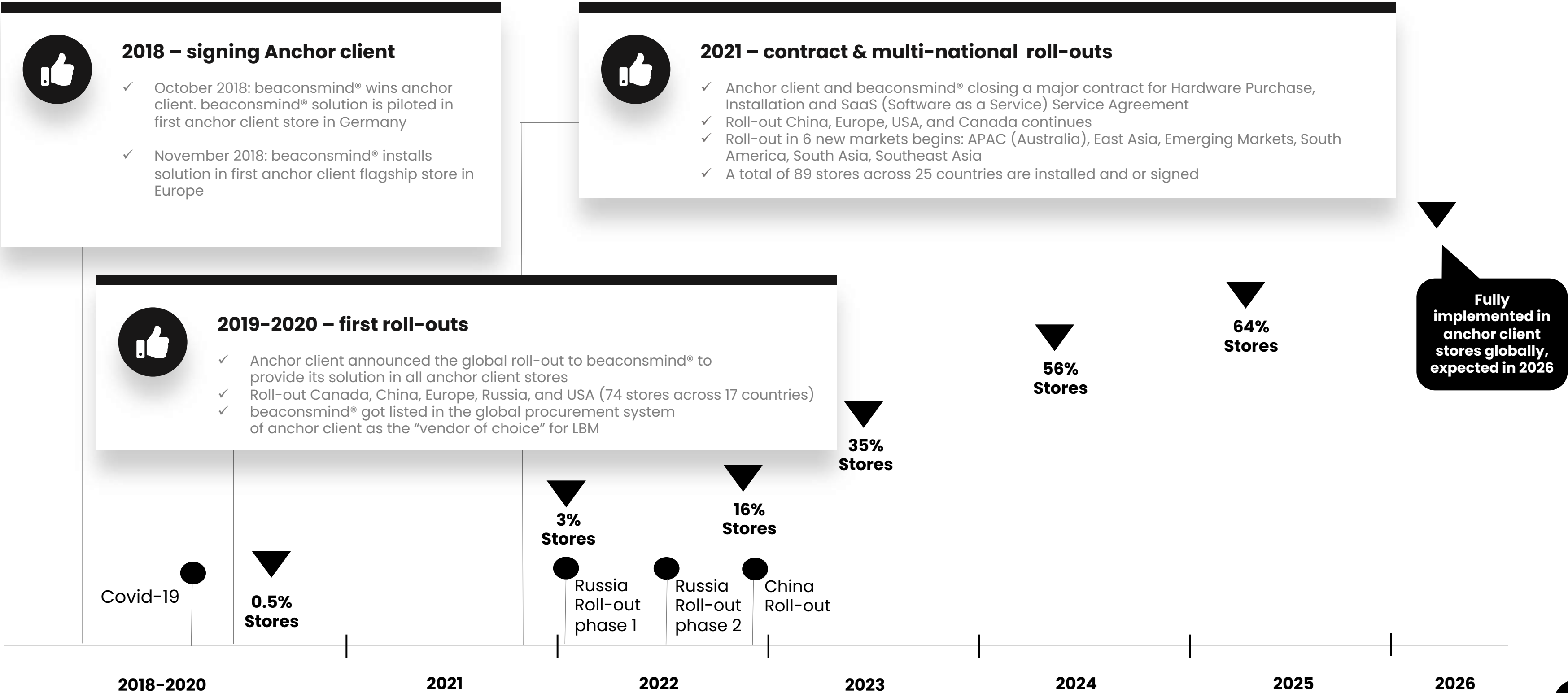
Stores by region\*



\*Notes: all mono-stores & franchise stores are covered, further stores are excluded

# Anchor client: Case study and multinational roll-out.

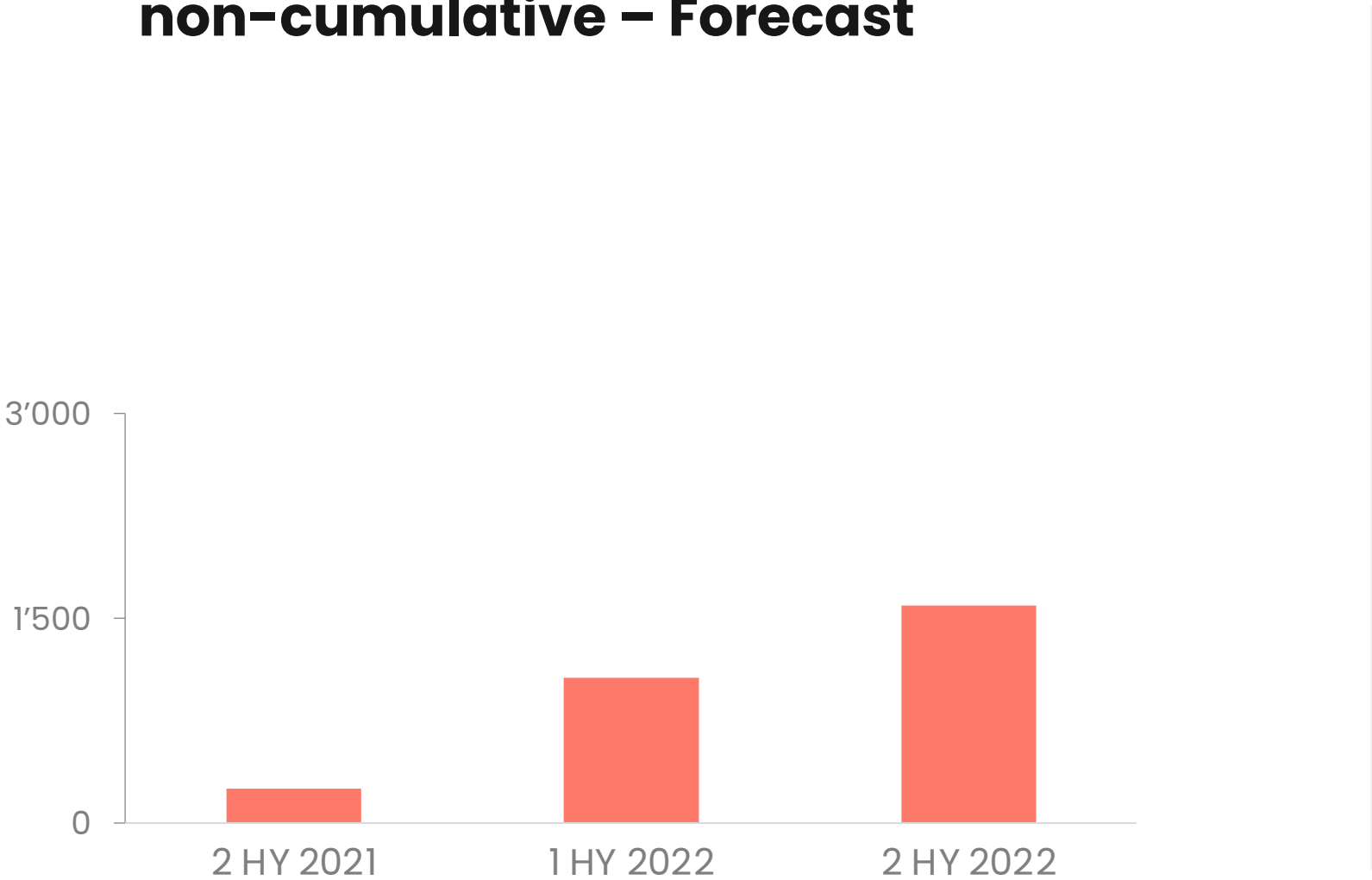
From POC to successful global implementation



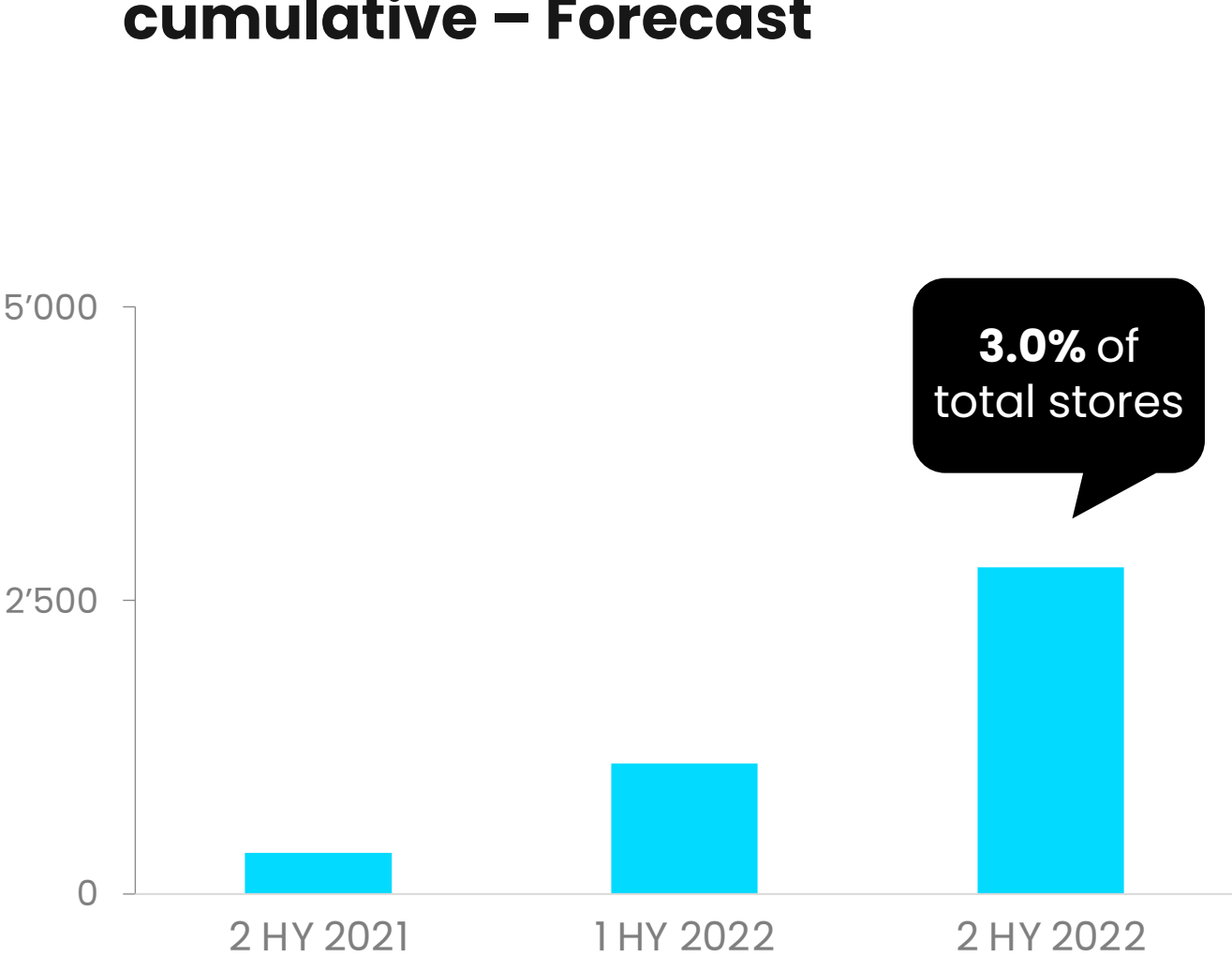
# Strong upselling potential within customers with conservative store roll up.

Forecast

### Total Customers – Number of stores 2021 non-cumulative – Forecast



### Total Customers – Number of stores 2021 cumulative – Forecast

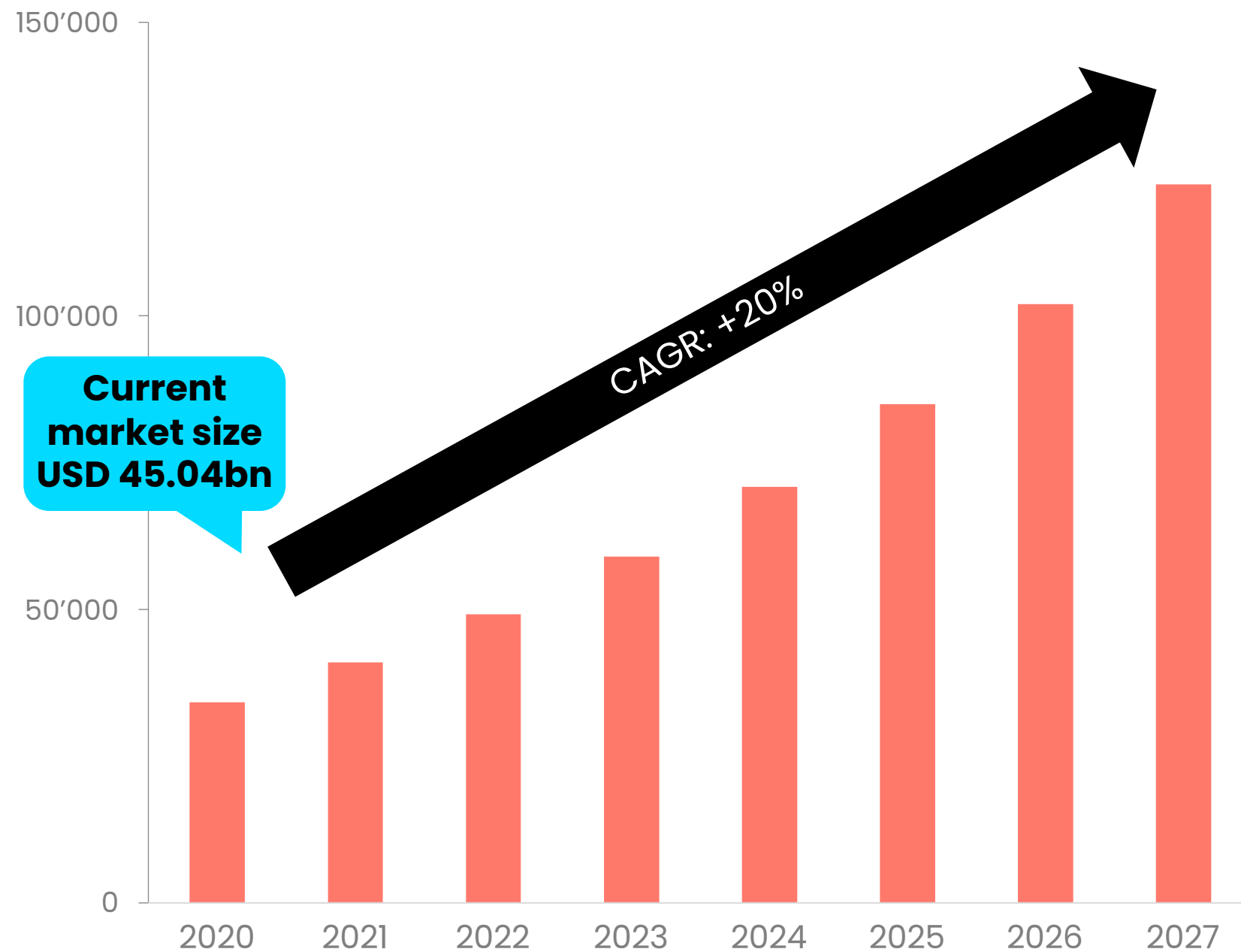


\*Notes: Based on calendar year (Jan – Dec)

# Location-based marketing market potential.

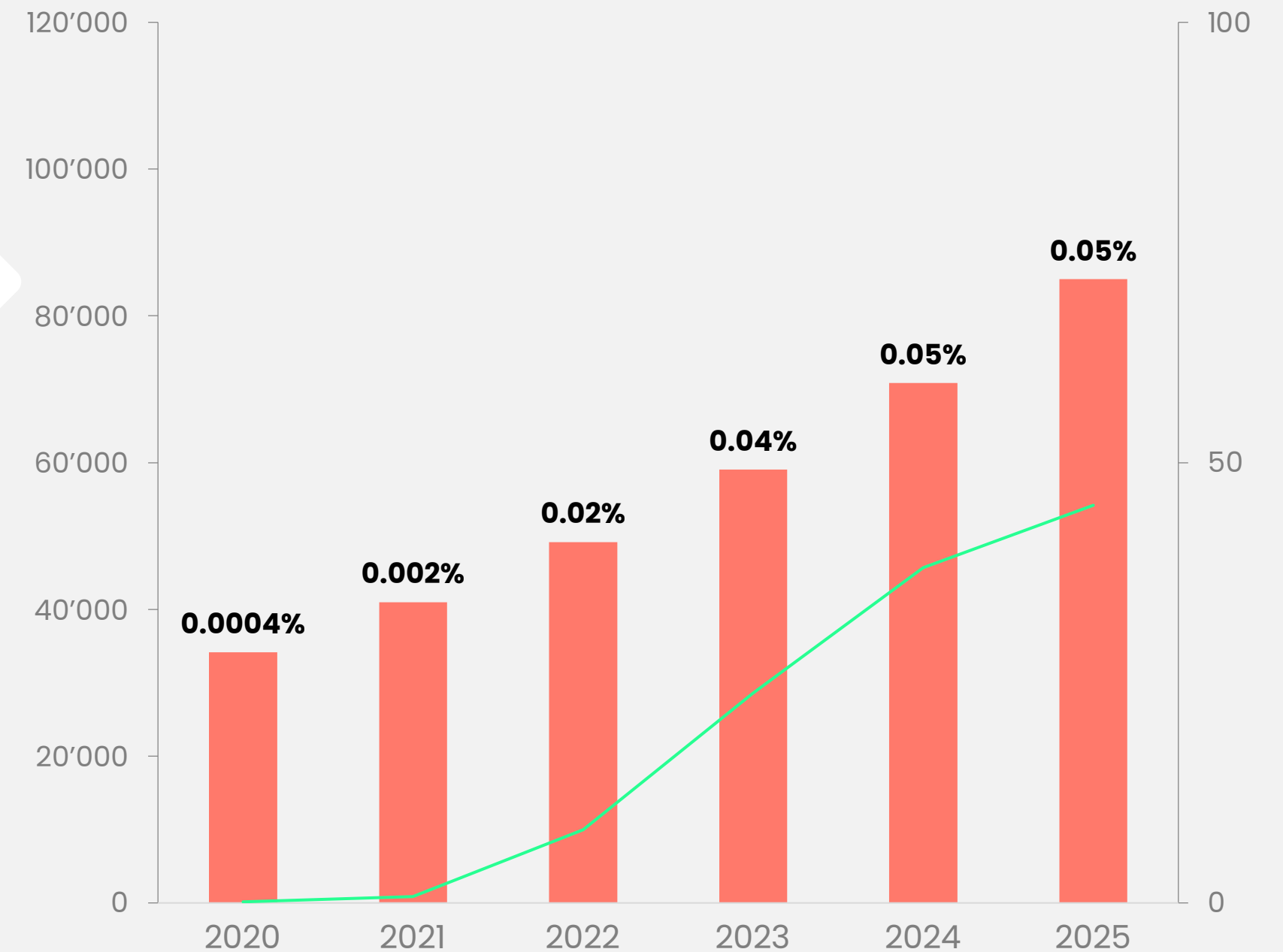
Location-Based Marketing Services market with a huge upside potential

**Addressable market growing at over 20% (in CHF M)**



\*Notes: Based on calendar year (Jan - Dec)

**Current beaconsmind® bottom-up market share based on existing clients + pipeline (in CHF M)**





# beaconsmind® KPIs.

Summary business plan drivers

## Number of stores

Cumulated # of stores installed

## Revenue growth rate

= [ (CHF) Revenue Month B - (CHF) Revenue Month A ] / (CHF) Revenue Quarterly

## New clients

# of new clients signed per month

## Revenue diversification

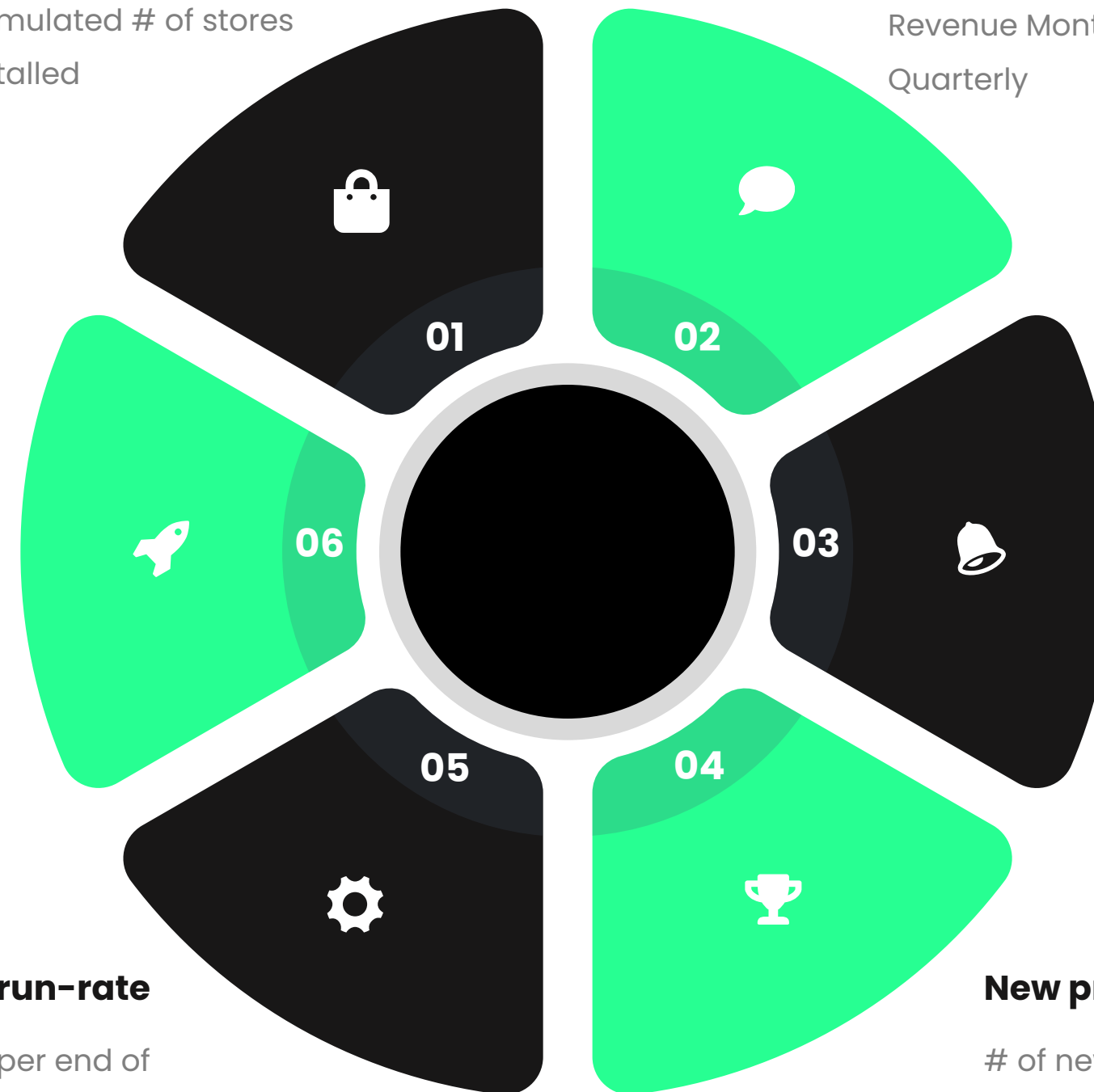
= revenue by client / total revenue x 100

## ARR run-rate

= (Current ARR run-rate per end of month)

## New prospects/leads

# of new prospects/leads contacted per month

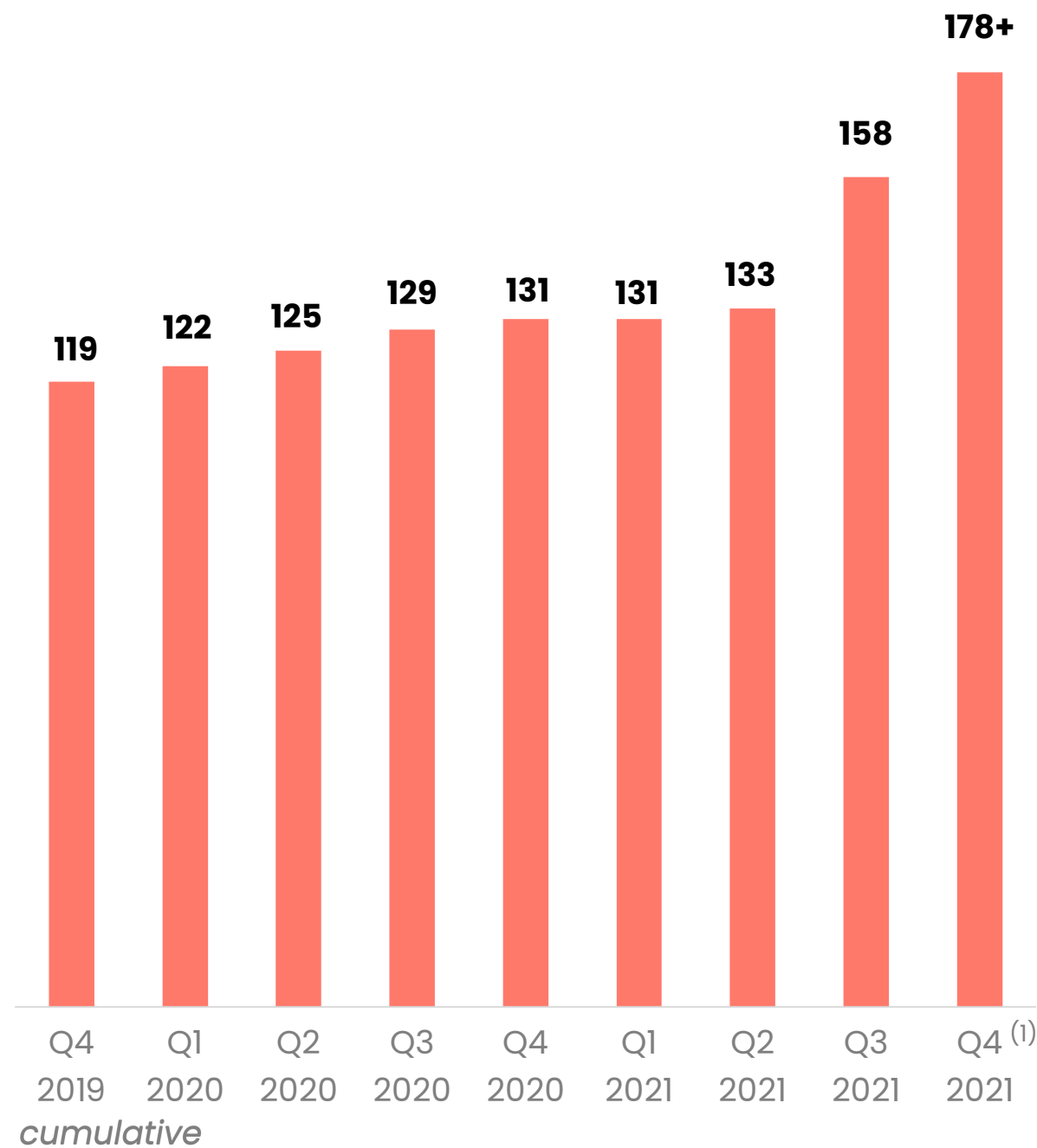


# beaconsmind® KPIs.

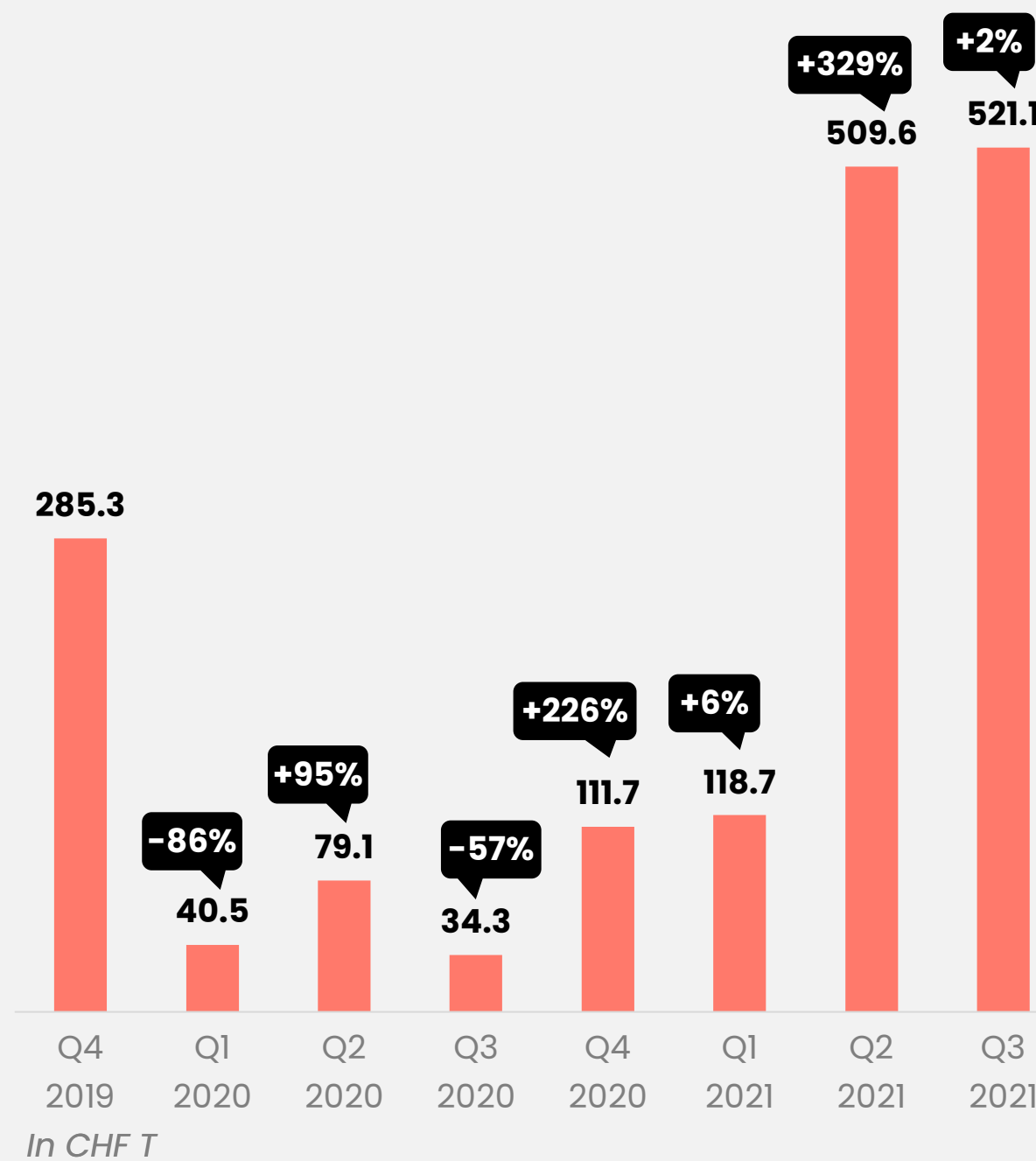
Revenue growth rate, number of stores, revenue concentration



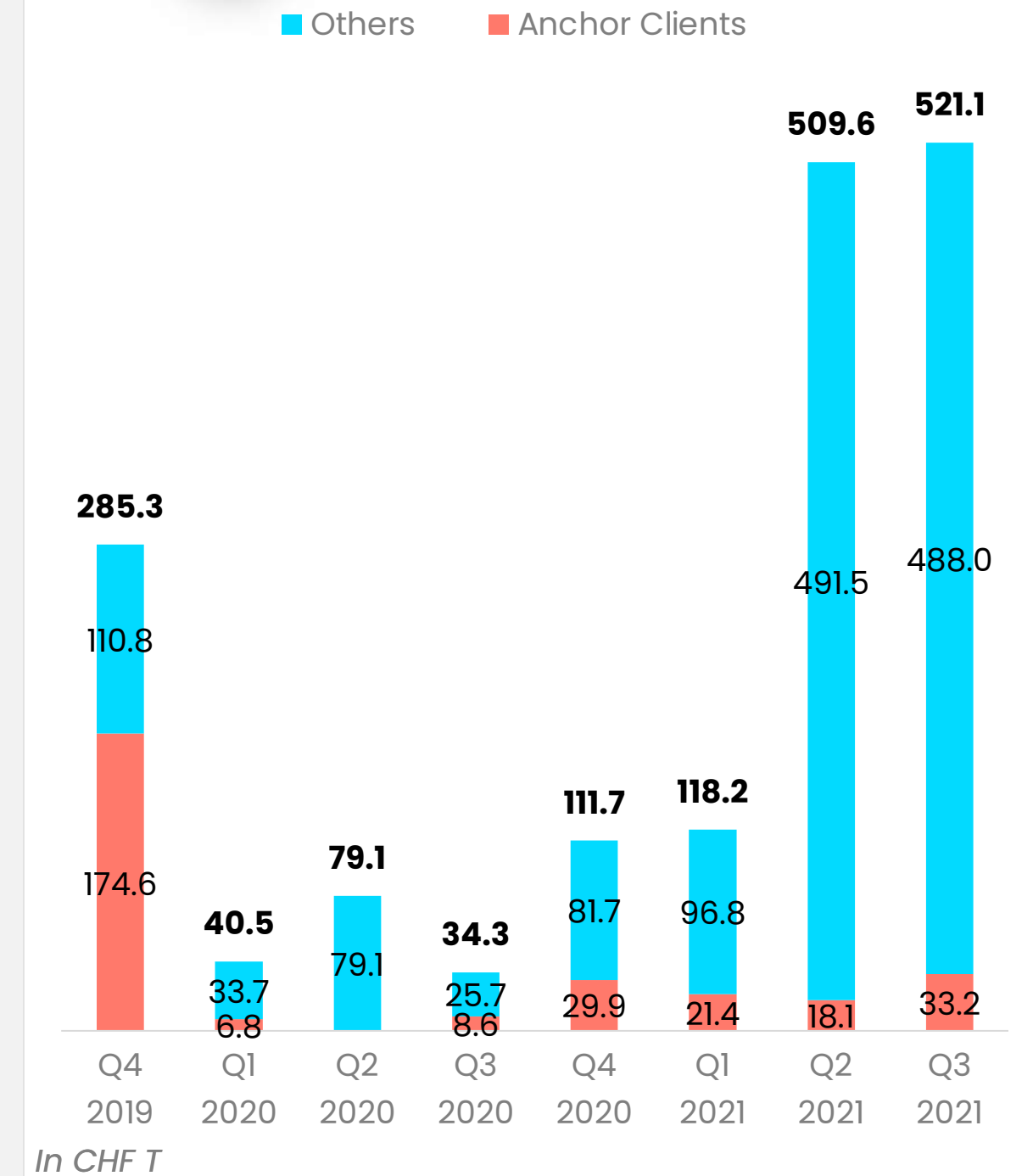
## 01 Number of stores



## 02 Revenue growth rate



## 03 Revenue diversification



\*(1) As of November 2021, all graphs based on calendar year (Jan – Dec)

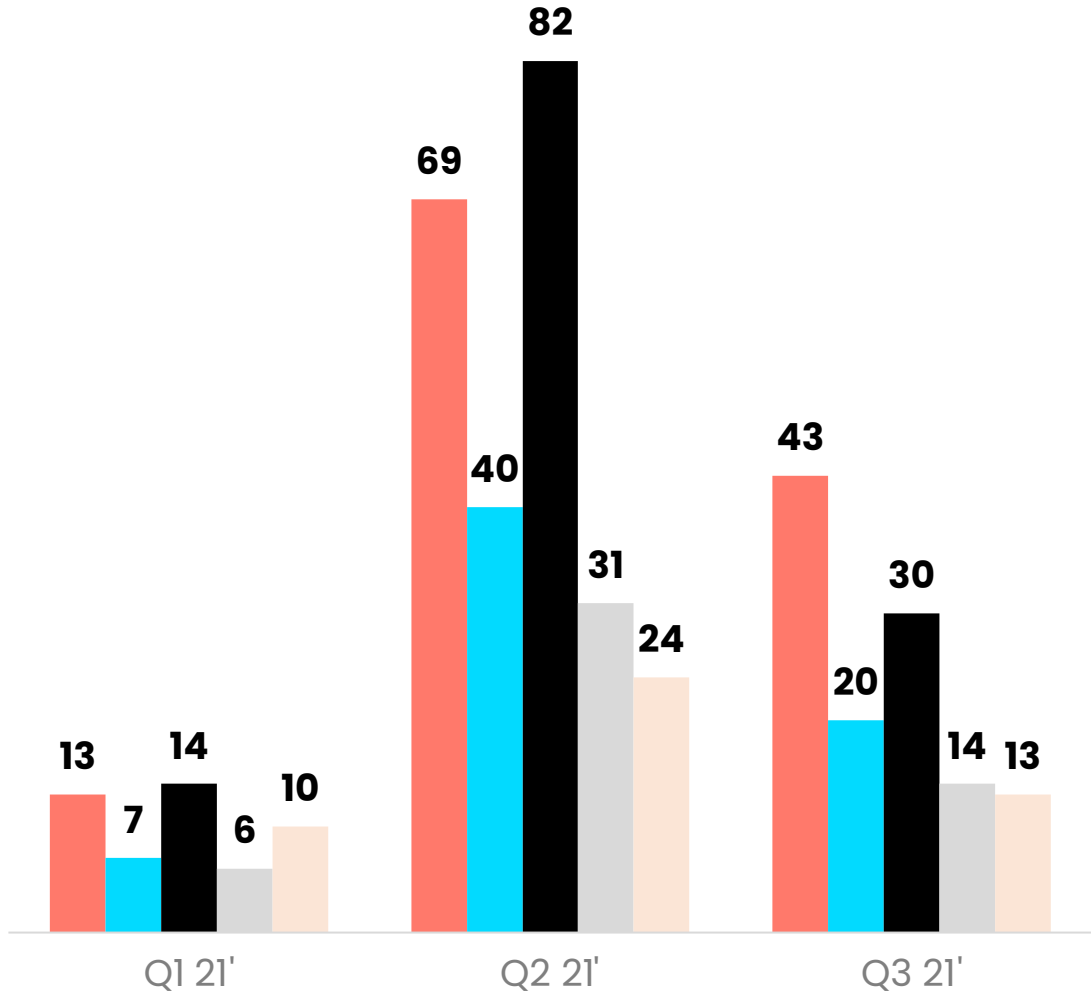
# beaconsmind® KPIs.

New prospective leads, ARR run-rate, new clients

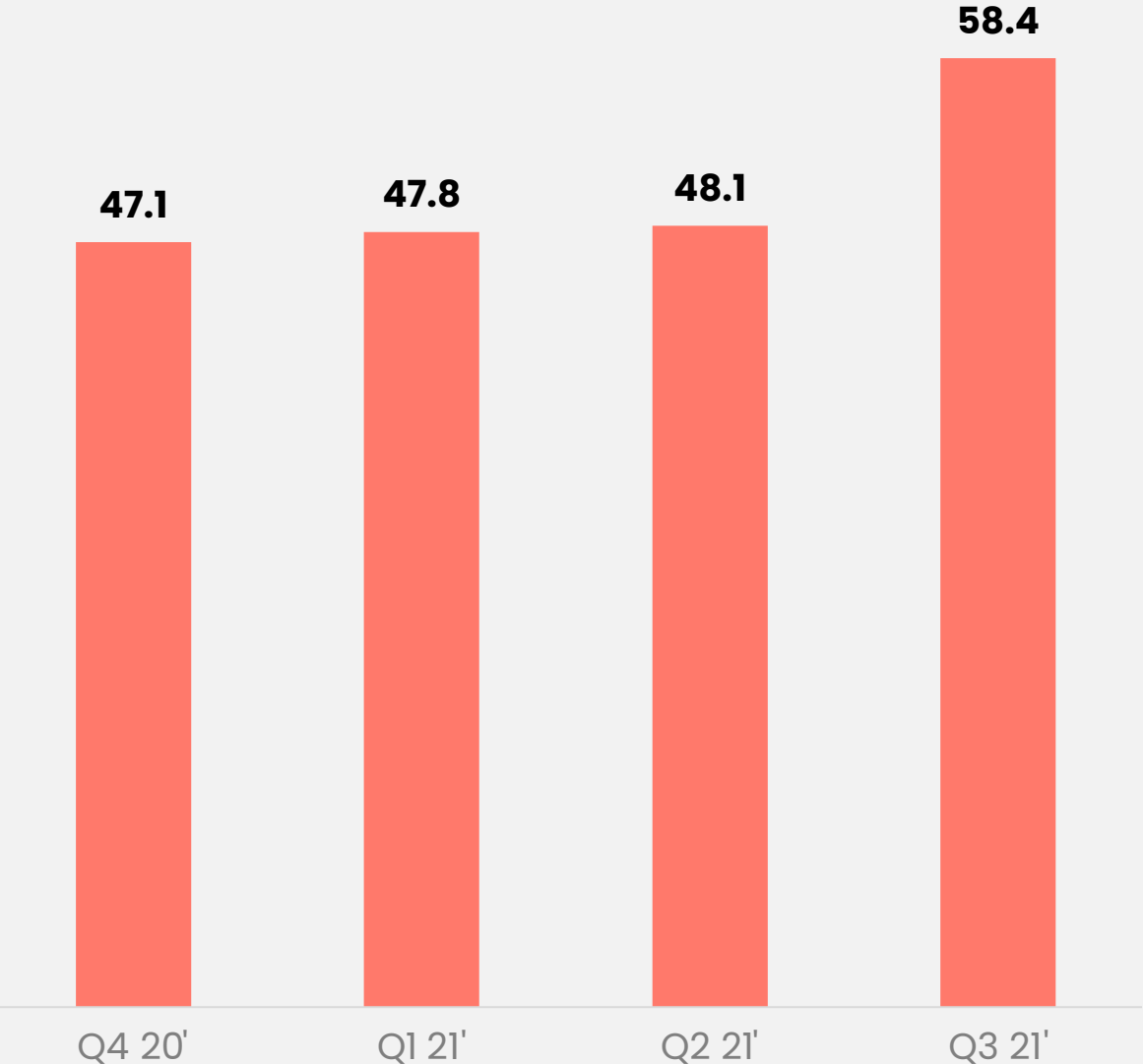


## 04 New prospects/leads

1-10 11-50 50-300 301-1500 >1500



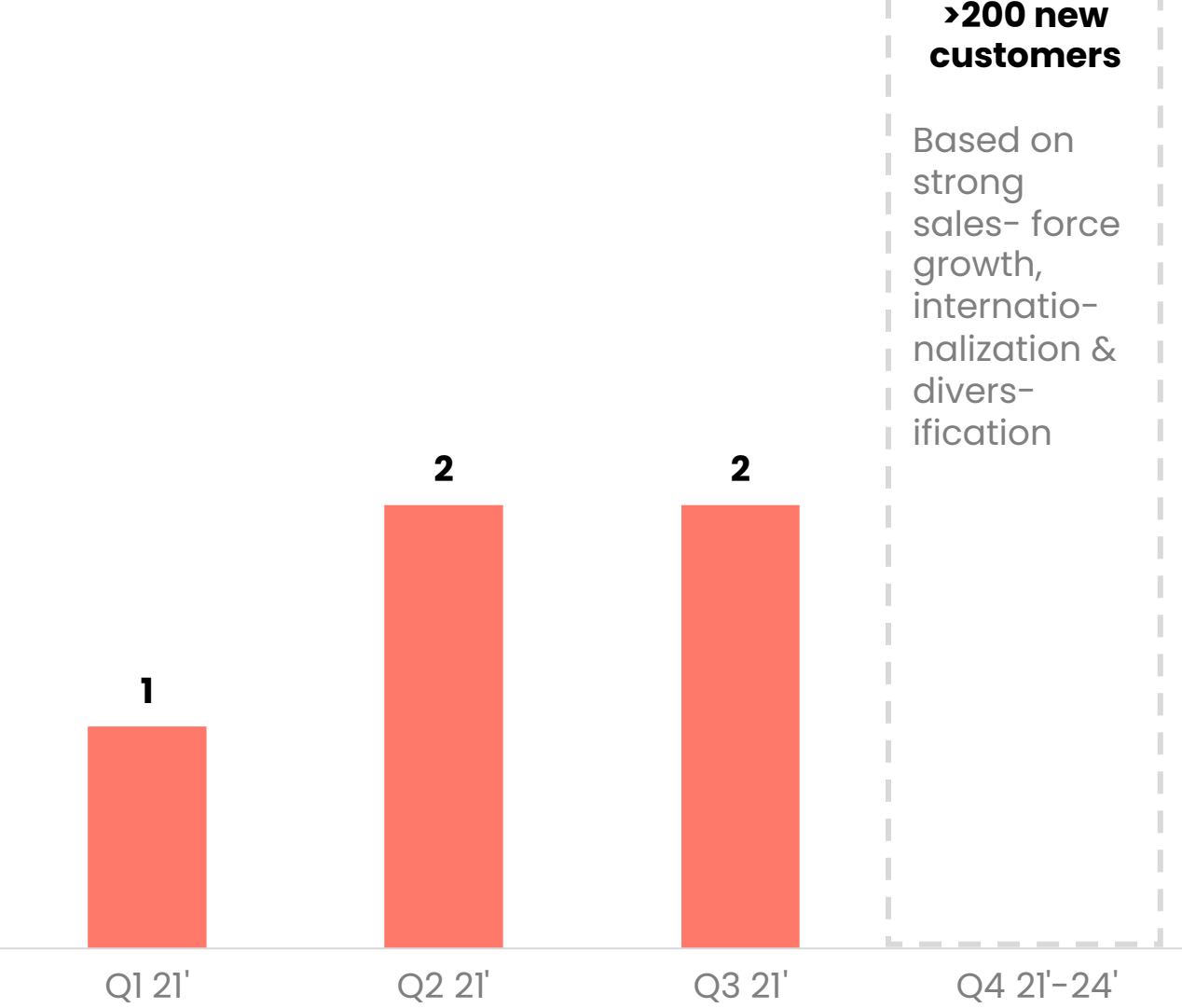
## 05 ARR run-rate<sup>(1)</sup>



In CHF T



## 06 New clients



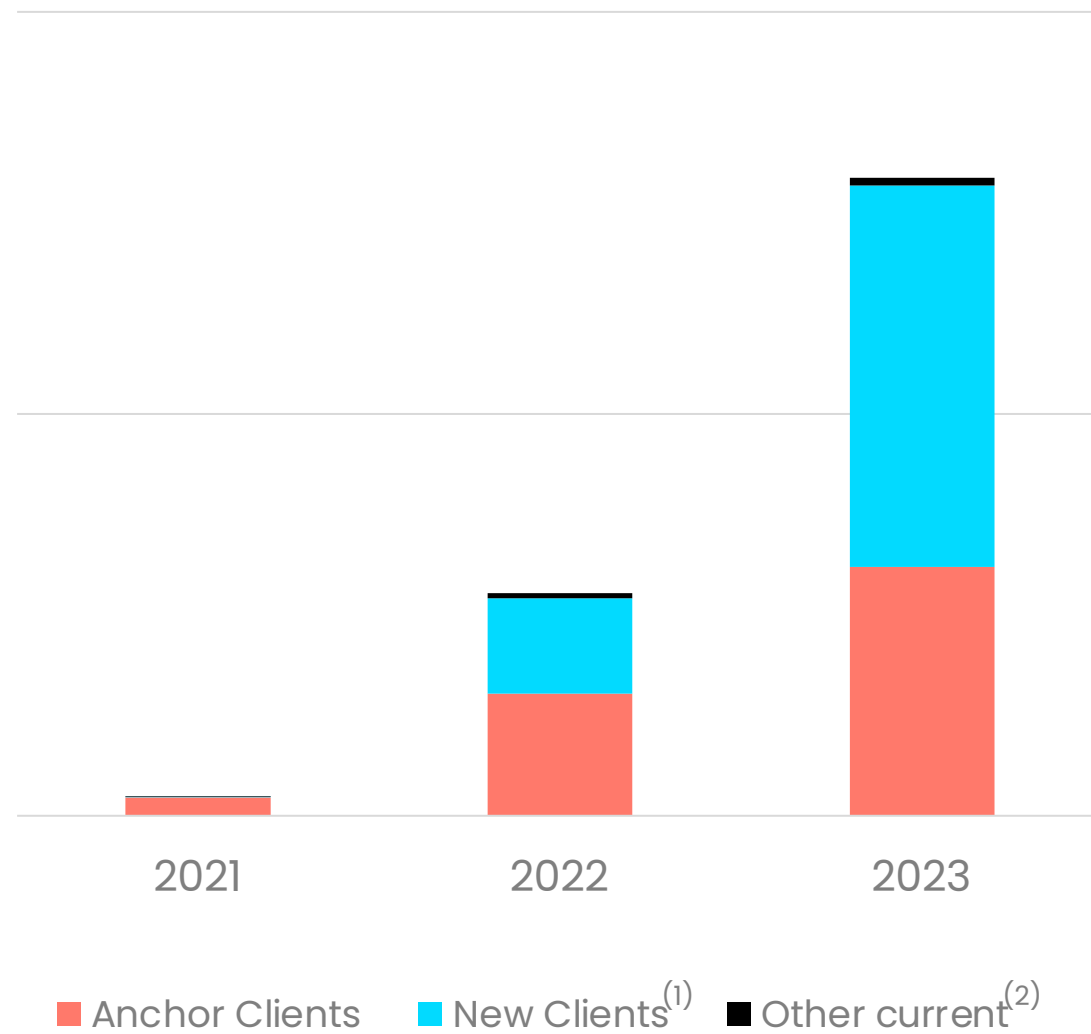
**>200 new customers**  
Based on strong sales-force growth, internationalization & diversification

\*(1) YTD \* 12 months, cumulative, all graphs based on calendar year (Jan - Dec)

# beaconsmind® revenue build up.

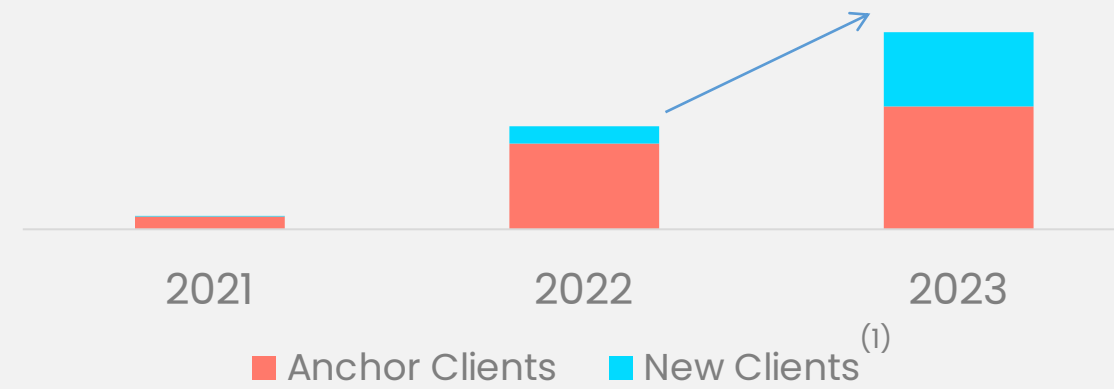
Potential (in CHF MM)

## Total Revenues 2021 – 2023

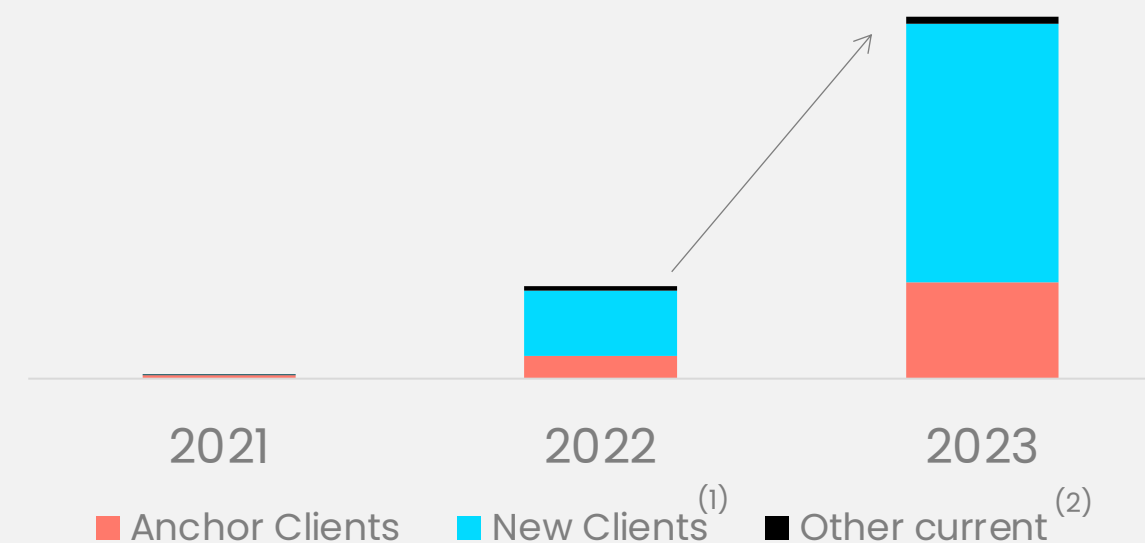


\*Notes: (1) Includes revenue from all clients except anchor clients  
 (2) Historical existing revenue from various clients  
 (3) based on calendar year (Jan – Dec)

## One-Off Revenues 2021 – 2023



## ARR 2021 – 2023



### Revenue info

- beaconsmind® Track Bluetooth Beacon **Hardware** & **Installation Services**
- Pricing from **CHF 87/p. device** for Hardware and **CHF 181 to CHF 1,640/p.POS for Installation Services**
- Installation Service costs depending **on POS sizes & amount of Hardware**

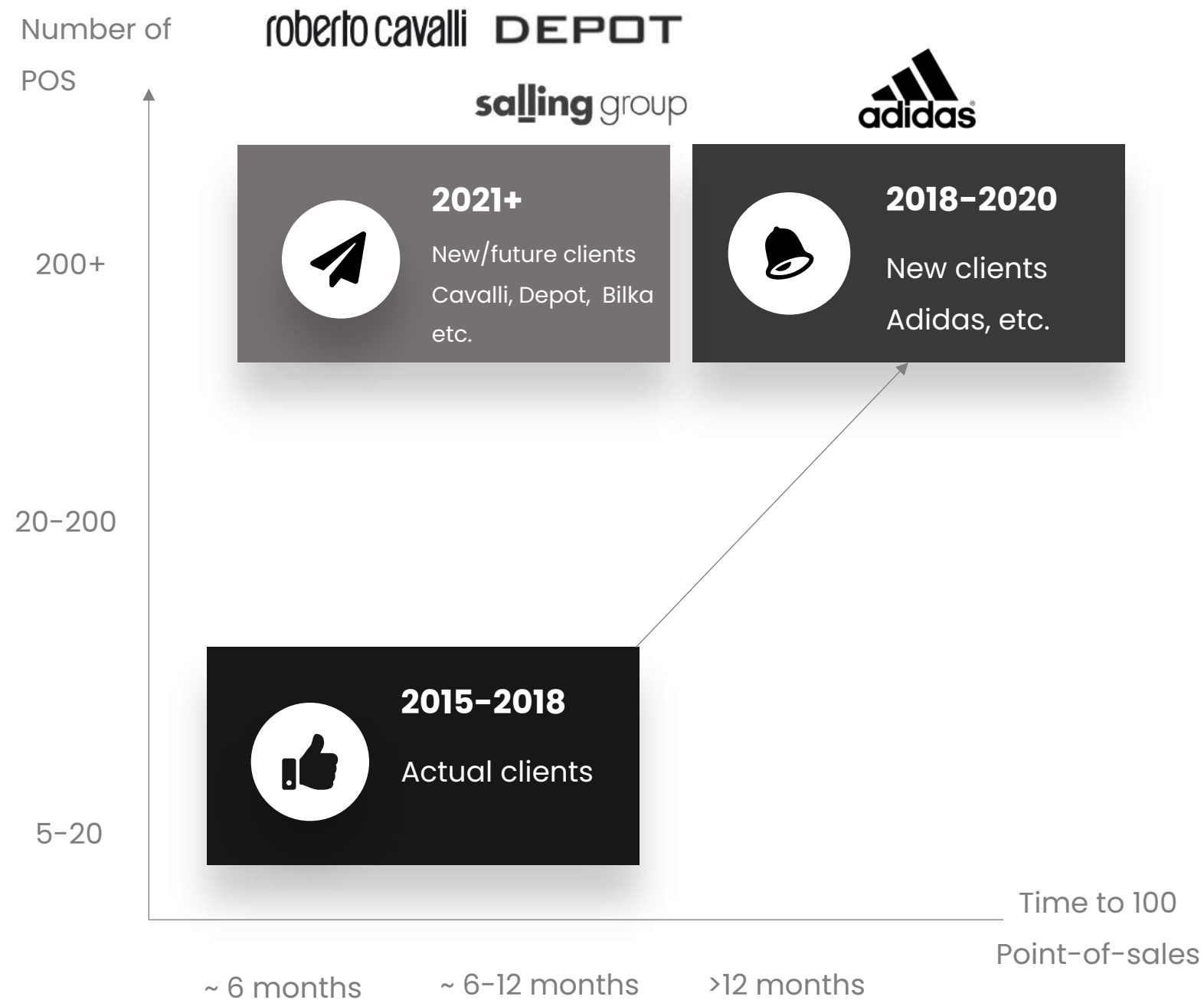


### Revenue info

- beaconsmind® Suite Software **Subscription Fee (SaaS)**
- Pricing from **CHF 90/p. POS & month to CHF 2,999/p. POS & month**
- SaaS features use only – additional services (consulting/reporting/others) are charged separately

# We have a clear growth and expansion plan.

Focus on large retailers as sales cycles are decreasing and solution credibility is increasing



## With increasing roll-outs in store infrastructures, the sales organization grows and sales success accelerates

From SMEs to big retail brands and organically driven market expansions:

- Approaching retail brands with 500 branches on average
- Global implementation of beaconsmind® solution based on client's roll-out strategies
- Targeting leading retailers per market via successfully proven projects and local outbound sales strategy

### Local outbound sales



\*planned 2021/2022  
\*\*planned 2023

# beaconsmind® goes Middle East.

Partnering with The Private Office of the Royal Family of Dubai

Development of a market with 40M sales potential in the next 5 years together with a strong partner

- Seed Group is a local sponsor of beaconsmind®, giving market entry to MENA region and supports with Office location, R&D, Sales, PR & Account Management Team
- Strong reputation, increase in revenue growth and reduction in sales cycle

Read press release



United Arab Emirates  
 The Private Office  
 الإمارات العربية المتحدة  
 المكتب الخاص  
 الشيخ سعيد بن أحمد آل مكتوم  
 Sheikh Saeed Bin Ahmed Al Maktoum



## Let's talk business

Together with Seed Group, a company of The Private Office of His Highness Sheikh Saeed Bin Ahmed Al Maktoum, beaconsmind® gets market entry and direct contact to portfolio companies of the royal family of Dubai including partner companies such as:



# Strong client acquisition & diversification rate.

High demand & reduction in sales cycle



**125+**

Active prospects/leads in sales pipeline



**115,000+**

Potential stores after conversion



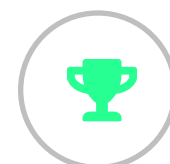
**60+ countries**

Targeted by outbound sales



**8.0m+ CHF**

Estimated hardware & installation revenues in 2025



**35.0m+ CHF**

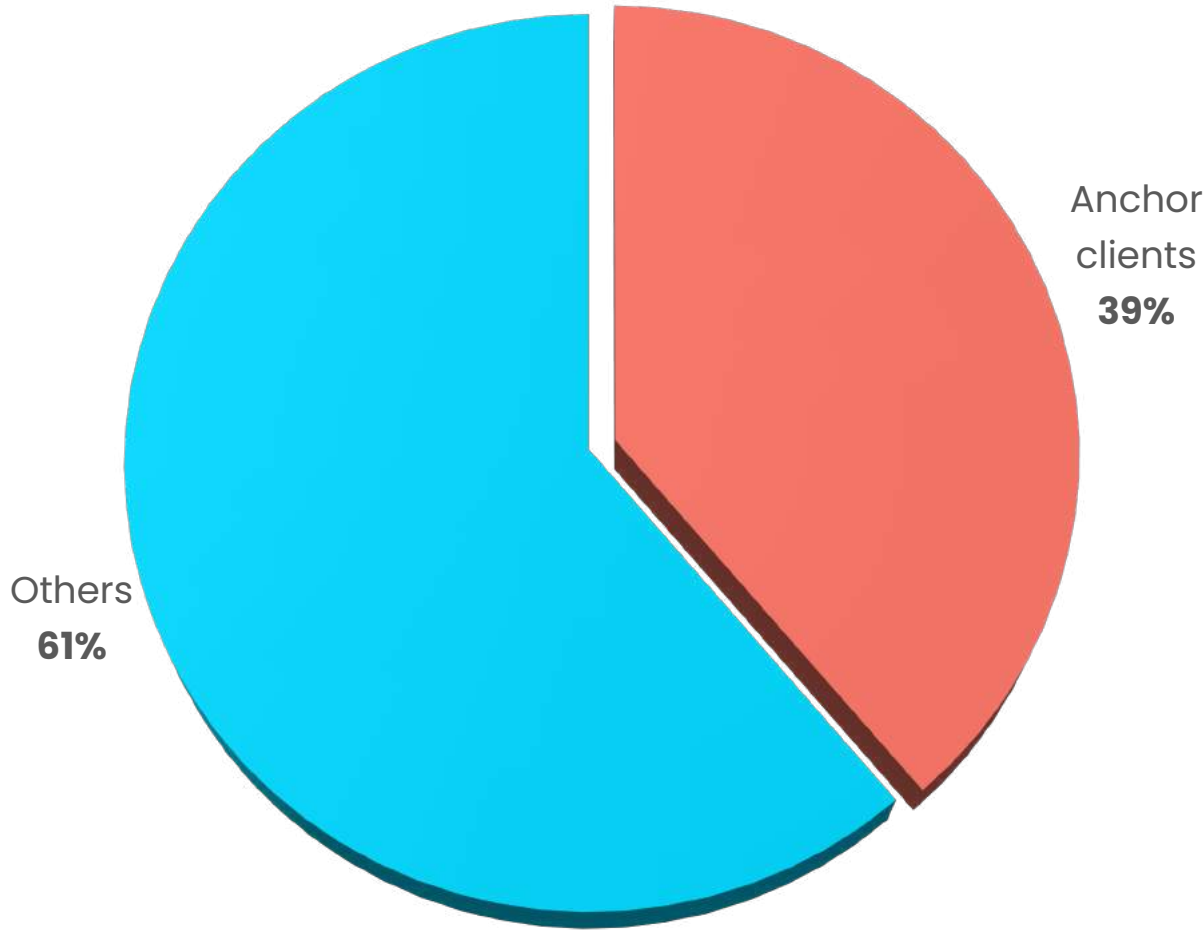
Estimated annual recurring software revenues in 2025



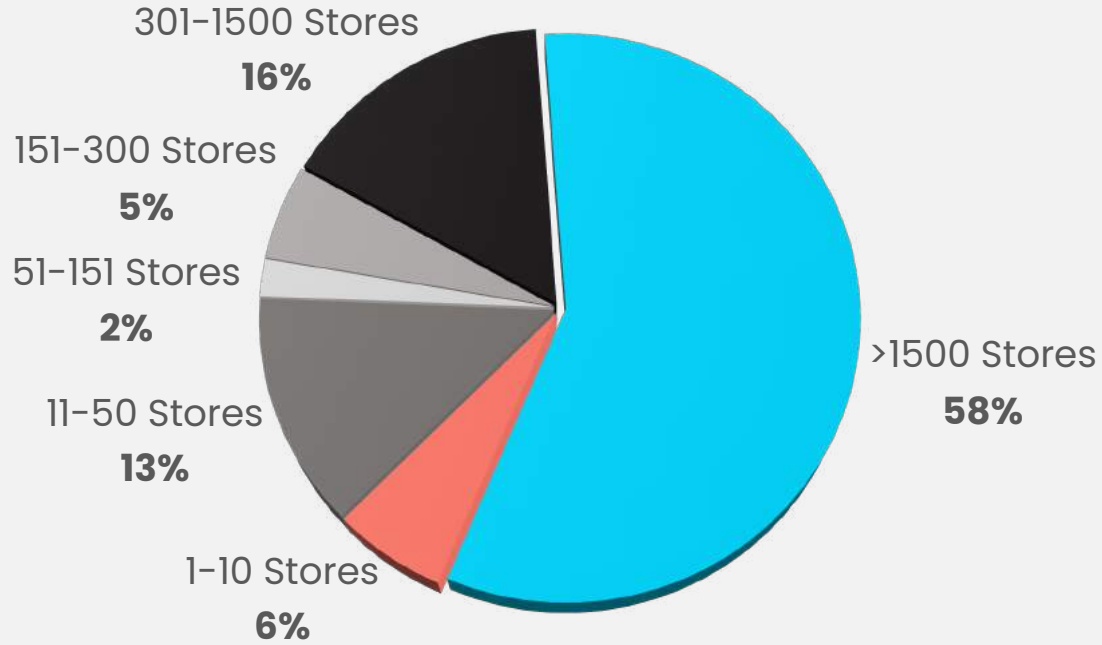
# Future revenue diversification.

2023

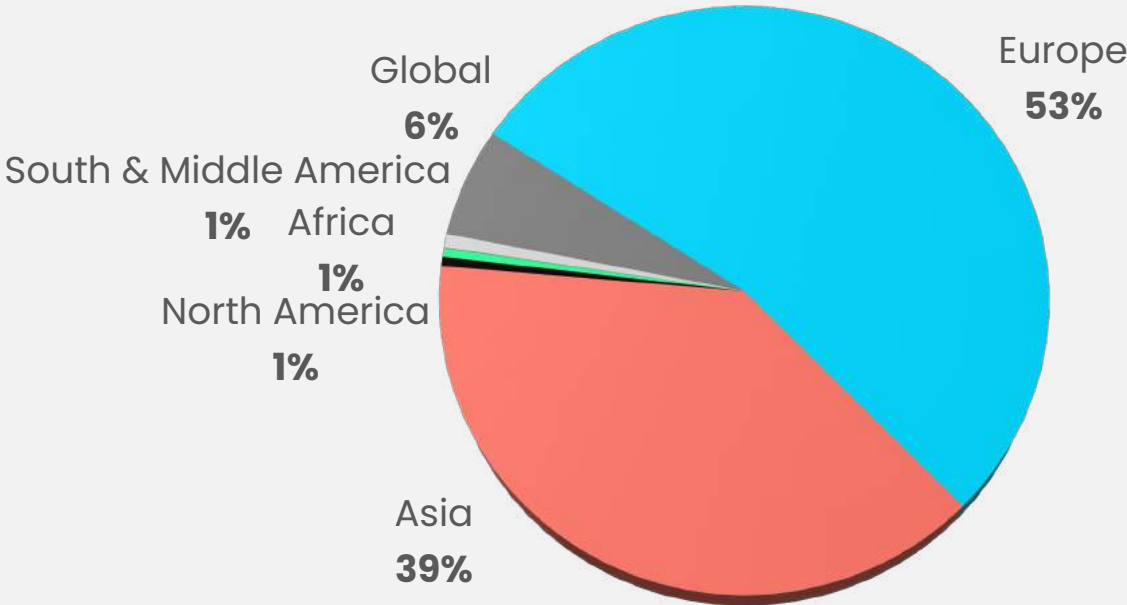
### Expected Revenue (CHF MM) – 2023 – Client



### By Category (CHF MM) – 2023



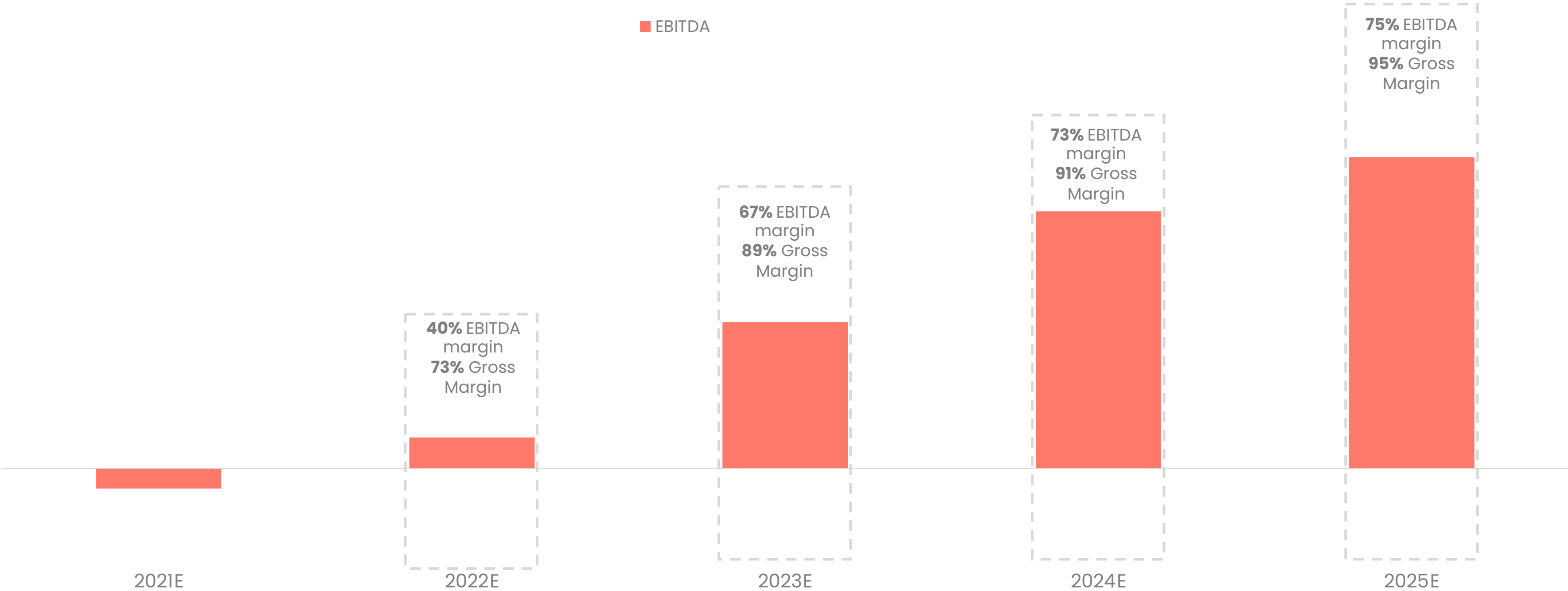
### By Region (CHF MM) – 2023



\*Excludes "Other Current - Historical existing revenue" in 2023 from various clients, based on calendar year (Jan - Dec)

# EBITDA breakeven based on high gross margins.

Yearly revenue breakdown\*

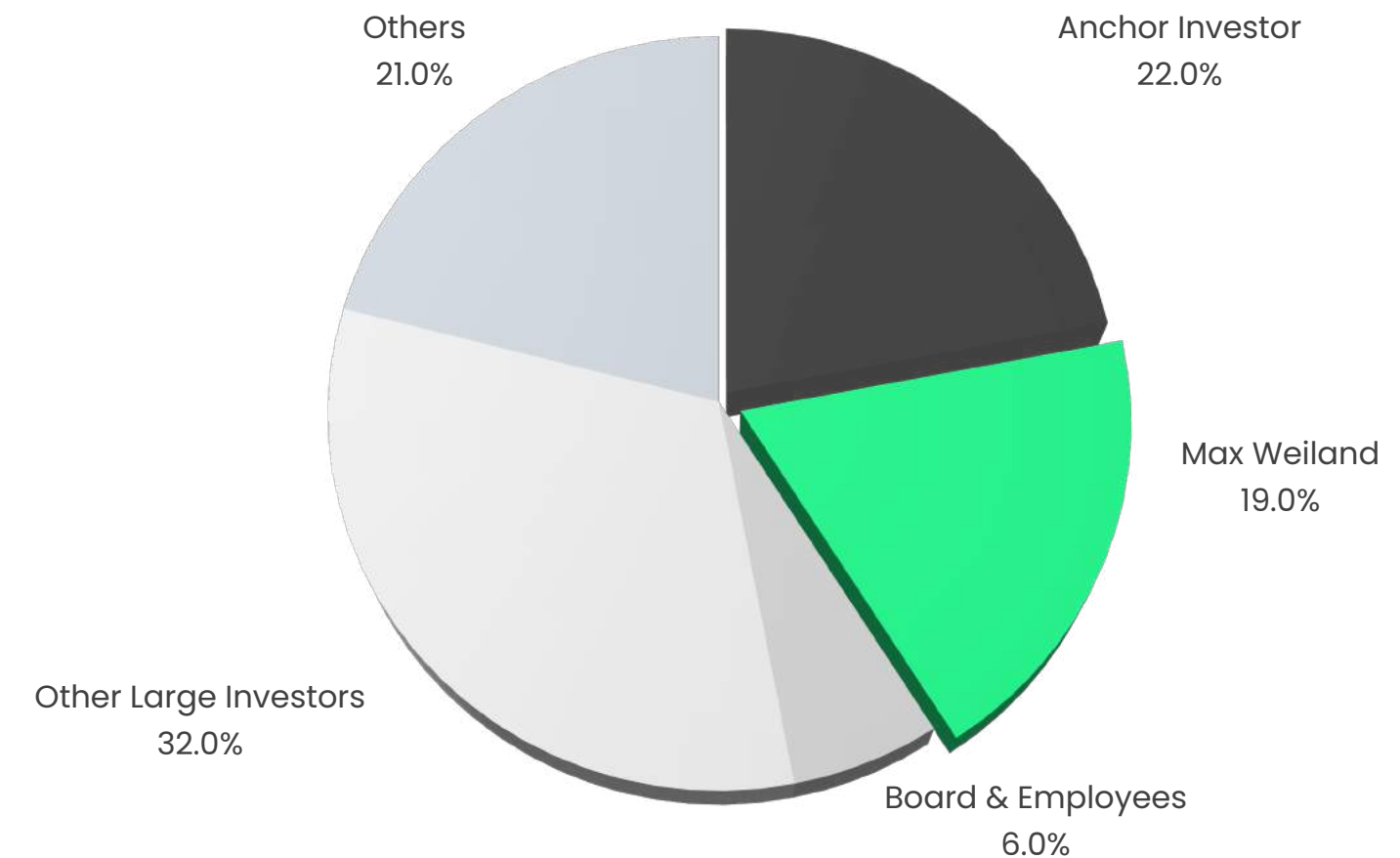


\*Source: beaconsmind® Business Plan as of 25 October 2021, based on calendar year (Jan – Dec)

# beaconsmind® stock.

<b>ISIN/WKN</b>	<b>CH0451123589 / A2QN5W</b>
<b>Number of Shares<sup>(1)</sup></b>	<b>2,688,884</b>
<b>Stock Exchanges</b>	<b>Euronext Paris Stock Exchange Vienna Stock Exchange</b>
<b>Share Price<sup>(2)</sup></b>	<b>€10.40</b>
<b>Market Cap<sup>(1,2)</sup></b>	<b>€27,964,394</b>
<b>Analysts</b>	<b>Hauck &amp; Aufhäuser Privatbankiers AG</b> <i>Marie-Thérèse Grübner – PT EUR 42 – BUY</i>

# Shareholder summary.



# Financial calendar.

**31 March 2022**

Publication of Half-Year Results

**30 Sept. 2022**

Publication of Annual Financial Statements  
FY2021/2022

\*Notes:

(1) Based on 2.69M shares, including 580,000 shares issued as part of capital increase end of December

(2) Average share price & market cap of Euronext Paris Stock Exchange and Vienna Stock Exchange, Bloomberg as of 10/12/2021

# beaconsmind<sup>®</sup> recent news (14/12/2021)

Capital increase & re-listing

<b>1 Capital Increase</b>	<b>Equity raise of approx. EUR 5.51 million from an international institutional investor</b> to support the implementation of the company's global growth strategy in the post COVID era
<b>2 New strategic institutional anchor investor</b>	<b>New long-term anchor investor of the Company with a participation of 21.6%. Max Weiland, CEO &amp; Founder of the Company,</b> will remain one of the <b>largest shareholders in the Company with a participation of 18.6%</b>
<b>3 Use of proceeds to further accelerate growth</b>	The company intends to use the proceeds for <b>strengthening its growth strategy with the opening of new sales offices internationally</b> and by <b>focusing on international joint ventures and business collaborations</b>
<b>4 Re-listing</b>	The company intends to <b>list its shares on the Frankfurt Stock Exchange</b> in the Scale segment and to <b>revoke the current listing on the Vienna MTF of Vienna Stock Exchange</b> (direct market plus) within the <b>next months</b>
<b>5 Re-Initiated Research Coverage</b>	With the reorganized listing in the Scale segment of the Frankfurt Stock Exchange, two leading German banks, <b>Hauck &amp; Aufhäuser and Baader Bank,</b> are expected to provide ongoing research coverage.



**// You walk into a retail store, whatever it is, and if there is a sense of entertainment and excitement and electricity, you wanna be there. //**

**- Howard Schultz, CEO, Starbucks**

# Get in touch.

Thank you!



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