

beaconsmind AG increases sales revenues during the 2nd half calendar year 2021 by more than five times and improves its EBITDA

- **Recurring revenue in the current business at around 90 percent**
- **Gross income margin at 85.4%**
- **Around 230 Stores in 40 countries are already equipped with beaconsmind solution**
- **Dynamic growth in store roll outs and new clients expected for calendar year 2022**

Zurich, Switzerland – 31 March 2022 – beaconsmind AG (ISIN: CH0451123589 – Ticker: MLBMD), a leading SaaS provider in the field of Location-Based Marketing (LBM) & Analytics, has had a successful development during the first half-year of fiscal 2021/2022 (2H calendar year July to December 2021).

Financials Overview

- Revenues rose significantly by 554% from CHF 0.15 million to around CHF 0.98 million during 2H 2021
- EBITDA improved during the reporting period from CHF -0.9 million to CHF -0.77 million (+ 14 percent)
- Recurring revenue (ARR) of beaconsmind Suite Software accounted for about 90% of total revenues vs. Hardware and Installation revenue accounts for the remaining 10%
- Gross margin for the calendar year amounted to 89.9%
- Strong balance sheet post capital raise with no debt currently outstanding and around CHF 5.55 million in cash.

Strong growth in operational KPIs

- During the reporting period the company was able to sign a total of 6 major new clients
- Significant new clients wins including UFC GYM, Nove 25 and Sportfive
- The company successfully entered new markets and gained, amongst others, in the United Arab Emirates the fashion group Maison-B-More as a new customer
- As of 31 December 2021 the company had a total of 15 clients which were all signed during calendar year 2021
- The prospect pipeline has increased significantly over the last months and the company expects a further acceleration of new clients sign ups and store roll-outs of existing clients
- The roll-out for one of the company's largest customer adidas is well underway with a global roll-out expected over the next years through a detailed roll-out plan
- beaconsmind has implemented its solution in 188 stores by end of 2021 and is currently deployed in c. 230 stores in 40 countries around the world
- Roll-out of more than 1,000 new stores expected in CY 2022 as well as new clients signings

Capital Market Initiative and Capital Increase

In December 2021, beaconsmind realised a gross cash inflow of CHF 5.8 million through a capital increase with an institutional investor. The financial resources are to be used for the further development of the distribution

network and installation capacities and for the expansion into new markets and expects a further significant increase in revenue for the current fiscal year 2021/2022. The company has successfully de-listed of the Vienna Stock Exchange as of 18 March 2022. The company intends to de-list from the Paris Euronext stock exchange in the upcoming months. beaconsmind AG will shortly be listed on the Frankfurt Stock Exchange (incl. Xetra).

Max Weiland, CEO of beaconsmind: "We are satisfied with the development in the first half of 2021/2022. We have continued to press ahead with our international expansion and make progress both in approaching new clients and in business operations with portfolio clients. We are also very satisfied with the start into the second half of the year. With Prodes, we have gained a leading Czech fashion group as a new client and started the roll-out in the Czech Republic and Slovakia. Moreover, we were able to win the Italian jeweller Nove25 as a new client as well."

The 2021/2022 Half-Year Report as well as an updated Investor Presentation is available for downloading on the website of the company www.beaconsmind.com in the section "Investor Relations".

Financial and KPI's Overview

| IS - Key Financials in CHF '000: | 2H 2021 (Jul-Dec) ⁽²⁾ | 1H 2021 (Jan-Jun) ⁽¹⁾ | Change in % | Calendar Year 2021 ⁽³⁾ |
|---|----------------------------------|----------------------------------|-------------|-----------------------------------|
| Revenues | 981 | 633 | 55% | 1,615 |
| <i>Thereof ARR Software</i> | <i>689</i> | <i>180</i> | <i>283%</i> | <i>869</i> |
| <i>Thereof Hardware & Installation / Services</i> | <i>293</i> | <i>453</i> | <i>-35%</i> | <i>746</i> |
| Gross Margin in % | 85.4% | 96.9% | -12% | 89.9% |
| EBITDA | -776 | -1,094 | +29% | -1,870 |
| EBITDA Margin in % | n.a. | n.a. | n.a. | n.a. |
| Net Result | -835 | -1,138 | +27% | -1,973 |
| BS - Key Financials in CHF '000: | HY2 2021 | HY1 2021 | Change in % | Calendar Year 2021 |
| Cash | 5,549 | 675 | 722% | 5,549 |
| Debt | - | - | - | - |
| Total Assets | 5,987 | 1,018 | +488% | 5,987 |
| Operational KPI's | | | | |
| Total Clients | 15 | 9 | 67% | 9 |
| New Clients | 6 | 4 | 50% | 15 |
| Total Stores | 188 | 133 | 41% | 188 |
| New Stores | 55 | 22 | 20% | 57 |

(1) 01 Jan.-30 Jun. 2021 (2) 1 Jul. – 31 Dec. 2021 (3) 01 Jan. – 31 Dec. 2021

About beaconsmind

Founded in 2015 in Switzerland, beaconsmind is a pioneer in the field of location-based marketing (LBM) software for retail chains. By fitting stores with Bluetooth beacons that precisely locate and identify customers, and by integrating its Software Suite, beaconsmind opens a brand-new channel for retailers to

interact with their customers. Thanks to its solution, retailers can converge digital and physical shopping and address the convenience gaps of each. The shares of the company (ISIN: CH0451123589 – Ticker: MLBMD) are listed on Euronext in Paris. For more information, please visit www.beaconsmind.com

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