

beaconsmind®

FREDERIX 
hotspot

Connect, engage
& analyze your
app-users at
point-of-sales.
Anywhere, anytime.

beaconsmind® Value Chain Extension into Wifi Hotspot Segment
Acquisition of FREDERIX Hotspot GmbH
21 November, 2022



BEACONSMIND LEADERSHIP TEAM

New Integrated Leadership Team Across Beacons and Hotspot Wifi Spectrum

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
- Core beaconsmind Shareholder

Michael Ambros
Deputy Chairman



- Founder & CEO eKomi
- Entrepreneur, Executive
- Online marketing, reputation management, and customer service
- Core beaconsmind Shareholder

Jonathan Sauppe
CEO Hotspot vertical



- CEO and major shareholder of FREDERIX
- Founder and previous CEO of several tech companies
- Core beaconsmind Shareholder

We are repeat Entrepreneurs

Working together for 10+ years in our 2nd 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).

Includes Jörg Hensen
COO / CHRO, former CEO of Dress-for-Less

ACQUISITION OF FREDERIX

beaconsmind® acquires 51% controlling stake in FREDERIX

Business Model

- FREDERIX is a provider for corporate Wifi solutions (**FREDERIX Hotspot**) and a developer of smart, cloud-based W-LAN hotspot technologies (**FREDERIX Cloud Wifi**)
- With **FREDERIX CloudWiFi Analytics**, it further allows you to create, evaluate, and compare usage statistics across and within locations, helping companies to understand their customers better

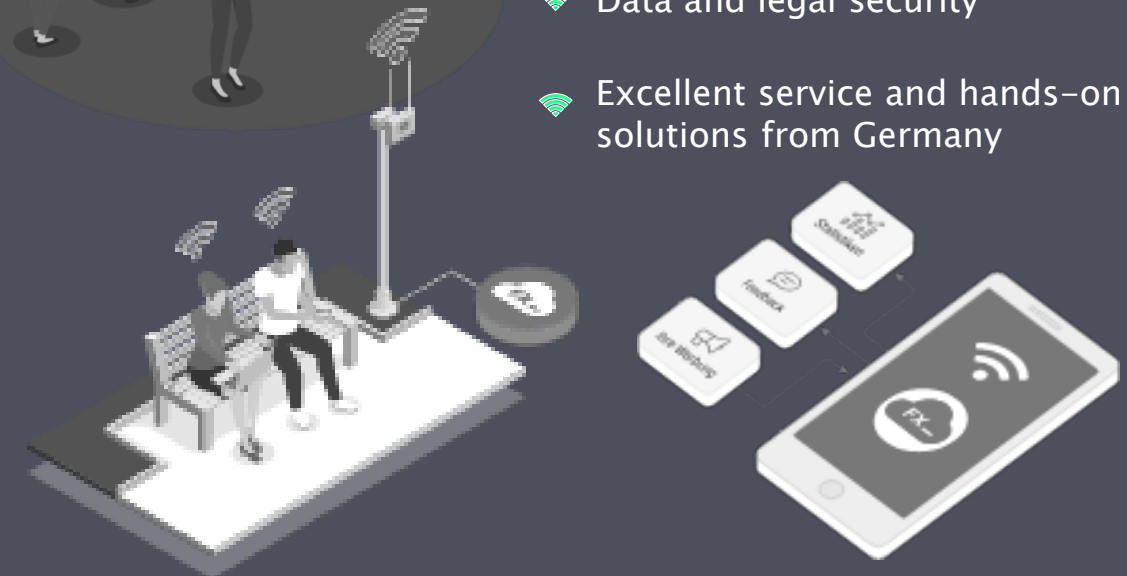


Value Proposition

FREDERIX is a specialist for commercial and municipal WLAN networks with over 15 years of experience



- Secure and high-performance WLAN networks
- Scalable modular WLAN systems
- Measurable added value through innovative functions and services
- Data and legal security
- Excellent service and hands-on solutions from Germany



STRATEGIC EXPANSION OF BEACONSMIND INTO HOTSPOT SEGMENT

beaconsmind becoming an extended business model as Point-of-Sales B2B Player offering Beacons and Hotspot Access for its Clients

beaconsmind[®]

FREDERIX
hotspot 

Combined strength to offer integrated Point-of-Sales

- Integrated product offering with BLE (Bluetooth Low Energy) and Hotspot technology
- Combined end-to-end offering will increase client retention rate

Revenue synergies

- Combining sales channels will lead to imminent ramp-up in revenues
- With low overlap in existing clients significant cross-selling potential for both verticals

Scale Matters

- Offering scalable Point-of-Sales (“PoS”) solutions to large customers
- Scale leads to lower fixed costs per client and improved overall ability to develop the product portfolio

Client base is a natural fit

- With both companies offering PoS solutions with differentiated value propositions the products complement and supplement each other
- Robust basis for further international expansion

Internationalization

- Revenue growth in new markets and internationalization
- Increasing the synergies between sales and marketing teams in both organizations

COMBINED NEW VALUE CHAIN

beaconsmind LBM SaaS extended by hotspot

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
- **Founded in 2015** by Max Weiland



INTEGRATED BEACONSMIND & FREDERIX SOLUTIONS WITH HIGH BENEFITS

beaconsmind®
FREDERIX hotspot 



Comprehensive product offering including , cloud driven WiFi solutions and hotspot systems



The combined systems provide real time in-depth statistics and data allowing to evaluate usage statistics across and within locations, helping companies to understand their customers better



Data driven immersive shopper experience with tailored approach strengthening customer loyalty, increased revenues and connection of PoS with eCom in a unique way



WITH A STRONG COMBINED CLIENT PORTFOLIO

beaconsmind®



DEPOT



Unilever



Brands For Less

FREDERIX
hotspot 



HOLMES PLACE



WOBCOM

TRANSACTION STRUCTURE HIGHLY VALUE ACCRETIVE TO BEACONSMIND SHAREHOLDERS

Overview of key transaction terms



Transaction Structure

- Acquisition of 51% controlling stake in FREDERIX Hotspot GmbH ("FREDERIX") by beaconsmind AG ("beaconsmind") allowing full control, consolidation of FREDERIX financials and access to cash flows



Purchase Price

- EUR 2,021,500 purchase price for 51% of the FREDERIX shares purely based on a stock swap with 155,500 beaconsmind shares valued at EUR 13/share
- The share issue price is at a 19% premium to current share price⁽¹⁾



Lockup Period

- Lockup period for the sellers consisting of two tranches
 - Lockup period of 6 months for 50% of the shares issued
 - 12 months lockup period for the remaining 50% of the shares issued



Addition to Leadership

- Michael Ambros, Founder and CEO of eKomi Holding GmbH, joins beaconsmind as a shareholder as a Deputy Chairman board member of beaconsmind
- Jonathan Sauppe, CEO of FREDERIX, will join the leadership team of beaconsmind as CEO of the new Hotspot vertical



Closing Date

- The transaction is aimed to be closed end of November 2022

VALUE ENHANCEMENT

The transaction meets all acquisition criteria

Strategic Rationale

- Transforming beaconsmind into a Point-of-Sales Customer Service Company
- Extension of BLE-Technology to Wi-Fi hotspot services
- Integrated offering for large clients

Diversification

- More than doubling of current run-rate revenues from current EUR 2–2,5MM to EUR 5,5–6MM
- Large scale customers like Lidl getting added to the beaconsmind group roster

Acquisition Criteria

EBITDA Accretion and Breakeven






- FREDERIX with current run-rate around EUR 0.5MM EBITDA
- Moving beaconsmind to EBITDA breakeven in 1H 2023

Value Accretion

- Issuance of 155,500 new beaconsmind shares at EUR 13/share
- Premium of 19% to current share price⁽¹⁾

STRATEGIES OF BEACONSMIND/FREDERIX/EKOMI ARE 100% COHERENT

Major categories described

	FREDERIX hotspot 	beaconsmind [®]	eKomi The Feedback Company
 Customer Penetration	Major clients could be converted to loyalty Apps creating vast synergies for both companies	Retail business as major market with clients usually with more than 500 stores. All existing stores can be expanded via FREDERIX	Hotspot segment will greatly complement eKomi, a leading Global SaaS provider in the Review business
 System Integration	Advanced IT System in place can be easily implemented with the current beaconsmind solution	Strong development of inhouse software via internal developers – implementation of FREDERIX no problem	Proven track record of successful integrations in the past (i.e. Crossware, Gangl)
 Financial Uplift	Significant Revenue and EBITDA – further upside possible with new clients and new product offerings	Immediate uplift of Revenues and EBITDA for beaconsmind – fast track to gain positive EBITDA in 1H 2023	High EBITDA, strong FCF conversion and cash generation due to uniquely scalable business with limited CAPEX
 Operational Excellence	Strong teamwork for 7–15 years and full commitment going forward with shares for key employees	Significant inflow of new human capital for beaconsmind to further focus on growth.	With locations across 26 countries globally, a greater international range can be achieved.

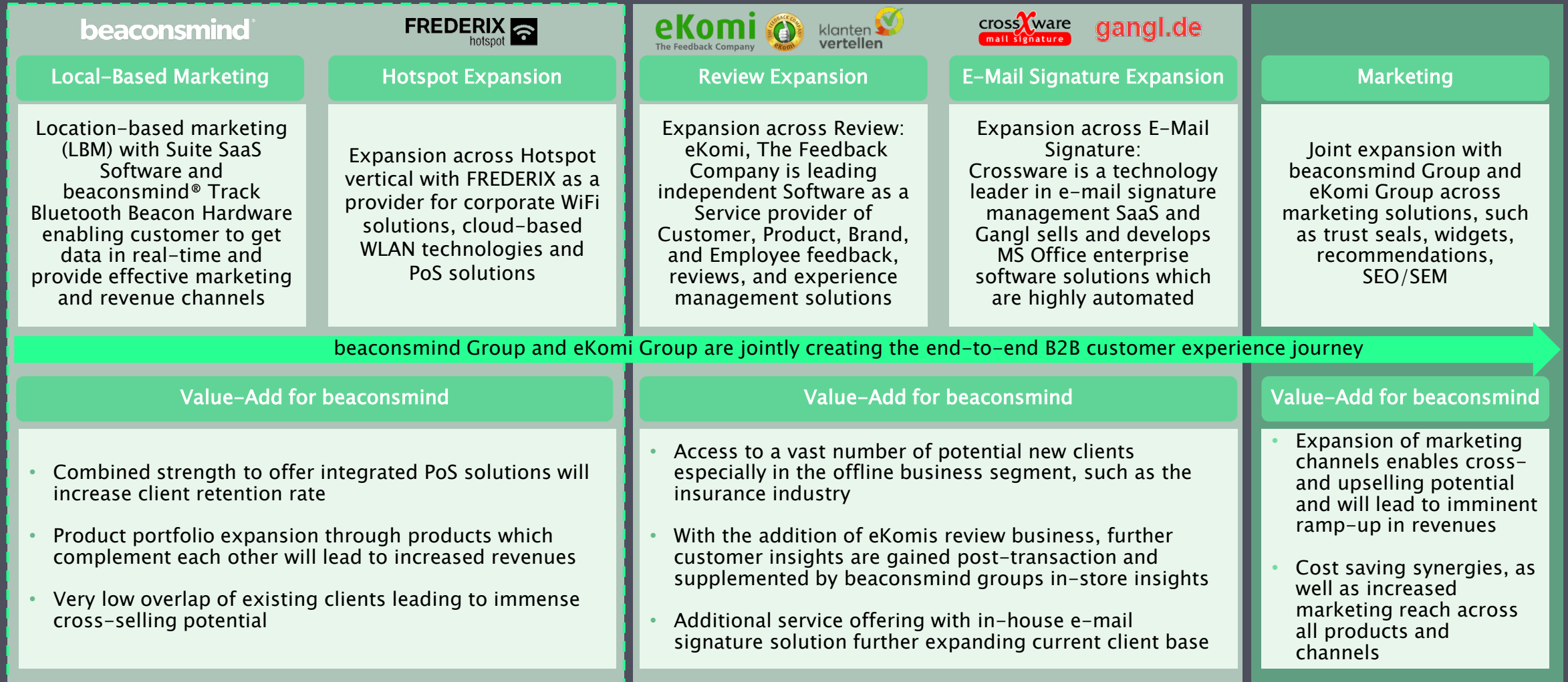
STRATEGIC PARTNERSHIP WITH EKOMI GROUP

Joint forces to create leading Customer Experience Group

beaconsmind Group (post transaction)







eKomi Group

Synergies across Groups



COMPANY KEY KPIS

With the majority stake acquisition beaconsmind will fully consolidate FREDERIX financials

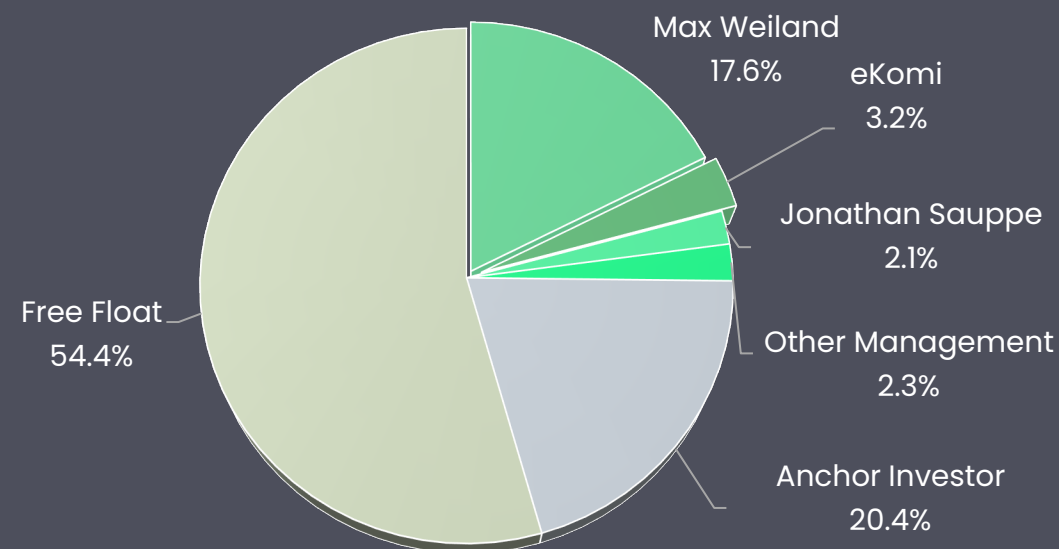
In EUR TSD (except no. of customers and Point-of-Sales)	beaconsmind [®]		FREDERIX hotspot		Combined
 Number of Clients	25	+	530	=	555
 Number of Point-of-Sales	375	+	10,400	=	10,775
 Run-Rate Revenues ⁽¹⁾	2,000–2,500	+	3,500	=	5,500–6,000
 Synergies	230	+	66	=	296
 Cash	5,549 ⁽²⁾	+	50 ⁽³⁾	=	5,599
 Gross Margin Effects	65%	+	69%	=	>70%

Notes: (1) Run Rates for beaconsmind are based on FY2021A and for FREDERIX on Jan–Sep 2022 actuals (2) current cash beaconsmind as of 31/12/2021 (3) cash post transaction

SHAREHOLDER SUMMARY

beaconsmind® STOCK

ISIN/WKN	CH0451123589 / A2QN5W
Number of Shares ⁽¹⁾	2,844,384
Stock Exchanges	Euronext Paris Stock Exchange Frankfurt Stock Exchange (as of April)
Share Price ⁽²⁾	EUR 10.90
Market Cap ^(1,2)	EUR 29,308,836
Analysts	Hauck & Aufhäuser Privatbankiers <i>PT EUR 30 – BUY</i> Baader Bank <i>PT EUR 26.3 – BUY</i> Quirin Privatbank <i>PT EUR 20 – BUY</i>



FINANCIAL CALENDAR.

16.12.2022

Publication of Annual Financial Statements
FY2021/2022