

# beaconsmind<sup>®</sup> group

Innovating Together for Digital Excellence

October 2023

# We Do SaaS LBM & Analytics, Great.

By connecting and engaging mobile-app user at the point-of-sale (PoS) and B2B environment with powerful location-based marketing campaigns, anywhere, anytime - with our Bluetooth and WiFi Hotspot driven technologies.



## Key Facts

We are the experts for digitization, Location Based Marketing, infrastructure and Wi-Fi-Services for SaaS clients

With smart and and fully cloud-based technologies, we create real added value for you and your customers.



70+ Employees



12.5+ million CHF turnover



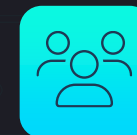
32+ million users per month



41k+ Hotspots worldwide

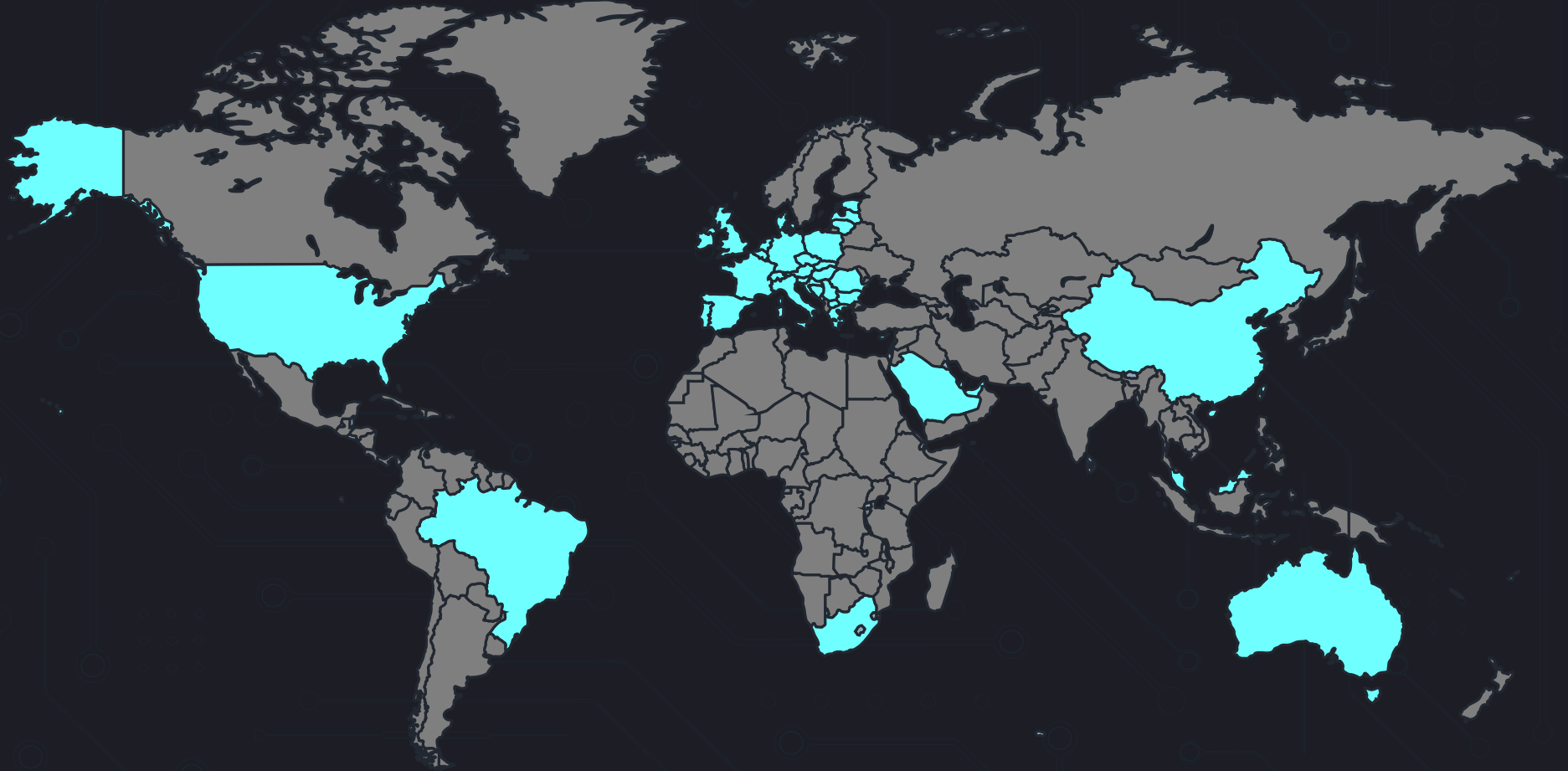


40+ Countries



280k+ concurrent users

## beaconsmind group global activities



More than 7,000 customers worldwide  
are managed by our group

# We are On-Site For Our Clients In 8 Locations And 5 Markets.

For service excellence, anytime,  
anywhere.



# IT infrastructure and Software as a Service (SaaS)







Two technology branches  
in perfect synergy



# beaconsmind<sup>®</sup> Group Segment Key KPIs

With the majority stake acquisition beaconsmind<sup>®</sup> will fully consolidate FREDERIX , Socialwave as well as KADSOFT and T2 financials.

In CHF MM. (except no. of  
clients and Point-of-Sales)

	Infrastructure <sup>(*)</sup>		Software/SaaS <sup>(*)</sup>		Total
 <b>Number of Clients</b>	265	+	6,770	=	7,035
 <b>Number of Point-of-Sales</b>	11,978	+	19,753	=	31,731
 <b>Run-Rate Revenues<sup>(1)</sup></b>	~5.3	+	~7.3	=	~12.6
 <b>Run-Rate Group EBITDA<sup>(1)</sup></b>	~0.9	+	~2.3	=	~2.2/3.2 <sup>(2)</sup>
 <b>Synergies</b>	~0.2	+	~0.5	=	~0.7
 <b>Gross Margin</b>	~65%	+	~85%	=	~80%




Notes: (\*) Infrastructure segment includes T2, KADSOFT and half FREDERIX ; Software/SaaS segment includes beaconsmind AG, Socialwave and half FREDERIX

(1) Representing run-rate numbers on pro-forma basis (fully captured run-rate financials)

(2) operational EBITDA for both segments infrastructure and Software/SaaS including/excluding Group HQ costs




# History (1/2)



-  IPO/Foundation
-  Acquisition
-  Geographic Expansion

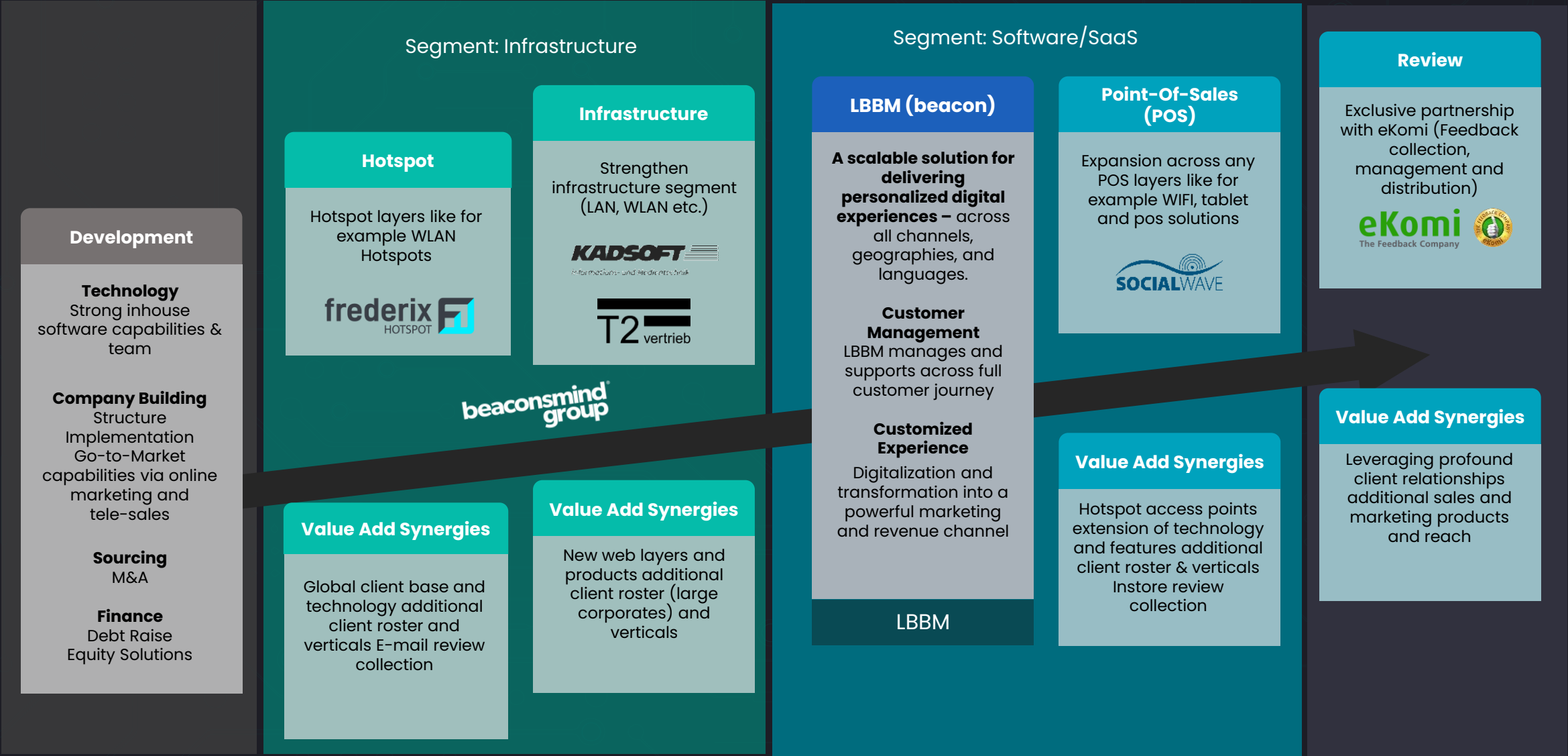
## History (2/2)



-  IPO/Foundation
-  Acquisition
-  Geographic Expansion

# beaconsmind Group: Extending B2B Across Value Chain

Verticalization Through Establishing B2B Marketplace



# beaconsmind's Layers of Growth

beaconsmind Group to grow via multiple layers of growth incl. organic, internationalisation and new vertical expansion growth

## Layers of Growth



### beaconsmind Group: Organic Growth

- Conservative and stable growth within the customer with high single digits **expected organic growth** over the upcoming years
- Internationalisation strategy in place to further expand customer base
- Product development (**Digital Experience Group**)

### Vertical Expansion/ Acquisitions

- **Vertical expansion via across multiple layers:**
  - POS Expansion
  - Hotspot Expansion
  - Infrastructure Expansion
  - DXP
- **Further extensions possible in the universe of the beaconsmind Group**

### Internationalisation

- Currently beaconsmind Group has a **dominant focus in the German and European market**
- **Further internationalization expected** with growth in new regions/countries like Middle East (especially Saudi Arabia, UAE), Asia

### Up- and Cross-Sell/ New Products

- **Cross-selling and up-selling of newly acquired products** across the review database
- **Accelerate growth on existing customer base** by leveraging existing customer relationships

# Technological Value Proposition.

From Bluetooth Low Energy Hardware, Software  
and Cloud WiFi Hotspot Technology.



## Bluetooth Beacon

The Bluetooth beacons localize and identify the mobile app user



## Mobile App

The app is the main communication channel with the customer



## Suite Software

Suite collects app-user/ location-based data & serves as push message manager



## Cloud WiFi

Users can access more than just the Internet over WLAN. Our solutions leverage the potential of WLANs for your customers.



## Guest WiFi

WLAN hotspot offers legally secure, free WLAN benefiting from the numerous Socialwave marketing functions.

# Seemless Digital Experience: Customer journey with Location Based Services

1

A public WiFi throughout the city grants a seamless internet connection everywhere. WiFi analytics and personalized Location Based Marketing subsidize the WiFi network.

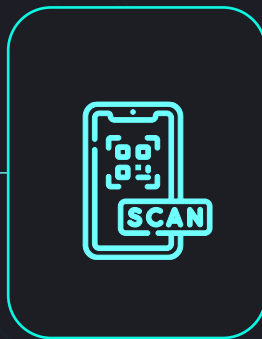
2

An app serves as the central tool where the customer receives added value. You benefit from very extensive data analysis of user behavior.

## Centralized Management Of All Digital Experiences



Arrival at Airport.



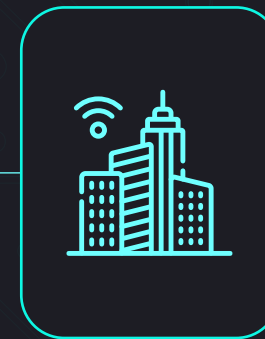
Scan QR code.



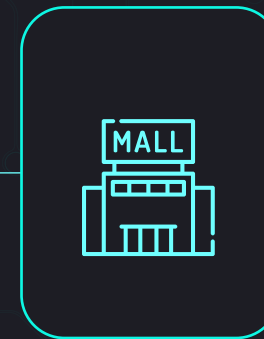
Install app.



Get benefits.



Automatically  
connected  
with the city WiFi.



Know your  
Customer  
and stay in touch.

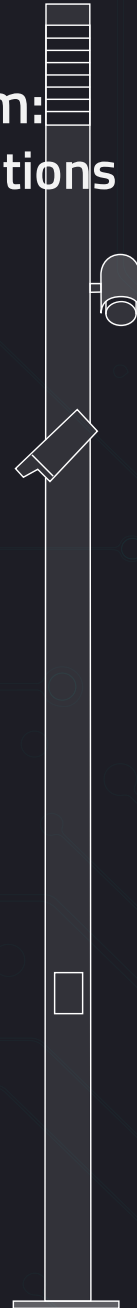


Know your  
Guest and  
stay in touch.

# The Smart Urban Lighting Eco System: New product supplier for smart city solutions

The smart Lighting Pole: Technology must not be an end in itself. It is closely related to life and the needs, expectations, and potential of people. We help making your city a better place to live in.

- ✓ Modular structure
- ✓ Intelligent lighting
- ✓ Versatile and customisable
- ✓ Integrated smart functions
- ✓ High energy efficiency
- ✓ Reduced light pollution



Light



WiFi hotspot



IoT gateway



Camera(s)



Gobo projector



Air quality sensor



Bluetooth beacon



Public address speaker



Charger unit



SOS Button





### Clients Facts Example (Healthcare)

# of Location	50
# of Hotspots (Wi-Fi beacons)	3,750
Installation Fee	CHF30,000/Location
Hardware	CHF40,000/Location
SaaS Maintenance	CHF300/Location /Month

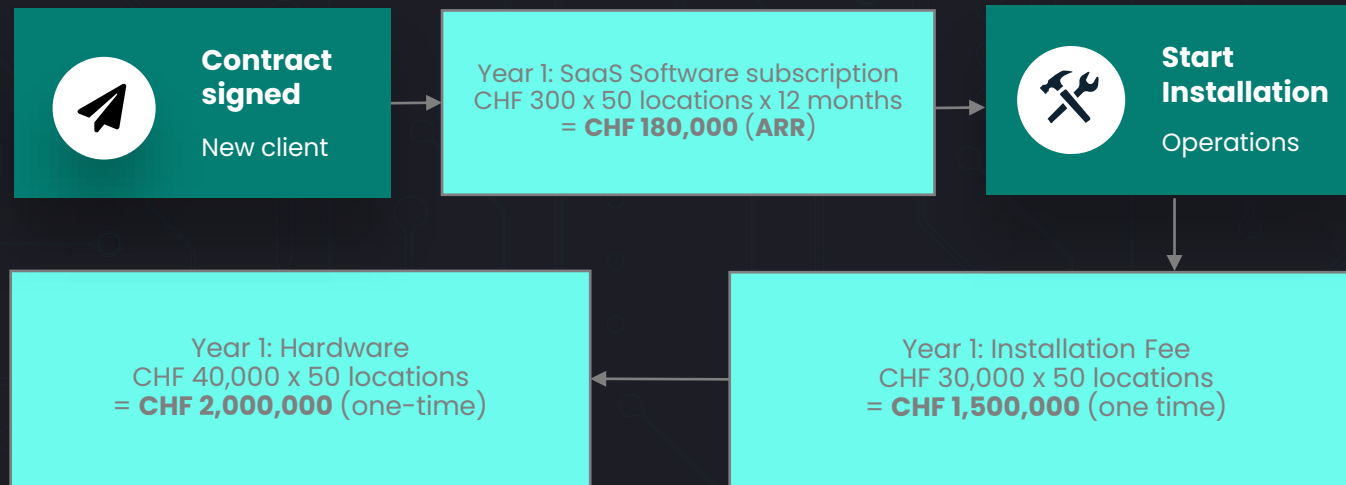


### Annual Recurring Revenues (ARR)

- ✓ Subscription fee for beaconsmind® Suite / FREDERIX Cloud Wifi/ Socialwave marketing platform based on number of location per month and infrastructure services as well as support it is used

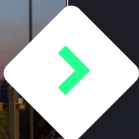
## Infrastructure

### Pricing flowchart



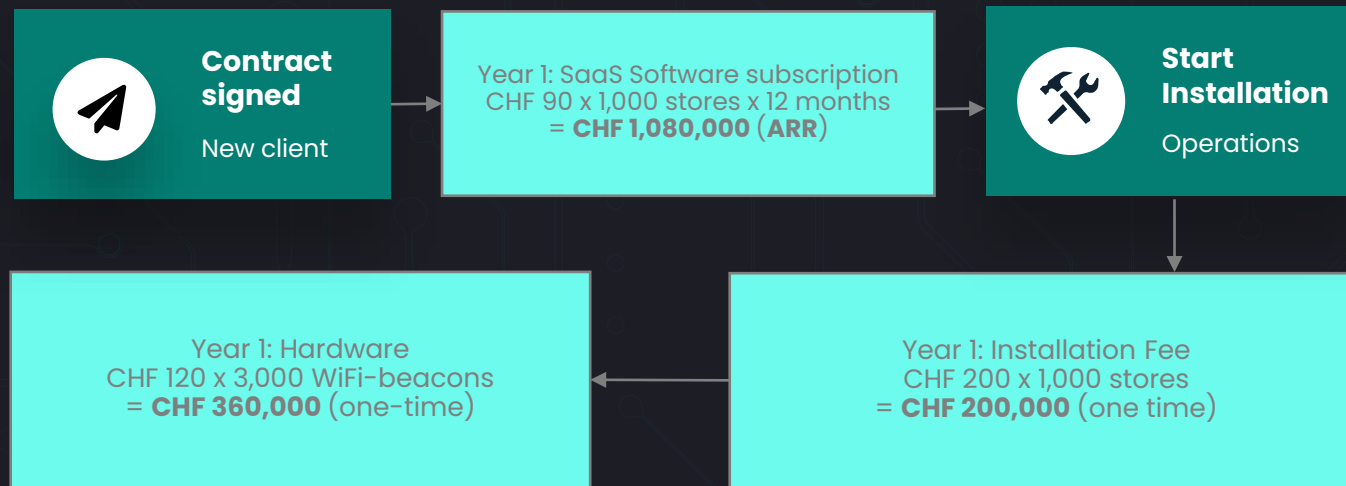
### Revenue Calculation – Year 1

SaaS Maintenance	+	Installation Fee	+	Hardware Revenue	=	Total Revenue
<b>CHF 180,000</b> (Annual Recurring)		<b>CHF 1,500,000</b> (one-time)		<b>CHF 2,000,000</b> (one-time)		<b>CHF 3,680,000</b> (year)



# SaaS software and hardware

## Pricing flowchart



### Clients Facts Example (Retail)

# of Stores	1,000
# of Hotspots (WI-Fi beacons)	3,000
Installation Fee	CHF200/POS
Hardware	CHF120/Pc.
SaaS Software	CHF90/POS/Month

### Revenue Calculation – Year 1

SaaS Software	+	Installation Fee	+	Hardware Revenue	=	Total Revenue
CHF 1,080,000 (Annual Recurring)		CHF 200,000 (one-time)		CHF 360,000 (one-time)		CHF 1,640,000 (year)



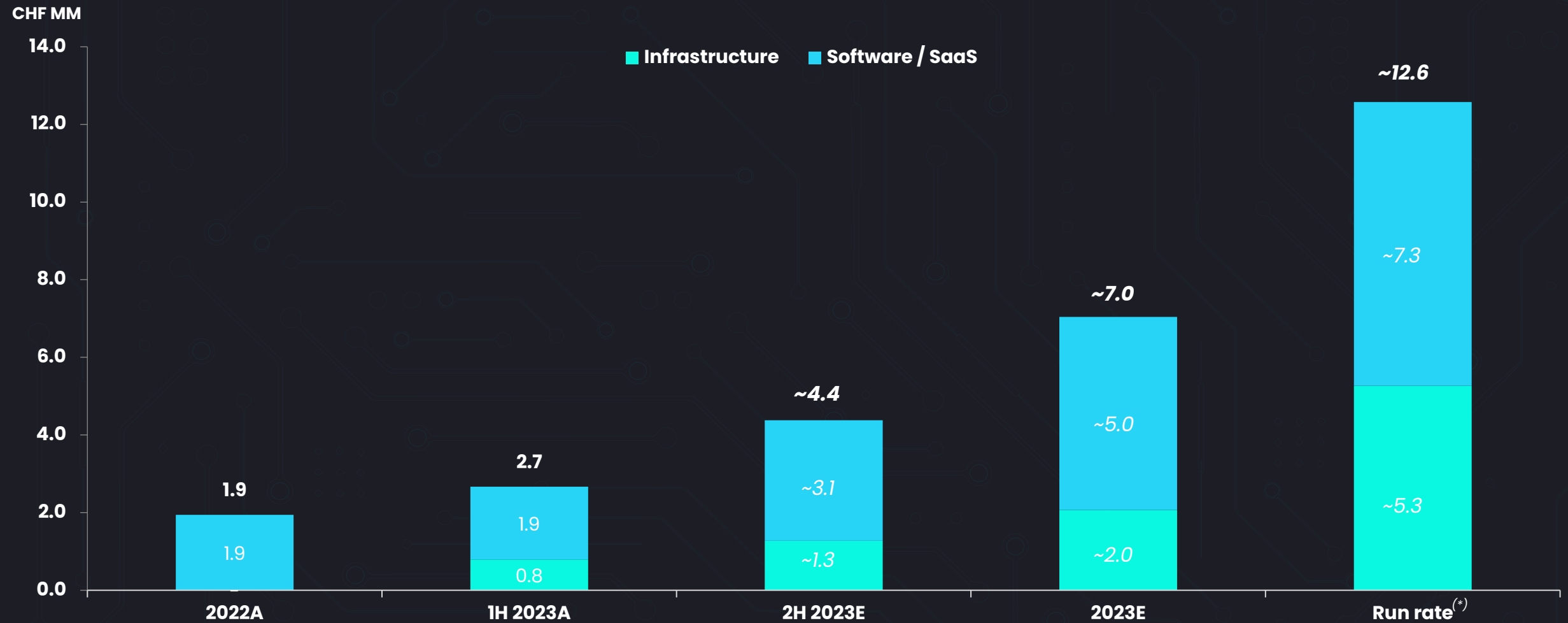
### Annual Recurring Revenues (ARR)

- ✓ Subscription fee for beaconsmind® Suite / FREDERIX Cloud Wifi/ Socialwave marketing platform based on number of stores per month it is used

# Revenue development

## Segment Breakdown

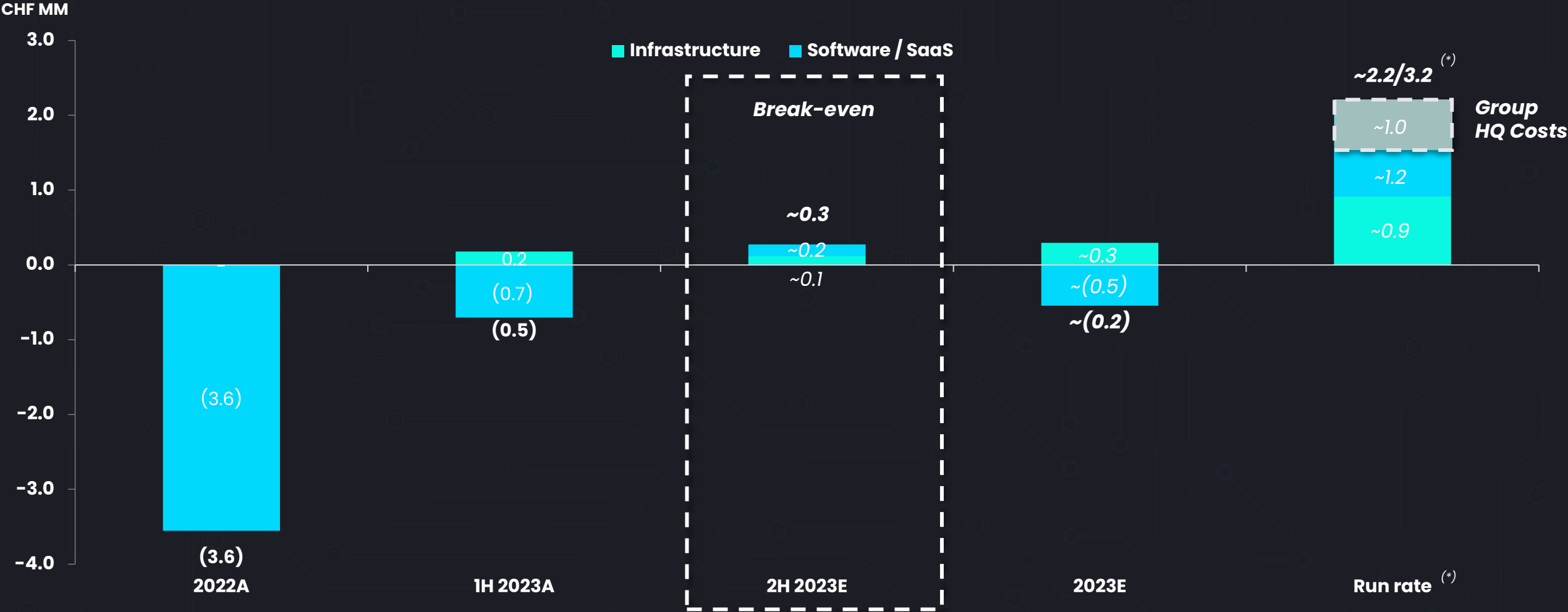
Revenue of CHF 4.4MM expected in 2H 2023 and around CHF 12.6MM run rate Revenue expected (\*)



\*Notes: Based on calendar year (Jan – Dec) , representing run-rate numbers on pro-forma basis (fully captured in FY 2024 financials)

# EBITDA development Segment Breakdown

Breakeven of run-rate EBITDA in 2H 2023 Expected and around CHF 2.2MM run-rate EBITDA expected (\*)



\*Notes: Based on calendar year (Jan – Dec). Representing run-rate numbers on pro-forma basis (fully captured in FY 2024 financials)  
Group EBITDA: operational EBITDA for both segments infrastructure and Software/SaaS including/excluding Group HQ costs

# Strategic Acquisitions as DNA to extend Group

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

## 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

- Same client based or value-add: Retail ("PoS"), Healthcare, public, hospitality

## International- ization

- Revenue growth in new markets and internationalization
- Increasing the synergies between sales and marketing teams across beaconsmind Group

## Acquisition Criteria

- EV/EBITDA: ~5x – 6x pre-Synergies to ensure accretive transactions
- Further potential to expand current infrastructure or software/SaaS segment
- Add-on value for Digital Experience Platform vision

# RECENT TRANSACTION KADSOFT+T2: EXTENDING THE INFRASTRUCTURE FIELD



## Acquisition of the T2 Vertrieb GmbH



T2 Vertrieb GmbH is a technology company specializing in the installation and expansion of telecommunications systems. T2 focuses on ensuring the seamless setup and enhancement of telecommunication infrastructure, especially in healthcare sector.



Sizable synergies are expected since sales can be merged with FREDERIX/Netopsie, individuals involved are already acquainted through existing partnerships.



## Acquisition of KADSOFT Computer GmbH



KADSOFT Computer GmbH, a technology company specializing in the planning, realization, and implementation of new IT systems, as well as the enhancement of existing system solutions.



Great growth potential is expected in the area of media technology, cabling segment since this has been externally sourced and now can be done internally.



Access new technologies and IP



Sales Synergies



Cost Synergies



Customer Integration

**€ 1.6MM**

Rev. FY 2023E

**€ 0.4MM**

EBITDA<sup>(1)</sup> FY 2023E

**€ 1.5MM**

Rev. FY 2023E

**€ 0.2MM**

EBITDA<sup>(1)</sup> FY 2023E

# TRANSACTION STRUCTURE OF KADSOFT COMPUTER GMBH AND T2 VERTRIEB GMBH

Overview of key transaction terms



## Transaction Structure

- Acquisition of 100% stake in KADSOFT Computer GmbH ("KADSOFT") and 100% stake in T2 Vertrieb GmbH by beaconsmind AG ("beaconsmind") allowing full control, consolidation of KADSOFT and T2 financials and access to cash flows



## Consideration

- EUR 3.0MM purchase price for 100% of the KADSOFT and T2 shares consisting of:
  - 300,000 beaconsmind shares with current value of around EUR 4.50
  - Total additional cash consideration of EUR 1.6MM



## 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



## Closing Date

- The transaction is aimed to be closed in November 2023



## Transaction Multiple

- EV/Revenue FY23E multiple: 0.9x
- Post Synergies EV/EBITDA FY23E multiple: 5.4x

# VALUE ENHANCEMENT

The transaction meets all acquisition criteria

## Strategic Rationale

- Transforming beaconsmind into a Point-of-Sales Customer Service Company based on two strong segments (Infrastructure and Software Services)
- Further enhancement of infrastructure segment
- Integrated offering for large clients, especially in healthcare sector

## Diversification

- Increase in current run-rate revenues to ~CHF 12.6MM
- Key customers like “Die Johanniter” and “Lavera” getting added to the beaconsmind group roster

## Acquisition Criteria

## EBITDA Accretion and Breakeven

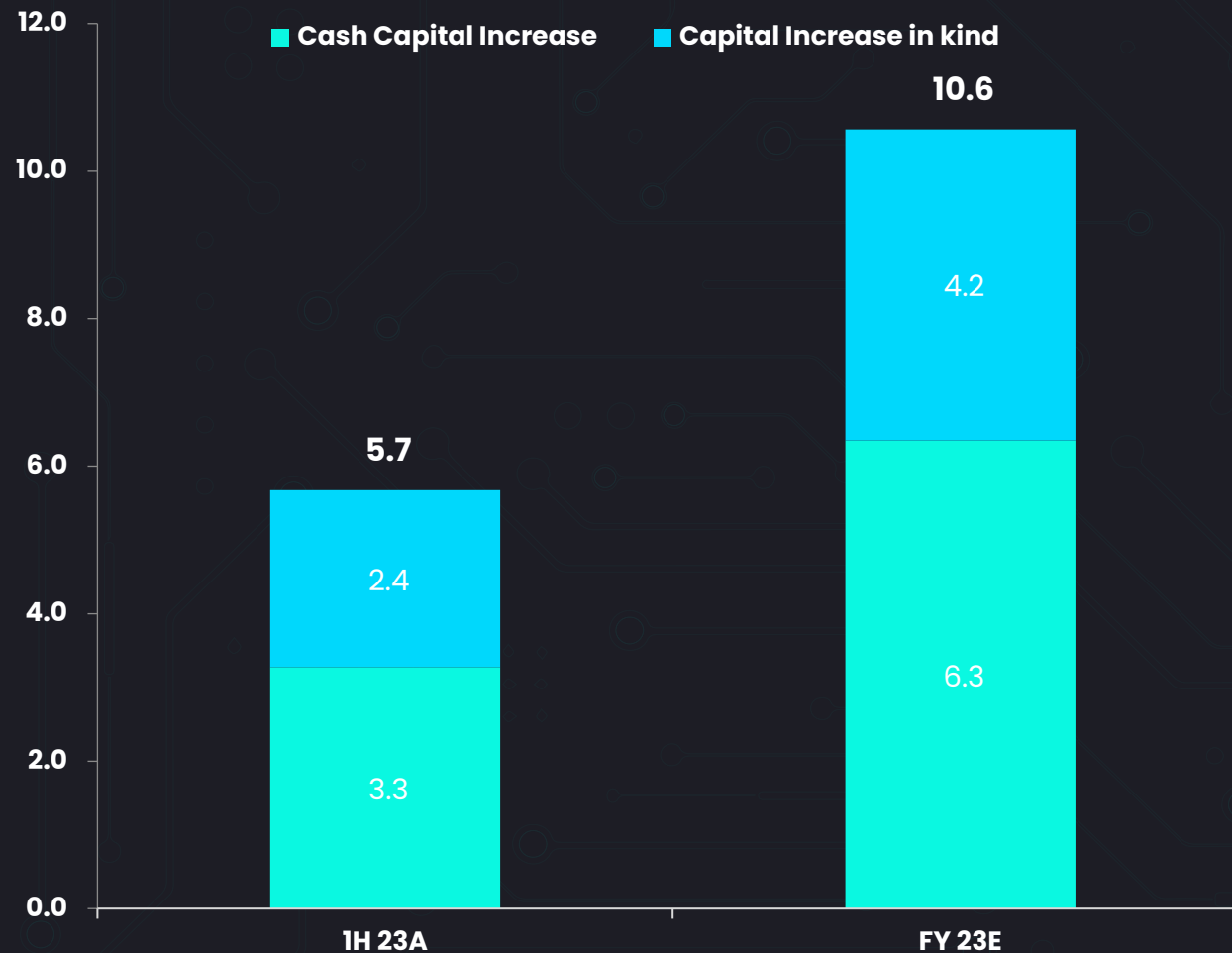
- KADSOFT with current run-rate around EUR 0.2MM EBITDA and T2 with run-rate EBITDA around EUR 0.4MM including synergies
- Accelerating beaconsmind financials growth trajectory

## Value Accretion

- Large customer base that can be utilized by other group companies
- Sizable sales synergies expected
- Notable cost synergies across beaconsmind group
- Technician experts joining the group

# Capital structure and liquidity stabilized (1/2)

**Equity Raising in FY 2023 (IN MM. CHF)**



**Acquisition Table (FY 2023 IN MM. CHF)**

IN MM. CHF	FREDERIX (62%)	Netopsie	Socialwave	KADSOFT/T2
Purchase Price	2.9	0.5	9.6	2.9
Equity Raised (FY 23)	1.9	-	5.7	3.0
Debt assumed	-	-	4.8	-
Run rate Revenue	3.8	0.6	4.3	3.0
Run rate EBITDA	0.7	0.1	1.7	0.5
EV/Revenue	1.2x	0.8x	2.1x	0.9x
EV/EBITDA	7.0x	5.0x	3.8x	5.4x

beaconsmind Group raised CHF 10.6MM equity in full year 2023 and acquired these assets all around 1x revenues and below 5-7x EBITDA pre synergies.

# Capital structure and liquidity stabilized (2/2)

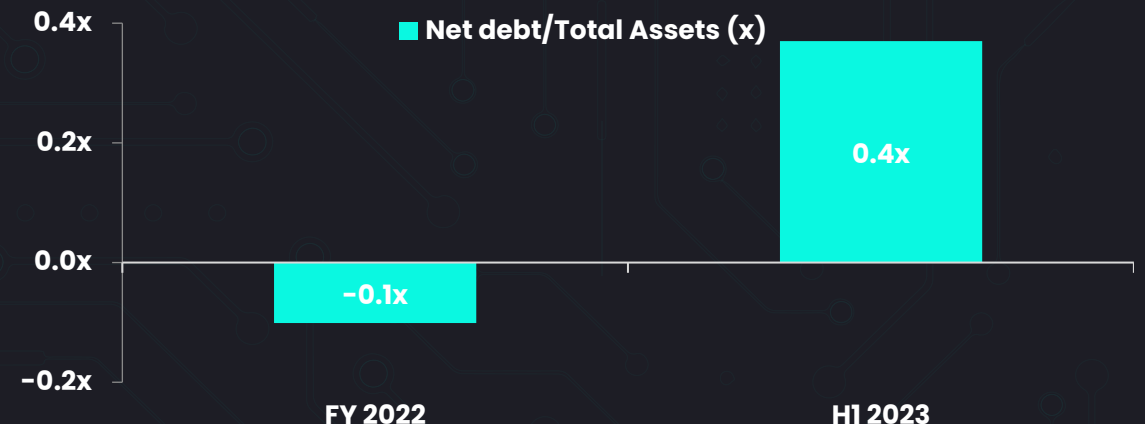
Assets (MM. CHF)	FY 2022	H1 2023	Equity and Liabilities (MM. CHF)	FY 2022	H1 2023
Inventories	0.1	0.6	Current Lease	0.1	0.2
Trade and other receivables	0.2	2.1	Trade and other payables	0.9	0.6
Accrued income and prepaid expenses	0.1	0.4	Accrued expenses and deferred income	2.5	1.4
Cash <sup>1</sup>	0.5	0.8	Employee benefit obligations	0.1	0.1
Investment in subsidiaries	2.0	–	Borrowings	0.0	6.8
PP&E	0.3	0.8	Non-current Lease	0.2	0.2
Right-of-use assets	0.3	0.4	Shareholder Equity <sup>2</sup>	0.1	6.5
Goodwill & other assets	0.3	11.0	Non-controlling interests	–	0.3
<b>Total Assets</b>	<b>3.9</b>	<b>16.1</b>	<b>Total Equity and Liabilities</b>	<b>3.9</b>	<b>16.1</b>

## Comments:

The Balance Sheet has been *fully capitalized* in FY2023 through cash capital increases:

- Strong liquidity:** Around CHF 0.8MM cash remains in beaconsmind Group at the end of H1 2023.
- Equity** now increases to around CHF 6.8MM in H1 2023. CHF 5.7MM equity was raised in H1 2023 with further equity raised of total CHF 10.6MM 2023YTD.

## Net debt/Total Assets (x):



# Our Respected Clients Top Priority, Every Day.



We turn business relationships into partnerships with technological and service excellence.





roberto cavalli



Bilka



hidubai



SPORTFIVE



salling group

mæmconnect

DEPOT

porta!

AZADEA



tal anx.





# Client Success Story Adidas.

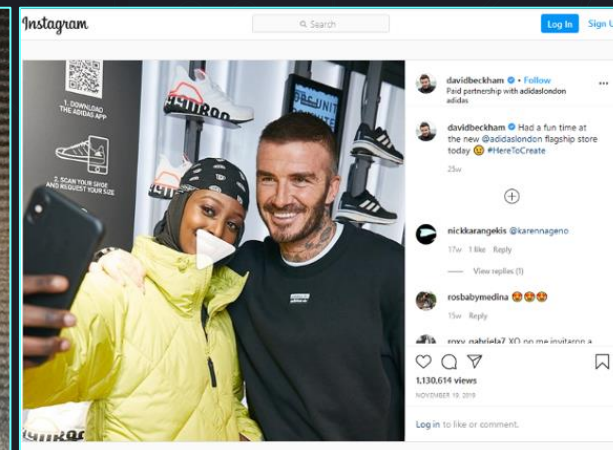
Adidas bring-it-to-me rollout.

## ✓ Project

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

## ✓ Benefits & 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





# Client Success Story Lidl.

In-Store Customer WiFi and Analytics.



## Project

Lidl implemented Frederix Hotspots in **7,000+ Supermarkets** to offer seamless and fast WiFi internet access for their Lidl mobile app customers



## Benefits & Results

- Lidl USA: **+50,000 more newsletter subscriptions** in 1 year
- **Highly available customer WiFi connection** to the Lidl App customers
- **Realtime In-Store Analytics**

# beaconsmind<sup>®</sup> Group Leadership Team.

Proofed Across Bluetooth Low Energy Technology and Hotspot Wifi Spectrum



**Jonathan Sauppe** □□

Chairman & CEO

- CEO beaconsmind<sup>®</sup> group
- Founder and previous CEO of several tech companies
- Core beaconsmind<sup>®</sup> Shareholder



**Michael Ambros** □□

Board Member

- In charge of M&A at beaconsmind<sup>®</sup> Group
- Founder & CEO eKomi
- Entrepreneur, Executive
- Online marketing, reputation management, and customer service
- Core beaconsmind<sup>®</sup> Shareholder



**Martin Niederberger** □□

Board Member

- In charge of Audit/Tax/Compliance at beaconsmind Group
- Former CEO Dictaphone Corp.
- Former Leader Corporate Restructuring BDO



**Andreas Wyss** □□

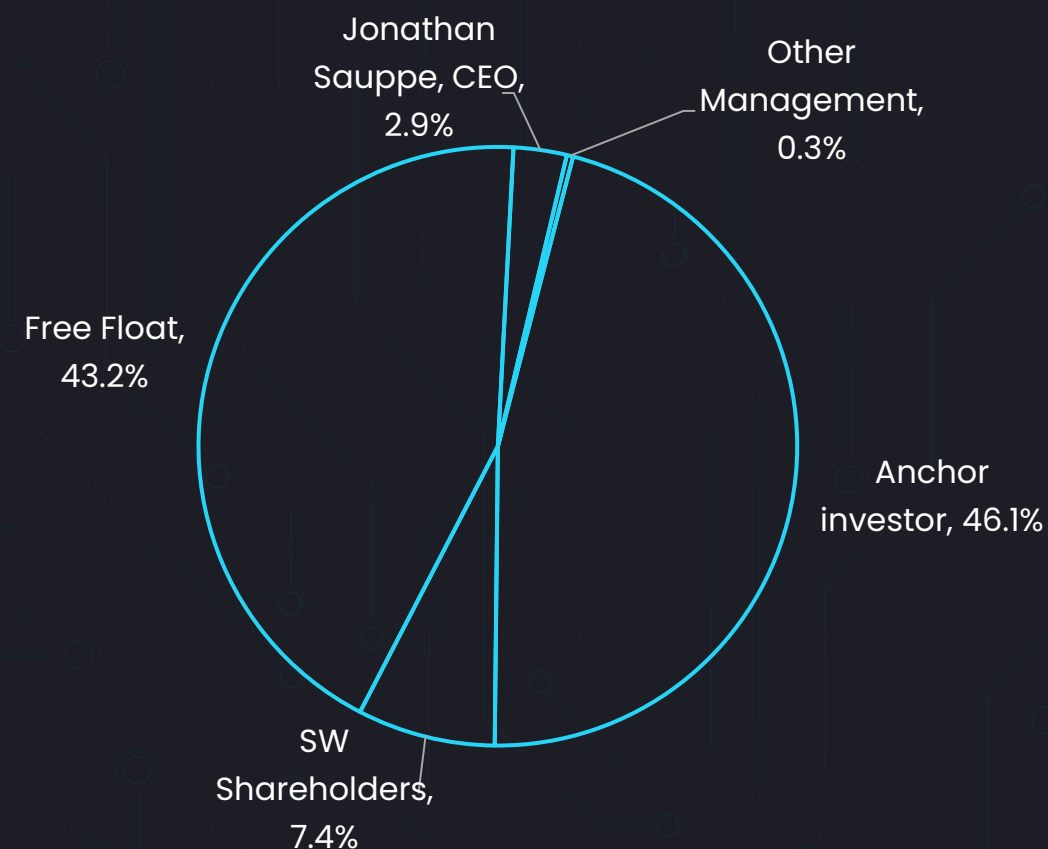
Board Member

- In charge of new acquisition valuation at beaconsmind Group
- Partner & Head of International Clients, Relationships of BDO

# Shareholder Summary.

beaconsmind<sup>®</sup> Stock.

ISIN/WKN/TICKER	CH0451123589 / A2QN5W
Number of Shares	4,699,326
Stock Exchanges	Euronext Paris Stock Exchange Frankfurt Stock Exchange
Market Cap <sup>(1)</sup>	EUR 21,146,967
Analysts	<b>NuWays Hauck &amp; Aufhäuser</b> PT EUR 27 – BUY (25/04/23) <b>First Berlin</b> PT EUR 22 – BUY (28/11/22) <b>Quirin Privatbank</b> PT EUR 20 – BUY (14/06/22)



Notes: (1) Including the recent cash capital increase of 450,000 shares as of 18.Oct and 300,000 shares capital increase in kind as of 24.Oct  
(2) Share price & market cap of Xetra Stock Exchange as close of 23/10/2023 with share price of EUR 4.50

# Thank You.

For Your Attention.



Phone  
+41 44 / 380 73 73



Email  
[press@beaconsmind.com](mailto:press@beaconsmind.com)



Headquarters Address  
beaconsmind AG  
Seestrasse 3  
8712 Stäfa  
Switzerland



*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*

