

beaconsmind[®] group

Innovating Together for Digital Excellence

June 2024

We Do SaaS Analytics & IT-Infrastructure, Great.

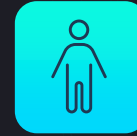
By connecting and engaging mobile-app user at the point-of-sale (PoS) and B2B environment with powerful location-based marketing campaigns, anywhere, anytime - with our Bluetooth and WiFi Hotspot driven technologies.



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



Revenue CAGR growth 21-23 p.a.: 95.1%



12.9+ million CHF turnover



2.5+ million CHF EBITDA



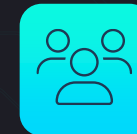
32+ million users per month



41k+ Hotspots worldwide

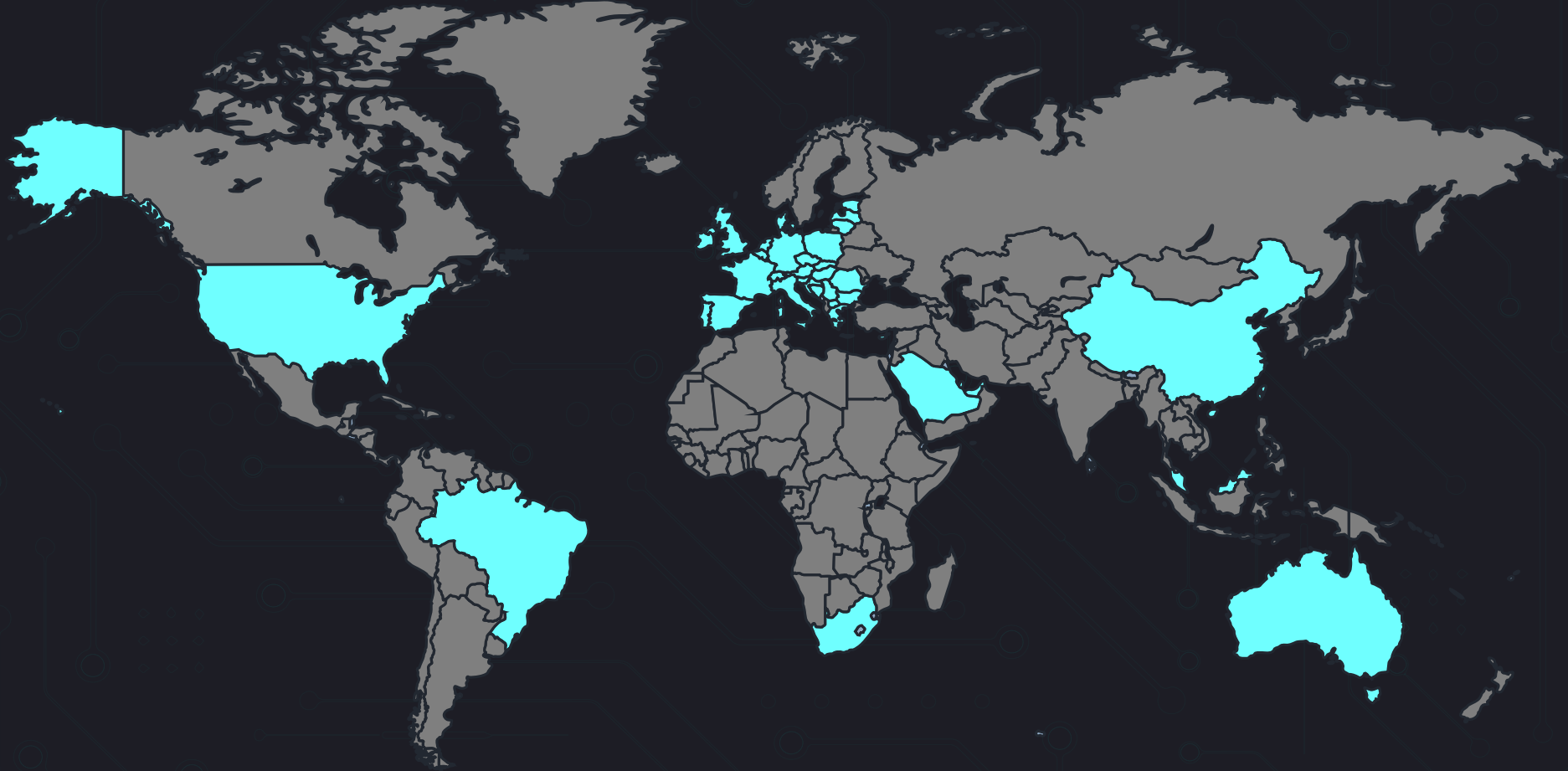


40+ Countries



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 7 Locations And 5 Markets.

For service excellence, anytime,
anywhere.



IT infrastructure and Software as a Service (SaaS)

Two technology branches
in perfect synergy



beaconsmind® Group Segment Key KPIs

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

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

	Infrastructure ^(*)		Software/SaaS ^(*)		Total
Number of Clients	265	+	6,770	=	7,035
Number of Point-of-Sales	11,978	+	19,753	=	31,731
Run-Rate Revenues ⁽¹⁾	~5.7	+	~7.2	=	~12.9
Run-Rate Adj. EBITDA ⁽²⁾	~1.1	+	~1.4	=	~2.5
Synergies	~0.2	+	~0.4	=	~0.6
Gross Margin	~65%	+	~90%	=	~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) Includes adjustments for non-recurring expenses and restructuring costs

History (1/2)



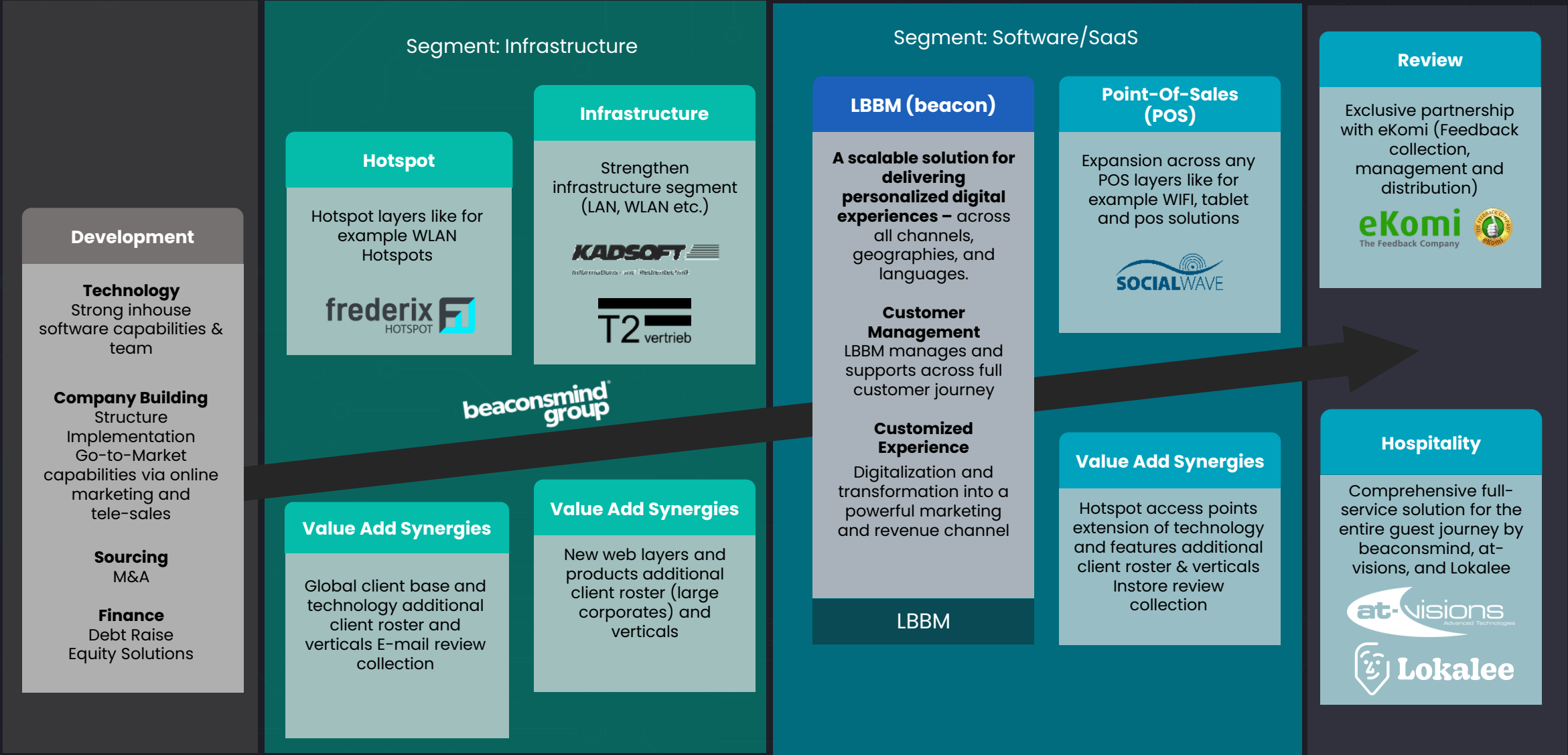
-  IPO/Foundation
-  Acquisition
-  Geographic Expansion

History (2/2)



beaconsmind Group: Extending B2B Across Value Chain

Verticalization Through Establishing B2B Marketplace



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/Guest WiFi

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



Digital signature solution

Specializes in Multitouch and Multiuser technology, developing interactive software and hardware solutions for large touch screens

Seamless 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.

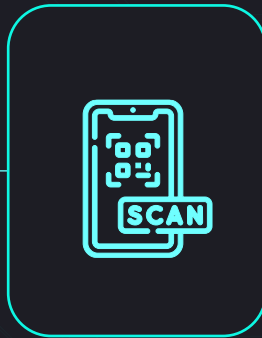
2

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.



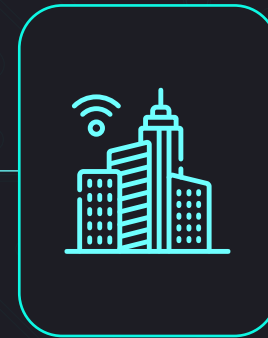
Scan QR code.



Install app.



Get benefits.



Automatically connected with the city WiFi.



Know your Customer and stay in touch.



Know your Guest and stay in touch.



Infrastructure

Pricing flowchart



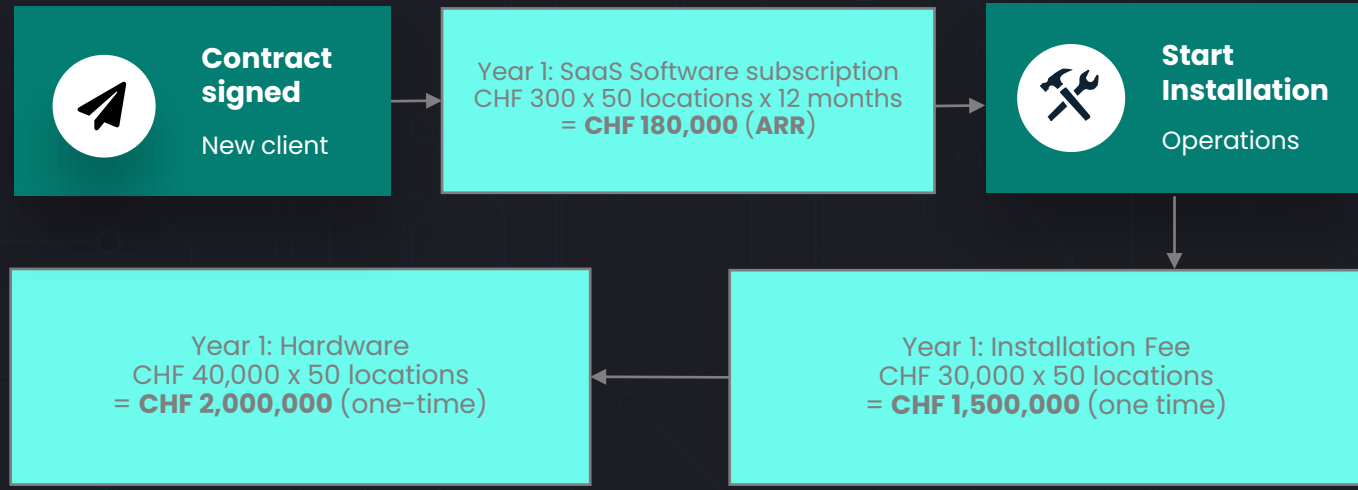
Clients Facts Example (Healthcare)

# 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



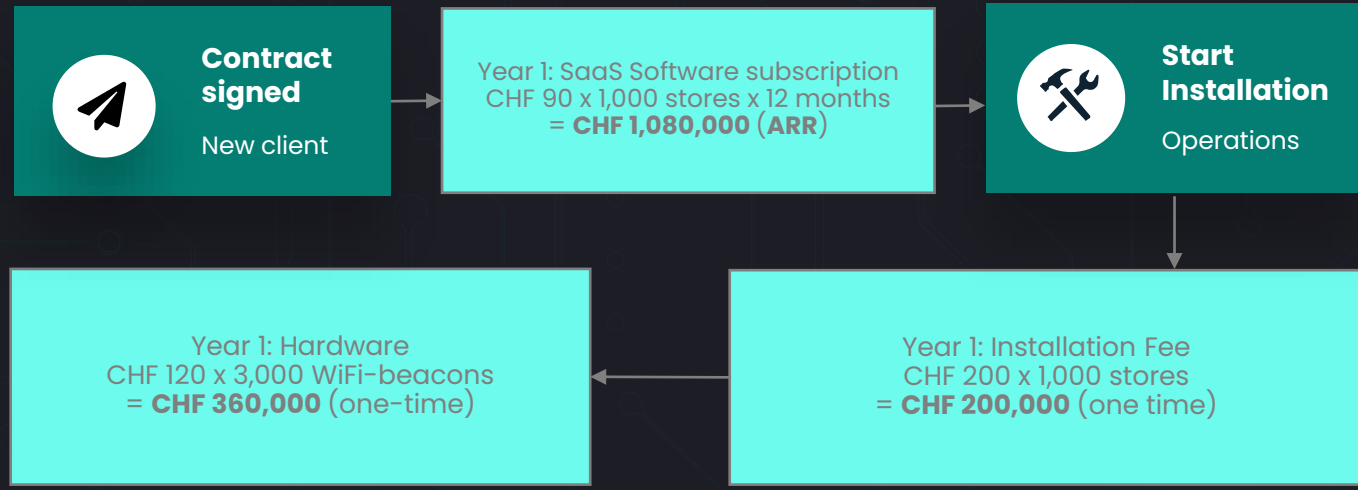
Revenue Calculation – Year 1

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

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



<p>I</p> <p>beaconsmind Group: Organic Growth</p> <ul style="list-style-type: none"> • 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) 	<p>II</p> <p>Vertical Expansion/ Acquisitions</p> <ul style="list-style-type: none"> • Vertical expansion via across multiple layers: <ul style="list-style-type: none"> • POS Expansion • Hotspot Expansion • Infrastructure Expansion • DXP • Further extensions possible in the universe of the beaconsmind Group 	<p>III</p> <p>Internationalisation</p> <ul style="list-style-type: none"> • 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 and Spain 	<p>IV</p> <p>Up- and Cross-Sell/ New Products</p> <ul style="list-style-type: none"> • Cross-selling and up-selling of newly acquired products across the review database • Accelerate growth on existing customer base by leveraging existing customer relationships
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Organic Growth



Client Success Story Lidl.

In-Store Customer WiFi and Analytics.



Project

Lidl implemented beaconsmind Hotspots in **10,000+ Supermarkets** to offer seamless and fast WiFi internet access for their Lidl mobile app customers



Benefits & Results

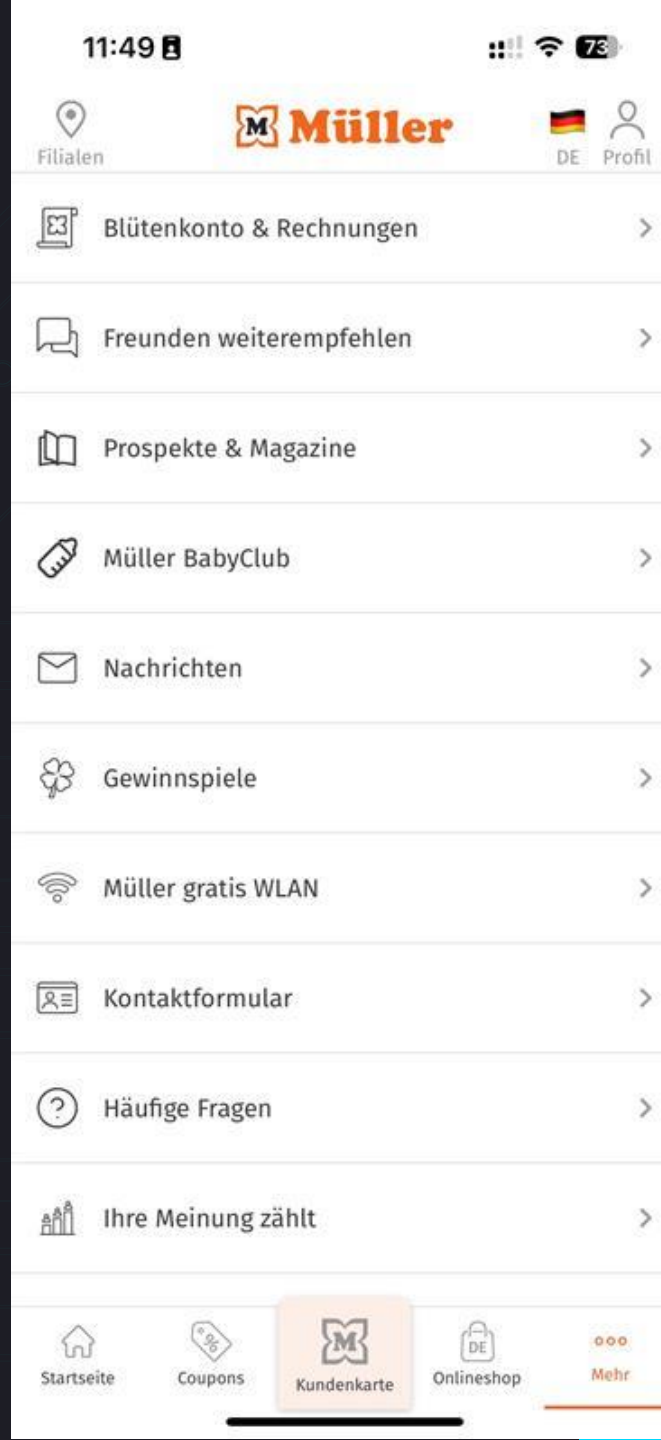
- Lidl USA: **+50,000 more newsletter subscriptions** in 1 year
- **Highly available customer WiFi connection** to the Lidl App customers
- **Realtime In-Store Analytics**

Organic Growth



Client Success Story Müller.

In-Store Customer WiFi and Analytics.



✓ Project

Müller implemented beaconsmind CloudWiFi solutions in 770+ Supermarkets to offer seamless and fast WiFi internet access for their Müller mobile app customers in the DACH region and Spain

✓ Benefits & Results

- Highly available customer WiFi connection to the Müller App customers
- Unified state-of-the-art software solution that allows centralized management and monitoring of customer Wi-Fi across all locations
- Realtime In-Store Analytics

✓ Project Revenue

- Around EUR 130,000 with additional rollouts in Hungary, Croatia and Slovenia planned

 Organic Growth



Client Success Story ECE Group

Major Shopping center operator



Project

ECE Group implemented beaconsmind CloudWiFi solutions in **77 shopping centers** to offer seamless and fast WiFi internet access for their customers in Germany



Benefits & Results

- **Highly available customer WiFi connection** to the customers
- **Realtime In-Store Analytics**
- **Improved network infrastructure and quality of WiFi access** for stores and customers



Project Revenue

- **Around EUR 500,000 with additional 200 shopping centers rollouts** worldwide

Client Success Story Semperoper

One of Germany's largest opera houses



✓ Project

beaconsmind Group has **delivered and installed new projection technology** for the stage at the Semperoper Dresden, one of Germany's largest opera houses

✓ Benefits & Results

- **Lamp-free laser projection and a filterless design, ensuring up to 20,000 hours of maintenance-free operation**
- **Minimizes the loss of brightness or color uniformity in the unlikely event of a diode failure**

✓ Project Revenue

- **Around EUR 200,000 with additional potential rollouts in other opera houses**

Vertical Expansion

The Future of Hospitality: A Journey through Innovation and Hospitality

Navigating the evolving landscape of hospitality
- from workforce challenges to rising guest
expectations and online competition.

June Six

beaconsmind
group

at-visions
Advanced Technologies

 **Lokalee**

Innovating Together for Digital Excellence

Vertical Expansion

Hospitality - The Role of Digitalization



Transforming Hospitality:
From Digitalization to Unforgettable
Guest Experiences

- ✓ Comprehensive full-service solution for the entire guest journey by [beaconsmind](#), [at-visions](#), and [Lokalee](#)
- ✓ Resulting in an enhanced guest journey and unforgettable experiences for our guests

Vertical Expansion

JV Lokalee – Hospitality solutions

- 1 A plug and play white label app branded and customized for your hotel.
- 2 Full access to carefully curated content from our local heroes from dining to events, shopping, experiences and attractions.
- 3 Personalized offers, activities and promotions for your guests based on our AI Algorithm .
- 4 A single touch point to communicate all hotel's features and services (digital Guest Directory)
- 5 Curate customized trip plans and itineraries detailed for each day of the customer's stay



Software

- Booking confirmation
- Communication before arrival
- Online check-in
- Registration form
- Payment gateway
- WhiteLabel App
- Customer activation through voucher
- Individual loyalty programs
- Planning & booking of excursions, events, tours, etc.
- Mobile key in mobile app
- Kiosk, key issuance
- Self-upgrade
- Managed WiFi (Saas)
- Whitelabel App
- App user recognition in Wi-Fi
- Operational Wi-Fi networks (FO, restaurant, etc.)
- In app service for
 - Hotel A-Z (General information)
 - Room service menu
 - Remote control
 - Netflix/Amazon streaming
 - POS - Book room service
 - Simplified communication
- Special experience programs for hotel guests during stay
- Discounted access to partner programs
- PMS invoice viewing + Online check-out
- SaaS solution for collecting provider and product reviews
- Automated provision of review requests after checkout
- Ensuring of content reviews / confirmation before publication
- Customer Wi-Fi with advertising opt-in even beyond the duration of Wi-Fi usage
- Tools for automated loyalty programs and other tools for customer activation

Pre Stay



Check In



Stay Phase



End Stay



Infrastructure

- Failsafe 5G Fallback
- Provision of networks (TV/Phone)
- Digital signage and kiosk systems for indoor and outdoor applications
- Conference and projection technology for meeting and conference rooms
- Networking technology
- CCTV, video-based fire detection
- Interactive displays for Lokalee offering
- Interactive overview maps for orientation in large facilities and hotels
- Digital/Interactive Signage
- CCTV, video-based fire detection
- VOIP telephone, SIP Client
- Digital Signage und Kiosk Solutions (indoor und outdoor)
- Infrastructure for MICE (meeting / conferences)
- Netzwerktechnik
- Unified communication solutions

II Acquisitions

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.

2-3 Deals in 2H 2024 Expected

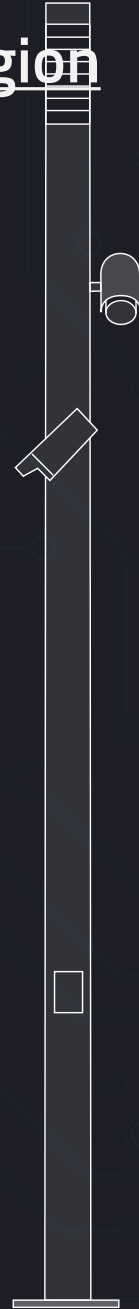
Combined strength to offer integrated Point-of-Sales	<ul style="list-style-type: none"> Integrated product offering with BLE (Bluetooth Low Energy) and Hotspot technology Combined end-to-end offering will increase client retention rate
Revenue synergies	<ul style="list-style-type: none"> Combining sales channels will lead to imminent ramp-up in revenues With low overlap in existing clients significant cross-selling potential for both verticals
Scale Matters	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Same client based or value-add: Retail (“PoS”), Healthcare, public, hospitality
Internationalization	<ul style="list-style-type: none"> Revenue growth in new markets and internationalization Increasing the synergies between sales and marketing teams across beaconsmind Group
Acquisition Criteria	<ul style="list-style-type: none"> 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

International Expansion – MENA Region

Smart lighting pole project

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



✓ Project

Smart lighting for pathways, access roads, and event areas is being searched.

✓ Current Status

- Presentation phase
- Demo pole was installed in the park area and is waiting for the presentation

✓ Expected Project Volume

- Total project revenue of EUR 5.3MM expected, thereof hardware and infrastructure cost would be around EUR 1.3MM.



International Expansion – Spain



✓ Project

- Establishment of the subsidiary Socialwave Spain S.L .
- Expansion in Spain with beaconsmind Group's integrated WiFi marketing product

✓ Spanish Market

- **Dynamic business environment** and high acceptance of **digital marketing solutions**
- **Growing demand for innovative social media strategies**, particularly in the **hospitality and gastronomy sectors**

✓ Expected Project Volume

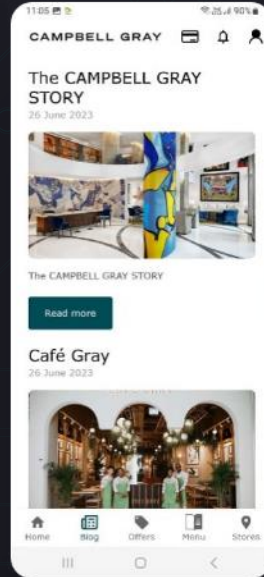
- Annual revenue of EUR 600,000 in Spain expected
- Rollouts of existing customers like Müller

IV Successful Upselling/Cross-selling Existing Clients "CAFE GRAY"

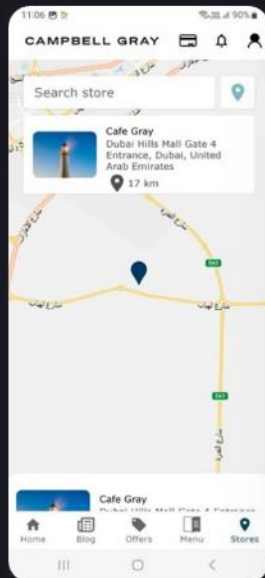
Menu



Blog



Stores



Customer Card



✓ Project

- White-Label app already created
- New integration of solution with the client's **Point of Sale (POS)** system will now be implemented

✓ Benefits & Results

- Enable targeted marketing campaigns, enhancing customer engagement and experience
- With the integrated POS system, the operational efficiency is also significantly improved

✓ Project Revenue

- Currently, **EUR 36K** annual revenue with more upselling potential

IV Successful Upselling/Cross-selling Existing Clients "Vitanas"



Project

- Vitanas now newly implemented CloudWiFi solutions in 15 Vitanas locations with a total around 2,500 nursing care places



Benefits & Results

- Unlimited number of locations and hotspots, create, analyze, and compare usage statistics.



Project Revenue

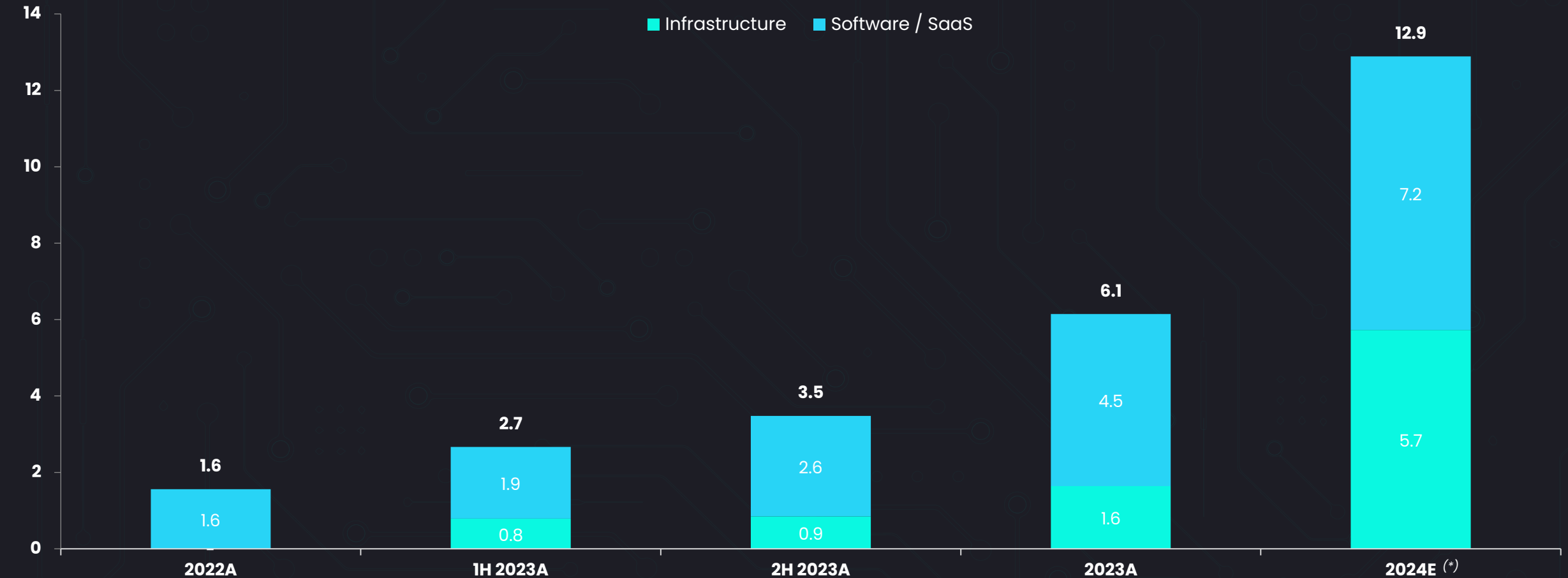
- Around EUR 1.0MM revenue expected with 5 years contracts signed

Revenue development

Segment Breakdown

Revenue of CHF 6.1MM in 2H 2023 and around CHF 12.9MM run rate Revenue in 2024 expected (*)

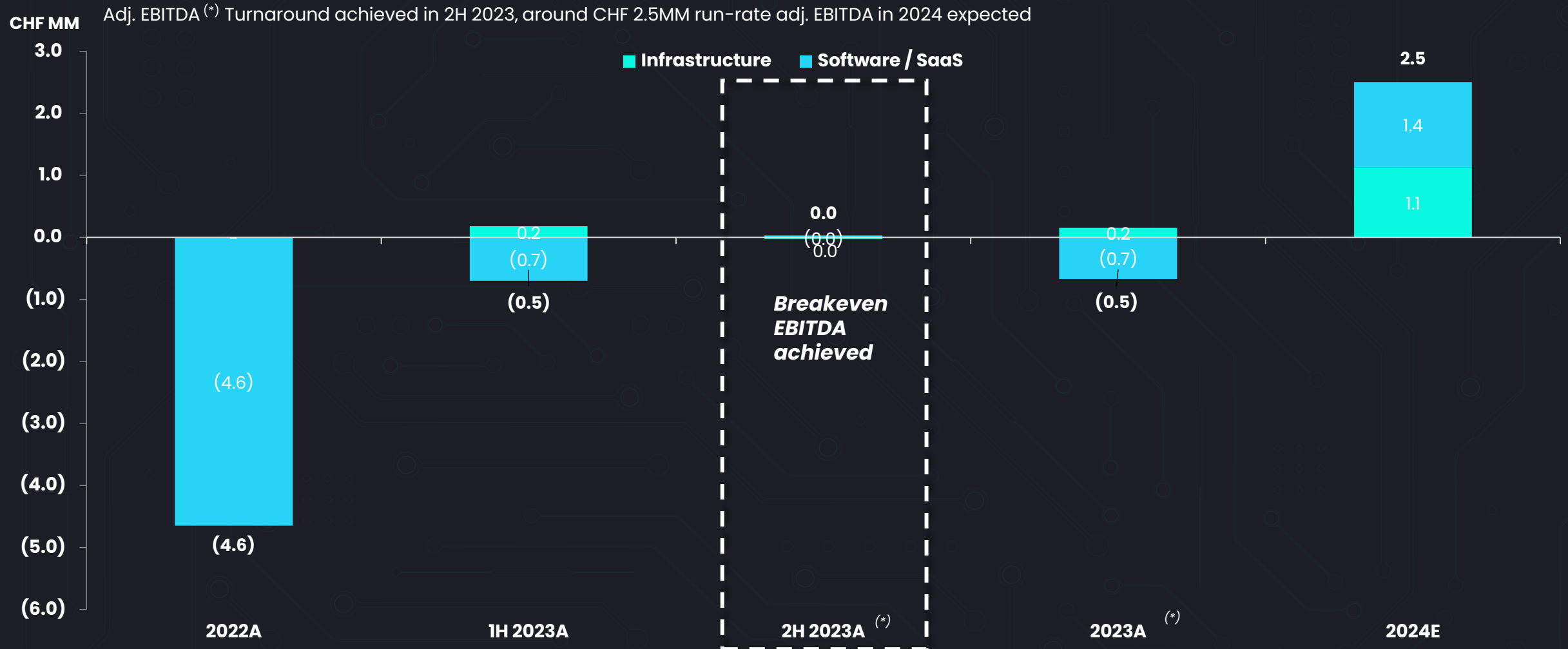
CHF MM



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

Turnaround Achieved in FY 2023

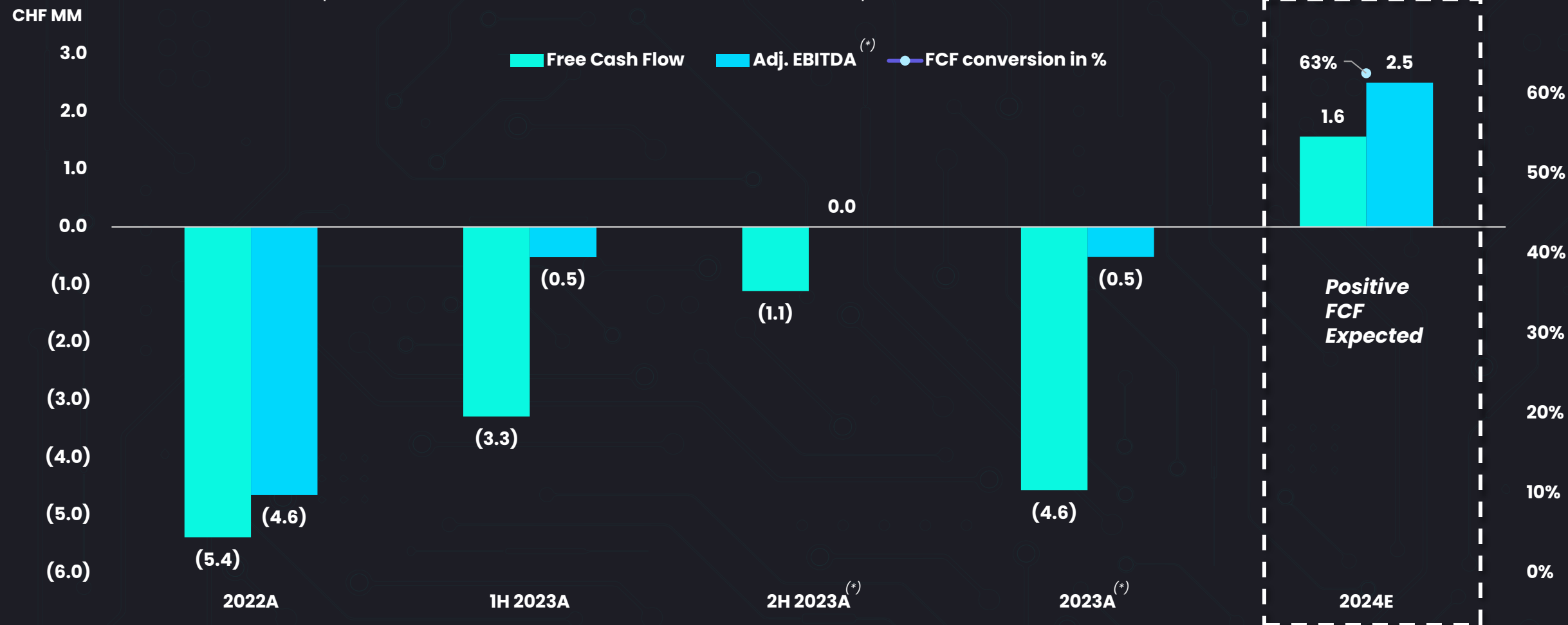
Reiterating CHF 2.5MM Operational EBITDA guidance for 2024



*Includes adjustments for non-recurring expenses and restructuring costs

Free Cash Flow Analysis

Positive FCF in 2024 Expected and around CHF 1.6MM free cash flow in FY2024 expected



*Includes adjustments for non-recurring expenses and restructuring costs

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

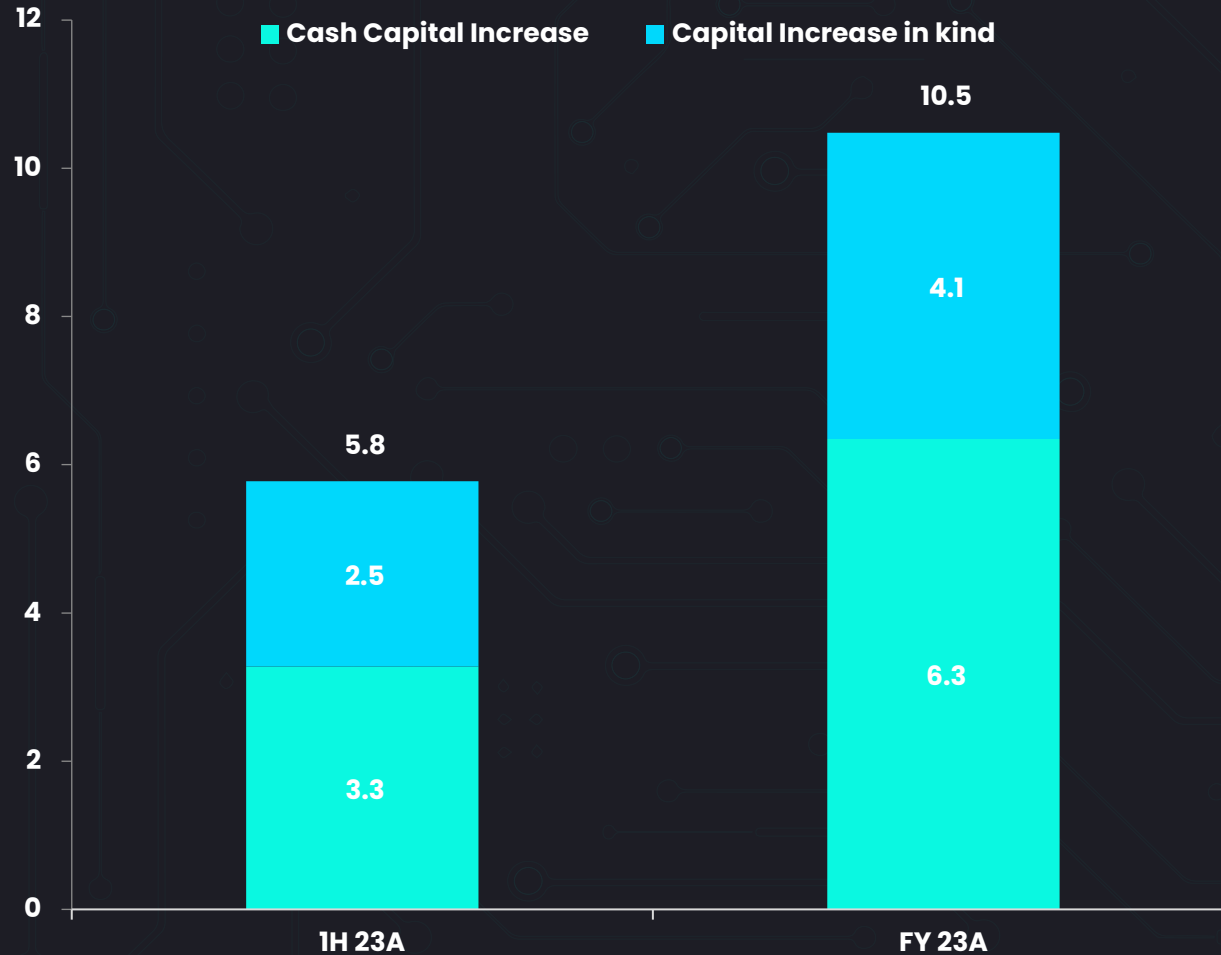


tal anx.



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
Price BM (Xetra) After deal closed	12.0/7.8 ⁽¹⁾	8.1 ⁽²⁾	9.5 ⁽³⁾	6.6 ⁽⁴⁾
Closing date	Nov 22/Jul 23 ⁽¹⁾	Feb 2023	Apr 2023	DEC 2023

beaconsmind Group raised CHF 10.5MM 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)

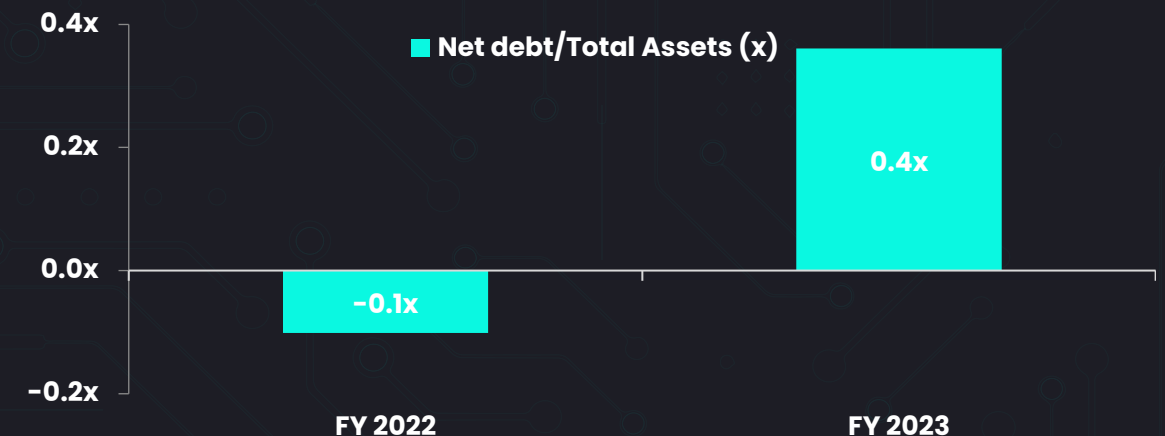
Assets (MM. CHF)	FY 2022	FY 2023	Equity and Liabilities (MM. CHF)	FY 2022	FY 2023
Inventories	0.1	0.8	Current Lease	0.1	0.2
Trade and other receivables	0.2	3.3	Trade and other payables	0.9	1.0
Accrued income and prepaid expenses	0.1	0.0	Accrued expenses and deferred income	2.5	1.6
Cash ¹	0.5	0.8	Employee benefit obligations	0.1	0.1
Investment in subsidiaries	2.0	-	Borrowings	0.0	7.6
PP&E	0.3	1.0	Non-current Lease	0.2	0.1
Right-of-use assets	0.3	0.3	Shareholder Equity ²	0.1	8.8
Goodwill & other assets	0.3	12.4	Non-controlling interests	-	(0.8)
Total Assets	3.9	18.6	Total Equity and Liabilities	3.9	18.6

Comments:

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

- ¹ **Strong liquidity:** Around CHF 0.8MM cash remains in beaconsmind Group at the end of year 2023.
- ² **Equity now increases to around CHF 8.0MM** in H2 2023. CHF 5.8MM equity was raised in H1 2023 with further equity raised of total CHF 10.5MM in 2023.

Net debt/Total Assets (x):



beaconsmind[®] Group Leadership Team.

Proofed Across Bluetooth Low Energy Technology and Hotspot Wifi Spectrum



Jonathan Sauppe □□
Chairman & CEO

- CEO beaconsmind[®] group
- Founder and previous CEO of several tech companies
- Core beaconsmind[®] Shareholder



Michael Ambros □□
Board Member

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



Martin Niederberger □□
Board Member

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



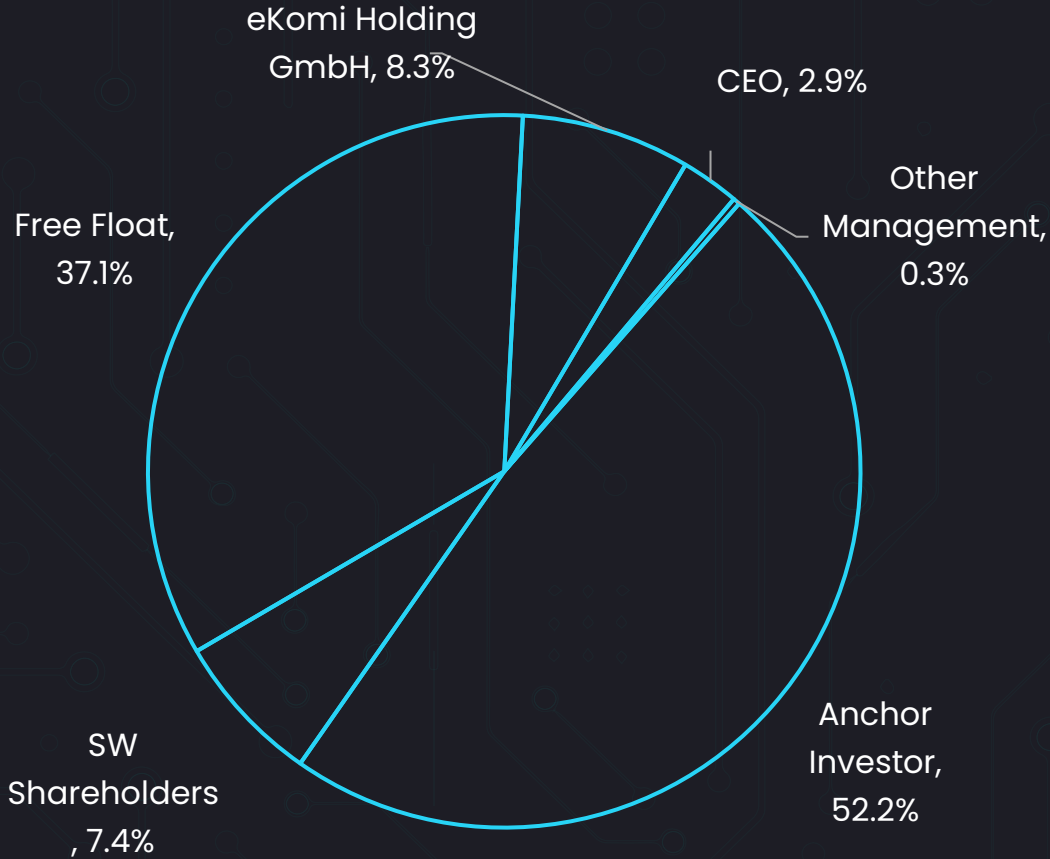
Andreas Wyss □□
Board Member

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

Shareholder Summary.

beaconsmind[®] Stock.

ISIN/WKN/TICKER	CH0451123589 / A2QN5W
Number of Shares	4,699,326
Stock Exchanges	Frankfurt Stock Exchange
Market Cap ⁽¹⁾	EUR 17,763,452
Analysts	<p>NuWays Hauck & Aufhäuser PT EUR 15 – BUY (28/02/24)</p> <p>First Berlin PT EUR 14 – BUY (04/04/24)</p>



Notes: (1) Share price & market cap of Xetra Stock Exchange as close of 27/06/2024 with share price of EUR 3.78

beaconsmind[®] group

Thank You.

For Your Attention.



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