

# beaconsmind<sup>®</sup> group

Innovating Together for Digital Excellence

September 2024

## **We do SaaS Analytics & IT-Infrastructure great ...**

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



# We are the experts for ...

... digitization, Location Based Marketing, Infrastructure and Wi-Fi-Services for SaaS clients. With smart and fully cloud-based technologies, we create real added value for you and your customers.

## Key facts:



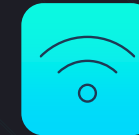
**70+**  
Employees



**32+ MM**  
users per month



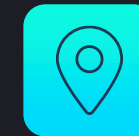
**255%**  
Revenue CAGR 22-24E



**41K+**  
Hotspots worldwide



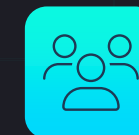
**CHF 12.9 MM**  
Revenue<sup>(1)</sup>



**40+**  
Countries



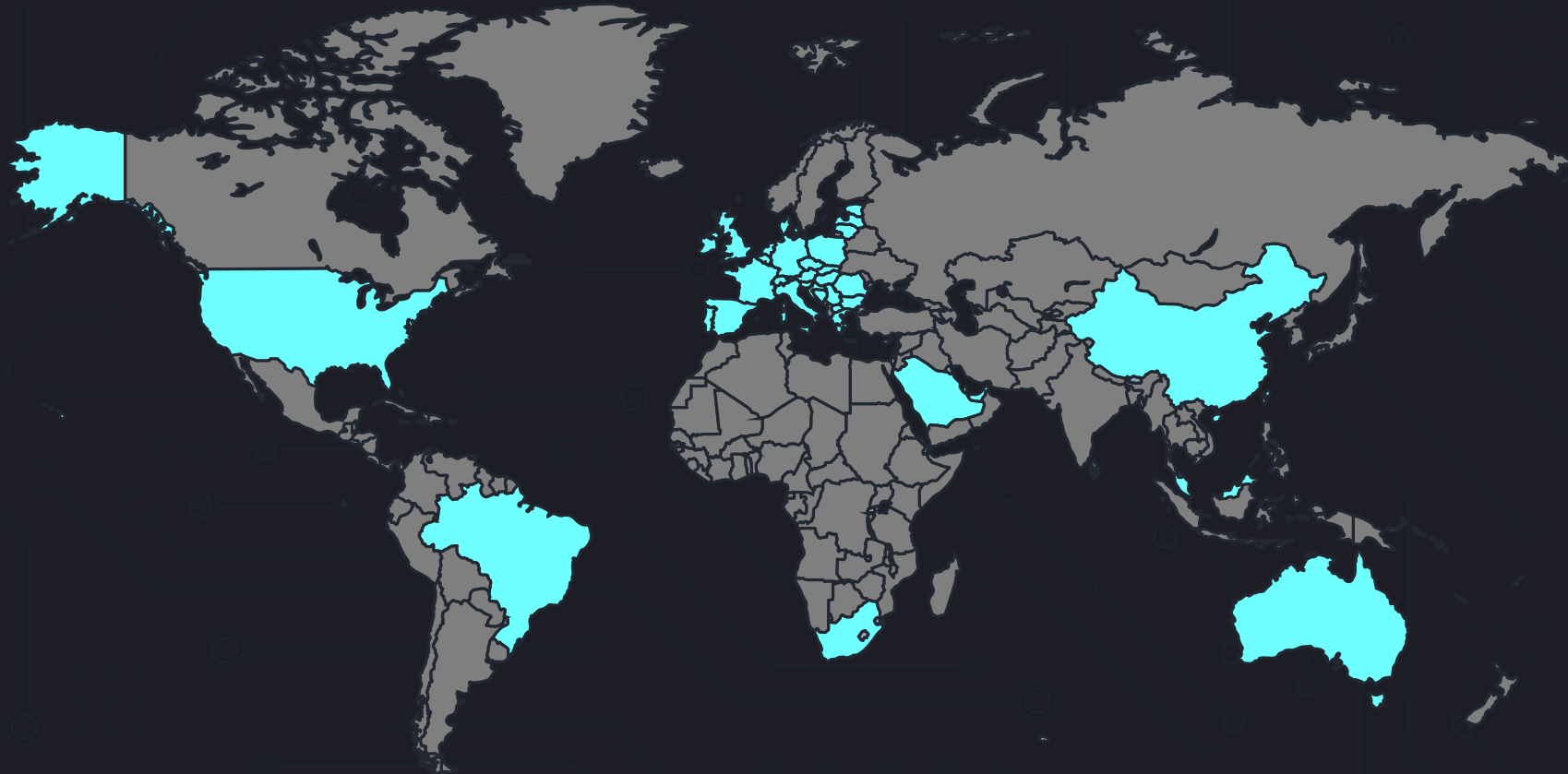
**CHF 2.5 MM**  
EBITDA<sup>(1)</sup>



**280k+**  
Concurrent users

Note(s): (1) Representing run-rate numbers FY2024E (fully captured run-rate financials)

# beaconsmind group: Strong global footprint



**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 top-of-class service excellence, anytime, anywhere



# IT infrastructure and Software as a Service (SaaS): Two technology branches in perfect synergy



**KADSOFT**   
Informations- und Medientechnik

**T2**   
vertrieb

**frederix**   
HOTSPOT

**beaconsmind**<sup>®</sup>

  
**SOCIALWAVE**



# beaconsmind® Group: Segment's key KPIs


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

	Infrastructure <sup>(1)</sup>		Software/SaaS <sup>(1)</sup>		Total
<b>Number of Clients</b>	265	+	6,770	=	<b>7,035</b>
<b>Number of Point-of-Sales</b>	11,978	+	19,753	=	<b>31,731</b>
<b>Run-Rate Revenues<sup>(1)</sup></b>	~5.7	+	~7.2	=	<b>~12.9</b>
<b>EBITDA <sup>(2)</sup></b>	~1.1	+	~1.4	=	<b>~2.5</b>
<b>Synergies (Realized)</b>	~0.2	+	~0.4	=	<b>~0.6</b>
<b>Gross Margin</b>	~65%	+	~90%	=	<b>~80%</b>

Note(s): (1) Infrastructure segment includes T2, KADSOFT and half FREDERIX ; Software/SaaS segment includes beaconsmind AG, Socialwave and half FREDERIX; (2) Guided FY 2024 EBITDA; (3) Includes adjustments for non-recurring expenses and restructuring costs

# Group history (1/2)




2015 --- ○ ---   --- **Foundation**  
Headquarters Wollerau, Schwyz

2021 --- ○ ---  --- **Middle East Expansion**  
Regional office & entity GCC Dubai

2021/2022 --- ○ ---   --- **Going Public**  
Euronext & Frankfurt Stock Exchange

JUL 2022 --- ○ ---  --- **APAC**  
Regional office & entity APAC Shanghai




NOV 2022 --- ○ ---  --- **Extension into Hotspot via FREDERIX Acquisition**  
Headquarter Frederix Hanover, Germany

-  IPO/Foundation
-  Acquisition
-  Geographic Expansion



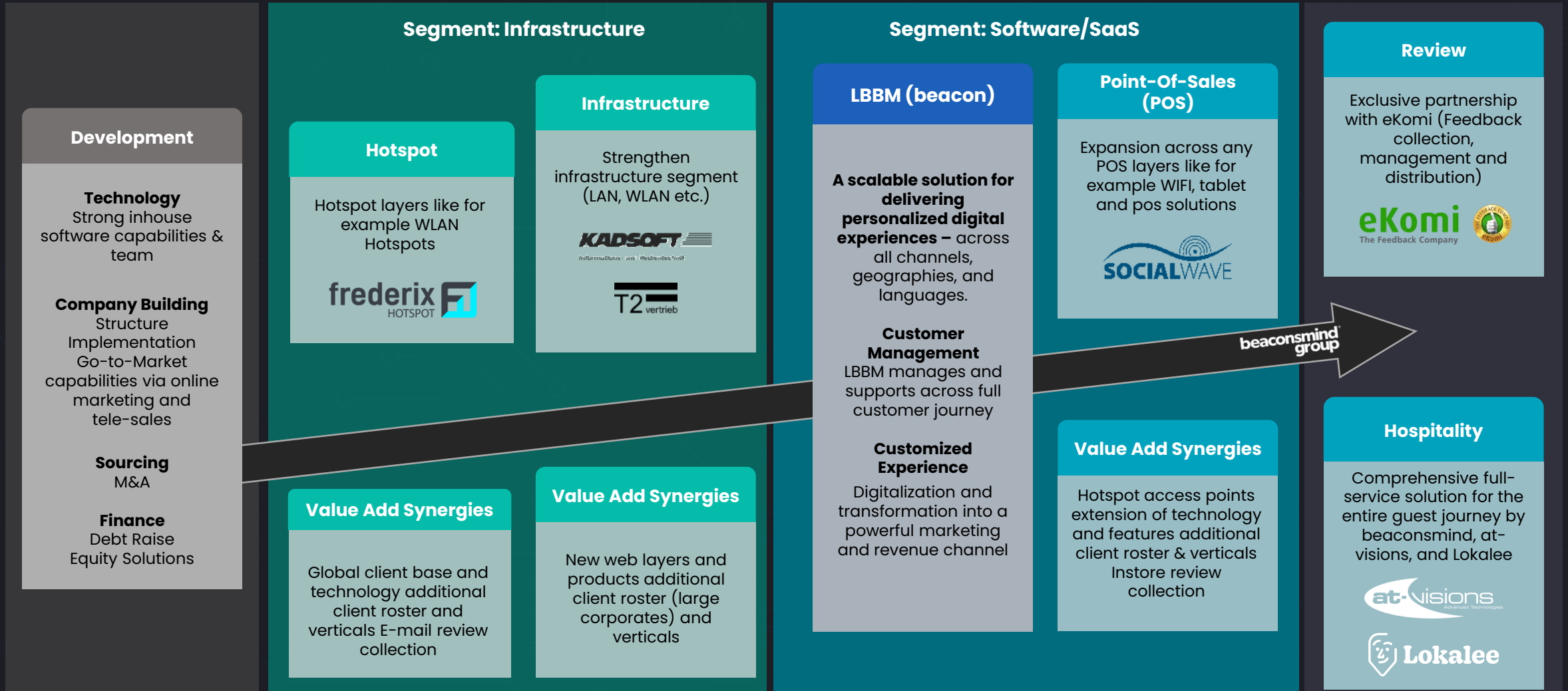
# Group history (2/2)



-  IPO/Foundation
-  Acquisition
-  Geographic Expansion

# beaconsmind Group: Extending B2B Across Value Chain

Verticalization via establishment of a 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

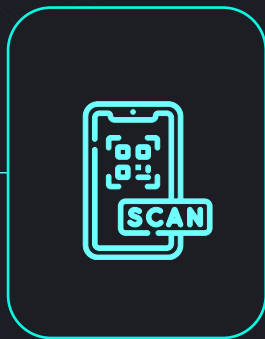
**1** A public WiFi throughout the city grants a seamless internet connection everywhere. WiFi analytics and personalized Location Based Marketing subsidize the WiFi network.

**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



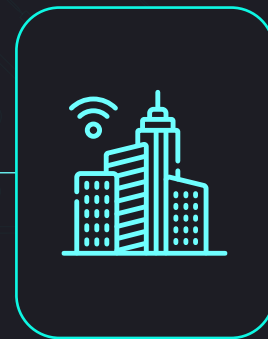
Scan QR code



Install app



Get benefits



Automatically connected with the city WiFi



Know your customer and stay in touch

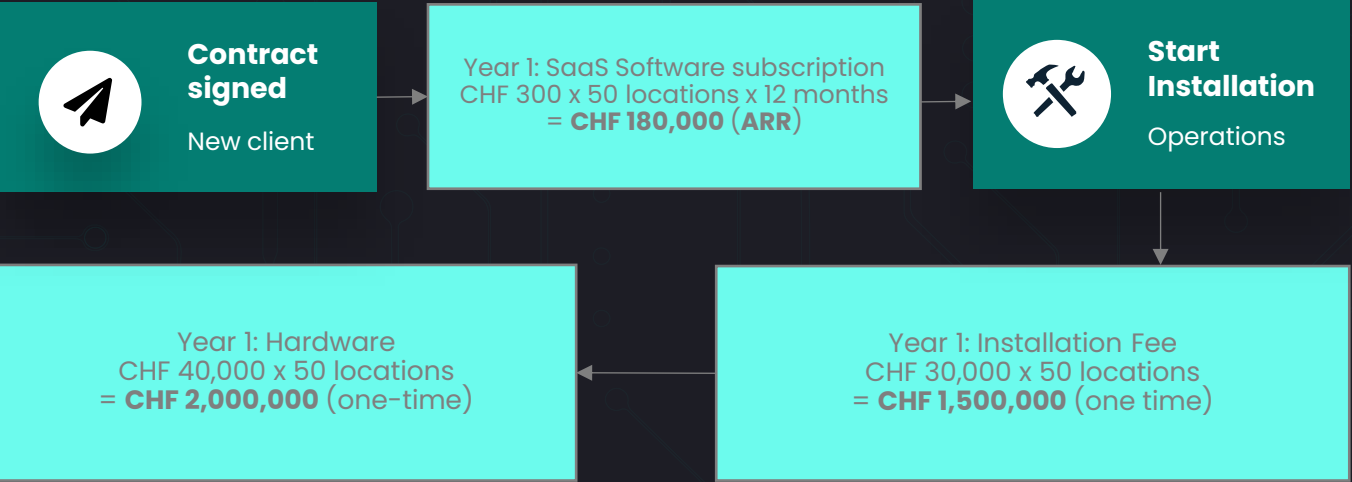


Know your guest and stay in touch



# 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

### 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)



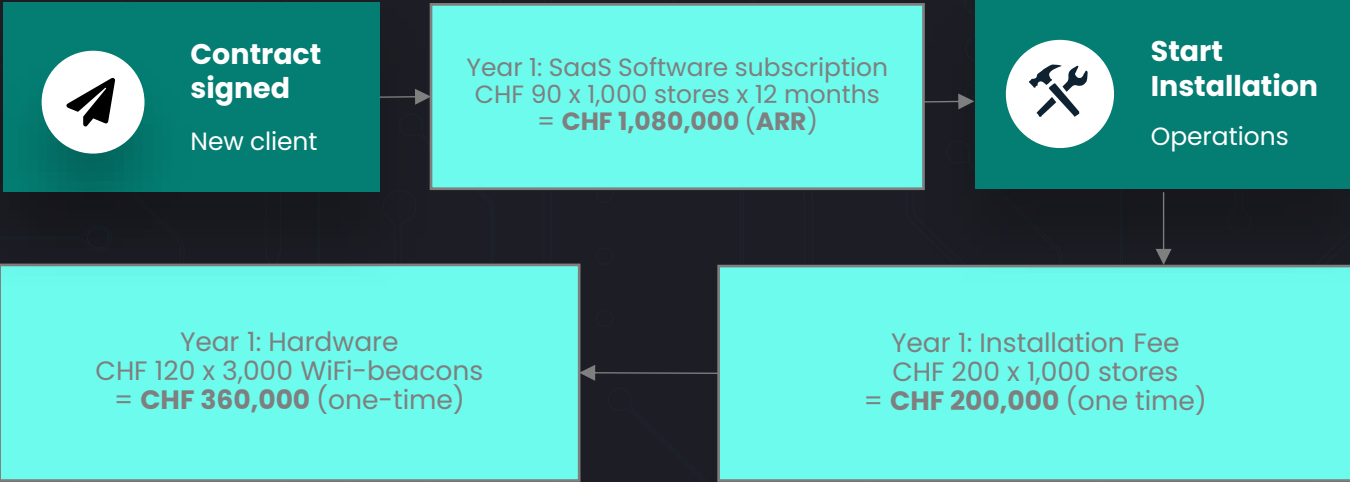
### Annual Recurring Revenues (ARR)

✓ 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



# 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

# Our respected clients – our 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.





# beaconsmind Group Exponential Growth via multiple layers: organic, internationalisation and new vertical expansion

## Layers of growth



**I 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**)

**II 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**

**III 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 and Spain

**IV 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

# 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

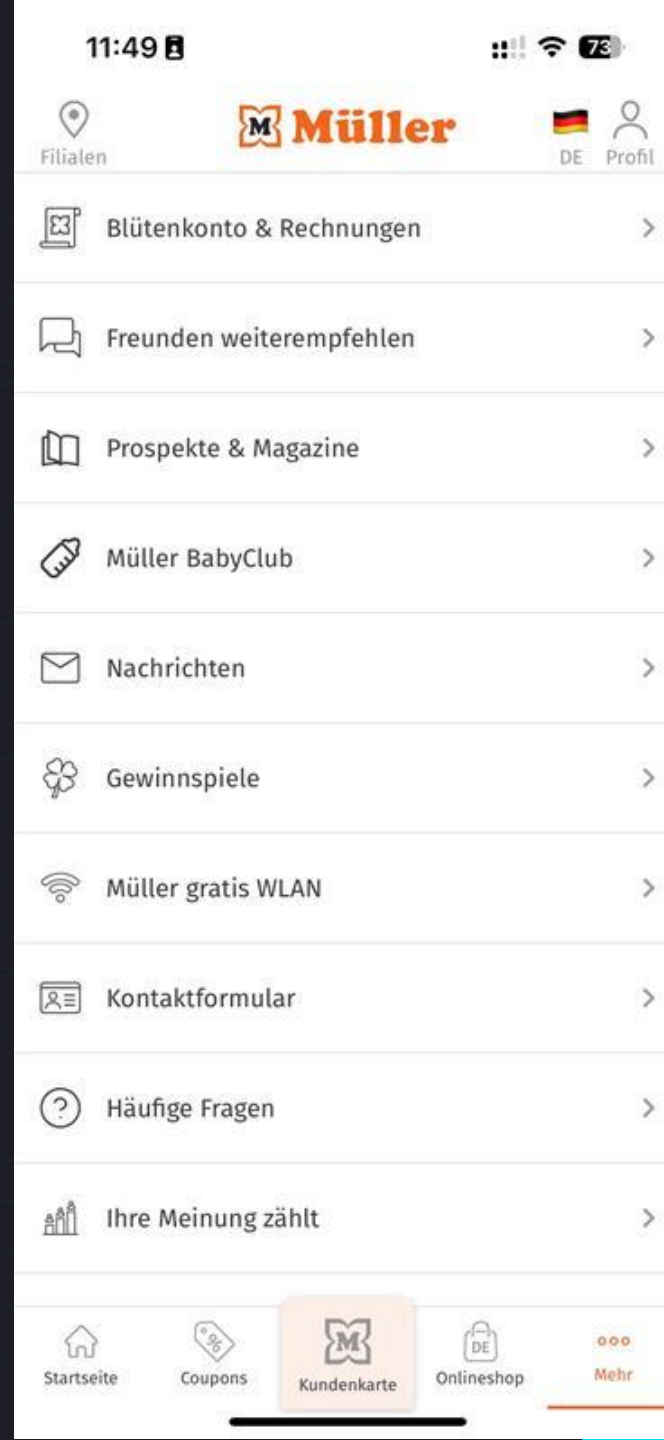
- Lidl USA: **+50,000 more newsletter subscriptions** in 1 year
- **Highly available customer WiFi connection** to the Lidl App customers
- **Realtime In-Store Analytics**

# 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

**1 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

## Organic Growth



# 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**

## Organic Growth



# Client Success Story Renafan

Large German elderly care provider with  
5000 FTEs & 9000 customers



### Project

beaconsmind Group has **implemented Wifi infrastructure** for internal services and residents for Renafan GmbH

### Benefits & Results

- Renafan required **Wifi infrastructure** at their locations in Berlin Tegel and Ludwigspark for **internal services** such as telemedicine and to provide residents with wireless internet access.

### Project Revenue

- Around **EUR 100,000** with additional potential rollouts at other locations

 Organic Growth



Client  
SuccessStory  
SZ Pflegegruppe  
Weserbergland

Operator of nursing and retirement homes



„Hier bin ich Mensch“

Pflege- und Seniorenresidenzen im Weserbergland

Unsere Residenzen



Project

beaconsmind Group has renewed and installed telecommunication and alarm systems for the SZ Pflegegruppe Weserbergland at 4 locations



Benefits & Results

- SZ Pflegegruppe benefits from new telecommunication systems and an improved alarm and security features including the installation of a nurse call system.



Project Revenue

- Project Revenue amounts to EUR 206,400

## 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



# Vertical Expansion – Hospitality solution Chains

## 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 Criteria: 100% Consistency

# 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.

1-2 Deals in 2H 2024 Expected

<p><b>Combined strength to offer integrated Point-of-Sales</b></p>	<ul style="list-style-type: none"> <li>• Integrated product offering with BLE (Bluetooth Low Energy) and Hotspot technology</li> <li>• Combined end-to-end offering will increase client retention rate</li> </ul>
<p><b>Revenue synergies</b></p>	<ul style="list-style-type: none"> <li>• Combining sales channels will lead to imminent ramp-up in revenues</li> <li>• With low overlap in existing clients significant cross-selling potential for both verticals</li> </ul>
<p><b>Scale Matters</b></p>	<ul style="list-style-type: none"> <li>• Offering scalable Point-of-Sales (“PoS”) solutions to large customers</li> <li>• Scale leads to lower fixed costs per client and improved overall ability to develop the product portfolio</li> </ul>
<p><b>Client base is a natural fit</b></p>	<ul style="list-style-type: none"> <li>• Same client based or value-add: Retail (“PoS”), Healthcare, public, hospitality</li> </ul>
<p><b>Internationalization</b></p>	<ul style="list-style-type: none"> <li>• Revenue growth in new markets and internationalization</li> <li>• Increasing the synergies between sales and marketing teams across beaconsmind Group</li> </ul>
<p><b>Acquisition criteria</b></p>	<ul style="list-style-type: none"> <li>• EV/EBITDA: ~5x – 6x pre-Synergies to ensure accretive transactions</li> <li>• Further potential to expand current infrastructure or software/SaaS segment</li> <li>• Add-on value for Digital Experience Platform vision</li> </ul>

## 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.

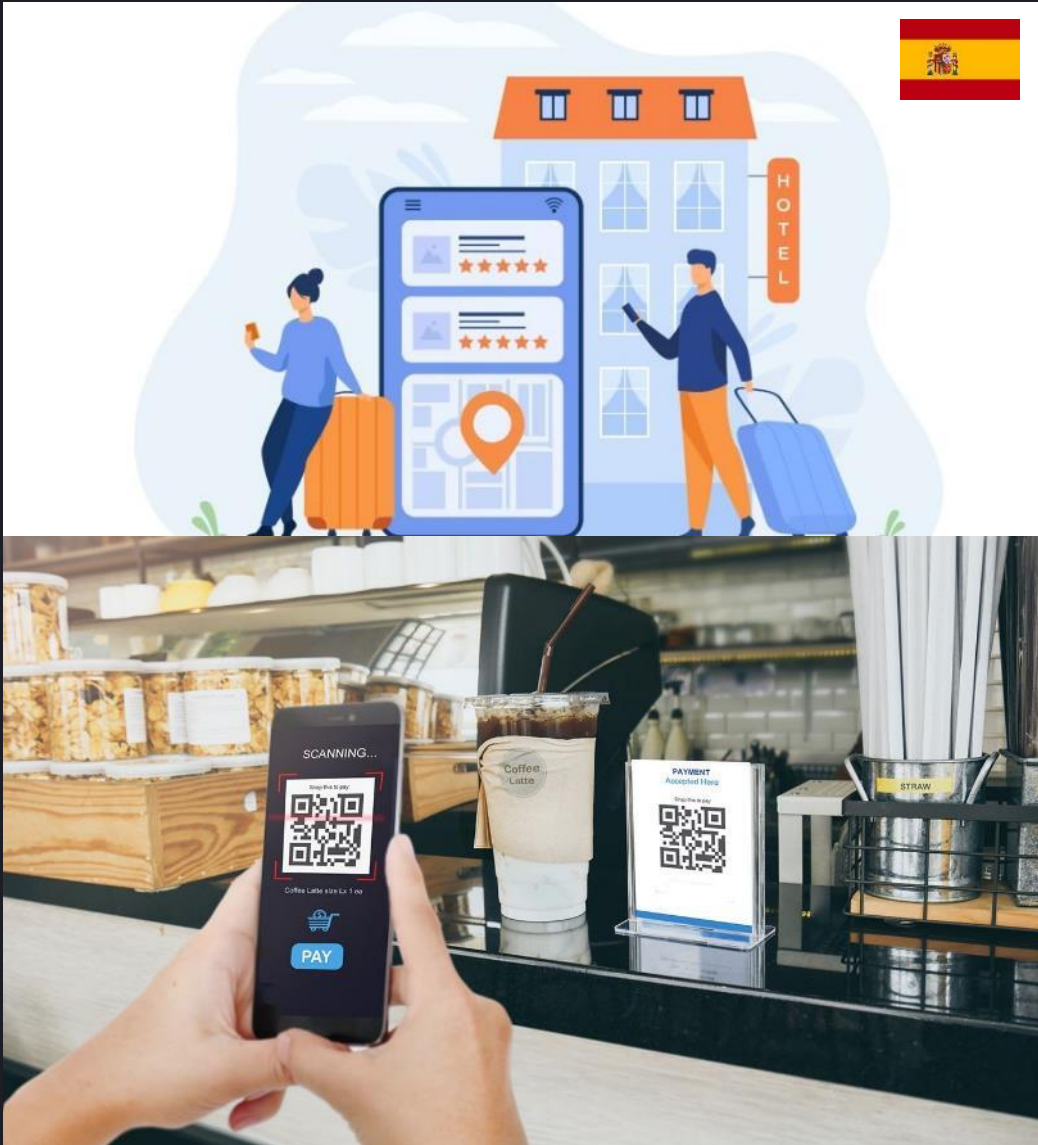
#### ✓ Current Status

- 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

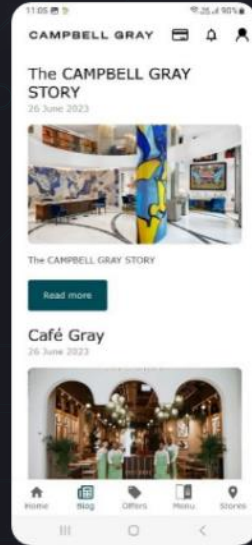
- Annual revenue of EUR 600,000 in Spain expected
- Rollouts of existing customers like Müller

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

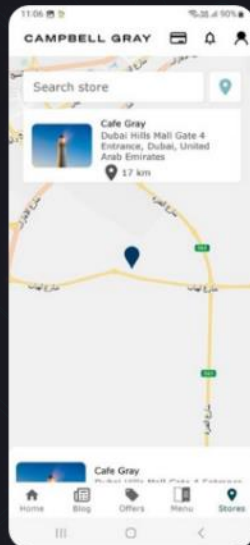
Menu



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.



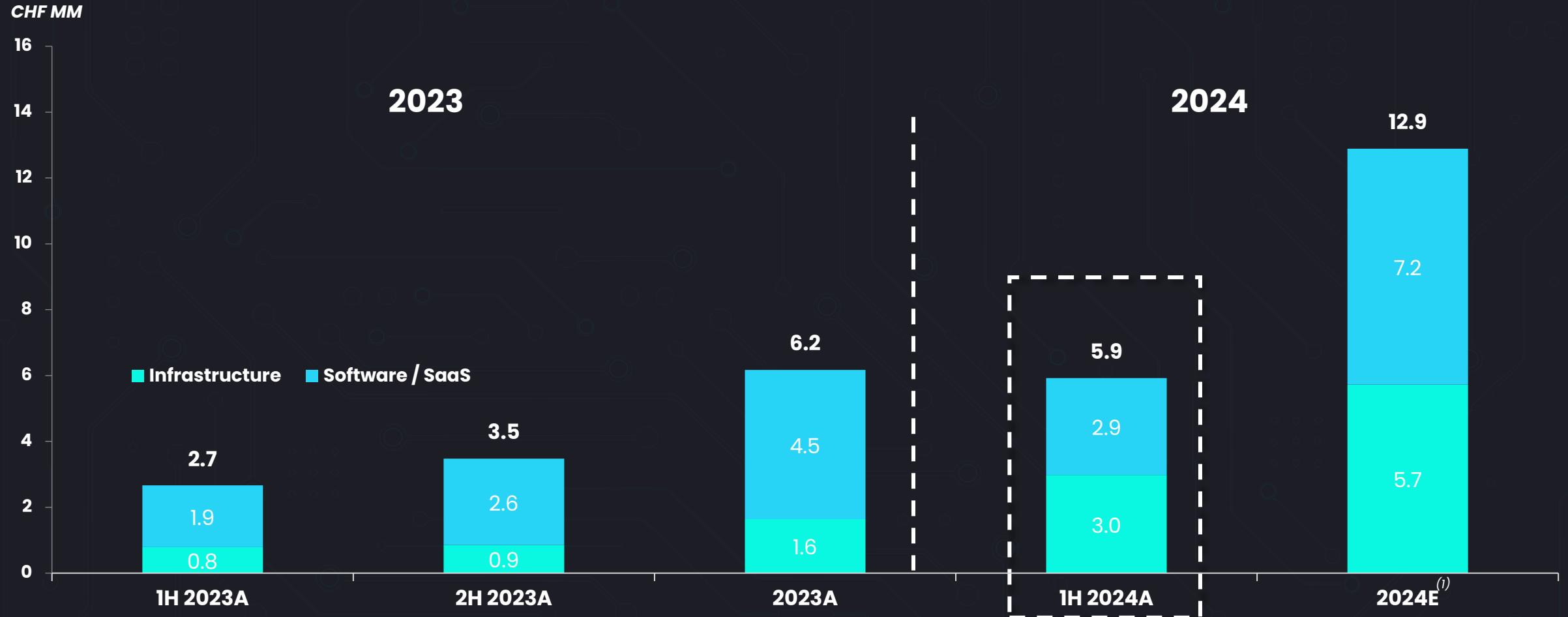
### Project Revenue

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



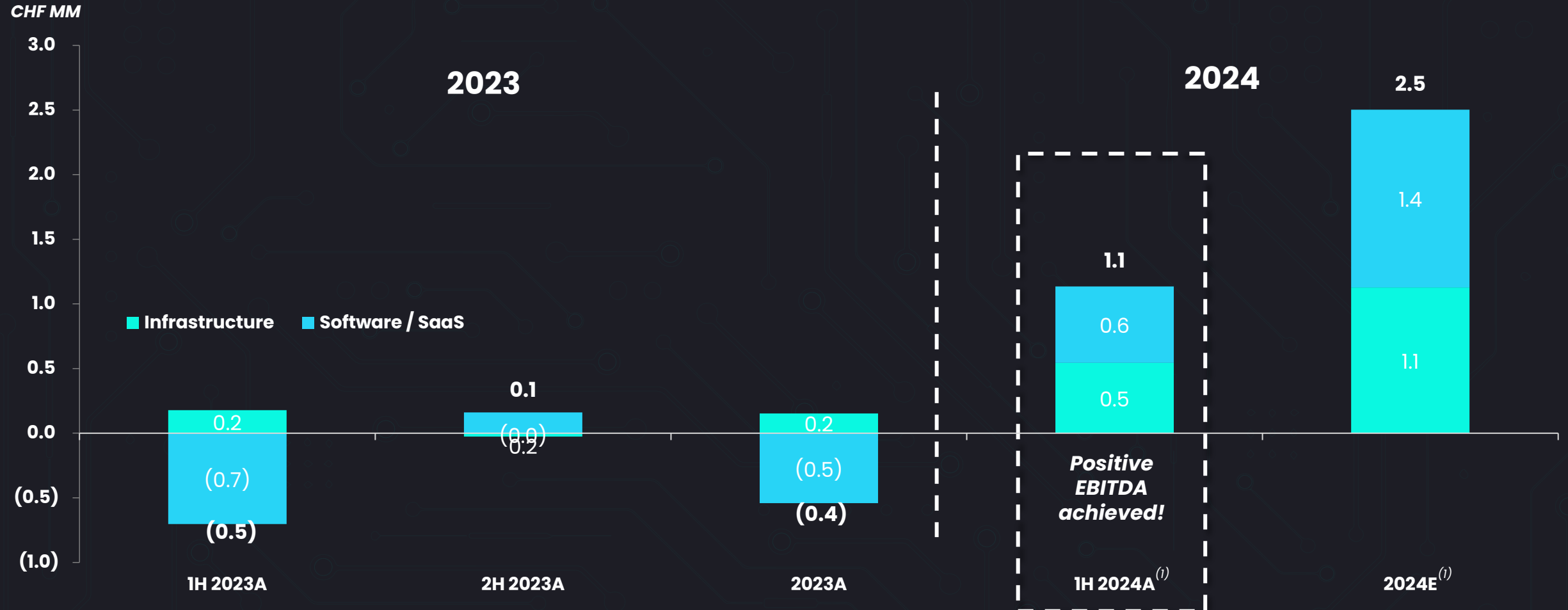
# Strong revenue development in both segments

Revenue of CHF 5.9MM in 1H 2024 achieved <sup>(1)</sup>



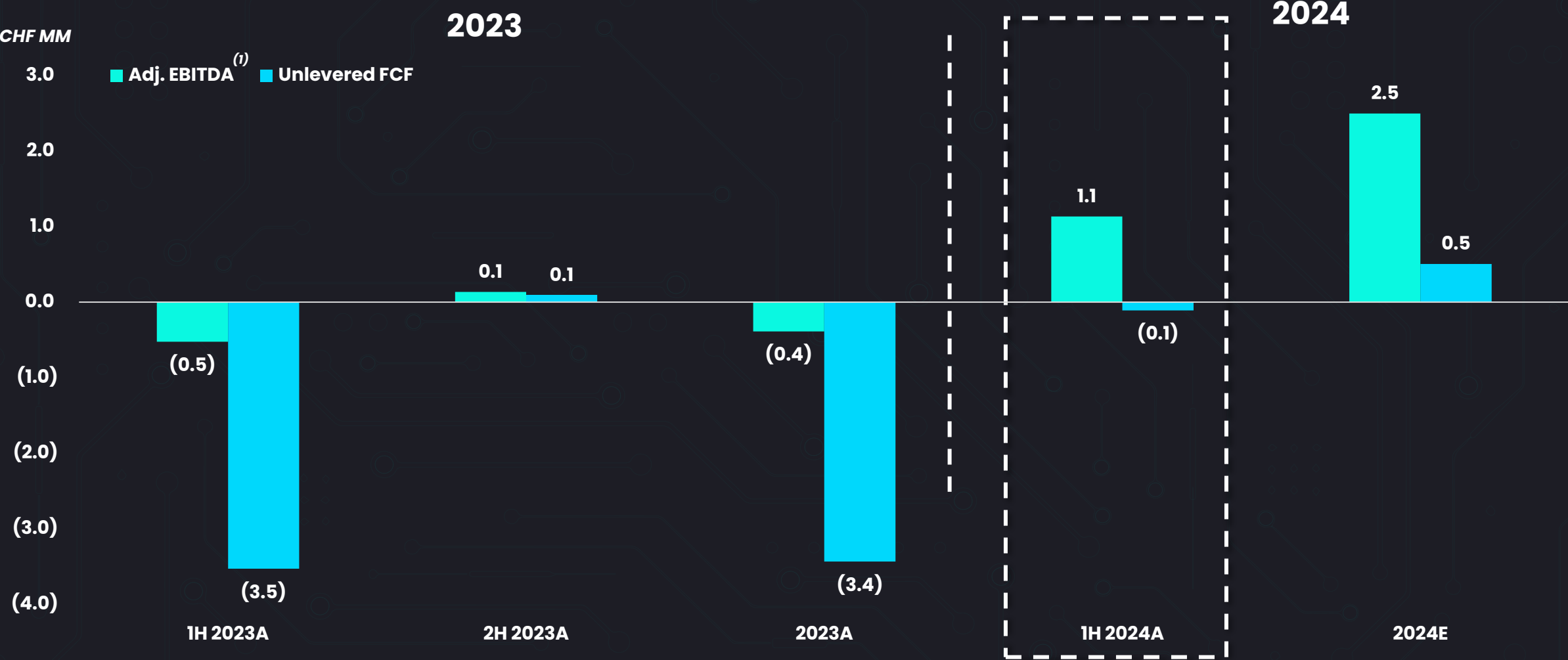
Note(s): <sup>(1)</sup> Based on calendar year (Jan – Dec), representing run-rate numbers on a pro-forma basis (fully captured in FY 2024 financials)

# 1H 2024 CHF 1.1MM EBITDA achieved with expected CHF 2.5 MM EBITDA for FY 2024



Note(s): Operational EBITDA Includes adjustments for non-recurring expenses and restructuring costs

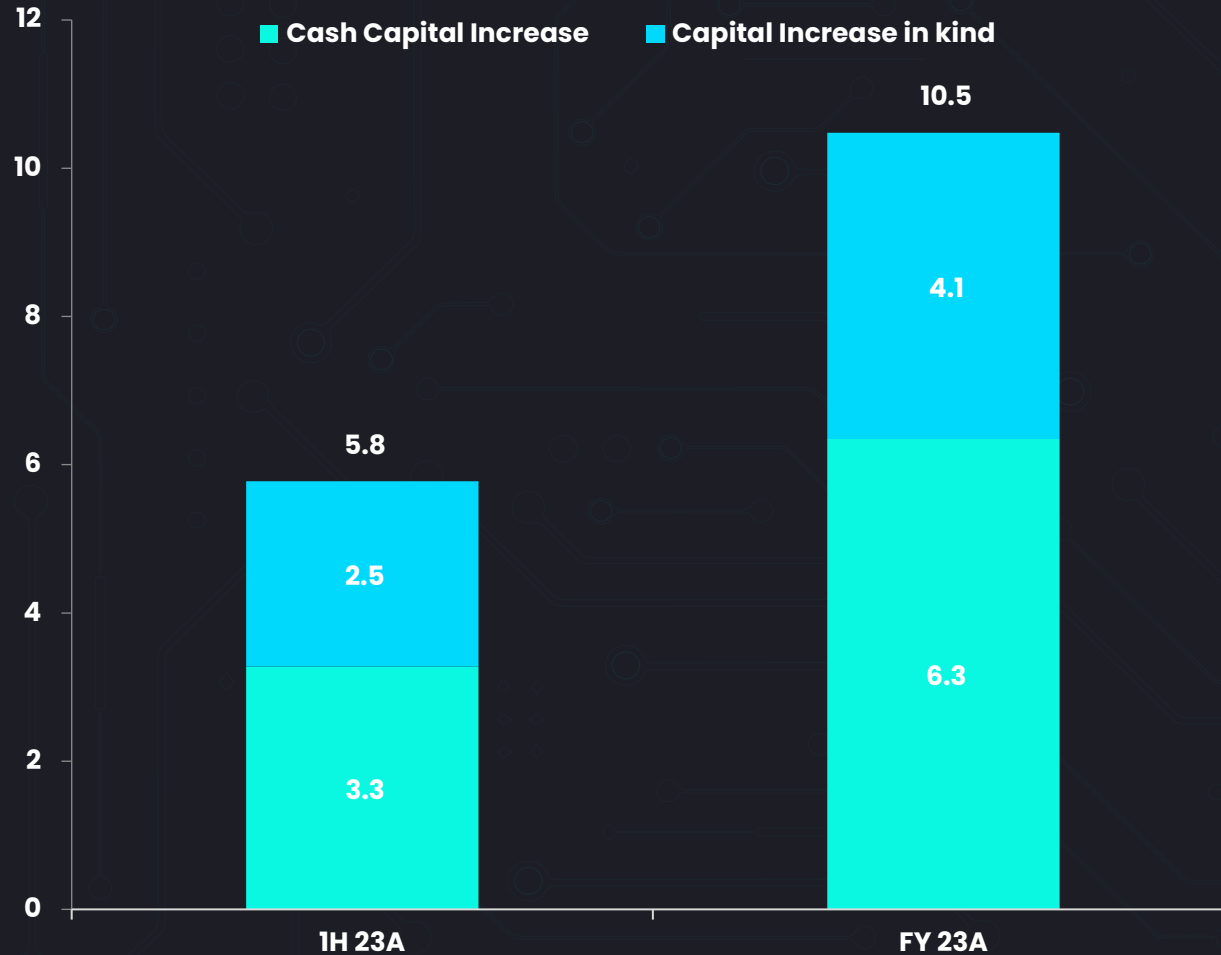
# Free Cash Flow Analysis –Breakeven FCF in 1H 2024 with positive FCF expected 2024ff



Note(s): (1) Includes adjustments for non-recurring expenses and restructuring costs

# Capital structure and Acquisition Summary (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 <sup>(1)</sup>	8.1 <sup>(2)</sup>	9.5 <sup>(3)</sup>	6.6 <sup>(4)</sup>
Closing date	Nov 22/Jul 23 <sup>(1)</sup>	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.

# Balance Sheet

Assets (MM. CHF)	FY 2023	H1 2024
Inventories	0.5	0.7
Trade and other receivables <sup>2</sup>	2.7	3.8
Accrued income and prepaid expenses	0.0	0.5
Cash	0.8	0.3
Work in progress	0.0	0.8
Investment in subsidiaries	0.0	0.0
PP&E	1.0	0.8
Right-of-use assets	0.4	0.4
Intangible assets	11.0	10.4
Goodwill	2.9	2.9
Other	0.0	0.0
<b>Total Assets <sup>1</sup></b>	<b>19.3</b>	<b>20.5</b>

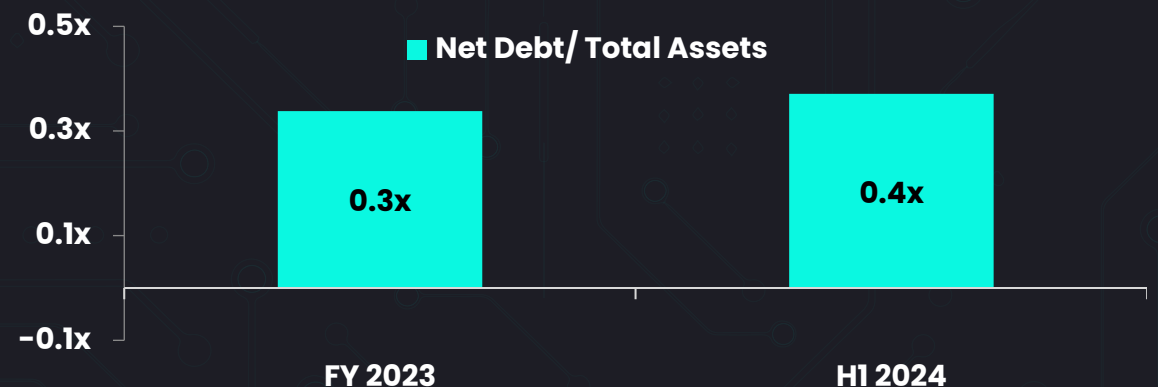
Equity and Liabilities (MM. CHF)	FY 2023	H1 2024
Current Lease	0.3	0.1
Trade and other payables	1.0	0.7
Accrued expenses and deferred income	1.2	2.8
Borrowings - Current portion	0.9	0.7
Deferred tax liabilities	2.2	2.2
Employee benefit obligations	0.1	0.1
Borrowings	6.4	7.2
Non-current Lease	0.2	0.3
Shareholder Equity	6.9	6.2
Non-controlling interests	0.2	0.3
<b>Total Equity and Liabilities</b>	<b>19.3</b>	<b>20.5</b>

## Comments:

The Balance Sheet has been **fully capitalized** in H1 2024:

- <sup>1</sup> **Strong Assets:** Around CHF 20.5MM total assets remains in beaconsmind Group at the end of H1 2024.
- <sup>2</sup> **Trade and other receivables** increased to CHF 3.81MM in H1 2024, which negatively impacted working capital and will be normalized in the second half year of 2024.

## 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 Shareholder



**Michael Ambros** □□

Board Member

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



**Martin Niederberger** □□

Board Member

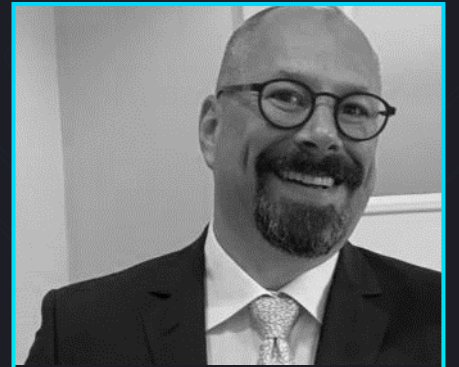
- In charge of Audit/Tax/Compliance at beaconsmind Group
- Former CEO Dictaphone Corp.
- Former Leader Corporate Restructuring BDO



**Andreas Wyss** □□

Board Member

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



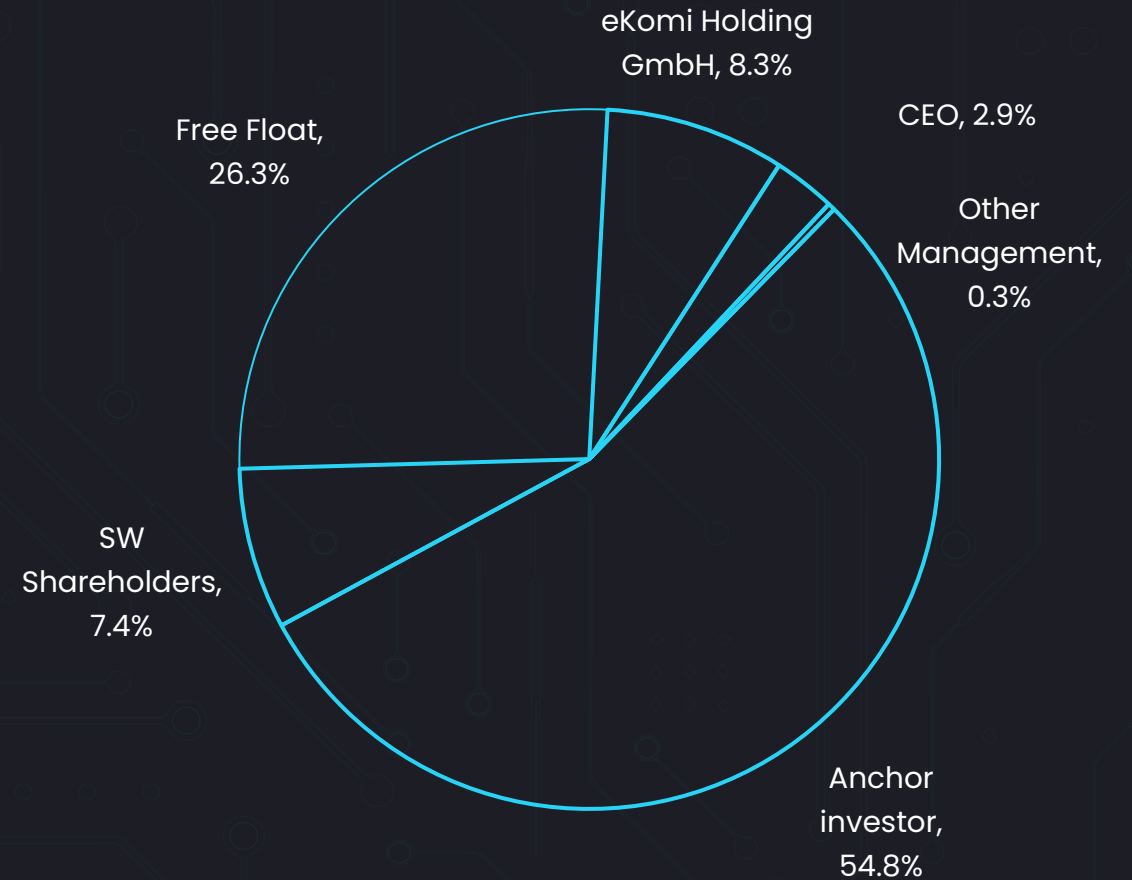
**Christian Legros** □□

Board Member

- Transaction experience from over 20 M&A deals and two IPOs
- Founder of Legros Partners Group and Socialwave Group
- Core Shareholder

# Shareholder Summary: beaconsmind® 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 25,376,360
Analysts	<b>NuWays Hauck &amp; Aufhäuser</b> <i>PT EUR 15 – BUY (28/02/24)</i> <b>First Berlin</b> <i>PT EUR 14 – BUY (04/04/24)</i>



Notes: (1) Share price & market cap of Xetra Stock Exchange as close of 27/09 with share price of EUR 5.40

# beaconsmind<sup>®</sup> group

Thank You,  
for your attention.



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