



Announcement Presentation
Transformational Growth: beaconsmind Becomes Swissnet Group +
Acquisition Lokalee

19 November 2024

The New Swissnet Group: beaconsmind group x swissnet x Lokalee

Two transformational acquisitions transforming beaconsmind into Swissnet Group

- 100% acquisition of Swissnet for CHF 9.7MM and merger with beaconsmind AG with signing in Nov 2024 and Closing in Jan 2025
- 100% acquisition of UAE-based AI-powered Lokalee + New Swissnet MENA JV concurrently with Swissnet timing (concurrent closing) for CHF 11.6MM
- Total CHF 21.3MM combined purchase price financed by:
 1. Sellers receiving 2.9MM new beaconsmind shares (locked up 12 months)
 2. CHF 5.0MM new cash capital increase committed by core shareholders (timing 2nd half Nov)
 3. Total vendor loans of CHF 2.7MM staggered 9-18 months repaid with cash and positive cash flows

Transformational Benefits: New Swissnet Group with Extended Value Chain and Global Setup

- ✓ Access new technologies and IP
- ✓ Cost Synergies
- ✓ Sales Synergies
- ✓ Customer Integration
- ✓ Internationalization (MENA)
- ✓ AI Value Extension

Transformational Scale and Growth

	beaconsmind Standalone		Swissnet Group
<i>In CHF MM (except no. of clients)</i>			
Number of Clients	7,035	+46%	10,285
Revenues 25E	15.4	+79%	27.5
EBITDA 25E	3.6	+86%	6.7

Fully Financed and Accretive

IN CHFMM	swissnet ⁽¹⁾	Lokalee ⁽²⁾	Combined
Purchase Price	9.7	11.6	21.3
Run-rate Revenues	6.9	13.9	20.8
Run-rate EBITDA Post-Synergy	1.8	4.0	5.8
EV/Revenue	1.4x	0.8x	1.0x
EV/EBITDA Post-Synergy	5.4x	2.9x	3.7x

Notes: (1) FY24E financials; (2) FY26E financials (first full year operational/ stabilized EBITDA) including Swissnet MENA for Lokalee

New Swissnet Integrated Leadership Team

Proofed across the whole spectrum of Bluetooth, WiFi Hotspot, and ICT solutions and Best-In-Class Corporate Governance

Executive Management Leadership



Jonathan Sauppe
Chairman & CEO

- Current Chairman/CEO of beaconsmind AG
- Future Chairman/ CEO of Swissnet Group
- Founder and previous CEO of several tech companies
- Adept in fostering collaboration & synergies across the group
- Core Shareholder



Boris Tölzel
Co-CEO Infrastructure

- Current CEO of swissnet AG
- Future Co-CEO Infrastructure Swissnet Group
- Over 13 years of leadership experience in the ICT industry
- Experienced in M&A and driving market expansion
- Core Shareholder



Samir Abi Frem
CEO Lokalee

- Founder & CEO of Lokalee
- Decades of executive experience in the global hospitality sector
- Merges expertise in computer science and IT with first-hand hotel management experience

Strategic and Operational Board Leadership



Andreas Wyss
Board Member

- In charge of new acquisition valuation at Swissnet Group
- +30 years audit & accounting experience
- Partner & Head of International Clients, Relationships of BDO



Michael Ambros
Board Member

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



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



Martin Niederberger
Board Member

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

The Perfect Fit: beaconsmind group X X

Benefit

- Integration of ICT services with location-based marketing
- Holistic solutions in digital signage, WiFi, and security infrastructure

Added value

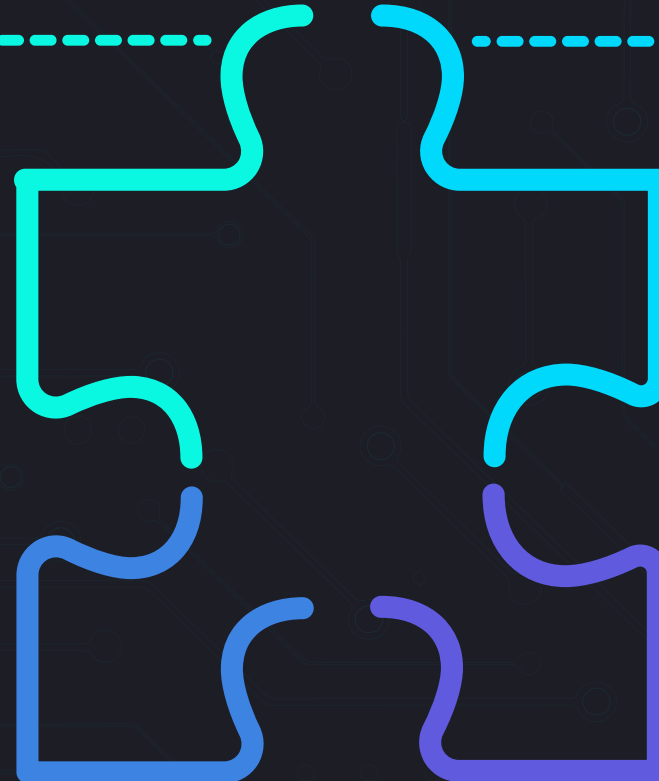
- SaaS innovation with integrated digital infrastructure for retail and hospitality
- Completing the solutions chain

Market

- Expanded market reach and operational synergies across industries
- Expansion into MENA region

USP

- AI-driven hospitality solutions with personalized guest experiences
- MENA expansion through Swissnet MENA and Lokalee for hospitality ICT solutions



Swissnet Group accelerates exponential growth strategy through internationalisation, vertical expansion and upselling

Layers of growth



I

Organic Growth

- Conservative and stable growth within the customer with high single digits **expected organic growth** over the upcoming years
- Product development (**Digital Experience Group**)

II

Vertical Expansion/ Acquisitions

- **Vertical expansion via across multiple layers:**
 - Cloud communication (Swissnet)
 - Hospitality
 - Infrastructure Expansion ICT
- **Further extensions possible in the universe of the beaconsmind Group**

III

Internationalisation

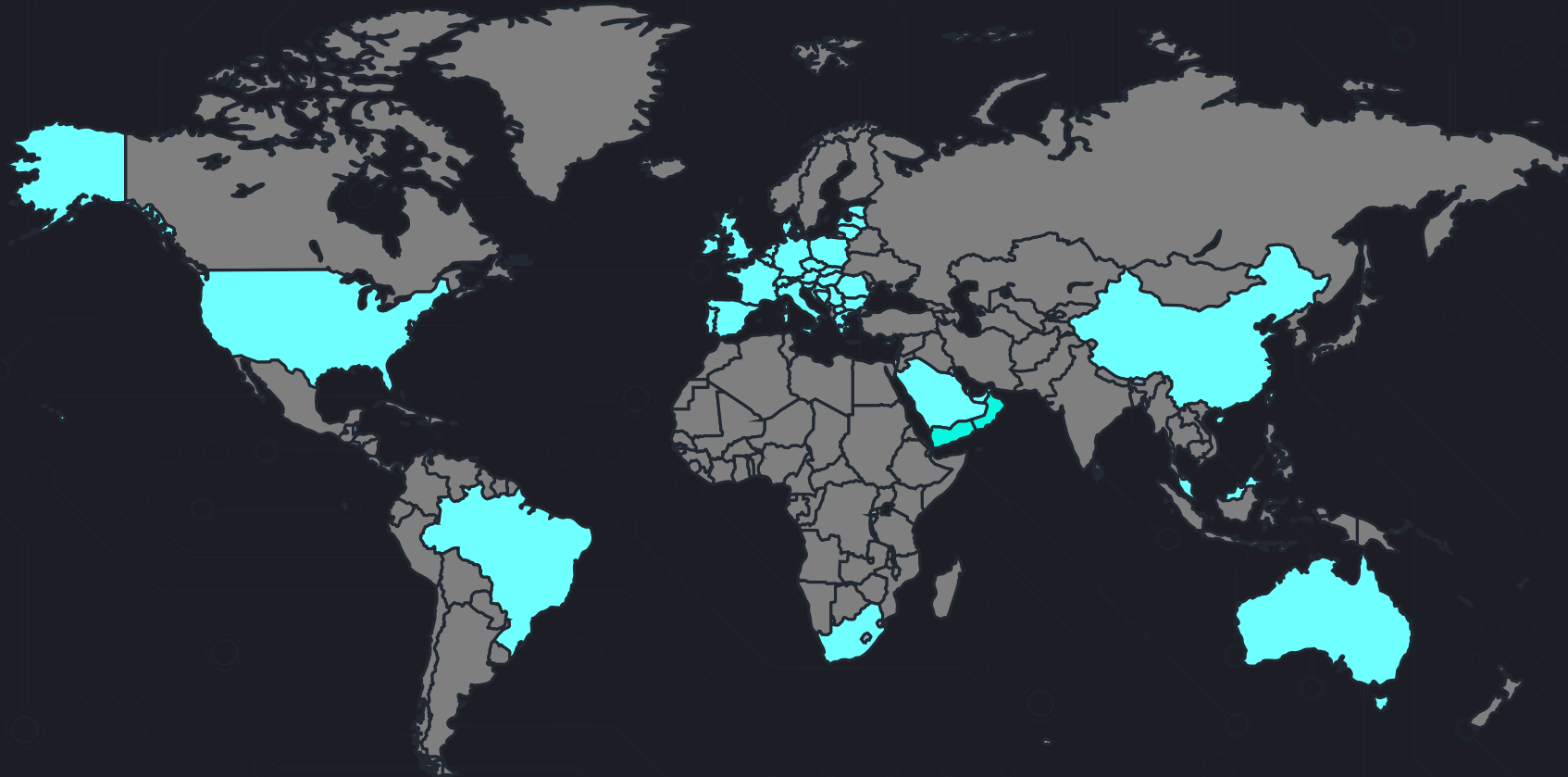
- Historically beaconsmind Group has a **dominant focus in the German and European market**
- **MENA expansion through Lokalee and Swissnet MENA**
- **MENA beachhead for Africa/Asia**

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
- **Swissnet and beaconsmind with overlap customers**

Swissnet Group: Strong Global Footprint







More than 10,000 customers worldwide are managed by our group with significant expansion into MENA region

We Are On-site For Our Clients In +8 Locations And Numerous Markets For Top-of-class Service Excellence



Swissnet Highly Complementary Value Extension Into a Scalable Profitable Platform

Merger: beaconsmind x Swissnet

-  Swissnet is a premier ITS services provider in Switzerland and Germany, offering high-speed internet, mobile communications, fixed network, cloud, and managed IT services
-  Renowned for its commitment to exceptional customer service, Swissnet delivers reliable and efficient telecommunications solutions tailored for business customers. With a strong client base that includes established Swiss and German SMEs as well as international corporations, Swissnet stands as a trusted partner for comprehensive telecom and IT needs
-  Swissnet and beaconsmind are ideal operational partners, as complementary technology solutions and products are already being sold or can be sold to numerous key customers
-  The combination of Swissnet's ICT capabilities with beaconsmind's location-based marketing technologies will create significant operational synergies and greatly improve the overall efficiency and effectiveness of services

- Access new technologies and IP
- Sales Synergies
- Cost Synergies
- Customer Integration

New Swissnet Group Combined Incl. Swissnet 2024E⁽¹⁾:

CHF 19.8MM

Rev. FY 2024E

CHF 4.3MM

EBITDA⁽²⁾ FY 2024E

Segment and Regional Extension through Lokalee Acquisition + Swissnet MENA Joint Venture

Acquisition Swissnet Group x Lokalee and Establishment of MENA JV

-  Lokalee is an innovative SaaS platform offering hoteliers an AI-powered digital concierge that provides personalized travel recommendations and single touchpoint for seamless access to in-room services
-  Via Lokalee hotels not only enhance their guest experience and expand service offerings beyond their facilities but also generate a tangible revenue stream through commissions from in-app bookings
-  Lokalee already cooperates successfully with the Socialwave Hospitality Platform. Lokalee perfectly enhances the platform by combining digital solutions and guest engagement expertise with AI-driven travel recommendations and guest services, creating a robust and unique service suite for the hospitality industry
-  Further platform integration through venture in MENA (Swissnet MENA) for hospitality ICT in collaboration with key Lokalee shareholder, leveraging the existing network and expertise to position Swissnet Group as a leading ICT provider for hospitality in the region, utilizing resources from its subsidiaries

Access new technologies and IP

Sales Synergies

AI Expertise

Access to MENA Hospitality

New Swissnet Group Combined Incl. Swissnet+ Lokalee+MENA:

CHF 27.5MM

Rev.⁽¹⁾ FY 2025E

CHF 6.7MM

EBITDA⁽¹⁾ FY 2025E

Unlocking the Future of AI-Powered Guest and Service Management Across Key Industries



International Expertise in AI Development

Our team of talented software and AI engineers based in Dubai is driving cutting-edge innovation, combining deep expertise in hospitality, retail, and healthcare



Leveraging Vast Data for Industry-Specific AI Solutions

With an extensive database gathered from guest management systems, retail operations, and healthcare institutions, we deliver AI-driven insights to optimize decision-making and operational efficiency across industries



Direct Customer Access & Engagement

Through robust Wi-Fi and hotspot solutions (Frederix, Socialwave), we enable seamless guest interaction and data collection, offering businesses direct access to valuable customer touchpoints



Enhancing Location-Based Marketing with AI

Our experience in targeted, location-based marketing is powered by AI, enabling businesses to connect with customers at the right time and place (Socialwave, beaconsmind)

Seamless Integration Across the Product Portfolio



Our Swiss-engineered products ensure precision and reliability, supported by the visionary AI-driven developments from our Dubai-based team



By integrating AI, we enhance the performance of these solutions to provide a unified, intelligent approach for hospitality, retail, and healthcare

New Swissnet Group Global Technology Suite

IT infrastructure

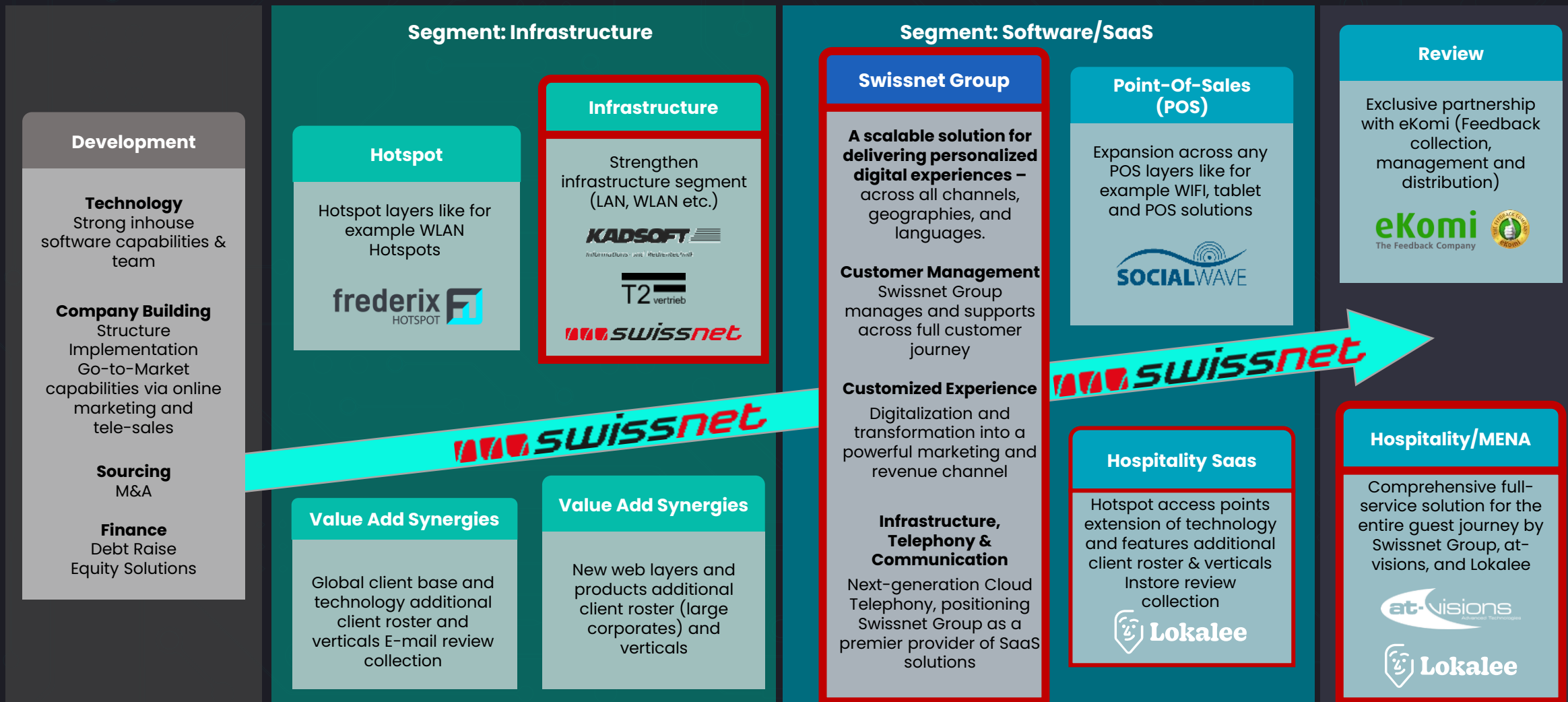


Software SaaS incl. AI



New Swissnet Group: Extending B2B Across Value Chain

Verticalization via establishment of a B2B Marketplace:



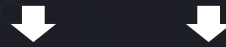
New Swissnet Group Strategic Units

Strategic Units

Merger with swissnet AG & *Rebranding & Establishment Swissnet MENA*



Combined CHF ca. 27.5MM in revenue and CHF ca. 6.7MM EBITDA expected in FY25



Verticals: Retail, Healthcare, Hospitality, Industry



Infrastructure

VoIP, WAN, LAN, WLAN,
Security,
Digital Signage

SaaS

Location-based Marketing,
GuestWiFi Management,
AI White-Label Apps and Platforms



Globally active operational units and brands



Swissnet VoIP, Communication &
Internet Services
Swissnet Media & Digital Signage
Swissnet Network Infrastructure Services
Swissnet Security Solutions

Socialwave Marketing Services
Cloudwifi Hotspot
Beaconsmind LBM
Digital signage CMS

MENA Hospitality
Lokalee App / Platform
ICT Infrastructure & Services
SaaS solutions
Lokalee's top priority market

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.



Swissnet Transaction Terms Summary



Transaction Structure

- Acquisition of 100% shares of swissnet AG incl 100% subsidiary Swissnet ICT (Germany) by beaconsmind AG
- beaconsmind takes control, consolidation of swissnet's finances, access to cash flows, and significant value increase
- Additionally, no taxes will be incurred for a minimum of 5 years due to beaconsmind's loss carryforwards of CHF 15MM



Consideration

- CHF 10.0MM equity (CHF 9.7MM enterprise value) purchase price for 100% of the Swissnet shares consisting of a consideration of CHF 3.2MM cash, CHF 1.5MM vendor loan (9+18 months 50% each) and 860,000 new beaconsmind shares to management team locked up for 12 months
- Swissnet management to become integrated into new management team guaranteeing continuity including locked up share ownership



Lockup Period

- Lock-up period of 12 months for 100% of the shares issued



Closing Date

- Target January 2025



Transaction Multiple

- EV/Revenue FY24E multiple: **1.4x**
- Post Synergies EV/EBITDA FY24E multiple: **5.4x**

Lokalee Transaction Terms Growth Accretive



Transaction Structure

- Acquisition of 100% of Lokalee by Swissnet Group. This grants Swissnet Group full control, consolidation of Lokalee's finances and access to cash flows. Significant value enhancement driven by strong financial upside, proprietary tech IP, and a versatile AI and software development team
- Establishment of Swissnet MENA JV (50.1%) with premiere ICT service provider in MENA hospitality segment



Consideration

- CHF 11.6MM purchase price for 100% of the Lokalee shares consisting of a CHF 1.2MM vendor loan through the sellers and 2.1MM new beaconsmind shares that will be issued to the sellers with a 12 months lock up



Lockup Period

- Lock-up period of 12 months for 100% of the shares issued



Closing Date

- Target January 2025



Transaction Multiple

- EV/Revenue FY26E⁽¹⁾ multiple: **0.8x**
- Pre-Synergies EV/EBITDA⁽¹⁾ FY26E multiple: **2.9x**

Synergies Across Two Transformational Transactions



Strategic Synergies

- **Expanded Market Reach:**
Large shared customer base in hospitality, healthcare, and retail sector, with enhanced and integrated digital solutions
- **Improved Digital Infrastructure:**
Integration of Swissnet's network infrastructure with Beaconsmind's SaaS platform
- **Unified Digital Signage and Wi-Fi Solutions:**
Comprehensive, personalized, and dynamic customer engagement tools for all clients
- Combination of Beaconsmind's digital signage technology with Swissnet's communication services.
- **Comprehensive SaaS-Offering:**
Enhanced portfolio of SaaS solutions focusing on location-based marketing, guest Wi-Fi management, and AI-driven apps to optimize customer engagement.
- **Enhanced Customer Experience and Efficiency:**
Optimized solutions and processes for clients through integrated communication, security, and marketing platforms, and strengthened innovation across all areas.



Strategic Synergies

- **Full Integration:**
Lokalee is collaborating effectively with the Socialwave Hospitality Platform and is now becoming a fully integrated solution, creating a unique and leading service offering for hospitality clients
- **Enhanced Service Offering:**
Combines digital solutions, guest engagement expertise, AI-driven travel recommendations, and guest services to create a unique, robust suite for the hospitality industry
- **Acquisition of Leading AI Expertise:**
The group gains valuable intellectual property and development staff with cutting-edge AI expertise, which can be utilized across the entire organization for further innovation
- **Full Suite Positioning in MENA with ICT:**
Establishment of joint venture Swissnet MENA with one of the premier global hospitality technology owner
- By leveraging Swissnet Group's and the JV partner's resources a premier ICT services provider for hospitality in the MENA region is actionable from day 1

Consistent Acquisitions Multiples Driving Shareholder Value

IN MIO. CHF	FREDERIX (62%)	Netopsie	Socialwave	KADSOFT &T2	Swissnet	Lokalee ⁽¹⁾
Purchase Price	2.9	0.5	9.6	2.9	9.7	11.6
Equity	1.9	-	5.8	3.0	8.5 ⁽²⁾	11.3 ⁽⁴⁾
Debt/Vendor Loan	-	-	4.8	-	1.5 ⁽³⁾	1.2 ⁽³⁾
Run-rate Revenues	3.5	0.6	4.3	3.6	6.9	13.9
Run-rate EBITDA Pre-Synergy	0.8	0.1	1.7	0.4	1.6	4.0
Run-rate EBITDA Post-Synergy	0.9	0.1	2.1	0.6	1.8	-
EV/Revenue	1.2x	0.8x	2.1x	0.9x	1.4x	0.8x
EV/EBITDA Pre-Synergy	6.1x	5.0x	5.6x	5.4x	6.0x	2.9x
EV/EBITDA Post-Synergy	5.3x	5.0x	4.5x	5.1x	5.4x	2.9x

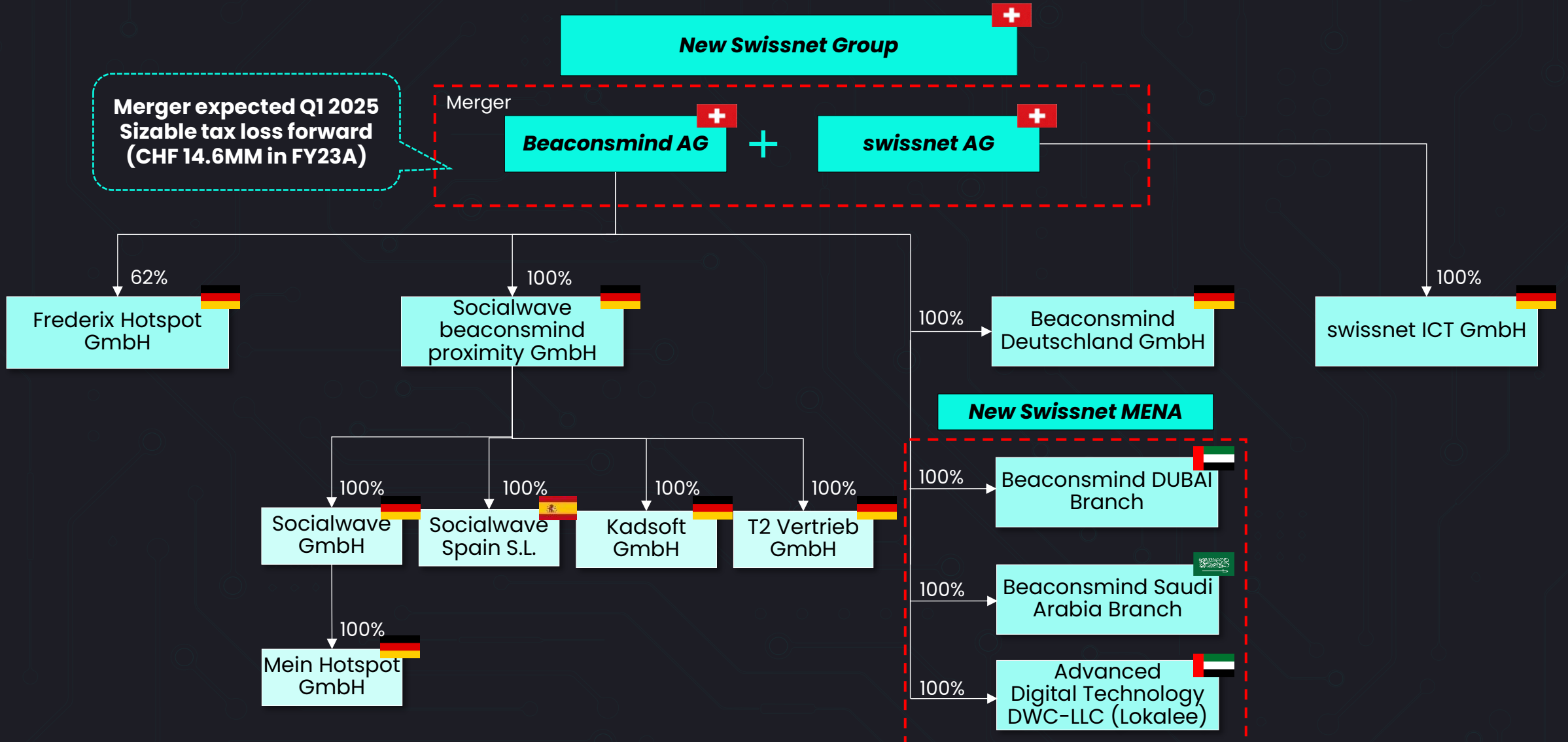
Transaction Multiples Swissnet vs. Previous Transactions

- Transaction is **strongly value accretive** with **an EV/EBITDA Pre-Synergy of 6.0x and EV/EBITDA Post-Synergy of 5.4x**
- Swissnet also expects approx. **CHF 1.5 MM Unlevered FCF in 2024**, which is also **significantly value-enhancing for the Group**

Transaction Multiples Lokalee vs. Previous Transactions

- Transaction is **strongly value accretive** with **an EV/EBITDA Pre-Synergy of 2.9x⁽¹⁾**
- Expectation for Lokalee + Swisssenet MENA to yield approx. **CHF 2.0 MM Unlevered FCF in 2026**, which is also **significantly value-enhancing**
- Exponential growth in region targeted**

New Swissnet Group: Organisational Structure



New Swissnet Group: Key KPIs

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

	beaconsmind		swissnet		Lokalee/ MENA		Swissnet Group
Number of Clients	7.035	+	3,000	+	250	=	10,285
Number of Point-of-Sales	31,731	+	2,000	+	25,000 ⁽²⁾	=	58,731
Revenues 25E	15.4	+	8.5	+	3.6	=	27.5
EBITDA 25E	3.6	+	2.6	+	0.6	=	6.7
Gross Margin 25E	77%	+	59%	+	44% ⁽¹⁾	=	69%

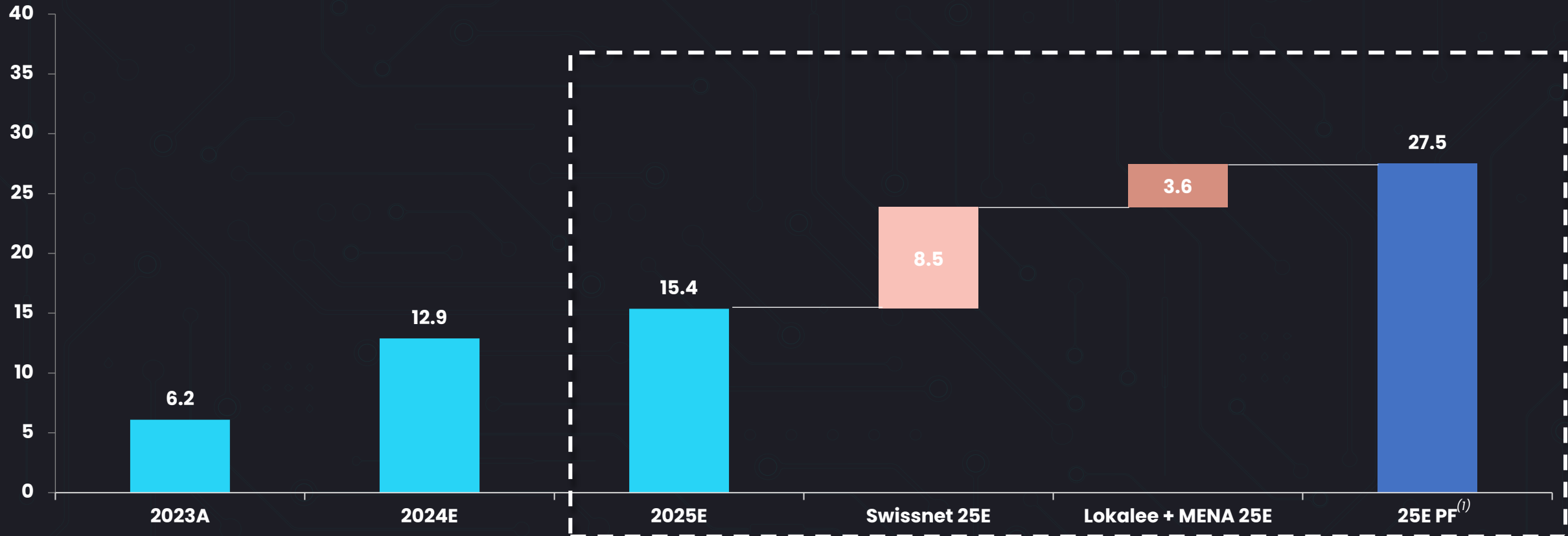
Notes: (1) To increase significantly after scale-up phase (>50%); (2) Hotel Rooms

Accelerating Revenue Growth + Critical Scale

Revenue growth YoY 24E-25E of 113%, from CHF 12.9MM in 2024E to CHF 27.5MM in 2025E⁽¹⁾, in case of successful mergers

CHF MM

■ beaconsmind ■ Lokalee + MENA ■ Swissnet ■ Swissnet Group



Note: (1) Pro-forma basis (Swissnet AG, Lokalee and Swissnet MENA financials fully captured in FY 2025)

Transformational EBITDA Growth

EBITDA growth YoY 24E-25E of 169%, from CHF 2.5MM in 2024E to CHF 6.7MM in 2025E⁽¹⁾, in case of successful mergers

CHF MM

■ beaconsmind ■ Swissnet ■ Lokalee + MENA ■ Swissnet Group



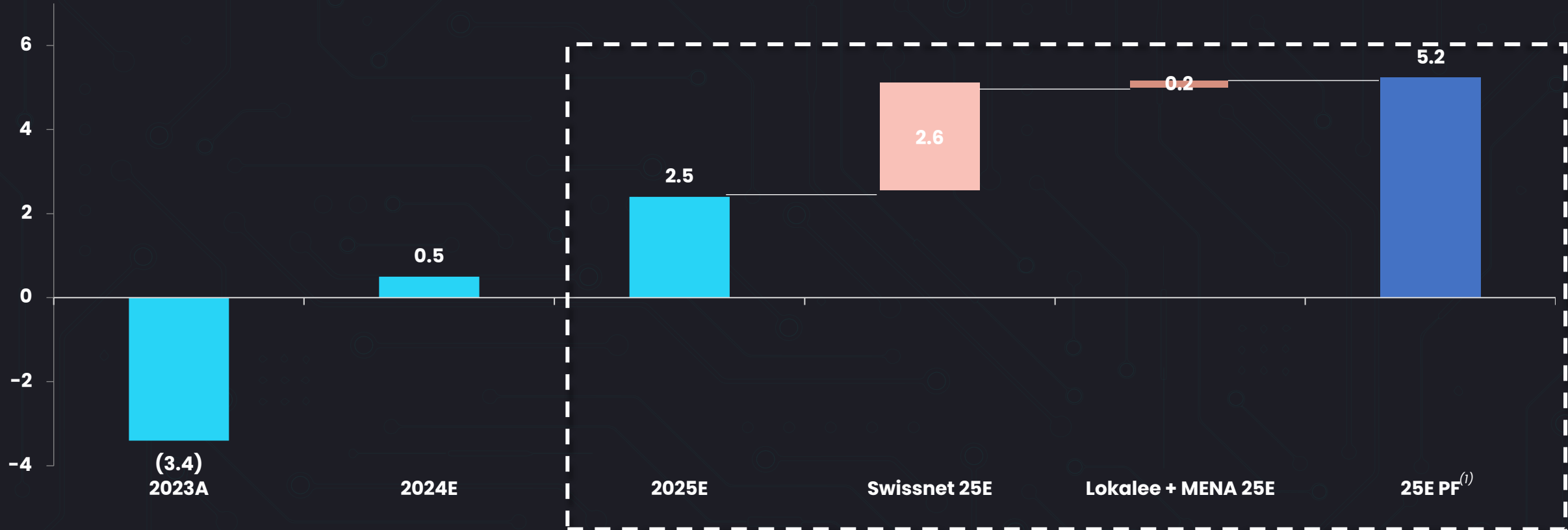
Note: (1) Pro-forma basis (Swissnet AG, Lokalee and Swissnet MENA financials fully captured in FY 2025)

Strong Unlevered FCF Momentum

Unl. FCF growth YoY 24E-25E of 946%, from CHF 0.5MM in 2024E to CHF 5.2MM in 2025E⁽¹⁾, in case of successful mergers

CHF MM

■ beaconsmind ■ Swissnet ■ Swissnet Group



Note: (1) Pro-forma basis (Swissnet AG, Lokalee and Swissnet MENA financials fully captured in FY 2025)

Lokalee + Hospitality Vertical With MENA Focus

Hospitality – The Role of Digitalization



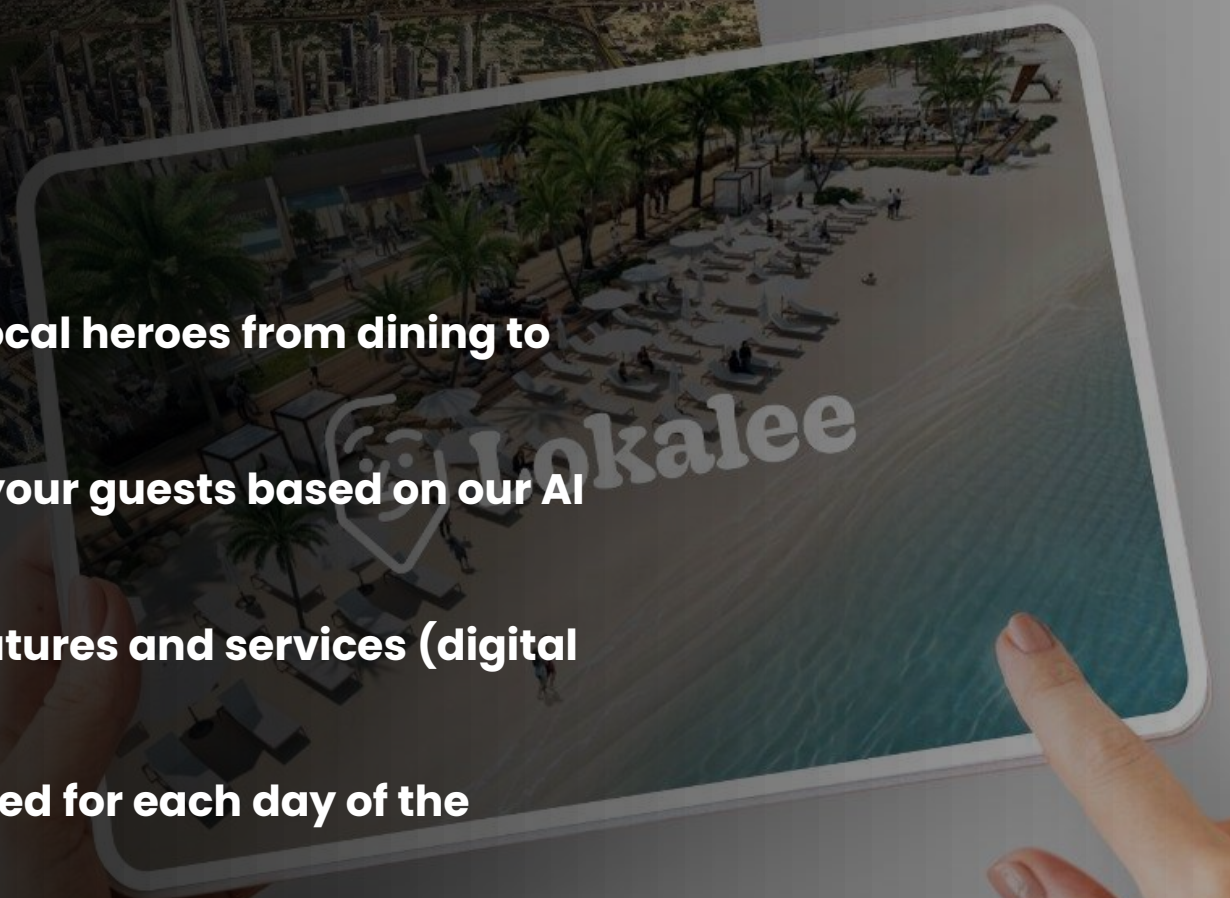
Transforming Hospitality:

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

Lokalee: SAAS Platform That Seamlessly Connects Travellers To Memorable Experiences

- 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**
- 6 AI-powered chat support: Assisting with all inquiries related to experiences, itineraries, and hotel services**



Tailored Experiences, Enhanced Revenue Streams, And Elevated Guest Satisfaction

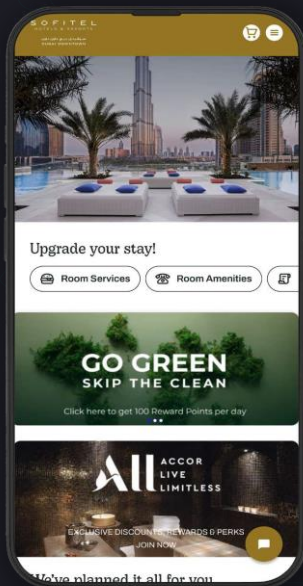
Monetizing Wi-Fi captive portal

Hotel Restaurants
Browse and reserve a table

About Hotel
Easy access to information

Amenities & Service
All guest needs in hand

Room Service
Easy order and track



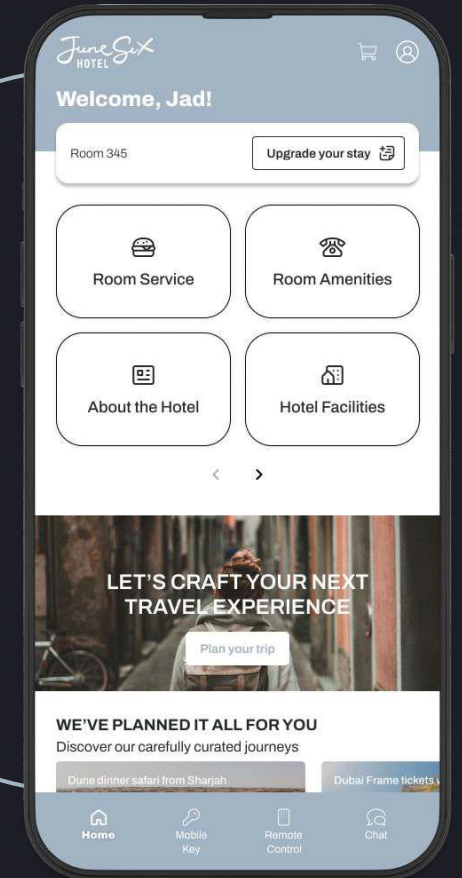
All content in one place

Hotel's Offer
Easy access to offers and promotions

Book
Tours and tickets powered by Fever

Go Local
Book local Experiences

Trip Planner
Customized Itinerary



Proprietary AI Engine Powered By Extensive Guest Data From App And Hotel Databases

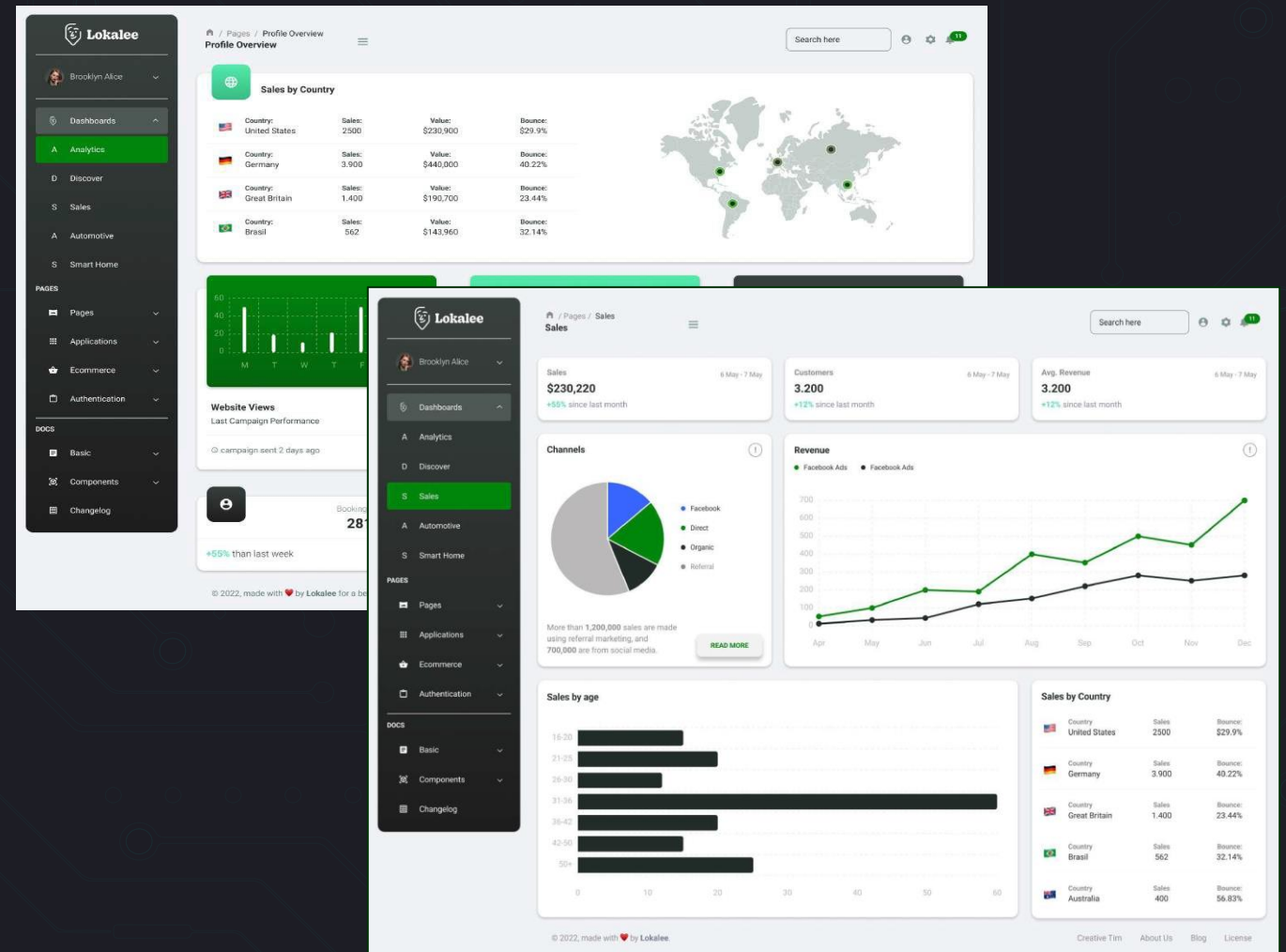
Proprietary AI engine:
AI powered recommendations based on guest preferences, purpose of travel and availability

Vast data sources:
Driven by extensive guest data from app and partner hotel databases

Optimized guest management:
Easily track changes in guest preferences and adjust your offers and promotions accordingly

Real time incremental revenue analysis:
Access to all the revenue generated via activity or experience sales across all touchpoints

Insight on touch points effectiveness:
Easily identify the low-performing touch-points by looking into the scan ratio and hence offering the marketing team an opportunity to optimize performance for a better guest experience



Leveraging Swissnet Group's Strengths & Delivering Tailored Full-service Solutions For The MENA Hospitality & Retail Sectors



- **Leveraging Swissnet's Strengths:**

Utilizing Swissnet Group's expertise to deliver enhanced infrastructure and communication solutions as well as next-generation Cloud Telephony(SaaS) for the MENA region

- **Local Presence in Dubai:**

Established a local office to provide a robust, scalable platform and close connection between businesses and customers in MENA

- **Strategic Partnerships in MENA:**

Collaborate with local leaders at visions and Lokalee to offer comprehensive hospitality and retail solutions

- **Driving Digital Transformation in MENA:**

Committed to advancing regional businesses with cutting-edge technology and seamless connectivity

- **Future SaaS Launch (2025):**

Introducing an all-in-one retail product in MENA, integrating guest WiFi, in-store telephony, app connectivity, digital signage, and location-based marketing

- **Leading Provider in MENA:**

Combining expertise in infrastructure and next-generation Cloud Telephony to position Swissnet Group as technology provider of choice in the region

Joint Venture Partner Provides Certified Field Engineering Resources Available All Over The Globe

Wi-Fi and other services can be found at:

7,000+
hotel properties

900,000+
total rooms



Serving properties in all regions with considerable tourism infrastructure

**Worldwide Reach,
Personalized Service**

Offices in Zurich, Vienna, Munich, Dubai & KSA

Partnering With Top Technology Providers To Serve Leading Global Chains And Local Champions

Swissnet MENA Service Suite

Network design and installation using best-of-breed equipment
 Guest technical support
 Managed services (WiFi as a Service)
 24/7 Network Monitoring

Wi-Fi
 IP Telephony
 CCTV
 TV sets
 Casting from guest device to in-room TV, with fully customizable branded UI

Security & Firewall
 Servers and Storage
 Digital Signage
 Video Conference
 Amazon & Microsoft Services

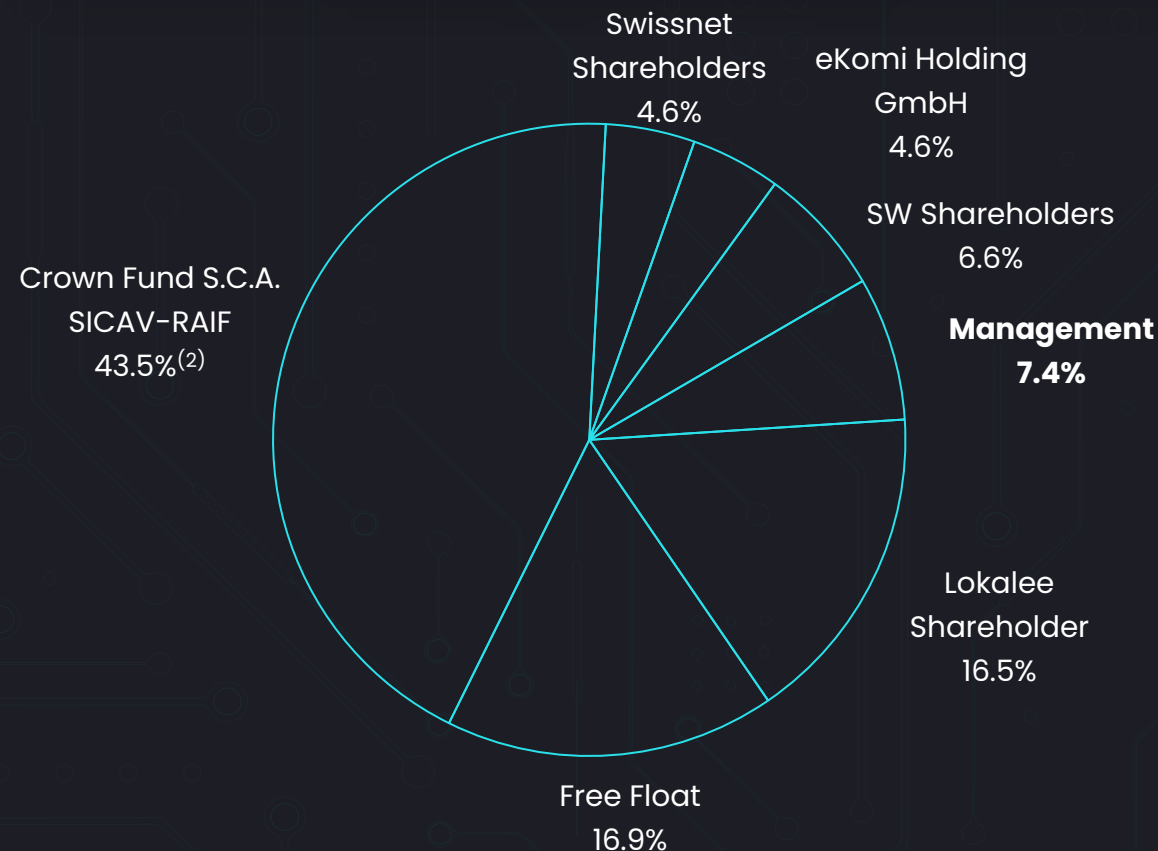


Shareholder Summary: beaconsmind® stock

Stock summary

ISIN/WKN/TICKER	CH0451123589 / A2QN5W
Number of Shares Pre/post merger	4,699,326 / 8,484,798
Stock Exchanges	Euronext Paris Stock Exchange Frankfurt Stock Exchange
Market Cap Pre/post merger ⁽¹⁾	EUR 33,835,147 / EUR 61,090,546
Analysts	NuWays Hauck & Aufhäuser PT EUR 16.00 – BUY (09/10/24) First Berlin PT EUR 14.50 – BUY (21/10/24)

Post-mergers shareholding



Note: (1) Share price & market cap of Xetra Stock Exchange as close of 18.11.2024 with share price of EUR 7.20; (2) Including 6% ownership stake held by close affiliates of the fund

Thank You,
for your attention.



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