

# EXECUTIVE SUMMARY

## FINANCIALS



### Total advertising markets

Total global marketing is 500 billion Euro from which mobile marketing stands for 100 billion.

In Europe it is worth around 140 billion. Europe has a population of 740 million so the spend is 200€ per person.

In North America it is around 165 billion Euro. The population is 326 million which means a spend that is around 500€ per person.

### Our markets

Our market is calculated to 9 billion Euro in the USA and the same amount in Europe, excluding ex-Soviet countries, where it is 1,8 billion. In Asia it is 35 billion, whereas China alone stand for 80% of this amount. South America is worth 5 billion. Brazil alone is worth almost half of this amount.

### Financial forecast

FORECAST	2018	2019	2020	2021	2022	2023	2024
INCOME	€0	€300.000	€14.000.000	€52.000.000	€100.000.000	€144.000.000	€190.000.000
EBITDA	-€20.000	-€500.000	€700.000	€15.000.000	€38.000.000	€58.000.000	€75.000.000
EBITDA %		-167%	5%	28%	38%	40%	39%
INVESTMENTS	€50.000	€240.000	€1.750.000	€2.860.000	€2.900.000	€2.940.000	€2.980.000
INVESTMENTS ACCUMULATED	€130.000	€360.000	€2.420.000	€4.980.000	€7.880.000	€10.820.000	€13.850.000
MAXIMUM NEGATIVE CASHFLOW	-€260.000	-€1.010.000	-€2.800.000	-€1.310.000	€14.980.000	€50.000.000	€170.000.000
CASHFLOW ACCUMULATED	-€260.000	-€1.010.000	-€2.080.000	€10.500.000	€46.000.000	€104.000.000	€170.000.000

By the end of 2024 we should have an income of 190 million Euro. The accumulated cashflow should by then be 170 million Euro with an EBITDA of 39%.

The lowest accumulated cashflow is during 2020 when it will reach minus 2,8 million Euro.

From 2021 we will have a positive accumulated cashflow.

### Users, ads and advertisers

By the end of 2024 we should have over 400.000 users. We will have distributed 4,6 billion ads during 2024 and end of the year we will distribute 14 million ads per day.

### Exit strategy

We should aim to sell the company to a big player in media or telecommunication after 4-6 years when we have reached a substantial income and positive EBITDA and cash flow.

### Investment offer

We offer 50% of the company against 3.000.000€ in capital with a pre-money evaluation of 3.000.000€,

The investment will be made in three phases:

12/2018	500.000€	Launch of first 2000 free phones in Sweden
07/2019	500.000€	Maintaining the 2000 free phones in Sweden
01/2020	1.000.000€	Launch of free phones in the first major market
06/2020	1.000.000€	Maintaining the phones in the first major market