beaconsmind®

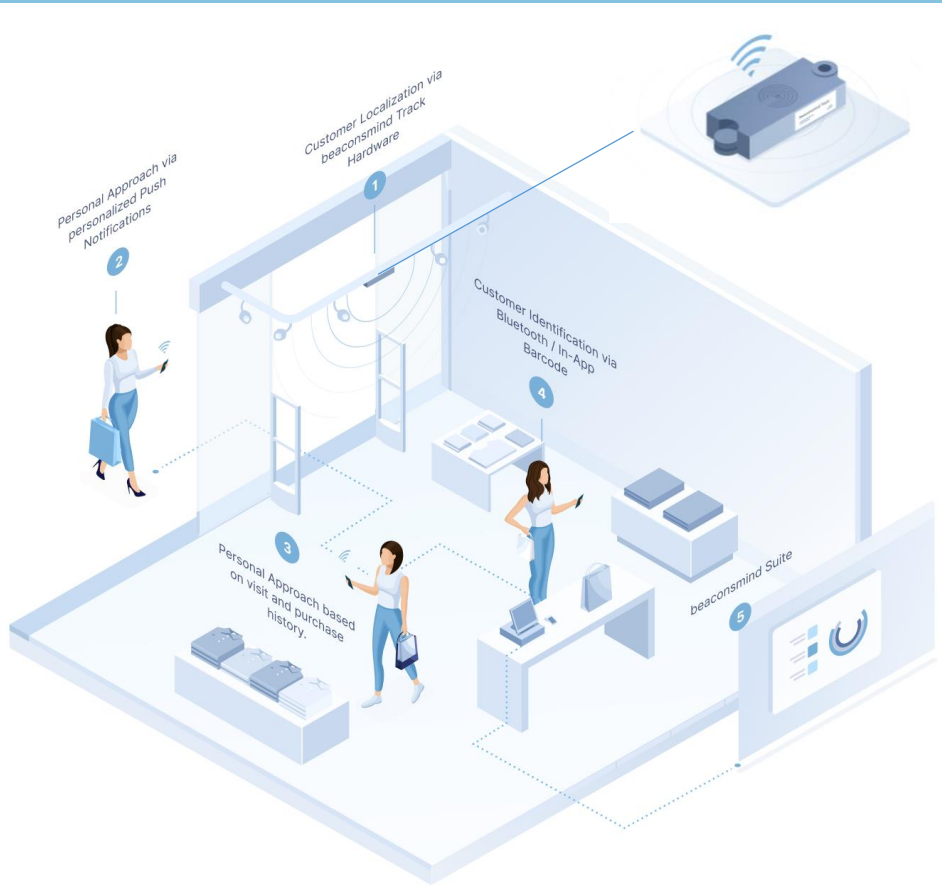
Transforming the in-store shopping experience.

Executive summary

beaconsmind®

1. Our solution transforms in-store shopping experience
2. Our solution increases all key store performance metrics
3. We are repeat entrepreneurs
4. Our solution is deeply imbedded into our clients' organisation
5. We have proven and improved our solution with retailers
6. Our model revolves around attractive SaaS financials
7. We are aiming to become the global market standard
8. We have a clear path to growth
9. The time is now! Grow scale economics to fend off competition
10. We need backing for our expansion

Our solution transforms in-store shopping experience



WE TRANSFORM THE SHOPPING EXPERIENCE BY ENABLING PERSONALISED DIGITAL ENGAGEMENT

- **Our beaconsmind Track Bluetooth-Beacons accurately track shopper location**
- **Location is fed into retailer Mobile-App**
- **Shopper engagement, e.g. with local phone notifications**
- **beaconsmind Suite Software collects all data (sales, location data, engagement, etc.)**
- **Marketing team measures store performance in beaconsmind Suite**
- **beaconsmind Suite enables store layout and footprint optimisation**

Our business model is articulated around Installations and Software

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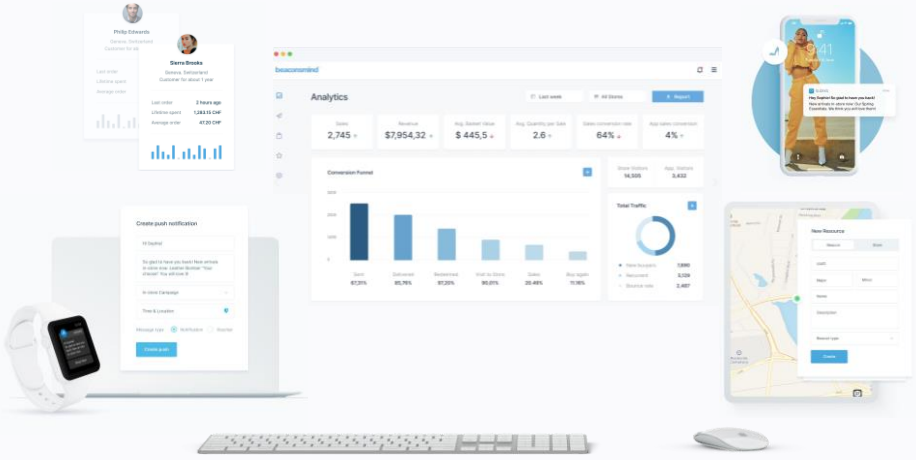
Installation revenue
One-off

beaconsmind Track Bluetooth Beacon-Hardware
Pricing from CHF 95 p. device

Installation Services
Pricing from CHF 199 to CHF 1´800 p.POS

beaconsmind Suite Software
Recurring



Software Subscription Fee
Pricing from CHF 89 to CHF 2´999 p.POS.m.

Our solution increases all key store performance metrics

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RETAILERS CAN MEASURE, ANALYSE AND IMPROVE MARKETING PERFORMANCE LIKE NEVER BEFORE

- At store level, each engagement with customers is measurable... Engagement rate with promotions, redemption rates, follow-on purchases, path in store... And much more.
- Back in marketing HQ, retailers benefit from richer CRM, and beaconsmind can provide augmented customer segmentations and targeted marketing campaigns based on this new market intelligence
- At retailer group level, beaconsmind can help retailers optimise their store portfolios, and study the optimal store layouts based on customer heatmaps and sales conversions

ALL OUR LEGACY CLIENTS HAVE SHOWN PROMISING RESULTS BASED ON THE VARIOUS CAMPAIGNS THEY HAVE RUN

We are repeat entrepreneurs

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SPECIALISTS IN RETAIL DIGITAL MARKETING - OUR 2ND VENTURE – WORKING TOGETHER FOR 10+ YEARS

Max Weiland
Founder & CEO

- Founded beaconsmind (2015)
- Co-founded eviom Group (2010) led it to €2.5M revenue/50 FTEs
- ~18 years in digital marketing

SCOUT 24 MD.H MEDIADESIGN HOCHSCHULE

Anna Langenbach
COO

- Employee #1 of bm
- Former eviom Managing Consultant
- 13-years in digital marketing

yahoo! NTT docomo

TOP RETAIL BOARD AND ADVISORS

Edwin Navez
Board Member
Former CFO Versace, Michael Kors, Philipp Plein

asos

Jörg Hensen
Board Member
CEO Dress-for-Less (Karstadt/Kaufhof)

SIGNA

Michal Krupinski
Board Member
Former CEO Bank Pekao

Bank Pekao

Dr. Ulrich Eisele
Investor
CEO Fluxunit GmbH (OSRAM)
3rd largest Investor

OSRAM

Our solution is deeply imbedded into our clients' organisation

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OUR BLUETOOTH BEACON HARDWARE IS IN EACH STORE

- Our beaconsmind Track Bluetooth-Beacons are configured for each store
- Positioning is tailored to store layout
- Low/No maintenance

- Integrated with cash desk
- Seamless discounts

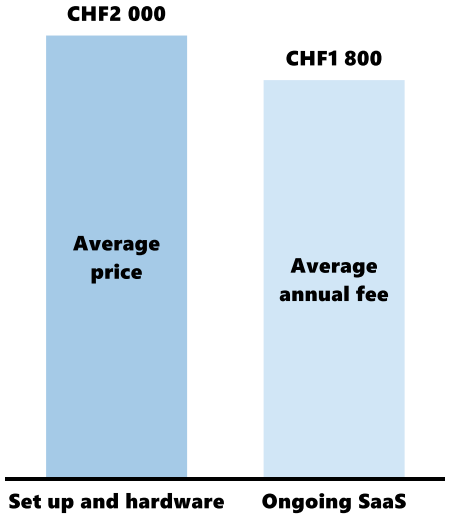
OUR SOFTWARE IS INTEGRATED DEEP INTO TECH AND MARKETING ORG

- Integrated into the retailer API
- Communicates directly with retailer's Mobile-App

- Integrated into the retailer CRM/POS-Systems
- Populates/captures customer data

- Looks & feels like retailer's own system
- Suite used directly by marketers
- Advice on best campaigns to run

OUR PRICING MAKES OUR SOLUTION EXTREMELY AFFORDABLE VS IMPACT



Our software thrives in the complex global retail environments

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Touchpoints

Retail Customers

- **Shop anywhere**
- **Serve every customer**
- **Receive anywhere**
- **Deliver via any channel**

Realtime Data-Flow

Frontend

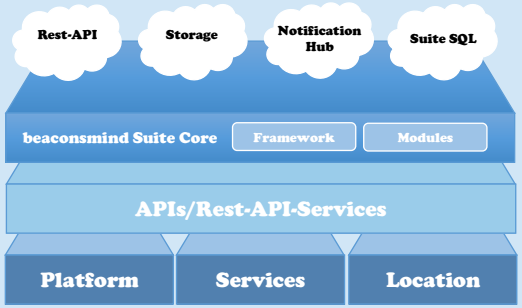
beaconsmind Suite

Manage your entire Retail Point-of-Sale and Online

Landscape across all channels and mobile touchpoints.

Backend

Platform Landscape



We have proven and improved our solution with retailers

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5 YEARS BUILDING AND IMPROVING THE SOFTWARE SUITE, TAILORING IT FOR RETAIL

Early stage software designs 2015-2016

- ✓ Front-end and back-end design
- ✓ Microsoft sponsoring
- ✓ SAAS model design
- ✓ White-label mobile app design

Perfecting the Suite 2017-2018

- ✓ Improved Dashboard, campaign editor
- ✓ POS interfaces (Cash-desk, CRM etc)
- ✓ Optimised database architecture
- ✓ Relaunched front-end
- ✓ Optimised tech landscape and interfaces

Global Retail focus 2019-2020

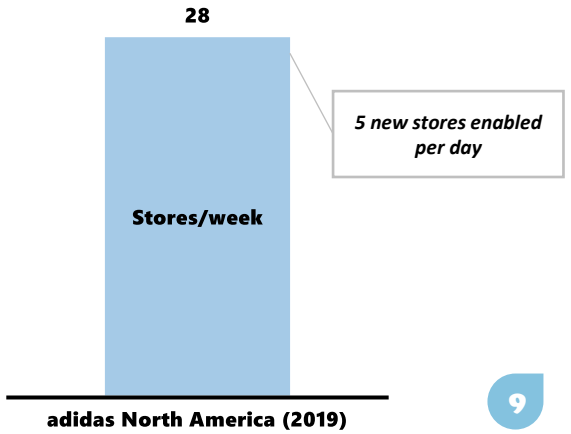
- ✓ Hardware manufacturing collaborations
- ✓ Beacon regulatory licensing, inc. Russia
- ✓ Extended API and SDK documentation

WE LEARNT FROM LOCAL AND GLOBAL RETAILERS AND DEMONSTRATED GLOBAL ROLL-OUT CAPABILITIES

Local and Global retailers

PANDORA, GOLDBACH GROUP, Unilever, adidas, MANOR, TOMMY HILFIGER, BOLLAG GUGGENHEIM FASHION GROUP SWITZERLAND, HACKETT LONDON, CLOSED

Global roll-out capability (best practice)



Our model revolves around attractive SaaS financials

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OUR BUSINESS MODEL IS ASSET LIGHT...

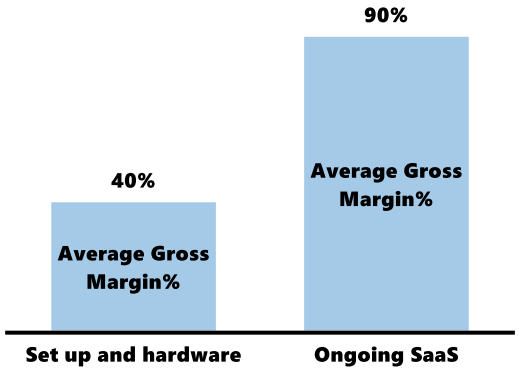
SOFTWARE DEVELOP-MENT ✓ IN HOUSE, VIA CLOUD WORKING

HARDWARE MANUCTU-RING ✗ SUB-CONTRACTED TO: SECATEC, kontakt.io, Partner für Sensorik, Your Sensor Partner

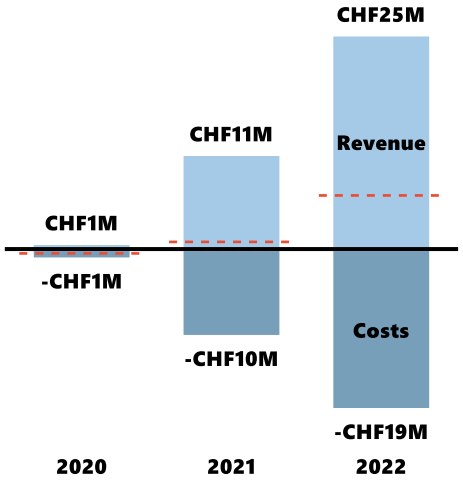
HARDWARE SET-UP ✗ SUB-CONTRACTED TO: KINETTIX GLOBAL FIELD TECHS, IRON SYSTEMS

Source: beaconsmind management plan 2020

... AND HAS A HIGH GROSS MARGIN



PROFITABILITY IS PLANNED FOR 2021



Customers from many retail verticals with very high retention

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Since 2015, beaconsmind worked with customers from many retail verticals ...

beaconsmind the first LBM company to complete a global roll-out

...and since then attained a very low churn

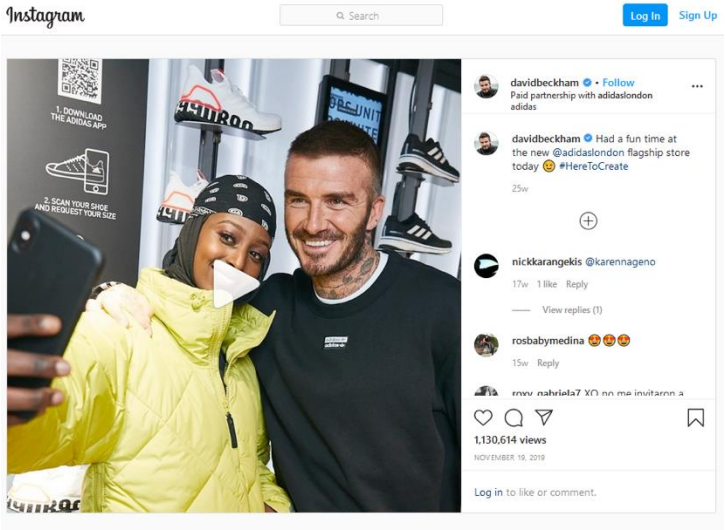
95%
Retention rate*

*installed points of sales, as of June 2020

Adidas deep dive: Digital strategy driven from the top

beaconsmind

Adidas is building the future of shopping



"It was great to come to the new adidas LDN store today to surprise some shoppers using the 'Bring It To Me' app feature. The scale of the store, and the interactivity for customers really is impressive. It feels like the future."

David Beckham

Digital transformation of stores is driven from the top

"The growth of the industry is coming from the growth in online, but as customers' life becomes more digital, we believe that they will appreciate places like this even more so. This is why we are building them"

Kasper Rørsted, Adidas CEO

"The feedback and excitement that Bring-it-to-me brings to our stores has shown that our brand's traditional values combined with digital innovation are exactly what our customers need. We plan to roll out Bring-it-to-me in additional markets next year to ensure that as many adidas customers as possible can benefit from it"

Dominik Federschmidt, Adidas Manager Digital Experience

Adidas deep dive: Wave 1 - roll-out plan

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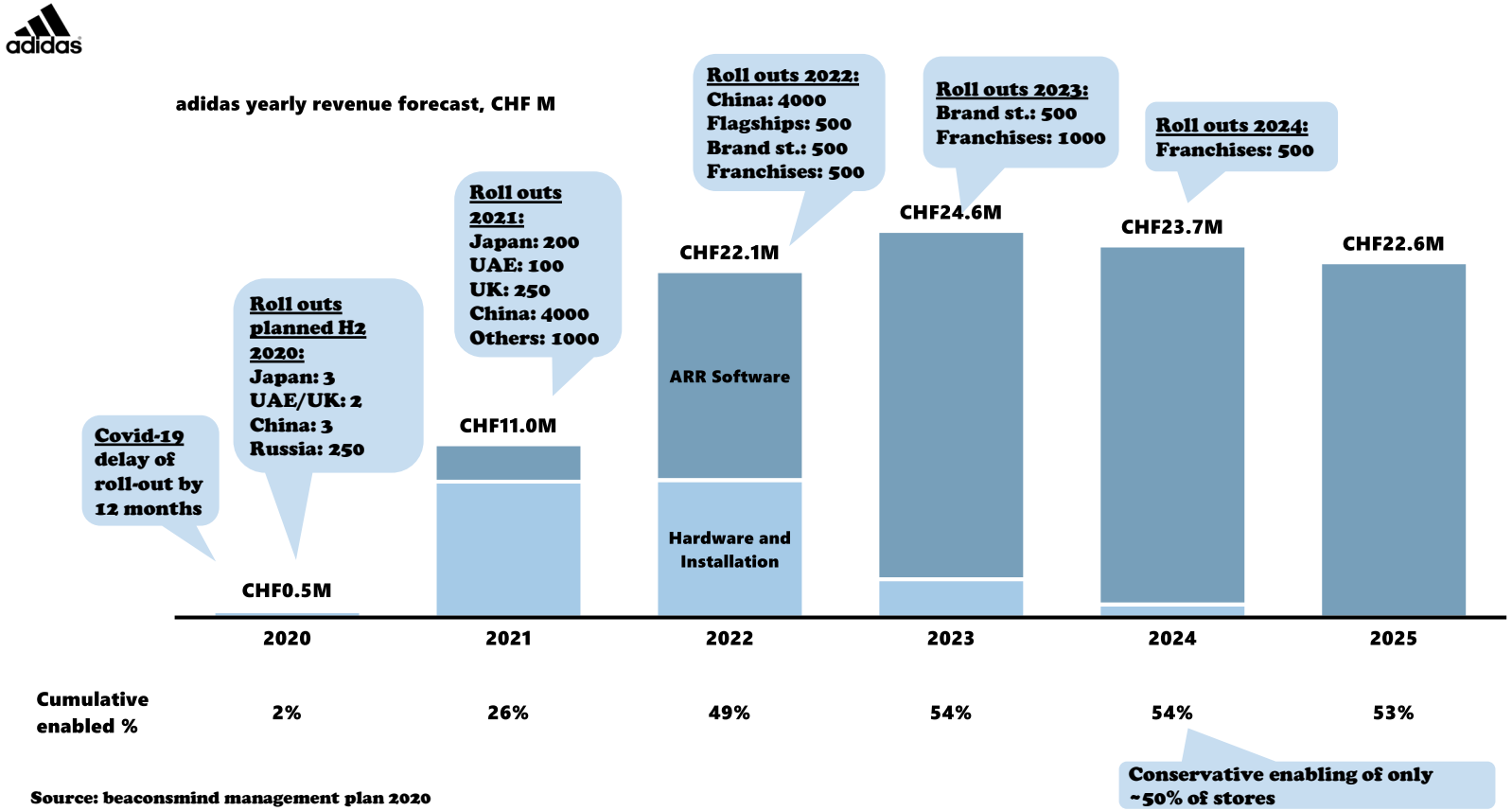


Source: beaconsmind management plan 2020

Growth model, with 3 horizons

beaconsmind

2020-21

Breakthrough

Reach profitability through adidas

Grow core team

~25 FTEs

2021-24

Diversification

Grow 3 new global Accounts

Implement repeatable acquisition strategy

Expand team and acquisition roles

60-80 FTEs

2024+

Standardisation

Automate processes, faster acquisition

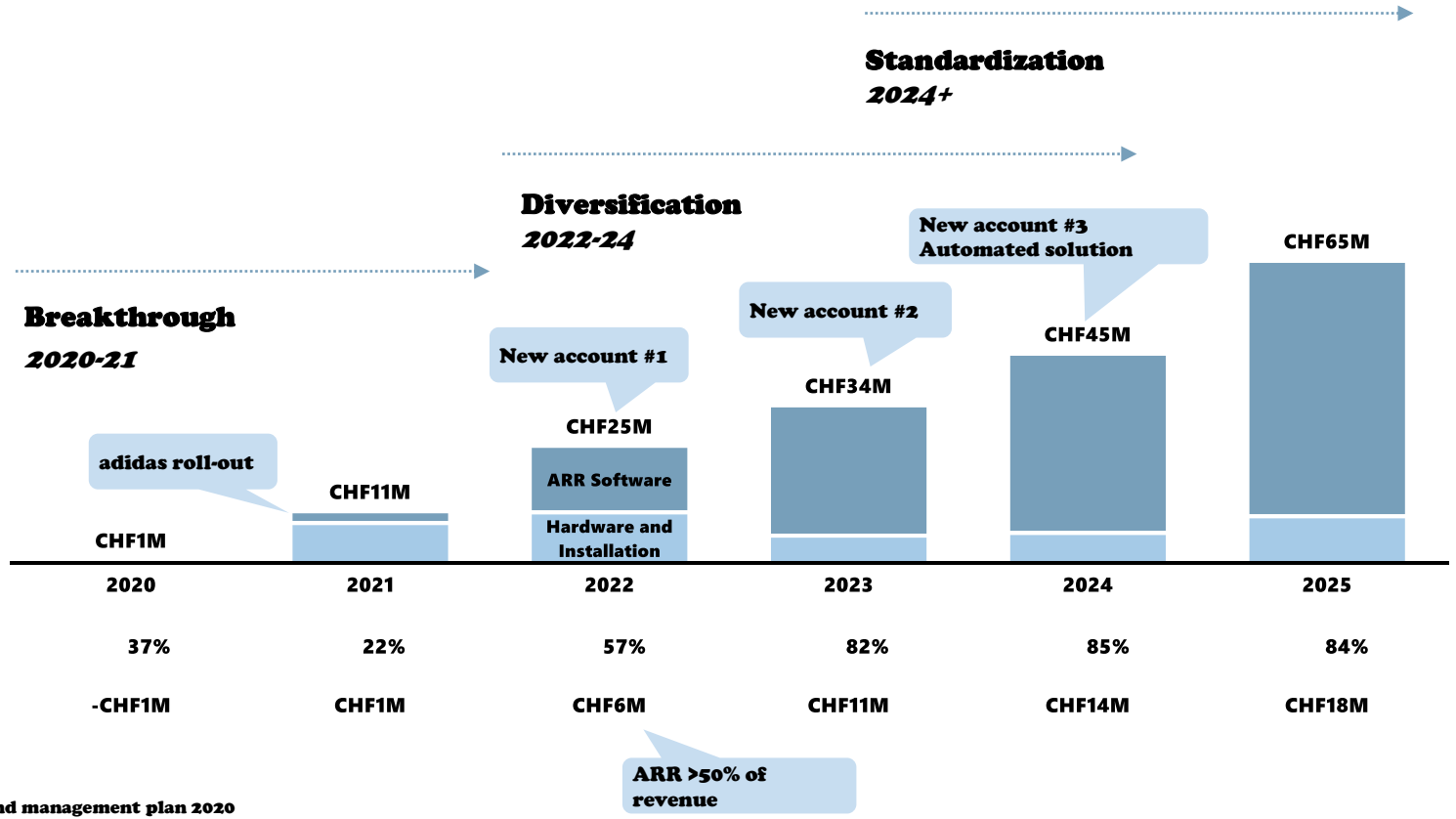
Organize in verticals, self serve customers

Ensure profitable growth

90 FTEs

Source: beaconsmind management plan 2020

High revenue quality, with ARR a majority of revenue from 2022



Source: beaconsmind management plan 2020

We have a clear path to growth

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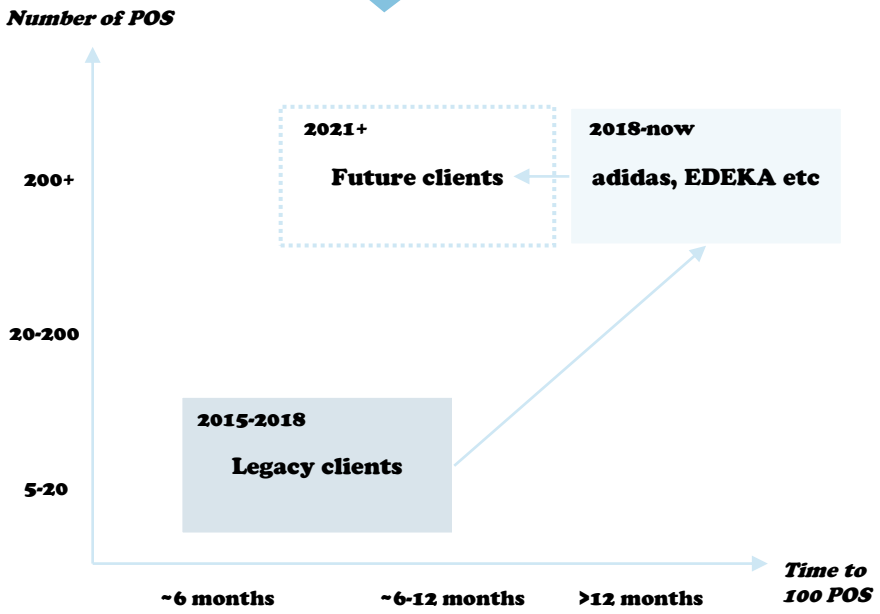
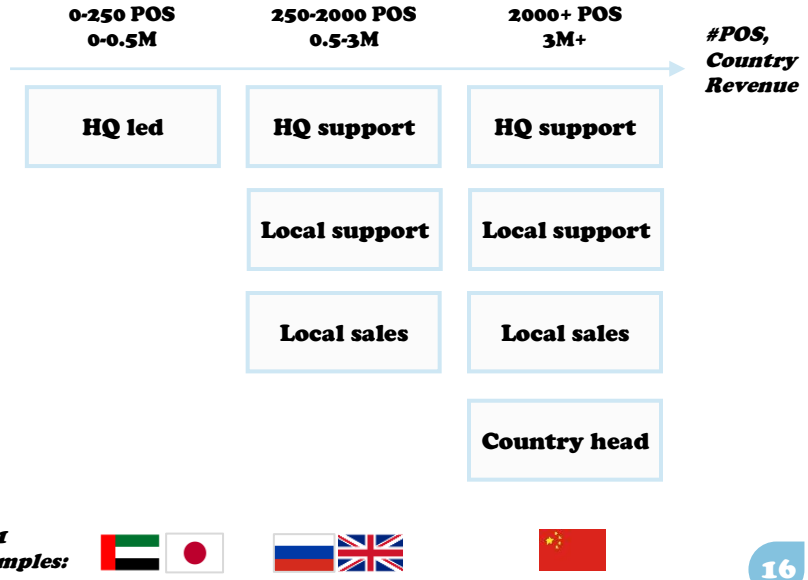
FOCUS ON LARGE RETAILERS AS SALES CYCLES ARE DECREASING AND SOLUTION CREDIBILITY IS INCREASING



SALES ORGANISATION SUPPERPOSED ON THE EXISTING STORE NETWORK, TO ACCELERATE VIRTUOUS BENEFITS



Next client targets are all large retailers, with significant networks

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	Solutions	Revenue	Stores	Beacons/POS	Potential Revenue bm
Thomas Sabo	• Customer engagement • Store layout & network optimization	$346M	312	~10	CHF 5-10M
TOMMY HILFIGER	• Bring it to me • Customer engagement • Store layout & network optimization	$1.2B	1400	30	CHF 5-10M
SEPHORA	• Customer path tracking & guiding • Store layout & network optimization • Push notifications by area	$4B	2600	40-50+	CHF 40-50M
IKEA	• Bring it to me (advice soecialist, item etc) • Push notifications by area • Customer path tracking & guiding • Store layout & network optimization	$40B	330	500+	CHF 20-25M
EDEKA	• Local real-time couponing • Customer engagement • Store layout & network optimization	$60B	~4'000	30-50	CHF 15-20M

The time is now! Grow scale economics to fend off competition

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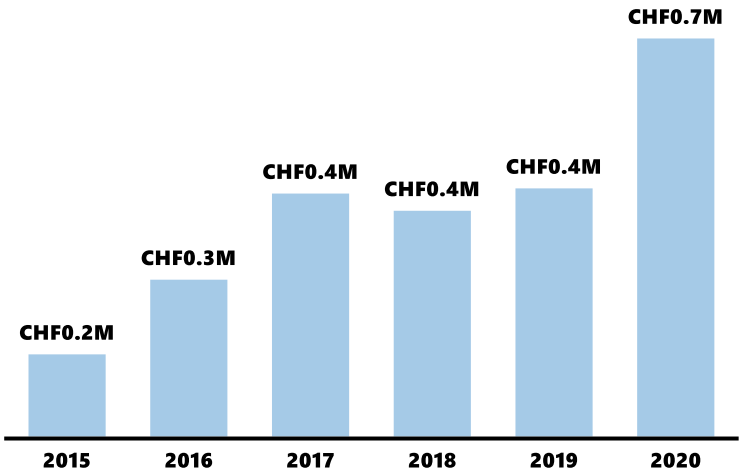
IN 2015, WE BET ON RETAIL EVOLVING. WE WERE EARLY! BUT WE DEVELOPED A GREAT TOOL, WITH LITTLE COMPETITION

beaconsmind historical revenue, CHF M



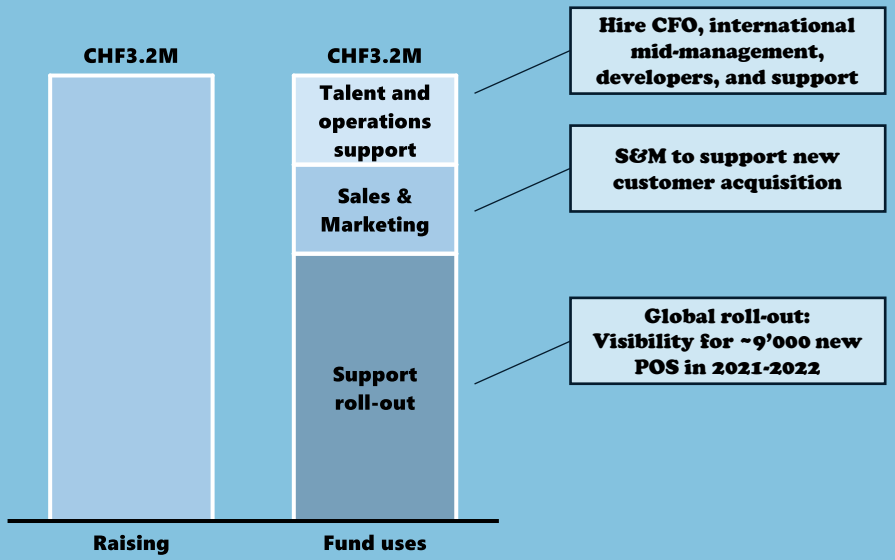
Source: beaconsmind management plan 2020

RECENT TRENDS ARE SUPPORTING AND ACCELERATING OUR THESIS

In store expectations	• Online shopping drives higher expectations of convenience in-store • Faster research, product selection and comparison, check-out and re-order
Measurable marketing	• Budgets are shifting from "traditional" methods to measurable methods • At adidas, ~1B re-directed towards digital initiatives
Retailer App development	• Retailers are developing their own apps as a retention mechanism • Retailers use apps to collect data and segment better their customer groups
Location data	• Covid-19 has broadened the use of Bluetooth and location data • Contact-tracing and social distancing re-enforce the importance of localisation

How we use our funding for our expansion

WE SUPPORT OUR GLOBAL EXPANSION THROUGH THE INTERNATIONAL ROLL-OUTS



Source: beaconsmind management plan 2020

LISTING CRITICAL TO INCREASE CREDIBILITY WITH RETAILERS AND FIND TECH BACKERS

1. Pull away from competition & become the standard!
2. Increased global credibility and visibility
3. Increased access to retailers, shorter sales cycle
4. Increased access to international talent
5. Access to capital markets in case of increased demand
6. Larger tech investor appetite

In summary: Transforming the global in-store shopping experience

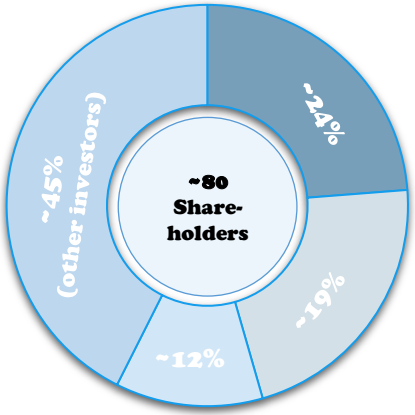
beaconsmind

Swiss quality, global ambition
Founded 2015
Headquartered in Zurich (Switzerland)

World-class, innovative customers
Retail brands like adidas, Unilever, Manor, Marc O´Polo, Tommy Hilfiger & more

Bootstrapped & profitable
Planned 2021

Cap Table



Max Weiland
CEO/Founder

Strategic Venture Partners - Europe Ltd

OSRAM/Fluxunit GmbH

Winner
reta europe retail technology awards europe
Best Enterprise Solutions

TOP SUPPLIER RETAIL 2017
Lebensmittel Zeitung · retail technology

2017
DIGITAL MARKETING INNOVATION WORLD CUP®

Microsoft

USD 120.000 in Software-Sponsoring

Listing on Euronext (Paris)

LISTING TERM SHEET & TIMELINE

Issuer	**beaconsmind AG**
Country	**Switzerland**
Listing venue	**Euronext Access + Paris**
Transaction envisaged	**IPO through a Direct listing following Private Placement**
Private Placement size	**~€3 million**
Listing currency	**EUR**
Meeting with Euronext	**June 15th 2020**
Filing with Euronext	**Friday 19th June**
Private Placement	**Between filing & end of December**
Listing on Euronext	**12th February 2021**
Share Capital	**CHF 210'888.4 , 2'108'884 shares**
Listing reference share price	**EUR 23.-**
Listing reference valuation	**EUR 48.5m**
Lock up period	**Staged lock ups with 18 months managers / 3-12 months current shareholders**

ADVISORS

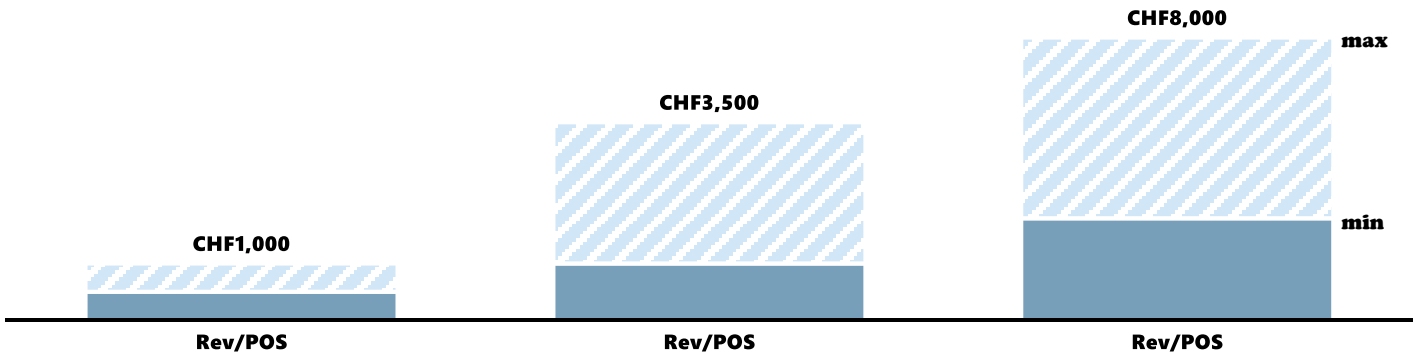
INVEST CORPORATE FINANCE	**IPO listing Sponsor**
INVEST SECURITIES	**Listing Sponsor post-listing**
pwc	**Auditors**
LEXELIANS	**Legal Counsel France**
walderwyss	**Legal Counsel Switzerland**
BNP PARIBAS	**Paying Agent France**
Zürcher Kantonalbank	**Paying Agent Switzerland**
HAUCK & AUFHÄUSER	**Research & Coverage post-listing**

Back-up: Three main variants of our product

beaconsmind

	Traffic solutions	Customer Experience	Full Marketing suite
Products and services	Customer identification and traffic analysis POS layout analysis	Enabling new location-based offers (BITM) LB interaction with customers (notifications)	Customer data crunching: customer segmentations, POS layout Marketing recommendations: notification strategy, store footprint analysis
Client types	Shopping Malls Public advertising Petrol stations	Multichannel retail	Multichannel retail
Current clients	migrolino, sihlcity, GOLDBACH GROUP	adidas, KITAG cinemas, Unilever, MANOR	BOLLAG GUGGENHEIM FASHION GROUP SWITZERLAND, ZUMTOBEL

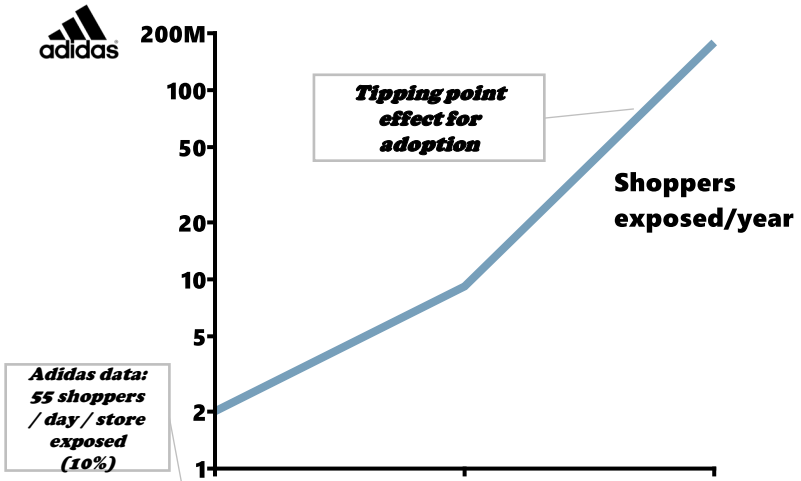
Recurrent Revenue/POS Per year



Back-up: Customer impact will drive global market adoption

beaconsmind

OUR TRAJECTORY WILL IMPACT 200M PEOPLE BY END 2021, WITH RIPPLE EFFECTS ON OTHER RETAIL VERTICALS



	2019	2020	2021
Stores	100	381	5,931
Exp./d/POS	55	66	83
Penetration	10%	12%	15%

Source: beaconsmind management plan 2020

FROM SPORTS APPAREL, WE WANT TO LEAP ACROSS TO OTHER RETAIL VERTICALS, WITH LARGEST IMPACT POSSIBLE

Sports apparel	Groceries	Fashion	...
Nike	Aldi	Inditex	
adidas	Auchan	H&M	
Puma	Groupe Casino	Gap Inc.	
Asics	E.Leclerc	Decathlon	
Reebok	Migros	LVMH	
UnderArmour	Edeka	Tommy Hilfiger	
Fila	Coop	TJX Companies	
Vans	Whole Foods	Fast Retailing	
Lacoste	John Lewis	Gap Inc.	
Converse	Conad	Ross Stores	
North Face	ICA Gruppen	L Brands	
Umbro	Spar Holding	Kering Group	
...	...	...	

Covid-19: Retailers harnessing situation to transform in-store experience

beaconsmind

Scoping

IKEA SEPHORA

Long Term focus on retailers with large store capex and footprint, with need to digitalise shopping experience

Negotiation

PENNY. EDEKA NORD /Munich Airport BUDNI famila MPREIS vedes

Immediate focus on specific retailer segments in context of Covid-19 disruption:

- **Certain sectors booming, with basic purchases in high demand vs discretionary spend (e.g. leisure)**
- **Consumers are forced to fast-track their exposure and adoption of online channels**
- **Retailers must align in-store experience to online experience to perform well post-corona times**
- **Certain retailers are built upon a deep network of brick-and-mortar franchises, and must maintain their appeal**

beaconsmind is directing business development on those retailers most in need of portfolio digitalization

- **German food, home and electronics retailers seeing a demand spike due to shift in household spending**

Roll-out

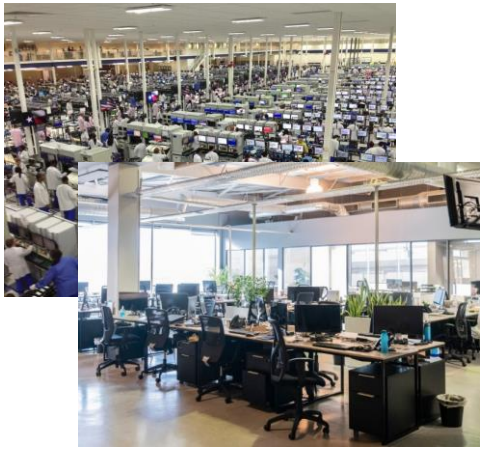
adidas

Each successful roll-out serves as case-in-point of revenue, loyalty and transformed shopping experience

Covid-19: Further applications as upside to business plan

beaconsmind

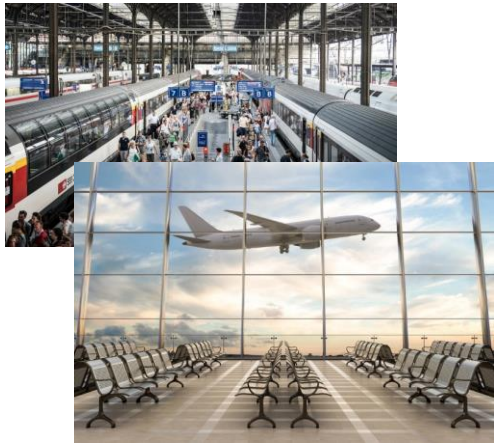
CORPORATE AND FACTORY/SUPPLY CHAIN



Office worker distancing / density limits

Proprietary secure contact tracing

CRITICAL PUBLIC INFRASTRUCTURE



Contact tracing

Social distancing

GOVERNMENTS AND CRITICAL SERVICES

Covid-proofing

CONTACT

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