



Braking made easy. For everyone.

Investor Presentation 2021



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Summary

Patented technology with global potential

- **Global opportunity:** First mover in 3 bEUR sports & mobility market
- **Sustainable technology advantage:** Patents granted and pending
- **Experienced team:** Deep technology and market competence
- **Strong traction:** 10 distributors signed, product margins 50-80%
- **Seeking 1,0 mEUR growth funding** to achieve 5,0 mEUR sales by 2023

Problem

Mechanical brakes do not fit all

Weak grip



Kids, elderly, disabled

Efficiency (park/lock)



Cargo bike users & suppliers

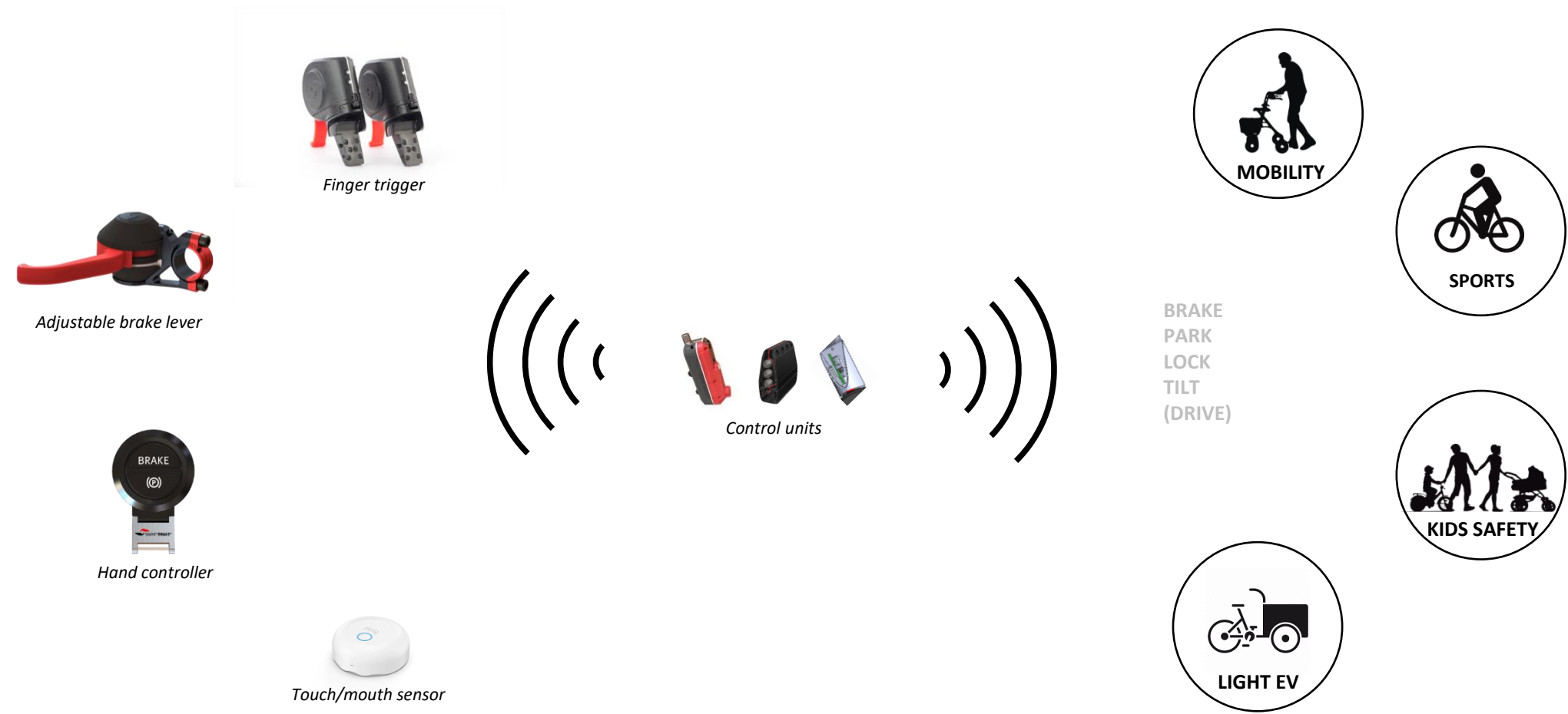
Design & smartness



Next gen e-bike suppliers

Solution

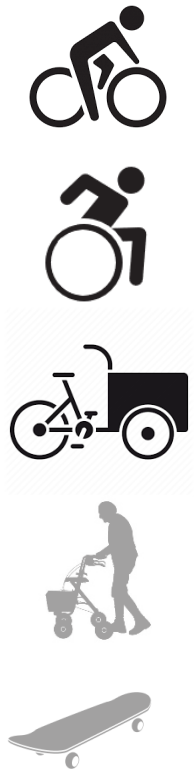
SMART BRAKE Technology – wireless, modular and multipurpose



Product

Build your SMART BRAKE kit

1. Select application

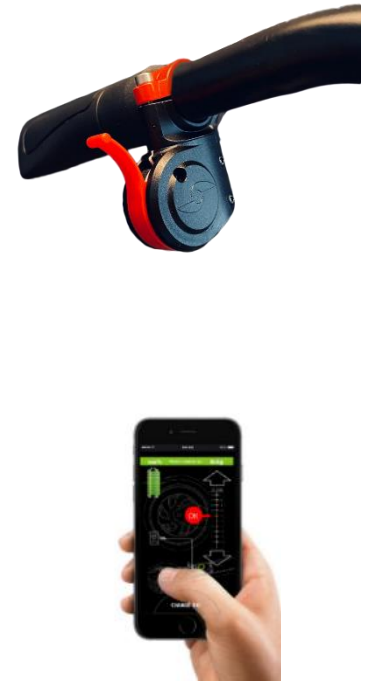


2. Build kit



>100 combinations

3. Mount & Go



Testimonials

Proven customer value

“

Innovation at its best!

The customers were very interested in SmartBrake, and very impressed by what they saw during their visit.



Bob Griffin
CEO/owner

”

“

I see positive application of your technology for hand cycles, trikes and wheelchairs. The positive braking action for wheelchairs is of particular interest.



Scott Pellett
CEO/owner

”

“

Again, the parents are totally amazed with the brilliance of SmartBrake and so am I. It's a game changer.



Mark Power
CEO/owner

”

Business Model

Attractive margins in B2B and B2C



- SmartBrake GM: 50-70%
- Nordics, EU, US, Australia



- Distributor GM: 50-60%
- NAV¹, insurance, public, private



- GM: 60-85%
- Webshop, 20+ markets



- DHL Worldwide (door-to-door)



- Technology license fees
- First agreement signed



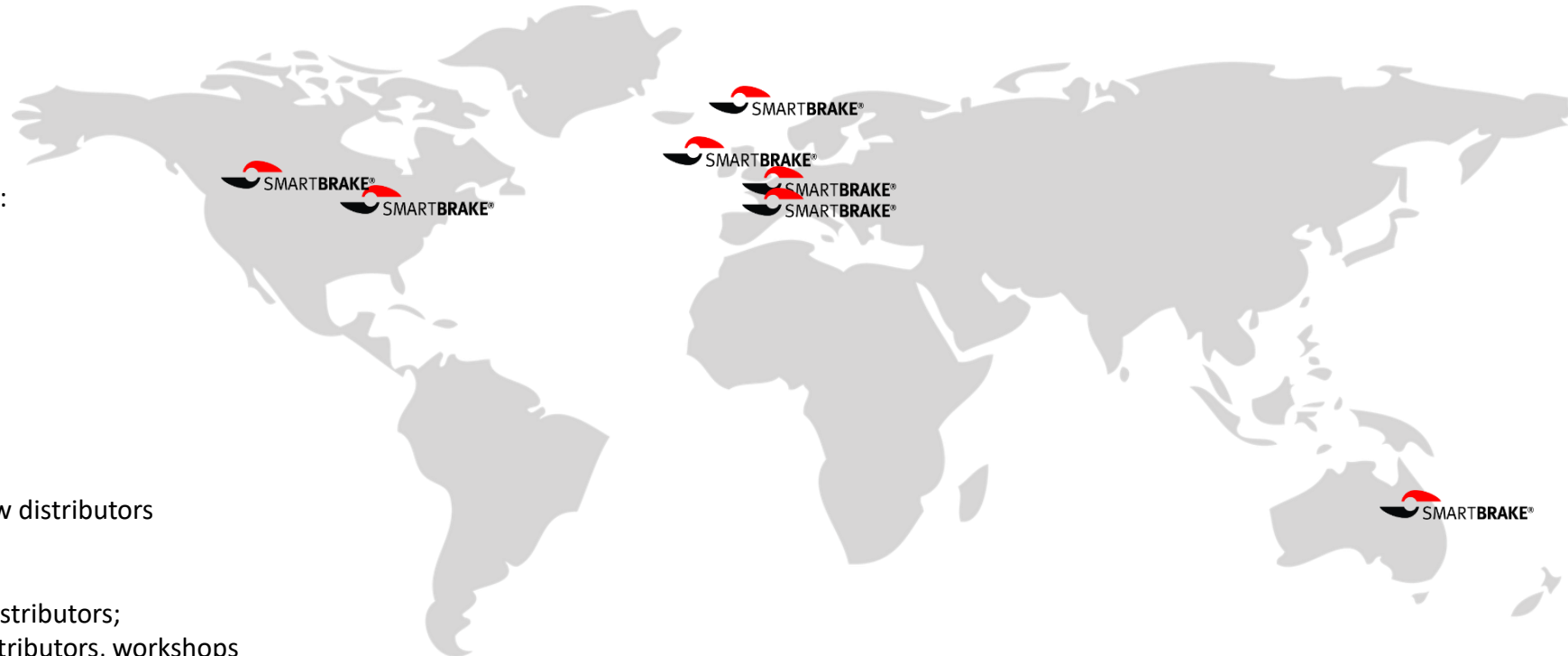
- *Initial dialogue with Tektro Corp., K2 and Fischer Sports*



Distribution

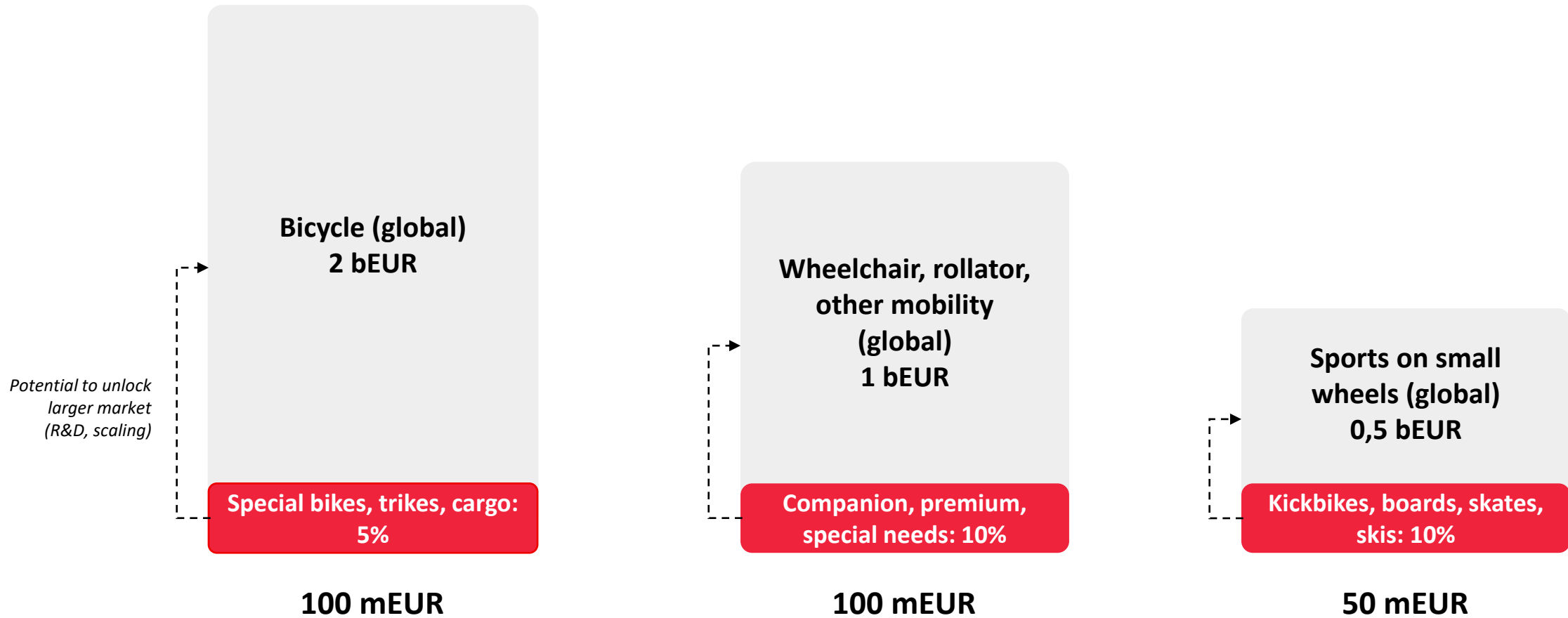
>1 000 potential distributors, 10 signed up

- Distributors signed:
 - Norway
 - UK
 - Belgium
 - NL
 - Germany
 - Australia
 - US/Can
- Pipeline: 20-30 new distributors (Nordics, EU, US)
- >1 000 potential distributors; manufacturers, distributors, workshops



Market Opportunity

Targeting global market segments of 250 mEUR (-> 3 bEUR)



Competition

Unique wireless position, backed by strong IP



- Very conservative industry; focus on wireless gears
- SMART BRAKE alone in the market with wireless brakes
- Position backed by strong IP, opportunity for tech license fees

IPR

Granted patent for wireless brakes for bicycles and more



Intellectual
Property
Office

1

REMOTE OPERATING LEVER UNIT FOR OPERATING BRAKE UNIT, BRAKE SYSTEM,
AND METHOD OF REPOSITIONING LEVER

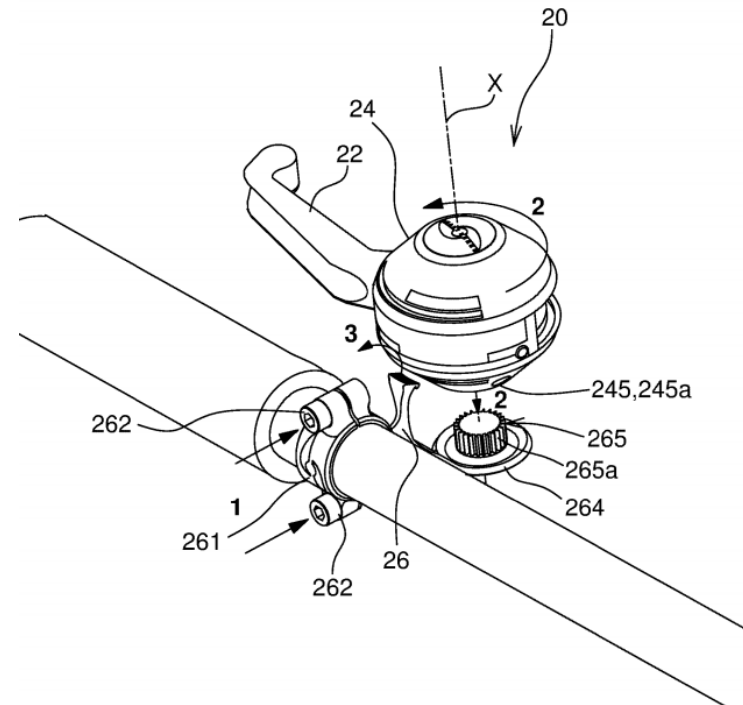
Field of the Invention

The invention relates to the field of wheeled vehicles and, more particularly to a remote operating lever unit for operating a brake unit mounted to wheeled vehicles.

Background of the Invention

Vehicles designed for travel, in particular those comprising wheels, generally require means for controlling the speed with which the wheeled vehicle is traveling. Such vehicles include those that are powered by human interaction or those which are assisted by a motor, such as trikes, handbikes, bicycles, wheelchairs or the like.

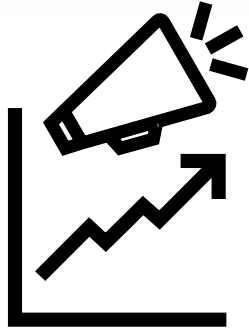
A typical brake system used for such wheeled vehicles includes a brake device that applies a braking force to the wheel of the wheeled vehicle, and an operating lever unit for operating the brake device that is connected the brake device via a brake wire. In a bicycle brake system, for example, the operating lever unit is mounted to a handlebar of the bicycle in a position where a user can easily grip said operating lever.



<https://www.ipo.gov.uk/p-ipsu/Case/PublicationNumber/GB2583123>

Growth Strategy

Scale-up through distributors and industrial partners



Acquiring customers

- **Distribution network -> 100+ worldwide**
- **Direct sales campaigns, incentives**
- **Industrial partnerships (cargo, e-bike, sports)**



Keeping customers

- **Distributor education and dedicated support**
- **Strong online support function (videos, DIY-guides)**

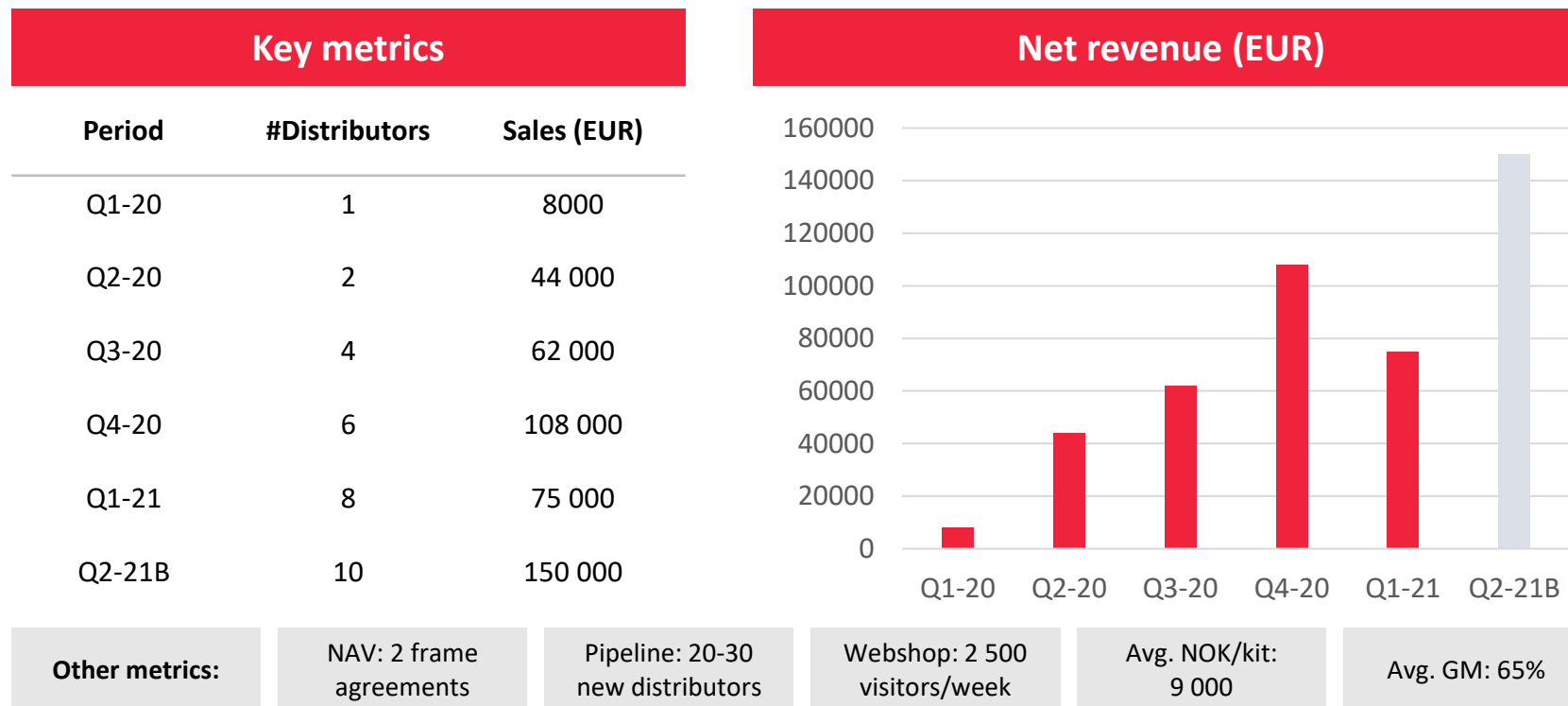


Staying competitive

- **Cost-down (50%) -> volume and product dev.**
- **Broaden range of applications, functions and interface**

Traction

New distributors signed every month, positive sales growth¹



Financials

Plan 2021-2025

Key financials, 2021-2025 (EUR)

EUR	2021	2022	2023	2024	2025	% of Sales
# Distributors	12	30	50	75	100	
# Units / Distributor ¹	50	100	200	250	375	
# Units	600	3 000	10 000	18 750	37 500	
EUR / Unit	800	060	500	400	400	
Revenue	480 000	1 800 000	5 000 000	7 500 000	15 000 000	
GM%	65	60	55	50	50	
Gross Profit	312 000	1 080 000	2 750 000	3 750 000	7 500 000	
			Opex			
- Sales & Marketing	250 000	500 000	1 000 000	1 125 000	2 250 000	15 %
- Customer Service	100 000	300 000	400 000	375 000	750 000	5 %
- Product Development	300 000	400 000	400 000	375 000	750 000	5 %
- Mgmt, other opex	200 000	250 000	350 000	375 000	750 000	5 %
Total Opex	850 000	1 450 000	2 150 000	2 250 000	4 500 000	30 %
EBITDA	- 538 000	- 370 000	600 000	1 500 000	3 000 000	
EBITDA %	- 112	- 21	12	20	20	
EBITDA acc.		- 908 000	- 308 000	1 192 000	4 192 000	

Team

Experienced team with strong domain expertise



Atle Stubberud (Co-founder, BoD)
Award-winning product designer



Ana M. Danielsen (Sales)
Occupational Therapist



Thomas Jakobsen (SW dev. consultant)
Inventor of IoT product series



Morten Østli (Co-founder/CEO)
Founding partner Arkwright Norway



Svein-Thomas S. Olsen (Prod.dev)
8 years experience subsea/O&G



Tom Arne Solhaug (Advisor/owner)
CEO Servi Group, founder Krabat (sold to Addlife)



Bernt Otto Hauglin (Co-founder/IPR)
Technical Director/owner Rottefella



Henrik Karlstad (Prod.dev)
F-16 Fighter Aircraft mechanic



Jørund Buen (Advisor/owner)
Co-founder PointCarbon (sold to T. Reuters)



Anders Skaarud (PM, marketing)
Product manager SmartBrake



Runar Karlsen (Production)
30 years in technical production



Anders Kvåle (Investor)
Co-founder Spacemaker (sold to Autodesk)

Funding

Seeking 1,0 mEUR to reach 5 mEUR sales

What we seek

Share issue 2021

- Seeking 1,0 mEUR growth funding
 - Norwegian / international lead investors
 - Campaign - CrowdCube

What we will achieve

Reach 5 mEUR sales by 2023

30%

Scale production

30%

International distribution

10%

Customer service

30%

Product development

Term Sheet

Preliminary, subject to change

Shareholder structure	%	Terms	
Nico Capital AS / RS Smart Technology AS	54,5	Investment target (NOK) *	10 mill
Soon Design AS	12,2	Price per share (NOK)	53-57
Selvikåsen Invest AS	12,1	Pre-money valuation (NOK)	75-80 mill
MTI Startups AS	2,4		
Bernt Otto Hauglin	2,3		
Other shareholders	16,4		
SUM	100	Closing date:	31.05.2021
# Shares outstanding (incl. options)	1 400 000		

*) Including international campaign, min. EUR 1 mill

Summary

Attractive exit routes

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Experienced team:

- Deep technology and market competence

Strong traction:

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Exit routes

Bike components players

- Shimano, Sram, Tektro, Bosch, etc
- Future bike -> 100% electronic & wireless

E-bike manufacturers

- Booming market in Europe/globally

International mobility/sports tech

- Investing in technology brands

International VC/PE

- Investing in micro-mobility, health, sports tech

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www.givemeabrake.com