

POINTS TO PROFIT

Investerarpresentation avseende MBXP ApS

VILKA ÄR VI?

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AGENDA

1. Introduktion & bakgrund
2. Affärsstruktur
3. Presentation av MBXPs verksamhet
4. Nästa steg
5. Frågor

AFFÄRSSTRUKTUR

Preliminär köpeskilling	5 mdkk i Awardit-aktier
Emission i MBXP	6 mdkk
Lån Awardit till MBXP	19 mdkk
Tilläggsköpeskilling	9 X genomsnittlig EBITDA för 2021 och 2022 (exkl aktiverat arbete)
Avdrag från earn-out	Investeringen på 6 mdkk och räntebärande skulder på ca 42,5 mdkk

Av de 25 mdkk som investeras i bolaget finansieras 9 mdkk ur Awardits kassa och 16 mdkk genom ett nytt banklån.

Awardit bokför en tilläggsköpeskilling på motsvarande ca 157,5 mdkk (före avdrag) vilket baseras på säljarnas EBITDA-prognos på 15 respektive 20 mdkk för 2021 och 2022.



MBXP - part of Awardit

investor presentation

2021-04-23

the very short version

Based in Copenhagen

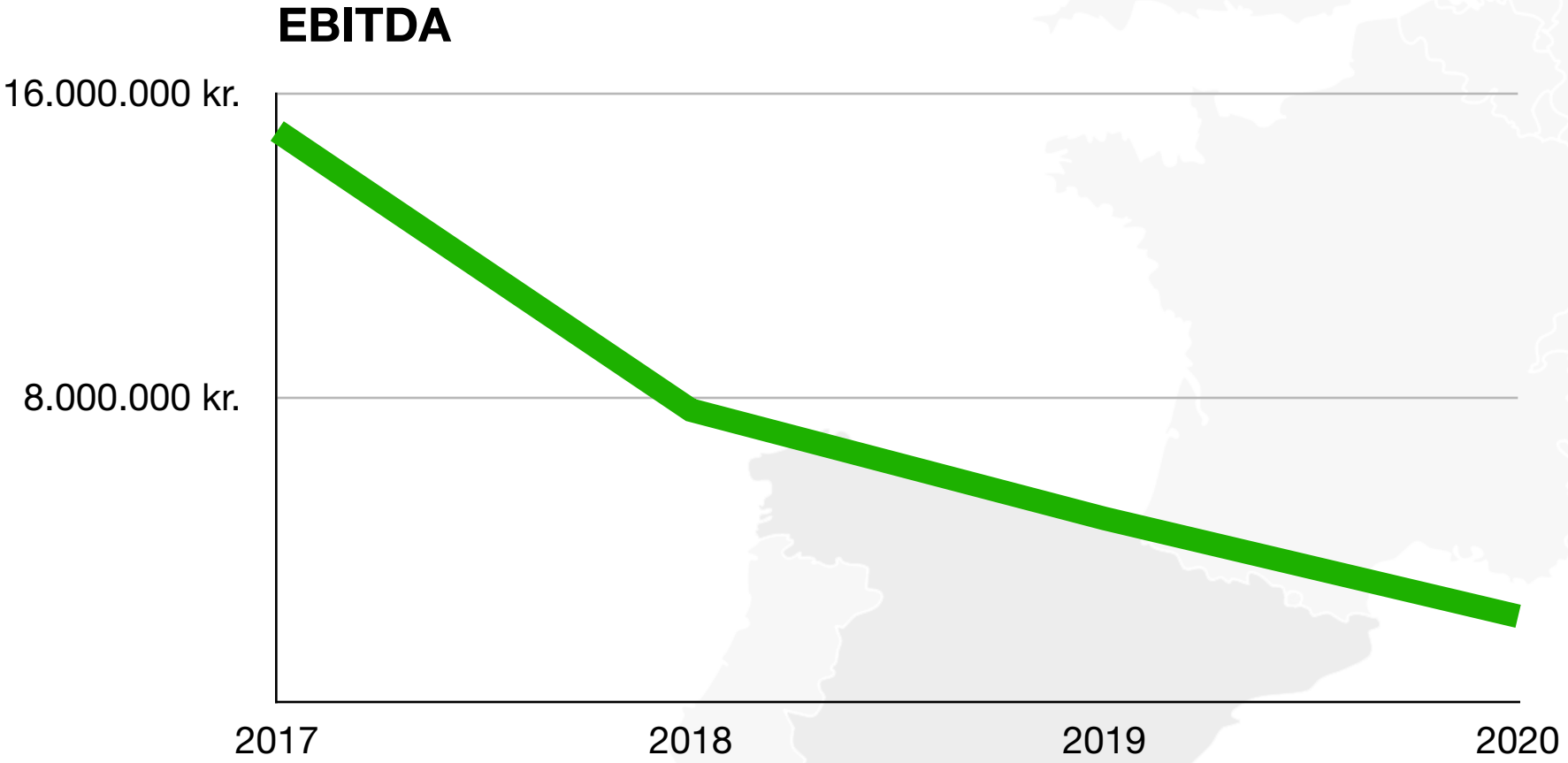
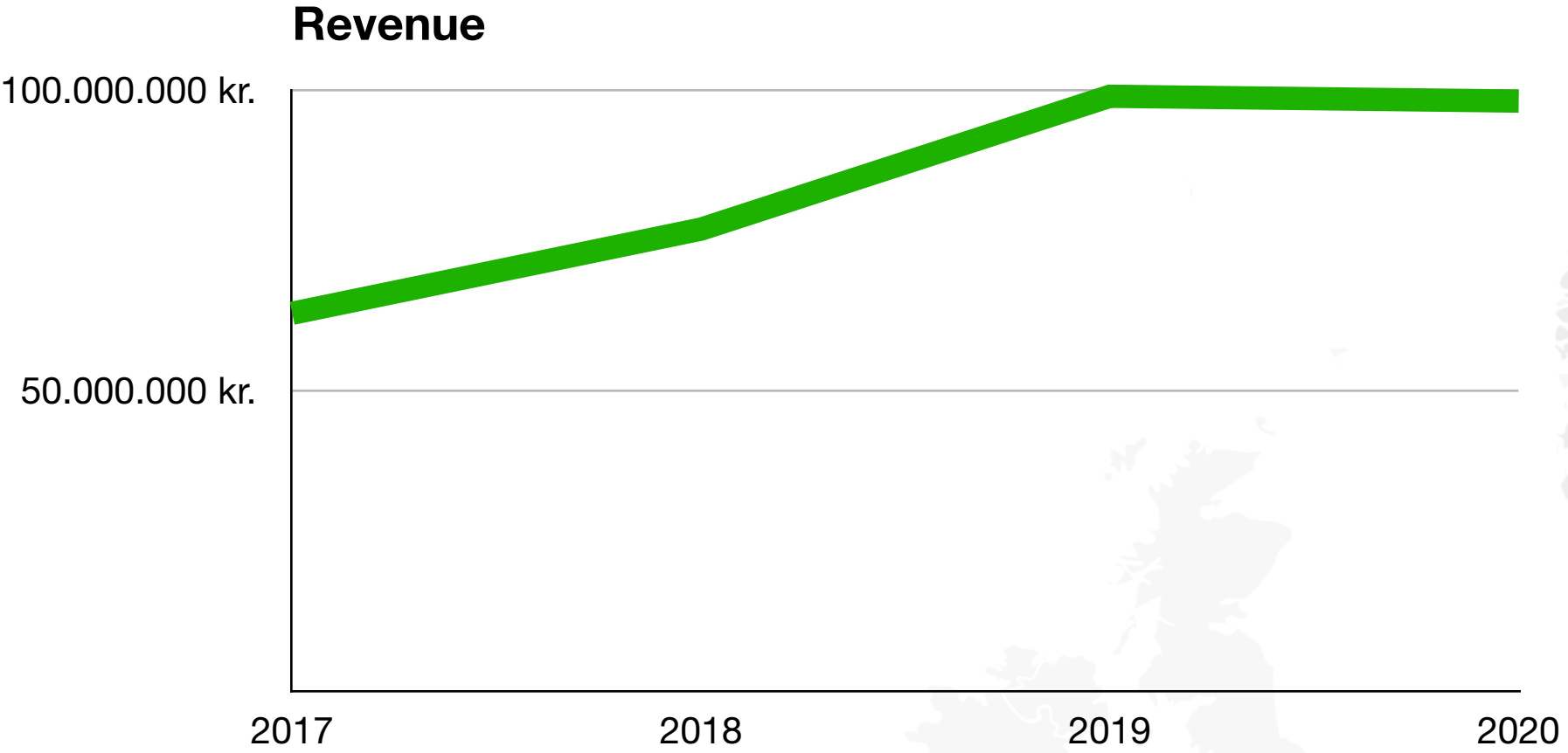
+1.2 billion DKK yearly face value,
on a turnover of approx. 98m DKK

Paytjek Electronic Service Platform (ESP)
Cloud-based SaaS

4 Nordic countries + Spain



KPIs







Retail & Convenience



Program
Manager

Distributor

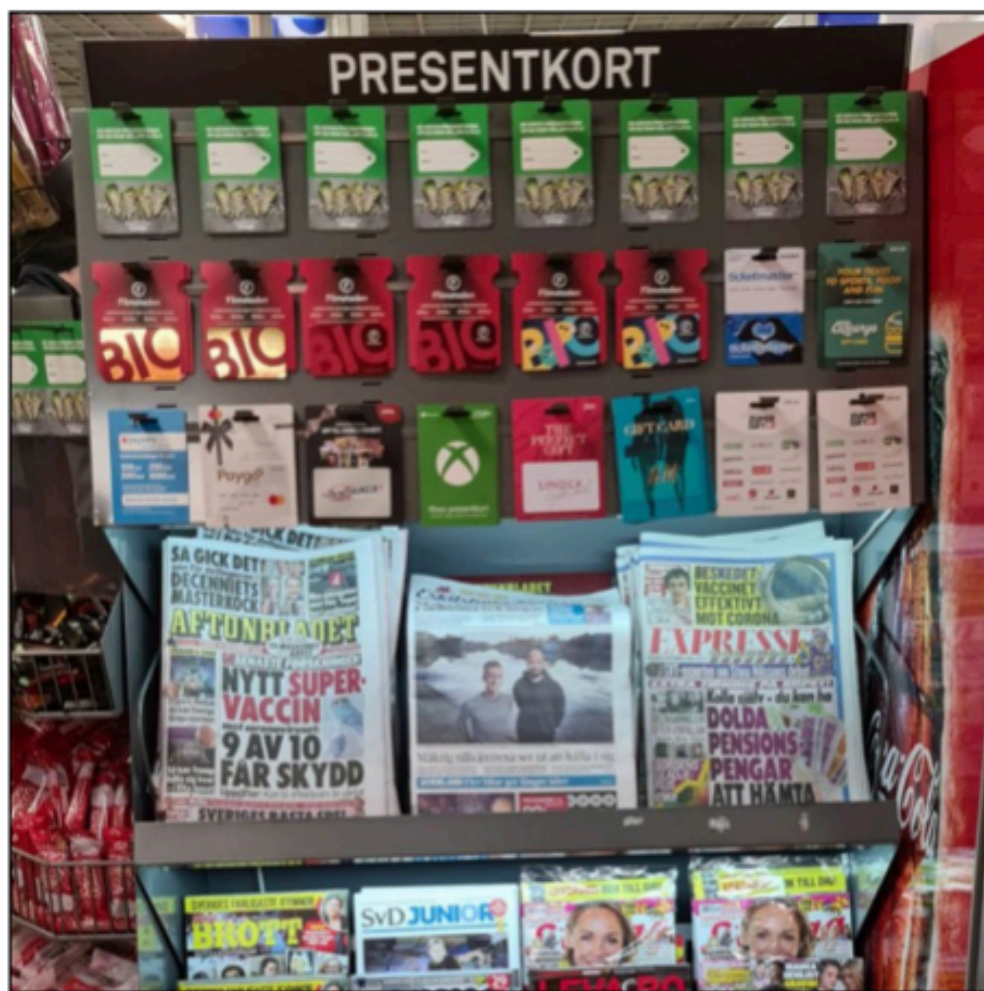
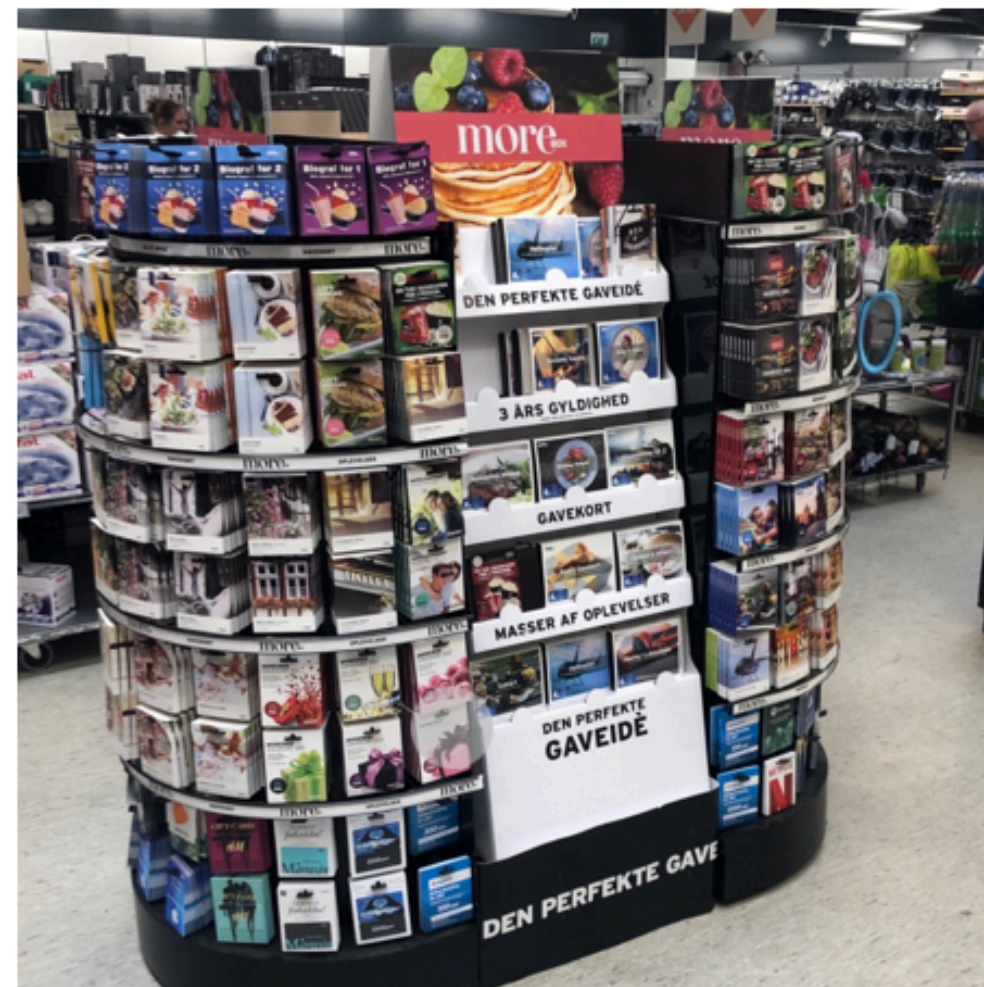
Aggregator

Digital
Integrator

In-Store
specialists

Category
Captain

Fixture solutions ...



Danmark

Kvickly
Superbrugsen
Dagli Brugsen
Irma
Fakta
7-eleven
Circle K
Meny
Spar
Netto
Bilka
Føtex
OK+
Lidl

Norge

Obs
Xtra
Prix
Mega
Marked
Meny
Spar
Joker
Narvesen
7-eleven
Circle K

Sverige

ATG
Pressbyrå
7-eleven
Axfood (Willys)
Axfood (Hemköb)
City Gross
Circle K
OK/Q8
— — —
ONCE (Spain)

Finland

S-Group
K-CITY Market
K-Supermarket
K-Market
Stockmann
R-Kioski

Online

ALKA
Tryg
Morebox
DenBedsteGave
Dansk Metal
LO Plus
SF Kino (SE)
Odeon (NO)
Gift4you (FI)
Bestegaven (NO)



Paytjek





Paytjek Electronic Service Platform

The de-facto Nordic standard

Cloud based SaaS

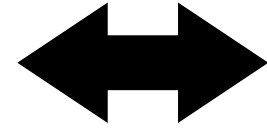
Extremely adaptable

+10 years proven track-record

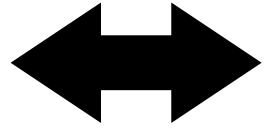
Access more than 13000 POS in the
Nordics and 25.000 POS in Spain



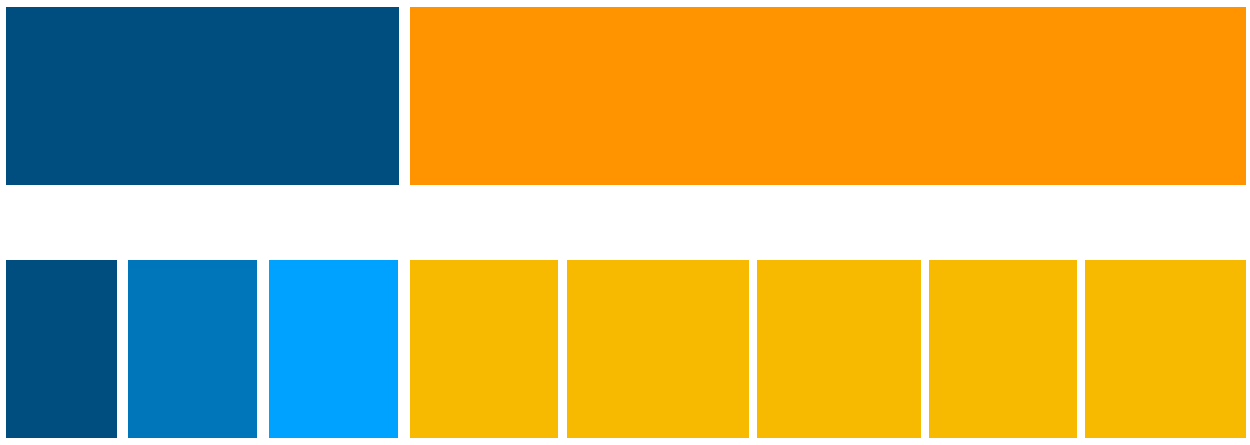
Supplier



PayTjek ESP
Cloud based SaaS



Sales channel



PayTjek ESP

Physical products

Services

Private Label

Brands

Prepaid

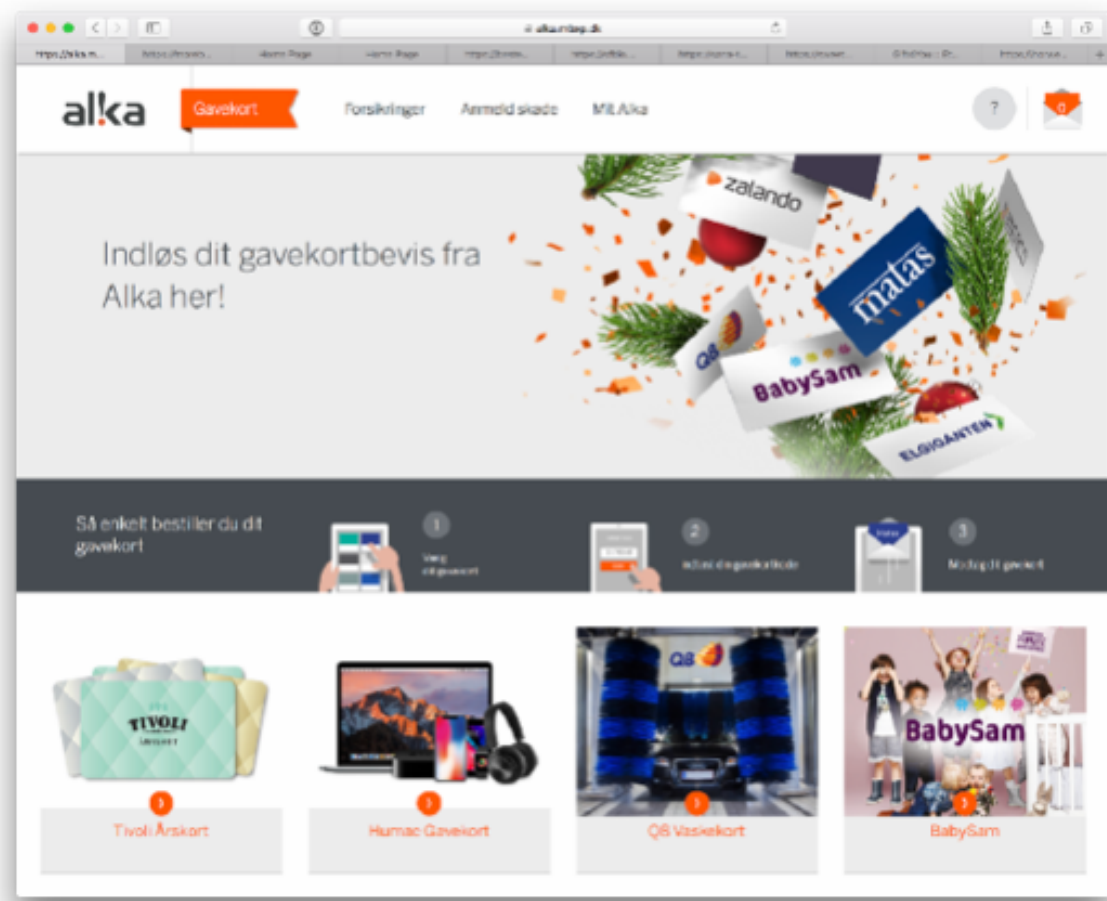
Activation

Retention/reward

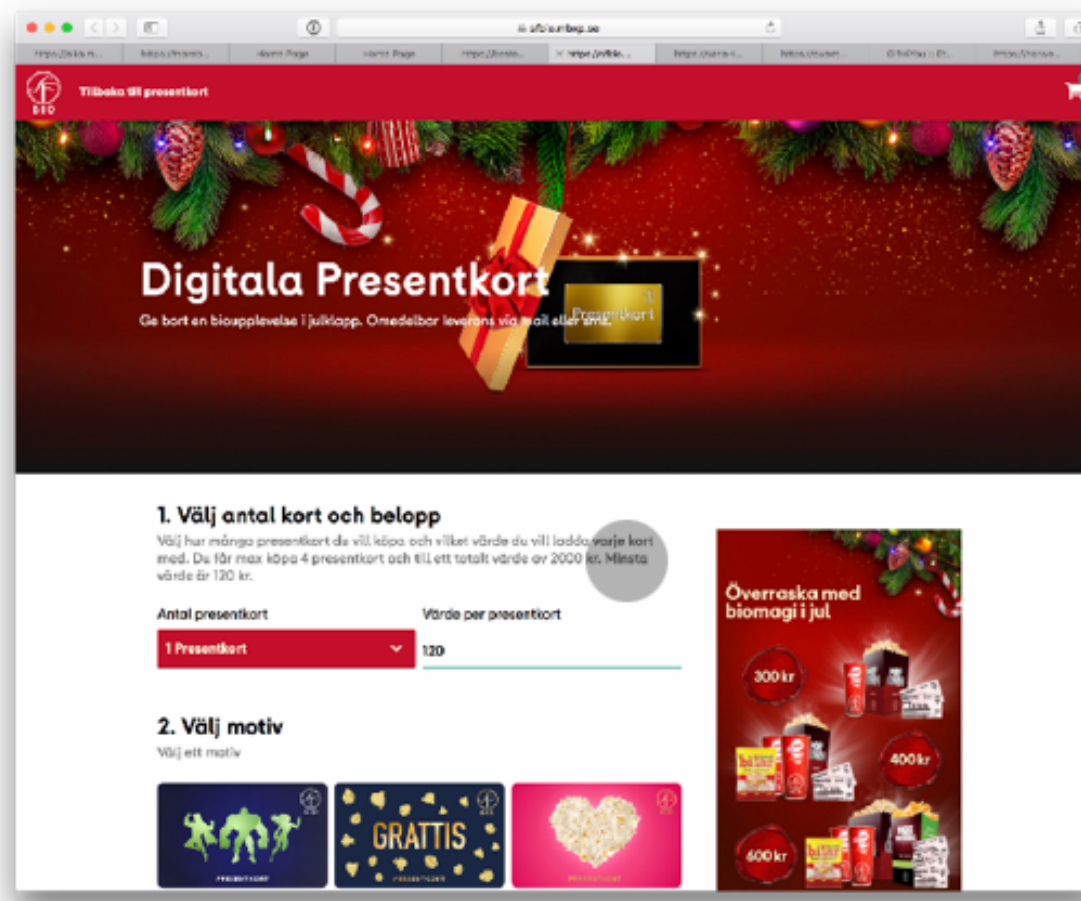
Vouchers

Mobile top-up

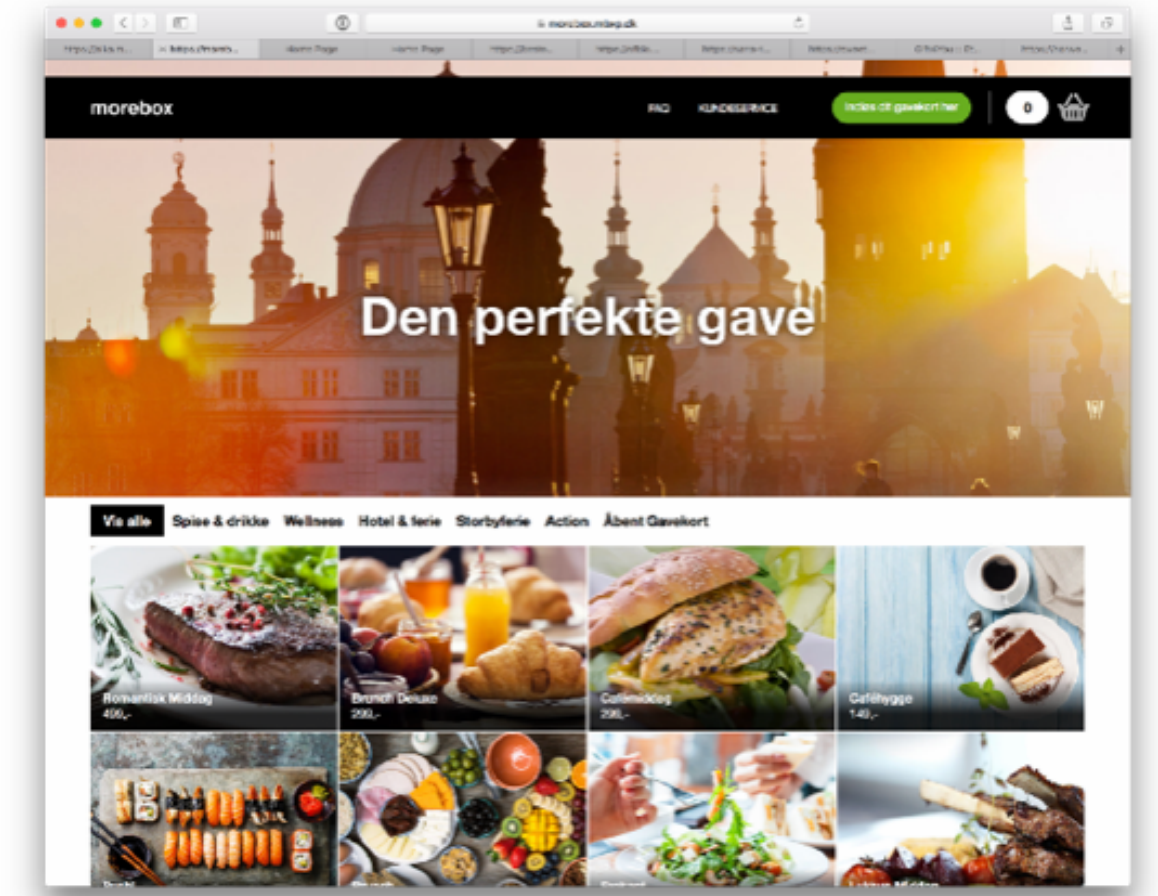
Invoicing



alka



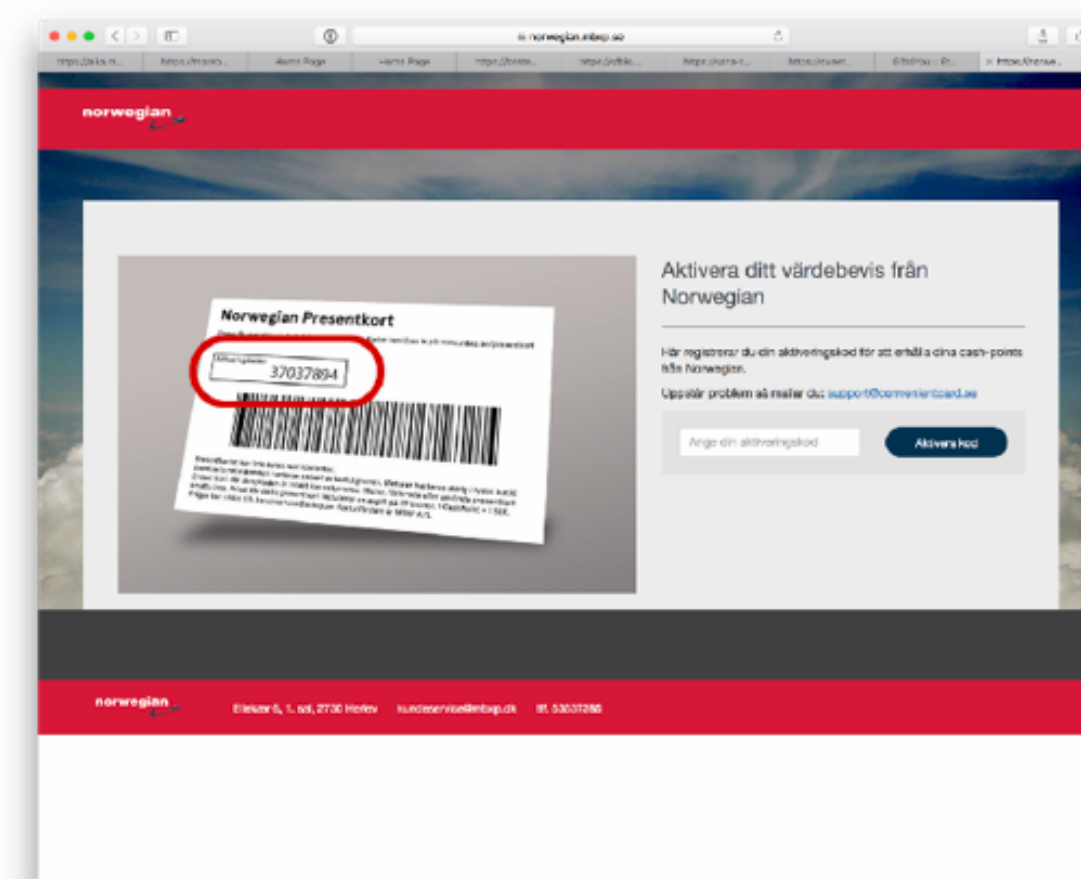
BIO



moreBOX



coop

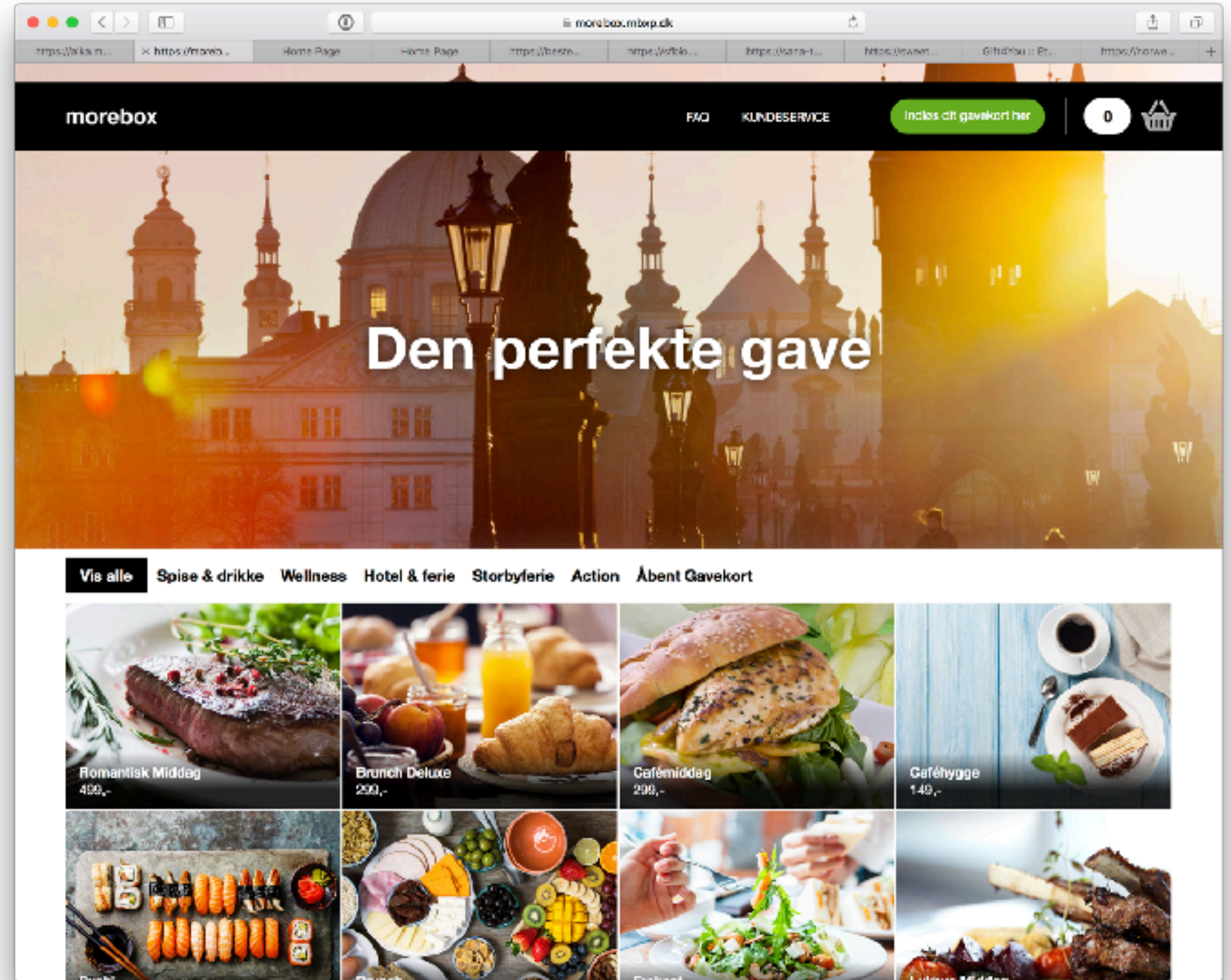


norwegian



NSB

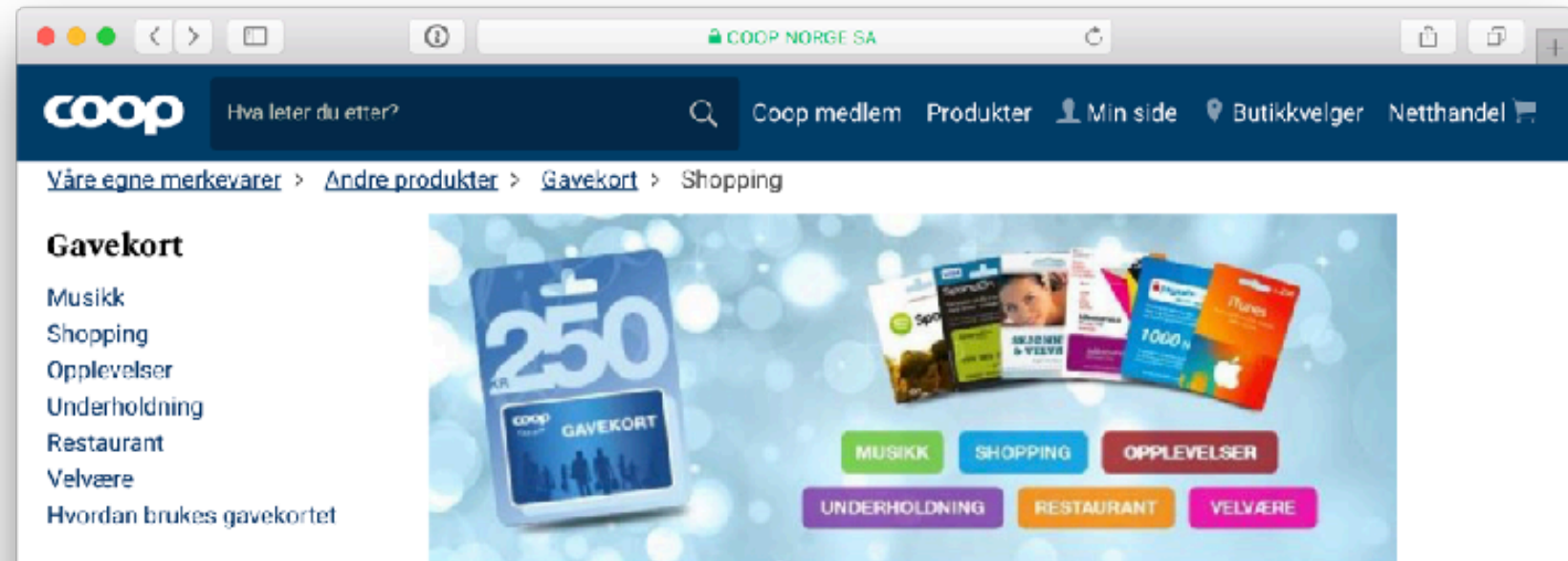
B2C digital programmes



B2B incentive programmes



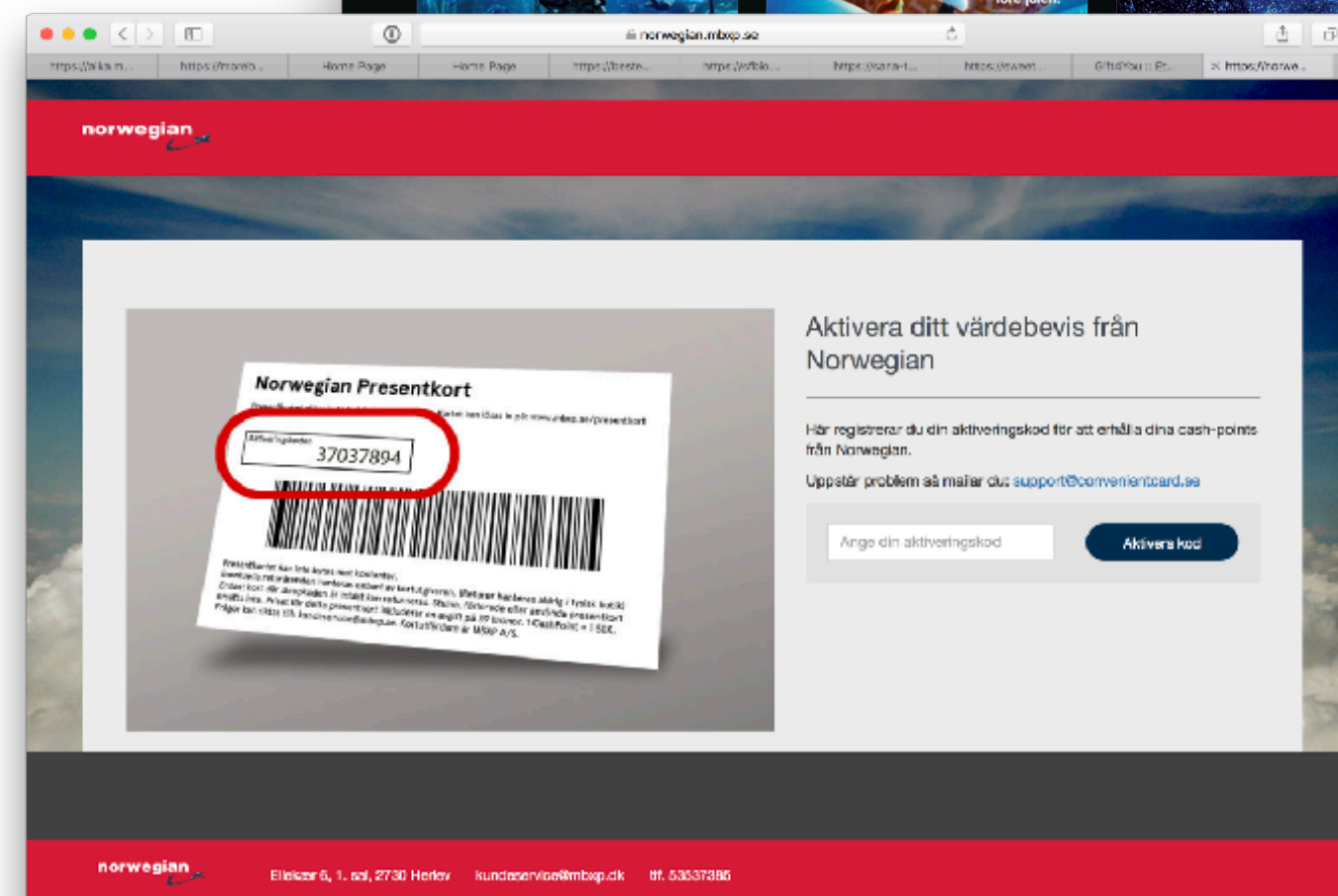
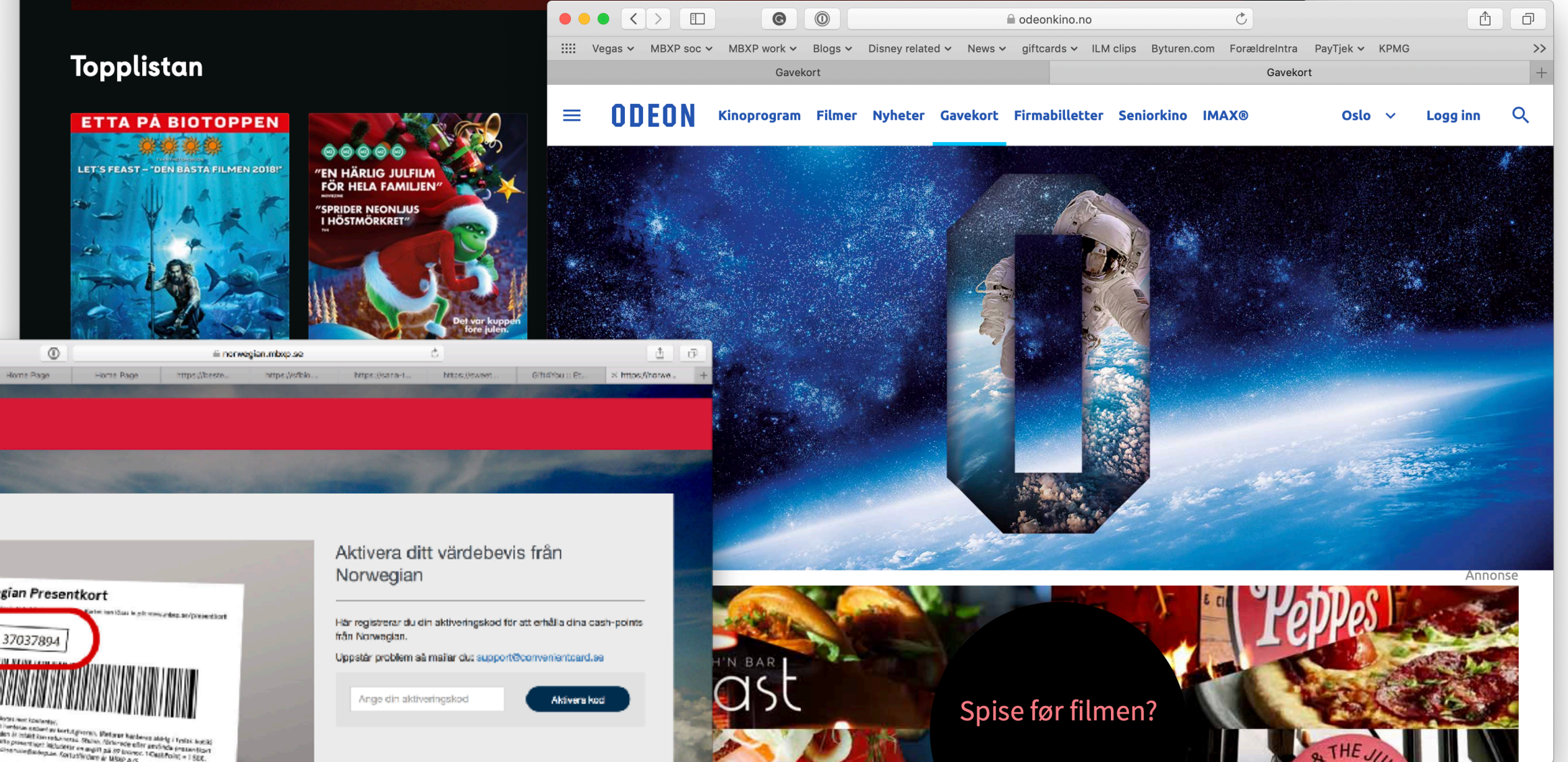
The screenshot shows the Alka website interface. At the top, there is a navigation bar with the Alka logo and links for 'Gavekort', 'Forsikringer', 'Anmeld skade', and 'Mit Alka'. The main banner features the text 'Indlæs dit gavekortbevis fra Alka her!' and a festive graphic with gift cards from brands like Zalando, Matas, BabySam, and ELGIGANTEN. Below the banner is a three-step process: 1. 'Vælg dit gavekort', 2. 'Indlæs din gavekortkode', and 3. 'Modtag dit g'. A grid of gift card options is displayed below, including 'Tivoli Årskort', 'Humac Gavekort', 'Q8 Vaskekort', and 'BabySam'.



Closed loop
programmes



Digital programmes



New digital
opportunities



Spain





1.500



25.000



ONCE

Braille text on the top panel of the kiosk.

BBVA

or app mundial
de banca,
segundo año
consecutivo.
¿no la tienes?



Sorteo de Navidad
de la ONCE
25 premios de
400.000€

BASCA DE NAVIDAD
250.000€
25 PREMIOS DE MILLONES EN PREMIOS

EUROJACKPOT!
CADA VIERNES BOTES DE HASTA
90.000.000€
MILLONES
PARA
DAR
Y
TOMAR

POR FAVOR
DEJEN HUECO PARA
PODER
PASAR AL KIOSCO
GRACIAS

- Apple iTunes
- Google Play
- amazon
- NETFLIX
- ticketmaster
- PlayStation Store
- Payco

10.2
MILLONES
de euros

BOTE
VIERTES
38

10.000.000€

Megap
MILLONARIO
10.000.000€

BNE

Orange

25.000 POS
very loyal customer base
wellknown products
PIN on receipt = no logistics (!!!)



Paygo³



Paygo Reload

5162 8178 9123 4567

5162 EXPIRES 11/21

PAYGOO RELOAD





Paygo mastercard programme

+1 million cards sold

Accepted worldwide +30m locations

Fixed denomination and Reload versions

Runs on Paytjek ESP



Paygo mastercard programme

The ONLY card physically available

MBXP controls the channel

Huge potential for loyalty programmes,
B2B, Cash back, Closed loop
programmes etc.



First 100 days

Vi arbetar f n med en 100 dagars plan i syfte att identifiera synergier och stordriftsfördelar.

Synergier inom bl a:

- Försäljning
- Kontor & logistik
- Administration och HR
- System, server, licenser och admin

Stordriftsfördelar inom inköp av

- Plastkort
- Displayer
- Merchandising
- Div konsultkostnader



MBXP - part of Awardit