



connect
anything anywhere anytime

Investor deck

May 2020



SkyLink combines real-time monitoring, notifications and permanent encrypted communication to create a data-driven & actionable smart tracking system all over the world



| Context

Lack of real-time communication all over the world

- Aircraft and boats lose contact in the middle of oceans, deserts and some remote/disaster/war areas
- Loss of contact and geolocation during flights in uncovered zones by traditional networks
- Ground operations lack visibility of what happens where/when there is no communication
- Technical issues are only discovered on the ground, so, too late
- The sky is congested and the communications becomes more difficult
- Lack of security around and into the aircraft while standing in non-secure area
- During rescue/fire-fighting operations, lack of knowledge of the position of each aircraft
- No information on the way an aircraft or a boat is used (impact on maintenance)
- Difficulties for military to fly into civil airspaces because of different communication systems





| Solution

We offer permanent connection all over the world

- Cellular and satellite communication with smart automatic switch for better cost-control
- Real-time tracking information sent to ground
- Smart notifications in case of anomalies
- Autonomous (backup battery, separate antennas, self-diagnostics, ...)
- Can aggregate data from the aircraft/boat for local and remote monitoring
- Embedded intelligence coupled with machine learning
- Small and light box, easy to install
- Can be considered as a "virtual" black box

This solution has become a reference technology within the European Space Agency (ESA)





| Market

Market opportunity (1/2)

- Commercial aviation (cargo) is booming. According to **IATA**, International Air Transport Association, 2020:
 - Air cargo transports over US \$6 trillion worth of good, accounting for approximately 35% of world trade by value
 - 2.5 million lives are saved every year by vaccines: air cargo is critical in flying these temperature-sensitive pharmaceuticals in the best conditions (...)
 - 7.4 billion parcels are sent every year
- Garner insights: Air Cargo Transportation Services Market to witness pronounced growth from 2020 to 2024
Global Air Freight Transportation Services Market Report 2019
- Research & Markets: The Air Cargo market worldwide is projected to grow by 36.4 Billion FTK (freight ton kilometers), driven by a compounded growth of 4.2% (Dublin, Feb. 04, 2020 Globe Newswire, The "Air Cargo – Market Analysis, Trends and Forecasts")



| Market

Market opportunity (2/2)

- Pushed by European regulations
 - EASA 2021 requirements for commercial aviation (worldwide) (in very short: in case of problem, in real-time, alerts and communication with geolocation (to follow the aircraft) and aircraft monitoring data)
 - EASA 2022-23 General aviation + Special Operation
- Pushed by European programs
 - ESA 4S program (750k€)
 - SESAR Military integration on civil traffic (19.5M€ for research over 27 countries)
 - SESAR Civil (due June 16, 2020) (1.6B€ over 2020-2024 for solutions in four key areas: Airport Operations, Network Operations, Air Traffic Services, Technology Enablers)



| Market

Target Customers & Go to Market

Targets

- 56 cargo companies listed
- Airport management
- Special development for pre-flight and security of maintenance
- Transport of pharmaceutical container
- Container equipment (400.000 only for Lufthansa)
- Military air and ground market
- Aircrafts builders (3 in general aviation already interested)
- Aviation school
- Boat Market (to explore)
- Insurance companies

Leads

- CargoLux (1.2M€) (Security)
- FedEx (330k€) (GSE)
- ASLB (800k€) (Aircraft monitoring and communication)
- Elifriulia (10k€) (School, Special Ops)

Go to Market

- Via partnerships
 - Sonaca: 100 new aircrafts
 - Securitas: Aviation security worldwide
- Via European programs (ESA 4S program, SESAR, ...)
- Direct contacts
- Networking



| Market

Business model

- 3 commercial versions, all subscription plans per year per aircraft

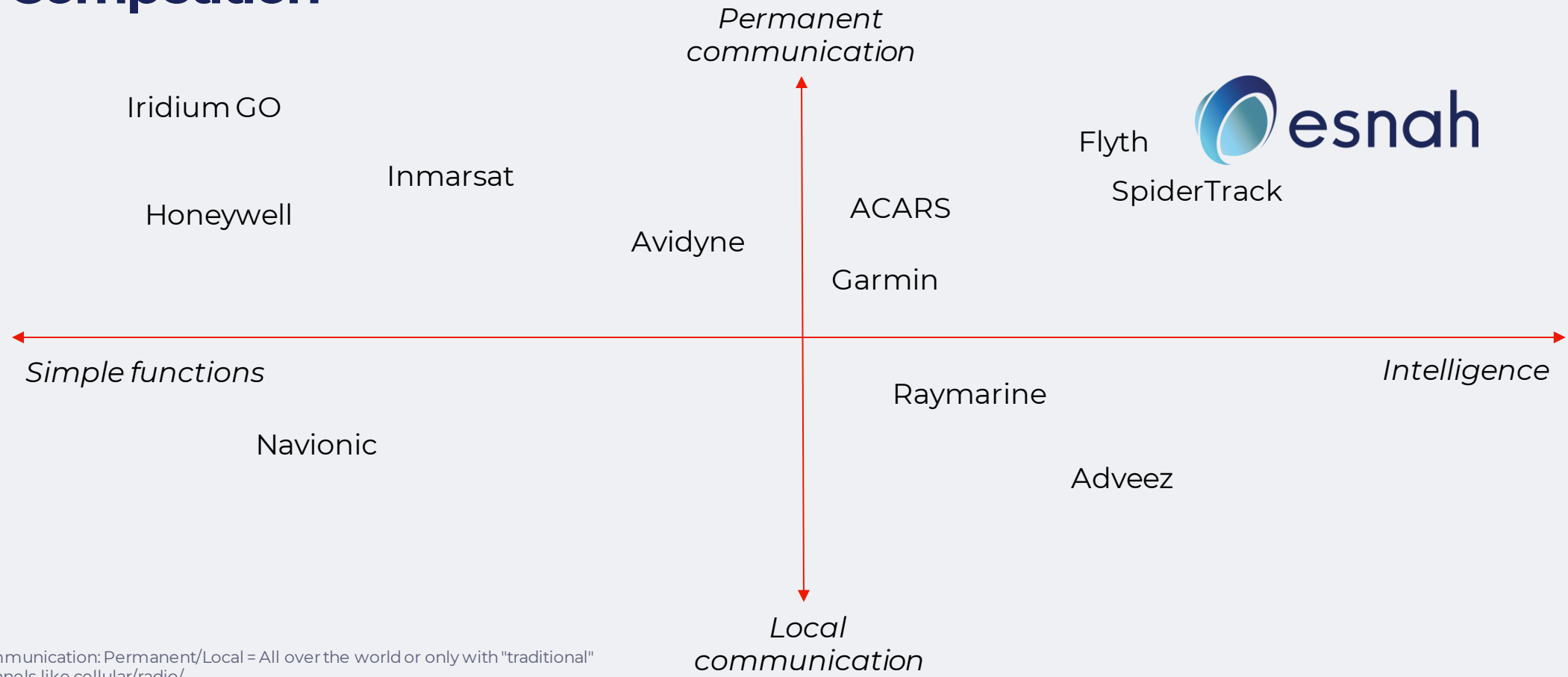
Air Version	Ground Version	Maritime Version
<ul style="list-style-type: none">▪ Commercial / Cargo Airlines: Between 25k€ and 50k€▪ General Aviation: Between 1k€ and 3k€	<ul style="list-style-type: none">▪ Airport, GSE, ULD: Between 400€ and 800€	<ul style="list-style-type: none">▪ Cargo (to explore)▪ Yacht: Between 1k€ and 3k€

- Minimum contract of 3 years (10 years contract expected)
- Price of the subscription is based on:
 - Cost of the material
 - Value created
 - Number of intelligence features
 - Market strategy



Market

Competition



- Communication: Permanent/Local = All over the world or only with "traditional" channels like cellular/radio/...
- Intelligence: Flexibility, automatic switch for communication, capacity to gather data and act on it, monitoring, configuration, alerting, ...



| Esnah

Company & Team

- Belgian company established in 2012 and founded by Aurélie Simon and Nicolas Hanse.
- Expertise on using data and communication to support decision makers with advanced business intelligence to make data available efficiently, reliably and in real-time.

Team

- Nicolas Hanse, CEO, electronics specialist, **pilot (10+ years), sailor**, light aircrafts operator, holds the vision created from his experiences and aeronautical relationships
- Aurélie Simon, CAO, biological and environmental scientist, manages the finances, passionate about using technology for good
- Jean-Marc Lannoy, CMO, business developer, ex-CEO of Centre Médical Hélicoptère, **Operation Manager @ TNT, Operation Manager** for VIP sector in Geneva @ Global Jet
- Raphaël Dehousse, CTO, Agile Project Manager, ex-CEO of Data Fellas (real-time big data, machine learning)
- 3 solution engineers: expert in cartography, web & app development



| Investment

Investment

1.5M€

We are looking for 1.5M€ in funds to certify (EASA) our hardware, grow our team and roll out our solution at large scale

Certification	Team	Computing resources	Marketing & events	Office rents & others
Required to reach the commercial and general aviation before the EASA rules	Increase our capability to build custom solutions and grow the solution for the market needs	Servers to handle the load of real-time tracking data	Storytelling and market research, events to increase our visibility Delay of contract due to Covid-19	Rent office and lab space + other costs

Before this Covid-19 crisis we were dealing (with NDA) with 3 big referenced company which were waiting for a POC in May/June from where we expected financial return which would have allowed us to have part of the necessary funding to reach these goals for **2020**.



| Investment

Needs

- Certifications EASA/FAA/CAA (mandatory to install our system onboard). With the **required finance**, we can get it in 6 months. The certification phase is a very important target because:
 - From **January 1st, 2021** the new rules will be implemented for commercial aviation in Europe
 - By 2022-2023 for all kind of aircraft: commercial, general aviation and helicopters will be required or highly recommended to have a system **such as the SkyLink**
 - Our potential and actual interested customers need our system to respect the new rules
- Engage urgently 5 engineers (1 electronics specialist, 2 embedded systems developer, 1 web/app developer, 1 IT systems engineer).
- Move to a bigger office to allow our team expansion to be able to reach these goals

Without the certification, Esnah will **lose a minimum of 50%** of the advantage of the development of our Skylink with ESA which includes the use satellite and so the value of the company too.



connect
anything anywhere anytime

| Contact

Thank you for your time!

ESNAH sprl

Rue du Commerce, 19
6900 Marche-en-Famenne
Belgium

info@esnah.com

www.esnah.com

Follow us

[f /esnahsprl](https://www.facebook.com/esnahsprl)

[in /company/esnah](https://www.linkedin.com/company/esnah)