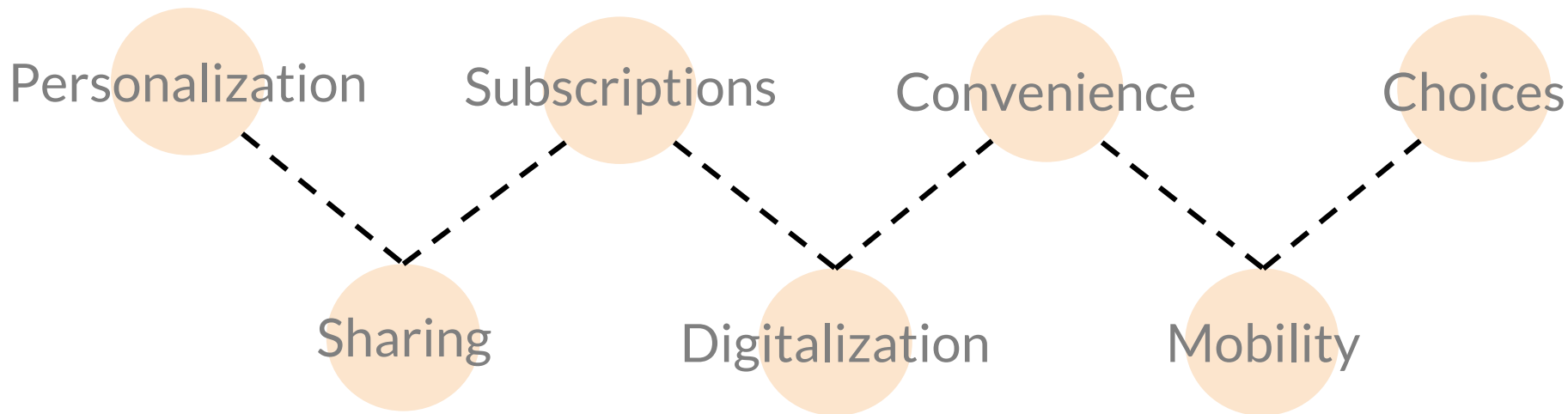




WE HAVE TO EVOLVE WITH THEM

Habits are changing



PLATFORM

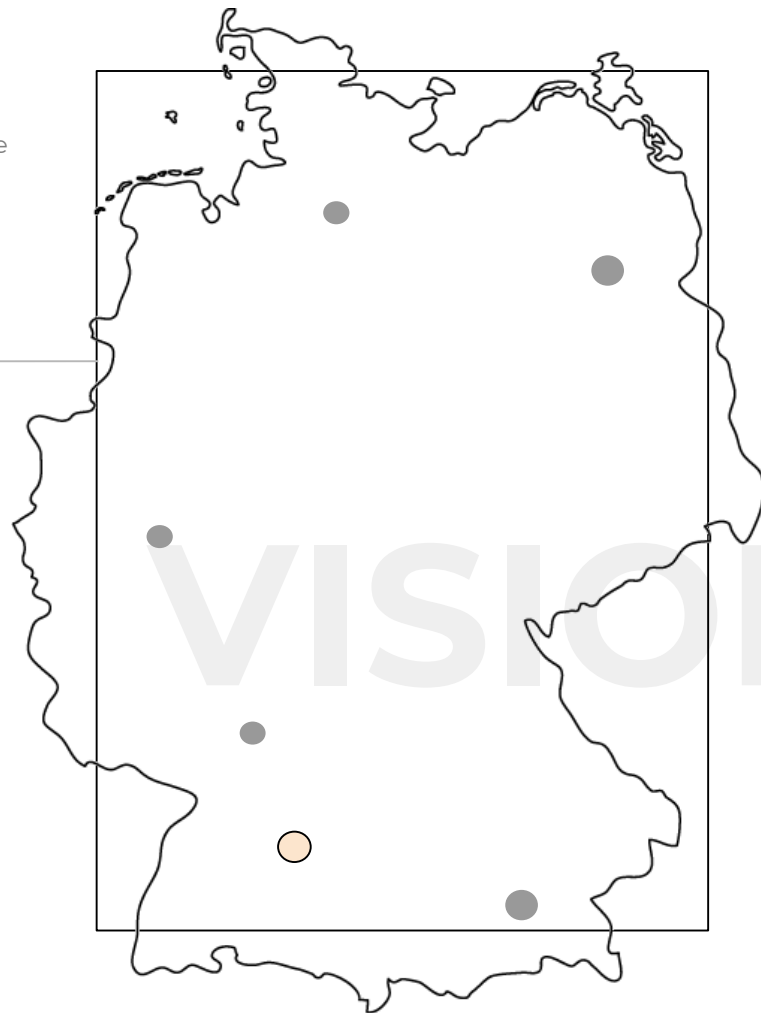
All the services you need, in one place

Freedom & choice *alone* define your life

At home wherever
you want to be

Beautifully appointed, personalized residences . . .

NETWORK





pangea

LIVING SEAMLESSLY

UNDERSTAND THE VALUE

Value VALUE.

2019

Pangea connects you to your personal home environment and facilitates seamless control over your daily needs, for free

2025

Pangea connects your personal home environment to you, wherever you are, while still facilitating the same seamless control over your daily needs

SEE THE PROPOSITION

PROPOSITION.

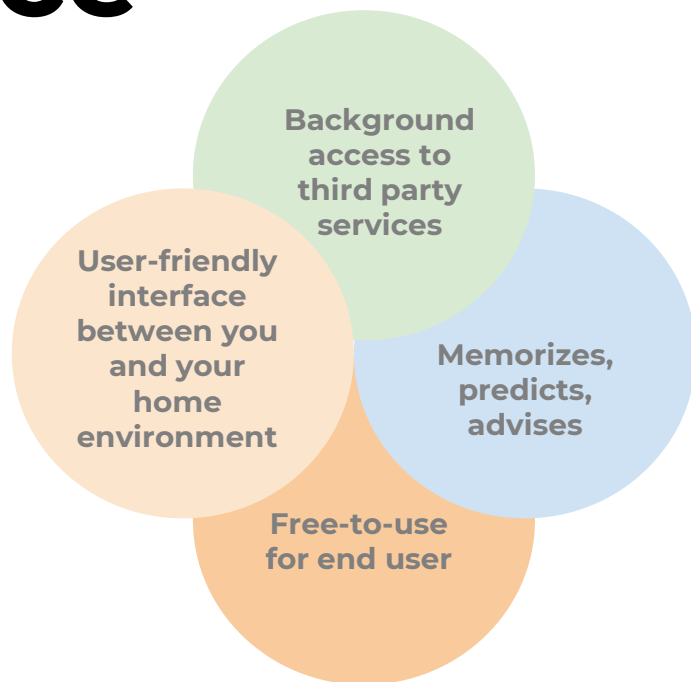
The Platform, 2019

FACILITATING SEAMLESS CONTROL OVER YOUR DAILY NEEDS

Pangea. Your life assistant interface

A CONSUMER-CENTRIC PLATFORM

- Pangea facilitates seamless control over your daily needs
- Navigate a user-friendly interface that can access third party services in the background
- Enjoy the benefits of a premium service for free: increases audience size, opportunity to upsell & monetize user base



TAILORED TO YOUR NEEDS

A day with Pangea

Digital

Design
Lifestyle
Travels
Blog

**Jiayi, 29**

Consultant for EY
in Stuttgart

Netflix

Connected objects
Jogging
Take-out
Steps tracker

+212K

of Chinese
Immigrants after 2015

8.5%

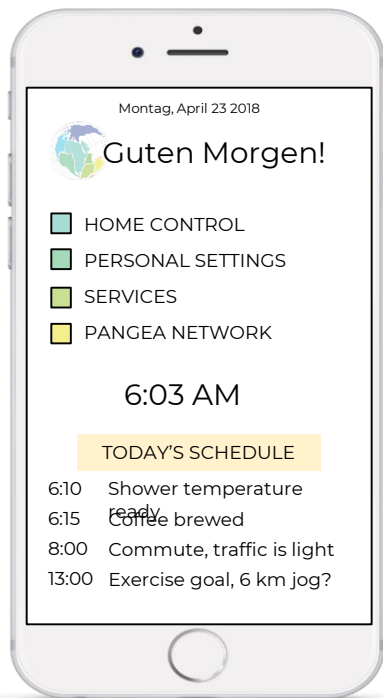
Year-on-year
growth rate

TAILORED TO YOUR NEEDS

A day with Pangea

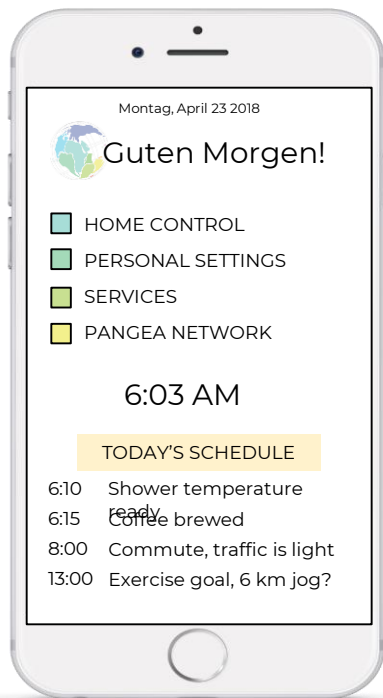
6:00

Time to wake up



TAILORED TO YOUR NEEDS

A day with Pangea

**6:00**

Time to wake up

7:00

Fresh shirts for the meeting [pick-up station before leaving]

TAILORED TO YOUR NEEDS

A day with Pangea

**6:00**

Time to wake up

7:00

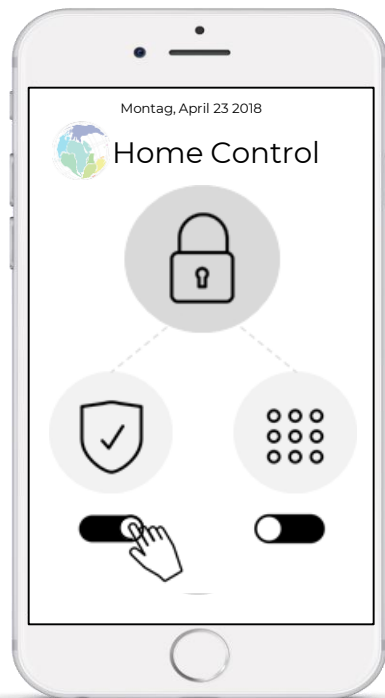
Fresh shirts for the meeting [pick-up station before leaving]

8:30

Oops! Forgot to set the alarm

TAILORED TO YOUR NEEDS

A day with Pangea

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Time to wake up

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Fresh shirts for the meeting [pick-up station before leaving]

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TAILORED TO YOUR NEEDS

A day with Pangea



12:30
Fancies a vietnamese lunch

6:00

Time to wake up

7:00

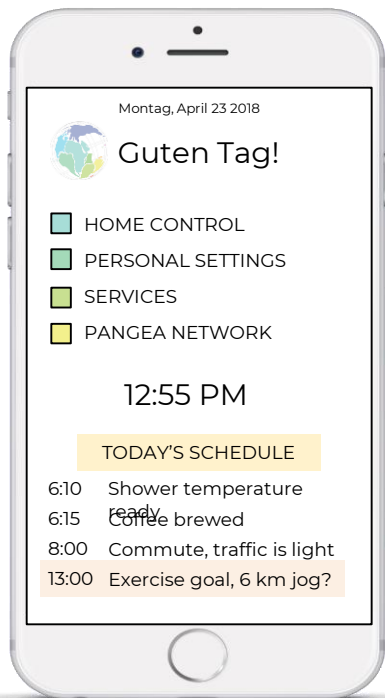
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A day with Pangea



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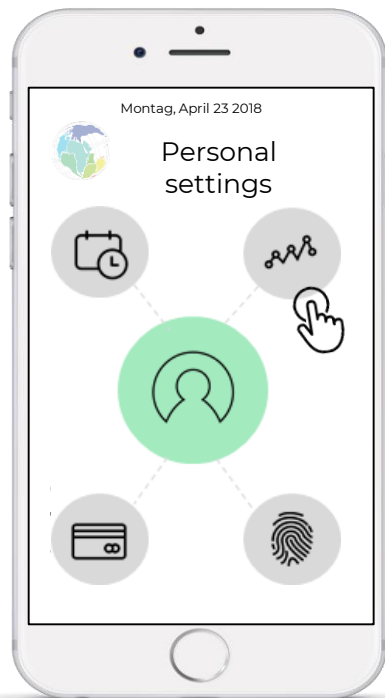
Oops! Forgot to set the alarm

13:00

She goes for a jog; Runtastic launches in the background

TAILORED TO YOUR NEEDS

A day with Pangea



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Fancies a vietnamese lunch

6:00

Time to wake up

7:00

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TAILORED TO YOUR NEEDS

A day with Pangea



12:30
Fancies a vietnamese lunch

15:00
Invites Thomas for dinner but
her fridge is empty

6:00

Time to wake up

7:00

Fresh shirts for the meeting [pick-up station before leaving]

8:30

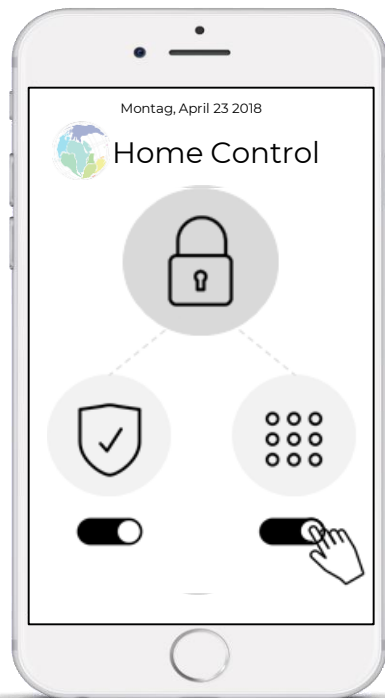
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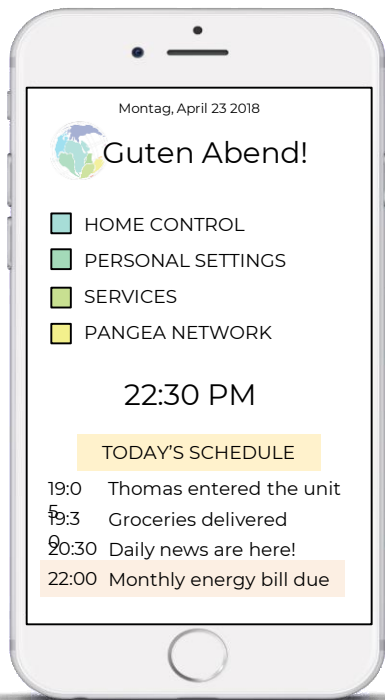
Invites Thomas for dinner but her fridge is empty

19:00

She's late for dinner & he's waiting out front

TAILORED TO YOUR NEEDS

A day with Pangea



12:30
Fancies a vietnamese lunch

15:00
Invites Thomas for dinner but
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6:00
Time to wake up

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8:30
Oops! Forgot to set the alarm

13:00
She goes for a jog; Runtastic launches in the background

19:00
She's late for dinner & he's waiting out front

22:00
Push-notification- bills are due

TAILORED TO YOUR NEEDS

A day with Pangea



12:30
Fancies a vietnamese lunch

15:00
Invites Thomas for dinner but
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Push-notification- bills are due

Infrastructure

Infrastructure

WHY SHOULD BUILDING OWNERS CHOOSE PANGEA?

Building owner incentives



CHARGE A PREMIUM

Increase rent

Increase price per square meter



MODERN INFRASTRUCTURE

IoT-enabled

Building efficiency



PANGEA BENEFIT

Additional flat marketing

Ability to move as Pangea scales



TENANT FEEDBACK LOOP

Offer a better service to tenant

Predictive maintenance information

STARTING THE OPERATIONS

Installation



Order received



Scheduled



Installation

5

OF 2019
EMPLOYEES

€30K

ANNUAL
SALARY

WHO? **PANGEA SUBSIDIARY**

Streamline installation

Achieve implementation efficiencies

Isolate risk from negatively impacting
Pangea

Maintain 100% focus on user experience

WHERE?

STUTTGART

Leverage market knowledge of sub-
contractors

Close proximity for fluid communication

Perfect technician/m² installation ratio

Growth Strategy

Growth Strategy

HospitalityTech.com

Hotel-branded customer mobile apps are poised for ubiquity, with 84% of operators planning to have the technology within the next 18 months. (2016)

The LOVELACE, Munich

The LOVELACE aims to create a framework through their experience, communication and design, encouraging guests to be active participants.



GENERATE AWARENESS

Beta with hotels

500

Number of
new hotels

75,000

Number of
new rooms

DOWNLOADS

Experience the concept

FEEDBACK

Perfect the platform

BUZZ

Generate influencers

TRIAL PERIOD

Free, increase adoption

INSTALLATION

Hotels shifting to fiber & LAN

PROMOTION

B2B relationships

TRADE SHOWS, INNOVATION FAIRS, CONFERENCES

Leverage exterior events

The Pangea booth
experience

Pangea as an
advertising partner

Expo Real, Munich

Europe's largest real estate and investment trade fair which exhibits the whole supply chain of the international real estate sector, from conception and design through investment to operation and use.

Light + Building, Frankfurt

The world's leading trade fair for lighting and building services technology, which presents the latest products for the fields of lighting, electrical engineering as well as home and building automation

2K

Exhibitors

40K

Visitors



2.7K

Exhibitors

220K

Visitors



CONSOLIDATING THE INFRASTRUCTURE

Building a network

EXPAND TO BIG 7

Perfect operations in Stuttgart
Roll-out implementation teams

HOMELESS CONCEPT

Users as tenants of the Pangea network
Display of available Pangea spaces on the platform

MOBILE TENANT

Flexible accommodation solutions
Coherent personalized experience

GROWTH (BASE CASE)



80% YOY GROWTH

Living *in* Pangea,
Living *in* Pangea,
2025

UNLOCKING THE NETWORK POTENTIAL

The portable profile

Your home environment **follows you wherever** you go

SUBSCRIPTION
MODEL

7,99€

CLOUD TECHNOLOGY

Storage of data for painless transferability



HOUSE PREFERENCES



SERVICE
PROVIDERS

FREEDOM TO MOVE

Navigate freely inside the network of Pangea- enabled buildings



CHANGING HOUSE



TRAVEL PLANS

TAILORED TO YOUR NEEDS

A life with Pangea

BEFORE

Moving to a different city

Planning business trips in impersonal hotels

Search dozens of offers



Jiayi, 34
Digital nomad
software developer

AFTER

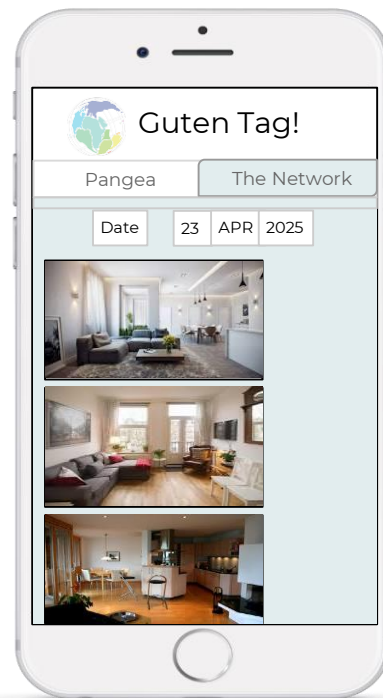
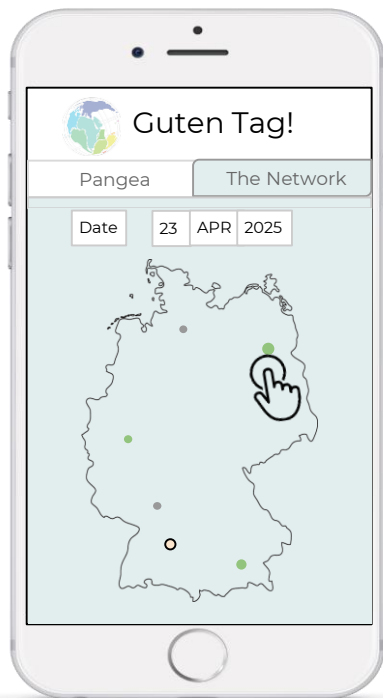
Automatic apartment adjustments

Access a new portfolio of services

Easy to change location

TAILORED TO YOUR NEEDS

A day with Pangea



Future opportunity

Future opportunity

UNLOCKING THE VALUE OF PANGAEA'S DATA

Value of data

Gathering & monitoring data through the cloud

McKinsey

IoT can be a key source of big data that can be analyzed to capture value, and open data, which can be used by more than one entity. (2016)

Current strategy

RELATIONSHIPS

Target the building and home goods industry

POSITION

Start conversations now that generate future business

BUZZ

Generate influencers

Initial categories



HOME GOODS



HOME APPLIANCES



TRAVEL FIRMS

Financials

Financials

FINANCING THE INSTALLATION

Investment Assumptions

APP DEVELOPMENT

Total cost €80,000

IT COSTS

YR. 1 €72,000

MARKETING COSTS

YR. 1 €430,000

INSTALLATION

Avg. size per unit 70m²

Set-up cost €150/m²

Avg. set up cost €10,500

40%

Target
Margin

€15K

Total
Cost/Unit

FINANCING THE INSTALLATION

KPIs

TOTAL SET UP UNITS

~4,500 units by end of year 5

ENTERPRISE VALUE

~€5,3mn

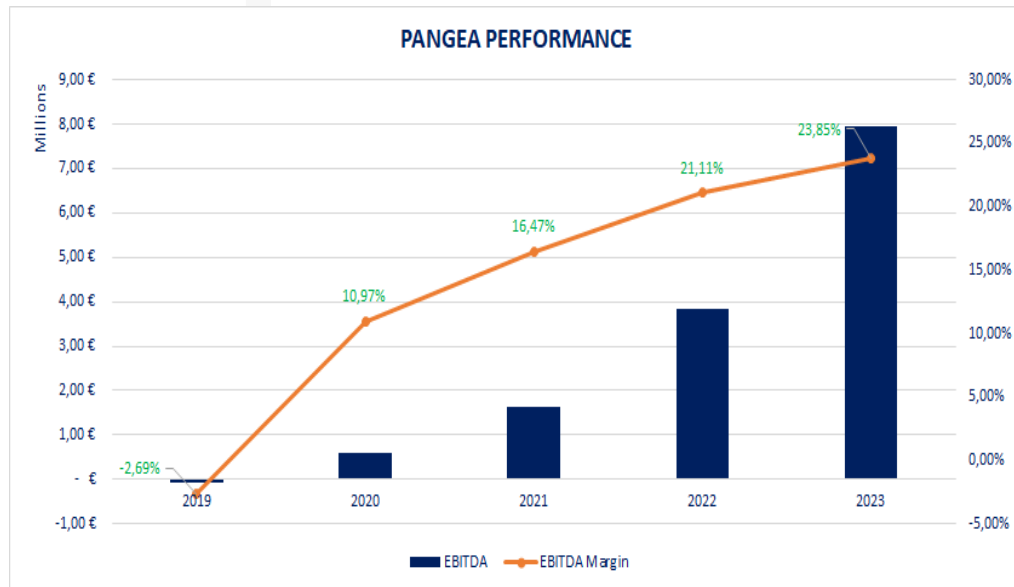
EBITDA MARGIN

YR. 5: **23.85%**

83%

Avg. YoY
revenue growth

Revenue Expectations



Main revenue streams

- Infrastructure & Pangea platform set up
- Commission from brokerage
- Subscription fee

April 23, 2018

Thank you!
Q&A