

INDIE CAMPERS

INVESTORS DECK | SEPTEMBER 2017





Company Overview

- **Digital company focused on providing meaningful road trip experiences**
- **4 years old**, operating in **6 countries**, turnover of **€6.5 Mio** (2017E) and has experienced a **CAGR of ~300%**
- Identity based on being **100% digital**, **customer centered** and **internationally oriented**



Value proposition

- **Exceptional service throughout the customer experience is a foundational priority for Indie Campers**
- **Produced** 5 out of 6 models of its **own fleet** but intends to **outsource production to a partner**
- Provides **services from pre booking to post road trip**



Geographical footprint

- Present in **68 locations** around **6 countries** with a fleet of **400+ vehicles**
- 2018 plan: expand to **5 new countries** (e.g. Germany, UK) and increase fleet to **~1200 vehicles**
- 2019 plan: **All European countries** and initiate operation in **US and Australia**, with a fleet of **~3500 vehicles**



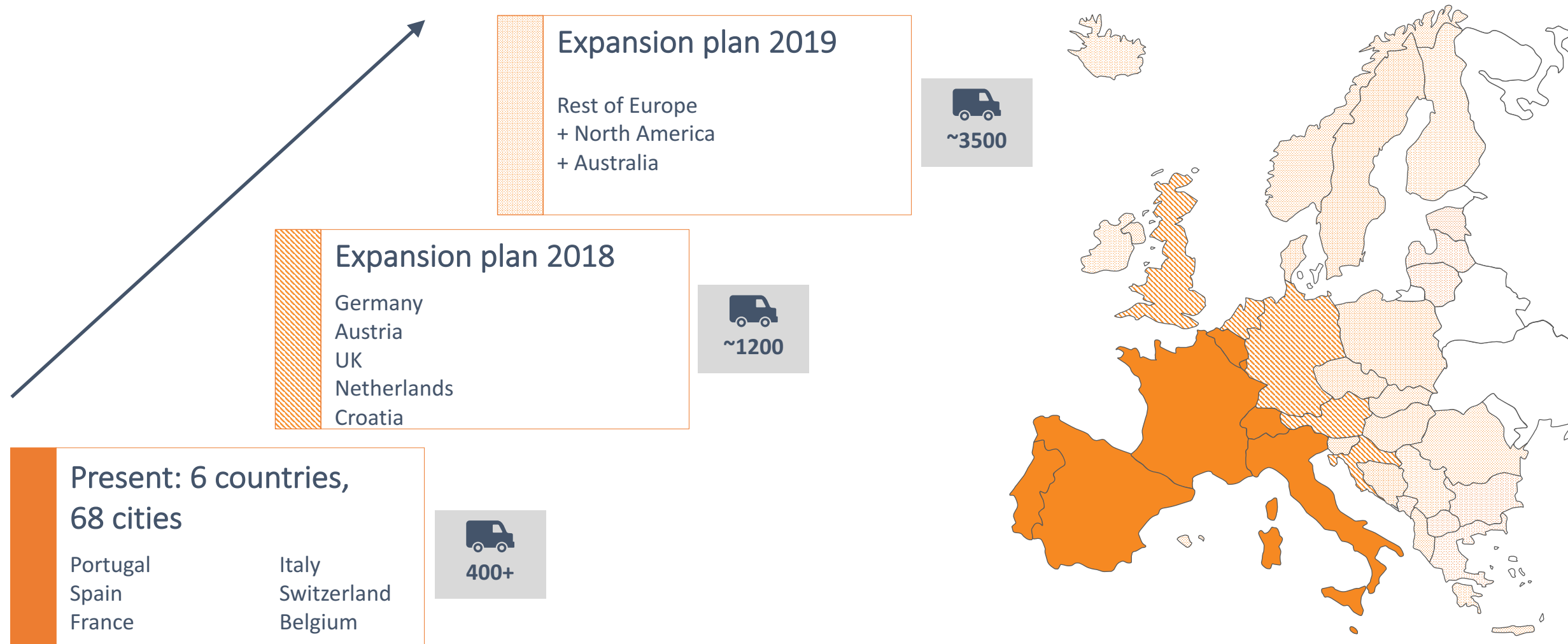
Client segmentation

- **More than 50% of revenues** from clients in countries where Indie Campers is not present yet.
- Largest demographic segment is from 25-45 years old, mainly modern high/medium-high end families
- Strategy being implemented to gain greater traction in older **segments**

Where We Are

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Presently operating in 6 countries, **Indie Campers is the biggest Campervan Road Trips Business in Europe** with a current fleet of 400+ vehicles. Our goal is to be present all over Europe, Australia and North America by 2019

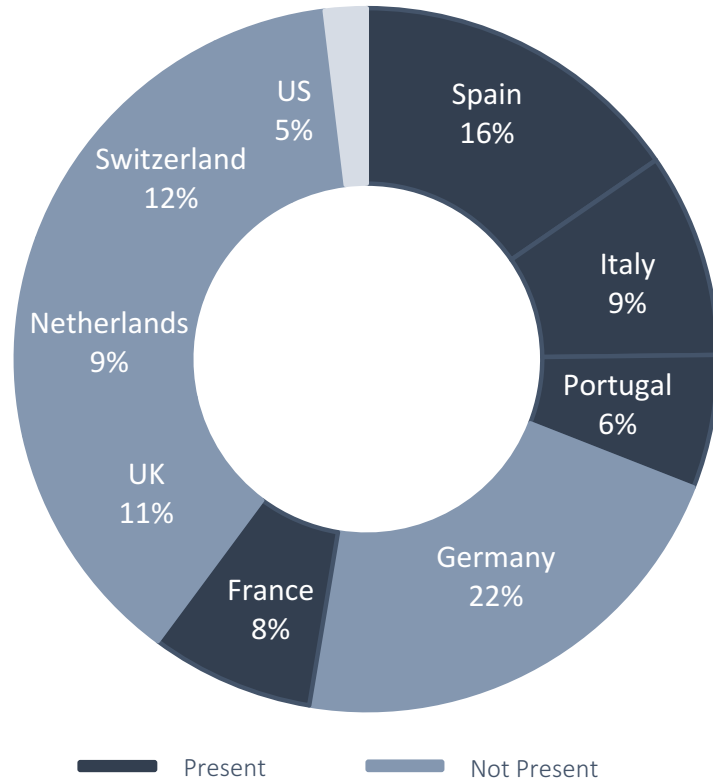


Our Clients

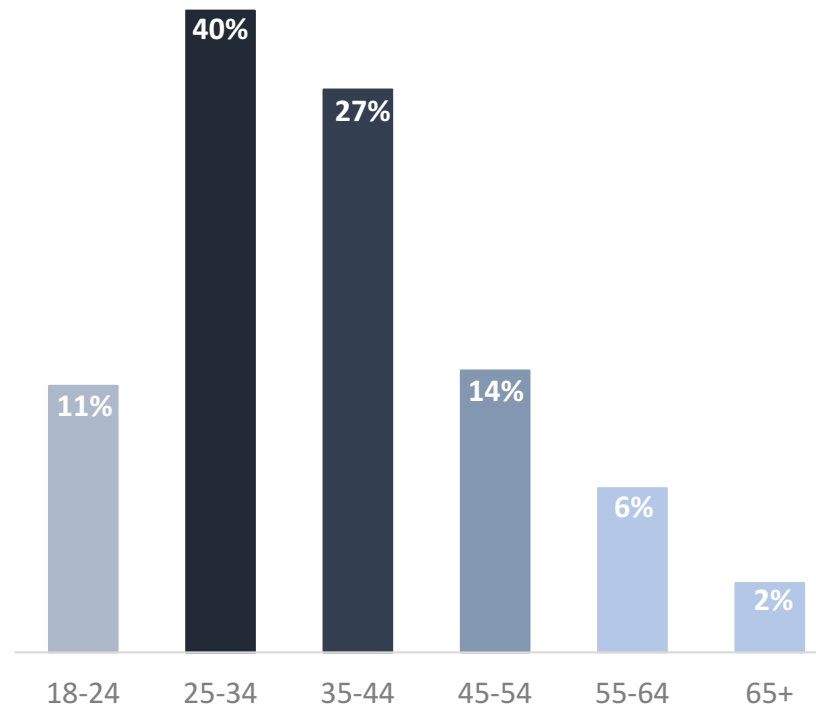
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Indie Campers has a wide and **well distributed range of client nationalities** and a current major demographic **segment of 25-45 year old** mainly composed of **modern high/medium high end families**

Clients by Country



Clients by Age









- **More than 50% of revenues** from clients in countries where Indie Campers is not present yet.
- Target countries for 2018 represent **>40% of current revenue**
- **Largest demographic segment is from 25-45 years old**, mainly modern high/medium-high end families
- Strategy being implemented to **increase traction on older segments**

Industry Landscape

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Indie Campers is well positioned to **maintain and grow its Market Leader position** in the countries where it already operates. Our **strong branding, technical infrastructure and established cross-country operations** put us in a perfect position to **rapidly become dominant** in entering markets.

Campervan & Motorhome Rental Companies Overview

								
# Vehicles	400+	2000	1000	200	100	-	-	-
Ownership	Private	Hymer	Hymer	THL Group	Private	Knaus Tabbert	Pilote & Avis	Trigano & Hertz
Focus	Europe	Europe	Germany	U.K.	France	Germany	France	France

Campervan & Motorhome Producers Overview

								
Turnover (in Mil. €)	1.900 (2016)	1.300 (2016)	300 (Est)	300 (2015)	300 (Est)	290 (2015)	225 (2016)	110 (Est)
Production (in units)	50.000 (2016)	24.270 (2016)	4.000 (Est)	12.000 (2015)	4.300 (2016)	4.000 (2015)	22.700 (2016)	3.600 (Est)

Digital Aggregators

Campanda

Founded: 2013

Funding: €19 Mio

Business Model: B2C



Motorhome Republic

Founded: 2010

Owned by WebJet Group

Business Model: B2C



Paul Camper

Founded: 2013

Funding: €1.3 Mio

Business Model: P2P

SHAREaCAMPER

Founded: 2015

Funding: €2.2 Mio

Business Model: P2P

More than 400 vehicles, across 6 different models. Own production and design allows customization tailored to all travelers' needs and desires.



Motorhome Features

Fiat Ducato LH2, 2.0 Multijet 115 Diesel, 2015-17

👤👤👤👤 Seating and beds for 4 people

2 convertible double beds
Lower - 1.87m x 1.40m | Upper - 2.00m x 1.40m

WC
WC w/ shower



Active Plus Features

Fiat Ducato MH2, 2.0 Multijet 115 Diesel, 2015-17

👤👤👤👤 Seating and beds for 4 people

2 fixed double beds
Lower - 1.87m x 1.40m | Upper - 1.80m x 1.40m

WC
WC w/ shower



Sporty Features

Fiat Ducato 30 CH2 2.0 Multijet 115 Diesel, 2015-17

👤👤👤👤 Seating and beds for 4 people

2 convertible double beds
Lower - 1.90m x 1.55m | Upper - 1.90m x 1.45m

WC



Explorer Features

Mercedes-Benz Sprinter 211 CDI/37 2.2 114 Diesel, 2017

👤👤 Seating and beds for 2 people

2 convertible double beds
1.90m x 1.50m

WC
WC w/ shower



Urban Features

Mercedes-Benz Vito 109 CDI/32 1.6 90 Diesel, 2017

👤👤 Seating and beds for 2 people

2 convertible double beds
2.00m x 1.25m

WC



California Features

Volkswagen California BlueMotion Coast 2.0TDI 102

👤👤👤👤 Seating and beds for 4 people

2 convertible double beds
Lower - 1.14m x 2.00m | Upper - 1.20m x 2.00m

Key Figures

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Indie Campers is poised to maintain its 3-digit growth rates thanks to its focus on **providing the ultimate road trip experience**, coupled with its **exceptional digital expertise** and **operational know-how**.

€1,483,000

revenue 2016

51%

EBITDA margin 2016

€6,500,000

estimated revenue 2017

~300%

average annual growth rate

55,000

nights spent in our campervans

400+

size of fleet in 2017

70%

first time category users
("campervan virgins")

95%

5-star customer satisfaction
rating



Financing Round

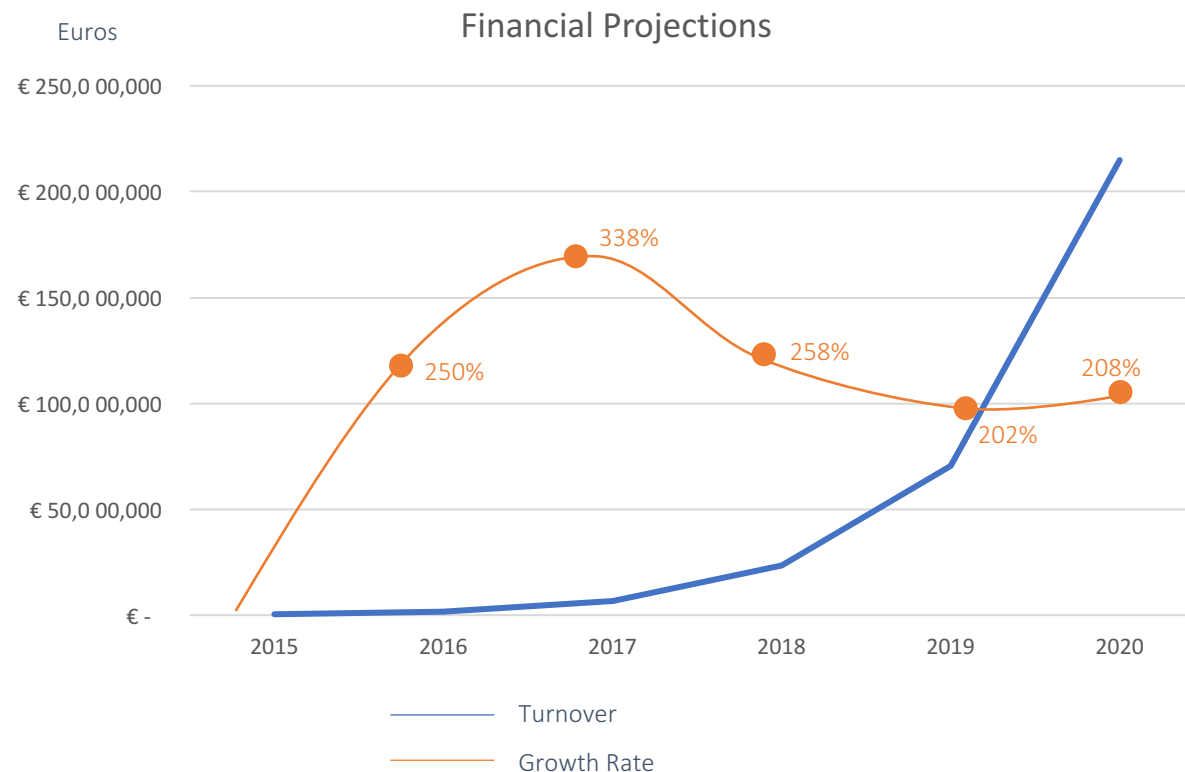
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Indie Campers is looking for a **€20.000.000 (10Mio + 10Mio) investment** that will allow the company to **fuel its growth for 2018** (estimated at 258%) and **consolidate its position as Market Leader by 2019**.

Year	2015	2016	2017(E)	2018(E)	2019(E)	2020(E)
Turnover	€ 424 000	€ 1 483 000	€ 6 500 000	€ 23 294 000	€ 70 434 000	€ 214 912 000
Growth Rate	-	250%	338%	258%	202%	205%

USE OF FUNDS

- New Markets Penetration: Germany, Austria, UK, Netherlands, Croatia (2018), rest of Europe, US and Australia (2019)
- More aggressive Marketing & Sales
- Fleet Management & Logistics
- Liquidity & reinforcement of Equity Capitals



Our Management team is a group of young, free-spirited and ambitious entrepreneurs. Today, Indie Campers employs 60+ dedicated employees who all share and embrace the company values.

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