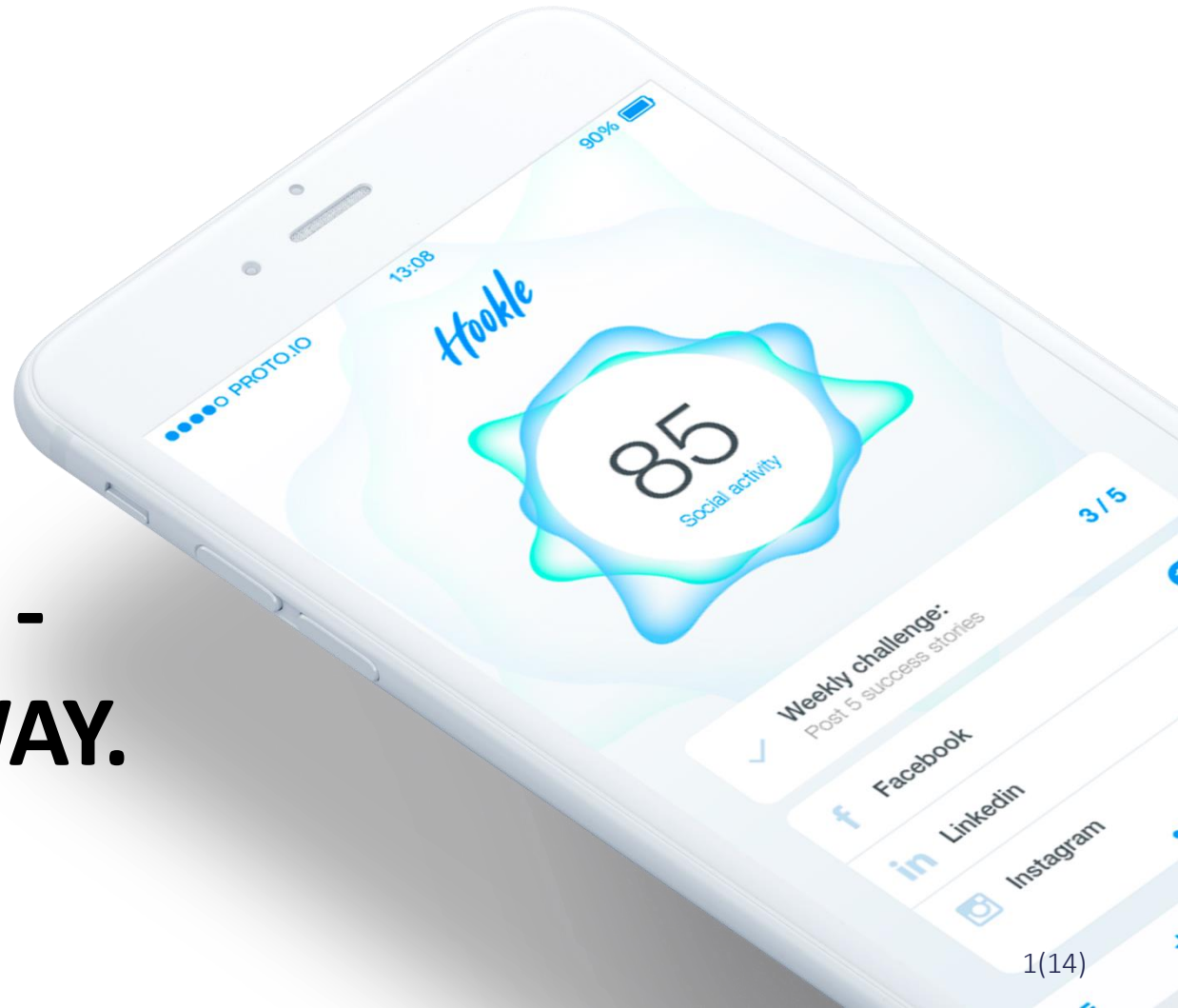


Hookle™

**GET SOCIAL -
THE **EASY** WAY.**



Problem

- **Social media is a jungle**, with all the different platforms and new ones coming every year
- **No tools exists for small businesses** - existing social media management tools are difficult to learn and targeted for marketing professionals
- **Small businesses don't have time** or skills, or even know where to start – but know they should be on social media

Solution: Hookle

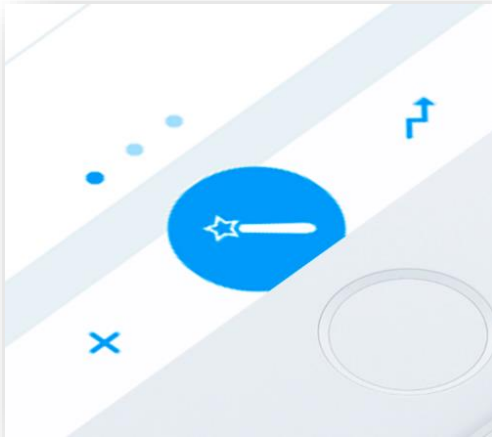
Mobile application to make social media management easy with one tool

- **Easy** – mobile first design makes social media access and presence easy
- **Simple and smart** – the Magic Wand AI feature manages all the hard work for you
- **Fast-to-adopt** – targeted especially for small businesses and other social media management beginners



What Does Hookle Do for You?

- Get on social media fast and easy with our Magic Wand
- Helps you make an impact – leaving you time to relax
- See your social activity at a glance – your Social Splash



Social Media Management Market



Market estimated to grow to
\$2 500 000 000
by 2019

Market size 2015
\$1 100 000 000

Social Media Management is defined as an industry that provides "platforms that support marketing, monitoring, measurement, account management and customer care across a range of social media platforms",¹ and it is a sub-segment of the broader Social Business Applications industry that is expected to reach \$37 billion in revenue by 2019, growing at a CAGR of 22%.²

¹ <https://451research.com/report-long?icid=3403>

² <http://www.prweb.com/releases/2015/05/prweb12705792.htm>

Users of Social Media Management Solutions

Hootsuite users

16 000 000

Buffer users

4 000 000

Total users

45 000 000+

Market Potential

- Similar to small businesses, consumer markets have huge untapped market potential for easy-to-use social media management solutions



Current users

45+ million users in the market
(business and consumer users)



Businesses

70 million small businesses on
Facebook



Consumers

2 billion potential consumer
users on Facebook

Adoption with Google

- Hookle App chosen as global showcase of Google's Flutter SDK

Global showcase

Hookle officially selected in Google's EAP program from October 2017



Millions of downloads

Critical mass reached by leveraging Google's brand and establishing the Hookle brand

Hookle ecosystem

We create an ecosystem beneficial to everyone involved. Collaborations with key players ensure market adoption

At Slush 1st December 2017



Revenue Model

- Freemium model with an estimated 4% conversion rate from free to paid users



Our Team

Experienced, well-connected, agile and ambitious



Jere Seppälä
(CTO)

Jere is an experienced information technology professional and entrepreneur. Former Chief Information Officer at Digia and co-founder of the marketing startup SportElite, Jere brings his expertise in leading software development processes to the team and will oversee the technological aspects of the project.



Tero Seppälä
(CEO)

Having worked as CEO of SportElite 2008-2014 and the Sales and Marketing Director at Eworks 2014-2016, as well as various positions in high-technology firms including Ericsson, Sonera and TietoEnator, Tero brings in his extensive managerial and leadership experience as the CEO of Hookele.



Juha Uotila
(Strategy advisor)

Juha is Associate Professor of Strategic Management at Warwick Business School, one of the leading business schools in the UK. An internationally recognized scholar with expertise in innovation and platform strategies, Juha serves on Hookele's board as a non-executive director and strategy advisor.

Competitive Advantages

1st to market

First mobile social media management solution for small businesses and beginners

Novel technology

Flutter enables 3-5 times cheaper development with a single code base for any OS or device.

Social Splash

New innovation showing social media status at a glance

Ease of use

Amazing customer-centric design, fun and easy for everyone

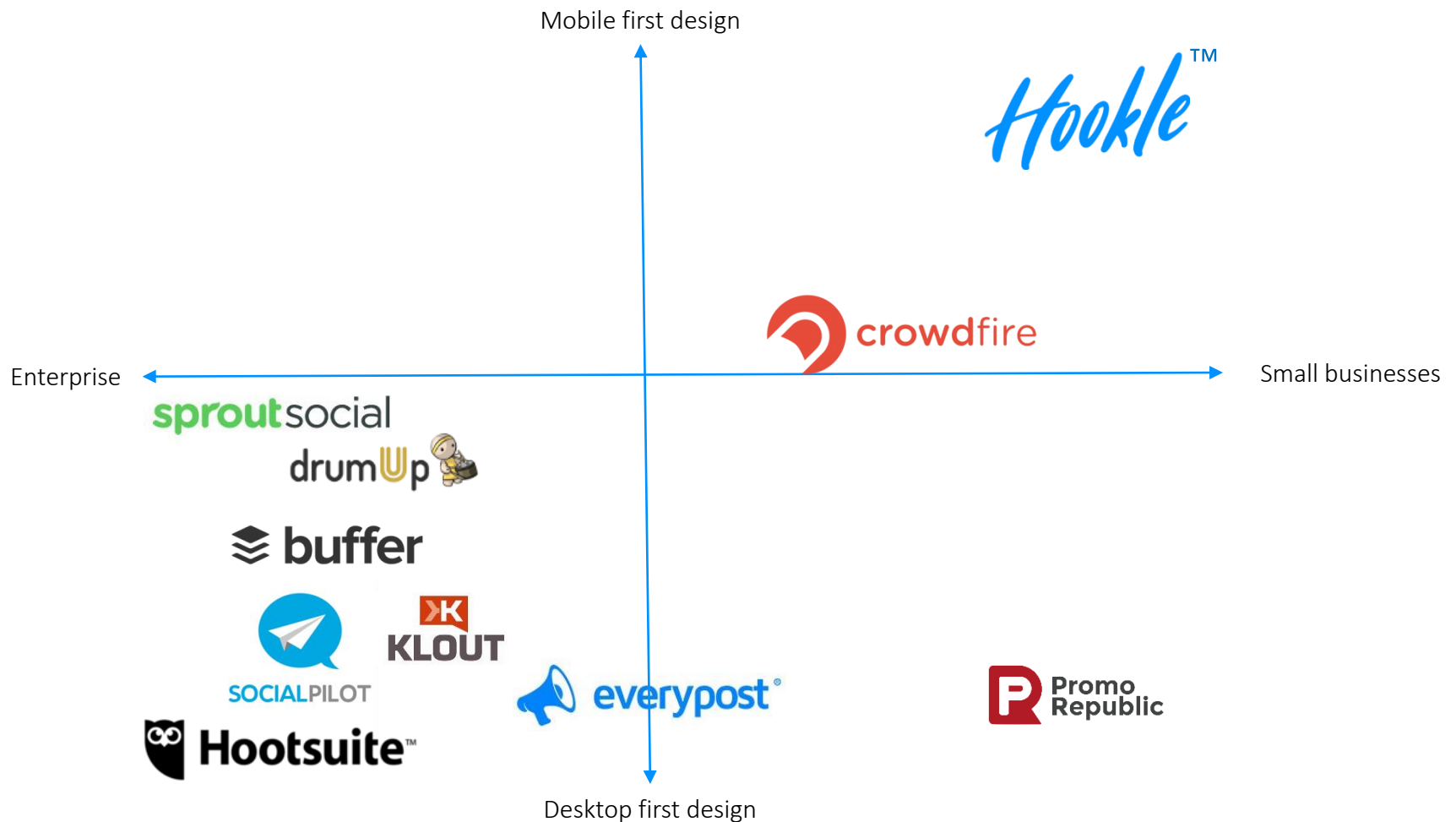
Magic Wand

Automates social media management with AI

Experienced team

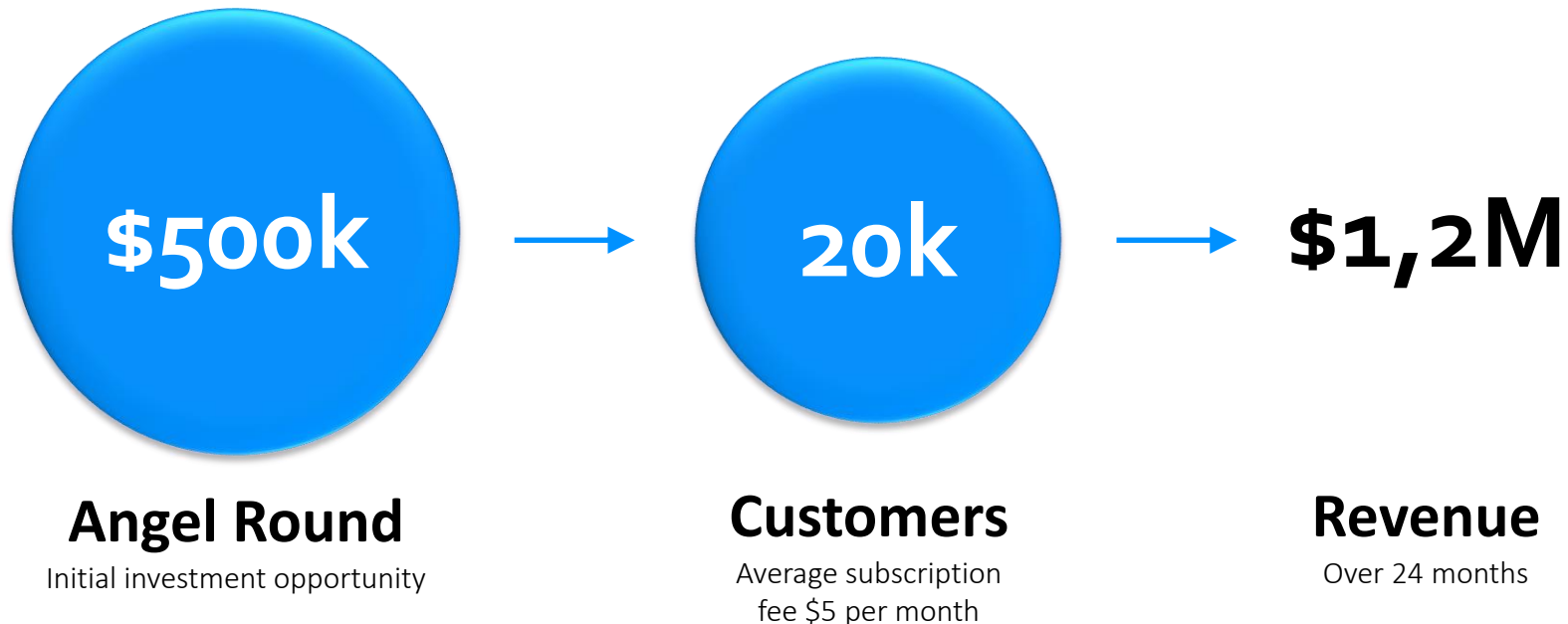
Ambitious team with an entrepreneurial mindset

Competition



Investment Opportunity

- 24 months of financing to reach product/market fit in the first 12 months and 20k customers for the next 12 months
- Investor who shares our ambition to support Hookle's international launch and future growth



Hookle™

Thank you!

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juha.uotila@hookle.net

