



**Outsource household tasks
to reliable people
in your neighborhood**

Trustworthy service providers at your doorstep

- ▶ Listminut is a sharing economy internet platform for on-demand household services in Brussels (BE) and Paris (FR), meaning that you can find there a service provider ready to help you in any of your daily household tasks.
- ▶ After 2 seed financing rounds, the company has lived a tremendous year in 2016, with an 18% average monthly growth of its transaction volume.
- ▶ Since inception in 2012, the company is led by a solid, balanced and ambitious management team. Their vision is crystal clear: they want to bring trust between users and household service providers in Europe.
- ▶ To achieve this goal Listminut starts today a EUR 2m series A financing round.

Many people don't have the time, the skills or the willingness to realize household tasks

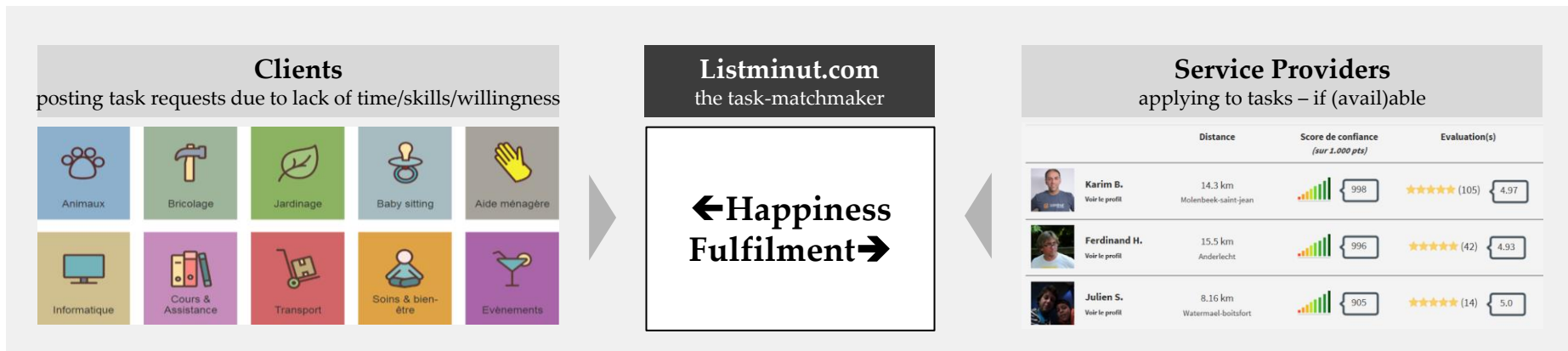


Many service providers are available to help peers with household tasks (i.e. DIY, gardening, etc.)

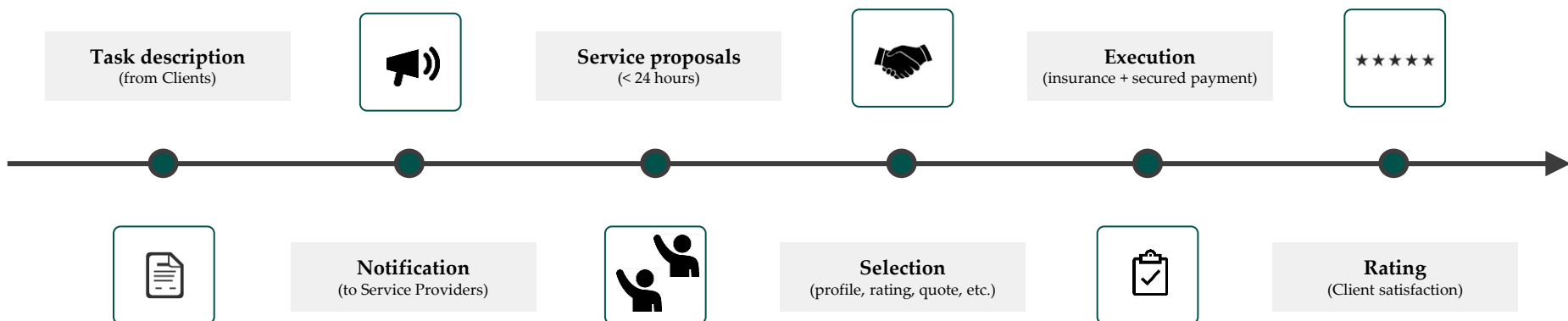


Easy process from task request to service execution

Listminut internet platform



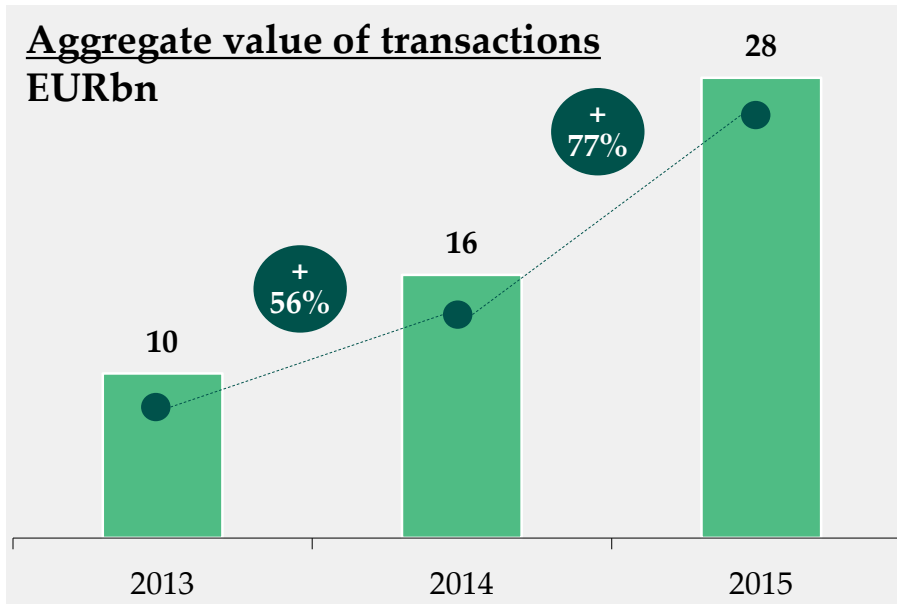
Listminut matching process



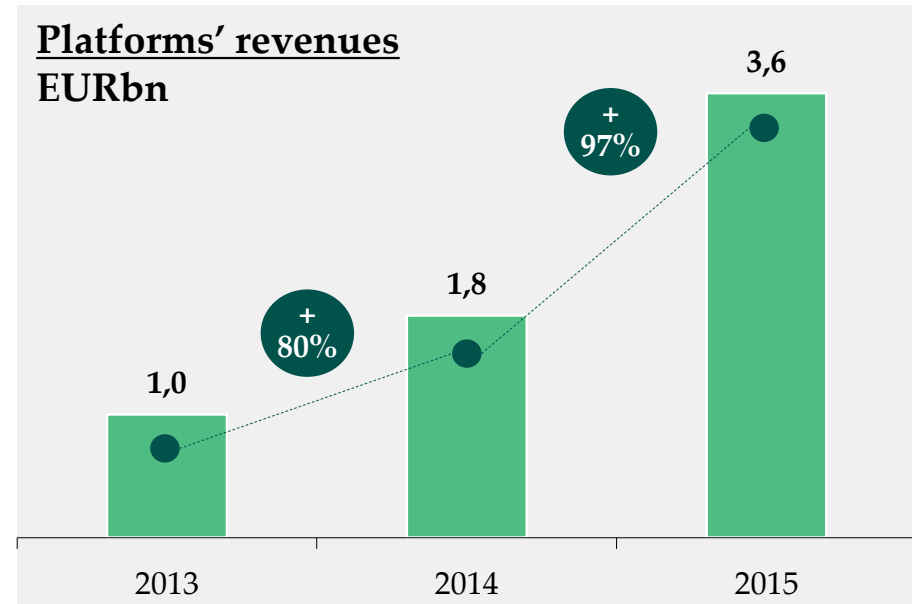
Adoption of the sharing economy platforms

Recent track record of sharing economy platforms in Europe

Aggregate value of transactions EURbn

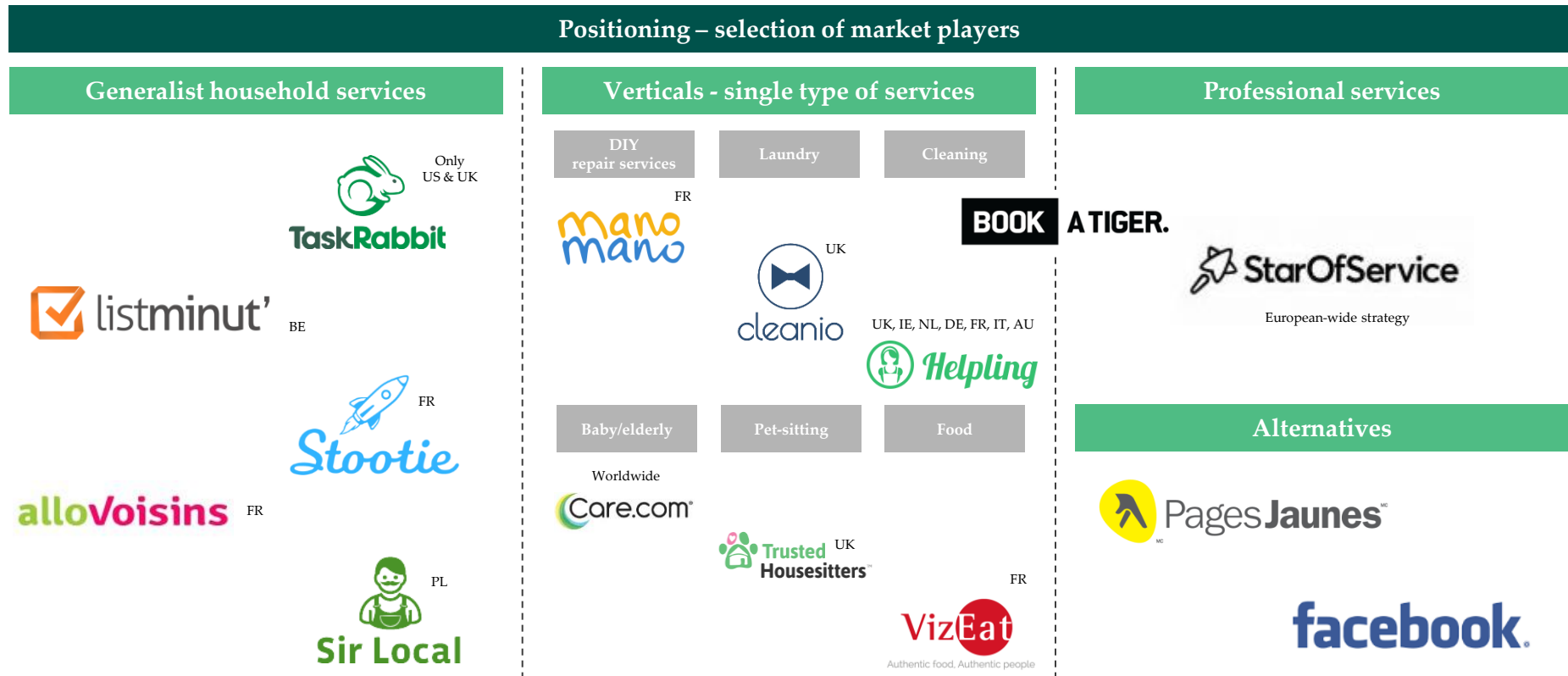


Platforms' revenues EURbn



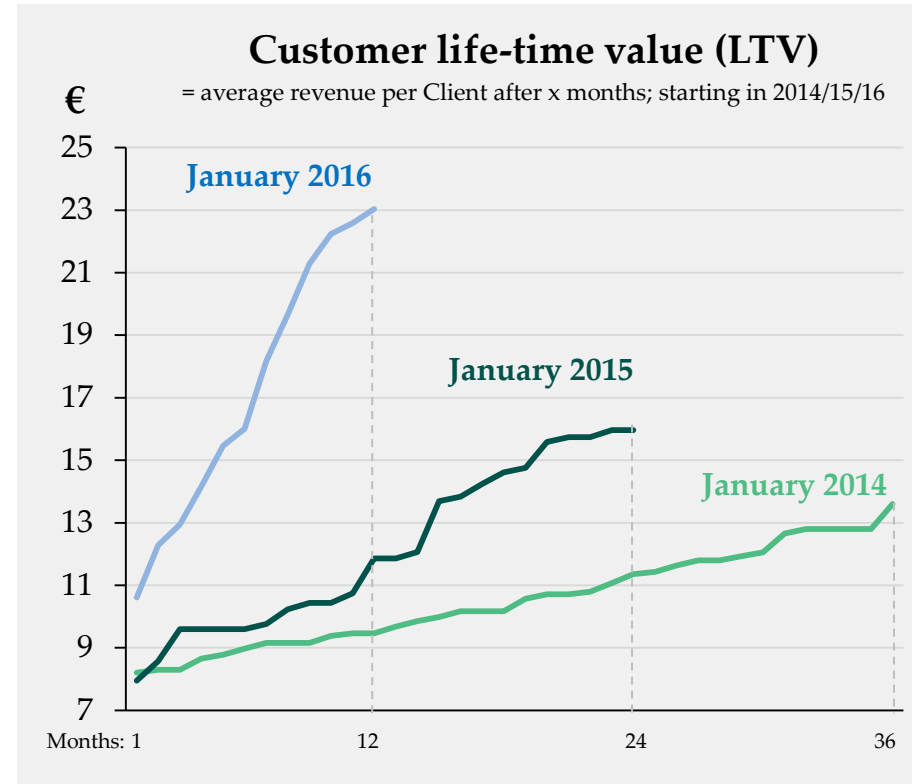
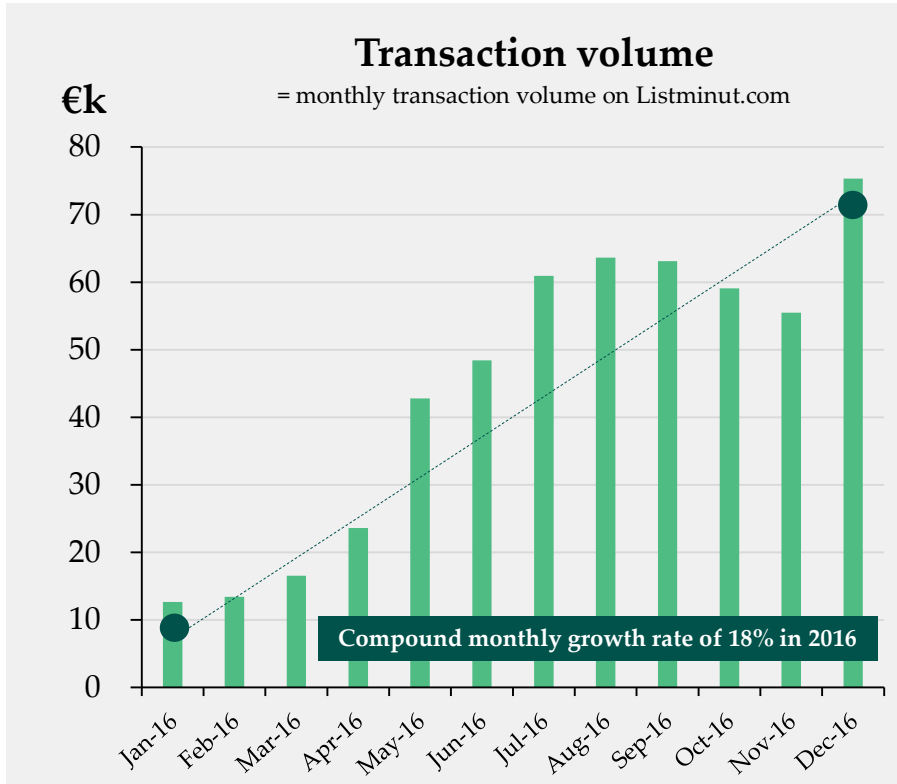
- ▶ **Growth of the sharing economy:** the size of the sharing economy almost doubled between 2014 and 2015, and will continue to grow in the future. Meanwhile the online community is more and more used to related internet platforms.
- ▶ **Shift towards on-demand household services:** on-demand household services will be the fastest growing of all sharing economy sectors (compared to peer-to-peer transportation or accommodation), expanding its revenues at roughly 50% per year to 2025 (Source: PwC investigation 2016, "the future of the sharing economy in Europe").
- ▶ **Changing regulatory framework:** since the sharing economy is growing exponentially, local authorities are looking to adapt favorably the existing legal framework (eg. "peer-to-peer law" published on 24 January 2017 in Belgium). European authorities are also keen on developing sharing economy projects ("European agenda for the collaborative economy").

Proof of concept and achieved work are an advantage



- ▶ Listminut knows how to capture the value of sharing economy transactions thanks to its longstanding field experience.
- ▶ In addition, the management clearly understood in 2016 how to drive its traffic, how to work on its conversion rate and how to improve its average basket.
- ▶ The above-average trust the Company builds between its Clients and its Service Providers is an advantage. In addition, its array of service categories lead to more recurring Clients, compared to vertical platforms.

Progress in value creation and capture in 2016



- ▶ **Increasing amount of requests posted in 2016 (+13% per month), combined with an increasing conversion rate of posted requests (from 30% up to 39%), triggered a multiplication by two of the customer life-time value compared to 2015 (more Clients spending more, and more often)**
- ▶ **Key metrics:** 10 main service categories in Brussels (only 1 in Paris; launch Dec.2016); 50.000 registered users in Belgium; more than 2.000 requests per month; 32% average conversion rate; 79€ average basket; 10% take rate (commissions).

Solid management, teaming up since 2011



Jonathan Schockaert (CEO)



Christophe Kalbfleisch (COO)



Sébastien Scoumanne (CTO)

- The management team has made some great achievements since inception in 2012, including 2 seed financing rounds, several awards and the setup of a healthy business model.
- In 2011, they had already worked together on another successful entrepreneurial project, called “LSM Conseil”, and were awarded as the most entrepreneurial consulting junior enterprise in Europe (JADE Excellence award).
- Lately, they focused on the quality of their revenue model and put in place a light organizational structure for Listminut: HQ with Support & IT functions in Brussels and efficient local operational teams, easy to duplicate.
- In addition, Jonathan, Christophe and Sébastien have all a strong academic background and individual successes, i.e.: winner BCG Strategy Cup, other entrepreneurial projects, experiences abroad, etc.

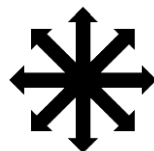
Leading on-demand services platform within 5 years

Business plan at a glance

Ambition

- **Vision:** to bring trust between users and household service providers in Europe
- **Profitability:** break-even in 2020
- **Geographic expansion:** 20 European cities in 2021
- **Use of proceeds:** further work on conversion, expansion (HR), marketing and industrialization

Expansion



20 European cities

Marketing



Branding & awareness

HQ

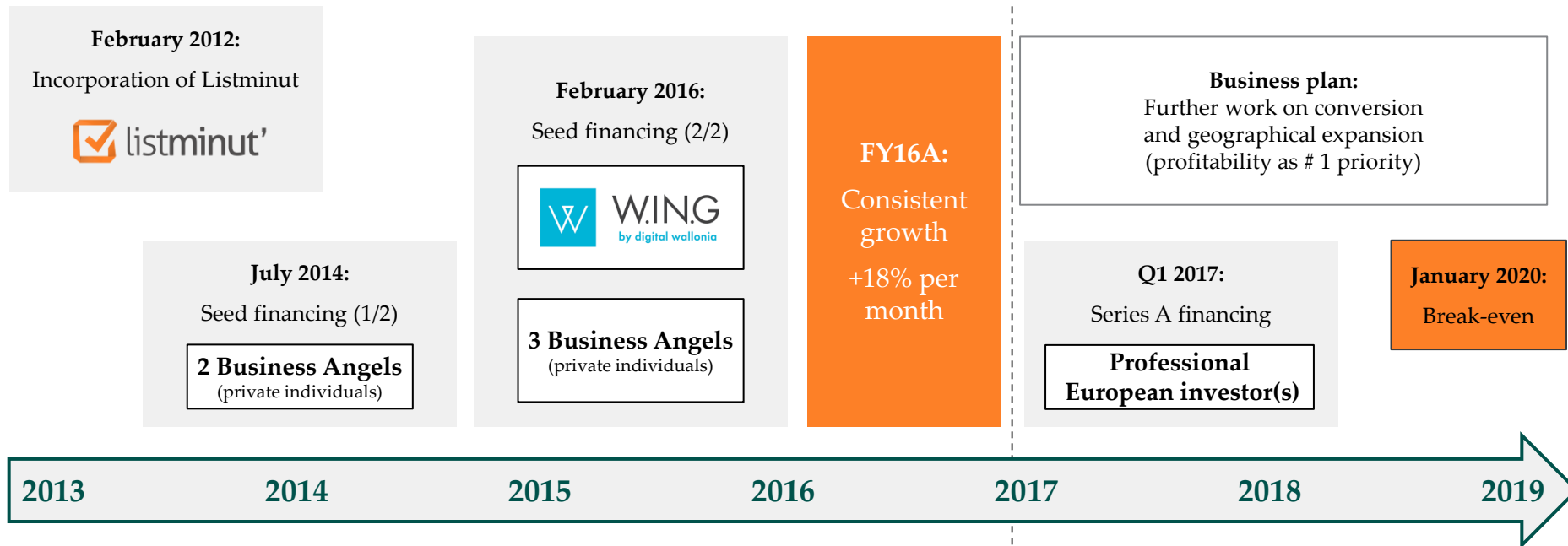


Industrialization

Year	FY15A	FY16A	FY17B	FY18F	FY19F	FY20F	FY21F
Revenue (€k)	< 10	53	200	909	3,084	7,540	15,192
Results (€k)	n.a.	- 265	- 730	- 845	- 299	1,812	6,753
Margin (%)	n.a.	n.a.	n.a.	n.a.	n.a.	24.0%	44.5%

- ▶ As such the fundraising will allow the Company to be profitable within 3 years (break-even in 2020) and to grow further in continental Europe within 5 years (active in 20 cities by the end of 2021).

Time to plan the future



- ▶ Based on their experience in 2016, the entrepreneurs behind Listminut are strongly convinced by their business model and by their ability to impact its underlying drivers.
- ▶ They now have the ambition to lead the Company to its next stages: a better conversion rate, profitability and further internationalization.
- ▶ Consequently they decided to raise € 2m in a series A financing round.
- ▶ The ideal investor will have a knowledge of the sharing economy industry and/or of the matchmaking business, a solid track record of mentorship of startups in their international expansion and great professionals active in Europe.

Disclaimer

ListMinut S.A. ("Listminut", or the "Company") has retained Degroof Petercam Corporate Finance SA ("Degroof Petercam" or the "Financial Adviser") to act as its exclusive financial adviser in connection with its search for a financing. Listminut has authorised the Financial Adviser to issue this confidential extended teaser (the "Teaser") to a limited number of recipients potentially interested in being considered as a candidate investor of the Company (the "Candidate").

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