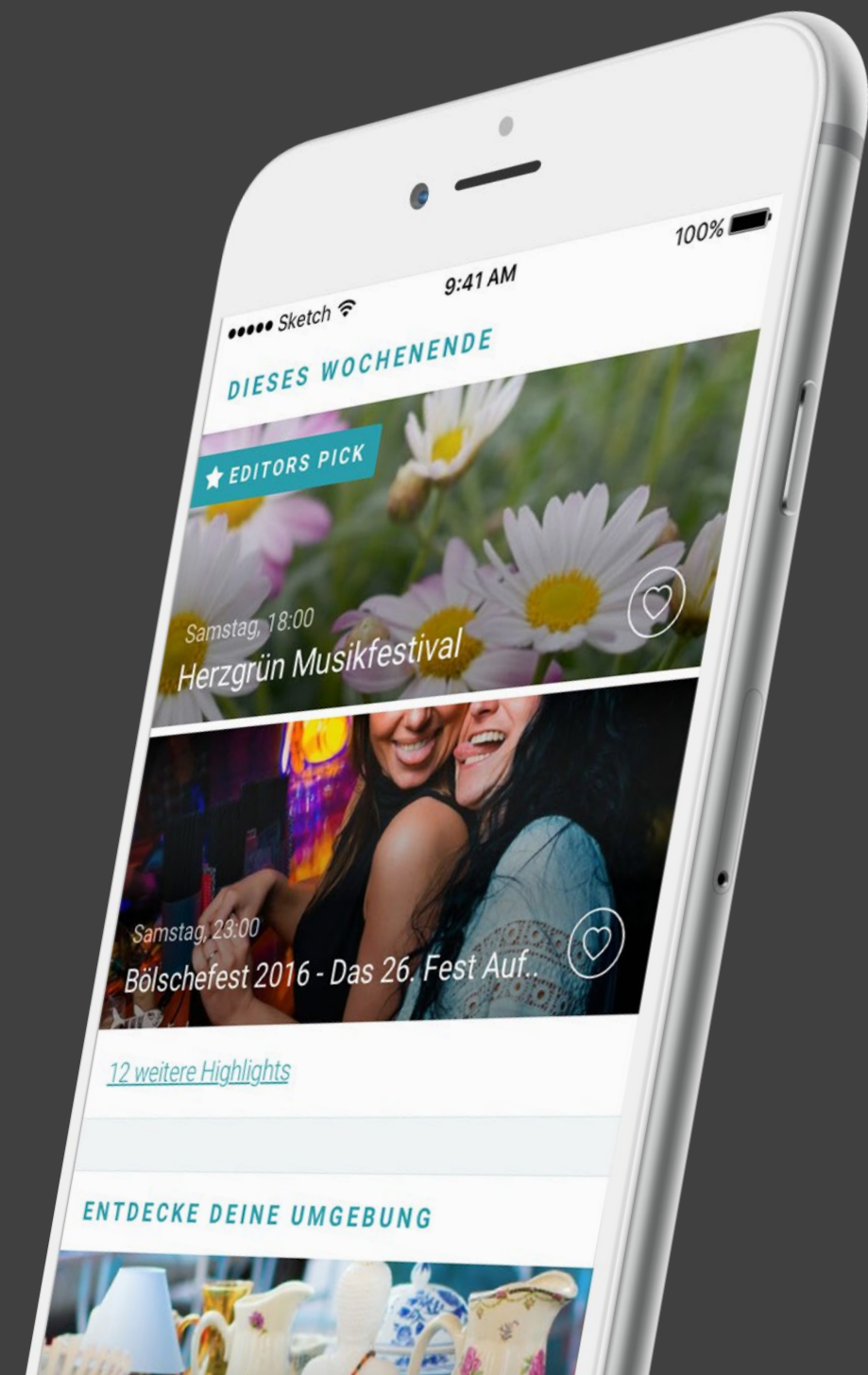


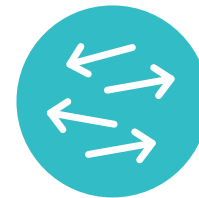


OUR VISION:
ACTIFY AS #1 ACTIVITY MARKETPLACE





TODAY: STILL NO SMART SOLUTION TO PLAN FREE TIME



Hundreds of interesting things to do –
but hidden in thousands of apps and websites



Like-minded people everywhere
around – **but hard to find**



Planing free time is **time consuming,**
complex and unexciting



ACTIFY: YOUR PERSONAL LEISURE ASSISTANT



Exciting & targeted activities

Inspiring highlights and local, tailormade recommendations at a glance



Connecting like-minded people

Bringing local communities together via common interests and exciting activities



Easy & convenient

actify keeps people up to date and manages their calendar



VISION: ACTIFY DISRUPTS THE WAY TO SPEND FREE TIME



- as synonym for free time
- offers the best, most relevant and complete options
- is a valuable part of the user's daily life



HIGHLY RELEVANT

- Individual suggestions based on in depth user knowledge
- Consolidation of all public available content to provide best matches
- Synchronized user's calendar allows suggestions by availability



STRONG COMMUNITY

- Easiest way to find like-minded people
- The standard platform to organize all activities, also with family and friends
- Active community generates authentic and crowd-sourced content

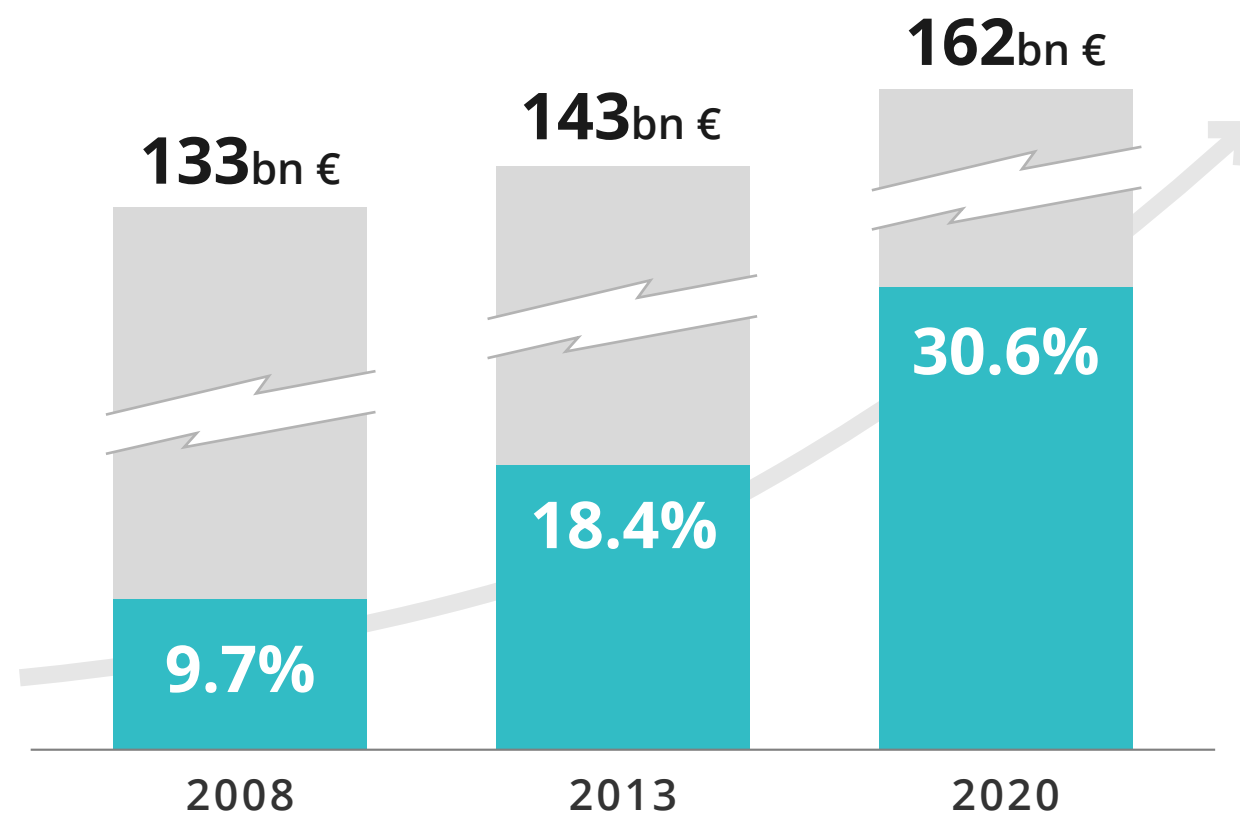


TRANSACTION FOCUSED

Being a local business enabler by creating an efficient sales platform for:

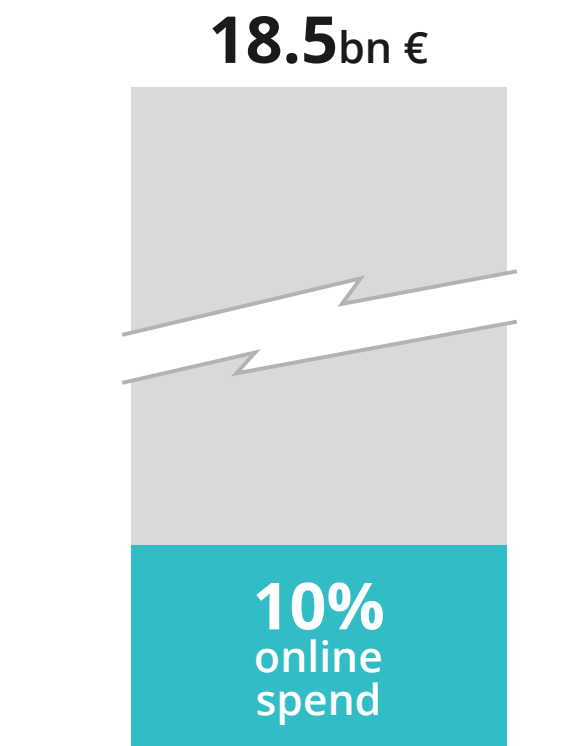
- Table bookings
- Concert/Event tickets
- Online reservations
- Special offers

LEISURE AND ENTERTAINMENT INDUSTRY SPEND TURN ONLINE




























Spend in the German leisure market

NO EFFICIENT ADVERTISING CHANNEL FOR LOCAL COMPANIES YET



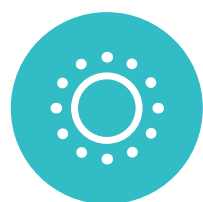
Advertising spend in Germany

NO PLATFORM CONSOLIDATES DIGITAL LEISURE CONTENT

		Social Networks 	Local magazines, blogs and apps  	Ticketing & couponing platforms  	Local communities  	Hyperlocal chats  
Information about leisure options						
Individual recommendations for you						
Local highlights, hand-picked						
Keeps you up to date easily						
Socialising						
Spontaneous interaction / Hyperlocal chat						



PROVEN MVP WITH STRONG GROWTH MOMENTUM



STRONG BASE

- Successfull MVP refined by user feedback
- Powerful organization with all major know-how inhouse
- Growing amount of power users



SUCCESSFUL LAUNCH

- 60,000 users already
- Daily >500 new excited users
- Revenue since March 2016



SCALING STARTED

- Exponential growth kicks in: user base doubled within six weeks
- Opportunity to start national expansion
- Infrastructure set to scale fast



FULL-BLOWN PRODUCT SINCE MARCH 2016 WITH EXCITED USER FEEDBACK

Meli_B_89 | App Store

„Ich finde die Idee klasse:
Mit einer App checken, was
heute so in meiner Stadt
abgeht und wer mitkommen
würde. Mein Eventkalender
für die Hosentasche.“

I really love the idea: to check
what's going on in my town and
who would join me in one app.
My event calendar in my pocket.



NeleHH | App Store

„Und ich dachte, ich ken-
ne schon alle Geheim-
tipps in Hamburg - so
kann man sich täuschen.“
And I thought I knew all the
insider's tips in Hamburg -
guess I was wrong.

Bua123456 | Google Play Store

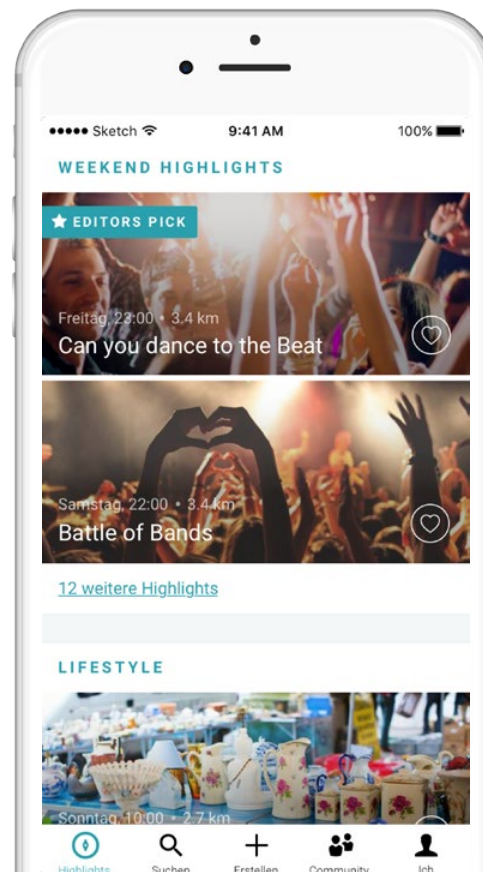
„Endlich mal eine app die Sinn
macht. Hier kann ich meine
knappe Freizeit planen und
neue Leute treffen die die sel-
ben Interessen haben wie ich!“
Finally an app that makes
sense. I can plan my scarce leisure
and meet new, like-minded people.

FULLY BLOWN PRODUCT SINCE MARCH 2016

- App (iOS and Android)
- Scalable platform
- Full version website

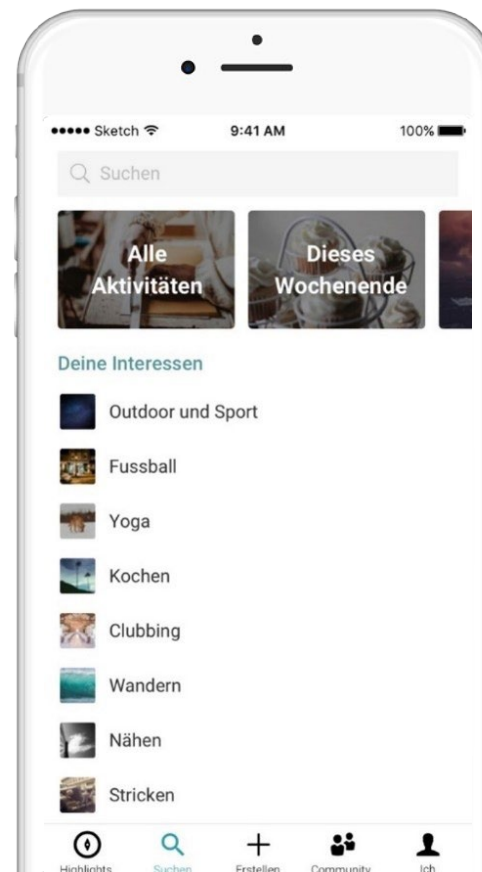


ACTIFY APP: THE LEISURE WORLD IN YOUR POCKET



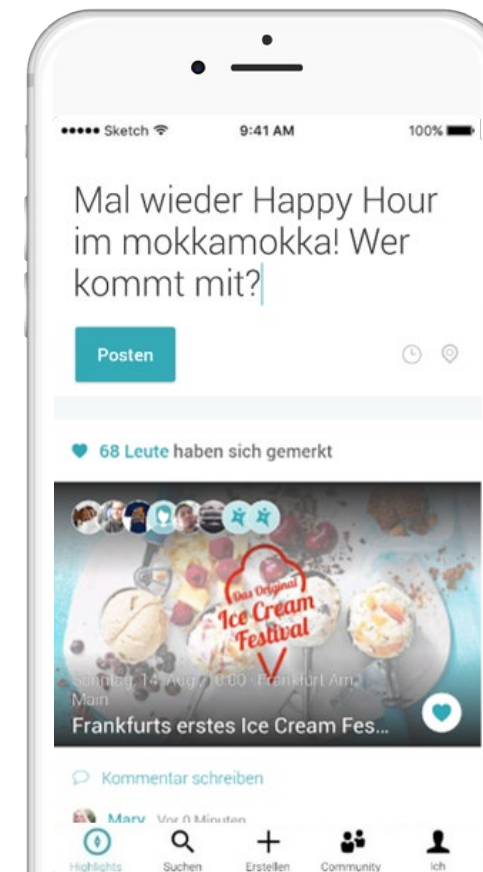
HIGHLIGHTS

Explore highlights, insider tips and everything you should not miss out in your city.



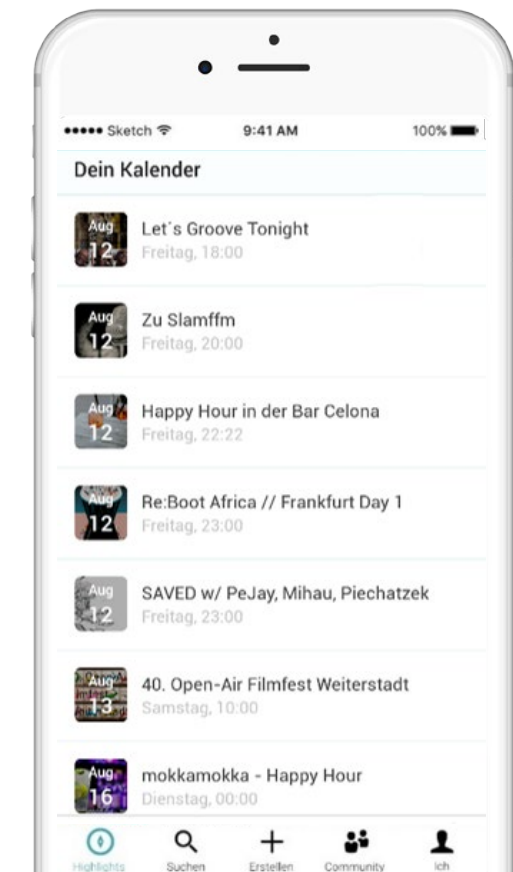
SEARCH

Find easy and convenient what you are looking for – or try something new.



COMMUNITY

See in real time what people in your area are engaged in. Create your own activity easily and get active.

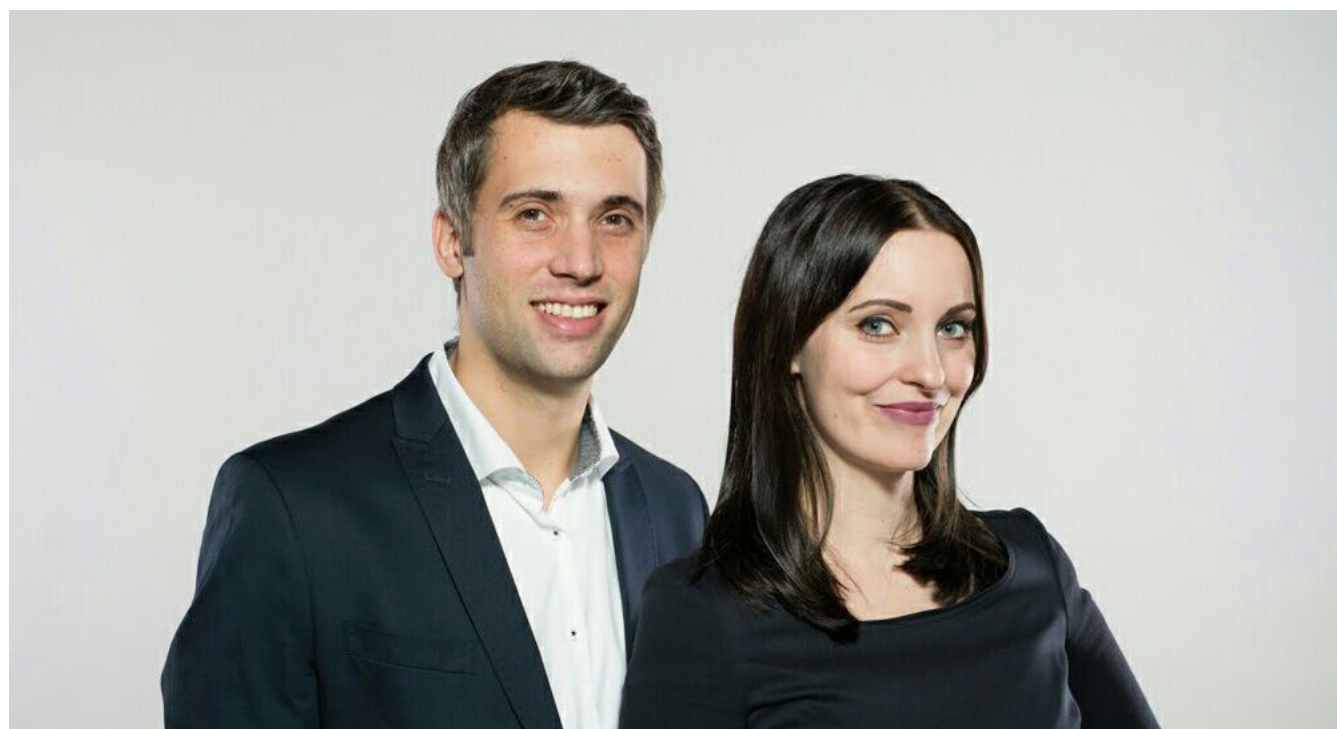


CALENDAR & MORE

Bookmark favorite activities and places to the calendar and stay up to date.



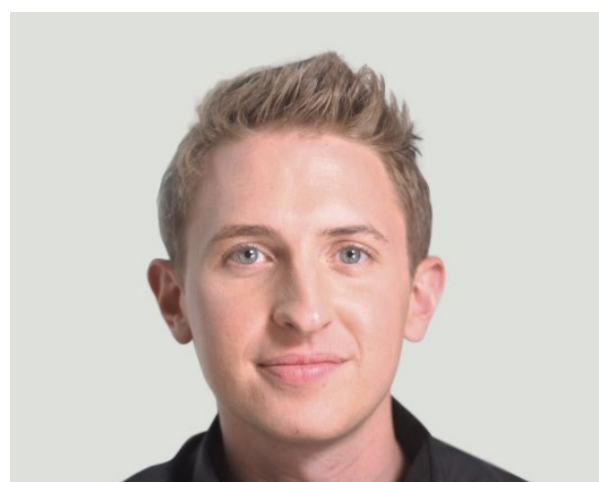
TEAM OF EXPERIENCED ENTREPRENEURS AND BUSINESS LEADERS



JENS & ANNA-SOPHIE LANGKAMMER
FOUNDERS & CEOS

10 years experience in Finance, Strategy and Business Development in start-ups and marketing focused corporations as PepsiCo.

10 years experience in Marketing and Business Development in start-ups and family businesses.



NICK MANNING
CTO

13 years experience ranging from corporate positions as a developer to a CTO as well as launching several US based tech start-ups.



STEFAN PLEDL
HEAD OF SALES

17 years experience in leading sales organizations, including leading positions in sales driven start-ups as Groupon, Daily Deal and Termine24.



2.50€

MARKETING COST
per new registered
user



3,300 PLACES

available



500

ACTIVITIES
happen per day



5.20€

REVENUE

per user already



2:47 MINUTES

average web session length



13,000

weekly active users
already



**3,800 NEW
ACTIVITIES**

added per week

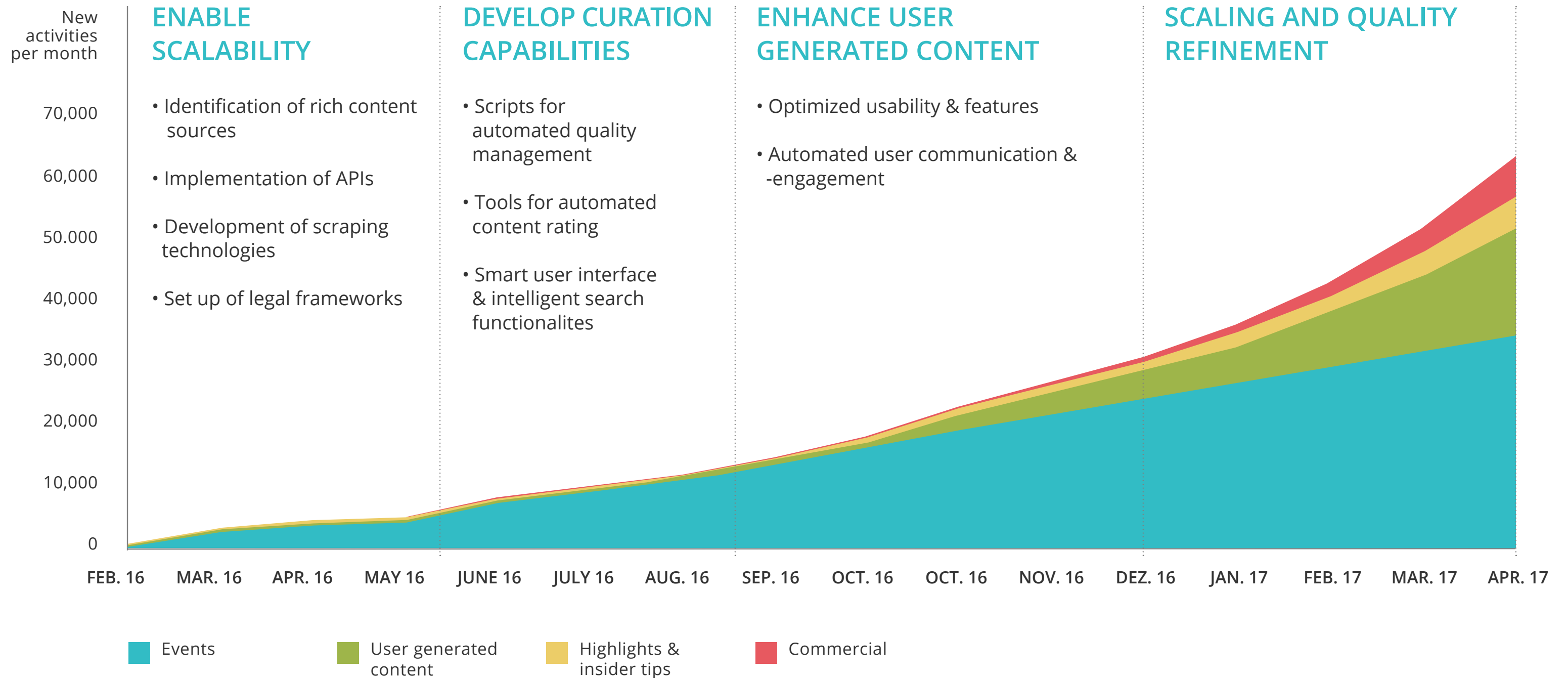


80%

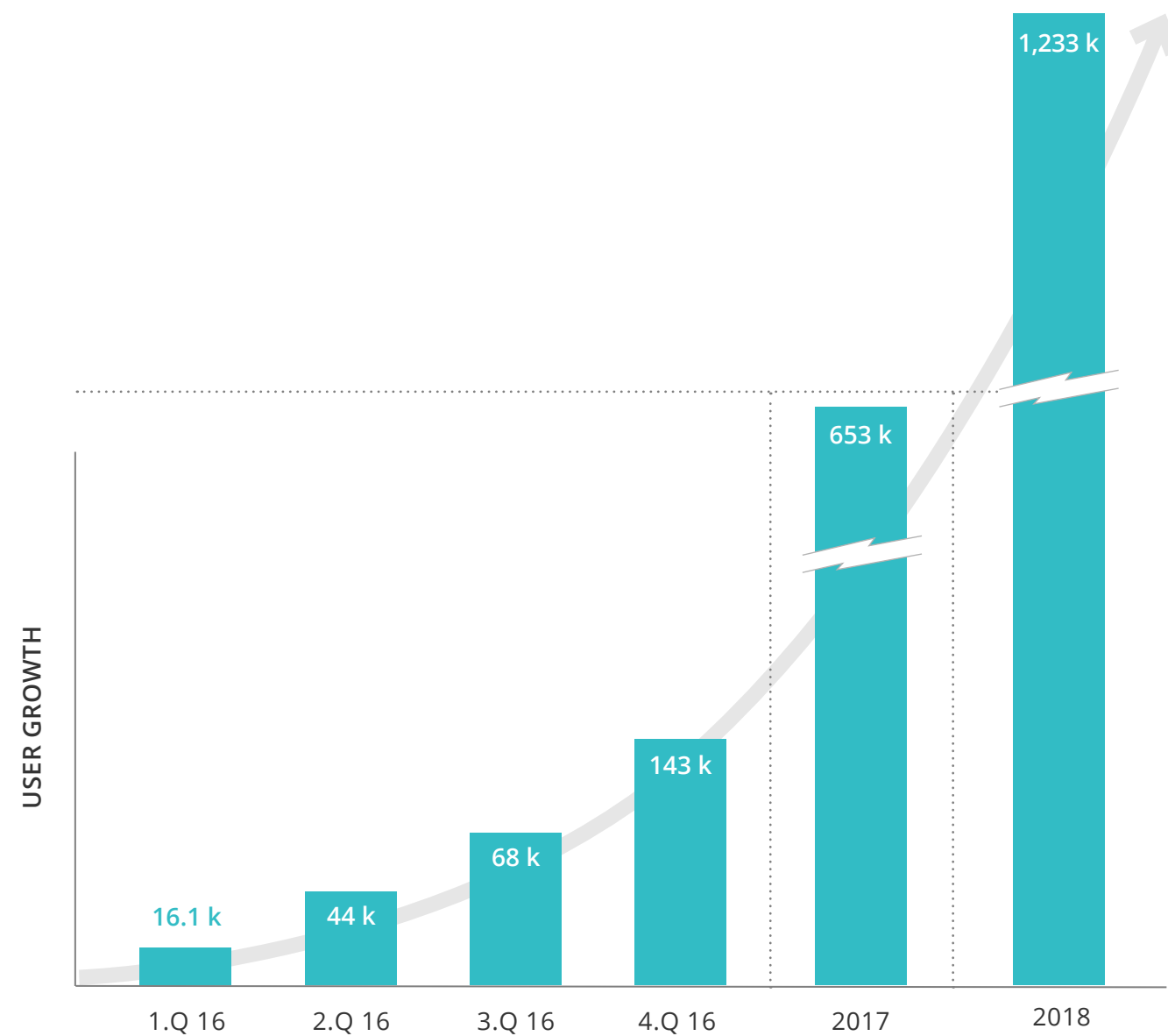
returning web user



TECHNICAL CAPABILITIES TO SCALE AND CURATE A DIVERSE, HIGH QUALITY CONTENT



DEVELOP DACH REGION UNTIL 2018



MORE TRAFFIC AND REVENUE

reach local customers online, interact with your audience and convert visitors to paying customers.

Beate Jung | Geschäftsführerin,
Pause vom Alltag aus Darmstadt

„Danke für den Spitzen-Service! Bei actify fühle ich mich immer gut beraten.“
Thanks for the great service. actify takes care of my needs.

Mücahit Özcakir | Geschäftsführer;
Paintagon aus Hamburg

„Direkter, unkomplizierter Kontakt und mehr Buchungen über unsere Website. Danke actify!“
Direct and uncomplicated contact, but especially more bookings via my website. Thanks actify!

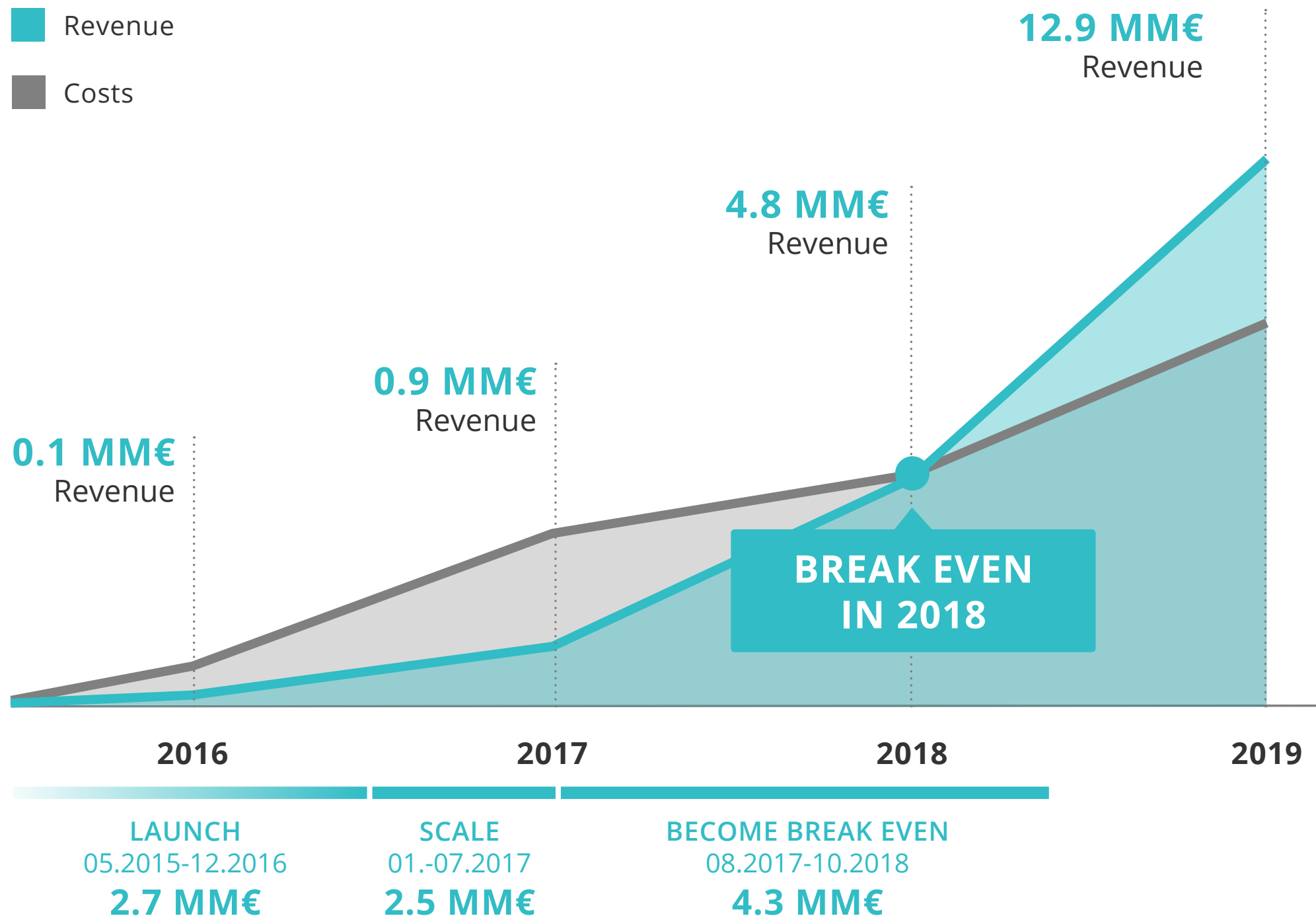
Michael Jakobs | Geschäftsführer,
Spreewelten GmbH aus Berlin

„Durch actify konnten wir neue Gäste ansprechen. Der Anstieg der Besucherzahlen spricht für sich!“
We could get more visitors since we use actify. The increase of them tells its own tale.



REVENUE STREAMS

- Listing fees and premium features for leisure companies
- Transaction fees and affiliate commissions
- Sophisticated advertising capabilities beyond the leisure industry
- Real time push-marketing via location based services



SUMMARY OF THE OPPORTUNITIES

- ✓ **Team of experienced entrepreneurs and business leaders**
Successfully built the product and organization in the last months
- ✓ **Sustainable concept with the potential of becoming the No 1 player**
Opportunity to become the leading marketplace of the leisure industry
- ✓ **Huge market with increasing demand in the near future**
with a wide target group from young to old
- ✓ **Scalable platform for mobile and PC**
Newest technology for Web and App (iOS and Android)
- ✓ **Highly profitable business model in the future**
Communities like Facebook, Xing, Tripadvisor show a high and sustainable profitability
- ✓ **Great investment opportunity**
actify can be developed to a cash-flow stable company with a stand alone positioning

**BECOME PART OF THE SUCCESS –
TAKE PART IN ACTIFY!**

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64295 Darmstadt
Germany

 management@actify.de

