



Disrupting live video production

Albert Rodes
CEO

Three Conferences, One Mission: Empower the European Digital Ecosystem



**Connecting Israel's Startups
with Large Corporates
and Investors**

9-10 April 2019
Hangar 11, Tel Aviv

Mission

**To promote Israel - European
relationships and enable funding**



**Connecting European
Champions
and Challengers**

13-14 June 2019
STATION Berlin

Mission

**To bring together future-shaping
executives and investors active
across segments driven
by digital revolution**

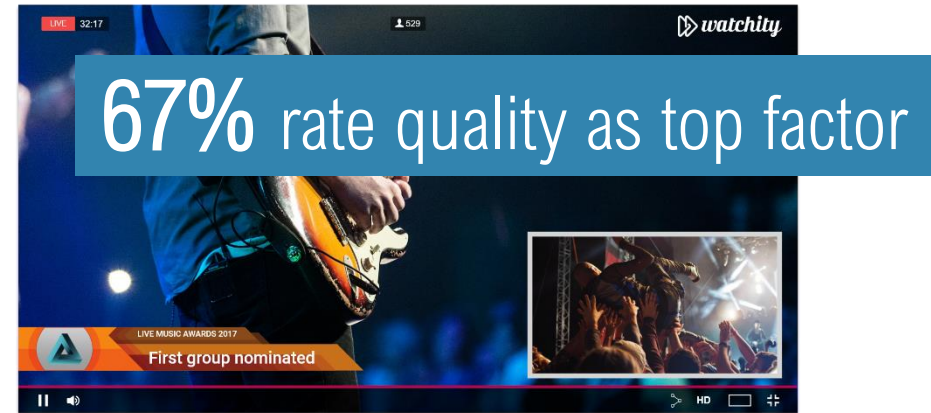
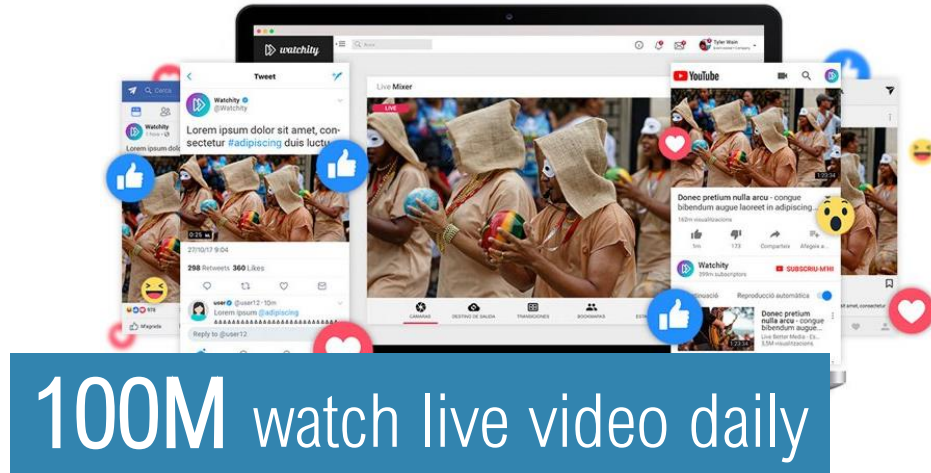


**Connecting
Capital with
Entrepreneurs**

30-31 October 2019
Old Billingsgate, London

Mission

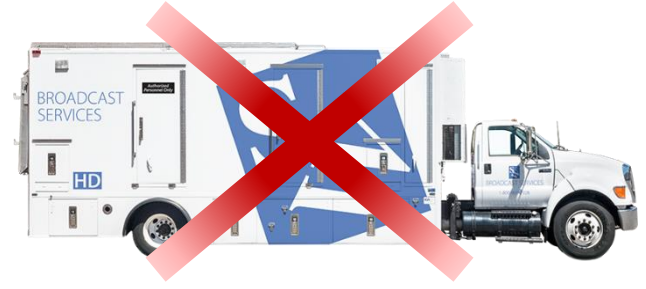
**To provide a physical marketplace
that facilitates funding of
digital European companies
at all stages**



Professional production is complex and expensive



Watchity reduces up to 60% of production costs



Broadcasters



\$ 51.35 bn

- Reduce production costs
- Transition to IP production
- New generations engagement

Enterprises



\$ 40.4 bn

- Act like a TV business
- Compete with broadcasters

*Predictions for year 2022

SaaS platform covering all the steps of live production



Streamer

188 €

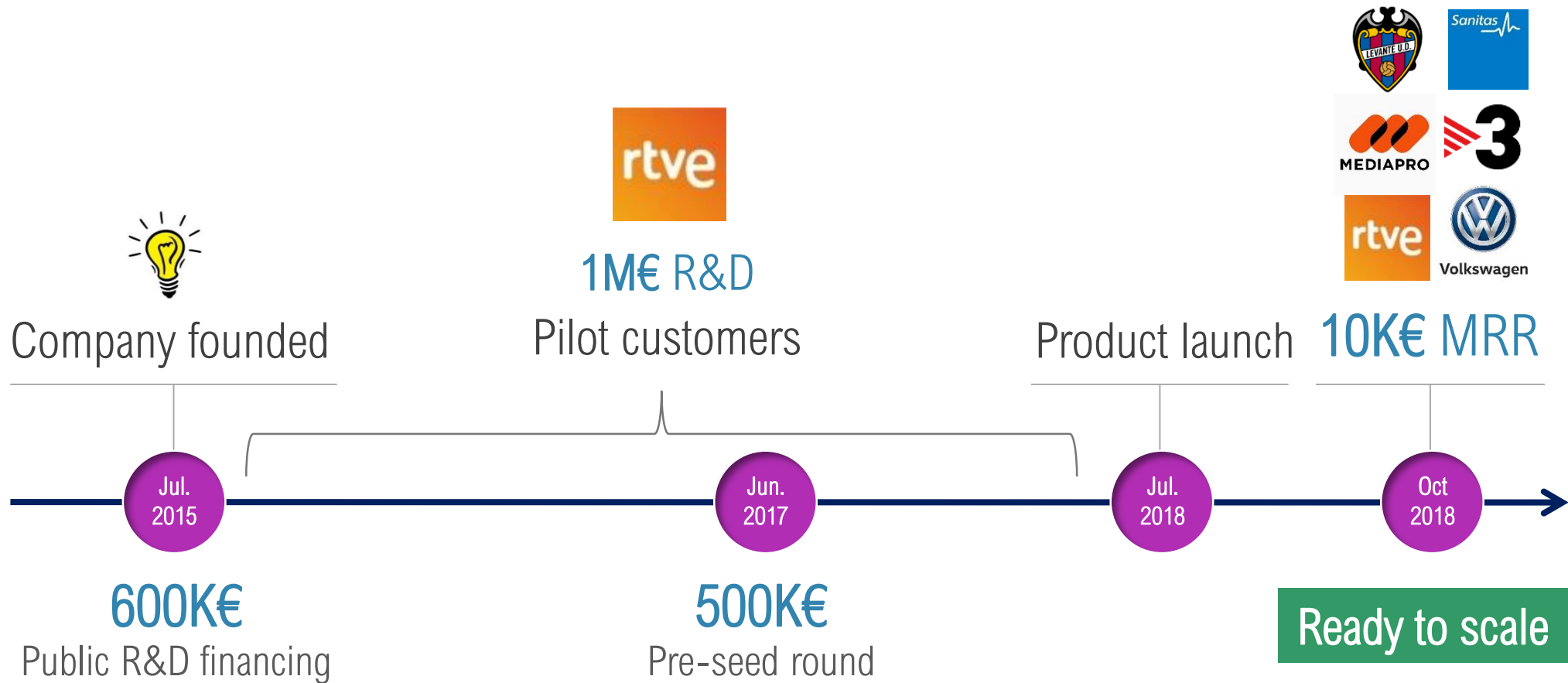
Producer

470 €

Broadcaster

1,240 €

(starting monthly fees)



Acquisition KPIs

1,260€
CAC

3-6 months
sales cycle

Trade shows,
PR

37%

Inbound
marketing

15%

Social selling and
telemarketing

48%

Revenue KPIs

12
customers

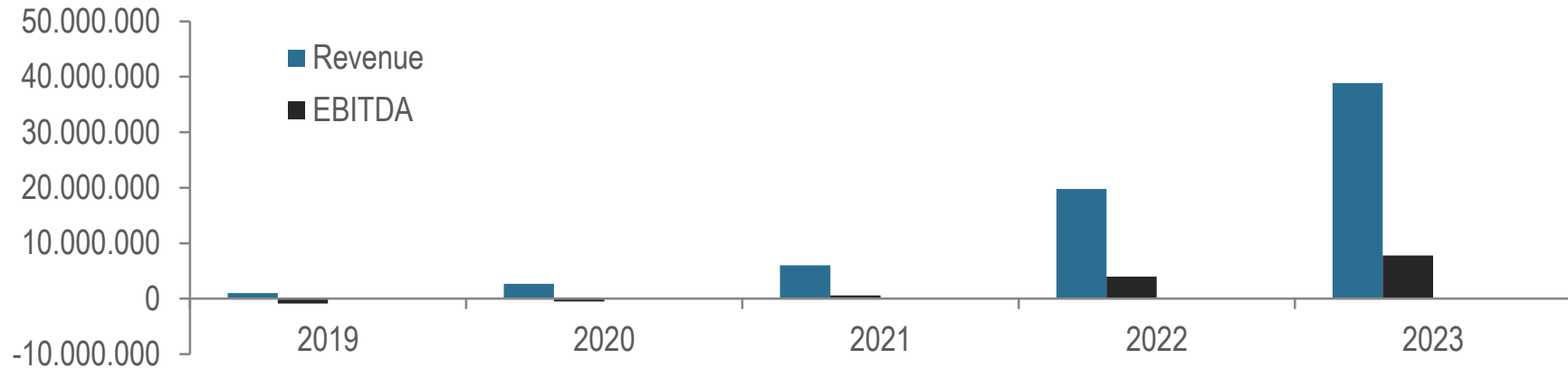
10M€
MRR

830€
average
monthly fee

19,990€
LTV

90%
Gross margin

To become leaders in the cloud production market



Revenue	996,000	2,700,000	6,000,000	19,800,000	38,800,000
EBITDA	-850,000	-500,000	600,000	3,960,000	7,770,000
Customers	100	250	500	1,500	2,700

2M€ (300K committed) for scaling sales and customer service

Would you like to join
the broadcast industry transformation?

Albert Rodes |
CEO



EUROPE'S LEADING INTERNET CORPORATE FINANCE BOUTIQUE

Unique Industry Know-How

- ✓ Focus on Leading European Internet companies
 - Covering over 400 companies across 25 online verticals, a broad range of over 500 investors as well as 100+ online-focused corporates
- ✓ Deep understanding of industry dynamics
- ✓ Ability to add value beyond banking advice
 - Facilitates overall process and minimizes management distraction

Unmatched Network and Relationships

- ✓ NOAH Advisors is globally well connected and has direct access to virtually all key players in the industry
 - Knowledge of and strong relationships with potential buyers' key decision makers
 - Proactively finds and unlocks attractive investment opportunities for leading investors
- ✓ Annual NOAH Conference in its 8th year

Strong Investment Banking Competence

- ✓ Over 40 years of combined relevant M&A experience
 - Routine execution of M&A and financing transactions with sizes of several billion euros
- ✓ 25+ successfully completed NOAH Advisors transactions underline successful transfer of M&A competencies to the Internet sector

Full Commitment - We Are Entrepreneurs!

- ✓ Entrepreneurial mind-set, focused on growing the business and establishing a reputation for excellence
- ✓ Ability to deliver top results in short time frames
- ✓ Highly success-based compensation structures align interests of clients and NOAH Advisors, and demonstrate conviction to deliver top results
- ✓ Creative deal solutions

The NOAH Advisors Core Banking Team



Marco Rodzynek
Managing Director & Founder



Jan Brandes
Managing Director



Nikhil Parmar
Director



Olek Skwarczek
Analyst



Lukas Schlund
Analyst

Selected Completed NOAH Transactions

September 2018

Sale of 100% in



for €135m to



Financial Advisor to 10bis and its shareholders

July 2018

Sale of 100% in



to



Zur Rose Group

Exclusive Financial Advisor to PromoFarma and its shareholders

August 2017

Acquisition of a Majority Stake in



by



at a valuation of \$200m

Financial Advisor to EMK Capital

December 2016

Investment in



by



Financial Advisor to Silver Lake

October 2016

Investment in



by



84% Ownership

Exclusive Financial Advisor to KäuferPortal and its Shareholders

December 2014

Sale of 100% of



for \$800m to



Exclusive Financial Advisor to Fotolia and the Selling Shareholders

October 2014

Sale of 100% of



for €80m to



Exclusive Financial Advisor to Trovit and its Shareholders

May 2014



sold 100% of



for \$228m to a joint venture between



Exclusive Financial Advisor to Yad2 and its Shareholders