

Helping Small Businesses Grow
Online

September 2018

Three Conferences, One Mission: Empower the European Digital Ecosystem

» LEADERS CONNECTED
NOAH19
Tel Aviv

**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**

» LEADERS CONNECTED
NOAH19
Berlin

**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**

» LEADERS CONNECTED
NOAH19
London

**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**

CONSUMERS INCREASINGLY GO ONLINE FOR PURCHASING DECISIONS...

- (1) ONS 2015: Internet Access Households and Individuals 2015
- (2) The Consumer Barometer 2016
- (3) Google Consumer Barometer
- (4) Mainstreet ROI, Local SEO Guide for Plumbers

80%

consumers use the internet to find information about goods and services¹



75%

people have a smartphone². The average person touches their smartphone more than 2,000 times daily!



54%

of consumers will choose a business appearing on page 1 of Google³

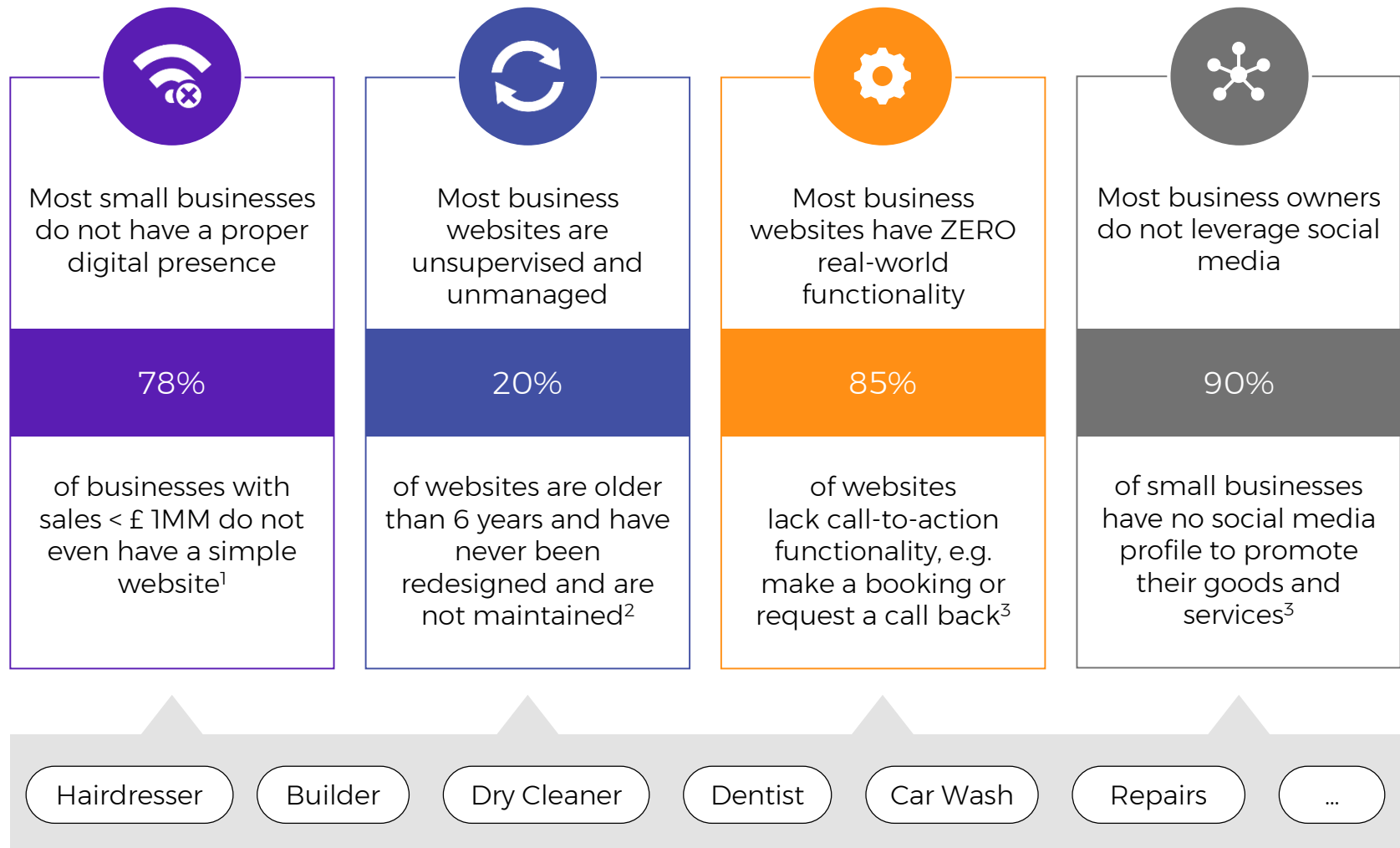


40%

of mobile searches are for local businesses⁴



...YET MOST SMALL BUSINESSES HAVE NO MEANINGFUL ONLINE PRESENCE

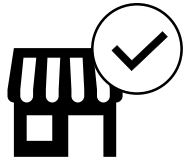


(1) Espresso Digital, 2017 Small Business Website Statistics You Need to Know

(2) Smallbusiness.co.uk: Small Companies miss out on online sales, 28 Nov 14

(3) BMG Research and Durham University Report, September 2015

NEVERTHELESS, SMALL BUSINESSES NEED TO GO ONLINE TO SURVIVE



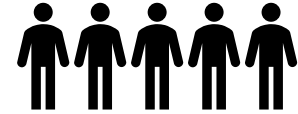
Small businesses with a website

83
%

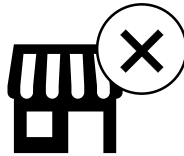
feel they have a competitive advantage over those without a website

59
%

report that their business grew after they had built a website



Small business = 5 or fewer employees



Small businesses without a website

52
%

expect that a website will grow their local customer base

48
%

expect 25-50% business growth from having a website / going online

43
%

of those with plans to build a website expect 10-50% business growth over the next 3-5 years

19
%

of those without plans to build a website expect similar business growth



It's clear to most small businesses that they need to get online

79
%

say that they will have a website at some point in the future

30
%

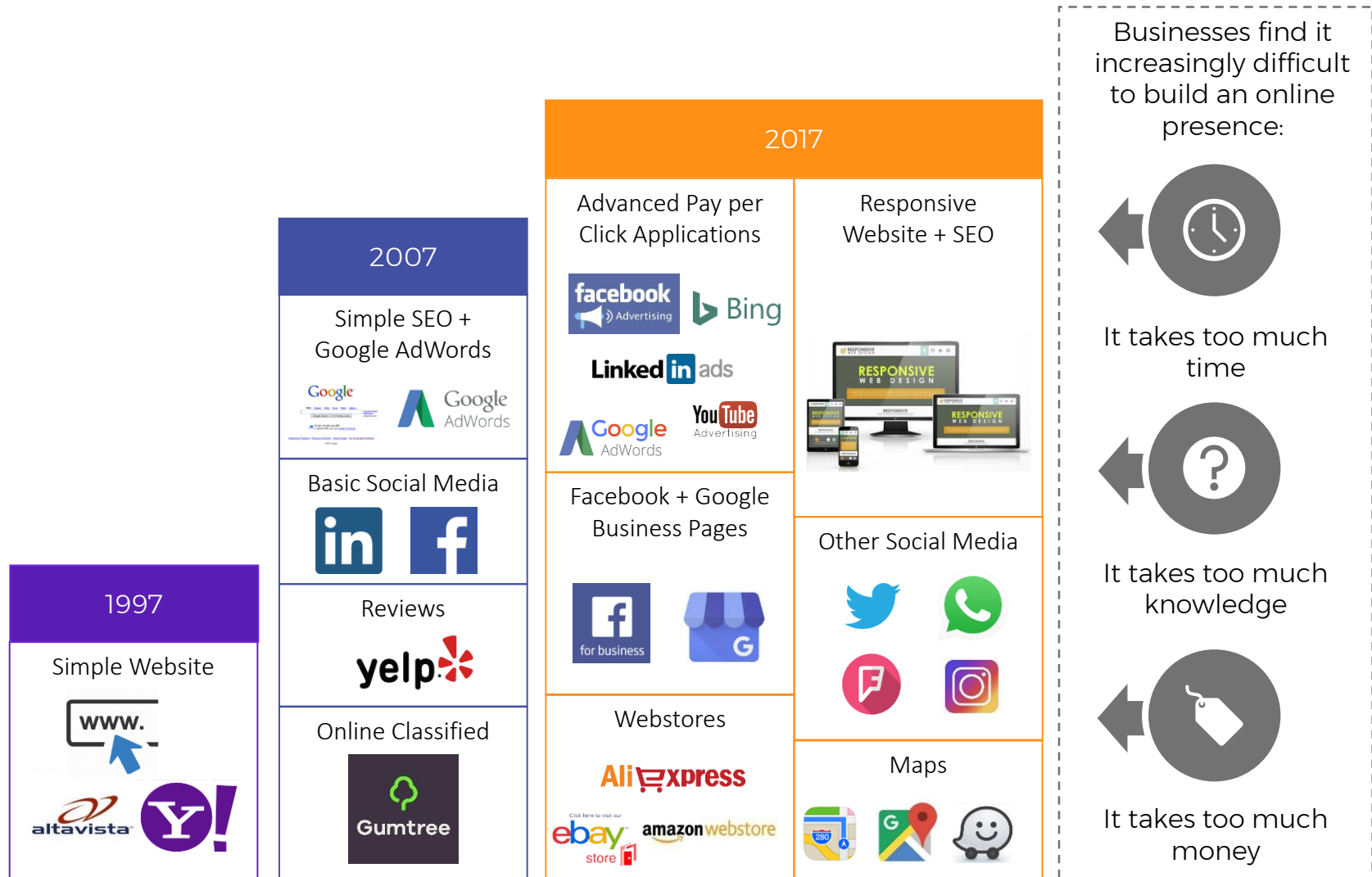
are looking for a third party that can help them get online

24
%

are looking for a web designer to create their web presence













Source: GoDaddy & Redshift Research, Small Business Survey 2015, "How Very Small Businesses are Utilizing the Internet Today—and Future Expectations".

IT IS INCREASINGLY COMPLEX TO CREATE & MAINTAIN AN ONLINE PRESENCE THAT IS UP TO DATE WITH THE RELEVANT CHANNELS



IT'S COMPLICATED! SO WHAT CAN A SMALL BUSINESS DO?

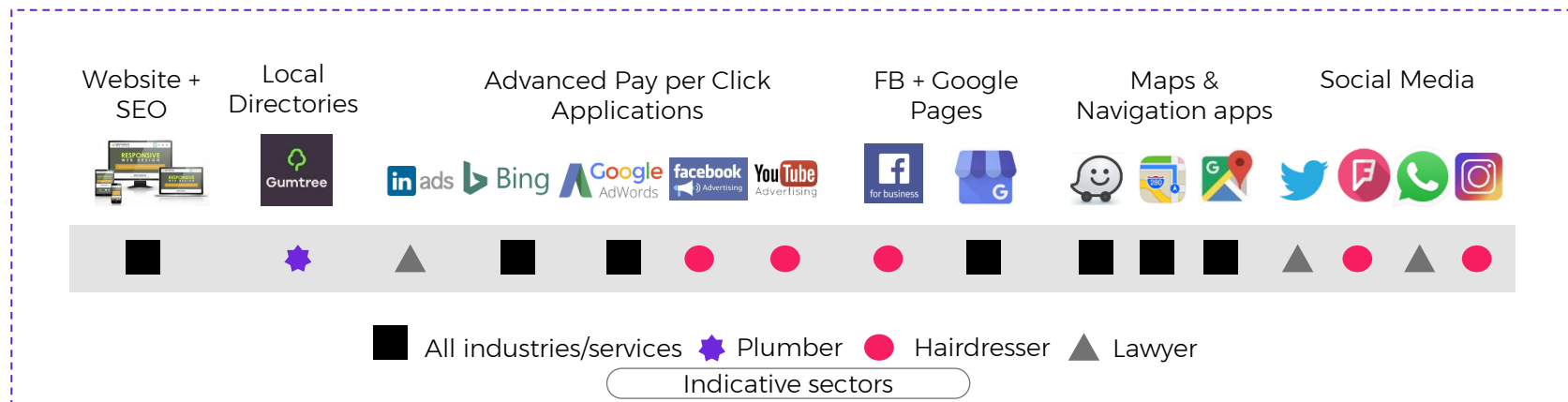
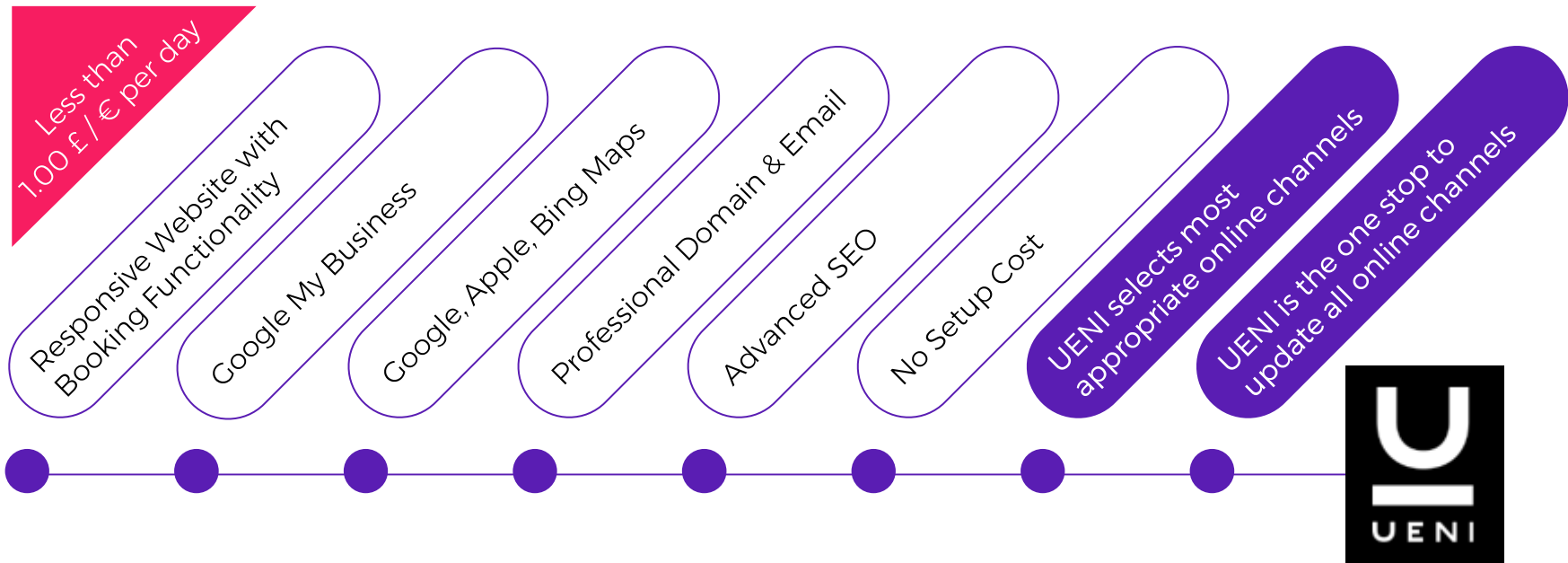
2 OPTIONS: A. DO IT YOURSELF (DIY) OR B. GO TO AN AGENCY

	A. Do It Yourself (DIY)	B. Agency
How does it work?	Subscription service - business uses online toolkits and templates to setup and maintain their online presence	Upfront cost & subscription fees - business outsources creation and maintenance to an agency
Limitations	<ul style="list-style-type: none"> × Offering often only a website, subscribers need to use several providers to get the full solution × Takes too much time and quality is variable; needs to be rebuilt when DIY templates change 	<ul style="list-style-type: none"> × Client customises each element × Costs too much × Maintenance costs extra; needs to be rebuilt as search-engine technology changes
Example providers	        	  



provides an alternative for businesses who do not have time for DIY and do not need expensive customisation provided by an agency

UENI PROVIDES VALUE FOR MONEY BY BUILDING AN ONLINE PACKAGE THAT HELPS SMALL BUSINESSES GROW



POWERED BY ITS DATA COLLECTION & STRUCTURING OPERATIONS, UENI REVOLUTIONISES THE PROCESS TO GO ONLINE WITH “CLICK & GO”...



1

Input your
business name
on ueni.com

2

Preview your
website on
multiple devices

3

Choose your
plan

4

Go Live with a
SEO and
mobile-friendly
website

Click & Go

UENI

Enter your

Q |

John's Barber Shop

Full Preview

Pick the best plan for you

2 MONTHS OFF

Monthly 12 Months

Most popular

Starter Free
billed monthly
For businesses who are just starting

Choose Starter

- Professional website
Mobile-friendly and with descriptions written by specialists, to showcase what you do best
- SSL Security
SSL certificate on your site, so customers are confident and search engines trust your site
- Booking functionality
Enable customers to request a quote or

Basic £9.99 + VAT /month
billed monthly
For business owners who want to look professional

Choose Basic

- Professional website with everything included in the Starter plan
- Free domain name
Get a free domain name for as long as you keep this UENI plan (e.g. www.yourbusiness.com)
- Free professional email
Increase your credibility with a professional email address, (e.g.

Plus £19.99
billed monthly
For business owners trying to grow a business

Choose Plus

- Professional website with everything included in the plan
- Connect with more customers
Appear on the best social sites: Foursquare, Yelp, and Facebook
- Boost your search engine
Get listed on over a dozen highly trusted platforms carefully selected for your industry and location

Services

All Services

MASSAGE TREATMENTS

Head Massage & Facial

Find out more

£60.00

UENI CREATES A MEANINGFUL ONLINE PRESENCE FOR THE BUSINESS WITHIN DAYS AND MANAGES ALL INFORMATION THROUGH UENI



Google
My
Business

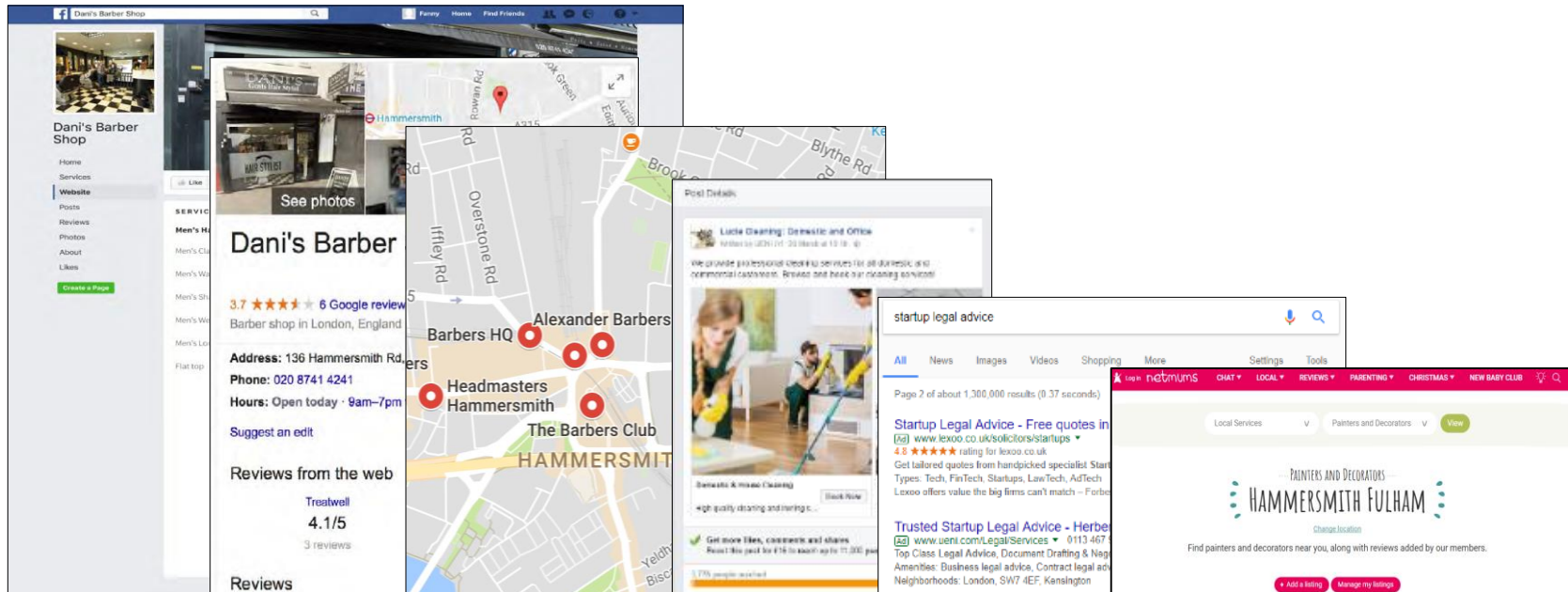
Google,
Apple, Bing
Maps

Facebook
Places &
Foursquare

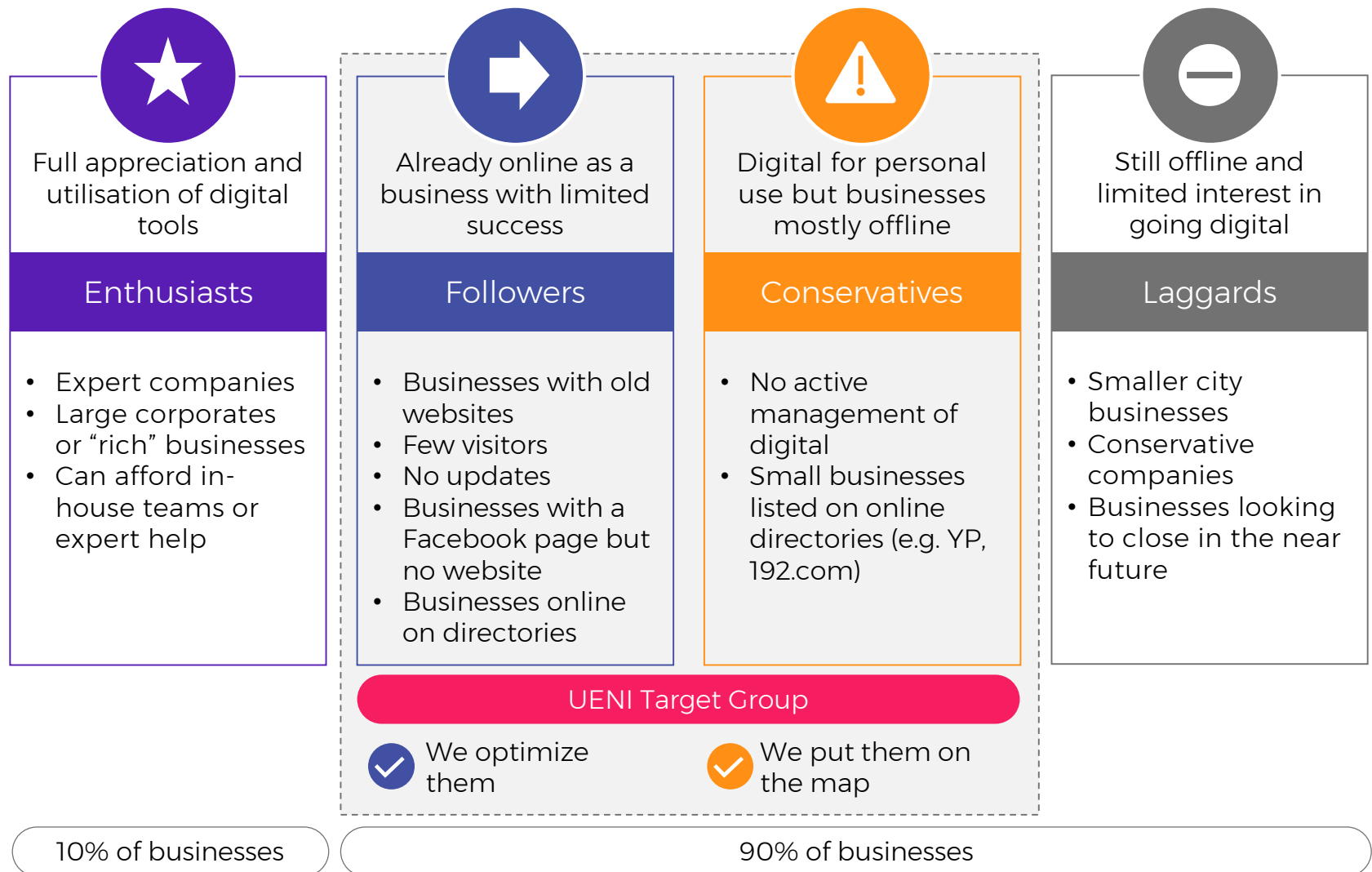
High
traffic,
trusted
sites

Local,
category-
specific
platforms

Click & Go



UENI TARGETS BUSINESSES WHO 'GET' THE VALUE OF BEING ONLINE BUT TODAY HAVE LIMITED OR NO ONLINE PRESENCE AND LIMITED BUDGET





Christine Telyan cofounded UENI to empower small businesses left behind by tech. She previously worked as an oil trader and established new trading flows in the European and Asian markets. She is a graduate of Harvard College, the London School of Economics and Harvard Business School.



Anh Pham Vu is a cofounder of UENI. He previously was a senior director at a major European Private Equity Fund and, prior to that a management consultant. His experience includes investing into tech companies, building business plans, leading operational and IT carve-out teams, and serving as a board member of portfolio companies. Anh speaks 12 languages and has an MBA from Harvard.



Christophe Spanier has been working many years at large investment banks in Sales. He has built and managed a large international salesforce for a start-up in capital markets, which is today a successful large market cap company. Christophe has over 12 years experience, he obtained a Master degree from ESCP-EAP.

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



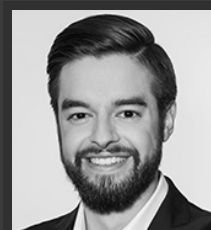
Jan Brandes
Managing Director



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