



William Wolfram

Co-Founder & CEO

Total Trivia Inc

Three Conferences, One Mission: Empower the European Digital Ecosystem



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

13-14 March 2018
Haoman 17, Tel Aviv

Mission

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



**Connecting European
Champions
and Challengers**

6-7 June 2018
Tempodrom, Berlin

Mission

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



**Connecting
Capital with
Entrepreneurs**

30-31 October 2018
Old Billingsgate, London

Mission

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

What is Total Trivia?





















- **Gamified Online Retailer**
- **Top 5 Shopping App in US App Store**
Shopping Category, ahead of Groupon and eBay
- **Founded Nov-16 in Helsinki, Finland**
Fully self-funded to date
- **\$10M+ Annual Revenue Run Rate**
3.0M+ Shoppers, 100% sales from US
- **Partnerships with 38 brands**
(Kitchenware, Jewelry, Electronics, Furniture, etc.)
- **Closing 2.5M EUR Seed Round**
On track to hit profitability early next year

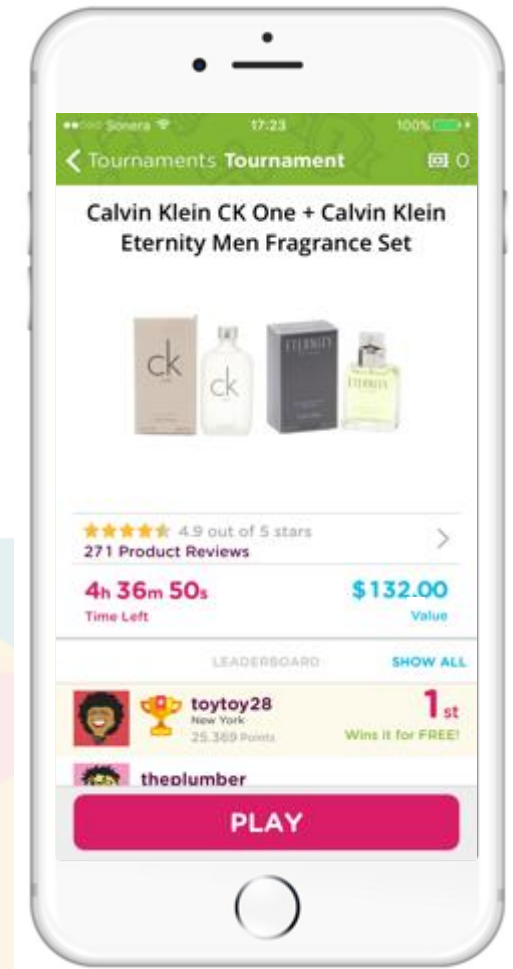
iOS Top App Charts [About this report](#)

Device: iPhone Country: United States Category: Shopping In App Purchase: All Apps

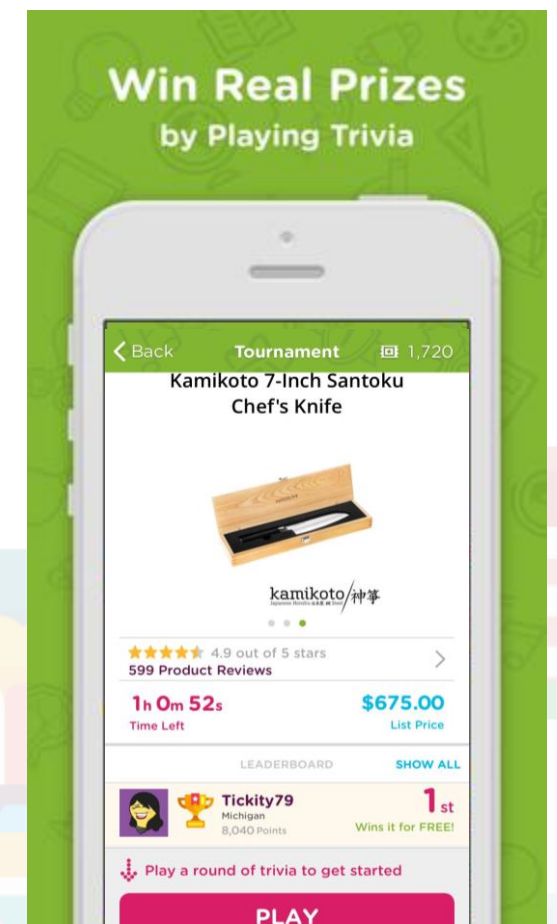
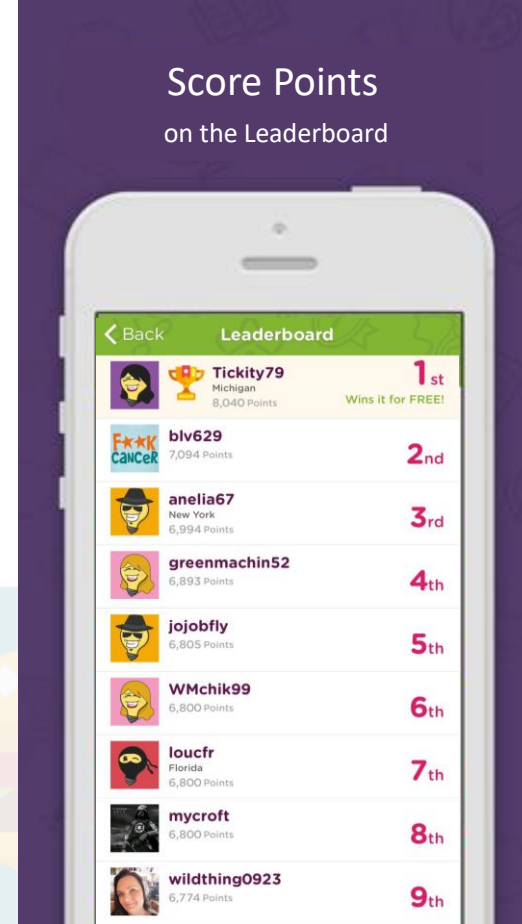
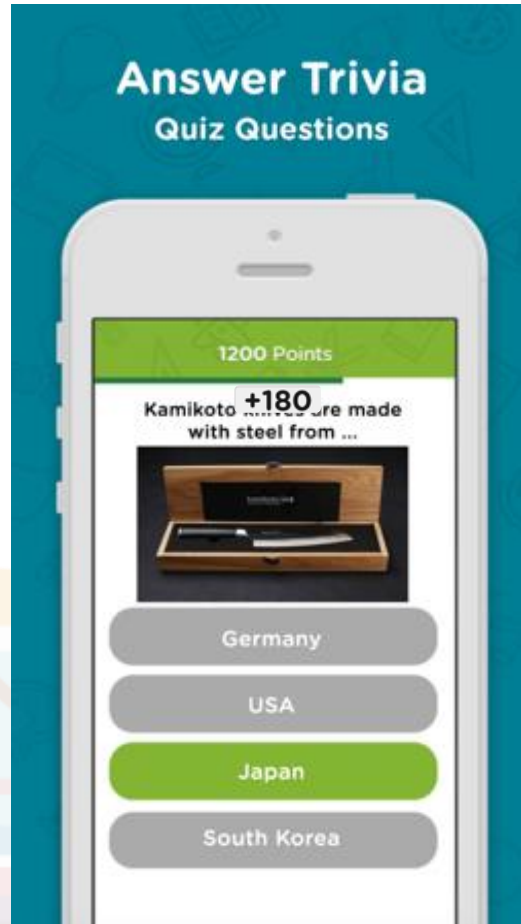
All Free Paid Grossing

United States - Shopping 12:00am UTC-7 (Aug 21, 2017 12:00am UTC-7)

#	Free
1	 Amazon - Shopping made easy 
2	 Wish - Shopping Made Fun 
3	 letgo: Buy & Sell Second Hand Stuff 
4	 Total Trivia - Play trivia to win real prizes 
5	 OfferUp - Buy, Sell, Simple. 
6	 Groupon 
7	 Poshmark: Buy & Sell Fashion 
8	 eBay: Buy, Sell & Save 
9	 Mercari: Buy and Sell Things You Love 
10	 Walmart: In-Store & Online Shopping, Easy Re... 



How does Total Trivia work?



5 Revenue Streams



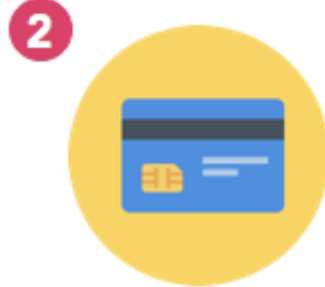
Consumer Revenue

Brand Revenue



Tokens for Gameplay

Shoppers buying in game currency to boost their trivia gameplay with multipliers



Physical Product Sales

Didn't win? No problem! Buy the item at a reduced price and get your tokens refunded back to you for free. Spending money on Total Trivia is 100% risk free



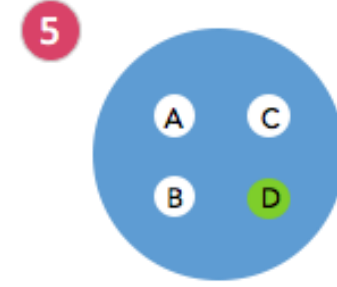
Promoted Products

Brands paying to promote their products in Total Trivia's feed



Sponsored Videos

Brands paying for sponsored videos. Shoppers can watch videos from brand sponsors to avoid using tokens



Sponsored Questions

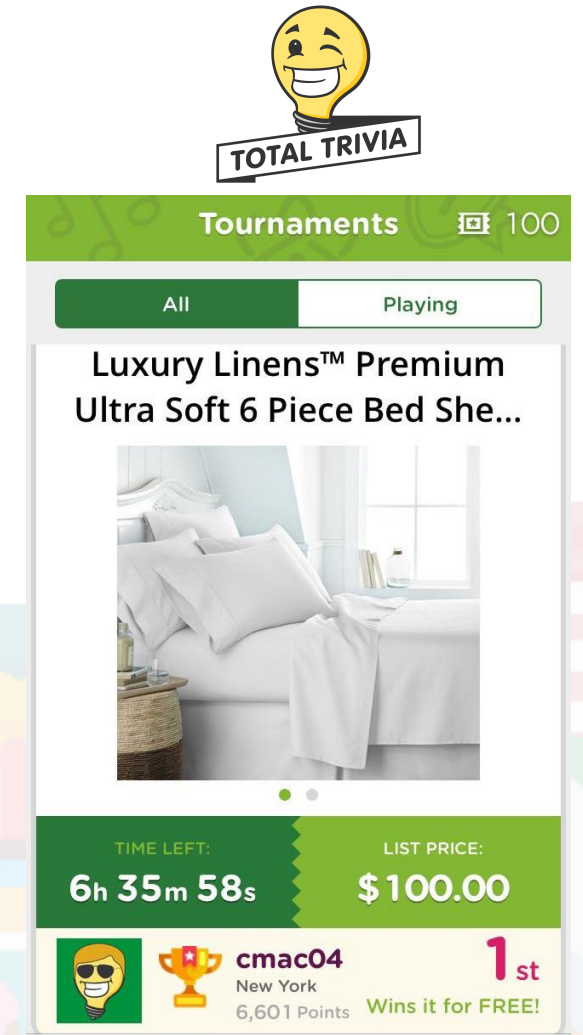
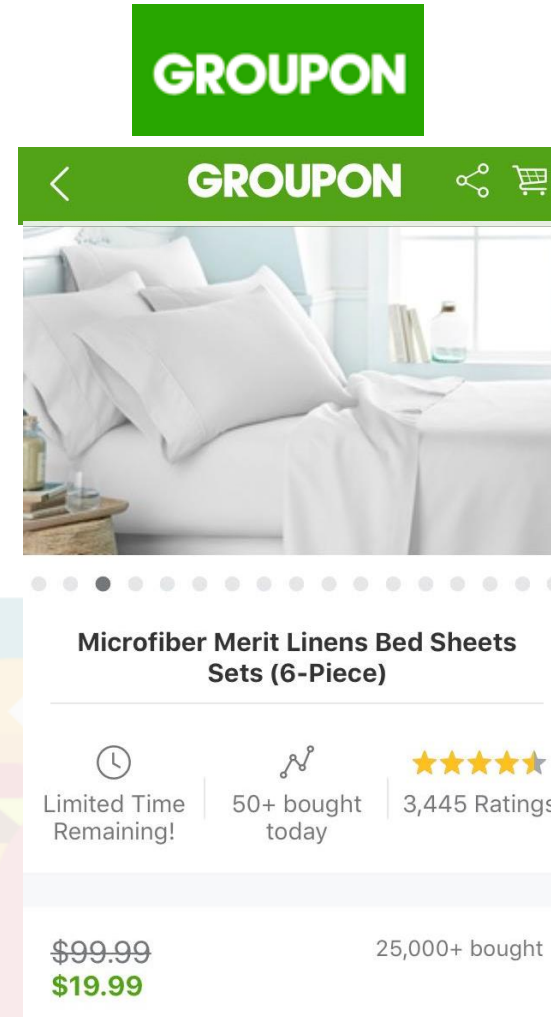
The world's most effective marketing tool for consumer brands to educate and inform target audience

Why do brands pay Total Trivia \$3M+ a year?

When brands struggle with excess inventory they turn to promotional discounting to move inventory and free up working capital.

Traditional consumer facing discounting is hurting brands:

1. Value perception goes down = cannibalization of future sales
2. Consumers who bought it at full-price are unhappy
3. Retailers who expected to sell at full price must match lower pricing -> harms B2B relationship





Not only do brands love us, shoppers do too

Q3-2017 Numbers

\$1,757,311

Sales from shoppers

+\$4,148,695

customer savings
(GMV – Sales)

+\$7.87/hour

Avg. saved when using the app
(GMV – Sales / hours)

\$5,906,006

GMV shipped out

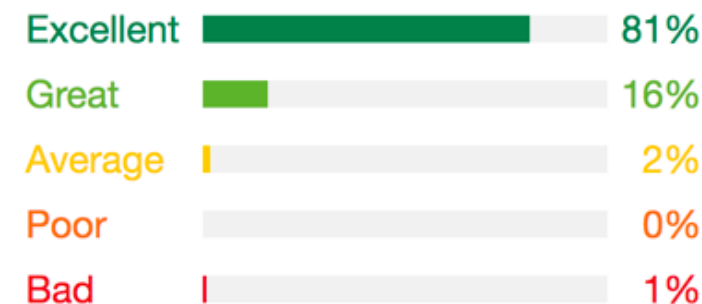
+\$560,640

Total Trivia gross profit



Total Trivia

Reviews (552) • Excellent

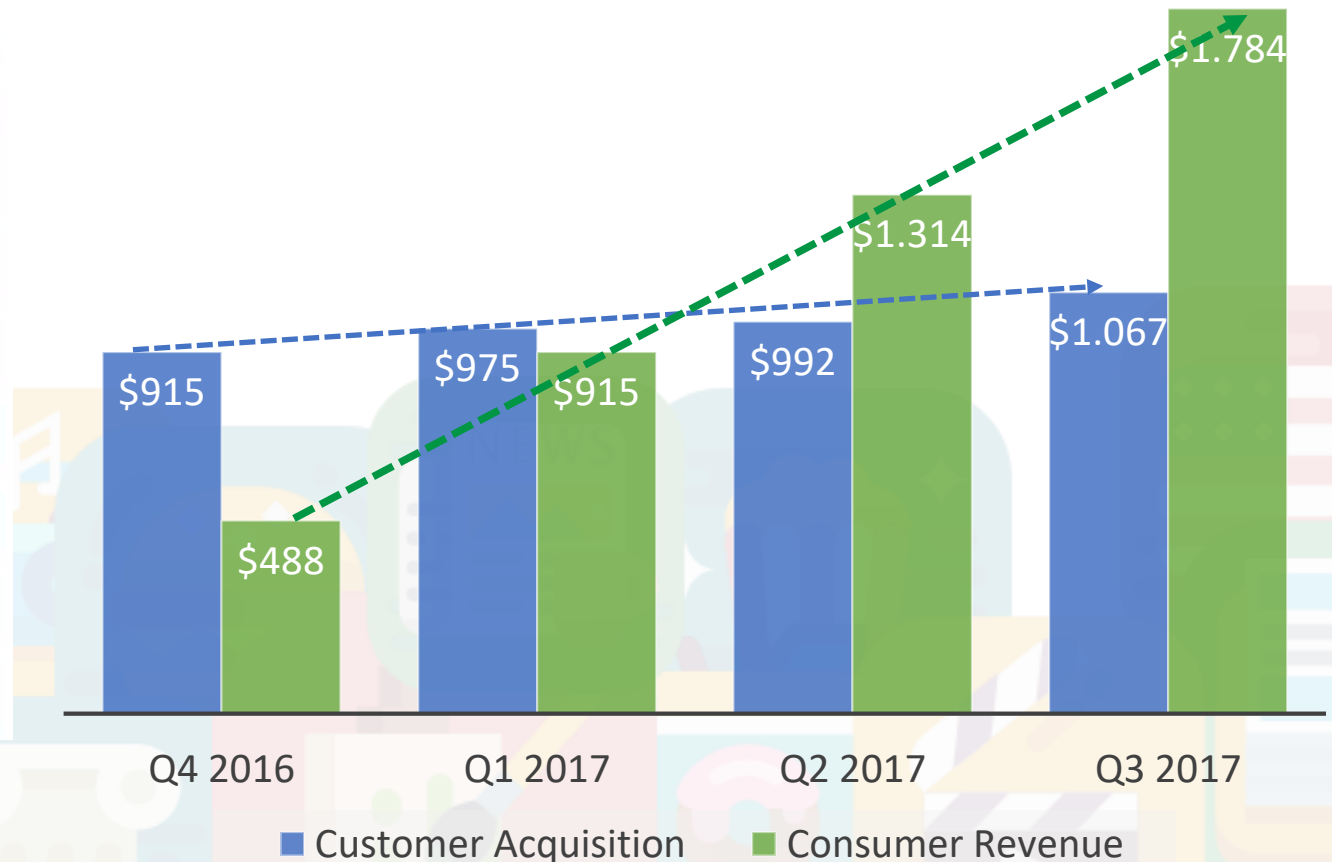


High retention = consistent revenue growth



Quarterly Consumer Revenue '000s USD

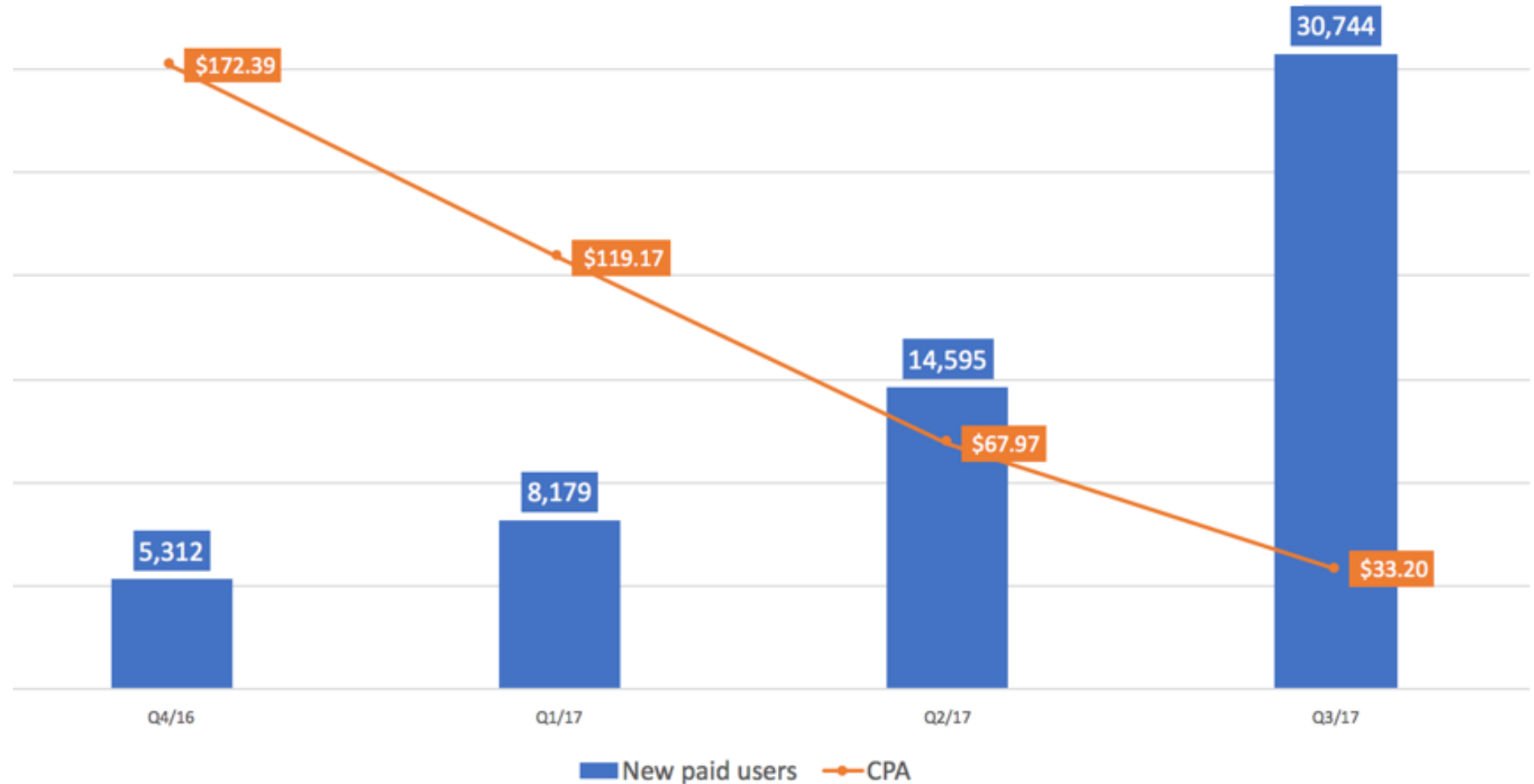
2nd Purchase	63%
3rd Purchase	75%
4th Purchase	79%
5th Purchase	82%
6th Purchase	84%
7th Purchase	85%
8th Purchase	86%
9th Purchase	87%
10th Purchase	88%



Proven User Acquisition Model



Customer Acquisition & Volume (not cumulative!)



96.4

day payback period
on marketing

192%

return on advertising
spend first 90 days

Team



William Wolfram

CEO

Total Trivia Inc



Lari Häkkinen

COO



Zoltan Toth-Czifra

Chief Product Officer



Mark Streich

Managing Director

Total Trivia Oy



Matthew Bozzetto

CFO



\$2M
2011 revenue



\$60M+
2016 revenue



\$10M
2017 revenue



\$248M
2021 e. revenue

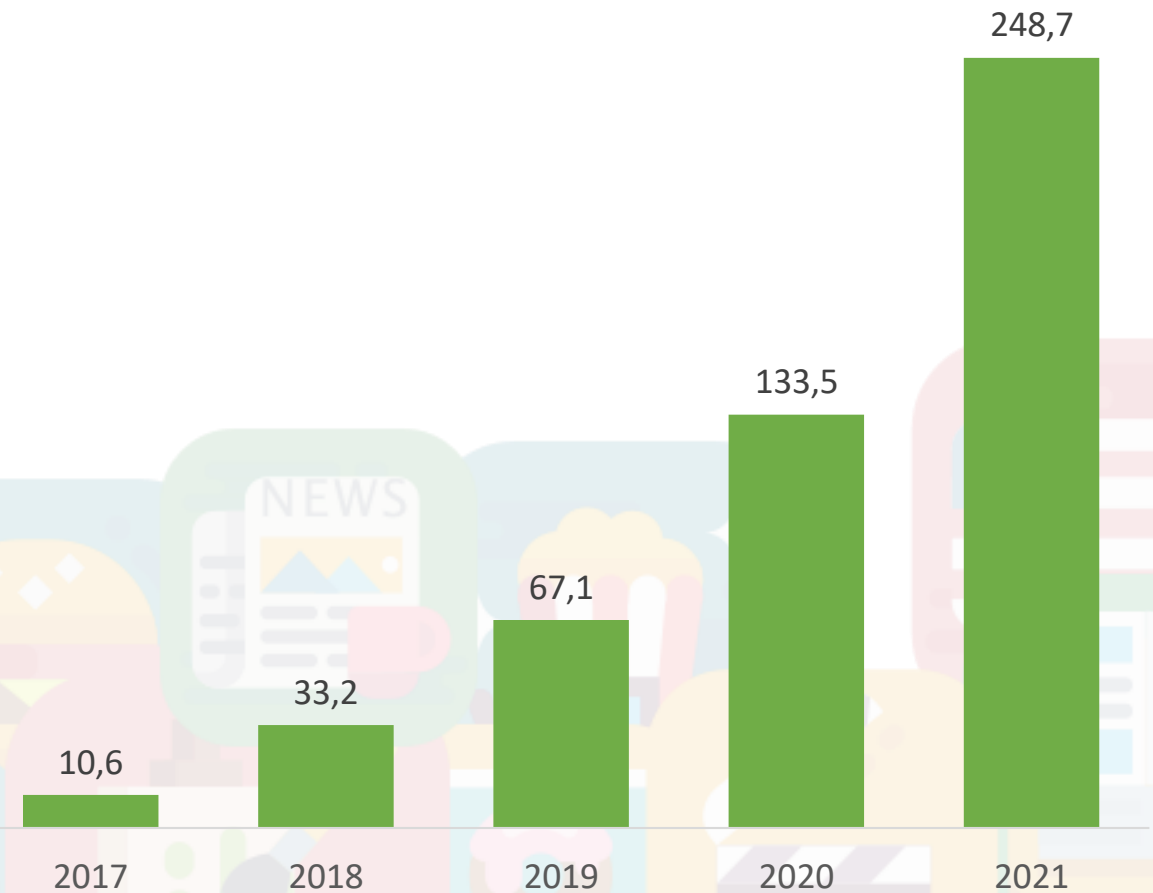


Summary



Forecasted Revenue USD \$M

- **Top 5 US App Store**
Shopping Category, ahead of Groupon and eBay
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- **Closing 2.5M EUR Seed Round**
Already contribution margin positive



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

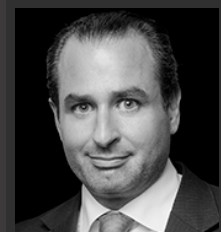
Strong Investment Banking Competence

- ✓ Over 40 years of combined relevant M&A experience
 - Routine execution of M&A and financing transactions with sizes of several billion euros
- ✓ 30 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

marco.rodzynek@noah-advisors.com



Justus Lumpe
Managing Director

justus.lumpe@noah-advisors.com



Jan Brandes
Managing Director

jan.brandes@noah-advisors.com



Nikhil Parmar
Director

nikhil.parmar@noah-advisors.com

Selected Completed NOAH Transactions

August 2017
Acquisition of a Majority Stake in
Luminati
by
EMK Capital
Enterprise Management Knowledge
at a valuation of \$200m

Financial Advisor to EMK Capital

December 2016
Investment in
FLIXBUS
by
SILVERLAKE

Financial Advisor to Silver Lake

October 2016
Investment in
KäuferPortal
by
ProSiebenSat.1 Media SE and **GENERAL ATLANTIC**
84% Ownership

Exclusive Financial Advisor to KäuferPortal and its Shareholders

September 2016
Acquisition of a Majority Stake in
PARSHIP ELITE Group
by
ProSiebenSat.1 Media SE
from
OAKLEY CAPITAL
at a valuation of €300m

Financial Advisor to Oakley Capital

December 2014
Sale of 100% of
fotolia
for \$800m to
Adobe

Exclusive Financial Advisor to Fotolia and the Selling Shareholders

October 2014
Sale of 100% of
trovit
for €80m to
NEXT Co., Ltd.

Exclusive Financial Advisor to Trovit and its Shareholders

September 2014
Sale of controlling stake in
facile.it
to
OAKLEY CAPITAL

Exclusive Financial Advisor to Facile.it and its Shareholders

May 2014
bezeq wallao
www.wallao.co.il
sold 100% of
yad2.co.il
for \$228m to a joint venture between
axel springer and **GENERAL ATLANTIC**

Exclusive Financial Advisor to Yad2 and its Shareholders