

S U N
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S K Y

Introduction to SundaySky

Shmulik Weiller, President & Co-Founder



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 do Brands Want?

A truly 1:1 communication –

send the right message to the right user at the right time using the right channel

a holistic view of the user journey, which includes sequential storytelling

use engaging communication medium to capture the attention of their customers

What do Users Want?

Short, valuable, meaningful, relevant engaging communication



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SundaySky is transforming the relationship between brands and their customer by introducing personalized video as a strategic communication medium

**across the user journey
at each touch point, each channel,
over owned and paid media**

The SmartVideo Platform

CAPTIVATING THE AUDIENCE OF ONE AT ENTERPRISE SCALE

Data-Driven
Personalized Video

Generated in
Real-Time

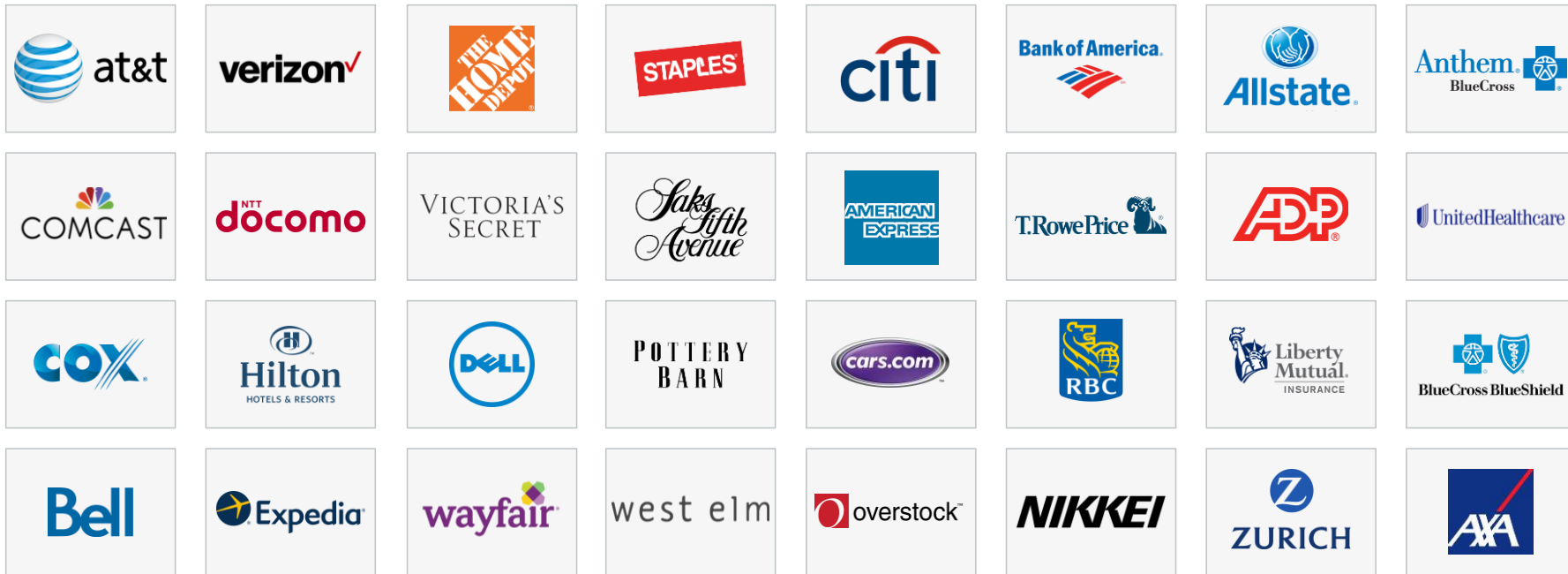
Deployed Across the
Customer Lifecycle

To Capture Attention
& Inspire Action



SundaySky Customers

PROVEN BUSINESS VALUE FOR INDUSTRY-LEADING BRANDS



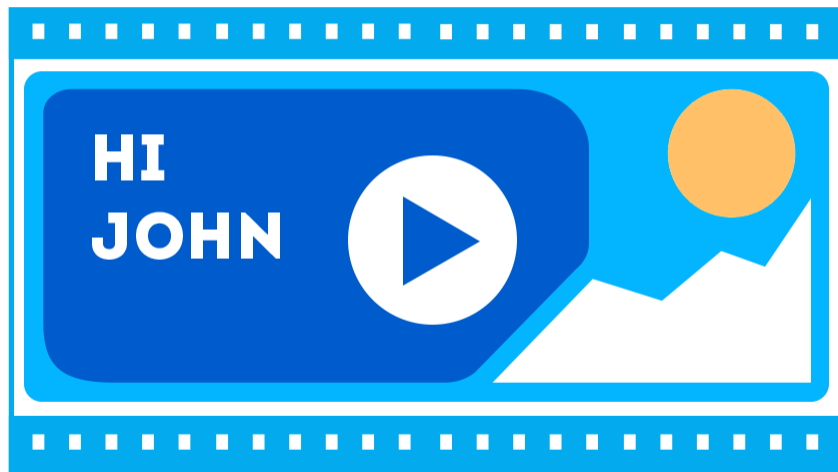
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How It Works

THE SMARTVIDEO PLATFORM

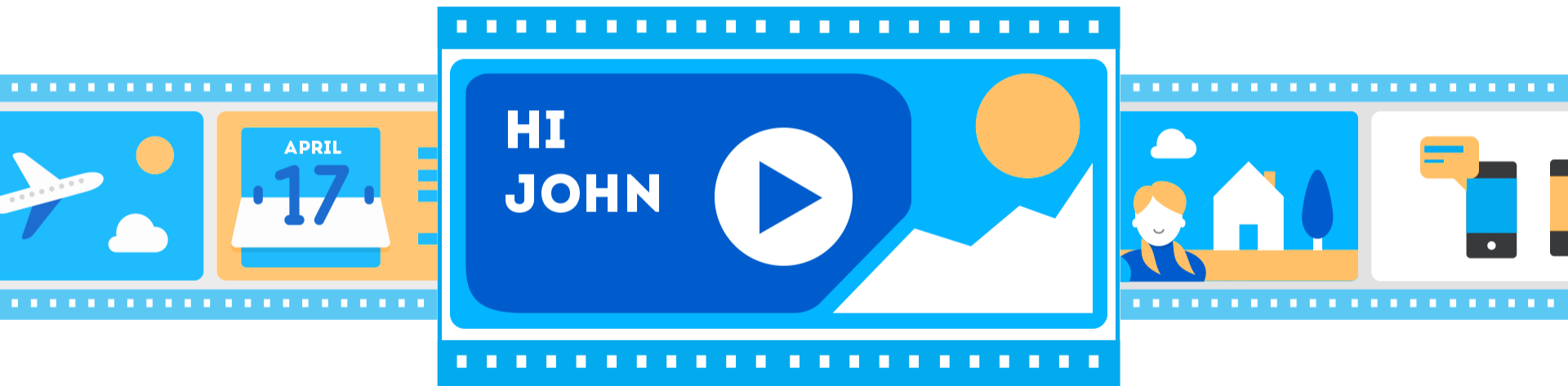


How a SmartVideo is Built



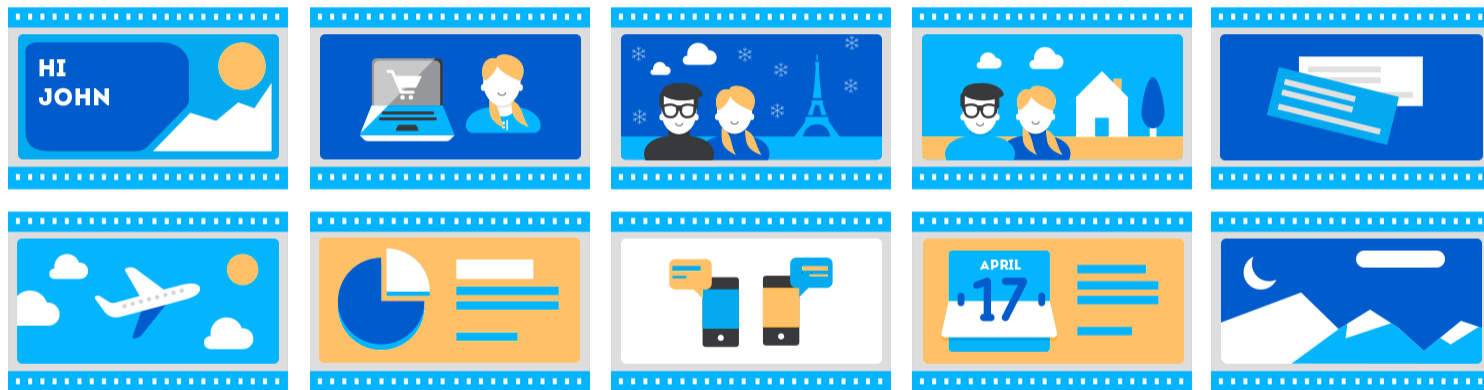
How a SmartVideo is Built

Every video is broken into **individual scenes**



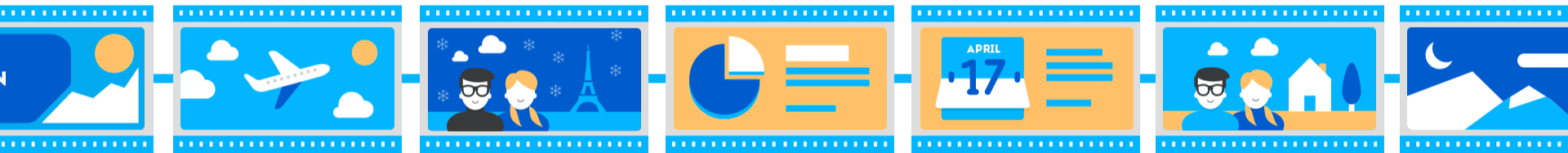
How a SmartVideo is Built

Scenes are tied to specific **topics** and **goals**



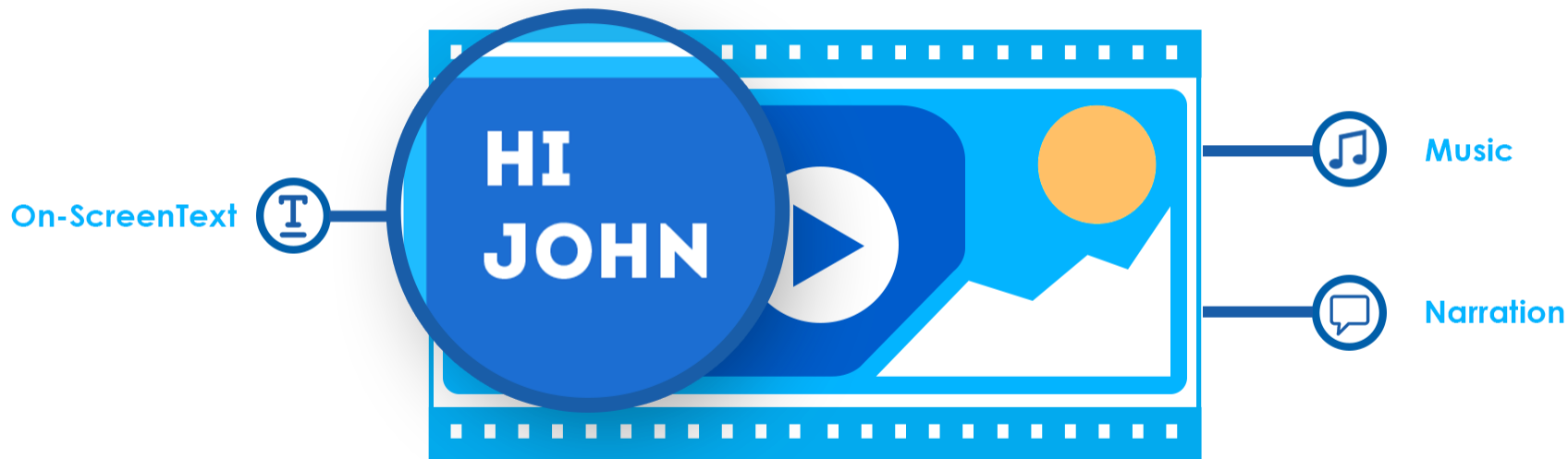
How a SmartVideo is Built

Sequenced together to create a video story



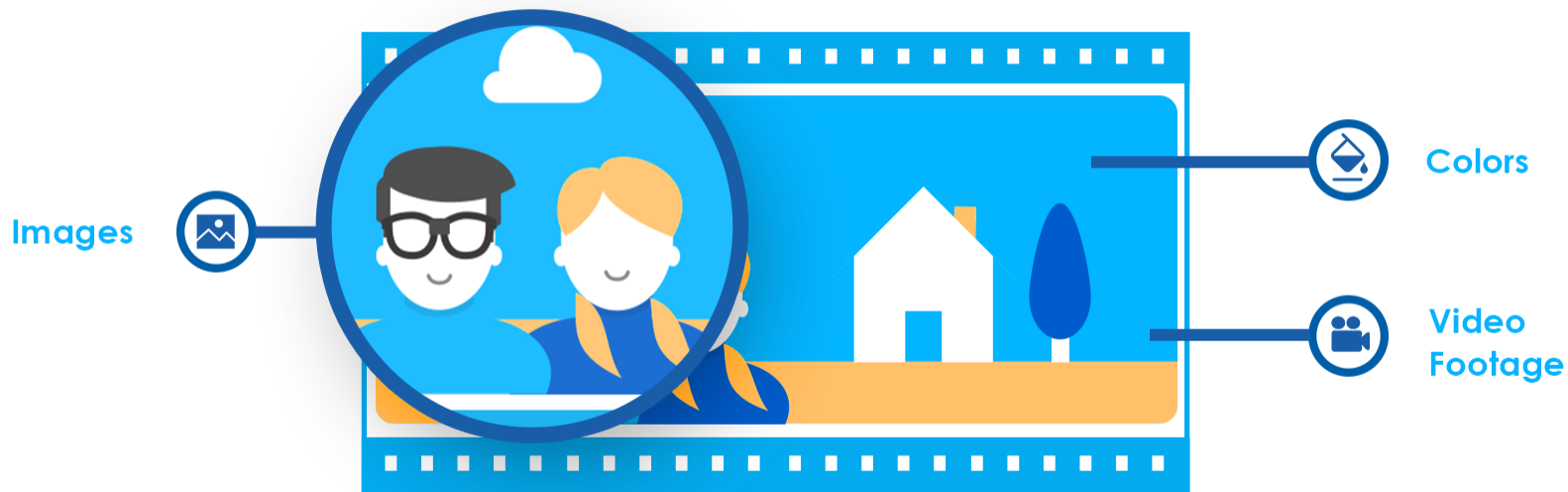
How a SmartVideo is Built

Made up of **dynamic creative assets**



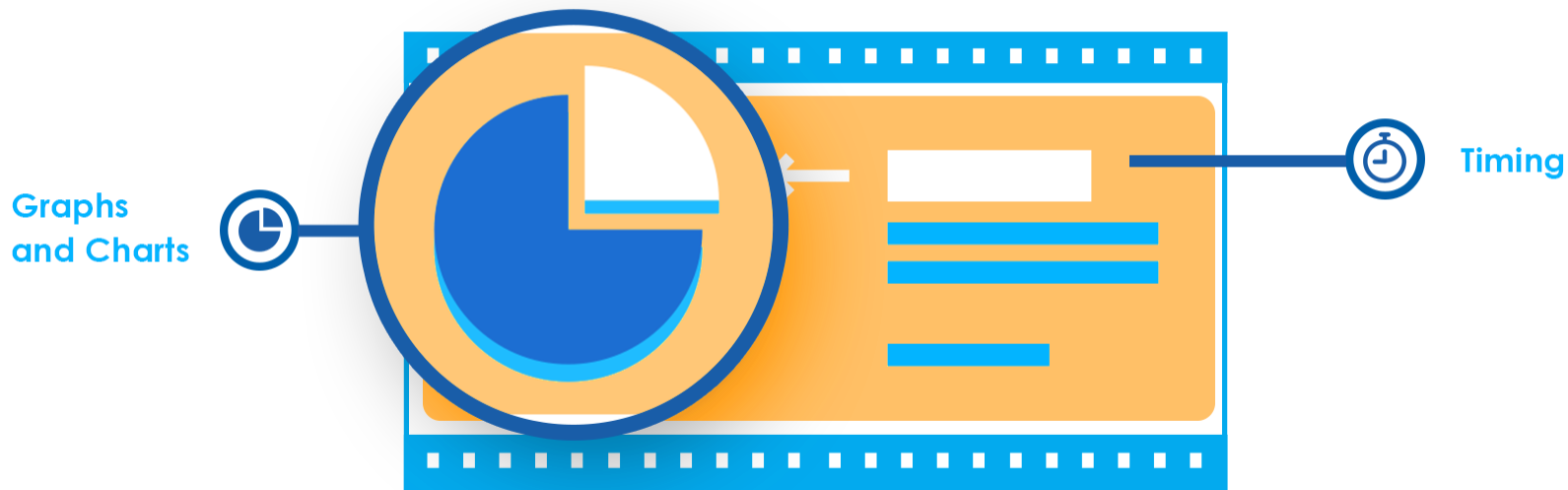
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How a SmartVideo is Built

Made up of **dynamic creative assets**

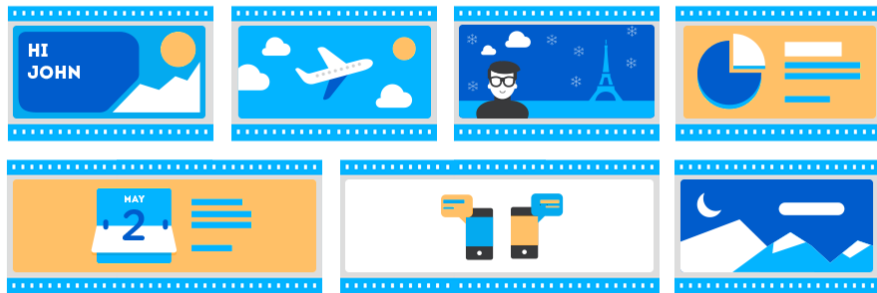


What Happens When a Viewer **Presses Play**

HOW IT WORKS



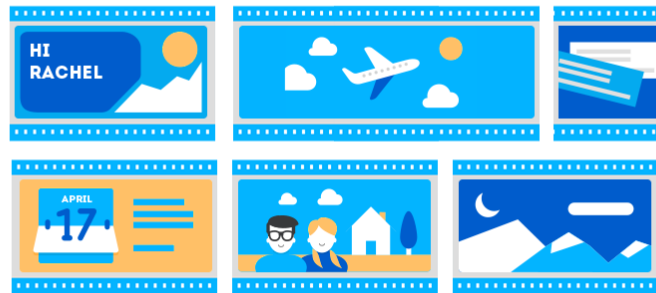
CUSTOMER A



VIDEO DURATION: 1:42

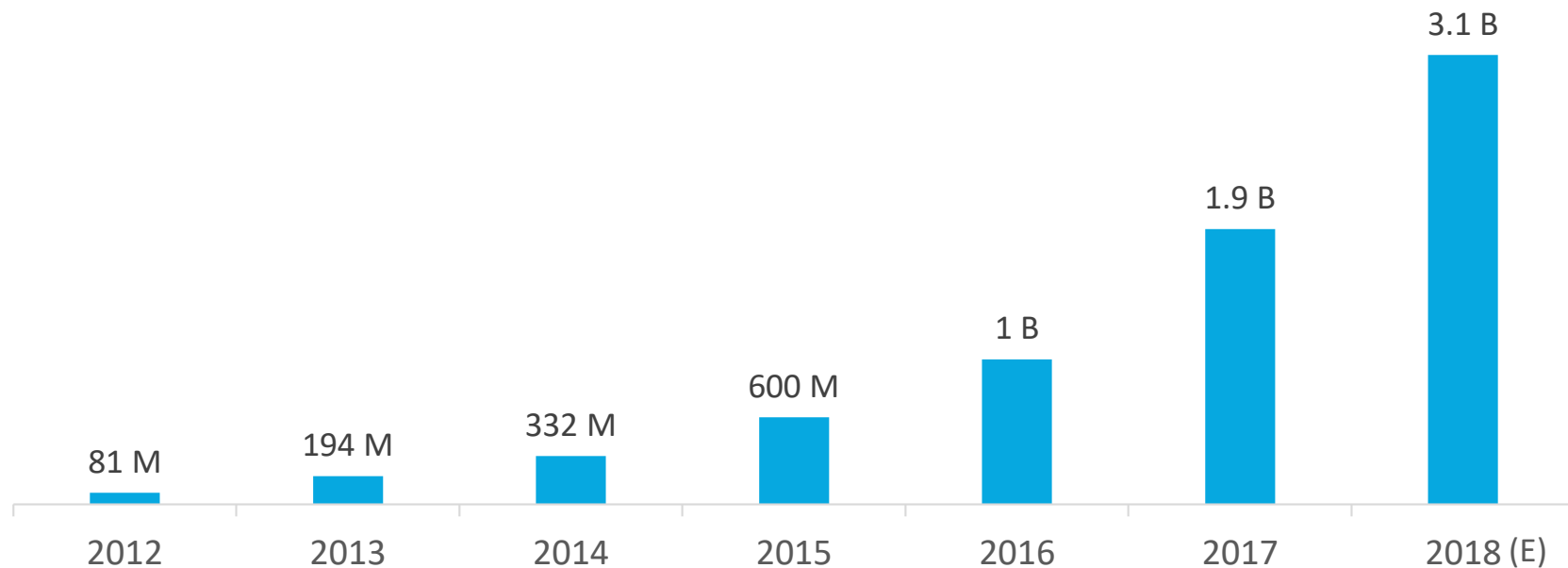


CUSTOMER B



VIDEO DURATION: 1:19

Cumulative SmartVideos Generated & Viewed Since 2011



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Thank You!

Shmulik Welller, President & Co-Founder

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

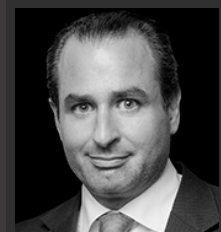
Strong Investment Banking Competence

- ✓ 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
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Nikhil Parmar
Director

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Jan Brandes
Managing Director

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Aleksander Skwarczek
Analyst

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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
RISPARMIARE È FACILE
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