

# Eyeonid Group AB – investor call

Patrik Ugander, CEO Eyeonid  
Henrik Sundewall, C of BoD Eyeonid  
Filip Weintraub, main owner Bolder

Information regarding suggested acquisition of  
Bolder Sweden AB (“Bolder Group”) 2021-03-15

**EYEON** id





# Privacy matters.

Conquer the challenges of tomorrow  
with the data from today.

Our passion is data and understanding of how behavior  
and the use of available data has changed and will  
continue to change the everyday life for organizations  
as well as consumers. Expect the unexpected!



# Today's agenda

- Background and opportunity
- Intro EyeonID
- Intro Bolder
- Terms, prerequisites & time plan
- Financial and operational impact



# The opportunity

## Achievements building share holder value

- Strengthen our core business and differentiate
- Secure growth and time to market
- Strengthen ownership and engagement
- Secure long term financing
- Capitalize on technology

## The initiative

- Signed SPA 210315
- EyeonID to acquire 100% of the shares in Bolder AB
- Purchase price approx. 50,4 MSEK via a new issue of shares in EyeonID at SEK 1.15 per share
- Additional consideration of maximum ca 43,8 million shares, milestones reconciliation 12 months from completion
- Issue of approx. 38,6 million warrants with strike price 1.15 SEK, exercise 21 months from completion
- Prerequisite: approval by extra general meeting to be held in April.



## Creating a fast-growing innovative growth company in Privacy

A new group of companies under the same umbrella:

- ✓ Stronger capability for growth and expansion.
- ✓ With the aim to accelerate share holder value.
- ✓ Lower operative risk by diversifying.
- ✓ Three lines of businesses with different business models and market approach addressing a wider market and audience.
- ✓ An investment group focused on financing new innovative ideas, with a lifecycle perspective, taking the ideas to full scale contributing business entities.
- ✓ The business logic: technology know-how and business capabilities are hosted in the mother company as core assets. These assets support the operational business entities and focus on new partnerships and developments as well.
- ✓ The business units are accountable stand-alone business solutions including business models and operational capabilities.

# Business value adding components

Enabling the scaling of innovation, while creating a new business faster and with a lower risk:

- New business opportunities based on the combined technology and knowhow,
  - from EyeonID, EyeonTEXT and Bolder
- Strengthens the owner structure,
  - Cap Table: a strong active owner group within the financial industry.
- Strengthening the long-term financial capability, enabling financing of new initiatives and innovation opportunities while scaling on the existing technology platforms.

# Combining technology and knowhow

- Broaden know-how and useful application of AI based technology.
  - EyeonText is a unique text analytics software and by adding Bolder's experience, knowhow and implementation of AI based technology we create end-to-end AI capabilities within the group.
- Both companies capitalise on the core of securing and protecting individuals' and organisations' Privacy but from two different aspects:
  - EyeonID secures the control of and prevents illegal and unauthorised usage of an individual's identity in a digital context.
  - Bolder protects the control and ownership of people's personal content and data.
- AI driven 3<sup>rd</sup> party data integration of additional data, content and IOT devices in a behavioural context
  - Bolder's innovation enables for integration both in the platform as well as through a large variety of devices and sensors,

# Technology and IP content

Technology solutions for AI, IoT and Privacy integration, based on data management for industry 4.0 transitions.

- ✓ Three fully developed technical platforms for data sourcing and analysis and management
- ✓ Several unique IP structures
- ✓ Patents
- ✓ Consolidated know how on technical, operational and business development
- ✓ Strong international network for new business and financial stability



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# Eyeonid background and history

## Background

- EyeonID Group was established in 2015.
- Publically listed since 2016.
- 6000+ stakeholders no larger owner over 2,5%.
- EyeonText acquired in 2017.
- First market launch with Telenor 2017.
- PCI\_DSS certified since 2018.
- Service provider and enabler within insurance, assistance and payments 2020.

## Customers

- Telenor NO, 2017
- ERGO GER, 2019
- Baloise BE, 2019
- Insurer NED, 2020
- Masmovil ESP, 2020
- Skimsafe SE, 2020
- ETVAS GER, 2020
- Elkjøp Nordic, 2020
- Silencchio CH, 2020

## Market footprint, December 2020

- Access to 80 million customers
- Support for 10 languages
- Launched in 8 European countries
- 9 commercial contracts
- 8 launched contracts

# Current business situation

- EyeonID is in a strong expansion face
  - existing product portfolio launched and expanded into several markets mainly in Europe.
- During the last two years focus has been on proactive ID-monitoring services to scale in the market
  - Ambition 2021: to generate increase in revenue and a cashflow positive result during a single month in Q4 2021.
- Continuing to capitalize on technology platforms and business know how, developing new lines of business and business solutions to be more diversified.
  - Commercializing of EyeonText through a new cloud-based distribution platform.
  - B2B market offerings

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## Democratization of data will change everything.

Bolder is powering the ownership and control of data to put it back in the hands of the rightful owner; and transforming future Business models!

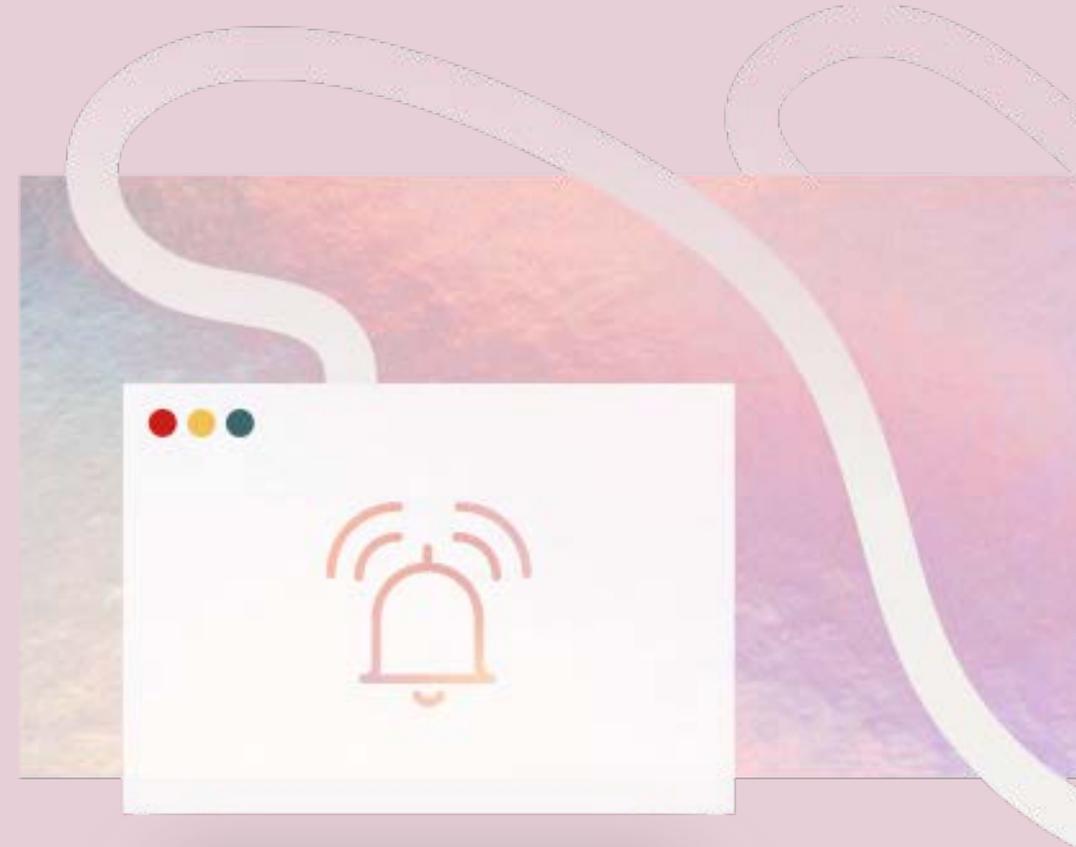


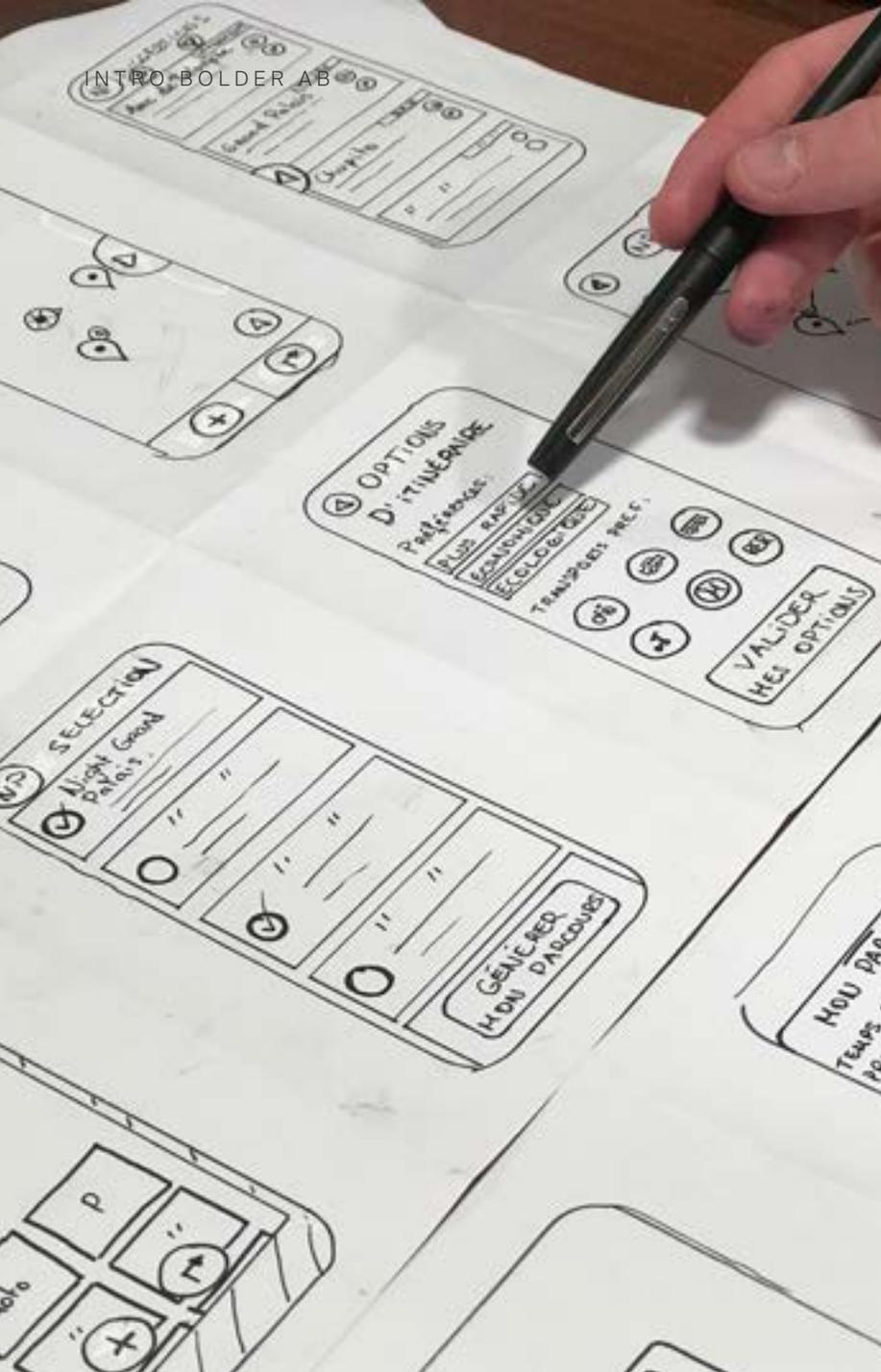
# Data Privacy Regulations is not a pain. It's a great opportunity.

Our International team of founders, developers and managers has put Bolder in pole position to enable our partners to transform their value-chain by tapping into the value creation of customers and their network (Network effect). Based on AI driven integration of personal and organizational-data as well as IoT devices (third party Sensors)

## Solving the following:

- Outsourcing of GDPR
- Outsourcing Data Management
- Data Validation
- Data Enrichment
- Data Distribution





## Business and technical ready architecture

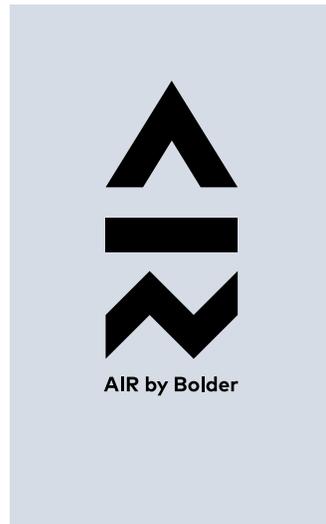
The Bolder Platform is developed and launched in live solutions together with partners under Frame agreements and joint development programs.

The platform is developed to maintain complete Privacy and enable each users to control and navigate private, shared and public data streams.

Value creation or transaction on the platform can be monetised, incentivised or traced.

# Industry verticals powered by Bolder platforms.

Live LAB



Business value creation



Health &  
well-being



Smart city



Service & event  
industry

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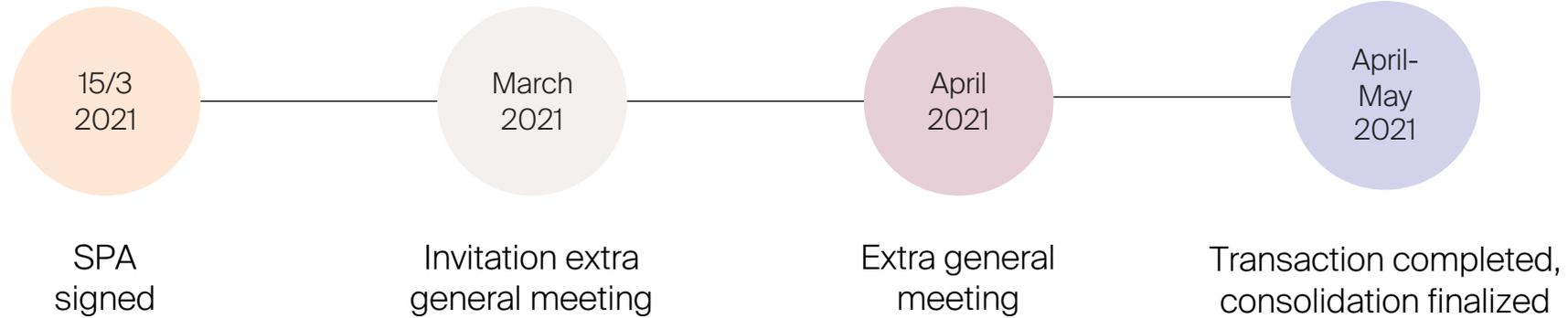
# Terms, prerequisites and time plan

- The purchase price amounts to SEK 50.4 million (including sufficient funding for 2021) with 43 825 783 shares issued.
- Additional consideration of up to SEK 50.4 million (against set terms within 12 months) with 43 825 783 shares issued.
- Additional, warrants of totally 38 669 809 will be issued to Weintraub AS, to replace current warrants in Bolder, potentially securing.
- Pre requisite: approval by Extra General Meeting + new articles of association with new interval of number shares and share capital + authorization to the BoD to resolve on share issues etc
- Lock-up conditions for 3 major selling shareholders for 12 months.

# Transaction principles

- EyeonID will through a new emission of totally 43 825 783 shares in EyeonID with a share price of 1,15 SEK amounting to a total purchase value of 50 399 650,4 SEK pay for the transaction. (the same principle will apply to additional consideration).
- The company will increase its shares ( for the purchase) with 43 825 783 to a total of 175 303 137 shares and the effective dilution will be 25%.
- Share capital will increase with 1 095 644,6 SEK to 4 382 578,4 SEK.
- Additional consideration of up to SEK 50.4 million (against set terms within 12 months) with 43 825 783 shares in EyeonID with a share price of 1,15 SEK amounting to a maximum value of 50 399 650,4 SEK paying for the transaction.
- Warrants issued to Weintraub AS (company of Filip Weintraub) will amount to 38 669 809 shares at a strike price of 1,15 SEK with a Time of 21 month.
- At full usage of the warrants the total capital injection to EyeonID will be 44,5 MSEK. Warrants are not listed for public sales and transactions.

## Terms, prerequisites and timeplan



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# Financial and operational impact

- Bolder is financially consolidated in EyeonID from the date of entry
- From the time Bolder is consolidated into EyeonID, Bolder operations will continue within a separate business area.
- The combination is expected to lead to significant revenue growth in the long term, and above all through synergies in technical platforms, know-how, marketing and a common customer base.

# Thank you!



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