

WELCOME TO THE WORLD OF SEAMLESS IT SOLUTIONS.

**INVESTOR PRESENTATION
FEBRUARY 2025**



swissnet Group – Investment Highlights

Unique investment opportunity in the ICT solutions sector



Comprehensive technology solutions with end-to-end coverage of the entire digital customer value chain as well as artificial intelligence leveraged as a key driver for scalable growth



Highly attractive market environment for digital infrastructure, communication and SaaS applications



Well-diversified and recurring client base, anchored by increasing number of blue-chip customers



Extensive global reach with recent expansion into MENA region



Strong M&A track record and further tangible opportunities to accelerate growth

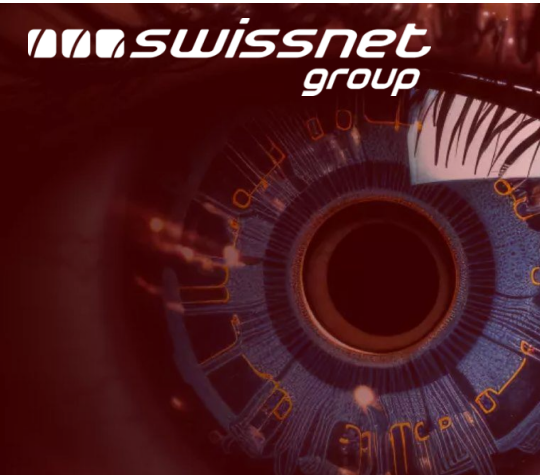


Highly attractive financial outlook based on scalability of platform and synergy potential



Hyperbolic revenue growth driven by 40%+ organic growth and accretive, synergetic acquisitions

swissnet Group: With Smart, Fully Cloud-based Technologies, We Create Real Added Value For Our Business Customers and Investors



We are the global experts for ...

- Digitalization
- Location-based marketing
- ICT infrastructure
- Managed IT services
- Digital hospitality solutions
- Wi-Fi-Services for SaaS B2B clients



CHF 27.5 MM
Revenue⁽¹⁾



106%
Revenue CAGR 23A-25E



100+
Employees



32+ MM
users per month



CHF 6.7 MM
EBITDA⁽¹⁾



300k+
Concurrent users



40+ Countries
with installations



41K+
WiFi Hotspots worldwide

Positioned to Become a Global Leader in Digital Infrastructure

” Our Vision

Establish a global leader in digital infrastructure and location-based marketing, delivering innovative, AI-driven solutions for retail, healthcare, and hospitality sector



Global Expansion

Scale to over 30,000 locations worldwide



Growth

Driving sustainable double digit profitable growth



Trusted Partnership

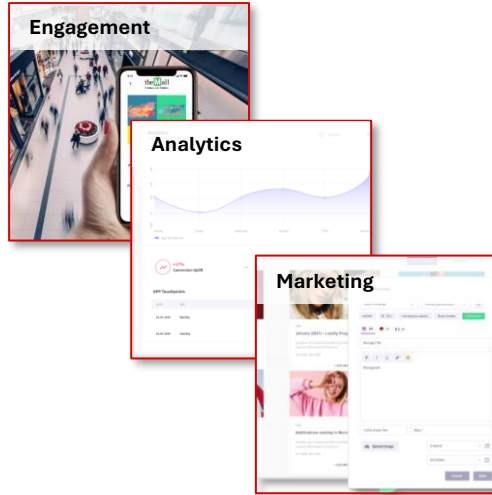
Build long-term relationships by delivering first-class quality



AI-Driven Innovation

Embed AI across the products, providing cutting-edge solutions

swissnet Group Delivers Comprehensive Technology Solutions Across The Entire Digital Customer Value Chain



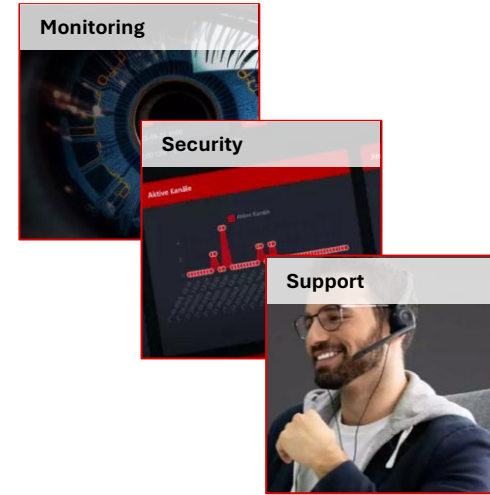
SaaS

Marketing Hotspot Solutions
 High scalable Wi-Fi
 Management
 Feedback tools
 AI-based concierge solution
 Auto App Login



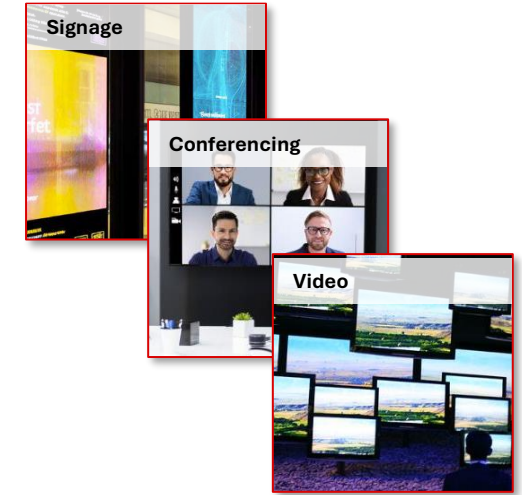
Connectivity Solutions

Internet Service Provider
 Managed Service Provider
 High redundancy WAN
 SD-WAN
 Planning, Consulting,
 Monitoring, Implementation



Managed Infrastructure

Managed Wi-Fi
 Managed UCC
 Managed Network
 Managed IT-Security



Media Solutions

Managed Digital Signage
 Conference Technology
 Video Surveillance
 Video Walls
 Projectors
 Live Streaming

With swissnet Group as a holistic provider, customers enjoy seamless integration, reliability, and cost efficiency across all their digital communication needs

swissnet Group's Three-Pillars With > 75% Recurring Revenues

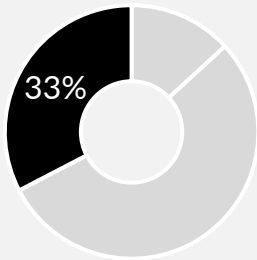
Infrastructure

Leader in **Wi-Fi hotspot solutions and ICT services** in Continental Europe

Initial business products and solutions include:

- High-speed internet
- Mobile communications
- Fixed networks
- Managed IT services

Share of group revenue 2025E:



Revenue 25E: CHF 9.0 MM
EBITDA 25E: 2.0 MM

Infrastructure
22-25E CAGR: 14%

Selected clients:

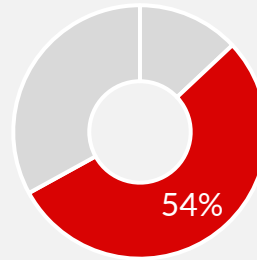


SaaS

Cloud-based software solutions

- **AI technology** across all solutions
- Suite of **Wi-Fi-based customer engagement and analytics tools**
- Focus on **location-based marketing, customer behaviour insights, and loyalty programs** driving conversion

Share of group revenue 2025E:



Revenue 25E: CHF 14.9 MM
EBITDA 25E: 4.2 MM

SaaS 22-25E
CAGR: 16%

Selected clients:

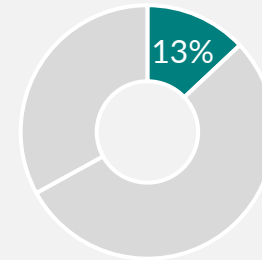


MENA

MENA growth segment (Middle East and North Africa)

- **AI SaaS hospitality solution Lokalee**
- swissnet MENA established as **leading ICT player for the hospitality sector**

Share of group revenue 2025E:



Revenue 25E: CHF 3.6 MM
EBITDA 25E: 0.6 MM

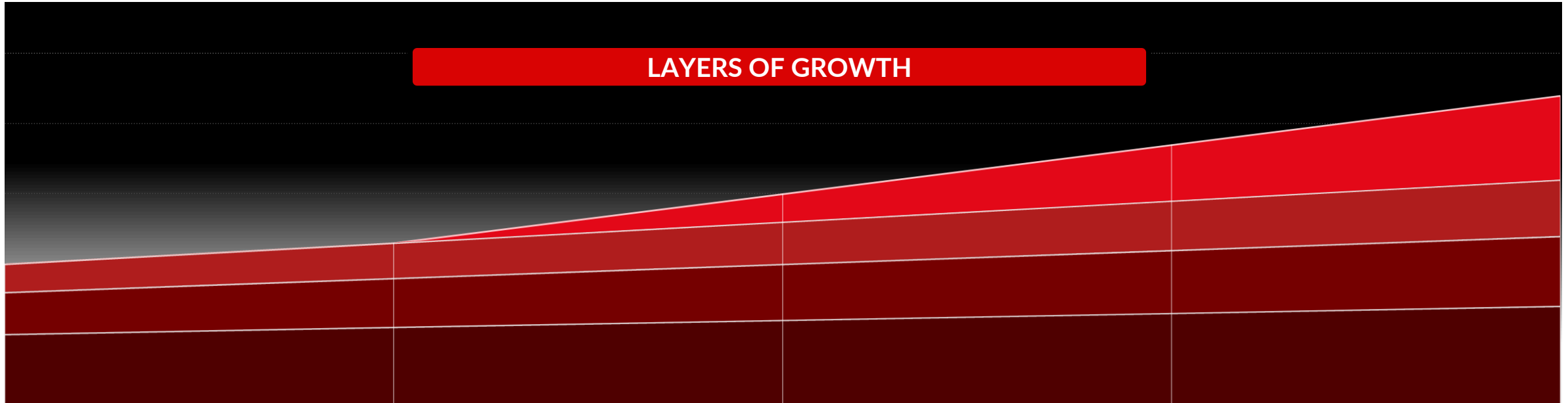
MENA 22-25E
CAGR: 555%

Selected clients:



77% Recurring Revenues Across Group

Exponential Growth Strategy Through Internationalisation, Vertical Expansion And Upselling



ORGANIC GROWTH

- High single digits **expected organic growth** over the upcoming years for existing customers
- Product development (**Digital Experience Group**)

VERTICAL EXPANSION/ ACQUISITIONS

- **Vertical expansion via across multiple layers:**
 - Cloud communication (swissnet)
 - Hospitality
 - Infrastructure Expansion ICT
 - SaaS
- **Further extensions under review**

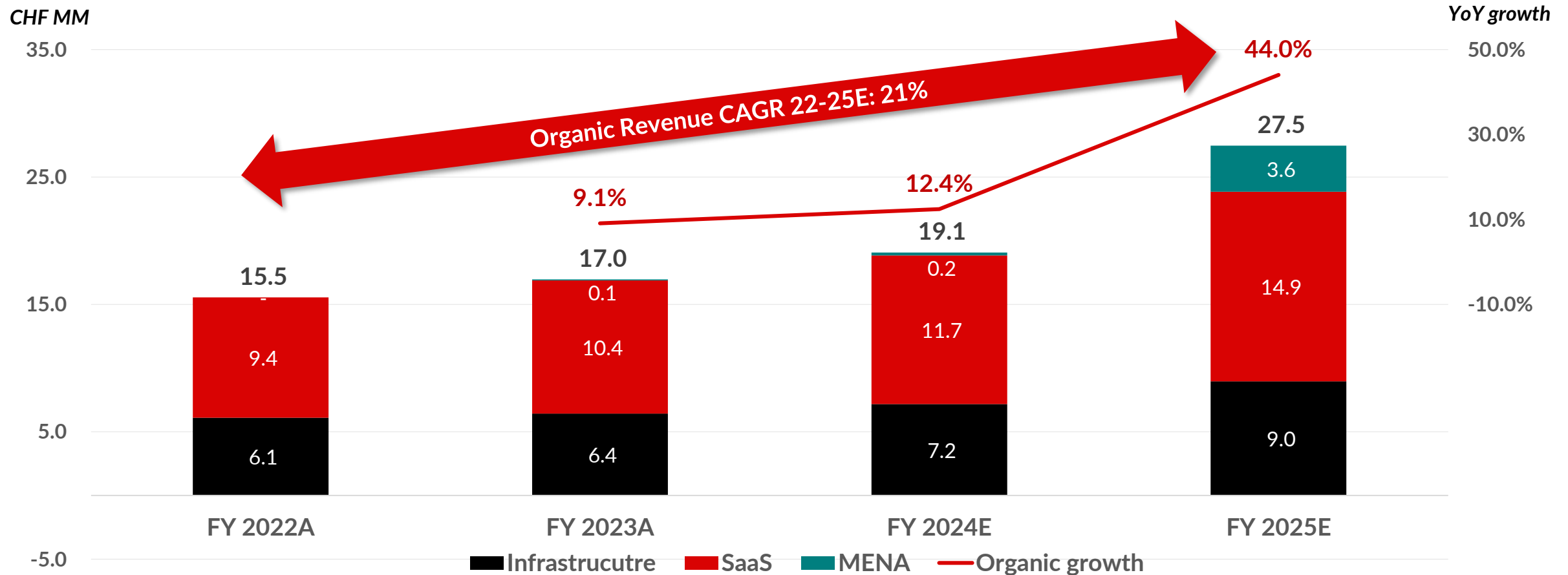
INTERNATIONALISATION

- **Historical dominance in the German and European market**
- **MENA expansion through Lokalee and swissnet MENA in 2024**
- **MENA beachhead for Africa/Asia**

UP- AND CROSS-SELL/ NEW PRODUCTS

- **Cross-and up-selling of newly acquired products** across the customer base
- **Accelerate growth on existing customers**
- **Group companies with multiple overlap customers (low hanging fruit)**

swissnet Group – Historical 20%+ Organic Revenue Growth Accelerated Through Group Synergies



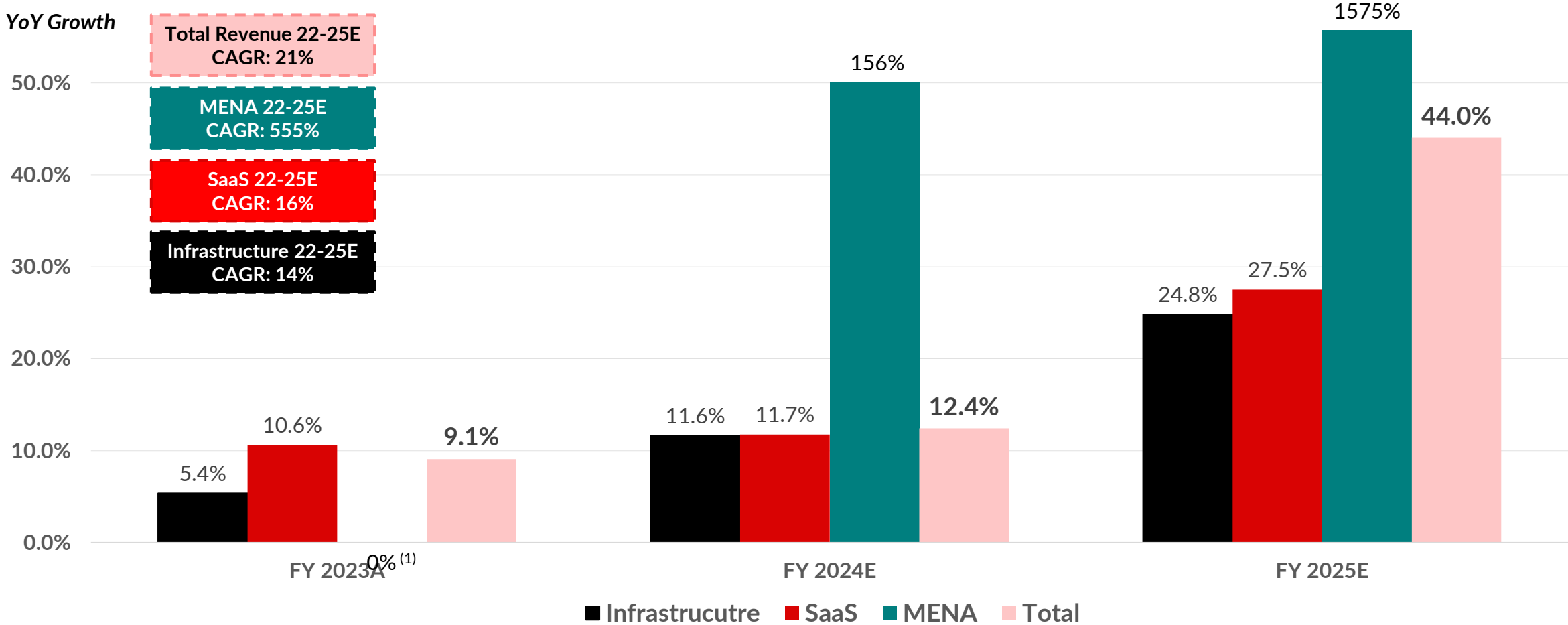
Source: (*) Organic growth on pro-forma basis backward consolidating acquisitions in 2022-2024

swissnet Group – Historical 20%+ Organic Revenue Growth Accelerated Across All Segments



YoY growth on a pro-forma basis (*)

Organic Revenue YoY Growth per segment



Source: (*) Organic growth on pro-forma basis (1) No revenue of MENA in 2023

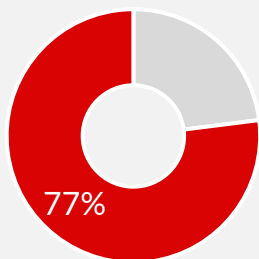
swissnet Group's Recurring Revenue Model



Recurring Revenue

- 100% of SaaS segment revenue is recurring including Cloud-based software solutions provided by Socialwave, FREDERIX, swissnet
- 50% of Infrastructure segment revenue is recurring as FREDERIX, T2, KADSOFT and swissnet also provide software solutions (SaaS maintenance) to their clients
- 50% of MENA segment is recurring due to AI SaaS hospitality solution provided by Lokalee and swissnet MENA

Share of group revenue 2025E:



Revenue 25E: CHF 27.5 MM
thereof recurring revenue: CHF 21.2MM

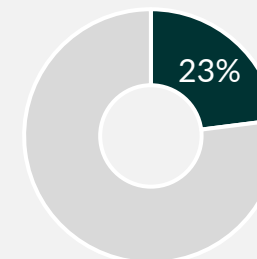
Selected clients:



Project-based, non-recurring revenue

- 50% of Infrastructure segment revenue is non-recurring including IT-infrastructure projects like Wi-Fi Hotspots, communication systems etc.
- 50% of MENA segment is non-recurring with ICT infrastructure projects in MENA

Share of group revenue 2025E:



Revenue 25E: CHF 27.5 MM
thereof non-recurring: CHF 6.3MM

Selected clients:



Infrastructure: Selected Product Highlights



DEVELOPED BY SWISSNET SWISSNET WiFi Phone

From swissnet Group developed for tough daily use

The SN2103 WLAN phone offers exceptional durability, functionality, and performance for everyday retail use. With waterproof and drop-resistant construction up to 1.8 meters, it withstands spills, bumps, and dust, ensuring clear communication in any environment.

**Reliability, durability and functionality combined in one device.
Made for retail.**



7,000 Devices online at Müller

The Müller network team and also the branches confirm the smooth and comfortable use.



SaaS: Selected Product Highlights



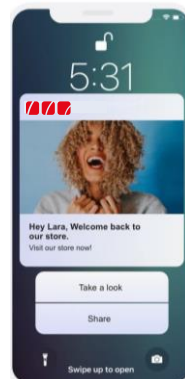
CloudWiFi

Features:

- High scalable Wi-Fi Management
- **Auto App Login for existing customer Apps**
- Content Management system with location-based content

Benefits:

- Seamless user experience with automatic app login for existing customers
- Enhanced customer engagement



Customer Campaigns

Features:

- Create and send your own campaigns.
- Advertise special offers and refer to online reservations
- Integration of QR codes in the menu and other customer facing items

Benefits:

- Increased attention for special offers
- Additional customers during lunchtime on weekdays



Social Media Marketing

Features:

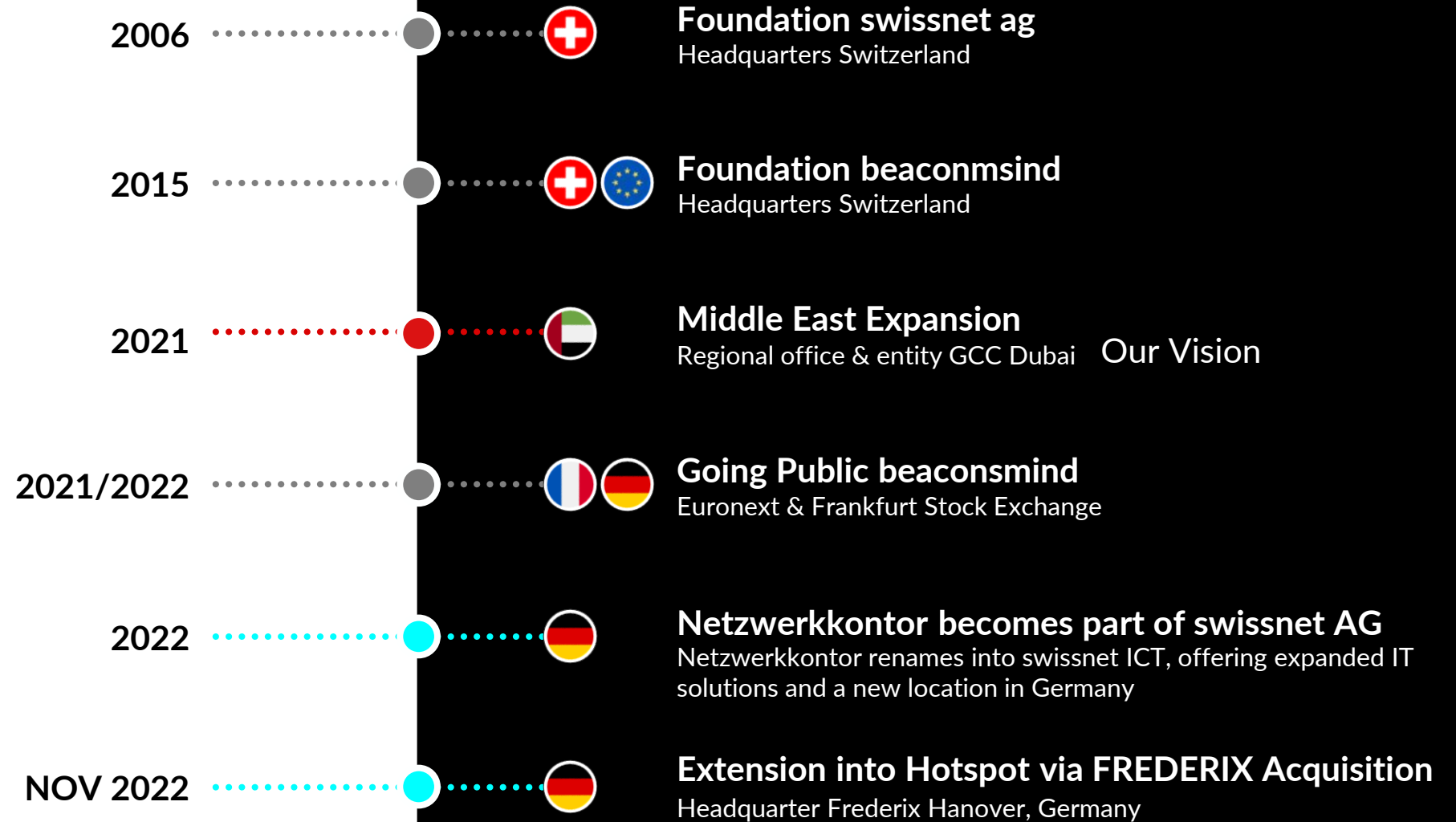
- Log in via social networks
- Automatic location check-in and sharing of visits
- Create and share actions in Instagram stories

Benefits:

- Free advertising through automatic check-ins
- Increased sales through shared promotions

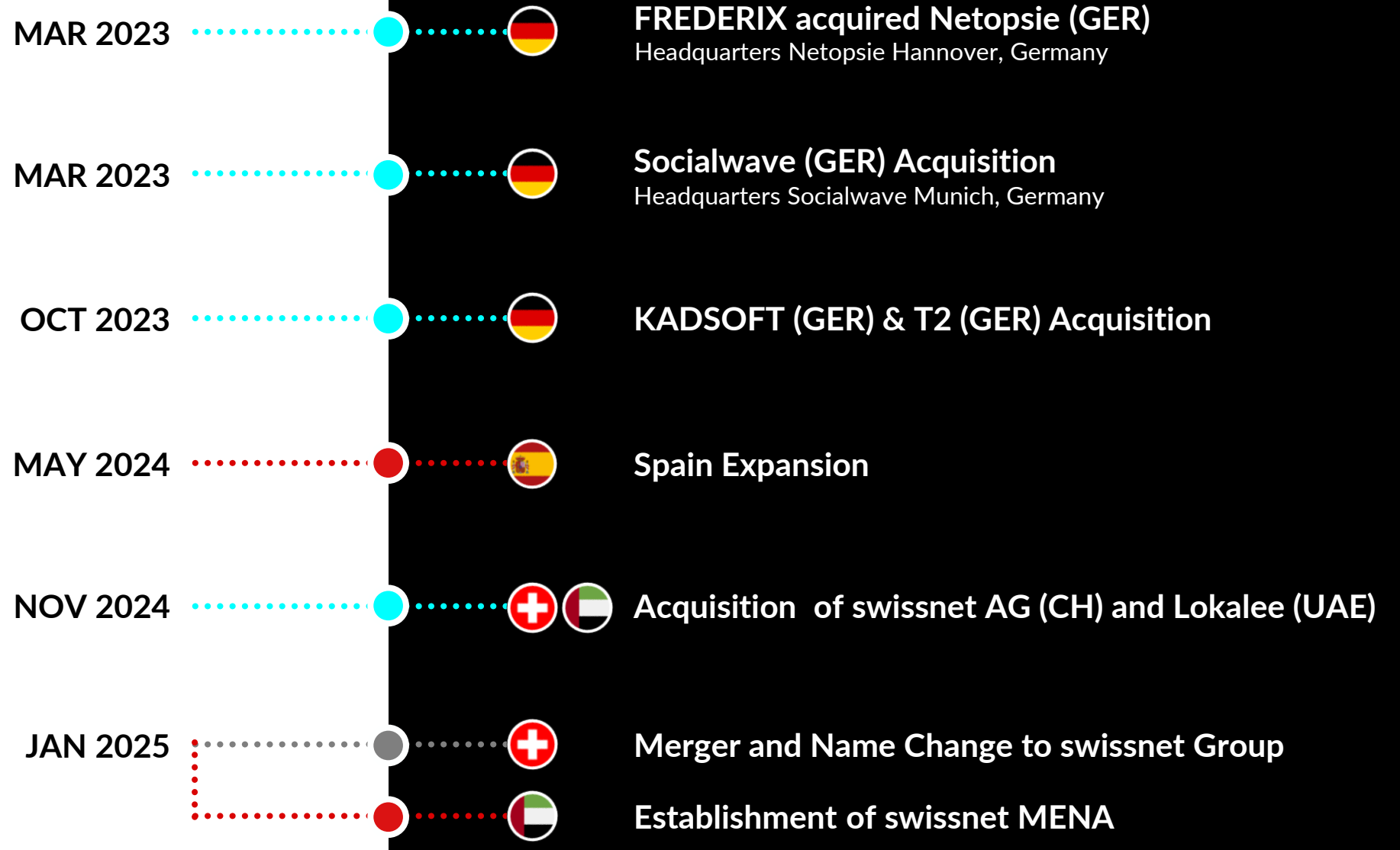


Group History Part I



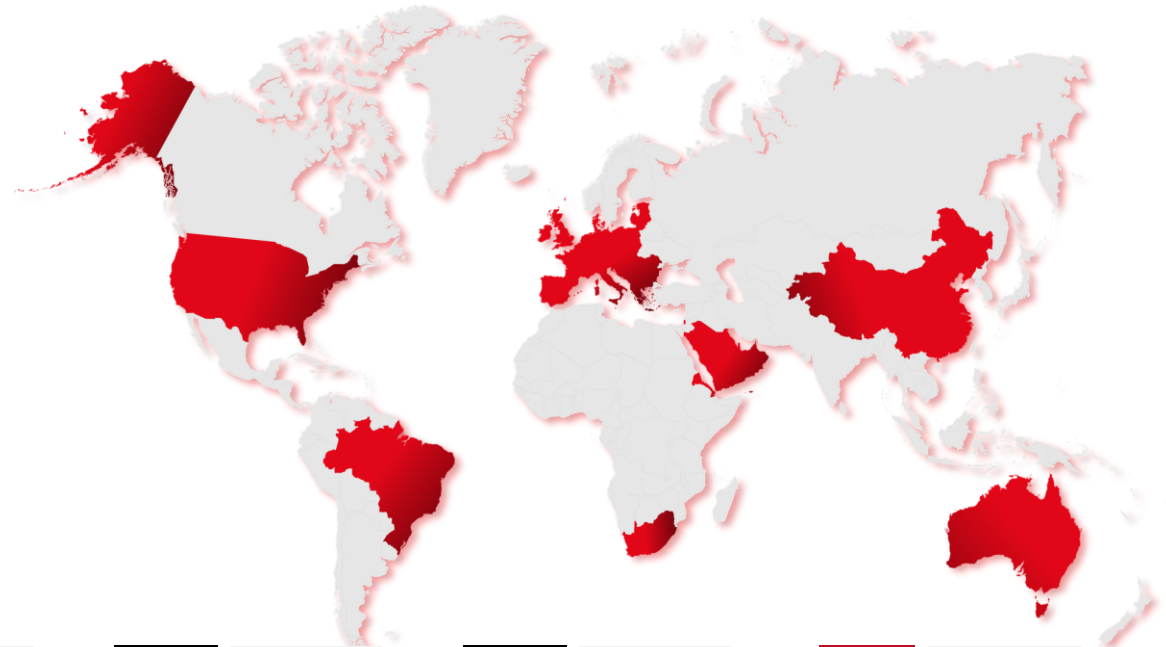
- *IPO/Foundation*
- *Acquisition*
- *Geographic Expansion*

Group History Part II



-  *IPO/Foundation*
-  *Acquisition*
-  *Geographic Expansion*

Strong Global Footprint: On-site For Clients Across 8+ Locations & Multiple Markets, Ensuring Exceptional Service



Berg,
CH



Munich,
DE



Hannover,
DE



Dresden,
DE



Barcelona,
ESP



Dubai,
UAE



Beirut,
LB



Strong global presence: swissnet group supports over 10,000 customers and is rapidly expanding its footprint in the MENA region

swissnet Group: Expanding The Global Footprint



Established markets



Europe

- Headquarters in Berg (Switzerland) and Munich (Germany)
- Historical focus on the DACH market
- European expansion driven internationally active blue-chip clients
- Establishment of subsidiary in Spain in 2024

Expansion markets



MENA

- First advance into the region in 2021
- Established swissnet MENA in 2025 as a regional hub for localized operations
- Positioned to capitalize on the growing demand for digital and ICT solutions



RoW

- Planned expansion in Central and East Asia with focus on hospitality sector
- Further expansion of global operations via international clients

Unlocking the Future of AI-Powered Guest & Service Management Across Key Industries



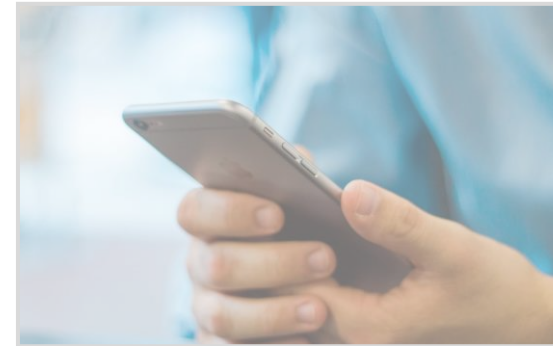
International Expertise in AI Development

- Team of talented software and AI engineers based in Dubai and Munich
- Driving cutting-edge innovation, combining deep expertise in hospitality, retail, and healthcare



Leveraging Vast Data for Industry-Specific AI Solutions

- Extensive database gathered from guest management systems, retail operations, and healthcare institutions
- Delivery of AI-driven insights to optimize decision-making and operational efficiency across industries



Direct Customer Access & Engagement

- Robust Wi-Fi and hotspot solutions
- Enabling seamless guest interaction and data collection
- Offering businesses direct access to valuable customer touchpoints



Enhancing Location-Based Marketing with AI

- Experienced in targeted, location-based marketing powered by AI
- Enabling businesses to connect with customers at the right time and place

Our Respected Clients – Our Top Priority, Every Day!



We turn business relationships into partnerships with technological and service excellence



Large Scale Global Client Base in Retail, Hospitality and Healthcare



Diversified And Loyal Client Portfolio Led By Blue-chip Customers

Top Customers	Service		Description	Revenue 2025E (CHF MM)	% Recurring Revenue ⁽²⁾	Total Contract(s) Value ⁽³⁾
	Infrastr.	SaaS				
Müller	✓	✓	VOIP, SD-WAN, advanced WiFi SaaS + infrastructure solutions in 1,400 stores across 5 countries	5.2	45%	>10.0
Lidl	✗	✓	WiFi guest management, and analytics SaaS in over 12,000 stores	1.6	100%	3.2
Deutsche Telekom	✓	✗	Rollout partner of Telekom for SD-WAN at Müller	0.7	0%	0.7
Vitanas Group	✓	✓	Internet services, WiFi systems SaaS + infrastructure in 50 nursing homes in Germany	0.4	50%	1.5
Umdasch (Philipp Morris)	✓	✗	Sim-Card provider for a the digital signage displays, for the iQos promotion	0.3	100%	0.9
LTB Leitungsbau DACH	✓	✓	CCTV, WiFi, and security solutions	0.3	80%	0.5
Htp	✓	✓	More than 1,500 managed WiFi accespoint including CloudWiFi hotspot management	0.3	100%	0.9
Caritas/Johanniter	✓	✓	Business Telephone System, Nurse calling system, Secure Hotspot, VPN	0.3	100%	0.9
ECE Group	✗	✓	Internet services for over 80 malls, CloudWiFi	0.1	100%	0.7
Hospitality Clients (accumulated)	✓	✓	Managed WiFi, WiFi Hotspot services (SaaS),	2.0	40%	4.0

Note: (1) First full year since start of relationship to 2025E; (2) In 2025E; (3) Value of all existing contracts as of January 2025

Growth Driven by Recent New Contracts + Upselling Existing Customers



New Customer Contracts

Digitalization of POS system in Germany and Austria

- **Client:** International tobacco company
- **Project:** Providing 11,000 IoT SIM cards for digital signage monitors
- **Revenue:** CHF 1.2MM



swissnet Group expands existing customer relationship with international tobacco company

Digitalization for Real Estate

- **Client Name:** ECE Group
- **Project:** Deployment of high-level internet access and Cloud WiFi across all German shopping centers
- **Revenue:** CHF 0.5MM



swissnet Group Delivers Advanced Cloud WiFi Solutions to Major Real Estate Operator Across German Shopping Centers

Upselling of New Customer Contracts



Swissnet Group receives a major contract from a leading drugstore chain to modernize its infrastructure with innovative Wi-Fi phones

Major contract with Müller

- **Client Name:** Müller
- **Project:** Modernization of infrastructure with 7,000 Wi-Fi phones, model SN2103
- **Revenue:** CHF 5.8MM, spread over five years



Swissnet Group Secures €2.1M Healthcare Modernization Project in Germany

Digitalization in Healthcare

- **Client Name:** Vitanas Group and Peine Hospital
- **Project:** Modernization of communication infrastructure and Hospicall nurse call system
- **Revenue:** Total CHF 2.0MM

Total around CHF 9.5MM contracts signed within last 6 months

Selective Customer KPIs



Infrastructure



- **Service:** Communications, Hardware, Licences, Managed Services
- **Total Revenue:** CHF 4.6 MM
- **Recurring Revenue (%):** 47%



- **Service:** Roll-out of hardware in >450 retail stores in 6 countries
- **Total Revenue:** CHF 0.7 MM
- **Recurring Revenue (%):** 0%



- **Service:** Provision of mobile internet for advertisement displays
- **Total Revenue:** CHF 0.3 MM
- **Recurring Revenue (%):** 99%



- **Service:** Managed WLAN/ CloudWifi/ Ethernet over COAX
- **Total Revenue:** EUR 0.4 MM
- **Recurring Revenue (%):** 42%



- **Service:** CloudWifi/ managed Wifi Infrastructure with >1500 Access Points
- **Total Revenue:** EUR 0.3 MM
- **Recurring Revenue (%):** 100%

SaaS



- **Service:** CloudWifi/ Auto AppLogIn
- **Total Revenue:** EUR 0.6 MM
- **Recurring Revenue (%):** 32%



- **Service:** CloudWifi/ Auto AppLogIn /
- **Total Revenue:** EUR 1.6 MM
- **Recurring Revenue (%):** 100%



- **Service:** Business Telephony/ Managed WiFi/ marketing platform
- **Total Revenue:** EUR 0.3 MM
- **Recurring Revenue (%):** 100%



- **Service:** Internet Access, Cloud Wifi/ Managed WAN
- **Total Revenue:** EUR 0.15 MM
- **Recurring Revenue (%):** 100%



- **Service:** Customer Wifi/ marketing platform/ Managed Wi-Fi
- **Total Revenue:** EUR 0.15 MM
- **Recurring Revenue (%):** 100%

Client Case Study Müller Infrastructure (1/2): Internet and telephony



Müller



Acquired as a client in 2016 and during the initial meeting, their billing and connections were found to be disorganized



swissnet audited, optimized, and consolidated all phone and internet connections, delivering immediate cost savings



Müller chose swissnet as their long-term partner - today, swissnet Group manages connections >1,000 Müller Group locations

>1,000

Stores managed by swissnet Group in 5 countries

47%

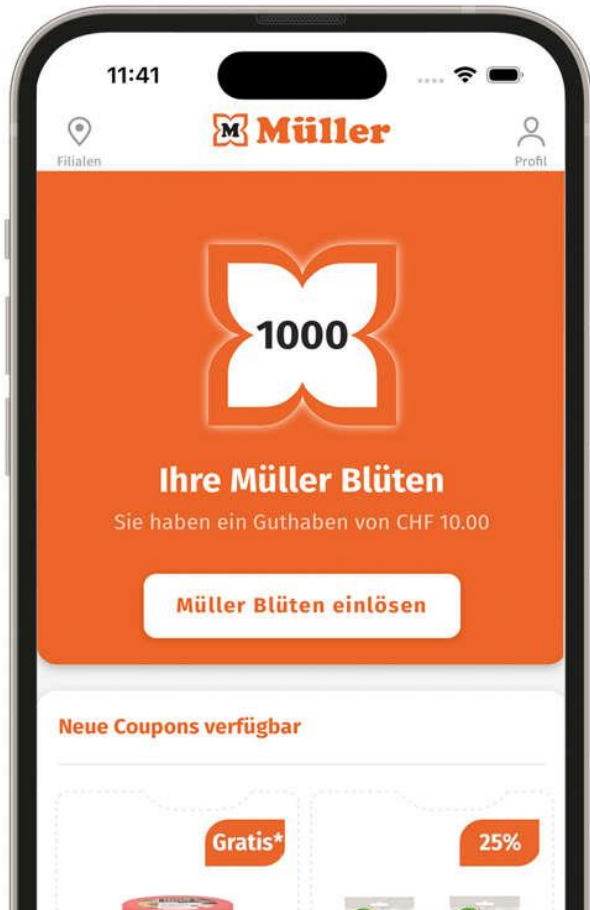
Recurring Revenue⁽¹⁾

60%

Gross Profit Margin⁽¹⁾

Note: (1) For the latest framework contract signed

Client Case Study Müller SaaS(2/2): CloudWiFi



Müller appointed swissnet Group to set up a reliable customer Wi-Fi solution and to establish its mobile customer app plus the payment system



Müller now benefits from a highly reliable customer Wi-Fi solution that enables centralized real-time in-store analytics and integrates Wi-Fi Auto Connect



Following strong initial success, additional rollouts are planned in Hungary, Croatia, and Slovenia

>770

Stores managed by swissnet Group in DACH and Spain

32%

Recurring Revenue⁽¹⁾

85%

Gross Profit Margin⁽¹⁾

Note: (1) For the latest framework contract signed

Client Case Study Lidl : WiFi and Analytics



- swissnet Group won LIDL as it was looking for a reliable customer Wi-Fi solution to establish its mobile customer app
- swissnet Group implemented Hotspots in 10,000+ Supermarkets to offer seamless and fast WiFi internet access
- +50,000 additional newsletter subscriptions in the US alone within just one year

>10k

Stores managed by swissnet Group globally

100%

Recurring Revenue⁽¹⁾

95%

Gross Profit Margin⁽¹⁾

Note: (1) For the latest framework contract signed

Client Success Stories: ECE Group & Vitanas



ECE Group implemented CloudWiFi solutions in 77 shopping centers to offer seamless and fast WiFi internet access for their customers in Germany

- ✓ **Around EUR 500,000 in revenue with additional 200 shopping centers rollouts worldwide**
- Highly available customer WiFi connection to the customers with realtime in-Store Analytics
- Improved network infrastructure and quality of WiFi access for stores and customers



Vitanas now newly implemented CloudWiFi solutions in another 15 Vitanas locations with a total around 2,500 nursing care places

- ✓ **Over EUR 1.5 MM revenue expected with 5 years contracts signed**
- swissnet engineers have completely renewed the infrastructure network for high-speed networks
- Internet, network, security, WiFi, and Managed service contract for monitoring

Formation of swissnet Group and Acquisition of Lokalee Closed January 2025



Two transformational acquisitions Formed into swissnet Group

- 100% acquisition of swissnet for CHF 9.7MM and merger with beaconsmind AG closed on 15th Jan 2025
- 100% acquisition of UAE-based AI-powered Lokalee for CHF 11.6MM with concurrent closed on 15th Jan 2025
- Total CHF 21.3MM combined purchase price financed by:
 1. Sellers receiving 2.9MM new beaconsmind shares (locked up 12 months)
 2. CHF 4.6MM new cash capital increase priced December 2024
 3. Total vendor loans of CHF 2.7MM staggered 9-18 months repaid with cash and positive cash flows

Transformational Scale and Growth

In CHF MM (except no. of clients)	swissnet before Reverse Merger		swissnet Group
Number of Clients	7,035	+46 %	10,285
Revenues 25E	15.4	+79 %	27.5
EBITDA 25E	3.6	+86 %	6.7

New swissnet Group with Extended Value Chain and Global Setup

- ✓ Access new technologies and IP
- ✓ Sales Synergies
- ✓ Internationalization (MENA)
- ✓ Cost Synergies
- ✓ Customer Integration
- ✓ AI Value Extension

Transactions Highly Accretive

IN CHFMM	swissnet ⁽¹⁾	Lokalee ⁽²⁾	Combined
Purchase Price	9.7	11.6	21.3
Run-rate Revenues	6.9	13.9	20.8
Run-rate EBITDA Post-Synergy	1.8	4.0	5.8
EV/Revenue	1.4x	0.8x	1.0x
EV/EBITDA ⁽³⁾	5.4x	2.9x	3.7x

Notes: (1) FY24E financials; (2) FY26E financials (first full year operational/ stabilized EBITDA) including swissnet MENA for Lokalee (3) Post realized synergies

Strategy Fit of Recent Roll Up Acquisitions and Formation of swissnet Group



BENEFIT

Integration of ICT services with location-based marketing

Holistic solutions in digital signage, WiFi, and security infrastructure



ADDED VALUE

SaaS innovation with integrated digital infrastructure for retail and hospitality

Completing the solutions chain

MARKET

Expanded market reach and operational synergies across industries

Expansion into MENA region



USP

AI-driven hospitality solutions with personalized guest experiences

MENA expansion through swissnet MENA and Lokalee for hospitality ICT solutions

Lokalee + Hospitality Vertical With MENA Focus



HOSPITALITY – The Role of Digitalization

Transforming Hospitality:
From digitalization to unforgettable
guest experiences




Comprehensive full-service
solution for the entire guest
journey


Resulting in an enhanced guest
journey and unforgettable
experiences for our guests

Lokalee: SAAS Platform That Seamlessly Connects Travellers To Memorable Experiences





A plug and play white label solution branded and customized for your hotel 


Personalized offers, activities and promotions for your guests based on our AI 

Curate customized trip plans and itineraries detailed for each day of the customer's stay 

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 Access to curated content from local heroes, including dining, events, shopping, experiences and attractions

 A single touch point to communicate all hotel's features and services (digital Guest Directory)

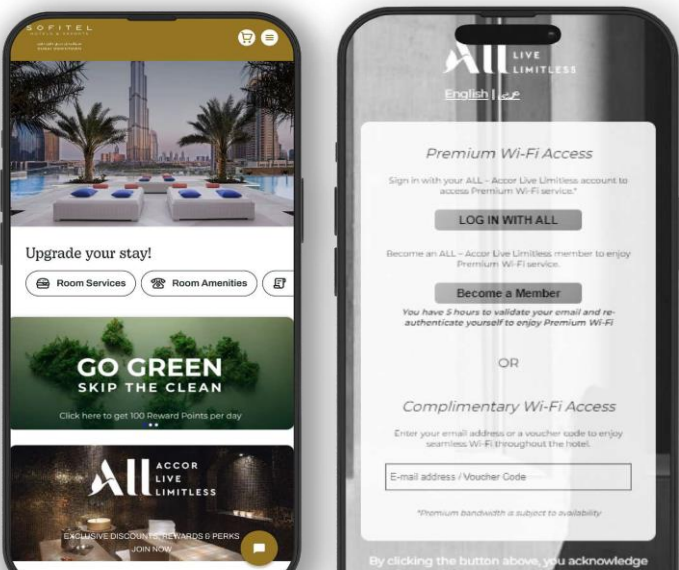
 AI-powered chat support: Assisting with all inquiries related to experiences, itineraries, and hotel services

Tailored Experiences, Enhanced Revenue Streams, And Elevated Guest Satisfaction

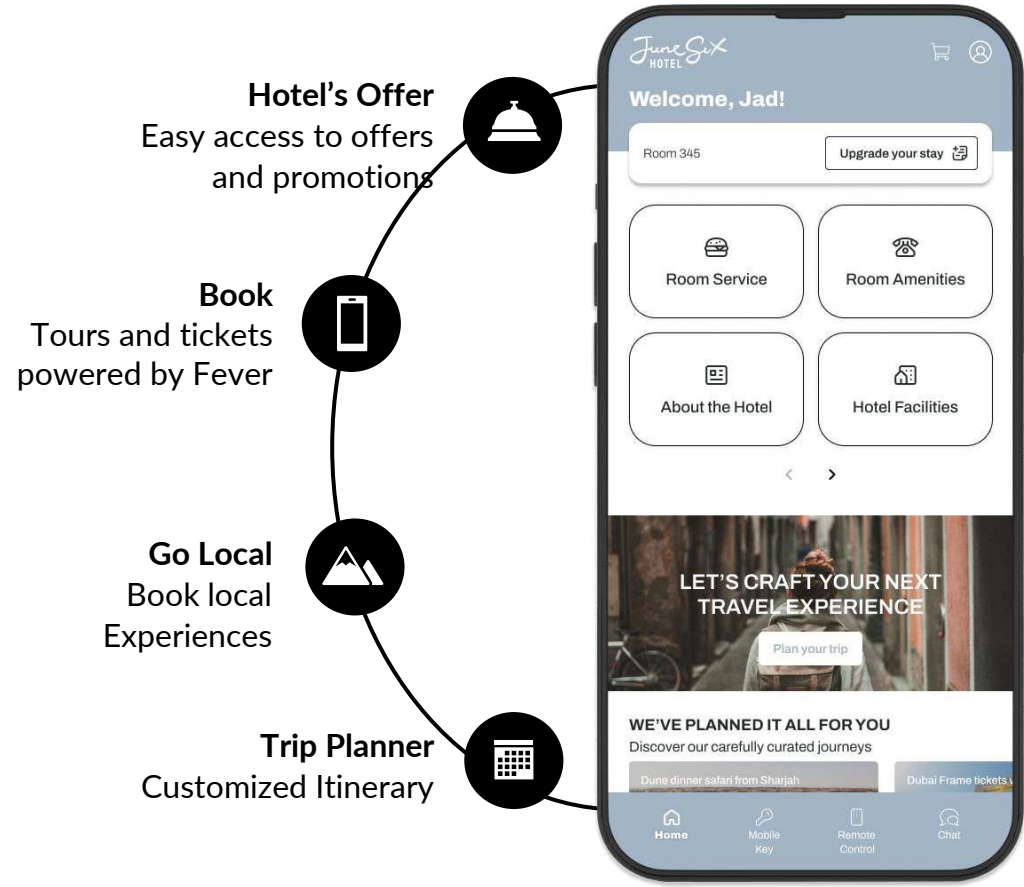


Monetizing Wi-Fi captive portal

- Hotel Restaurants**
Browse and reserve a table
- About Hotel**
Easy access to information
- Amenities & Service**
All guest needs in hand
- Room Service**
Easy order and track



All content in one place



Proprietary AI Engine Powered By Extensive Guest Data From App And Hotel Databases



Proprietary AI engine:

AI powered recommendations based on guest preferences, purpose of travel and availability

Vast data sources:

Driven by extensive guest data from app and partner hotel databases

Optimized guest management:

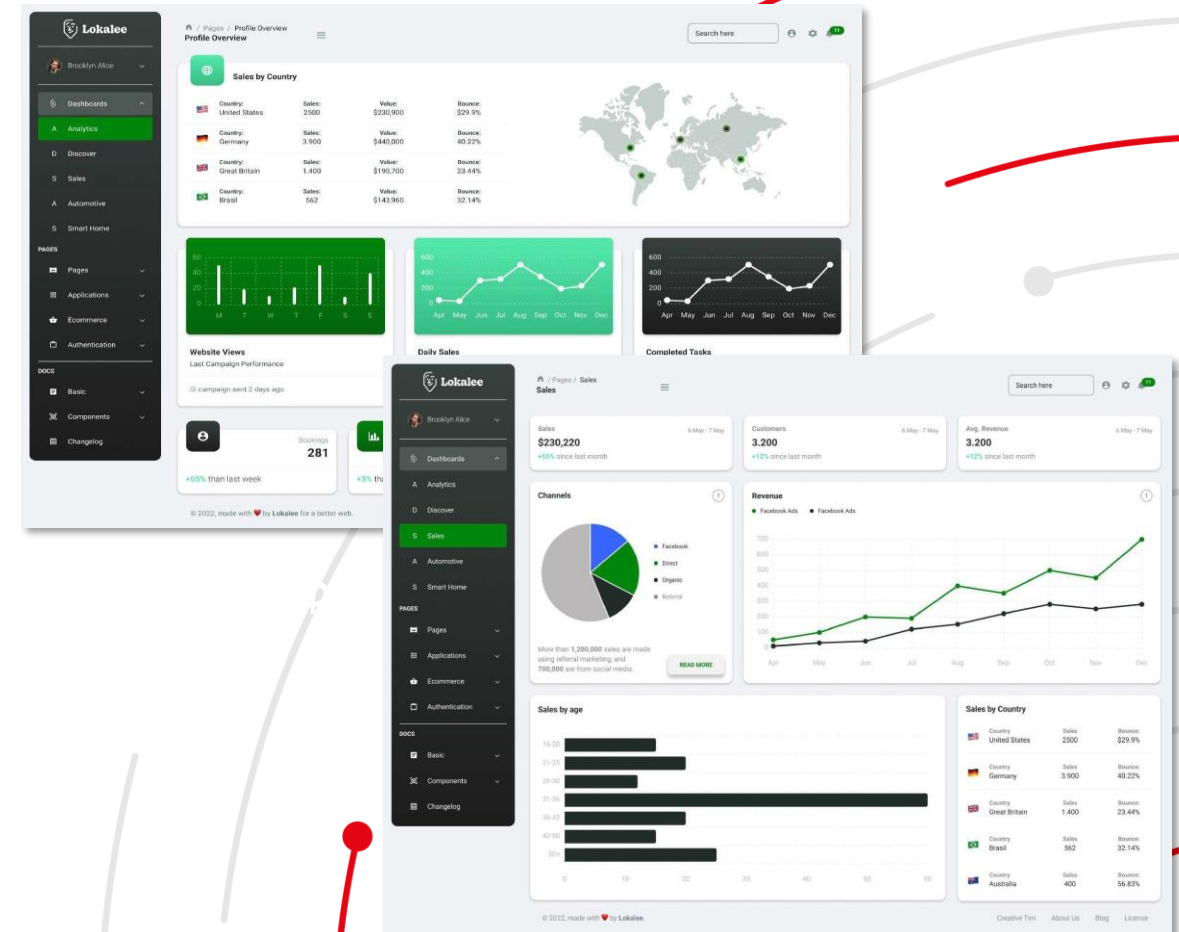
Easily track changes in guest preferences and adjust your offers and promotions accordingly

Real time incremental revenue analysis:

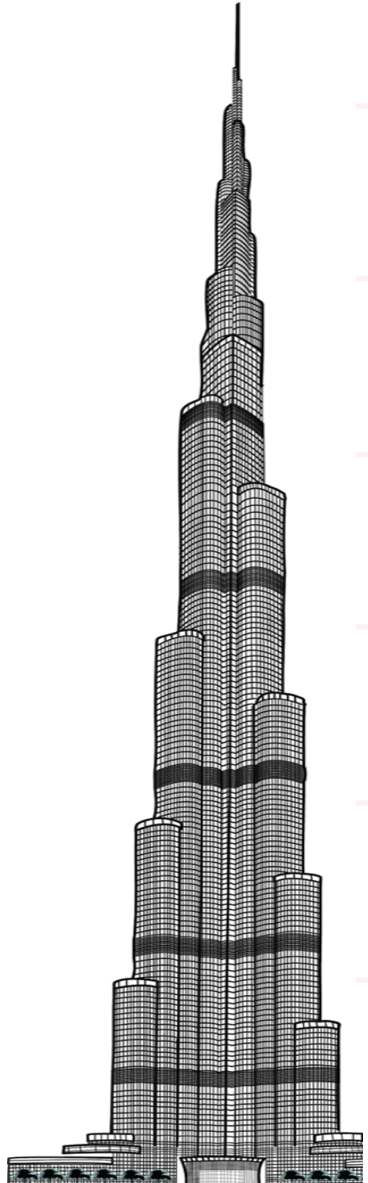
Access to all the revenue generated via activity or experience sales across all touchpoints

Insight on touch points effectiveness:

Easily identify the low-performing touch-points by looking into the scan ratio and hence offering the marketing team an opportunity to optimize performance for a better guest experience



Delivering Customized Full-service Solutions For The MENA Hospitality & Retail Sectors



● Leveraging swissnet's Strengths:

Utilizing swissnet Group's expertise to deliver enhanced infrastructure and communication solutions as well as next-generation Cloud Telephony (SaaS) for the MENA region

● Local Presence in Dubai:

Established a local office to provide a robust, scalable platform and close connection between businesses and customers in MENA

● Strategic Partnerships in MENA:

Collaborate with local leaders to offer comprehensive hospitality and retail solutions

● Driving Digital Transformation in MENA:

Committed to advancing regional businesses with cutting-edge technology and seamless connectivity

● All-in one Product:

Introducing an all-in-one retail product in MENA, integrating guest Wi-Fi, network management and monitoring, app connectivity, digital signage, and location-based marketing

● Leading ICT Provider in MENA:

Combining expertise in infrastructure and next-generation technology to position swissnet Group as the preferred ICT provider of choice in the region

swissnet MENA: Pioneering ICT and MNS with Market Leadership and Service Excellence



- **Mission:** Transform into a global ICT and MNS leader in MENA
- **Vision:** Trusted ICT partner for scalable, future-proof solutions.
- **Strategy:** Expand through cutting-edge tech and strategic partnerships
- **Presence:** Two UAE entities serving the MENA market under one brand
- **Innovation:** Specialization in Guest Technologies for hospitality, healthcare, and residential sectors
- **Partnership:** Strategic ventures with industry leaders for top-tier service
- **Team:** Skilled professionals working closely with senior leaders and property owners
- **Expertise:** 25+ years in hospitality operations and leadership
- **Track Record:** Extensive experience in executing large-scale, end-to-end projects



Account manager dedicated to hospitality



Dedicated sales team for each vertical



Dedicated engineers for each vertical & technology segment



Defined quote SLA to properties within 2 days



Consistent 800 support number and brand-specific chat facility for guests and properties



Wireless integration



Dashboard and project management portal for all clients

MENA: Partnering with Leading Technology Providers to Serve Global Chains and Local Champions



swissnet MENA SERVICE SUITE

- Network design and installation using best-of-breed equipment
- Guest technical support
- Managed services (Wi-Fi as a Service)
- 24/7 Network Monitoring

- Wi-Fi
- IP Telephony
- CCTV
- TV sets and IPTV
- Casting from guest device to in-room TV, with fully customizable branded UI

- Security & Firewall
- Servers and Storage
- Digital Signage
- Video Conference
- Amazon & Microsoft Services



SAMSUNG



AVAYA



INTEREL



ATLANTIS



IHG HOTELS & RESORTS

Rotana

Executive Management Leadership



Jonathan Sauppe
CHAIRMAN & CEO

- Chairman/ CEO of swissnet Group
- Founder and previous CEO of several tech companies
- Adept in fostering collaboration & synergies across the group
- Core Shareholder



Boris Tölzel
CO-CEO INFRASTRUCTURE

- Co-CEO Infrastructure swissnet Group
- Over 13 years of leadership experience in the ICT industry
- Experienced in M&A and driving market expansion
- Core Shareholder



Roger Tabbal
CEO International and
swissnet MENA

- CEO International and swissnet MENA of swissnet Group
- Over 25 years of leadership experience in the ICT and hospitality industry
- Previous global VP of Guest Technology & Innovation at Accor



Samir Abi Frem
CEO LOKALEE

- Founder & CEO of Lokalee
- Decades of executive experience in the global hospitality sector
- Merges expertise in computer science and IT with first-hand hotel management experience

Strategic and Operational Board Leadership



Andreas Wyss
BOARD MEMBER

- In charge of new acquisition valuation at swissnet Group
- +30 years audit & accounting experience
- Partner & Head of International Clients, Relationships of BDO



Christian Legros
BOARD MEMBER

- Transaction experience from over 20 M&A deals and two IPOs
- Founder of Legros Partners Group and Socialwave Group
- Core Shareholder



Dr. Andreas Krobath
BOARD MEMBER

- International active entrepreneur as founder/co-founder
- 25 years domain expertise in Hotel technology
- Strategy advisor for at-visions group

swissnet Group: Key KPIs



In CHF MM (except no. of clients and Point-of-Sales)

	Infrastructure ⁽¹⁾	SaaS ⁽¹⁾	MENA ⁽¹⁾	swissnet group
Number of Clients	865	9,170	250	10,285
Number of Point-of-Sales	12,978	21,353	25,000 ⁽²⁾	58,731
Revenues 25E	9.0	14.9	3.6	27.5
EBITDA 25E	2.0	4.2	0.6	6.7
Gross Margin 25E	63%	81%	44% ⁽³⁾	69%

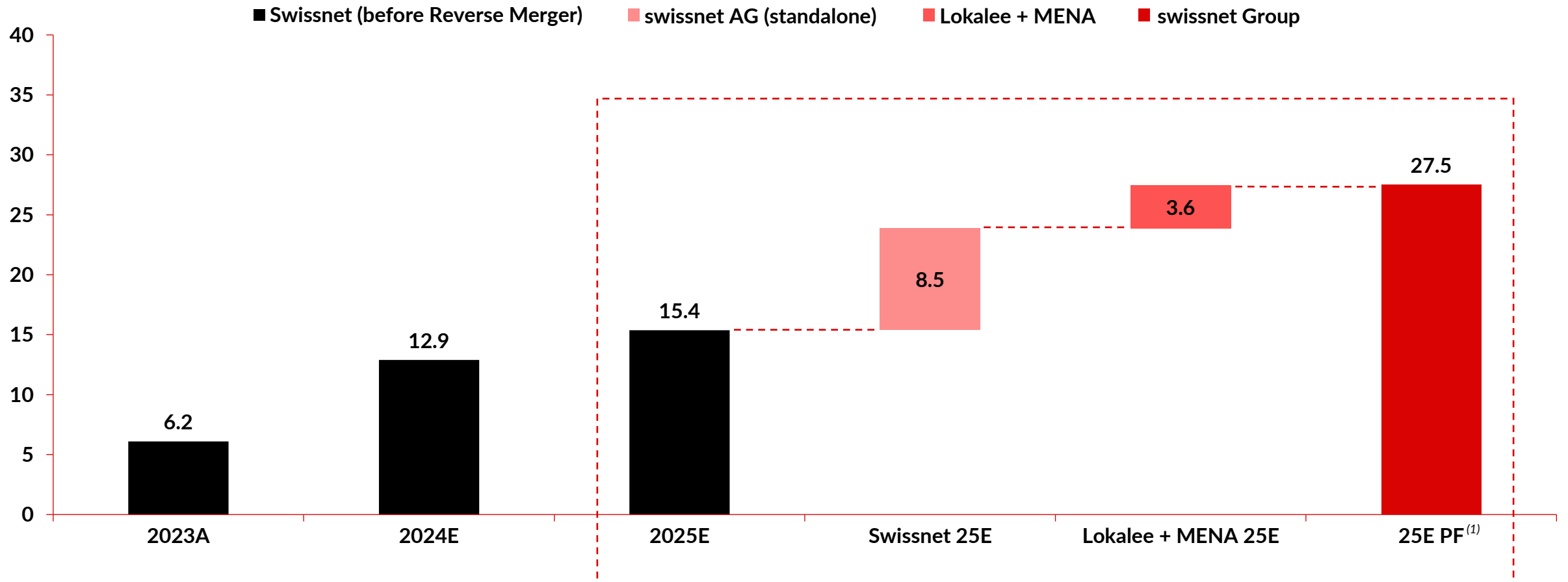
Notes: (1) Infrastructure segment includes T2, KADSOFT, half FREDERIX and 20% swissnet ; Software/SaaS segment includes beaconsmind AG, Socialwave, half FREDERIX and 80% swissnet; MENA includes Lokalee and swissnet MENA; (2) Hotel Rooms; (3) To become significantly higher after initial start-up phase

Accelerating Revenue Growth + Critical Scale



Revenue growth YoY 24E-25E of 113%, from CHF 12.9MM in 2024E to CHF 27.5MM in 2025E⁽¹⁾

CHF MM



Note: (1) Pro-forma basis (swissnet AG, Lokalee and swissnet MENA financials fully captured in FY 2025)

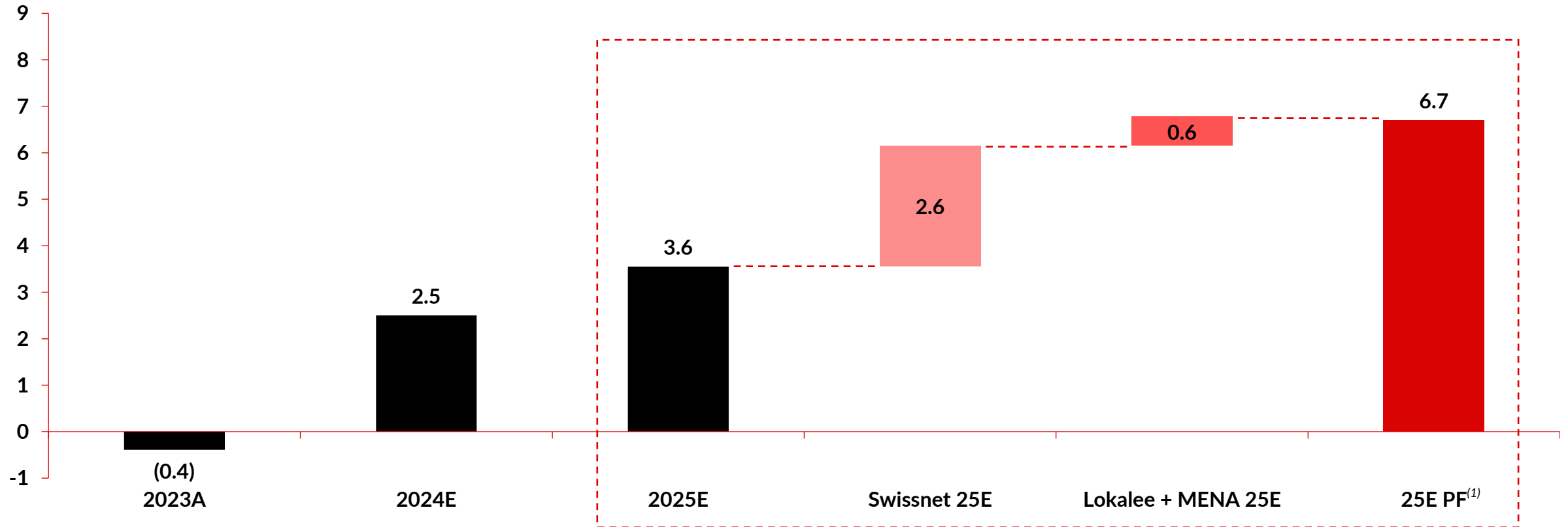
Transformational EBITDA Growth



EBITDA growth YoY 24E-25E of 169%, from CHF 2.5MM in 2024E to CHF 6.7MM in 2025E⁽¹⁾

CHF MM

■ Swissnet (before Reverse Merger)
 ■ Swissnet AG (standalone)
 ■ Lokalee + MENA
 ■ Swissnet Group



Note: (1) Pro-forma basis (swissnet AG, Lokalee and swissnet MENA financials fully captured in FY 2025)

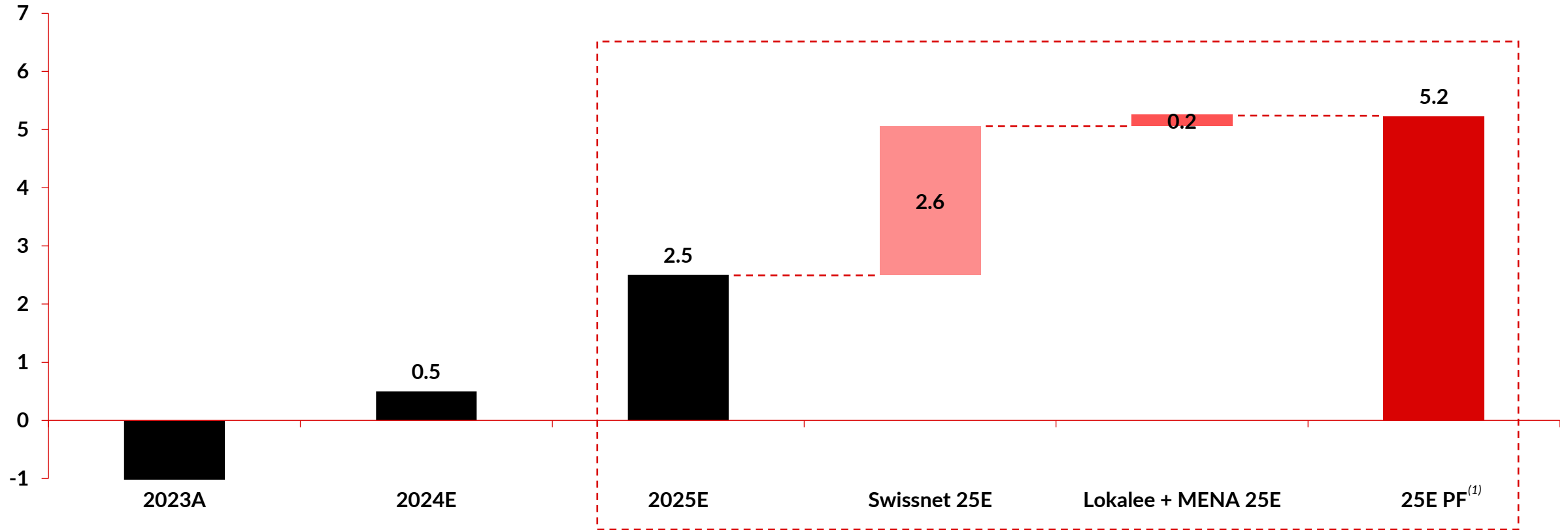
Strong Unlevered FCF Momentum



Unl. FCF growth YoY 24E-25E of 946%, from CHF 0.5MM in 2024E to CHF 5.2MM in 2025E⁽¹⁾

CHF MM

■ Swissnet (before Reverse Merger)
 ■ Swissnet AG (standalone)
 ■ Lokalee + MENA
 ■ Swissnet Group



Note: (1) Pro-forma basis (swissnet AG, Lokalee and swissnet MENA financials fully captured in FY 2025)

Balance Sheet



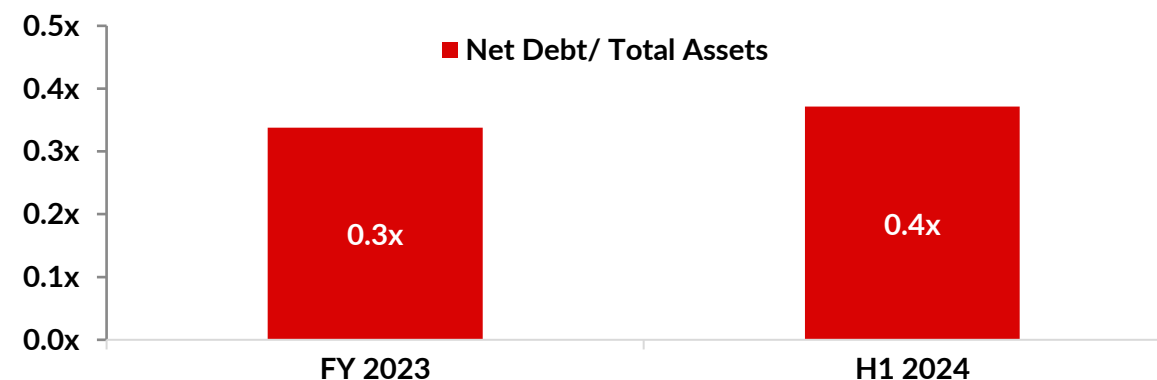
Assets (MM. CHF)	FY 2023	H1 2024
Inventories	0.5	0.7
Trade and other receivables	2.7	3.8
Accrued income and prepaid expenses	0.0	0.5
Cash	0.8	0.3
Work in progress	0.0	0.8
Investment in subsidiaries	0.0	0.0
PP&E	1.0	0.8
Right-of-use assets	0.4	0.4
Intangible assets	11.0	10.4
Goodwill	2.9	2.9
Other	0.0	0.0
1 Total Assets	19.3	20.5

Equity and Liabilities (MM. CHF)	FY 2023	H1 2024
Current Lease	0.3	0.1
Trade and other payables	1.0	0.7
Accrued expenses and deferred income	1.2	2.8
Borrowings - Current portion	0.9	0.7
Deferred tax liabilities	2.2	2.2
Employee benefit obligations	0.1	0.1
Borrowings	6.4	7.2
Non-current Lease	0.2	0.3
2 Shareholder Equity	6.9	6.2
Non-controlling interests	0.2	0.3
Total Equity and Liabilities	19.3	20.5

Comments:

The Balance Sheet has been **fully capitalized** in H1 2024:

- 1 Strong Assets:** Around CHF 20.5MM total assets remains in swissnet Group at the end of H1 2024.
- 2 Capital Increase:** Not including CHF 4.4 MM cash capital increase and CHF 15.4 MM capital increase in kind raised in H2 2024 to finance the recent acquisitions



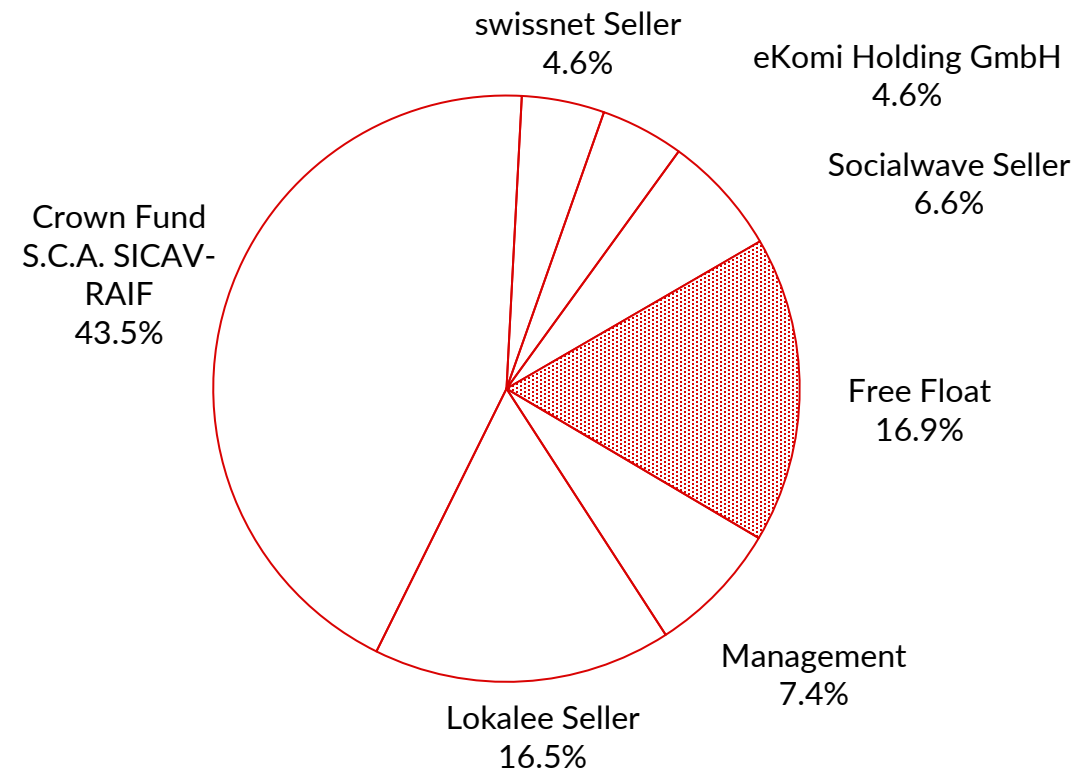
Shareholder Summary: swissnet Group stock



STOCK SUMMARY

ISIN/WKN/TICKER	CH0451123589 / A2QN5W
Number of Shares	8,484,798
Stock Exchanges	Euronext Paris Stock Exchange Frankfurt Stock Exchange
Market Cap⁽¹⁾	EUR 58,120,864
Analysts	NuWays Hauck & Aufhäuser <i>PT EUR 20.00 - BUY (19/11/24)</i> Quirin Privatbank <i>PT EUR 19.40 - BUY (19/11/24)</i> First Berlin <i>PT EUR 18.50 - BUY (21/11/24)</i>

POST-MERGERS SHAREHOLDING



Note: (1) Share price & market cap of Xetra Stock Exchange as close of 14.02.2025 with share price of EUR 6.85

Consistent Acquisitions Multiples Driving Shareholder Value



IN MIO. CHF	FREDERIX (62%)	Netopsie	Socialwave	KADSOFT &T2	swissnet	Lokalee ⁽¹⁾
Purchase Price	2.9	0.5	9.6	2.9	9.7	11.6
Equity	1.9	-	5.8	3.0	8.5 ⁽²⁾	11.3 ⁽⁴⁾
Debt/Vendor Loan	-	-	4.8	-	1.5 ⁽³⁾	1.2 ⁽³⁾
Run-rate Revenues	3.5	0.6	4.3	3.6	6.9	13.9
Run-rate EBITDA Pre-Synergy	0.8	0.1	1.7	0.4	1.6	4.0
Run-rate EBITDA Post-Synergy	0.9	0.1	2.1	0.6	1.8	-
EV/Revenue	1.2x	0.8x	2.1x	0.9x	1.4x	0.8x
EV/EBITDA Pre-Synergy	6.1x	5.0x	5.6x	5.4x	6.0x	2.9x
EV/EBITDA Post-Synergy	5.3x	5.0x	4.5x	5.1x	5.4x	2.9x

Transaction Multiples **swissnet** vs. Previous Transactions

- Closed January 2025
- Transaction is **strongly value accretive** with an **EV/EBITDA Pre-Synergy of 6.0x and EV/EBITDA Post-Synergy of 5.4x**
- swissnet also expects approx. **CHF 1.5 MM Unlevered FCF in 2024**, which is also **significantly value-enhancing for the Group**

Transaction Multiples **Lokalee** vs. Previous Transactions

- Closed January 2025
- Transaction is **strongly value accretive** with an **EV/EBITDA Pre-Synergy of 2.9x⁽¹⁾**
- Expectation for Lokalee + Swissenet MENA to yield approx. **CHF 2.0 MM Unlevered FCF in 2026**, which is also **significantly value-enhancing**
- **Exponential growth in region targeted**

Notes: (1) FY26E financials (first full year operational/ stabilized EBITDA) including swissnet MENA; (2) Including CHF 0.3MM raise for operating cash; (3) Vendor loans. To be repaid in October 2025 (50%) and July 2026 (50%) for swissnet and January 2026 for Lokalee; (4) Including CHF 0.9MM raise for operating cash

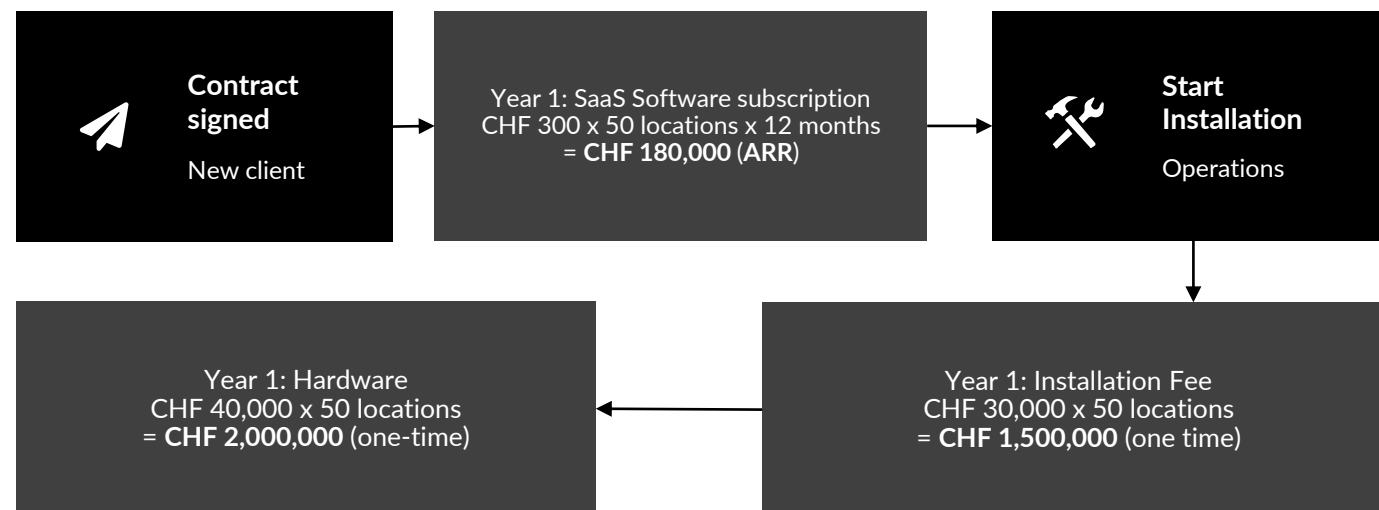
CUSTOMER PRICING EXAMPLES





Infrastructure

Pricing flowchart



Clients Facts Example (Retail)

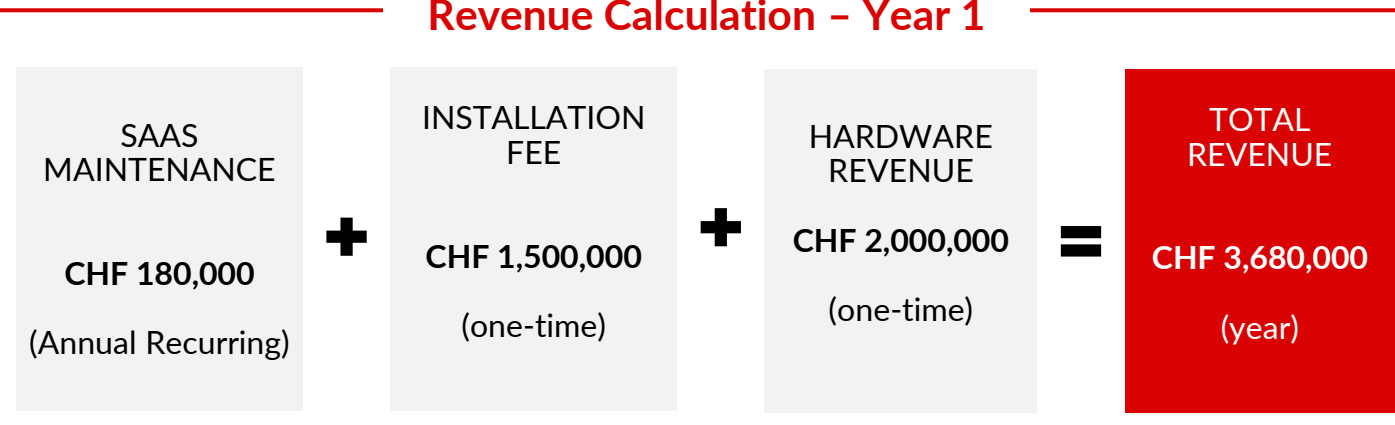
# of Locations	50
# of Hotspots (WI-FI beacons)	3,750
Installation Fee	CHF 30,000 / Location
Hardware	CHF 40,000 / Location
SaaS Maintenance	CHF 300 / Location / Month



Annual Recurring Revenues (ARR)

Subscription fee for LBM Suite/ Cloud Wifi/ marketing platform based on number of location per month and infrastructure services as well as support it is used

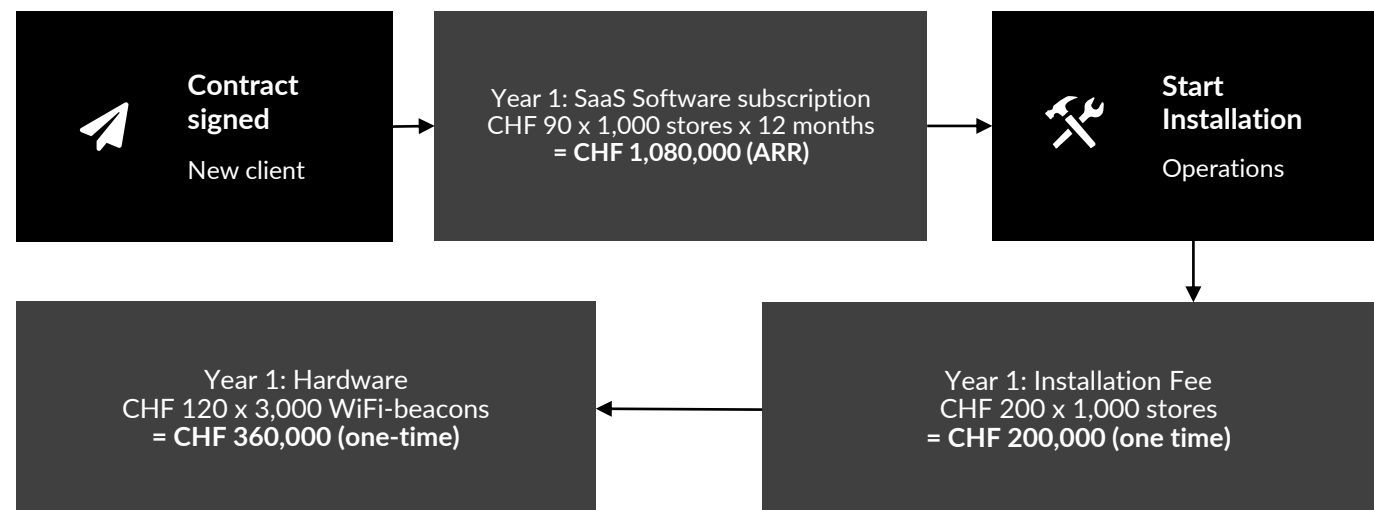
Revenue Calculation - Year 1





SaaS software and hardware

Pricing flowchart



Clients Facts Example (Healthcare)

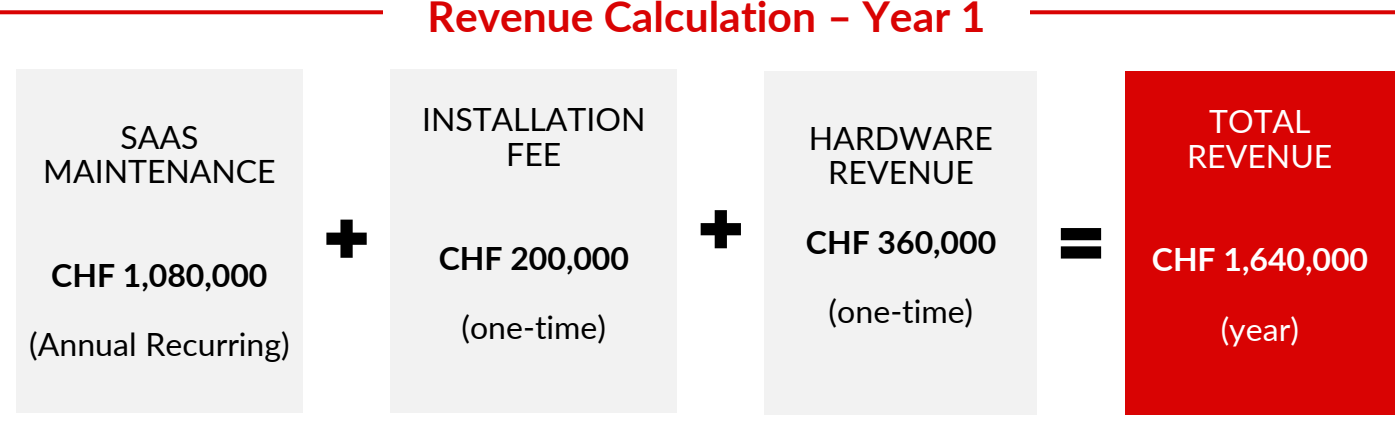
# of Locations	1000
# of Hotspots (WI-FI beacons)	3,000
Installation Fee	CHF 200 / POS
Hardware	CHF 120 / Pc.
SaaS Maintenance	CHF 90 / POS / Month



Annual Recurring Revenues (ARR)

Subscription fee for LBM Suite/ Cloud Wifi/ marketing platform based on number of location per month and infrastructure services as well as support it is used

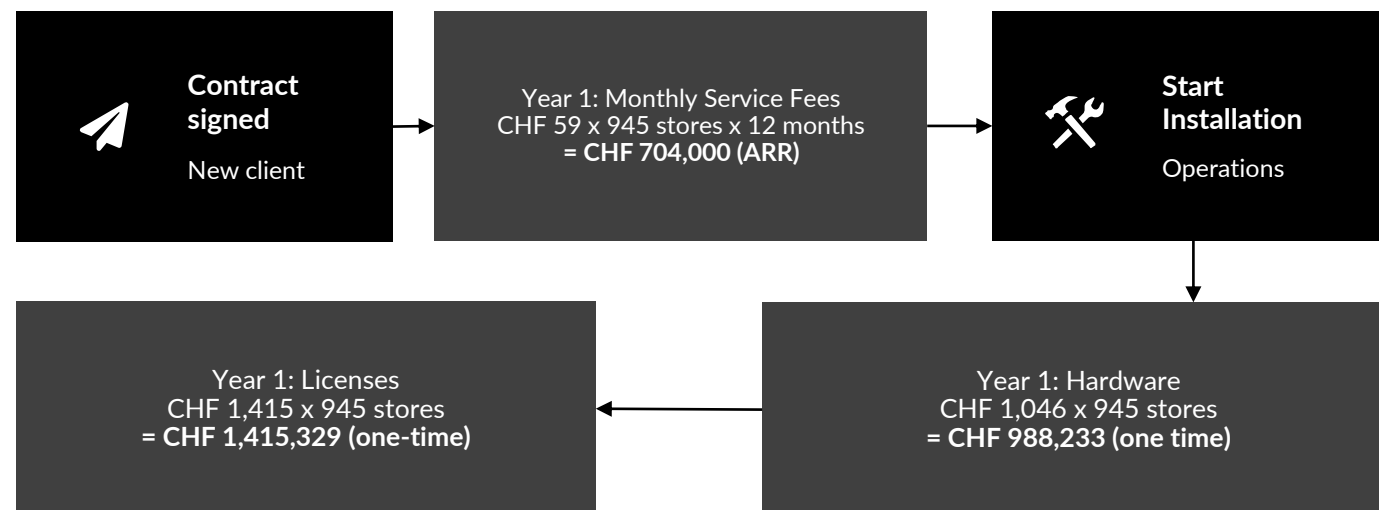
Revenue Calculation - Year 1





Service and hardware

Pricing flowchart



Clients Facts Example (Retail)

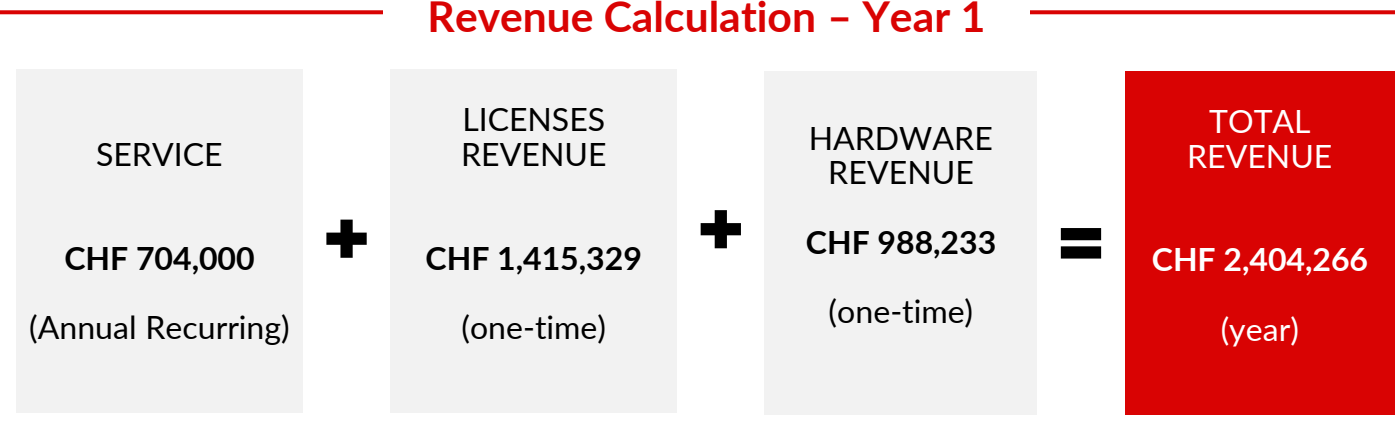
# of Locations	945
# of Hotspots (WI-FI beacons)	10,126
# of hardware licenses	18,116
One-time revenue per store	CHF 2,543
Monthly recurring revenue per store	CHF 58.7



Annual Recurring Revenues (ARR)

Support and maintenance fees based on hardware and licenses volume – 6-year contract term

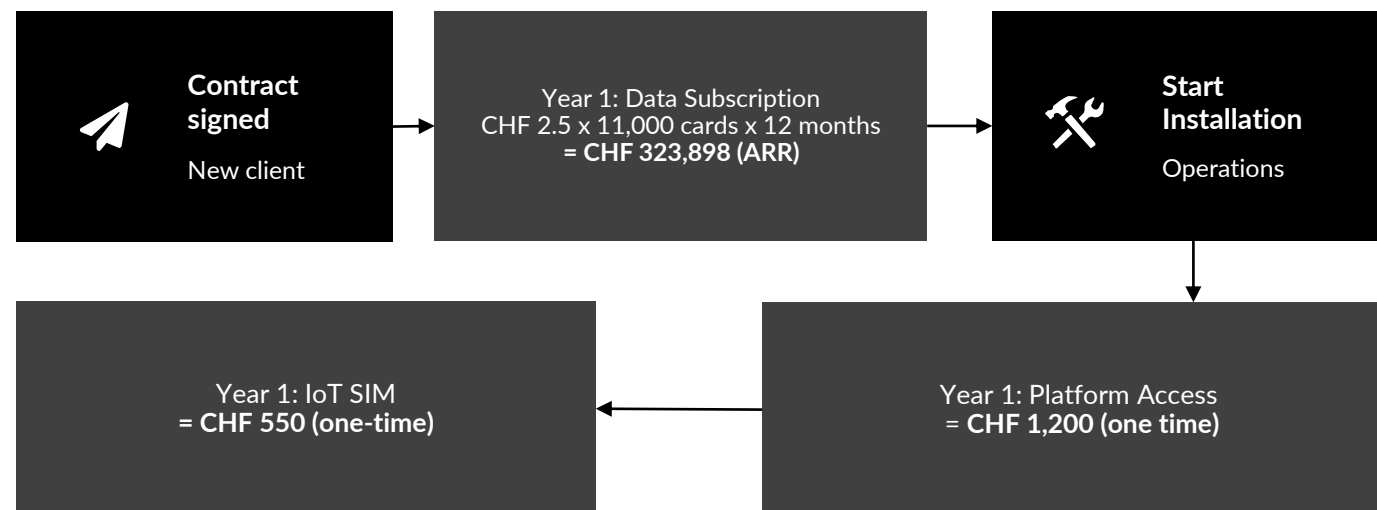
Revenue Calculation – Year 1





Providing (mobile network)

Pricing flowchart



Clients Facts Example (Mobile)

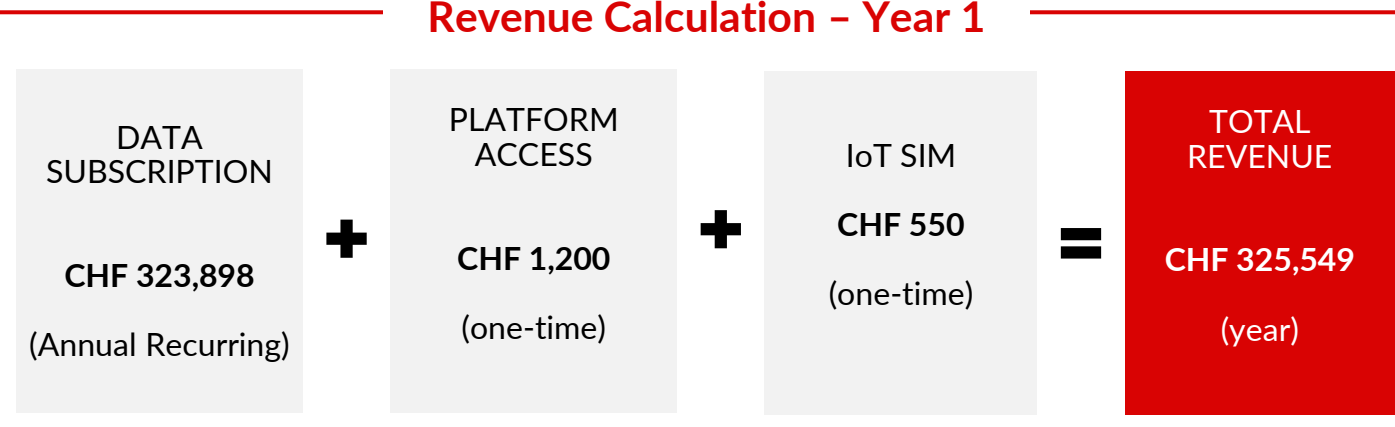
# of SIM Cards	11,000
Installation Fee	CHF 1750
Monthly Revenue	CHF 26,992



Annual Recurring Revenues (ARR)

Monthly fee for providing mobile internet access – 3-year contract term

Revenue Calculation – Year 1





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