

Strategy 2024 - 2026



BOOK



STAY



USE



PAY

13-12-2023

ease2pay^{nv}
listed on Euronext

Ease2pay at a glance - A mobile platform for self-service



BOOK



STAY



USE



PAY

Business model creates mobile self-checkout for locations and their facilities



Self-service driven by consumer demand for speed and ease of use

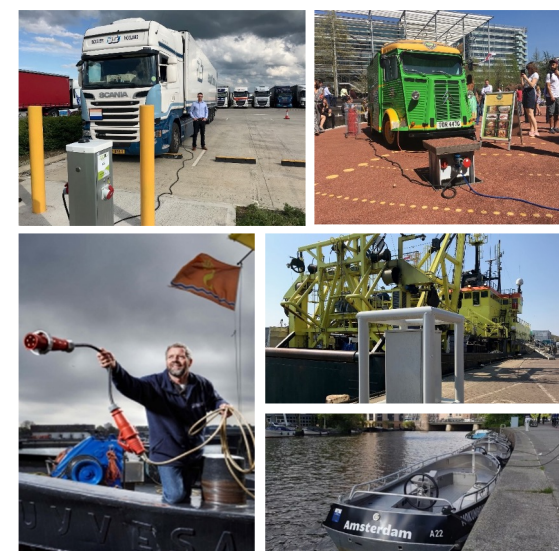
Book



Stay



Use



Pay

Mobile self-service increases profitability of merchant locations

Decrease costs



No Point-of-Sale hardware needed, application runs on the smartphone of customers



Reduce staff costs convert to 24/7 digital self-service



No non-paying customers

Increase sales



24/7 access to locations and facilities and up to date location information



Speed and ease of use **via smartphone app**



Directing users to merchant via self-booking function

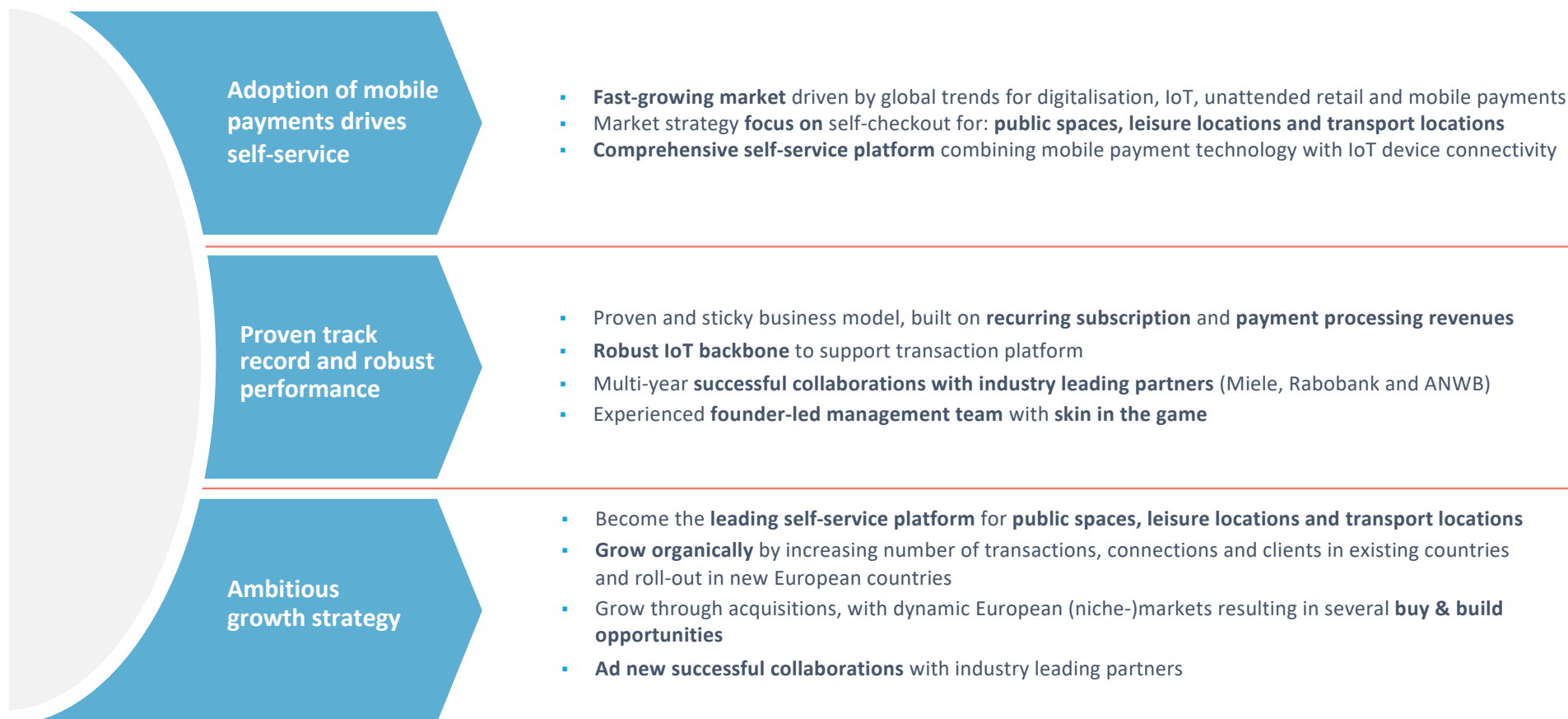


Access to **large external customer base**



Staff can focus on **optimal customer experience**

Creating a leading self-checkout platform for locations and facilities



Recap 2021-2022 Autonomous and acquisitive growth



BOOK



STAY

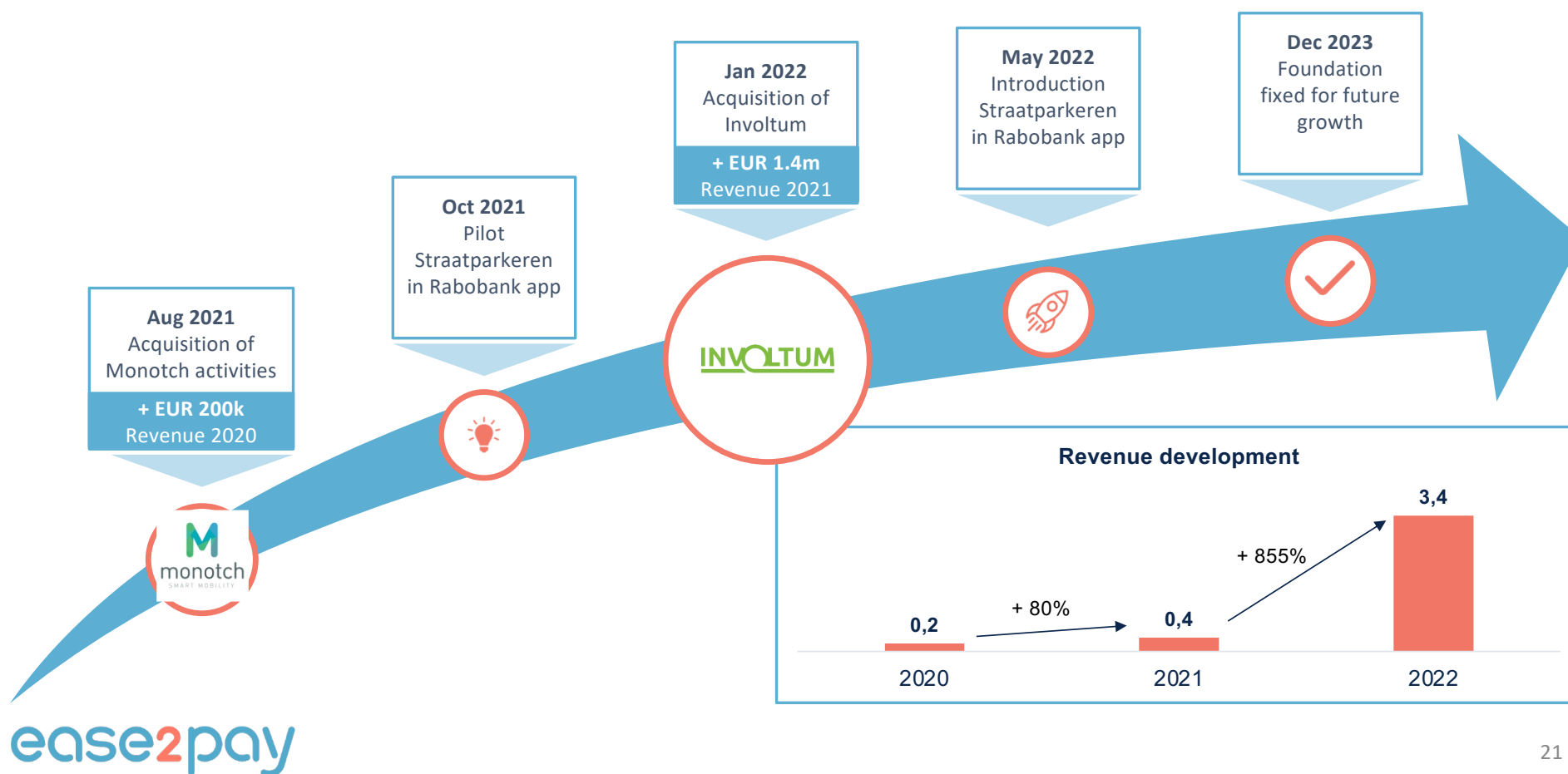


USE

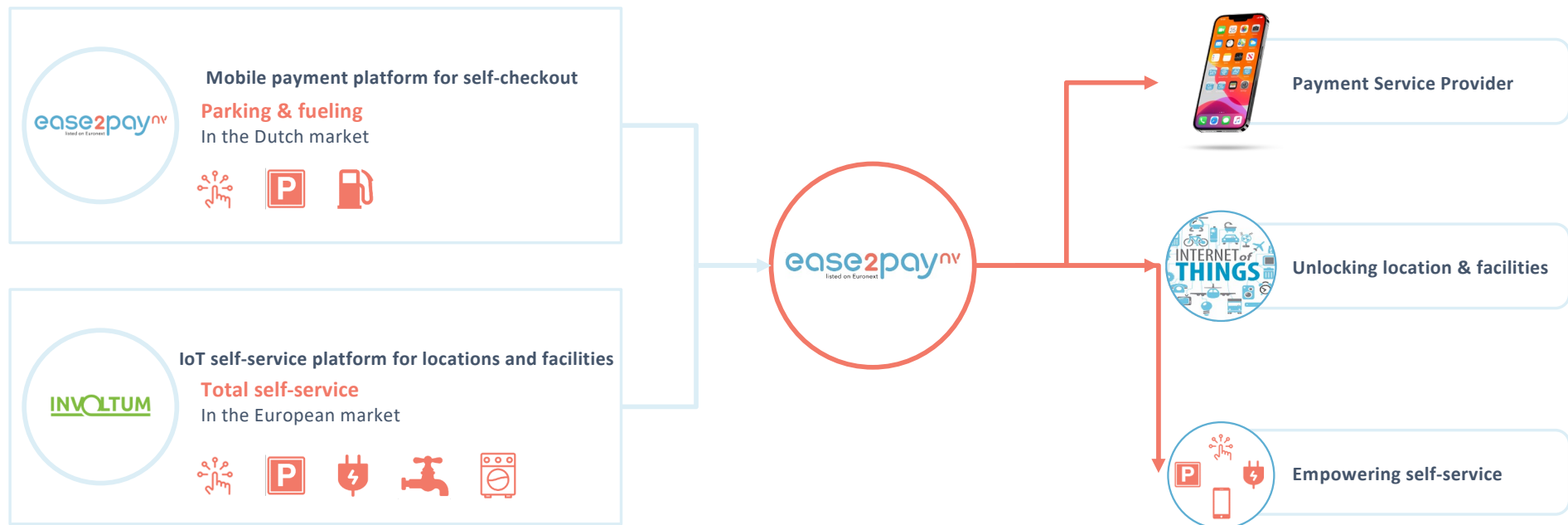


PAY

Strong 2021-2022 growth is mainly attributable to the acquisition of Involtum



Transformative acquisition resulting in a mobile platform for self-checkout



2023 Fix the foundation for the future



BOOK



STAY






USE



PAY

Operational restructuring improving historical deficiencies

 <p>Integration employee work force</p>	<ul style="list-style-type: none"> • Inactive employees under contract → <i>contracts ended and inactive contracts were cleaned up by July 2022</i> • No HR portal available for workforce planning → <i>Implemented Exact HR Online portal by August 2022</i> • No terms of employment regulations → <i>Introduced terms of employment by September 2022</i>
 <p>Rebranding of labels and websites</p>	<ul style="list-style-type: none"> • Inconsistent online representation → <i>Rebranded and updated company website and investor website by June 2023</i> • 6 different labels & apps → <i>Rebranded to 1 harmonized look & feel for 6 labels & apps by August 2023</i>
 <p>Administrative systems and processes</p>	<ul style="list-style-type: none"> • No customer service- or sales software → <i>Implemented FreshDesk and FreshSales by August 2022</i> • Invoicing non-compliant with VAT laws → <i>Settlement with Dutch tax authorities and applied VAT registrations in European countries by Q1 2024</i> • Our PIN-contract is used by merchants → <i>Transferring PIN contract to merchants by October 2023</i>

Financial & legal restructuring improving historical deficiencies



Goodwill impairment

- For NomadPower a positive cash flow was only achievable through a financing or investment partner
 - ➔ *Not achieved in time and therefore a write off by April 2023*



Audited financial results 2022

- In preparation of annual report, VAT non-compliance was noticed
 - ➔ *This required evaluation first, before finalizing and publishing the annual report by October 26th 2023*



Legal restructuring

- Missing 403 Declaration: a declaration by the parent company that it will be jointly and severally liable for the debts of the exempted legal entity
 - ➔ *Decreasing admin workload by November 2023*
- Restructuring entities while keeping fiscal unity: Ease2platform B.V., Yoreon B.V., Involtum Holding B.V.
 - ➔ *Decreasing admin workload by Q1 2024*

Going forward: Sharpened strategy to build the leading platform



BOOK



STAY



USE



PAY

Strong trends supporting the growth of mobile self-checkout



IoT

Connecting and unlocking devices & services to share



Mobile payments

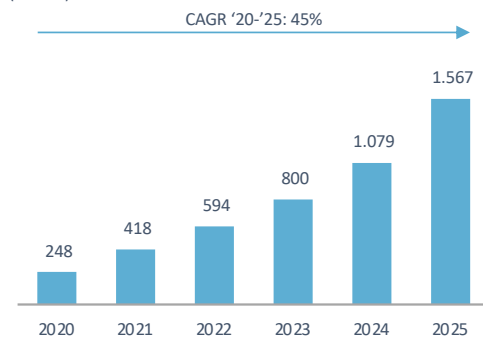
Significant growth in payments via smart devices



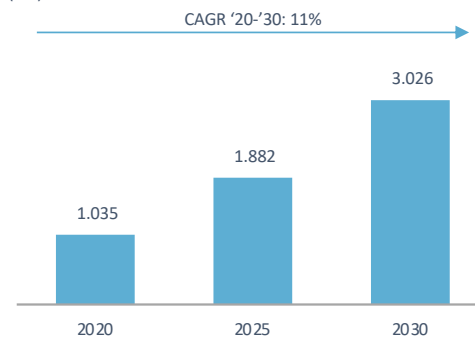
Self-checkout

78.1 % of digital wallet users wants to make non-traditional unattended purchases

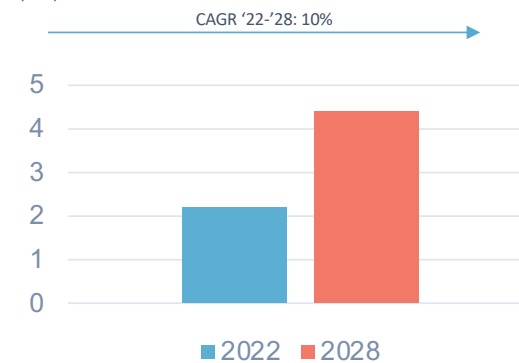
Global end-user spending on IoT solutions (USDbn)



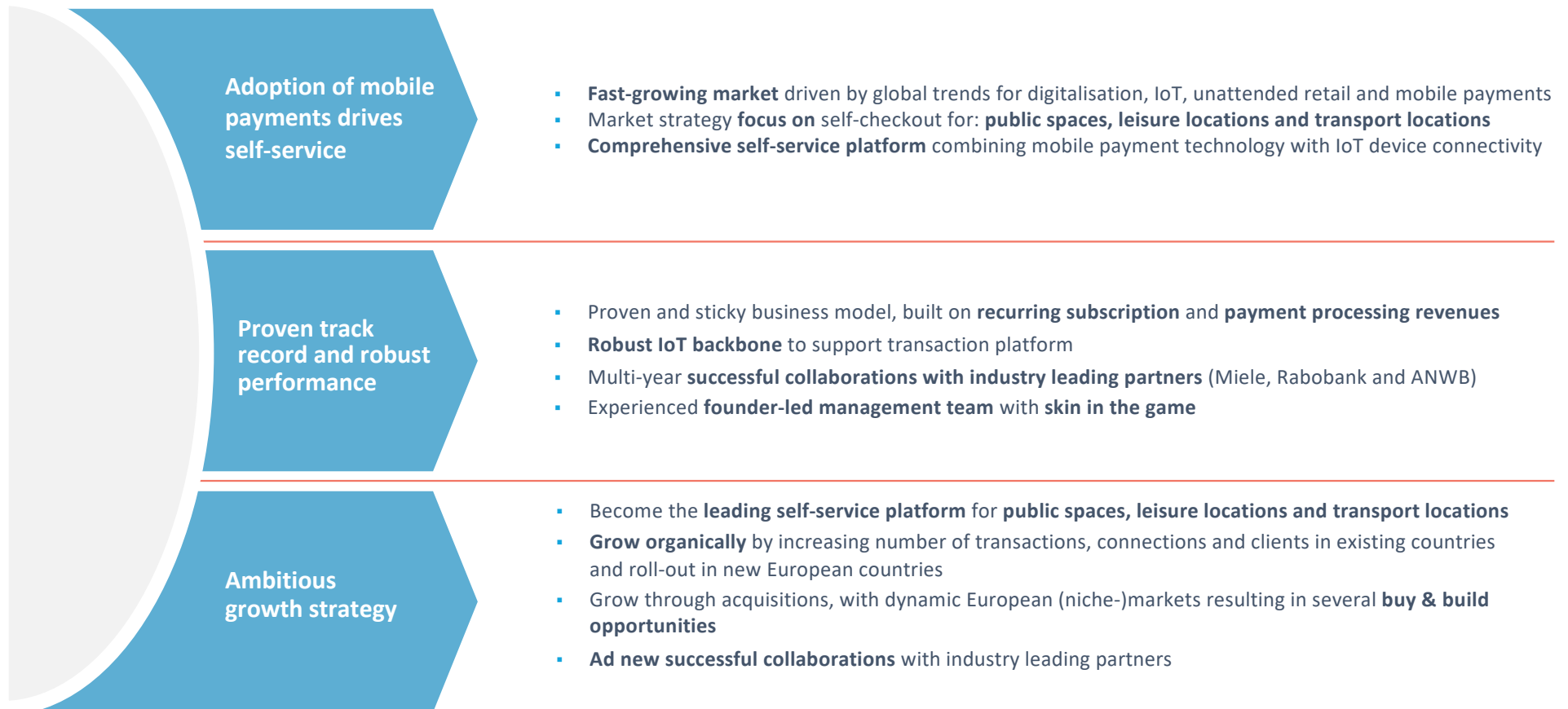
Global cashless transaction volumes (#m)



Global self-checkout systems market size (#bn)



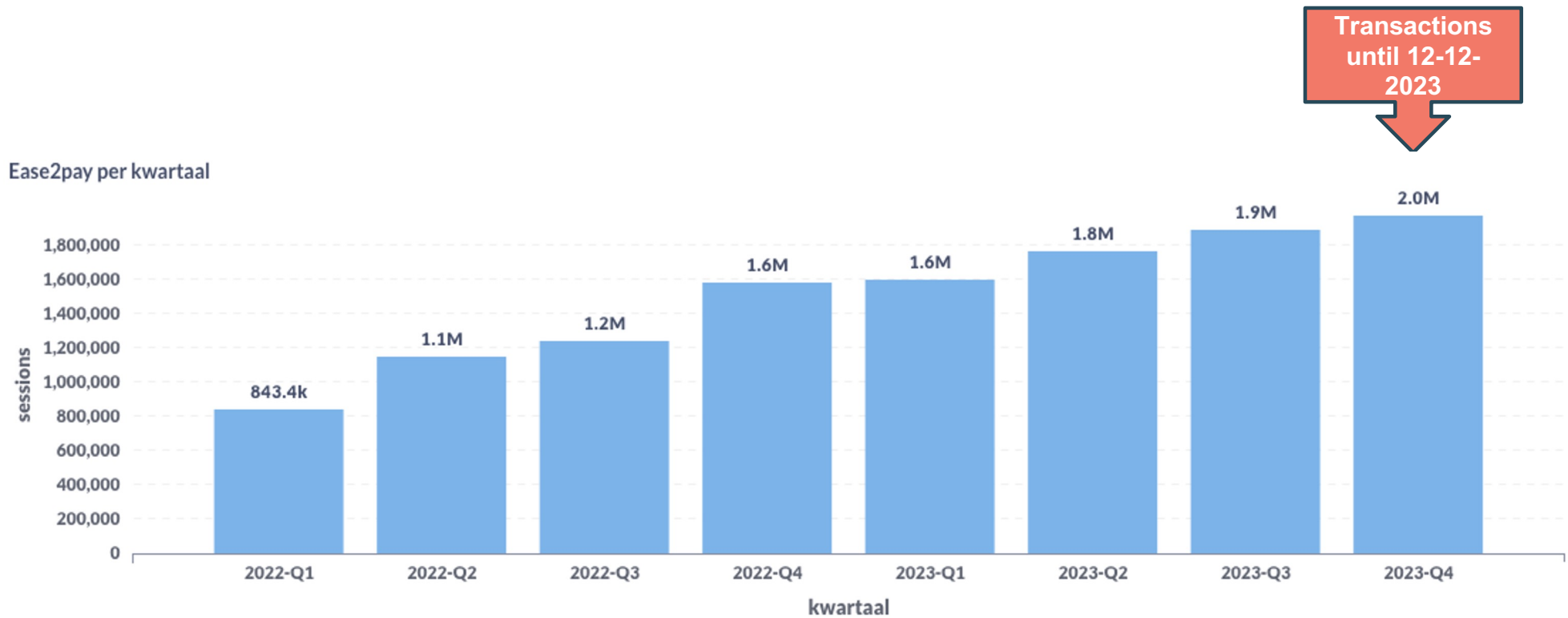
Creating a leading self-checkout platform for locations and facilities



1 Platform enabling mobile self-service for 3 types of locations

	Public Spaces	Leisure Locations	Transport Locations
Targeted end-market	On-street parking Off-street parking EV-charging Markets	Marinas Camper sites	Ports Truck stops
Mobile self-services	<ul style="list-style-type: none"> Booking Parking Power supply 	<ul style="list-style-type: none"> Booking Stay Power supply Water supply Washing 	<ul style="list-style-type: none"> Power supply
Market	B2C/B2B/B2G	B2B/B2G	B2B/B2G
Own labels			
Third party labels	   	  	 

Transactions



Experienced and invested founder-led CEO team committed to growth



Jan Borghuis
Co-CEO and -founder



Gijs van Lookeren Campagne
Co-CEO and -founder

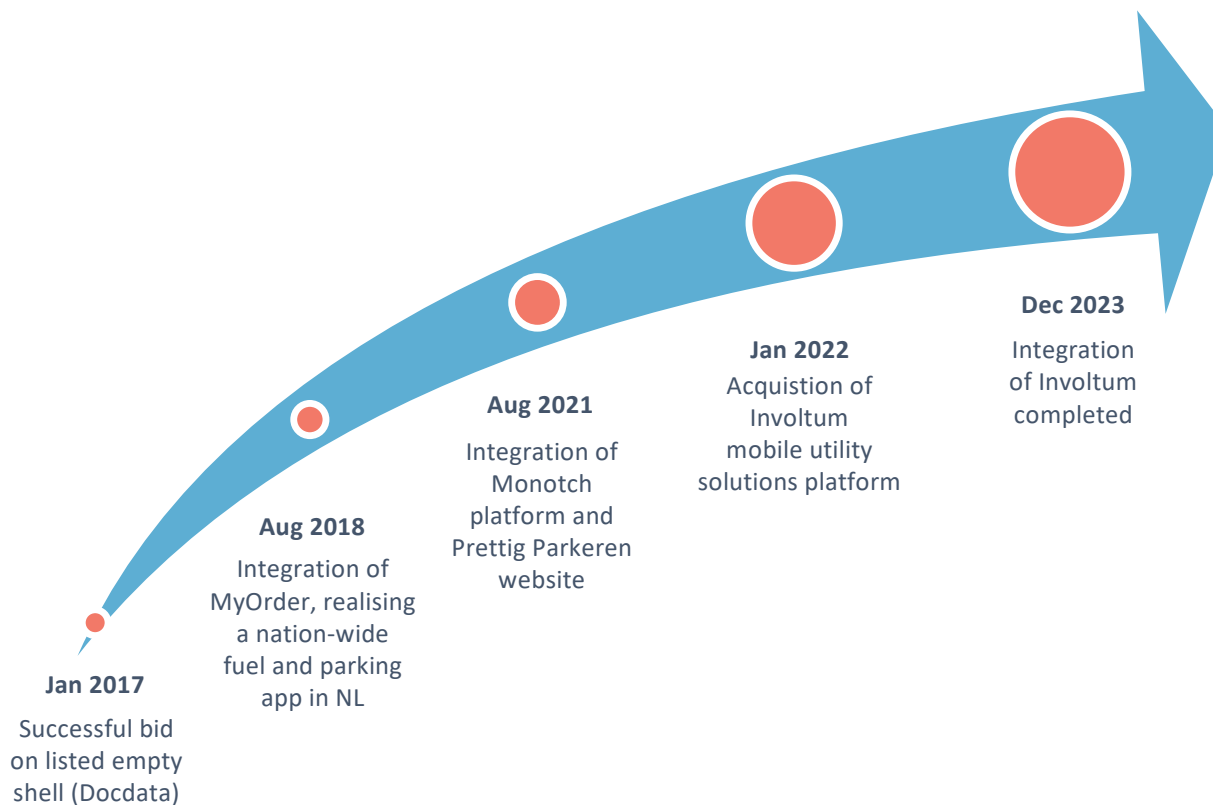
ease2pay^{nv} Co-founder
2017 - Present

ease2pay^{nv} Co-founder
2017 - Present

greenwheels Co-founder
1995 - 2014

greenwheels Co-founder
1995 - 2014

- 28+ years of entrepreneurship
- Proven track record in creating and marketing IoT-driven self-service solutions
- Proven track record in building innovation leader in individual transport
- 28% combined shareholding in Ease2pay



Leading self-checkout platform for mobile

2024 expected to become EBITDA positive through autonomous growth

- ✓ Autonomous growth will increase **processed volume** and **accounts**
- ✓ Using **network effects** and market leading position of existing labels **to gain new clients**
- ✓ **Business development** towards more industry leading partners to enable roll out of **labels across new European countries**
- ✓ Dynamic European niche-markets resulting in a list of **multiple acquisition opportunities** to **establish leading positions** in countries



BOOK



STAY



USE



PAY