



APPSMAKERSTORE HOLDING AS

appsmakerstore.com

a: Executive Summary

Appsmakerstore is a user-friendly Mobile App and website building platform.

We allow SMEs to create Mobile Apps and websites that increase their sales and productivity.

- **Highly scalable** SaaS business.
- **5 years developing our SaaS technology.**
- Resellers give **immediate global reach** with **low COS**.
- Recurring revenue through **monthly/annual subscriptions**.
- Voted **Top Global** App Development Software, March 2015.
- Nominated for **European Business Awards 2015/16**



a: Our Market



There are over 125 million SMEs in the world

US

28 million SMEs

Addressable market:

35% need or are considering
an App = **9,800,000** Apps

Appmakerstore takes **15%**
of addressable market:
1,470,000 Apps

Europe

21.6 million SMEs

Addressable market:

35% need or are considering
an App = **7,560,000** Apps

Appmakerstore takes **15%**
of addressable market:
1,134,000 Apps

Australia

500,000 SMEs

(through Franchisee's new deal)

Addressable market:
15% = **60,000** Apps

Total Addressable Market (AU, US, EU): 2,664,000 Apps

a: We enable all SMEs



Most SMEs cannot create their own Mobile App and website*:

- Expensive to build and maintain.
- Takes too long to create.
- Requires dedicated, specialist IT resource.

Appsmakerstore is a SaaS solution that allows any SME to have a Mobile App and website.

- Affordable subscriptions.
- Fast delivery in 2-3 weeks.
- No coding or IT skills needed.
- Appsmakerstore provides all backend maintenance, development, upgrades and support.

*See Appx 2 for average cost of creating a Mobile App.

a: What we do

- A DIY and Maintain It Yourself platform for SMEs to have their own business Mobile App.
- New in 2015: create a website and App using industry templates.
- No coding skills required; works on all Apple and Android devices.
- 40 Gadgets for all industries including e-commerce, table/event reservations, GPS locating, loyalty stamps, push notifications.
- Our Apps increase customer sales and productivity by ~20%*.
- Customers update App content themselves with 24/7 support.
- Unlimited downloads and users, with links to social media.



Customer Service

Satisfaction: **96.1%**
(global industry standard 94.8%)

Average first time response: **13.3 h**
(global industry standard 18.5 h)

Number of customer tickets: **1,179**
(global industry standard 162)

Source: Zendesk, August 2015

*Source: Internal review of 100 customers, Jan-Apr 2015.

appsmakerstore.com

a: Value proposition to customers



F&B (Singapore)

- Table reservations & food ordering.
- AMS built & published App.
- Training given to marketing team.
- Rolling out across group.

Delivery time: 3 weeks

"The App looks great and has reduced the number of phone calls we receive by about 20 a day. Staff can now focus on customer service in our outlets"

Marketing Manager

F&B (Singapore)

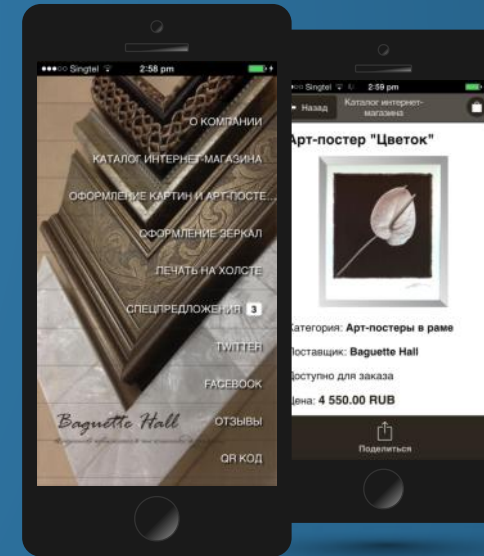
- AMS built & published App.
- Staff training.
- Customers order, pay, collect
- submit custom cake requests
- Facebook integration
- GPS auto messaging.

Delivery time: 3 weeks

"The App allows us to instantly tell customers about new ranges and take orders for collection at lunch or on their way home. Sales have increased by 6%"

Owner

a: Value proposition to customers



F&B (Indonesia)

- DIY customer built App
- Full menu and ordering
- Delivery options
- Social media integration

Delivery time: 3 weeks

"Food delivery is very popular in Bali, so the App allows us to receive and process without having to answer the phone. It's easier for our customers too. We've been really impressed with the App and it's helped us increase revenue by 10% versus last year"

Owner

Retail (Ukraine)

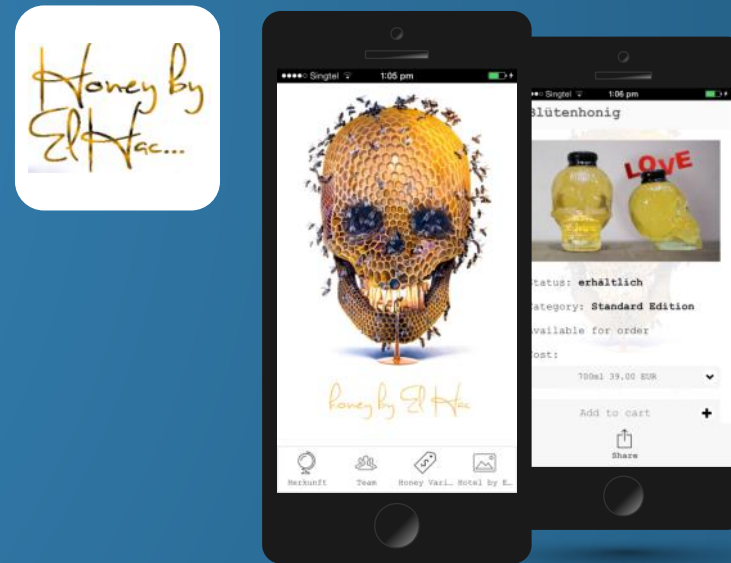
- DIY build by customer
- Customer published App
- Customers View & buy artwork
- submit custom cake requests
- Facebook, Twitter integration

Delivery time: 2,5 weeks

"Customers use the App to view our entire gallery at anytime and contact us to book an appointment. We get 10-15 customers this way every month and our gallery sales conversion rate has increased as customers know what they want to buy"

Gallery manager

a: Value proposition to customers



Retail (Singapore)

- AMS built & published App.
- Trained marketing & IT team.
- Showcases new ranges.
- Customers can order items.
- Customer updates weekly.

Delivery time: 5 weeks

"We've reduced marketing spend by nearly 20% as the App allows us to launch new ranges and promotions easily and quickly. It's a fantastic way for my team to connect with our customers. Incredible value."

Marketing Director

Retail (Austria)

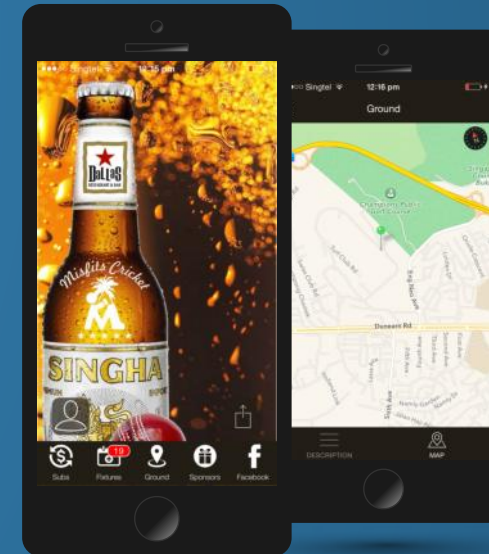
- DIY build by customer
- Customer published App
- Customers view all products
- In-App purchases
- GPS locating

Delivery time: 3 weeks

"We always wanted an App as our customers are young and constantly on their phones. Appsmakerstore has made it so easy and affordable for us. Our next step is to add the loyalty gadget to reward customers"

Founder

a: Value proposition to customers



Retail & F&B (India)

- DIY customer build
- Originally for their bakery
- Added retail for feedback
- Consumer sales and events

Delivery time: 4 weeks

"The App is much higher quality compared to others we looked at. The price was very reasonable and included everything. The App is very flexible and we have evolved it as our business has changed. This is very important to us and it helps increase awareness and sales of all our services."

Founder

Sports club (Singapore)

- Run by volunteers for 10yrs.
- 200+ members pay \$200/ season.
- AMS built & published App.
- Members register, pay subs.
- View and click to attend matches.
- Admin no longer rely on email/sms.
- Sponsors paid part of App cost

Delivery time: 4 weeks

"We tried 'Teamer', but their App wasn't mobile friendly. Your solution looks great, it's easy to use, contains loads of features and I can update content quickly. It's made my role easier and enriched our membership experience. I can't imagine life without our App!"

Club President

a: Value proposition to customers



Radio (Turkey)

- DIY build and publish
- Listen to broadcasts
- Social media integration
- Contact for requests

Delivery time: 3 weeks

"Now we can compete with bigger stations and let our listeners enjoy Run On Air wherever they are. It was so easy to build and your support team helped me to link my station API. Very fast service!"

Founder, CEO & DJ

Radio (US)

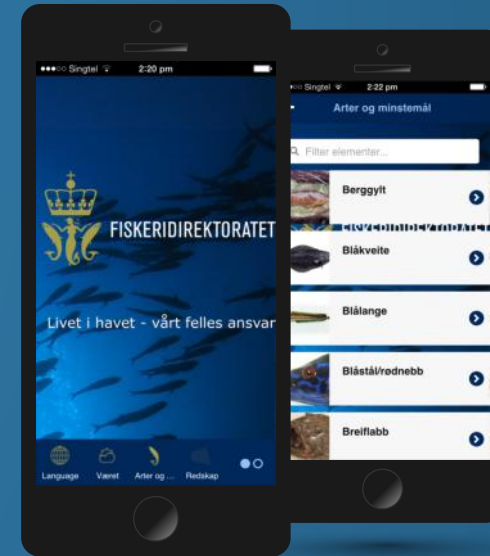
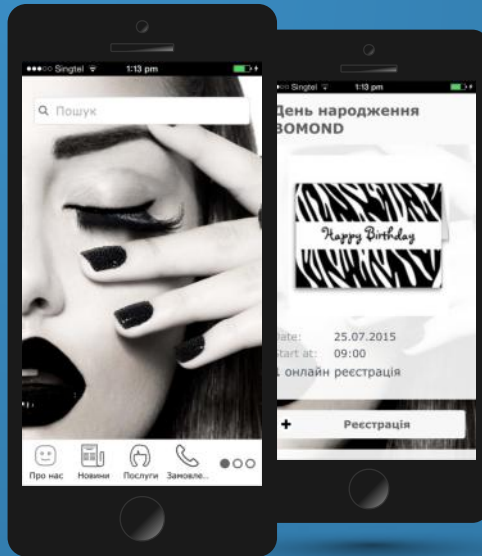
- DIY build and publish
- Listen to broadcasts
- Social media integration
- Contact for requests

Delivery time: 3 weeks

"Previously we relied on listeners using our website on their cell phone. Now the App gives them a perfect interface that's real easy to use and join in!"

Owner

a: Value proposition to customers



Health & Beauty (Russia)

- DIY customer build
- Shows all services
- Book to attend exclusive events
- GPS locating

Delivery time: 3 weeks

"All our customers have smartphones so we really wanted an App. You gave us great pricing and a beautiful App. Our recent birthday event was advertised on the App and 50 people booked using the App, the most ever. It was incredible to speak to your support team in Russian language too!"

Owner

Government agency (Norway)

- AMS built & published
- Training to staff
- First government dept App
- Now developing phase 2

Delivery time: 4 weeks

"We are the first government agency here to have a mobile App and we are very happy with it. It contains all information we want to show people and is much easier to update than our website."

Department manager

a: Our products are award winning



a: Leadership Team



Rudi Carlsen (38). Serial entrepreneur from age 18 within telecoms and IT. Founded Appsmakerstore in 2009. Previously behind companies including Telecom Performance (Enitel/listed), Ippcom, TBP, Backupsea. Based in Singapore.



Richard Jones (38). 17 years experience in FMCG, global distribution and telecoms. Founder of Retail Juice Pte Ltd, featured on BBC World News and Channel News Asia. Based in Singapore, joined AMS in 2013.



Julia Guliska (27). Been with Appsmakerstore since the start. Graduated in Ukraine with experience managing Offshore Development Centres selling IT services to international customers. Based in Ukraine.

Appsmakerstore AS Holding, Norway

IP, shares

Appsmakerstore Ltd Operations, UK

Finance consolidation
(revenue, salaries, costs)

Appsmakerstore International Pte Ltd Management, Singapore

Employment of
management team



a Thank you