

# Mountain Alliance AG

## Accelerating Digital Transformation



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**We provide access to the winners of digital transformation through a publicly listed company.**



# Mountain Alliance leadership



Highly experienced leadership team drives Mountain Alliance's success



**Daniel Wild**

*Founder & Board Member*

Serial entrepreneur and early investor in more than 150 startups over the past almost 25 years.

Several companies he has backed have reached unicorn valuations such as XING and Trivago.



**Manfred Danner**

*COO / CFO*

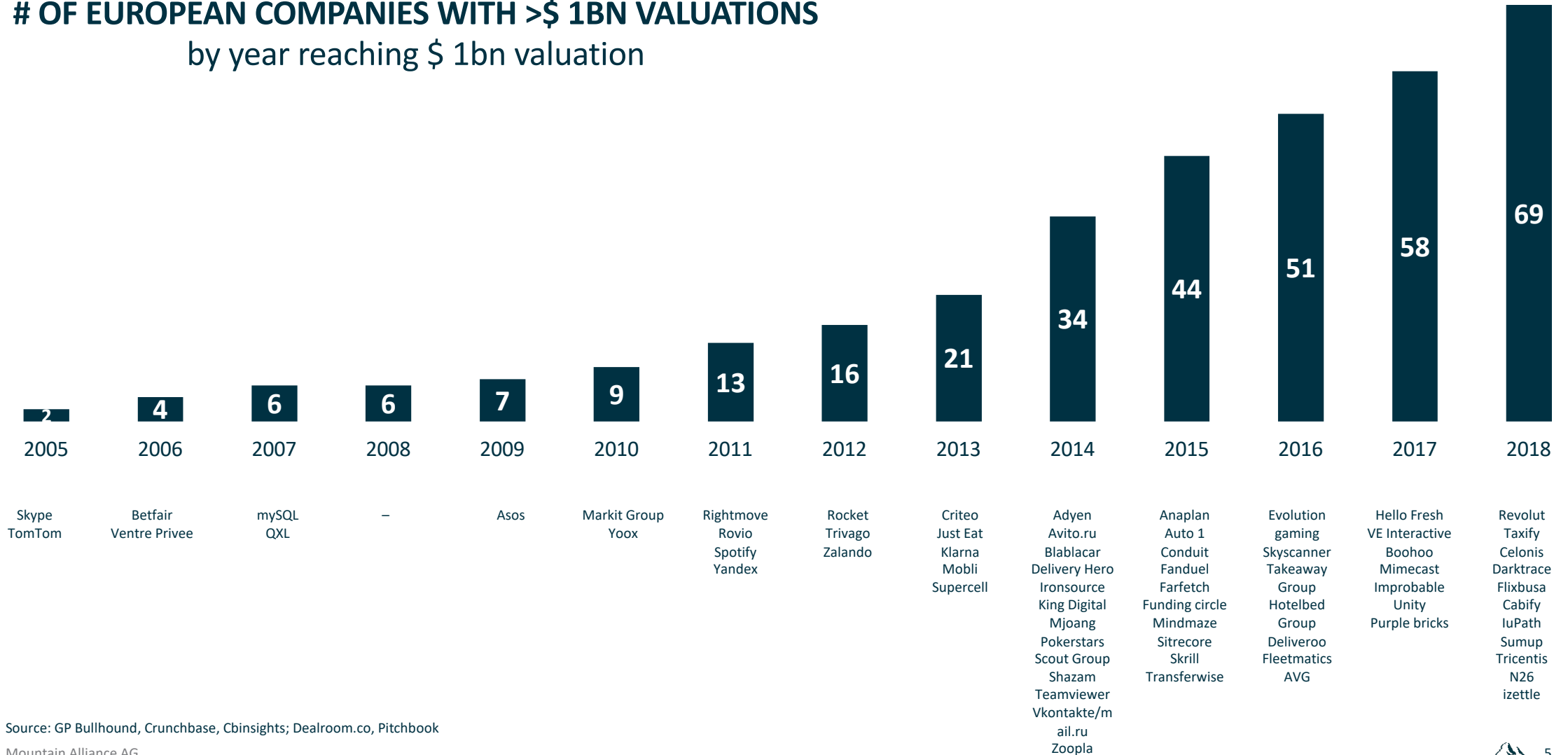
Joined MA in 2010 and significantly shaped the transformation of MA into a digital investment company.

Previously in senior management positions at different industrial and technology companies.

Member of the executive board since 2017.

# The European tech ecosystem has matured

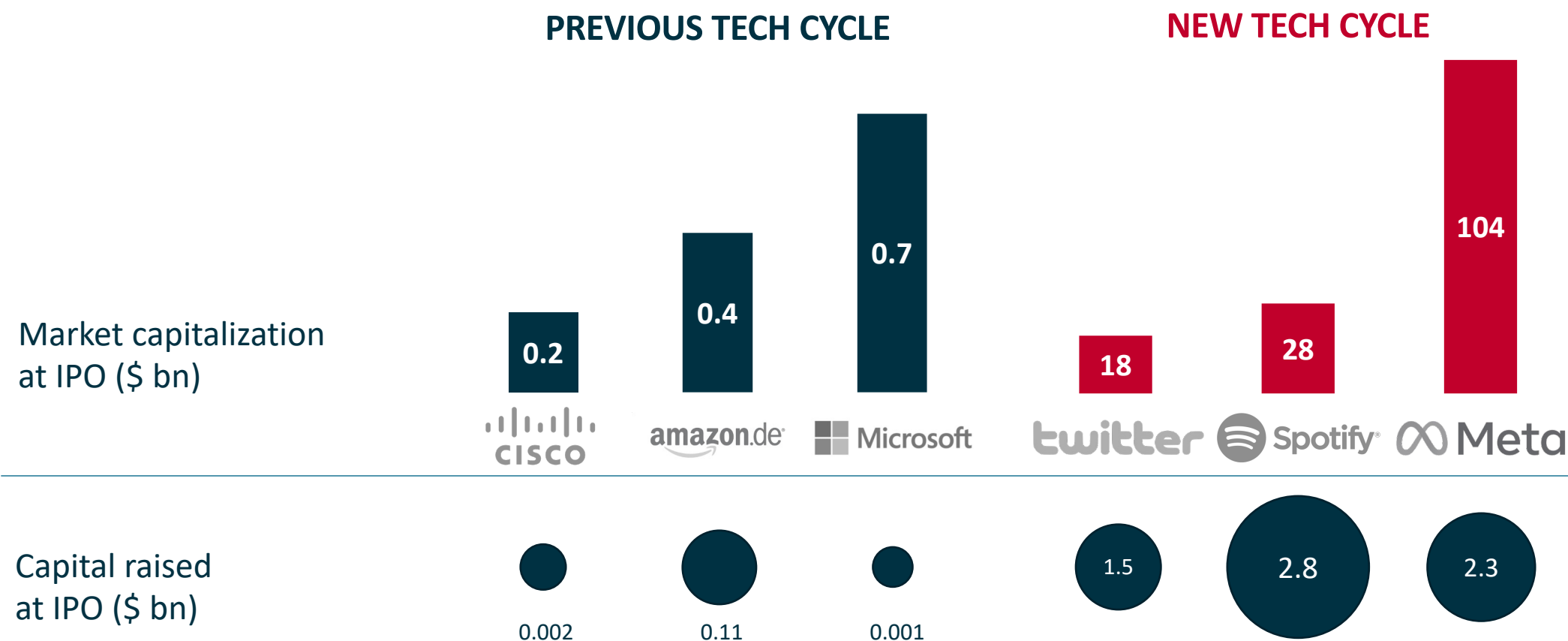
## # OF EUROPEAN COMPANIES WITH >\$ 1BN VALUATIONS by year reaching \$ 1bn valuation



Source: GP Bullhound, Crunchbase, Cbinsights; Dealroom.co, Pitchbook

Mountain Alliance AG

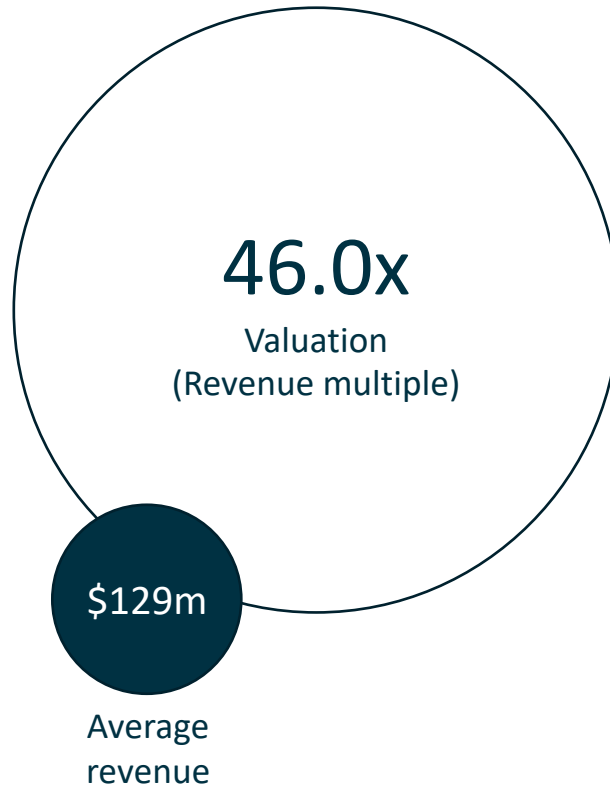
# Private markets capture most value



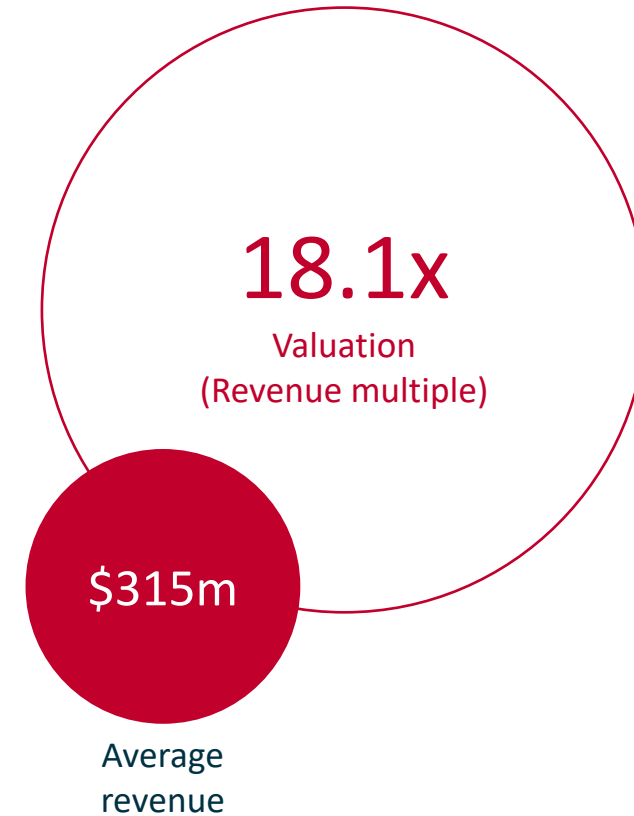
Pre-IPO access is critical to driving investor returns

# European tech valuations: still attractive investments

## U.S. UNICORNS

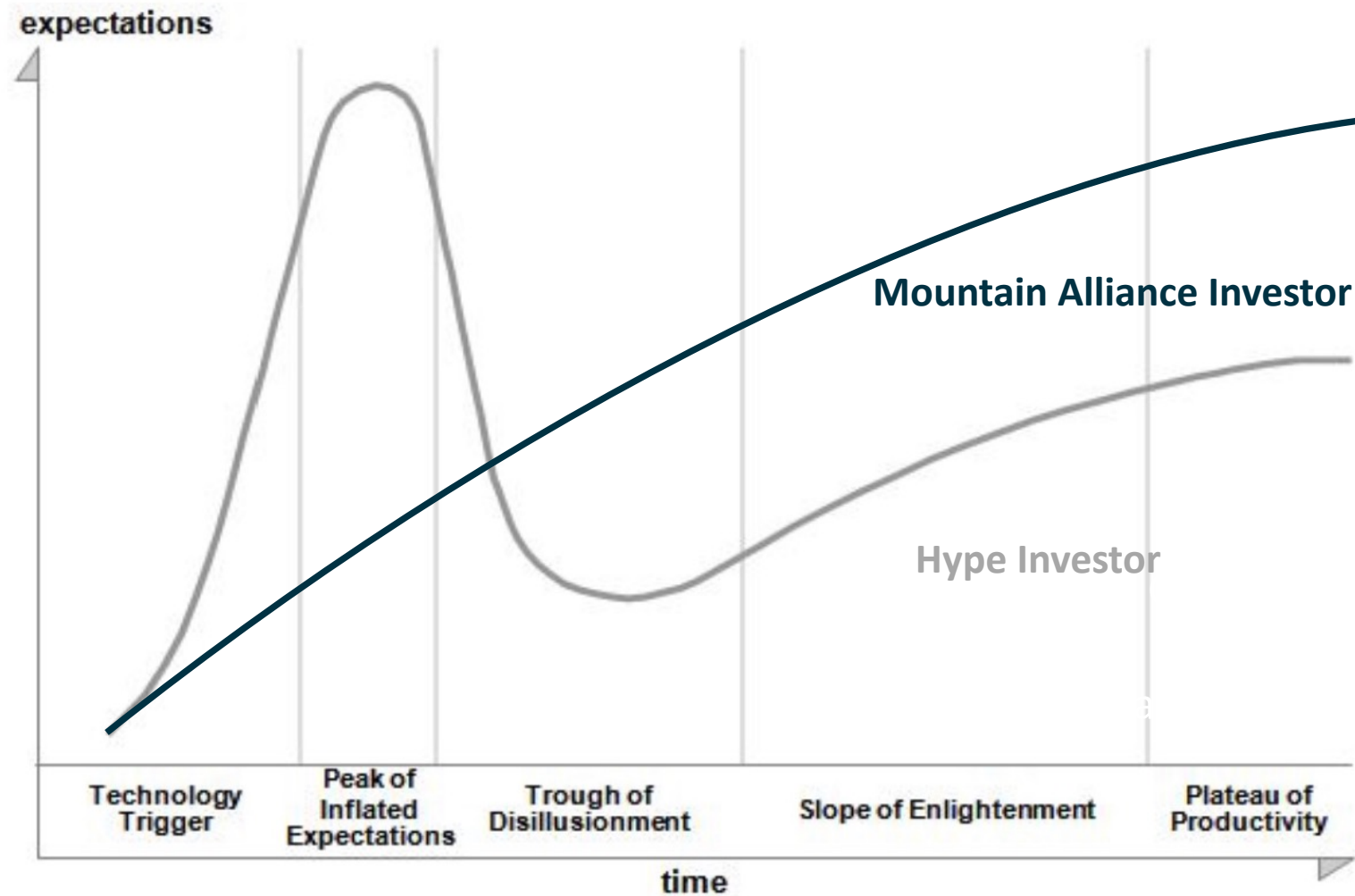


## EUROPEAN UNICORNS



**European investors require a stronger track record for billion-dollar valuations**

# Mountain Alliance portfolio smoothes shocks





# We invest in the most promising tech sectors

## Health



## Work



## Live

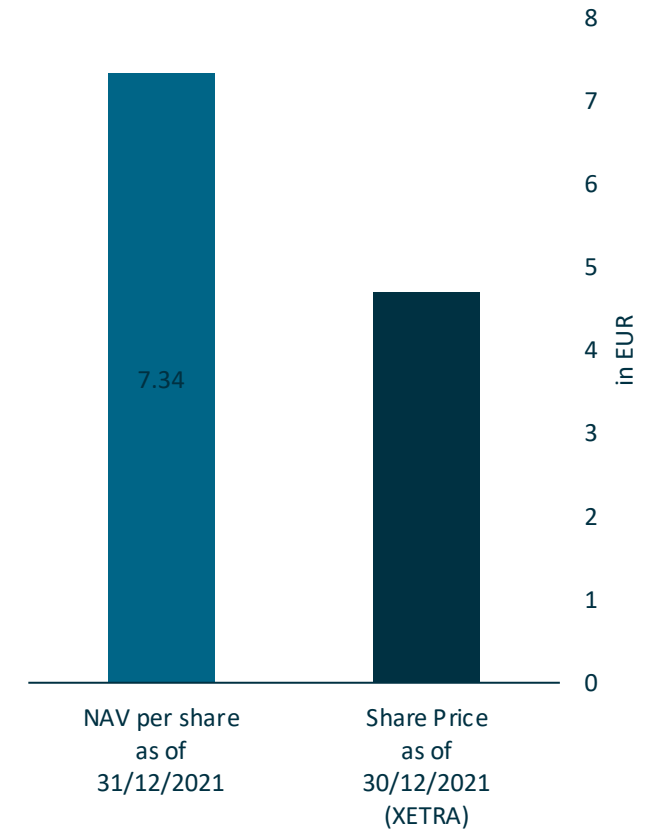
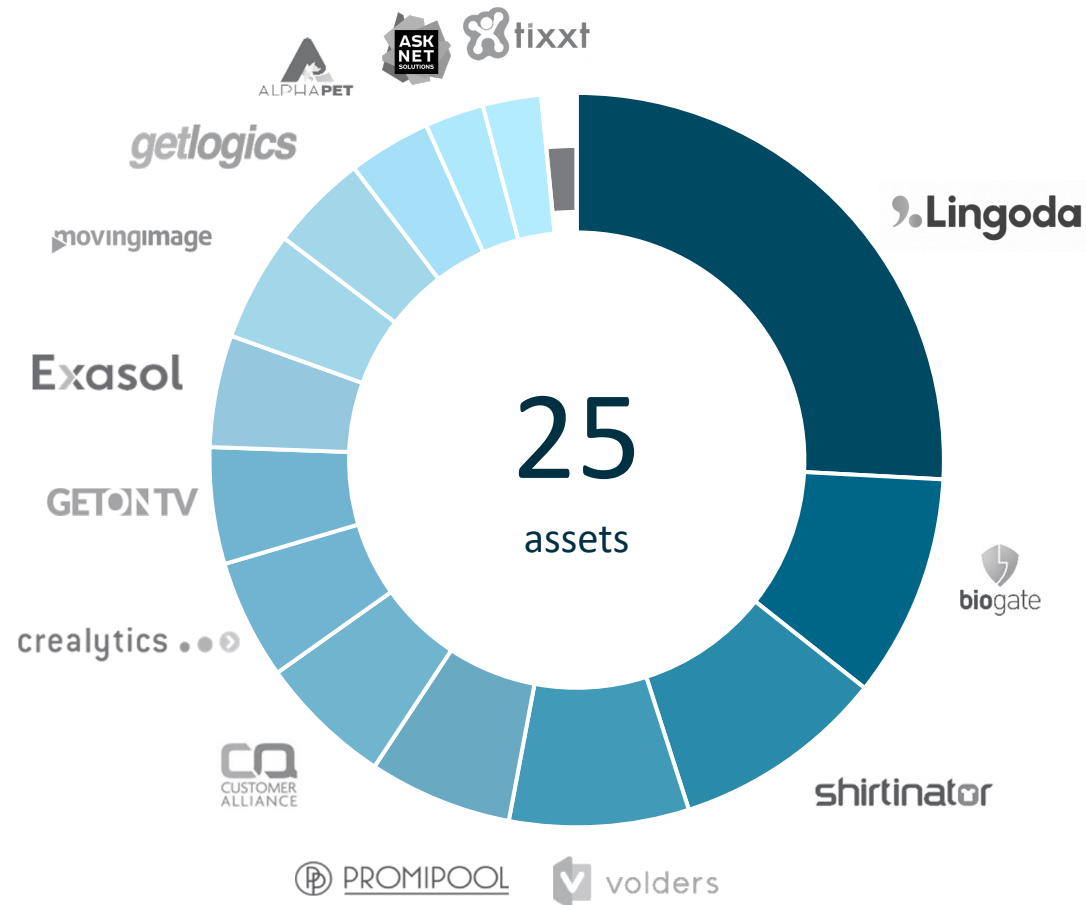


## Infrastructure



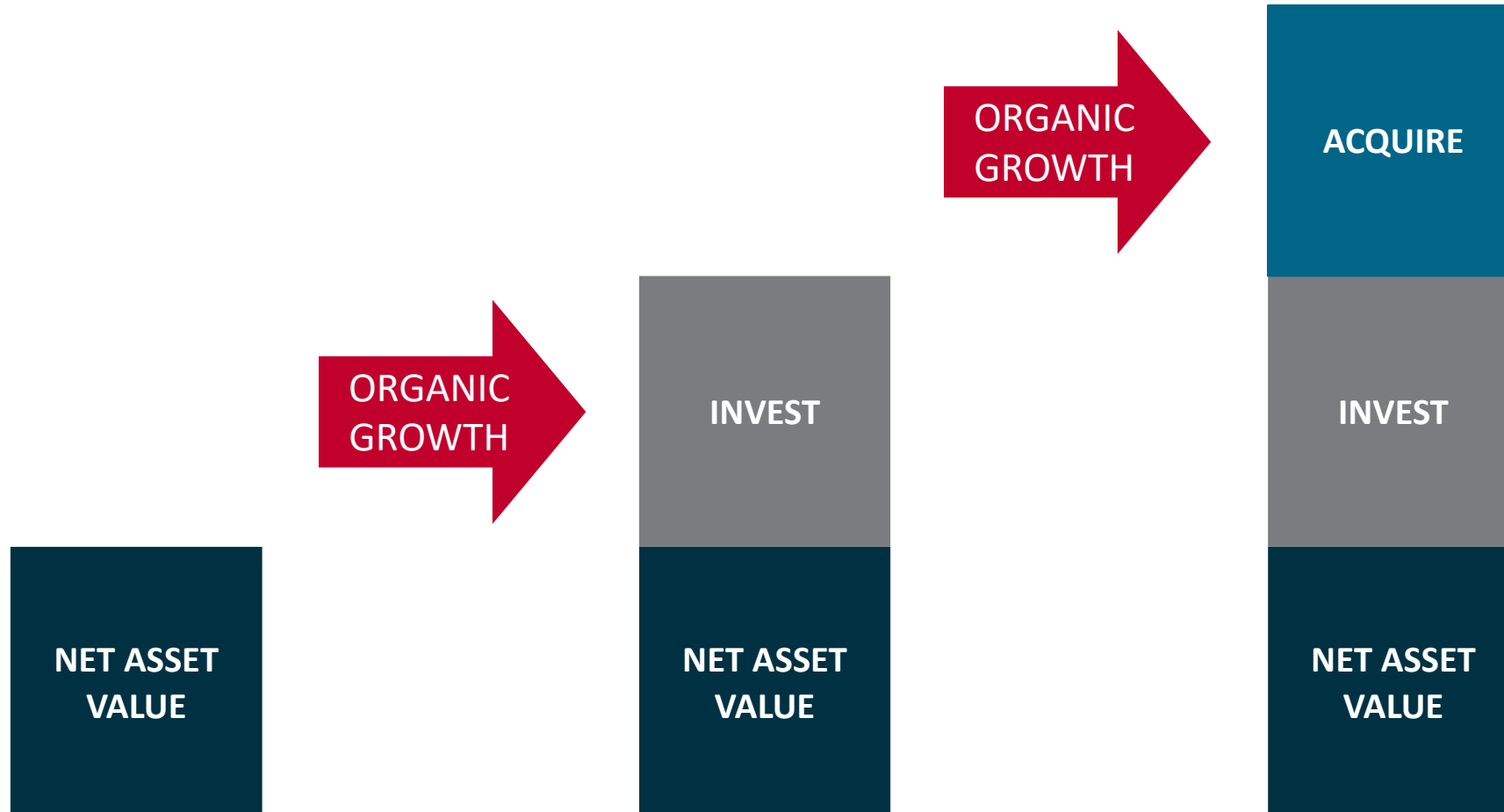
# Top-level overview of current portfolio

## Mountain Alliance portfolio breakdown and valuation



Portfolio as of 31/12/2021

# How we grow



# Investment criteria

Investing in companies that shape the world of tomorrow

## Disruption

Digital, disruptive, scalable businesses

## Growth

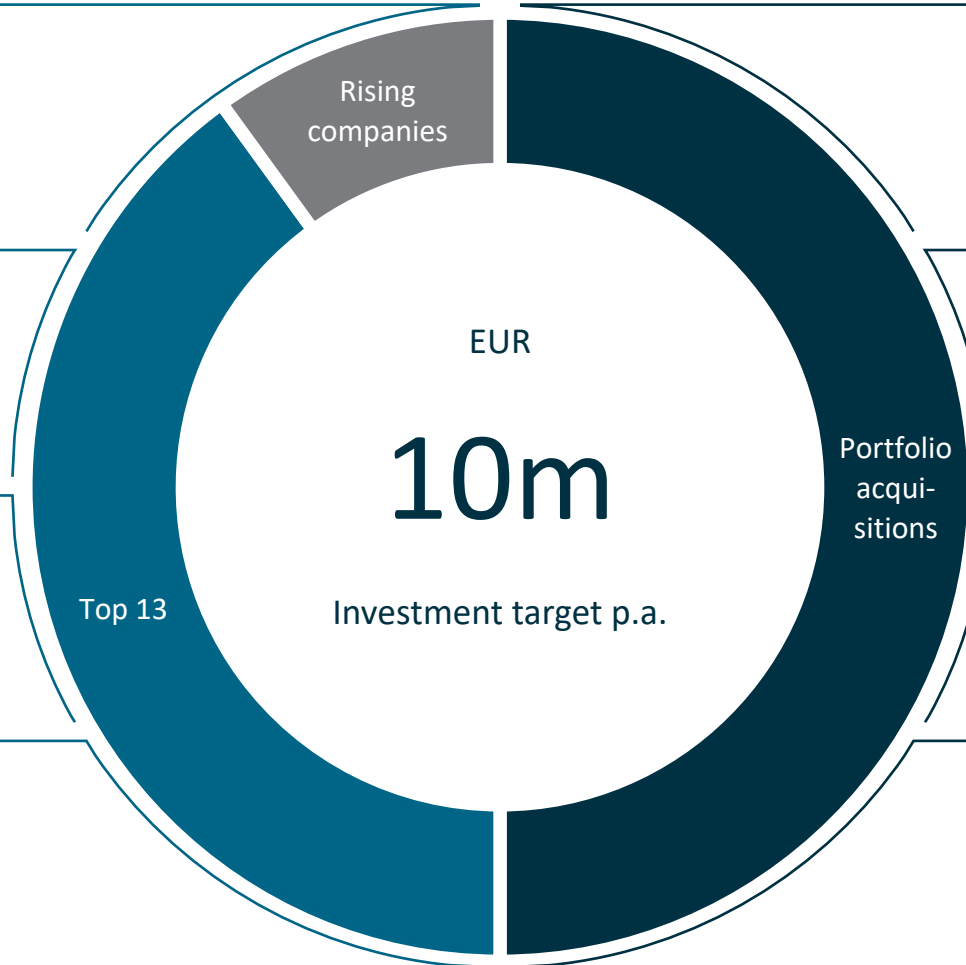
Growth companies with significant revenues

## Profitability

Visible and credible path to profitability

## Maturity

Exit horizon of 3–5 years



## Price discipline

Pursue accretive acquisitions by buying portfolios at discount to NAV

## Network

Leverage network via MA & MP that provides access to a large number of interesting portfolios

## Diversification

Invest in portfolios containing companies that we already hold shares in rather than single assets

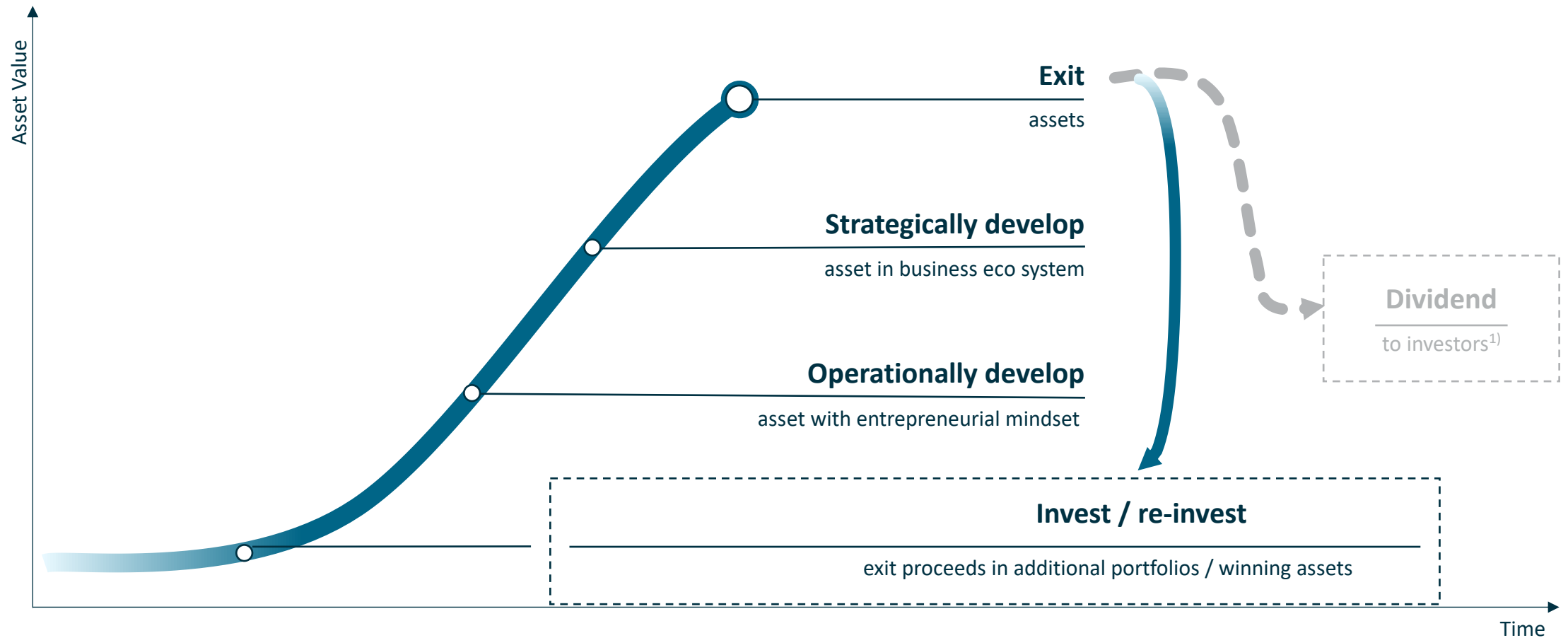
## Synergy

Actively seek targets that can be accelerated with existing service companies



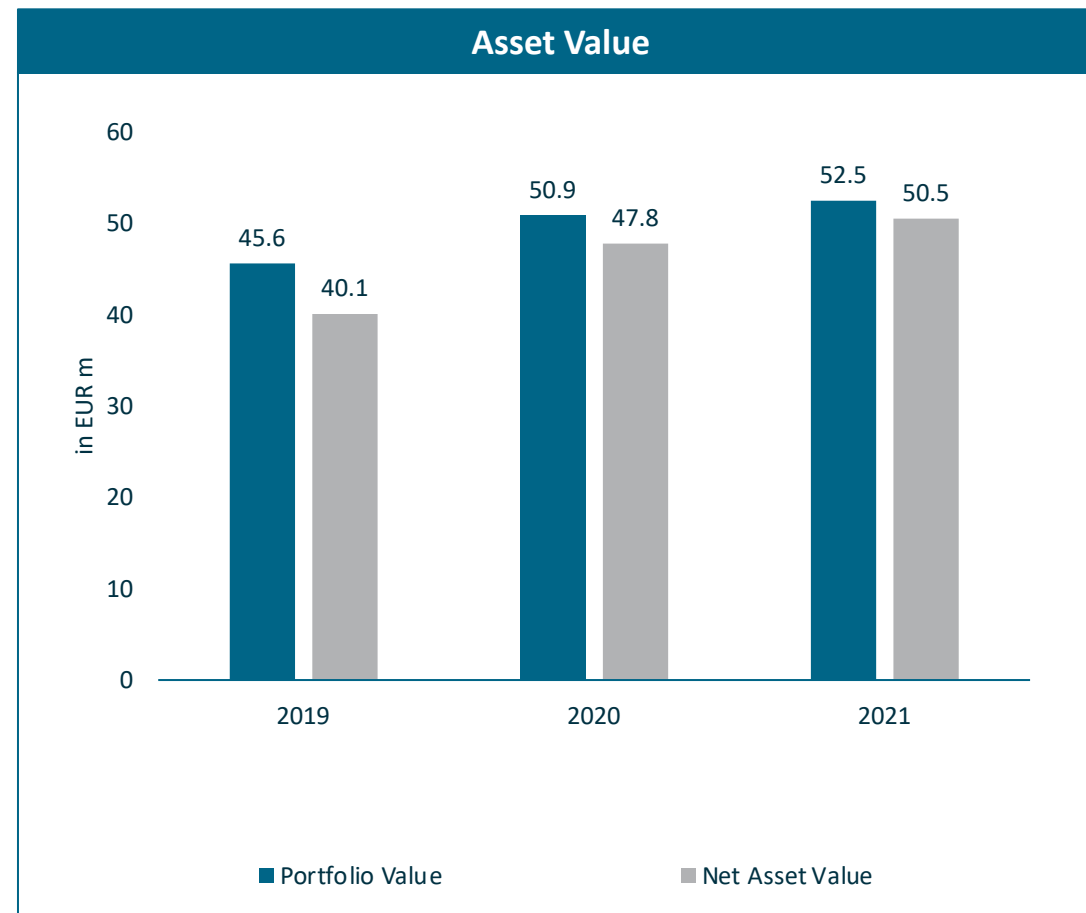
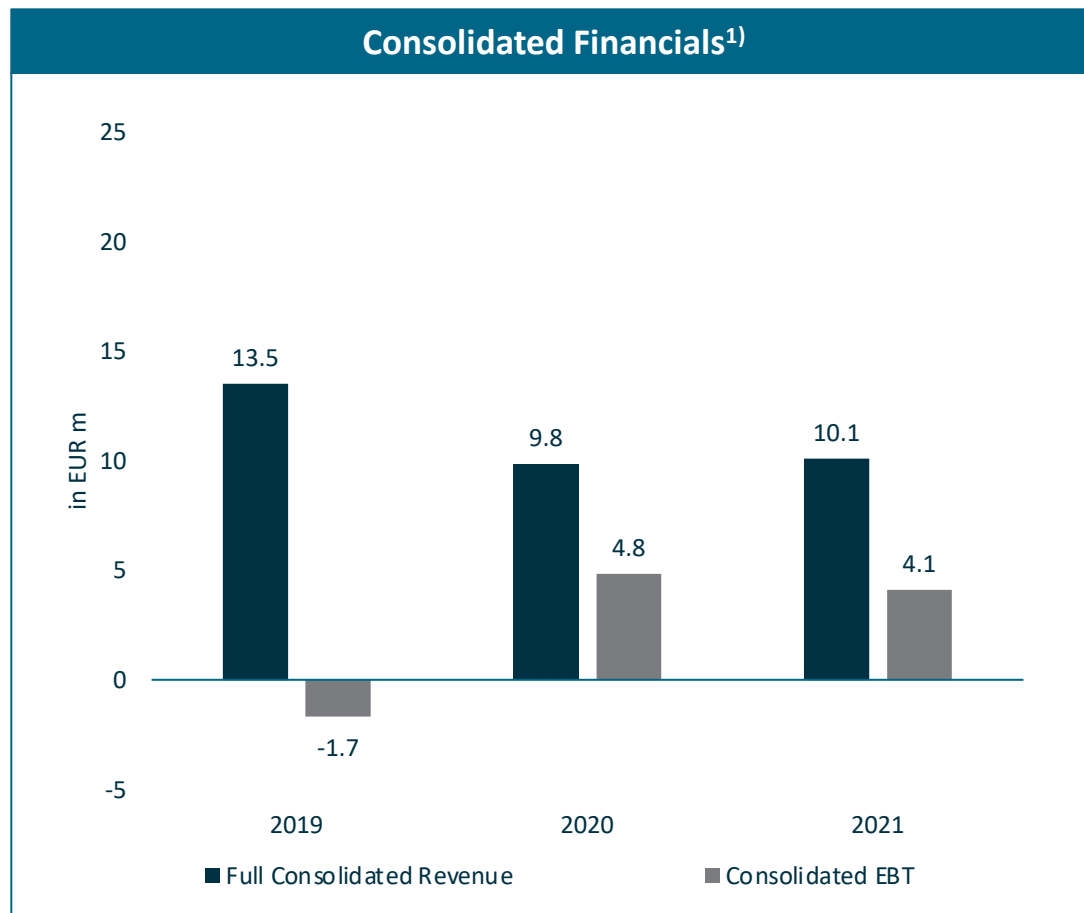
# A self-funding system for future growth

Mountain Alliance is an evergreen structure focused on sustainable growth



1) Planned at a market capitalization of € 100m

# Key financials



1) Full consolidated revenue from portfolio companies: getonTV, getlogics, Shirtinator, Promipool

# Exit track record

## Mountain Alliance's exits in recent years

<div></div> <div>Cloud-based POS Systems</div> <div><div>sold to</div></div> <div>Headquarter Berlin, Germany</div> <div>Invested in 2017</div> <div>Exited in 2022</div>	<div></div> <div>Meta-platform for luxury fashion</div> <div><div>sold to</div></div> <div>Headquarter Munich, Germany</div> <div>Invested in 2009</div> <div>Exited in 2022</div>	<div></div> <div>High-end and extensible analytics platform</div> <div><div>sold to</div></div> <div>Headquarter Nuremberg, Germany</div> <div>Invested in End 2018</div> <div>Exited in 2020<sup>1)</sup></div>	<div></div> <div>Platform for premium pet supplies</div> <div><div>sold to</div></div> <div>Headquarter Munich, Germany</div> <div>Invested in 2017</div> <div>Exited in 2020<sup>1)</sup></div>
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1) Partially exited

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