



# 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 25 years.

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



**Manfred Danner**

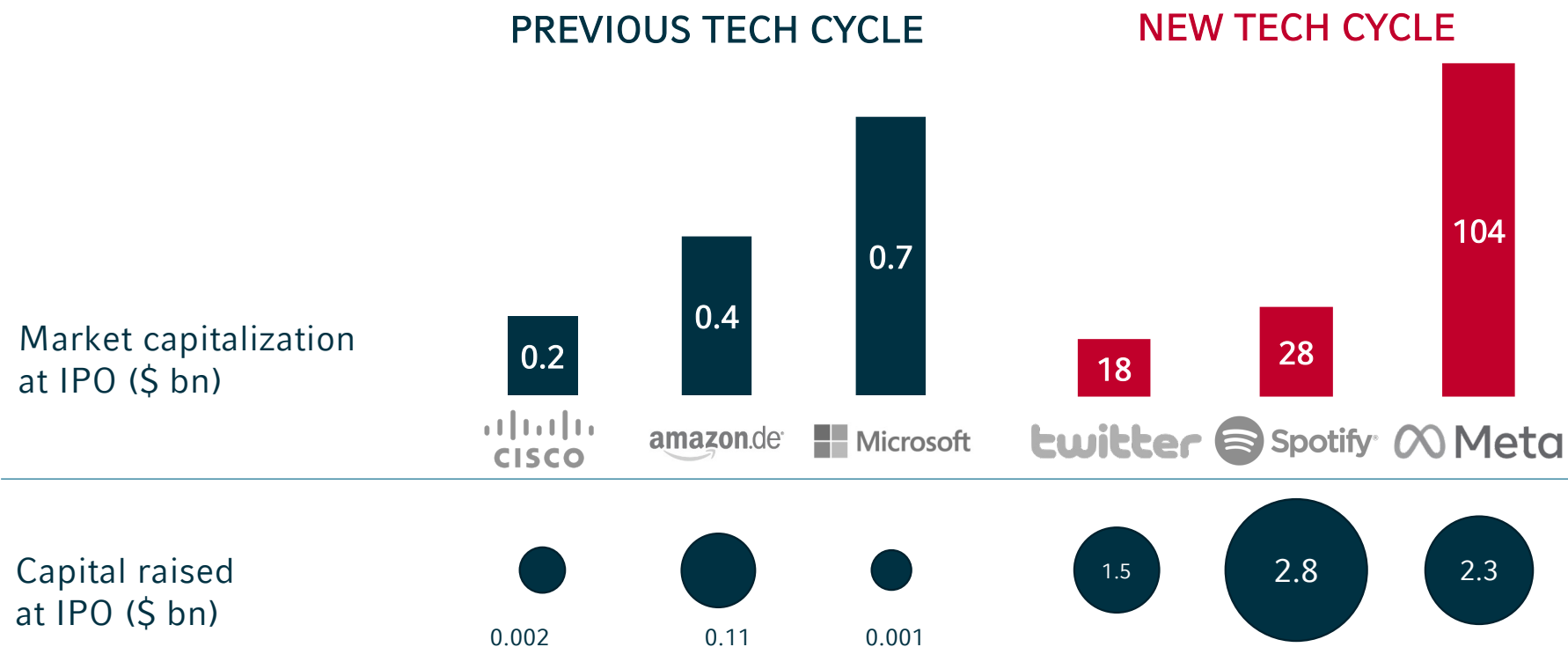
*CEO*

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.

# Private markets capture most value



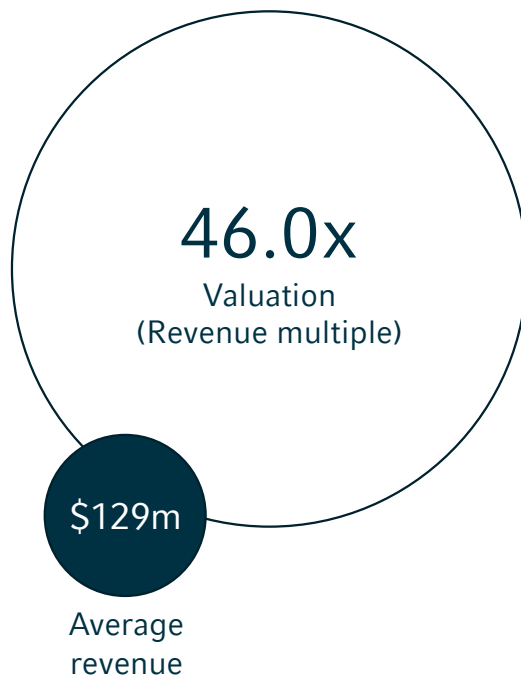
Pre-IPO access is critical to driving investor returns

Source: Public Information, Crunchbase.com, Quigley Report  
Mountain Alliance AG

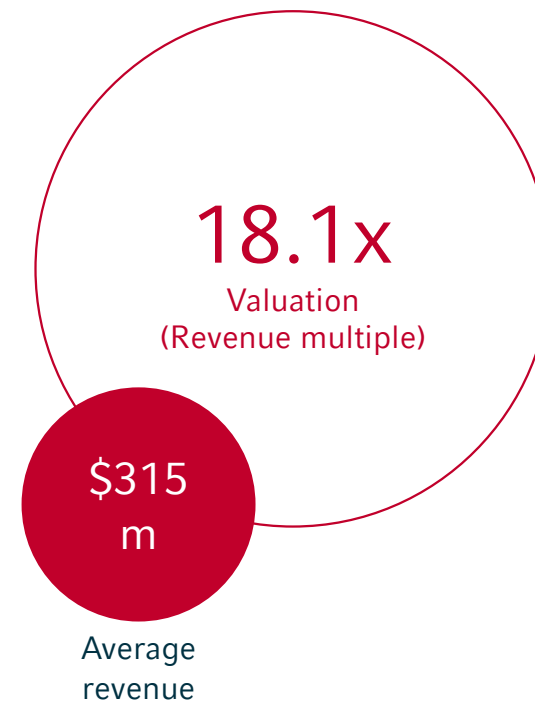
# European tech valuations: still attractive investments



## U.S. UNICORNS

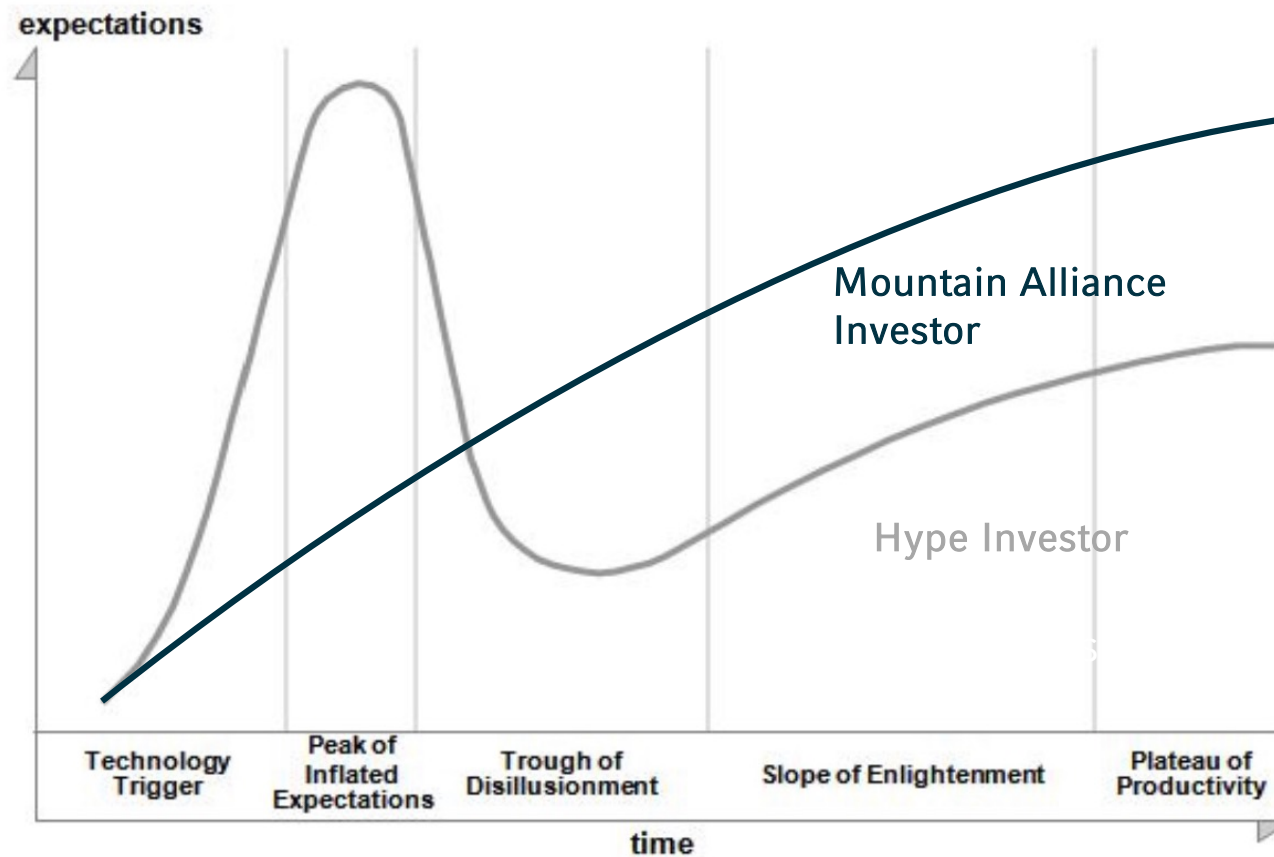


## EUROPEAN UNICORNS



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

# Mountain Alliance tech portfolio smoothes shocks Mountain Alliance



# We invest in the most promising tech sectors



## Health



## Work



## Live



## Infrastructure

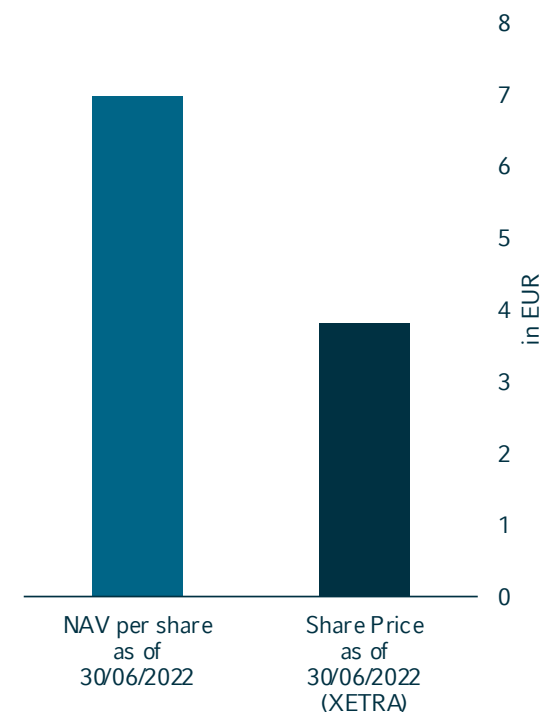
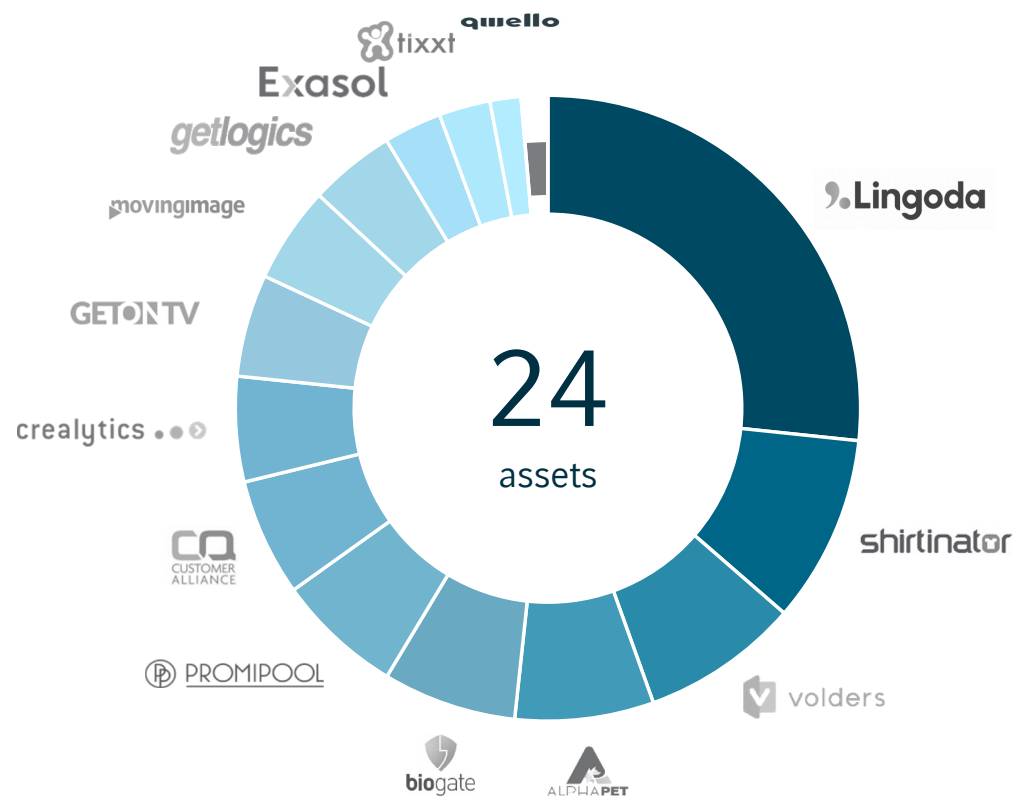




# Top-level overview of current portfolio



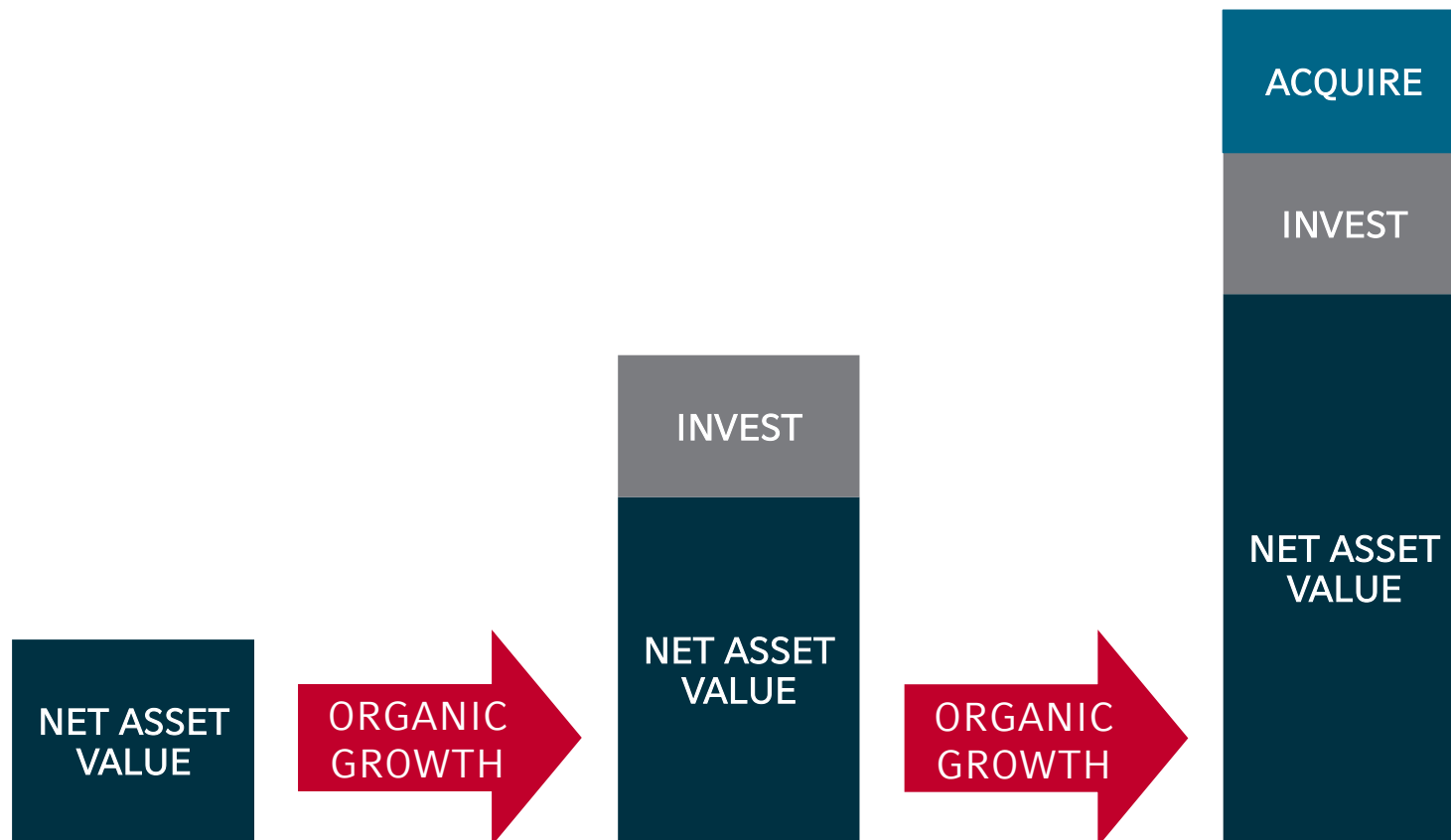
## Mountain Alliance portfolio breakdown and valuation



Portfolio as of 30/06/2022

Mountain Alliance AG

# How we grow



# Investment criteria



Investing in companies that shape the world of tomorrow

## Disruption

Digital, disruptive, scalable businesses

## Growth

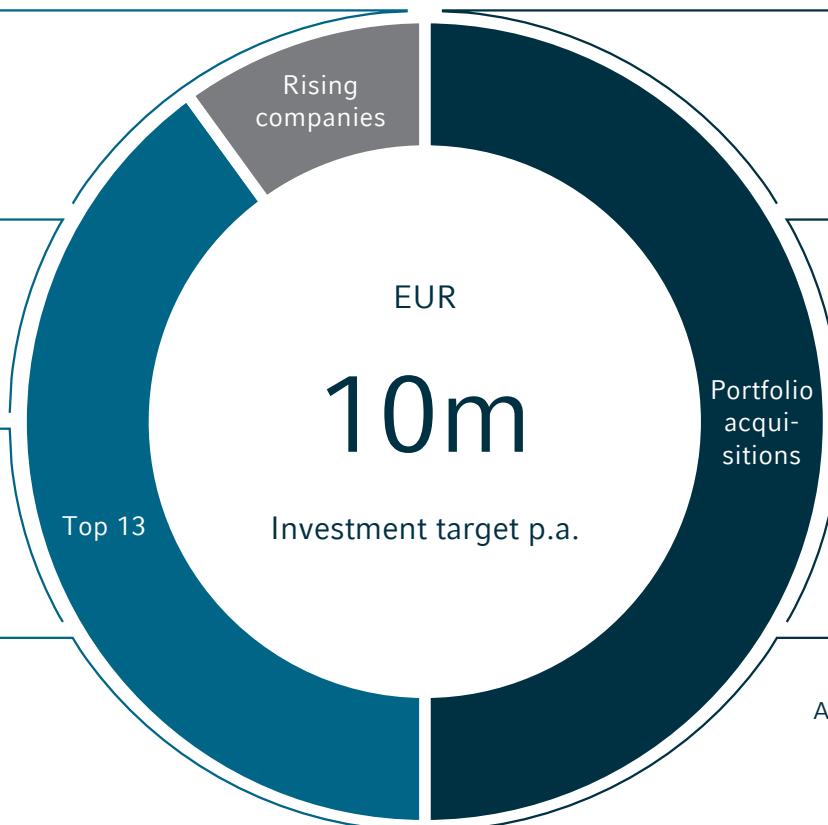
Growth companies with significant revenues

## 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

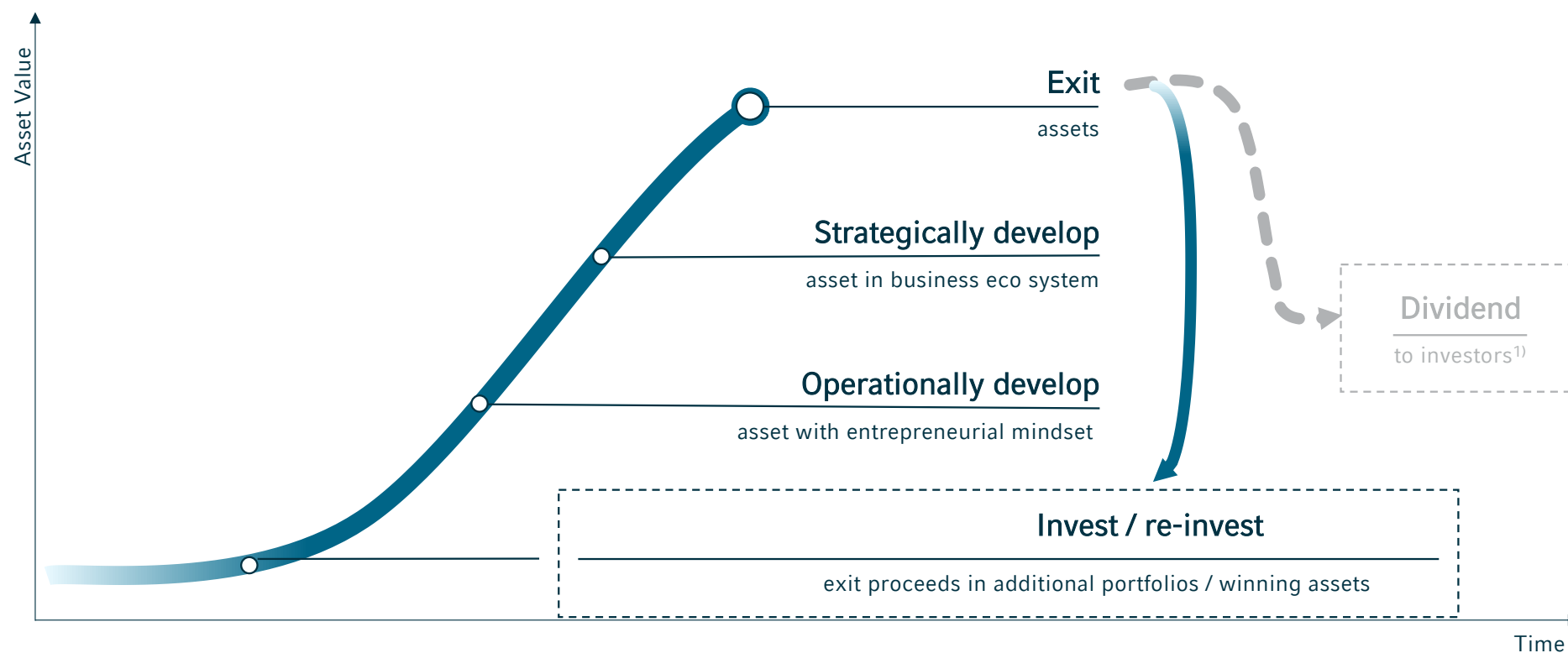
## Synergy

Actively seek targets that can be accelerated with existing service companies

# A self-funding system for future growth

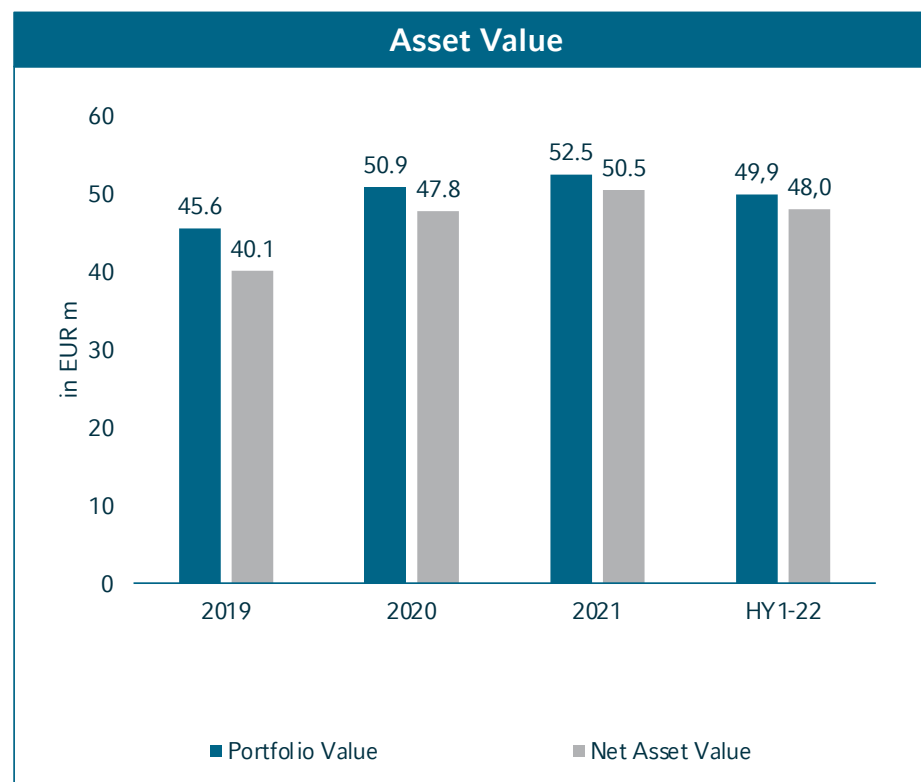
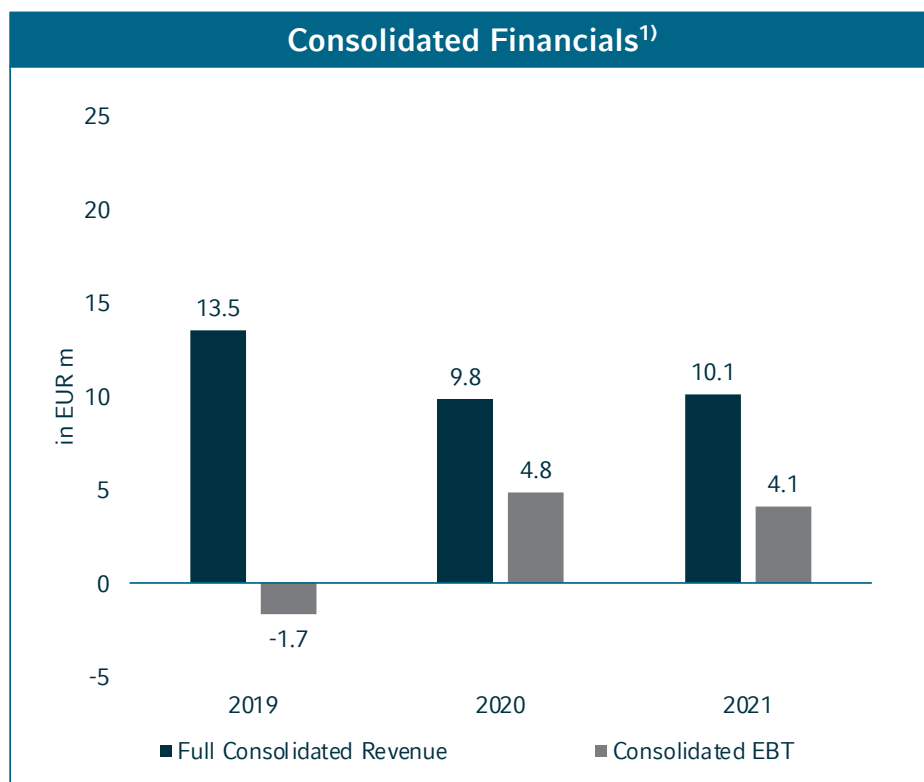


Mountain Alliance is an evergreen structure focused on sustainable growth



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 selected exits in recent years

 Cloud-based POS Systems  sold to   Invested in 2017  Exited in 2022	 Platform for premium pet supplies  sold to   Invested in 2017  Partially exited in 2020/22	 Meta-platform for luxury fashion  sold to   Invested in 2009  Exited in 2022	 High-end and extensible analytics platform  sold to   Invested in end of 2018  Partially exited in 2020	 Online language school with virtual classrooms  sold to   Invested in 2017  Partially exited in 2019
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