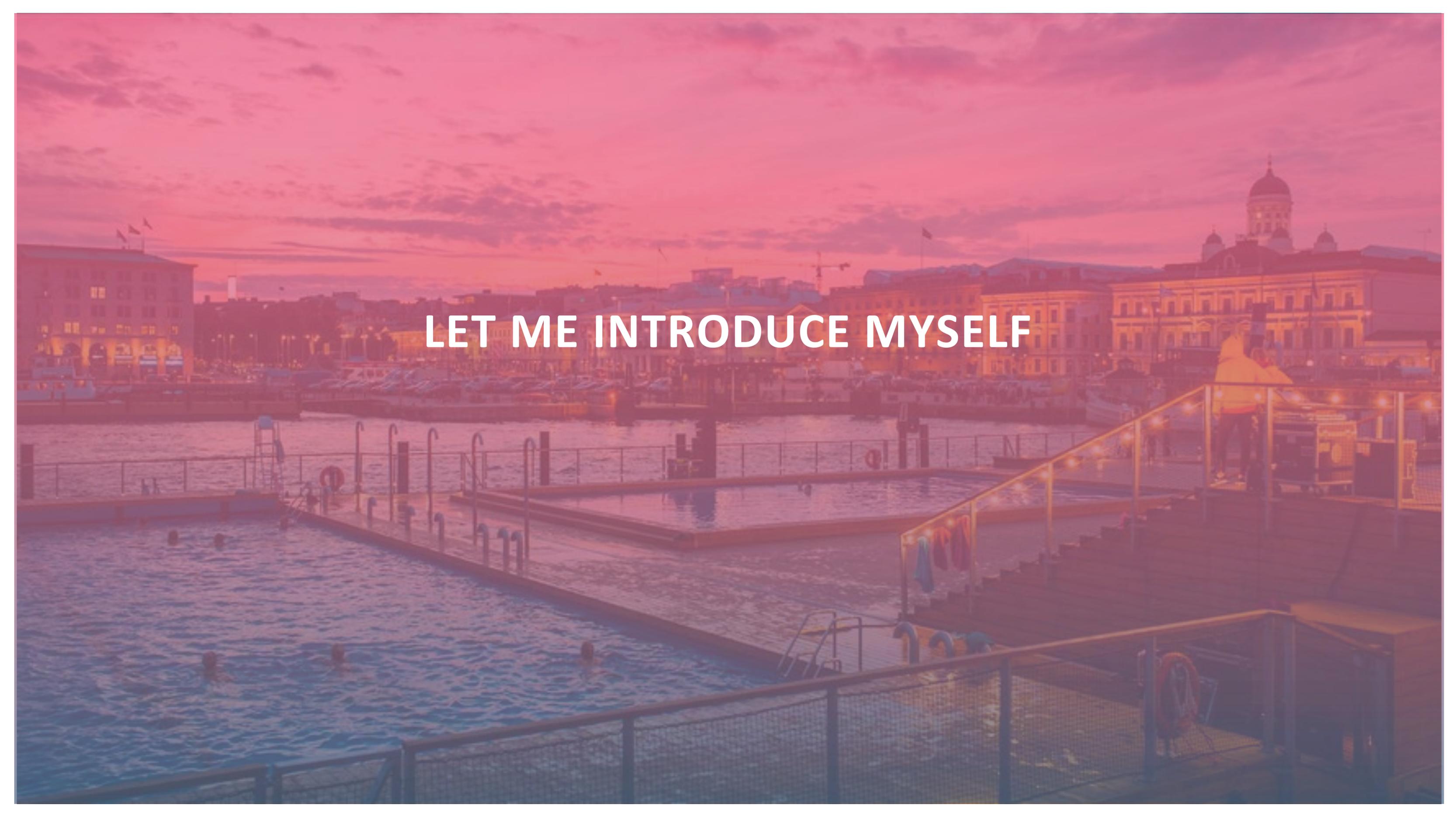


DIGITAL FUNDRAISING

# Your #1 partner in funding

INVESDOR

Finance, let's dance.



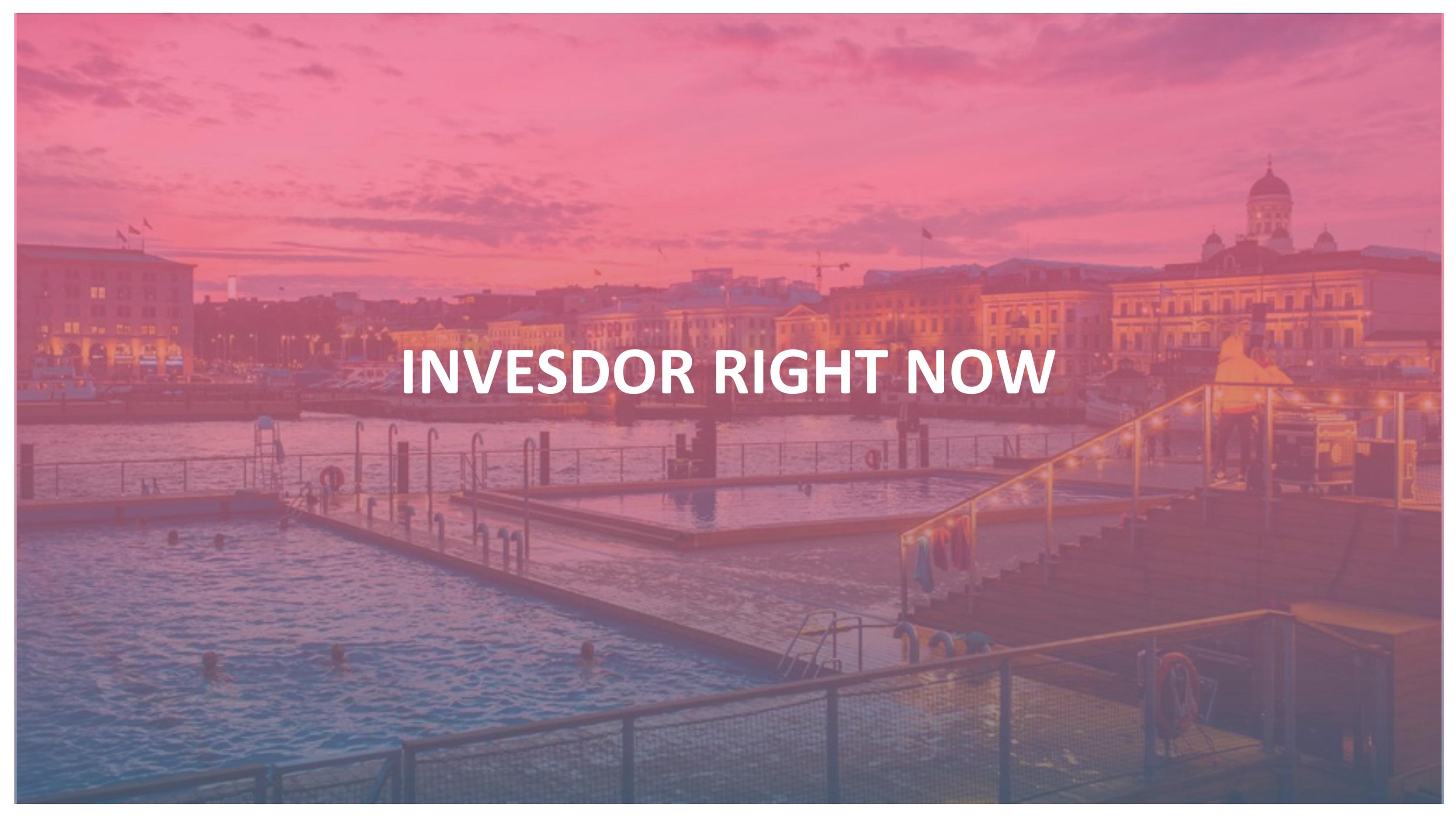
LET ME INTRODUCE MYSELF



# Lasse Mäkelä

Co-founder & CEO, Invesdor Group

- Started my career in the 90's in investment banking with Merrill Lynch in London.
- Moved back to Finland and Helsinki after the turn of the millennia: did corporate finance for ICECAPITAL, M&A for the KONE Corporation, Consti, Corbel...
- For a long time, I had an idea of a new kind of investment platform in my head. That eventually grew into **Invesdor**: the company was started in 2012 and quickly blossomed. I became a full-time entrepreneur in 2013.



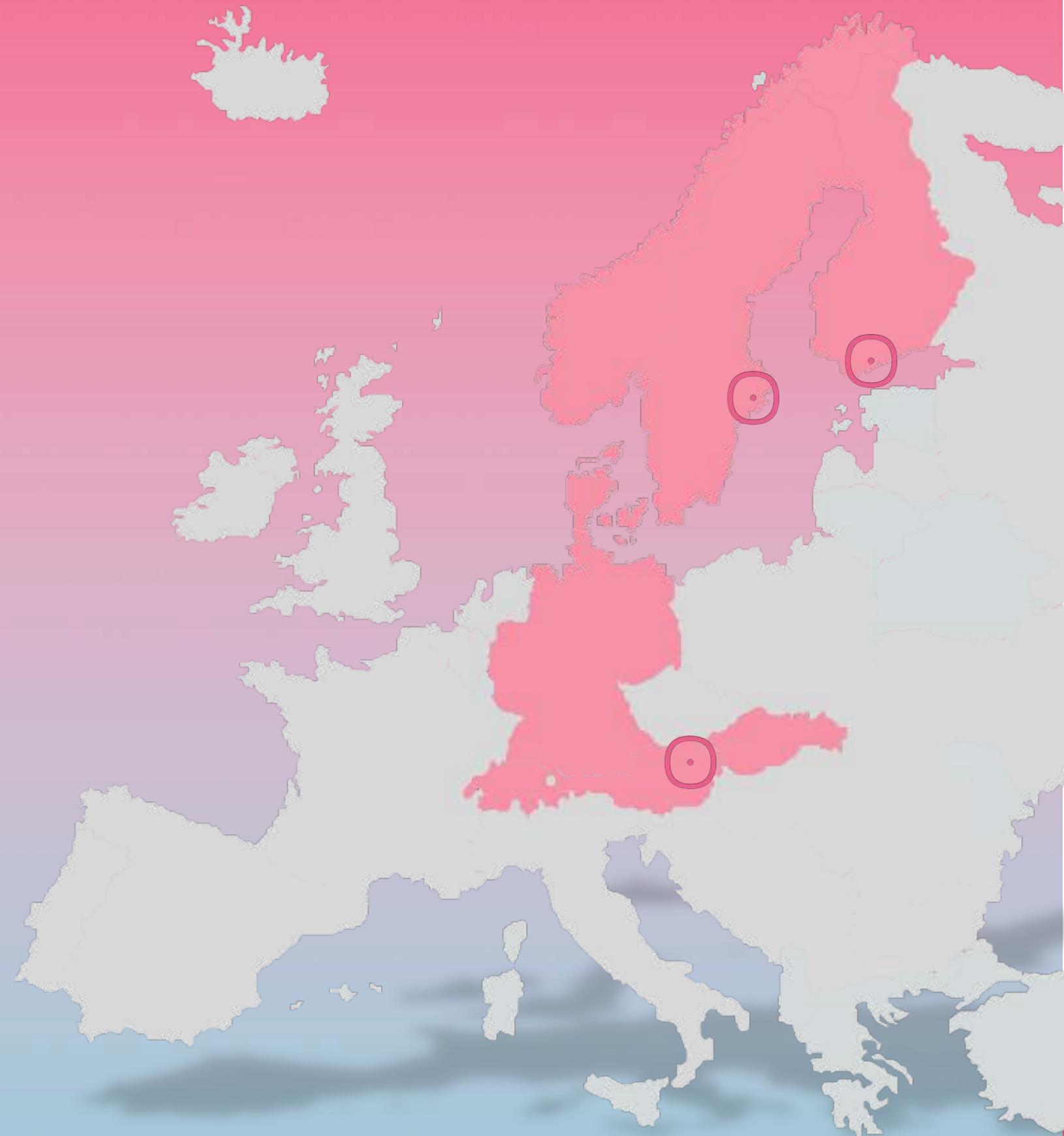
**INVEDOR RIGHT NOW**

# LEADER IN DIGITAL FUNDRAISING

We have been digitalizing the investment process with the goal of making investing fair, easy and accessible to everyone. Many companies in our field stay local. Not us. Our license allows us to operate in 28 European countries – we are a European player who makes digital investing and fundraising cross-border smooth and simple.

We merged in 2019 with the Austrian company Finnest, forming a pan-European Invesdor Group and opening new markets for investors, target companies and ourselves. Our target companies come from the Nordics and the DACH region, our investors from almost anywhere in the world.

Our HQ is located in Helsinki and we have offices also in Stockholm and Vienna.



# INVESDOR GROUP KEY FIGURES

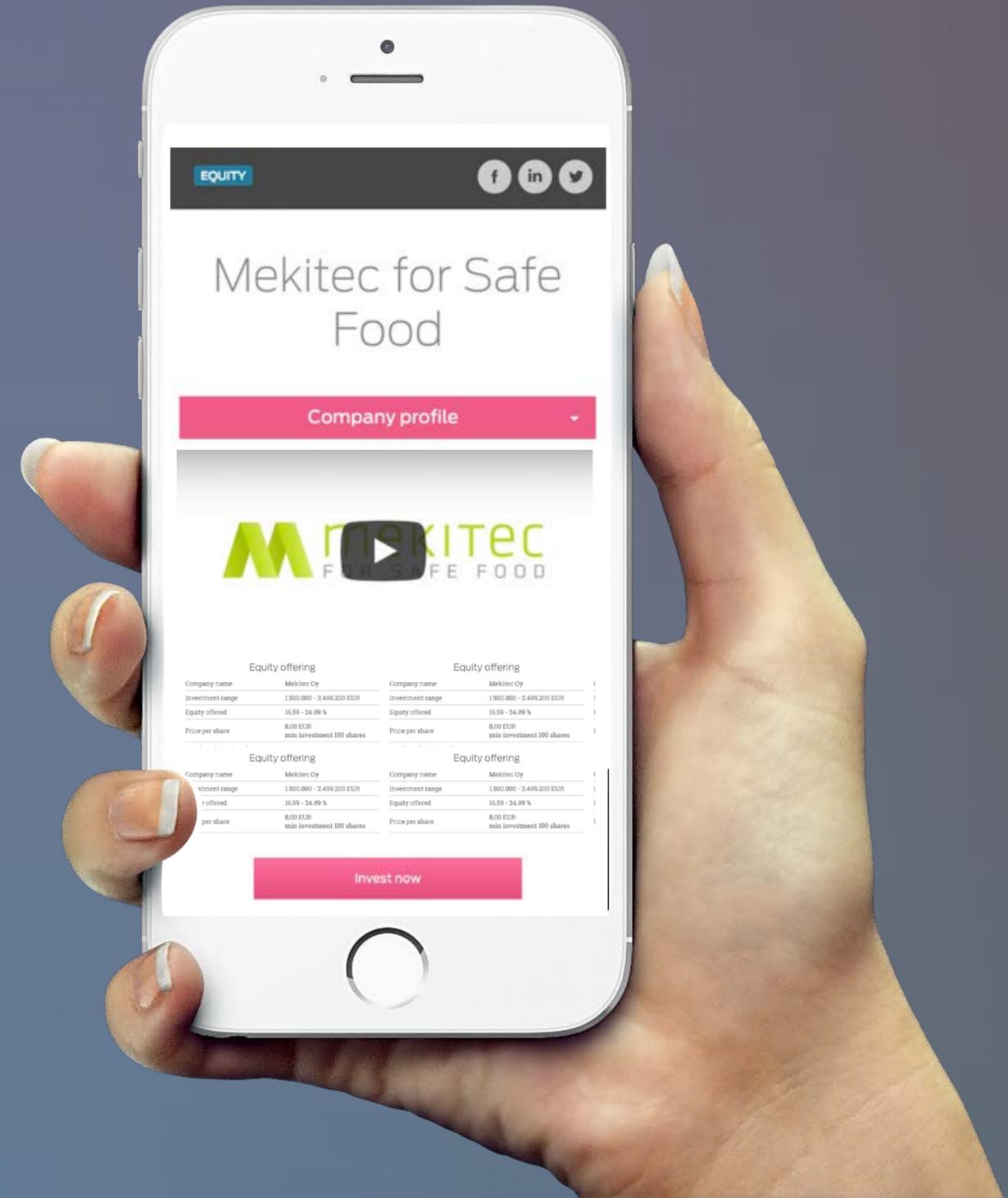
**€130M** Capital invested

**180+** Successful funding rounds

**+50k** Users

**150** Countries where our investors come from

**35** Employees across Europe



# WE MAKE INVESTING EASY

1

## REGISTER ON OUR PLATFORM

We confirm our investors' identities, keeping the hassle to a minimum. Professional angel investors, VC companies, beginners – everyone is welcome to register.

2

## FIND OPEN FUNDING ROUNDS

All our target companies go through our due diligence process. We also provide an investor forum where you can direct questions to fundraising companies.

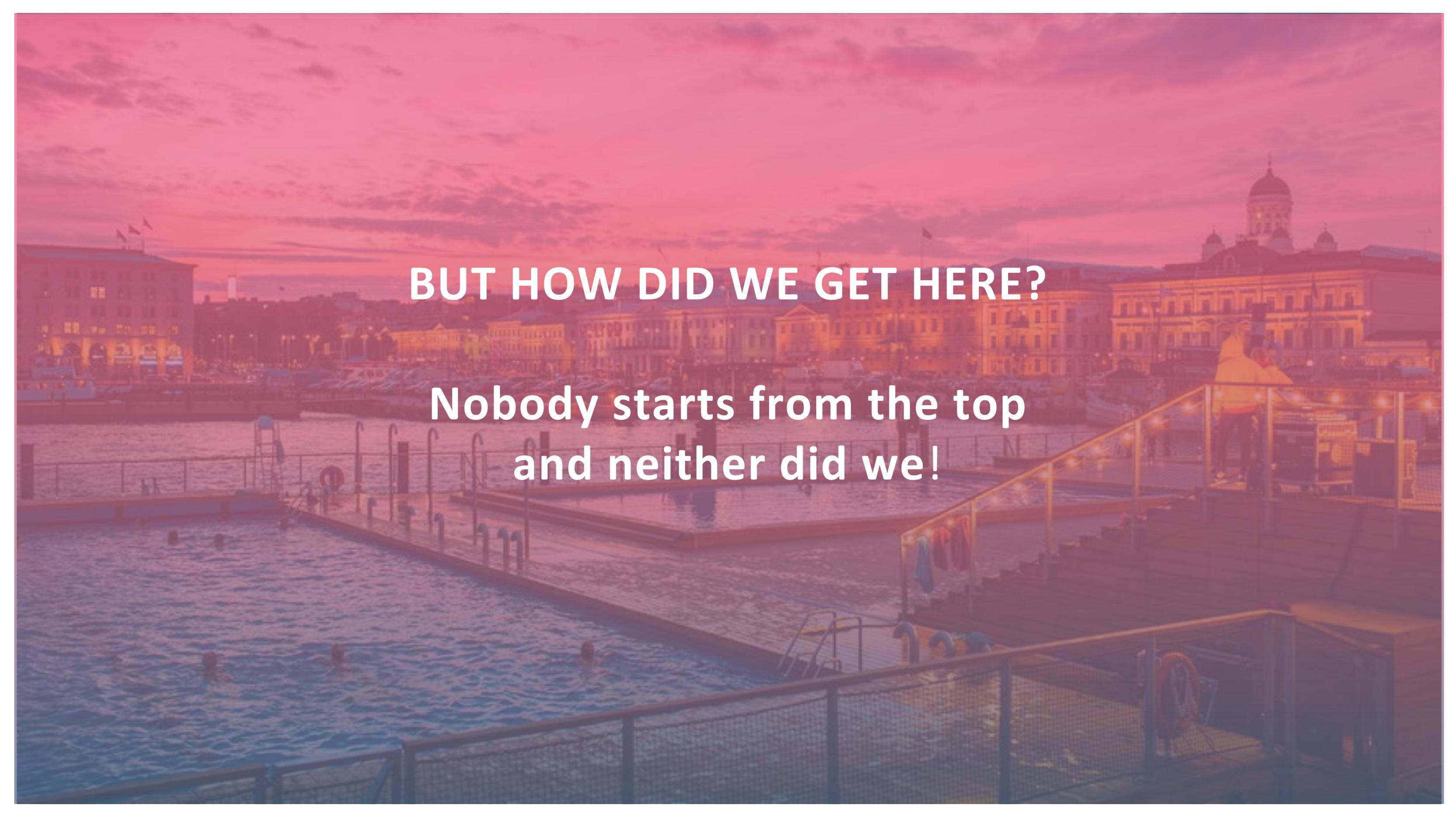
3

## INVEST!

Invest in companies you believe in, at anytime during the round, from anywhere in the world. We hold the funds in escrow until the round is successfully completed and deliver you your securities.



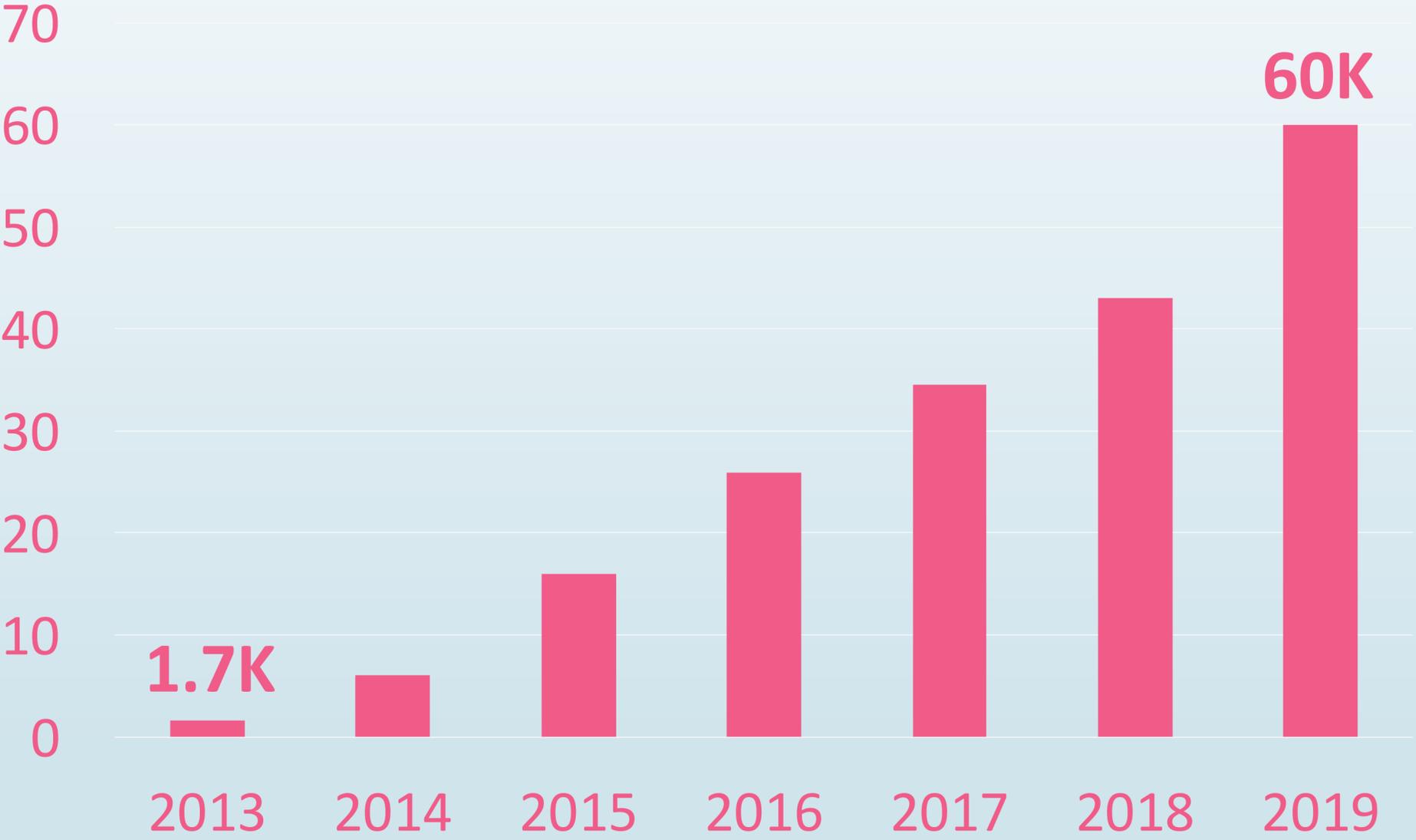
INVEDOR

A photograph of a harbor at sunset. In the foreground, there is a swimming pool with several people swimming. The pool is surrounded by a metal railing. In the background, there is a city skyline with several buildings, including a prominent domed building. The sky is a mix of orange and purple, indicating sunset. The overall scene is peaceful and scenic.

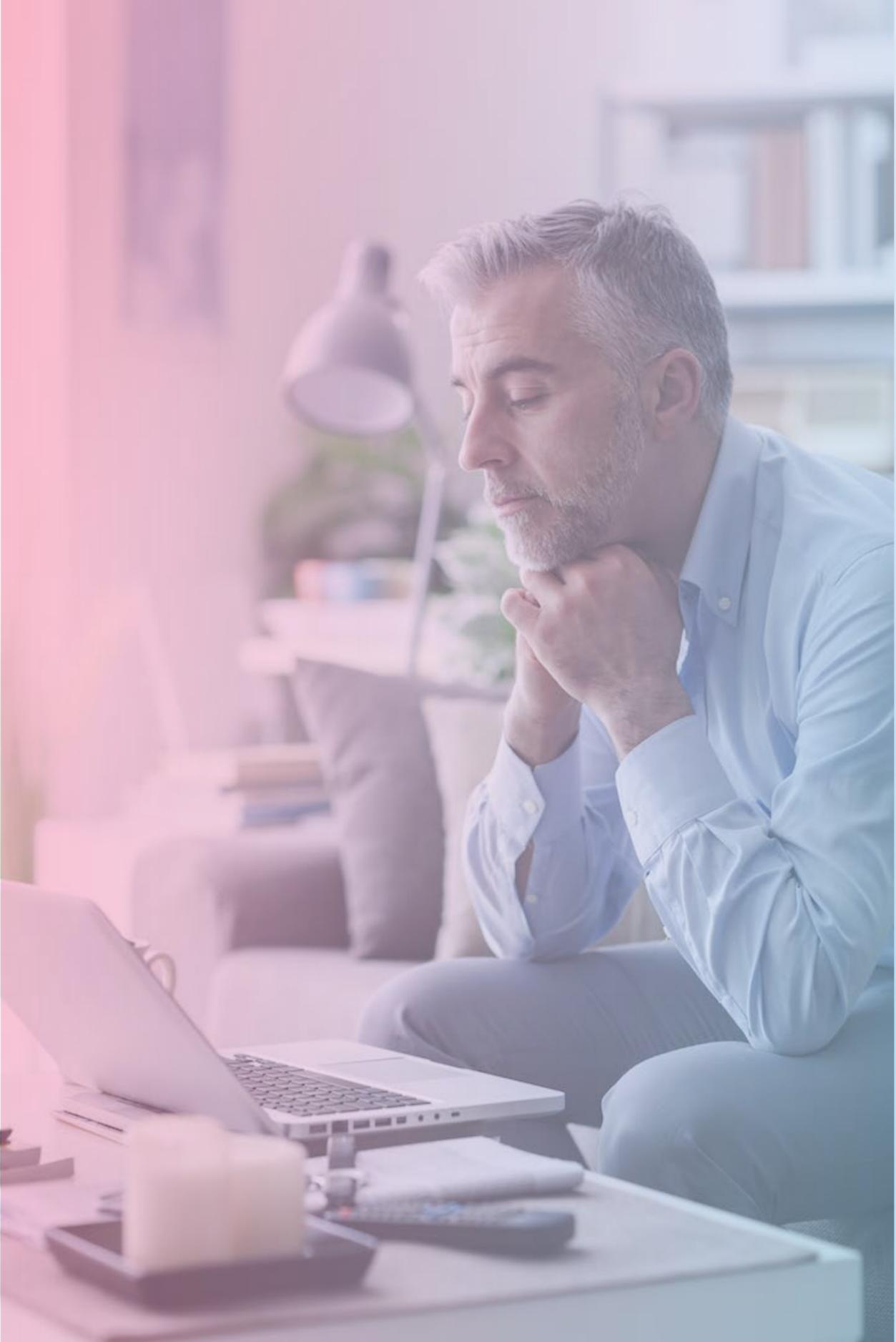
**BUT HOW DID WE GET HERE?**

**Nobody starts from the top  
and neither did we!**

# GROWING OUR INVESTOR COMMUNITY HAS BEEN A GRADUAL PROCESS...



Registered users (thousands)



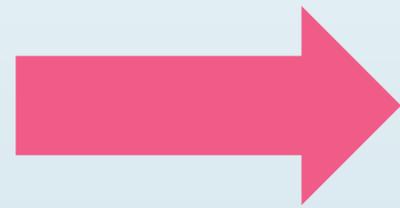
...WHICH HAS LED TO GROWING ROUND SIZES...

Over the last three full years of operation, the size of an average funding round on our platform more than doubled.

2015

2018

€308,000

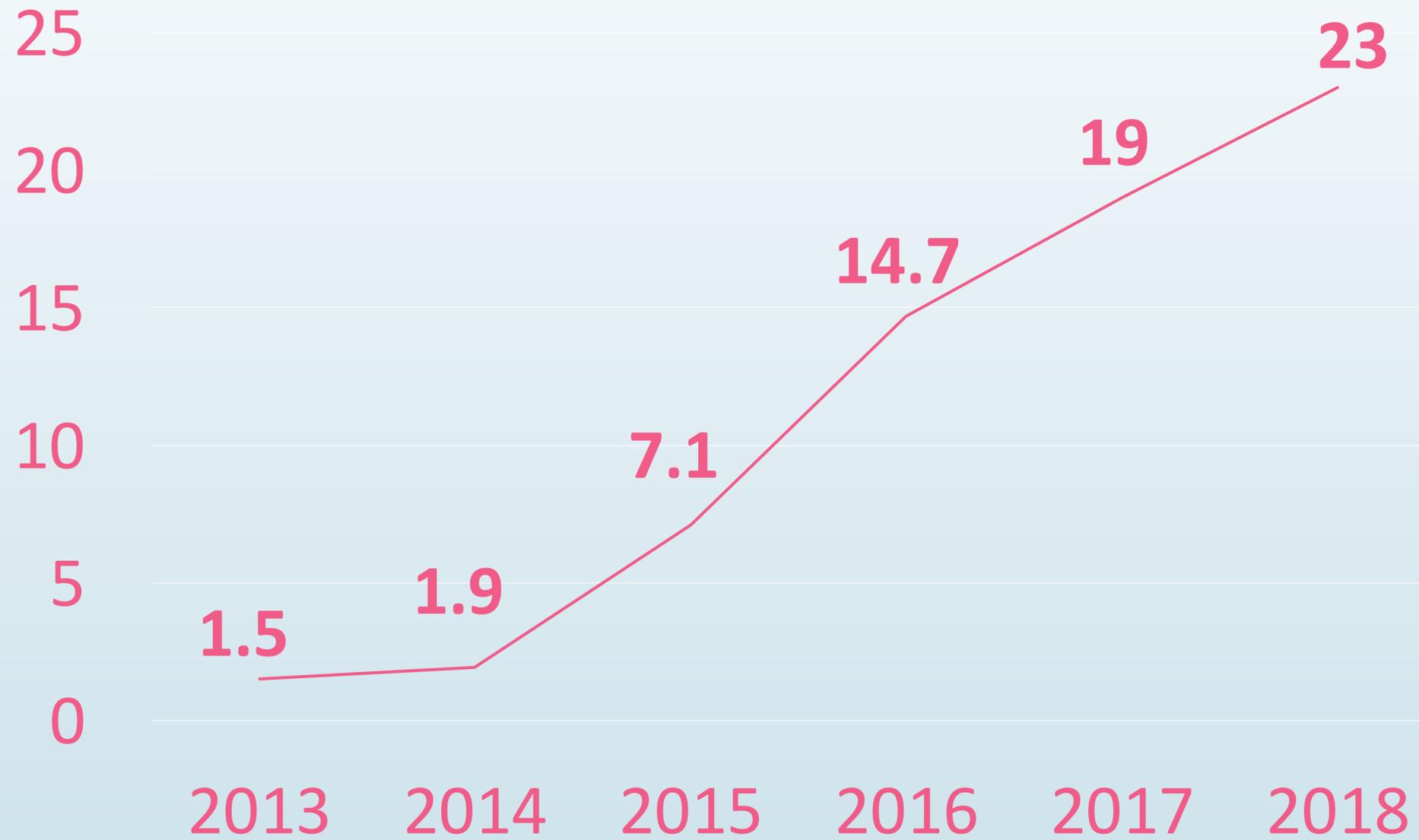


€800,000

In 2018, we had eight funding rounds that went over €1m, with four of them raising over €2m.



## ...AND A HIGHER TOTAL OF FUNDING RAISED ANNUALLY

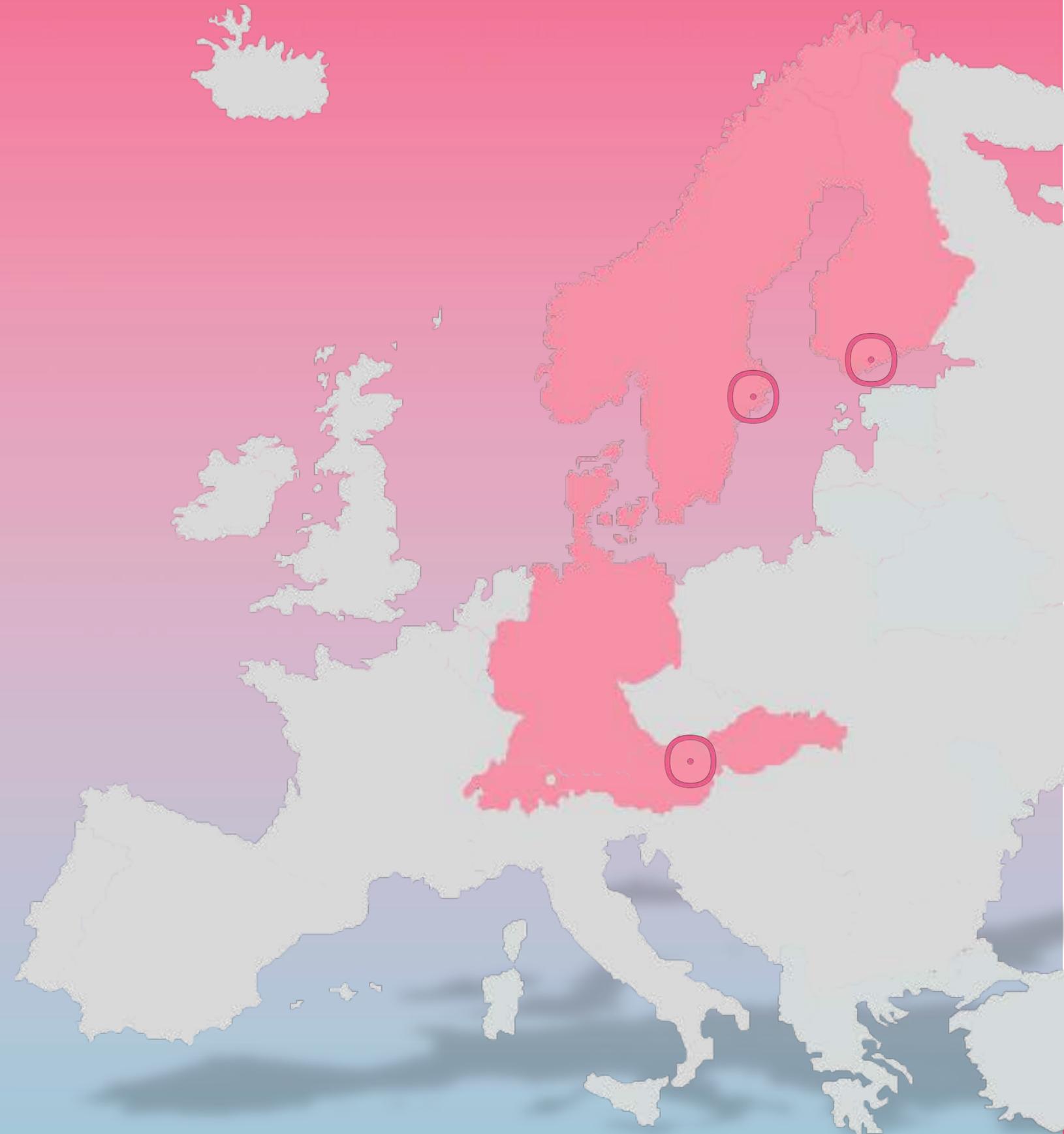


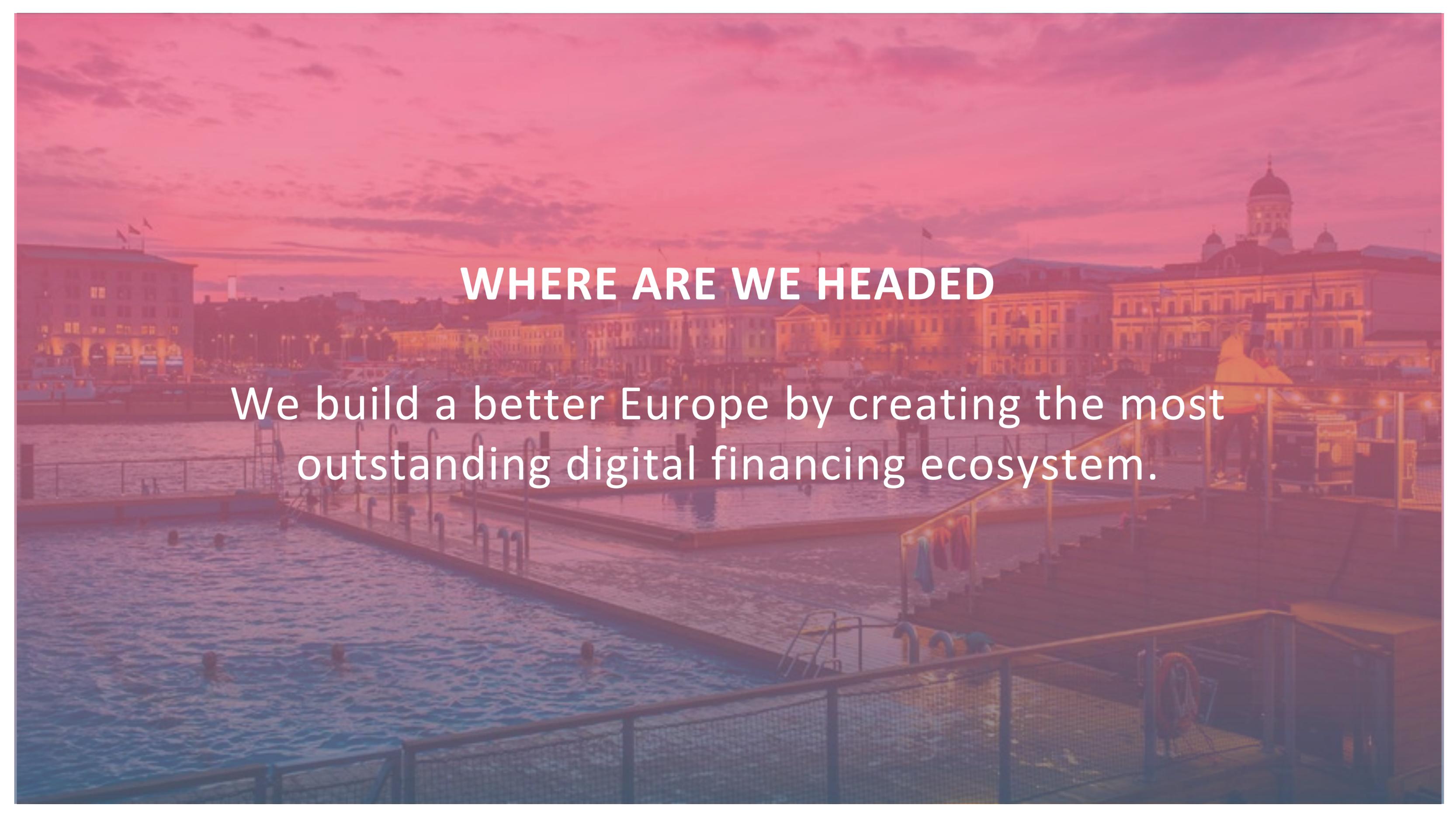
Annual funding raised on Invesdor's platform  
(millions of €)



# GOING CROSS-BORDER REQUIRES TIME AND PATIENCE

- Investdor focused in 2016 on entering the UK but progress on the market was slow. 2017-18 brought us organic growth in Sweden but the challenge remains the same: it is a slow process growing on a new market.
- 2019: Joining forces with Austrian fintech platform Finnest and opening up the DACH region. We are making a big push with a great partner in Finnest: this feels like the right formula for us.
- Key lesson: going cross-border and international is always harder than what you initially believe it to be – but hard effort will pay off. The trick is to keep trying!



A scenic view of a city waterfront at sunset. In the foreground, there is a large, rectangular swimming pool with several people swimming. The pool is surrounded by a metal railing. In the background, there are several large, historic buildings with domes and arches, illuminated by warm lights. The sky is a mix of orange, pink, and purple, with some clouds. The overall atmosphere is serene and picturesque.

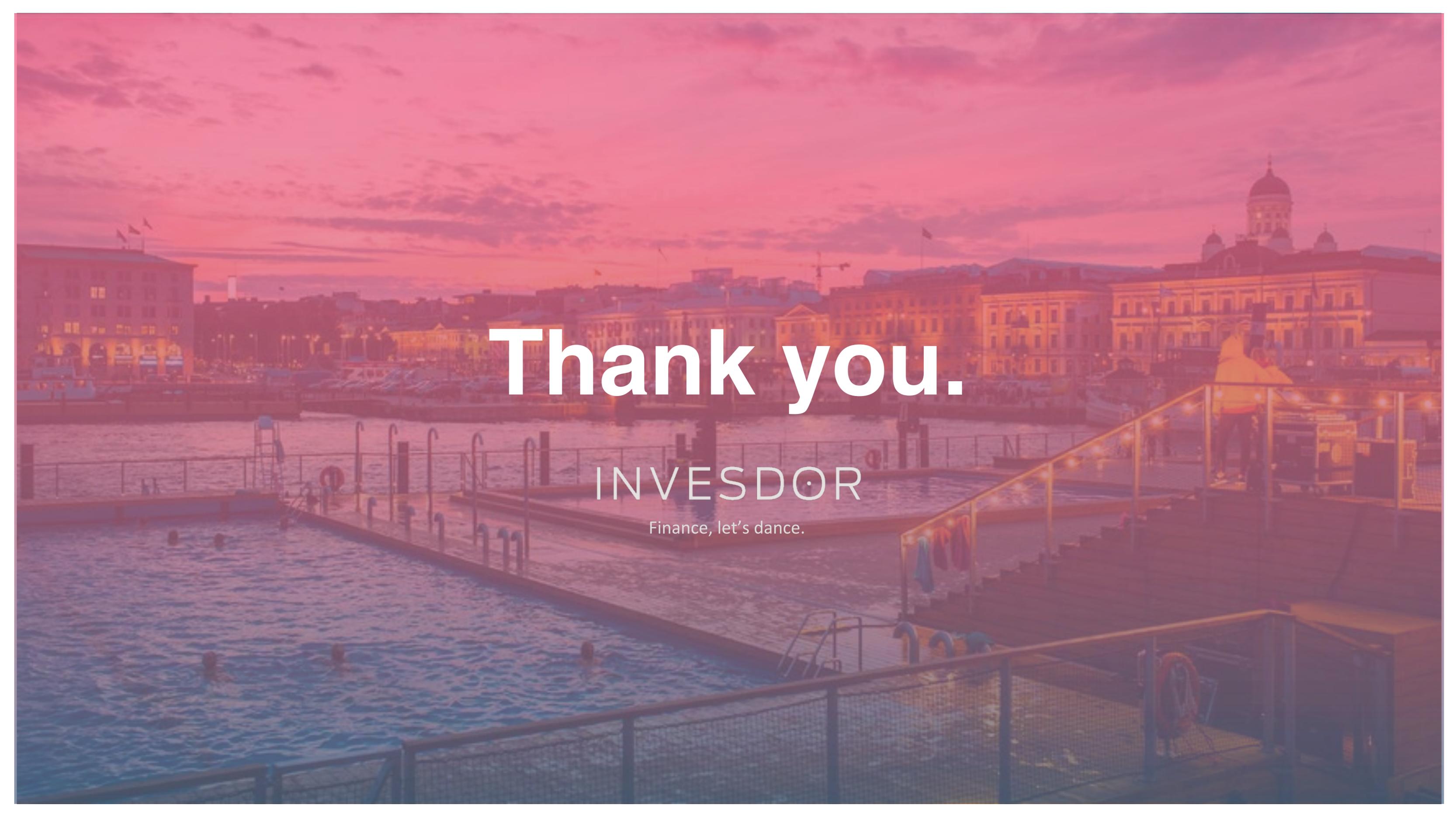
## WHERE ARE WE HEADED

We build a better Europe by creating the most outstanding digital financing ecosystem.

# INVEDSOR GROUP FIVE YEARS FROM NOW

- Invesdor is recognized as the place to invest in the future of European business.
- We believe companies are the key to building a prosperous future Europe. Our target companies are like us: a part of the solution, not part of the problem.
- We are the platform serving a European investor community. Through us they receive opportunities and access not available elsewhere. They recognize the challenges of our time, from climate change to aging populations, and value anyone working to tackle these challenges.



A scenic view of a city waterfront at sunset. In the foreground, there is a swimming pool with several people swimming. The pool is surrounded by a wooden deck and metal railings. In the background, there are historic buildings, including a prominent domed structure, likely a cathedral or government building. The sky is a mix of orange, pink, and purple, indicating the time is either sunrise or sunset. The overall atmosphere is warm and serene.

# Thank you.

INVESDOR

Finance, let's dance.