





 **include**
Company presentation

About us

Include is a leading European company in development and production of smart street benches.

The company, which began its journey out of a garage in 2014, now employs more than 30 professionals in R&D, sales, marketing, finance, production, and procurement departments. From the initial version of the bench, which supported mobile device charging, its sales portfolio has grown to 11 high-quality products and 10 additional features that can be optionally integrated into existing products.

42 global markets, five continents, 260 international cities, more than 1,000 installed products, cooperation with large global corporations, awards from European Parliament, Deloitte and Forbes. All this in just four years is only a part of the successful results realized by Include from May of 2015, when the first smart bench was presented, to early 2019.

Our vision is to create amazing interactive technological products for public spaces, and our mission is to enable citizens to use the full potential of smart urban technologies.

About us

April 2014	Ivan Mrvos founded Include Ltd.
July 2015	World's first smart bench installed in Solin (Croatia)
December 2015	Launched Steora, world's best smart street bench
September 2016	100th Steora bench sold
April 2017	'Seed' investment round – € 465.000,00
July 2017	Include grew to 30 employees
August 2017	125 cities & municipalities worldwide with Steora
January 2018	500th Steora bench sold
April 2018	600th Steora bench sold
June 2018	700th Steora bench sold – 35 global markets
August 2018	800th Steora bench sold – 36 global markets
November 2018	Launched Monna, a cycle bench
December 2018	900th Steora bench sold – 40 global markets
February 2019	1.000th Steora bench sold – 42 global markets

Awards



CESA
Croatian winner



CESA
Croatian winner



European Parliament
Independent jury of EU
Parliament



Deloitte
Central Europe award



CESA
Croatian winner



Forbes
-European edition



Poslovni.hr
Leading Croatian business
journal



Readers of BUG
Leading Croatian IT/Tech
magazine



Readers of BUG
Leading Croatian IT/Tech
magazine



The Nikola Tesla
Association, Zagreb

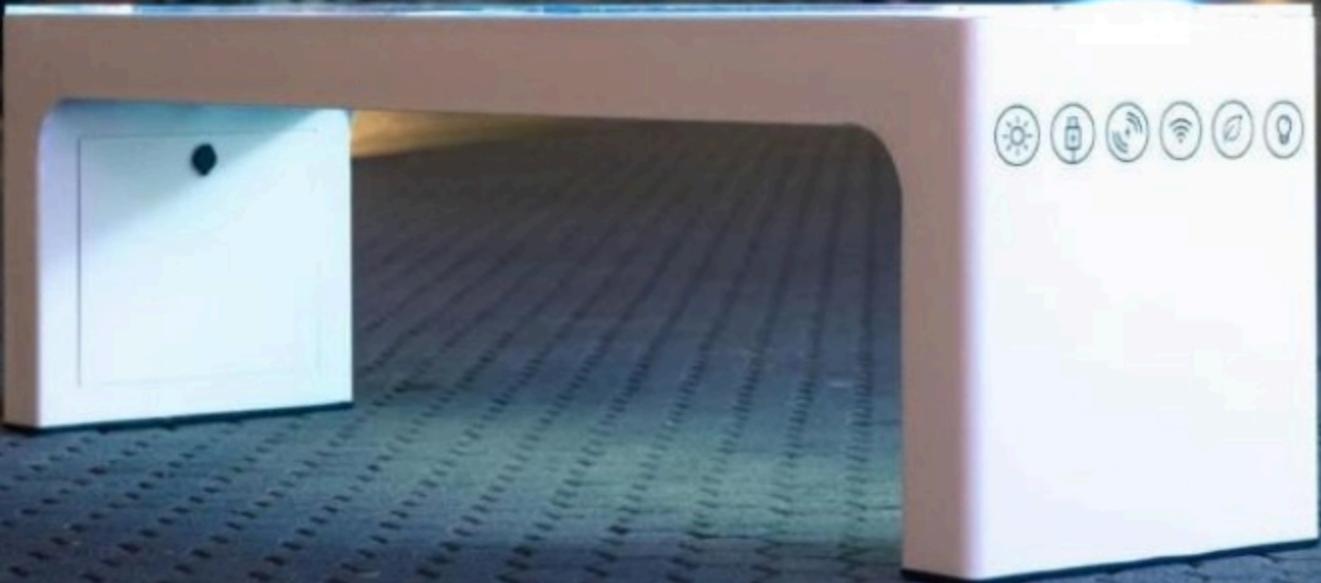


CESA
Croatian winner

Team



Steorā



Steora

	Photovoltaic Modules	Battery pack	USB charging	Wireless Charging	Wi-fi Hotspot	Environmental Sensors	Cooling System	Ambient Light	AC grid connector	Camera	Display
STANDARD	●	●	●	●	●	●	●	●			
HYBRID	●	●	●	●	●	●	●	●	●		
URBAN	●	●	●	●	●	●	●	●	●		●
URBAN +	●	●	●	●	●	●	●	●	●	●	●
CCTV	●	●	●	●	●	●	●	●	●	●	
E			●	●	●	●		●	●		

Monna

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Sales KPI

42 global markets
in 36 months

Biggest markets are central Europe,
Scandinavia, middle East and Australia.

units sold 1.000+

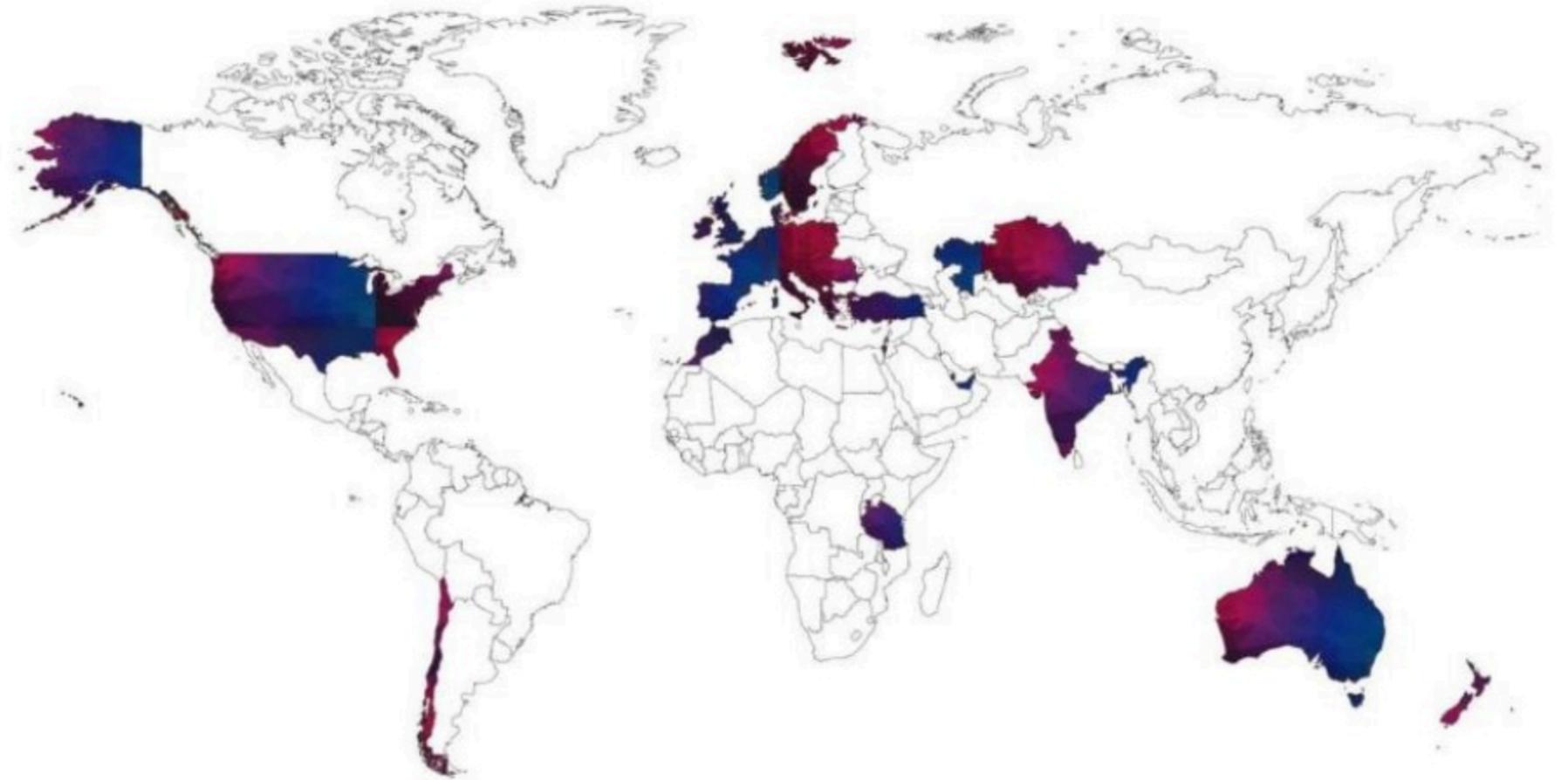
Steora Standard as a best-selling model

15 distribution
contracts signed

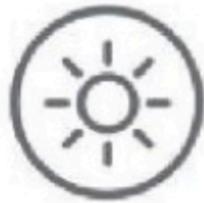
Deutsche Telekom, T-systems, ...

global cities 260

Athens, Bratislava, Budapest, Copenhagen, Doha, Dubai,
Geneva, Hamburg, Jerusalem, Oslo, Paris, Perth, Prague,
Singapore, Stockholm, Sydney, Zagreb, ...



Products usage



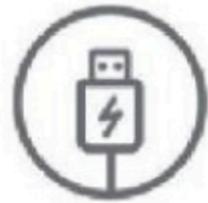
25.946,38

Produced kWh



25.994,10

Consumed kWh



173.732

USB charging



201.507

Wireless
charging



1.782.386

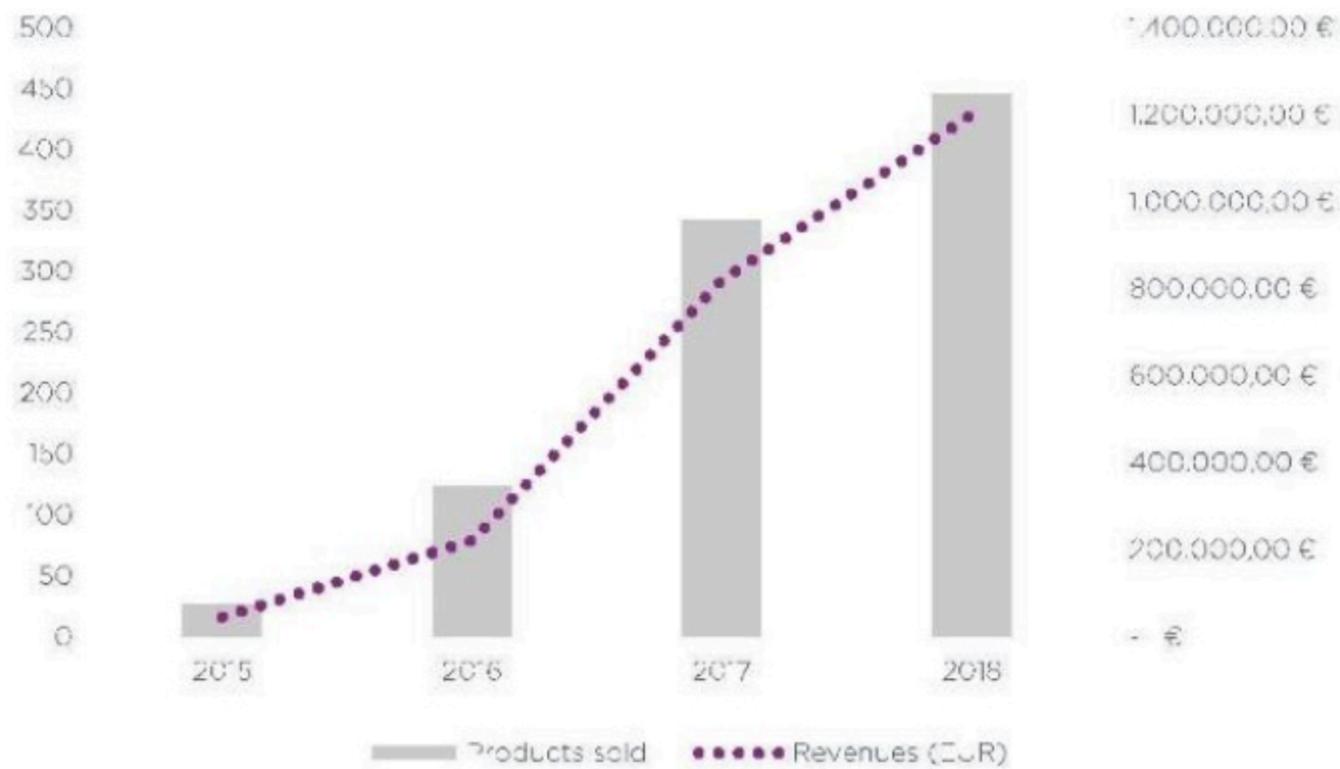
Wi-Fi users



10.288,54

GB of data
used

2018 financial results



445

benches sold

Growth in sales of more advance and expensive models of Steora smart bench

€ 1,2M

revenues

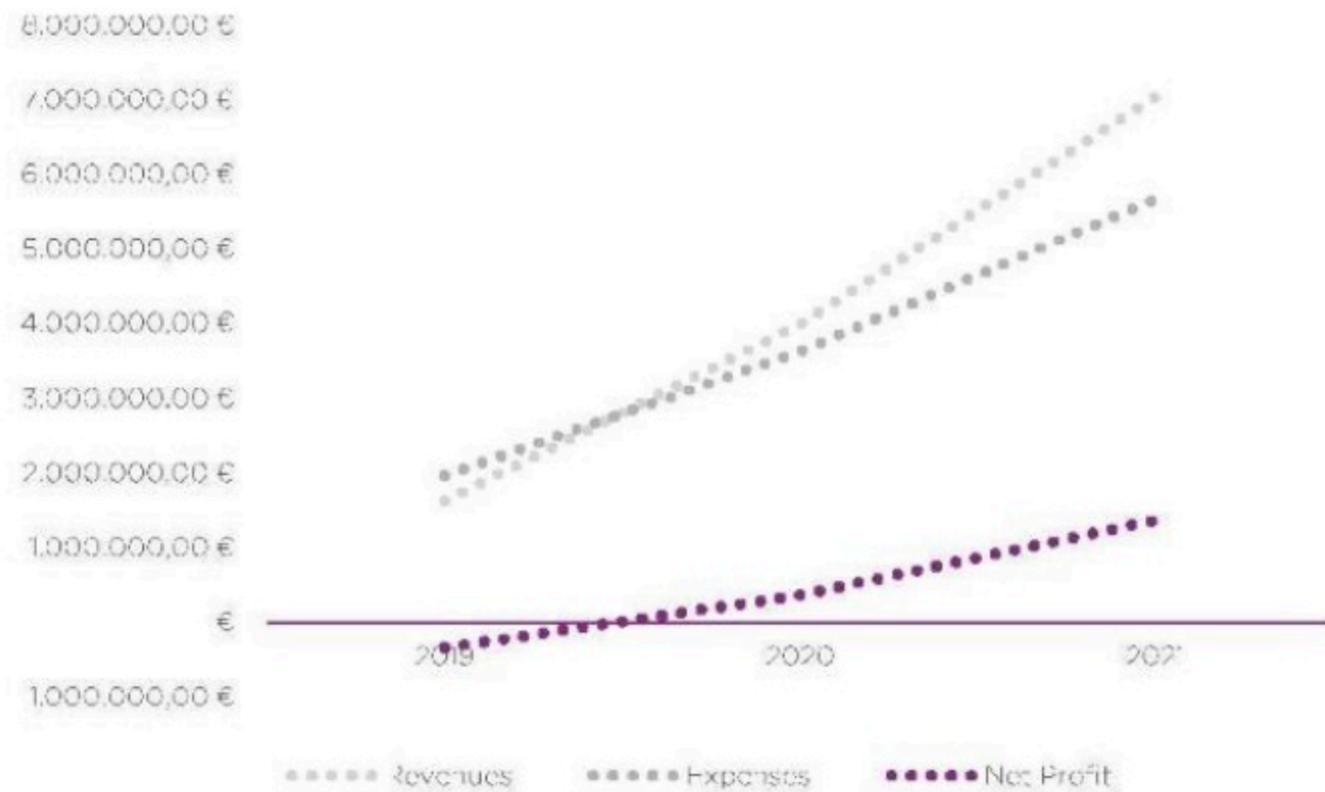
average bench price in 2018 was € 2.420,00

€ 27k

net profit

Profitability achieved only 16 months after first investment round. Company is, also, cash-flow positive.

2019-2021 projections



products installed **3.400+**

Significant growth in sales of Steora Urban+ and Monna product line expected

€ 1,71M net profit from 2020. to 2021.

global markets **50**

global distributors **30**



For full company presentation, future projections and financial information please contact us:

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