

Pitch Deck

April 2022

Experienced Talent Driving Evolution to the Next Level



Outstanding, reinforced C-Suite line-up already demonstrating accelerating results

Currently Hiring Chief Financial Officer



Vincent Peters
CEO

- Joined Productsup in 2020
- Tech veteran & seasoned sales exec
- +30 years of experience leading teams at Oracle, Siebel Systems, Qlik and TIBCO



Marcel Hollerbach
CIO & Co-Founder

- Joined Productsup in 2012
- Serial tech-entrepreneur and investor with expertise in marketing and product development



Stefan Sonntag
COO

- Joined Productsup in 2020
- +27 years of experience in leadership positions at Qlik and Oracle



Thomas Kasemir
CPO

- Joined Productsup in 2021
- +20 years in senior product management roles at Informatica and IBM



Christian Reichert
CSO

- Joined Productsup in 2019
- Experienced sales leader with prior roles at Salesforce and Google



Meike Jordan
Chief People and Culture Officer

- Joined Productsup in 2017
- Experienced human resource leader with prior roles at Bosch



Boris Penck
CTO

- Joined Productsup in 2012
- +15 years in senior technology roles



Lisette Huyskamp
CMO

- Joined Productsup in 2021
- +14 years of experience leading marketing initiatives at HP, Qlik and Optimizely



Johannis Hatt
Co-Founder



Kai Seefeldt
Co-Founder

Advisory Board



~250
global employees⁽¹⁾

7
global offices

Berlin
headquartered

~80
strong Tech team⁽²⁾

1. Number of FTEs as of Dec-21 (Number of FTEs as of Oct-21: ~240).
2. Number of FTEs as of Dec-21 (Number of FTEs as of Oct-21: ~70).

Market Leader in Major New Product-to-Consumer Software Category

The only independent platform designed to support "Scalers Scale" in P2C markets



Massive Market Opportunity

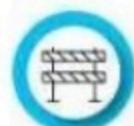
/ \$11.4bn P2C market in 2021 globally



"Scalers Scale Fast with Productsup" – Major Customer Benefits

/ 300+ Leading Customers

/ Ability to optimize the entire P2C value chain, driving higher conversion rates & speed to market



Significant Competitive Advantages

/ Unrivalled scalability (2trn+ monthly exports) & processing costs (50x lower than AWS)



Unrivalled Ease of Use

/ Strong UX supported by patented visual mapping technology



Partner of Choice for Facebook, Google, TikTok, Pinterest, Amazon

/ Innovator – first to offer social commerce & rich media capabilities



Exceptional Growth Momentum

/ Growing net new ARR by over 60% in the last twelve months

/ Product exports growing at 100%+ CAGR



GDPR
compliant



ISO
certified



Productsup



Beiersdorf



SEPHORA





Order(s) from chaos

The root causes of commerce anarchy

INTERNAL

- / Data
- / Visibility
- / Costs

EXTERNAL

- / Channel proliferation
- / Competition
- / Regulations

Order(s) from chaos



The impact of commerce anarchy

INTERNAL COMMERCE ANARCHY

- / High costs / low margins
- / Slow time to market
- / High product return rates
- / Over-reliance on IT for business operations
- / Loss of brand control

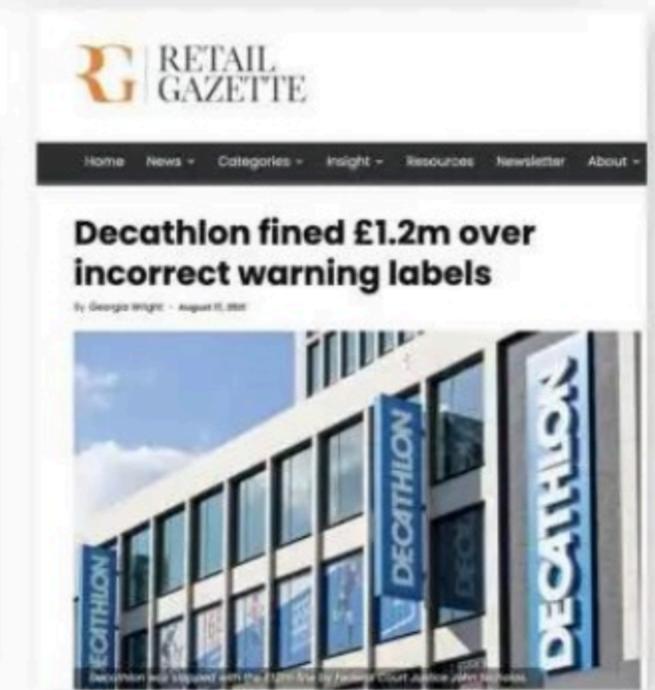
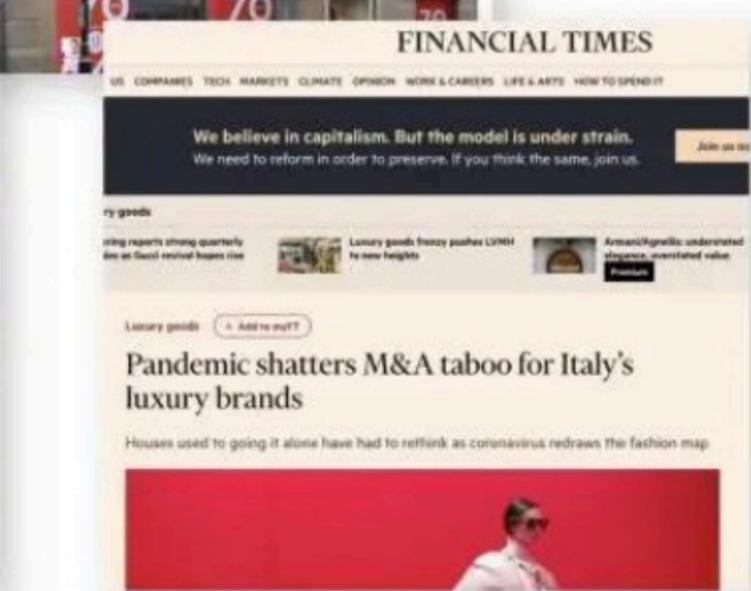
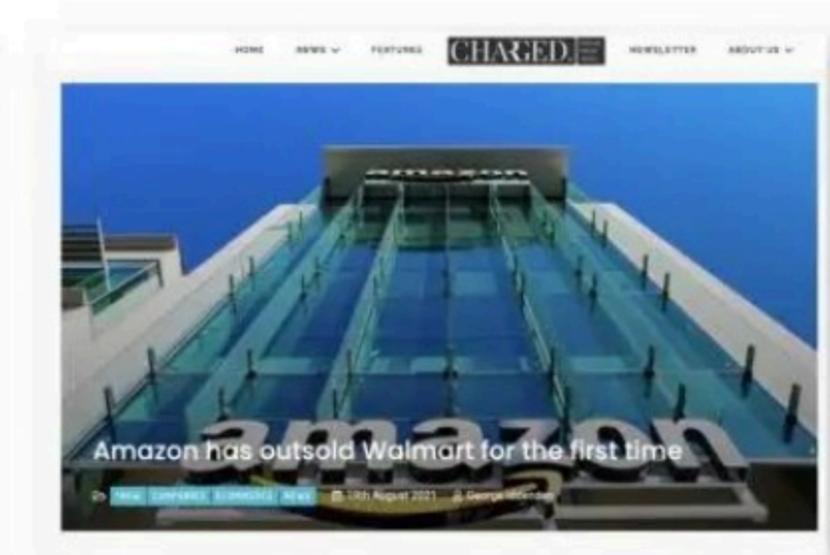
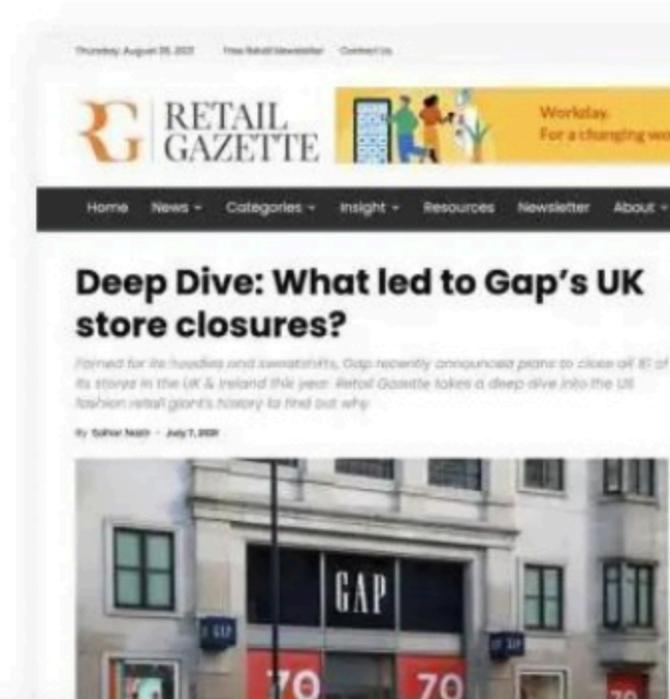
EXTERNAL COMMERCE ANARCHY

- / Uncompetitive offers
- / Reduced market share
- / Proliferation of channels
- / API arms race
- / Ever-changing competitive dynamics

What does commerce anarchy look like?



- / What led to Gap's UK store closures?
- / Next to run Gap's UK operation
- / Decathlon fined 1.2M
- / Pandemic shatters M&A taboo
- / Amazon has outsold Walmart





Productsup P2C **delivers**

- Consistent buyer engagement across channels and time
- Redefined product and brand experiences
- Increased product value and value chain knowledge build-up

Productsup P2C enables **you** to

- Take advantage of complexity
- Create high-performing and scalable campaigns across markets
- Overcome commerce anarchy to realize your global potential

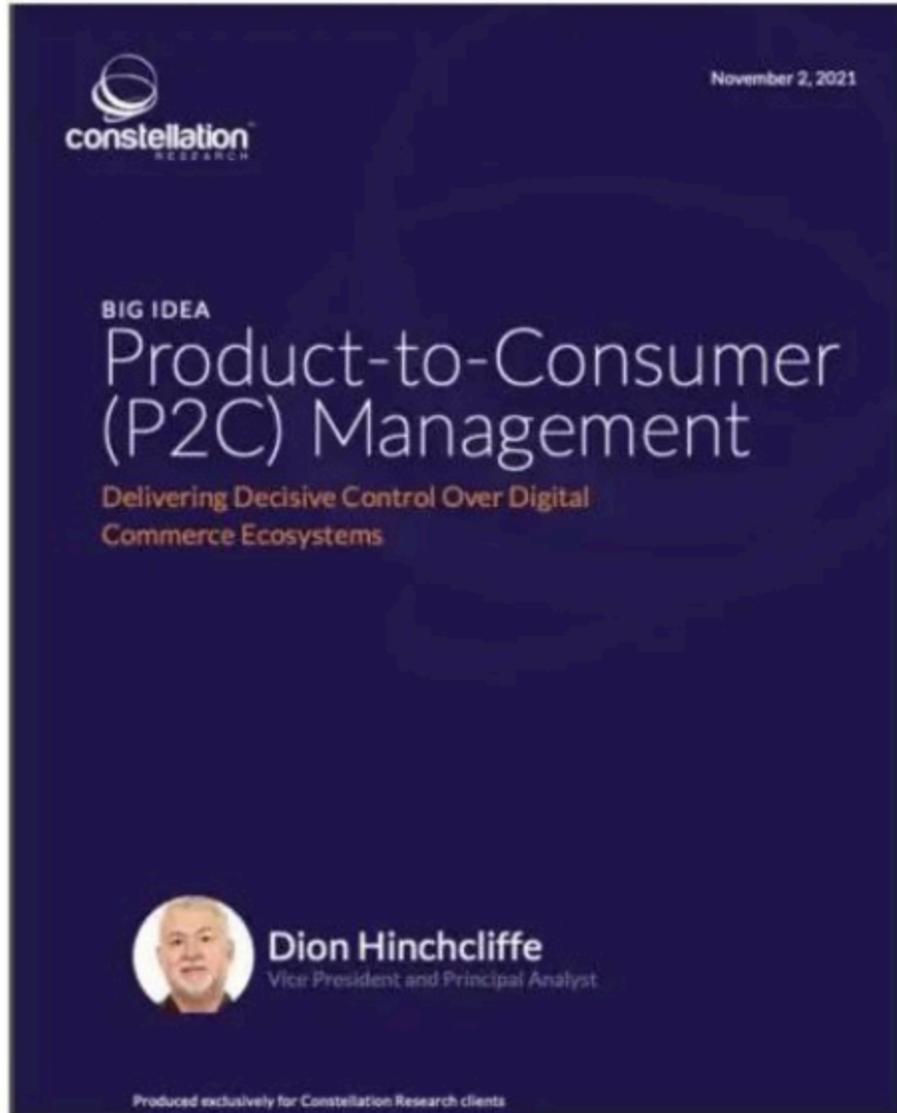


“P2C management is most effectively realized by a platform designed from the ground up to deal effectively with today’s hyperscale and deeply integrated commerce operating environments.”



constellation[™]
RESEARCH

What Constellation says about us



“One of the most comprehensive P2C management platforms in the market”

“Meeting more of the selection criteria than any other solution”

“It can carry out robust campaign and performance management and ROI management at a strategic level”

“It delivers on so much of the P2C product information value chain”

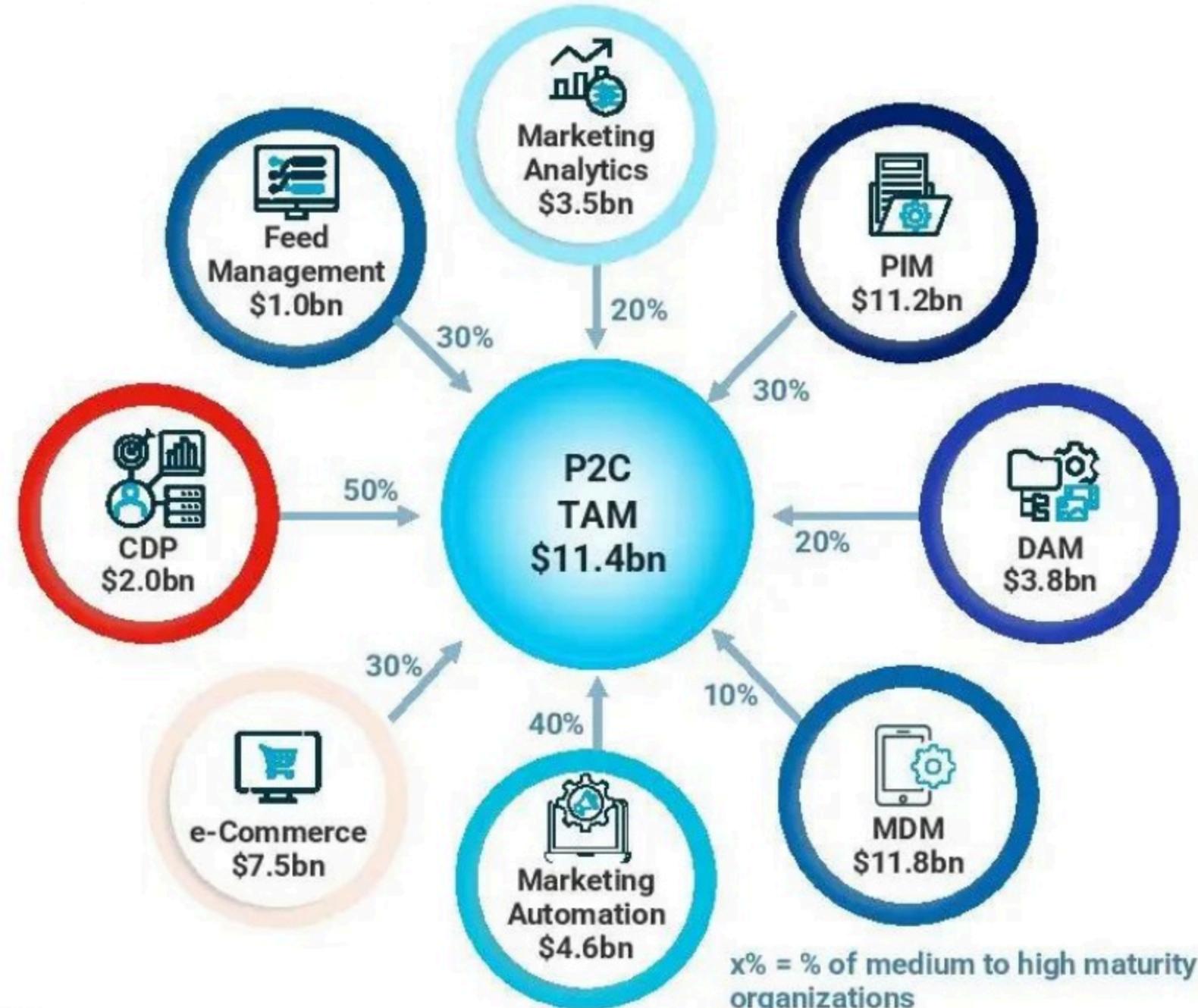


Significant P2C management market opportunity



Constellation Market Sizing Approach

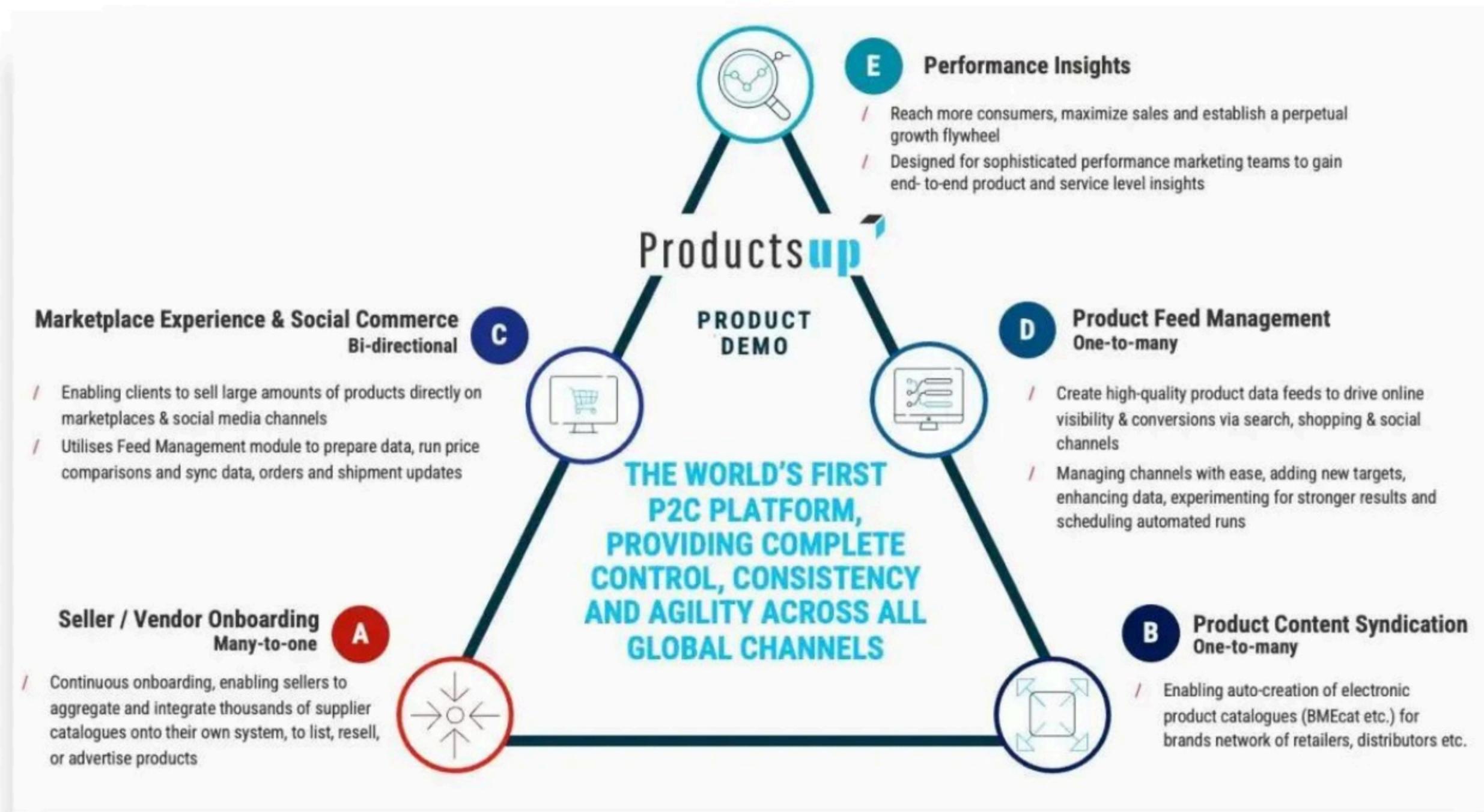
- / Constellation Research calculated the P2C TAM by considering relevant established product categories that overlap with the category
- / They employed a formula estimates the percentage of organizations at a medium to high maturity level in their commerce operations in each category, which is a prime indicator of organizations ready to seek out and find strategic solutions such as P2C Management
- / By capturing the percentage of each related category and summing, the estimated \$11.4bn P2C TAM is calculated



Multiple Entry Customer Use Cases for Product-to-Consumer Platform



Five integrated modules in the platform all benefiting from SaaS open API architecture and leading ecosystem of integrations



Productsup's NFT Opportunity

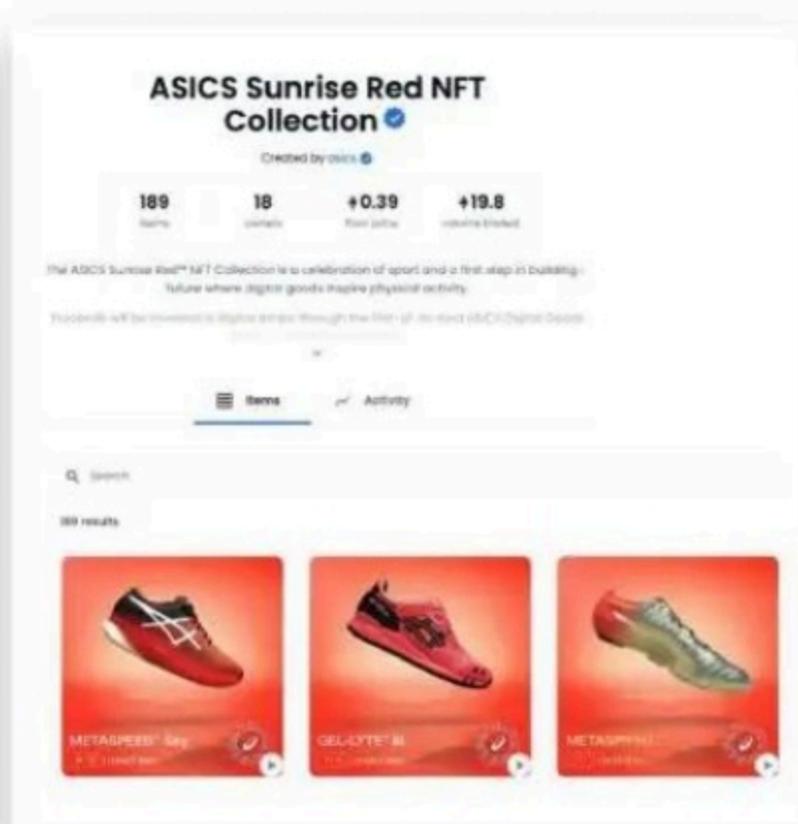


NFT marketplaces will be another category of channels where Productsup customers will want to interact



NFTs & Productsup

- / OpenSea and Coinbase already operate huge marketplaces
- / A collection of digital sneakers from Asics can be found on OpenSea
- / Social media giants are entering the market
 - / Twitter is unlocking NFTs on profiles in 2021
 - / Instagram is working on NFT support on profiles for Q1/Q2 2022
- / Productsup has developed functionality that lets brands use image designer to create "Generative Art" - NFT collections typically have a larger amount of items (1,000+) that are programmatically created
- / Productsup can create a smart contract for brands and mint (create) the individual NFTs on either Ethereum or Polygon blockchain (as always with Productsup - bulk and highly scalable)



POSITIONING STATEMENT

Our unique value to customers

Productsup powers long-term business success as the only global, strategic, scalable platform able to master all product-to-consumer information value chains across any platform, any channel, any technology.

PURPOSE

Reason of existence

We free platforms, brands, retailers, and service providers from commerce anarchy, empowering them to take control of their own destinies.

VISION

Statement of intent

We open the gateway to sustainable commerce success.

MISSION

How to realize it

We revolutionize commerce by reinventing product-to-consumer information value chains.

BRAND CLAIM

Empowering commerce

VALUES



Achieve



Build



Care

Why we win

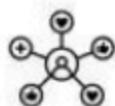


Future-Proofed Platform with Superior Usability



Single Platform Addressing a Key Market Need

- / Only solution in the market to "commerce anarchy"
- / Allows clients to implement consistent P2C strategies on all global channels and products simultaneously
- / Constant feedback loops build consumer-focused digital P2C intelligence



Future-Proofed Technology at the Forefront of Commerce Trends

- / First to automatically generate rich media (images & video-based content)
- / First to offer social commerce capabilities (Pinterest, Facebook, Instagram and TikTok)



Intuitive SaaS Design and UX

- / Superior user experience and visualisation based on no-code e.g. visual mapping of the imported and exported data
- / Supported by AI for unstructured random data



Enterprise Experience



Superior Scalability

- / Unrivalled capability of handling tremendous volumes
- / Exporting 2 trillion+ products each month
- / Supported by proprietary infrastructure with significant cost advantage (~50x more cost effective than AWS)



Broadest Range of Channels and Integrations

- / Integration with 2,500+ channels and the most advanced integrations with PIM and e-Commerce platforms



Global Operations

- / Truly global reach across 7 offices, supporting enterprise adoption



Enterprise Security

- / Built on a processing engine embedded in an ISO and GDPR / CCPA compliant infrastructure protected by security layers

Productsup³

The logo for Productsup features the word "Productsup" in a white, sans-serif font. The "up" is in a smaller font size and is positioned slightly below the "t". To the right of the "p" is a small, white, 3D cube icon. The background is a dark blue gradient with a large, white, tilted rectangular shape on the right side.