

SAVE THE DATE

axel springer 
LEADERS CONNECTED
NOAH17
Berlin

22-23 JUN 2017
Tempodrom, Berlin

LEADERS CONNECTED
NOAH17
London

2-3 NOV 2017
Old Billingsgate, London



GET YOUR TICKET TODAY!

www.noah-conference.com

Launching EU



**Under-
writer**
+ investor



100k EUR
to pilot

Insurance specialists and entrepreneurs



Meeri Klausen
CEO, Co-founder



Risto Klausen
CTO, Co-founder



Marden Muik
Insurance Specialist



Kadri-Riin Leisalu
Marketing Manager



Raul Järve
Insurance Mentor
(EU)



Indrek Siitan
Lead Developer



Riho Huuga
Designer



Predrag Krupcz
Investor Relations



Chuck Wallace
Insurance Advisor
(US)



Kristjan Ninemaa
Insurance Advisor
(EST)

INTERNATIONAL CORPORATE FINANCE

- Proven cross-border finance experience
 - Over 200 successful financings of public companies, a track record of over 100 financings in 100 of 120+ active financial markets
- Deep understanding of all industry segments
- Ability to deliver high-quality advisory advice
 - Tailored, client-focused, comprehensive management solutions

INTERNATIONAL M&A CONSULTING

- Proven success in globally well-connected and high-growth sectors in virtually all the markets in the industry
 - Knowledge of all industry sub-sectors and all relevant financial markets
 - Proven ability and ability to deliver investment opportunities to leading investors
- Proven M&A experience in 100+ deals

INTERNATIONAL FINANCING CONSULTING

- Over 40 years of combined industry M&A experience
 - Proven capability in M&A and financing transactions with focus on several critical areas
- All successful completed M&A deals have been advised through the expertise of NOAH Advisors in the relevant sector

INTERNATIONAL M&A CONSULTING

- International track record focused on growing the business and maximizing a company's performance
- Ability to deliver top results in short time frames
- Proven success across all relevant financial markets and all relevant industry sub-sectors
- Proven M&A experience

The NOAH advisors who are leading the way



Marco Pichler
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Managing Director
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Jan Brandes
Managing Director
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Marco Pichler
Managing Director
m.pichler@noahadvisors.com

INTERNATIONAL FINANCING M&A CONSULTING

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Get insurance cover
in seconds

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Insurance **sucks!**

Insurance **sucks!**



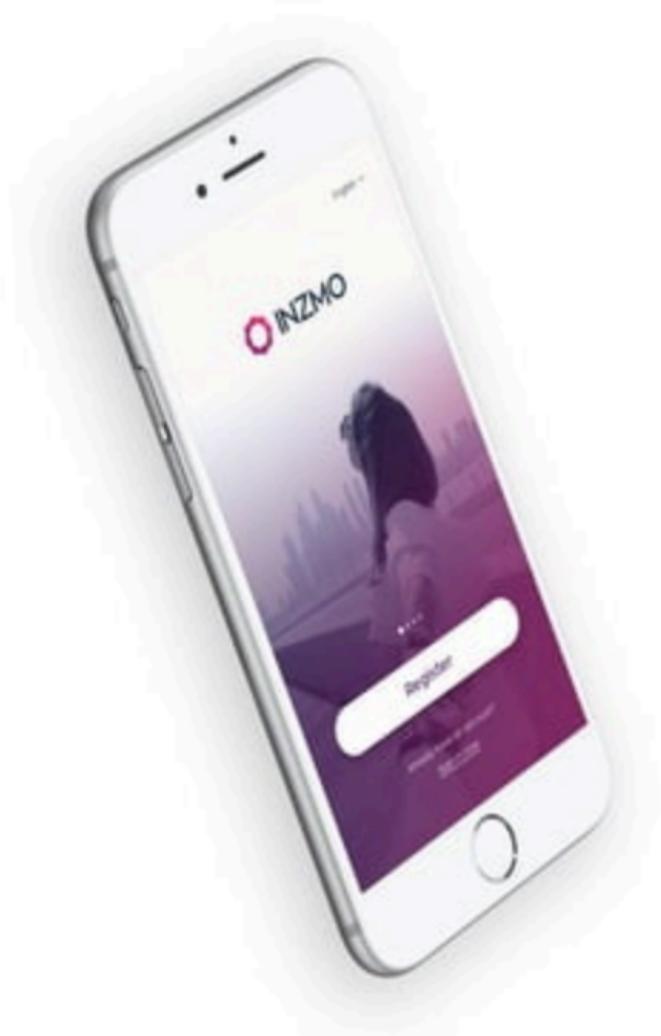
1.7 billion millennials



90% of time spent online



85% own a smartphone



Personal insurance **in seconds**



Cutting costs = higher margins

Management

20%

Sales costs

30%

Fraud

15%

Legitimate loss

35%

Traditional
insurance

Cutting costs = higher margins

Management

20%

Sales costs

30%

Fraud

15%

Legitimate loss

35%

Traditional
insurance

Management

10%

Sales costs

15%

Fraud

10%

Legitimate loss

35%



30%
more effective

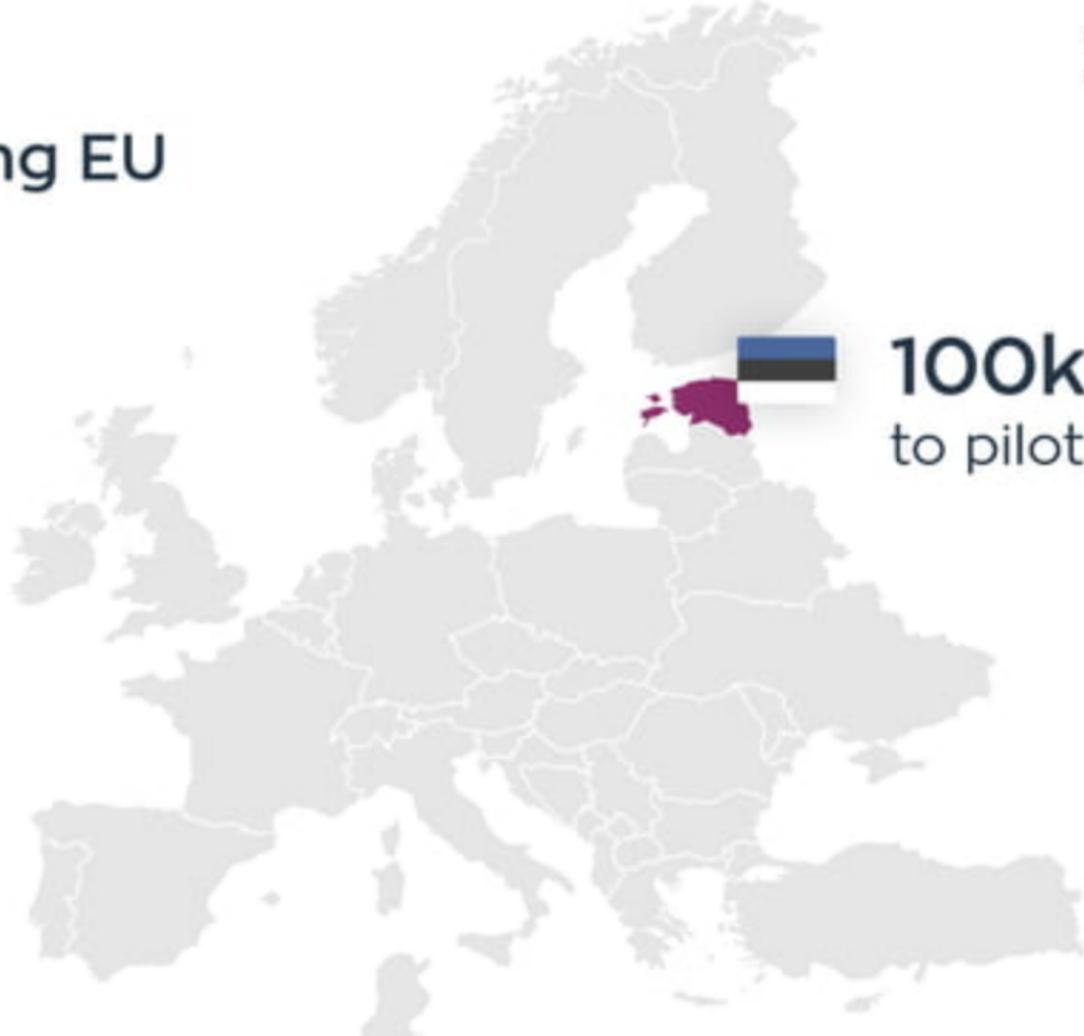
Video-verification of items



5

second
video

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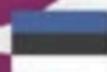


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Insurance Advisor
(EST)

Launching: **Austria** in January 2017
and **Germany** in April 2017.

580k EUR COMMITTED BY

Insurer in EU + existing investors +

500

**EUR 1,1 mil
seed**

Make insurance **great again!**

Meeri Klausen

CEO/co-founder



Unique Industry Know-How

- Focus on Leading European Internet companies
 - Covering over 400 companies across 25 online verticals, a broad range of over 500 investors as well as 100+ online-focused corporates
- Deep understanding of industry dynamics
- Ability to add value beyond banking advice
 - Facilitates overall process and minimizes management distraction

Unmatched Network and Relationships

- NOAH Advisors is globally well connected and has direct access to virtually all key players in the industry
 - Knowledge of and strong relationships with potential buyers' key decision makers
 - Proactively finds and unlocks attractive investment opportunities for leading investors
- Annual NOAH Conference in its 8th year

Strong Investment Banking Competence

- Over 40 years of combined relevant M&A experience
 - Routine execution of M&A and financing transactions with sizes of several billion euros
- 24 successfully completed NOAH Advisors transactions underline successful transfer of M&A competencies to the Internet sector

Full Commitment - We Are Entrepreneurs!

- Entrepreneurial mind-set, focused on growing the business and establishing a reputation for excellence
- Ability to deliver top results in short time frames
- Highly success-based compensation structures align interests of clients and NOAH Advisors, and demonstrate conviction to deliver top results
- Creative deal solutions

The NOAH Advisors Core Banking Team



Marco Rodzynek
 Managing Director & Founder

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 Managing Director

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Jan Brandes
 Managing Director

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Nikhil Parmar
 Director

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Selected Completed NOAH Transactions

<p>October 2014</p> <p>Investment in</p> <p>by</p> <p>84% Ownership</p> <p>Exclusive Financial Advisor to KäuferPortal and its Shareholders</p>	<p>September 2013</p> <p>Acquisition of a Majority Stake in</p> <p>by</p> <p>100% Ownership</p> <p>Financial Advisor to Oakley Capital</p>
<p>July 2013</p> <p>Investment in</p> <p>by</p> <p>Exclusive Financial Advisor to 100bis and its Shareholders</p>	<p>September 2013</p> <p>Sale of a 70% stake in</p> <p>to</p> <p>Exclusive Financial Advisor to Drushim and its Shareholders</p>
<p>December 2014</p> <p>Sale of 100% of</p> <p>for \$800m to</p> <p>Exclusive Financial Advisor to Fotolia and its Selling Shareholders</p>	<p>October 2014</p> <p>Sale of 100% of</p> <p>for \$30m to</p> <p>Exclusive Financial Advisor to Trovi and its Shareholders</p>
<p>September 2014</p> <p>Sale of controlling stake in</p> <p>to</p> <p>Exclusive Financial Advisor to Fincle.it and its Shareholders</p>	<p>July 2014</p> <p>Sale of 100% of</p> <p>for \$220m to a joint venture between</p> <p>Exclusive Financial Advisor to Next and its Shareholders</p>