

INVESDOR

CROWDFUNDING THE NORDICS.



Leading Crowdfunding service from the North

Lasse Mäkelä,
Co-Founder and CEO, Invesdor Ltd



Invesdor

- Building the leading equity-based crowdfunding market place in Europe
- Team of industry professionals
- Open, transparent and scalable service model
- Impressive list of global firsts



Senior board with international financial and legal expertise

Lasse Mäkelä

16 years in finance, banking, capital raising, M&A and business development
Merrill Lynch, Icecapital Securities, KONE

Timo Lappi

15 years of legal work with growth companies, business angels and private equity
Fondia, Castren & Snellman, Boardman

Tero Weckroth

11 years in investment banking, 5 years in biotech industry
Alfred Berg/ABN AMRO, Dresdner Kleinwort, Kepler Capital Markets, Serono

Mikko Bergman

17 years in banking & corporate finance, entrepreneur
Alfred Berg/ABN AMRO, Managing partner of Summa Capital

Petteri Poutiainen

16 years of international sales and marketing in IT industry
Inspirational sales leader and Senior Sales Director at Oracle Corporation



Core operational team

Lasse Mäkelä
CEO, sales and
marketing and
partnerships

**Andrea Di
Pietranonio**
Operations and
customer deal flow

Nora Lindqvist
Operations and
marketing

Mikko Savolainen
Communications and
community manager

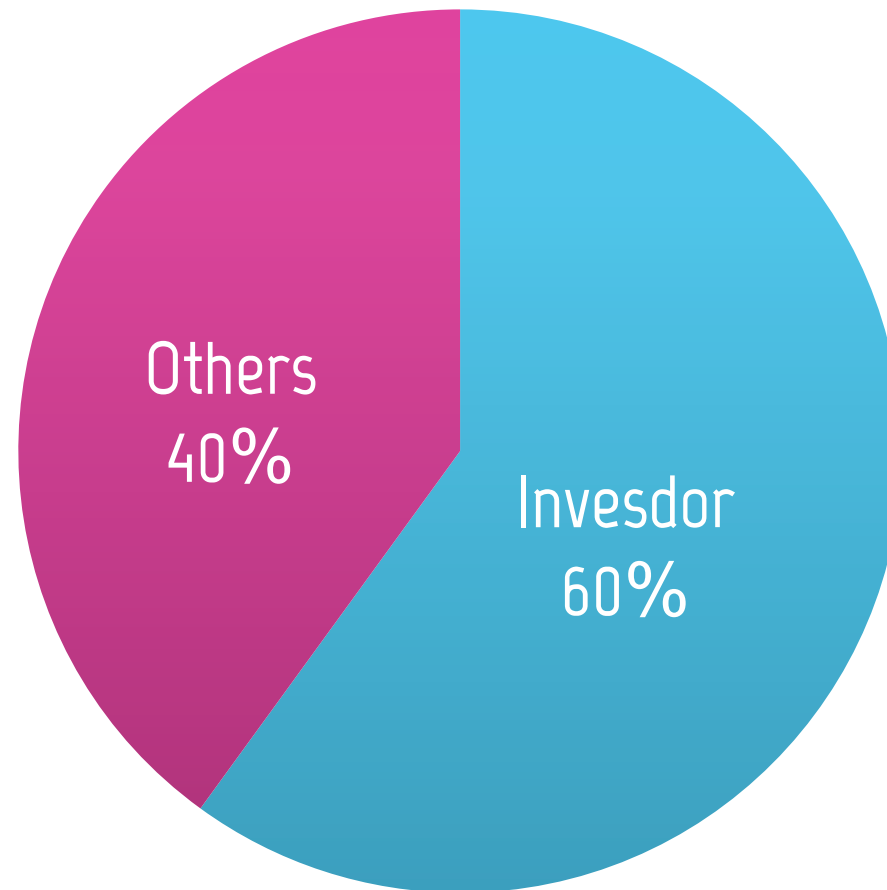
Petteri Kääpä
CTO

Building the leading equity-based crowdfunding market place in Europe

- Easy online market place for unlisted growth companies and for investors around the world
- Successfully launched in May 2012
- Impressive list of local partners



60% market share in equity crowdfunding in Finland 2013



Report: 13th March 2014 by Ministry of Finance and Ministry of Employment and the Economy of Finland



gTie binds up the investors **with a style**

“ gTIE founder will go down in history as the woman who revolutionized neckwear. Hidden round raised capital for over 288,000€ thanks to the contribution of its own network and Invesdor's investor partners.

288,162
€ invested

74
investors

3
months





Bryggeri brews up a tasty round

“ We are very pleased in Invesdor’s service and expertise. We also recommend this new funding source to other entrepreneurs and companies. Crowdfunding even boosted our presence in social media

- Pekka Kääriäinen, Managing Director of Rakuuna Olut Oy

158k
€ invested

164
investors

3
months





Successful round for B2B pharmacy sector

“ New kind of B2B e-commerce ecosystem
primarily for pharmacy and healthcare sector.
Round reaching 133% of its minimum funding.
Public round main target group was
pharmacies around the country.

132,800
€ invested

39
investors

3
months



5 star response from the crowd

“iResponse round overfunded. Round reaching 237% of its minimum funding and closing the round before the deadline.

82,878
€ invested

37
investors

3
months

Great cases – Here and now



Iron Sky Universe Oy

- Partially crowdfunded cult film launched 2011
- In 1945 the Nazis fled to the moon. Now they are back!
- Second film in series and merchandising around the concept to be crowdfunded via Invesdor in two separate offerings
- Loyal global fan base
- Raised 150,000€ in less than 12 hours – Now overfunding!

Invesdor so far

300 company pitches
received

2,1 Milj.€
raised

57 campaigns
accepted

1,600 Investments

15 successful
rounds

Impressive list of global firsts

- First secondary market for crowdfunded equities



- First real co-operation with established wealth management companies

(60,000 wealth management customers at Taaleritehdas Asset Management & Alexandria Asset management)



- First live equity crowdfunding event

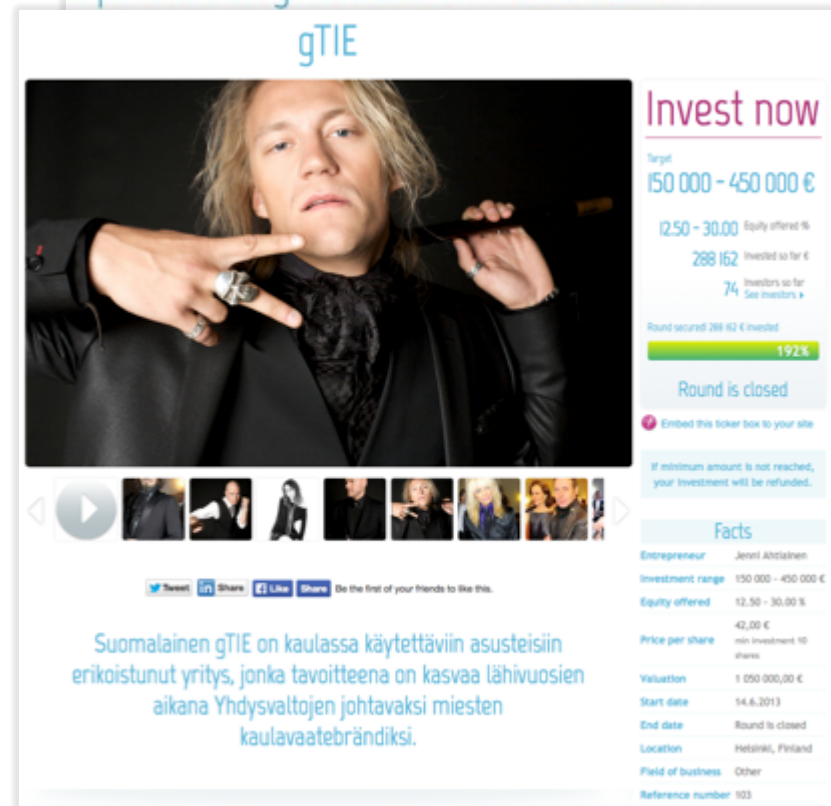


Open, transparent and scalable market place

- Buying unlisted shares made easy
- Open, safe and transparent service model
- Revenue model: Upfront listing fee & commission

Uusi Panimoravintola keskelle Helsinki
Pyynikin käsityöläispanimo
Suppilo - Kaupankäynti muuttui.
Learn English with Interactive Speaking Games
Playmysong - Mobile social jukebox
Mobile channel for gathering real feelings
Sport climbing available like never before

gTIE



Invest now

Target: 150 000 - 450 000 €

12.50 - 30.00 Equity offered %

288 162 Invested so far €

74 Investors so far See investors

Round secured 288 162 € invested

192%

Round is closed

Embed this ticker box to your site

If minimum amount is not reached, your investment will be refunded.

Facts

Entrepreneur: Jeroen Ahtela

Investment range: 150 000 - 450 000 €

Equity offered: 12.50 - 30.00 %

Price per share: 42,00 € min investment 10 shares

Valuation: 1 050 000,00 €

Start date: 14.6.2013

End date: Round is closed

Location: Helsinki, Finland

Field of business: Other

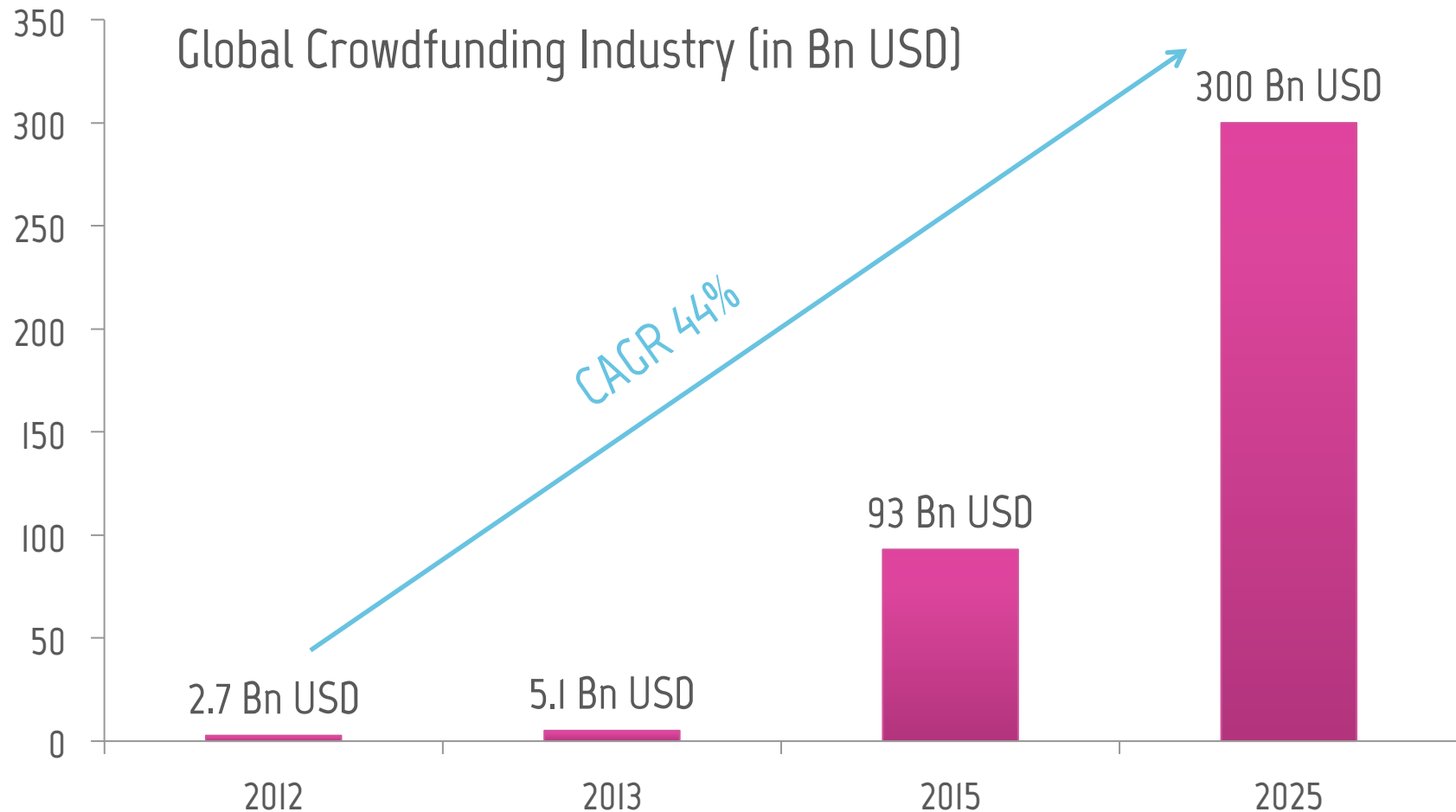
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Suomalainen gTIE on kaulassa käytettäviin asusteisiin erikoistunut yritys, jonka tavoitteena on kasvaa lähivuosien aikana Yhdysvaltojen johtavaksi miesten kaulavaatebrändiksi.

The future of crowdfunding

- Massive growth market
- Equity Crowdfunding is the fastest growing segment
- Crowdfunding is here to stay

Massive growth in crowdfunding industry



Source: Massolution crowdfunding industry report 2013, World Bank report and Fred Wilson's comments

4 Crowdfunding categories

Reward-based



Donation-based

Equity-based

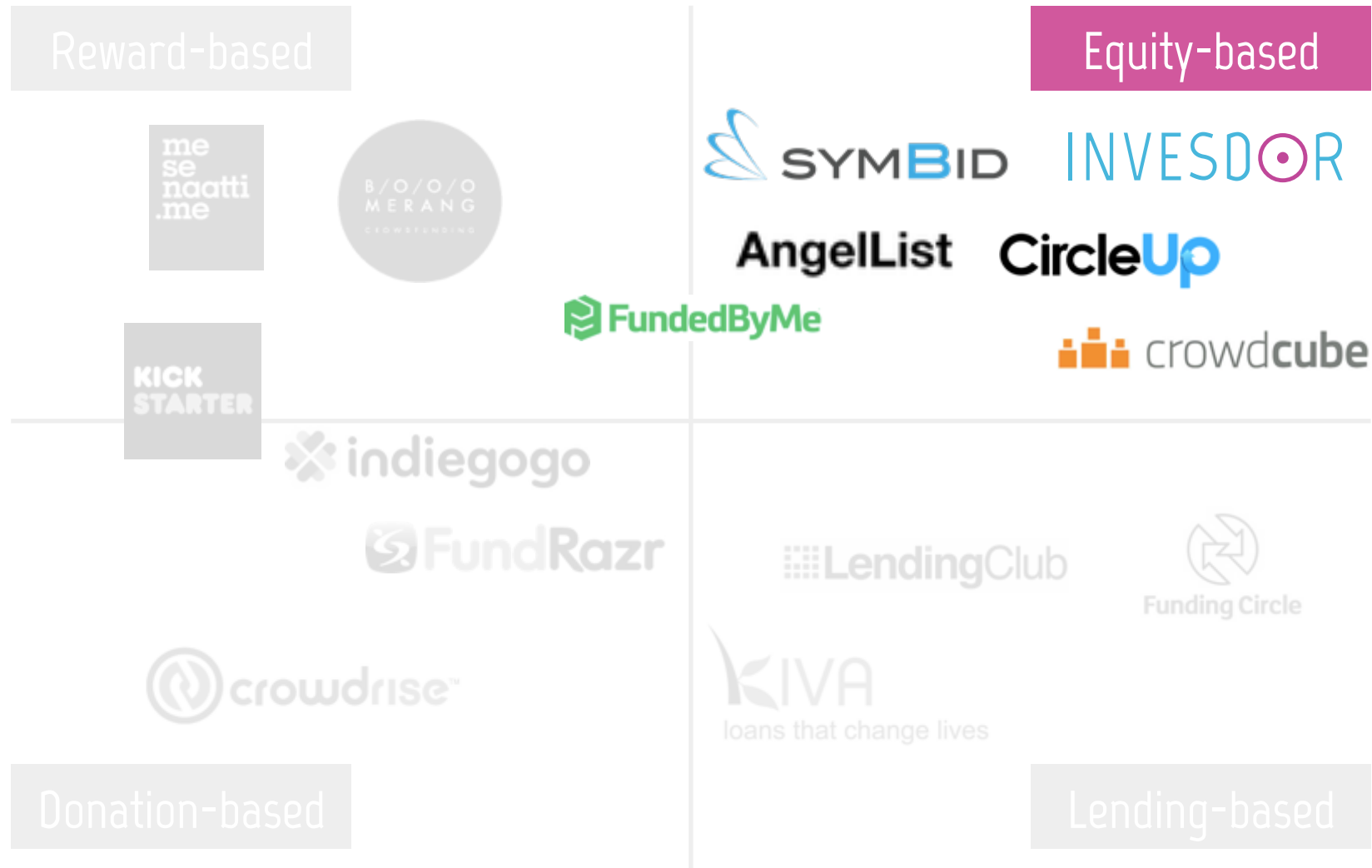


Funding Circle

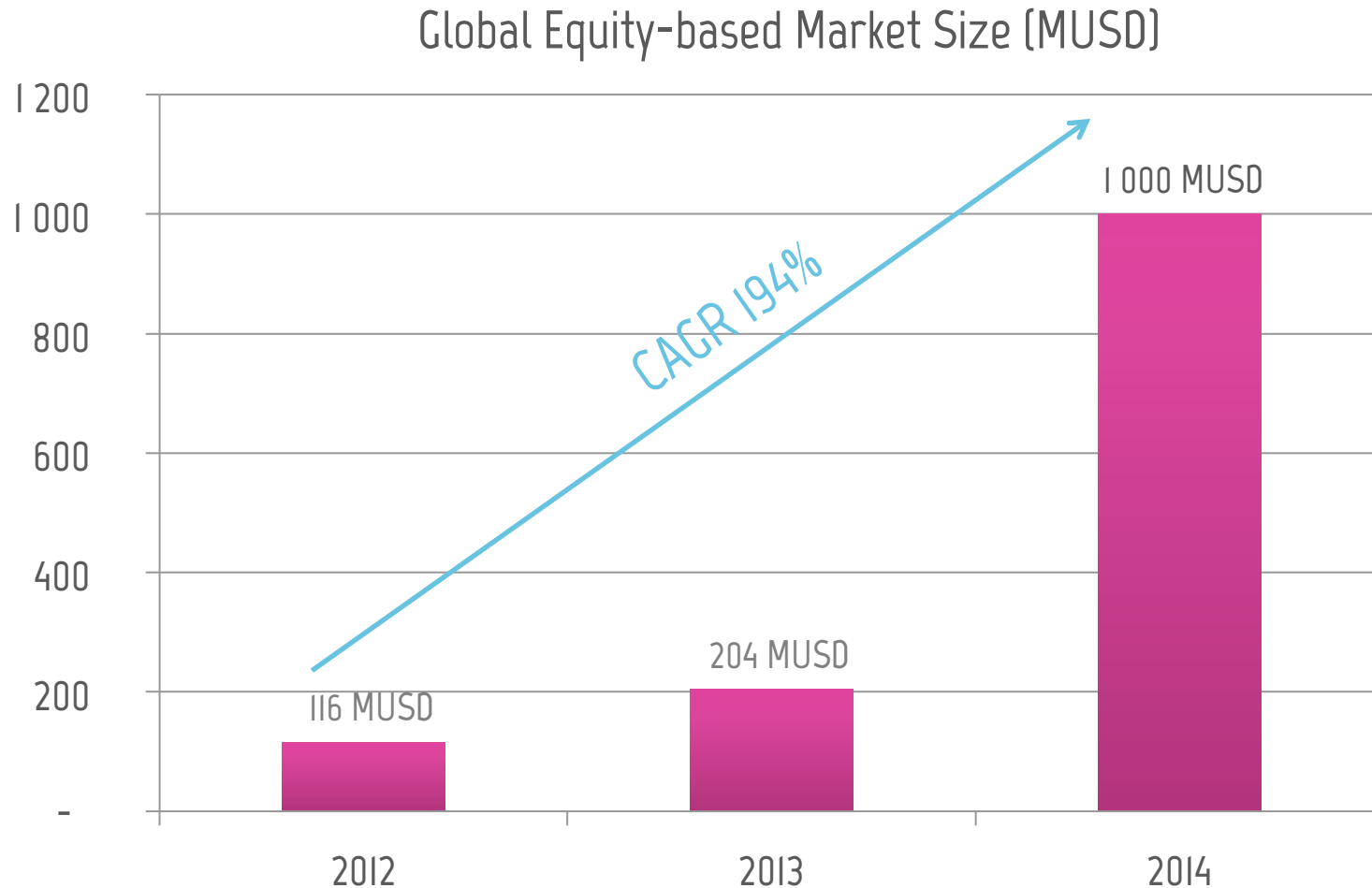


Lending-based

We focus on equity crowdfunding



Equity crowdfunding is the fastest growing segment



Source: Massolution crowdfunding industry report 2013 and World Bank report

Our progress



4. Operations to Europe 2015

3. Operations to Nordics in 2014

2. Nordic Crowdfunding Alliance

1. Market leader in Finland



NORDIC
CROWDFUNDING
ALLIANCE

INVESDOR

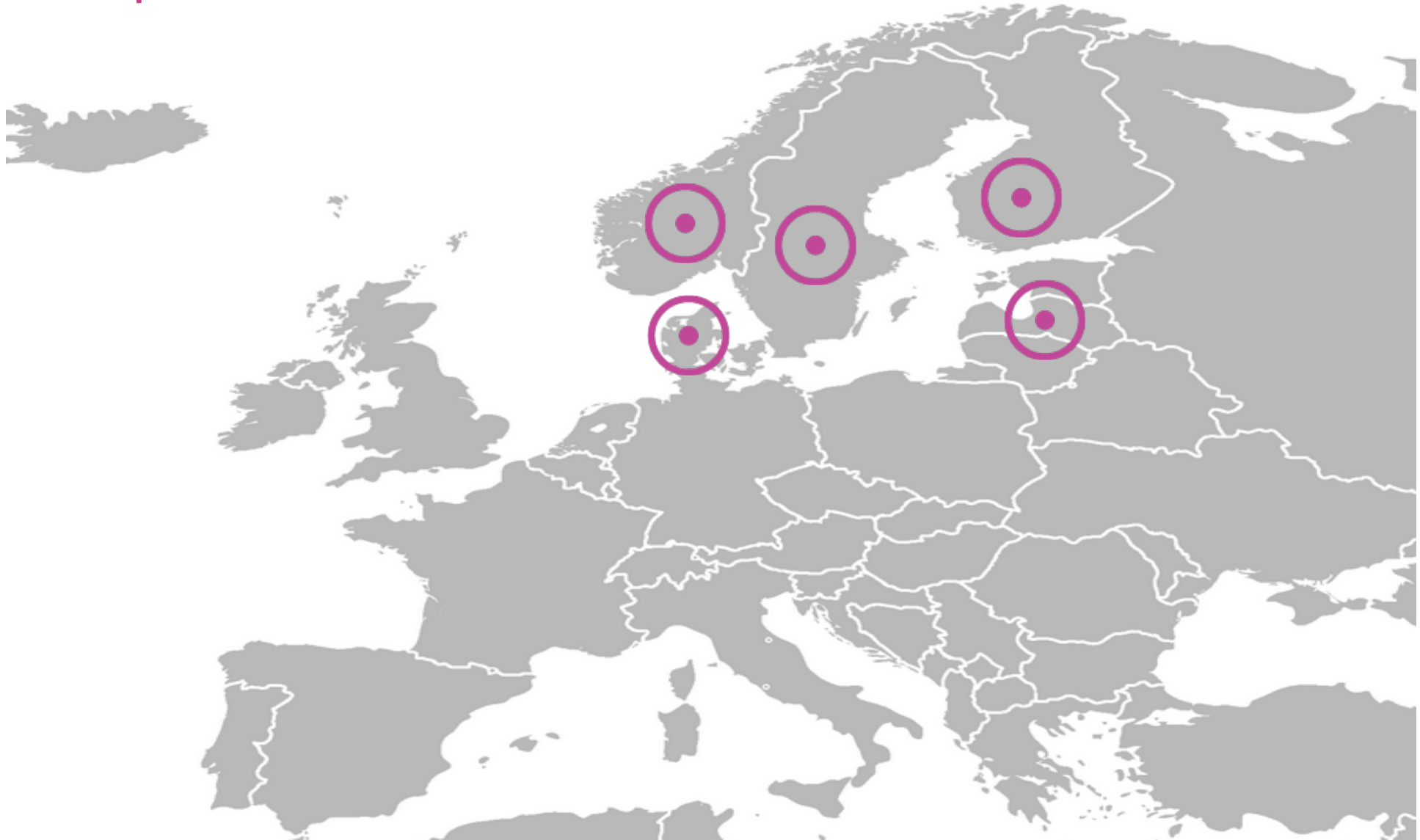


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UNIVERSITY OF AGDER

Operations in 2014: Nordic Plan

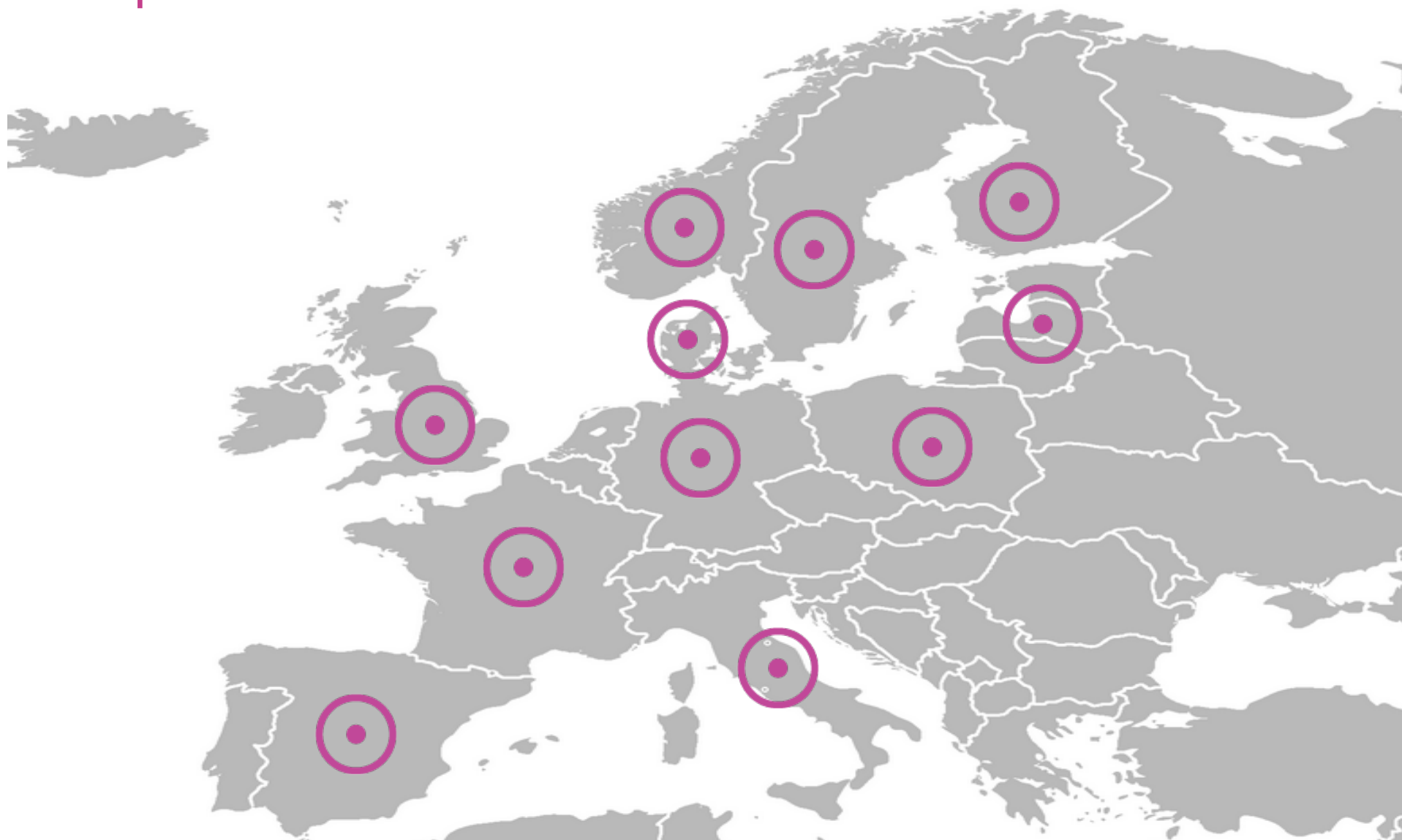


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Operations in 2015

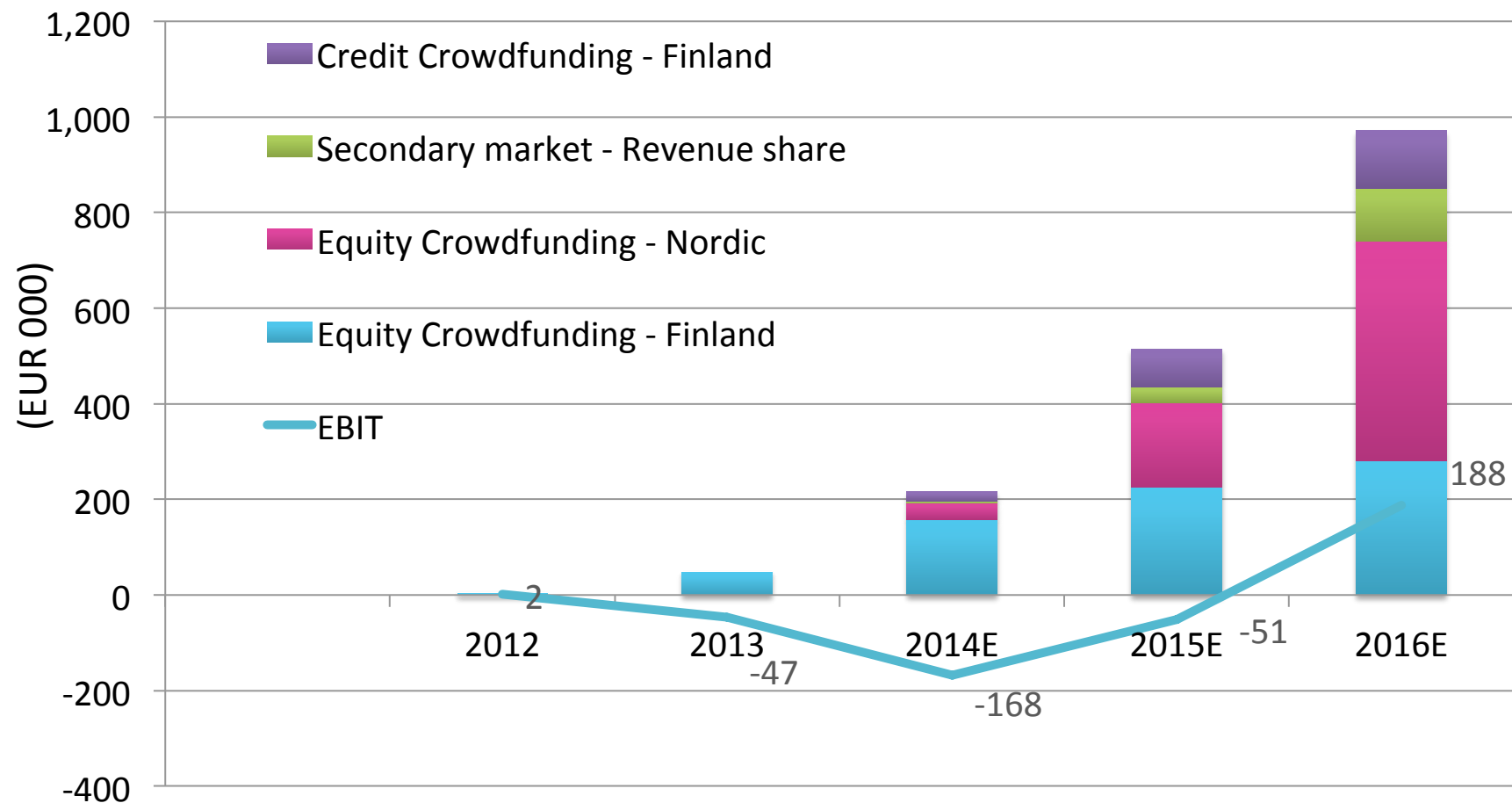


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Investor Financials in Nordic plan



(Estimates exclude expansion outside of Nordic region)

To summarise...

- Massive growth
- Leader on our field with a top professional team
- We are raising funding for our growth

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Lasse Mäkelä

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