



WEBGALLERIAN

Ditt shoppingcenter på nätet



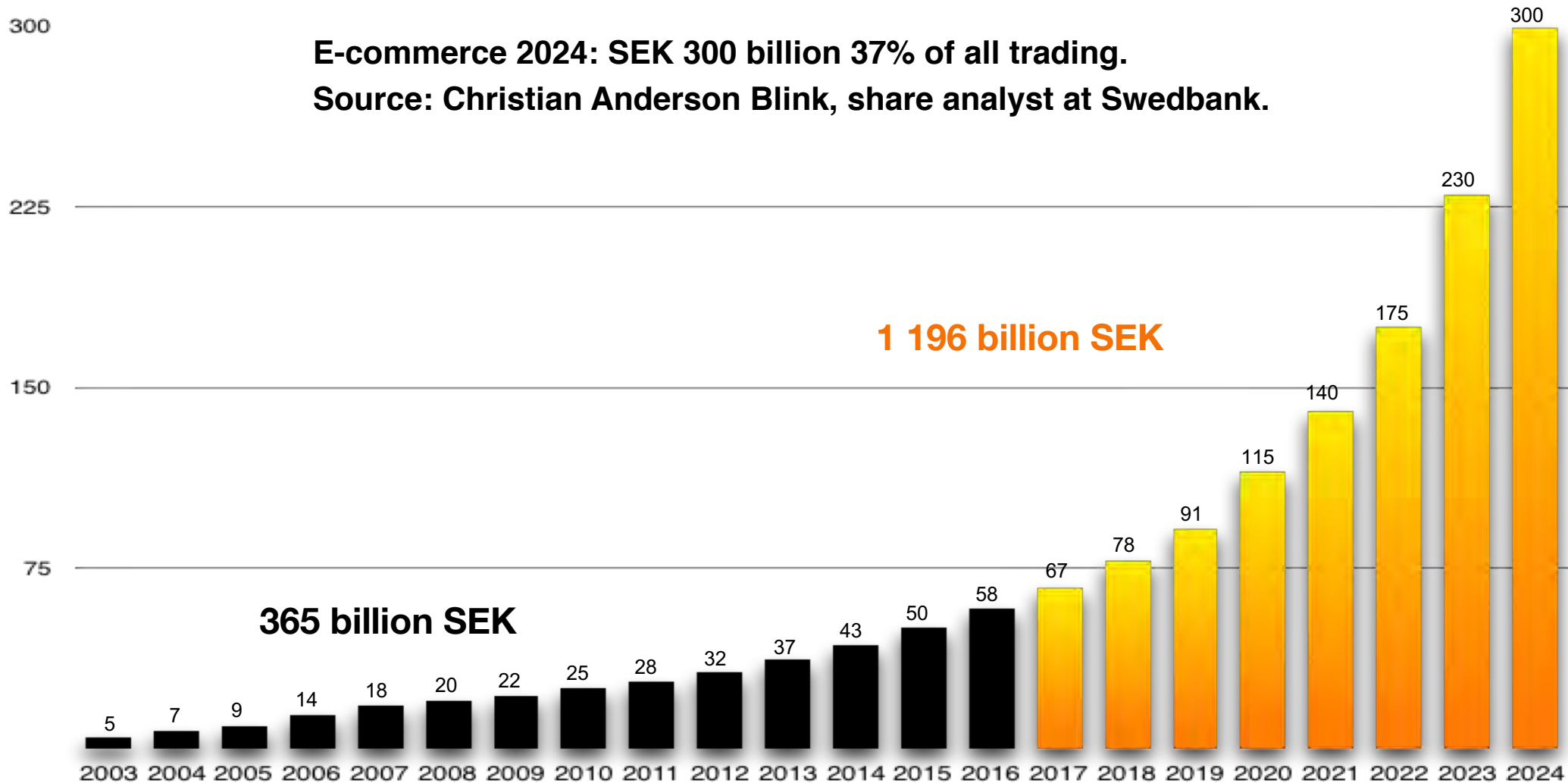
The Best of Sweden, Curated in One Place.

WEBGALLERIAN | Where Small Boutiques Become Giant Experiences!

Swedbank's forecast for 2024

E-commerce 2024: SEK 300 billion 37% of all trading.

Source: Christian Anderson Blink, share analyst at Swedbank.



E-commerce trends

- **Death of retail** - Brick and mortar decline
- **Marketplaces** - Small stores collaborate to increase competitiveness and profitability
- **Customer experience** - The experience is the difference that makes the difference
- **Social shopping** – Driving engagement, purchase, and growth
- **Personalization** – Personalized recommendations in real time are driving consumer behaviour.
- **Mobile first** - Internet usage is dominated by mobile users





Challenges

Small and medium-sized webshops' biggest challenges

High costs for:

- Marketing
- Conversion
- Logistics
- Strengthen the brand
- Loyal customers

Consumer challenges

- Overwhelmed by messages and irrelevant offers
- Hard to find all small, fun and unique stores / products
- Shopping experience

Our solution:

A shopping center online



Many becomes something huge

Greatly increased marketing power that individual SME would never be able to have on their own. Strong synergy with many shops together. Increases competitiveness. More visitors, high quality, selected customer segments, common values.



Hand-picked webshops

We select and curate the best among Sweden's thousands of small and exciting online stores and offer the consumer a selected content for a better shopping experience.

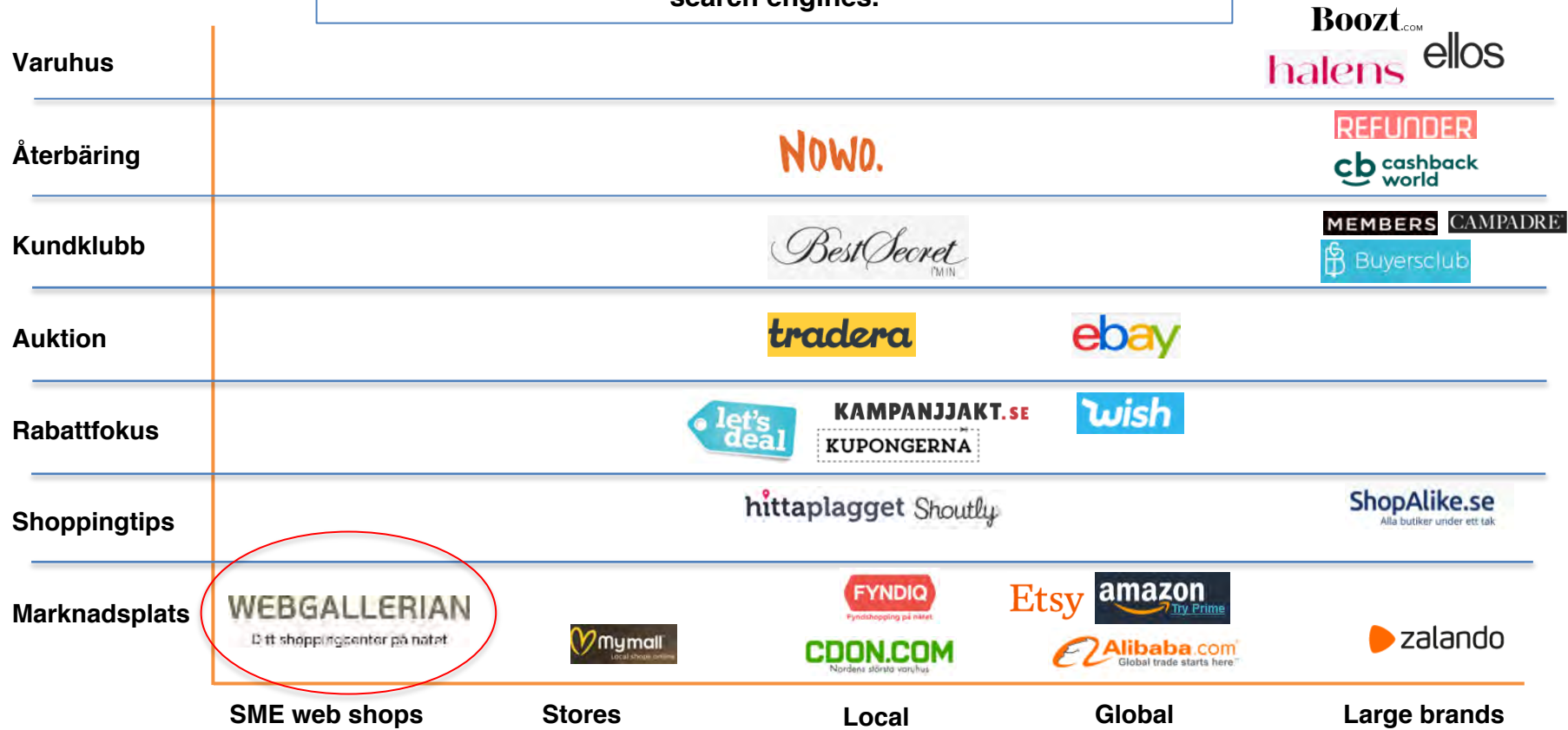


The store's own brand

A strong brand is more important than ever. In Webgallerian every store is visible with its own brand. We present each store's own story and unique product range.

Our position

Webgallerian is a marketplace for small and medium-sized web shops that are more dramatically under-represented through search engines.



What makes Webgallerian stand out

WEBGALLERIAN

Ditt shoppingcenter på nätet

- **Selected** - Hand-picked and selected web stores - curated product range
- **"Shop-in-Shop"** - The stores are displayed in a "Shop-in-Shop" concept
- **Same checkout** - Purchase from several stores and make payment in one check out
- **"In the Spotlight"** - Every store can publish their own story
- **My Galleria** - Personification and push - the consumer creates his own shopping mall
- **Personalization** - Marketing and content are tailored to the customer's preferences and behavior
- **Consolidated freight** - Through cooperation with Bring we can offer warehousing, logistics and distribution. The consumer gets all merchandise in the same package.
- **E-commerce platform** – Easy to start e-commerce. You can do it directly on Webgallerian. You do not have to subscribe to an E-commerce platform.
- **Unique possibility for shops** – SME will get services they otherwise normally would not have access to.
 - Dramatically lower marketing cost
 - Customer based personalization
 - Advanced Retargeting

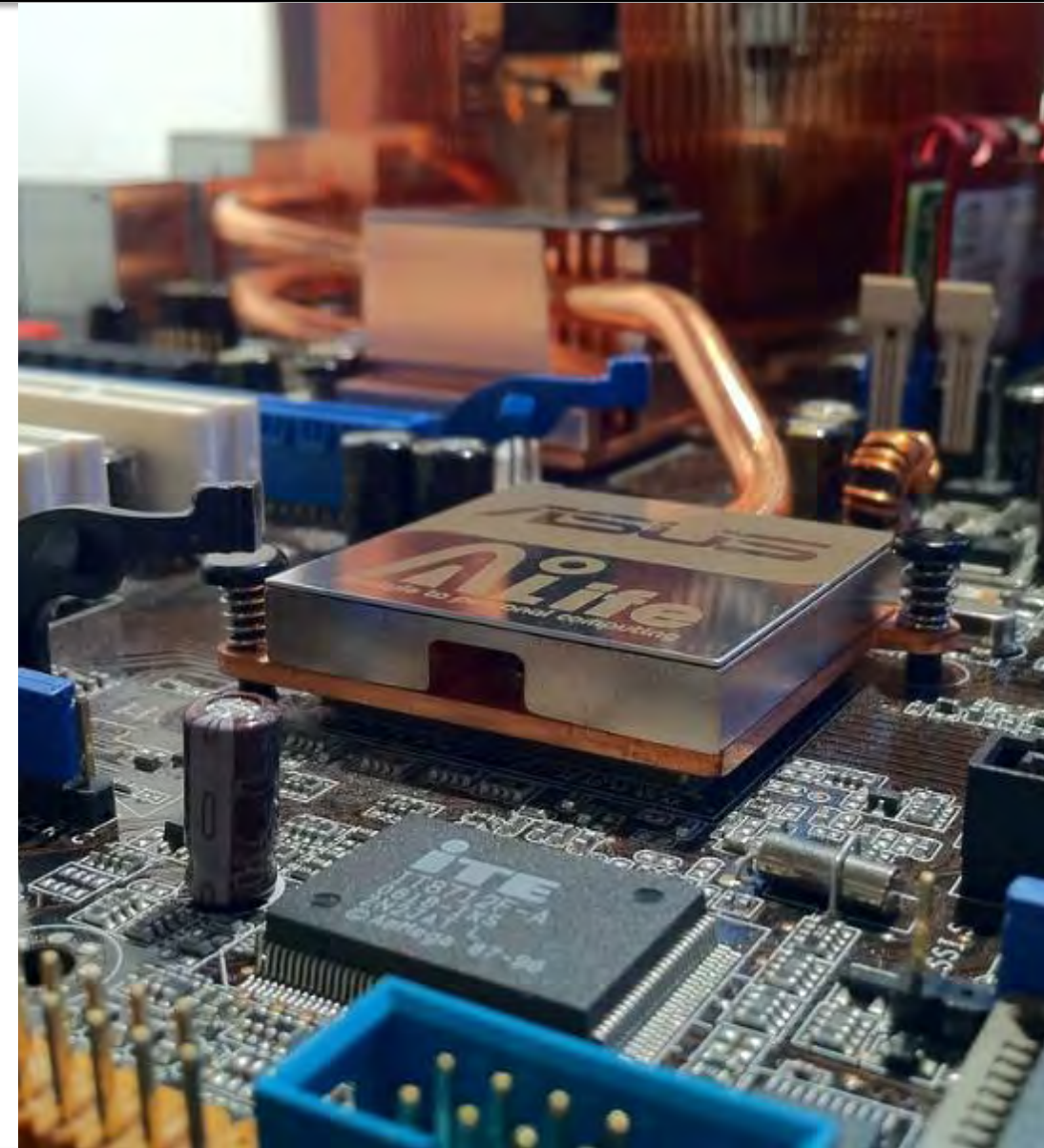
Competitors



Entry to market - crucial for effective competition and growth. Our combination of unique technology and marketing process makes direct competition costly and unlikely in the short term

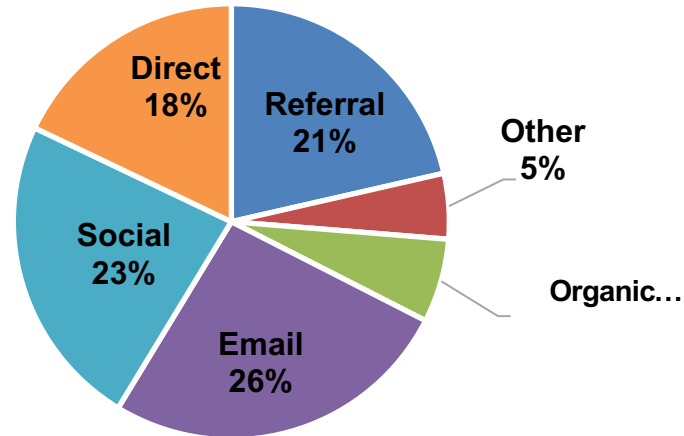
Our unique technical platform

- **Connecting new shops is quick and easy** – Takes only a few minutes.
- **Store's product range always updated** – All product information is automatically updated as frequent as desired, typically every 3 hours (can easily be adjusted).
- **Payment**
 - Fully automated process
 - Unique collaboration with PayEx (PSP)
 - When customers make purchases in several stores, they pay for it all in one checkout.
 - The store receives the correct amount from sales automatically
 - Webgallerian's commission is paid automatically to the correct account
- **Swish payment** – Made possible because of the unique integration with PayEx payment services
- **Improved application for personalized content**
 - **New visitors** – Personal content will be presented based on history and universal behavioral pattern on the internet
 - **Returning visitors** – Previous navigation pattern will present the most relevant content
 - **Most engaged customers** – Personalization features. Customers will get notifications by e-mail, newsletters, cart reminders and push notifications in mobile app.
 - **Retargeting** – Best practice will be applied in our visitors' social media feeds and in banner ads
- **Scalable to reach new markets - language module** – Quick and easy process. An entry into a new market can be done in a few days

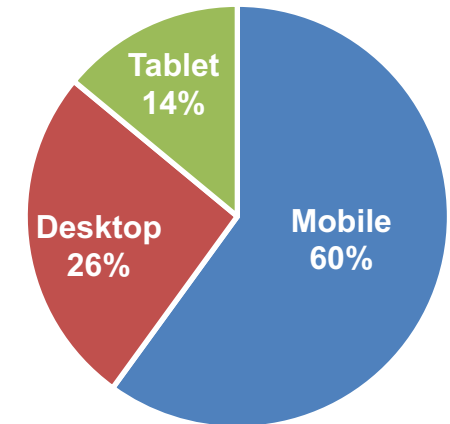




Audience sources



Device - Total users



Email newsletters Vi i Villa

Email newsletters to existing clients

News55 article and newsletter

Facebook and Instagram campaigns

Banner ads

Above average results

Above average results

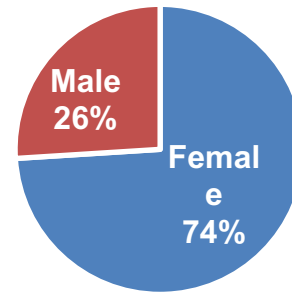
Above average results

Average results

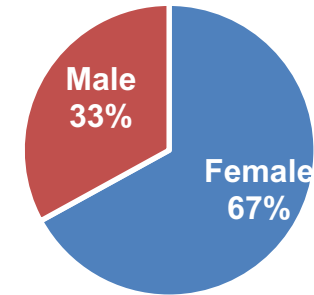
Below average results



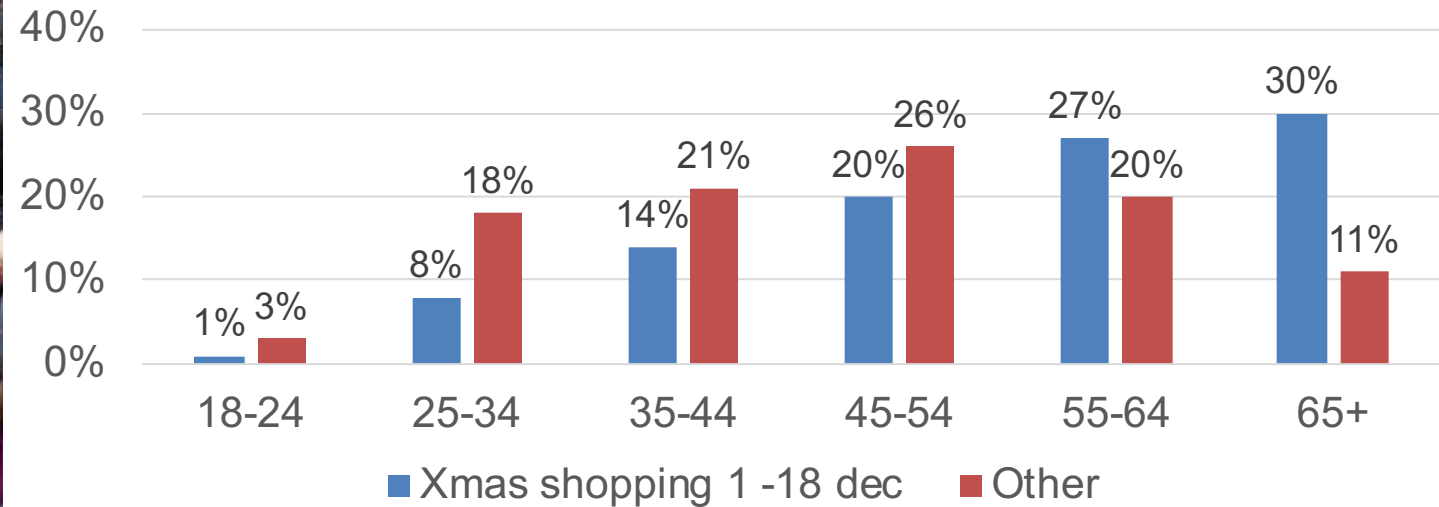
Users by gender
Xmas shopping 1 - 18 dec



Users by gender – Non Xmas



Audience Age



Our partners



Media partner

Marketing reaching 2,2 million house holds in Vi i Villa"-channels.



Warehouse & Logistics

Stores can benefit from 3rd party warehousing, logistics and distribution.

Customers receive purchased products from different stores in one package.

Relation & Brand

"Automative marketing", with the purpose of creating more sales, more frequently and to become a lojal customer.

Caprivi PR

Experined PR consultants.

PR targeting stores, consumers and finance.



Masterpass Mastercard

Digital wallet from Mastercard.

WG was the first in Sweden to integrate Masterpass with 'Best Practice'.



Certified E-commerce

Certified stores meet our requirements and are monitored by us.

It also includes a purchase protection for all purchases in certified stores



Business model

- ✓ Marketing fee: 5,000 SEK / 6 months
- ✓ Commission: 7% on sales

- ✓ Other sources of income:
 - ✓ Banners
 - ✓ Sponsoring
 - ✓ White label



Profitability & Growth

Scalability

- ✓ New segments
 - ✓ ECO Galleria
 - ✓ Handicrafts
- ✓ New global markets

More revenue options

- ✓ Sponsor program - "flag on the roof"
- ✓ Paid banner advertising for stores in Webgallerian
- ✓ White labeling, eg digitize local shopping malls and city shopping areas, national and international

Revenue projections – 4 years

Revenue SEK	2019	2020	2021	2022
Shops	5 785 000	8 055 000	8 320 000	8 560 000
Commission	2 423 181	11 586 286	26 908 770	50 551 550
Sponsoring "flag on the roof"	0	750 000	500 000	1 250 000
Banners	0	900 000	2 400 000	2 400 000
White label	1 000 000	3 000 000	3 000 000	2 000 000
Total revenue	9 208 181	24 291 286	41 128 770	64 761 550
Costs SEK				
Marketing	4 925 000	7 880 000	8 240 000	8 400 000
Payment services	702 137	2 581 157	5 483 135	9 953 102
Operations	4 552 900	11 275 300	14 078 800	14 138 800
R&D	1 800 000	1 800 000	1 800 000	1 800 000
Shop recruitment	840 000	105 000	52 500	52 500
Total costs	12 820 037	23 641 457	29 654 435	34 344 402
Gross profit	-3 611 856	649 829	11 474 335	30 417 148
Gross margin	-39%	3%	28%	47%
Cash flow	9 418 144	10 067 973	21 542 308	51 959 456
Sales in shops	34 616 875	165 518 375	384 411 000	722 165 000
Number of shops	660	684	708	732

Revenue projections - 1st year

Equity kapital	Q 1	Q 2	Q 3	Q 4	Total
	3 000 000	10 000 000			13 000 000
Revenue SEK					
Shops	1 000 000	1 425 000	1 250 000	2 110 000	5 785 000
Commission	44 559	184 603	831 775	1 362 244	2 423 181
Sponsoring "flag on the roof"					0
Banners					0
White label			1 000 000	0	1 000 000
Total revenue	1 044 559	1 609 603	3 081 775	3 472 244	9 208 181
Costs SEK					
Marketing	800 000	1 240 000	1 375 000	1 510 000	4 925 000
Payment services	29 367	91 009	230 321	351 440	702 137
Operations	820 800	1 504 200	964 950	1 262 950	4 552 900
R&D	450 000	450 000	450 000	450 000	1 800 000
Shop recruitment	250 000	356 250	62 500	171 250	840 000
Total costs	2 350 167	3 641 459	3 082 771	3 745 640	12 820 037
Gross profit	-1 305 608	-2 031 856	-996	-273 396	-3 611 856
Gross margin	-125%	-126%	0%	-8%	-39%
Cash flow	1 724 392	7 968 144	-996	-273 396	9 418 144
Sales in shops	636 563	2 637 188	11 882 500	19 460 625	34 616 875
Number of shops	200	485	532	660	

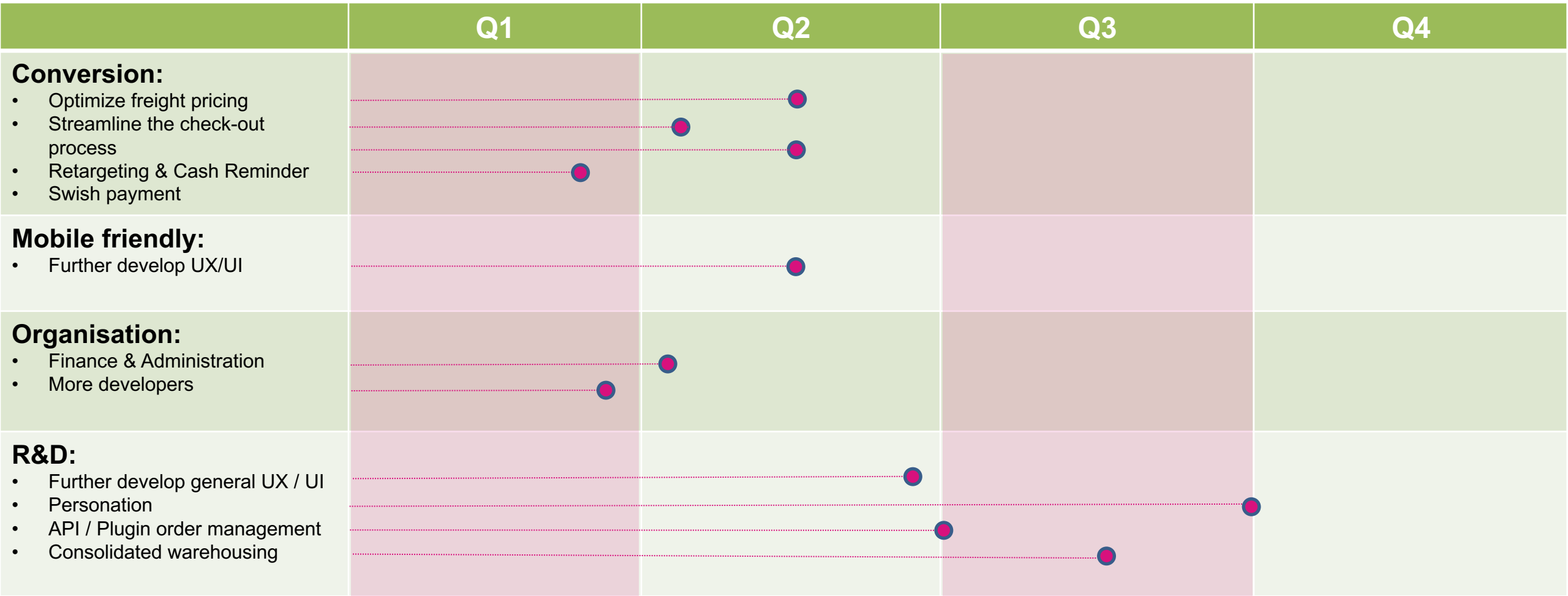
Limitation of risk

Webgallerian has great advantage from partner deals and shareholder agreements. Saves WG considerable costs as well as minimizing risk.

- **R & B – automative marketing/customer loyalty program**
 - *Estimated value: 500 000 SEK / year*
- **Capriva PR – National and international PR**
 - *Value: 850 000 SEK*
- **Vi i Villa – marketing CPO solution**
 - *Estimated value: 1000 0000 SEK / year*



Technology & application - Roadmap 2019



Financing

Rights issue

- **Subscription price** **5,40 SEK**
- **Issue amount** **3 000 000 SEK**
- **Over allotment** **1 500 000 SEK**
- **Company value pre money** **39 928 518 SEK**

Expected use of funds:

- **Sales & Marketing** **3 500 000 SEK**
- **R&D expansion** **1 000 000 SEK**





Management Team

- ✓ *Long-standing leadership experience*
- ✓ *Successful e-commerce experience*
- ✓ *Successful growth development E-commerce*

Björn Wahlgren, Chairman of the Board

- *Former CEO of Eurocard, several board assignments*

Sven Hammar, Member

- *Entrepreneur, IT security expert, CEO Apica*

Ingemar Gleissman, Member, CEO & Founder

- *Successful e-retailer*

Henrik Gleissman, CTO/CDO, co-founder

- *Built first version of Webgallerian*

Amit Gauba, Owner/VD Grit Innovations

- *IT & development expert*

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