



# Disclaimer

The presentation (the “**Presentation**”) has been produced by Xplora Technologies AS (the “**Company**”) for information purposes only and does not in itself constitute, and should not be construed as, an offer to sell or a solicitation of an offer to buy any securities of the Company in any jurisdiction. The distribution of this Presentation may be restricted by law in certain jurisdictions, and the recipient should inform itself about, and observe, any such restriction. Any failure to comply with such restrictions may constitute a violation of the laws of any such jurisdiction.

This Presentation includes and is based, inter alia, on forward-looking information and contains statements regarding the future in connection with the Company’s growth initiatives, profit figures, outlook, strategies and objectives. All forward-looking information and statements in this presentation are based on current expectations, estimates and projections about global economic conditions, the economic conditions of the regions and industry in which the Company operates. These expectations, estimates and projections are generally identifiable by statements containing words such as “expects”, “believes”, “estimates” or similar expressions. Important factors may lead to actual profits, results and developments deviating substantially from what has been expressed or implied in such statements. Although the Company believes that its expectations and the Presentation are based upon reasonable assumptions, it can give no assurance that those expectations will be achieved or that the actual results will be as set out in the Presentation.

The Company is making no representation or warranty, expressed or implied, as to the accuracy, reliability or completeness of the Presentation, and neither the Company nor any of its directors, officers or employees will have any liability to you or any other persons resulting from your use.

This Presentation speaks as at the date set out on herein and will not be updated. The following slides should also be read and considered in connection with the information given orally during the Presentation.

This Presentation is subject to Norwegian law, and any dispute arising in respect of this Presentation is subject to the exclusive jurisdiction of Norwegian courts.



# The Road to One Million

Xplora Technologies AS

**Capital Markets Day**

June 13, 2024



# Team presenting today



**Sten Kirkbak**  
CEO



**Jennifer Powers**  
External speaker



**Kjetil Fennefoss**  
COO



**Jason Pyne**  
EVP Kids division



**Kristinna Kristensen**  
CM Germany



**Svern JArle Simonsen**  
EVP Senior division



**Jonas Ringstad**  
EVP SaaS



**Sanghyo Kim**  
CTO



**Knut Stålen**  
CFO



# CMD Agenda

## Objective with today:

- Share our road to 1 million & where we see our self in next 4-5 years.
- Family IOT trends & how to monetize
- Better insight to understand our business
- IR strategies and way forward

## Agenda

1. Intro & Family IoT trends (Sten Kirkbak, CEO)
2. Smartphone free Childhood (interview Jennifer Powers)
3. The road to 1 million (Kjetil Fennefoss, COO)
4. Kids division strategy (Jason Pyne, EVP)
5. German market update (Kristinna Kristensen, CM)
6. Senior strategy (Svenn Jarle Simonsen, EVP)
7. SaaS strategy (Jonas Ringstad, EVP)
8. R&D strategy (Sanghyo Kim, CTO)
9. Financial highlights (Knut Stålen, CFO)



We are inviting you to join our

# 2024 *Capital* MARKETS DAY

**"The Road to One Million"**

**THURSDAY  
JUNE 13  
10-12 CET**

Location:

SpareBank 1 Markets

Olav Vs gate 5

0161 Oslo



# CMD Agenda

## Objective with today:

- Share our road to 1 million & where we see our self in next 3-5 years.
- Family IOT trends & how to monetize
- Better insight to understand our business
- IR strategies and way forward

## Agenda

1. Intro & Family IoT trends (Sten Kirkbak, CEO)
2. Smartphone free Childhood (interview Jennifer Powers)
3. The road to 1 million (Kjetil Fennefoss, COO)
4. Kids division strategy (Jason Pyne, EVP)
5. German market update (Kristinna Kristensen, CM)
6. Senior strategy (Svenn Jarle Simonsen, EVP)
7. SaaS strategy (Jonas Ringstad, EVP)
8. R&D strategy (Sanghyo Kim, CTO)
9. Financial highlights (Knut Stålen, CFO)



From our 2023 CMD



# Historical Highlights



2016

2017

2018

2019

2020

2021

2022

2023

2024

Xplora founded  
Exclusive distribution  
agreement in the  
nordics with PepCall.

Completion of our  
Family IoT platform.  
  
First commercial sales  
of smartwatches.

Exclusive supplier  
agreement with 360.

Gamification innovation  
with Sony Playstation  
platform. MWC  
announcement.

First patent application  
within our IoT platform.  
  
Launch of industry first  
eSIM device in our  
category. Collaboration  
with Deutsche Telekom.

IPO.

Acquisition of Xplora  
Mobile Holding AS  
(previous PepCall)

Multiple IP/CAPEX  
investments to lay  
foundation for further growth  
and profitability.

3 new HW platforms

5 new MVNO setups

Premium Service Proposition  
(b2b and b2c platform  
back-end solution)

Financial turn-around to  
demonstrate profitability in our  
business model.

Launch new product platforms  
and demonstrate Service  
revenue outside nordics and  
Premium Services.

Units sold: 20k  
Revenue: 19 m  
ARR: 0 m  
EBITDA: - 18m

Units sold: 74k  
Revenue: 61 m  
ARR: 3 m  
EBITDA: -44 m

Units sold: 216k  
Revenue: 200 m  
ARR: 7 m  
EBITDA: -16 m

Units sold: 395k  
Revenue: 431 m  
ARR: 92 m  
EBITDA: 19 m

Units sold: 417k  
Revenue: 502 m  
ARR: 152 m  
EBITDA: -34 m

Units sold: 466k  
Revenue: 689 m  
ARR: 210 m  
EBITDA: 34 m

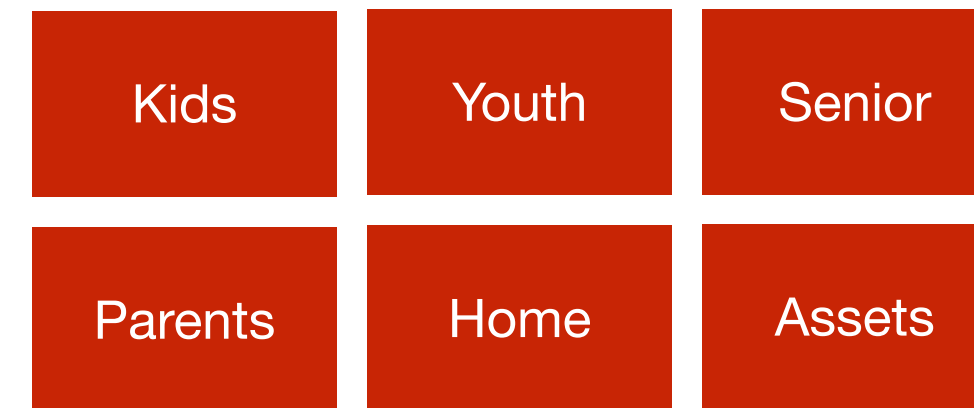


# How to accelerate growth forward

Now, we can accelerating growth: **Hardware agnostic/B2B/B2C**

Step 3  
**(2024 forward)**  
Family IoT Growth  
foundation

- Endless growth opportunities.
- Product verticals within B2B
- B2C strategies



Sold more than **1,5 million** only to kids

Step 2  
**(2021-2024)**  
Service Revenue  
foundation

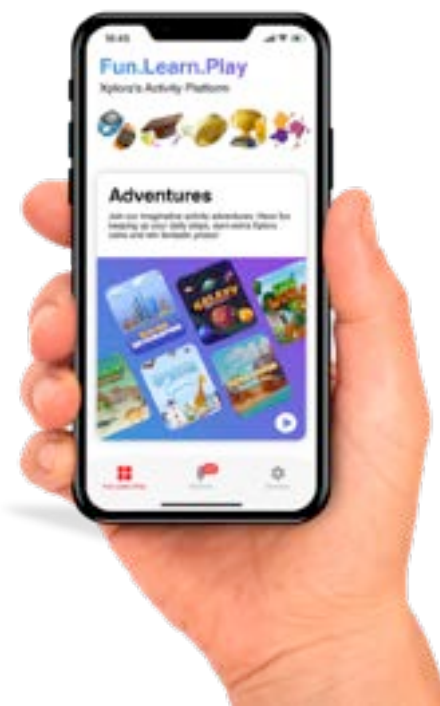
Already more than **250k** subs.

Then acquired and built **9 Global MVNO** setups

- Most family IoT products requires a SIM plan. Need to have VS not nice.
- Increase LTV, premium leverage and high margin service revenues.



Step 1  
**(2016-2020)**  
IP and technology  
foundation



More than **2 million** Users

We started to build the **Family IoT Service Platform**

- Objective to build a hardware agnostic family IoT service platform.
- Leveraging on the upcoming data protection compliances (GDPR) in the category.



# Introducing The Road to One Million

## What does it mean:

### What

Company key target is to reach one million Subscriptions

### Why

High margin and scalable model. Financial target to reach ARR of 650m

### When

Not estimating annual timeline, but optimize all strategies next 4-5 year!

## How we can get there:

- Kids category (various growth opportunities)
- Multi device Strategy (Such as Senior)
- (Multi tenant strategy - B2B SaaS)

Organic or via **M&A Strategy**





# Some Key Social Trends

# Youth

Addressing churn & societal problem



# Parents


Home and parental tech



# Senior

Safe and active senior years





**Jennifer Powers**

Former Special Adviser to the Prime Minister, Energy, Business, Regulation and Trade Policy. Business strategist, policy specialist and political adviser working in energy, infrastructure and technology.

[+ Follow](#)

[View full profile](#)

Interview - play film





# Young kids/Youth

## Trend

- Research data
- Parental awareness
- Sales data from Asia



## Opportunity

We see an immediate opportunity to develop partner strategy and install our Xplora App/sim to address Youth market.

**How cell phones are killing our kids, and what we can do about it**  
By Matt Villano, CNN  
8 minute read · Updated 1:00 PM EDT, Tue April 16, 2024

**US Teens, Suicides (Ages 10 – 14)**

Gender	Rate (per 100,000 Population)	Increase since 2010
Boys	~3.5	109%
Girls	~2.0	134%

**% US Teens (12-17) who had a major depression in the last year**

Gender	% Increase since 2010
Girls	145%
Boys	161%

**It hits many more (though relative increase)**

Source: U.S. National Survey on Drug Use and Health

VEIE23: Jonathan Haidt: Smartphones vs. Smart Kids





# Senior IoT

## Trend

- We live longer
- Focus on safety
- Buyer vs user



## Opportunity

Very often our same distributor, retailer and even buyer (parents). We already have HW platform (X6Pro) This vertical might include multiple products and have higher price point.



Est. LTV in Senior Category

Est. LTV in kids Category

**X8**



# Parental IoT

## Trend

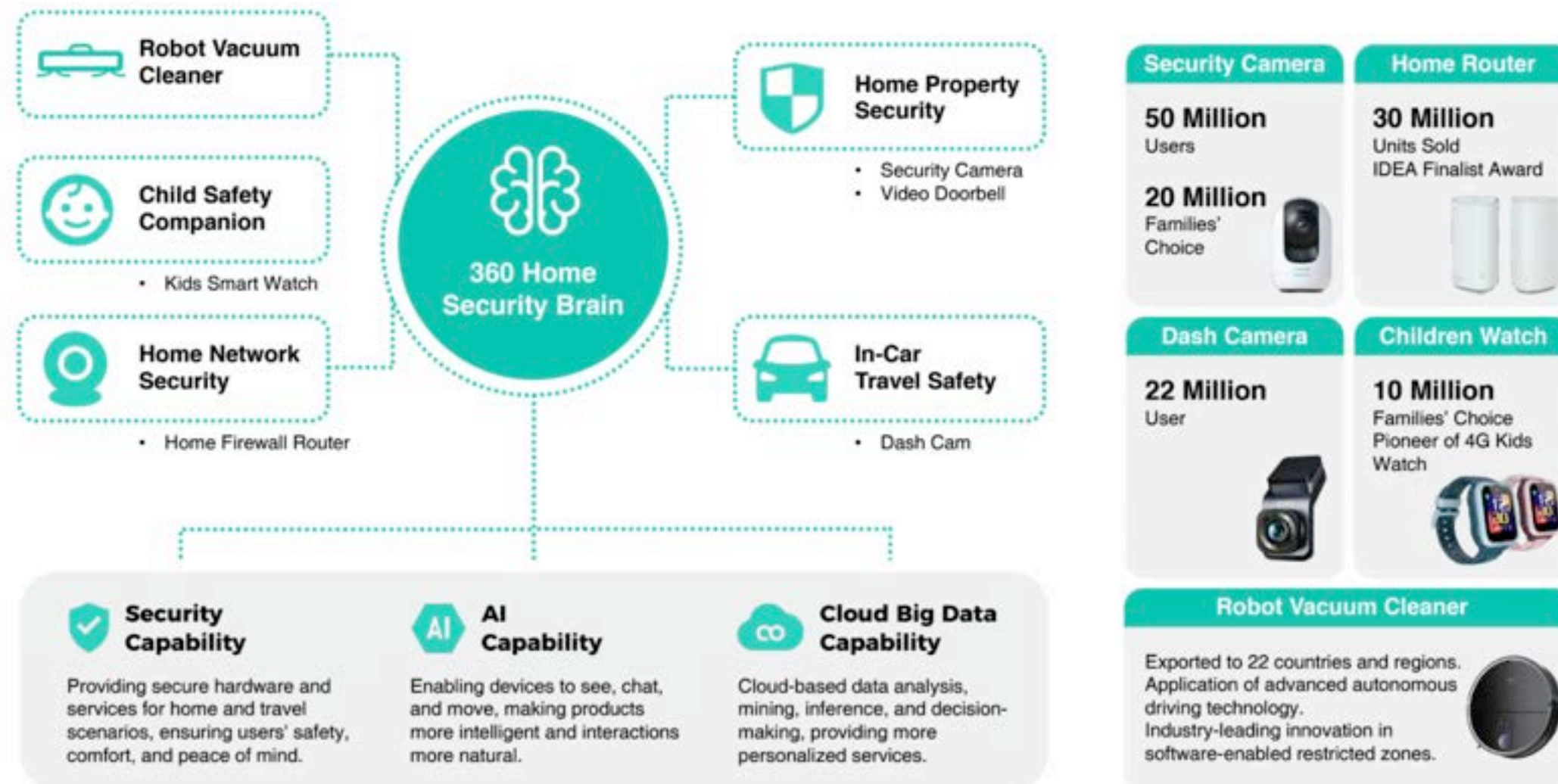
- Safety & Health
- Price sensitive
- Sales data from Asia



## Opportunity

Movement in the Family IoT space. New sensors being launched and in demand. We can provide connectivity to increase profit and launch more products our selves.

Primarily a B2B business model



\* reference point from 360 in Asia (trends IoT products)



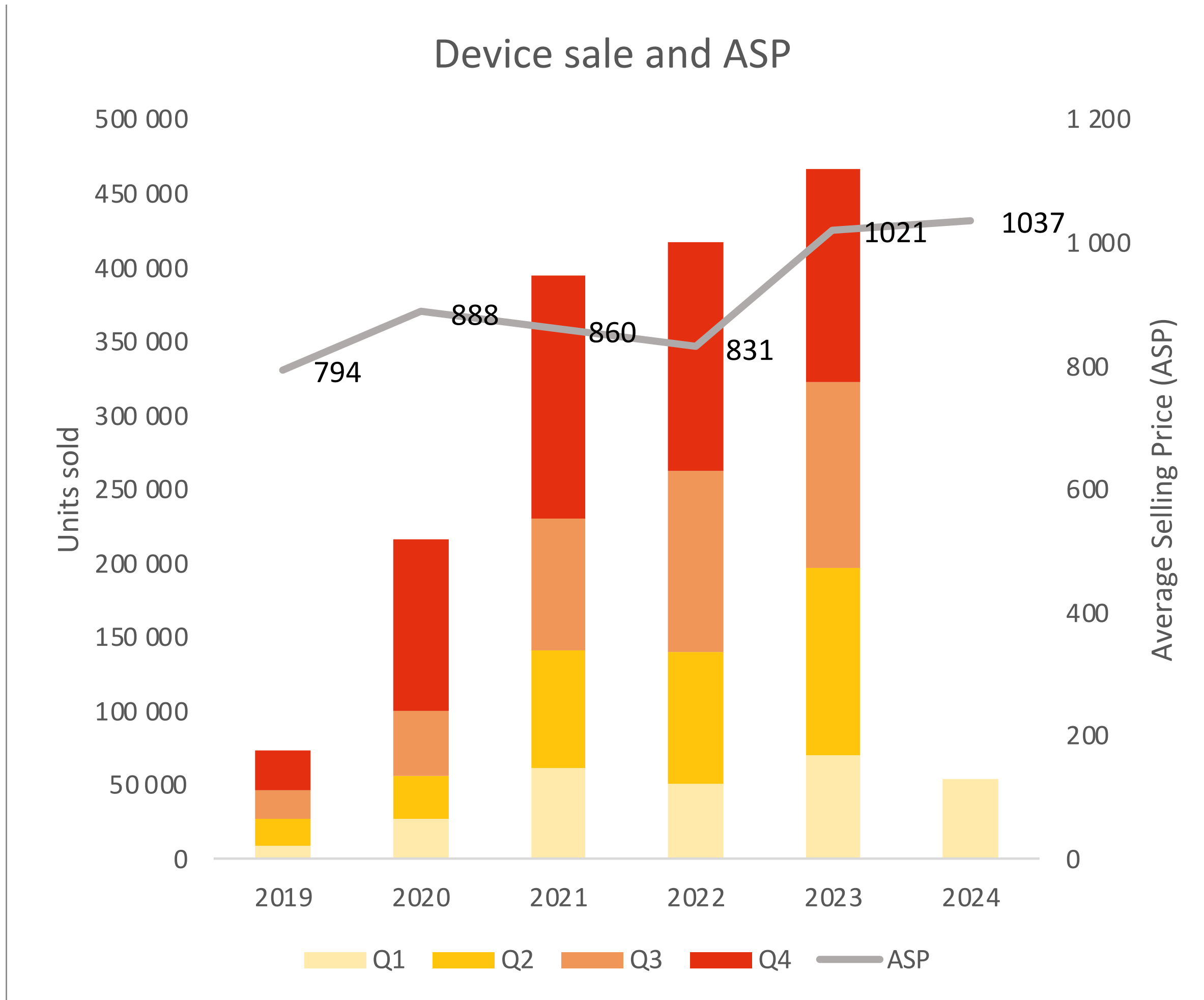


# Operation





# Sales development for Smartwatches (2019-2024)



## Device sales:

From 73k in 2019 to **467k** in 2023

- Focus on 9+ markets
- Build a broad network of distribution channels; Retail, Amazon, Web, Telco
- Take the category leader position

## Average Sales price (ASP):

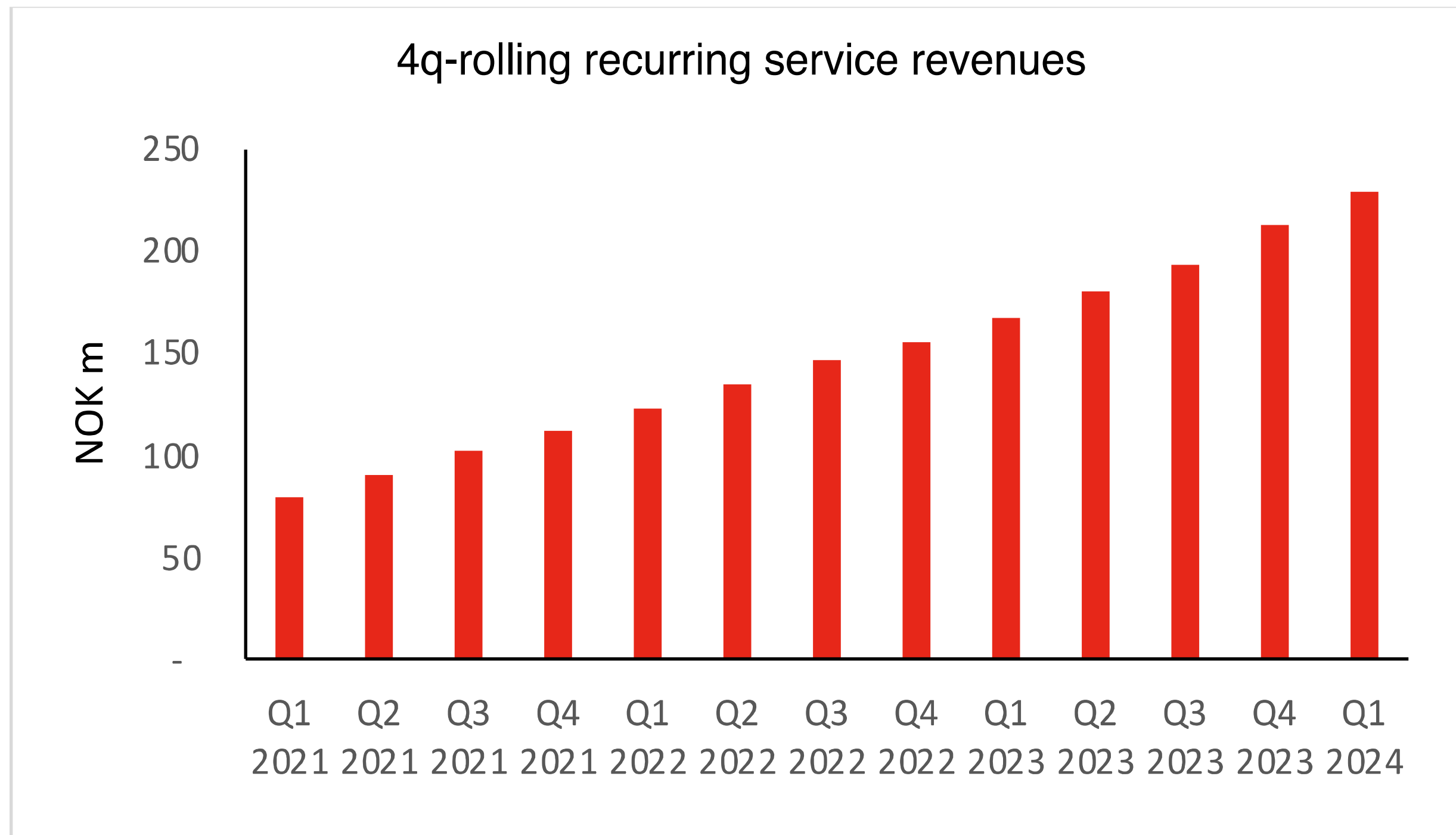
From NOK 794 in 2019 to **NOK 1,037** in Q1 2024

- Shift to models with higher specifications
- Price premium on sales to telcos
- Currency effect USD/EUR to NOK





# Revenue development for Services (2021-2024)



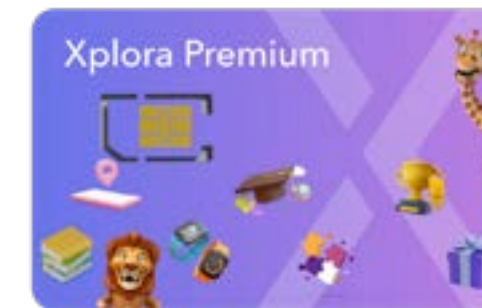
1



## Mobile subscriptions:

- From 4 to 9 markets
- Grow the customer base
- Optimize the tariff plans

2



## Premium - Activity platform:

- Value Added Service
- Commercial launch in 2023
- Bundled with mobile subscriptions
- Stand-alone sales in the Xplora app.
- New: First sale to a telco

3



## Service revenue from telcos:

- When telcos include their SIM
- Nordics and USA
- Introduced in 2023

4

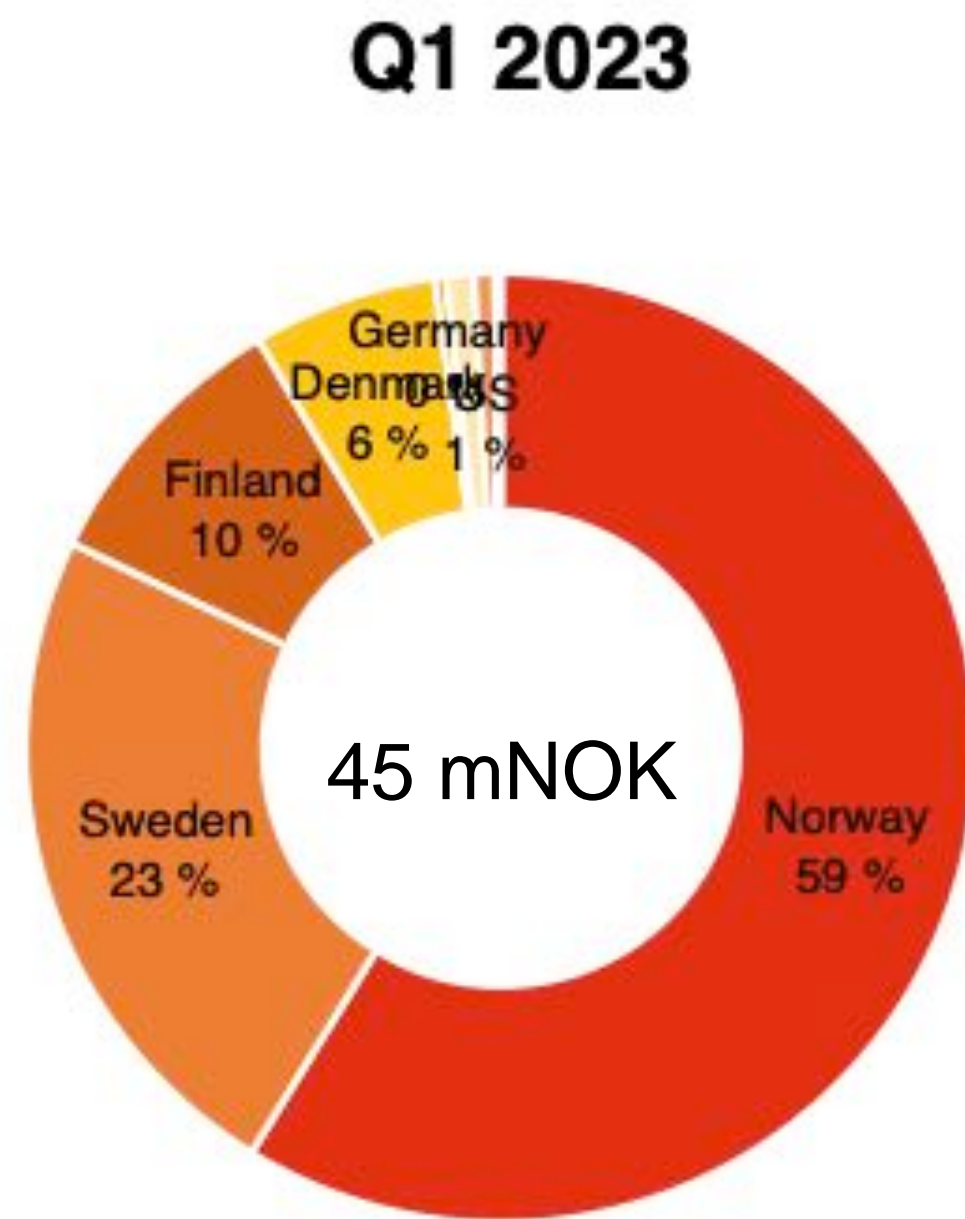


## Service-fee:

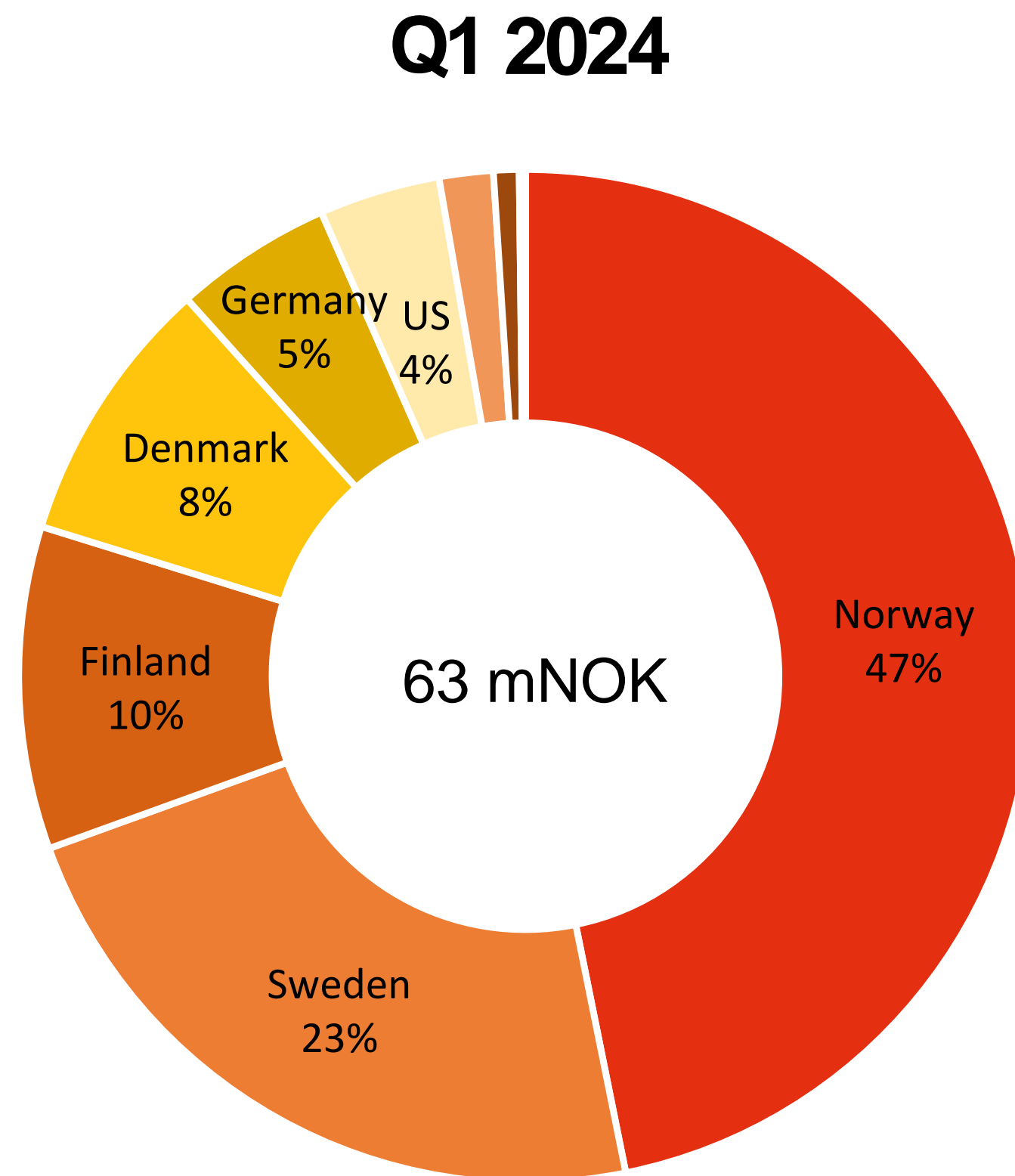
- For customers who want to use another SIM card than Xplora's
- NOK 99.- per month
- Objective: Take Xplora SIM share to "100 percent"



# Service Revenue development per market



■ Norway ■ Sweden ■ Finland ■ Denmark ■ Germany  
■ US ■ UK ■ Spain ■ France ■ Norway



■ Norway ■ Sweden ■ Finland ■ Denmark ■ Germany  
■ US ■ UK ■ Spain ■ France ■ Norway

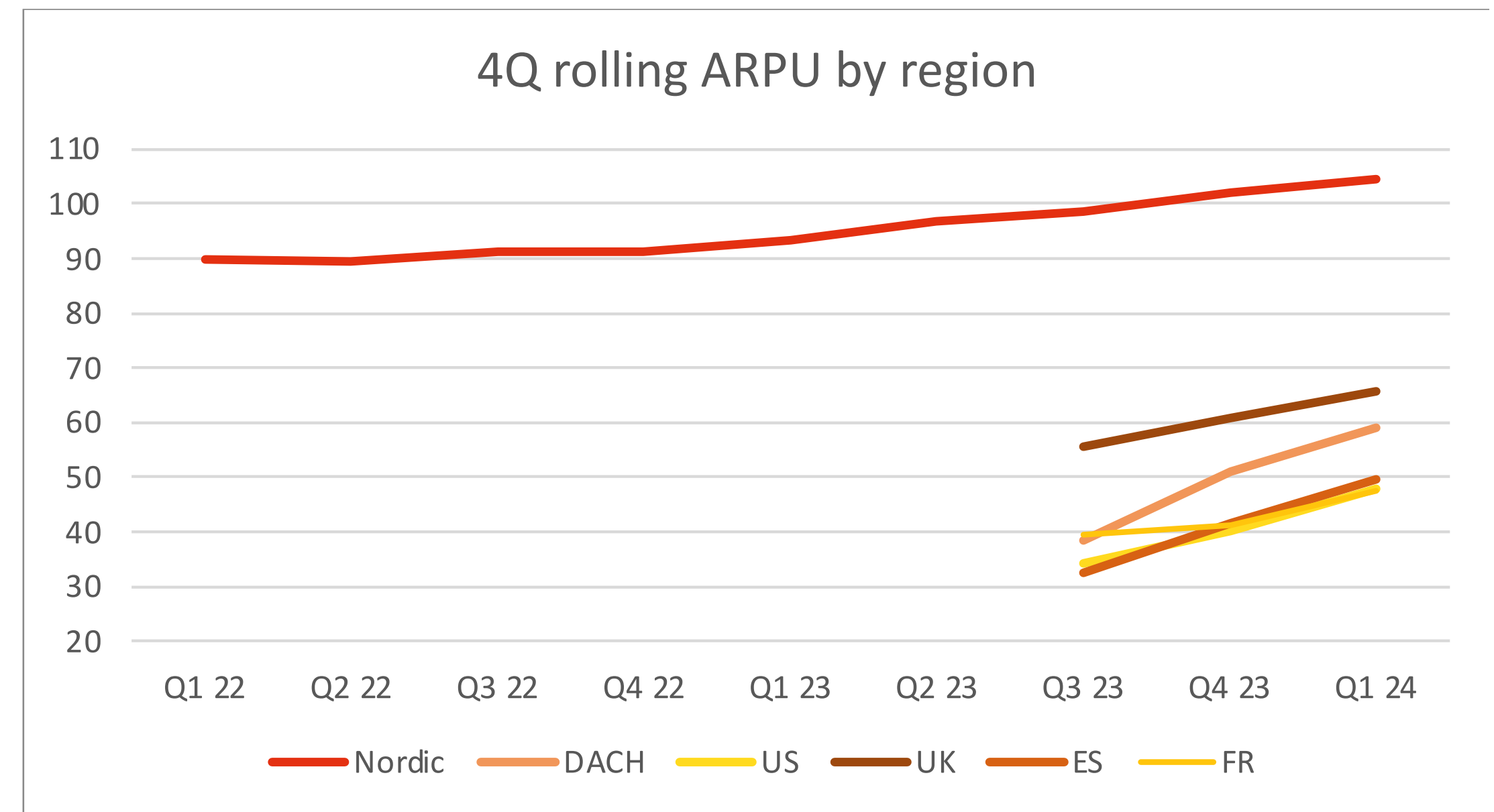
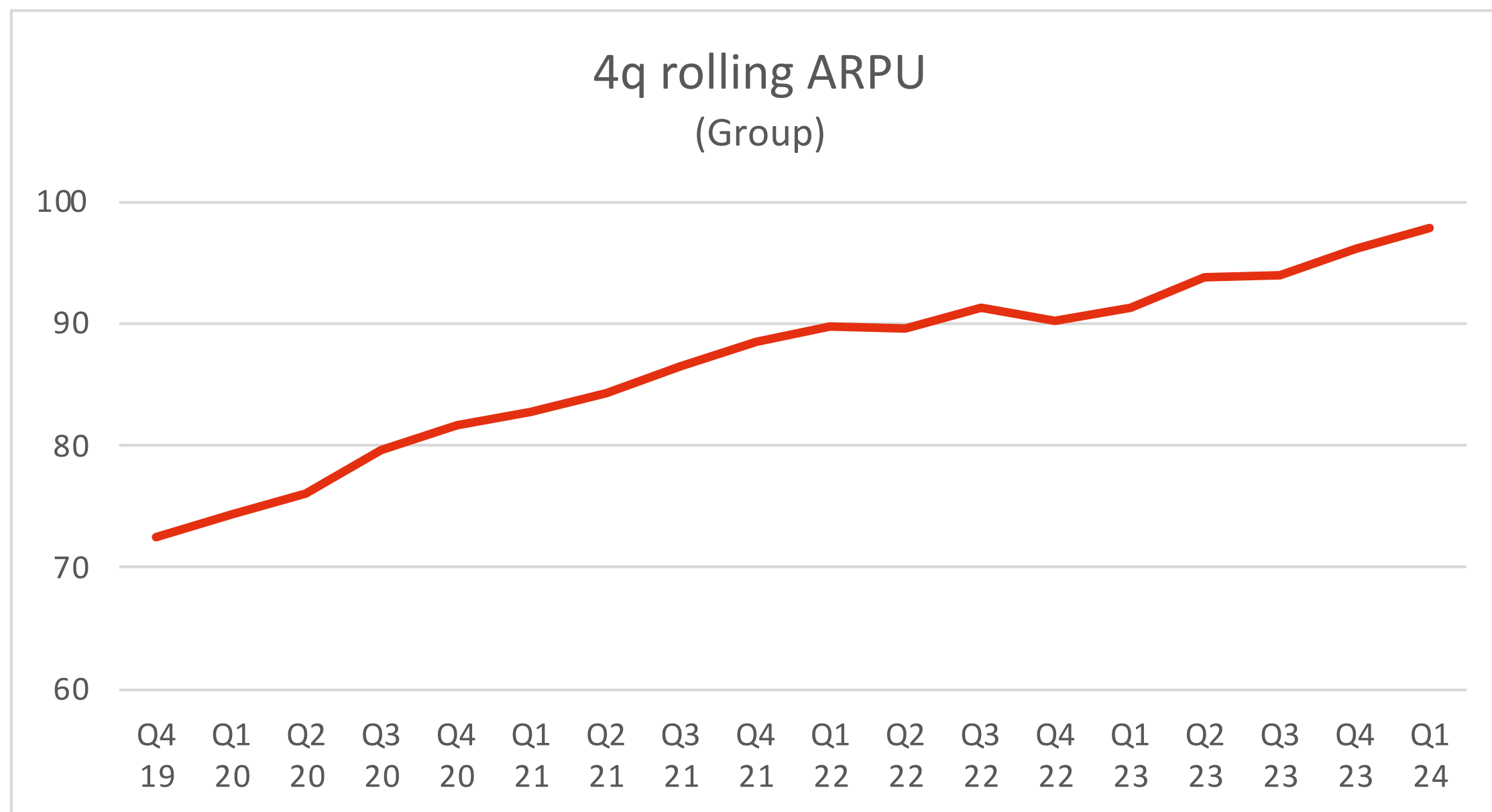


#### Changes in share of service revenue:

- Outside of Nordics: From 2% to 12%
- Germany: From 1% to 5%
- USA: From 1% to 4%



# Very stable growth in 4q rolling ARPU (2019-2024)



## Mobile subscriptions (Basic and Premium)

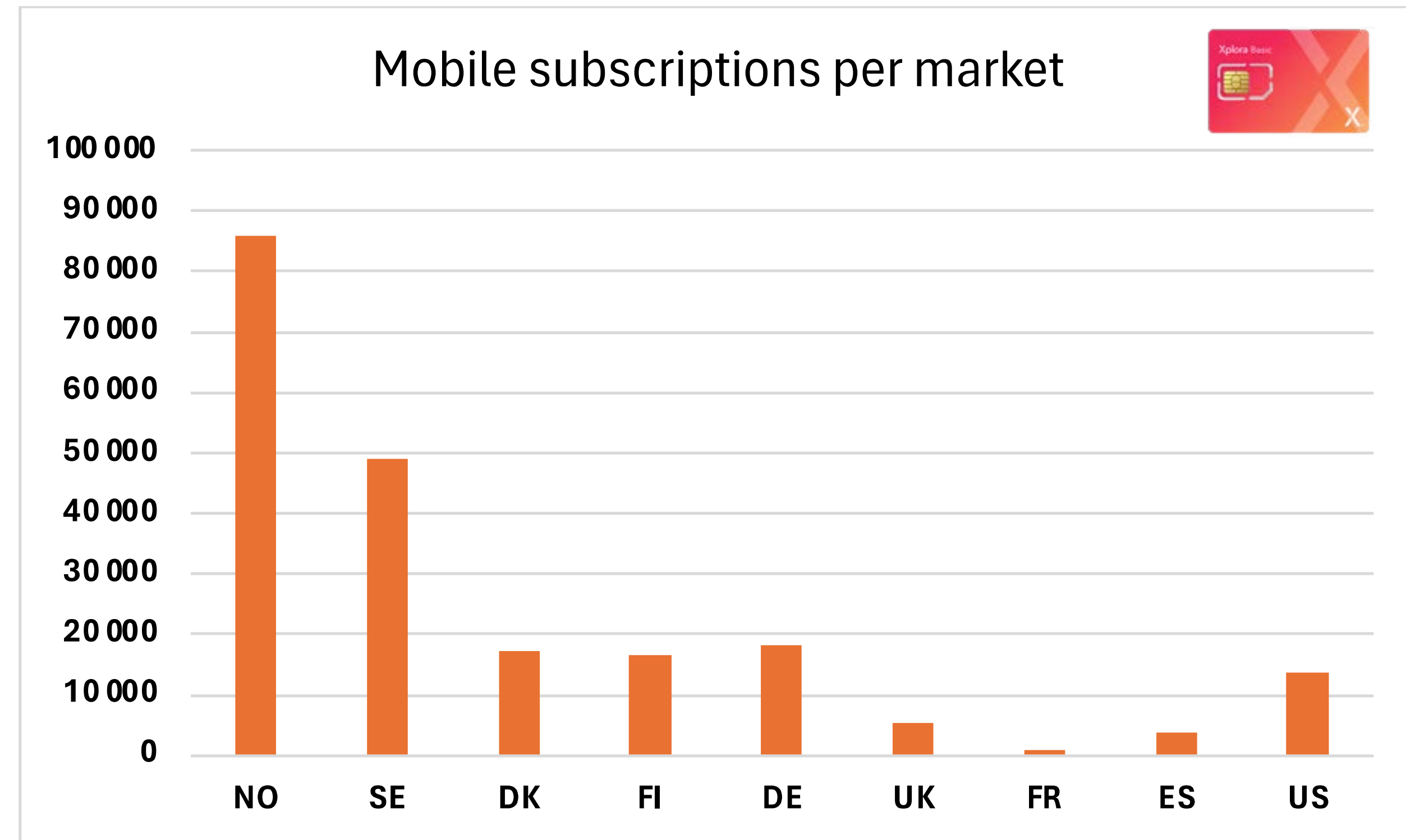
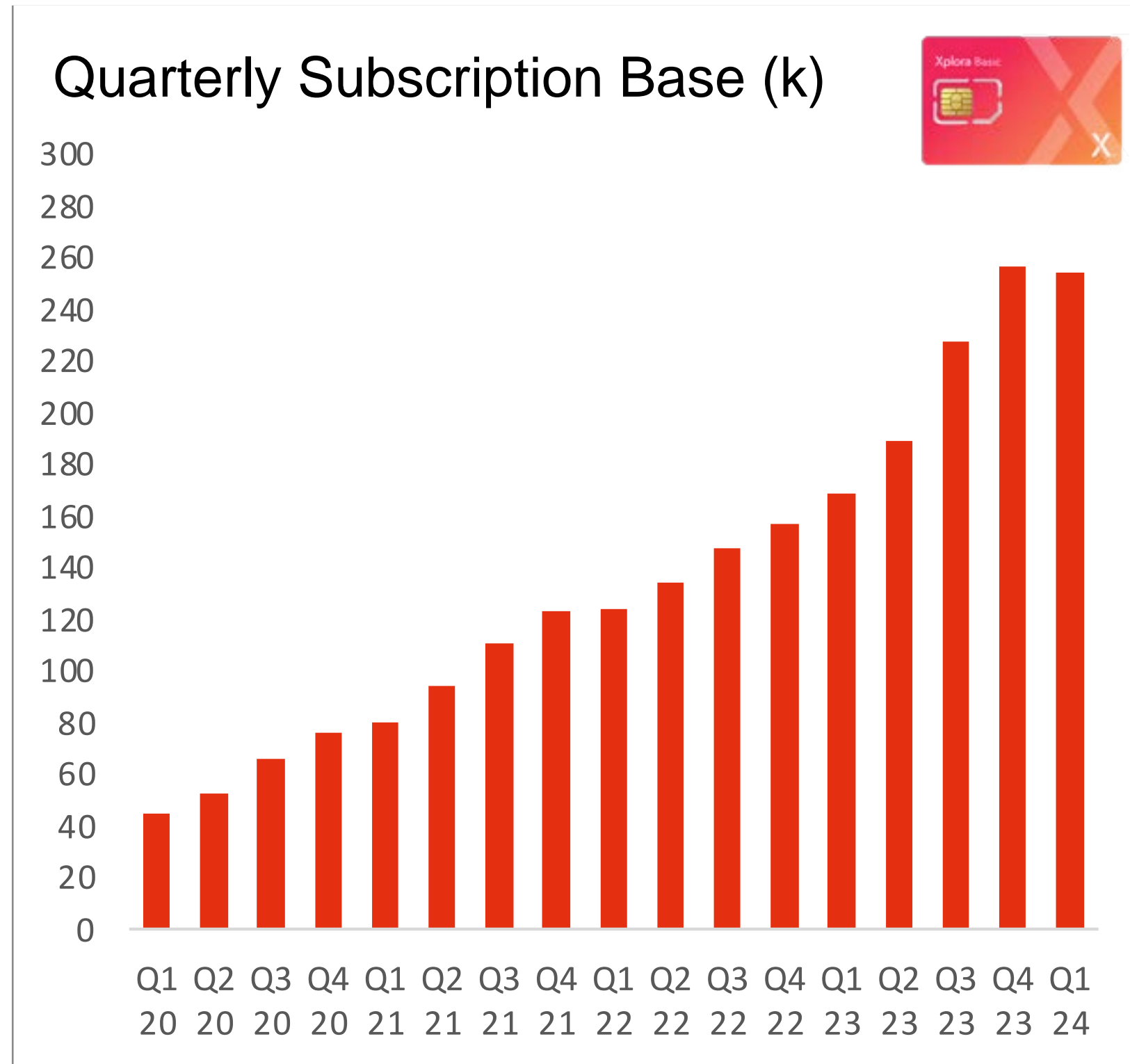
- Price optimization (price increase), 2x +NOK 10
- Shift in customer base to new price plans (churn)
- Value Added Services (Activity platform) +25 NOK

## Mobile subscriptions (Basic and Premium)

- Nordics ARPU from 90 to 108 NOK
- DE/GB/ES/USA:
  - Prices from EUR 4.75 to USD 16.99
  - ARPU increase after initial promotion periods



# Strong growth in mobile subscription base



## Mobile subscriptions, VAS and services

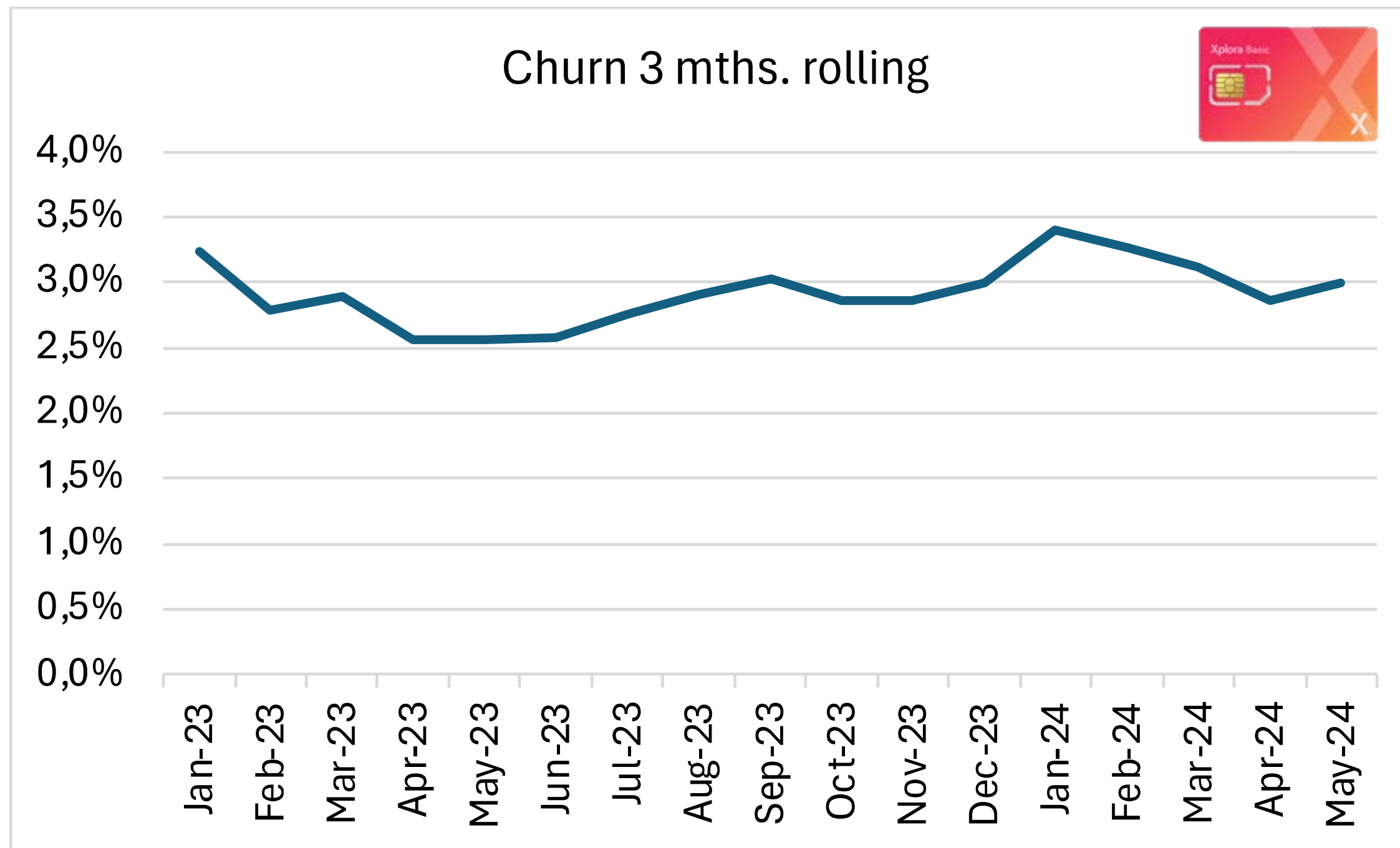
- Adding Premium (VAS) in 2023
- Five new MVNO operations in 2023
- New telco service revenue streams
- Introduced subscriptions on Amazon
- Increased sales across markets

## Starting to capitalize in markets outside of Nordics:

- Germany has surpassed Denmark and Finland
- US grows, has a higher churn compared to Europe
- We see a shift in Spain from Jan '24

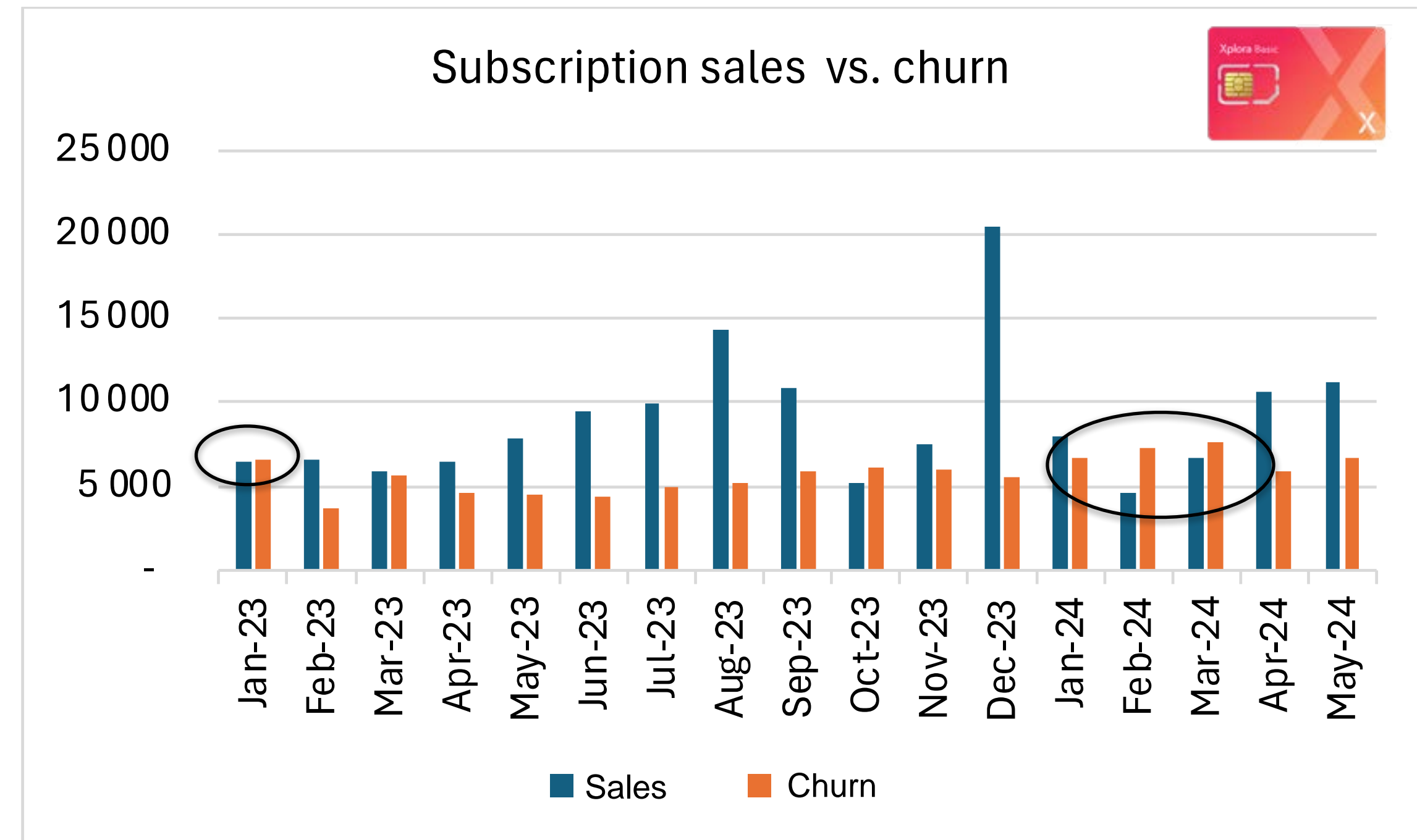


# Mobile subscription churn - stable on 3%



## Churn:

- 3 mths. rolling churn varies from 2.6% to 3.4%
- Between 4.3k and 7.6k per month
- Relates to the entire subscription base
- Correlates with sales peak periods (returns and end of 12 month up-front payments)



## Sales vs. Churn:

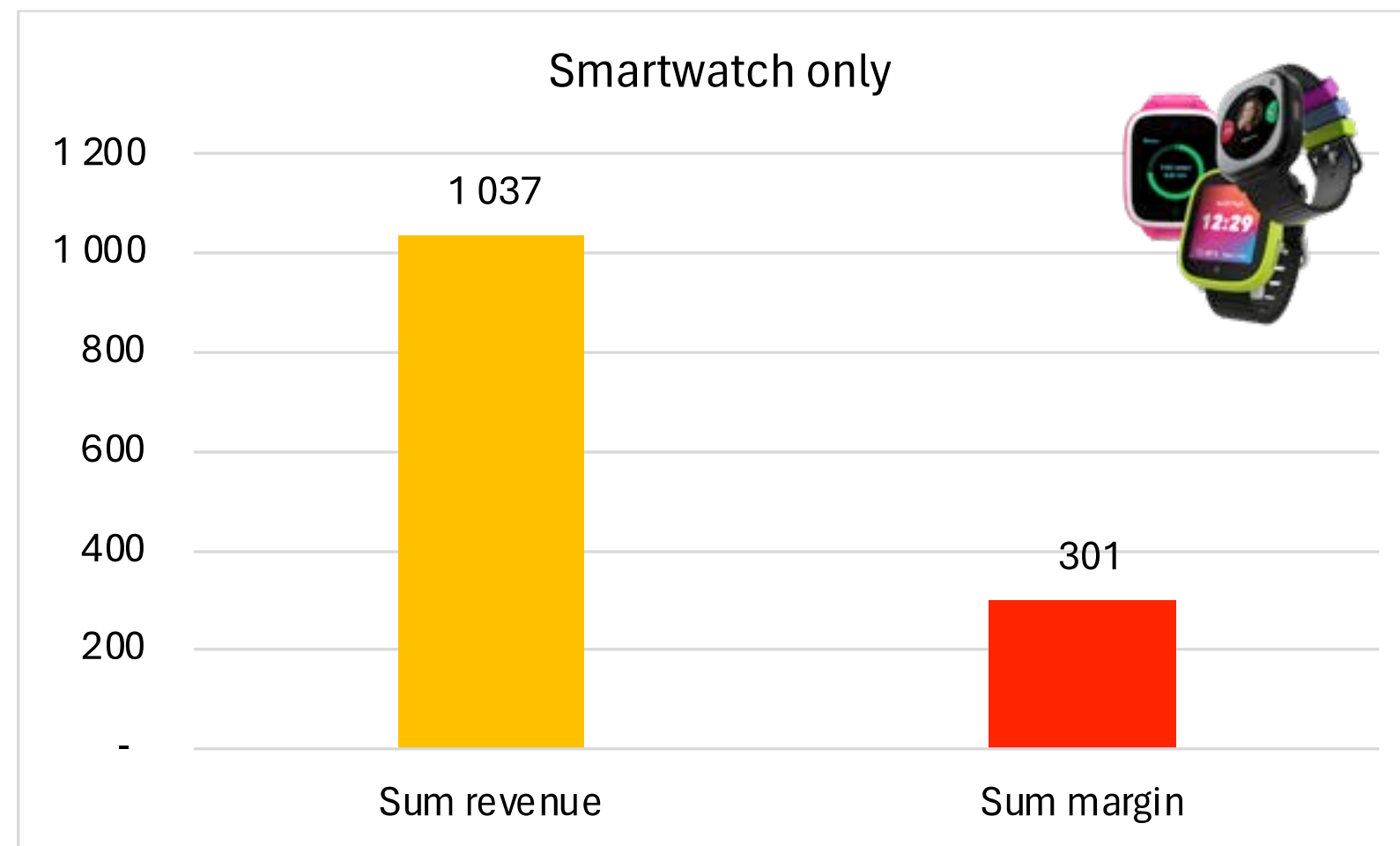
- Sales is seasonable from 5k to 20k/mth.
- February and March: Churn is higher than Sales -decreasing subscriber base



# The importance of ARR in our business model

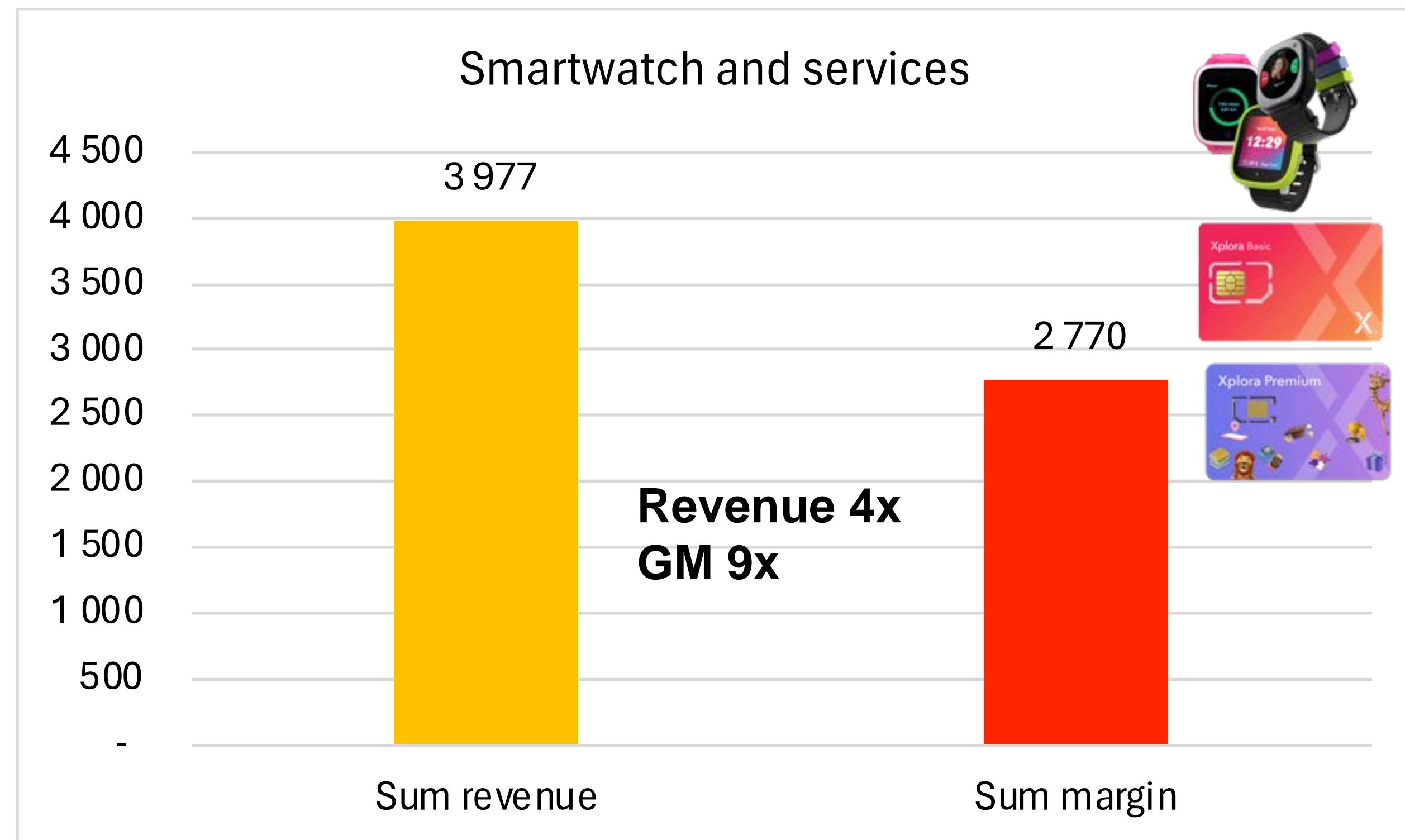
## Previous business model (at time of IPO):

- Smartwatch only



## Business model now:

- Including services





# The Road to One Million (4-5 years)

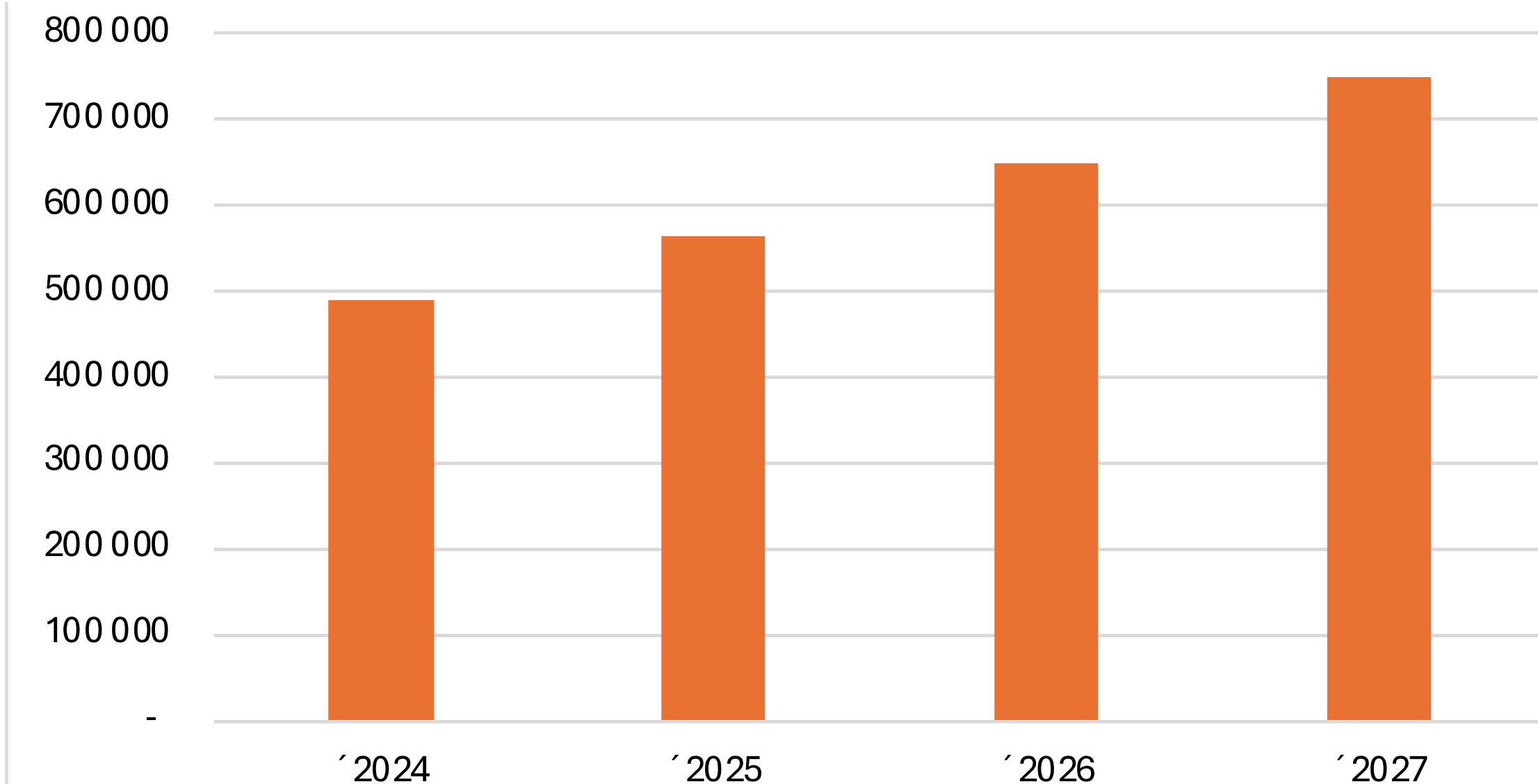
## The scalability of our business model

### Business Case assumptions:

- 15% annual growth in device sales
- Basis for the conversion of services



Device sales



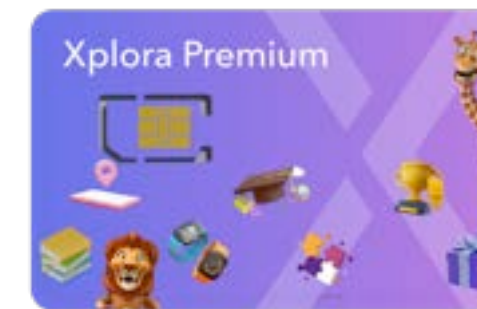
1



### Mobile subscriptions

- 25-30% conversion of smartwatch sales
- ARPU: NOK 97 - NOK 80
- Monthly churn: 3%

2



### Activity platform

- 7-13% conversion of smartwatch sales
- Additional volume from Freenet
- ARPU: NOK 24
- Monthly churn: 3%

3



### Telco Service revenue

- 3% conversion of smartwatch sales
- Revenue: NOK 35
- Monthly churn: 3%

4



### Service-fee

- 3-11% conversion of smartwatch sales
- Revenue: NOK 79
- Monthly churn: 3%



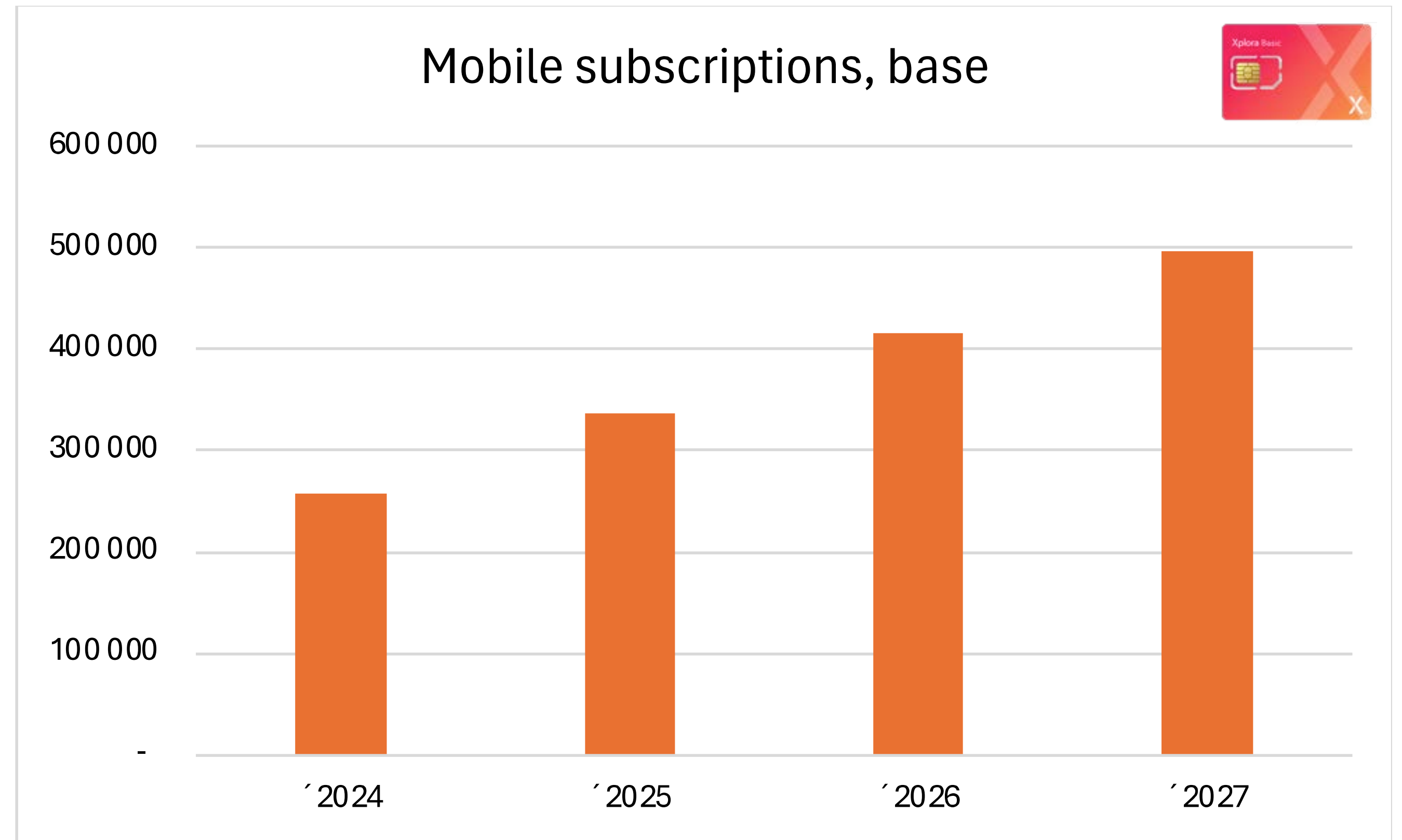
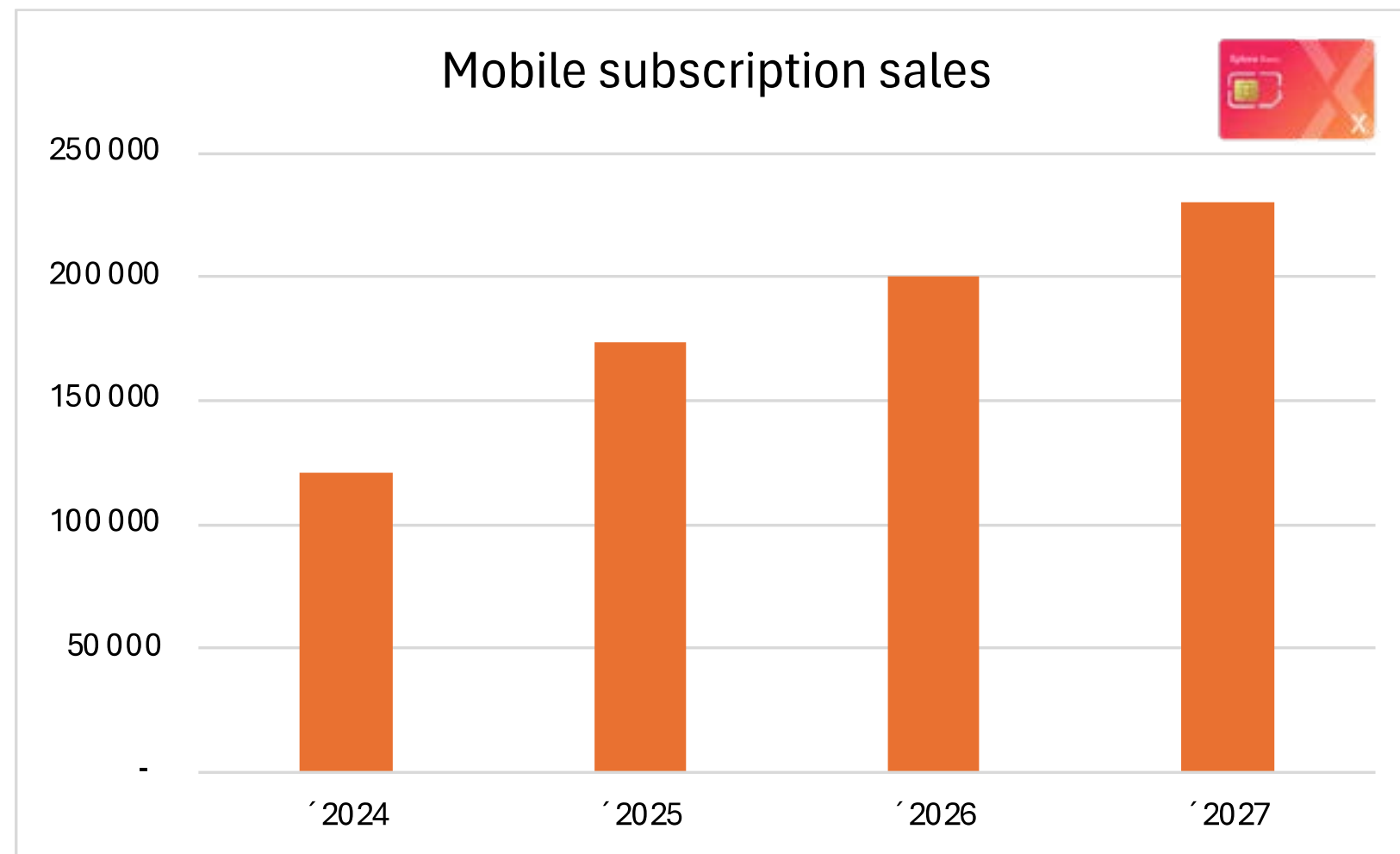


# The road to 1 mill. subscriptions (4-5 years)

## 1 Mobile subscriptions

### Mobile subscriptions:

- 25-30% conversion of smartwatch sales
- ARPU: NOK 97 - NOK 80
- Monthly churn: 3%



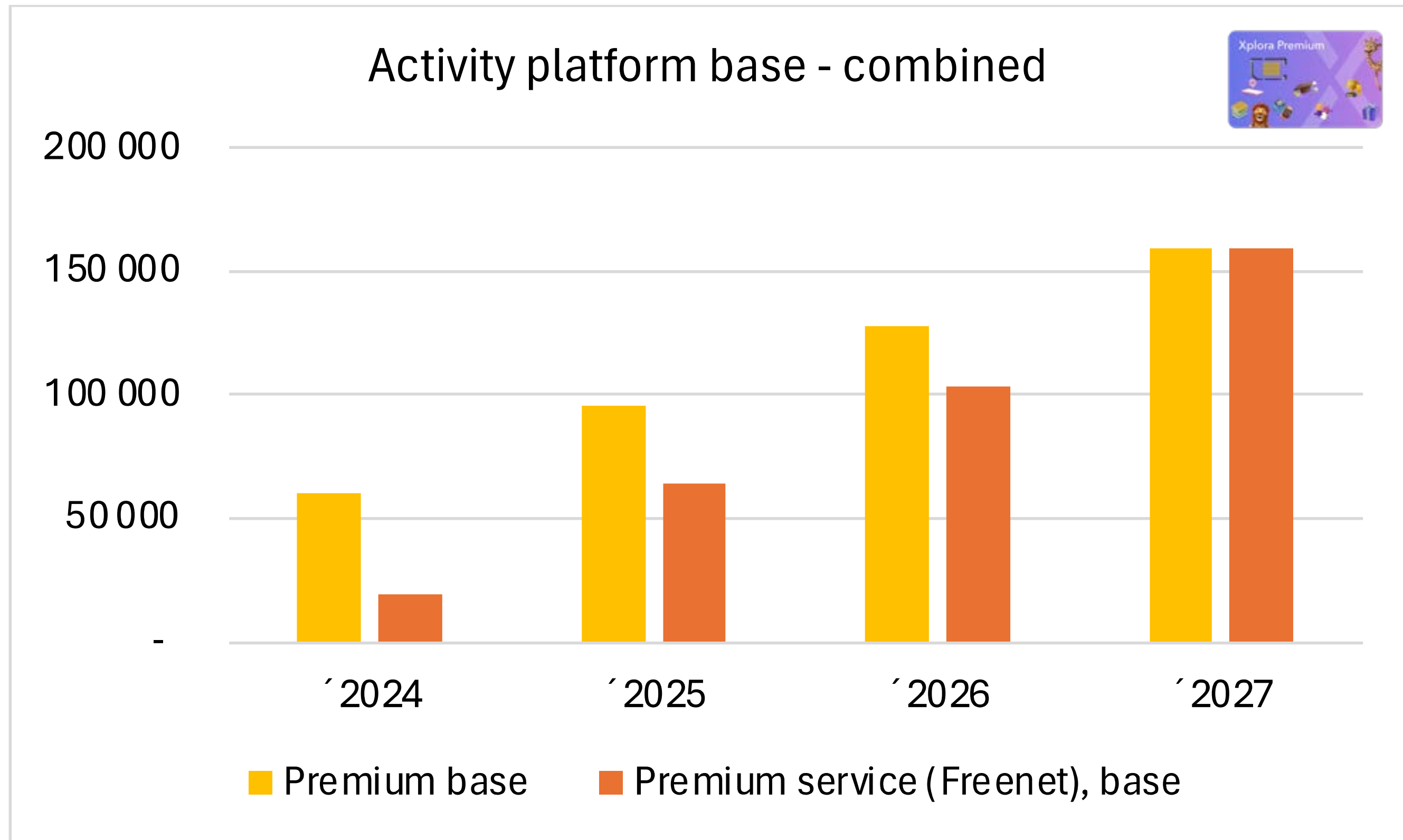
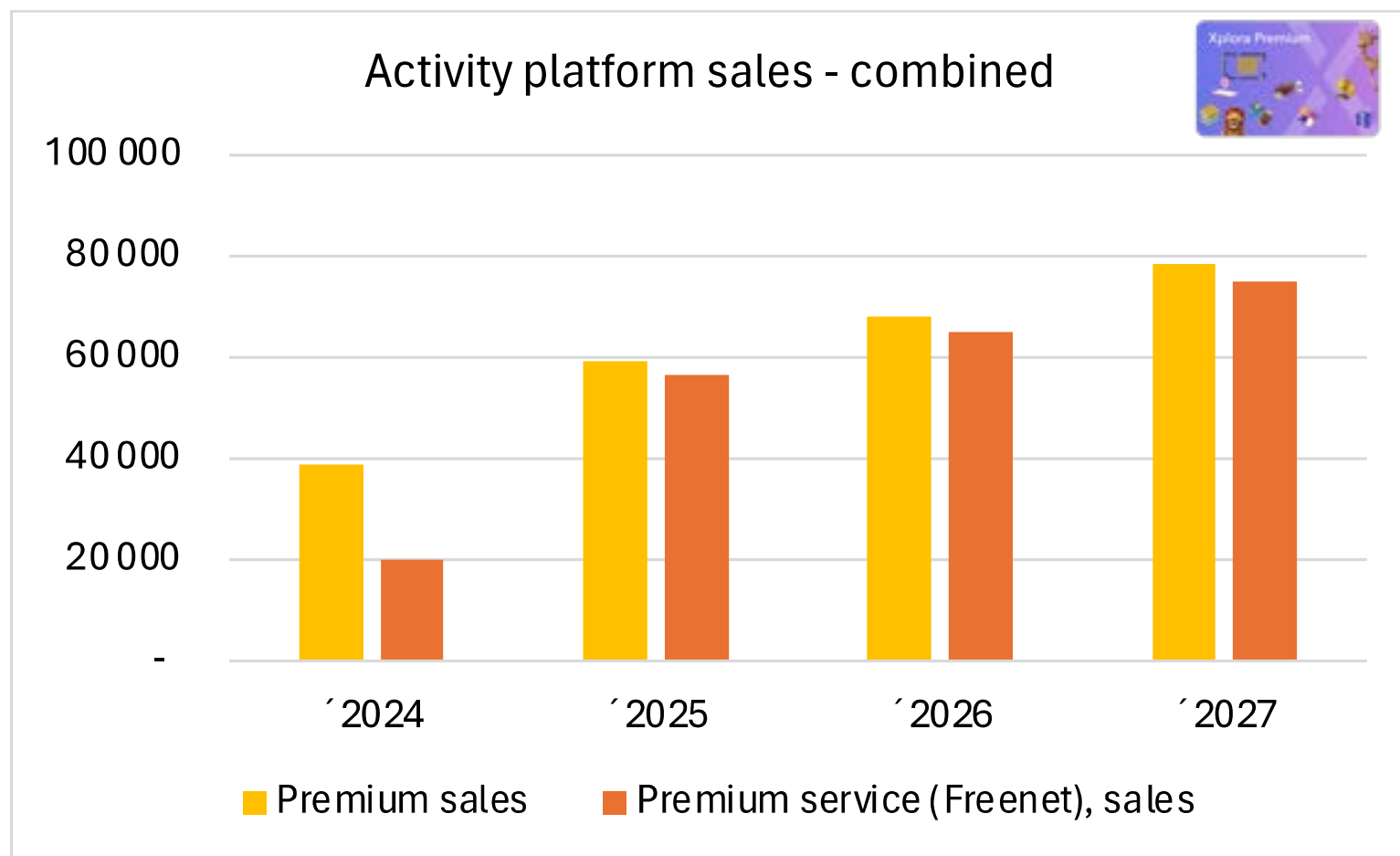


# The road to 1 mill. subscriptions (4-5 years)

## 2 Activity platform, B2C and B2B

### Activity platform

- 7-13% conversion of smartwatch sales
- Additional volume from Freenet, telcos
- ARPU: NOK 24
- Monthly churn: 3%



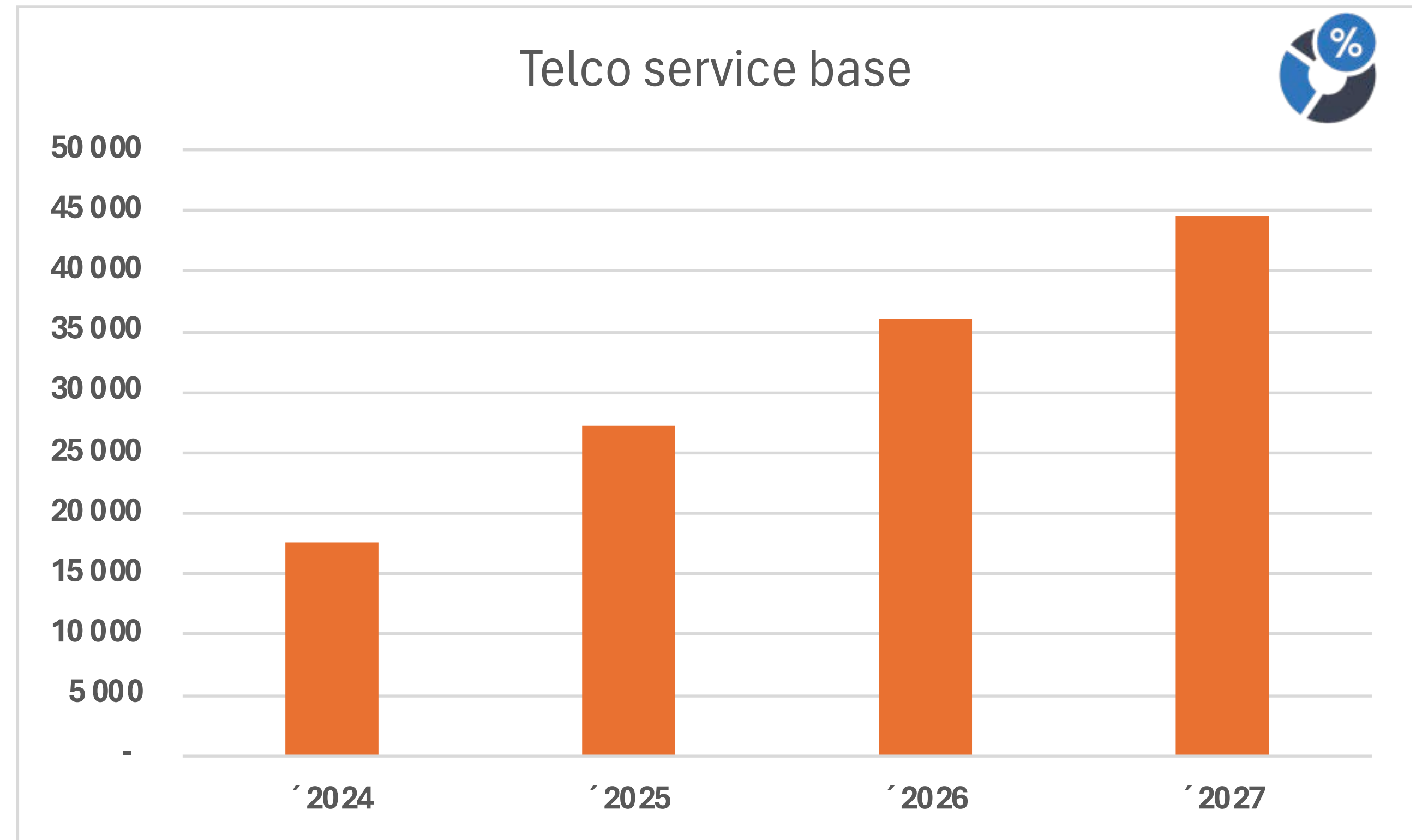
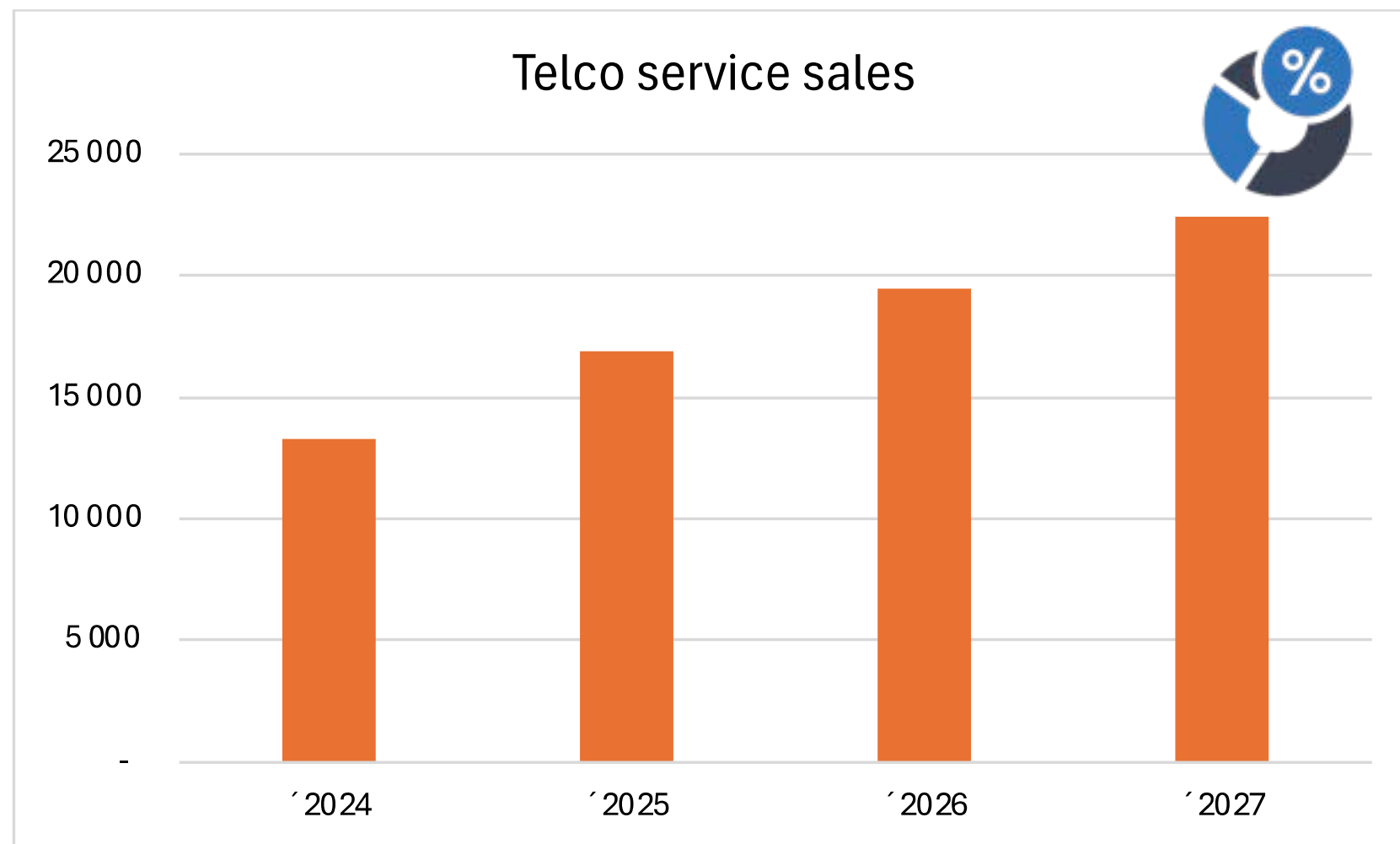


# The road to 1 mill. subscriptions (4-5 years)

## 3 Telco service revenue

### Telco Service revenue

- Revenue from telcos when they sell Xplora smartwatches with their SIM cards
- 3% conversion of smartwatch sales
- ARPU: NOK 35
- Monthly churn: 3%



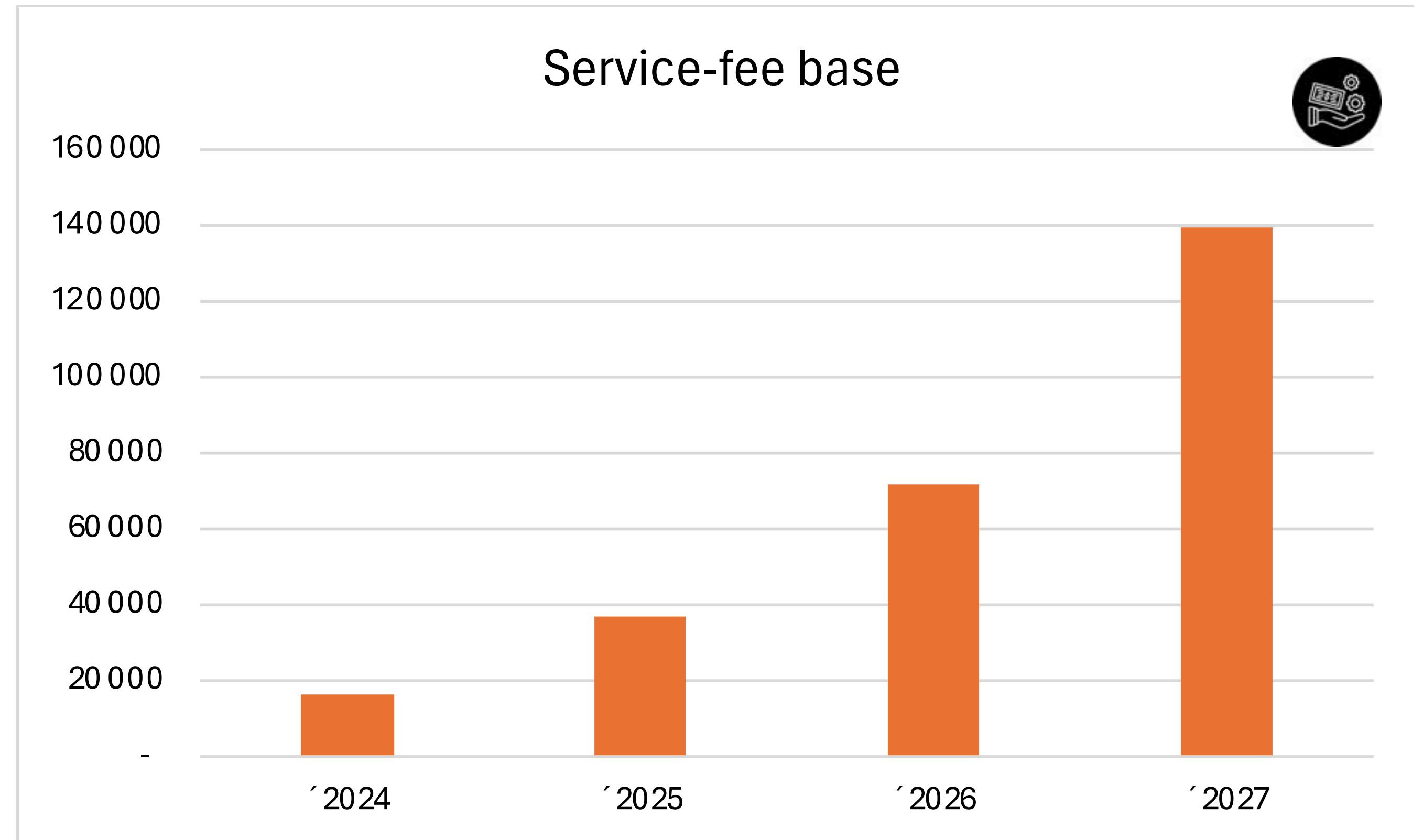
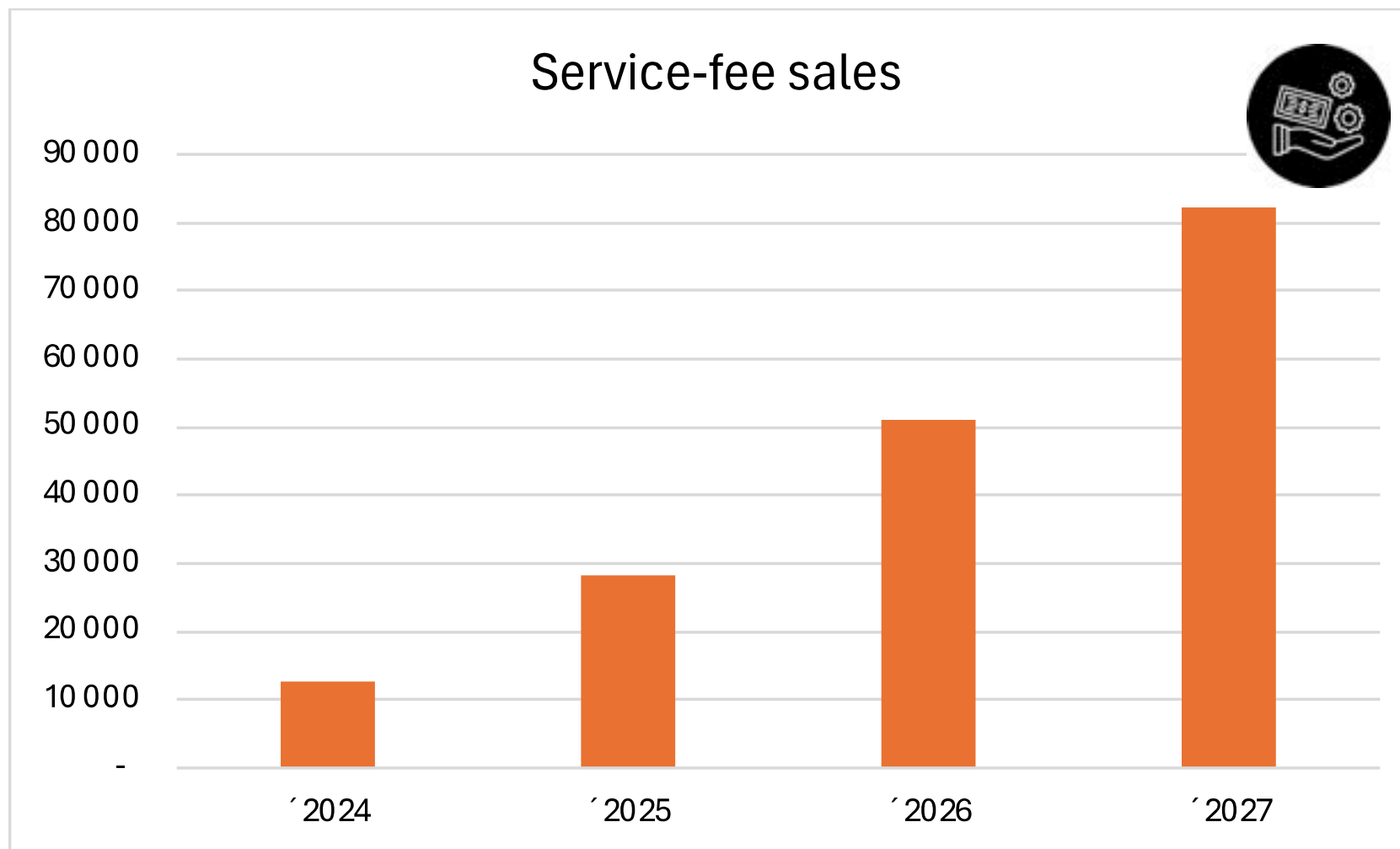


# The road to 1 mill. subscriptions (4-5 years)

## 4 Service-fee revenue

### Service-fee revenue

- Revenue from customers that use other than Xplora's SIM cards
- 3% conversion of smartwatch sales
- ARPU: NOK 79
- Monthly churn: 3%



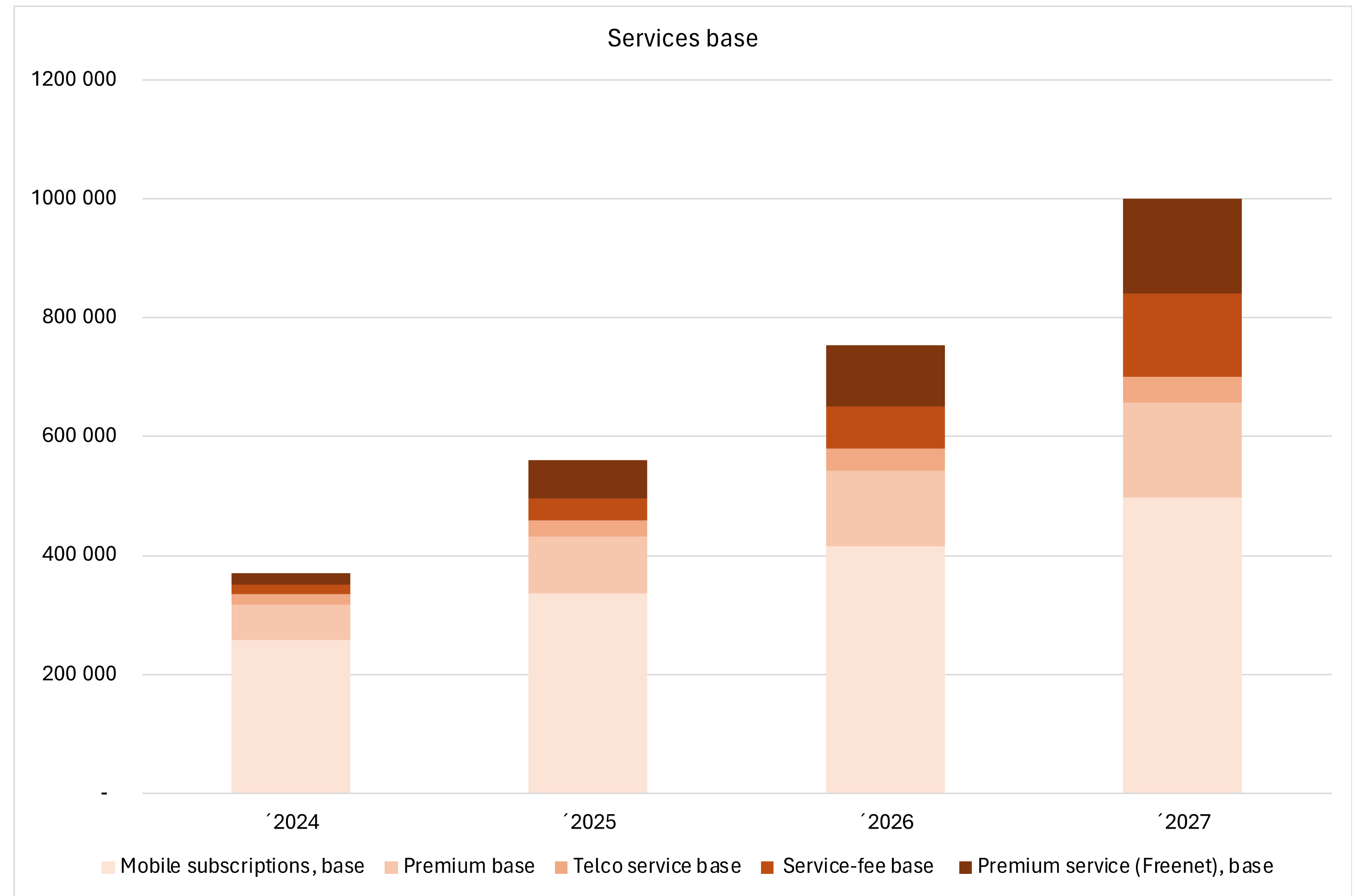
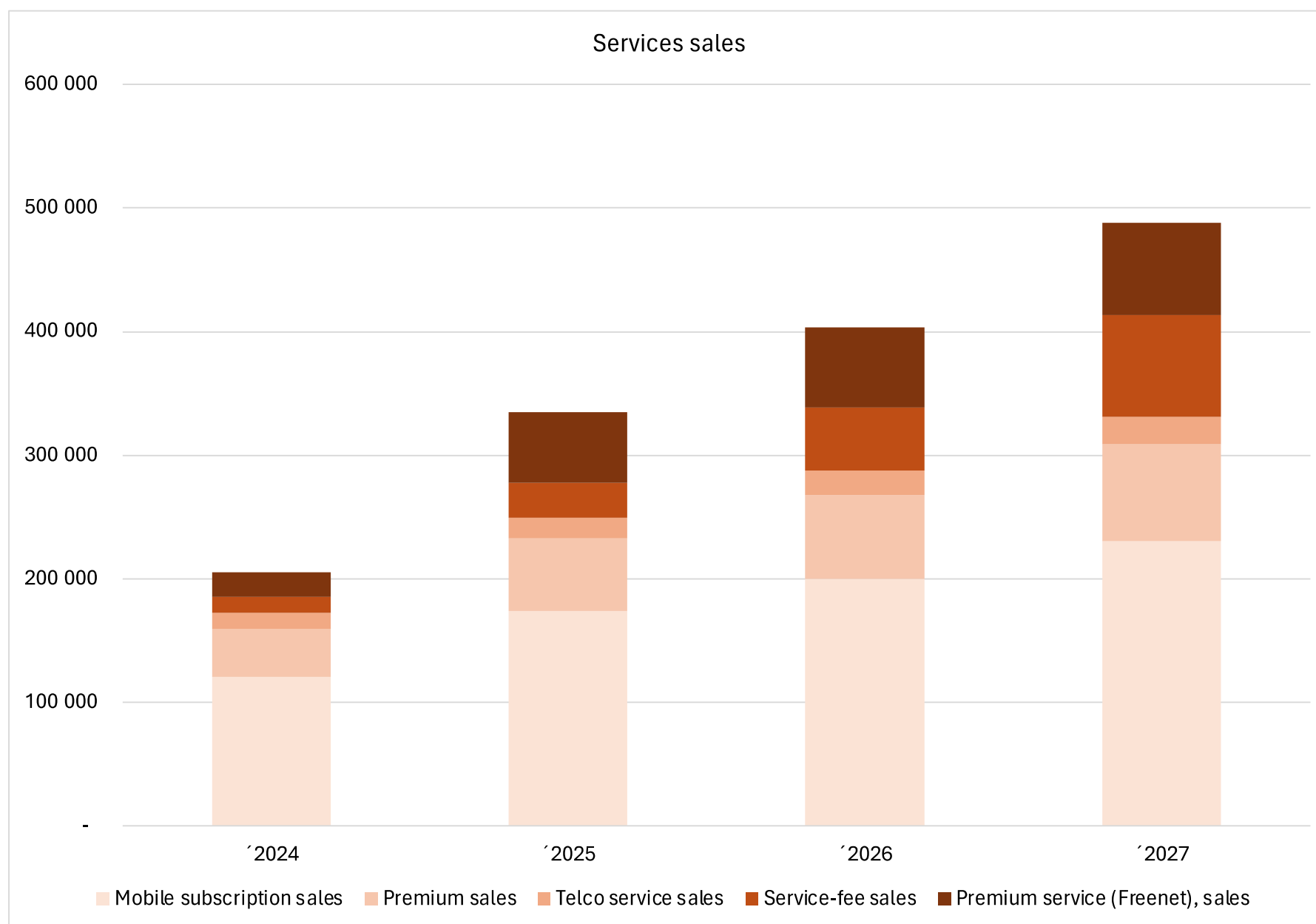


# The road to 1 mill. subscriptions (4 to 5 years)

## - Services and service revenue combined

### Services in summary:

- Sales per year: From 200k to 490k
- Services base: From 370k to 1 mill.
- Service revenue: From 300 mNOK to 650 mNOK





# KIDS Division



# Our Business Model

B2C/B2B

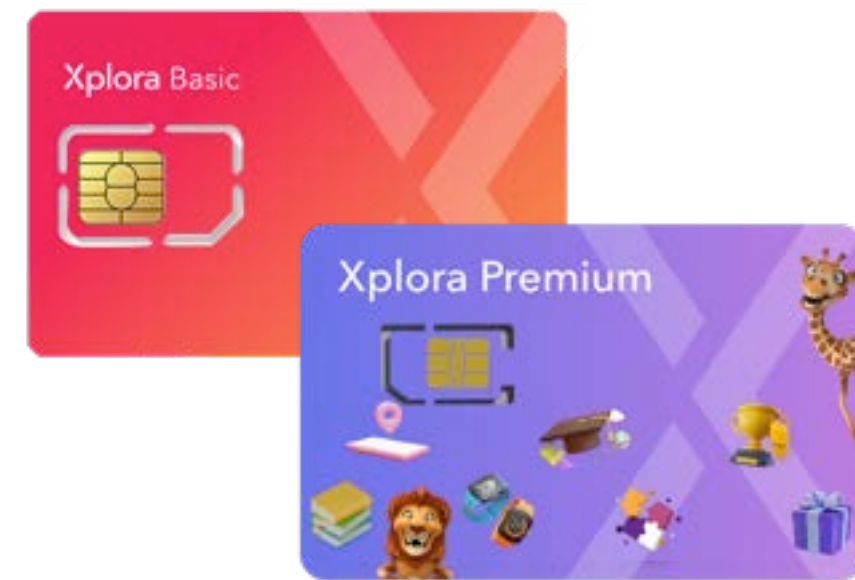
## Unit sales



- ✓ Prices from € 149
- ✓ Multiple products
- ✓ Target 30% margin
- ✓ 30+ months life cycle

B2C

## Service Revenues



- ✓ Prices from € 6,99/m
- ✓ Basic and Premium options
- ✓ Target 80% margin
- ✓ 9 Global MVNO setups

B2B

## Service Revenues



- ✓ Prices from € 2/m
- ✓ Telco + IoT industry
- ✓ Target 90% margin
- ✓ Utilize Premium serv.





# Product Strategy Kids division

## Go

Value for Money & the Xplora Experience



## Play

Our Premium product. Playful, powerful and personal

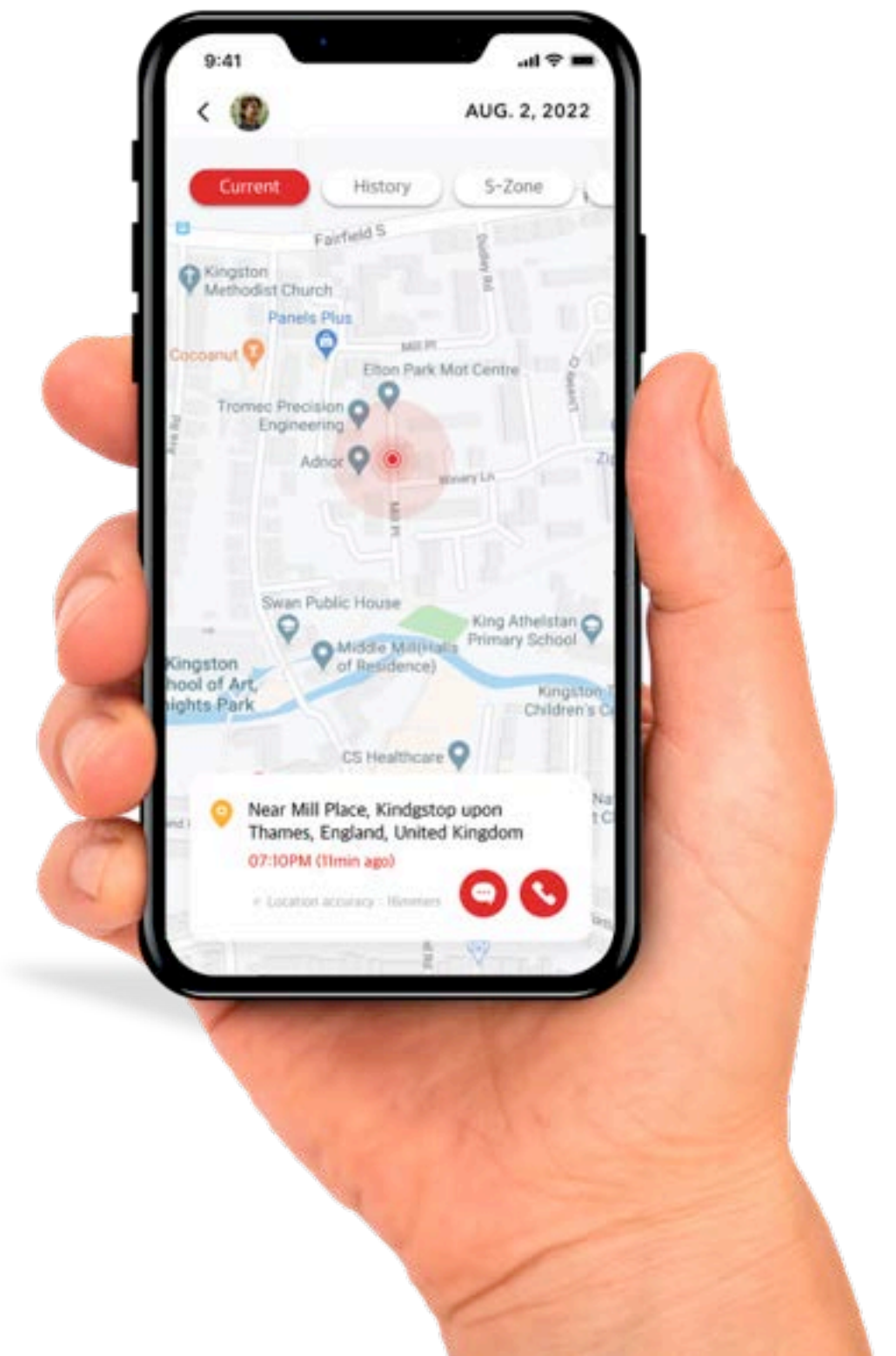


## Pro

The Flagship product. Taking category to next level



All controlled from our Xplora family App!







# Product Releases / upgrades

## XGO3 Gen2

- Hardware and experience upgrade with playful theme and multi colour options

Oct 24



## X6Play SE

Chip upgrade for Q1 25 release

Feb 25



## X6Pro

Flag-ship model launched 10. June.

June 24



Planned Releases all platforms



# 2024 Big Volume Initiatives

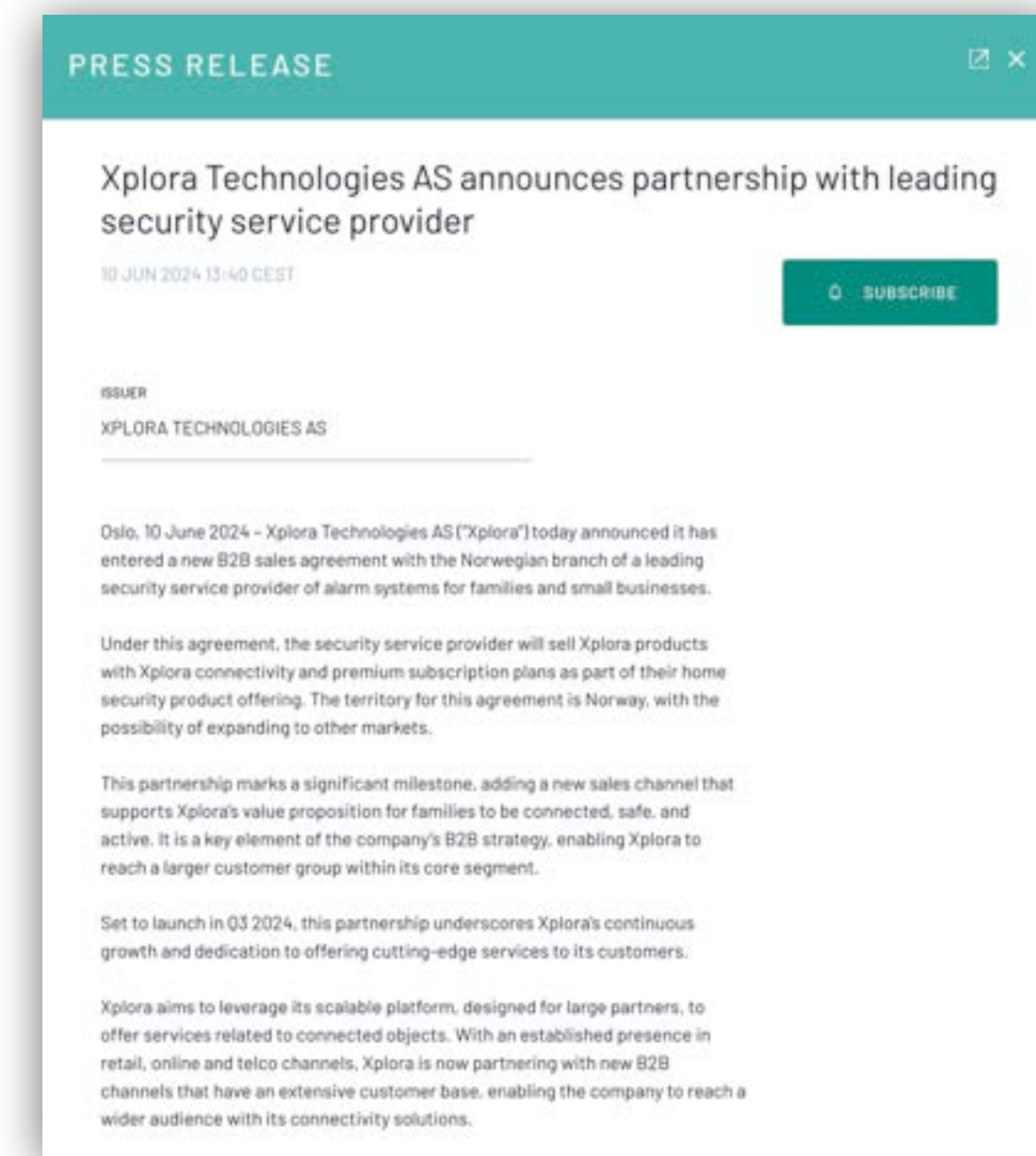
## Own Channels



## Retail/MVNO Channels



## New Channels





# Kids division in 4-5 years



## Continue to build on our current products and services:

- 3 Products (with annual upgrades)
- 2 Service Revenues (Basic and Premium)
- 9 Markets (where we have MVNOs)

## Potential new revenue-based strategies



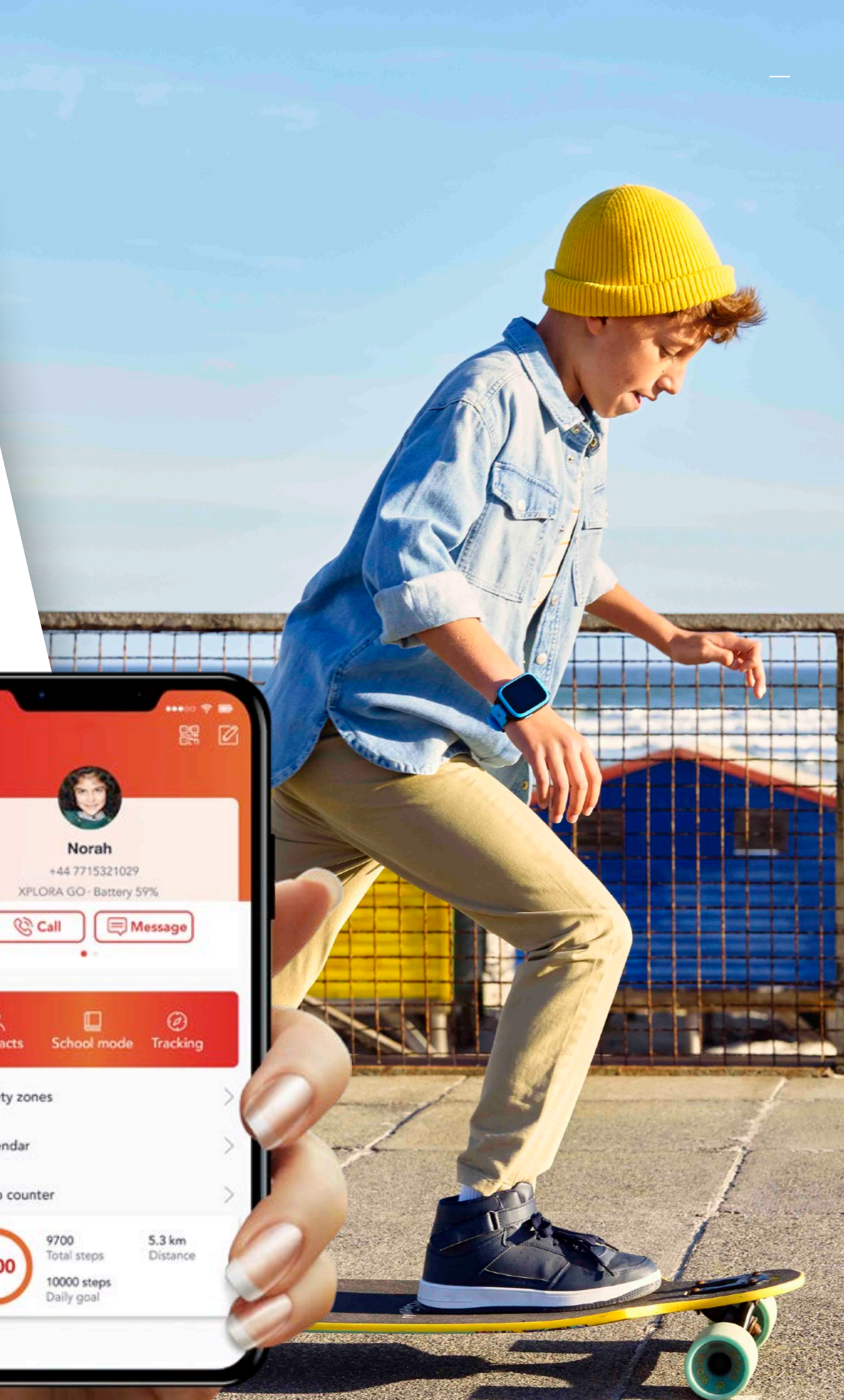
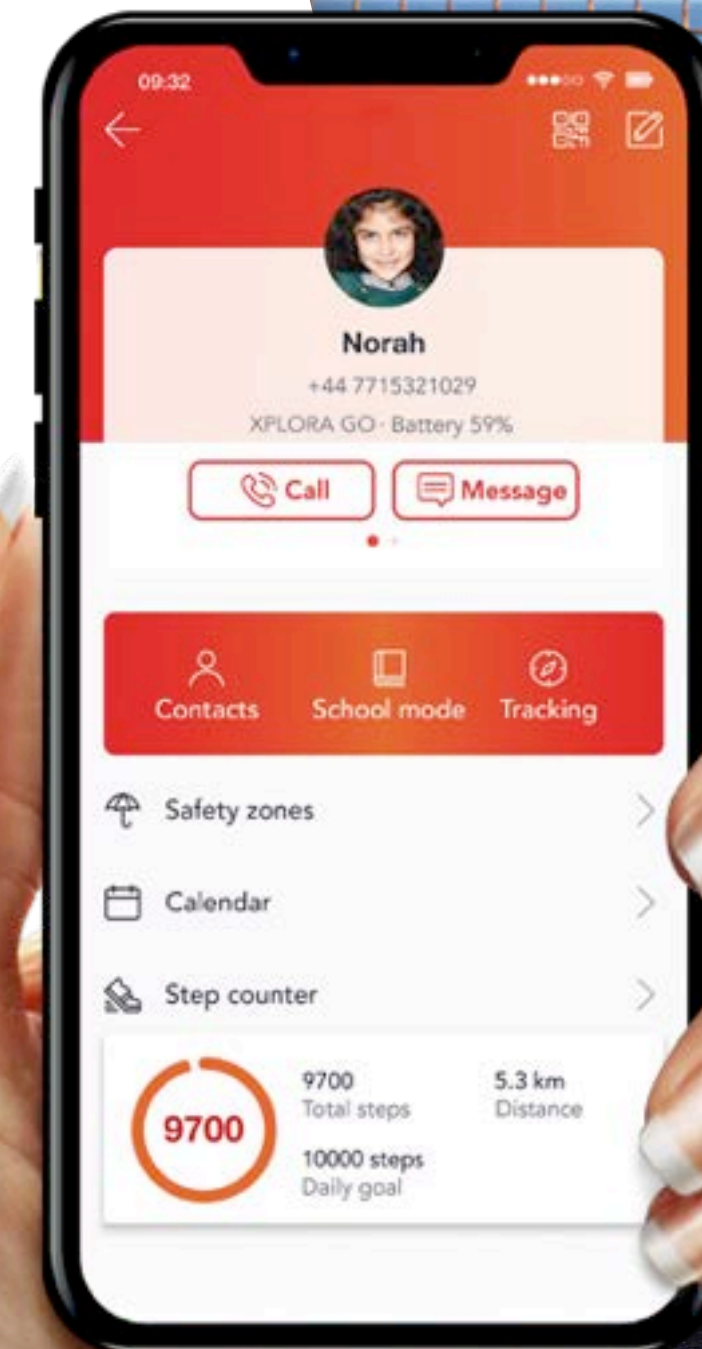
Smartphone (both kids & youth)



Smart Tablet



Smart Tag





# 2024 Market strategies

**To support growth, we have  
2 strategies across 9 markets:**

## 5 Established



Germany,



Norway,



Sweden,



Denmark,



Finland

## 4 Emerging



US,



UK,



Spain



France

Summary strategy

### **Established markets:**

- Distribution to next level
- New big volume initiatives
- Less price focus

Summary strategy

### **Emerging markets:**

- More focus own channels
- Price/downpayment solutions
- Select right distribution



# Developing our largest market



# Our team in Germany/DACH

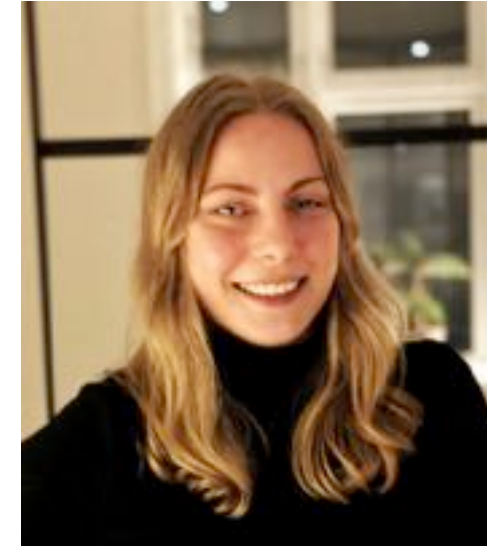


## Team in Hamburg



Marco Seitz  
**SVP**

- Sales strategy
- Business development
- B2B customer collaboration



Kristinna Kristensen  
**Country Manager**

- Lead operations aligned with global strategy
- Strategic sales/marketing plan driving growth
- Relations with external/internal stakeholders



Laura Randecker  
**Head of Digital Marketing**

- e-Comm management
- Online sales
- Online campaigns



Natalie Kemp  
**Head of Brand Marketing**

- Marketing and Brand strategy
- Local collaboration
- Managing offline material



Johannes Kuhn  
**Social Media Manager**

- Influencer marketing
- Content creation
- SoMe Strategy



Kristin Radziwill  
**Trade Marketing Manager**

- B2B Marketing
- Fairs & events
- Other marketing projects



Moritz Schrader  
**Logistics Manager**

- Local logistic operations
- B2B/B2C return process
- Optimization of return traffic



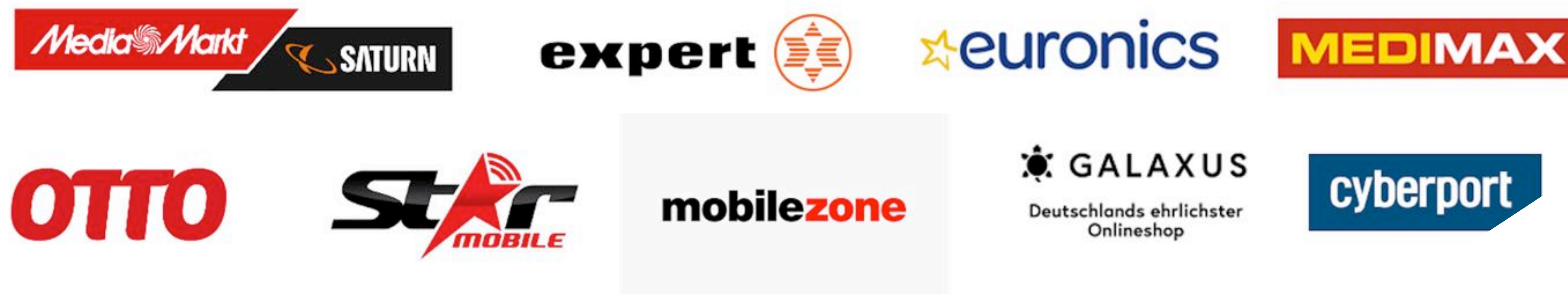
# Sales partners and channels



## Leading Telcom and MVNO providers



## Multi-National Retailers and Online



## Our own channels





# Market today

Activated watches **677k** (from 2017)

Parental App User **1m**

Average growth YoY **28%**

Device Revenue (2023) **NOK 218m**

Active Subscriptions **30,000**

ARR **NOK 7,7m**  
(Annual Recurring Service Revenue)

MAU (Monthly Active Users) **315k**

\* German market



**6%**  
Market  
Penetration







# Key area of development - Germany



- New partnership with leading multinational Retail and Telco provider
- **BIG VOLUME White label branded device with service revenue share model launching in Q3 2024**
- Minimum annual order quantity 30,000 Units
- **Year 1**  
35,000 device sales  
+ 24-month Subscription  
**Deal Value NOK 35m**





# Focus going forward

## 3 step strategy to continue our strong growth:

- ✓ **Service Revenue growth:** Focus to increase conversion of Service revenues of all unit sales.
- ✓ **New product lines and services:** Use our large user base in Germany to introduce new product lines and service revenues.
- ✓ **Large volume initiatives:** Leverage on our market position in Germany and large market size to introduce new volume deals with white label strategy.

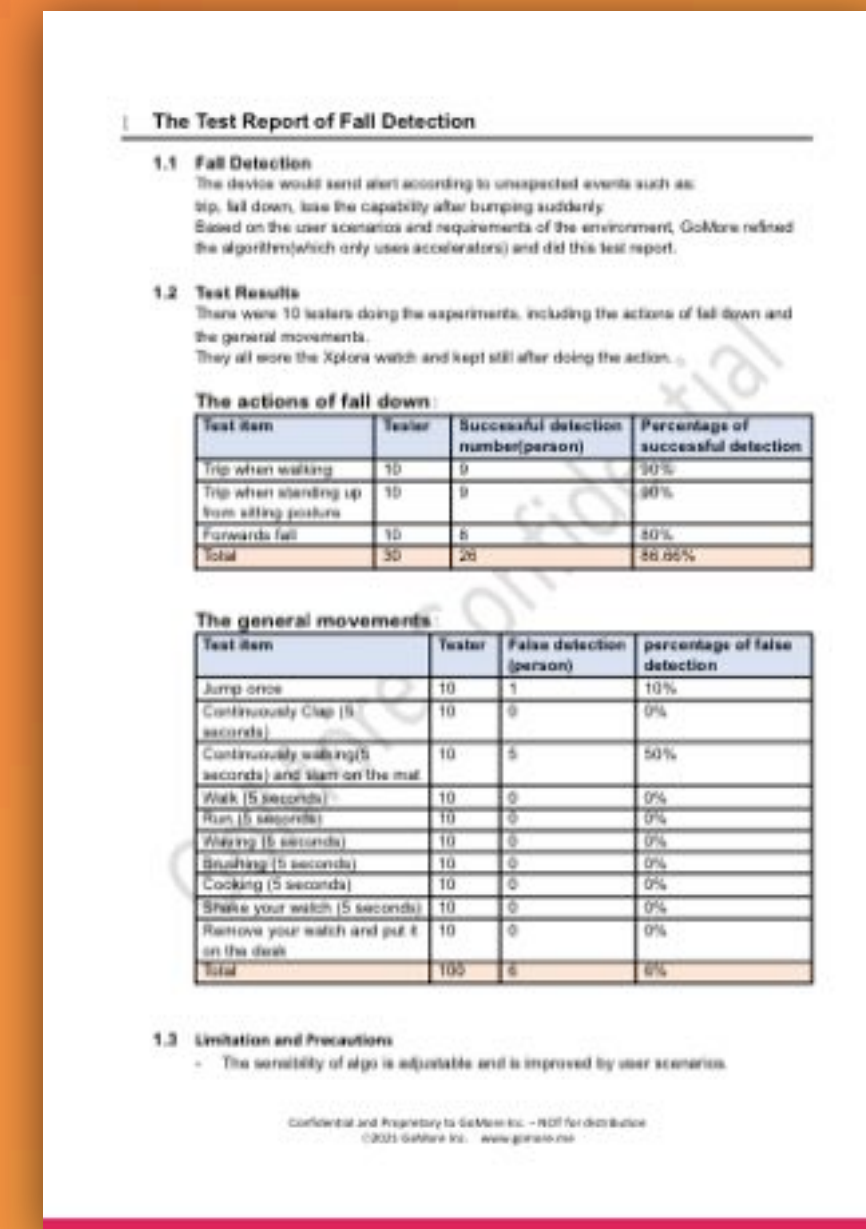




# Senior Division



# Important news update from senior division!

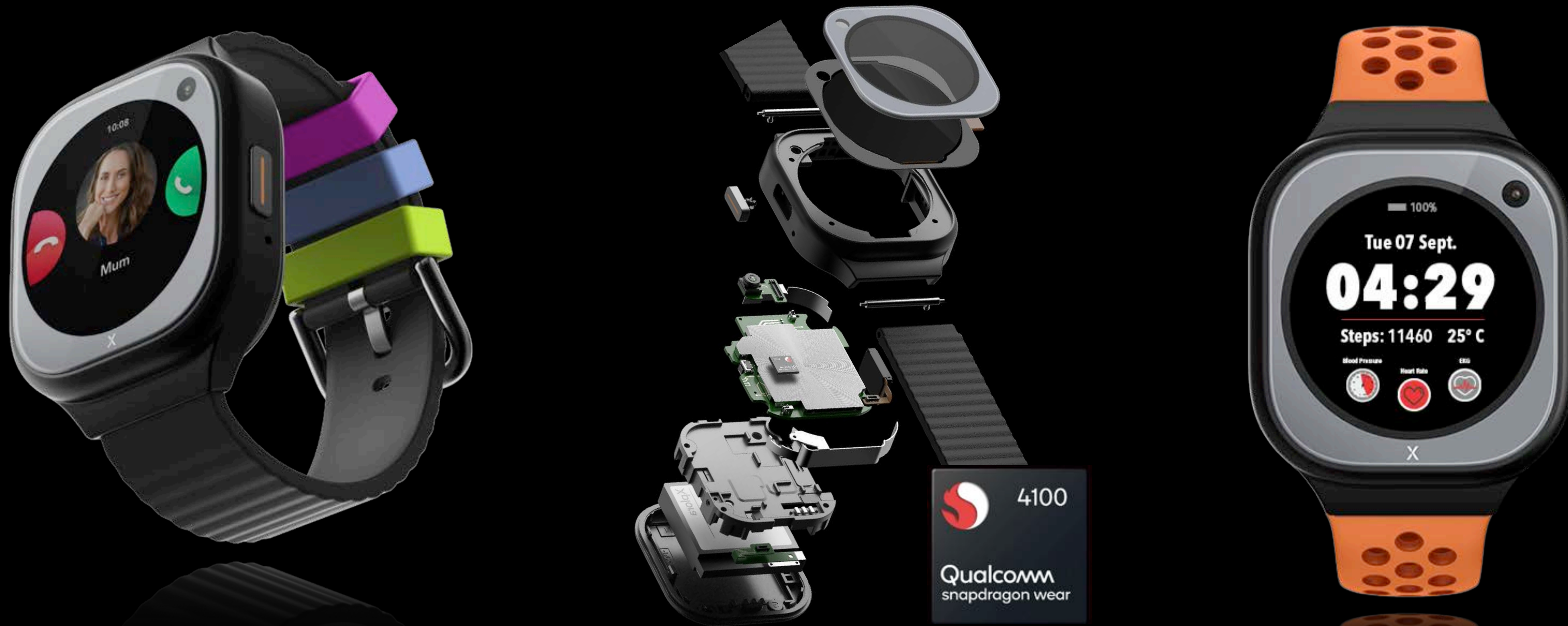


*We are happy to announce that we have passed our target benchmark for fall detection accuracy!*



# Our X6Pro platform

The flexibility and performance on our X6Pro platform, allows us to enter into multiple verticals and only differentiate with SW and outer design changes.





# Core Value proposition



*The Senior watch that will give you and your relatives ease of mind by keeping you safe, while supporting an active lifestyle.*

*Designed to be discrete and easy to use.  
To be carried on the wrist without the stigma related to a safety alarm.*



## Key basic features

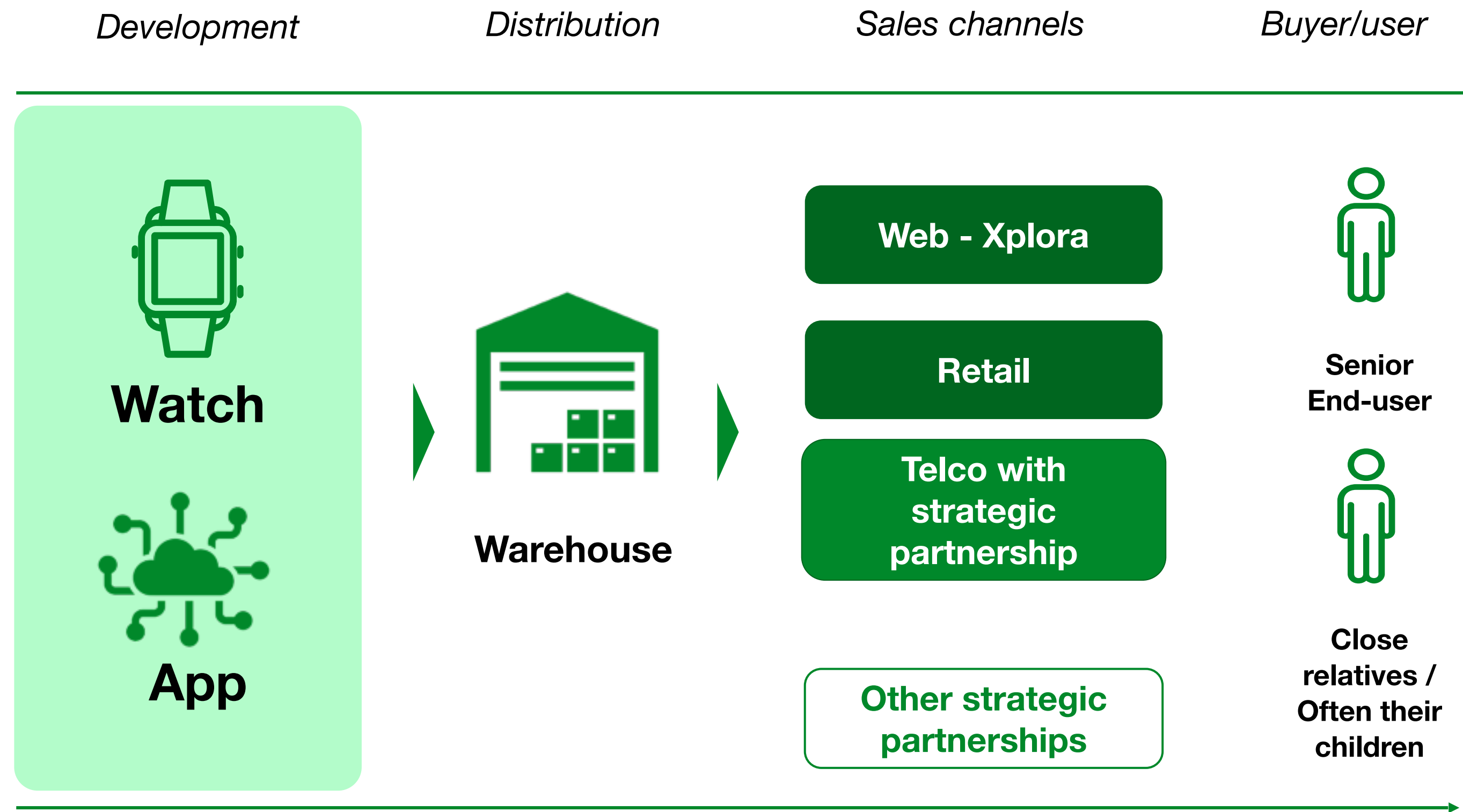
- Mobile connectivity
- Location with Safezones
- SOS button
- Activity tracking
- Medication reminder
- + Premium services (TBA)





# Why we will succeed

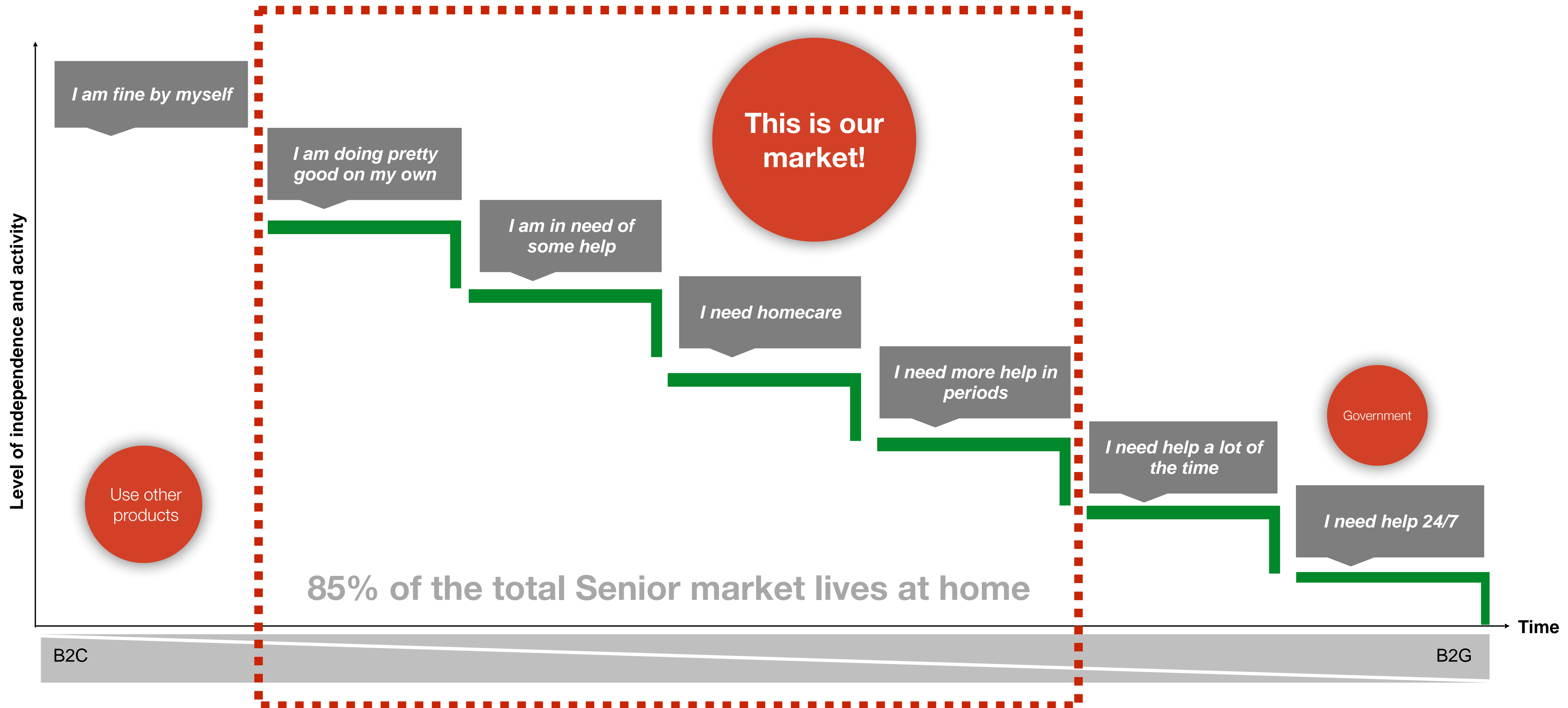
Same value chain as our kids vertical:



**Close relatives / Often their children**  
Will often be the same buyer (parent) to Xplora Kids products.



# Our senior target market







# X8 market opportunity

Xplora Seniors Market

Expected Arpu 200 nok

**100M**  
**Seniors**  
Expected LTV  
60 months +

Xplora Kids Market

Arpu 97 nok  
**50M**  
**Kids**  
LTV of 30

Size

Time

Time



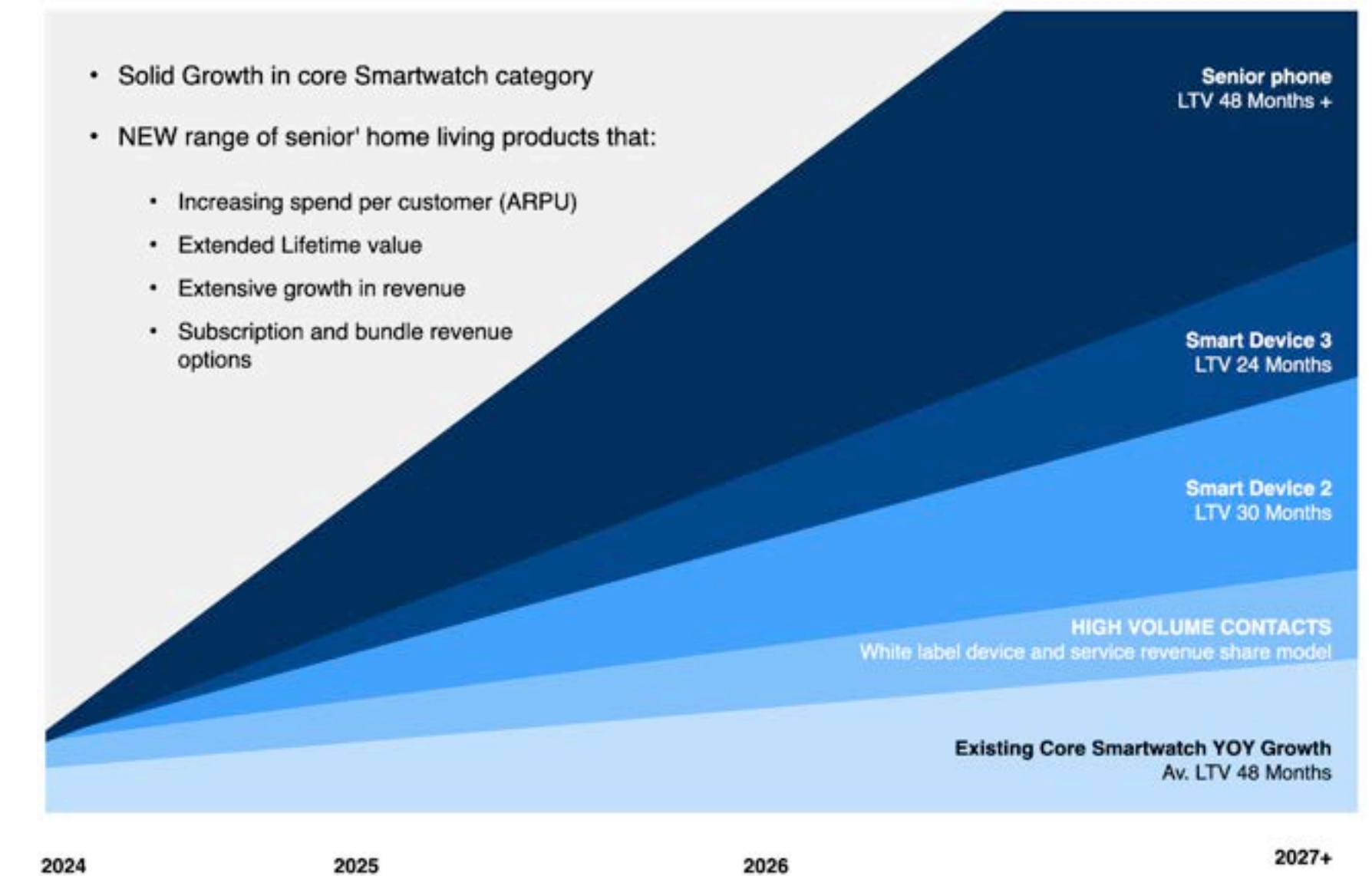


# Multi product market opportunity



### Key basic features

- Mobile connectivity
- Location with Safe zones
- SOS button
- Activity tracking
- Medication reminder
- + Premium services



Phones



Tablets



Sensors



Our pilot and researched showed the need for multiple products



# Launch timeline

December 2024 Launch schedule!



## Key basic features

- Mobile connectivity
- Location with Safezones
- SOS button
- Activity tracking
- Medication reminder



*We have passed our target benchmark for fall detection!*

*Fall detection to be part of premium proposition.*

Phase 1

## Key elements:

- Launch in 4 core markets during December this year

Phase 2

## Key elements:

- Extend to all core markets
- Launch premium service
- Expansion of product portfolio



# SaaS Division



# Important news update from SaaS division!



*As announced today,  
we have entered into an  
agreement with Telenor  
to offer our **IoT  
Connect services** in  
the global market.*



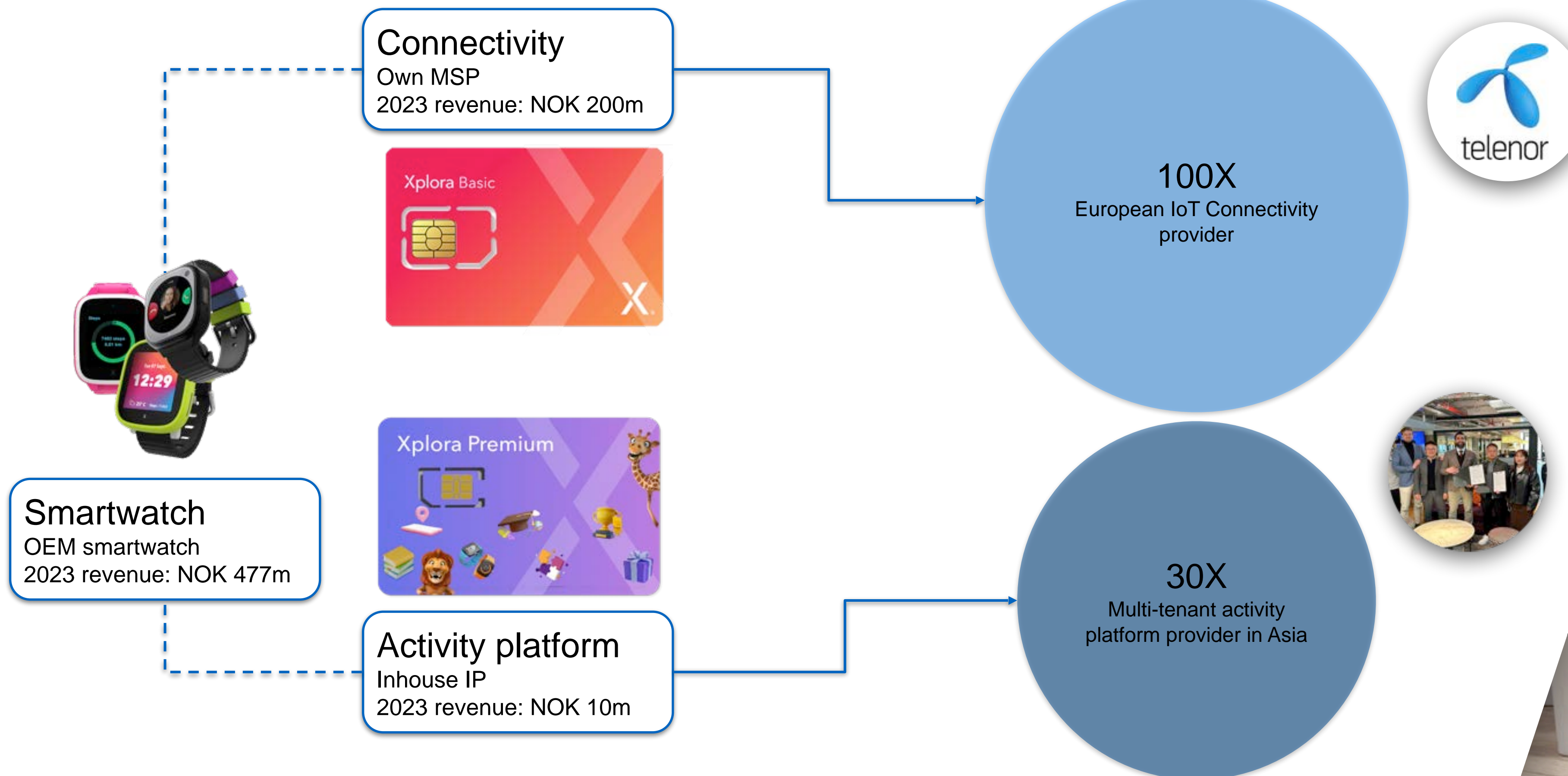
*As announced today,  
we have now entered  
into a commercial  
agreement to launch  
our **Premium Active  
Service** in Asia with  
360!*



# SaaS division - key services

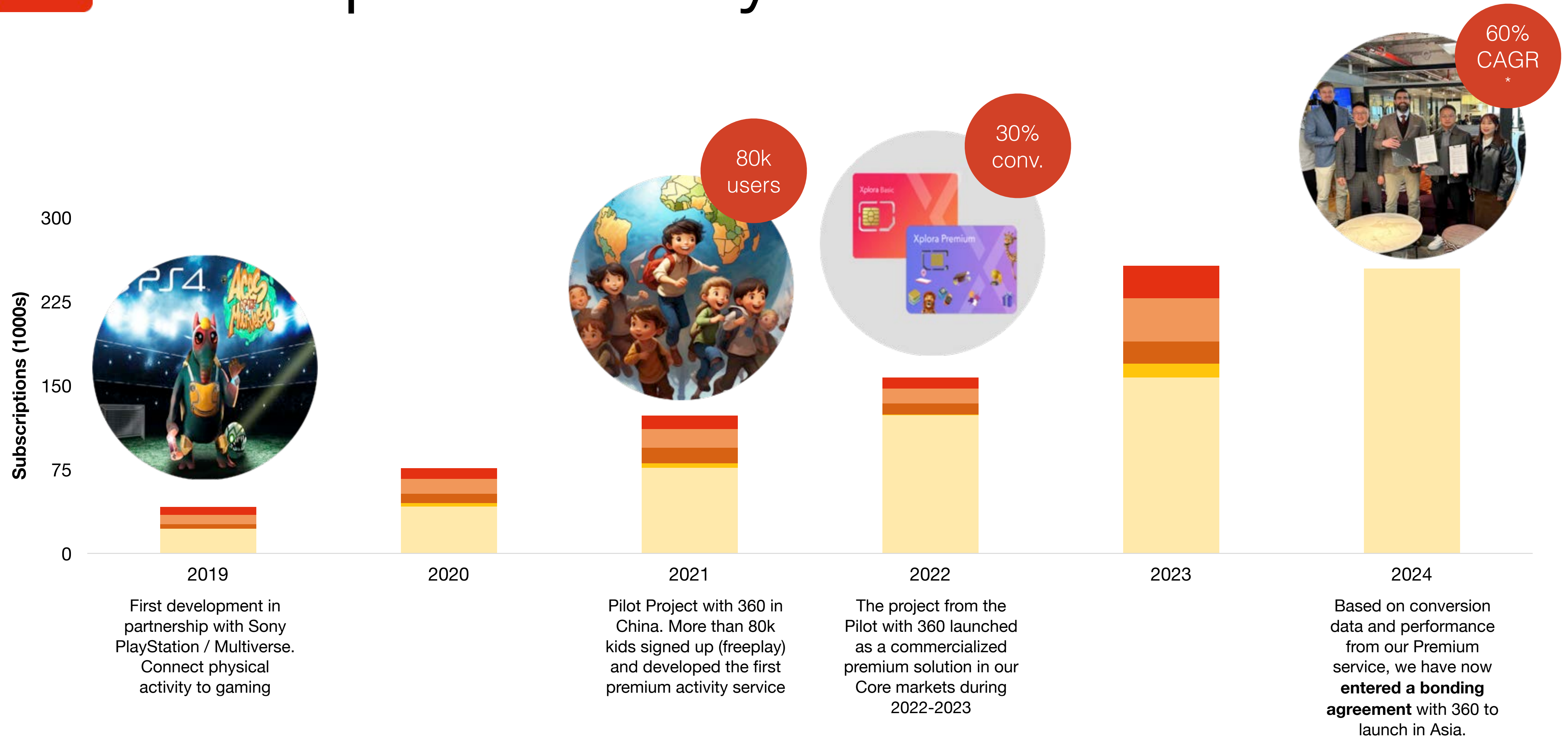
## Xplora Kids/Senior proposition

## Xplora SaaS Market Opportunity





# The Xplora Activity Platform



\* # subscriptions end of 2018-2024



# Scalable Multi-tenant Platform

**Xplora now offer its Activity platform to 3<sup>rd</sup> party smartwatch providers**

## Why so powerful

- Encouraging kids globally to play **together** and make friends during their daily activities, promoting positive and healthy connections.
- With our solution our partners can **increase stickiness and ARPU**.

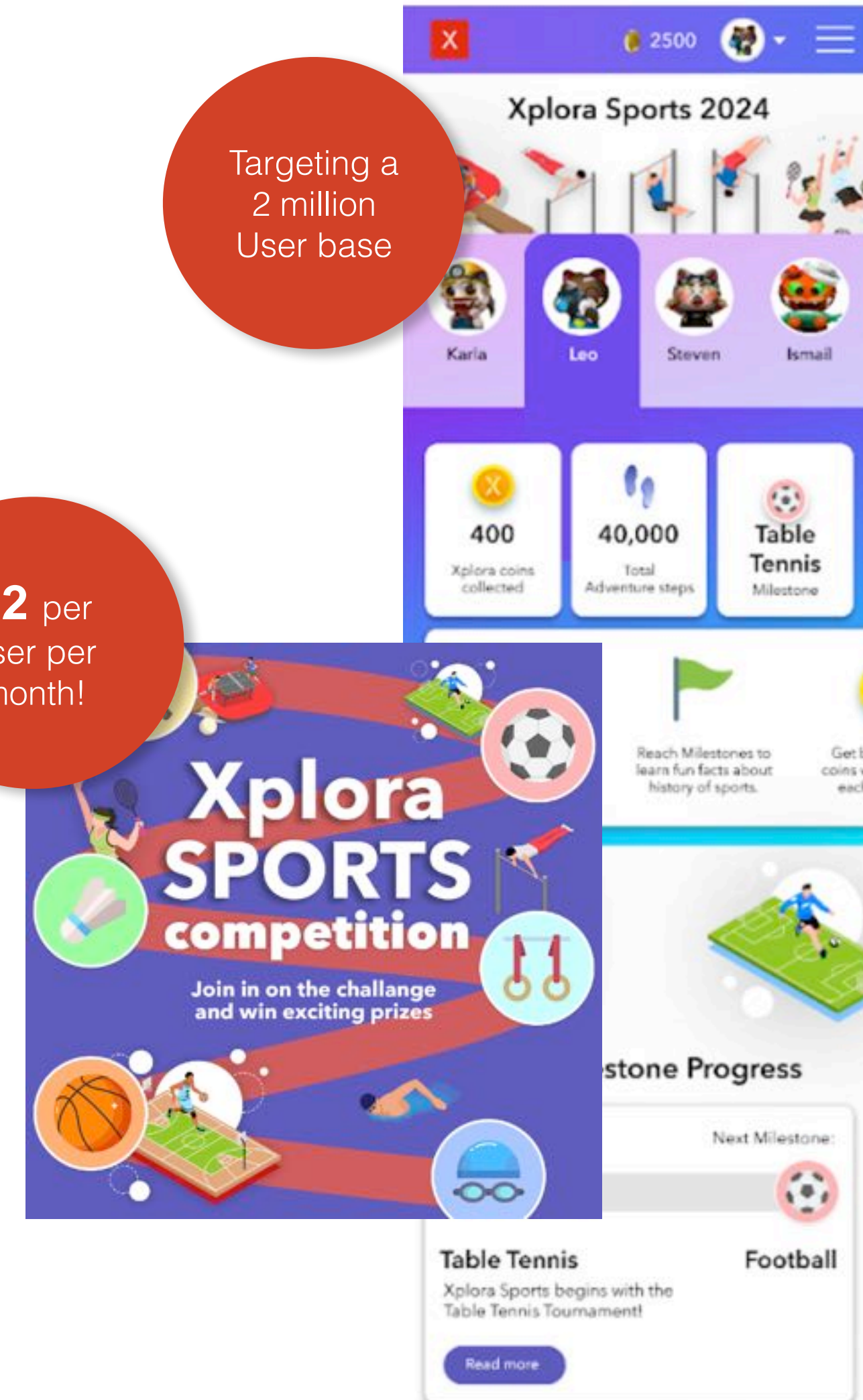
## The launch proposition

- We have developed 3 unique adventures for the Asian market with 360, targeting a Q4 launch.
- Subscribers will join step counting competitions for a chance to win prizes



Targeting a 2 million User base

\$2 per user per month!







# Global IoT connectivity provider

## Xplora to offer multinational IoT connectivity in Q3

Signed agreement with a major European telco for supply of IoT Connectivity in Europe with option for ROTW  
Favorable terms to offer low/high data consumption connectivity w/o call or text

## Xplora partner with IoT manufacturer for launch in Q4

Signed MOU with IoT device manufacturer to offer bundled device/service in Europe  
Revenue share model for services and traditional resale of devices under own brand



## 4G connected IoT Devices in Europe



### 1m E-Scooters

App based rental e-scooters in the biggest cities



### 1m Security Cameras

Cameras placed outside of wifi with independent power source (solar, wind)



### 37m Connected Cars

Navigation, infotainment, diagnostics



### 12m Agricultural Sensors

Soil conditions, herd tracker, crop health



### 30m Smart Meters

For utilities like electricity, water and gas



### 19m Other Wearables

Fitness trackers, VR/AR-headsets, Smart Glasses, Smart Clothing, Healthcare

Untapped and Emerging 100m market to provide IoT connect solutions with revenue sharing

# SaaS in sum

**Offer IoT connectivity to 100m unit market in Europe by 2025**



- ✓ Infrastructure done
- ✓ Supplier agreement
- ✓ MOU signed
- ✓ Target launch Q4\*

**Offer premium services through 3<sup>rd</sup> party to 15m market**



- ✓ Development done
- ✓ Commercial agreement done
- ✓ First launch Q4

\*Dependent on Partner product launch





# Tech Strategy



# R&D Strategy - Sustainable Scale-Up

The R&D strategy will align with the business, focusing on sustainable growth in hardware, platform, and AI-based data analysis for intelligent premium services.

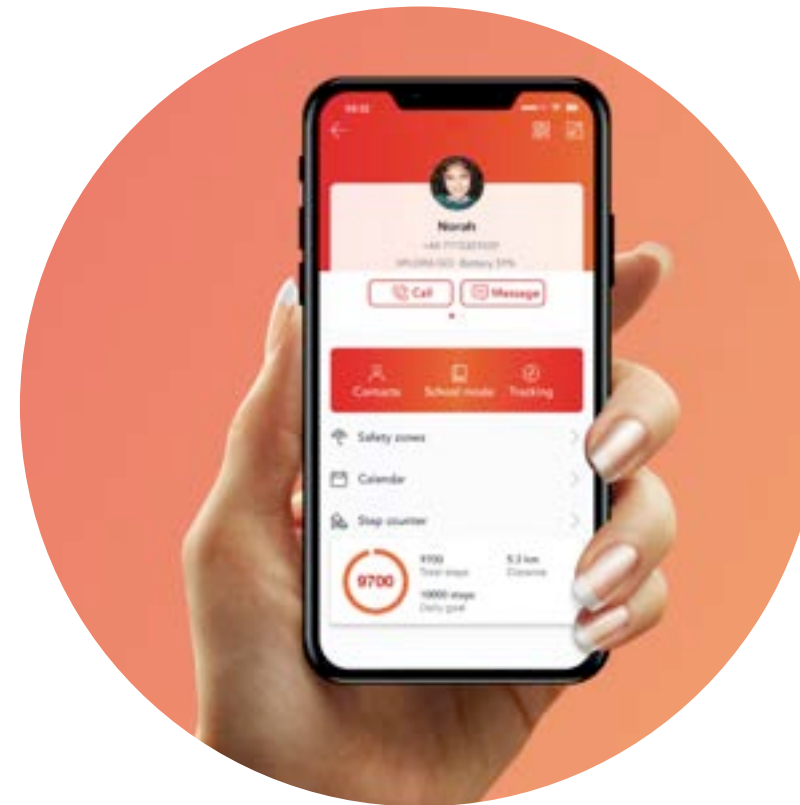
## Hardware



## Multi-Device

Expanding verticals in various device categories through in-house development and strong partnerships.

## Platform



## Multi-Tenant

Redesigning the current platform to a multi-tenant architecture will enable more partners to integrate into Xplora products and services.

## Data



## Data & AI

Utilize machine learning on big data for advanced safety care, ensuring peace of mind.



# Multi-Device Strategy

## In-House Development

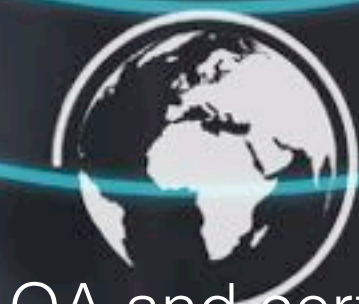


We continue developing our flagship kids' watch in house by OEM/ODM to secure our leadership in the category.

## 3rd Party Smart Device Integration



Xplora Solution Pack for 3rd party smart devices for deep integration to offer the value-added premium service for extra revenue



Years of QA and certification experience to ensure all in-house and partner devices fully comply with local regulations



# Multi-Tenant Strategy

## XPLORA SINGLE TENANT

The platform supports Xplora product & service.

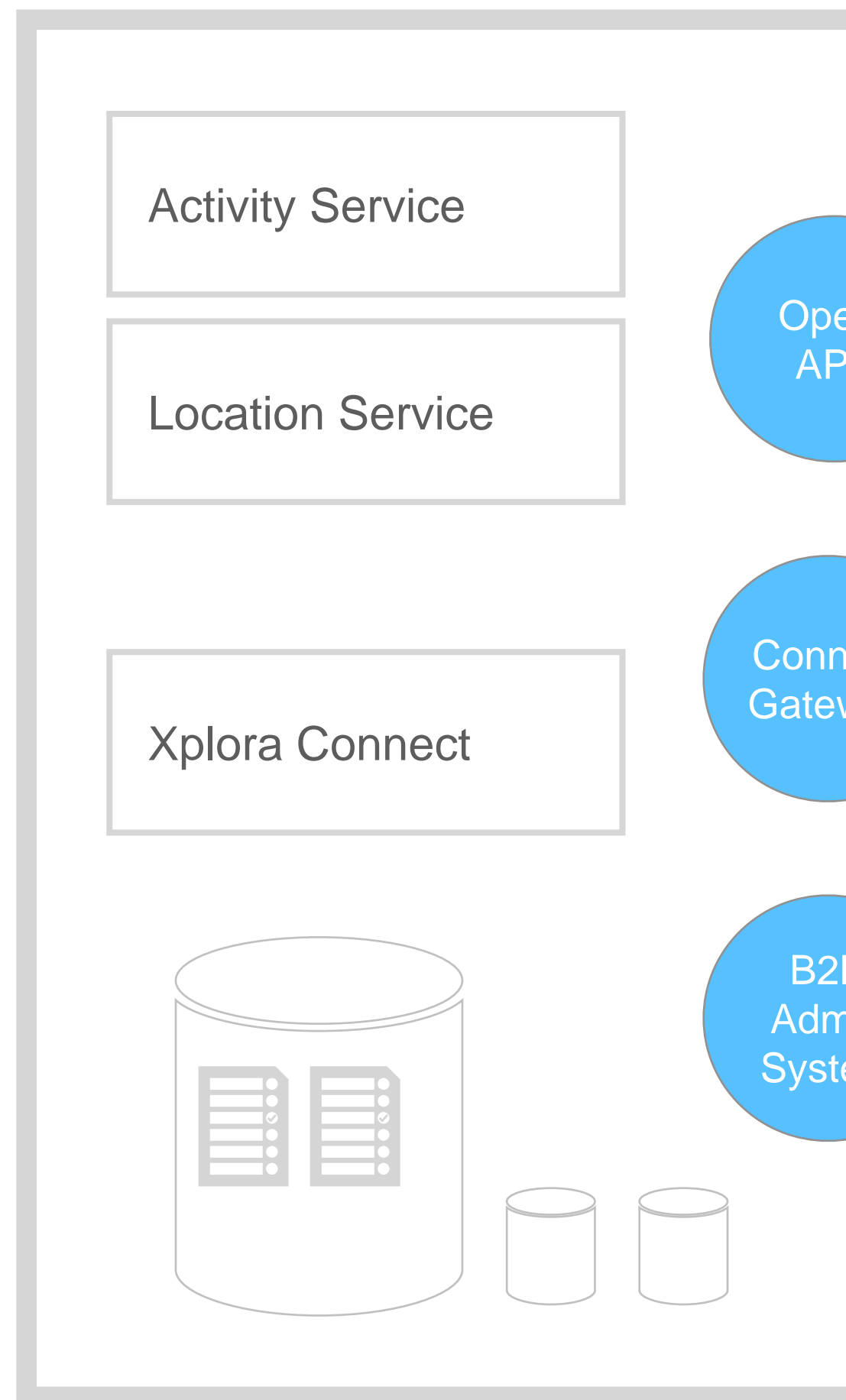


## Intellectual Property

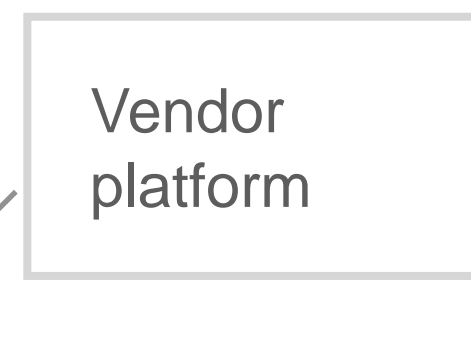


**Xplora Connect Global IoT**  
500+ Mobile Networks  
200+ Countries  
2G, 3G, 4G, 5G

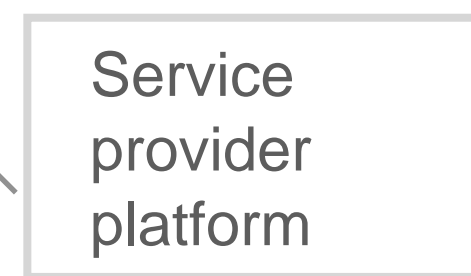
## XPLORA MULTI TENANT



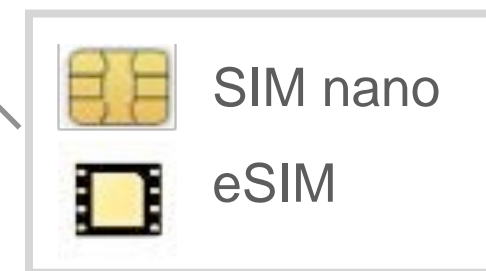
Kids Watch Vendors



Kids Watch Vendors



Family SNS Providers



Connected IoT device vendors

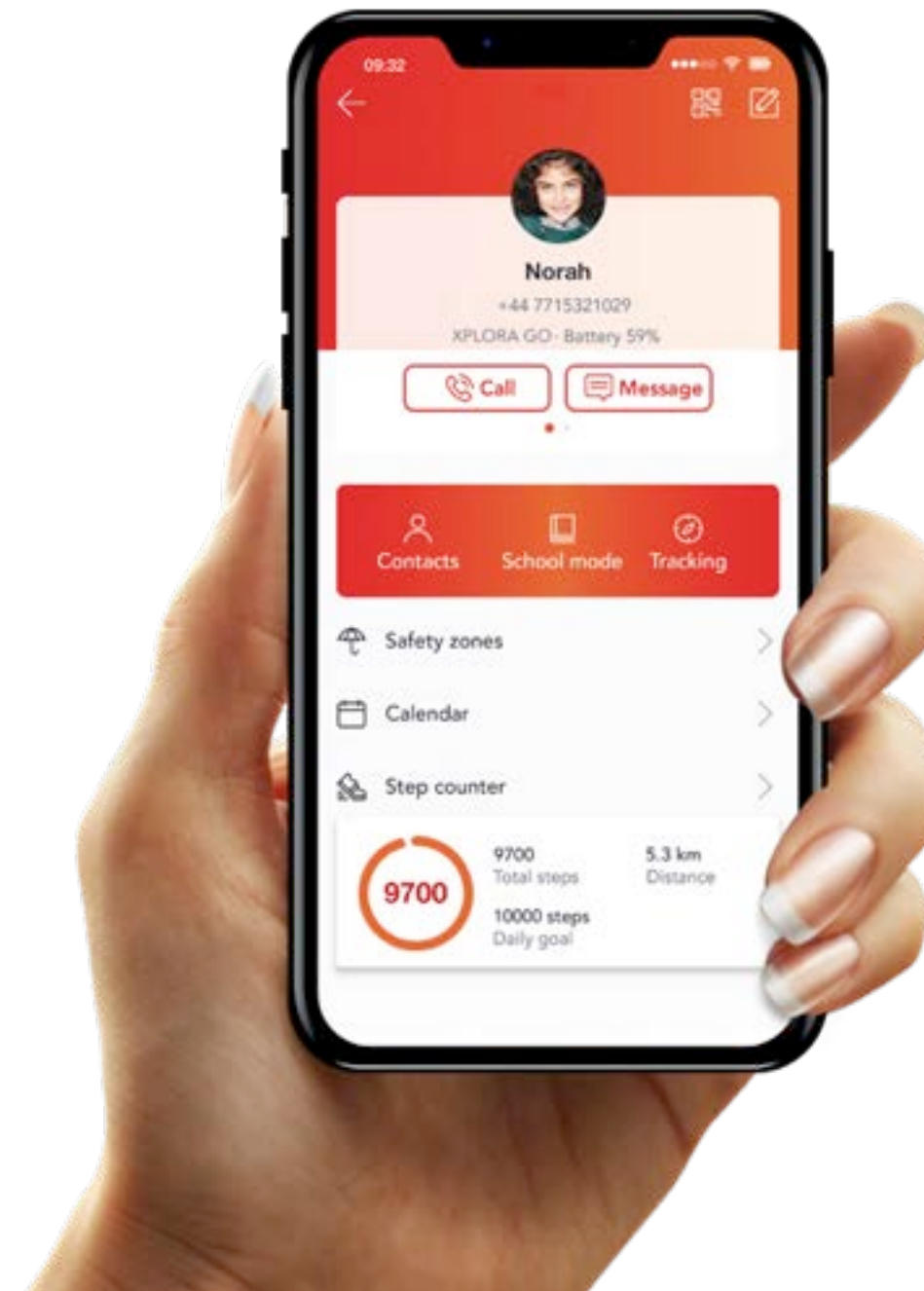


# Key Software & App release in 2024

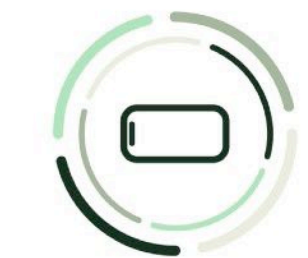
Q3 Release  
**New App**



Q4/Q1 2025 Release  
**Parental Control  
+ HW agnostic**



Smart Watch



Smart Phone



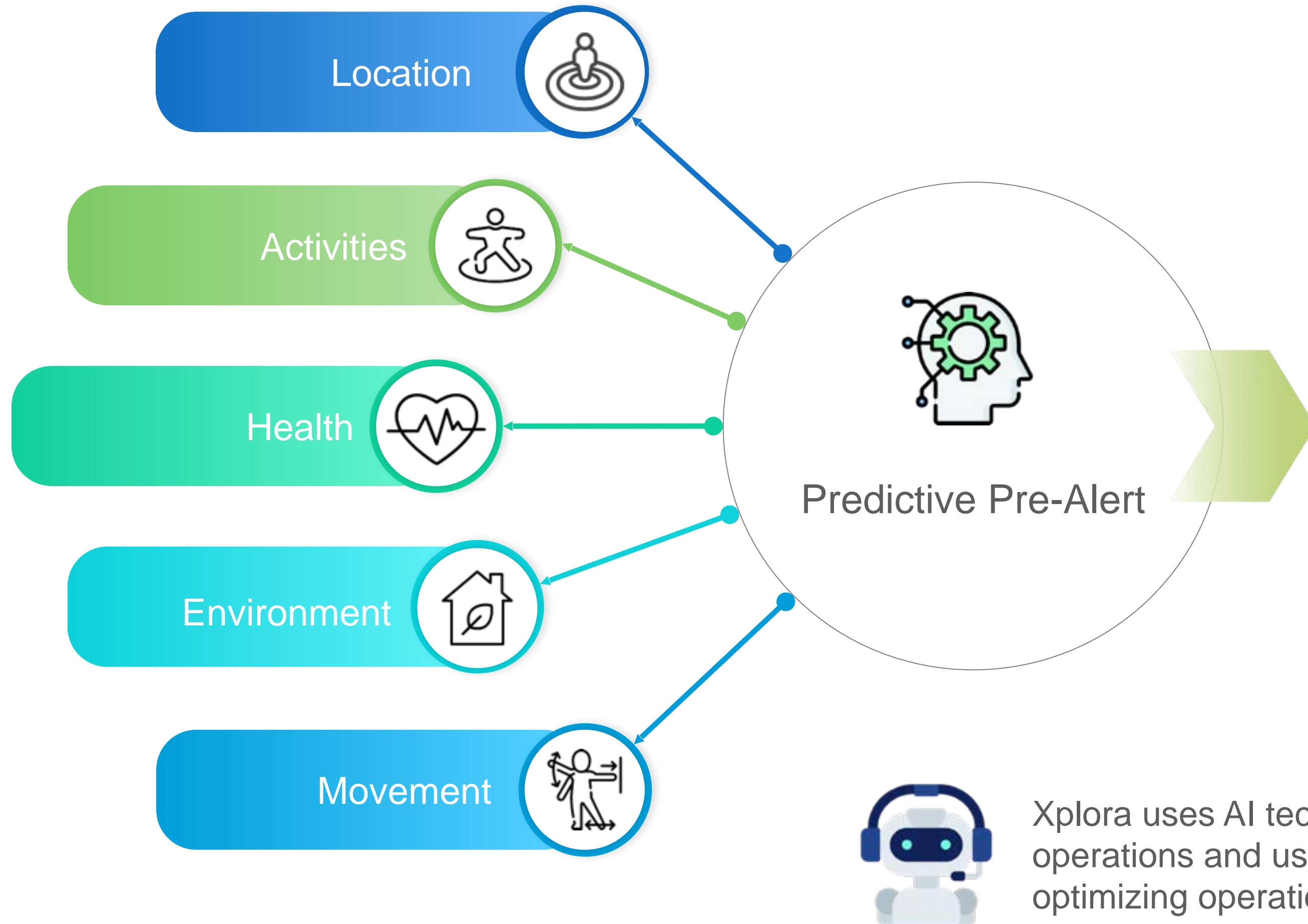
Smart Tag



Smart Tablet



# Data & AI



**Enhancing overall wellbeing through advanced monitoring**

Xplora uses AI technology to enhance daily operations and user experiences, optimizing operational costs.







# Financial



# Status Quo



**KIDS devices enables the services revenues**

Almost 500K units sold 2023  
25-30% Sim conversion

**Services revenues are predicable with a high gross margin (+80%)**

ARR - NOK 250K (Q1-2024)

**Cash position and cash management enables operational flexibility**

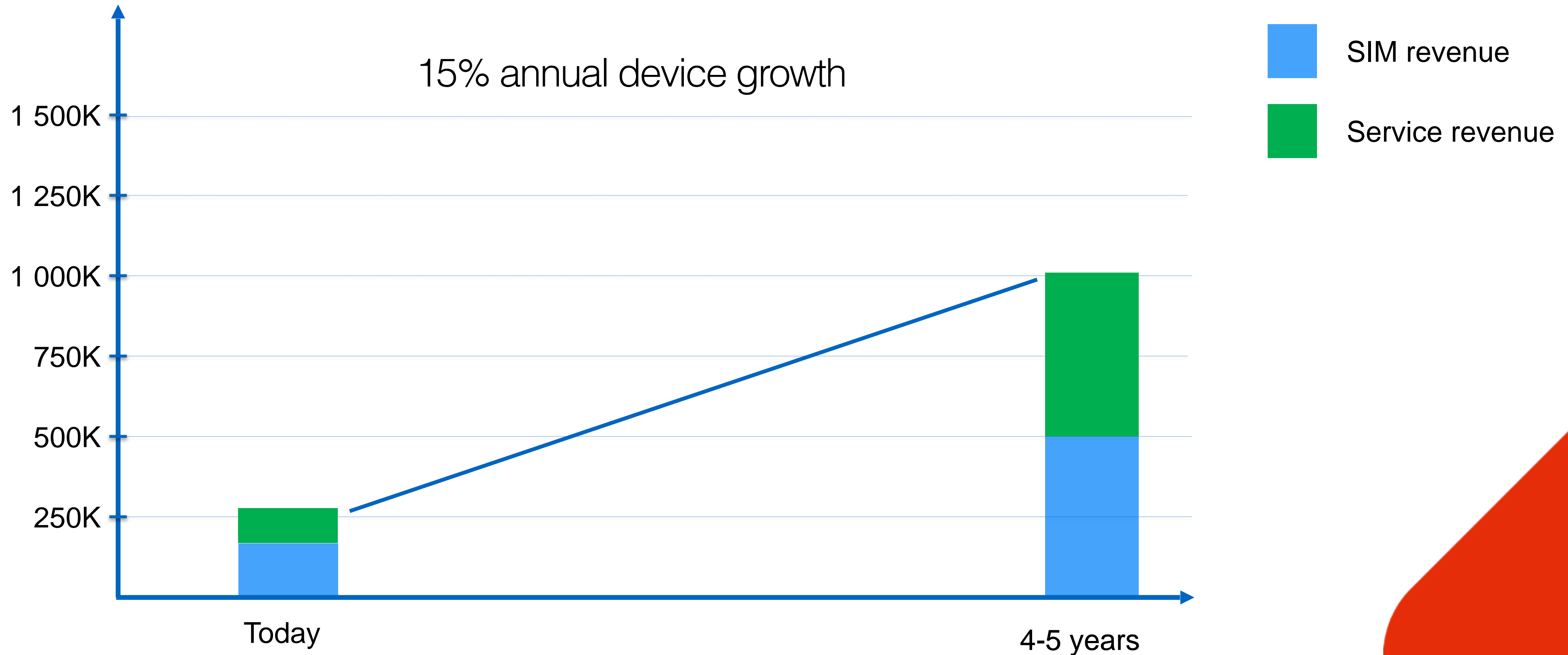
NOK 120M (Q1-2024)

**Continued cost control and focus on profitability**



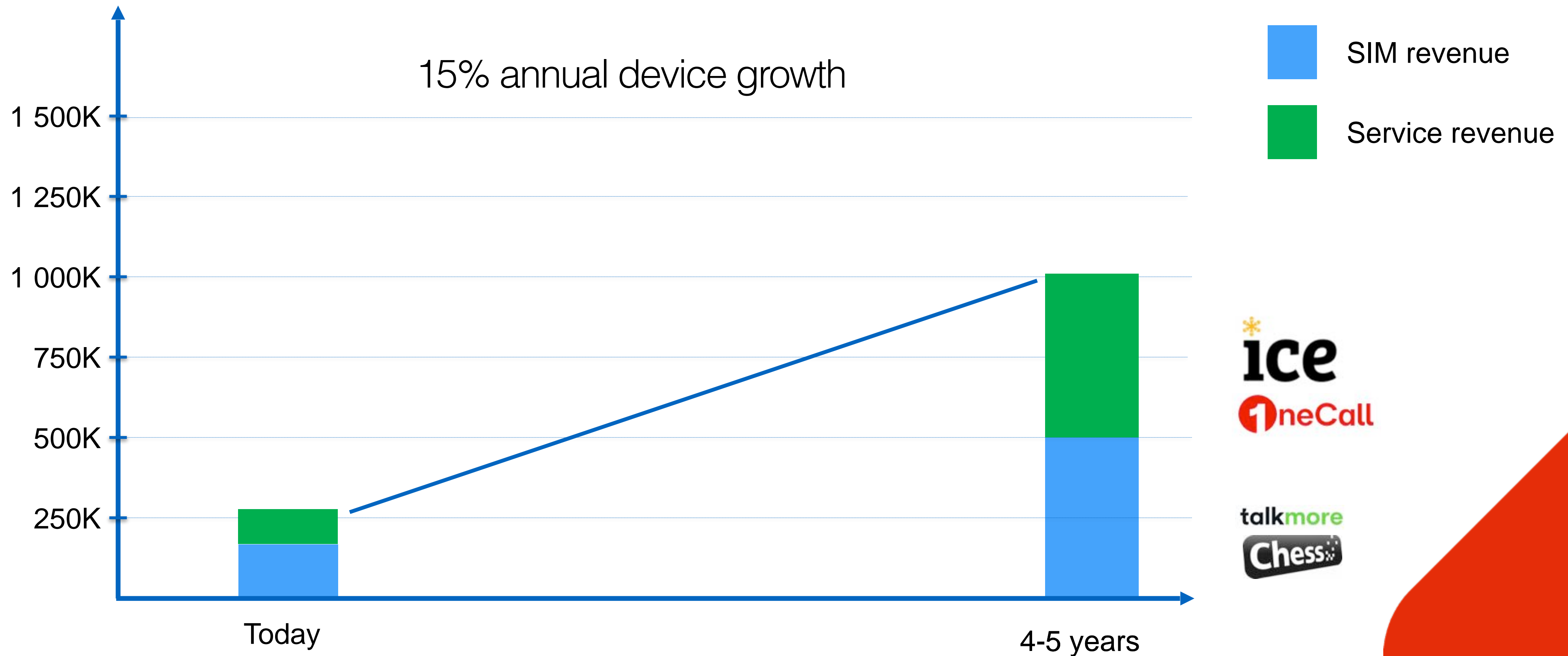


# The road to 1 million subscriptions





# The road to 1 million subscriptions





## Proven Growth Model

- ✓ Current business model supports 1 million subscriptions in 4-5 years
- ✓ Services revenues are predictable with high gross margin.
- ✓ Very strong growth and profitability improvement last 4 years:



## Going Forward

- Pursue and prioritize opportunities that increase number of subscriptions and services revenues
- M&A and partner opportunities can/will speed up the growth in subscriptions.
- Growth needs to be balanced with cost control and investment levels

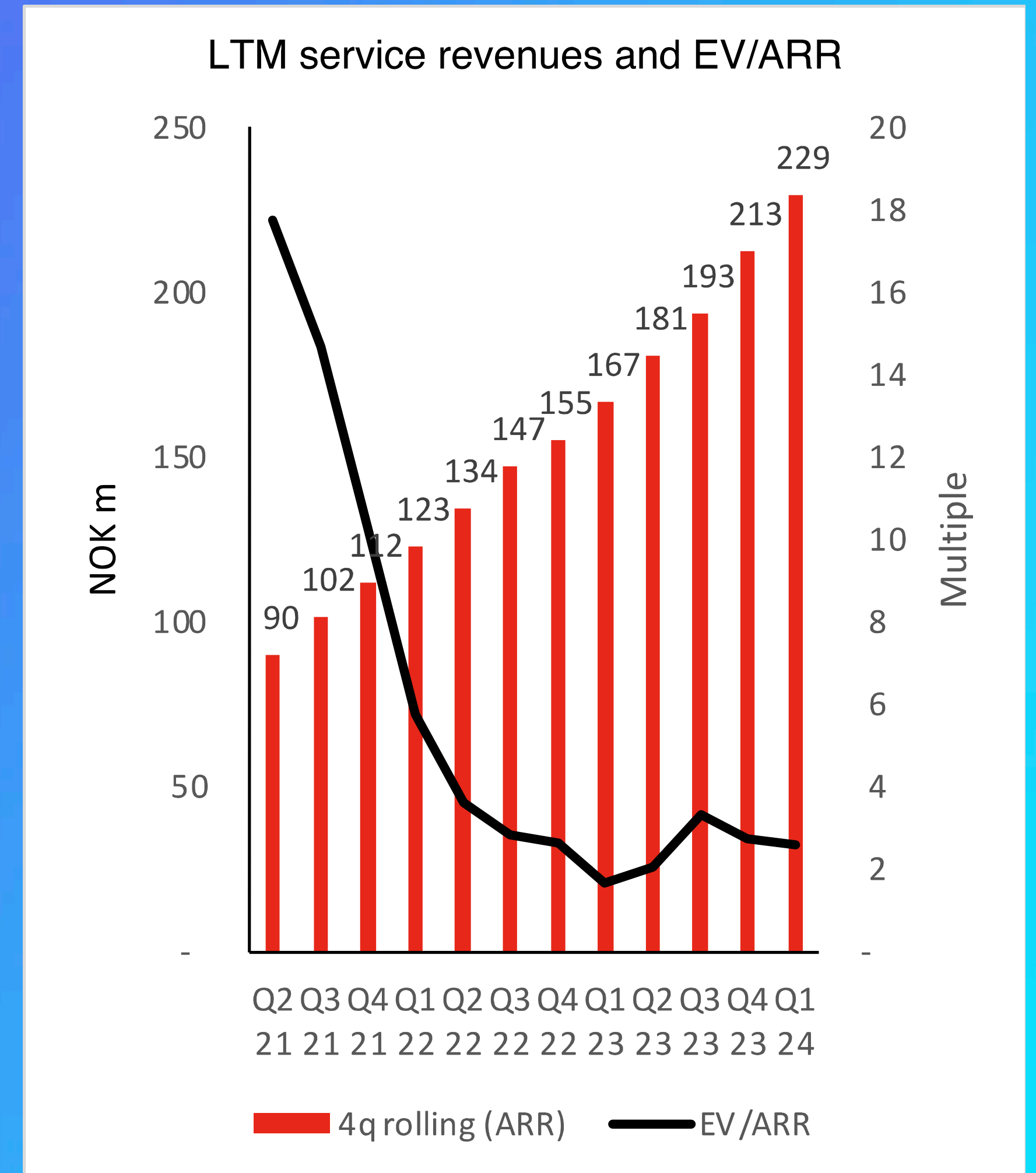


# Investor relations

- **Operational focus:** Creating growth, profitability and cash management
- **Communication strategy IR:** Visibility linked to operational performance and transparency of the road to 1 million

## Initiatives:

- Continue monthly updates of subscriptions
- Increase investor targeting activities
- Buy-Back program in line with authorization from shareholder meeting 2024 will be considered going forward
- Restart Research





# Summary



# The Opportunity

Youth 10-13+  
Parents already love Xplora «peace of mind». Can now bring forward the App with parental controls on first smartphone + kids can have a youth smartwatch.

Parents (buyer, care giver and user)  
We have already a strong relationship with key user/buyer, the parents.  
Objective to extend our product portfolio still with parents as key target - the buyer.

Seniors 70+  
Either purchased themselves or their care giver. Objective to add safety and peace of mind and increase activity level.

Kids 4-10  
Peace of mind to parents & Safe onboarding to digital world for the kids.

Sold more than 1,5 million only to kids



More than 2 million parents love Xplora





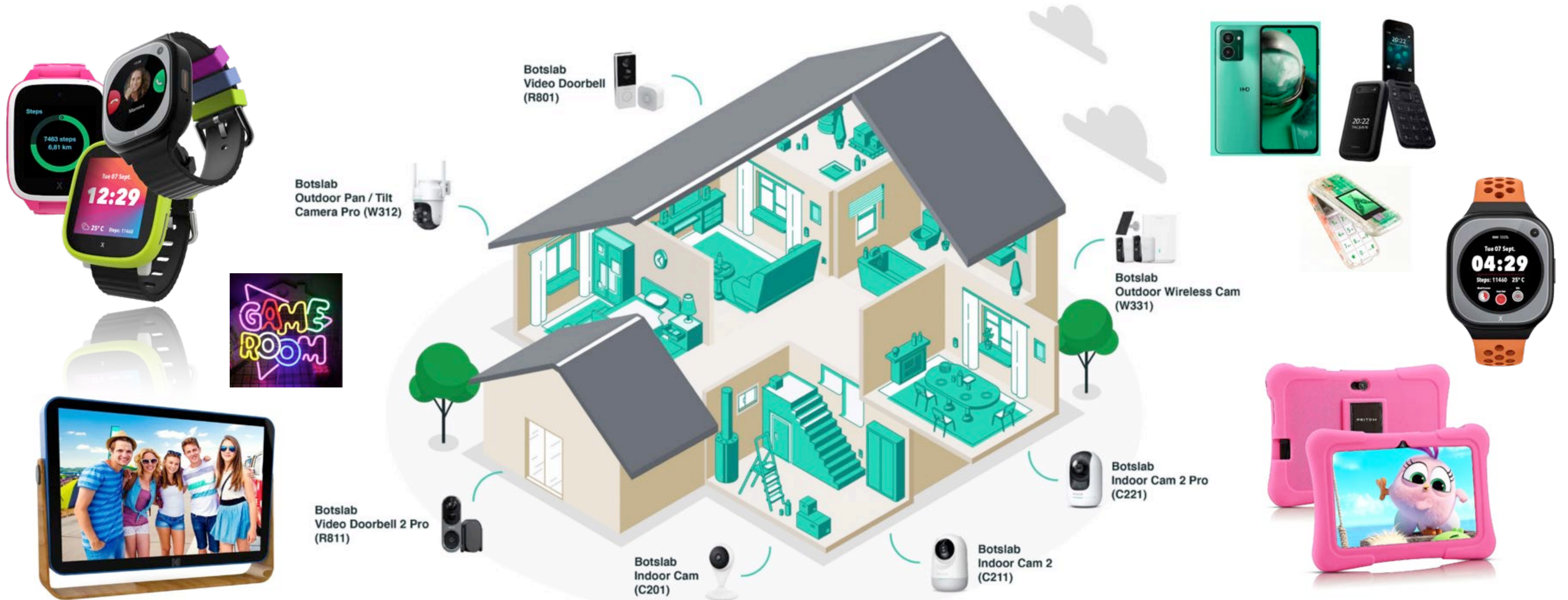
film





# Xploras future family IoT Vision

- Leading Brand for **Family tech**
- **Connected, safe & active** - Everywhere
- **Eco-system for families.** Share a lot with a few vs sharing a little with a lot.





# Today's takeaways

- Insight in our business model
- Clarity in our 4-5 year goals
- How well we are positioned to grown in multiple family IoT verticals
- Key milestone for Senior Division
- 2 milestones for SaaS Division



We are inviting you to join our

2024  
*Capital*  
MARKETS DAY

**"The Road to One Million"**

THURSDAY  
JUNE 13  
10-12 CET

Location:  
SpareBank 1 Markets  
Olav Vs gate 5  
0161 Oslo