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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



Svenn 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
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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

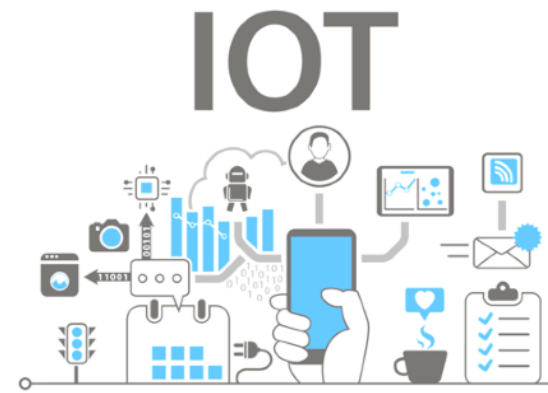


How to accelerate growth forward

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



Kids

Youth

Senior

Parents

Home

Assets

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

Step 2
(2021-2024)
Service Revenue
foundation

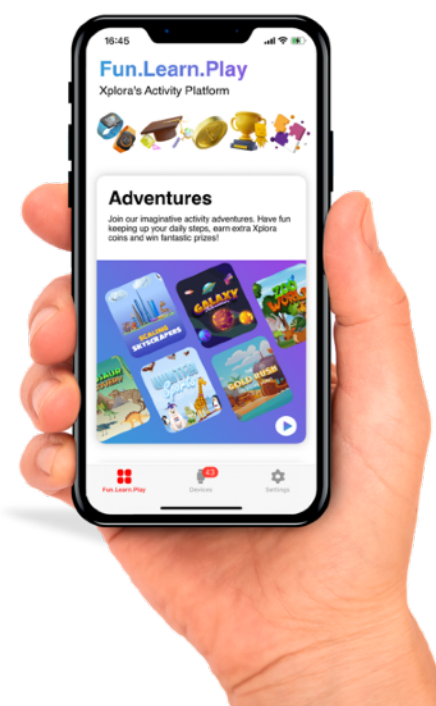
Already
more than
250k
subs.

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.

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Interview - play film



Young kids/Youth

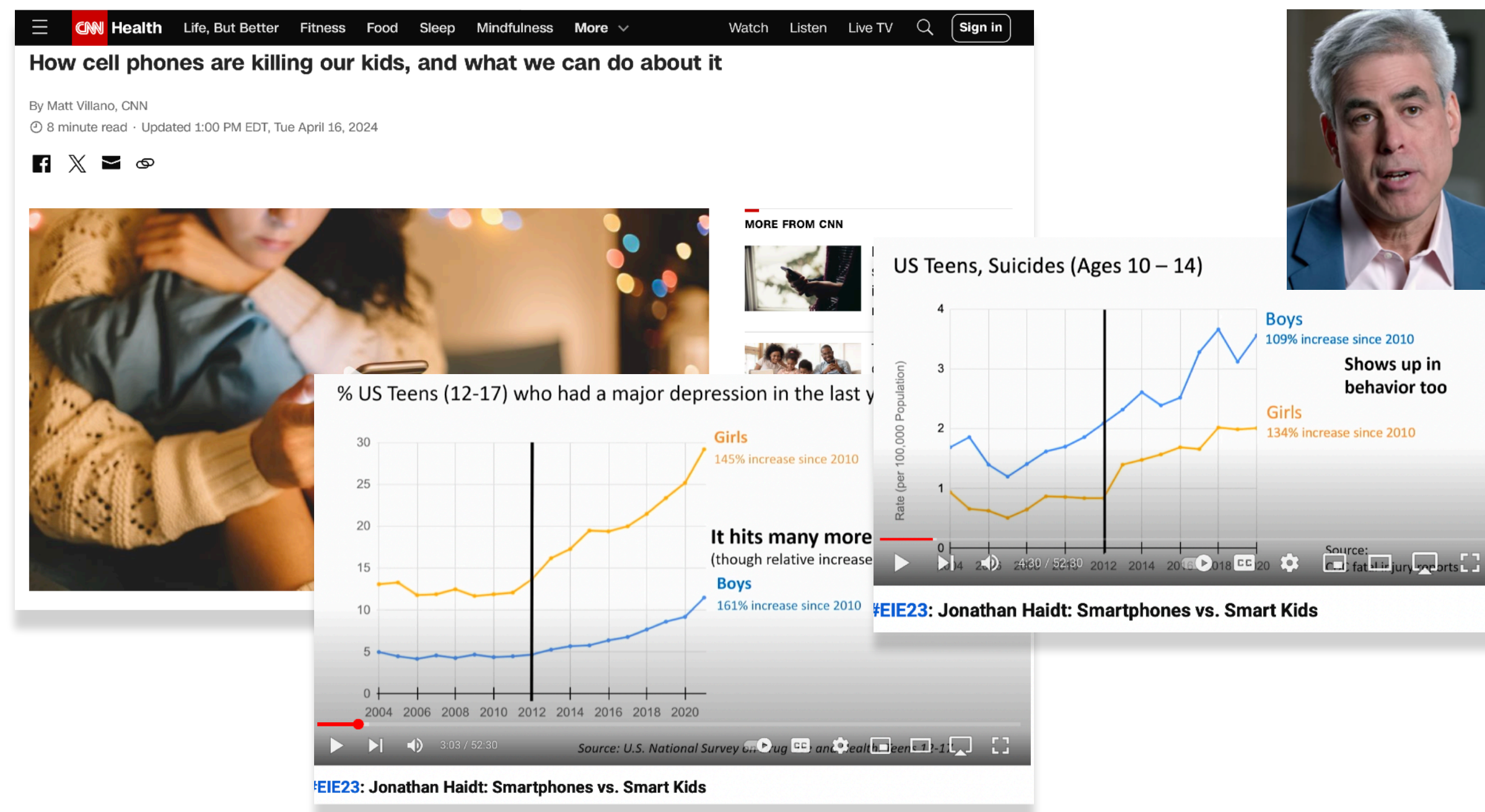
Trend

- 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.





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
kids
Category

Est LTV in
Senior
Category

X8



Parental IoT

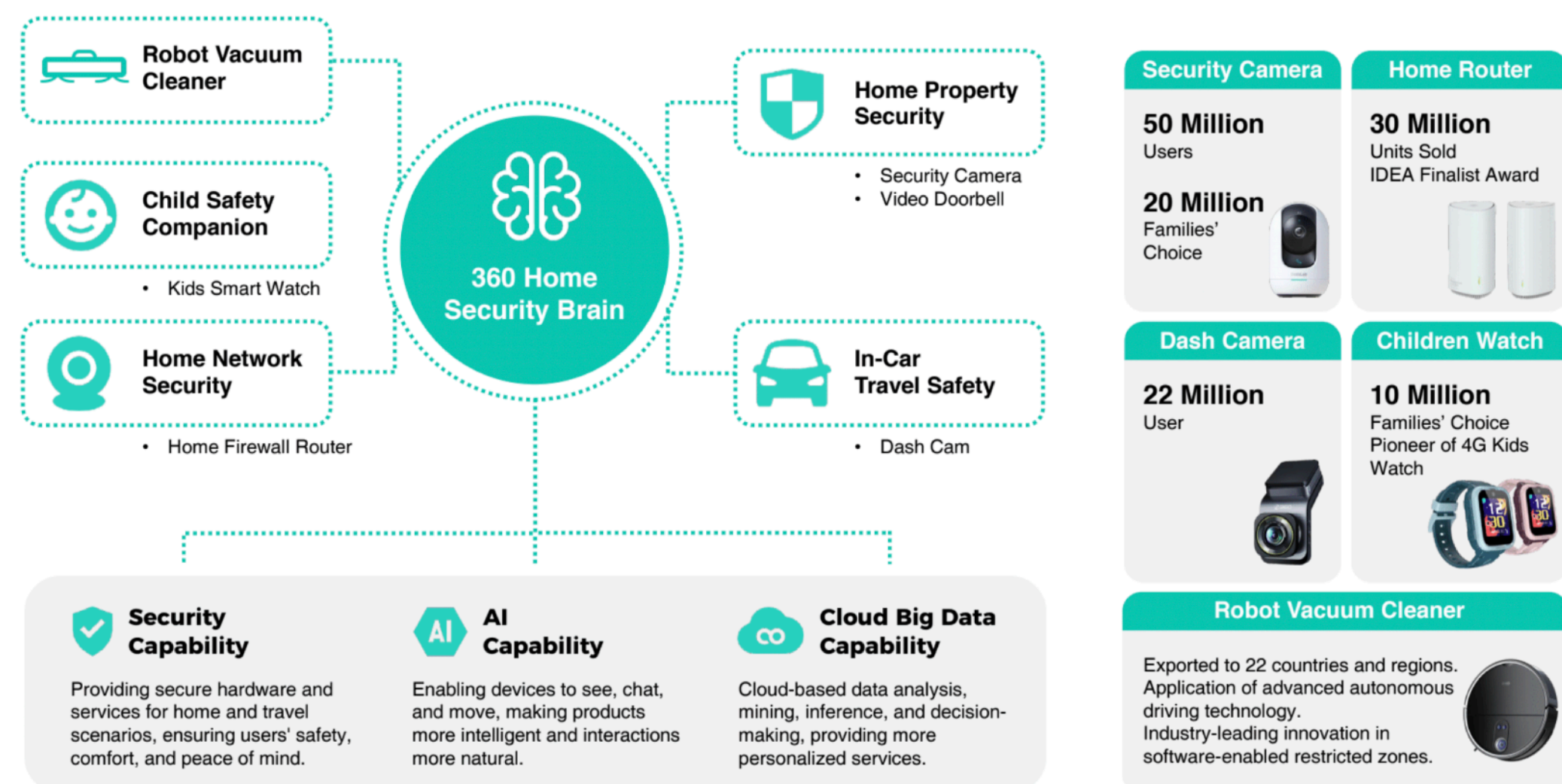
Trend

- 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)

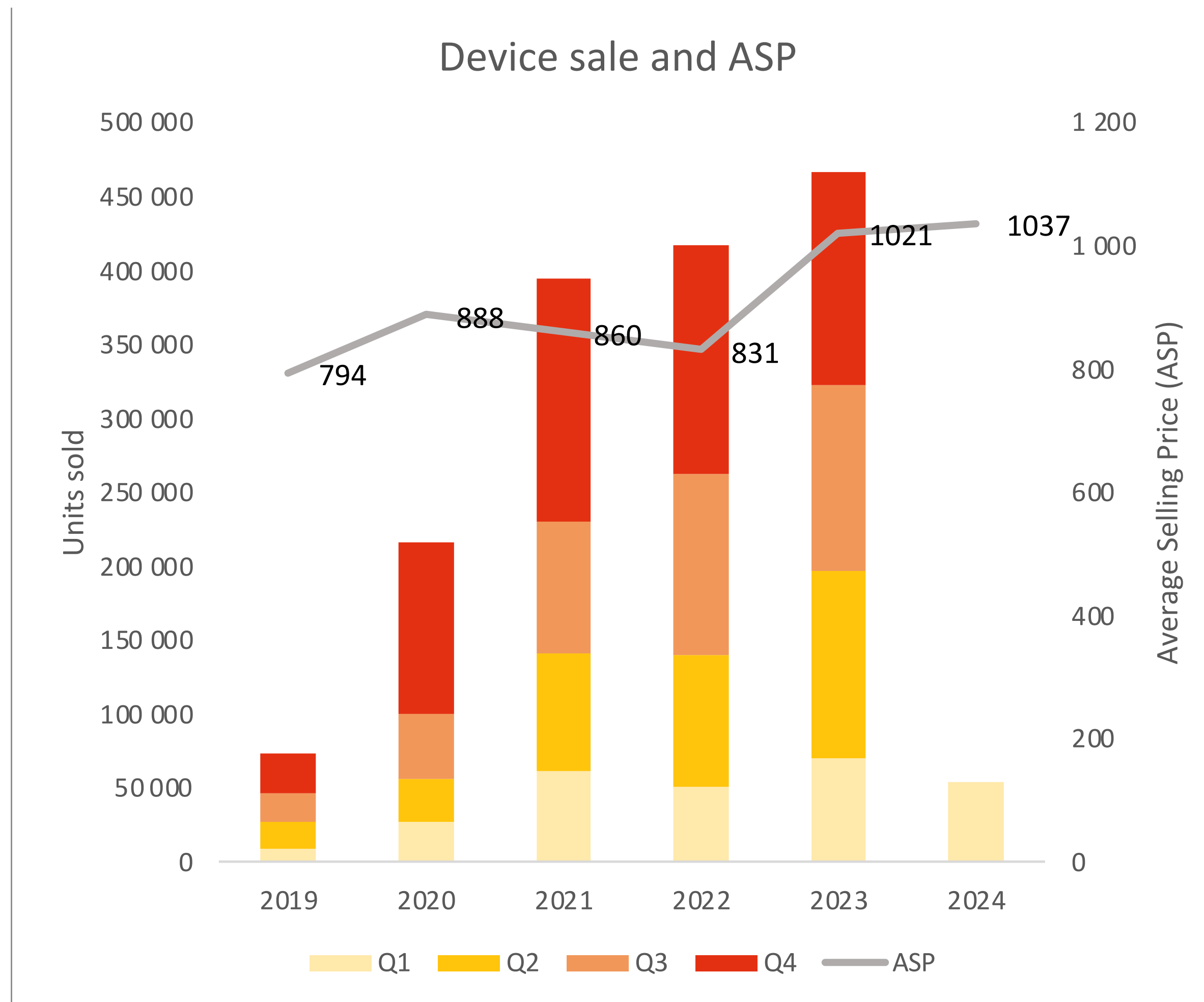




Operation



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

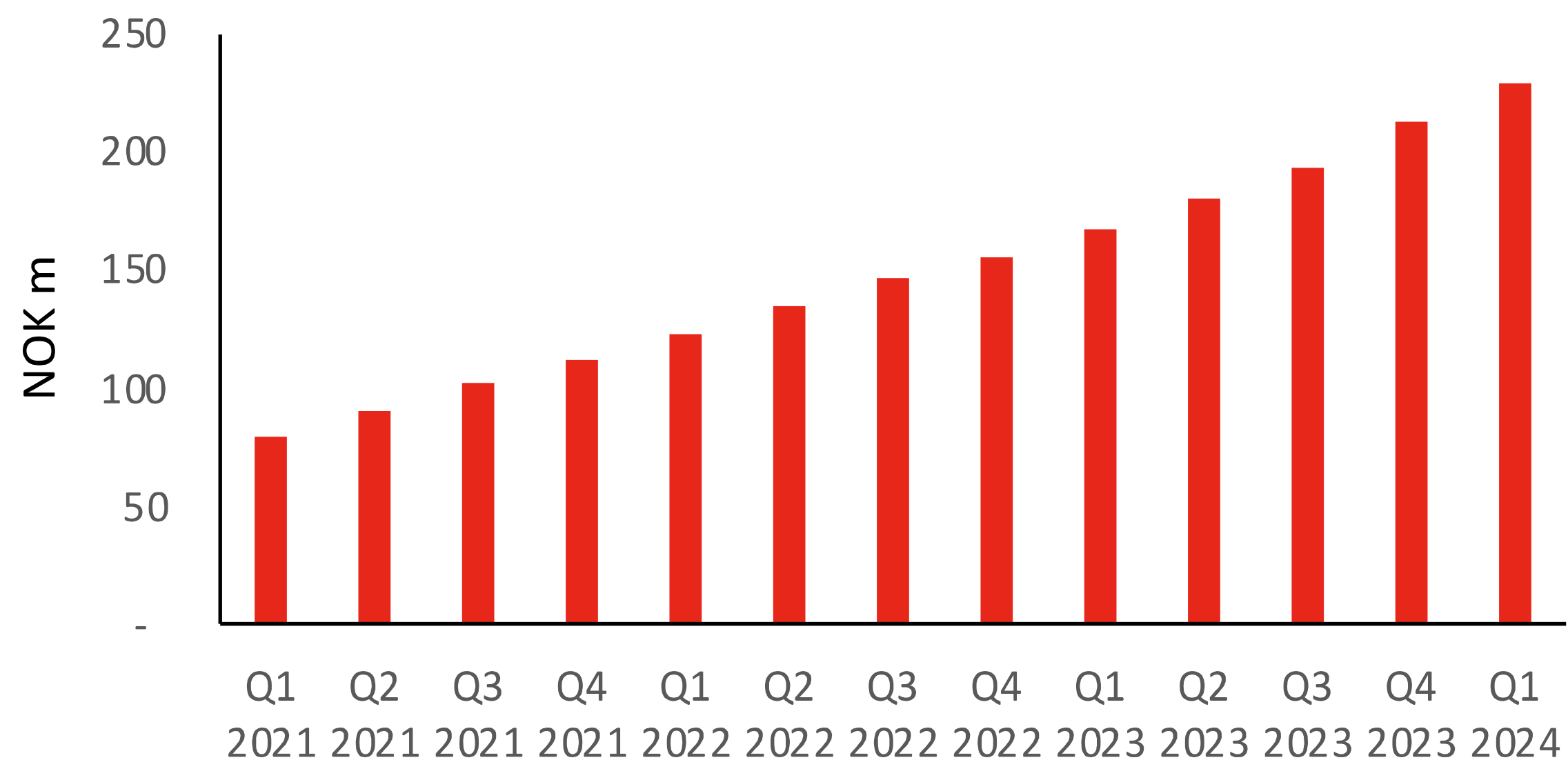
- Shift to models with higher specifications
- Price premium on sales to telcos
- Currency effect USD/EUR to NOK





Revenue development for Services (2021-2024)

4q-rolling recurring service revenues



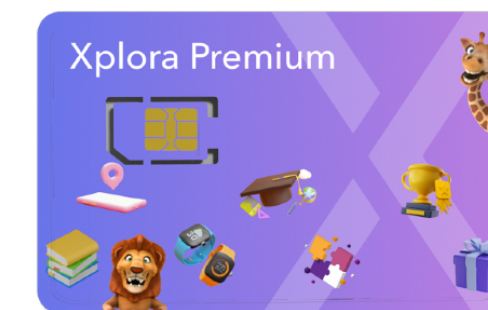
1



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

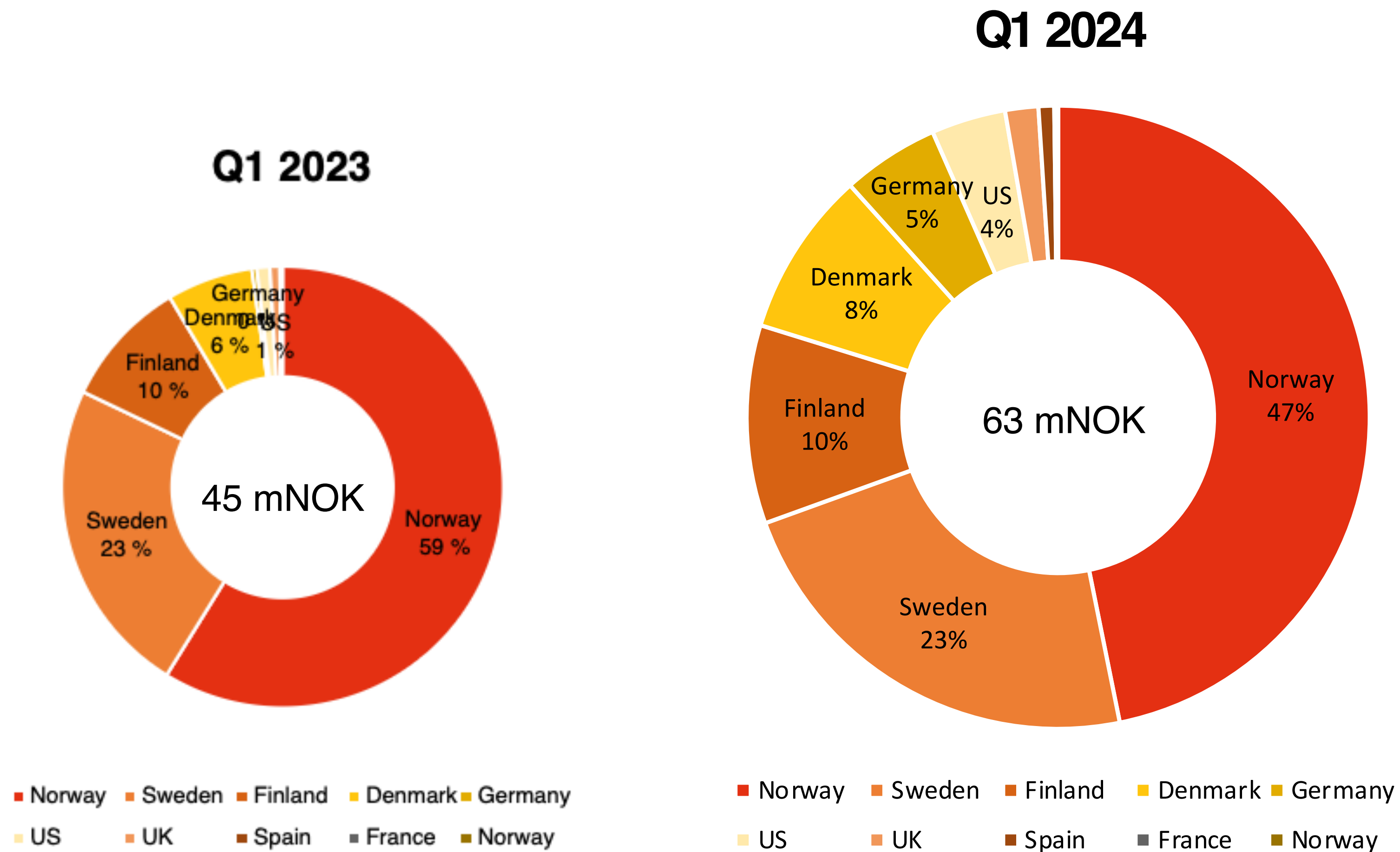


Service-fee:

- 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

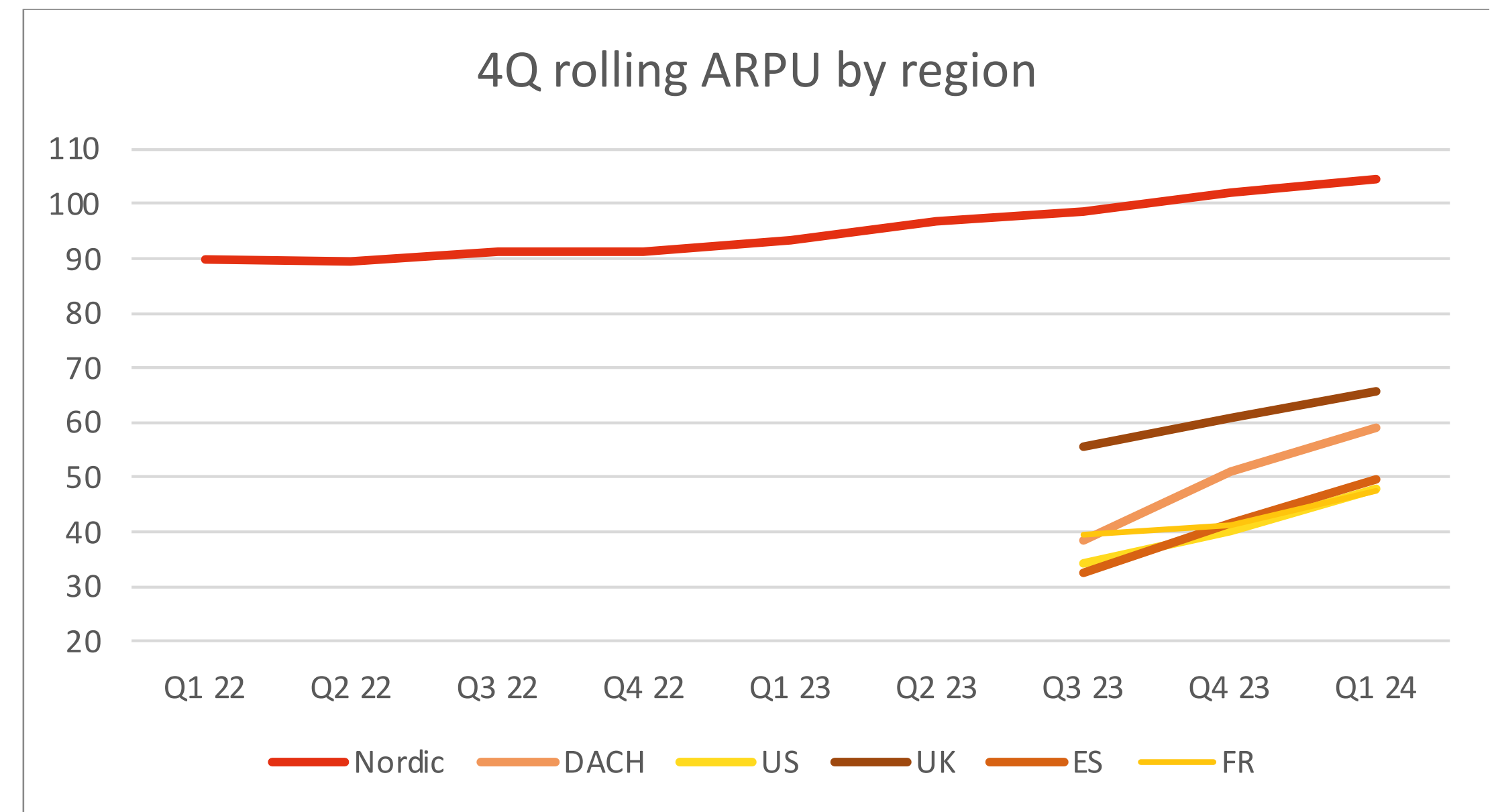
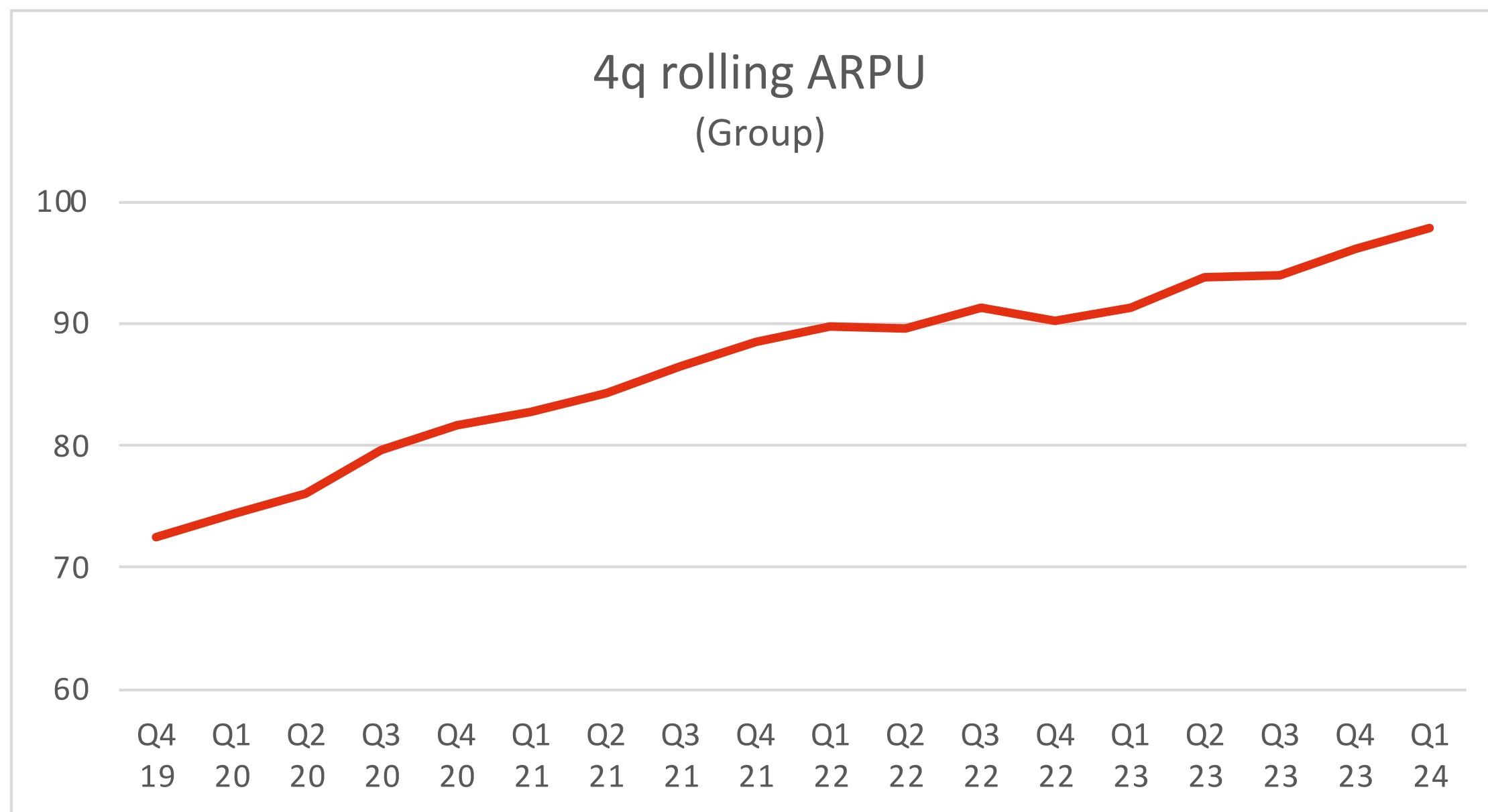


Changes in share of service revenue:

- 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)

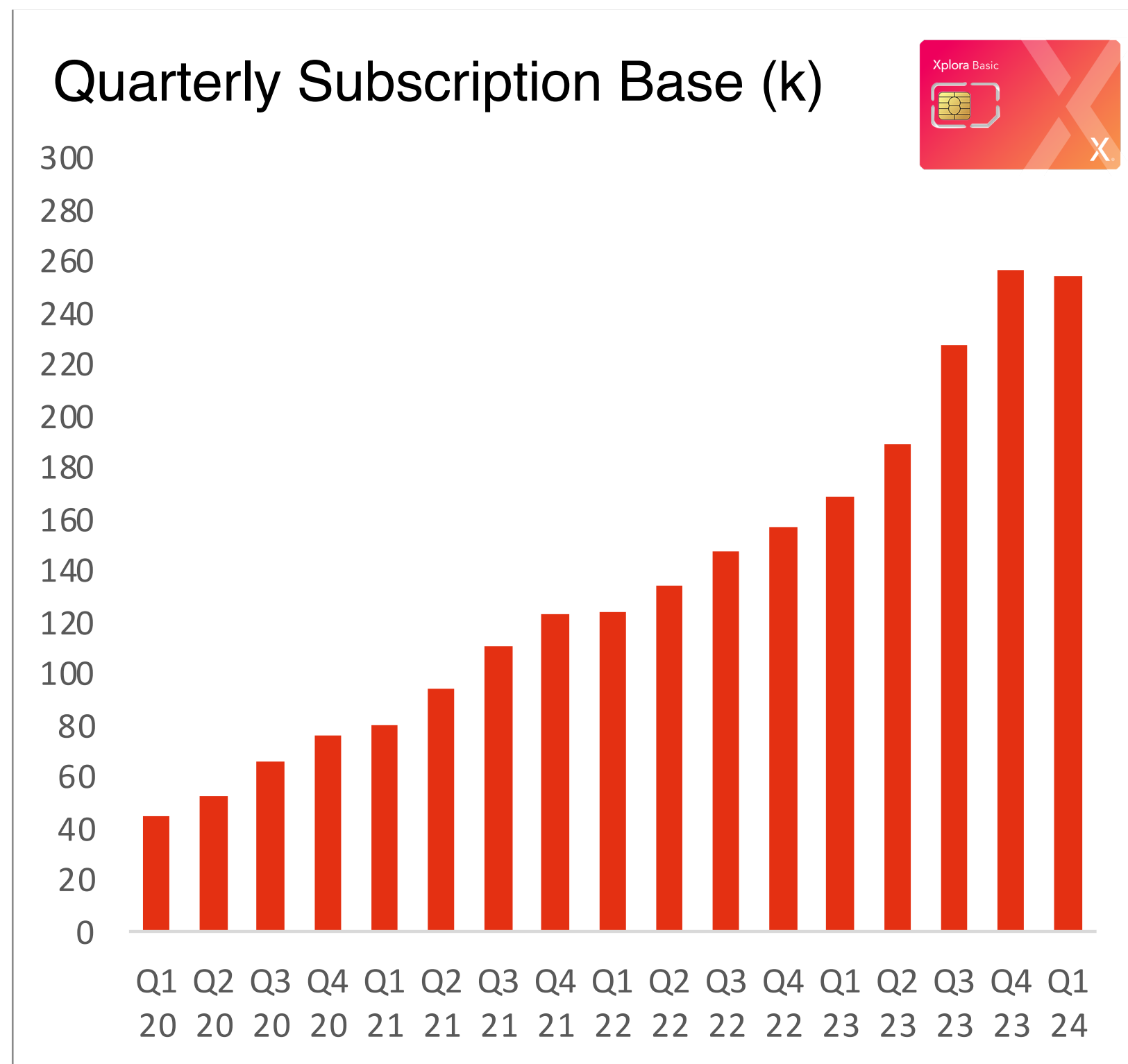
- Price optimization (price increase), 2x +NOK 10
- Shift in customer base to new price plans (churn)
- Value Added Services (Activity platform) +25 NOK

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

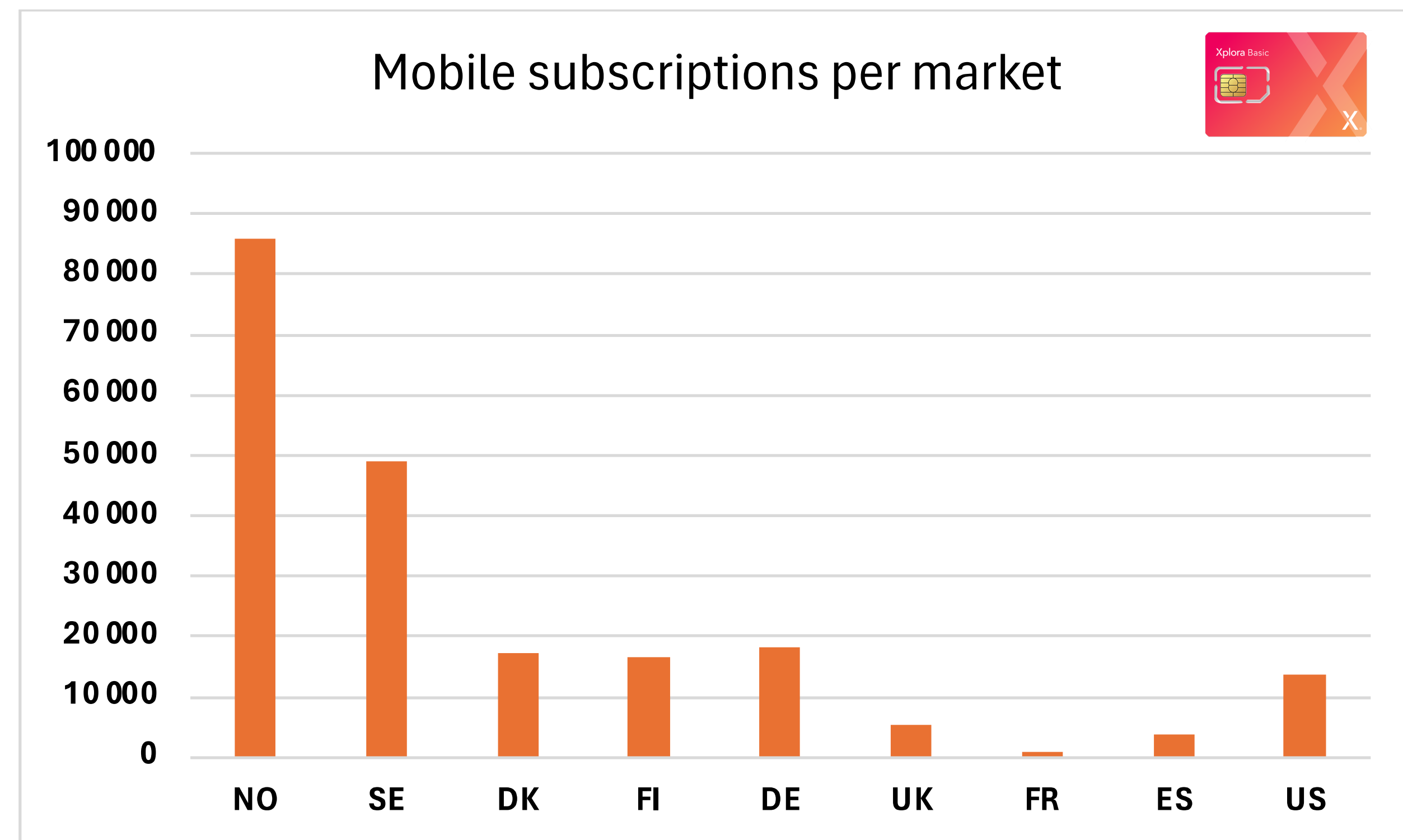


Strong growth in mobile subscription base



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

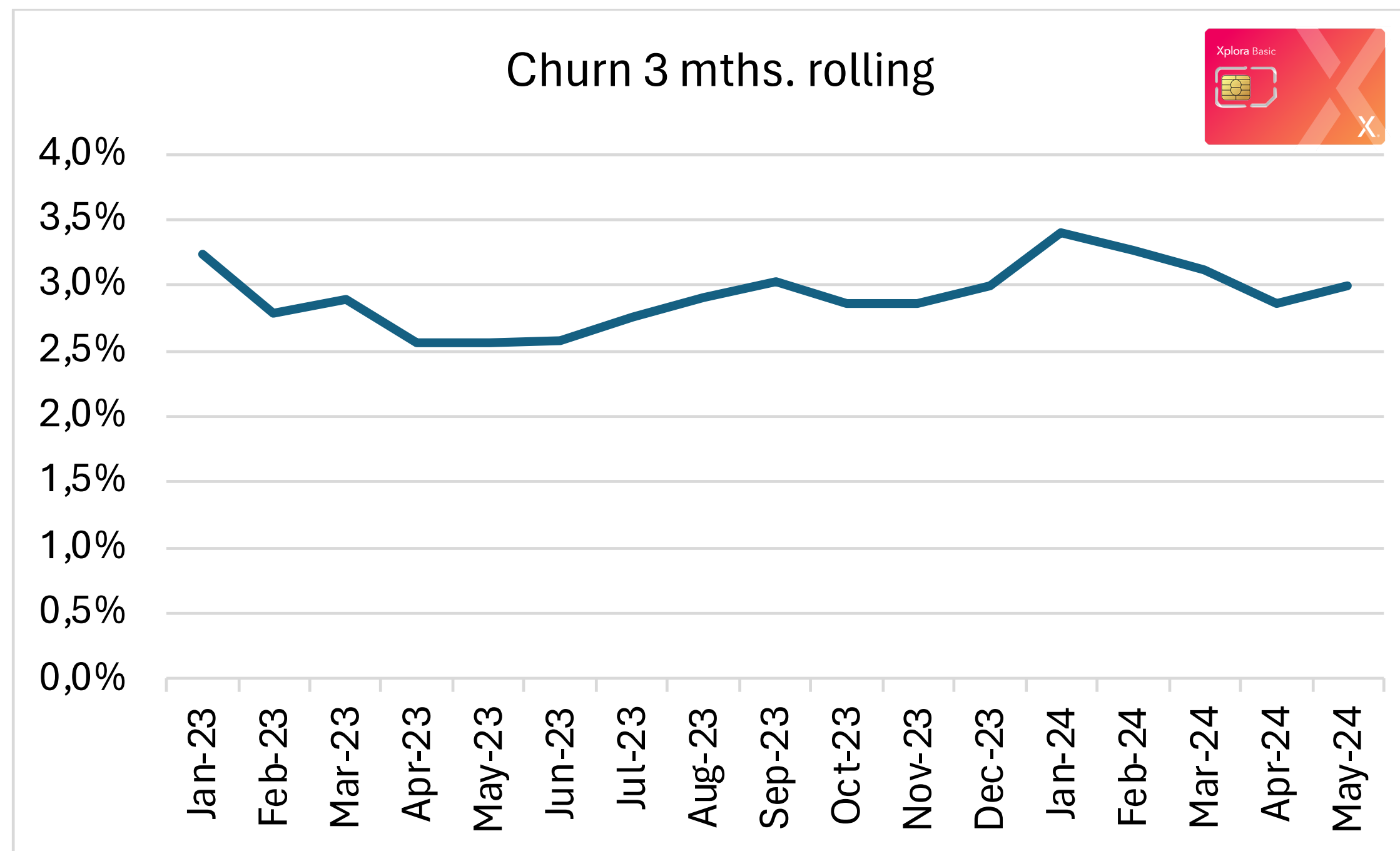


Starting to capitalize in markets outside of Nordics:

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

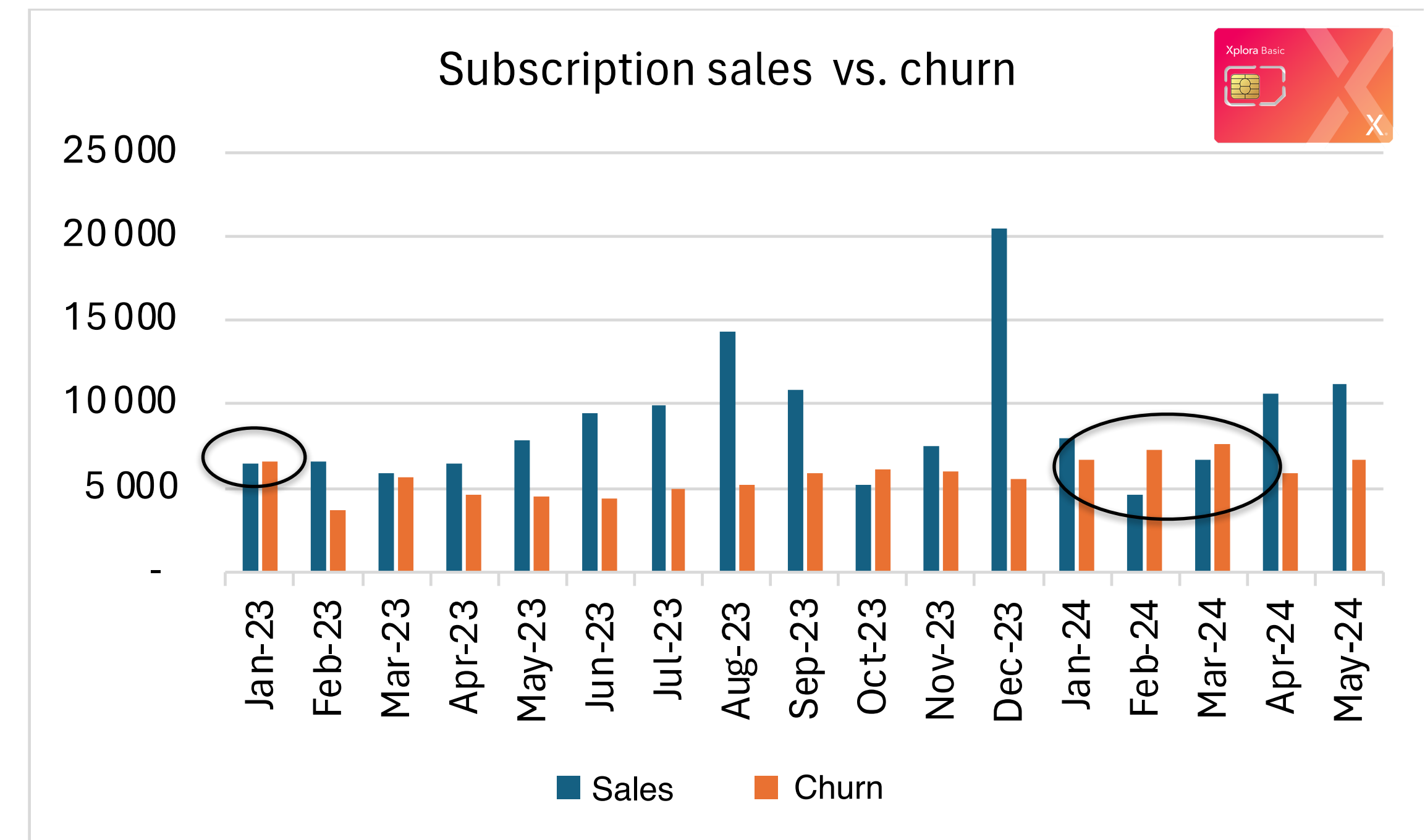


Mobile subscription churn - stable on 3%



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:

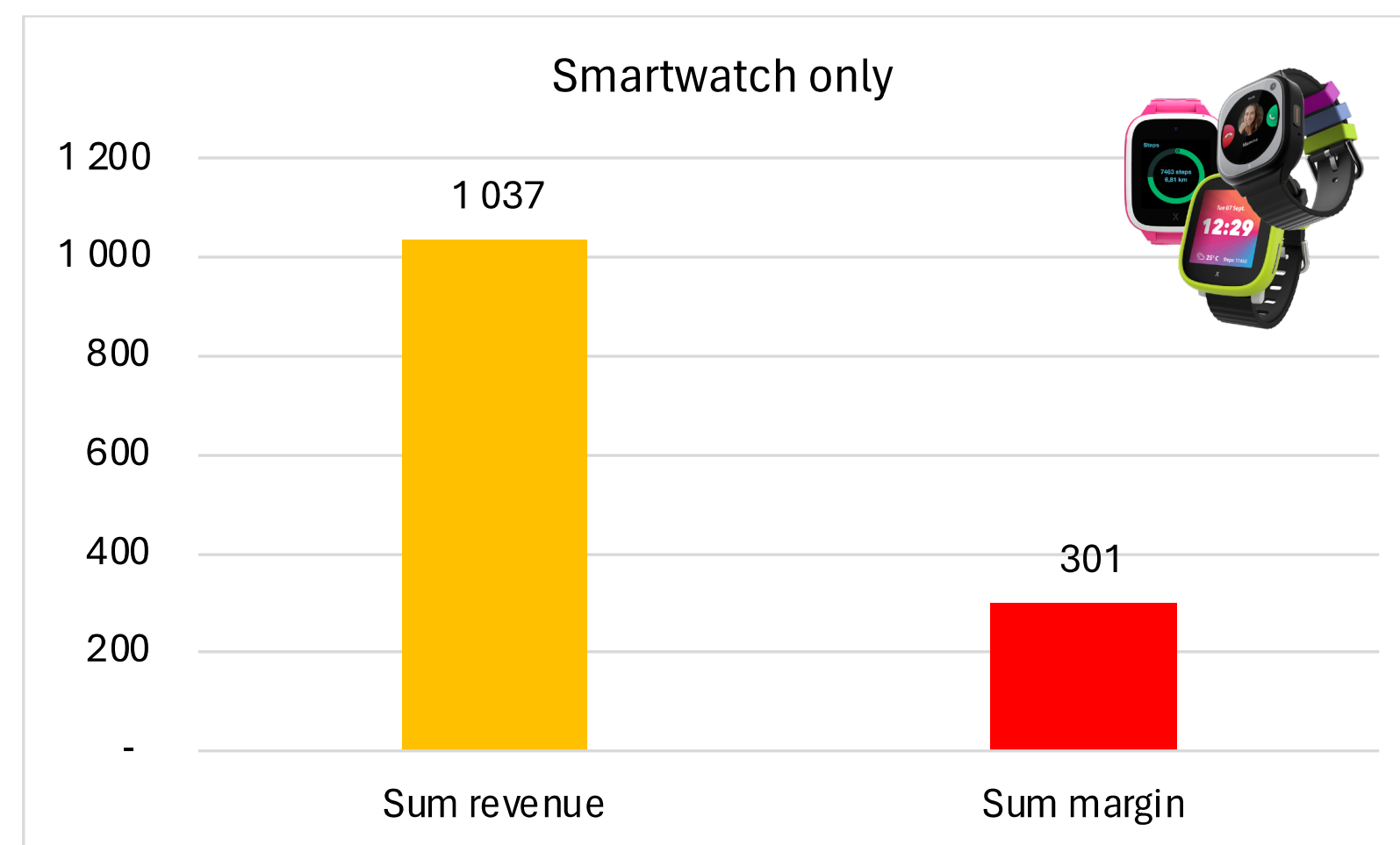
- Sales is seasonable from 5k to 20k/mth.
- February and March: Churn is higher than Sales
-decreasing subscriber base



The importance of ARR in our business model

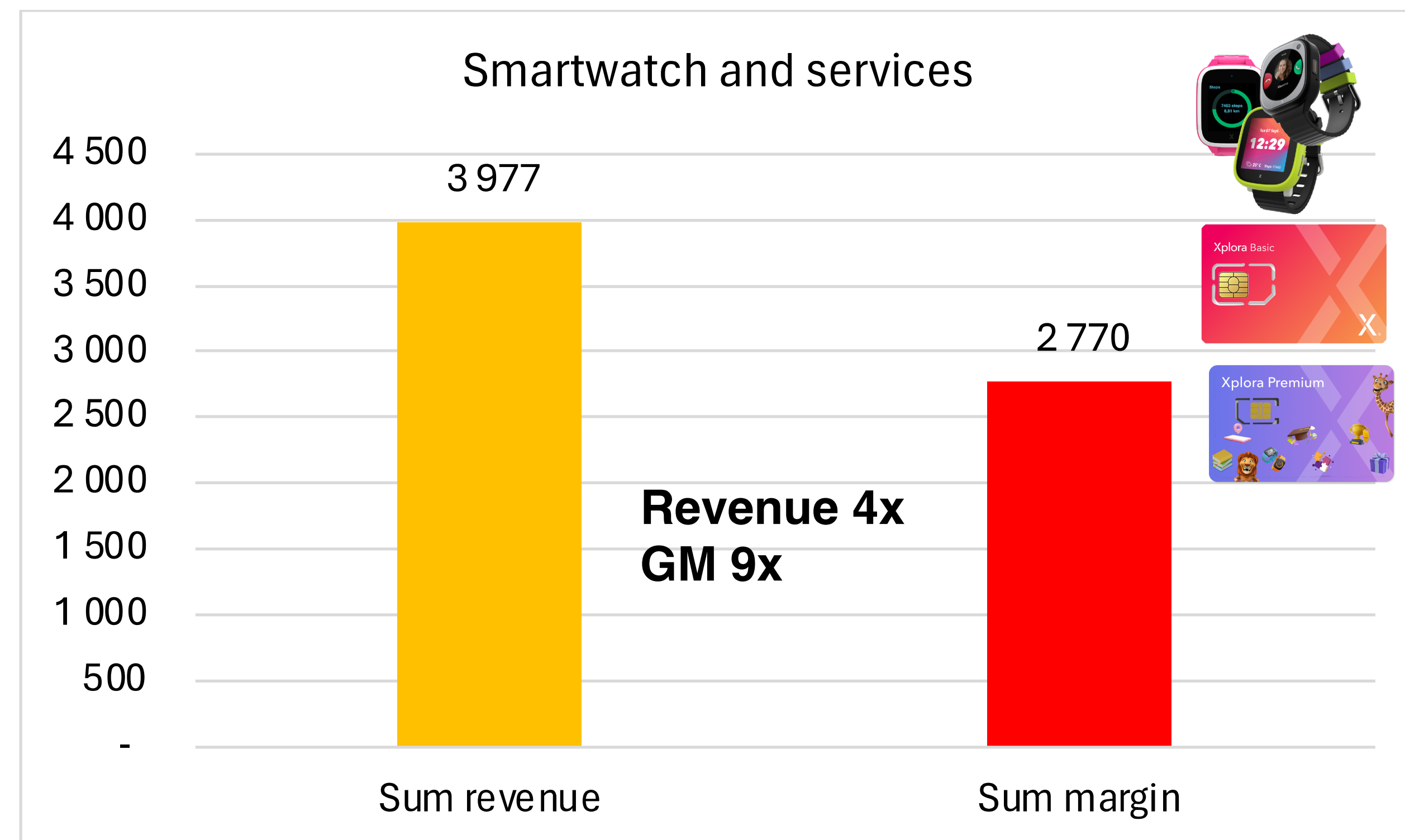
Previous business model (at time of IPO):

- Smartwatch only



Business model now:

- Including services





The Road to One Million (4-5 years)

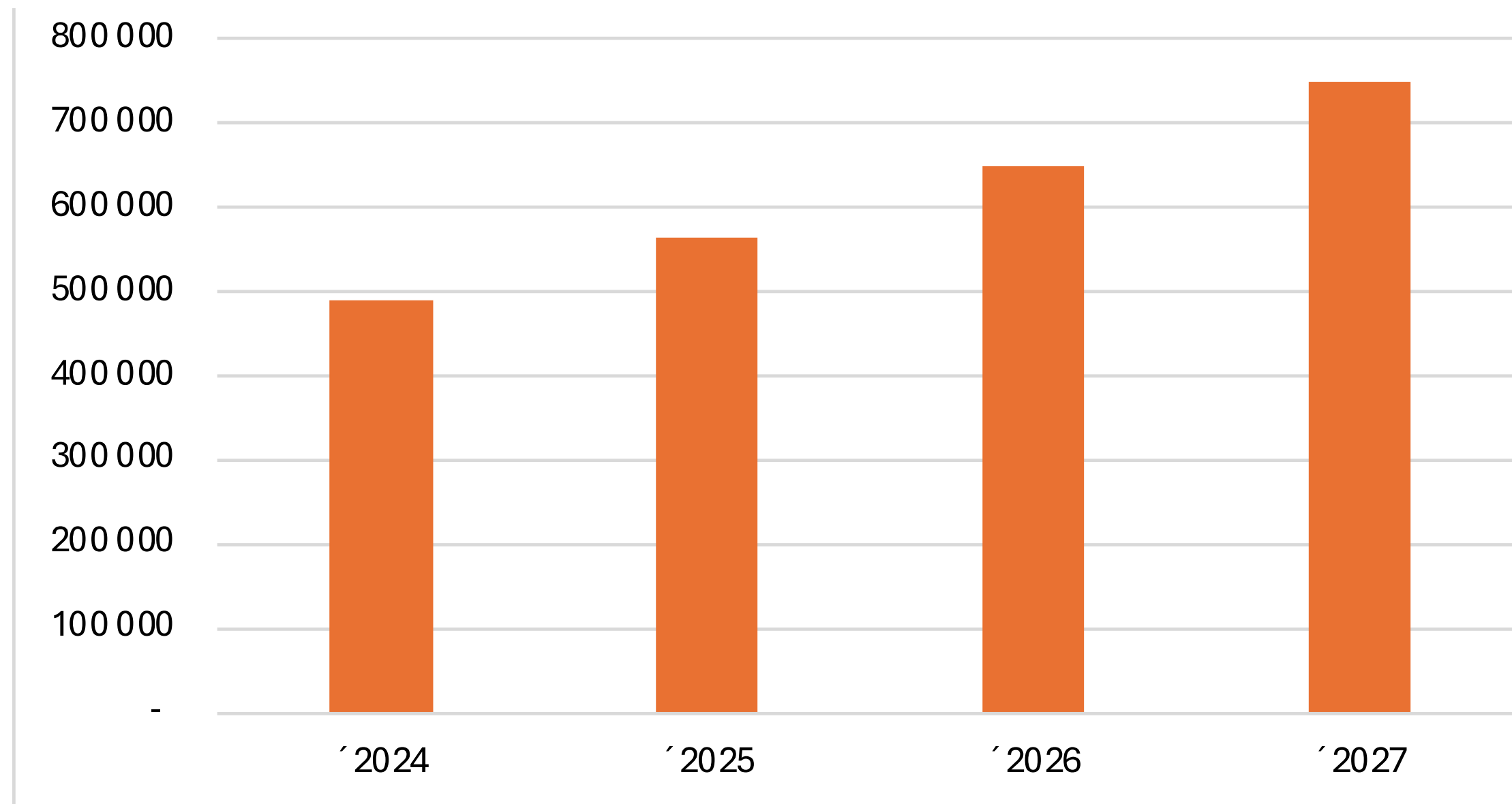
The scalability of our business model

Business Case assumptions:

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



Device sales



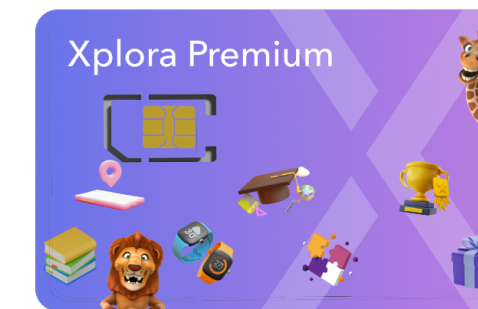
1



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%



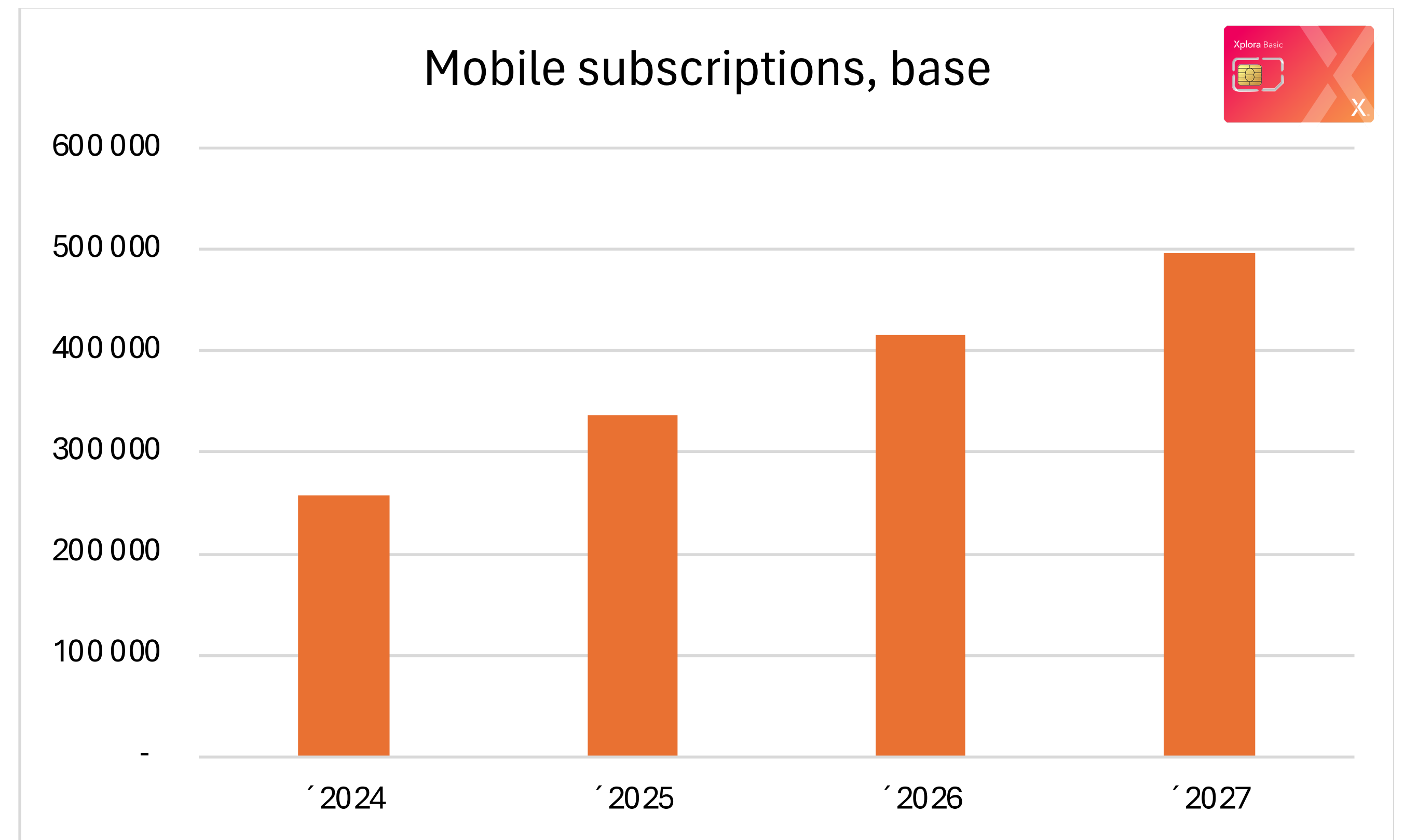
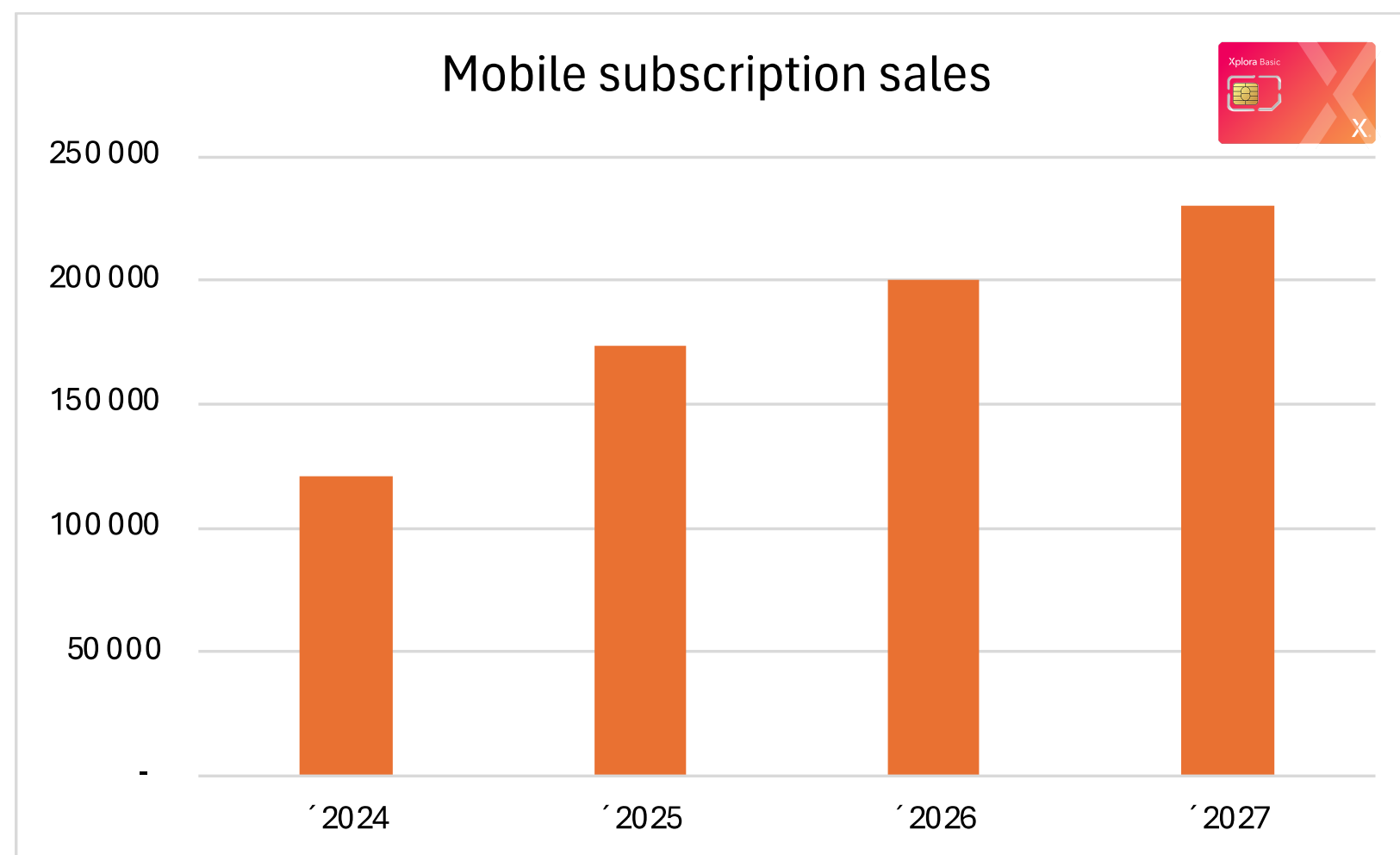
The road to 1 mill. subscriptions (4-5 years)

1

Mobile subscriptions

Mobile subscriptions:

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





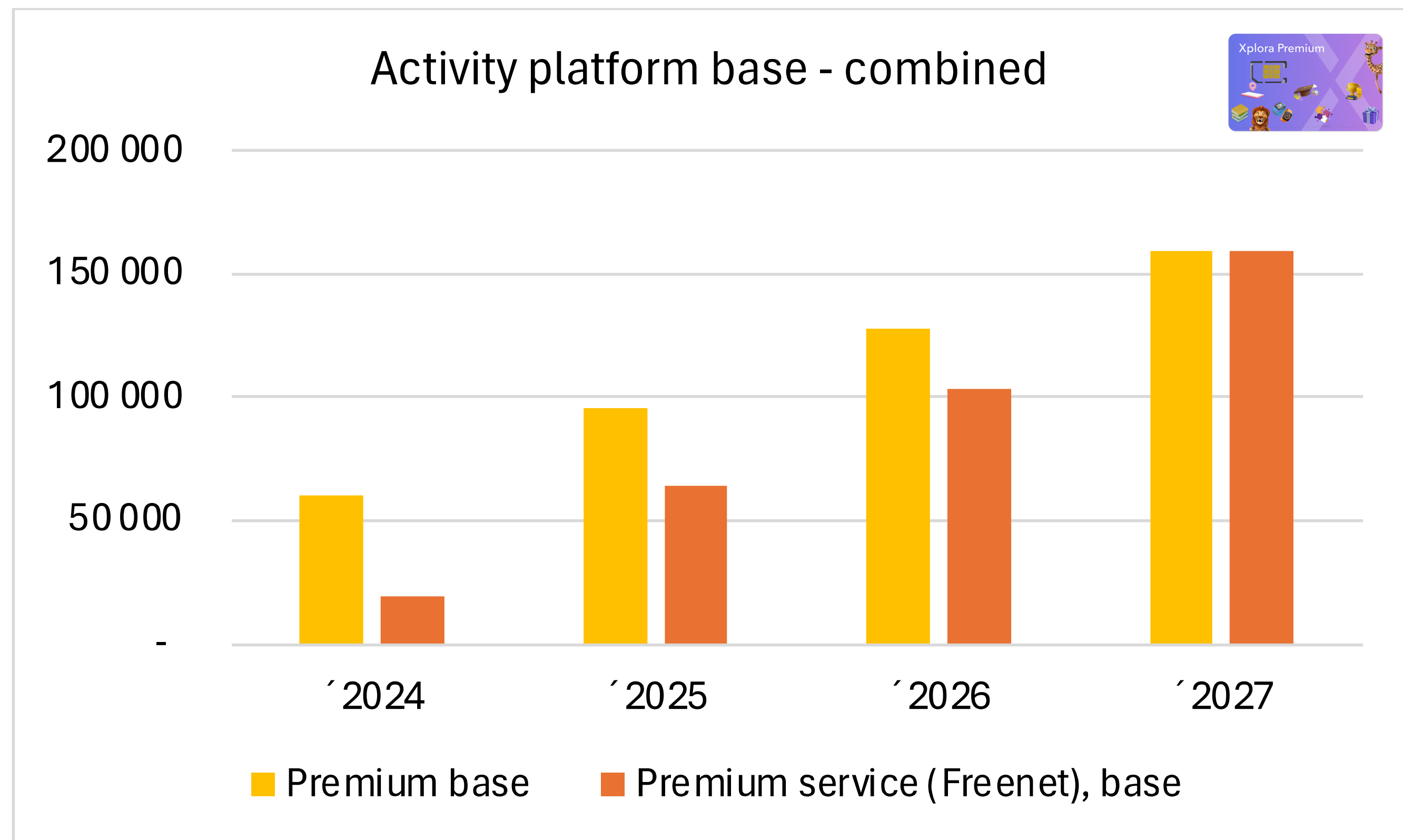
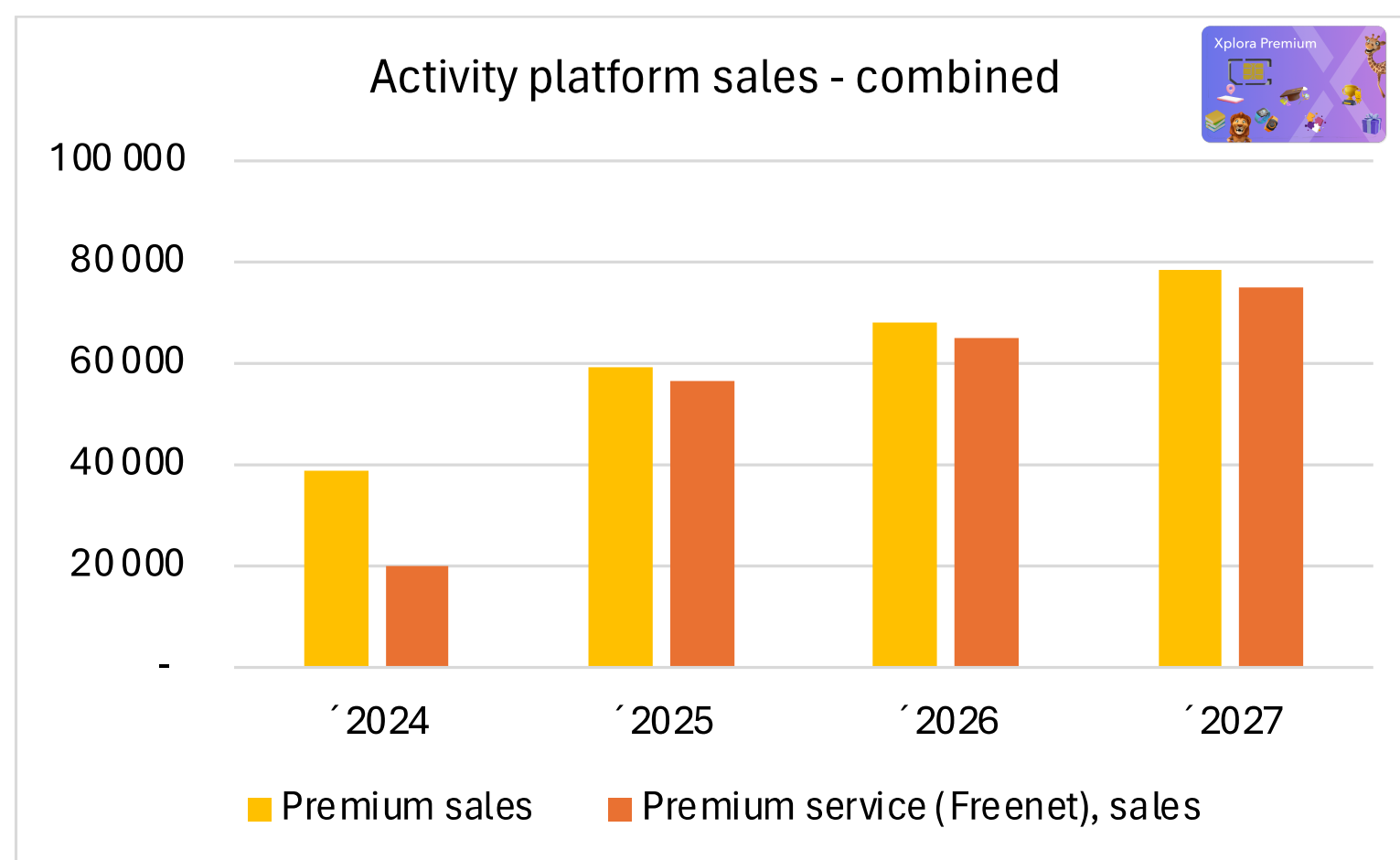
The road to 1 mill. subscriptions (4-5 years)

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%



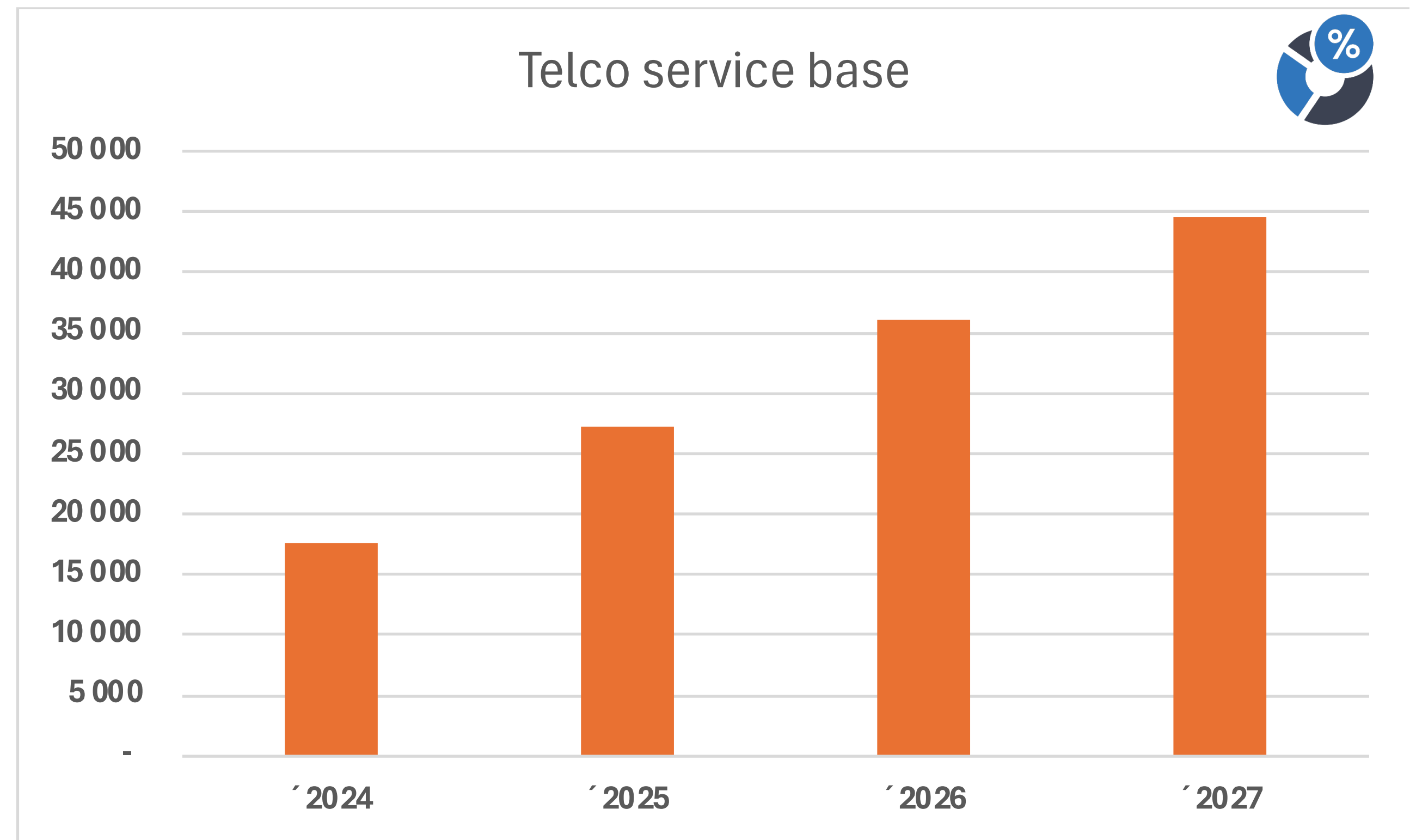
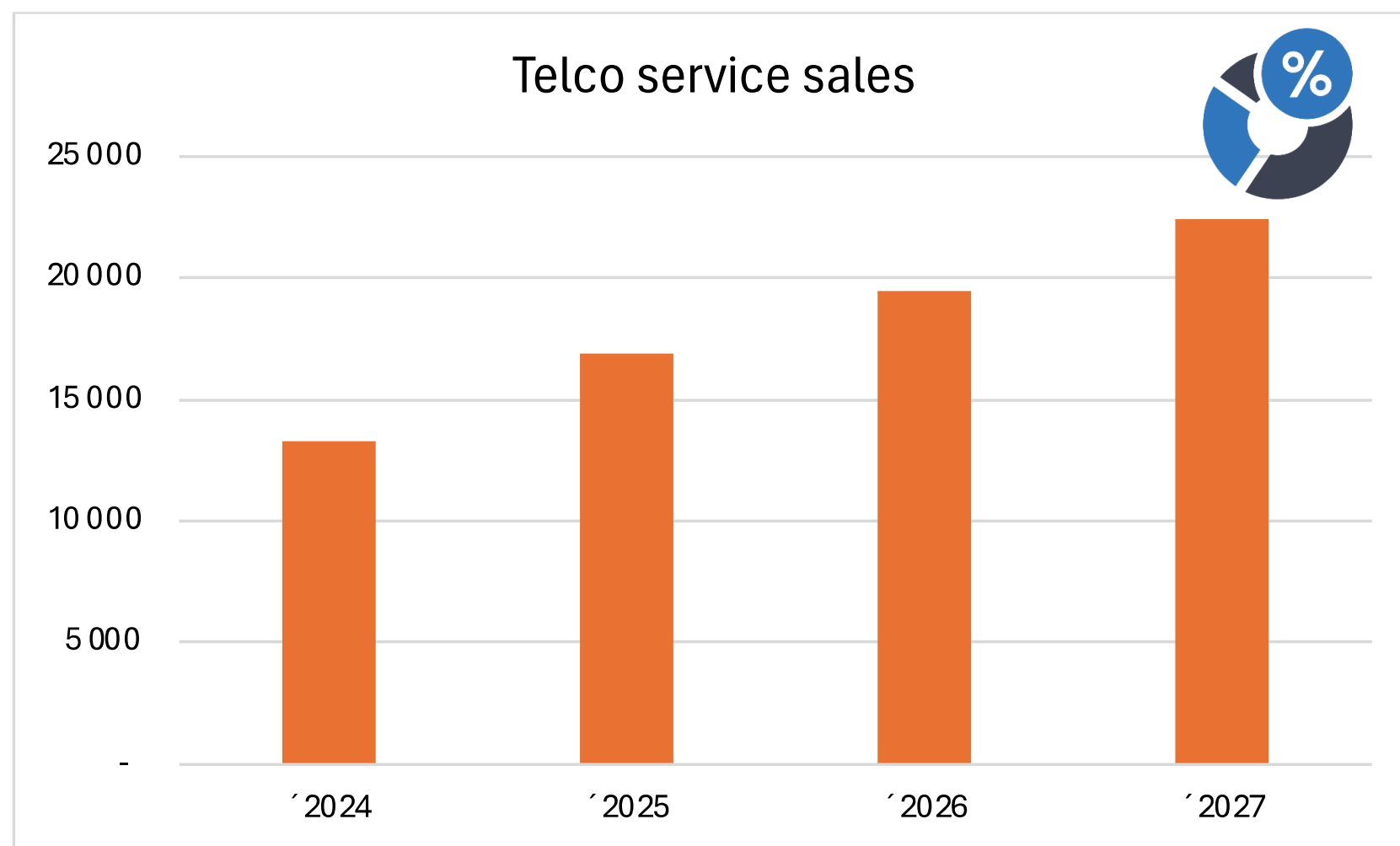


The road to 1 mill. subscriptions (4-5 years)

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%





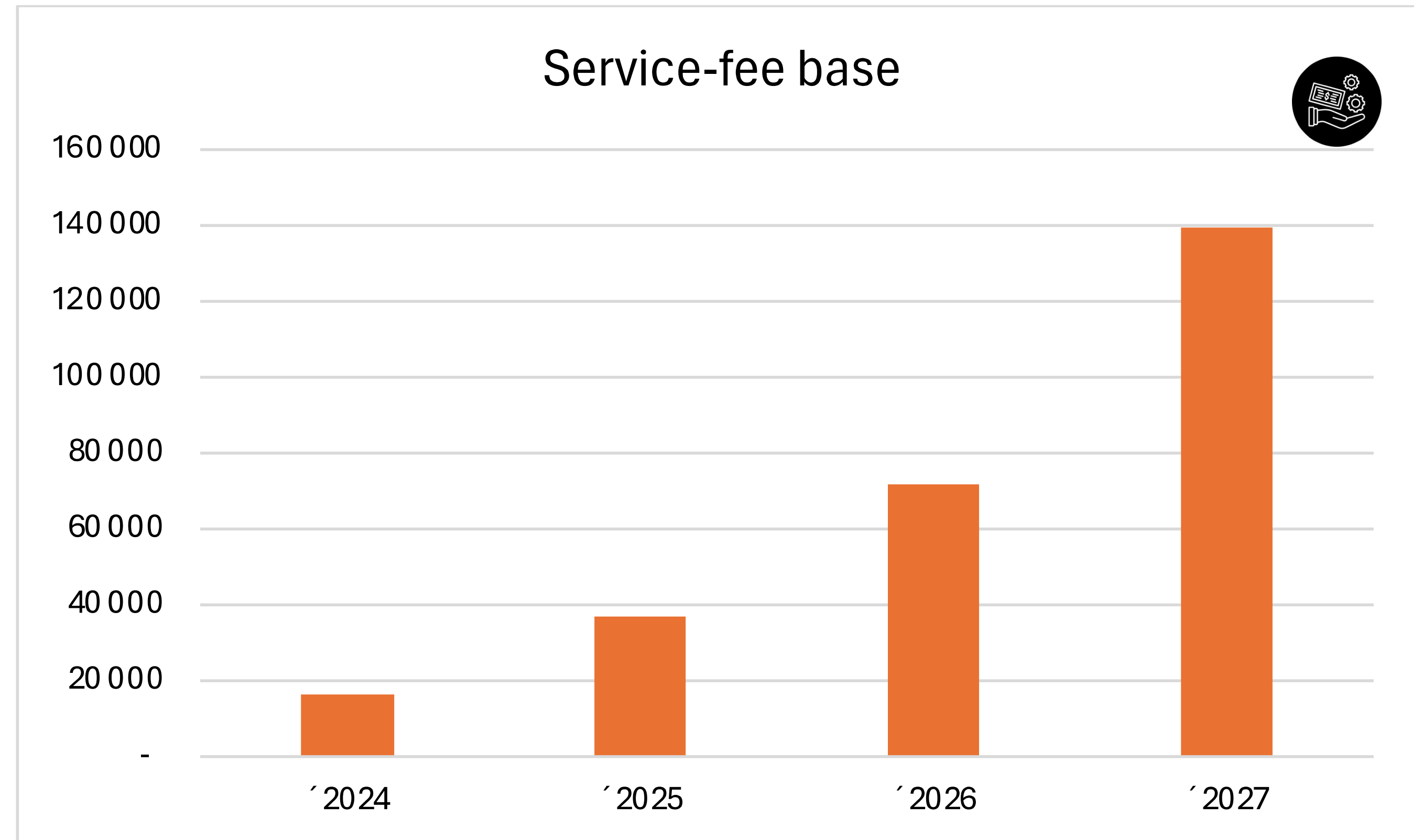
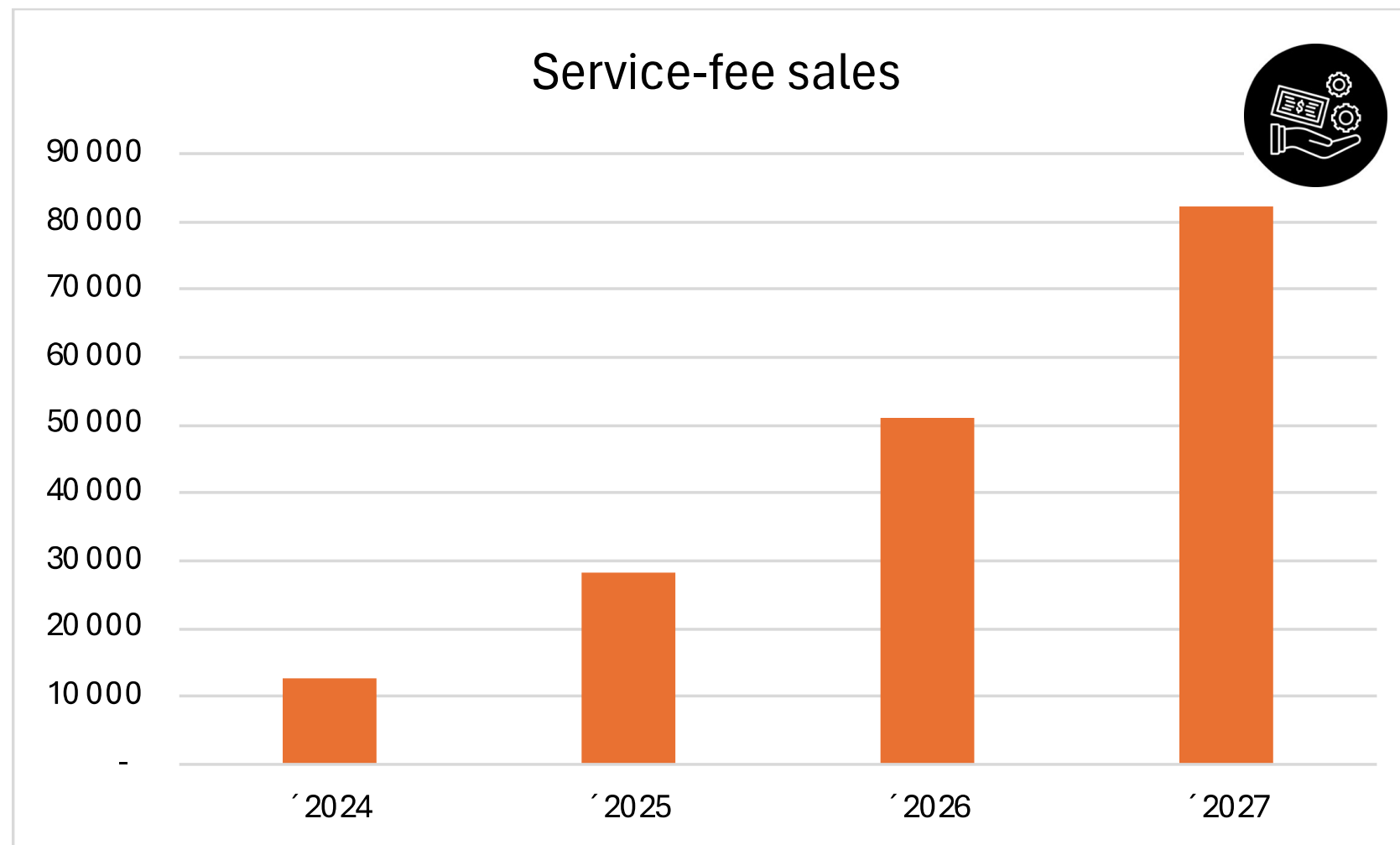
The road to 1 mill. subscriptions (4-5 years)

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%



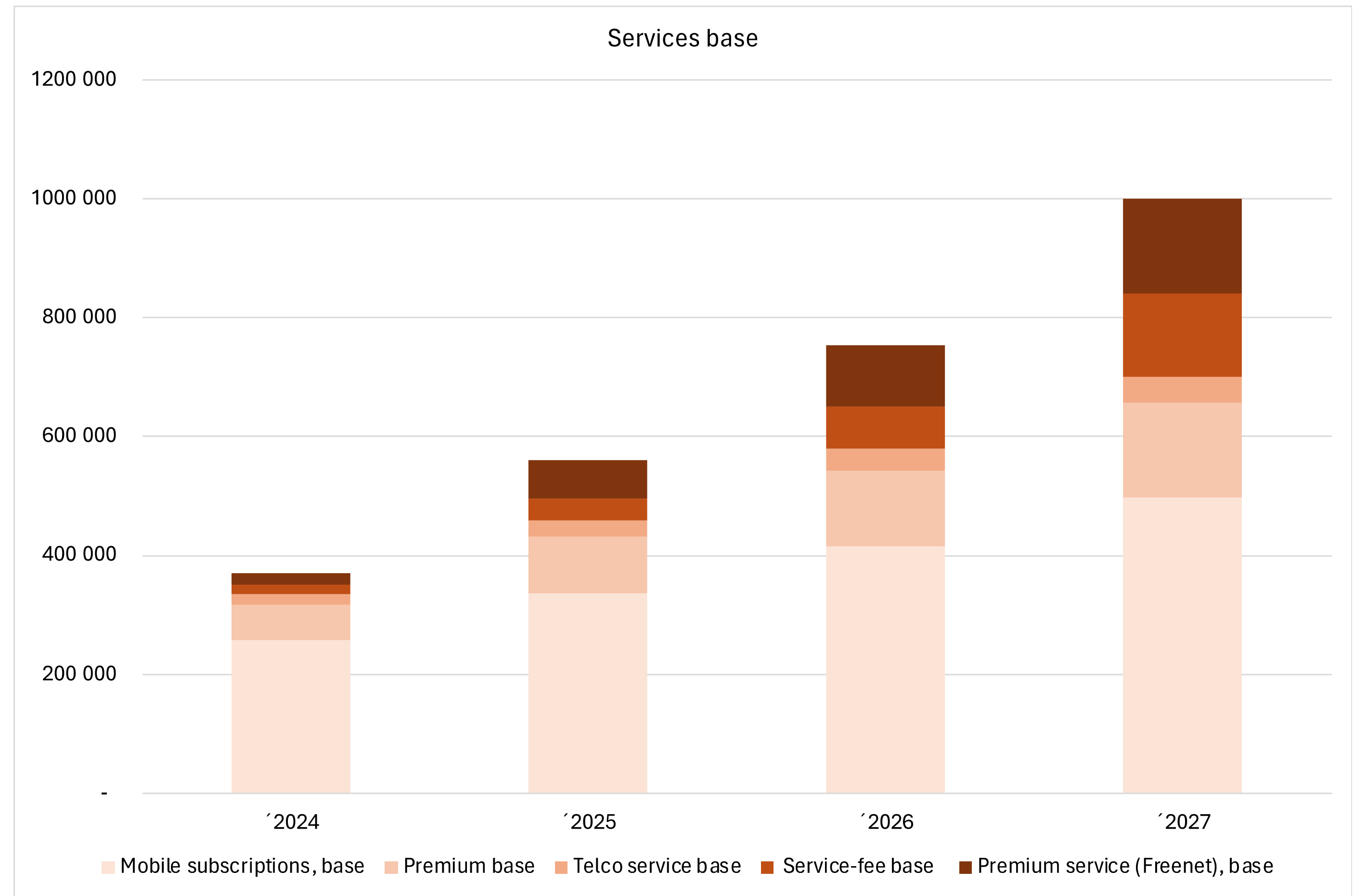
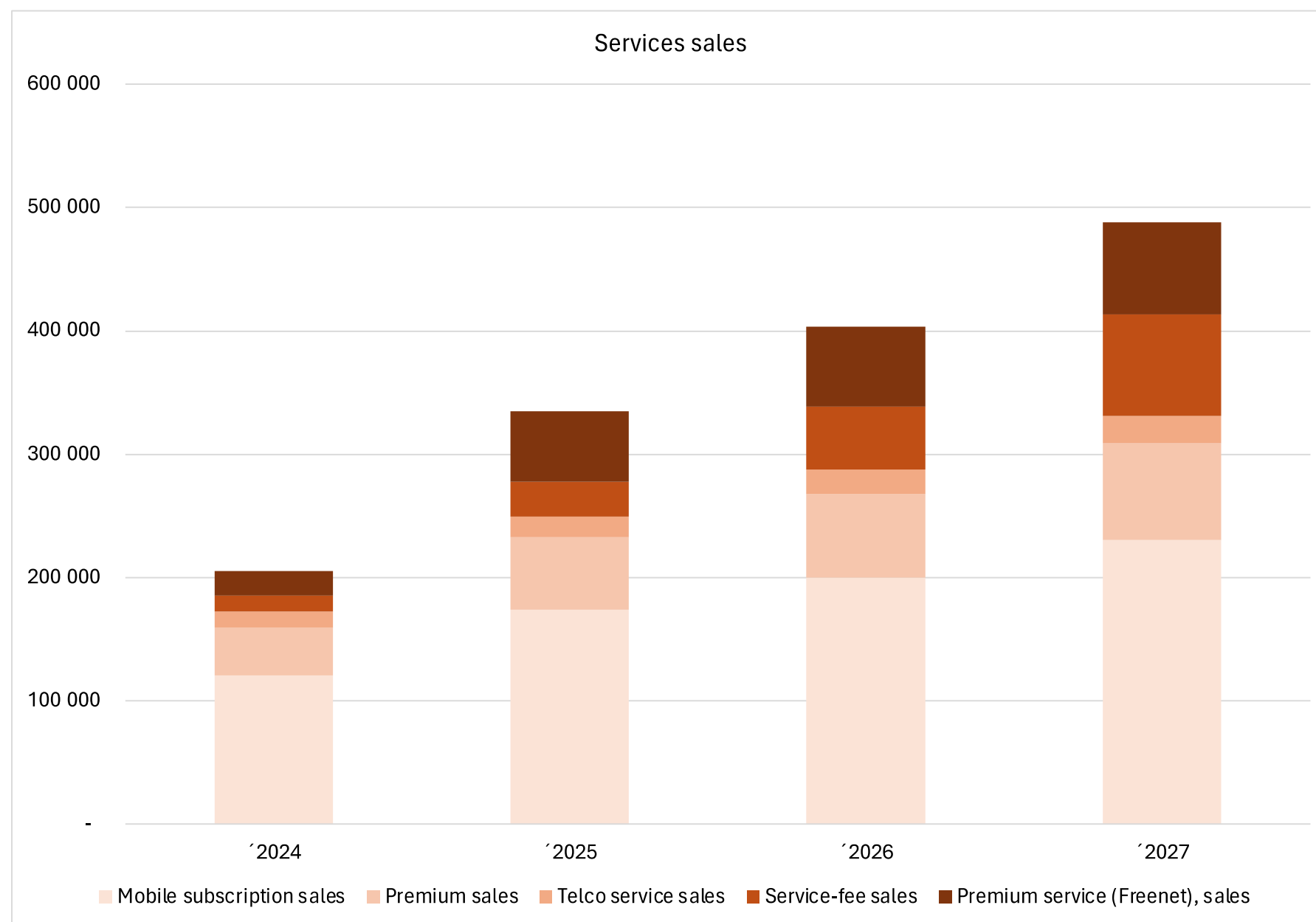


The road to 1 mill. subscriptions (4 to 5 years)

- 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

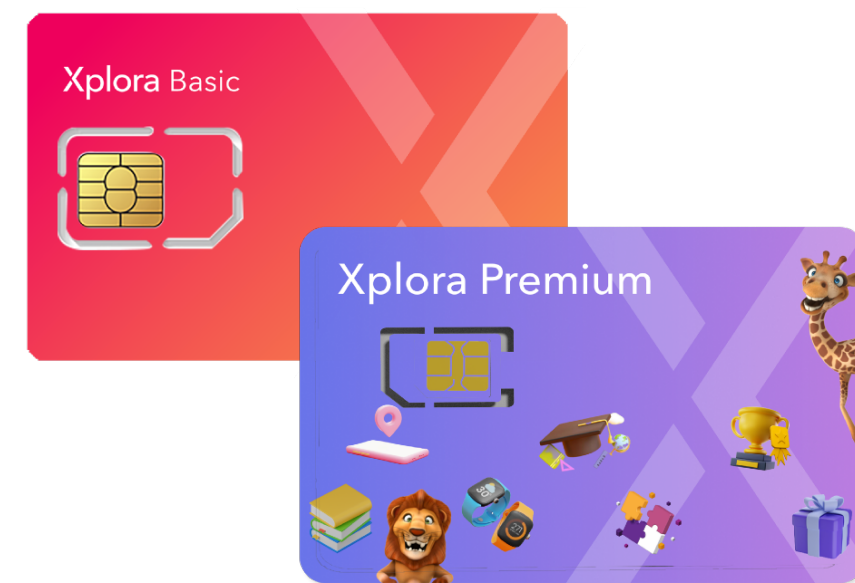
Unit sales



- ✓ 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

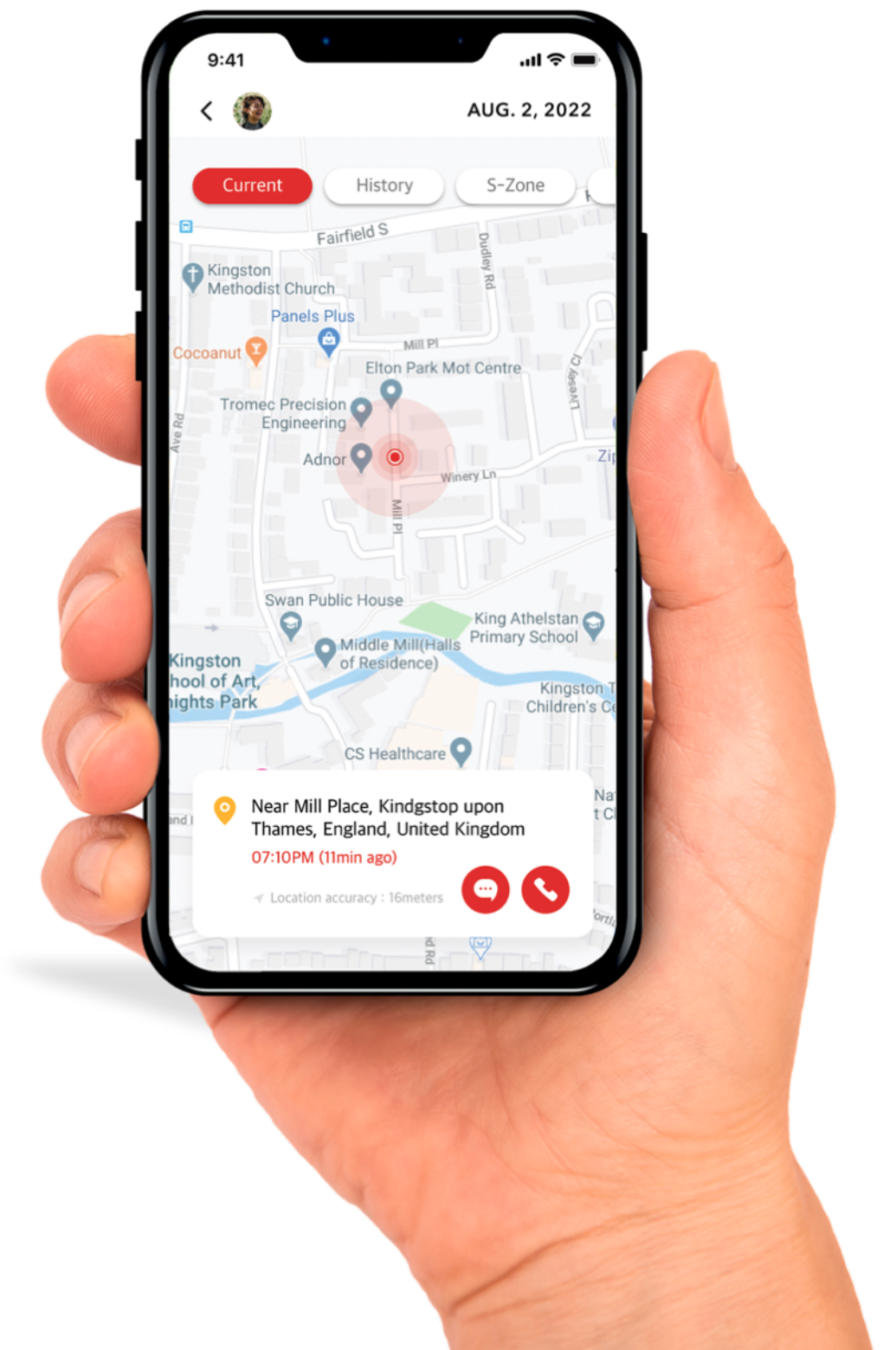


Pro

The Flagship product.
Taking category to next level



All controlled
from our Xplora
family App!



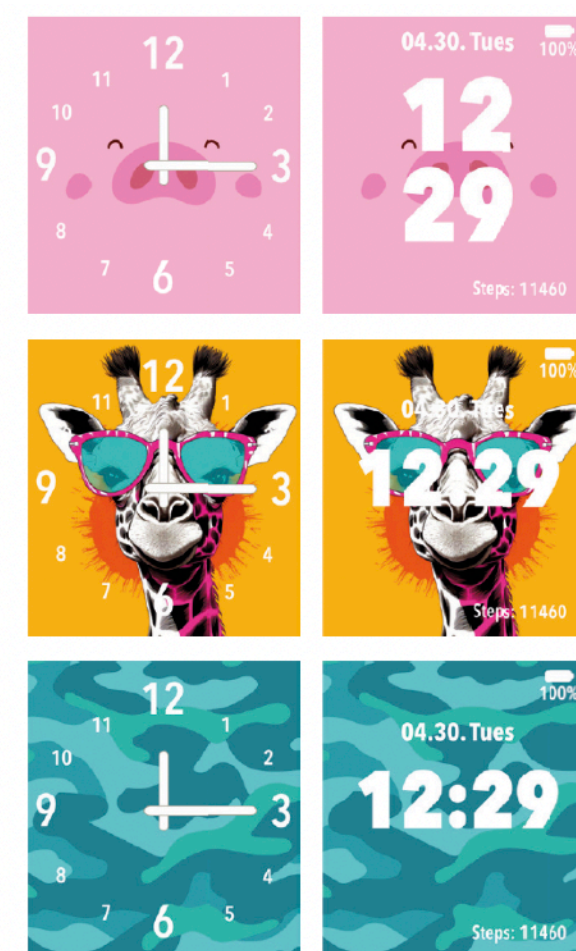


Product Releases / upgrades

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

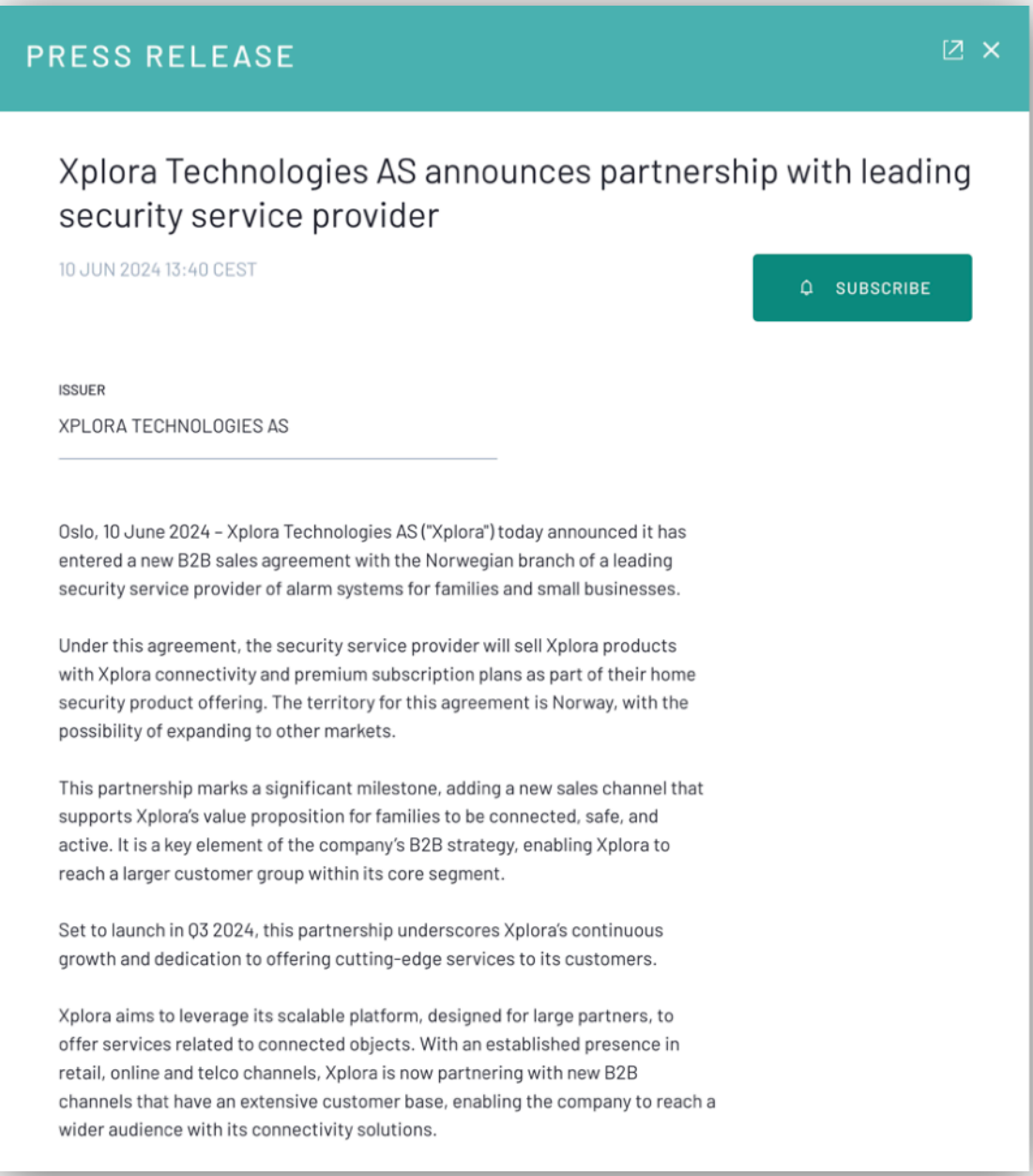
Own Channels



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



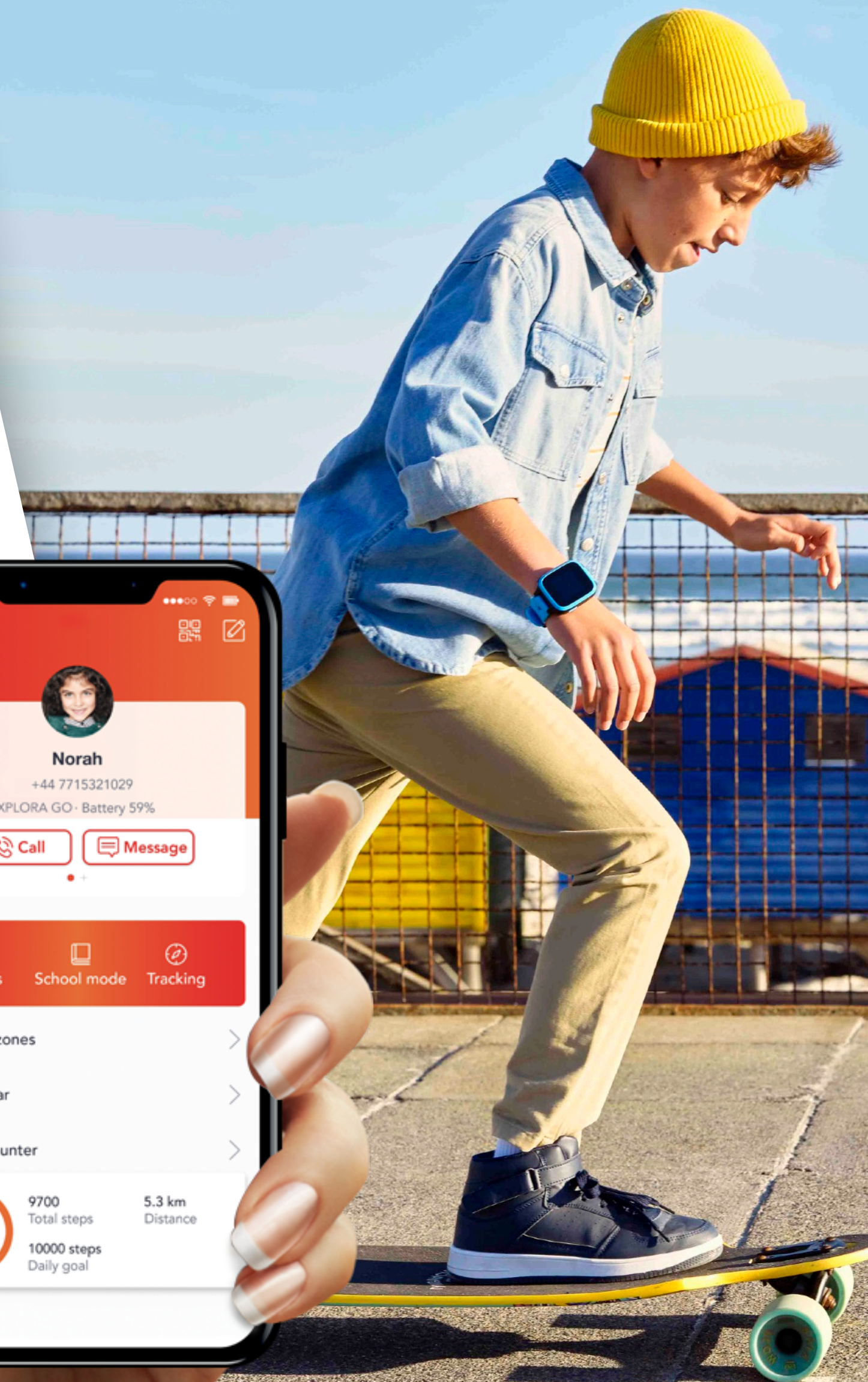
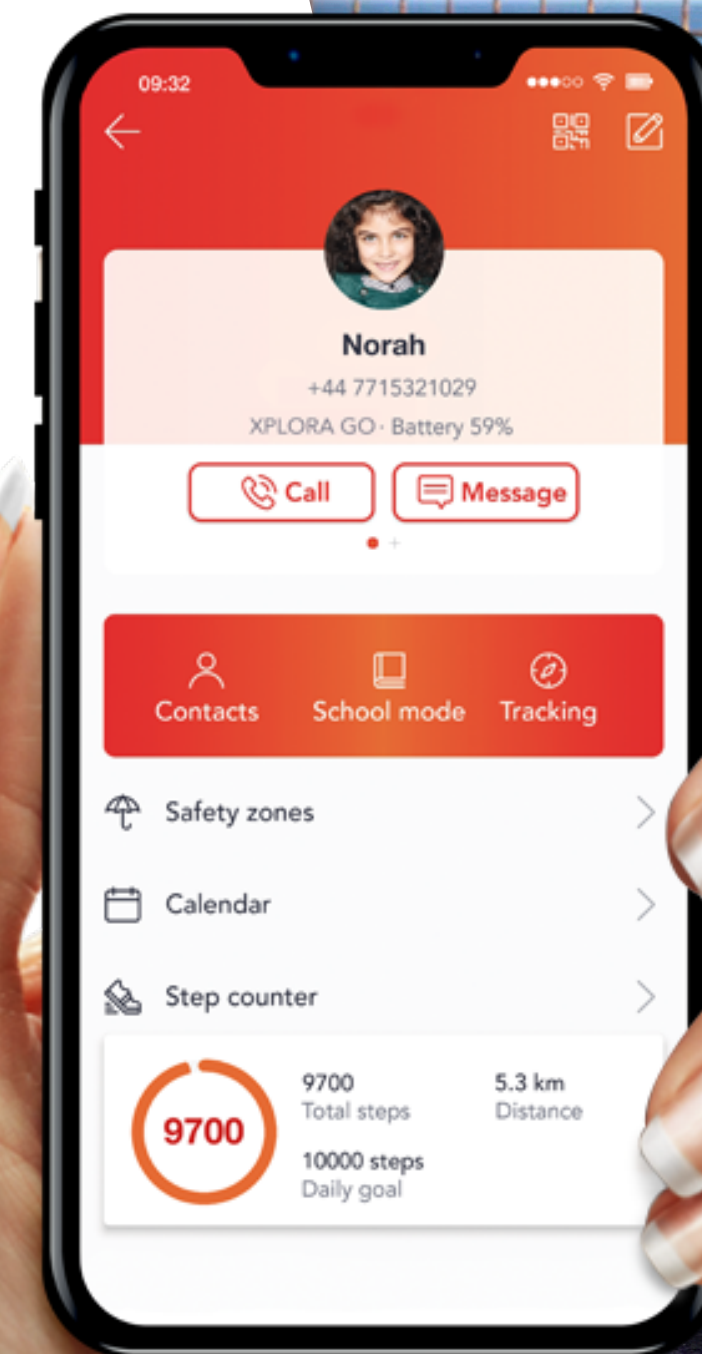
Smartphone (both kids & youth)



Smart Tablet



Smart Tag





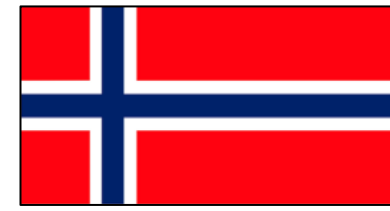
2024 Market strategies

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

5 Established



Germany,



Norway,



Sweden,



Denmark,



Finland

4 Emerging



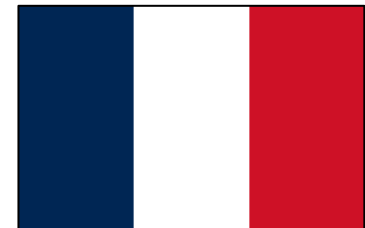
US,



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



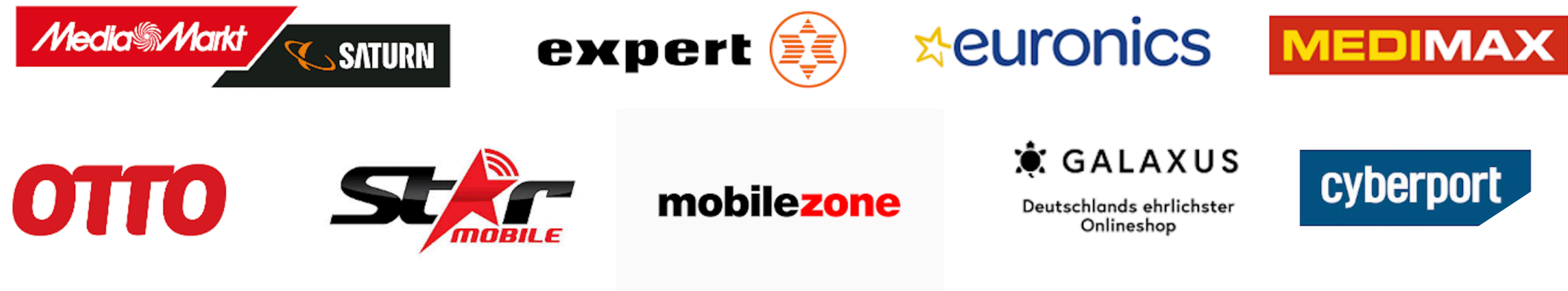
Sales partners and channels



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!

The Test Report of Fall Detection

1.1 Fall Detection

The device would send alert according to unexpected events such as trip, fall down, lose the capability after bumping suddenly. Based on the user scenarios and requirements of the environment, Gokhure refined the algorithm(which only uses accelerators) and did this test report.

1.2 Test Results

There were 10 testers doing the experiments, including the actions of fall down and the general movements. They all wore the Xplora watch and kept still after doing the action.

The actions of fall down:

Test item	Tester	Successful detection number(person)	Percentage of successful detection
Trip when walking	10	9	90%
Trip when standing up from sitting posture	10	9	90%
Forwards fall	10	8	80%
Total	30	26	86.66%

The general movements:

Test item	Tester	False detection (person)	percentage of false detection
Jump once	10	1	10%
Continuously Clap (5 seconds)	10	0	0%
Continuously walking(5 seconds) and slam on the mat	10	5	50%
Walk (5 seconds)	10	0	0%
Run (5 seconds)	10	0	0%
Walking (5 seconds)	10	0	0%
Brushing (5 seconds)	10	0	0%
Cooking (5 seconds)	10	0	0%
Shake your watch (5 seconds)	10	0	0%
Remove your watch and put it on the desk	10	0	0%
Total	100	6	6%

1.3 Limitation and Precautions

- The sensibility of algo is adjustable and is improved by user scenarios.

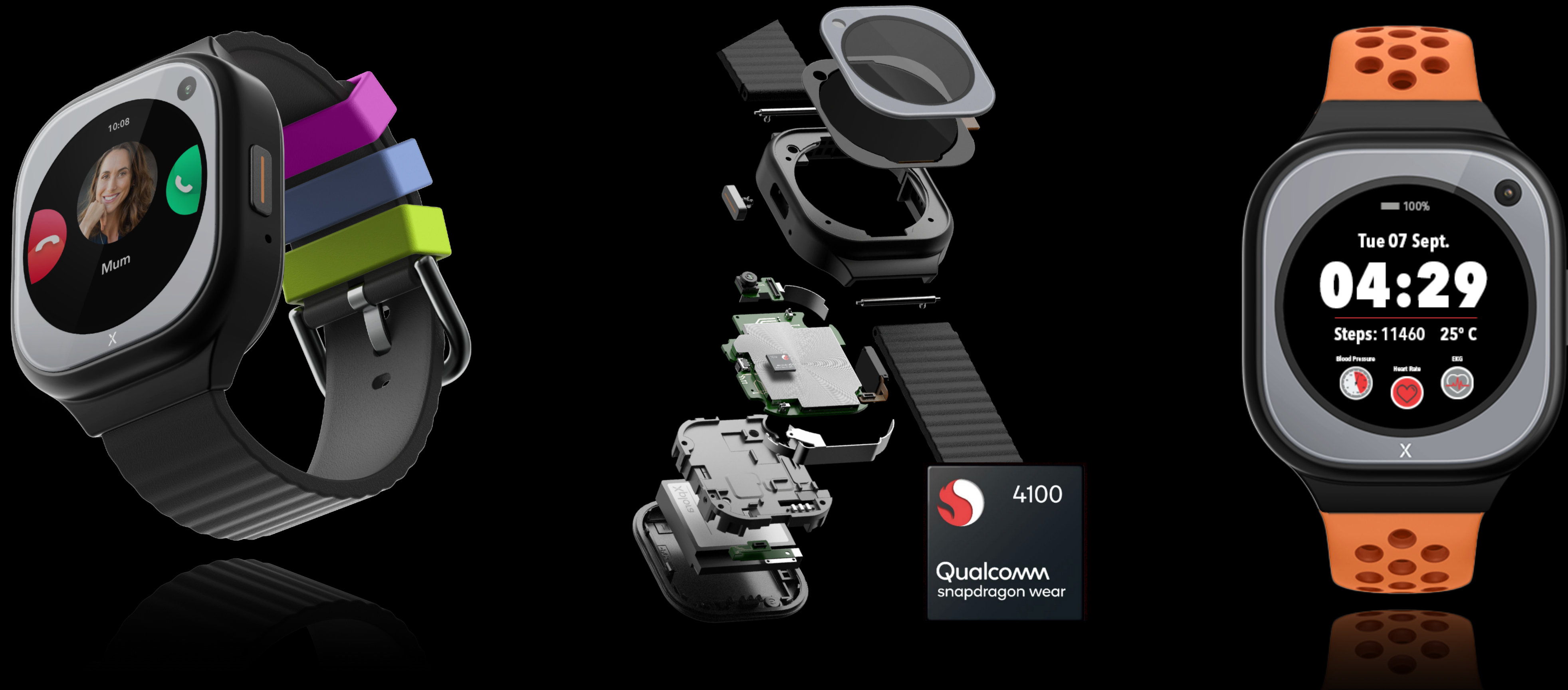
Confidential and Proprietary to Gokhure Inc. - NOT for distribution
©2021 Gokhure Inc. www.gokhure.com

*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

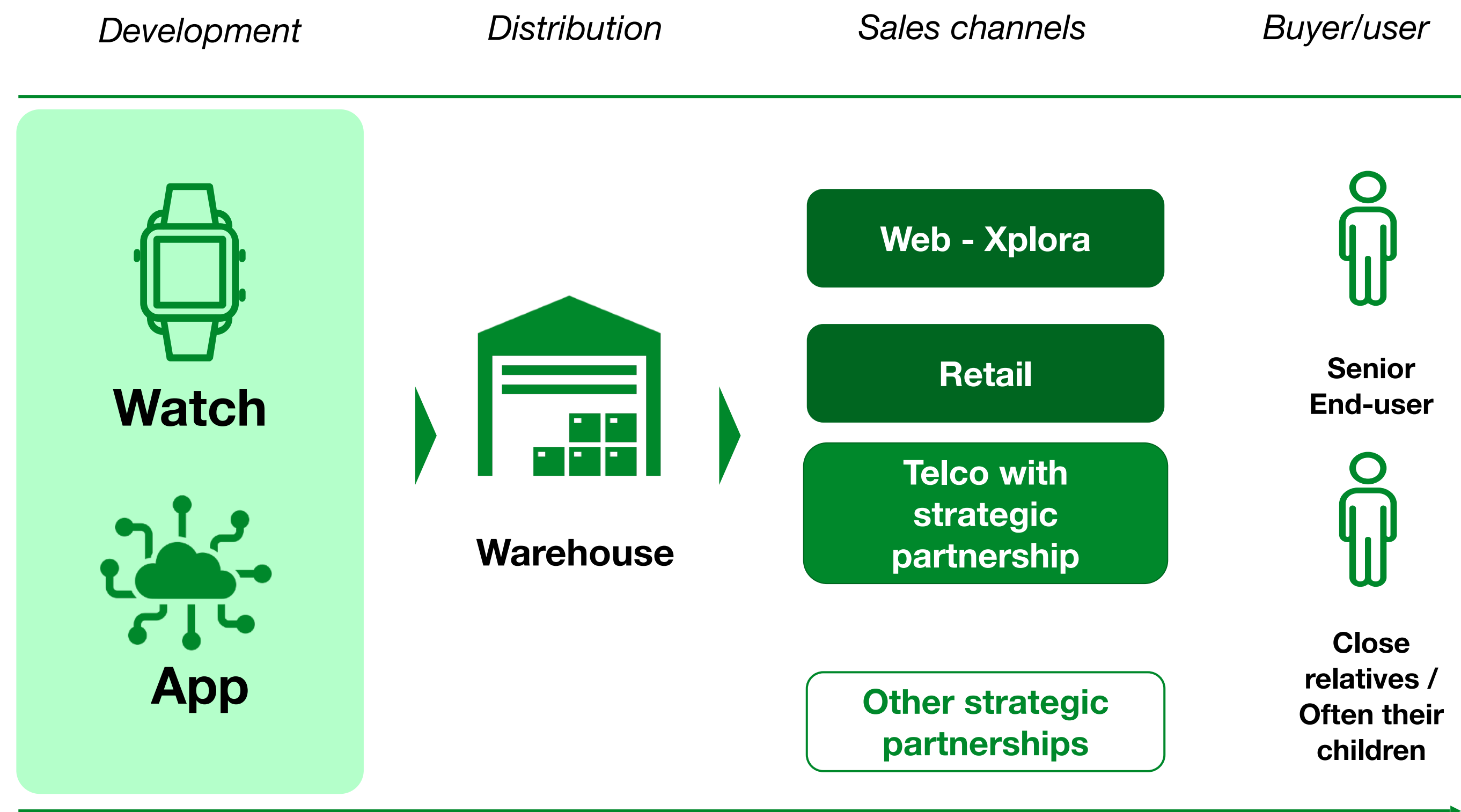
- Mobile connectivity
- Location with Safezones
- SOS button
- Activity tracking
- Medication reminder
- + Premium services (TBA)





Why we will succeed

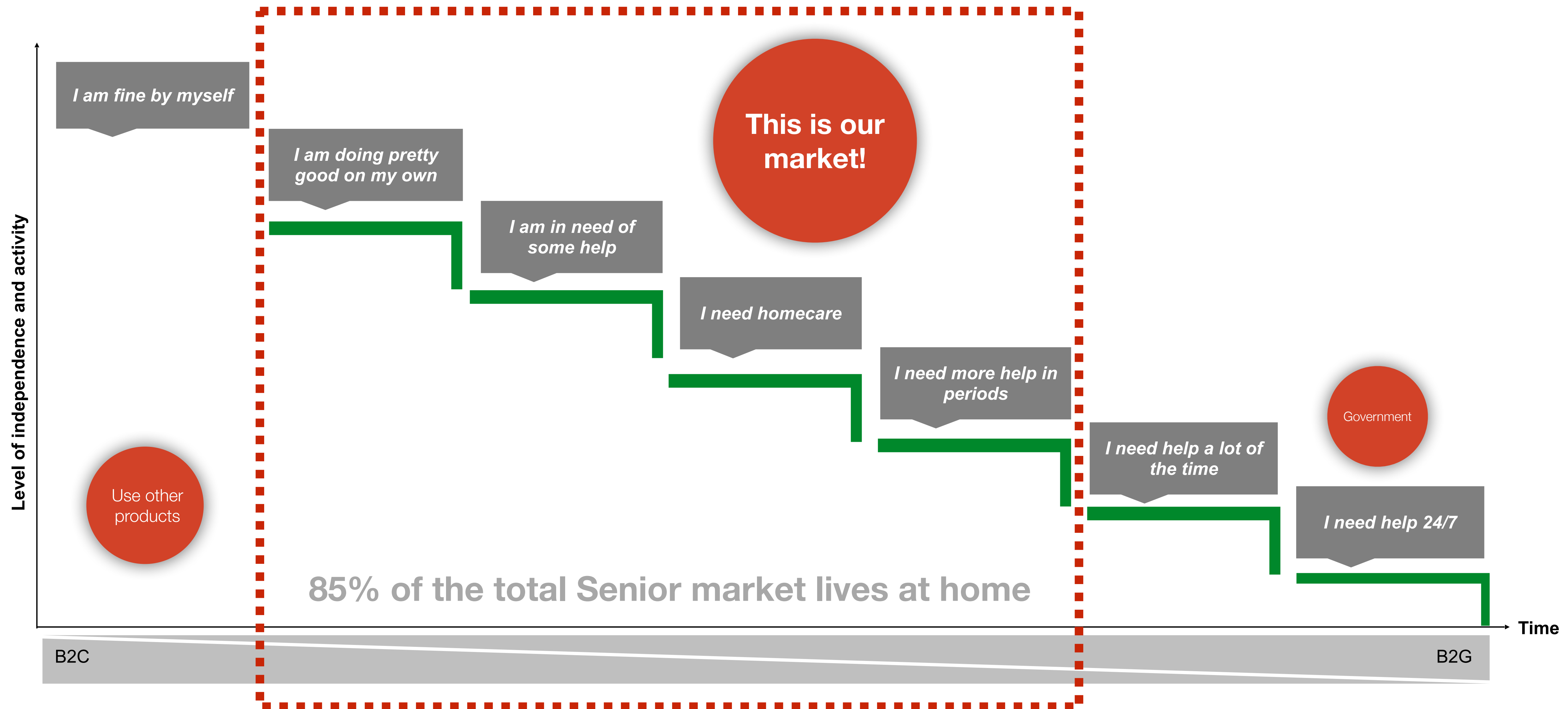
Same value chain as our kids vertical:



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



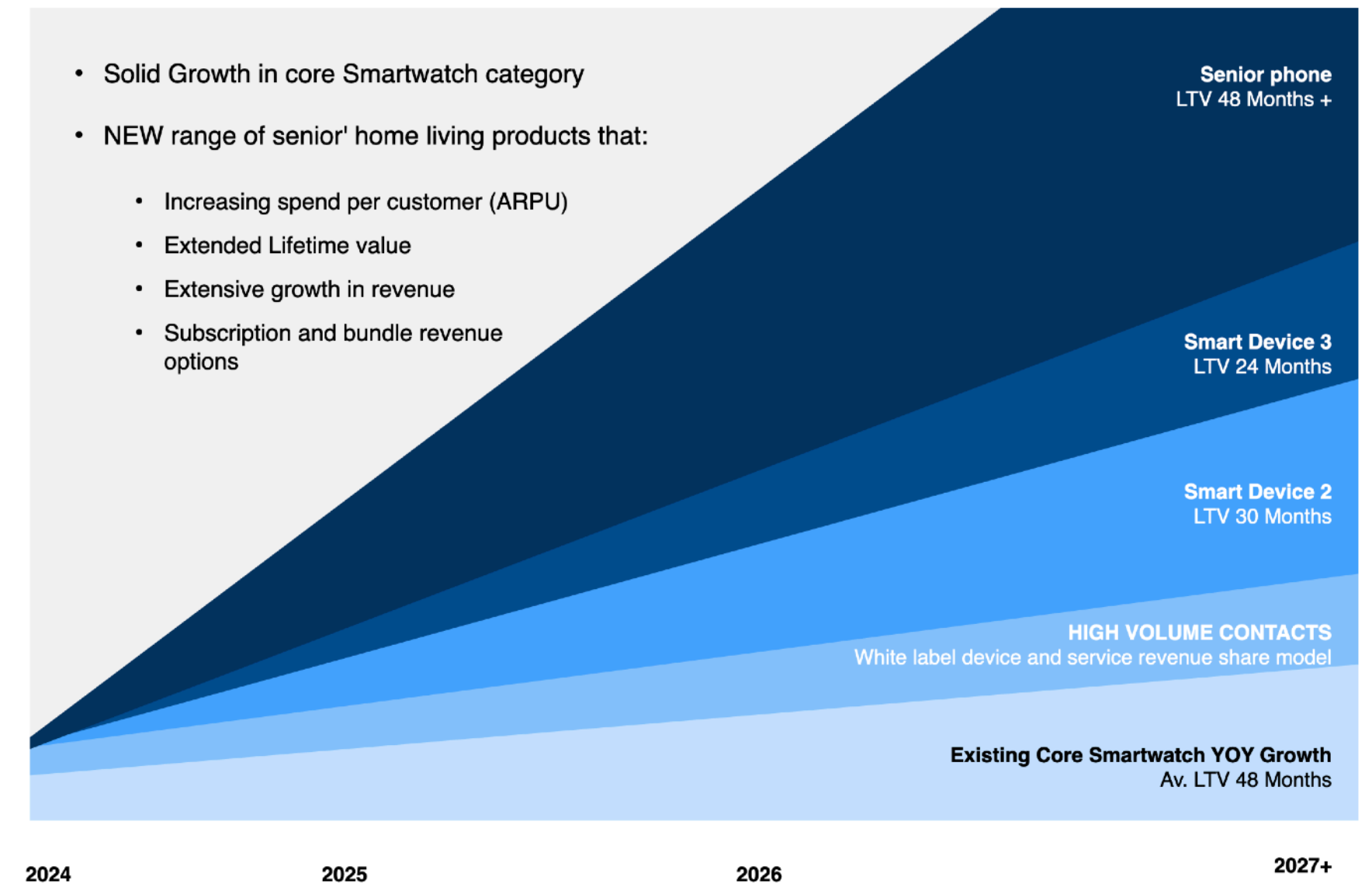


Multi product market opportunity



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



The image displays a smartphone and a smartwatch, both showing the Xplora Care interface. The smartphone screen features an orange header with the 'XPLORA' logo and a notification bell. Below the header, the user's name 'ADA' is displayed, along with their address 'Eventyrvegen 83A, 7056 Ranheim' and a timestamp '11.04.2017, 14.35'. A circular profile picture of an elderly woman is shown. Below the profile picture, the phone number '+42 639 41 14 56' is displayed. Four large, colorful buttons are arranged in a 2x2 grid: 'Location' (red), 'Step counter' (green), 'Pictures' (purple), and 'Medical Alert' (orange). The bottom of the screen shows the 'XPLORA | CARE' logo. The smartwatch, positioned to the right, displays a 'Call' button with a blue telephone handset icon on its screen. The watch face is black with a silver bezel and a grey strap. A red circular graphic is partially visible in the top right corner of the image.

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

[illegible]

Fall detection to be part of premium proposition.

Key elements:

- Launch in 4 core markets during December this year

Key elements:

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



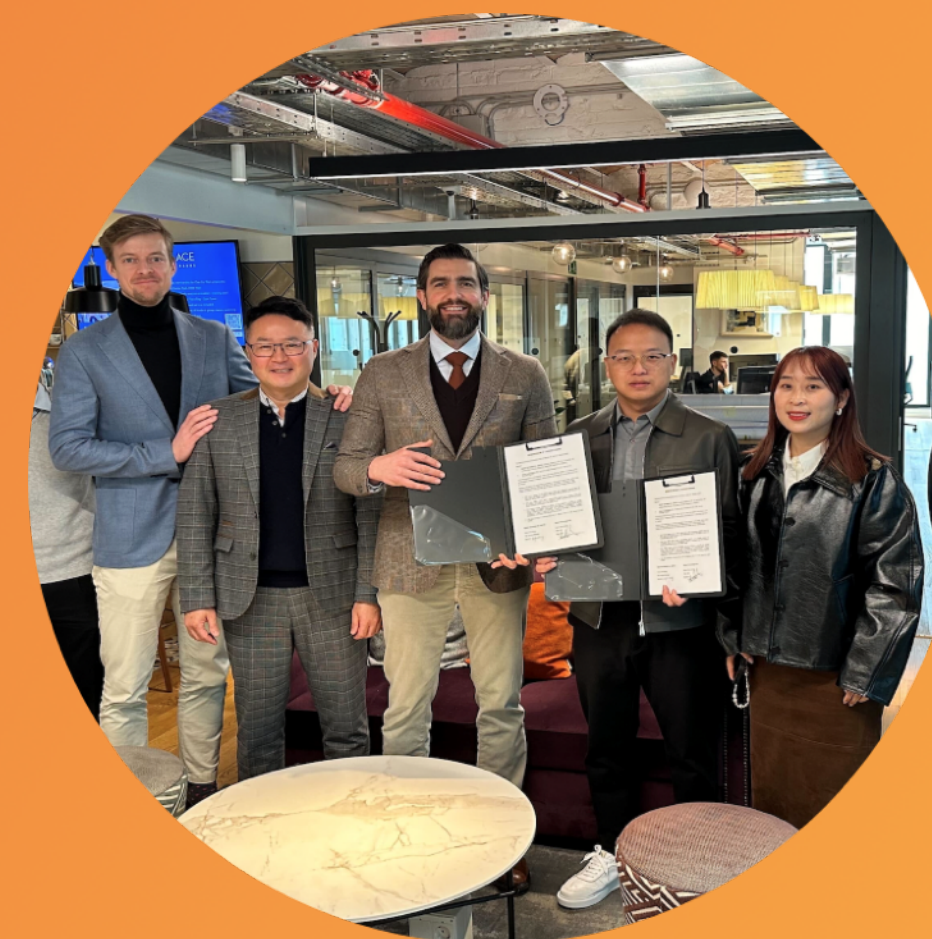
SaaS Division



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.*



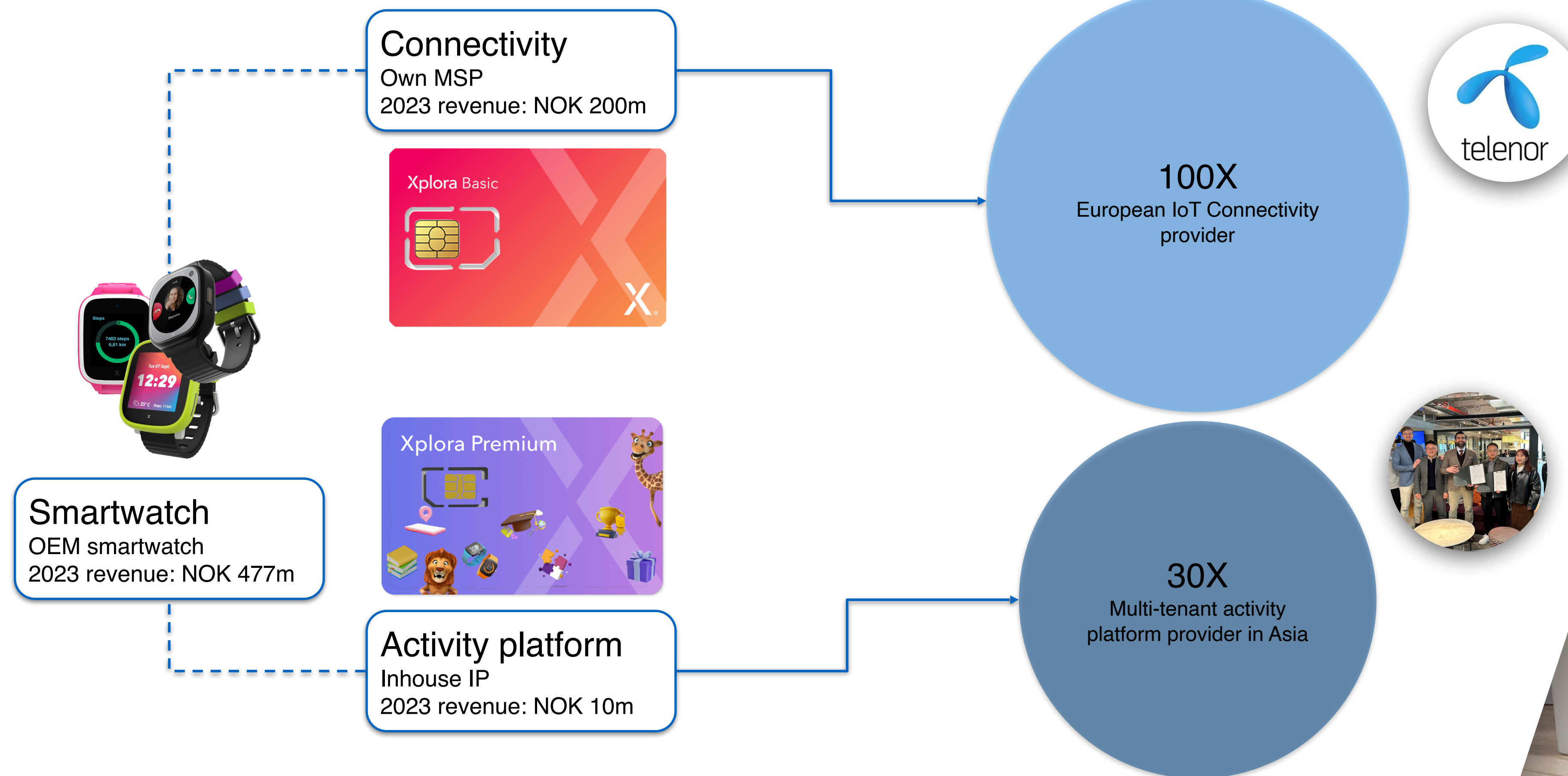
*As announced today,
we have now entered
into a commercial
agreement to launch
our **Premium Active
Service** in Asia with
360!*



SaaS division - key services

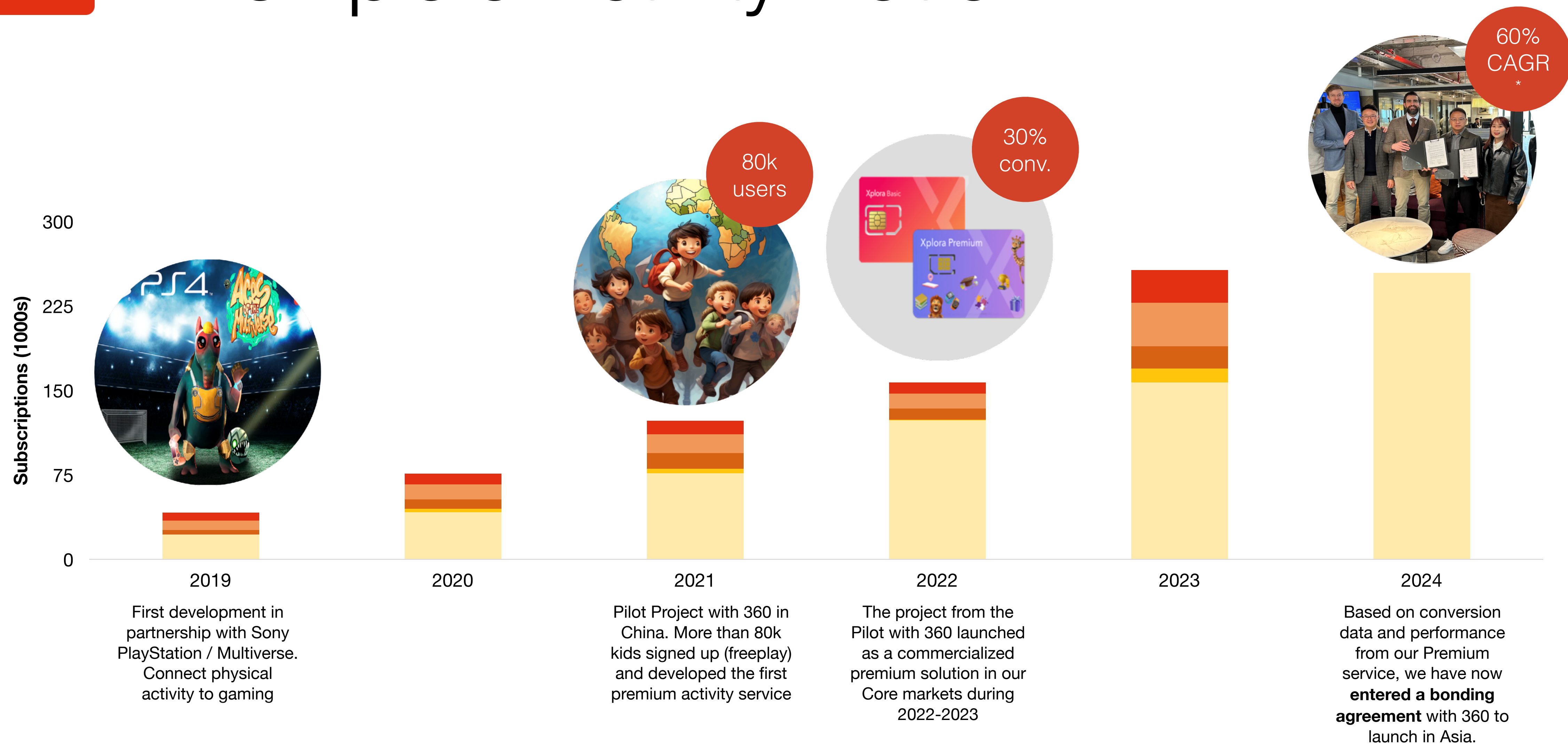
Xplora Kids/Senior proposition

Xplora SaaS Market Opportunity





The Xplora Activity Platform



* # subscriptions end of 2018-2024



Scalable Multi-tenant Platform

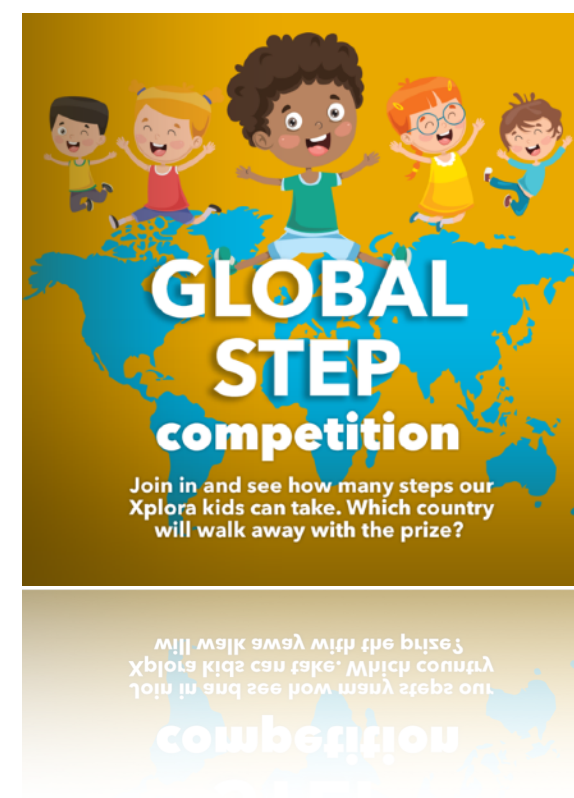
Xplora now offer its Activity platform to 3rd party smartwatch providers

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





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

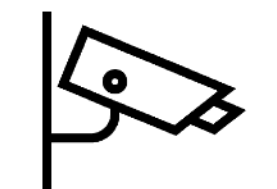


4G connected IoT Devices in Europe



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

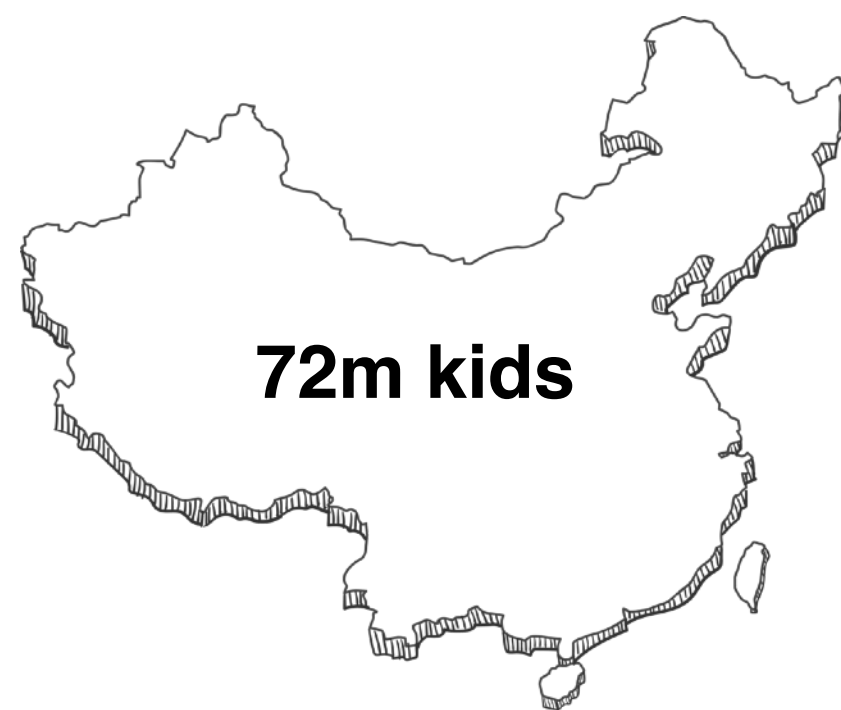
SaaS in sum

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



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

Offer premium services through 3rd 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

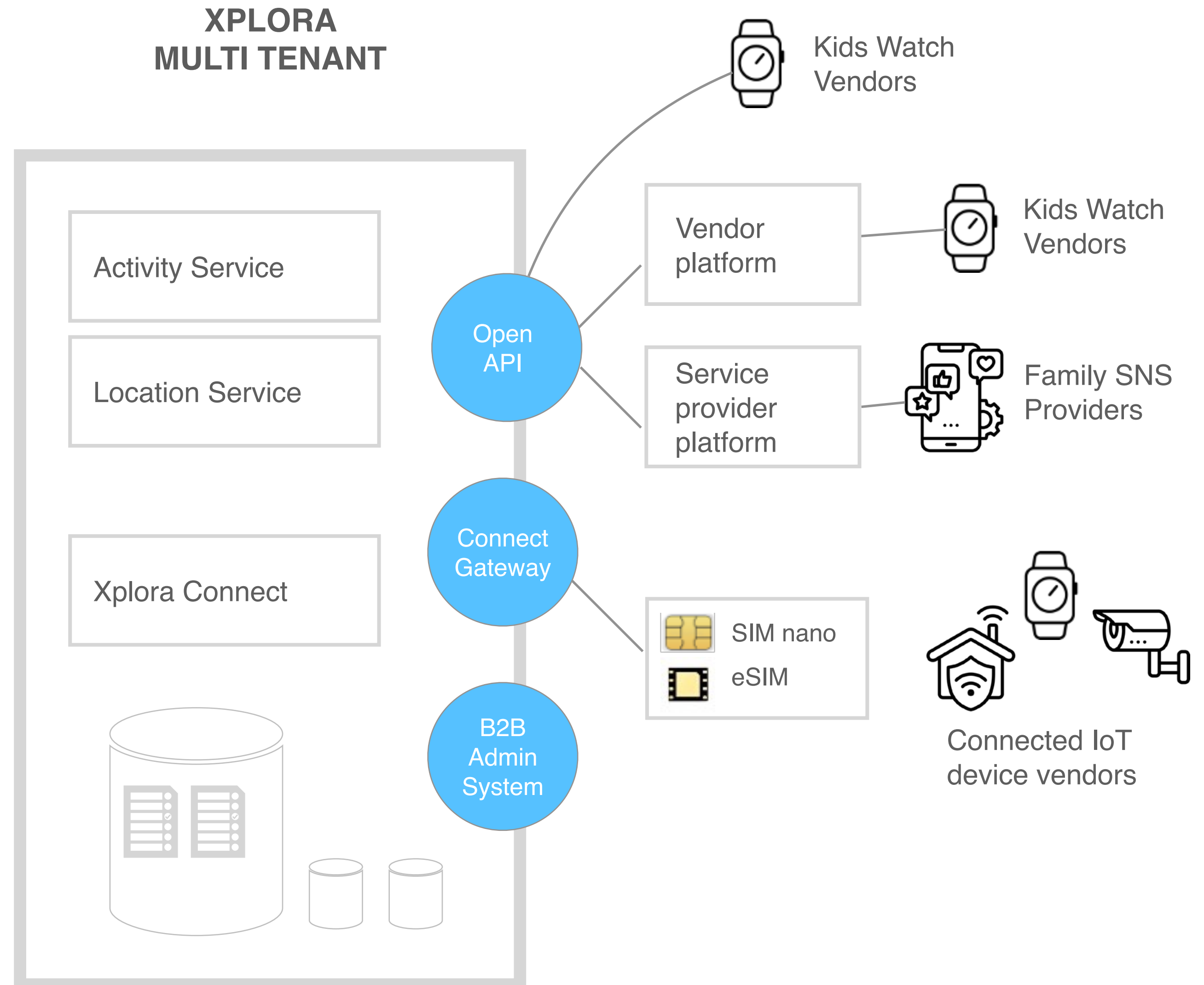
The platform supports Xplora product & service.

Intellectual Property



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

XPLORA MULTI TENANT



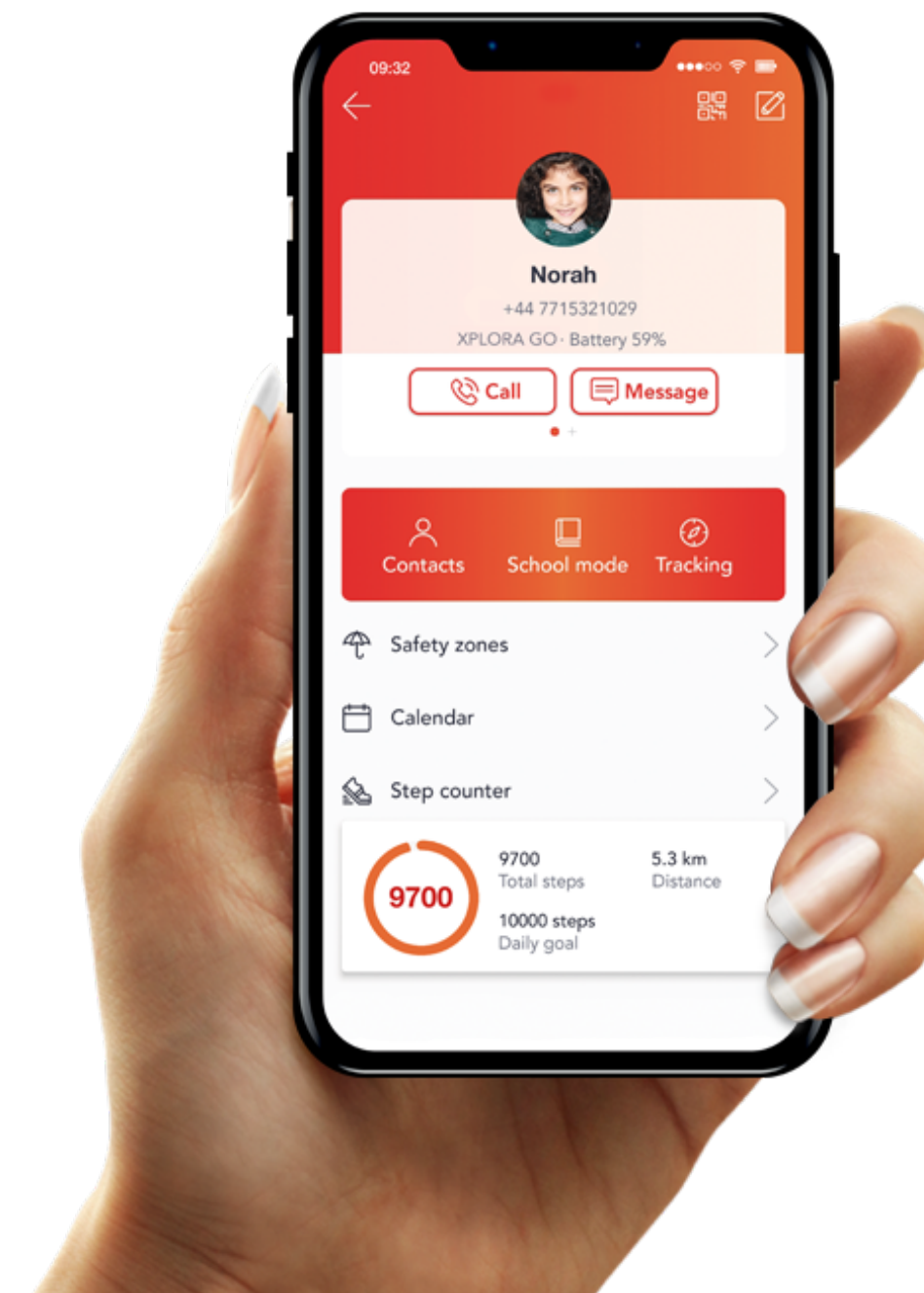


Key Software & App release in 2024

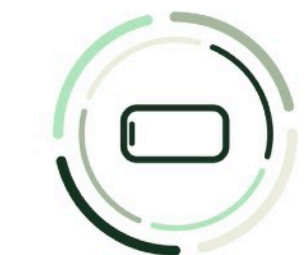
Q3 Release
New App



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



Smart Watch



Smart Phone



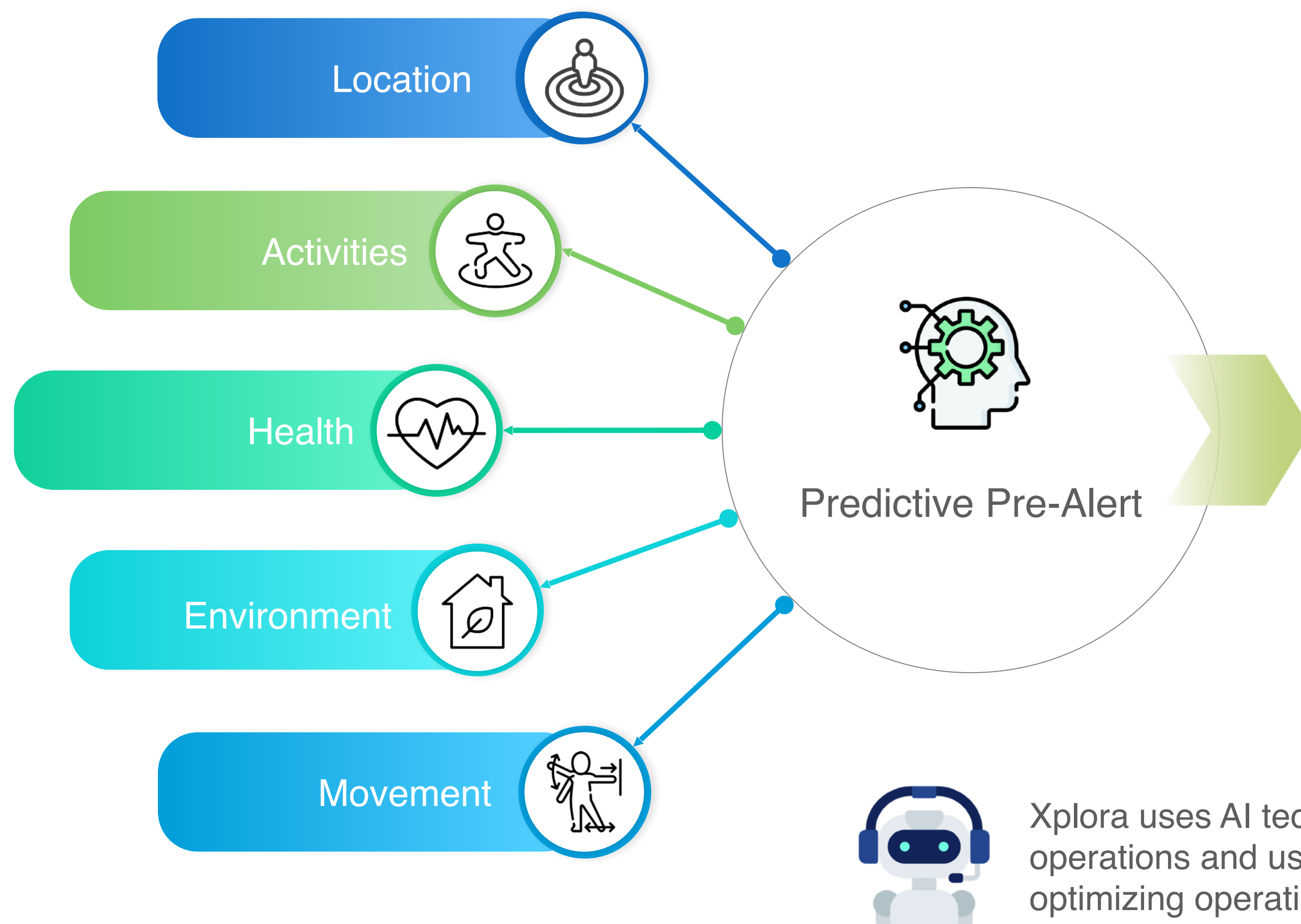
Smart Tag



Smart Tablet



Data & AI



Enhancing overall wellbeing through advanced monitoring





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**

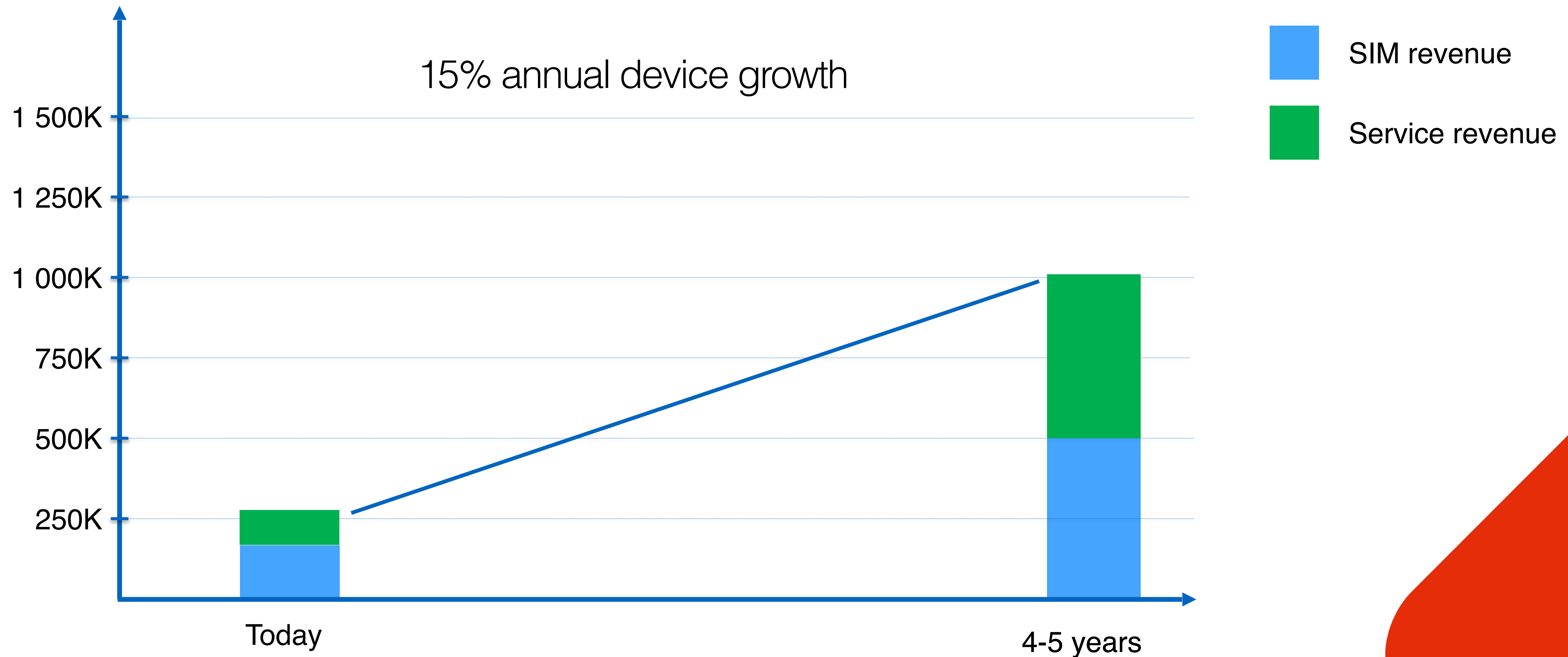
NOK 120M (Q1-2024)

**Continued cost
control and focus on
profitability**



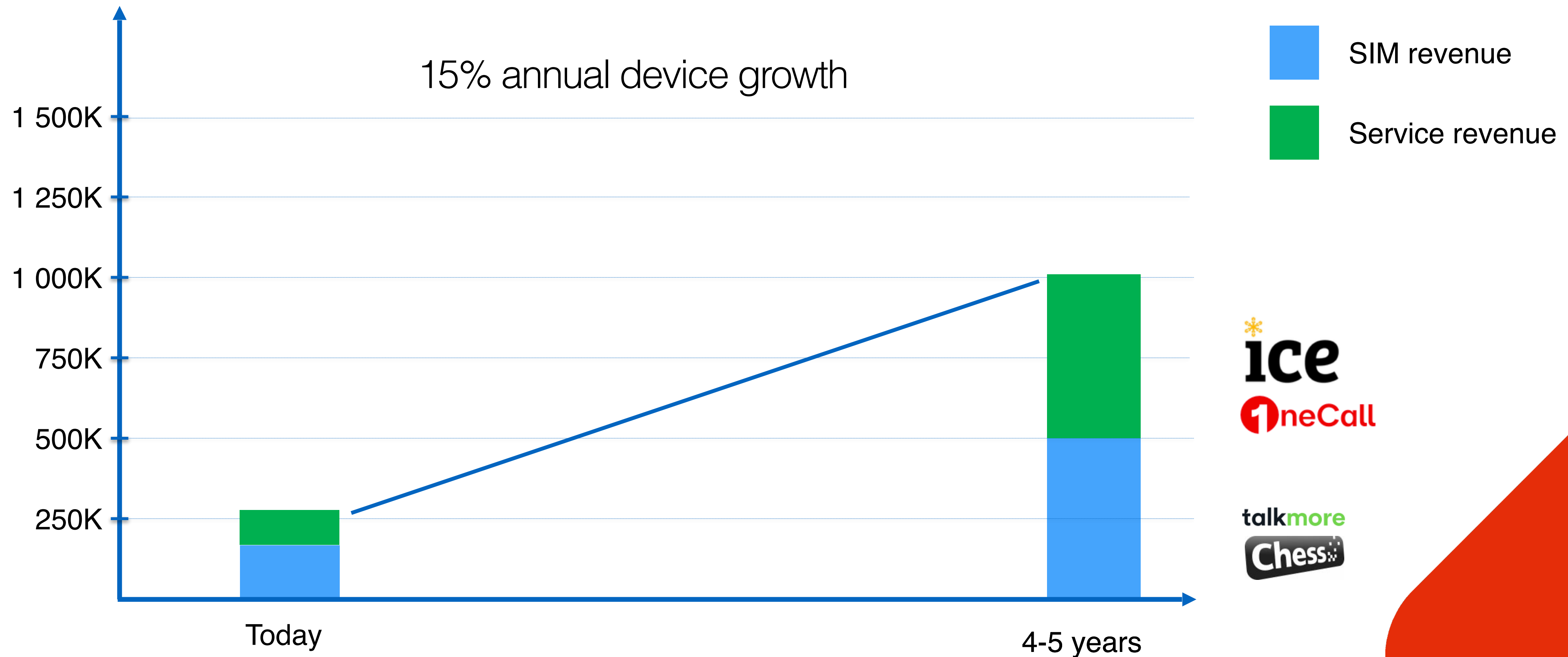


The road to 1 million subscriptions





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

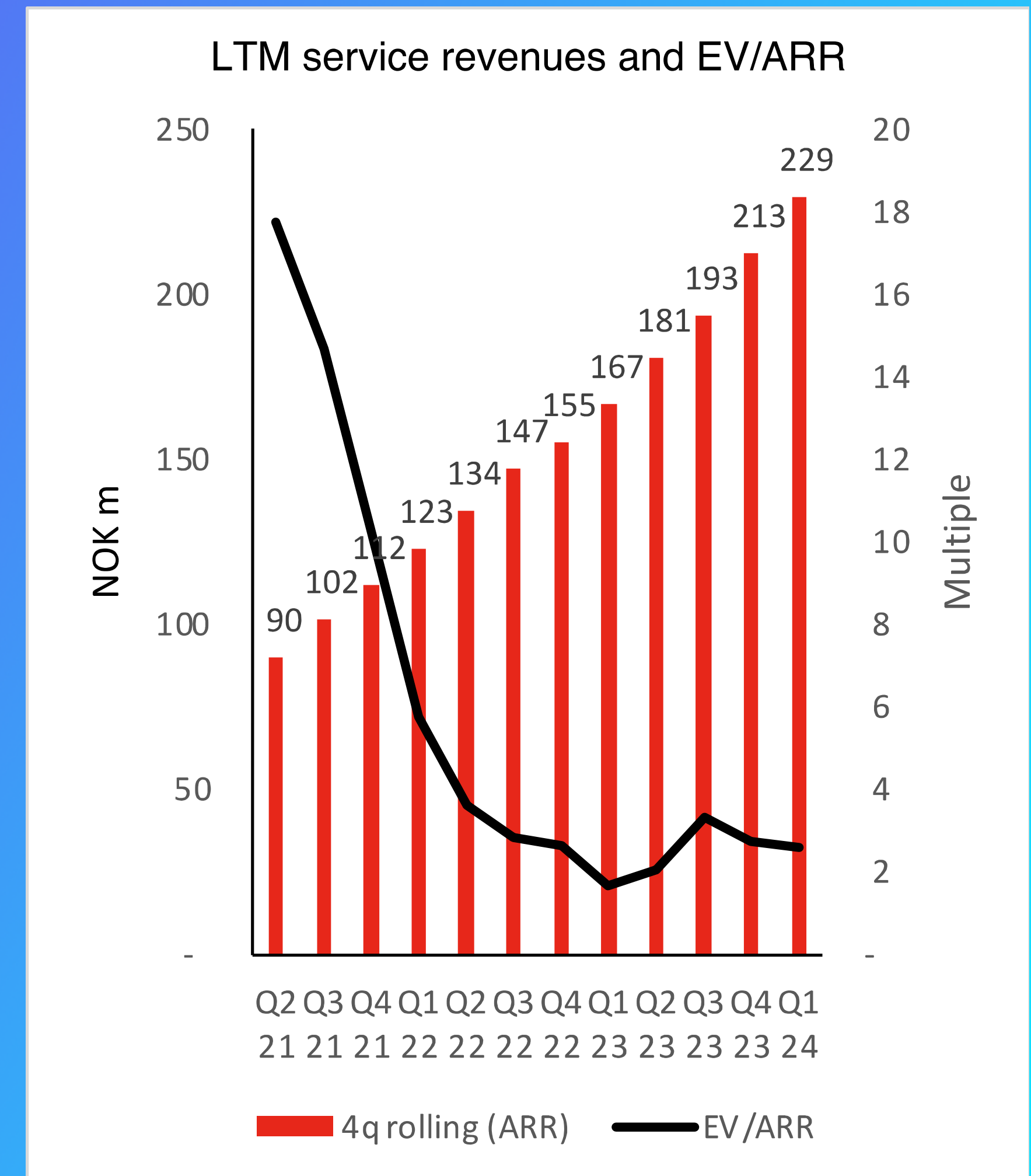


Investor relations

- **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.

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



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.

More than
2 million
parents
love Xplora



Seniors 70+

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



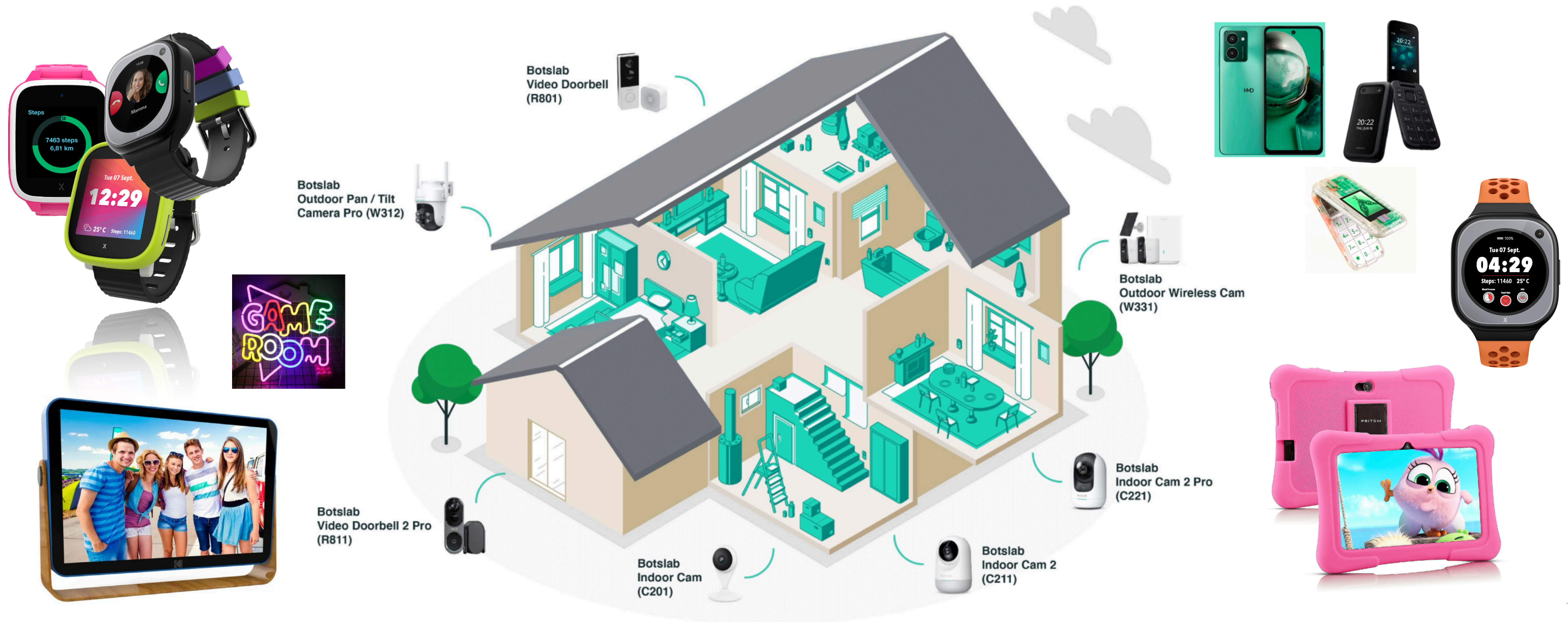
film





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