



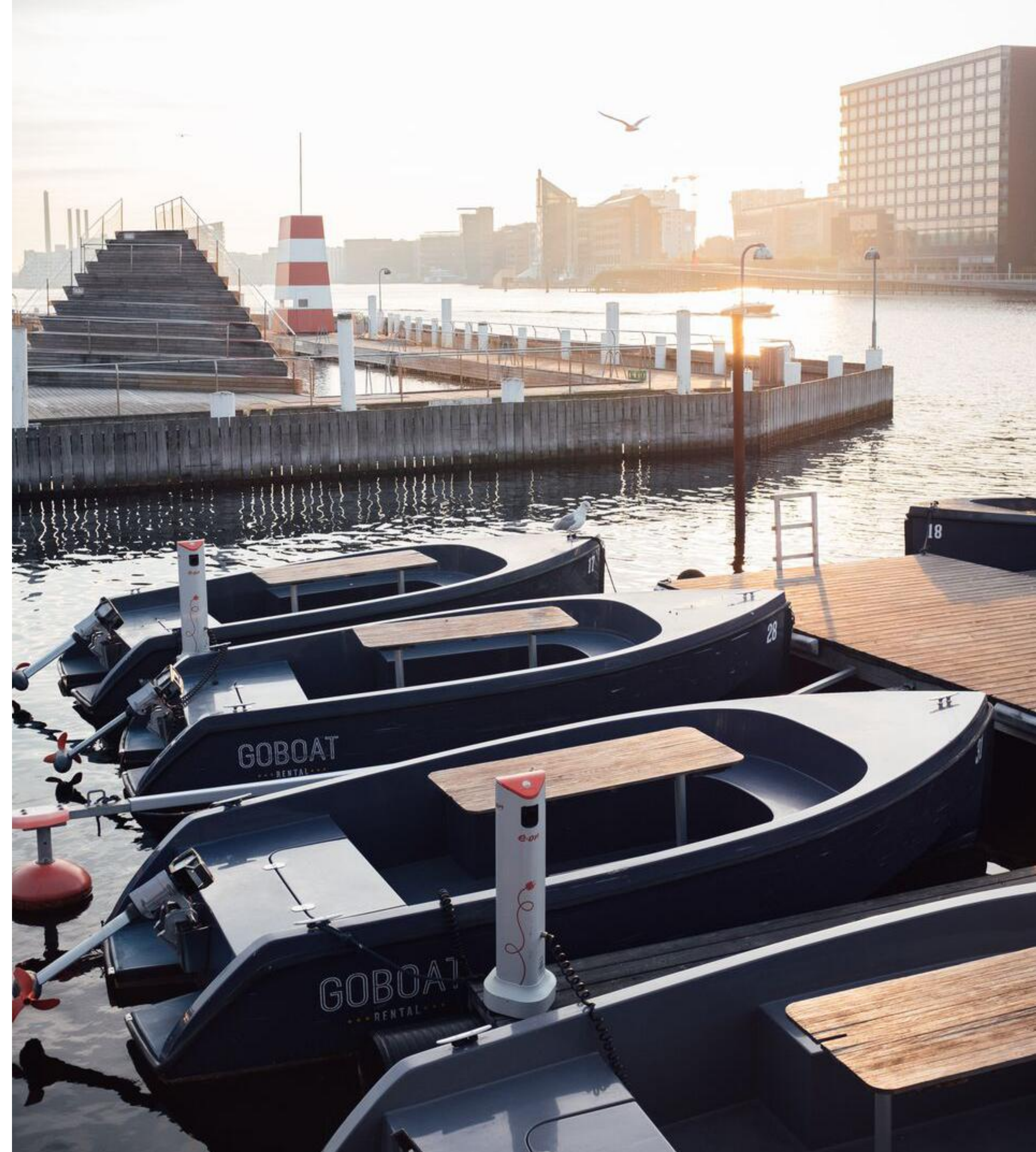
GOBOAT[®] LICENSING

GOBOAT[®] Canberra - Balloon festival

PRESENTATION



- ① **The GoBoat[®] Experience**
- ② The GoBoat[®] Team
- ③ The Journey
- ④ The License Value
- ⑤ Roadmap
- ⑥ The Investment and the Return



WHAT WE DO

.....

UNIQUE EXPERIENCES

GoBoat® offers unique, sustainable experiences with a focus on social interaction and the feeling of freedom

GOBOAT® London



HOW WE DO IT

SUSTAINABILITY

- 100% of our power is generated via renewable sources (mostly solar)
- The boats are partially manufactured from recycled plastic bottles.
- The boats are designed with a lightweight structure that reduces energy consumption for propulsion.
- The pavilion, dock, and picnic tables onboard are all made from sustainable, FSC®-certified wood.



WHY WE DO IT



MAKING WATERS ACCESSIBLE TO EVERYONE

GOBOAT® London

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THE GOBOAT® TEAM

MEET THE LEADERSHIP TEAM



ANDERS MØRCK

CEO & CO-FOUNDER

Experience from Novo Nordisk.
Started own business before.
M.Sc. Applied Economics and Finance from
Copenhagen Business School.



KASPER EICH-ROMME

CMO & CO-FOUNDER

Experience from TV, Media and event
industry.
Serial entrepreneur.
M.Sc. Literature and Media Science
Copenhagen University.



CARL KAI RAND

CCO & CO-FOUNDER

Experience from textile industry.
Started own business before.
Owns Rand Boats.
MAA Architect from the
Royal Danish Academy of Fine Arts.



PETER TRYDEMAN

CIO

Experience from VC/PE and Tech industry.
Started own business before.
M.Sc. Private Equity & Venture Capital
KPMG UIC.

THE GOBOAT® TEAM

KEY PARTNERS



One of the largest energy companies in the world



German specialist in electrical engines



Leading battery producer from Germany



Danish experts in electrical boats

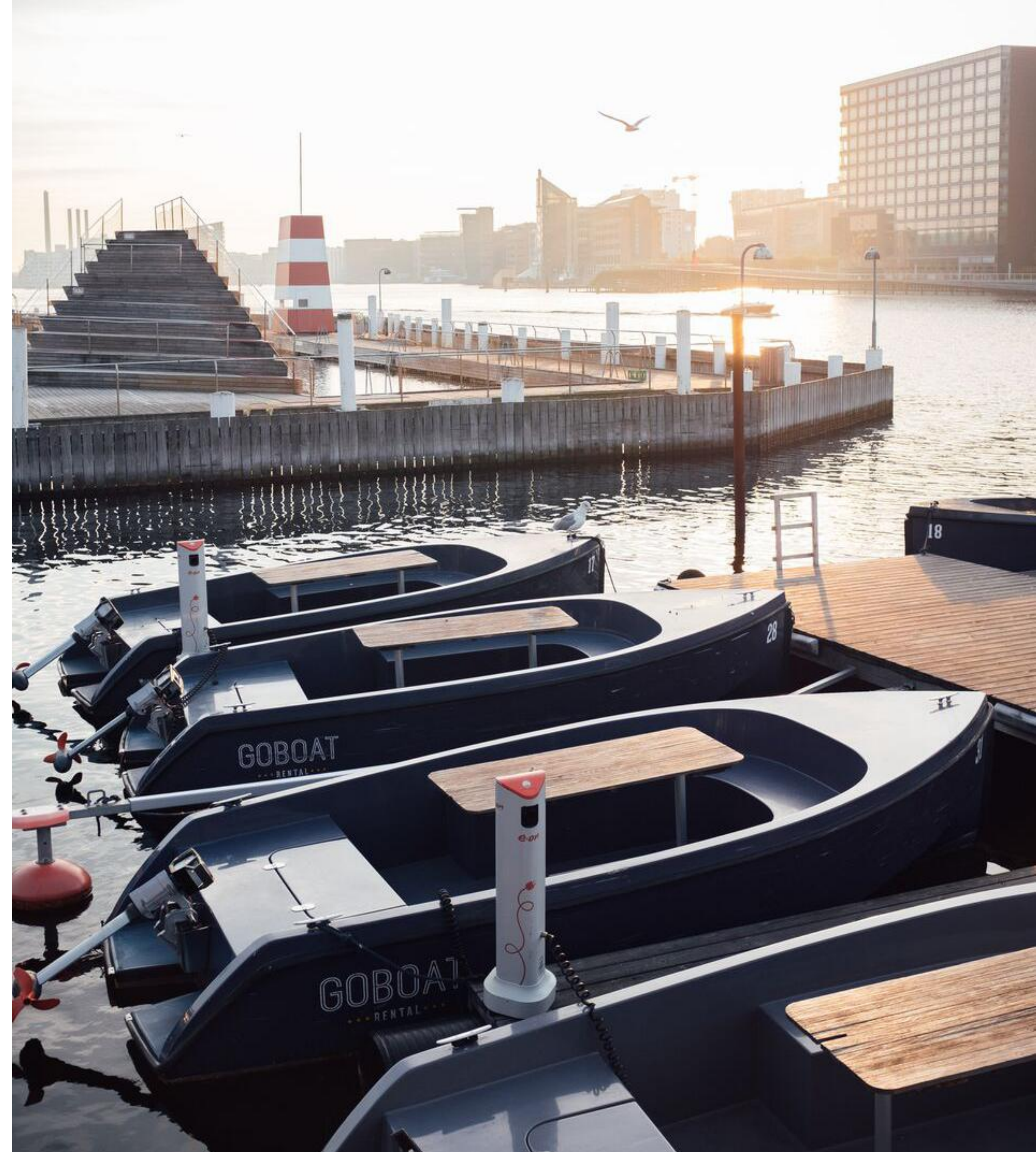


Joint-Venture with Europe's largest canal tour company

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THE JOURNEY



THE WORLD LOVES GOBOAT[®]



2014

2015

2016

2017

2018

2019

Boats	• 8 boats	• 27 boats	• 37 boats	• 58 boats	• 72 boats	• 100+ boats
Guests	• 18,000	• 82,000	• 109,000	• 117,000	• 268,000	• 400,000+
Cities	• 1 city	• 2 cities	• 2 cities	• 5 cities	• 5 cities	• 8 cities



GOBOAT® London

OUR CITIES



INCOMING LOCATIONS



- Aarhus
- Berlin
- Oslo
- Sevilla
- Vienna

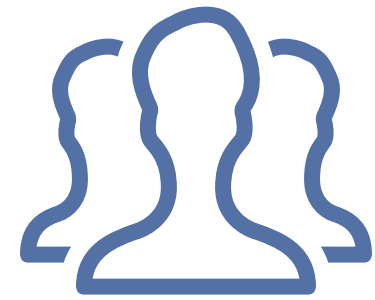


GOBOAT® Canberra

THE JOURNEY



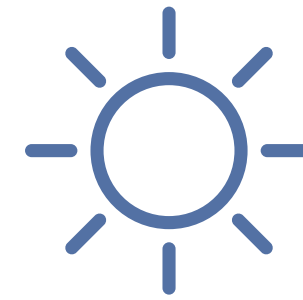
1,000,000+ HAPPY GUESTS ACHIEVED



1MIL+

GUESTS

Since the beginning of GoBoat



530K+

SAILED KM

530K sailed kilometers on solar, wind and water power since 2017 worldwide.



509K

SAVED CO₂

509K kg of CO₂ saved worldwide since 2017.



THE JOURNEY



25+ GLOBAL PROPOSALS

100% SUCCESS RATE TO DATE

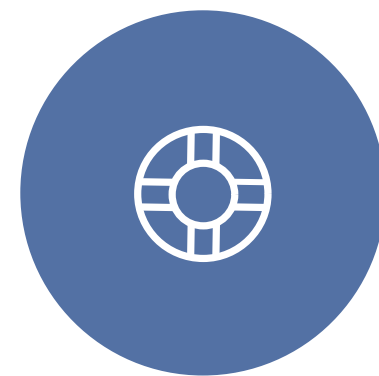
PRESENTATION



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OUR LICENSE CONCEPT



ASSETS

- Uniquely built boats
- Special docking solutions
- Solar powered terminals



MARKETING

- Modern marketing strategies
- Growth hacking
- Branding events



BRANDING

- Trademarked
- Global monitoring
- Sustainability focus



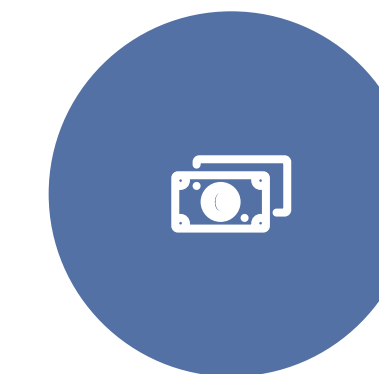
OPERATIONS

- Best and worst practices
- Optimal staffing and training
- Cross border experimentation



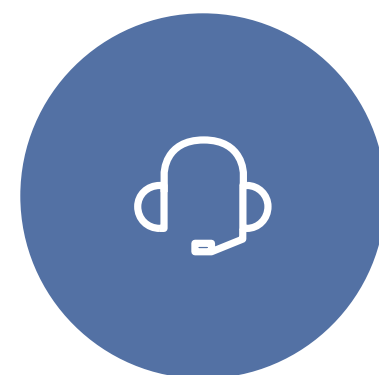
INNOVATION

- Hardware
- Marketing
- Broad range of competencies



FINANCING

- Bulk purchases
- New financial solutions
- Reselling options



SUPPORT

- In-house support office
- Conference calls
- Summits



IT-PLATFORM

- Custom booking & boat mgmt. system
- Beautifully designed websites
- Built for mobile



CULTURE

- Customer service focus
- Review driven focus
- Fun and joyful focus



THE LICENSE VALUE

PAVILION



Made together with Danish architects

Optimised for operations

Custom designed for each location to enhance brand and revenue potential



BOATS



Unsinkable certification

Premium quality made in EU

Made for easy maintenance and long product lifetime



DOCK



Custom built dockings

Built for low maintenance

Built for reselling to other GoBoat licenses

OPERATIONS



BEST PRACTISE



We have made some mistakes and have learnt a lot along the way.

We will share our experiences with you, let you know how to avoid pitfalls and save you from going through the same pains that we have.



OPTIMAL STAFFING



Finding, training and retaining the right staff is key to our business. While most retail businesses are less dependent on customer service, tourism is highly dependable on customer service.

You will learn who to hire and get access to our in-house developed digital training universe GoBoat® Academy.



EXPERIMENTATION



One of the many benefits of being part of a global group is that we experiment much more than others. This means you get access to new and tested ideas on an on-going basis.



SUPPLIER OPTIMISATION



We are growing rapidly, which ensures that you will get access to the lowest possible prices.

We will also support you in finding the right local suppliers.

THE LICENSE VALUE

SUPPORT



COMMUNITY FORUM



Our license partners make an effort to collaborate and share ideas and best practises on an on-going basis.



CONFERENCE CALLS



We facilitate quarterly conference calls with all license partners to provide updates and share new insights.



SUMMIT



We host global summits with team building, speakers, workshops and lots of fun for all license partners.



24/7 SUPPORT



We provide on-going support to all license partners.



GOBOAT® Copenhagen - Seafood dinner

MARKETING



BEST PRACTISE



We have spent millions on marketing, and we can quickly tell you which channels to focus on and which to avoid.



ONLINE EXPERTISE



We are experts in online paid advertising and are constantly testing optimal strategies. Especially when rain starts to fall negatively affecting business.



EVENT DRIVEN



One of the best marketing channels for us is partnering with local cultural institutions and creating magical moments through events. This is great for business and for the relationship with the city and other important stakeholders.



GROWTH HACKING



Online marketing and events are not enough. We work as a marketing machine always trying to find the most effective ways to market our experiences, both in terms of time and money.

THE LICENSE VALUE

INNOVATION



HARDWARE



A unique advantage is that we design, develop and produce our own boats in collaboration with Rand Boats. This allow us to react very fast to new technology and developments. We also produce our docks and terminals.



MARKETING



We have one of the best marketing teams in the industry.

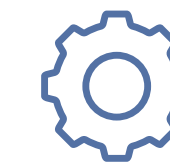
We are always testing new initiatives to identify optimal ways of growing faster and better.



SCALE



In every way we are exploiting our scale. Both in terms of volume (purchasing power) and in terms of competencies (growing number of license partners to contribute with ideas).



AUTOMATION



We are highly aware of new and emerging technologies. Whilst the maritime sector for years has been lacking focus on technology, we think the opposite.



GOBOAT® Copenhagen - Concert with The Royal Theater

THE LICENSE VALUE

IT-PLATFORM



WEBSITE SETUP



We help set up your first landing page and website.

Our CMS ensure that you can easily update text, photos etc. on your website at all times.



BOOKING & BOAT SYSTEM



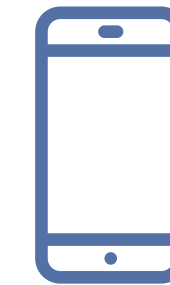
Our booking & boat management system not only provides a superior user experience for your customers, it is also tailored to easily handle everything from customer requests to boat tracking.



ANALYTICS



We have spent years customising Google Analytics to fit our business model. This allows you to track every aspect of your business.



ALL MOBILE



All our websites and marketing is built for mobile-first. Ensuring connection on all platforms.



THE LICENSE VALUE



GOBOAT[®] MENTIONED
IN 5000+ ARTICLES
AROUND THE WORLD



The New York Times



BRANDING



FEEL GOOD FOCUS



Around the world we are loved for our good spirit and warm-hearted approach towards our guests.

We take pride in maintaining and growing this feeling.



SUSTAINABILITY



Making the world a better and greener place to live is a priority for us.

We are constantly striving to make everything in our business as green as possible.



TRADEMARKED



Throughout our business we are trademarked in almost all countries. This protects our business and licensees from theft.



GLOBAL MONITORING



We constantly monitor the world for breach of our brand and registered trademark.

To date we have not lost a trademark case despite being challenged globally.



GOBOAT® Copenhagen - Urban fishing

FINANCING



BOAT FINANCING



Depending on the case we can sometimes support with financing due to our size and network.

We are supported by one of the largest banks in Scandinavia.



BULK PURCHASING



It is an advantage to be part of the GoBoat[®] family for several reasons. One is that we are able to buy in bulk for our partners.



BOAT RESELLING



Due to our size we can help trade boats across borders to other partners. Sometimes GoBoat[®] Global will also buy boats for inventory purposes.



OWN FINANCIAL PRODUCTS



GoBoat[®] is growing in scale. This means that we will be able to offer leasing and operational financing to our licensees (coming 2020).

CULTURE



GUEST FOCUS



We care about our customers in ways that top-tier hotels care about guests.

It is very important that our guests always leave GoBoat[®] with a smile.



REVIEW DRIVEN



It is important for us to reflect on both positive and negative reviews of our business.

What separates us is our ability to act fast on feedback.



YOUNG



Despite having a fairly young average age across our team we believe that what makes us truly young is that we maintain a youthful way of thinking. Never being afraid to try new things.



FUN IS KEY



It is important for us that work is fun since it affects our employees, stakeholders and of course our guests. We spend more hours working than anything else. Hence, fun is important.

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R O A D M A P



ESTIMATED ROADMAP



1 day



1 day



1 day



1 day



1 day



60 days



60 days



1 day

RECEIVED PP

See GoBoat®
License PP

SKYPE

Intro talk about
opportunities

MEETING IN CPH

Detailed Q/A
about partnership

SIGNATURE

Final agreement
of partnership

KICK-OFF

Kick-off workshop
Training

SETUP SUPPORT

How to build
the optimal
business

MARKETING
SUPPORT

Website
Online/offline ads
Events

LAUNCH

Launch party
and opening of
your GoBoat
business

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THE INVESTMENT AND THE RETURN

GET ACCESS TO OUR CONCEPT



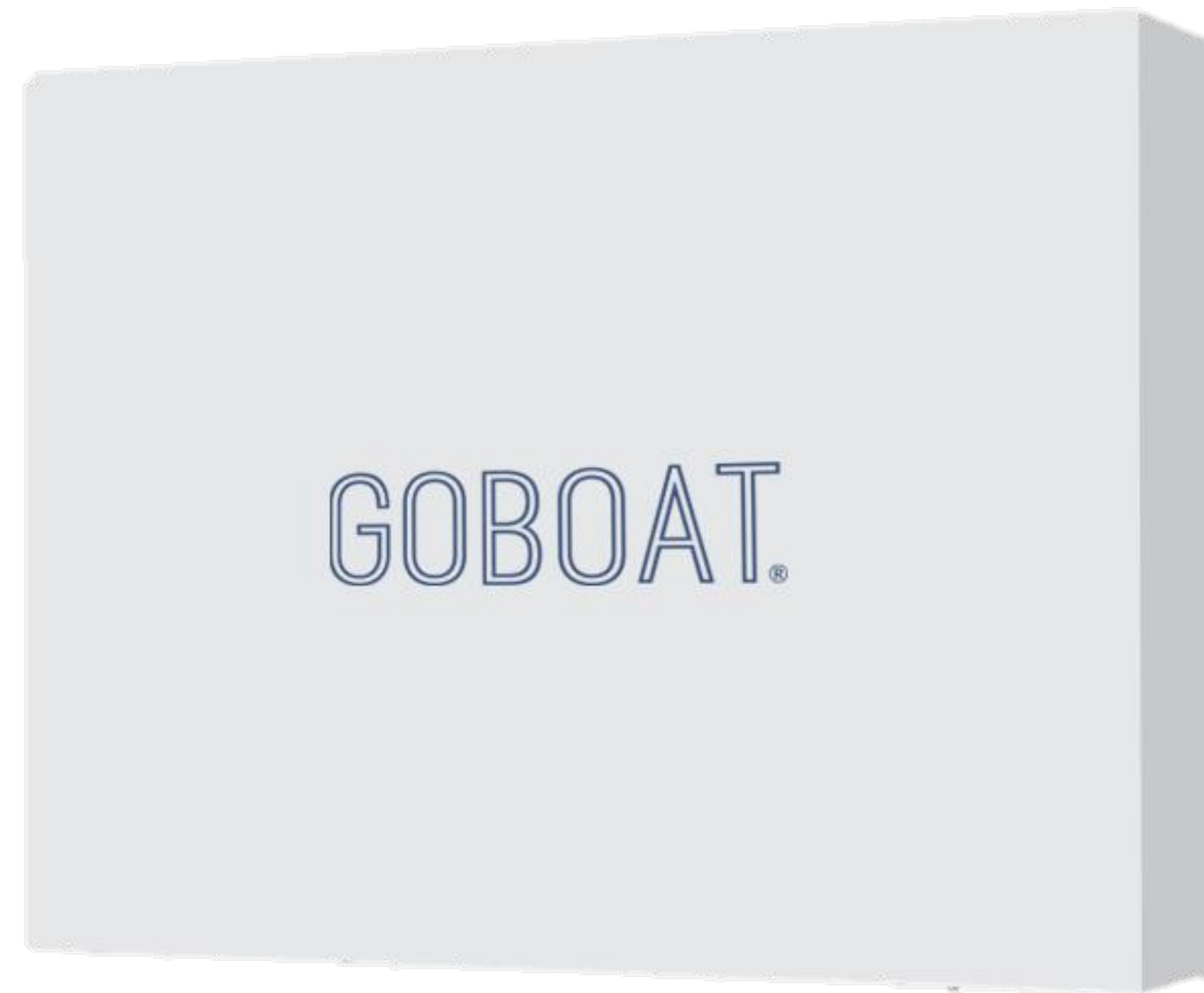
Uniquely designed
boats

A well designed and
growing brand

IT solution tailored
to the business

Extensive operational
expertise

Support from launch
to operations



Modern marketing
strategies

Access to ongoing
Innovation

A fun and performance
driven culture

Brand protection and
material

Smart financing
options

LICENSE PACK

Min. 250.000 Euro
+ 15% Royalty

See License Contract for details

TOP 8 REASONS TO INVEST IN A GOBOAT LICENSE PACK

.....

1. **Tourism is growing**

4% of global economic GDP (World Economic Forum)

2. **Consumers want more experiences**

Spending on experience and leisure will reach US\$ 8 trillion by 2030 (Euromonitor)

3. **Less competition on water activities**

Most venture capital is focused on tech and non-hardware (CBInsights)

4. **Recession proof**

Tourism had the quickest recovery after 2008 crisis (World Financial Review)

5. **Proven business model**

Owner-managers dominate (Boston Consulting Group)

6. **Strong cash-flow business**

Great operating margins (internal GoBoat data)

7. **Returning local costumers**

+10% (internal GoBoat data)

8. **Constantly innovating**

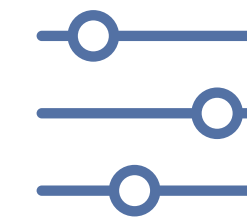
3rd version of boats, it-systems, marketing etc. (Internal GoBoat data)



GOBOAT® Canberra

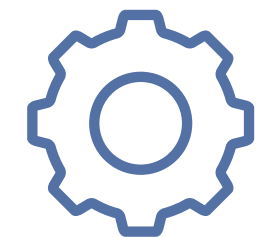


HOW TO RAISE FUNDING?



PROCESS

1. Target funding partners
2. Make lead list of 50-100 leads
3. Present opportunity
4. Close funding
5. Launch GoBoat® business



FUNDING OPTIONS

- Personal funding
- Friends and family
- Bank debt
- Equity loan
- Equity investors

Please ask us for advice
on fundraising

L E G A L

LEGAL DISCLAIMER



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APPENDIX



OUR GOBOAT ADVISORS



Our GoBoat concept is developed through mentorship from key individuals with strong experience in brand concepts and franchising. Some of which were previously represented in firms like McDonalds, Pandora, and Flying Tiger.



GOBOAT[®] IS ON TOP OF THE GAME.

GoBoat has a global presence. We stay at the forefront, attending and participating in global conferences: MIPIM, Dusseldorf Boat Show, IBT Berlin, and C40.