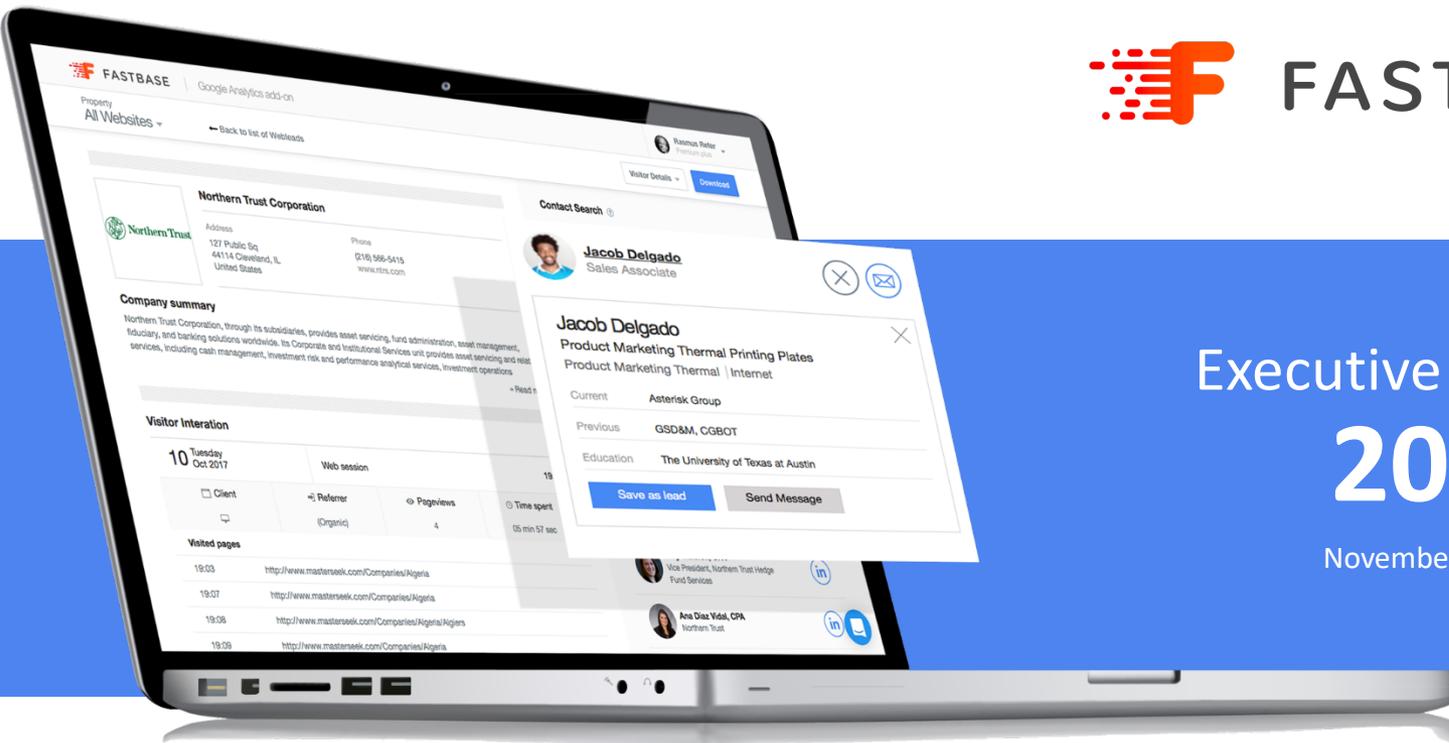




FASTBASE

Executive Summary 2021

November 18, 2020



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Intelligent Lead Generation

Built upon Google Platforms

Introduction

Conjoining Fastbase proprietary company database with the web traffic from actually just about 1.2 million websites from leading companies and brands globally, Fastbase is revealing every website visitor to these websites.

Monitoring and compiling this web traffic, Fastbase is analysing a constantly growing number of 10 billion website visitors each month, depicting their search keywords/ phrases and their specific website visits.

Fastbase is transforming statistic web analytics into specific knowledge and identification of web traffic.



"Google search lets you search for anything on the web.
Fastbase identifies the companies behind the search and reveals companies' web traffic"

Fastbase SaaS solutions built upon Google Analytics offer B2B companies powerful tools to identifying website visitors, insights and intelligence about their online behaviors, interaction and interests disrupting a global US\$ 170 billion web analytics, online marketing and leads generation market.

Fastbase Business Opportunity

Monitoring and compiling data from 2,6 billion* web visitors every week continuously creating the world largest B2B website intelligence and analytics database

Strong market penetration

Since the launch in June 2016 Fastbase has obtained +120,000* Google Analytics user sign-ups hence given permission to collect visitor data from +1,200,000* business websites, thus compiling data from more than 2.6 billion* visitors per week thus provides significant in-depth information about a company's website visitors adding continuously and simultaneously to Fastbase database.

Game changer

Fastbase is revolutionizing website analytics, B2B online marketing and lead generation by enabling the identification of all visitors to a company's website with detailed information and contact details. Monitoring and compiling all website traffic, Fastbase is offering trailblazing insights and intelligence about B2B website behaviour and online marketing transference.

Companies are ready

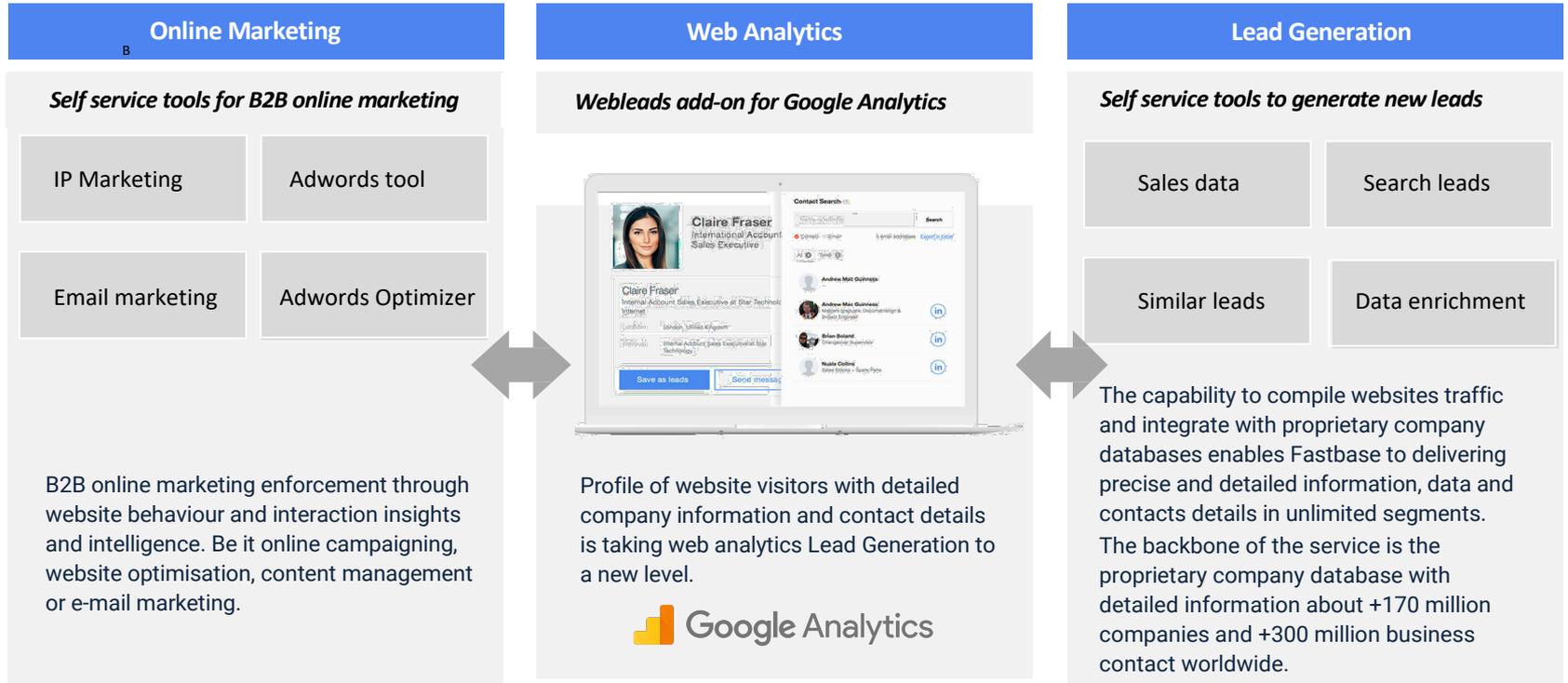
Lead generation is acknowledged to be the paramount B2B company challenge but 97% of website visitors remain unidentified. The value – and the need - to obtain identification of the 97% incognito website visitors, with detailed company data and contacts information, is evident for both Lead Generation and B2B online marketing impact and efficiency.

Highly scalable

From a short and mid-term perspective the market comprises approximately 50M websites using Google Analytics and +900.000* Google Ads clients spending yearly beyond US\$ 85 billion.

High growth and sustainable market propositions with the permission from Google Analytics to compile the traffic of up to 80 billion visitor per day from all Fastbase website sign ups.

Strong business models



The option to sign-up to Fastbase WebLeads® as freemium through Google Analytics has lead to an exponential growth of website sign-up generating a second-to-none database of B2B website traffic.

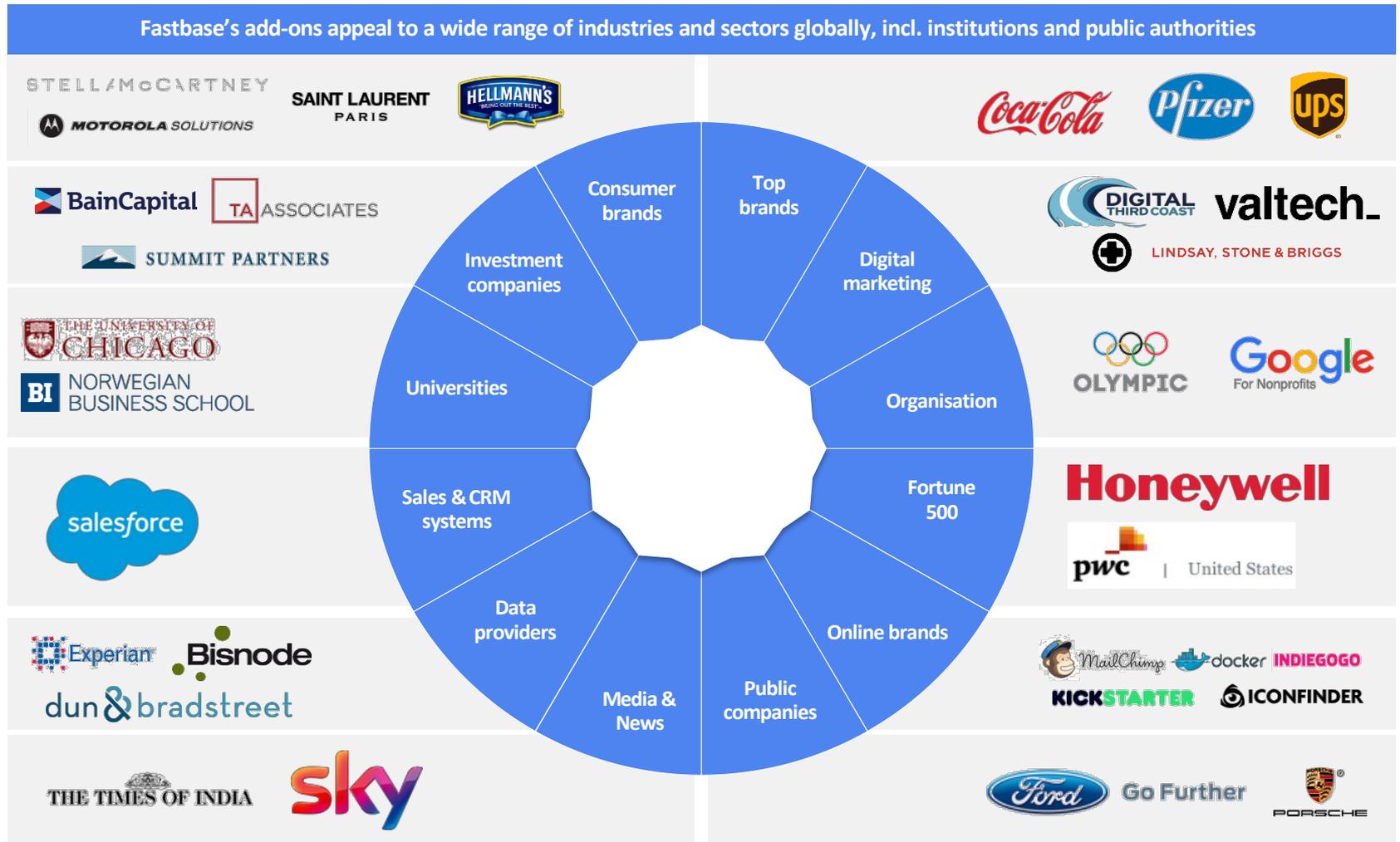
The dynamically growing company database and compilation of website traffic are the backbone of Fastbase enabling a unprecedented ability to analyse B2B website behaviour, interaction and online marketing transference.

Who are Fastbase's customers?

1.2 million companies and top brands signed up to WebLeads for Google Analytics powered by Fastbase



Customer breakdown by sector



Core revenue streams

Fastbase Pricing Schemes



Fastbase WebLeads

Basic sign up
Premium subscription (monthly)
Premium subscription (1-year payment)
Premium+ subscription

Freemium
US\$ 49.00 / month
US\$ 351.00 / Year
US\$ 375.00 /month



Lead Generation

Fastbase InMarket Leads

Specific Leads brokerage

US\$ 1.00-9.00 / per lead



Online Marketing

Fastbase Keywords w. lead price

Monthly subscription

US\$ 9.00 / User

Fastbase keyword w. lead price ad spend cut 4%

US\$ 4% Ad-Spend cut



Fastbase Automated Emails

Monthly subscription

US\$ 79.00 / per month

Fastbase AdWords automated campaigning

US\$ N/A (price not determined)

Fastbase IP targeted Online Marketing

US\$ N/A (price not determined)

Core revenue streams

WebLeads for Google Analytics

WebLeads 6.0

Compatible with



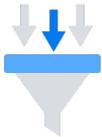
Web Visitor Tracking

WebLeads 6.0 for Google Analytics tracking tools allow you to explore which companies and organizations are showing interest in your business - what they specifically are looking at and what they are searching for.



Verified Business Contacts

WebLeads 6.0 provides detailed information about your web visitors including company name, website, key employees, phone number, contact email and visitor interaction - everything you need to boost your sales and marketing. Easy export of your leads into Excel or your CRM platform.



Qualified Leads

WebLeads 6.0 filters your website traffic into business leads and unidentifiable visitors (typically through ISPs) so you can take quicker action with your leads. View by options such as location and business category.



WebLeads Subscription Levels

WebLeads is available as Lite, Premium and Premium+. Upon registration you will be able to try Premium/Premium+ for 30 days as a free trial and then continue on with a Premium subscription or defer to Lite which is free but with limited features.

Revenue model

Fastbase financial matrix

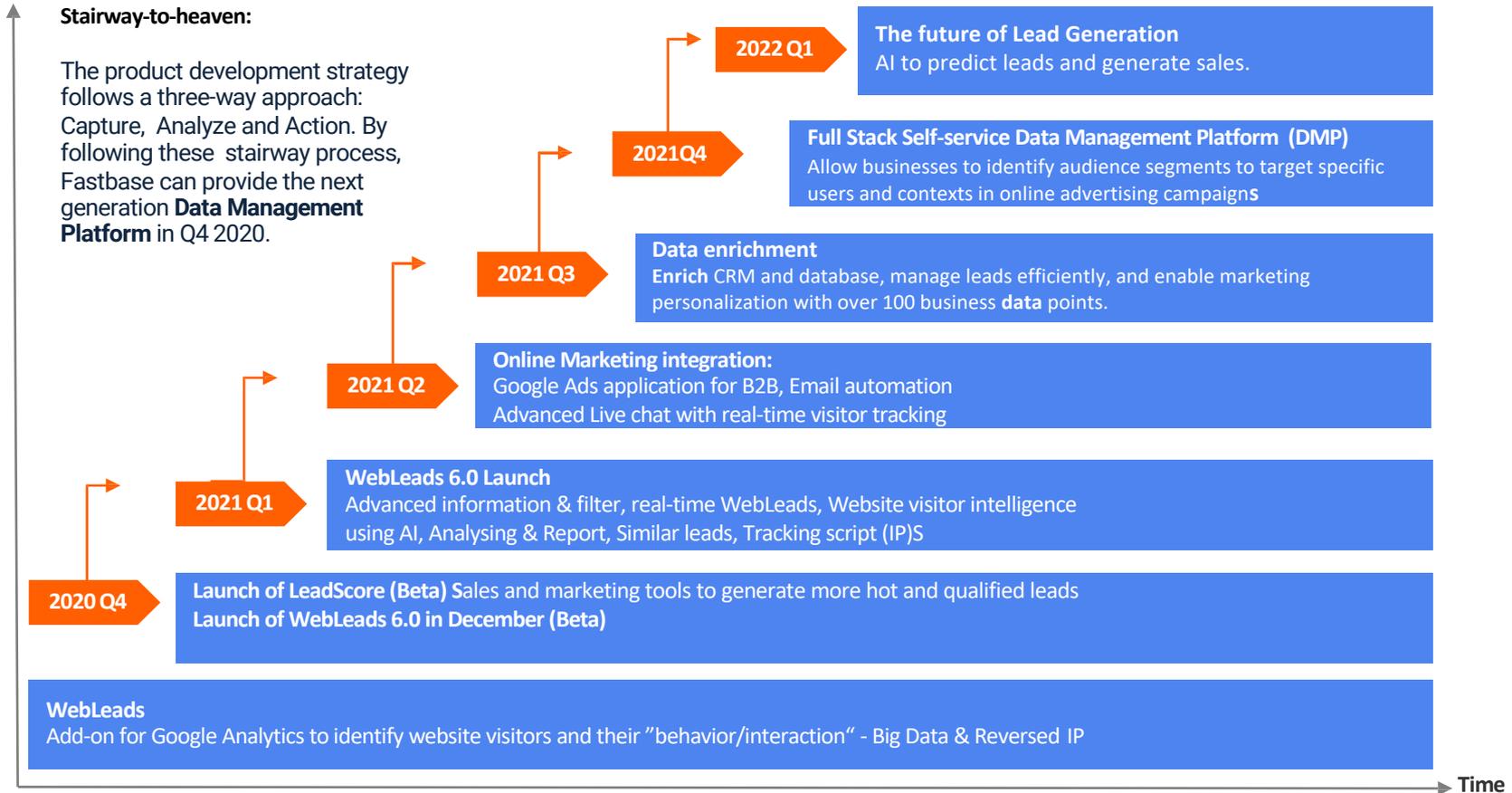


Subject to the inputs chosen, Fastbase currently operates with the base case as described on the following pages

Fastbase Stairway to Heaven

Through continuous product development Fastbase will deliver increasingly more sophisticated and valuable data

Scale





Market considerations

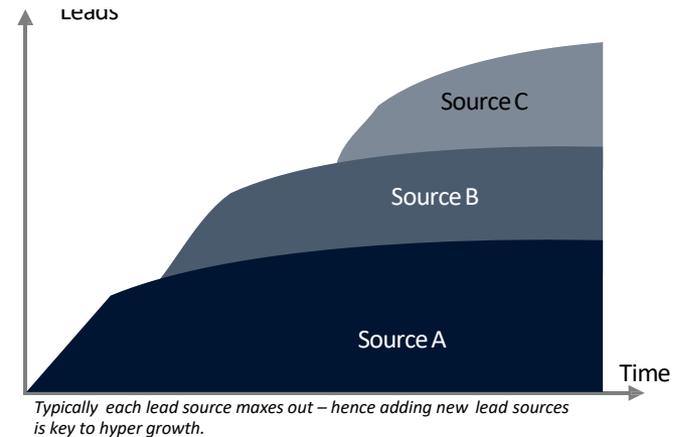
"Fastbase's offering is strongly aligned with market trends"

Marketing strategy

Hyper growth is the rate at which we can grow leads

Online marketing roll-out:

1. Direct Email Marketing (double down on what is working currently)
2. Community and Influencer Marketing (LinkedIn groups, Blogs, Reviews)
3. Paid online marketing (Email marketing, AdWords, LinkedIn, Remarketing)
4. Partner distribution (Channel distribution, e.g. Newspapers, telcos,)
5. Integrations (App in marketplaces, e.g. Chrome store, Marketo, Salesforce, Infusionsoft)
6. Viral marketing (Refer-a-friend, Affiliate)
7. PR and Content Marketing
8. Experimentation (20% budget allocated to ongoing tests of new sources)

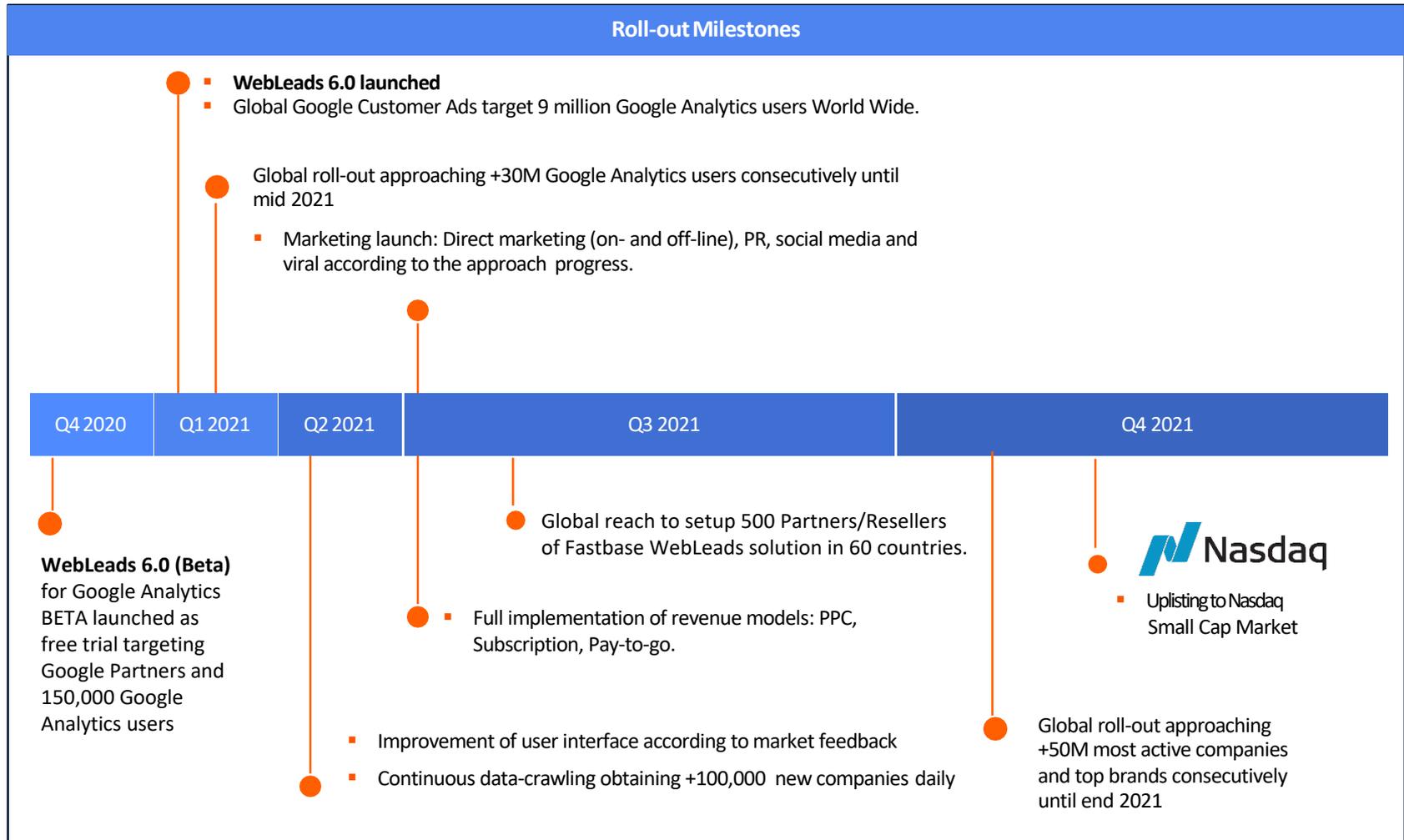


Sales roll-out:

1. The speed at which Fastbase can hire and train salespeople

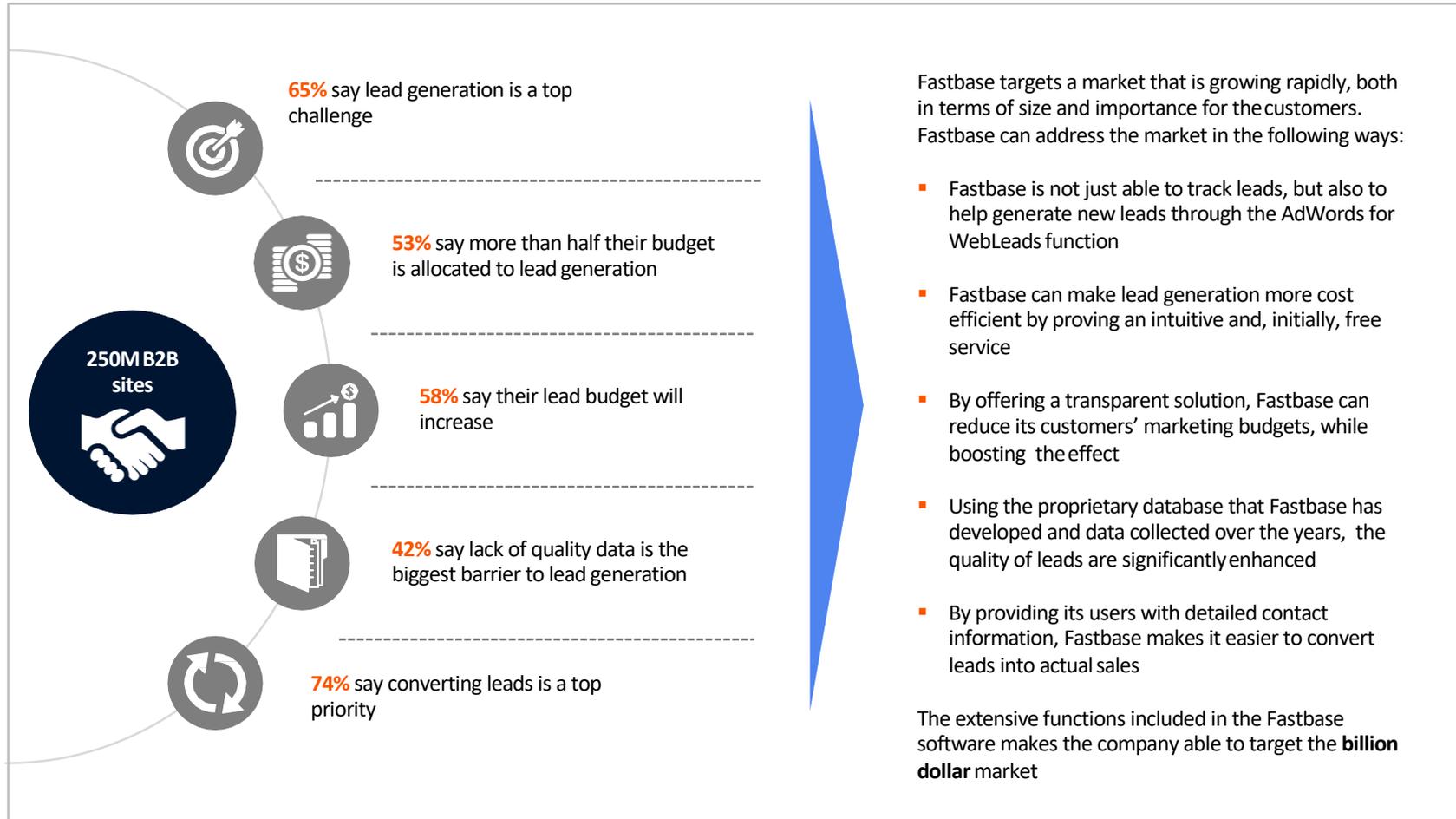
What to do?	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Email- Google Analytics users	United States, UK, Canada, Germany, Nordic		All other countries	
Email- Target groups	Users: MailChimp, Hubspot, Salesforce			
Blogs / LinkedIn groups	Reach 3.500 tech writers and bloggers			
SEO (Google search result)	SEO			
Adwords campaign	9 million Google Analytics users		Google Display banner	
Press releases	Press releases: AP, Accesswire, Nasdaq News			

Market roll-out



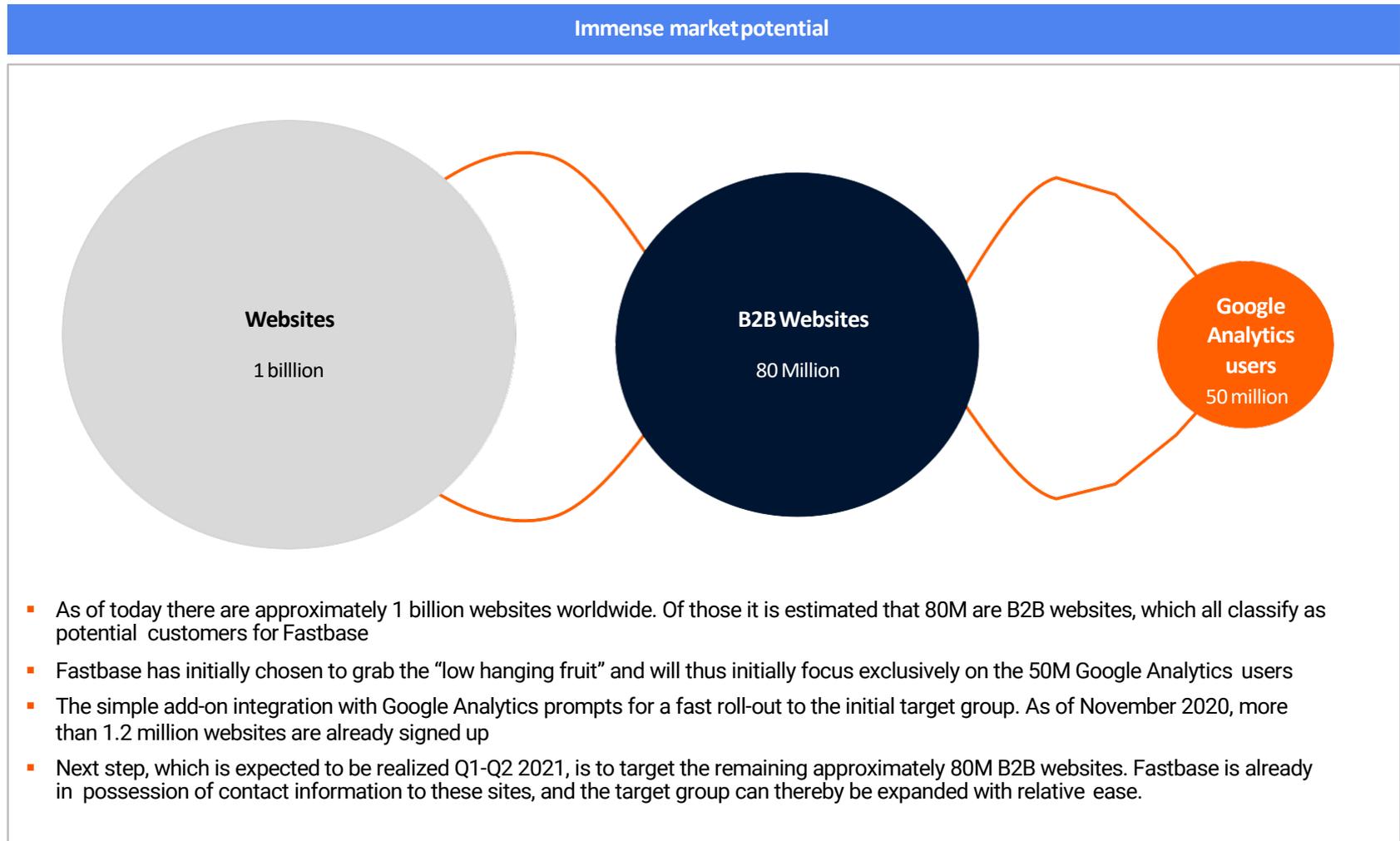
Market potential

Fastbase's offering is strongly aligned with market trends



Source: Hubspot

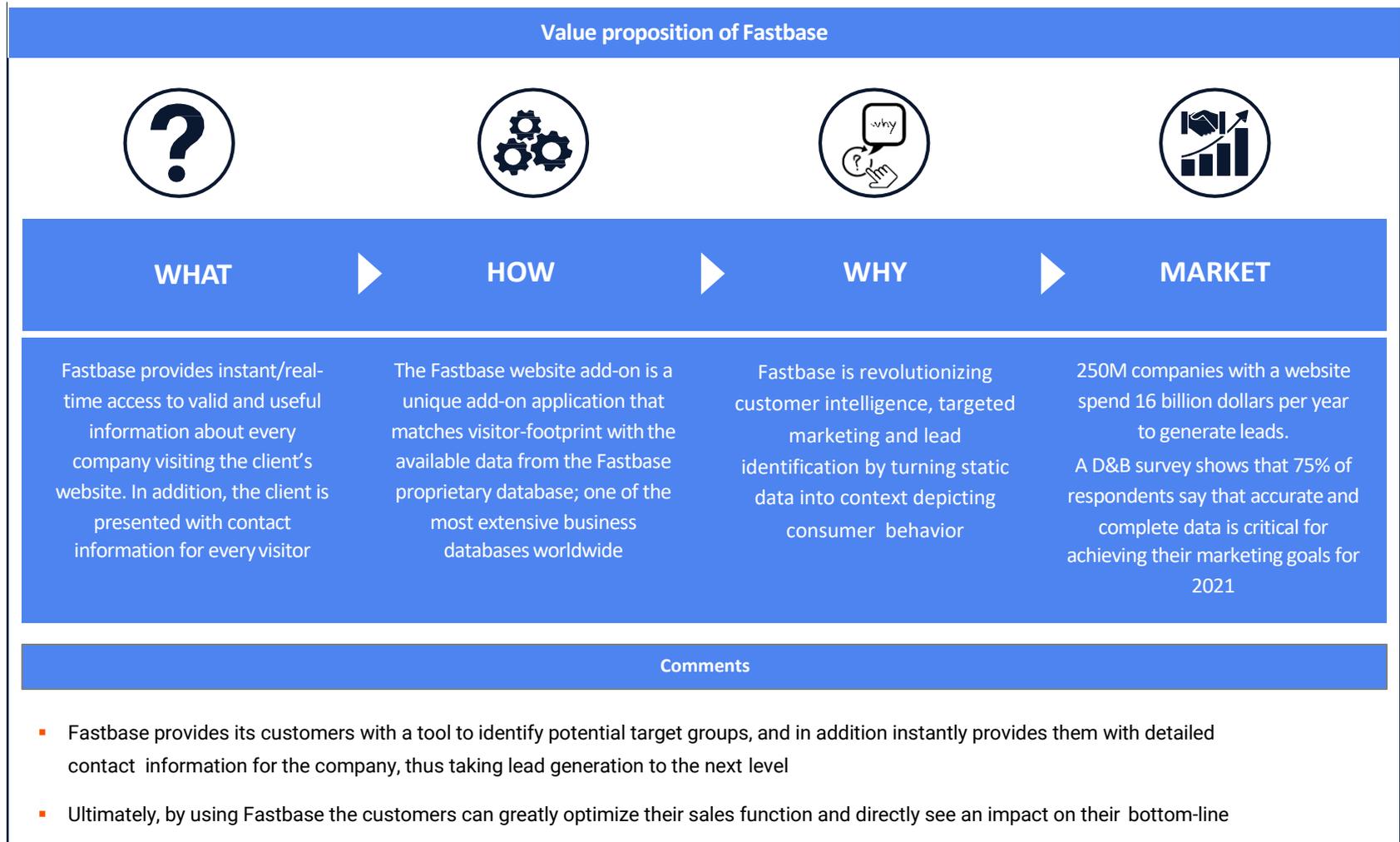
Market size - segmentation



Source: The Washington Post

● Initial focus ● Secondary focus

The Fastbase rationale



How does Fastbase do it? Technical foundation

The Fastbase solution is built upon five pillars of software/databases



SQL Database

- Over a number of years the database has collected information about all companies, websites and contact persons worldwide
- A self-developed database by Fastbase that provides the foundation for the Fastbase solution

Webcrawler

- Using crawler technology the database automatically collects newly found entities, thus ensuring a complete database at anytime
- A manual quality check is conducted by the Fastbase team on a daily basis

Google Analytics API

- Fastbase has developed a script that builds on Google Analytics API
- The script enables Fastbase to collect and manage data from their clients, who are signed up with Google Analytics

Data merger Script

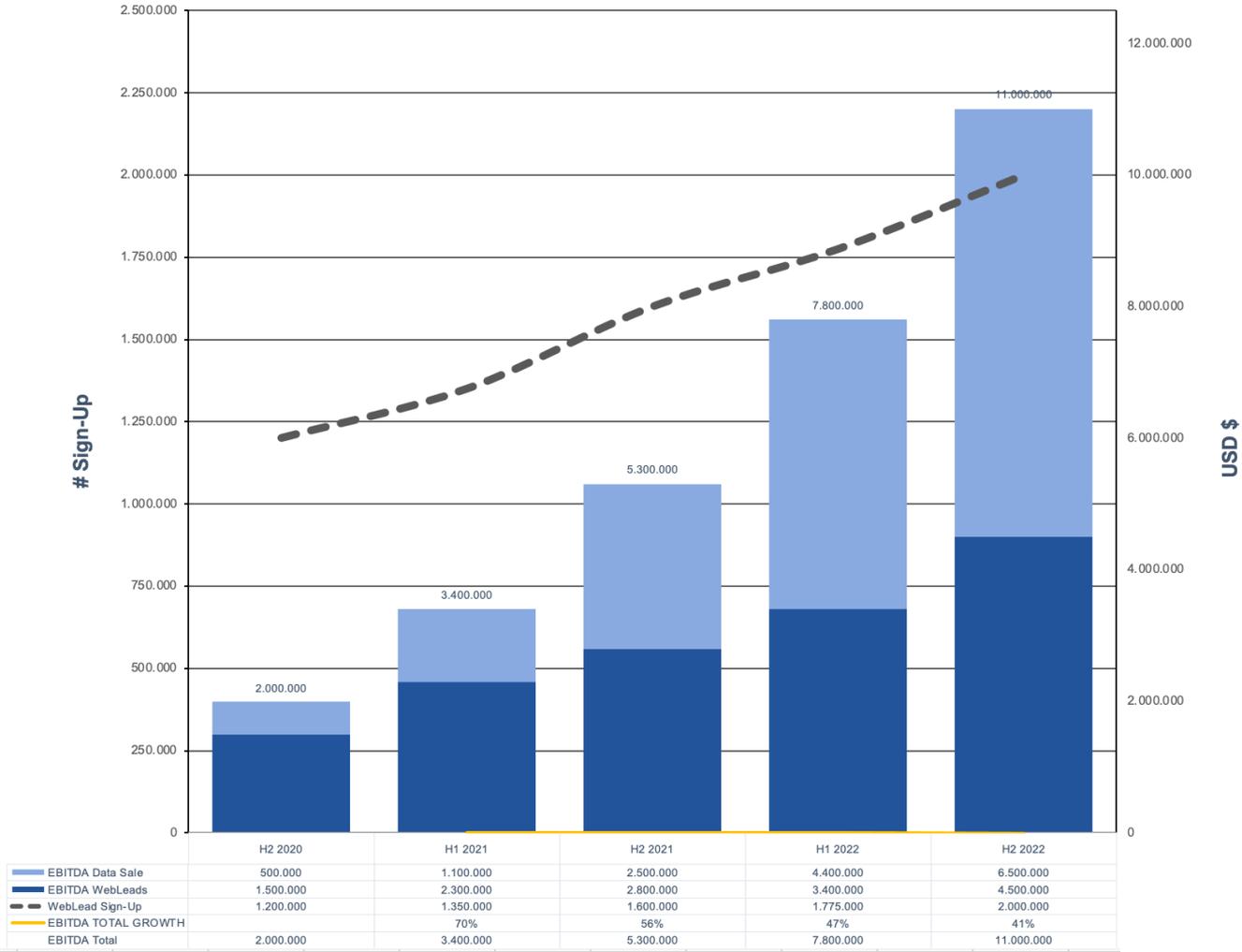
- The self-developed Data Merger script merges the data collected through the Google Analytics API with the data from the proprietary SQL database

User interface

- Lastly, Fastbase's users are presented with their website traffic as collected by Fastbase
- In addition, the users are presented with the opportunity to export/download the content

Financial & Business Progression

Development WebLeads sign-up & EBITDA (US\$)



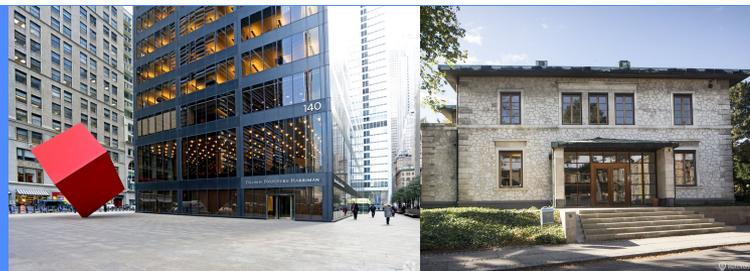
Thank you for your attention
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10005 New York United States
Phone: +1- 800 490 7454

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Gamle Carlsberg Vej 16
DK-2500 Valby
Phone +45 212 400 40



Bank:

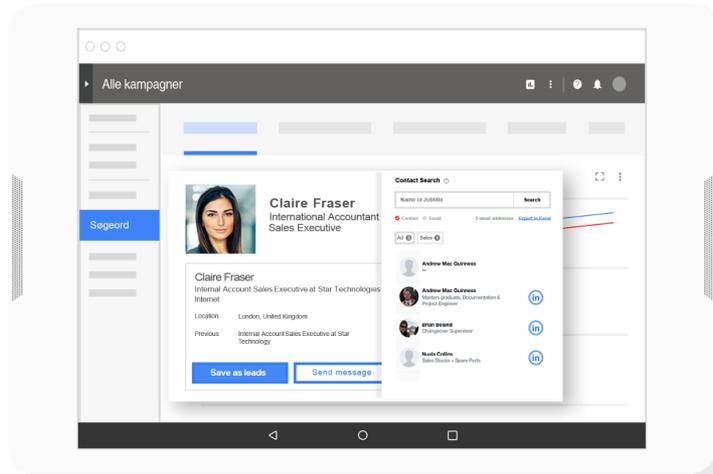
Nordea Bank
Strandgade 3
0900 København C
Tel. +45 33 33 33 33



Appendix

Dashboard and Interface

Fastbase website



WebLeads 6.0

Compatible with
 Google Analytics



Sign in with Google Analytics - It's free



Web Visitor Tracking

Identify your website visitors and get interaction details. WebLeads 5.0 tracking tools allow you to explore which companies and organizations are showing interest in your business - what they specifically are looking at and what they are searching for.



Qualified Leads

WebLeads filters your website traffic into business leads and unidentifiable visitors (typically through ISPs) so you can take quicker action with your leads. View by options such as location and business category.



WebLeads 5.0 for Google Analytics

Enhance your experience with Google Analytics. Link your account and get data recently removed from Google Analytics as well as additional insights into things like your paid digital marketing.

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Fastbase Web leads dashboard



Web leads for Google Analytics

Webleads

Pricing

Rasmus Refer
Premium Plan

Property
All Websites

Hot leads [?]
373

10/02/2017 - 10/02/2018

Show Map



Visitor Details

Export leads

Export CRM **NEW**

- Search Leads
- Enter Location
- NEW LEADS 9,096
- WEBLEADS 11,769
- HOT LEADS 373**
- ADWORDS LEADS 396
- WEB VISITORS 32,378
- EMAIL TRACKING
- G LEADS **NEW**
- ADWORDS B2B **NEW**

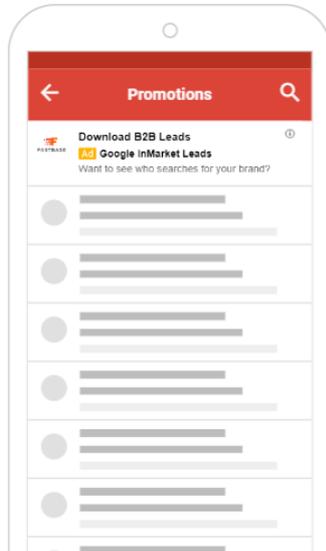
	COMPANY NAME	LOCATION	WEBSITES	EMAIL	VISITED DATE	SPEND TIME	TR
01.	Creditsafe Business Solutions Li...	United Kingdom	www.creditsafe.com	paul.beard@creditsafe.com	01-10-2018	2 min 00 sec	Or
02.	Pro Medica Radiology	United States	www.promedica.org	jean.endicott@promedica.org	26-09-2018	2 min 18 sec	Dli
03.	M.K. Morse Company	United States	www.mkmorse.com	dave.byrley@mkmorse.com	26-09-2018	5 min 00 sec	Or
04.	Mccoymills Ford	United States			25-09-2018	6 min 06 sec	Dli
05.	Medicine Hat Cs Regional Divisi...	Canada	www.mhcbce.ab.ca	sandra.richard@mhcbce.ab.ca	25-09-2018	1 min 08 sec	Or
06.	Globus-Sport Ab	Sweden	www.globussport.se	emil@globussport.se	24-09-2018	1 min 01 sec	Dli
07.	Mccarthy Recruitment - Retail A...	United Kingdom	www.mccarthyrecruitment.com	kate@mccarthyrecruitment.com	21-09-2018	2 min 56 sec	Or
08.	Toronto Suites Inc	Canada	www.torontofurnishedapartments...		20-09-2018	3 min 07 sec	Dli
09.	Salem Academy	United States	www.salemacademy.com		18-09-2018	4 min 45 sec	Dli
10.	Gharda Chemicals Ltd	India	www.gharda.com	publichealth@gharda.com	17-09-2018	1 min 20 sec	Or
11.	Fladgate	United Kingdom	www.fladgate.com	jonathan.hibberts@fladgate.c...	13-09-2018	13 min 32 sec	Re
12.	Rockford	United States	www.rockfordcorp.com	tammy.lowe@rockfordcorp.com	12-09-2018	2 min 58 sec	Dli
13.	Indiana Healing Arts & He	United States	www.indiana.edu	tgrossi@indiana.edu	12-09-2018	3 min 23 sec	Dli
14.	Construction Glass Industries C...	United States	www.cgiwindows.com	debbie.bondonzi@cgiwindow...	10-09-2018	2 min 11 sec	Dli
15.	Kajaanin Puhelinosuuskunta	Finland	www.kpo.fi	vesa.partanen@kpo.fi	10-09-2018	10 min 14 sec	Dli
16.	Nuco Inc	Canada	www.nucoinc.com	info@nucoinc.com	06-09-2018	2 min 07 sec	Or
17.	Conroy Ross Partners Ltd	Canada	www.conroyross.com	gus@conroyross.com	06-09-2018	14 min 29 sec	Or
18.	Bnp Paribas Corporate And Inve...	Singapore	www.bnpparibas.com	fabrizio.cometto@bnpparibas...	05-09-2018	3 min 45 sec	Or
19.	Hocklev Vallev Resort	Canada	www.hocklev.com	info@hocklev.com	05-09-2018	3 min 08 sec	Or

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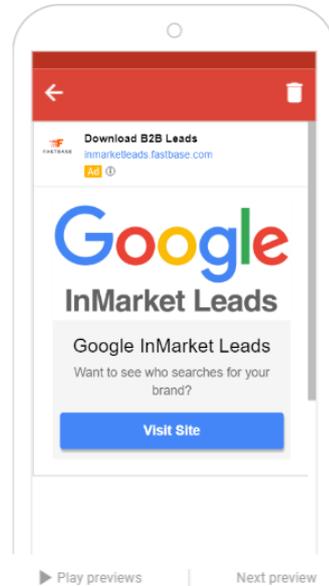
Google banner ads campaign for Fastbase InMarket Leads

Sample of Google Ads campaign for Fastbase Inmarket leads

Preview of your closed ad



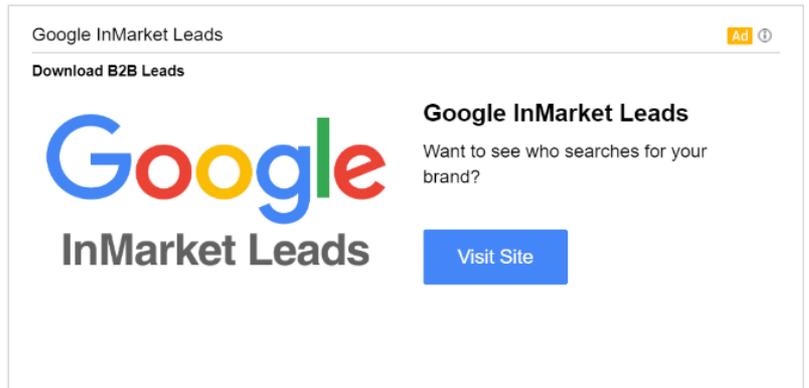
Examples of your opened ad. [Learn more](#)



Preview of your closed ad



Examples of your opened ad. [Learn more](#)



Fastbase targeted mobile ads campaign for InMarket Leads.
All Fastbase ads campaigns are optimized with advice from Google Inc.

Fastbase run Gmail Ads targeted at an audience with interest in business services, marketing and software. Campaign is primarily to target companies in U.S and Europe.