

NOAH17 London 2-3 NOV
 NOAH18 Tel Aviv 13-14 MAR
 NOAH18 Berlin 6-7 JUN

THIS IS NOAH CONFERENCE

NOAH CONNECTS LEADERS AT ONE PLACE USING BEST-IN-CLASS CONFERENCES AND TECHNOLOGY TO EMPOWER THE EUROPEAN DIGITAL ECOSYSTEM



“ It’s a very good conference, one can do business! ”

Oliver Samwer
 CEO, Rocket Internet

SPEAKERS AT NOAH HEARING THE STORY OF EUROPEAN DIGITAL LEADERS > TO LEARN

MAIN STAGE: \$100M MINIMUM VALUATION

- 120+ speakers at NOAH17 London main stage
- 640 companies presented since 2009 (37 digital unicorns)
- Speakers are CEOs and founders
- Including: Adyen, BlaBlaCar, Check24, Criteo, Deliveroo, Delivey Hero, Farfetch, Gett, King.com, MoneySuperMarket, Scout24, Spotify, Stripe, TransferWise, Trivago, UBER, WeWork, Wix, Yandex, etc.

STARTUP STAGE FOR YOUNG EUROPEAN COMPANIES



- 90 x 6-min pitches at NOAH London
- CEOs and founders from [emerging companies](#) less than 4 years old
- Live audience of 100 (Berlin) to 200 (London), video live stream and inclusion in NOAH media library
- 3 winners (online voting) present on main stage at next NOAH
- Unique track record of funding origination

OUR AUDIENCE IS OUR STAGE

- By invitation only
- 12,000+ unique attendees to date at NOAH Conferences
- 23,000 viewers watch the recordings or live streams
- [Videos](#) and [presentations](#) of all past conferences
- Corporate champions attending regularly NOAH: Credit Suisse, Daimler, Deutsche Bank, Digital McKinsey, eBay, Facebook, Google, ING, Naspers, Porsche, Priceline, ProSiebenSat.1, TUI, etc.



NOAH17 LONDON SPEAKER BOOK

CLICK TO VIEW

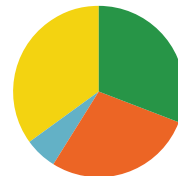
WINNERS TO DATE

- STARTUP STAGE**
NOAH17 Berlin
 #1 Lalafo, #2 Bitbond, #3 TravelPerk
- NOAH16 London**
 #1 Beezer, #2 CodeMonkey, #3 EyefitU
- NOAH16 Berlin**
 #1 Fraugster, #2 123Sonography, #3 adMingle, #4 Scalable Capital, #5 Webdata Solutions
- SEVENTENTURES PITCH DAY**
NOAH15 London SnapCam
NOAH15 Berlin Withings
NOAH14 London Cashboard
NOAH13 London GetYourGuide

NOAH17 LONDON

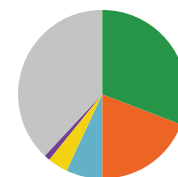
ATTENDEES BY COUNTRY

- 31% UK
- 28% Germany
- 6% US
- 35% Other



ATTENDEES BY SENIORITY

- 31% C-Level
- 19% Investment Partner
- 7% Owner, Founder
- 4% Board Member
- 1% Press
- 38% Other



~60% senior decision makers

NOAH CONNECTS CAPITAL AND ENTREPRENEURS ▶ TO INVEST, RAISE MONEY AND BUILD LONG TERM INVESTOR RELATIONSHIPS

INVESTORS AT NOAH

- ▶ NOAH hosts the top VC, Growth Capital and Buyout investors interested in Internet
- ▶ We hosted on main stage 60% of the top 50 and 56% of the top 80 digital M&A Exits in Europe over the last 7 years since the launch of NOAH Conference in Nov 2009
- ▶ 26 Investors present their portfolio Stars on NOAH17 London Main Stage
- ▶ 630+ VC, Growth and Buyout investors at NOAH17 London
- ▶ 500 unique investor funds attended NOAH to date

VC PANEL

- ▶ A classic session at NOAH since 2009
- ▶ London 2017: GV, Target Global, Insight Venture Partners and EMK Capital



INVESTOR BOOK

- ▶ 100 - 150 detailed investor profiles with contact details and the NOAH Investor Book
- ▶ We do the NOAH Investor Book since 2013

NOAH17 BERLIN INVESTOR BOOK



TOP INVESTORS COME TO NOAH REGULARLY! - Total Attendees over the Last 8 Years

1. Index Ventures	71	14. Summit Partners	34	27. Insight Venture Partners	21	40. Balderton Capital	14
2. Lakestar	70	15. e.ventures	29	28. Goldman Sachs	19	41. Oakley Capital	14
3. Hellman & Friedman	67	16. TCV	28	29. Nokia Growth Partners	19	42. Deutsche Telekom Capital Partners	13
4. KKR	65	17. Acton Capital	27	30. Northzone	18	43. Endeit	13
5. SevenVentures	63	18. Macquarie Capital	25	31. HPE Growth Capital	17	44. Harbert Management Corporation	13
6. Holtzbrinck Ventures	59	19. Spectrum Equity Investors	25	32. InVenture Partners	17	45. Permira	13
7. General Atlantic	45	20. MCI Capital	24	33. Scottish Equity Partners	16	46. Vulcan Capital	13
8. Target Global	41	21. HgCapital	23	34. Silver Lake Partners	16	47. Creathor Venture	12
9. EQT Partners	39	22. Project A Ventures	23	35. DN Capital	15	48. EMK Capital	12
10. Accel Partners	38	23. Atomico Ventures	22	36. Highland Capital Partners	15	49. Finstar Financial Group	12
11. Vitruvian Partners	37	24. Earlybird Venture Capital	22	37. Providence Equity	15	50. Great Hill Partners	12
12. TA Associates	35	25. Maryland	22	38. TPG Capital	15		
13. Eight Roads	34	26. Partech Ventures	22	39. Advent International	14		

SERVICE PROVIDERS AT NOAH ▶ TO FIND NEW CUSTOMERS OR THE MOST PROVEN SOLUTIONS AND TOOLS

PARTNERS

- ▶ 65 partners in 2017
- ▶ 50 exhibition stands
- ▶ 25 workshops



SATELLITE EVENTS

- ▶ 25 satellite events in 2017
- ▶ Speakers Dinner



NOAH BIBLE

- ▶ 450 trading comparables across 40 sectors
- ▶ 300+ most significant transactions
- ▶ Traffic analysis of key B2C sectors
- ▶ NOAH Disruptor List: hottest companies by funds raised
- ▶ Published since May 2015
- ▶ Click [here](#) to sign up



NETWORKING AT NOAH > DO BUSINESS AND DON'T WASTE TIME AT CONFERENCES (WE ARE CURATING YOUR CONFERENCE VISIT)

MATCHMAKING

An introduction platform for the most relevant investors and companies ahead of NOAH London and Berlin:

- Over 1,200 investor meetings requests about to get sent to 630 investors
- 2,300 company meetings requests about to get sent to 1,000 leading digital companies at all stages

630+ INVESTMENT FUNDS

Investor Name	Interested in Meeting	Investing Stage	Equity Check Size (€M)	Pass NOAH Attendees
HELLMAN & FRIEDMAN	<input checked="" type="checkbox"/>	VC	300 - 1,000	Stephen Duclet, Niccolò Ferragamo, Arup, Willy Smeets, Lukas Such, Rik Mathis, Florin, Zita Savard, Andrew Stern
Lakestar	<input checked="" type="checkbox"/>	VC	1 - 50	Nicolas Brandt, Norman Giers, Marco Diptis, Mark Schmidt, Christoph Schuch
TARGET GLOBAL	<input checked="" type="checkbox"/>	VC	0 - 25	Michael Brehm, Shmuel Chafetz, Galambos, Adam Kovalenko

1,000+ INTERNET COMPANIES

Company Name	Meeting	Segment	Description	Current Employees	Stage	Capital Raised (€M)	Key Investors
Accengage	<input checked="" type="checkbox"/>	Adtech	Launched in 2011 by Digital...	101-250	VC	3	Mobile First Alliance
ad2games	<input checked="" type="checkbox"/>	Adtech	ad2games is an innovative...	\$1-100	VC	9	Worfor Group



- Over 9,000 messages and 7,000 meetings set up at NOAH Berlin
- The app used by 75% of the conference attendees
- [NOAH Connect App Guide](#)



MEETING ROOMS AT NOAH LONDON

- 60 meeting spaces on site (one dedicated floor)
- 10 meeting locations – easy to find, live and on the floorplan
- Meeting rooms bookable on demand



OUR MOST COMPELLING SESSION



TRAVIS KALANICK
Founder
UBER

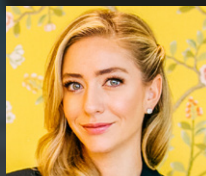
DR. DIETER ZETSCHE
CEO
DAIMLER

NOAH17 LONDON - SELECTED CONFIRMED SPEAKERS

[VIEW PROGRAM](#)



STEPHANIE PHAIR
CSO
FARFETCH



WHITNEY WOLFE
Founder & CEO
bumble



GEOFF COOK
CEO
THE MEET GROUP



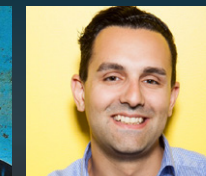
SAMIR DESAI
Co-Founder & CEO
Funding Circle



REMO GERBER
CCO
LILIUM



NIMROD LEHAVI
Co-Founder & CEO
simplex



ALAN MAMEDI
Co-Founder & CEO
truecaller



PHILIPP MAN
CEO
CHRONEXT



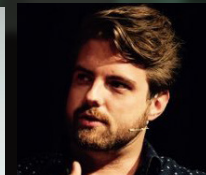
ROELANT PRINS
CCO
adyen



MARCO PESCARMONA
Chairman & CEO
MOL Gruppo MutuiOnline



FLORIAN REUTER
CEO
VOLOCOPTER



PETER SMITH
Co-Founder & CEO
BLOCKCHAIN



VALENTIN STALF
Founder & CEO
N26



NIKOLAY STORONSKY
Founder & CEO
Revolut

NOAH IS A UNICORN BREEDING GROUND

Speaking Company	# of Times at NOAH	First Time	Segment	Founded	Raised (\$m)	Current Status
Challengers						
Adyen	11	2010	Payments	2006	266	Reached unicorn status
AutoTrader	4	2010	Classifieds - Cars	1977	-	\$4.74bn market cap
Avast	1	2012	Cybersecurity & Anti-Virus	1988	100	Reached unicorn status
AVG	2	2009	Cybersecurity & Anti-Virus	1991	252	Sold to Avast for \$1.3bn after IPO
Babylon Health	2	2013	Health & MedTech	2013	85	Successful private company
BlaBlaCar	7	2013	Rider Sharing & Car Pooling	2006	335	Reached unicorn status
Careem	1	2017	Rider Sharing & Car Pooling	2012	571	Valued at \$1.2bn
CHECK24	2	2015	Lead Generation Services	1999	-	Reached unicorn status
Cloudflare	2	2016	Cybersecurity & Anti-Virus	2009	182	Valued at \$3.2bn
CTS Eventim	7	2012	Marketplaces	1999	-	\$4.11bn market cap
Criteo	8	2009	Display & Retargeting	2005	63	\$2.89bn market cap
Deliveroo	1	2015	Meal Delivery	2013	860	Reached unicorn status
Delivery Hero	9	2010	Meal Delivery	2011	2,581	\$7.17bn market cap
Farfetch	2	2011	Fashion E-Commerce	2007	702	Reached unicorn status
Fotolia	10	2009	Marketplaces	2005	225	Sold to Adobe for \$800m
Gett	7	2012	Taxi Apps	2010	613	Reached unicorn status
GetYourGuide	7	2013	Travel	2008	96	Successful private company
Immobiliare	3	2014	Travel	2005	-	Successful private company
Ironsource	2	2012	Developer Tools	2009	105	Reached unicorn status
iZettle	2	2013	Payments	2010	269	Successful private company
Just Eat	2	2014	Meal Delivery	2001	72	\$6.16bn market cap
Klarna	4	2012	Payments	2005	637	Valued at \$2.5bn
King.com	7	2010	Gaming	2003	84	Sold to EA for \$5.9bn after IPO
Kreditech	8	2010	Personal Loans	2012	497	Successful private company
Markafoni	2	2012	Fashion E-Commerce	2008	8	Sold to Naspers for \$200m
Momondo Group	5	2011	Travel	1996	152	Sold to Priceline Group for \$550m
MoneySuperMarket	3	2011	Lead Generation Services	1993	-	\$2.86bn market cap
Photobox	3	2013	Marketplaces	2000	305	Sold to Exponent & Electra for \$615m
Privalia	5	2011	Fashion E-Commerce	2006	219	Sold to Vente-Privee for \$560
Scout24	9	2011	Marketplaces	1998	-	\$4.3bn market cap
SeLoger	7	2010	Classifieds - Real Estate	1992	-	Sold to Axel Springer for \$847
Showroomprive	8	2010	Fashion E-Commerce	2006	44	\$717m market cap
Sigfox	2	2016	Internet of Things	2010	327	Valued at \$708m
SimilarWeb	5	2014	Analytics & Intelligence	2007	112	Successful private company
Skrill	6	2009	Payments	2001	800	Sold to Optimal Payments for \$1.98bn
Skyscanner	3	2012	Travel	2003	197	Sold to Ctrip for \$1.7bn
Spotify	5	2009	Music	2006	2,563	Getting ready for \$16bn rumoured IPO
Stripe	3	2015	Payments	2010	440	Valued at \$9.2bn
Taboola	2	2014	Content Advertising	2007	160	Reached unicorn status
tado°	6	2013	Internet of Things	2011	56	Successful private company
TeamViewer	4	2015	Communication & Collaboration	2005	-	Sold to Permira for \$1bn
TomTom	2	2015	Navigation & Parking	1991	-	\$2.55bn market cap
Trainline	3	2011	Travel	1997	-	Sold to KKR for \$681
Transferwise	4	2011	Banking Fintech	2010	116	Reached unicorn status
trivago	5	2011	Travel	2005	54	\$3.17bn market cap
Uber	1	2016	Taxi Apps	2009	11,562	Reached unicorn status
Waze	3	2011	Navigation & Parking	2007	67	Sold to Google for \$1.1
WeWork	4	2015	Workspaces	2010	9,854	Valued at \$20bn
Wix.com	4	2012	Horizontal SaaS	2006	59	\$3.07bn market cap
Wooga	7	2011	Gaming	2009	32	Successful private company
XING	9	2009	Content & Media	2003	7	\$1.74bn market cap
Yad2	6	2012	Classifieds - Horizontal	2005	-	Sold to Axel Springer for \$228m
Yandex	7	2012	Content & Media	2000	-	\$10.23bn market cap
Zooplus	1	2011	Vertical E-Commerce	1999	-	\$1.13bn market cap
Zalando	7	2011	Fashion E-Commerce	2008	468	\$12.92bn market cap
Zendesk	4	2012	Horizontal SaaS	2007	86	\$2.94bn market cap
Champions						
Adidas	1	2016	Consumer Goods	1949	-	\$48.14bn market cap
AXA	3	2015	Insurance & Finance	1982	-	\$72.8bn market cap
Axel Springer	10	2010	Digital & Media	1946	-	\$7.17bn market cap
Bayer	3	2015	Healthcare	1863	-	\$114.17bn market cap
Bertelsmann	9	2010	Digital & Media	1835	-	Private company
BMW	3	2015	Automotive	1916	-	\$67.79bn market cap
Daimler	3	2015	Automotive	1998	-	\$85.82bn market cap
Deutsche Bahn	2	2015	Travel & Transportation	1994	-	Government controlled company
Deutsche Börse	6	2012	Finance & Banking	1992	-	\$21.29bn market cap
eBay	11	2010	Digital & Media	1995	-	\$40.3bn market cap
Facebook	12	2009	Digital & Media	2004	2,336	\$498.65bn market cap
Google	10	2010	Digital & Media	1998	-	\$678.60bn market cap
Huffington Post	4	2012	Digital & Media	2005	-	Acquired by AOL
IAC	1	2015	Digital & Media	1995	-	\$9.76bn market cap
innogy	6	2014	Industrials	2015	-	\$24.97bn market cap
Klöckner & Co	3	2016	Industrials	1906	-	\$1.20bn market cap
Lufthansa	5	2015	Travel & Transportation	1953	-	\$13.64bn market cap
METRO Group	6	2011	Consumer Goods	1996	-	\$7.33bn market cap
Naspers	10	2010	Digital & Media	1915	-	\$103.4bn market cap
Porsche	5	2015	Automotive	1931	-	\$9.88bn market cap
Priceline Group	8	2011	Travel & Transportation	1997	-	\$94.18bn market cap
ProSiebenSat.1 Media	10	2010	Digital & Media	2000	-	\$8.16bn market cap
RTL	10	2009	Digital & Media	1931	-	\$11.74bn market cap
Schibsted	7	2011	Digital & Media	1839	-	\$5.64bn market cap
Siemens	7	2013	Industrials	1847	-	\$127.19bn market cap
Tencent	1	2014	Digital & Media	1898	-	\$429.81bn market cap
ThyssenKrupp	1	2017	Industrials	1999	-	\$17.00bn market cap
TUI	1	2017	Travel & Transportation	1923	-	\$10.17bn market cap
Vivendi	3	2012	Digital & Media	1853	-	\$32.50bn market cap
VISA	1	2017	Insurance & Finance	1958	-	\$245.9bn market cap
WPP	5	2012	Advertising	1971	-	\$23.36bn market cap

■ Unicorns

Source: Unicorn definition actual reported data where available and NOAH estimates.

THE TOP 80 DIGITAL EUROPEAN M&A DEALS BY SIZE IN THE LAST 7 YEARS

We hosted on main stage 60% of the top 50 and 56% of the top 80 digital M&A Exits in Europe over the last 7 years since the launch of NOAH Conference in Nov 2009

Date	Acquiror	Target	Target Country	Adjusted EV (€m)
Jun 16	Tencent	Supercell (84%)	Finland	9,687
Aug 15	Paddy Power	Betfair Group (merger)	UK	6,824
May 11	Microsoft	Skype	Luxemburg	5,899
Nov 15	Activision Blizzard	King.com	UK	4,539
Mar 15	YOOX	Net-a-Porter (merger)	UK	3,120
Oct 16	Cinven, Permira, Mid Europa	Allegro	Poland	3,033
May 17	Moody's	Bureau van Dijk	Netherlands	3,000
Oct 15	Naspers	Avito (50.6%)	Russia	2,152
Jan 14	Apax Partners	Trader Media Group	UK	2,126
Nov 13	Hellman & Friedman	Scout24	Germany	2,000
Sep 14	Microsoft	Mojang	Sweden	1,932
Dec 16	Go Daddy	Host Europe Group	Germany	1,690
Dec 16	Ctrip	Skyscanner	UK	1,622
Sep 14	mail.ru	Vkontakte (remaining 48%)	Russia	1,598
Jul 17	Ingenico	Bambora	Sweden	1,500
Jul 16	AVAST Software	AVG Technologies	Netherlands	1,170
Mar 15	Optimal Payments	Skrill	UK	1,100
Jan 17	Zhejiang Jinke Entertainment	Outfit7	Slovenia	1,000
May 14	Permira	Teamviewer	Germany	870
Jun 13	Google	Waze	Israel	863
Sep 14	Access Industries	Perform Group	UK	858
Jul 14	Ingenico	GlobalCollect	Netherlands	820
Dec 12	Expedia	trivago (61.6%)	Germany	774
Feb 14	CVC Capital Partners	Avast Software	Czech Republic	738
Jul 15	Deutsche Boerse	360T	Germany	725
Feb 14	Rakuten	Viber	Cyprus	658
Dec 14	Adobe	Fotolia	Europe	645
Sep 10	Axel Springer Verlag	SeLogger (87.6%)	France	634
Feb 15	Rocket Internet	HelloFresh (51.7%)	Germany	623
Jan 15	KKR	thetrainline.com	UK	595
May 15	Delivery Hero	Yemek Sepeti (88.6%)	Turkey	594
Feb 17	Priceline Group	Momondo Group	UK	586
Oct 15	Exponent. Electra	PhotoBox	UK	546
Jul 13	Cinven	Host Europe	UK	508
Apr 16	Vente-Privée	Privalia	Spain	500
Feb 15	Rocket Internet	Delivery Hero (30%)	Germany	496
Mar 16	HgCapital	Raet	Netherlands	470
Jul 13	TPG	TSL Education	UK	464
Mar 14	BC Partners	CarTrawler	Ireland	450
Feb 11	Odigeo (AXA and Permira)	Opodo	UK	450
Feb 15	Immowelt	Immonet (merger)	Germany	420
Apr 11	TA & Summit	Bigpoint	Germany	408
Sep 10	Schibsted	LeBoncoin (remaining 50%)	France	400
Jan 14	Zynga	NaturalMotion	UK	388
Oct 14	Publicis	Matomy (24.9%)	Israel	383
Jan 14	Google	DeepMind	United Kingdom	365
Jan 13	Ingenico	Ogone	Belgium	360
Feb 12	Ahold	Bol.com	Netherlands	350
Aug 14	Delivery Hero	Pizza.de	Germany	300
Aug 15	Ströer	InteractiveMedia	Germany	300
Jul 10	Permira	eDreams	Spain	300
Sep 16	ProSiebenSat.1	Parship (51%)	Germany	300
Mar 17	Altice	Teads.tv	France	300
Apr 16	Rakuten	Cabify	Spain	283
Feb 13	Partners Group	Softonic (30%)	Spain	275
Jun 15	Vivendi	DailyMotion (80%)	France	271
Mar 16	Shandong Hongda Mining Co.	Jagex	UK	270
Jun 15	7Commerce	Verivox (80%)	Germany	262
Jul 14	KKR	Scout24 Schweiz & Omnimedia (49%)	Switzerland	262
Apr 15	Zoopla	uSwitch	UK	260
May 17	MTG	InnoGames (30%)	Germany	260
Dec 14	eSure	Gocompare (50%)	UK	241
Jan 11	Amazon	LoveFilm	UK	236
Feb 17	Take-Two	Social Point	Spain	234
Feb 15	Tamedia	Ricardo	Switzerland	228
May 12	NTT DOCOMO	Buongiorno	Italy	223
Aug 12	AXA Private Equity	Bestsecret.com	Germany	223
Aug 15	Adidas	Runtastic	Austria	220
May 15	Recruit Holdings	Wahanda (70%)	UK	218
Mar 15	Recruit Holdings	Quandoo (92.9%)	Germany	213
Jun 12	Naspers	Netretail (79%)	Netherlands	213
Apr 16	AccorHotels	OneFineStay	UK	212
Dec 14	Host Europe	Intergenja	Germany	210
Dec 16	General Atlantic	Hemnet (majority stake)	Sweden	208
May 11	LBO France	Promovacances	France	200
Jun 10	Rakuten	PriceMinister	France	200
Jun 14	Bestseller	M&M Direct	UK	177
Mar 11	Privalia	Dress for Less	Germany	175
Apr 16	Nokia	Withings	France	170
Sep 14	Neiman Marcus	Mytheresa.com	Germany	150

Note: Digital Companies trade sale exits (only one most recent deal counted per company). Green font denotes speaker at NOAH.