



Investment opportunity

LNC global mobile - MobiTrotter

Mobitrotter in brief

- **MobiTrotter is a new mobile app** for Android and iPhone providing roaming-free mobile telephony for leisure travelers.
- The app **saves up to 95%** on all international calls and enables mobile surf abroad with 90-99% savings.
- MobiTrotter can be used on WiFi or with a local sim card. Either way **you keep your regular number**.
- MobiTrotter has a unique market position being **one single provider** for all international call cases.
- **Free WIFI-WIFI** calls trigger the customers to download the app. It fits well with the trend of Tour Operators expanding their WiFi-networks.
- The main sales channel is Tour Operators. MobiTrotter is a **perfect value added service for the Travel Industry**. The offering is a win-win due to commission based revenues for the partners and big savings for their customers.
- The company, based in Stockholm, Sweden, is in the start-up phase and has up until today **secured visibility to 850 000 travelers**.

First partners

- Ving, part of Thomas Cook Group: 660.000 travelers Sweden, 1,5 million travelers in Scandianvia
- Apollo, part of Kuoni Group: 350 000 travelers Sweden, 1 million travellers in Scandinavia

Market

- Total adressable market; Phase 1; the Nordic countries: 5,4 million travelers
- Smartphone penetration is increasing, ~60% in our target group.

Go to market strategy

1. Establish partnerships with large Tour Operators

- ✓ 100% same target group
- ✓ Great exposure scheduled before travel e.g. departure emails, ads on boarding cards and ads as text messages.
- ✓ International footprint opens up multiple markets with each agreement.

2. Fast international roll out:

- ✓ Phase 1: Establish presence in Europe, Asia and Australia, completed 2015.
- ✓ Phase 2: Expansion in Europe and Asia + Australia, completed by end of 2016.
- ✓ LNC globla mobile is technically prepared to roll out in +50 countries.

Profitability

- Penetration: 2-3% of Tour Operators TAM
- EBITDA margin: 26% at 2017

Currency: Euro €	2014	2015	2016	2017
Revenue	0	2 390 536	12 414 257	24 238 606
COGS	0	1 673 375	8 689 980	16 967 024
Gross Margin	0	717 161	3 724 277	7 271 582
OPEX, Personnel Costs	46 320	408 360	566 400	784 800
OPEX, Other	18 700	131 400	136 800	146 400
EBITDA	-65 020	177 401	3 021 077	6 340 382

Investment proposal

- To enable market entry and traction in the Scandinavian markets, the company is asking for a **150.000 EUR funding for 4,8% of the company. Company pre-money valuation is 3 MEUR.**
- For further details please ask for the Investment Memorandum.
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