

Investor Presentation

Join us in the sharing economy

- we make sharing easy



Nicolai Frisch Erichsen

Group CEO
Freetrailer Group A/S

Important notice

This presentation, including any related comments, may contain forward-looking statements. These statements involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially from those expressed or implied by such statements. Such factors include, but are not limited to, market conditions, competitive dynamics, regulatory changes, and other uncertainties beyond the control of Freetrailer A/S. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

The information contained in this presentation is based on data available up until November 1, 2023. Subsequent developments or changes are not reflected in this presentation. We are committed to providing the most up-to-date information to our investors.

30/6
202230/6
202331/12
2023*Active
locations*

Status

- ▶ 2004 Year of establishment
- ▶ + 1.050,000 total number of rentals yearly
- ▶ + 125 Partners
- ▶ + 1,100 Pick-up points in Denmark, Sweden, Norway and Germany
- ▶ + 4,500 Trailers on the road
- ▶ New agreements in Germany



132

88

140

452

282

542

255

236

389

41

25

47

Investment Opportunity

- ▶ **Unique and proven concept with international potential**
- ▶ **Solid footprint in the Nordics with tier 1 partnerships**
- ▶ **Strong unit metrics and data driven growth strategy**
- ▶ **Expansion route to new geographies based on density and critical mass in chosen hubs**
- ▶ **A profitable growth company**

Our Board

Meet the leaders guiding Freetrailer's journey forward.



Thomas Zeihlund

Chairman



Jesper Lohmann

Board member



Mikael Bartroff

Board member



Charlotte Bender

Board member



Anders Birk

Board member

Our management

Together we create the road to success



Nicolai Frisch
CEO



Martin Damm
CFO



Sara Lyngsø
CMO

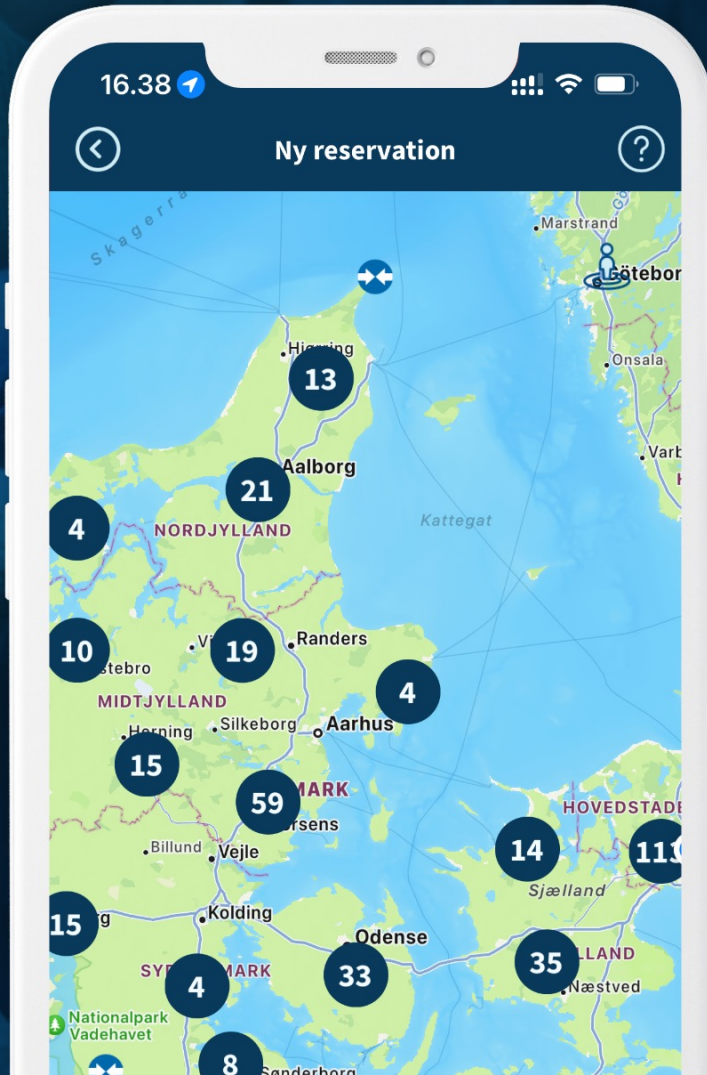


Lasse Ott Kartin
CTO



Stig Søbørg
Head of service

+ Over 65 dedicated and exceptional team members at Freetrailer...



**Efficient sharing model
for all parties**





NEW CUSTOMER ENTRY

Freetrailer Marketing Efforts
Online and Offline



MAKE RESERVATION

Bookingplatform
Bookingsystem in App



PICK UP FREETRAILER AT PARTNERLOCATION

Uses App and smartlock system
to Pick up Car-trailer og Cargo-bike

FREETRAILER CUSTOMER LOYALTY

TOP 20 IN MOST
DOWNLOADED APP
&
4,7 ON TRUSTPILOT



THE FREETRAILER FULLSERVICE PROVIDES



USES FREETRAILER FOR ANY PURPOSE

Use the top og the line products
App guidance and customer support



RETURN WITH FREETRAILER TO PARTNER LOCATION

Uses App and smartlock system
to return Car-trailer or Cargo-bike

CX
& PX

The provided data is based on customer
analysis from recent months with a 10%
response rate.

Happy customer happy partner

81

NPS



Freetrailer Denmark signals exceptional customer loyalty and satisfaction.

650

EURO €



Is the Avg. customer basketsize and shows strong engagement in shopping.

25

PERCENT



Of our customers are visiting the store when picking up or returning a Freetrailer.

Impressive user feedback: +37,000 reviews

Across Trustpilot and other platforms, users praise our user-friendly service, quality trailers, and sharing-friendly approach. Our 4.7 out of 5 score reflects our commitment to excellence.

Statistics reflecting data until November 1, 2023

www.freetrailer.com

Anmeldelser 7.861 • Fremragende



✓ VERIFICERET VIRKSOMHED



Dejlig service at kunne leje en tr



Perfekt nye trailere pæne rene og...



Hurtigt nemt trailer var p



Let at låne.



God instruktion i appen



Genial service



Det virkede perfekt



Det spiller ALTID

Highlights 2023

- 🌀 Nationwide co-operation with jem & fix: 127 stores, 561 trailers.
- 🌀 Freetrailer delivered revenue of DKK 25.3 mio. in Q2 2023/2024, corresponding to a growth of 42.4% compared to the previous year.
- 🌀 Expanded presence and partnerships across the Scandinavian markets.
- 🌀 Freetrailer enters into a partnership with IKEA for a new in-house produced electric bike.
- 🌀 New CEO, Nicolai Frisch, focuses on data-driven optimisation and efficiency.



Platform improvements

Business Intelligence tool:

- ▶ Provides partners with in-depth insights into rental performance.
- ▶ Analyses usage hours and identifies capacity trends.
- ▶ Supports optimised resource management and improves customer service.

Integration of



MobilePay

- ▶ Simplifies the payment process for users.
- ▶ Offers a more user-friendly and secure transaction experience.

New optimised website:

- ▶ Improved user interface for easier navigation.
- ▶ Faster and more responsive user experience.

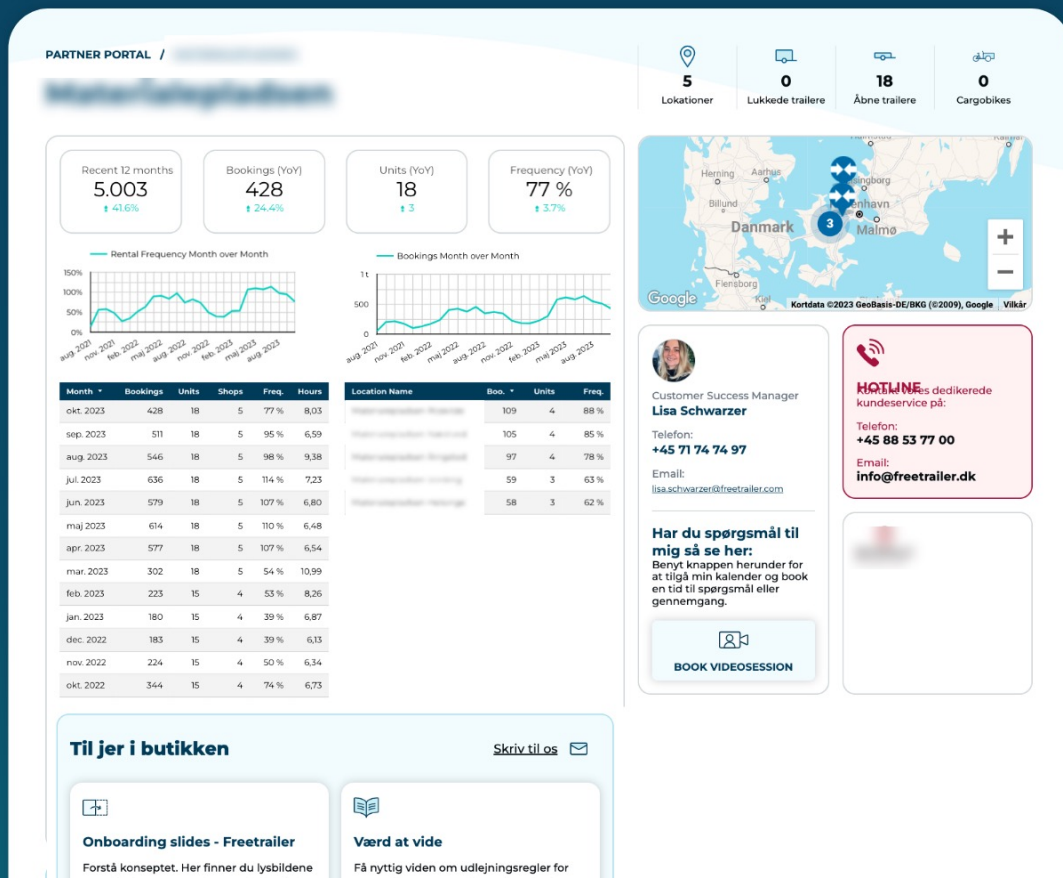
Local storage of user information on the App:

- ▶ Improves app performance and user experience.
- ▶ Ensures faster access for users.

New Marketing Website and BI Partner Portal

New marketing website

A variety of new features



11.16

freetrailer

LEJ EN TRAILER GRATIS I HELE DANMARK

SE LEDIGE TRAILERE LIGE NU

Søg i hele Danmark

By eller postnr.

Trailertyper

Vis alle trailertyper

Afhentning 27. nov. 2023

Returnering 27. nov. 2023

SØG

freetrailer

FORSIDE / LEDIGE TRAILERE

LEDIGE TRAILERE LIGE NU

Udfyld nedenstående for at se, hvor du finder ledige trailere lige nu og mindst 5 timer frem!

1. Vælg et område

Alle København Aarhus Odense Aalborg Randers Roskilde Esbjerg Horsens Kolding Hjørring Køge Næstved Svendborg Sønderborg Viborg Nykøbing F Lolland Holstebro Holbæk Herning Kalundborg Slagelse Silkeborg Ringsted Hillerød Bornholm Aabenraa Thisted

2. Vælg en trailer type

New App Features for Users

MobilePay integration:

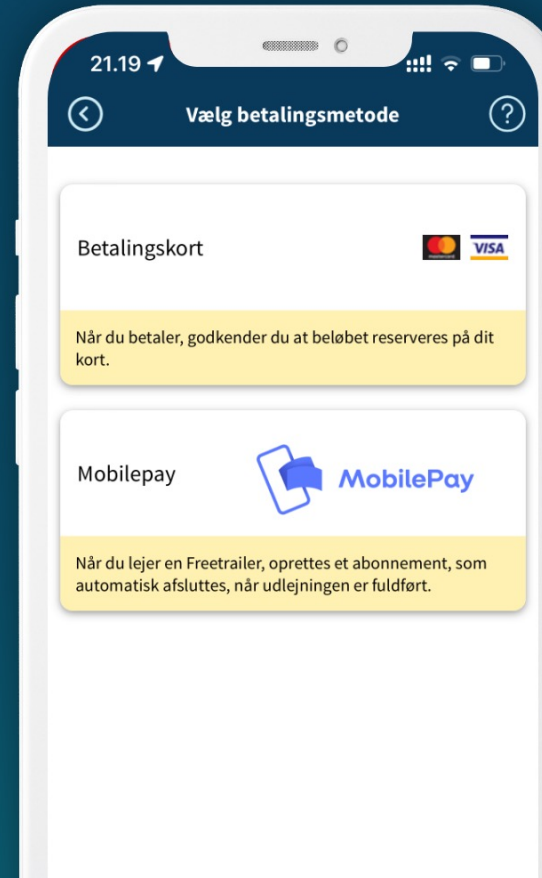
- ▶ Easy, familiar payment method.
- ▶ Speeds up transactions.

User information storage:

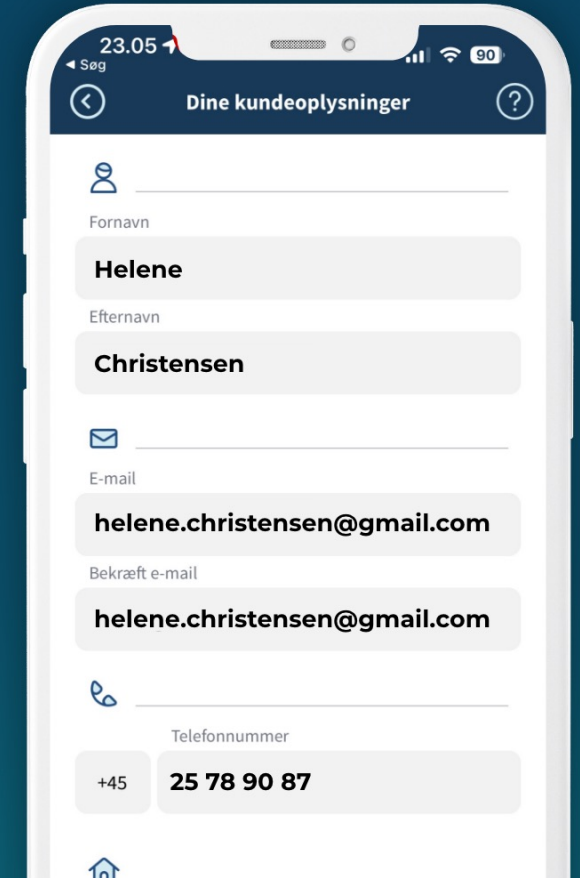
- ▶ Saves personal details for faster bookings.
- ▶ Enhances convenience, encourages repeat use.

Key Point: These updates simplify the booking process, improving customer satisfaction and loyalty, driving repeat usage.

MobilePay integration:

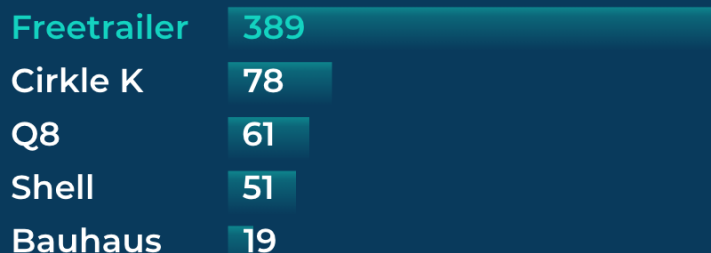


User information storage:

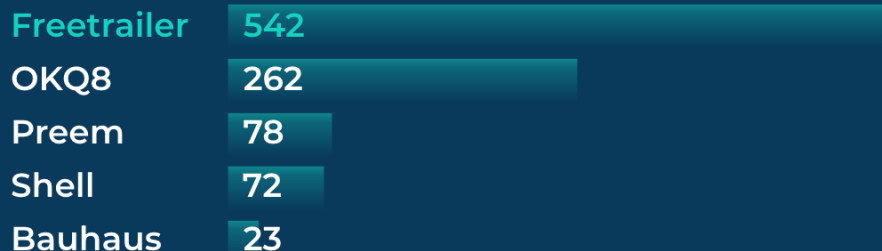


Freetrailer **vs.** competitors pickup-locations in the markets

DK



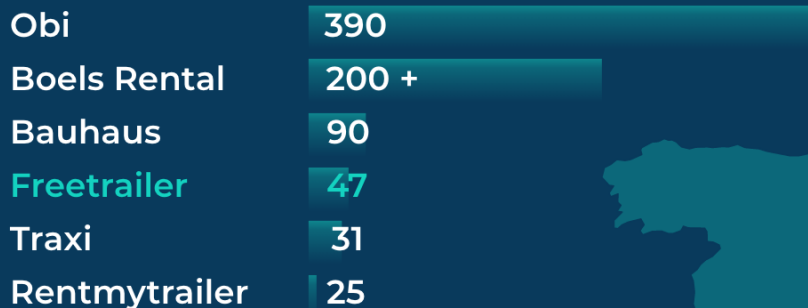
SE



NO



DE



The process involved a thorough assessment of competitors using a variety of comparable products, especially "Closed trailers." To determine the number of rental locations each competitor had, a manual count was conducted.

Statistics reflecting data until December 31, 2023

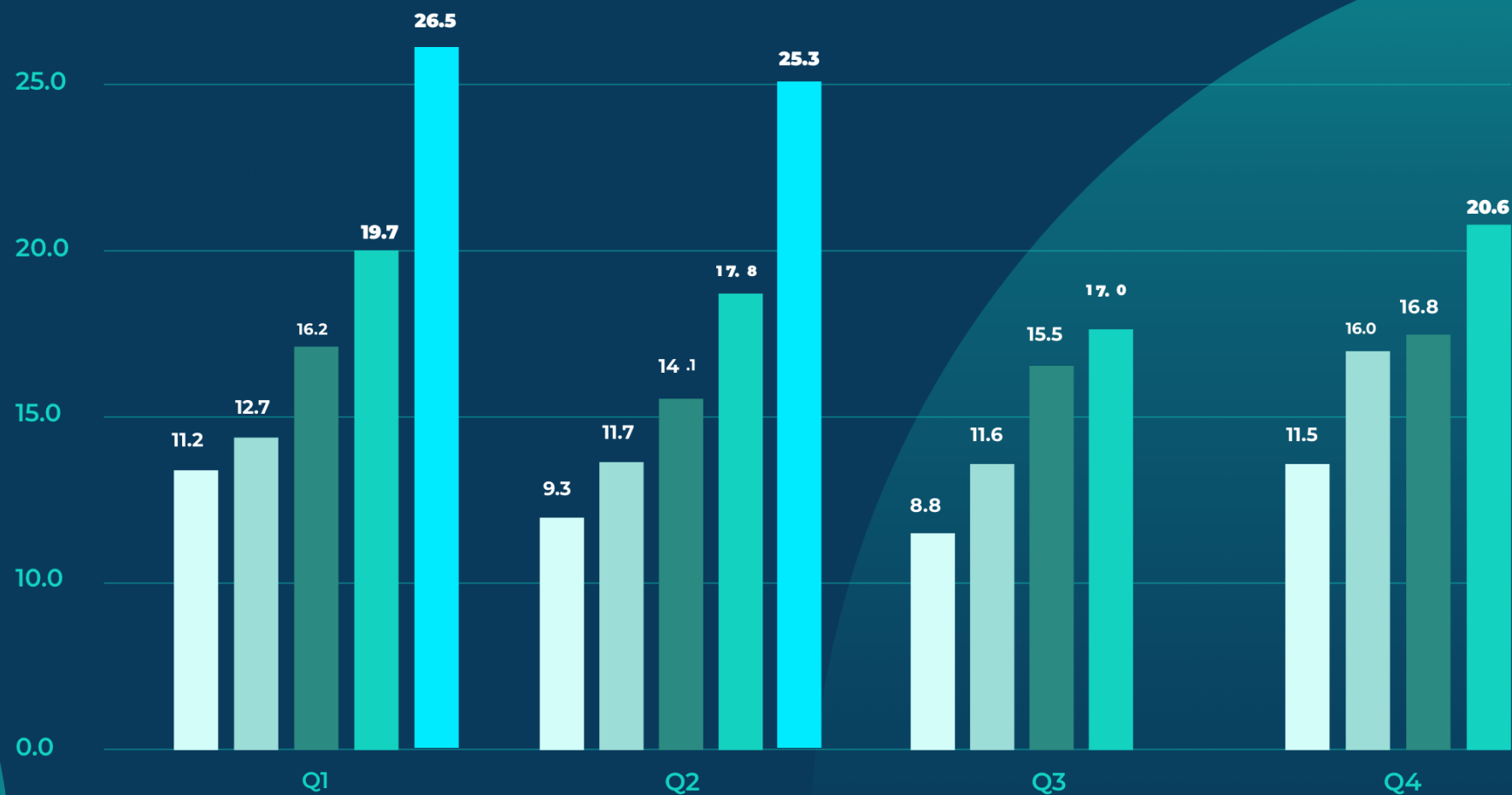
Key figures for rentals

	Number of rental products		Number of rentals		Utilisationrate	
	31/12/2023	31/12/2022	H1 23/24	H1 22/23	H1 23/24	30/06/2023
Denmark	2,103	1,428	285,668	227,850	86%	87%
Sweden	1,649	1,049	215,975	159,146	77%	78%
Norway	604	446	76,006	44,382	70%	56%
Germany	174	144	12,920	9,999	43%	46%
	4,530	3,067	590,569	441,377	79%	77%

* Covers all rental products

Quarterly revenue (dkk million)

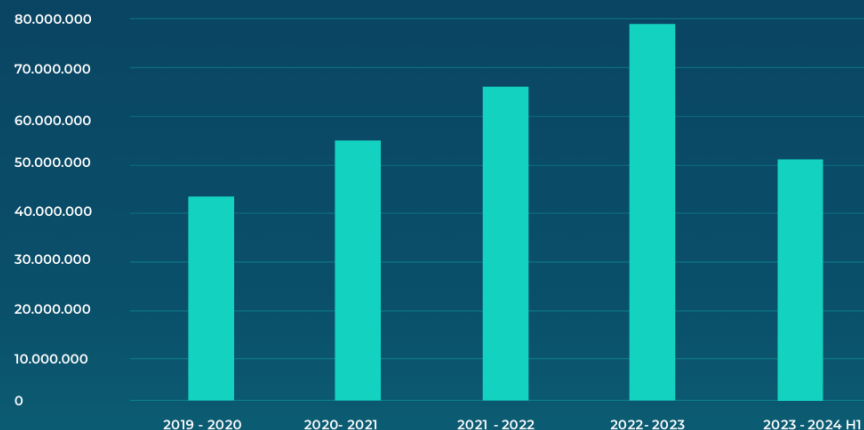
19/20 20/21 21/22 22/23 23/24



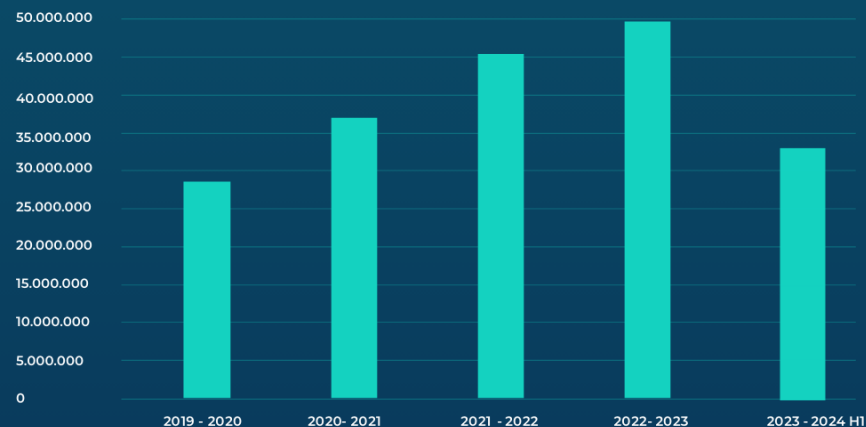
*Average annual growth (CAGR)

Financial performance over the years

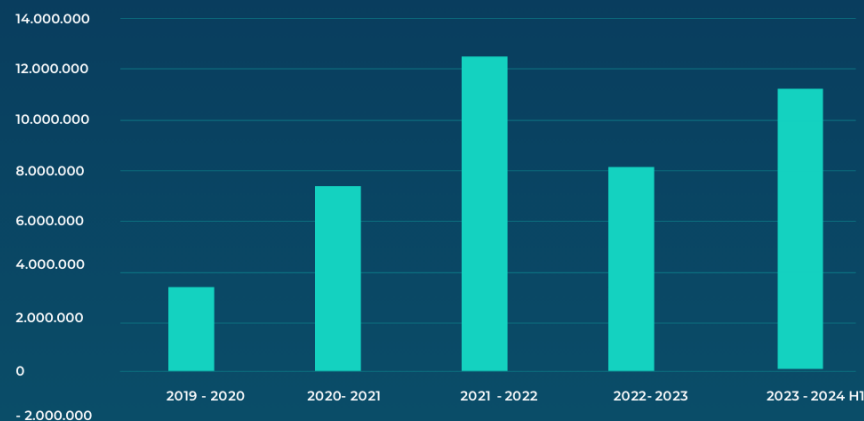
Revenue



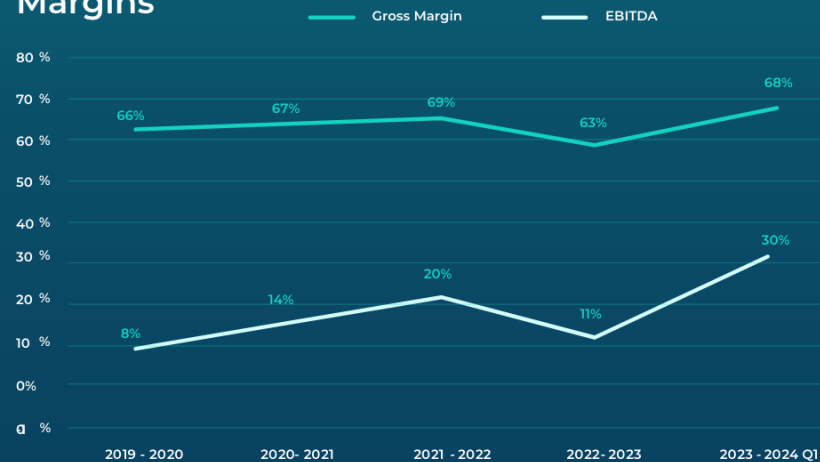
Gross Profit



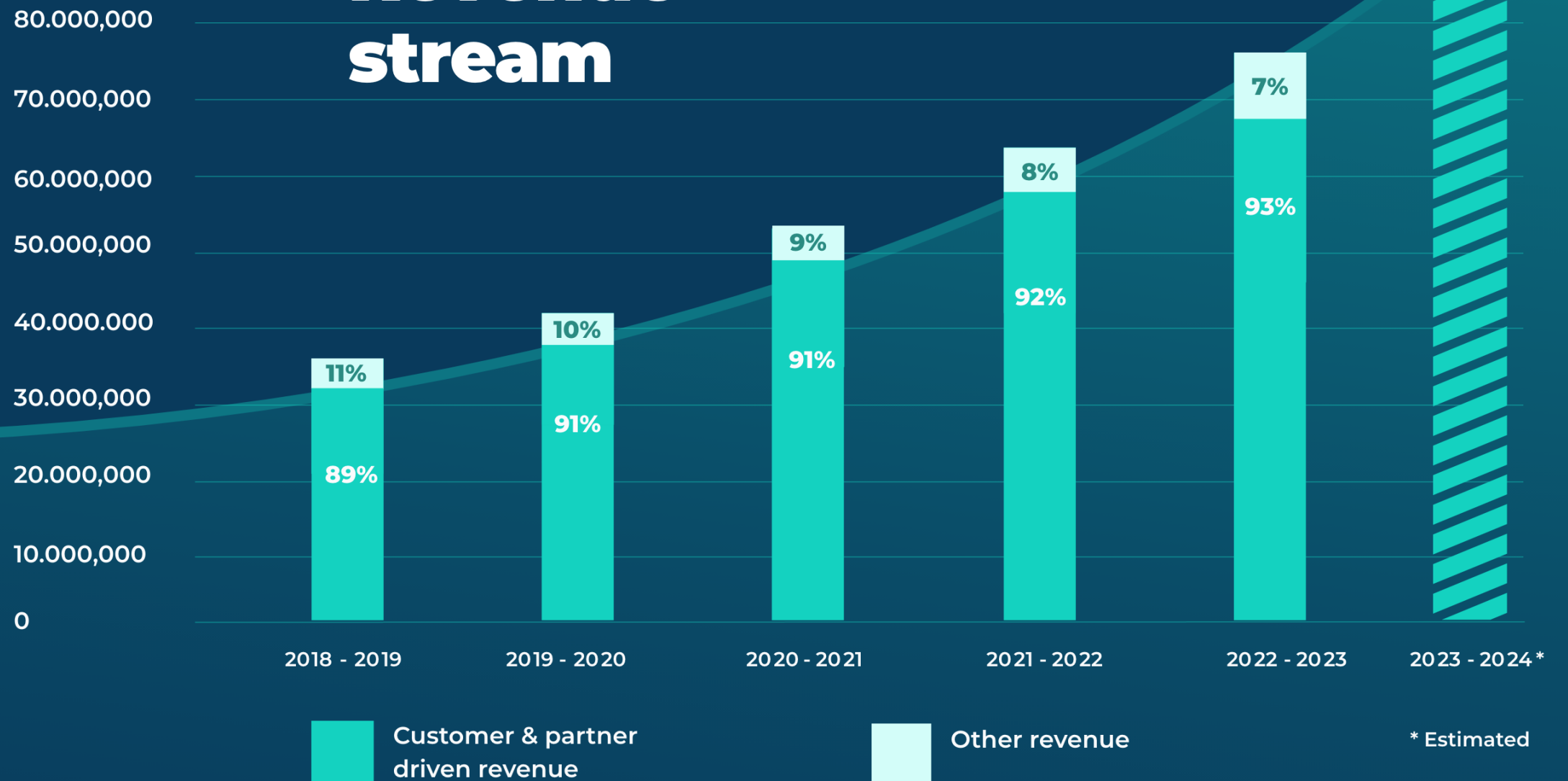
EBITDA



Margins

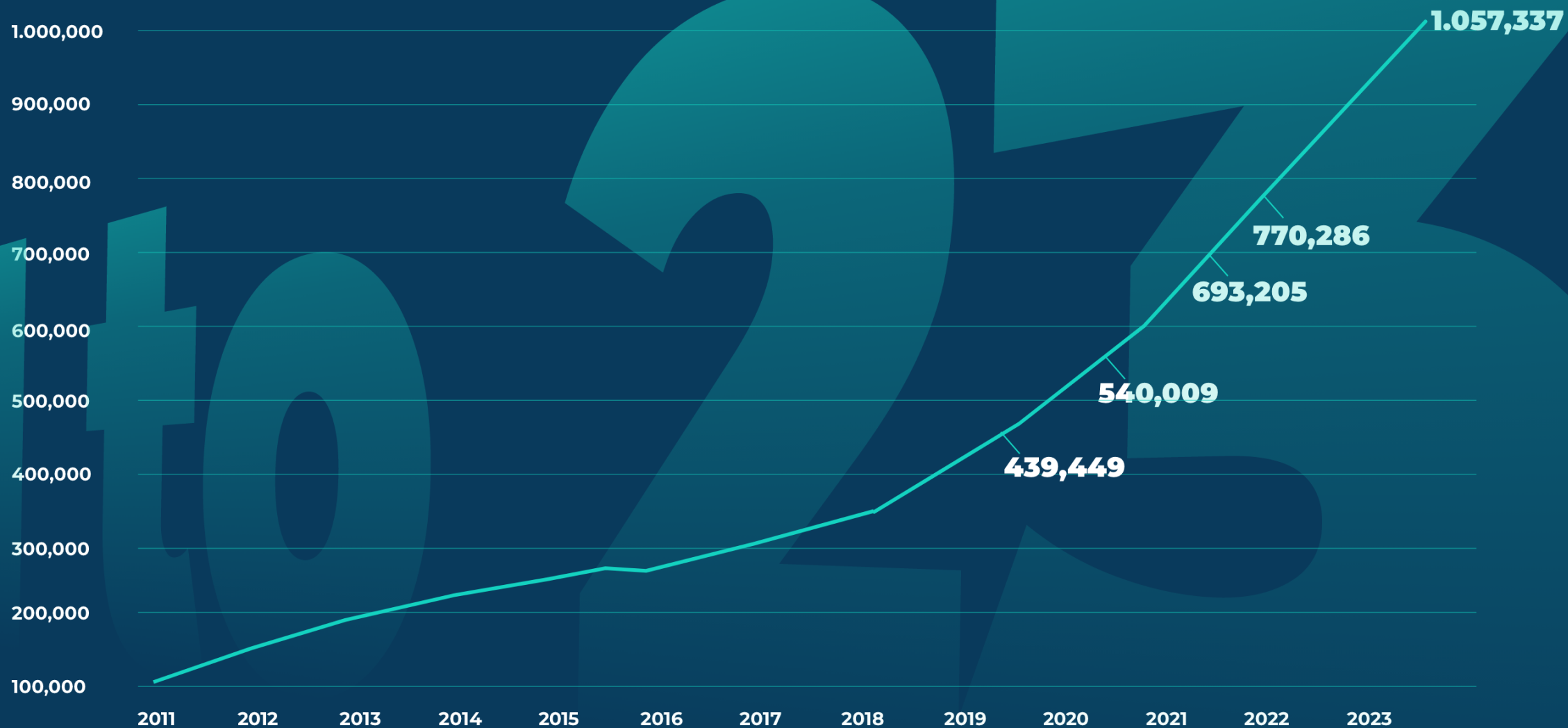


Revenue stream





Development in the number of rentals 2011 to 2023



Goals and objectives for 23/24

For the financial year 23/24
We expect **+1.180,000** rentals
With a growth of **+30%**

The number of rental
products is expected to
reach **+4,750**
a growth of **+31%**.

Revenue in 23/24 is
expected to increase to
94 - 104 Mill DKK,
a growth of **25 - 38%**.

EBITDA is expected to
to increase to
14-17 mill DKK,
a growth of **72-110%**.

Q&A

Thanks for your time.