



February 2025

Freetrailer Investor Presentation

Driving growth with scalable technology and market expansion



Nicolai Frisch Erichsen

Group CEO
Freetrailer Group A/S

nicolai.frisch@freetrailer.com

Important notice

- This presentation may contain forward-looking statements based on current expectations. Actual results could differ due to risks, uncertainties, and changes in market conditions.
- Free trailer Group A/S is under no obligation to update these forward-looking statements.
- Data presented is based on information available as of September 30, 2024 (Q1 24/25) and December 31, 2024 (announcement 2. January 2025).



Free trailer is no longer just a trailer rental company...

We are transforming into a **scalable platform business**

Europe's largest **mobility platform** for trailer and cargo bike rentals.



Find a Free trailer near you in the app

1,445,027

The number of **shared
Freetrailers** over the past
12 months (+36.7%)



9x

Børsen Gazelle

Similarly, we received the Gazelle Award in **Sweden** and **Norway** for the second year in a row, highlighting our ability to deliver profitable growth across multiple markets.



Why the market needs Freetrailer



Traditional rentals: Expensive, inconvenient, outdated






Competitors: Lacking scalability and user base



Freetrailer has a proven model with +500,000 annual unique users. Freetrailer **leads the market.**

We are a digital self-service solution like UBER. Where competitors live in an analogy world.

Our focus for growth

-  **AI and automation** - Improving customer service, optimizing trailer maintenance, and personalizing marketing for better efficiency.
-  **New revenue streams** - Launching in-app advertising for our partners by June 2025.
-  **B2B Solution** - Making it easy for tradesmen and professionals to rent a trailer

-  **Strategic partnerships in new markets**
 - Expanding in the Netherlands with Rataplan (40 locations) and IKEA Delft Concept Store.
-  **Pricing model optimization** – Introducing a 4-hour free rental period in Denmark to improve trailer rotation and partner returns.
-  **Data and Sales driven**



About Freetrailer

Who we are

Europe's largest mobility platform for trailer and cargo bike rentals, established in 2004.

What we do

We offer a 100% self-service, app-driven rental experience while generating revenue through partnerships, with over 165 brands at more than 1,295 locations and **1.38 million users annually**.



Mission

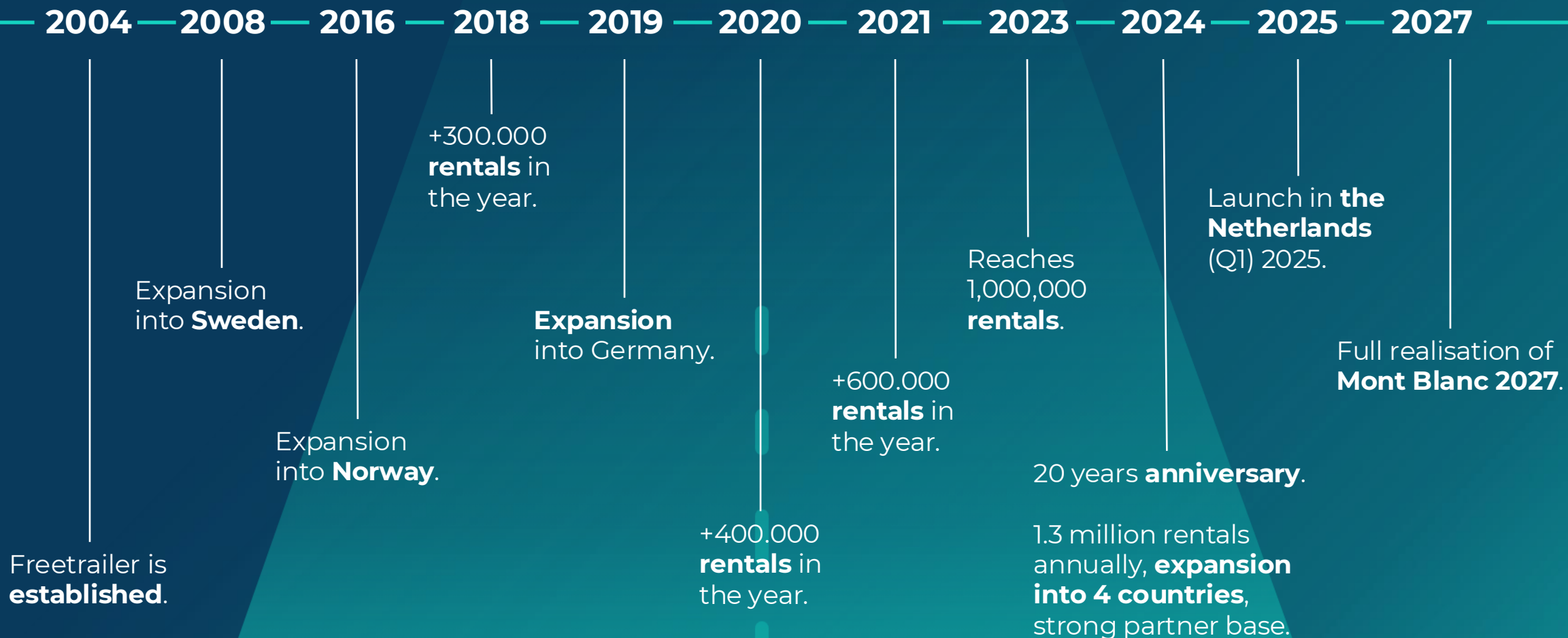
We enable everyone to move anything for free, in a sustainable and easy way.

Vision

We dream of a sustainable world united by the joy of sharing resources.



Key milestones



Freetrailer is a **full-service** company

We manage the entire process, so our partners don't have to.



End-to-End Service

Freetrailer handles everything from installation, maintenance, and logistics to customer service and technical support.



Seamless integration

Our platform integrates easily with partner locations, requiring minimal effort or resources from our partners.



Operational responsibility

We take full responsibility for ensuring the trailers are available, maintained, and ready for customers.



Data-Driven insights

Partners receive detailed reports and insights into rental performance and customer engagement.

A unique, **value-driven** business model

FreeTrailer offers a scalable platform that creates value through free trailer rentals, while unlocking new revenue streams.



Free trailer rentals

Our model attracts customers by offering free, on-demand access to trailers.



Driving traffic and engagement

Partners gain increased foot traffic and online traffic through FreeTrailer's large user base, boosting customer retention both in-store and online.



Mobile advertising platform

Trailers serve as mobile billboards, offering unique outdoor advertising opportunities.



Enhanced customer experience

FreeTrailer provides an added service that builds customer loyalty, driving repeat usage and engagement.

Happy customer – happy partner

78

NPS



Free trailer signals exceptional customer loyalty and satisfaction.*

37

PERCENT



... of our customers are visiting the store when picking up or returning a Free trailer.*

2888

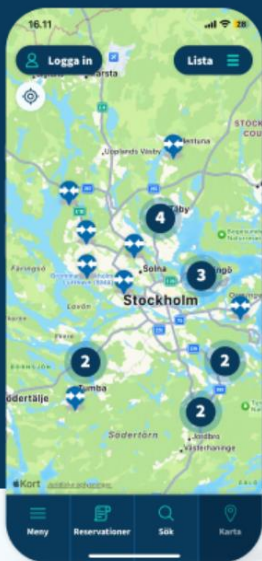
EURO



... is the average customer basket size and shows strong engagement in shopping.*

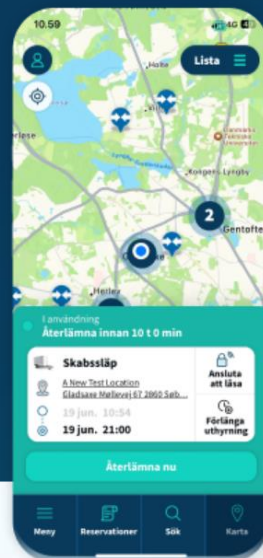
* Survey conducted on a regular basis in 2024 24.615 respondents.

How Freetrailer works for consumers



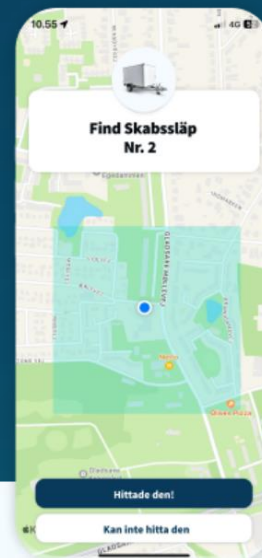
Book via App

– Users easily reserve trailers through the Freetrailer App.



Pick Up via App

Use the app's self-service feature to unlock trailers at partner locations.



Return via App

Customers rent trailers and return them when done. First period always for free.







Partners Benefit

Partners provide value to customers and drive foot traffic to stores.

Mature markets fueling our expansion

Free trailer's core markets, driving stable cash flow and high rental volumes. The steady performance supports Free trailer's expansion into **Germany** and **the Netherlands**.

Key metrics

-  89% rental frequency, 704,164 rentals
-  76% rental frequency, 512,626 rentals
-  74% rental frequency, 197,907 rentals
-  43% rental frequency, 30,278 rentals



Key partnerships driving growth

Freetrailer collaborates with **+165 brands** across **+1,300 locations**, including major partners. These partnerships provide both reach and credibility, helping us expand in established markets and unlock new ones.





Free trailer as Outdoor Media

Additional business model: We sell ad space on trailers in strategic locations, giving businesses local exposure *without needing their own parking*.

Outdoor advertising projected to reach **15.5 billion* DKK** in 2024.

1,000 trailers are less than 0.07 pct of total Outdoor Market.

Pilot campaigns show **strong effectiveness** and **demand**.

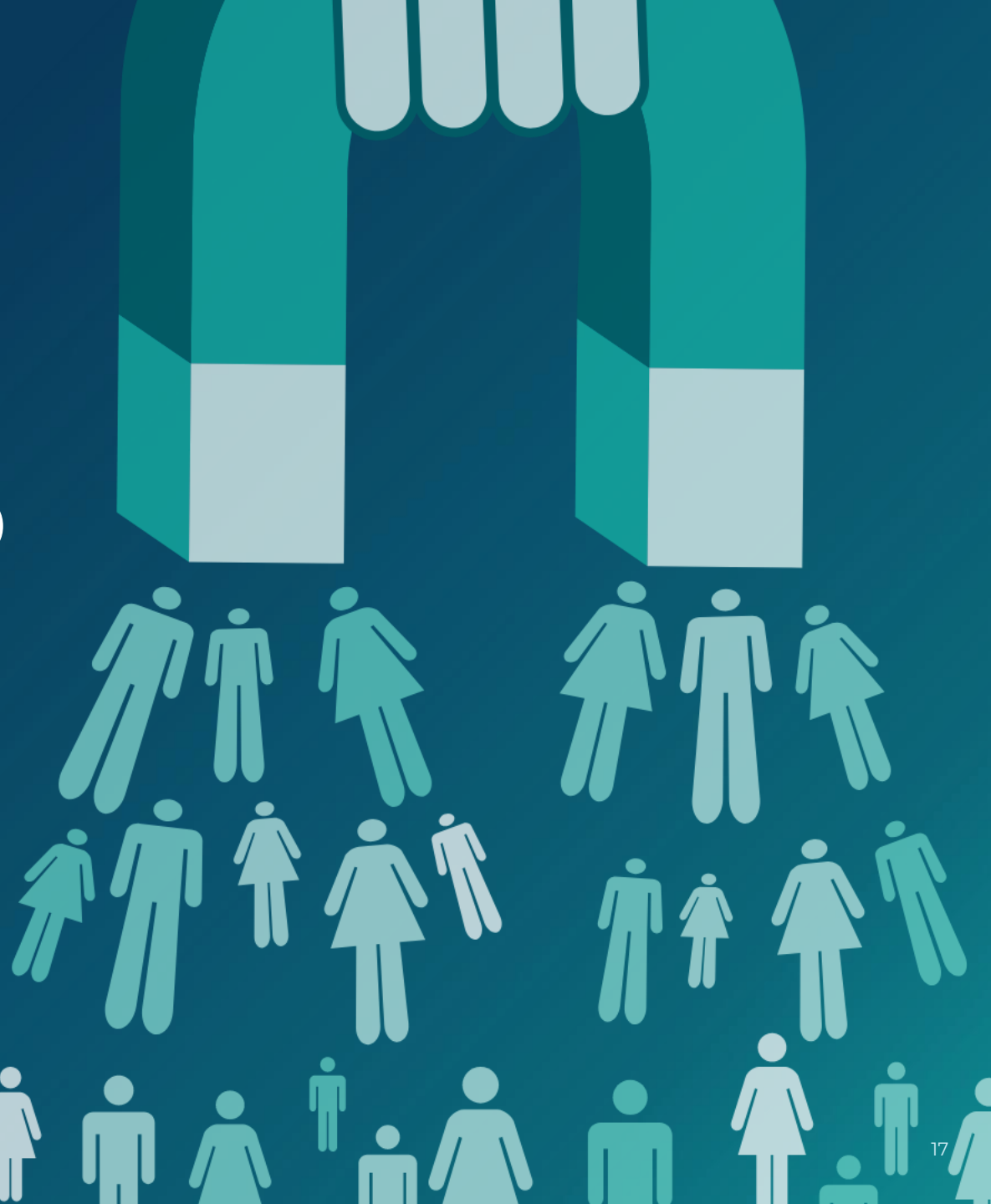
New revenue stream is at an **early stage**; traditional partnerships remain core.

* Note: Total estimate – Denmark, Sweden, Norway, Netherlands & Germany
According to various sources, incl. Statista, IRM and Danske Medier, we estimate the outdoor market to make up DKK 15,5 billion in 2024 across our five markets.



Freetrailer Group

Financial performance
& Key figures



Highlights in Freetrailer Q2 2024/2025

(DKK 1,000)



Net revenue
61,598.7^{YTD}
28,351.9^{Q2}



Cash
39,143.9

Expectation:
+5.700 trailers summer 2025



EBITDA
14,361.9^{YTD}
3,645.7^{Q2}



Rentals in the last
12 months
1,445,027
Growth: 36.9%



Profit before tax
12,951.8^{YTD}
2,948.9^{Q2}



Number of rental products
as of 31 December
5,225
YTD growth: 7.4%



38 pct Growth in partners last 12 months



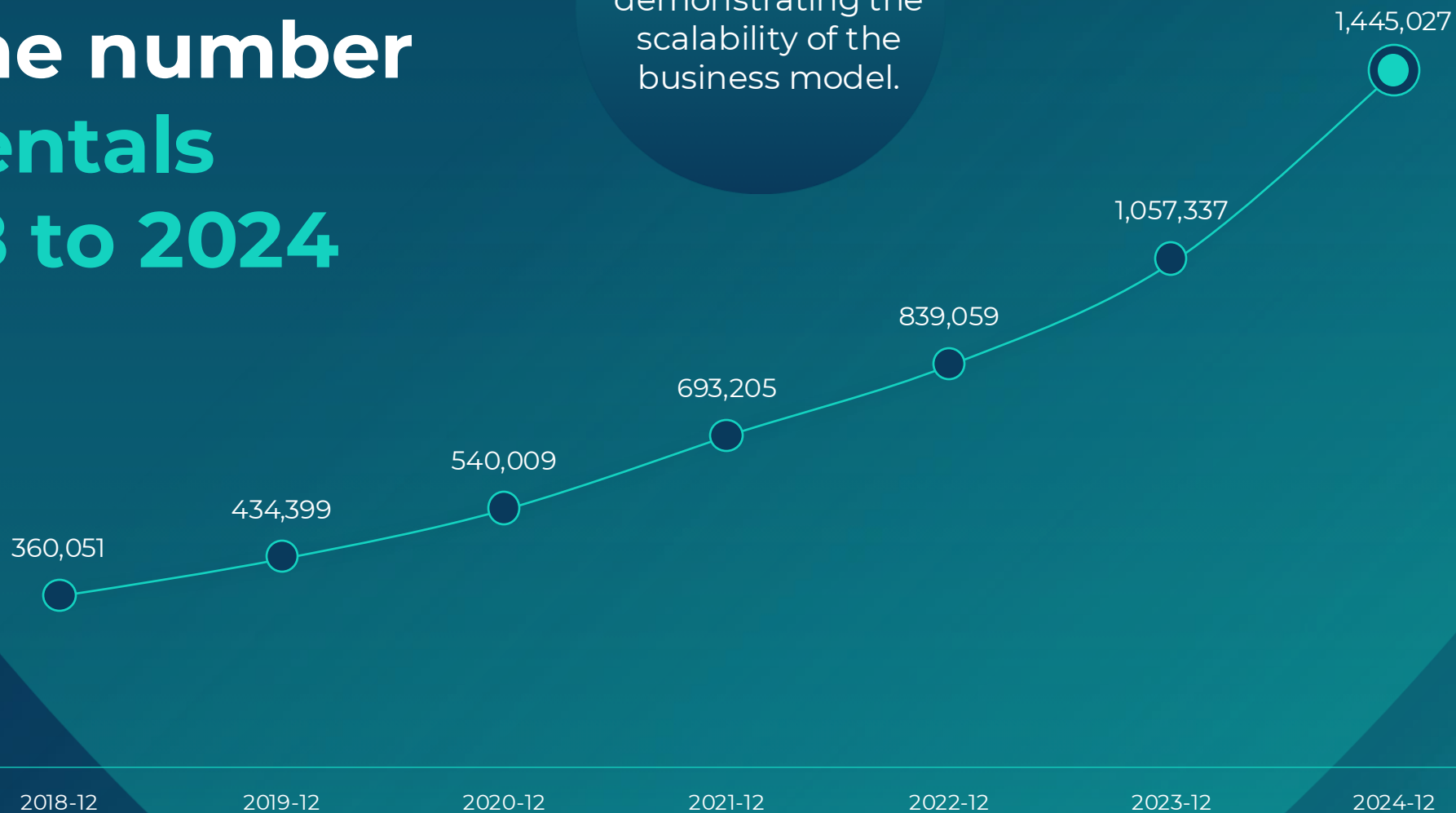
Key figures for rentals

	Number of rental products*		Number of rentals*		Utilisation rate*	
	31-12-2024	30-06-2024	Q2 24/25	Q2 23/24	Q2 24/25	Q2 23/24
Denmark	2,183	2,150	166,083	139,219	83.3%	75.1%
Sweden	2,002	1,792	113,348	95,538	63.3%	66.6%
Norway	791	740	46,826	30,981	65.1%	58.2%
Germany	249	185	8,759	6,703	42.8%	43.9%
In total	5,225	4,867	335,016	272,441	71.2%	68.6%

*Includes all products

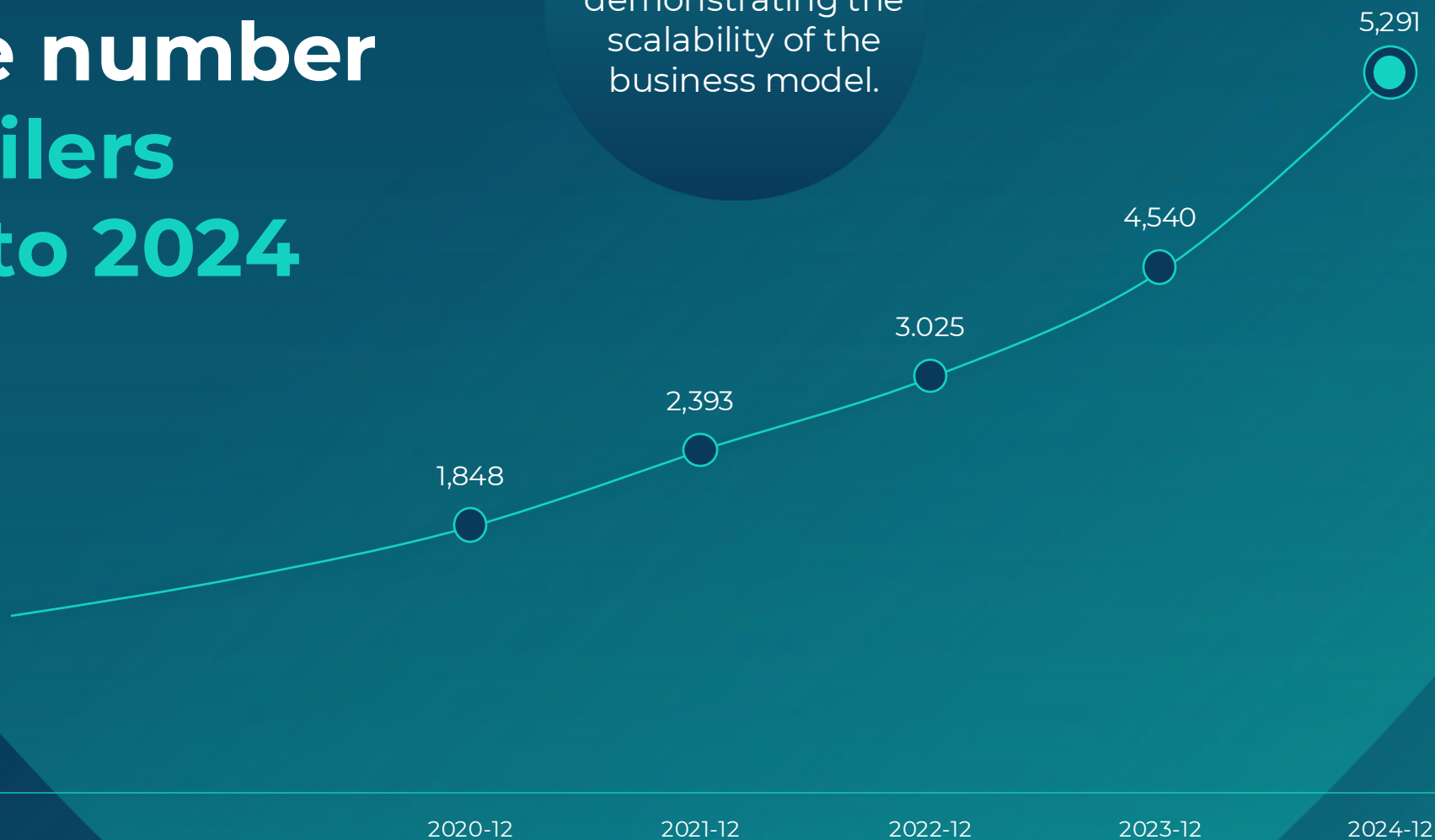
Development in the number of rentals 2018 to 2024

CAGR of **26%**
since Dec-2018,
demonstrating the
scalability of the
business model.



Development in the number of trailers 2018 to 2024

CAGR of **30%**
since Dec-2020,
demonstrating the
scalability of the
business model.

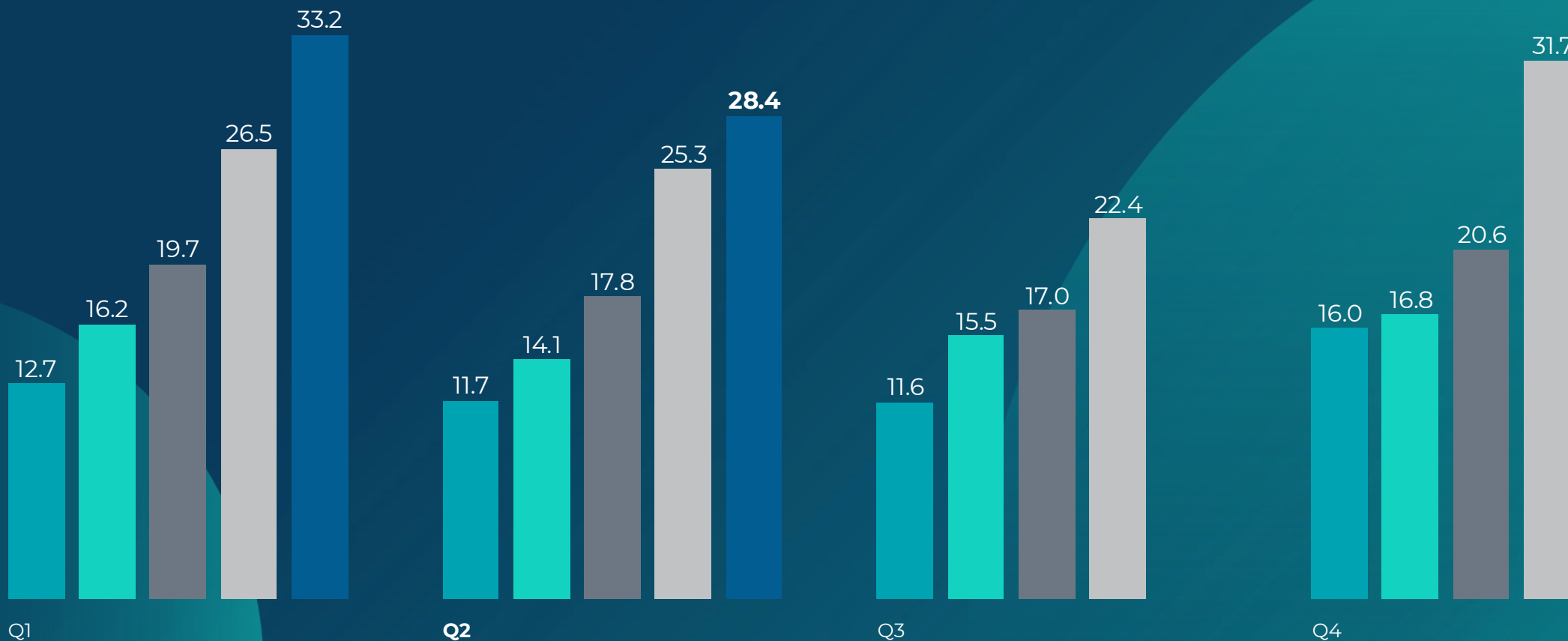




(DKK MILLION)

Quarterly revenue

● 2020/2021 ● 2021/2022 ● 2022/2023 ● 2023/2024 ● 2024/2025





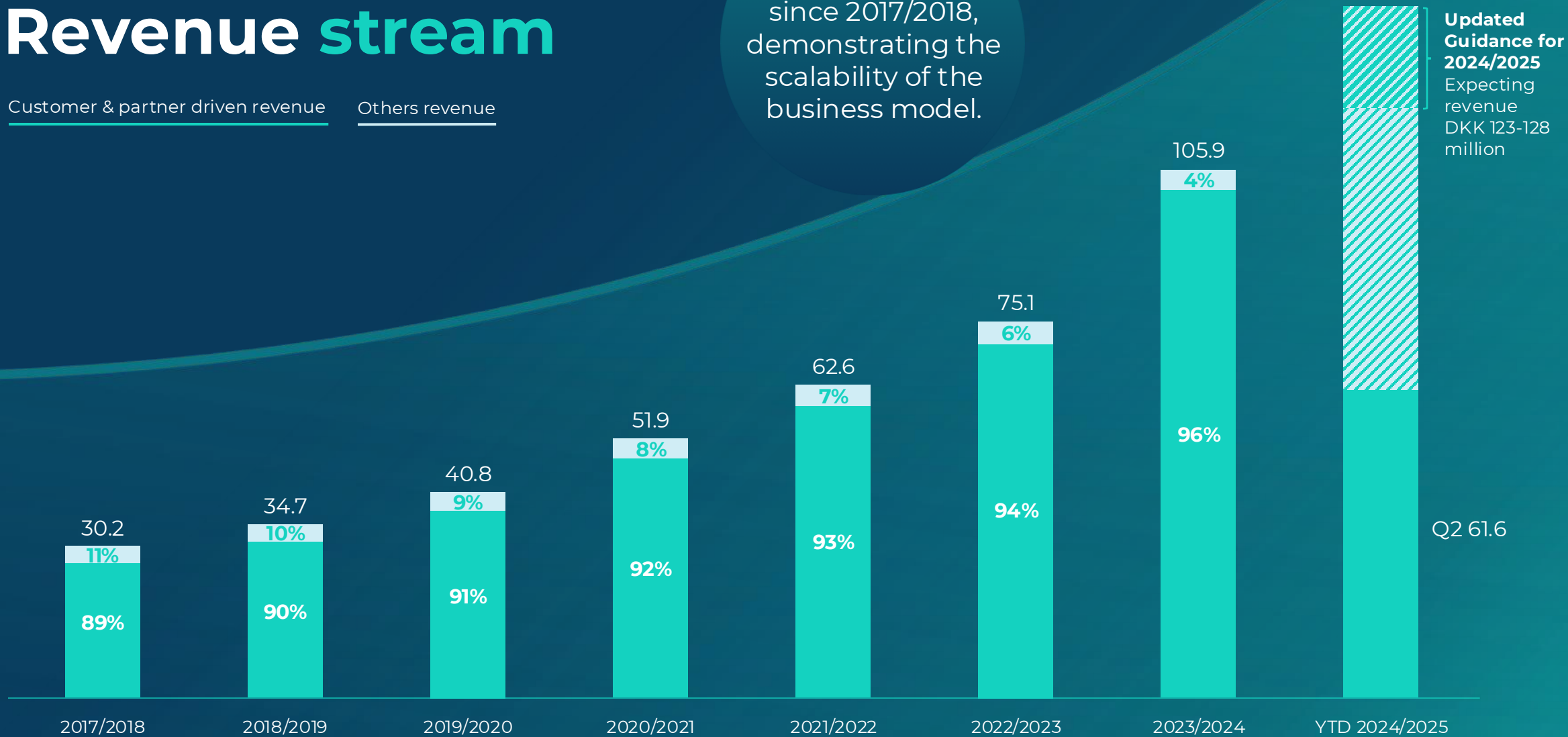
(DKK)

Revenue stream

Customer & partner driven revenue

Others revenue

CAGR of **23.3%** since 2017/2018, demonstrating the scalability of the business model.



Updated Guidance for 2024/2025
Expecting revenue DKK 123-128 million

Q2 61.6

(DKK MILLION)

Financial performance over the years

Gross profit





(DKK MILLION)

Financial performance over the years

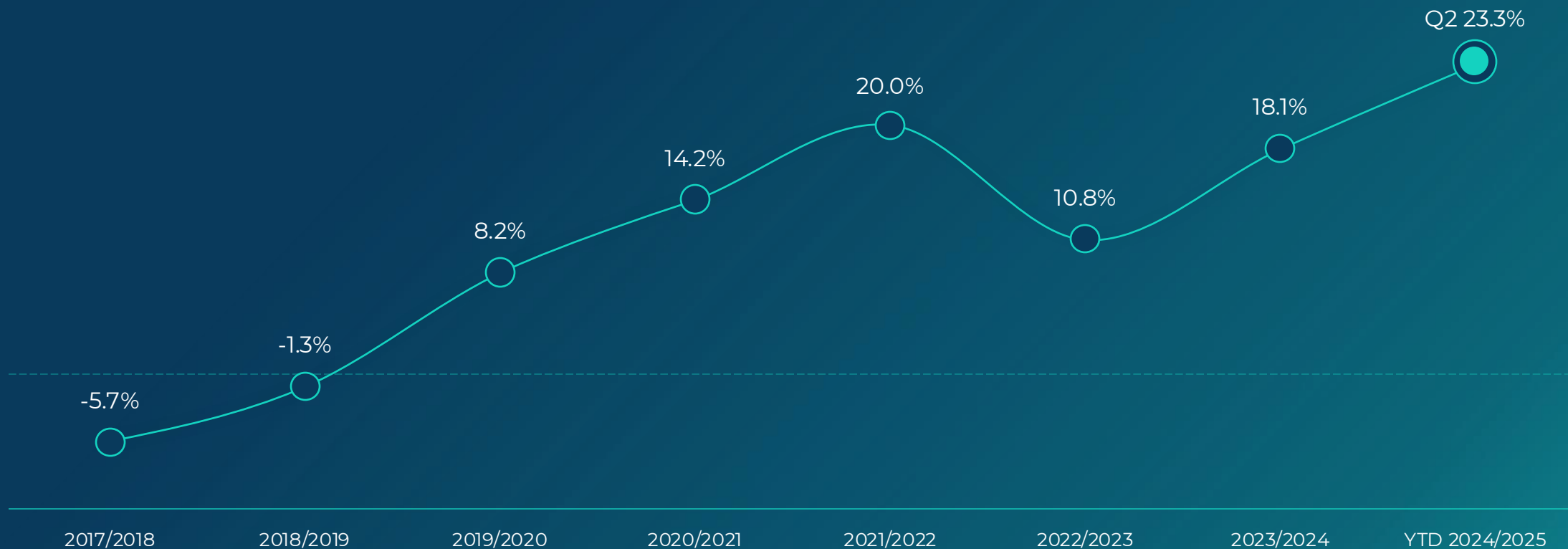
EBITDA

Raised our guidance from EBITDA DKK 20-24 mio to DKK 23-28 mio.



Financial performance over the years

EBITDA margin





(DKK)

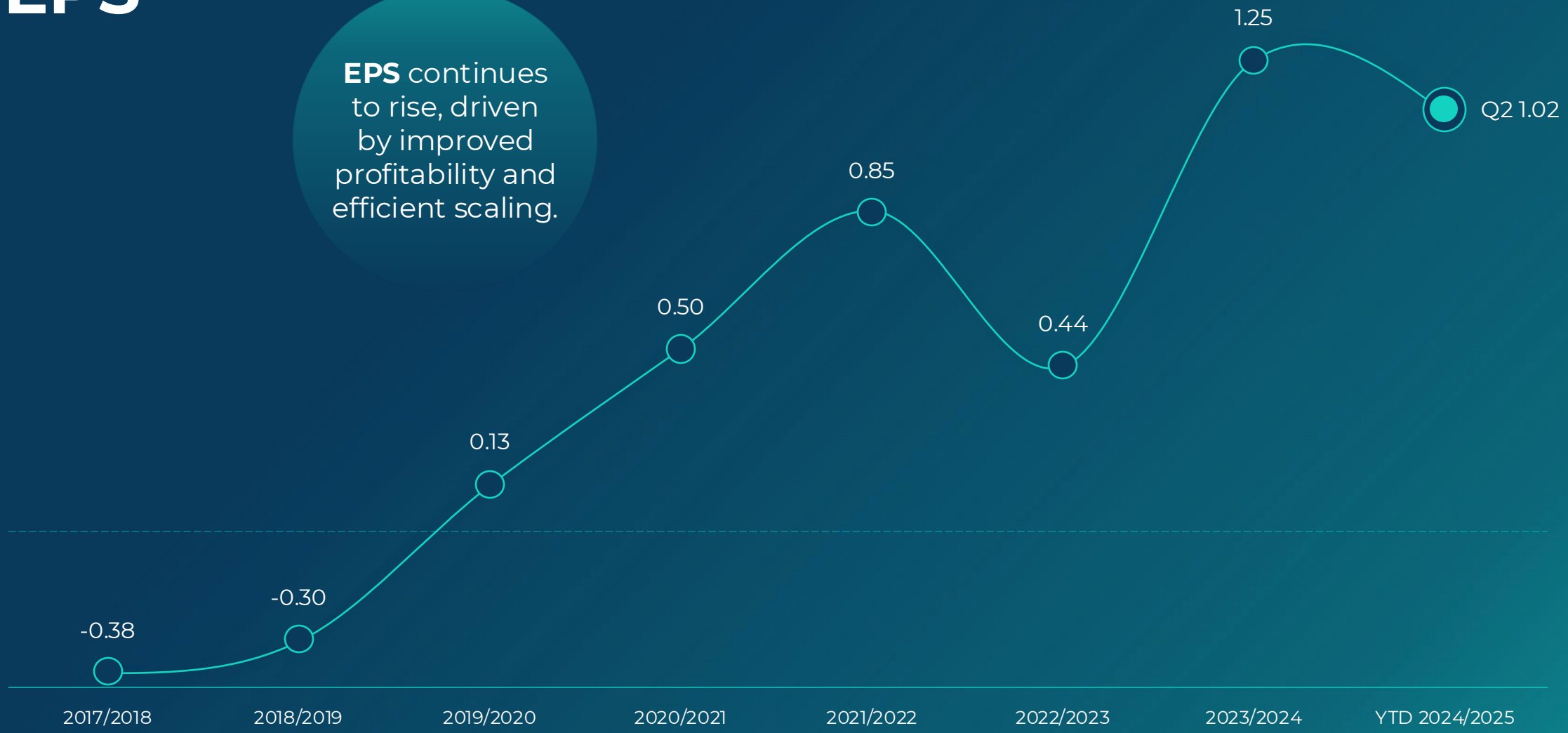
Annual profit

Our **annual profit** reflects strong operational performance, driven by both revenue growth and improving margins.



EPS

EPS continues to rise, driven by improved profitability and efficient scaling.



Goals and Objectives for 2024/2025



Revenue

DKK 123-128 mio.
(DKK 118-128 mio.)



EBITDA

DKK 23-28 mio.
(DKK 20-24 mio.)



EPS



Strategy 2024-2027

The Mont Blanc 2027 strategy

strengthens our position as the market leader in mobility IT platforms across Europe for trailer and e-bike rentals, while driving long-term, sustainable growth.

We aim to achieve significant market share and profitability by 2027 through Mont Blanc strategy



3 strategic pillars: Key growth drivers

Marketing and Sales

Increase **brand visibility** and expand into new **markets**, focusing on driving **revenue growth** in high-potential regions.

ONE Team culture

Foster a **high-performance team** across all markets to drive faster execution and market responsiveness.

IT platform

Invest in technology to improve **scalability** and **efficiency**.



New HQ – One Team



Freetrailer's transformation: from Trailers to Tech

Freetrailer is no longer just a rental business – we are a **scalable, data-driven platform**:

1. **Platform business** – Seamless self-service & partner integration
2. **Data & BI** – Smarter decisions through insights
3. **Machine learning** – Automated optimisation
4. **Tech-driven** – Innovation fuels growth
5. **Scalable** – Built for expansion

2025: The Year of AI – Driving efficiency, automation, and new revenue streams.

 Trello Looker Studio zapier customer.io SEOMatic

Accelerating the IT Team

Since the beginning of 2024, we've focused on scaling our IT team to able to support Free trailer's future ambitions.



Ongoing team expansion, more senior resources



Introduction of agile working method, clear scope for releases



Close collaboration with the rest of Free trailer

Goal

Stable, scalable platform

Faster, focused releases

Team size of ~15

What This Enables Us To Do

The successful release of the new FreeTrailer app was just the beginning.

Already Done



New App with modernized user journey



Secure account system that remembers the user's info and payment methods



1st phase of new admin system



Foundation of new platform, making future changes easier

Releasing Soon



Support for The Netherlands



Swish payments in Sweden



iDEAL payments in The Netherlands



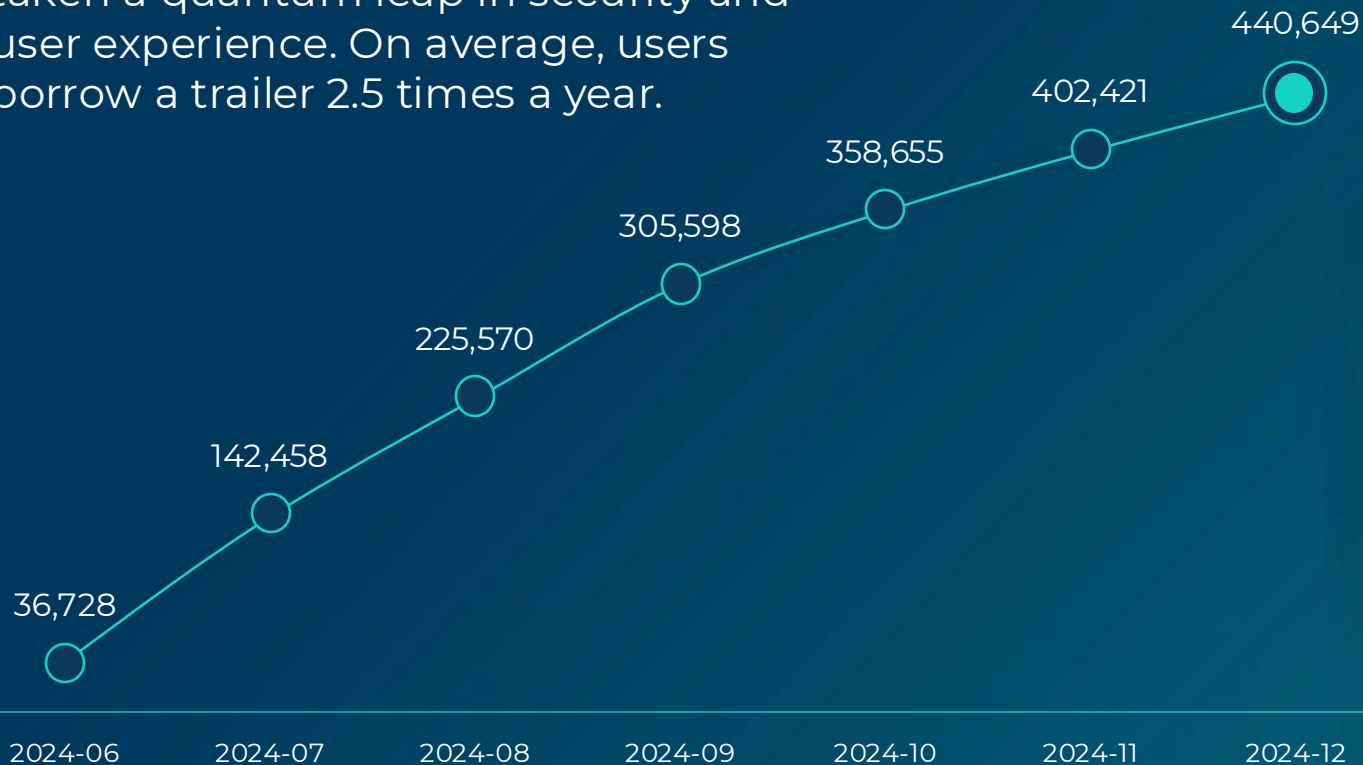
New web booking with modernized user journey

Next Up

- B2B support
- Vipps payments in Norway
- In-app partner advertisements
- Customized marketing communication
- Core platform improvements

440,000 verified users in the app

Since the launch of our new app in June, until the end of December, we have over 440,000 verified users. An app that has taken a quantum leap in security and user experience. On average, users borrow a trailer 2.5 times a year.



User Accounts



Added Security



Modern App and Web Booking

Our Board



Thomas Zeihlund
Chairman

Over 25 years of experience in leadership, strategy, and finance, guiding Free trailer's long-term growth.



Jesper Lohmann
Board member

Investor and co-founder of Dico, bringing expertise in financial strategies and market growth.



Mikael Bartroff
Board member

Entrepreneur with a focus on sustainable business practices and value creation.



Charlotte Bender
Board member

CFO with extensive expertise in balancing growth and financial responsibility, contributing to Free trailer's strong financial performance.



Anders Birk
Board member

Experienced in scaling online businesses and driving strategic growth.

Our management



Nicolai Frisch
CEO



Martin Damm
CFO



Sara Lyngsøe
CMO



Lasse Ott Kartin
CTO

Opportunity

Proven track record: Consistent revenue and EBITDA growth, solid performance in mature markets, strong customer loyalty (NPS 81), and proven scalability.

High growth potential: Expansion in Germany and the Netherlands.

New revenue stream: Outdoor media adds a high-growth, scalable revenue stream that complements the core business.

Strategic execution: The Mont Blanc 2027 strategy provides a clear roadmap for further growth and profitability, positioning Freetrailer as a market leader in mobility and outdoor advertising.

Q&A