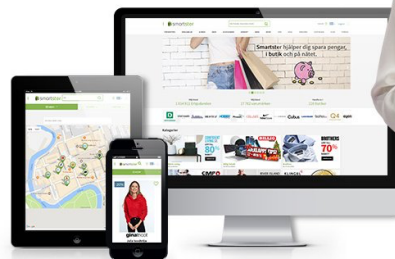




Industry	Internet, Marketplaces, E-commerce, Retail
Operation	Marketplace for Retail Offers
Capital sought:	3,0 MSEK (≈ € 300,000)
Price per share:	1,00 SEK (≈ € 0.10)
Memorandum and Subscription Form:	English: smartster.com/invest Swedish: smartster.com/investera
Website:	www.smartster.se / .no / .dk / .de / .com
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INVEST IN SMARTSTER



VISION

Smartster has the vision to help consumers shop smarter from physical and online retailers by helping them save money, time and the environment.

PROBLEM

Retail marketing and e-commerce deliveries have a high cost and unfriendly environmental impact through unnecessary print ads and shipments.

COMPANY DESCRIPTION – THE SOLUTION

Smartster has built the **Marketplace Solution** for retail offers and aggregates and digitizes the distribution of product offers that traditionally were sent by direct mailing leaflets, print ads, TV ads and banners and help consumers shop in local physical stores or online.

The Smartster – **Shopping Center Solution** is offered to owners and operators of shopping malls to drive visits to their physical shops.

Smartster is live in Sweden, Norway, Denmark, Germany, USA and Finland. More than 900 retail chains with 22,000 brands are available. Among them are: IKEA, Guess, Gant, Nike Store, The Body Shop, Intersport, Disney, Bloomingdale's, Adidas, Asos, Deichmann.

Smartster takes advantage of the trends where: e-commerce is growing 20% each year, consumers switch their media use from print to digital media, smartphones and internet use continues to grow.

FUND RAISING

We now raise € 300,000 for growth scaling. The raised capital will be used to increase marketing, extend the sales team and further develop our scalable platform.

DISTRIBUTION

Smartster works with multiple marketing channels such as TV, SEO, SEM social media and influencer marketing to reach consumers and visitors.

TARGET MARKET

The direct mailing industry has an annual turnover of € 3.8 billion in Europe. 209 million households receive an average of 12 leaflets per week. The retail offer industry has an annual turnover of more than € 10 billion.

COMPETITION

Traditional printing and digital companies, eg. Amazon, Alibaba and price comparison sites are competitors. Printing is shrinking and the digital competitors miss that 90% of sales take place in the physical world. They are 10% business models whereas Smartster is 100%.

REVENUE STREAMS

Smartster has 3 main sources of revenues: 1) Premium subscription fees from active retailers, 2) Commission on sales from e-commerce sales and 3) Advertisements.

TEAM and INVESTORS

Smartster was founded by Andreas Swahn and has an international team with 11 nationalities, based in the e-commerce city of Borås. Smartster is backed by a number of institutional investors and business angels from leading retailers eg. Didriksons, Hemtex, Kappahl, Lindex, MIO, MQ, Intersport, JC, Reebok and Netonnet.

FUTURE

Smartster is well positioned to take on the future. Clear exit opportunities exist with a potential of 10-30x returns, through trade sale or IPO. Smartster has been made public in preparations for a listing.

smartster.com/invest