



Investor Presentation & Business Plan

Torsten C. Scheuermann / CEO

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Definition & Background

Native Enterprise Solutions for the Digital Transformation Age

Native Enterprise Solutions is a spin-off corporation from YOUR SL GmbH in Germany.

The Founders Thorsten Köhler and the CEO of NES, Torsten Scheuermann, recently sold YOUR SL's Consulting Business to the Fortune 500 Company and World Market Leader in Cloud Technologies; Salesforce.com. Products and IP Rights for the Sales Execution Software (fSFA) have been transferred from YOUR SL GmbH to NES GmbH.

With a core team of experienced application designers, developers and project managers we are now offering end-to-end solutions, from concept to system design, implementation and support.

- Native Enterprise Solutions combines deep technology know-how, creative thinking and rich customer experience from large enterprise account projects, with the drive and motivation of an innovative start-up organization.

Executive Summary

Solid track record and company set-up

Founders,
Management and
Investors with a
proven track record
and a start up
investment
commitment from
SFDC of 1,5 Mio € **1**

Software solutions
successfully deployed
by world market leader
Coca-Cola. Pipeline for
e-commerce projects
from large enterprise
CPG accounts **2**

Experienced Team of
Application-Designers,
Developers , Project
Managers and
Salesforce experts
ready to create
business value **3**



Torsten Scheuermann
Founder & CEO







Gabriel Cueto
Chief Innovation Officer / CIO



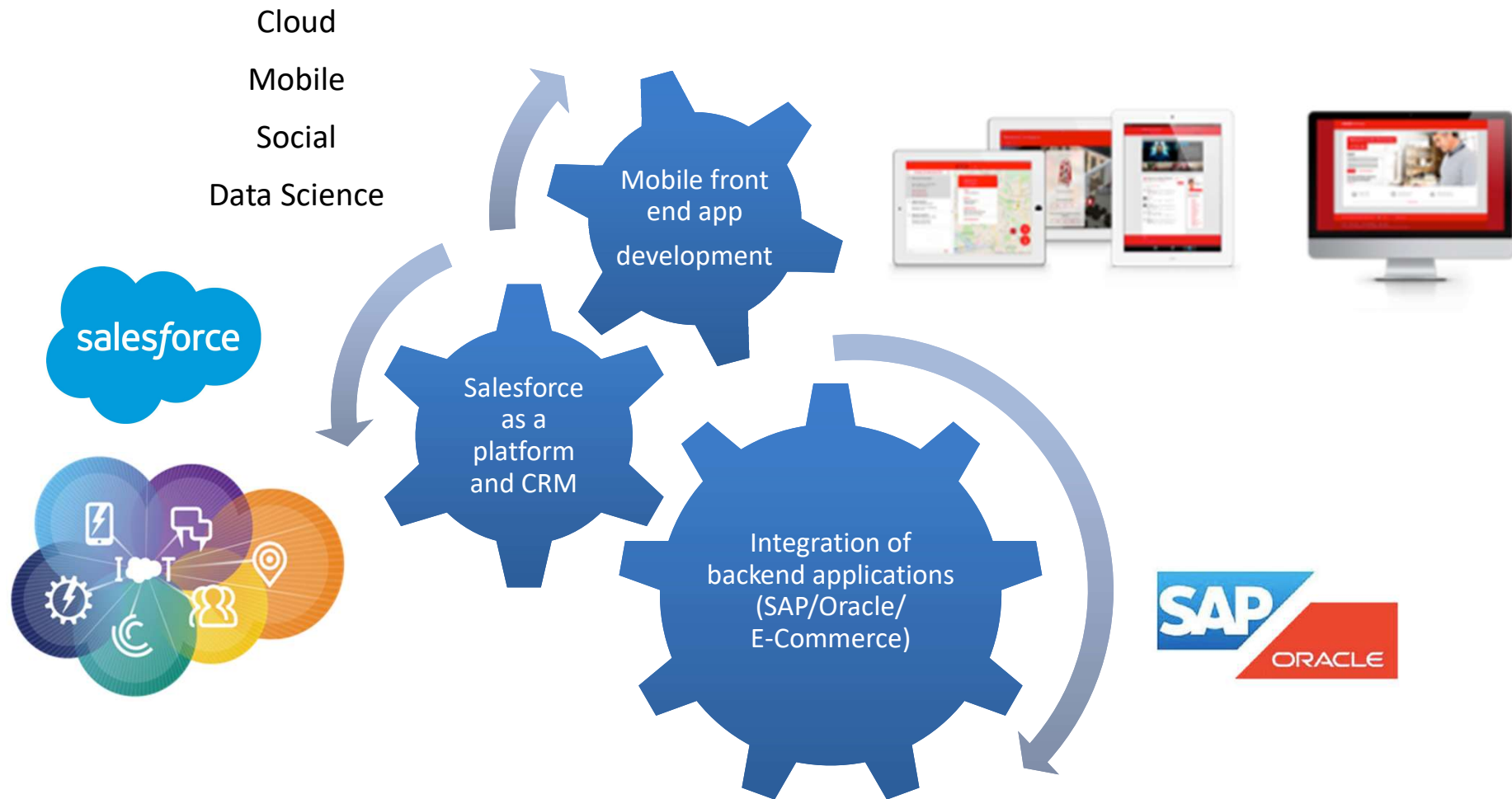
 **YOUR SL**



Assets, Product IP & Software rights

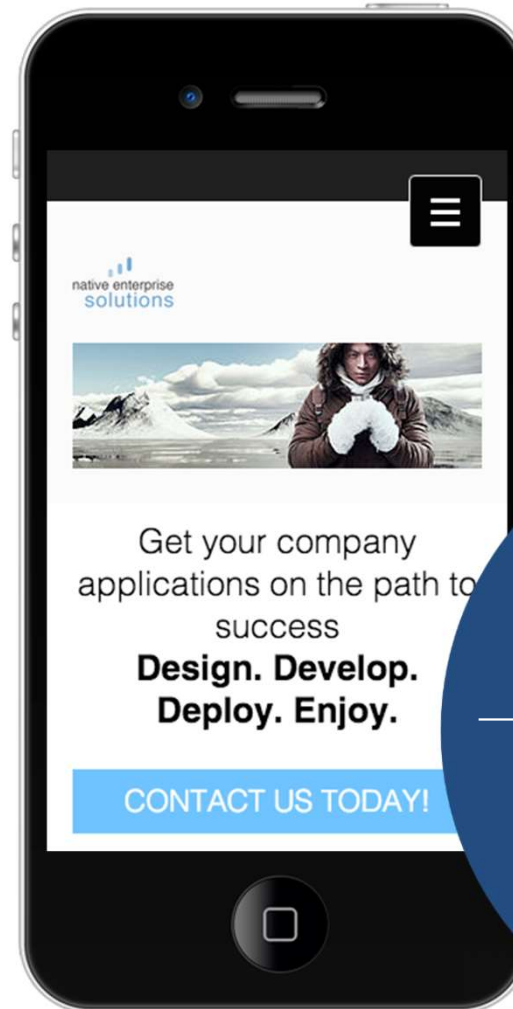
| ASSET | WHAT |
|--|---|
|  | <p>Key Employees (Torsten Scheuermann, Gabriel Cueto, Vincent Hildebrandt) moved to NES plus the Product-Development Teams. Further Integration-Teams for Integration-Benchmarks will also be set-up.</p> |
|  <p>fSFA – future Salesforce Automation</p> | <p>The Sales Application FSA for CCEAG ist ready and used by 1200 Sales Reps and 300 Managers. The IP Rights and ISV Contract have been transfered to NES GmbH. Currently we are planning the further roll outs for Coca-Cola in Europe and prospects like Philips, Wabco and others.</p> |
|  <p>Ecommerce Engine</p> | <p>The E-Commerce Kernel has to be developed over in the next 12-16 months. Concept and Design-Foundations have been defined and the Core-Team of Developers are comitted to the Project. Several Add-Ons are already existing. The Solution will be a native Salesforce Shop.</p> |
|  <p>Social Intranet</p> | <p>The Social Intranet Solution will be transfered to NES. It can be integrated into any Company using Salesforce and consists of the Module SSO, News, Videos, Polls, Collaboration plus a corresponding Administration System.</p> |

Solutions Overview

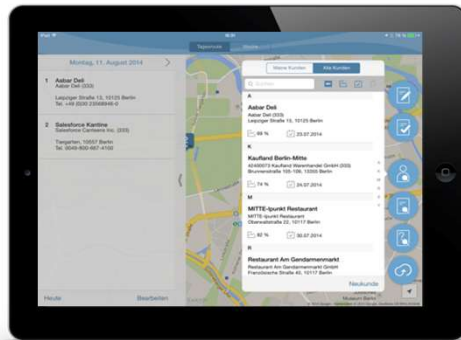


Services Overview

- Software Prototyping
- Software Development
- Software Product Development
- Development AppExchange Apps
- Enterprise Application Integration
- Agile Project Management
- Application Roll-out & Training
- Maintenance and Support
- B2B and B2C Applications
- E-Commerce expertise
- CRM Projects based on Salesforce
- E-Commerce Shop Development



Application: NATIVE SE - Mobile Sales Execution

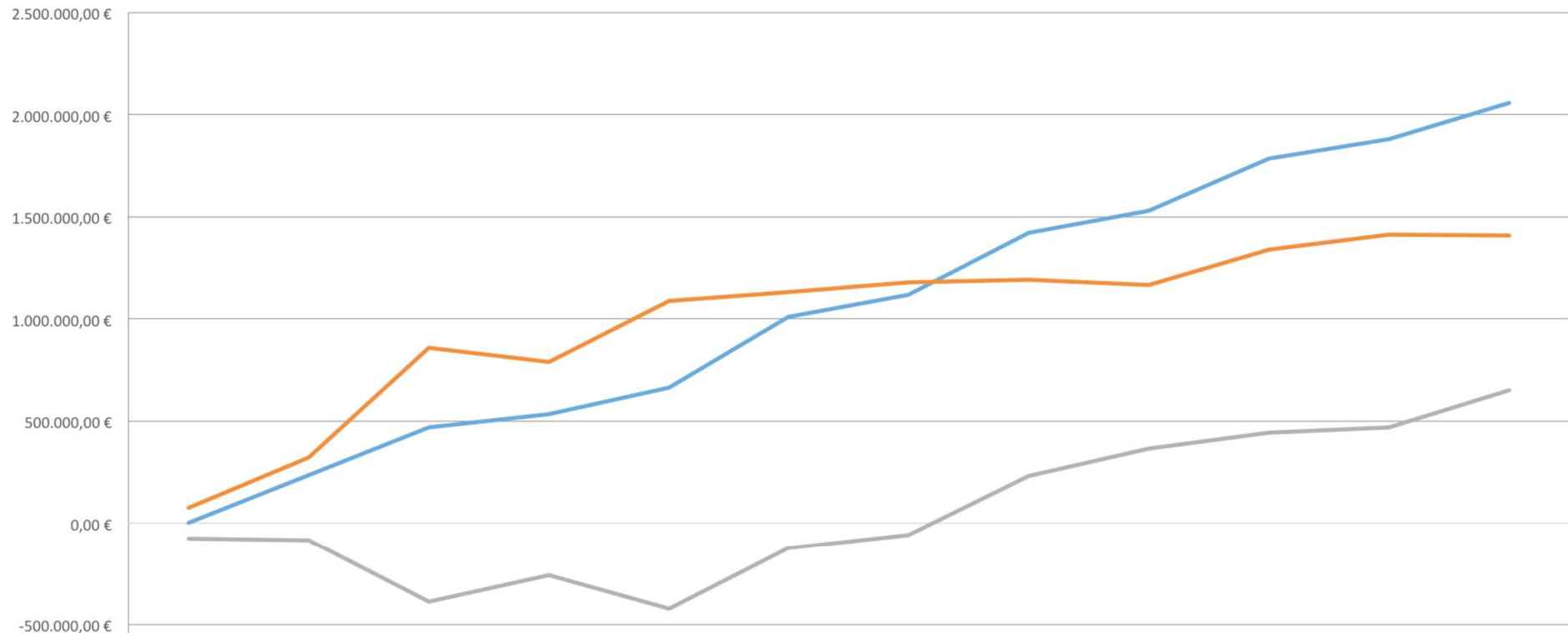


- NATIVE SE has been developed for Coca-Cola. NES will convert this app into a white label product.
- The app allows a sales agent to perform all tasks belonging to a customer visit directly from the iPad. The tasks include processes ranging from planning and preparing to executing the visit as well as ordering of merchandise, advertising material and equipment
- The user is guided comfortably through the app. Inventory would be successfully executed with the help of graphical representation of the outlet and can be worked via configurable icons which were based on pre-defined questions and checklists.
- Even the participation in promotions and the administration of promotion material can be managed via the app. All documented information would be synchronized with Salesforce and the backend ERP-System (i.e. SAP) so as to generate and provide the user with information such as revenue, volume and other KPI's from Salesforce and SAP.
- We developed an administration tool in Salesforce that allows to set up pictures, questions and the placing of the click area icons on the screen. The app allows to execute a sales visit fully offline.

BUSINESS PLAN FY 2016-2018

company valuation to be expected approx. 3-5 times annual revenue

Native Enterprise - Business Plan 3 Years / FY16 - FY 18



| Revenue | 1.241.000,00 € | | | | 4.217.000,00 € | | | | 7.259.000,00 € | | | |
|---------|----------------|--------------|---------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| FY | 2016 | | | | 2017 | | | | 2018 | | | |
| Q | Q.1 | Q.2 | Q.3 | Q.4 | Q.1 | Q.2 | Q.3 | Q.4 | Q.1 | Q.2 | Q.3 | Q.4 |
| Revenue | 0,00 € | 234.000,00 € | 471.000,00 € | 536.000,00 € | 665.000,00 € | 1.011.000,00 € | 1.121.000,00 € | 1.420.000,00 € | 1.532.000,00 € | 1.786.000,00 € | 1.881.000,00 € | 2.060.000,00 € |
| Costs | 75.000,00 € | 320.200,00 € | 859.800,00 € | 791.800,00 € | 1.087.300,00 € | 1.133.300,00 € | 1.179.300,00 € | 1.190.500,00 € | 1.168.550,00 € | 1.341.675,00 € | 1.411.675,00 € | 1.406.875,00 € |
| Result | -75.000,00 € | -86.200,00 € | -388.800,00 € | -255.800,00 € | -422.300,00 € | -122.300,00 € | -58.300,00 € | 229.500,00 € | 363.450,00 € | 444.325,00 € | 469.325,00 € | 653.125,00 € |

Investment Overview

Company Background

- **Founders:** Thorsten Koehler, Torsten Scheuermann
- **Investors:** Founders / Salesforce.com / nn / Dane Capital / Key Employees
- **Investment:** 250 K € for assets (15%) plus 1.250 K € loan (tbd)
- **Structure:** Joint Investment with Salesforce.com which also holds 15% of NES with same terms
- **Founded in January 2016 in Berlin, Native Enterprise designs and develops B2B and B2C Enterprise Applications based on new cloud technologies like Salesforce.com**
- **Market Demand:** Digital Transformation is on top of the CEO agenda for 2016/2017. Digital transformation incorporates the digitization of customer relationships and assets across all business units and customer touch points. It also leads to an increased use of mobile applications to improve the experience for employees, customers, suppliers, partners and stakeholders. Applications like social Intranet, e-Commerce platforms, CRM and demand chain management need to be adapted to the new challenges, business models and business goals.
- **Set-up:** With a core team of experienced application designers, developers and project managers we are offering end-to-end solutions, from concept to system design, implementation and support.
- **Cooperation partner:** TSI – Digital Division, DTAG, Deutsche Post, Salesforce/YOUR SL
- **Customers and prospects:** Coca-Cola, Coca-Cola European Partners, Deutsche Post, DHL, Deutsche Telekom, Danone, Phillips, Inkop...

Opportunities & Revenues

FY 16 – Pipeline Order Entry and Revenues in €

- **Orders:**
 - Finaki – 21 K €
 - SFDC / YOUR SL – 150 K €
 - GetHappy Engagemment Center – 850 K €
 - Managed Package SFA Europe – 1,4 Mio €
 - Third Level Support SFA – 150 K €
 - E-Commerce – 200 k €
- **Opportunities:**
 - Philips – 1 Mio. €
 - Diplomat Israel – 500 K €
 - DMG Mori – 200 K €
 - WABCO E-Commerce – 400 K €
- **Pipeline:** Unilever, Paulaner, JNJ Consumer Group, TUI...

Back-up Slides

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native enterprise
solutions



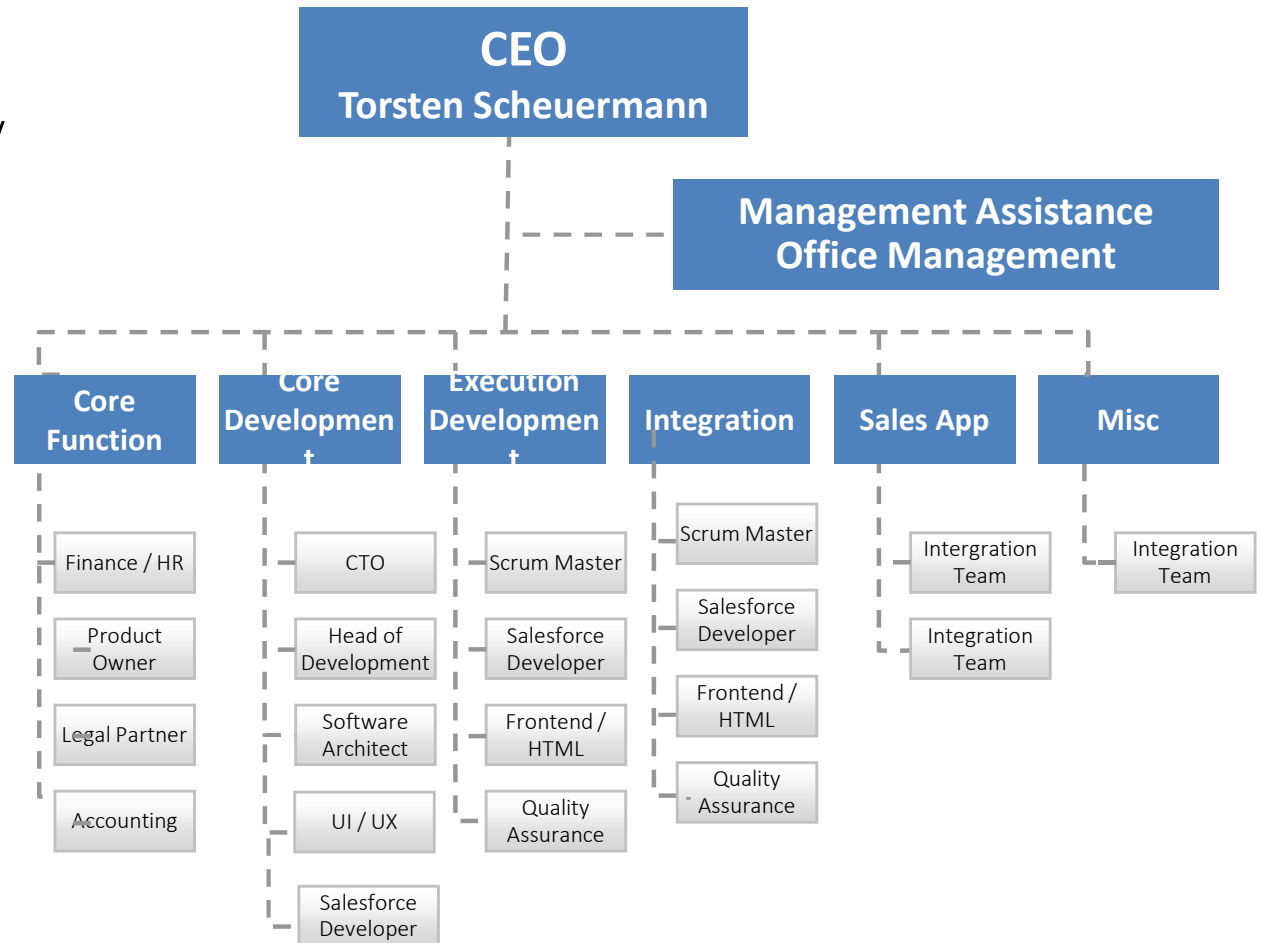
1. CORPORATE ORGANIZATION / STRUCTURE

skills / resources

The company is steered and led by
Torsten Scheuermann

Key employees of organizations are:

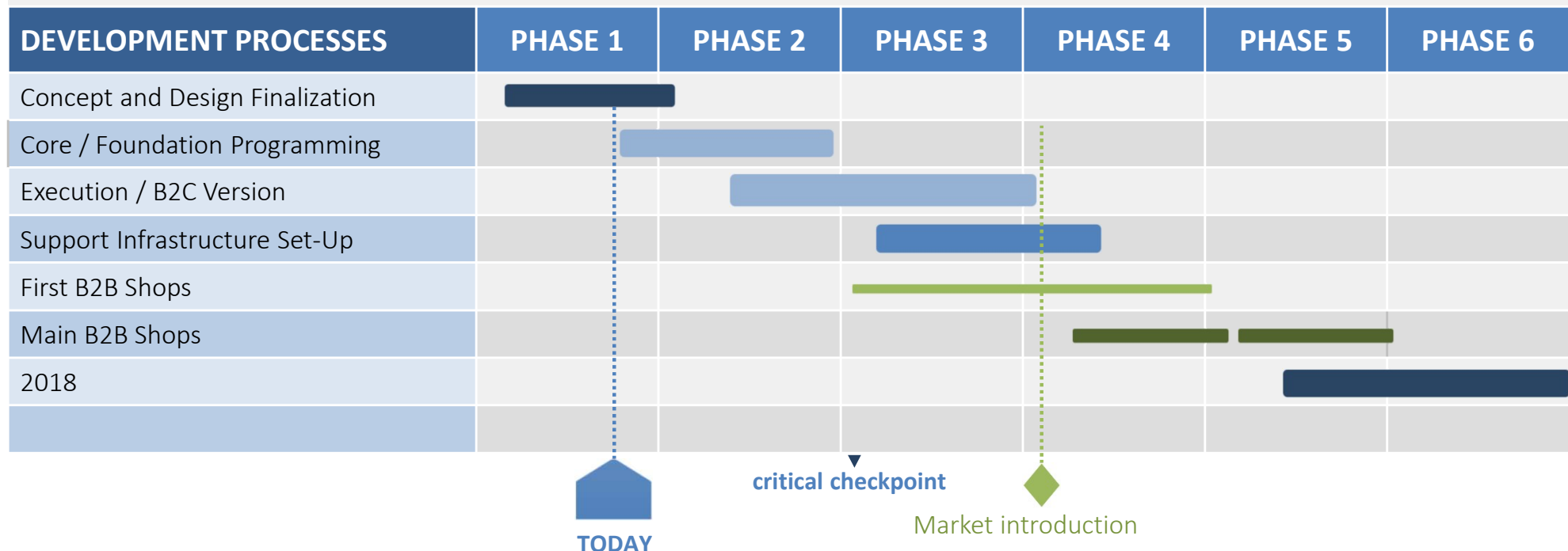
- Gabriel Cueto Finance / HR
- Vincent Hildebrandt / CTO
- Thomas Richter / HoD
- Felix Seeberg / Architect
- Katharina Bünger / Werner Held UI/UX
- Meiko Rachimow / Salesforce Dev
- Thomas Meyer / Integration Head Of



2. PRODUCT / SERVICE

product development / schedule

The following overview provides an estimated development timeline for the ecommerce-solution set-up. After a concept phase the core-development team will set the foundations. Then an additional team will join the productions and complete / execute the development. A b2c version will be ready start of 2017. In parallel, 2-3 b2b shop solutions will be implemented before 6-8 main b2b solutions will be integrated.



STRUCTURE ECOMMERCE

basic structure of the shop-development unit

E-Commerce

EXECUTIVE SUMMARY

What is the core of the unit?

- Development of the an ecommerce product as b2c solution
- Development of an ecommerce product as b2b solution
- Offer of integration-services for the b2b solution

What is the position of the unit?

- Being the first b2c solution ecommerce provider on the app-exchange
- Offering a better solution for b2b then cloudcraze
- Having an state-of-the art architecture for the ecommerce solution

How is it implemented?

- Concept phase
- Basic architecture foundation development
- Programming of initial product
- Release the b2c version in the app-exchange
- Set-Up of 2-3 showcases for a b2b solution
- 8-10 b2b shops within the first 2 years

STRUCTURE SALES APPLICATION

basic structure of the sales-development unit

EXECUTIVE SUMMARY

Sales

What is the core of the unit?

- Development of a sales-application product as b2b solution longterm
- Adaptations of sfa version with individual adaptation for cpg customers
- Offer of integration services for the b2b solution

What is the position of the unit?

- Establishment of 3-4 showcases
- Offering a industry-best-practice solution
- Having 2 individual teams for adaptations

How is it implemented?

- Concept phase
- Design
- Programming
- Release
- Continous extension
- Support and 2nd and 3rd level teams

STRUCTURE OTHER SOLUTIONS

basic structure of unit to deliver other sf-based solutions

EXECUTIVE SUMMARY

What is the core of the unit?

Misc Solutions

- Development of the basic company infrastructure solutions
- Solution delivery such as social intranet or trade promotion applications
- When basic shop is completed, selective solutions will be developed

What is the position of the unit?

- Programming will take place on request
- Core focus will be on ecommerce and sales solution

How is it implemented?

- Individual projects as company is focussing on sales- and ecommerce solution
- Design
 - Release & Continous Extension
- Programming
 - Support and 2nd and 3rd Level Teams

Native definition: being the place or environment in which a person was born or a thing came into being; one's native land.

(nativ: angeboren, natürlich)

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