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Freetrailer Investor Presentation

Driving growth with scalable technology
and market expansion



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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.
- Freetrailer Group A/S is under no obligation to update these forward-looking statements.
- Data presented is based on information available as of June 30, 2024.

Setting the scene: From traditional rentals to the **Freetrailer Way**



Traditional rentals are **outdated** – **expensive, inconvenient**, and **unable** to meet today's on-demand consumer needs.



New competitors are **lacking user bases** and **the expertise to scale**.



Freetrailer's advantage: With **20 years** of expertise, **500,000 returning users** annually, and a self-service app-based model, Freetrailer **leads the market**.



The opportunity: Freetrailer's **proven platform** is positioned for **scalable** and **sustainable growth**.



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 150 brands at more than 1,200 locations and **1.3 million users annually**.



Mission

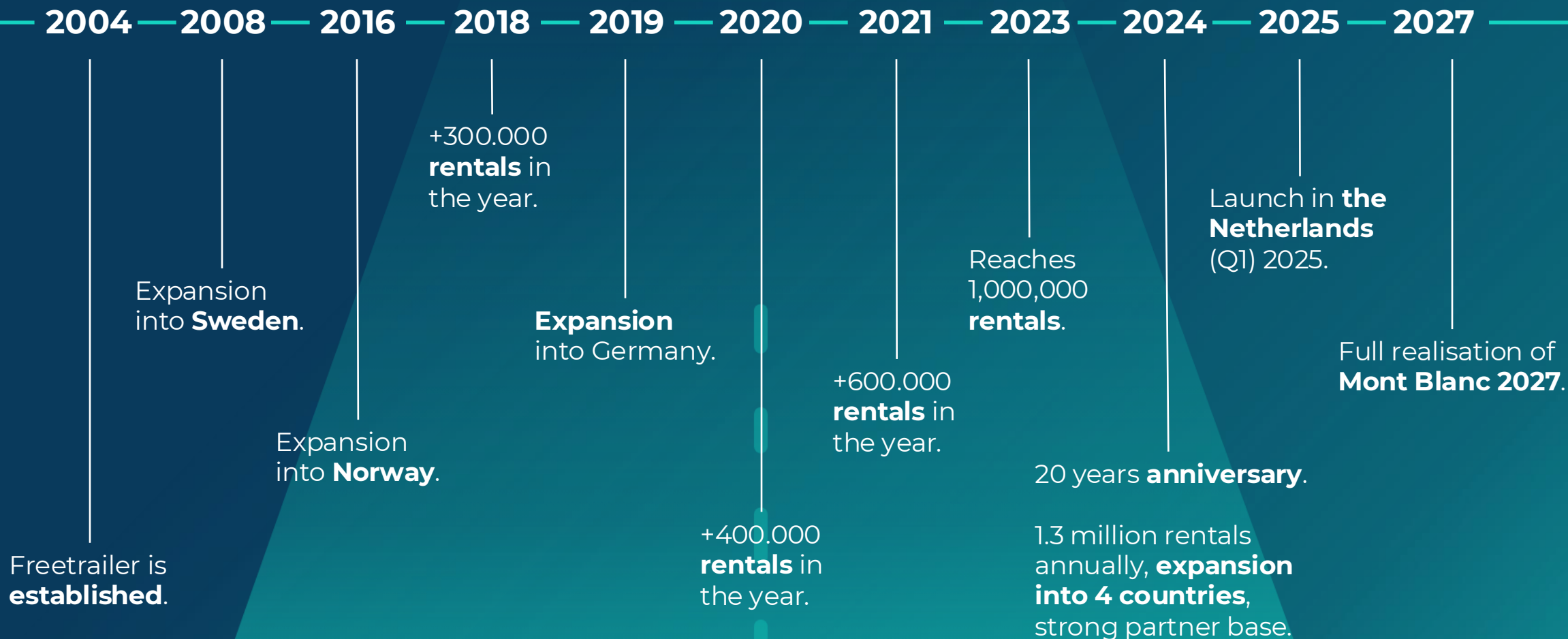
We enable everyone to move anything for free, in a sustainable and easy way.

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

81

NPS



Freetrailer signals exceptional customer loyalty and satisfaction.

32

PERCENT



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

350

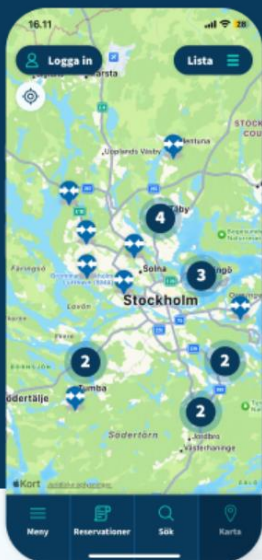
EURO



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

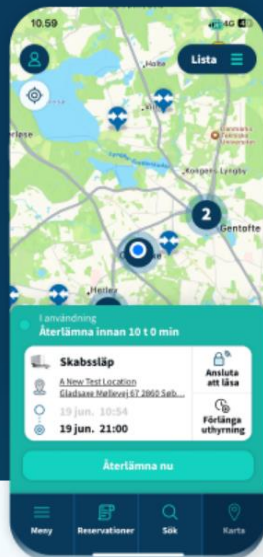
** Survey conducted in Q1 2024. 12.588 responses.*

How Freetrailer works for consumers



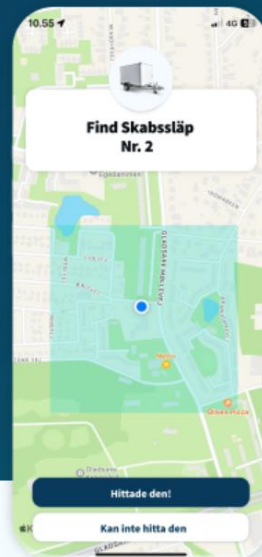
Book via App

– 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.

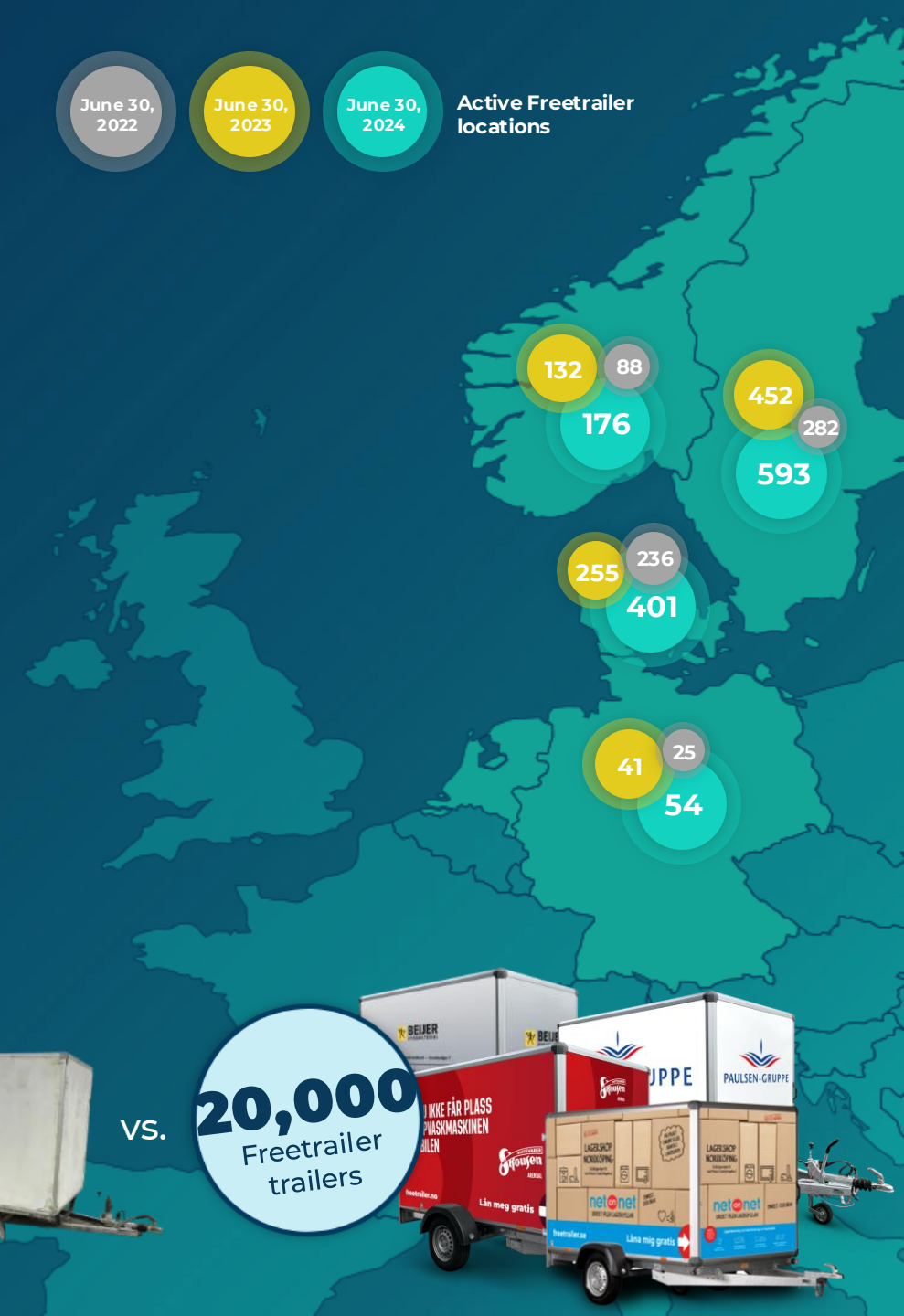
Mature markets fueling our expansion

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

-  93.2% rental frequency, 624,207 rentals
-  79.9% rental frequency, 465,181 rentals
-  67.5% rental frequency, 162,249 rentals
-  42.8% rental frequency, 26,529 rentals

Statistics reflecting data until June 30, 2024.



Key partnerships driving growth

Freetrailer collaborates with **+150 brands** across **+1,200 locations**, including major partners. These partnerships provide both reach and credibility, helping us expand in established markets and unlock new ones.





Freetrailer 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 2023/2024



Net revenue
105,926.7
YTD change 41.0%



Cash
33,609.4



EBITDA
19,155.5
YTD change 136.1%



Rentals in the last
12 months
1,278,166
YTD growth: 47.7%



Profit before tax
15,619.6
YTD change 176.2%



Number of rental products
as of June 30
4,867
YTD growth: 34.2%



Key figures for rentals

	Number of rental products*		Number of rentals*		Utilisation rate*	
	30-06-2024	30-06-2023	YTD Q4 23/24	YTD Q4 22/23	YTD Q4 23/24	YTD Q4 22/23
Denmark	2,150	1,511	624,207	464,511	93.2%	87.0%
Sweden	1,792	1,388	465,181	326,359	79.9%	77.5%
Norway	740	573	162,249	96,210	67.5%	55.7%
Germany	185	154	26,529	20,794	42.8%	46.1%
In total	4,867	3,626	1,278,166	907,874	82.2%	77.4%

*Covers all products

Development in the number of rentals 2017 to 2024

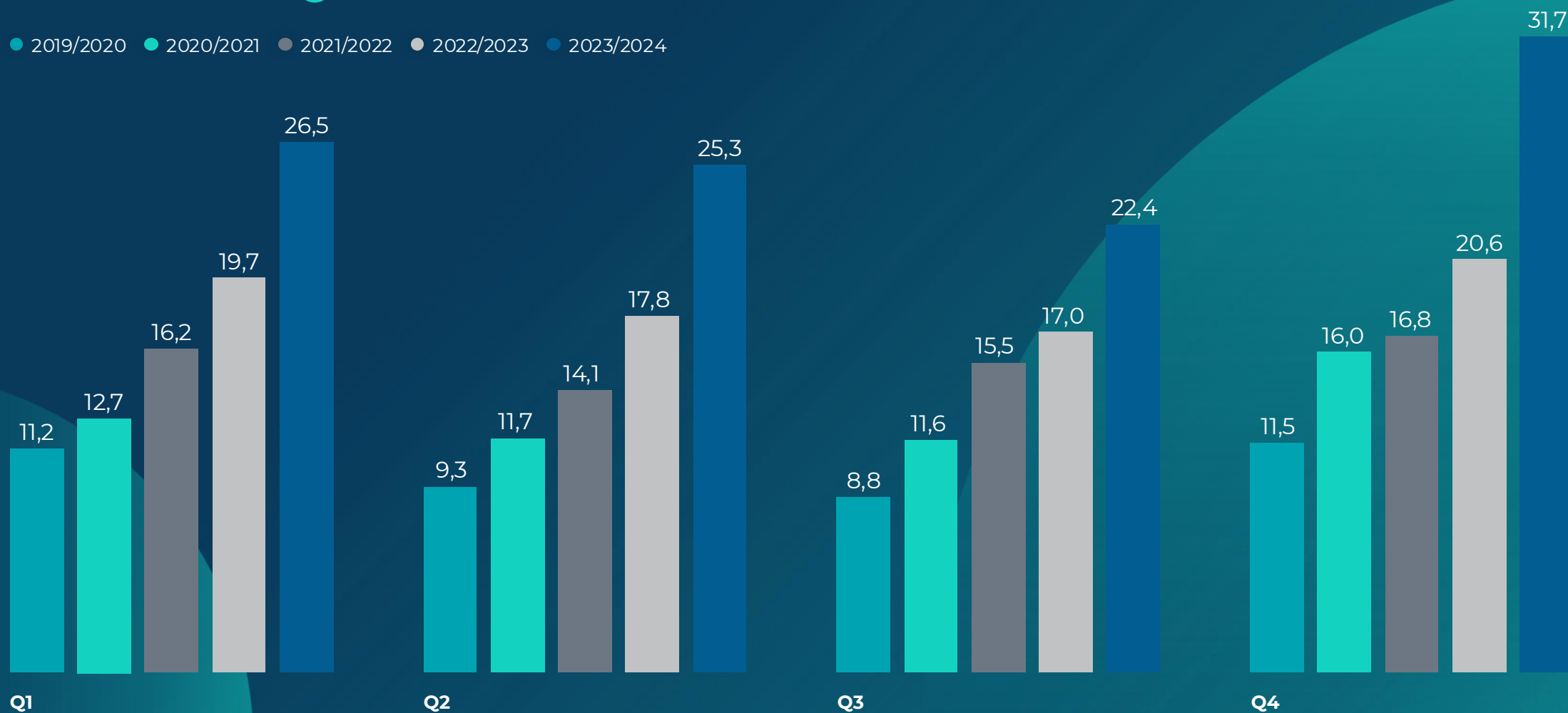


The growth in rentals from 2017 to 2024 demonstrates rising demand and our ability to scale efficiently across markets.

(DKK MILLION)

Quarterly revenue

● 2019/2020 ● 2020/2021 ● 2021/2022 ● 2022/2023 ● 2023/2024



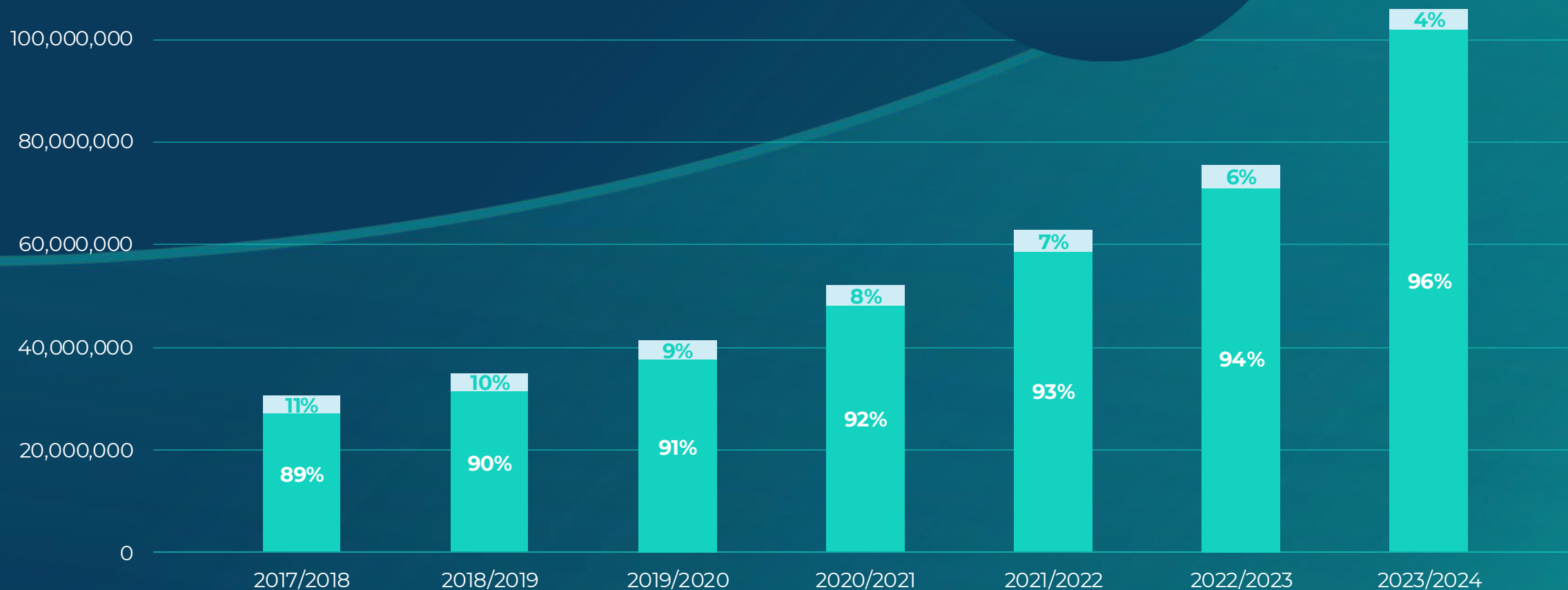


(DKK)

Revenue stream

Customer & partner driven revenue

Others revenue



Revenue grew by 41%
in 2023/24,
demonstrating the
scalability of the
business model.

(DKK MILLION)

Financial performance over the years

Gross profit





(DKK MILLION)

Financial performance over the years

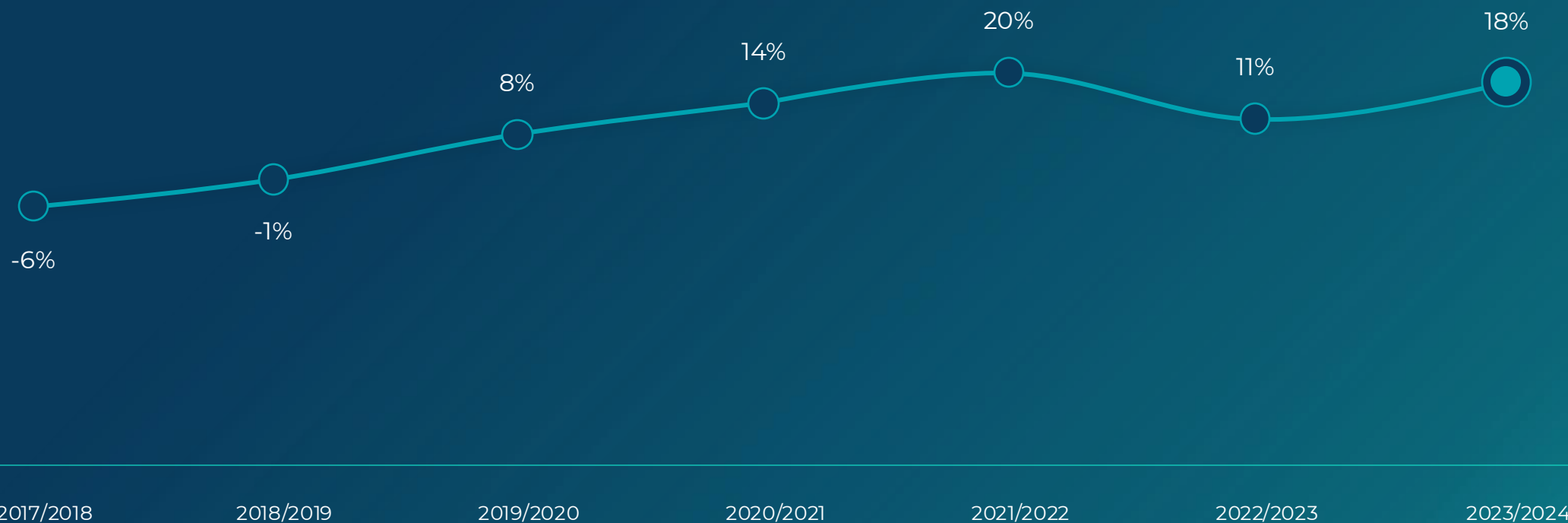
EBITDA

In 2022/2023,
extraordinary costs of
DKK 5 million impacted
EBITDA.



Financial performance over the years

EBITDA margin

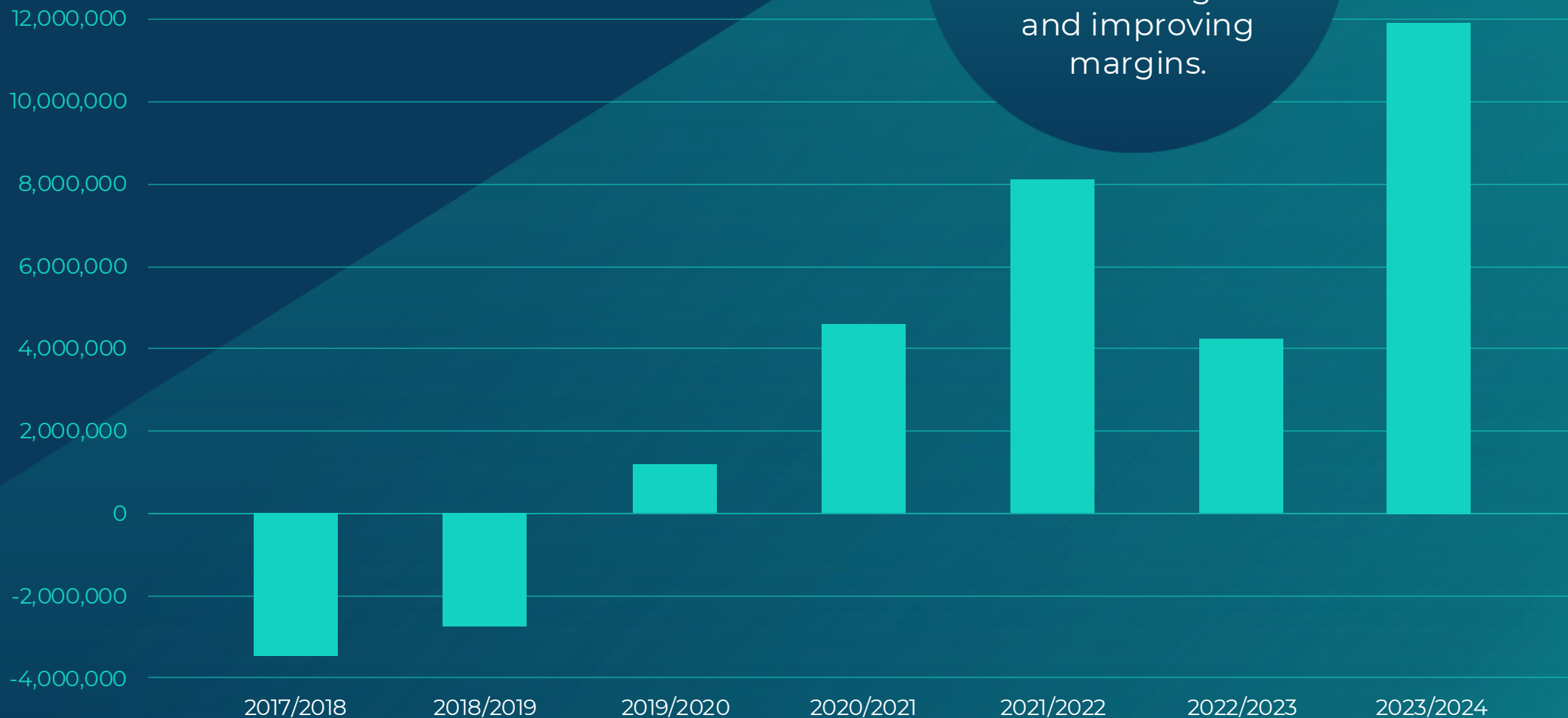




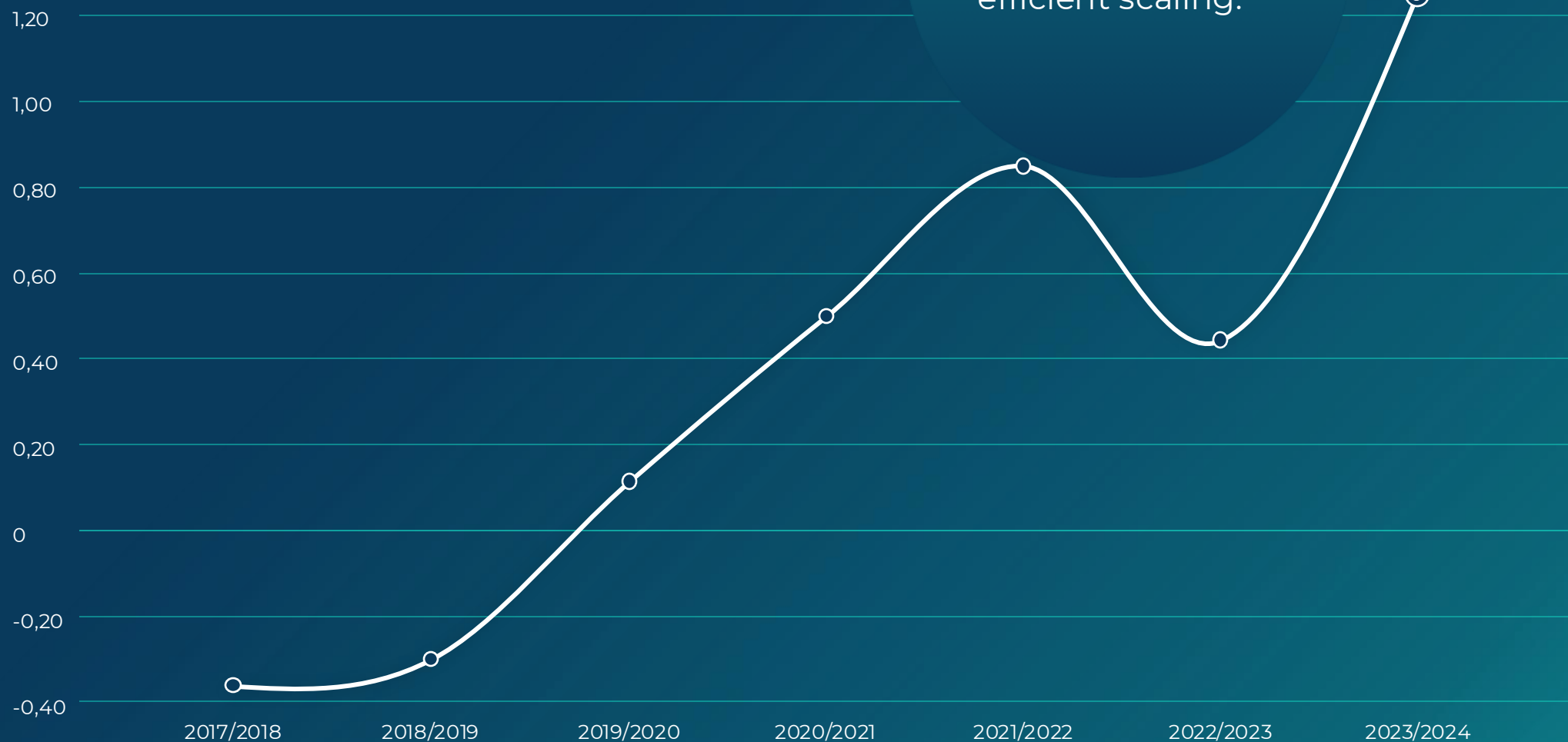
(DKK)

Annual profit

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



EPS



Goals and Objectives for 2024/2025



Net revenue
DKK 118-128 mill.



EBITDA
DKK 20-25 mill.



EPS



Strategy 2024-2027

The Mont Blanc 2027 strategy strengthens our position as the market leader in micro-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.

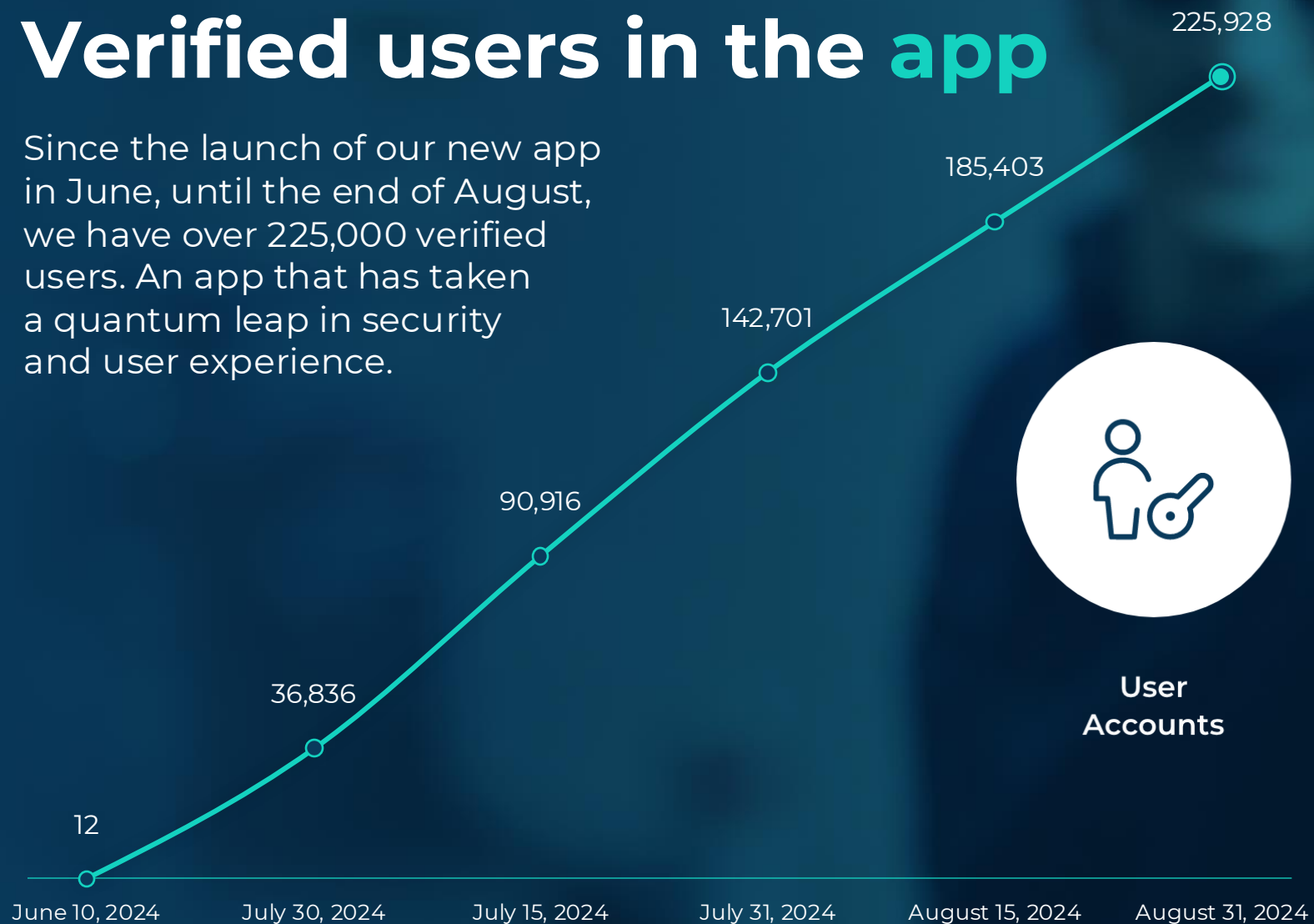
IT platform

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



Verified users in the app

Since the launch of our new app in June, until the end of August, we have over 225,000 verified users. An app that has taken a quantum leap in security and user experience.



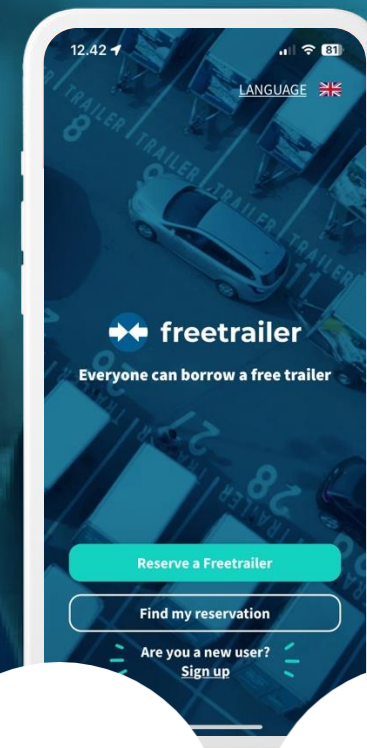
User
Accounts



Added
Security



Modern App and
Web Booking



Our Board



Thomas Zeihlund
Chairman

Over 25 years of experience in leadership, strategy, and finance, guiding Freetrailer'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 Freetrailer'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 Lyngsø
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 micro-mobility and outdoor advertising.

Q&A