



LAUNCHING D1 CONTENT COMMERCE PLATFORM



Our mission:

To launch and manage the world's leading scalable content commerce platform as a SaaS solution to disrupt the travel and leisure industry by converting and monetizing on huge amount of unused organic traffic on international web sites and travel media

The content commerce is already a \$44 BLN worth industry. The travel & leisure industry is a \$1 trillion industry



Content



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EXEC. SUMMARY

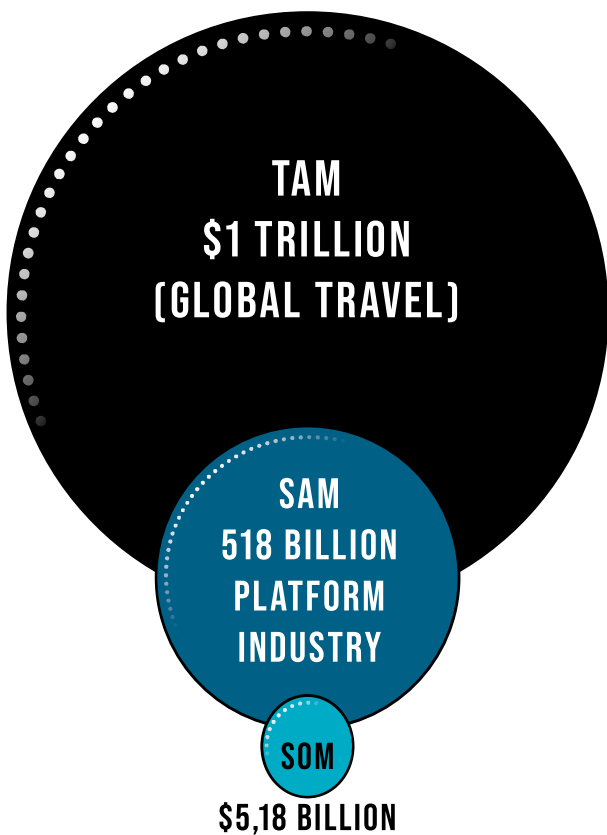
D1 CONTENT COMMERCE PLATFORM IS A UNIQUE SOFTWARE AS A SERVICE SOLUTION TO CONVERT EXISTING UNUTILIZED ORGANIC TRAFFIC INTO CASH FLOW. CUSTOMERS ARE INITIALLY FOUND IN THE TRAVEL AND LIFESTYLE INDUSTRY

THE PLATFORM IS LAUNCHED IN AUGUST 2022 AND WILL BE THE SOLUTION TO THE FUNDAMENTAL PROBLEM THAT THE TRAVEL INDUSTRY EXPERIENCES IN UNISON WHEN BOOKING TRAVEL, ACCOMMODATION, ACTIVITIES AND OTHER SERVICES.

D1 TECHNOLOGY IS A TRUE GAMECHANGER IN TODAY'S AND FUTURE DEVELOPMENTS. D1 BRINGS THE CUSTOMERS CLOSER THROUGH SCALABLE AND USER FRIENDLY SOLUTIONS TO PROVIDE GREAT BENEFIT FOR ALL STAKEHOLDERS REGARDLESS SEGMENT



TECHNOLOGY



- Total Addressable Market size for global travel was \$ 1 trillion in 2020 (TAM)
- The Serviceable Addressable Market is the global online travel booking platform industry with a market size of \$518 billion during 2020 (SAM)
- The global online travel booking platform industry is expected to grow to
- \$983 billion during 2027
- The Serviceable Obtainable Market for D1 Technology is \$5,18 billion which is 1% of the global online travel booking platform market (SOM)

LAUNCH IN AUGUST 2022

CUSTOMERS 2022

- Visit Kiruna
- Visit Värmdö
- Visit Östersund
- Visit Örebro

CUSTOMERS 2023

- Swedish Lapland
- Höga Kusten
- Snälltåget.se
- Discover Falkenberg

PIPE LINE

- Visit Abu Dhabi
- Lufthansa - swiss air
- Visit Bahrain
- Visit Ras Al Khaimah
- Visit Dubrovnik
- PGA (Golf travel)

Disrupting the travel & leisure industry

THE D1 CONTENT COMMERCE PLATFORM IS THE WORLDS MOST INNOVATIVE E-COMMERCE PLATFORM AND WILL DISRUPT THE TRAVEL AND LEISURE INDUSTRY BY CONVERTING HUGE AMOUNT OF UNUSED ORGANIC TRAFFIC ON INTERNATIONAL TOURIST WEB SITES AND TRAVEL MEDIA INTO CASH FLOW.

THE D1 PLATFORM ALLOWS WEBSITE VISITORS SEAMLESS TO BOOK AIR, ACCOMMODATION AND ACTIVITIES THROUGH THE UNIQUE EMBEDDED TECHNOLOGY RIGHT THERE AND THEN, AT THE TIME OF INSPIRATION, WITHOUT LEAVING THE VISITED WEBSITE.

THE EMBEDDED CUSTOMER INTERFACE IS EASY TO USE AND INTUITIVE WITH THE SOPHISTICATED D1 PLATFORM AS THE ADVANCED ENGINE IN THE BACKGROUND SECURING THE TRAVEL PLAN, BOOKINGS AND PAYMENTS.

OPPORTUNITY TO INVEST

Key to succes is rapid growth and obviously is time to market extemly important.

To ensure a strong and solid financial platform we will invite selected investors to participate in the journey.

Please contact Lars Skarke for further information, lars@skarke.se, +46(0)730257304

ROI - VALUATION

ROI FORECAST D1 2023 - 2027, EUR

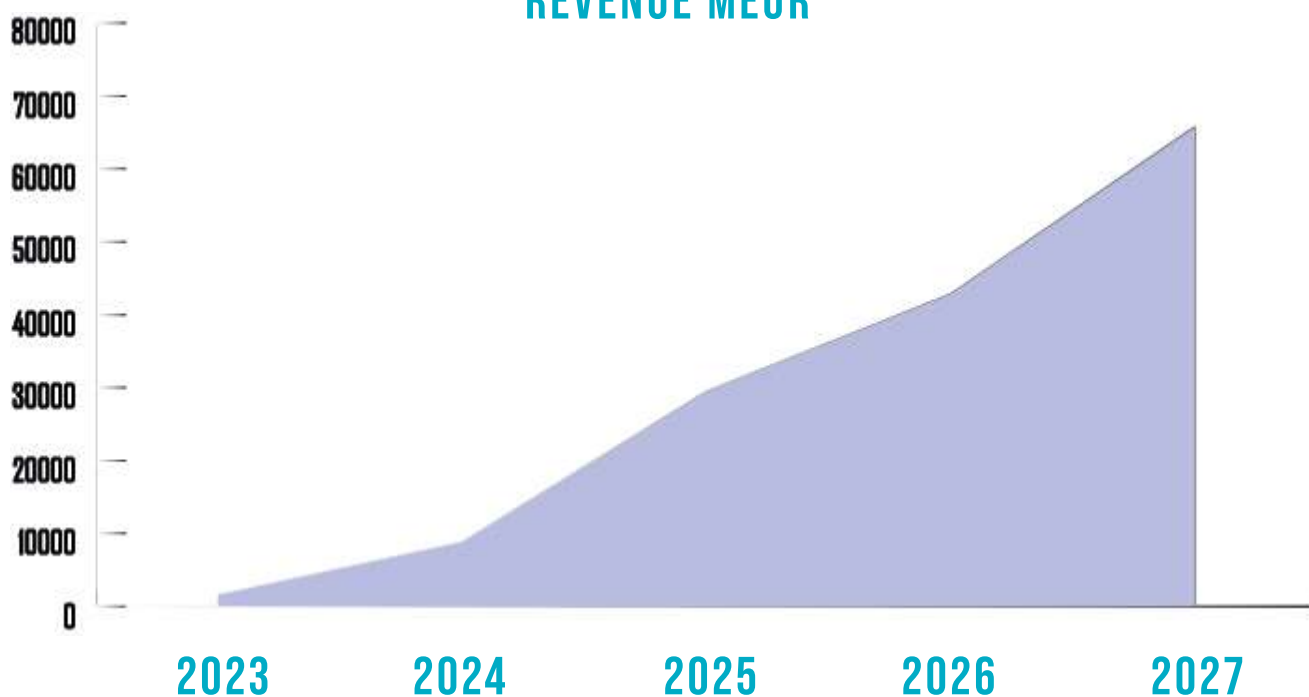
	2023	2024	2025	2026	2027
DESTINATIONS, BOOKING VOL.	16 616 925	88 366 463	295 033 367	428 788 561	658 012 238
AVERAGE EARNINGS/COMMISSION	10%	10%	10%	10%	10%
D1 GROSS REVENUE	1 661 693	8 836 646	29 503 337	42 878 856	65 801 224
OPEX	1 487 898	6 059 294	17 175 698	24 710 172	37 250 018
EBITDA	173 795	2 777 352	12 327 639	18 168 684	28 551 206
MARGIN	10%	31%	42%	42%	43%

ANNUAL DISCOUNT RATE 25%
NVP 25 025 845

CURRENT VALUE 2022: 4 000 000

CUSTOM P/S MULTIPLE	10,03	10,03	10,03	10,03	10,03
CUSTOM P/S VALUE	16 666 776	88 631 562	295 918 467	430 074 926	659 989 274
CUSTOM P/E MULTIPLE	23,87	23,87	23,87	23,87	23,87

REVENUE MEUR





TECHNOLOGY

KEY PERFORMANCE INDICATORS

• Average Click Through Rate (CTR)	7%
• Conversion	10%
• Provision service providers	10%
• Booking Fees	0,5%
• Average booking value	1 000 €
• Transaction fee, credit card	2,5%
• Return to content owners	10%
• Employees 2023	10
• Employees 2027	100
• Web visitors customer sites 2023	2 195 000
• Web visitors customer sites 2027	83 235 000

SHARE INFORMATION

• Valuation	4 MEUR
• Current number of shares	30 393
• New share issue (4,76%)	1 520 shares
• Total shares after new share issue	31 913
• Price per share	1,25 EUR
• Share issue	200 000 €
• EUR exchange rate	10,40
• Minimum application	30 000 SEK
• Number of shares at minimum application	20



ABOUT D1 TECH



The D1 Content Commerce Platform offers the opportunity to secure strong revenue streams from existing readers and visitors on any digital surface.

The Content Commerce segment is in strong growth, brand owners are moving toward content commerce and reducing their spending on classic ads format.

With the D1 Content Commerce platform any editor or publisher can tap in to massive and lucrative revenue streams without any investments or development.

The technical development is done in cooperation with EPTI. Their technical development skills are well documented and EPTI has also invested in Desti.

The Content Commercial segment is worth approximately \$44 BLN and with strong growth simply because spending on ads does not convert as needed

2022

LAUNCHING PLATFORM

The development phase included multi level integration of payments, bookings, activities, flights, car rental, etc.

All presented in one simple widget that can be placed on any digital surface

This will revolutionize the travel & leisure industry

The D1 Content Commerce Platform offers a one stop shop for all transactions related to travelling. The platform integrates existing booking systems that combines transport, accommodation, activities and merchandise in ONE unique technical groundbreaking embedded widget solution.



- AI driven for travel & leisure
- Integrating existing bookingsystems
- Combining all travel needs in ONE solution
- The platform can be used from any digital screen

Billions of visitors on Destination websites, Life style websites and Thematic websites can with the Desti Content Commerce Platform be converted into customers at their point of inspiration. The whole trip can be booked without leaving the website the customer is visiting

The problem

When the readers is inspired and they want to travel to a destination included in the content they then need to find the specific travel arrangement somewhere, since a majority of all visitpages, themepages, etc. do not offer the possibility to book the very specific trip mentioned in the content.

The potential customer then need to spend approximately 50 cklicks on various websites to gather all relevant parts of the specific trip they read about in the inspiring content



Millions of potential bookings are lost in the transition from the Content to the search for the specific trip.

This can all be avoided now, the content will be the inspiration AND the one-stop-shop for all transactions related to the trip in the content.

■ ■ ■ BACKGROUND ■ ■ ■

CONTENT COMMERCE IS GROWING RAPIDLY

THE CUSTOMER

IS IT POSSIBLE?

Experience from the travel industry

Already in 2006 the D1 founders were involved in the modernization of a traditional booking system in the Swedish mountains and other destinations. The issue at hand was the need for a one stop shop for all needed bookings for a trip to the destination. But also how the product owners could get a stronger position.

At one point in Åre a potential customer called on the phone and asked for help to get the booking complete including airtravel, taxi, accommodation, dinners, ski rentals, etc. The customer was frustrated since it was impossible to get the complete booking done in one place, and there was no way to coordinate the trip without a full time effort for a couple of days to get all the bookings in place.

The D1 founders started again to discuss the possibility to combine all bookings into ONE platform. First we planned to develop a mobile app and webpage to combine accommodation, activities and transport. But we realised that it would take long time and major investment in marketing to build organic traffic and customers downloading our mobile app.

The breakthrough

The founders could not let the idea go, so they decided to make it a full time project to develop a platform that could combine all needed transactions to make a complete travel booking.

The breakthrough came when the technical developer EPTI entered into the projects. With their technical experience and track record D1, especially regarding the widget solution, could quickly move into a development phase of the platform. With the widget solution we don't need to invest in building organic traffic as we trade on already existing organic traffic.

2022 the D1 Content Commerce Platform is ready for launch. With customers waiting for the final solution the D1 Platform is now being implemented with i.e. Kirunalappland.se, including the crucial embedded widget solution.

... ■ TIME ■ ...

During the development phase the D1 team continuously presented the platform to potential customers such as kirunalapland.se, visitdubai.com, etc. They all had identified the need and would like to be part of the roll out plan when the platform was ready. The team focused on Travel & Leisure and Thematical websites (could be golfdigest.com etc) due to lack of resources but they all concluded that this was a definite need since they already had the traffic from the visitors but no technical solution for the booking and sales.

2006

THE PROBLEM IS IDENTIFIED

Experiencing problems with several destinations administration to manage bookings, founders and early investors in D1 with background in the travel industry, saw the need of a change in the industry already 20 years ago. But there was no technology developed at that time.

2019

THE COMPANY

When scanning the market for technical solutions that could provide a platform for our needs D1 the idea about a digital platform that could handle all travel issues included in a complete booking started to emerge. The D1 Technology Ab was founded.

2020

EPTI ENTERS

Coming from a variety of different backgrounds with global market experience, EPTI creates a diversity of perspectives needed to lead companies of the future. So far approx 20 000 hours of technical development has been invested in the D1 platform. With EPTI's widget technology D1 finally had a complete solution matching our Mission.

2021

THE LEGAL SET UP

To be able to handle travel plans, bookings and money transfers the legal set-up had to be right from the beginning. The legal development of contracts and set-up was challenging but the development was succesful and we managed to create a legal structure that would work with the technical platform.

2022

The launch

With all the pieces coming together early 2022 we are now ready for a commercial launch, and we have a waiting list for customers since the interest has been great from all over the world.

■ ■ ■ CONTENT COMMERCE ■ ■ ■

Content Commerce with embedded technology is a mega trend growing rapidly in all commercial segments simply because the customer does not convert on reasonable levels through classic ad promotions any more. Customers are looking for reviews, testimonials, and striving to understand the products and services features, and benefits. They want to investigate more about their potential purchase by themselves before making their final decision.

The high intent digital customer is less focused on where they buy, however, they are looking for convenience, safety and quick execution. Obviously with a digital surface constantly in your hand or in front of you, you want to make your purchase when the inspiration strikes and the purchase should be completed without any interruptions in the customer journey, they see it, want it and they pay for it, in one seamless flow, the D1 Content Commerce Platform offers just that with an embedded technology.

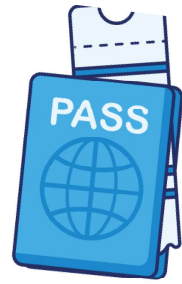
Content Commerce is a new sales channel that will change the sales process for many stakeholders in the digital sales market. It is not only a new sales channel, but also an new opportunity for stakeholders that previously did not participate in the actual sales in the digital arena.

This means that any publisher or editor now can tap in to massive cash flow streams and generate revenue from new sources but with the same visitors, i.e. on a website like visitdubai.com or golfdigest.com. The publisher and editors now can finance their high quality material by gaining a small percentage of the massive cash flow streams that flows through the D1 Commerce Content Platform

The D1 Content Commerce Platform offers a one stop shop for all transactions related to travelling. The platform integrates existing booking systems that combines transport, accommodation, activities and merchandise in ONE unique embedded technical solution.



The mega trend Content Commerce is a valuable new sales channel with advance embedded technology that will change the way cash flow is directed in the near future and the D1 Content Commerce Platform is going to be the leading platform in the travel and leisure industry



Content commerce allows publishers and editors to monetize their content through a widget embedded into articles. The reader then, when being inspired, make the purchase at once, without leaving the website. Moreover, content commerce in the form of embedded e-commerce with integrated buy buttons empowers publishers to own the checkout experience and benefit from higher conversion rates.

Jonas Sjöstedt, founder and CPO at Tipser, says: *"Before, publishers used to make revenue on the side of their content with ads, and the content was just a cost. Now, the actual content can become a revenue stream. We have also seen an increase in returning visitors for publishers, because the visitors see a value in coming to the content that has been hyper curated by the editor."*

What does Content Commerce mean to consumers? Consumers are searching for convenience more than ever, with 83% of shoppers saying that convenience while shopping is more important today than it was five years ago. This seems to be the most significant advantage of content commerce. It allows customers to get inspired by the content and purchase it immediately through a native checkout instead of browsing through multiple sites to find the product they've been inspired by.

THIS IS THE TRUE MODERN DISRUPTION OF THE TRAVELL INDUSTRY, SINCE THE REVENUE STREAMS ARE NOW UP FOR GRABS BY THE PUBLISHERS AND THE EDITORS, IN COOPERATION WITH THE PRODUCT OWNERS



The D1 Content Commerce Platform is going to be the worlds leading Content Commerce platform for the travel & leisure industri, including destination websites, lifestyle websites and thematic websites. There are suppliers with relevant platforms for Content Commerce with excellent capabilities for the generall e-commerce segment, but the travel industry is much more complex and need a more advanced solution, the D1 Content Commerce Platform"

Kevin Kirk, CEO D1 Technology AB

■ ■ ■ MANAGEMENT ■ ■ ■



KEVIN KIRK

CEO, founder

Kevin is a highly experienced CEO and skilled business developer with many years of experience within the hospitality and tourism industry. With his solid experience within booking, travel agents and destinations management systems as a background he started searching for a solution to easy access travel booking and started the development with the disruptive brand MyDesti in the company D1 Technology



LARS SKARKE

Boardmember, founder

Lars is the super-entrepreneur who makes the impossible possible. Lars has a fantastic track record in starting and building multinational companies and creating growth based on visions. Lars has an invaluable global network and has been honored several times. For his work with Envirotainer he has been awarded the Entrepreneur Of The Year and Product of the Year award in Japan



MÅNS SÖDERLIND

Chairman

Deputy CEO, CCO & Partner at EPTI. Founder Agnostic.se, CTO Hubbster Group, consultant & analyst Allies AB, co founder Garçon Mondain

Teamet består av en aktiv styrelse och ledning
samt utvecklare från EPTI,



LINDA VASELL

Styrelsemedlem

Linda is a strategic and tactical executive with extensive experience within the global travel industry, including 10 years as Head of Communications at SkiStar AB, the largest adventure company in Northern Europe. Linda is solution focused with a deep understanding of business development, risk management and customer experience.



TECH TEAM

Tech, aktiva ägare

EPTI - Tech & Innovation Partner Founded by Arli Mujkic in 2017, with 90+ employees in 8 cities and 15+ companies in the portfolio, EPTI empower innovation. Using distributed teams to build, invest in and transform ideas globally. A venture builder crafting the companies of the future. and facts trough activation.



■ ■ ■ THE POSSIBILITY ■ ■ ■

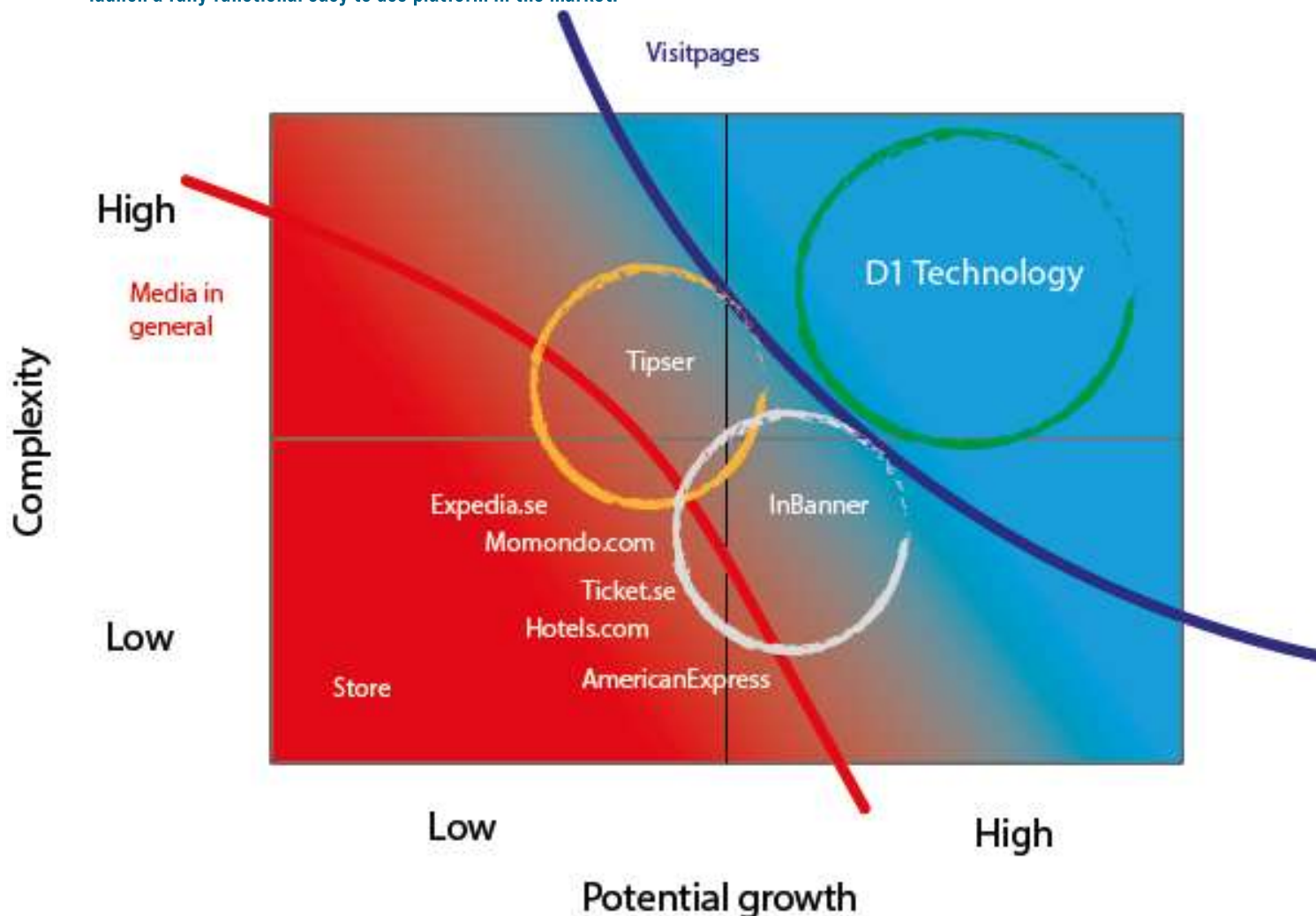
Millions of web site visitors gets inspired every month by reading destination websites, Lifestyle websites and Thematic websites. However, most of those sites do not have access to any Content Commerce Platform, thus they can not offer bookings directly on the visited site.

With the D1 Content Commerce Platform the editors and publishers can tap into a potential massive revenue stream from travel bookings.

Tourist organisations can support local business by converting their massive organic traffic into direct sales and booking with the D1 Content Commerce Platform, with the unique embedded widget solution.

The editors and publisher could from now and on replace the travelagency, with no investments, just joining the D1 Content Commerce Platform, and immediately adding a new risk free revenue stream.

D1 Technology is positioning it self in the Travel & Leisure segment, creating a Blue Ocean with its D1 Content Commerce Platform, with the unique embedded widget solution. The barrier to enter the travel & leisure segment is great due to the complex set-up with technical configuration and legal set-up. D1 has been able to solve these complex challenges and is now able to launch a fully functional easy to use platform in the market.



TRAVEL PLANS

Customers can develop travel plans they later can convert into bookings. Perhaps they want to confirm with the family or friends before they confirm.

BOOKINGS

Integrated booking systems with a middleware that makes the booking seamless and at a single point of contact.

Bookings for air, accommodation, taxi, rental cars, activities, etc. in the same booking

CUSTOMER DATABASE

The D1 Content Commerce Platform collects and stores customer data. This will make any new bookings from the customers easier. When in the customer database you can quickly make new bookings.

PAYMENTS

All payments are managed by the platform, purchases, fees, cashbacks, etc.

DASHBOARD

The product owner receives a login to the dashboard to manage products, pricing, distribution, cashback, etc.

ANALYSIS

D1 will provide their customers with extensive business analysis based on the massive information database that will help the customers with facts for decisions on marketing, pricing, etc.

The D1 Content Commerce Platform is going to be the worlds leading Content Commerce Platform for the travel & leisure industri, including destination websites, lifestyle websites and thematic websites. There are suppliers with relevant platforms for Content Commerce with excellent capabilities for the generall e-commerce segment, but the travel industry is much more complex and need a more advanced solution, the D1 Content Commerce Platform”

Kevin Kirk, CEO Desti AB

... ONBOARDING ...

01

SALES PROCESS

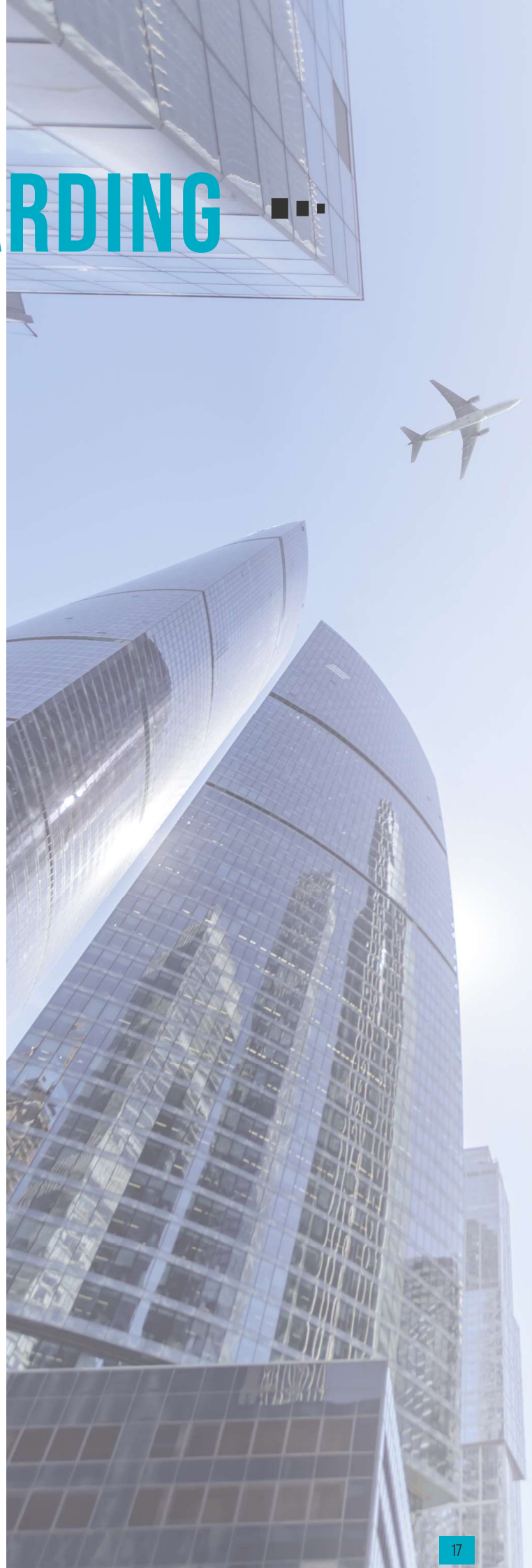
The general sales process has been focused on local visit websites that will be part of the first launch in August 2022.

The selection process has been crucial since we are looking for visit sites with a fair number of visitors, a good range of product owners connected to the site and also including travel, accommodations and related activities.

02

EVALUATION OF INTEGRATIONS

The key to success has been to evaluate the need for integrations with various booking systems. By focusing on key systems we minimize the initial integration development for many booking systems, at this point in time i.e. Resti is a favourable booking system.





Time to market is of importance. Obviously the D1 Content Commerce Platform is the first of its kind in the market but there will be competition at some point. A smooth and effective onboarding process is therefore of major importance.

— 03

CONTRACTS

The evaluation of the need for various integrations ends up in a short list of prioritized visit sites where as many product owners as possible can be connected to the D1 Content Commerce Platform.

As the visit site and their product owners are approved a contract is signed with all parties.

— 04

IMPLEMENTATION

Implementation is carried out throughout the onboarding process. The onboarding process includes integrations, approve descriptions, pictures, etc.

As soon as the implementation is ready the product owners and the visit site can start to generate revenue through the D1 Platform.

All needed reports and analysis is prepared and reviewed with the customer on a regular basis to improve the conversion and financial output.

■ ■ ■ CASE STUDY ■ ■ ■

KIRUNALAPPLAND.SE

Kiruna is a special place in many ways. Sweden's northernmost town is home to Icehotel in Jukkasjärvi, to Sweden's highest mountain, Kebnekaise, and to the world's largest underground iron ore mine – a mine that is now forcing the town to move. Situated 200 kilometres north of the Arctic Circle, Kiruna enjoys around two months of midnight sun in summer and ideal conditions for viewing the magical northern lights from September through March. Aurora Sky Station in Abisko in Kiruna municipality has been named by Lonely Planet as the best place in the world to experience light phenomena.

While Kiruna is a relatively small town with a population of around 23,000, the municipality encompasses an area of 19,447 square kilometres, which makes it the second largest municipality in the world. Kiruna's border to the west is Sweden's national border with Norway, and its eastern border is the country's national border with Finland. In the north, all three countries meet at Treriksröset – the Three-Country Cairn, which is the world's northernmost tripoint and a landmark on the international Nordkalottleden Trail.

We invite guests from all over the world to share our Arctic way of life – close to nature and far from the ordinary.

- Abisko national park
- Icehotel
- Kebnekaise
- The worlds largest undergrounds iron ore mine
- etc.



LAUNCH DATE

Launch is planned for august 2022. Implementation and onboarding is planned. Product owners and the visit organisation is well informed and ready to go live.

Kirunalappland.se has approximately 225 000 unique visitors that now will be able to make their bookings at the point of inspiration.

In phase one there will be six product owners that participate in the launch. Their products and services will be available for bookings through the Desti

PRODUCT OWNERS

1

REINDEER LODGE

Stay amidst nature and with a Sámi touch outside Jukkasjärvi village. Choose between a cosy forest cabin (stohpu) and a comfortable Sámi tent (goahti), or why not one night in each? Nestled in the woods and on the banks of river Torne, this small-scale and snug accommodation facility with plenty of space offers an ideal base for your Swedish Lapland getaway. anbáiki Museum is included, where you can meet and feed some

2

ICEHOTEL

The story of Icehotel starts in 1989, when it became the world's first and largest hotel made of ice and snow. It's also Sweden's most unique and probably most extensive private art hall.

Each year it's reincarnated in a new guise, carefully designed and handcrafted by some 40 artists from around the world.

3

ESRANGE VISITOR CENTER

Esrangle Space Station is located about 25km from Jukkasjärvi. Here the state-owned company SSC (Swedish Space Corporation) launch sounding rockets and stratospheric balloons for research. Esrange also has one of the world's largest ground stations for satellite communications.

The unmanned Visitor Center, at the gates of Esrange Space Center, is where you can get an insight into the ongoing behind the Esrange gates. You will also find information about other space activities in the region.

4

VUOJÁN – REINDEER SLED EXCURSION

Handle and drive your own draft reindeer with a sled along an approx. 10 km long trail through the vast and gorgeous winter landscape of Sápmi. This is an amazing hands-on eco adventure for outdoor enthusiasts that look for a truly traditional Sámi activity.

The reindeer sledding guide takes you via a short minibus transfer from Jukkasjärvi to the Sautosjohka reindeer enclosures out in the woods.

5

JUKKASJÄRVI

With origins from the 17th century, Jukkasjärvi is one of the oldest villages in Norrbotten. The location at Torne river, near the lake Sautusjärvi, was a strategic starting point for fishing as well as trade. Parts of the older farm settlement can still be found in the oldest part of the village. Here is also the old homestead where the oldest building is a timber cottage from 1736. For a long time, the priest- and bell families were the only residents of the village, but in the 18th century some new settlements were established. Today the village has about 800 inhabitants, but there are also more than 1,000 dogs in the village!

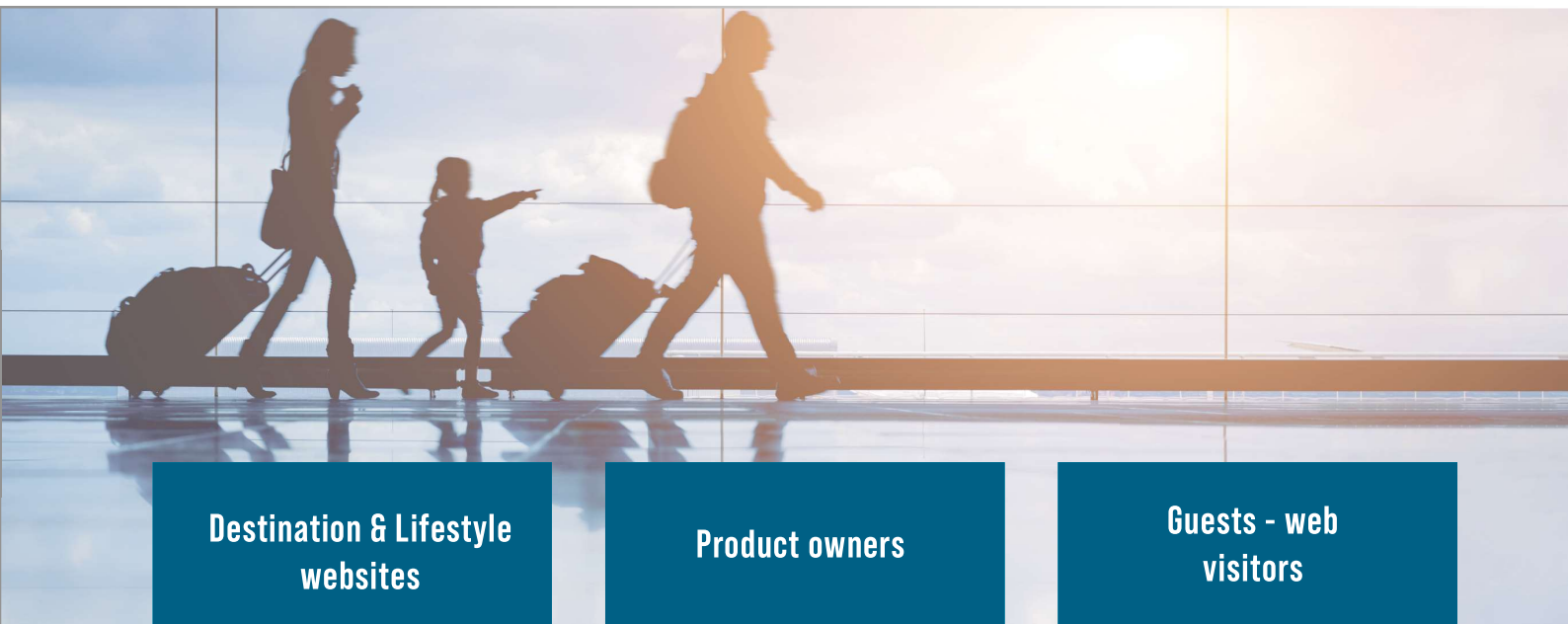
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NIKKALUOKTA

Nikkaluokta is located where the three valleys Vistasvagge, Ladtjovagge and Kalixälven's lakes meet at Sweden's most powerful high mountain area. The village is located where the public road ends and the mountain trails begin.



BENEFITS



Destination & Lifestyle websites

A

- Utilizing existing organic traffic on their website
- Creating business opportunities for product owners/tourism industry
- Becoming a relevant webpage for readers and travelers to visit

Tapping in on a massive revenue stream without any investments

Product owners

B

- Boosting revenue by benefitting on destination sites previously unused existing organic traffic
- Being bookable with desti.one in various publications and ads
- Cost effective new sales channel without middleman
- Taking ownership of the customer as desti.one brings the customer closer

Increased earnings through lower customer acquisition cost

Guests - web visitors

C

- Travelers save time finding, packaging and booking = less time spent on Google searching
- Book while getting inspired on visit sites and travel magazines
- More secure and confident by booking directly and being able to have contact with product owners

Purchase when inspired

■ ■ ■ REVENUES ■ ■ ■

Post launch 2022

D1 Technology has made an investment of approximately 20 MKR in technical development. The additional investments is for upgrades, fine tuning and similar.

- Launch reviews
- Upgrades
- Fine tuning and development

3 MKR

2023

Ongoing onboarding and further development of the platform.
Recruiting of key personal in various markets and regions.

- Onboarding
- Technical development
- Recruiting
- Marketing

TBD MKR

Marketing 2022

Marketing 2022 is focused on onboarding of new customers, finalizing and document processes, develop and implement automatic onboarding tools. Obviously also thorough strong presence in social media, etc.

- Develop process for onboarding
- Develop digitalized tools for onboarding
- Brand awareness in social media, etc.

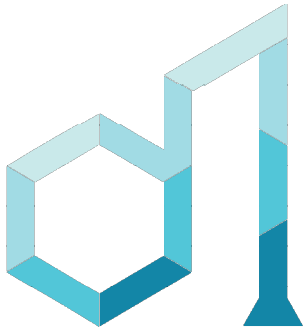
3 MKR

The presented estimates are based on the current budget

*2023, Revenue, 1,6 MEUR.
2024, Revenue, 8,8 MEUR
2025, Revenue, 29,5 MEUR*

Profitable from 2023

... MILESTONES ...



TECHNOLOGY

- 1st launch on thematic web site for golf travellers
- Potential onboarding of UAE destinations
- Potential onboarding Qatar
- Continues launching in Europe
- Launch UAE destinations
- Potential revenue 5M€

- Launching 1st Swedish destination
- Onboarding international destination
- Onboarding of additional Swedish destinations
- Onboarding of thematic web site
- Onboarding of Nordic & European destinations
- Launch our chatbot Frida

SCALE
GLOBAL

€1,8M
REVENUE

LAUNCH

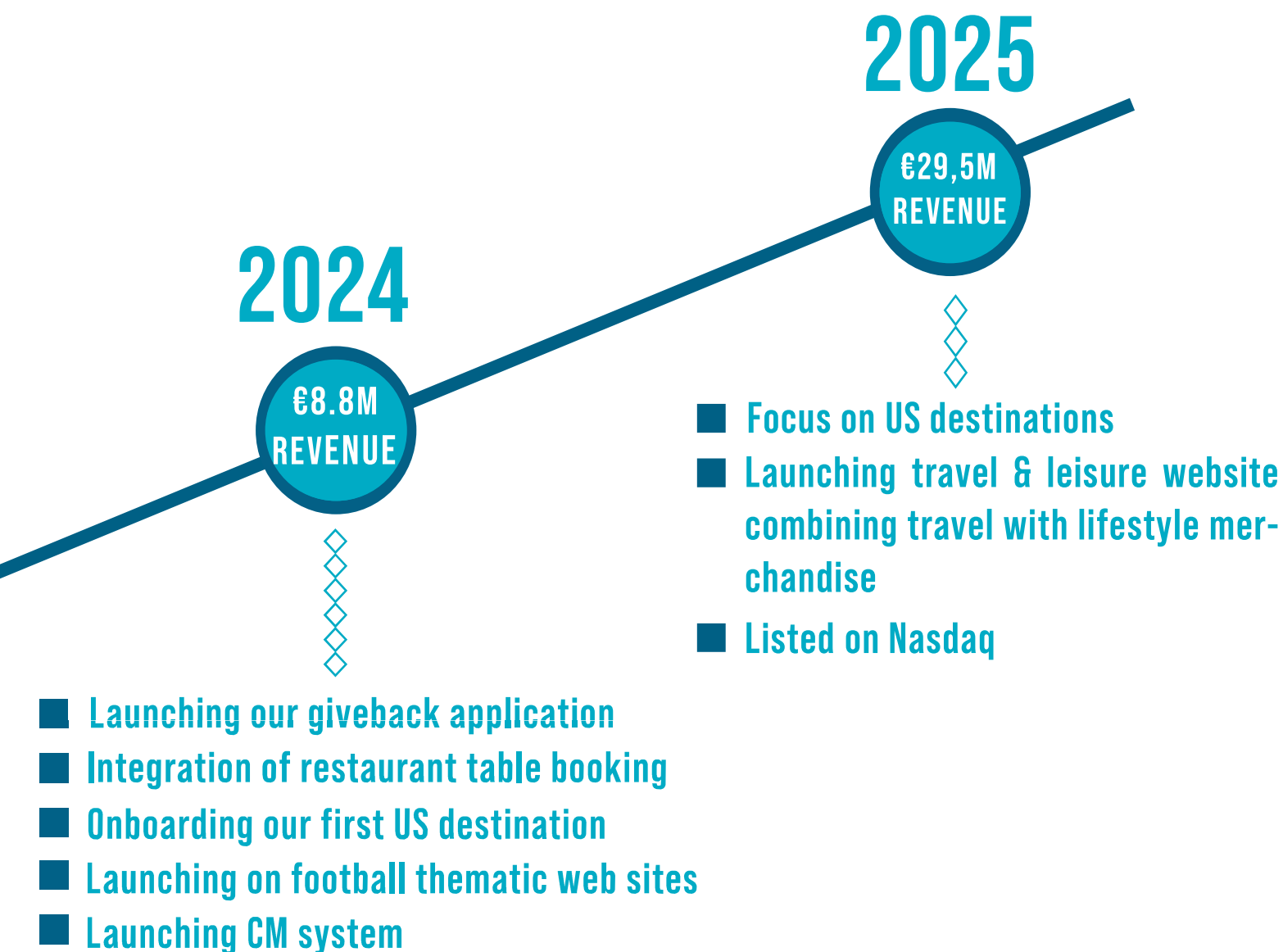
2022

2023



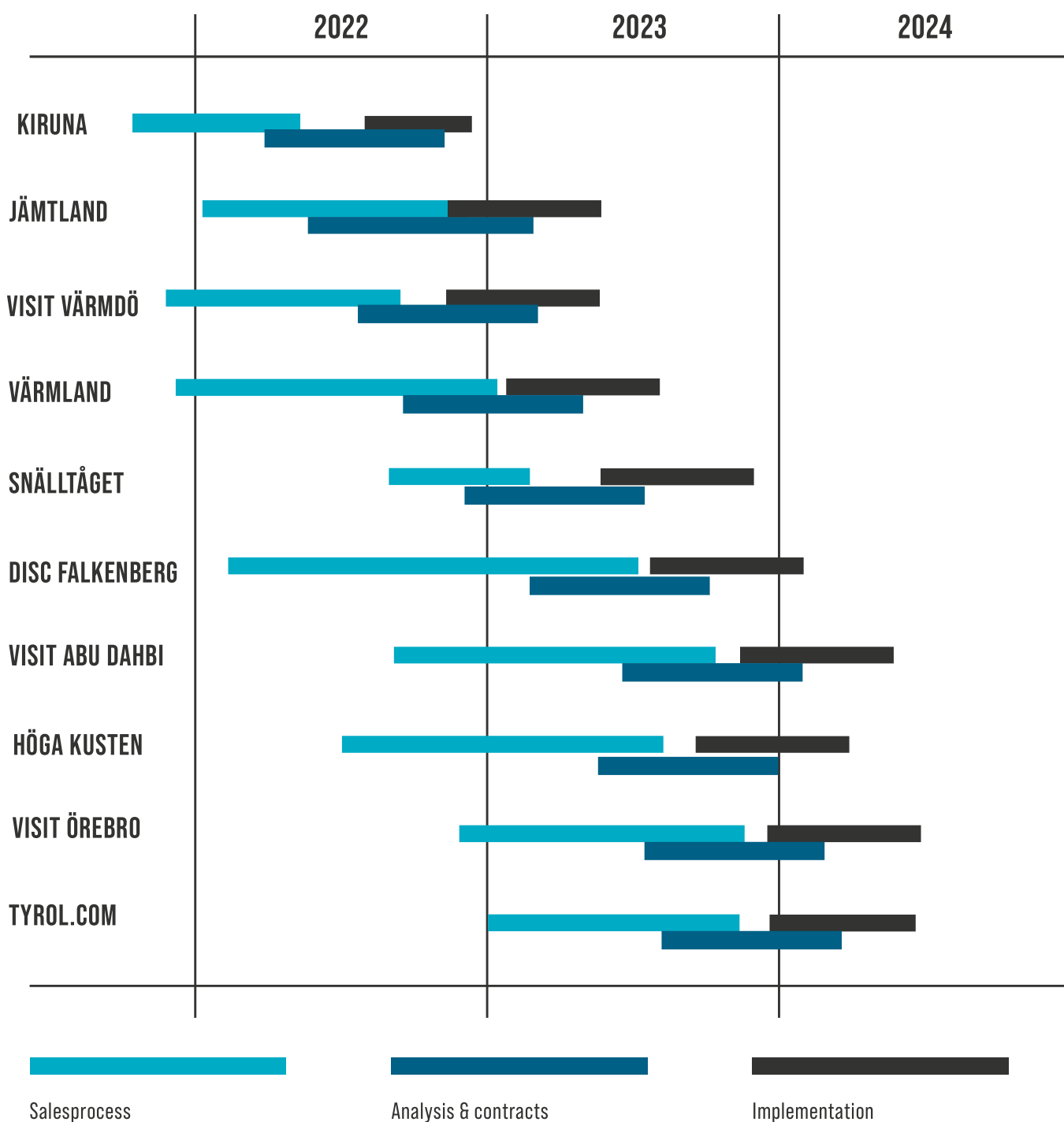


Time to market is of importance. Obviously the D1 Content Commerce Platform is the first of it's kind in the market but there will be competition at some point. A smooth and effective on boarding process is therefore of major importance.



... ONBOARDING TIMELINE ...

The D1 Content Commerce Platform is launched in august 2022. The first customer is visitkiruna.se with more to follow. D1 has a current waiting list for customers who wants to launch med platform with customers around the globe.



Kiruna Lappland

200 km north of the Arctic Circle, you will experience contrasts from Northern Lights to the midnight sun, the highest mountain in Sweden to the world's largest underground iron-ore mine, ancient Sámi culture to an ongoing city transformation.

Some say we have four seasons, but the Sámi people have taught us there are actually eight. The climate and seasons are very important to the Sámi people for their reindeer herding.

Jämtland

In Jämtland Härjedalen, the natural environment of the forests, mountains and streams are the primary ingredients. These ingredients work well together with our cultural history and traditional food production added with astute investments and renowned hospitality. Tourism is our core industry in this part of Sweden. An industry that is of greater importance with regards to employment and growth than in many other regions of Sweden.

Visit Värmdö

Because Värmdö is made up of both islands and mainland, we can travel on foot, by car, bus, taxi, bike and boat. Here you can find the links you may need to plan your trip and how and where you are going during your stay in Värmdö. Värmdö is a typical commuters area. This means that lots of residents in Värmdö travel to Stockholm City on weekdays. On weekends this is reversed when many residents in Stockholm City travel out to Vär-

Värmland

Looking for an active vacation? Book a package. Check out our package offers that give you a fun-filled adventure in Värmland's nature. You can choose from activities such as cycling, kayaking, climbing and lots of other adventures that give you excitement during free days. Lake Vänern offers experiences for all the senses, all year round. Here you will find nature, culture, meals and activities that fill you with joy and

Snälltåget.se

Vi på Snälltåget drivs av att ge våra resenärer en trevlig och prisvärd resa! Snälltåget tar dig mellan Malmö och Stockholm året runt. Under hösten och vintern går Snälltåget hela vägen från Malmö via Stockholm till Jämtlandsfjällen och på våren och sommaren kan du åka med oss till Berlin. Till Blekinge, Växjö och Jönköping tar du dig vidare med våra egna anslutningsbussar - Snälltåget på väg.

Discover Falkenberg

In Falkenberg, there are so many things for you to experience and unforgettable times to be had. Get inspired by everything Falkenberg has to offer and embark on a tour of discovery. Camping, Hostel, Bed & Breakfast or Hotel? No matter where you stay, it's a part of the excitement - the experience of being somewhere else than home. Here you will find tips for different kinds of accommodations.

Visit Abu Dhabi

Summer in Abu Dhabi is everything you want but nothing you'd expect. There are so many places to visit during summer and you'll never run out of things to do! Cool down in the world's greatest pools, find record-breaking thrills around every corner, access a level of luxury you never knew existed, and have the kids spend the whole day with their superheroes. Expect nothing but incredible surprises in Abu Dhabi this summer season.

Höga Kusten

Experience architecture combined with nature on your hiking trip in the High Coast. You'll find these "art works" scattered around the High Coast reminding of traditional shelters. Read more and find all ArkNat-sites here. The Ulvön islands are the High Coast archipelago's biggest tourist attraction with a fantastic cultural heritage thanks to the picturesque little houses, boat sheds and traditional wooden frames for drying fishing nets.

Visit Örebro

The name means "bridge over the gravel banks" and the city was founded as early as the 13th century where the main route through Central Sweden crossed the river Svartån. The oldest parts of the castle and St. Nicolai Church are of the same age as the city. The center is characterized by the castle and many beautiful buildings. Together, they create a city center that many consider one of the most beautiful in the country.

Tyrol.com

Outdoor enthusiasts are spoilt for choice, both in summer and winter. Hiking and rock climbing are popular activities during the warm summer months, while in winter many people come to Tirol to enjoy alpine skiing, cross-country skiing and tobogganing in the snowy landscape. From the valleys of Ötztal, Paznauntal, Pitztal, Zillertal and Stubaital to East Tirol, Lake Achensee, the regional capital Innsbruck and the legendary ski

... LAUNCH PHASE ...

The D1 Content Commerce Platform is now in the launch phase and to need to accelerate the speed for launch and implementation with customers to secure our market space. The D1 platform includes embedded technology delivering seamless bookings and transactions

1

Pre launch valuation

Pre launch valuation is 30 MKR. The cost of the technical development is approximately 20 MKR Closed,

2

Post launch valuation

Estimated post launch valuation is 40 MKR. Post launch includes the evaluation of the implementation of the Desti Content Commerce Platform with kirunalapland.se
Estimated capital need, 6 MKR.

3

Exit

The founders has a long term perspective on the holdings in the company. However, to accommodate a lucrative exit for external shareholders both an IPO or a trade sell would be possible

4

Trade sell

With a currently massive growth in the segment for content commerce we could speed up the worldwide launch through a cooperation or aquisition with a larger company in the segment

5

IPO

With the current growth plans D1 Technology would be an excellent candidate for a IPO on one of the major stock markets. This to finance continued growth and world wide launch.

■ ■ ■ MORE INFO ■ ■ ■

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DISCLAIMER

Information in this document is based on projections and estimates and is not a guarantee for fulfillment. The market is in a rapid growth phase and projections and estimates can change in any directions.

