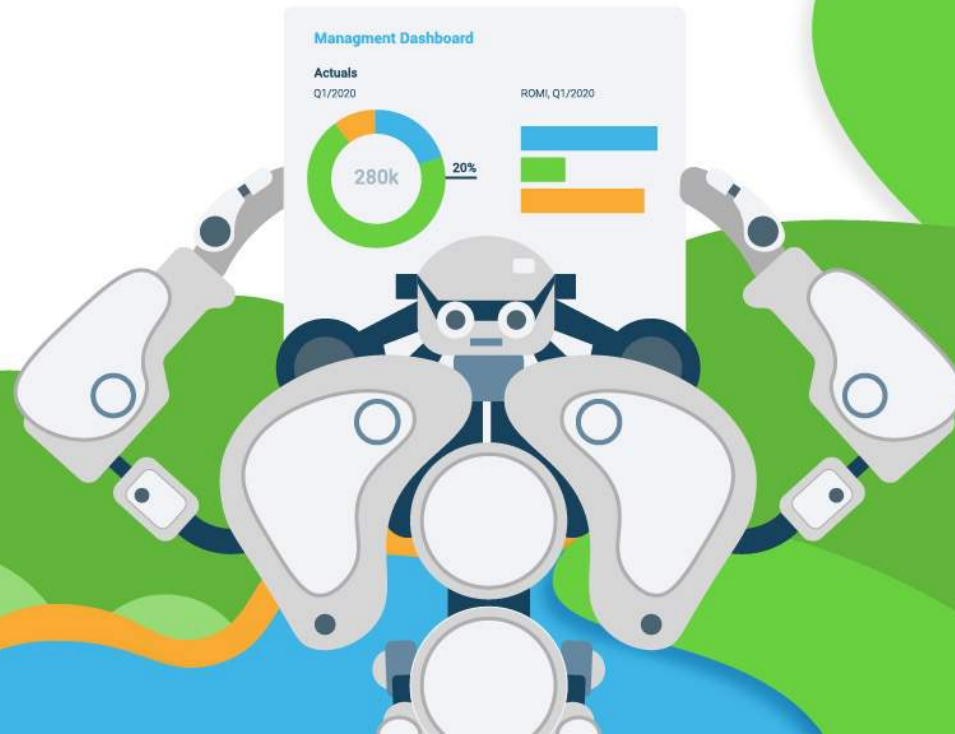


Advanced AI-Based Solution for Revenue Forecast and Budget Optimization in Marketing-Driven Companies



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2023



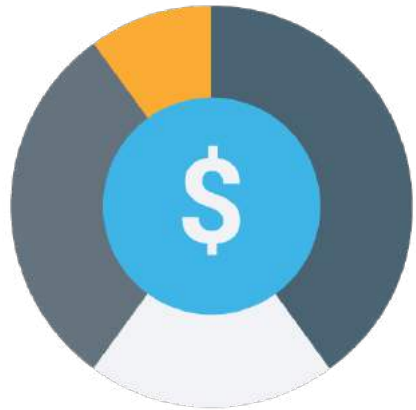
Solving the global dilemma: Efficient growth of marketing driven companies

- 1 C-level executives (CEO/CFO/CMO) must balance growth/Go-to-Market strategy and profitability
- 2 Impact analysis of both marketing and non-marketing activities on business outcomes is a crucial element for success of companies
- 3 According to Forbes, *it's surprising how little visibility financial executives have into this spending on growth, and how those investments are performing*

 AdoptoMedia

AdoptoMedia is solving a global dilemma of efficient growth for marketing driven companies of all sizes in B2C/B2B/D2C business models

Our vision



Becoming the global leader in creating *automated and transparent revenue forecasts with optimized budget*

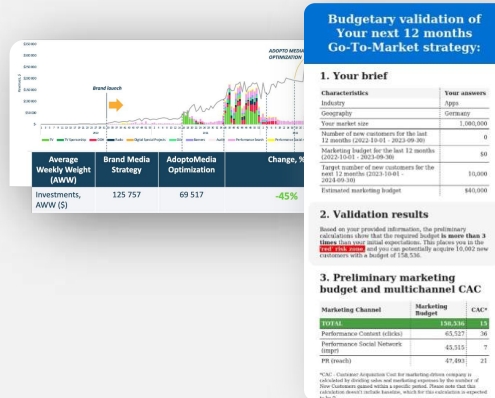
We are targeting a multibillion global markets via scalable business model with our partners (indirect sales)

AdoptoMedia



Target market with **1,000,000's** potential clients: SMBs and Startups

Our solution: Go-to-Market strategies for SMBs, startups and fast-growing companies



Target market with **10,000's** potential clients: Investment banks, VC/PE firms, strategic consulting firms

Our solution: Commercial DD insights for M&A and VC rounds



Target market with **1,000's** potential clients: Media Agencies, marketing consulting firms, FP&A and financial service providers

Our solution: Marketing Analytics (multichannel CAC, marketing mix optimization)



AdoptoMedia – Unique Capabilities with Reliable Insights

AdoptoMedia's differentiation lies in our transparent and industry-proven approach

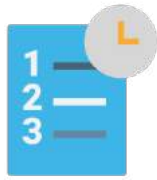


Unlike competitors, we offer a clear, non-black-box AI solution, underpinned by a validated methodology capable of accurately modeling the impact of both internal (e.g., sales, marketing, and budget adjustments) and external factors (e.g., competition and macroeconomics).



This modeling covers short-term (quarterly) and long-term (5 years P&L) scenarios, significantly influencing company forecasts & valuation.

Case studies from our business partners implemented on AdoptoMedia platform



Go-To-Market builder for startups via checkmedia.com platform



7 questions with results in 10 minutes!

Budgetary validation of next 12 months GTM – Free of charge service



Budgetary validation of Your next 12 months Go-To-Market strategy:

1. Your brief

Characteristics	Your answers
Industry	Apps
Geography	Germany
Your market size	1,000,000
Number of new customers for the last 12 months (2022-10-01 - 2023-09-30)	0
Marketing budget for the last 12 months (2022-10-01 - 2023-09-30)	50
Target number of new customers for the next 12 months (2023-10-01 - 2024-09-30)	10,000
Estimated marketing budget	\$40,000

2. Validation results

Based on your provided information, the preliminary calculations show that the required budget is **more than 3 times** than your initial expectations. This places you in the **Red & Risk Zone** and you can potentially acquire 10,002 new customers with a budget of 150,536.

3. Preliminary marketing budget and multichannel CAC

Marketing Channel	Marketing Budget	CAC*
TOTAL	150,536	15
Performance Context (clicks)	65,527	36
Performance Social Network (tmpr)	45,515	7
PR (reach)	47,493	21

*CAC - Customer Acquisition Cost for marketing-driven company is calculated by dividing sales and marketing expenses by the number of New Customers gained within a specific period. Please note that this calculation doesn't include baseline, which for this calculation is expected to be 0.

Advanced GTM strategy – Premium package just for €590



CHECKMEDIA Blog

Advanced Go-To-Market Strategy

A complete package for fundraising and preparing for commercial Due Diligence

Special offer: €590 €2,491

[Buy now](#)

What's included

1 to 1 meeting with Go-to-Marketing expert

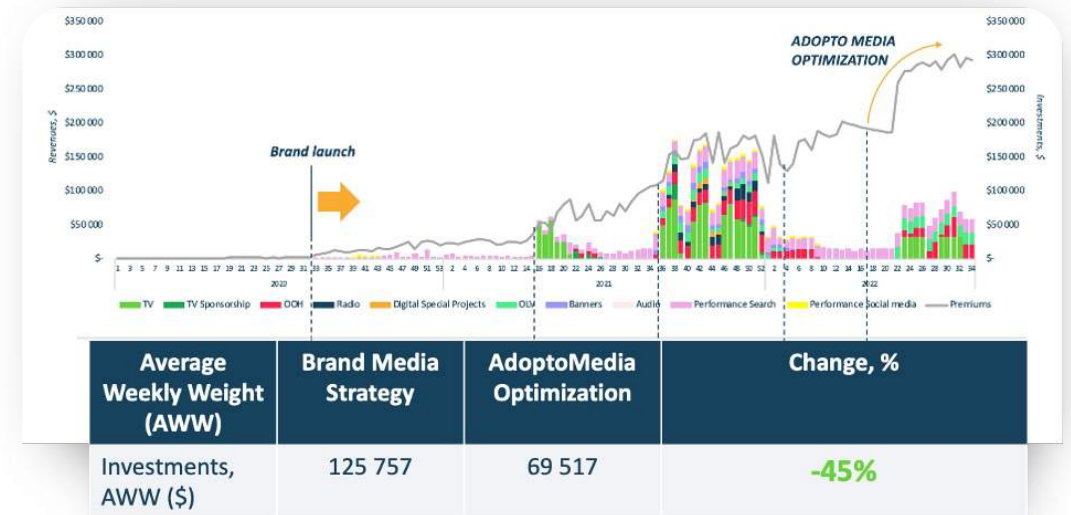
1-hour meeting Our expert explains how to use automated Go-To-Market strategy in your fundraising process	€0 <small>€399</small>
Batch of interviews Best world experts from VC industry explain what should be on successful GTM strategy	€0 <small>€499</small>
Webinar records Top Israel Expert explains how to prepare for Commercial Due Diligence	€0 <small>€199</small>

Trusted Insights from AdoptoMedia with Meta-Modelling

AdoptoMedia provides proprietary Meta-modelling critical capabilities for a new product launch and market penetration strategies designed to mitigate the risk inherent in the introduction of a new product

AdoptoMedia allows:

- smooth transition from Go-to-Market (GTM) strategy to step-by-step operational implementation with accurate sales forecast and distribution strategy
- shorter Time-To-Market (TTM) and achieving business KPIs with a significantly reduced budget (vs original)





Balancing growth & profitability for fast growing company by Astelion (strategic consulting partner) (1/2)

Company profile:

- Fast growing company
- 4.7mln new customers in 2020
- Marketing expenses – \$30.5mln

	Historical
	2020
Number of new clients	4,734,004
Marketing Budget	€30,573,333
- Digital	€3,733,333
- Social media	€7,000,000
- Performance	€11,200,000
- Influencers	€640,000
- Offline	€8,000,000

Challenges

- Keeping a fast-growing momentum
- Reaching 12mln customers in 2021
- Balancing growth & profitability

Astelion
Global Business Coverage



Solution:

- Analyzing historical data
- Generating an accurate predictive model
- Calculating number of customers and CAC per channel
- Creating an optimized model for forecasting period
- Providing insights for FP&A based on Astelion's analysis



Balancing growth & profitability for fast growing company by Astelion (strategic consulting partner) (2/2)

Impact with **Astelion**
Global Business Coverage

- **160%** Total customer growth
- **44%** CAC reduction

✓ Significant impact on sales, profitability and enterprise value

	Historical 2020	Plan & Forecast 2021	Delta
Number of new clients	4,734,004	12,320,962	160%
Number of new clients generated by paid marketing	1,923,667	3,083,843	60%
- Digital	362,694	1,301,037	259%
- Social media	689,378	1,000,810	45%
- Performance	295,884	326,343	10%
- Influencers	79,982	173,895	117%
- Offline	495,729	281,758	-43%
Marketing Budget	€30,573,333	€27,500,000	-10%
- Digital	€3,733,333	€11,000,000	195%
- Social media	€7,000,000	€8,000,000	14%
- Performance	€11,200,000	€4,000,000	-64%
- Influencers	€640,000	€1,300,000	103%
- Offline	€8,000,000	€3,200,000	-60%
CAC	€15.9	€8.9	-44%
- Digital	€10.3	€8.5	-18%
- Social media	€10.2	€8.0	-21%
	€37.9	€12.3	-68%
	€8.0	€7.5	-7%
	€16.1	€11.4	-30%



Dashboard Flow Chart Analytics

Budget

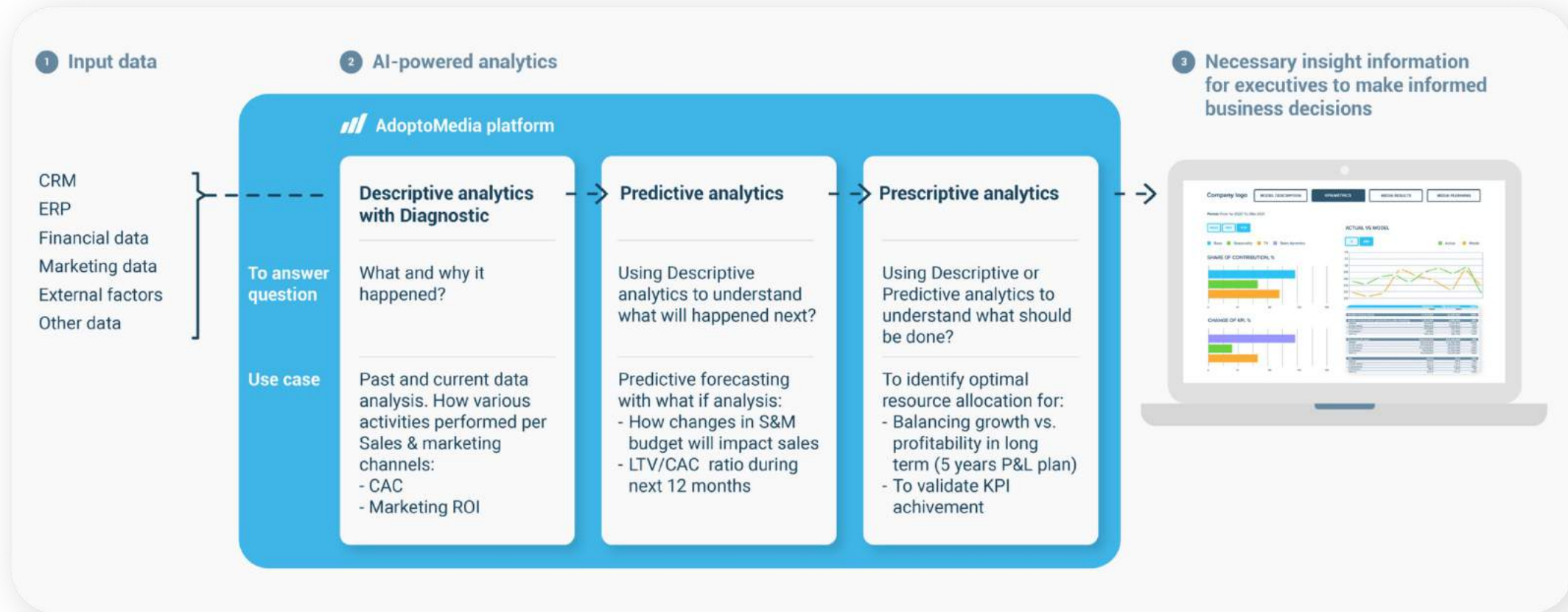
Channel	Budget	Actual	Variance
2021 Campaign	18 M	18 M	0 M
TV	11 M	11 M	0 M
OOH	3.2 M	3.2 M	0 M
Search	4.3 M	4.3 M	0 M
Mobile	4.3 M	4.3 M	0 M
Social media	9.3 M	9.3 M	0 M
Display	1.9 M	1.9 M	0 M

Example of AdoptoMedia AI-based Commercial DD services for Investors (via Astelion)

- **Commercial Validation** Checking the feasibility of suggested business plan projections
- **Synchronization** Bridging the gap between the financials and commercial DD data, with unbiased analysis of company's historical performance and forecast - short (12 months) and long term (5 years P&L)
- **Tracking** Preserving consistency of main KPI metrics (non-GAAP/IFRS) for analysis of business performance and valuation
- **Clear Unbiased Understanding** what drives the company's performance and has the highest impact on the predicted outcomes
- **Forecast Optimization** in distribution strategy (efficient customer acquisition strategy - online vs. offline, organic vs. paid)
- **Advanced Exit Strategy Planning** Identifying the value creation potential, value acceleration, transaction risk reduction and use of proceeds optimization
- **Comprehensive Investment Validation** per investment thesis, identification of targets' true value and potential performance

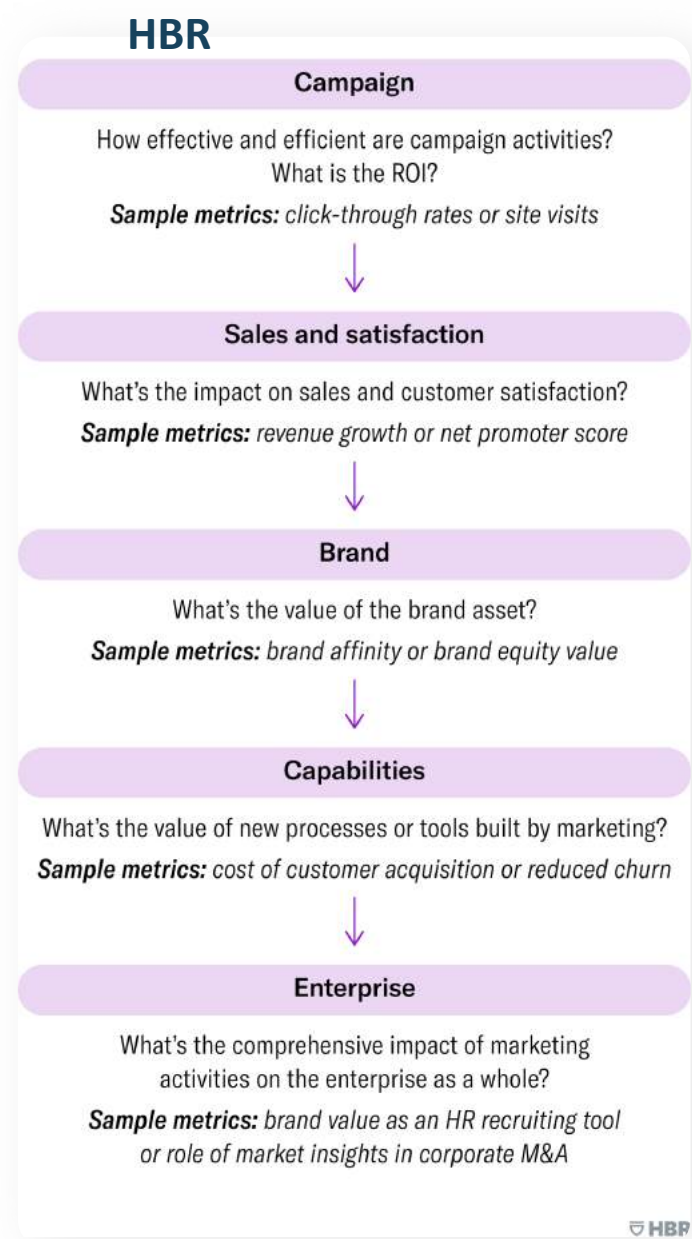


Example of our set of advanced analytics for Inhouse solution & Marketing Agencies via our partner RTO.Media (integrator)

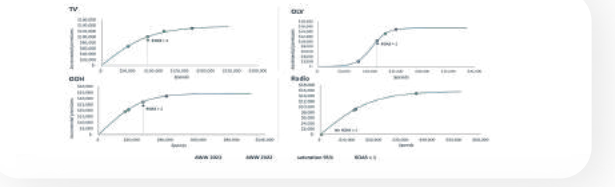
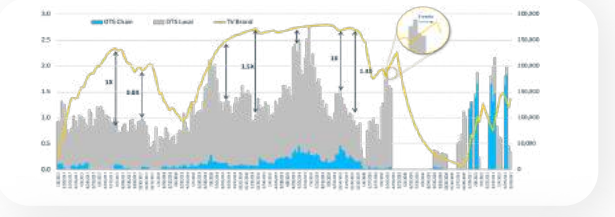
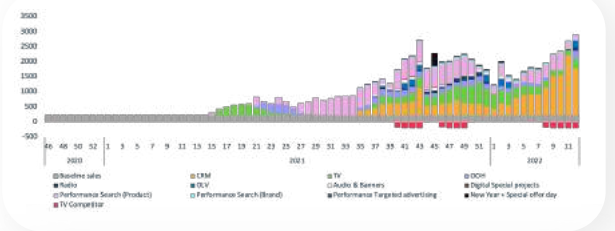


Creating a Successful Marketing Metrics RoadMap* with AdoptoMedia

*according to recommendation from Harvard Business Review (April 04, 2022)



AdoptoMedia



EBITDA^s x Multiple^s = EV^s

The sustainability of your earnings, what you do, and the sustainable and responsible impact you create, how you do it.

The sustainability of your future business model and your ability to deliver with sustainable and responsible impact.

Your enterprise value, reflective of your current and transition to a sustainable and responsible future.

About AdoptoMedia – a new type of fintech company

- Solving a global dilemma of efficient growth for marketing driven companies of all sizes in B2C/B2B/D2C business models
- Innovative company with presence in Estonia (HQ) & Israel
- Experienced international multidisciplinary team with a proven track record in business, global marketing and product development
- Strong R&D team with Data Science & AI experts (including 3 PhDs)
- Profitable company with revenue across diverse vertical markets



Anticipating Exponential Growth to Become the Global Leader in Automated, Transparent Revenue Forecasting with Optimized Budgets



CONTACTS:

Aleksey Kuznetcov, CEO

AdoptoMedia

Tel.: +372 5885 7832

E-mail: ak@adoptoedia.com

