Agenda

1. Financial market introduction to BIMobject
   • The opportunity
   • The business model and strategy
2. Business results 2018
3. 2019 priorities and outlook
4. Q&A
HUGE GLOBAL CONSTRUCTION SECTOR

OUTPUT WILL GROW BY 85% TO $15.5 TRILLION WORLDWIDE BY 2030

BY 2050, MORE THAN 75% OF THE POPULATION WILL LIVE IN MEGACITIES

Source: “Global Construction 2030” by PWC,
The opportunity

MASSIVE OPPORTUNITY FOR VALUE CREATION THROUGH DIGITIZATION

Global productivity growth trends
Real gross value added per hour worked by persons engaged

$1.6 trillion opportunity from moving to economy average
GOVERNMENTS INCREASINGLY MANDATE BIM

**Top project process and outcome benefits from BIM**
Selected by respondents among their top 3

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduced conflicts, field coordination problems and changes during construction</td>
<td>38%</td>
</tr>
<tr>
<td>Better multiparty communication and understanding from 3D visualization</td>
<td>30%</td>
</tr>
<tr>
<td>Reduced errors and omissions in construction documents</td>
<td>29%</td>
</tr>
<tr>
<td>Reduced construction cost</td>
<td>22%</td>
</tr>
<tr>
<td>Reduced rework</td>
<td>21%</td>
</tr>
<tr>
<td>Greater client and/or community engagement</td>
<td>20%</td>
</tr>
<tr>
<td>Reduced overall project duration</td>
<td>20%</td>
</tr>
</tbody>
</table>

SOURCE: Web search, McKinsey & Co
THE PRE-REQUISITE FOR BIM AND THE DIGITIZATION OF THE CONSTRUCTION SECTOR IS...
The opportunity

CONTENT!
The business model and strategy

BIMobject AB

THE WORLD LEADER IN BIM CONTENT

The most advanced and scaled solution for:

- Object Creation & Storage (cloud)
- Access and Updating
- File formats and integration into all market leading architect applications
THE BIMobject PLATFORM BUSINESS MODEL IN A NUTSHELL

**USERS**
AEC (Architect, Engineering, Construction firms)

Need solved: Search and download BIM objects in one place, for more effective project work

Current commercial model: Free

Value to BIMobject: Creates large aggregated demand AND very specific lead generation for BPMs

**CUSTOMERS**
BPM (Manufacturers)

Need solved: To get onto the digital bandwagon (BIM); get demand for its catalogue on a global and cost effective basis; one stop BIM hosting

Current commercial model: Pays for BIM object creation projects (one off), and for display and analytics on the BIMobject platform (recurring subscription fees, + marketing services)

**Value to BIMobject:** The larger the object catalogue the more value to the Users (new and recurring use)

Network effects
“The next user and object makes the base exponentially more valuable”

BIMobject, the largest BIM content marketplace in the world

€ Value exchange
World leading position, and strong trajectory

**Users (AECs)**

**2018:** 1,05M

**Opportunities:**
- -> Millions more AECS
- Increase of User engagement and User Product Sales

**Customers (BPMs)**

**2018:** 1310 BPMs, 354k Objects

**Opportunities:**
- -> +40k BPMs globally
- -> Millions of Objects outstanding
- Adoption of BIMScript, our unique object protocol
- Onboarding process automation

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**BIMobject, the largest BIM content marketplace in the world**

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**Value exchange**
THIS IS ONLY THE BEGINNING...
We start with the core offering...

...and build a range of logically connected applications off the BIMobject protocol and cloud solution.

-> there is a vast industry ecosystem to tap into - with massive value chain and margin expansion opportunity
STRATEGIC PHASES

1. Design
   - Digitize all building and interior products (BPMs).
   - Build a community and generate downloads.
   - Analyze downloads and market accurately via Marketing Services

2. Connect
   - Deepen Sellers and Buyers relationships via advanced Business Intelligence.
   - Simplify collaboration via digital project tools.

3. Supply
   - Become the digital middleman in a more efficient purchasing process
   - Enable full commercial Marketplace

The business model and strategy

- 40,000 potential manufacturers of building materials & interior design, millions of objects.
- Digital market value in 2022 exceeds USD 2 billion.
- +1 Billion buildings
- +100k General Contractors
- Digital market value in 2022 exceeds USD 100 billion.

+1 Billion buildings
+100k General Contractors
Digital market value in 2022 exceeds USD 100 billion.

Global construction material market.

Digital sourcing market value in 2022 exceeds USD 4 trillion.
2018 recap

What went well:

• +63 % growth in Registered users to 1M; +76% growth in Downloads
• Went from 1030 to 1310 manufacturer brands
• Continued outpacing of competitors
• Invoiced Sales: Strong growth in invoiced sales in Europe at 33%
• Increased growth capabilities and organisation (tech, sales and central functions)
• 240M investment from EQT Ventures, a leading technology/growth investor, and with the big EQT platform behind it

What was less good:

• North American Sales; Q4 invoiced sales slowed to +7%
• Focus on the right things at the right time; scaling
## Business results 2018

### Key figures FY 2018

<table>
<thead>
<tr>
<th>Financial (mSEK)</th>
<th>2018</th>
<th>2017</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invoiced sales</td>
<td>133</td>
<td>113</td>
<td>+17</td>
</tr>
<tr>
<td>Sales mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Web services</td>
<td>64</td>
<td>50</td>
<td>+28</td>
</tr>
<tr>
<td>● Projects</td>
<td>50</td>
<td>33</td>
<td>+52</td>
</tr>
<tr>
<td>EBIT</td>
<td>-92</td>
<td>-50</td>
<td>-84</td>
</tr>
<tr>
<td>Cash position</td>
<td>289</td>
<td>113</td>
<td>+156</td>
</tr>
</tbody>
</table>
3. 2019 priorities and outlook

Business
- Onboard new CEO
- 1.5 Registered Users
- 450k Objects
- Regain momentum in North America
- Accelerate Marketing & Sales excellence globally
- Improve/automate content creation processes (cost, time to market)
- Focus on core model by launching engagement-driving features for Users and Customers

Financial
- Increase organic growth of invoiced sales by +30%
- Reduce cash burn through sales growth and cost management/focus
- Prepare for uplisting to Nasdaq
- Develop product/Market fit, and commercial strategy, for universe of BIMobject Apps
QUESTIONS?
Thank you.
## Business overview FY 2018

### 3 months vs 12 months

<table>
<thead>
<tr>
<th></th>
<th>31-dec-18</th>
<th>31-dec-17</th>
<th>Δ%</th>
<th>31-dec-18</th>
<th>31-dec-17</th>
<th>Δ%</th>
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</thead>
<tbody>
<tr>
<td>Billing during the period</td>
<td>59</td>
<td>55</td>
<td>7%</td>
<td>133</td>
<td>113</td>
<td>17%</td>
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<tr>
<td>Net sales</td>
<td>39</td>
<td>38</td>
<td>2%</td>
<td>114</td>
<td>83</td>
<td>37%</td>
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<tr>
<td>Gross profit</td>
<td>33</td>
<td>39</td>
<td>-16%</td>
<td>102</td>
<td>76</td>
<td>35%</td>
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<tr>
<td>Operating profit/loss (EBIT)</td>
<td>-34</td>
<td>-4</td>
<td>–</td>
<td>-92</td>
<td>-50</td>
<td>–</td>
</tr>
<tr>
<td>Profit/loss for the period</td>
<td>-33</td>
<td>-5</td>
<td>–</td>
<td>-93</td>
<td>-52</td>
<td>–</td>
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<tr>
<td>Earnings per share*, SEK</td>
<td>-0.26</td>
<td>-0.10</td>
<td>–</td>
<td>-0.76</td>
<td>-1.00</td>
<td>–</td>
</tr>
<tr>
<td>Number of users acc, '000</td>
<td>1 052</td>
<td>645</td>
<td>63%</td>
<td>1 052</td>
<td>645</td>
<td>63%</td>
</tr>
<tr>
<td>Number of downloads acc, '000</td>
<td>32 527</td>
<td>18 533</td>
<td>76%</td>
<td>32 527</td>
<td>18 533</td>
<td>76%</td>
</tr>
<tr>
<td>Number of manufacturers</td>
<td>1 310</td>
<td>1 030</td>
<td>27%</td>
<td>1 310</td>
<td>1 030</td>
<td>27%</td>
</tr>
</tbody>
</table>
Business overview FY 2018

Billing per quarter and rolling 12 months

Net sales per quarter and per rolling 12 months