



DIGITAL FUNDRAISING

Your #1 partner in funding

INVESDOR

Finance, let's dance.

A scenic view of a city harbor at sunset. In the foreground, a large floating swimming pool with wooden decking and metal railings is visible. Several people are swimming in the pool. To the right, a wooden walkway with string lights and a person in a yellow jacket is visible. In the background, a city skyline with historic buildings and a prominent domed cathedral is visible under a pink and orange sky.

LET ME INTRODUCE MYSELF



Lasse Mäkelä

Co-founder & CEO, Invesdor Group

- Started my career in the 90's in investment banking with Merrill Lynch in London.
- Moved back to Finland and Helsinki after the turn of the millennia: did corporate finance for ICECAPITAL, M&A for the KONE Corporation, Consti, Corbel...
- For a long time, I had an idea of a new kind of investment platform in my head. That eventually grew into **Invesdor**: the company was started in 2012 and quickly blossomed. I became a full-time entrepreneur in 2013.

A scenic view of a city harbor at sunset. In the foreground, there is a large, rectangular swimming pool with several people swimming. The pool is surrounded by a wooden deck and a metal railing. In the background, there are historic buildings with domes and spires, illuminated by the warm light of the setting sun. The sky is a mix of orange, pink, and purple. The text "INVEDOR RIGHT NOW" is overlaid in the center of the image.

INVEDOR RIGHT NOW

LEADER IN DIGITAL FUNDRAISING

We have been digitalizing the investment process with the goal of making investing fair, easy and accessible to everyone. Many companies in our field stay local. Not us. Our license allows us to operate in 28 European countries – we are a European player who makes digital investing and fundraising cross-border smooth and simple.

We merged in 2019 with the Austrian company Finnest, forming a pan-European Invesdor Group and opening new markets for investors, target companies and ourselves. Our target companies come from the Nordics and the DACH region, our investors from almost anywhere in the world.

Our HQ is located in Helsinki and we have offices also in Stockholm and Vienna.



INVESDOR GROUP KEY FIGURES

€130M Capital invested

180+ Successful funding rounds

+50k Users

150 Countries where our investors come from

35 Employees across Europe



WE MAKE INVESTING EASY

1

REGISTER ON OUR PLATFORM

We confirm our investors' identities, keeping the hassle to a minimum. Professional angel investors, VC companies, beginners – everyone is welcome to register.

2

FIND OPEN FUNDING ROUNDS

All our target companies go through our due diligence process. We also provide an investor forum where you can direct questions to fundraising companies.

3

INVEST!

Invest in companies you believe in, at anytime during the round, from anywhere in the world. We hold the funds in escrow until the round is successfully completed and deliver you your securities.



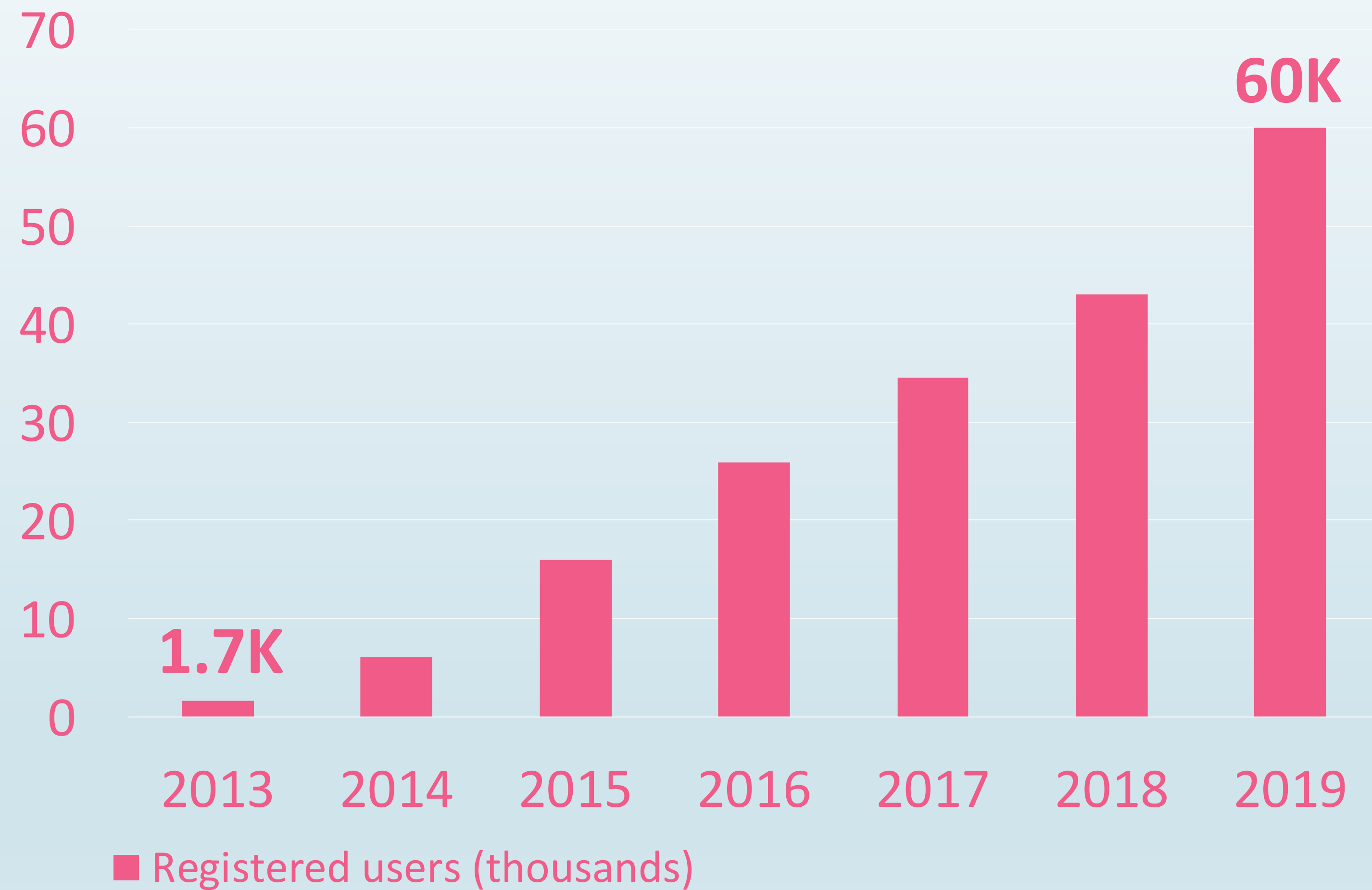
INVEDOR

A scenic view of a city harbor at dusk. In the foreground, a large outdoor swimming pool with wooden decking and metal railings is visible. Several people are swimming in the pool. In the background, a city skyline is visible across the water, featuring historic buildings and a prominent domed cathedral. The sky is a mix of pink, orange, and blue, indicating sunset. The overall atmosphere is serene and picturesque.

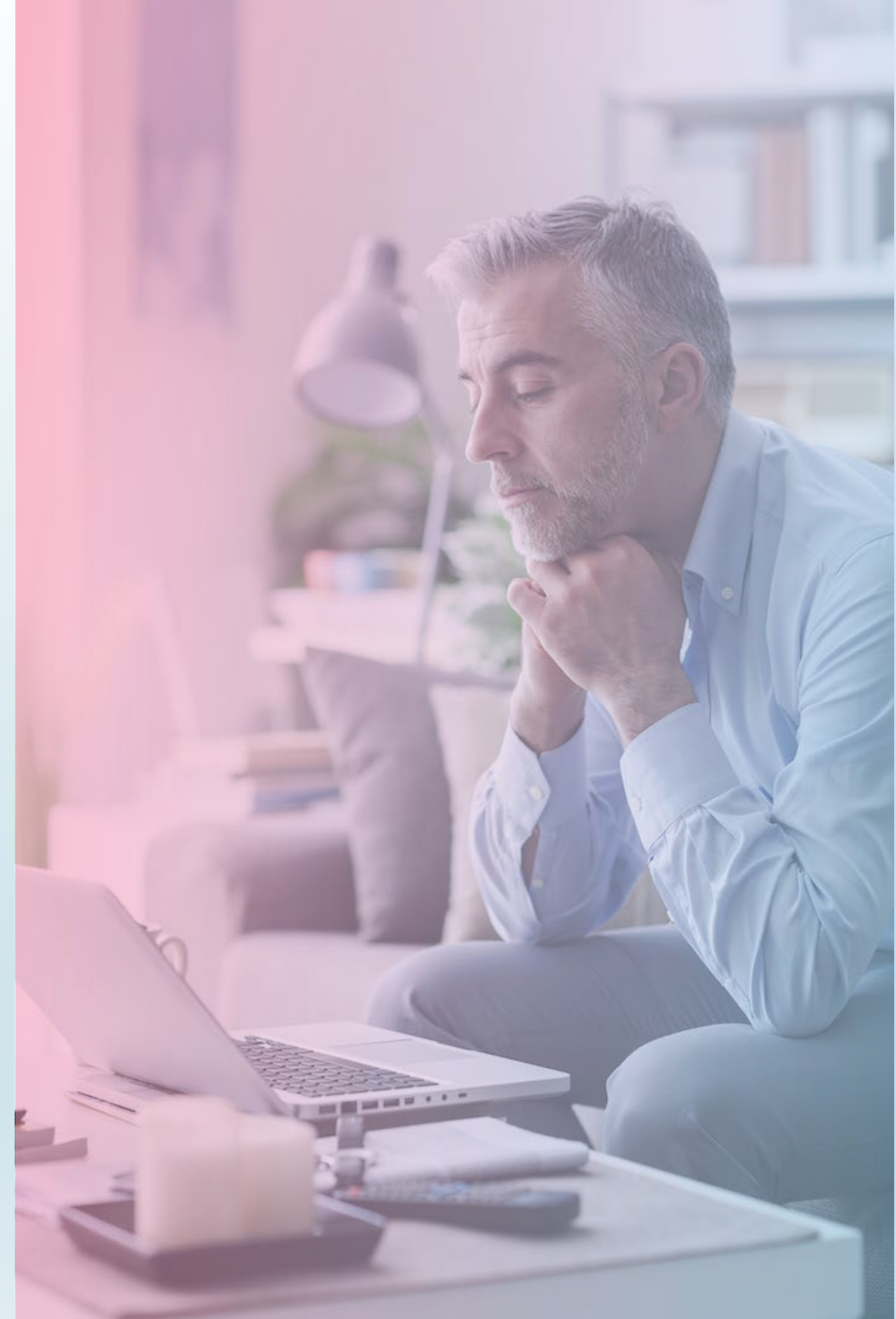
BUT HOW DID WE GET HERE?

**Nobody starts from the top
and neither did we!**

GROWING OUR INVESTOR COMMUNITY HAS BEEN A GRADUAL PROCESS...



INVESDOR



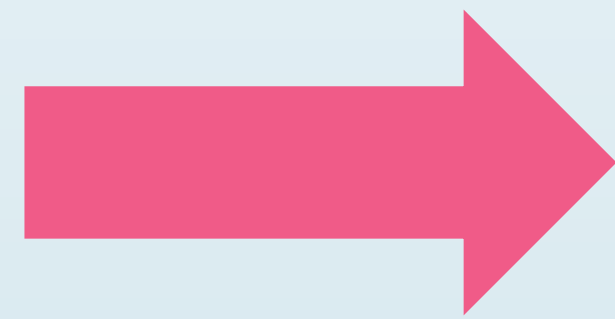
...WHICH HAS LED TO GROWING ROUND SIZES...

Over the last three full years of operation, the size of an average funding round on our platform more than doubled.

2015

2018

€308,000



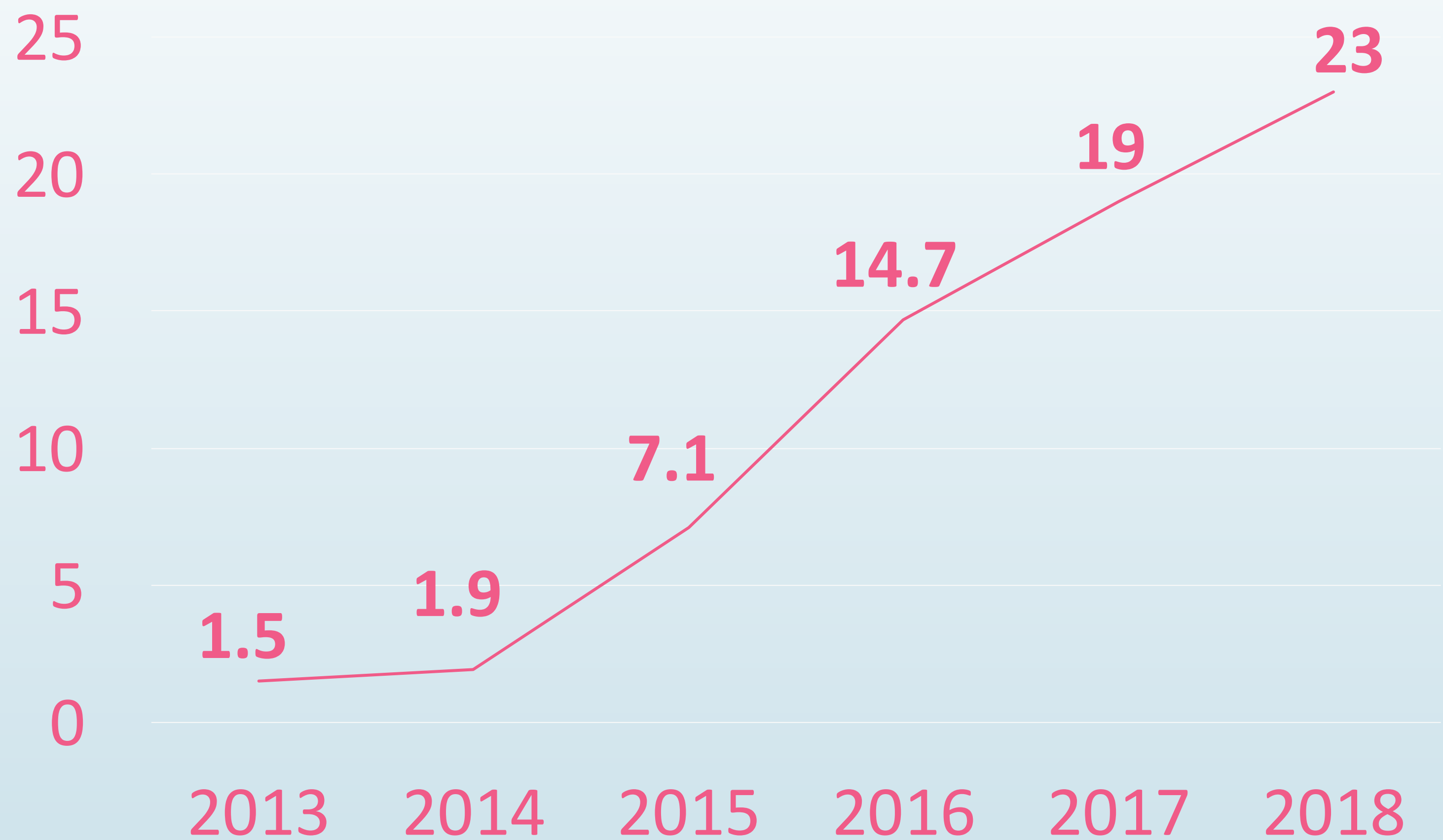
€800,000

In 2018, we had eight funding rounds that went over €1m, with four of them raising over €2m.

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...AND A HIGHER TOTAL OF FUNDING RAISED ANNUALLY



Annual funding raised on Invesdor's platform
(millions of €)

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GOING CROSS-BORDER REQUIRES TIME AND PATIENCE

- Invesdor focused in 2016 on entering the UK but progress on the market was slow. 2017-18 brought us organic growth in Sweden but the challenge remains the same: it is a slow process growing on a new market.
- 2019: Joining forces with Austrian fintech platform Finnest and opening up the DACH region. We are making a big push with a great partner in Finnest: this feels like the right formula for us.
- Key lesson: going cross-border and international is always harder than what you initially believe it to be – but hard effort will pay off. The trick is to keep trying!



The background image is a scenic view of a city harbor at sunset. In the foreground, there is a swimming pool with several people swimming. The pool is surrounded by a wooden deck and a metal railing. In the background, there are historic buildings, including a large building with a dome, likely a cathedral or a government building. The sky is a mix of orange, pink, and purple, indicating the time is either sunrise or sunset. The overall atmosphere is calm and picturesque.

WHERE ARE WE HEADED

We build a better Europe by creating the most outstanding digital financing ecosystem.

INVESDOR GROUP FIVE YEARS FROM NOW

- Invesdor is recognized as the place to invest in the future of European business.
- We believe companies are the key to building a prosperous future Europe. Our target companies are like us: a part of the solution, not part of the problem.
- We are the platform serving a European investor community. Through us they receive opportunities and access not available elsewhere. They recognize the challenges of our time, from climate change to aging populations, and value anyone working to tackle these challenges.



The background image is a scenic view of a city harbor at sunset. In the foreground, there is a swimming pool with several people swimming. The pool is surrounded by a wooden deck and a metal railing. In the background, there are historic buildings with domes and spires, and a large crane is visible on the water. The sky is a mix of orange, pink, and purple, and the water reflects the colors of the sky.

Thank you.

INVESDOR

Finance, let's dance.