



Investor Presentation

June 2023

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A hand holding a smartphone against a sunset background. The sun is low on the horizon, creating a warm, golden glow. The phone is held vertically, and the hand is visible on the left side of the frame.

MISSION STATEMENT

The digitisation of private and professional life is in full swing and with 5G mobile communication is once again making a quantum leap.

As a broker for communications and consumer electronics with a focus on high-priced smartphones, UniDevice is on a growth path in a billion-dollar market.



BUSINESS MODEL

MARKET DEVELOPMENT

FINANCES

OUTLOOK

ABOUT US

Clear core competence

International B2B broker for high-priced smartphones

Business model established

In the market since 2009

Slim structure

Locations in Berlin & Kassel
with 25 employees

Strong growth 2016-2022

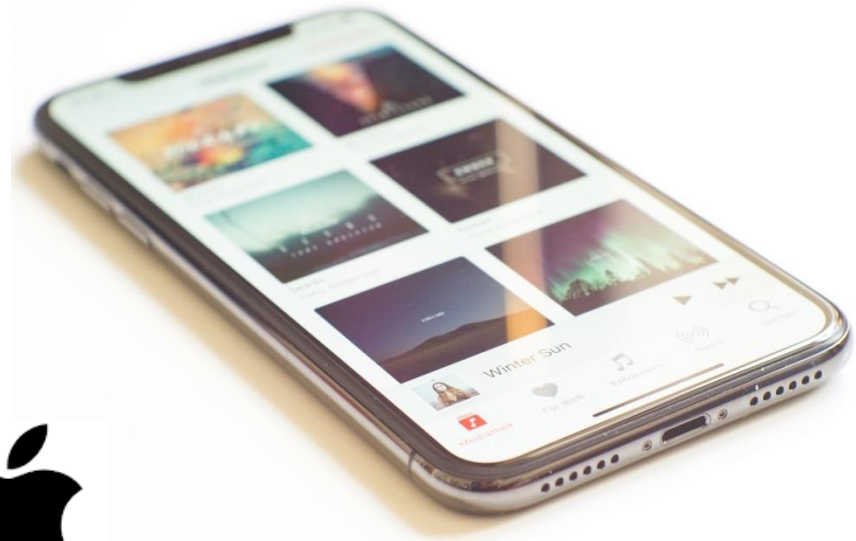
Sales from 135 Mill. € in 2016 to 460 Mill. € sales in 2022 (CAGR 22,67%);

EBIT from 0.76 Mill. € in 2016 to 4.70 Mill. € EBIT in 2022 (CAGR 35,48%);

Strong growth Q1 2023

Sales 104 Mill. € in Q1 2023
(+40% compared to Q1 2022);

EBIT 0.70 Mill. € in Q1 2023
(+1.04 Mill. € compared to Q1 2022)



SAMSUNG HUAWEI XIAOMI

BUSINESS MODEL

- Purchasing and sales are demand-driven and therefore targeted and risk-minimized
- Stock turnover with just 3-8 days differs significantly from a merchant
- Usually no goods are purchased without buyers confirmed; supply follows demand
- UniDevice is a supply chain optimizer and balances country-specific customer requirements; for example very different international demand profile for iPhone in red colour



DEMAND INQUIRIES

At the customer (mobile phone service provider, wholesaler and retailer)



Strong position as intermediate

Customer

Receives the really popular products...

- in no time,
- at an attractive price,
- in appropriate quantities,
- originally packed.

Unlike from the official distributor.

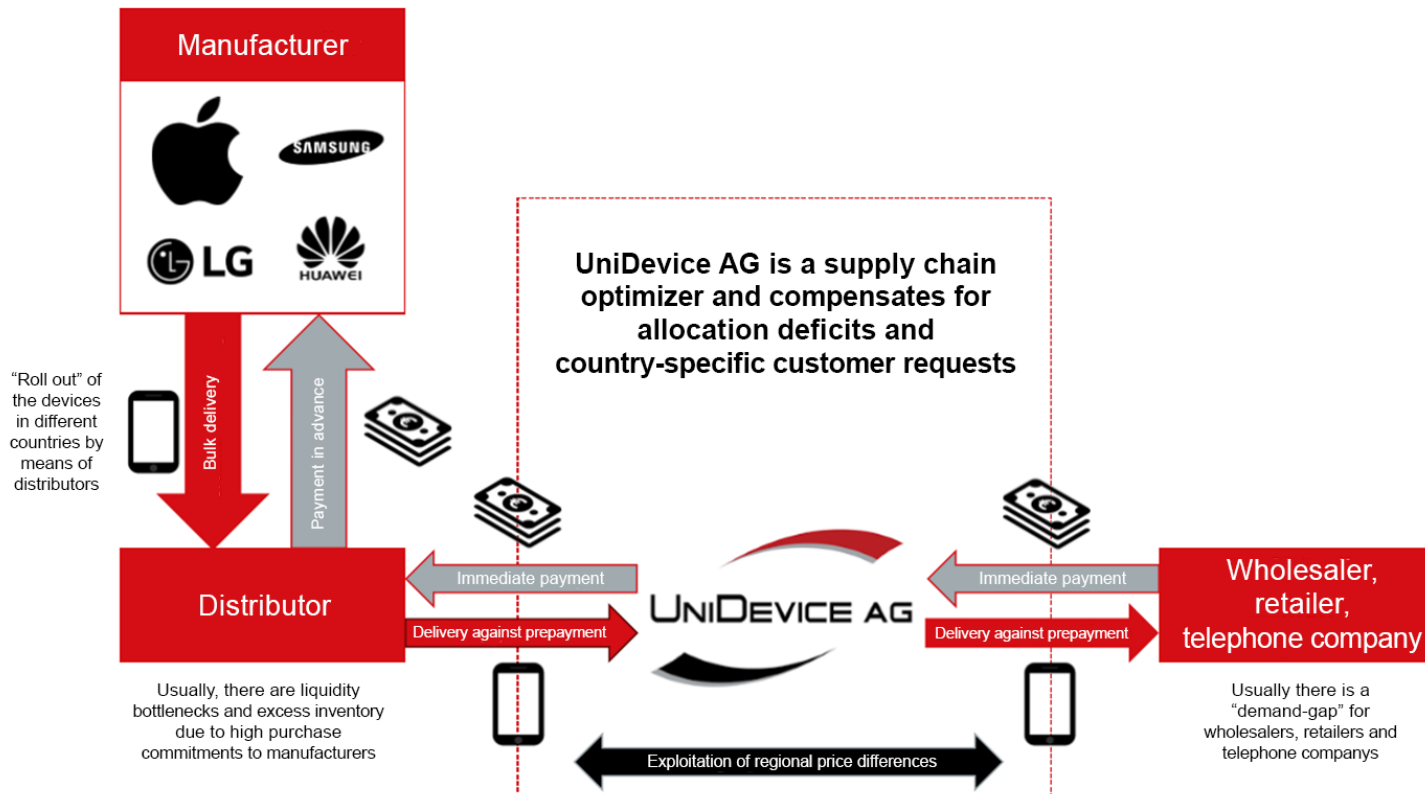
Supplier

Can fulfill his purchase obligation towards the manufacturer...

- receives quickly liquidity,
- reduces storage risk,
- Can market unpopular models.

BUSINESS MODEL

- Daily determination of the demand (the so-called „demand-gap“) at affiliated telephone companies, wholesalers and retailers
- Purchase of the required devices from distributors, usually abroad
- The distributors always have a high liquidity requirement; UniDevice as an instant payer is a very popular customer
- The purchased goods are placed in an interim storage facility and sent on to the customer as soon as the customer has paid the goods; immediate payment also applies here
- Very short capital commitment – correspondingly high turnover rate
- Arbitrage by using the regional price differences for smartphones



AT A GLANCE STRUCTURE

- UniDevice is a pioneer in the international B2B brokerage of communication and entertainment electronics
- Concentration on high-priced and stable products such as iPhones and wearables
- Strive for cost and availability leadership in specialized segments
- Use of different availabilities, customer preferences and prices worldwide
- Large, international network, which can be optimally served by the multilingual staff (11 languages)



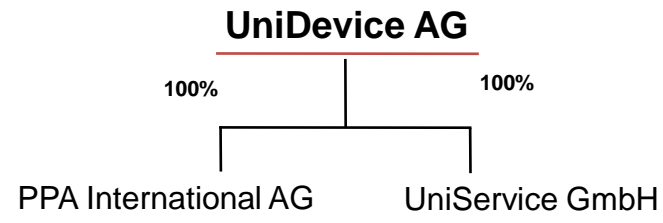
Dr. Christian Pahl
CEO UniDevice AG
CEO PPA International AG

- With the company since 2017
- Studied business administration, doctorate in economics



Hamed Sam Jam
COO PPA International AG

- Founding initiator
- Since 2013 board member of PPA International AG
- As COO responsible for day-to-day operations



PPA International AG (Schönefeld) is active in international B2B brokerage with electronic devices for entertainment and communication. As part of a non-cash capital increase, the shares in PPA International AG were brought into UniDevice AG in 2017 at a value of EUR 15 million.

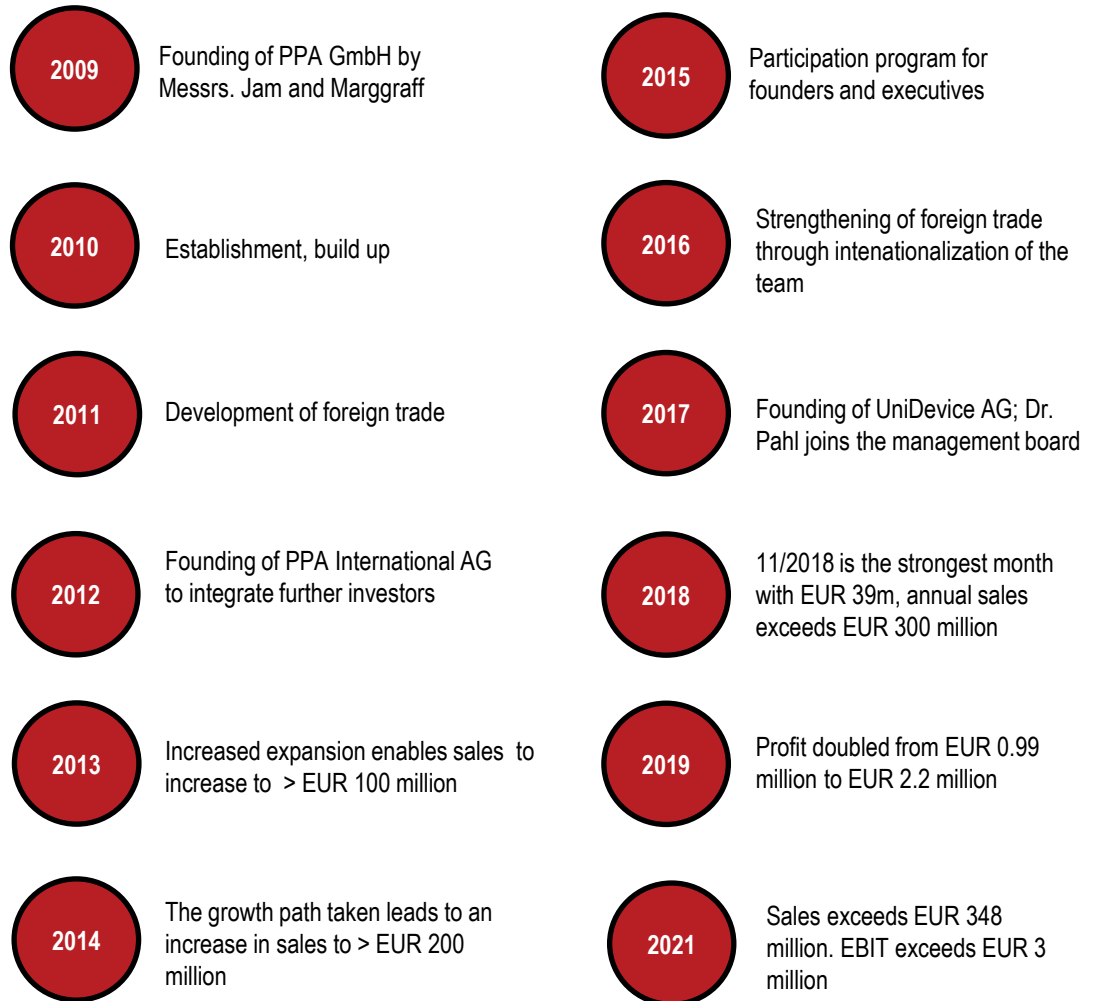
UniService GmbH (Schauenburg) provides services and logistics.

WHAT DISTINGUISHES US?

„The optimization of the supply chain through international B2B brokerage is a win-win situation for our customers and US.“

*Dr. Christian Pahl
CEO UniDevice AG*

Corporate Milestones





BUSINESS MODEL

MARKET DEVELOPMENT

FINANCES

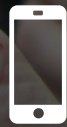
OUTLOOK

OUR MARKET AT A GLANCE

Smartphone units sold 2022



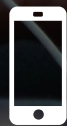
**1.21 billion
units**
Worldwide



**21,9 million
units**
Germany



**0.5 million
units**
UniDevice



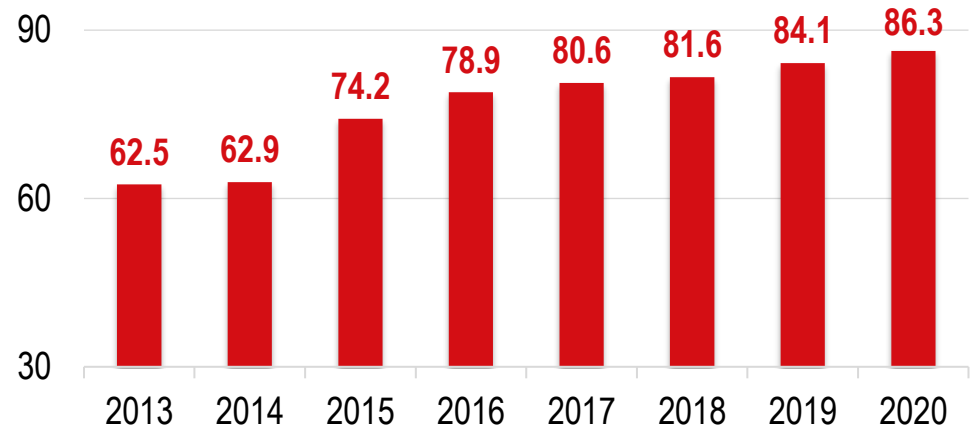
90%
smartphone sales
UniDevice

- Apple and other manufacturers operate regional price differentiation; with each new model generation, the average selling price increased
- Smartphone owners with high purchasing power buy new models after a short period of use (1-3 years)
- Positive purchase power development enables an increasing number of consumers to buy
- With the new iPhone 14, customers are disproportionately buying the more expensive Plus and Pro Max models

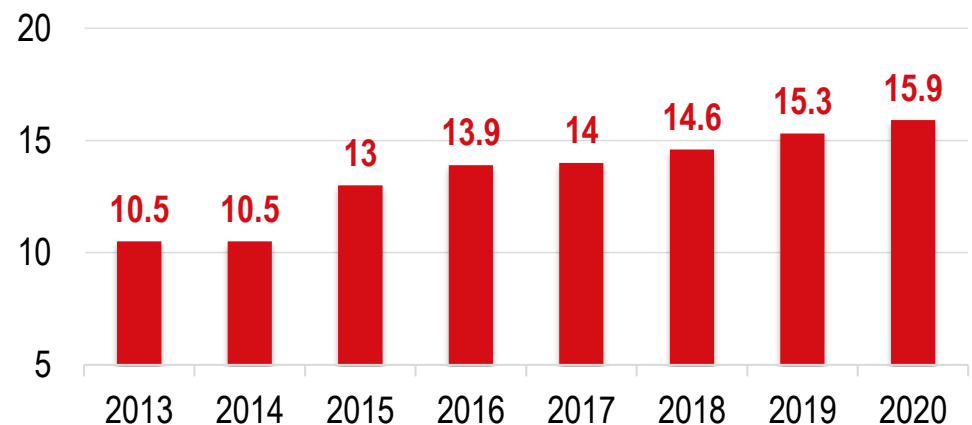
SALES OF MOBILE PHONES

- The market continues to grow at a high level
- CAGR between 2017 and 2020 of 2.3% p.a.
- Germany is the most important market in Europe with almost 20% market share

in Europe (Billion €)

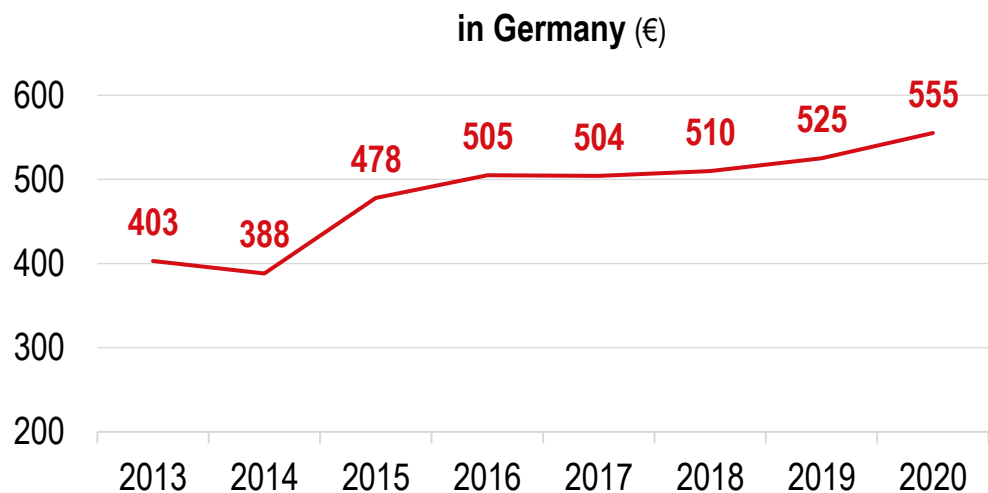
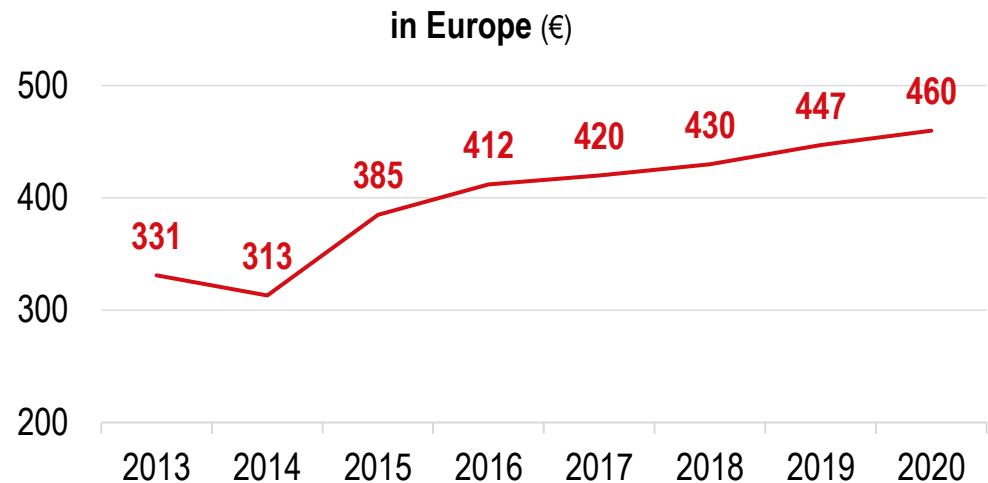


in Germany (Billion €)



PRICE PER DEVICE

- The average price per unit grows sustainably
- Demand for high-priced devices is strong in Germany
- Apple has cracked the barrier of € 1,000 with the iPhone X

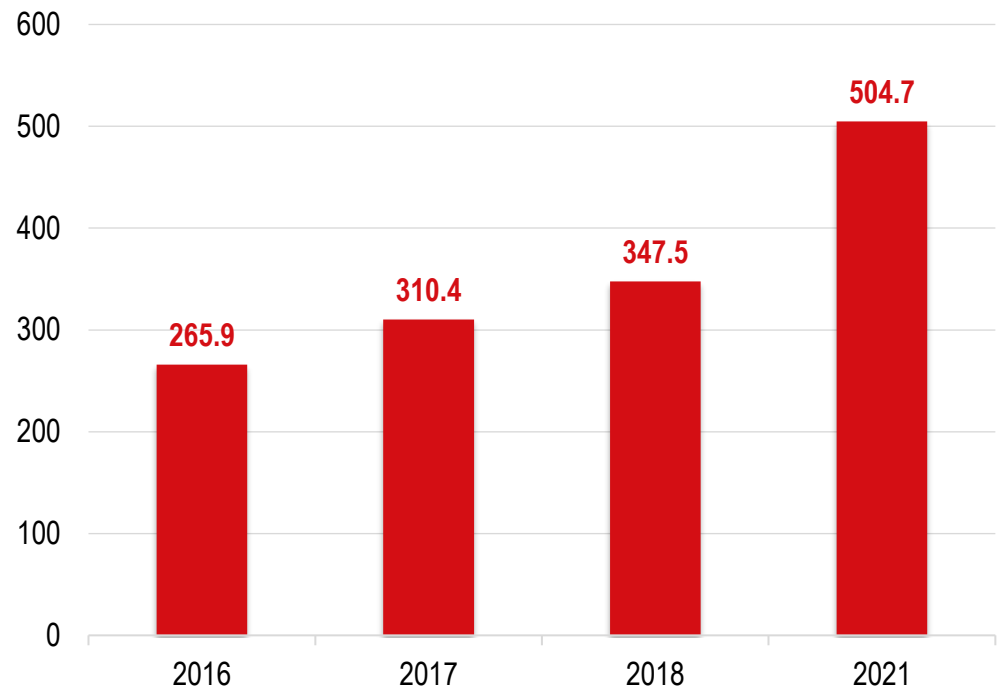


Source: Statista

WEARABLE DEVICES MARKET

- Bluetooth Headsets
- Fitness Bracelets
- Smart Watches
- Head-Mounted Display
- Sports Watches
- Body Cameras
- Other fitness trackers

Worldwide sales of wearable devices (in mil. devices)





BUSINESS MODEL

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OUTLOOK

FINANCES AT A GLANCE

The consolidated financial statements
are prepared in accordance with IFRS



in EUR million	2019	2020	2021	2022
Cash	1.319	0.886	1.578	0.274
Company value	14.95	14.95	14.95	14.95
Trade receivables	7.315	5.847	3.678	6.509
Inventory	1.684	12.380	15.937	11.473
Trade liabilities	0.366	0.796	0.623	0.482
Capital	18.882	20.754	21.286	23.743
Balance sheet sum	27.403	36.845	45.645	40.222

P&L AT A GLANCE

In 2022 USD/EUR development was supportive.

Q1 2023: 104.59 Mill. EUR

0.70 Mill. EUR EBIT

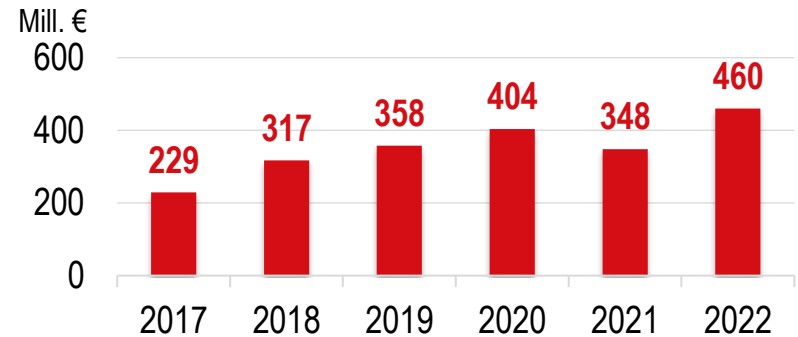
0.37 Mill. EUR Profit

Q1 2022: 74.44 Mill. EUR

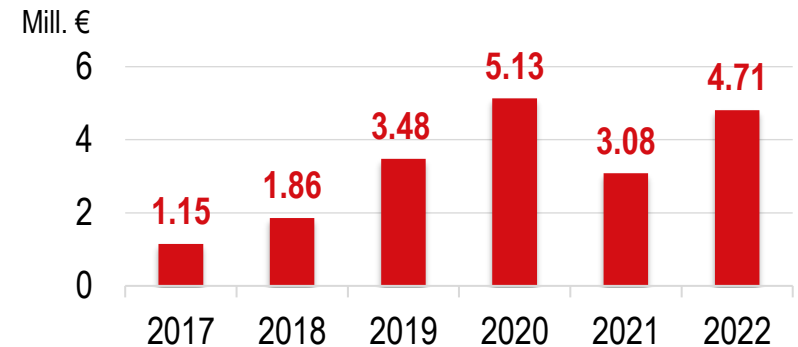
- 0.33 Mill. EUR EBIT

- 0.43 Mill. EUR Loss

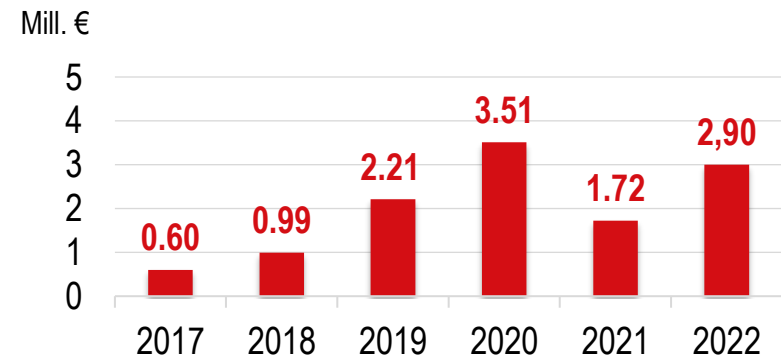
Sales development



EBIT development

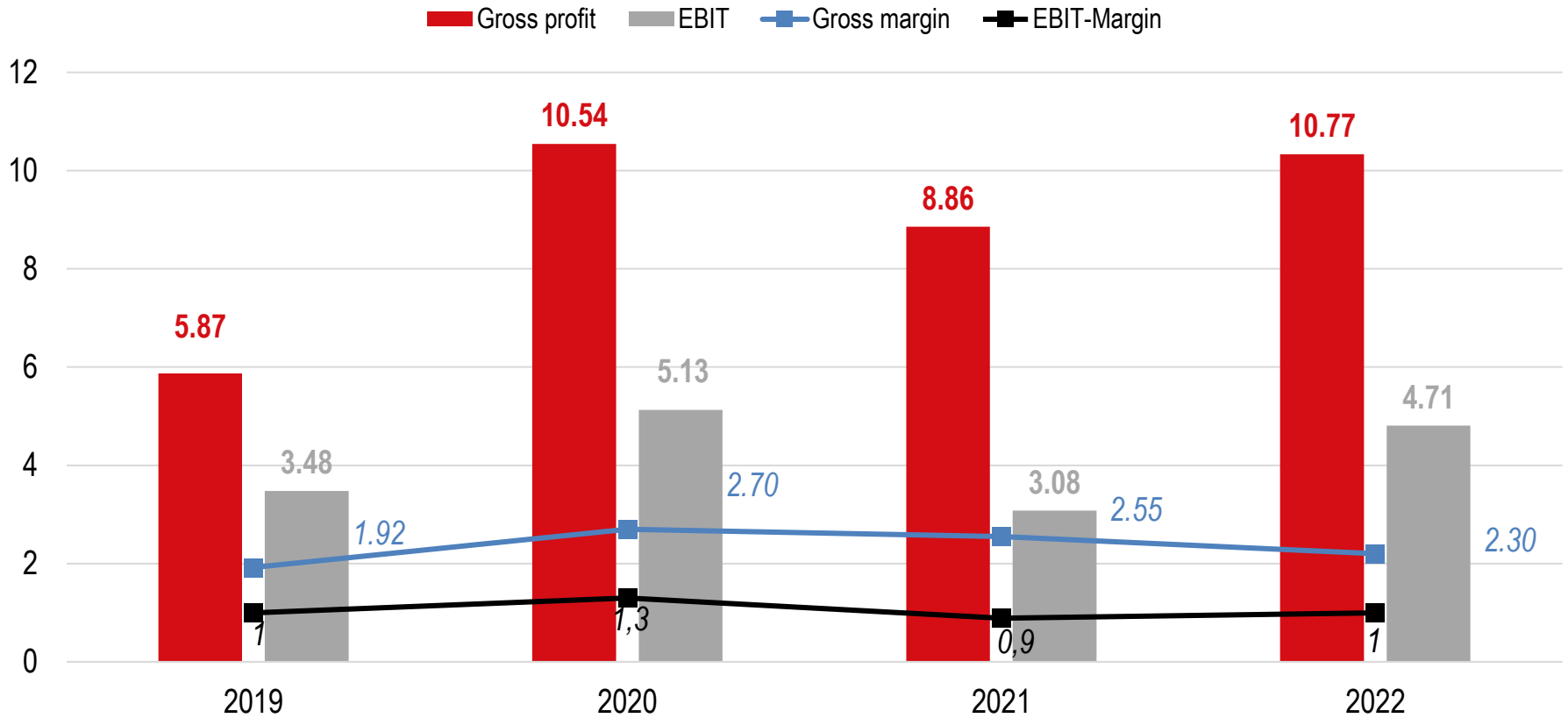


Net profit development



YIELD- AND MARGIN-DEVELOPMENT

Gross profit/EBIT (in EUR million) and gross margin/EBIT-Margin (in %)





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OUTLOOK

OUR DRIVER: MARKET GROWTH

5G

5G will once again give mobile communication a boost. Our professional and private life is becoming even more networked, and the smartphone is moving even more into the focus of our digital lives.

Apple Vision Pro Glasses will go on sale in the US in 2024 at 3,500 USD.



THANKS FOR YOUR INTEREST!



Dr. Christian Pahl

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