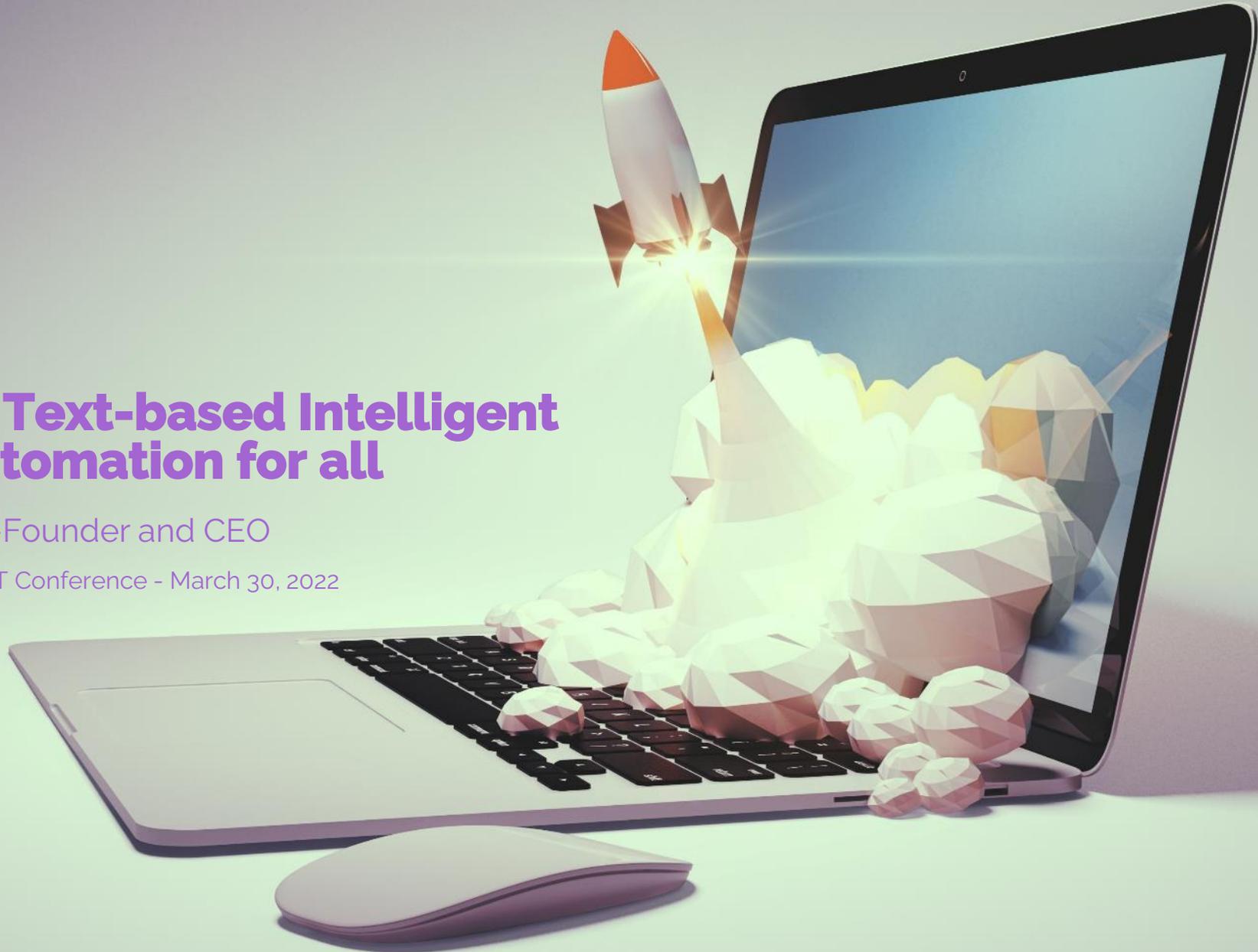




Simplifai – Text-based Intelligent Process Automation for all

Bård Myrstad, Co-Founder and CEO

Pareto Securities' TechIT Conference - March 30, 2022



Cautionary note



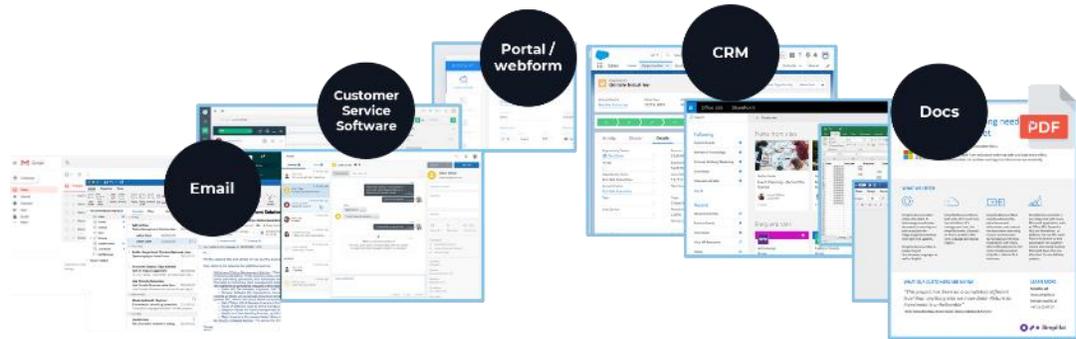
This presentation includes forward-looking information and statements that are subject to risks and uncertainties. Actual results may differ significantly from those communicated herein. Such forward-looking information pertain to, amongst other things; (a) forecasts, projections and estimates; (b) statements from management regarding future plans, developments and initiatives; (c) market development and projected future TAM for Simplifai's products and services; and (d) growth rates.

Such forward-looking information and statements are based on current expectations, projections and estimates. These expectations, estimates and projections are generally identifiable by statements containing words such as "expects", "believes", "estimates" or similar expressions. Important factors that could cause actual results to differ materially from those expectations include, among others, uncertainty associated with the technical development of hardware and software offerings, the attractiveness of or products and services, market adaptation and the pace of such adaptation, competition, changes in governmental regulations, interest rates, fluctuations in currency exchange rates and such other factors as may be discussed from time to time. Although Simplifia believes that its expectations and the information in this presentation were based upon reasonable assumptions at the time when they were made, actual results may vary significantly. Simplifai undertakes no obligation to publicly update or revise any forward-looking information or statements in this presentation.

Automating with natural language is hard – we have simplified this

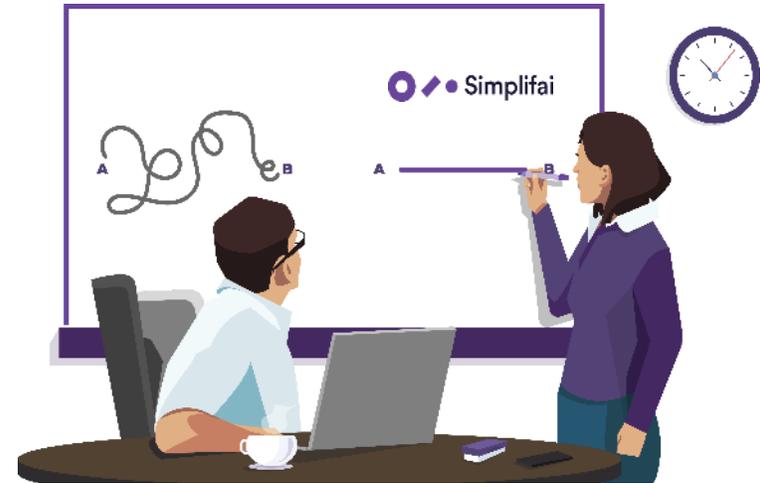


Problem



- Automating processes driven by unstructured natural language is difficult
- These processes are common in most organizations

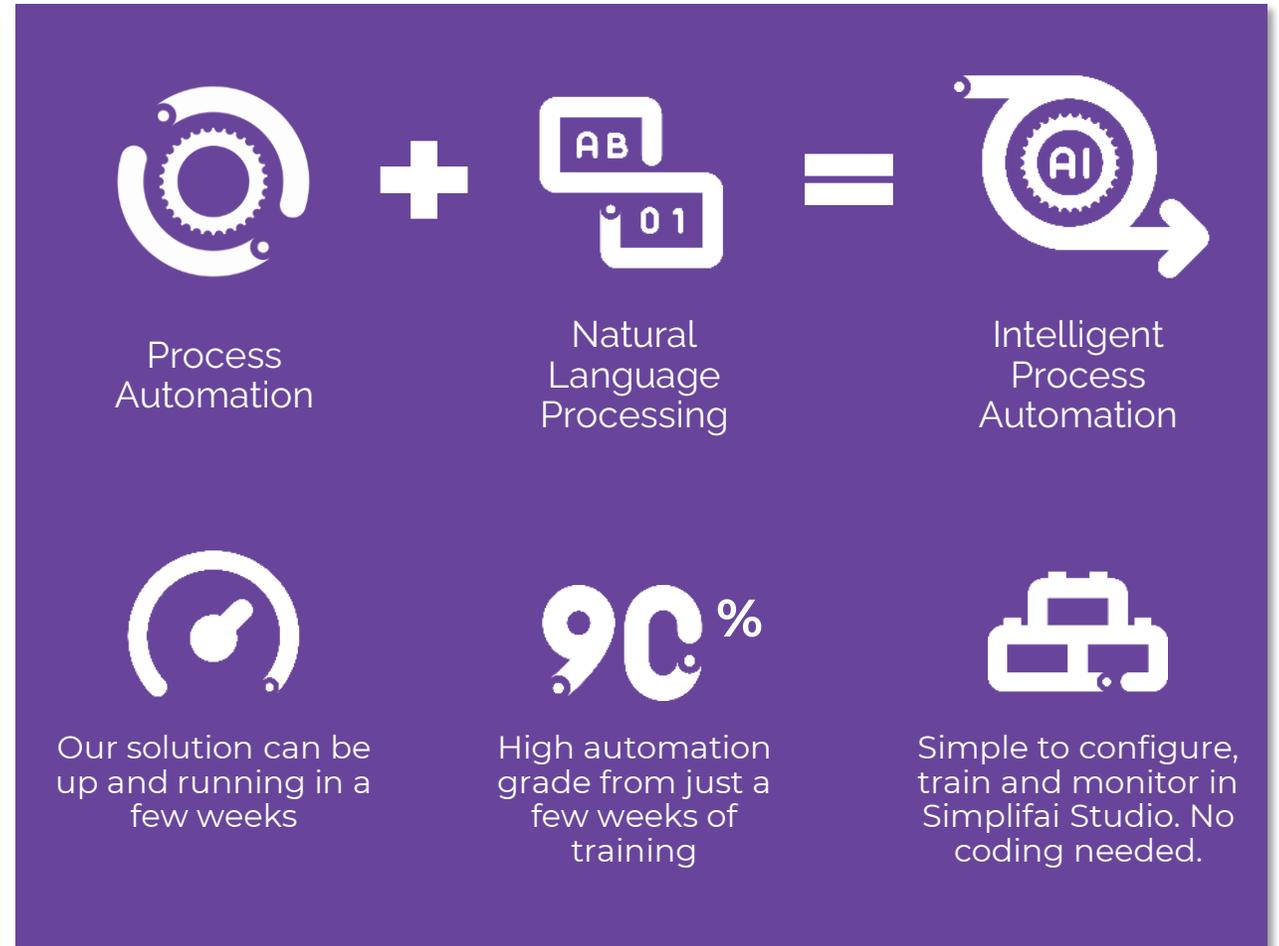
Simplifai's solution



- Simplifai has developed a no-code platform to automate everyday office work processes
- The solution is highly accurate, efficient, cost effective and easy to use

Simplifai enables simple, end to end automation, of text-based, natural language work processes

- Simplifai provides an **alternative to difficult, expensive and time-consuming RPA- or custom AI-solutions**
- Our no-code platform makes the power of **Intelligent Process Automation easily available to all companies...**
- ...not only the ones with deep pockets able to afford large scale custom projects, or companies with advanced in-house technical knowledge



The Simplifai solutions comes with low risk and a high reward



Increased productivity

The solution automates processes that can be seen as labor intensive and repetitive – enabling the staff to focus on more productive and motivating tasks



Improves customer satisfaction

The solution enables clients to improve its processes and e.g.: clear up a back-log of tasks, improve response times to clients and so on.



Easy to implement

The Simplifai solution is low-risk and high-reward for the clients – no need to commit to expensive custom solutions or staff-up with technical expertise



Scalable

Clients can start small – test the solution and expand to new processes and areas of their business



Secure

Verified IT security, GDPR and Schrems II-compliance.

The Global Intelligent Process Automation market is growing and adopted by mainstream



Hype Cycle for Artificial Intelligence, 2021

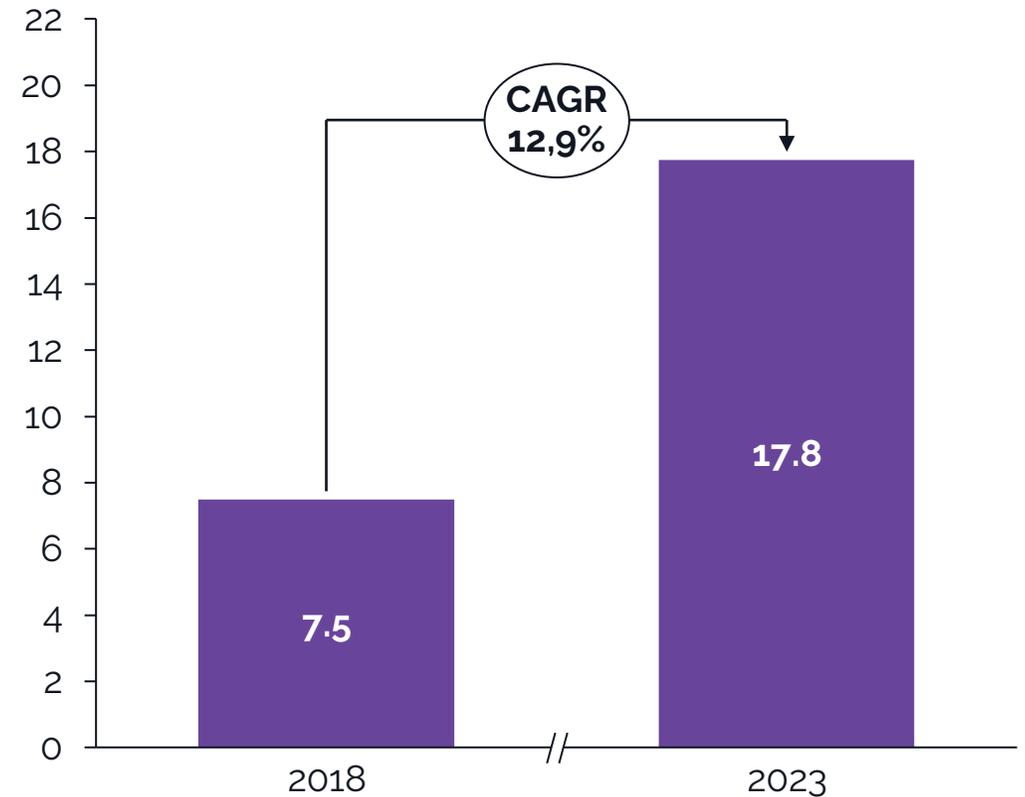


gartner.com

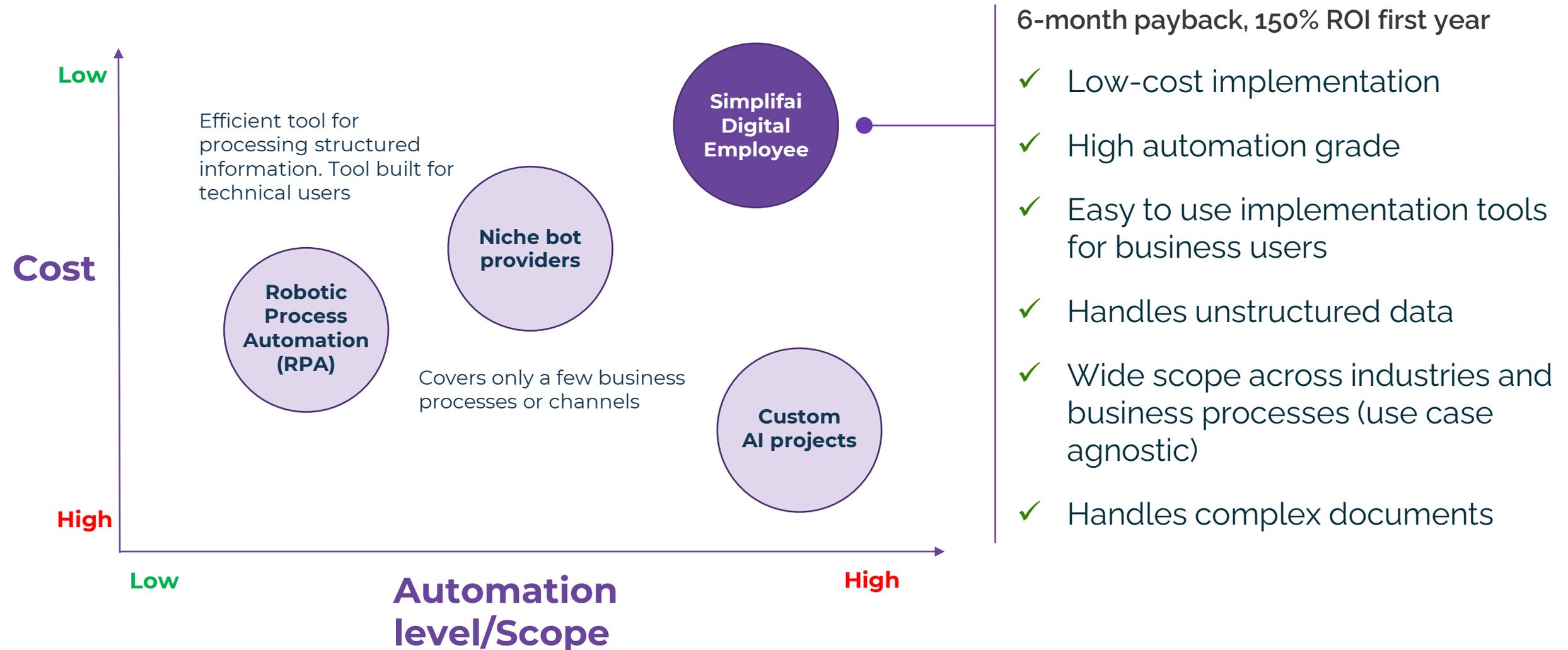
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Gartner

Global Intelligent Process Automation Market (USD Billion)



Simplifai's unique position facilitates easy and rapid adoption of AI technology

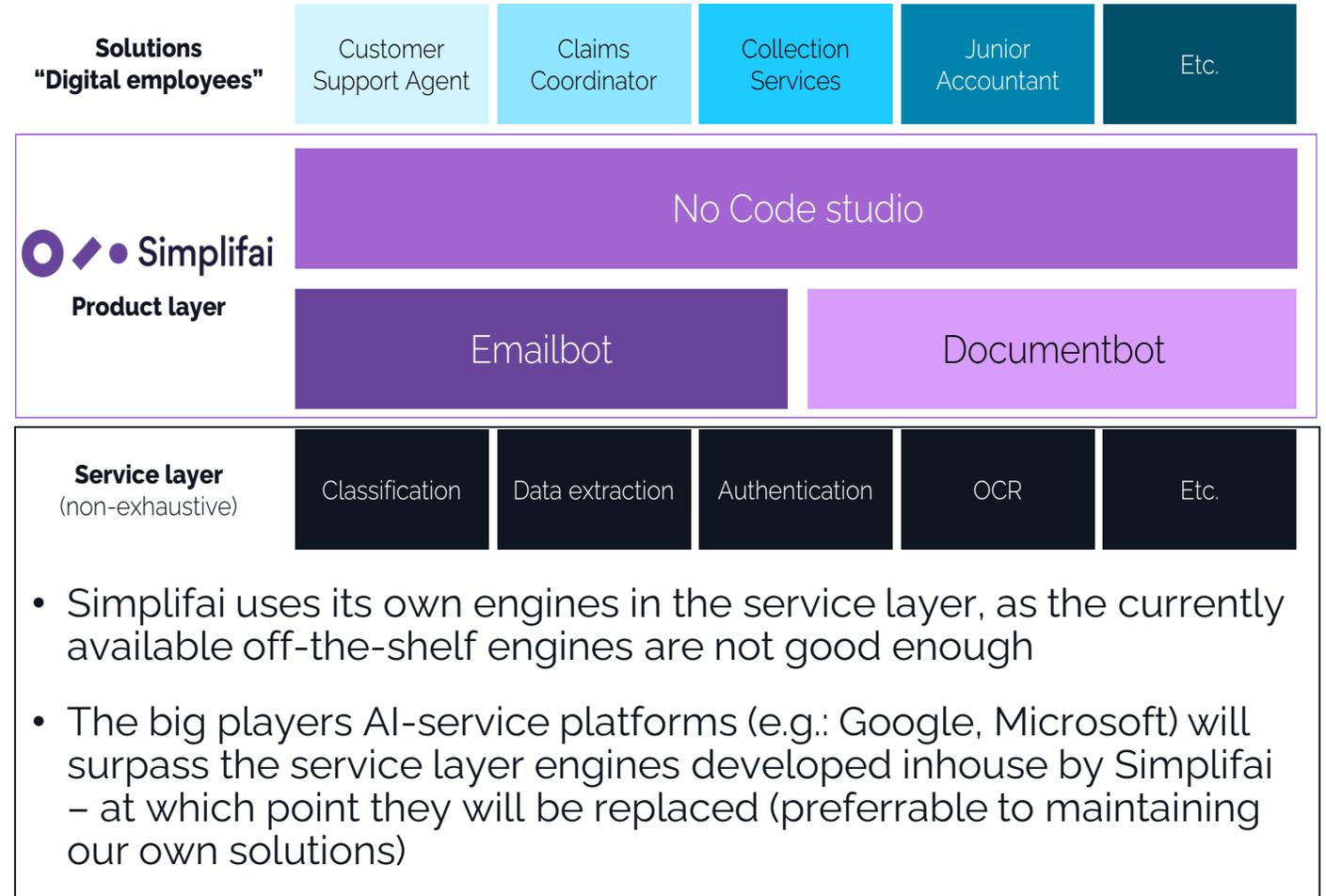




Simplifai's products are industry agnostic.

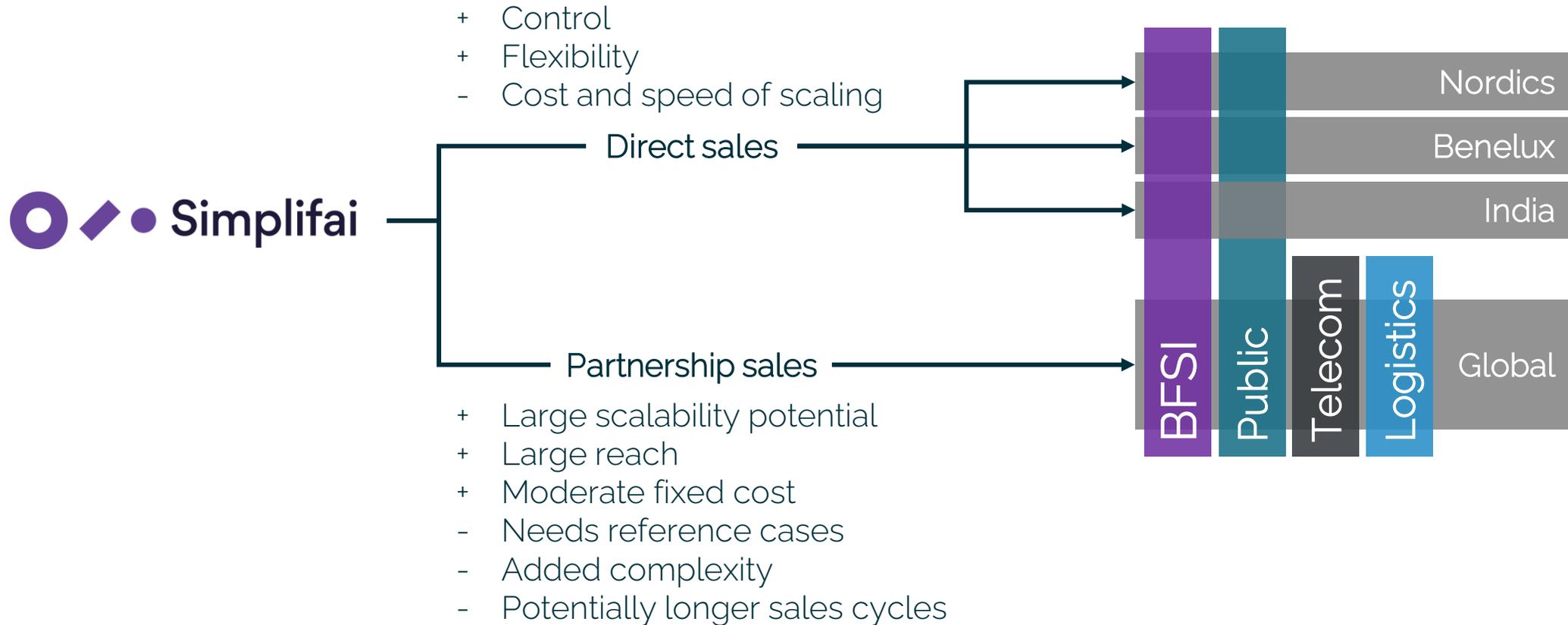
Clients charged fixed fee + volume-based ticker

- ✓ Software as a Service
- ✓ Industry agnostic products
- ✓ No-code configuration and automation in Simplifai studio
- ✓ Preconfigured automations for Insurance, Financial services, Banking and the public sector
- ✓ Transparent pricing: fixed fee based on product need + volume-based ticker (commission)





Simplifai's GTM strategy combines focused direct sales with broader partnership sales



Selected customers



	BFSI clients	Other industries	Public sector
Asia		<p>THE EXECUTIVE CENTRE</p>	
Nordics			
Europe			

More information about some of our clients



- Joint venture Bajaj Group of India and Allianz SE
- Operates 759 branches across India
- Ranked amongst the Top 75 Most Valuable Indian Brands 2019, Bajaj Allianz is one of the leading Indian insurance providers.



- The National Archival Services of Norway (Norwegian: Arkivverket) is a Norwegian government agency that is responsible for keeping state archives, conducts control of public archiving and works to preserve private archives.
- The organization has 190 employees and about 120 kilometers (75 mi) of materials.



- Navigate Communications (Navigate) is an independent global network services and solutions provider headquartered in Singapore
- Regional offices located in Cyprus, China, Hong Kong, Malaysia and the United Arab Emirates



- European market leader in claims management, loss adjusting and IT development for the insurance and risk management market
- 46 offices in 28 countries, key regions: UK, Central Europe (including Germany), Benelux, South-West Europe and Scandinavia
- Handles claims processing for over 1,000 corporate clients globally
- 1 million customer e-mails and an equal number of documents related to insurance claims annually



- Upstox is a fin-tech company and India's second largest securities brokerage and stock trading service provider.
- Upstox serve more than 5 million clients
- Backed by e.g.: Tiger Global and Ratan N Tata



- Large Insurance player and Norway's largest alliance of local banks, the Eika Alliance, with over 50 cooperating banks



- Fastest growing fiber internet and digital consumer-centric services provider in the Philippines
- Has 1.6 million clients capturing 54 percent of the fiber-to-home market share in Philippines



- Independent player in the Dutch Insurance market
- 160 employees and 800 financial advisers
- More than 500 000 insurance policy holders



- Part of Söderberg & Partners group, that has 2400+ employees in 110+ offices in Sweden, Norway, Denmark, Finland and the Netherlands.
- Annually handles ~10 000 claims on behalf of its clients, who are mainly international insurance companies

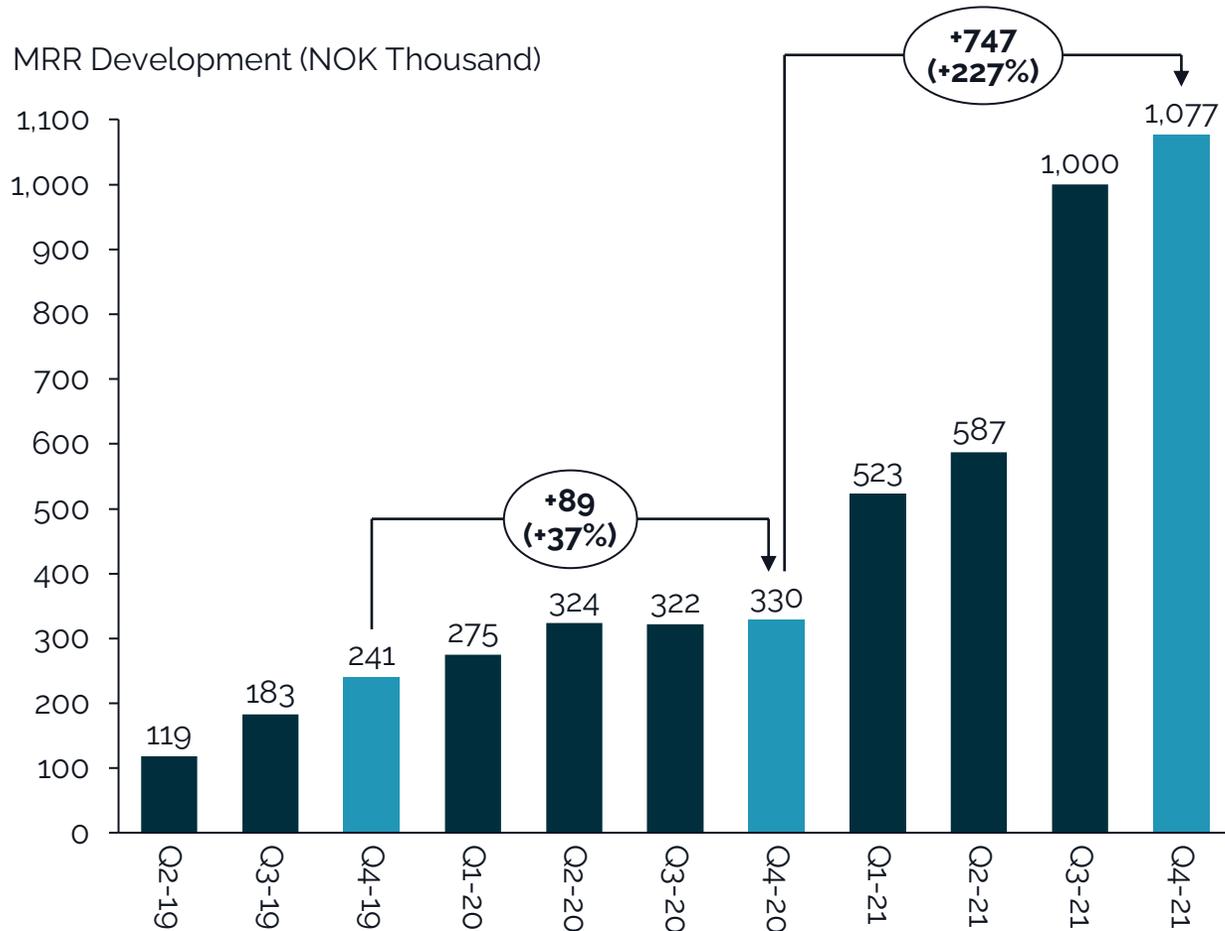


- One of Norway's most populated municipalities

MMR development +227% in 2021 – additional reference clients won in early Q1 2022



MRR Development (NOK Thousand)



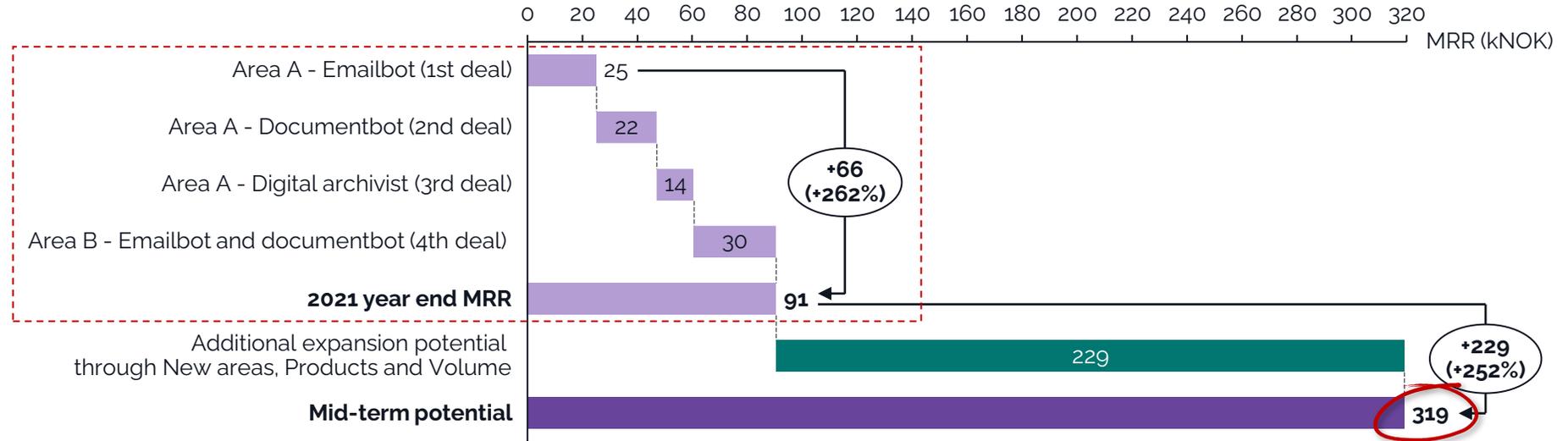
- Joint venture **Bajaj Group** of India and **Allianz SE**
- Operates **759** branches across **India**
- Simplifai's **Digital Employee** to **automate customer enquiries** through e-mail and to evaluate the process of email automation
- **First area to employ** Simplifai's Emailbot solution receives around 700-800 customer e-mails daily, equivalent to **20-25 thousand e-mails per month**



- **Fastest growing fiber internet and digital consumer-centric** services provider in the Philippines
- **Has 1.6 million clients** capturing 54 percent of the fiber-to-home market share in Philippines
- **Simplifai** will support Converge ICT's digital transformation project with **automation of its enterprise support function**
- Today the Converge ICT-team receives **around 20,000** customer service emails per month

Illustration of upsell potential for current clients

Customer A



Customer B

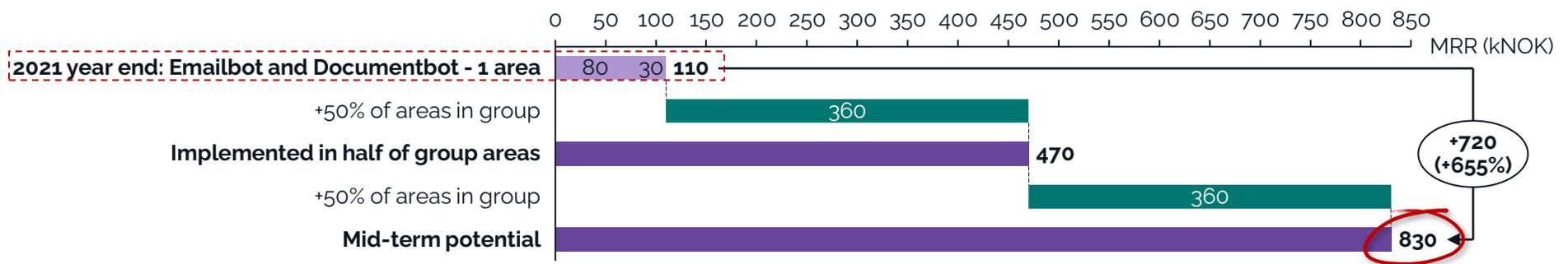
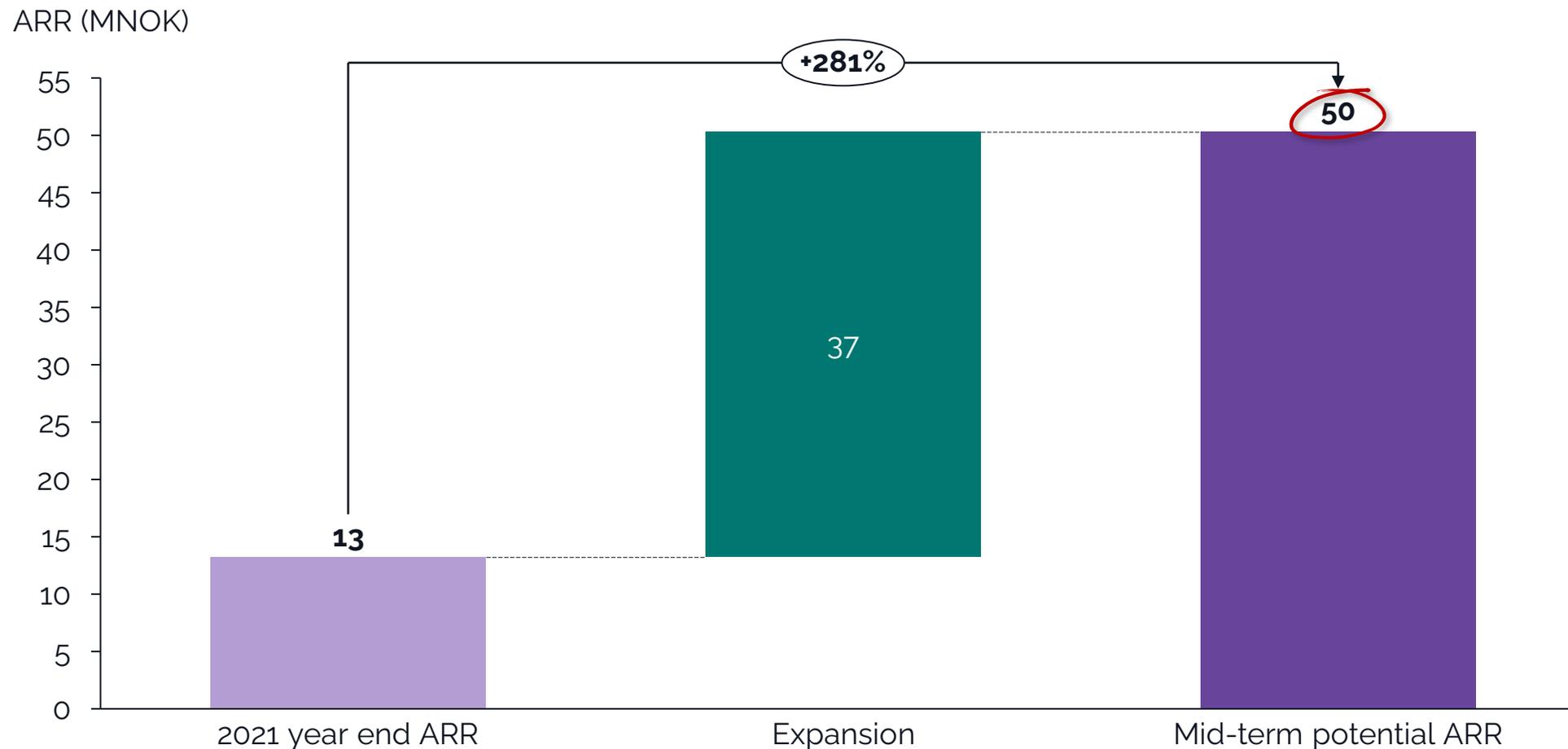
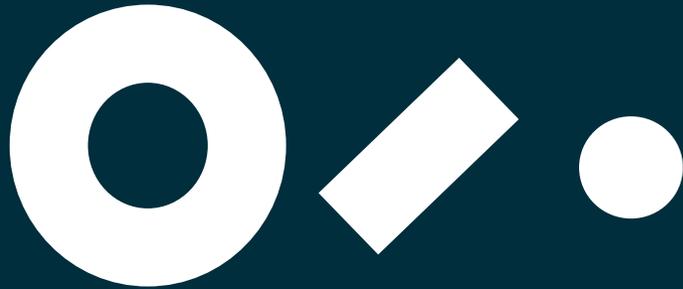


Illustration of mid-term potential ARR of current client portfolio ~50M NOK i.e. +281%





Partners

documaster

knowit

ABS
Consulting

navigate™
Connecting You Globally

Crayon

ProffCom ©

Keylane

VAD

adepta

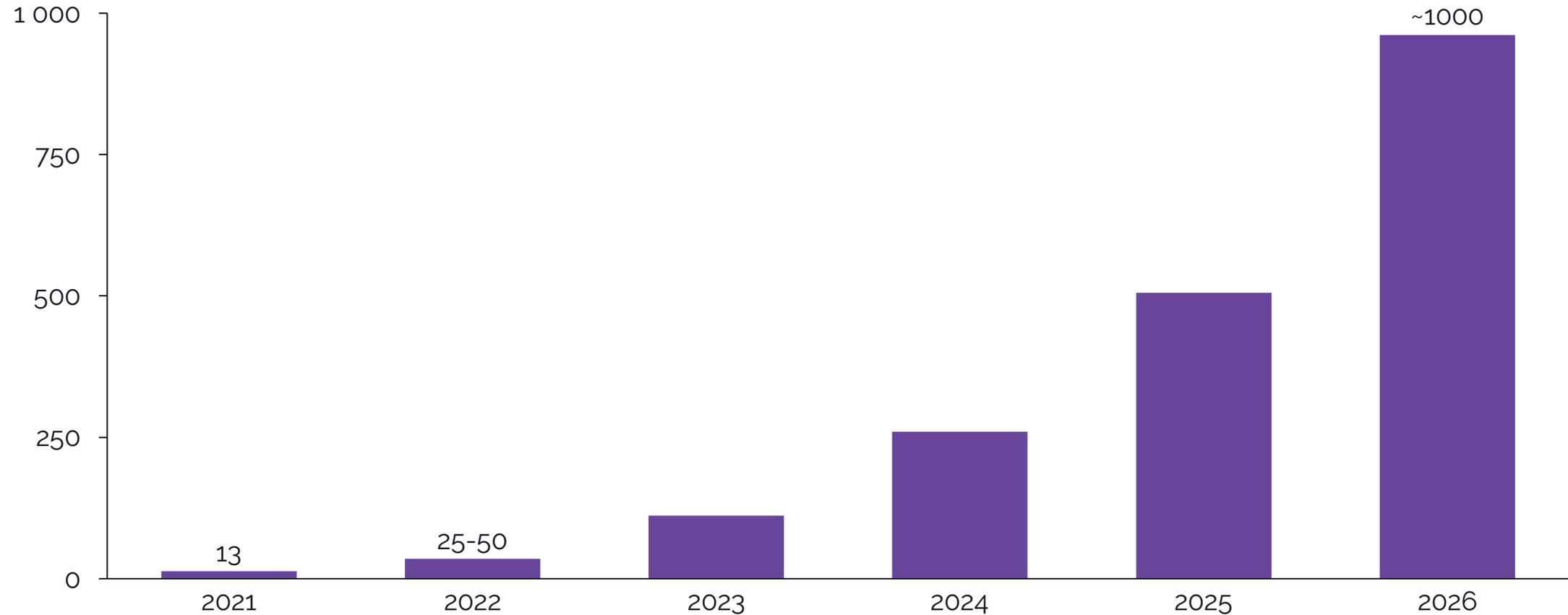
differ.

Microsoft

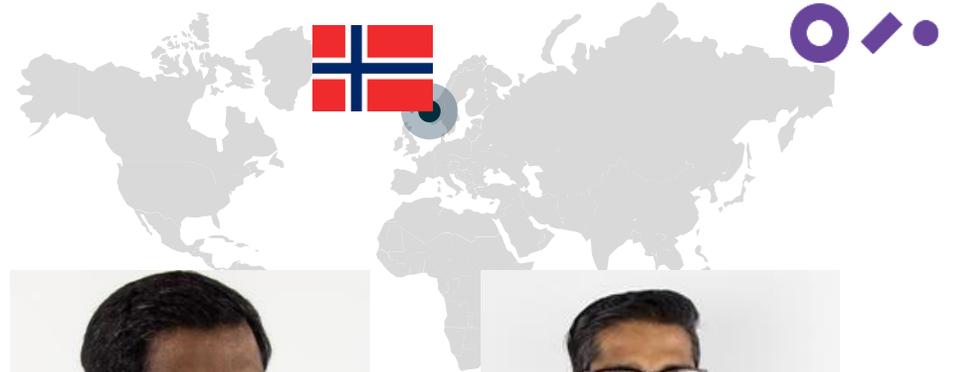
UiPath

2026: ARR target of 1 BNOK and EBIT-% over 50%

End-of-year ARR (MNOK)



Management



Bård Myrstad
Chief Executive Officer /
Founder

M.Sc. Informatics, Exc. M.
Energy Mgt.

15+ years of leadership
experience in the IT and
software industry. Head of
Software Tenders and
Projects at Rejlers Embriq
until 2018. Background
from Accenture,
Capgemini.



Erik Leung
Chief Operating Officer /
Founder

B.Sc. Computer Science.

Former Head of AI in EVRY
Financial Services. 15+
years as specialist within IT
architecture, Business
Process and AI based
automation technology.
Renowned conference
speaker within the Nordic
AI community.



Daniel Kohn
Chief Commercial Officer

M.Sc. Ind. Mech., Exc. MBA.

10+ years experience from
software and service sales
and sales management
building successful sales
organisations. Solutions in
process automation,
Purchase2Pay and
document management.
Background from Canon
Business Solutions and
Broadnet.



Imran Tamboli
Chief Technology Officer

M.Sc. Computer Science.

Former Lead Architect and
Head of Development
within EVRY Financial
Services. Vast experience
in building complex
solutions and successfully
leveraging offshore
development.



Bikash Agrawal
Chief Data Scientist

Ph.D. Scalable Data
Processing

Former Co-Founder and
CTO in Boost AI. Expert
within data driven
automation and insight.
Bikash holds a PhD in Big
Data processing and
analysis.

Thank You!

www.simplifai.ai

