



www.neon-equity.com

NEON

EQUITY AG

INVESTORS
PRESENTATION

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What we do

IPOs

We advise and accompany sustainable companies from future industries such as AI, mobility, nutrition, energy, health, etc. in the IPO / IPO process.

GROWTH'S FINANCING

We invest as an anchor investor in target companies and provide access to growth capital through our professional partner community

Management



THOMAS OLEK

CEO

CEO since June 2017 Founder and major
shareholder of NEON EQUITY AG Chairman of the
Supervisory Board publicity AG



OLE NIXDORFF

CFO

CFO since January 2023
Master of Arts – Digital Management
Bachelor of Science – Economics & Business
Economics

Team



TIM NIXDORFF

Vice President
Miami



NICK RAYNE

Vice President
London



MARC KIRCHHOFF

Vice President
Frankfurt



UDO MASROUKI

Vice President
Dubai



TEODORA GAUCH

Vice President



JANA RUBIN

Senior Finance Manager



ELENA LÖW

Head of Marketing



ADNAAN HAFIZ

Head of Digitalisation



ISABELL BARUTH

Business Consultant



IRINA KANOVA

Office Administrator



NATHALIE BARUTH

Financial Consultant



LENA HERRMANN

Office Administrator

Supervisory Board



FRANK BARUTH

Chairman of the Supervisory Board

From 1982 to 2016 activities in the public service of the state of NRW

Management consultant for small and medium-sized enterprises



PROF. DR. KARL-GEORG LORITZ

Deputy Chairman of the Supervisory Board

Lawyer and tax consultant with decades of experience in both fields of activity

Former university professor at renowned German and international universities



MICHAEL HUTTNER

Supervisory Board

Until 2017 Sales Development Manager at Bankhaus August Lenz & Co. AG and Mediolanum Banking Group

Since 2021 Vorstand der FI Procept AG

Unlocking Potential

IPOs

- Development of a sustainable and long-term capital market concept
- Access to NEON EQUITY's communities of financiers, pre IPO platforms and investors
- Coordination of and advice on initial public offerings / IPOs
- NEON EQUITY invests as an anchor investor

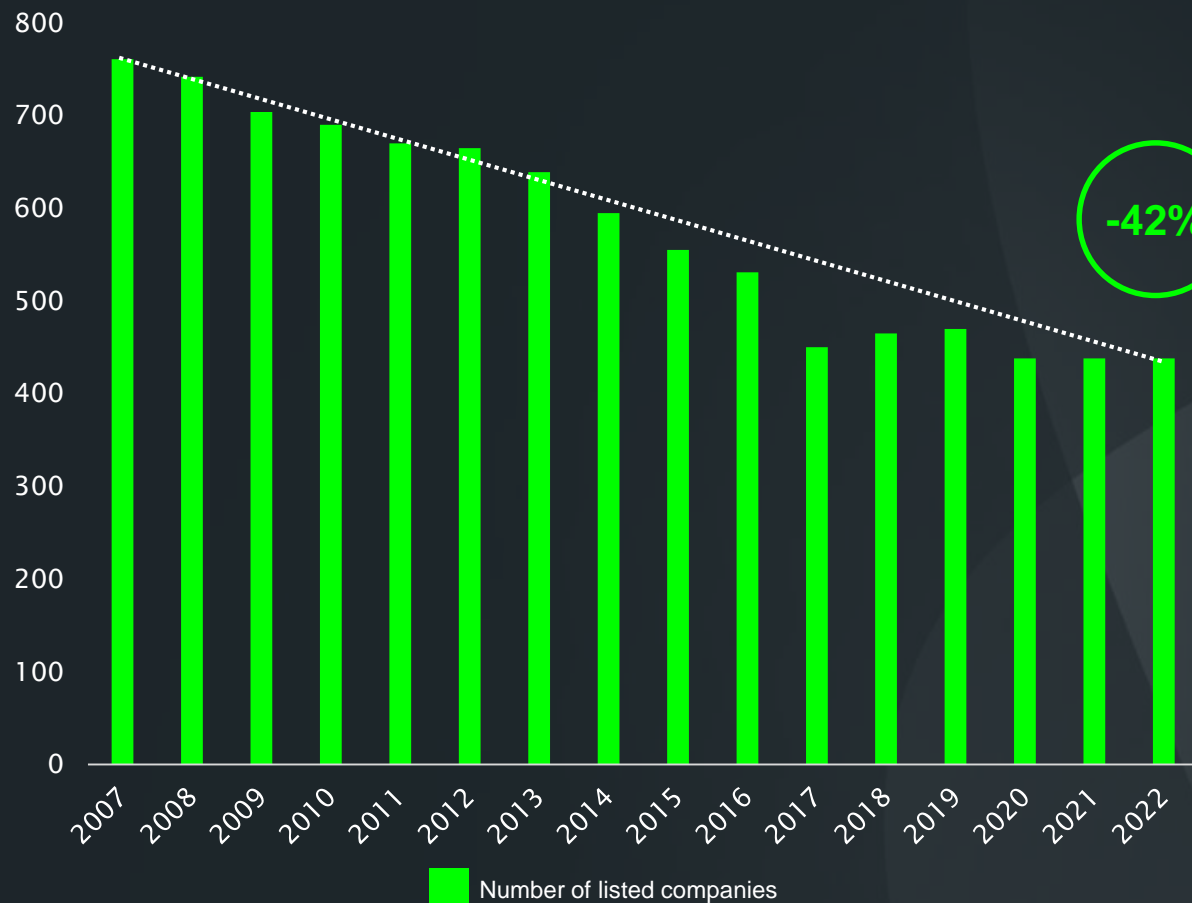
IPOs – Impact Investments

Growth

- Optimization of growth financing and sales processes for capital market measures
- Advice on the analysis and expansion of the portfolios of investment companies (incl. M&A processes)
- Co-listing of German listed companies at the financial centers Dubai, London or New York

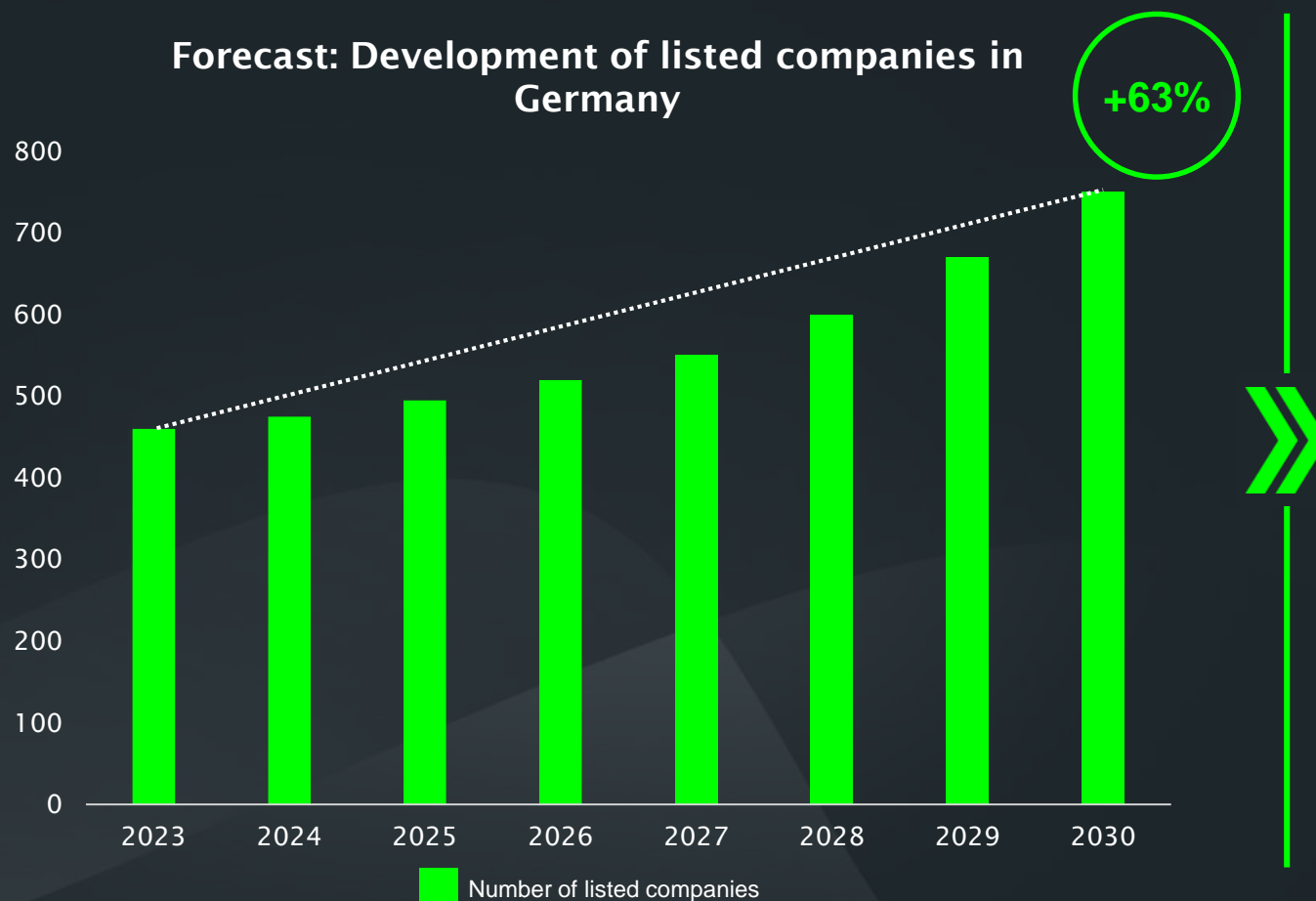
Sustainable corporate growth

German stock market



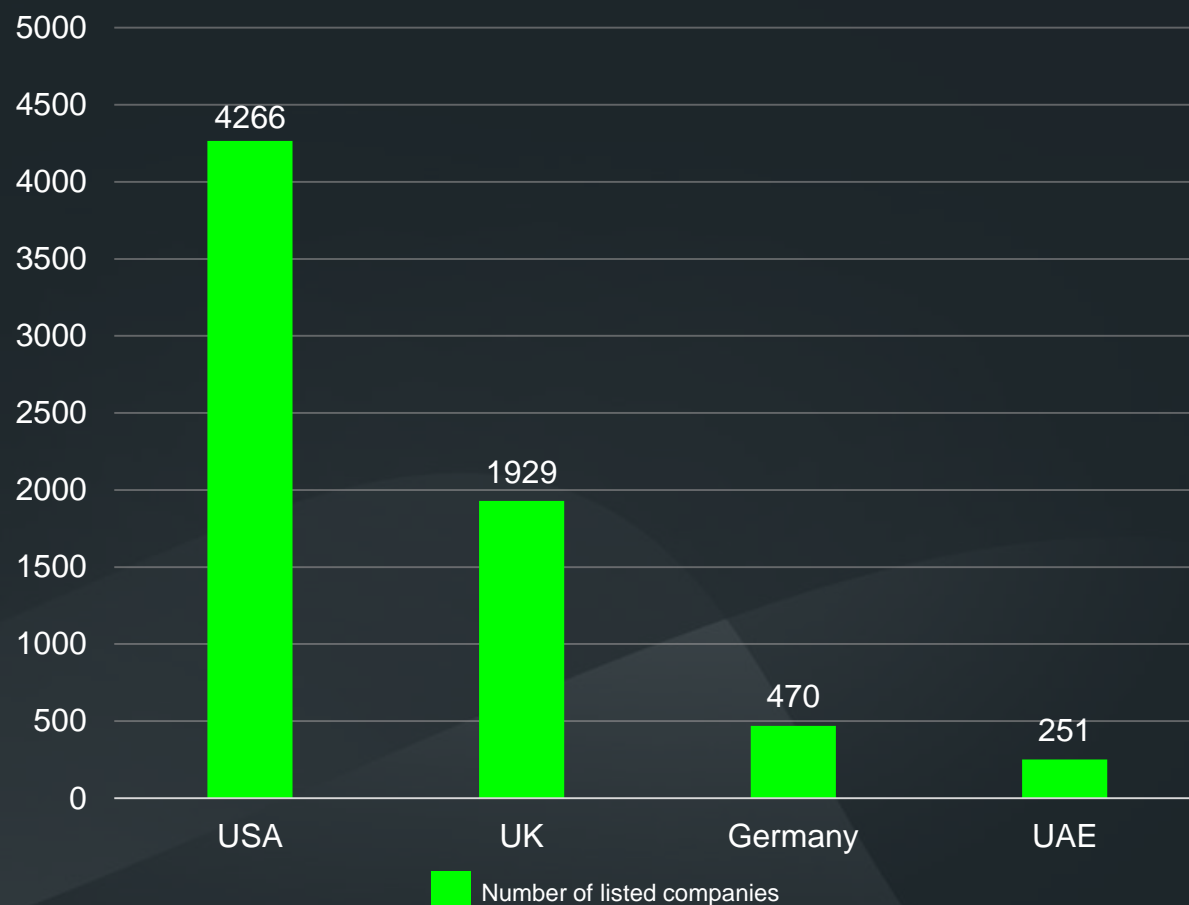
- Number of German companies with a stock market listing has fallen by around 42% in the past 15 years
- German medium-sized companies have lost sight of the capital market and its potential
- Acquisitions and growth financed mainly by banks thanks to low interest rates (debt financing)

German stock market forecast



- NEON EQUITY forecasts an increasing number of companies with stock exchange listing in Germany
- Massive and sustained interest rate turnaround forces companies to realign capital raising (equity financing)
- By 2030, NEON EQUITY expects the number of companies with a stock exchange listing to return to the level of 2007

Target Markets



Source: World Bank

- UAE positions itself for high growth: share of trading activity by international investors increased by almost 49% in 2022
- Germany is moving inexorably closer to the UK stock market
- USA maintains its top position by a clear margin

IPOs – Opportunity



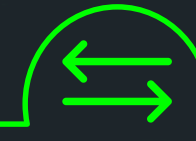
**Strengthening innovation
location**



**Promotion of investor
networks and visibility**



**Most profitable form of
investment**



Flexible tradability



**Long-term strengthening of
equity / equity**



**Support for employee
recruitment**



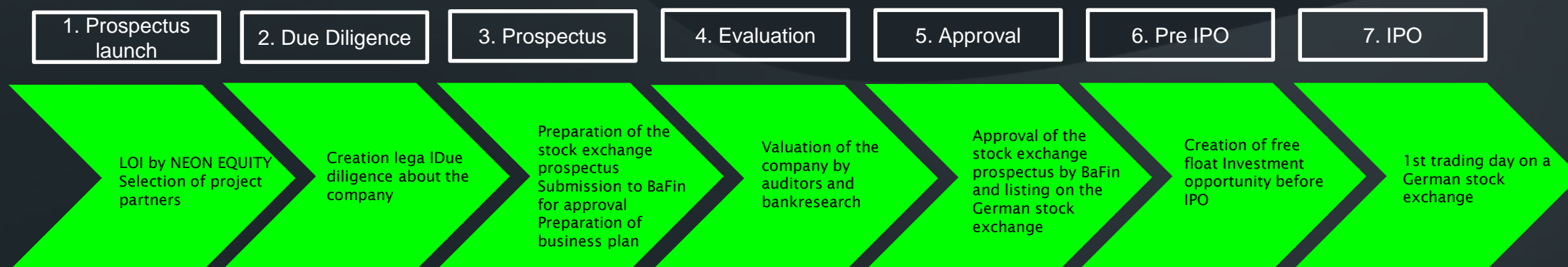
**Expectation of an increase
in the share price**



**Generation of dividend
income**

Standardized IPO-Process

Average duration: 4-7 months



Cooperation with reputable partners

WHITE & CASE

/ BAADER /

futurum
bank



HEUKING KÜHN LÜER WOJTEK
RECHTSANWÄLTE UND STEUERBERATER

Mentorship

We advise companies on the implementation of:



- Innovation
- Digitization
- Transformation



- Implementation of ESG / sustainability in the corporate concept



- strategic planning
- Operations and performance processes
- Expansion of global supply chains



- Marketing and sales
- HR and personnel structuring



- Corporate Finance
- M&A processes

Mission

Our mission is to **unite ESG and the capital markets.**

In 2021 alone, funds invested in sustainable and ESG-focused funds increased by 53 percent globally to \$2.7 trillion.*

Impact Investment

We invest in the future of our planet.



ESG Advisory Board



CHARLY KLEISSNER

Silicon Valley

Board Secretary bei Tonic



ALOK SHARMA

London

President of the 25th UN Climate Conference
(COP26)



Dr. ANDREAS RICKERT

Berlin

Senior Specialist of Weltbank



ETIENNE SCHNEIDER

Luxemburg

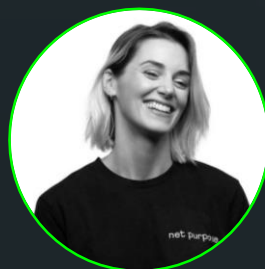
Former Deputy Prime Minister and Minister of
Economy of Luxembourg



WILL OULTON

Brüssel

Chairman of Eurosif



SAMANTHA DUCAN

London

CEO netpurpose.



VOLKER WEBER

Berlin

Chairman of the FNG - Forum for Sustainable
Investment



MUHAMMED YESILHARK

Dubai

CIO Q2Q Capital Dubai

NEON Impact Forum



400 exclusive international guests from the financial sector, business and academia, are invited to the exclusive event for the annual kick-off of the initiative to seek dialogue together in Frankfurt (Unionhalle Frankfurt) on Tuesday, **March 12, 2024**, to connect innovative ideas and be inspired by a high-quality network.

Sponsors:

PLURIMI



WHITE & CASE



Official Principal Partner



Stock Market
Investments



Pre IPO -
Opportunities



RED LIONS CAPITAL

Pre IPO Dubai



CAPITAL

ESG & Responsible
Investment



ESG Reporting



Private Equity &
Private Credit



Impact Investing



Impact Investing



Global Management



Impact Investments



Wealth Management



Focus on Value
Creation



Investment
Banking

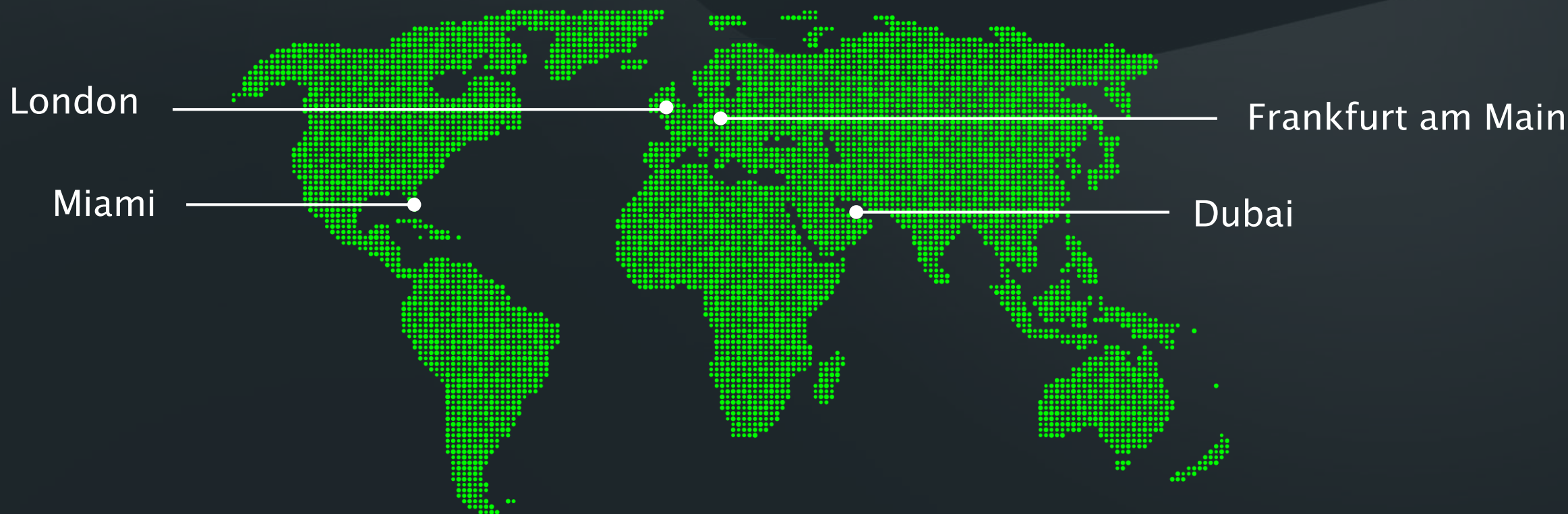


Asset Management

„ Our most important equity is the
trust of our investors. “

Locations

International coverage: From the headquarters in Frankfurt and further locations in metropolises such as Miami, London and Dubai.



Capital market transactions

4 Billion €



IPOS FUNDING



CONVERTIBLE BONDS AND
BOND FUNDING



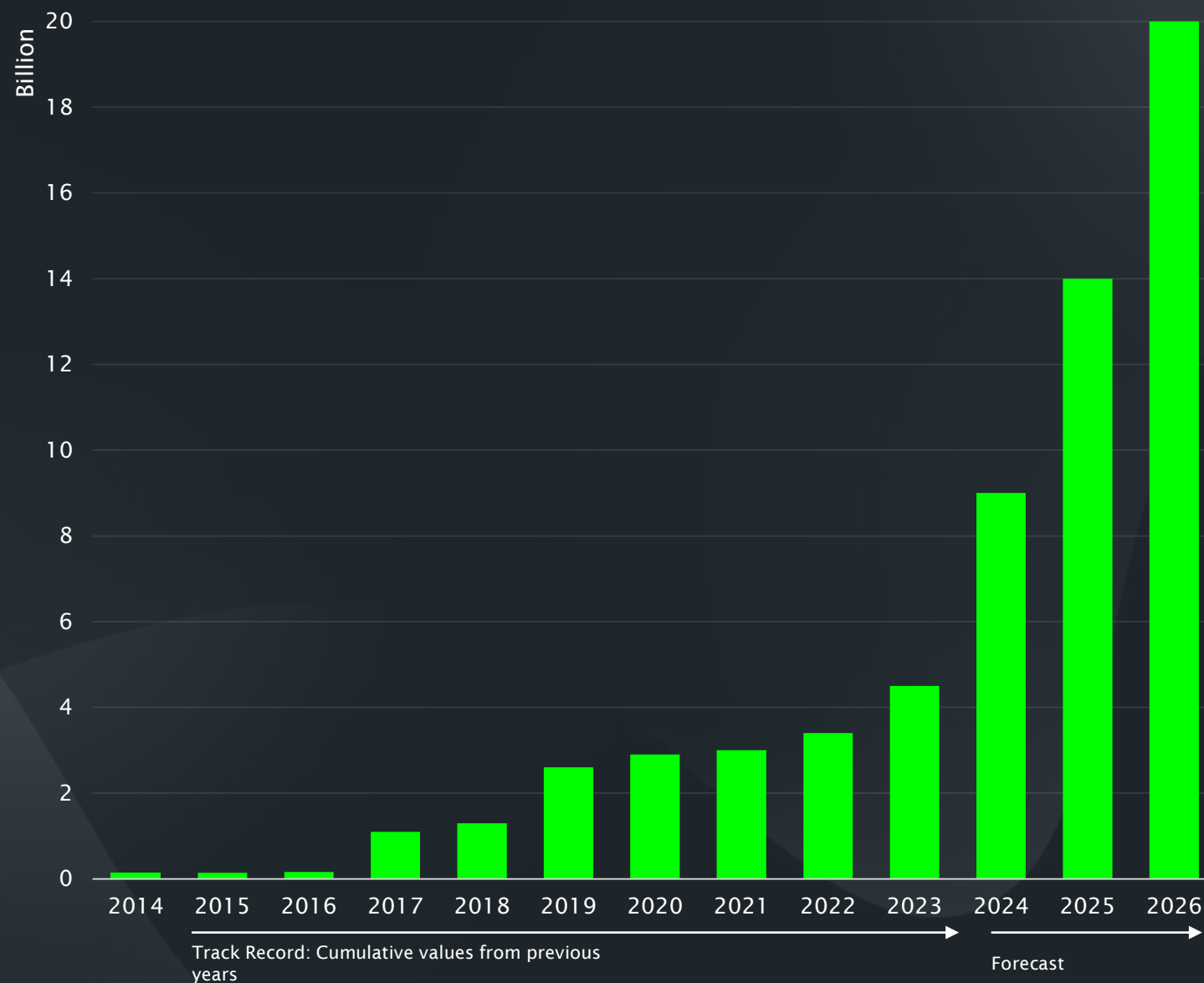
CAPITAL INCREASES AND
SHARE TOKENIZATIONS

Track Record

 BRICKMARK™ <small>THE BLOCKCHAIN REAL ESTATE COMPANY</small> Brickmark AG 03.07.2023 Bond 65,0 million €	 NEON EQUITY AG NEON EQUITYAG 19.05.2023 Capital increase 43,3 million €	 PREOS Preos AG 03.05.2023 Convertible bond (increase) 110,1 million €	 NEON EQUITY AG NEON EQUITYAG 13.01.2023 IPO 440,6 million €	 EASY MOTION SKIN EMS AG 10.12.2021 IPO 145,0 million €	 PREOS Preos AG 24.11.2020 Stock - Token 231,5 million €	 GORE <small>GERMAN OFFICE REAL ESTATE</small> GORE AG 14.06.2020 Capital increase 179,8 million €
 publity Publity AG 29.05.2020 Bond 100,0 million €	 GORE <small>GERMAN OFFICE REAL ESTATE</small> GORE AG 13.12.2019 IPO 93,3 million €	 PREOS Preos AG 15.11.2019 Convertible bond 249,6 million €	 publity Publity AG 13.09.2019 Capital increase 152,3 million €	 PREOS Preos AG 28.08.2019 Capital increase 379,6 million €	 CONSUS REAL ESTATE Consus AG 03.05.2019 Convertible bond 400,0 million €	 PREOS Preos AG 20.12.2018 IPO 158,4 million €
 publity Publity AG 17.10.2018 Capital increase 40,5 million €	 CONSUS REAL ESTATE Consus AG 13.04.2017 Capital increase 593,4 million €	 CONSUS REAL ESTATE Consus AG 13.04.2017 IPO 363,0 million €	 publity Publity AG 17.03.2016 Capital increase 19,8 million €	 publity Publity AG 13.11.2015 Convertible bond 50,0 million €	 publity Publity AG 24.04.2015 Capital increase 14,0 million €	 publity Publity AG 02.04.2015 IPO 142,5 million €

Funding

We expect an upward trend in capital market transactions due to rising **demand**.



Revenue



Equity investments

Dividends and realization of price gains via share sales



Consulting

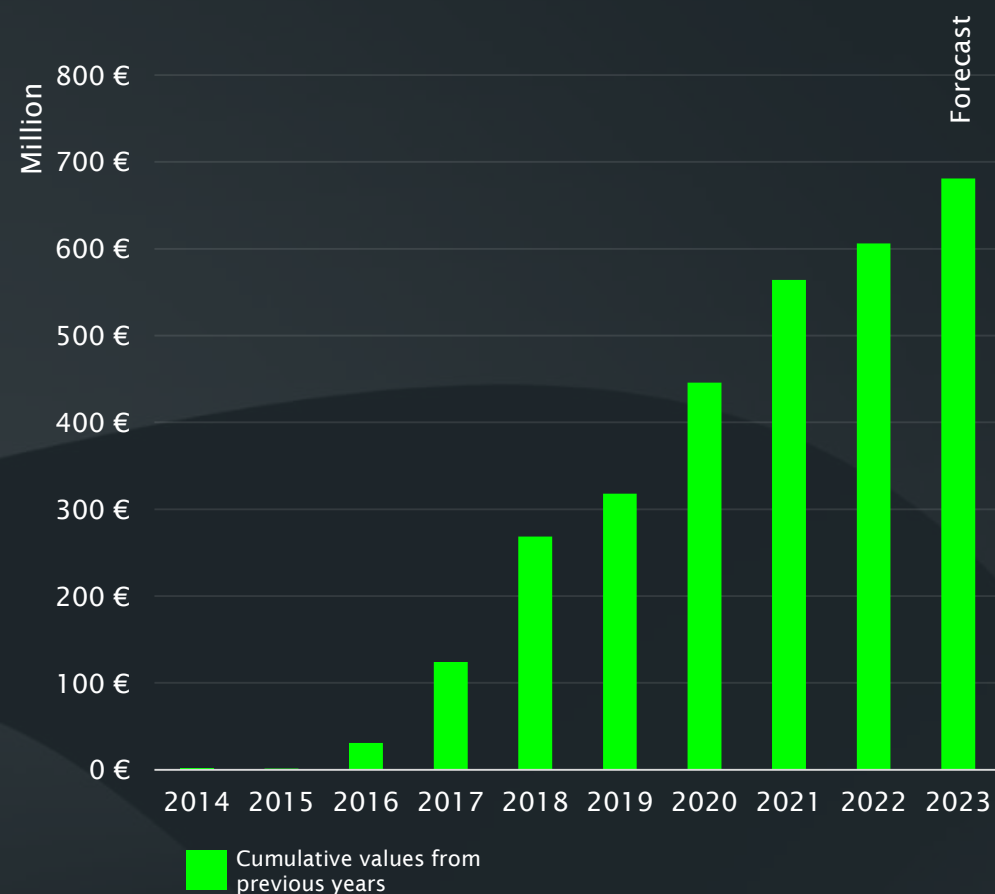
Remuneration for consulting services in connection with capital market transactions

Sales und EBIT

Sales

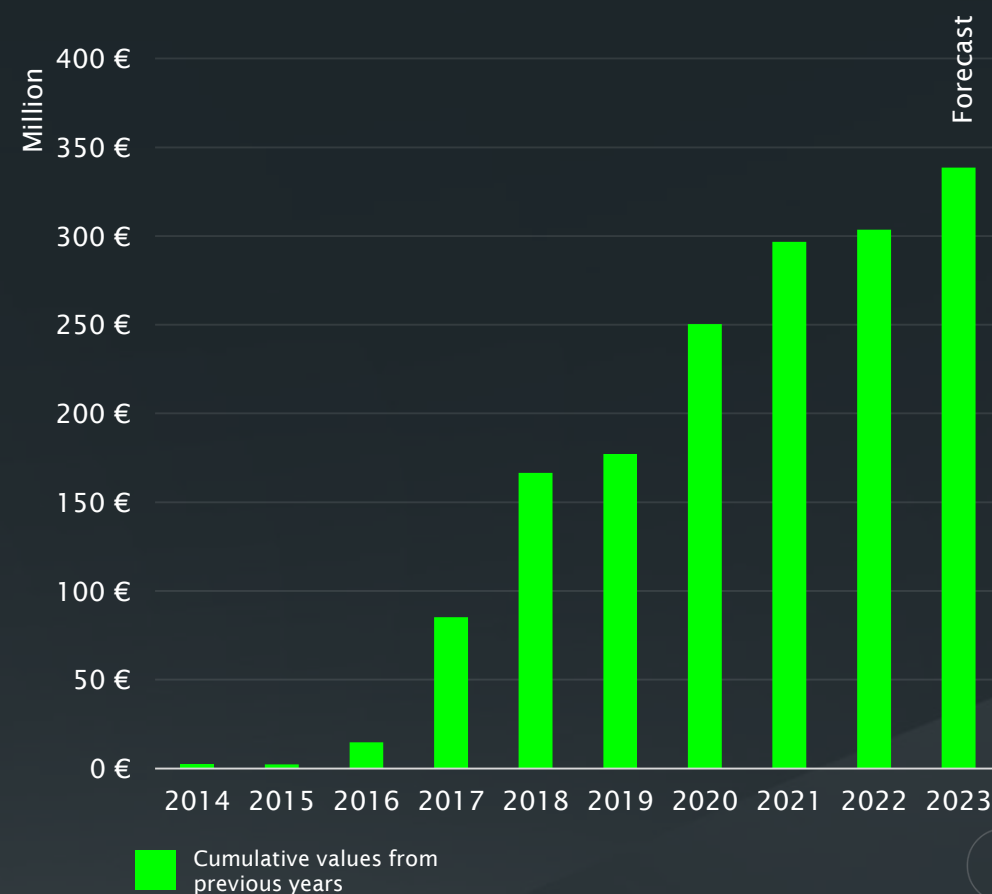
653 million €

(Securities transaction turnover)

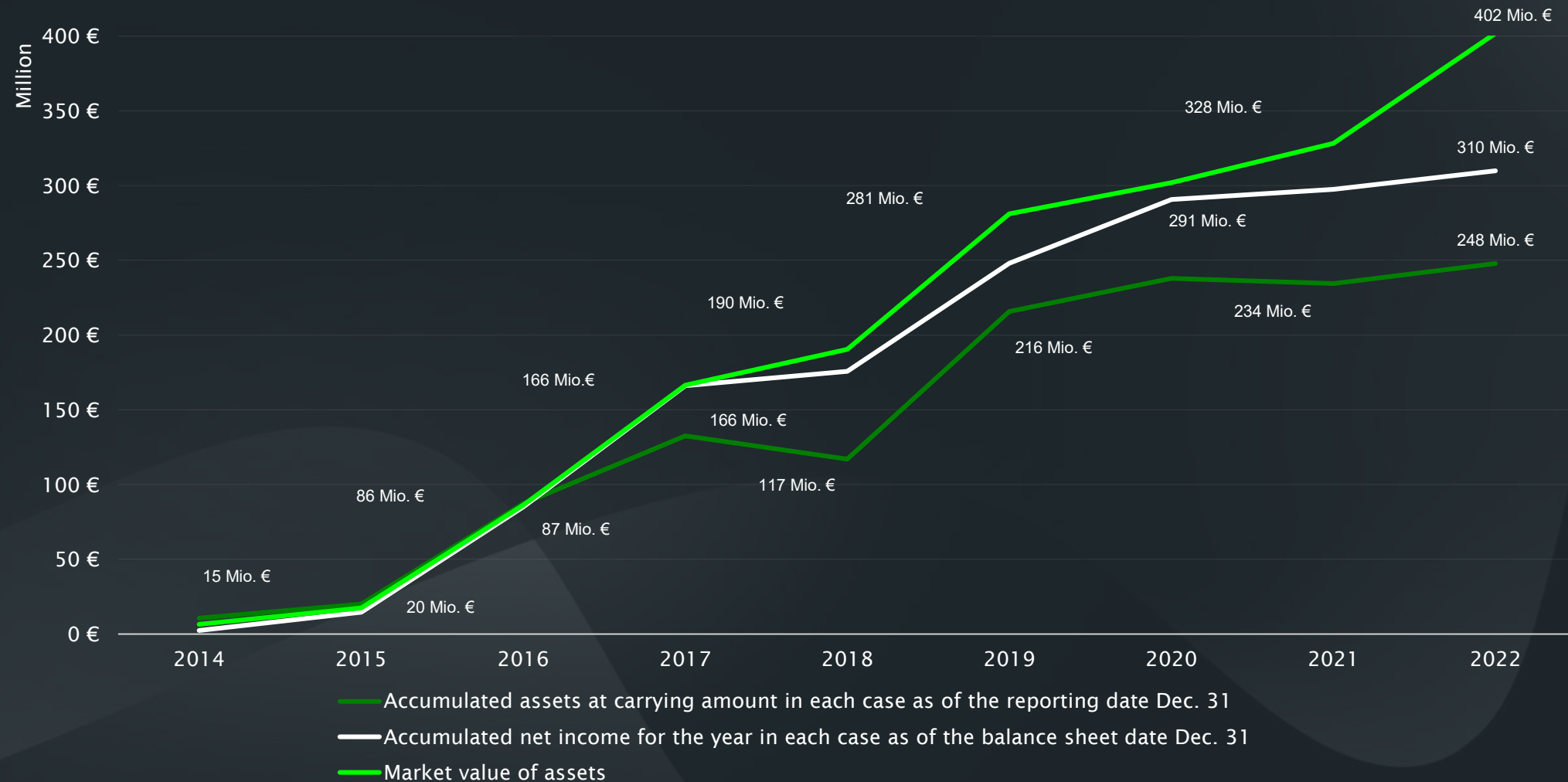


EBIT

312 million €



Performance



Share

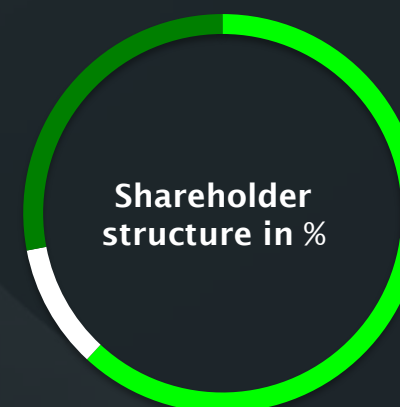


Key data

Segment:	Open Market / Düsseldorf Stock Exchange
WKN / ISIN:	A3DW40 / DE000A3DW408
Tradability:	All German stock exchanges
First trading day:	January 13, 2023
Number of shares:	44,055,110

Market capitalization: 475,795,188 €

Shareholder structure



- TO Holding 1 GmbH: **61.5%**
- Free float: **10.6%**
- Thomas Olek: **27.9%**

Investment portfolio

SARTORIUS

Life-Science

publity

Green asset manager

SIEMENS
energy

Renewable energies

AIXTRON

Semiconductors

adidas

Lifestyle brand

Munich RE

Reinsurance

NIXDORF
KAPITAL AG

Impact Investing

TeamViewer

Software

BRENTAG

Chemical Distribution

PFEIFFER VACUUM

Vacuum pumps and solutions

Allianz

Insurance company

SAP

Software & Cloud Computing

K+S

Mining industry

T

Telecommunications

gerresheimer

Pharmaceutical packaging solutions

TUI

Tourism

AXA

Insurance company

MERCK

Pharmaceutical company

Investments with a current market value of approx. €400 million in German blue chip and middle class companies

Contact person



OLE NIXDORFF

CFO

NEON EQUITY AG

Mörfelder Landstraße 277

60598 Frankfurt am Main

Germany

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E-mail: o.nixdorff@neon-equity.com

Pipeline

- ◀ ELARIS aims to make electromobility accessible in real life.

Infrastructure offerings such as charging stations and charging options at home or at work are part of the ELARIS offering.

ELARIS offers a wide range of electric vehicles tailored to the needs of everyday life, combining environmentally friendly drive concepts, innovative technologies, modern design and high quality.





- ◀ The European stock photo agency based in Germany, specializing in photo and video content for editorial and commercial purposes.

ActionPress offers an extensive collection of images and videos from various subject areas such as news, sports, entertainment, lifestyle and more.

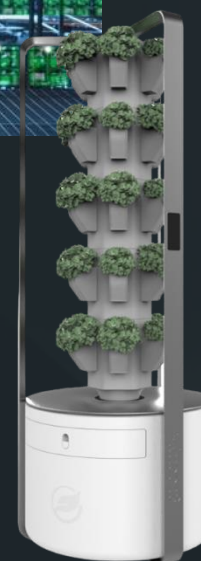
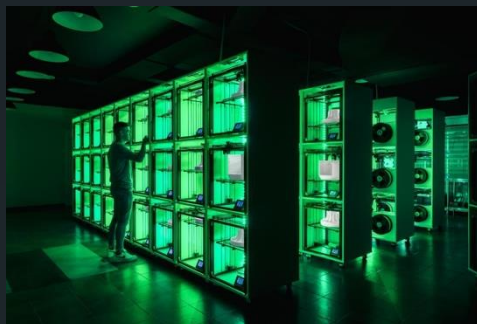
With an international network of photographers and journalists, ActionPress delivers up-to-date, high-quality visual content for media companies, advertising agencies, publishers and other clients worldwide.





- Greeny+ specializes in environmentally friendly and sustainable products or services.

Greeny+ offers a wide range of sustainable solutions aimed at reducing environmental impact and making a positive contribution to environmental protection, such as eco-friendly products, carbon offset services or environmental awareness initiatives.



- Greeny+ takes a holistic approach to sustainability that considers social, economic and environmental aspects and works for a more sustainable future by promoting products and services that have a positive impact on people and the environment.



- ◀ The international investment firm specializing in real estate investments in Europe and North America.

Nox Capital is known for its focus on sustainable, long-term investments in first-class real estate projects that focus on value-add potential and diversification.

The company pursues an active investment strategy and works closely with experienced partners and experts to identify and realize high-return real estate investments in different asset classes and markets.that specializes in environmentally friendly and sustainable products or services.





◀ Luxury Hideaway offers first-class accommodations in secluded locations with exquisite design, private service and the highest level of privacy for guests seeking absolute rest and relaxation. Luxury Hideaway's offering includes a handpicked selection of first-class hotels, resorts and villas worldwide that fulfill the desire for luxury and exclusivity at the highest level and offer unforgettable travel experiences.

CARDEA



- ◀ The cross-border wealth advisory, asset management and investment management firm with innovative tools and deep expertise to help families and advisors make better decisions for multi-generational wealth.

Cardea serves institutions, high net worth individuals and families with a broad range of services, including socially responsible investing, institutional investment options and private office services for comprehensive NexGen wealth management.

Cardea's approach is flexible, adaptable and rigorous to support clients in every aspect of their individual journey to achieve their ambitions and dreams.



- Brickmark Group uses blockchain technology to tokenize real estate assets to facilitate and democratize investment in the real estate market.

Tokenization converts real estate assets into digital tokens that can be recorded and traded on the blockchain, leading to greater liquidity, transparency and efficiency.

Brickmark Group adopts a sustainable tokenization approach that aims to incorporate environmental, social and governance (ESG) considerations into the selection and development of real estate projects to create long-term value and social responsibility.

- First vertical platform for real estate tokenization in Europe



- ◀ A manufacturer of high-performance single-handed gliders known for their lightness, agility and speed.

RS Aero offers a range of glider models, including the RS Aero 5, RS Aero 7 and RS Aero 9, which vary in size and sail area to meet different needs of glider pilots.

RS Aero's gliders are made of high-quality materials such as carbon fiber, which makes them lightweight and strong. They are easy to handle and offer an exciting flying experience with high speed and precise handling, for both experienced competition pilots and recreational glider pilots.





- ▶ A company that develops and distributes innovative electromuscular stimulation (EMS) technology for fitness and health applications.

Easy Motion Skin offers portable EMS devices that allow users to stimulate their muscles with electrical pulses to optimize the exercise experience.

Easy Motion Skin's products are easy to use and can be used in a variety of settings, including fitness, rehabilitation, wellness and competitive sports, to improve muscle strength, endurance, flexibility and muscle recovery.





- ▶ Publity, as a **green asset manager**, is committed to energy-efficient buildings, renewable energy, water conservation, waste reduction and other sustainable real estate practices to minimize the environmental impact of real estate investments and achieve long-term sustainability goals.

In doing so, it looks to certifications such as LEED, BREEAM, or DGNB to assess the sustainability performance of properties and ensure they meet certain environmental and sustainability standards.

The use of ESG risk management integration in investment strategies to identify and minimize potential risks related to environmental and social aspects of real estate investments.





- ◀ Preos AG acts as a **Green Developer** in the real estate sector and considers environmental, social and governance criteria in its planning, design and implementation of real estate projects to create sustainable and environmentally friendly buildings and communities.
- Green Development focuses on integrating energy-efficient technologies and renewable energy into real estate projects to reduce energy consumption, minimize greenhouse gas emissions and achieve long-term sustainability goals.
- Green Development involves the efficient use of resources such as water, materials, and land to minimize the environmental impact of real estate development and promote resource-conserving practices.





- ◀ Nixdorf Kapital AG is a financial company with a long history dating back to the 1980s. It was originally founded as part of Nixdorf Computer AG, a large German IT company.

Nixdorf Kapital AG offers a wide range of financial services, including corporate finance, equity investments, asset management and capital investments. The company specializes in providing customized financial solutions for its customers.

Thanks to its many years of experience and its extensive network, Nixdorf Kapital AG has in-depth expertise in various industries and markets. This enables it to offer its customers individual advice and support for their financial challenges.



- Chainmatics develops blockchain-based products through its platform to unlock the potential of digital assets. This is a decentralized application for creating and managing digital assets.

This leverages the full potential of NFTs for all asset classes (art, real estate, music, etc.).





BDSwiss is committed to creating a new financial ecosystem that democratizes access to financial markets and financial instruments for all customers.

BDSwiss operates in a highly regulated environment and adheres to the highest regulatory standards.

Focus on geographic and product diversification to achieve sustainable long-term growth.

YARD ENERGY



- ◀ With its Yard Energy Transition Fund II, YARD ENERGY Group B.V. focuses on reducing emissions, increasing efficiency and technology.

The investment focus is mainly in the Netherlands and Northwest Europe.

Through their activities, they contribute to the achievement of the United Nations Sustainable Development Goals and the European Union's environmental targets.

More Impact



The platform gives investors direct access to a wide range of financial products - including pre-IPO equities, debt funds and wealth management funds, all of which specialize in ESG. In addition, the platform enables the integration of third-party funds from the impact ecosystem.

By simplifying the investment process and providing information and tools, the platform strives to make sustainable investment opportunities accessible to a broad investor base.



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Appendix

Technology

We plan to tokenize the NEON EQUITY share in 2024

The tokenized shares will be held in trust



There is the possibility to exchange the token for NEON EQUITY shares or to sell it on the secondary market



The token owner can hold the shares independently from his house bank or from his securities account

Bank Coverage



**GBC AG –
Augsburg**



**Baader Bank AG –
Munich**

- Regular bank research publications (research coverage)
- Stock analysis by highly qualified and experienced analysts
- Determination of value and identification of price potentials

German Bank Players / IPO

Level 1

Goldman
Sachs

UBS

J.P.Morgan

citibank

Level 2

HAUCK
AUFHÄUSER
LAMPE

Jefferies

BERENBERG
PRIVATBANKIERS SEIT 1590

Deutsche Bank

Level 3

/BAADER/

QUIRIN
PRIVATBANK

BNP PARIBAS

COMMERZBANK

Level 4

futurum
bank

mw**b**
Wertpapierhandelsbank

BankM

ICF BANK