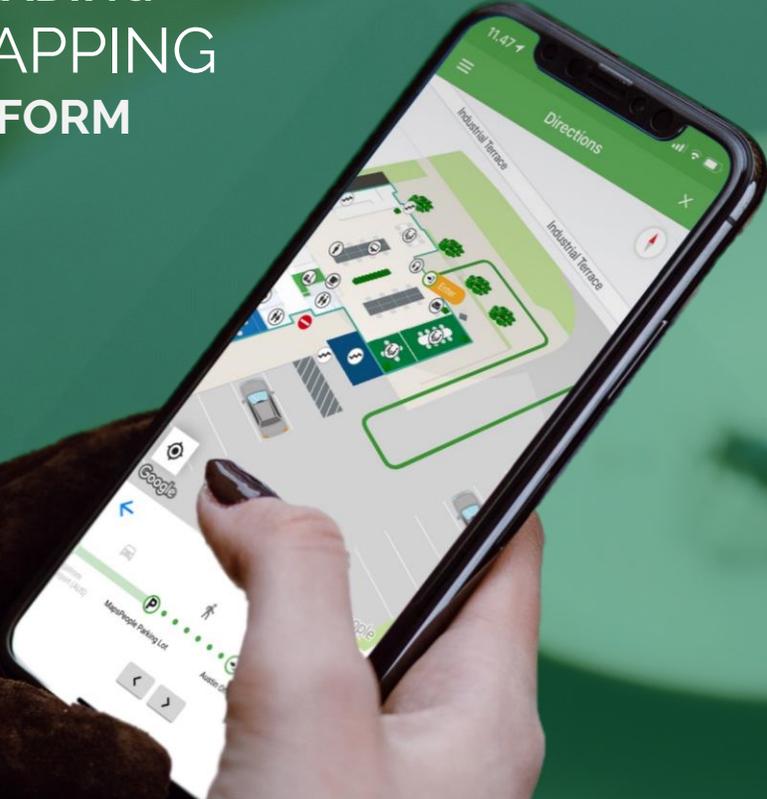


MARKET-LEADING
INDOOR MAPPING
SaaS PLATFORM



mapspeople 
guiding you anywhere, anytime

 **Grant Thornton**
Financial and Certified Adviser

Pain

Google Maps guides people everywhere **outdoors** - but sometimes the hardest things to find are **indoors**

It can be difficult finding your **colleague** when everybody changes desks daily, the seat at a **stadium**, the pesto that's on sale at your **local store**, the right room when going to the **hospital**, the right gate at the **airport**, or the specific stand at a large **convention**.

Solution

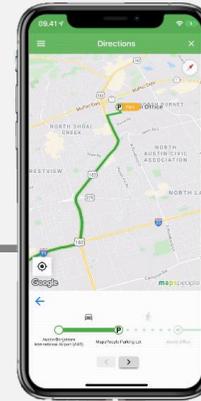
MapsIndoors works like Google Maps - **just indoors**

The Google Maps platform is integrated with **more than a million** products, apps, and websites. MapsIndoors is an extension that complements Google Maps to also **cover indoors**. With **MapsIndoors**, businesses can increase revenue and productivity, reduce cost, and help users find what they are looking for, save time, and relieve stress.

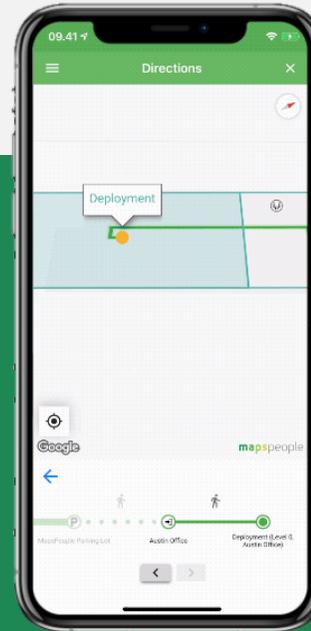
People have spent a lifetime mapping the outdoor - **MapsPeople** maps the indoor - **guiding everyone, anywhere, anytime**.



Outdoor



Indoor



Destination



Key Investment Highlights

World-leading indoor mapping SaaS company with immense ARR growth rates and severe customer stickiness

1

Market-leading indoor mapping platform and **Google Premier Partner**

Four of the **world's largest companies** within **banking, telecom, pharmaceuticals, and online networks** use MapsIndoors – other selected customers

Minnesota Vikings

Wolt

Golden State Warriors

Pandora

SOS International

Google

Few selected customers out of +370 customers

2

Google's preferred indoor mapping partner

MapsPeople has developed its **own indoor mapping platform** - MapsIndoors. Outdoor platforms like **Google Maps** are being used to provide seamless integration from outdoor to indoor.

MapsPeople and Google have a close partnership, and **Google promotes and refers some of the world's strongest brands to MapsPeople** when companies seek assistance with indoor mapping. Referrals from Google include well-known brands such as Golden State Warriors.

3

International organization, with offices in Aalborg (DK), Copenhagen (DK), Austin (Texas) and **office in Asia 2022**

Highly-skilled and professional management team supported by more than **65 full-time employees**, including almost 40 developers/technical competencies and 20 sales professionals.

MapsPeople was founded in 1997, headquartered in Aalborg, and opened the office in Copenhagen in 2017. In 2018, MapsPeople opened an office in **Austin, Texas**, to be closer to the American customers. MapsPeople is looking to expand to **Asia** within the next **18 months** to grow the business even further.

SaaS Metrics

Impressive SaaS metrics and expected ~101% compound annual growth rate with **DKK 174m ARR in 2023**

30m

ARR¹ May '21
(DKK)

120%

MapsIndoors
ARR CAGR 36
months

~6%

Churn
MapsIndoors

+370

Total
customers

Offering

Information about the offering

BACKGROUND AND USE OF PROCEEDS

MapsPeople A/S intends to list on Nasdaq First North Premier Growth Market to raise capital to accelerate MapsPeople's ambitious growth plans. With the proceeds from the Offering, MapsPeople will be able facilitate the market-leading position within indoor mapping and navigation. Capital raised in the Offering will be invested in market expansion, product development and marketing.

TIMETABLE FOR THE OFFERING

The Offer period begins	7 May 2021 9:00 (CET)
The Offer period ends	25 May 2021 23:59 (CET)
Result of Offering announced	27 May 2021 12:00 (CET)
Settlement/Payment	31 May 2021
First day of trading	2 June 2021

SUMMARY INFORMATION ABOUT THE OFFERING

Market	Nasdaq First North Premier Growth Market
Offer Price	DKK 6.80 per Offer Share
Minimum subscription	DKK 3,774 (555 Shares)
Size of the Offering	DKK 85 million
Existing Shares	41,975,800
Offer Shares	12,500,000
Total Shares after the Offering	54,475,800
Pre-subscription amount	DKK 50 million
Temporary ISIN	DK0061549136
Permanent ISIN	DK0061549052

SUBMISSION OF APPLICATIONS TO SUBSCRIBE

Investors must subscribe for a minimum of DKK 3,774.00 corresponding to 555 Offer Shares. Applications to subscribe for Offer Shares in the Offering should be made by submitting the application to the investor's own account holding bank during the Offer period or through the investor's own online bank during the Offer period. The application form is enclosed in the Prospectus available at the company's <https://investors.mapspeople.com/>. Applications are binding and cannot be altered or cancelled. For orders to be accepted, the application form must be submitted to the investor's own account holding bank in complete and executed form in due time to allow the investor's own account holding bank to process and forward the application to ensure that it is in the possession of Danske Bank no later than 23:59 Central European Time on May 25, 2021. Persons who are account customers at Nordnet AB may apply for the acquisition of shares through Nordnet's Online Service.

Subscribe through Nordnet:
<https://www.nordnet.dk/dk/kampagner/mapspeople/disclaimer>

PRE-SUBSCRIBERS

Investor	# of new Shares	Subscription amount (DKK)
BankInvest	3,926,469	26,699,989.20
Vækstfonden	1,470,588	9,999,998.40
MapsPeople DK Holding Aps <i>Lars Brammer - Chairman</i> <i>Michael Gram - CEO</i> <i>Christian Samsø - Board member</i>	294,117	1,999,995.60
Existing minority shareholder	1,470,590	10,000,012.00
C-level & Board of Directors	191,177	1,300,003.60
Total	7,352,941	49,999,998.80

Certified Adviser



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