

VALUER

POWERING THE INNOVATION ECONOMY

INITIAL PUBLIC OFFERING – NASDAQ FIRST NORTH PREMIER

MARKET LEADING PLATFORM FOR MANAGEMENT OF INNOVATION WORKFLOWS

FINANCIAL AND CERTIFIED ADVISER



VALUER HAS DEVELOPED A MARKET LEADING PLATFORM FOR MANAGEMENT OF INNOVATION WORKFLOWS

1 Unique platform with unicorn potential through AI-based data platform

- Since 2017, Valuer has managed to establish a leading platform for digital management of innovation workflows and has already achieved a convincing product-market-fit among large enterprises – both in Denmark and internationally.
- Valuer is raising DKK 100m to execute on an **ambitious international growth journey** – with a strong digital sales setup, the company is ready to fuel growth and capitalize on leading platform.

33

Unique data points per startup

+1k

Sources scraped for data

120

Languages supported in sourcing & data analysis

2 Growing market driven by global trends of digital transformation

17%

CAGR of global digital transformation spending (2019-2023)

13%

CAGR of global innovation management market (2019-2025)

89%

Of enterprises plan to adopt or have adopted a digital business strategy

86%

Executives agree that innovation is key in growth strategy

\$7.3bn

Current Total Addressable Market

2x

Corporates AI spending to double from 2020 to 2024

76%

Of companies are investing in emerging technologies (e.g., AI)

56%

Of CEOs state that digital improvements have led to revenue growth

3 Award-winning platform with global Tier 1 client enterprises as customers

- Valuer has received significant attention as one of the **most promising startups in Denmark** and is a **Danish nominee for the FUTURE UNICORN AWARD** in 2021.
- Customers such as Grundfos saw the unique potential in Valuer early and have been a customer since 2017
- Valuer's customers actively participate in the development of the innovation platform



Danish nominee to Future Unicorn Award 2021

ONES TO WATCH

Awarded "Ones to Watch" by EU Business Awards 2019

Customers include

UNIPER RABOBANK
SANOFI GRUNDFOS
ABN AMRO SIEMENS GAMESA

4 Highly competent Board of Directors and Executive Management

- The Board of Directors and Executive Management have strong experience in **building and scaling successful businesses** and a proven **ability to build viable growth businesses**.
- Michael Moesgaard Andersen, investor and member of the Board, has had a **significant role in two highly successful IPOs** as investor and member of the Board in Konsolidator and Penneo.
- The Board of Directors and Executive Management consist of a team with **versatile entrepreneurial skills and deep academic knowledge**, providing a great foundation for Valuer.



PROVEN SCALE-UP EXPERIENCE



STRATEGY & TECH EXPERTS

Key highlights

+650k

startups on platform and growing

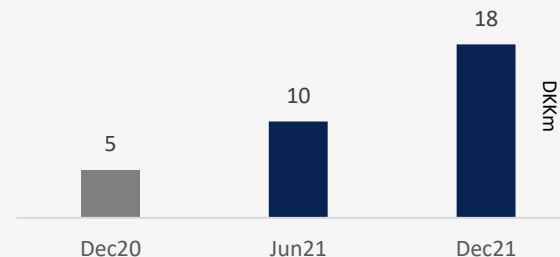
1000

matches generated on the platform

4x

faster than traditional match-making process

Forecasted ARR development



INFORMATION ABOUT THE OFFERING AND USE OF PROCEEDS

SUMMARY INFORMATION ABOUT THE OFFERING

Market	Nasdaq First North Premier Growth Market Denmark
Offer Price	DKK 13.00 per Offer Share
Minimum subscription	3,796 DKK (292 shares)
Size of the Offering	DKK 100 million
Offer Shares	7,692,307
Pre-subscription amount	DKK 54.75 million
Temporary ISIN	DK0061418894
Permanent ISIN	DK0061418977

BACKGROUND AND USE OF PROCEEDS

Listing on Nasdaq First North Premier Growth Market will enable Valuer to significantly accelerate the Company's growth and internationalization strategy. The capital raised from the IPO will be used to ramp-up the international sales force and digital marketing efforts

Valuer is ready to shift focus from platform development towards sales and marketing to drive a successful execution of the company's growth strategy.

Valuer's internationalization and growth strategy has been supported with DKK 54.75m in presubscriptions.

SUBMISSION OF APPLICATIONS TO SUBSCRIBE

Investors must subscribe for a minimum of DKK 3,796 corresponding to 292 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 website www.investors.valuer.ai. 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 February 15, 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/valuer>

TIMETABLE FOR THE OFFERING

The Offer Period begins	February 2, 2021, CET 9:00
Earliest possible close of Offer Period*	February 10, 2021, CET 23:59
The Offer Period ends	February 15, 2021, CET 23:59
Result of Offering announced	February 17, 2021
Settlement/Payment	February 19, 2021
First day of trading	February 23, 2021

*In the event of early closure of the Offer Period, a notice of closure will be published no later than 24 hours prior to the closure. If the Offering is closed before February 15, 2021, the announcement of the result, allocation and admission to trading will be moved forward accordingly.

PRE-SUBSCRIBERS

Investor	# of shares	Subscription amount (DKK)
METIS Family Office A/S	392,307	5,100,000
Richard Bunck	384,615	5,000,000
Christian Sagild	307,692	4,000,000
Kucing ApS	230,769	3,000,000
Formue Nord Markedsneutral A/S	192,307	2,500,000
Aula Invest ApS	153,846	2,000,000
Lykkemose A/S	153,846	2,000,000
Jørgen Bang-Jensen	153,846	2,000,000
Lombard International Assurance S.A.	153,846	2,000,000
ABH 135 ApS	153,846	2,000,000
PBH 27.933 ApS	153,846	2,000,000
Flemming Poulfelt	19,153	249,000
Other investors	1,576,063	20,450,000
Total	4,211,439	54,749,000

Certified Adviser



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