Connecting Leaders to Empower the European and Israeli Digital Ecosystems

10-11 April 2019

Hangar 11, Tel Aviv
Three Conferences, One Mission: Empower the European Digital Ecosystem

- **LEADERS CONNECTED NOAH19 Tel Aviv**
  - Connecting Israel’s Startups with Large Corporates and Investors
  - 10-11 April 2019
  - Hangar 11, Tel Aviv
  - Mission: To promote Israel-European relationships and enable funding
  - ~1,200 selected attendees – 300 European corporates and 900 Israeli start-ups and leading executives
  - Presentations by 60+ selected Israeli investors and top start-ups
  - Company visits and events hosted by start-ups on day 2
  - Casual networking events
  - Conference app with top search and meeting functionalities
  - Invitation only
  - Pre-event matchmaking – tell us who you want to meet

- **LEADERS CONNECTED NOAH19 Berlin**
  - Connecting European Champions and Challengers
  - 13-14 June 2019
  - STATION Berlin
  - Mission: To bring together future-shaping executives and investors active across segments driven by digital revolution
  - ~5,000 attendees – executives, investors, digital service providers
  - Unique mix of CEOs from European traditional large caps and top-funded startups on stage
  - Focus on emerging start-ups - 80+ handpicked young companies on the Startup Stage
  - Partner dinners and satellite events throughout the city
  - Workshops and exhibitions by leading digital service providers
  - Totally revamped conference app and networking/matchmaking technology
  - Pre-event matchmaking – tell us who you want to meet

- **LEADERS CONNECTED NOAH19 London**
  - Connecting Capital and Entrepreneurs
  - 30-31 October 2019
  - Old Billingsgate, London
  - Mission: To provide a physical marketplace that facilitates funding of digital European companies at all stages
  - 1,500+ attendees – the “who is who” of European Internet
  - 100+ of Europe's leading digital businesses and 80+ handpicked top start-ups on stage
  - New program focus: Investors and entrepreneurs tell their common success stories
  - Pre-event matchmaking – tell us who you want to meet
  - Totally revamped conference app and networking/matchmaking technology
  - Topical meeting areas to make new relevant contacts
EXECUTIVE SUMMARY

NOAH Tel Aviv – Overview

- Our mission: to promote Israel – European relationships and enable funding
- 2-day conference targeted at senior executives, entrepreneurs and investors
- C. 1,200 attendees (25%+ international) and 60+ CEO presentations

Partnership Opportunities

- Event Co-host
- Speaker Dinner host
- Satellite event
- Networking booth
- Targeted introductions
- Branding
  - Lanyards
  - WIFI
  - Livestream
  - Video platform
  - Live blog
  - Banners
NOAH TEL AVIV KEY EVENTS

APRIL

<table>
<thead>
<tr>
<th>10</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td>Morning</td>
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<td>NOAH Conference</td>
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<td>Hangar 11</td>
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<td>From 10:00 to 16:00</td>
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<td>Followed by:</td>
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<tr>
<td>Opening Reception</td>
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<th>11</th>
<th>Thursday</th>
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<td></td>
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<tr>
<td>From 10:00 to 16:00</td>
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<tr>
<td>Female Executive Reception</td>
<td></td>
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<tr>
<td>16:00</td>
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CURATED ATTENDEE LIST

- Highly exclusive, hand-picked attendee list
- Focus on senior executives only
- Enhanced networking – curated meeting list, new networking app, and targeted introductions

~1,200 ATTENDEES

- 75% Israel
- 25% International*

NOAH TEL AVIV 2018 ATTENDEE OVERVIEW

Attendee by Country

- 68% Israel
- 10% Germany
- 5% UK
- 5% USA
- 2% Switzerland
- 9% Other

Senior Decision Makers

- 36% C-Level
- 20% Senior Executive
- 15% Investment Partner
- 4% Owner, Founder
- 2% Board Member
- 24% Other

76% senior decision makers

Company Size (# employees)

- 11% 10,001+
- 11% 1001-10,000
- 10% 251-1,000
- 17% 51-250
- 50% 1-50
BECOME A PARTNER

Bespoke Opportunities Targeted at

• Lead generation
• Branding
• Content exposure
• Networking

Options

• Event Co-Host
• Speaker Dinner
• Satellite Event
• Networking Booth
• Lanyards
• Banner Branding
• WIFI
• Livestream
• Video Platform
... or something else – we love to be creative!

Selected Partners of Past NOAH Conferences

...
SELECTED PARTNERSHIP OPPORTUNITIES

Main Hosting Partner
NOAH brought to you by...

Satellite Events

Targeted Introductions

Exhibition Booths

Branding

Live Stream

Live Blog

WIFI

Proudly connected by

For more info visit:
www.solarisbank.de
Ample opportunities to network with digital leaders – supported by dedicated networking events and NOAH Connect App

**Speaker & Partner Opening Dinner**  
(10 April)  
- For all speakers and international guests  
- Drinks reception followed by dinner  
- Exclusive event – venue to be announced

**NOAH Conference**  
(10-11 April)  
- Sufficient breaks between mainstage sessions  
- Networking lounges  
- NOAH style “doing business” environment

**Satellite Events**  
(10 April)  
- Hosted by NOAH Partners  
- Networking receptions and dinners  
- Largely invite only

**NOAH Connect App**  
- Ability to filter, search and communicate with attendees  
- Open well ahead of the event to facilitate early meeting scheduling
THE VENUE: HANGAR 11
## Key Goals

### 2013 - 2018

<table>
<thead>
<tr>
<th>Key Goals</th>
<th>2013</th>
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<th>2016</th>
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<tr>
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<tr>
<td>Network with UHNWI</td>
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</table>
# TECHNOLOGY LEADERS ON MAIN-STAGE

## 2018 NOAH TEL AVIV SPEAKERS

### Artificial Intelligence & Deep Learning
- eyeSight
- Twiggle
- syte
- zebra
- EarlySense
- Neura
- Voyager Labs
- GeoQuant
- Fortscale
- Chorus
- Luminate
- deepinsight
- Aidoc
- Cortica

### Big Data & Analytics
- SimilarWeb
- Kaminario
- Infidat
- AppCard
- Panoply.io
- Clicktale
- Sisense
- Redislabs
- Luminati
- SimilarTech
- OpenMedia
- GlobalSign
- Apac
- Logz.io
- Healthy.io

### Hardware & IoT
- GETALERT
- Seebox
- Vayyar
- Valens
- Core Photonics
- Celeno
- PointGrab
- AUCmedics
- LEO
- Lane
- ColorChip
- Perfecto

### Electric & Autonomous Cars
- Cognata
- Vayavision
- Arbortech Robotics
- Moovit
- StoreDot
- Autotalks
- Onotonio
- Via
- Nexar
- Innoviz Technologies

### Crypto Currencies
- Bancor
- COLU
- Etoro
- Orbs
- Capitol
- Trench

### User Paid & B2B Services
- Wix
- MyHeritage
- Seeking Alpha
- Staato
- Fiverr
- Bob
- Frog
- Bringg
- Tomorow
- TIPA
- Missmoney

### Fintech
- Zeek
- SafeCharge
- Investing.com
- Zoop
- Lemonade
- Simplex
- BlueVine
- Riskified
- EARNIX
- Fundbox
- Forter

### Digital & Adtech
- Playbuzz
- AppsFlyer
- Feelfer
- LemonSource
- Kalatra
- Taboola
- SundaySky
- Nuo
- Outbrain
- Anytime
- WalkMe
- Innoviz
- IPester
- Kenshoo
- Dynamic Yield
- StartApp
- LiveU
- SW
- TabTale

### Cyber Security
- Perception Point
- Panorays
- Karamba Security
- Cybereason
- ForeScout
- Indegy
- Argus
- Checkmarx
- Insights
- Cyberark
- Secret Double Octopus
- Twistlock
- Claroncy
- ENSILQ
- Zerto

### Robotics & Drones
- Flytrex
- Intuition Robotics
- Mazor Robotics
- AirRobotics
- Common Sense Robotics

### Virtual & Mixed Reality
- REAL
- LUMUS
- Meta
- Mantis Vision
- Inception

☐ Past Speaking Companies
120+ speakers at NOAH18 London main stage
640 companies presented since 2009 (37 digital unicorns)
Speakers are CEOs and founders
Including: Adyen, BlaBlaCar, Check24, Criteo, Deliveroo, Delivey Hero, Farfetch, Gett, HelloFresh, King.com, MoneySuperMarket, Scout24, Spotify, Stripe, TransferWise, Trivago, UBER, WeWork, Wix, Yandex, etc.

90 x 6-min pitches at NOAH Berlin
CEOs and founders from emerging companies less than 4 years old
Live audience of 100 (Berlin) to 200 (London), video live stream and inclusion in NOAH media library
3 winners (online voting) present on main stage at next NOAH
Unique track record of funding origination

By invitation only
12,000+ unique attendees to date at NOAH Conferences
23,000 viewers watch the recordings or live streams
Videos and presentations of all past conferences
Corporate champions attending regularly NOAH: Credit Suisse, Daimler, Deutsche Bank, Digital McKinsey, eBay, Facebook, Google, ING, Naspers, Porsche, Priceline, ProSiebenSat.1, TUI, etc.

25% UK
24% Germany
12% US
5% Spain
4% Switzerland
3% Poland
27% Other

~75% senior decision makers
NOAH CONNECTS CAPITAL AND ENTREPRENEURS TO INVEST, RAISE MONEY AND BUILD LONG TERM INVESTOR RELATIONSHIPS

NOAH hosts the top VC, Growth Capital and Buyout investors interested in Internet

We hosted on main stage 52% of the top 100 digital M&A Exits in Europe since the launch of NOAH Conference in Nov 2009

25+ Investors present their portfolio Stars on NOAH18 London Main Stage

500 unique investor funds attended NOAH to date

INVESTORS AT NOAH

1. Lakestar
2. Holtzbrinck Ventures
3. Index Ventures
4. Hellman & Friedman
5. KKR
6. SevenVentures
7. Target Global
8. Vitruvian Partners
9. General Atlantic
10. Accel Partners
11. BCG Digital Ventures
12. TA Associates
13. EQT Partners
14. Eight Roads
15. Permira
16. Acton Capital
17. Summit Partners
18. Partech Ventures
19. Rocket Internet
20. e.ventures
21. MCI Capital
22. Atlantic Labs
23. Ibtov Partners
24. Macquarie Capital
25. Insight Venture Partners
26. Technology Crossover Ventures
27. Maryland
28. Oakley Capital
29. Earlybird Venture Capital
30. Project A Ventures
31. NGP Capital
32. Pton Capital
33. Spectrum Equity Investors
34. 10x.Group
35. FinLeap
36. HPE Growth Capital
37. iLab Ventures
38. HgCapital
39. Atomico
40. Coparion
41. SpeedInvest
42. Catalonia Trade & Investment
43. Frog Capital
44. Northzone
45. Rheingau Founders
46. DN Capital
47. Scottish Equity Partners
48. TPG Capital
49. LetterOne Technology
50. RTP Global

VC PANEL

A classic session at NOAH since 2009

London 2018: Lakestar, Accel, TPG, DST Global, Permira and Holtzbrinck Ventures

INVESTOR BOOK

100 - 150 detailed investor profiles with contact details and the NOAH Investor Book

We do the NOAH Investor Book since 2013

NOAH18 LONDON INVESTOR BOOK

TOP INVESTORS COME TO NOAH REGULARLY! - Total Attendees over the Last 8 Years

1. Lakestar 105
2. Holtzbrinck Ventures 85
3. Index Ventures 77
4. Hellman & Friedman 75
5. KKR 69
6. SevenVentures 69
7. Target Global 67
8. Vitruvian Partners 58
9. General Atlantic 55
10. Accel Partners 53
11. BCG Digital Ventures 44
12. TA Associates 42
13. EQT Partners 41
**PARTNERS**
- 135 partners in 2017/2018
- 75 exhibition stands
- 38 workshops

**SATELLITE EVENTS**
- 40 satellite events in 2017/2018
- Speakers Dinner

**NOAH BIBLE**
- 450 trading comparables across 40 sectors
- 300+ most significant transactions
- Traffic analysis of key B2C sectors
- NOAH Disruptor List: hottest companies by funds raised
- Published since May 2015
- Click here to sign up

**SERVICE PROVIDERS AT NOAH**
- TO FIND NEW CUSTOMERS OR THE MOST PROVEN SOLUTIONS AND TOOLS

**MATCHMAKING**
An introduction platform for the most relevant investors and companies ahead of NOAH London and Berlin:
- Over 1,200 investor meetings requests about to get sent to 630 investors
- 2,300 company meetings requests about to get sent to 1,000 leading digital companies at all stages

**MEETING ROOMS AT NOAH BERLIN**
- Meeting spaces on site
- 12 meeting locations – easy to find, live and on the floorplan
- Meeting rooms bookable on demand

**NETWORKING AT NOAH**
- DO BUSINESS AND DON’T WASTE TIME AT CONFERENCES (WE ARE CURATING YOUR CONFERENCE VISIT)

**630+ INVESTMENT FUNDS**
- Variety of funds from seed to late stage
- Over 9,000 messages and 7,000 meetings set up at NOAH Berlin
- The app used by 75% of the conference attendees
- NOAH Connect App Guide

**1,000+ INTERNET COMPANIES**
- A diverse range of companies from startups to established
- Meeting spaces on site
- 12 meeting locations – easy to find, live and on the floorplan
- Meeting rooms bookable on demand
- NOAH Connect App Guide

**Key Public B2C Internet Companies**
- Sector KPIs

**MEETING ROOMS AT NOAH BERLIN**
- Meeting spaces on site
- 12 meeting locations – easy to find, live and on the floorplan
- Meeting rooms bookable on demand

**NOAH CONNECT**
- Over 9,000 messages and 7,000 meetings set up at NOAH Berlin
- The app used by 75% of the conference attendees
- NOAH Connect App Guide

**NOAH BIBLE**
- 450 trading comparables across 40 sectors
- 300+ most significant transactions
- Traffic analysis of key B2C sectors
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NOAH CONFERENCE 2016-2018 HIGHLIGHTS TO WATCH

DARA KHOSROWSHAHI
CEO

CHRISTOPH KEESE
CEO

AL GORE
Chairman

Whitney Wolfe, Bumble
Andrey Andreev, Badoo

Travis Kalanick, Uber
Dr. Dieter Zetsche, Daimler

Payal Kadakia, ClassPass
Adam Valkin, General Catalyst

Peter Altmaier, Federal Minister for
Economic Affairs and Energy
Klaus Hommels, Lakestar
Marco Rodzynek, NOAH Advisors

AUTO1 Group, Target Global,
Allianz X, Deutsche Bank

Niklas Östberg, Delivery Hero
Stefan Nicola, Bloomberg

Sebastiaan Vaessen, Naspers

Dharmash Mistry, Lakestar
Peter Smith, Blockchain

Investor Panel
EMK Capital, Insight Venture
Partners, Target Global, iAngels

Are you Ready for Take Off?
Remo Gerber, Lilium
Florian Reuter, Volocopter

REM COUP"
## NOAH IS A UNICORN BREEDING GROUND

Challengers with a combined valuation of $150bn and Champions with a combined market cap of $3tn presented at NOAH since 2009

<table>
<thead>
<tr>
<th>Speaking Company</th>
<th># of Times at NOAH</th>
<th>First Time</th>
<th>Segment</th>
<th>Founded</th>
<th>Raised ($m)</th>
<th>Current Status</th>
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<td>Adyen</td>
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<td>AUTO1 Group</td>
<td>6</td>
<td>2015</td>
<td>Classifieds - Cars</td>
<td>2012</td>
<td>880</td>
<td>Reached unicorn status</td>
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<td>AutoTrader</td>
<td>4</td>
<td>2010</td>
<td>Classifieds - Cars</td>
<td>1977</td>
<td>-</td>
<td>$4.74bn market cap</td>
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<td>Avast</td>
<td>1</td>
<td>2012</td>
<td>Cybersecurity &amp; Anti-Virus</td>
<td>1988</td>
<td>100</td>
<td>Reached unicorn status</td>
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<td>AVG</td>
<td>2</td>
<td>2009</td>
<td>Cybersecurity &amp; Anti-Virus</td>
<td>1991</td>
<td>252</td>
<td>Sold to Avast for $1.3bn after IPO</td>
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<td>Babylon Health</td>
<td>2</td>
<td>2013</td>
<td>Health &amp; MedTech</td>
<td>2013</td>
<td>85</td>
<td>Successful private company</td>
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<td>BlueCity</td>
<td>8</td>
<td>2013</td>
<td>Rider Sharing &amp; Car Pooling</td>
<td>2006</td>
<td>335</td>
<td>Reached unicorn status</td>
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<td>Careem</td>
<td>1</td>
<td>2017</td>
<td>Rider Sharing &amp; Car Pooling</td>
<td>2012</td>
<td>571</td>
<td>Valued at $1.2bn</td>
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<td>CHECK24</td>
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<td>Lead Generation Services</td>
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<td>Cloudflare</td>
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<td>2009</td>
<td>Cybersecurity &amp; Anti-Virus</td>
<td>2009</td>
<td>182</td>
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<td>2012</td>
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<td>1999</td>
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<td>2009</td>
<td>Display &amp; Retargeting</td>
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<td>63</td>
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<td>Farfetch</td>
<td>2</td>
<td>2011</td>
<td>Fashion E-Commerce</td>
<td>2007</td>
<td>702</td>
<td>Reached unicorn status</td>
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<td>Gett</td>
<td>8</td>
<td>2012</td>
<td>Taxi Apps</td>
<td>2010</td>
<td>613</td>
<td>Reached unicorn status</td>
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<tr>
<td>GetYourGuide</td>
<td>8</td>
<td>2013</td>
<td>Travel</td>
<td>2008</td>
<td>96</td>
<td>Successful private company</td>
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<td>HelloFresh</td>
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<td>2013</td>
<td>Meal delivery</td>
<td>2012</td>
<td>365</td>
<td>$2.73bn market cap</td>
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<td>Immobiliare</td>
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<td>2014</td>
<td>-</td>
<td>2005</td>
<td>-</td>
<td>Successful private company</td>
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<td>Ironsource</td>
<td>2</td>
<td>2012</td>
<td>Developer Tools</td>
<td>2009</td>
<td>105</td>
<td>Reached unicorn status</td>
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<td>iZettle</td>
<td>2</td>
<td>2012</td>
<td>Payments</td>
<td>2010</td>
<td>269</td>
<td>Successful private company</td>
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<td>Just Eat</td>
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<td>2001</td>
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<td>$0.44bn market cap</td>
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<td>2005</td>
<td>637</td>
<td>Valued at $2.4bn</td>
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<td>7</td>
<td>2010</td>
<td>Gaming</td>
<td>2003</td>
<td>84</td>
<td>Sold to EA for $5.9bn after IPO</td>
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<td>Kreditex</td>
<td>8</td>
<td>2010</td>
<td>Personal Loans</td>
<td>2012</td>
<td>497</td>
<td>Successful private company</td>
</tr>
<tr>
<td>Markafoni</td>
<td>2</td>
<td>2012</td>
<td>Fashion E-Commerce</td>
<td>2008</td>
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### Total Capital Raised: $34bn

### Total Valuation: $150bn

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<td><strong>Total Market Cap: $3tn</strong></td>
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The NOAH Bible, an up-to-date valuation and industry KPI publication.

This is the most comprehensive set of valuation comps you’ll find in the industry. Reach out to us if you spot any companies or deals we’ve missed!

September 2018 Edition (PDF)

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Eine Konferenz für die Gründer der digitalen Welt

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NOAH Conference London Attracts Almost 2,000 Participants to Old Billingsgate

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Auf zwei Veranstaltungsbühnen (das große Colosseum, das kleinere Theater) stehen dabei die Ideen, wie unser Leben, unser Bankgeschäft, unsere Mobilität oder Gesundheitsvorsorge in Zukunft aussehen werden. [Read more]

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B.Z. | 08.06.18

6 Lektionen von der Digitalkonferenz NOAH 17

Bei dem Digital-Event der NOAH Advisors waren dieses Jahr so viele Einhörner versammelt wie bei keiner anderen Konferenz. Zum Beispiel der Online-Bezahldienst Stripe, der einen seiner Gründer, John Collison, zum jüngsten Selfmade-Milliardär der Welt machte. Oder das Lieferdienst-Portal Delivery Hero, das Ende Juni an die Börse geht. [Read more]

Munich Startup | 06.06.18

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Die glutenen Menü der Mobilitätsbranche versammeln sich auf der Noah Conference 2018 in Berlin


Business On | 30.05.18
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CEO
Yair Goldfinger
Founder & CEO
Niklas Östberg
Co-Founder & CEO
Nicolas Brusson
Co-Founder & CEO
Dave Waiser
Founder & CEO
Malte Siewert
Managing Director
Eric Schmidt
Executive Chairman

Henry Blodget
CEO & Editor-in-Chief
Dr. Mathias Döpfner
CEO
Sigmar Gabriel
Federal Minister for Econ., Affairs & Energy
Arianna Huffington
Co-Founder & Editor-in-Chief
Olaf Koch
CEO
Oliver Samwer
Founder & CEO
Martin Schulz
President European Parliament

Niklas Zennström
CEO
Sonali De Rycker
Partner
Glenn Fogel
CEO
Dr. Klaus Hommels
Founder & CEO
Martin Sorrell
CEO
Ralph Hamers
CEO
Rubin Ritter
Member of the Management Board

adyen
APP CARD
Bp. Earth Redeem
Delivery Here
BlaBlaCar
Gett
trivago
Google

BUSINESS INSIDER
axel springer
THE HUFFINGTON POST
METRO
ROCKET INTERNET
European Parliament

ATOMICO
Accel
BOOKING HOLDINGS
LAKE STAR
WPP
ING
zalando
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NOAH Advisors provides corporate finance services to the digital sector in Europe.