YetiForce
open to your needs

**Investor presentation
Debut on the NewConnect market**

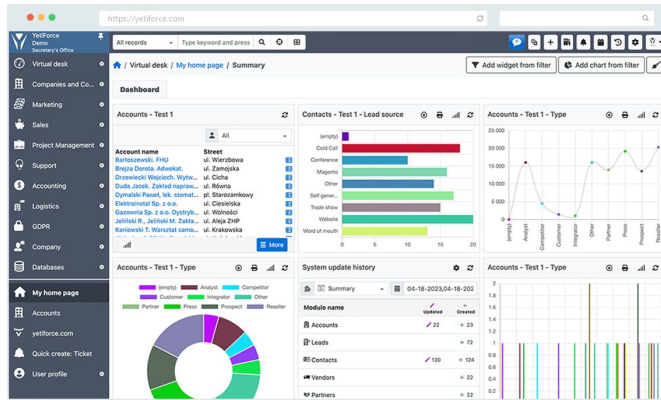April 21, 2023

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Legal disclaimers

Company's business profile
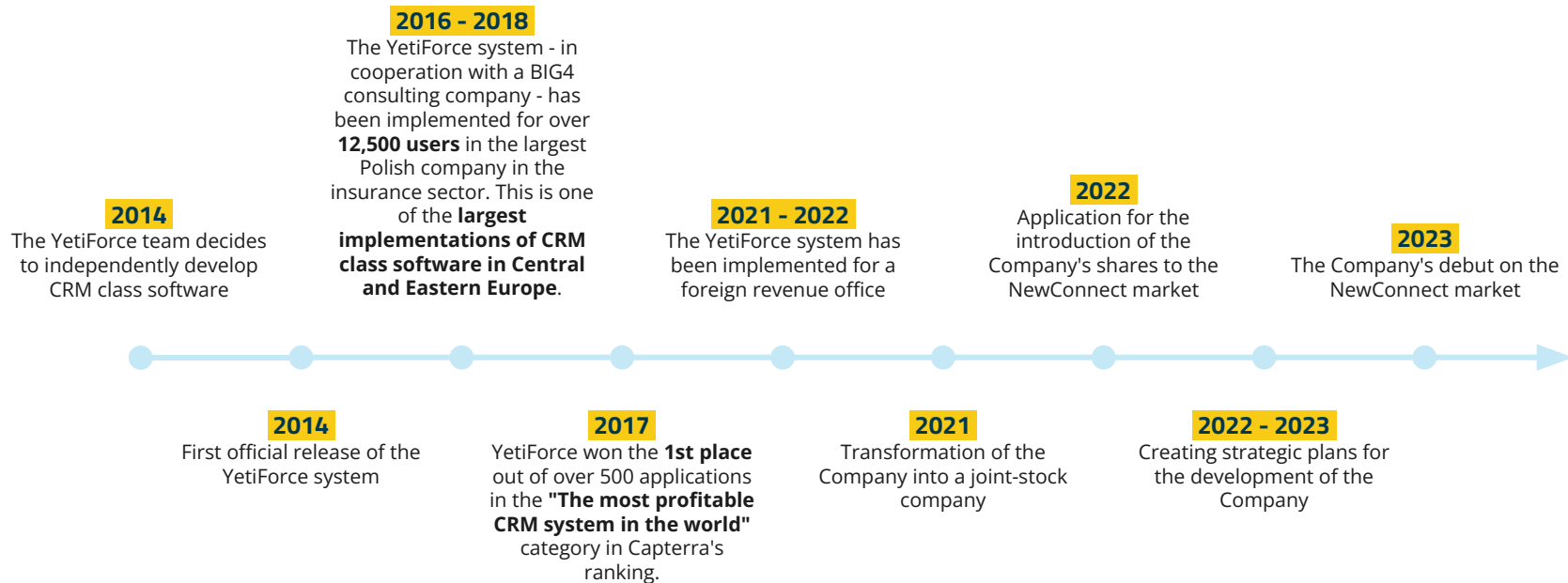

YetiForce is a producer and supplier of global scalable software used to collect, process and present customer data so that marketing, sales, and customer service employees can conduct targeted activities towards customers in order to build long-term business relationships with them.
The system also supports the implementation of other key processes and tasks in the organization.

Milestones

2016 - 2018
The YetiForce system - in cooperation with a BIG4 consulting company - has been implemented for over **12,500 users** in the largest Polish company in the insurance sector. This is one of the **largest implementations of CRM class software in Central and Eastern Europe**.

2014
The YetiForce team decides to independently develop CRM class software

2021 - 2022
The YetiForce system has been implemented for a foreign revenue office

2022
Application for the introduction of the Company's shares to the NewConnect market

2023
The Company's debut on the NewConnect market

2014
First official release of the YetiForce system

2017
YetiForce won the **1st place** out of over 500 applications in the **"The most profitable CRM system in the world"** category in Capterra's ranking.

2021
Transformation of the Company into a joint-stock company

2022 - 2023
Creating strategic plans for the development of the Company

Areas for optimizing work time

During the average working week, a specialist spends:

28% of their time to read and reply to emails,

19% of their time to search and collect information,

14% of their time to communicate and meet their colleagues.

This means that they spend only **39%** of their time on tasks related to their role.

Using a **CRM** system allows you to **boost work productivity** by up to **25%**!

Solutions in the system to improve work efficiency

Knowledge about leads and accounts

For each company, the **database of leads and accounts** is the priority, as the future of the organization depends on the quality of its management. The system allows you to **swiftly go through the process of establishing cooperation with new customers**, and then enables simple lead-to-account conversion and launching a sales opportunity.

Opportunity management

Opportunities are the heart of the sales department. They contain **detailed information on each potential transaction** in the company. The system can **analyze salespeople's effectiveness** in real time or support them through **automatic tasks** to be performed depending on the stage and type of sale.

Advanced mail scanner

The mail scanner's extensive functionality allows you to **automatically link emails with accounts, contacts and any other essential element of the system** based on the email address or prefix. In addition, the scanner gives you the ability to **automatically create inquiries** or tickets that are sent via a web form or directly to a specific email address.

Solutions in the system to improve work efficiency

Plan and implement projects

Creating a project allows you to **plan all the activities necessary to complete the order**. Thanks to this, it is easy to check who is involved in a given task and what is the expected date of completion of the entire project. In addition, you can **track detailed information** such as budget, progress, and project meetings.

Efficient document flow

Each organization processes large quantities of documents, both paper and electronic. Therefore, **efficient and fully automated document flow** ensures that the **approval path is planned quickly and safely**. It also keeps the employees updated about documents' statuses and the need to approve them.

Automatic communication with customers

Newsletters and mass emails are a great way not to let the customers forget about the company. The system **provides convenient tools** that allow for creating **effective emails** directly from the contact list, and with the help of workflow, some activities can be **fully automated** to lessen the employees' workload.
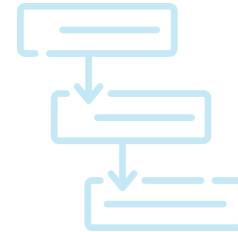
Competitive advantages of the YetiForce system
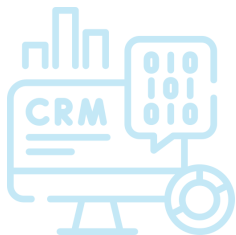
Comprehensive

YetiForce in its out of the box version includes **over 90 user modules and over 80 administrator modules**; it also offers the **most extensive set of functionalities** among all open source CRM systems available on the market, as well as some commercial solutions, to **successfully conduct processes** of the main departments in the company.

Flexible

The software offers **unlimited expandability**. YetiForce's open **source code**, advanced panels, and intuitive editors that allow you to configure **any element** of the system and **customize the interface** for each employee, make the application **one of the most flexible systems in the world**.

Scalable

YetiForce can **grow along with the company's development**, e.g., if more employees are hired, or the number of business processes increases. Additional necessary functionalities can be added at any time using built-in configuration tools. Due to the system's exceptional efficiency, **thousands of users can work on a single server**.

Competitive advantages of the YetiForce system

Secure

The software is created in accordance with the **OWASP ASVS standard** – a document defining three levels of security solutions in web applications, and is additionally subjected to **independent security audits every month**. In the tool used by Symfony Security Audit, YetiForce is **one of the few systems that meets all 112 code analysis checkpoints**.

Modern API

YetiForce has a built-in **modern API** (in REST API technology) that enables integration and **two-way data exchange with any external tool used in the company**. This solution significantly **improves and automates numerous processes**. It also means that you do not have to completely substitute one tool with another, which could result in additional, time-consuming work.

Multilingual

Currently, the YetiForce system **supports 39 languages**. Using the built-in editing tools, administrators can not only modify phrases used in the application in any language, but can also add new languages. In addition, **YetiForce is integrated with the Crowdin platform**, where every member of the Community can join the project and translate the system into any language.

Company achievements

YetiForce in numbers

Over
300
system deployments
conducted by the YetiForce team

22 500
accepted system registration requests

Used in over
100
countries

The YetiForce system has been implemented, among others, in:

Polska Agencja Inwestycji i Handlu

POMORSKA SPECJALNA STREFA EKONOMICZNA

URA
Uganda Revenue Authority
DEVELOPING UGANDA TOGETHER

HAWE TELEKOM

MAXFLIZ®
PIĘKNA STRONA WNĘTRZA

Business model

SaaS

A model of cooperation for companies that do not have access to physical servers at their headquarters or do not have IT specialists among their team members. It is also a solution for companies that want to entrust the system provider with responsibility for technical issues and data security, thus reducing the time and costs of the software implementation.

✔ Software installed in a hyperefficient cloud

✔ Server configuration compliant with the system requirements

✔ Online access to the system from anywhere in the world

✔ SSL certificate validity check

✔ Server operation monitoring, including disk space limits

✔ CRON operation verification

✔ Regular full system backups

✔ Possibility to create a test environment

✔ Monthly price of using the service depends on the commitment period

On-premise

A model of cooperation for companies that, due to internal procedures, must become more independent of external suppliers, while maintaining control over the company's infrastructure and data security. It is also a solution for companies that want to use the system in an offline version.

✔ Software installed on the customer's infrastructure

✔ Server configuration must be customized in accordance with the system requirements

✔ Possibility of offline access to the system

✔ Greater responsibility on the client's side for security issues and proper operation of the system

✔ Regular full system backups

✔ Possibility to create a test environment

✔ Costs related to maintaining the company's infrastructure

Business model

Marketplace

An offer for companies that want to increase the capabilities of the standard version of the software. Add-ons are sold in the subscription model, and their prices are adjusted to the size of the company, determined by the number of users in the system. The most popular add-ons include:

✓ Disable YetiForce Branding

✓ YetiForce Outlook Integration Panel

✓ YetiForce GUS

✓ YetiForce DAV Integration

✓ YetiForce Kanban Board

✓ YetiForce Widgets Premium

✓ YetiForce PDF Premium

✓ YetiForce Map

✓ YetiForce Portal in the cloud with a Webservice Premium license
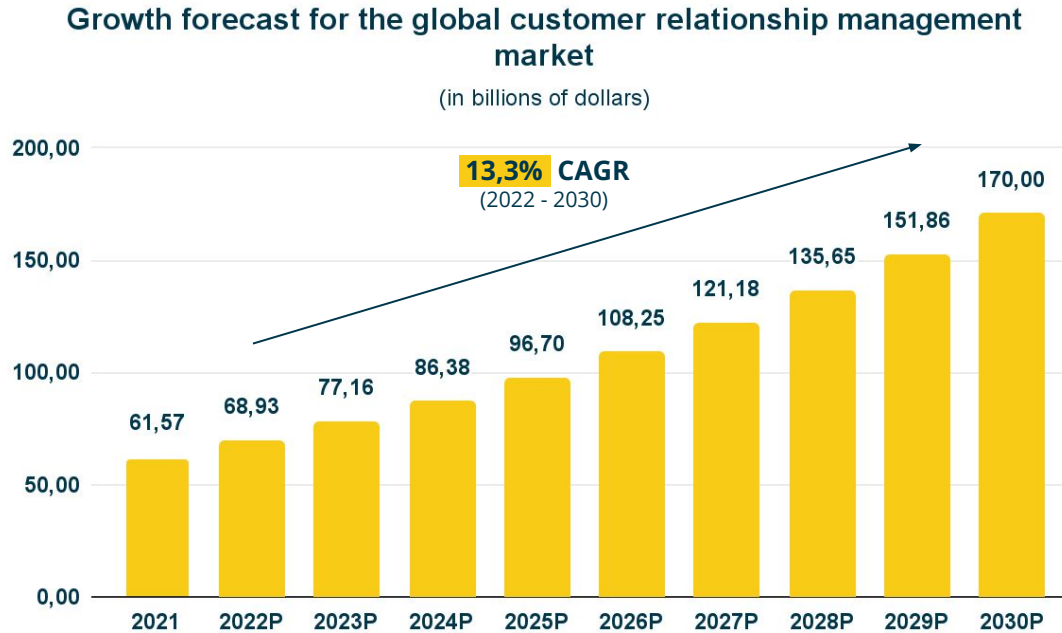
✓ YetiForce KRS PL

✓ YetiForce VAT PL

Business model

Services

A model of cooperation for companies that want to delegate system related tasks to YetiForce specialists. Work methodologies used in the efficient implementation of services have been developed over the years and are proven to be effective. Depending on the type of service and the complexity of the work, a different billing model is used.

- ✓ Comprehensive implementation of the YetiForce system in the company
- ✓ Modifying existing modules, functionalities, and solutions or creating custom ones
- ✓ Integrating YetiForce with any 3rd party tool used in the company
- ✓ Updating custom (modified) YetiForce instances to newer versions
- ✓ SLA tickets as part of the technical support service
- ✓ Migrating data to YetiForce from other software
- ✓ Training for users and administrators on the use and management of the YetiForce system

Market environment for customer relationship management

✓ The size of the global customer relationship management market was $61.57 billion in 2021.
✓ It is expected to reach $170 billion by 2030, with a compound annual growth rate (CAGR) of 13.3%.

Growth forecast for the global customer relationship management market
(in billions of dollars)

13,3% CAGR
(2022 - 2030)

Year	Value
2021	61,57
2022P	68,93
2023P	77,16
2024P	86,38
2025P	96,70
2026P	108,25
2027P	121,18
2028P	135,65
2029P	151,86
2030P	170,00

Next steps in product development

The company develops the product towards comprehensive data management software. Its task is to support the organization's resource planning based on a single database for all departments – from sales, through production and warehouse, to finance and accounting.

Both, this system and CRM, are used to manage and increase the efficiency of processes in the company. The benefit is that data management software covers processes across the organization, while a CRM system typically focuses solely on customer relationships.

Strategic plans

Increasing revenues from implementation services

Further development of the product by implementing solutions specific to the data management system, skillful brand building, and presence on the NewConnect market **will strengthen the Company's image among large organizations**, which will allow it to **compete directly with other entities** in tenders for the implementation of dedicated systems for organizations from the public and private sectors.
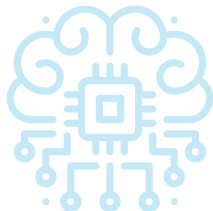
Enriching the system with cutting-edge solutions

Following numerous business challenges and technological changes, the Company intends to expand the YetiForce system with **innovative components, such as elements of artificial intelligence, machine learning and process automation**. They will be grouped for a specific type of entities, and then proposed as solutions to specific problems for a given industry.

Partnership program development

The company plans to reach a large group of Community members with the **new partnership offer**. Vast knowledge of the YetiForce system, maintaining long-term relationships and the benefits offered to potential partners are expected to **increase sales of services and add-ons** extending the software's capabilities, which will result in **increased revenues**.

Strategic plans

Expanding Marketplace

The attractive form of billing our partners' sales is intended to contribute to the **regular addition of valuable capability-expanding add-ons to the Marketplace**. The company's goal is to **develop software** that will comprehensively cover business processes used by the majority of organizations in the world, and therefore become the **first choice for potential customers**.

Dynamic user acquisition

In the years 2023-2024, the company plans to allocate funds to acquiring users. The **improvement of the offer**, increased activity on ranking websites, content marketing and SEM/SEO activities, as well as the **implementation of new sales processes** aim not only to increase the YetiForce system's popularity, but also to **boost the sales of services and add-ons** available in the Marketplace.

## Strengthening presence on foreign markets

The Company's strategy includes an emphasis on activities related to the expansion of **operations to foreign markets**. In the first place, these actions will be targeted at the United States, where 14% of system registrations come from, which is twice the number of registrations originating from Poland. The operations conducted on the American market will be largely understandable in other Anglo-Saxon countries, which should facilitate expansion into such markets as the British, Irish, and Canadian.

Where are we heading?

YetiForce - today

- ✓ Software under an **open source license**

- ✓ The system supports mainly **customer relationship management processes**

- ✓ Software offered for companies from **various industries**

- ✓ Access to the database of almost **22,500 entities** who use the system

- ✓ Marketplace services and add-ons are mostly sold **organically** and through **few partners**

- ✓ System implementation projects for **small and medium-sized companies**

- ✓ The company has a small team of specialists with **high technical competence**
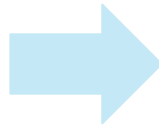
YetiForce - tomorrow

- ✓ Software based on the **SaaS model**

- ✓ The system supports **all business processes** that take place in the organization

- ✓ Specialized software offered for companies from **specific industries**

- ✓ **Monetization** of the available database of entities who use the system

- ✓ Marketplace services and add-ons are sold **actively** by the Company and through a **global partner network**

- ✓ System implementation projects for **medium-sized and large companies**

- ✓ The company hires experts experienced in implementing systems for **corporations** and the development of sales in the SaaS model

Companies that successfully monetized open source projects

databricks

Originating from the open source community, among others, Databricks combines the best data warehouses and data lakes to offer an **open and unified platform for data and AI**. In addition, it develops several open source projects. In 2022, the company announced that its **annual revenue exceeded $1 billion**.

GitHub

GitHub is a platform for developers to host **open source programs and private repositories**, that has been operating since 2008. In 2018, GitHub was acquired by Microsoft for **$7.5 billion**. Currently, the site is used by over **100 million developers** and over **330 million repositories** have been created on it.

Magento®

Magento is one of the world's **most popular platforms for creating e-commerce systems**. Its intensive development for 11 years and popularity among the community meant that in 2018 **Adobe bought Magento for $1.68 billion**. Currently, the platform is being developed in two versions – under the open source license as Magento Open Source, and proprietary as Adobe Commerce.

Why YetiForce?

Significant database
The system is used by almost 22,500 companies. This database was built organically, without spending a lot of money on marketing.

Scalability
The ability to expand the system at any time means that organizations can use it for years.

SaaS model
A monthly access fee for using the cloud-based system and add-ons ensures constant cash flow.

Customers' appreciation
The main source of acquiring new customers are the recommendations of other customers who already use the software.

Qualified team
The YetiForce team consists of specialists with many years of experience in implementing and optimizing IT systems.

YetiForce S.A.

Aleja Jana Pawła II 22
00-133 Warszawa
KRS: 0000940956
TAX ID: 1180002425
REGON: 008163492

investors@yetiforce.com
yetiforce.com