



PERFORMANCE ONE

CORPORATE PRESENTATION

January 2024

LEADING PREMIUM DIGITAL OUTCOME ...
CREATING SUSTAINABLE CUSTOMER AND SHAREHOLDER RETURN.

AI / DIGITAL INNOVATOR

MENTAL HEALTH DISRUPTOR

PERFORMANCE ONE

2009

Foundation
Digital Services

2014

Conversion
into AG

2020

Entry into
Mental Health

2022

IPO
m:access

THE WORLD IS UNDERGOING A MAJOR CHANGE



WHAT DOES IT NEED?

FOR COMPANIES

- EFFICIENCY
- AI / DIGITALIZATION SUCCESS

FOR PEOPLE

- RESILIENCE
- INDIVIDUAL SUPPORT

FOCUS OF OUR BUSINESS MODEL: GROWTH

THE CREATION OF A STRONG BASIS WITH A HIGH UPSIDE.

BASIS

With our
**AI / Digital Services and
Products/Innovations**
we help companies achieving their
goals.

Outcome
→

STABLE PROFITABILITY

UPSIDE

With our
**MENTAL-HEALTH
ON-DEMAND-SOLUTION**
with highest scalability we help people
live more self-determined lives.

Outcome
→

STRONG GROWTH

BASIS BUSINESS »DIGITAL SERVICES« PROVIDES STABILITY

PROFITABLE THANKS TO RAPID ADAPTABILITY AND HIGH DEGREE OF INNOVATION.

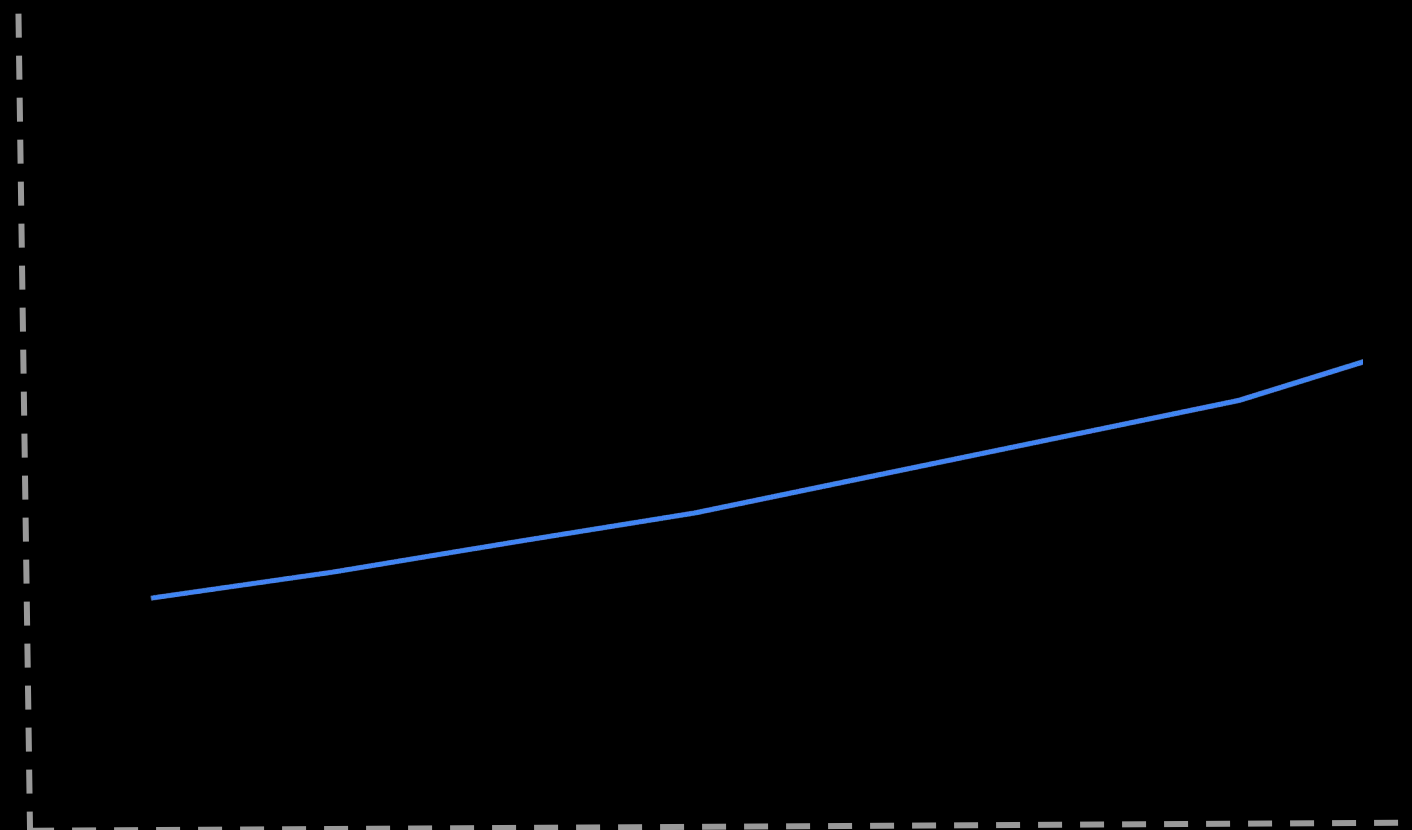
KEY FACTS

14 YEARS EXPERIENCE, 100 DIGITAL-EXPERTS & MORE THAN 100 CUSTOMERS

DIGITAL SERVICES PORTFOLIO ENCOMPASSES ALL ASPECTS OF DIGITALIZATION IN SALES AND MARKETING, AS WELL AS AI DEVELOPMENT AND APPROACH IN ALL AREAS

SUPPORTED RESEARCH BY BMBF (FEDERAL MINISTRY OF EDUCATION AND RESEARCH)

MARKET DEVELOPMENT AI-/DIGITAL SERVICES 2022 TO 2030



OUR USP

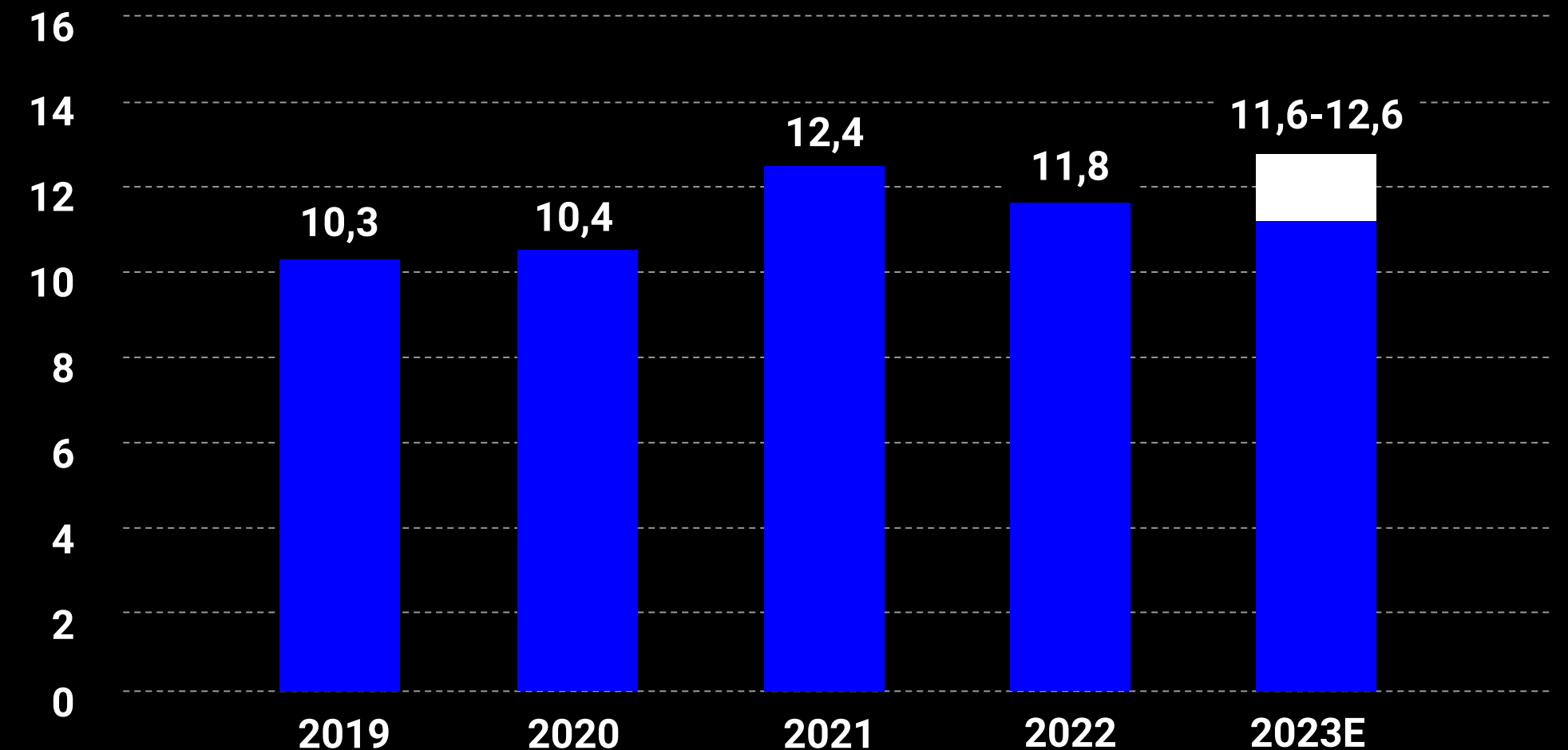
- HIGHEST DATA COMPETENCE AND
- IN-HOUSE DEVELOPMENT OF AI-DRIVEN INNOVATION PRODUCTS



OUTCOME MAXIMIZATION AND EFFICIENT ACHIEVEMENT OF OUR CUSTOMERS' GOALS IN THE DIGITAL WORLD

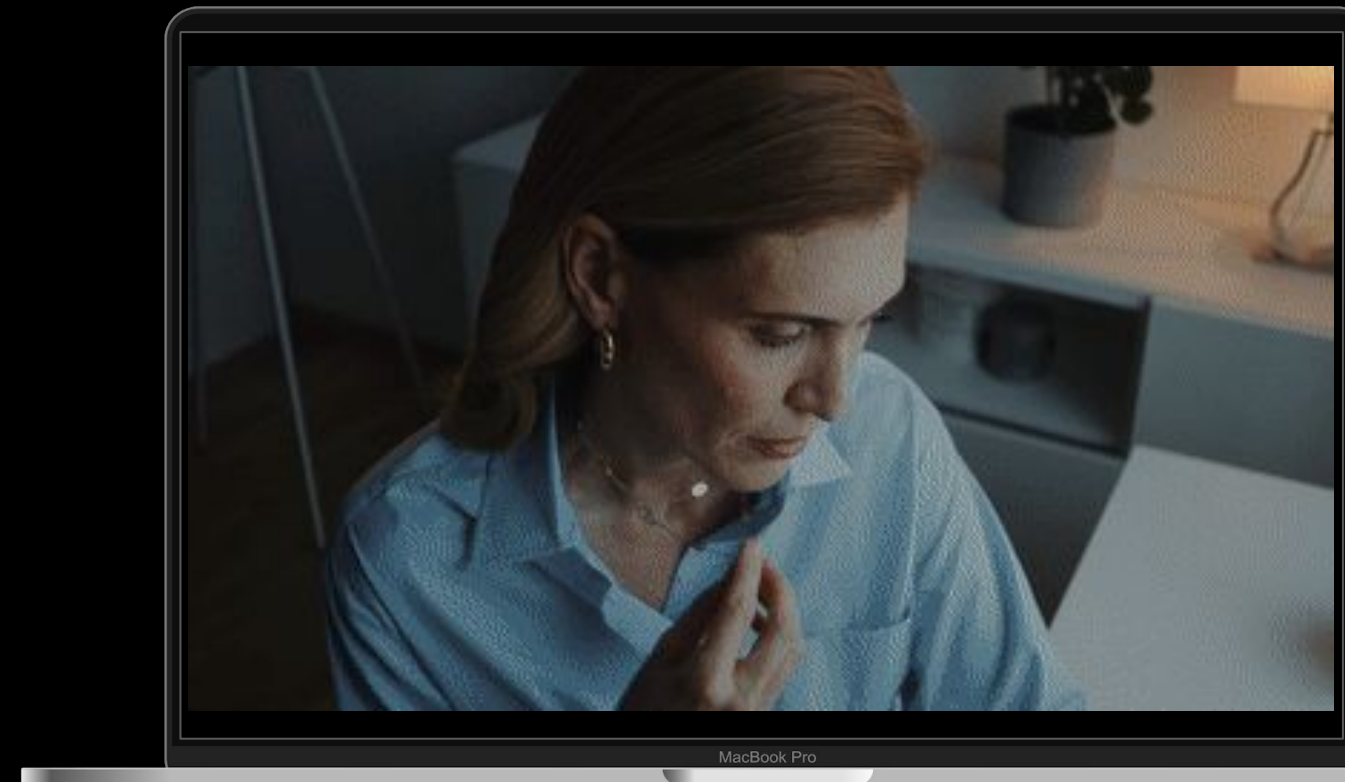
REVENUE DEVELOPMENT BASIS BUSINESS »DIGITAL SERVICES« 2019 TO 2023E

(in million euro)



BASIS BUSINESS »DIGITAL SERVICES«

SUCCESSFUL DIGITALIZATION THROUGH AI IMPLEMENTATION.



BIGNITE

FUCHSBRIEFE FÜR UNTERNEHMER UND ANLEGER.

06.03.2023

Immobilienpreise stabilisieren sich
Nachfrage konstant, Angebot steigt

Die Preise am Immobilienmarkt stabilisieren sich, eine Trendwende ist aber noch absehbar. Darauf deuten die Entwicklungen bei Angebot und Nachfrage hin, die FUCHSBRIEFE mit seinem Partner BIGNITE und mit Hilfe von KI wieder auf Basis aktueller Immobilien-Anfragen im Internet ausgewertet hat.

Die Lage am Immobilienmarkt bleibt sehr angespannt. Die Preise für Immobilien bleiben insgesamt unter Druck. Das zeigt sich am massiv geschrumpften Investitionsvolumen am Markt. 2022 wurden insgesamt 67 Mrd. Euro am deutschen Immobilienmarkt investiert. Das ist ein Minus von 41% gegenüber dem Jahr 2021 (113,8 Mrd. Euro).

123energie
Einfach fair.

123energie Preisdashboard

ERMITTLUNG NOTIGER INVESTMENTBETRÄGE ZUR ERREICHUNG BESTIMMTER PREISRÄNGE AUF CHECK24

Wählen Sie den Wunschrang aus mit dessen Durchschnittspreisen für Strom auf Check24 Sie sich vergleichen möchten.

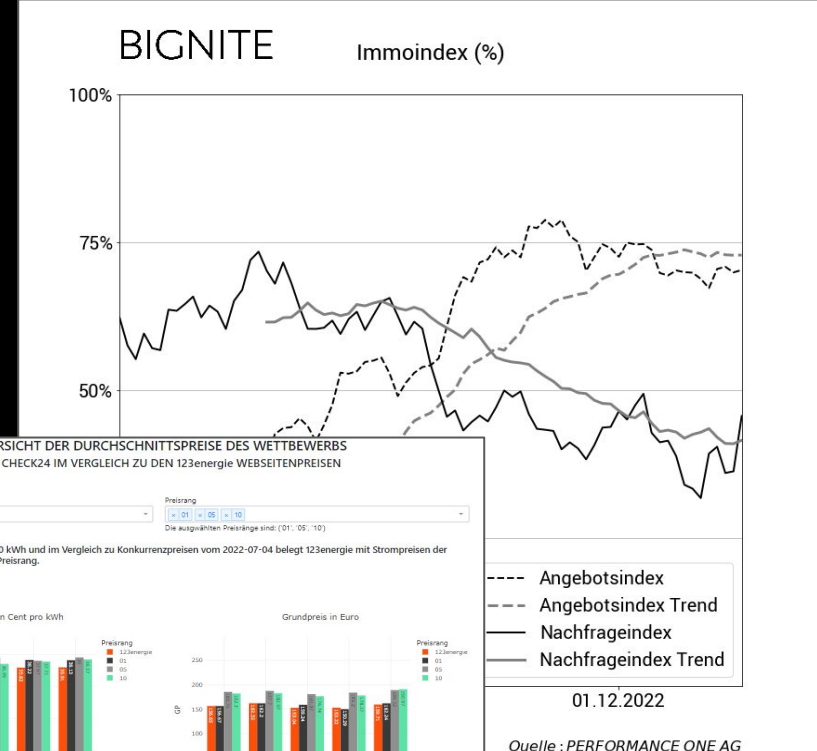
Der ausgeübte Wunschrang ist: 1.

Strom

Stand Privatkunden der Konkurrenz: 2022-07-11
Stand 123energie Check24-Preis: 2022-07-04
Stand 123energie Strompreis: 2022-07-12

Wendeschritt	Wendeschritt	Wendeschritt	Wendeschritt	Wendeschritt	Wendeschritt	Wendeschritt	Wendeschritt	Wendeschritt	Wendeschritt
1	1800	1	379,27	2,3	375,23	-3,03	1	349,61	-28,66
3001	3000	1	939,71	1,3	897,62	-27,66	1	822,01	-119,69
4001	4000	1	1344,92	1,3	1272,01	-72,81	1,1	1215,02	-129,8
5001	5000	1	1804,2	1,3	1606,84	-2,63	1,2	1735,93	-68,68
6001	6000	1	2600,34	1,5	2908,47	302,93	1,2	2606,97	91,04

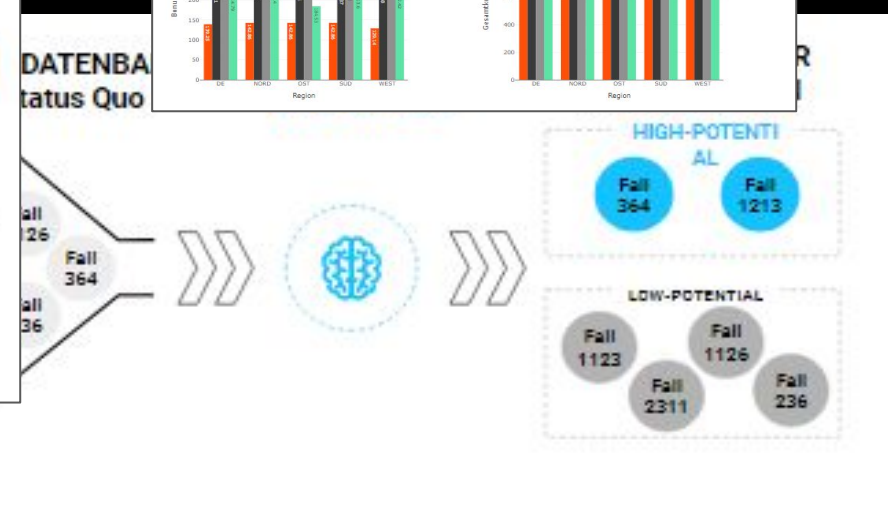
Achtung: Die dargestellten Durchschnittspreise sind die Gesamtwerte eines Jahres!
Achtung: Die dargestellten Preise und Preisrange der 123energie sind sich auf das Produkt "123Strom" und sind über alle PLZ gemittelt!



DATENBA
status Quo

Neue Fälle auswählen

Fall	Wert	Prozent
Fall 364	2.322,6	47,50 %
Fall 36		



17:43

Im Kühlschrank bei ANTJE...

Ich packe meinen Rucksack (keine Tasche!) und mit: meine vier Kinder, Tofu, Bananabrot... Heute begeben wir uns auf Wanderung mit V... Mehr anzeigen

**Im Kühlschrank bei ...
ANTJE VON DEWITZ #1**

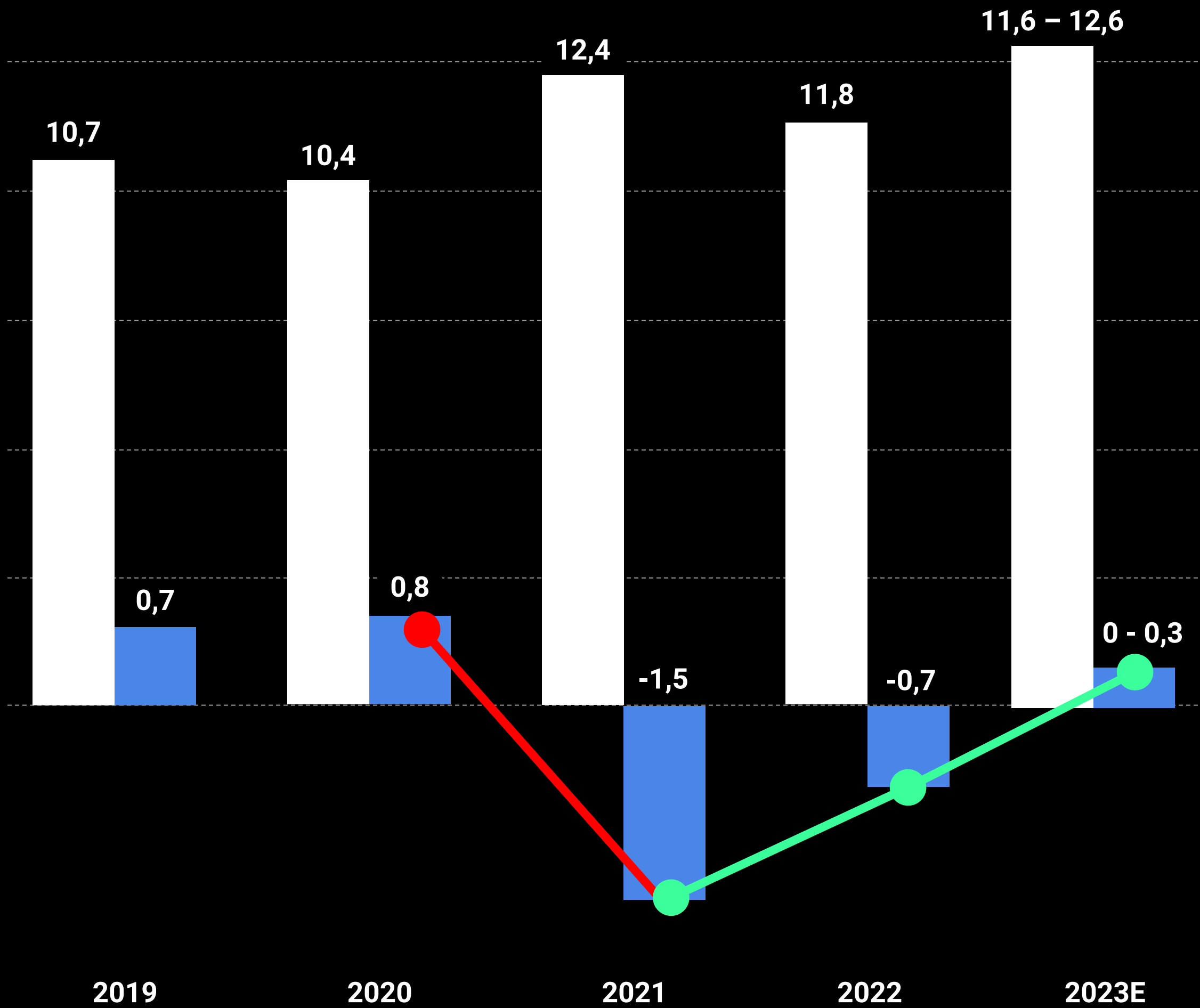
Alle Folgen anzeigen

bei ANTJE VON DEWITZ - Episode: Im Kühlschrank bei ...

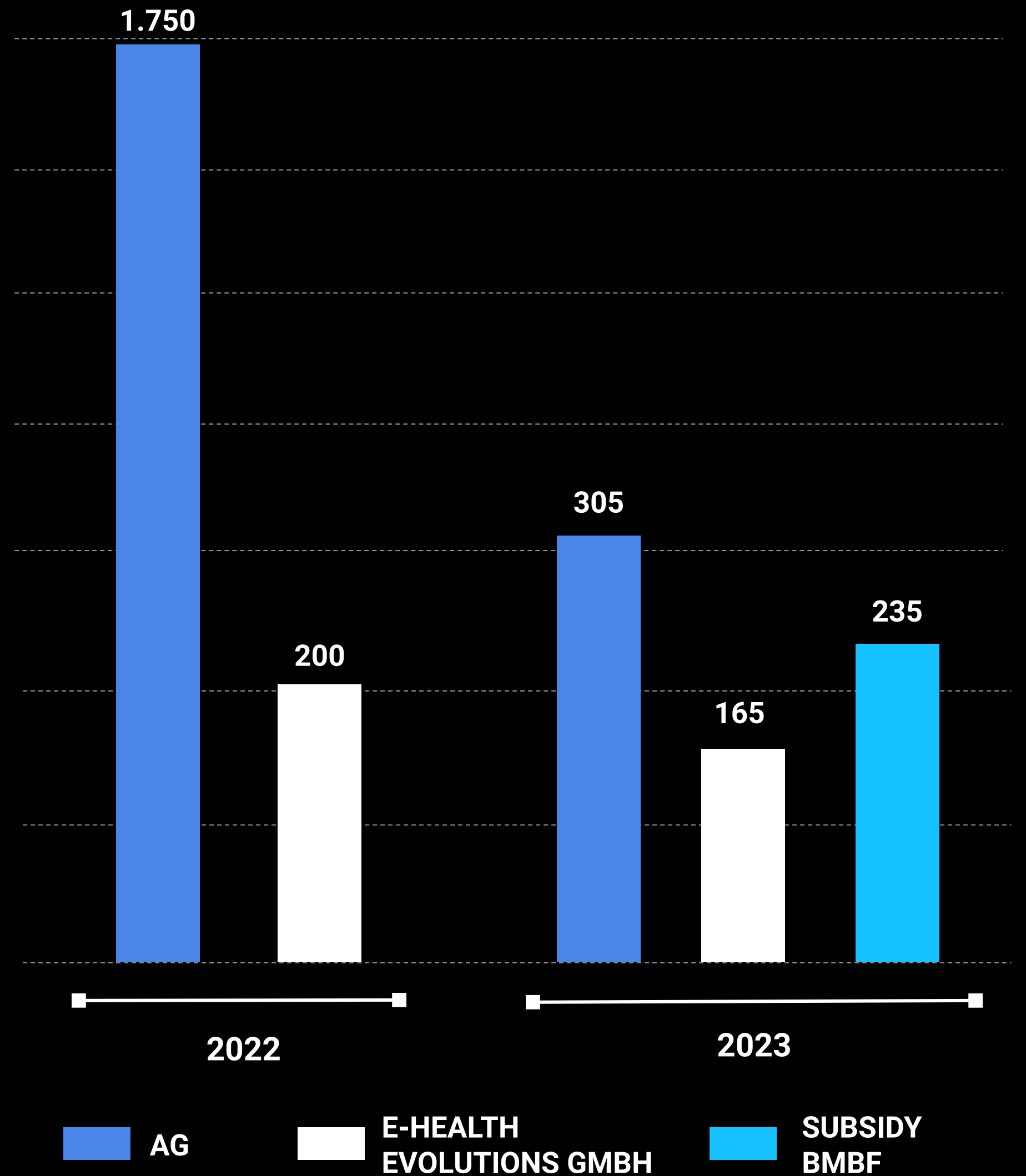
Start Suche Bibliothek

KEY FINANCIAL FIGURES PROVIDE A HEALTHY BASIS

REVENUE AND EBITDA (PERFORMANCE ONE AG - GROUP)
2019 TO 2023E
 (in million euro)



SUCCESSFUL FUNDING ROUNDS AND GOVERNMENT SUBSIDIES IN 2022 AND 2023
 (in thousand euro)

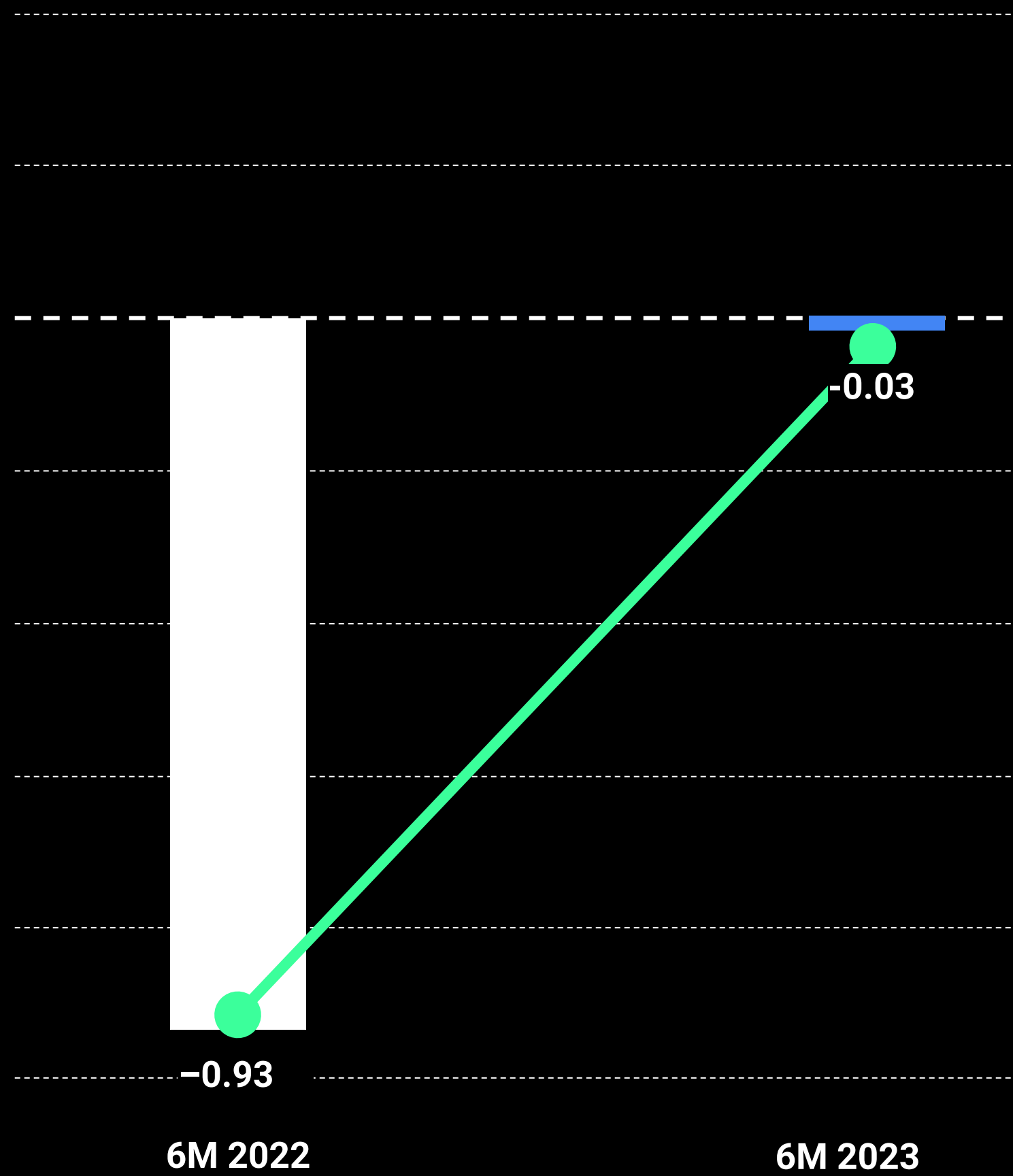


■ AG
 ■ E-HEALTH EVOLUTIONS GMBH
 ■ SUBSIDY BMBF

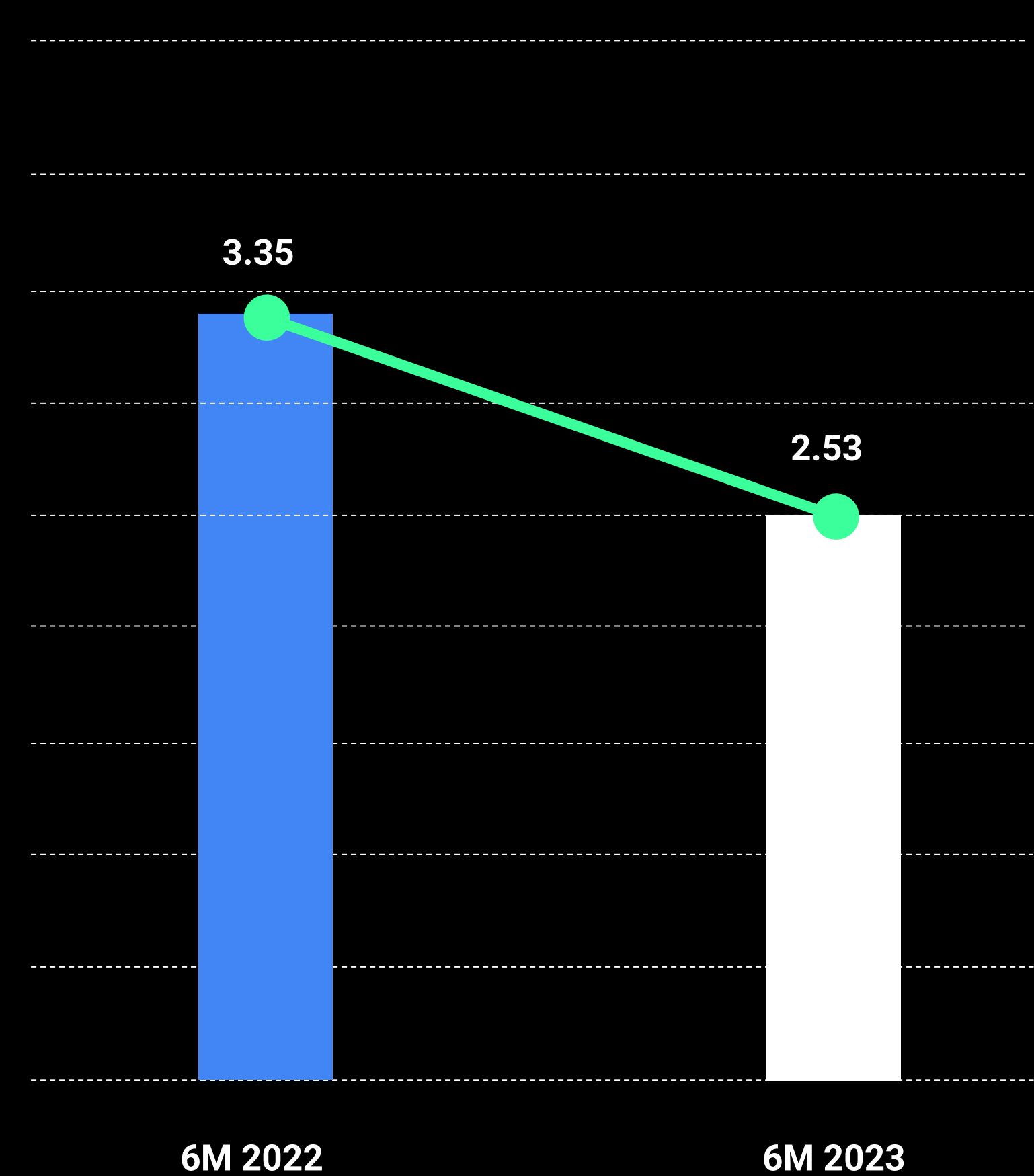
RETURN-ORIENTED STRATEGY IN 2023 SHOWS EFFECT

PROFITABILITY OVER GROWTH.

EBITDA
6M 2022 VS. 6M 2023
(in million euro)



PERSONNEL COST
6M 2022 VS. 6M 2023
(in million euro)



DYNAMIC DEVELOPMENT IN THE MENTAL HEALTH MARKET

TREMENDOUS DEMAND AND LIMITED SUPPLY.

ONLY IN GERMANY:

! ~70 % of all individuals (aged 15 and above) experience mental stress (trending upward)¹

● = +50 million Germans

! ~30 % of all adults in Germany are every year affected by mental illness²

● = +17 million people

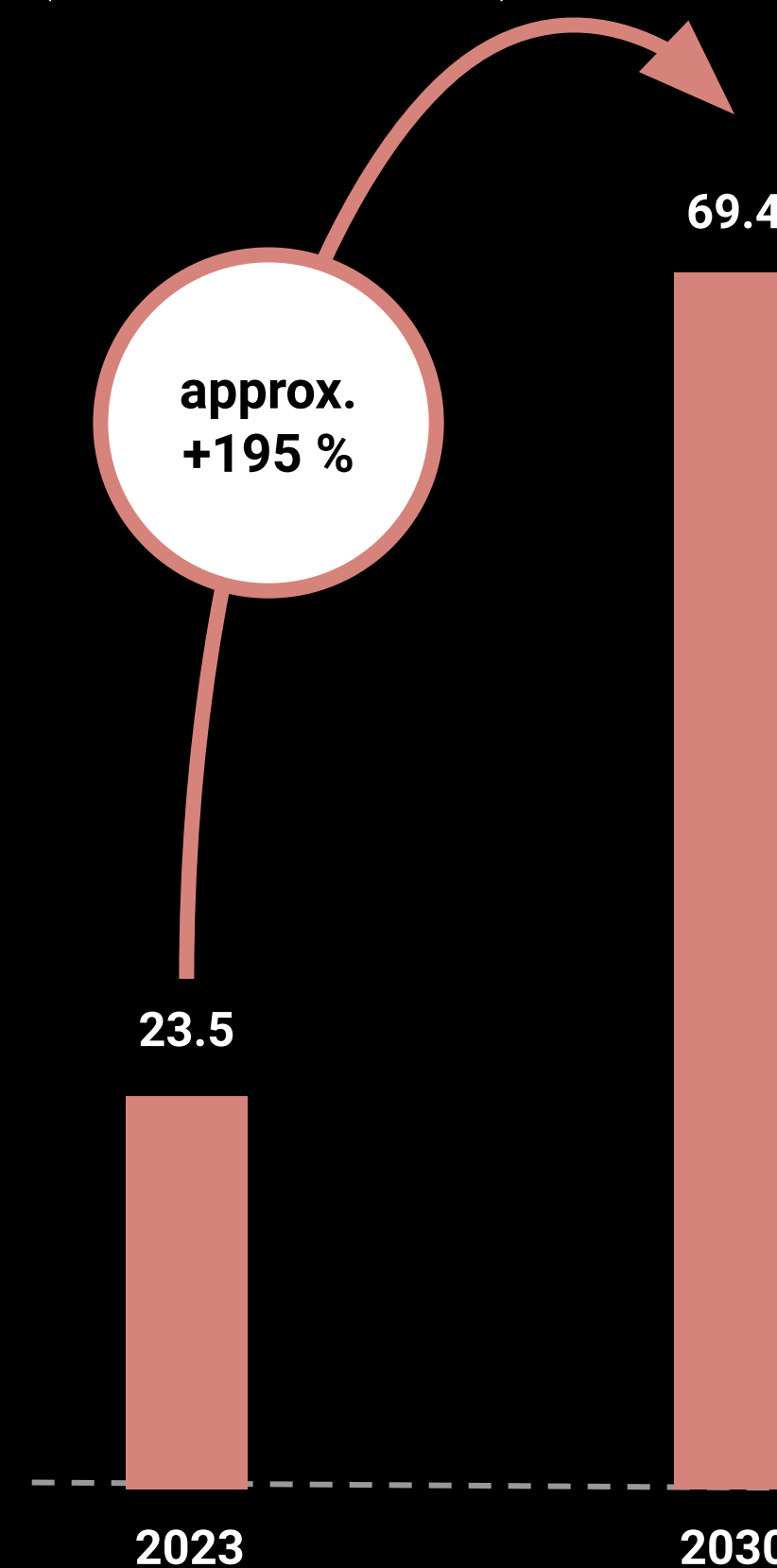
! **Massive shortage** of psychologists/ psychotherapists (Ø waiting time of 5 months)³

● = > 2 million in GER are waiting for a therapy spot^{4,5}

! **MASSIVE SHORTAGE**
can not be solved with "1:1 sessions"

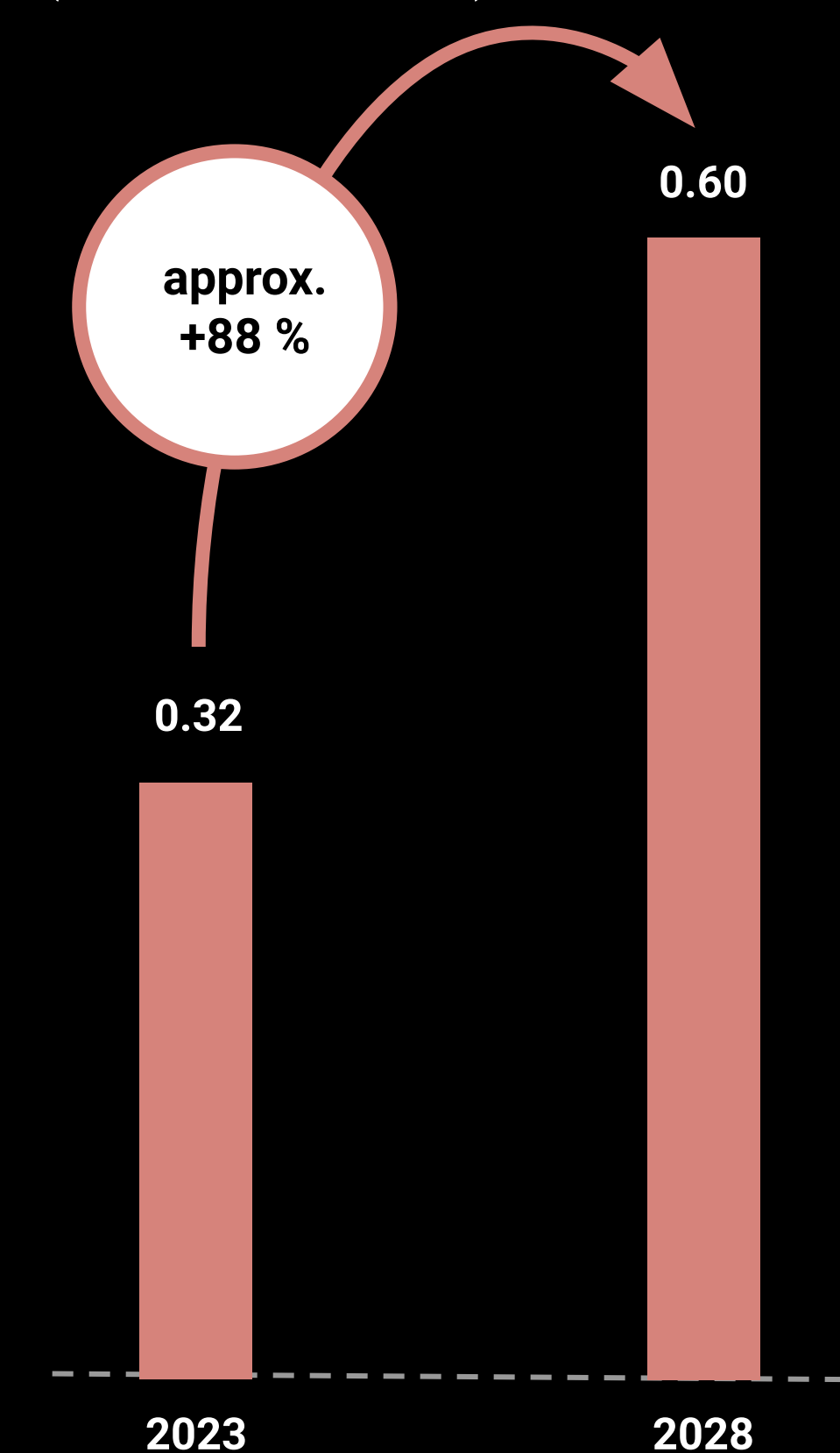
GLOBAL:

MARKET DEVELOPMENT
DIGITAL MENTAL HEALTH
2023 TO 2030⁶
(in billion US-Dollar)



EUROPE - APP MARKET:

MARKET DEVELOPMENT OF EUROPEAN
MENTAL HEALTH SOFTWARE MARKET
2023 TO 2028⁷
(in billion US-Dollar)



In 2027 → 9.7 % Penetration
= EUR 58 million ARR

1 Source: <https://www.faz.net/aktuell/politik/ausland/umfrage-krise-belasten-psyche-von-fast-zwei-dritteln-der-eu-buerger-19232192.html>

2 Source: <https://www.dbs-npc.de/Psychiatrie.html>

3 Source: <https://www.zdf.de/nachrichten/panorama/psychotherapie-bedarf-anstieg-warteplaetze-100.html>

4 Source: https://www.dptv.de/fileadmin/Redaktion/Bilder_und_Dokumente/Wissensdatenbank_oeffentlich/Report_Psychotherapie/DPTV_Report_Psychotherapie_2021.pdf

5 Source: <https://taz.de/Psychotherapie-in-der-Pandemie/!5764026/>

6 Source: <https://www.marketresearchfuture.com/reports/digital-mental-health-market-11062>

7 Source: <https://www.marketdataforecast.com/market-reports/europe-mental-health-software-market>

P ONE SUBSIDIARY E-HEALTH EVOLUTIONS HAS DESTINATION AND PATH

OUR VISION

EVERY PERSON HAS A
FUNDAMENTAL RIGHT TO
MENTAL HEALTH.

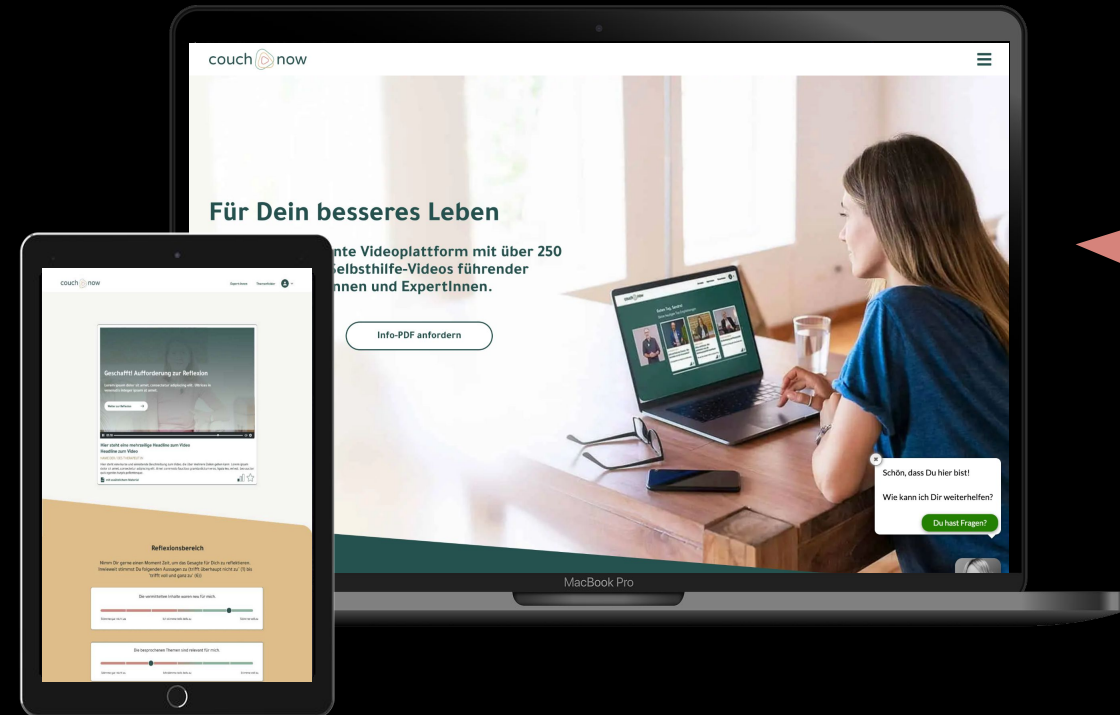
OUR MISSION

MAKE MENTAL HEALTH ACCESSIBLE
FOR EVERYONE, ANYTIME,
ANYWHERE, AT HIGH QUALITY.



DIFFERENTIATED PRODUCTS ADDRESS THIS SHORTAGE

COUCH:NOW & HARMONY DISRUPT AND SCALE THE MENTAL HEALTH MARKET.

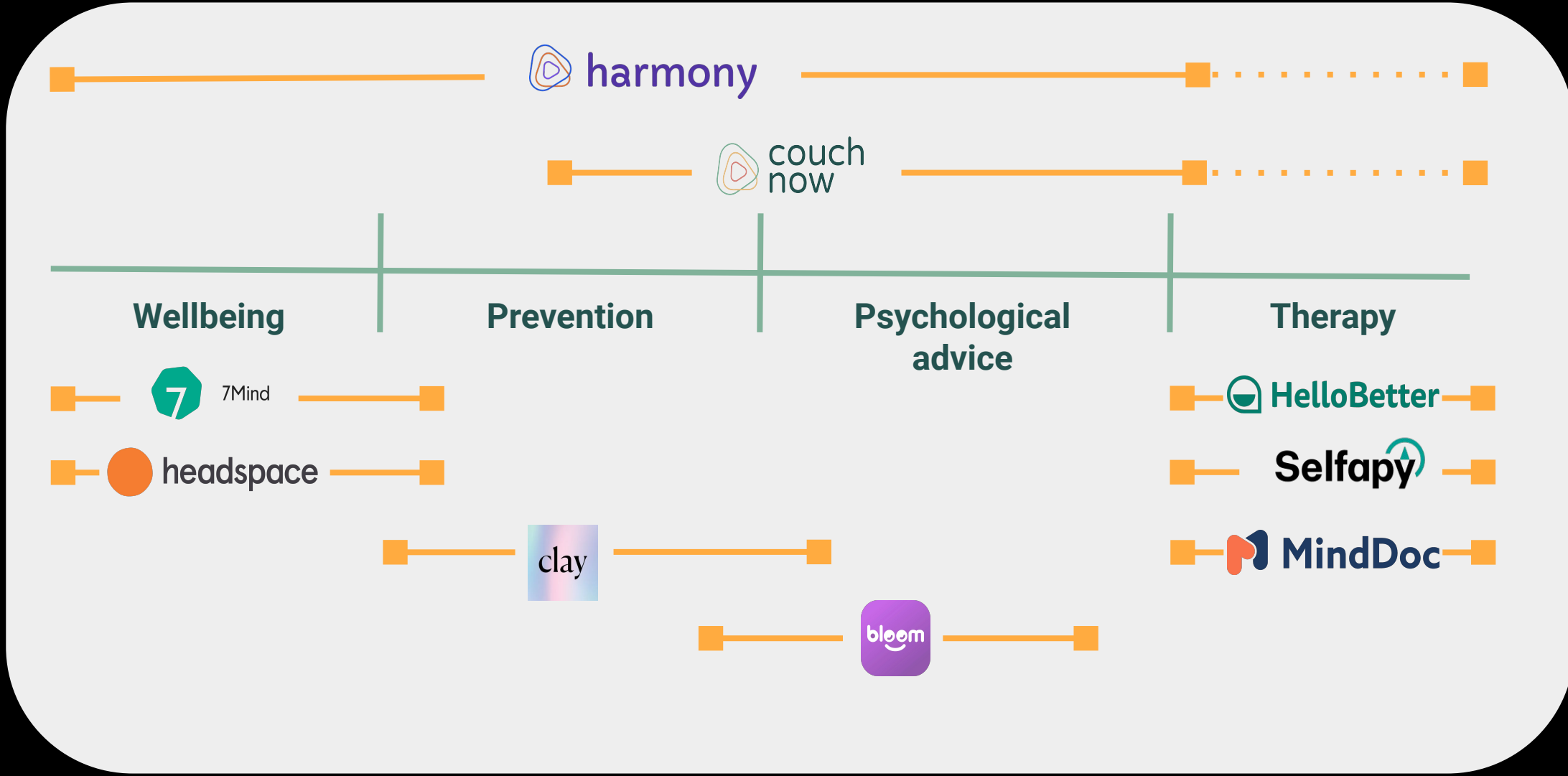


AI-DRIVEN
+
PREMIUM CONTENT
=
NO 1:1 SESSIONS
NECESSARY



For people with **ACUTE** distress:
E-MENTAL-HEALTH-PLATFORM "COUCH:NOW"
(For the three theme worlds stress and burnout; loneliness and sadness; couple relationships through psychoeducational video content, working material, etc.)

For **ALL** people:
ALL-IN-ONE MENTAL-HEALTH-APP "HARMONY"
(For all psychological challenges through psychoeducational video content, working material, AI-meditations, physical activity and nutrition modules, and more)



SUCCESSFUL MARKET ENTRY MENTAL HEALTH

STRONG ADVANTAGES: SCALABLE, TOP PSYCH EXPERTS + P ONE MARKETING / AI COMPETENCES.



MARKET ACCEPTANCE & SUCCESSFUL EFFICACY

ALREADY EVALUATED VIA COUCH:NOW.



- +4000 users / clients B2C/B2B*
- Recommendations
- Long client usage period (via subscription model)
- 96 % client satisfaction
- 82 % of users get closer to their goal after short time
- 70 % experience a reduction of their mental stress
- Health insurance cooperation with vivida bkk
- Project with the City of Mannheim (couch:now for 8,000 employees)



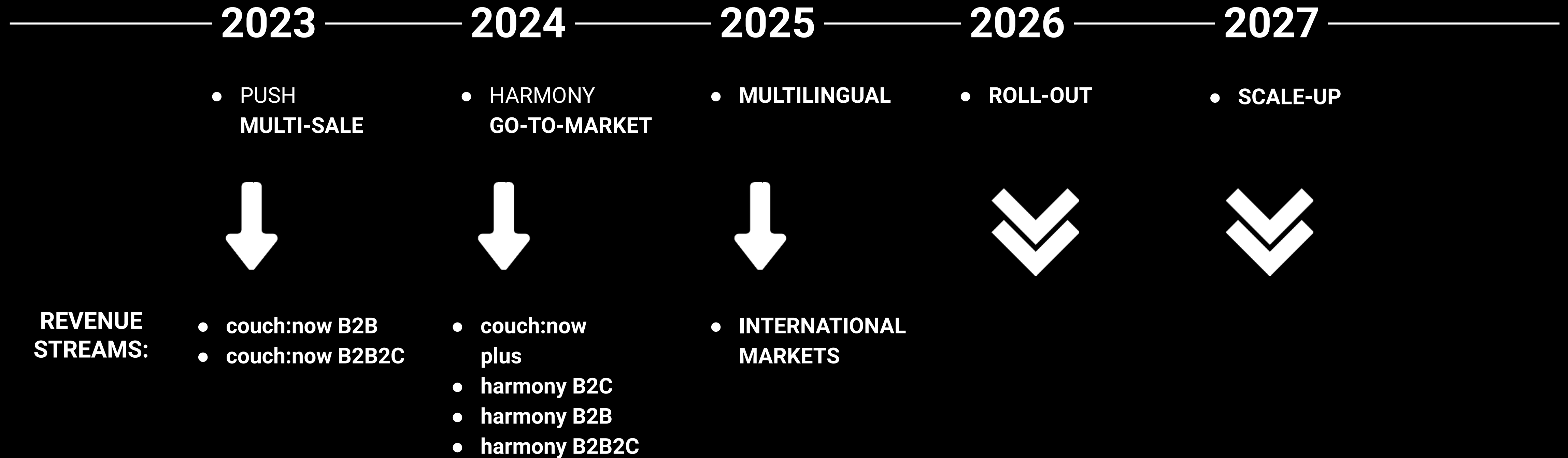
→ Massive expansion of reach and distribution potential through cooperation with market leaders and trendsetters:
Multipliers, Associations, Health insurance companies

*End of October 2023



DISTRIBUTION & DEVELOPMENT TO MARKET SUCCESS

... FOR A WORLD IN WHICH MILLIONS OF PEOPLE CAN LIVE MORE SELF-DETERMINED.



AI AS PROCESS DRIVER & EFFICACY METHODOLOGY

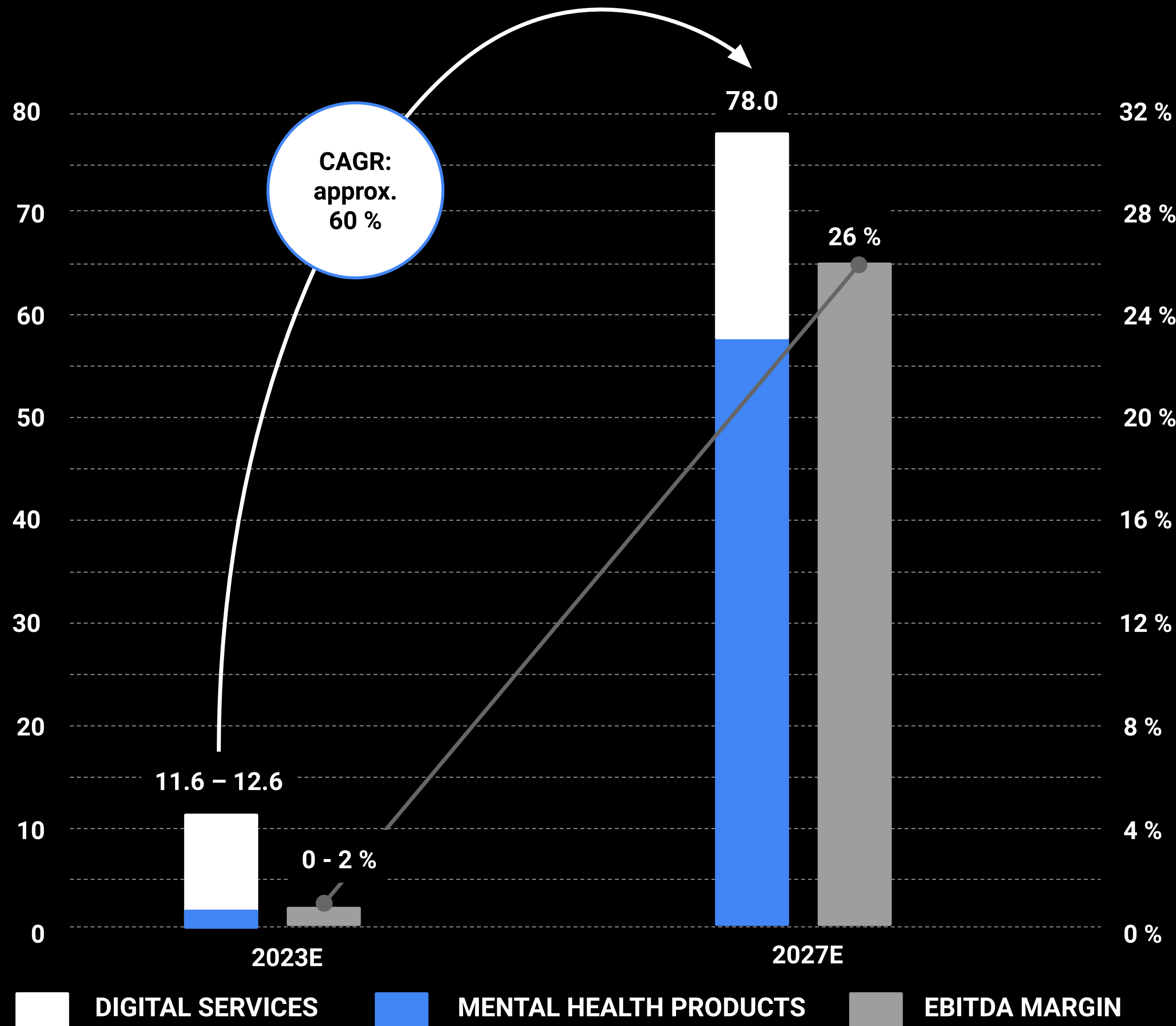
<https://youtu.be/wqUp-vlF5nY>



IN 5 YEARS REVENUE TIMES 5+ - MARGIN TIMES 10+

DURCH SKALIERBARE MENTAL HEALTH-PRODUKTE.

**STRATEGIC TARGET LEVELS REVENUE AND EBITDA MARGIN
PERFORMANCE ONE AG (GROUP) 2023E TO 2027E**
(in million euro; in %)



REVENUE STREAMS



DIGITAL SERVICES



MENTAL HEALTH PRODUCTS

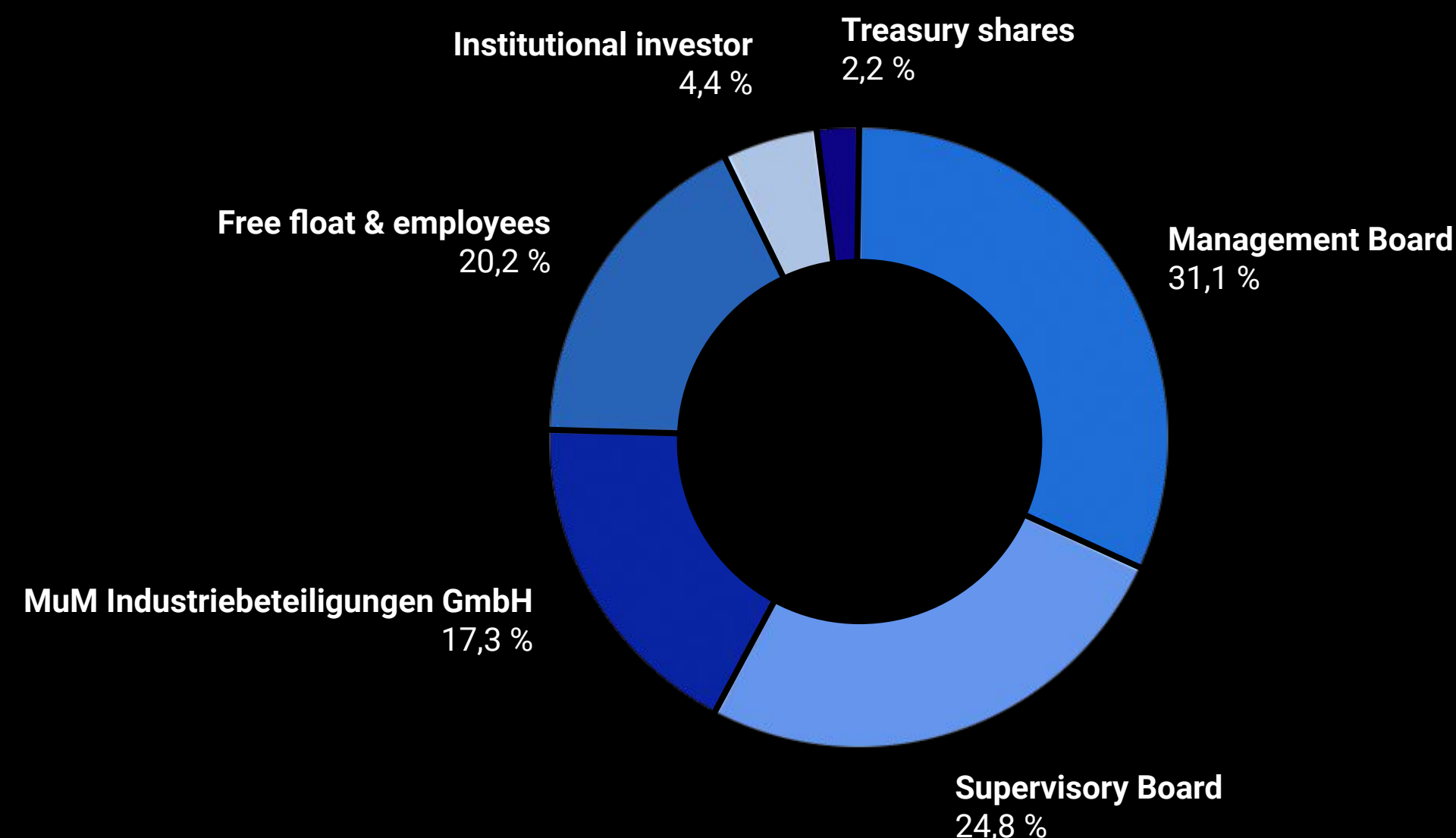
- couch:now B2B/B2B2C
- harmony B2C/B2B/B2B2C

HIGH INVESTMENT OPPORTUNITY THANKS TO LOW SHARE PRICE LEVEL

BASIC INFORMATION ON THE SHARE

Class of share	Ordinary registered shares with no par value
ISIN/WKN	DE000A12UMB1/A12UMB
Share capital	1.131.665,00 Euro
Number of shares	1.131.665
Market capitalization (per 04.01.2024)	6,6 million Euro
First trading day	17.05.2022
Stock exchanges	Open Market of the Munich Stock Exchange (Segment m:access), Open Market of the Frankfurt Stock Exchange, Open Market at the Berlin Stock Exchange, XETRA
Specialist & Lead Broker	mwb fairtrade Wertpapierhandelsbank AG

SHAREHOLDER STRUCTURE



ANALYSTEN-COVERAGE (03.11.2023)

Target price	EUR 15.50
Current price	EUR 5.70
Up/downside	171,9 %
Analyst	Harald Hof (AlsterResearch)

IN-HOUSE PEER-GROUP-BENCHMARK-COMPARISON (04.01.2024)

MENTAL HEALTH - EXAMPLES

SELFAPY

HELLOBETTER

NILO HEALTH

VALUATION:
> €30m

THE LEADERS - MORE THAN A DECADE ON FIRE

WE ARE LOOKING FORWARD TO YOUR QUESTIONS!

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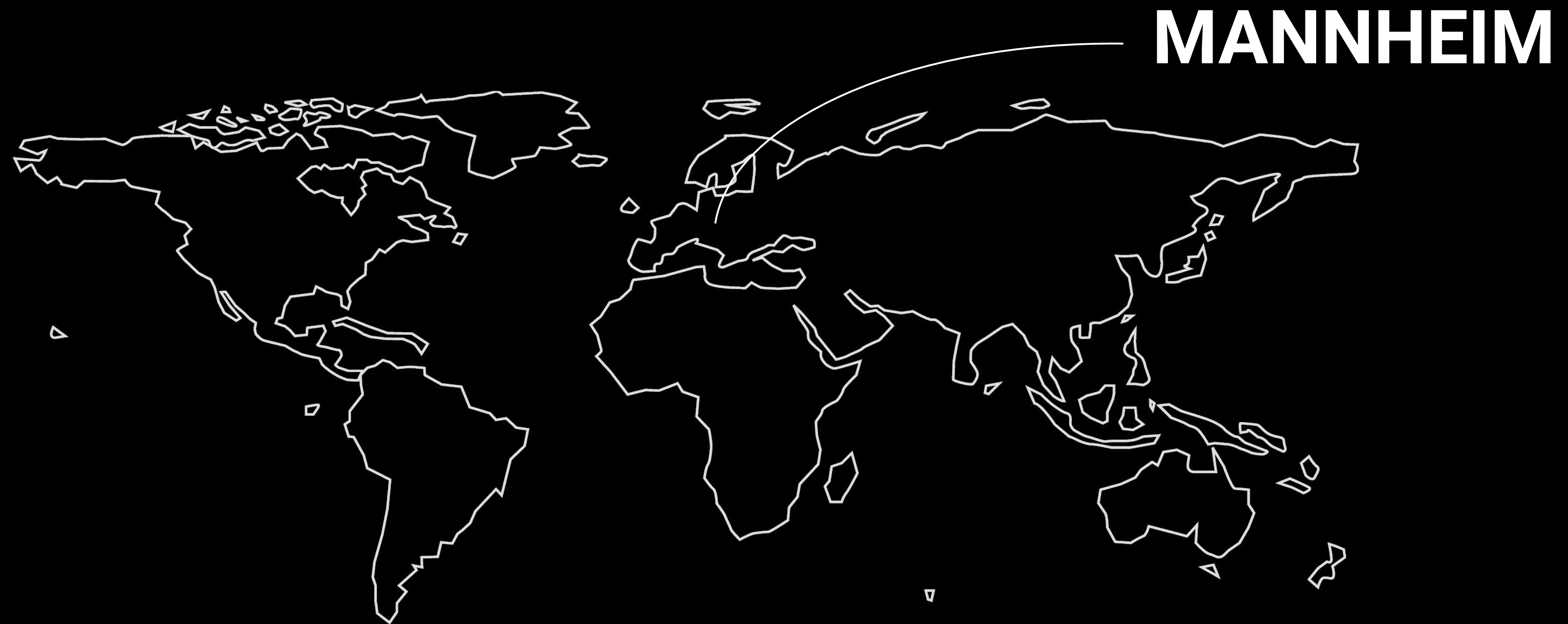
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FROM THE SQUARES INTO THE WORLD.



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