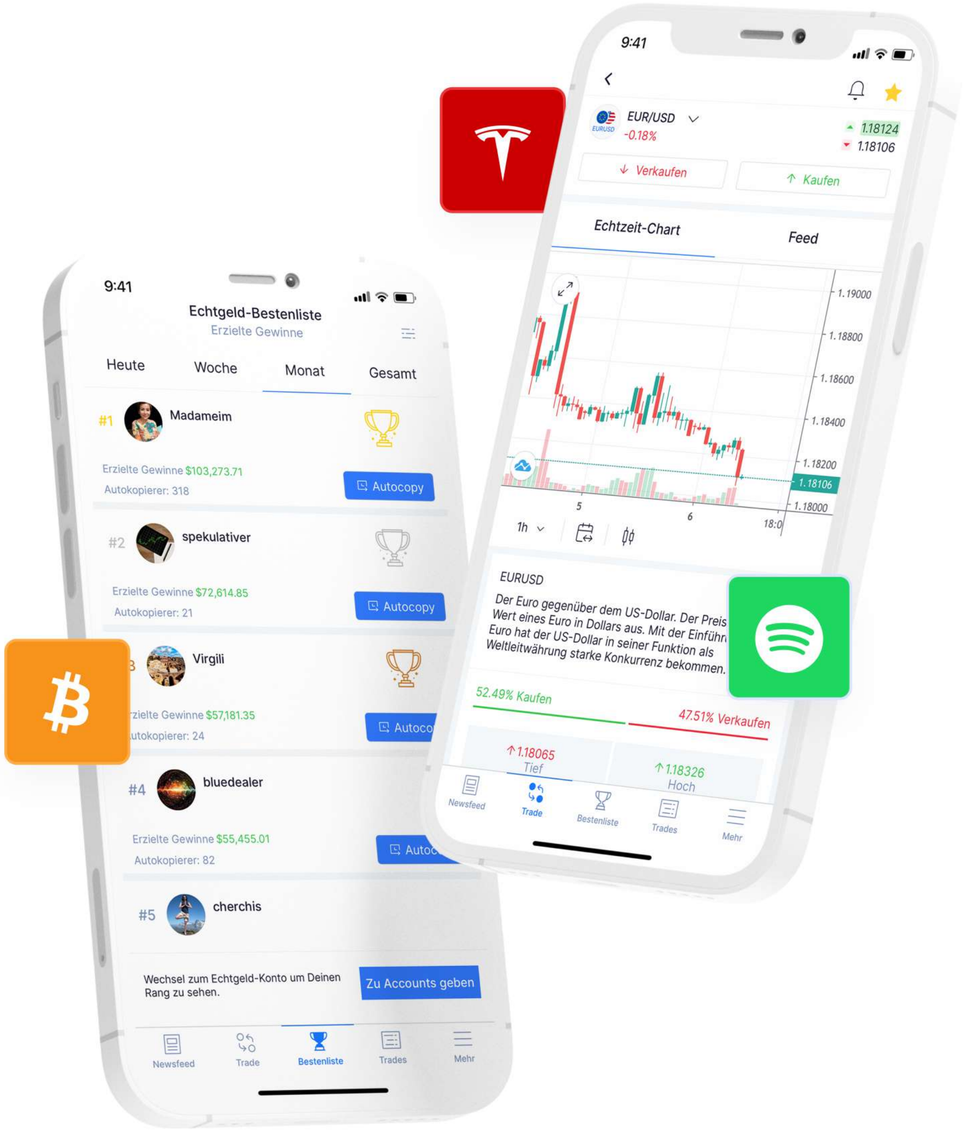
NAGA

The Super App for Investing, Crypto and Payments



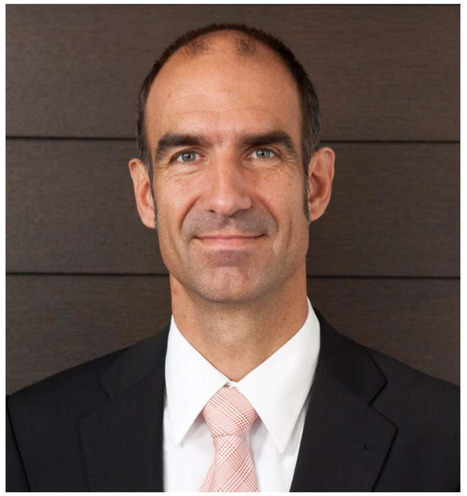
Hauptversammlung 11.10.2021

Today's Agenda

Benjamin Bilski

CEO

Presents: The past year, current trading and company vision



Andreas Luecke

Executive Board Member

2020 annual results reports and AGM agenda points

2020: The Turnaround

- Successful turnaround through improved digital growth strategy
- NAGA managed to increase revenues from €8m in 2019 by 400% to around €25m and issued guidance for 2021 to increase the business by another 100% to €50 - €52m revenue
- Improvement in products and services and especially customer experience. NAGA is one of the best rated investing apps globally
- One of the best performing stocks in Germany (600%)
- Secured €4.5m equity financing in July 2020 – a first step to restore the trust in our equity story

2021: The Success Story Continues

- Delivered with three consecutive record quarters: Q1: EUR €11.3m, Q2: €13.1m and Q3 €17.9m
- Crossed 1m registered accounts
- Secured largest to date equity financing of €22.7m from renowned investors
- Grew YTD all core metrics by at least 100% (Volume, transactions)
- 400% growth in copy trading
- 600% growth in crypto trading
- Increased team size to close to 300 employees

Welcoming our New Investors

Lead

Christian Angermayer

Peter Thiel

ELEVATE CAPITAL

APEIRON INVESTMENT GROUP

FOUNDERS FUND

Strategic - Co

Igor Lychagov

exness

The world of social media is now *merging with finance*

The past decade	Happening right now	Up Next
Old school brokerages with bad UX	Rise of Neo-Brokers, simplifying finance	Content and transactions will happen at one venue
Information was reserved to the "Big institutions"	Democratization of financial information	Communities to drive financial literacy and markets
Content & transactional venues were disconnected and kept "private"	Theme-based social networks connect investors (See:"Reddit GameStop Mania")	All In one Platform powered by strong UX and user experience will win the race

Analyst + Broker + Newspaper

Social Media & Trading Apps

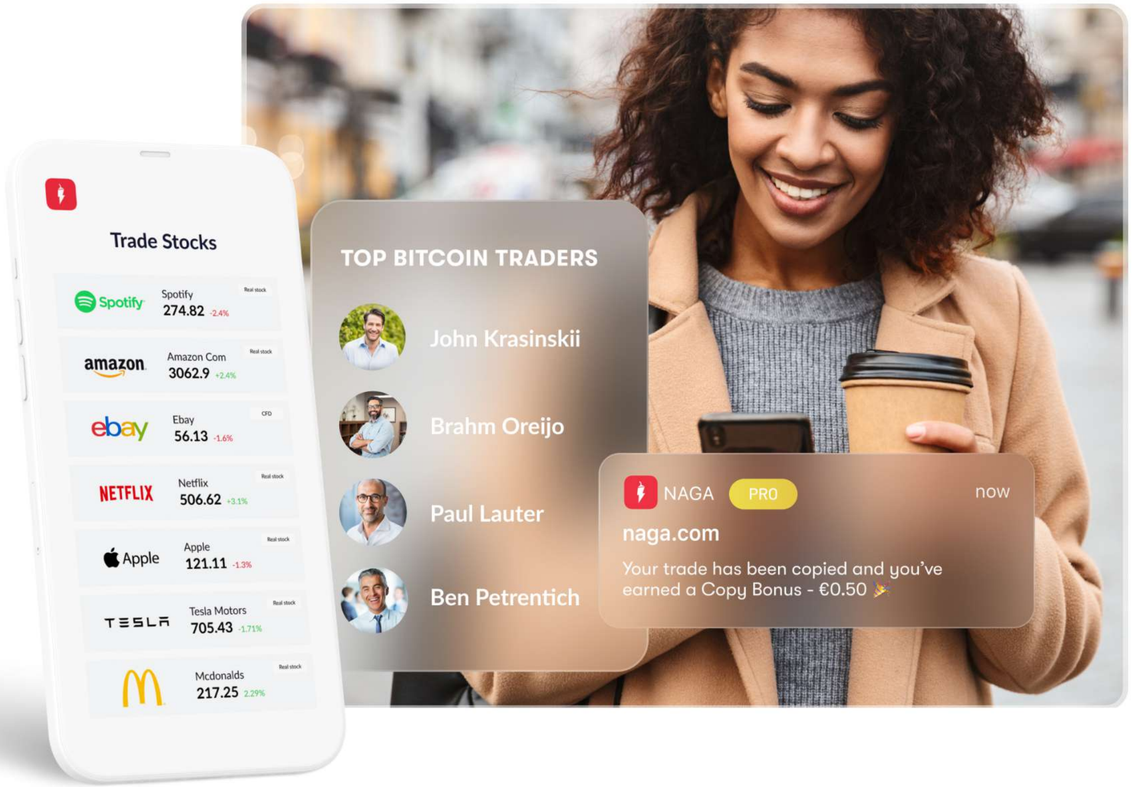
Social Media Trading App

https://www.marketwatch.com/story/value-of-the-world-wide-stock-market-soars-to-record-95-trillion-despite-resurgence-of-coronavirus-11605196894

Vision and *Mission*

Our Vision: Allowing everyone to manage their money and investments anywhere and anytime.

Our Mission: Building a social media trading platform that allows people to invest in stocks, crypto and global markets, copy other top investors and do their daily banking business.



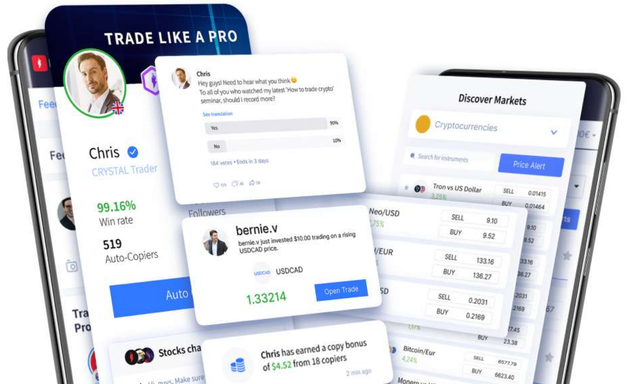
NAGA Fees Page: https://naga.com/trading/hours-and-fees

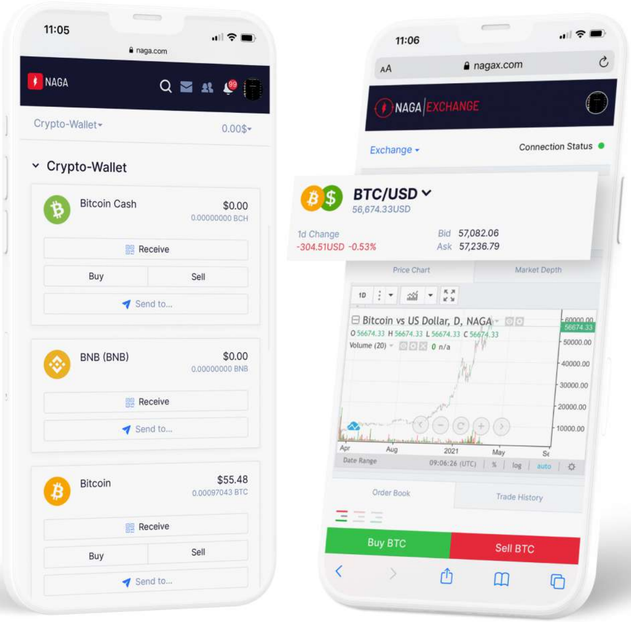
The NAGA platform:
Uniting social media, brokerage, crypto & banking.

NAGA Social Neo-Broker

- 800 tradable assets
- Fully licensed market maker (EU & Australia)
- Self-learning personal feed
- Inbuilt-Messenger
- Proprietary copy trading tool
- Native integration into MT4/MT5
- 85% mobile traffic
- Native Web & Mobile apps in 14 languages
- Digital KYC within minutes, cross-platform

Main revenue driver and principal acquisition tool



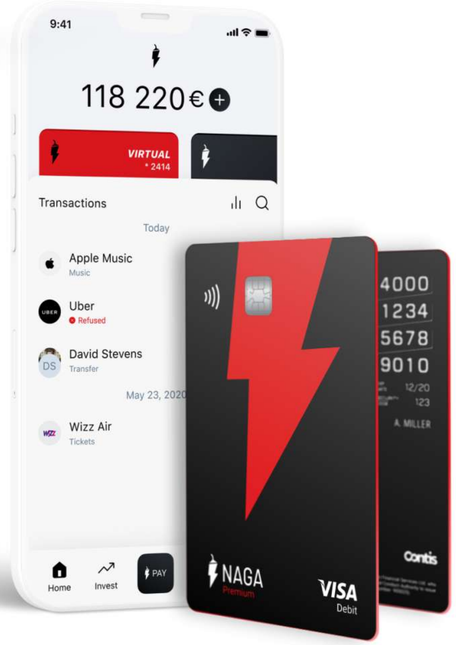


NAGA Crypto

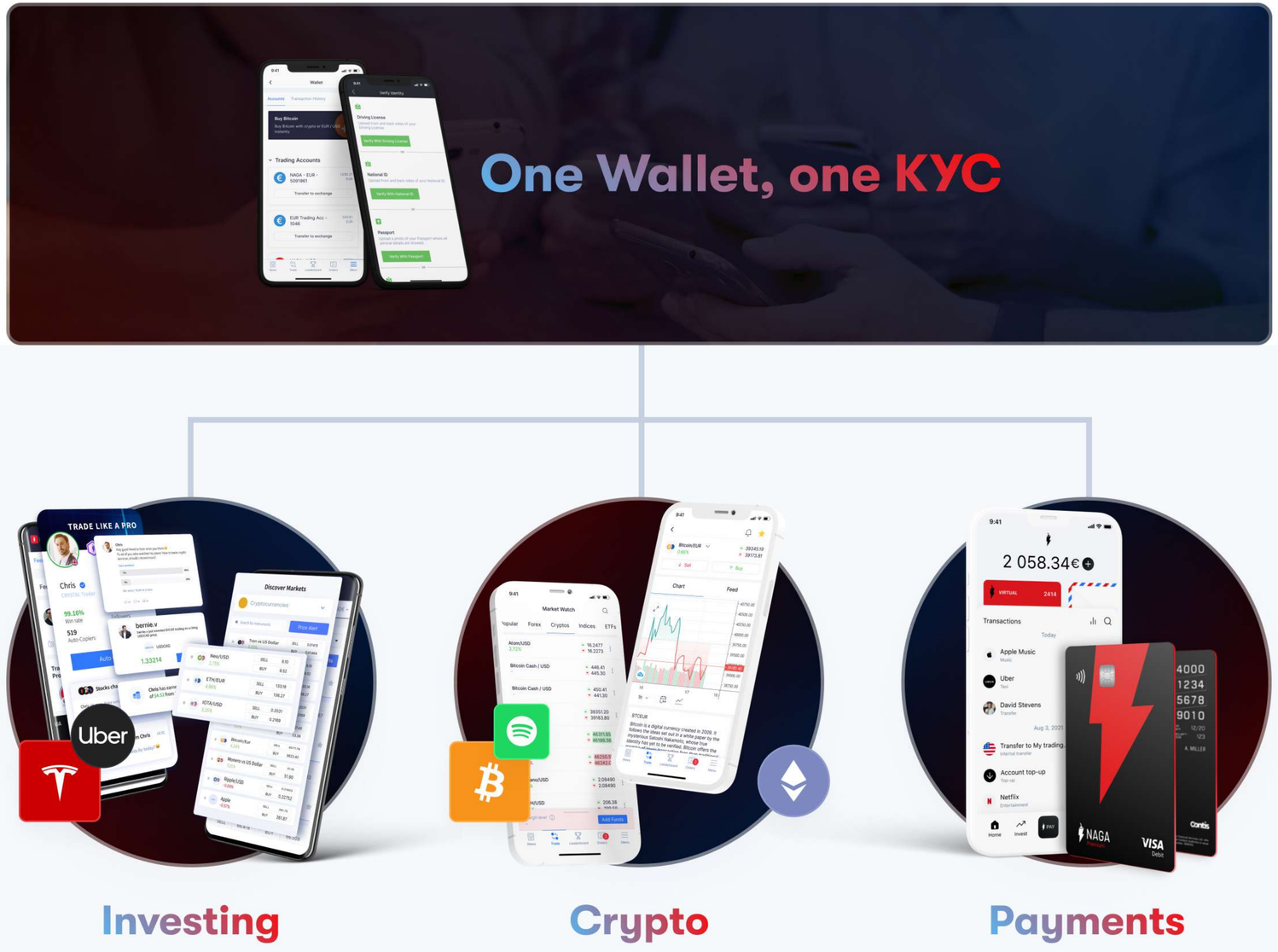
- Proprietary crypto wallet
- Proprietary crypto exchange NAGAX
- Running own nodes (BTC, LTC; ETH; DASH; BCH)
- Cold & hot storage custody algorithms
- Automatic hedging

NAGA Neo-Bank

- Proprietary Mobile Banking app
- Integration into NAGA brokerage
- Integrated social trading
- Integrated crypto wallet & exchange
- IBAN & VISA Debit card issuance (UK + EEA)

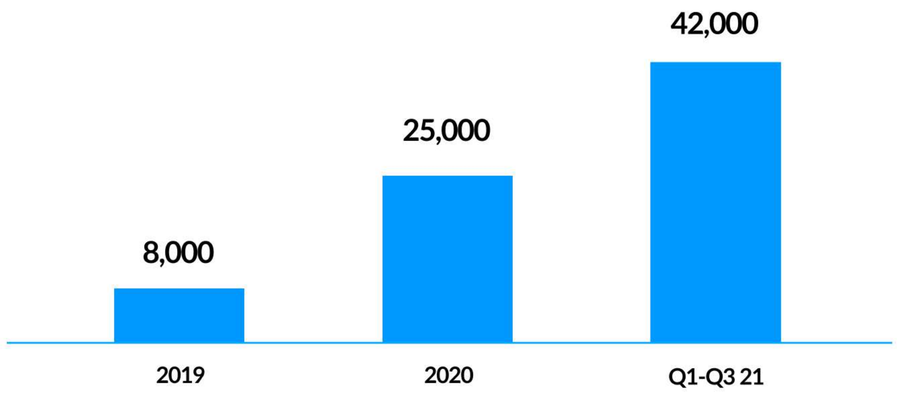


One Wallet, One KYC

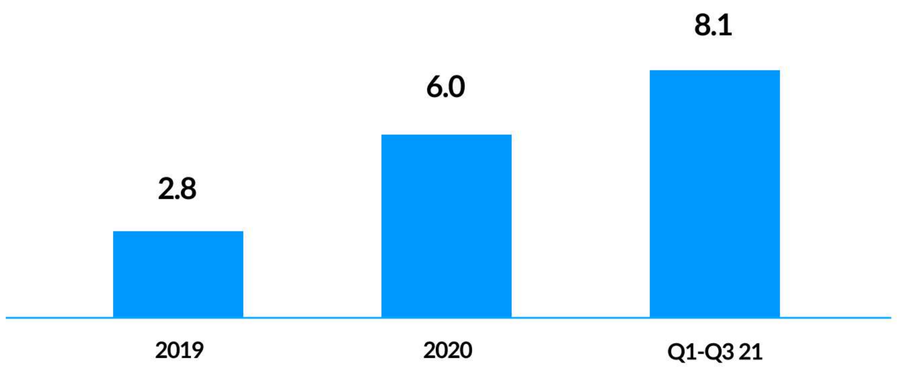


2019 - 2021 YTD Core Growth Metrics

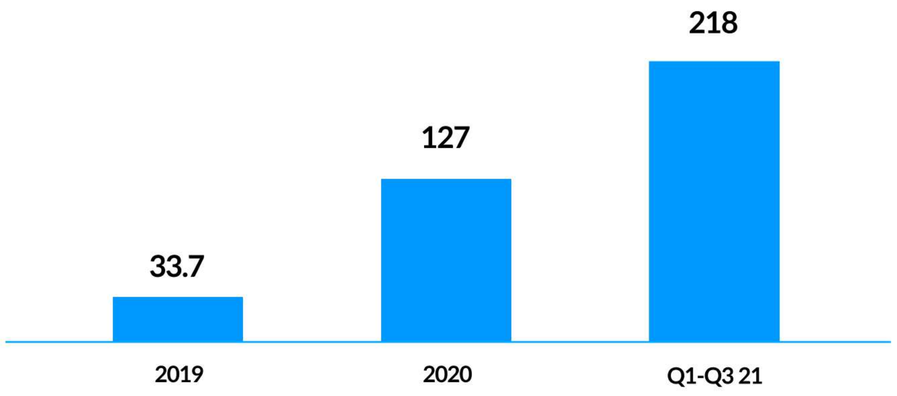
Revenue in EUR k



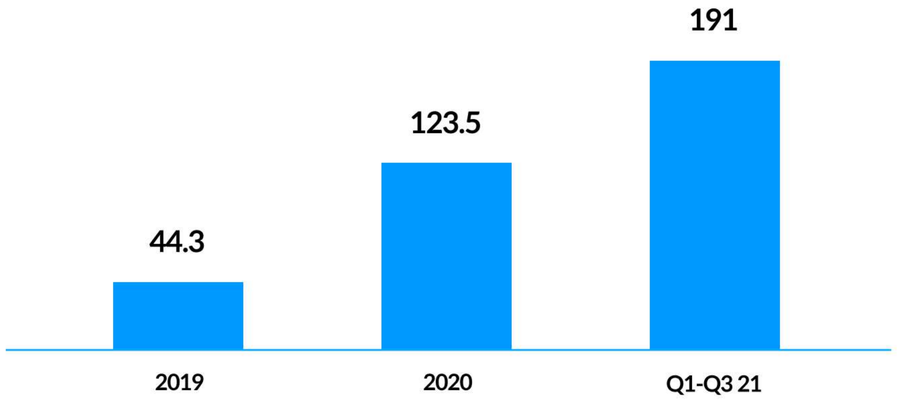
Transactions in m



New Accounts in k

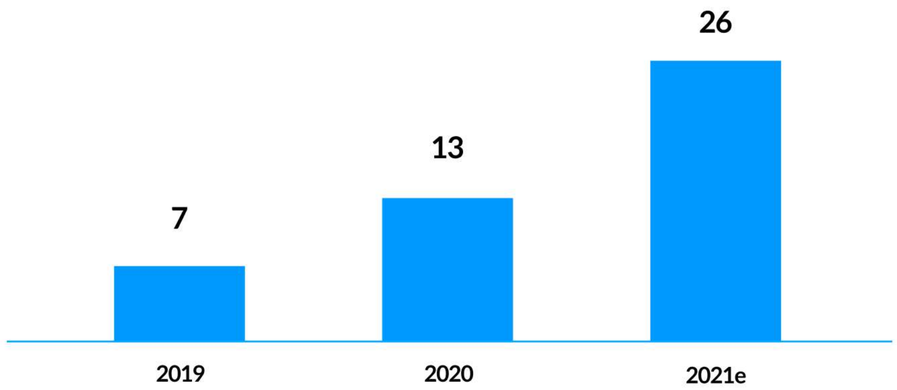


Volume Traded in EUR b

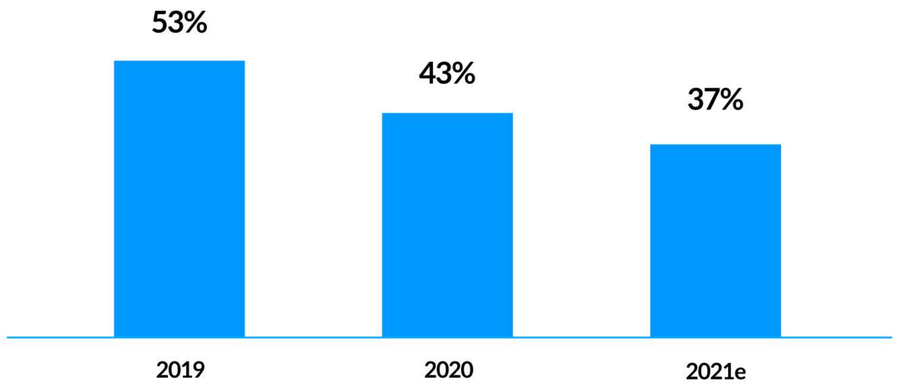


Disciplined growth, driving increasing LTV with reduced churn

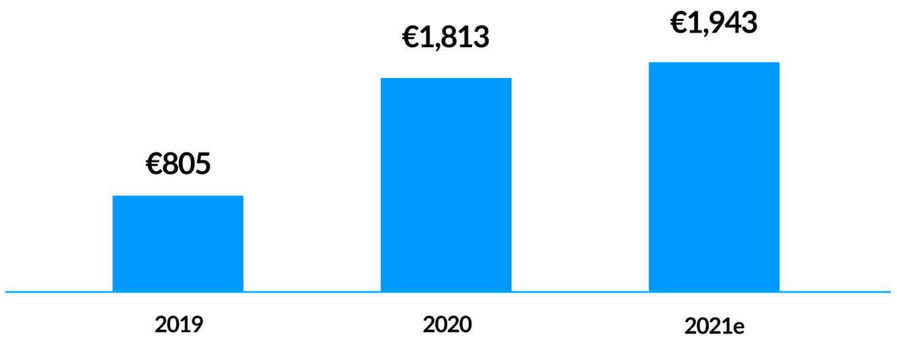
Monthly Active Accounts in k



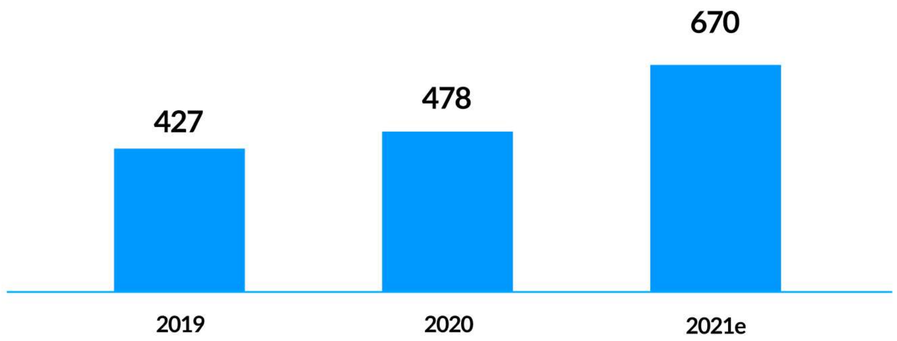
Average Churn p.a.



Average Revenue per Active p.a.



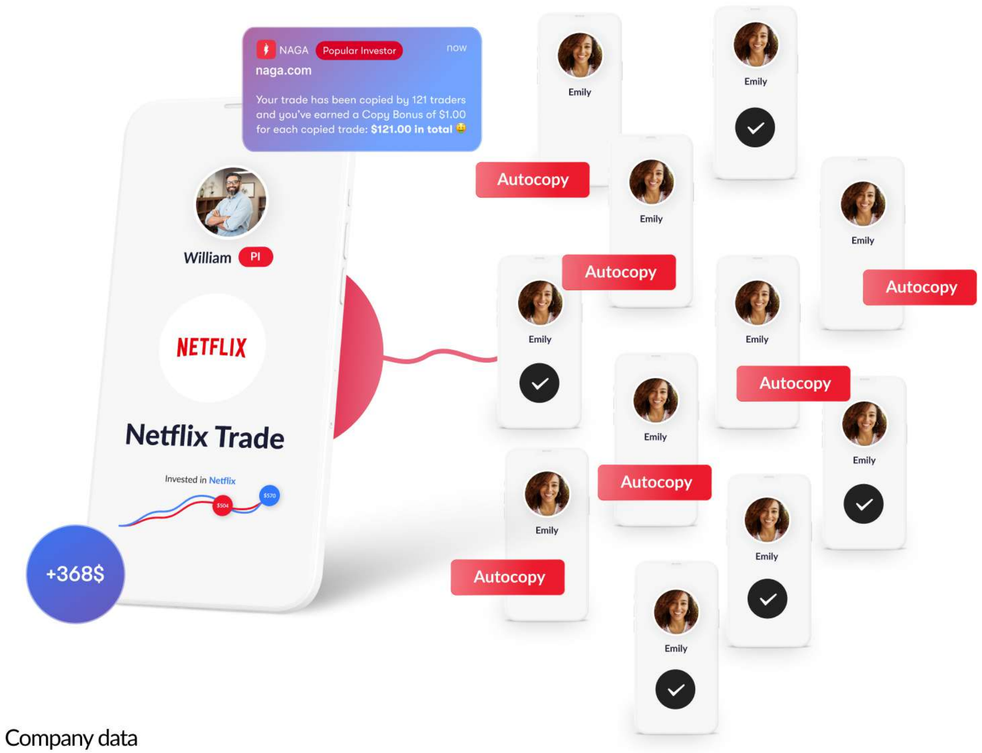
Average Trades per Active User p.a.



Source: Company data as per Q2 2021

NAGA's Unique Growth Catalyst: Social Trading via NAGA Autocopy

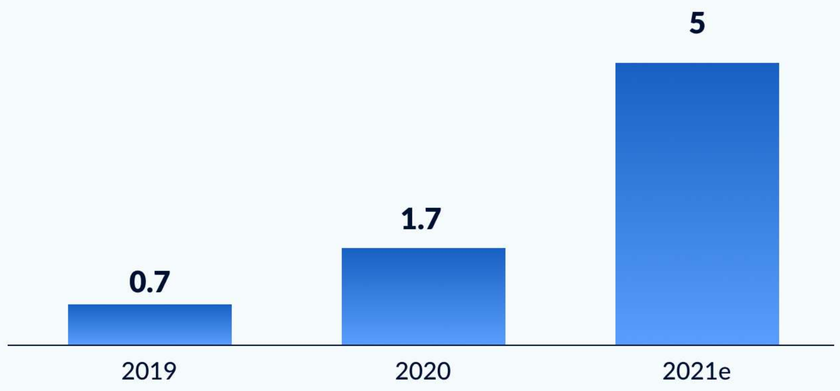
With NAGA's Autocopy technology, users can automatically subscribe and replicate trades of other investors in realtime



- Generates 65% of NAGA's revenue
- Copy trades grew over 400% in the past 12 months
- Convert 320% more
- Show 54% higher LTV

- 4 year development time
- Publishing traders receive up to $1 per copier per trade
- Copy traders trade 79% more than traditional traders

Number of copied trades (in m)



Source: Company data

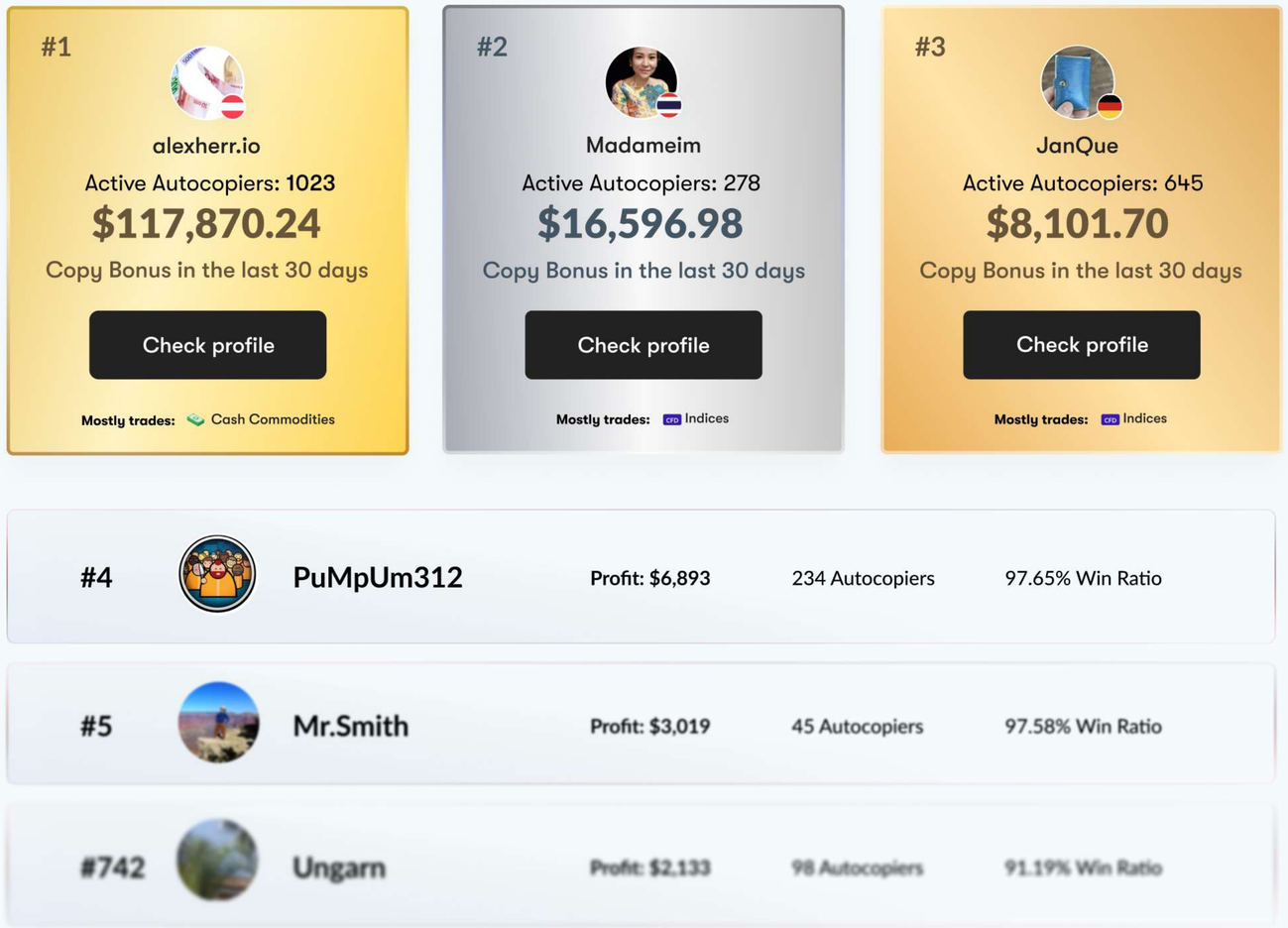
NAGA's unique Copy Bonus Marketplace Model

We help financial influencers to monetize their content and skills

- All trades on NAGA are automatically published
- Every user can copy another user
- Copiers pay a flat fee of $1,20 per trade, creators receive 35%

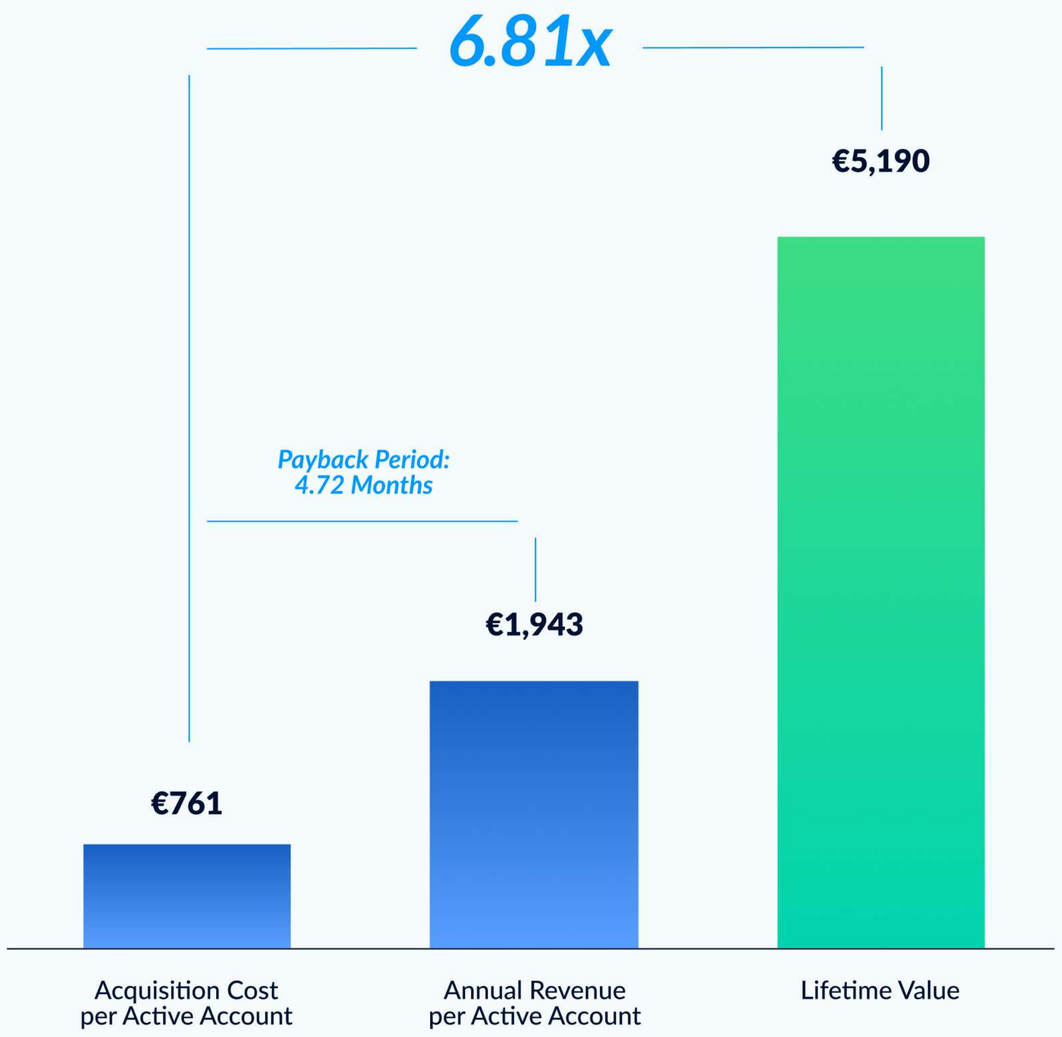
In June our Top 10 traders received a copy bonus of:

$250,000



6.81x lifetime return on marketing investment

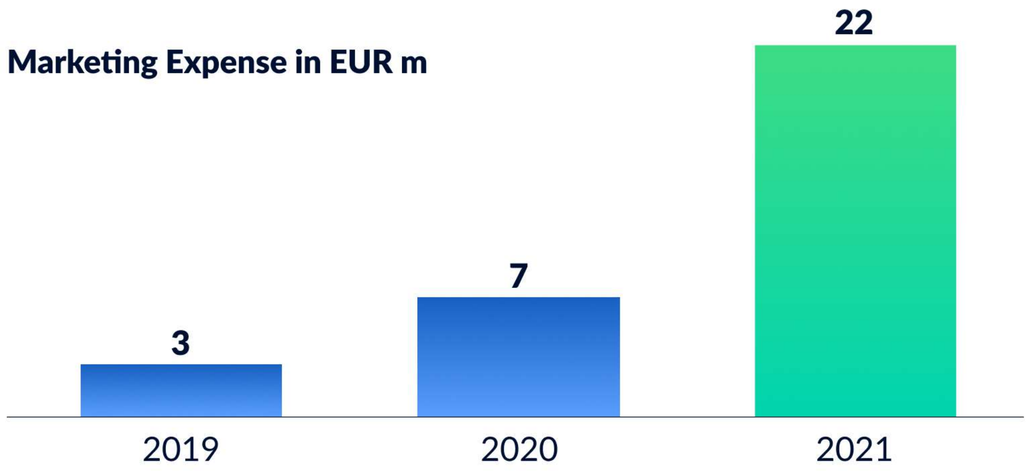
- Unique acquisition campaigns thanks to autocopy funnels
- Steadily decreasing churn and higher client activity drive lifetime value
- Retention ratios driven by social investing features
- Daily dynamically marketing model for 14 different markets



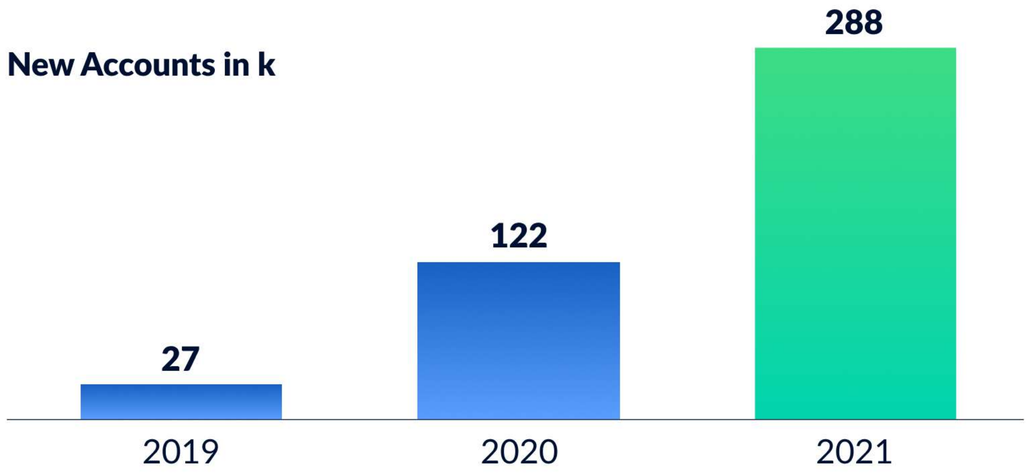
Source: Company unaudited data as per 2021e

Flexible and Disciplined approach to marketing spend

Marketing Expense in EUR m

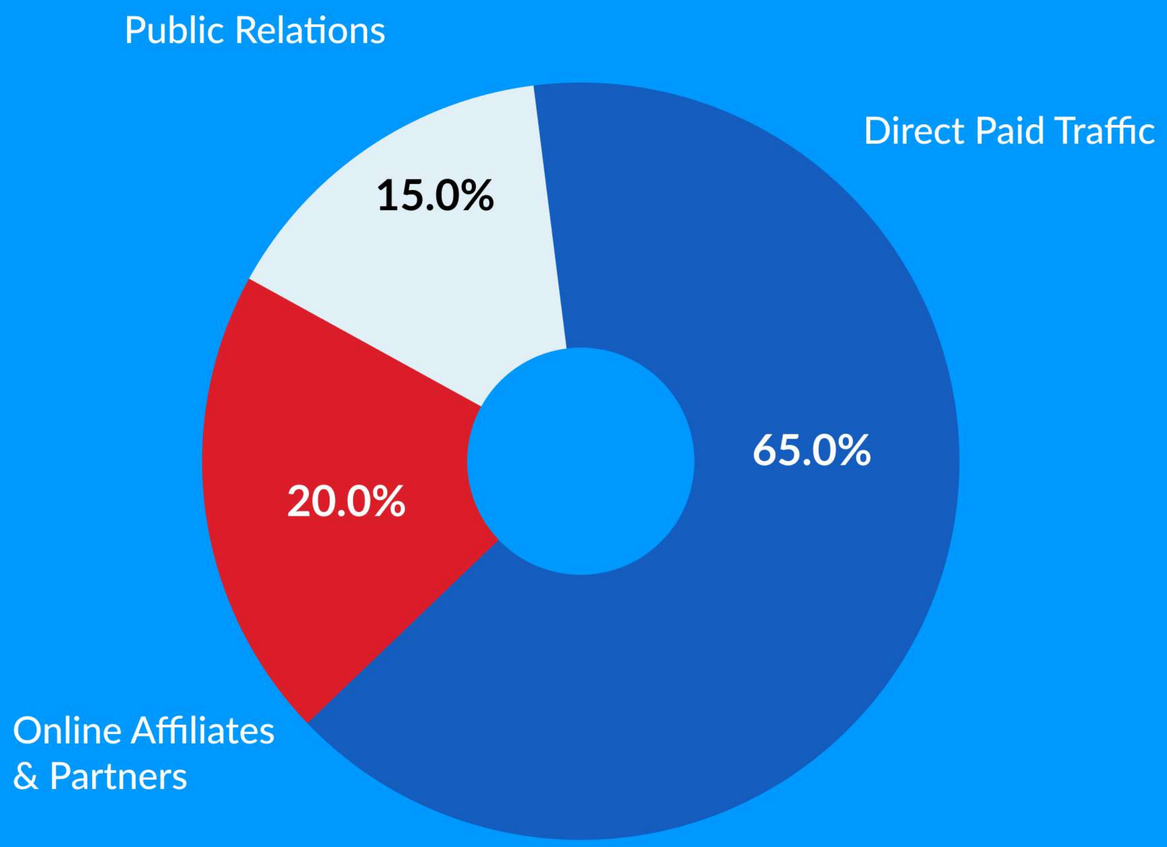


New Accounts in k



Source: Company data as per Q1 2021

Growth Expense Mix: Direct acquisition and commissions 2020

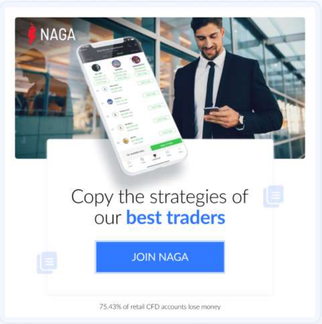


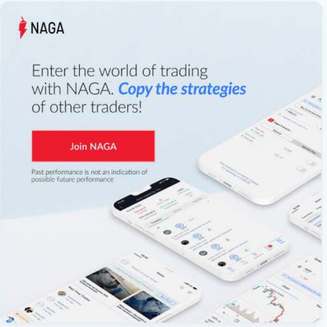
Source: Company data as per Q1 2021

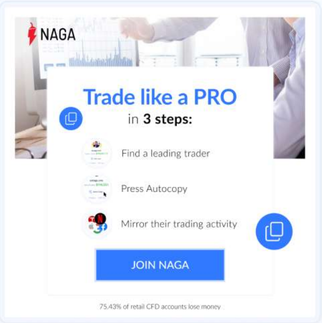
NAGA *Autocopy* Ad Campaigns

Our unique social copy trading campaigns convert **3x** better, deliver **8%** more LTV and increase trading activity by **80%**

NAGA Ad Group	Conversion Demo to Deposit	Predicted Lifetime value	Trades per quarter by traffic
Autocopy	12,18%	€5,200	366
Crypto	4,53%	€4,800	201
FX, Stocks, Investing	4,12%	€4,500	178





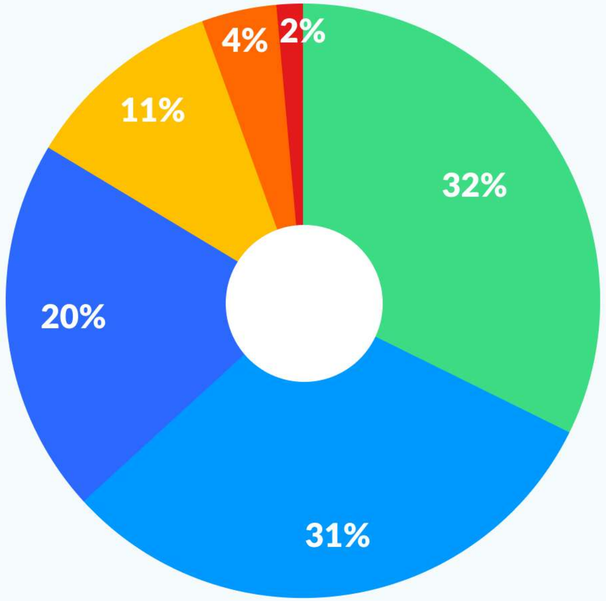


Source: Company data: October 1st 2020 – March 20th 2021. Ad campaigns Google & Facebook. Ad Spent volume - €2.5m.

Well diversified customer demographic with *high average trading activity*

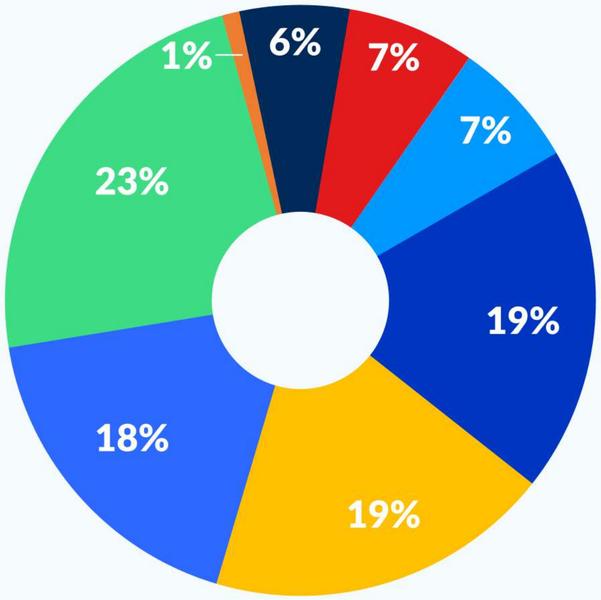
Age Distribution

- 18 - 24 years
- 24 - 34 years
- 35 - 44 years
- 45 - 54 years
- 55 - 64 years
- 65+ years



Trades per Month

- 1 - 3 trades
- 3 - 6 trades
- 6 - 10 trades
- 10 - 25 trades
- 25 - 50 trades
- 50 - 100 trades
- 100 - 1000 trades
- 1000+ trades



Our customers: Young, dynamic and always *online*

- Male
- Between 25-35
- Average annual income: c. €60k
- Socially minded and user of social networks
- Loves technology
- Risk-seeking investors
- Gets all his information online
- Global and internationally minded

> **"I would love to have an easy-to-use platform where I could read news, trade stocks, exchange cryptos and spend my profits online or offline without having 10 accounts."**

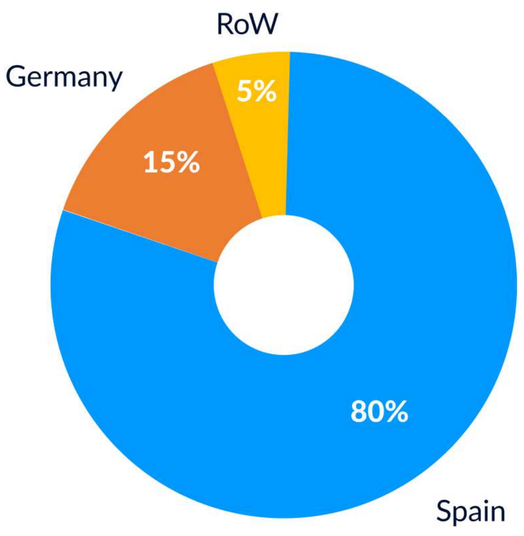
Digital Affinity

Financial knowledge

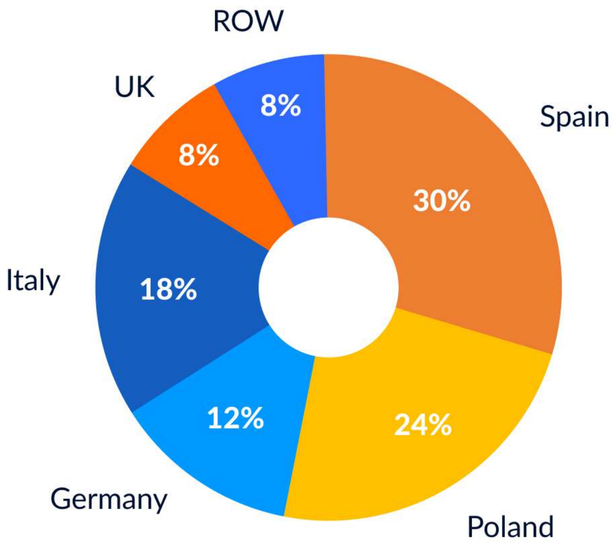
Digital growth focus lead to well-diversified client-base

Funded accounts by country

2015 – 2017

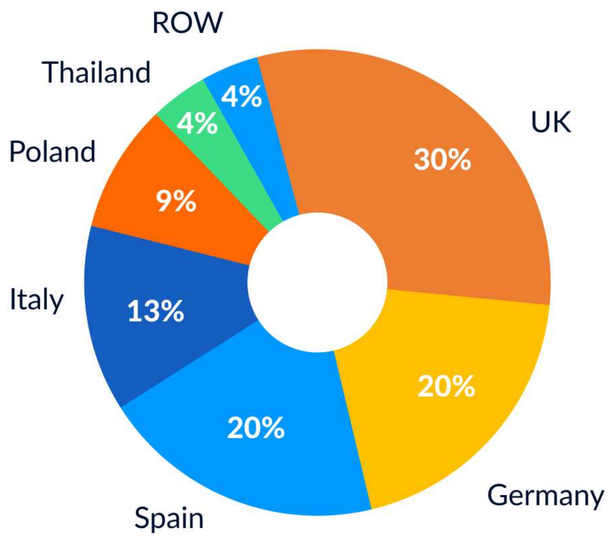


2018 – 2019



Funded accounts by country

2020 – Today



Source: Company data as per Q1 2021

We are *the best* rated Neobroker in the industry

THE SUPER APP FOR INVESTING, CRYPTO AND PAYMENTS

WE ARE THE BEST RATED NEOBROKER IN THE INDUSTRY

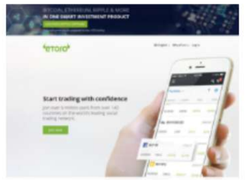
Money & Insurance > Investments & Wealth > Finance Broker

NAGA Merged

Reviews 957 • Great

4.0

Money & Insurance > Investments & Wealth > Investment Service



eToro

Reviews 4,115 • Poor

2.2

Money & Insurance > Banking & Money > Bank

TRADE REPUBLIC

Trade Republic

Reviews 2,820 • Poor

2.7

Money & Insurance > Investments & Wealth > Gold and Silver Trading Company

IG

IG

Reviews 4,251 • Average

3.6

XM

Reviews 157 • Poor

2.3

Source: official trustpilot.com accounts

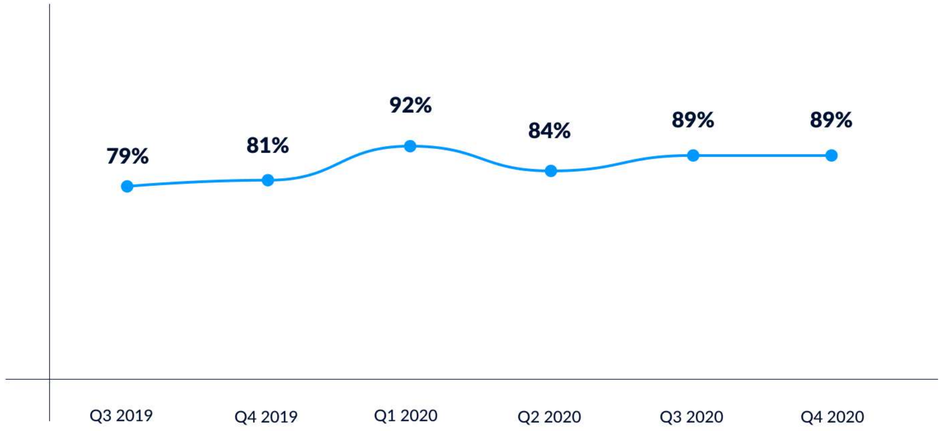
High margin business with low fixed costs

Income Statement 2020

€M	2020	% of Revenue
Revenue	25.9	100%
COGS	(2.9)	11.1%
Gross Profit	23.0	88.8%
Payroll	(3.8)	14.7%
Tech, R&D	(1.6)	6.1%
Marketing	(7.0)	27.0%
OPEX	(4.4)	17.0%
EBITDA	6.0	23.1%
EBIT	3.0	11.6%
Net Profit	2.7	10.4%

Gross profit margin development since Q3 2019

Gross Profit Margin

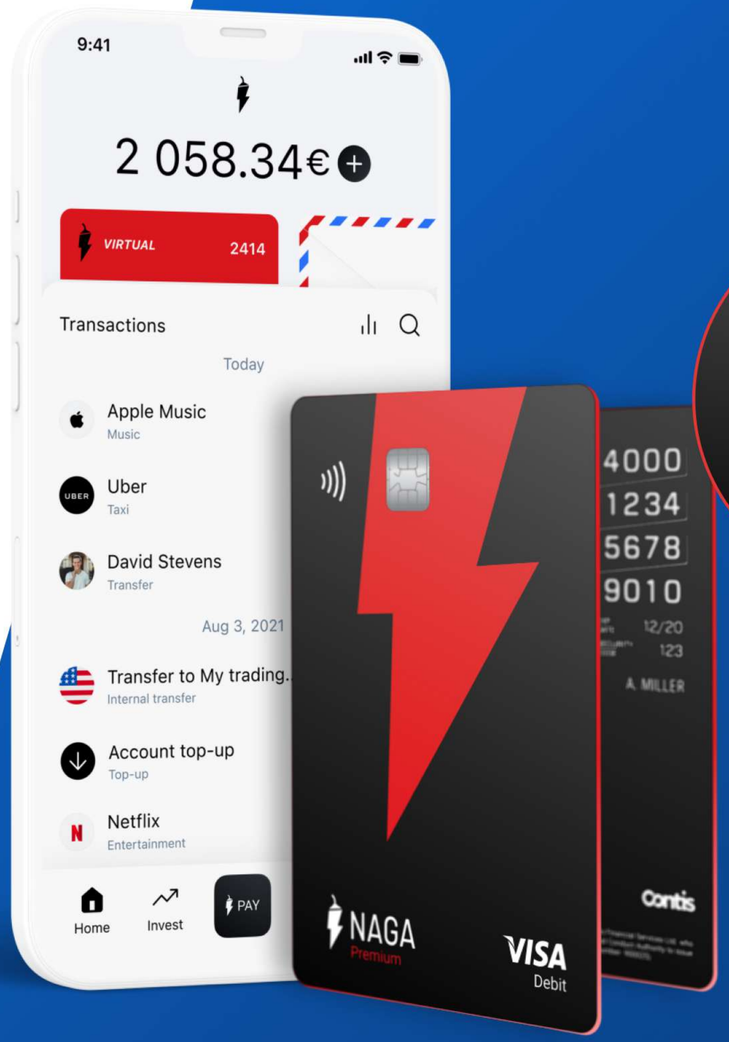


Source: Company data as per Q1 2021

NAGA PAY: Entering the neobanking vertical in Q4 2021

"The worlds first neo-bank that unites brokerage, social trading and physical crypto"

- UK & EU-IBANs & VISA DEBIT Card
- Full banking features
- 800 tradable assets (incl. commission free stocks)
- Copy-Trading
- Physical Crypto wallet & exchange



Already 10,000 Card pre-orders.

NAGA SPENDING BUFFER

Users will be able to spend their

- Banking balance
- Trading balance
- Bitcoin / Ethereum holdings
- **Their active "shareholdings" balance**

Example: If you opened an APPLE trade worth $ 1000, Buffer will let you spend the value of your shareholdings.

NAGAs global footprint

Source: Company data as per Q1 2021

Next Steps & Growth Strategy

- Focus on top line growth
- Launch Australia (ASIC), FCA, DFSA (UAE)
- Strategic partnership
- M&A opportunity
- Launching new product categories and accelerate R&D

- We will re-iterate our growth strategy in the next weeks and months
- More capital needed for acceleration
- Market penetration and user growth is key

The NAGA Group AG - Hauptversammlung 11. Oktober 2021

I. Konzernabschluss 2020 - Einzelheiten

1. Immaterielle Vermögenswerte	in € Mio.	in % Bilanzsumme	(2019)
Firmenwert/Goodwill	94,86	73%	(80%)
Kundenstamm	5,18	4%	(1%)
Software (inkl. aktiv Entwicklungskosten)	11,44	9%	(10%)
Summe	111,48	86%	(91%)

> Kontinuierlicher Rückgang der Quote immaterielle VW/Bilanzsumme

The NAGA Group AG - Hauptversammlung 11. Oktober 2021

I. Konzernabschluss 2020 - Einzelheiten

2. Umsätze und variable Kosten	in € Mio.		(2019)
Handelserlöse	24,26		(5,26)
Variable Kosten		in % v. Umsatz	
Direkte Aufw./Handelskosten	3,48	14%	(49%)
Entwicklungskosten	2,51	10%	(31%)
Marketingkosten	6,61	27%	(44%)
Abschreibungen	3,59	15%	(49%)
Summe		66%	(173%)

> Signifikanter Rückgang der Grenzkosten

The NAGA Group AG - Hauptversammlung 11. Oktober 2021

I. Konzernabschluss 2020 - Einzelheiten

3. Cash-Flow-Analyse	in € Mio.
Operative Cash-Flow lt. Cash-Flow-Rechnung 2020	3,69
zzgl. Zunahme anderer Aktiva	+ 4,94
abzgl. Zunahme anderer Passiva	- 2,18
“bereinigter” oper. Cash-Flow	6,45
Cash-Flow aus Investitionen	- 7,29

> Aufnahme von Wachstumskapital zum Ausbau des Geschäfts nötig

The NAGA Group AG - Hauptversammlung 11. Oktober 2021

II. Beschlussfassungen der Hauptversammlung

1. Tagesordnungspunkt 5

- Erweiterung des Aufsichtsrats auf 5 Mitglieder
- Wahl von C. Angermayer in den Aufsichtsrat

> Abbildung der veränderten Aktionärsstruktur im Aufsichtsrat

2. Tagesordnungspunkt 6

- Neues genehmigtes Kapital von € 23 Mio.

> Zur Finanzierung weiteren Wachstums nötig

> Bezugsrechtsausschluss auf 10% des Grundkapitals (€ 4,6 Mio.) beschränkt

The NAGA Group AG - Hauptversammlung 11. Oktober 2021

II. Beschlussfassungen der Hauptversammlung

1. Tagesordnungspunkt 7 + 8

- Ermächtigung zur Ausgabe von Wandelschuldverschreibungen u.a. Finanzinstrumenten

> Als Alternative zur Kapitalerhöhung

> 10% – Grenze für Bezugsrechtsausschluss auch hier

2. Tagesordnungspunkt 9 + 10

- Erwerb und Veräußerung eigener Aktien; Ausgabe von Aktienoptionen u.a. Derivate

> Dient der Bedienung von künftigen Aktienoptionsprogrammen für Mitarbieter