



NAGA TRADING UPDATE

February 2023





About NAGA and the business model

ABOUT NAGA AND THE BUSINESS MODEL

What do we offer

We operate 3 regulated verticals

- Brokerage (NAGA Trader)
- Payment (NAGA Pay)
- Crypto (NAGAX)

What drives our growth?

- New (funded) accounts
- Customer deposits
- Active trading accounts
- # of Payment transactions
- # of exchange deals

What are challenges in this business:

- Customer acquisition cost
- Regulatory changes
- Customer churn
- Market volatility

How do we make money?

- Trading fees (97%)
- Payment fees (1%)
- Crypto exchange, market maker fees (2%)

"Trading income is not growing in a straight line, as clients tend to open and close trades not proportionally In some months or weeks there can be much higher revenue than in other phases"

We like to evaluate the real performance based on a 90 days snapshot:

We are confident as long as if we see consistent growth in at least 2 of the below in our 90 days frame.

- Number of new funded accounts
- Net Deposits
- Revenue
- Active accounts



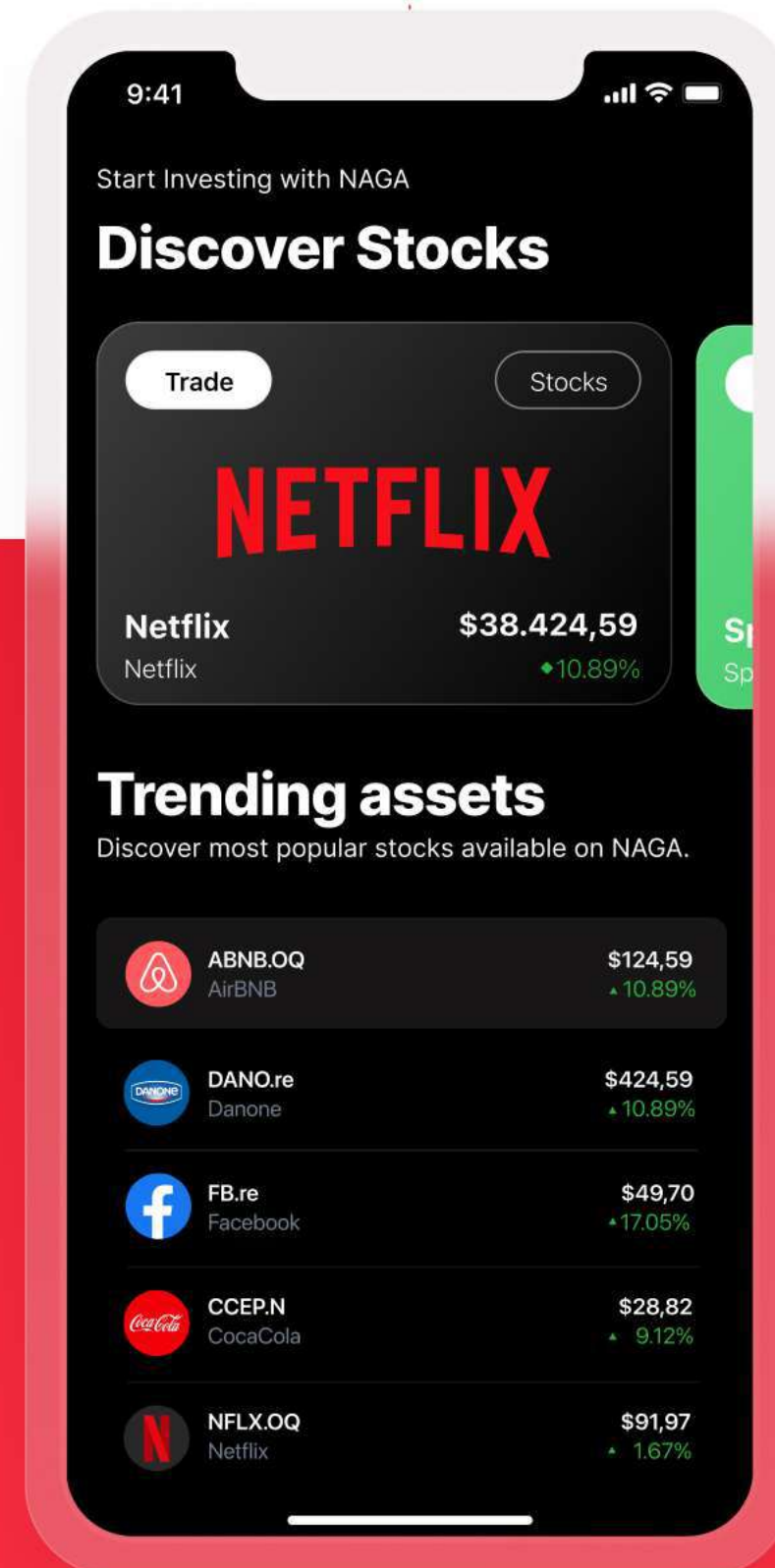
Our unique FinTech ecosystem: One vision for everything finance

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OUR UNIQUE FINTECH ECOSYSTEM:
ONE VISION FOR EVERYTHING FINANCE

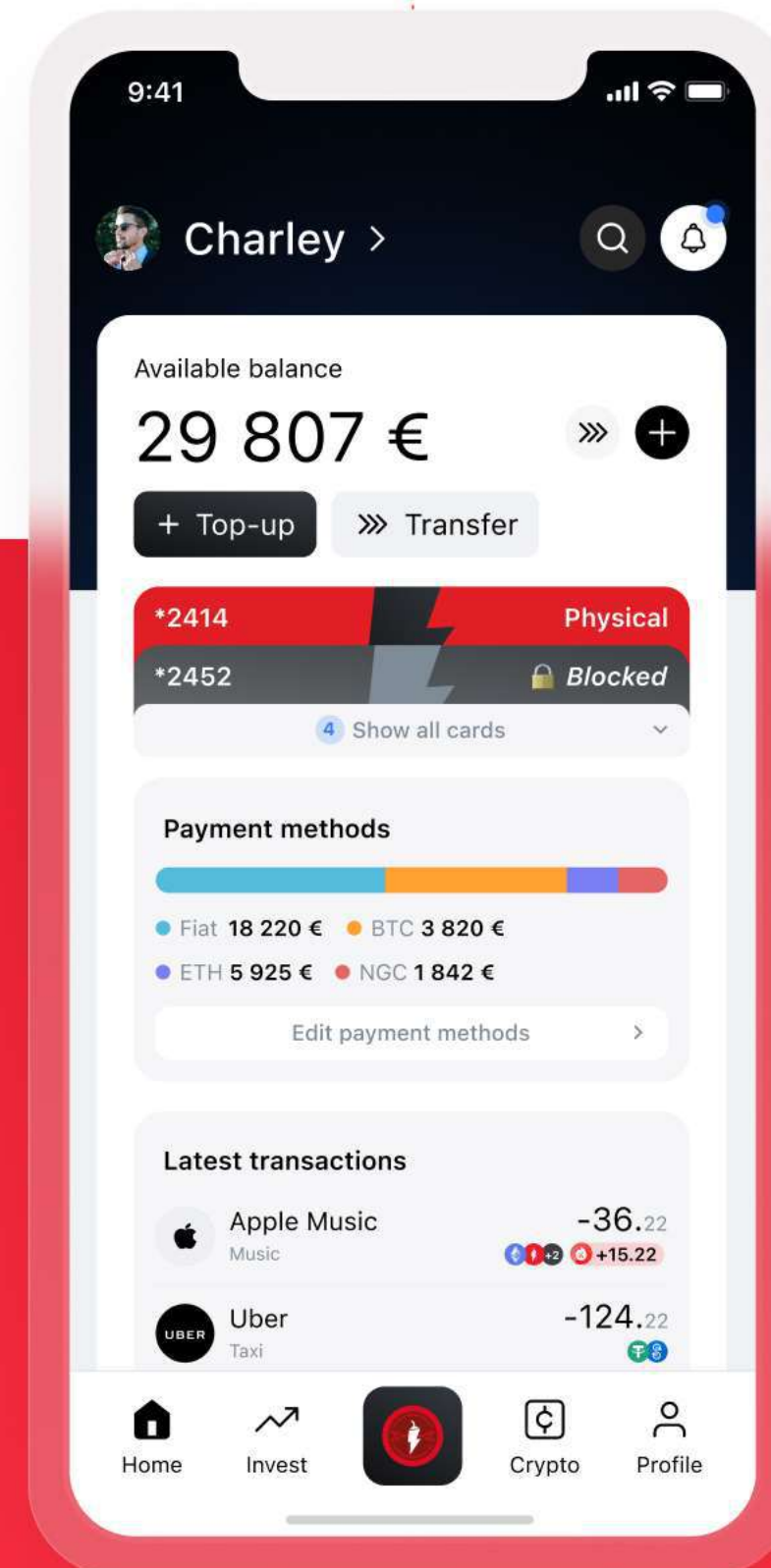
NAGA Trader – Investing

Regulated Broker offering over 1,000 assets to over 1 million users



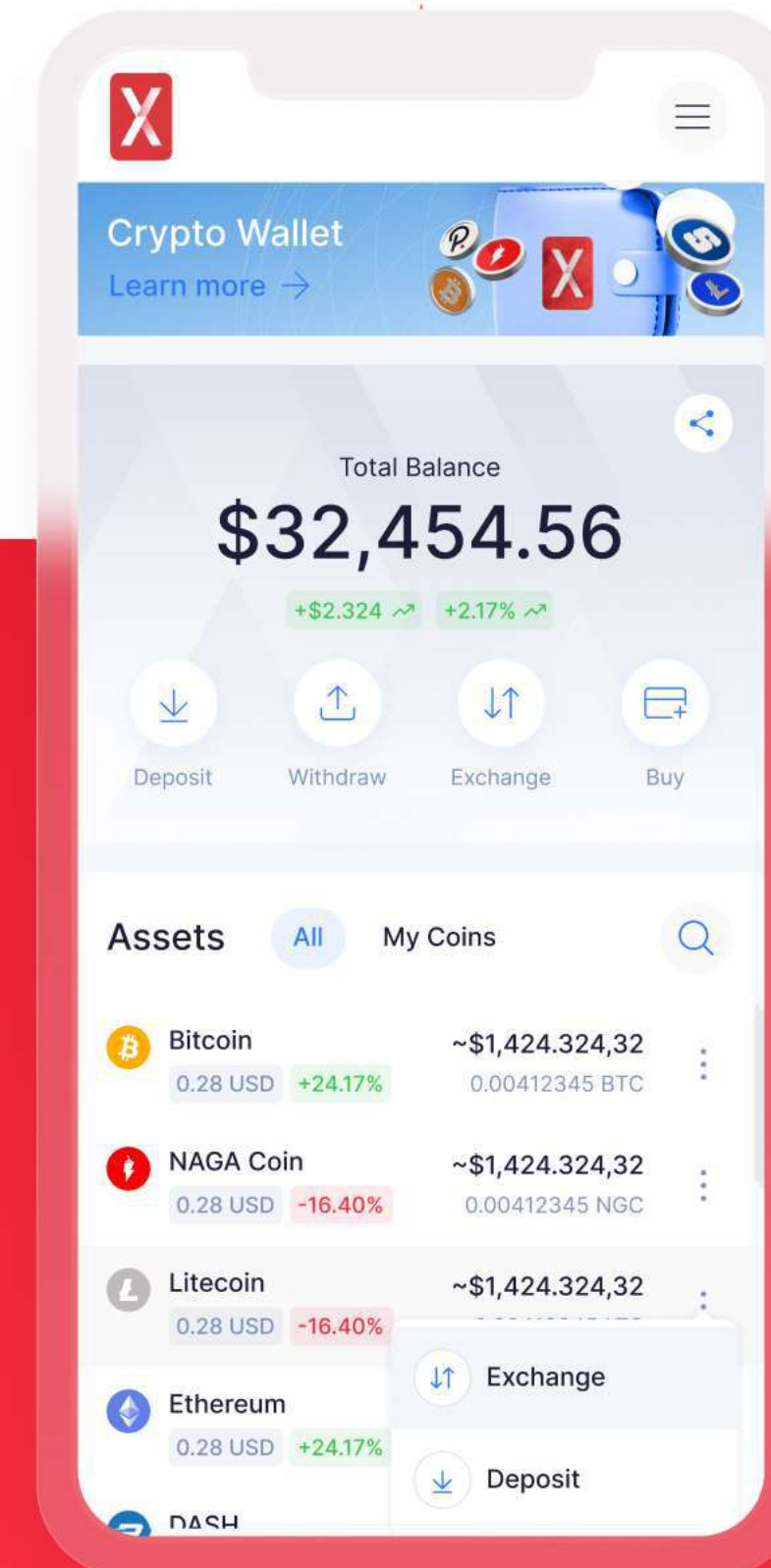
NAGA Pay

EU and UK regulated Neo-Banking app offering payments, trading and crypto in one app



NAGAX

A regulated crypto platform offering wallets, trading, staking and copy trading across the most popular digital currencies









Peer Group Analysis 2023

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PEER GROUP ANALYSIS

As of 08.02.2023

Asset	Type	Share price 08.02.2023	Valuation 08.02.2023	YTD Change
 NAGA	Broker/Crypto	EUR 2.29	EUR 125M	+115%
 flatex	Broker	EUR 8.29	EUR 900M	+24%
 coinbase	Crypto	EUR 65.47	EUR 11.1B	+17%
 robinhood	Broker/Crypto	EUR 9.94	EUR 9.94	+34%
 Nasdaq	Index	12.115		+16%
 bitcoin	Lead Crypto	23.100		+39%



Highlights Year-to-Date

- Naga Group share YTD +115%, crossed EUR 2 and EUR 125 million market cap
- Profitable start year to date with close to EUR 6 million in prelim revenue and expenses of 4.5 million, an improvement of over 55% compared EUR 10.3 million expenses in 2022 in the same period
- Growth of new depositors remains elevated, despite decrease in marketing expenses
- Active users at new alltime high
- Gross customer deposits are at a 12 months high
- NAGA Pay shows constant growth in users and income
- NAGA hired a new Head of HR *Nakis Theocharides* with vast experience in the field of HR



Research & Target Update

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RESEARCH & TARGET UPDATE



GBC Research FactSheet - The NAGA Group AG



The NAGA Group AG^{5a,11}

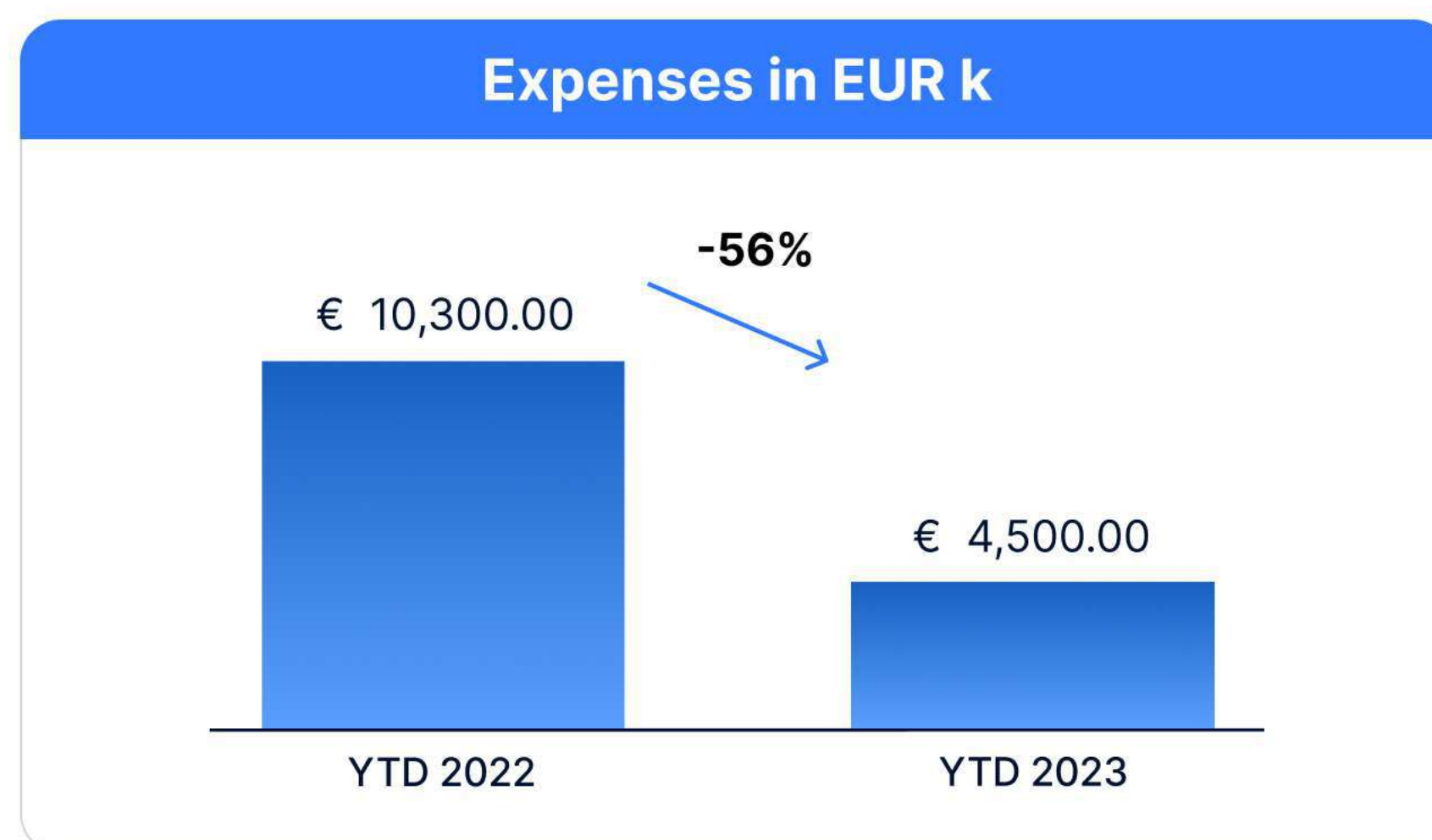
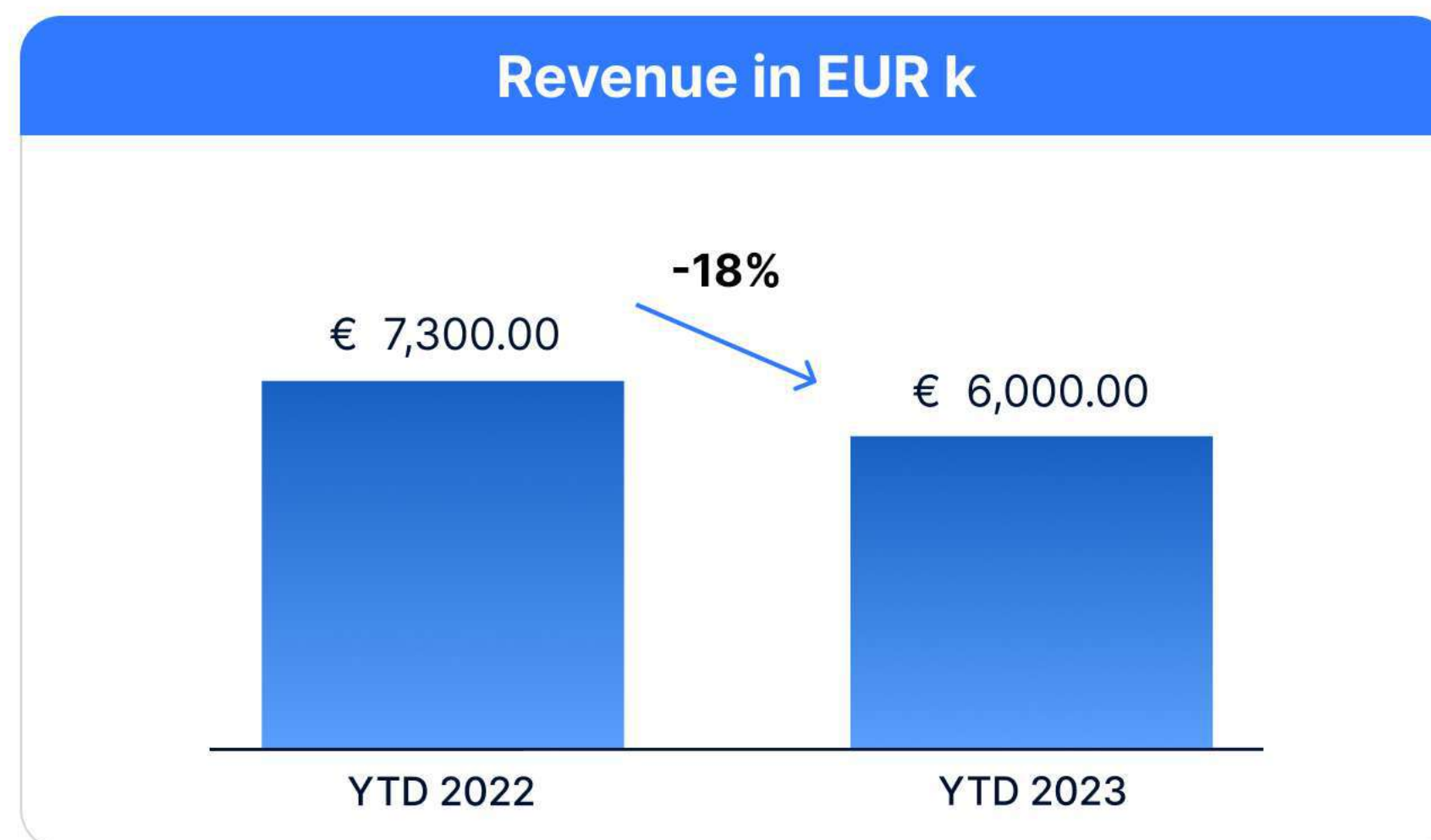
<p>Rating: BUY Target price: EUR 3.60 (previously: EUR 12.75)</p> <p>Current price: 1.84 02.02.23 / XETRA / 09:22 am Currency: EUR</p> <p>Key data:</p> <p>ISIN: DE000A161NR7 WKN: A161NR Stock exchange symbol: N4G Number of shares⁹: 54.05 Marketcap⁹: 99.45</p>	<p>Branch: FinTech</p> <p>Focus: Social trading and investments in financial instruments, crypto currencies and virtual goods</p> <p>Employees: 174</p> <p>Year of foundation: 2015</p> <p>Head office: Hamburg</p> <p>Board of Directors: Benjamin Blaski, Andreas Luecke, Michalis Mylonas</p>	
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- In the recent weeks, SMC Research and GBC AG have published their updates research studies
- Acknowledging NAGAs shift to profitability
- BUY rating with EUR 3.40 and EUR 3.60 price targets
- Studies can be downloaded in the „Research and Coverage“ section
- You can view the research on our group website under „Research Coverage“



Group performance: Prelim YTD 2023 vs YTD 2022

GROUP PERFORMANCE:
FIRST 40 DAYS OF 2023 VS 2022

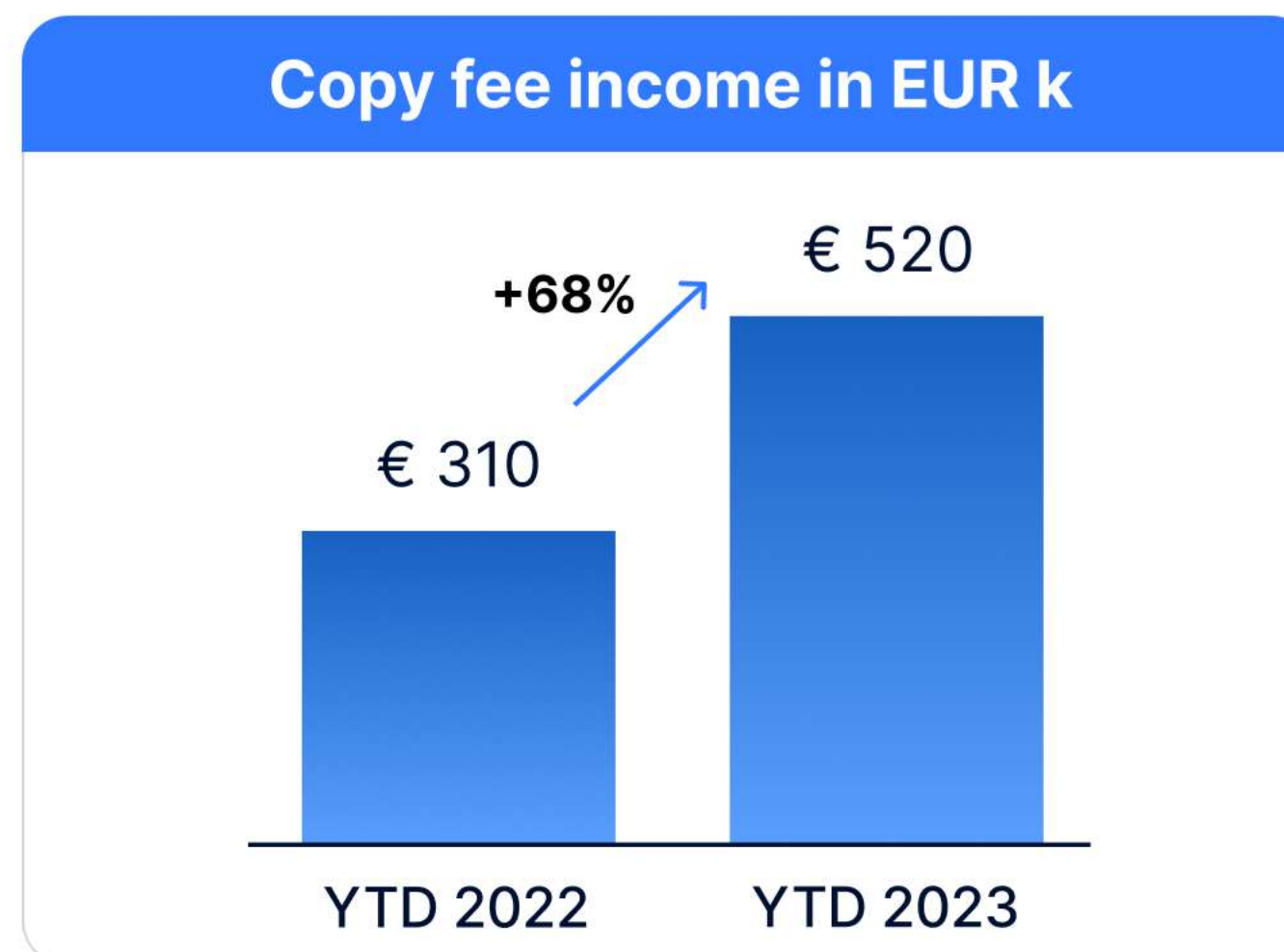


- Significantly improved profitability
- Revenue YTD 2023 mainly from low leverage client base
- Overall group expenses YTD have been decreased significantly
- New approach allows efficient build up of further revenue
- Promising profitability profile for the start of the year achieved



Group performance: First 40 days of 2023 vs 2022

GROUP PERFORMANCE:
FIRST 40 DAYS OF 2023 VS 2022

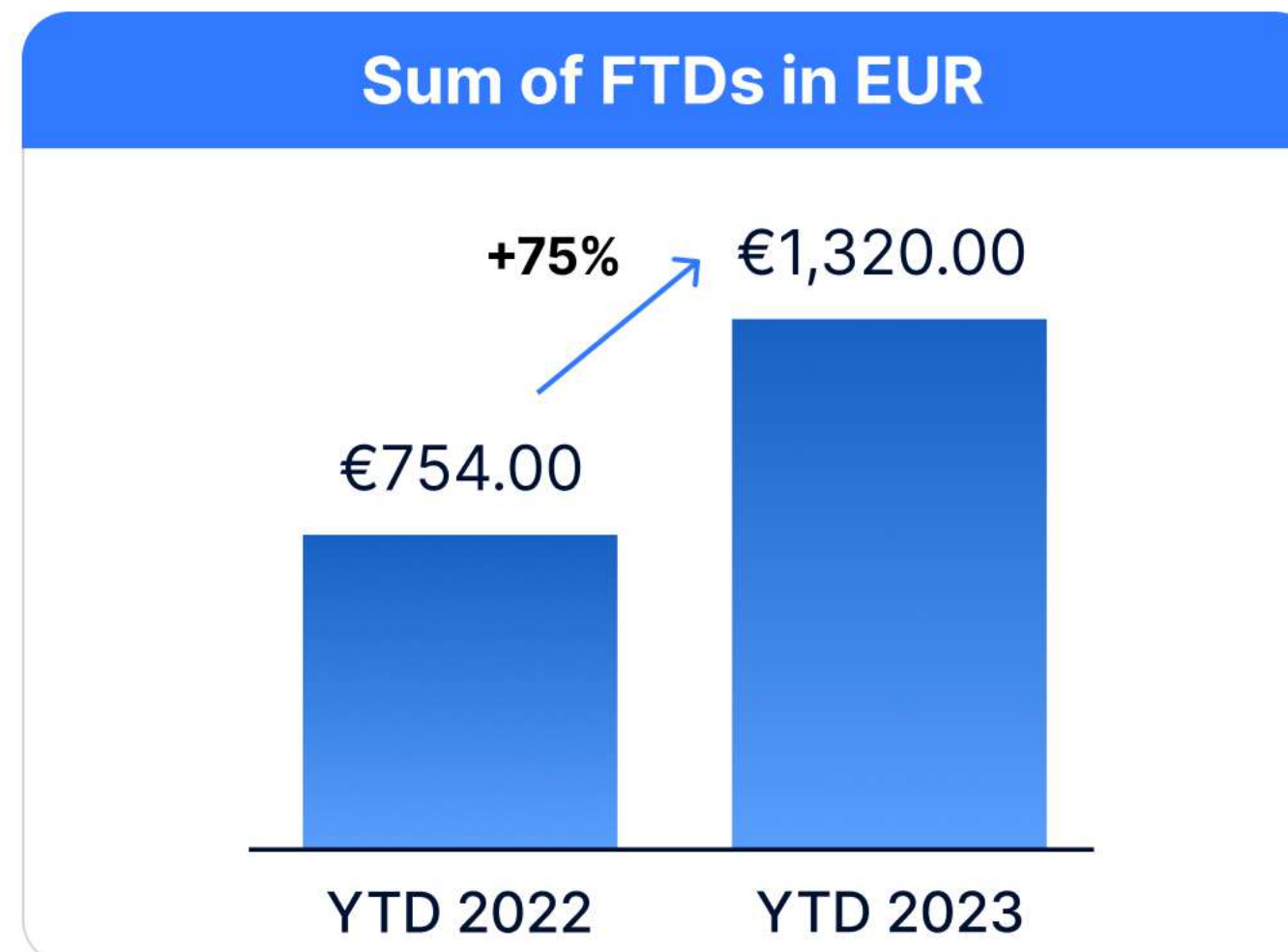
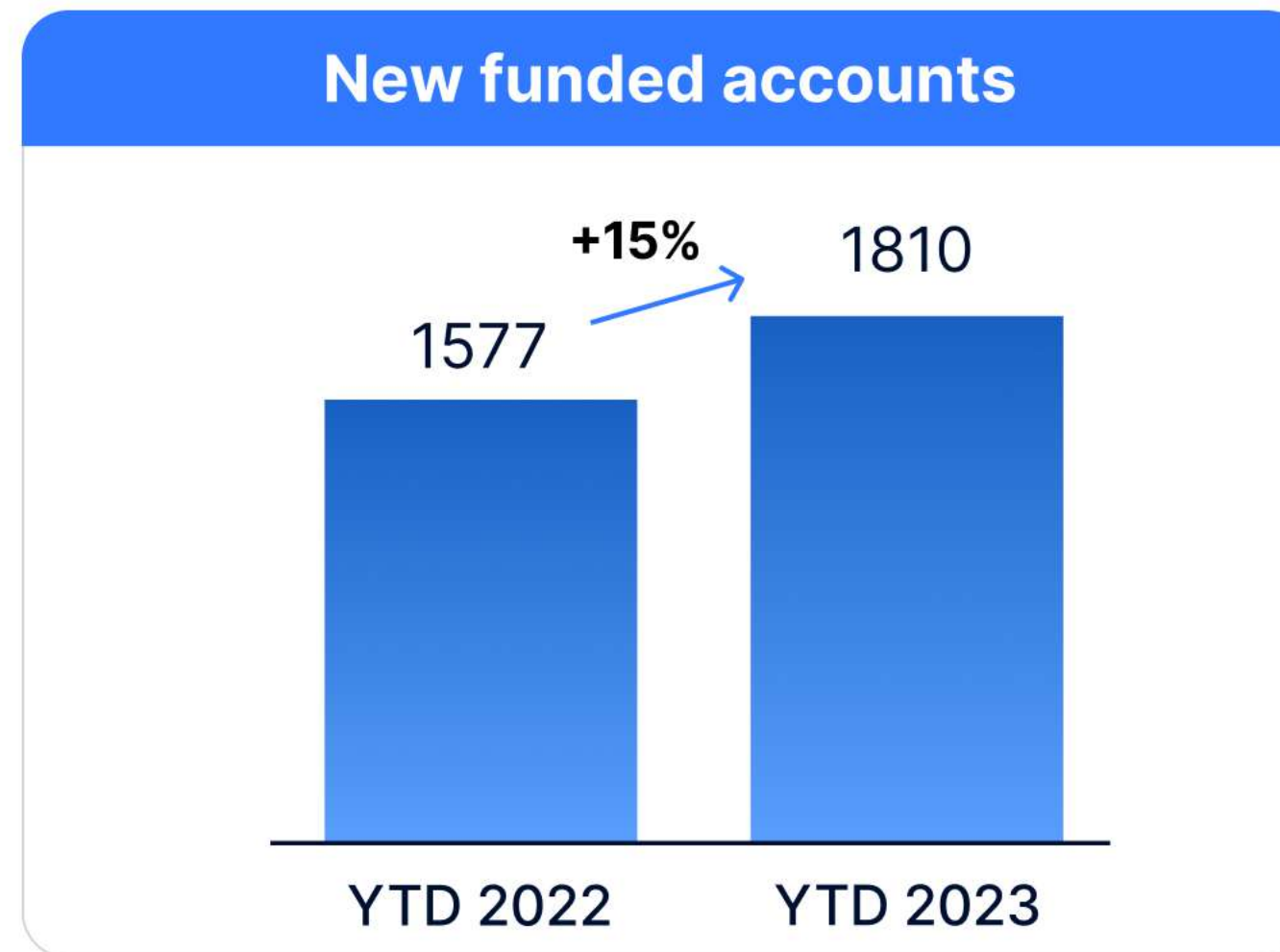
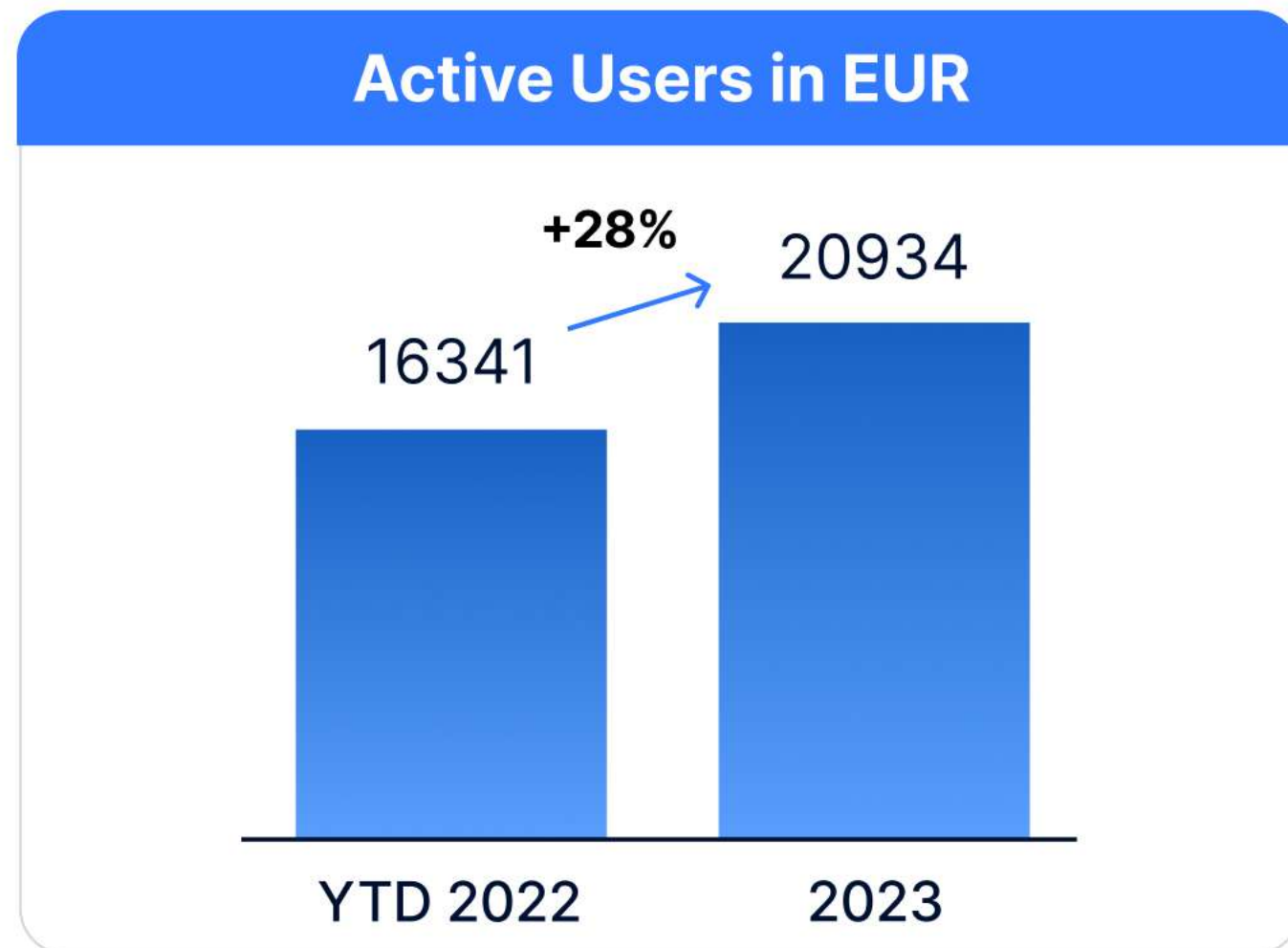


- More than 50% of all transactions are copy traded
- Copy fee income at all time high
- Transactions YoY over 28% up
- Cost per account down by 65%



Group performance: First 40 days of 2023 vs 2022

GROUP PERFORMANCE:
FIRST 40 DAYS OF 2023 VS 2022

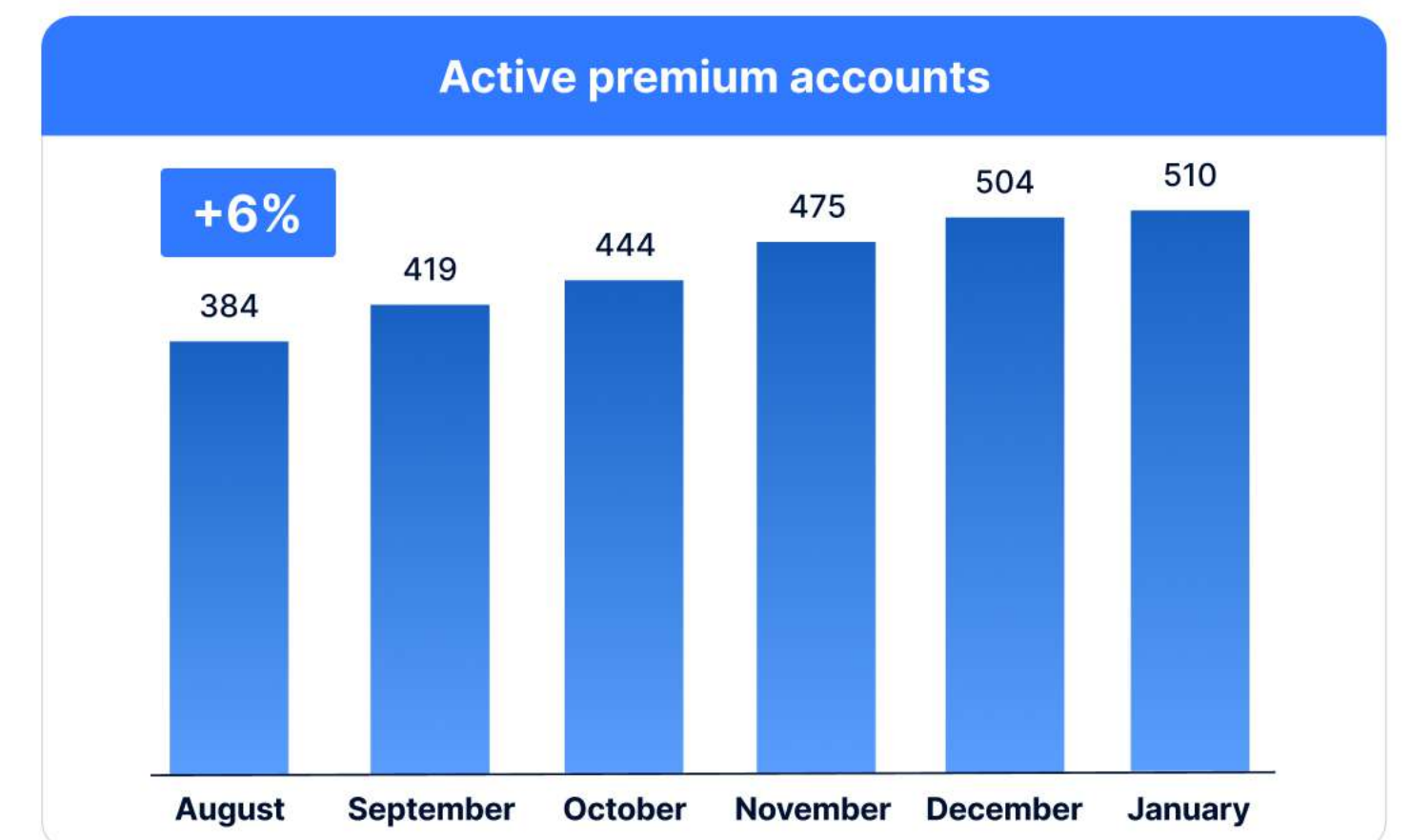
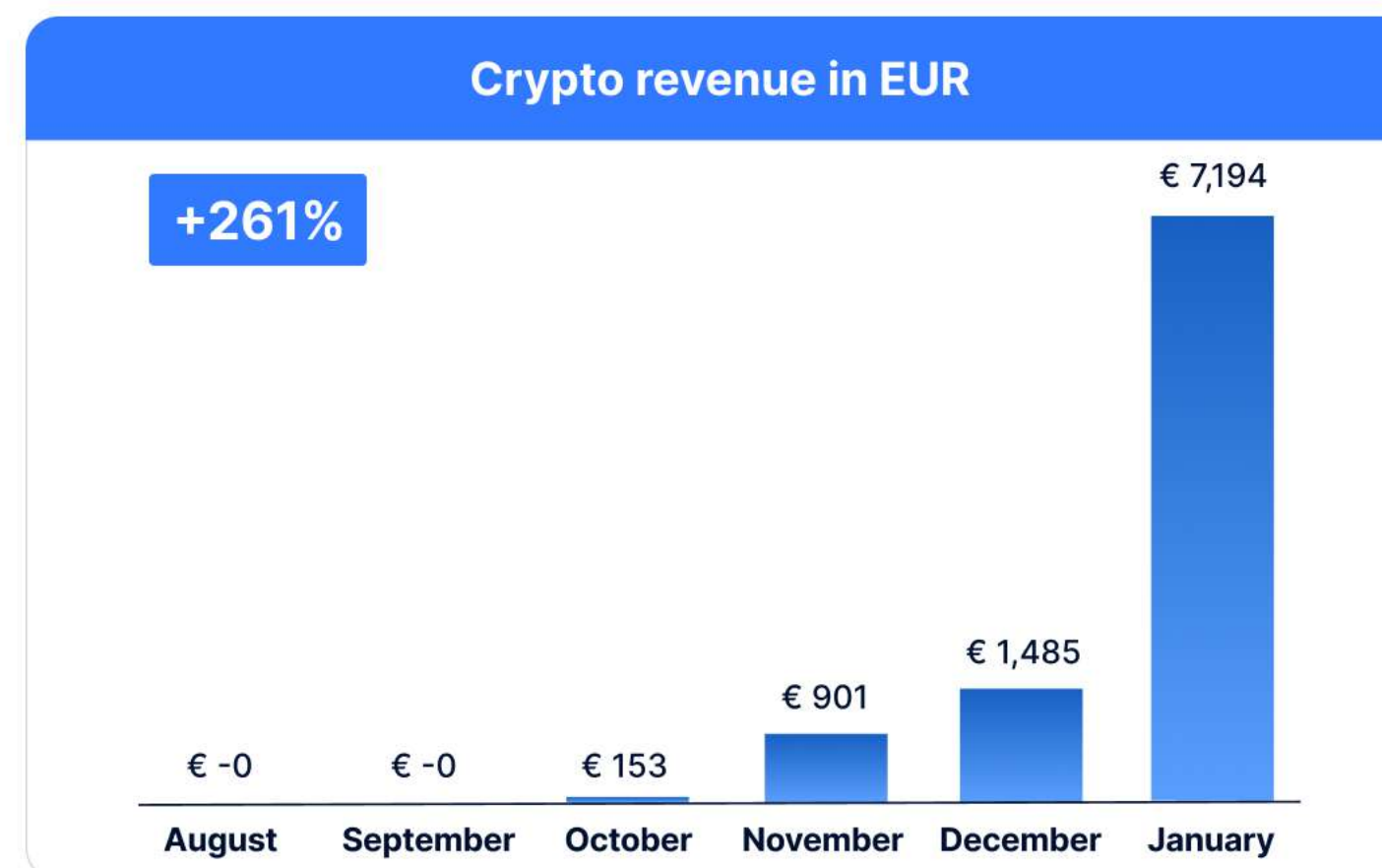
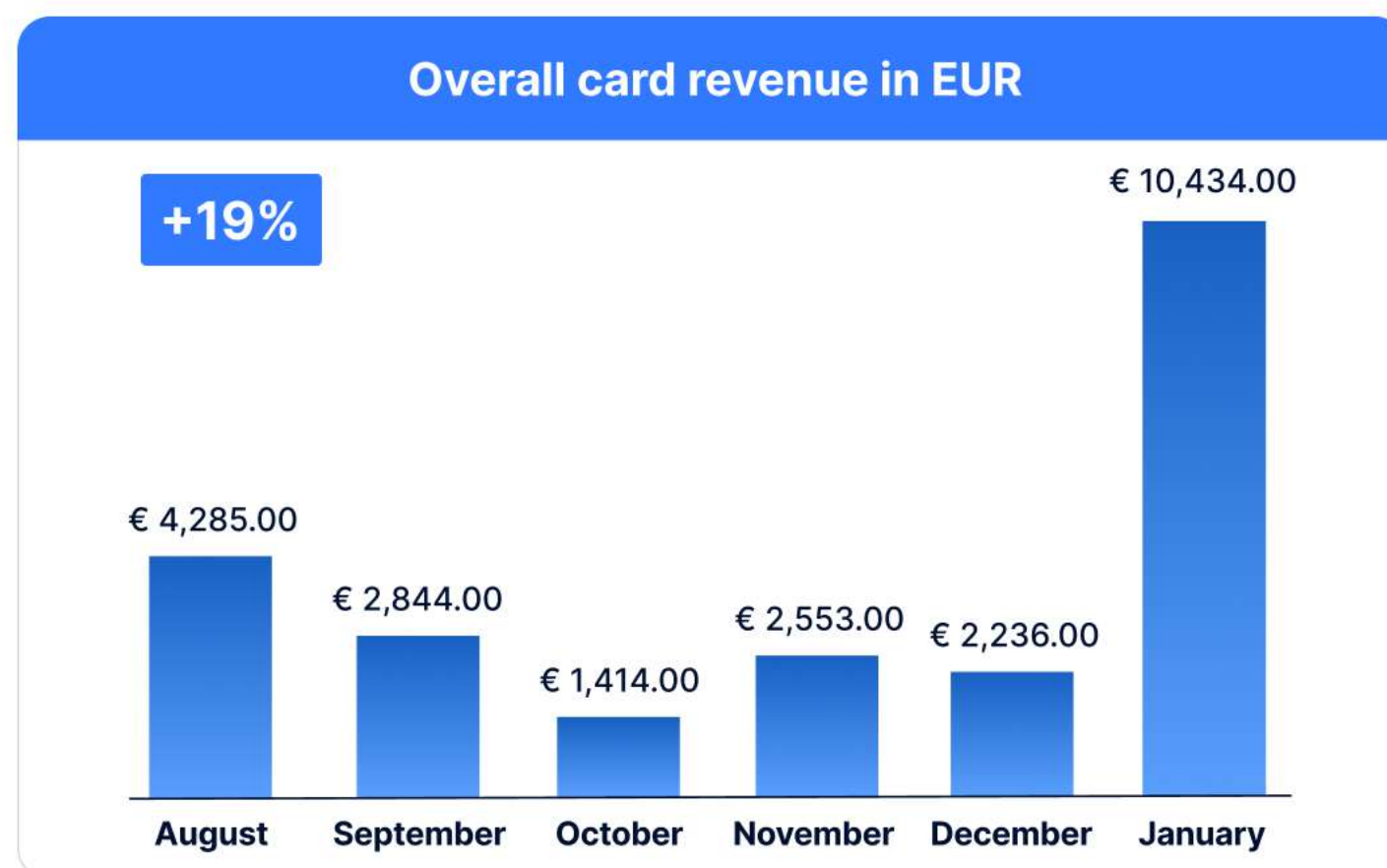
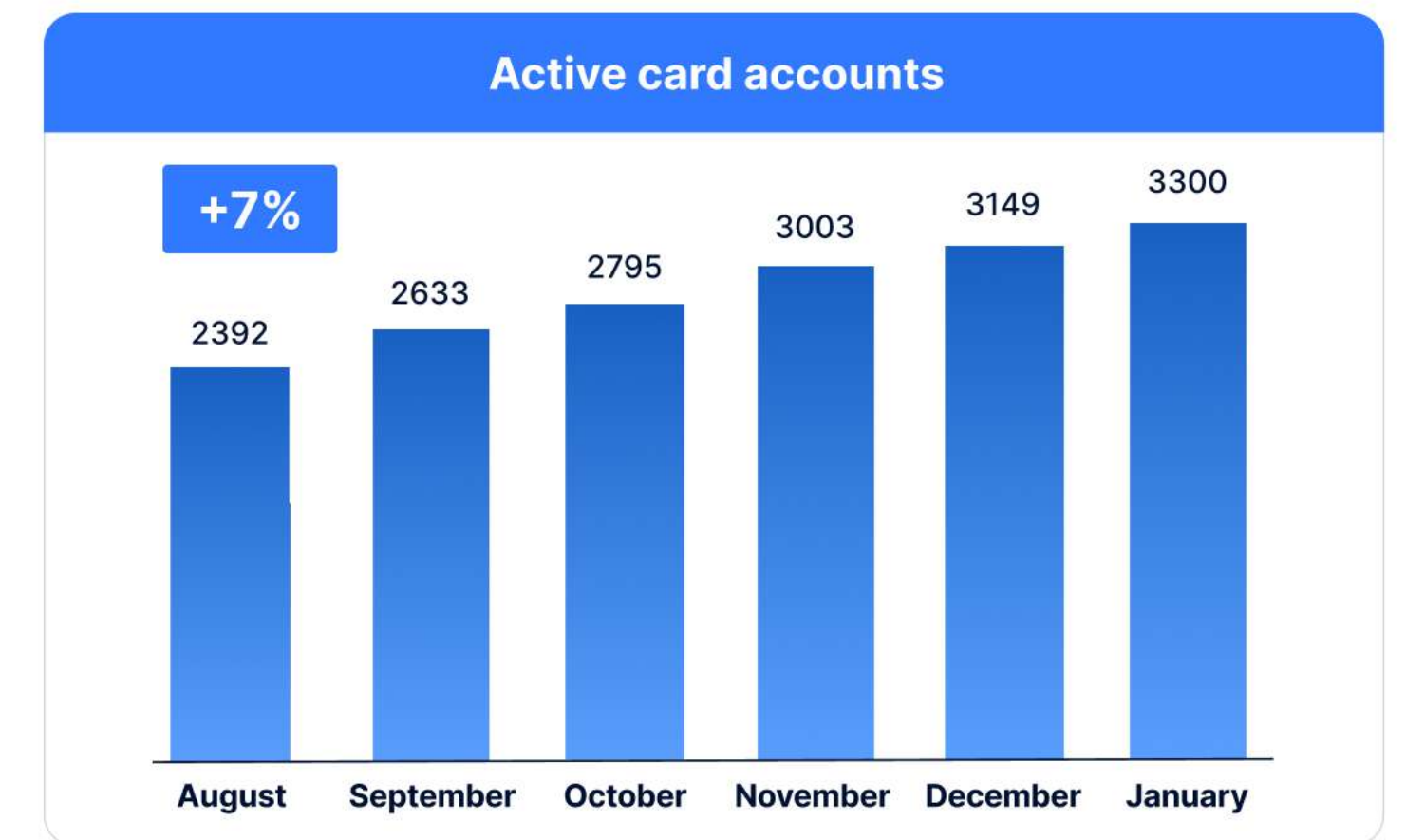
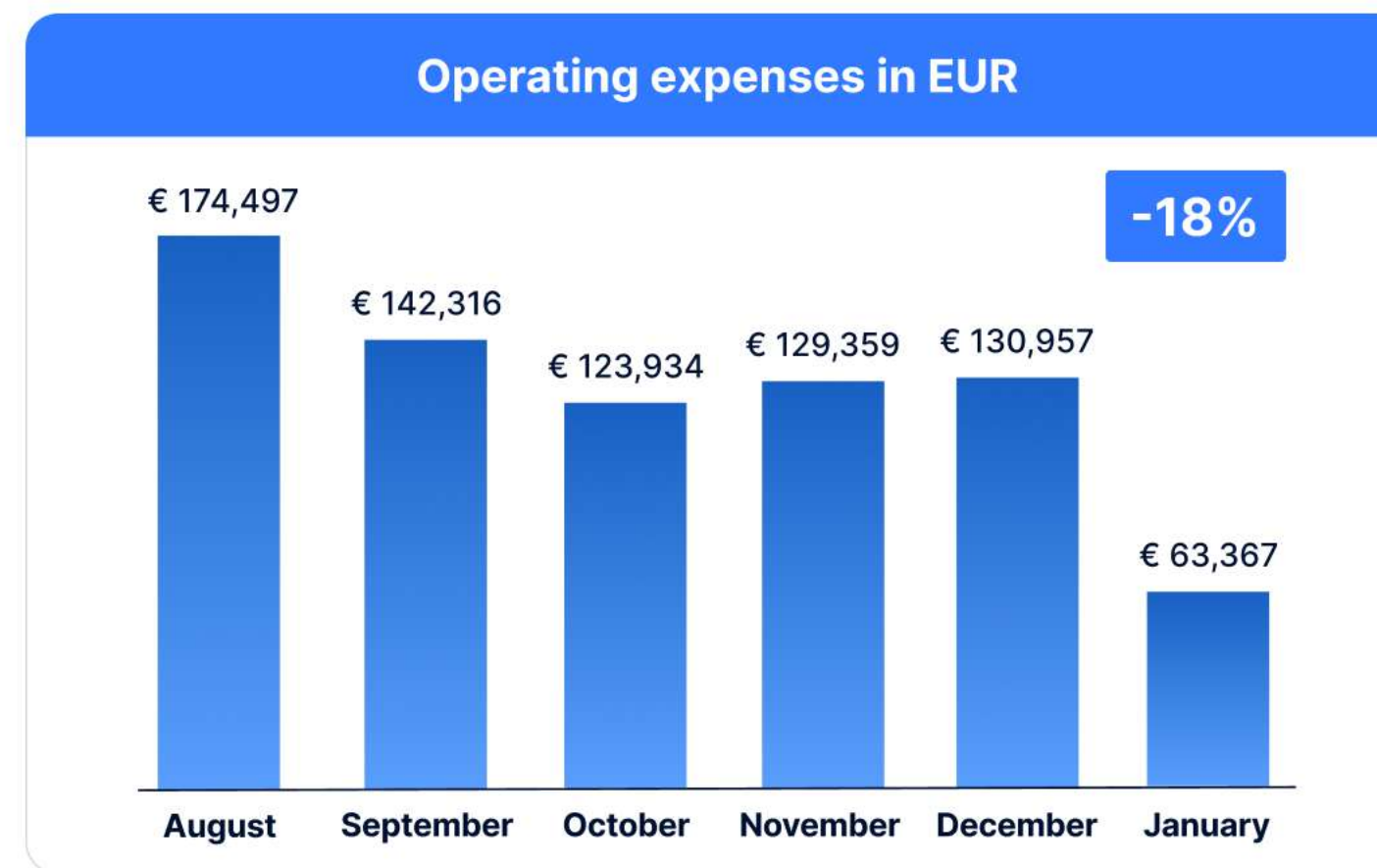
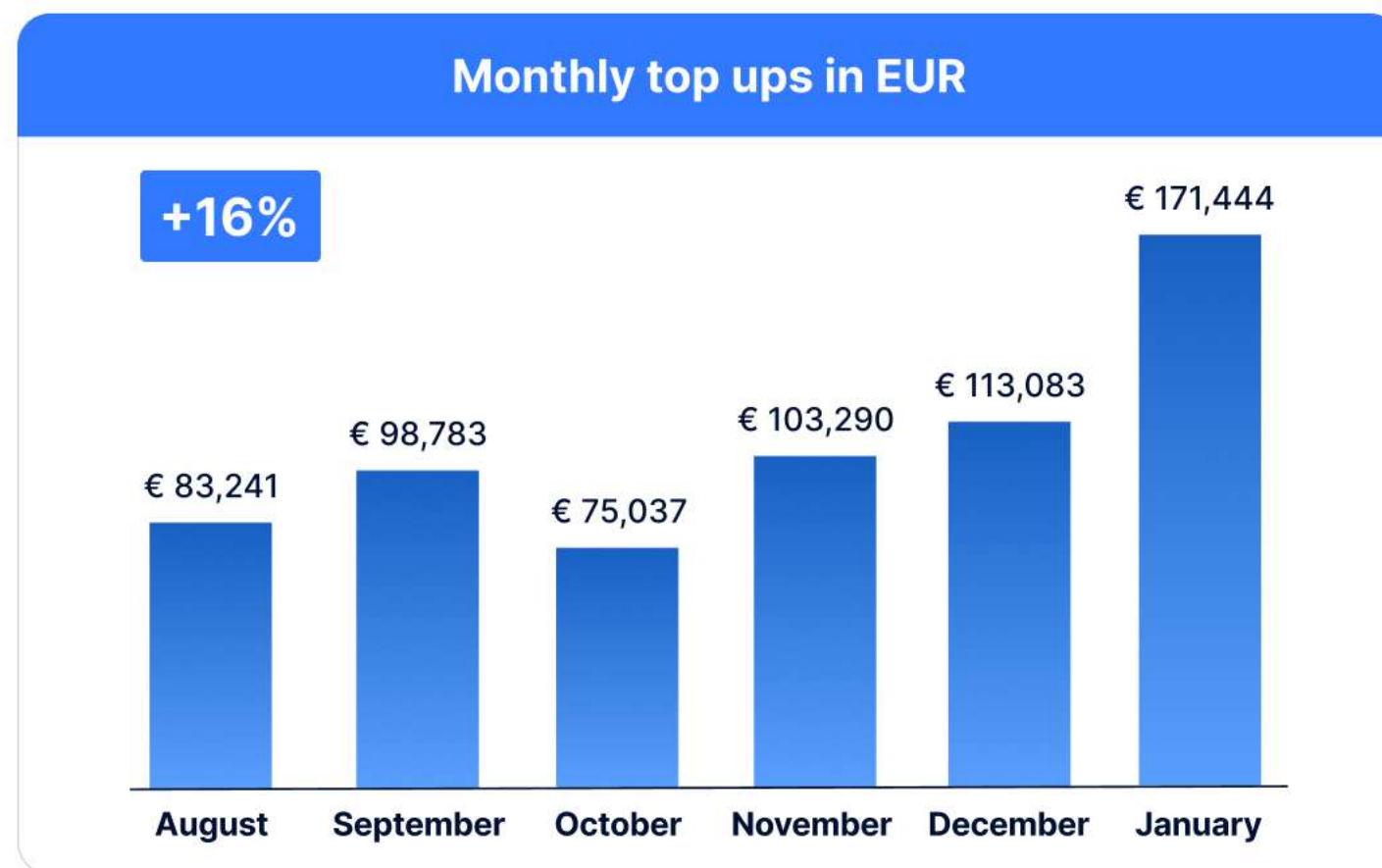


- Growth of new customers up by **15%**
- Active accounts at all time high
- Trader value constantly increasing whilst acquisition economics improve
- Average deposit size increased by **75%** per account



NAGA Pay Insight of the last six months

NAGA PAY INSIGHT OF THE LAST SIX MONTHS



Notes: Avg: Cost per active account: 170 Euro, Conversion Install to Card: 28%. Average marketing budget last 6 months: 38,000 Euro



Outlook for the next weeks

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- **Full focus** on expansion, NAGA Capital (Regulated Seychelles license) to go live in February
- Expansion into new markets in GCC and South America
- Steady improvements of digital marketing engine and analytics for better understanding
- Expecting the crypto license by Cypriot Regulator in the upcoming weeks
- Several key hirings on business development in flight