

Endbright

A PART OF EQUAL EQUITY



25,000 couples marry every year, many more become cohabitants.

50% of all marriages end in divorce, and about 200,000 individuals separate annually in Sweden.

Many fail to manage financial & legal protection for their families and relationships in a correct and timely manner.

ENDBRIGHT SEES THE POTENTIAL



UNIQUE ONE-STOP-SHOP FOR RELATION & DIVORCE

Protection & counseling throughout a relationship or marriage

- Proactive and preventive counseling when a relationship begins and evolves through various life events
- Specialized advice and protection in the event of separation or divorce, as well as support for rebuilding everyday life, health and finances
- Digi-physical and fully digital services in law, finance and well-being



OVERVIEW SERVICES

Services/counseling for well-being, financial and legal protection during relationship and/or divorce

RELATIONSHIP PROTECTION

FOR CONSUMERS & COMPANIES

- Subscription service with annual review of primarily financial and legal prerequisites
- Under separate brand and/or white label

RELATIONSHIP INSURANCE

FOR CONSUMERS & COMPANIES

- Relationship protection plus monetary compensation in case of divorce/separation
- Under separate brand and/or white label

COUNSELING SERVICES

FOR CONSUMERS

- Need-based purchases in connection with starting a relationship and/or divorce or separation
- Under the Endbright brand

SHARED DIGITAL SERVICE PLATFORM

GOOD START TO RELATIONSHIP = BETTER PRE-CONDITIONS

More equal & transparent relationship - better pre-conditions if divorce

SAFEGUARD RELATIONSHIP

Create security in connection with marriage, cohabitation, expansion of the family or changed financial circumstances

SOUNDER DIVORCE

Create conditions for fair divorce/ separation for both parties and for the children - where all perspectives are taken into account and at a reasonable cost

NEW BEGINNINGS

Create financial, social and practical conditions for a new life and possibly co-parenting/ new family constellations

Est. life cycle for Endbright services

0 - approx 12 yrs

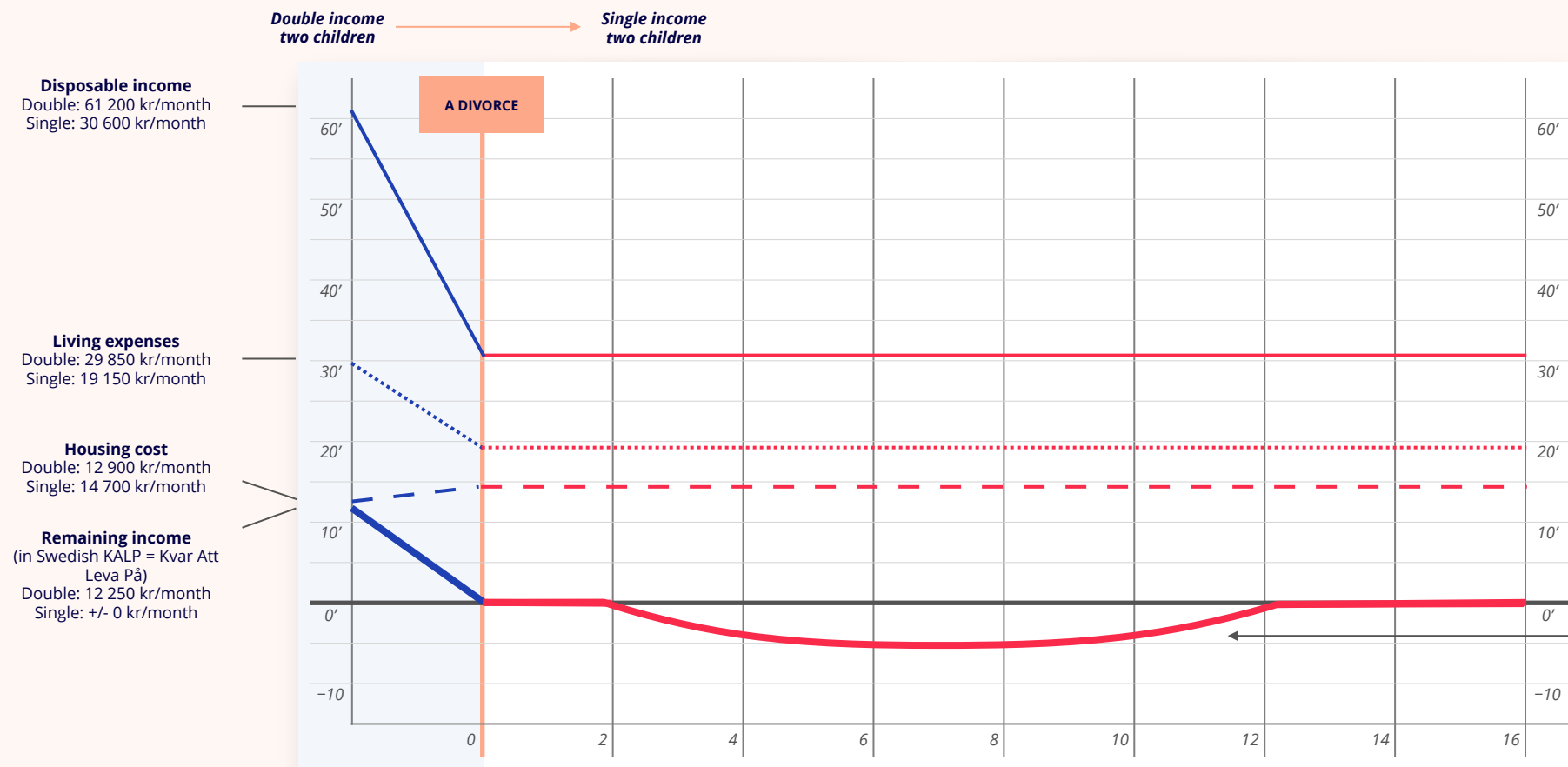
Ca 1-1.5 yrs

+10 yrs

Average length of marriage is approx 12 yrs in Sweden

EXPENSES - DIVORCE

Significantly increased overheads for single households in connection with divorce, resulting in negative "remaining income" (KALP)



Basis/Facts:

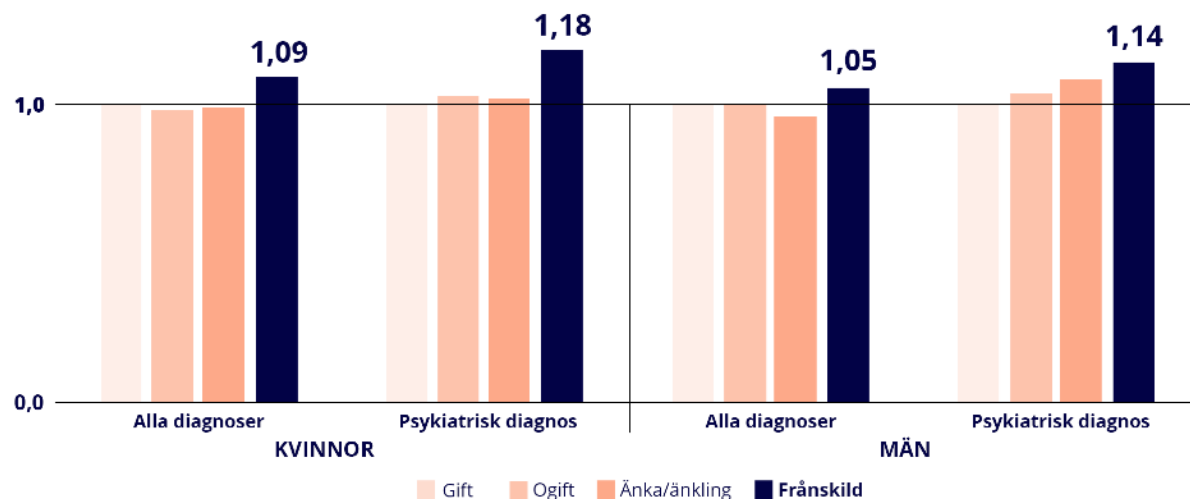
- Housing costs: Mortgage: 80% of the housing value for a detached house or an apartment of 75 square meters. National average. Interest: 4.5%. Interest deduction: 30%. Amortization: 2%. Brf fee: SEK 3 500 per month. Fee based on the Financial Supervisory Authority's standard values.
- Living expenses: Food, individual and joint expenses for two adults and two children, resp. One adult and two children part-time.
- All items are after tax and based on data from Statistics Sweden and the Swedish Consumer Agency (2023).

Expenses divorce

- Legal, financial & well-being advice approx. SEK 40,000 direct cost, equivalent to approx. SEK 3,000/month for approx. 6-12 months.
- Moving/adjustment costs approx. SEK 20,000 direct cost, corresponding to approx. SEK 2,000 over 6-12 months.

DIVORCE AFFECTS BOTTOM LINES

Hidden problem affecting profitability, efficiency and psychological safety in the workplace



Divorced individuals run a **15-20% higher** risk of sick leave, primarily within the psychiatric diagnosis group

Psychiatric diagnosis accounts for half of all sick leave = approx. **SEK 30 billion**

SICK LEAVE COSTS

+ SEK 100,000/employee in lost productivity

RISK OF MENTAL ILLNESS

Increased risk 2 years before to 5 years after divorce

HIDDEN "SICKNESS PRESENCE"

90% are negatively affected in their work efficiency

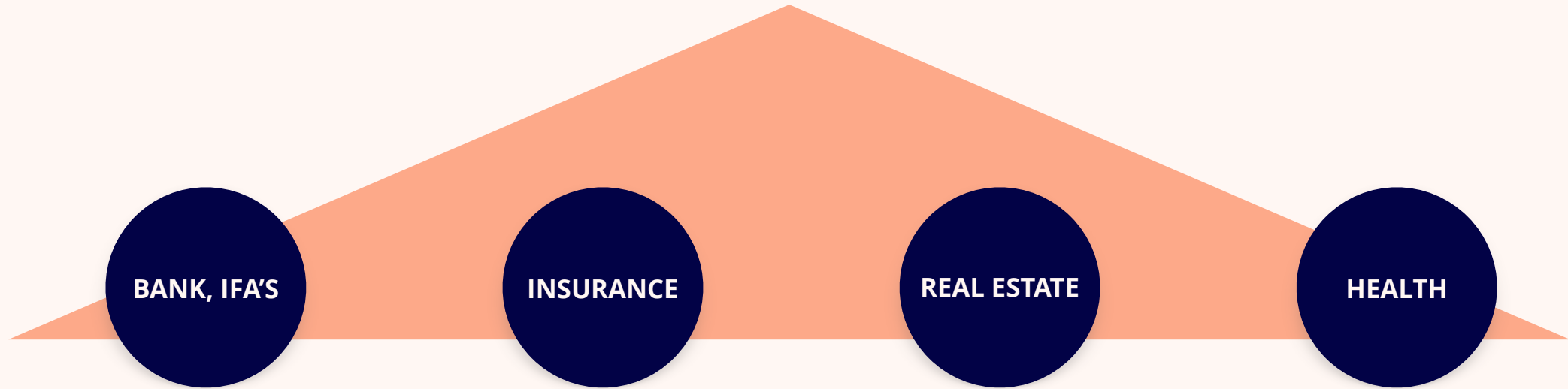
ENDBRIGHT'S SERVICE PLATFORM


All services - **Relationship protection, Relationship insurance and Counseling services** - are handled through Endbright's service platform for digital services and digi-physical counseling.



CUSTOMER INFLOW

Two individuals with a need for solutions are channeled through Endbright, which provides opportunities for partner collaborations



Swedbank 



MaxM

TRYGG  HANSA

Nordea

Erik Olsson

SEB

 benify

Sparbanken Syd

 howden

 Söderberg
& Partners

ÅLANDSBANKEN

 Länsförsäkringar
Skåne

 spp

skandia:

USP: ENDBRIGHT IS "END-TO-END"

Endbright is a unique concept

- No direct competitors with as comprehensive offer in SE/EU
- Similar services for divorce exist in the US, but none that take a holistic approach to the relationship-cycle
- Private Banking develops and grows, has effects on "ordinary" banking customers and their demand for services
- Personal finance increasingly complex; Financial ERP/ OFA's are needed to a greater extent for private finances

	ENDBRIGHT	Company healthcare	Law firms	Therapy	Bank/IFA	Real estate
Family law	✓		✓			
Legal agreements	✓		✓			
Digital services	✓					
Mental health	✓	✓		✓		
Financial advice	✓		✓		✓	
Child/parent counseling	✓			✓		
Real estate & mortgage	✓				✓	✓
Work life coaching	✓	✓		✓		
Facts	✓	✓	✓	✓	✓	✓

SOCIAL SUSTAINABILITY

- Acts as a spokespersons for separation & divorce from a societal perspective
- Active lobbying towards political parties, government organisations, trade unions and employers' organisations
- Participant in a round table discussion on changes to the law in property division with the Ministry of Justice and Minister of Justice Gunnar Strömmer
- Annual report on the state of divorce & separation in Sweden - "Endbright Report"



Governmental advisors 2024



European representatives for famtech.org



Collaboration with Malmö University

CHARLOTTE LJUNG, FOUNDER & CEO

*"Endbright is the service I had wanted when I got divorced.
It didn't exist, so I created it."*

Charlotte Ljung

- Former CEO, creative director & concept developer
- Appointed consultant/ advisor in retail, hospitality and marketing strategy
- Active in various boards and advisories
- Spokesperson in matters of divorce, separation & single parenthood. Appointed TED-Talk speaker (Stockholm School of Economics) in spring 2024
- 4th generation of the international bed and furniture company DUX

TED^xSSE



MANAGEMENT



Charlotte Ljung
Founder & CEO
(DUX, The DUXIANA)



Bo Erlandsson
CFO
(Selecta, Qeep Group)



Hanna Elfvin
CMO
(KAN, Creuna)
Owner/investor Endbright



Cecilia Gustafsson
Sales & customer service
(Allbry)



To be recruited
CTO



Colin Eriksson
System developer

CONSULTANTS

PA Prabert
Insurance advisor

Johan Jonsson
UX/UI-designer
(Ikea, UsTwo)

My Persson
Front-end developer

Emely Crona Stenberg
PR & media
(Aller Media, Heja Livet)

BOARD OF DIRECTORS



Jonas Vig
Chairman of the board since 2023
Jonas Vig (1981) CEO Min Doktor,
founder Bambuser



Joo Sundström
Member since 2023
Joo Sundström (1986) founder &
owner Vera Invest
Owner/investor Endbright



Joel Eklund
Member since 2020
Joel Eklund (1980) investor, owner &
chairman TePe
Owner/investor Endbright



Charlotte Ljung
CEO & founder since 2019
Charlotte Ljung (1980) Business executive,
former CEO DUX and board member
Owner/investor Endbright

SENIOR ADVISOR

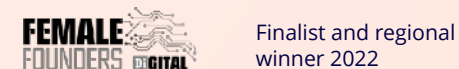


Jonas Persson since 2022
Senior Advisor EQT & FAM,
former CEO Microsoft Sweden
Owner/investor Endbright

PRESS & MEDIA



AWARDS

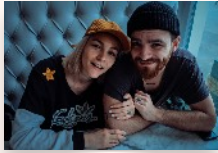


CUSTOMER JOURNEY

The background features a series of overlapping, wavy, horizontal bands in shades of purple, brown, and orange, creating a soft, abstract landscape effect.

CUSTOMER CHALLENGES

SINGEL & FUTURE PARTNERS



Firas, 27: No kids, rental property, Social care-taker, SEK 30,500/mo
Anna, 25: No children, rental property, Student, student loan SEK 10,500/mo

YOUNG PARTNERS



Oskar, 28, cohabiting with **Axel**, 27: No kids, rental property Communicator, SEK 35,000/mo Project Manager, SEK 37,000/mo

PARTNERS + SMALL CHILDREN



Alicia, 33, living with **Oliver**, 35: One baby, terraced house Teacher, SEK 32,000/mo Product Manager, SEK 43,000/mo

MARRIED + SCHOOL KIDS



Lina, 39, married to **Per**, 42: Two school kids, newly built villa Controller, SEK 47,000/mo Self-employed, SEK 50,000/mo

DIVORCED & FUTURE PARTNER + STEPCHILDREN



Christian, 45, divorced: Two school kids, condominium Electrician, SEK 37,000/mo
Lisa, 36, future partner: No children, condominium, Council official, SEK 43,000/mo

DURING DIVORCE



Jessica, 43, during divorce from **Anders**, 45: Villa, two school kids Hairdresser, SEK 31,500/mo Sales Associate, SEK 44,000/mo

SENIOR MARRIED COUPLE, SECOND MARRIAGE



Lindita, 53, divorced, now married to **Bengt**, 65, also divorced: Terraced house, two or three adult kids Nurse, SEK 27,000/mo Pensioner, SEK 32,000/mo

"Don't want to talk about finances before we've even lived together."

"How can we have a joint financials, when we don't have joint children?" Is it even possible?"

"I know we should have a cohabitation agreement, but I don't dare to mention it."

"Even if we wanted to, we can't afford to split up, not with a newly built house."

"How does it work if I want to buy into his apartment?"

"Is the pension not included in the property division? I had no idea."

"I had to turn to the council after my divorce, it felt so shameful."

"What should one think about when moving in together?"

"I should probably talk to a lawyer, but it's expensive and seems complicated."

"I want us to have better mutual control, for my own sake and our child's sake."

"I have been at home with the children, my pension will be much lower."

"Should his child support burden our joint finances?"

"Can I get new mortgages now that I'm single?"

"We can't afford to move if we were to divorce."

"Will we have joint financials automatically when we move in together?"

"Do we need to have a cohabitation agreement?"

"He knows a lot more about finances than I do, so he's the one who takes care of that..."

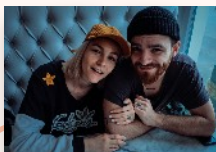
"We will not part, I know that. So we won't write prenup. So unromantic."

"Do we really have to have a joint financials?"

"I need legal help but I feel unsure of how to proceed."

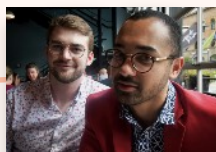
"How do I protect my inheritance if something were to happen to me? Will the children get it?"

SINGEL & FUTURE PARTNERS



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SKILD & FUTURE PARTNER + STEPCHILDREN



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DURING DIVORCE



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OLDER MARRIED COUPLE, SECOND MARRIAGE



Lindita, 53, divorced, now married to **Bengt**, 65, also divorced: Terraced house, two or three adult kids Nurse, SEK 27,000/mo Pensioner, SEK 32,000/mo

CUSTOMER LIFE CYCLE

- Start saving
- Schooled in sound economics

- Income & expenses
- Securing insurance policies
- Start pension savings
- Get into savings routines
- Cohabitation agreement
- Future mortgage

- Income & expenses
- Securing insurance policies
- Review pension during parental leave/part-time
- Child protection
- Mortgage
- Saving routines
- Cohabitation agreement

- Income & expenses
- Securing insurance policies
- Review pension during parental leave/part-time
- Child protection
- Accounts/cards for kids
- Transfer/change mortgage
- Saving routines
- Prenuptial agreement
- Testament

- Income & expenses
- Maintain special litter
- Securing insurance policies
- Joint economy vs shared
- Transfer/change mortgage
- Saving routines
- Cohabitation agreement
- Testament

- New accommodation
- New mortgages, car loans
- New accounts and savings solutions
- Change in pension savings
- New insurances
- Alimony & child support
- Help with personal finances
- Property division agreement
- Will and inheritance

- Income & expenses
- Securing insurance policies
- Transfer/change mortgage
- Pension
- Prenuptial agreement
- Will and inheritance

RELATIONSHIP & FAMILY PROTECTION

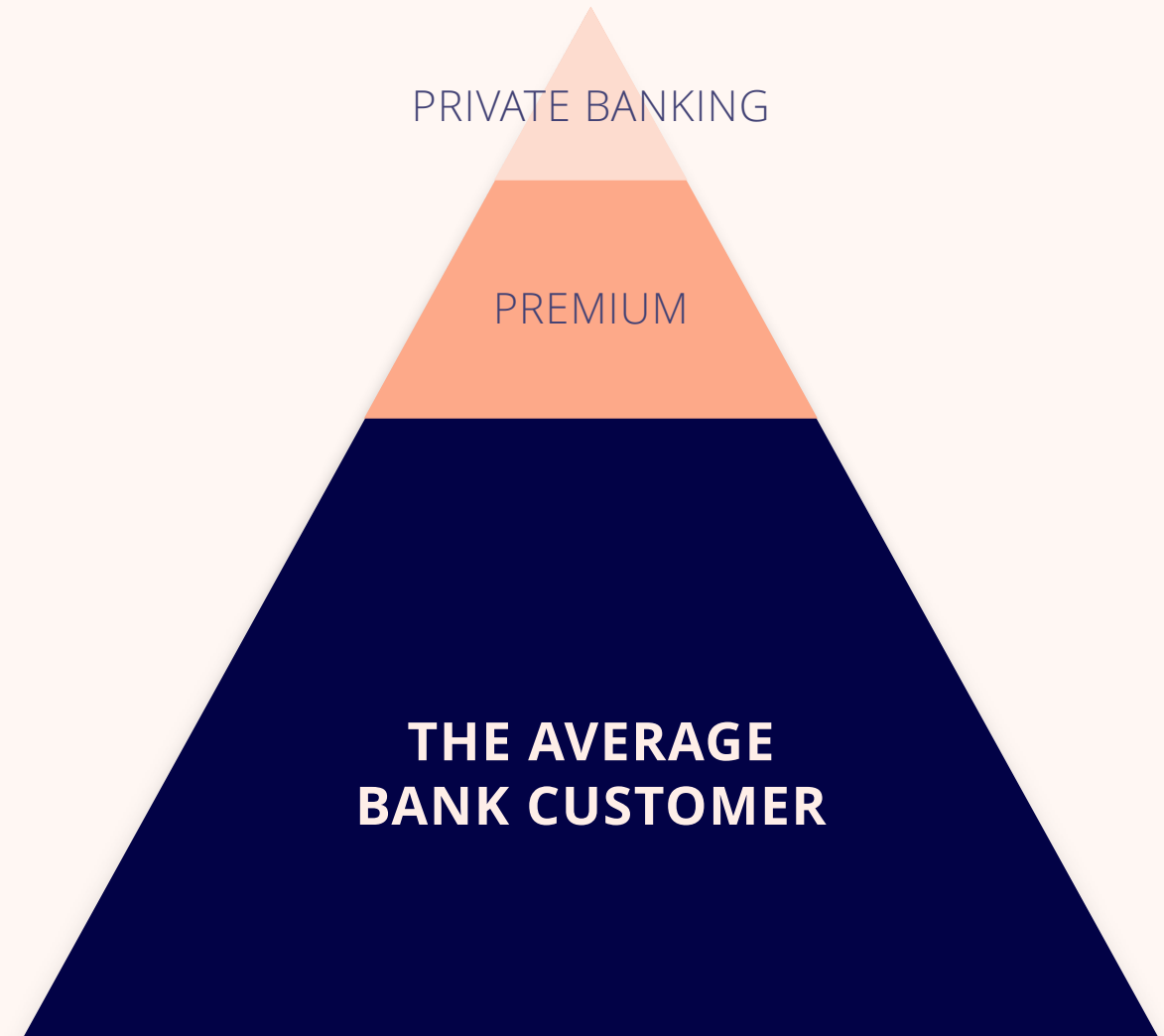
Annual review of relationship/family legal matters, family finances and smart choices in a relationship

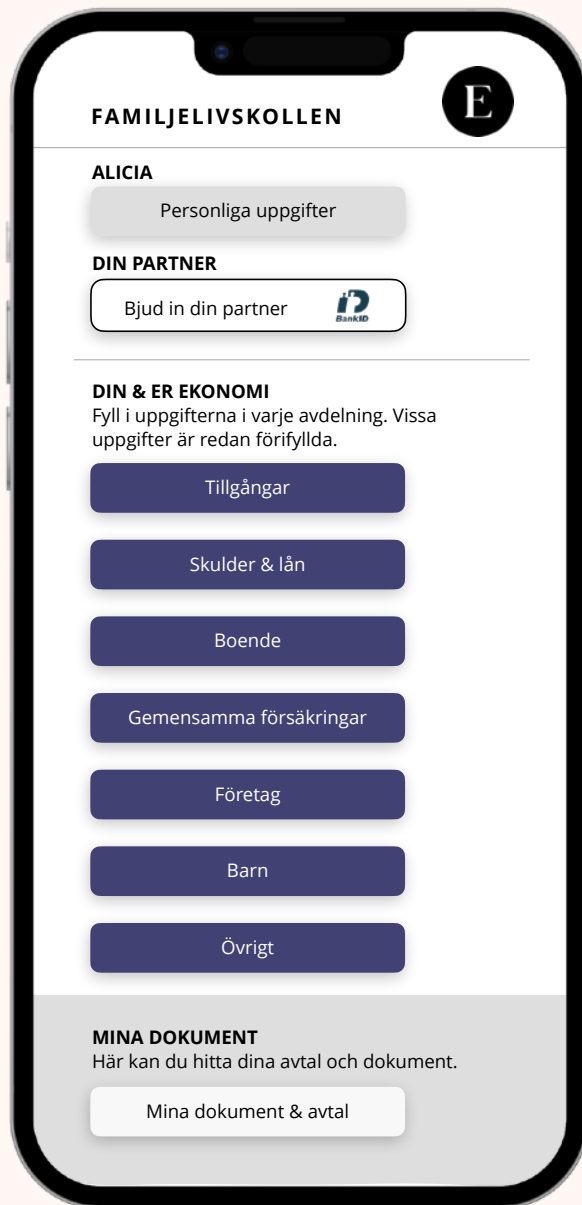
- The "average bank customer" risks financial bad health in situations when relationships and family constellation changes.
- This is rooted in limited financial and legal knowledge/interest and thus inability to change the individual situation, especially in a preventive way.
- The damage this group can suffer from financial bad health affects not only them but also businesses and society at large.

There are possibilities to make financial gains - for individuals as well as for companies and society - but structured and cost-effective solutions for the ordinary bank customers are missing.

SOLUTION

Proactive digital advice in early phases of relationship and family formation provides increased knowledge and better long-term financial conditions.





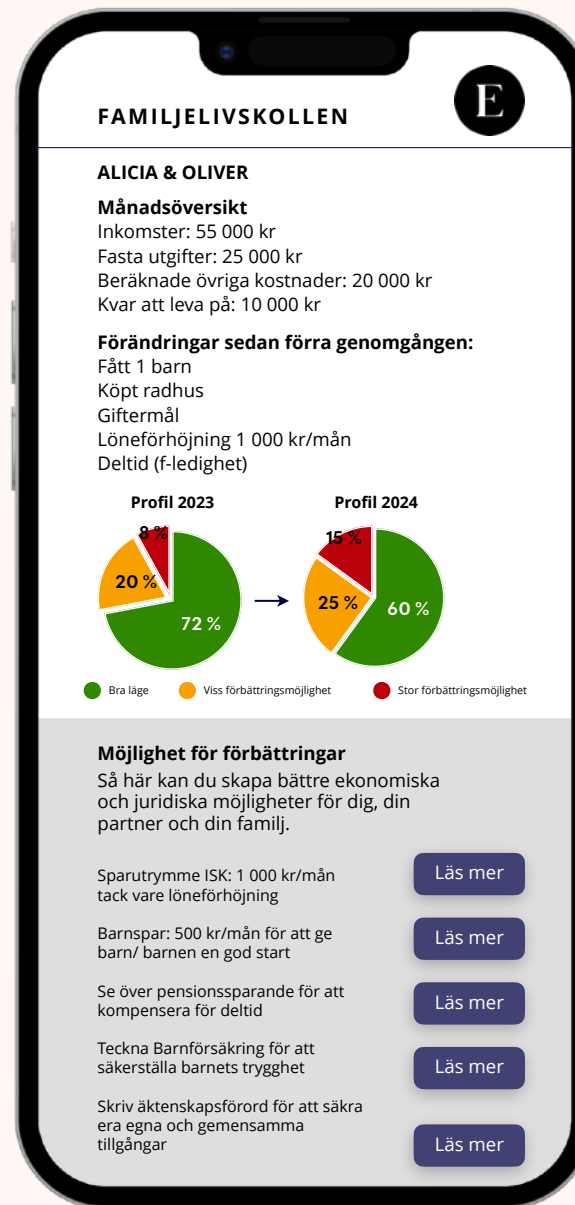
This part can be completed individually and/or with an invited partner. Ex. on tasks:

- Training
- Work situation & salary
- Union affiliation
- Pension
- CSN
- Personal insurances
- The power of attorney

(NB: An agreement is needed here to regulate GDPR/privacy)

This part is populated automatically or through API connections to external parties such as the Swedish Tax Agency, Försäkringskassan etc.; and/or against partners/affiliates. The parts that are not filled in automatically are filled in by the customer himself.

This is where the customer finds their agreements and documents, and here you should also be able to upload documents that you have yourself.

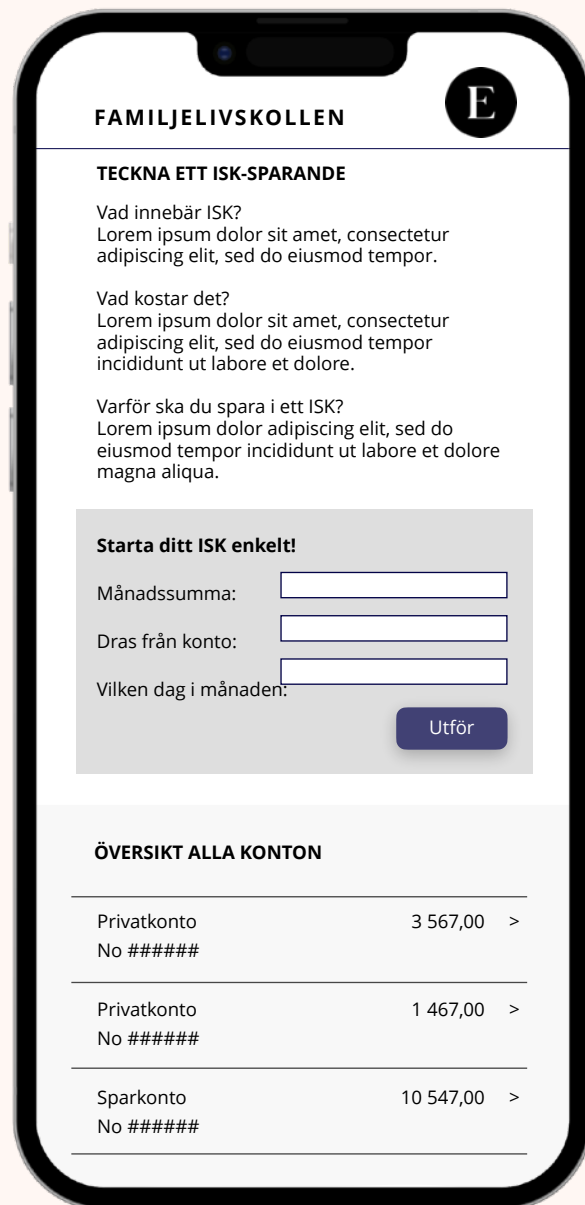


The information is then collected in an overview where the customer partly receives a temperature measurement of their own financial situation, with changes since the last inventory was conducted. The "Remaining Income" (KALP) calculation becomes important.

Algorithms can then calculate a profile where the customer is presented with opportunities for improvement, based on certain situations, for example changes in relationship, income, salary, working hours, etc.

The profile should aim to improve the customer's financial and legal status, with a focus on family and relationship.

Based on the profile, improvements and adjustments are presented to meet yellow and red risk in the profile. The focus is on finance, law & insurance. The customer must feel that this takes a **holistic approach** with a focus on their situation and needs.

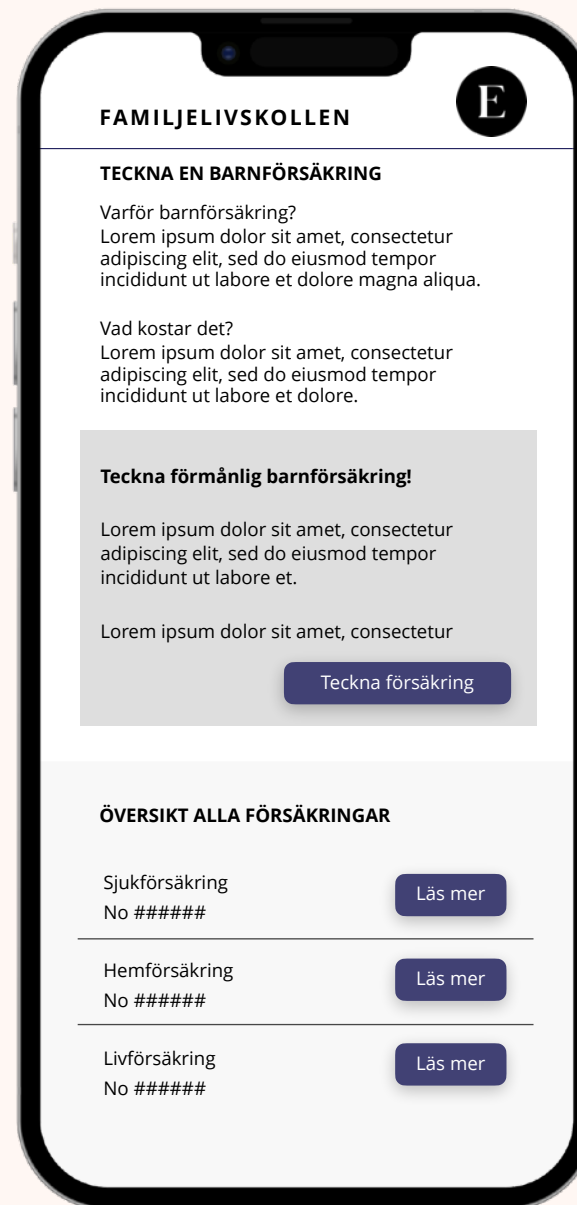


Example of "action" within the bank, signing up for ISK savings:

- Explanation
- Cost
- Benefits

Action in the form of signing an account.

Overview of all savings in the bank, as well as the current balance

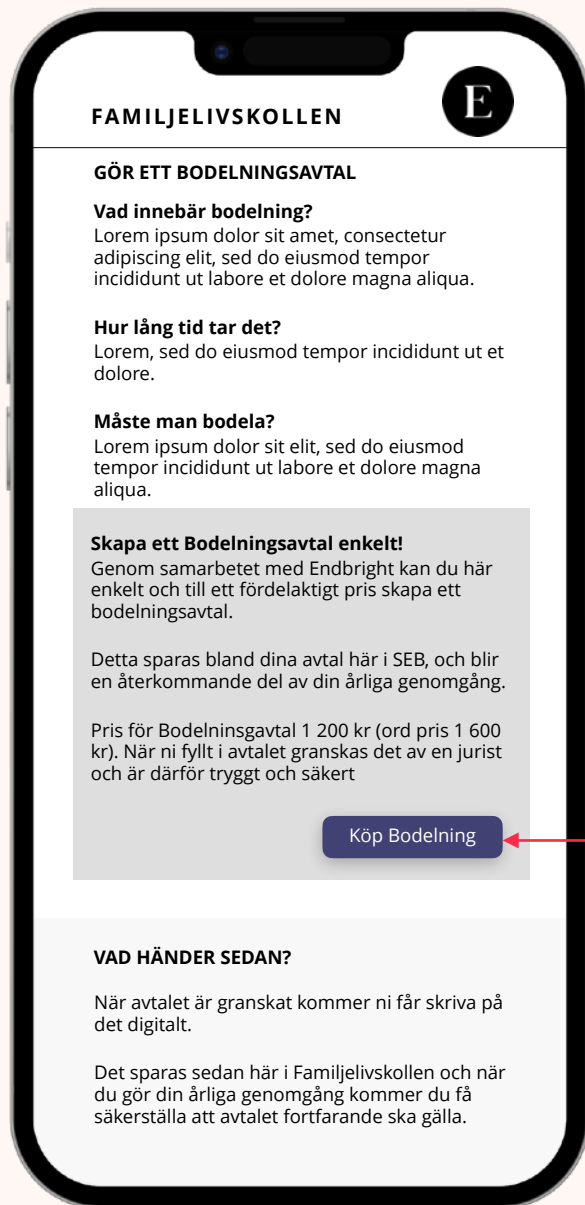


Example of "action" within the partners/affiliates:

- Explanation
- Cost
- Benefits

The signing itself takes place under the auspices of the partner, but the information is saved in Familjelivskollen.

Overview of insurances



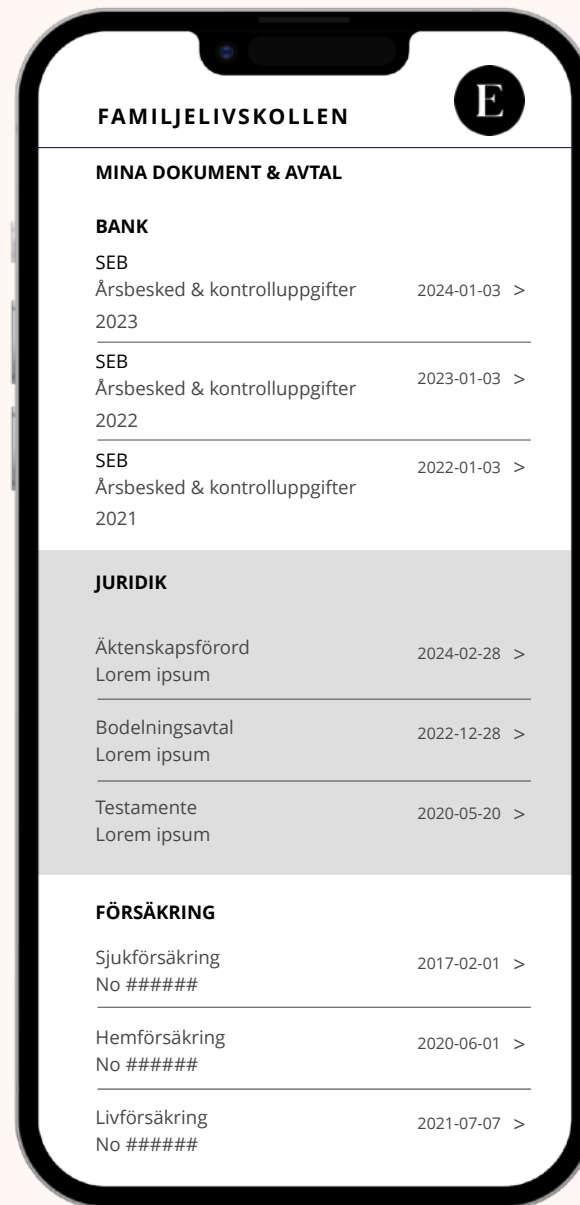
Example of "action" within Endbright:

- Explanation
- Cost
- Benefits

The signing itself takes place under the auspices of Endbright, but the information is saved in Familjelivskollen.

*Prototype Asset Sharing/
Property Division Tool*

Information



When documents & agreements have been made within the framework of finance, law, insurance etc., everything is saved in the same place.

Overview of documents & agreements available throughout Familjelivskollen

MAIN PRINCIPLES ENDBRIGHT'S SERVICE PLATFORM

1

CUSTOMER INPUT & NEEDS ANALYSIS

Basic analysis & Risk profile

- Savings, assets & liabilities
- Insurances
- Pension provisions
- Family legal prerequisites

2

COOPERATION WITH PARTNER - RUNNING/ YEARLY REVIEWS

Annual revision

- Savings, assets, liabilities - individual, joint, children
- Family law - individual property, cohabitation agreement, prenuptial agreement, deed of gift, property division
- Probate, inheritance & will

3

DIGIPHYSICAL & DIGITAL PRODUCTS & VERIFICATION OF AGREEMENTS

Services & products

- Toolbox with digital and digiphysical products & advice. Some free, others at a discounted price
- Legal services - validation & advice
- Banking services - accounts, savings, loans
- Insurance - new subscription
- More possible partners & services

4

DASHBOARD & DIGITAL VAULT FOR AGREEMENTS

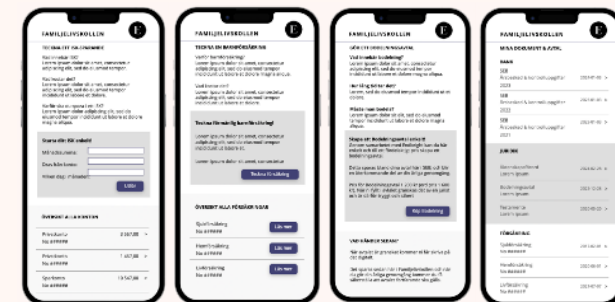
Agreement, vault & forwarding

- Necessary agreements are drawn up
- Digital handling & signing
- Secure storage of documents & agreements
- Sent if necessary to a 3rd party (Tax authority, etc.)

KALP analysis ("Remaining income") & calculations, data from partners/open APIs (Skatteverket, Lantmäteriet, Försäkringskassan, Pensionsmyndigheten etc.)

=
Dashboard with risk profile, scenarios, recommendations for products and services

Implementation of various services is fed back into the dashboard and possibly agreement is saved in the customer's documents in **Familjelivskollen**.



INSURANCE



RELATIONSHIP INSURANCE - A UNIQUE PRODUCT

Complementary insurance product with service part and financial part:

- Proactive and preventive protection during marriage and cohabitation, counseling in connection with divorce or separation, and monetary compensation in connection with divorce or separation.
- Prerequisites: >12 months waiting period, prenuptial agreement and/or cohabitation agreement required or drawn up in connection with signing.

PART 1: SERVICE

PROACTIVE WORK AND RELATIONSHIP MAINTENANCE

Support before or during cohabitation or marriage.

DIVORCE PROCESS

Practical, specialized support during separation or divorce. Support before or during cohabitation or marriage.

Legal advice

Legal agreements, prenuptial agreements, cohabitation, property division & wealth division as well as new loans/mortgage arrangements.

Financial counseling

Pension, new bank loans/mortgage and structuring of new financial conditions.

Mental well-being

Psychological and mental support, crisis management, parental counseling and couple counseling.

PART 2: FINANCIAL

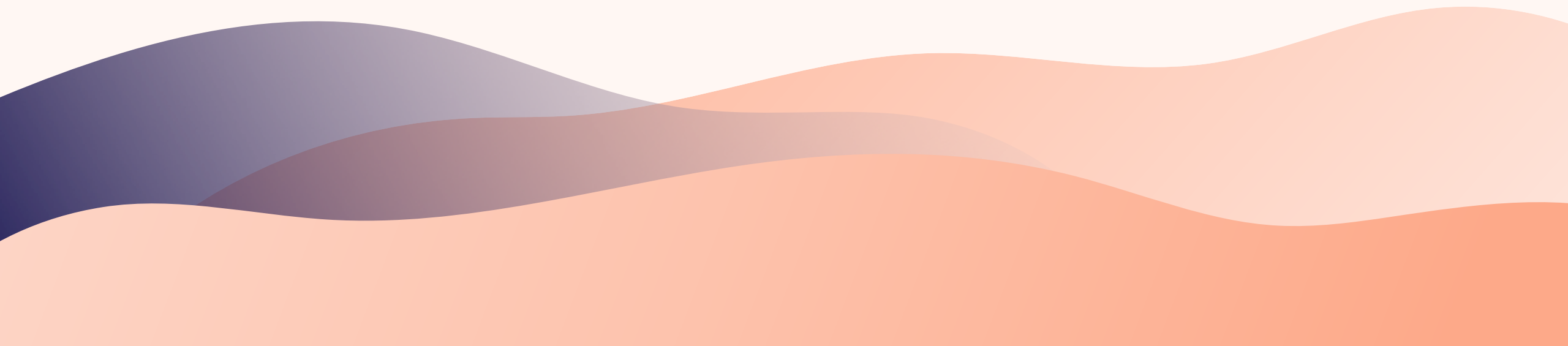
FINANCIAL SECURITY

Protection of the financial situation of the parties during any divorce or separation process.

Financial security in establishing a new life situation

Damage amount for new household and changed living expenses for a limited time. Temporary living expenses, rent/accommodation expenses, interest, repayments. Ensures the well-being of children with potential child care support.

INVESTMENT CASE 2024



LARGE INTERNATIONAL POTENTIAL

EUROPEAN MARKETS
(+50% DIVORCES)

**POTENTIAL
CUSTOMER**

**ESTIMATED
MARKET SIZE**

**The Nordics, UK,
Germany, BeNeLux**

Approx 1.7 M individuals
(860 000 couples yearly)

Approx +5 bn EUR*

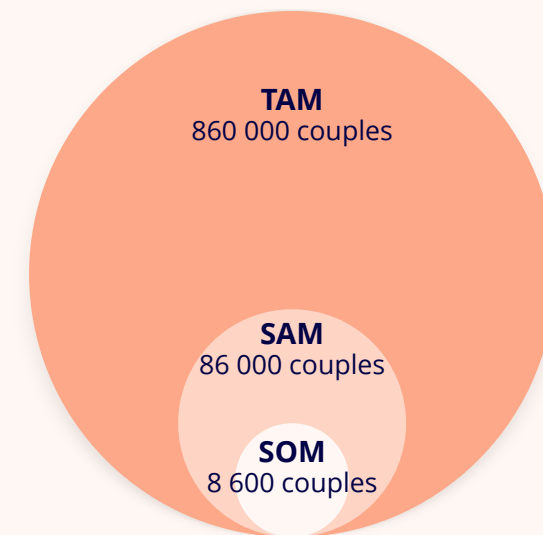
EUROPEAN TARGET MARKETS

Potential B2C only direct (reactive) sales/year.

(Does not include preventive sales; Relationship Protection/ Insurance)

	Estimates per market***			Market size: N:o of divorces***			Market size: Value EUR		
	N:o of divorces	Est. n:o of separations*	Cost Euro**	TAM	SAM (10% of TAM)	SOM (10% of SAM)	TAM Euro	SAM Euro (10% of TAM)	SOM Euro (10% of SAM)
Sweden	25 000	75 000	3 000 EUR	100 000	10 000	1 000	300 M EUR	30 M EUR	3 M EUR
Norway	9 100	9 100	3 000 EUR	18 200	1 820	182	55 M EUR	5.5 M EUR	546 000 EUR
Finland	11 400	11 400	3 500 EUR	22 800	2 280	228	80 M EUR	8 M EUR	798 000 EUR
Denmark	12 000	12 000	3 000 EUR	24 000	2 400	240	72 M EUR	7.2 M EUR	720 000 EUR
UK	113 000	113 000	17 000 EUR	226 000	22 600	2 260	3 842 M EUR	384.2 M EUR	38.4 M EUR
Germany	190 000	190 000	3 000 EUR	380 000	38 000	3 800	1 140 M EUR	114 M EUR	11.4 M EUR
Netherlands	25 000	25 000	3 000 EUR	50 000	5 000	500	150 M EUR	15 M EUR	1.5 M EUR
Belgium	19 500	19 500	5 000 EUR	39 000	3 900	390	195 M EUR	19.5 M EUR	2 M EUR
TOTAL				860 000	86 000	8 600	5 834 M EUR	583 M EUR	58 M EUR

OVERVIEW TARGET MARKETS EUROPE



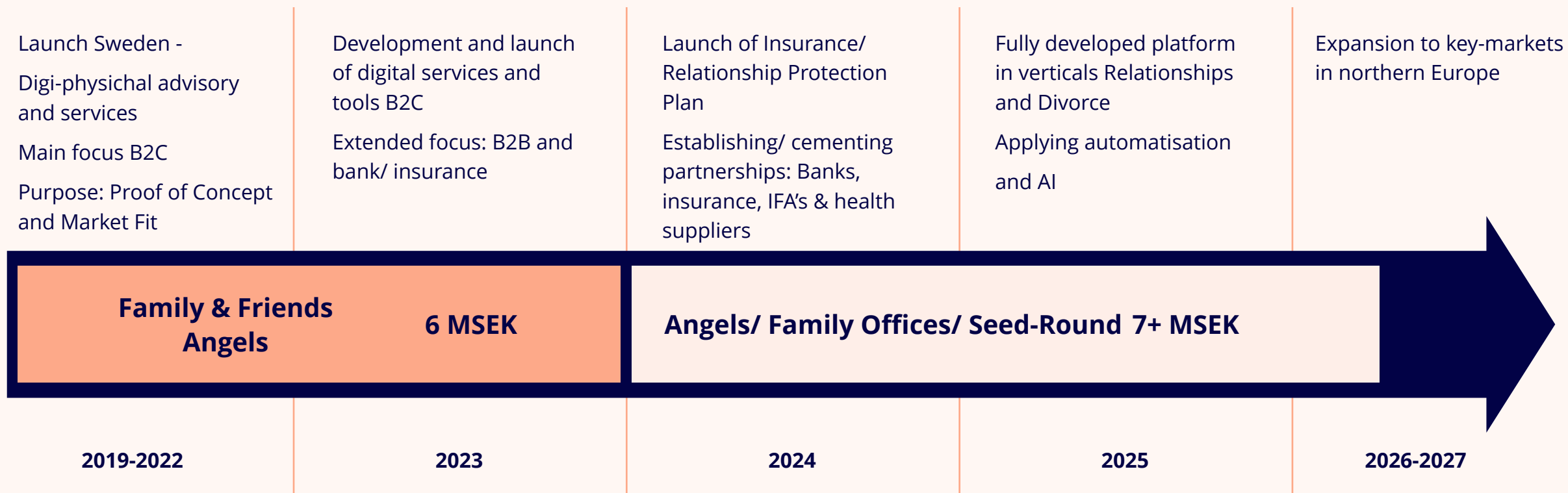
SAM/SOM
main target group
Medium-high income
40-55, all genders

* Estimates, statistics partly unavailable

** NB: no of divorces/separations, NOT individuals

*** Based on legal costs, not other advisory services such as financial and psychological

DEVELOPMENT & CAPITALIZATION JOURNEY



P&L AND BUDGET FORECAST

SEK	2020	2021	2022	2023	2024	2025	2026
B2C	42 736	284 658	313 395	303 722	390 000	750 000	1 500 000
B2B	0	0	35 393	0	0	0	0
Insurance & Banks/ IFA's	0	0	0	0	159 000	3 085 449	13 869 498
Total sales	42 736	284 658	373 097	303 722	549 000	3 835 449	15 369 498
Gross profit	-781 115	134 985	176 434	140 638	276 000	3 310 449	14 319 498
Gross profit %	-1 828	47	47	47	50	86	93
Total Expenses	-398 719	-2 920 258	-3 260 720	-1 356 168	-1 658 000	-4 223 000	-4 373 000
Operational EBITDA Result	-1 179 834	-2 785 273	-3 084 286	-1 215 530	-1 382 000	-912 551	9 946 498
EBT	-1 220 476	-2 974 852	-3 412 788	-1 678 187	-1 892 000	-1 422 551	9 436 498

INSURANCE PRODUCT & RELATIONSHIP PROTECTION

INSURANCE, BANK/ IFA	ENDBRIGHT
<p>Revenue</p> <ul style="list-style-type: none"> • Recurring fees end-customer • Provision from insurers • Affiliate revenue & profit-share • Upsales <p>Advantages</p> <ul style="list-style-type: none"> • Upsales - Product recommendations • Cost-effective maintained digital footprint and maintain customers in one's eco-system • Avoid customer churn to 3rd parties • Increased customer loyalty • Increased traffic • Thoughtleadership, Financial health promoters and Social sustainability advocates 	<p>Revenue</p> <ul style="list-style-type: none"> • Recurring fees/ premiums and provisions • Licence fees • Product and services sales • Affiliate revenue • Profit-share integrated relationship insurance • Claims revenue <p>Advantages</p> <ul style="list-style-type: none"> • Upsales • Increased traffic and volume • Brand awareness

INSURANCE & BANKS/ IFA'S	2025	2026
INSURANCE PRODUCT		
No. insurances/ service packages	9 350	50 004 +/-
Provision	374 150	2 275 182
Claims	966 773	5 419 260
<i>Subtotal</i>	1 340 923	7 694 442
WHITE LABEL/ RELATIONSHIP PROTECTION PLAN		
Recurring fees/ premiums	245 526	1 018 956
Licence fees	1 499 000	5 156 100
<i>Subtotal</i>	1 744 526	6 175 056
Total Sales	3 085 449	13 869 498

CAPEX FOR DEVELOPMENT

- Continued development technical platform
- Sales & Marketing
- Extended team

	Q3 2024	Q4 2024	Q4 2024	Q3 2024/ Q1 2025	2025	CAPEX & COSTS
<i>Releases</i>	<i>Digital process for property division</i>	<i>Bank/ Insurance Integration: "Familjelivs-kollen"</i>	<i>3rd party Integrations</i>	<i>Launch of Insurance Solution</i>	<i>Continued overall strategy, dev., marketing & growth</i>	
Product dev. & tech capabilities	3 MSEK	1,5 MSEK	1 MSEK	0.5 MSEK	TBD	Product dev & tech approx 6 MSEK
Marketing	0.5 MSEK			1 MSEK		Approx 1.5 MSEK
Organization	Consultants + appoint CTO/ CMO + sales	Tech Lead	Tech Lead		Addn'l C-Level	Approx 1.5 MSEK
TOTAL CAPEX & COSTS						Approx 7-10 MSEK

CURRENT FUNDING ROUND

- Target for the current funding round: **7+ million SEK**
- Provides a **runway of approximately 1 year** for the development and launch of the tech platform and associated sales and marketing efforts
- Price per share: **548 SEK**
- Pre-money valuation: **39 million SEK**
- Approximately **70% owned by Charlotte Ljung**, the rest distributed among **twelve co-owners**
- To date, approximately **6 million SEK has been invested**, with the latest issuance raising 3.5 million SEK (turn of the year 2022/2023)



ADDITIONAL INFORMATION

Key Agreements and Collaborations

Collaboration and affiliate agreements exist with entities such as Benify, Söderberg & Partners, Max Matthiessen, and Erik Olsson. Furthermore, Endbright has gained significant exposure and impact in the press and media, associating with profiles such as Amelia Adamo, Moa Hengren, and Calle Schulman.

Since the spring of 2023, Endbright has been in dialogue with the Ministry of Justice, which has sought Endbright's expertise, data, and insights into property division processes. This is due to a unified political acknowledgment of "systemic flaws" in the current laws and practices. As of January 2024, Endbright is working with two insurance companies/partners to develop a unique relationship insurance. Additionally, Endbright is now in extended dialogue with four major Swedish banks; Swedbank, SEB, Nordea and Handelsbanken.

The digital platform is now being further developed and built to provide users with digital tools, agreements, and connections to social functions such as the tax agency, social insurance office, and district court. Other banks, insurance companies, and third-party actors/ affiliates will also be linked to this platform via white label.

Traction

Since its inception, Endbright has assisted 10,000+ users with divorce or separation help during a reactive phase.

The data and insights gathered have formed the basis for developing preventive offerings in Relationship Protection and Relationship Insurance, which include the know-how and IP that underpin the flows now being integrated into bank offerings or insurance (primarily in group/service solutions for companies/B2B).

The company has deliberately worked tactically, on a small scale, to gather data, evaluate, and to A/B test different pilots and scenarios. During the spring of 2024, a pilot with users of Relationship Protection through Endbright's own channel/ B2C is also ongoing.

Awards and Recognitions

Endbright won the national competition "Entrepreneur of the Future 2022" by Svenska Dagbladet/ Carnegie. In Q3 2022, founder Charlotte Ljung also won the pitch competition DI/Female Founders in Skåne and reached the national final at the end of November.

In 2021, Endbright was selected to receive innovation support from Vinnova, a grant of 300,000 SEK, as Vinnova considered Endbright's business and services innovative and contributing to increased social sustainability with global market potential.

Invested Capital

To date, approximately 6 million SEK has been invested in the company. In Q4 2021, the company conducted a new share issue (2.5 million SEK) with a pre-money valuation of

20 million SEK. At the turn of the year 2022/ 2023, an additional capital of approximately 3.5 million SEK was raised in an issuance, with a pre-money valuation of 50 million SEK. The purpose of these issuances has been to finance platform development, marketing efforts, and to attract renowned and experienced profiles to create even stronger intellectual capital within the company. Founder/ CEO and main owner Charlotte Ljung has contributed approximately 3.5 million SEK to the company.

Risk Factors

It is crucial for potential investors to consider relevant risks alongside the company's growth opportunities. All investments are associated with risk, including an investment in the company.

Responsibility

The company's board of directors is responsible for the content of this document. The board hereby assures that all reasonable precautions have been taken to ensure that the information in the document, to the best of their knowledge, corresponds to the actual circumstances and that nothing has been omitted that could affect the assessment of the company.

Endbright

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