



STARAMBA – CORPORATE PRESENTATION



„Virtual Reality...I really believe it's going to be the superdrug of the future.“

- Steven Spielberg, Hollywood-Regisseur

THEME TODAY



“Virtual reality could be the next big Social Platform and connect more than a billion people”

- Mark Zuckerberg



„People are the most interesting thing in the world to other people. Unfortunately, we're also highly sensitive to the nuances of other people, so enabling virtual humans is one Of the hardest parts of VR.“

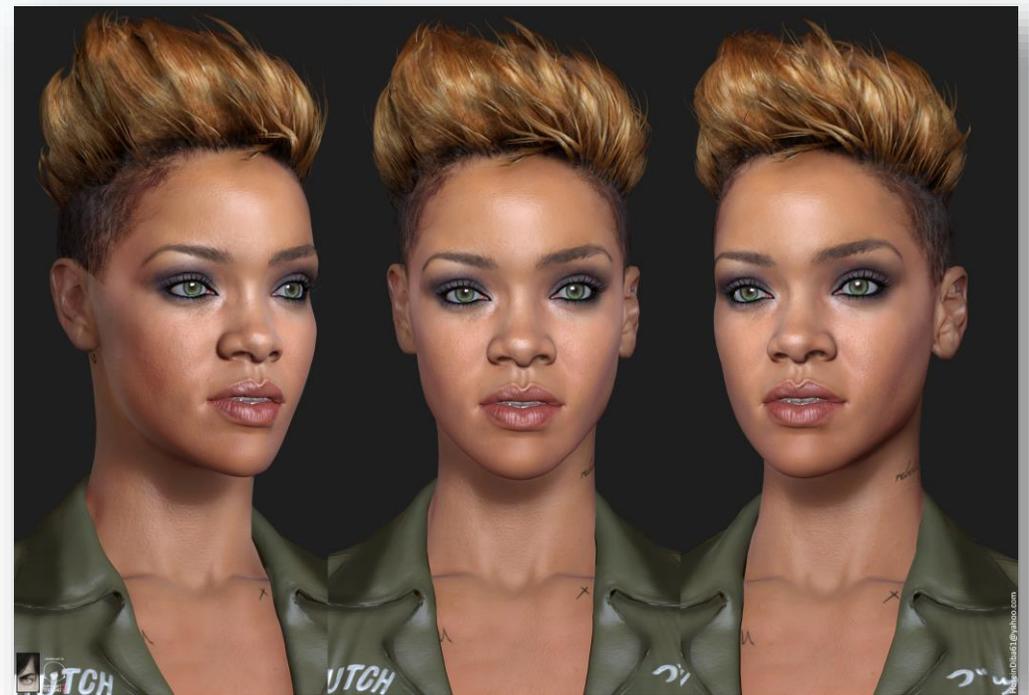
- Michael Abrash, Oculus Chief Scientist

PHOTOREALISM in VR: Avatars

Facebook Spaces: Avatars



STARAMBA.spaces: Avatars

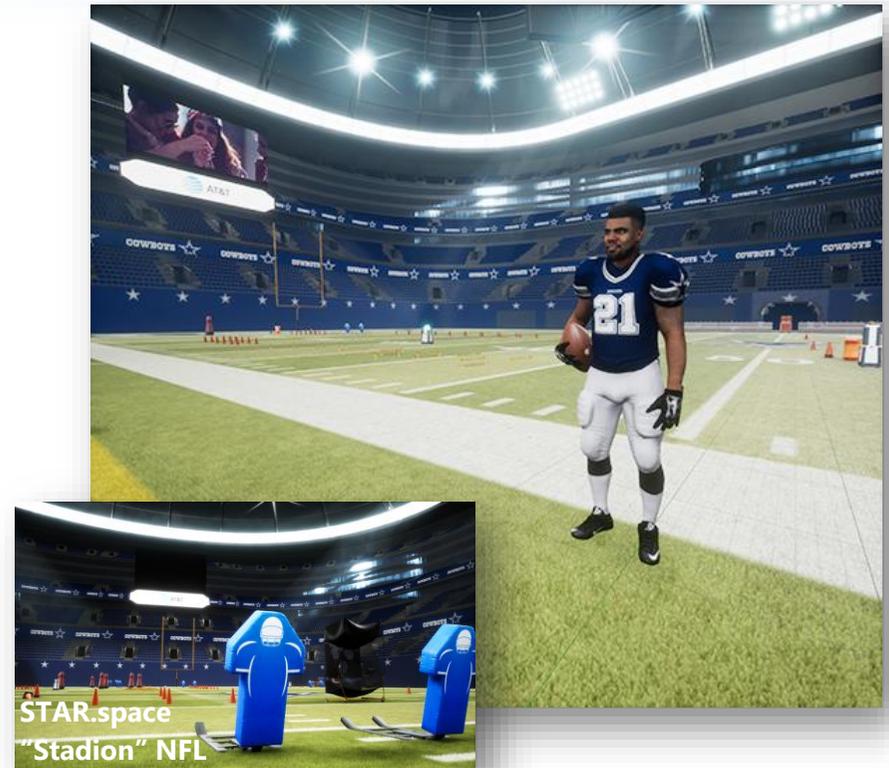


COMPARISON Oculus and STARAMBA

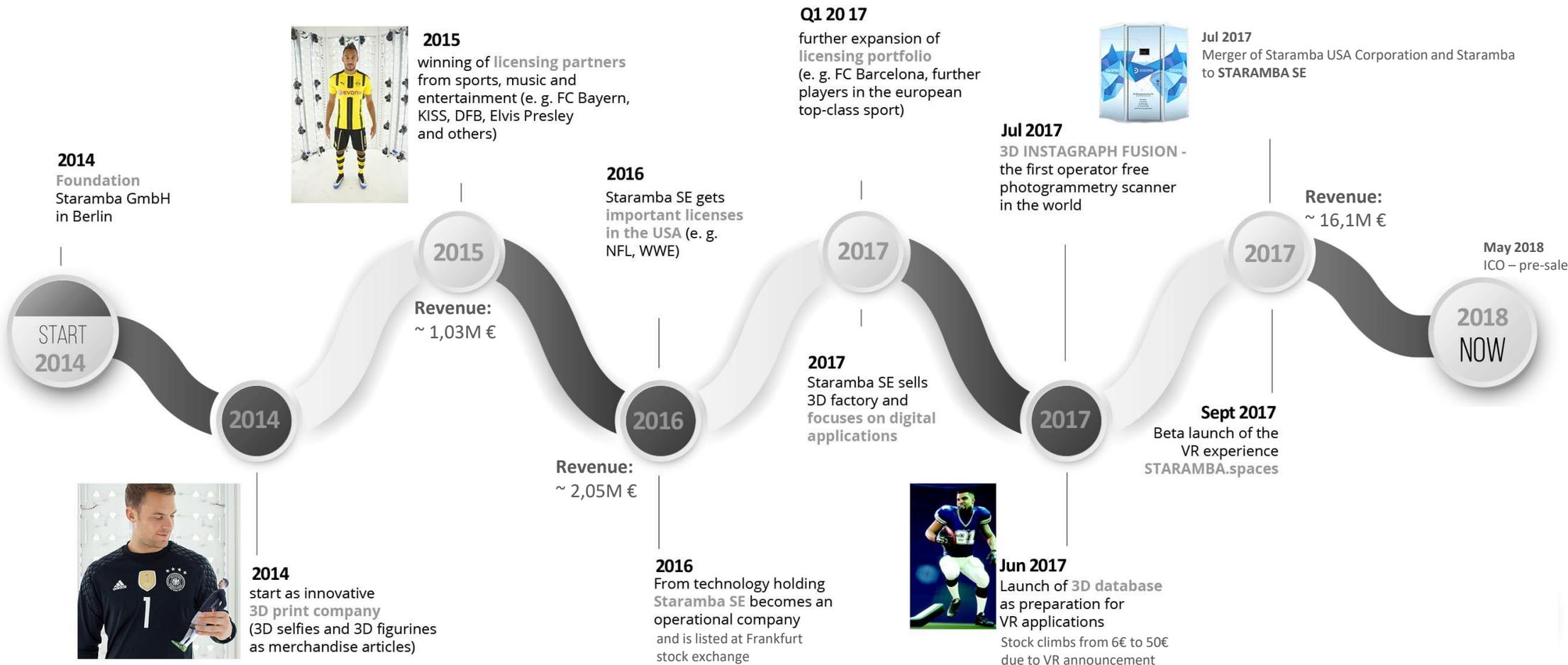
Draft of Oculus Rooms



STARAMBA.spaces



STARAMBA SE – OUR MILESTONES



EXECUTIVE SUMMARY

COMPANY OVERVIEW

Founded in 2014, Staramba is a Berlin-based company producing products & services for the VR market

>90 employees from >20 countries

Present in **GER and U.S.** (Los Angeles)

Estimated revenue

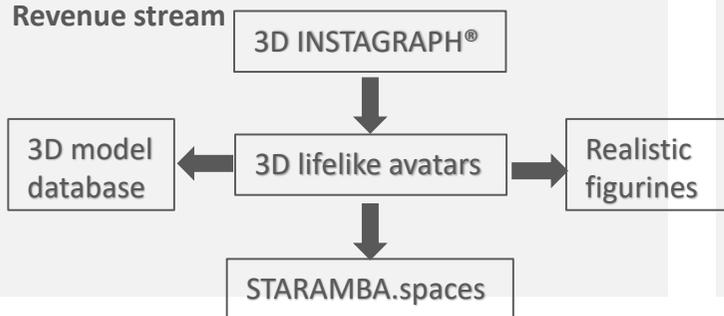
2017: €16.1 million

2020: €85 million

2021: +€200 million

Company listed on the **XETRA Stock Exchange**

Revenue stream



HIGHLIGHTS

Leading in the market for 3D body scanning

Producing lifelike avatars

Leading in the market of 3D avatars: STARAMBA holds the **world's largest avatar database of sport stars, entertainers, and other celebrities**

First to market: Launching the VR Experience **STARAMBA.spaces** in summer 2018



OPPORTUNITY

Building a company that will be recognised as industry leader on both sides of the Atlantic

Broadening institutional shareholdership



PRODUCT PORTFOLIO - 3D SCANNING



PES 2018 Usain Bolt Reveal Trailer

Usain Bolt
as a digital model & inside the 3D-INSTAGRAPH®

PRODUCT PORTFOLIO - 3D SCANNING



3D INSTAGRAPH
SCAN SYSTEMS MADE BY STARAMBA

Fast 3D-scans without operator and without post processing



HIGHLIGHTS

Web Preview

As soon as you have been scanned, the 3D INSTAGRAPH®'s **cloud rendering engine** automatically generates your high-res **3D model** and sends it to your **smartphone or computer**

Scanning Assistant

The new 3D INSTAGRAPH® is a self-operating system that enables you to create professional 3D scans just by using the **built-in touch panels**

Cloud Platform

The Staramba Cloud Platform is a tool for users, owners and services providers. Users get access to various **services like fitness, fashion and gaming applications** that refer to your 3D model

Motion Detection

The 3D INSTAGRAPH® is equipped with a smart motion detection system. Based on the detected position data, the 3D INSTAGRAPH® gently tells users **how to position inside** the scanning room in order to get the desired scanning result

PRODUCT PORTFOLIO – 3D Database

3D AVATAR DATABASE

Exclusive **partnerships** with 14 international top clubs, 2 National Soccer teams

Universal Music , Bravado, WWE Stars, National Football League Player Association (NFL PA)

Growing every day from 7,000 today to 10,000 tomorrow...

Soccer



NFL



Wrestling



PRODUCT PORTFOLIO – STARAMBA.spaces

STARAMBA.spaces is composed of **different areas** - all represented by single islands arranged around the central meeting point, kind of a market place, the **main Hub**. Areas that will be available for the launch are:

The **main Hub**, departure point for every social VR experience, the **place** where users can **date, chat and meet with friends**

The **star.spaces** available from the beginning

- Real Madrid
- Rammstein
- Superstars of the WWE
- NFL stars

VR Shop



Modular set up offers high flexibility!

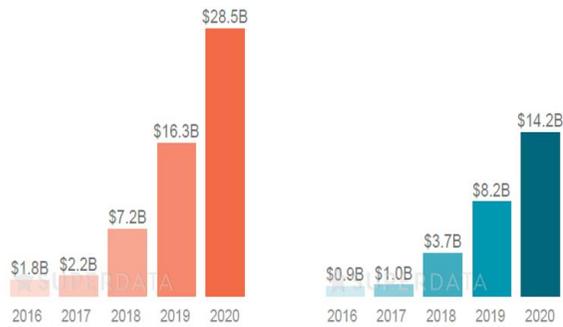
Upcoming areas

- 360° Movie Dome
- Real Estate Office
- Casino Dome / Sportsbar
- Casting Dome



AR and VR – THE MARKET and WHO IS USING IT

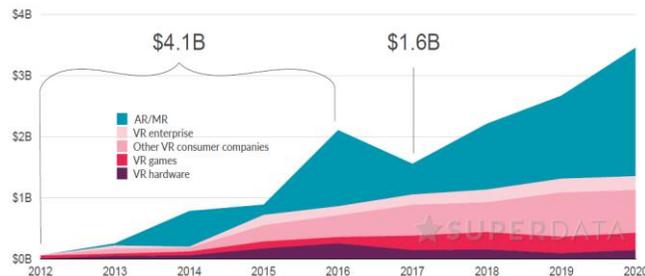
Virtual Reality vs. Augmented Reality



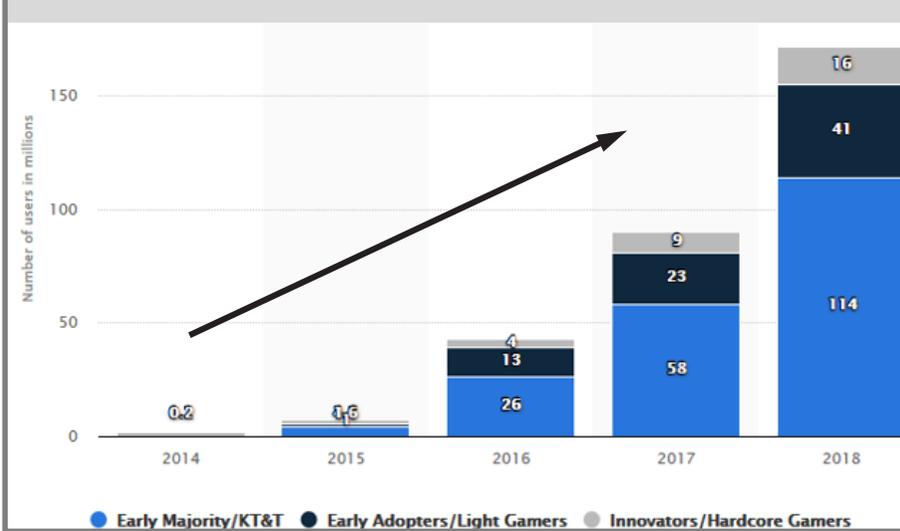
Opportunities in XR, VRX USA December © 2017 SuperData Research Holdings, Inc. All rights reserved.

The VR Market

Investment in VR/AR/MR companies
2012-2020



Number of active virtual reality users worldwide 2014 to 2018 (in million)



Source (Statista, 2017):

<http://bit.ly/2jeoTsI>

The American VR headset owner (18+)

The audience for mobile VR is older, less male dominated, and has a lower average annual income.



Sales forecast Oculus Go in 2018: 1.8 million pieces

*Source: Superdata Reserach 2018

Year	Forecast AR and VR market size worldwide*
2016	\$6,1 billion US
2017	\$11,4 billion US
2020	\$143,3 billion US
2021	\$215 billion US

*Source: Statista, 2017

<http://bit.ly/2hVeZde>

ROYALTY – BLOCKCHAIN SOLUTION for STARAMBA.spaces

Characterization

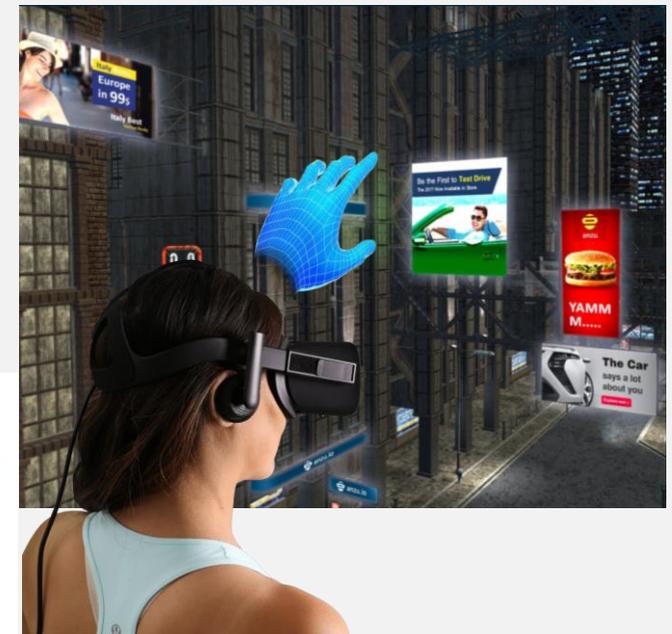
- Revolutionizing license billing worldwide!
- Financing of STARAMBA.spaces
- Securing the customer base through targeted offers and discounts

Scope

- In-app currency of STARAMBA.spaces
- Pricing and settlement based on transaction data
- Settlement of royalties

ITO

- Start of public pre-sale: **26. May 2018**
- Income from ITO will be used for:
 - Increase digital content (more licenses, more products)
 - Increase number of users
 - Accelerate release of STARAMBA.spaces



THE OPPORTUNITY – THE PATH TO FUTURE GROWTH

VR Database Further **expanding** the VR **database** thru (exclusive) partnerships with sports and media celebrities

3D INSTAGRAPH® **Expanding** the global **network** of advanced scanners – access to all **key markets** and further **technical** development

STARAMBA.spaces Create **more scenarios, deeper experiences, attract more Stars**

After launch → increase number of users to over 20 million in the next 5 years

Increase sales to over EUR 800 million and margin to approx. 50% in 5 years

Pre generated sales via establishing **ROYALTY** as means of payment in STARAMBA.spaces

FINANCIAL FIGURES

Dynamic Sales Growth

in € millions	2017***	H1 2017	2016**	2015	2014*
Sales	16.1	5.3	5.1	1.0	0.14
Market Cap.	101.5	105.8	24.5	13.6	n.a.

For more financial information, please visit our website at: <https://staramba.com/about/investors/publications>

*Staramba GmbH

** Sum of sales and profit from disposal of 3D-manufactory

*** estimated figures

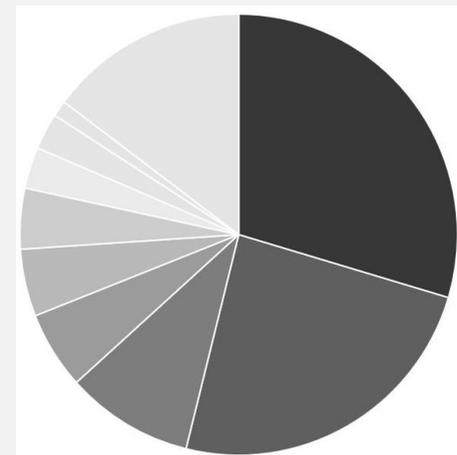


WWE Superstars
as digital models:
Nikki Bella, Goldust,
Randy Orton (f.l.)

SHARES GENERAL DATA

Share Capital	€ 2,332,755
Market Capitalization	€ 150 million
Amount of shares	2,332,755
WKN (Securities Code Number)	A1K03W
ISIN	DE000A1K03W5
Bloomberg	99SC
Class of Shares	zero valued Bearer shares
Exchange Segment	General Standard
Stock Exchanges	XETRA, Frankfurt, Berlin
Designated Sponsor	Oddo Seydler Bank AG

Shareholder Structure



29%	■ Hevella Capital GmbH & Co. KGaA*
24%	■ 11 CHAMPIONS AG
9%	■ Christian Daudert
6%	■ 3D Safe Corporation
5%	■ Jafa Global Opportunities SICAV
4%	■ Fredi Bobic
3%	■ MainFirst Affiliated Fund Managers S.A.
3%	■ Julian von Hassell
1%	■ Prof. Dr. Klemens Skibicki
15%	■ Free float

* Rolf Elgeti sind 29,56% gem. § 22 WpHG. von der Hevella Capital GmbH & Co. KGaA zuzurechnen



SHAREPRICE DEVELOPMENT (XETRA, 1Y)



Staramba

Touch the Future

Staramba TEAM

	<p>Fredi Bobic Chairman of the Advisory Board</p>		<p>Christian Daudert Managing Director, CEO</p>		<p>Marthe Wolbring Member of the Board of Directors</p>
	<p>Marko Rehmer Advisory Board member</p>		<p>Rolf Elgeti Member of the Board of Directors</p>		<p>Prof. Dr. Clemens Skibicki Member of the Board of Directors</p>
	<p>Hasan Salihamidzic Advisory Board member</p>		<p>Marc O. Kneifel Member of the Board of Directors, CTO</p>		

3D-/VR- and Scan-Experts (>90 employees; 23 Countries)



STARAMBA TEAM

MANAGEMENT TEAM

Christian Daudert - Co-Founder and CEO

Experience: 20 years experience in bringing new technologies into the world of sport & entertainment

Rainer Hjort - Acting COO

Experience: 30 years in project and product management, information and communication technology (ICT), software development and operations

Martin Bauernfeind – VP VR (Vice President VR)

Experience: 20 years in 2D/3D production

Marc O. Kneifel – CTO (Chief Technology Officer)

Experience: inventor of the 3D INSTAGRAPH®, 3 years scanner R&D with a team of 10 people

Thomas Richter – Chief Advisor

Experience: 20 years in music and entertainment industry

Board of Directors

Marthe Wolbring

Prof. Dr. Clemens Skibicki

Marc O. Kneifel

Rolf Elgeti

Christian Daudert

Board of Advisors

Chairman of the Advisory Board

Fredi Bobic

Advisory board members

Marko Rehmer

Hasan Salihamidzic

Oliver Neuville

Gerd Bernard



Financial Calendar 2018

- 27/11 Deutsches Eigenkapitalforum 2018 in Frankfurt/Main
- 28/09 Publication of the interim financial statements 2018
- 31/07 Annual General Meeting 2018, Berlin
- 29/05 Publication of the annual financial statements 2018
- 15/05 AHK-Weltkonferenz, Berlin
- 14/05 Frühjahrskonferenz 2018, Frankfurt am Main**
- 25/04 25. MKK Münchener Kapitalmarkt Konferenz, München
- 05/03 Roadshow in London (Feros Advisers)
- 21/02 12th ODDO BHF German Conference, Frankfurt
- 31/01 Sportbusiness Event: SPOBIS, Düsseldorf
- 16/01 Exhibition: Panorama Berlin

CONTACT STARAMBA

Follow us on



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