

24Seven Technology Group ASA

- International growth -



Products

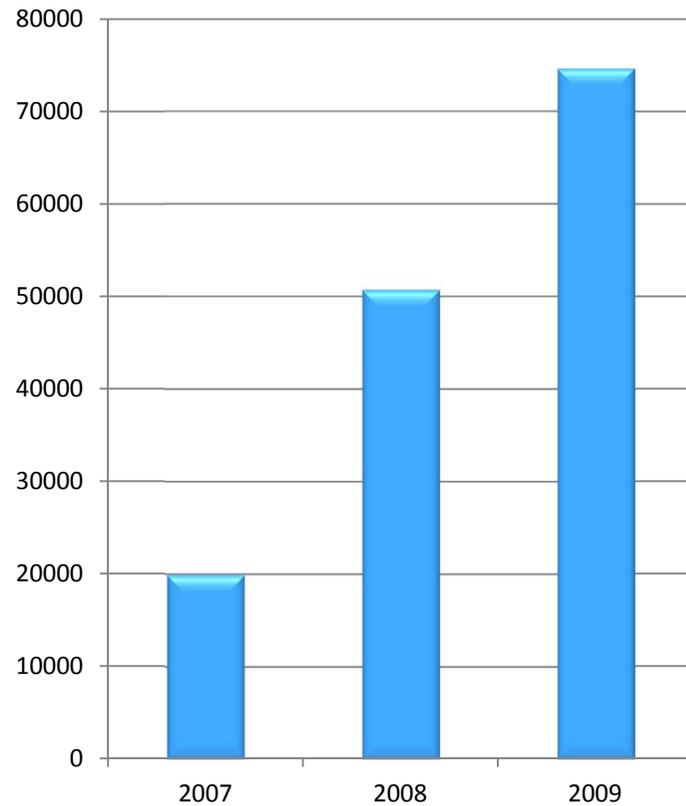


Status

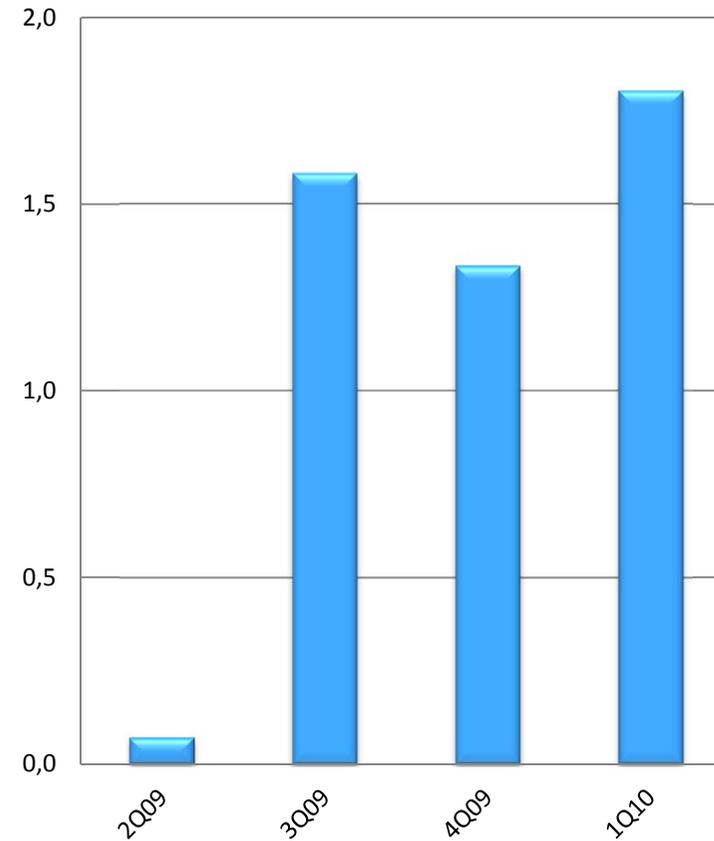
- Listed at Oslo Stock Exchange, Axess list, in 2007 with focus on high growth, reaching critical mass and show profitability
 - 20 MNOK to over 100MNOK in three years
 - Profitability since 2Q09
- Company structured as a pure technology company with mostly recurring revenue
 - Sold services division for 25 MNOK
 - Bid for private customers for 12 MNOK
- Solid cash position after sale of these non strategic business units

Growth and profitability

Revenue growth



EBITDA development



Waiting for the right timing

Market

- SaaS have high growth compared with traditional software
- Marketplaces for third party apps getting traction
 - Google
 - Microsoft
 - Apple

Technology

- We have invested heavily the last three years in preparing products and infrastructure for international growth

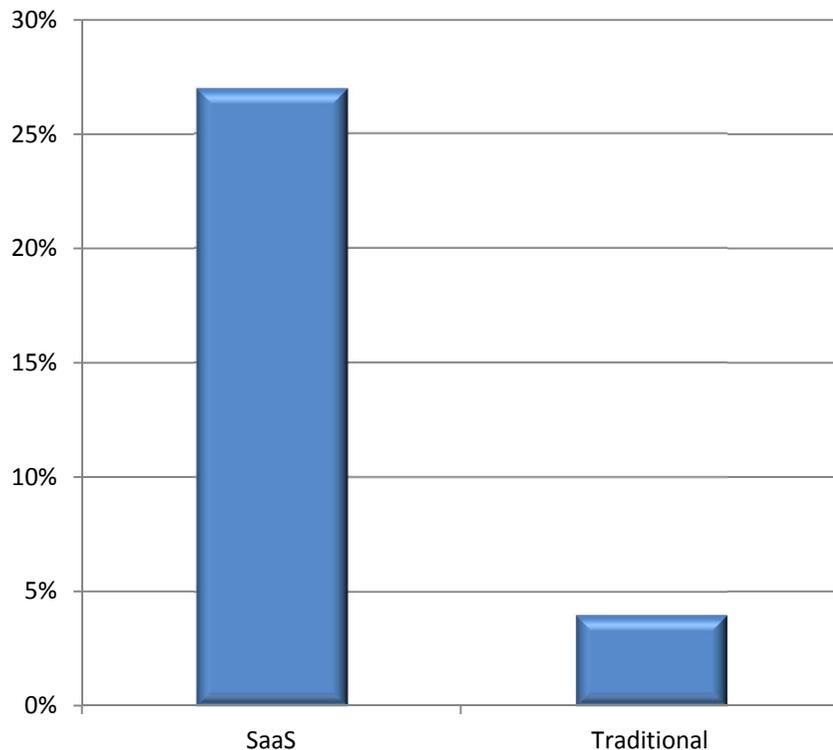
Organisation

- Organisation “fully trained” and ready to manage international growth



Market >> SaaS Growth

Predicted annual growth
SaaS vs traditional software



Source: IDC

- 30% of all new software in the business market will be delivered as SaaS by 2012
 - Source: Gartner
- SaaS will be the business standard in the SME market by 2020
 - Source: Social Issues Research (SIRC)
- Transition from traditional software to SaaS will be more a revolution than an evolution
 - Source: Gartner

Market >> Marketplaces

- Google Apps Marketplace promoting and selling third party apps integrated with Google Apps such as Google Docs, Gmail and Google Calendar
 - 25 million users, 2 million companies
 - 4000 new companies every day
- Microsoft Marketplace
 - Will launch in September 2010
- Apple's The App Store
 - 5 billion app downloads since its inception two years ago

Market >> Marketplaces >> Potential

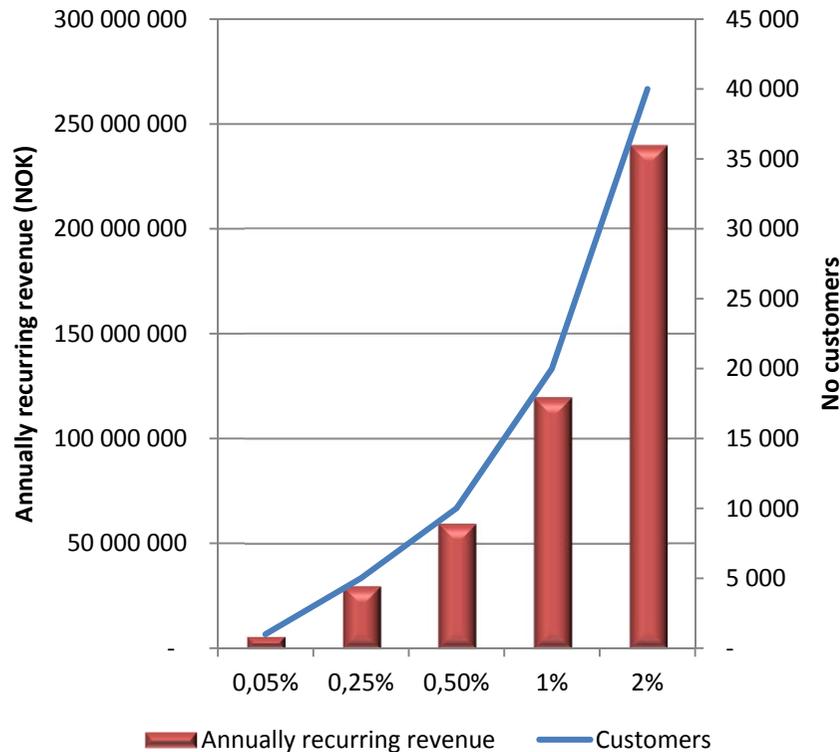


Figure shows potential customers and annually recurring revenue based on how many of existing customers 2 million companies in Google Apps Marketplace start using 24SevenOffice modules. Average price per company is forecasted at 500 NOK per month (compared to 2000 NOK per month today)

- Basecamp has a simple project management solutions with more than 5 million users worldwide and 1000 companies signing up every week
- Angry Bird, a Iphone/Ipad game developed by Rovio and sold on Apple's App Store has sold 6.5 million copies without any advertising

– Source: www.tuaw.com

Technology

- Invested heavily last 3 years preparing the product and infrastructure
- Cross-browser
 - 24SevenOffice was one of the pioneers in AJAX programming and IE was only browser supporting this technology at that time
 - 24SevenOffice core technology cross-browser compatible
 - All new modules are cross-browser compatible
 - Work on all browsers such as Firefox, Opera, Chrome, etc
- International infrastructure
 - Virtualisation of infrastructure
 - Independent of geography
 - Working environment in the US

Technology

- Invested heavily last 3 years preparing the product and infrastructure
- Mobile applications
 - Trend toward mobile workforce and smart phones such as Iphone and Android
 - Developed mobile applications to be launched on Apple's App Store
- Community and viral
 - 24SevenOffice platform is community based allowing users to share information across companies
 - New modules are developed on this platform
 - Effective marketing tool for viral spread (can be compared to facebook, linked in, etc)
- Synchronisation
 - Developed a synchronisation engine that synchronise contacts, emails, tasks and appointments between local computer, Outlook and mobile phones with the web

Partner strategy

- Build and develop partner program allowing others to connect with 24SevenOffice
- Increase distribution through resellers
- Closing phase of important strategic US partner

Sales and marketing

- Product and infrastructure investments already taken
- Internationalisation is pure sales and marketing job
- Only variable sales and marketing costs
- All marketing initiatives will be tracked from A-Z for optimising ROI
- All marketplaces are based on revenue share on actual sales
 - Google marketplace listing at \$100 and 20% revenue share
- Google marketing with optimization software where ads are linked directly to sales value
- Viral spread
- Blogs
- Press and analysts
- Social media



24SevenOffice vs Traditional model



Software as a Service (SaaS*) business model

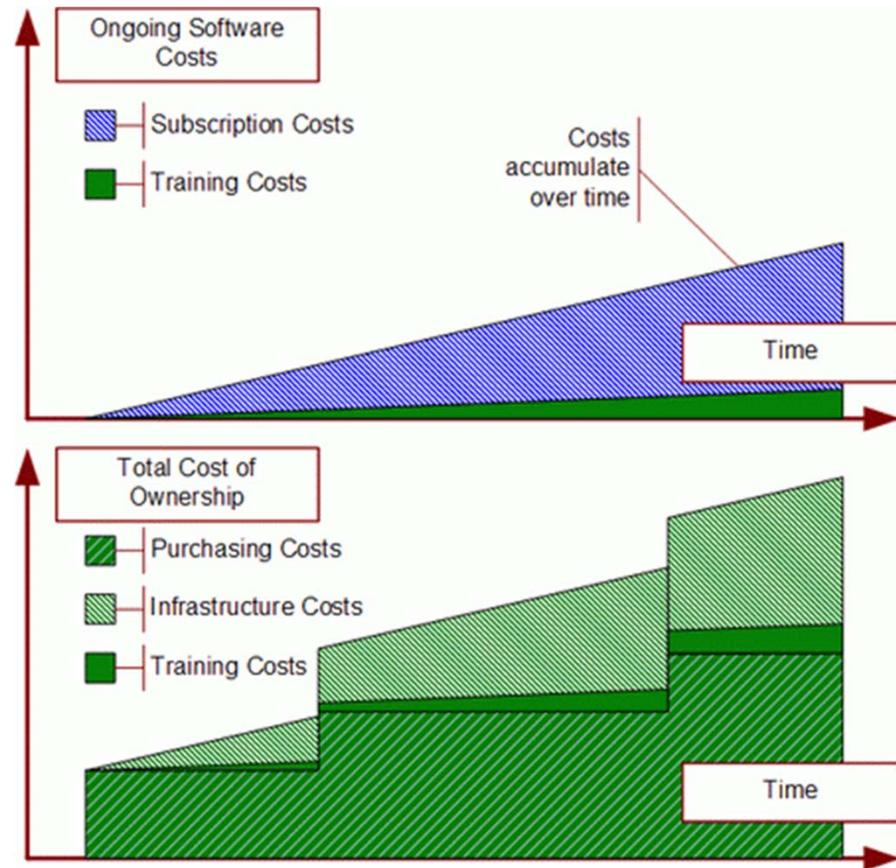
Benefits for the customer

- Small or no initial investment
- No need to develop and maintain complex infrastructure
- More frequent software upgrades at no additional costs
- Always up to date
- Automatic backup of data
- Software can be accessed from any PC with internet connection, not only from the office

Benefits for the provider

- Predictable recurring revenue stream.
- Easier to upgrade/develop software as it resides in the providers premises.

SaaS vs. traditional software



Source: tynerblain.com

*SaaS is short for Software as a Service and is the term used for software where an application is hosted as a service provided to customers across the Internet through the web browser.

Partners



HULDT & LILLEVIK



intrum justitia

maestro



bgc



BLUEGARDEN



