

MATES

A Brighter Future

Kids love gaming. Instead of fighting it – we use it to do good. We activate youth through gaming in a controlled environment without bullying and foul language. The upside is better skills in english, teamwork, programming and other useful things to put on your first resume.

First camp 2015

By Mates 2017

Mates.gg 2020

Partners 2021

Users 2022

Saas 2023

Summer camp.

The start.

Launch 1.0.

Challenges.

Community.

Saas.

One of the first initiatives for organised camps within gaming.

An idea of making a platform for gamers for training.

Launch of the system.

Using challenges as a tool for marketing is proven to work great.

Mates.gg reaches 40 000 users.

First B2B services are launched and a new business model is found.

Offer in summary

Price per share: SEK 25

Valuation Pre-Money: SEK 45,218,375

Valuation Post-Money: SEK 50,218,375

Number of shares before issue: 1,808,735

Number of shares in the offer: 200,000

Issue volume: SEK 5 million

Exit strategy: Trade sale or IPO H2 2024 on one of the Swedish MTFs

Capital utilization

• 66% marketing to grow the gaming platform and CA

• 19% personnel costs

• 9% other costs

• 6% development costs

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By Mates

was founded in 2017 with the vision to democratize Gaming and make the benefit available to everyone by offering a new SAAS platform solution for gamers. We are seeking an investment of 5 million SEK to help us scale our efforts in Sweden. Our focus is on improving communities and their environment. Our mission is to activate youth and equip them with the tools they need to create a better future. There is a tremendous opportunity to empower youth in the Nordic countries to become agents of change. By investing in our program, you will be supporting the next generation of leaders who will make a positive impact on their communities and the world.

“Seeing first hand how our system can engage people across all ages, social barriers and even disabilities to create new friends, new futures and a place to feel safe and learn new skills is an amazing feeling. On the other end of the spectrum we see opportunities for municipalities to lower cost for youth activation, after school activities and even assisted living situations while engaging more people. The future for By Mates is all about connecting with organisations such as municipalities. Schools and similar services and helping them achieve more at a lower cost.”

Andreas Bengtson - CEO By Mates AB (publ)

I/O

12

10 K

There is a digital knowledge gap between children from different socioeconomic backgrounds.

Is the age of the youngest members of gangs in suburbs. Once you are in it is hard to get out.

10 000 SEK per day is the dream sold by gangs when recruiting new drug dealers. That creates poor role models for the future.

Quantity

Age

Number of kids participating in after school activities today

By Mates help increase the number of participants and also make them stay longer in the program

Digitalisation - not happening fast enough and not equal enough.

Schools and Municipalities have strong goals for democratising digital skills and budgets allocated for it. The Municipalities are saying that they have a hard time keeping up with reaching the goals. The lack of activities for youth in the suburbs are becoming everyones problem with the rise of criminal networks and a digital knowledge gap between socioeconomic barriers.

Business Model

Activation of assisted living (B2B)

After school activation (B2B)

Activation of youth in special areas (B2B)

Community advertising (B2B)

Event activation for live events (B2C)

Premium memberships (B2C after school)

Coaches and events online (B2C)

Municipalities # assisted living departments #

Schools run by Municipalities # / Private schools #

Redflagged areas with youth activation #

Communities over 100 k members #

Sport events and festivals

40 k users within system now / 9 sek cac per new

Number of gamers wanting to pay for lessons #

Market Analysis

Gaming Market

€181b

(+7.8% p.a.)

Schools & Municipalities

€35m

Assisted Living

€9m

Growth Plan

Costs

Revenue

Year 1 (2023)

Year 2

Year 3