

FINDINGS

The market for connected objects is built around "white" products, techy or gadgets, unsuited for the high-end market segment looking for singularity.



OUR CONCEPT

The connected lamp

Lamps with sophisticated design, leading edge technology.

Ist collection: The sonory lamps

A decorative alternative to connected speakers.





690€ - 35cm - 25W

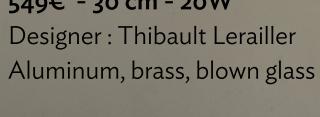
1890 € - 70cm - 150W

Designer: Paul Louda

Aluminum, brushed cylinders

PICCOLO

549€ - 30 cm - 20W



1. Music

Quality speaker

WiFi, Bluetooth, Multiroom

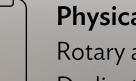


2. Light Innovative light dimmer



3. Creative Functions Wake up with sound and light, sensorial well-being.





Physical and digital use Rotary and tactile buttons Dedicated application



INFINITE CREATIVE POTENTIAL

A complete range for an ever-wider target

Reaching out to new spaces

Terrace sonory

50cm, Nomade

by Neil Poulton

990€ - dec. 2023

lamp

Multiple formats

Limited editions via collaborations



Alto x Nuits Blanches Paris

Piccolo, Molitor edition

A series in the colors of the hotel and its emblematic swimming pool 550€ / Fév. 2022





Mini Piccolo 20cm. Nomad speaker 329€ - Q1 2024





Architectural range

With the brand

Vireless controller - 2024

A PRODUCTION MODEL DESIGNED FOR SCALING

Designers in collaboration

► Credibility, reputation, constant innovation

In-house product engineering

 Mécanique, électronique, acoustique, digitale et loT

Carefully selected manufacturers

- A wide range of expertise: machining, glass, finishings...
- ► 100% controlled manufacturing, no risky dependencies

Semi-internal assembly

- ► Storage
- ▶ Assembly
- Shipping

Opening of an assembly workshop in 2024





PROPRIETARY TECHNOLOGIES

Unique know-how combining hardware, IoT and design



Electronic core and unique software

Evolutive, durable

- ► Motherboard and software common to all our products
- Control and update of lamps remotely
 WiFi, Bluetooth, app iOS / Android



Premium and connected audio

Modern, wireless, similar to Sonos or Bose

- Digitally amplified loudspeakers
- ► AirPlay, Spotify connect, Multiroom



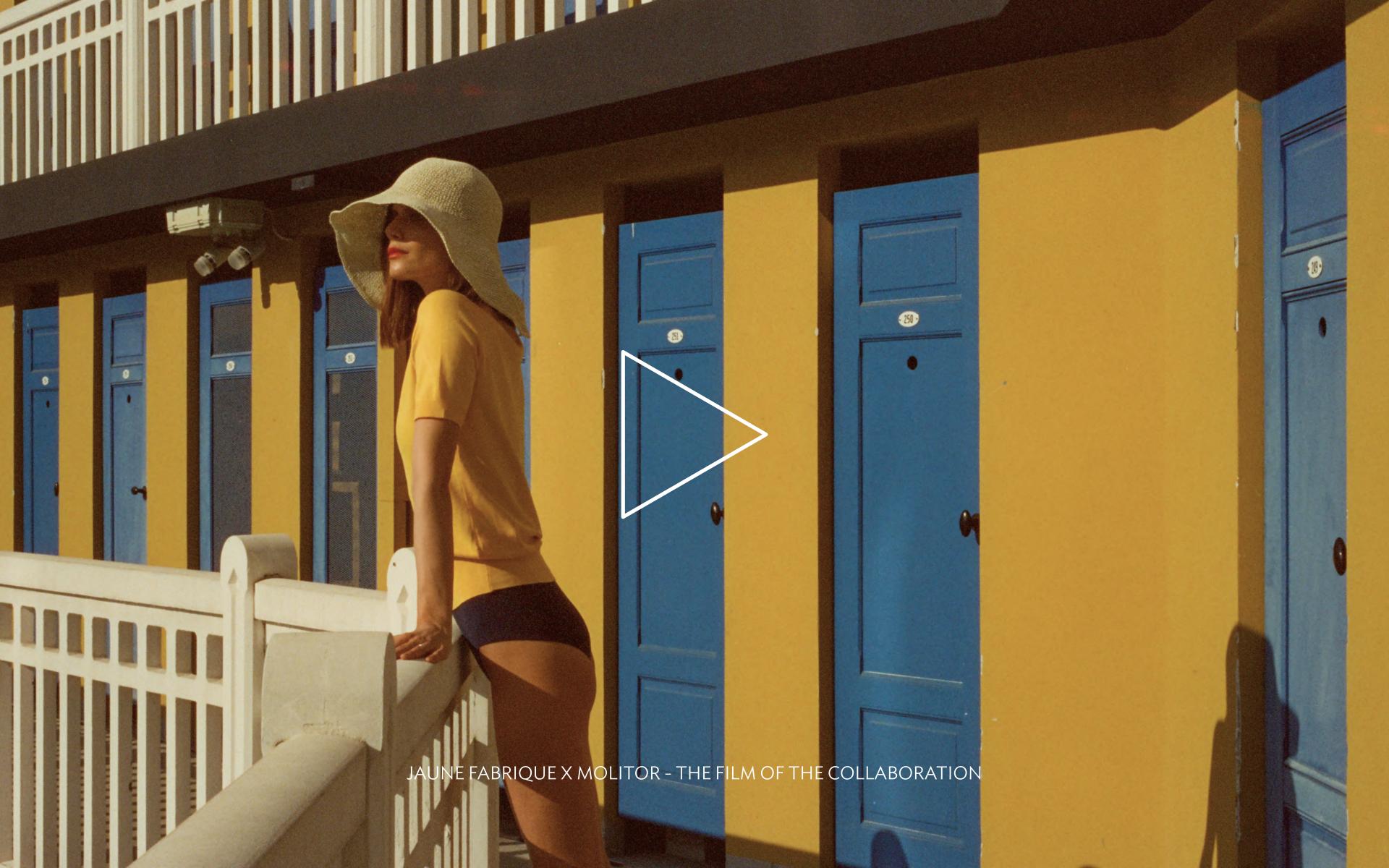
Simplified, scalable design

Rapid time to market

- ► 3D printed internal parts, common finishes
- ► Progressive industrialization linked to volumes



GRANDE ALTO and its CIARE speakers, Italian HiFi creator since 1950



A LARGE AND DYNAMIC MARKET



Top-of-the-line lighting

The decoration market is widespread and sure:

- ► 15 million euros annually in France, of which 20% represents lighting
- ► +2% à +5% per year

Historic top-tier players that don't innovate much:

- ► Flos, Artemide, Foscarini, Louis Poulsen...
- ► Almost total absence of the model DNVB

Connected lighting and audio

Connected objects, a market in transformation:

- ► 625 million euros annually in France, of which 1/4 represents connected speakers
- ► +25% per year since 2018

Intelligent lighting, an exploding market:

- ► 13,5 billion en 2022
- ► 40 billion estimated in 2028

We're revolutionizing the world of high-end lighting, which lacks innovation, thanks to our technological and connected dimension.



A TRIED AND TESTED MODEL

2021-2022: THE WINDOW
Launch of small series with attractive references
KisskissBank campaign
Beautiful stores (Le Bon Marché, Sivera, The Cool Republic...)
Luxury hotels (Molitor, Lilly of The Valley...)
Design shows (Maison & Objets, Paris design week)

2023 - 2024 : THE GROWTH

Deployment of digital distribution and resellers
eShop, numerous Marketplaces, department stores
La Redoute, BHV, Galeries Lafayette, Voltex, Light Online...

Increasing margins over time
20% additional gross margin in 3 years

- ▶ Larger production volumes
- ► Increased direct sales: up to 70%.
- ► Optimized costs: electronics, plastic injection...



AMBITIOUS, BUT REALISTIC ACCELERATION

Great success with limited resources

Great success with resources

2020



end 2021 + 2022



2023 + 2024



2025 + 2026 **Tx6**



Company creation



Brand and team creation Sourcing manufacturers Product development







Go to market

Ťx2

300 lamps sold in 1 year









European growth

1 M€,

2000 lamps in 2 years + accessories















International growth



16000 lamps in two years + accessories + in-app services













NORDSTROM





Financement

2020/21

Initiation

~ 200K€ contributions

and subsidies

2023

500K€ sought in equity + debt

350K€ already raised

- ► Marketing 30%
- ► Industrialization, R&D 20%
 - ► RH 30%
 - ► BFR 20%

Possible raising of Series A

2025

- ► International acceleration
- ► Launch of new product ranges
- Assembly workshops in the US and Asia



FOUNDERS

Pierre-Antoine Gay - CEO

Business & Production 63% of capital

<u>Linkedin</u> 2

32 years old Business school

10 years' exp. in marketing, digital and data.

- ► Lagardère Active (digital operations)
- ► AT Internet (data consultant)
- ► Freelance in web development

Key skills:

Marketing & Digital
Conception CAO
Expert NoCode

Marketing and sales profile with strong technical skills.

Yoann Pioc - CTO

Hardware & Software 25% of capital Linkedin

29 years oldElectrical Engineering Engineer at INSA Lyon.5 years exp. in electronics.

- ► Akoustic Arts
- ▶ Kien Audio

Key skills:

Electronics
Embedded software
Audio

Technically versatile, passionate about audio.

THEY ACCOMPANY US





Jean-Yves Baeteman
Business Angel
President of a group of Luminaires



Agence Whaaat
Business Angel
Creative agency photos/vidéos



Patrick Le Quément
Business Angel
Dir. design and quality @Renault



Arnaud JeangirardBusiness AngelVice president @Adidas Europe



Daniel Makanda
 Business Angel
 Entrepreneur expert in digital marketing



Philippe BourcierBusiness AngelEntrepreneur and electrical engineer



Olivier Boutin
Business Angel
Leader in Monetization @Valiuz

