

# **CORPORATE BRIEFING**

***Creating Global ICT-services that Help Deliver Best in Class Results***



## **WELCOME TO AAG ICT Holdings**

At Andersen Advisory Group A/S we strive to build successful companies for the long term. We build on a genuine, in-depth knowledge of the business in order to help achieve results already in the short run. International communications is where we began our journey. Over the years we have built a holding structure that is specialized in IT and telecommunications services. We are active in very many countries around the globe.

Our experience and in-depth knowledge of the broader industry give us a genuine, clear and thorough understanding of the differing needs of each individual client and consultant in the sectors that we provide services for.



## **ABOUT US – WHERE DO WE COME FROM?**

Andersen Advisory Group A/S was founded in 1991 as the holding company of Andersen Management International A/S – a consulting firm delivering advisory services globally within telecommunications.

In 2000, Andersen Advisory Group A/S sold all shares in Andersen Management International A/S to Merkantildata ASA, listed at the Norwegian stock exchange in Oslo.

The group subsequently co-founded and invested in CBB Mobil A/S, a mobile MVNO, and effectively managed the company. The investment philosophy was to combine extensive management support and advice with equity capital. In 2004, the company was sold to Telenor ASA. Further substantial exits include Telecom Scandinavia A/S (2007), v2tel A/S sold to GlobalConnect A/S (2008/9), Mobilethink A/S (2014) and Tweakker ApS (2014). The two latter companies were sold to Spirent Communications PLC. In 2016 Configit A/S was partially exited to Polaris, however with Andersen Advisory Group A/S retaining a substantial minority shareholding.

Andersen Advisory Group A/S is wholly owned by Moesgaard Consulting ApS, a privately owned company.

The group has subsequently assessed a number of business cases and invests continuously in companies in which both capital resources and industry and management knowledge are valued. The management support and advice is principally delivered by our own team of experts.

## **PORTFOLIO - *WHAT DO WE DO?***

Our ICT portfolio is an amalgamation of professional service, resource and infrastructure management, with a worldwide footprint within the international communications industry.

Our quality approach to the needs of both clients and candidates prove to be a valuable factor towards success.

We have experience and knowledge gained over many years within the international communications industry, providing resources and services to large and small scale projects, which enable us to deliver tailored solutions that will meet and often exceed varying demands.



## **SERVICES**

As a Scandinavian niche specialist we provide tailored services and solutions within a carefully selected range of ICT technologies.

We understand that every client and every project may be different, and that often “one size does not fit all”. Our group is able to offer clients a number of flexible services and solutions that meet the demands of today's ICT market place.

### **Management Capability**

We understand that strong management skills are key to the creation of successful companies and are able to provide a variety of management services and competencies tailored towards the international ICT industry. Our competence consists of in house experts as well as experts from our carefully chosen cooperation partners.

## Selected Corporate Skill Set

- Organizational and operational expertise
- Configuration software and services
- Development, delivery, execution
- Design and production of smartphones, headsets, docking stations, etc.
- MSS/BSS experts/engineering
- Network design, planning and rollout expertise
- Network optimization expertise
- Field installation/maintenance engineering
- Integration/commissioning engineering
- Software design/testing/engineering
- Software/hardware/support engineering
- Business Intelligence tools
- Network support
- IVR systems and payment solutions
- Resource management
- Product development



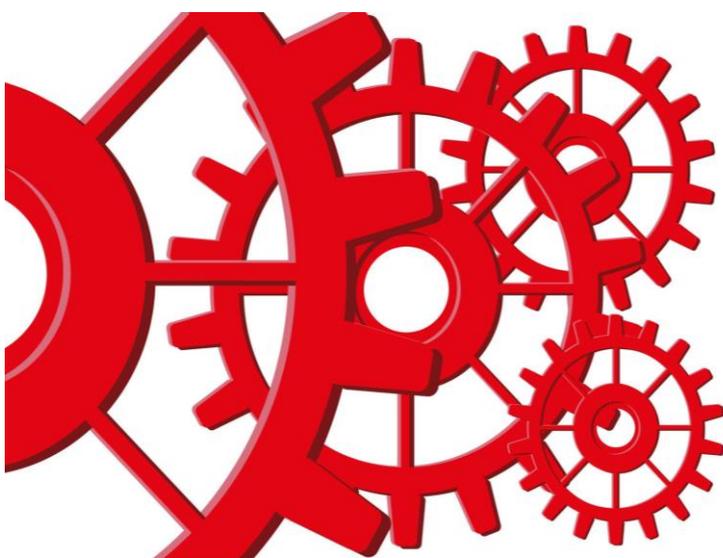
## Main Corporate Group Credentials

- A team total of 250+ employees dedicated to work under challenging contingencies
- Roll out of mobile operations in Scandinavia
- Assisting in the process of over 200 mobile license roll outs worldwide
- CBB Mobile, the world's first discount MVNO, voted company with best services and lowest costs by The Danish Consumer Council
- VSAT, broadband, internet, voice, video
- Stewardship of cellular (mobile) networks
- Mobile services including – payment solutions, SMS functionalities, e-mail solutions, video conferencing
- A lean ownership structure
- Ultimate corporate equity of approximately MDKK 500+
- Key corporate ICT customers include (on an aggregate basis over time) many governments, NATO, Interpol, Mærsk, Vestas, Lego, Jaguar, Land Rover, ABB, Audi, Danfoss, Vodafone, Telenor, Telia and many more
- A vast number of certifications and patents.

## **STRATEGY – WISHING TO ACHIEVE A HIGH RETURN ON STRATEGY?**

We have a sustainable strategy to develop long term ICT investments and to develop our holdings and strategic relationships across many countries and market units. Our ambition is to be the number one within the ICT sector in order to achieve and deliver Return on Strategy™.

Our strategy of targeted growth within a defined sector will allow our group to deliver uncompromised and optimized services. That is how we wish to develop our portfolio companies as so-called Next Generation Companies.



### **ACTIVITIES**

We strive to be a true business development partner and create results as follows:

#### **Results through Capital Investments:**

As Andersen Advisory Group A/S is privately owned we can deliver venture or equity capital within a short span of time. We invest both in newly established and well established companies in order to help them grow. Our capital is not confined to a specific geography; however, we solely focus on investments within the ICT arena.

#### **Results through Advisory Services:**

We participate actively in the business development process and deliver advice such as: Corporate strategy, marketing, financial management, technology development, project management, and recruitment of top level staff. These services are solely delivered in order to help companies grow and to accelerate growth, thereby obtaining value creation to the benefit of the company.

#### **Results through Cooperation/Partnering:**

Based on its record and history, Andersen Advisory Group A/S possesses a strong international network which the company may utilize. Moreover, one of our hallmarks is the fact that we cooperate very closely with the companies in which we have invested and between these.

## STRATEGIC PORTFOLIO



MobilePeople A/S is a renowned communications company in which Andersen Advisory Group A/S has invested during the last couple of years in order to arrive at a fully-fledged IoT-offering in order to accommodate smart facility management, smart health care, smart city, etc.

Furthermore, MobilePeople delivers integrated interactive communications solutions to the business-segment. The company has a proven record of combining different technologies, such as video applications, SMS, content aggregation, IVR, billing and clearing, training, etc.

The company is primarily focused on business-to-business in Scandinavia and has expanded internationally, delivering services to IBM globally, Toyota, Burger King, Yale Assa Abloy and many others.

MobilePeople has made four acquisitions:

- a) The acquisition of assets and IVR-activities from KMD, the largest IT-company in Denmark
- b) The amalgamation with Sifira A/S with a view to expanding the service line into voice mail systems
- c) The acquisition of MobilePeople and this company's deep competences within the field of location based services and mobile advertising.
- d) The acquisition of assets from Handstep and Milcom A/S enabling new advanced integrated mobile solutions.

MobilePeople A/S strives to deliver cutting-edge solutions at a high technology level.



Danske Færdighedsspil A/S - skill-based gaming - is prepared to launch IVR-based games. Andersen Advisory Group A/S has assisted with the development and strategy of this business case.



CozmoPhone A/S is a joint initiative between several portfolio companies, developing smartphone clients and mobile communications services. The service has global functionality, comes with a high speed quality and avoids international roaming surcharges. Furthermore, the service can be utilized for logistic management purposes.

# EMPERION

Emperion was established in 1999, and Andersen Advisory Group A/S joined as a shareholder during 2005.

Emperion designs and implements IP based broadband satellite and radio communication solutions globally with particular strongholds in Africa and the Middle East. The service portfolio includes Internet access, VoIP-telephony, a suite of video and broadcast applications. Furthermore, Emperion has a representation in Dubai, the United Arab Emirates.

The Emperion operated network has coverage from the Northern part of the Atlantic Ocean to the Cape of Good Hope in the South of Africa and reaches across to Central Asia. The coverage is gradually extended.

Following Andersen Advisory Group A/S' acquisition of Emperion's shares in 2005, a major turnaround took place. The company turned into profits and the productivity and efficiency of the company was increased considerably. In 2008, the company was awarded the prestigious award as the best telecom/internet company by the reputed and independent Børsen journal, based on Ernest & Young's judgment according to a wide range of parameters.

## Configit®

Configit A/S was founded in April 2000. Andersen Advisory Group A/S joined as a shareholder in 2007 at which time the company received a double digit MDKK funding from all shareholders. The majority shareholding was sold in 2016 to Polaris, however with Andersen Advisory Group A/S continuing as a significant minority shareholder.

The company develops configuration software which is based on more than 10 years of research in formal verification of hardware and patented software.

Today, Configit has a staff of highly skilled people with MSc and PhD degrees in Computer Science and Engineering. Configit is domiciled with a head office in Copenhagen, Denmark, and with two offices in the US as well as offices in the UK, Germany, India and China.

The Configit Suite handles huge product models with billions of possible and correct combinations and extracts them into a very compact format, called a virtual table file, which is typically very small. Thereby the file can be embedded in industrial and other types of equipment, allowing correct, fast and cost-effective implementation or installation. Moreover, the software and the applications developed help customers build the bridge between product and sales functions by providing software tools for guided selling.

The company has developed advanced software specifically suited to support mass customization through CLM (Configuration Lifecycle Management).

In 2014 Configit acquired 3DFacto A/S and has subsequently launched its Configit Build™ suite of services.



SanderMap was founded in 1989. Andersen Advisory Group A/S joined as a minority shareholder in 2015.

SanderMap is a provider of cloud based solutions for Talent Management, Competence Profiling and Development Planning based on use of algorithms and artificial intelligence. It is headquartered in Switzerland with shared offices in Silicon Valley, New York, Zurich, Jakarta and Copenhagen. It services organizations worldwide.



Konsolidator ApS was founded in 2014. Andersen Advisory Group A/S joined as a minority shareholder in 2016.

Konsolidator has developed a cloud-based financial reporting software helping businesses consolidate data across all entities in order to make consolidation simple and inexpensive, e.g. for monthly performance reporting, for budgetary purposes, for submission of annual financial statements, etc.



Qemploy A/S has developed an advanced portal which makes it possible for freelance workers, notably IT consultants and engineers, and companies to exchange services without intermediaries.



Valuer.ai ApS excels in curating talent and innovation in the specialized segment of startups. Furthermore, Valuer.ai supplies matchmaking between startups and investors, banks, VCs, etc.



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