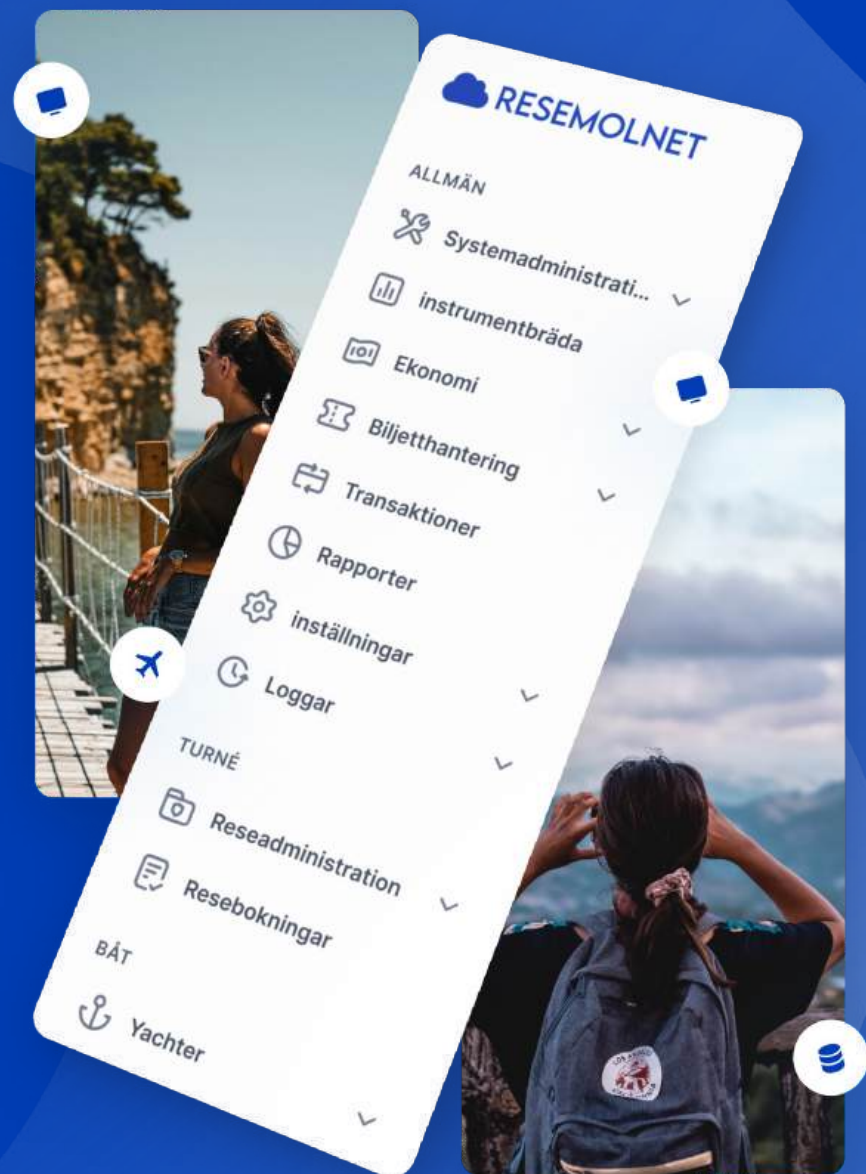




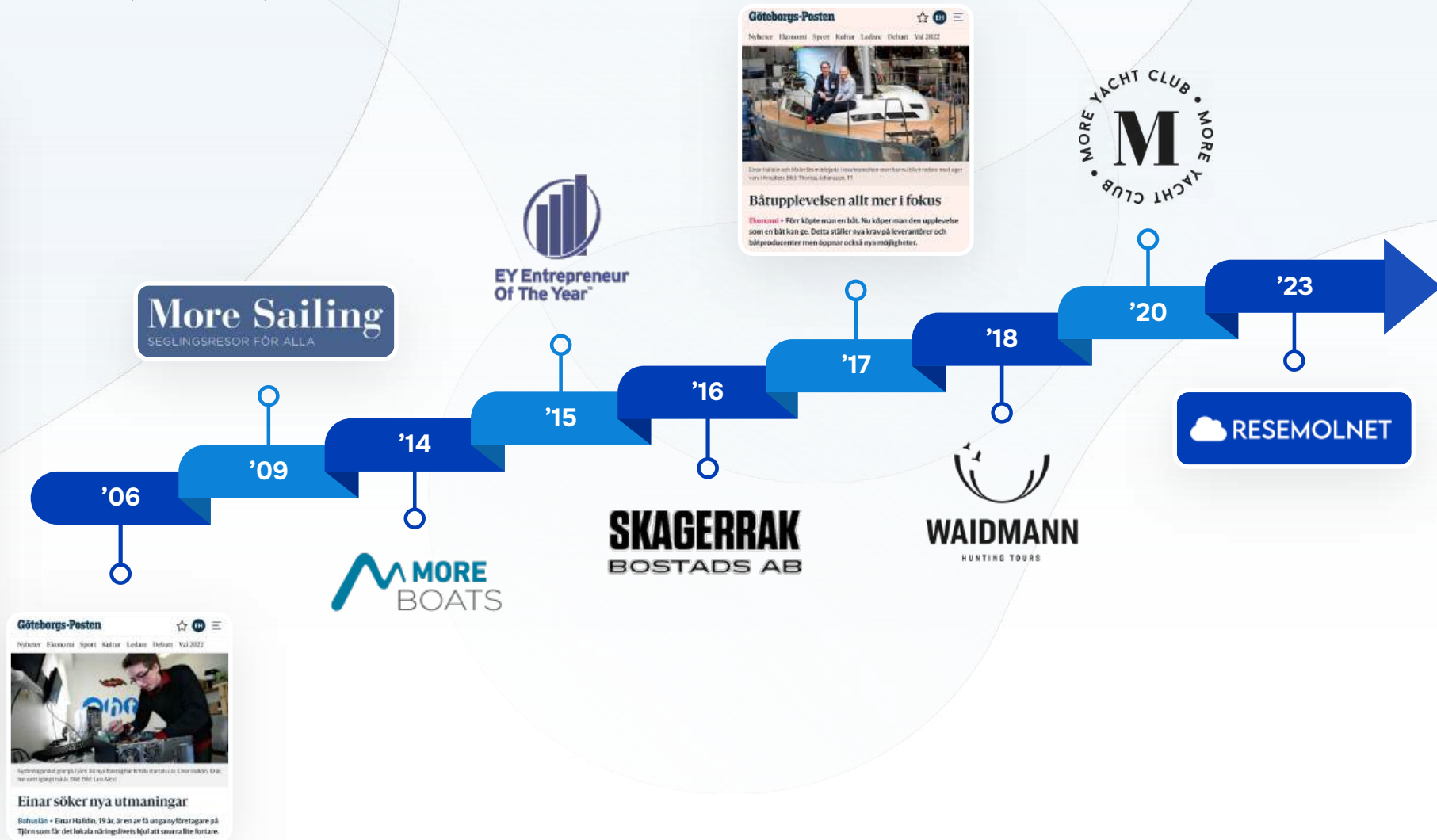
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## The Travel Cloud



# Einar Halldin

Founder of Resemolnet - PhD, MRes, MBA



# Einar Track Record

Founder of Resemolnet - PhD, MRes, MBA

**More Sailing From 0 To 161 Msek Turnover**  
The Company Sold In 2024

**Waidmann From 0 To 10 Msek Turnover**  
The Company Sold In 2023

EINAR



**EKONOMI ETT STORT GRATTIS!!! RESEARRANGÖRERNAS  
EKONOMI RESEBYRÅ RESEFÖRETAG RESEINDUSTRI**

2024-04-10 11:00  Maila reporter

## “Vi borde nog kunna dubbla ett par gånger till”

More Sailing har ny ägare i investmentbolaget Red Six. Här berättar More Sailings vd Einar Halldin om detta i Travel News klassiska enkät. 2022 omsatte seglingsbolaget med fokus på Kroatien 161 miljoner kronor.

# Travelers

## Market Size & Opportunity



**In Sweden, There Are Approximately 2,200 Tour And Travel Operators**

**Nearly 58% of Swedes travel abroad at least once annually. Next year, swedes anticipate spending about \$11.5 billion on vacations.**

The travel behavior and preferences of the Swedish market resemble those of travelers from other Scandinavian countries, as well as Germany and the UK.

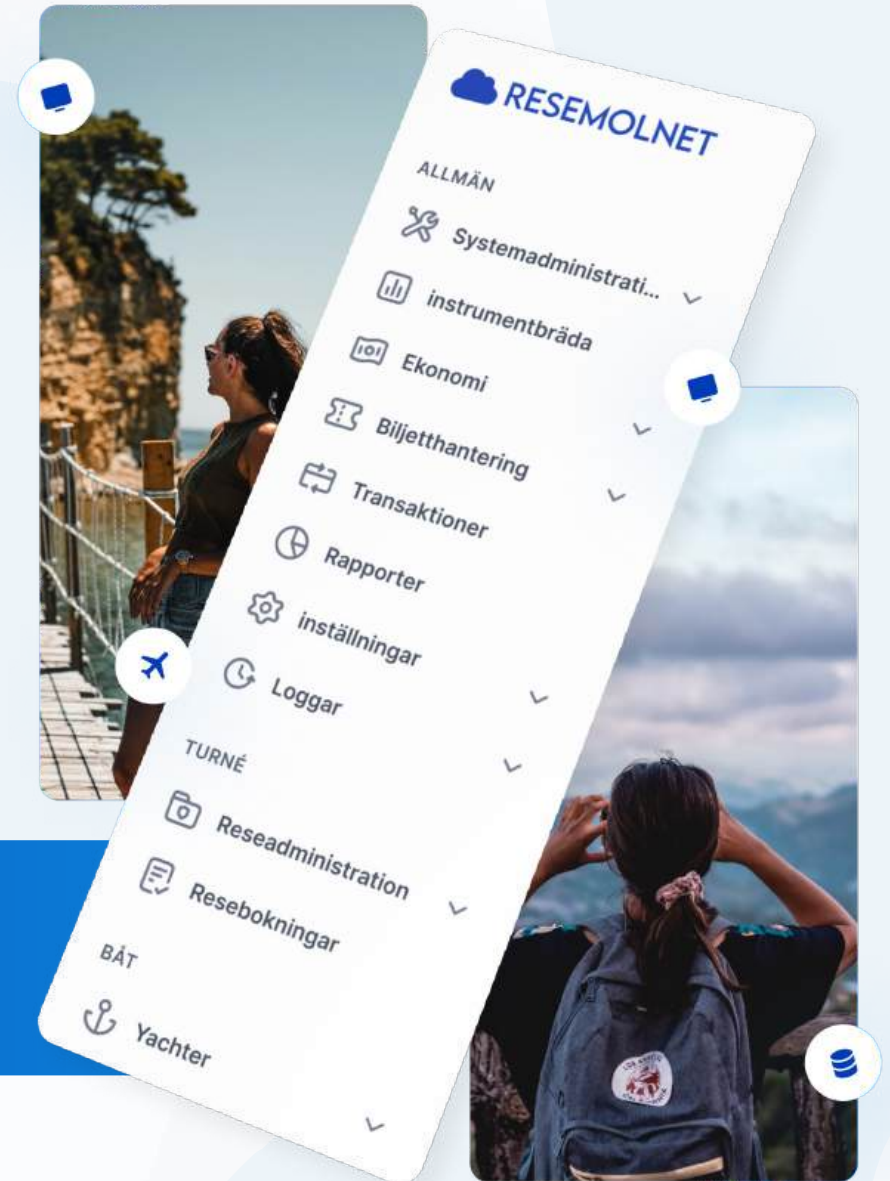
# Travel Technology

## Digital Transformation in Travel

The airline and hotel industries, along with major tour operators, have fully embraced digital transformation.

**The pandemic accelerated customer demand for travel technologies. 83% of travelers now prefer to book their trips online.**

**86% of tour operators are focusing on modernizing the user experience to boost online travel sales**



# Small- & Midsize Tour

## Operator Dilemma



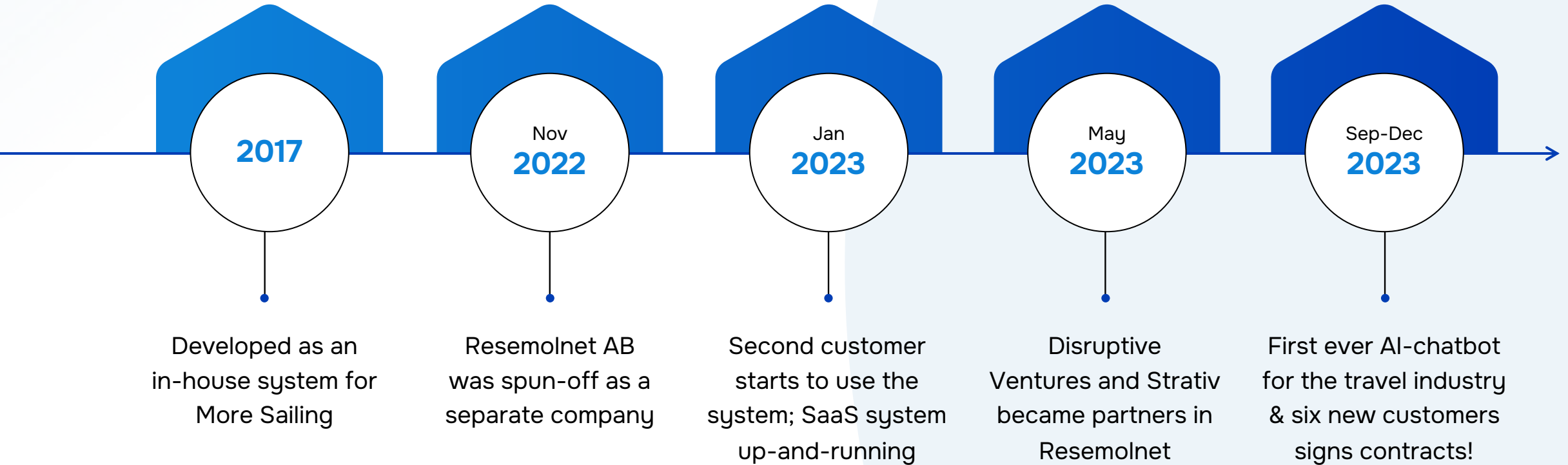
**Over the past decade, More Sailing found no suitable travel technology solutions from existing IT providers, as none met their criteria for functionality and future-proofing**

More Sailing were forced to develop their own technology in-house. Strativ emerged as the partner capable of developing the IT infrastructure.

**Five years following this partnership, Resemolnet was born (2022).**

# Resemolnet History

## Timeline





### **We Are**

..the next generation  
AI-driven ERP-system  
for the travel industry

### **Vision**

Become the  
no.1 IT-platform  
for travel & tours

### **Mission**

Empower the travel  
industry with market-  
leading IT solutions

# Founders & Investors

People Backing Up The Company

55%



**Einar Halldin**  
**Founder and CEO**

Serial entrepreneur and founder of several companies, **including two tour operators.**

20%



**Abdullah Yousuf**  
**CEO Strativ AB**

Developed several major software products for Swedish companies with its **70 developers in Bangladesh.**

25%

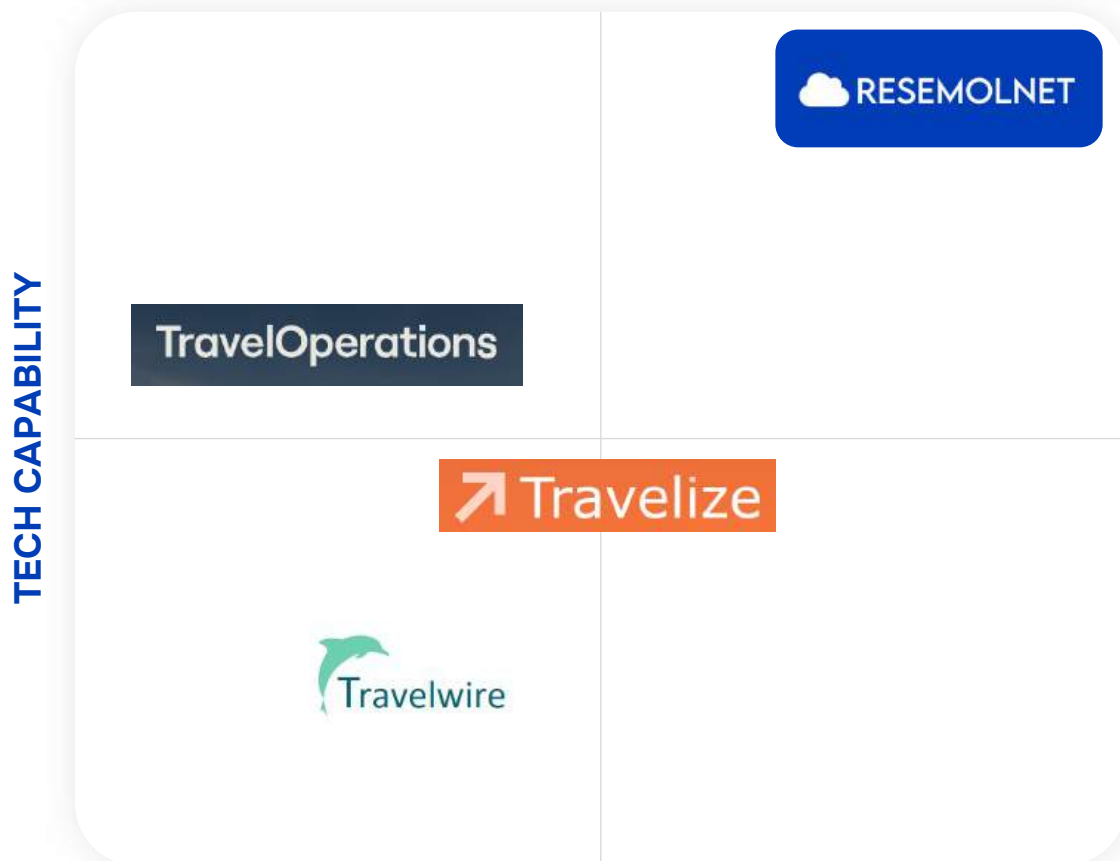


**Niklas Jansson & Pontus Kressner**  
**Disruptive Ventures AB**

Investment company invested and built several IT companies, e.g. Vaccina (developed by Strativ) **which was sold to Kry.**

# Resemolnet Is The Premier Choice

Currently Available In The Market



MEET TRAVEL DEMANDS

## *Our Platform:*

Is built on a 20 years newer IT framework than our competitors

Has more IT-developers working on development than all our competitors combined

Is the only ERP-system in the travel industry implementing AI-algorithms to enhance competitiveness

Has the highest capability for integrations with accounting software's, payment portals, GDS, hotel portals and more

Is the only modular ERP-system on the market for the travel industry

# Tour- & Travel Operators

Powered By Resemolnet

RESEMOLNET

## Traditional Way



Basic webpage, interactions based on interest forms and phone number



Information shared over email, difficult to find and not stored in one place



Limited payment options, requires manual input to sync with an accounting system

## Travel Agent



Seamless integration with travel agent's webpage and ability to sell complete range of products



Mobile-friendly and easy-access portal for all information



Convenient payment directly integrated with travel agent's accounting system and with a low fee



AI powered chats, reports, marketing and more



Increase sales – minimize administration to fuel growth

# Top Ingredients

In Resemolnet



## Traveler Demand

High demand from travelers for great travel technology

## Operator Demand

High demand from tour operators for digital solutions

## Value Creation

New key customers providing valuable insights

## Growth Potential

Great existing product with huge potential

## Great Talent

Team with exceptional expertise!

## + Special Ingredient

Applying generative AI technology

# Customers

Today

**15 Clients**

for onboarding or  
actively using the system

**50 Companies**

Anticipated addition to the  
customer base ('24-'25)

**200 Customers**

Projected growth over  
the next 3 years



# During 2024 - 2026

## Next Steps

Onboarding **50 new customers**: building more features

Resemolnet will facilitate vacations for **40,000 travelers**

Processing **\$100 million** across **20,000 transactions**

Booking, naming and uploading **30,000 flight tickets**



# Annual Recurring Revenue

## Key Financial Metrics

**Today** ----- 1.4 msek ARR

**Aller Group** ----- 6.2 msek ARR

(+19 offers in negotiation, 3 msek i ARR)

**7,6 msek in signed ARR per 2024-04-14**



# The Future

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Resemolnet will be a platform like Airbnb, **connecting travelers and tour operators**



# Business Case

0.5 msek in burn rate per month today

0,5 msek in extra needs for more development & more opportunities

**= SEK 12 m in capital requirements for the coming year**

SEK 3.3 m from the current owners

SEK 6.6 m from Almi and bank

**= 10 msek**

**Approx. 11 msek expected ARR within 12 months, given what we know today...**



Looking Forward To Do Fun Stuff Together!

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**Thank You For Your Time.**

