

TorAlarm

Berenberg Akademie 2024

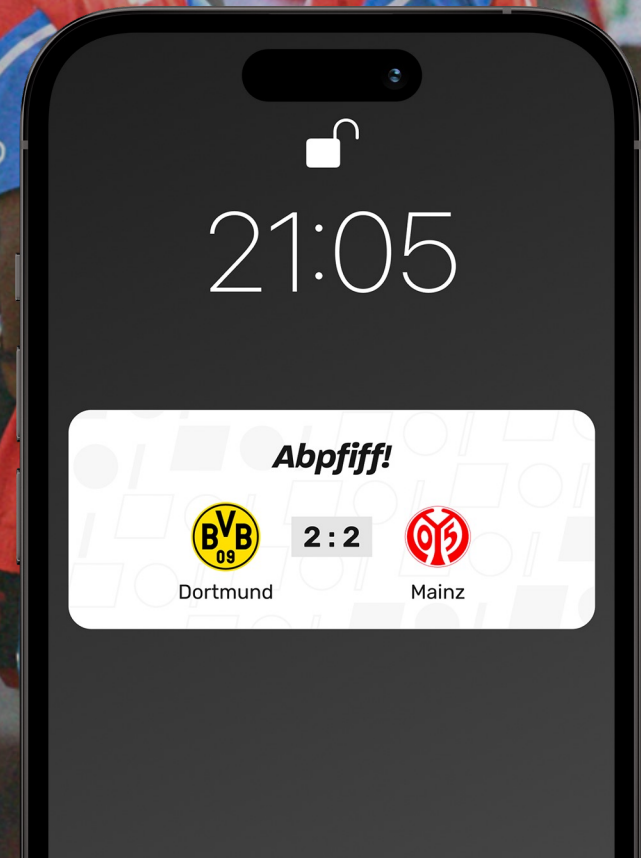
25. Mai 2024

01

Was ist TorAlarm?

DEUTSCHLANDS SCHNELLSTE FUßBALL- APP!

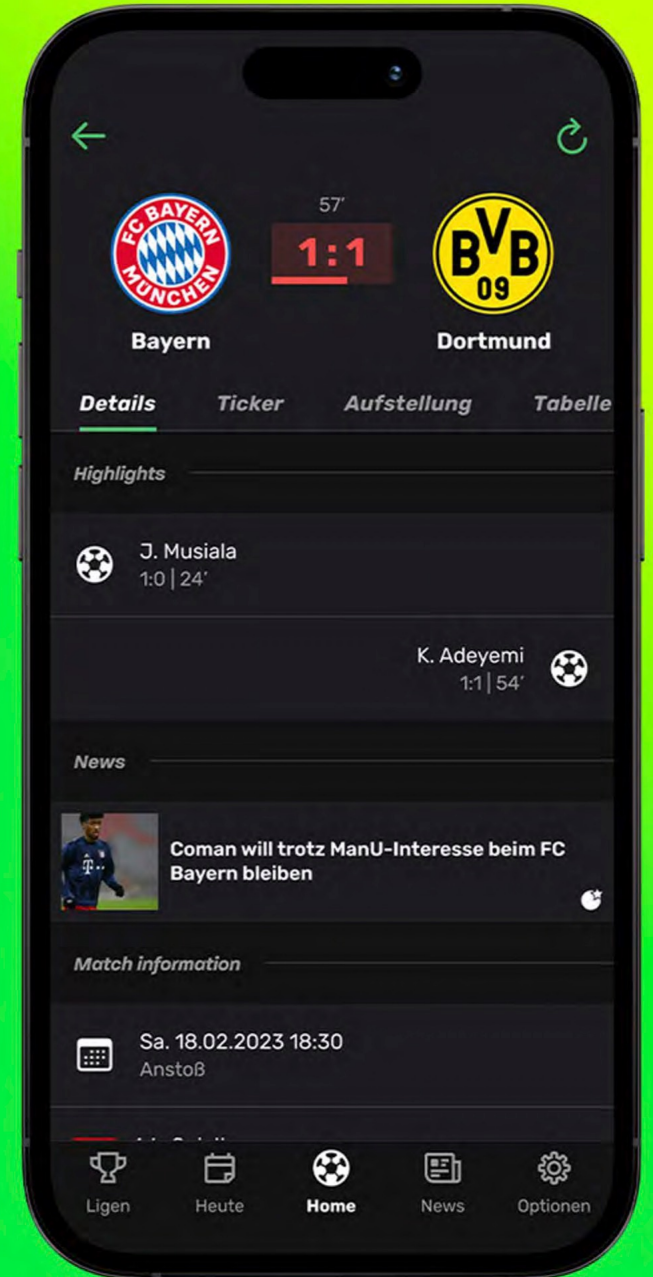
Strictly confidential



In Deutschland krass beliebt

- ▶ **Ø über 1 Mio. MAU**
- ▶ **400 Mio. Sessions**
- ▶ **4 Mrd. Page Impressions**

*Leistungswerte der Saison 2022/23 in Deutschland

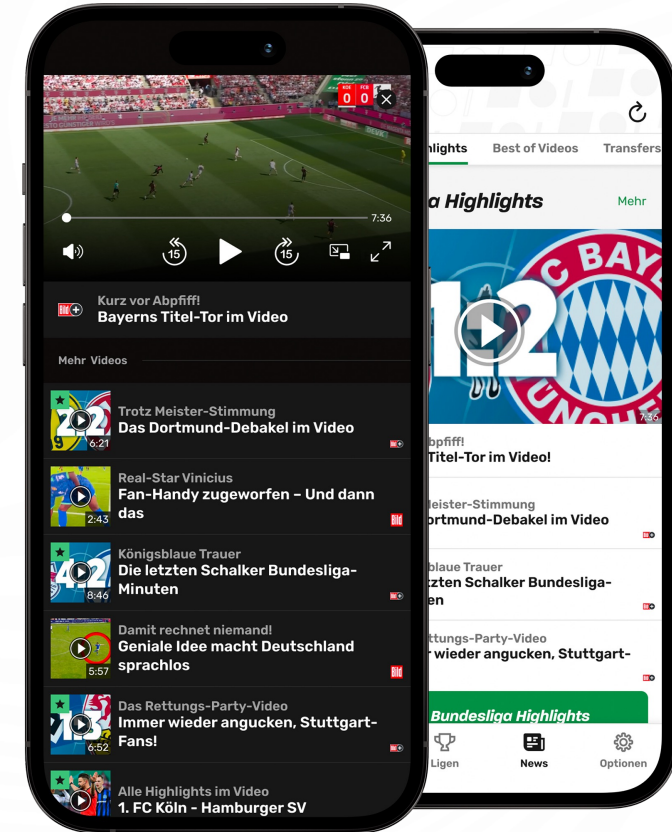


Über 100 Wettbewerbe lassen das Fan-Herz höher schlagen



Strictly confidential

Alle Bundesliga-Highlights direkt nach Abpfiff



02

Historie

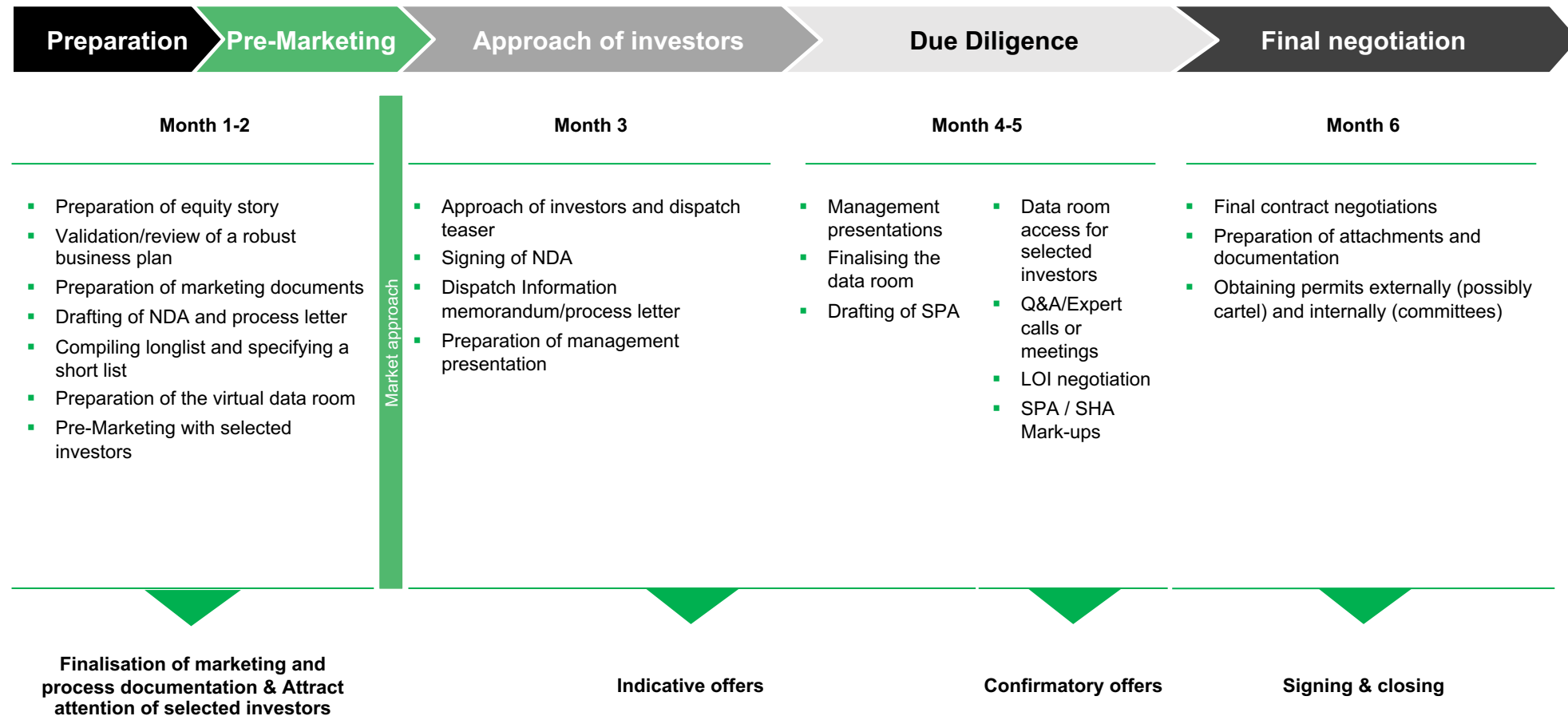




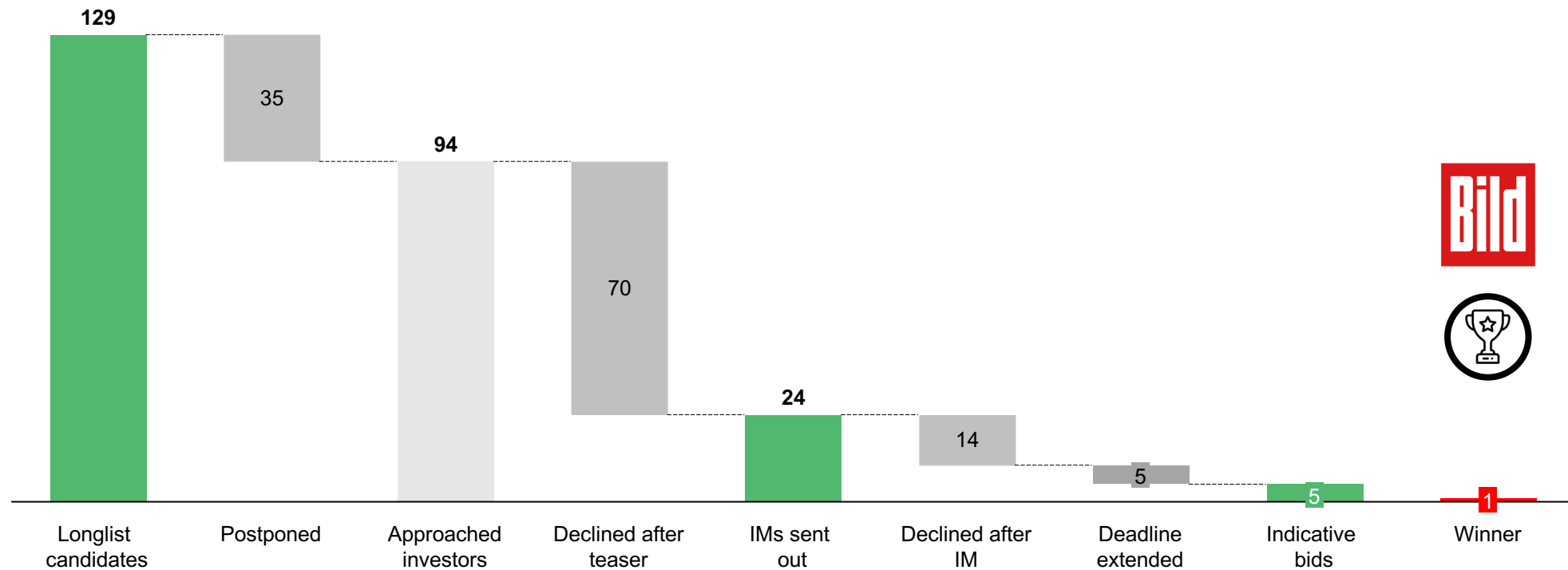
03

Verkauf

Effizienter Transaktionsprozesses mit maximaler Transaktionssicherheit



Breiter Auktionsprozess mit signifikantem Interesse und attraktiver Bewertung für TorAlarm



04

***Extra: Faktoren für
erfolgreichen Verkauf***

Extra: Faktoren für erfolgreichen Unternehmensverkauf

How the it works



Company is growing



Business earns money



Business plan is exceeded



All information is available



Management knows their figures



Deal rationale is strong

... and how not

... does not grow

... or simply not

... missed

... remain unavailable

... has no overview

... weak

How the it works



Entrepreneur sells his company well



Entrepreneur remains motivated



Strong second management level



Timing fits



Has an equity story



Relevant in its core market

... and how not

... bad

... in holiday mood

... missing

... does not fit

... has no future

... irrelevant

