



Investor deck

Q4/2023

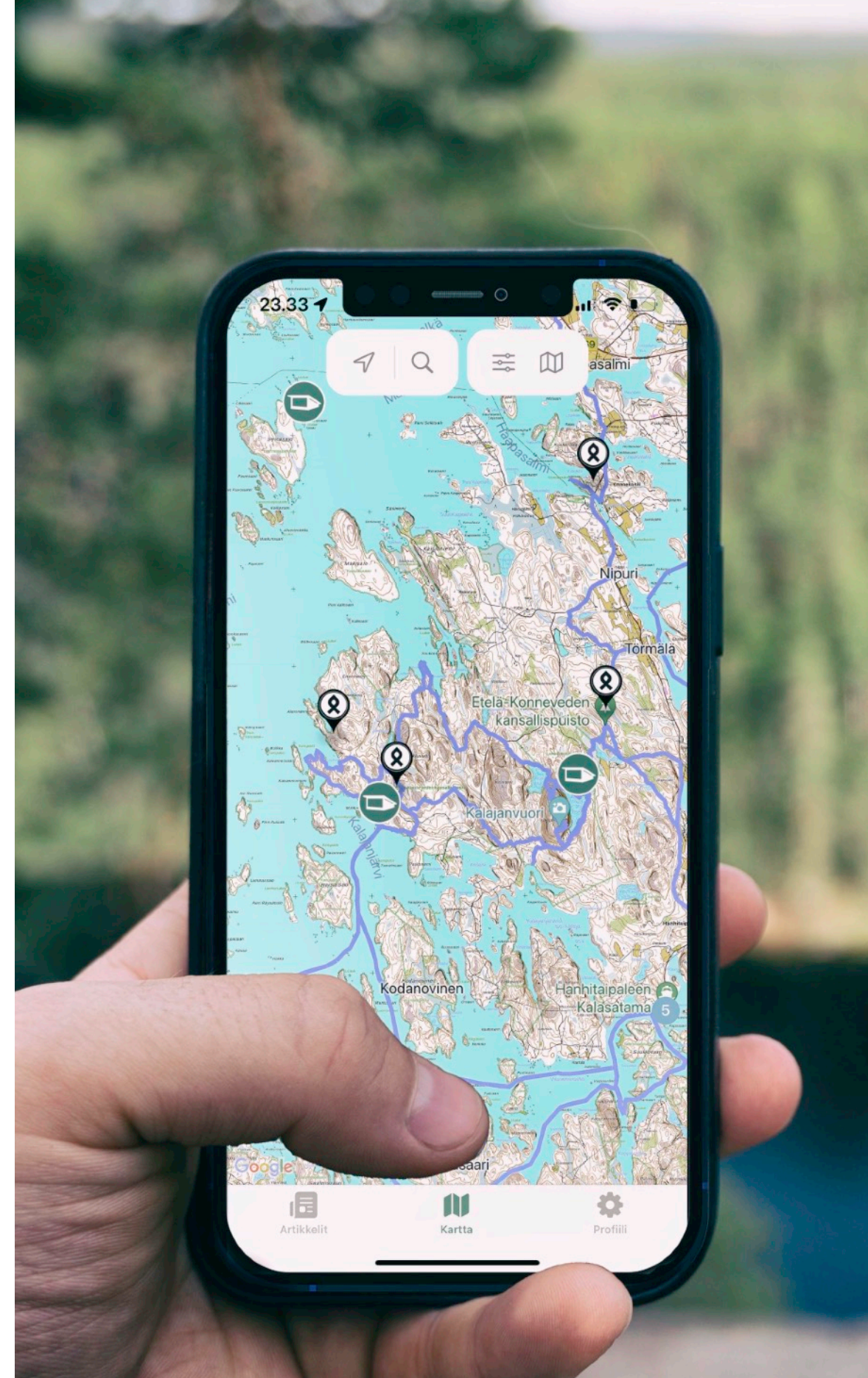
COMPANY

Explories - where matters

In 2021 the idea of Explories was born as we entered into a strategic partnership with Jotuca Oy, the owner of **Retkipaikka**. Retkipaikka is the biggest outdoors blogging platform in the Nordics, full of high quality stories and pictures from life-changing adventures in the great outdoors. What they needed was a map, but not just any map!

Our solution, Explories, is **the app for an adventurer**. In it's current form it's a mobile application that brings together information from public sources, publishers and high quality blogs and combines it with a unique set of map layers targeted for the outdoors enthusiast.

In 2022 we launched Explories in Finland (under the Finnish name Retkipaikka) to great success. The numbers speaks for themselves and tell us about an increasing demand for this new tool for those of us who feel the wanderlust and thus we are now seeking new partners who can join us on our journey to bring Explories in the hands of outdoor enthusiasts around the world!



Where matters.

Team

50 years of software development
30 years of UX-design
40 years of digital content creation
60 years of entrepreneurship



Markus Sjöberg
Chief Executive
Officer



Hape Haavikko
Chief Data
Officer



Aleksi Sjöberg
Chief Technology
Officer



Antti Huttunen
Sales and Travel
Industry Specialist



Antti Luokkanen
Head of
Client Solutions



Julius Koskela
Head of International
Business

WHY AND WHAT?

Our solutions

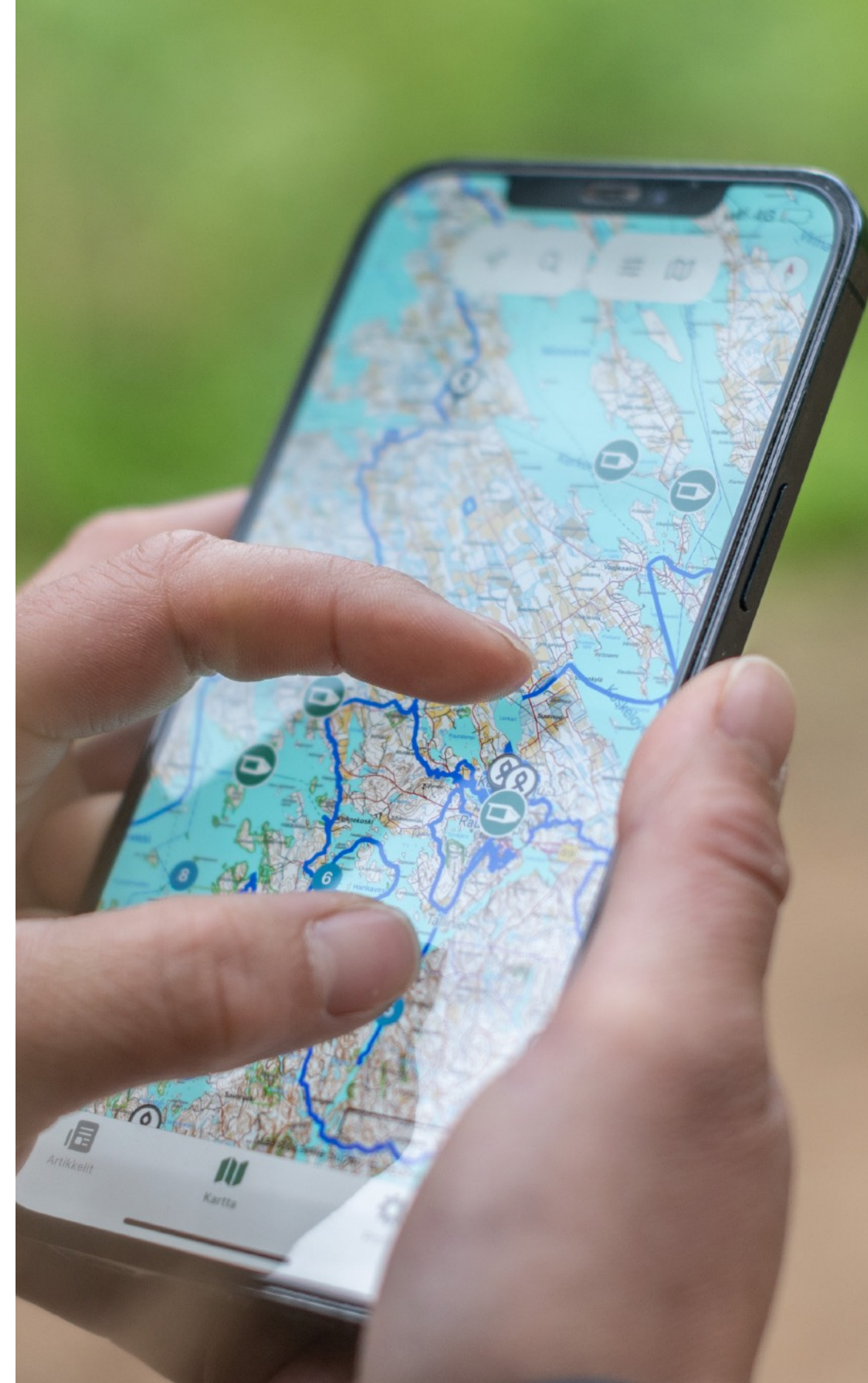
A map is more than a tool for navigation. It's a tool for conceptualizing the world around us. Our surroundings are full of interesting places that go unnoticed. We fuse narratives with geospatial information to craft a unique and immersive way to consume content and discover essential physical destinations. Where matters!

Explories

Mobile app and blogging platform for outdoor enthusiasts

KarttaMap

Integrated map solution for websites with KarttaMap Dashboard



Where matters.

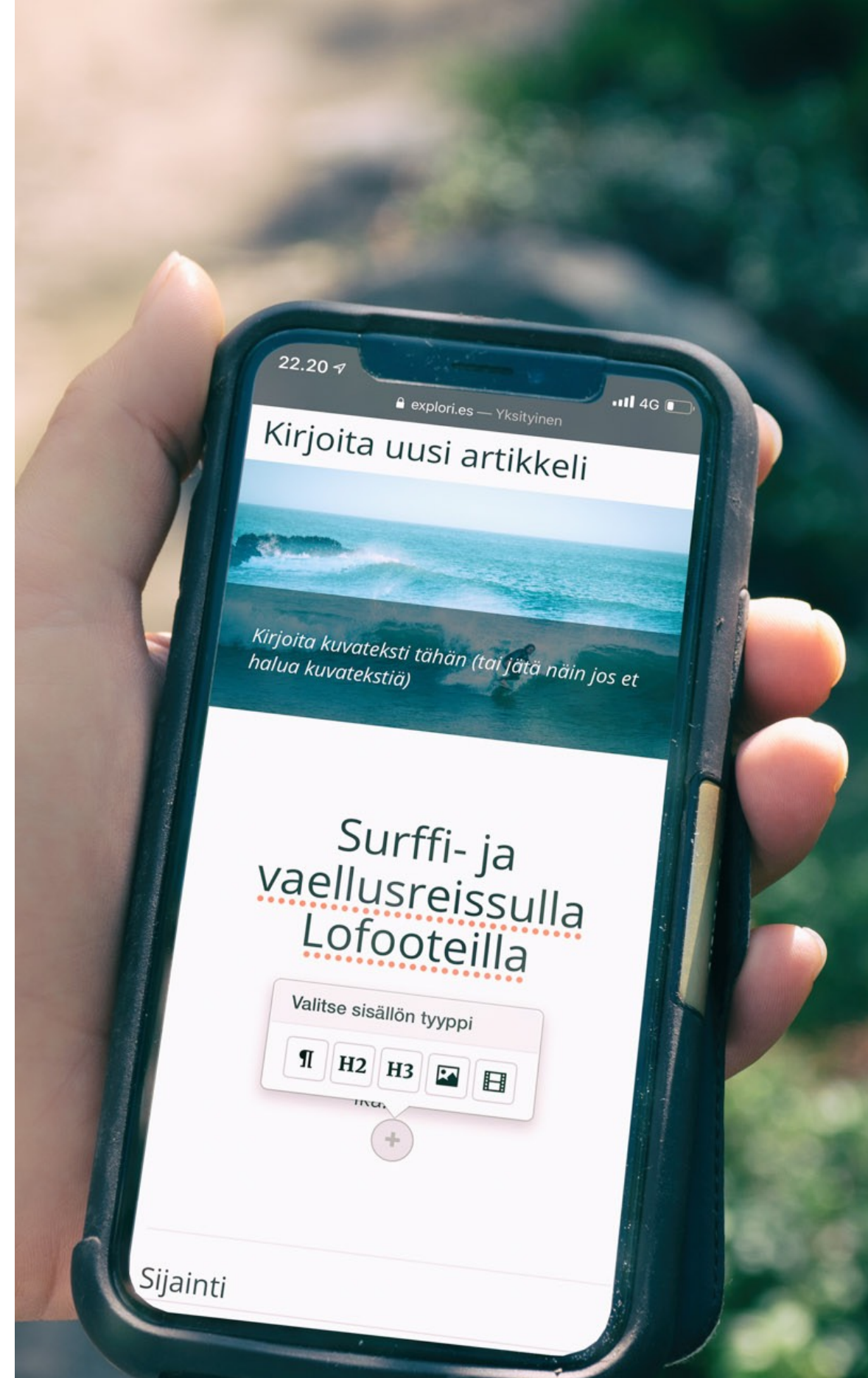
B2C / B2B

Explories app

Explories is a comprehensive app and web platform designed for outdoor enthusiasts, offering curated routes, interactive maps, and a vibrant community. Users can explore a wide range of outdoor activities and contribute their own content.

With a growing market and multiple revenue streams, Explories aims to simplify outdoor adventure planning and become the go-to platform for nature lovers worldwide. With Explories users can find their way to new adventures near their location!

- Business Story advertising concept for companies
- Cooperation with media partners: We integrate geospatial data into publishers' content and give them new life (in Finland with one of the biggest outdoor media, **Retkipaikka**) Integrable with Destination Marketing organization's KarttaMap
- Business model: Freemium, native advertising
- explori.es, retkipaikka.app



Where matters.

B2C

Explories on mobile

The Explories app seamlessly integrates routes, points of interest like campfire spots and beaches, thousands of user-generated hiking blogs from the Retkipaikka community, and versatile maps, creating an unparalleled all-in-one tool for outdoor enthusiasts. Whether you're planning your next adventure or navigating the great outdoors, Explories has you covered.

- Business model: freemium, income logic is based on map levels and premium content
- Possible to provide as a white label app for B2B customers
- App released: **iOS** June 2022, **Android** March 2023

Users	50 000
CPI (Cost Per Install)	0.32 €
Cost per premium user	6.40 €
Average annual premium user revenue	6.42 €

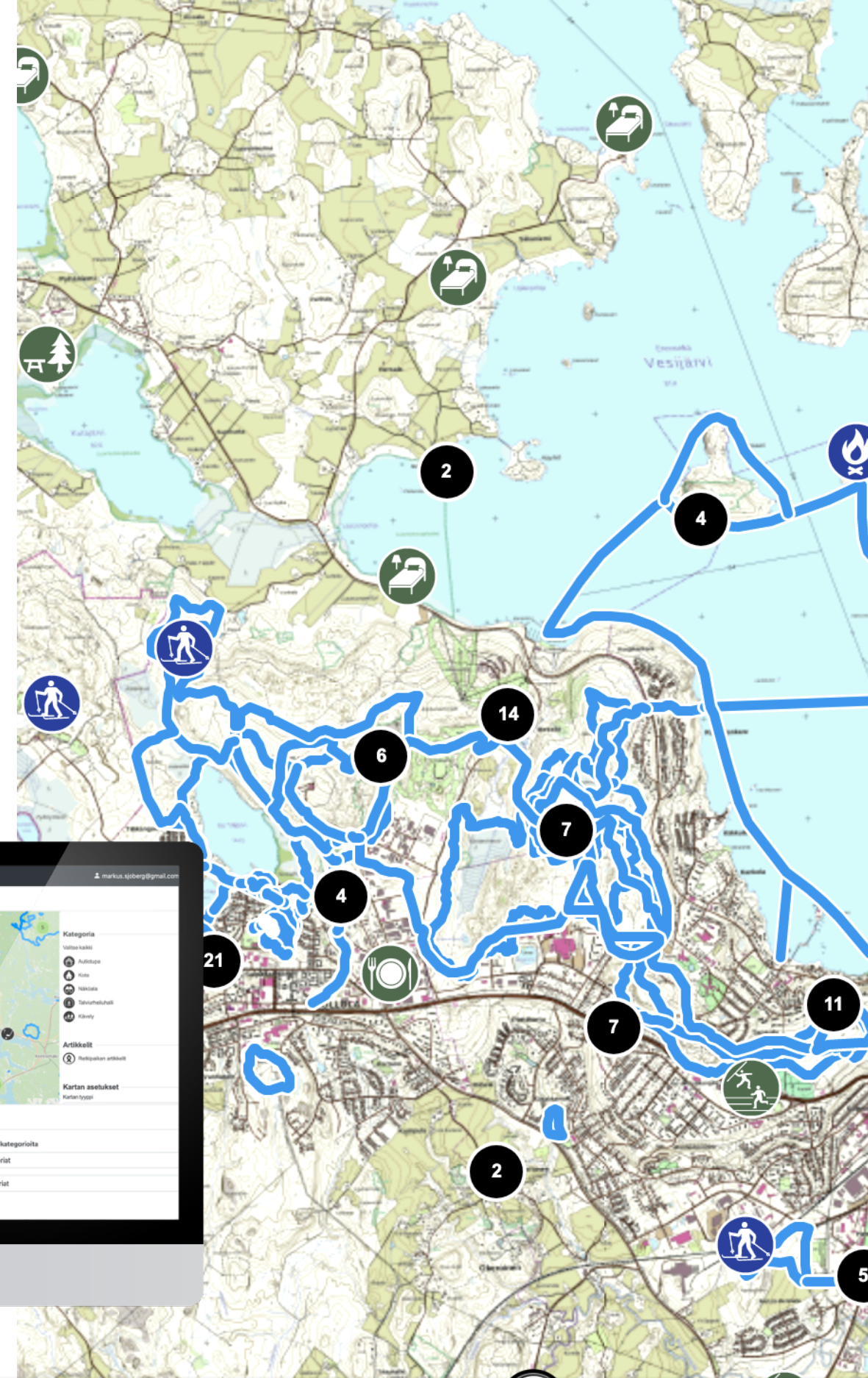
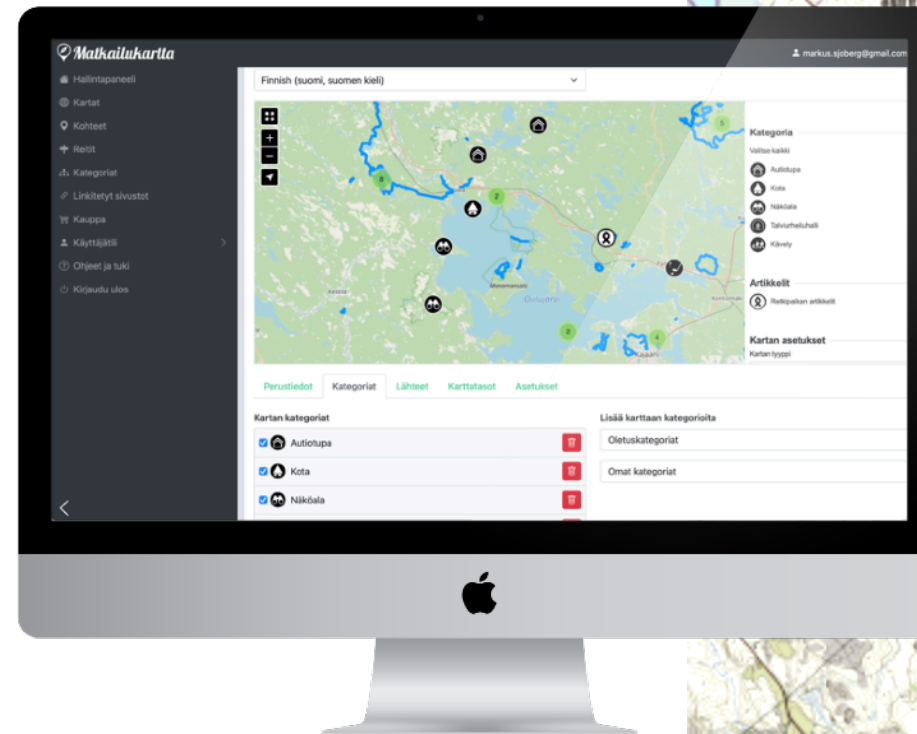
Where matters.

B2G / B2B / B2NGO

KarttaMap

Integrated map solution for websites with easy to use Dashboard.

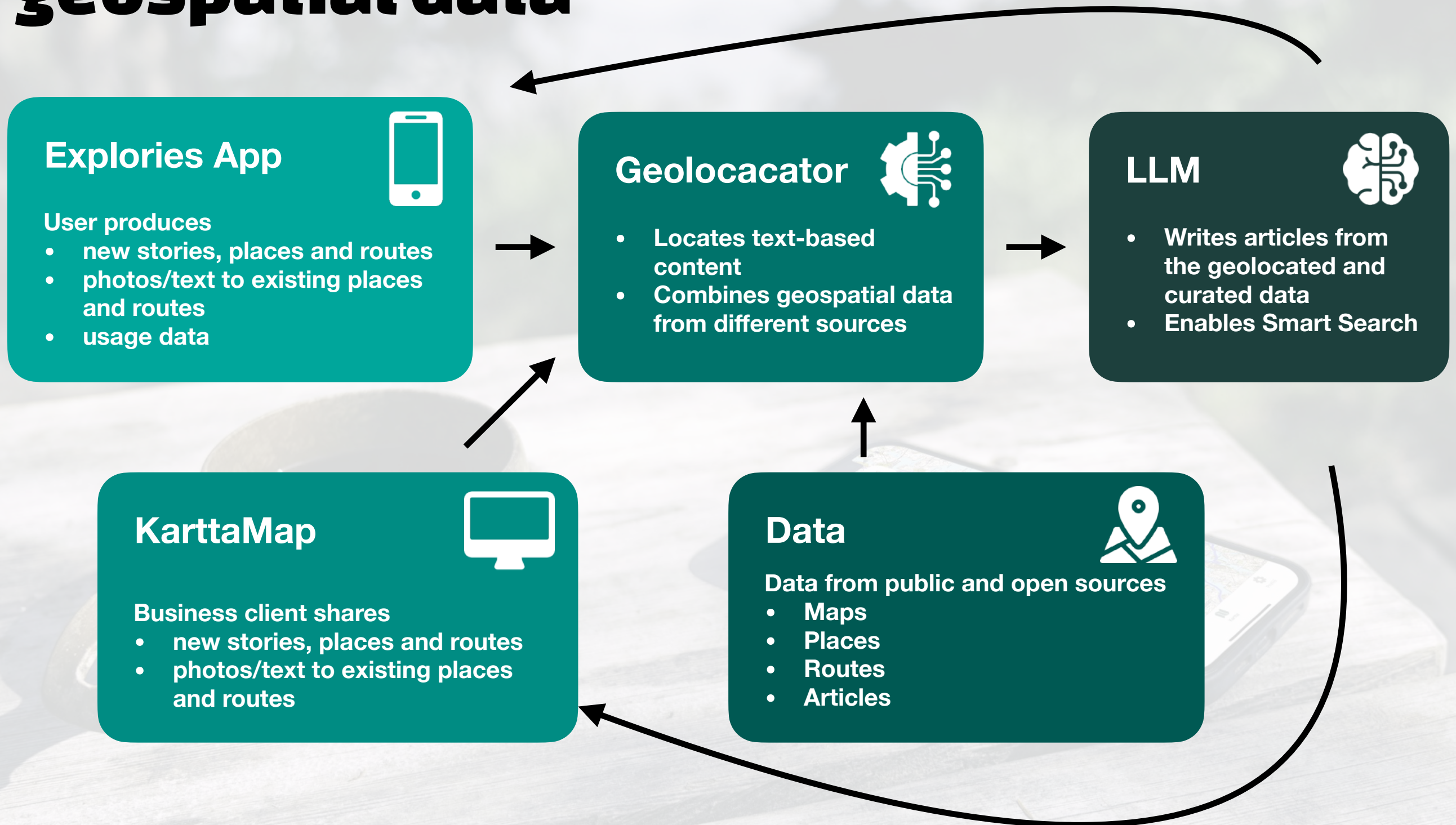
- KarttaMap is a map solution for publishers, destination marketing organizations, municipalities and companies
- The main idea is to help end-users to find relevant content and information, for example outdoor trails and historical stories in national parks or best breweries in the city.
- Clients in Finland e.g. **SKVL, Energiateollisuus, Merikarvia, MTK, Retkipaikka** and **Olutposti**
- Combines the locational data from different public/open source data producers and the client's own content uniquely easy-to-use way
- Fast and easy to use & scalable
- Business model: SaaS
- matkailukartta.fi



Where matters.

NEXT STEP

How we plan to produce next-level geospatial data



Where matters.

NEXT STEP

The challenge of quantity

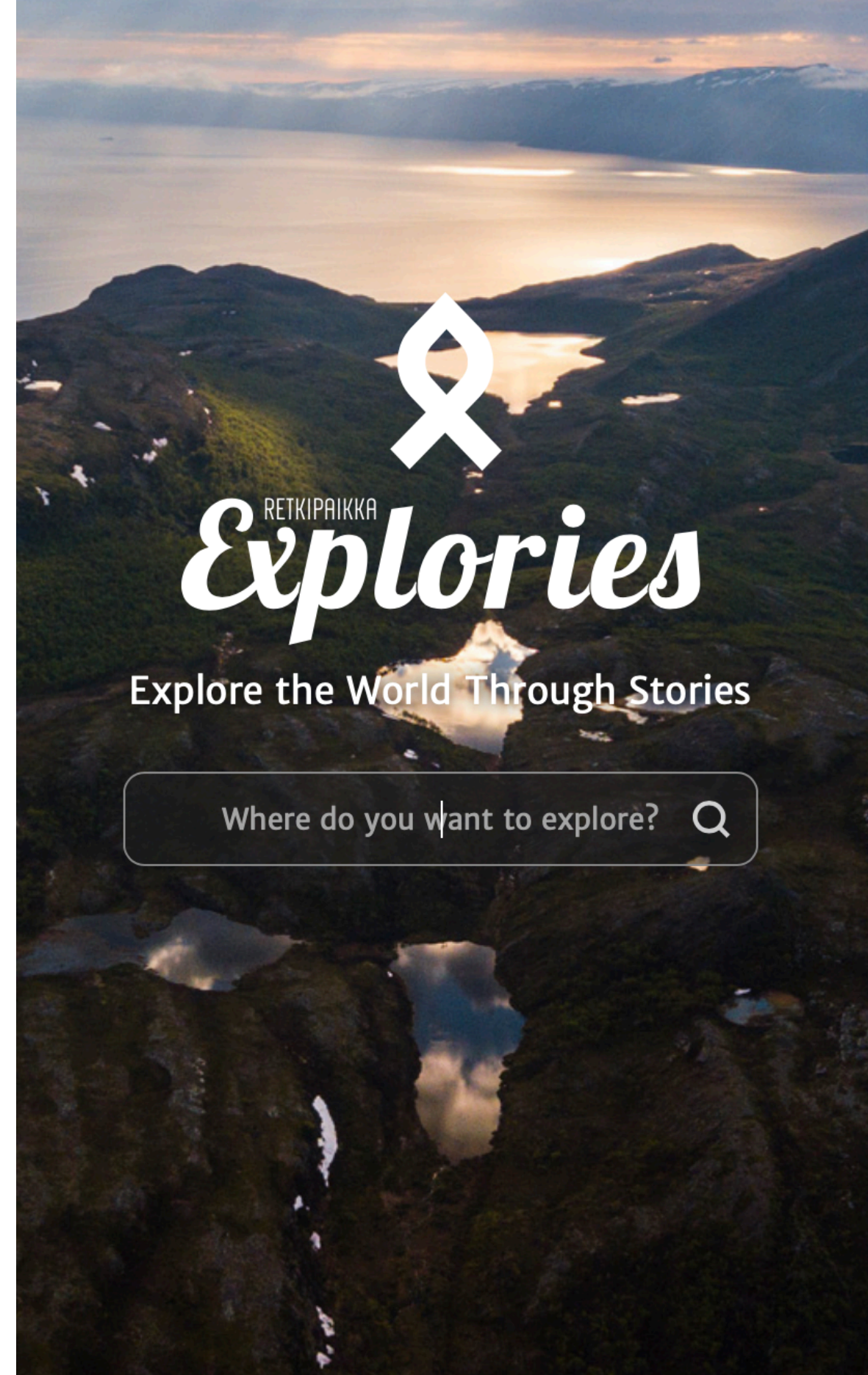
The same places appear multiple times, the location data is too technical, too many locations shown at once... *Finding relevant information is challenging for users, but we have solutions!*

Smart Search

NLP-based semantic search enhanced with user query weighting to provide the most relevant content on the map.

Data Integration and Enrichment: Geolocator + LLM

We utilize an extensive language model to help us generate engaging, article-like descriptions for places and routes by combining data from various public sources.



Where matters.



NEXT STEP

Unlock new advertising potential with Business Story

Small local businesses **are often left out in digital advertisement** because localization features are not effective enough and they end up paying for excessive geographical reach. For a local business its potential customers are usually close by.

Locationnews **Business Story** is an extremely powerful local advertisement made especially for small and mid-sized local businesses. The story will be shown in its actual location and presented to the people browsing nearby.

According to researches*, **native advertising is one of the most promising ways to boost revenue** in the future. We want to create a real option for all-sized businesses – even for the smallest local companies.

*Laursen, Jesper (2017): Native Advertising Trends in News Media. International News Media Association and The Native Advertising Institute, Dallas.

Where matters.

MARKET

The competition and market potential

Geospatial solutions have a functioning market - and a lot of competition. The global digital map market was valued at \$21.8 billion in 2022, and is projected to reach \$89.1 billion by 2032*

Explories stands out with its publisher partnership model and the innovatively curated combination of stories and data levels.

Our platform is an **excellent alternative** to variety of cases where in example Google Maps, Esri and Outdooractive are now used – and it can even unlock new markets from digital publishing industry!



outdooractive



ZONEATLAS



**Allied Market Research*

Where matters.

MARKET


The path to the international market

Positive experiences gained in the small Finnish market help us conquer larger markets. The strategic use of open geospatial data, combined with smart data integration allows us to navigate the complexities of international expansion with confidence and innovation.

One strategy is to build media partnerships in different countries. It has worked very well in Finland with Retkipaikka community, so we believe it will be effective in other countries as well. The Nordic countries and German speaking Central Europe are at the forefront of our internationalization.



Where matters.



Q4 / 2023

Seed round

Our shared path leads us to an exciting adventure. Along the way, there are uncharted wildernesses and unfamiliar backcountries, but with €500,000 in funding, we can build a location-based ecosystem that not only transforms the journey into an unforgettable experience but also leads us to the doorstep of mythical treasures.

Current investors

Next Media Accelerator, Jotuca

Contact

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