

Investment teaser

Contact information

THIS Less-is-more Group AB (Publ)
Grev Turegatan 27, Str
114 38 Stockholm
Sweden

Financial information

Company stage: Initial and Growth
Current Capital: 35 million SEK
Month Net Burn: 400 T SEK
Capital Raising: 20 million SEK for 20% of the company

USE of FUND:

25% Product development
35% Marketing/Sales
20% Operation/Inventory/working capital
20% Legal structure/working program

Management team, Stockholm

CEO: Lucy Dahlgren
CAO: Dr. Arvid Karsvall
VP Market: Chris Ekander
CFO: Björn Holmsen
CTO: Håkan Halje
Controller: Jan Trotter

Strategic Advisors and shareholders:

Leif Edvinsson: Intellectual capital and digital economy navigator
Björn Fjellsäter: International expansion strategist
Lars Åke Söderlund: Health expert, vice president International Pharmaceutical Federation
Lars Pålsson: Commercial and retail expert
Carl Engelberth: Structuring financing
Geert Ingelbert: Health ingredient digital distribution strategist
Dr. Linger Ge: Economist and business strategist, international trading expert

Offer in summary

Shares before issue = 10,000,000
Shares in the offer = 2,500,000
Share issuing volume = 20 million SEK
Price per share = 8 SEK
Valuation pre-money = 80 million SEK
Valuation post-money = 100 million SEK
IPO planned for 2022

THIS vision is to become a world-leading digital cooperative platform for competence and financing alliances in health and well-being.

THIS mission is to build a stronger alliance of partners while developing a business ecosystem of digital platforms to create better conditions for all stakeholders.

THIS strategy is to create reliable and profitable transactions between investors, entrepreneurs, companies, and consumers through M&A, international agreements, and technological innovations.

THIS Less-is-more Group AB (THIS Group AB) is building a business group with a focus on health and innovation for sustainable consumption and communication. The goals of THIS Group are to:

- **merge** (M&A) with companies within health and lifestyle, communication, and E-commerce, and to reach a market valuation of 3 billion SEK in 2024 on the stock exchange.
- **create** synergy effects between the companies of the group to increase the opportunities for faster and easier international expansion, through an eco-system of cross-border business portals.
- **design** a solid backend cloud platform for digitalising, commercialising, and capitalising on sustainable and effective communication, sales, logistics, and production.
- **contribute** preventing the global epidemic of obesity, diabetes 2, cardiovascular disease, and other lifestyle diseases (NCD, non-communicable diseases).

About

THIS Group offers services in internationalisation and cross-border sales, including the support of a shared Corporate Visual Identity (CVI) and internationally registered trademarks. Entrepreneurs and brand owners are offered to enter with their shareholdings in THIS Group, and thus become strategic business partners with shares in the parent group that correspond to the valuation of each company. In this way, the entrepreneurs retain control over their companies, while sharing operational resources and finances for market expansion.

Background

Entrepreneurs, small and medium-sized brand owners often lack the financial capacity to take advantage of lucrative business opportunities in emerging markets such as China and Southeast Asia. Not least, many Nordic export companies cannot communicate with consumers in these markets, which means that they cannot explain their unique value proposition or adapt to local needs. There are countless examples of how Nordic and European companies neglect great business opportunities, but lack of financial and organisational resources leads to a situation where large multinational players take over the market after a somewhat smaller company has made pioneering efforts. That is, it is the rule rather than the exception that brands develop into “loss leaders” and that – despite excellent ability to innovate – they lack financial sustainability.

The solution – integrated international businesses by THIS Group AB

Small and medium-sized brand owners in health and lifestyle need a new and integrated business eco-system for intellectual and financial capital. A system and platform that helps to market, communicate and distribute brands in a growing and profitable global health market; and which merges the companies’ balance sheets into a stronger and more capable holding company. In this way, companies can continue to focus on their daily operations, while becoming part owners of a new and powerful global business platform with access to finances from larger investors, banks, and the stock market.

Sources of income

The main sources of income for THIS Group come are from ownership in companies, IP rights, and from the product and service portals THISCOOP® and THISLIV®. Entrepreneurs and brand owners have the opportunity to use THIS portals, cloud services and applications for cross-border marketing and sales in emergent markets. The following primary sources of revenue exist for THIS Group:

- Merger & Acquisition (M&A) of companies that together consolidate finances and create a strong alliance through the THISCOOP® corporate portal to reach out and market their health products and services.
- Corporate services within THISCOOP®: THIS offers applications and expertise in accounting, intellectual capital, and data/market analysis of global health trends.
- THISLIV® customer portal: a communication and e-commerce portal for end-users and buyers, where the customers will receive bonus points when buying healthy products or interact with the sellers. A commission fee of the total turnover is charged from external companies that use the platform.



The average annual sales growth (CAGR) between the years 2022 - 2027 is estimated to amount to 61.59%. THIS is estimated to achieve sales of just under SEK 44 million in 2022 and SEK 782 million in 2027. The EBIT margin is estimated to amount to 16% in 2027.

Four reasons to invest

THIS group operates in a rapidly growing market to solve social problems of lifestyle diseases through business and competence alliances;

THIS Group has a competent board and management that has the experience required for THIS to become a strong growth company;

THIS has already merged with several companies and is in continuous talks with multiple companies to consolidate into the group;

THIS has a unique business model with a focus on competence-driven capital. Several platforms are under development and are ready to be rolled out.

Board of directors

Lars Pålsson, Chairman of the Board, Born 1959. Until 2018, Lars was CEO of Cloetta Scandinavia and a board member of the Confederation of Grocery Suppliers. During the years 2011 - 2015, Lars was also chairman of DLF.

Lucy Dahlgren, Director, Born 1969. Lucy has extensive experience as a project manager for complex and large development projects in Sweden and Europe. She has also previously been CEO of Bayn Europe AB (Publ.) – a company she founded in 2009 to develop and market solutions for sugar reduction in the food industry. Lucy is passionate about change and innovation. She has successfully listed Bayn Europe on Nasdaq First North Stockholm 2014.

Björn Fjellsäter, Director and CEO, Born 1946. Björn Fjellsäter has 40 years of experience in senior positions and as an international management consultant in large and small companies. He also leads the network for International Expansion and Financing at the Stockholm Chamber of Commerce.

Carl Engelberth, Director, Born 1949. Carl Engelbert has been head of structured finance at ABB Sweden. He has also held the same position at Svensk Exportkredit - a state-owned company that finances the Swedish export industry on commercial and sustainable terms.

Management

Lucy Dahlgren, CEO, Born 1969. See section “Board”

Dr. Arvid Karsvall, CAO, Born 1975. Arvid Karsvall has a doctorate in communication from Linköping University in Sweden and a background in research in user experiences. Arvid's area of expertise is in e-health and communication in and between private and public sectors. Arvid is a specialist in intercultural user experience, data analysis, e-commerce, and e-health solutions for informal carers and families.

Christian Ekander, VP Market, Born 1973. Christian Ekander has a background as a lifestyle entrepreneur, artist, and athlete. He has extensive experience from running technical incubators and in developing businesses between Europe and Asia; projects focused on ecological design, goods, services, and international food supply chains. Christian has worked in the United States, the Philippines, Hong Kong, Portugal, Spain, the Dominican Republic, and China. He is passionate about start-ups, circular economy, and sustainability. Christian holds an MBA from Hawaii Pacific University.

Björn Holmsen, CFO, Born 1965. Björn Holmsen is an expert in finance/business modelling and structure. Björn's primary focus is to find solutions that contribute to new and increased revenue channels. Björn is an expert on East Asia, a sinologist, a Japanese scientist, and has previously established two Swedish companies in China, where he worked for over 20 years.

Håkan Halje, CTO, Born 1959. Håkan is focused on technology-based business development with an emphasis on the environmental adaptation of software, hardware, and data capacity. He has worked as a consultant and partner in the automotive industry, chemical engineering, and cleantech. Additionally, he has a background in financing, accounting, tax issues, and business analysis. Håkan is passionate about climate and environmental issues and how unused, small-scale resources can make a difference in an increasingly energy-dependent society.

Jan Trotter, Controller, Born 1961. Jan has broad experience in business - everything from marketing and sales to finance and administration. In previous decades, Jan has mainly worked with reorganizing and restructuring existing finance departments in both small and medium-sized companies.

Auditor

The auditors are Revideco AB. The authorized public accountant Erik Emilsson is the principal auditor. Erik Emilsson is a member of the Association of Certified Public Accountants (FAR). Address: Revideco AB, Drottningholmsvägen 22, 112 42 Stockholm