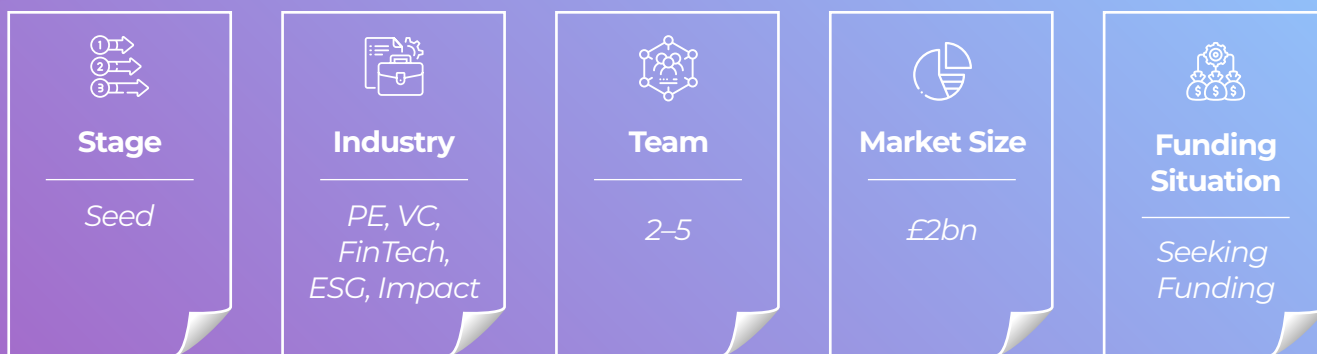


Streamline ESG and Investment Data Collaboration and Trade Secondaries in One Place

Positioning Private Equity and Venture Capital for the Future with Blockchain



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Market Problems

We asked over seventy (70) PE/VC market participants with AUM from £2bn to £20bn and they confirmed.¹

Data management:

- Manual, time-consuming, and economically expensive ESG and investment data collection, management, and storage
- ESG and investment data integrity risk
- Reporting and tracking ESG measurable data and historical KPIs
- Cybersecurity threats
- Data originated and reconciled by participants with a potential conflict of interest

Secondary trading:

- Investors must lock up their funds for five to ten years
- Very limited opportunity to trade LP-to-LP secondary stakes

Value Proposition

- Holistic one stop approach
- Blockchain enables accountability, data integrity, and transparency
- Blockchain powers smooth LP-to-LP secondary trading
- Blockchain allows trustable, non-amendable document-oriented ESG and investment databases
- Significantly reduce costs; we deliver 10X more value for 1/10 of the current cost
- Getting job done effectively, risk-free, and following high cybersecurity standards
- Hermes Net automation guarantees data integrity and reduces human error and data corruption
- Tools to set up a company's data and information exchange standards

¹We have conducted around 70 interviews with private equity and venture capital (PE/VC) industry participants during our customer discovery process. 70% of our respondents are in the range from £2 billion to £20 billions of AUM.

Solutions

- ◇ End-to-end cryptographically-secured collaboration environment
- ◇ Automation of ESG and investment data collection, management, and storage
- ◇ ESG questionnaires, ready ILPA, BVCA, and other templates as well as tools to create your own form from scratch
- ◇ Streamlined and standardized cross-company data exchange processes
- ◇ Tools to avoid data integrity issues and build trusted ESG and due diligence databases, and transfer knowledge between employees
- ◇ Blockchain technology moves the power of disparate data reconciliation to an immutable ledger, creating a single source of trust
- ◇ Smooth secondary trading in PE/VC stakes

Customer segments

- ◇ GPs, LPs, and Fund of Funds
- ◇ **\$US100m to \$US20bn** in assets under management (AUM)
- ◇ **10% to 15%** of the entire team in charge of manual tasks
- ◇ ESG and impact oriented
- ◇ Based in the EU and the UK
- ◇ Our secondary market customers are LPs of the funds who use our services

Competitors

Hermes Net aims to re-segment the existing market as well as to target a new market

Our competitors in the re-segmented market:

- ◇ Software providers: Reporting 21, Airtable, eFront, Dynamo, DealCloud, Litera, Tableau, and similar.
- ◇ Databases, analytics, and AI search tools providers: RepRisk, Preqin, Clarity, Pitchbook, Factset, and similar.

PE/VC Secondary trading is a relatively new market type with several similar startups and incumbent players in place.


Market size²

- ◇ Launch market: UK ESG and impact investors, **AAGR ~18%** and market size of ~ **£200m per annum**
- ◇ Target market: EU ESG and Impact investors, **AAGR ~ 10%** with a market size of ~ **£600m per annum**
- ◇ Serviceable available market (SAM): EU PE and VC, **AAGR ~ 4%**, with a market size of ~ **£1.4bn per annum**
- ◇ Total Available Market (TAM): All PE and VC, **AAGR ~ 1%**, with a market size of ~ **£6.0bn per annum**


We make money on SaaS

- ◇ Operational products – you can try for free or buy a subscription package starting from **£4,000 a year**
- ◇ Database products and analytics – you can try for free or buy a subscription package starting from **£6,000 a year**
- ◇ Trading products - **1% of transacted volume**
- ◇ LP stakes tokenization - **£10,000 per structure**


Sales channels:




Hermes Net website



LinkedIn and Google Ads



Email content marketing



Hermes Net salesforce

²Market size projections are calculated in-house using these data sources:

<https://www.investeurope.eu/research>

<https://www.aztecgroup.co.uk/wp-content/uploads/2019/07/Unquote-2019-UK-Fundraising-Report.pdf>

<https://www.privateequityinternational.com/download-2019-fundraising-s-hatters-post-crisis-record>.