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# Pitch deck → Seed2

2024-10-09

# Finally, GDPR compliance is made easy!

**Funding round to grow from 50 to 400 customer in 6 months**





“Create conditions for efficient,  
trustful and sustainable handling  
of personal data”



You will find us in Lund, Sweden



Our Product Brand



Through public education and technical solutions, we help people gain control over their personal digital integrity, and enterprises to handle data correct and efficient – This is our contribution to a trustful and sustainable society.



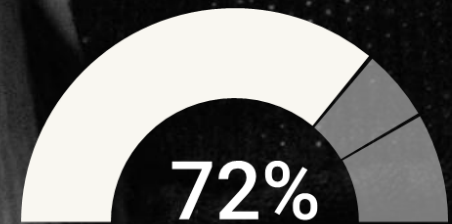
We addresses a potential **26 Bn€ market** with a highly scalable and **unique SaaS solution**, beating the competition.

Compliance made easy



# Personal integrity is becoming more important than ever

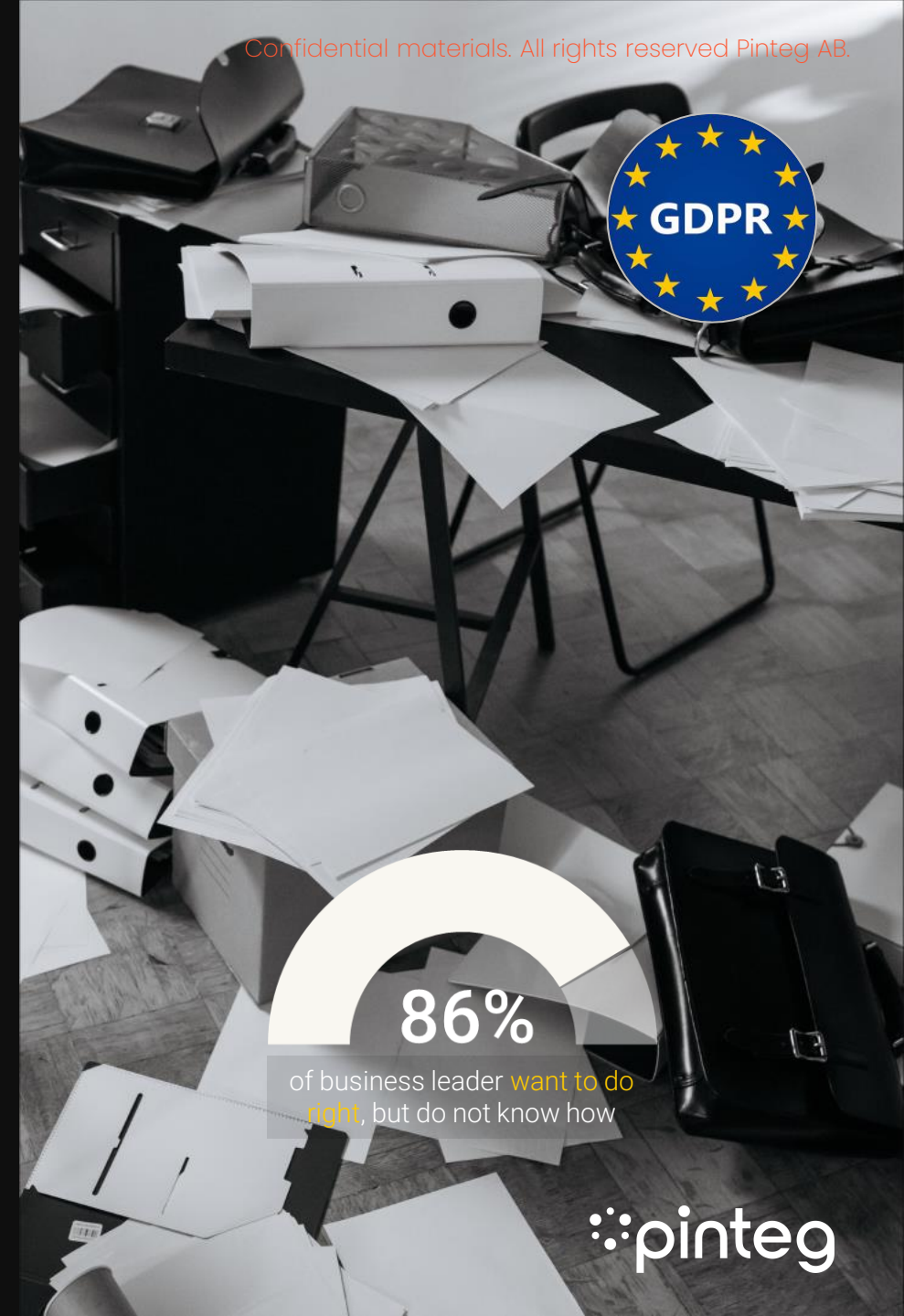
**Customers opt out** your business relation if their privacy is not respected



of consumers opt out and  
**80% of customers are worried**

# Corporates want to comply but struggles

**No satisfactory solution available** on the market enabling easy, cost efficient and automated GDPR compliance



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# High business risk - very costly not having a solution

Increased focus from governments –  
going to whistleblower and hunting  
strategy

IMY Inspections and decisions – SME increased focus

Fines up to **20 M€** or **4%** of the  
corporation's global turnover



BRF Gårdsbjörken KRY CDON SKÅNE  
Capio Vklass MAG INTERACTIVE H&M Google  
Länsförsäkringar verisure SMART ALLIANCE SVEA Spotify

# Big investments in Compliance Needed

Fast growing market – average annual growth of **40.8%**

Privacy Software market valued in 2021

**USD 1.68 Billion**

Expected in 2022 Privacy Software market valued to

**USD 2.36 Billion**

Expected in 2029 Privacy Software market valued to

**USD 25.85 Billion**

Expected CAGR 2022 - 2029 Privacy Software market valued to

**CAGR 40.8%**

## TOTAL ADRESSABLE MARKET in EU

**207.000** MID SIZE COMPANIES in EU

**1.350.000** SMALL SIZE COMPANIES in EU

**22.000.000** MICRO COMPANIES in EU

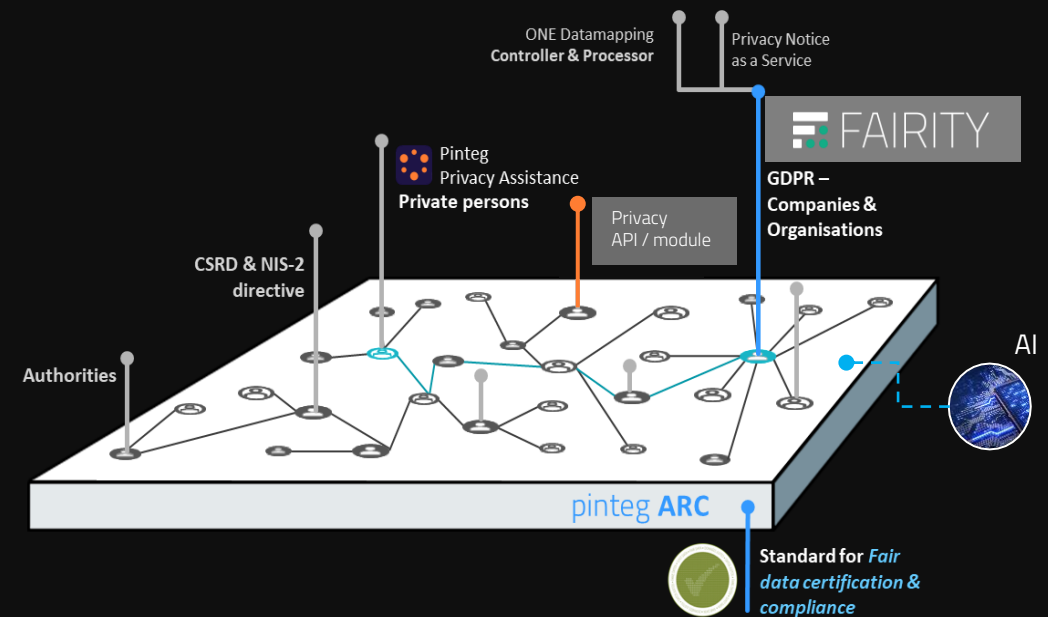
“Compliance management is expected to lead the market.”

*Business Insight Forbes*



# Compliance made easy with a **TECH-based** approach

An advanced semantic domain model  
connecting dots in a complex network –  
enabling automation



# FAIRITY



## Fairity makes GDPR easy – Simplifies and automates GDPR compliance



A SaaS solution developed for SMEs but possesses capacity to outperform competition on complex solutions for larger organisations.



The best product for SMEs on the market, providing remarkable easy control of personal data flow and GDPR compliance.

THE SOLUTION @ first product released

 FAIRITY

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# Built for today's need and future requirements

GRPR in Practice – Let Fairity® do your work

- ✓ No need for pre-skills
- ✓ Built in Register of Processing Activities
- ✓ Fast on-boarding with templates
- ✓ Full control using powerful mapping tool
- ✓ One click reporting – Automated reports
- ✓ Store Data Processing Agreement

**Get Control, Be Compliant, Save Money and Time**  
– eliminate need for extensive GDPR trainings and expensive legal rates



Just one  
click away

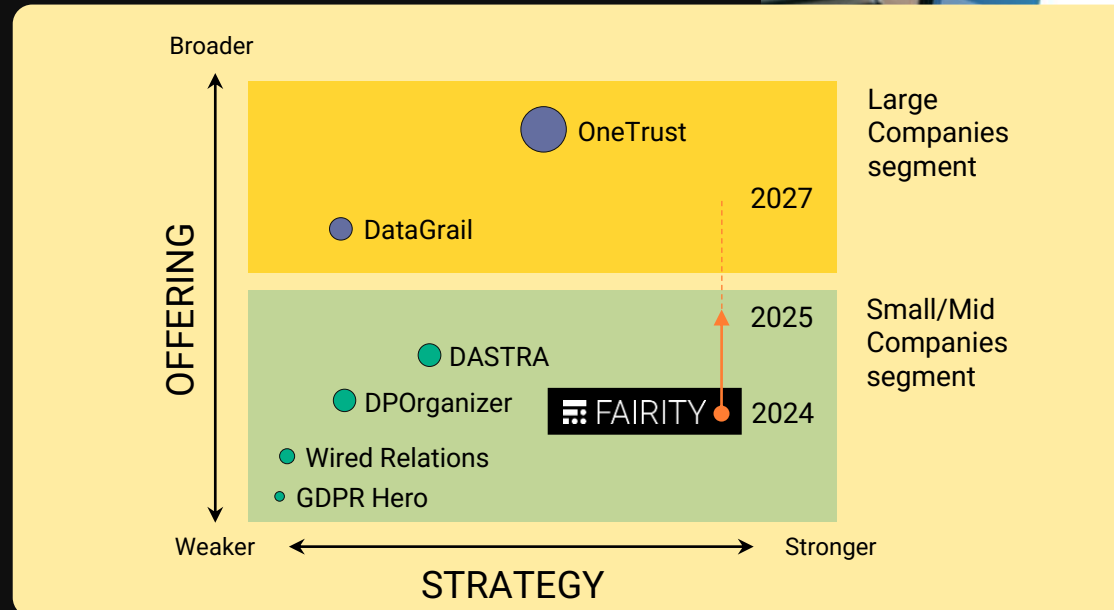
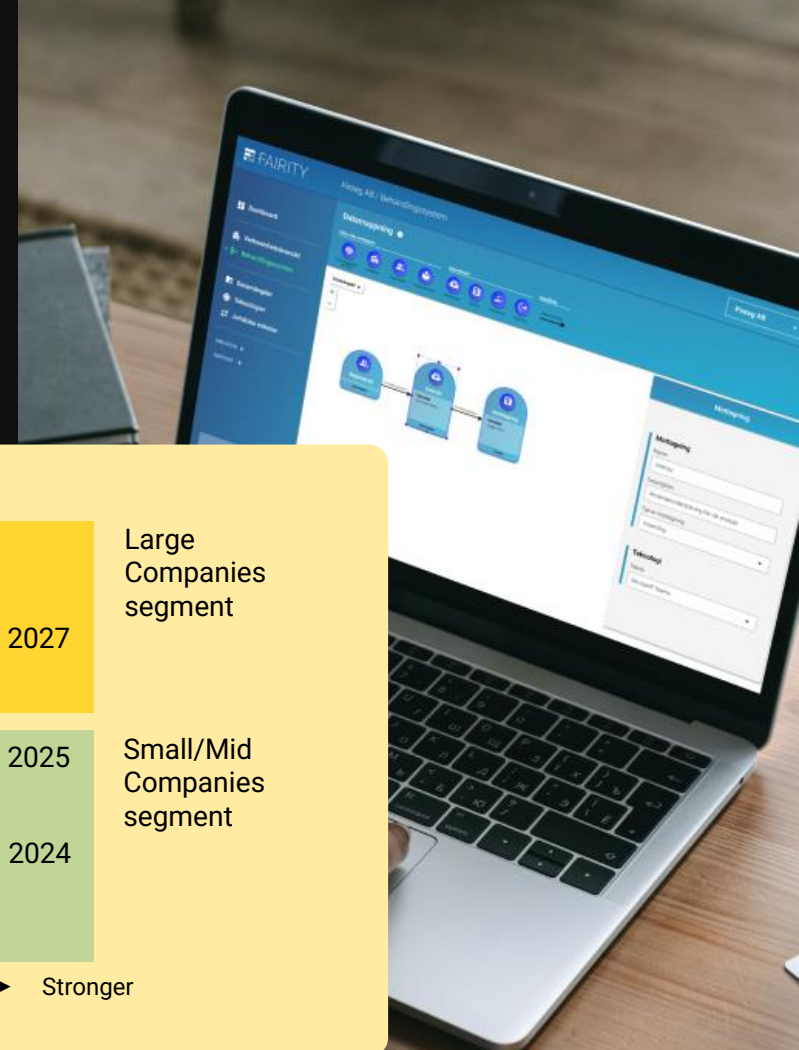
 pinteg



# Fairity® beats competition – Enables cost efficient & powerful GDPR compliance

Fairity, is a superior solution for GDPR compliance

- ✓ Affordable
- ✓ Accessible
- ✓ Highly Scalable



# > 15 million EU organisations in need of a solution

Most organisations not yet having a sufficient GDPR Compliance solution

- **SaaS subscription model**
- **Low churn**
- **Pricing strategy:** Most cost-efficient solution on the market

## Yearly or monthly subscription model

Get Started	€ 550	/ year
Essential	€ 1.200	/ year
Professional	€ 5.500	/ year
Large enterprise on request		

## Main Target Groups



Small & Medium sized Enterprises  
& organisations

# We help many different organisations & industries overcome their challenge

Sports clubs



Restaurants



Accounting



...and more

# Why Pinteg? Why now?

## Why this problem?

- ✓ Personal data has been collected at an unprecedented rate for the past 15 years, with no protection for individuals from its misuse. This has led to growing concerns about privacy and security. Now the regulation becomes stricter.
- ✓ Companies want to comply, but struggle with existing tools and solutions

## Why This solution?

- ✓ Our unique privacy model and automated solution is designed to address a large SME market that has not yet been addressed with the right solution at the right price, focusing on easy-to-use and simplicity.
- ✓ Present and future TECH secured with advanced domain architecture, enabling multiple data privacy solutions and GDPR compliance.



## Why now?

- ✓ SMEs are interested in purchasing easy-to-use GDPR compliance solutions if available.
- ✓ Consumers are starting to value their integrity and personal data more highly. Authorities require organizations to report following CSRD and NIS-2 implementation.
- ✓ GDPR Control Increases, Large Fines Issued for Non-Compliance, This has forced organizations to act to avoid losing customers.

## Why Pinteg & Fairity

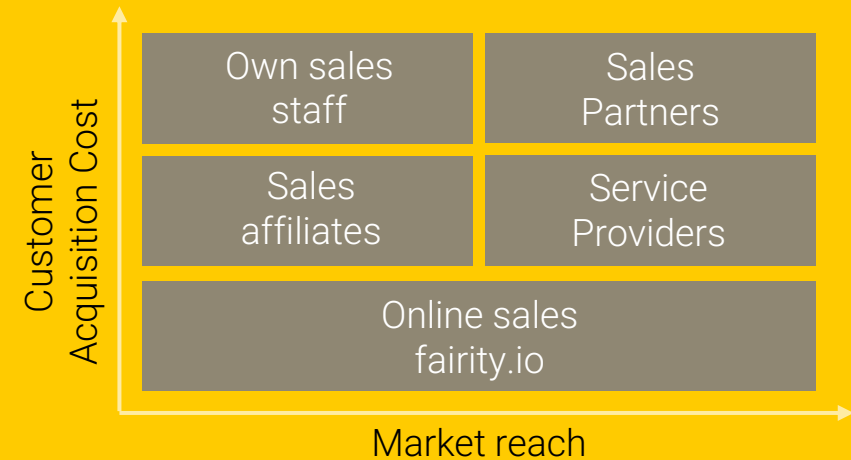
- ✓ Extensive software and system knowledge with a strong desire to make a difference!
- ✓ A legally verified, scalable, cost-efficient, and innovative solution with strong partnerships with service providers to drive fast growth.
- ✓ Extensive experience in building up commercial businesses and teams in international environments

# Scalable sales structure

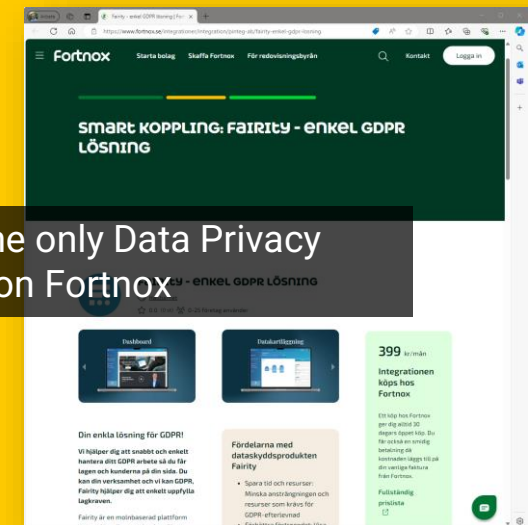
Fairity is on Fortnox Market place - **465 000 addressable customers**, 35% of Swedish market



	2025	2026	2027	2028	2029	2030	2031
Customer Acquisition Cost (CAC)	€ 495	€ 379	€ 242	€ 271	€ 326	€ 285	€ 257
Customer Lifetime Value (CLTV)	€ 3 831	€ 4 920	€ 4 577	€ 4 410	€ 4 357	€ 4 375	€ 4 495
<b>CLTV:CAC Ratio</b>	<b>8</b>	<b>13</b>	<b>19</b>	<b>16</b>	<b>13</b>	<b>15</b>	<b>18</b>



# Fortnox

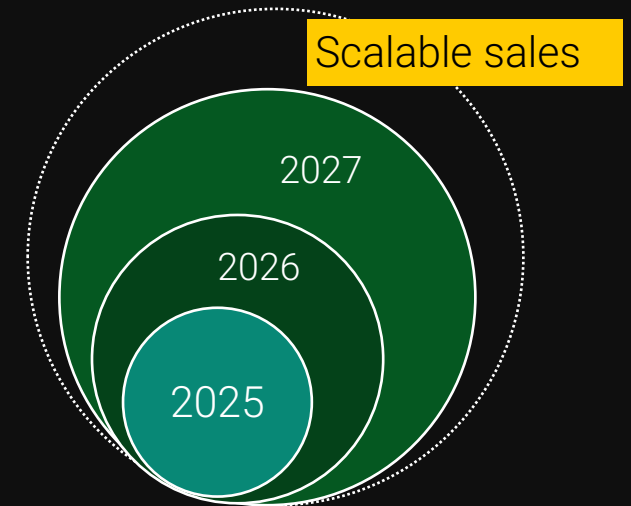


Fairity, the only Data Privacy product on Fortnox



# Sales started – growth plan in place

- ✓ CAGR = 125% since commercial release
- ✓ Partner agreements signed (Service providers & Legal providers)
- ✓ Comprehensive Go To Market plan including strong digital marketing strategy
- ✓ Accelerate sales through partners
- ✓ Sales partner activities started up – joint marketing and events/webinars

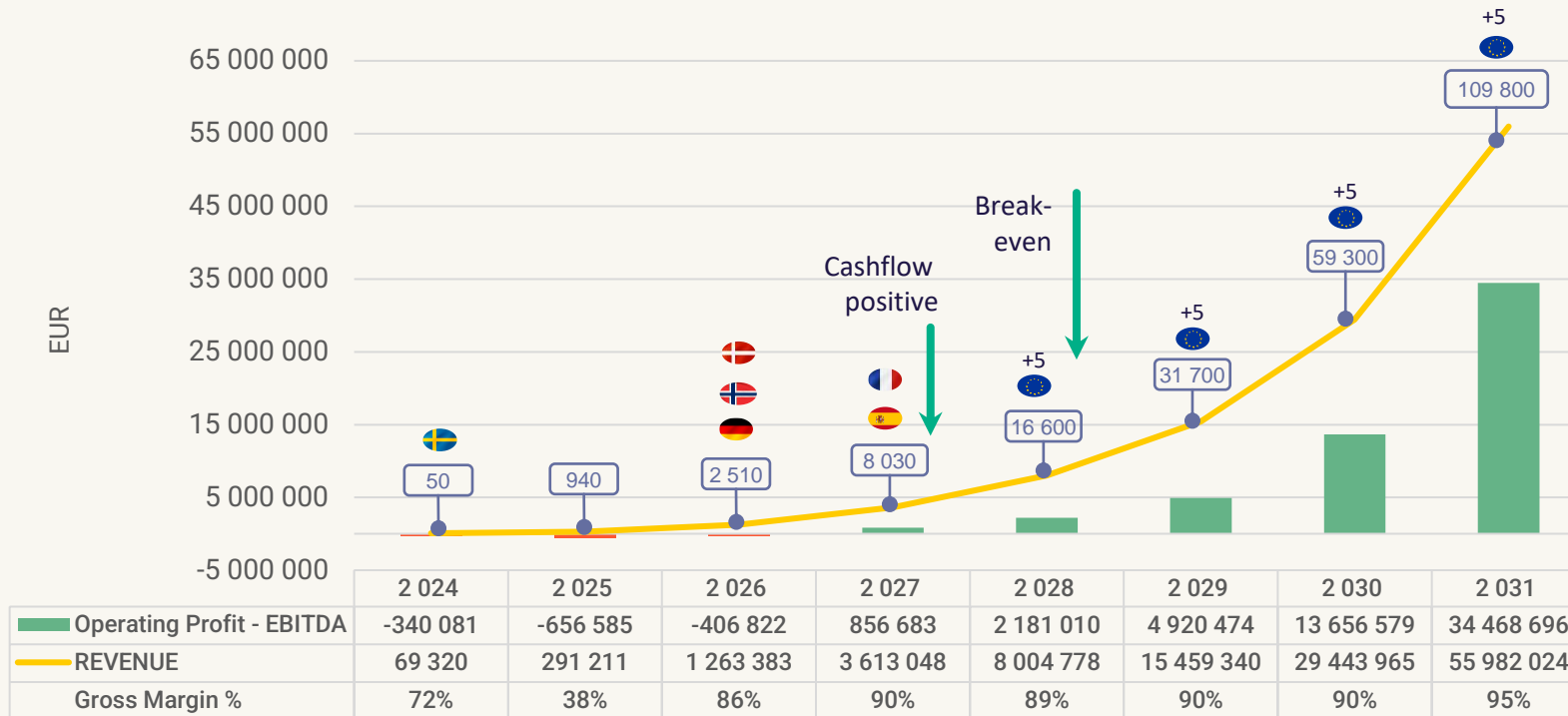


Sales Partners and key customers



# + 55 M€ business 2031 at high margin

Cash flow positive in 2027 @ 6 200 units sold



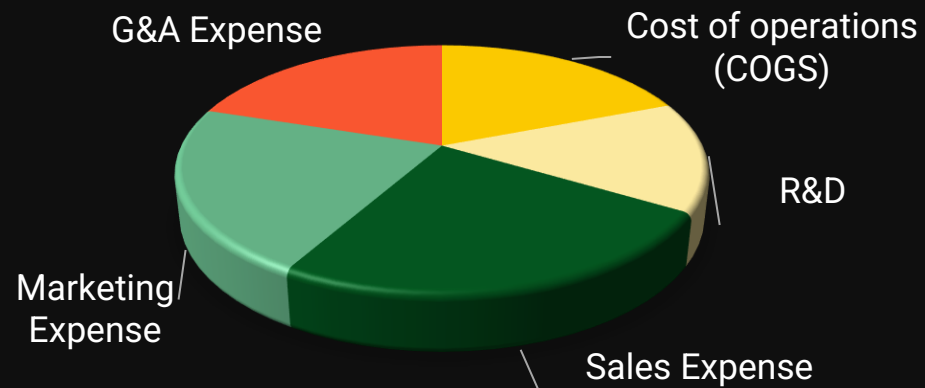
Operating profit  
2031

>60%

Revenue, operating profit, gross margin, units sold & market roll-out

# SEED<sub>2</sub>, Raising 4 Million SEK

All numbers based on an extensive business case



How This Funds Will be Utilized

- ✓ Growth in Sweden
- ✓ Go from 50 to 400 customers in 6 months
- ✓ Customer experience development

# We make it happen – Key staff highlights

## The Founders



**Patrik Persson**  
CEO & Sales

Extensive experience from Global Sales and Marketing in telecom and IoT industry



**Mattias Fernström**  
CMO/CCO - Chairman

Senior CEO with many years in global business development and marketing positions in industrial segments



**Per Morau**  
CTO

Senior software product owner with proven track record of building complex systems and solutions



**Anders Fridlund**  
Board member

Entrepreneur and start-up experience as well as many managerial positions in international environments



### Sjyst Data

Pinteg an integrerad part of "Sjyst! Data!" the largest data protection and privacy project in Sweden financed by Vinnova. The goal is to create a "Sjyst Data! Certification" that supports individuals and businesses protect data and personal integrity in the digital ecosystem.



[www.ri.se/sv/vad-vi-gor/projekt/sjyst-data-0](http://www.ri.se/sv/vad-vi-gor/projekt/sjyst-data-0)



**Åsa Ericson-Hedström**  
Board member | Head of Legal

### Senior Advisors

**Sarah Fredriksson**  
CEO Aqilion AB

**Sara Sterner**  
Business Coach Ideon Innovation

**Tobias Sjölin**  
CTO Boozt

### Resources

**Jonas Ledendal**  
Senior lecturer,  
Department of Business  
Law, Lund University

**Sara Leckner**  
Senior lecturer,  
Associate Professor,  
Malmö University

# Product Development Roadmap 2024-2030

2024

## Launched

Functionalities & reporting to fulfil GDPR compliance

- Data Mapping
- Privacy UX generator
- Personal Data Processing templates
- Educational materials

2025

## Development

Further develop existing features to 2.0

Add following modules:

- Risk Management
- Incident Management
- Identification and consent
- Compliance analysis & Task Manager

2026

**Scalability** – focus on serving more markets

**Data Discovery** – fundamental to help organizations who process high number of personal data with complex IT environments

AI technology

**Regulatory expansion** (NIS2, CSRD, AI act)

2027  
/2030

**Real time interaction** – more focus on services connected to transparency between individuals (consumers) and organizations

Personal data ownership will evolve

The logo for Pinteg, featuring a cluster of seven white dots of varying sizes on the left, followed by the word "pinteg" in a lowercase, rounded, sans-serif font.

pinteg