

THE NEXT

BIG STEP



NO MORE BOOTS



WE ARE NO MORE BOOTS
SINCE 2015

ABOUT

TWO GUYS WITH PASSION FOR SKIING AND OUTDOOR LIFE WITHOUT INTEREST TO WASTE TIME IN LONG QUEUES, NOW JOINED BY A NUMBER OF SKI LOVING INVESTORS TO REACH THE HIGH AMBITIONS.

WHAT

WE SELL SMART & INNOVATIVE PRODUCTS TO IMPROVE WORKPLACE ENVIRONMENT & CUSTOMER EXPERIENCE IN SKI SHOPS

WHERE

OUR PRODUCTS ARE DISTRIBUTED THROUGH WORLD LEADING SALES PARTNERS AROUND THE GLOBE.

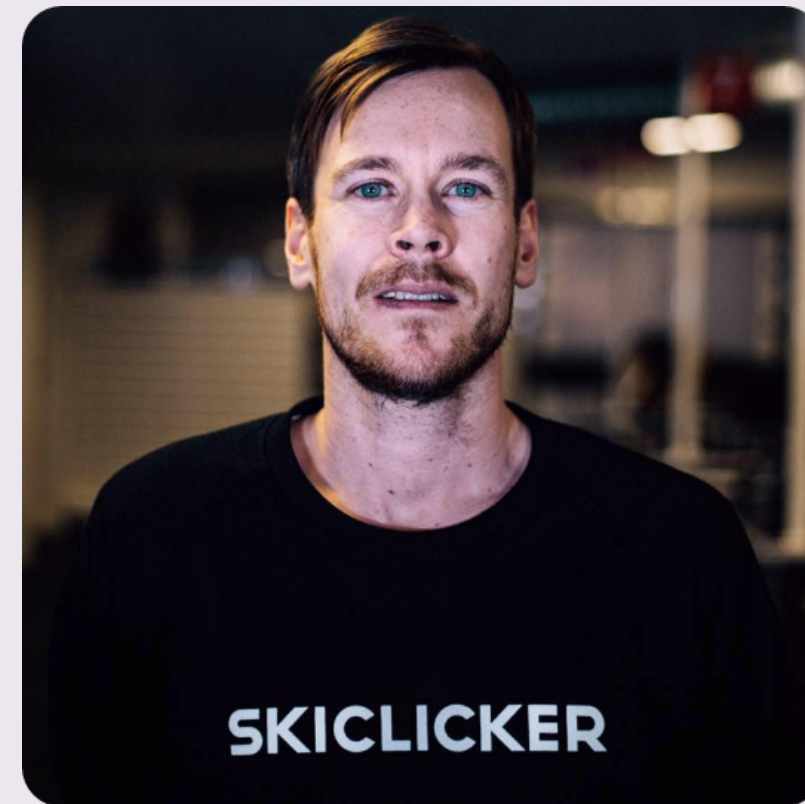
THE BOARD



BENGT SAHLIN
CHAIRMAN OF THE BOARD



OSCAR ARVIDSSON
FOUNDER & CEO



ANDREAS PERSSON
FOUNDER



TOMMY ELIASSON WINTER
BOARD MEMBER



OLOF SÖDERBAUM
BOARD MEMBER

THE FOUNDERS

WE KNOW THE SKI RENTAL MARKET



WE HAVE THE JOURNEY PLANNED
HOPE YOU WANT TO JOIN!

5 000 000 SEK

THE MONEY WE ARE LOOKING FOR



PROACTIVE SALES
& MARKET EXPANSION



PRODUCT
DEVELOPMENT



SALES

- MORE PHYSICAL PRESENCE ON THE FIELD
- SUPPORT DISTRIBUTORS
- MARKET EXPANSION

MARKETING

- CREATION OF BAD ASS MARKETING MATERIAL

PRODUCT DEVELOPMENT

- ENSURE PRODUCT QUALITY
- KEEP THE MOMENTUM WITH PRODUCTS IN THE PIPE LINE

PRODUCT CATEGORIES

***SKI SHOP
WORKFLOW***

***RENTAL
SOLUTION***

***SKIER
ACCESSORIES /
BRAND MERCH***

	SKI SHOP WORKFLOW			RENTAL SOLUTION	BRAND MERCH
					
	SkiClicker® SR/JR Replace ski boots For binding adjustments	SkiClicker® Tech Mount tech bindings 100% aligned	SkiDriller Makes ski drilling digital and fun	NMB Rent™ Rent skis hassle free right by the slopes	Boot Bib® Put your brand on a product that the skiers love
RRP	399 €	349 €	7 999 €	T.B.D.	
NMB Margin	75%	72%	37%	T.B.D.	60%
Sales start	2018	23/24	24/25	23/24	21/22
Sales channels (External)	Montana Intl, Montana DE, Montana AT, Montana USA, Montana IT, Sunset Sport, Ultimate Nordic, SVST	ATK Bindings sales channels	Montana Intl, Montana DE, Montana AT, Montana USA, Montana IT, Sunset Sport,	T.B.D.	No More Boots
Direct sales	YES (Sweden)	YES	YES (Sweden & Norway)	T.B.D.	YES.

THE **SKI DRILLER™**

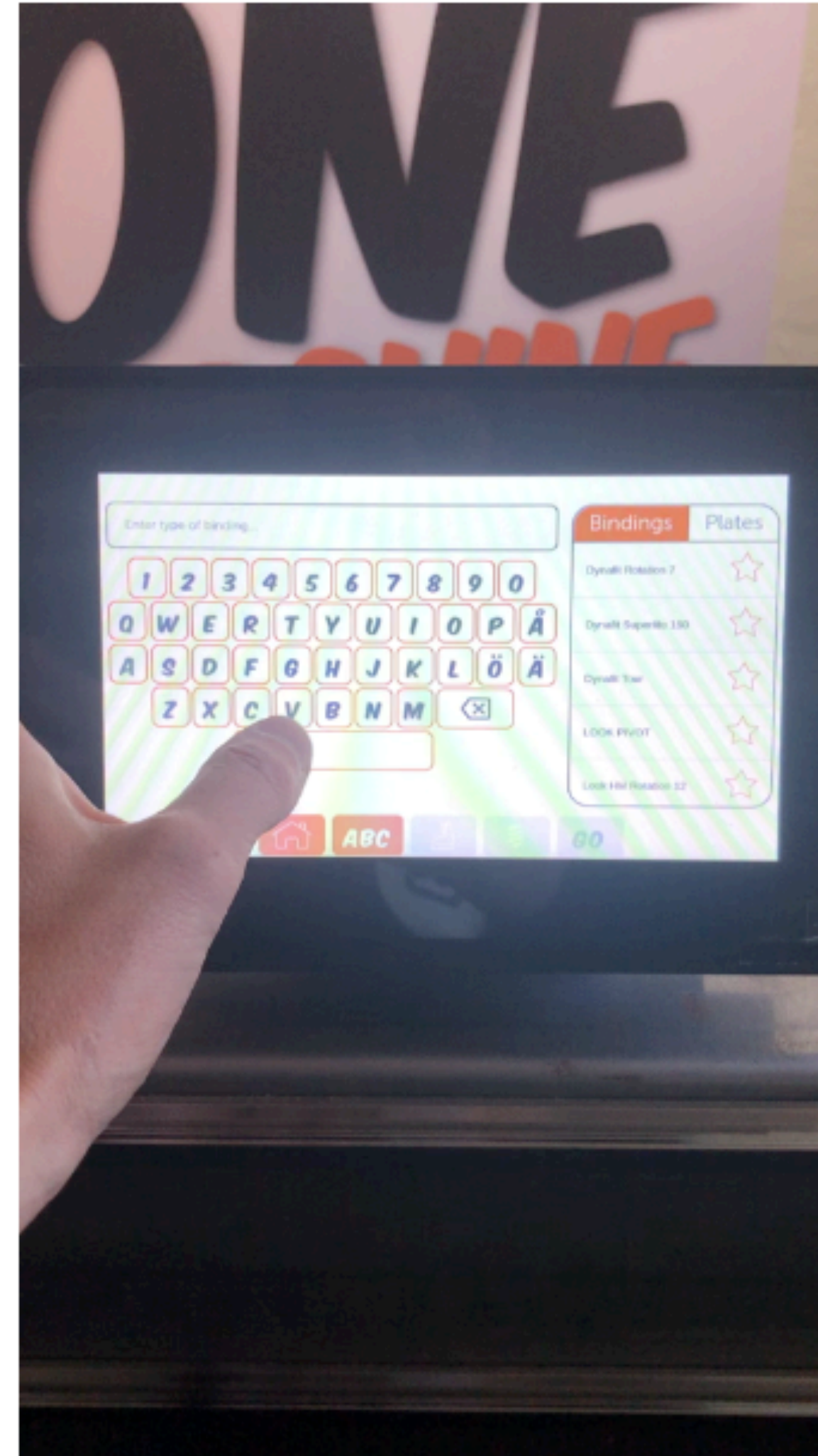


FROM
THIS

TO
THIS



FULLY
SUPPORTED BY
THE SKI BINDING
MANUFACTURERS



CUSTOMER VALUES

SKIDRILLER

AUTOMATIC & PRECISE

AUTOMATE A SLOW AND DIFFICULT PROCESS

ENABLE THE DRILLING TO ANYONE IN THE STAFF WITH PERFECT RESULT

ERGONOMIC

JUST CLICK THROUGH THE DISPLAY AND LET THE MACHINE

DO THE HEAVY JOB

DESIGNED WITH NOISE CANCELLING COVER

SPACE & TIME SAVING

USE YOUR SPACE MORE EFFICIENT AND OPTIMIZE YOUR WORKFLOW



Patent pending

Technology that
optimizes drilling
process and product
durability

CUSTOMERS

DIFFERENT CATEGORIES

Customers

A

Expert shops

Ref shops: **Sport Conrad**

Mounted skis/year: **500 - 3 000**

Reason to buy: **Perfect alignment & precision**

B

Ski resort shops

Ref shops: **Skistar shop**

Mounted skis/year: **40 - 150**

Reason to buy: **High staff turnover -> faster learning with SkiDriller™, do not have all physical drill jigs today**

C

Central warehouse / Pure online shops

Ref shops: **Intersport central warehouse**

Mounted skis/year: **500 - 3000**

Reason to buy: **Streamline their process and affect the number of staff required to perform the same job.**

D

Sport chains

Ref shops: **Decathlon, Intersport, XXL etc.**

Mounted skis/year: **100 - 200**

Reason to buy: **Relatively high staff turnover and number of missdrilled skis.**

ORDERS RECEIVED
FROM ALL CATEGORIES



PARTNERSHIPS WITH THE BINDING SUPPLIERS



ENVIRONMENTAL FRIENDLY

NO LONGER NEED TO PRODUCE AND DISTRIBUTE
PHYSICAL DRILL JIGS



FREEDOM IN PRODUCT DEVELOPMENT

CAN NOW DESIGN NEW BINDINGS HOWEVER THEY LIKE WITHOUT
HAVING TO CONSIDER EXISTING HOLE PATTERNS



DIGITALISATION

WITH BINDING HOLE PATTERNS STORED DIGITALLY, EVERYTHING
GETS A LOT EASIER. NO DELAYS IN PRODUCT LAUNCH OF A
BINDING DUE TO DELAYS IN DRILL JIG PRODUCTION.



MARKET EXPANSION

SKIDRILLER



NO MORE BOOTS

Scandinavia

24/25	25/26	26/27
10	20	25

MONTANA®

Switzerland

24/25	25/26	26/27
8	15	25

Germany

24/25	25/26	26/27
2	15	25

Austria

24/25	25/26	26/27
2	15	25

Italy

24/25	25/26	26/27
2	15	25

MONTANA®

North America

24/25	25/26	26/27
0	50	60

sunset
SPORT

France

24/25	25/26	26/27
2	15	25

Specialized on Snow
SCIMENTE

Japan

24/25	25/26	26/27
0	0	5

12 (25)

NUMBERS

SKIDRILLER

SERVICEABLE OBTAINABLE MARKET (SOM)
THE REALISTIC REVENUE WE CAN REACH WITHIN 5 YEARS

22 000 000 SEK

REACH 3,5 % OF
TOTAL SOM

STAGE 1

SALES START EUROPE

STAGE 2

SALES START NORTH AMERICA
EXPANSION IN EUROPE

STAGE 3

SALES START JAPAN
EXPANSION IN NORTH AMERICA AND EUROPE

BUDGET SOLD PCS	26	145	215
CONFIRMED ORDERS	20		
NO. OF COUNTRIES	7	8-15	15+
TOTAL REVENUE *	1 650 000 SEK	10 350 000 SEK	15 700 000 SEK
MARGIN (NMB)	37%	48%	57%

TOTAL REVENUE
INCLUDES 4% YEARLY
SOFTWARE COST

SUMMARY

SKIDRILLER



CLEAR DEMAND FROM SKI SHOPS GLOBALLY



FUNCTIONAL DEMO MACHINES AVAILABLE



ORDERS RECEIVED



LIQUID ASSETS FOR FINAL PREPARATIONS AND PRODUCTION

SKIClicker®

THINKING OUTSIDE THE BOX



Customer base

Happy customers globally

Patent protected

Innovative product with a strong patent

SKIClicker® ALPINE

OUR HERO PRODUCT



3 000 UNITS SOLD



600 ACCOUNTS GLOBALLY WORKING WITH SKIClicker



POSITIVE EFFECT ON ALL PARTIES

SKIER - STAFF - SHOP OWNER



SKIClicker® TECH

THE START OF A NEW STANDARD!



REQUIRED TOOL TO BE USED FOR MOUNTING TECH BINDINGS
STARTING JAN 1, 2025



CENTER PART IN THE NEW BINDING ACADEMY
BY ATK BINDINGS



ORDERS ALREADY STARTING SHIPPING OUT
SINCE MARCH 2024



ENGINEERED BY
ATK BINDINGS®
PERFORMING THROUGH LIGHTNESS

NUMBERS

SKIClicker SR JR



SERVICEABLE OBTAINABLE MARKET (SOM)
THE REALISTIC REVENUE WE CAN REACH WITHIN 5 YEARS

3 400 000 SEK

REACH 3% OF TOTAL RENTALS / RETAILS

NO. OF SOLD PCS
NO. OF COUNTRIES
TOTAL REVENUE
MARGIN (NMB)

STAGE 1

STAGE 2

STAGE 3

550
14
1 600 000 SEK
75 %

630
16
1 800 000 SEK
75 %

750
18
2 000 000 SEK
80 %



NUMBERS

SKIClicker TECH



ENGINEERED BY
ATK BINDINGS
PERFORMING THROUGH LIGHTNESS

NO. OF SOLD PCS
NO. OF COUNTRIES
TOTAL REVENUE
MARGIN (NMB)

STAGE 1

1 000
18
3 100 000 SEK
75 %

STAGE 2

1 200
18
3 700 000 SEK
75 %

STAGE 3

400
18
1 300 000 SEK
80 %

REACHED 75% OF THE MARKET



SUMMARY

SKIClicker



**STRONG & GROWING
CUSTOMER BASE**



**IDENTIFIED SALES
STRATEGY & CHALLENGES**



STRONG PATENT



PART OF NEW STANDARD

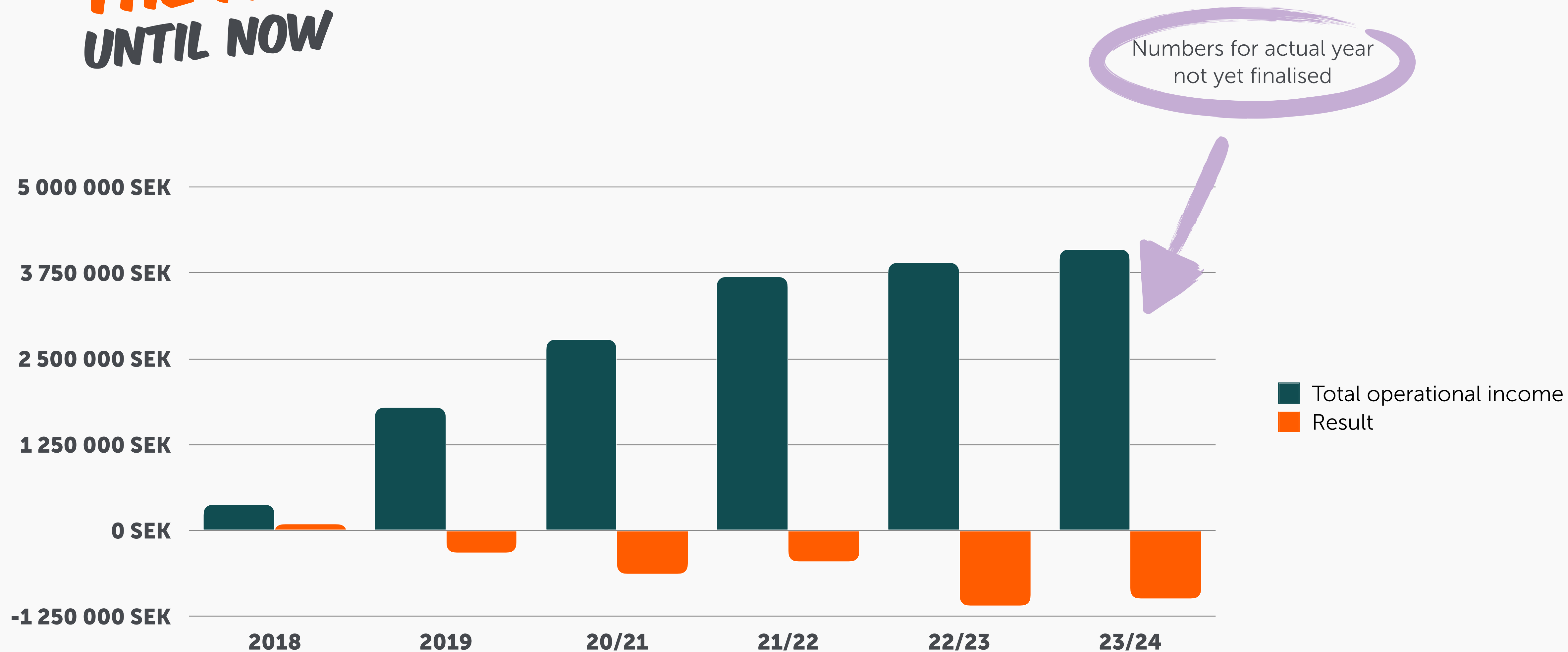


**GREAT INTEREST FROM
MARKET**



STRONG COLLABORATION

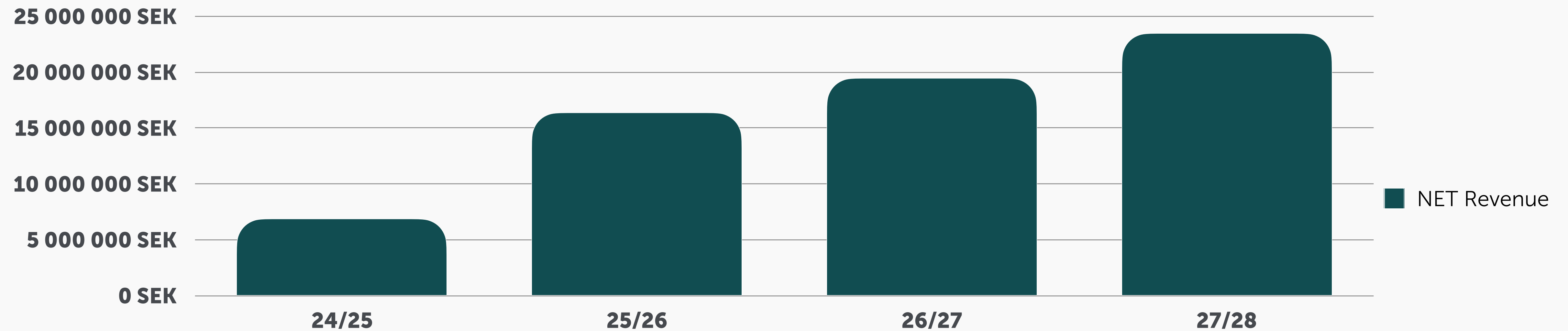
THE NUMBERS UNTIL NOW



THE NUMBERS

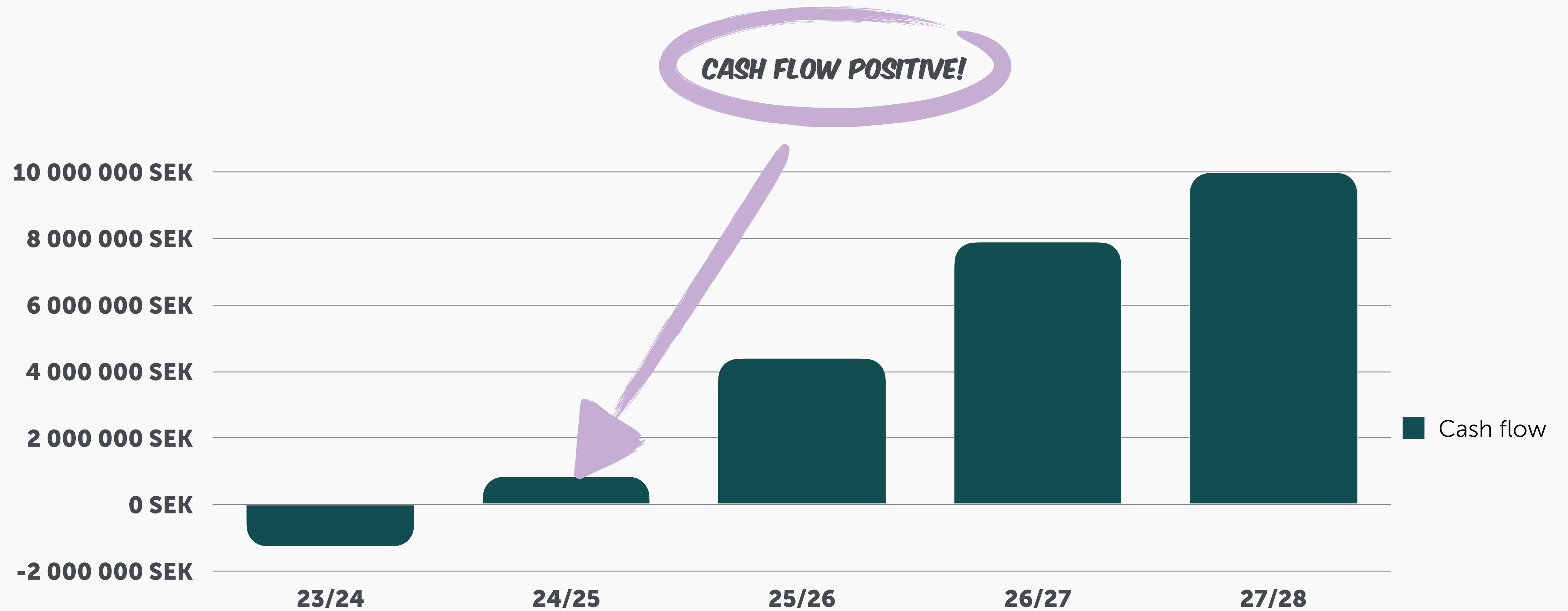
WHAT WE PREDICT

CAGR
35,7%



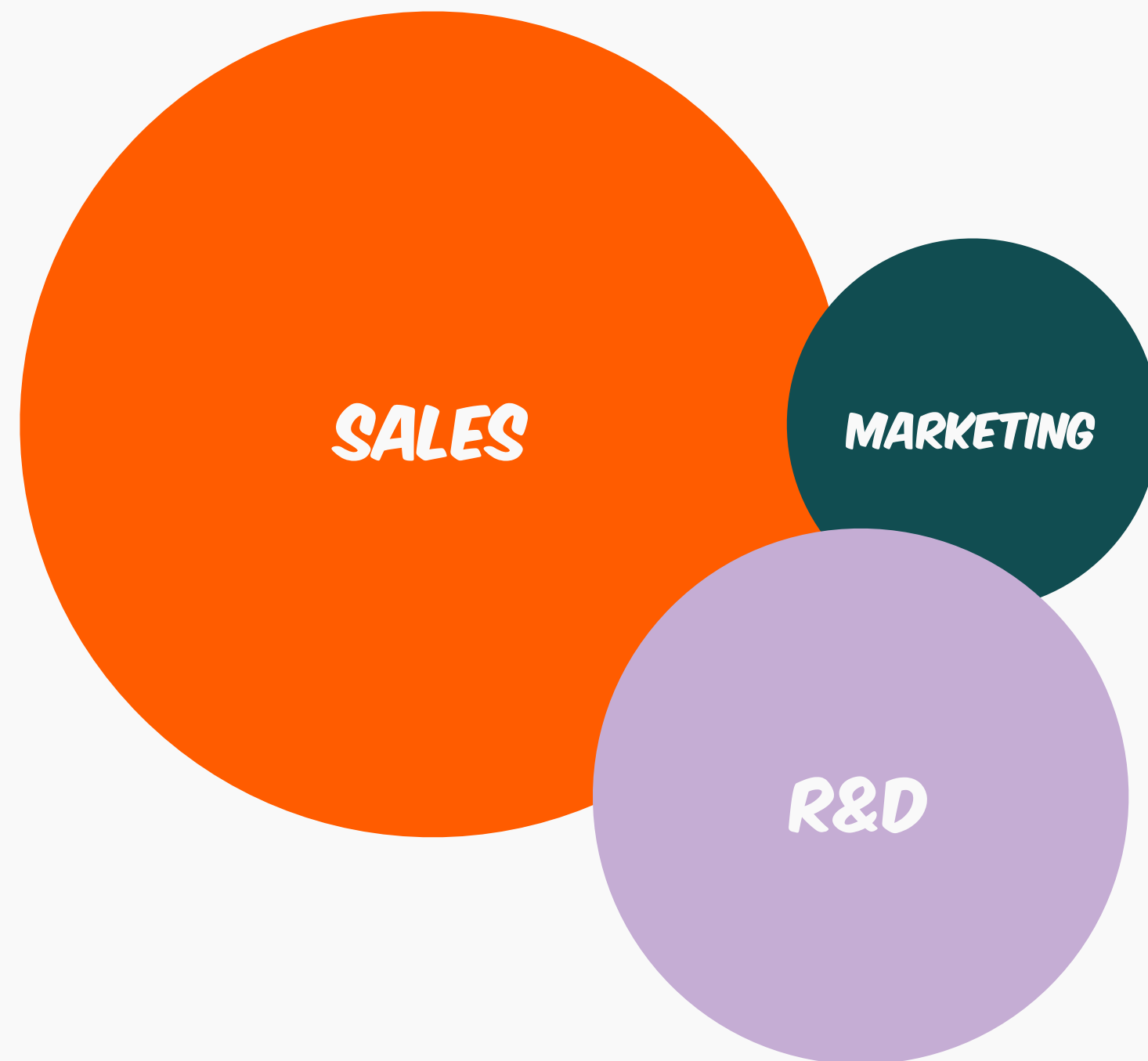
CASH FLOW

WHAT WE PREDICT



THE TEAM

WHO WILL MAKE IT HAPPEN



- 1 Direct sales
- 1 Sales via distribution & market expansion
- 1 Sales & support SkiDriller
- 1 Product development & support
- 1 Mechanical engineer

SUMMARY!



WE ARE RAISING

5,0 M KR

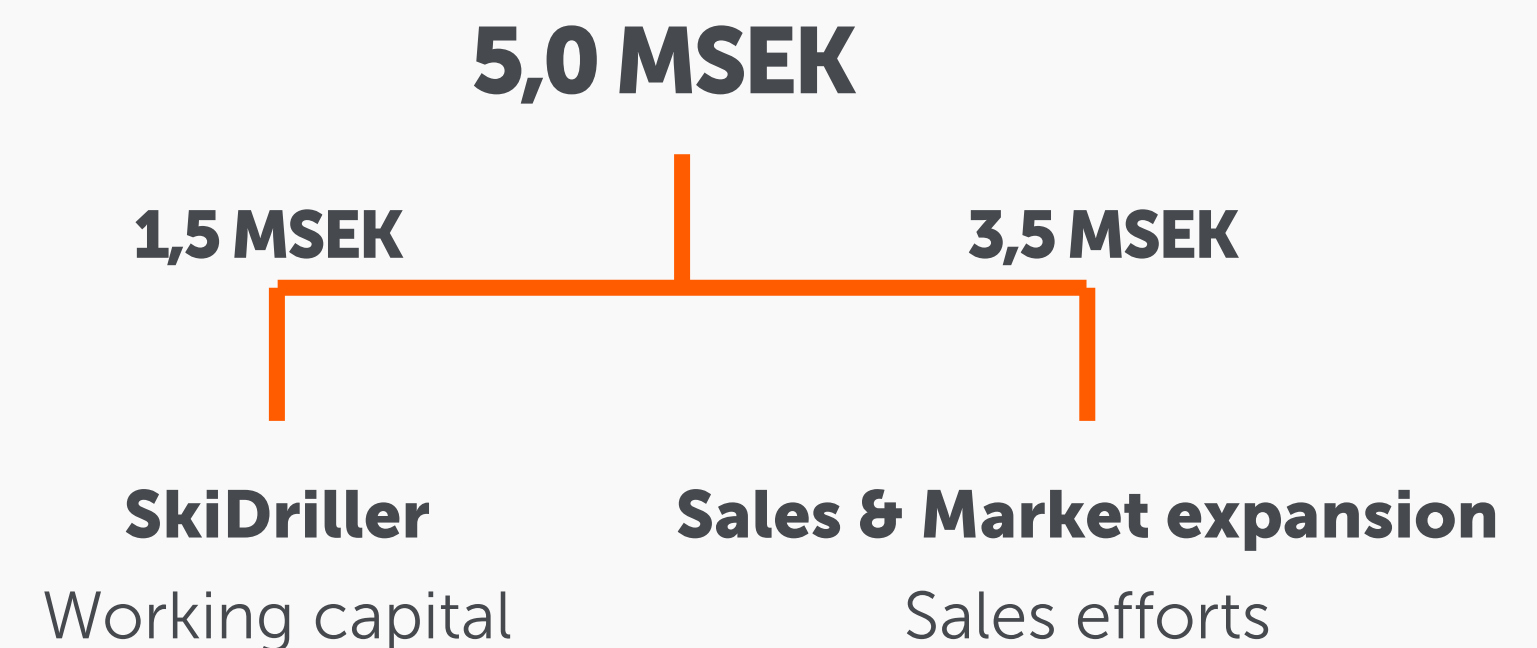


WE ARE CASH FLOW POSITIVE

24/25



THIS IS WHERE THE MONEY GOES



NMB RENT

PILOT 23/24



TRY HARDWARE

TRY OUT WHAT'S WORKING AND NOT
HOW'S THE FEEDBACK FROM THE USERS



COLLECT FEEDBACK

WHAT'S THE FEEDBACK FROM SKIERS &
STAFF WHAT CAN BE IMPROVED



TRY THE BUSINESS MODEL

WHAT'S WORKING AND NOT

"WHAT DO YOU THINK ABOUT
THE CONCEPT OF RENTING
SKIS THROUGH AN UNMANNED
SKI RENTAL?"

4,8 OUT OF 5 ★

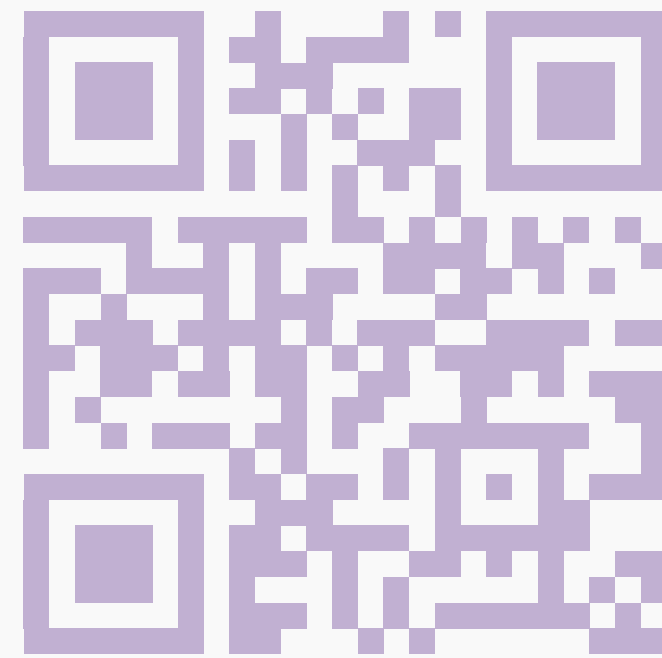


"HOW LIKELY IS IT THAT YOU
WOULD USE THE SERVICE
AGAIN?"

4,5 OUT OF 5 ★

NOMOREBOOTS.SE

@NOMOREBOOTS



NO MORE BOOTS