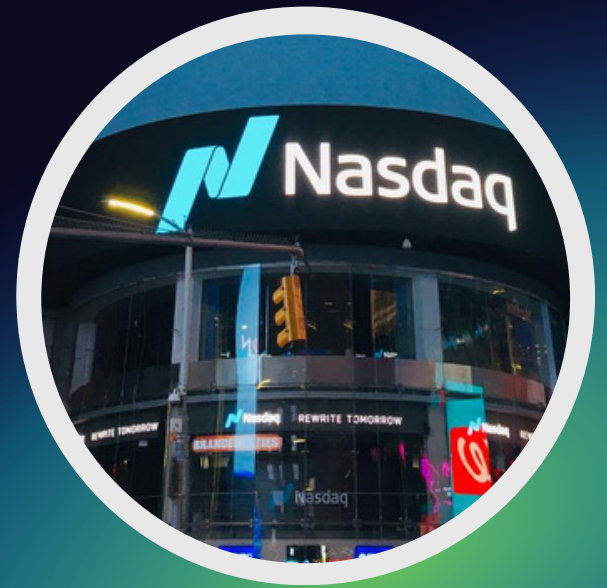




happy tech group

INVEST IN A FAST-GROWING SAAS COMPANY

Powering the World of Sports
Tournaments for Amateurs
Worldwide





ABOUT HAPPY TECH GROUP

An innovative tournament platform with exciting growth prospects

Happy Tech, a privately-held company managed by Scandinavians, has developed a software platform for administering sports tournaments worldwide.

Headquartered in the Jumeirah Lakes Towers area of Dubai (UAE), the company has created a powerful tournament organizer that offers a significant opportunity for investment returns.

Join us now and be a part of this exciting venture.

Thanks to a team of visionary entrepreneurs, highly-skilled developers, and digital experts, we've achieved some significant milestones.

Our success has been bolstered by the support of experienced investors and passionate tournament managers who share our love for sports.

With their backing, we are now seeking additional funding to reach new milestones and achieve even greater success. Join us on this exciting journey and be a part of our team.



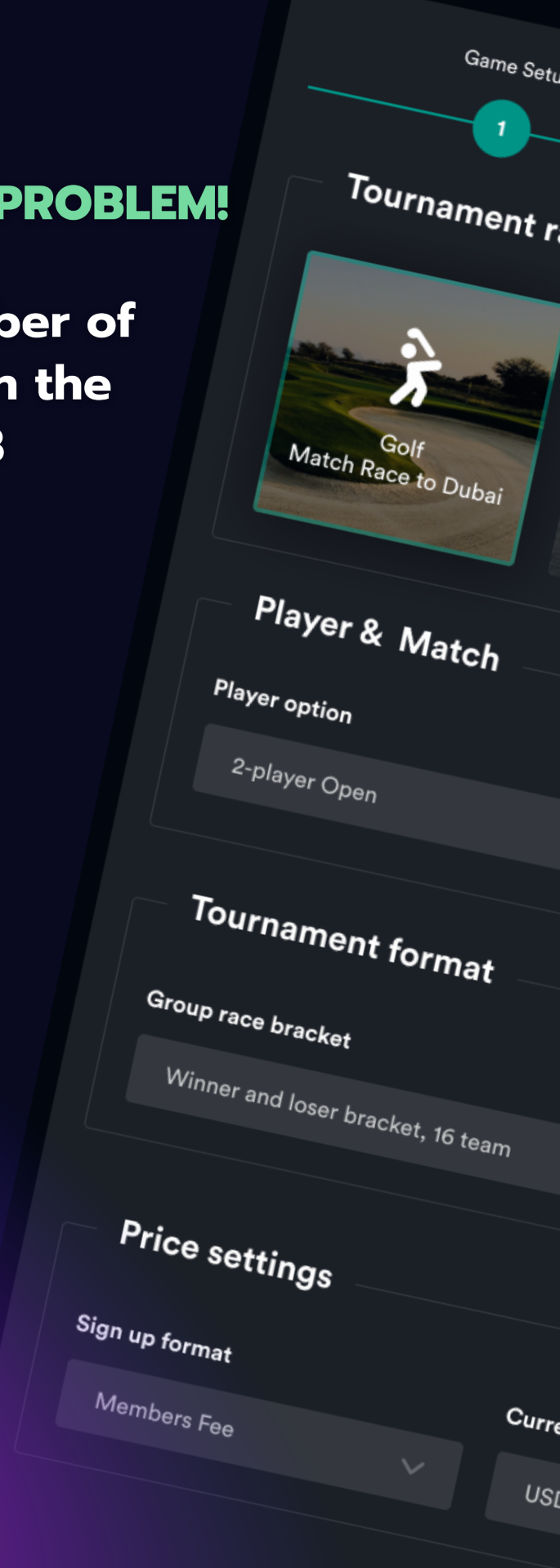
WE'VE CRACKED THE MAIN PROBLEM!

There is no limit to the number of teams that can participate in the tournament, whether it be 8 teams or a million teams.

Organizing large sports tournaments is rife with obstacles and challenges, making it difficult to operate on a larger scale due to the sheer workload involved. However, with Happy Tech's intelligent software, the pain of tournament organizing and administration is alleviated.

Our fully-automated solution makes it possible for any number of teams to participate in the same tournament, without compromising on quality.

This key benefit alone allows us to scale faster and take more global market share. Join us now and witness the power of our game-changing software firsthand.





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UNIQUE TOURNAMENT CONCEPTS FOR SOME OF THE WORLD'S FASTEST-GROWING SPORTS



GOLF

More than 45 million adults aged 18-64 play golf.



INDOOR GOLF

More than 14 million players in North America and South Korea alone.



PADEL

Over 25 million players already in 2023 & one of the world's fastest-growing sports.



PICKLEBALL

4.8 million people play Pickleball – another rapidly-growing sport in the US.



BADMINTON

More than 220 million people globally play badminton regularly. This sport's potential is enormous.



E-SPORTS

With over 234 million gamers worldwide, E-sports is considered the world's fastest-growing sport.



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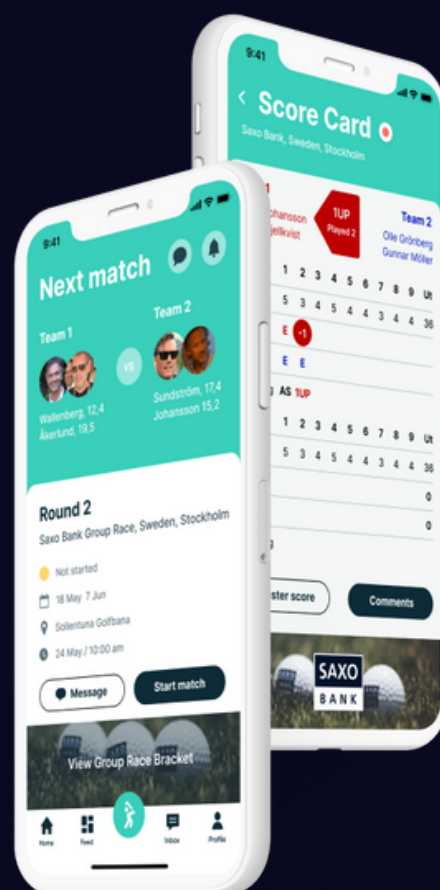
TOURNAMENT CONCEPT

Local in spirit. Global in reach!

EXPERIENCE A TOURNAMENT FORMAT WITH UNLIMITED SCALABILITY



- Tournaments are season-long competitions starting with small local group matches with 5 to 16 teams in each group.
- Teams are matched within a 50 to 150 km radius of their chosen target city in the country of play.
- Each round is scheduled, from the first to the final round. Both teams are responsible for communicating with each other to agree on a match date.
- Our system provides all the necessary information to allow simple coordination of match dates and locations.
- Each team pays any fees/costs during the tournament. If you reach the final held in Dubai, then flight tickets, hotels and other travel expenses are paid for by Happy Tech.



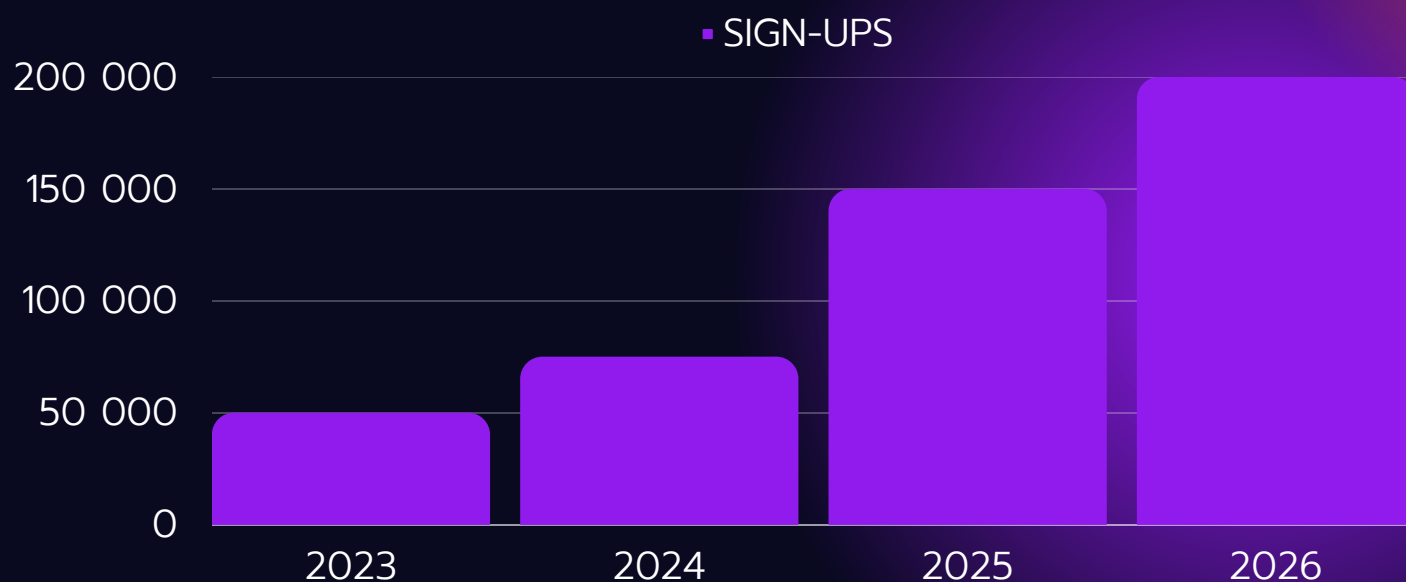
4 YEAR VISION

>200 000 Sign-Ups Annually

+718%

Participant growth from 2021 to 2022

STRATEGY: ACCELERATE GROWTH THROUGH LOW CUSTOMER ACQUISITION COSTS





WORLD AMATEUR MATCH RACE

GOLF IS OUR FASTEST GROWING & MOST PROFITABLE CONCEPT

SIGN-UPS WORLD AMATEUR MATCH RACE





WORLD AMATEUR
MATCH RACE

KPI NUMBERS

\$16

CPA "COST PER
ACQUISITION"

40%

CONVERSION
PAID PLAYERS

72%

RECURRING
PLAYERS

84%

MARKETING
ROI%

YEAR OF ESTABLISHMENT



2021



2021



2021



2021



2021



2021



2021



2021



2022



2022



2022



2022



2022



2022



2022



2022



2022



2022



2022



2022



World Finalist

Adrian Ferrand from Australia - What an amazing experience from start to finish, it really was a dream come true to play in a world class competition in Dubai on some of the best courses in the world. Thank you team WAMR.



World Finalist

Paul Smith from US - Best tournament experience I've ever been a part of by far, and I've played in the most prestigious USGA events out there. Well done to everyone involved. Hopefully, we will see you all again in November!!



WORLD AMATEUR
MATCH RACE

THE WORLD AMATEUR MATCH RACE HAS BEEN
CONCEPTUALIZED TO BE THE WORLD'S
LARGEST AMATEUR GOLF TOURNAMENT

POTENTIAL IN ESTABLISHED MARKETS

20 +23T +34M

ESTABLISHED
COUNTRIES

PUBLIC GOLF
COURSES

GOLFERS OVER THE
AGE OF 18

WE ARE EXCITED TO TAKE THE NEXT STEP TOWARDS ACHIEVING EVEN GREATER GROWTH & IMPROVING OUR CONVERSION RATES

LOCAL AMBASSADORS IN OUR
MOST IMPORTANT MARKETS



MORE GOLF
CONCEPTS IN
SELECTED
MARKETS



MORE GOLF
CONCEPTS IN
SELECTED
MARKETS



COLLABS WITH OTHER BRANDS
TO STRENGTHEN YOUR OWN BRAND

DUBAI IS THE HUB FOR ALL OUR MAGICAL FINAL EVENTS

The United Arab Emirates has built a reputation as a premier destination for hosting major sporting events that capture worldwide attention.

With an excellent network of trusted and well-established contacts, we are uniquely positioned to deliver unforgettable final event experiences in Dubai.



Akram Skaik, General Director of the Emirates Golf Federation with Masoud Sobati, Sponsor of the Swarovski-encrusted golf club trophy for the 2021 Final of the World Amateur Match Race in Dubai.



DIVERSE REVENUE STREAMS FROM TOURNAMENT CONCEPTS

Our tournament concepts offer several revenue streams, with the entry fee per player representing the largest income source. Each player pays between \$50 - \$250 US per tournament, contributing to significant revenue generation.

Other sources of revenue include platform membership subscriptions, AdSense revenues, and sponsorship revenues for the various tournament concepts. These revenues grow in proportion to the number of tournaments organized, as each tournament attracts additional participants.

Join us now and be a part of this lucrative venture.

MULTIPLE REVENUE STREAMS



Participant fees per tournament

Platform membership subscriptions

Tournament sponsorships

AdSense and Advertising

E-Commerce Sportswear & Apparel



OUR TEAM

When Technology & People Interact, Efficiency Is Born

Based in Dubai, our operational team takes care of everything from product development, marketing, support to events and social media engagement.



STEN HAAKAN AAKERLUND
FOUNDER, CEO

Visionary Founder & CEO of Happy Tech Group. Based in Dubai and brings with him 25 years of international senior management experience across various companies.



SAMI PURMONEN
CTO

Sami comes from King, the world-famous gaming company known for the game Candy Crush and has extensive technology experience across backend, frontend, apps and machine learning. Sami leads the technology team out of Dubai.



MARTIN JENSEN
PARTNERSHIPS

Martin is an international investment banker with experience at a number of banks in Denmark and Switzerland. Martin is based in Dubai since 2006 and in addition to finance, spearheads our sponsorship and strategic partnerships both in the UAE and internationally.



CARL AAKERLUND
SOME PRODUCTION & SUPPORT

Carl is the Co-founder of Happy Tech Group and is based in Dubai and leads all social media production and support.

HAPPY TECH ADVISORY BOARD



SVEN CARLSSON
CHAIRMAN OF THE BOARD SINCE 2021

A multi-disciplined executive with a distinguished record of success in sales and marketing management, strategic business planning, business development and operational improvement in international markets. Sven is also active in high-end simulator development, sales, and marketing, focusing on the global golf sector.



STEN HAAKAN AAKERLUND
BOARD MEMBER SINCE 2021

Visionary Founder & CEO of Happy Tech Group. Based in Dubai and brings with him 25 years of international senior management experience across various companies.



ANDREAS WALLENBERG
BOARD MEMBER SINCE 2021

Andreas is one of Sweden's leading experts in Digital Marketing and is the founder of the firms Eurovator and BI, which developed Spider Ads. Spider Ads is software for fully automated advertising where the software performs the entire advertising process within 1 to 3 seconds without any human intervention.



TOMMIE NORDHOLM
BOARD MEMBER SINCE 2021

25 years of experience within the digital landscape. Helping companies, teams, start-ups and investors understand and achieve their goals.

COMPANY STRUCTURE

Happy Tech Holding Ltd. is incorporated on the Abu Dhabi Global Market (ADGM) as a Special Purpose Vehicle (SPV), providing a flexible solution for structuring holdings and investments.

As a holding company, Happy Tech Holding Ltd. owns 100% of the "Happy Software Sport Organizer DMCC" operating company in Dubai, UAE.

The operating company is located in the DMCC, the world's fastest-growing free zone, which has been recognized as the 'Global Free Zone of the Year' five times by the Financial Times. Join us now and let our structure work for your investments.



OWNER



happy tech group

SPVs ADGM

Happy Tech Holding Ltd.

NUMBER OF SHARES: 222,222

SHARE CAPITAL: US\$ 222,222

100% OWNERSHIP



HAPPY SOFTWARE
SPORT ORGANIZER DMCC

Happy Software Sport Organizer DMCC

NUMBER OF SHARES: 1,000

SHARE CAPITAL: AED 50,000

HISTORICAL ROADMAP

March - August 2019

- Validated the idea with mockup sketches.
- Business plan.

September 2019

- Software development.
- Preparation of tournament concepts.

October 2020

- Incorporation of Happy Tech Group as a Holding Co. Happy Software Sport Organizer as an operating company in the DMCC.

November 2020

- The operational team established in Dubai.
- Raised pre-seed capital of US\$ 1,000,000.

May 2021

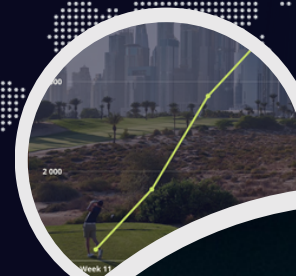
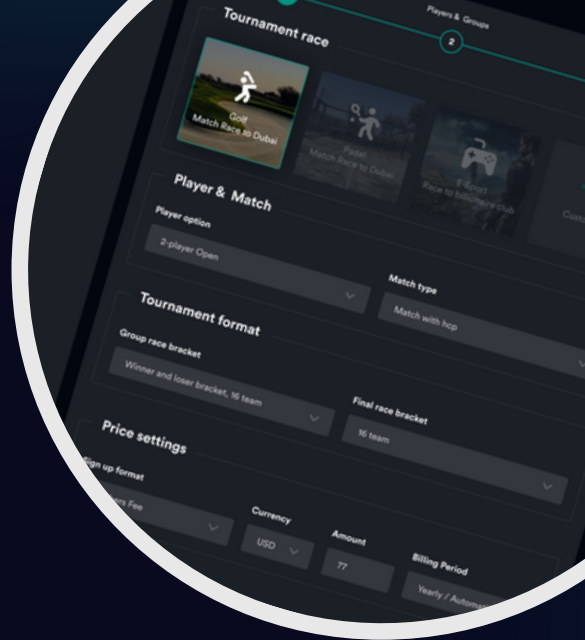
- Launch of the first edition of the World Amateur Match Race. Despite the Covid-19 pandemic which closed several countries down, we managed to sign-up more than 3,310 new players in just five weeks.

November 2021

- The World Final of the World Amateur Match Race is held in Dubai with participating teams from 9 countries.

May 2022

- Launch of the second edition of the World Amateur Match Race. Part 1 starts in 20 countries, with 15,000 new sign-ups and a participant growth rate of 467% over 2021.
- Launch of the first edition of the World Padel Race, which starts locally with group games in October 2022.



NEXT SET OF KEY OBJECTIVES

Next 12 months (May 2023 to Apr 2024)

- Open up for Local ambassadors in our most important markets.
- Secure a three-year title sponsorship agreement for the World Amateur Match Race.
- Launch of 2-3 additional golf tournament concepts.

Next 36 months (May 2024 to Apr 2026)

- Global reach exceeding 75,000 participants across 25-30 countries who signed up for our various tournament concepts.
- Launching a Pre-IPO campaign to secure US\$ 1,300,000 at a pre-money valuation of US\$ 26 million.
- Launch of 2-3 additional golf tournament concepts.
- Our various tournament concepts have attracted over 200,000 participants from 25-30 countries, indicating a significant increase in global reach.
- Listed on the NASDAQ Stock Exchange in Dubai through an IPO.



INVESTMENT OPPORTUNITY

We Believe In Co-Ownership. Share Our Journey To Be Listed On NASDAQ In Dubai By 2026

Happy Tech Holding has an investment opportunity for those interested in our tournament concepts. We've put a maximum of 10% of shares for sale at a pre-money valuation of US\$13,000,000, with an investment package starting at US\$2,750 to allow wider participation towards our goal of an IPO on NASDAQ in Dubai.

Our investment packages offer B-shares that provide a stake in future revenue streams and Happy Tech Holding's exit strategy. Choose from various investment options and join us on our journey to success.

NUMBER OF INVESTMENT PACKAGE FOR SALE

- | | |
|-----------|---|
| 25 | BASIC PACKAGE: 47 B-Shares US\$ 2,750 |
| 5 | WAMR PACKAGE: 141 B-Shares US\$ 8,250
Add-on: 2 Tournaments fee for WAMR |
| 4 | PLAYOFF PACKAGE: 235 B-Shares US\$ 14,000
Add-on: 2 players in the Playoffs in WAMR |
| 4 | WORLD FINAL PACKAGE: 470 B-Shares US\$ 30,000
Add-on: 1*VIP player in the World Final in Dubai, 1*One-bed suite. Excl. flight |
| 1 | VIP PACKAGE: 1175 B-Shares US\$ 72,000
Add-on: 2*VIP players in the World Final in Dubai, 2*One-bed suite, Rolls Royce transport in Dubai. Excl. flight |
| 1 | VVIP PACKAGE: 2350 B-Shares US\$ 165,000
Add-on: 4*VIP players in the World Final in Dubai, 4*One-bed suite, Rolls Royce transport in Dubai. Incl. Business Class Flight* |

**Each Business Class ticket is limited to a maximum of US\$ 10,000*



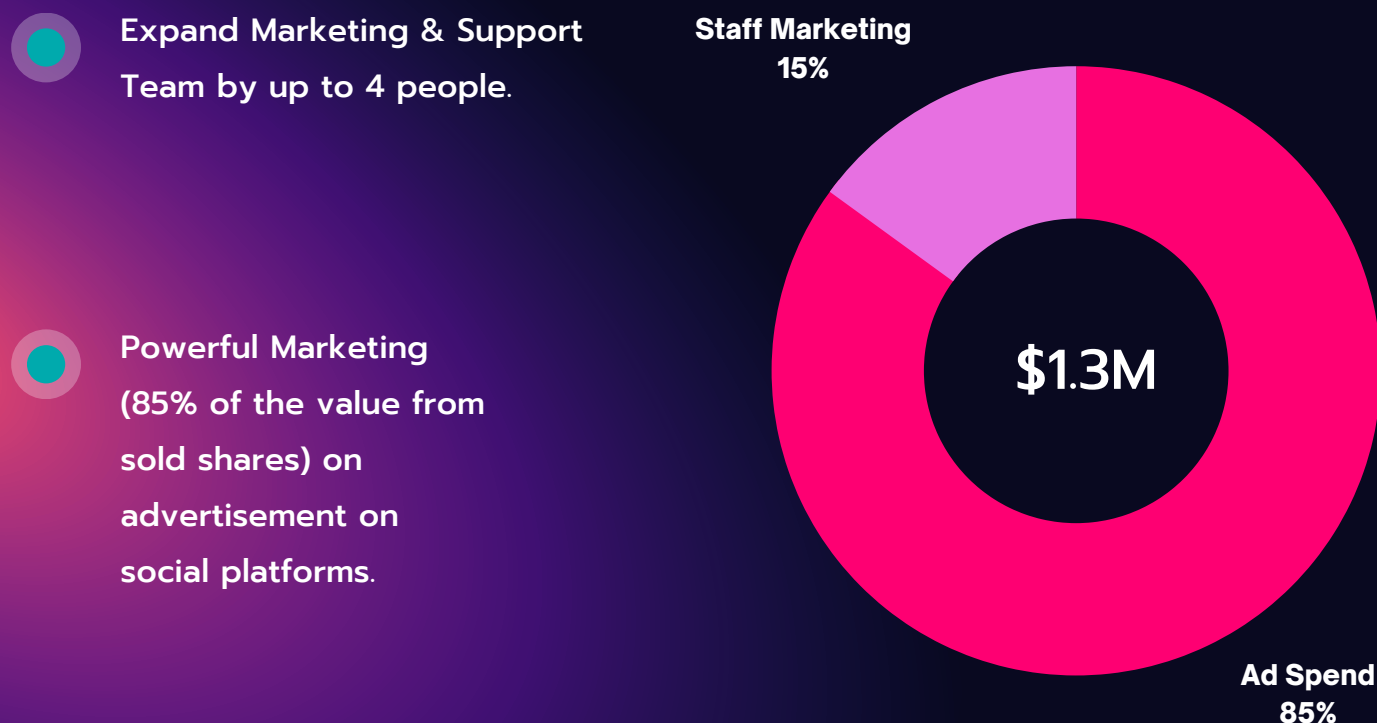


USE OF FUNDS

Accelerate Growth Through Low Customer Acquisition Costs

We will continue to implement a robust marketing strategy for our tournament concepts, with a primary focus on social media. Newly acquired investment funds will be allocated towards launching and promoting upcoming tournament concepts.

Our advertising efforts will be concentrated on the most popular digital and social media platforms. As we have gained substantial knowledge and developed a functioning business model, we handle all marketing internally, enabling us to drive growth with minimal customer acquisition costs.



FUNDING REQUIREMENTS

Fast Growth - Numbers Game!

Happy Software aims to generate substantial cash flows for funding aggressive sales growth by achieving the 2023-2025 business plan.

With a short client payback period of only six months, sales and marketing investments will be reimbursed by future client payments.

To achieve a growth target of over 200,000 participants, the company estimates sales and marketing costs of around US\$ 4 to 5 million, based on churn rates and experiences gained from 2021-2023.

The majority of these investments will be covered by operational profits, with an expected capital increase of US\$ 1,300,000 to align with future sales and earnings projections.

The company's primary objective is to build a profitable enterprise that maximizes shareholder returns. By the end of 2025, the target is to have a net margin of US\$ 24 million in annual recurring revenues from participant fees. The company plans to launch an IPO in 2026 with a pre-IPO in 2025, anticipating a pre-money valuation of US\$ 26 million at the pre-IPO and around US\$ 75 million for the IPO.



we are here!

CONTACT

If you are interested in investing in a way that deviates from our listed investment packages, feel free to contact us directly.

If you need more information, please don't hesitate to reach out to us via email or visit our website at:

<https://www.happytechgroup.com/investors>



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Dubai

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Dubai, United Arab Emirates





RISK DISCLAIMER

Capital at Risk Notice: Trading or investing carries a high level of risk. Before deciding to invest, you should carefully consider your investment objectives, level of experience, and ability to tolerate risk.

The investments and services offered by us may not be suitable for all investors. Various statements contained in this presentation, including those that express a belief, expectation or intention, and those that are not statements of historical fact, are forward-looking statements. These forward-looking statements may include projections and estimates concerning strategies, plans, or intentions with regard to timing and success. We have based these forward-looking statements on our current expectations and assumptions about future events.

If you have any doubts about the merits of an investment, you should seek advice from a qualified and regulated independent financial advisor.