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Collabs

IP Value Assessment Summary



June 2024



Project Description

- Parallel North IP (PNIP) has been engaged by Collabs to assess the value of their IP Portfolio, a portfolio that is a platform for influencer marketing. This document presents the results of PNIP's analysis, which include identification of key valuation parameters provided by Collabs and independent sources.
- Collabs' IP Portfolio includes Software, Databases, Hardware and Know-How.
- The primary objective of this assessment is to provide insights into the future value of the IP Portfolio, enabling support to Collabs' investors and partners. Our conclusions are based on an in-depth evaluation of Collabs' financial data, market data and other independent data.
- The value ranges that are presented in this report represent possible NPVs from 2021 to 2035 under various market scenarios.



Software, Databases, Hardware and Know-how

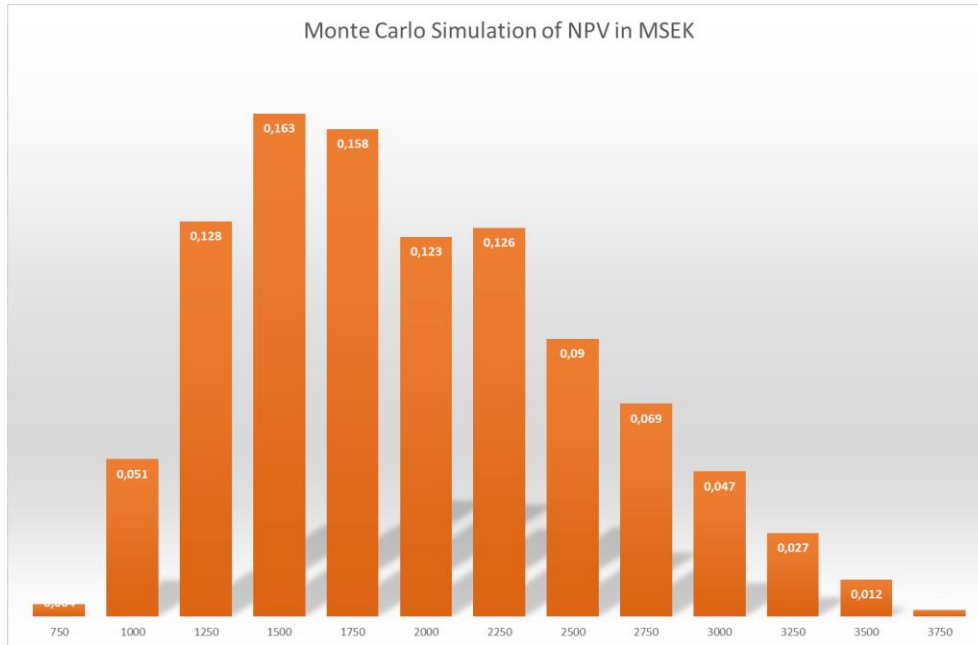
- All Intellectual Property, such as the Software, Databases, Hardware and Know-How, are integrated as one asset according to Collabs, and are all part of the same platform.
- The total value of the IP is assumed to be merged to the future Net Present Value (NPV) based on the information that Collabs has provided and the independent data that has been identified and used in the IP assessment.



Market and IP Review

- The market review is limited to the data that has been provided by Collabs.
- The IP appears to be encumbered/licensed by the current use of Collabs costumers.
- The lifetime of the IP can be limited to the depreciation period used by Collabs (currently 5 years). Still, the commercial lifetime of the IP may be longer according to Collabs and have been assumed to extend to 2035 in this value assessment.
- The shares of Collabs are currently owned by Syncro.

Simulation Output - NPV



- 1000 random simulations of each parameter between Max and Min Values
- Mean value of NPV: 2,083 MSEK
- Most likely outcome of NPV based on the assumptions and data provided by Collabs: 1,250 MSEK and 2,000 MSEK



Conclusions

- A potential high upside for investors exists, but it may require significant investments and resources to succeed.
- It will require a good and solid network of contacts to penetrate each of the new markets presented as Stages 1-3 in Collab's Business Plan for Internationalization.
- There are a lot of assumptions and parameters in the value assessment that provide a high level of uncertainty. This may be due to the fact that the Influencer Marketing is still regarded as an emerging market, and it may require some consideration for further assessment.