



Matching and monetization

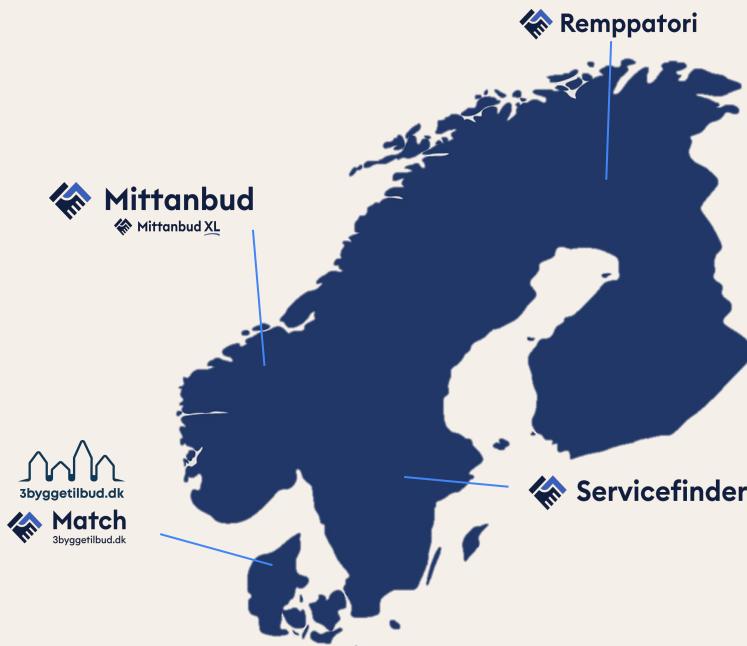
9th of April 2025



Question:

Have you ever contacted craftsmen and experienced they didn't have time for you?

Mittanbud is a leading Nordic homes services marketplace with focus on renovation & maintenance



Who are we?

- A leading home services marketplace present in the Nordics
- A destination where consumers and craftsmen can meet
- Primarily focused in home maintenance and renovation
- 'Consumer first'
- 220 colleagues in four countries

We are a two-sided marketplace that matches consumers with craftsmen and service providers

Consumers

- ~240k unique consumers and ~340.000 jobs yearly
- All types of consumers with home ownership
- A vast majority of jobs are related to R&M



Jobs/
tenders



Craftsmen

- ~11.000 paying service providers across The Nordics
- Small and medium sized businesses (0-25 FTEs)



We service a vast majority of high volume to niche categories in the Nordic market

A selection of core categories we serve

Cleaning



Electrician



Locksmith



Carpenter



Piping



Painting



Transportation



Entrepreneur



Bathroom



Car

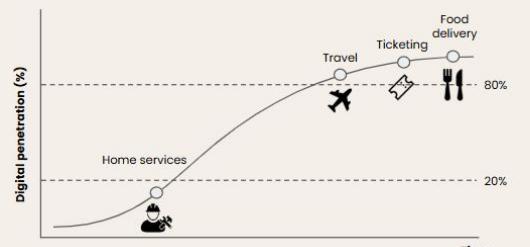


The home and personal service market differentiates from other classic marketplaces...



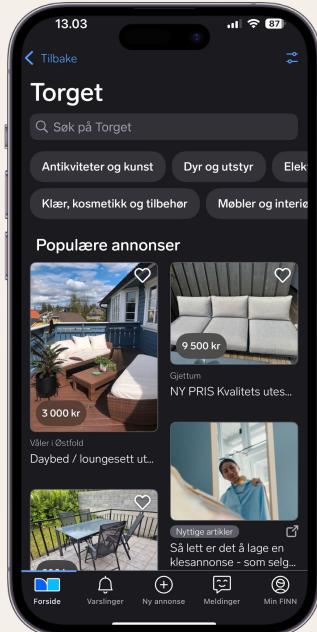
Home and personal services

- Highly fragmented and large consumer-oriented problems
- Intangible services that are difficult to quality assess
- Local delivery
- Services are heterogeneous
- Low digital maturity in segment(s)



... and to deal with home service marketplace challenges, our tender model has proven effective

Classified marketplace, example: Finn.no



- Consumer choose suppliers
- Homogeneous products/goods
- High degree of product and supplier information

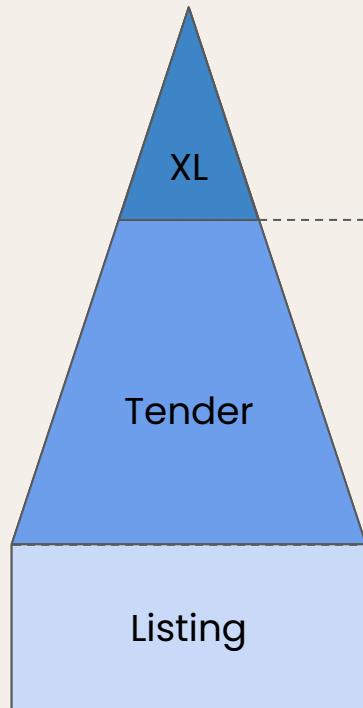
Home service marketplace, Mittanbud



- Suppliers choose consumer:
 - Leads handed
 - Responds to jobs that suits preferences
- Heterogeneous products/services
- Limited information on supplier/product
- **Ideal for a tender model**

Our tender model has historically proven successful, but we have identified a need for two additional models

Matching model



Concept

- Large projects and tailored tender process
- Typically, high complexity and need for guidance
- Three craftsmen per job
- Mittanbud identifies the craftsmen (managed)

Job value

~45,000
EUR

- Historically, our most successful model
- Provides consumers with quality and price alternatives
- Self-selection by consumer and craftsman (automatic)
- No limit on answers to a job

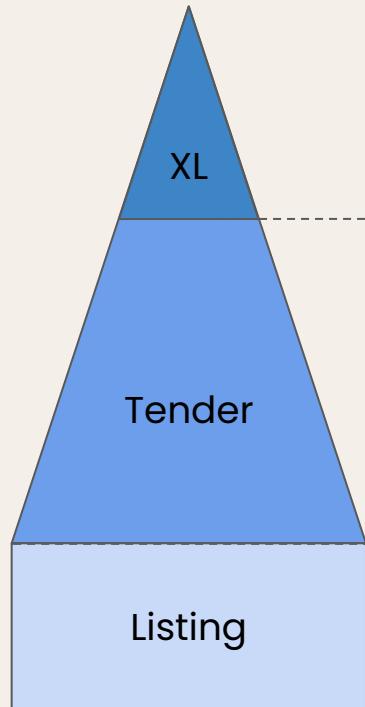
~2,500
EUR

- Generates jobs directly for companies
- "Advanced yellow pages" suitable for urgent or specific consumer needs (directory)

~3,000
EUR

Our matching models have been designed to cater for consumer needs...

Matching model



Consumer needs

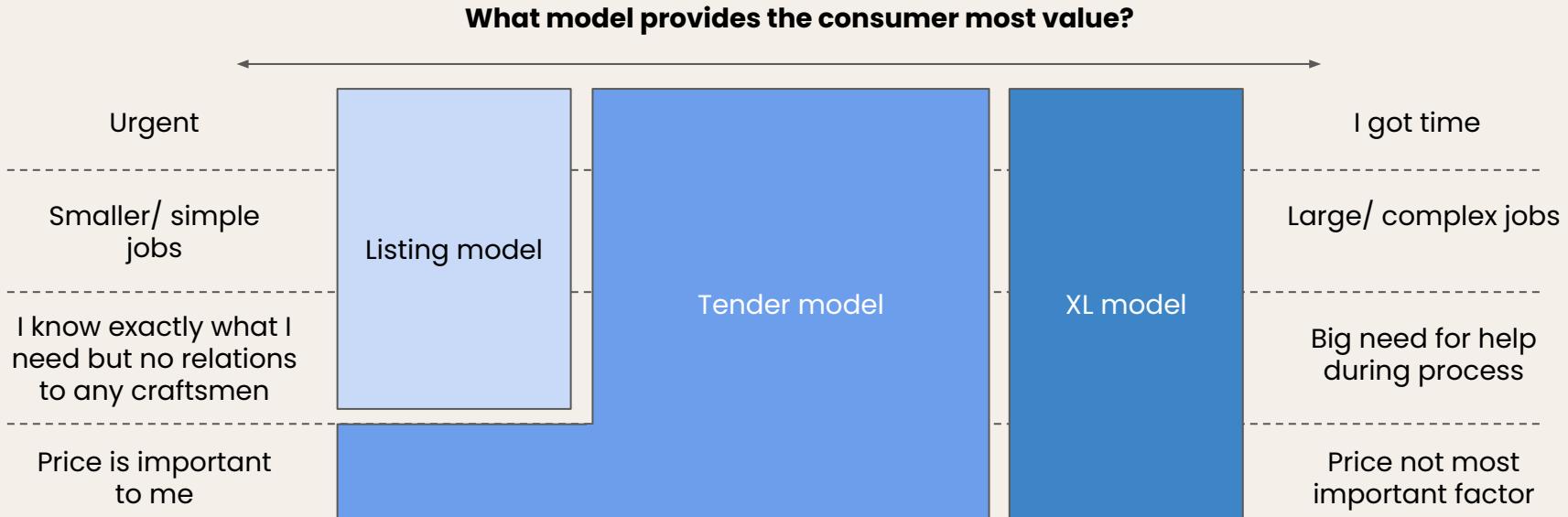


- Need for guidance and help
- Need for extra quality assurance
- Risk averse due to large investment

- Time and price can both be important decision factors
- Typically time constrained but not critically important
- Wants several alternatives to compare

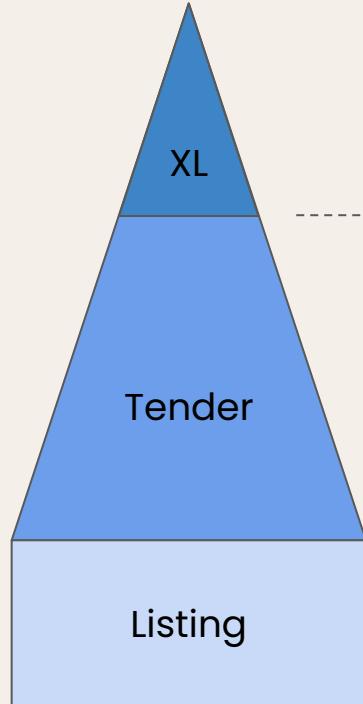
- Urgent need for service provider
- Know exactly what they want
- Wants to check credentials

... which enables us to become the destination for consumers to get their job done



Despite a big focus on consumer needs, our matching models also fulfill different craftsmen needs

Matching model



Consumer needs



- Need for guidance and help
- Price not most important factor
- Risk averse due to large investment

- Time and price can both be important decision factors
- Typically time constrained but not critically important
- Wants several alternatives to compare

- Urgent need for service provider
- Know exactly what they want
- Wants to check credentials

Craftsmen needs

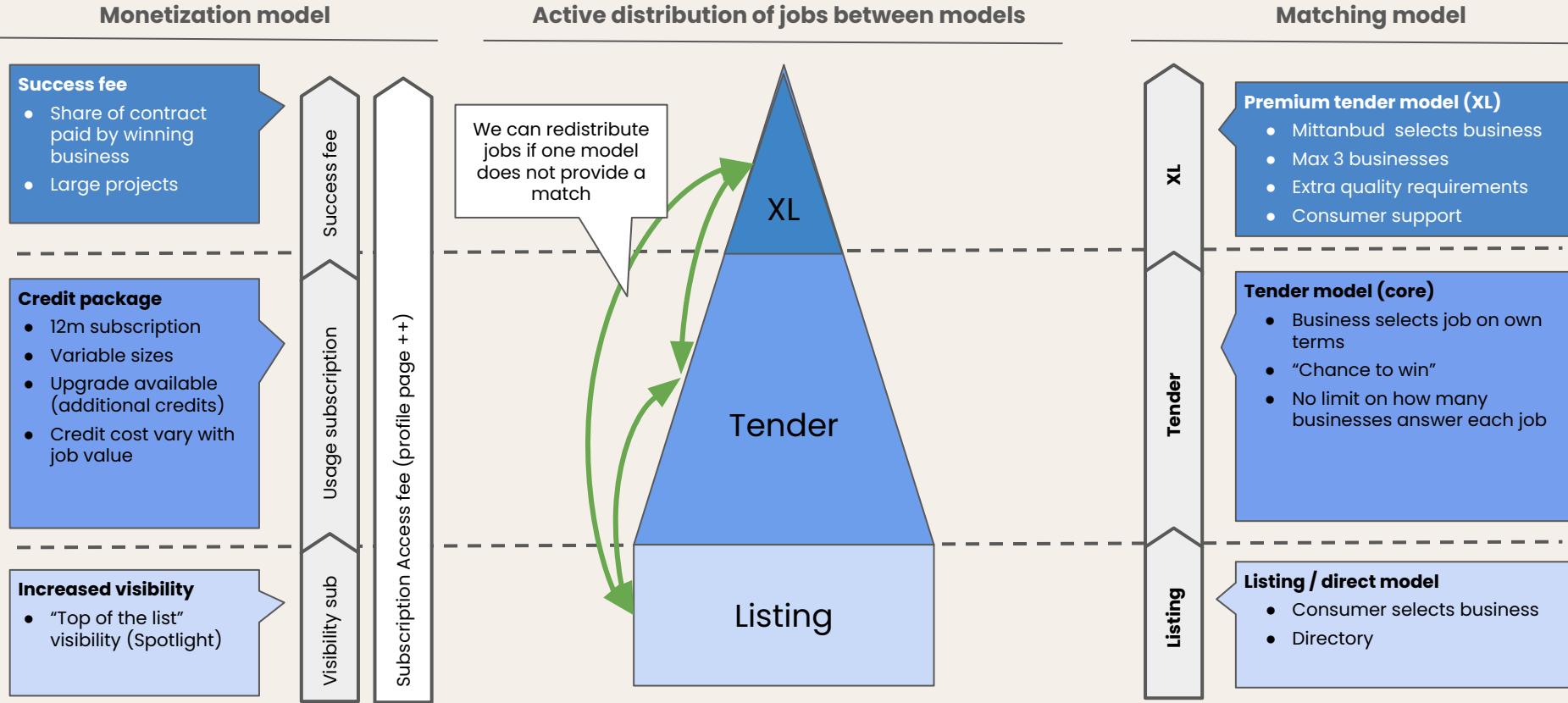


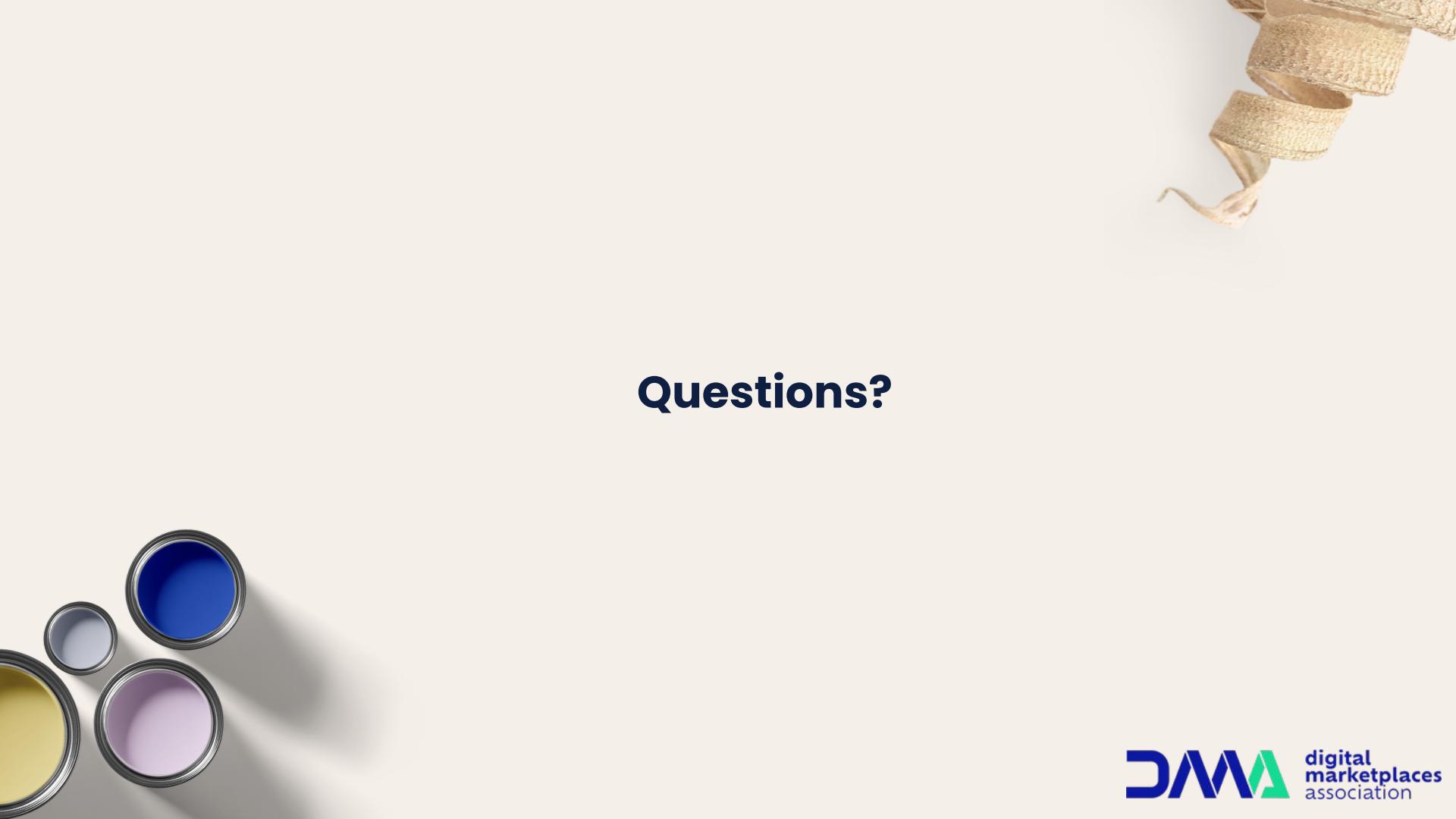
- Big jobs
- More qualified leads
- "Get selected instead of browsing"

- Actively wants to pursue job opportunities
- Willing to compete amongst competitors/peers
- Easier to match own preferences (choose what you want)

- Serve returning customers
- Wants jobs passively
- Online presence

The result: Mittanbud matching and monetization model





Questions?



Thank you!

