

Longo Investor presentation

November 2024



Disclaimer

This document (the "Document") has been drawn up and made public solely for the purposes of listing the securities of AS Longo Group, registration number 42103081417, legal address at Mūkusalas iela 72A, LV-1004, Riga, the Republic of Latvia (the "Issuer") and admitting them to trading in Nasdaq Riga Regulated Market. This Document is not and should not be construed as an offer to sell or solicitation of an offer to buy any securities. The Issuer has made all reasonable efforts to ensure that this Document provides an accurate overview of the Issuer's business activities, financial standing, and the Notes issue. The information contained in this Document is published for the assistance of recipients but is not to be relied upon as authoritative or taken in substitution for the exercise of judgement by any recipient.

Issuer, its founders and its associated companies and/or their officers, directors or employees may own or have positions in any securities or investments mentioned herein, and may from time to time add to or dispose of any such securities or investments.

This Document should not be used for advertising, broadcast or as product endorsement purposes or exploit the information available in this Document to any third parties in any manner without the written consent of Issuer.

Investing into debt securities involves risks. While every care has been taken to ensure that this Document presents a fair and complete overview of the risks related to the Issuer, the operations of the Issuer and its subsidiaries, and to the notes mentioned in this Document (the "Notes"), the value of any investment in the Notes may be adversely affected by circumstances that are either not evident at the date hereof or not reflected in this Document.

Investors are advised to carefully read the information contained in this Document, including the risk factors, before making a decision to purchase the Notes. Each potential investor should make his or her own analysis, and should consult his or her own financial, legal, business or tax advisers to fully understand the benefits and risks associated with the purchase of the Notes. The responsibility of the investment decision lies on each individual investor, and the Issuer and its shareholders accept no liability for any direct or consequential loss arising from the use of this Document or its contents.

This Document is not directed to, or intended for distribution to or use by, any person or entity that is a citizen or resident or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would require any registration or licensing within such jurisdiction.

The information provided herein contains statements on the Public Offering of bonds of AS Longo Group. Every investment decision must be based on a prospectus approved by the Bank of Latvia. An approved prospectus is available on Bank of Latvia website https://bank.lv/.



Key Highlights



Largest used car retailed in Baltics*

140+

Team members*

€ 47.8M

Total revenue of the Group for year 2023

7

Sales points across
Baltics and Poland*

340k

Unique monthly website visitors**

53%

Equity ratio*

€ 12.8M

Consolidated inventory value at cost*

2.2

Collateral coverage ratio*

^{*}Internal company data as at 30.06.2024

^{**} June '24

Longo mission is to deliver 3 customer promises



Wide assortment

Largest and widest competitively priced assortment of popular used car models in the Baltics



Convenient and safe

Most convenient and safest used car shopping experience end-to-end, both digital and on-site



Highest standards

Only quality cars with guaranteed mileage, full available history and freshly serviced and cleaned



And we have built the company to be the leading player to address the business opportunity



Management and track record

- Credible and experienced top management
- Proven track record in the car retail industry



Vertically integrated sourcing procedures

- Brick and mortar presence in the Netherlands and Belgium
- Established operation center



Digital first sales approach

- Best in class digital presences driven by performance marketing
- Asset light sales points focusing on deal closure



II infrastructure

- Proprietary software development across all the key functions
- Integrated accounting systems

Longo sales locations cover the Baltic countries and Poland Podlaski region and sourcing offices are conveniently located in the Netherlands and Belgium

Q 7 stores in the Baltic countries

Tallinn, Narva, Riga, Klaipeda, Panevezys, Vilnius, Białystok

- **Q** 1 Head office in Riga
- **Q** 1 prep center in Panevezys
- **Q** 2 Sourcing offices

Ridderkerk, Netherlands and Leuven, Belgium



Longo controls each step of the business from buying and transporting cars to preparing and selling them

01

Sourcing - Car Purchasing Operations

Longo has established a network in Western Europe, where it reviews, inspects and buys cars







02

Preparation Operations

Longo transports cars to Panevežys, Lithuania, where all cars are serviced, repaired, cleaned and photographed



03

Sales Operations

Longo stores, markets and sells cars in the Baltics and Poland





04

Aftersales

Longo also provides aftersales warranty and reengages customers for next purchase









Longo development story

- Opens sales location in Tallinn, Estonia
- Opens Preparation center in Panevezys, Lithuania
- Becomes fully independent **company** directly owned by shareholders

• First bond listing on Nasdaq

2021

• Longo reached 100% year on year growth and 10 000th customer

- Introduces extended warranties for our customers in Latvia and Lithuania
- Becomes independent of classified platforms
- Introduces AI processes in CRM

2023



2024

- Wins FT award for **fastest** growing company in Latvia, 10th in automotive sector in Europe
- Own service center is purchased
- To issue public bond to enter new stage of development

2019

2018

- Longo is established
- Founder came up with name Longo that represents 'long journey for its customers'
- Opens first locations in Riga, Latvia and Vilnius, Lithuania

- 2020
 - Introduced online purchase model
 - First fully remote sales with home delivery was done

2022

- Opens first in mall point of sales in Panevezys, Lithuania
- Opens new Sourcing office in Ridderkerk, Netherlands
- Established sales operation in Poland



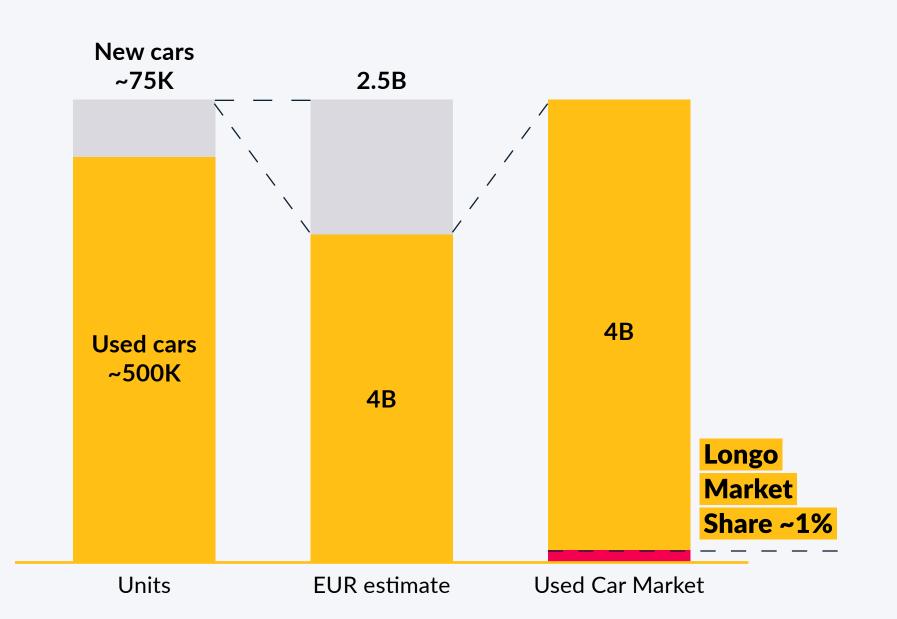


Market Overview

Used car market in the Baltics is estimated to be 4B+ EUR and highly fragmented

Passenger car sales,

Baltics 2023 (estimate)



- Used car market is one of the largest and most fragmented retail sectors
- European players like Aures
 Holdings in Czech Republic and
 Kamux in Finland managed to
 achieve 8-10% market share
- Poland market is estimated to be
 4M used cars sold annually

Note: Preliminary analysis. Average used car price estimated at 8K EUR for a used car and 28K EUR for a first registration car. We estimate only the local consumer market, besides substantial volumes of further vehicle export Source: Publicly available information at the date of this Document and Base Prospectus.



Competitive landscape in Longo retail countries is similar











- Highly fragmented market with thousands of active car sellers (many not official / registered)
- Active C2C market as well as private import from abroad
- Top 5 players combined market share is in low single digits

Main competition

- Brand dealers mainly selling trade-in used vehicles
- Very few to none scale players specialize in multi brand used vehicle retail

Market characteristics

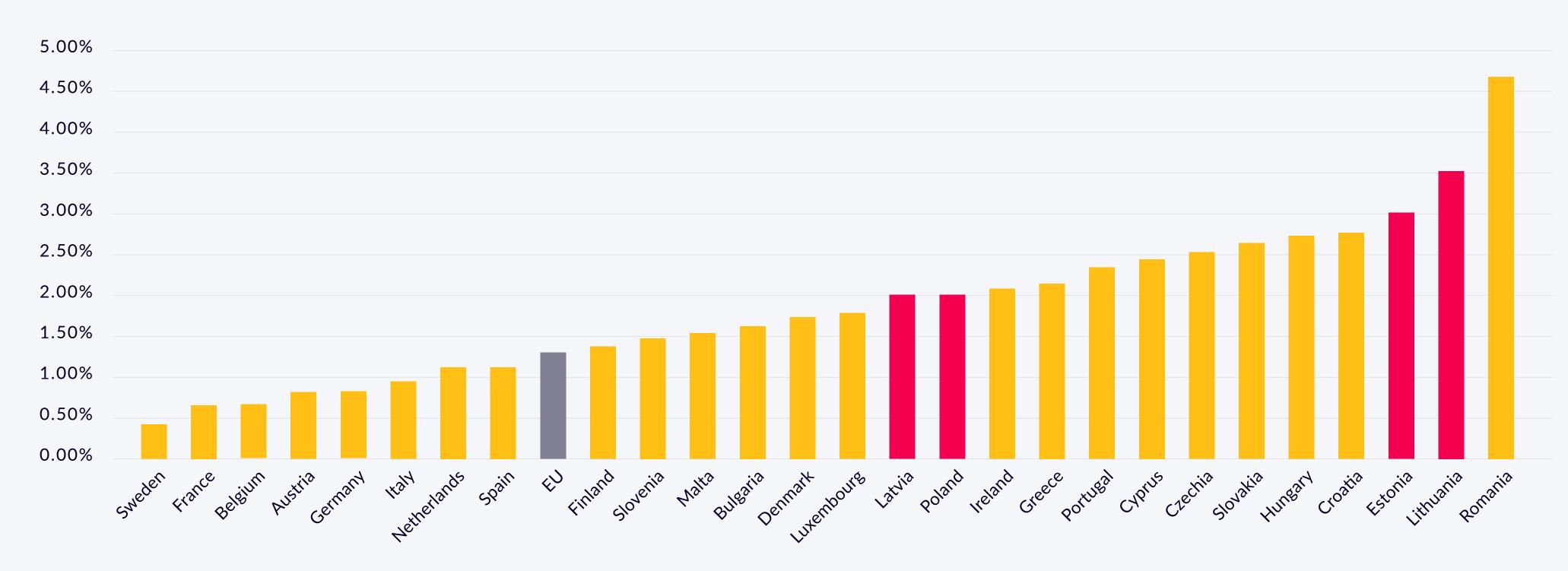
- Low reputation and consumer certainty; mileage manipulation / low quality standards are prevalent
- Continued challenges of local authorities in fight against tax fraud with vehicles
- Heavy influence of main car portal in each country



https://www.csdd.lv/en/places-of-business-of-vehicle-selling-registered-at-csdd/places-of-business-of-vehicle-selling-registered-at-csdd/

Car park in Longo retail countries is **growing above** average rates compared to other EU countries

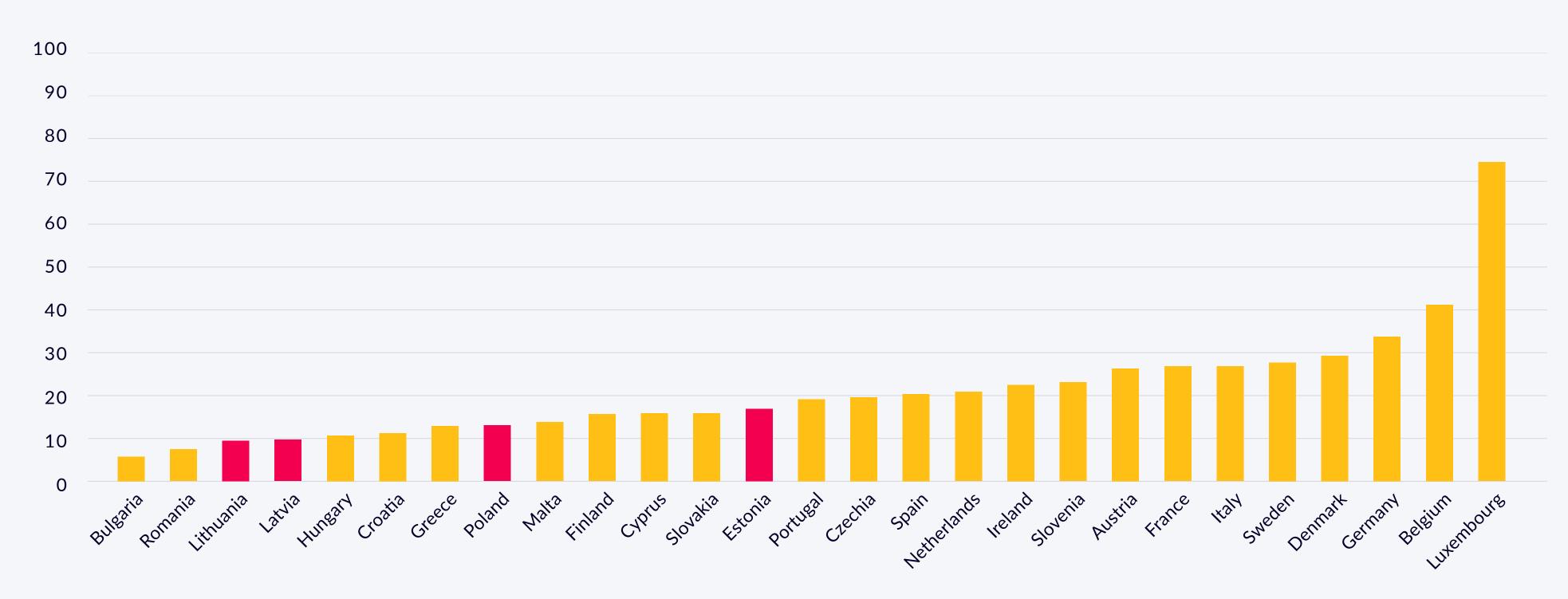
Annual growth rate of passenger cars 2018 - 2023



Source: Eurostat (online data code: road_eqs_carmot)

Most of the growth is in used car sales; Longo retail countries have below-EU average levels of new car sales

New cars sold per 1k population (2023)



Source: Eurostat (online data code: road_eqs_carmot)

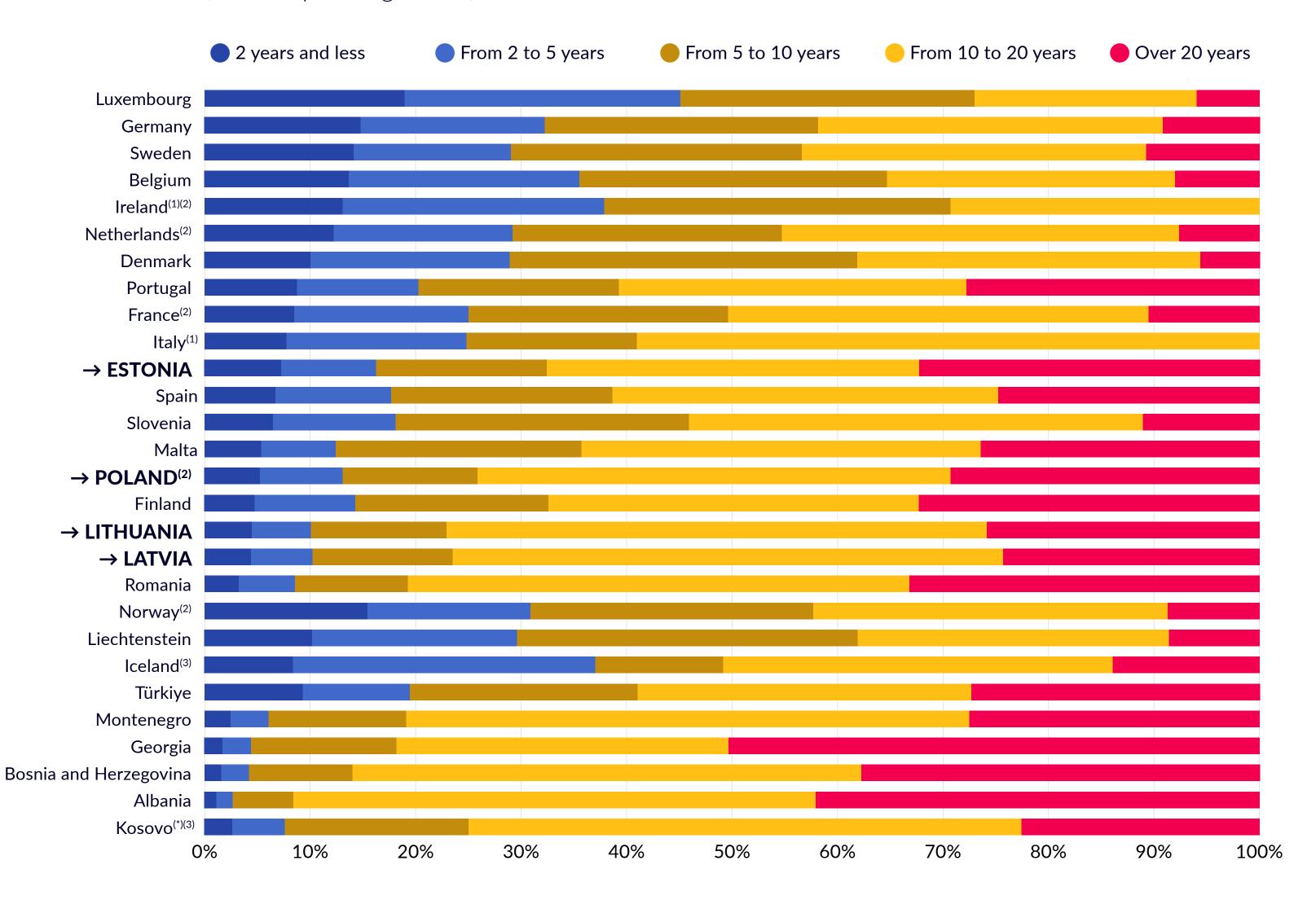
Car park in Longo retail countries is still relatively old and expected to continue to renew in coming years

Note: Ranking is based on 2 years and less

Note: Bulgaria, Greece and Slovakia: data not available.

Passenger cars by age, 2023 (i.e. on 31 December 2023)

(% of all passenger cars)



⁽¹⁾ The "From10 to 20 years" breakdown includes passenger cars "Over 20 years".

^{(2) 2022} data instead of 2023.

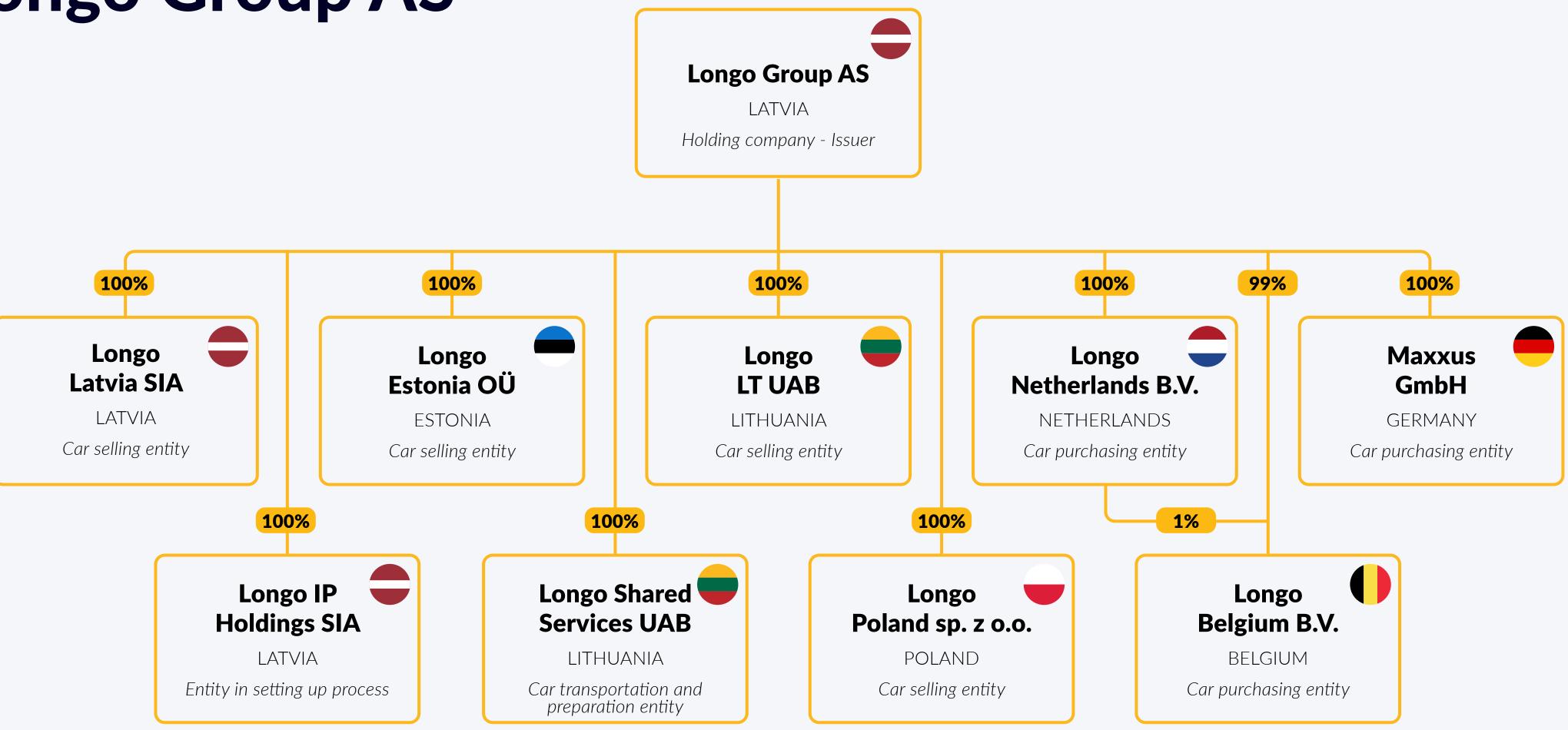
^{(3) 2021} data instead of 2023.

^(*) This designation is without prejudice to positions on status, and is in line with UNSCR 1244/99 and the ICJ Opinion on the Kosovo Declaration of Independence. Source: eurostat (online data code: road_eqs_carage)

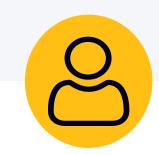


Corporate Governance

Legal structure of Longo Group AS



Supervisory Board



Aigars Kesenfelds

Aigars is a chairman of the supervisory board at AS Longo Group.

Since 2008, Aigars has been a serial entrepreneur in financial services industry, real estate and has investments in various technology start-ups.

Aigars is the Co-founder of AS "Mintos Marketplace", "Eleving Group" (previously called "Mogo Finance") and "Wash and Drive", as well as financial investor in other businesses (AS DelfinGroup, AS Sun Finance Group and others).

Aigars holds a bachelor's degree in Economics and Business Administration from Stockholm School of Economics in Riga.



Māris Keišs

Māris is a deputy chairman of the supervisory board at AS Longo Group.

Since 2008, Māris has been a serial entrepreneur specializing in the financial services industry.

Māris is the Co-founder of AS "Mintos Marketplace" and "Eleving Group" (previously called "Mogo Finance").

Māris holds a bachelor's degree in Economics and Business Administration from Stockholm School of Economics in Riga.



Alberts Pole

Alberts is a member of the supervisory board at AS Longo Group.

Alberts has wide experience in the financial services industry as an entrepreneur and investor.

Alberts is the Co-founder of AS "Mintos Marketplace and "Eleving Group" (previously called "Mogo Finance").

Alberts holds a bachelor's degree in Economics and Business Administration from Stockholm School of Economics in Riga.



Kristaps Ozols

Kristaps is a member of the supervisory board at AS Longo Group.

Kristaps has wide experience in the financial services industry as an entrepreneur and investor.

Kristaps is the Co-founder of AS "Mintos Marketplace and "Eleving Group" (previously called "Mogo Finance").

Kristaps holds a bachelor's degree in Economics and Business Administration from Stockholm School of Economics in Riga.

Team behind Longo is composed of well-skilled professionals



Edgars Cerps

Chief Executive Officer Chairman of Management Board

NOKIA

Uber

- · Finance, IT and Operations experience on 4 continents
- Development and implementation of ERP IT and finance systems

BAIN & COMPANY

- · Strategy Consulting and Private Equity Focus on strategy in retail and FMCG
 - · Commercial due diligences
 - · IT and digitalization projects



Jacob W. Hoogenboom

Chief Operating Officer Member of Management Board

BAIN & COMPANY

- · Strategy Consulting at Bain & Co
- · Sr. consultant in Strategy Practice
- Focus on Strategy and Ops in FS, Ops improvement implementation, Customer experience excellence



Mees Pierson

- · Sales and management experience in major bank across multiple countries
 - Head of representative office
 (Sales operations, Financial engineering)



Dārta Keršule

Chief Financial Officer

Eleving

 Regional CFO at Eleving Group, responsible for Baltics, Georgia and Armenia- non-bank leasing and consumer lending solutions



Head of Finance at Balta part of PZU
 (previously part of RSA)- non life insurance
 market leader in Latvia at the time



· Audit experience at E&Y assurance department

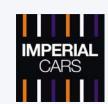


Neil Smith

Independent Board Member



· Founder Motorvait Automotive Consultancy, focusing on digital transformation. Working with dealers and suppliers alike, adding value to the propositions



Operations Director at Imperial Cars,
 responsible for Marketing, PR, Branding, Sales
 Support Contact Centre, Web development, IT,
 and Quality Management















+ 140 team-members across Group, Management with share option participation



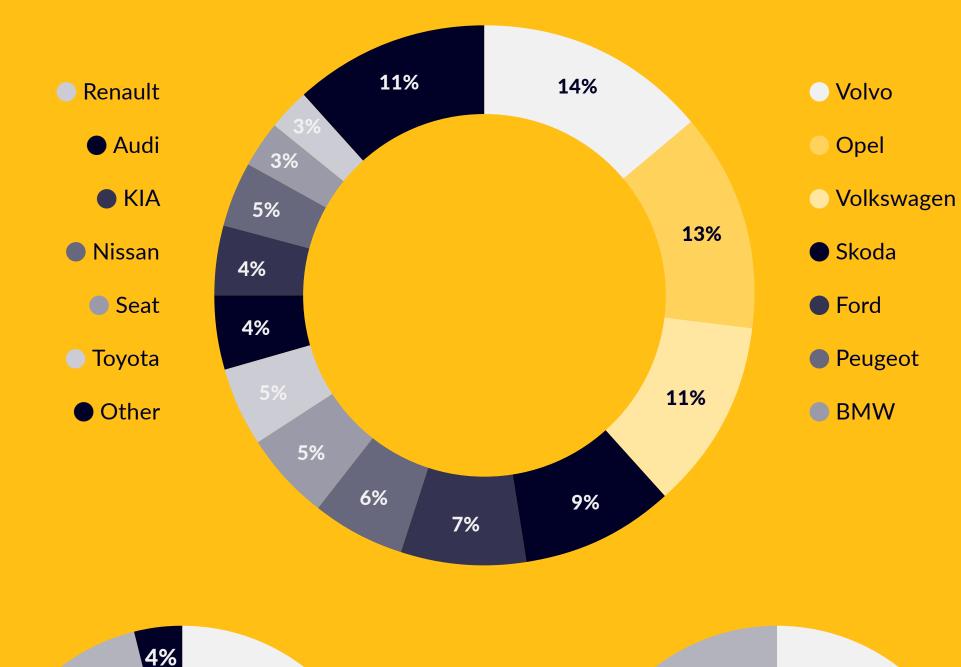
Business Overview

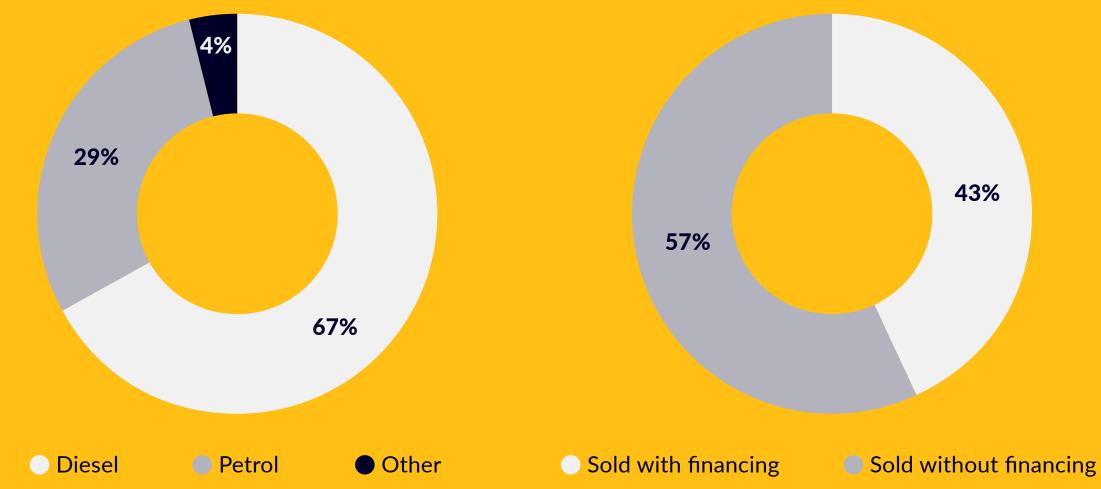
Sales overview

Total revenue, EUR split

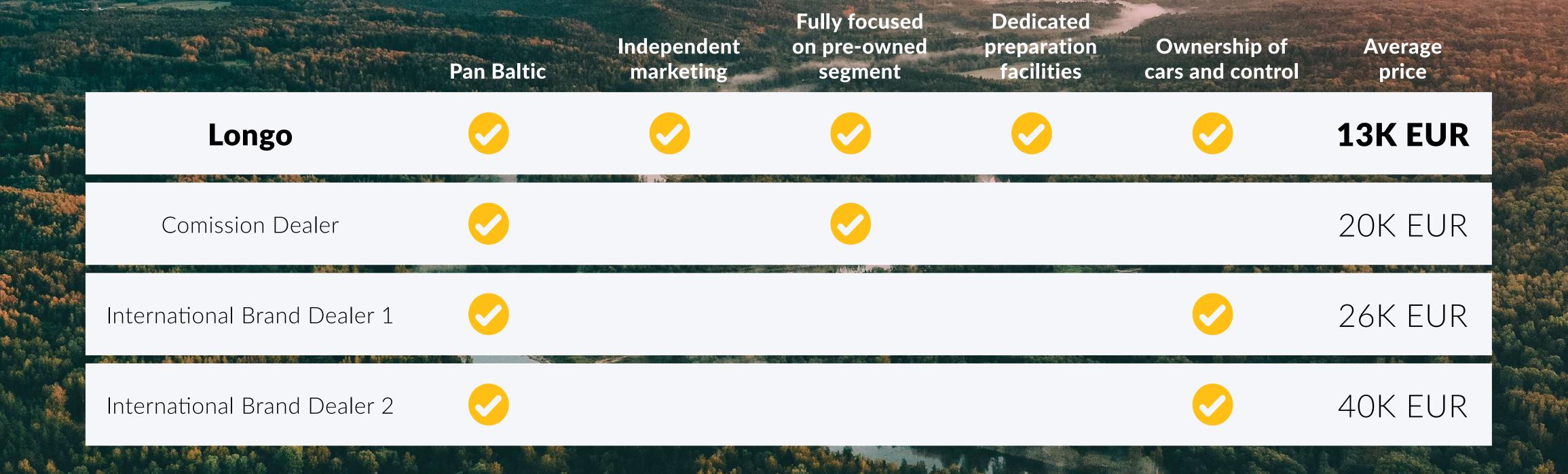
COUNTRY	2024 (6 month) (%)	
l :4ba.sia	Lithuania 48%	used vehicle sale 48%
Litnuania		additional income from commissions 53%
1 - 4 - • -	Latvia 27%	used vehicle sale 28%
Latvia		additional income from commissions 23%
- - 4 9 -	20%	used vehicle sale 20%
Estonia		additional income from commissions 23%
D. J J		used vehicle sale 5%
Poland 5%	additional income from commissions 1%	

Count of cars sold









Longo has a well diversified network of sourcing channels across seven countries

70 - 80%



B2B SOURCING

Dealer & wholesale sourcing

Professional portals and remarketing

Algorithm based portal scan

20 - 30%



C2B SOURCING

Trade-in and buy-backs

Dedicated sourcing website

Algorithm based portal scan

Longo uses a structured and disciplined selection and pricing process to maintain highest standards



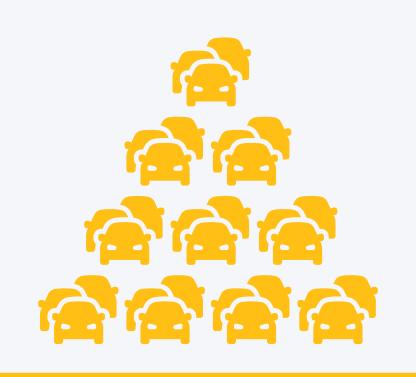
Access to 10 000+ B2B cars per week

Longo is locally present in its core sourcing countries and has built up a network of hundreds of sourcing partners



1 000+ cars shortlisted & priced

Through a disciplined process of elimination, Longo selects only the most suitable vehicles that meet strict quality standards in every way

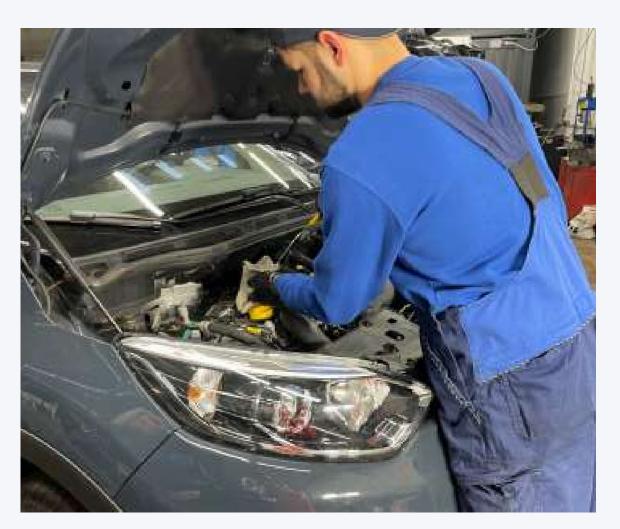


100+ Longo cars purchased

As a consequence, all purchased Longo cars are a perfect match in both quality and price

Preparation facilities create key differentiation and quality assurance for Longo

- Over last couple of years Longo has built car preparation competences with a team of ~75 industry professionals
- Modern and renovated facilities for Longo employees
- High tech paint coloring selection
- Improved ventilation for dust collections
- Additional paint owen to double the capacity
- Mechanical station for engine and DPF wash part of new Latvia tech inspection requirement
- Dedicated spare part area with 3-4 daily deliveries
- Automatic touchless carwash to increase volumes and decrease labor cost
- Locating pricing personnel for all the markets
- Secure and well monitored environment







In July 2024 we bought new Preparation Centre facility



 $3000\,m^2$ of industrial work area

500 m² of office space

- Located in the industrial zone of Panevežys,
 NEWSEC valuation 1.49 M EUR
- 6300 m² of parking to park up to 400 units (+ additional available space)
- Capacity increases to 1000+ with shift work
- Estimated to relocate fully by the end of 2024
- Estimated saving of 180K EUR in yearly rental costs

Sales team follow strict CRM process and sales instructions

First is to generate leads



Then we convert them into sales following the funnel process



Longo has built a fully integrated IT system

One of the main competitive advantages of Longo is the custom-made integrated IT system to fit its specific business needs.

Including key features:

- Competitor and aggregator data web scraping
- Al generated customer call transcripts and analyses
- Proprietary machine learning based pricing model
- Integrated Back-Office and Accounting system
- QR based preparation software



Integration between systems and processes



Automation of processes





Track record and financial data of each vehicle



Access to real time data

Web traffic achieved new heights

& Longo left classifieds



Unique web site users in September '24

<35% >75%

Mobile traffic

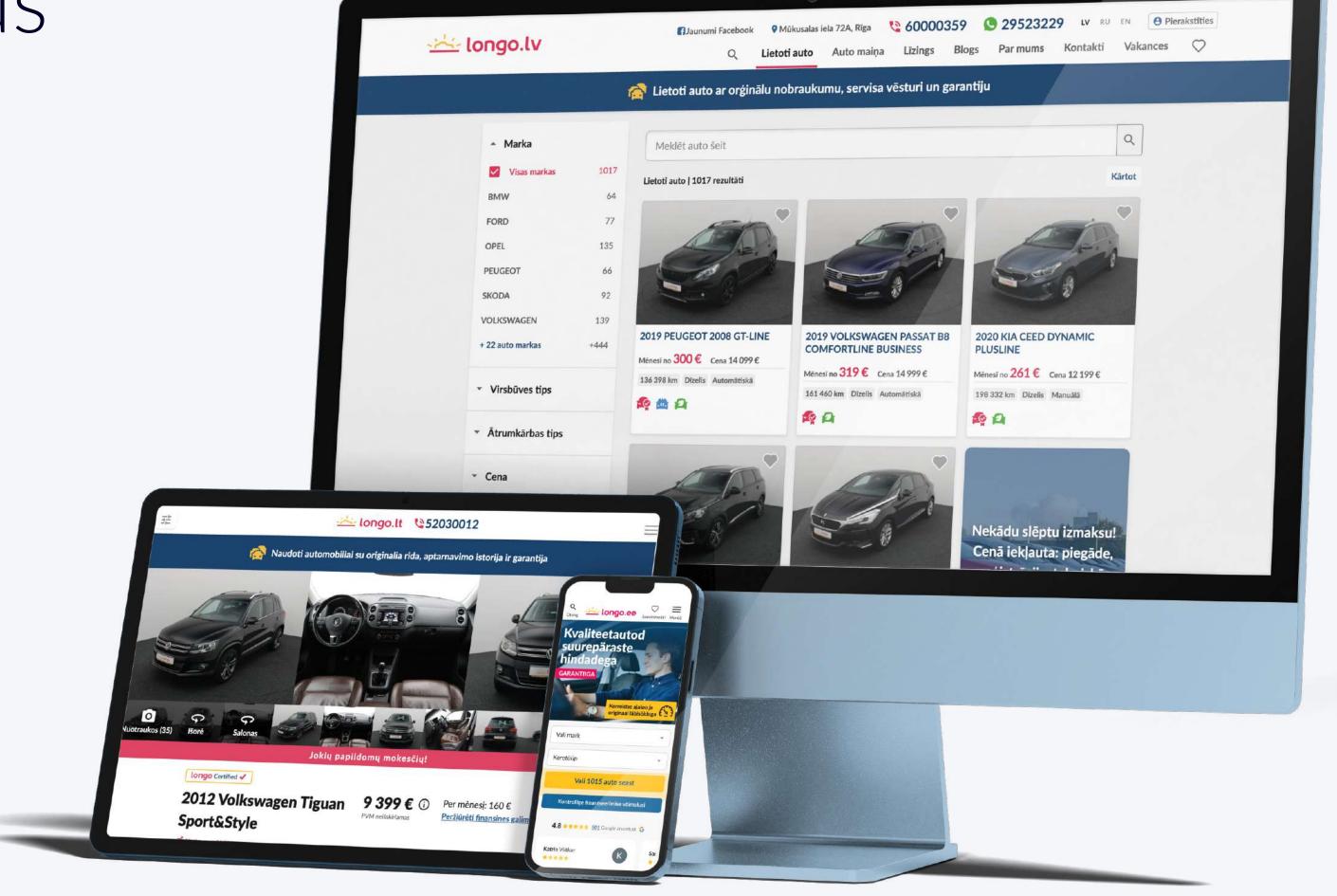
Bounce rate

VDP views per user

~20%

Y-o-Y traffic growth

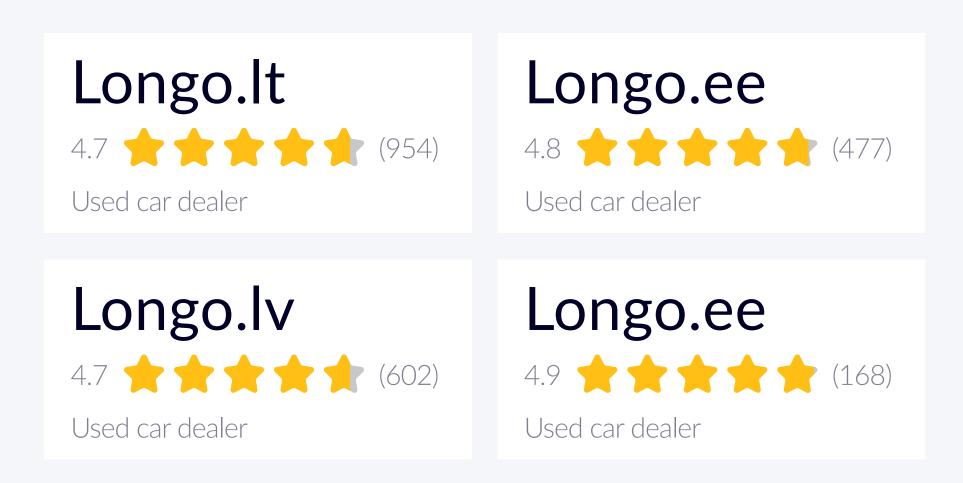
Average session duration: >4 min



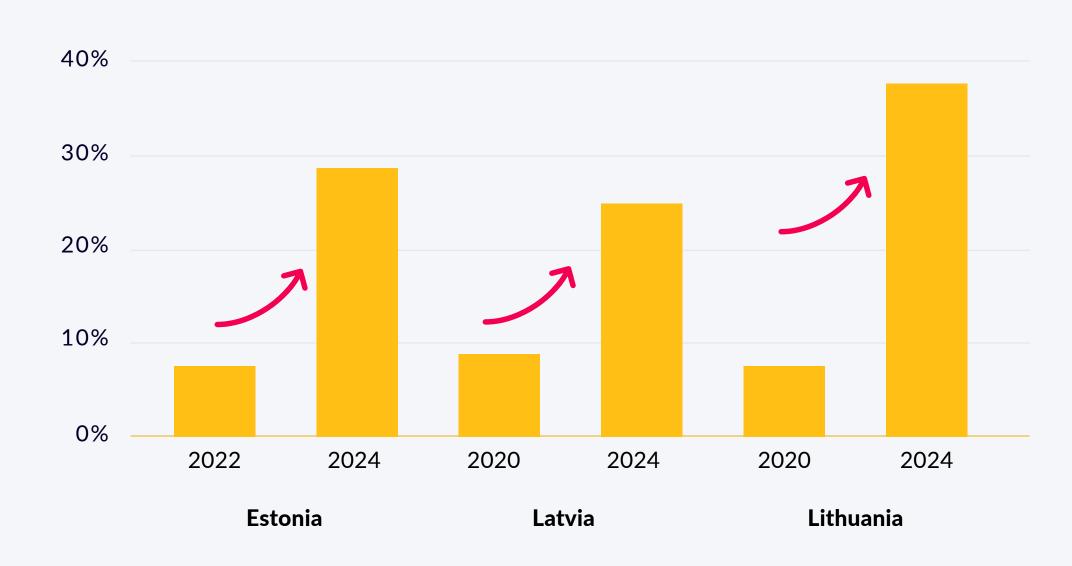
Bounce rate: The percentage of visitors (sessions) to our website who navigate away from the site after viewing only one page. **VDP view per user:** Average number of individual Vehicle Detail Pages viewed per unique user to our website

Longo is becoming a strong brand, loved by customers, with further potential to increase awareness

Google ratings



Aided brand awareness



Source: Norstat omnibus survey August 2024, Estonia, Latvia, Lithuania, n=710, 745, 816 respectively

Case study of auto journey



Vehicle Acquisition

Acquiring cars via partners, lease auctions, or direct purchases.



Inspection & Evaluation

Mechanical and cosmetic checks, vehicle history review, and market pricing.



Reconditioning

Full diagnostics, repairs, detailing, and cosmetic touch-ups.



Certification

Certifying cars through Longo Certified program.



Listing & Marketing

Online listings with photos and descriptions, and advertising campaigns.





After-Sale Marketing

Encouraging reviews, loyalty programs, and trade-in incentives.



Delivery/Pickup

Delivering the vehicle, final walkthrough, and document review.



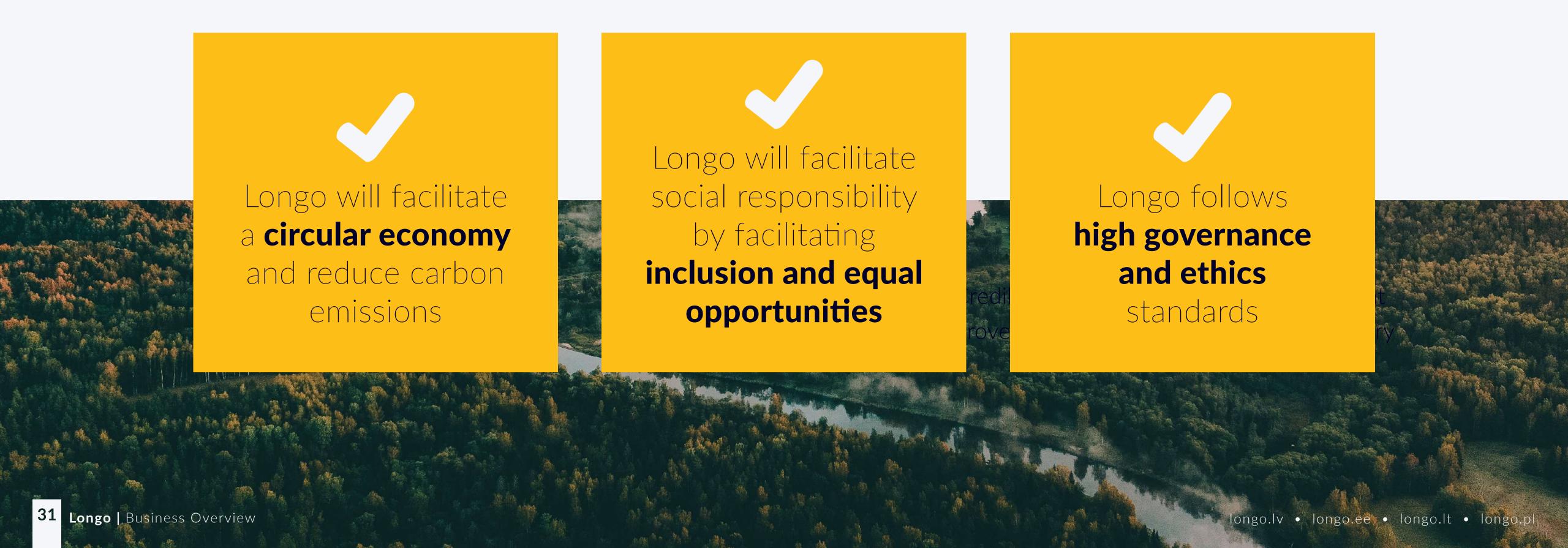
Offering financing and extended warranty, processing trade-ins, handling paperwork, and payments.



Customer Engagement

Responding to inquiries, offering test drives, and negotiating.

ESG: We strive to craft a sustainable business model and become a leading responsible car retailer in the Baltics and Poland

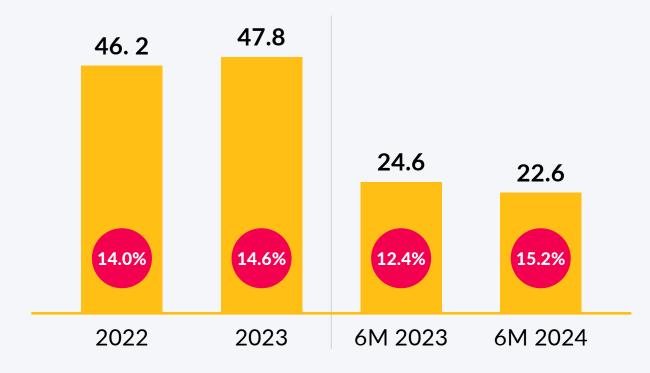




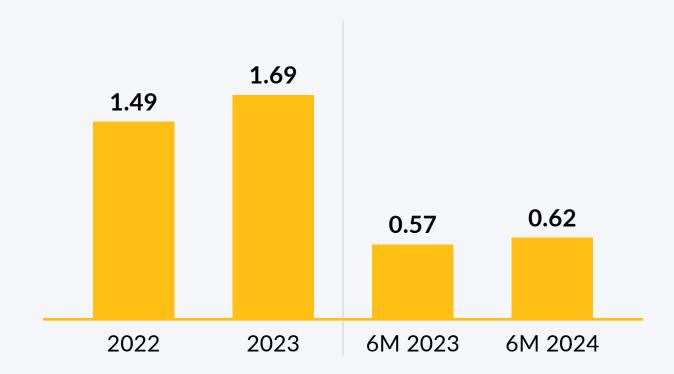
Financial Overview

Key financial highlights

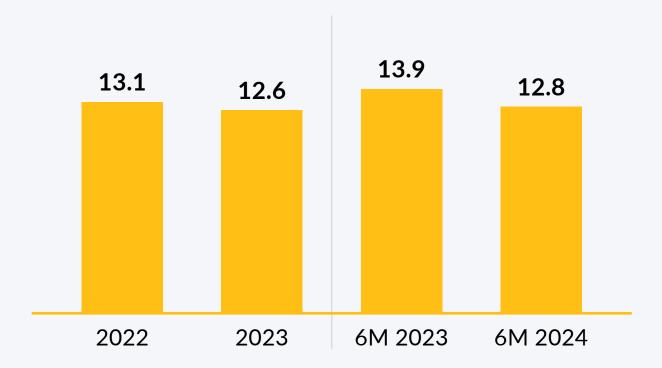
Revenue, EUR million and Gross margin %



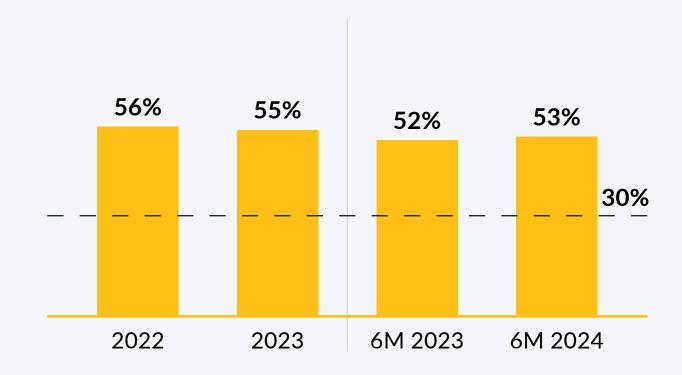
EBITDA, EUR million



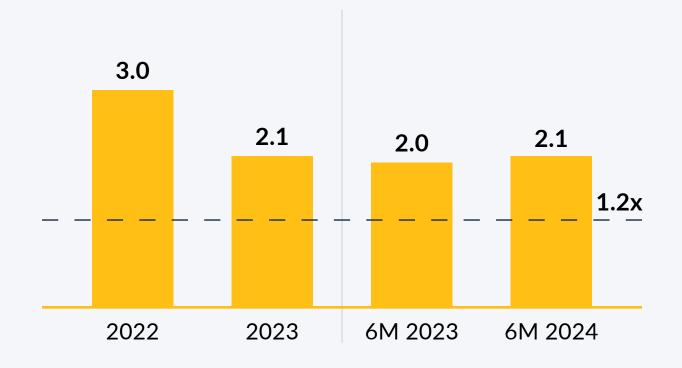
Goods for resale and raw materials, EUR million



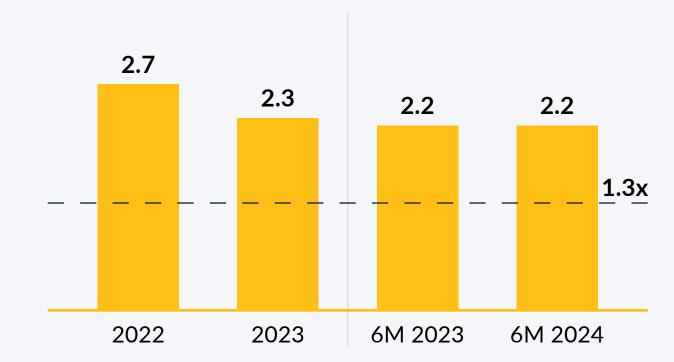
Capitalization ratio %



Debt Service Coverage Ratio

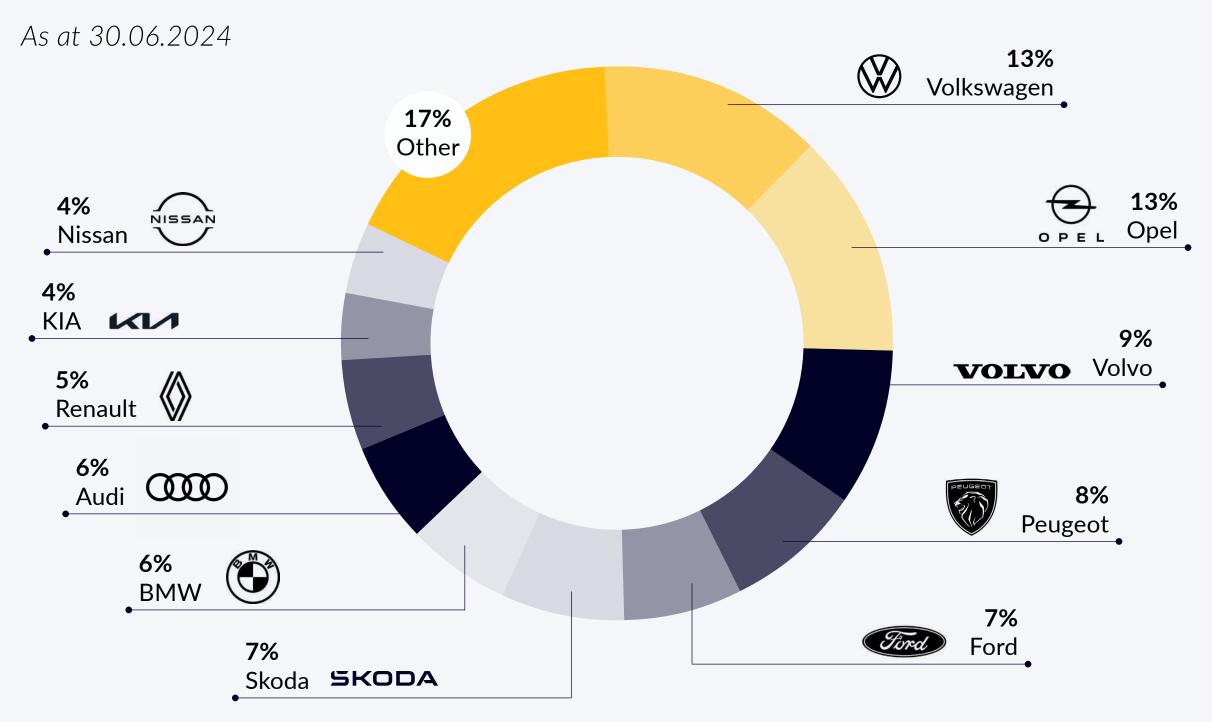


Collateral coverage ratio



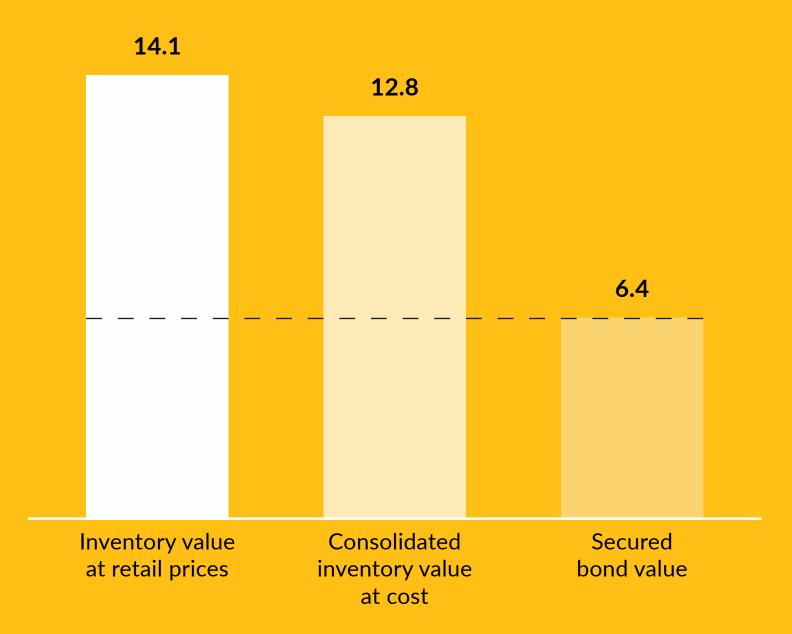
Inventory analysis

Inventory split per makes, % based on count



Longo inventory value, in M EUR

As at 30.06.2024



Consolidated Statement of Comprehensive Income, EUR

	Year ended 31 December Audited*		Six-month period ended 30 June Unaudited*	
tem	2022	2023	2023	2024
Revenue*	46 238 761	47 789 608	24 603 948	22 645 033
Cost of sales	(39 743 477)	(40 817 600)	(21 548 001)	(19 191 779)
Gross profit	6 495 284	6 972 008	3 055 947	3 453 254
Selling expenses	(1 102 507)	(1 666 357)	(655 921)	(723 023)
Administrative expenses	(4 576 795	(4 952 268	(2 264 071)	(2 615 032)
Other operating expenses	(91 854)	(31 842)	(22 237)	(20 774)
Other income from interest and similar income	-	14 093	-	41 523
Interest expenses and similar expenses	(556 719)	(884 545)	(400 775)	(486 265)
Net operating expenses	(6 327 875)	(7 520 919)	(2 483 352)	(2 663 500)
Profit/Loss before tax	167 409	(548 911)	(287 057)	(350 317)
Income tax	(516)	17 937	47 604	3 664
Net profit/(loss) for the period	166 893	(530 974)	(239 453)	(346 653)
Other comprehensive loss	(149)	4 532	(19 127)	(39 526)
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	166 744	(526 442)	(245 559)	(386 179)

^{*} Management of the Group has decided to reclassify Commissions revenue (financing of cars, insurance) from Other operating income to Revenue to improve transparency of Financial reporting and financial ratio comparability to industry peers.

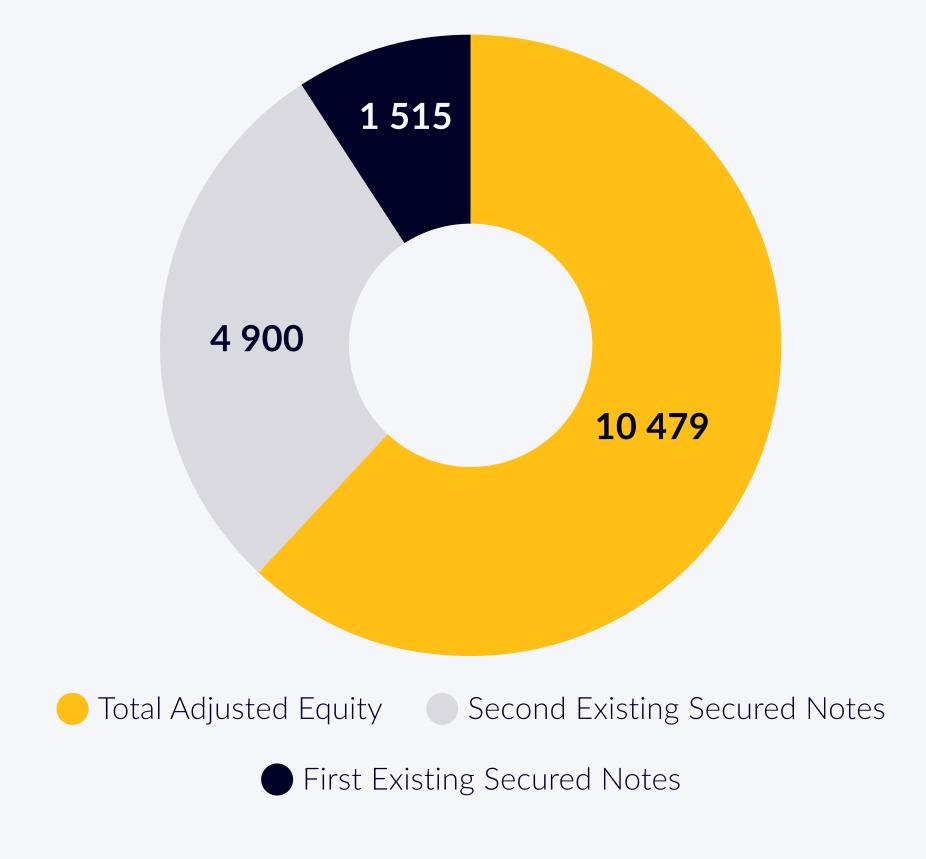
Consolidated Statement of Financial Position, EUR

	Year ended 31 December Audited		Six-month period ended 30 June Unaudited	
ASSETS	2022	2023	2023	2024
NON-CURRENT ASSETS				
Intangible assets	690 960	960 060	838 611	1 058 721
Intangible assets development costs	12 474	504	7 290	1 639
Total intangible assets	703 434	960 564	845 901	1 060 360
Right-of-use assets	1 894 801	1 292 304	1 566 983	1 335 973
Property and equipment	421 279	497 312	464 803	467 300
Leasehold improvements	122 074	97 706	111 387	84 487
Construction in progress	145 610	29 406	121 254	12 012
Total tangible assets	2 583 764	1 916 728	2 264 427	1 899 772
Deferred tax assets	323 999	342 518	348 820	346 198
TOTAL NON-CURRENT ASSETS	3 611 197	3 219 810	3 459 148	3 306 330
CURRENT ASSETS				
Goods for resale and raw materials	13 064 264	12 573 927	13 873 103	12 764 512
Work in progress	111 499	85 699	111 277	146 563
Total inventories	13 175 763	12 659 626	13 984 380	12 911 075
Other assets	875 830	657 976	1 034 270	744 953
Prepayments to suppliers and similar	862 064	568 916	1 872 281	1 009 629
Trade and other receivables	161 931	208 724	348 931	375 256
Contract assets	139 848	135 573	158 363	116 537
Total receivables and other current assets	2 039 673	1 571 189	3 413 845	2 246 375
Other investments	-	1 002 666	-	_
Cash and cash equivalents	1 424 762	1 253 098	503 509	1 267 570
TOTAL CURRENT ASSETS	16 640 198	16 486 579	17 901 734	16 425 020
TOTAL ASSETS	20 251 395	19 706 389	21 360 882	19 731 350

	Year ended 31 December Audited		Six-month period ended 30 June Unaudited	
EQUITY AND LIABILITIES	2022	2023	2023	2024
EQUITY				
Share capital	12 969 926	13 017 058	13 017 058	13 017 058
Share premium	250 000	250 000	250 000	250 000
Share-based payment reserve	48 007	12 215	874	12 215
Foreign currency translation reserve	(149)	4 532	(19 276)	(40 403)
Accumulated losses/Retained earnings				
brought forward	(5 048 909)	(4 882 016)	(4 882 016)	(5 412 990)
for the period	166 893	(530 974)	(239 453)	(346 653)
TOTAL EQUITY	8 385 768	7 870 815	8 127 187	7 479 227
LIABILITIES				
Loans and borrowings	6 733 960	8 152 534	7 505 609	3 752 730
Total non- current liabilities	6 733 960	8 152 534	7 505 609	3 752 730
Loans and borrowings	3 856 638	2 430 326	3 914 154	6 936 507
Trade payables	404 840	273 983	594 077	453 156
Taxes payable	465 108	465 596	764 182	642 729
Corporate income tax	817	296	11	21
Other liabilities	106 530	83 978	187 371	190 002
Accrued liabilities	297 734	428 861	268 291	276 978
Total current liabilities	5 131 667	3 683 040	5 728 086	8 499 393
TOTAL LIABILITIES	11 865 627	11 835 574	13 233 695	12 252 123
TOTAL EQUITY AND LIABILITIES	20 251 395	19 706 389	21 360 882	19 731 350

Funding profile

The Group's funding structure as of 30 June 2024 (EUR'000)



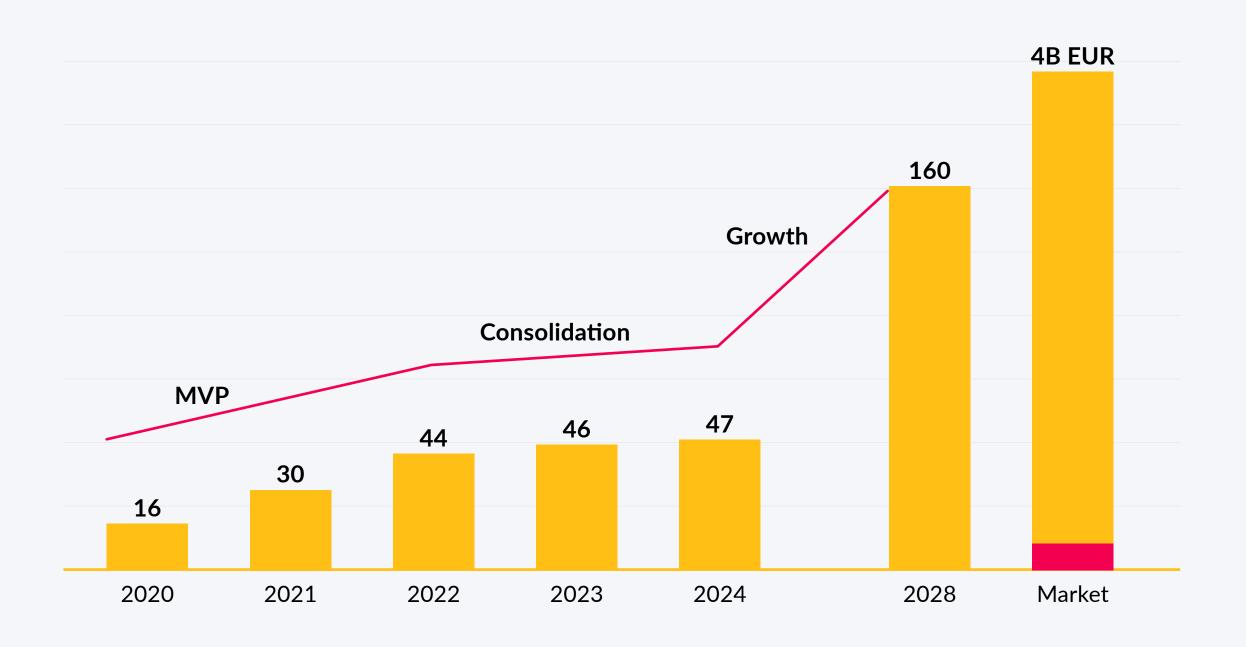
First Existing Secured Notes (due on 30 November 2024 with ISIN LV0000860062) and Second Existing Secured Notes (due on 30 June 2025 with ISIN LV0000860096)



Financial Targets

Longo plans to grow revenues to **160M EUR by 2028** or approximately 4% of the Baltics market

Revenues, M EUR



- Longo has achieved MVP and consolidation stages, ready for next period of growth
- Longo has a growth track record as annual revenue growth in years 2019-2022 exceeded 50% (placing the company in FT 1000 list)
- Forecasted to reach 160M EUR within 5 year period, leading to 3-4% market share

Longo Strategy

01

Extend geographical presence to facilitate
conversion from online
leads to seamless
purchase close to home

02

Expand assortment to more variety and units to improve conversion from interest to a final purchase

03

Continue improving unit economics and enhance additional services to facilitate value creation

04

Build on the base of data driven, IT facilitated systems













Transaction Overview

Bond issue timeline 2024



Start of subscription period and exchange offer

to Existing Noteholders of First Existing Secured Notes and Second Existing Secured Notes



End of subscription period and exchange offer



Issue date



Listing on Nasdaq Baltic

within 3 months after the Issue Date

*Timeline for the First Tranche issue.

Use of proceeds



REFINANCING OF THE GROUP'S EXISTING SECURED NOTES

of EUR 6.4m and Citadele Bank Loan of EUR 0.8m

INVESTMENT IN WORKING CAPITAL

Additional working capital investments necessary for:

- purchase and preparation of new car stock
- expansion of sales network



Term Sheet

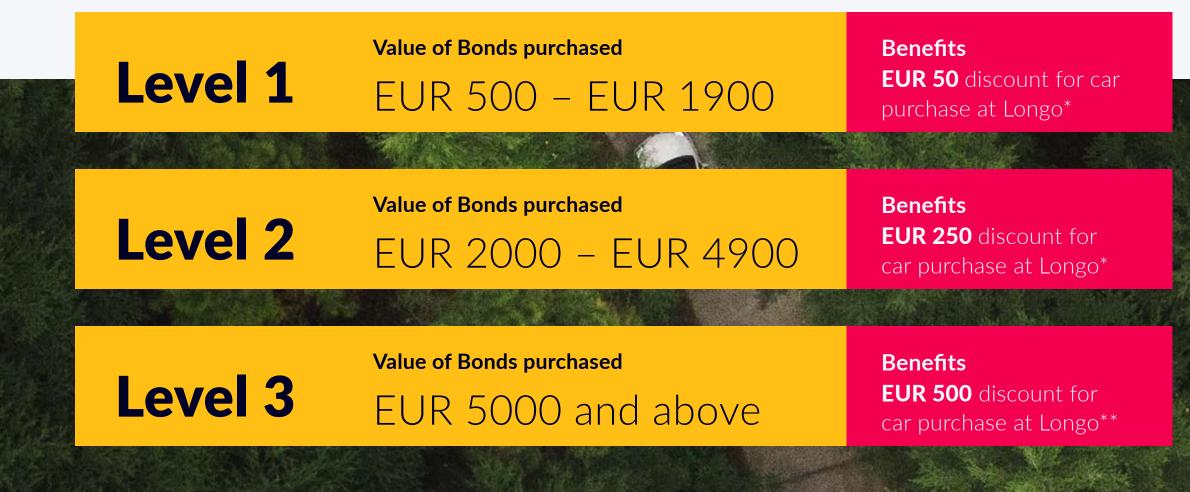
Issuer	AS Longo Group		
Type of notes	Secured Notes · Commercial Pledge on assets of all Collateral Providers · Mortgage over the Real Estate owned by the Mortgage Provider		
Collateral			
ISIN	LV0000804987		
Issue size	EUR 10'000'000		
Coupon rate	10.00%, paid monthly		
Maturity	29.11.2027		
Type of placement	Public offering in Latvia, Lithuania and Estonia		
Nominal value; Minimum investment amount	EUR 100		
Use of proceeds	 Refinancing of the Group's Existing Secured Notes and Citadele Bank Loan Investment in working capital 		
Call options	@101% after 1st year; @100% 6 months before maturity		
Financial covenants (based on consolidated data)	 To maintain Capitalization Ratio of at least 30% To maintain Debt Service Coverage Ratio of at least 1.2x To maintain Collateral Coverage Ratio of at least 1.3x 		
Arranger	Signet Bank AS		
Collateral Agent	Sorainen ZAB SIA		
Admission to trading	Nasdaq Riga Baltic Bond List within 3 months after the Issue Date		
Legal Counsel	ZAB Eversheds Sutherland Bitāns SIA		

Investor Loyalty Program

For investors investing more than 500 EUR in the initial bond offering, the Group offers participation in its loyalty program

Conditions for participation in the loyalty programme:

- The investor must acquire the Notes issued under the Base Prospectus corresponding to the value as indicated for each benefit level; and
- The Noteholder registers at: https://www.longo.group to receive the benefit under loyalty programme at any time after the Issue Date of respective Tranche during validity of the Bonds
- The Issuer will confirm the benefits for each eligible Noteholder under the loyalty programme within 1 (one) month after registration by the Noteholder
- The Noteholders, who will be eligible to participate in the loyalty programme, afterwards will receive a message from the Issuer, confirming the number of points received and instructions for usage of respective benefit provided by the Issuer or a third-party service provider engaged by the Issuer



^{*} If the investor has already bought a car with Longo before the Issue Date of the respective Tranche, receive EUR 50 voucher for a car wash ** If the investor has already bought a car with Longo before the Issue Date, receive a polishing and paint protection service for EUR 500 Note: Each bondholder is eligible to receive the benefit associated with the specific level they have qualified for. The benefits are not cumulative

Key investment considerations



Market leader

The leading used car retailer in the Baltics, bringing a new meaning to the Baltic used car industry, by providing a fully transparent, reliable and high class used car purchase experience online and in-person



Secured bonds

The bonds are secured with: Car inventory with a fast turnover; Real estate (preparation center); The Collateral provides a comfortable coverage over





Shareholder commitment

Strong strategic investors providing financing to support the Group's expansion plans. Total financing provided by shareholders in the form of equity and Subordinated Notes – EUR 10.5m, ensuring 53% Capitalization Ratio as at June 30, 2024



Brand awareness

Longo is becoming a recognized name within the local market with increasing brand awareness, which is evidenced by the Group's online ratings and various survey results



Experienced issuer

Experienced issuer with 2 bonds listed on Nasdaq First North since 2022



Risk factors

In the next slide is a list of the risk factors that are material for the assessment of the market risk associated with the Notes and risk factors that may affect the Issuer's ability to fulfil its obligations under the Notes. Should one or more of the risks listed materialise, this may have a material adverse effect on the cash flows, results of operations, and financial condition of the Issuer and the Group. Moreover, if any of these risks materialise, the market value of the Notes and the likelihood that the Issuer will be in a position to fulfil its payment obligations under the Notes may decrease, in which case the prospective investors could lose all or part of their investments.

Before deciding to purchase the Notes, prospective investors should carefully review and consider the following risk factors, in addition to all other information presented in the Base Prospectus, and consult with their own professional advisors if necessary. Moreover, prospective investors should bear in mind that several of the described risk factors can occur simultaneously and together with other circumstances could have a potentially stronger impact on the Issuer or the Group. This is not an exclusive list of risk factors, and additional risks, of which the Issuer is not presently aware, could also have a material adverse effect on the Issuer and the Group

IMPORTANT NOTE

The risks indicated in this section, if some or all of them materialise, may reduce the Issuer's ability to fulfil its obligations or cause its insolvency or restructuring in the worst-case scenario. This section may not feature all the potential risks, which may affect the Issuer and the Group.

List of risk factors

Risk factors relating to the economic and geopolitical environment

- Macroeconomic risk
- · Global pandemic risk
- Geopolitical risk

Risk factors relating to the industry in which the Issuer and the Group operates

- Competition risk
- · Risks relating to trends in the automotive industry
- Operational risk

Risk factors related to the Issuer's business

- · Relations with key vendors and supply chain risk
- The risk of rising costs of purchased cars and the inability to transfer the increased costs to the end buyer
- · The risks related to the operation of preparation center
- Inventory management risk
- Warranties risk
- Key employee dependency risk
- Employee risk
- E-commerce risk
- IT system and process risk
- Brand reputation risk
- Fraud risk

Legal and regulatory risks

- Regulatory risk
- Taxation risk
- Privacy and data protection breach risk

Risk factors relating to financial matters

- Financial leverage risk
- Credit and/or counterparty risk

Risks relating to the Notes

- Liquidity risk
- Notes repayment risk
- Tax risk
- Offering cancellation and delisting risk
- Price risk
- Early redemption risk
- Resolutions of Noteholders risk

Risks related to the Collateral

- · Risks associated with certain limitations relating to the validity and enforceability of the Collateral
- · Risks associated with certain limitations relating to the object of the Collateral
- · Risks associated with the market value of the Collateral
- · Risks associated with the Collateral Agent Agreement
- · Risks associated with the limitations and procedures concerning enforcement of the Collateral
- · Risks related to amendments to laws and regulations
- · Risks related to the actions of the Collateral Agent





Contact

E-mail: investors@longo.group

