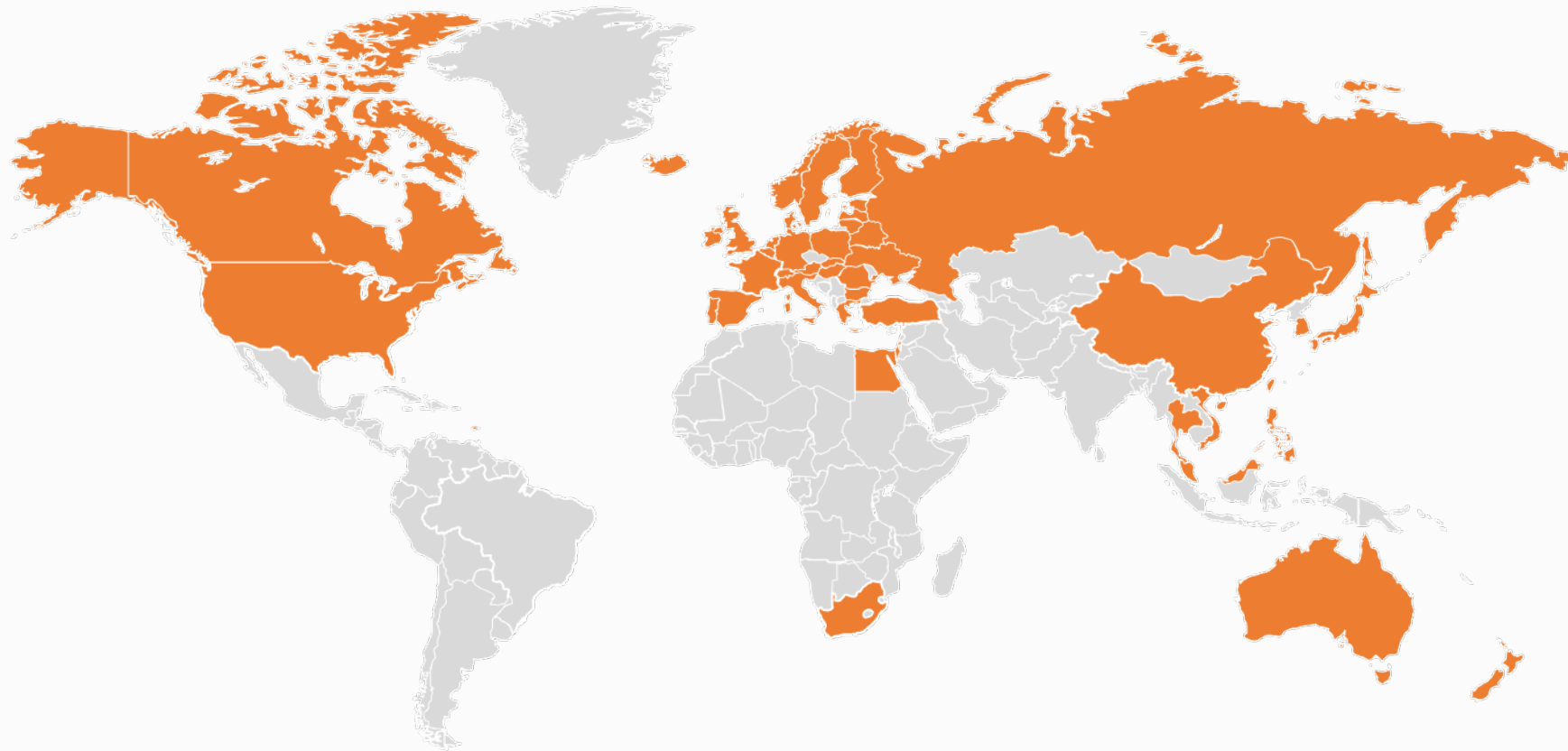


PARTNERSHIP FOR GROWTH AND MUTUAL SUCCESS

deeper



40+ COUNTRIES

180+ DISTRIBUTORS

WHO WE ARE

Deeper is an award-winning high-tech manufacturer and developer of smart electronic gadgets, fishing gear and software, designed to improve the fishing experience.

Deloitte.

* Deloitte Technology Fast 50 report, 2017

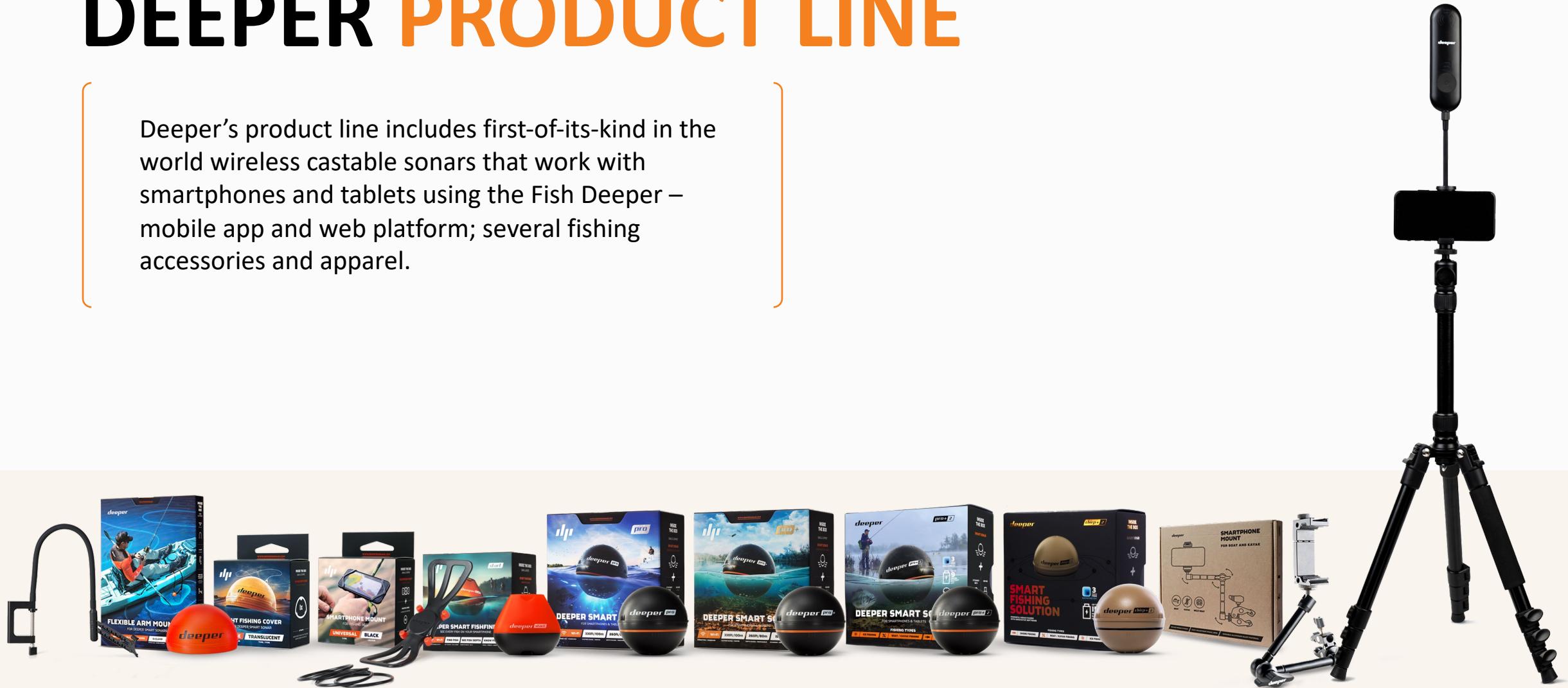
** Deloitte Technology Fast 500 EMEA 2017



WHAT WE DO:

DEEPER **PRODUCT** LINE

Deeper's product line includes first-of-its-kind in the world wireless castable sonars that work with smartphones and tablets using the Fish Deeper – mobile app and web platform; several fishing accessories and apparel.



- # DEEPER PRODUCT LINE
- Powerful yet light, smaller than a tennis ball, fits in a pocket
 - Incredibly versatile: for fishing from shore, boat, kayak or SUP, and on the ice
 - Accurate data on bottom structure and consistency, vegetation and fish, water depth and temperature
 - Product range has something for beginners and casual anglers, as well as pros and expert anglers
-
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WHAT WE DO:

DEEPER SONARS

- The **CHIRP+ 2** is currently our most powerful sonar with incredibly long-lasting battery and advanced CHIRP technology for the best quality readings.
- The **PRO+ 2** is the latest addition to the PRO Series. Upgraded and improved with more power and better features.
- The **PRO** is the best choice for anglers who don't need as much power. Great for shore fishing, but ideal when fishing from boat and on ice.
- The **START** is designed for beginners and casual anglers fishing from shore or pier. It can show both simplified and raw data.



WHAT WE DO: DEEPER ACCESSORIES

- The bright orange **Night Fishing Cover** ensures that Deeper sonar is visible in any weather conditions at any time of the day and even the dark.
- **Smartphone Mount** is a durable mounting solution to fasten the smartphone to a rod grip for hands-free fishing.
- **Smartphone Mount for Boat and Kayak** conveniently and safely holds smartphone when fishing from boat or kayak. Compatible with Deeper Flexible Arm Mount 2.0.



WHAT WE DO: **DEEPER** **ACCESSORIES**

- **Flexible Arm Mount 2.0** holds the sonar on a boat, kayak or SUP for easy scanning from a vessel. Installs in seconds with no drilling.
- **Winter Smartphone Case 2.0** provides protection for phones when ice fishing. It insulates the device, preserves the battery and is splash proof.



WHAT WE DO: DEEPER ACCESSORIES

- **Deeper Tether** can hold even heavier go-to tools for an easy use and drop. It's rust resistant, durable, and lightweight.
- **Deeper Power Lantern** can light the way through any terrain, illuminate a tent, and charge Deeper sonar or other electronics.



WHAT WE DO: DEEPER RANGE EXTENDER KIT FOR BAIT BOAT

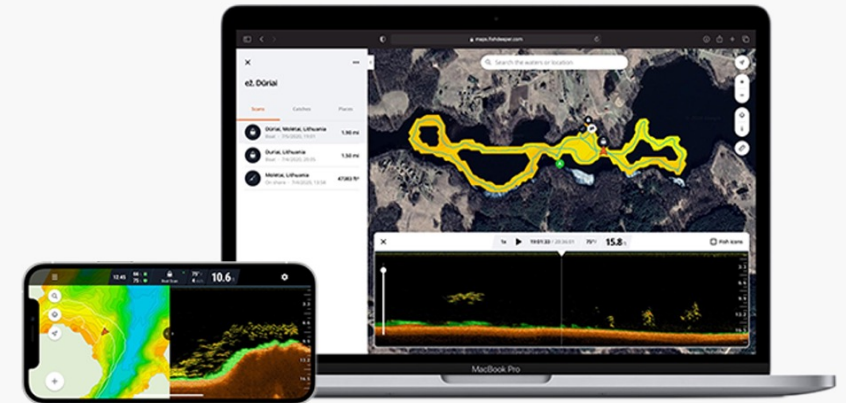
- **Deeper Range Extender.** Officially certified high-grade waterproof device that will extend Wi-Fi connection up to 200m/656ft. It's easy to set up and easily links to phone and sonar. No wires or constant supply needed as it is powered by battery that lasts up to 14 hours. Deeper Range Extender Kit consists of: Range Extender, Phone & Range Extender Holder and Sonar holder



WHAT WE DO:

FISH DEEPER

Fish Deeper is a fish finder app for smart anglers, available for download on smart devices and as a web platform. Combined with one of the Deeper sonars, it turns a smartphone or tablet into a high-grade sonar display with the ability to modify the sonar display according to fishing needs.

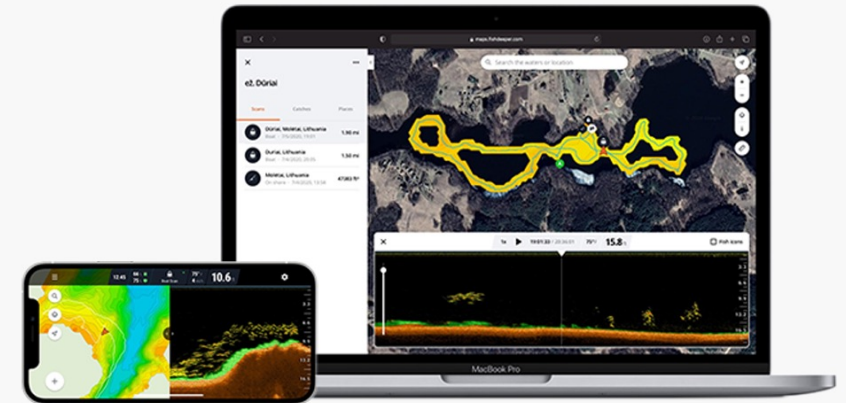


WHAT WE DO:

FISH DEEPER

Some of the features include:

- Amazingly accurate sonar scans (depth, bottom structure, fish arches or icons)
- Depth map creation
- Custom colour palettes for depth maps
- Place marks and catch logs
- Detailed weather forecast
- Data synchronization across all platforms
- Offline maps
- Full scan history



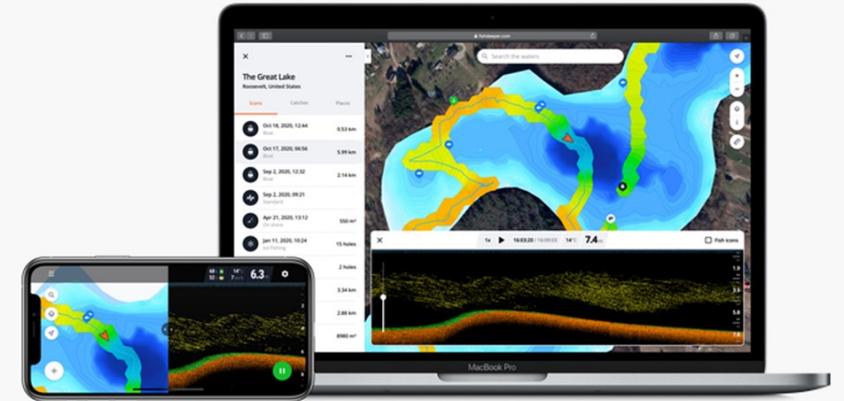
WHAT WE DO:

FISH DEEPER

PREMIUM

Fish Deeper Premium is a paid monthly or yearly subscription to global lake depth maps. Ideal for planning fishing trips without having to go anywhere or scan anything. Owning a sonar is not required, but a free 3-month subscription is given with any sonar purchase.

maps.fishdeeper.com



DEEPER HEROES

Deeper Heroes is a global, invite only pro-staff community of anglers who are passionate about the newest technologies in fishing and simply love sharing their tips and tricks with others.

198 HEROES

Monthly Average

Social Reach: 200,366

Social Posts: 103

MISSION

Raise Awareness

Educate

Share Knowledge



DEEPER SQUAD

Deeper Squad is a community for everyone who loves fishing. Members complete fun tasks and challenges to collect points and earn awesome prizes. They show off their biggest catches, share exciting stories from their fishing adventures, and give us valuable feedback so we can keep on improving and make fishing better for everyone.

2,749 MEMBERS

Monthly Average

Social Reach: 271,523

Social Posts: 159



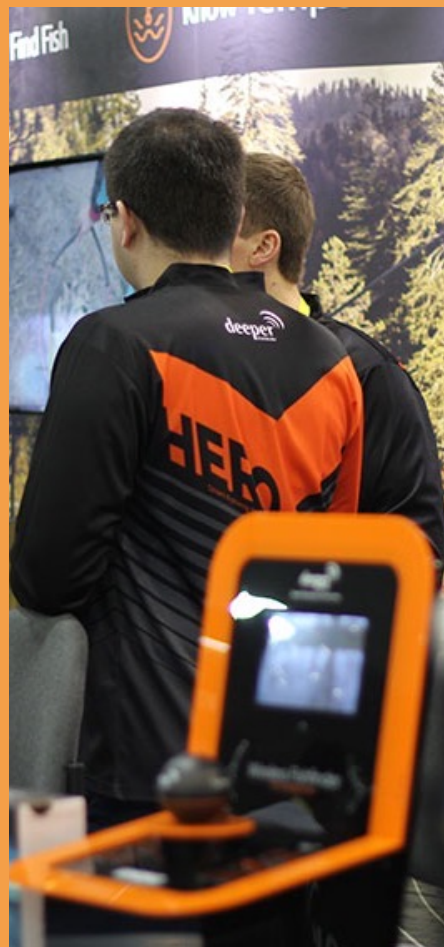
DEEPER PARTNERS SQUAD

Deeper Partners Squad makes it easier for us to keep in touch with you directly and help you sell more. Your feedback about our products, tools and the market are very important. For this, we want to offer prizes like Fish Deeper subscription and Deeper sonars, and even a paid trip to visit our office among other things! It all works through an automated platform, gamification style with points. Every partner can take part in this personally, so a few people from one store can each collect their own points and get prizes.



MARKETING

- BRAND AWARENESS & STRENGTHENING
- CREATIVE CAMPAIGNS & COMMUNICATION
- EDUCATIONAL & LOCAL CONTENT
- WEB & E-COMMERCE
- LOCALIZATION
- AUTOMATION
- OTHER MEDIA



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MARKETING

Team of 11 people

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Deeper Marketing Team makes sure all the communication is on point through various channels both online and offline.

They generate ideas, plan, and produce the necessary content through various channels.

Effectiveness of campaigns and other marketing actions are measured using various metrics and testing.

Changes and improvements are then made to reach the best results possible.

MARKETING

deeper

Other media: Focus on going local

More local content that supports visibility and consideration to drive traffic and sales. Business process is as follows



Finding offers on our own or together with partners. In some cases, Other Media is taken care of by partners only.

Accessing offers, confirming them in-house first before agreeing with suppliers.

Checking content before it's live, providing supportive content, and scheduling publications.

Making sure the content is live and tracking the results.

THANK YOU!

**TIGHT LINES. AT THE LAKE AND
IN BUSINESS.**

DEEPER, UAB

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