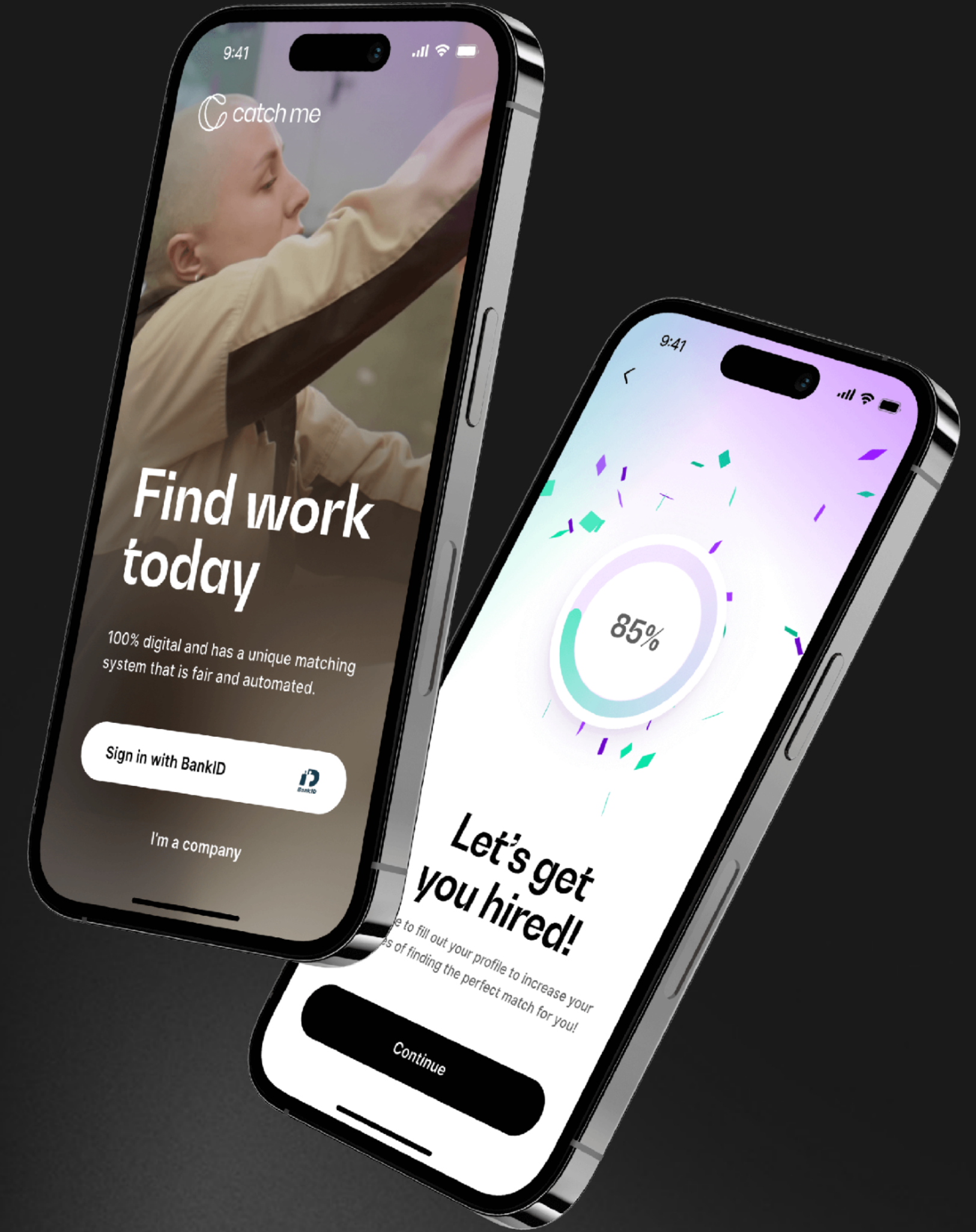




Revolutionizing recruitment digitally





Catch Me revolutionizes recruitment by matching job seekers with employers quickly and fairly through our digital platform. Specializing in part-time and flexible jobs, we streamline hiring to minutes, promote equal opportunities, and cater to the modern workforce's needs.



Vision

To democratize the job market, making employment accessible and fair for everyone, everywhere.

Mission

Empowering businesses and job seekers through innovative digital solutions, we streamline the recruitment process to be fast, fair, and efficient, ensuring the right match every time.



Problem

Recruiting the ideal candidate is often costly, complex, and slow. Job seekers face hurdles in application and securing interviews without connections. External uncertainties hinder companies from hiring. Meanwhile, the demand for flexible employment grows as individuals seek control over their time.



Recruitment challenges

Costly, complex, and time-consuming to find the right candidate.



Hiring uncertainties

External uncertainties prevent companies from hiring.



Job application barriers

Difficult to apply and secure interviews without connections.



Flexibility in demand

Growing trend towards flexible employment as individuals seek to control their own time.



Solution

Catch Me offers an automated job matching platform, ensuring the most qualified candidates get the job quickly and anonymously. Job seekers can move from registration to offer in 10 minutes, while employers enjoy need-based hiring to the market's lowest rates.



Fully automated matching

Workers and jobs are paired based on qualifications through Catch Me's automated solution.



Need-based recruitment

Allows for hiring precisely as needed without committing to long-term personnel costs.



Rapid application process

With Catch Me, registering to receiving a job offer can take as little as 10 minutes.



Complete flexibility

Offers total flexibility; workers choose when and how much they work, while employers hire based on actual needs.



Anonymity ensures fairness

Catch Me's anonymous process guarantees the most qualified candidate gets the job, regardless of gender, age, ethnicity, or background.



100% digital

Everything is facilitated through our unique digital solution, all at the market's lowest rates of €3-€5 per hour.



Short facts

10 Msek

already contracted in an agreement with the municipality & country council for 2024–2025

Recruitment

11

large employers



Works

140

works per month 2024

Ratio*

1,65–1,80

We have the markets lowest fees. (ncludes all social fees, pensions, and insurance)

*The ratio (total price for customer, industry designation) is calculated as:
Customer price excluding VAT / gross salary before tax.

Users

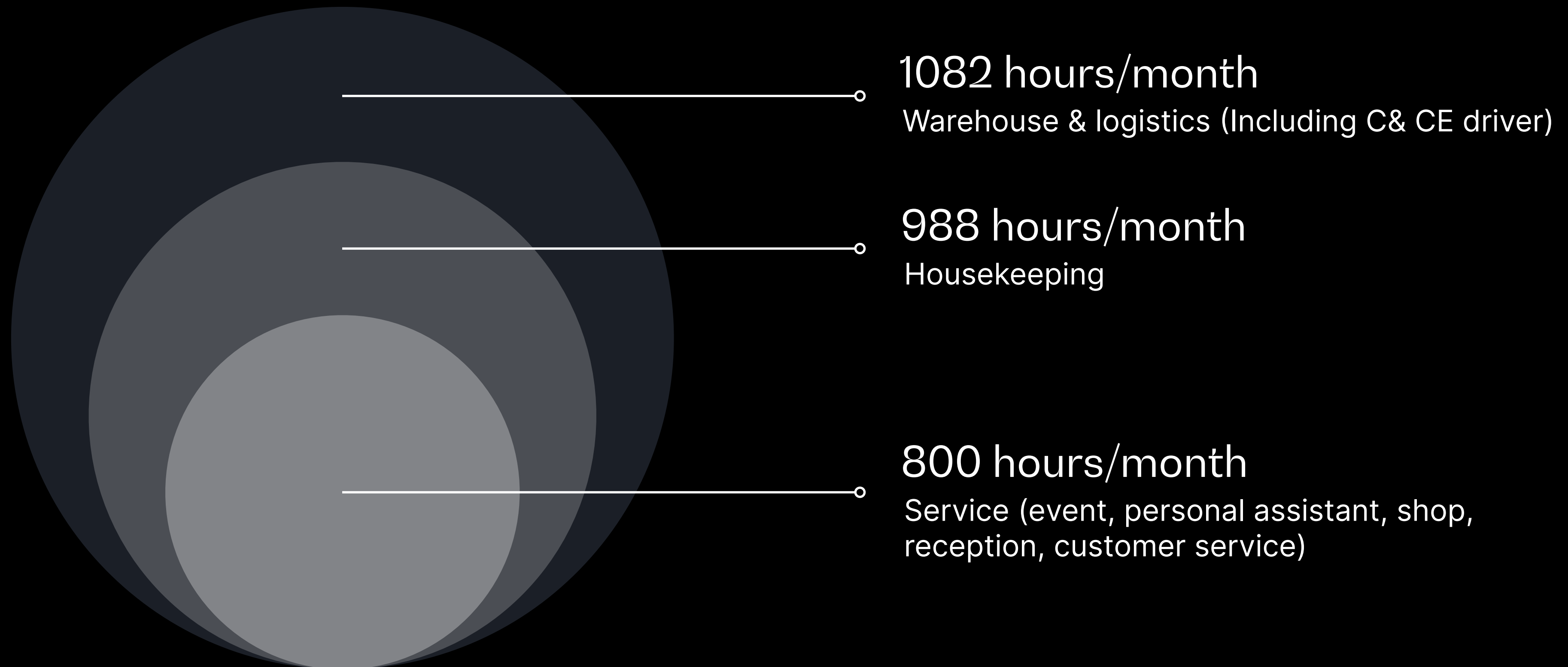
10 000

registered employees.



Our pace right now

Catch Me is positioned at the forefront of redefining work and opportunities in many segments.





Expansion

4 Countries

By the end of 2025, Catch Me
will be available in Sweden,
Denmark, Norway and Finland.



Route to market

1. Building brand & volume (Cold Calls)

Goal: Boost brand awareness through direct outreach.

Results: 1,000 calls → 200 meetings → 10 active clients.

Next Steps: Optimize conversion rates to grow client base.

2. Strategic customer focus

Goal: Deepen relationships with key clients in priority regions.

Focus Areas: 10 major clients each in Sweden, Linköping, Västerås, and Uppsala.

Next Steps: Quarterly reviews to ensure value delivery and drive long-term partnerships.

3. Public procurement

Goal: Expand in sectors like staffing, cleaning, and demolition.

Status: 4 contracts won (e.g., Jomala Åland, Söderhamn).

Next Steps: Validate profitability before scaling further.

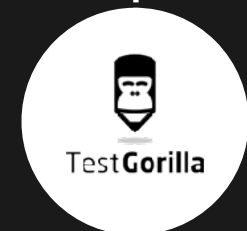


Product

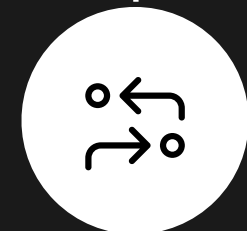
Our app offers seamless navigation, instant access to candidates, and unwavering reliability around the clock.



Simple registration with Bank-ID



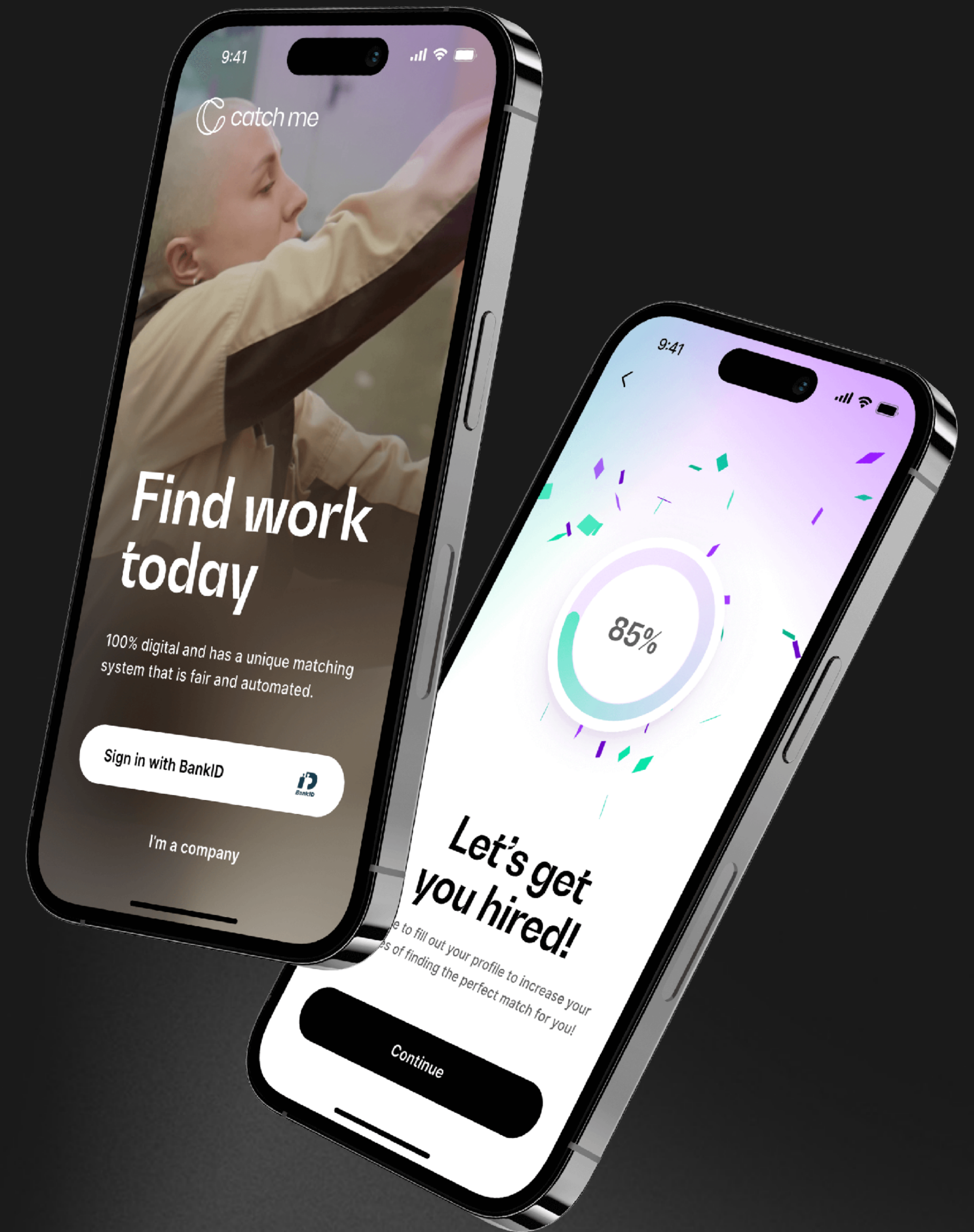
Proficiency testing by Test Gorilla



Fully automatic and anonymous matching process



Instant payments via Swish





How it works



Job registration

Employers post vacancies with detailed requirements.



Seamless matching

Candidates verified via Bank ID are matched to jobs, replacing traditional interviews.



Work & compensation

Employees work their shifts and receive same-day payment.



Performance feedback

Post-shift ratings influence future job prospects.



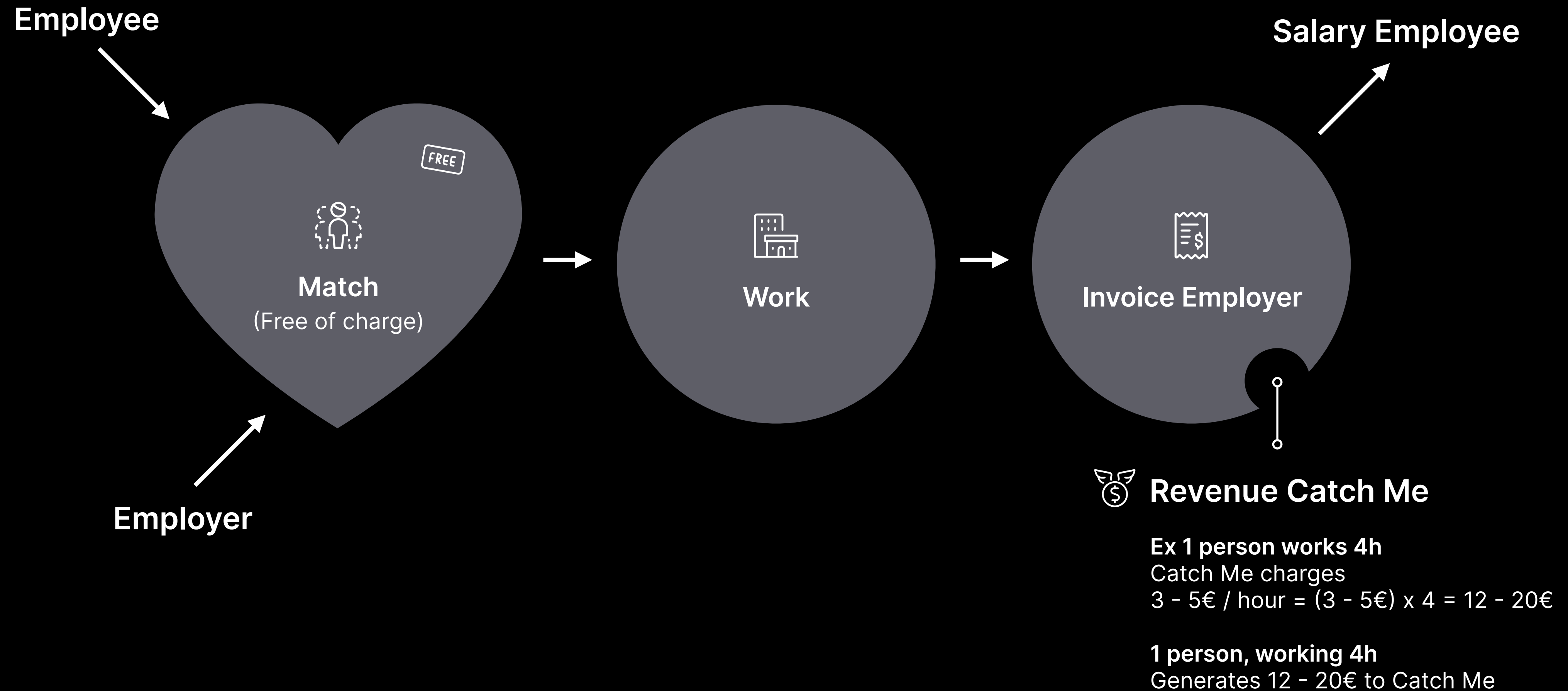
Digital efficiency

Streamlines recruitment, ensuring fairness and rapid payment, revolutionizing job market dynamics.





Business Model





Our customers

10 more companies onboarding during Q4 2024 and dialogue is held with over 100 companies with planned onboarding in 2025.





Team



Poyan Sandnell
CEO

A career in technology and business development, including roles at Ericsson, where he concluded as Logistics Manager in Katrineholm. From 2016, he served as CEO and co-founder of the Sandnell and Lundborg Group. In 2022, he made a successful exit from the company.



Malin Engström
Communication Officer

Responsible for the company's communication and production, with a background in administration.



Christer Trägårdh
Chairman of the Board

A long career in the banking industry, where he has held various roles over two decades at Handelsbanken. From 2009 to 2014, he served as CEO of Bergslagens Sparbank. From 2014 to 2020, Christer held the position of Head of Swedish Banking and was a member of Swedbank's Group Executive Committee.



Carolina Engström Lökken
Board member

Holds a degree in Political Science from Stockholm University. She previously worked as Secretary General for the Friends Foundation and as Business Area Manager at Alumni before taking on the role of CEO at Wes in November 2021. She combines her role as CEO with headhunting for company owners.



Patrik Anderbro
Board member

With over 25 years of experience as an auditor, he has worked with owner-led companies and publicly listed firms across various industries. Patrik held several leadership roles at KPMG, serving as CEO during his last four years there. He also has a background as an elite bandy player.



Catch Me use case

LHC Event success story



LHC Event



Launch & trial

In Feb 2024, Catch Me conducted a trial with LHC Event, a major employer of young people in Linköping.



Challenge

LHC needed flexible staffing for events of varying sizes.



Solution

Listed jobs on Catch Me:
all nine positions were filled within 15 minutes.



Employee Feedback

“Incredibly easy to understand and use.

“Received timely reminders and got paid the same day via Swish.

“So smooth!



Employer Feedback

“Very smooth process; the system handles everything.

“Will definitely use Catch Me again. It was so quick and easy.



Outcome

- Demonstrated Catch Me's efficiency in real-world conditions.
- Proved valuable for both employers and job seekers.
- The positions were staffed by both young and senior workers, ensuring equal opportunity for all ages
- LHC Event is a recurring customer. Catch Me offers a reliable and efficient solution every time they need additional staffing



Market position





Business goals

2025

Revenue

13 Msek

Adj. EBITDA:

-4,3 Msek



35



21

2026

Revenue

42 Msek

Adj. EBITDA:

0,01 Msek



79



70

2027

Revenue

234 Msek

Adj. EBITDA:

21 Msek



393

Companies



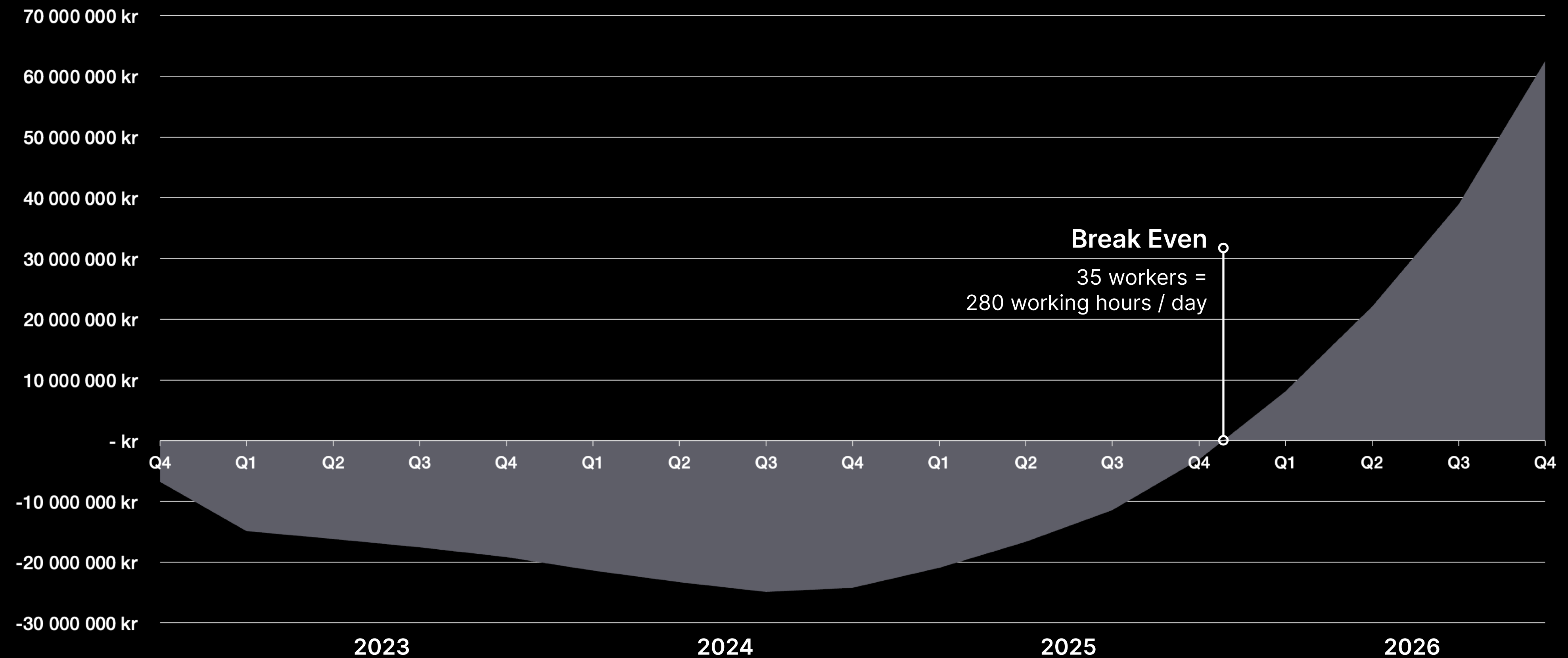
236

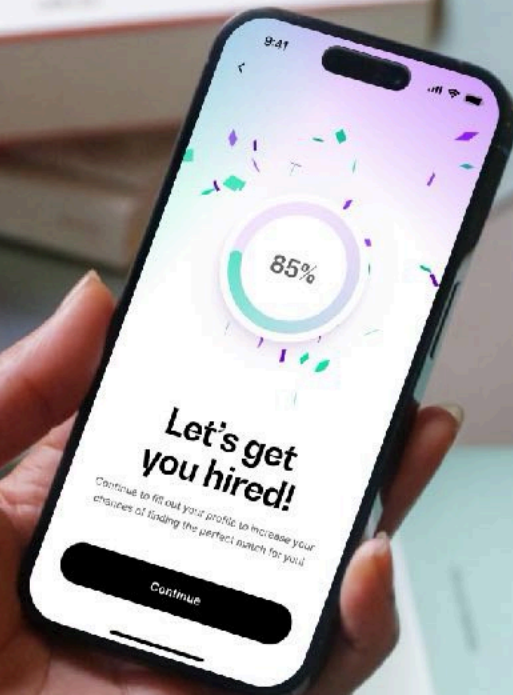
Daily workers



Basic financial forecast

Acc. Liquidity Year 2023–2026. Total Capital Requirement **6 Msek**





The offer

Capital sought

SEK 7–8 milj

Valuation

SEK 31,4 milj

Price per share

SEK 60

- Estimated closing date for the issue – 2024
- Catch Me has issued A- and B-shares. Investors who invest a minimum of 250 000 SEK are allotted A-shares.



Shareholders

The five largest shareholders are listed here below.

	Name	Shares	Ownership (%)
1	Sandnell Holding AB	441 129	79.20 %
2	Wåghalsgården Consulting AB	13 058	2.34 %
3	Leveli Holding AB	8 333	1,50 %
4	Per Sturk Aktiebolag	7 824	1,40 %
5	AB Aeon	4 695	0,84 %



Thank you

Poyan Sandnell

Mail: poyan.sandnell@catchme.se
Phone: 076 144 09 39

Malin Engström

Mail: malin.engstrom@catchme.se
Phone: 073 029 14 80

Visit

Stockholm, Waterfront,
Klarabergsviadukten 63

Post adress

Catch Me, Box 190,
101 23 Stockholm

