




TYMLEZ

Company Update



This presentation contains confidential information and is intended for its recipients. It may not be disclosed to any third party or used for any other purpose without the express written permission of TYMLEZ Group Ltd. or a TYMLEZ affiliate company.

If you are not the intended recipient, you are herewith notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.

This presentation outlines our general product direction and should not be relied on in making a purchase decision. This presentation is not subject to your license agreement or any other agreement with TYMLEZ. TYMLEZ has no obligation to pursue any course of business outlined in this presentation or to develop or release any functionality mentioned in this presentation.

This presentation and TYMLEZ's strategy and possible future developments are subject to change and may be changed by TYMLEZ at any time for any reason without notice. This document is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

TYMLEZ assumes no responsibility for errors or omissions in this document.



Results since IPO

Reflection - Strategy

What we've done well

- Sales partnerships signed with Google, HPE, SUSE, SAP
- Maturing the software stack to position TYMLEZ as a leading blockchain enterprise platform
- Hiring some great talent
- Expansion into new countries and jurisdictions

What we're improving

- Shortening the sales cycle
- Too much focus on license sales with top-tier companies vs. other mid and small-tier customers
- Lack of focus on consultative selling
- Market communication and investor relations
- Execution of the marketing plan and proving our platform sales

Causes

- Wrong sales team mix - experienced software license sales, but market is too early (see Gartner report)
- Over optimistic sales cycle assumptions – infancy of blockchain market
- US operations scaled back due to not raising full amount at IPO



Reflection - Sales Channels

Indirect sales channels

✓ Google Marketplace

- Go-live date scheduled Q4 2019 after 5 months of rigorous evaluation
- Monthly recurring revenue anticipated from customers vetted by Google
- Thorough five-month analysis of TBSP software by Google
- Subscription model
- No need to sell or implement TBSP solution, therefore higher margins coupled with a scalable model



Direct sales

- Lack of direct sales uptake
- Blockchain market isn't ready for mainstream licensed sales... yet
- Lack of focus on consultative selling
- Only one product
- Pivot towards selling solutions instead of blockchain

✓ HPE (Blockchain-in-a-Box)

- First customer and revenue commencing Q4 '19
- First use case in Europe and USA and global opportunity to 144 countries
- Subscription model and therefore recurring revenue
- Plus upfront cash payment to TYMLEZ
- Global validation: in place



02.

Turn Around

Way Forward – Sales

- Pivot sales model to consultative selling - laser focused towards most lucrative, scalable and highest margin channels
- License sales only via:
 - Google Marketplace
 - HPE
- Decrease current sales team
- Increase consulting team:
 - Leverage engagement with University of Amsterdam to benefit from influx of (junior) consultants
 - Mike & Reinier on billable projects
- Software support for:
 - HPE & Google
 - Limit TBSP version update to 1 per year to focus on revenue generation for the next 18 months



Blockchain in a Box

Current status

✓ Technical

- The complete stack is tested, documented & deployed at HPE's Global Customer Experience Center in Geneva Switzerland
- Version is 1.6, upgrade to version 3.x in Q4/19
- SAP HANA integration will be part of the stack. Pricing to be determined

✓ Sales

- Onboarding first customer to test all purchase & support procedures October 2019
- Nominated to be onboarded into HPE Complete1 program
 - listing in global catalogue
 - global sales target for HPE sales
 - go-live end Q2/20

Blockchain-in-a-box solution

Performance test results

Test configuration

- HPE Proliant DL380, 40 CPU and SUSE Container as a Service Platform

Test results

- Average transaction rate single blockchain node: **15 Tx/sec**
- Average transaction rate two blockchain nodes: **250 Tx/sec**
- Average transaction rate six blockchain nodes: **3000 Tx/sec**

Test conclusion

- Increasing blockchain nodes contributes to faster transaction validation and achieve better performance



For more on HPE Complete go to: <https://www.hpe.com/us/en/storage/hpe-complete.html>



Google's Cloud Marketplace for Kubernetes

Current status

✓ Technical

- One-click installation, resolving final bugs
- Basic TYMLEZ stack, delivering 4-nodes. More functionality added as sales progress
- Expect to go-live any day now, depending on Google resolving final issues at their end

✓ Sales

- \$1/ hour (billed in one minute increments)
- Revenue share
- 50/50 marketing budget
- 30 day payment terms

Marketplace

Kubernetes apps

Solutions with simple click to deploy to Google Kubernetes Engine, and the flexibility to deploy to Kubernetes clusters on-premises or in third-party clouds

Filter by

TYPE

Kubernetes apps

CATEGORY

- Analytics (4)
- Big data (8)
- Blog & CMS (1)
- Compute (2)
- Databases (16)
- Developer stacks (5)
- Developer tools (21)
- Finance (1)
- Machine learning (3)
- Mobile (2)
- Monitoring (9)
- Networking (7)
- Security (11)
- Storage (4)
- Other (1)

PRICE

- Free (49)
- Paid (9)

BYOL (8)

Featured

- Gestalt**
Galactic Fog
Gestalt provides a common management interface for teams to rapidly adopt and build
- JFrog Artifactory Enterprise**
JFrog
Enterprise Universal Binary Repository Manager
- GitLab**
GitLab
A single application for all stages of the DevOps lifecycle
- Magalix Agent**
Magalix
Reduce the cost of cloud infrastructure by 50%. Gain insights into the cost of users and features
- CloudBees Core**
CloudBees
CI/CD automation engine for growing organizations

66 results

- 1Password SCIM bridge**
1Password
Integrate 1Password with your identity provider for automatic provisioning
- Aerospike Enterprise Edition for GKE**
Aerospike
Flash-optimized, in-memory key-value NoSQL database
- Airflow Operator**
Google Click to Deploy containers
Lightning-fast unified analytics engine
- Aqua Cloud Native Security Platform**
Aqua Security Software Inc.
Aqua provides a cloud-native container security platform on Kubernetes
- TYMLEZ Blockchain Solution Platform**
TYMLEZ Inc.
TYMLEZ Blockchain Solution Platform
- Citrix ADC CPX**
Citrix Systems, Inc.
High-performance, low-footprint, edge & service proxy for K8s
- Citrix Ingress Controller**
Citrix Systems, Inc.
Kubernetes Ingress Controller for Citrix ADC
- CloudBees Core**
CloudBees
CI/CD automation engine for growing organizations
- Codefresh**
Codefresh
Codefresh is the first continuous delivery platform built for Kubernetes
- Consul**
Google Click to Deploy containers
Consul is a distributed service mesh to connect, secure and configure services

Screenshot taken from developer environment



03.

Working Towards Cashflow Positive

Working Towards Cashflow Positive

- Our goal is to reach **cash flow positive in May 2020** by:
 - Decreasing cash burn with measures in place
 - Increasing (consulting) revenue by outsourcing some developers
 - Decreasing marketing budget until cashflow positive is achieved AND at least 2 customers are live in production
- Stabilize the current software version and limit version updates for the next 18 months
 - Only develop new functionality as requested by customers
 - Explore the option of off-shore development
- Focus on BIAB & Google
- Explore earnings-accretive acquisitions in the technology space that would be complementary to the TYMLEZ offering





Thank You

