

An aerial photograph of a marina filled with numerous sailboats and motorboats docked at various piers. Modern, multi-story buildings with light-colored facades and blue accents are situated along the waterfront. The water is a deep blue-green color. The overall scene is bright and sunny, suggesting a clear day.

BOATIM

BOAT • INTERNATIONAL MARKETPLACE

SUMMER 2021

Forward looking Statement

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Finding the right boat to buy is frustrating. Maintaining a boat is near chaos. Selling it for a fair price? Nearly impossible.

For over 20 years I designed and developed software platforms to standardize business processes and connect consumers with products. No one had done this for the boating world, so I did.

I'm pleased to introduce you to BOATIM, the everything for boats.

Yves



Our Mission

To be the most trusted digital resource for buyers, sellers, professionals, and enthusiasts in the boating world.





Boating Needs Innovative Digital Tools

- Current marketplace landscape is fragmented with no innovation
- Buyers lack relevant and reliable information sources
- Dealers need a cloud-based business software platform
- Industry professionals have limited resources for connecting with new customers



A \$120 BN Global Recreational Boat Market

\$40 billion new and used boat trading market

1m pre-owned and 300,000 new
boats sold in 2020 in US

Strong Covid rebound in 2020

US market up 12%
Surge in first time boaters

OPPORTUNITIES

USA
50%

International
50%

100,000 industry participants

8,000 - 10,000 boat dealers
30m boats owned globally (15m US)

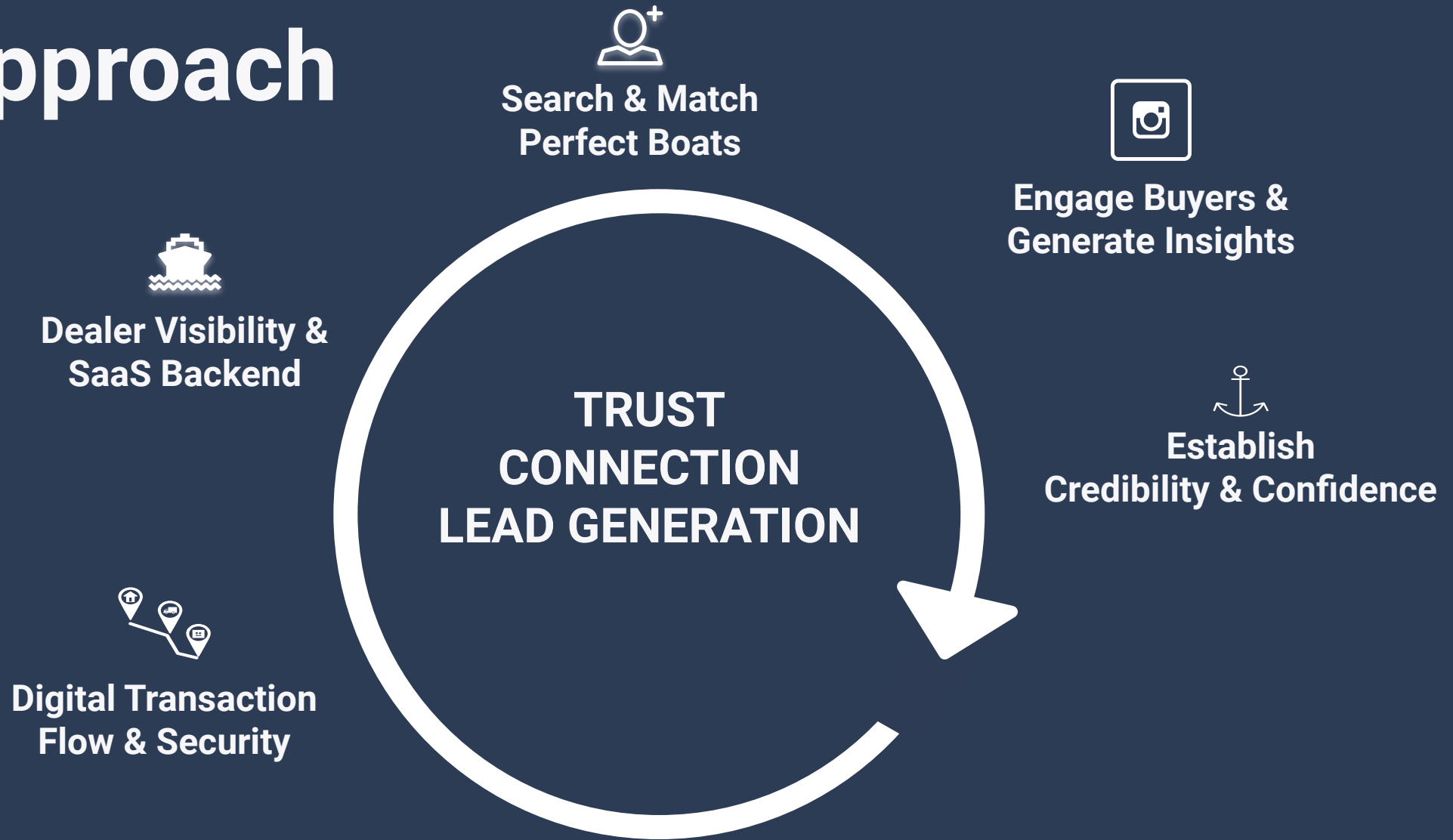
Fragmented digital landscape

Untapped digital potential across
marinas, insurance, services, and user
communities

A man with grey hair, wearing a white t-shirt, is seen from the side, driving a boat. He is holding the steering wheel. The boat has a dashboard with several gauges and a blue and white striped seat. The background shows a calm lake and a hilly shoreline under a clear sky. The sun is low on the horizon, creating a warm, golden glow across the scene.

\$8 BN Potential Digital Spending Wallet

User-Centric Approach



Our community

Dealers

We manage all aspects of the dealership with our software-as-a-service (SaaS): inventory, sales, inspection, and maintenance.

Private Sellers

We built an intuitive platform to let individuals list and sell their boat, yacht, or sailboat online. The process can be done in few steps for free and offers a paid option to accelerate the sale.

Boat Buyers

We find the perfect boat for all kinds of boaters—first-time boat owners, sailing enthusiasts, speed demons—no matter their boating taste or experience level.

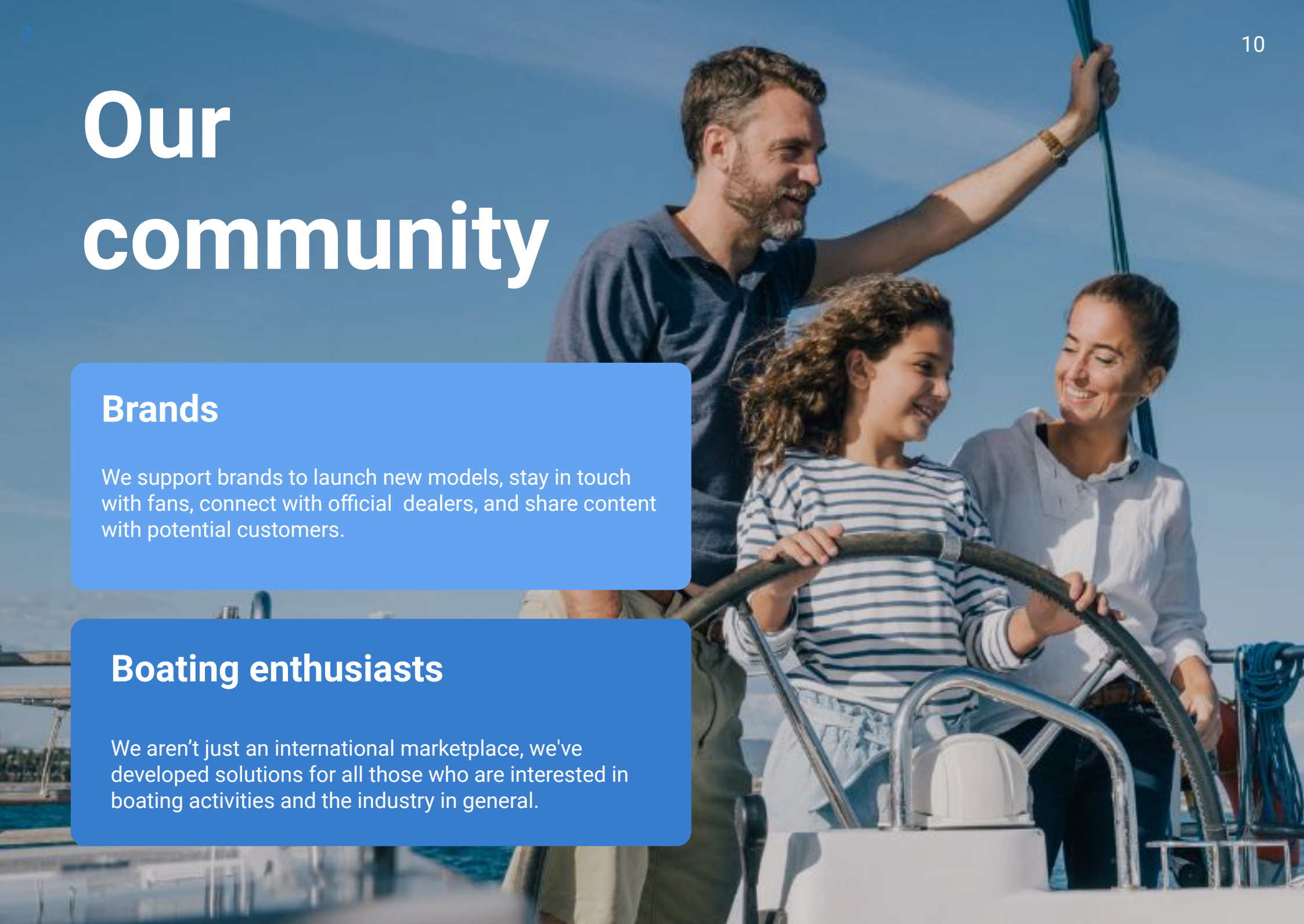
Our community

Brands

We support brands to launch new models, stay in touch with fans, connect with official dealers, and share content with potential customers.

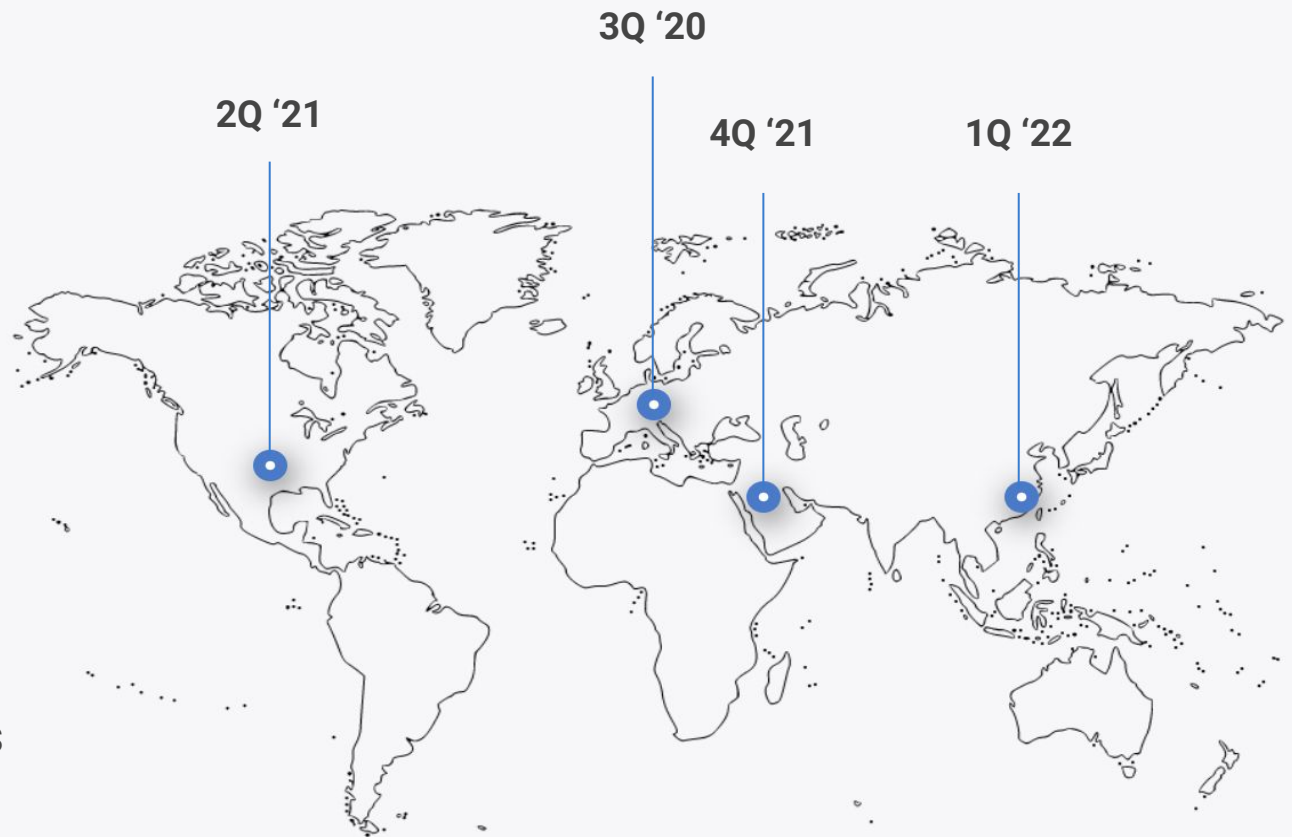
Boating enthusiasts

We aren't just an international marketplace, we've developed solutions for all those who are interested in boating activities and the industry in general.



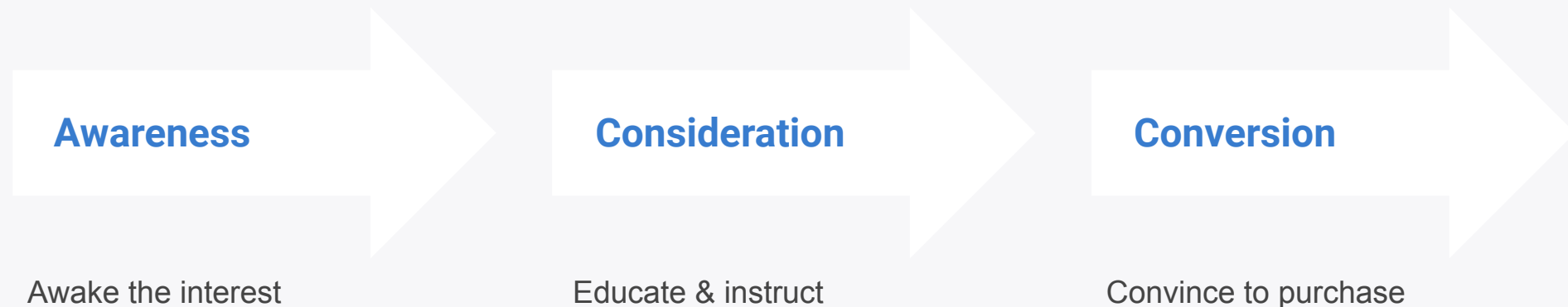
Launch Dates and 2Q Performance

300+ boat dealers and brokers
6,400 boats listed
\$2.47 billion in inventory
35,000 Social media followers
490,000 social media interactions
14,800 unique searches
30,000 average monthly pageviews



Current User-Facing Product

- Built on a fully GDPR compliant **database of potential buyers**
- **Lead generation campaigns** for every decision stage of the buyer's journey
- Highly optimized **conversion funnels**
- **Smart emails** based on the user behavior



Further Navigation

1. Expedite current product pipeline
2. Expand dealer acquisition
3. Dealer management SaaS
4. Boat usage platform
5. Verified vendor network
6. E-commerce platform



Executive Team



Joseph Johnson
CEO

SaaS and US securities attorney with over 17 years of experience in growth and startup. Served as outside counsel for various US and foreign corporations and investment syndicates.

JD, MBA, BSc Business Administration-Finance



Matthew Grady
VP, Sales

Leadership roles in luxury fashion, fintech and mobile ad tech, from startups to enterprise sales in large corporates such as Hugo Boss, Marfeel, and Castlight Financial.

BSc Online Media, MA Digital Media



Mario Beckles
CFO

Over 20 years in financial reporting, accounting, tax and audit. Based in Florida, industry expertise includes IT and retail.

Career roles at Deloitte, First Liberty Power Corp, Jersey Fortress Capital Partners, and SimplexGrinnell.

Member of the AICPA and a Florida-licensed CPA.



Ben Salter
VP, Operations

18 years in finance and advisory roles at Ernst & Young, Citigroup, and Syngenta, enabling business growth through M&A, strategic planning, and operationally as a CFO.

UK Chartered Accountant (IFRS), MSc Finance, University of London, BA University of Oxford.





Boatim is listed on the OTCQB Public Exchange under the symbol ***BTIM*** and is fully reporting under the SEC.

Investor Relations:
ir@boatim.com

 **hello@boatim.com**

 **boatim.com**

   **@boatim**

US Office

7950 NW 53rd St
Ste 337
Miami, FL 33166
+1 786-713-2340

Europe Office

Marina Port Vell
Cl Escar 20
Barcelona, ES 08039
+34 932 71 60 44

Auditor

MaloneBailey LLP
9801 Westheimer Rd
Ste 1100
Houston, TX 77042

Legal Advisor

Lockett + Horowitz
14 Orchard
Ste 200
Lake Forest, CA 92630

