

Be UV-C leader

Inovative disinfection
product portfolio

Air & surfaces
B2B and B2C

Case

Sales pitch for new owner



Keep in touch

this is not about f***ing COVID19

With a diverse portfolio of high-demand products and brands, this company is well-positioned to meet the needs of health-conscious consumers and businesses alike.

By acquiring this innovative company, you will not only gain access to a rapidly growing market but also have the chance to make a real impact on the health and safety of people worldwide. UVC light products are a proven method of disinfection and sanitization, and as the world continues to navigate the challenges of a post-pandemic era, the demand for these products will only continue to rise.

At the same time, our forward-thinking approach will enable you to stay ahead of the curve and anticipate the needs of tomorrow.

With the right tools and strategies in place, you will have the ability to constantly innovate and create demand for UVC light products.

We believe that this acquisition represents a significant opportunity for your company to grow and thrive in a dynamic and rapidly expanding market. To learn more about this exciting opportunity and how we can work together to shape the future of UVC light products, please contact us today.





We care about safety

ABOUT US

Long-story-short

UVC NATION is the only company in Central Europe that brings the best of the e-disinfection segment under one roof. When choosing our business partners, we pay attention to quality, so all our products have proven effectiveness, which we additionally test and certify in a Slovak laboratory.

Our portfolio includes products intended not only for households, but also for offices and various social environments. For larger companies, we offer the possibility of providing complex project solutions in the field of e-disinfection, from project planning to the design of new products and installation in your premises.

Units sold

3000+

Partners

25+

Be ready with Us

Current situation

Get protected with functional and design UV-C devices

Currently, objects and surfaces are disinfected with liquid disinfection based on alcohol, chlorine, or other chemical substances.

These substances often damage the structure of materials, their application is not easy, they irritate the skin, and they cannot always disinfect the surface completely.

Our technology saves costs, time and is easy to use.



UV-C technology

100 years old technology. Technology always succeeds where a person does not.

The destructive effects of UV-C radiation on microorganisms, algae, viruses, and fungi have been known for a long time. This radiation has been successfully used for 100 years to disinfect air, water, hospitals, or environments where maximum sterility is required. Disinfection devices using UV-C radiation use a wavelength around 253.7 nm because it is near the maximum absorption of DNA. UV-C radiation effectively disinfects everything it reaches. It is an ideal disinfectant for allergic people, people with weakened immunity and in the home and workplace.



Time line of processing



2019

- Spark of an idea
- Research
- Portfolio creation

2020

- Building of business network in China
- Start of sales activities
- Creation of marketing and business strategy
- Start of R&D (Money washer)

2021

- TV spot campaign
- Broadening accessibility of products
- Medical conferences
- Sales to doctors
- Product placement at stores (NAY)
- Broadening of the team
- Start of development of the TheTube

2022

- Broadening the net of partners:
 - Pilulka
 - Alza
 - Dr.Max
 - MobilOnline
 - Orange
 - WesTech
 - Others
- Foreign markets expansion with Alza:
 - DE
 - AT
 - HU
 - GB

2023

- Preparing for exit



Company assets

subject of sale



KNOW-HOW

- Business plan
- Sales story and strategy
- Defining the customer
- Portfolio logic
- Network of suppliers and partners
- Data



MARKETING KIT

- Promotional and educational content
- Professional videos, photos
- Prints
- Presentations
- Social networks
- 3D models
- E-shop



STOCK

- Rockubot brand: 1950+ pcs.
 - PhoneSoap brand: 390+ pcs.
 - 59s brand: 970+ pcs.
 - Puretta brand: 740+ pcs.
- Total : **128.350 EUR netto**



R&D

- **Money Washer & UV Tube**
 - Prototype
 - Documentation
 - Business plan



CERTIFICATIONS

- Laboratory test results



DOMAINS

- Rockubot brand
- UVC Nation brand
- More than 16 domains

Implementation of existing portfolio

KEEPING UVC BRAND ALIVE



Use UVC Brand as a 2nd sales channel: existing web
Potential of opening EU/UK/UAE markets: portfolio of domains
Full portfolio logic advisory from founder's side



Ready to implement immediately into the sales process of your company
E-shop ready (full labels, photos, videos, marketing, warehouse stock)
Brick and mortar store ready (print, store design implementation logic)
Marketing ready (comprehensive all occasion marketing kit)



Opportunity to be first with story

*Sales in Slovakia and estimates for Germany

- Based on market saturation (accessibility)
- Investment to marketing (visibility)

SK Market:

5,45 mil. Inhabitants,
purchasing power 80% of the EU average,
prices set 20% lower than recommended by the manufacturer.

DE Market:

83,10 mil. Inhabitants,
purchasing power 135% of the EU average,
prices set as recommended by manufacturer.

Sales estimates for DE:

First year 45000 units
Estimated gross profit EUR 2 million

**RockuBot brand only*



Why acquire UVC Nation



From the scratch:

Lot of time and money

- Need of establishing in-house team with UV-C technology focus
- Extensive research to find out which products are real deal
- Creating logical portfolio of products
- Looking for the new suppliers - hoping for the best
- First order of the entire portfolio
- Product testing
- Need of comprehensive marketing kit
- Need of feedback from the customers
- Repeat and get better
-

With Acquisition:

All tools are provided

- Well experienced professional in founder of the company ready to create department from current company employee base
- Results of the research process
- Refined portfolio with further upgrade thesis
- List of a proven suppliers/advisors
- Warehouse stock ready to deliver in heart of Europe (Bratislava)
- Results of the product testing (where to go and where no)
- Ready to use comprehensive marketing kit
- Feedback from the real customers

VIBA UV-C

We're proud on VIBA Pole The air disinfection

- ✓ **Air disinfection in fixed ceiling installation**
Using UV-C 254nm length, also dust filtration



- ✓ **Air disinfection in closed spaces**
Using UV-C 254nm length, also dust filtration



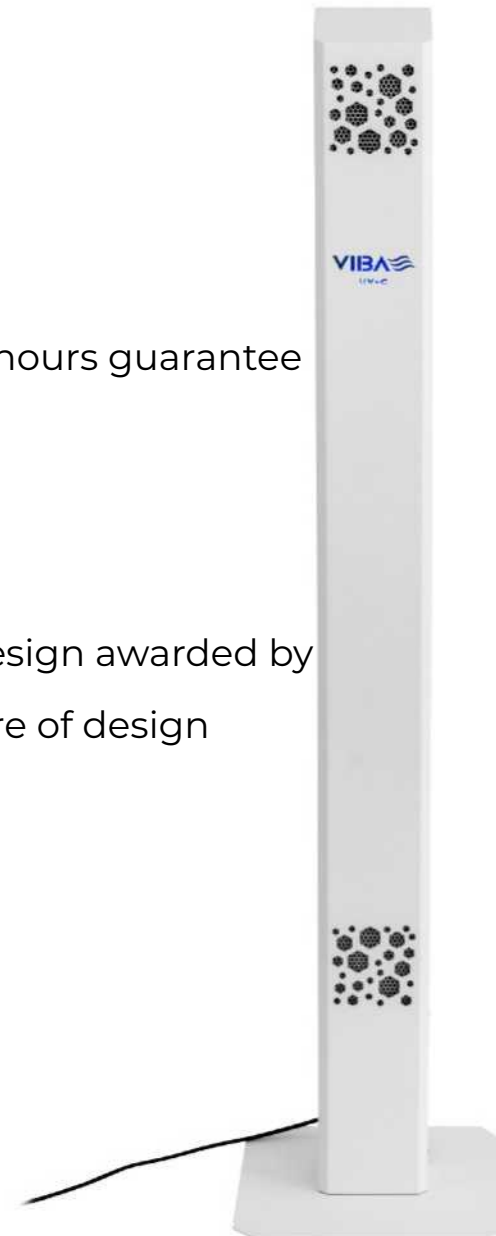
- ✓ **Chemical free**
Using UV-C 254nm length

- ✓ **Longlife**
Up to 8000 hours guarantee

- ✓ **Automated**
Just turn on and leave
the rest to the device

- ✓ **Design**
Topnotch design awarded by
Slovak Centre of design

- ✓ **Highest level of certification**
OFI Technologie & Innovation GmbH
Franz-Grill-Straße 5, Objekt 213
1030 Wien



VIBA UV-C

Exclusive VIBA products

The air disinfection

✓ **Air disinfection in bus, metro, elevator**

Using UV-C 254nm length, also dust filtration



✓ **Air disinfection in clinics, lobbies etc.**

Using UV-C 254nm length, also dust filtration



✓ **Chemical free**

Using UV-C 254nm length

✓ **Longlife**

Up to 8000 hours guarantee

✓ **Automated**

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✓ **Design**

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Our B2C portfolio

Discover new elegant devices that protects your health

We are exclusive resellers of the leading worldwide UV-C brand ROCKUBOT in Europe. For our customers, we have selected the best devices on the market that have passed independent efficiency tests. The devices in our offer are not only efficient, but also design and functional.

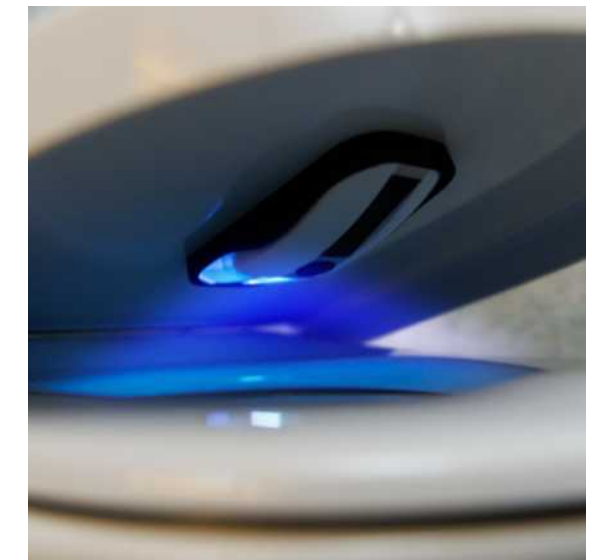
- ✓ **Bed bugs and mites**
Home and travel robot



- ✓ **Viruses and bacterias**
Any mobile device



- ✓ **Viruses and bacterias**
Toilet installation



- ✓ **Viruses and bacterias**
Everything what you need



- ✓ **Viruses and bacterias**
Door knobs disinfection



- ✓ **Viruses and bacterias**
Toothbrush and tools



Results from laboratory ALS SK I.I.c. that shows it really works



Marketing is already done

We'll provide you content
No additional
marketing and media costs.

During our 3 years on Slovak market, we invested more than 200 000€ in the production of marketing hub, which we can provide you in your desired language.

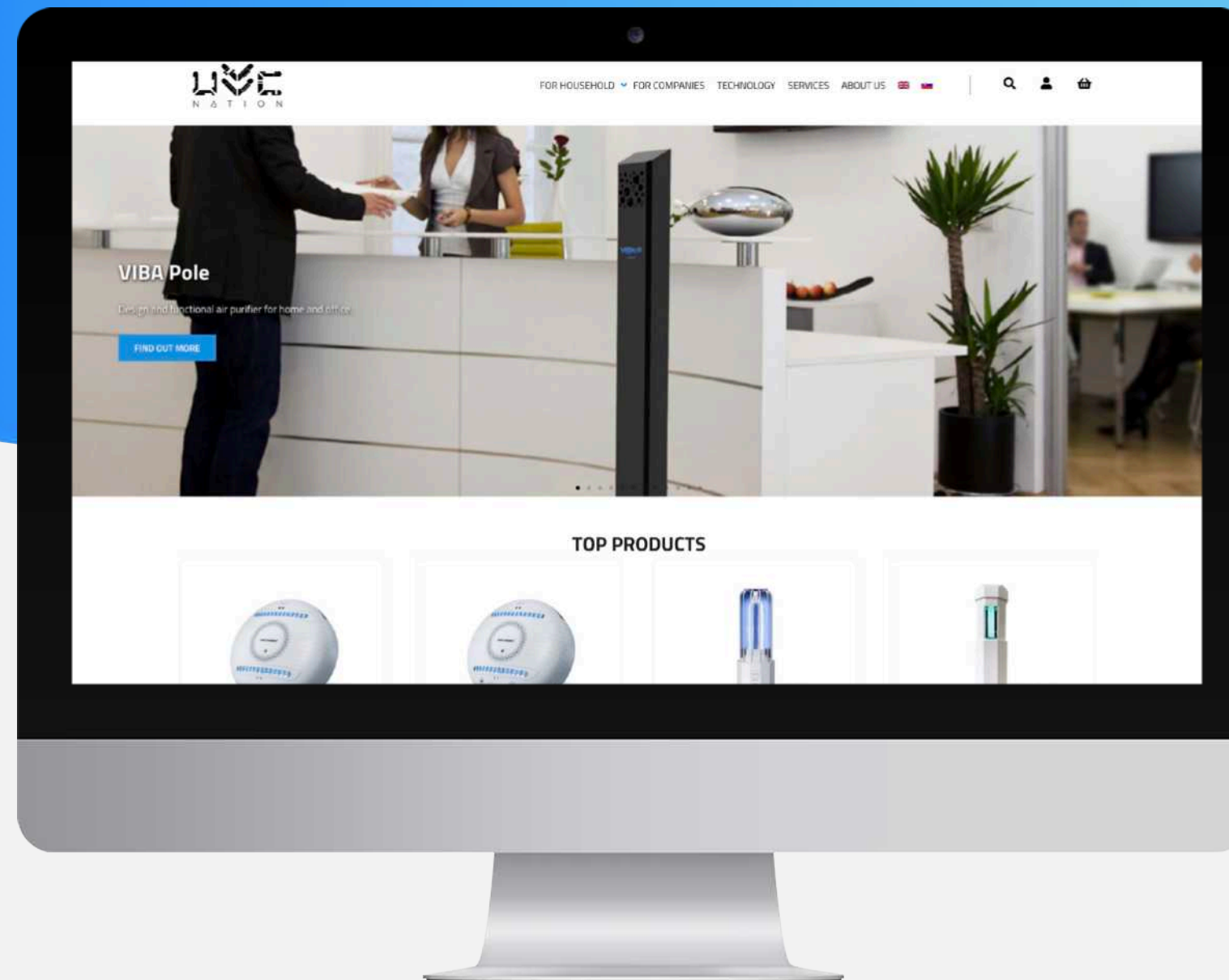


E-commerce WordPress

www.uvcnation.eu/en

You can sell license to someone else

Becoming licensed partner is great opportunity to become leader in UV-C technologies in your region



Start with everything you need

As our licensed partner you'll get domain, e-shop, media kit including photos, videos, articles in your language, also we are ensuring all distribution.

E-commerce WordPress

www.rockubot.sk/en



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Research & development

It's time to bring what is missing

The research and development department has developed two devices intended primarily for the B2B sector. For both devices in the phase of finalizing the prototypes in terms of software and hardware.

*Detailed information will be provided



Research & development

What lives on touchscreens

The bacteria isolated from this study were, *Staphylococcus aureus* with a prevalence of (41.6%), *Escherichia coli* (34.4%) and *Klebsiella pneumoniae* (24.0%) on the keypads of the ATMs. There was a statistically significant relationship between the bacterial isolates and the respective locations ($\chi^2=72.96$; $df=8$; $p=0.000$)



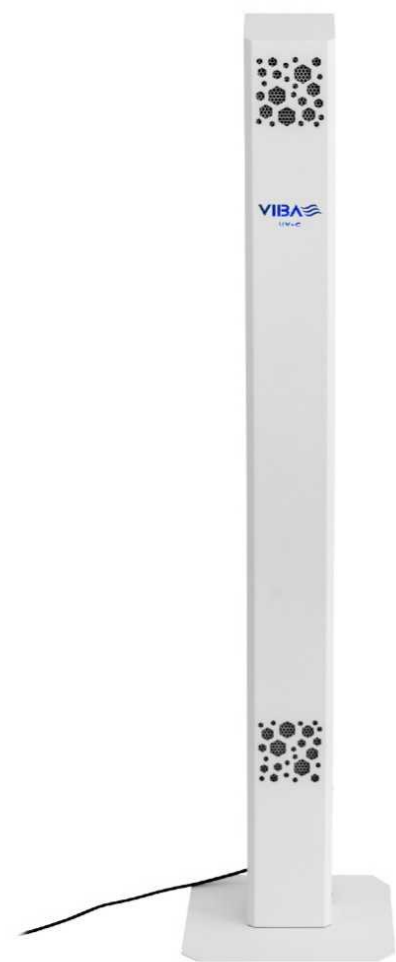


Research & development

What lives on banknotes and coins

According to a 2014 research from Mastercard and the University of Oxford, the average bank note is home to 26,000 types of bacteria including E. Coli. "Keeping money clean is going to be difficult particularly when you're using it day-to-day.

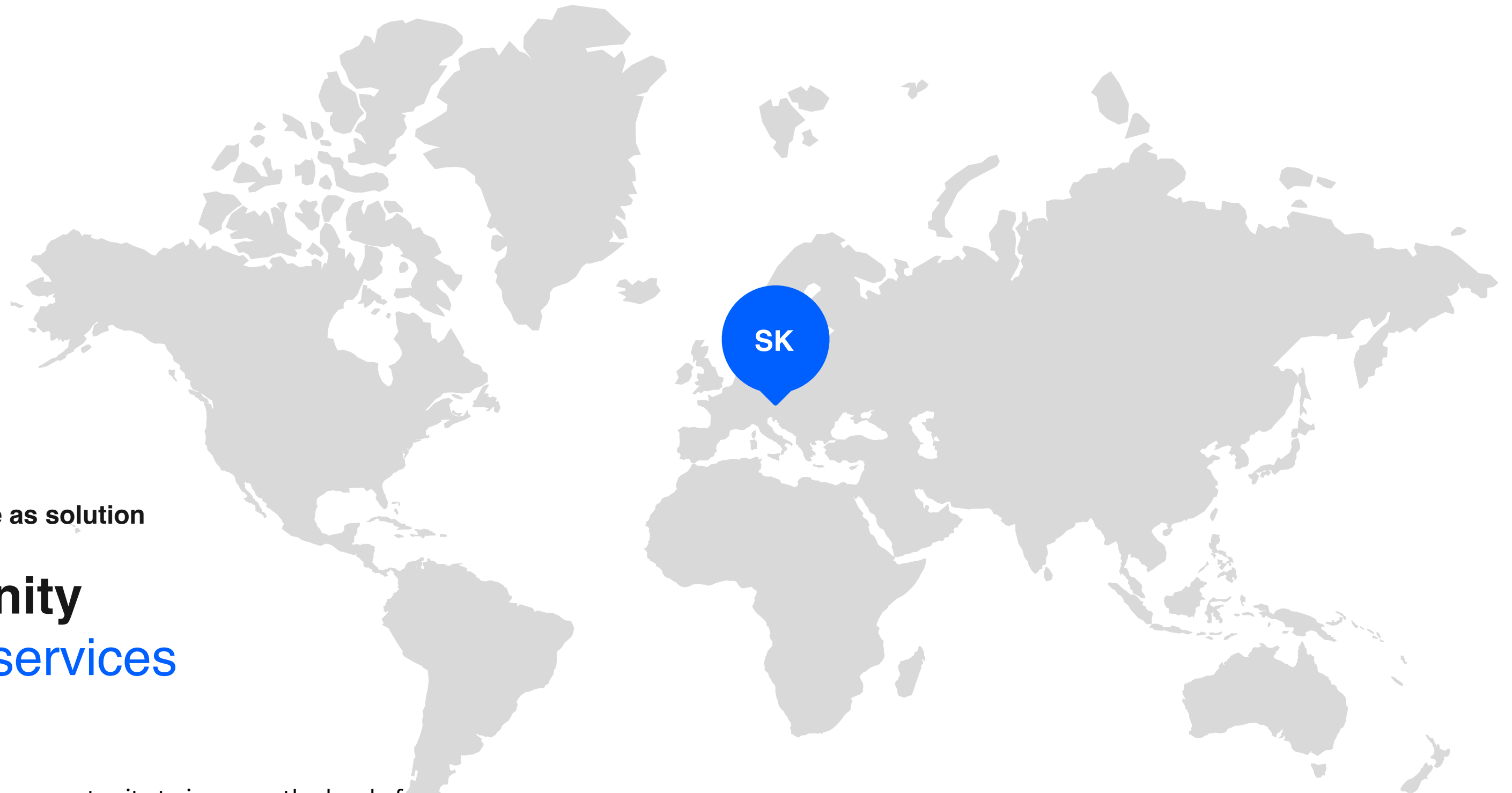
Coli can survive for up to 7 days on coins, whereas bacteria isolated from coins were able to survive on Cu surfaces for 48 h or more. In conclusion, laboratory experiments revealed that bacteria are able to survive on banknotes and coins, and that the potential for their transmission via money is possible.



You can also provide service as solution

Great opportunity to extend your services worldwide

Provide event organizers with the opportunity to increase the level of security at these events and minimize the transmission of harmful pathogens with the help of short-term rental of high-performance closed UV-C air purifiers and disinfection boxes.



Monthly costs and turnover, price for company and assets

Asking price
387.560 EUR

(*Stock: 128.350 EUR net in the purchase price without margin)

OPEX

✓ 2019	✓ 2022
Costs: 2000 EUR	Costs: 63.720 EUR
Turnover: 0 EUR	Turnover: 156.125 EUR
✓ 2020	
Costs: 79.140 EUR	
Turnover: 105.145 EUR	
✓ 2021	
Costs: 124.400 EUR	
Turnover: 200.172 EUR	

THANK YOU

FOR WATCHING

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