



**NORDIC
BLOOM**

INTRODUCTION TO NORDIC BLOOM AND OUR INVESTMENT FUNDS



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INVESTMENT HIGHLIGHTS



NORDIC BLOOM

Invest in top quartile us venture funds through an experienced and authorized manager

EXPERIENCED TEAM WITH STRONG TRACK RECORD



- The Nordic Bloom team has provided access to top quartile US-venture funds since 2013.
- Authorized as an Alternative Investment Fund Manager by the Danish FSA (Finanstilsynet).
- Manages funds with a combined AUM of DKK +500 million and growing.
- The US portfolio managers are first-quartile ranked and have generated positive results in all their funds - the fund-of-fund manager for more than 40-years.

HIGH-PROFILE BOARD OF DIRECTORS AND INVESTOR BASE



- Highly experienced board of directors with management and investment-expertise from e.g. Danske Bank, SEB Asset Management, Saxo Bank.
- Our investors consist of multi-family offices, family offices and high net-worth individuals all qualifying as professional or semi professional investors.
- The investors stay with us - a vast number investing in two or more funds.

UP TO 3.5X MOC FUND-OF-FUND PERFORMANCE



- The most mature of Nordic Bloom's fund-of-fund has so far returned 3.5 times the invested capital over the past 10 years.
- No fund offered by Nordic Bloom has been loss-making.
- Portfolio managers are selected only among 1st quartile based on their history, as this has been well proven as the best indicator for continued success.

PORTFOLIOS WITH UNIQUE DIVERSIFICATION

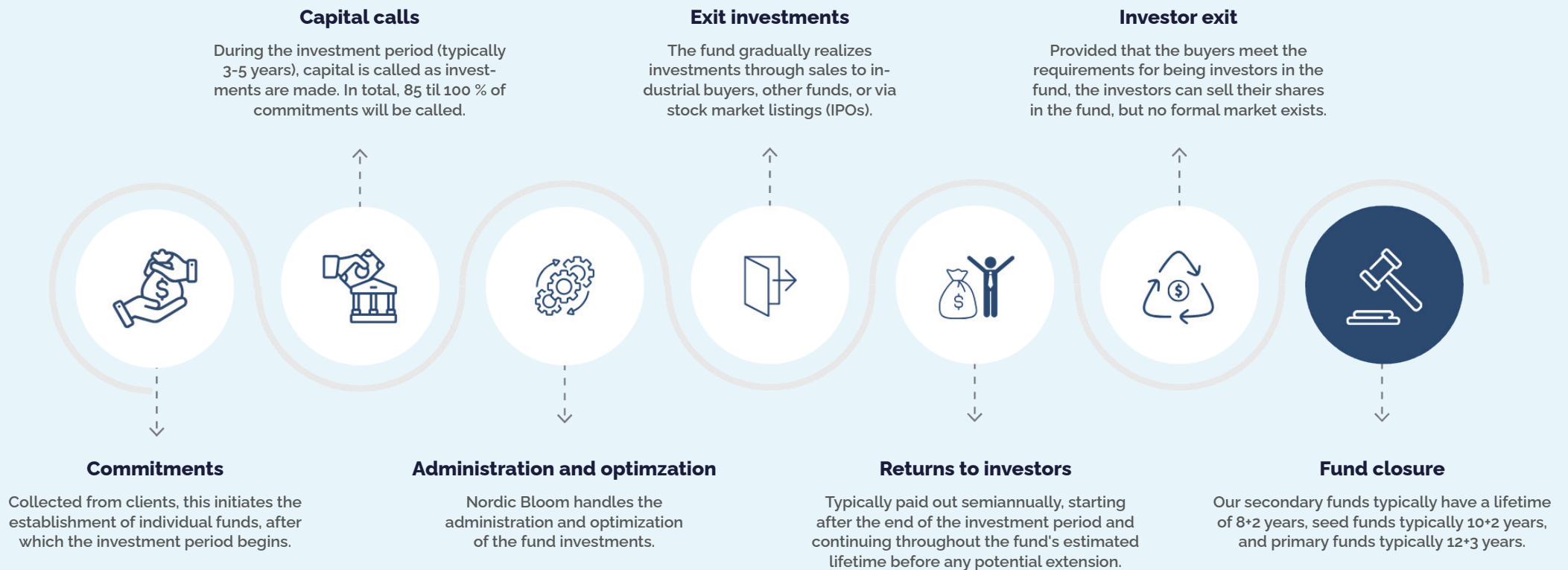


- Fully invested, all funds will have at least 150 underlying portfolio companies - the funds-of-funds will have more than 1,000.
- This provides for positive returns in spite of the risk of investing in individual early stage companies.
- Data from Cambridge Associates indicates that top-quartile US venture funds outperform top-quartile P/E-funds when looking at the risk adjusted return.
- Correlation with public stock markets are limited enhancing the value of venture funds as a means to diversify and increase risk adjusted returns of the total investment portfolio.

NORDIC BLOOM

Investment process from commitment to exit

TYPICAL TIMELINE FOR INVESTING IN VENTURE FUNDS



TEAM AND SERVICES



TEAM

Highly experienced team



SØREN TRUELSEN
Managing Partner

Responsible for strategy, investments and KYC/AML



CHRISTIAN STIG MØLLER
Partner, Head of Clients

Responsible for sales and customer relations



PETER MAIGAARD
Partner, Chief Financial Officer

Responsible for finance and administration



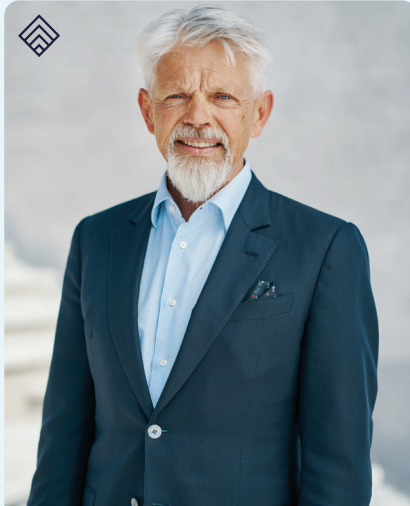
TORBEN MAURITZEN
Partner, Head of Compliance & Risk

Responsible for compliance and risk management



TEAM

Board of directors with investment expertise in all asset classes



STEEN BLAAFALK
Chairman of the board



NIELS-ULRIK MOUSTÉN
Member of the board



LARS JUELSKJÆR
Member of the board



SERVICES

Our new funds currently being offered



Featuring Rebel Fund as the US-portfolio manager, Nordic Bloom is offering participation in its 3rd Seed fund investing in companies admitted to Y-Combinator's accelerator programs.

Based in Silicon Valley, Y-Combinator is – with distance – the world's most successful business incubator. Its portfolio consists of fast-growing companies today valued at more than USD 600 billion including Stripe, Airbnb, Dropbox, Reddit and many more. Y-Combinator continuously attracts and supports the best of the best of startups and entrepreneurs.

Established by Y-Combinator alumni, Rebel invests in carefully selected companies from Y-Combinator's new batches of companies and has in less than 10 years proved itself as one of the absolute best performing seed fund managers in the US.

When fully invested, US Seed Fund III's underlying portfolio will consist of shares in at least 150 companies in Y-Combinator's programs.



In collaboration with Knightsbridge Advisers as US-portfolio manager, Nordic Bloom is offering participation in its 4th venture fund-of-funds.

For more than 40 years, Knightsbridge Advisers has provided access to the world's most successful and renown venture funds, primarily in Silicon Valley, including Kleiner Perkins, Sequoia and Bessemer. These venture funds have backed some of today's most successful companies, including the top US tech companies.

90 % of the fund's investments will be allocated to 15-18 such venture funds each subscribing to shares ("primaries") in companies in their early stages, while 10 % of the fund's investments will be made by Knightsbridge in previously subscribed shares (secondaries) in companies in later stages.

Nordic Bloom's fund provides EU-investors with an EU compliant parallel fund to Knightsbridge Advisers' Primaries Fund XI with no extra costs for investors.

When fully invested, the fund will have exposure to more than 1.000 companies.

INVESTMENT PRINCIPLES

INVESTMENTS PRINCIPLES

We provide access to the attractive us venture capital market through well-defined investment strategies, selection criterias and processes

When selecting venture funds, portofolio managers and underlying portfolio companies, the main factors considered are:



Where the targets are venture funds portfolio managers: The historical track record of the manager and its key people, the likelihood that the manager and the key individuals will remain in place, the manager's financial robustness and market position, the manager's capabilities and systems and any licenses or regulatory oversight applicable to the manager. During the fund's lifetime, those factors are monitored and actions taken if needed to remedy any of said factors.



Where the targets are portfolio companies: The business idea and strategy, the potential market and competitive landscape, scalability, financial position, the competencies and track record of the key individuals including an assessment of their ability to execute the strategy, attract the additional capital required, and manage both tangible and intangible assets, as well as the possible maturity time and exit strategies.

CORE VALUES



Purpose driven

In addition to seeking attractive risk/returns, we follow the principles for responsible investment (PRI) and look for impact, technical and/or environmental.



Decency

We ask ourselves not only if a given decision or action can be explained and therefore defended, but also if it would be acceptable to ourselves



Transparency

We seek to describe all material investment terms, assumptions and risks and ensure reporting as concise, true and fair as possible.



Alignment of interests

We ensure alignment between our interests and those of our investors, including by investing in our funds alongside the investors.



Excellence in investment selection and management

By carefully following our selection criteria and processes we provide for 1st quartile investments, and as an FSA-authorized manager, we comply with extensive regulation and highest standards in our management.

VENTURE AS AN ASSET CLASS

01

Venture in a class of its own

Venture funds form part of the modern investor's overall portfolio, as they offer attractive returns that are less correlated with the broader stock markets and therefore provide a means of diversifying the portfolio and achieving a higher risk-adjusted overall return.

Venture capital has been a major driver behind the creation of the 'Magnificent 7' and many other successful technology companies over recent decades, which today rank among the world's most valuable companies. Only one of them, Microsoft, was among the most valuable companies 20 years ago. Consequently, venture funds are not only about improving risk-adjusted overall returns; they are also about becoming part of the next major growth stories and technological transformation.





02

Endowments and the Yale model

Some of the world's most successful investors are the American university endowments. Yale pioneered and is today known for its unique model where venture capital is considered a separate asset class. Venture funds are given a permanent place in the portfolio because they contribute low correlation to the broad equity markets and thus increase diversification. At the same time, venture funds provide access to early exposure to the technology companies of the future.

The Yale model has set the standard for institutional investors' creation of strong, long-term returns through the strategic use of venture capital.

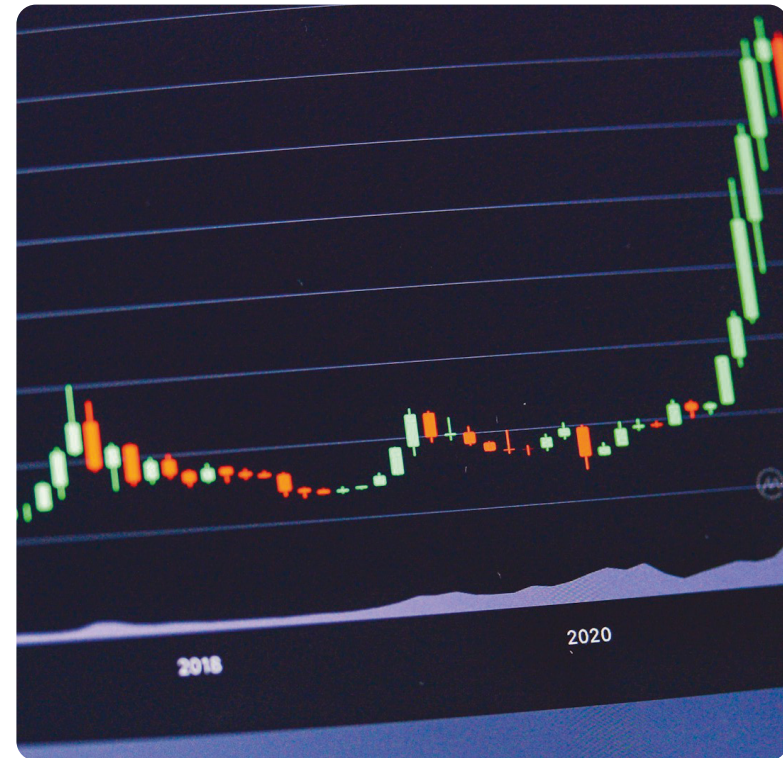
03

Risk or opportunity?

Obviously, an individual investment in a seed or early-stage company is inherently riskier and more illiquid than investments in later-stage listed companies, but it also offers the potential for very high returns.

Our funds diversify their investments across at least 150 companies and focus primarily on technology and life sciences, where the potential is highest. Historical data shows that this approach mitigates excess risk and provides for attractive risk-adjusted returns at the overall portfolio level.

Today, an increasing share of value creation takes place before companies reach the stock exchange, as recent changes in U.S. legislation have allowed companies to remain private for longer. This development further increases the relevance and potential of investing in venture funds.





04

Persistence of performance

A challenge is that not all venture funds deliver strong results. This means that it is crucial to access the most coveted funds, where talented teams have repeatedly proven they can spot and develop future winners.

Behind each breakthrough are thousands of reviewed cases, but only a fraction make it through the eye of the needle.

"Persistence of performance" is a key term in the industry that refers to the phenomenon that the best performing funds deliver superior returns over long periods of time. These funds attract the most promising entrepreneurs and are known for their ability to deliver high returns again and again.

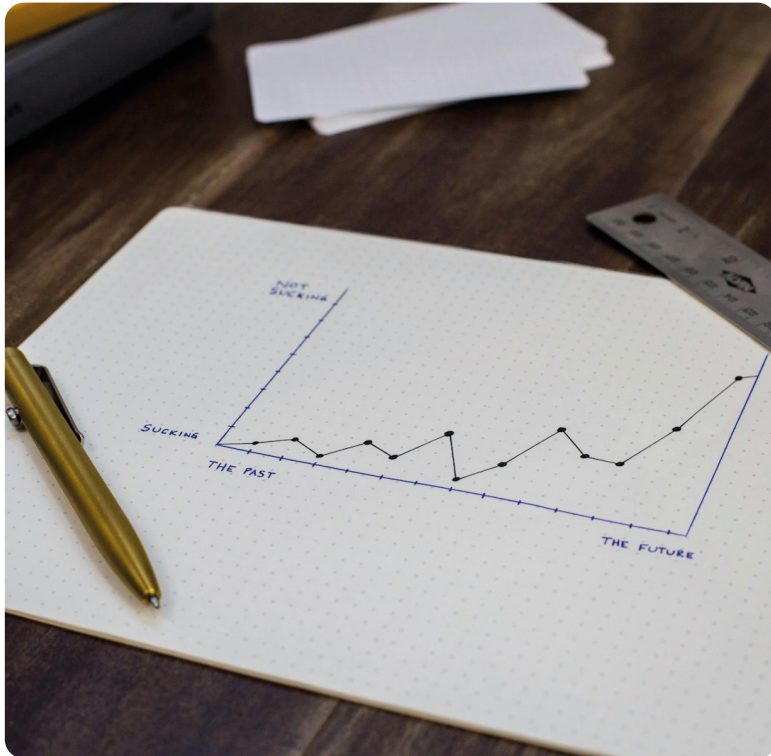
05

High returns in venture funds

By looking at returns over time, it becomes clear that venture funds can outperform the rest of the market. Analyses show that, over the past 20 years, first-quartile venture funds have delivered the most attractive risk-adjusted returns, outperforming even the top private equity funds.

In Nordic Bloom's White Paper, you can find in-depth graphs and analyses that explain this further..





06

Fund-of-Funds structures

Due to the inherent risk of investing in individual early-stage companies and the difficulty of identifying the coming winners, it makes sense to build a highly diversified portfolio through a fund-of-funds structure. In this structure, investments will be made through 15-20 successful and renowned U.S. venture funds, primarily based in Silicon Valley, funds that are normally accessible by invitation only from the fund in question. And even the risk associated with the individual venture fund will be mitigated in the structure. At the same time, the exposure to future winners is significantly broader than in a single venture fund. When fully invested, the structure provides exposure to more than 1,000 companies. While the ownership stake in each individual company is smaller, this substantially increases the likelihood of capturing a large number of successful outcomes across the portfolio.

Investors seeking the best risk-adjusted returns rather than the highest potential, should therefore consider investing through one of our fund-of-funds.

07

Nordic Bloom helps you get started

Nordic Bloom offers a cost-effective fund platform designed to give investors access to some of the world's leading venture funds. The platform is authorized by the The Danish Financial Supervisory Authority (in Danish "Finanstilsynet") as Alternative Investment Fund Manager (AFIM) and is EU/EEA compliant.

For more than 12 years, we have opened the door for over 100 investors to both single funds and fund-of-funds, combining experience with unique access to the market's most attractive opportunities.

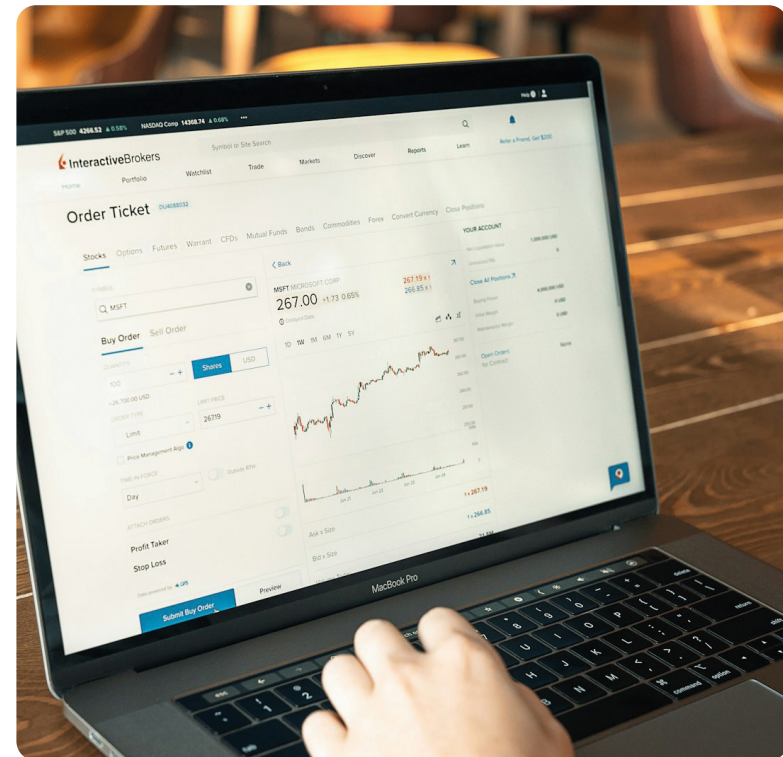
Are you curious about how we can help you enter the world of venture capital?

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