

# e-TRIBE AB Sweden

## SUMMARY



# Welcome to the world of future tribe



## INTRODUCTION

e-TRIBE AB is a highly engineered Tech consulting company with a team of technocrats tailored to solve the problems.



## VISION

Innovative Leadership  
Ethical Excellence  
Agility & Adaptability  
Continuous learning  
Sustainability  
Long term partnership  
Quality & Excellence



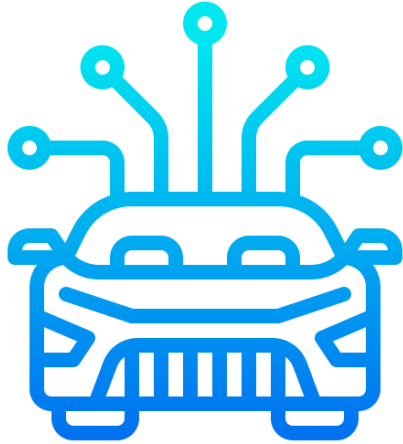
## MISSION

Client centric focus  
Innovation & expertise  
Value creation  
Community & social responsibility  
Problem solving

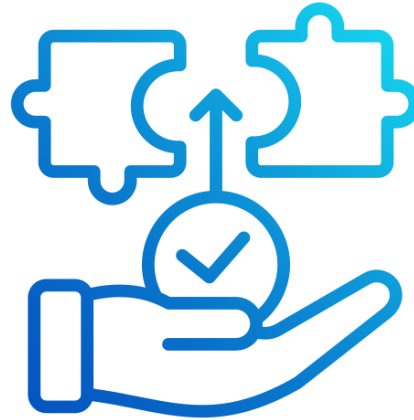
Driven by an ability to quickly deliver turn-key services and solutions, e-TRIBE has created significant presence in the Mobility and Enterprise sector.

e-TRIBE's innovation and service-centric approach has enabled the company to expand in Mobility, Enterprise and Digital solutions by deeply entrenching with core customer base and delivering a compelling value proposition.

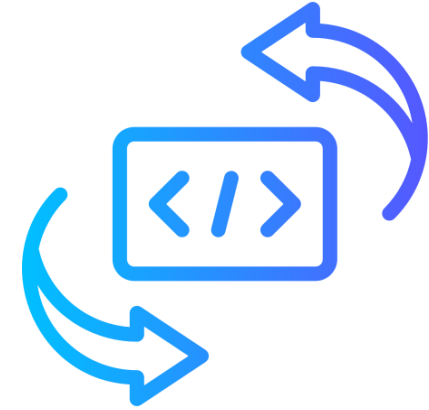
# Our offerings for clients that are ready for change



**Automotive**



**Enterprise Solutions**



**DevOps**

# Core Values

## Excellence

Strategy, Build, Operate, Measure and Standardize



## Progressive

Continuous improvement and sustenance for long-term



## Respect

Make clients feel special and deliver frictionless experience



## Collaboration

Bring together and make comprehensive offerings to clients



## Passionate

To have passionate teams to match client expectations



## Integrity

Being honest, ethical, and respectful in every interaction with clients



# Our Goals and Objectives

## Business Plan

Annual targets, monthly reviews, quarterly course corrections to achieve top-line and bottom-line performance targets for a period of 3 years



## Team Up

Good leadership team, upskilling young minds, build positive spirited team that stays longer through low attrition, global teams support resource outreach



## Systems & Processes

Build customized systems to address pain-areas of clients, ritual improvement of processes and excellency to sustain



## Engagement

Build firmly and engage flexibly with clients and eco-system, aim to grow together with clients



## Journey to the future

Build block by block, start small with each client and grow through cross-selling and deep mining, create value and run for sale

- Business experience in Automotive Software services, Enterprise solutions/services and tool kits.
- Cross-industry experience to add value and solve customers' problems.
- Built ecosystem through successful launch of multiple new solutions and products.
- Instrumental in building the technical delivery centres, branding, marketing materials, business development, HR practices, training and skill enhancement etc.
- Flexible business approach
- Experience of whole Project Life Cycle from Award to Series Production
- Specialized Automotive experience such as Software Architecture, Cyber Security, Testing, Functional Safety, infotainment, Power Management for leading OEM'S & Tier-1's
- Specialized Enterprise SAP Experience

## Management **Team** & consolidated experience



**Suresh**

CEO



**Ulrich**

Managing Director



**Igor**

CTO



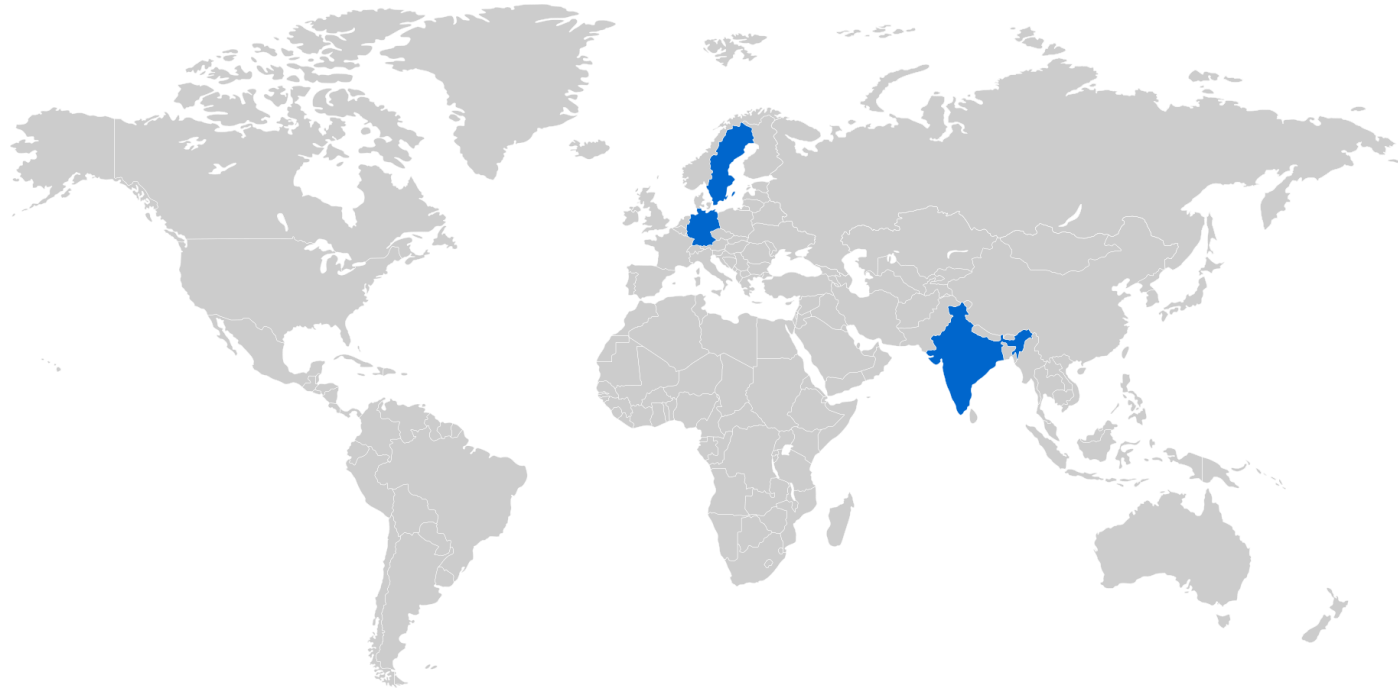
**Sharath**

COO  
Europe



**Siva**

COO  
Asia



# We are here

## SWEDEN

NEVS Technical Center  
Mellanvägen 5, 461 38 Trollhättan

## GERMANY

Große Gallusstraße 16 - 18  
60311 Frankfurt am Main

Major-Hirst-Straße 11  
38442 Wolfsburg

Mergenthaler Allee 15-21  
60527 Eschborn

## INDIA

4th Floor, Gardenia Mabuhay, Plot No: 21, Jayabheri  
Pine valley, Telecom Nagar, Gachibowli, Hyderabad-  
500 032, India.

# Timeline Genesis

2020

## Establishment

Started in the year 2020 in Sweden with a Branch in Germany & India

2021

## Client acquisition

Acquired major client LG Electronics

2022

## Clientele Growth

Luxoft strategic agreement signed for Tech consulting

2023

## Client acquisition

Acquired major client Hyundai MOBIS

2024

## Clientele Growth

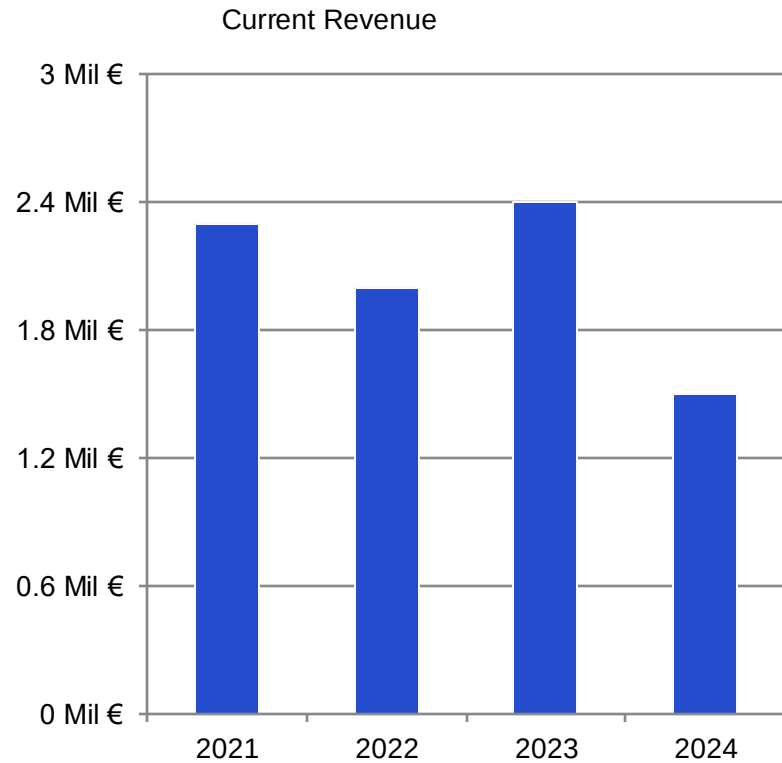
Signed NDA's with AFRY, Iventim

2025

## Client acquisition

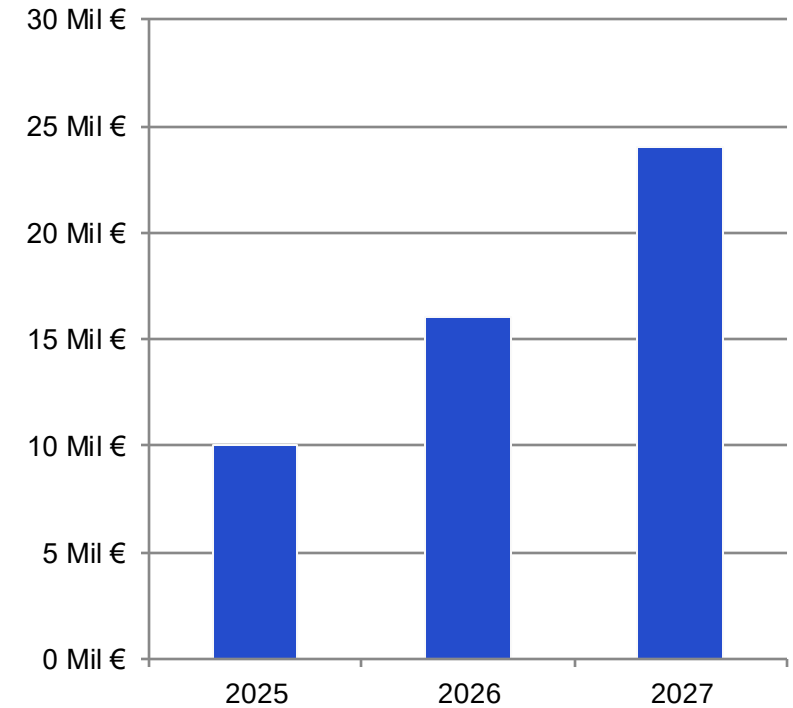
In the process of acquiring major clients – Basemark, eCARX, Lucid Motors, Skoda, DataArt

# Financials So far



■ Revenue

# Revenue Forecast



■ Revenue

EBITDA (Forecast)

2025: 20-25%

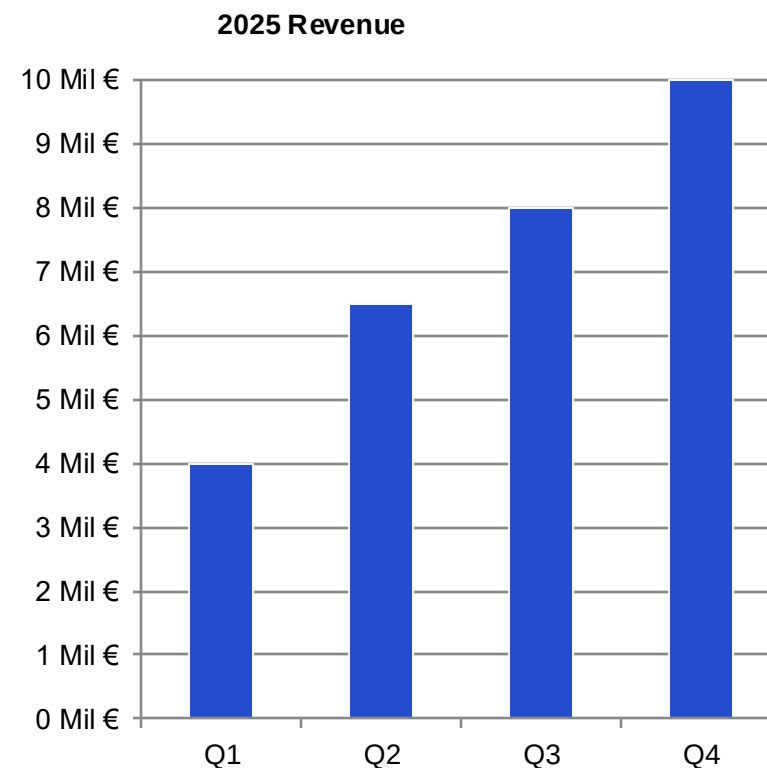
2026: 25-30%

2027: 30-35%

# Our Clientele



# Revenue Forecast 2025



■ Revenue

# Synergy Proposition

## Investor Portfolio

## Companies

Capability



Technology Partner

Result



Building IPS & Value  
Creations for group

Extended Partner &  
Scalability

Value addition &  
Bottomline Improvement

R&D extended Team

Domain Expertise



# Value Proposition

We offer scalable business opportunities, diverse technologies and inter-collaborating comprehensive go-to-market possibilities.

We strive to be a top performing portfolio company to our investors.

## Ask

3 Mil.€ for Growth fund  
(2 tranches)

## How

Equity ?  
Debt ?  
Convertible ? (optional)

## Exit

3 years lock-in\*

\*terms for exit will be discussed in termsheet

# Our References

**From:** Farid Makhfi <farid.makhfi@lge.com>  
**Date:** Thursday, 21. January 2021 at 12:56  
**To:** Suresh <suresh@etribe.se>  
**Cc:** Kim JooCheol(Rex) <rex.kim@lge.com>, siva prasad <siva.prasad@etribe.se>, rajeswar reddy <rajeswar.reddy@etribe.se>  
**Subject:** RE: Request for confirmation as Supplier as LG

Dear Mr. Suresh,

First of all, we want you also to know that we are very pleased with the quality of service your company provides so far. We sincerely appreciate your responsiveness and the way you conduct business. Keep up the good job. Thank you so much, and we will be looking forward to an excellent continuing business relationship.

Now to your request, I would like to ask you to provide me the below requested data, to proceed with the registration of your company in our system, so that we can provide you the data you need as well.

|                                           |                      |               |                      |
|-------------------------------------------|----------------------|---------------|----------------------|
| Name:                                     | <input type="text"/> |               |                      |
| Adresse/Address:                          | <input type="text"/> |               |                      |
| PLZ/ZIP Code:                             | <input type="text"/> | Stadt/City:   | <input type="text"/> |
| Land/Country:                             | <input type="text"/> | Contact Name: | <input type="text"/> |
| Telefon/Phone:                            | <input type="text"/> | Fax:          | <input type="text"/> |
| E-Mail:                                   | <input type="text"/> |               |                      |
| Trade Register /<br>Handelsregistrauszug: | <input type="text"/> |               |                      |
| Steuer-Nr./Tax-No.:*                      | <input type="text"/> |               |                      |

\* VAT-ID. (e.g.: DE123456789) - or Tax-No. (e.g.: 123/456/78910)

# Thank you!



Contact us

+49 1577 68 99999



NEVS Technical Center  
Mellanvägen - 5  
461 38 Trollhättan



[info@etribe.se](mailto:info@etribe.se)



[www.etribe.se](http://www.etribe.se)