

EXECUTIVE SUMMARY

About MPS Micropaint

MPS Micropaint is the leading Premium SMART (Small Medium Area Repair Technique) Repair supplier for small sized auto body damages. The company is currently building a partner network in Germany, Austria, Norway, Canada, Kazaksthan and Thailand supplying its customers with full range of high quality product kits for SMART repair, including a comprehensive marketing/franchise program and all necessary hardware and consumables. A MPS Micropaint partner is either a fully branded SMART Repair Centre (SRC) or an existing car dealer or auto body shop with a MPS “shop-in-shop” concept. The MPS Micropaint SMART repair systems are developed and produced at our R&D centre in Germany. MPS Micropaint head office is rolling out the concept in Northern Europe, while rest of world is done through independent distributors. MPS Micropaint also owns 4 SMART repair workshops in Norway and 1 in Germany which run profitable businesses and serves as testing and demonstration centres for MPS Partners.

Product

The company's core technology is a complete high quality SMART repair product range, consisting of more than 300 product items, for all SMART repair related services. There are in total 6 SMART repair services/kits (spot paint, wheel, headlight, interior, paninless dent removal and glass), where all kits have dedicated consumables and hardware. At our R&D centre MPS Micropaint tests all products available in the market and assembles items into a unique premium product portfolio.

Business model

Recurring chemical sales to our SMART repair/Shop-in-shop partners with gross margin of 70%+. One-time hardware sales with gross margin of approx.. 50%. Current annual marketing fee of EURO 2000 per dealer and future planned franchise fee of 3% of turnover (EURO 15.000-20.000). Joint Venture ownership in selected SMART repair centres in Northern Europe.

Management

The company has strong and experienced management team:

- Dr. Till Becker (Operative Chairman) – 20yrs with Daimler AG
- Nicolai Malling (CEO) – BCG and Venture Capital Funds partner
- Dirk Pöttker (COO) – Regional sales director Alfa Romeo, Germany/CEO large car dealer chain
- Ullrich Scröder (SM Germany) – Founding IDENTICA partner /member of tech circle
- Peter Biermann (CFO) – 20yrs experience in project mgmt/CFO

The Market

Car dealer and auto body shops experience revenue and margin pressure from stagnant new car sales , declined used car sales margins, longer service intervals and reduction in total number of accidents . For a car dealer or a collision centre SMART repair offers a highly profitable business with hourly margins 30-40% greater than for the conventional repair. The SMART repair offers dramatic cost savings on spare parts/materials costs, operational costs during the repair as well as reduction of required working hours. For end-customer the savings can reach 50-80% of the costs of a conventional repair. The total annual market volume in Germany alone for SMART repair products is estimated to more than MEURO 200, leading to a BEURO 1 sales volume in key markets.

Competitive Advantage

- Leading Premium product portfolio
- Comprehensive, international marketing/franchise platform
- Own/JV SMART repair centre experience
- Technical competence

Competitors

Car paint producers (Axalta/PPG/BASF), industrial players (Würth/Berner), Auto repair chain (ATU/Carglass), SMART repair providers (HBC, SprayMax)

Company Profile:

URL: www.mpsmicropaint.com
 Industry: Auto repair industry
 Segment: SMART repair
 Business stage: Deployment
 Team members: 41
 Founded: Fall 2010

Office Address:

MPS Micropaint Holding AS
 Løxaveien 17, 1351 Rud Norway

Investment:

Funding raised: 11.5 MEURO
 Funding stage: 3rd round
 Investment amount: €3M

Capital Use:

Sales organization
 JV Smart repair centre
 International expansion

MPS Micropaint mission:

Be the number one Premium SMART repair supplier towards the professional auto industry markets

MPS Micropaint vision:

Make Premium SMART repair services globally accessible through a professional partner network

Contact:

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