

**easyp<sup>h</sup>ones<sup>®</sup>**  
STAY CONNECTED, STAY SAFE

# Connecting Generations Through Technology

UK leaders in easy-to-use mobile phones

[www.easiphones.co.uk](http://www.easiphones.co.uk)

INVESTMENT PROPOSAL | CONFIDENTIAL



MR MICHAEL KERSTEIN  
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*Pending Advanced Assurance*

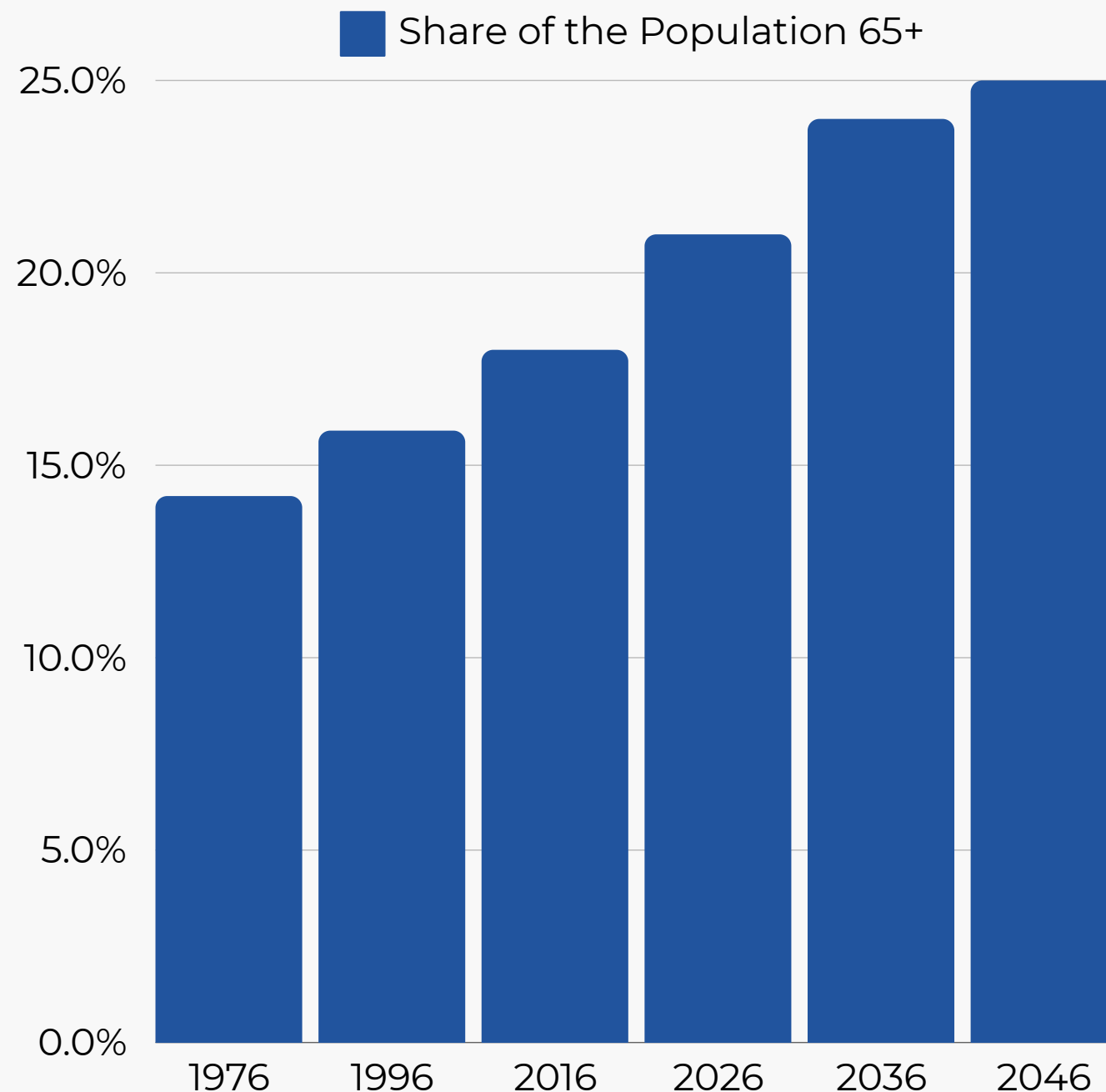


# The UK's Elderly Population



## Approx 12 Million people 65+

*And it's forecast to keep growing*



### ASSOCIATED ISSUES

#### **LONELINESS**

More than 2 million people in England over the age of 75 live alone

#### **DIGITAL EXCLUSION**

42% of people aged 75+ do not use the internet (22% for those AGED 65+)

#### **OVER THREE QUARTERS**

of seniors (77%) report that they would require assistance were they to try and learn how to use a smartphone

Sources: ONS UK (2017); Sources: McKinsey & Co, NHS.UK (2024)

# Easyphones are Designed for a Wide Range of Consumers



FROM PEOPLE WITH SPECIAL NEEDS TO THOSE WITH EARLY STAGE DEMENTIA OR FAILING EYESIGHT, AND THE ELDERLY, EASYPHONES HAS A WIDE MARKET.



Vibrant display with adjustable font size for a clear vision



Personalisation to ensure quick connection to loved ones



Reliable charging and rapid recharge so customers can connect when they need to



UK support and help in setting up your phone

SOLUTION

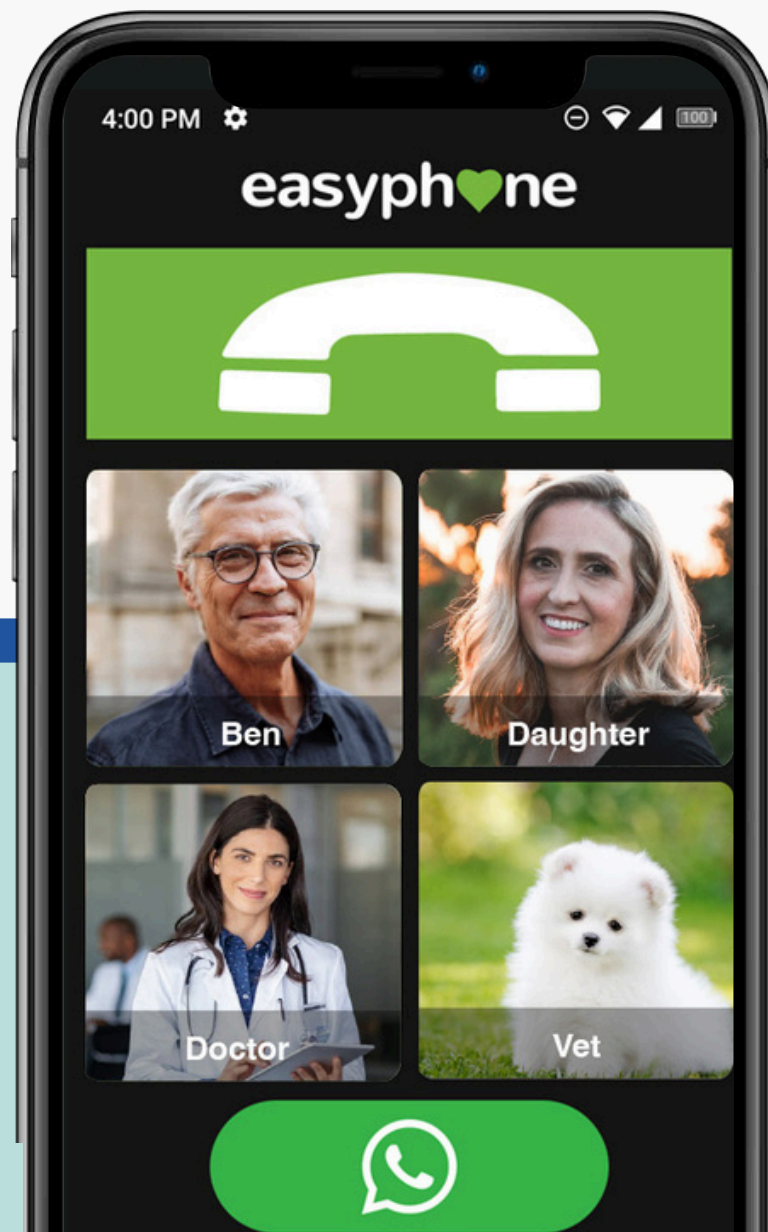


# A Track Record of Success



IN THE LAST 18 MONTHS, WE SOLD OVER 3,500 EASYPHONES  
VIA AMAZON UK AND OUR D2C WEBSITE.

EASYPHONE<sup>®</sup>  
SMART 1



EASYPHONE<sup>®</sup> XL



EASYPHONE<sup>®</sup>  
TOUGH 1





# Designed For Peace of Mind

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## OUR PROMISES



### SOS BUTTON

A dedicated SOS button connected to a 24/7 UK response center, ensuring immediate assistance during emergencies.



### EASILY BOOK A CARER

Conveniently book a carer for when you need a helping hand in just a few taps.



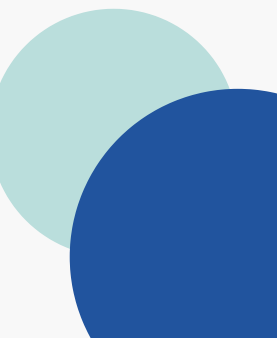
### TRUSTED MAINTENANCE

Book a trusted, rated and vetted maintenance person to help with home repairs and services



### EASY APP ACCESS

Bespoke Software giving easy access to favourite Apps from the Homescreen



# The Only British Company Developing Bespoke, Easy-to-Use Smartphones

Having developed a robust business model with impressive profit margins, and sold over 10,000 easyphones, we're launching our first external funding round.

TRACTION



2022

## Born of Personal Frustration

Easyphones was created by Mike Kerstein who saw how difficult his father found using a modern, touchscreen phone and grew increasingly frustrated with current solutions.

2023

## Over 10,000 Phones Sold

All of our products are exclusive, developed and designed in the UK and we own the IP and Software which provides the company with healthy gross margins of between **50-150%**

2024 ONWARDS

## Scaling Profitably with Funding

1. Retail and Trade Distribution
3. 3rd party affiliations (AgeUK)
4. Export to Europe & USA
5. ITV- QVC - *Discussions in place*
6. Direct advertising-Readers offers

# Now is the Time to Scale Our Success



## Structural Changes

The UK's fixed-line telephone network will soon be switched off, affecting nearly 2 million lines with home phones ceasing to work by 2025. Sadly, those who are less tech-savvy will be impacted the most.



## 100 Million +

In January 2022, the population of individuals aged 65 and over in Europe was approximately 100 million



One in six Americans, a total of 50 Million people are now 65 or older. This presents an increase of 38% in the past decade, vs 2% growth of people under 65.



## A Global Issue

The proportion of people aged 65 YO+ is increasing across the globe with this age range expected to rise from 10% in 2022 to 16% in 2050.

# A Range of Complementary Services

With a brand that's recognised for creating products helping elderly customers, and a foothold in the market, we're expanding our range to include additional valuable products to improve the daily lives of the elderly.



## EASYCARE<sup>®</sup>

Easy-fitting luminous bathroom grab handles.



## AI ENHANCED EASYPHONE<sup>®</sup> TABLET

A tablet with enhanced AI features to help seniors with daily tasks and monitor their health.



## EASICALLS

Personalised voice recorded reminders will ensure a loved one never misses an appointment or meeting.





# Bridging the Gap Between Health & Technology

## AI ENHANCED EASYPHONE TABLET

Features personalised voice recorded messages for:

- TABLETS & MEDICINE REMINDERS
- MEETING & APPOINTMENT REMINDERS
- CHECK-INS AND 'HELLOS'



# Expanding Product Lines and Innovation



In addition to our mobile range, we are investing in a new healthcare line, *easy care*, bringing a range of products designed to help seniors in their daily lives, whilst still innovating and enhancing our software technology.

FEATURE	0-3 Months	3-6 Months	6-9 Months	12+ Months
<b>New Product Launches</b>	+ Easy care at-home assisted living products	+ Remote SOS + Bluetooth button	+ Easyphone Tablet + Health Monitoring	+ Value Handset
<b>New Services</b>	+ Remote Monitoring. + Device Management	+ Daily automated reminders	+ Device Language + European Choices	+ AI Development + Health Monitoring
<b>New Team Members</b>	+ National Sales Manager	+ Company Admin.	+ Social Media Exec.	+ Export/Overseas Development Manager

# Founded by an Industry Expert



Easyphones Ltd was founded by Michael Kerstein, an expert veteran of the mobile phone industry. Michael remains as the company's sole founder, CEO and sole shareholder.



- **INDUSTRY EXPERT**  
Over thirty years of industry experience, Michael grew many Telco's both in the UK and Europe into Multi-million pound ventures.
- **IDENTIFYING A MARKET OPPORTUNITY**  
In late 2019, after experience with his own ageing father, Michael identified that the "Senior" market was being underserved and with unique challenges with telephony.
- **OVER 10,000 EASYPHONES SOLD**  
Acting as a dynamic and versatile CEO, Michael has grown the business into one of the UK's leading specialists in the supply of "Big Button" phones and Bespoke Smartphones for the elderly, partially sighted and the disabled

# Leading an Expert Team



Michael has built a strong and robust team of experts in various domains to help propel the business further and enhance growth.

## TONY WATTS OBE | ADVISOR



Leading spokesperson for all things Aged related with many published articles in the media, Tony is a highly experienced writer, communicator, campaigner and strategist who has worked in the interconnecting disciplines of PR, journalism and marketing for many years, and who is now focussing increasingly on later life issues.

## OLIVER EDIS | CTO



Oliver has been developing software, specifically within the mobile app space, since leaving school in 2011. Over 12 years, he's started a web browsing company, worked on apps for clients from the NHS to Boots, and helped bring apps to hundreds of thousands of users across the world whilst heading up an award winning international App development company.

## NIGEL WHITEHEAD | NATIONAL SALES



Nigel has over 20 years experience, in successfully helping organisations and their customers choose the most effective solutions to grow their Telco business. He's an experienced C-suite Director with a wide range of contacts in the handset distribution and retail space and was a director of Bullitt Mobile and Sony mobile.


























## STUART DRINKWATER | CFO



A PwC trained and qualified accountant and auditor with over 12 years' experience working with global businesses. Stuart has co-founded an award winning accountancy & advisory firm, helping countless businesses scale rapidly. He has extensive international experience and proficiency in establishing systems for improving efficiency and financial visibility.

# A Holistic Mobile Package



					
<b>Make &amp; Model</b>	Easyphone XL	Doro	Emporia Smart 5	Easyfone T200	Artfone CS 181
<b>Country of Operation</b>					
<b>24/7 Emergency Response</b>					
<b>Bespoke Software</b>					
<b>One touch booking to carers, NHS, home maintenance</b>					
<b>RRP</b>	£199.99	£200	£236	£25.99	£28.60

# A Proven and Popular Solution

We've heard many consumer success stories, proving how valuable and much-needed our easy to use smart phones have been on the market.

**Under promised and over delivered!**

*The screen is super large, and there's a volume boost button that will hopefully ensure that my elderly relative doesn't miss any calls.*

*Well recommended, and I'm contemplating getting one for an elderly neighbour. Finally, another huge thanks to this company, who were a joy to deal with.*

**Jeff Salmon, Verified Amazon UK Customer**

**Really easy to set up**

*...and straightforward to use. It's great for someone elderly who still wants a smartphone. Mum has brain damage following a stroke so struggles to retain information but is able to call me simply by pressing my picture. There may be some functions she can't use but honestly don't think it could be made simpler. Really good loud ring as well.*

**Barb, Verified Amazon UK Customer**

**Easyphone XL was a life changer**

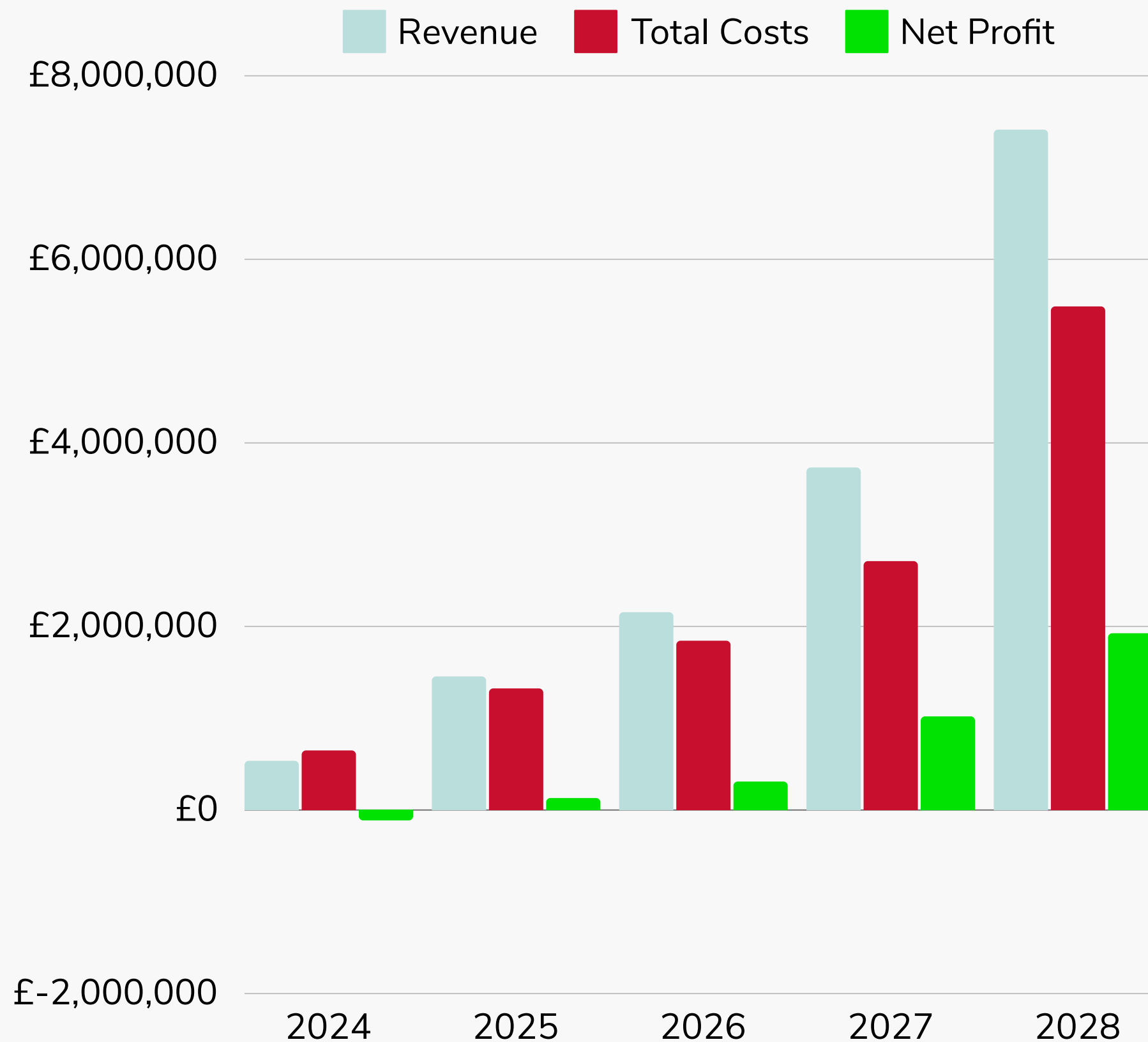
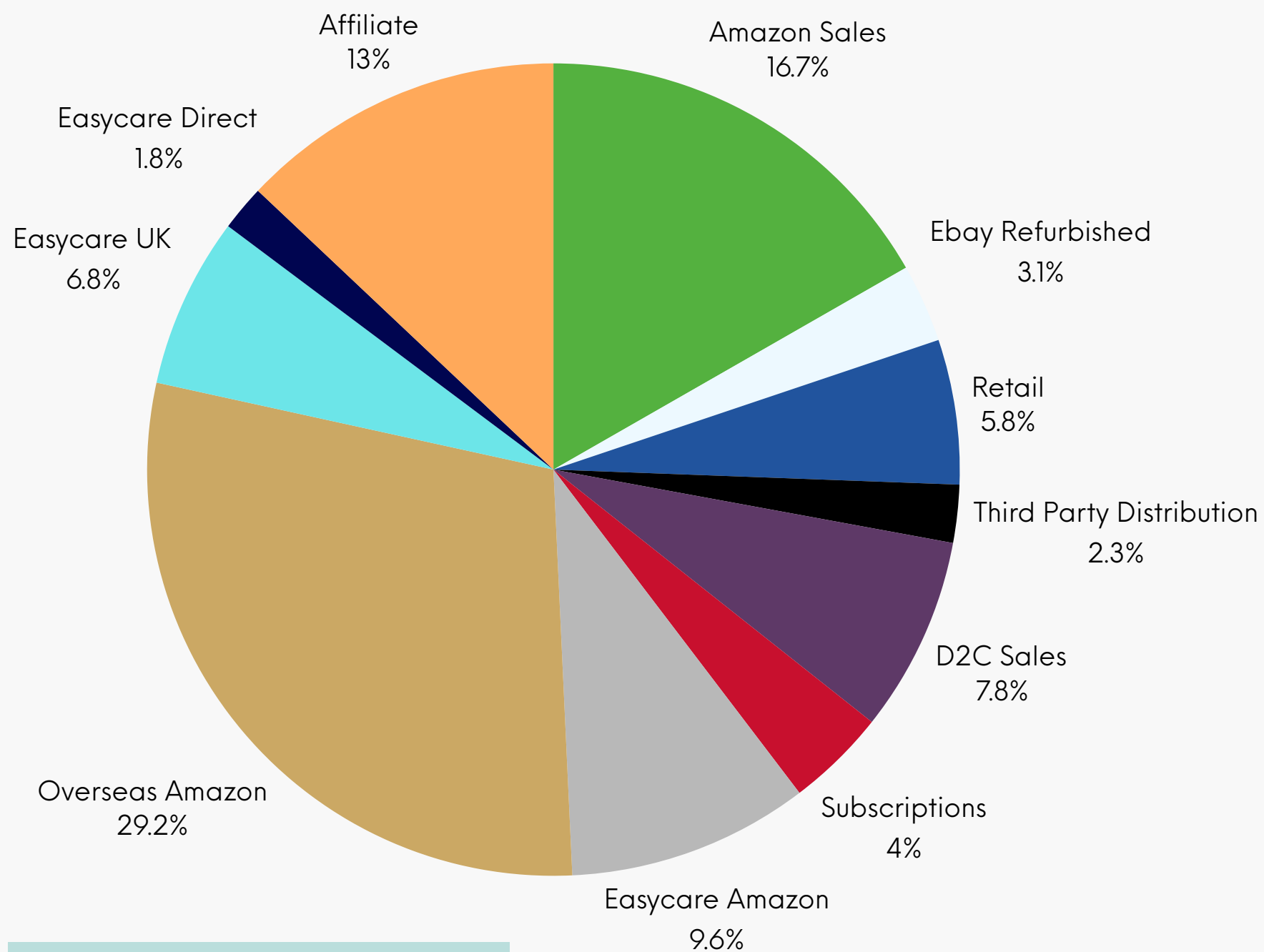
*Easy to operate for calls, texts, emailing and internet use. Particularly good are the larger, clear fonts available. He never feels isolated now with the Easyphone XL to hand. Great device.*

**Graham Garnett Verified Amazon UK Customer**

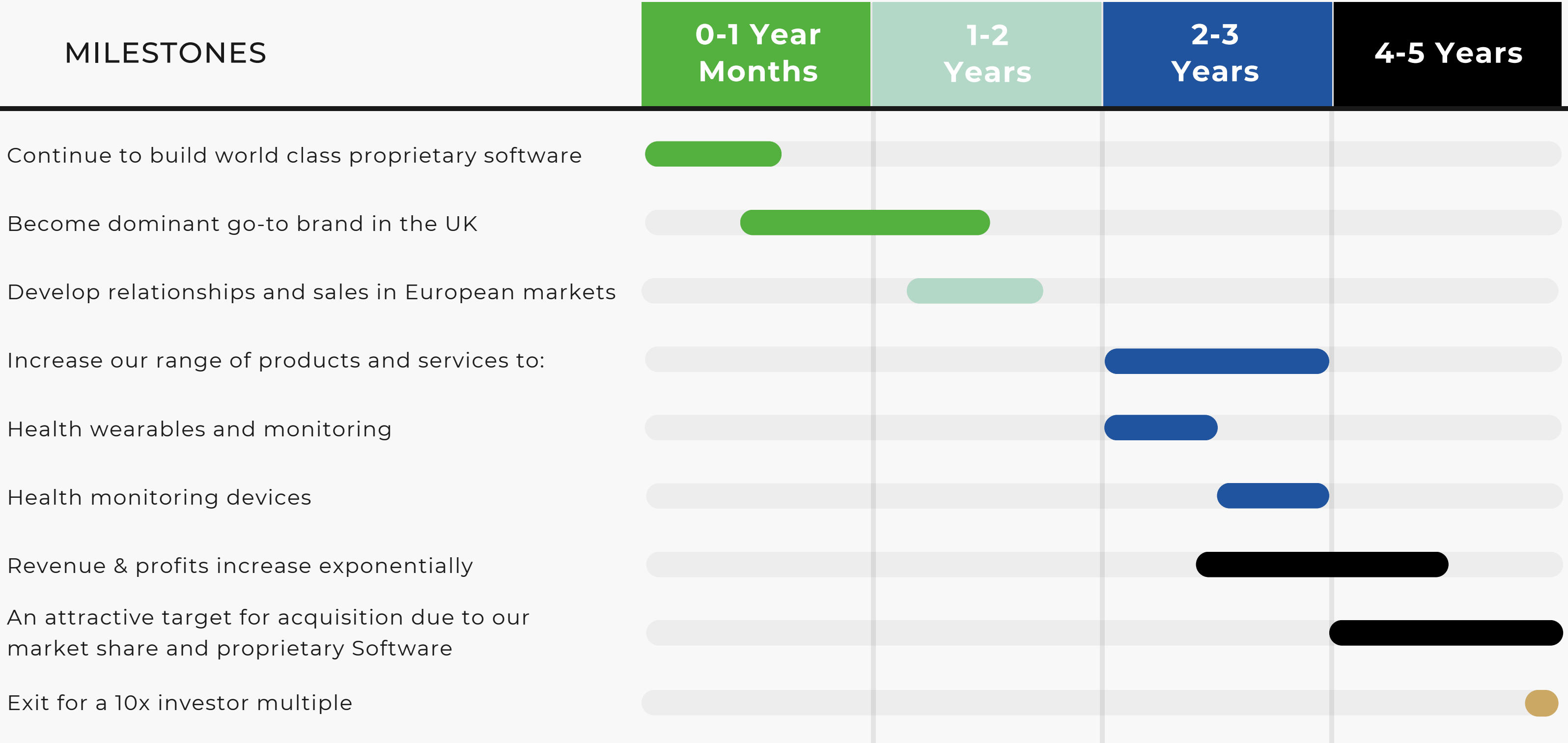
# A Profitable Business Opportunity



**Versatile Revenue Sources (2024-2028)**



# An *Easy* Path To Exit





# Join Our Funding Round

Seeking our first external funding round to continue to scale our growth in a rapidly expanding market with a view to a possible exit in 3-5 years to a major industry player.

## Option A

£300,000 for 10%

## Exit, 3-5 years

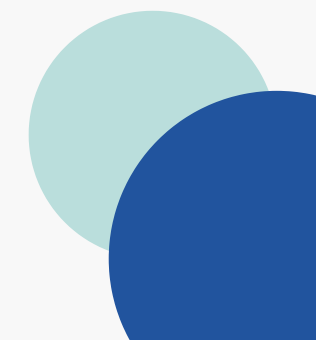
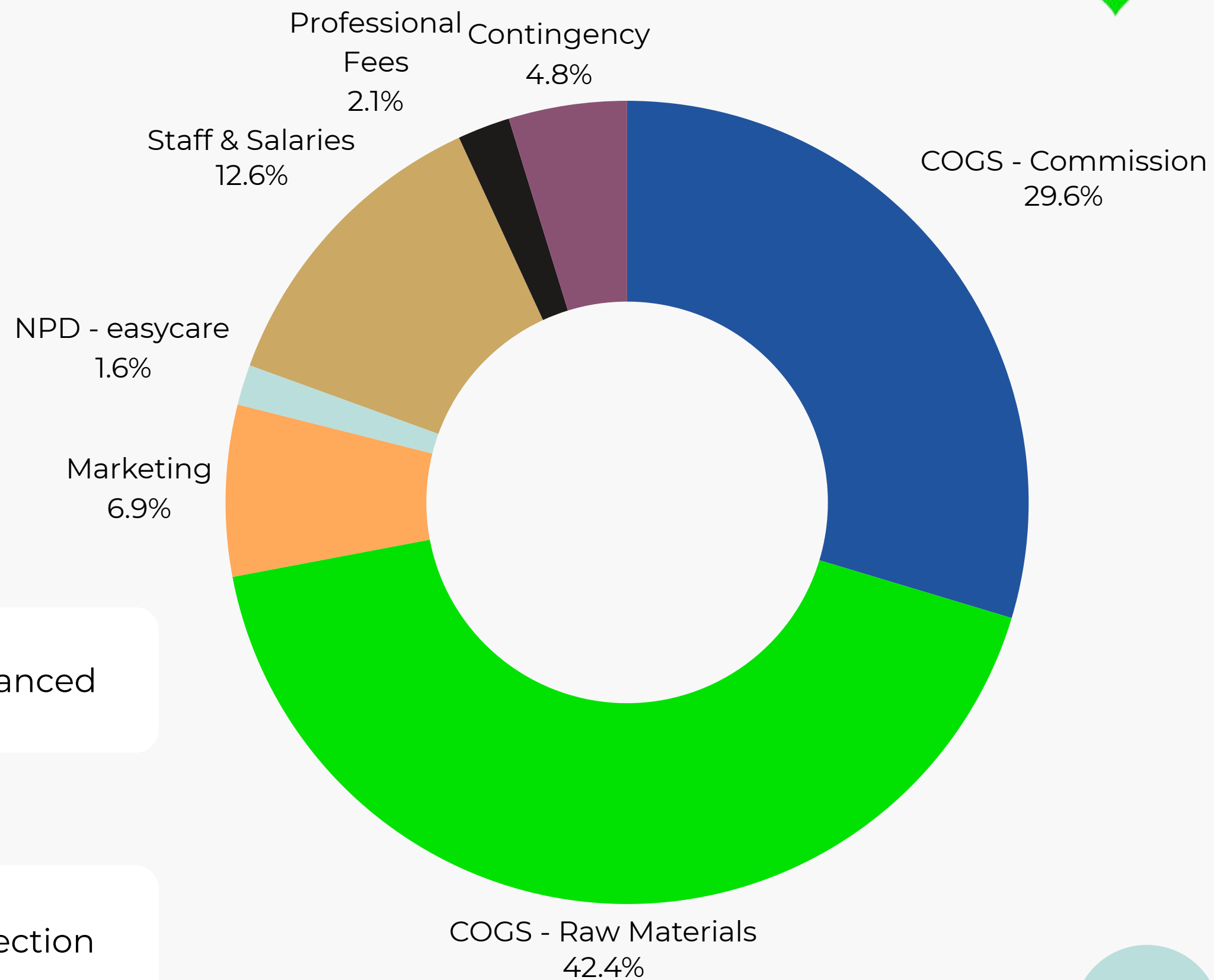
**Exit x 10 Times net earnings based on forecast EBITA**  
**£14 Million**

## S/EIS

Pending Advanced Assurance

## Standard

Investor protection terms





**easyph**♥**ne**<sup>®</sup>  
STAY CONNECTED, STAY SAFE

**Easyphones simply,  
connecting generations  
through technology**

**Interested?  
Get In Touch**

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www.easiphones.co.uk

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