PEAK ATLAS · SEND-OUT DECK · V1.0

One company. One shared reality.

The investment thesis. The product principle. The path to economic scale.

October 21, 2026

Open live pitch (https://investors.peak-atlas.com/en-us/decks/presentation)

01

OUR CONVICTION

One company.
One shared reality.

People and AI acting with the same context.

Through Peak One, Peak Atlas is building a shared operating system for companies. Our thesis: when customers, tasks, documents and decisions are connected, people and AI can execute work with less lost context. Business owners regain visibility and room to act. This product thesis underpins our vision; usage, retention and willingness to pay must demonstrate its economic value.

02

THE SHARED ENEMY

The work between the work.

Search. Copy. Chase. Reconcile.

An offer deadline moves. The calendar, tasks and offer preparation can still show different states. People have to reconnect them by hand. This coordination work is our shared enemy. We want to connect the underlying objects so different views reflect the same business event. Customer research must establish the frequency and cost of this friction in each target segment; we do not claim an unmeasured time saving.

03

THE MOMENT THAT STAYS

Change once.
Stay in context everywhere.

One customer deadline. Three views. The same context.

The guided demo makes the product thesis visible: a customer deadline changes, and Home, a task and offer preparation reflect the new context. Atlas can build on that context while decisions and approvals remain traceable. The demo uses illustrative sample data and does not prove a production customer workflow. In the Tech/Product Deep-Dive, investors examine implementation status, permissions and limitations with the team.

Guided preview · Sample data

"Could we get the offer on Friday? Our team is making the decision earlier."

Before approval	
Customer context	**Monday**
Prepare the offer for Nordwind	**Monday**
Offer draft	**Monday**

After your approval	
Customer context	**Friday**
Prepare the offer for Nordwind	**Friday**
Offer draft	**Friday**

People decide. Context stays connected. Customer context, task and offer draft now show Friday. Nothing was sent.

This interactive product thesis follows the Peak One Home design. The sequence is staged with sample data and performs no actions in the live product.

04

THE PRODUCT THESIS

Many perspectives. One business reality.

Customer → Task → Decision → Outcome

Peak One's architecture principle is one business object, one identity, shared permissions and history. Apps and surfaces expose that reality from different perspectives. The intended value grows as a company uses more connected workflows. This architecture is a reviewable design decision; on its own it does not establish product-market fit, flawless integrations or an already defensible competitive advantage.

05

HOW THIS BECOMES A BUSINESS

Start with value.
Grow with use.

Entry → Recurring use → Expansion

Entry starts with a valuable workflow for a clearly defined customer segment. Additional users, capabilities and usage can expand the relationship. Content and advisory services can support acquisition and implementation. Subscriptions, usage-based revenue and human services are assessed separately. The confirmed referral model adds 15% of every brokered net payment to external providers; total payment volume is not counted as our own revenue. A high recurring software share and attractive margins are goals to prove; no approved revenue evidence is presented here today.

06

THE LONG-TERM SCALE

€100bn needs a model.

Regions × paying customers × annual revenue per customer

We test our long-term ambition from the bottom up: how many companies can we reach in the major regions, what share pays, and what revenue follows from the actual pricing mix? The interactive market model exposes sources, price tiers and assumptions. An assumed revenue multiple converts economic scale into enterprise value. The result is neither a current valuation, a revenue forecast nor a promised investor return.

Illustrative 10× scenario · not a forecast

Paying accounts, approx.	Annual revenue per account	Required annual revenue
4,176,356	€2,395	€10,000,000,000

Current pricing ladder, confirmed by the founder on October 21, 2026. Annual billing, EUR net. Free costs €0 and is not a paid account. Modeled shares are assumptions, not actual bookings.

Plan	Annual price	Modeled share
Lite	€118.80	34.21%
Tools	€238.80	29.7%
Access	€1,198.80	18%
Essentials	€2,398.80	10.19%
Clarity	€5,998.80	3.8%
Mastery	€11,998.80	2.07%
Growth	€29,998.80	1.18%
Leadership	€59,998.80	0.51%
Scale	€149,998.80	0.25%
Enterprise	from €299,998.80	0.07%
Enterprise Plus	from €599,998.80	0.02%

Regional allocation of the target scenario:

Region	Share	Accounts	Package revenue / year
Europe	25%	1,044,089	€2,978,160,973
North America	30%	1,252,907	€4,837,378,912
East & Southeast Asia	20%	835,271	€940,523,195
South Asia	13%	542,926	€462,949,049
Latin America & Caribbean	7%	292,345	€401,521,386
Middle East & Africa	3%	125,291	€141,415,691
Oceania	2%	83,527	€238,533,448

One paid plan per account; regional allocation and plan mix are assumptions. Package revenue includes human services in some tiers. Included seats or services are not counted again. Regions sum to 100%.

Key dependency: Clarity and higher tiers account for **7.89%** of accounts but **76.12%** of package revenue in this mix. Willingness to pay, delivery capacity for included services and margin must support this mix. Until demonstrated, it remains a particularly strong assumption.

15% referral commission: of every brokered net payment to external providers. This base scenario assumes €0 referred payment volume. Only the commission would be added to revenue, never total payment volume. Own plan payments are not third-party referrals.

With a stronger entry-tier mix, the same 10× would require about **18,008,284** paying accounts. The evolution of the pricing mix is therefore a central open assumption.

Customer count and the 10× blended revenue multiple are assumptions, not a forecast or proven market potential. Premium plans include services: this is not a blanket SaaS multiple. Enterprise value is not equity value or investor return.

Sources and definitions in the linked market model: Eurostat (EU), SBA (US), ASEAN, PIB (India), MEMP (Brazil), World Bank/IFC (Africa), ABS (Australia). Different years and definitions; subregions are not complete regional markets and must not be added into a global TAM. Model date: October 21, 2026

Examine regions, pricing and scenarios in the model (https://investors.peak-atlas.com/en-us/opportunity)

07

WHAT SHOULD COMPOUND

More connected context. More lasting value.

Workflow integration · Retention · Repeatable distribution

A larger feature catalogue is easy to count. Our relevant test is whether connected workflows make a company work better over time. That hypothesis must show up in recurring use, expansion, low churn and economically repeatable acquisition. Shared data alone is not a network effect. We assess defensibility through these outcomes and product quality.

08

CONVICTION YOU CAN EXAMINE

Thesis. Demo. Next proof.

Understand it today. Challenge it in the deep-dive.

The public site separates the product thesis, demo and scenario from achieved results. The current investor list is a management-reported communications list, not an audited cap table or payment record. The Commercial Deep-Dive examines market, pricing and distribution assumptions; the Tech/Product Deep-Dive covers architecture, product maturity and execution boundaries. Confidential material is shared in the data room only after access approval.

Current investors & evidence (https://investors.peak-atlas.com/en-us/proof)

Risks & open questions (https://investors.peak-atlas.com/en-us/risks)

09

BUILD THE NEXT STAGE TOGETHER

Understand the thesis. Examine the substance.

Commercial Deep-Dive + Tech/Product Deep-Dive

The next step is a focused investor conversation: commercial and market, product and technology, or both. We record the request and coordinate the appropriate diligence path and data-room access. Funding rounds have a defined monthly window with a firm closing date. A conversation or access request is not an investment commitment; the funding page shows the current dates and conditions.

Request a conversation & data room **(https://investors.peak-atlas.com/en-us/contact?intent=dataroom&deepDive=both&source=sendout-deck)**

Current fundraising windows (https://investors.peak-atlas.com/en-us/funding)

Reading this deck

This public deck explains the investment thesis. It does not replace due diligence or transaction documents. Demo data is illustrative; scenarios are assumptions. An investor conversation or data-room request is not an investment commitment.