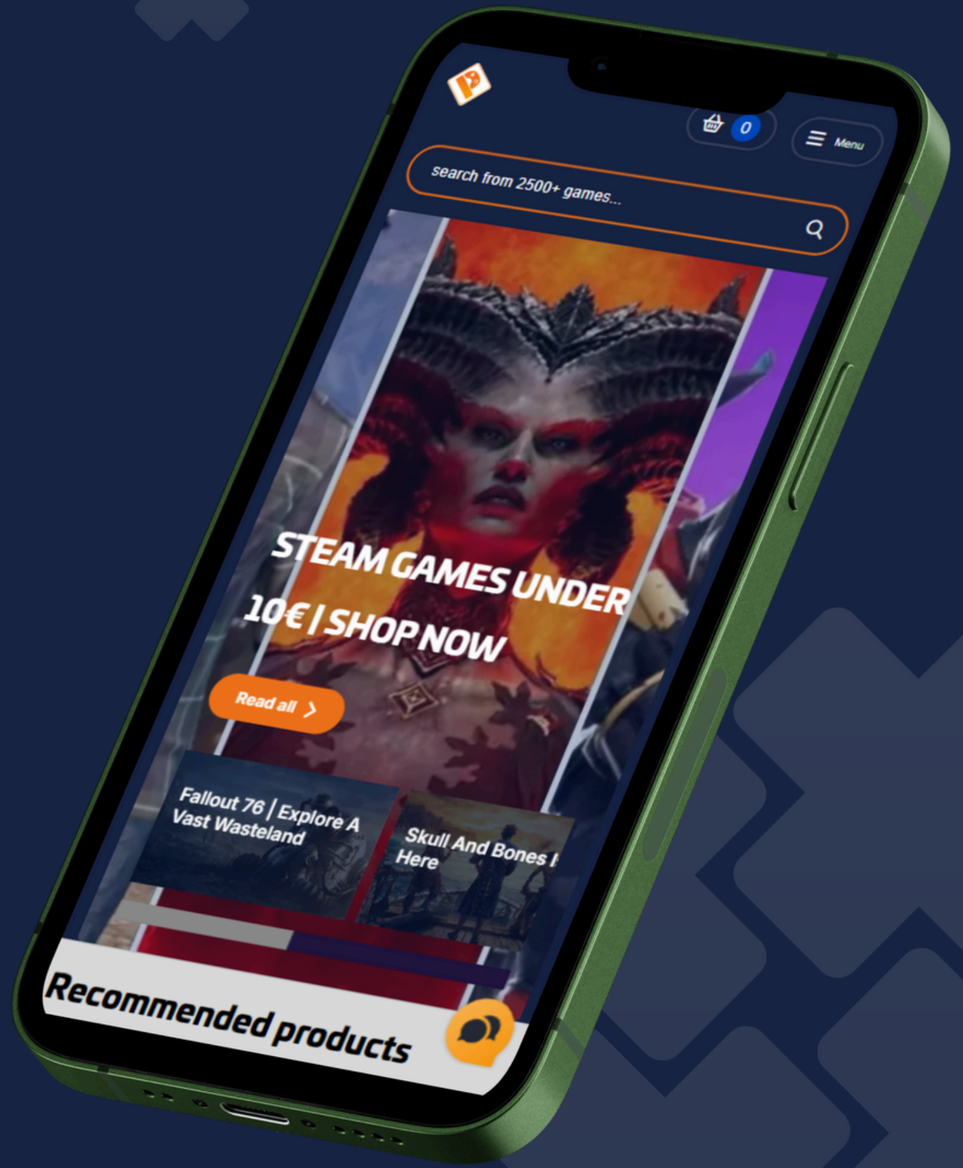


PUNKTiD

Who are we?

An AI-driven marketplace for game keys, subscriptions, and software trusted by 100k+ customers



What do we do?

We provide digital game keys, subscriptions, and software, always at the best prices and availability





We have built Estonia’s largest game code ecosystem, and we are now taking that success story abroad by expanding into new international markets

Our achievements



Up to 2M+ euro yearly revenue

Profitable since 2012

10k+ reviews on Trustpilot with 4.5/5 rating in the Gaming Service Provider category

February 2020
Partnered with Marat Kasparov, early investor in Bolt (€3B unicorn)

Bolt

April 2021
Backed by Change Invest, one of Europe's fastest-growing fintechs

Change

May 2022
First digital codes company listed on Nasdaq

Nasdaq

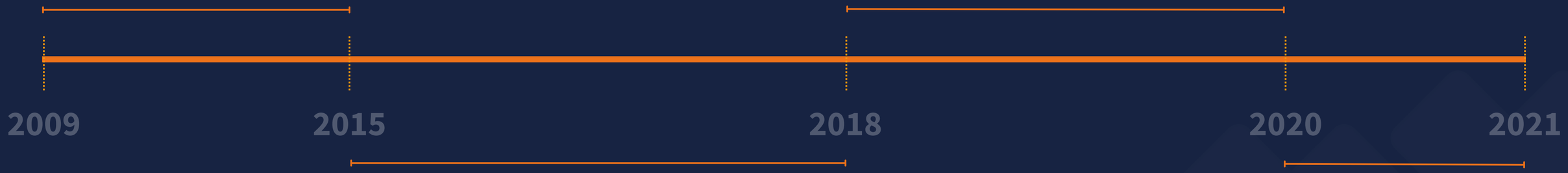
Our timeline

2009 - 2015

- Partnered with **Sony Nordic**
- Reached 5,000 customers

2019 - 2020

- Partnered with Allkeyshop.com
- Won “People’s Choice” award
- Entered the **Latvian and Lithuanian** market
- Complete rebrand & new website
- Reached 40,000 customers
- Earned Successful Estonian company diploma



2015 - 2018

- Opened Tallinn office
- Launched customer loyalty program
- Reached 10,000 customers
- Entered the **Finland market** and opened the Russian domain
- Partnered with Estonia’s top streamer
- Annual **sales €250,000+**

2021

- Secured first investments of €160 000
- Reached **80,000 customers in 109 countries**

Our timeline

2022

- Won “Gazelle” award as one of Estonia’s fastest-growing companies
- **Annual turnover of €2M**
- World’s first digital codes company **listed on Nasdaq**

2023

- Completed full system migration to Drupal 9, ensuring a modern, scalable, and more secure infrastructure
- **Full web redesign** with improved UX & conversions

2024 - 2025

- **Integrated AI** across platform → 24/7 AI chat, semantic search, and AI translations for smarter, faster, more global user experience
- **Germany expansion**. Launched local domain, entered EU’s largest gaming market
- Reached **100k+ customers**



Initial Public Offering

In April 2022 we began the initial public offering of our shares.

The goal was to use the proceedings for technical updates and development of Punktid, expansion of the team and expansion of our marketing and sales activities.

A total of **176,378 shares** were subscribed for during the offering

The total number of share subscribers was **1801**

The proceeds from the offering amounted to **793,701€**

Next goal: scale international revenues & attract strategic partners



Key Team Members



Hannes Niid
Founder and CEO

Hannes Niid – Founder & CEO

- Founder of Punktid (est. 2009)
- 15+ years in gaming e-commerce & partnerships
- Drives strategy, growth, and operations



Kelly Lutta
CMO

Kelly Lutta – CMO

- CMO since 2015, 10+ years in digital marketing
- Leads brand growth & international expansion
- Expert in content, SEO & customer engagement



Tom M. Schenkenberg
CTO

Tom M. Schenkenberg – CTO

- 25+ years in scalable software & cloud architecture
- Extensive startup & tech leadership experience
- Leads tech vision, AI integration & platform scaling

Industry potential

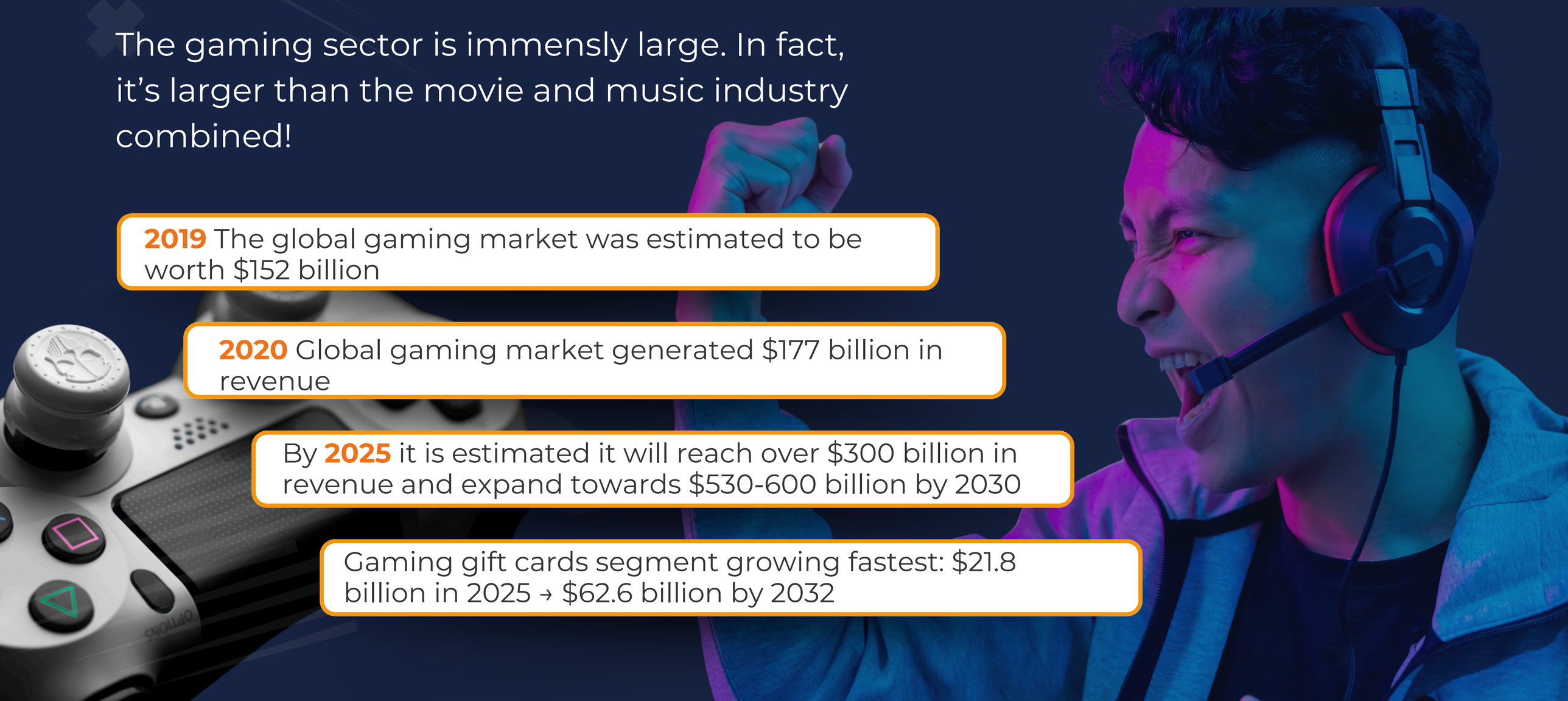
The gaming sector is immensly large. In fact, it’s larger than the movie and music industry combined!

2019 The global gaming market was estimated to be worth $152 billion

2020 Global gaming market generated $177 billion in revenue

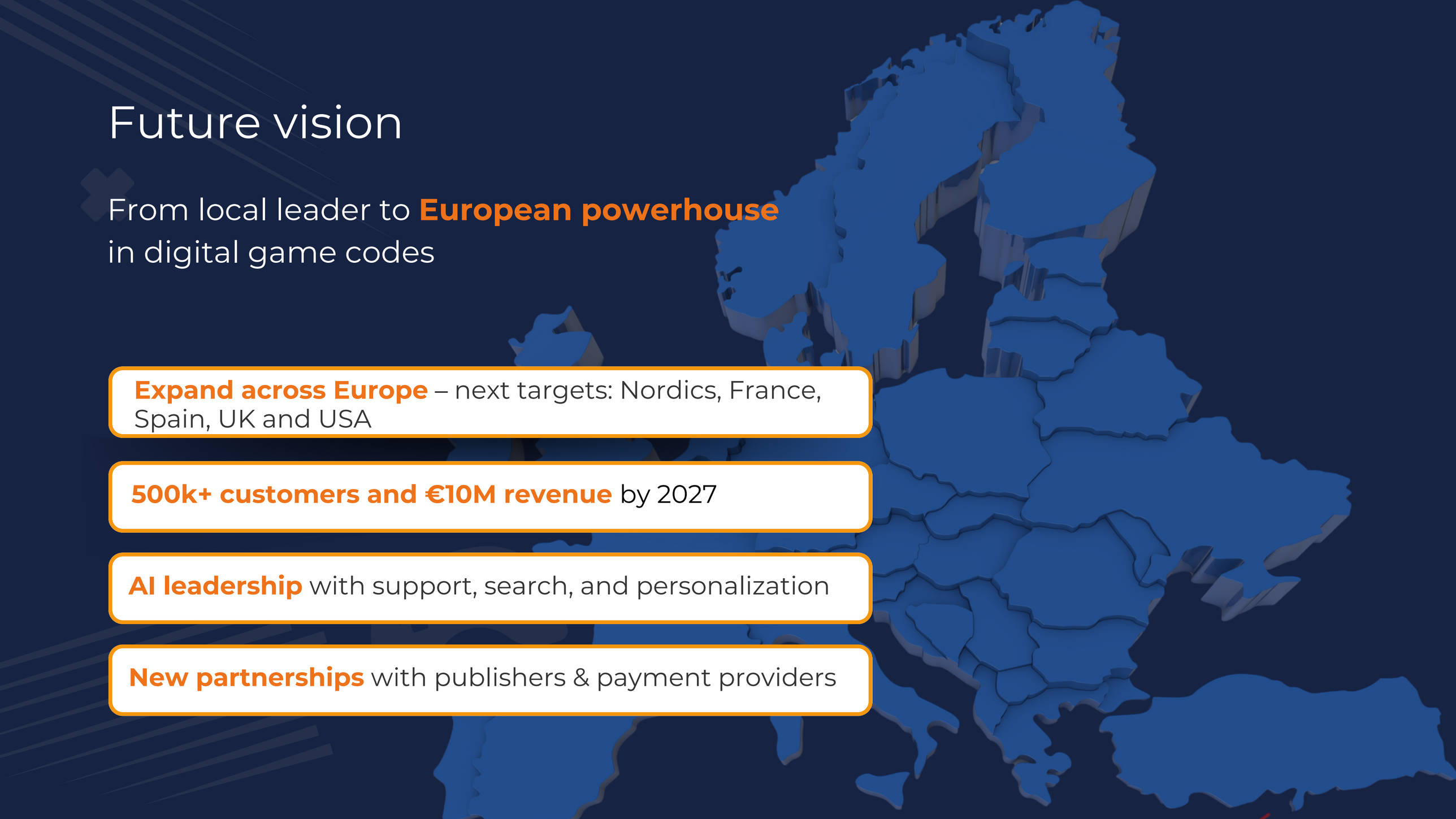
By **2025** it is estimated it will reach over $300 billion in revenue and expand towards $530-600 billion by 2030

Gaming gift cards segment growing fastest: $21.8 billion in 2025 → $62.6 billion by 2032



Future vision

From local leader to **European powerhouse** in digital game codes



Expand across Europe – next targets: Nordics, France, Spain, UK and USA

500k+ customers and €10M revenue by 2027

AI leadership with support, search, and personalization

New partnerships with publishers & payment providers

PUNKTiD



Tom M. Schenkenberg
CTO



Kelly Lutta
CMO



Hannes Niid
Founder & CEO

Nada Shaaban
CS Agent



Alfredo Escandon
Senior CS Agent



Ninoslav Mladenović
SEO Manager



Laura Guitar
Senior Product Manager



Moaz Khalil
CS Agent

Let’s talk

Partner with Punktid.com and become part of digital product marketplace in a fast-growing sector.

We’re open to reseller partnerships, investment discussions, and strategic collaborations across all European markets.

Email: invest@punktid.com
Website: www.punktid.com