



ハイカラ  
**HAIKARA**



# Purpose

We are a digital timepiece for the global citizen.

Our vision is to re-invent the concept of the wristwatch. A timepiece that adapts to your unique self-expression.

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# Distinction

20 interactive faces to match attire with style, seamlessly swapped by swiping the display.

250 watch face designs to download from Haikara's app to the watch.

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# Id and cost

We are not a smartwatch. We are a digital lifestyle, positioned between mechanical and smartwatches.

We manufacture a touch screen of sustainable quality. The competitive price point of 299 - 499 EUR guarantees brand acquisition with no second thoughts.

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# Highlights

- Long battery life from 5 to 7 days (*achieving target*).
- Thinner than competition, under 10 mm (*achieving target*).
  - Intuitive interface.
  - 20 meters water resistant (*achieving target*).
- High resolution display - AMOLED 400 x 400 pixels.



# Recognition

## **Branding**

Social media - Global media coverage - Newsletters  
International distribution - On-line sales.

## **Sales**

**Phase 1** - Service international fashion houses with OEM white label service.

**Phase 2** - Direct sales to end-consumer through Haikara on-line store.

**Phase 3** - Expand globally through whole sale (buyers and distributors).

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# Market potential

Estimated sales of smart watches at 66.7 million units for 2017.  
USD 15.2 billion in market value.





# Founding partners

## **Marcus MANGS / CEO**

+16 years experience in international sales, distribution, channel management, trade marketing & business development in large international consumer goods conglomerates.

- Head of Sales & Business Development / Mozo.
- Director, Investor Relations / Global Oil Shale.
- Sales Director, Export / Iittala Group.
- Business Director, Duty Free & Speciality / Suunto.
- Sales Manager, Scandinavia & The Baltics / Suunto.
- Key Account Manager, Finland / Gillette.

# Founding partners

## **Eero PUNKKA / CTO**

+23 years experience in consumer goods, R&D and technology development. As R&D director at digital watch maker Suunto Oy [www.suunto.com](http://www.suunto.com), Eero developed and launched over 40 Suunto digital sports watches.

- Head of research area / VTT.
- VP R&D / Navigil.
- Technology director, R&D director / Suunto.
- Process development manager / VTI Technologies.
- Research scientist / VTT.

## **Harri KOSKINEN / CDO**

+18 years experience in industrial design for several Finnish and consumer goods conglomerates, including mechanical watch concept design for Japanese fashion house Issey Miyake.

- Owner & industrial designer / Friends of Industry.
- Website [www.harrikoskinen.com](http://www.harrikoskinen.com).

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# Founding partners

## **Kalle VIRTANEN / CPO**

+22 years experience from global high-tech and ICT industries (Nokia and GoerTek) with long track record in sourcing, procurement and manufacturing.

- Director of sales & business development / Mozo.
- Account director / GoerTek.
- Purchasing Manager, audio and packaging materials / Nokia.
- Senior Product Manager / Nokia.

## **David BLINOV / CMO**

+9 years experience in digital marketing, social media, e-commerce and performance marketing.

- Digital marketing manager / BiiSafe.
- Performance marketing manager / Hubchat.
- Marketing and communication specialist / Omegawave.
- CMO, Co-founder / ClipMe.
- Marketing Executive / Living it.

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# Contact us

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