

2023

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AYFIE GROUP

POWERED BY CHATGPT

PRODUCT LAUNCH SUMMER 2023!

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PRESENTATION OF AYFIE GROUP

New product launch

Ayfie Group's 2022 Annual Report highlights its financial performance, key market trends, and upcoming product developments. Up until now, Ayfie has focused on its corporate search software, 'Locator'. The company plans to launch a self-serviced SaaS solution for personal and company use in summer 2023.

Powered by ChatGPT

With this launch, Ayfie is ready to integrate its Private GPT, leveraging the well-known ChatGPT technology by OpenAI.

This integration will enable users to chat with internal data within their respective organizations, upload documents, and provide a unique and efficient way to access information.

Search unstructured data

Ayfie is working on document classification functionality, which uses machine learning to group and sort documents based on unstructured data. The company's solutions help organizations efficiently manage and analyze unstructured data, streamline processes, and maintain compliance with regulatory requirements.

Insight Engines market

Ayfie Group is a provider of AI-driven solutions for transforming unstructured data into meaningful insights, focusing on the Insight Engines market.

PRESENTATION OF AYFIE GROUP

Search various sources

Their technology combines text analytics, natural language processing, semantic analysis, and machine learning to process and analyze vast amounts of structured and unstructured data from various sources.

Increased efficiency

This allows users to quickly and easily find the information they need to make informed decisions, improve efficiency, and maintain compliance with regulatory requirements.

PrivateGPT

With the integration of PrivateGPT, Ayfie takes this to a new level, making it possible to ask questions directly to internal data.

Services work together

Ayfie's technology stack has been refocused to create separate services that can work together or serve specific workflows, making it easier to reach different market areas.

PRESENTATION OF AYFIE GROUP

Plug-and-play & control

Their solutions include Locator for finding and using data, Supervisor for gaining control over data, and AppSearch for a plug-and-play, smart search solution within applications.

Can connect with a vast number of systems.

Ayfie's technology connects to a vast number of data systems, making it a better fit for many customers compared to the competition.

Launching SaaS solution

Key developments for Ayfie include the launch of a fully self-serviced SaaS solution for personal and company use, shifting their business model towards a more scalable approach.

High accuracy

Additionally, the upcoming launch of their document classification functionality utilizing machine learning will enhance the efficiency of document management and analysis and increase the accuracy of data extraction.

AYFIE'S UNIQUE TECHNOLOGY AND APPROACH

Unique technology

Ayfie's unique technology and approach are based on several aspects that set the company apart in the fast-growing markets of insight engines, cognitive search, and enterprise search. Some key aspects include:

Strategic partnerships

1. Ayfie has established strategic partnerships with other companies to expand their reach into new markets. For example, their solutions can integrate with a wide range of data systems, making them highly compatible and accessible for many customers.

Advanced AI systems

2. AI-driven language analysis: Ayfie's solutions leverage artificial intelligence (AI) and natural language processing (NLP) to perform semantic analysis of words, phrases, and their relations. This enables higher quality analysis of unstructured data compared to traditional text analytics solutions that rely solely on machine learning.

Faster & more accurate

3. Advanced algorithms: By combining its language-based text analytics layer with statistical analysis, machine learning, and other advanced algorithms, Ayfie delivers faster and more accurate processing solutions than its competitors.

Scalable products

4. Cloud-first strategy: Ayfie has a strong focus on providing cloud-based, Software as a Service (SaaS) solutions that offer increased flexibility, scalability, and cost-effectiveness to its customers. This makes it easier for businesses to adopt Ayfie's technology and benefit from ongoing updates and support.

AYFIE'S UNIQUE TECHNOLOGY AND APPROACH

High connectability

5. Seamless integration: Ayfie's solutions can connect to a wide range of data systems, making them highly compatible and accessible for many customers. This seamless integration with existing IT infrastructure and various data sources adds substantial value to businesses and users.

Flexible systems

6. Modular services: Ayfie has refocused its technology stack to create separate services that can work together as a whole or serve specific workflows, making it easier to reach different market areas and cater to diverse customer needs.

ChatGPT integration

7. ChatGPT Integration: Ayfie's plan to integrate its Private GPT based on the well-known ChatGPT positions the company at the forefront of AI-driven language models and human-AI interaction.

Sales channels in place

8. Ayfie also works with partners who have established customer relationships in specific industries or geographies, providing them with a ready-made sales channel for their solutions.

AYFIE AND CONNECTABILITY

Ayfie Group offers various solutions that can integrate with a wide range of systems, including:

- | | |
|-----------------------|--|
| DMS systems | 1. Document Management Systems (DMS): Ayfie can integrate with popular DMS like SharePoint, Documentum, iManage, NetDocuments, etc. |
| eDiscovery platform | 2. eDiscovery platform such as Relativity, Concordance, Ringtail, etc. |
| CRM systems | 3. Customer Relationship Management (CRM) systems like Salesforce, Microsoft Dynamics, etc. |
| Business intelligence | 4. Business Intelligence (BI) tools like Tableau, Power BI, etc. |
| Content management | 5. Content Management Systems (CMS) like Drupal, WordPress, etc. |
| Data warehousing | 6. Data Warehousing and Analytics with big data platforms like Hadoop, Spark, etc. |
| API connectors | Ayfie has developed APIs and connectors that enable integration with these systems, enabling its solutions to work seamlessly with a wide range of applications. |

AYFIE'S GROWTH POTENTIAL

Unique systems and growth

Ayfie's growth potential lies in its unique technology and approach, which combines AI-driven language analysis, a cloud-first strategy, and a focus on delivering flexible and scalable solutions.

Capitalize API

The Company will also be able to capitalize on its API based and modularized technology. Which again open its potential integrating many future AI based products and technologies.

Scalability = Potential

The scalability and integrality of Ayfie Group's products provide significant potential for growth for the company. By integrating with a wide range of systems, Ayfie Group can offer its services to a larger customer base, including clients in various industries and sectors. This will help the company to expand its market reach and increase its revenue streams.

Insight Engines is huge

The company operates in the growing Insight Engines market, which is expected to reach USD 3,578 million by 2027, registering a CAGR of 25%.

Product launch in summer

The new product launch enables Ayfie to capitalize on the rapidly growing markets of insight engines, cognitive search, and enterprise search. As I see it this is Ayfie's key to success.

FUTURE OUTLOOK AND CONCLUSION

Not a pop-up

I find it very interesting that Ayfie Group is not a pop-up company that has been started to ride the ChatGPT wave. The company has a long history and experience of managing data and search capabilities.

ChatGPT = New level products

The ChatGPT is giving Ayfie Group added value and the possibility to take their products to a new level of scalability.

And this is the key point that makes this investment case very interesting and potentially lucrative.

Significant growth potential

Ayfie Group's upcoming product launch, along with its unique technology and approach, offer significant growth potential in the rapidly expanding markets of Insight Engines, Cognitive Search, and Enterprise Search.

Scalable is the key for growth

By focusing on AI-driven language analysis, advanced algorithms, cloud-first strategy, seamless integration, and modular services, delivering flexible and scalable solutions Ayfie is well-positioned to capture new opportunities and outperform its competitors.

Innovative solutions

Moreover, the company's plans to integrate ChatGPT into its technology stack will further enhance its ability to provide innovative solutions, enabling users to interact with internal data in a more intuitive and efficient way.

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FUTURE OUTLOOK AND CONCLUSION

Markets reception

However, Ayfie's success largely depends on the market's reception of its new products, as well as its ability to continue innovating and adapting to changing market needs.

High risk

Investors should be aware of the risks associated with investing in a company operating in a highly competitive and rapidly evolving market.

If Ayfie fails to deliver on its product launches or cannot maintain a competitive edge, the downside could be significant.

Substantial upside

Nonetheless, if the company can successfully execute its growth strategy and capitalize on its unique technology and approach, Ayfie Group has the potential to become a leading player in the Insight Engines, Cognitive Search, and Enterprise Search markets, offering substantial upside for investors.

THE BOARD OF DIRECTORS

The Board emphasizes growth and innovation as key components of Ayfie's strategy.

Confident

The company achieved several milestones, such as the introduction of an AI-based API set and the launch of a self-serviced SaaS solution. The Board is confident in Ayfie's potential for growth and scalability in 2023 and beyond.

THE BOARD MEMBERS:

The board members of Ayfie Group AS are as follows:

1. Lars Rahbaek Boilesen - Chairman
2. Jostein Devold - Board Member
3. Martin Nes - Board Member
4. Lars Nilsen - Board Member
5. Jan Christian Opsahl - Board Member
6. Øystein Stray Spetalen - Board Member.

Outstanding quality

The board comprises individuals with a wealth of experience and expertise from various industries, who play a crucial role in guiding and governing the company's strategic direction, ensuring its growth and success.

The board's quality is outstanding.

IS THE STOCK CORNERED?

Let's take a closer look at ownership and assume that the company will succeed with its product launch this summer, experiencing increased growth in the second half of the year and beyond into 2024 and 2025.

The company has 14 million shares, 40% of which are directly linked to the board members.

64 % shares is "locked"

The market cap currently stands at 152 million at 11 kr. If we include other well-known investors who are unlikely to sell during this critical product launch, +64% of the shares are effectively "locked."

We have learned that it only took 8 days of low turnover to propel Ayfie's stock from NOK 4 to NOK 16.

Cornered?

This indicates that the stock may be "cornered," and with the company not needing to raise funds in 2023, this can create a steadier uptrend.

New products is the key

As I see it, the key factor is whether the company can succeed with its product launch and continue to produce new scalable products, concepts, and show growth in the second half of 2023 and beyond.

If so, even with moderate multiples, the company could experience a very strong rise in market capitalization.

If success the upside could be several 100 %.

The potential for this share could be several hundred percent. However, if the products fail, the downside risk is substantial, and the company may face phase-out.

IS THE STOCK CORNERED?

April 2023: The rally phase:

Day 1: NOK 4.5 - 50k shares (+2%)
Day 2: NOK 6 - 66k shares (+33%)
Day 3: NOK 7.30 - 347k (+21%)
Day 4: NOK 8.50 - 139k (+16%)
Day 5: NOK 7.50 - 34k (-12%)
Day 6: NOK 8.21 - 91k (+10%)
Day 7: NOK 11.30 - 333k (+37%)
Day 8: NOK 11.30 - 942k (+24%)

The following correction over last 7 days:

Day 1: NOK 10.5 - 306k shares (-25%)
Day 2: NOK 10.00 - 250k shares (-5%)
Day 3: NOK 8.52 - 68k shares (-15%)
Day 4: NOK 9.25 - 42k (+8.5%)
Day 5: NOK 8.99 - 29k (-3%)
Day 6: NOK 9.80 - 37k (+9%)
Day 7: NOK 10,88 - 57K (+11 %)

Only 1.3 million shares were needed to cause a 100 % increase in the share price in just two days.

The issue in the short term was that the rally went too far, and the stock became top-heavy as the herd's radar kicked in above 12.50. They began to buy with greater volume late in the advance, purchasing 333k + 942k shares in just over two days, causing the price to peak at 15.80.

When the momentum slowed, the stock corrected quickly because investors were locked in at high prices. The stock has still not reached the mainstream radar.

During the correction, over 732k shares have already been traded; meaning much of this resistance overhang has been absorbed. This decline presents a good opportunity to buy the stock at a lower price.

I have to stress because of the poor liquidity the risk is consequently very high. However, if you believe that the company will succeed with the product launch and the customers will find the products useful, this could be *THE CASE* of 2023.

TECHNICAL STOCK ANALYSIS OF AYFIE GROUP

Due to weak liquidity, we cannot use technical indicators in the traditional sense to predict Ayfie's price development. However, we can use technical analysis to identify changes in trend and stock behavior patterns.

In the short term, the volume pattern is the most important indicator as it suggests that the share may be in the initial phase of gaining increased focus.

The share price rose from NOK 4 to NOK 15.80, and many retail investors entered the market between NOK 10 and NOK 15.80, with the majority entering between NOK 14 and 15.80.

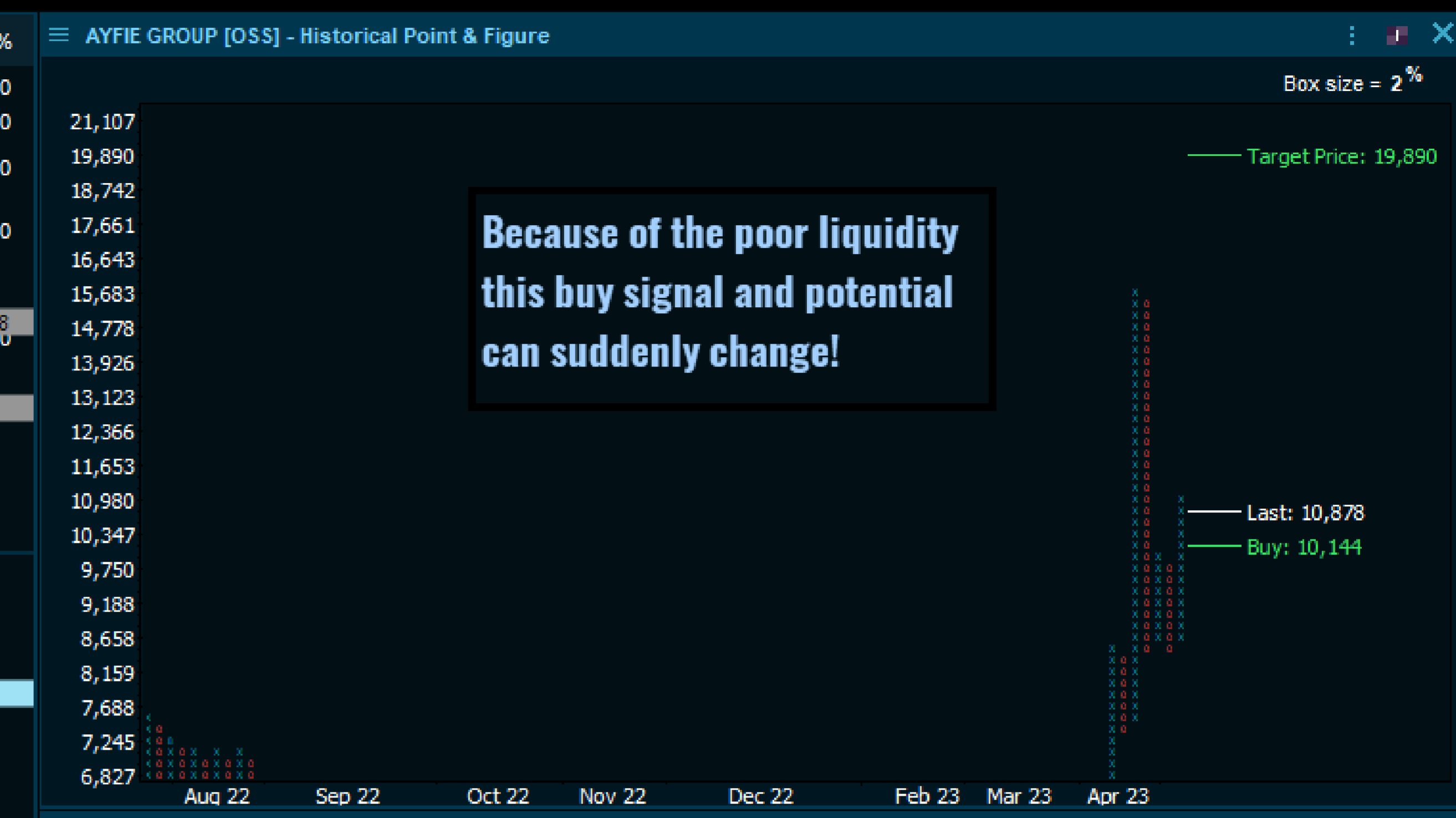
This made the stock top-heavy and prone to correction when momentum waned.

Essentially, too many retail investors entered at high prices, creating new opportunities to buy the stock at a lower price. The share price has since corrected down approximately 50% of the rise, which is in line with traditional technical analysis behavior.

If larger buyers enter the market and starting to accumulate shares over time, this could create a stronger and more persistent uptrend.

I expect that the share will receive more attention in the lead-up to the product launch. It is worth noting that the company is currently priced at only 150 million.

TECHNICAL STOCK ANALYSIS OF AYFIE GROUP



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