

INVESTOR DECK · OCTOBER 2026

Who's going out *tonight?*

YesTonight is the dating app for meeting people nearby the same evening. No endless swiping: see who is out tonight, chat, meet.

Raising €250,000

Convertible (SAFE-style) · valuation set later

City Dev BV

THE PROBLEM

Dating apps became *pen pals*

Weeks

of swiping and chatting before a first meeting, if it ever happens.

Fatigue

People are tired of profiles that never turn into plans. Spontaneous evenings get no app.

Tonight

The moment people actually want company (out tonight, new in town, after work) is the one the big apps ignore.

The market rewards apps that keep you swiping. We built one that gets you off the app and out the door.

THE PRODUCT

Out tonight → chat → *meet*

1

Say you're out

One tap: "I'm going out tonight".
Your profile shows up for people nearby.

2

See who's around

A feed of people near you,
sorted by who is out right now
and who is online.

3

Chat without a match

Write first, no mutual swipe
needed. Free chats every day.

4

Meet the same evening

Events and venues nearby,
safety tools, and the chat turns
into a plan.

BUILT FOR EVERY ORIENTATION

Women, men and non-binary people looking for whoever they want, with blocking, reporting, moderation and verification built in.

EVERYWHERE

Web app, Android and iOS, 44 languages,
local prices in 60+ countries.

Built, launched, *ready to scale*

Live

Web app live · Android & iOS apps built

44

Languages at launch

60+

Countries with local prices

4,300+

Partner contacts in 53 countries

DONE

- Full product: feed, chat, photos, events, safety, payments
- Stripe checkout with local prices, Google Play billing
- Partner program with dashboard and payouts
- Automated partner outreach with verification and unsubscribe

HONEST NOTE

We launched this month. User numbers are early, so the model on the next slides uses **published industry benchmarks** plus our own partner targets, each clearly labelled. Investors get our real numbers every month from day one.

BUSINESS MODEL

Free to meet. Pay to *go faster*

WHAT MEMBERS BUY (US PRICE, EVERY COUNTRY GETS A LOCAL PRICE)

1 chat	\$1
5 chats	\$4.50
20 chats	\$15
Unlimited, 24 h	\$20
Hide my profile, 7 days	\$5
Hide my profile, 30 days	\$20

FREEMIUM

Free daily chats keep the network full. Paid chats, unlimited days and privacy (“hide my profile”) monetize the most active members.

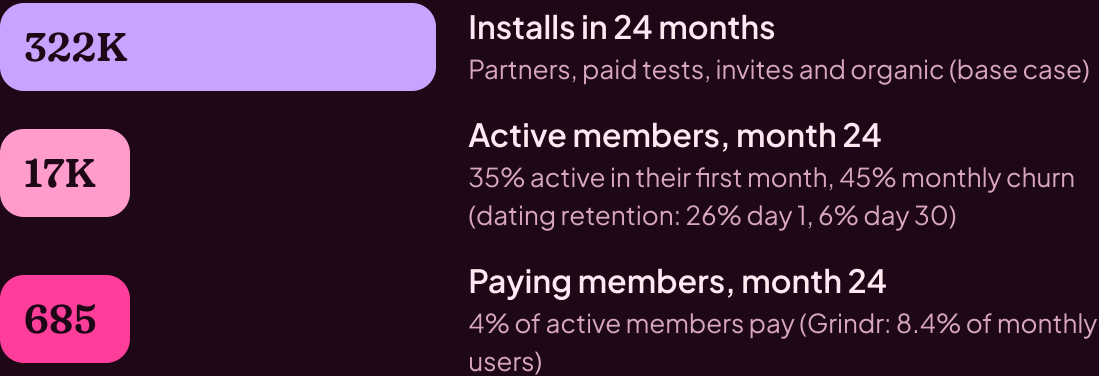
LOW-COST GROWTH

Partners (creators, promoters, venues) earn a fixed amount per new paying customer: we pay for results, not for clicks.

NET REVENUE

About 68% of gross after store and card fees, partner payouts and VAT (blended assumption).

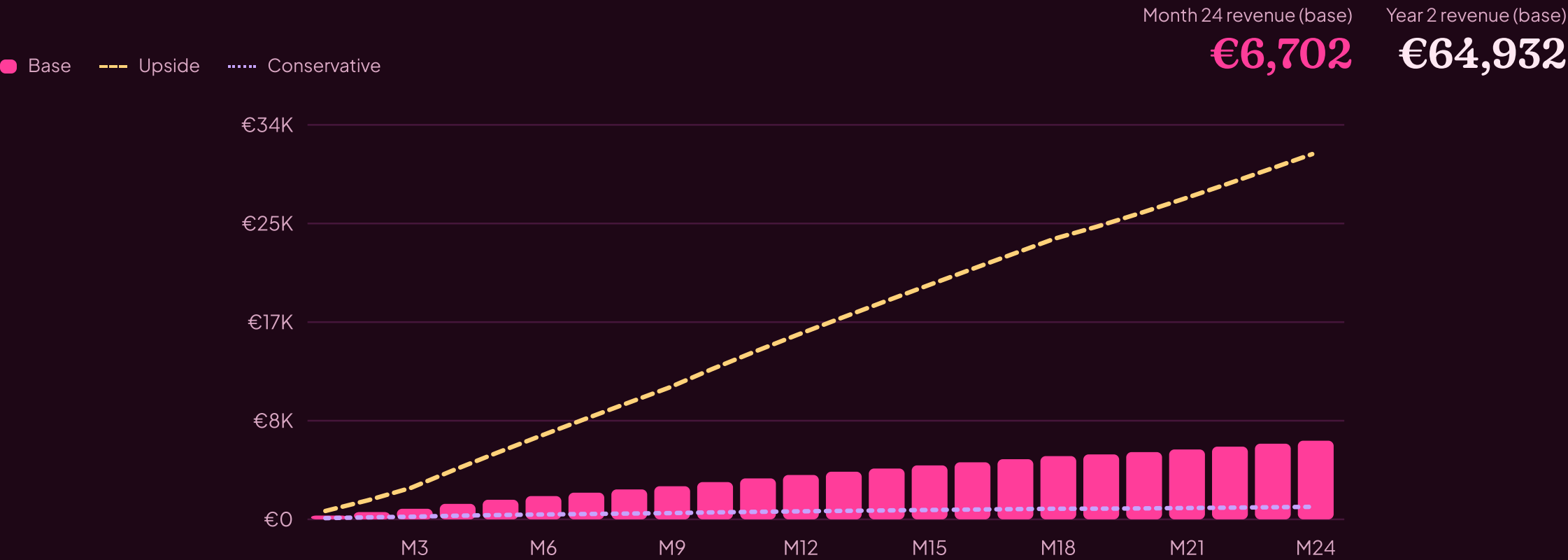
From install to *paying member*



SCENARIOS			
	Cons.	Base	Upside
Paying share	2%	4%	6%
Spend per payer / month	\$8	\$11	\$14
Cost per install	\$3.6	\$2.7	\$2
Partner installs, month 24*	10K	20K	40K
Monthly churn	55%	45%	35%

Benchmarks: Match Group, Bumble and Grindr filings (2025), Liftoff (cost per install), Adjust (retention). Spend per payer is set well below Tinder (\$17.63) and Hinge (\$32.96) because our prices are small. *Partner volume is our own target, not a benchmark.

Revenue grows with *every city*



Installs = partners (ramp to 10K / 20K / 40K a month) + paid tests (marketing budget ÷ cost per install) + organic. Revenue = active members × paying share × spend per payer.
Projections, not promises.

WHAT HAS TO BE TRUE

Grow through partners, *not ads*

A PAYING MEMBER BRINGS

~\$22

net, over ~3 paying months (base case)

THROUGH A PARTNER

\$5

fixed payout per new paying customer:
profitable from the first purchase

THROUGH ADS

\$36–117

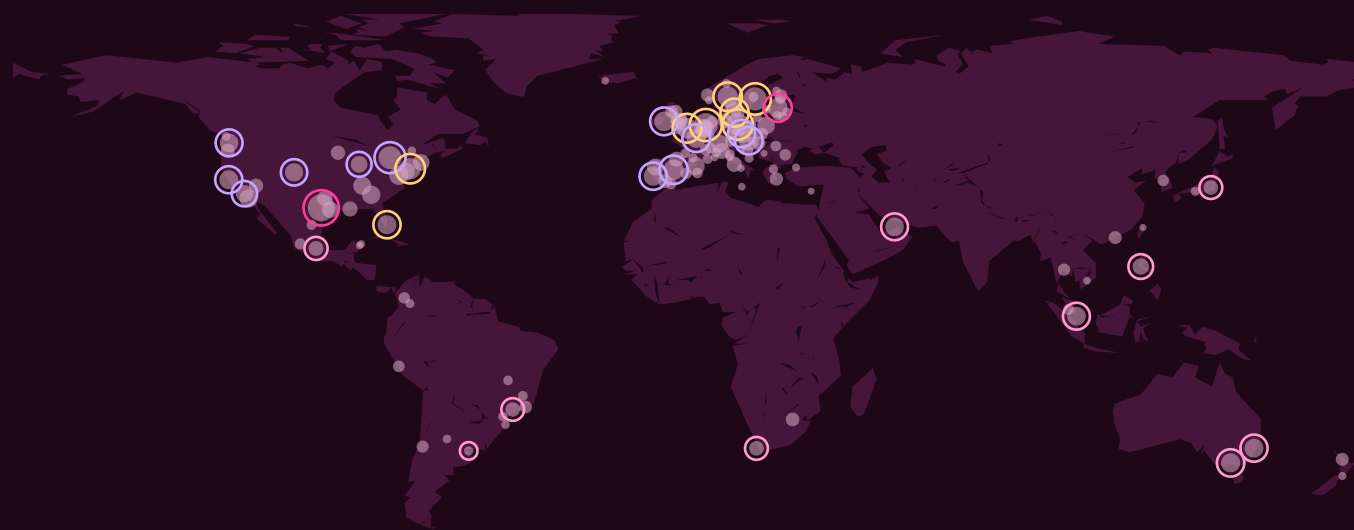
cost per first purchase for dating apps (US–
Europe, Liftoff): ads only for tests

MILESTONES WE REPORT AGAINST (BASE → UPSIDE)

After	Active members	Paying members	Monthly revenue	Cities
Month 6	5,060 → 9,489	202 → 569	€1,982 → €7,094	8
Month 12	9,654 → 21K	386 → 1,262	€3,780 → €15,728	25
Month 18	14K → 32K	550 → 1,921	€5,389 → €23,930	45
Month 24	17K → 42K	685 → 2,499	€6,702 → €31,135	60

GO TO MARKET

City by city, *through people locals trust*



- Partner contacts (dot size = count)
- Launch
- Wave 1 · months 4–6
- Wave 2 · months 7–12
- Wave 3 · months 13–24

4,331

partner contacts already collected in 145 cities, 53 countries

PLAYBOOK PER CITY

- Local creators & nightlife promoters as paid-per-result partners
- Venues and events: “who’s here tonight”
- Small paid tests, then scale what converts
- Invite-a-friend: both get free chats

24-MONTH ROADMAP

From 2 launch cities to 60+



USE OF FUNDS

Every euro goes into *growth*



- **50% · Marketing & partners (€125K)**
Creator & affiliate payouts, paid tests per city, local events
- **25% · Product & engineering (€63K)**
iOS launch, matching & safety features, performance
- **15% · Trust, safety & support (€38K)**
Moderation, verification, multilingual support
- **10% · Legal, finance & ops (€25K)**
Compliance (DSA, GDPR), accounting, payments

Released in stages: marketing money moves to the next wave of cities only when the previous wave hits its targets (active members and cost per paying member).

Invest now, *price later*

€3,000,000

Valuation cap: the most you will ever pay per share, however high the next round is priced.

20%

Discount on the next round's share price, if that is better for you than the cap.

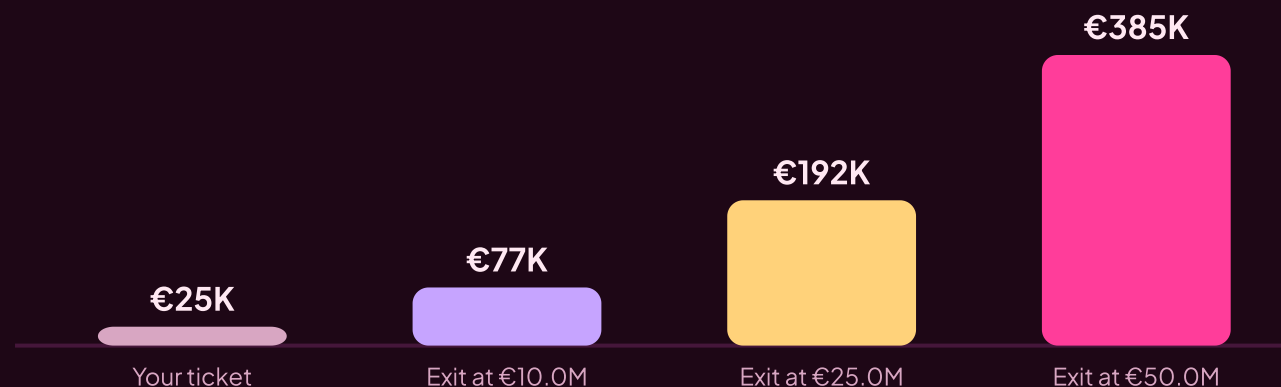
€10,000

Minimum ticket. Round size €250,000.
Convertible agreement with City Dev BV.

- No interest, no repayments: all money goes into growth
- No priced round within 36 months: converts at the cap

- Converts into shares at the first priced round
- Monthly KPI report, quarterly investor update

What a €25,000 ticket *can become*



WAYS OUT

Sale of the company before conversion: you get the higher of your money back or the value of your shares at the cap.

After conversion: sell with the founders (tag-along) in an exit, or to new investors in a later round (secondary).

Wind-down: SAFE holders are paid out before the founders.

At the cap a €25,000 ticket is about 0.77% of the company. Value at an exit, before dilution by later rounds. Illustration, not a forecast.

Small team, *shipping fast*

Jev Karelins

Founder

Tech lead and product builder (techlead.fit). Designed and built YesTonight end to end: web, Android, iOS, backend, payments and growth automation.

City Dev BV

The Netherlands

Investors sign a convertible agreement with City Dev BV. The round funds the first hires: community & partnerships, trust & safety, and growth marketing.

Join us for *tonight*, and the next 24 months.

€250,000 convertible round · cap €3,000,000 · tickets from €10,000 · jk@techlead.fit · yestonite.com

This presentation is for information only and is not an offer of securities or an invitation to invest. Any investment is made only under a signed agreement with City Dev BV and the documents required by law. Projections combine industry benchmarks with our own partner targets (2,357–23K installs per month in the base case) and may differ materially from actual results. Investing in a young company carries a high risk; you can lose all the money you invest. Let op! U belegt buiten AFM-toezicht. Geen prospectus vereist voor deze activiteit.