



NFC – INTELLIGENCE EVERYWHERE

DNB Nordic TMT Conference
August 29th, 2018

Safe Harbor Statement

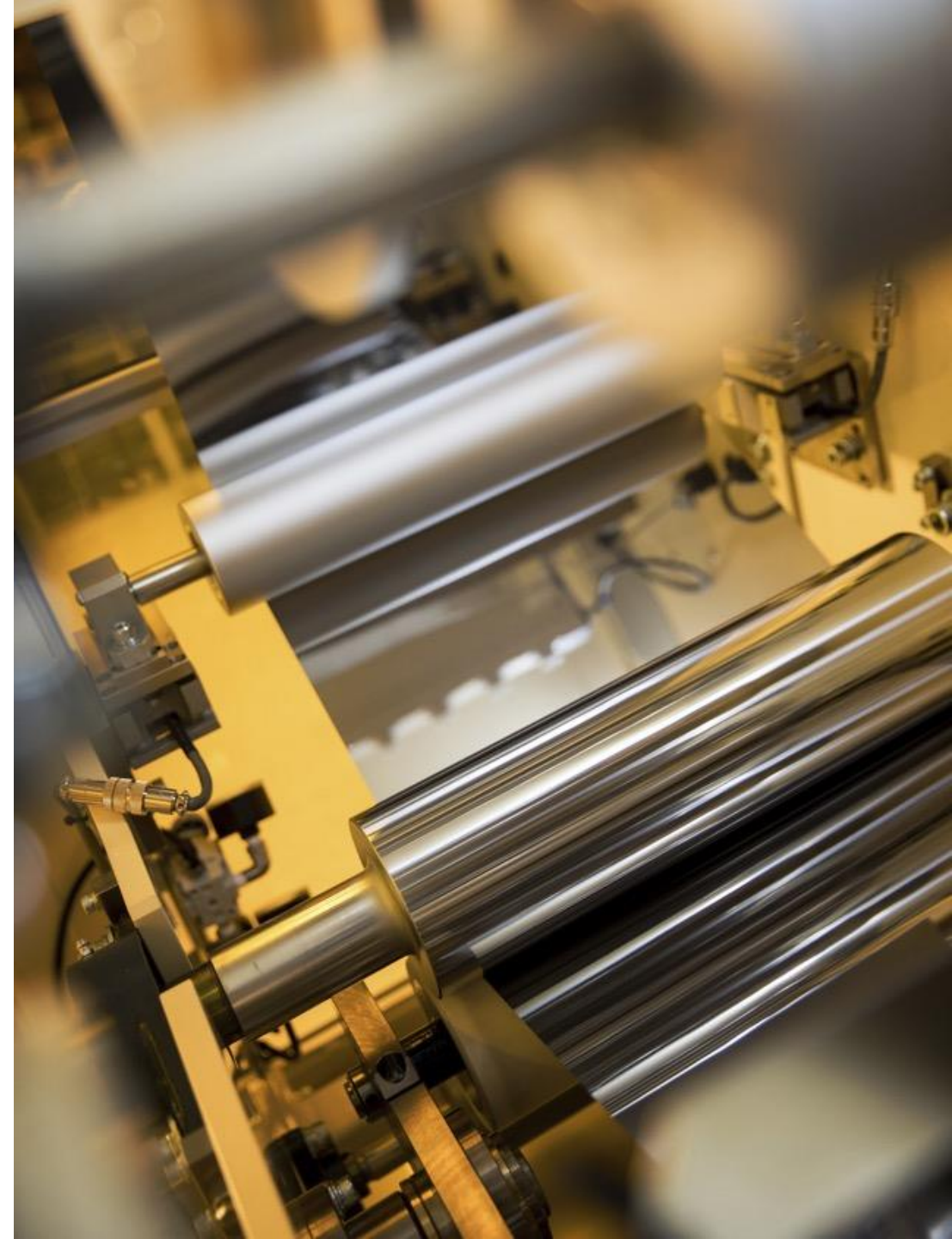
This report includes forward-looking statements covered by the Private Securities Litigation Reform Act of 1995. Because such statements deal with future events, they are subject to various risks and uncertainties and actual results for fiscal year 2018 and beyond could differ materially from the Company's current expectations. Forward-looking statements, including estimates of capacity, selling price and other material considerations, are identified by words such as "anticipates," "projects," "expects," "plans," "intends," "believes," "estimates," "targets," and other similar expressions that indicate trends and future events.

Factors that could cause the Company's results to differ materially from those expressed in forward-looking statements include, without limitation, variation in demand and acceptance of the Company's products and services, the frequency, magnitude and timing of raw-material-price changes, general business and economic conditions beyond the Company's control, timing of the completion and integration of acquisitions, the consequences of competitive factors in the marketplace including the ability to attract and retain customers, results of continuous improvement and other cost-containment strategies, and the Company's success in attracting and retaining key personnel. The Company undertakes no obligation to revise or update forward-looking statements as a result of new information, since these statements may no longer be accurate or timely.

Thinfilm financial reports may be accessed via the following web page:
<http://thinfilm.no/investors-reports-and-presentations/>

Thin Film Electronics ASA

- Publicly listed
 - Oslo Stock Exchange (THIN)
 - OTCQX Marketplace (TFECY)
- The only global pure-play NFC solution provider
- Over 30 in-market deployments with leading brands across a range of industries
- Unique scalable, cost-effective and environmentally friendly manufacturer of NFC devices
- 302 total patents & patent applications
 - 195 registered patents
 - 107 patent applications
- Silicon Valley fab for ultra scale, roll-based manufacturing of printed electronic devices
- 175 employees worldwide as of June 30, 2018
- Sales offices in San Francisco, London, Hamburg, Singapore, and Shanghai



Thinfilm's focus

PRIMARY USE CASES

Mobile
Marketing



Product feature
improvement



COMPETITIVE ADVANTAGE



Software managing unique
IDs in the Billions



Low Capex / Low Opex -
Scalable production



Complete
solution

The key to Thinfilm's success is to drive scalable implementation on-package at a cost point brands can afford



Annual Production Capacity of

7 Billion

through additive manufacturing

Market and manufacturing update

- Thinfilm depends on industry acceptance of the Tag-Talk First “Unidirectional Protocol”
- Thinfilm - along with a consortium of co-sponsors - submitted the protocol for standardization in June
- R2R production also commenced in June, but completion of the first fully roll-processed lots pushed to September
- NFC R2R partial production start is expected to begin on-schedule at end-Q3, but delays of a critical tool will require additional time for lot completion



What makes NFC Mobile Marketing valuable for consumers?



82 % of consumers use their smartphone to help make purchase decisions in-store¹



77 % of consumers use phone in-store to seek product reviews



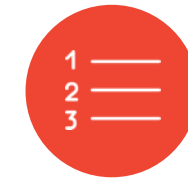
We are now in the era of the connected consumer

What an integrated NFC solution deployment provides

- 1st-party data
- real-world product interactions
- brand/customer connection throughout the consumer journey
- actionable insights
- enhanced consumer experience



of Taps



Tap Sequence



Unique Tag ID



Date/Time



GPS Location (when granted)

The conversation continues well beyond point-of-purchase



2x interaction compared to other on-product approaches



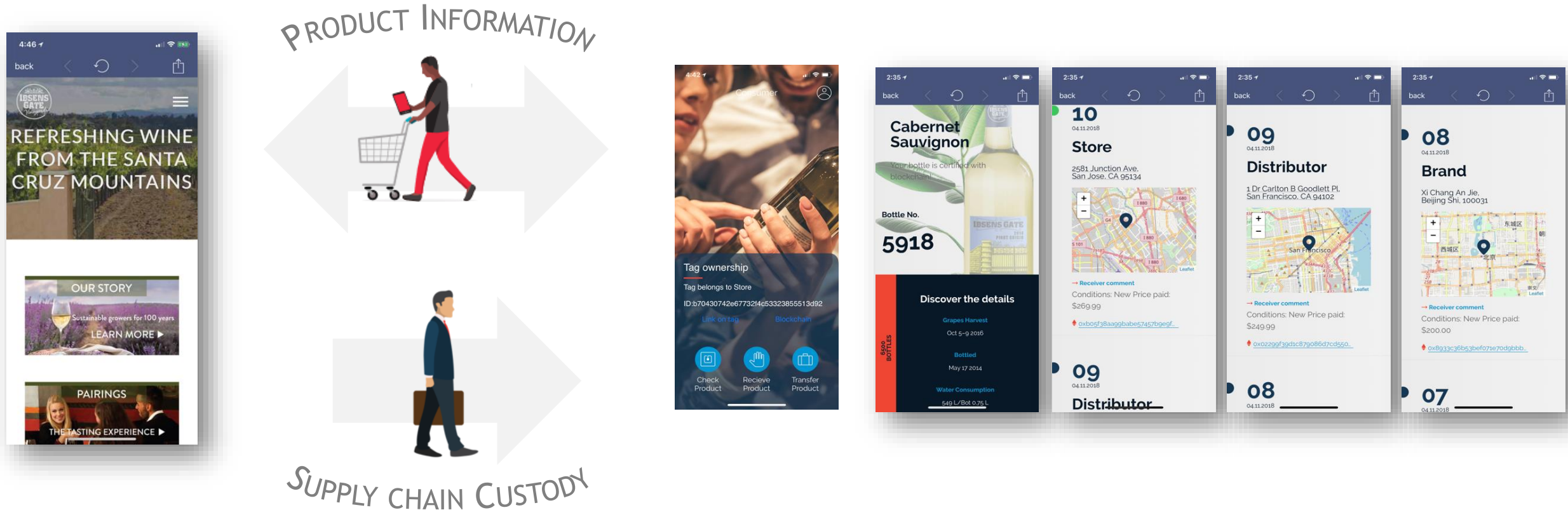
Consumers who tap NFC spend **3x more time onsite** than clicking ppc/social ads



1-in-3 consumers **interact 2+ times** from 2+ geographic locations



NFC-integrated Mobile Apps also leverage Blockchain services



Smart contract use case using Blockchain services

Tap to receive and return

1

INPUT

- Time of order placement
- Price
- Expected delivery
- Delivery location

CONSUMER ORDERS THE PRODUCT



RETAILER RECEIVES THE ORDER



2

TRIGGER

- At desired location?
- Within expected delivery?
- Correct product?

BOTH PARTIES CONFIRM DELIVERY



ORDER IS SENT



3

OUTCOME SCENARIOS

PAYMENT
RELEASED IN FULL

PENALTY
REBATES

PRODUCT
RETURN



Buyer Value

Increased security

Reduced friction

No receipts



Seller Value

Quicker access to funds

Reduced paperwork

Reduced dispute handling

Thinfilm has the highest number of branded-goods NFC deployments in-market globally

CAMPARI.



KILCHOMAN



YUNI



NFC provides actionable B2B & B2C insights





Thank You

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