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REACH

SONAE.MC Challenge
Bilbao, 29th September 2022

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Incentive Marketing

Business Model & Plan

Vouchers &
Gift Cards are a

\$615 Billion

Yearly market...





...with a 30% of waste

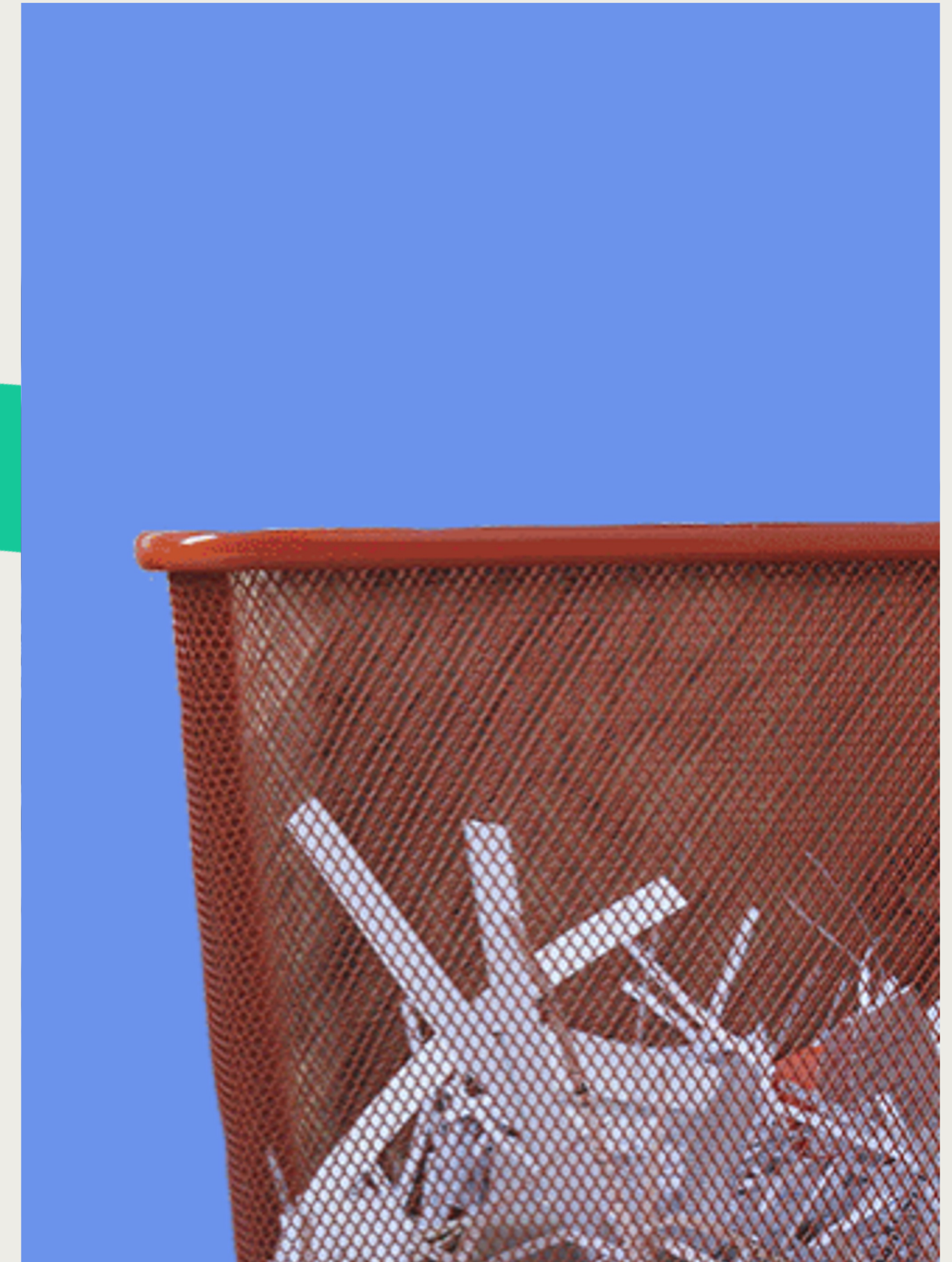
Yearly \$184 Billion are completely lost on unclaimed promos

Highly inefficient

Operatively requires huge effort:

companies have to engage with every single voucher vendor and lose money, no reaching of minimum volumes, They have to employ entire teams just to deal with this.

Complex: Purchasing and Promo delivery processes are 100% manual & labor intensive with consequence problems: Fraud, legal specifics, deals, thousands euros worth CSV back and forth...





OUR SOLUTION

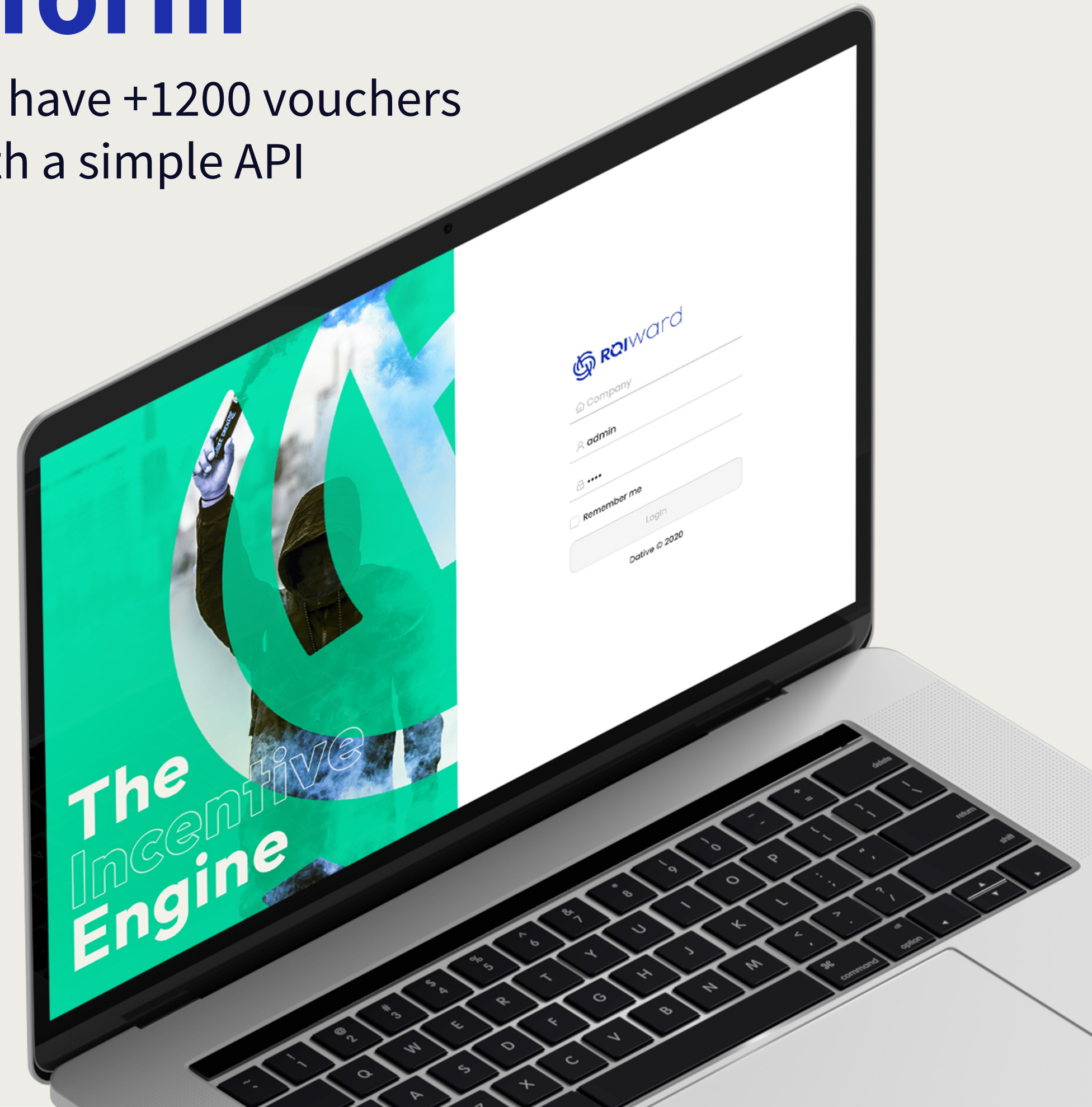
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Digital Reward Platform

B2B Reward marketplace where organizations have +1200 vouchers Globally & ready to send any digital reward with a simple API

Since now:

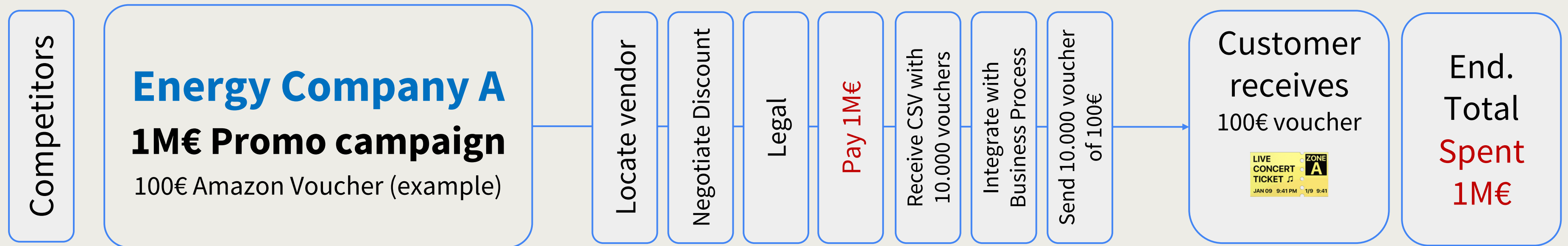
- ✓ **No lost budget, ZERO Waste**
- ✓ **No manual broken processes**
- ✓ **Best prices. Always!!**
- ✓ **No need to negotiate & integrate each brand separately**





Before our technology

Example Energy Company A has a Member Get Member campaign for a total of 1M € during 10 month period

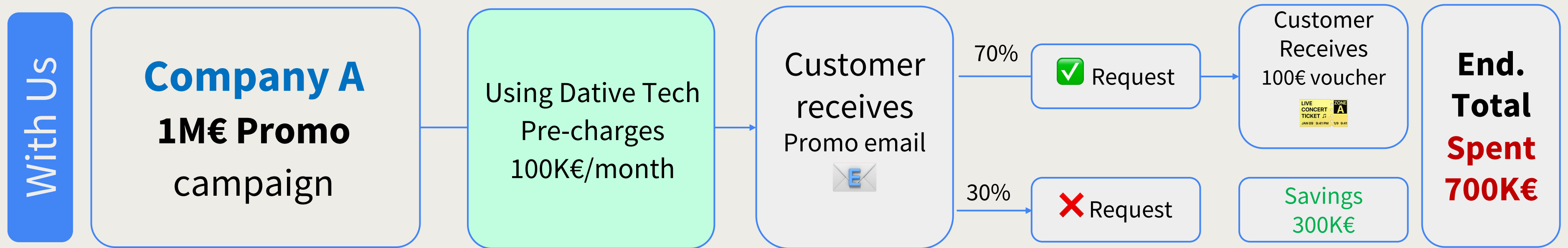


Operations & Administrative costs
1M€ Purchased in day 1 in Amazon Vouchers
Total campaign Cost 1M€



The magic of our product ✨

Same example campaign, company... but with our tech & process



OUR SOLUTION

Competitors

Operations & Administrative costs
1M€ spent in day 1 in Amazon
Vouchers
Total campaign Cost 1M€

With Us

✗ Operations & Administrative costs
✗ Voucher generated in Real Time upon req.
✓ Total cost 700K€. 300K€ saved in campaign



Business Model



SaaS

Customers pay a monthly fee for accessing the Platform

Commission

on some voucher brands we get part of the Discount

50% Revenue Share

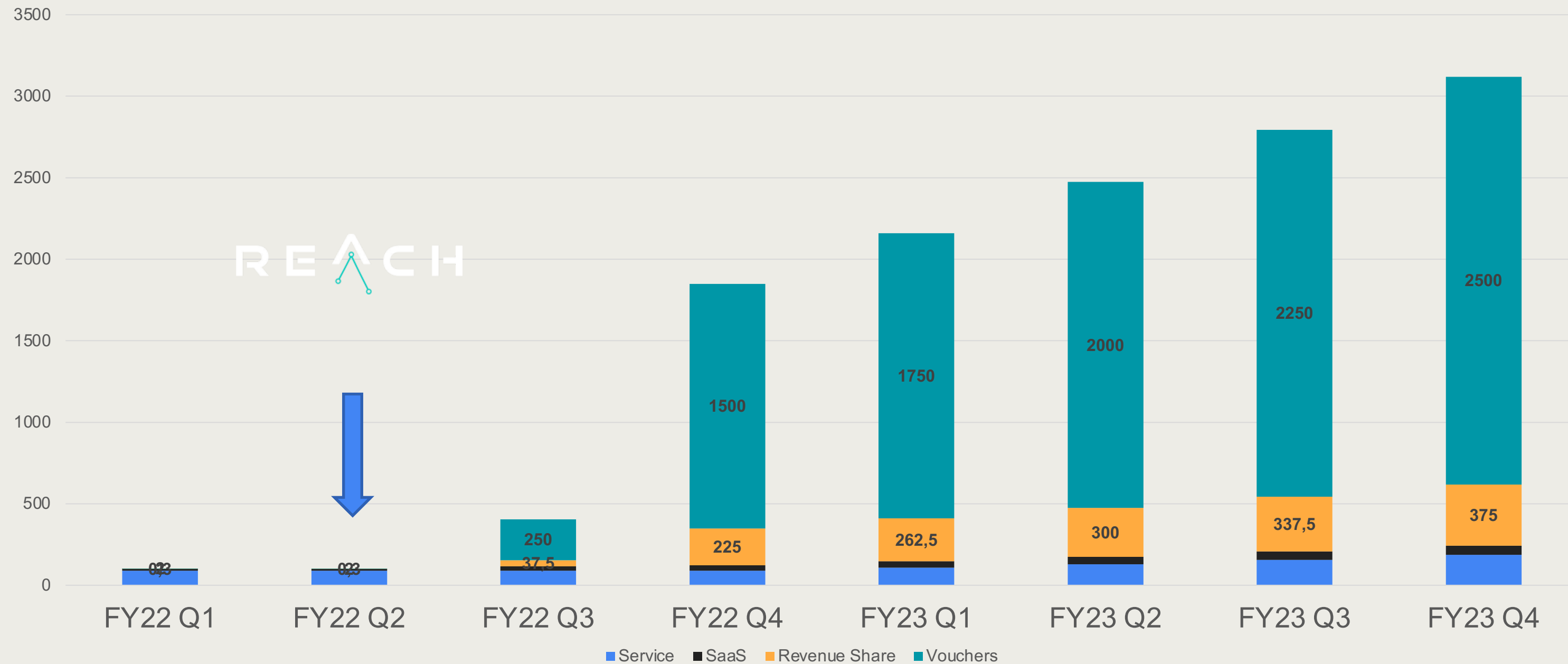
From the unrequested vouchers that we do not purchase



Business Results & Forecast

FY2023 close to 2M€ in margin contribution to the company (x2)

Evolution of Business Revenues with Current signed contracts





Market Opportunity


- ✓ Loyalty Programs
 - ✓ Customer Payments
 - ✓ Acquisition Campaigns
 - ✓ Member Get Member
 - ✓ Xsell / Upsell
 - ✓ Customer Care
 - ✓ Employee Incentives
- ... And so on!

✓  Finance / Insurance

 Crypto

✓  Telecom

✓  Retail

✓  Energy

 Auto



Market opportunity: GLOBAL

Every account is giving us a contribution of 120K€ on average

- ✓ Spain
- ✓ Italy
- ✓ UK
- ✓ Indonesia
- ✓ Portugal
- ✓ France
- ✓ Australia

... And many others coming on!!



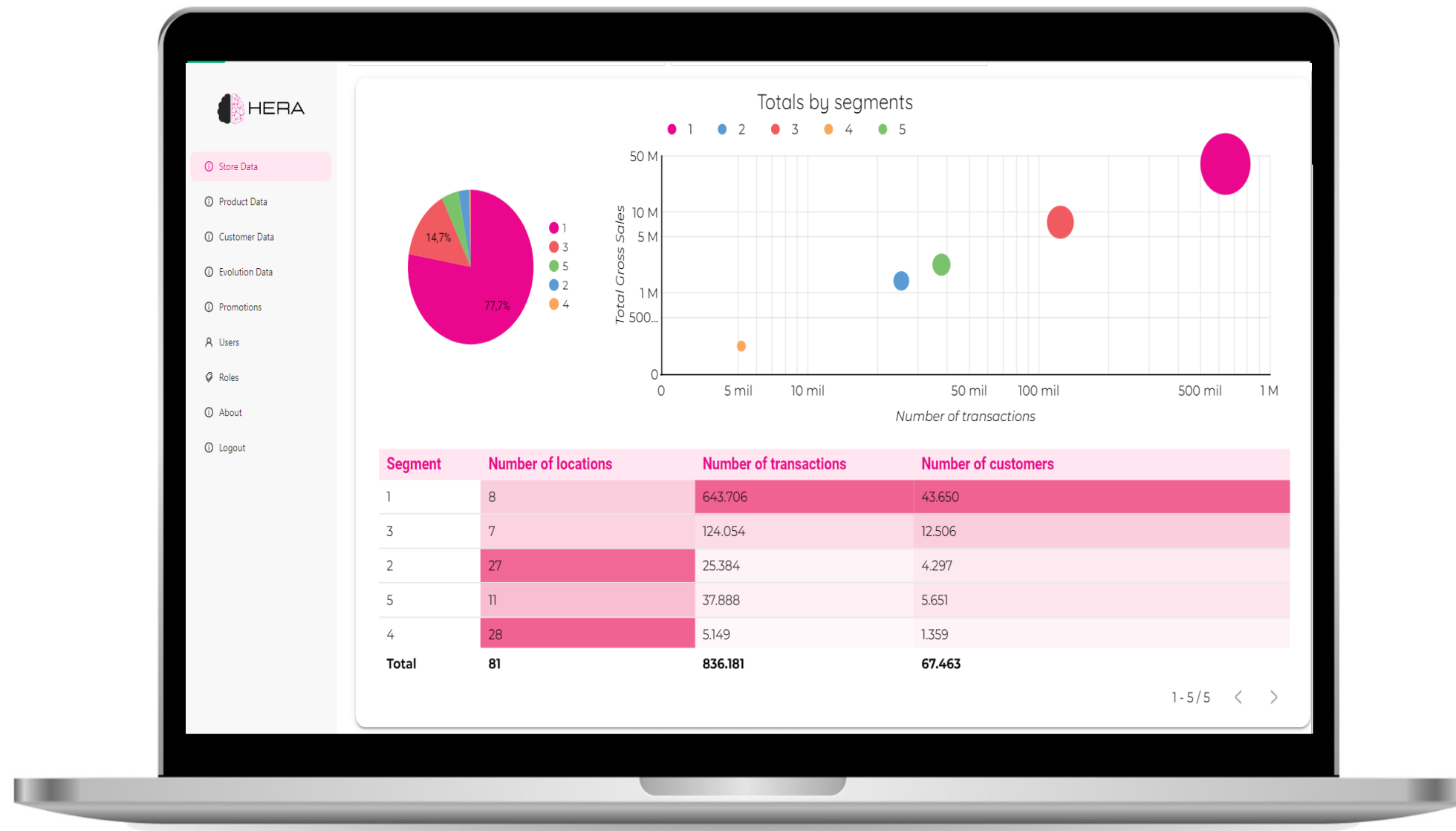


Market Development Roadmap

- 1)** Direct Business Development
 - ✓ 2 Experienced Sales KAM
- 2)** Indirect Business
 - Marketing and Consulting Companies
 - Competitors offering just GiftCards
 - ✓ Indirect Business
 - 4 Different Agencies in EU
 - Competitors offering just GiftCards
- 3)** Partnerships with Providers
 - ✓ Partnerships with Providers



Reach Progress with Sonae.MC



- ✓ Fully Automated POS Data Flow
- ✓ AI for Store Product Shortage
- ✓ Customer Level 1:1 Product Recommendations
- ✓ GDPR Compliant Promo Engine
 - Optimize Time in Store
 - Increase market basket size with:
 - Upsell products
 - Increase POS Affluence

REACH Team

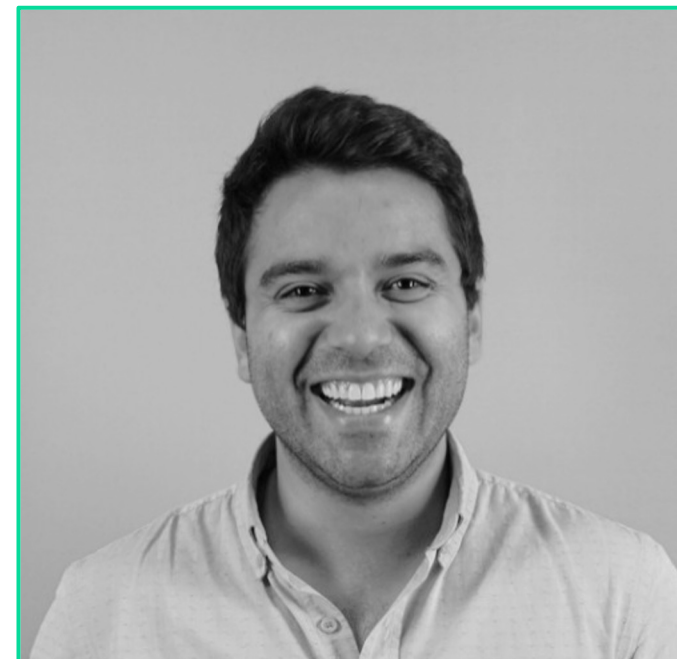
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We have background in world leading marketing industry companies,
plus a Tech sector Unicorn founder as founding member



Jonatan Amenedo

CEO



Alfredo Gonzalez

COO



Ander Lopez

CTO



Marco Corradino

Chairman



lastminute.com



euskaltel



With the support of experienced team

That have worked in the industry internationally or are coming from direct technology competitors or legacy agencies



Marco Rosso

Chief International Sales
+25 year experience



Victor Silva

Head Sales Spain
Ex-Chequemotiva



Reynel Bullock

Product Development
Ex-Wegift



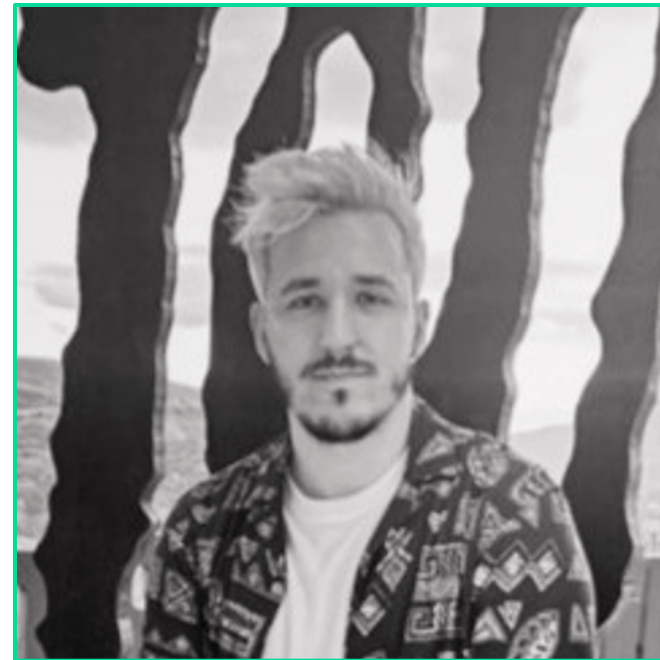
Diana de Vicuña

Head of
People

Business Development

Technology team

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Big Data Infrastructure professionals



Funding Strategy

Split of the two business models as different companies
+ Private & Public Funding Strategy



Split of the ROIWARD product as a separate Company



First - FY22 Q1
Quick Split with Business Angels funding (Business Partners) at 1.5M€ Valuation



Second FY23Q1
Series A – 1.5M€ Investment Round. Short list of 5 VC with committed intention and



Objective – FY2023

- 3M€ in Revenue
- Series A – 7.5M€ Valuation
- ENISA
- CDTI
- SPRI & Bizkaia

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Let's Grow Together!!

Simple, Instant,
Scalable, Efficient...

Digital Rewards

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Where there is huge and growing market certainly, there is competition

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Competitor Landscape



Chequemotiva
ADL Performance
TCL



	ROIward	Chequemotiva ADL Performance TCL	Amilon DIGITAL REWARDS AND OFFERS	EPIPOLI	WeGift	tillo	awardco
Tech	✓	✗	✓		✓	✓	✓
Zero Markup	✓	✗	✗		✗	✗	✗
Revenue Share no redemption	✓	✗	✗		✓	✗	✗
Vouchers	✓	✓	✓		✓	✓	✓
Travel Offers	✓						
Amazon catalog products	✓	✗	✗		✗	✗	✓
Focus Market	South EU / Latam / US	Spain	Spain /Italy		UK / US	UK / US	Just Employee rewards US

Old School Agencies

Similar Tech but not region

Niche

OUR SOLUTION

Company Overview

3

Years in
Business

7

International
Awards

5

Different
Nationalities



Google for Startups
Resident Startup

+15

Brands

10

Partnerships

+30

Proyects
Developed

Certificates



P&G



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telenet

crocierissime.it