

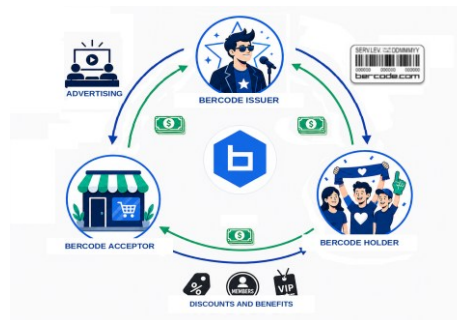
1. WHAT IS BERCODE? – BENEFIT + BARCODE

Modular white-label B2B2C community management and monetization platform

Bercode = brand and service ecosystem

bercode = a unique 18-digit identifier generated by the Bercode Platform

A bercode can be displayed and used in both physical and digital formats; it connects the Bercode Issuer, the Bercode Holder, entitlements, related services and products, and measurable partner-attributed sales.



2. WHAT PROBLEMS DOES IT SOLVE?

FRAGMENTED COMMUNITY OPERATIONS

Identification, entitlements, discounts, physical and virtual merchandise, purchase measurement, and settlement typically operate in separate systems today.

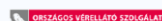
3. WHAT WORKS TODAY / WHAT COMES NEXT?

Already operational

Operational Platform + mobile app · API
webshop/merch · QR business card ·
virtual AR mug

1M+ physical cards issued
over the history of the system

Two selected partner examples



nearly 1M valid and managed bercodes

HARD-TO-MEASURE AND MONETIZE TRAFFIC

The Bercode Issuer has limited visibility into how community attention turns into purchases, how much traffic is attributable to the community, and how the resulting commission or revenue can be settled.

KEY GROWTH DRIVER

U.S. · stars · VirtualMerch · 3D AR

Fan merchandise can become a 3D AR experience: instantly usable, shareable, and repeatable as a campaign.

Next development step: a reusable 3D AR framework.

4. REVENUE MODEL

Traffic Commission

Primary revenue source: Gross Traffic Commission paid on measurable partner-attributed purchase traffic; under the model, 2/3 is passed through to eligible Bercode Issuers and 1/3 is retained by Benefit Barcode Inc.

VirtualMerch / 3D AR is a key driver of U.S. growth

Not a separately quantified base-case revenue line: it is intended to increase bercode usage and measurable partner-attributed traffic volume.

bercode usage fee

Recurring revenue source: regular usage fees for paid bercodes; the largest modeled item in Project Year 1.

Next monetization elements

Membership Registry Module · bercode creation fee

5. GROWTH MAP

EUROPE

operating, validation, and reference market

U.S.

primary growth market
VirtualMerch · 3D AR · creators · agencies

ASIA

later, partner-led expansion subject to validated demand

6. INVESTMENT EXAMPLE + TEAM

\$1,000,000

reference transaction purchase price

13,910 / 1.391%

shares / reference transaction ownership*

\$642,205

new Project Year 1 subordinated shareholder loan under the base-case model**

7.1059x MOIC

Project Year 3 model estimate; not a guaranteed return or exit

Team: Jágér László · Boér László · Hosszú Tamás · Vida Virág

* A later financing round or other capital-structure change may alter the ownership percentage.
** The \$1,000,000 purchase price and the \$642,205 new subordinated shareholder loan are separate cash flows; the difference is not automatic company funding. The \$642,205 is a model amount, not a guaranteed contractual amount.

Contact: www.bercode.com