

bercode

B2B Marketplace

Monetizing communities

PROBLEM

INFLUENCER's
campaigns &
fans' emotional
bonds are
difficult to
measure in
business terms



Problem



The agency and retail client cannot measure the effectiveness and ROI of the campaign and the performance of the involved influencer.



1. Given a marketing agency who do influencer campaign for retail client.



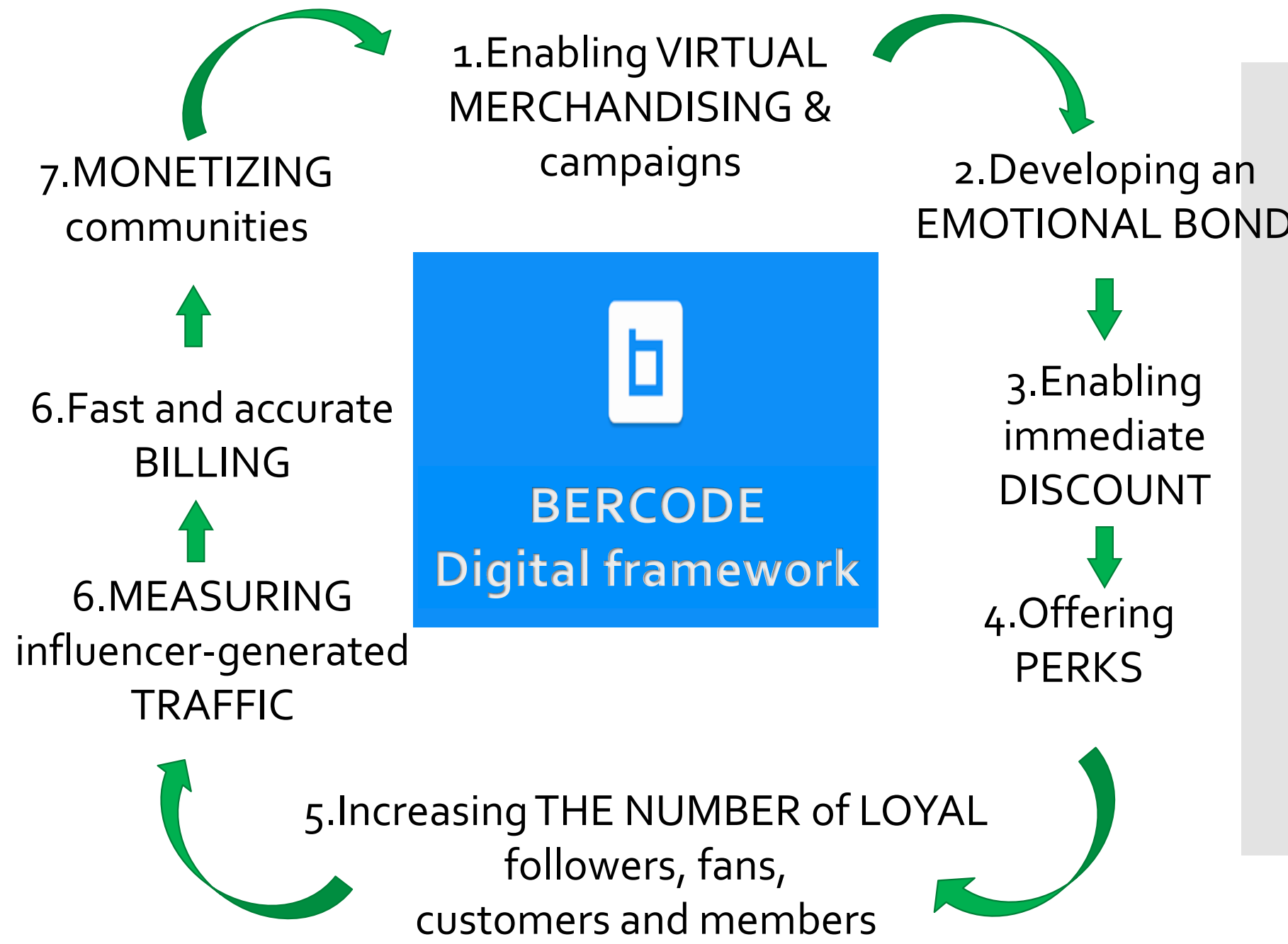
2. The influencer campaign is launched.



Solution

If they had used Bercode platform, they would have been able to see all the details of all the transactions, and would also have known how many fans the relevant star "persuaded" to visit the shop and how much money the fans spent there.

SOLUTION for
Influencers' own
community-
based business
partnerships,
and campaigns



TARGET GROUPS

- Influencers
- Celebrities
- Sport Clubs

- Retailers



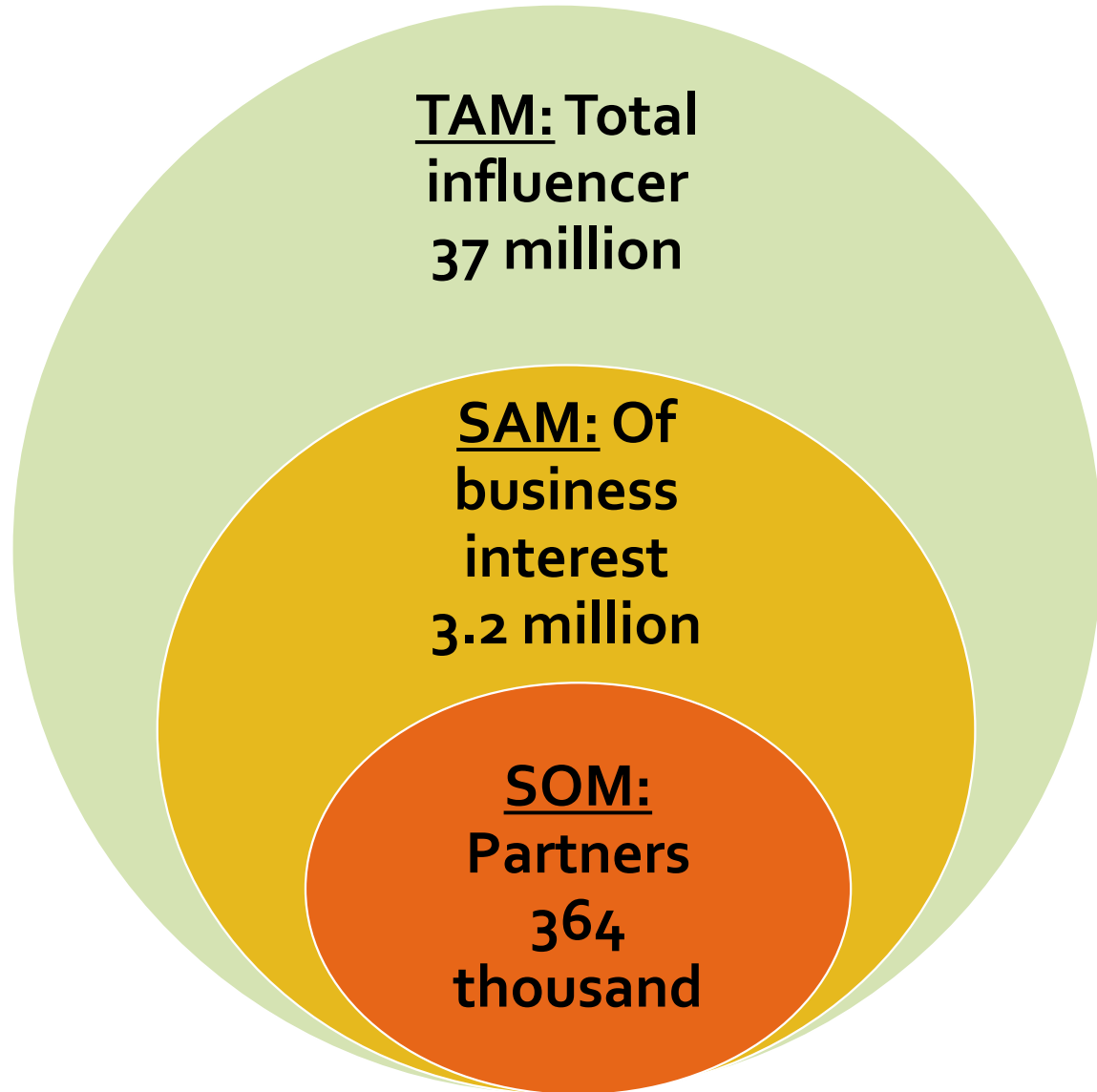
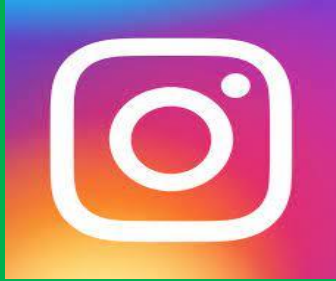
If you're trying to build brand loyalty today, an emotional connection is no longer a nice-to-have, it's a need-to-have.

René Vader

Global Sector Leader, Consumer & Retail

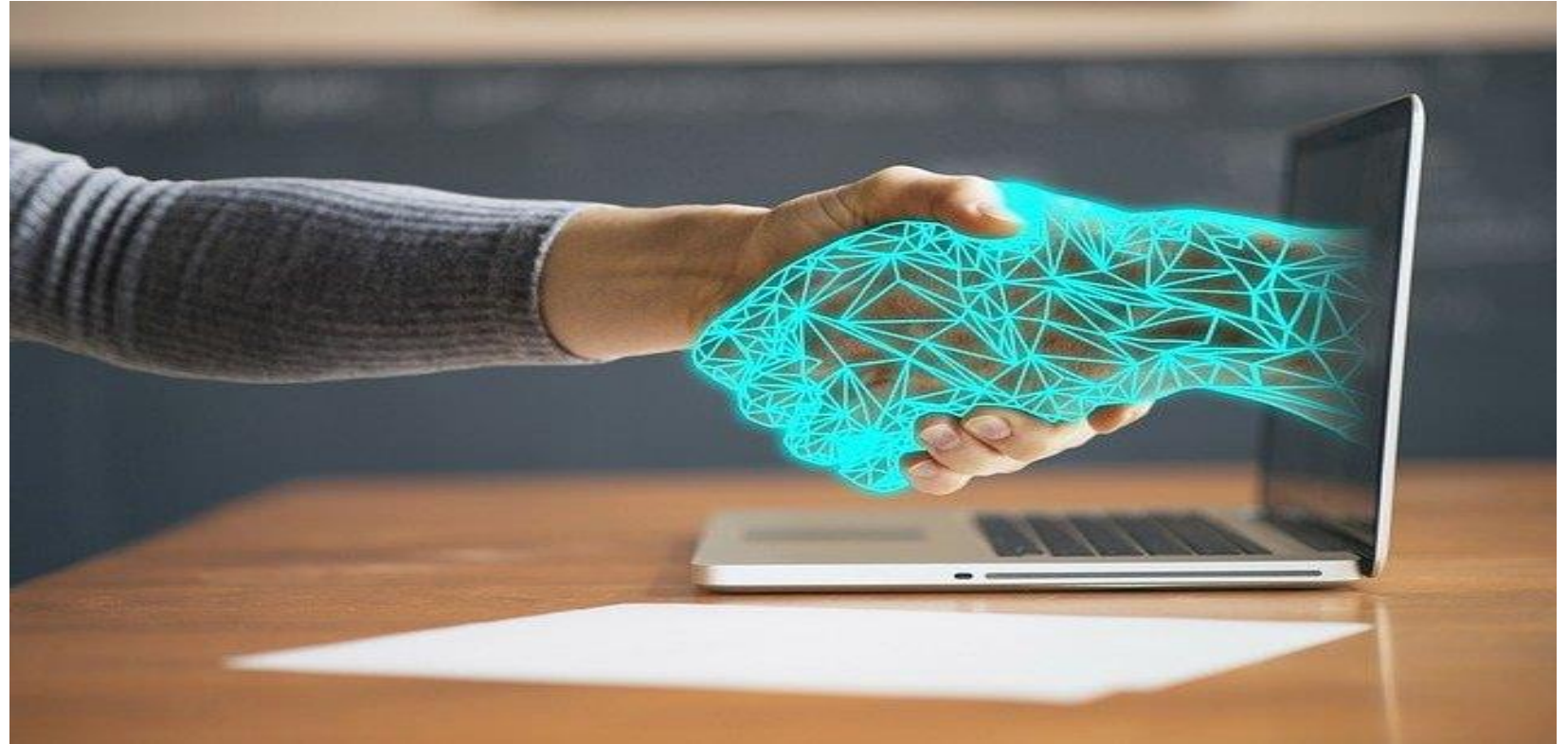
KPMG International

MARKETSIZE



REVENUE TYPES

1. Product
(merchandising)
2. Commission
after sales
3. Other marketing
services



Business modell
B2B platform

COMPETITION



CardMobili

WHISQR



BERCODE
B2B MARKETPLACE

Custom design and content

TRACTION already in Hungary



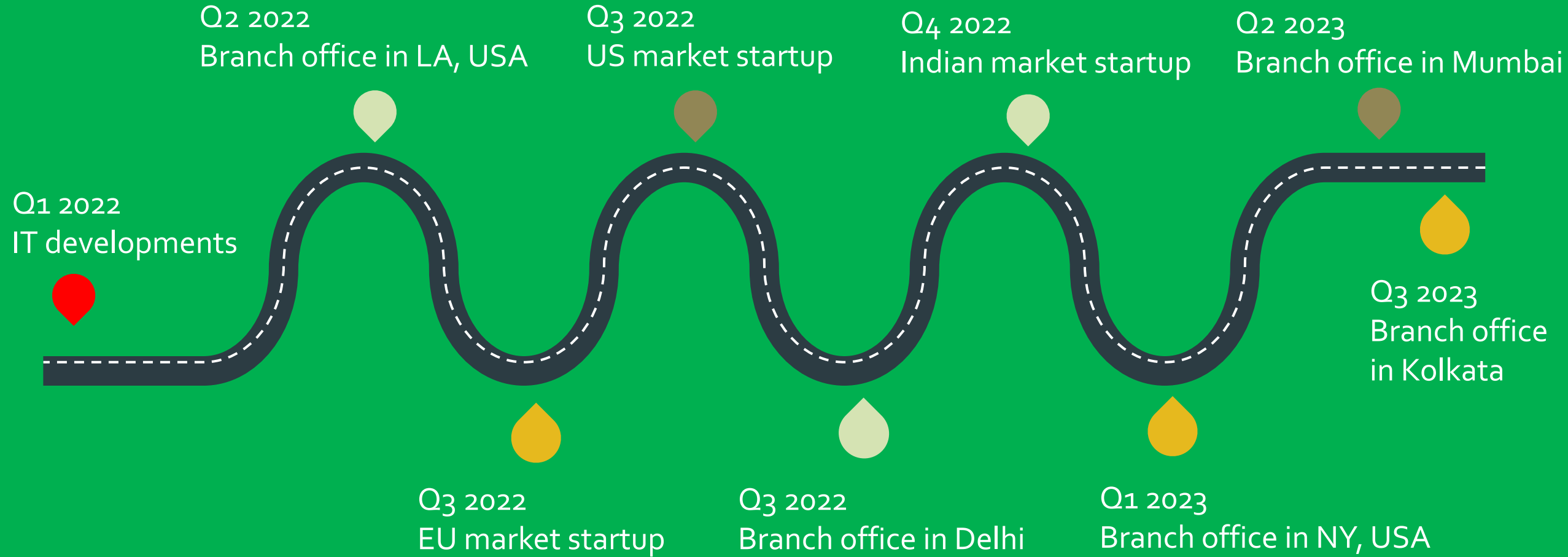
Bercode issuers
(mainly NGOs)

200+

Issued bercodes
(materialized)

1 m +

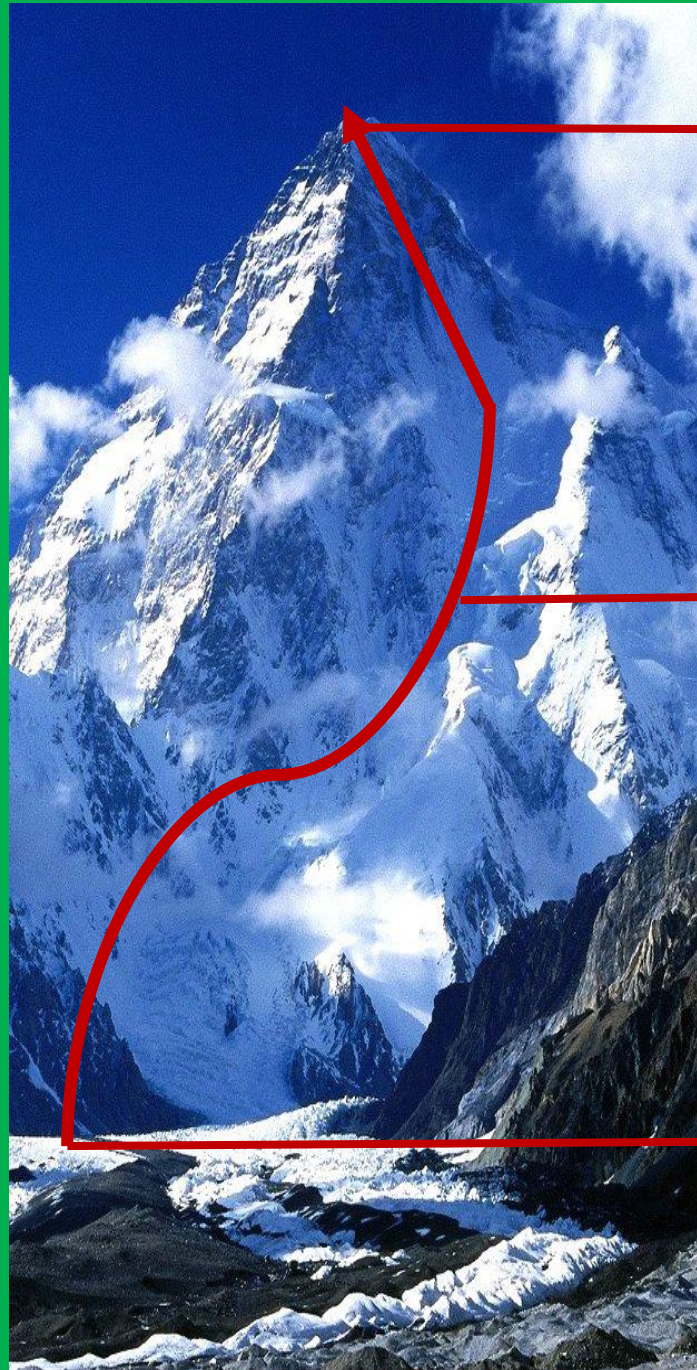
ROADMAP 2022 - 2023



SCALEABILITY

The goal is 257 million users within 3 years, through...

The scaling tree is based on the total revenue from American, European and Asian markets.



Year 3.
Revenue: \$231.4 million
Users: 257.3 million

Year 2.
Revenue: \$80.4 million
Users: 113.5 million

Year 1.
Revenue: \$2.5 million
Users: 7.4 million



Founder

20 years of experience in building and operating discount systems



CEO

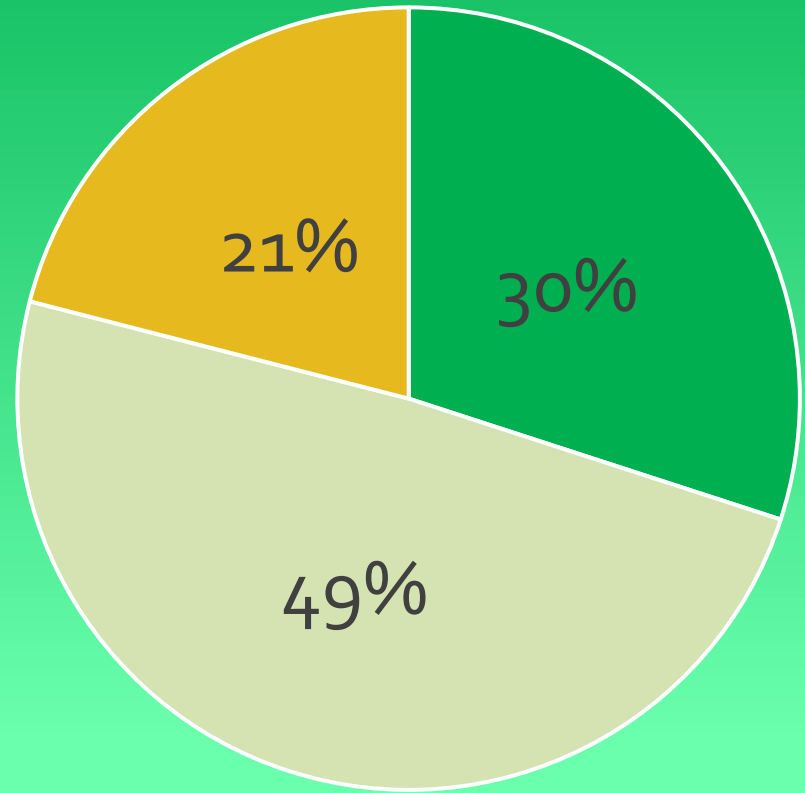
15 years experience in project management



CTO

20 years of experience in program design and coding

Investment: \$1.826.953



■ IT development ■ Expansion ■ Incentives

- Marketing modul
- Task modul
- E-voucher modul
- Reward modul
- App development (enabling immediate selfie)
- New language & support moduls – 10 new languages

- Branch offices and management in Los Angeles and Delhi.

- Daily, weekly and monthly CASH PRIZES for bercode owners/users, bercode issuers and bercode premium merchants.



• In case of any question, proposal we are at your disposal!

• Mr. Zsolt Török

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Backup slide 1.

ROI

	Unit	Year 1	Year 2	Year 3
Profit before tax	USD	-1 807 753	42 026 781	132 192 608
Tax payable	USD	0	14 709 373	46 267 413
NOPLAT	USD	-1 807 753	27 317 407	85 925 195
Amortization	USD	4 800	8 400	8 400
Investments	USD	-24 000	-18 000	0
FCFF	USD	-1 826 953	27 307 807	85 933 595
Venture capital	USD	1 826 953		
Shares to investor		5,00%		
ROI from FCFF		135,18%		
Yield	USD	2 469 727		
Company value at the end of Year 3	USD	344 158 635		
ROI from company value		841,89%		
Yield	USD	15 380 979		

Backup slide 2.

Market size

Instagram Influencer Size	How Many Instagram Influencers Are There?
>1 million followers	20,000 - 40,000
>100,000 followers	300,000 - 2 million
>1,000 followers	2 million - 37 million

mediakix

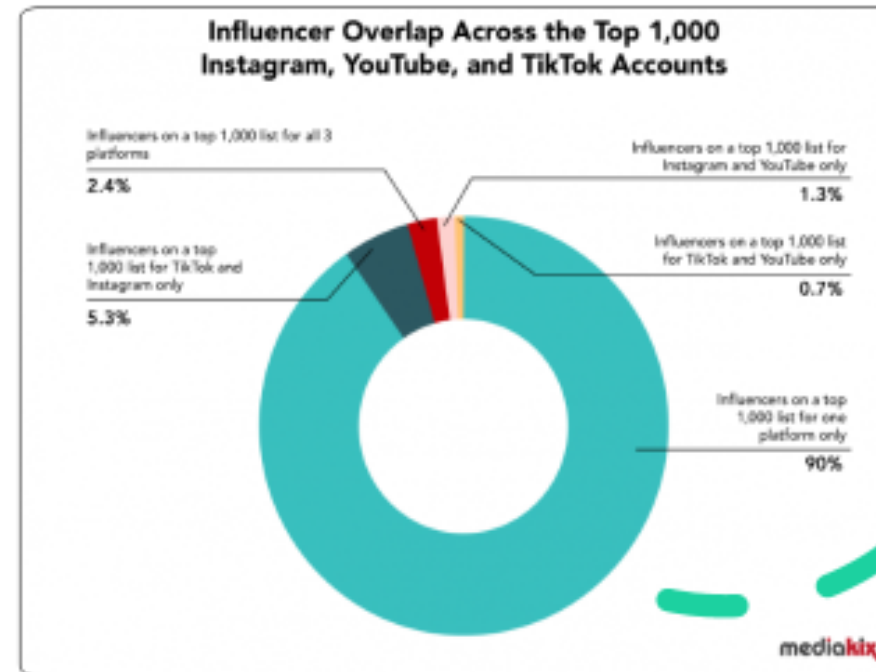
YouTube Influencer Size	How Many YouTube Influencers Are There?
>1 million subscribers	3,000 - 23,000
>100,000 subscribers	31,000 - 220,000
>1,000 subscribers	1.5 - 5 million

mediakix

TikTok Influencer Size	How Many TikTok Influencers Are There?
>1 million followers	2,000 - 15,000
>100,000 followers	3,000 - 30,000
>1,000 followers	5,000 - 50,000

mediakix

Mediakix estimation for the total **NUMBER OF INFLUENCERS** on Instagram, YouTube, and TikTok: **3.2 – 37.8 million worldwide**



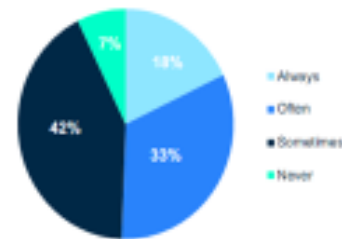
Backup slide 3.

Incentives & results

Daily, weekly and monthly CASH PRIZES for bercode owners/users, bercode issuers and bercode premium merchants.

Incentives inspire brand preferences and future purchases

Incentives sway consumers to choose one brand over another
(even if they're loyal to the brand without rewards)



How often consumers made purchases because of incentives, in the past year



After receiving a reward, consumers are likely to perform the following actions:



Positive rewards experiences drive omnichannel engagement

How consumers engage with brands after a positive rewards experience



Backup slide 4.

Money, product, commission flow

