

The background of the slide is a dark, grayscale image of the New York Stock Exchange building. The image shows the classical architecture with large columns and the words "NEW YORK STOCK EXCHANGE" inscribed on the pediment. A thin white line is visible in the top right corner, forming an L-shape.

Bercode platform and application

Connects and rewards at the same time

**Benefit Barcode Inc.
For the benefit of all people**

Significant MRKT need

For **76%** of marketers, calculating **return on investment** is the most difficult task in influencer campaigns.

About **84%** of consumers say they are more disposed to a merchant who provides a **discount**.

66% of customers say that the ability to gain **rewards** really changes their shopping habits.



Significant customer need

Problem

Influencers, stars, sportmen, micro, small and medium enterprises, nonprofit organizations, municipalities etc. do not have their own IT infrastructure/platform that would help them effectively meet the needs of customers (due to lack of financial resources, time and knowledge).

Solution

Bercode platform and application developed on the basis of 20 years of experience.

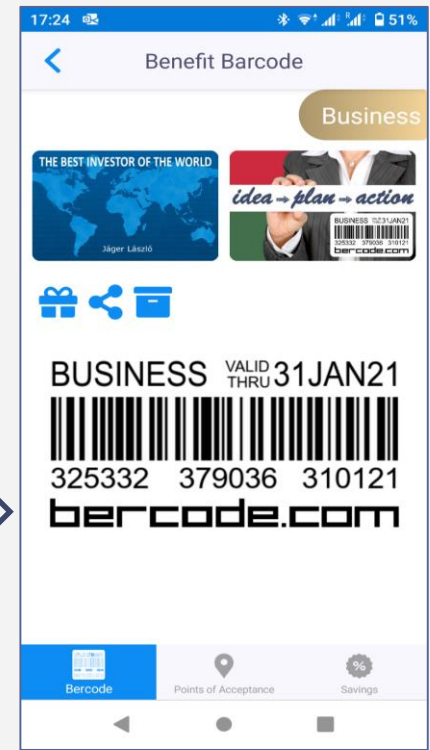
It connects and at the same time rewards not only partners (influencers, stars, sportmen, for and nonprofit organizations etc.) who use the platform, but also their customers.

Platform as the result of (r)evolution

Past+20 years of experience..... Presence



Unlimited number of bercodes



Only material carriers
providing discounts at a
few accepting partners.

Immediate discount with 1 or more
material **and/or virtual** carrier
(cards, etc.) at up to thousands
of accepting partners.

Platform services

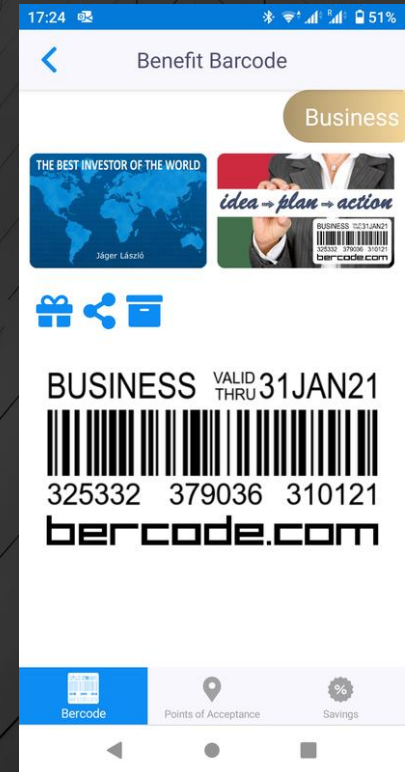
- »» **Creation and sale of merchandise products (material and /or virtual)**
- »» **Management of loyalty and customer programs ensuring immediate discounts and regular winnings**
- »» **Brand building**
- »» **Automatic collection of donations and membership fees also on a monthly basis**

Target groups

- »» **Influencers**
- »» **Stars**
- »» **Sportmen, sports clubs**
- »» **Foundations, associations**
- »» **Self-governments**
- »» **Micro and SMEs**

- Emotional approach to customers
- Material or virtual service
- Higher conversion by age groups
- Solution for profit and nonprofit organisations
- Wide applicability
- Unlimited number of customers, partners
- Customer base expanding
- Immediate discount and regular winnings

Advantages



Emotional approach to customers

Joint selfie with a favorite star or separately on the sides of the carrier (uniqueness).



Besides emotions also:

1. immediate discounts
2. participation in a motivation program

Program administrators – representing added value for their members/customers/fans

NGOs: USA 1,4M; EU 1,3M

International sport federations: ~ 225

Influencers, stars: USA ~28k; EU ~32k

Customers – immediate discount & regular winnings

Inhabitants: USA 328M; EU 380M

Accepting partners – growing turnover/profit

SMEs: USA 30M; EU 25M

**Market
segments
such as**

Growth potential

**Discount cards
per capita:**

USA 13 pcs

EU 4 pcs

PAYBACK

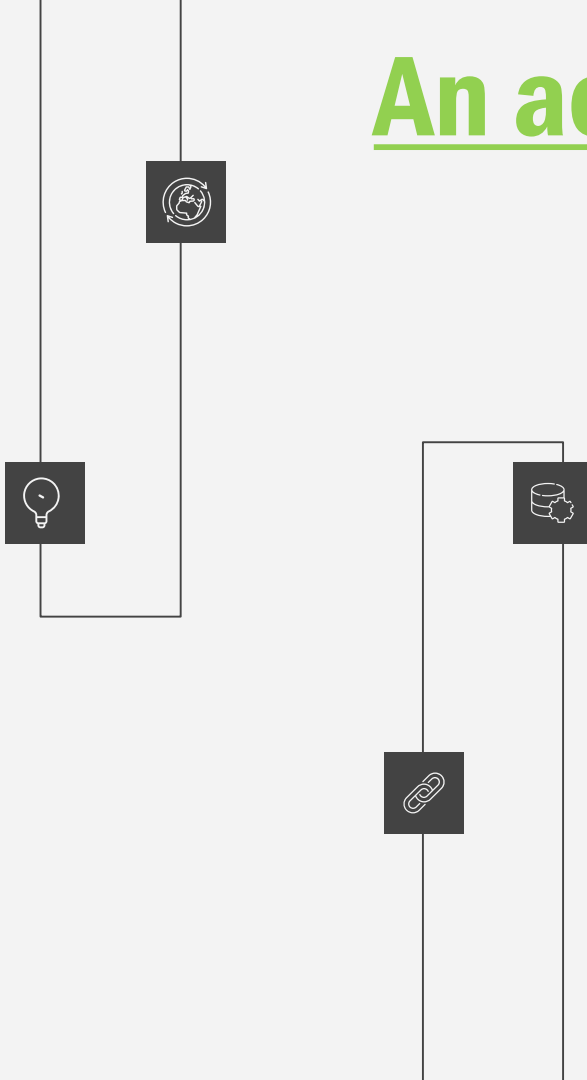
Germany

(data for 2015)

Active users:
28M

Number of partners:
650

Turnover:
>27B EUR



An achievable goal for us too

Vouchers handed out:
20B

From which virtual:
18B

Using a PAYBACK card
in partners:
3M/day

App download: **10M**

Revenue base and redistribution of acquisition

commission:

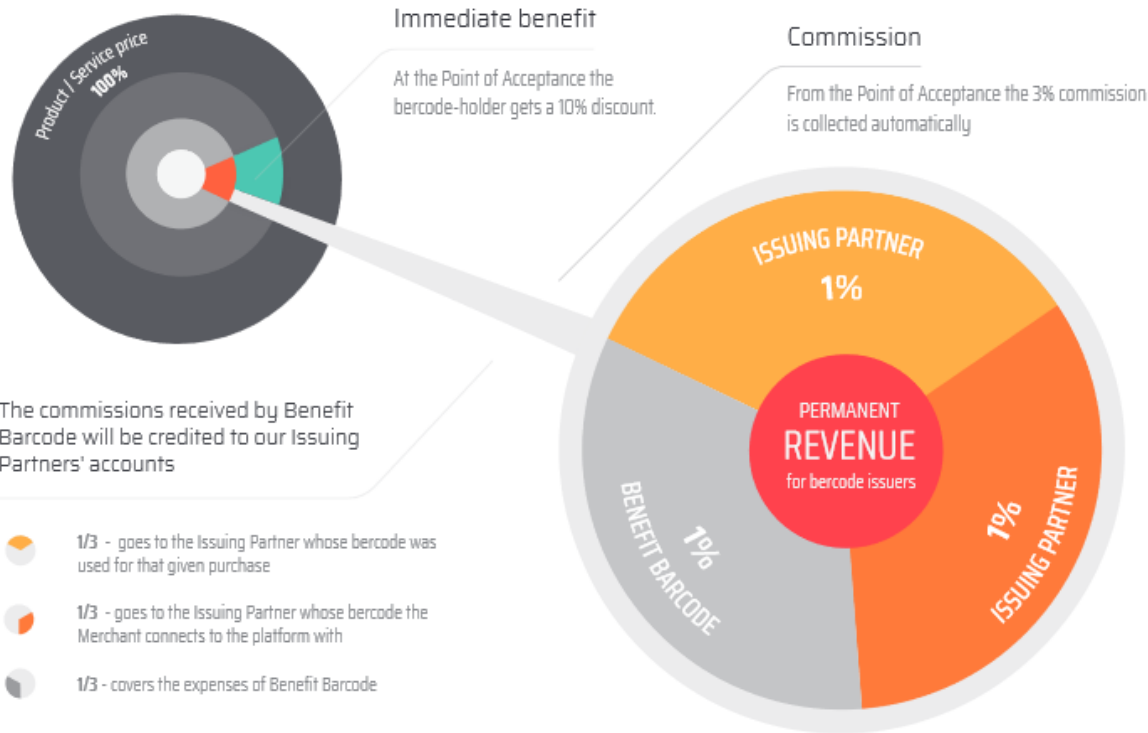
1. Brcode credit selling

2. Acquisition commission

3. Marketing services

In this example a Premium Merchant of Benefit Barcode provides 10+3% discount for **significantly increasing sales**.

The discount can be any percentage, but the commission can only be divided by three.



Motivation program (soon)

Financial prizes



To whom?
Customers + partners

Energy reduction of households



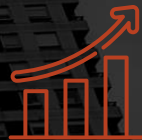
To whom?
Customers

Donations



To whom?
NGOs

Start-up investments



To whom?
Owners of BB Inc.

Target markets in the time horizon



**Short-term
0-1 year**

**Hungary
Slovakia
Czech republic
Poland**



**Mid-term
1-3 years**

**English and
Spanish language
areas
(USA, GB etc)**



**Long-term
3+ years**

**EU
ASIA**

Necessary financial resources



**Further
development
of the platform**

**400k
USD**



**Expansion into
international
markets**

**400k
USD**



Services

**200k
USD**

Bercode credit price



**Bercode credit
for
20 000 USD**

+ GIFT

**1 000 shares of
the company**



**Bercode credit
for
150 000 USD**

+ GIFT

**10 000 shares
of the company
+33%**



**Bercode credit
for
500 000 USD**

+ GIFT

**50 000 shares of
the company
+100%**

4 in 1

By purchasing bercode credit you can **issue own bercodes** for your business purposes or offer it to your (VIP) partners/merchants and **benefit also from „Acquisition Commission“**.

As a gift you will **obtain stock certification** of the company representing shares with possible significant increase (in 3-4 years).

By issuing own bercodes you **can create an added value** to your customers/fans/partners in form of immediate discounts from merchants & regular significant winnings from us.

1. **Service**
2. **Commission**
3. **Donated share**
4. **Added value**

- In case of active bercode users number: 1M
- Average purchase: 25 USD/month, 300 USD/year
- 1% of acquisition commission for BB Inc.:
3 USD/year * 1M = 3M USD/year

Bercode credit price	20k USD	150k USD	500k USD
Gifted shares	1 000 pcs	10 000 pcs	50 000 pcs
Possible annual dividend	3k USD	30k USD	150k USD
In %	15%	20%	30%

Possible dividend

Not counting in revenues from sales of bercode credit and marketing services!

Before deducting operating costs!

Stock exchange

Buyout by a financial shark

Purchase by BB Inc.

Self-directed sales



Exit options
2023-2025?

The basis of our joint success

Partners:

Motivating business model
Motivation program
Also FREE use

Investors:

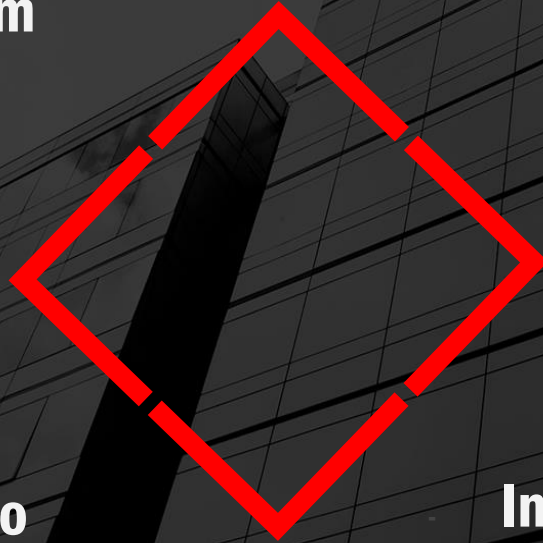
Successful validation
A working platform
and application

Owners:

Investment portfolio
(BB + start ups)

Customers:

Immediate discounts
Motivation program



Management



Mr. László Jáger, founder
20 years of experience and practice
in the creation and operation of
discount systems



Mr. Zsolt Török, CEO
15 years of experience in
project management



**Thanks for paying
attention!**

Benefit Barcode Inc.
For the benefit of all people

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

Mr. Zsolt Török

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