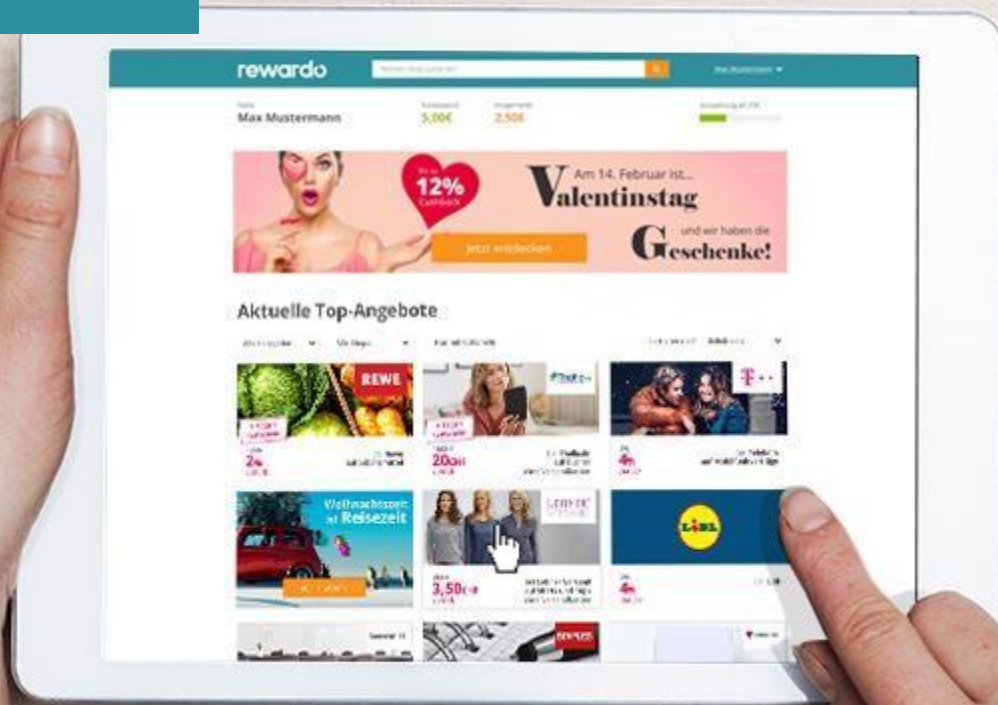


Voucher + Cashback Platform

for White Label partners: media,
companies, associations and clubs



Executive summary



business model: vouchers + cashback

vouchers, deals and cashback is a fast scaling business model in the growing e-commerce market



unique white label approach

rewardo offers partners a unique model for free: full branding and sharing revenues at multiple levels



extensive customer data

the platform generates extensive data about user behaviour, demographics and purchases from all aspects of life



user generation: partner network

the company is partner with telecommunication, media companies and associations. rewardo put special effort in the self-service white label offer for foundations, sport and social clubs



state-of-the-art technology

own responsive technology platform in the Amazon cloud connected to more than 2,000 shops being able to handle millions of users, optimized for search engines

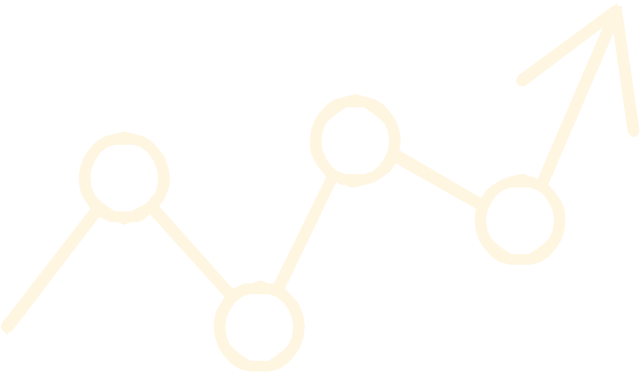


strong market pull

US and UK markets are worth several billion each, German speaking countries are estimated to have a market potential of 5 billion, of which only 4% have been exploited, growing fast.



business model: vouchers + cashback



Business model of rewardo: **vouchers, cashback, customer loyalty, BIG DATA**

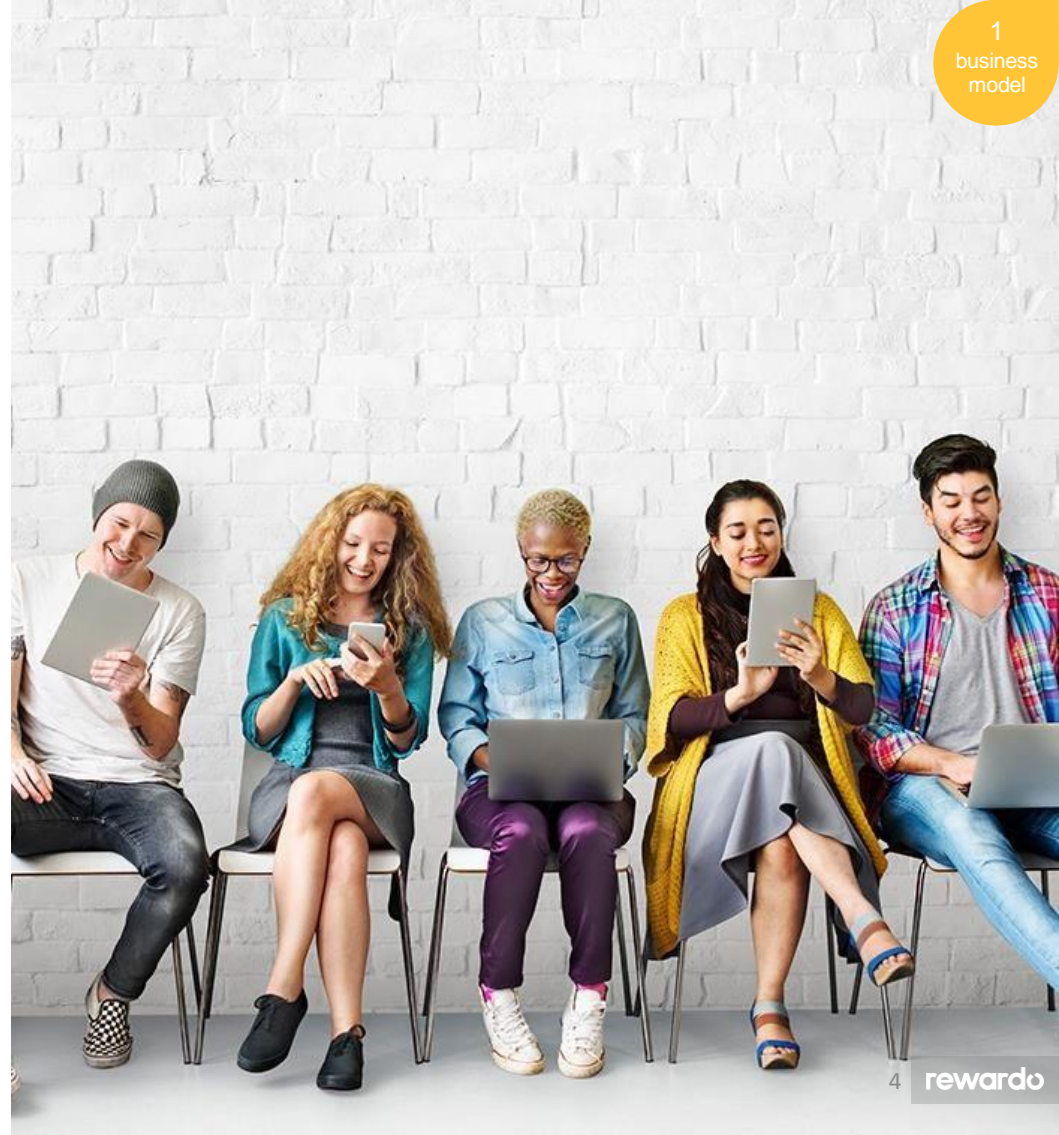
rewardo is a voucher and cashback platform, operating in the Germany-Austria-Switzerland region (DACH), offering its customers a discount in form of vouchers and a cashback payment for each purchase via its platform or partner platforms. If a customer makes a purchase through the rewardo platform or any of its white label platforms, rewardo receives a commission from the shop. Of the commission rewardo pays out a part back to the white label partner and in case of cashback to the consumer.

The shopping activities generate extensive customer data. This data is used for advertising and customer loyalty by rewardo's partners.

Vouchers is even bigger. Users search for a voucher for their next sale with Google million times per month. Search engine optimization together with Google-trusted partners is key here.

The global market is about \$10 billion with an annual growth of 10%.

rewardo has a special technical selfservice solution for financing sport and social clubs. With a little effort from the clubs they can finance their expenses with rewardo's vouchers and cashback. rewardo gets its share on the top. This is a huge potential to exploit, e.g. Germany alone has 600 000 clubs.



rewardo in numbers

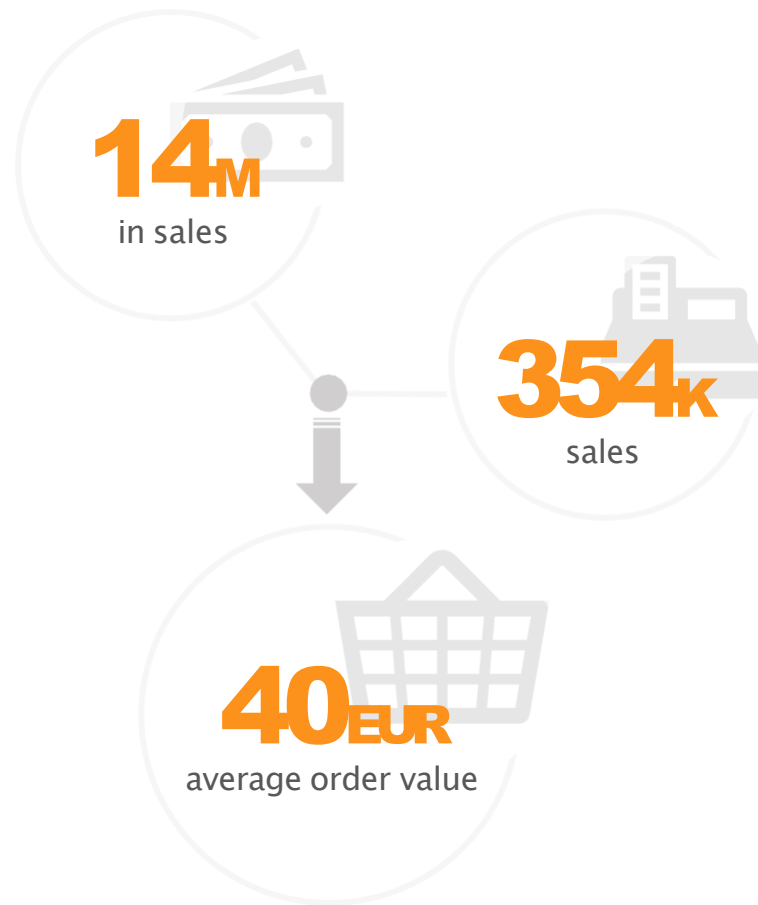
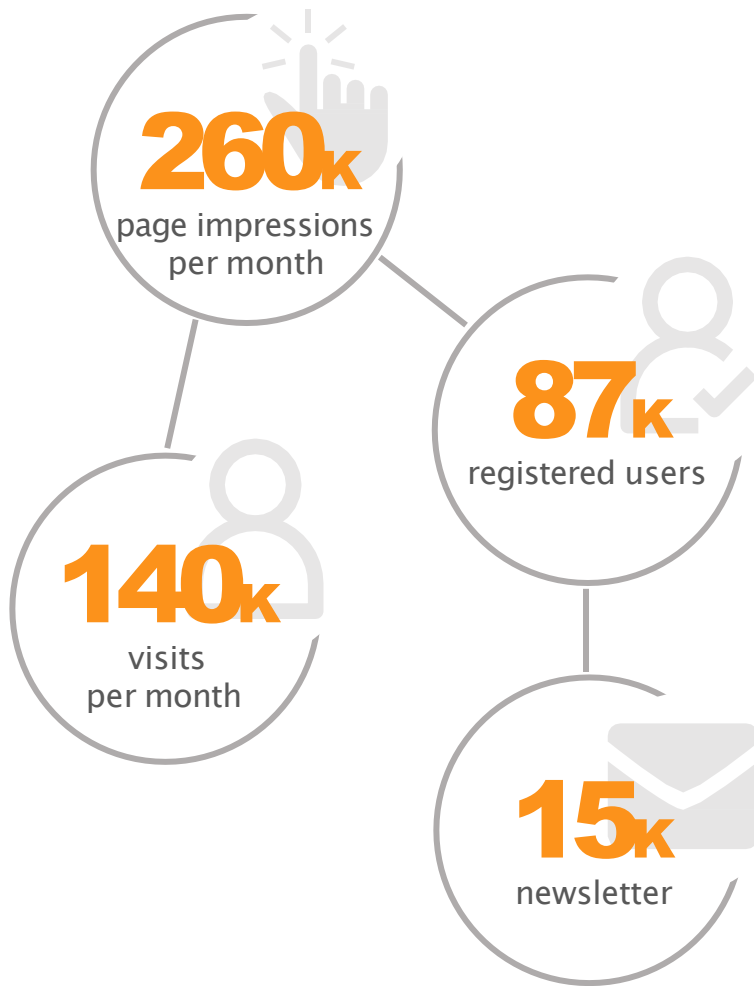
per 09/2022

rewardo

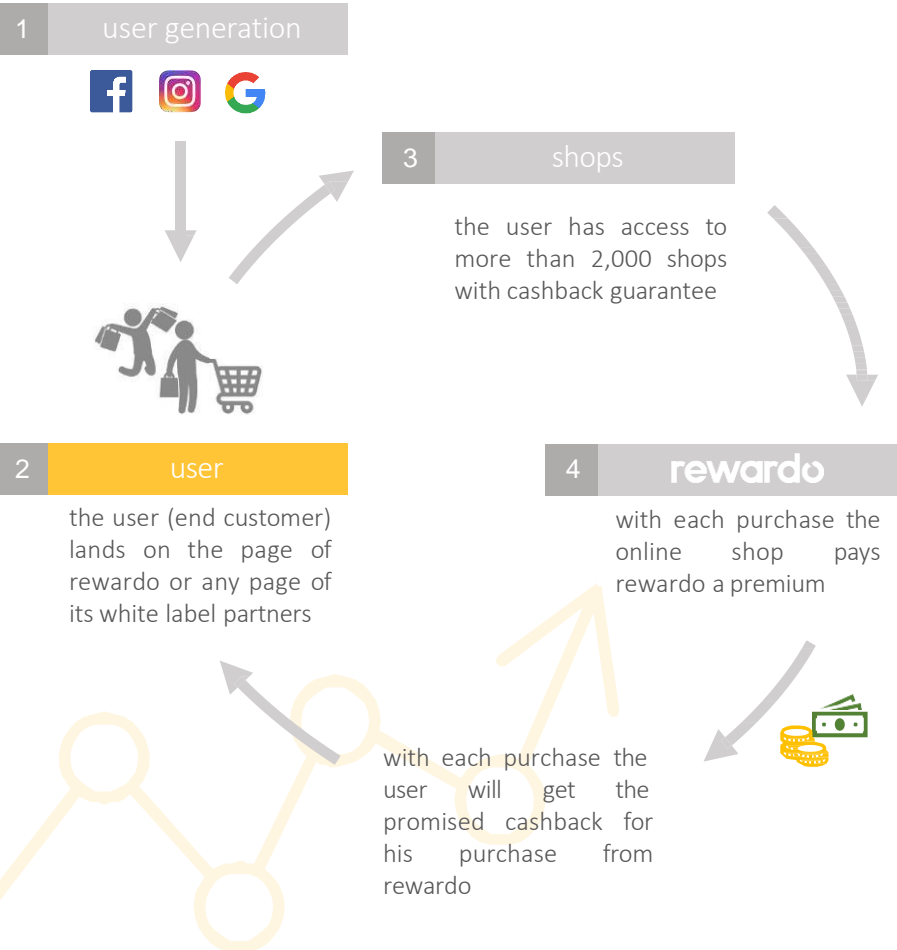
online since
2016

vouchers
and cashback

120k
users per
month



What are the **benefits** of cashback from a **user** perspective?



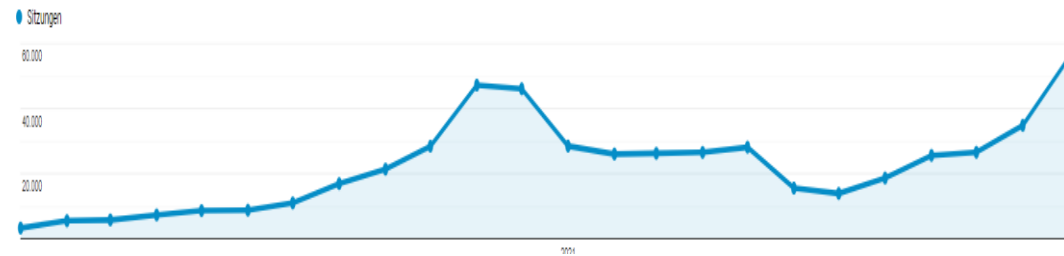
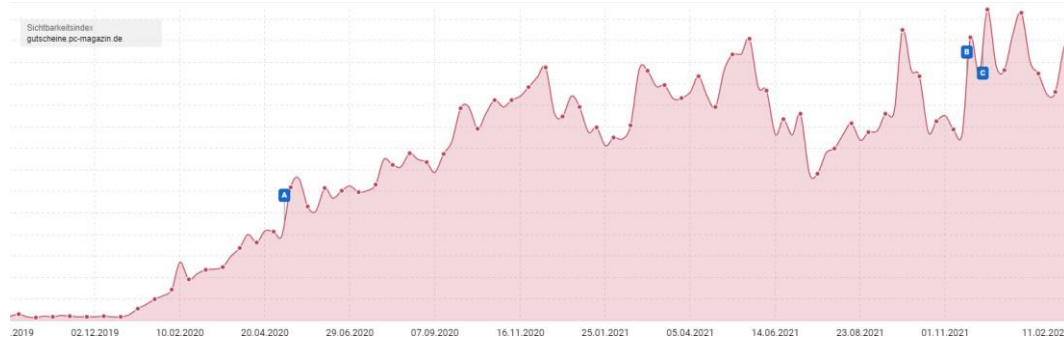
Cashback advantages of the user (end customer)

- the user always gets a cashback
- most times the user receives vouchers with the possibility to combine it with cashback
- daily, weekly, monthly deals in their favorite shops
- price comparison in many shops
- shopping from any device smartphone, tablet, pc
- cashback are not bonus points, which would force the user to shop again in the same shop; cashback is real money paid out to the user's personal account
- collecting cashback enables the user to save significant amounts of money for other expenses (e.g. holiday)
- Users have a profound interest to continuously shop using the rewardo platform, as it enables them to constantly receive cashback

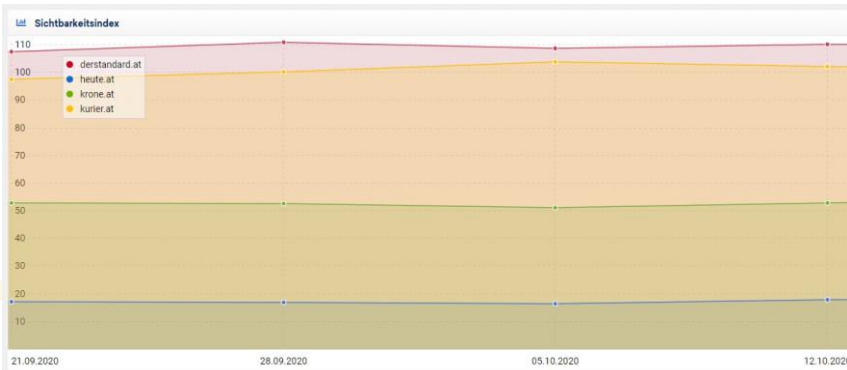
Users are searching for vouchers und discounts by Google in huge numbers. Even the Top-100 keywords like „amazon gutschein“ are searched for over one million times per month in Germany alone. The search-engine-tool Sistris monitores over 100 000 of these keywords.

The key is to partner with sites with strong Google positioning to run a voucher-site in their name (white-label-approach). Leading players in Germany make 1-10m Euro annually in revenues.

Since 2019 we acquired partners like PC Magazin, News.at, the Funke Mediengruppe and DerStandard, Austria’s leading quality press and strongest page in Austria regarding search engines. Our newest partners are the major media Kurier (AT) and Süddeutsche Zeitung (DE) – going live in 2023



above: Search engine optimization has raised traffic at our white label partner site gutscheine.pc-magazine.de fifteen times since January 2020. The visibility in search engines is rising accordingly.



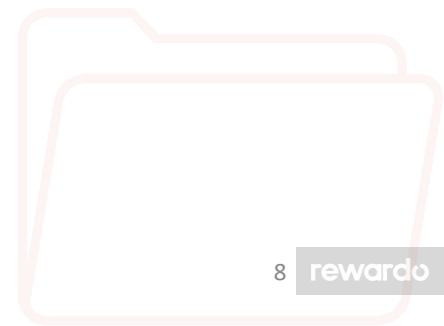
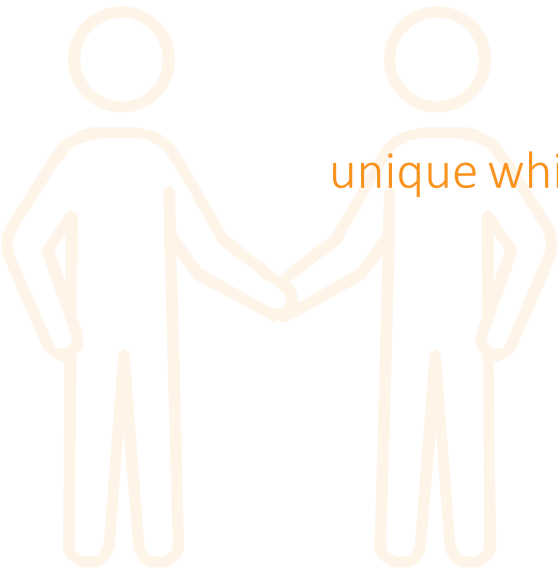
left: derstandard.at has a higher search index ranking than any other news page in Austria.



unique white label approach

&

extensive customer data



Unique white label approach

rewardo has a unique white label approach for partners like associations, sport and social clubs and companies:

- rewardo can be branded on all levels: platform, e-mail-communication, vouchers and cashback rates. Even shown shops can be selected for each partner separately.
- the revenue can be shared on multiple levels: with customers (cashback), with white label partners and with organizations, clubs and associations (donations)

These two points make rewardo the only complete white label solution in the market providing partners with several benefits:

- fully branded voucher- and cashback-site on partners domain, i. e. gutscheine.partner.de, search engine optimized
- with daily new deals the users continually return to the partners page
- the white label partner gains a new revenue stream by receiving a share of the shop provisions
- the registration data of new users is shared with the white label partners enabling a single log-in
- source of customer data generated through their shopping activity



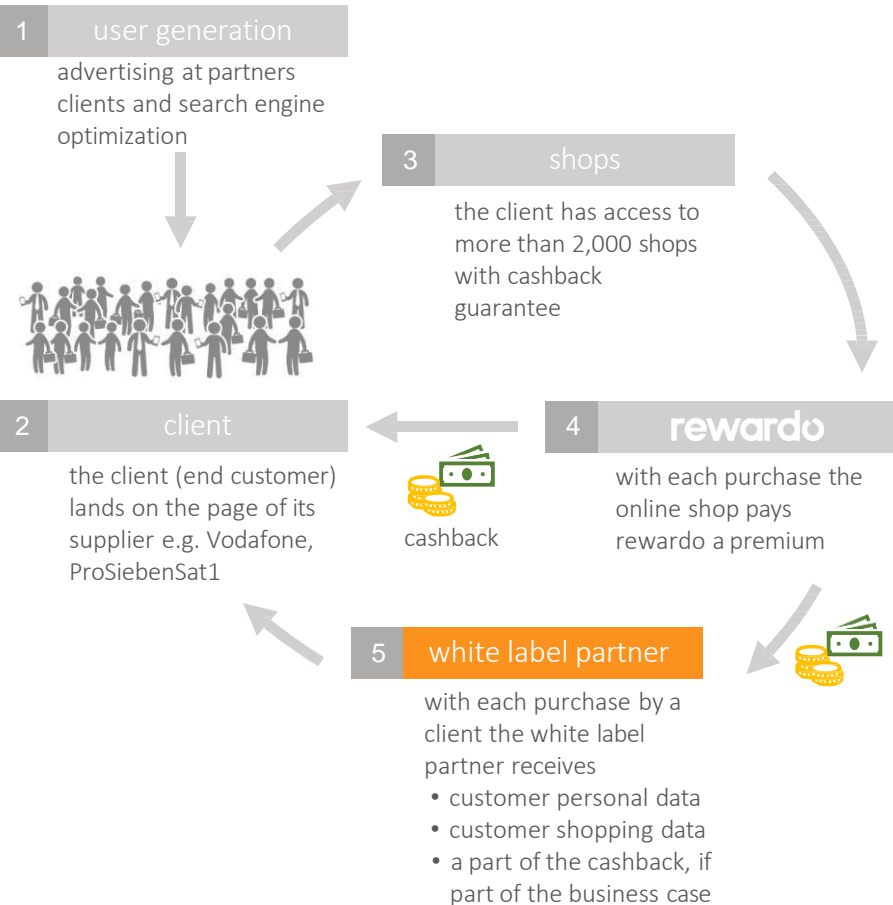
2
white label
approach

3
customer
data

What are the **benefits** of a **company** to be a rewardo white label partner?

2
white label
approach

3
customer
data



Benefits for the white label partner

- fully branded voucher- and cashback-site, i. e. gutscheine.partner.de
- receiving a part of the provision
- receiving data about user/client behavior – BIG DATA source
- increasing traffic on the company's website and therefore increasing the loyalty to the company's brand
- the white label partner gets its own „shopping mall“ for its B2C customers with special shopping opportunities
- the white label partner can provide different „shopping malls“ with different offers to its various client groups e.g. private clients, business clients, heavy users, etc. (individual target group marketing)
- regular coupon and cashback campaigns always provide new content, especially for media companies and content marketing
- the white label partner could offer incentives, combined with own products and services
- addressing a wider range of specialized target groups by using rewardo's other white label partners as a marketing platform (e.g. with newsletters, teasers, banners, etc.)

For some suppliers the value of loyal customers combined with the customer interaction data (BIG DATA) is more valuable than the cashback. In this case rewardo is able to retain 100%!

What are the **benefits** of an **association, sport or social club** to be a rewardo white label partner?



Benefits for the associations, sport or social clubs

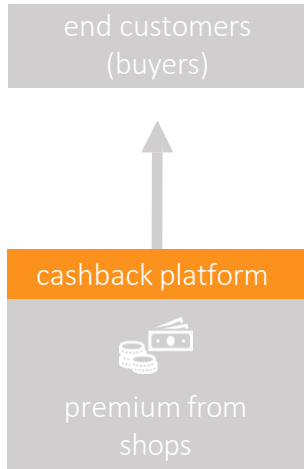
- each association or club gets its own „shopping mall“ for its members with many special shopping opportunities
- possibility of special deals on club or sporting equipment and daily products for members
- the association or club can define goals or investments paid with the collected cashback amount of all members, e.g. renewing the clubhouse, paying the juniors new shirts or football shoes etc.
- the association or club and its members get cashback for each purchase
- the association or club can save further money by buying its own needs via the cashback platform (e.g. office stuff, club trips, event equipment, club equipment, etc.)
- by shopping via the association or club website, the members generate cashback which is kind of a club sponsoring - it works like „crowd-sponsoring“
- the association or club uses, respectively strengthens the emotional relation with its members

rewardo white label USP: multilevel revenue share

2
white label
approach

3
customer
data

One-level revenue share



The cashback platform pays the user part of the premium from the shops

Multi-level revenue share



What kind of **customer data** is generated?

Registered users at rewardo deposit demographic and personal data.

In addition the shopping activities of the end customers deliver extensive data:

- customers
 - demographic data
 - geographical data
- customer behavior
 - shop visits by customers
 - shopping frequency
 - favorite shops, products and brands
- shopping behavior
 - detailed shopping basketed insights
 - customer shopping behavior

Our solution for white label partners and investors, who want to integrate the data into their value chain, are compliant to data protection law. In Switzerland we are consulted by the well known law firm Walder Wyss, in Germany by lawyer and book-author Prof. Dr. Stefan Ernst.





user generation:
strong partner network



How does rewardo reach the market and gain customers?

rewardo's approach for the acquisition of new customers:

- rewardo's go to market approach is primarily based on multipliers, white label partners and affiliates
- a second approach are users coming directly to the rewardo homepage

rewardo's go to market approach

- white label partnerships with large companies, associations, sport and social clubs and organizations with a significant number of clients, members or users
- websites with significant traffic
- affiliate networks with huge numbers of shops and service companies offering all kind of products and services
- shops for daily goods and services

white label functionality

- white label partners do not have to pay any start-up or initialization fee for the rewardo "shopping mall" platform
- rewardo provides its full functional cashback platform to all partners for free
- in addition, all partners can receive a significant share of the cashback and the BIG DATA, based on individual contracts



How does rewardo **reach the market** and **gain customers**?

1



professional organizations

telecommunication, transport etc.

actual reach
100 m coupons

2



media

news-companies, online-media etc.

actual reach
200 m visitors per month

3



sport & social clubs

soccer clubs, music societies, brass bands

actual reach
1.5 m members
600,000 clubs only in Germany

4



associations

swiss teachers, medical personal, further associations, foundations and non profit organizations

actual reach
200,000 members

5



rewardo website

traffic from social media, search engine optimization and own marketing

New opportunity: Sanifair



Sanifair, contract signed

- Sanifair is the biggest toilet franchise in Europe
- the customer pays 0,70 € - 1,00 € and receives 0,50 € as a coupon to use for shopping
- more than 100 m coupons redeemed per year
- new app launches in summer 2022 to bring Sanifair into the digital age and add online shopping to it's offers
- the goal: all coupons by app, 10% in the next 12-24 months – about 10 m
- rewardo is integrated in the app

rewardo will deliver about 2/5 of all offers in the app

- that would account to 4 m redeemed vouchers the first 12-24 months
- and 40 m redeemed vouchers long term
- resulting in additional yearly revenues 18 m € short term and 180 m € long term
- at launch, rewardo will be the only partner



Das SANIFAIR Prinzip



Wert-Bon lösen

für die Nutzung von SANIFAIR len unsere Kunden ein geringes ntgelt für Service, Pflege und Wartung und erhalten im genzug einen Wert-Bon in Höhe von 0,50 €.



SANIFAIR nutzen

In den modernen Sanitäranlagen von SANIFAIR an Bahnhöfen, in Shopping-Centern oder anderen Standorten verbringen die Besucher ihren Aufenthalt in angenehmer Atmosphäre.



So funktioniert SANIFAIR



Shoppen und genießen

Nach dem Besuch können unsere Gäste ihren Wert-Bon bei teilnehmenden Einlösepartnern au ihren Einkauf anrechnen lassen - ein echter Mehrwert für Kunden und Einlösepartner.

SANIFAIR Highlights

Entdecken Sie die Welt von SANIFAIR



In media SEO (search engine optimization) is essential as explained before. A partner with strong Google trust is the key to success. Our strategy: We started with mid-sized partners in Germany and Austria to build the first SEO pages. Now we are negotiating with bigger partners. With DerStandard the first leading partner in one country is on board.

PARTNERS:

PC Magazin: Our first SEO-Partner, a mid-sized German IT-magazine

news.at / VGN: Top 17 of the biggest Austrian pages, our first Austrian partner

derStandard.at: Number one in Austria in search visibility and quality press

Funke Mediengruppe: One of the leading media groups in Germany

Süddeutsche Zeitung: Largest daily news in southern Germany

Kurier: Top 3 media in Austria

PARTNERS IN NEGOTIATION:

T-Online: T-Online is one of the Top 3 pages in Germany and has no voucher/cashback-page since it has been restructured some years ago. rewardo is in the last round of providers pitching for the new voucher page.

Handelsblatt: Germany's leading business paper is planning to switch the partner for his voucher page. rewardo is in final negotiations.

Gala: One of the strongest magazines around stars and fashion is just resetting the activities around vouchers.

Heise: Heise is one of biggest sites around tech and computing with a strong search position

Chip: The other major player in technology news is part of Burda and working today with market leader Global Savings Group, but seems to be willing to change partners in due time.

Example: **sport** and **social clubs**



- 40% - 50% of the citizens of Germany, Switzerland and other European countries are organized in clubs. Germany e.g. has over 600,000 registered clubs
- rewardo provides a unique selfservice solution for all kind of clubs. This way the clubs can sponsor themselves through their members shopping
- additionally, members can donate their cashback to their sport or social club
- they can even donate their cashback to a charity organization, e.g. The Red Cross or other foundations
- this sport and social club-sponsoring concept is unique because of the technical capabilities of rewardo. The sport and social clubs are able to achieve their financial targets through the online purchases made by it's members
- actually over 200 clubs are fully registered
- rewardo offers all kind of sponsoring related organizations a unique income possibility through online shopping

The screenshot shows the website for FC Musterstadt. At the top, there is a navigation bar with links for HOME, VEREIN, TEAMS, EVENTS, GALERIE, BLOG, EINKAUFWELT, and KONTAKT. Below the navigation bar is a search bar with the placeholder text "Welchen Shop suchst du?" and a user profile for "Max Mustermann".

The main content area displays the user's account information: "Hallo Max Mustermann", "Kontostand 5,00€", "Vorgemerkt 2,50€", and "Auszahlung ab 25€". Below this is a section titled "Unser Sparziel: 2 neue Tore" (Our savings goal: 2 new goals). It states that the Bambini-Platz des FC Musterstadt needs two new goals. A progress bar shows the user's contribution of 10€ (2.5%) towards a goal of 400€. The remaining amount is 350.50€. A call to action says "Kaufe mit Vereinsvorteil ein, um ganz nebenbei Geld für deinen Verein zu sammeln: So funktioniert Vereinsvorteil".

Below the goal section is a large promotional banner for Nike, featuring a group of people in athletic wear. The text reads "BIS ZUM 30. JUNI 10% CASHBACK" and includes a "SHOP NOW" button.

The bottom section is titled "Aktuelle Top-Angebote" (Current Top Offers). It features a filter bar with "Alle Kategorien", "Alle Shops", and "Nur mit Gutschein". The offers are sorted by "Beliebteste". The visible offers are:

- REWE:** +10€ Gutschein, 1.5% bei Rewe auf Lebensmittel zurück.
- LIDL:** Bis 4% zurück bei Lidl.
- Telekom:** 2% 4% zurück bei Telekom auf Mobilfunkverträge.
- LEHNER VERSAND:** "Jede Zeit ist Reisezeit" (Every time is travel time).
- Thalia.de:** 19% discount.



state-of-the-art technology



How does **rewards** work?

- rewards is the state-of-the-art cashback platform for desktop pc, tablet and smartphone
- rewards has over 2,000 shops across five affiliate networks
- the rewards website is live in Germany, Austria, Switzerland (DACH)
- it offers unique white label technology for integration with companies, organizations, associations and sport and social clubs
- ready-made benefits section, which can be easily integrated into the white label partner's existing website
- the rewards browser plugin for displaying cashback results in rewards is linked to the Google search.
- in addition rewards provides a blog with saving tips
- there are quick actions with gamification on the website: top deals, landing pages or the Wheel of Fortune
- search engine optimized on a high professional level



5
State-of-
the-art
technology

How is the **platform** programmed?

The rewardo technology platform

- rewardo shows a HTML5-Frontend combined with a Bootstrap framework
- the platform is using the node.js webserver
- the data management is supported by a MySQL-database

The technology partner kr3m

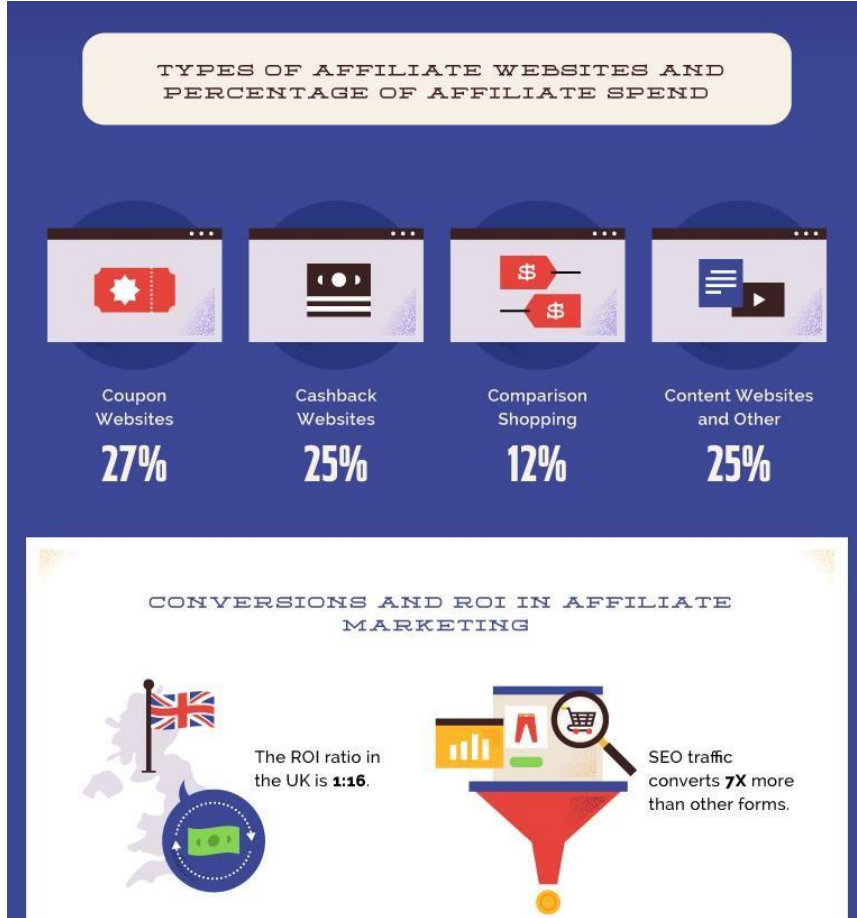
- the kr3m. media GmbH has fully developed and coded the rewardo platform
- the source code and all IP rights are owned by the Verbandspool AG
- there is an existing contract with kr3m. media GmbH regarding monthly tasks and services, which are undertaken for rewardo
- there is no intention of either contracting party to terminate the contract
- at kr3m. media GmbH are around 10 employees involved in the support and ongoing technical development of rewardo





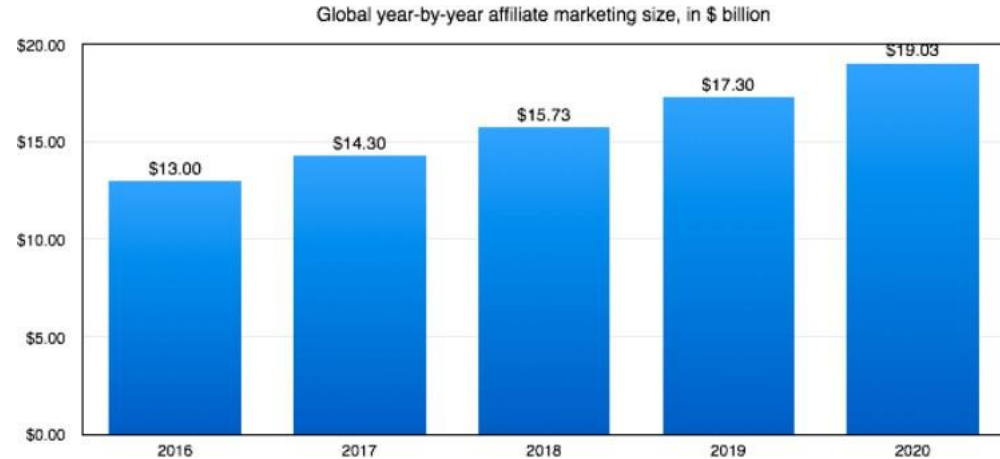
market

How is the market growth in vouchers and cashback?



Vouchers (coupons) and Cashback are main drivers of affiliate marketing

- The global affiliate market is worth \$19 billion in 2020
- Coupon and cashback websites make up more than 50% (\$10 billion) of the global affiliate market – rewardo offers both
- The market grew with 10% annually over the last 5 years
- Search engine optimized pages like rewardo convert 7 times better than other pages



Why voucher and cashback platforms attract investors?

6
strong
market
pull

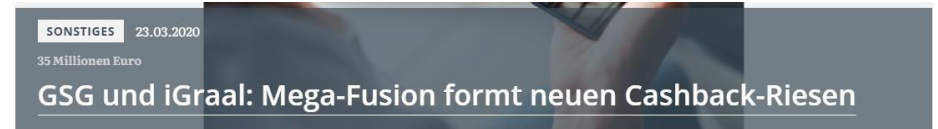
US voucher/cashback market example

Rakuten Buys Ebates For \$1 Billion

Posted Sep 9, 2014 by Sarah Perez (@sarahintampa)

In 2014, Rakuten, which is a big Amazon competitor in Asia, acquired Ebates from the US for 1 billion US\$. Ebates is the biggest cashback platform worldwide.

DE and FR voucher/cashback market example



In March 2020 Germany's leading voucher company Global Savings Group acquired French cashback-market leader iGraal from M6 Group paying 35m in cash and about 90m further in stock. Through the deal, M6 is major shareholder of GSG. Beginning 2021 GSG also acquired Germany's leading Cashback platform Shoop for an undisclosed sum.

Conclusion

- Huge market volume for vouchers and cashback in European countries
- High market growth potential for DACH markets
- Cashback market provides BIG DATA for investors
- Cashback market is very attractive for investors



The US and UK cashback markets are each worth several billion Euro/Dollar/GBP.

The DACH region has a total market potential of 5 billion Euros of which only 4% have been exploited.

Furthermore, the region is growing exponentially, especially Germany.






conclusion

What are the **benefits** of an **investment** in rewardo?



1 user generation

Customers from all sources, channels:

- main platform 
- associations, clubs 
- companies, media 



2 clients


the user (end customer) lands on the main platform or any white label page of associations, clubs, companies, media

3 shops

more than 2.000 shops,
extensive customer data

4 rewardo

with each purchase the online shop pays rewardo a premium

cashback 

5 investor

the investor receives

- full revenue
- customer personal data
- customer shopping data
- huge new client source
- cross-selling potential with white label partners

The new shareholder will

- receive 100% of all premium of the rewardo users
- earn 50% of the premium in cooperation with thousands of white label partners
- receive 100% of all data of hundreds of thousands of users
- get access to many associations, sport and social clubs, white label partners for cross selling and joint activities
- get new customers for the investor's core business by addressing the whole number of visitors in well known specialized target groups by using rewardo's white label partners as a marketing platform (e.g. with newsletters, teasers, banners, etc.)
- participate in one of the fastest growing markets in the German speaking countries (DACH)
- use the rewardo business model and platform for various other business opportunities like donation tool for non-profit organizations



strong growing business model

- fast scaling e-commerce business model
- customers are looking for vouchers, cashback and deals
- 61 m evaluation of rewardo
- multiple revenue sources, user and client data potential and cross-selling opportunities
- rewardo has an excellent management team



white label approach

- multiple usage of rewardo platform, based on the white label approach
- associations, sport and social clubs looking for additional revenue sources by using its member loyalty and at the same time keeping its independency
- this potential can be multiplied with the right strategic partner



extensive customer data

- huge source for specific end customer data from clients and members
- evaluation and BIG DATA analysis of client behavior and client interests
- analysis potential over multiple platforms and websites



user generation: strong partner network

- multiple levels of partners: associations, sport and social clubs (e.g. Bayerischer Fußball-Verband, National Paralympic Committee), company white label partners and shops
- selfservice for clubs has a strong future potential
- white label partnerships provide a strong potential for new customer acquisition and cross-selling initiatives



state-of-the-art technology

- own technology platform connected to more than 2,000 shops with all major payment systems
- very flexible white label platform, adaptable to client needs
- full functionality on any mobile device, smartphone, tablet and pc
- successfully search engine optimized



strong market pull

- markets such as US, the UK and France generate several billions Euros in turnover annually
- the DACH region has a market potential of Euro 5 billion, of which only 4% have been exploited. The region will experience significant growth in the coming years
- the success of platforms in comparable markets shows the interest of potential customers
- multi client companies are looking for possibilities to gather more customer behavior data (BIG DATA)

Expansion of white label cooperation's

- With existing cooperation's, e.g. DerStandard, PC Magazin, Vodafone, Funke Mediengruppe and News.at
- With new white label partners e.g. media companies, insurances and energy companies
- Self service for clubs with the right strategic partner

Establishing of Google ranking and shopping experience

- extend keywords for vouchers on first Google-page
- creating a shopping mall-feeling by strong and competitive deal offers and content

Internationalization

- vouchers and cashback are the same throughout Europe
- cooperation with international networks do already exist
- access to international markets via partners

Business model BIG DATA

- BIG DATA has the potential to become a business case in it's own right, selling data and analysis



Transaction **details** and **timeline**

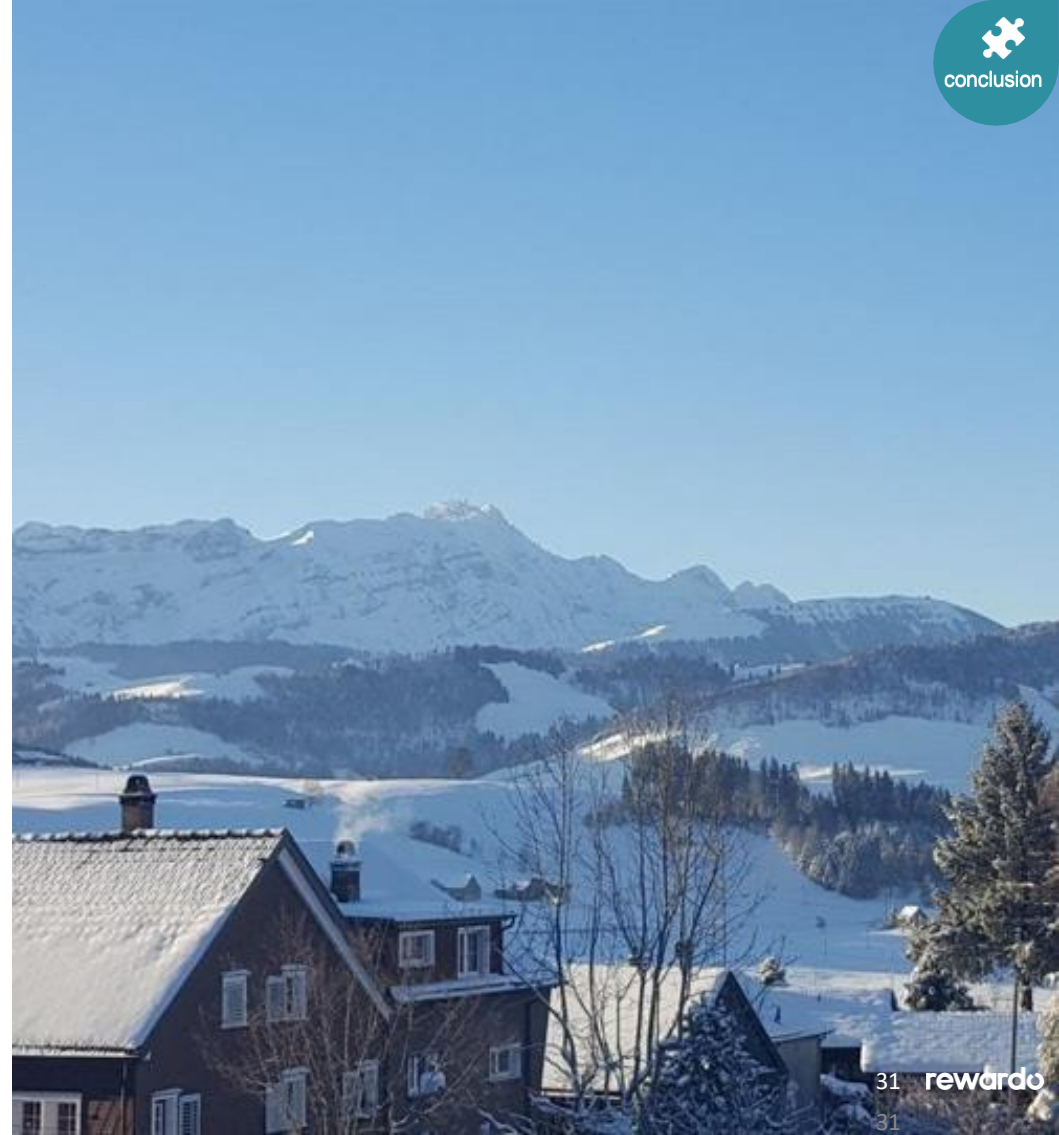
The shareholders of the Verbandspool AG are ready for an partial exit to a buyer, ideally with strategic interests in the online business, voucher and cashback market.

They are offering rewardo as follows

- A strategic investor can step in with a minority investment to understand the business case better, price to be determined.
- acquisition of 100% of the shares is optional.
- Expected IRR >15%

Expectations of the Letter of Intent (LOI)

- presentation to the other side
- strategic reasoning for the transaction
- role of the management team over the coming two to five years
- purchase price and payment model





Robert Bax

Info@baxenten.com

Telefon +31 6 2350 4339