LINKMEEASY PITCH DECK

LinkMeEasy

IMPLICATIONS

- All profiling systems are static and obsolete, they are not updated over time

- Investments in advertising are therefore not targeted and economically dispersive (SPAM risk)
- Media centers and communication agencies do not work in a targeted way but use approximate and too large clusters

- Today when you meet someone for the first time or after a long time, for business or friendship, you must exchange business cards, add all data by hand or voice to stay in touch (nearly 300 taps/clicks)

- Business cards are an outdated tool that is difficult to manage
- Excessive digitalization has alienated us, with arid human relations
- Lack of empathy and little knowledge of other individuals
- We need other immediate information
- The covid has further isolated us, and we will have to "break the ice" again in smart mode for both business and friendship

EFFECTS ON THE MARKET

- *CRM is the operational translation of the concept of Relational Marketing, that is marketing oriented to build long-term relationships with customers. They have been around for about 20 years, they all have three cornerstones: sales, marketing and customer support in the after-sales phase Over the years it has become a discipline of computer and management engineering that studies all the activities necessary to manage the relationship between a company and its customers*

- *Lately CRM has started to embrace the world of Social Networks, which have become a real communication channel. CRM, through Social Engagement, integrates the interactions unleashed on social networks and instant messaging Apps (the famous Big Data). This partial evolution has produced an unforeseen onerous effect: the continuous need to supervise social channels, also to manage and defend against the negative public reactions of professional heaters*

- *Current CRM systems are "passive", as they must be continuously and properly managed by companies staff*

SOLUTION

- **The LinkMeEasy App will solve the issues mentioned previously thanks to:**

A | **ADVANCED ANALYTICS SERVICE**
- The LinkMeEasy App will allow you to receive the new contact in your address book in just 3 taps and will also make it available on the «Instant Messaging Apps», «Social Networks» and one or more «e-mail addresses»

B | **DATA SOURCES EXTENSION**
- The LinkMeEasy App will provide «information» by storing it in your address book in a secure way, by managing your privacy, updating your info in real-time when it varies over time, being able to profile the contact based on the type of interlocutor

C | **DATA QUALITY AND CONSISTENCY INDEXES**
- Profiling is continuously updated and enriched thanks to the numerous touch points providing companies with a self-powered CRM also thanks to the app's AI techniques

D | **ADVANCED PREDICTIVE ANALYTICS**
- Performed by using the AI and «Deep Learning» techniques
- The profiling is continuously updated and enriched thanks to the numerous touch points providing companies with a self-powered crm also thanks to the app's artificial intelligence

These features allow to:
- *LinkMeEasy is not just an app: it is a "new system": for companies, a new way of managing CRM and for people, a simplification in business interaction and personal socialization.*
- *The LinkMeEasy App also fills the technological gap given by 15 years of mankind expansion through messaging, social media and email/web connection. As mentioned, a single number to connect is no longer enough just one number to connect or a single profile to transfer.*
- *3 clicks and LinkMeEasy will finally modernize the way to connect with others for business or friendship!*

UNIQUE FEATURES

- **PROMISE**: finally, a new digital profiling method

- **REASON WHY:** the new profiling is continuously updated and enriched thanks to the numerous touch points providing companies with a self-powered CRM also thanks to the IA APP

- **SUPPORTING EVIDENCE:** the users, attracted and satisfied by the numerous services provided, actively contribute by interacting for the various product areas; for example, if they have already made a purchase or if they are no longer interested in it, they actively cancel with a flag their availability to receive any kind of communication or support on the matter, perceiving to benefit from an equal relationship to the companies

- **COMPANIES POINT OF VIEW:** optimization of investments in advertising, possibility of providing accessory and complementary services, innovative and proactive support for the sale of products and services

- **USERS POINT OF VIEW:** conscious and smart connection between individuals (connection in 3 clicks and no longer in 300 clicks), equal relationship towards companies, receiving only the desired information and benefiting targeted and non-invasive economic advantages, freedom of activation depending on the place, the moment, the state of mind, the interlocutors, the need for anonymity ...

The LinkMeEasy App fills an existing void:

- Until yesterday it was enough providing the first/last name and phone number to connect with a new contact
- From today over 5 BILLION monthly users will immediately be able to use instant messaging apps (WhatsApp, WeChat, Telegram ...), social (LinkedIn, Facebook, Instagram ...), email accounts (we all have more than one, many more than 5), share professional skills and personal preferences

New CRM is the software desired by all companies

Conscious connection between users, and equal relationship between users and companies

Active and non-passive role of users, being able to choose which categories to follow and which products and services to be actually interested in

New profiling system with automatic and continuous big data updating

Thanks to CRM new digital managers invest in targeted and much more effective advertising

Big Data sale to media centers anonymously in actual respect of privacy law

The solution provided by LinkMeEasy responds effectively to all the elements mentioned in the list on the right, specifically:

- *It will encourage to interact in person, to meet new professionals or new friends, through a «conscious and secure connection» that will directly impact the physical network between people and between people and companies, allowing you to manage relationships in an innovative way, generating a tree of contacts specific to each profile created, tracking physical interaction and no longer just in digital mode.*
- *The companies' area can track user interactions with the services they provide throughout LinkMeEasy, creating an innovative advertising and engaging Business Model. These benefits will allow a viral propagation of the App in the world*

	TURNOVER ($)	STRENGHTS AND WEAKNESSES
CAMSCANNER / OFFICE LENS	**1 mln.**	These software perform a photo and then an OCR scan of the business card, then returning the contacts to the address book. They are software cumbersome in the procedure, which requires a minimum of care for taking the photo, moreover they are often inaccurate on the OCR part, especially in the case of Arabic/Oriental languages.
TRUECALLER	**6,1 mln.**	These software carry out the caller identification by accessing proprietary / public databases, allowing you to partially import the caller's information into the address book. Often the databases are obsolete or do not correspond to reality.
FACEBOOK / PAGINEGIALLE	**90 mln.**	Facebook is highly specialized in managing and tracking virtual social connections, while yellow pages is a corporate directory. The big shortcoming of Facebook is privacy, as well as having built virtual and non-physical networks, not separating work networks from human ones. The lacuna of yellow pages is not to provide specific vertical services for companies and not to have an intercommunication platform between customers and companies.
MICROSOFT DYNAMICS / ASK	**800 mln.**	Microsoft Dynamics is Microsoft's platform for building enterprise verticals for companies. It does not have low-priced products to allow a variety of basic functionality to small companies. ASK is an engine for matching supply / demand. Its biggest shortcoming is not having integrated services for companies, and users, in order to make them meet more easily.

Source: Thompson Reuters

LinkMeEasy

2021	2022	2023	2024	2025

2021
- Market research
- NVP development
- Agreements with product partners
- LOIs with around 200 early adopters in Italy

2022
- Completion of the first funding round at the beginning of the year
- Go-to-market for AskLinkMe section
- Expansion in the Italian and the EU market

2023
- Completion of the expansion in other relevant European markets
- Second funding round
- Creation new services with the software
- Holding creation and acquisition of a phisical site

2024
- Realization of the internal, proprietary database with the previously acquired data
- Expansion worldwide

2025
- Business consolidation

CUSTOMERS' ACQUISITION MODEL

A **Advertising to raise awareness of LME, its privacy management and initiate viral expansion among people and SMEs**

B **Founders' personal network with word-of-mouth activities**

C **Local business developers, one for each country addressed**

D **Targeted social media marketing activities**

REVENUE MODEL

BIG DATA SALE: Creation of clusters of anonymous and non-anonymous data (always compliant with the GDPR, without sensitive ones), linked to the physical interconnection between the users, therefore tied to the actual network of each of them, and not just the virtual one

MARKETING AND ADVERTISING ACTIVITIES: Non-invasive advertising mechanism is available on the app, able to generate impressions and manage clicks towards scrolling ads while using the app itself

PREMIUM SERVICES SALES: Concerning:

· **Public B2C:**

✓ Creation of personalized cards for customers, to be distributed on the base clustering criteria chosen by the customer himself

✓ Creation of Business HUB App

✓ Cards for e-commerce orders

· **Private B2C:**

✓ Integration and authentication of the customer on a partner system, private sections consultation

· **B2E:**

✓ Integration of the "Single Sign On Company Network ", consultation

of authenticated company links, remote recording with GPS in compliance with the GDPR

Paolo Mario Aghem
CEO & co-founder

- Consumer, trade and digital Marketing.
- Business developer, HR coordinator, strategic and commercial vision, market research expert.
- Previously marketing director in 5 big companies.
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Corrado Patierno
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- Specialized increasingly in the management of complex projects and multi-platform systems integration.
- High Experience in strategic forward-planning; BI; Production and logistics business processes analysis (with a focus on management of their automation and optimization) and selection of appropriate software for the development of integration components or conducting the work for their implementation.
- Innovation Manager, CTO for various big company and Technological Evangelist.
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Claudio Cattabiani
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- Health and safety consultant; environmental protection; Quality manager; Privacy consultant.
- Party technical consultant in civil engineering with particular reference to curtain wall.
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- Private Equity and Venture Capital Specialist at Olympia Wealth Management in Milano.
- International Master's Degree in quantitative Finance at University of Bologna.
- Relevant study experiences abroad at LSE London School of Economics and Political Sciences and at Barcelona GSE.
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	Federico Botti *Legal*	• Graduated in Parma in 1991 and enrolled in the order in 2001. • Competence acquired in managing complex negotiations.
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Income statement	2021	2022	2023	2024	2025
REVENUES	1.785.000	55.873.742	278.432.786	621.550.876	928.655.932
Costs of sales	(7.310.000)	(13.863.191)	(19.428.446)	(23.137.186)	(25.292.570)
Personnel costs	(1.130.561)	(1.824.098)	(17.618.584)	(98.800.789)	(210.497.891)
Service costs	(23.000)	(4.862.453)	(24.195.809)	(54.012.771)	(62.127.082)
Sundry expenses	0	(55.874)	(278.433)	(621.551)	(928.656)
EBITDA	(6.678.561)	35.268.126	216.911.514	444.978.578	629.809.733
Ebitda margin%	-374%	63%	78%	72%	68%
Depreciation	(272.140)	(483.502)	(12.671.194)	(13.781.511)	(14.667.024)
Allocations to the bad debt provision	(19.987)	(625.633)	(3.117.684)	(6.959.667)	(10.398.402)
Severance indemnity provisions	(59.439)	(95.902)	(401.193)	(844.635)	(1.717.679)
EBIT	(7.030.127)	34.158.990	201.122.636	424.237.400	604.744.306
Ebit margin%	-394%	61%	72%	68%	65%
EBT	(7.076.127)	34.158.990	201.122.636	424.237.400	604.744.306
Net profit (loss) for the year	(7.076.127)	36.102.546	191.875.614	367.183.470	484.399.139
Net Profit Margin%	-396%	65%	69%	59%	52%

The annual turnover for profiling used in the 3 revenue lines starts from 1 in 2021, and in the following years is calculated as the geometric average of the year before and a final value of 18,5, close to the one of Facebook, equal to 19

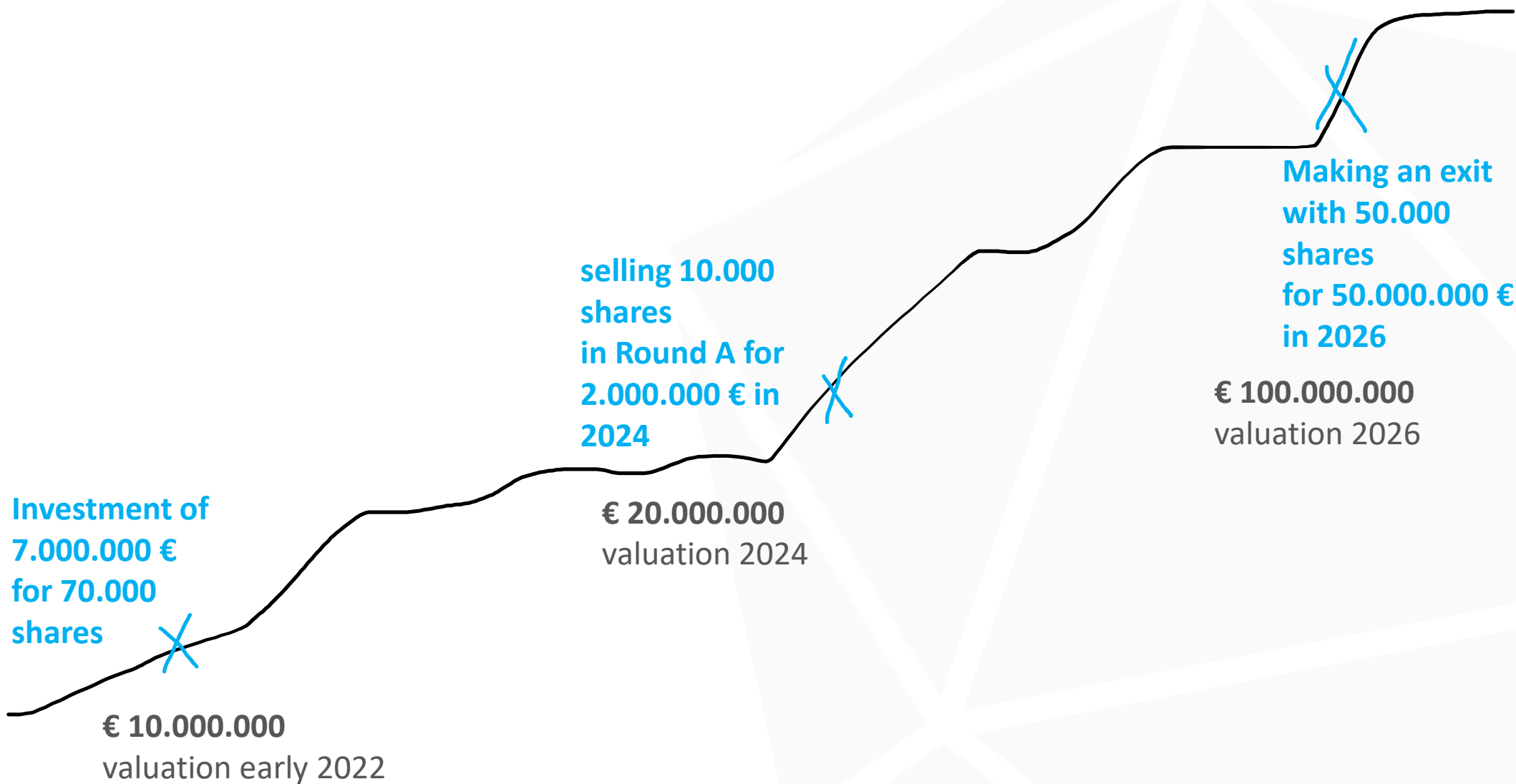The main assumptions concerning revenues are the following:

BIG DATA SALES

✓ They start from a number of monthly users based on the worst performing apps for 2021, and for the following years is assumed to increase at a growth rate extracted by that of other similar applications

PREMIUM SERVICE SALES

✓ By analyzing other similar apps, we assume only 1% of users apply for premium services

MEDIA AND ADVERTISING ACTIVITIES

✓ Ratio between number of users and their value in terms of advertising, equal to 0.04. Research based on data from similar apps. The number of monthly users is the same of Big Data Sales

**Investment of
7.000.000 €
for 70.000
shares**

€ 10.000.000
valuation early 2022

**selling 10.000
shares
in Round A for
2.000.000 € in
2024**

€ 20.000.000
valuation 2024

**Making an exit
with 50.000
shares
for 50.000.000 €
in 2026**

€ 100.000.000
valuation 2026

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FUNDRAISING TERMSHEET

FUNDRAISING GOALS

Fundraising target: € 7.000.000

Equity for Sale: 70%

Pre-Money Valuation (Equity Value): € 10.000.000

USE OF FUNDS

- ■ Server & Cloud
- ■ App implementations
- ■ Administrative staff + sales staff + sites + others
- ■ Marketing, Social Media and Press Office staff
- ■ IT & Software Engineering Staff
- ■ Legal & Privacy Staff

Pie chart values: 1%, 4%, 2%, 3%, 22%, 68%