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Project Striker

Information Package

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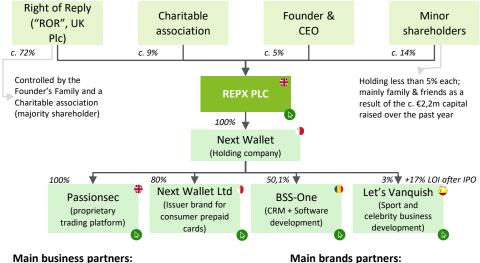
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REPX Company Profile (1/3)

Company overview

- The Reputation Exchange Plc (also "REPX" or the "Company"), founded in 2019 in UK, is a fintech company that offers co-branded prepaid and debit cards, as well as digital products, targeting the customer and fan base of sport teams, fashion houses, celebrities and influencers.
- By mainly **leveraging followers** on their social media platforms, **REPX's products** are **co-marketed** with their partners, offering loyalty programs and engagement initiatives, such as exclusive experiences and events, ticketing and merchandising.
- REPX has already launched 3 products, with 3 more in the pipeline for 2021, including a social App for account management that will allow partners to increase customer engagement through dedicated and personalized content. Contracts already signed will allow products to reach over 300 million fans and followers via cobranded partners' social media channels.
- **REPX is listed on Cyprus Stock Exchange** ("CSE"). Following the subsequent listing on London Stock Exchange ("LSE"), REPX shareholders might consider further strategic options, including increase in capital and sale up to the majority stake to a strategic partner.

Key highlights















REPX Company Profile (2/3)

Product portfolio

Current Products (2020)

- Topcard: sold through integrated marketing campaigns in the luxury space to high net-work customers
- Nextcard: marketed as part of the Next Wallet consumer brand
- The Clan: co-branded prepaid card offered to sport teams' fans

24k cards sold*

Upcoming Products (2021)

- Payfan card: co-branded with sport teams and celebrities, socially connected
- Befriend App: connected to PayFan Card for account management, enables customer engagement
- Covercard: phone case with integrated contactless payment card chip

Estimated 353k cards sold

Future Pipeline (starting from 2022)

- Twin chip card: 2 chips: one for payments and the other allows the retailer to develop dynamic pricing strategies
- Fashion card: embedded chip in products, enabling data gathering from clients
- Black Box card: Blockchainbased card

Estimated 464k cards sold

Key Strengths and Opportunities

Top-class partners ensuring a broad and loyal customer base



Low customer acquisition cost by leveraging partners' brand and marketing

Growing market

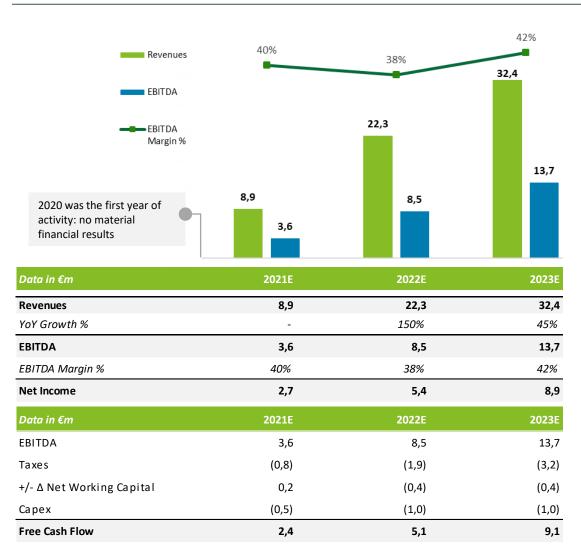
Fast growing market supported by more and more pervasive social media

New sectors

The business model can be applied to new industries such as Travel, Music or any other with social media presence

REPX Company Profile (3/3)

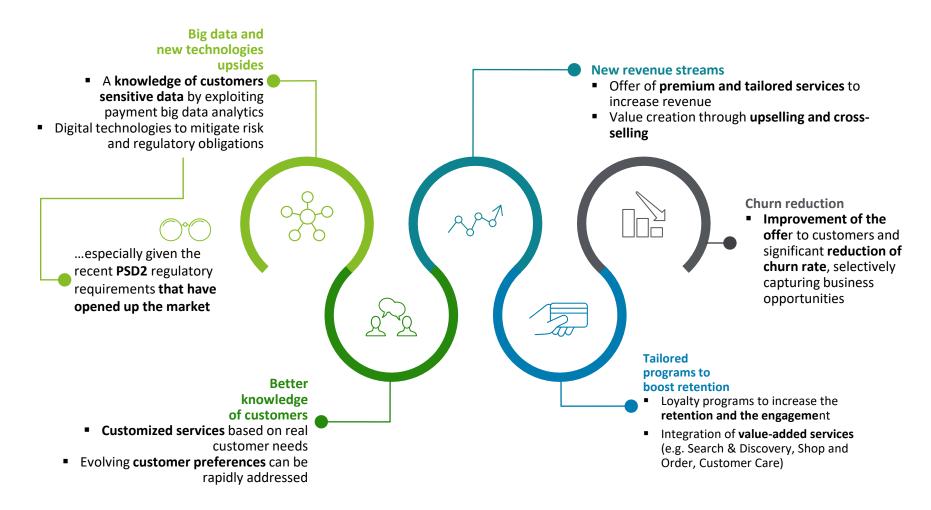
Key financials highlights



- The Company is expected to generate positive revenues starting from FY21. The figure is expected to grow sharply in the forecasted period.
- EBITDA and EBITDA Margin are expected to grow, with the latter reaching 42% in 2023, as a consequence of relatively low marketing and customer acquisition costs.
- REPX is expected to generate positive cash flows and to be profitable, starting from the first forecasted period.

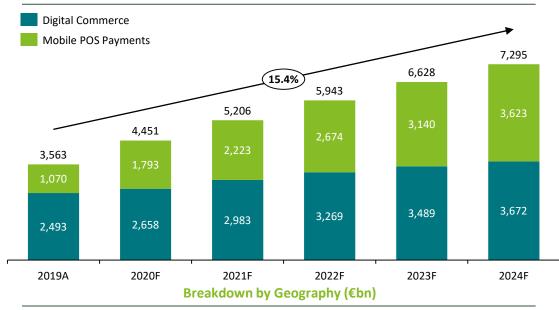
Digital payments | Strategic considerations

Digital payments market is facing a booming phase and M&A activity is flourishing as well: why is it crucial to invest in this sector, right now? Digital payment companies might offer real and tangible opportunities:



Digital payments | Global market







Source: Statista, FinTech Report 2020 – Digital Payments Note: Figures converted in Euro applying EUR/USD exchange rate as of Dec. 31st, 2019 2021 Deloitte Financial Advisory

Highlights

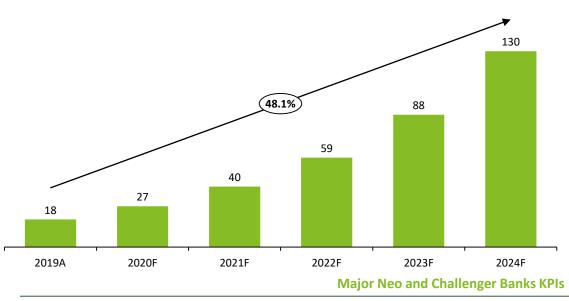
- The Global Digital Payments Market was worth a total of €3,563bn in 2019, of which €2,493bn were generated by Digital Commerce.
- The market is expected to grow sharply at a +15,4% CAGR (2019-2024), reaching a value of €7,295bn in 2024.
- Growth will be driven by online shopping and peerto-peer payments, being usability the key to high conversion rates and consumer adoption.
- An additional important driver is the ongoing development of integrated online shopping ecosystems, born by the merger of shopping and social media and messaging platforms.
- China is and will continue to be the largest market, representing almost half of the total. However,
 Europe will be the fastest growing market, with an expected +16,8% CAGR between 2019 and 2024.

European Market Breakdown by Geography



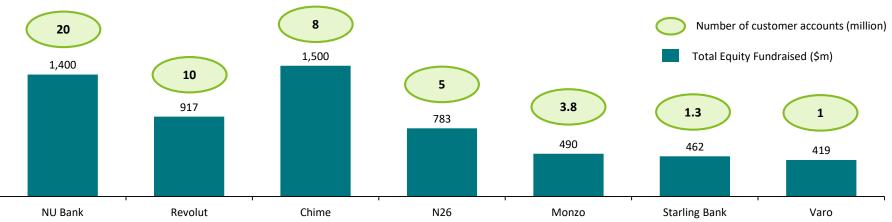
Neo and challenger banks | Global market





Highlights

- Neobanks are digital-only banks without any physical branches, providing digital and mobile-first financial payment solutions, while Challenger banks are established firms and operate with a full banking license in the market.
- The Global Neo and Challenger Banks Market was worth €18bn in 2019, and is expected to reach €130bn by 2024, corresponding to a 2019-2024 CAGR of +48,1%.
- Major players in this sector are NU Bank (Brazil), with more than 20 million active customer accounts as of February 2020, and Revolut (UK), with around 10m accounts.



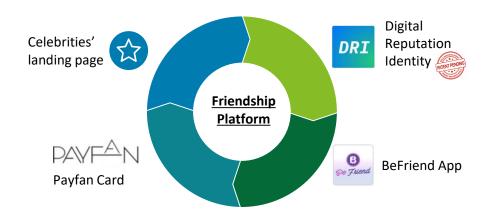
Business highlights

Business model based on "social selling" concept

- REPX's business is based on the concept of social selling. Social selling refers to revenue-sharing arrangements with entertainment celebrities, sports personalities and others who have pre-existing relationships with fans or followers on social media. The social selling model aims to open up and leverage each star's social media base. Follower numbers can be very large—in some cases in the order of millions—so with even low follower-to-purchaser conversion rates, revenue potential for popular celebrities is high.
- The Directors of REPX aim to contract with established social media stars, whom the Directors expect will participate in a circa 50:50 revenue share of, initially, the sale of branded bank cards.
- The Directors also expect that REPX will earn revenues on a 50:50 basis from other personalised forms of interaction (e.g. the App), between the celebrities and their fans in exchange for providing the platform, technology, security and payment methods where this interaction takes place.
- The kind of interaction offered is freely defined by the celebrity and is dependent on the celebrity desire to share time and specific experiences with a specific fan, against a cash-based remuneration. The Directors expect that splitting revenue on this basis is likely to yield a ready-made, potentially fertile customer base coupled with business partners (i.e. the stars themselves) who are strongly motivated to promote REPX's products to their loyal followers via social media.

Digital Reputation Identity and Friendship Platform

- To use REPX, users will be required to register and establish a Digital Reputation Identity ("DRI").
- Each registered user receives a Digital Reputation Identity (DRI) with the possibility to access a range of products /services that have Reputation at their core through the REPX Friendship Platform
- DRI's are currently achieved via REPX's blockchain-based <u>Friendship</u>
 <u>Platform</u>, which comprises the following:
 - The BeFriend App, a free app which allows fans access to, and interaction with, registered celebrities and personalities; and
 - The Payfan Card, a prepaid bank card, backed by a major credit card provider (e.g. MasterCard) and a popular personality or star.
- The blockchain-based technology that powers REPX's Friendship Platform is patented by REPX's corporate parent (namely, ROR), who has provided REPX with a worldwide, perpetual, non-exclusive and royalty-free right to exploit it.



Next Wallet Cards

Next Wallet Cards are **consumer prepaid cards** represented by Nextcard and Topcard, launched in **July 2020** by REPX's subsidiary, Next Wallet. Topcard is targeted at high net worth customers, while Nextcard is for the broader prepaid card user audience.

More than 3,500 users mainly in Italy and Switzerland are currently using Next Wallet cards and projections suggest 10,000 subscribers by YE 2020.



- High net worth customer Black card
- Sold through integrated marketing
- campaigns in the luxury space
- 100,000€ spending limit—no other
- company offers this high limit
- Supported by mobile app platform
- designed with the travelling professional in mind
- 5 currencies at the fingertip with unbeatable conversion rates make this top product unique

- Brand conscious customer
- Can be co-branded with any non-sports company
- Marketed as part of the Next Wallet consumer brand
- Supported by mobile app platform
- Thought for a for a younger and more active lifestyle buyer persona

The Clan card

REPX partners with sports teams to offer this co-branded prepaid card free to fans, followers and supporters, and will be launched in 4Q 2020.

This distribution model allows for rapid penetration and market share gains in the growing prepaid card market.



- The Clan is a package especially conceived for football sport Teams, in order to have an additional revenue stream and a supporter's engagement tool.
- The Clan card permits a close interaction of the Team with its fan base and a monetization tool with an interesting revenue.
- Supported with a simple card management app.
- Optional personalized SIM card available
- Four Italian professional football teams have signed up to offer REPX co-branded cards.
- REPX estimates 50,000 Clan cards to be distributed by the end of 2020.

The Friendship Platform (1/3): Payfan card

The Payfan card is a MasterCard-backed, prepaid bank card that gives partner companies the opportunity to leverage their brand, create new revenue streams and engage with their loyal followers and fans.



The Payfan card



- The Payfan card is a co-branded prepaid card which offers fans and followers a more personalized payment experience.
- A sports team song, a celebrity quote or saying and other customized messages play every time the card is used. The technology enabling this is patented and licensed by REPX.



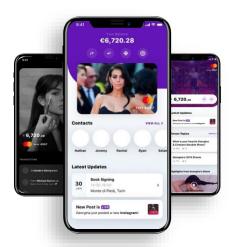
- It works on a subscription fee-based model. The fee revenue is shared between REPX and the participating star.
- Subscription to the PayFAN Card works in the following way:
 - Stars promote the card directly to their fans, through social media by using their own marketing plans or a generic strategy template provided by REPX.
 - Stars send their followers a link containing the marketing package and application form.
 - Fans who complete the application will receive their card via direct mail.
 - Once the fan receives his or her card, the fan can activate and proceed to top-up the card with REPX's BEFRIEND app.

The Friendship Platform (2/3): BeFriend App

This white label app platform allows customers with the PayFan Card to manage their account on a **user-friendly interface** while partner companies build **affinity**, multiply **engagement** and **drive revenue through customized content**. The app allows celebrities, personalities, iconic cities and others to, among other things, **interact with their respective fans in a safe, engaging and de-anonymised way**.



BeFriend App





- The BeFriend App is a free-to-download app that allows users to search for any celebrity on the web and access their related news, content and promotions.
- The app also gives fans the opportunity to interact directly with those celebrities on the platform.
- The BeFriend Premium version offers additional forms of access to these celebrities for an annual subscription fee. In both versions, user identities are fully verifiable as they have to be registered and validated to be on the platform
- The BeFriend App's features include the following:
 - landing pages for each celebrity with the potential for personalised interactions between the user and that user's favourite celebrity (each user profile is linked to a celebrity profile);
 - a specific chatroom with the celebrity
 - celebrity web channels featuring exclusive content
 - exclusive promotions, unique gifts and discounted items
 - a linked, personalised Payfan Card, designed by the user's favourite celebrity.

The Friendship Platform (3/3): Strategic objectives



Objective 1

Continue recruitment of celebrities, personalities, iconic cities and others to promote Payfan cards



Technology behind the Payfan card is stable and REPX has applied for patent protection its ringtone-related technology. A significant amount of REPX's activities that concern Payfan therefore concern REPX's recruitment of celebrities and others who are interested in promoting their own cards.



Launch of Friendship Platform

As the Payfan card is integrated with the BeFriend app, REPX intends to release the Payfan card simultaneously with the release of the BeFriend app in **2Q 2021**.



Objective 2

Complete the development of the BeFriend app



BeFriend app is in the testing phase, where it is being tested for errors and instability to mitigate the possibility of instability, crashes or data loss. The Directors aim to release a stable version of the BeFriend app to the public in 2Q 2021.

Further products – under development

REPX has a pipeline of promising patented products likely to be launched in 2021 or 2022. The new product pipeline includes the following:

Co-branded cell phone cover that also acts as a contactless prepaid card

- A phone case that integrates a contactless payment card chip
- 100% secure
- Personalized with image and case material
- Eliminates transaction fees of Apple, Samsung and Google

Currently replaced by a personalized chip sticker for the back of mobile phones, to be used as a contactless payment solution

A chip solution embedded into fashion products

- Luxury brands obtain data and buying behaviors of their customer base
- Brands gain control of secondhand resale market data



Prepaid card that gives brands and shops the ability to offer real-time, variable pricing on their products

- A card with two chips—the first chip for payment and the second chip allows the retailer to develop dynamic pricing strategies
- Retailers can modify the price of each sku based on inventory levels and demand
- Managed remotely and in real time

Prepaid card that gives users the control over their personal data

- A card that gives the customer power over their personal data
- Based on blockchain technology
- A secure payment tool that cannot be copied, replicated or counterfeited
- Customers decide the amount. currency and type of data they're willing to share

App for gamification based on REPX products

- An funny app to support sales of REPX products including The Clan Cards
- Through gamification, will allow REPX and partners to collect profiling data on customers

Look-Alike

Twin

Black

Box QR

code

card

IP: trademarks and patents

<u>Trademark</u>	Filing Date	Registration Date	N° Trademark	Trademark Code	Geographic extension	Dataroom reference
BeFriend	13/02/2020	25/09/2020	018196358	TM9561EU00	Protection for EU	<u>Link</u>
DRI	13/02/2020	25/09/2020	018196134	TM9562EU00	Protection for EU	<u>Link</u>
Payfan	13/02/2020	25/09/2020	018196145	TM9565EU00	Protection for EU	<u>Link</u>
REPX	13/02/2020	25/09/2020	018196135	TM9563EU00	Protection for EU	Link
ROR	13/02/2020	25/09/2020	018196143	TM9564EU00	Protection for EU	<u>Link</u>
<u>Patent</u>	Filing Date	Approval Date	<u>Con</u>	nments	Dataroom reference	
Payfan	25/09/2019	Pending			<u>Link</u>	
Cover Card	15/04/2020	Pending			<u>Link</u>	_
						_
Twin-Chip Card	15/04/2020	Pending			<u>Link</u>	
Twin-Chip Card Black Box (QR Code Card)	15/04/2020 16/04/2020	Pending Pending			<u>Link</u>	_

Core products – business model

	Next Wallet Cards (i.e. Top Cards, Next Cards)	Clan Card	Payfan Card	BeFriend App	
Description	Debit cards (by Mastercard). Launched in July 2020. Can be co-branded with some smaller star/company or as a stand alone. Top Card targets high net worth clients and has a plafond of 100€k.	Pre-paid cards co-branded with football teams. The idea is to distribute them for free, or at cost, to team fans (in order to rapidly penetrate the market and gain market share). Launch by end of 2020/early 2021.	Pre-paid cards co-branded with football teams and celebrities and fashion brands, offering a personalized payment experience (e.g. personalized voice message at each use). Launch expected in 2021.	Mobile App that allows users to access all the news and exclusive content regarding their favourite celebrity. With the premium version, the user can access additional contact points with the celebrity and directly interact with him/her. Lauch expected in 2021.	
Revenue drivers	Driver 1) Revenues from card sales (one- off, about €25 for Next Cards e €700 for Top Cards) Driver 2) Revenues from Volume rebates from Mastercard (on the # of cards sold and rate of use, about €24 for Next Cards e €240 for Top Cards)	Driver 1) Revenues from Volume rebates from Visa/Mastercard (on the # of cards sold and rate of use, about €36) N.B. No revenues from card sales, which are for free	Driver 1) Revenues from card & app sales (one off, €59) Driver 2) Revenues from Volume rebates from Visa/Mastercard (on the # of cards solo and rate of use, about €36)		
Cost drivers	Direct costs: Driver 1) Revenue share with the partner celebrity/company partner, about 40% Driver 2) Fraud fees / Chargeback on the income from Volume rebates (about 5%) Driver 3) Card production costs (about €8 for Next Cards and €12 for Top Cards) Indirect costs: SG&A Costs (customer care, call center)	Direct costs: Driver 1) Revenue share with the football team (30-50%) Driver 2) Commission (variable), mktg and IP rights fees (fixed) to be paid to the football team Driver 3) Card production costs (about €10) Indirect costs: SG&A Costs customer care, call center)	Driver 1) Revenue share with the football team (30-50%) Driver 2) Commission (variable), mktg and IP rights fees (fixed) to be paid to the football team Driver 3) Card production costs (about €10) Driver 4) App store costs and app development Indirect costs: SG&A Costs customer care, call center)		
Margin	Gross Profit) c. 30-40% EBITDA) c. 13-20%	Gross Profit) c. 30-40% EBITDA) c. 10-15%	Gross Profit) c. 20-40% EBITDA) c. 10-15%		

Contracts and agreements with clients (as of Jan. 12th, 2021)

<u>Counterpart</u>	Documentation status	<u>Product</u>	Geographic extension	Dataroom reference
A.C. Milan	Contract signed	Official co-branded pre-paid debit cards and products	SEPA area	<u>Link</u>
A.S. Roma	Deal Memo signed Contract signed	Official co-branded pre-paid debit cards and products	SEPA area	<u>Link</u>
City of Paestum	City Council Authorization signed	Official co-branded pre-paid debit cards and products	Worldwide	Link
Georgina Rodriguez	Contract signed	Official co-branded pre-paid debit cards and products	Worldwide	Link
Javier Mascherano	Contract signed	Official co-branded pre-paid debit cards and products	Worldwide	Link
Luis Figo	Contract signed	Official co-branded pre-paid debit cards and products	Worldwide	<u>Link</u>
Premier League Team	Head of Terms draft Partnership Agreement (to be countersigned)	Official co-branded pre-paid debit cards and products	SEPA area	Link
Parma Calcio 1913	Marketing Terms ("REPX 1") signed Contract ("REPX 2") signed	Official co-branded pre-paid debit cards and products	SEPA area	Link
Real Madrid C.F.	Contract signed Sponsorship Agreement draft Head of Terms draft	Official co-branded pre-paid debit cards and products	LATAM	Link
Udinese Calcio	Licence agreement (signed)	Official co-branded pre-paid debit cards and products	SEPA area	Link
eSerie A TIM	Terms and conditions (signed)	Official co-branded pre-paid debit cards and products	n.a.	Link

Source: Management

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Contracts and agreements with partners and suppliers (as of Jan. 12th, 2021)

<u>Counterpart</u>	<u>Documentation status</u>	Type of relationship	Dataroom reference
Austria Card	Contract	Cell phone payment tool sticker	<u>Link</u>
Fueled International Limited	Signed Master Services Agreement (MSA) Signed App Statement of Work (SoW)	App producer	<u>Link</u>
Hashcash Consultants	Signed Engagement Proposal (trading platform)	Technology counterparties	<u>Link</u>
Intercash	Prepaid Card Product Specs & Pricing (updated) Intercash Account Merchant Application Form Prepaid Card Services Agreement with Andaria Ltd (to be countersigned)	Visa Card issuer counterparts	Link
Onfido	Sales Order and Terms & Conditions (Signed)	кус	<u>Link</u>
Pannovate (Paneleven Ltd)	Sales Order and Terms & Conditions (Signed)	Banking app counterparties	<u>Link</u>
Prepaid Financial Services Ltd	First Draft Contract with Next Wallet Draft proposal change Marketing Rules Contract Addendum: transfer of contract (Signed)	Card Issuer	<u>Link</u>
SisalPay S.p.A.	Partnership Agreement	Debit cards top-up services	<u>Link</u>
Vanquish Global Investments S.L.U.	Joint agreement Signed agreement (+ unsigned draft)	Marketing and sales partner	Link

Source: Management

24

Total followers and potential card users of signed partnerships (as of Jan. 12th, 2021)

Signed Partnership	Type of Star	Total Followers or Tourists (unit)	Estd. Conversion Rate	Potential Card Users (unit)	<u>Dataroom</u> <u>reference</u>
A.C. Milan	Big Football Team	46.640.000	0,50%	233.200	<u>Link</u>
A.S. Roma	Big Football Team	12.900.000	0,50%	64.500	Link
City of Paestum	City	597.985	3,00%	17.940	Link
Georgina Rodriguez	Celebrity	21.600.000	0,75%	162.000	Link
Javier Mascherano	Celebrity	17.800.000	0,75%	133.500	Link
Luis Figo	Celebrity	6.560.000	0,75%	49.200	Link
Premier League Team	Big Football Team	150.000.000	0,30%	450.000	Link
Parma Calcio 1913	Small Football Team	768.000	1,00%	7.680	<u>Link</u>
Real Madrid C.F.	Big Football Team	53.400.000	0,50%	267.000	<u>Link</u>
Udinese Calcio	Small Football Team	607.291	1,00%	6.073	Link
eSerie A TIM	Serie A eSport Championship	47.000.000	0,50%	235.000	Link
<u>Total</u>		<u>357.873.276</u>		1.626.092	

Next Steps

Next Steps

Licences and Listing processes

REPX completed the technical listing procedure on Cyprus Stock Exchange in December 2020.

Meanwhile, the Company has recently filed a Full Listing Prospectus and is drawing up all the necessary documentation for the **subsequent standard listing** on the **London Stock Exchange** (LSE), planned to be completed in **Q1 2021**. The broker and underwriter of this IPO will be shortly mandated.



Neo Banking Licence As of today, Project Striker operates as a PSF agent, via a FCA UK licence and a FCA IE licence.



Project Striker in 2020 has filed the request to become an Electronic Money Institution to FCA UK. Expected licence granting: 2021 Q3

Next Steps

Upsides under discussion

Besides the **listing process** on LSE and the request filed for the **EMI licence**, REPX is continuously developing its business with the aim of entering **new agreements and partnerships** as detailed below.



New products and prospect clients

Open discussions for new partnerships with clients (e-Serie A, a Serie A team, a Serie B team, a Serie C team) and new products under development, such as the cell phone sticker or the Lookalike app



New services agreements

Besides the signed agreement with SisalPay for the topup of debit cards in over 42.000 shops and corners, negotiations ongoing to partner with a leading provider of payment technology solutions



New distribution partnerships

Negotiations ongoing on a new agreement with a corner-shop chain that has c. 900 shops in Italy, where REPX cards can be bought and topped-up



Ongoing scouting of potential targets

The Company is already considering potential synergic targets for prospect acquisitions in the payment sector



Wider geographical footprint

Complete
agreements
enabling the
distribution of
REPX products
not only in the
Sepa area but also
in Latin America,
North America
and Switzerland

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Annex

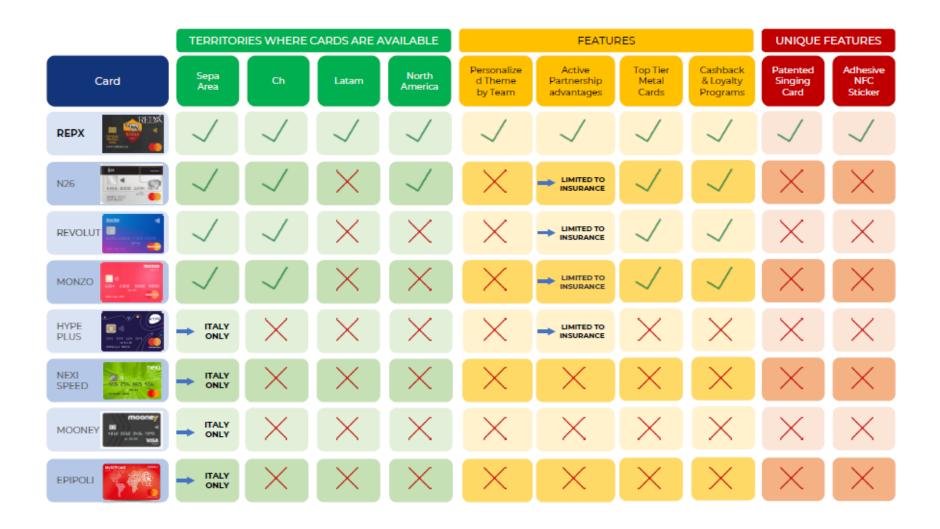
Annex

REPX Sport team card and competitors (1/2)



Annex

REPX Sport team card and competitors (2/2)



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