



Project Striker
Information Package

Strictly private and confidential
September 2021

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Project Striker at a glance

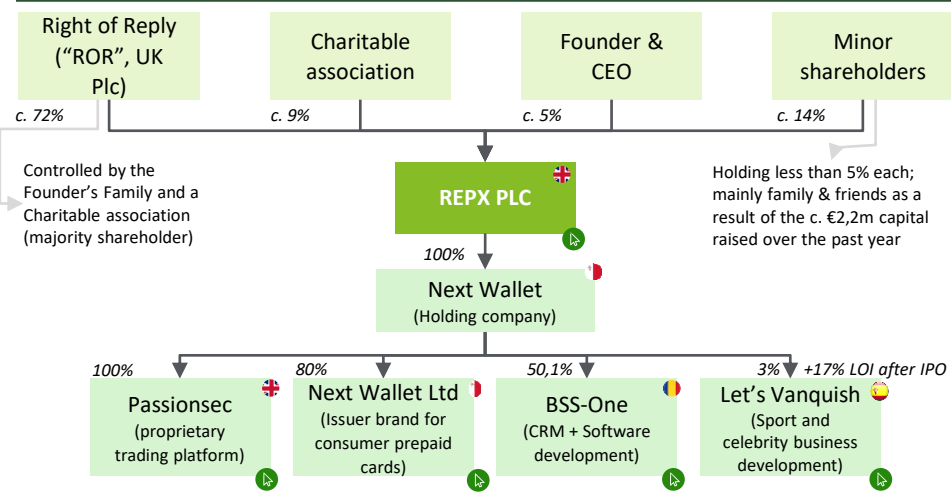
Project Striker at a glance

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 co-branded 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.

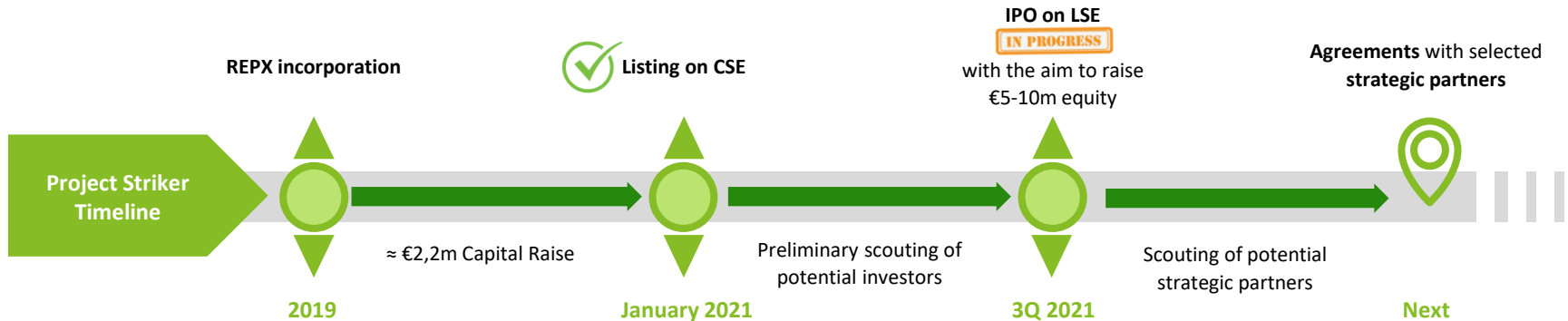
Key highlights



Main business partners:



Main brands partners:



Project Striker at a glance

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
- **Gift Cards,** offered in a commercial agreement with Epipoli

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
- **8xMille cards:** prepaid and gift cards

Estimated 100k 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:** Blockchain-based card

Estimated 250k 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



REPX



Growing market

Fast growing market supported by more and more pervasive social media

New sectors

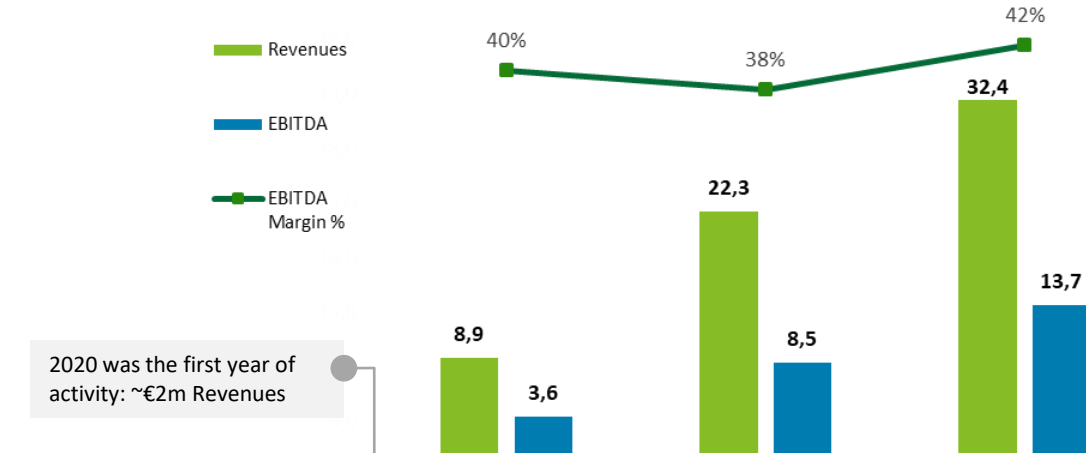
The business model can be applied to new industries such as Travel, Music or any other with social media presence



Project Striker at a glance

REPX Company Profile (3/3)

Key financials highlights



Data in €m	2021E	2022E	2023E
Revenues	8,9	22,3	32,4
YoY Growth %	-	150%	45%
EBITDA	3,6	8,5	13,7
EBITDA Margin %	40%	38%	42%
Net Income	2,7	5,4	8,9

Data in €m	2021E	2022E	2023E
EBITDA	3,6	8,5	13,7
Taxes	(0,8)	(1,9)	(3,2)
+/- Δ Net Working Capital	0,2	(0,4)	(0,4)
Capex	(0,5)	(1,0)	(1,0)
Free Cash Flow	2,4	5,1	9,1

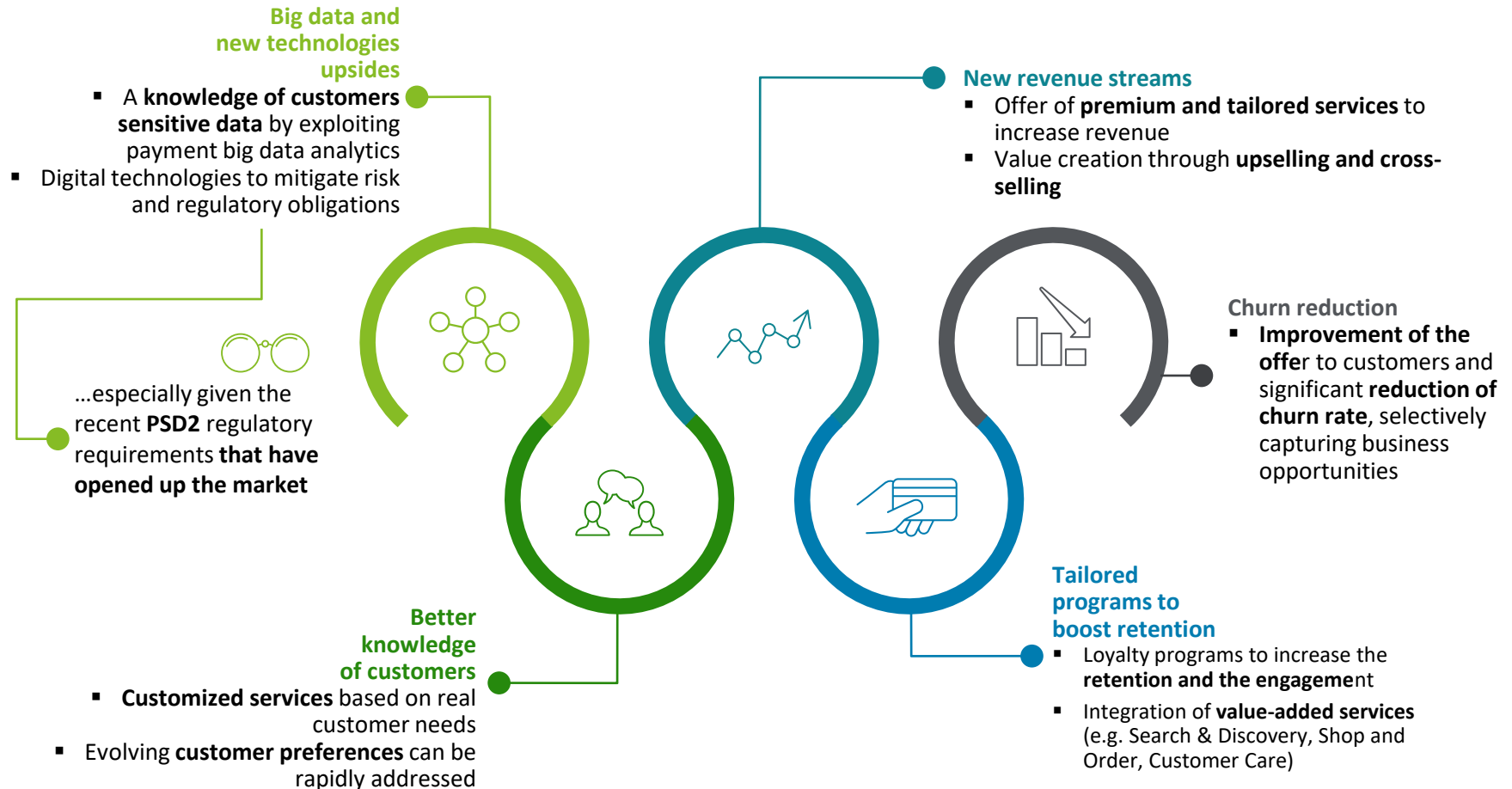
- The Company is expected to generate **positive revenues** starting from FY21. The figure is expected to grow sharply in the forecasted period.
- **EBITDA** and **EBITDA Margin** are expected to grow, with the latter reaching 42% in 2023, as a consequence of relatively **low marketing and customer acquisition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

Key market trends

Key market trends

Digital payments | Strategic considerations

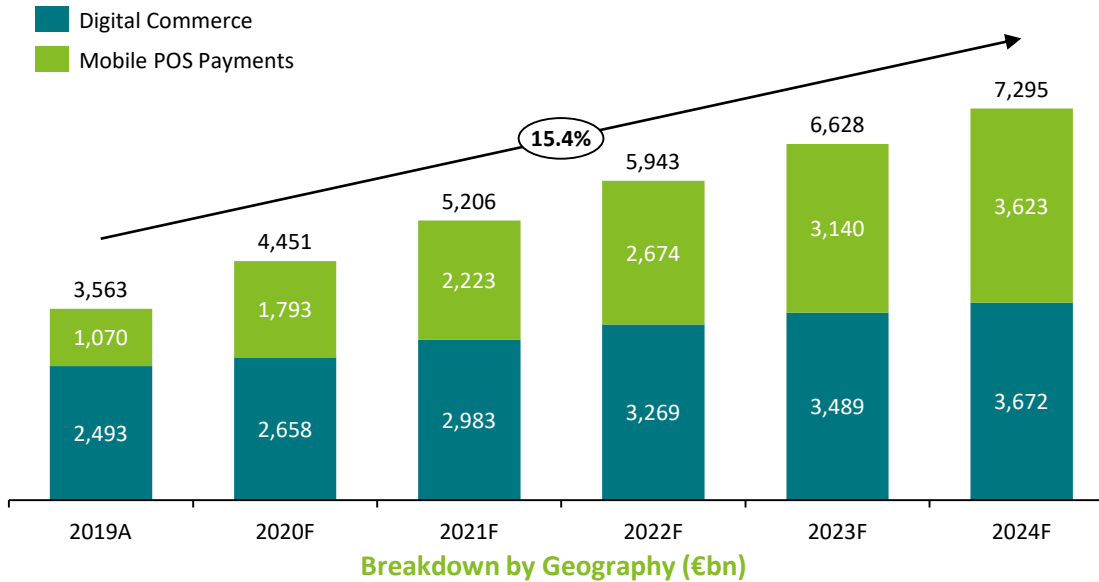
Digital payments market is facing a booming phase and M&A activity is flourishing as well: **why is it crucial to invest in this sector, right now?**
Digital payment companies might offer real and tangible opportunities:



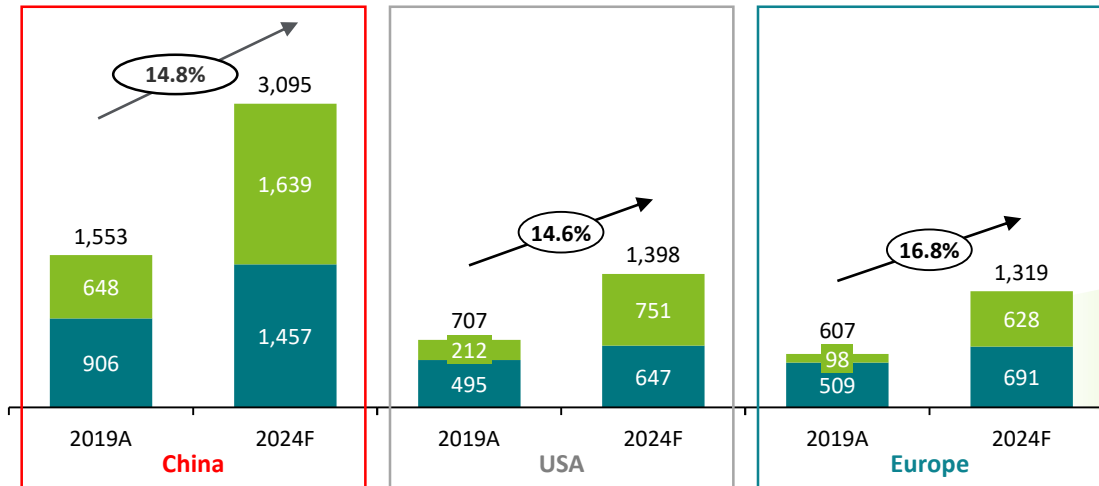
Key market trends

Digital payments | Global market

Global Digital Payments Market Value (€bn)



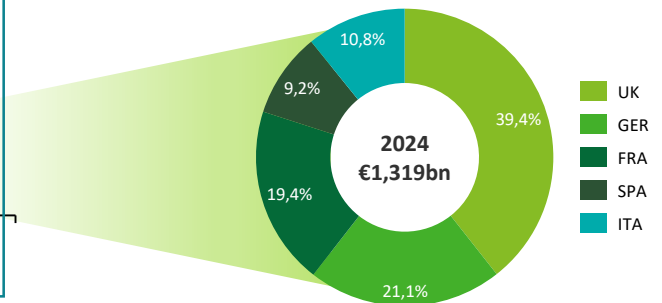
Breakdown by Geography (€bn)



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 **peer-to-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

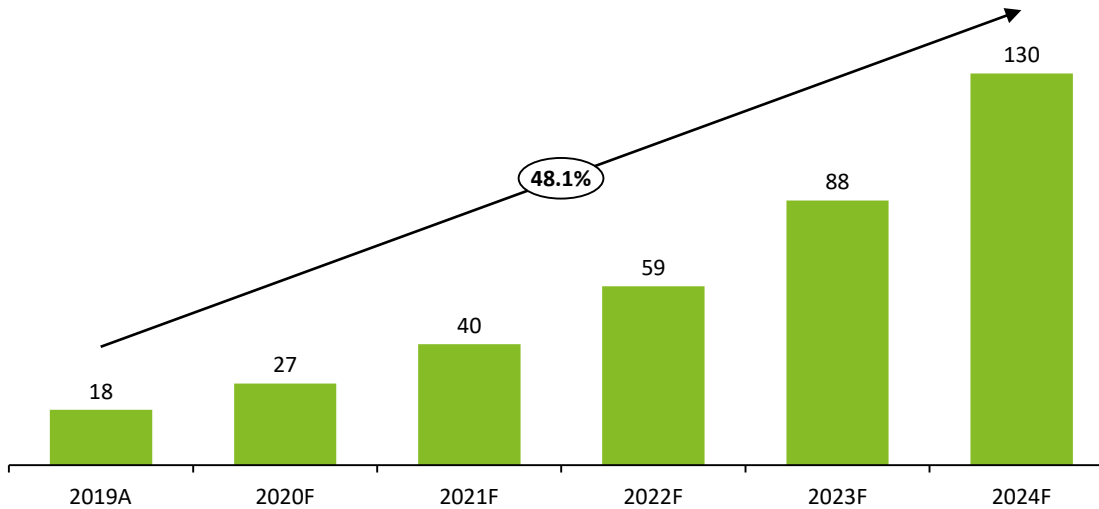


Source: Statista, FinTech Report 2020 – Digital Payments Note: Figures converted in Euro applying EUR/USD exchange rate as of Dec. 31st, 2019
2021 Deloitte Financial Advisory

Key market trends

Neo and challenger banks | Global market

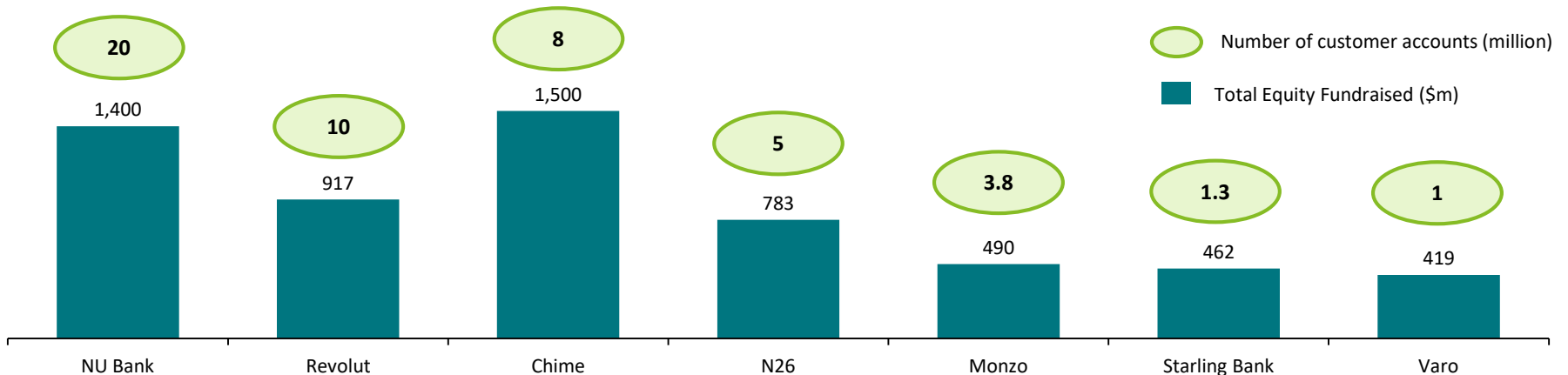
Global Neo and Challenger Banks Market value (€bn)



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**.

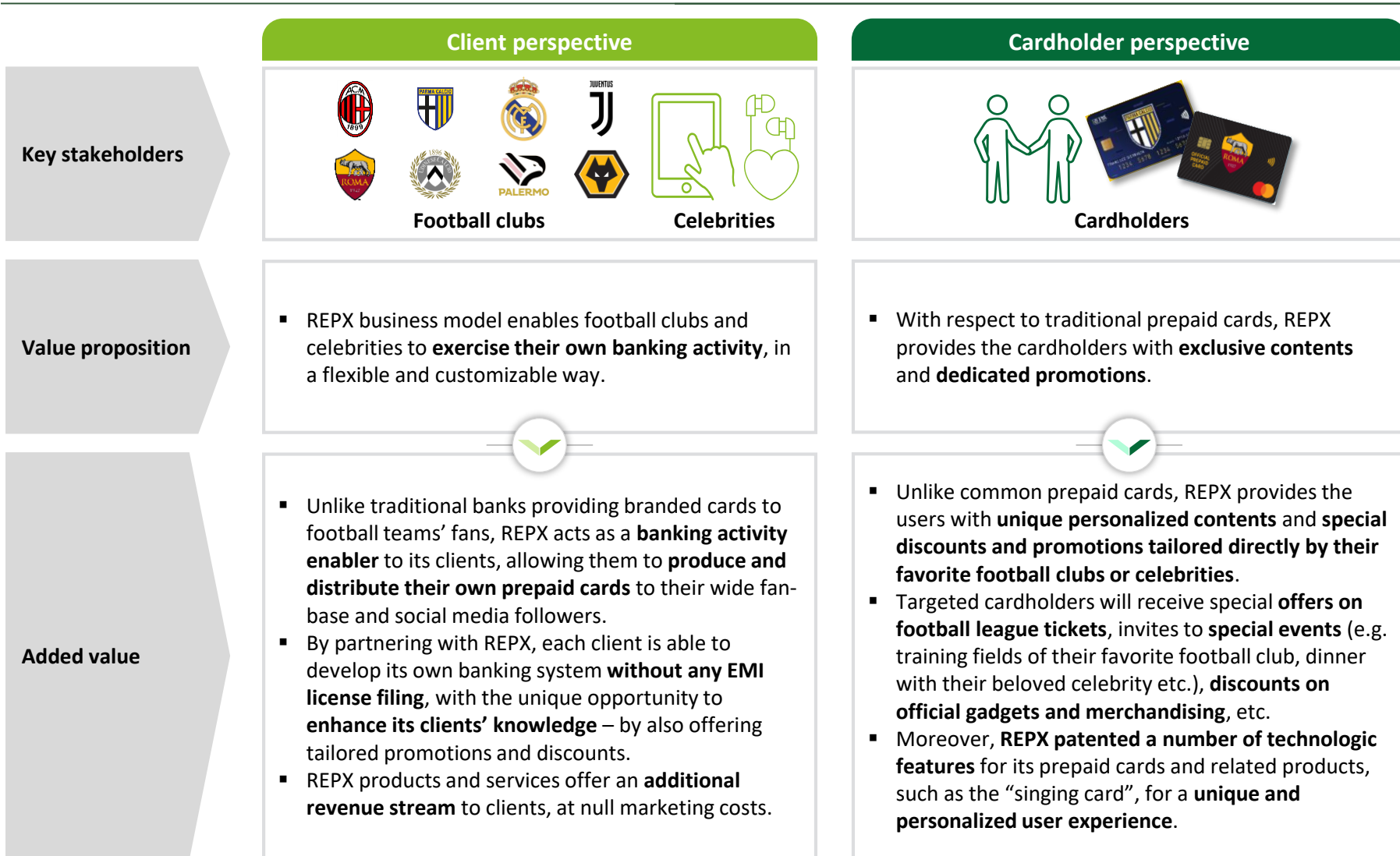
Major Neo and Challenger Banks KPIs



Product portfolio and business model

Product portfolio and business model

Distinctive traits of REPX value proposition



Product portfolio and business model

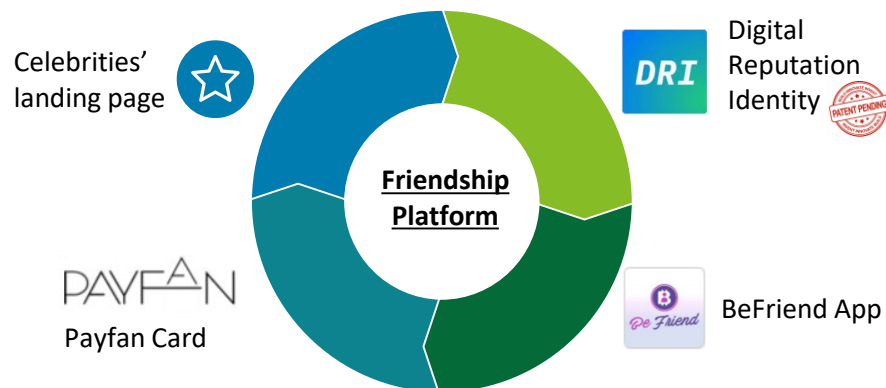
Business highlights

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 management of REPX aim to contract with established social media stars, whom they expect will **participate in a circa 50:50/40:60 revenue share of, initially, the sale of branded bank cards**.
- The management also expect that REPX will **earn revenues on a 50:50/40:60 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 management 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 **Friendship Platform**, 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.

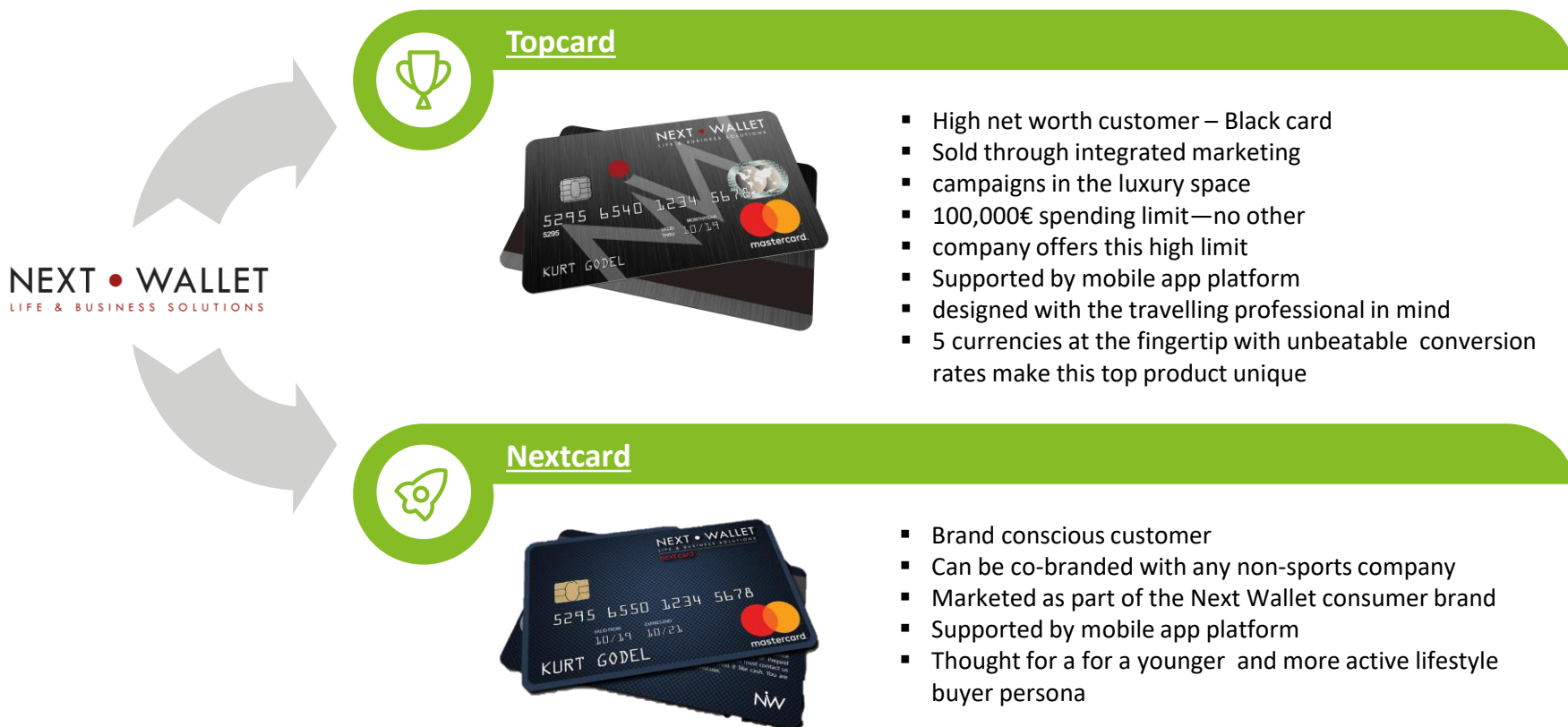


Product portfolio and business model

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.



Product portfolio and business model

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 2Q 2021**.

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



The Clan card



- 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.
- Several Italian professional football teams have signed up to offer REPX co-branded cards, including AS Roma, AC Milan, Parma Calcio and Udinese. Several other clubs are currently negotiating the termsheets.
- Each card is **branded by the football team** and powered by REPX, and the design is completely customizable .

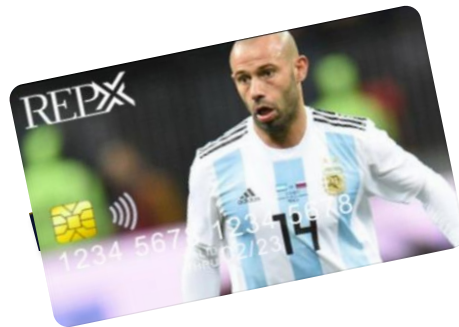
Product portfolio and business model

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



PAYFAN

- 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.

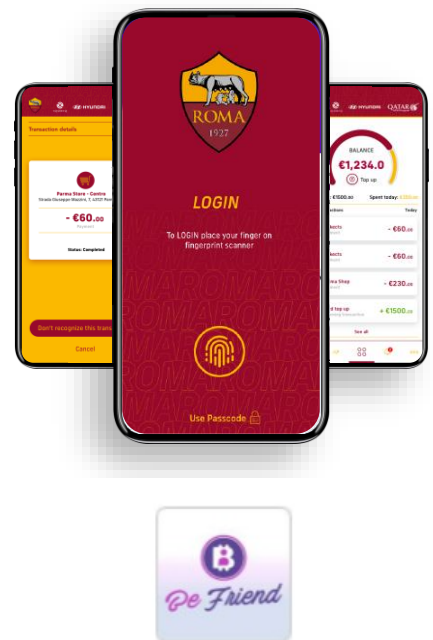


Product portfolio and business model

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**.

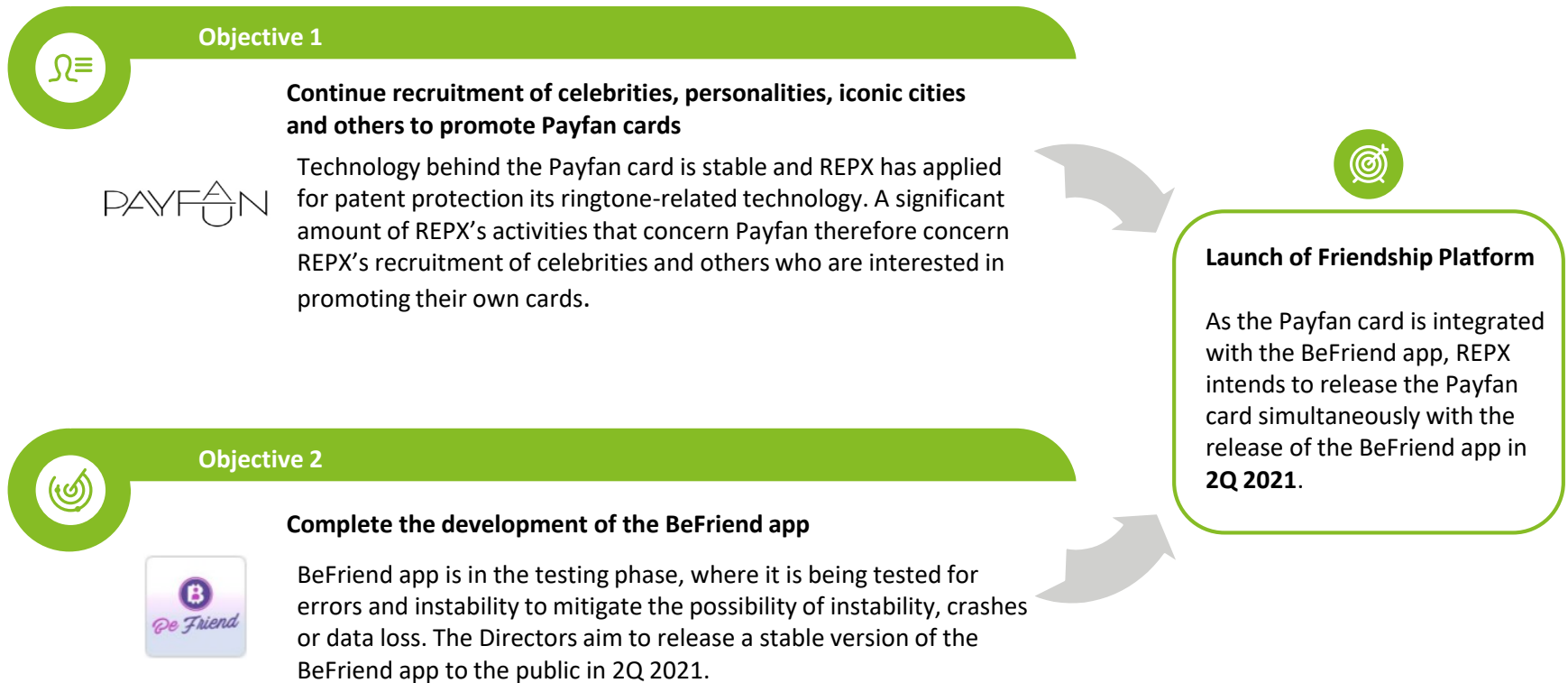
BeFriend App



- 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.

Product portfolio and business model

The Friendship Platform ^(3/3): Strategic objectives



Product portfolio and business model

Focus on: Partnership with Epipoli

Gift cards management and distribution agreement



Epipoli - at a glance

- **Epipoli** is a company that operates internationally in the **prepaid and consumer world engagement**.
- Epipoli is integrated with a series of Retailers and E-Tailers (**Epipoli Network**) and thanks to its own platform is able to activate, monitor and report all sales of gift cards from third parties (B2B2C).
- Epipoli also promotes the sale of Gift Cards through its own or white label **web platforms** (B2C).
- Epipoli also promotes the sale of gift cards in the **Business to Business (B2B) channel**.



The commercial agreement with REPX

- Epipoli undertakes to **organize and manage the sale /distribution of REPX gift cards**, through various channels of Epipoli Network, at its own expense.

[Link](#) to the commercial agreement in the dataroom



The product

- **Gift card amount:** €150 (activation and management cost: €9,90)
- **Expiry date:** after 24 months
- Can be activated through repxgiftcard.com

Distribution channels



Digital retailers: physical points of sale where Gift Cards are sold through digital catalogues and for cash



E-commerce: websites and platforms owned by Epipoli - such as mygiftcard.it, groupalia.it, and Epipoli's multibrand platforms (MyGiftCardSquare and MyWelfareCard) in which the gift cards are sold in digital format



E-Tailer: websites that include the digital catalogue of mygiftcard.it, in which the gift cards are sold in digital format.



Agencies: sale of gift cards in physical or digital format depending on the cases for prize operations, competitions etc.



Companies / welfare / incentives: sale of gift cards in physical or digital format depending on the cases for incentive operations, corporate gifts, welfare programs and the like.

Product portfolio and business model

Focus on: 8xMille cards

REPX and 8xMille

What is 8xMille

- **8xMille** is a percentage established in favour of a **non-profit operator in the “Third Sector” space**, chosen by the individual and authorized by the State, so that a portion of the income taxation is donated to charitable associations.
- The 8xMille on income generated loans to the Third Sector for **€1,4bn in 2017**, becoming for many of these associations the **primary source of funding** for their activities.



The market potential in Italy

Gift cards

#: **15 million**

Yearly transaction value: **€2bn**

8xMille potential: **€16m**

Prepaid cards

#: **39 million**

Yearly transaction value: **€50bn**

8xMille potential: **€400m**



Thanks to REPX, thanks to the 8xMille Cards, the Italian Third Sector could benefit from a **% on the consumption of Italians**



Products key features

8xMille Gift Cards

- It is a **non-rechargeable and anonymous prepaid card** with a nominal value of €100
- It can be purchased in **5.000 points of sale** in Italy both in large-scale distribution (GDO), such as supermarkets and various chain stores, and online, especially on large e-commerce portals
- Tech and commercial partner: **Epipoli**

8xMille Prepaid cards

- It is a **prepaid, nominative and rechargeable card with IBAN** and all the functions generally offered by these products, with costs and characteristics in line with the market average.
- It can be purchased in **5.000 points of sale** in Italy both in large-scale distribution (GDO), such as supermarkets and various chain stores, and online, especially on large e-commerce portals

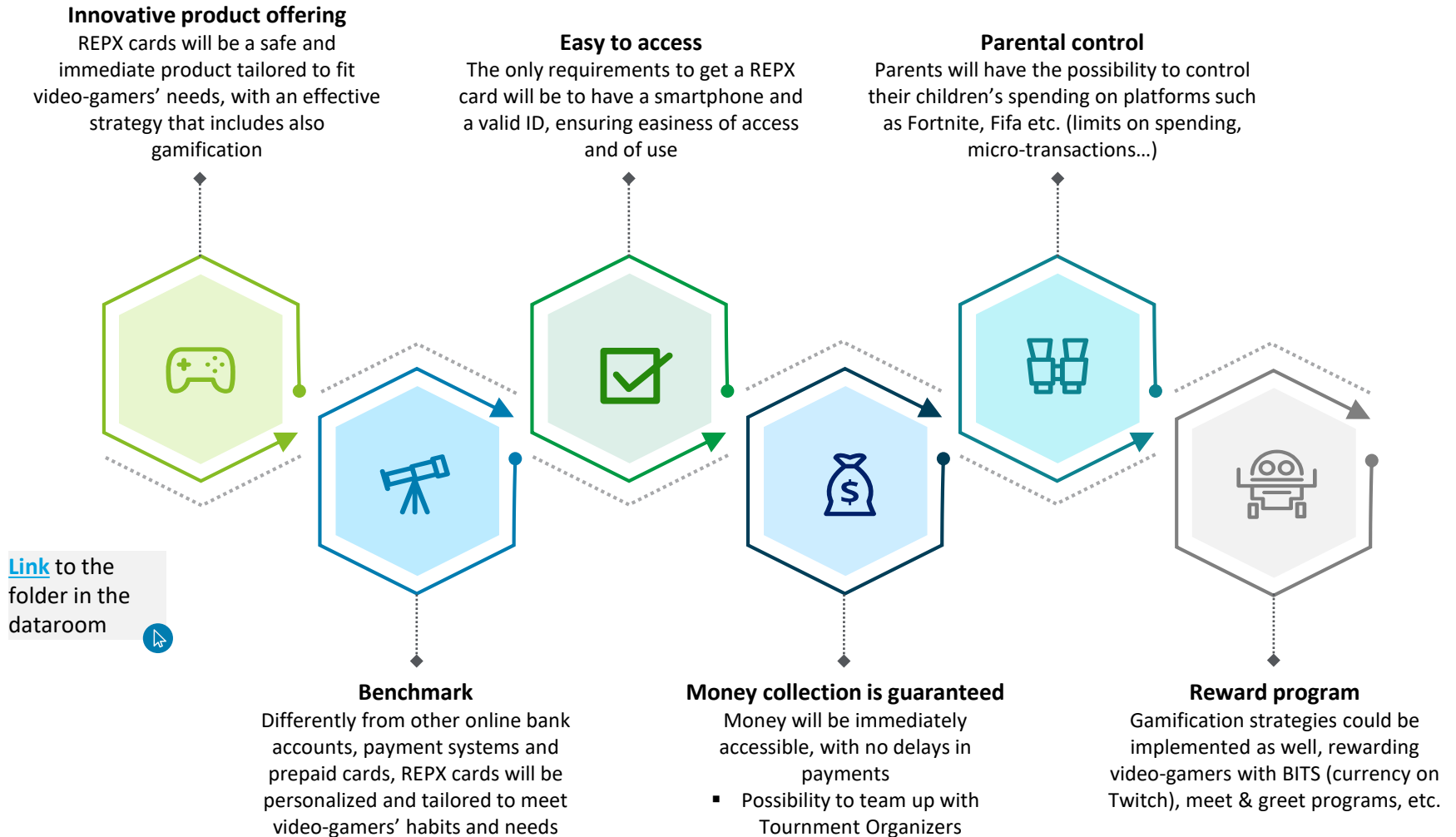


Product portfolio and business model

Focus on: E-sports card

REPX and E-sports

REPX is willing to launch the first financial product exclusively dedicated to videogamers:



Product portfolio and business model

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 second-hand 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

Product portfolio and business model

IP: trademarks and patents

Trademark	Filing Date	Registration Date	N° Trademark	Trademark Code	Geographic extension	Dataroom reference
BeFriend	13/02/2020	25/09/2020	018196358	TM9561EU00	Protection for EU	Link
DRI	13/02/2020	25/09/2020	018196134	TM9562EU00	Protection for EU	Link
Payfan	13/02/2020	25/09/2020	018196145	TM9565EU00	Protection for EU	Link
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	Link

Patent	Filing Date	Approval Date	Comments	Dataroom reference
Payfan	25/09/2019	Pending		Link
Cover Card	15/04/2020	Pending		Link
Twin-Chip Card	15/04/2020	Pending		Link
Black Box (QR Code Card)	16/04/2020	Pending		Link
DRI	18/01/2019	Pending	Registered by ROR. There is an agreement in which the right of use is given to REPX for free and indefinitely	Link

Product portfolio and business model

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. Launch expected in 2021.
Revenue drivers	<p>Driver 1) Revenues from card sales (one-off, about €25 for Next Cards e €700 for Top Cards)</p> <p>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)</p>	<p>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</p>	<p>Driver 1) Revenues from card & app sales (one off, €59)</p> <p>Driver 2) Revenues from Volume rebates from Visa/Mastercard (on the # of cards sold and rate of use, about €36)</p>	
Cost drivers	<p>Direct costs:</p> <p>Driver 1) Revenue share with the partner celebrity/company partner, about 40%</p> <p>Driver 2) Fraud fees / Chargeback on the income from Volume rebates (about 5%)</p> <p>Driver 3) Card production costs (about €8 for Next Cards and €12 for Top Cards)</p> <p>Indirect costs: SG&A Costs (customer care, call center...)</p>	<p>Direct costs:</p> <p>Driver 1) Revenue share with the football team (30-50%)</p> <p>Driver 2) Commission (variable), mktg and IP rights fees (fixed) to be paid to the football team</p> <p>Driver 3) Card production costs (about €10)</p> <p>Indirect costs: SG&A Costs customer care, call center...)</p>	<p>Direct costs:</p> <p>Driver 1) Revenue share with the football team (30-50%)</p> <p>Driver 2) Commission (variable), mktg and IP rights fees (fixed) to be paid to the football team</p> <p>Driver 3) Card production costs (about €10)</p> <p>Driver 4) App store costs and app development</p> <p>Indirect costs: SG&A Costs customer care, call center...)</p>	
Margin	<p>Gross Profit) c. 30-40%</p> <p>EBITDA) c. 13-20%</p>	<p>Gross Profit) c. 30-40%</p> <p>EBITDA) c. 10-15%</p>	<p>Gross Profit) c. 20-40%</p> <p>EBITDA) c. 10-15%</p>	

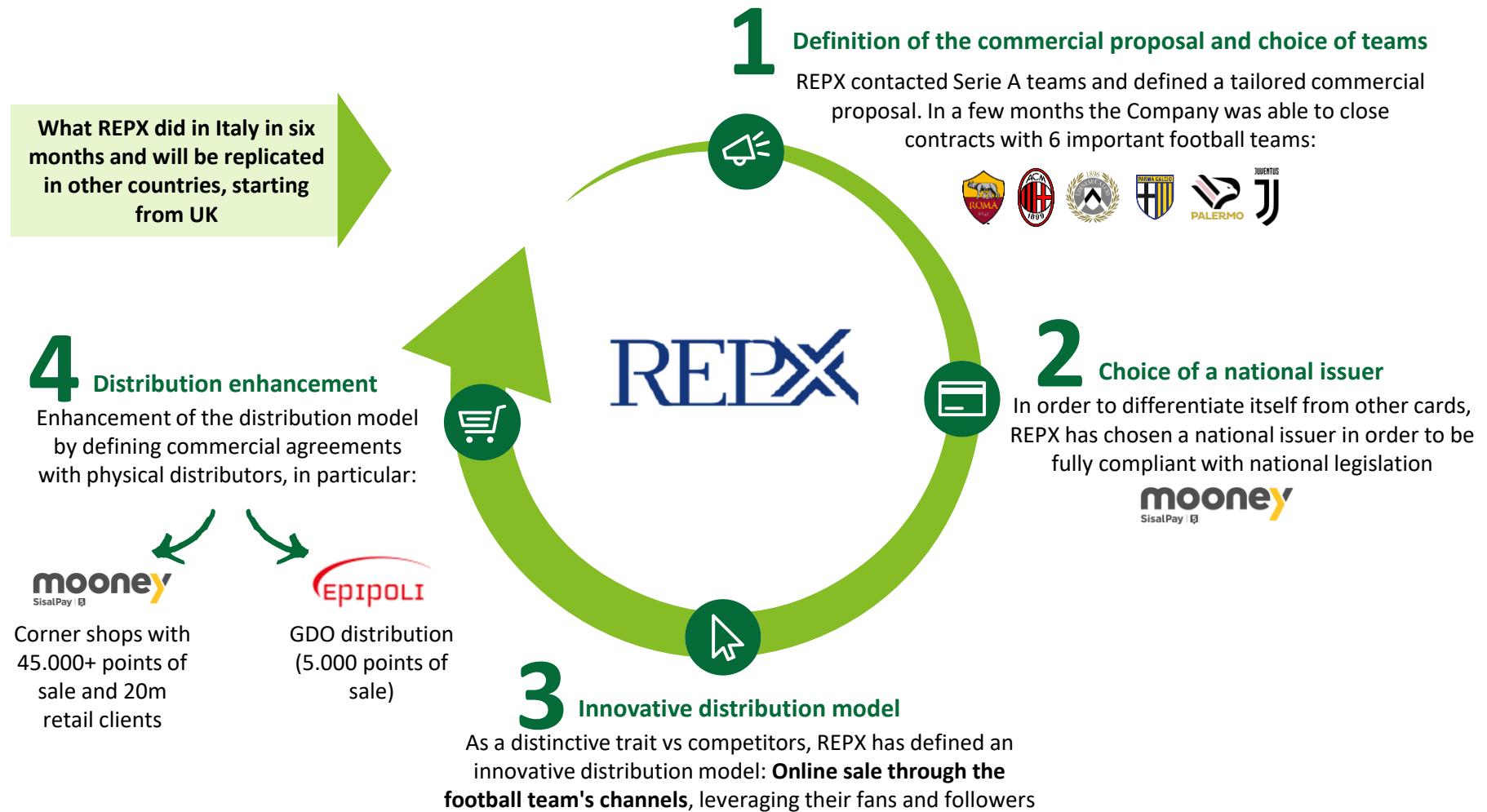
Product portfolio and business model

Partnerships and potential card users

Signed Partnership	Type of Star	Total Followers or Tourists (unit)	Estd. Conversion Rate	Potential Card Users (unit)	Dataroom reference
A.C. Milan	Big Football Team	46.640.000	0,50%	233.200	Link
A.S. Roma	Big Football Team	12.900.000	0,50%	64.500	Link
Javier Mascherano	Celebrity	17.800.000	0,75%	133.500	Link
Bundesliga Team	Big Football Team	150.000.000	0,30%	450.000	Link
Parma Calcio 1913	Small Football Team	768.000	1,00%	7.680	Link
Real Madrid C.F.	Big Football Team	53.400.000	0,50%	267.000	Link
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
Juventus F.C.	Big Football Team	113.000.000	0,50%	565.000	Link
8x Mille card	8x mille contributors	39.000.000	1,50%	585.000	Contact under negotiation
Total	-	481.115.291	-	1.626.092	-

Product portfolio and business model

Italy: a case for International scalability



Key People

Key People

Executive Team



Mr. Ezio Simonelli
Executive Chairman

Ezio acted president of the Lega Serie A (governing body that runs the major professional soccer tournament in Italy) in 2017 and has experience in accounting and auditing. He is managing partner at Simonelli Associati, member of the BoD of Fondazione Banca Popolare Milano, a Member of Statutory Auditors at Mondadori SpA and Recrodati SpA, and a Chairman of Statutory Auditors at Sisal Group SpA as well as Vortice SpA and Mediaset Italia.

Previous Experience



Mr. Ian Clowes
CEO

Ian is a former Chairman of Paynetics (a UK FCA regulated card issuer). Ian has 10+ years of experience working in the fintech sector and has served on the board of several fintech companies in the airline, commodities and financial sectors. Prior to that Ian was the founder and CEO of Payment Cloud Technologies (PCT) – a digital payment solutions company and held the role of Director and Head of Banking Operations at Abbey (now Santander).

Previous Experience



Mr. Graham Leask
CFO

Graham has worked as a CFO for 15 years in fintech, telecom, residential as well as commercial development and hospitality. He is the former CFO of Swiper Technologies Limited (an airline payment tech company) and has experience in start-up listings in the AiM, fund raising, restructuring of AiM listed companies as well as exit strategies execution. Graham has been Managing partner at Edwards & Co (now Mazars) and he is also a chartered accountant and tax adviser.

Previous Experience



Key People

Board of Directors



Mr. Ernesto Paolillo
Director

Ernesto has been CEO of Banca Popolare di Milano from 2005-2012 and CEO of Inter Football Club Since 2012. He also teaches Economics and Management of Sports Enterprises at the “Università Cattaneo – LIUC” and member of the “Association for the Development of Banking and Stock Exchange Studies”, the “Pier Lombardo Foundation” and the “Emergency Foundation”. Finally, he is honorary President of the “Forex Club”.

Previous Experience



Mr. Francesco De Leo
Director

Francesco has been an active member of the UN Global Sustainability Index Institute since 2012 and is now Executive Chairman of Kaufmann & Partners (K&P), a telco media financial advisor. He served as an Executive Director at IFIL (now Exor), as MD of Telecom Italia, as member of the Board of TIM and as Director of Wind Telecom and of Graviton (La Jolla, California). Finally, he has a BA in Economics from Bocconi, Milan, and a P.h.D. in Strategy and Organisation from UCLA.

Previous Experience



Mr. Basil Petrides
Ind. non-executive director

Basil is a Chartered Member of the UK’s CISI with experience in IPOs and secondary placements. He held various NED roles and has worked in brokerage and advisory at HSBC Group, LME member Gerald, ADM a Fortune 500 company, Goldenberg Heymeyer & Co., Stockbroker Hartmann Capital and Beaufort Securities. He is also active in financial markets commentary with the BBC, Reuters and USA Today and volunteers at London’s Royal Free Hospital

Previous Experience



Mr. Vincenzo Vespri
Non-executive director

Vincenzo is a Professor of Mathematics at The University of Florence. Vincenzo specialises in mathematical economics, finance and new technology, including blockchain. Vincenzo has recently been appointed by the Italian Ministry of University and Research as its representative at the G7 scientific institution of the Carnegie Group.

Previous Experience



Contracts overview

Contracts overview

Contracts and agreements with clients (as of September 2021)

Counterpart	Documentation status	Product	Geographic extension	Dataroom reference
A.C. Milan	Contract signed	Official co-branded pre-paid debit cards and products	SEPA area	Link
A.S. Roma	Deal Memo signed Contract signed	Official co-branded pre-paid debit cards and products	SEPA area	Link
Juventus F.C.	Contract signed	North and South America official co-branded pre-paid debit and credit cards	North America & LATAM	Link
Javier Mascherano	Contract signed	Official co-branded pre-paid debit cards and products	Worldwide	Link
Wolverhampton FC	Contract signed	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
FC Palermo	Contract (to be signed) Marketing rights agreement (to be signed)	Official co-branded pre-paid debit cards and products	SEPA area	Link

Contracts overview

Contracts and agreements with partners and suppliers (as of September 2021)

Counterpart	Documentation status	Type of relationship	Dataroom reference
Austria Card	Contract	Cell phone payment tool sticker	Link
Fueled International Limited	Signed Master Services Agreement (MSA) Signed App Statement of Work (SoW)	App producer	Link
Hashcash Consultants	Signed Engagement Proposal (trading platform)	Technology counterparties	Link
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 counterparties	Link
Onfido	Sales Order and Terms & Conditions (Signed)	KYC	Link
Pannovate (Paneleven Ltd)	Sales Order and Terms & Conditions (Signed)	Banking app counterparties	Link
Mooney S.p.A.	Signed agreement	Card Issuer and distributor	Link
SisalPay S.p.A.	Partnership Agreement	Debit cards top-up services	Link
Vanquish Global Investments S.L.U.	Joint agreement Signed agreement (+ unsigned draft)	Marketing and sales partner	Link
Nitecrest Ltd	Signed agreement	Card Issuer	Link
Domec S.p.A.	Signed Agreement	Loyalty and engagement programs	Link
Thames Technology	Signed Agreement	Card Issuer	Link
Epipoli S.p.A.	Signed agreement	Gift cards commercial agreement	Link

Source: Management

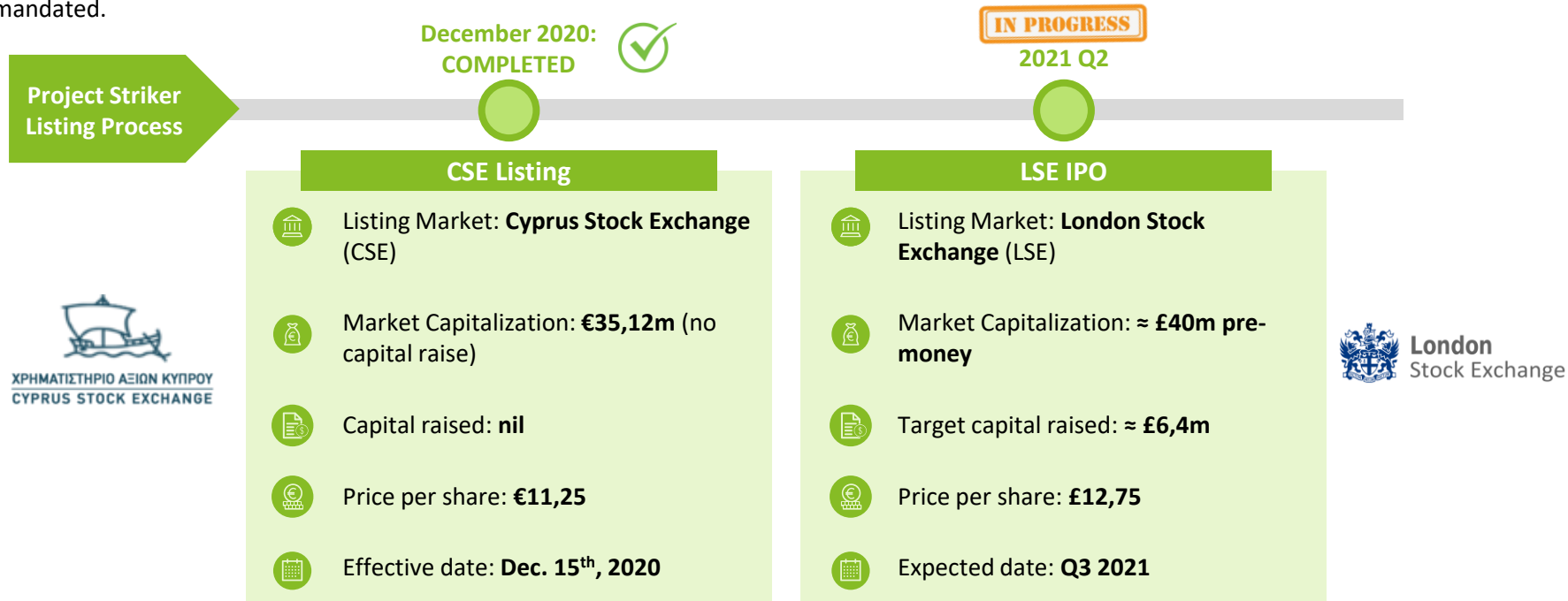
Next Steps

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 **Q3 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 Look-alike app



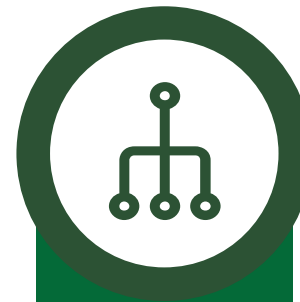
New services agreements

Besides the signed agreement with SisalPay for the top-up 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

Annex

Annex

Worldwide presence



Annex

REPX Sport team card and competitors (1/2)

Card	WHERE TO BUY					HOW TO TOP-UP		
	Web	App	Sport Team Website	Sport Team Shop & Stadium	Convenience Store	Sepa Transfer	Card Transfer	In Shop
REPX 	✓	✓	✓	✓	✓	✓	✓	✓
N26 	✓	✓	✗	✗	✗	✓	✓	✓
REVOLUT 	✓	✓	✗	✗	✗	✓	✓	✗
MONZO 	✓	✓	✗	✗	✗	✓	✓	✗
HYPE PLUS 	✓	✓	✗	✗	✗	✓	✓	✓
NEXI SPEED 	✓	✓	✗	✗	✗	✓	✗	✓
MOONEY 	✓	✓	✗	✗	✓	✓	✗	✓
EPIPOLI 	✓	✓	✗	✗	✓	✗	✗	✓

Annex

REPX Sport team card and competitors (2/2)

Card	TERRITORIES WHERE CARDS ARE AVAILABLE				FEATURES				UNIQUE FEATURES	
	Sepa Area	Ch	Latam	North America	Personalize d Theme by Team	Active Partnership advantages	Top Tier Metal Cards	Cashback & Loyalty Programs	Patented Singing Card	Adhesive NFC Sticker
REPX 	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
N26 	✓	✓	✗	✓	✗	→ LIMITED TO INSURANCE	✓	✓	✗	✗
REVOLUT 	✓	✓	✗	✗	✗	→ LIMITED TO INSURANCE	✓	✓	✗	✗
MONZO 	✓	✓	✗	✗	✗	→ LIMITED TO INSURANCE	✓	✓	✗	✗
HYPE PLUS 	→ ITALY ONLY	✗	✗	✗	✗	→ LIMITED TO INSURANCE	✗	✗	✗	✗
NEXI SPEED 	→ ITALY ONLY	✗	✗	✗	✗	✗	✗	✗	✗	✗
MOONEY 	→ ITALY ONLY	✗	✗	✗	✗	✗	✗	✗	✗	✗
EPIPOLI 	→ ITALY ONLY	✗	✗	✗	✗	✗	✗	✗	✗	✗



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