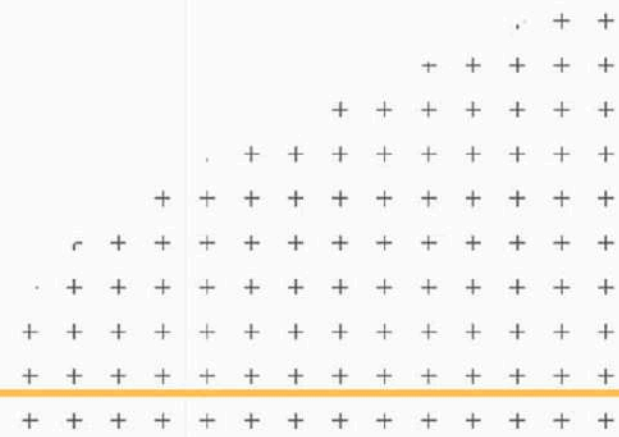




LeapMe

EXPAND YOUR **1:1** COMMUNICATION WITH TARGET AUDIENCES AT SCALE



Taipei, Taiwan, 09 February, 2020



PROBLEM



Users keep limited number of Brand' apps because of inconvenience and their smartphones storage limit.



Brands want to build 1:1 relationships with their customers, but own app audiences are limited.



SOLUTION



Brands use API *or* Business profile to duplicate *or* feed content from its own apps into LeapMe



Uses data to personalise content to Brand's target audiences



Enjoy great deals, news and quality content direct from favourite Brands



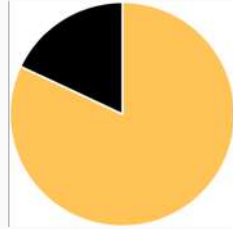
SOLUTION

If you don't have app, we encourage you to:

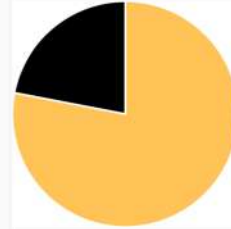
- ✦ Create business profile (account) at LeapMe
- ✦ Upload, set targeting criteria, and manage content distribution
- ✦ Analyse conversion in Analytics module



FACTS



82% of USERS
would sign up to hear
directly from Brands¹.



78% of USERS
Only keep up to 5 merchant
apps on their phones².

¹Source: Label Insights

²Source: Pymnts.com and LISNR



VALUE FOR USERS

LeapMe:

Happy Birthday ! 18 of your 27 favourite Brands have sent you gifts !
Check them out in the Offers section !

Discounts

based on USER preferences and location

Selection

of brands in various categories and services

Content

news, video, polls, music, contests, games

Profile

USERS own and manage their own data



Offers



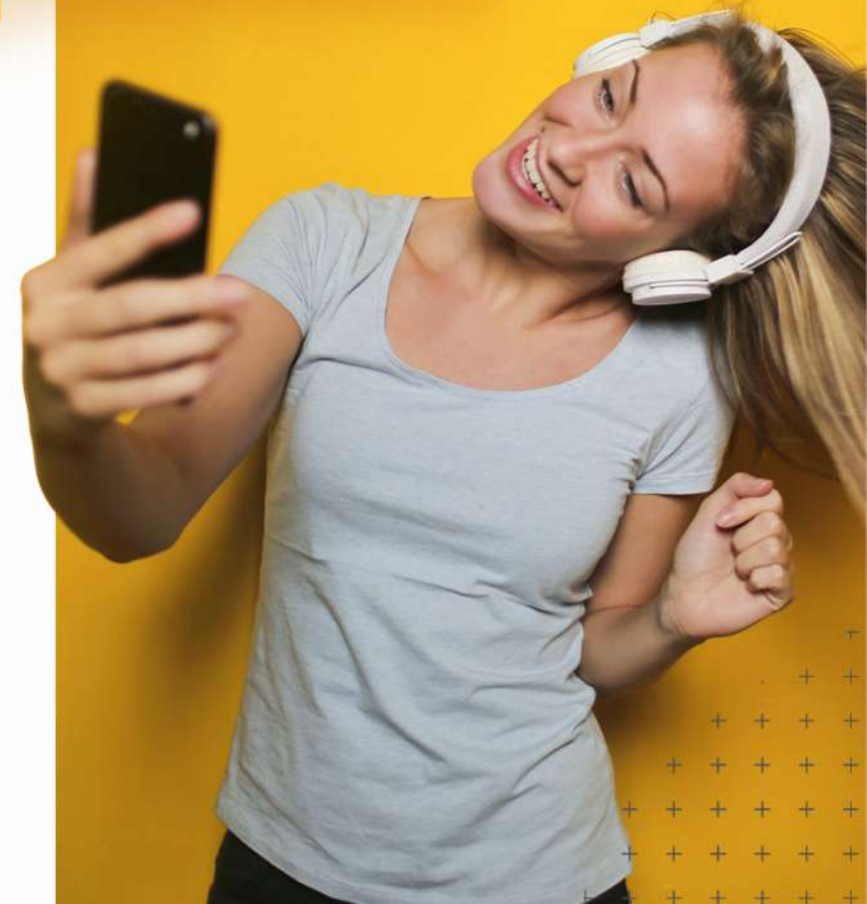
Catalog



Feed



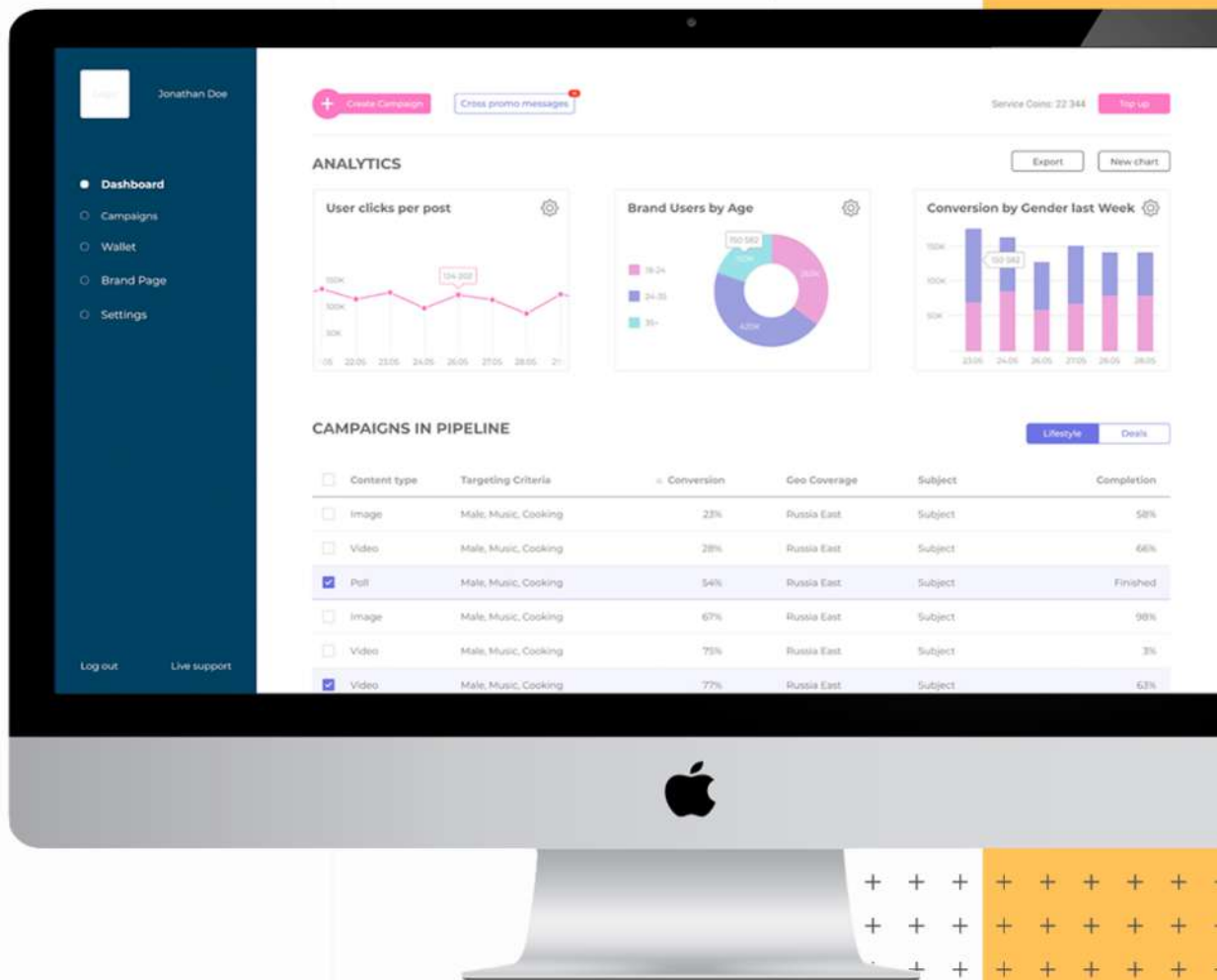
Me





VALUE FOR BRANDS

- ✦ EXPAND YOUR EXISTING LOYALTY PROGRAM
- ✦ ACCESS ANALYTICS ON EFFICIENCY AND CONVERSION
- ✦ COMMUNICATE 1:1 WITH TARGET AUDIENCES AT SCALE



SECURITY



USERS

own and manage their
data access by Brands



BRANDS

USERS data stored in
separate libraries
(patented technology)



SECURITY

guaranteed by
Blockchain





VALUE PROPOSITIONS

Consumers



Brands

Great deals, latest news, and content direct from Brands!



Build 1:1 relationships with target audiences at scale !

Simple, easy, secure – all Brands in one App!



Cross Brand communication and promotion !

Blockchain based instant rewards - online and offline.



Connect reward system of LeapMe app to Brand's loyalty program !

All content is time relevant, location specific, and match Users lifestyle !



Transparent analytics and conversion.

COMPETITION



FB
Messenger

Retailer
Apps

PERSONALIZATION
AT SCALE



GEO RELEVANT
OFFERS



FLEXIBILITY



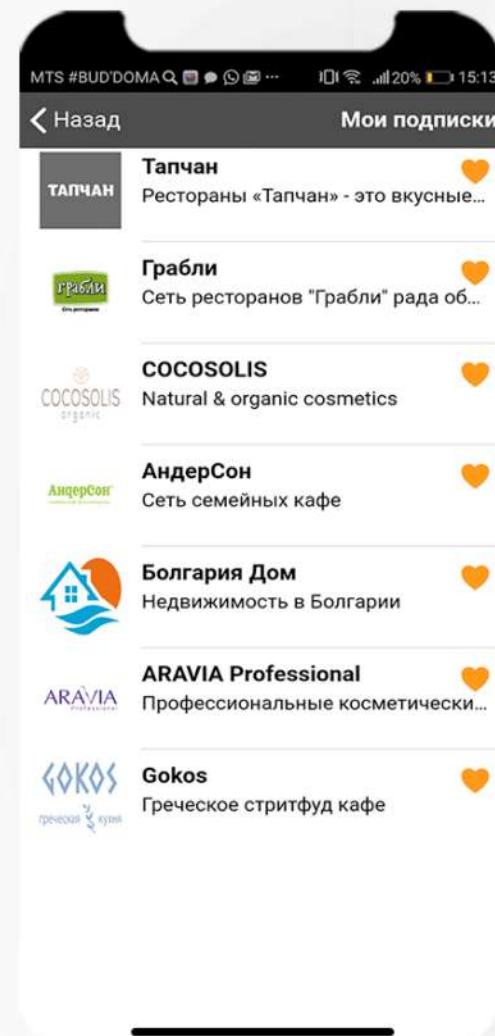
There were no real personalisation in digital world except own Brand apps and sign ups.

We invented LeapMe to drive personalisation at scale.



LeapMe -

Sign ups to favourite Brands and Retailers - in One app !





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LeapMe

One giant leap in communication
with your favourite Brands