

The Co-partner Syndication of the Frega Airdrop Application

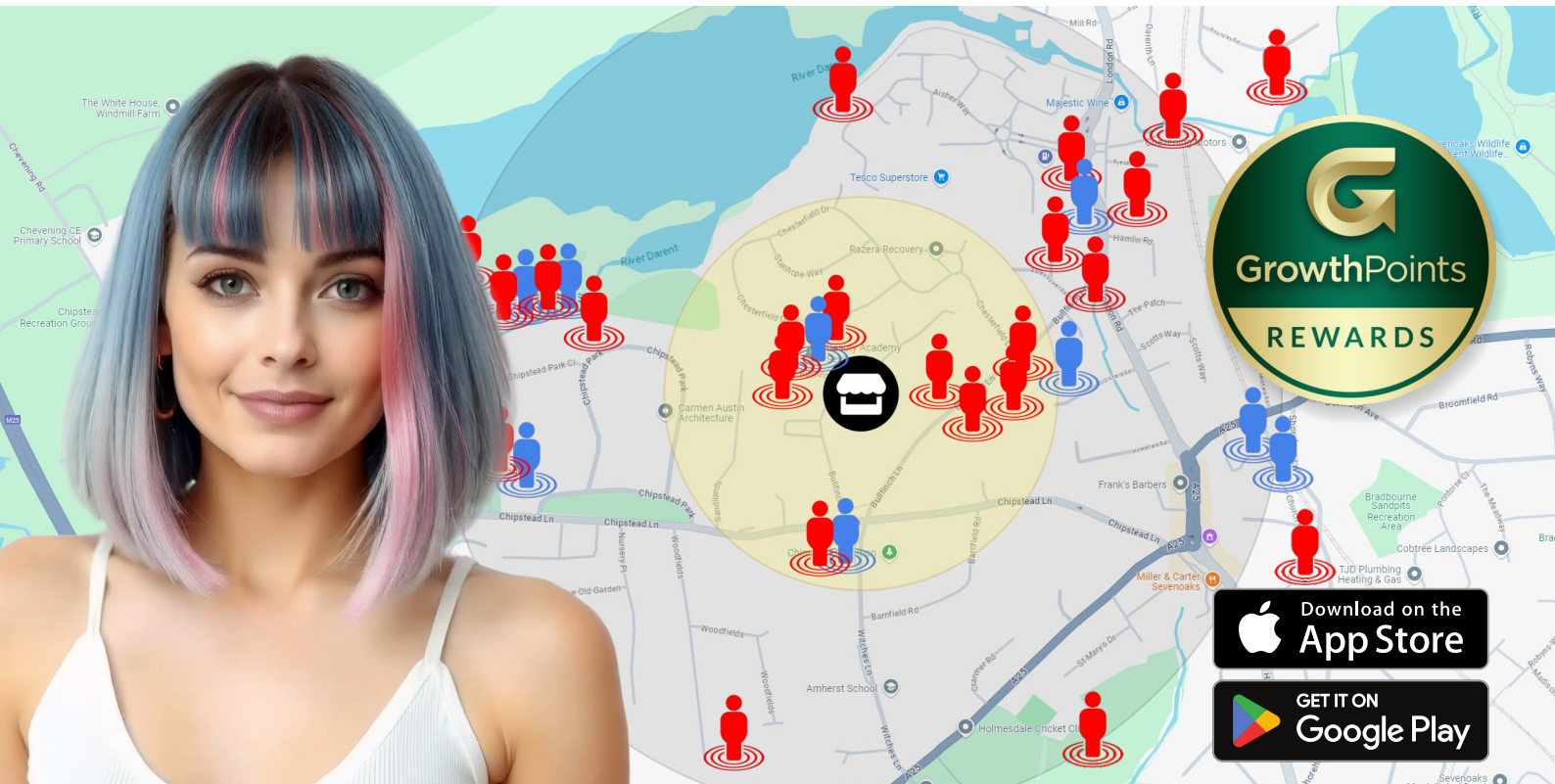
The fourth quarter of 2024 will see the release of the Frega Super App on both the Android and Apple Play stores.

This will usher in the release of the Frega Airdrop lead generation Application, integral to the Super App.

Airdrops are a high-velocity advertising medium that increases customers, repeat business and turnover with no 'dead money' tied up in advertising that doesn't work.

Syndicate partners will share a portion of all revenues earned from the Airdrop App globally.

The opportunity to participate in this syndication is detailed in this document.



Please read the document carefully and seek professional independent advice before you elect to participate in the syndication.

October 2024

The Opportunity

Airdropped Flash Offers: Advertising that ultimately costs a business nothing.

Airdropped Flash Offers are a super-efficient, high-velocity advertising medium which builds a customer database, drives sales, increases turnover and costs businesses less every time it is launched, until simply using the service, generates residual profits for businesses.

Syndicate partners in this Airdrop application are expected to receive over 100% cash return on investment per annum, per 1,000 businesses (or 100% per month, per 12,000 businesses) issuing airdrops, at the value and rate estimated in this document.

The Background

Frega's business model shares the money generated throughout its ecosystem.

Frega is a UK based software company that has received 17 Government Grants for Innovation.

Its target market is the over 300 million SMEs and their billions of customers globally.

Over the past 7 years it has built and perfected a digital platform capable of hosting and delivering any number of applications, tools and services to its users in 182 countries, via the web.

Unlike any other platform, Frega shares the money generated throughout its ecosystem with all the people using it, in proportion to their level of activity.

A portion of this money is distributed to both businesses and their customers as rewards for using Growth Point and Airdrop services.



The Super App

Frega is about to release its Super App in the 4th quarter of 2024

This App enables Frega's Growth Point Loyalty Rewards and Airdrop Flash Offers to be issued and redeemed by merchants and their customers anywhere in the world via their smartphones, with no technical skills or capital investment.

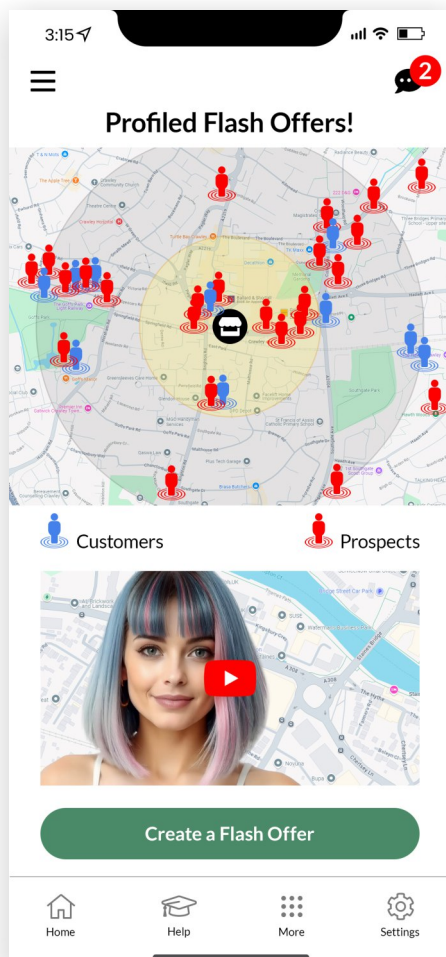
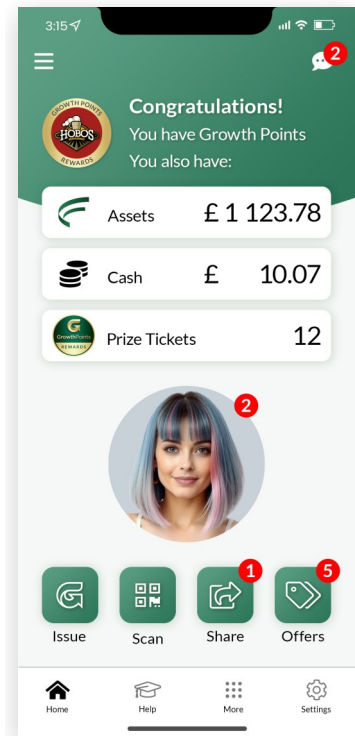
Every recipient of Growth Points from any merchant issuing them as loyalty rewards, will download the Super App and begin receiving Airdrop Special Offers from January 2025.

The Airdrop Application

One of the biggest challenges for every business, is increasing sales from existing and new customers without wasting money on advertising that never bears fruit.

This never happens with Airdropped Flash Offers!

Having created an environment where customers are actively looking to buy goods and services from businesses offering Growth Point Loyalty rewards, Frega makes it super-simple to grab their attention by Airdropping targeted promotions directly into their App.



Their phone pings a notification and the most relevant offers are highlighted to them.

Here's how it works:

Using heat maps, Frega shows merchants just how many prospects and existing customers are in their vicinity.

The merchant:

- chooses a product
- snaps some pictures
- enters the offer details
- sets the price-point
- and selects the number available.

Frega then takes care of the rest, Airdropping a high-quality promotion to prospective customers at regular intervals in accordance with its algorithms.

Recipients of Airdrops are incentivised to share the offers with their friends and family, thereby casting the net ever further.

Airdrop Success Fees:

Airdropping is a free service to the merchant, with a success fee only charged when an offer converts to a sale.

A portion of this success fee then buys income-producing assets which are given back to the merchant as a reward which in turn, incrementally offsets their costs.

Businesses set up a £250 (or \$300) Airdrop Float before launching their first campaign. And this is the only capital investment they ever have to make.

A 7.5% success fee is then deducted per sale, and the Float is topped back up from the proceeds of these sales at the end of each day. So, the key to success is to turn this £250 (\$300) float over, as often as possible, always from profits of previous sales.

Over 50% of each success fee buys a bundle of cash-generating assets (including Growth Points) which are given back to the business as a reward. These assets immediately begin making incremental payments into the business's account each day.

With every success fee paid out of profits from the previous sale, there is never a drain on finances. Airdropping is always profitable and even the float is recouped over time from the cash generated by the rewarded assets.

Airdrop Promotions as an Investment:

By rapidly turning over hundreds and thousands of discounted, but profitable Airdrop Flash Offers, two opportunities present themselves.

Firstly, a business has many opportunities to upsell to the customer.

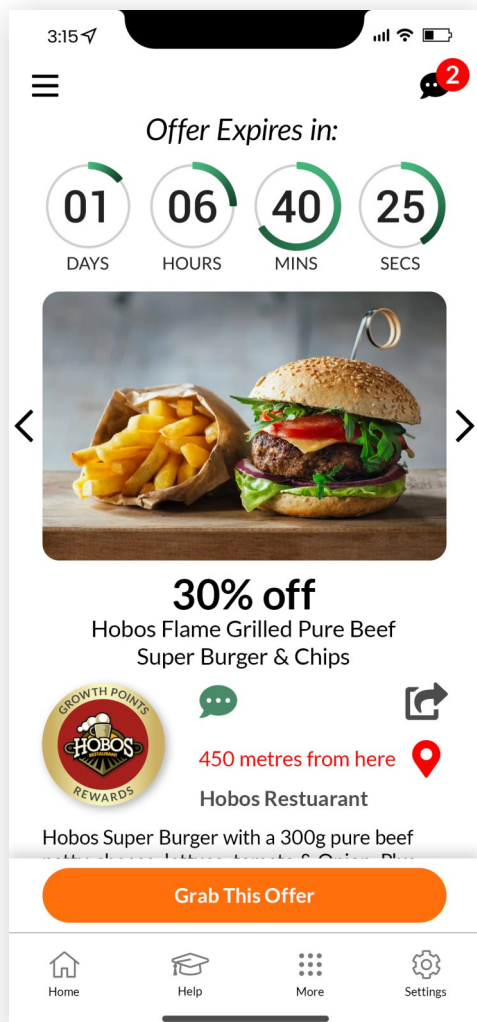
And secondly, and more importantly, with every sale, the business will be aggressively adding more Assets to their account as a result of 50% of the success fees being returned to them as income-producing asset rewards. Over time, this will build them a substantial, long-term retirement annuity that they would never have had from any other form of advertising.



Airdrops Will Be Used In Multiple Ways!

Turning advertising, which is traditionally a major expense for every business into an appreciating, income-producing Asset is a solution every business will find attractive.

What follows is just a few examples of how Airdrops, in conjunction with other tools in Frega's growing library, will be used:



Farmers markets:

There are over 2,500 farmers/community markets in the UK, over 26,000 in Europe and a multiple of this in USA and elsewhere in the World.

Each of these markets has 30 to 1000 stalls with a major challenge being how to stand out in the field and attract passing custom.

Airdrops pinpoint the location of the stall with 'What3Words' and enable the stallholder to airdrop a 2-hour Flash Offer to potential customers within 500m.

The prospect taps on the Map icon of the offer and is directed in real time to the stall.

Time-limited Airdrops at regular intervals will be an instant winner for market traders.

Users will share offers with friends at the market resulting in more Users, more affiliate benefit and more business for stall-holders.

A significant number of the stall-holders will launch campaigns in the knowledge that patrons to the market will be actively checking offers as they come in.

Small Businesses in Shopping Malls

Small businesses in shopping malls will follow the same logic as market stall holders. They will launch limited time, limited quantity special offers and, working with other stores in the centre, coordinate seasonal and 'weekend' specials to leverage traffic for the benefit of the individual businesses and the shopping mall as a whole.

Working from home side hustle opportunities will be plentiful

Bulk buying products from manufacturers in packs of 10 to 50 and airdropping special offers with reasonable markups will allow any number of people to have a side hustle that will be operated from home, school or university.



Hospitality Industry

Restaurants, bars and entertainment venues traditionally use Groupon and similar 'Deal of the day' portals to fill their tables and venues.

The problem with this business model is that having discounted the offer, the business has to then share 50% of the final ticket/meal price with Groupon or other service providers. This is unsustainable.

Airdrop Specials on the other hand, are entirely sustainable and profitable!



The Syndicate Offer and Return on Investment

A total of 1,000,000 Airdrop Syndicate Units is being sold in the syndication, with Syndicate Partners sharing 10% of the global revenue received by Airdrops, distributed to Syndicate Partners at the time and in the currency of receipt.

The release of the Application will see the first revenue flow starting in January 2025 with Syndicate Partners able to receive their first share of distributed returns from late January 2025.

Each syndicate partner will be required to KYC themselves in order to receive their distributed share of revenue into their commercial bank accounts from the end of January 2025.

Return on the investment per 1000 businesses

To calculate the return to syndicate partners, we are using 1000 businesses as a unit of measure. Multiples of this will determine the long-term return.

We have assumed that from a sample of 1000 businesses we will have a cross section of small, medium and larger businesses and a cross section of industries and price points, with some businesses using the application aggressively and others not.



The assumptions are as follows:

- The average business will launch a promotion 6 times a week (once during the week and 5 times over the weekend).
- The average transaction value will be £25 (\$33).
- The average number of successful transactions per promotion will be 20.
- Numbers are based on UK businesses.

Based on these metrics, the average business:

- runs 25 campaigns a month
- successfully concludes 500 transactions a month
- generates Airdrop gross revenue of £12,500 or \$16,230 per month
- Of this, 7.5% is used to top up the Airdrop float (£937 or \$1,216).

ROI in GBP at £1 per Airdrop Syndicate Unit:

The above demonstrates a revenue of £937,000 to Frega per month, per 1000 businesses

- 10% or £93,700 of this is shared with Syndicate Partners each month.
- Therefore, £1,124,400 is shared with Syndicate Partners per year, representing a return of 112% per annum, per 1000 businesses.
- This is an ROI of 100% per MONTH per 12,000 businesses at this level.

ROI in USD at \$1.30 per Airdrop Syndicate Unit:

The above demonstrates a revenue of \$1,216,000 to Frega per month, per 1000 businesses.

- 10% or \$121,600 of this is shared with Syndicate Partners each month.
- Therefore, \$1,459,200 is shared with Syndicate Partners per year, representing a return of 112% per annum, per 1000 businesses.
- This is an ROI of 100% per MONTH per 12,000 businesses at this level.

Based on the business groups we are already in talks with, we are looking to register businesses very rapidly.

