

REPXX

---

**FASHION BRAND PRESENTATION**

TUESDAY, 25 JANUARY 2022

# About REPX

The Reputation Exchange plc ("REPX") is a UK fintech with proprietary patents and an affiliate marketing strategy that leverages social media to monetize fan loyalty for companies, celebrities, cities and associations.

REPX designs and develops a variety of innovative fintech, social media and retail products that enable entertainment celebrities, sports personalities, iconic cities and others to monetise their reputations and brands.

By partnering with concentrated nodes of marketing influence, including social media stars, well-known cities and brands, REPX aims to utilise an established social media base for low upfront marketing costs. In this way, REPX endeavours to deliver fast, scalable growth under a high gross margin model.

REPX is committed to building a global brand reputation marketplace through the marketing and sale of innovative retail and financial products with brand reputation enhancement and return on investment at their core.

# Fashion Brand Proposal

The differences with other Cards are that the REPX Cards are designed around the Partner desiderata and increase the relationship between the company and its customers/employees.

REPX offers a Payment Platform and multiple payment tools designed specifically for the Fashion Brand that provide three different proposal:



## FIRST PROPOSAL

A non-banking personalized payment platform;



## SECOND PROPOSAL

A solution for authenticity to the apparel sold, additional true and reliable data on its customers, control over the second-hand market;



## THIRD PROPOSAL

A new branded and customized products to be sold.

# First proposal (1/2)

## A personalized payment platform

The first REPX proposal consists of a non-banking fintech system designed for the top customers of the Company. The innovation consists in direct interaction between the Company and its most important customers.

The main features are:

### FIRST FEATURE

The innovative two chip card that provides the Fashion Company with technology and ownership (explained in the next slide);

### SECOND FEATURE

A specific and personalized design on the Card decided by the Partner and changeable any time;

### THIRD FEATURE

A dedicated and personalised App for the Card management and a related unique social media channel;

# First proposal (2/2)

## The Two Chips Card

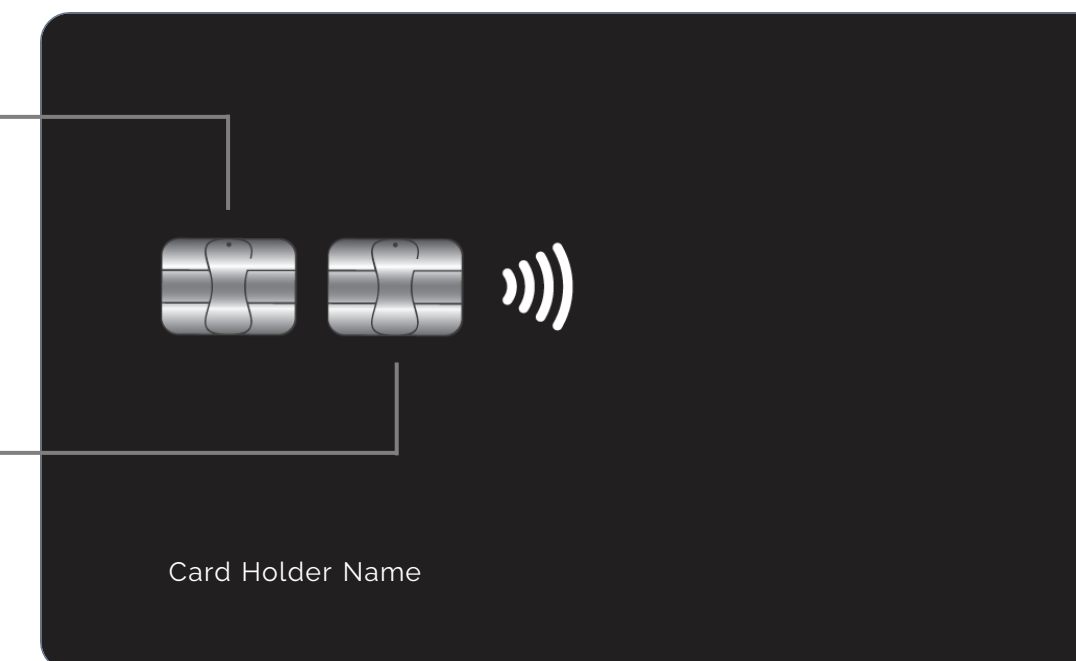
This new technology is fully controlled and owned by the Company.

This Card is an innovative payment tool with two different chips which have different functions:

The first chip is responsible for carrying out the transaction.

The second chip is owned by the Company and allows it:

- To create a dynamic Pricing Strategy;
- «In Store» real time localized consumer technology, enabling the Store to produce individual personalised Pricing.



# Second proposal (1/2)

## Proof of authenticity

The second REPX proposal is a prepaid or debit Visa® / Mastercard® designed for the different lines of the Company. This tool uses the Payment System as a proof of authenticity for the different Company goods.

Its main features are:

- ▶ **Every unit of the Company will have a specific Card**; the Card is part of the product, and it is sold with it;
- ▶ The Payment System (PS) of the Card is the **proof of authenticity** of the good because the PS itself cannot be copied or counterfeited;
- ▶ Through the App linked with this Card, the Company has **access to real and precious data** related to its customer base;
- ▶ Allows the Company to have **control** on data related to the **second-hand market**.

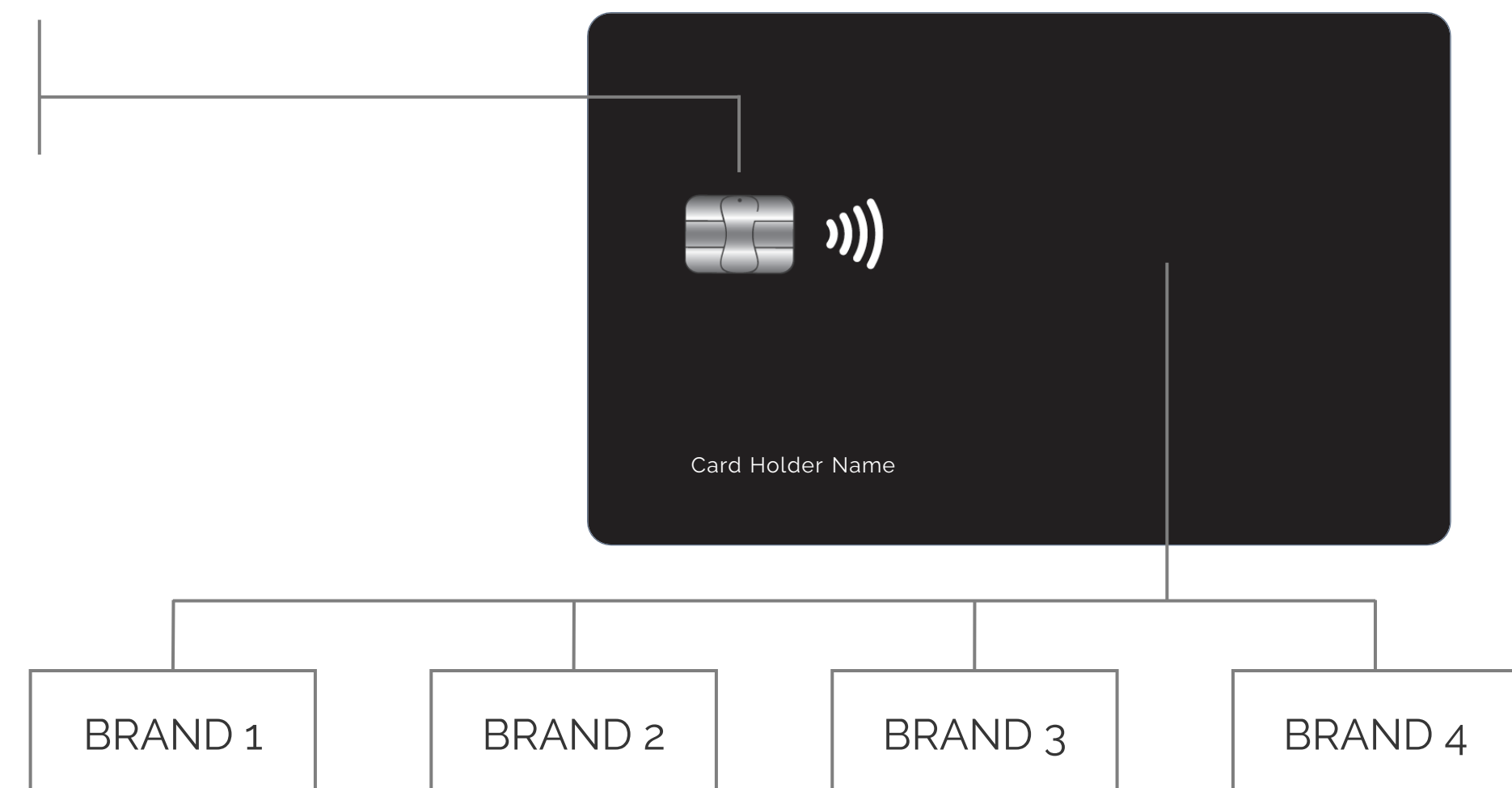
# Second proposal (2/2)

## The Fashion Card

This new technological solution will provide the Company with the strongest system of authenticity for all its selected products. The target users for this product are all the Company customers.

The Payment System is the true proof of authenticity.

Each Brand will have its specific fashion Card and the related App will provide the Company precious data of its customer and second-hand market.



# Third proposal (1/2)

## The Payfan Card

The third REPX proposal consists of a Card designed for its customers and fan base.

It is a new product, and it is sold separately from the other Company goods. The target users are all the people who love the Company.

Its main features are:

- ▶ This Card has a **personalised lay-out** of the Company on the front with a specific dedicated phrase;
- ▶ **A dedicated App** for the Card management and data related to their purchase habits;
- ▶ The Card "**sings or speaks**" reproducing 4 bars of the song or a specific phrase chosen by the Company through the dedicated App;
- ▶ The Card allows access to a **specific discount and proposal** on Company products.






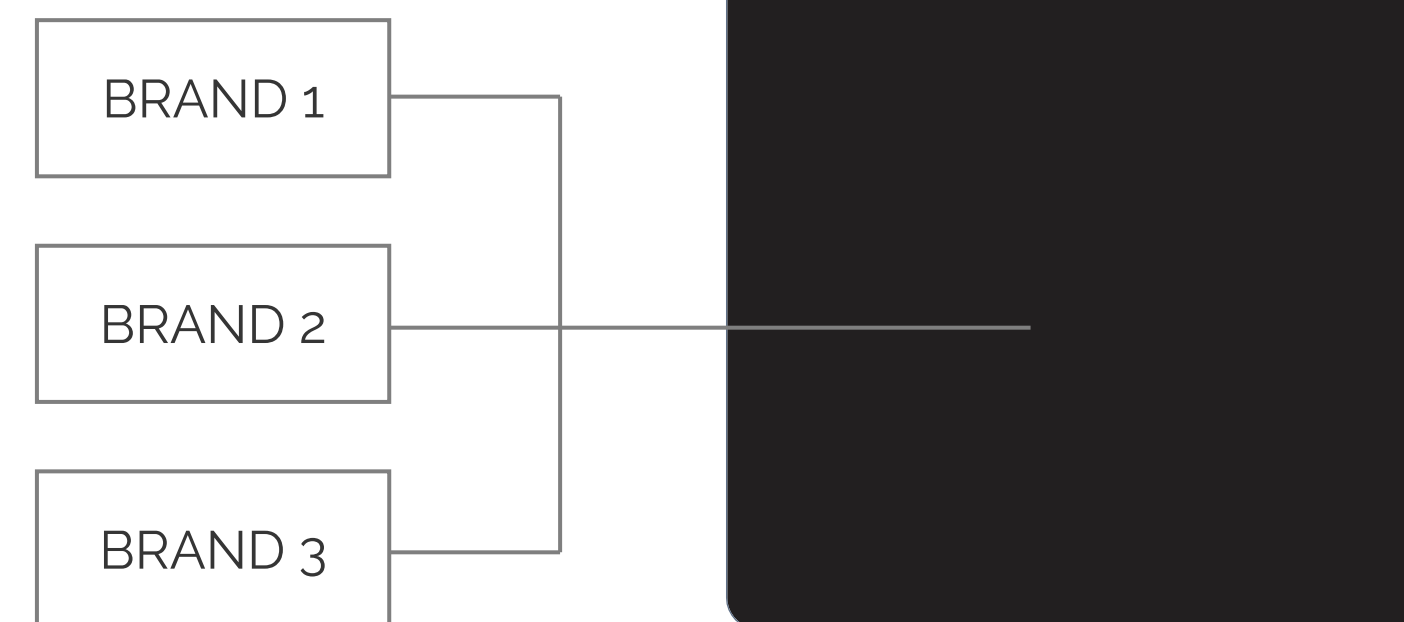
# Third proposal (2/2)

## The Covercard

It integrates the Phone and the payment Card in one unique tool that, at the same time, is always with the user (since it is the cover of the Phone) and 100% reliable (not related with the battery or the connection of your Phone). It uses the phone cover as a contactless payment card.

It makes payments experience:

-  **100% reliable & secure;**
-  **Faster & Easier;**
-  **Personalised** since the Company can choose the brand to use for the Cover.



# Disclaimer

This is a presentation that does not include any right of publication or communication to third parties.

The available sources of information were used during the preparation of the presentation, without a verification of accessibility and completeness of the sources made by an independent third party.

The contents of this document require, for the purposes of their correct interpretation, necessarily the support of the oral presentation and / or must be analyzed on the basis of the possible story line to which they refer.

This document may not be transmitted to third parties without the prior written consent of REPX. The information contained herein is strictly confidential. Neither this publication nor any portions thereof (including, without limitation, any conclusion as to values or any individual associated with this publication or the professional associations or organizations with which they are affiliated) shall be reproduced to third parties by any means without the prior written consent and approval from REPX.

# THANKS

**REPX Address:**

Suite 2a1, Northside House,  
Mount Pleasant, Barnet,  
Hertfordshire, England, EN4 9EB

**REPX Website:**

<https://therepx.com/>

# REPX