

AppsVillage

**Business Apps for SMBs
in one Click**



Corporate Overview

2019

Key Fact

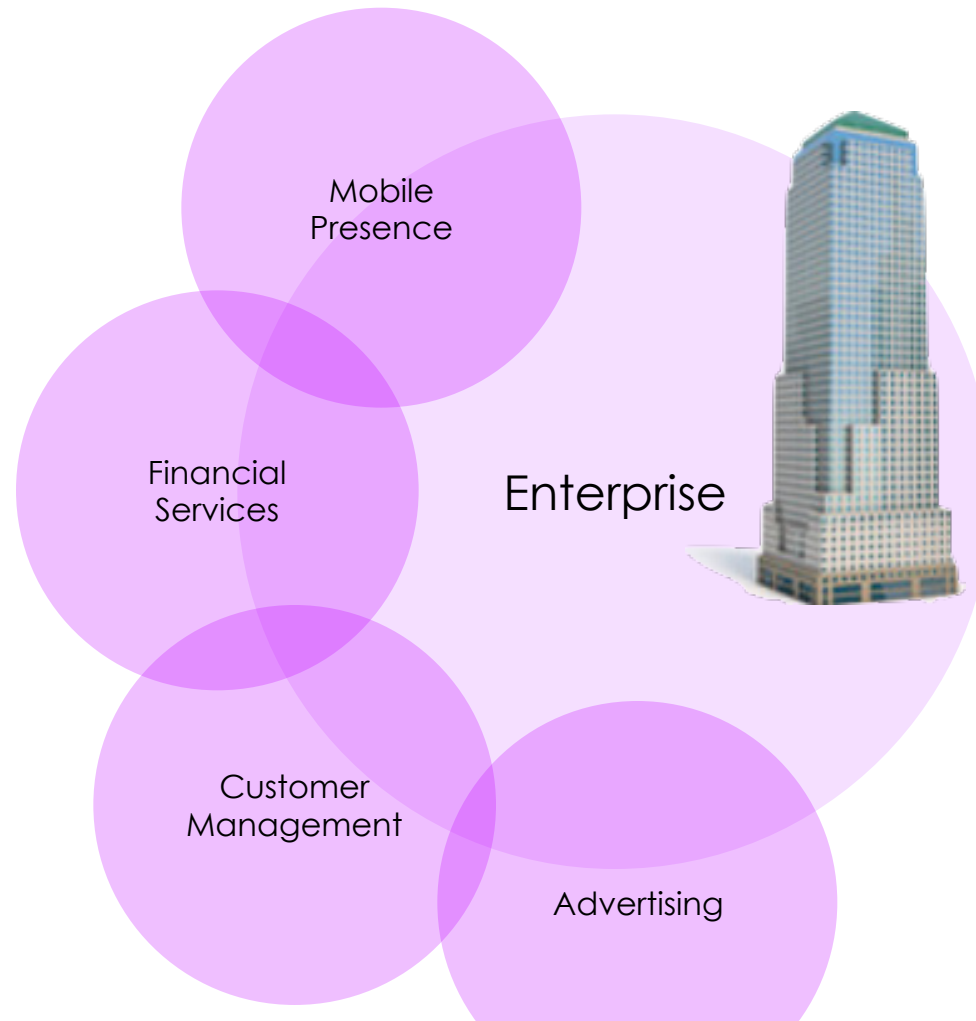


Micro-, small and medium-sized enterprises represent around 90 per cent of global business.



The privilege of the enterprise

A strong infrastructure for performing multidimensional tasks



The barrier of SMBs

No streamlined business-enabling infrastructure

Mobile
Presence

Financial
Services

Customer
Management

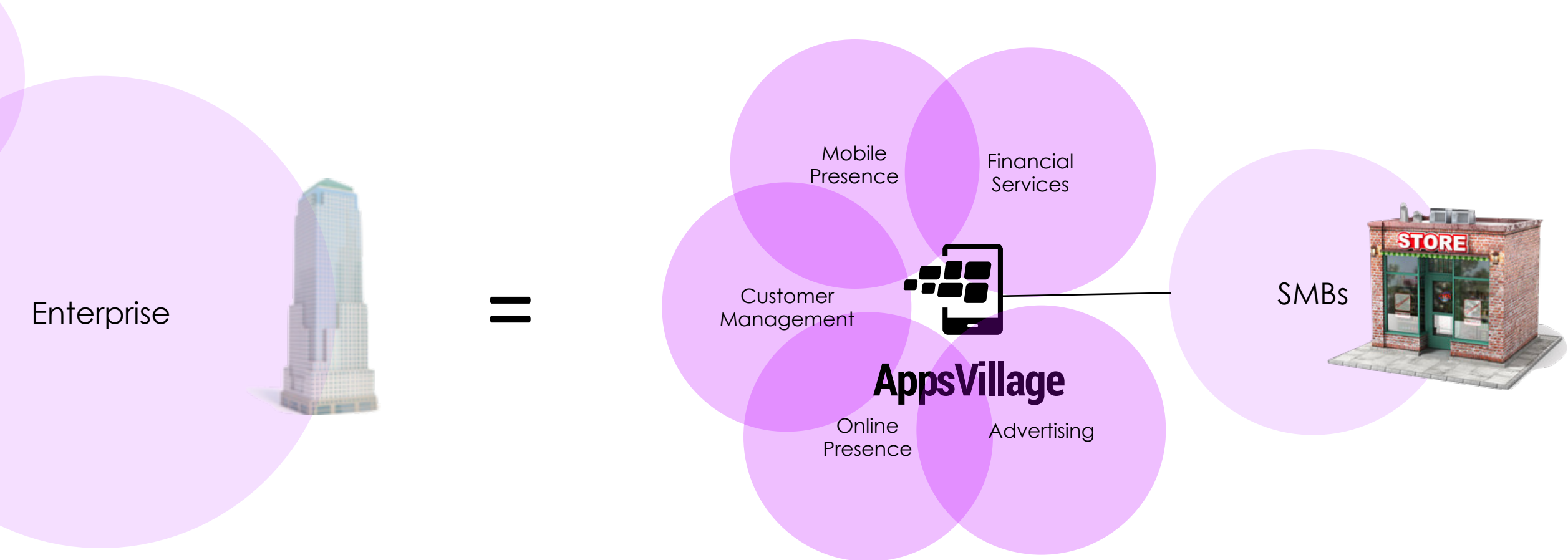
SMBs

Advertising



We aim to solve all that

The AppsVillage Value Proposition



Mobile Presence

The gateway for growth



AppsVillage

SMB's in the Digital Race for the Customer

Our **mobile screen** is the most valuable real estate in the world

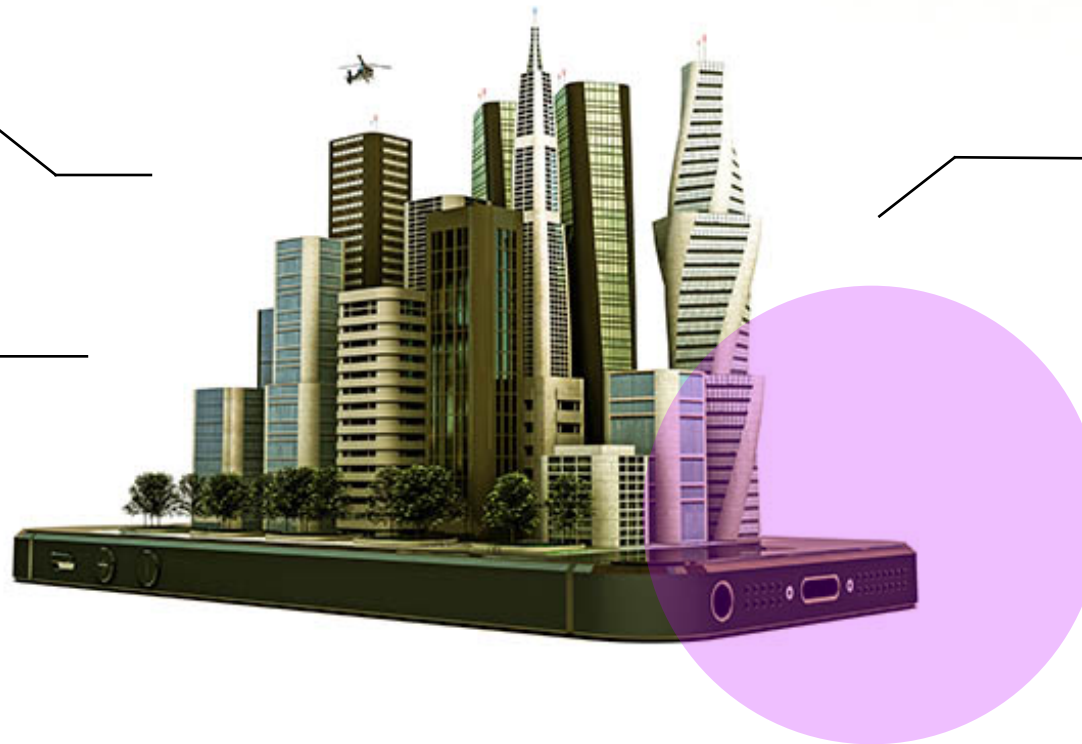
90% of mobile usage is spent in Apps
10% spent in browsing [\(1\)](#)

4.2x more product views
per session vs websites [\(2\)](#)

3x higher conversion rates
vs websites [\(2\)](#)

Users prefer apps
because they are:

- Faster
- More convenient
- Provide superior experience



1. eMarketer Research 'Mobile Time Spent', June 2018
2. Criteo Research 'State of Mobile Commerce', 2016

The Challenges

Most SMBs face insurmountable barriers to building an App



01

Development Cost

USD \$25K- 35K for a basic app [u](#)

02

Development Process

Design, UI/UX, Front-end, Back-end, iOS, Android, QA, Hosting, Pjm, DevOps, Versions...

03

Development Time

6-9 months minimum (design only)

04

Ongoing Cost

Ongoing development cost for maintenance, compatibility with new mobile releases and feature updates

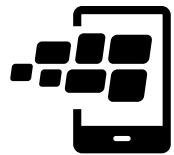
05

Marketing expertise

Once the app is launched, how will customers know about it?

The Solution

A breakthrough SaaS platform for SMB app creation and marketing



AppsVillage

01

Automated intelligent app design

We utilise your existing marketing materials

02

Automated “development”

No coding required. Front-end & back-end coding is automatically generated

03

Automated services

Quality Assurance, Hosting, Security, Updated Versions...

04

Immediate

<1 minute

05

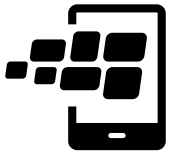
Automated Marketing

Expert online promotion system



The Bottom-Line

A strong value proposition



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- 01** <1 minute vs 2-4 months
- 02** USD \$19.99 monthly vs circa USD \$25K upfront (+ongoing)
- 03** Immediate marketing reach vs 3rd party marketing costs

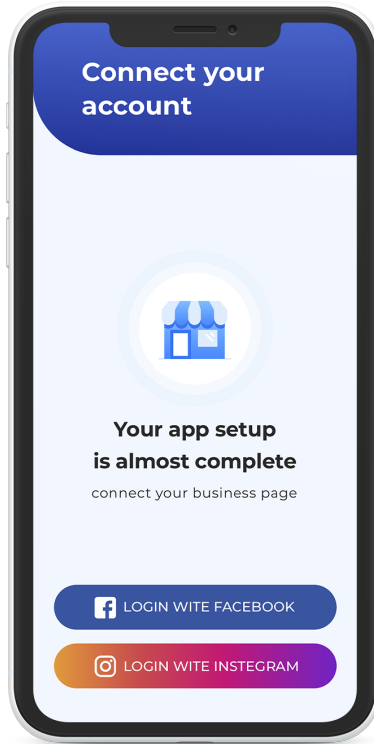


3 clicks to create an App



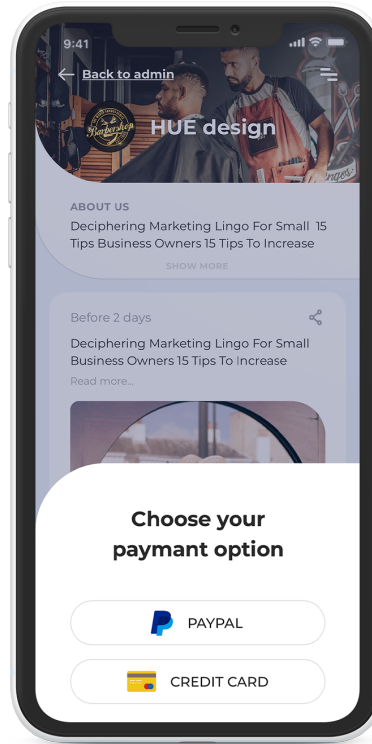
01

Go to AppsVillage



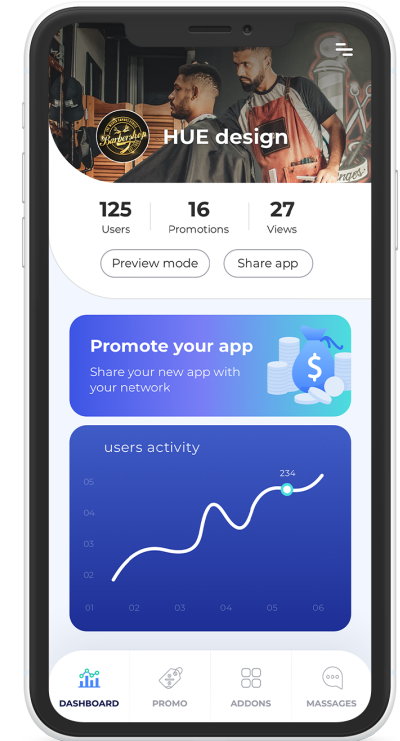
02

Signup with Facebook



03

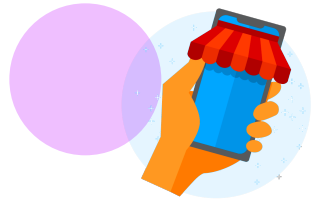
Preview and Provide payment method



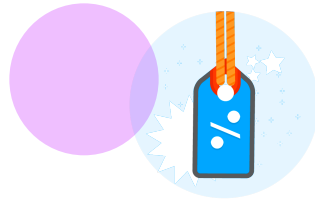
You are live!
Engage clients

Commercial presence in minutes

Unparalleled engagement with clients for a fraction of the cost and complexity



Have your own mobile App
Available on your customers' mobile home screen



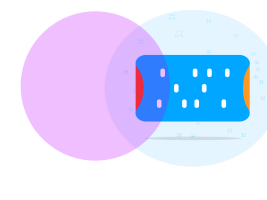
Offer Exclusive Deals
Your customers can purchase right from your App



Chat with your Customers
Win more loyal customers with a personal touch



Send Push Notifications
Instant notifications that pop-up even when your App is not running



Punch 10
Loyalty card



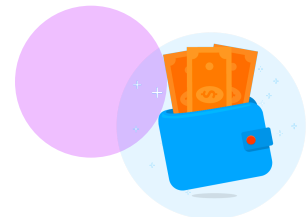
Appointment Scheduling
Your customers can book an appointment or meeting right from your App



Facebook Ads
Promote your deals & updates with Facebook Ads in just one click

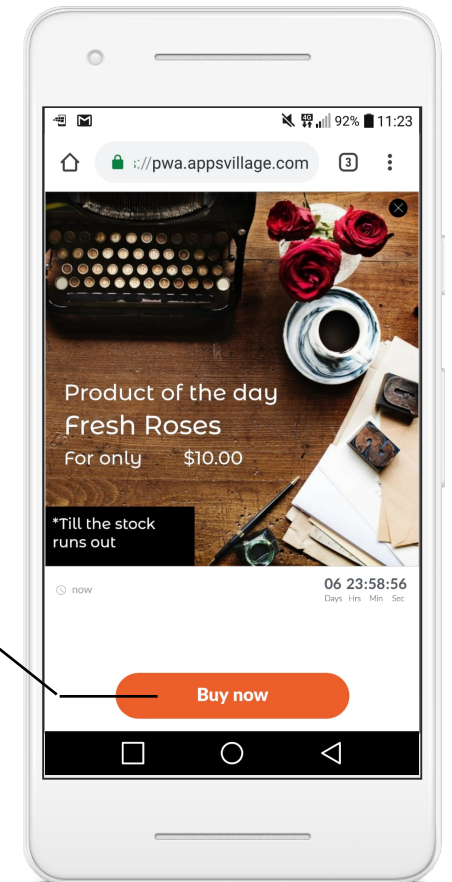


Search optimizations for your App
Let your customers find your App easily



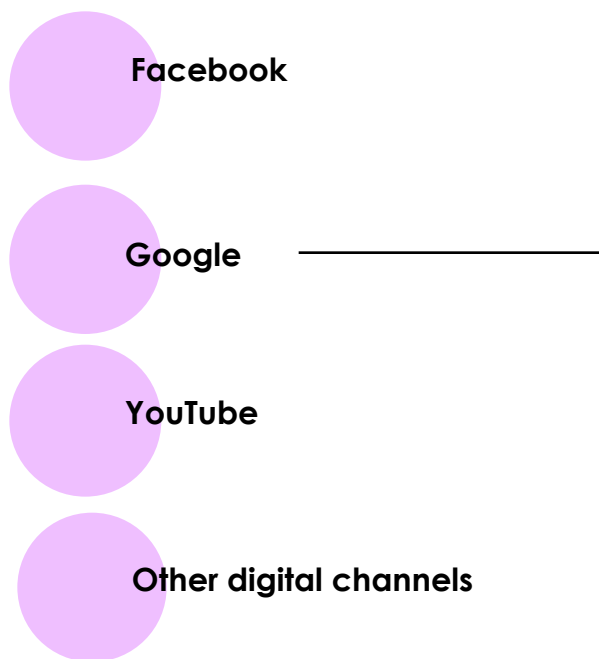
Cashback
Give back some money to your loyal customers so they will come back and buy more

Full payment system integration
Enables immediate product and service offerings



Go to market

Targeting SMB customers via digital advertisement channels



- Scale sales via aggressive customer acquisition on digital channels
- Penetrating new geo's
New product offering SMB funding (Fintech)
- Strengthen cooperation with power channels as Facebook

Revenue Model

- B2B SaaS, **recurring** subscription
- USD \$24.99 monthly
USD \$14.99 per month billed annually
- Emerging market \$4-\$7 Monthly and \$47
Billed annually
- 20% - 40% commission received on Advertising (Facebook)
- Funding commision



AppsVillage

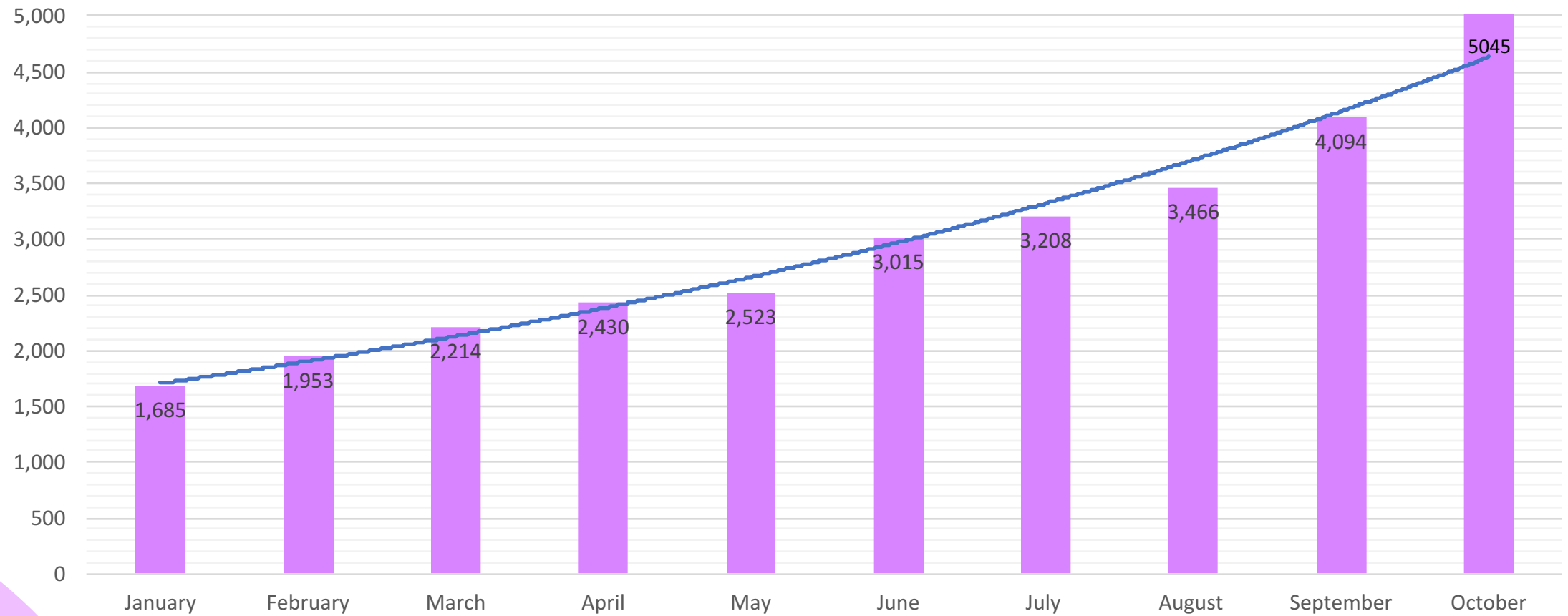
Financial Performance



AppsVillage

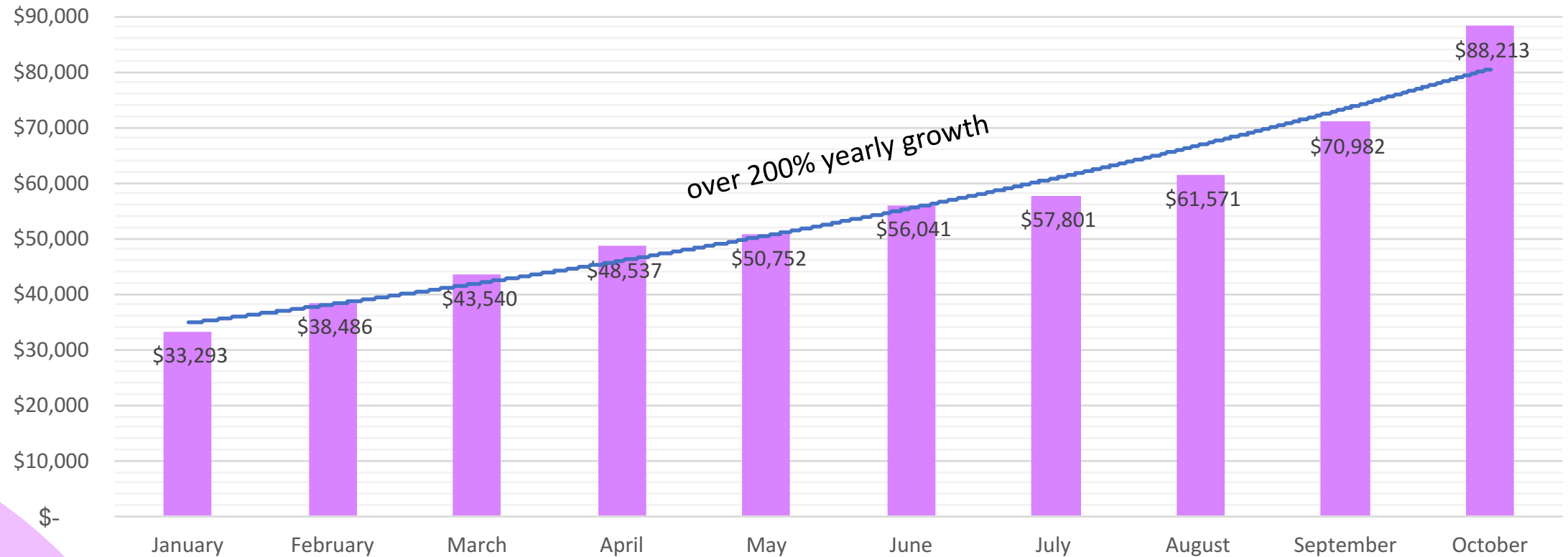
Our growth

Paying Subscribers

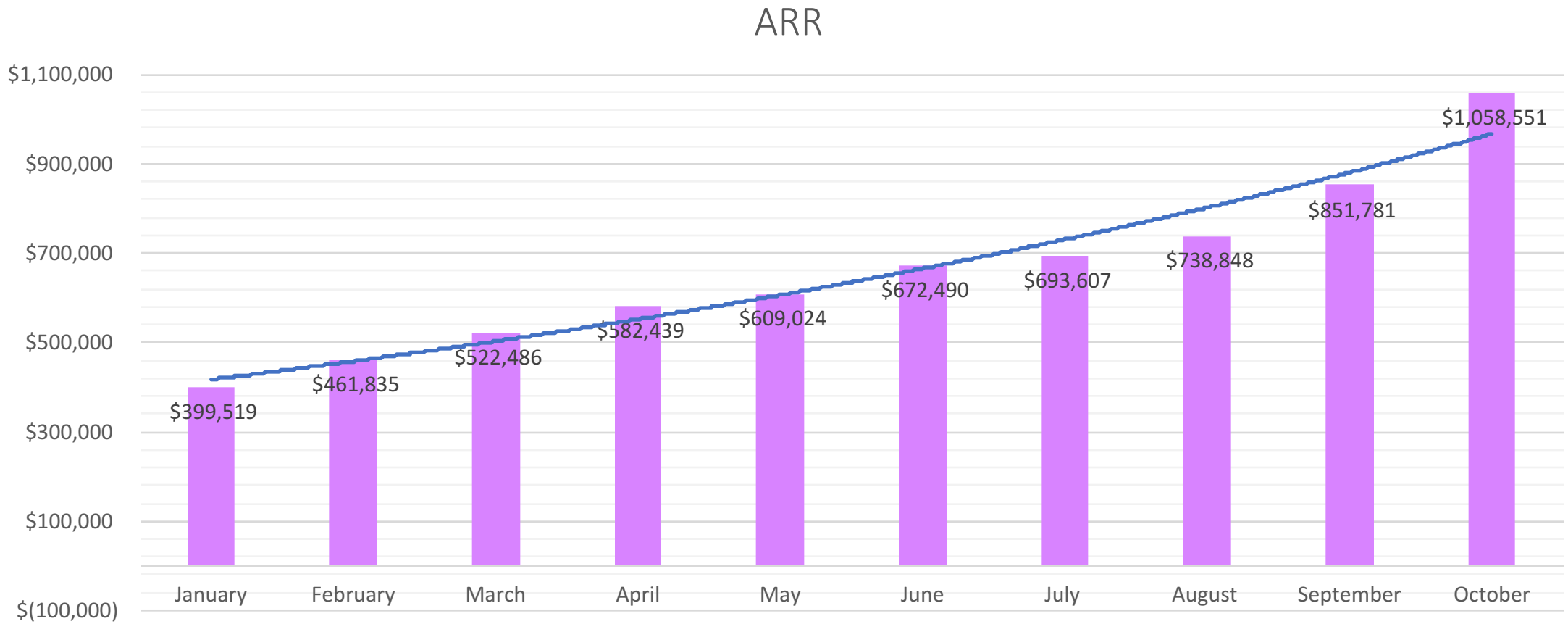


Our growth

MRR



Our growth



Testimonials

Its all about the “How”



AppsVillage

Testimonials

Easy Effective Economical

*by EquineFeed – Oct 3, 2019
– Canada*

I run 5 Facebook companies,
I have never had such a
good experience with a
creative product as this App.
Simple, quick and very cost
effective for my clients.
Professional and great
quality! Well done team !



Testimonials

Best App Ever

*by Best Boutique – Jun 7,
2019 – United States*

I have store front and have used this 3 Months and I have doubled my income and I dont use the sale part. I use advertise and in store only. We are perfectly satisfied and happen to be voted best Boutique. Thank you AppsVillage



Testimonials

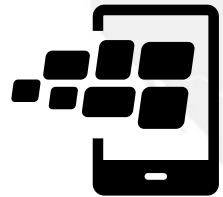
Loving this App

*by HairHarmony1 – Jul 5,
2019 – United States*

I just launched this app and think it will be a big hit with clients. I love the punch card feature! I wish we could add forms like contact gathering or surveys? Otherwise I think it will be a fun addition to our social media marketing.



Since the IPO (sept 19)



AppsVillage

1. **225% in customers grow - Above 5,000 Paying SMB's Nov 2019 VS. 1,536 Paying SMBS on 2018**
2. **67% increase in revenues Collection as of end of Oct Sep 2019 – already AU\$1,000,000 Vs \$600K Oct 2018**
3. **Geographical Expansion – New Geographies - APAC, Central Africa - India, Philippines, Nigeria, Indonesia, Uganda, Ghana and other**
4. **Getting into Fintech - Merchant cash advance offering in AUS, US and Africa**
5. **Signed with 2 MCA's in USA and soon in Australia (SeekCapital, Fundmate)**
6. **Customer outreach - customers from more then 150 countries and 5 continents**
7. **App Review user satisfaction score increased to 4.3 from 3.2**

Next level - Finance services

Its all about the “How”



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Roadmap

Our vision path

1

Mobile Presence

2

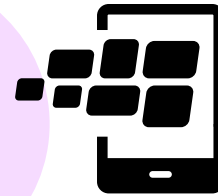
Customer Management

3

Advertising

4

Financial Services



AppsVillage

SMBs



Roadmap

Our vision path

1

2

3

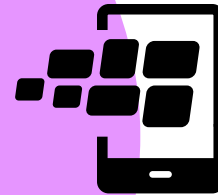
4

Mobile
Presence

Customer
Management

Advertising

Financial Services



AppsVillage

SMBs



The oxygen part

\$5,000 - \$50,000 lending in ONE CLICK to AppsVillage clientele

Financial Services



Inventory

Advertising

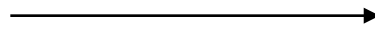
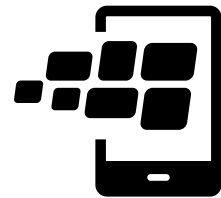
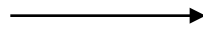
Expansion

SMBs



The oxygen part

\$5,000 - \$50,000 lending in ONE CLICK to AppsVillage clientele



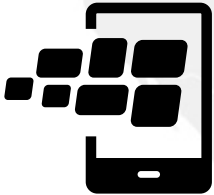
AppsVillage



SMBs

The Market

\$5,000 - \$50,000 lending in ONE CLICK to AppsVillage clientele



AppsVillage


65M

SMBs



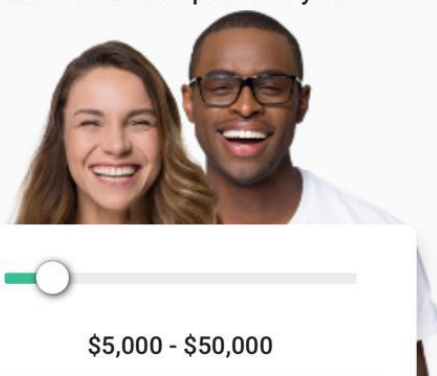
40% of micro, small and medium enterprises have an unmet financing need of **\$5.2 trillion** every year


Starting Q1 – Funding to SMBs

 **APPS**
village
CAPITAL

in partnership with
SeekCapital
Pre Approval within 2 hours



Get Funding Offers
Have funds compete over you!





\$5,000 - \$50,000

[Get Offers](#)

  it's free and won't affect your credit score

Get the funding to take your business
from a part-time hobby to a serious
full-time business

Team



Max Bluvband
CEO

Co-founder of AppsVillage with 18 years of experience developing technology and mobile focused companies. Prior to AppsVillage, Max founded Silent Communication Ltd, where he negotiated multi-million dollar transactions with customers such as T-Mobile and Sony.



Yoav Ziv
Chairman

Additionally to his role as Chairman at AppsVillage, Yoav is Senior Vice President and General Manager of AT&T consumer, media and advertising for Amdocs.



Jonathan Hart
Independent Non-Executive Director

Jonathan is currently a director of Emerge Gaming Limited (ASX:EM1) and company secretary for Mayur Resources Limited (ASX:MRL). He holds a Bachelor of Law and Commerce and has provided corporate advisory services to ASX listed companies during his career.



Leanne Graham
Non-Executive Director

With over 30 years in the software sector, Leanne has assisted technology companies with her broad experience and SaaS expertise. In 2018, Ms. Graham was awarded the New Zealand Order of Merit for her services to the software industry



Moshe Cohen
VP of Business Development

25 years of business experience as an entrepreneur and angel investor with high-level managerial experience in product and business development for the web, mobile, media and consumer electronics industries. Mr Cohen is a listed inventor of more than 30 issued patents.



Shahar Hajdu
Chief Technology Officer

Shahar leads the research and development of AppsVillage's SaaS platform and is also a co-founder of AppsVillage. Prior to joining AppsVillage, Shahar has more than 25 years experience in software development, having co-founded Silent Communication Ltd, as well as other senior software developer roles.



Gidi Krupnik
Chief Financial Officer

More than 25 years experience in international and business operations. Prior to joining AppsVillage, Gidi was CFO for Escapex Holding Corporation, Massibeimpact Ltd. (acquired by General Mobile Corporation Ltd.), Amadesa Ltd. (acquired by LivePerson, NYSE: LPSN) and Itemfield Inc. (acquired by Informatica, NASDAQ: INFA).



Amir Rejuan
VP Customer Acquisition

14 years experience in the online marketing industry, helping businesses rapidly scale revenue by getting more customers keeping the end user at the focus.

Investment Summary

- Clear unmet need for SMB digital presence
- Disruptive technology and Fintech platform
- Strong initial uptake by SMBs
- Clear path to profitability
- Partnerships with Global Giants - Facebook



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Thank You