


Growth Story

Beating the guidance again!




AppsVillage

Key Fact

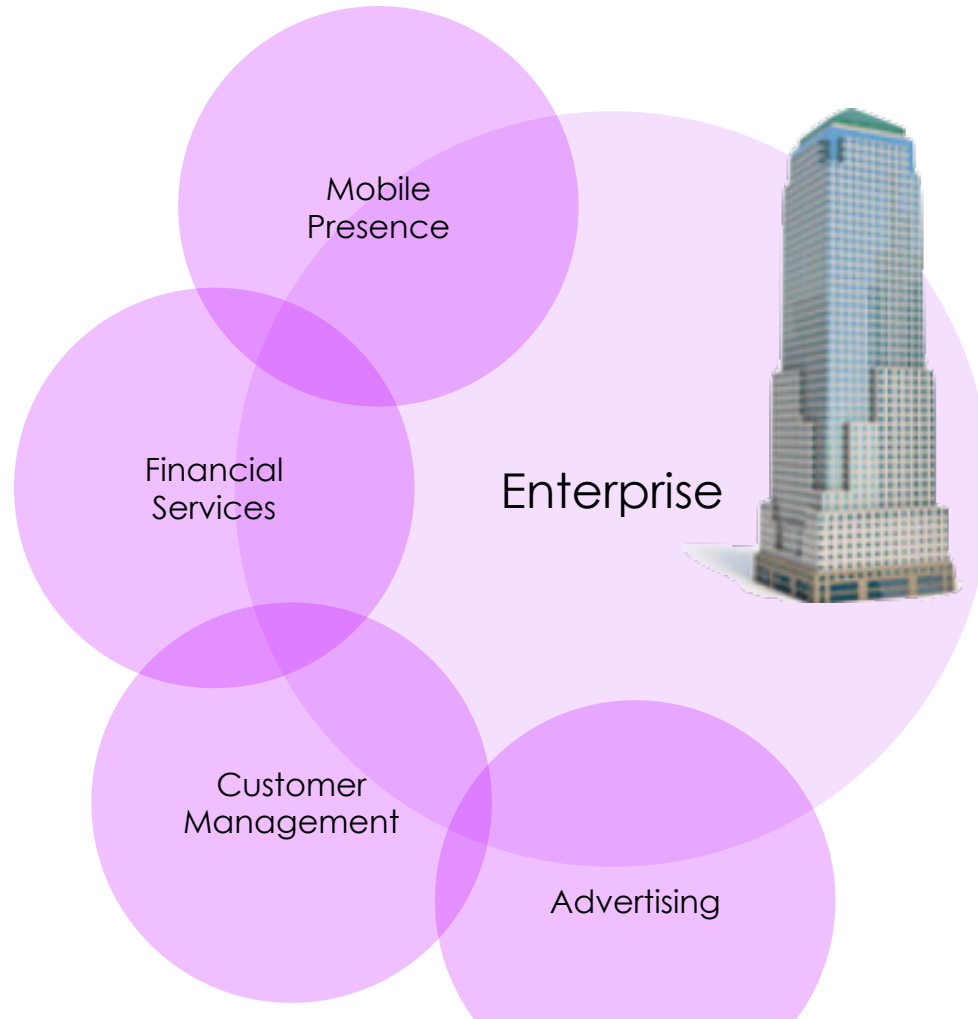


Micro-, small and medium-sized enterprises represent around 90 per cent of global business.



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

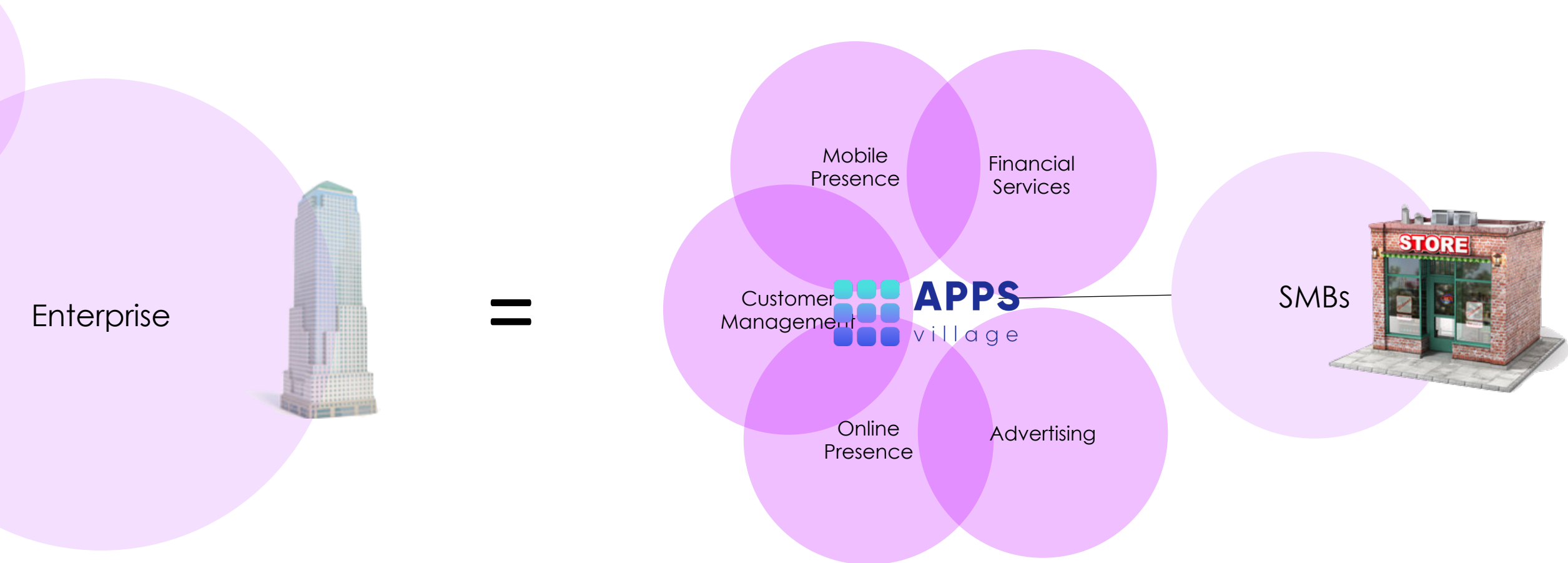
SMBs

Advertising



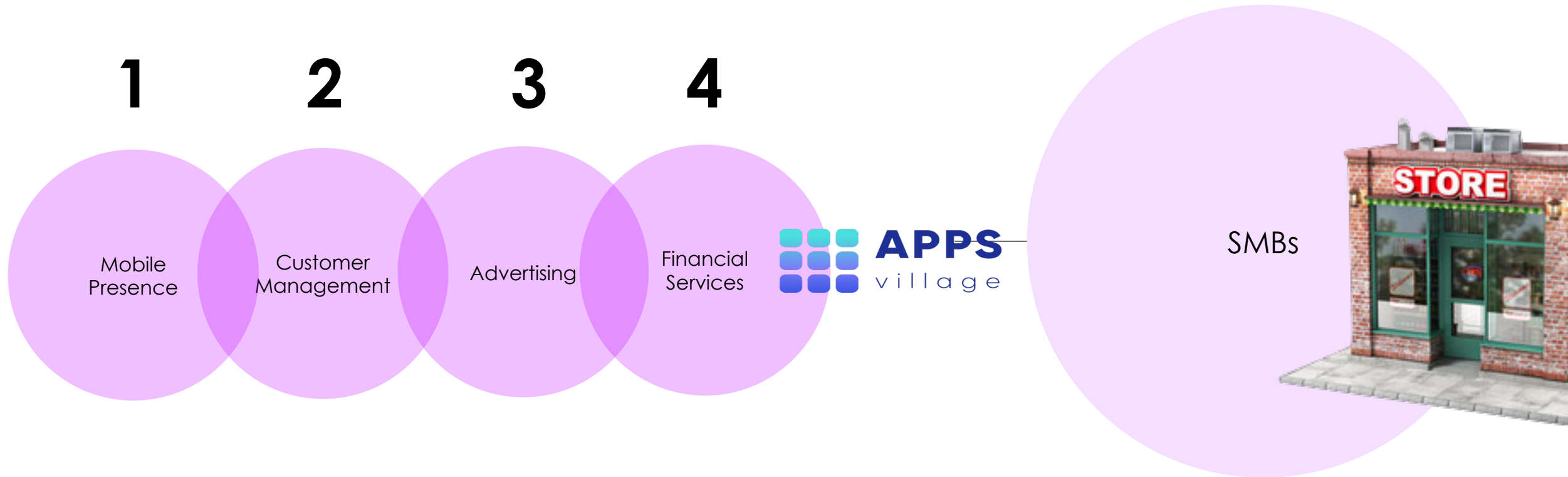
We aim to solve all that

The AppsVillage Value Proposition



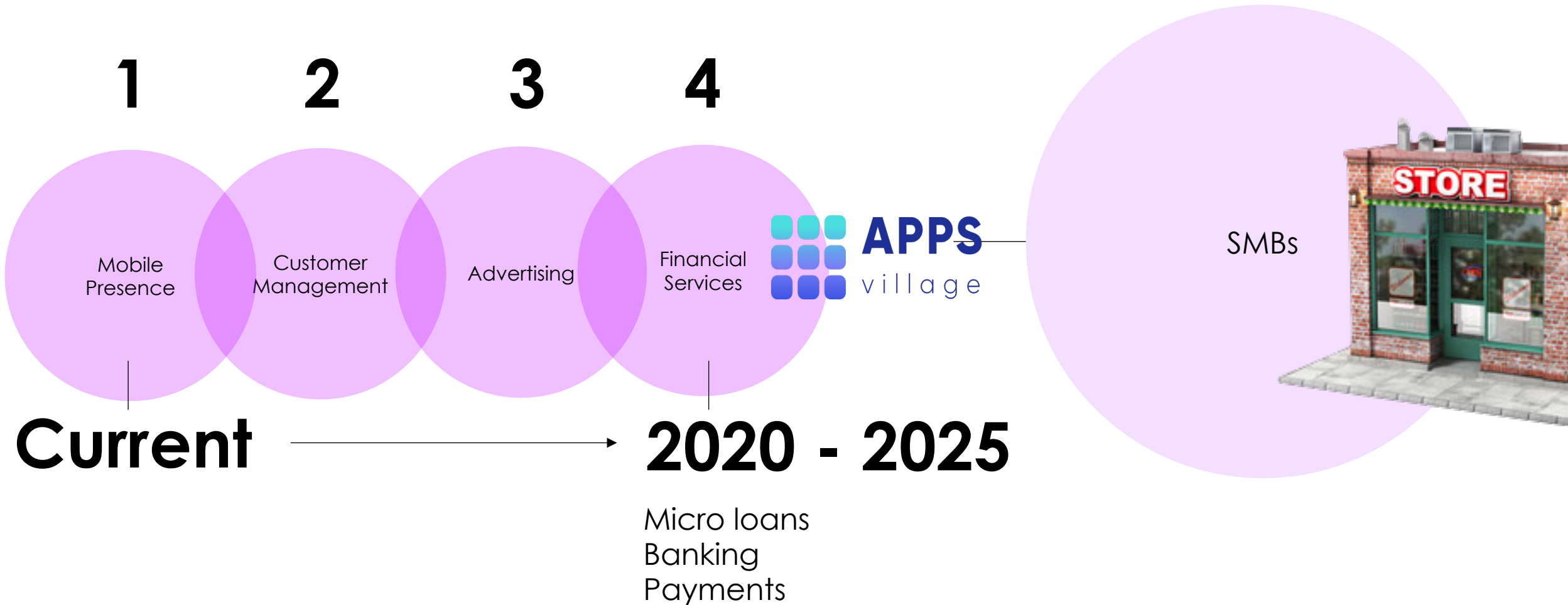
Roadmap

Our vision path

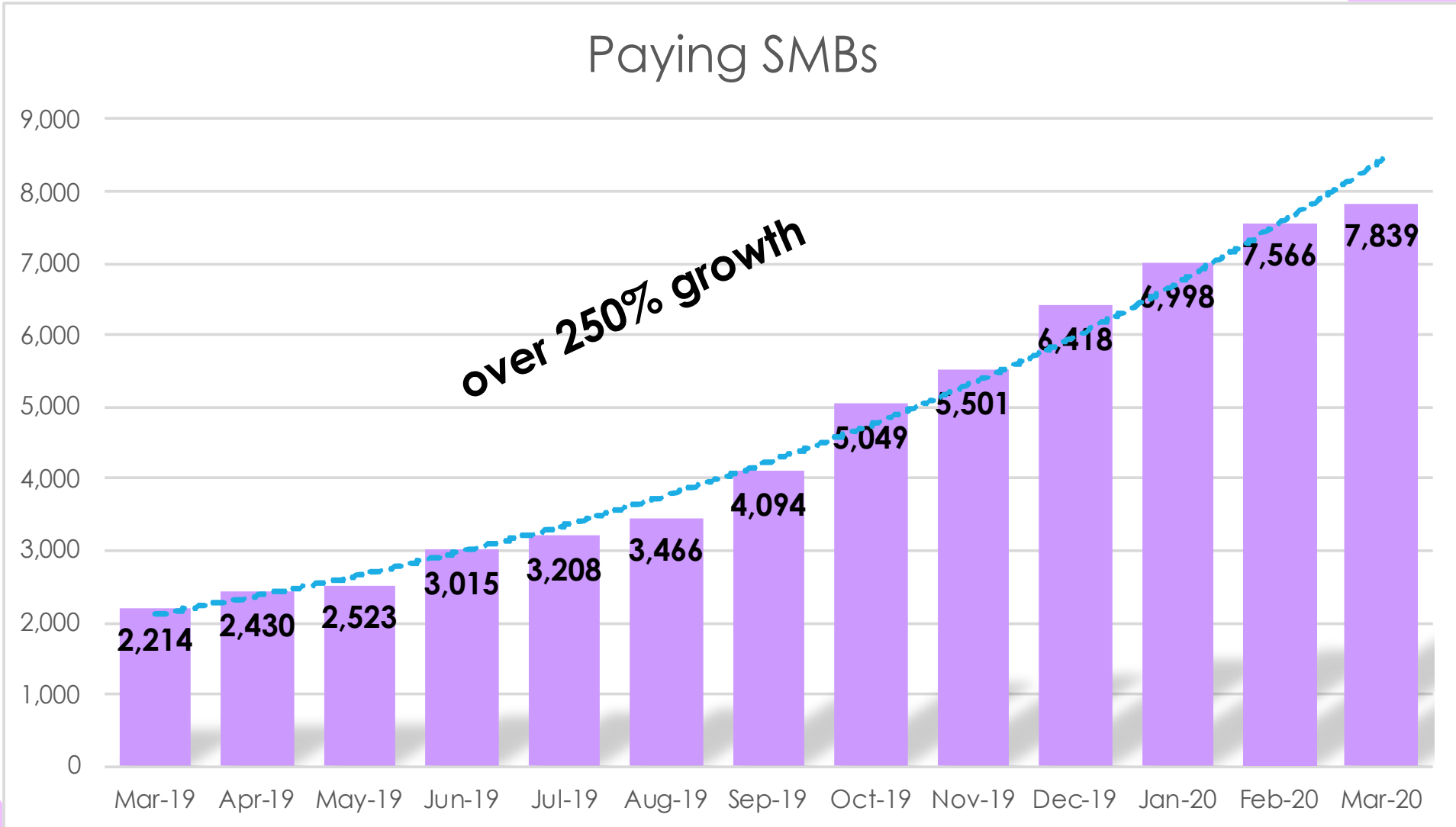


Roadmap

Our vision path

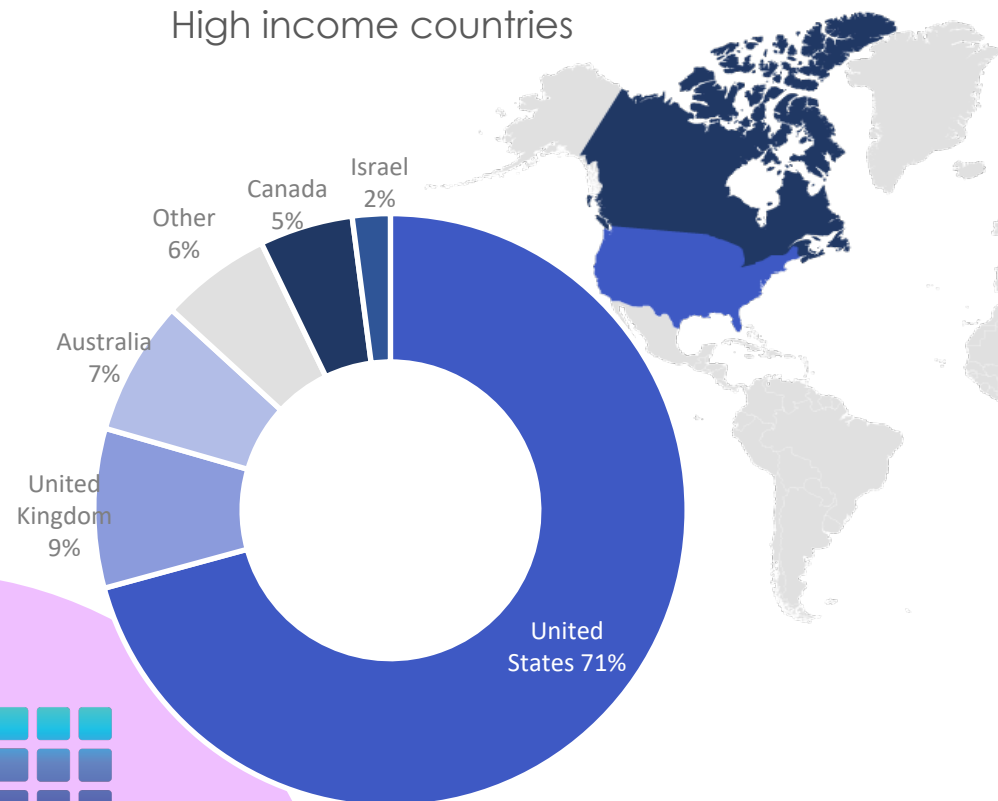


Our growth

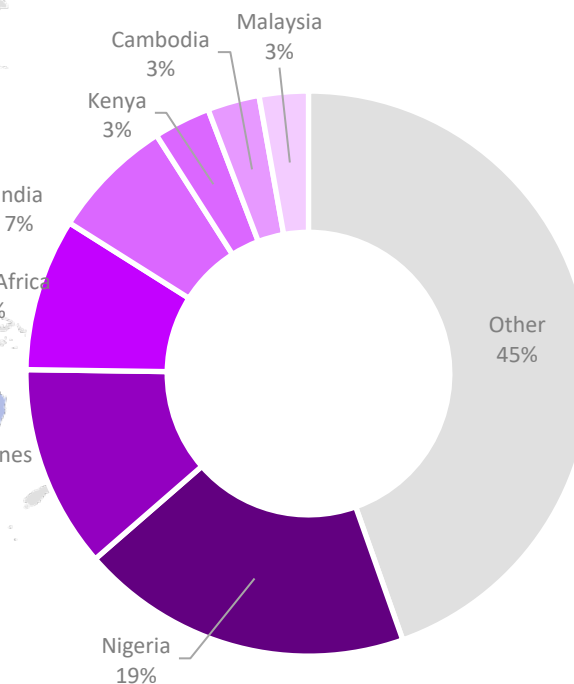


Paying SMBs

High income countries

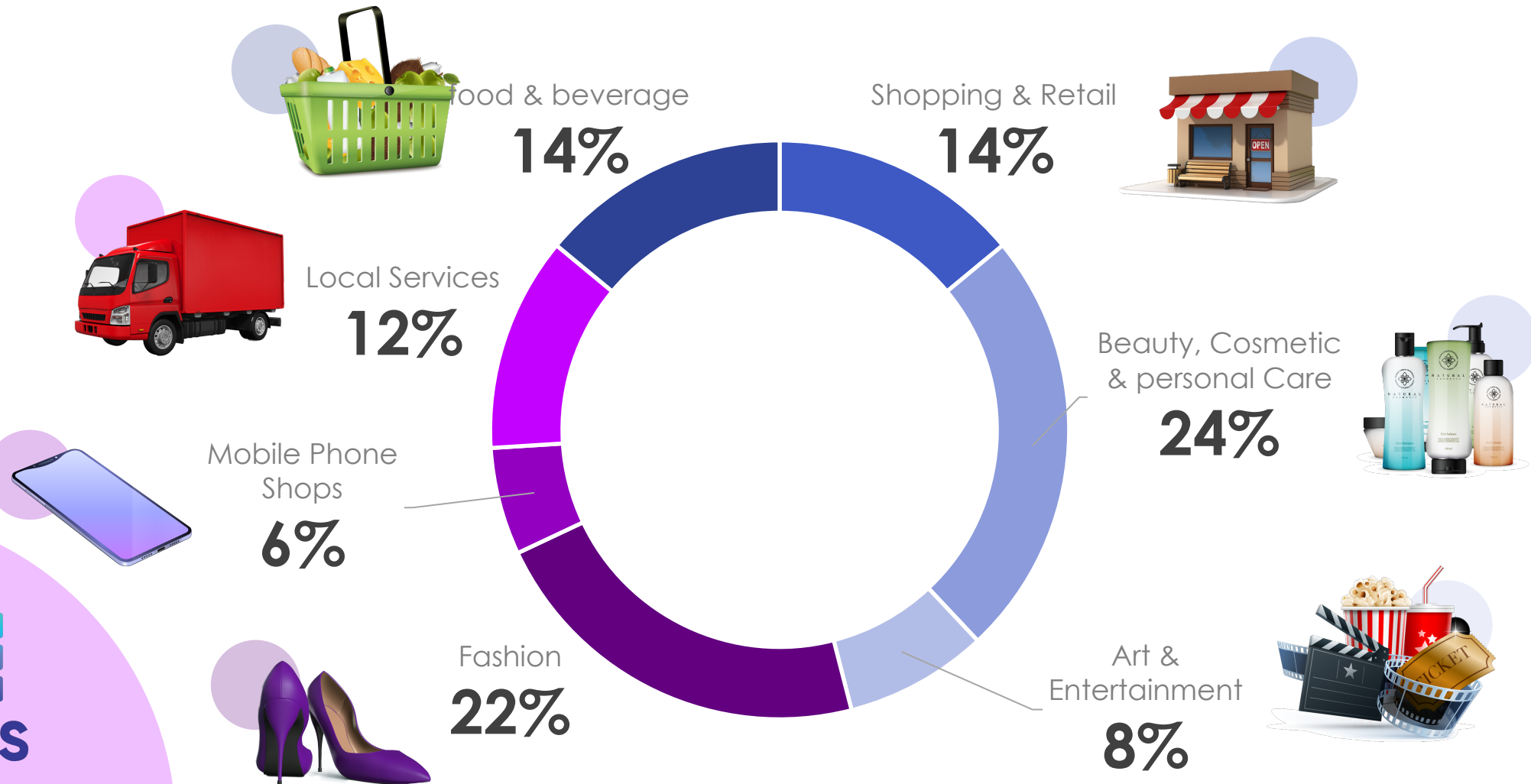


Low income countries



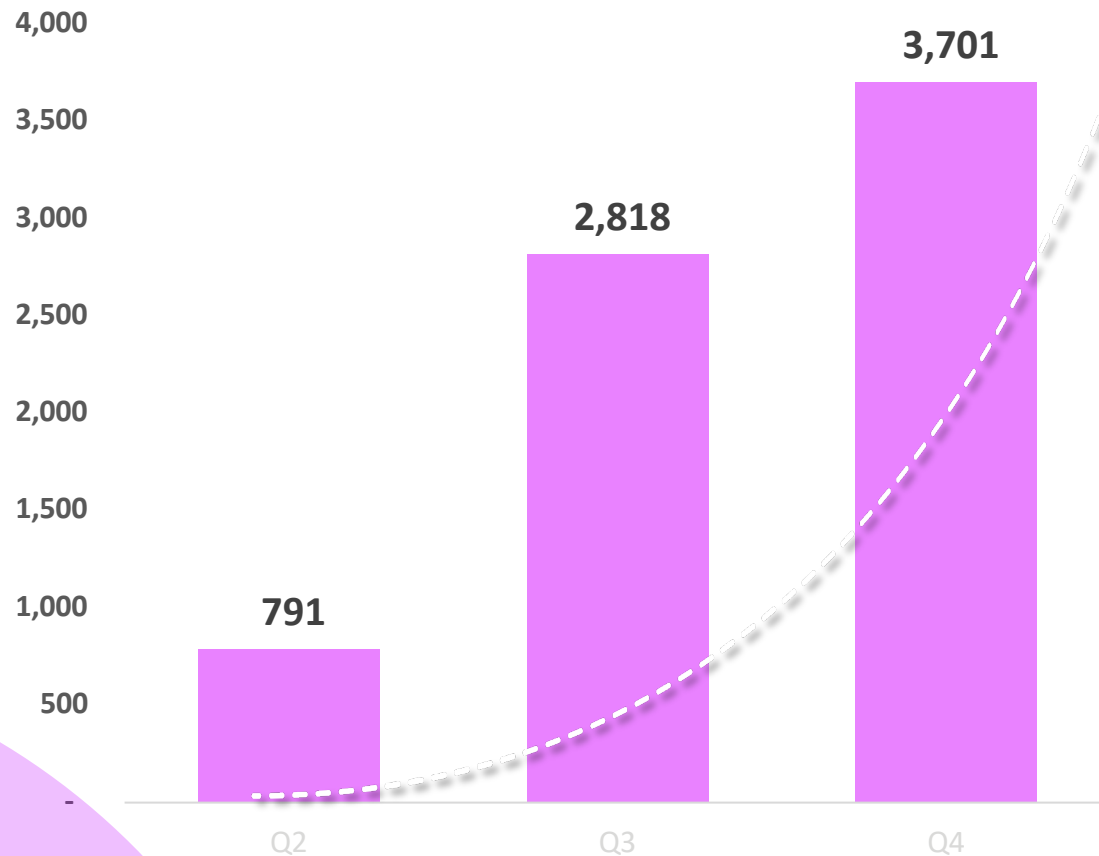
APPS
village

Most active business types using advertising 2019

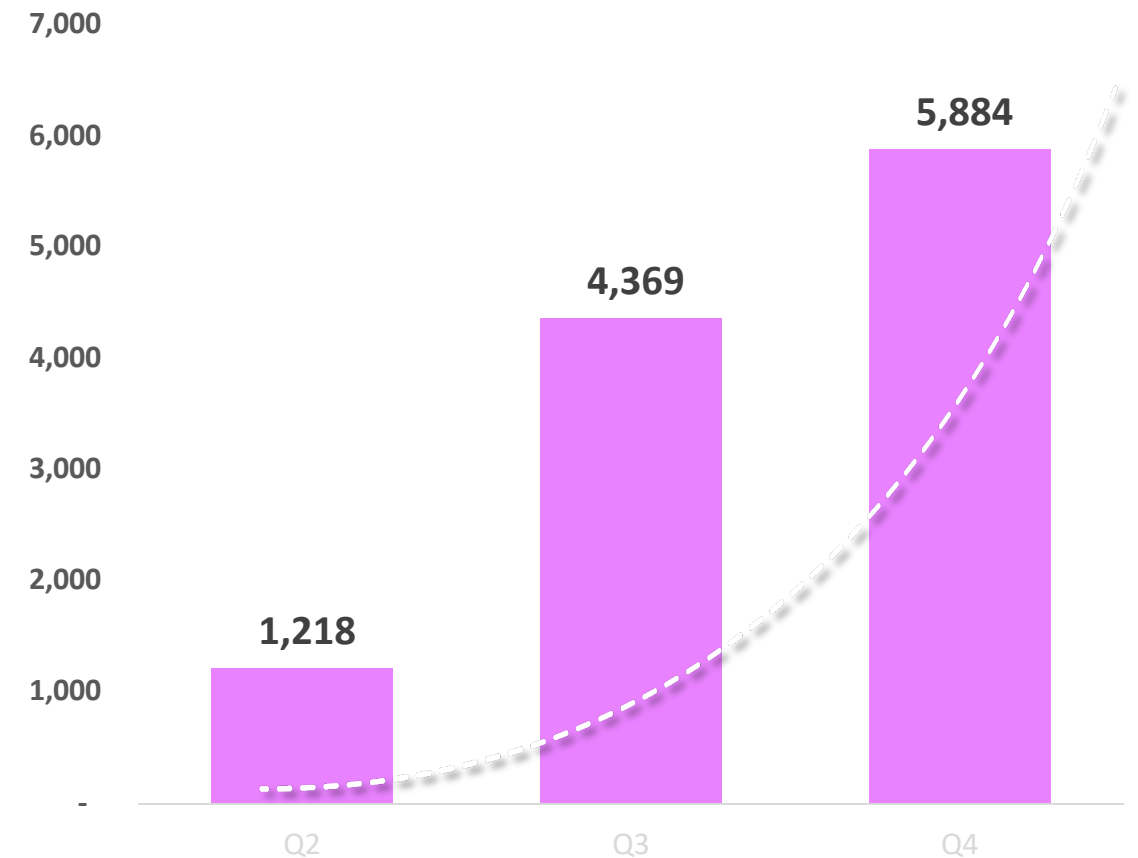


SMB's advertising activity 2019

Number of SMBs advertised per quarter

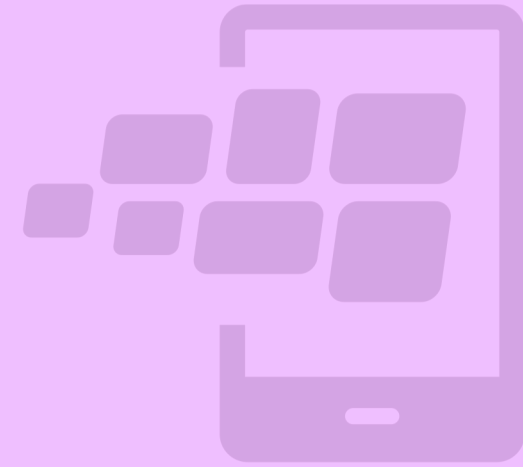


Number of campaigns by SMBs per quarter 2019



Revenue Model

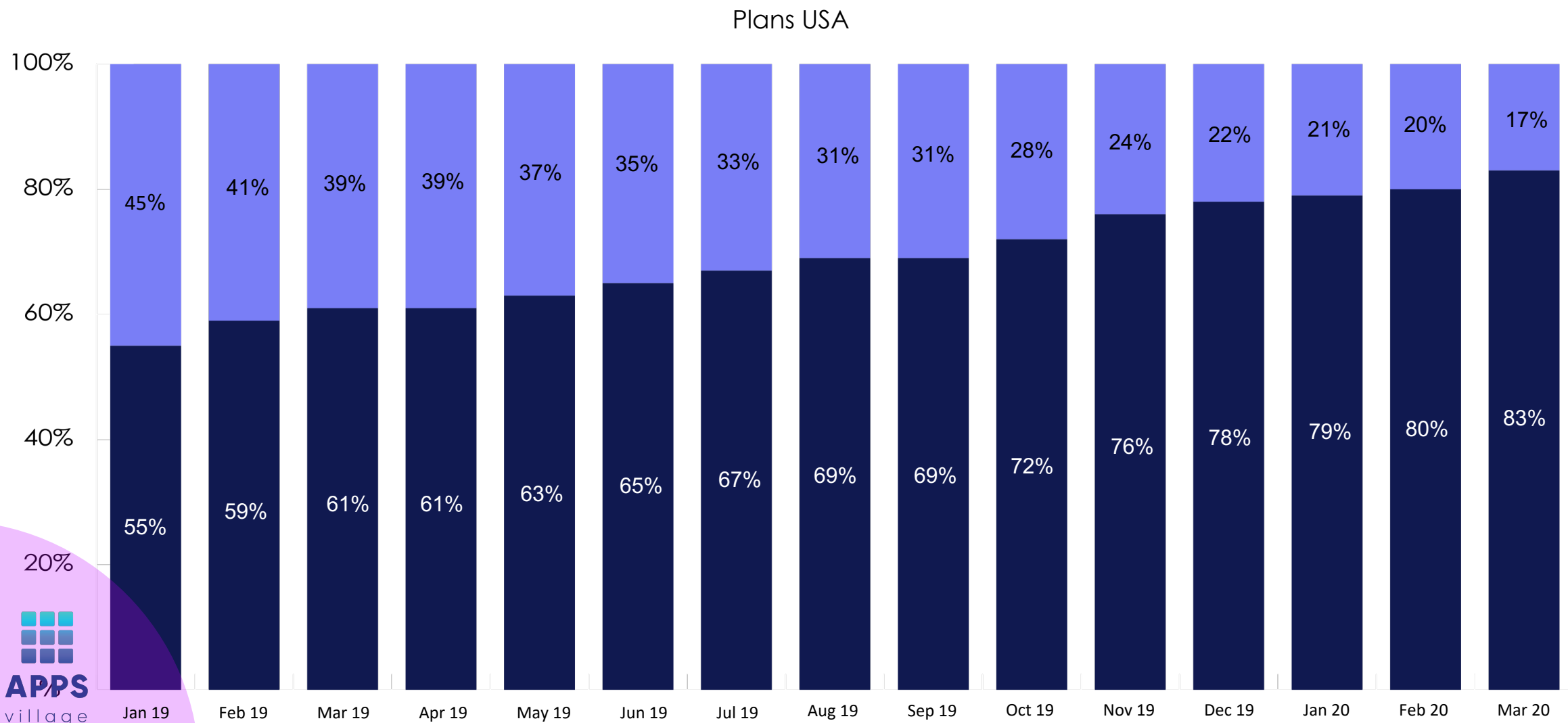
- B2B SaaS, **recurring** subscription
- USD \$24.99 monthly
USD \$14.99 per month billed annually
- Emerging market \$4-\$7 Monthly and Billed annually
- 25% - 50% commission received on Advertising (Facebook)
- Micro-loans finance commissions



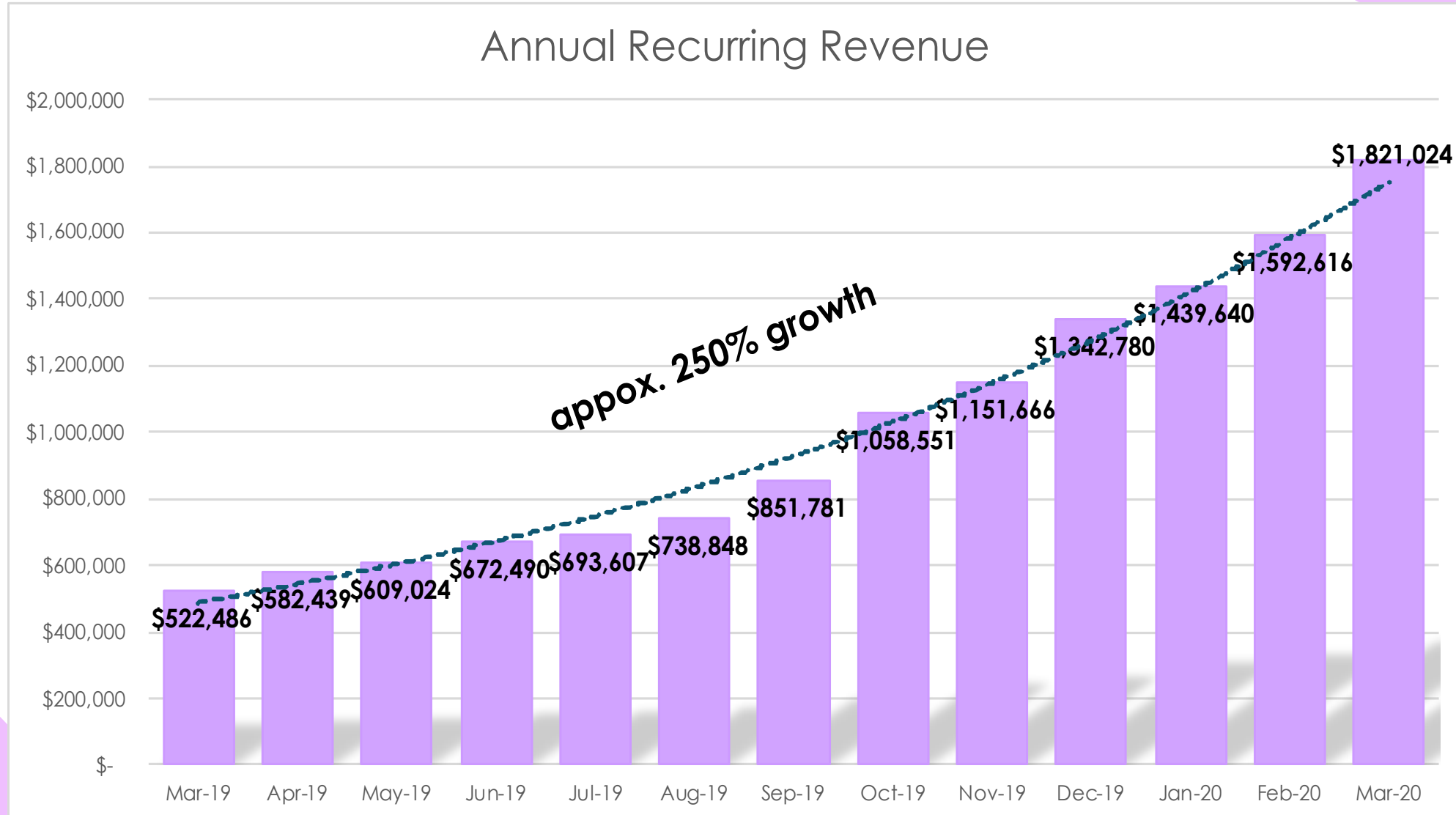
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Most user picks Annual plan – more stickiness to our platform

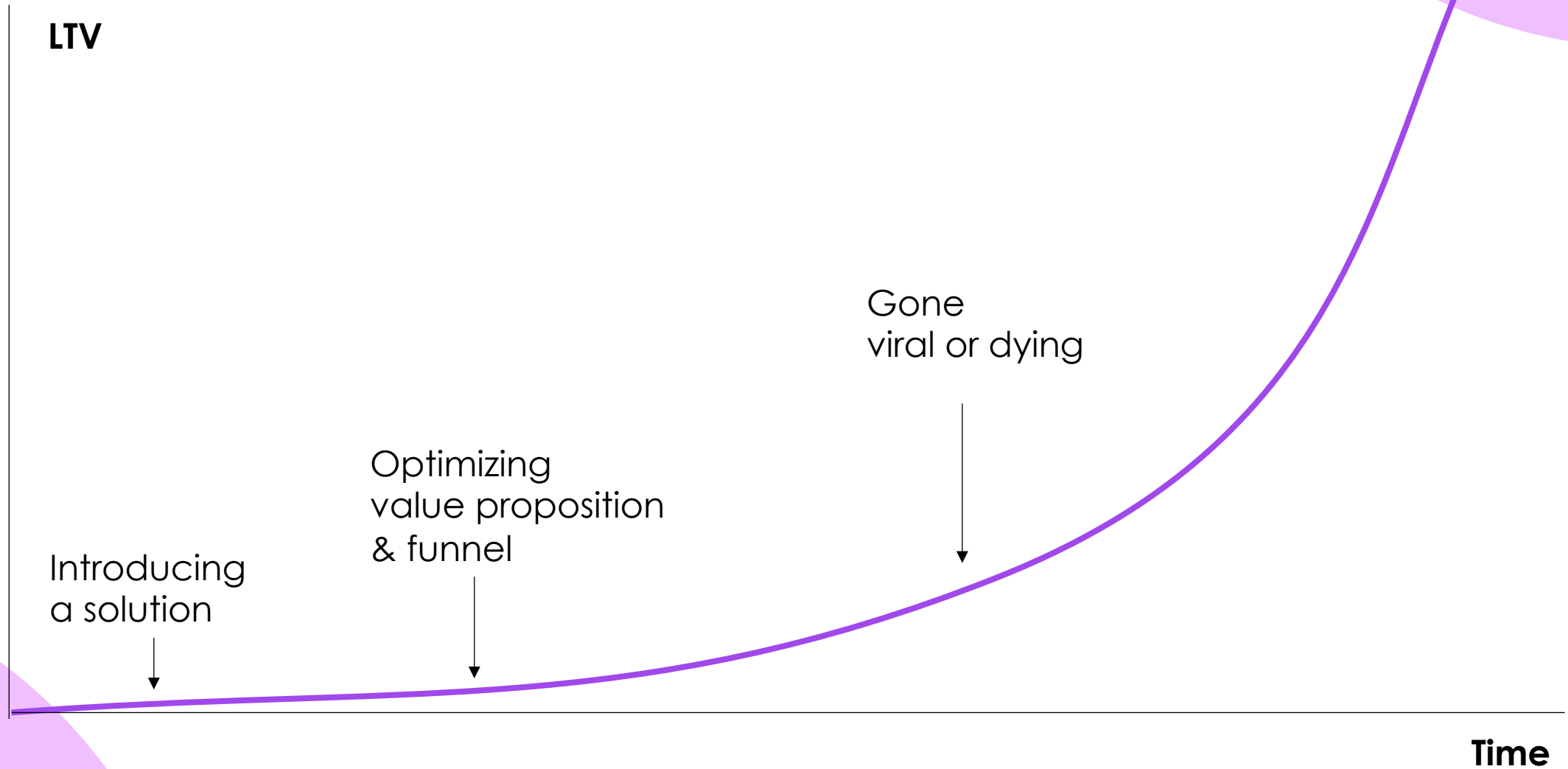
Yearly s.Yearly
Monthly



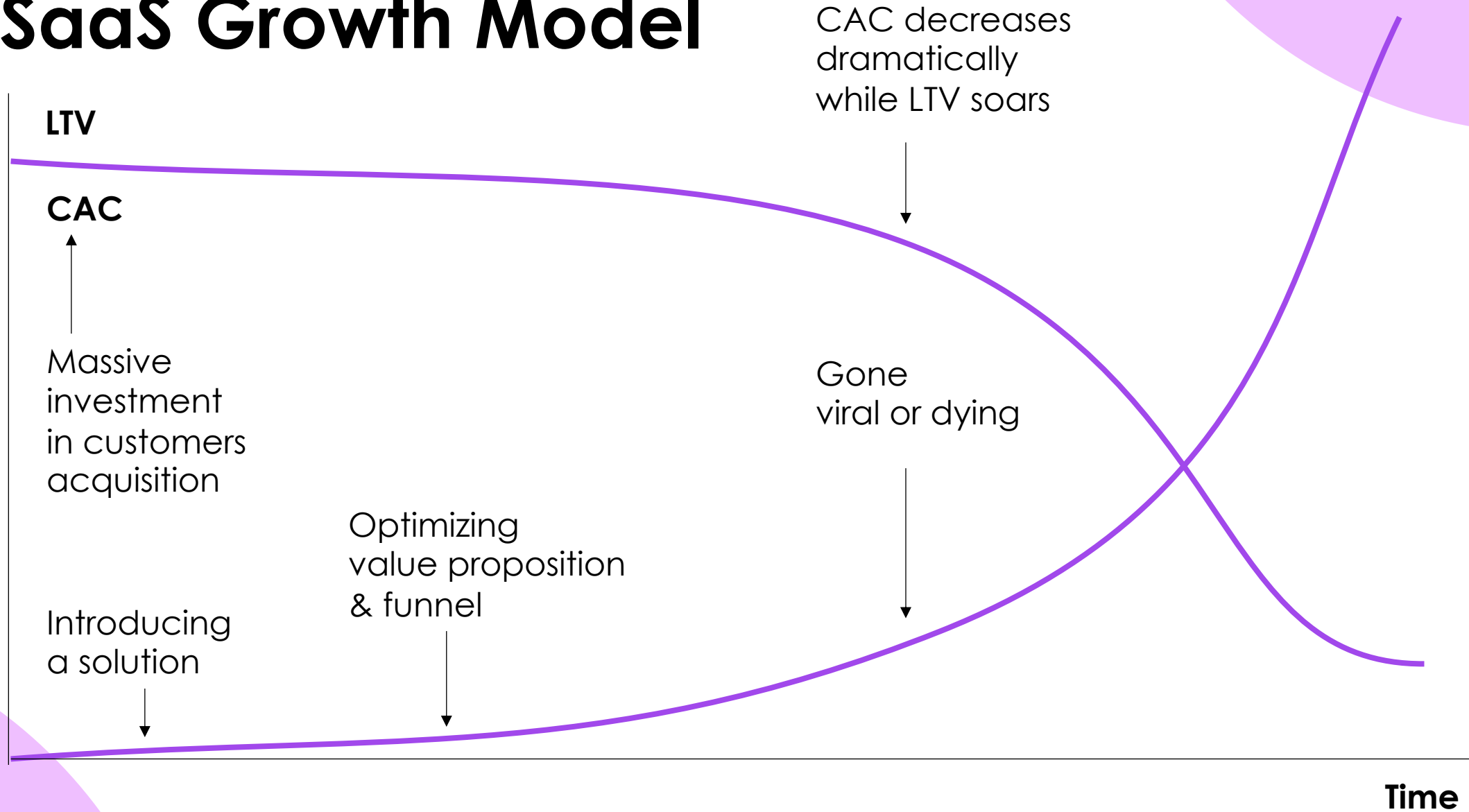
Our growth



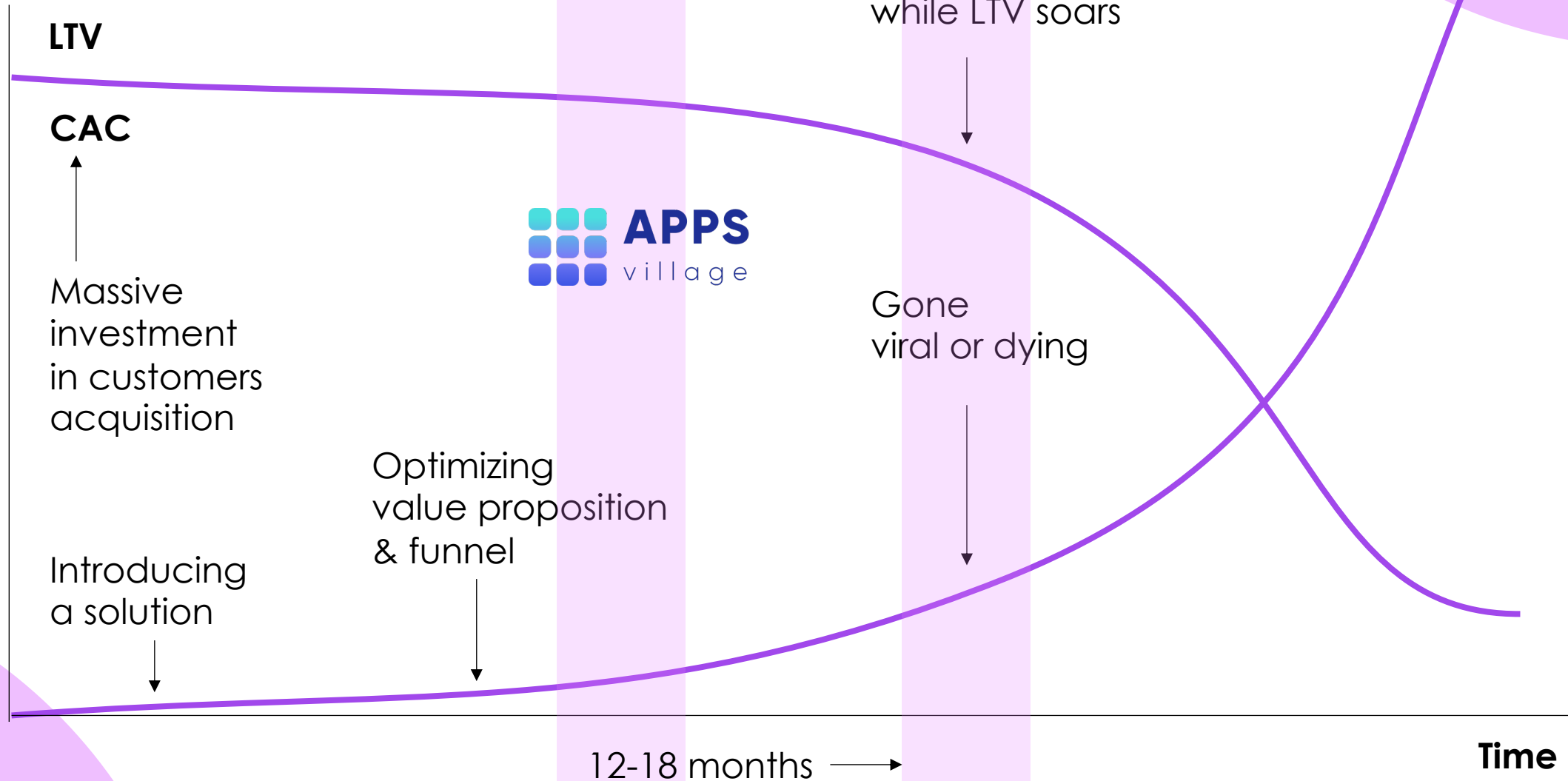
SaaS Growth Model



SaaS Growth Model

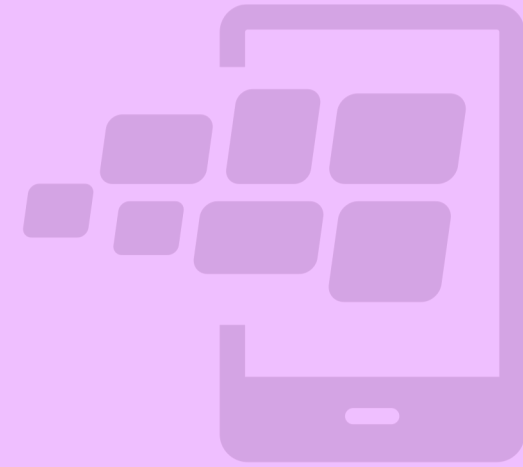


SaaS Growth Model



Covid-19 period

- A world gone digital
- SMBs struggling
- SMBs in higher need of remote and digital business management
- AppsVillage is being actively used with a noticeable stability in its business during these trialing times



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Thank you



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