

AppsVillage

SaaS Marketing platform for SMBs

ASX:APV

AGM Presentation

2020



Key Fact

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

Empowering SMB's in the Digital Race for the Customer



AppsVillage

SMB's in the Digital Race for the Customer

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

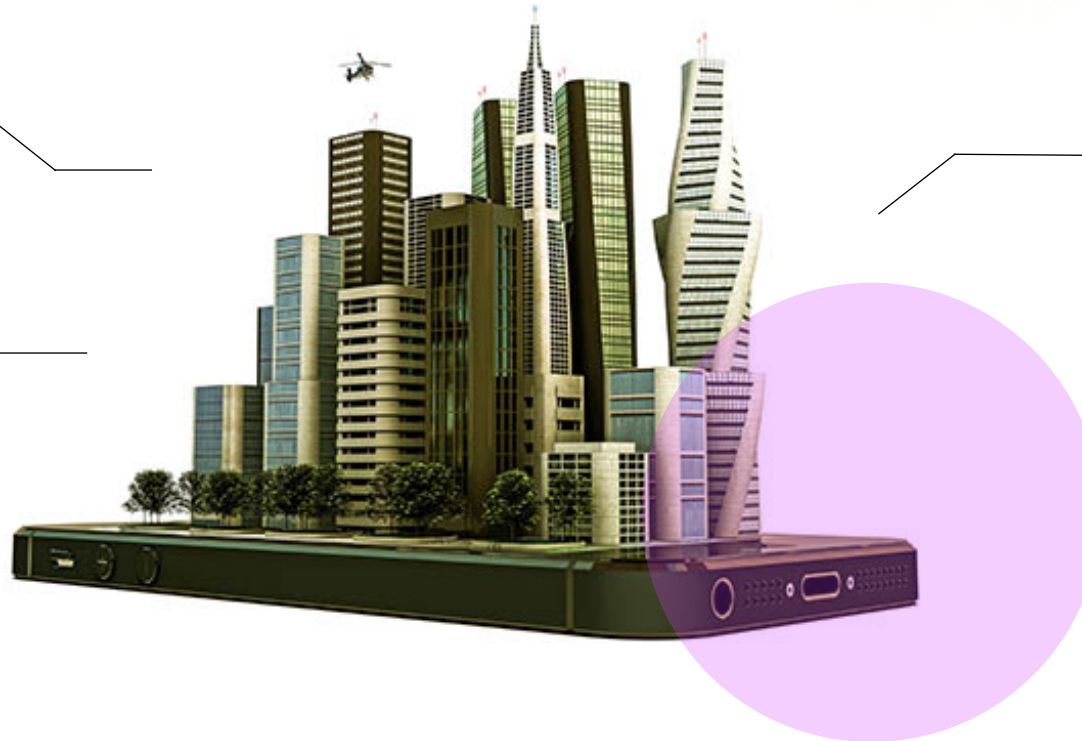
90% of mobile usage is spent in Apps
10% spent in browsing [\(1\)](#)

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

04

Ongoing Cost

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

05

Marketing expertise

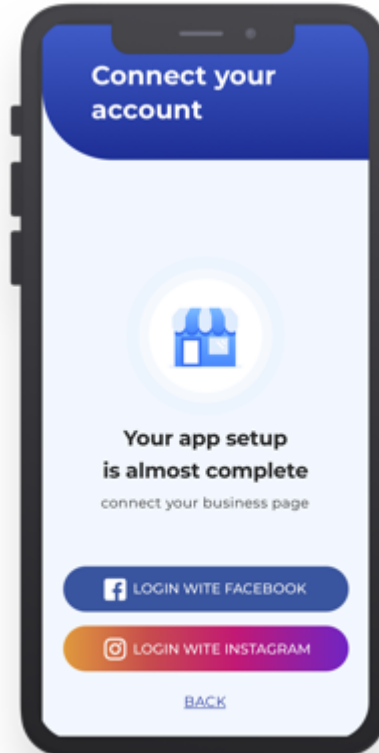
Once the app is launched, how will customers know about it?

3 clicks to create an App



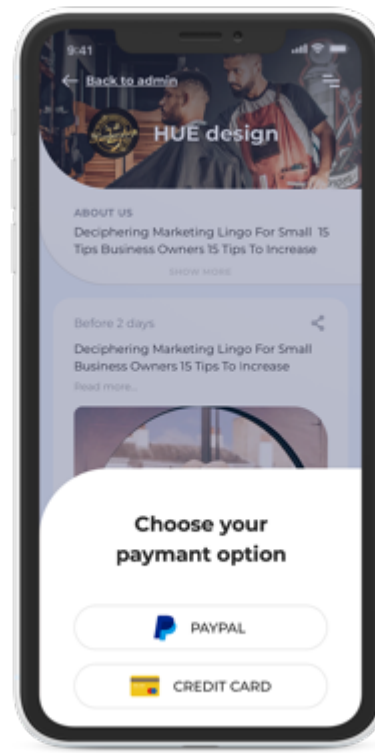
01

Go to AppsVillage



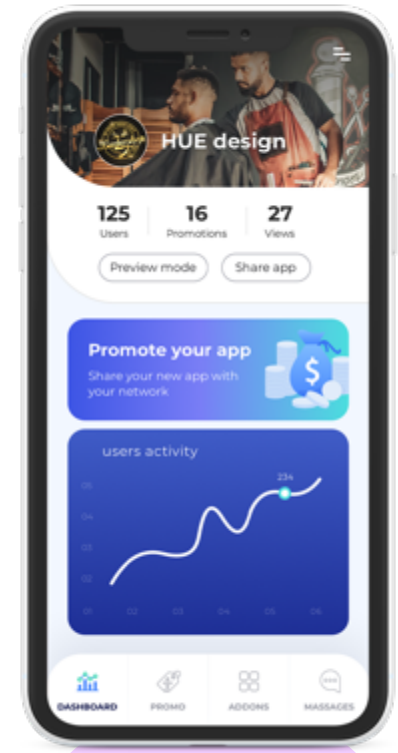
02

Signup with
Facebook/Insta



03

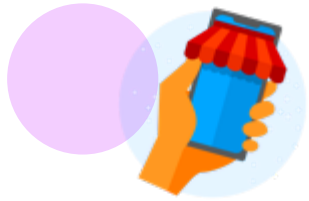
Preview and
Provide payment
method



**You are live!
Engage clients**

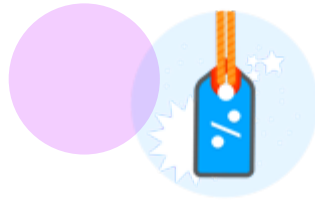
Commercial presence in minutes

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

AI graphic promotion design



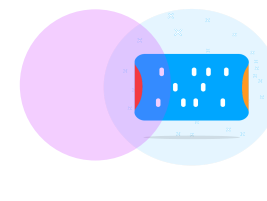
Chat with your Customers

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

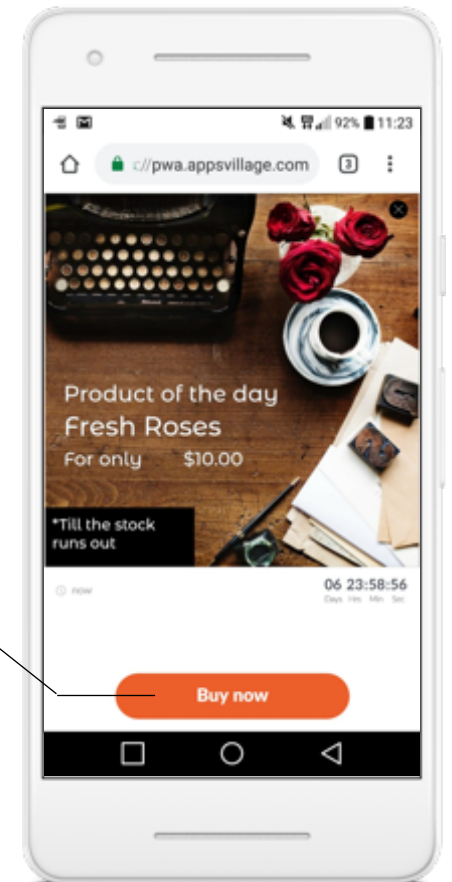


Cashback

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 pure digital native technology



Facebook

Google

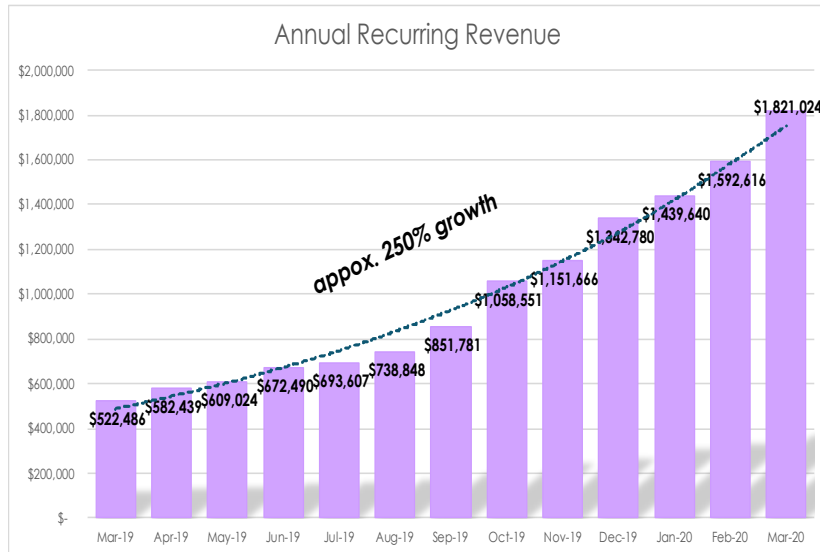
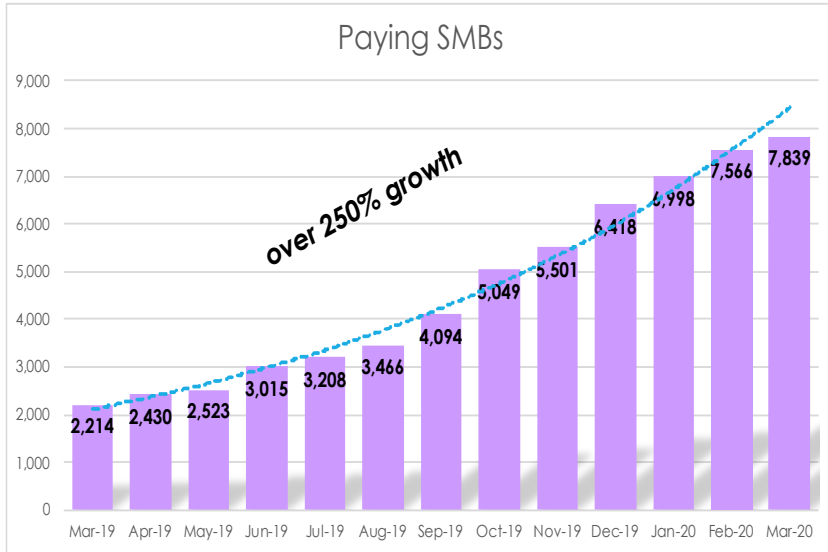
YouTube

Other digital channels



- Aggressive sales scale via customer acquisition on digital channels
- Penetrating new geo's
- Strengthen cooperation with power channels as Facebook

Key Achievements FY19



- Strong customer and revenue growth
- Rapid scaling of APV's proprietary app development technology
- Successful development and integration of AI algorithms
- Successful enhancement of core technology to include effective Facebook advertising for SMBs in scale
- Launch of AppsVillage microfinance offering
- Expansion into high growth emerging markets



The next phase -

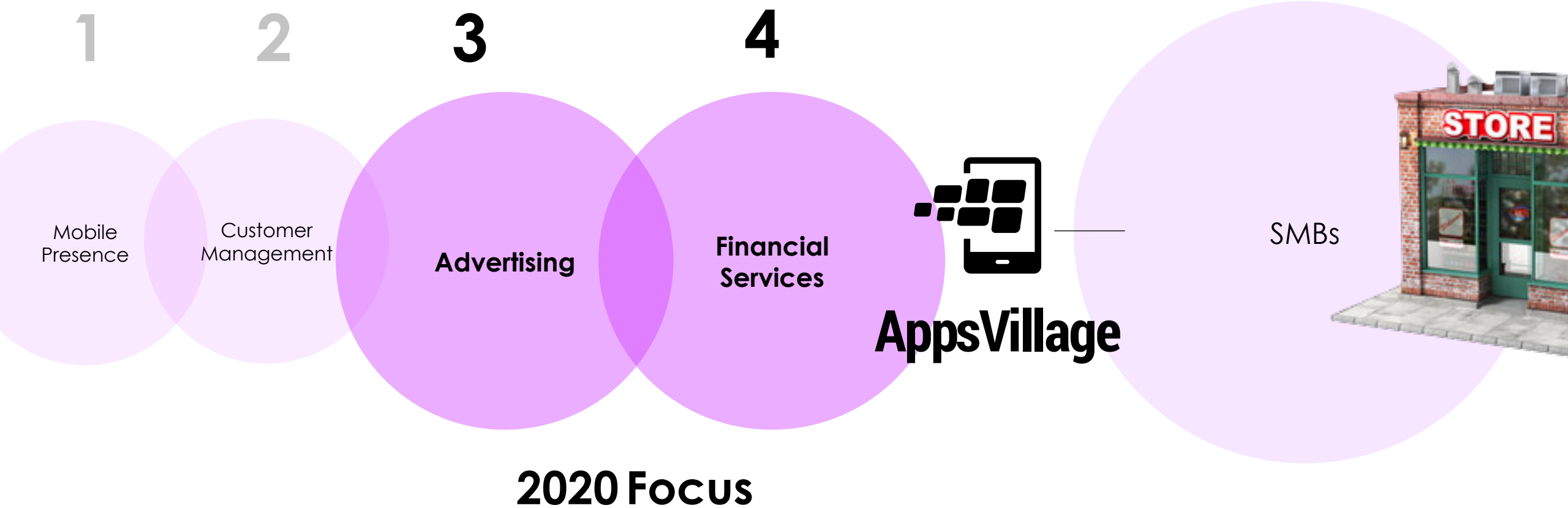
Profitable growth by simplifying FB ads & funding for SMBs

Its all about the “How”



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Pathway to Profitability



The challenge

A photograph of a small, cluttered shop, likely a barbershop in a rural or semi-urban area. A man in a green and orange plaid shirt is shaving the head of another man who is seated in a red chair. The shop has blue-painted wooden doors and walls. Shelves in the background are filled with various items, including framed pictures, a clock, and a large brown pot. A green bucket is on the floor. The scene is lit with natural light, creating a warm and intimate atmosphere.

Why aren't SMBs advertising?

We enable any SMB, anywhere to easily advertise

The Challenges

Most SMBs don't know how to advertise on Facebook, here is why



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01

They lack the expertise

Understanding Targeting, onboarding, content, measurements and objectives require knowledge

02

Don't have the time or money

Can't manage agencies, graphic designers or afford them. They are struggling with their business , work with mobile only,

03

No graphic and content capabilities

Facebook require content of a high quality which SMBs usually have a hard time to produce

04

Poor digital assets

Basic Facebook page and website with minimal traffic without a real strategy to drive visitors

05

SMBs want a "do it for me" solution

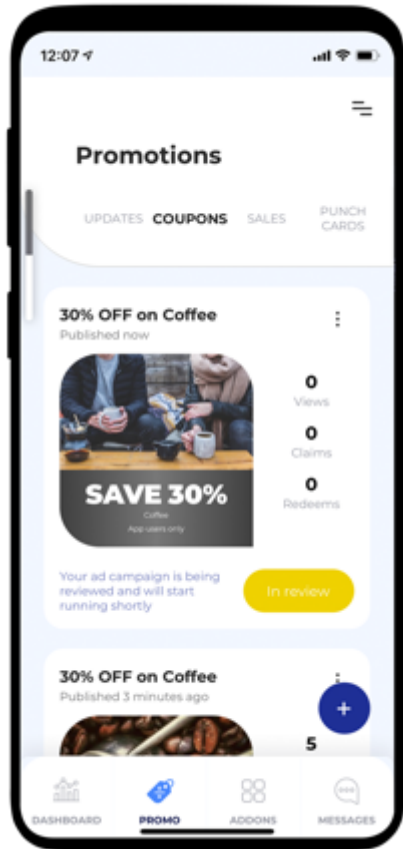
The advertising funnel has to be AI automated - "no brainier"

06

Ad alone strategy is not enough

They need an App first while Ad is part of the growth strategy

SMBs want a "Do it for me" solution



01

We provide a one stop shop Mobile App – crafted for digital marketing
Light weighted and highly suitable for emerging market mobile devices, loyalty management built in and customers acquisition in place

02

Reactive approach: AI graphic design and suggested promotions
Graphics, text and scheduled suggestions are generated on the fly, bringing the user decision making to the minimum required

03

AI campaigns building
Objectives, Target, placements, Budget, Validity, Reporting

04

Easy and intuitive analytics
All the leads, sales, coupons claims and more centralized in a single place

05

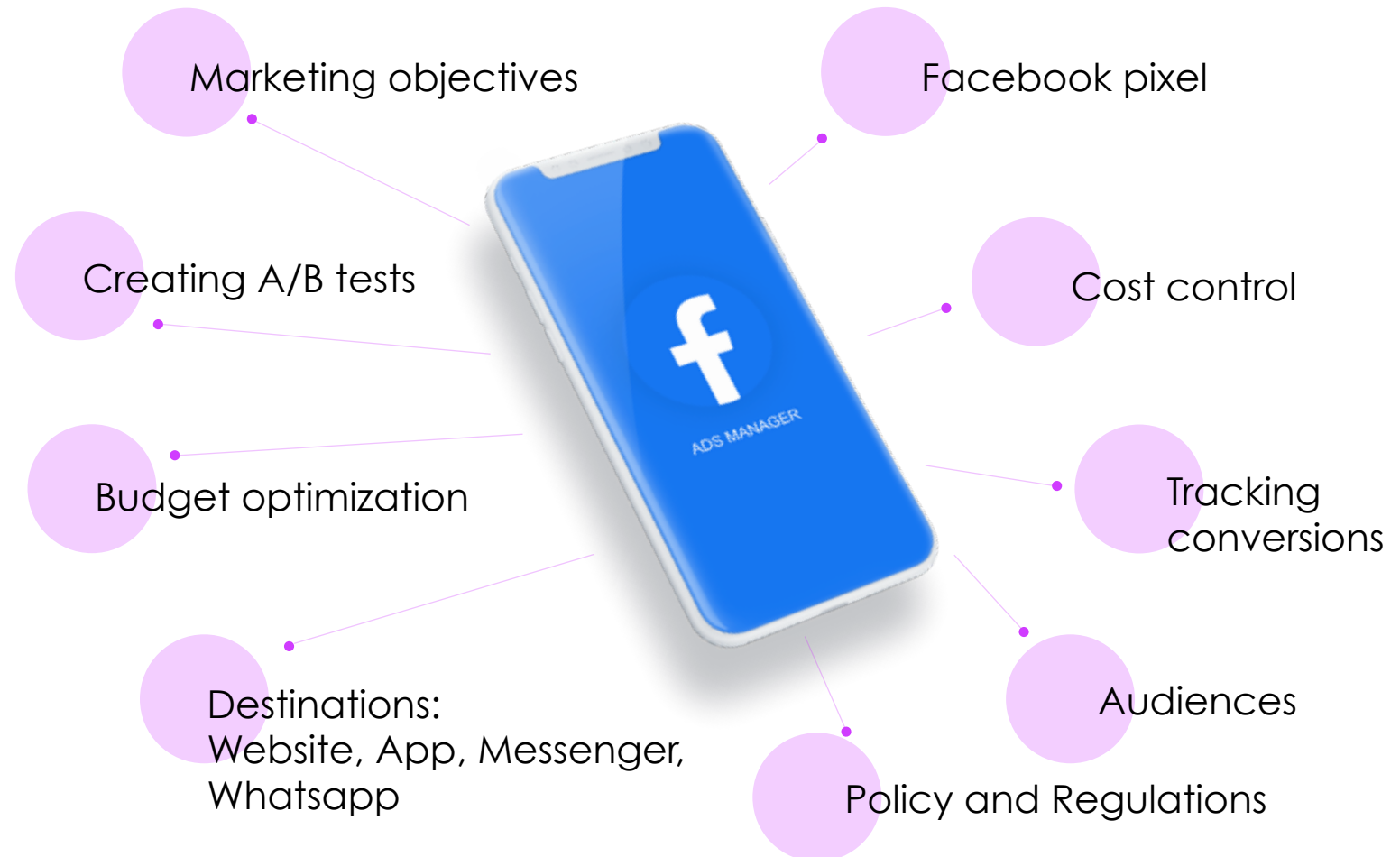
Immediate
<20 sec response time for each operation

06

Learning algorithm which improves over time
An improving mechanism from campaign to campaign

What does it take to advertise on FB?

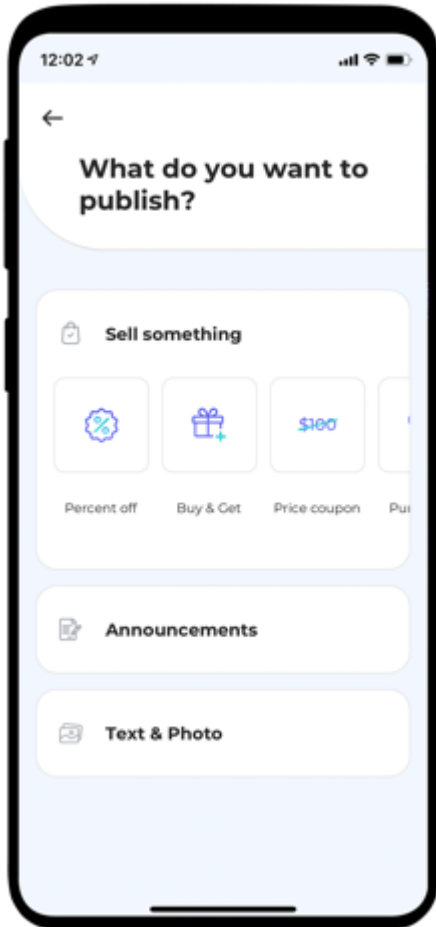
Expertise with these:



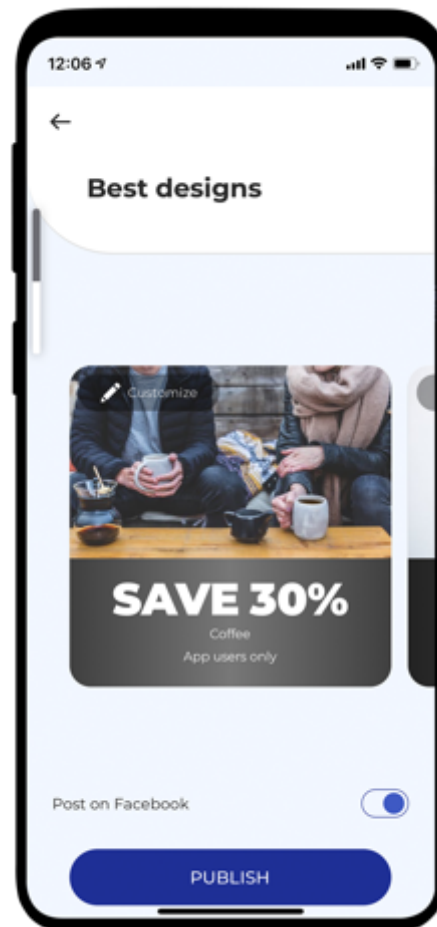
Ad creation experience with Appsvillage

Promotion type

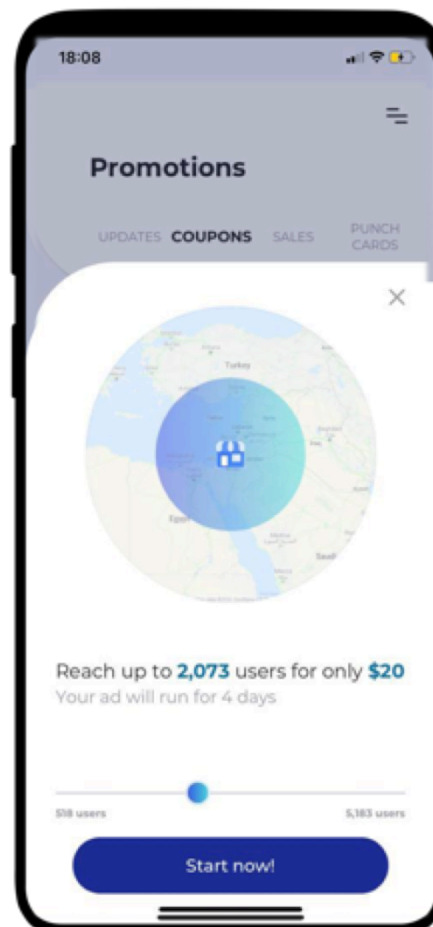
- Coupon
- Sale
- Announcement



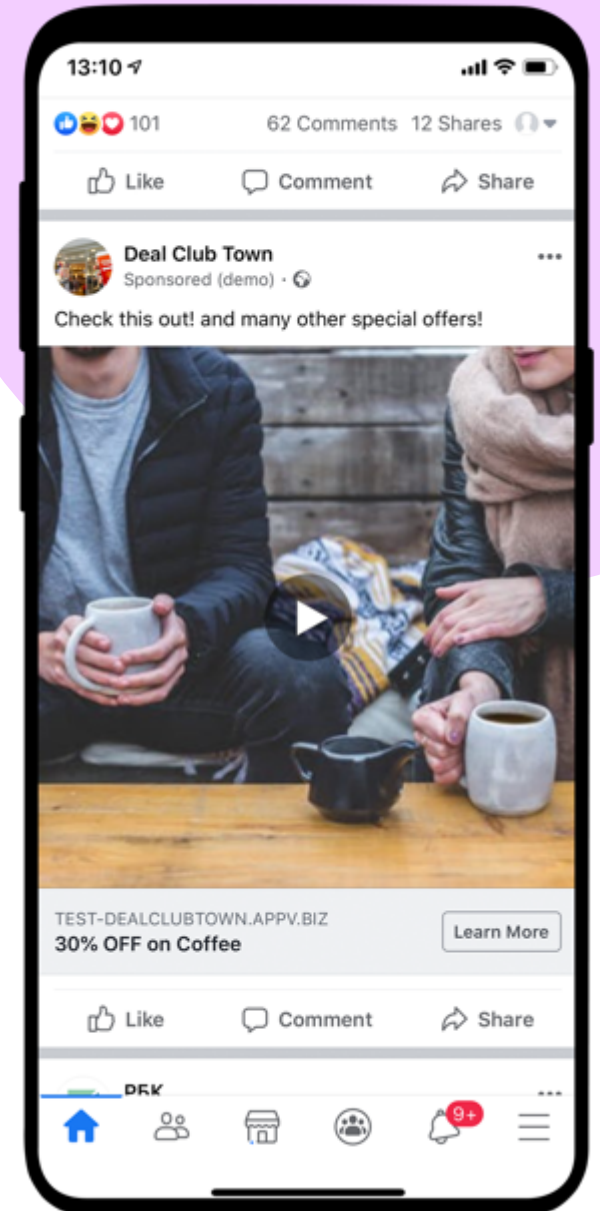
AI generation of graphics and text



Desired reach



Running Campaign



Blue Sky Vision

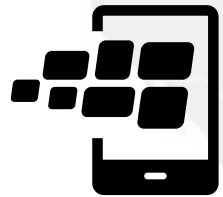
2022 Becoming strategic technology for Giants such as Facebook, Google, etc.



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The Lending Market

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



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65M

SMBs



40% of micro, small and medium enterprises have an

unmet financing need **of \$5.2 trillion** every year

Microfinance partnerships



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

Team



Max Bluvband
CEO & Director

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
Non-Executive Director

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.



Andrew Whitten
Non-Executive Director and Cosoc

Andrew has a breadth of experience in advising companies across a wide range of industry sectors, with an emphasis on technology. He holds a Bachelor of Arts (Economics), Master of Laws and Legal Practice (Corporate Finance and Securities Law) a Graduate Diploma of Applied Corporate Governance from the Governance Institute.



Bahram Nour-Amid
Chairman

Managing Partner of Los Angeles based venture capital technology investment firm, Scopus Ventures an existing cornerstone and institutional shareholder in AppsVillage. Mr Nour-Omid brings a wealth of experience and connections through a 30-year investment career in early stage technology start-up and scale-up situations.



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
& Director

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

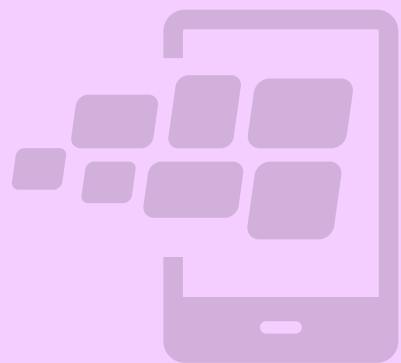
More than 25 years experience in international and business operations. Prior to joining AppsVillage, Gidi was CFO for Escapex Holding Corporation, Massibeimpact Ltd. (acquired by General Mobile Corporation Ltd.), Amadesa Ltd. (acquired by LivePerson, NYSE: LPSN) and Itemfield Inc. (acquired by Informatica,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

Investment Summary

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



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Thank You

Appendix:

Case studies from Beta launch



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Little San Salvador Restaurant

- First use of Ads Campaign : April 2019
- Last Ads Campaign : 22.05.2020
- Total amount of Ads Campaign : 144
- Impressions: 356,438
- Clicks:33,805
- Total spend:2715\$



Corporate Caal Worldwide Lim

- First use of Ads Campaign : July 2019
- Last Ads Campaign : 5.04.2020
- Total amount of Ads Campaign : 40
- Impressions: 247,111
- Clicks:10,976
- Leads: 211
- Total spend:1495\$



Z Nails & Spa

- First use of Ads Campaign : June 2019
- Last Ads Campaign : 22.05.2020
- Total amount of Ads Campaign : 124
- Impressions: 71,247
- Clicks:3500
- Total spend:590\$



Coral Cave Canada

- First use of Ads Campaign : April 2019
- Last Ads Campaign : 23.05.2020
- Total amount of Ads Campaign : 38
- Impressions: 25,924
- Clicks:706
- Total spend:230\$

