A Collaborative Blockchain-Based Ecosystem to Revolutionize Digital Marketing and E-Commerce

**SUMMARY OF FLIPNPIK ICO**

<table>
<thead>
<tr>
<th></th>
<th>EURO</th>
<th>USD</th>
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</thead>
<tbody>
<tr>
<td><strong>TARGET</strong></td>
<td>20 M</td>
<td>24 M</td>
</tr>
<tr>
<td><strong>FNP NPV</strong></td>
<td>0.25</td>
<td>0.30</td>
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<tr>
<td><strong>FNP PRE-ICO PRICE</strong></td>
<td>0.10</td>
<td>0.12</td>
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**PRE-ICO PRICE**

40% OF NPV

**FLIPNPIK IS CHANGING THE WAY DIGITAL MARKETING IS DONE!**

FlipNpik allows you to monetize your social media posts by supporting local shops. Everybody is rewarded and paid for contributing!

**SUSTAINED DEMAND FOR THE FNP TOKEN**

- Pre-ICO price of 0.10 € (0.12 USD) // NPV of the token is 0.25 € (0.30 USD)
- FlipNpik is a sustainable and high income-generating model. Parent company NPV = 96 M € (115 M USD)
- Merchants and users can purchase with FNP and get 15% bonus
- Value protection: FNP Tokens will only be released in exchange of the value created
- FNP will be traded on cryptocurrency exchanges

**MARKET DATA**

- **100M** Potential market
- **8 700€** Annual average spending on online advertising (10 400 USD)
- **870 billion €** Potential annual average market revenue (1 Trillion USD)
- **0.0325%** Conservative market penetration rate (325K businesses)
- **3 000€** Business annual average spending (3 600 USD)
- **975M €** Potential revenue (1.2 Billion USD)

**MARKET PENETRATION**

- **40%** of NPV

**PHASE 1: 2017-2018**

- Mobile application available on App store and Google play in Geneva / Paris / London / Dublin / Montreal
- 4000 businesses, 7500 users, 50 ambassadors on the app & 20K Crypto community
- Strategic partnership signed with marketplaces in Singapore & Indonesia
- Operational offices in Geneva / France / Middle-East & Singapore

**PHASE 2: 2018-2019**

- Implementation of cryptocurrency POS for all merchants
- New functionalities on mobile application
- Connexion to blockchain
- Asia & Europe market penetration

**PHASE 3: 2019-2020**

- Integration of virtual reality to enhance user experience of businesses
- Incorporation of big data analytics to gain insights on consumerism
- Worldwide market penetration

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**FLIPNPIK.IO**

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