

Welcome to MoveBe

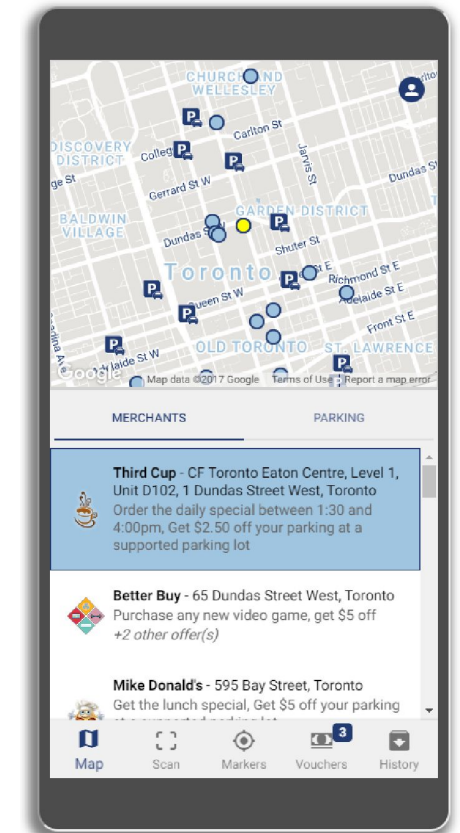
Enrich your daily journey



What is MoveBe?

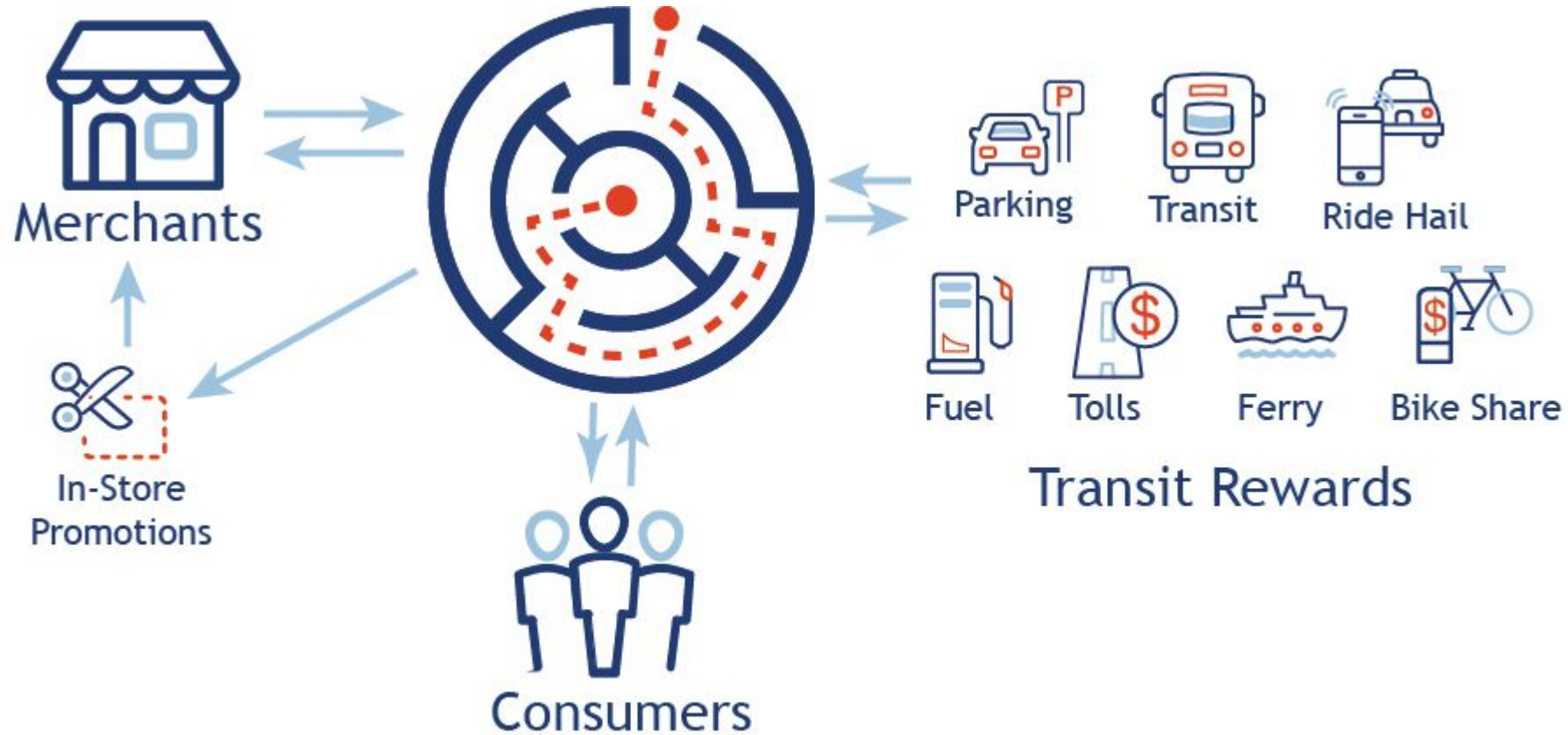
MoveBe is an app that allows merchants to refund customers their cost of transportation in exchange for purchasing specific offers.

- MoveBe is the first real-time interactive App that connects consumers, merchants and transportation/parking providers.
- Offers are always relevant. *People who park their car, or take a bus / train, always want parking or fares paid for by local merchants.*



The MoveBe Marketplace Ecosystem

Real-time interactive program for merchants and consumers



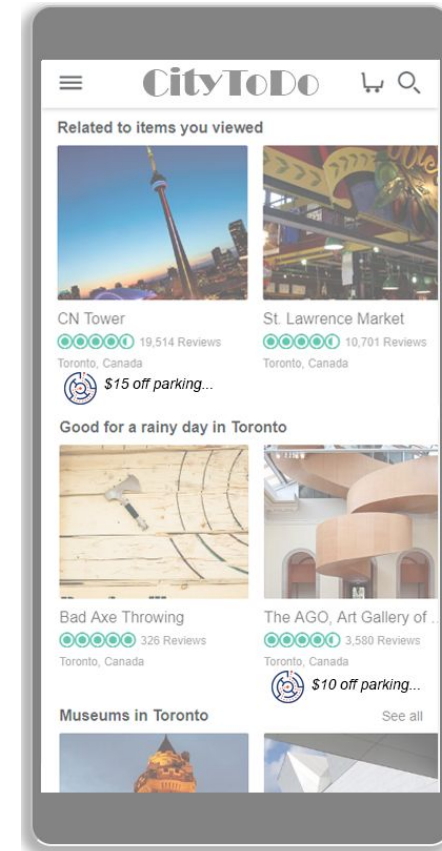
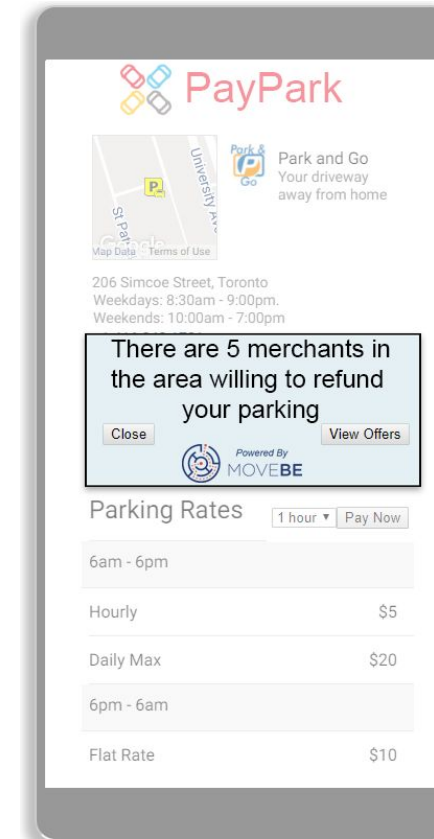
MoveBe's Solution

- Merchants set up customizable, real-time offers to refund parking & transit or promote in-store specials in a few clicks.
 - Merchants link to internet content allowing consumers can read reviews, get product and store information, etc.
- Consumers use the app to find offers around them.
- Merchants use the app to validate offers. No Point-of-Sale integration needed.



How consumers use MoveBe

- White labeled and embedded in 3rd party apps. e.g.
 - Transit Payment Apps push offers as soon as customers use the app.
 - Crowd-source review and booking apps show offers as customers plan their day.
- Directly downloaded from the app store.



Current Issues

- Brick & mortar retail facing increased competition from online retail.
 - Allows merchants to reach beyond bargain seekers.
- Consumers frustrated with transportation costs.
 - The cost of transportation often makes people stay home.
- Merchants lack customer feedback.



The MoveBe Advantage - Guaranteed Goodwill™

Merchants:

- Lower customer acquisition cost & increase lifetime value of customers.
- Acquire critical customer insights through survey questions.
- Have complete control to turn offers on / off and change in real time
- Give customers real value.



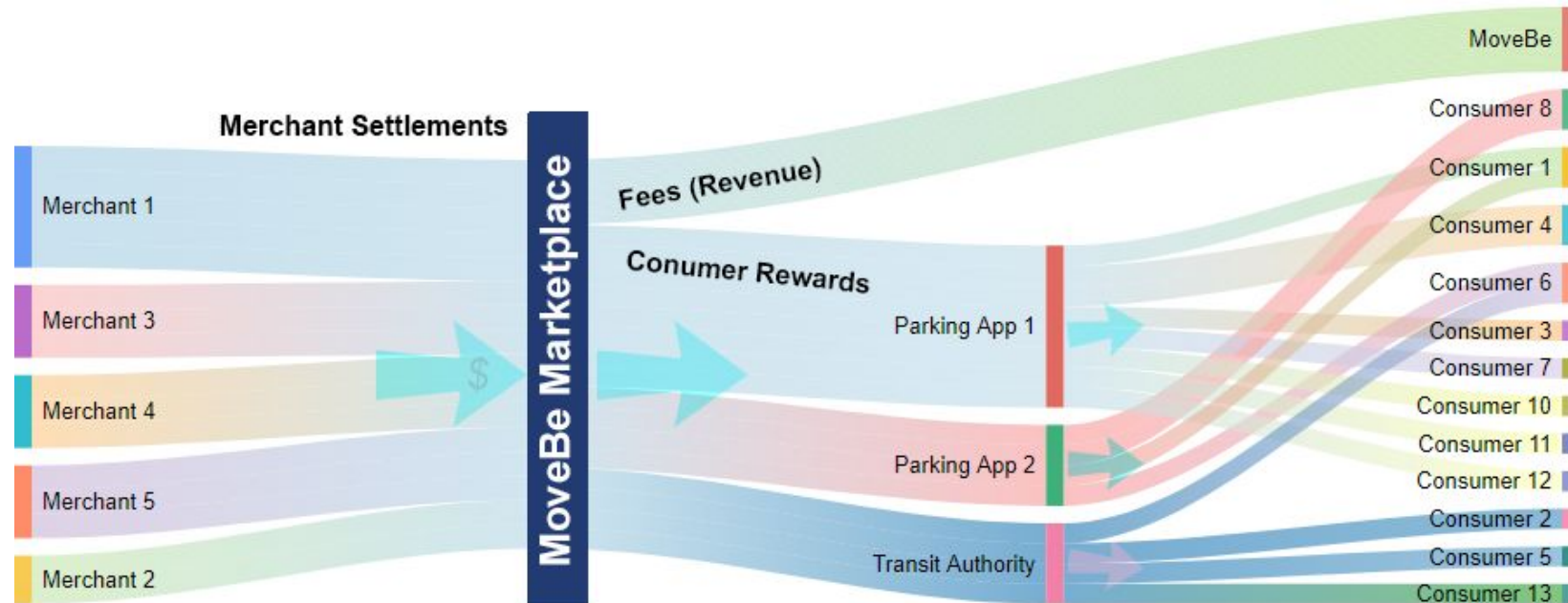
Practical Benefit

Emotional Benefit



The MoveBe Business Model

- Merchants pay MoveBe.
- MoveBe settles with the transportation providers.
- Transportation providers reduce the cost to consumers.



Scalability

- Unlimited transactions through the Google Cloud infrastructure.
- Global potential in any urban environment with paid parking & public transit for stronger businesses and more vibrant communities.
- Merchants can be online and creating offers in minutes.
- Consumers download App and can be refunding in minutes.



Competitive Landscape: Traditional Marketing

- Radio, TV, print ads can't be controlled in real-time, are hard to measure and costs the same regardless of impact.
 - Coupons and discounts devalue products.
 - Promotions are not always relevant to consumers.
 - Groupon requires a large discount and % of sales.
- MoveBe promotions can be adjusted at any time, have detailed reporting, flat fee based system and are always relevant to consumers.



Competitive Landscape: Current Validations

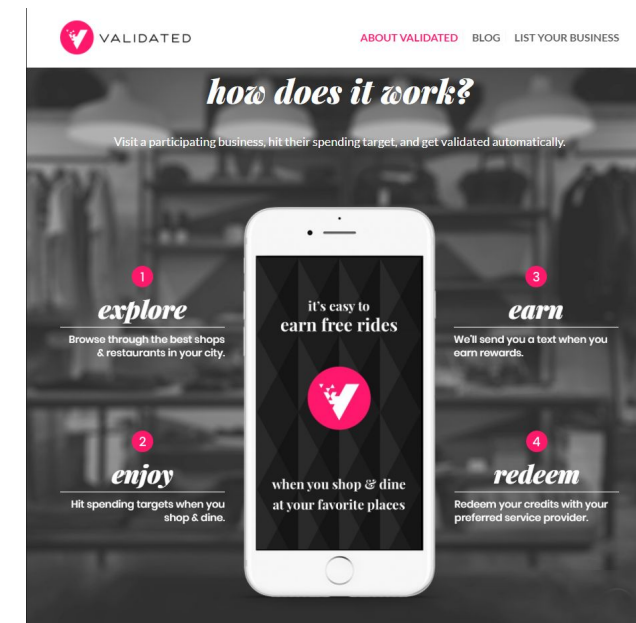
- Outdated parking validation systems are expensive and often manually operated.
 - Stamping parking stubs is passive & difficult to track.
 - Consumers in the area have no way to discover validation offers.

- MoveBe has all type of transportation validations.
 - Allows consumers to view validation offers in the area.
 - Is easy for merchants to use.
 - Has full reporting & audits and allows.



Competitive Landscape: Current Validations

- Uber has started listing merchants who are willing to pay for your Uber ride home.
- Validated.co is an web based validation system.
 - Validated.co scans the user's bank account and credit cards to find valid offers - not real time and very obtrusive.
 - Does not integrate into parking / transit apps.





Thank you

