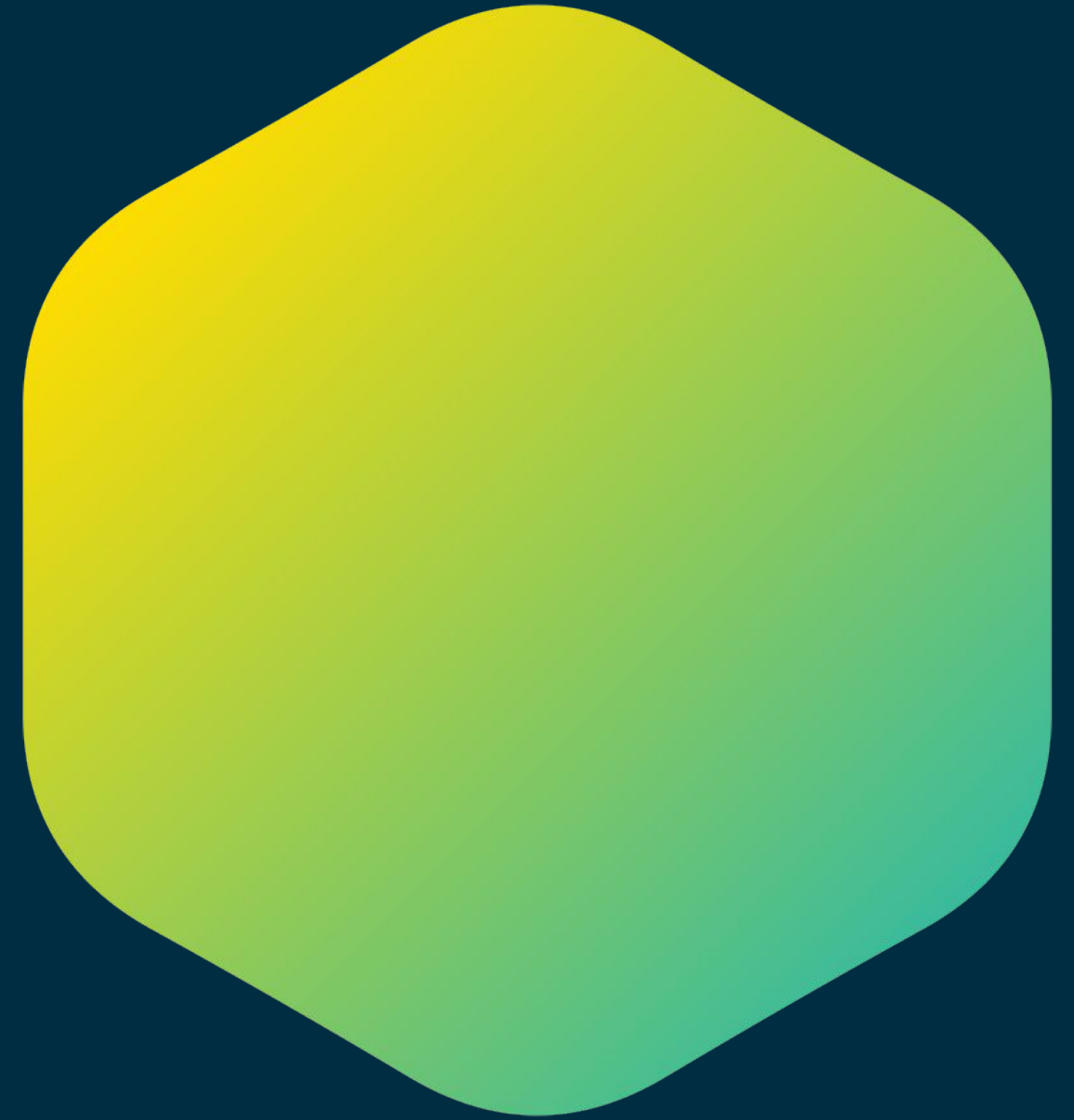




# QuarticOn S.A. Introduction

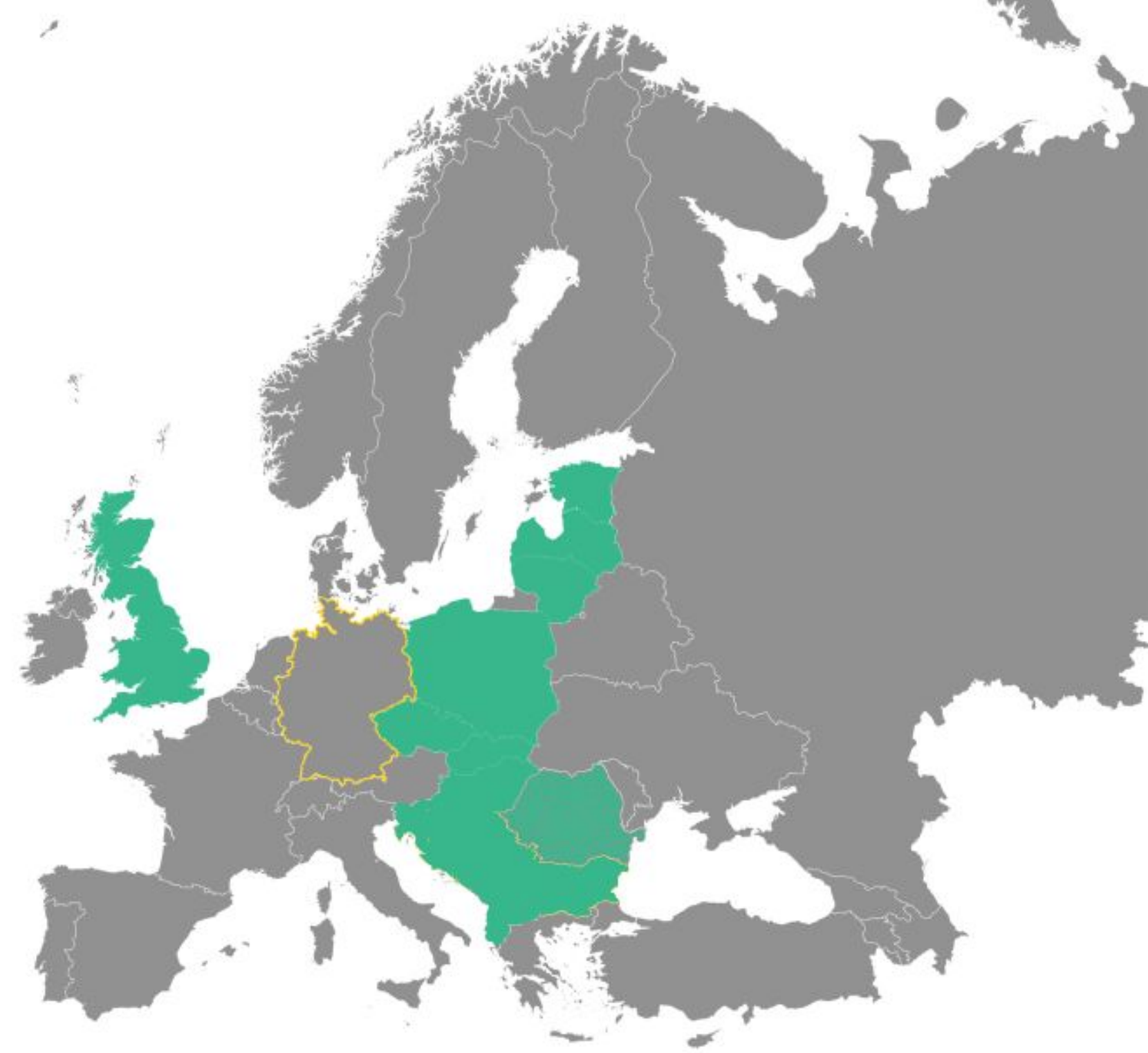




Customer data platform with omnichannel execution, automated by Artificial Intelligence

More than 300 Online Merchants from 15 countries use QuarticOn technology to engage customers with convenient online shopping

35% of international sales



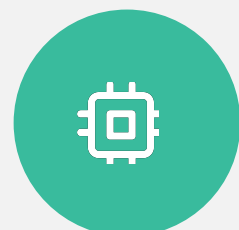
# QuarticOn AI technology cloud potential

THE COMPANY TODAY



## Customer Data Platform

We collect data from ecommerce about users interactions data and products offer that can be utilized to create a new revenue stream.



## Machine Learning & Artificial Intelligence

We use ML & AI to solve e-commerce managers' problems.



## Autonomous omnichannel campaigns execution

We save a marketing managers' time to manage the system. It is able to operate without any human touch.



## SaaS

Technology delivered as a service from the cloud. Simple integration for customers.

## Actual solutions built on QON Cloud



### Recommendation engine

AI-based personalised recommendation frames, which display content tailored to the individual needs of your clients



### Marketing automation

Fully integrated with the QuarticOn recommendation engine, sending e-mail messages to subscribers of the online shop after a set time or after the system recognises a specific action from the potential recipient



### AI Smart Search

Internal search engine in your online shop, which is based on artificial intelligence algorithms and integration of search results with personalised product recommendations



**MONTHLY  
RECURRING  
REVENUE**

**1M EUR ARR**

# How QuarticOn supports eCommerce grow strategy

**IT costs savings and faster time2market for new features development**



QuarticOn cloud delivers features out of the box that accelerates ecommerce development like:

- Artificial Intelligence capabilities,
- Conversion optimisation and AB testing,
- Personalisation
- Advanced search
- Adding intelligence to products grid

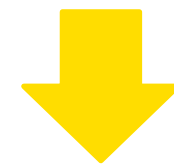
**Omnichannel sales increase**



Customer Data Platform with omnichannel marketing execution to assure customer engagement in online shopping



**Operational and employees cost reduction**



Ecommerce Managers jobs automation with Autonomous AI platform. There is no need to hire dedicated staff to play with QuarticOn

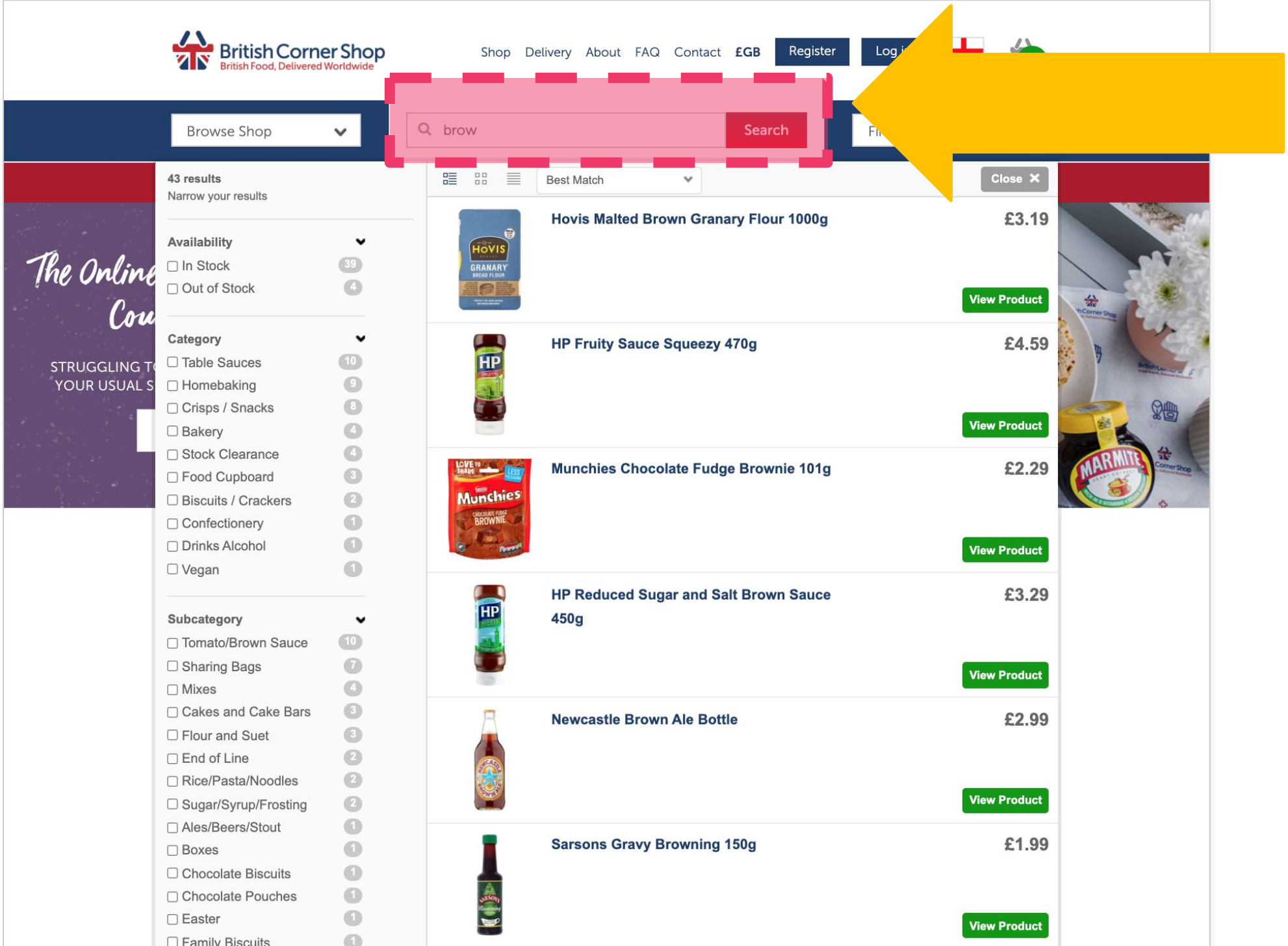
# How QuarticOn engage customer to buy more online

The screenshot shows the British Corner Shop website. At the top, there's a navigation bar with 'Shop', 'Delivery', 'About', 'FAQ', 'Contact', 'EGB', 'Register', and 'Log in'. Below that is a search bar with 'Search 6,000 Products...' and a 'Find Brands' dropdown. A red banner advertises 'MASSIVE SAVINGS ON OUR CLEARANCE SALE UP TO 70% OFF!' with a 'SHOP NOW' button. The main product is 'Brit Kit - Cadbury Chocolate Selection - Full House' priced at £19.99. Below the product image, there are 'Add to Basket' and quantity controls. A 'You may also like' section shows five related products: 'Brit Kit - Cadbury Dairy Milk Selection - The Originals' (£19.99), 'Brit Kit - British Chocolate Selection - The Magnificent 37' (£39.99), 'Brit Kit - The Icons' (£19.99), 'Milupa Aptamil First Milk' (£20.49), and 'Brit Kit - Movie Nights' (£24.99). A 'Customers who bought this also bought' section shows five products: 'Paxo Sage and Onion Stuffing Mix' (£1.95), 'Bisto Gravy Granules' (£1.99), 'Heinz Tomato Soup' (£1.89), 'Paxo Sage & Onion Stuffing' (£1.09), and 'Monster Munch Pickled Onion & Pack' (£2.79). A 'Continue shopping' button is at the bottom.

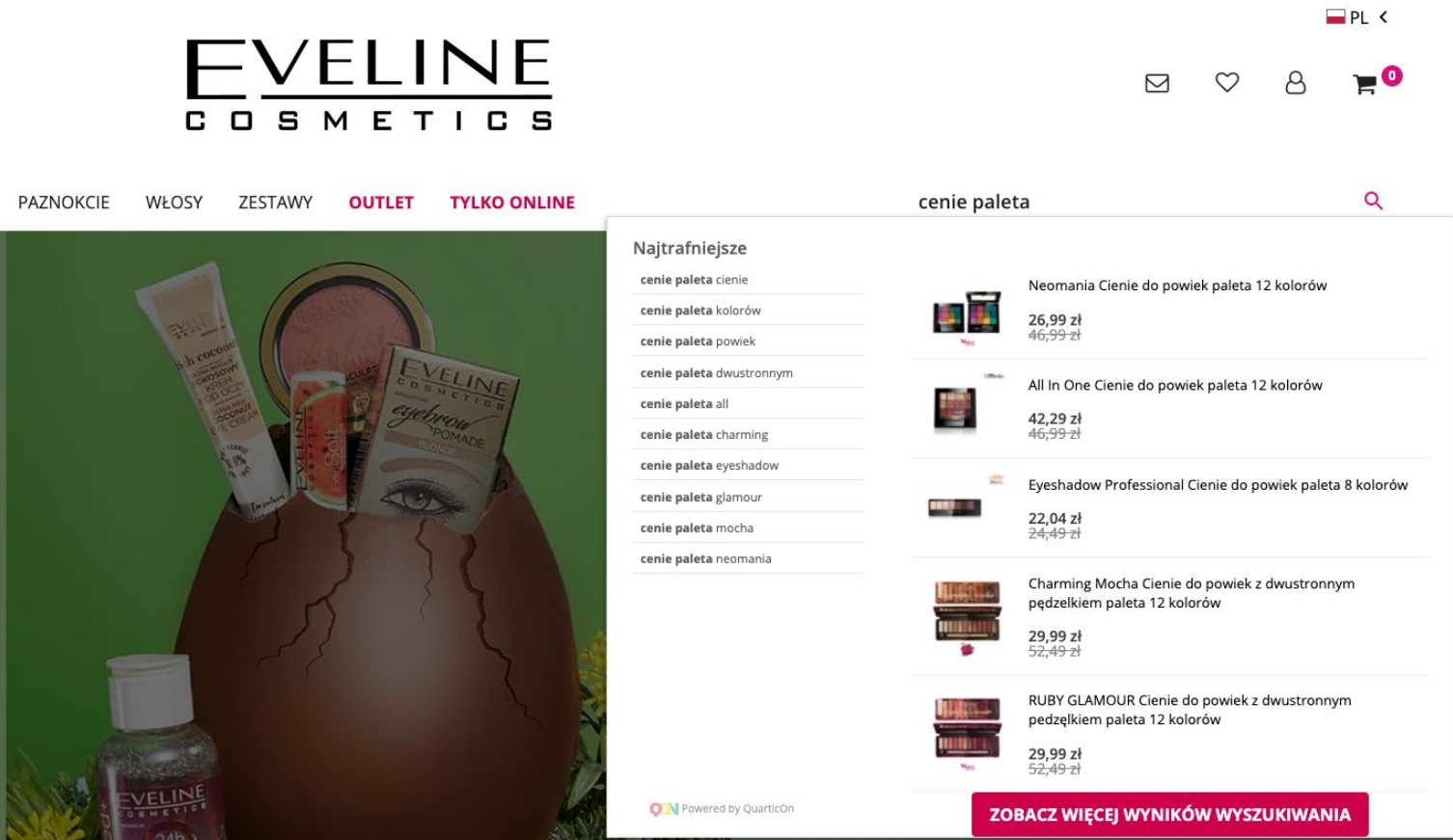
- ✓ AI identifies customer needs and manages their shopping journey with personalised product recommendations
- ✓ AI manage virtual shelves to maximise sales

The screenshot shows the 4F website. The top navigation bar includes '4F', 'ÜBER UNS', 'NEU', 'DAMEN', 'HERREN', 'MÄDCHEN', 'JUNGEN', 'SPORTARTEN', 'SONDERANGEBOT', 'Produkt finden...', 'ANMELDEN', and a shopping cart icon. Below the navigation is a search bar and a '4F > FÜR DICH AUSGEWÄHLT' section. The main content is a grid of women's puffer jackets under the heading 'FÜR DICH AUSGEWÄHLT'. The grid consists of 16 items arranged in 4 rows and 4 columns. Each item includes a product image, a caption, and a price. The prices are: Row 1: 44,99 €, 59,99 €, 49,99 €, 49,99 €; Row 2: 59,99 €, 49,99 €, 54,99 €, 59,99 €; Row 3: 49,99 €, 49,99 €, 49,99 €, 84,99 €.

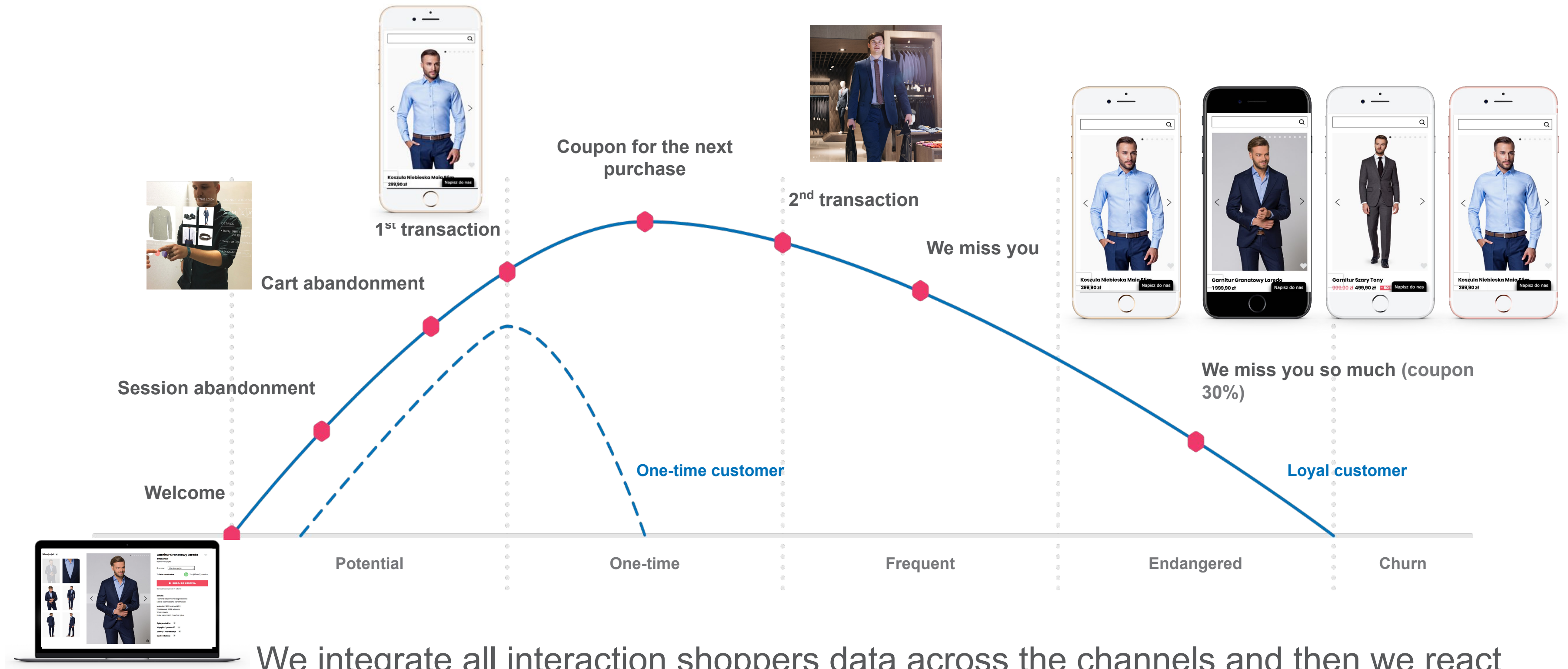
# QuarticOn understand what do you search for



- Webshop smart search engine dedicated for online merchants
- Natural Language Processing
- „I can understand what do You mean”

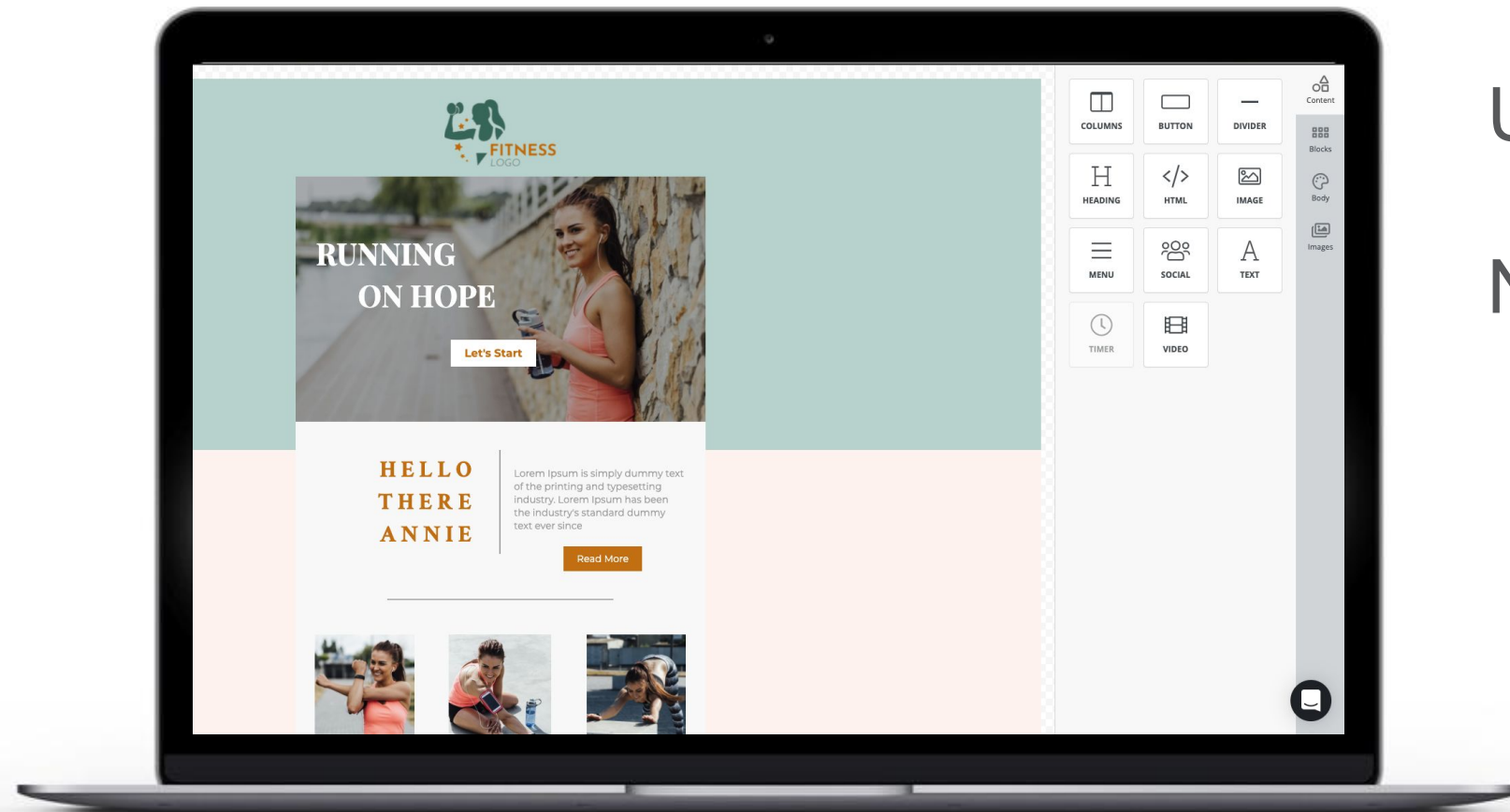


# Autonomous emails campaign executions



We integrate all interaction shoppers data across the channels and then we react in the real time to personalised customer needs

# I don't have to be a Phd to manage QuarticOn platform




Use drag & drop to create emails in minutes.

No coding or design skills needed.

Predefined marketing automation campaigns  
templates and product recommendation strategies

Just click and let AI to manage all the stuff

  
**Best practices for recommendations widgets**  
Create the most popular widgets based on other webshops experience

<input checked="" type="checkbox"/>	<b>Your recent history</b> Help each customer to remember the products that he liked the most
<input checked="" type="checkbox"/>	<b>Cross-selling on Cart Page</b> Recommend the product that other customers also bought together with the actual shopping cart
<input checked="" type="checkbox"/>	<b>Most popular right now</b> The most popular product that Your customers bought last week
<input checked="" type="checkbox"/>	<b>Cross-Selling on Product Page</b> Interest customer with the product that he may also buy together with the product that he already browse
<input checked="" type="checkbox"/>	<b>UpSelling for product page</b> Recommend a little more expensive alternative products to the product that customer already view
<input checked="" type="checkbox"/>	<b>Recommend for you on Home Page</b> Most relevant product recommendations to each visitor needs based on their past behavior
<input checked="" type="checkbox"/>	<b>You Might Also Like</b> On search result page recommend the products that customer might want to buy



# One month after **QuarticON** platform launched...

**DUKA** | case study

**11%**

revenue grow

**12 days**

Time to market

**25%**

Revenue Smart  
Search Support

**36%**

Marketing automation  
conversions improvement

+48 608 921 770

Znajdź salon

**DUKA**



PRODUKTY ▾ NOWOŚCI

**CHRISTMAS**

INSPIRACJE

**PROMOCJE**

KARTY PODARUNKOWE

czego szukasz?



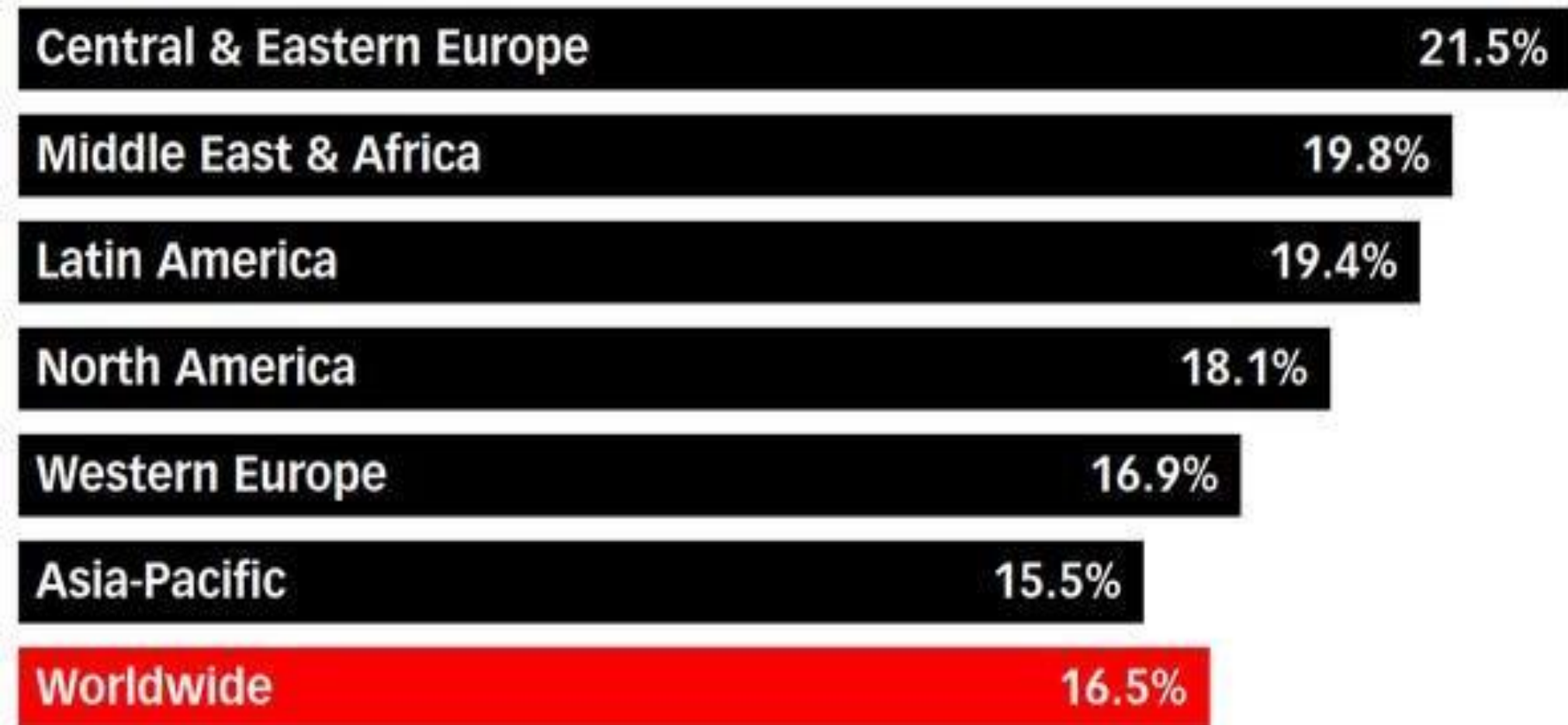


# The Market

# Online shops after COVID19 pandemic

## Retail Ecommerce Sales Growth Worldwide, by Region, 2020

% change



Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales

Source: eMarketer, May 2020

The pandemic has accelerated the shift away from physical stores to digital shopping by roughly five years

Global retailer spending on AI will reach \$7.3 billion per annum by 2022, up from an estimated \$2 billion in 2018

**There are 3M online webshops worldwide**

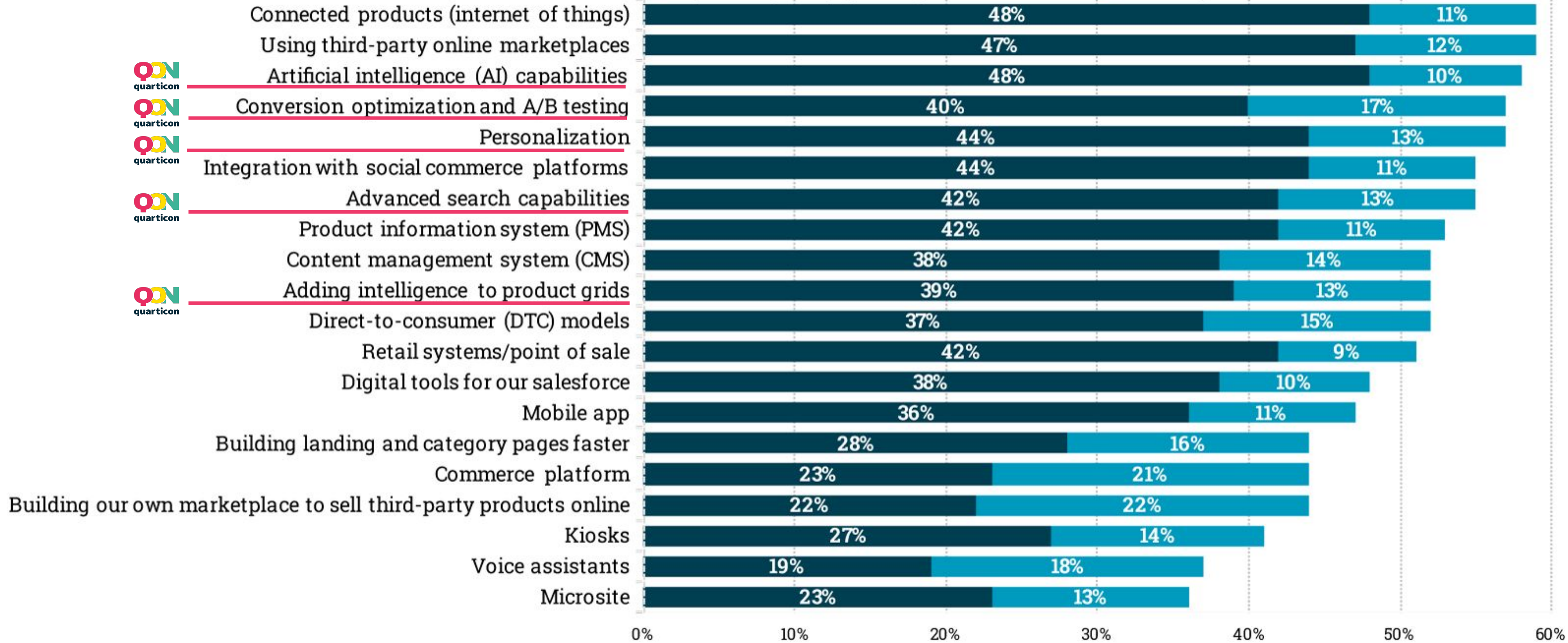
# Digital Commerce Investment Plans (Pre-COVID-19)



THE MARKET



■ Expanding or upgrading investment    ■ Planning to invest in the next 12 months



Published on MarketingCharts.com in June 2020 | Data Source: Bloomreach / Forrester Consulting

Based on a March 2020 survey of 320 global decision-makers of digital campaigns, online experiences, and/or e-commerce programs and technology purchases  
 Q: "What are your plans to invest in the following digital commerce technologies and channels?"



# The Future

# QuarticOn long-term strategy - general outlook

- Partnerships in CEE + UE
- **VisualSearch– first issue**
- **CEE Market consolidation**
- Warsaw Stock Exchange main market

- Partnerships in PL, CZ, SK
- **Products ready to sell in Selfservice**
- **Market research – searching of M&A aims for market consolidation**

**2021:  
stimulation**

**2022:  
grow**

**2023:  
harvest**

- **CEE market #1**
- US market – intro
- **VisualSearch– full product ready to launch**
- Which Stock Exchange?

## Short-term objectives (2021):

- BEP on EBITDA on 4Q 2021
- Sales scale-up to > 120k MRR EUR in 4Q
- Valuation increase

# QuarticOn long-term strategy - explanations



## **PARTNERSHIPS:**

Currently, QuarticOn's sales partners account for more than 30% of total sales. The new **partnership project** focuses on technology partners who will both sell and implement our solutions. Thanks to our extensive experience, refined (tuned) products and wider marketing support, we expect a significant acceleration in sales growth.



## **SELFSERVICE CHANNEL:**

Sales in the self-service channel today account for less than 6% of revenues. However, the experience gained so far in creating applications for e-commerce platforms is extremely valuable - the potential of this sales channel is over 2M stores (SOHO market). The company plans to prepare versions of its products for both global platforms and those on which it is already present. The concept of online sales via the Company's website is also under development.

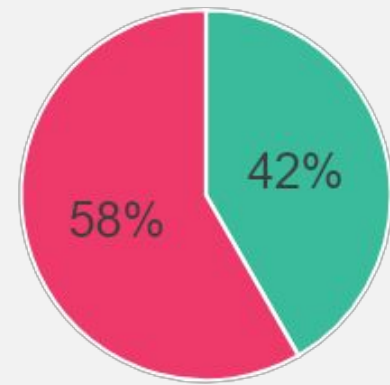
## **MARKET CONSOLIDATION:**

The e-commerce services market is highly fragmented and, on the other hand, customer expectations are rising. Therefore, we expect the market to begin to consolidate. We want to be part of this process, therefore we analyze and evaluate the entities operating on the CEE market from the perspective of potential mergers and acquisitions. We've start the first negotiation with one Czech company.



# A: Short term plan – Partnership channel boost

Channel revenue stream



■ Poland ■ International

MRR Channel Sales



## Partner

- Prospecting
- Selling
- Delivery
- Support



## QuarticOn

- Marketing essential
- Contracting
- Partner suport
- Product development



## Potential

- 10k active ecommerce agencies in EU
- 18 Contracts yearly
- 400Eur MRR



# B: Mid term plan –Self Service Sales channel

## AI Smart Search

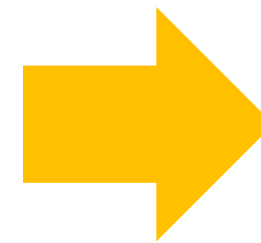
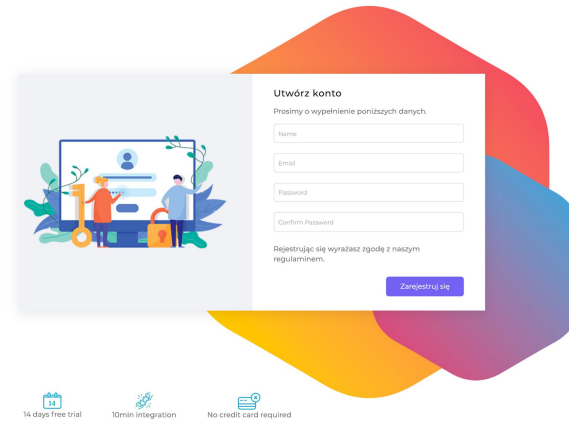
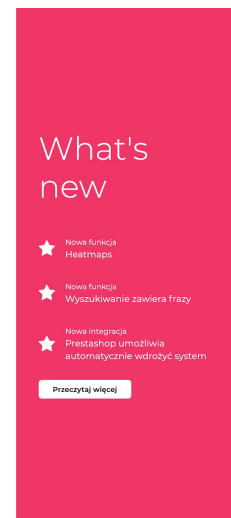
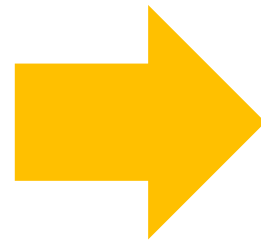
- Simple integration proces like livechat.com
- Qucik Business Effects
- Easy explainaible, online merchanst can check if they have a problem with products search engine

### SaaS Marketing

### SignUp, credit card payments

### Selfservice

### Recuring revenue



# Why to invest in eCommerce market now?

Online sales will reach 25% of total sales in 2025



In 2020, the YoY growth of eCommerce in retail was three times higher than that of 2019, and I will continue to grow in the following years. Customers who had never bought online before lockdown began started to buy online and increased their engagement.

Retailers need to invest in new technology to get competitive advantage



To become increasingly competitive in eCommerce, retailers need to continuously invest in new ways to gain customer insights, test emerging technologies, transform the organization to be digitally aligned and differentiate customer experience across channels.

AI, Personalisation and Omni-Channel is the TOP priority for Online Retailers



AI investment is significant right now because of margin compression. By investing more in AI, it could create efficiencies while reacting to customers' needs more quickly.

**QuarticOn delivers cloud solutions that respond to online retailers' expectations.**

Ready to use features and easy integration reduces time to market and IT development costs.