

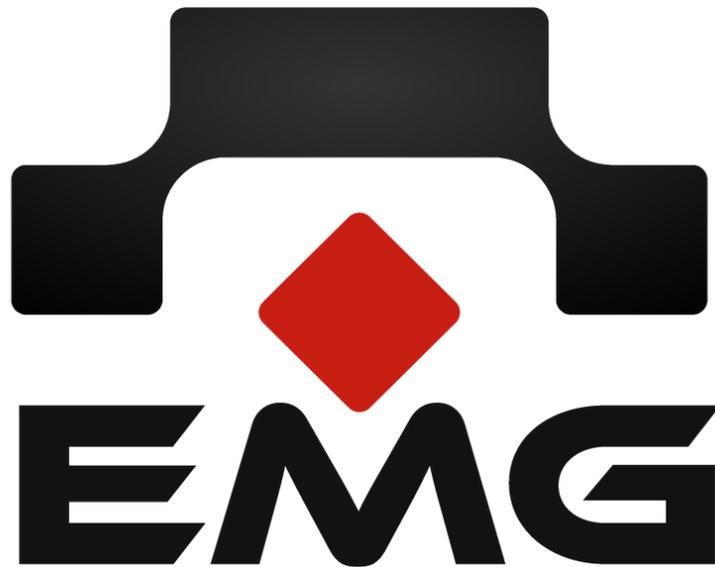


Pitch Deck

The First Web3 Telco & Finance Super App

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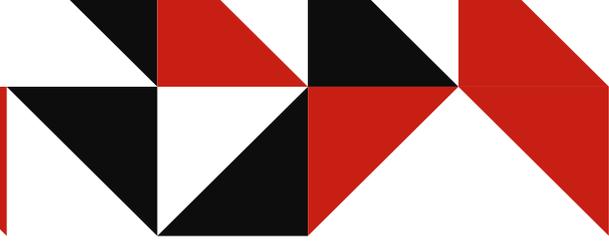
way forward ▶

Intro

EMG is the first telco Super App on the blockchain, that will provide E-commerce, CRM solutions, and other Web3 products & services to B2B and B2C Worldwide.

EMG is a Web3 company that has emerged as a branch of the Emeldi Group. Emeldi's strong foothold and success in the telecoms industry puts EMG in a unique position compared to other Web3 start-ups. EMG and their users will benefit from the industry knowledge, business relationships, technology, and all-round experience that will be passed down from Emeldi.

Emeldi group is an enterprise-grade software service provider for the telecom industry, with over 20 years of experience and over 60 million active users. Emeldi group's customers include Orange, O2, Telefonica, Deutsche Telekom, T-Mobile, Tesco Mobile, and many more who will provide the platform for EMG to launch quickly, and at scale.



Metrics



Emeldi is a trusted partner already powering Telcos with a variety of Web2 services that enable them to service tens of millions of end users.

We recently completed our Proof-of-concept Web3 Super App project for a major telecom operator: Orange. The POC was just the start of the potential implementation of the EMG Super App throughout 21 countries in Africa and the Middle East.

There is a potential for 300 million telecom subscribers and 142 million subscribers from our current telecom operator's customers. For Q1-Q2 2023 EMG has an implementation agreement for a major African mobile operator that is scheduled to launch the EMG Super App to millions of their end-user subscribed customers. These users will all receive non-custodial wallets within the Super App. Substantial discounts and rewards systems will apply using the EMG Coin throughout the ecosystem. The variety of applicable products and services that can be purchased using the EMG utility tokens include mobile phone devices, mobile data, bundled tariffs, and services.

Key Highlights of the partnership:

- Every registered user will have a unique wallet on the EMG Super App.
- Each user will be rewarded with a minimal amount of EMG coins worth 1-5 USD
- Users will be able to transact with EMG coin in the super app
- App Launch planned in the first region: Q1-Q2 2023 with exposure to 12 million users from our telecom partner in Africa
- 12 million + active users by Q1-Q2 2023
- 25 million app downloads by end of year 2023
- 17 million active users by Year end 2023

Super app demo: <https://youtu.be/6090YGCRcfs>



CLIENT TESTIMONIALS

"Emeldi Is The Heart Of Our CRM"

- Jan Hruska CTO of O2 CZ



"The application delivered by Emeldi continues to play a vital part of our organisation's online presence, and Emeldi continue to be a strategic partner of our organisation."

-Branislav Bezak Senior Manager at T-Mobile



"I can confidently recommend Emeldi as a solid and reliable supplier,+ and experts in their field."

-Cliff Kurn IT Director of BPP



BPP

"Emeldi's delivery of B2B project was accomplished by a highly qualified and responsible team."

-Roland Blazo Director of CSOB



About Us

The Emeldi Group has over 24 years of experience delivering specialized integrated software solutions, and value-added business and consulting services to the telecommunications sector. Emeldi Group is a privately held, international venture with offices in four countries (UK, Canada, Czech Republic, and Slovakia).

1998 – The journey started in London, United Kingdom with the establishment of Emeldi Ltd, UK. Emeldi UK has provided high-value IT solutions and business consultancy to the telecom sector.

2000 – Emeldi Czech Republic was founded in Prague in response to increased market opportunities in Central Europe. This was the point when Emeldi Group changed its direction from consultancy to delivery of integrated software solutions.

2009 – Emeldi Software Services Slovakia s.r.o founded in Bratislava, Slovak Republic Emeldi Group's Bratislava operations serve as the hub for providing a wide range of Emeldi branded products and services to customers in Slovakia, Austria, and Hungary. Emeldi became the leading Central European Liferay partner in three countries.

2012 – Launch of Emeldi Commerce®- Emeldi Group continues to invest heavily in the development of off-the-shelf solutions for CSPs and the telecom sector.

2014 – Emeldi Canada was established in Toronto, with a focus on promoting the Emeldi brand name and delivery of its own solutions within North American markets.

2018 – Launch of Next Generation of Emeldi Commerce® and celebration of Emeldi 20th Anniversary.

2019 – Emeldi won a contract for major Bulgaria's industry-leading communications services provider Vivatel (4 million customers). Emeldi Group revenue from project \$ 7.8 million.

2020- Implemented Emeldi Commerce® In O2 Telefonica (10 million customers). Emeldi Group revenue of \$ 9.7 million for year of 2020.

2021 - Emeldi Group Launches Version 6.2 Of Emeldi Commerce® CRM: - A State-Of-The-Art All-In-One Platform For 2 CSPs & 5 MVNOs. Emeldi Group revenue of \$ 10.5 million.

2022 - Release Of Emeldi Commerce® 6.3 and start of the newco EMG the web3 telecom disruptor with a new vision and development of blockchain technology and Super App.



Traction

60 million+ Customers

- Emeldi already services tens of millions of users globally
- Our first imminent client launch will be with a major global telco, that will reach over 5 million people in the first country

Major Emeldi Clients



Current Revenues

Key Examples of our existing partners include the following major Telecom operators:

O2 Czech Republic - engaged Emeldi Group for their major One CRM project that unified 3 separate legacy silo CRM applications into one -Emeldi Commerce® CRM application processing and managing 9.5 million customer orders, transaction processing and product catalogue management for 15,000 products & services.

[contract value 35 million USD for Emeldi Group]
<https://emeldi.com/o2-czech-republic-case-study/>

Telekom Slovenije - recently engaged Emeldi Group in a Smart City IoT 5G Marketplace pilot project that will adopt and use Emeldi Commerce® CRM for Smart City service activation (Slovenia's 3 major cities will be implementing our CRM for their public residents)

[contract value 5.2 million USD for Emeldi Group]
<https://www.telekom.si/zasebni-uporabniki>

T-Mobile Deutsche Telekom - Slovakia- customer/partner for 15 legacy web solutions silos to a modern CX platform. Implemented and launched Emeldi Commerce® CRM (5 million T-mobile customers)

[contract value 2.9 million USD per annum for Emeldi Group]
<https://emeldi.com/t-mobile-case-study/>

Recurring annual revenue

Emeldi Technologies s.r.o.	
Year	Turnover in EUR
2019	6,684,703
2020	7,732,621
2021	8,384,290

Emeldi Software Services Slovakia s.r.o.	
Year	Turnover in EUR
2019	2,019,573
2020	2,435,640
2021	3,154,980

About EMG

EMG's position as a project spun out of an existing, well-established business brings major benefits.

The EMG token is a 'real yield' token. This means that yields to token stakers do not only come from new token issuance, which is inflationary and causes significant downward pressure on price. Over time, the majority of yield will grow to come from sharing in real economic activity.

They will share in the revenue from the real-world business - namely the EMG Super App.

This is a suite of products combined in one app that is then white-labeled and offered to consumers through EMG's mobile service provider clients around the world. These are major well-established blue-chip clients, each having an already-existing user base of millions.

With products - such as money transfer, a curated selection of NFTs from popular artists, a 'Super Verse' game and more to follow - being offered to a captive audience of tens of millions, there are a whole variety of ways token stakers will be able to benefit from real revenue flows.

And there are even more exciting Web3 services in the pipeline.

The default revenue share from these products and services will be 10%.

This topline revenue will be shared amongst all token stakers in the staking pool, in addition to a dedicated allocation of EMG tokens designed to reward early stakers while the flow of real revenue share is still being established.

In the long term and wherever possible, the Real Yields paid to stakers will be paid in stable coins rather than the EMG token itself, again minimising sell pressure on the project token. The aim is for users to choose to auto-compound the EMG token rewards and then be able to cash out some or all of their stablecoin rewards, locking in more and more value in the protocol while also enjoying ongoing returns just as traditional investors enjoy dividend-bearing equities. Currently over 50 million Emeldi Commerce® CRM end-user customers using our product.

EMG is a Web3 newco spun out from Emeldi Group



- Emeldi is a well-established Web2 service provider for Telcos and Banks, operating since 1998 and now forming a 5-company group.
- The most recent valuation for one of the companies (by PwC in 2018) was €55m; whole group today is estimated to be in excess of €100m due to strong growth in customers and revenues.
- Clients are global and include O2, T-Mobile, Vivacom, ING, Tesco Mobile, and Telefonica, with tens of millions of paying users.
- Emeldi Group has spent over 20,000 man-days and counting on software design and development efforts in the original platform. We have an installed base with prestigious clients both in the Telecoms and the Banking Sectors.
- Emeldi serves more than 50 million end users and has 150 technical staff across Europe and North America.
- EMG is building on Emeldi's extensive understanding of Telco and Banking needs, to deliver Web3 services to a mass market audience.



Telcos need to modernise

Their customers are demanding new services

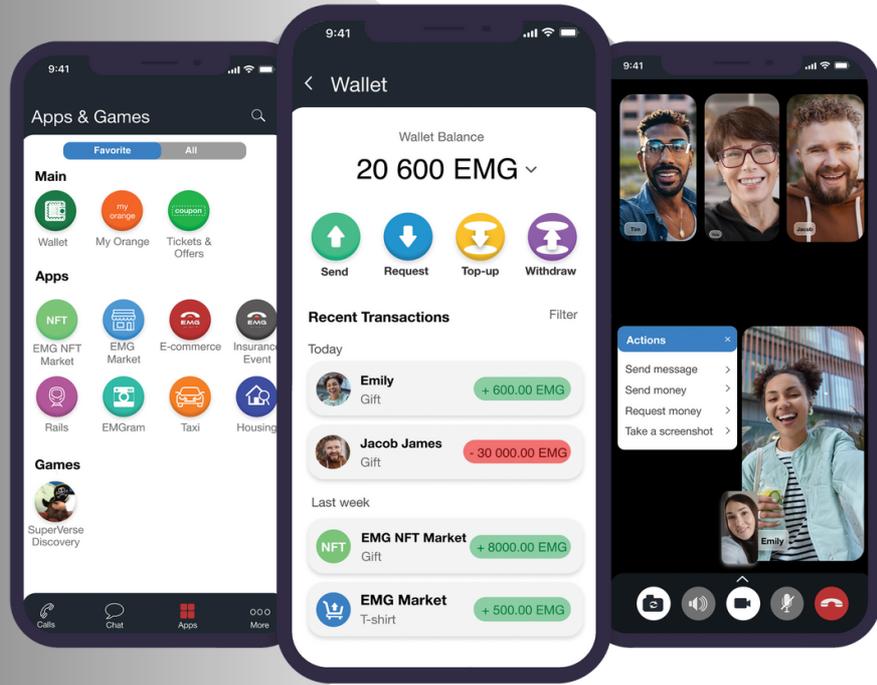
As can be seen with the explosion of Super Apps and Web3

.. and the telcos are in turn demanding we provide them with the capabilities to deliver those offerings

One telco has recently seen huge success with a Web2 Super App that has driven user and revenue growth.

Many are looking at Web3 but none have so far made progress.

Presenting the EMG Super App



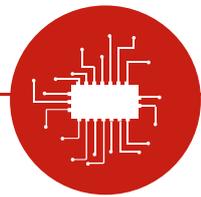
A modular suite of services in one Web3 app



P2P Encrypted Messaging & Cross Platform, Encrypted Video Calling (with or without the app)

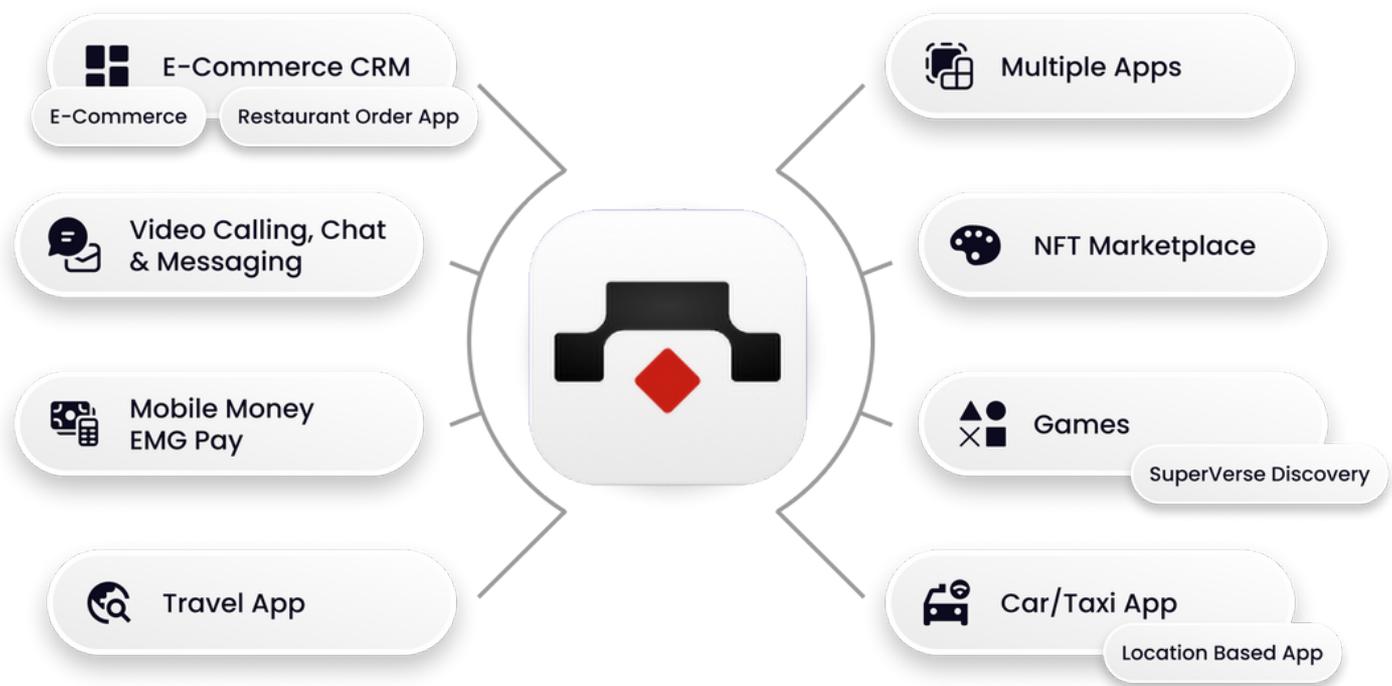


Secure, Immediate & Cost Effective Money Transfer / Remittance
On-Ramp/Off-Ramp Fiat & Crypto withdrawals



Currency & Crypto Exchange
Super Verse Gaming
NFT Marketplace
Multi API Opportunities

For every mobile money transfer in EMG Super App, EMG community will receive 10% from the transaction.



So What Is The Product?

The EMG Super App – A Suite of Comms, Entertainment And Finance Products

The Super App is a suite of products combined into one app that is then white labelled for telcos, banks and other blue-chip corporate clients to offer to their clients (currently over 60 million of our clients' customers are served by our solutions, with hundreds of millions who could be) around the world.

- Modular - meaning that each client can choose which services to offer based on preference and local regulations
- Needed - featuring services demanded by our clients and their customers and heavily used by competitors' customers
- Varied - improving end-users' ability to interact with friends, family and colleagues through communications, play, self-expression and finance
- Expansive - Token holders benefit from diverse functionality across a vertically and horizontally integrated ecosystem
- Targeted - mainly at less developed markets in Africa, Asia and Middle East where Super Apps are most in-demand

Why Blockchain?

Blockchain is used in EMGs ecosystem because of its advantages over traditional payment and technology systems

- Banking the Unbanked - 1.4 billion people worldwide are currently without access to a bank account. Blockchain has a blend of digital identity solutions, which will enable users access to payment options that were previously out of reach.
- Decentralised identity and verifiable credentials - will allow users to prove who they are without the need for third parties. Removing these barriers will enable many new users to access the mobile network. Furthermore, the processing time of renewing, or getting a new contract, will be expedited.
- Peer-to-peer payments - are not only accessible to anyone with an internet connection but also faster, and a lower cost to the user, making it easier for those with lower incomes, to participate in the network
- Immutable transactions - no one can affect a retroactive amendment of the ledger. Blockchain transactions are 'trustless.' That means a transaction can take place with assurance of completion without the need for a 3rd party.



Benefits of Super Apps For Customers and App Owners

Customers in developing regions do not want to fill their precious phone storage up with a never-ending selection of apps with limited functions, as can be seen with the success of MTN's Ayoba *

And it's not just there - for example, 173 million Americans express interest in Super Apps **

Benefits include...

- Revenue increases exponentially for app providers adding functionality and services (while decreasing CAC)
- Potential for customer understanding through increased data is also exponential
- Customer loyalty and stickiness is improved
- The app becomes attractive to a wider audience
- Examples: Some of the biggest and most profitable apps in the world include WeChat, Grab, AliPay and Ayoba
- (Stats)
- We are focused on similar, less developed markets (Africa, Asia, Middle East) where demand for Super Apps is already proven

* <https://techfinancials.co.za/2022/03/09/mtn-digital-revenue-rises-boosted-by-instant-messaging-super-app-ayoba/>

** <https://www.pymnts.com/connectedeconomy/2021/how-170-million-us-consumers-define-the-super-app/>



EMG Super App Roadmap

Quarter 1 2022

- Instant Messaging & Video Calling
- Ecommerce
- Order Management - CRM
- Enterprise Product Catalogue

Quarter 2 2022

- NFT Market Place
- Emeldi Commerce® SmartCity CRM

Quarter 4 2022

- Money Transfer - Crypto/Fiat P2P
- Private sale of EMG Coin
- IDO Launch
- EMG Super App Beta Launch

Quarter 1 2023

- Exchange listing
- App Launch planned in first region : Q1 '23 with an exposure to 12 million users from our telecom partner in Africa.

Quarter 2 2023

- 12 MILLION+ ACTIVE USERS BY END OF Q1 2023

- SuperVerse Discovery beta version launch

Quarter 4 2023

- 25 million app downloads by end of year 2023
- 17 MILLION ACTIVE USERS BY YEAR END 2023

Ingredients for Success

An existing user base, prior success & premium partnerships

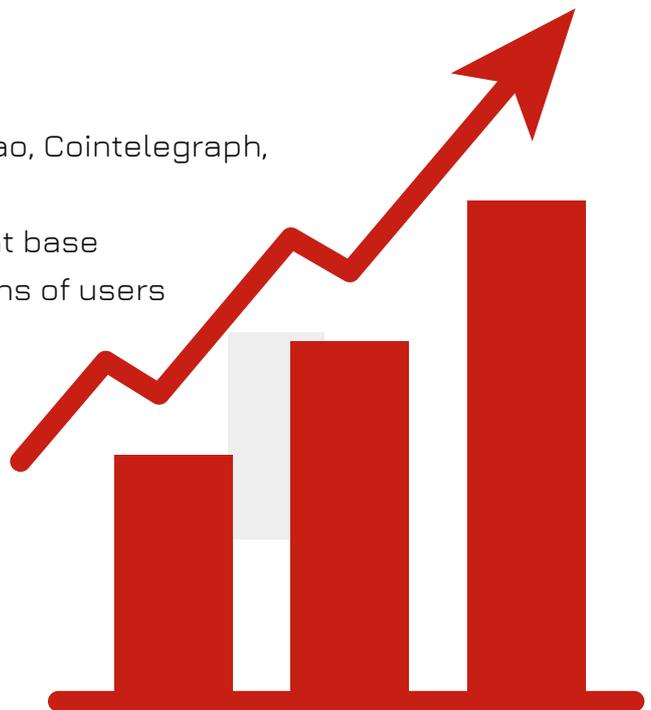
Demand for Super Apps has already demonstrated phenomenal results - as with MTN's Ayoba, launched in March 2019:

- Digital Revenues up 91.5%
- Active User Base up 162.1%

We are building a superior, Web3 Super App.

Reasons we will succeed...

- Mass market product experience
- We are agile and fast-moving
- Partnered with Polygon, BTS Global, eDao, Cointelegraph, Brave, Certik and many more
- An already established Enterprise client base
- Each client deployment will be to millions of users
- Focused on the right markets
- Network effects



Why We Will Succeed

Strong Web2 Track Record + Web3 Expertise
+ Guaranteed Audience of Tens of Millions

Proven Track Record

- For innovation (see Smart Cities in Appendix)
- For delivering for mainstream audiences
- For integrating with telco backends
- For global service
- For rapid development

Don't take our word for it, we have plenty of proof!

Our Omni-Channel solution for T-Mobile brought:

- €1 investment giving €15 returns over 5 years
- Operational Productivity, saving 80+ FTE over 5 years
- Saved 40 seconds and 25 page views per order
- 50% time reduction for new product launches

EMG Case Studies:

O₂

[Link](#)

T Mobile®

[Link](#)

Our Team

Strong Web2 Track Record + Web3 Expertise + Guaranteed Audience of Tens of Millions



1 Mark Bystriansky - Founder & CEO

Mark steers the Emeldi Group of Companies, including Emeldi Canada and UK, with strategic direction and product innovation. He has over 20 years of experience within the Telecommunications industry.



2 Dusan Bystriansky - CFO

Dusan steers the company's strategic directions and operations as one of the founders serving with the company since its inception in 1998. He brings to the company over 30 years of IT Telecommunications experience in leading enterprise consulting projects in Canada, Australia, United Kingdom and continental Europe.



3 Igor Zavadovsky - Co-Founder & CBO

Igor is an experienced and creative business manager with proven marketing skills, innovations, strategies, and a desire to learn. He has expertise in consumer and business marketing, brand management & media marketing.

Our Team

Strong Web2 Track Record + Web3 Expertise + Guaranteed Audience of Tens of Millions



1 Jiri Dolezel - Chief Software Architect

Jiri is an enthusiastic software developer with many years of hands-on experience in designing and developing e-commerce and CRM applications.



2 Pavel Chlad - Chief Product Architect

Pavel has over 20 years of experience with programming in Java, C#, PHP, TypeScript, Angular, and React. He has ample experience with frontend components application design, mostly in the telecommunication and banking sectors.



3 Jan Benes - Senior Project Manager

Jan is a Country Manager for Emeldi Software Services in Slovakia. Jan is responsible for managing all operations within the country, creation and execution of business, staff management and client relationship. Jan has over 14 years experience in many Telco and IT projects in Europe, Middle East and South Asia.

Our Team

Strong Web2 Track Record + Web3 Expertise + Guaranteed Audience of Tens of Millions



1 Igor Milenkovic - Head of Design and UX

Igor is the designer of the user experience and user interface on EMG's E-Commerce platform. He possesses in-depth knowledge as a front-end developer. He is also responsible for conceptualising and executing graphics assets.



2 Pavol Bulej - Technical Product Manager

Has managed complex IT projects for the Financial, Telco and Transit sector, specializing in mobile app development & delivery. With Emeldi Group for over 5 years



3 Filip Bednarik- Super App Solution Architect

Filip is experienced Software Architect with TOGAF certification and has experience with blockchain, cryptocurrencies and Web3 payment solutions.

Super App Development Team

https://drive.google.com/file/d/1o3B6GHSWmzWRbAOvecdkXnknY_I-agV9/view?usp=sharing

Plus Extensive Support from Existing Business

- 200+ group resources
- Enterprise-grade infrastructure
- Client relationships

Appendix



Built upon the success of our powerful Web2
MicroServices architecture.

Highlights of technical solutions

Modules

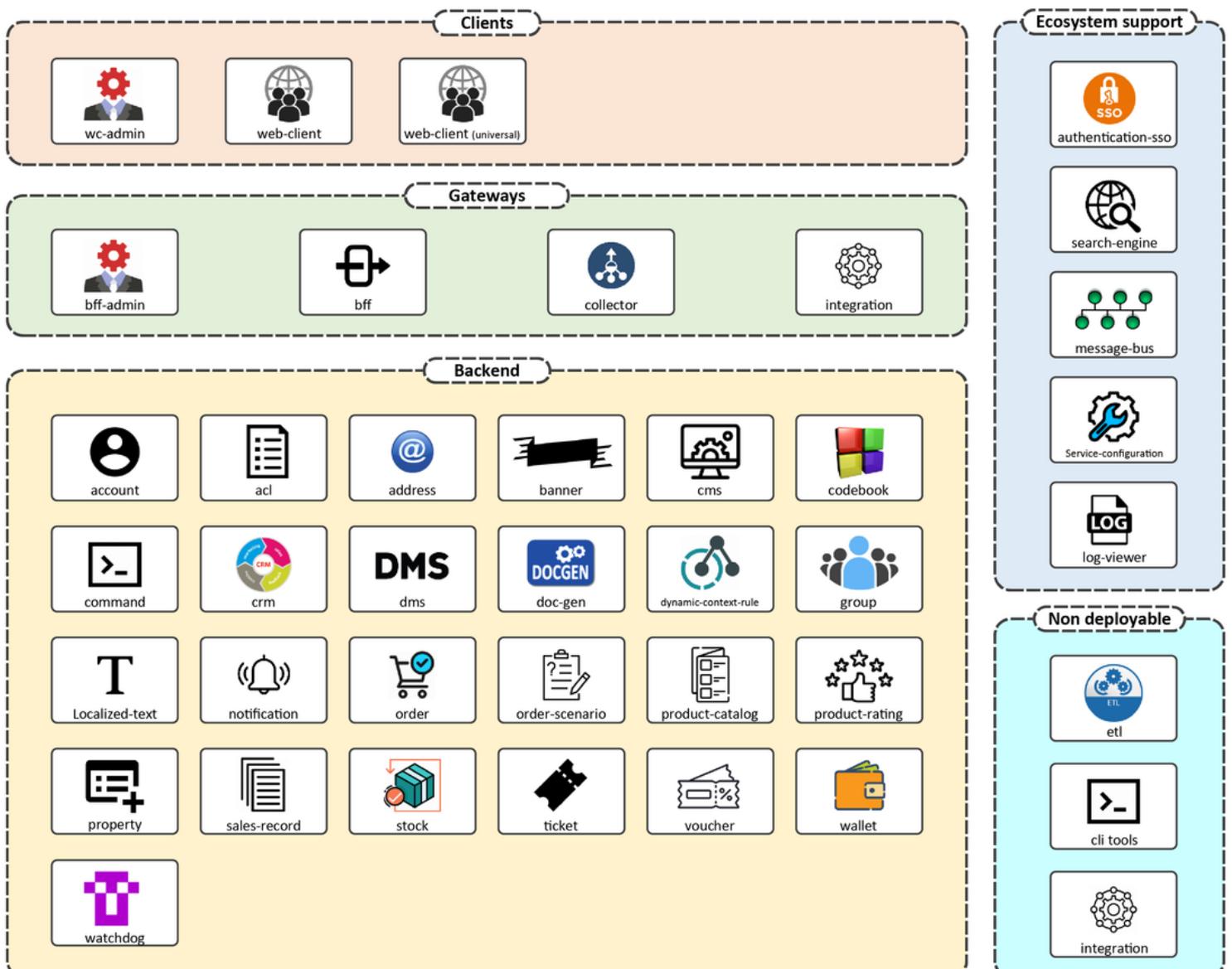
Clients - admin, eshop/eshop-universal, ecare

Gateways - enablers, integration, collector

Core - currently 25 modules

Ecosystem - search-engine, message-bus, etc.

Tools, libraries - ETL, CLI...



User & Access Management

User

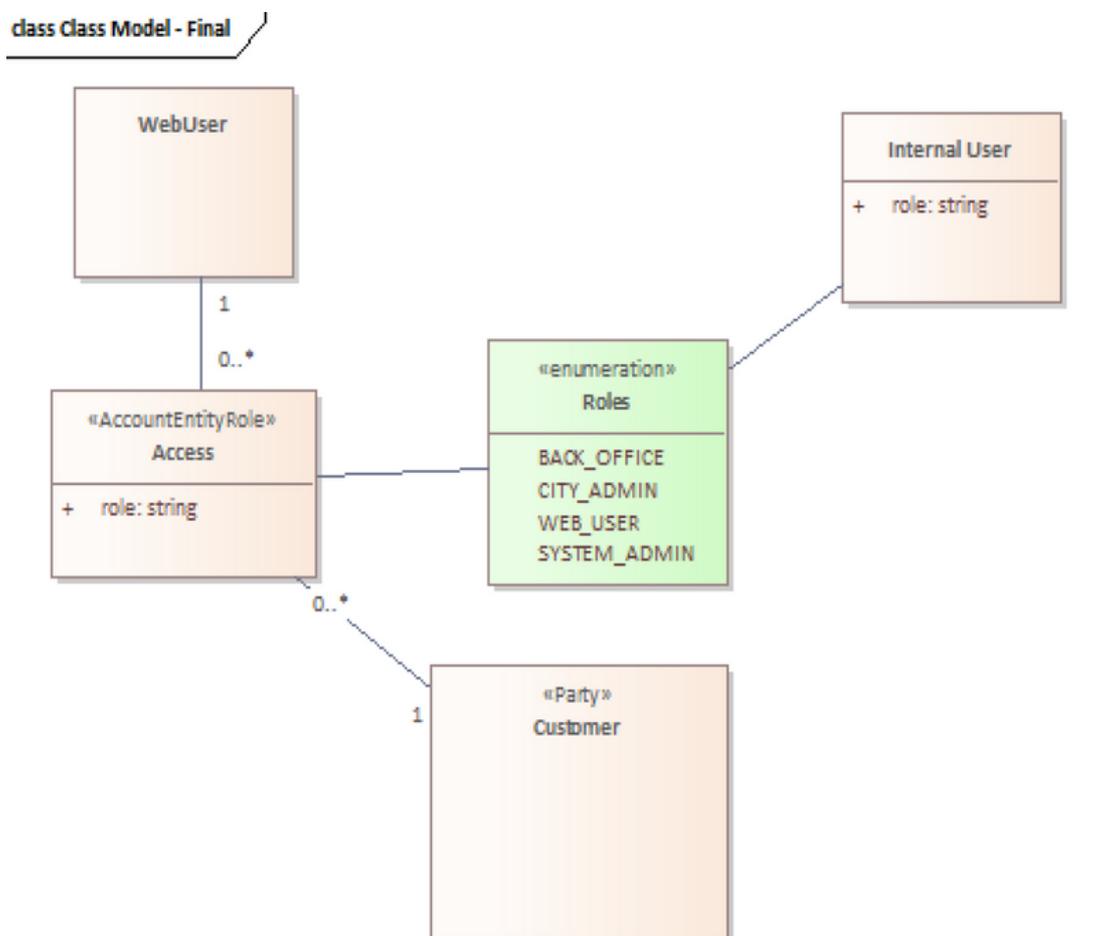
- Internal user
- External user (aka Web User)
- User synchronization
- Self-registration & email verification

Authentication

- Keycloak, JWT token
- Auth Providers
- User federation
- Social login

Authorization

- ACL roles&privileges
- Role to entity (aka AccountEntityRole)



Customer Management

Customer

- Segmentation
- Complex hierarchies
- Custom attributes defined by entity- metadata-description
- Regex validation

Customer Search

- Elastic search
- Address
- Subject
- Identificators

Customer Account

- Payment, Billing profile
- Payment methods, payment types
- Custom attributes

Customer 360° view

- Data from external systems
- History of orders
- Services
- Tickets
- Documents

Product Catalogue

Products modeling

- Admin console or import
- Category definition & hierarchy
- Products & Offers

Product types

- HW, service, technical
- Subscriptions(recurring)/one-off
- Assetable/non-assetable

Product rules

- Eligibility (DCR engine)
- Related & recommended products
- Socket structure
- Customer Scoring
- Product groups

Order Management

Order capture

- Catalogue list/search/filter
- Collect products in basket
- Configure products

Checkout

- Customer data
- Existing or new Customer
- Delivery & Payment
- Customer scoring
- Summary

Fulfillment

- Cammunda process
- Authorization task
- Steps provisioning, billing, logistics, warehouse, ...
- Handle resources
- Handle documents
- Notification
- Service inventory

Monitoring

- Order history
- Order events

Customer services (360° view)

Automat Selenium 🔄 ✕ Nick Michael Help 🇩🇰

emeldi Overview Order History Others 🔍 🛒

Automat Selenium

- AAKAF 🔗 CREATED

[+ wc.ecare.dashboard.createCa.link](#)

Retention discount: **30%** on Internet service for each month!

[Show more details](#)

Actual balance **€ 0.00**

Overdue amount **€ 270.00**

[SHOW BALANCE DETAILS](#)

Payment method **CASH**

Bank number

Billing cycle **Billing monthly**

Invoice Address **The same as customer**

[SHOW ALL DETAILS](#)

CUSTOMER OFFER

SUMMER

SALE UP TO

40% OFF!

[Learn more](#)

My services

CREATED **BASIC MOBILE TARIFF**
Basic voice mobile tariff

BASIC MOBILE TARIFF trfBasicMobileVoice (AAKAG)

Basic voice mobile tariff 🔗

[Tariff Change](#) [Wc.Ecare.Dashboard.Doc](#)

Payment summary

AAKAF	
Bundle fee	€ 2.00 per month
Addons fee	€ 0.00
Discounts	€ 0.00

Upgrade **Fix HyperSpeed+ 300**

300Mbps 📶 download

20Mbps 📶 upload

Unlimited ↔️ data

[Upgrade for only \\$59.80](#)

Tariff shared units

Resource management

Resource inventory module

- ADM console
- Resource types
- LPN for SmartCities
- Validation regex

Handling in order processes

- Assignment of a resource to service (driven by product configuration)
- Resource lifecycle handling

Ticketing

Contact history

- Channel & direction
- Main topic of the interaction
- Related entities (document, ticket, order)
- REST API

Customer & trouble tickets

- AREA&CODE
- Assignment to solver
- SLA
- Resolution workflow
- Related entities
- Request to grant access to a Web-user

System tickets

- Generated by system
- Order approvals

System services

Documents

- Upload to entity (order, customer, ticket)
- Generate from a template (order)
- Store in DMS
- Search in 360° view

Notifications

- Gateways for channels SMS, email
- Templates & parameters
- System notification order process
- History in 360° view

Events

- Kafka
- System events (entity state change)
- Business events (e.g. shipment)

API

- REST API
- swagger

Reporting

- Jasper reports studio
- Data source (JDBC, Hibernate, Hadoop, Java Bean set, XML,...)

Emeldi operates offices in four countries, which enables us to provide ubiquitous coverage of our key markets, addressing the needs of large/midsize B2C and B2B enterprises.

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Toronto



Prague



London



Bratislava



Thank you

