

LocalBargain Group at a glance

July 2015

LocalBargain Group

A digital evolution for your business revolution

Disclaimer

All forward-looking statements are LocalBargain Group management's present expectations of future events and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements.

This presentation includes information pertaining to the markets and our strategic positioning therein. Such information is based on market data and our revenues expectation in those markets for the relevant periods. We obtained this market information from various third party sources (industry publications, surveys and forecasts) and our own internal estimates. We have not independently verified these third party sources and cannot guarantee their accuracy or completeness and our internal surveys and estimates have not been verified by independent experts or other independent sources.

Three Key Messages For Today

A

Businesses which will not adapt to the digital revolution will be disrupted

B

Integration of new technologies embedding geo-localization, intranet of captors and inter-active data management is the answer of today

C

LocalBargain Group growth path is based on networking, quick returns and profit sharing

Passion for Digital Solutions

MISSION STATEMENT

- Help Businesses to get closer from employees and consumers
 - B2C companies to adapt the new consuming and working habits
 - B2B employees to be more responsive to business needs

- Help Businesses to ensure their sustainability
 - With solutions providing additional revenues or savings
 - By organizing or preventing from disruption

Market trends

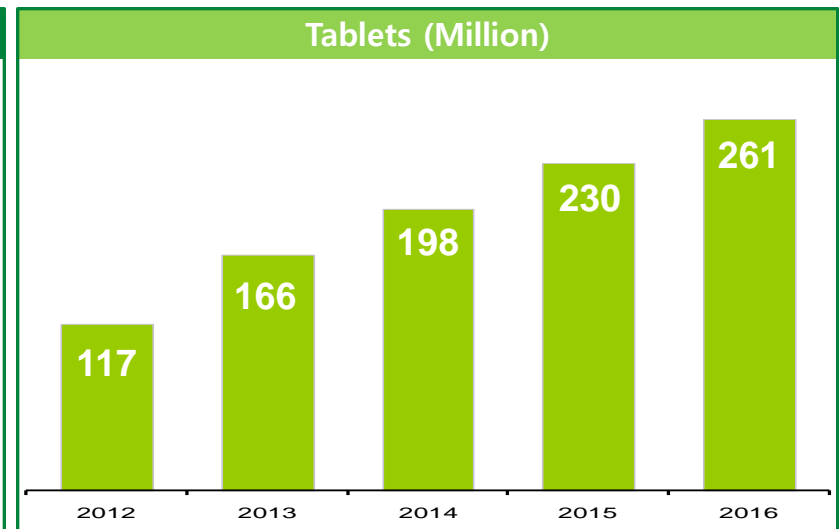
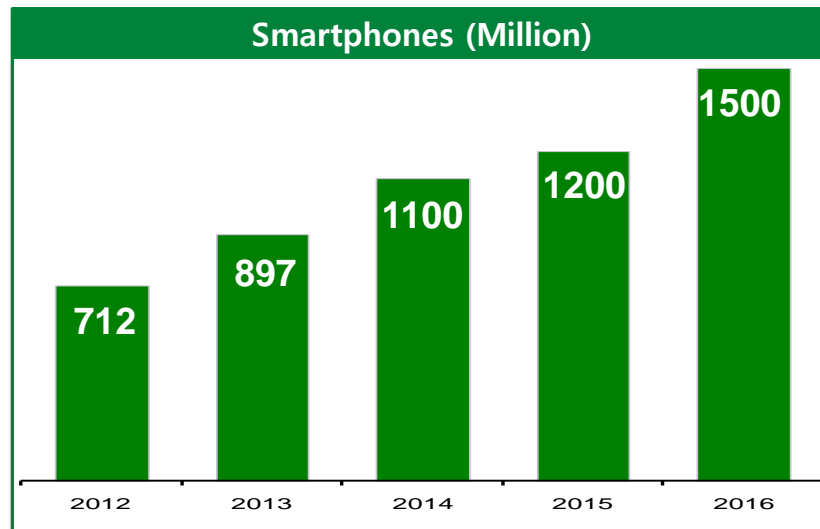


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Global Market Trends: More mobile phones than people by 2014

- PC sales are decreasing because of
 - Lack of mobility
 - Higher price than Tablets and Smartphones



- Today more than 60% of mobile phones sold are Smartphones
- Tablet sales has increased by 7 between 2010 and 2013

Sources:

Strategic analytics (October 2013), GfK (September 2013), International Telecommunications Union (ITU October 2013), IHS (October 28, 2013)



Mobile Is Changing The World

MOBILE MARKET – SELECTED EXAMPLES

90% of smartphone shoppers use their phone for pre-shopping activities

58%



Find location /directions

57%



Find hours

44%



Make price comparisons

44%



Find promo offers

43%



Browse

32%



Find where specific products are sold

31%



Find product information

31%



Find product availability in-store

30%



Find product reviews

19%



Use to make A purchase



- 91% of websites for small and medium businesses are not accessible through mobile devices
- Consumers are now accessing websites on the go, especially on the high street, and businesses with no mobile offering are simply missing out

In this day and age, a website that can only be accessed via PC is positively prehistoric

Having business details available on a mobile friendly site is key to letting potential customers know what the opening hours are and the best way to find the specific business, retail, municipality etc.



Understanding Mobile Behaviour

MOBILE MARKET – THREE EXAMPLES OF NEW BUSINESS OPPORTUNITIES

1

Mobile Local

- 94% look for local information on their smartphone
- 66% visit the business, either in-store or online, after a local search
- 90% of those people take action as a result



2

Mobile Health

- Mobile devices and targeted applications are enabling better care for patients and doctors alike
- The cycle of investment in the **mobile ecosystem- from networks, to smartphones, to applications-** provides an unparalleled foundation for advances in health and wellness

3

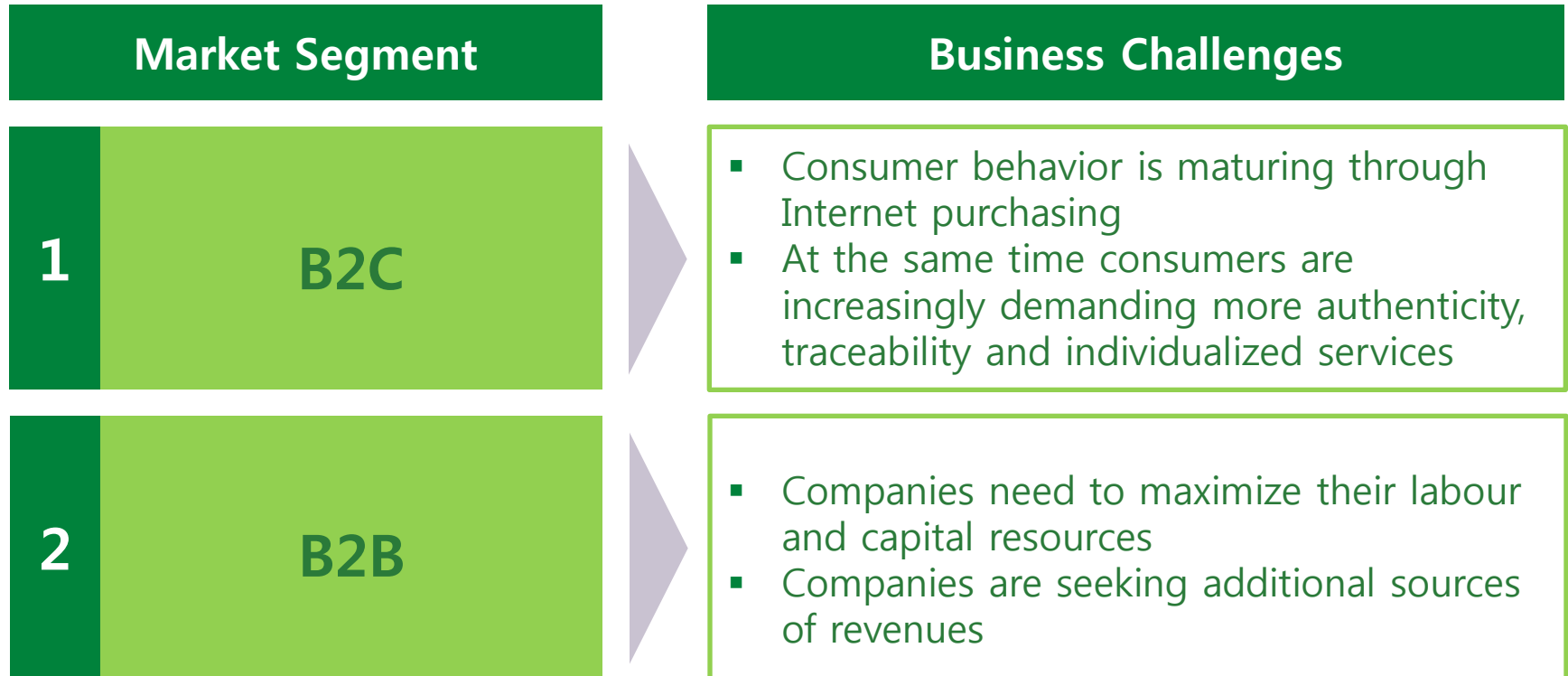
Mobile Resource Mgt.

- Mobile applications are critical for companies to enable increased **employee productivity and help lower costs.**
- If a repair technician can enter parts consume and capture the steps they went through right at the machine as they work on it, helps to produce a more detailed equipment history and allow the plant manager to better plan maintenance and staffing levels.

Smartphones have become an indispensable part of our daily lives and have transformed core consumer behaviour. The growing use of smartphones to search, shop, keep entertained and look for local information creates new opportunities for marketers to reach the constantly connected consumer.

Today's Business Challenge

ISSUES



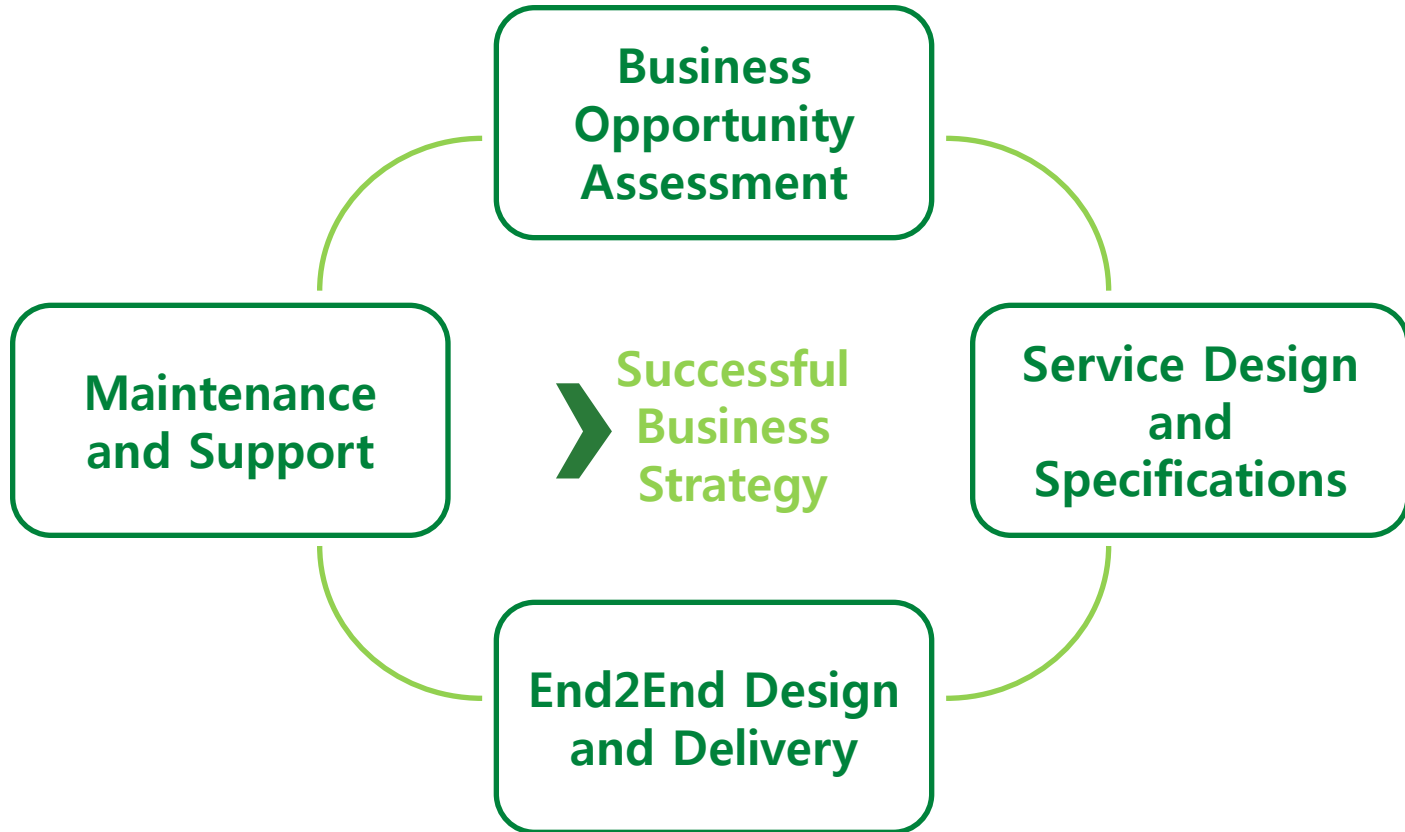
Solutions



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A Comprehensive Portfolio to strengthen your Business

TAILOR MADE SOLUTIONS



6 Monthes to build a Digital EcoSystem

KNOW HOW



Organization

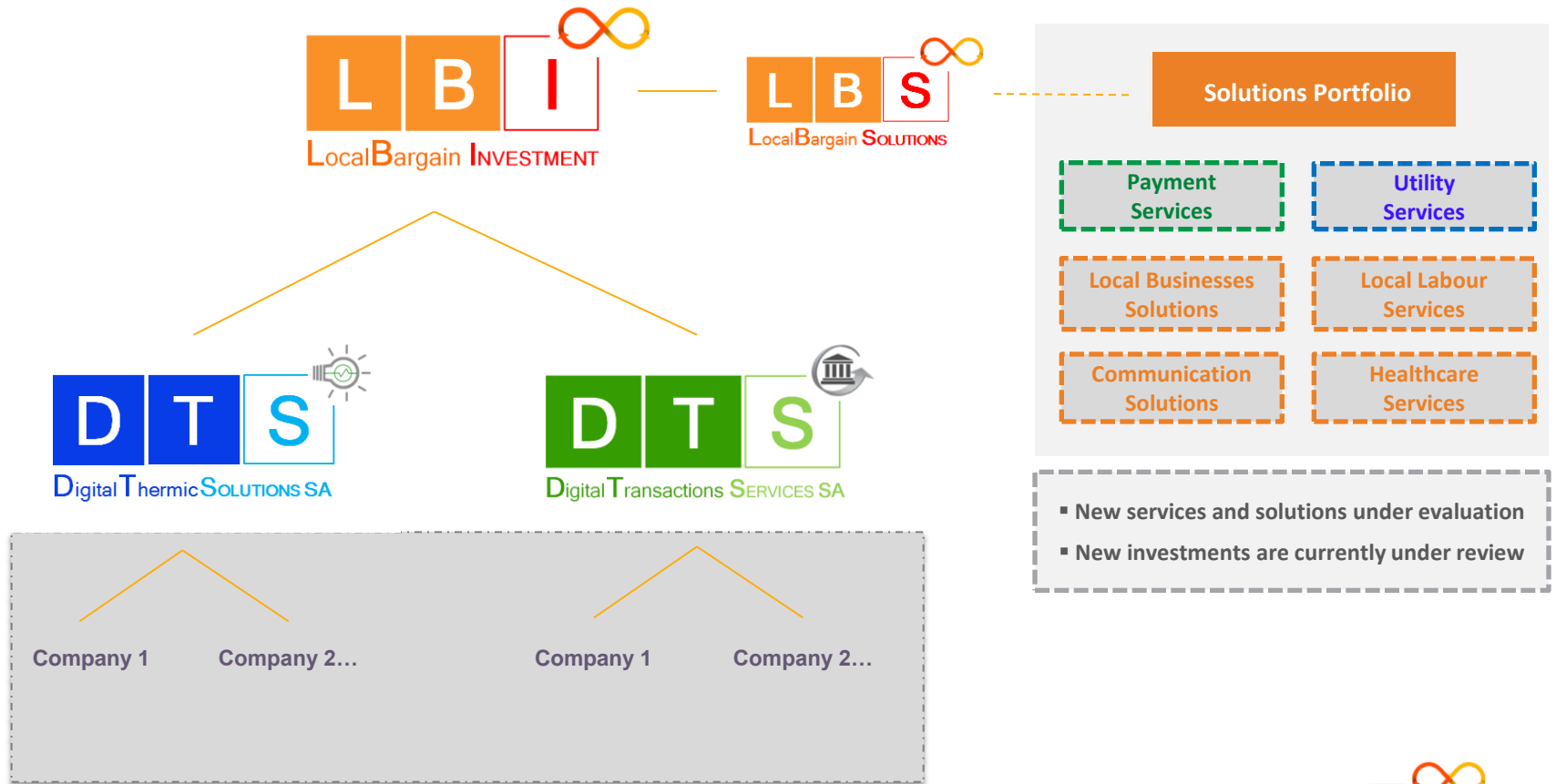


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LocalBargain Group Organization

LBG Structure (15 Months after creation)



Move as fast as a start-up!



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