

# JOIN MULTIBUY CIRCUIT

## MULTI-BUY



# A HUGE NETWORK THROUGHOUT EUROPE

---

## MULTI-BUY

The largest European Shopping Circuit with over **260.000** members ( as of March 2021), that give members the opportunity to sell online worldwide.



# OVER 5.000 BUSINESSES THROUGHOUT EUROPE

---

Multibuy, born in 1994 and working together with main financial institutions, launched exciting revenue opportunities in some of the most popular economic trends: online advertising, cash-back and e-commerce.

These original concepts already attracted over 2,000 businesses that are thrilled to work with Multibuy using and promoting products and services offered by their companies in the global Marketplace.





# CUSTOMER LOYALTY, GIVING BACK THE FULL AMOUNT OF WHAT THE CUSTOMER SPENDS

---

The greatest retailer satisfaction is to know that customers are satisfied.

To help you with this goal we created a foolproof system: for every purchase, of any amount, of any product.

This allows you to return to the customer the equivalent of what they spend with ratio of 1:1.

**E.G.:**

If the customer spends €100,00 in an affiliated shop, he will receive back the equivalent in Eurocredits.



# A SPECIAL REWARD

---

The affiliated business can declare to RETURN TO THE CUSTOMERS 100% OF THE AMOUNT SPENT IN:

**E.G.:**

For a purchase of €100 the customer will receive back 100 Eurocredits

Eurocredit®



# CUSTOMER LOYALTY

## THANKS TO A VERY LOW AND WELL-DEFINED PRICE

---

There are many ways to develop the customer loyalty or to promote a product. For example, we could decide to discount a product or make a 2x1 offer or create a fidelity card whereby the customer can accumulate points aimed at a final reward... All of these promotions create interest for the customer. Let's see the negative sides of these actions and the solution proposed by Multibuy:



### DISCOUNTS:

1. The customers will never be fully satisfied, because they can find same discount in other stores;
2. Discounting a product, the store will lose potential profit.



### MULTIBUY SOLUTION:

1. With Multibuy system, the customers will receive always the 100% discount and they will never find another shop that will give them the same promotion;
2. Eurocredits cost will be invoiced just like advertising, so that it can be deducted as a cost against profit.



### 2X1 OFFER:

1. Expensive promotion with a loss of 50%.



### MULTIBUY SOLUTION:

1. With Multibuy the cost is defined always as a percentage (MAX 5%) and tax-deductible.



### FIDELITY CARD:

1. The customer perceives the aim as difficult to reach and over time will forget the project;
2. Businesses may have management problems in case of products rewards (e.g.: goods stock); in case of discounts, as previously anticipated, the customer could find the same discount in other shops.



### MULTIBUY SOLUTION:

1. With Multibuy the customers will receive their reward in Eurocredits, and it can use it immediately;
2. Our software is really easy to manage, and allows the instant crediting of the Eurocredits earned when purchasing in our affiliate shops.

# LOW COSTS

---

The commercial activity will have all the information about the **COST OF THE ADVERTISING SERVICE**.

Eurocredit cost is defined always as a percentage from a maximum of 10% to a minimum of 1%.

## **E.G.:**

Considering the cost, the activity will know exactly the investment to face...

For example, if the Eurocredits cost is 5%, and the customer purchases for €200, the service cost will amount at €10.



# AN E-COMMERCE WITH OVER 260,000 MEMBERS WORLDWIDE

---

With a modern perspective, Multibuy created an e-commerce website for every business that wants to be a part of our circuit. A website where the commercial activities can sell products all over the world, without fear cost (offer valid until December 2020).

Thanks to our system, even the small business will be able to sell products and services online, obtaining more than 260,000 potential customers worldwide.





# REWARD YOUR CUSTOMERS WITH SPECIAL HOLIDAYS

---

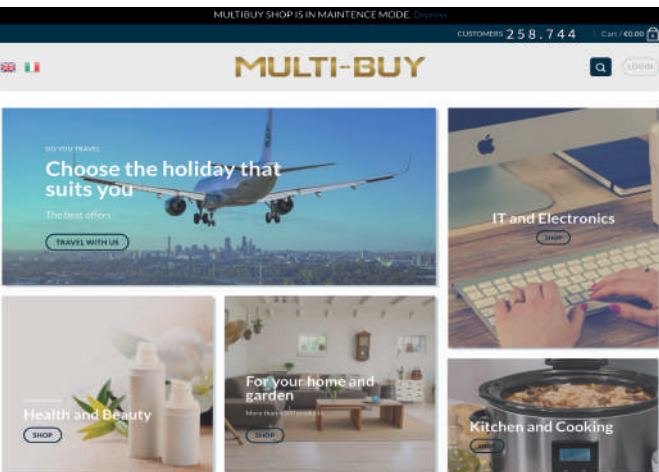
In agreement with the best Italian and foreign facilities, the clients can benefit from free stays in low season and discounts up to 70% in middle/high season.



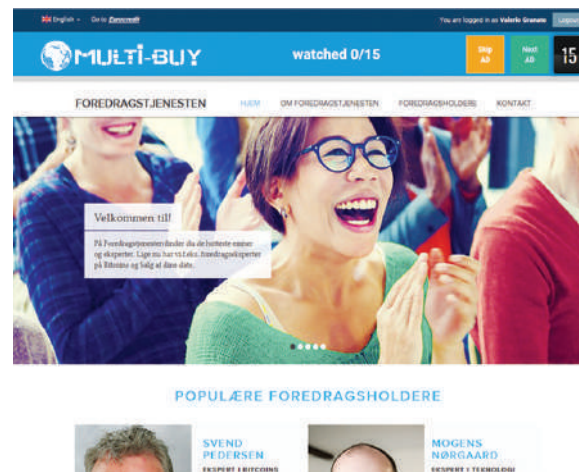
# ONLINE ADVERTISING

## 3 NEW WAYS TO ADVERTISE

Multibuy Circuit offers to the affiliated activity the opportunity to use their own resources on the web, to promote product/services online.



**E - COMMERCE**  
shop.multibuygroup.com



**PAY X CLICK**

# PAY - PER - CLICK: THE ADVERTISING WITH GUARANTEED RETURN

---

Advertising is present in everyday life and has various forms of communicating the message. Many companies use the web to promote their products.

For this reason Multibuy has created a pay - per - click system where the users who see the advertising will receive a reward and the company that promotes, pays just for the customer who sees the advertising.

You can promote your business on the web at local, nation and international level, with certified views.

This kind of service is usually just for big companies. With Multibuy small/medium companies can benefit from this innovative system.





# SPECIAL PRODUCT

The main feature of Multibuy Circuit is the territorial exclusivity for each commercial activity.

For example, if a pharmacy joins our circuit, no other pharmacy in the same area can join our circuit. This system will guarantee and increase of business and will build a virtual shopping center in a certain area.

The card is the main product of Multibuy Circuit.

The customization with the business brand gives recognition within a pool of companies.

The fidelity card, both physical and virtual, is visible in our Multibuy App in the graphics chosen by the business.





# CUSTOMIZED CARDS

## EMERGENCY CARD

Together with the advertising project, it is possible to offer to the customers a really useful service. Multibuy can provide the **EMERGENCY CARD**.

*This includes your medical records wherever you go.*

The Emergency Card is a personal card with all the informations about the health status of the owner.

In emergency circumstances it optimise processed and intervention times is essential for the rescuers.

This card digitise medical documents and analisys, so the medical history will be always available.

The informations can be consulted whenever and wherever.

The attending doctor can check the medical data registered on the card by logging-in with access credentials or simply by a call or SMS.

For healty people and for those suffering from rare and chronic diseases with special needs and therapies.



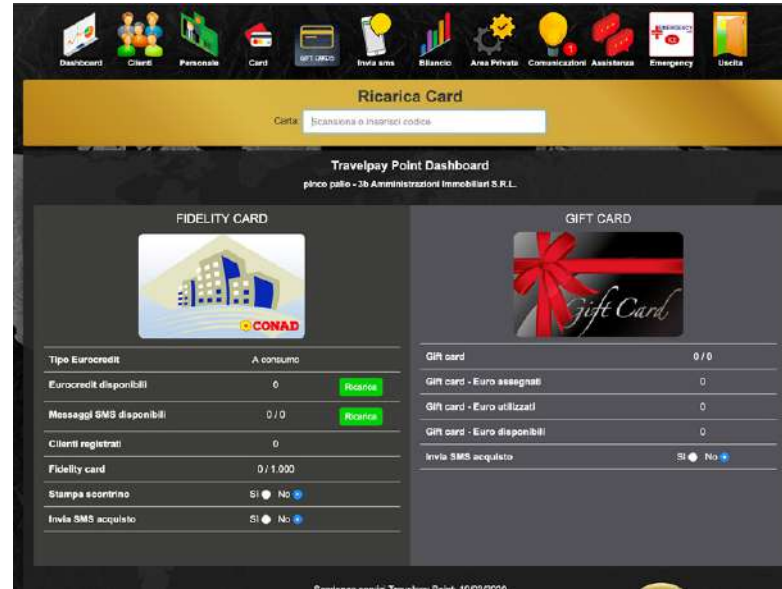
# MULTIFUNCTIONAL MANAGEMENT SOFTWARE

Instant communication with customers is an integral part of the business.

Multibuy offers to their affiliated businesses a management software able to:

1. Manage the Fidelity Cards;
2. Manage the Gift Cards;
3. Send SMS;
4. Send e-mail;
5. Manage the warehouse;
6. Manage the staff;
7. Manage the business Agenda.

**All at cost-free.**



# LOYALTY PROGRAM FOR AFFILIATED BUSINESS ACTIVITIES

---

Multibuy will reward business owners that join the Circuit because of our dedication to business affiliates.

The more you use the system, the more Rewards Points you will receive to Shop or use for holidays or credits to purchase Multibuy products.



**SILVER**



**GOLD**



**BLACK**

# WHAT EUROCREDITS ARE AND HOW THEY CAN BE USED

---

Eurocredits are a currency that businesses return to the customers every time they purchase in a Multibuy Circuit Shop.

For each purchase the equivalent in Eurocredits will be returned with a 1:1 ratio.



**Eurocredit<sup>®</sup>**





## **The first crypto currency in the world of Travel and Shopping**

MB8Coin can be used instead of Eurocredit.

The cryptocurrency can be used to make purchases on our e-commerce at a fixed of €1, with a benefit of almost 100% for the Coin holder.



We are now working on the creation of an in-house Exchange within our website, so that the user can directly purchase MB8 and trade it on our portal, minimizing exchange costs, favoring faster, easier and cheaper transaction for MB8 Coin community.



# WHERE EUROCREDITS CAN BE USED

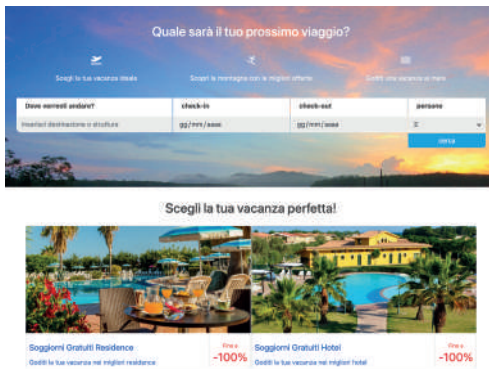
Eurocredits can be used to purchase goods with discounts up to 100% on Multibuy website or directly in the shops affiliated to our Multibuy Circuit.

On [multibuycompany.com](http://multibuycompany.com) you can choose between our e-commerce Shop Multibuy with over 25.000 consumer goods, and our travel website Multibuy Travel to book an exclusive holiday discounted up to 100%.

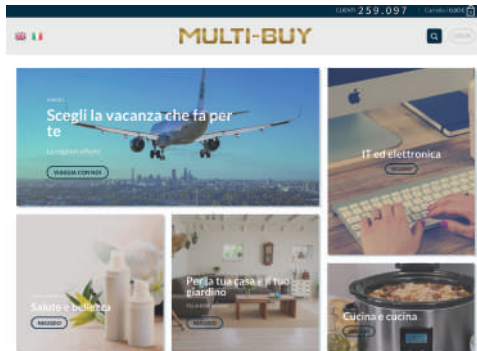
In the affiliated shops you can use Eurocredits as a discount based on the percentage established by the retailer depending on the product chosen.

**E.g.: Business Partners**

## Shop Multibuy



## Mb8 Coin Travel



# EUROCREDITS PERCENTAGE

---

Discounts up to **100%** in low season;  
Discounts up to **80%** in middle season;  
Discounts up to **50%** in high season.





# PERIODS

**100%**

April - May  
June - September

**80%**

July

**50%**

August

## DISCOUNT EXAMPLES

Eurocredits can be used to book holidays directly on the website:

**[www.mb8cointravel.com](http://www.mb8cointravel.com)**

<b>100%</b>	Formula	From / To	Price List	Eurocredits Discount	Total due
	Residence	23-06 / 30-06	€ 500,00	- 500	€ 0,00

<b>50%</b>	Formula	From / To	Price List	Eurocredits Discount	Total due
	Residence	23-07 / 30-07	€ 1.000,00	- 500	€ 500,00

Eurocredits cannot be used to pay consumptions, T.O. fee, insurances, club cards, tickets (flight, train, ship).



# HOWEVER AND WHENEVER YOU WANT

---

The customers who receive Eurocredits can use them whenever they want, according to their needs.

They are free to select the best time of the year to go on holiday: our promotional period (May - June - September) or in middle/high season ( July - August).

## SEA SIDE



In promotional period (low season) or in middle/high season.

## MOUNTAIN



Discount up to 60% in Half Board formula

## CRUISES



Discount up to 80%

## TOURS



Your dream tour at a cost usually reserved to a T.O.

# WHOEVER YOU WANT

---

You can use Eurocredits to book holidays for your family and friends.

You can give or receive Eurocredits easily in your private area, with just one click.



# E-COMMERCE: CONSUMER GOODS WITH DISCOUNTS UP TO 70%



ERVOLE DA CUCINA

Tagliere Allungabile 3-in-1 con  
vassoio, contenitore e scolapiatti  
PratiCut InnovaGoods

PREZZO DI LISTINO € 15,8

Eurocredit / 1-E8coin 5.00

PREZZO MULTIBUY € 10,8



FRULLATORE

Frullatore portatile ricaricabile  
Shakuit InnovaGoods

PREZZO DI LISTINO € 19

Eurocredit / 1-E8coin 6.00

PREZZO MULTIBUY € 13



CUCINA | GOURMET

Set di padelle antiaderenti con  
rivestimento in ceramica Pantasy  
InnovaGoods 3 pezzi (ø 20-24-28  
cm)

PREZZO DI LISTINO € 32,8

Eurocredit / 1-E8coin 10.00

PREZZO MULTIBUY € 22,8

## DISCOUNT EXAMPLES

40%

Product	Price List	Eurocredits Discount	Total due
Washmachine	€540,00	- 324	€216,00





# **Eurocredit<sup>®</sup> BUSINESS DISTRIBUTION**

## **VARIOUS CASE STUDIES**



# FIRST CASE

## DIRECT DISTRIBUTION TO THE CUSTOMER

---

It is the classica case, where the Eurocredits distribution happens directly from the retailer to the customer.

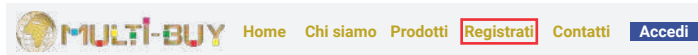
1. When the customers comes in the shop for the first time, they will have to fill a form with their data and signature /for the privacy policy).
2. The customers will receive a PIN code (Sent to the mail address that was used to register), they will then be able to login in the private area and see their Multibuy Card in the App. Thay will also be able to check the balance and the statement of account.
3. Whenever the customers shop in the Multibuy circuit. they will only need to present their card so that the retailer can authorise the Eurocredits.



# SECOND CASE: LARGE RETAIL

It happens when there is not direct contact with the customer.

1. In this situation we need to create a voucher with a fixed amount to be included together with the product to promote.



2. The owner of the voucher (the customer) may redeem it on the website:  
**www.multibuycompany.com**



3. The customers will receive a PIN code (sent to the email address that was used to register,) they will then be able to login in the private area and see their Multibuy Card in the App. They will also be able to check the balance and the statement of account.

The image shows a registration form with two columns. The first column contains fields for 'Code card' (with a placeholder '\*12 digits below the barcode\*'), 'Name', 'E-mail', 'Gender' (a dropdown menu with 'M' selected), 'Birthday' (with a placeholder 'Ex: 25/11/1993'), and 'City'. The second column contains fields for 'Commercial Activity', 'Surname', 'Phone' (with a placeholder 'Ex: +39'), 'Country' (a dropdown menu with 'Italia' selected), 'Address', and 'Postcode'. At the bottom of the form is a privacy policy notice: 'Privacy policy- the requested information will be used in full respect in accordance with Decree Law n.196 from 30.06.2003 on the "protection of personal data", for all matters connected with the activity of the company (consultation, utilisation, statistical accurate development) through the internal database. You have the right, under your responsibility, not to confide some of'. Below the notice is a checkbox labeled 'I accept the terms of use and privacy policy' and a blue 'Submit' button.

# THIRD CASE

## EUROCREDITS ASSIGNMENT BY API

---

This is another indirect situation, where the customers paying an invoice (e.g. an electricity bill), will receive Eurocredits directle in their private area.

At the first credit, all the data of the customer will be communicated to Multibuy and saved in our database; after this will happen only the on the Eurocredits assignment.

# MULTI-BUY



# WHICH KIND OF BUSINESS CAN TAKE PART IN THE CIRCUIT

Every business can join the Multibuy Circuit, here some examples:



**CLOTHING**



**PHARMACIES**



**SPA & WELLNESS  
CENTER**



**BODY SHOPS**



**SHOES**



**HOTELS**



**PARFUMERIES**



**TYRE SHOPS**



**NEWSSTAND**



**FURNITURE STORE**



**HAIRDRESSING**



**MECHANICAL**



**DEALERSHIP**



**JEWELLERY**



**WINE SHOP**



**ARCADES**



**PIZZERIA**



**LAUNDRY SHOP**



**PUBS**



**RESTURANTS**



**BARS**



**BUTCHERY**



**DINERS**



**FISH MARKET**



# PARTICIPATION PACKAGES

---



**BLACK**



**GOLD**



**SILVER**



## **Eurocredit\*** 20.000

Blocked price 5,0% min 20,000

TRAVELPAY PROGRAM for 12 months

MULTIBUY LICENCE + MULTIBUY SUBSCRIPTION

MULTIBUY CIRCUIT for 12 months

TERRITORIAL EXCLUSIVITY BY CATEGORY

MULTIBUY SHOP 6 free months on  
the e-commerce

MULTIBUY WORLD 300,000

Local Clicks (from Nov. 19)

REWARD POINTS SHOP N. 50

ADVERTISING MATERIAL

500 CUSTOMIZED CARD

( FRONT SIDE WITH YOUR BRAND)

500 FLYERS + MULTIBUY ENVELOPES

NR. 3 PLATES with our MULTIBUY POINT logo

## **Eurocredit\*** 100.000

Blocked price 2,0% min 100,000

TRAVELPAY PROGRAM for 12 months

MULTIBUY LICENCE + MULTIBUY SUBSCRIPTION

MULTIBUY CIRCUIT for 12 months

TERRITORIAL EXCLUSIVITY BY CATEGORY

MULTIBUY SHOP 12 free months on  
the e-commerce

MULTIBUY WORLD 500,000

Local and National Clicks (from Nov. 19)

REWARD POINTS SHOP N. 200

ADVERTISING MATERIAL

2,000 CUSTOMIZED CARD

( FRONT SIDE WITH YOUR BRAND)

2,000 FLYERS + MULTIBUY ENVELOPES

NR. 3 PLATES with our MULTIBUY POINT logo

## **Eurocredit\*** 200.000

Blocked price 2,0% min 200,000

TRAVELPAY PROGRAM for 12 months

MULTIBUY LICENCE + MULTIBUY SUBSCRIPTION

MULTIBUY CIRCUIT for 12 months

TERRITORIAL EXCLUSIVITY BY CATEGORY

MULTIBUY SHOP 12 free months on  
the e-commerce

MULTIBUY WORLD 1,000,000

Local and National Clicks (from Nov. 19)

REWARD POINTS SHOP N. 400

ADVERTISING MATERIAL

5,000 CUSTOMIZED CARD

( FRONT SIDE WITH YOUR BRAND)

5,000 FLYERS + MULTIBUY ENVELOPES

NR. 3 PLATES with our MULTIBUY POINT logo

# 100% FREE TO CHOOSE



[www.multibuygroup.com](http://www.multibuygroup.com)