



DomecTM

COMPANY PROFILE

www.domecsolutions.com



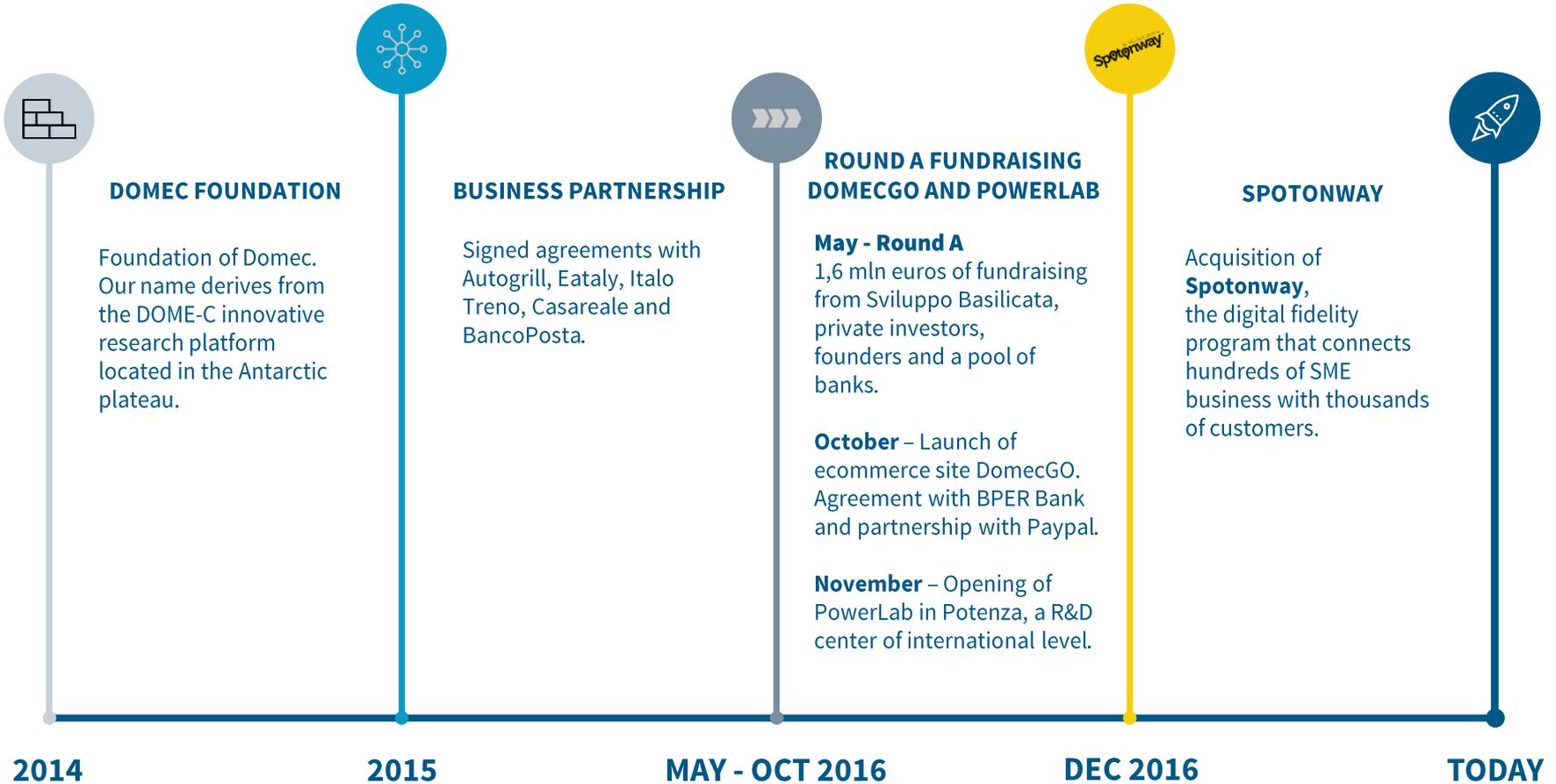
DOMEC IS A **FINTECH COMPANY**
ACTIVE IN THE INDUSTRY OF **INNOVATIVE PAYMENTS**
AND **LOYALTY SYSTEMS**.

WE HELP OUR PARTNERS IN THE **DIGITAL TRANSFORMATION** AND **OPEN INNOVATION** PATH
THROUGH **DOMEC TOOLS™**, OUR UNIQUE, MODULAR AND FLEXIBLE CLOUD PLATFORM (PAAS).

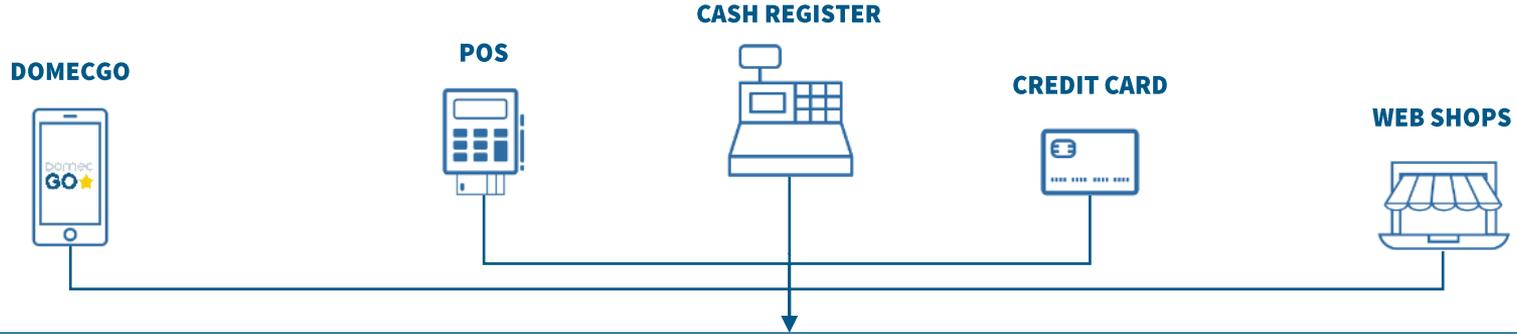


IN 2017 WE WERE SELECTED FROM CETIF (UNIVERSITY CATTOLICA OF MILAN) **AS ONE OF THE MOST INTERESTING STARTUP IN THE ITALIAN LANDSCAPE FOR PAYMENTS, BLOCKCHAIN & DISTRIBUTED LEDGER TECHNOLOGY** AND IN MARZOTTO AWARD, WE ARE REWARDED BY BANCA SELLA AS THE BEST ITALIAN FINTECH COLLABORATIVE OF THE YEAR.

MILESTONES



DOMEC TOOLS™ PLATFORM SCHEME



DOME C PUBLIC API							REPORTING AND KPI
STORED VALUE	COUPONING	LOYALTY	CASHBACK	MARKETPLACE	PIN DISPATCHING	EXT VAS	
GIFT CARD	GIFT	SUBSCRIPTION	FLAT	STANDALONE	PAYMENT BRIDGE BASED	E-INVOICE	
FIXED VALUE	FIXED VALUE	MINI COLLECTING	OPT-IN	LOYALTY LINKED		CAMPAIGN MANAGEMENT	
RECHARGEABLE	FIXED PERCENT	LONG COLLECTING	SKU BASED		WEB SERVICE BASED	PROXIMITY MARKETING	
	INSTANT WIN	SUBSCRIPTION+MC					
CARD LINK OFFERING							
VAS MANAGEMENT AND HANDLING							
DATA SERVICES, ANALYTICS AND BEHAVIORAL ANALYSIS TOOLS							

PRODUCTS AND SERVICES



DIGITAL ENGAGEMENT

Solutions that enable our partners to engage new customers by boosting the purchases and their average amount

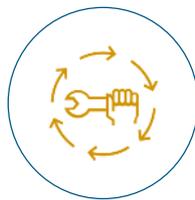
- ▶ STORED VALUE CARD
- ▶ GIFT CARD
- ▶ COUPONING
- ▶ INSTANT WIN & MGM
- ▶ PROXIMITY MARKETING



DIGITAL LOYALTY

Customer and Trade Loyalty Solutions (incentive plans) to let our clients reward their own customers

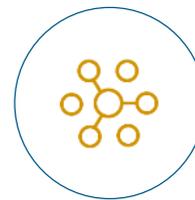
- ▶ LOYALTY PROGRAM
- ▶ PRIZE FULFILLMENT
- ▶ CASHBACK
- ▶ SPOTONWAY
- ▶ SCONTI BANCO POSTA



DIGITAL CRM

Solutions that help partners to define customized bids by analyzing and enriching their customer data

- ▶ DATA COLLECTION & CLUSTERING
- ▶ CAMPAIGN MANAGEMENT
- ▶ ANALYTICS E KPI
- ▶ SOCIAL CUSTOMER CARE



DIGITAL DISTRIBUTION

Solutions that facilitate the opening of new digital distribution channels in order to empower the supply of our partners

- ▶ DOMECCO.COM
- ▶ MARKETPLACE
- ▶ PROXIMITY CHANNELS
- ▶ MASS MARKET RETAILERS (MMD)

DOMEC TOOLS™ PLATFORM FEATURES

- ▶ **FLEXIBLE:** HIGH CONFIGURATION LEVEL OF PROMOTIONAL MODULES AND ACCELERATORS
- ▶ **SCALABLE:** SUITABLE FOR GROWTH OF WORK LOADS GUARANTEED BY HIGH PERFORMANCE
- ▶ **RELIABLE:** STRONG SAFETY AND CONFORMITY REQUIREMENTS THANKS TO THE USE OF THE MORE ADVANCED CRITATRIC ALGORITHMS (SHA-1 AND SHA-2)
- ▶ **ACCESSIBLE:** PUBLIC OPEN API PUBLISHED BY REMOTE
- ▶ **MONITORABLE:** DEDICATED DASHBOARDS, REACHABLE FROM WEB, TO MONITOR OWN CAMPAIGNS
- ▶ **INTEROPERABLE:** MODULES MAY BE COMBINED BETWEEN THEM STARTING FROM PARTNER REQUIREMENTS
- ▶ **SUPPORT:** DEDICATED CUSTOMER CARE



CLIENTS AND STRATEGIC PARTNERS



BUSINESS CASES



**DIGITAL
ENGAGEMENT**



**DIGITAL
LOYALTY**



**DIGITAL
CRM**



**DIGITAL
DISTRIBUTION**

DIGITAL ENGAGEMENT





Top quality food for everyone

Eataly's greatest purpose is to show how top quality products could be available for everyone. **It's exactly Domec philosophy!**

In order to enrich the loyalty programs dedicated to its consumers, Eataly has entrusted Domec with the processing and distribution of **Eataly Card** (physical and virtual), a privately-owned payment card used in Eataly Online Store and in all physical stores in Italy, to buy any type of products and services, including events.

Eataly Card is available in fixed and variable amount, rechargeable in cash, in Eataly Online Store and DomecGO, with an extremely simple recording procedure that allows dematerialization of its physical card, display of balance card and transaction list carried out.

With the help of Domec Tools™ Platform, Eataly now is able to:

- ▶ Analyze customers behaviors
- ▶ Launch targeted marketing campaigns
- ▶ Emit coupon and voucher discounts related to a card or specific cluster
- ▶ Dispense cashback spendable on Eataly physical / online acceptance circuit.





Give value to your ride

NTV is the first private Italian operator on the high-speed rail network, and the first operator in the world to use the new Alstom AGV train.

NTV has entrusted Domec with the **processing** of **Italo Rechargeable**, **Open Ticket** and **Business Pass** products.

Italo Rechargeable is NTV prepaid card with which is possible to purchase Italo tickets and accumulate points to reach all major Italian cities.

To start buying tickets and earning points with Italo Rechargeable, just connect to the dedicated section of the italo Treno website and select the card that best suits your needs (30, 50 or 100 euro).



A new conception of travel

Open Ticket is an initiative that allows you to purchase a ticket for a particular destination with a **reduction up to 30%** compared to the traditional ticket and without specifying the date and time of departure in advance.

By booking the trip at least 7 days before departure, the customer has the option of using the **Open Ticket** service for the routes provided in the offer.

Open Ticket is only available at **Lottomatica Italia** LIS stores. To use the ticket you need to access the Italo Treno website, go to the Open Ticket section and register the pin on the receipt issued at the point of sale.

Once the code is confirmed the customer can make the booking of the departure date.





Italo Business Pass

The more you buy, the more you save

Business Pass is an initiative dedicated to Italo business target that allows the companies (or VAT holders) to buy a prepaid card with a saving up to 40%!

With Italo Business Pass companies can purchase tickets with **flex rates** in any travel environment (except the Executive Club) along all the NTV network sections.

Italo Business Pass is not nominative and the tickets can also **be purchased for other passengers**.

Domec takes care of the entire management of **privately purse** of all cards and the related operations.

In this way, many business travelers, who daily use Italo Treno to move around the country, have even more advantages and conveniences dedicated to their needs.





Give the freedom of travelling!

Launched in 2013, FlixBus is a young mobility operator that changed the way of traveling for millions of people in Europe. The unique combination of technological start-ups, e-commerce platform and transport company has in created in a short term the largest intercity bus network in Europe.

Thanks to a simple booking system and an expanding network, FlixBus offers travelers the chance to discover the world with an offering suitable for all budgets. With the highest standards of comfort, safety and sustainability, FlixBus represents a convenient and green travel alternative.

FlixBus Italia has chosen **Domec** technological and commercial structure to manage and distribute **FlixBus Gift Cards** at over 40,000 **SisalPay** receivers, **Mondadori Store** stores and **DomecGO.com**.



Go to **DomecGO.com**



Feel good in movement

Autogrill is the first operator in catering services for travelers. Present in 30 countries, it operates around 4.200 shops and operates mainly in airports, motorways and railway stations, shopping malls, museums and other cultural sites.

Autogrill entrusted Domec with the processing and distribution of products **Again Cafe** and **Again Ciao** and the creation and management of the promocard.vyaggio.com website for consumer registration.

An engagement and loyalty project aimed at:

- ▶ Sustaining up-selling and cross-selling actions
- ▶ Enriching the proprietary database for CRM tasks
- ▶ Starting the digital transformation process

Again Cafe Card is a prepaid subscription card that allows early purchase of 10 coffee at a discounted price. The program also includes a simple registration procedure that allows dematerialization of physical cards, display of the balance (points available and disbursed) and the list of transactions made.

In less than 2 years, Autogrill generated over 900.000 transactions and pre orders of about 1.000.000 coffee.



Watch the **Videocase**



Sono nate le Card Again:
vantaggi speciali sui tuoi prodotti
e ristoranti preferiti.
Autogrill®: più ti fermi, più risparmi!

BUON APPETITO.
Risparmia 10 euro con i Ristoranti Ciao.



$15 \times 10 = 10$
1 Punto = 10€ = 1 buono

Il tuo weekend speciale
comincia in Autogrill®

DAL 27 AL 29 NOVEMBRE
BLACK FRIDAY
REGISTRA
la tua Carta Again®
PER RICEVERE 2 PUNTI
INVECE DI 1
ogni 15 euro spesi.



**SOSTA CHE FAI
PUNTI CHE TROVI!**

Dal 12 febbraio al 13 marzo
chi si ferma in Autogrill®
moltiplica i punti.



The more you stop, the more you save!

Again Ciao is a free card that let you **accumulate** points for each shopping you make at the Ciao stores and receive an euro bonus to use on future consumptions.

The program also includes a simple registration procedure that allows dematerialization of physical cards, display of the balance of paper (points available and disbursed) and the list of transactions made.

With the help of Domec, Autogrill:

- ▶ Developed a loyalty program consistent with its business and strategic vision
- ▶ Improved customer loyalty
- ▶ Acquired data and strategic information on their customer base

PROXIMITY MARKETING: NEAR IT



Unique in store experience!

DOMEC and NearIT can offer a versatile and **user-friendly B2B web-based service platform**, which bridges the offline and the online worlds.

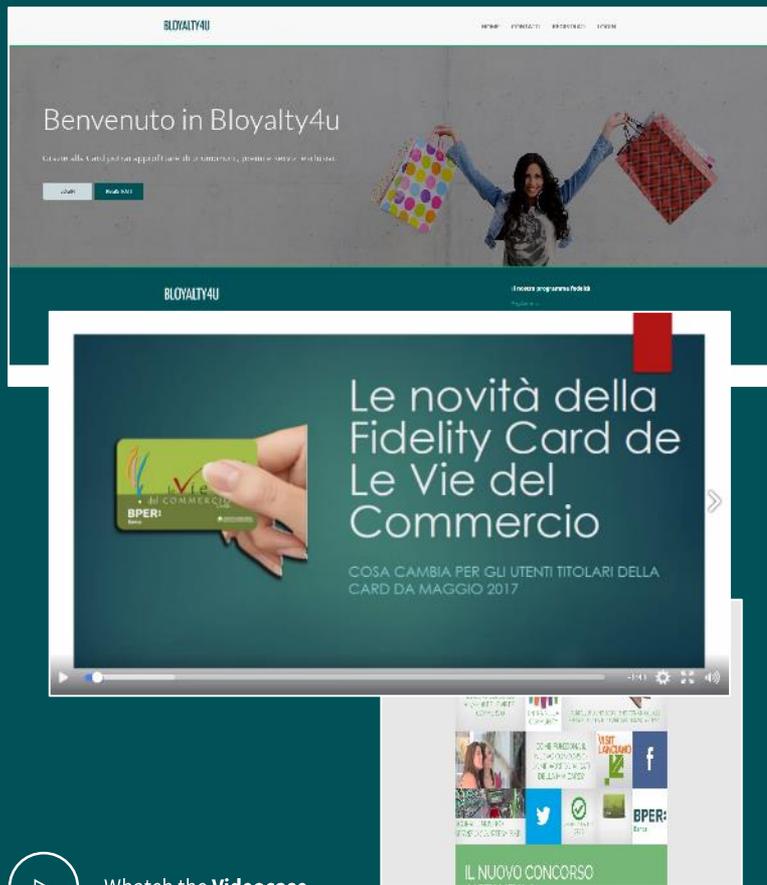
Our Partners, after the integration of our proprietary **SDK in their mobile app**, can rely on us for sending contextual engaging content to profiled users, while gaining data on how they interact with Geo-fencing, BLE Beacons, Push Notifications, Wi-Fi, Digital Signage, Couponing System and Telemetry.

Three easy steps for recipe creation by campaign managers:

1. Select all users or a specific user cluster: **All women of ages 18 to 30** who have shopped at **Shoesworld** before.
2. Select from a variety of content: A **2x1 coupon redeemable** at the POS.
3. Select from a many triggers: When **target users are within 10 mts.**

DIGITAL LOYALTY





Bloyalty4u.

We connected BPER to its customers by creating a unique loyalty program.

We started from a BPER need: increasing the **relationship value** between **BPER and Geolocal Stores**.

Our solution: the launch of the first territorial loyalty program in Lanciano (central Italy), **LE VIE DEL COMMERCIO**, featured by the Loyalty Card **Le Vie di Commercio**, through which this project is running.

Currently, the service is operational on about 40 shops and in the coming months it will be extended to thousands of outlets in other Italian municipalities served by BPER Banca.

Through the implementation of a proprietary application installed on payment POS terminals, **Domec manages Bank's Loyalty-Payment systems based on Cash Back and Instant Win modules.**

We also developed the site bloyalty4u.it that allows customers to sign up for the program and check balance and movements.





Only for Numbers One!

Solution designed for Fuel Stations that want to launch Digital Transformation programs with limited budgets.

Casareale Carburanti Group sells a wide range of oil products that meet all customer needs. The Group manages several property sales station in the province of Bari.

Casareale has expressed the wish to create a strongly characterized and personalized loyalty program.

The result was the development and launch of **First Card**, a loyalty program through a free card, that used at one of the Touch Points within the service station let the customer earn points for each euro of fuel purchased and to convert them into cash.

Domec developed the **First Card Casareale app**, dedicated to end-users, the **First Card Merchant app** for managing the program, the **Firstcard.it showcase site** to enable customer registration, display of card balance and transactions list.

In less than a year since launch, over 300.000 transactions were carried out on the **Domec Tools™ platform**.



Visit Site **FirstCard.it**



Track your fleet refuel

The **First Card** loyalty program has also been extended to transport companies. Domec developed the **First Card Fuel Truck** service that, through the use of the same system, allows to manage fuel cards distributed to companies and VAT matches in a End to End mode, including electronic billing.

First Card Fuel Truck is a prepaid card dedicated to transport companies that need to monitor the refuel made by their employees.

1. Each driver receives a card with a preloaded amount to be used for the payment of the fuel.
2. At each operation the plafond is reduced until the credit is exhausted.
3. Expenditures are recorded using a tablet on which a dedicated Domec App has been installed, enabling the driver to sign up for each supply.
4. By accessing the firstcard.it site, the client company is able to display the plafond of each single card.
5. At the end of the month, once the expected sum was received, Casareale reactivated the corporate plafond.



Visit FirstCard.it



Retailer Benefits

- ▶ Simple and immediate (fast recording)
- ▶ Customizable
- ▶ Database and customer statistics for sending DEM profiles
- ▶ Visibility on the Spotonway app mobile

Customer Benefits

- ▶ Fast and simple to use
- ▶ Universal fidelity card
- ▶ Geo-local service to find new Spotonway affiliated points

Spotonway The innovative digital fidelity program!

Spotonway is an innovative digital fidelity program that allow the retailer know and retain the customers that come in the stores.

The program allows the retailer to create:

- ▶ a collection of points addressed to the final customers, those could redeem awards
- ▶ a database of own customers on which can launch profiled marketing campaigns

Main features of the program are:

- ▶ a single loyalty card that can be used for each Spotonway point store (the customer registers once only)
- ▶ points can only be used at the same place where they were accumulated
- ▶ Loyalty program prizes are determined by the retailer, depending on his preferences (investment at his expense)

The service is active with more than 100.000 end customers and over 1.000.000 check-ins made.



Visit [Spotonway.com](https://www.spotonway.com)

DIGITAL LOYALTY: SCONTI BANCOPOSTA



FOR AFFILIATED MERCHANTS SCONTI BANCOPOSTA OFFERS:



The Best Way To Boost Your Business

Sconti BancoPosta is the largest cash back program in Europe with over 20 million customers and over 30.000 merchant members.

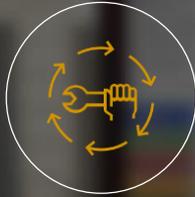
The program rewards customers who make their purchases with **Bancoposta cards** at the agreed merchants.

Domec is a partner of Poste Italiane in managing a part of the Sconti BancoPosta chain. It deals in particular with the merchant's bargaining, billing and related financial coverage of the discounts paid by the merchant.

Domec also developed an **innovative system** for managing on-board sales activities.

Moreover together with Poste Italiane, Domec also develops Marketing and Engagement Activity Program for merchant to stimulate the continue growth of the program.

DIGITAL CRM





NEW Italo Più. Whose better travel, more travel wins!

Italo Più is the loyalty program of Ntv that allows travelers to accumulate points on each trip, depending on the route, the travel environment and the commercial offer purchased, and to benefit from numerous advantages: premium tickets, upgrade tickets class, and dedicated promotions. Extra points can be accumulated by purchasing the services offered by the Italo Più partners.

Domec has created the new **CRM platform** dedicated to Italo travelers, designed to encourage loyalty and offer customer care based on consumer habits, with calibrated bidding on behavior.

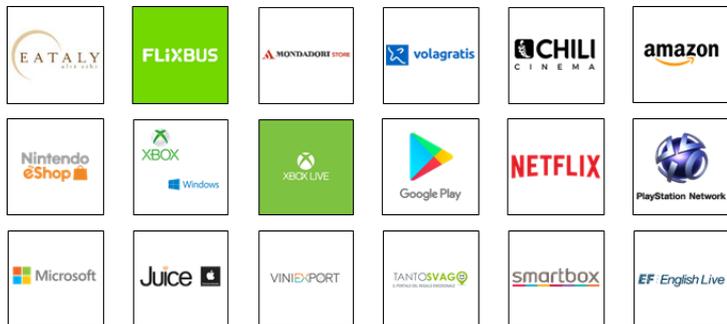


DIGITAL DISTRIBUTION





PRODOTTI IN VETRINA



DomecGO

DomecGO.com is the e-commerce platform of Domec that allows you to buy gift cards tickets, boxes and other interesting services at the best market conditions, easily and quickly.

DomecGO.com is also the tool provided to Domec customers (ex Eataly) to associate their cards and to be updated in real time on the status of the card, check the transactions made and receive real-time offers and promotions (ex recharge the card and receives 10 euro for free).

More than 100 products of the best digital and physical brands are currently available on DomecGO.com. And only for the BtB world, **iTunes Codes**.



Visit [DomecGO.com](https://www.domecgo.com)



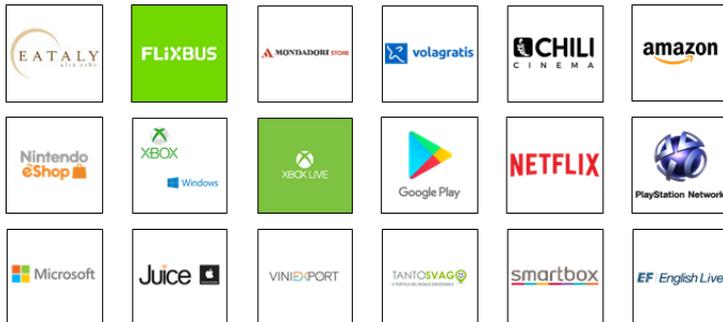
New digital distribution channels

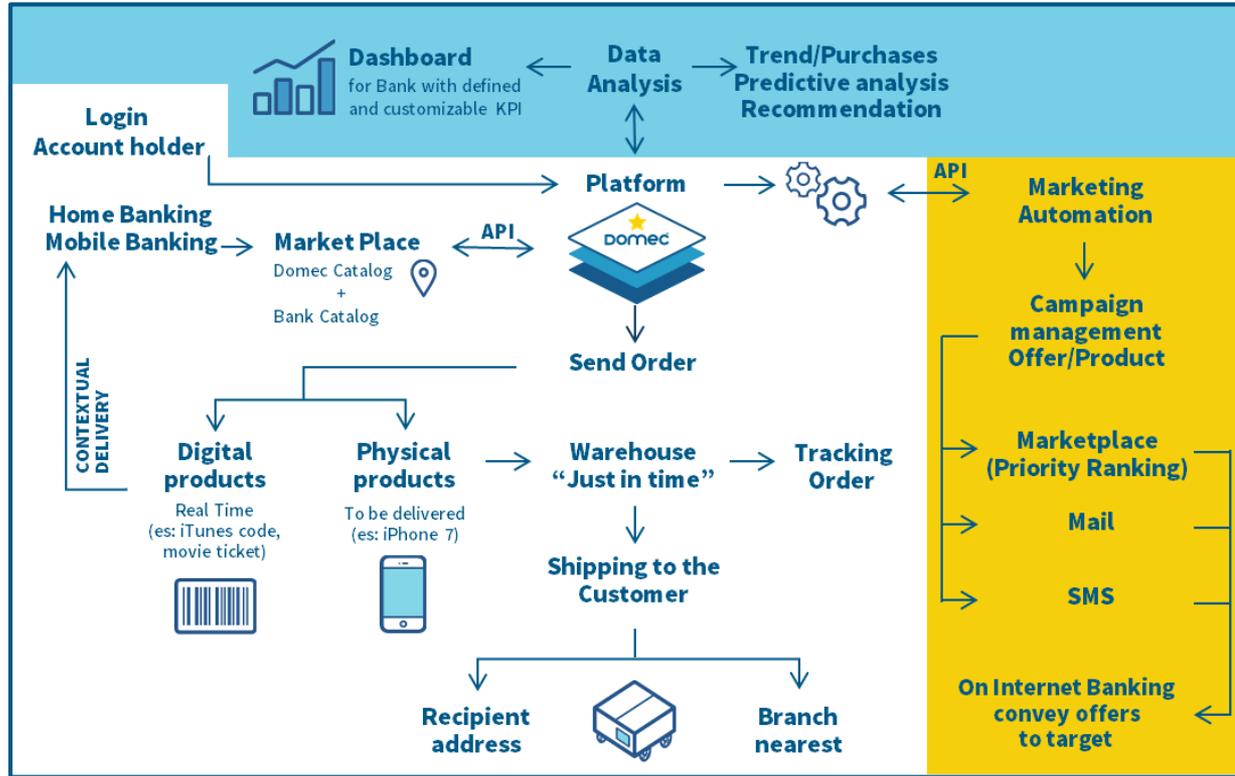
We facilitate the opening of new distribution channels without the need for customer development, as we work through a simple integration with the **Domec Tools™ platform**, which in turn acts as a star center to current or future electronic channels.

Domec is partner of **SisalPay** for the marketing of digital goods and services over 40,000 related points.

Due to the integration between SisalPay payment platform and Domec Tools™ platform, Domec delivers several products including Flixbus, Volagratis and Mondadori.

The Domec Tools™ platform is also integrated with **Mondadori** cash systems, which has over 600 retail outlets across the country.





Marketplace

It is a **digital showcase** dedicated to customers through which a bank can enrich its business offer and increase profits by retaining the customer base.

Other operators like Facebook have already successfully activated similar tools. Thanks to the solution offered by Domec, the Bank can launch its own Marketplace in a short time and without significant investment.

Up to now, the Domec solution is integrated with Cedacri's Core-Banking systems, one of the largest banking services centers in Italy.

More than 100 products of the best digital and physical brands are currently available on the Marketplace. And only for the BtB world, **iTunes Codes**.

YOUR DIGITAL TRANSFORMATION

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