domec™

The Loyalty Payment company

Company Profile

Who we are

We are a **Collaborative FinTech Company** from the Italian heart but from the multinational approach, that develops innovative technologies in the field of **payment systems** and **value-added services** connected to these.

DOMEC

Milestones

2014
Foundation of Domec
Year of Domec foundation, which takes its name from the Technological R&D Platform Dome-C located in the Antarctic plateau.

2016
Round A Fund Raising
Signed Round A Fund raising of 1.6ML Euro from the Venture Capital Fund of Basilicata Region, some private investors, the Founders and a pool of 2 italian banks.

2016
Opening PowerLab
Opening of Potenza's "PowerLab", a world-class R&D center located in South of Italy

2017
Opening Domec Spain
Opening of Domec Spain, our Spanish subsidiary, immediately included in the acceleration program of Bankia Fintech.

2018
Distribution in France
Opening of French market with the starting of digital distribution.

2019
Entry into the UK market
Entry into the international FinTech Omnio Global group with offices in the UK and Luxembourg.

Numbers

+100%

Net growth %
2019 vs 2018

100k

Integrated Point of sale
50K ready for Dispatching
Pin

+20M

Number of managed transactions
Last year

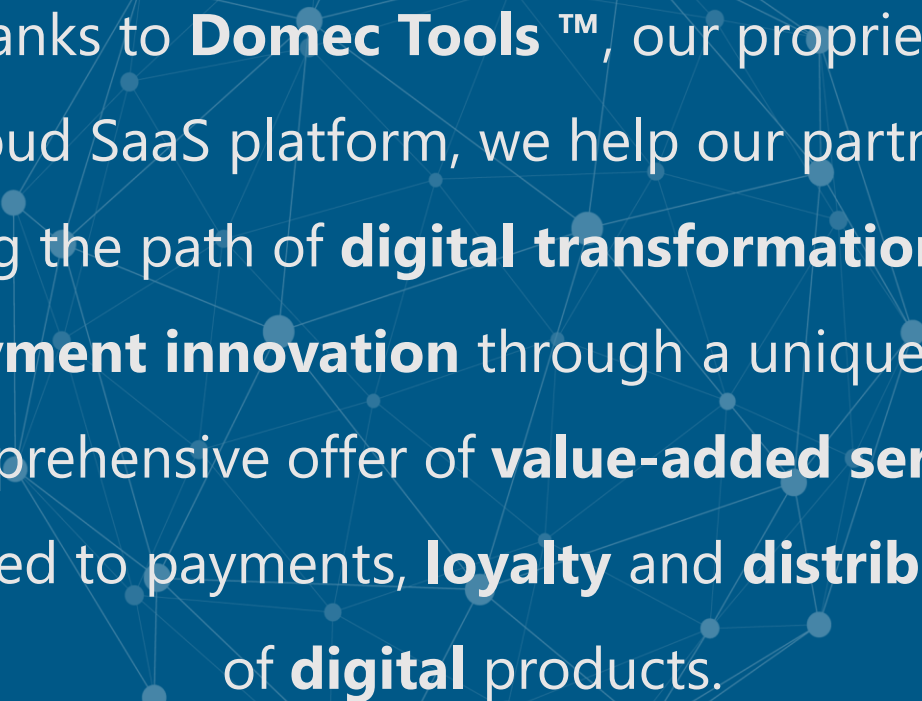## ITA, ESP, FRA, UK

Current business
Active markets

+5M

Number of cards managed
Last year

+20M€

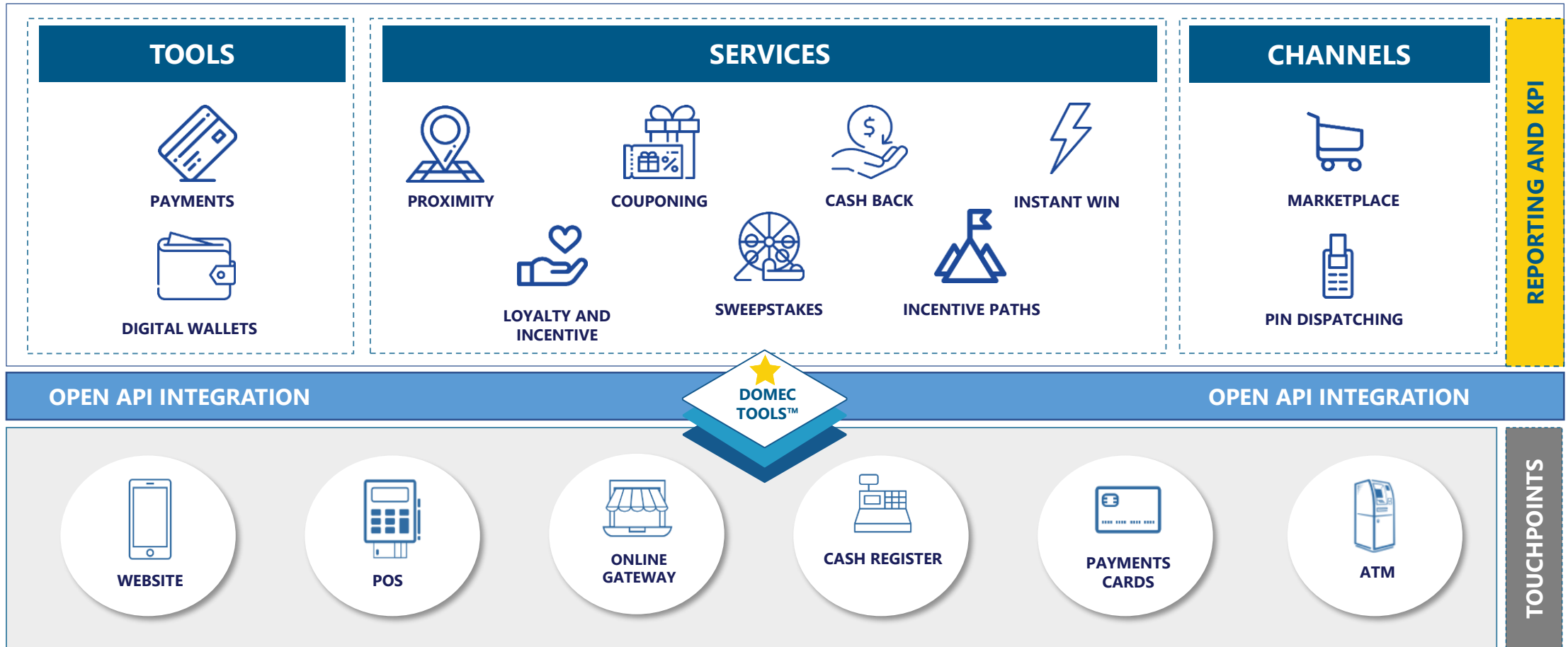Volume of managed transactions
Last year
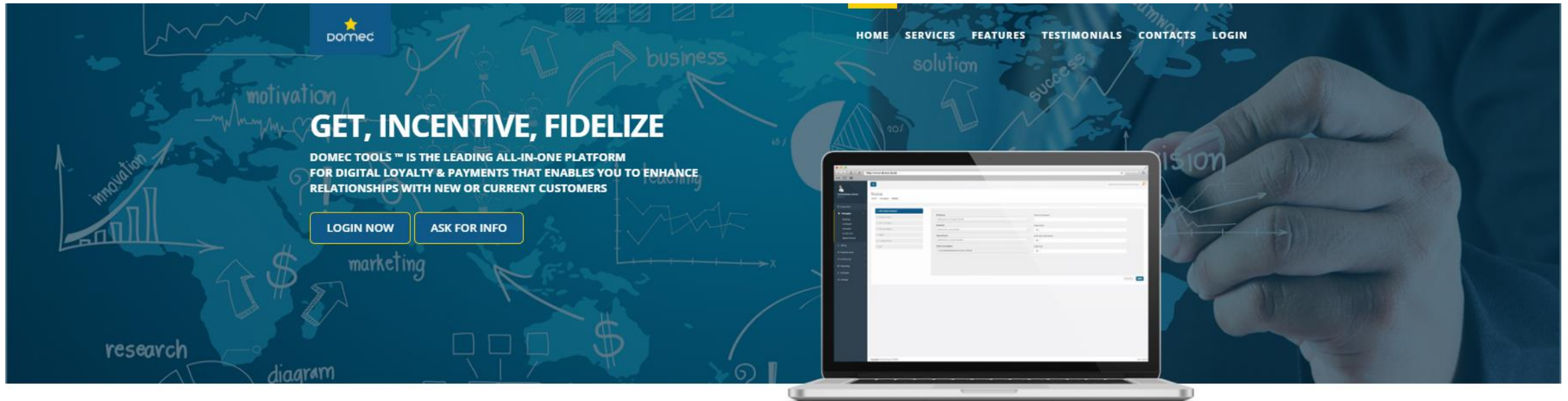
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What's Domec Tools™

Thanks to **Domec Tools ™**, our proprietary cloud SaaS platform, we help our partners along the path of **digital transformation and payment innovation** through a unique and comprehensive offer of **value-added services** related to payments, **loyalty** and **distribution** of **digital** products.

Platform Domec Tools™

Domec Tools ™ through a **Rest API** system is able to deliver its services on different **touchpoints.**

TOOLS

PAYMENTS

DIGITAL WALLETS

SERVICES

PROXIMITY

COUPONING

CASH BACK

INSTANT WIN

LOYALTY AND INCENTIVE

SWEEPSTAKES

INCENTIVE PATHS

CHANNELS

MARKETPLACE

PIN DISPATCHING

REPORTING AND KPI

OPEN API INTEGRATION

DOMEC TOOLS™

OPEN API INTEGRATION

WEBSITE

POS

ONLINE GATEWAY

CASH REGISTER

PAYMENTS CARDS

ATM

TOUCHPOINTS

General features

Secure

Thanks to the use of the highest existing cryptographic algorithms (sha-1 e sha-2).

Interoperability

The modules can be connected together to achieve the goals of the partners.

Scalability

Developed to be subject to increased workloads without losing performance.

Accessibility

Public system of public Open API interfaces that can be invoked remotely.

Support

Our development and maintenance laboratory guarantees constant support 7/7, 365 days a year.

Flexibility in solutions

Payment Tools

Branded payment cards (Gift Card, Closed or Open Loop) usable in commercial circuits defined by the Partner.

Instant Win

Instant draw sweepstake, which take place automatically after an enabling action by the user (e.g. transaction).

Incentive Paths

Activities through which customers are encouraged to take specific actions to receive one or more prizes.

Loyalty and Incentive

Innovative all inclusive loyalty systems: digital platform, legal and creative support as well as prize catalogs to be won.

Smart Couponing

Discounts in percentage or fixed value, issued after purchases or other virtuous behavior.

Pin Dispatching

Systems for the distribution and widespread of digital vouchers and gift cards in the territory (e.g. through Sisal and Mondadori points).

Private Cash Back

Money returned to the customer, after purchases made in certain merchants, to be spent in those merchants.

Proximity Marketing

Tools able to engage customers around specific points of interest (eg sales points) with ad hoc messages.

Digital Wallets

Private wallets incorporating currencies and values of different types (points, credits, vouchers, etc.).

Marketplace

Full service e-commerce platforms that can be integrated on partner systems via API. Declinable for welfare and / or incentive projects.

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Our Value Added Services

Domec

Payment Tools

Branded payment tools are designed for **closed commercial circuits** (eg points of sale defined by the Partner) and for **open payment circuits** (Visa or Mastercard).

Gift Card

- Card with a defined amount, not rechargeable
- In physical and / or digital version
- Can be purchased and spent on channels defined by the Brand

Privatable rechargeable card (Closed Loop)

- Card with defined amount, rechargeable (money, voucher, meal vouchers)
- In physical and / or digital version
- Purchasable, rechargeable and spendable on touchpoints defined by the Brand

Prepaid Card (Open Loop) *

- Prepaid card connectable to IBAN and online account
- Usable on all POS with international circuits, ideal for involvement projects and activations

* In development with partner companies

Digital Wallet

Branded virtual spaces able to enclose in a single environment a series of **digital wallet** in which different types of values can be accumulated.

Money

Within the dedicated wallet it is possible to **save money** to be spent within a given commercial network.

Points

Within the same platform, parallel to the others, it is **possible to accumulate loyalty points** that can be used in the brand's program.

Coupon

Same tool but different space, with our solution it is possible to hypothesize a section where the brand's **vouchers and coupons are accumulated.**

Smart Acquiring Services

Advanced Smart Acquiring system is able to generate value-added services directly from transactions, in partnership with Axepta, a BNP Paribas Group company specialized in the management of electronic payments for small and medium-sized businesses and large Retailers.

Physical Pos

- *Acquiring* - Acceptance of payment cards for the main circuits
- *Pos supply* - Service of supply of a wide range of POS Terminals enabled to the latest technologies
- *Additional Services* - Additional payment services customized according to customer needs

E-commerce payment services

- *Virtual Acquiring* - Acceptance of payment cards of the main circuits on the Merchant's website and additional payment services customized for e-Commerce customers

Loyalty programs

Programs dedicated to the **loyalty of end customers** with features that can be customized around the scope and objectives of our partner.

Subscription

Subscription service (including rechargeable) dedicated to the **recursive consumption** of certain products / services.

It is often used as a digital **evolution** of the loyalty card with stickers.

Mini Collecting

Collection of **single premium** points to be redeemed at the threshold.
Points can accumulate:

- **Value spent** (eg 1pt x € 1)
- **Number of shares** (eg 5pt x each visit to the store)
- **Accelerations** (eg Monday double points)
- **Custom criteria**.

Long Collecting

Points collection program with relative catalog of prizes with multiple redemption thresholds.

There is no redemption obligation at the threshold. Points accumulation similar to mini collecting.

Incentive Paths

In the context of loyalty programs we are able to offer **different paths of engagement**, with customer experience segmentable for individual clusters of recipients.

Status Program

- **Increasing status** linked to greater benefits
- Status changes may depend on **different factors** (eg earning points for using a card, brand loyalty, premium account, etc.)
- **Extra benefits in addition** are predictable with each status change.

Missioning

- It requires the participant **to perform certain actions** (at specific times) to receive one or more awards
- Multiple missions can be combined together to form a **campaign**
- The actions to be performed may be different (eg login, registrations, transactions, etc.).

Cash Back

- **Credit back of percentage** of the expenditure made in certain merchants
- Amounts or values reusable in individual stores (**vertical**) or set of stores (**horizontal**)
- The re-credit percentage can be subject to **acceleration** for specific moments of interest.

Focus on Proximity

Proximity services able to **selectively engage users**, taking advantage of a customer's proximity to a point of interest predefined by the Partner.

Contents

Selection from a variety of contents that can be conveyed to the customer.

Eg coupon to be redeemed at the cash desk, a special gift to pick up in the store, Instant Win organized by the Partner at check-in, etc.

Trigger

Select from a variety of triggers to engage the customer.

Eg when the target user is near or within the point of sale it is possible to invite him or her to enter or go to certain departments of the same to receive a benefit.

Cluster

Select all users or a specific cluster defined by the Brand.

Eg all women between the ages of 18 and 30 enrolled in the company loyalty program can be reached by a message with a discount dedicated to them.
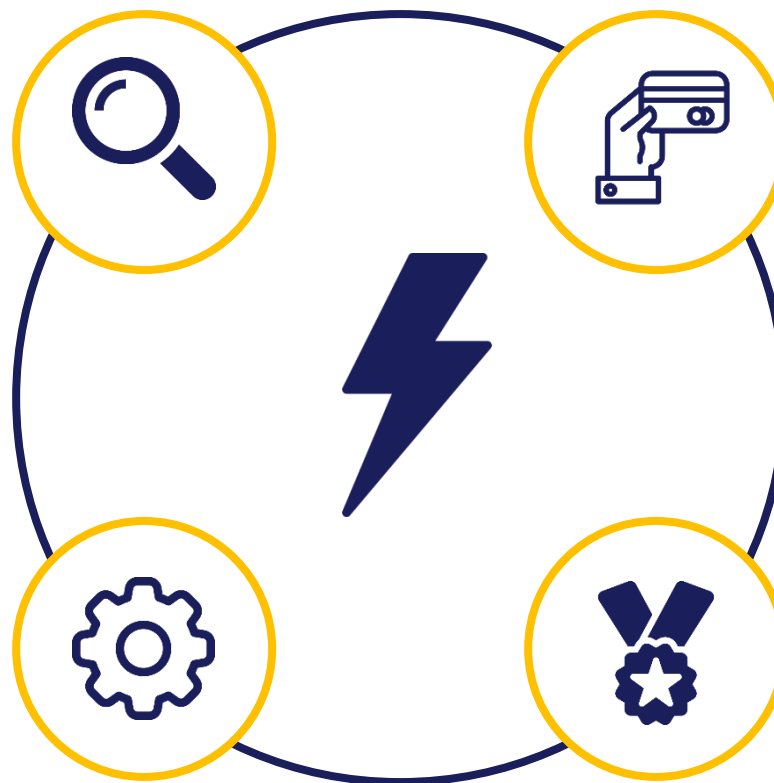
Focus on Instant Win

Why we are

Instant draw competitions can be perfect engagement tools for brands thanks to the **flexibility offered** by Domec Tools in terms of configurability.

Configuration criteria

- **Frequency of winnings** (divided by week, day, hour);
- Participant **cluster;**
- **Amount spent** by customers

When the extraction is activated

After:

- **Issue** of a card
- **Activation** or recharge of a card
- **Participant** registration
- **Transaction**
- **Completing a mission**

How to activate the extraction

At the time of activation, the system **instantly delivers the extraction** response based on the **conditions configured** on the platform.

Pin Dispatching services

Service able to deliver **virtual codes** on proximity channels containing credit available to be used in **touchpoints** defined by the Partner

Pin Dispatching

Safe, flexible and innovative method, thanks to which end customers can purchase Partner **vouchers** directly at authorized points of sales (e.g. SisalPay, Mondadori Store, etc.), automatically receiving a **PIN**, generated directly on receipts.

POSA

Point Of Sales Activation (POSA) is the innovative retail system that allows Partners to activate codes (printed on multipack or gift cards) in the moment of the sale.

Our network of Partners can help the distribution in GDO markets.

Marketplace

Marketplace service to be integrated in stand alone mode (within its own systems) or customized (e.g. for the redemption of **prizes in loyalty programmes**)

E-commerce

Thanks to our partnerships, we have a rich catalogue to be inserted in private marketplaces: from **Grocery** (Eataly and Fico) to **Travel** (Flixbus, Volagratis), from **Entertainment** (CHILI Cinema) to **Fashion** (Zalando), from **Gaming** (Nintendo and Xbox) to **Culture** (Mondadori Store), and also **Professional Products** and **Software** (Microsoft and Juice).

Ad-hoc platform

We have the ability to configure the platforms for our Partners with **differentiated acquisition criteria**.
A concrete example can be represented by a platform dedicated to the redemption of prizes related to a point catalog offered by the Partner to its end customers.

Our partners

The brands shown on this slide are listed for illustrative purposes only.

Why Domec

Domec

Where we help our Partners

Domec™

- ✓ **Digitization** of payments
- ✓ **Customization** of loyalty programs
- ✓ **Increased loyalty** services for Partners
- ✓ **Widespread distribution** of digital products on channels outside those of the company
- ✓ **End to end project management**

Ancillary services

Prize & Logistic

Thanks to the partnerships already active and to our proprietary marketplace (www.domecgo.com), we are able to provide a **full range of digital items**.

Software & Hosting

Our technological infrastructure allows to better manage operations required by each individual event in a **safe and independent environment** and to provide timely reports.

Creativity & Planning

Thanks to our creative team we can create all artworks and copy related to the program as well as media planning.

Legal

From our experience in the field of prize events we have developed partnerships with **legal agencies** that allows to cover with all potential customer needs.
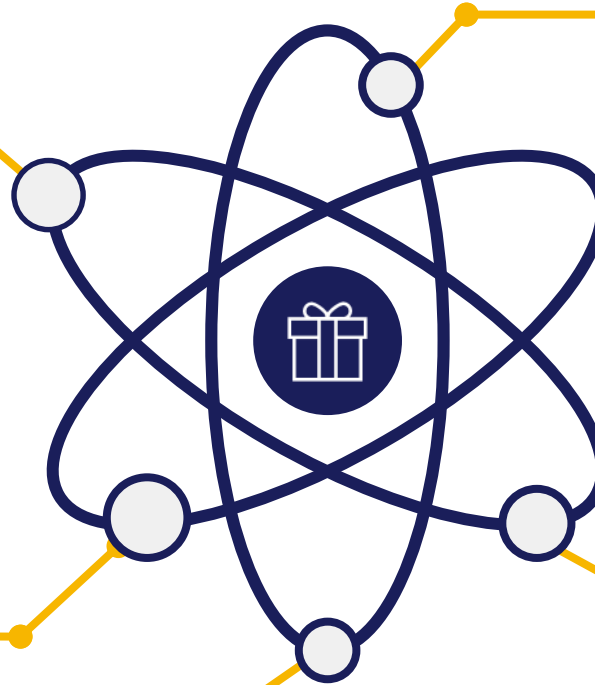
Customer care

We offer support 5/7 to partners and 7/7, if needed.

Prizes and certifications

CeTIF FinTech LightHouse

Selected in 2017 by CeTIF - Università Cattolica of Milan, as one of the best companies in the Italian scene in the field of payments, blockchain & distributed ledger technology.

Gaetano Marzotto Award

DOMEC has been awarded as the best "Collaborative FinTech Company" of 2017.

Early Metrics

DOMEC is in the top 6% of the over 1.300 startups evaluated by the independent French evaluation group Early Metrics, collecting 5/5 stars.

Certificate ISO 27001:2017

DOMEC has earned the certification for the management of information security, which testifies to the quality of the work of our team and the strategic choices implemented.

Thank you.

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