Company Profile

www.domecsolutions.com

Overview

Who

 Creation and management of **Loyalty Programs integrated** with the most advanced **payment systems**.

 Ready solutions to increase **sales of digital products**.

 We are in: **Rome** and **Milan**

What

 Thanks to *Domec Tools™*, the **patented** Saas cloud platform, we support our partners in the path of **digital payment** innovation through a **unique offer of Value-Added Services**.

On top of platform services we also deal with:
- **Legal Support** Prize Contests
- **Catalogue of prizes** and logistics
- **Creativity** and Media Planning
- **Search Partners** and affiliation stores

How

Domec platform Tools™ is covered by Italian patent

Best collaborative FinTech - Università Cattolica 2017

Best Collaborative Fintech Gaetano Award in 2017

Top 6% "Best 5 Stars Early Metrics Start-Ups"

Quality Certification
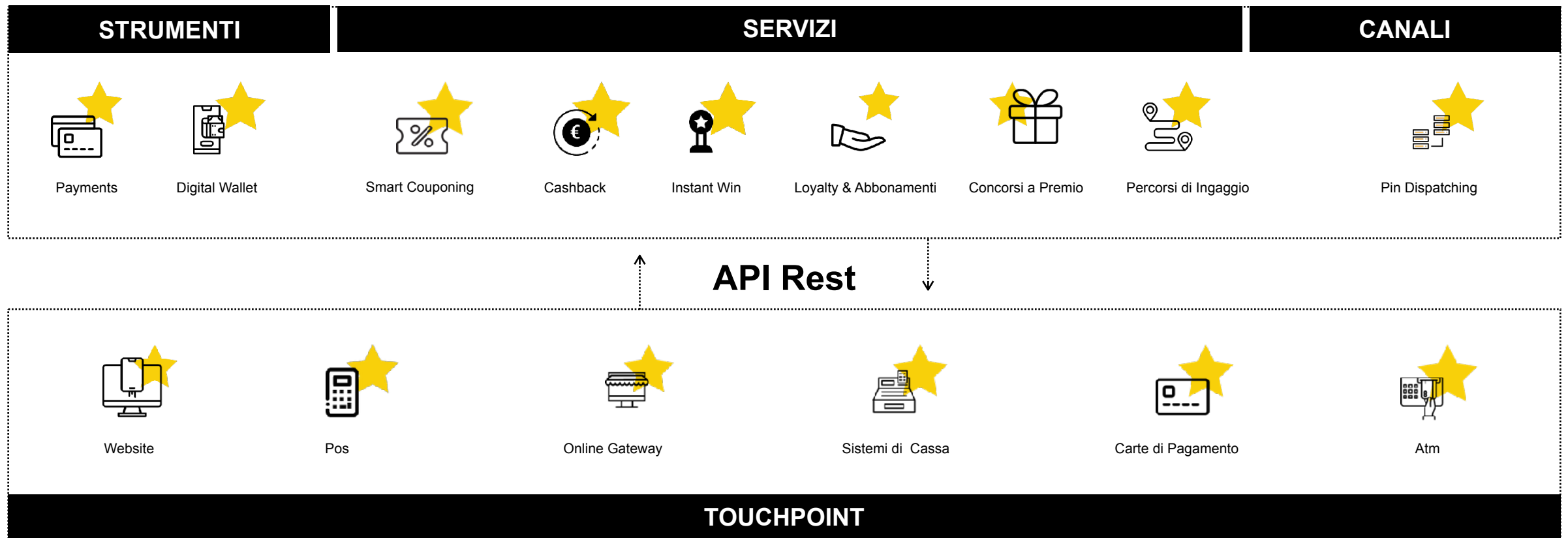UNI CEI EN ISO IEC 27001:2017
UNI EN ISO 9001:2015

About Domec

We are a **Fintech company**, which provides **value-added services** and innovative technological solutions in the field of **Digital Payments** and **Loyalty**.

Domec Tools ™ Platform

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

STRUMENTI		SERVIZI						CANALI

| Payments | Digital Wallet | Smart Couponing | Cashback | Instant Win | Loyalty & Abbonamenti | Concorsi a Premio | Percorsi di Ingaggio | Pin Dispatching |

API Rest

Website	Pos	Online Gateway	Sistemi di Cassa	Carte di Pagamento	Atm

TOUCHPOINT

Focus on value-added services

Payment Tools

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

Incentive Paths

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

Smart Couponing

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

Privative Cashback

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

Instant Win

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

Loyalty e Incentive

- Points accumulation with digital catalogue;
- Collecting points with compulsory ransom.

Pin Dispatching

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

Digital Wallet

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

Our value added services

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 Cards

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

Privative 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

*Developing 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 (eg1pt x € 1)
• Number of shares (eg5pt x each visit to the store)
• Accelerations(egMonday 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 segmentablefor individual clusters of recipients.

Status Program

- **Increasing status** linked to greater benefits
- Status changes may depend on **different factors** (egearning 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 (eglogin, registrations, transactions, etc.).

Cashback

- **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 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.

When the extraction is activated

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

Configuration

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

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.

Support Services

Legal Support

The service for the regulation of operations and competitions, from the drafting of regulations to the extraction of winners.

Prize& Logistic

Identification and creation of dedicated digital premium catalogues with related premium management, purchase and delivery.

Communication & Design

The service of design and construction of communication materials for all channels. cards and/ or digital cards, counter displays, web interfaces, apps, banners and social media.

Customer care

The dedicated back office service, available by phone and/ or via the web, 7 days a week, 365 days a year.

Prizes and certifications

domec
The Loyalty Payment company

CeTIF FinTech LightHouse

Selected in 2017 by Cetif, Università Cattolica di Milano, as one of the best Italian companies in the field of Payments, blockchain & distributed Ledger technology.

Patent For Industrial Invention

DOMEC has obtained the patent "Method to collect personal purchase information relating to a customer through a
POS terminal and related electronic equipment".

Gaetano Marzotto Award

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

Early Metrics

DOMEC is in the top 6% among the over 1,300 startups evaluated by the independent French evaluation group, collecting 5/5 stars.

UNI EN ISO 9001:2015

DOMEC has obtained the certification for the design and delivery of platforms and computer systems for the management of loyalty programs in the national and international.

UNI CEI EN ISO/IEC 27001:2017

Since 2019 DOMEC is certified for Information Security Management Systems.

Our collaborations

Grazie!

DOMEC S.p.A.

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