

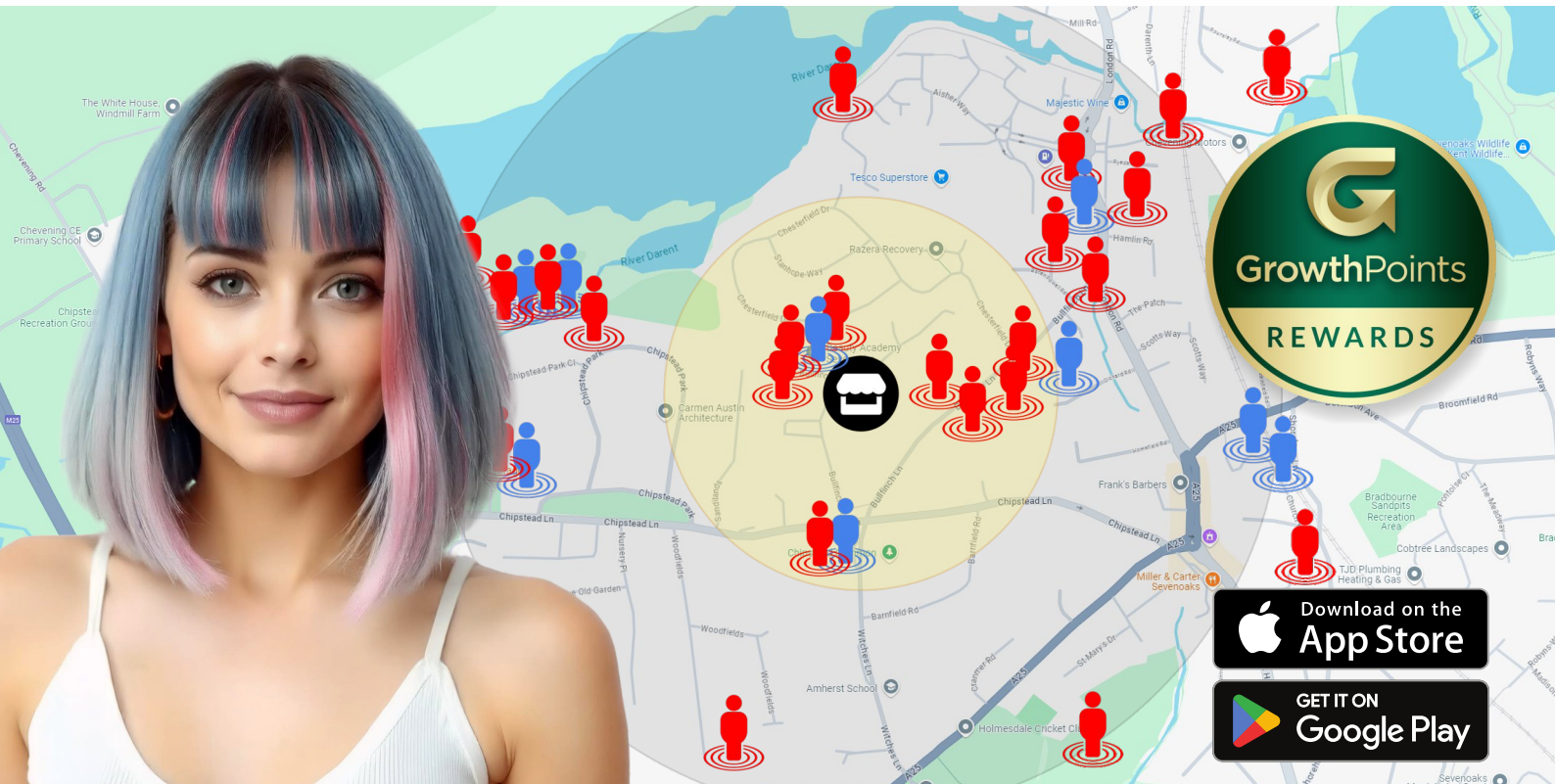
The Co-partner Syndication of the Frega Airdrop Application

The fourth quarter of 2024 will see the release of the Frega Ai Super App on both the Android and Apple Play stores.

This will usher in the release of the Frega Airdrop lead generation Application which will be built into the Super App to deliver new customers and increased, repeat sales to businesses of all sizes.

Frega is seeking to recover a portion of the resources invested in the development and commissioning of the application and as consideration for the investment the syndicate partners share a portion of the global revenues earned from the Airdrop App.

The opportunity to participate in this syndication is detailed in this document.



Please read the document carefully and seek professional independent advice before you elect to participate in the syndication.

September 2024

The Opportunity

Airdropped Flash Offers: Advertising that ultimately costs a business nothing.

Airdropped Flash Offers are a super-efficient, high-velocity advertising medium which, with continued use, reduces in cost to the point where it generates residual profits for the business.

Syndicate partners in this Airdrop application are expected to receive over 100% cash return on investment per annum, per 1,000 businesses issuing airdrops, at the value and rate estimated in this document.

The Background

Frega's business model shares the money generated throughout its ecosystem.

Frega is a UK based software company that has received 17 Government Grants for Innovation.

Its target market is the over 300 million SMEs and their billions of customers globally.

Over the past 7 years it has built and perfected a digital platform capable of hosting and delivering any number of applications, tools and services to its users in 182 countries, via the web.

Unlike any other platform, Frega shares the money generated throughout its ecosystem with all the people using it, in proportion to their level of activity.

By looking after users' financial interests and sharing four income-producing assets and the cash they produce, Frega has secured:

- international adoption
- long-term retention
- and the increasing engagement of its users.

These three are the holy grail of any software company.



The Super App

Frega is about to release its Super App in the 4th quarter of 2024

This App enables Frega's Growth Point Loyalty Rewards and Airdrop Flash Offers to be issued and redeemed by merchants and their customers anywhere in the world via their smartphones, with no technical skills or capital investment.

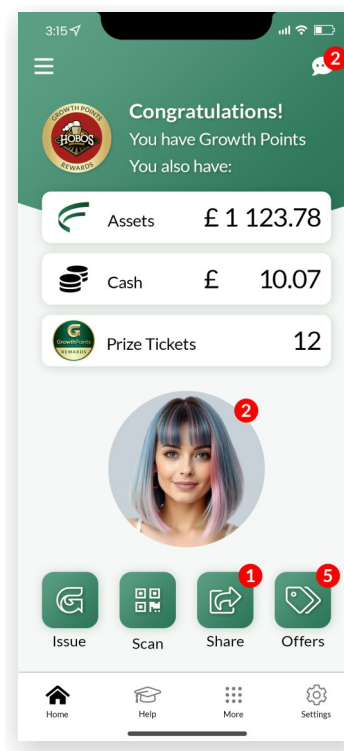
Every recipient of Growth Points from any merchant issuing them as loyalty rewards, will download the App and immediately be presented with their share of Assets, Cash and Prize Draw tickets.

And this will trigger two inevitable questions:

- Where did these come from?
- And how do I get more?

The User's AI digital assistant, built into the App will explain that the user can receive more by:

- using more of the software and services
- sharing the App with friends
- and buying goods and services from merchants issuing Growth Point loyalty rewards and Airdropped special offers.



The Rollout

With Users already in 182 countries, Frega has a number of concentrated pockets of active users, affiliates, consultants and merchants primed for the release of the Super App around the world.

Upon its release, these merchants will start issuing their branded Growth Point loyalty rewards to their customers in order to increase sales, stimulate repeat business and build their customer database.

Within days, the average merchant in these concentrated areas will have issued Growth Points to hundreds of customers, resulting in thousands of new users.

Every customer will download the Super App to claim their rewards, and be presented with compelling reasons to share the app with friends to qualify for more Assets, Cash and Prize Draw tickets.

Statistically, one in ten of these newcomers will be another business, some of whom will also want to issue Growth Points and Airdrops to build their own customer database and accelerate sales.

Within a relatively short period of having released the App we will have concentrated and growing pools of thousands of potential customers. All primed to improve their financial position by the Ai messaging within their App, they will now be on the lookout for Growth Point Loyalty Rewards.

This is when merchants will begin issuing Airdropped Flash Offers to this growing and hungry market.

Every offer will result in both the merchant and the customer receiving Growth Points and Airdrop Units, that contribute a share of the growing ecosystem's cash into their accounts every day.

So, having created The Platform That Shares, and the Super App with the user's financial interest at heart, Frega is in the unique position to match buyers with sellers through cash generating Growth Points and Airdropped Flash Offers, that can be set up by any business globally and cannot be replicated with any other business model.

The Airdrop Application

One of the biggest challenges for every business, is increasing sales from existing and new customers without wasting money on advertising that never bears fruit.

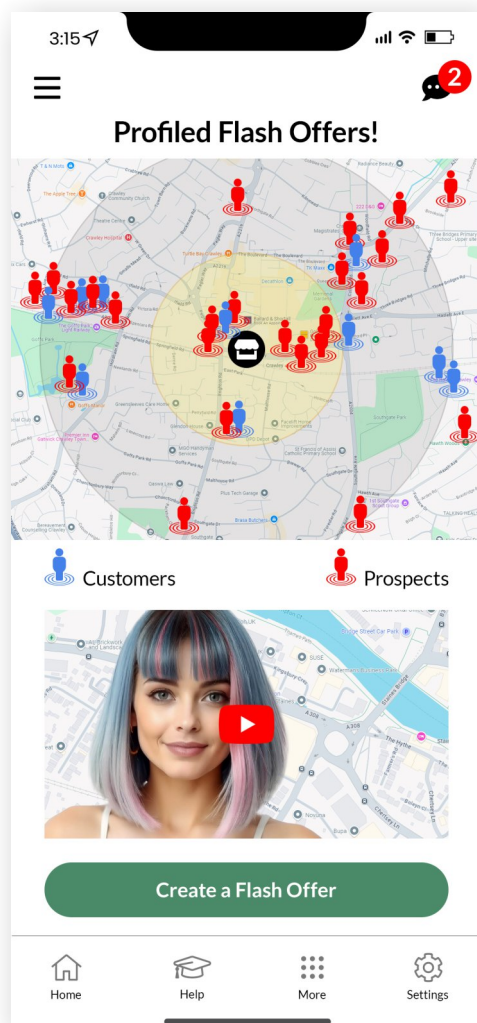
This never happens with Airdropped Flash Offers!

Having created an environment where customers are actively looking to buy goods and services from businesses offering Growth Point Loyalty rewards, Frega makes it super-simple to grab their attention by Airdropping targeted promotions directly into their App.

Their phone pings a notification and their AI personal assistant highlights the most relevant offers to them.

Here's how it works:

Using heat maps, Frega shows merchants just how many prospects and existing customers are in their vicinity.



The merchant:

- chooses a product
- snaps some pictures
- enters the offer details
- sets the price-point
- and selects the number available.

Frega then takes care of the rest, Airdropping a high-quality promotion to prospective customers in the vicinity (where applicable) at regular intervals in accordance with its algorithms.

Recipients of Airdrops are incentivised to share the offers with their friends and family, thereby casting the net ever further.

The commercial benefits to actively share the link are explained by the Ai digital twin working with every user.

Airdropping is a free service to the merchant, with a success fee only charged when an offer converts to a sale.

In accordance with Frega's proprietary algorithms, a portion of this success fee then buys income-producing assets which are given back to the merchant as a reward to incrementally offset their costs.

Airdrop Success Fees:

Businesses set up a £250 Airdrop Float before launching their first campaign.

A 7.5% success fee is then deducted per sale, and the Float is topped back up to the £250 from the proceeds of these sales at the end of each day.

Over 50% of each success fee then buys a bundle of cash-generating assets which are given back to the business as a reward. These assets immediately begin making incremental payments into the business's account each day.

The business can access and use this growing cash balance to begin offsetting its Airdrop success fees, until at a certain point, the incoming cash exceeds the cost of its fees.

With every success fee paid out of profits from the previous sale, there is never a drain on finances. Airdropping is always profitable and even the float is recouped over time from the cash generated by the rewarded assets.

Airdrop Promotions as an Investment:

By rapidly turning over hundreds and thousands of heavily discounted, but somewhat profitable Airdrop Flash Offers, two opportunities present themselves.

Firstly, a business has many opportunities to upsell to the customer.

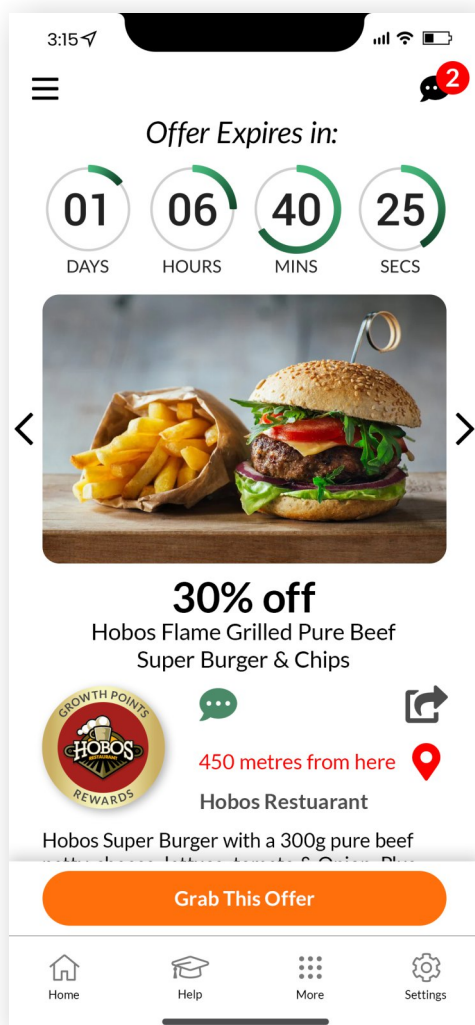
But secondly, and more importantly, with every sale, the business will be aggressively adding more Assets to their account as a result of 50% of the success fees being returned to them as income-producing asset rewards. Over time, this will build them a huge, long-term income producing Asset-base that they would never have had from any other form of advertising.



Airdrops Will Be Used In Multiple Ways!

Turning advertising, which is traditionally a major expense for every business into an appreciating, income-producing Asset is a tool every business will find attractive.

What follows is just a few examples of how Airdrops, in conjunction with other tools in Frega's growing library, will be used:



Farmers markets:

There are over 2500 farmers/community markets in the UK, over 26 000 in Europe and a multiple of this in USA and elsewhere in the World.

Each of these markets has 30 to 1000 stalls with a major challenge being how to stand out in the field and attract passing custom.

Airdrops pinpoint the location of the stall with 'What3Words' and enable the stallholder to airdrop a 2-hour Flash Offer to potential customers within 500m.

The prospect taps on the Map icon of the offer and is directed in real time to the stall.

Time-limited Airdrops at regular intervals will be an instant winner for market traders.

Users will share offers with friends at the market causing them to become part of Frega while gaining Affiliate benefit and increasing business for stallholders in the process.

A significant number of the stall-holders will launch campaigns in the knowledge that patrons to the market will be actively checking offers as they come in.

Small Businesses in Shopping Malls

Small businesses in shopping malls will follow the same logic as market stall holders. They will launch limited time, limited quantity special offers and, working with other stores in the centre, coordinate seasonal and 'weekend' specials to leverage traffic for the benefit of the individual businesses and the shopping mall as a whole.

Working from home side hustle opportunities will be plentiful

Bulk buying products from manufacturers in packs of 10 to 50 and airdropping special offers with reasonable markups will allow any number of people to have a side hustle that will be operated from home, school or university.



Hospitality Industry

Restaurants, bars and entertainment venues traditionally use Groupon and similar 'Deal of the day' portals to fill their tables and venues.

The problem with this business model is that having discounted the offer, the business has to then share 50% of the final ticket/meal price with Groupon or other service providers. This is unsustainable.

Airdrop Specials on the other hand, are entirely sustainable and profitable!



The Syndicate Offer

An amount of £500 000 is being raised in the syndication with Syndicate Partners sharing 5% of the global revenue received by Airdrops on its Application with this revenue distributed to Syndicate Partners at the time and in the currency of receipt.

The release of the Application will see the first revenue flow starting in January 2025 with Syndicate Partners able to receive their first share of distributed returns from late January 2025.

Each syndicate partner will be required to KYC themselves in order to receive their distributed share of revenue into their commercial bank accounts from the end of January 2025.

Each Syndicate Share is priced at £1 with a minimum of £100 to participate in the Syndication.

The Financial Returns

Background

Before addressing the financial returns, it is important to highlight that the release of Frega Airdrops through Frega's mobile Super App is part of a strategic rollout.

This initiative builds on the foundation of a globally established business, already serving clients in 182 countries and processing transactions in 115 currencies.

The Airdrop Application has been specifically developed to work in conjunction with Growth Points. And any business using Airdrops is required to issue Growth Points to their customers as well.



Registering to claim special offers shared with new registrants to Frega, compounds the growth of the ecosystem and increases the value of Frega Limited as a business.

Return on the investment per 1000 businesses

To work out what the return to syndicate partners we are using 1000 businesses as an assumed base and then multiples of this will determine the longer-term return.

We have assumed that from a sample of 1000 businesses we will have a cross section of small, medium and larger businesses and a cross section of industries and price points, with some businesses using the application aggressively and others not.

The assumptions are as follows:

- The average business will launch a promotion 6 times a week (once during the week and 5 times over the weekend)
- The average transaction value will be £25-00
- The average number of successful transactions per promotion will be 20.
- Numbers are based on UK businesses.

Based on these metrics, the average business runs 25 campaigns a month, successfully concludes 500 transactions a month with an average gross revenue of £12 500-00.

At this level the fee (7.5%) is £937 per business per month.

Based on 1000 businesses this is £937 000 per month with 5% (£46 850) shared with Syndicate Partners each month.

A monthly return of £46 850 shared with syndicate partners is £562 200 per year, representing a return of 112% per annum, per 1000 businesses.

Based on the business groups we are already in talks with we are looking to register a much higher number of businesses than 1000 in the first 6 months of 2025 and a multiple of this number by the end of the year.

