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WPADAJ.PL

The ultimate Calendar-as-a-Service solution

////// THE PROBLEM

- W more and more industries have to manage meetings efficiently
- W in the era of online and remote work, appropriate management of time, work and space resources is a necessity
- W in many industries there is a growing need to queue customers for specific hours
- W fixed, relatively high costs of applications existing on the market (subscriptions with fixed-term contracts)
- W there is no flexible calendar application on the market for managing customer flow with a communication module
- W customers, especially young people, expect online apps for meetings management to make the process easy

**Wpadaj.pl
is the solution!**



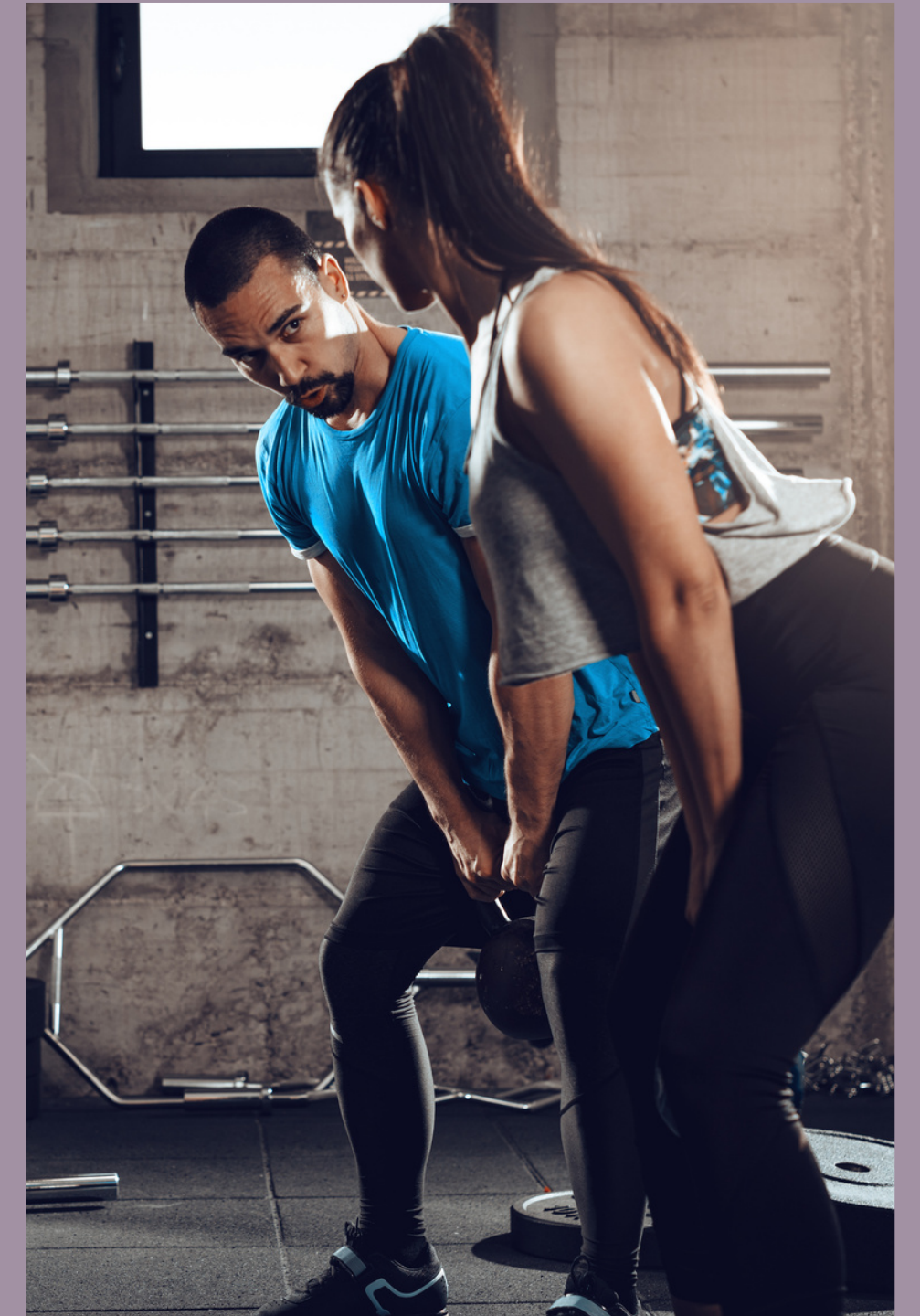
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The Solution - Wpadaj.pl

For services providers (B2B):

flexible calendar / application in the Calendar-as-a-Service / freemium model for managing own resources (services, employees, stock, finance)

- A convenient application in the CaaS model, which combines: a flexible calendar, an easy-to-use marketplace, gives you the ability to manage the warehouse stock, employees and finances
- A functional alternative to applications already existing on the market with a great advantage >> no fixed-term contracts
- Wpadaj.pl offers a solution not only for the health & beauty industry, but also extends the offer to many other industries (podiatrists, dietetics, trainers, etc.)
- Wpadaj.pl solves your problems (calendar + full CRM to run your business) and your client's problems (meetings scheduling with just a few clicks + 2-way communication + easy bookings and payments)



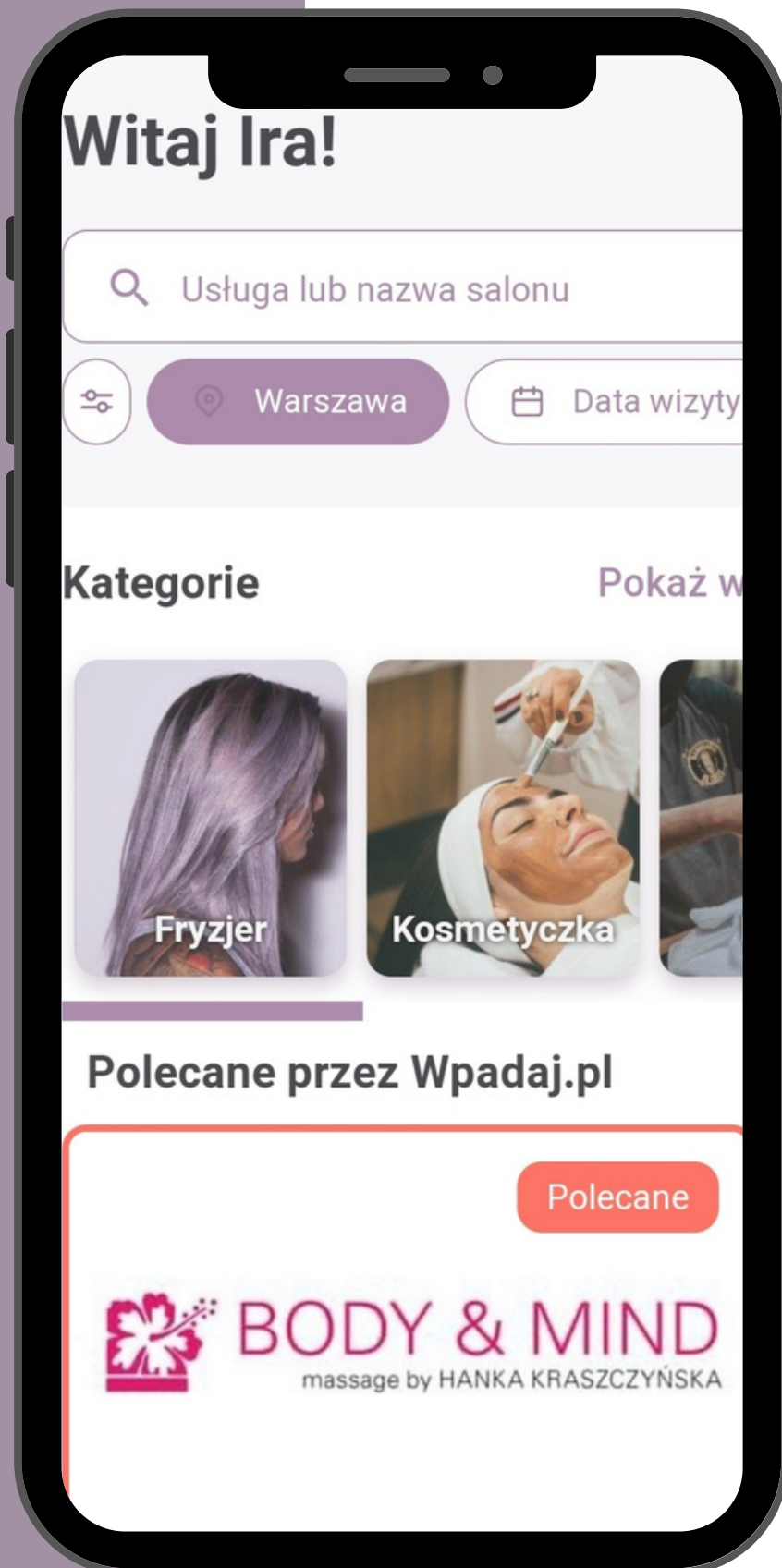
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The Solution - Wpadaj.pl

For services seekers (B2C):

a convenient application for searching and arranging services in real time with specialists from various industries

- Convenient search engine (both iOS and Android) for arranging and booking visits for services from various industries
- Possibility to choose the best specialists in your city by checking ratings, reviews and price comparisons
- The application gives you the opportunity to freely dispose of your time and stress-free cancellation of the booking without the need to explain yourself





OUR MISSION AND VISION

B2B market: become the #1 solution for entrepreneurs who need a flexible application to manage their resources, reservations and communication with clients

B2C market: become the app of choice for online reservations of miscellaneous services

Scaling in Poland now (38m population, biggest CEE country with high constant growth dynamics, population open to new software solutions), eventually planning to scale abroad as well. The application is very flexible (PWA technology) and ready for scaling.



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OUR MARKET IN POLAND

Health & Beauty: 151 000*

Tutors: 500 000 **

Coaches: 83 000 *

Dieticians & Psychotherapists: 88 000 *

Doctors: 178 000 ***

Mechanics: 224 728 *

Restaurants: 65 000 ****

Other industries with constant booking needs: > 1 mln



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* Number of registered businesses with the Polish PKD (code list of classification of business activities)

** Number of teachers in Poland - based on the Office for National Statistics in Poland

*** Number of doctors based on data of the Polish Medical Chamber

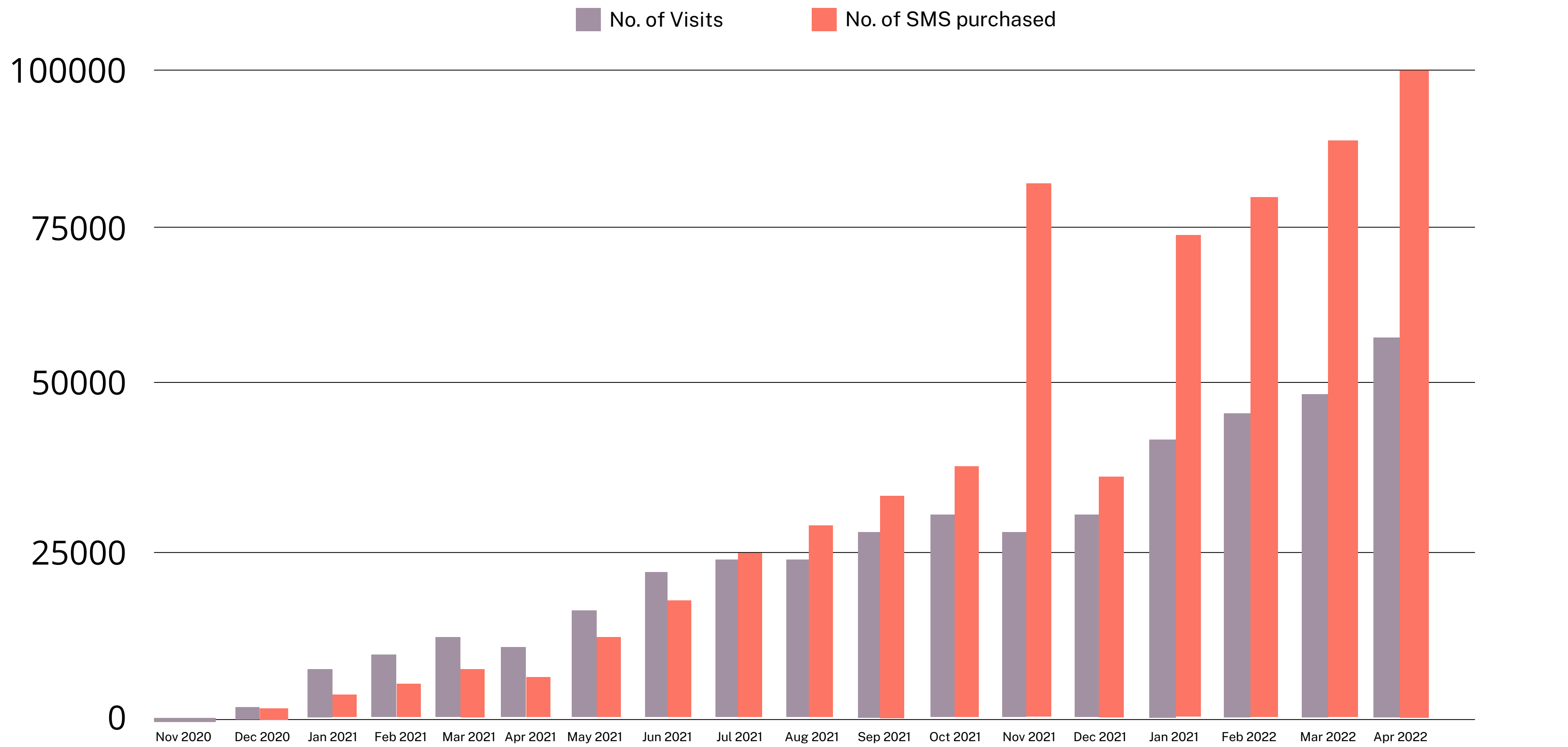
**** source: shorturl.at/bpFT2

Traction - key metrics

	Jan 2021	June 2021	Performance	Nov 2021	Performance	Dec 2021	Performance	Jan 2021	Performance	Feb 2022	Performance	Mar 2022	Performance	Apr 2022	Performance
Number of visits through Wpadaj.pl	6004	17112	185,01%	27217	59,05%	28030	2,99%	37871	35,11%	38599	2%	49294	28%	54550	10,66%
Registered B2B users	793	1457	83,73%	2454	68,43%	2574	4,89%	2734	6,22%	2925	7%	3117	6,6%	3306	6%
No. of B2B users with at least 1 visit	224	514	129,46%	802	56,03%	853	6,36%	910	6,68%	1125	23,6%	1241	10,2%	1347	8,5%
No. of B2B users with at least 30 visits	48	184	283,33%	328	78,26%	353	7,62%	393	11,33%	400	1,8%	450	12,5%	549	22%
No. of SMS sent	4860	20038	312,30%	53237	165,68%	50320	-5,48%	50068	-0,50%	52196	0,42%	66630	27%	75929	13%

Revenue dynamics	IIQ / IQ 2021	IIIQ / IQ 2021	IVQ / IIIQ 2021	IQ2022 / IVQ 2021
	+24,49%	+163,66%	+27,73%	+35%

Traction - No. of SMS purchased vs. no. of visits over time





Business model

- performance fees (pay-as-you-use): sms, search engine positioning fees
- paid modules/plans: more advanced CRM solutions paid additionally by B2B users
- online payments commissions
- upfront payments
- basic calendar for free!



GROWTH STRATEGY

- Development into new sectors/industries (Wpadaj Lite)
- Growing user base and brand awareness in H&B plus new sectors
- Growing monetization via pay-as-you-use and additional features
- Strategic partnerships with systems/apps without a calendar and CRM or search engine (widgets, white label)
- Integrations with payment providers, website systems (e.g. Wordpress)
- Building B2C customer engagement in the application
- Delivering B2C leads to B2B clients

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WPADAJ.PL: COMPETITIVE ADVANTAGES

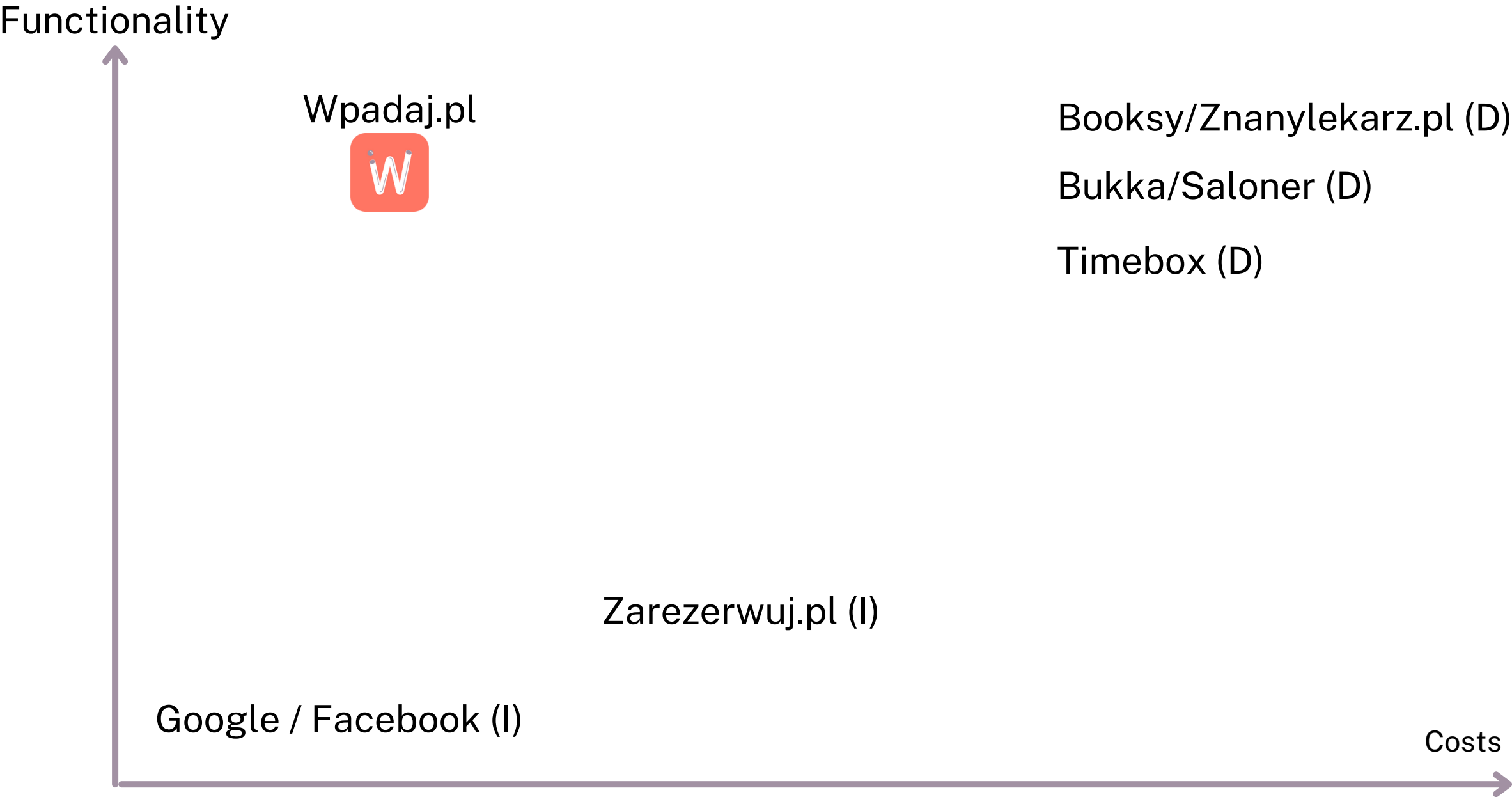


We offer a great added-value mix via:

- cost effectiveness for B2B users
- full set of functionalities (CRM+search engine)
- agile approach - we're able to react quicker than competitors (lighter and more scalable technology)
- we transfer databases and end user reviews
- telephone training for beginners (B2B)
- great focus on Customer Service and Support quality and responsiveness

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WPADAJ.PL VS COMPETITORS



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WPADAJ.PL: MAJOR COMPETITORS

Booksy/Versum (D) - biggest entity on the market, worldwide reach, close to monopolistic position, integrating two softwares, growing wave of unhappy clients

Bukka/Saloner (D) - local, small entity with no capital backup to scale, poorer functionalities

Timebox (D) - general scheduler with no specific functions for certain sectors

Znanylekarz.pl (D) - biggest entity in the medical sector, but not active outside that space

Zarezerwuj.pl (I) - mainly aimed at booking hotels and other accommodation places

Motointegrator (I) - a scheduler for mechanics purely, not active outside that space

Google Calendar (I) - world's most used calendar, but with no CRM and search engine



we're No.2 in Poland already!

(direct - D, indirect - I)

////// WPADAJ.PL TEAM



Paweł Cylkowski (CEO)

One of the leaders of the Polish capital market with almost 20 years experience. Paweł was responsible for the success of institutions such as Dom Maklerski Banku Handlowego S.A. (Citigroup), and previously CDM Pekao S.A. He holds the prestigious CIIA charter and is a Licensed Securities Broker under the Polish SEC (No. 1933). A specialist in capital investments, both on the public and private markets. He was a member of Supervisory Board of the financial comparison engine Comperia.pl SA. At BSH SA he is responsible for finance, strategy and development.

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Arkadiusz Maciejewski (COO)

Pragmatic leader and consultant, graduated in marketing, passionate about innovation and positive change with over 25 years of strong and proven expertise in variety of management styles. Out of the box thinker, customer focused and driven, creating frameworks for innovative highly profitable online sales platforms. Holistic approach based on broad and extensive consultancy background in business solution, advanced communication, negotiation and win-win solution skills. Formerly at ASA23 AR/VR Online Marketing Agency, Polkantango, Schubert Jewellery,

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Krzysztof Madeński (CTO)

Professionally in the IT industry for 10 years. As a developer focused on technologies such as Java, Docker, PHP. A lover of agile methods and BDD in software engineering. In his spare time, he is interested in DeFi projects and the implementation of smart contracts. A graduate of the Polish-Japanese Institute of Information Technology with a specialization in System and Network Programming

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