



Americas

Creating a **smarter-connected** world

Mobile INFO

More INFO

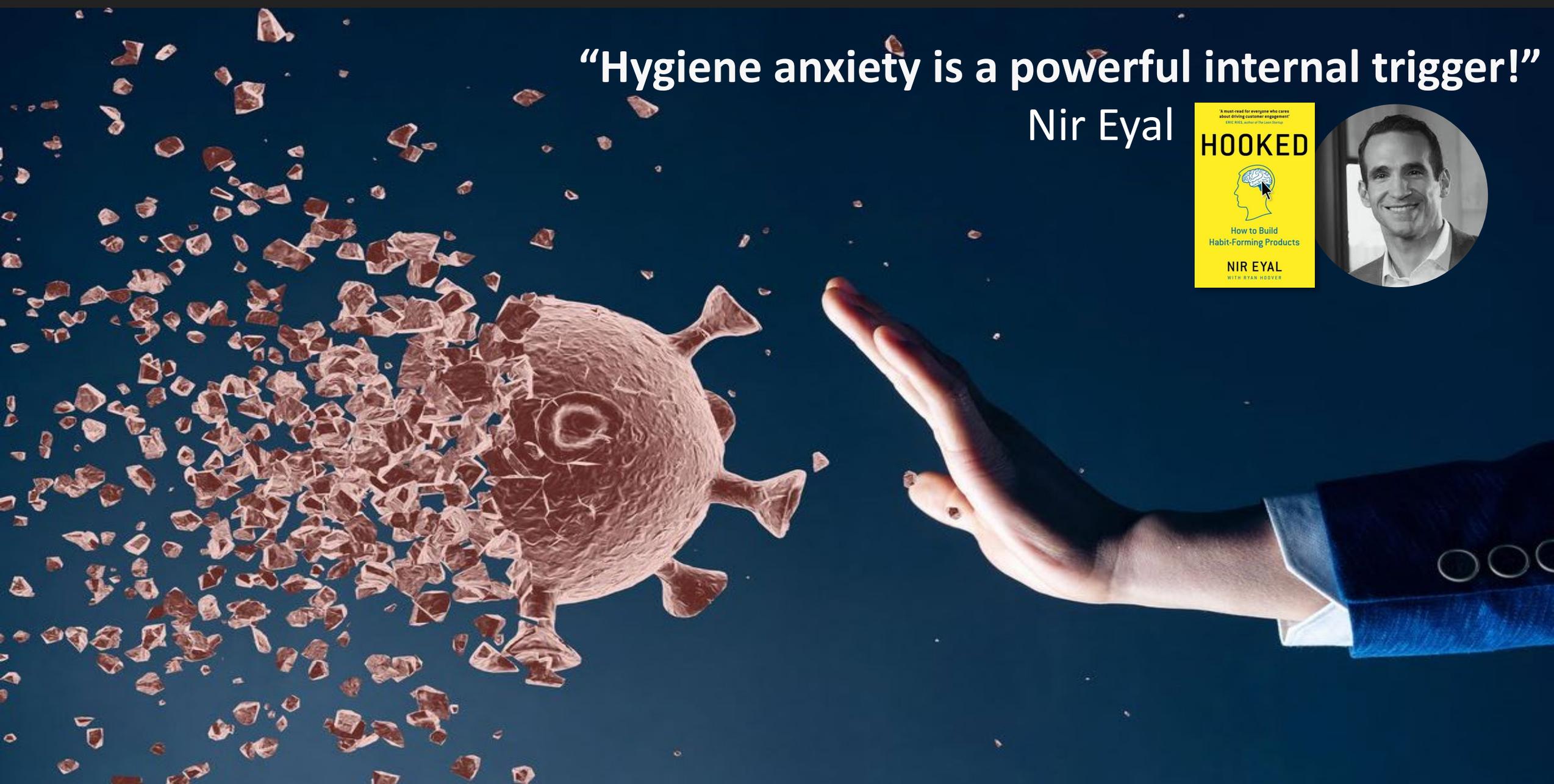
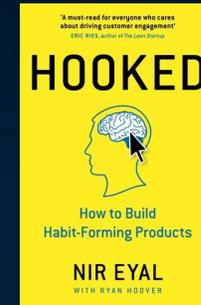
My INFO



A Universal Solution for a Global Problem

“Hygiene anxiety is a powerful internal trigger!”

Nir Eyal





Combating hygiene anxiety now and post COVID-19

Integrated with 2 of
top 5 global
elevator companies



1B+ elevator journeys each day

ORACLE

Partner



Shift4
PAYMENTS

Partner





Shazam for everything - Audio QR code

1 TOUCHLESS

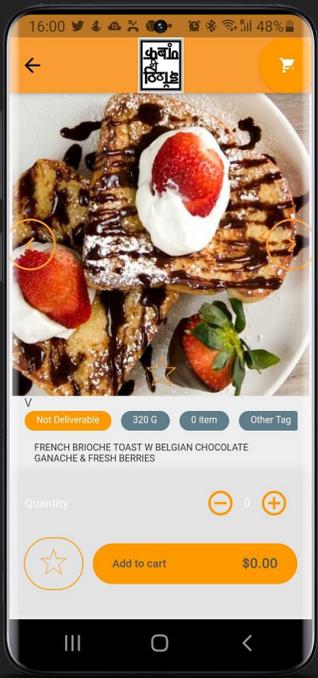
(Downloads & Everyday Usage)

Elevators



SaaS

Restaurants/Hotels



SaaS

2 INFORMATION & ADVERTISING

(Engagement with Content/Advertising)

Information



SaaS

Media/Advertising

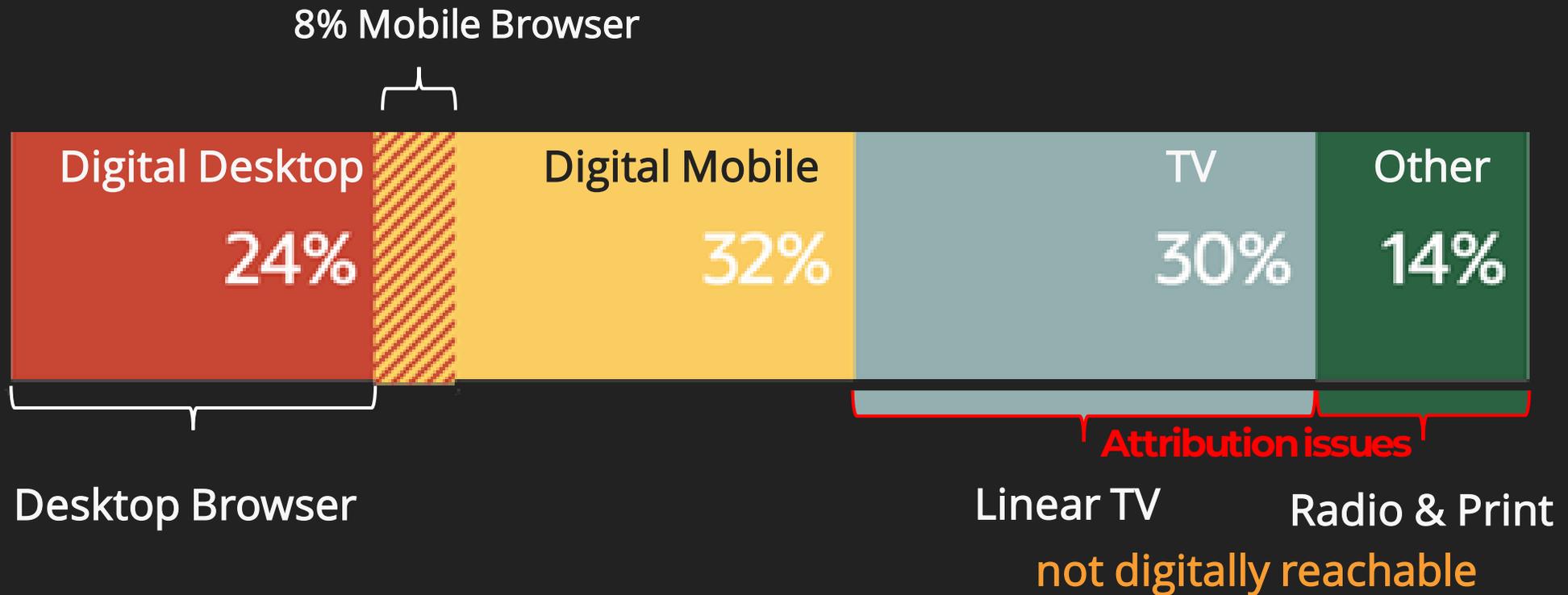


SaaS +PPC

Business Model transforms Customer Acquisition Costs from cost center to revenue generator



Interactivity and Attribution for 44% of Global Media



Avg total time on all media 12 hrs/day

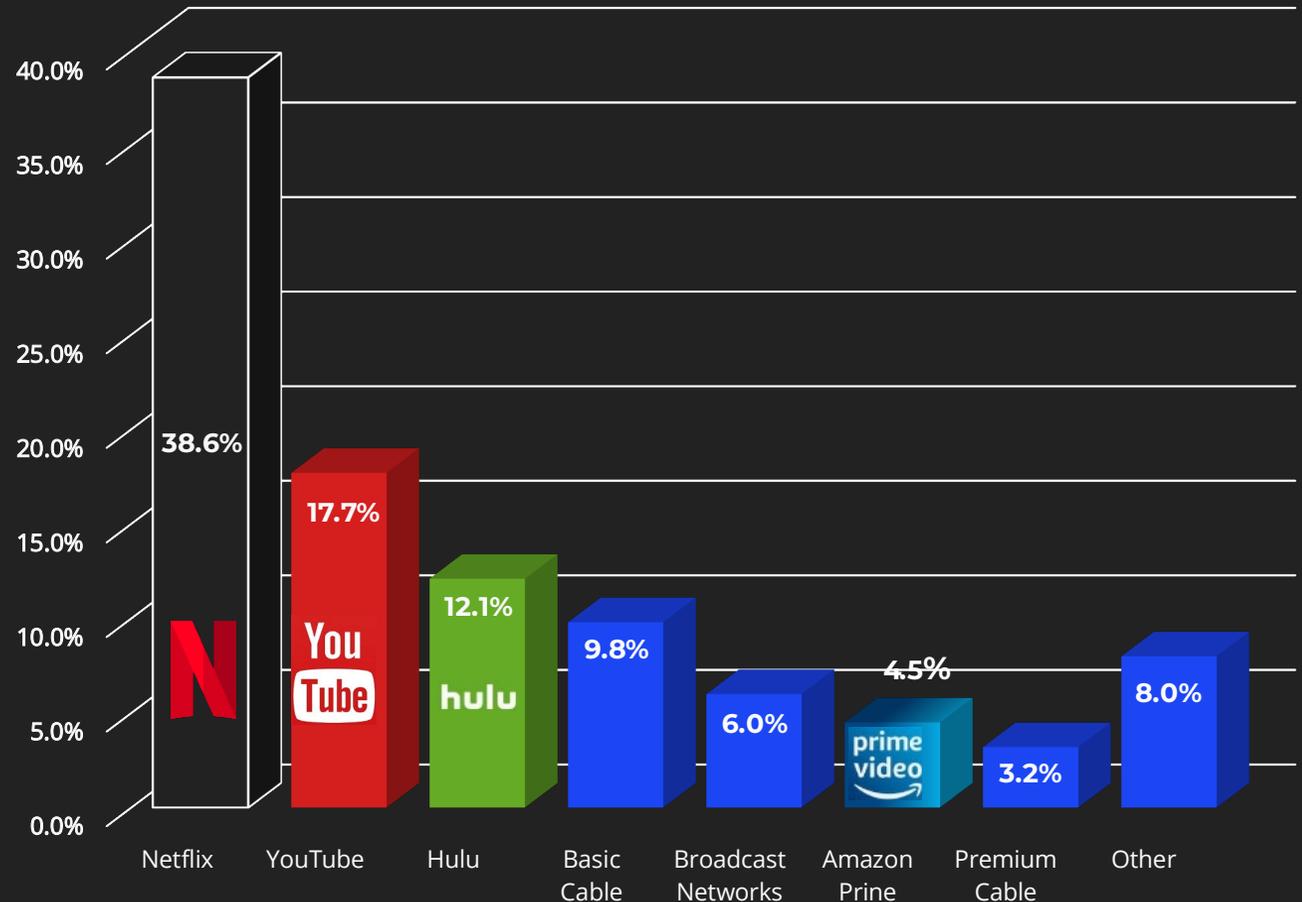
Transforming how we/influencers use YouTube

You **Tube** viewing on TV
250M Hours daily

 TV viewers are unable to:

-  Click on video links
-  Subscribe to a channel
-  Share
-  Like
-  Buy

Increase of 39% in less than a year .. Mar 2019





Info & Advertising/Comms

Offline



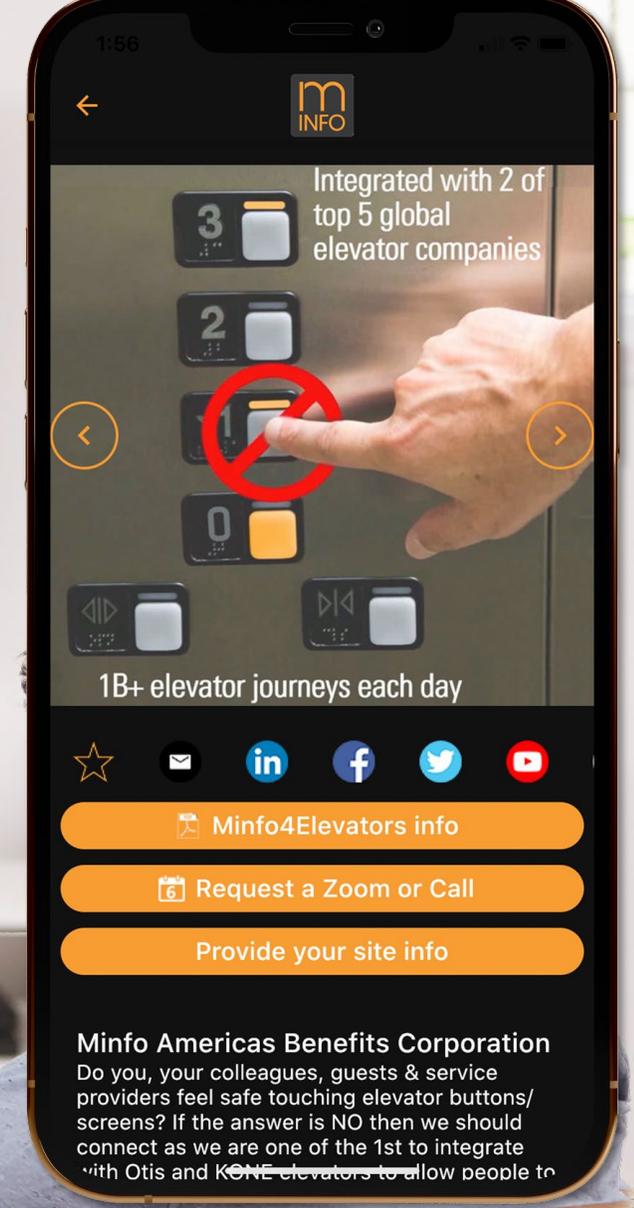
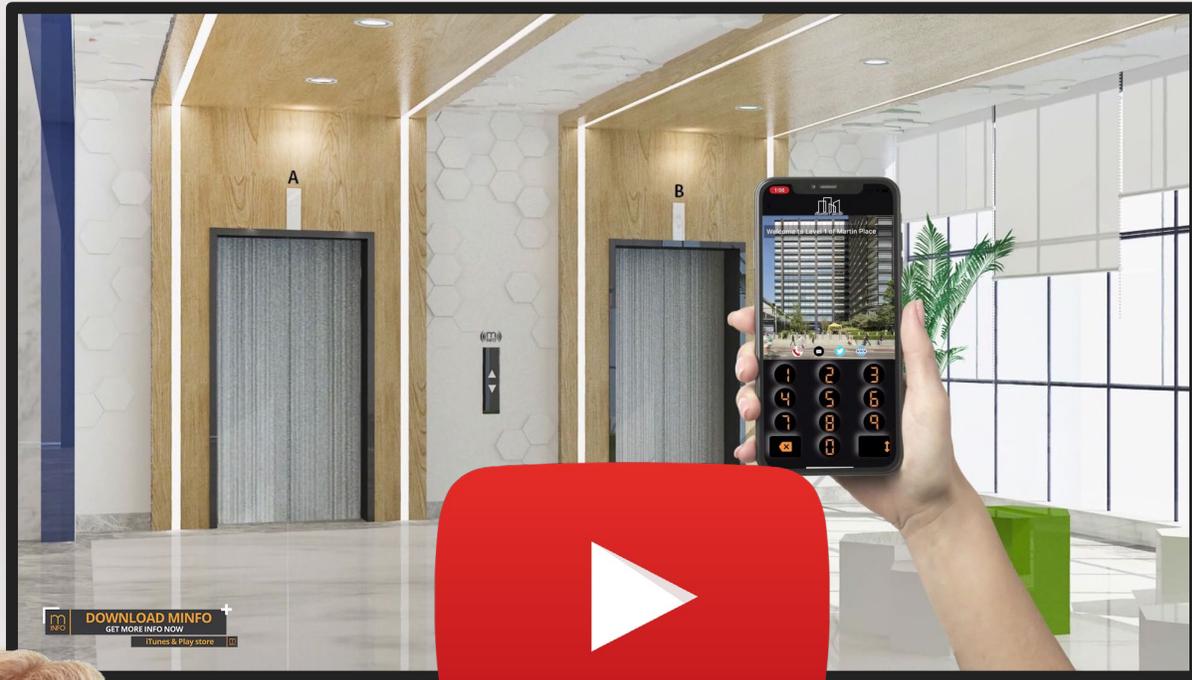
Online (O2O) Interactive

MINFO creates 10 new digital touchpoints



CMS encodes creating 'audio QR code/s'





Download on the
App Store

GET IT ON
Google Play

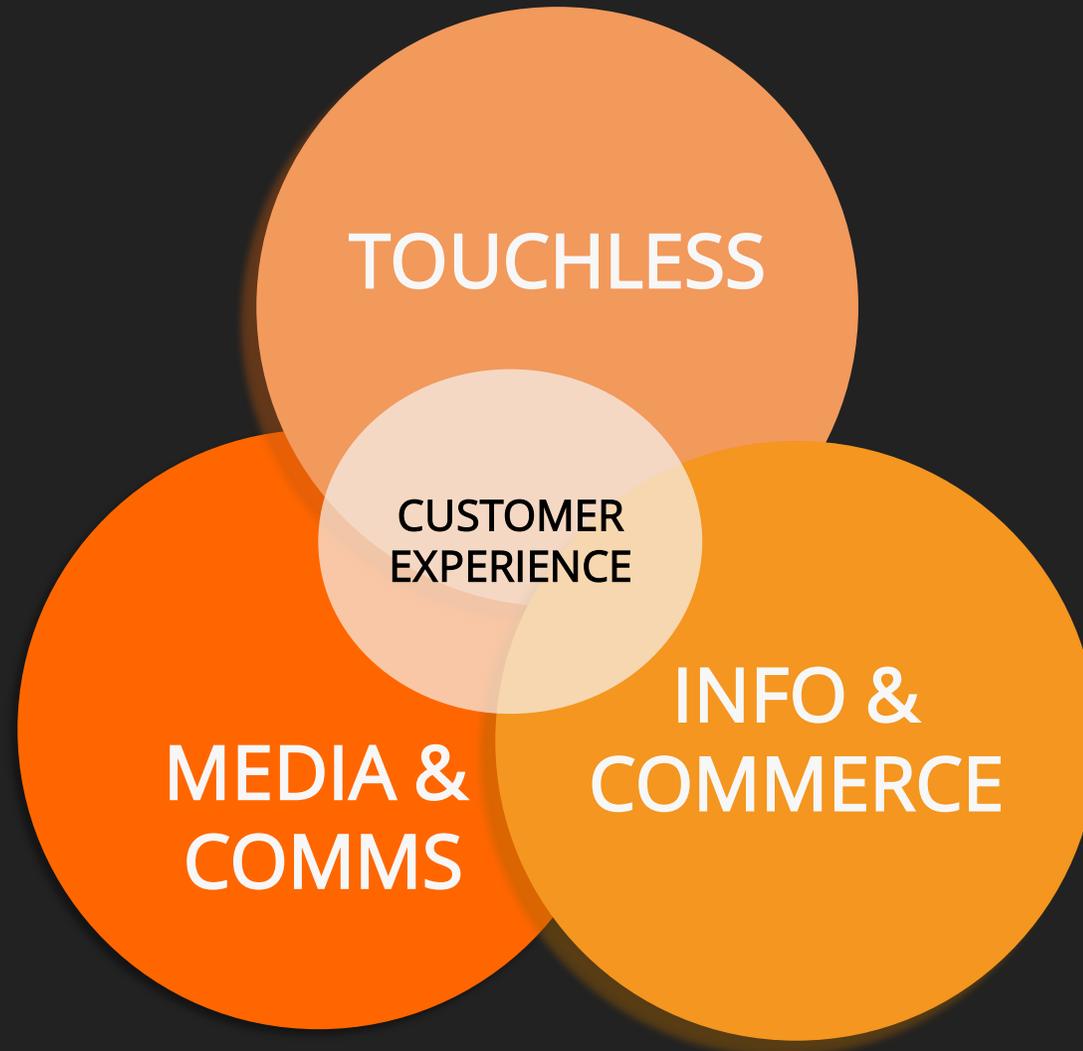


Instant access to relevant & actionable info

Multi-purpose

Multi-function

Universal Utility App



A Universal utility App



Universal Apps



Single-purpose Apps



Benefit Highlights

Advertisers/ Businesses

- ✓ Brand awareness to CTAs
- ✓ Improve attribution and ROI
- ✓ New touchpoints & data sets
- ✓ Expands sales funnel &
Reduces leakage
- ✓ Performance based pricing
- ✓ No coding required

Consumers/ Community

- ✓ Simple way to:
 - Access **More Info**
 - Reduce surface contact - Touchless
 - Receive Offers
 - Share content in person
- ✓ Multipurpose App & Web connect
- ✓ Touchless and trusted
- ✓ Revenues from data (70% - 90%)



Milestones & press



3 x US patents



Live App & Platform



Self-funded \$700K+ (Minfo Global)

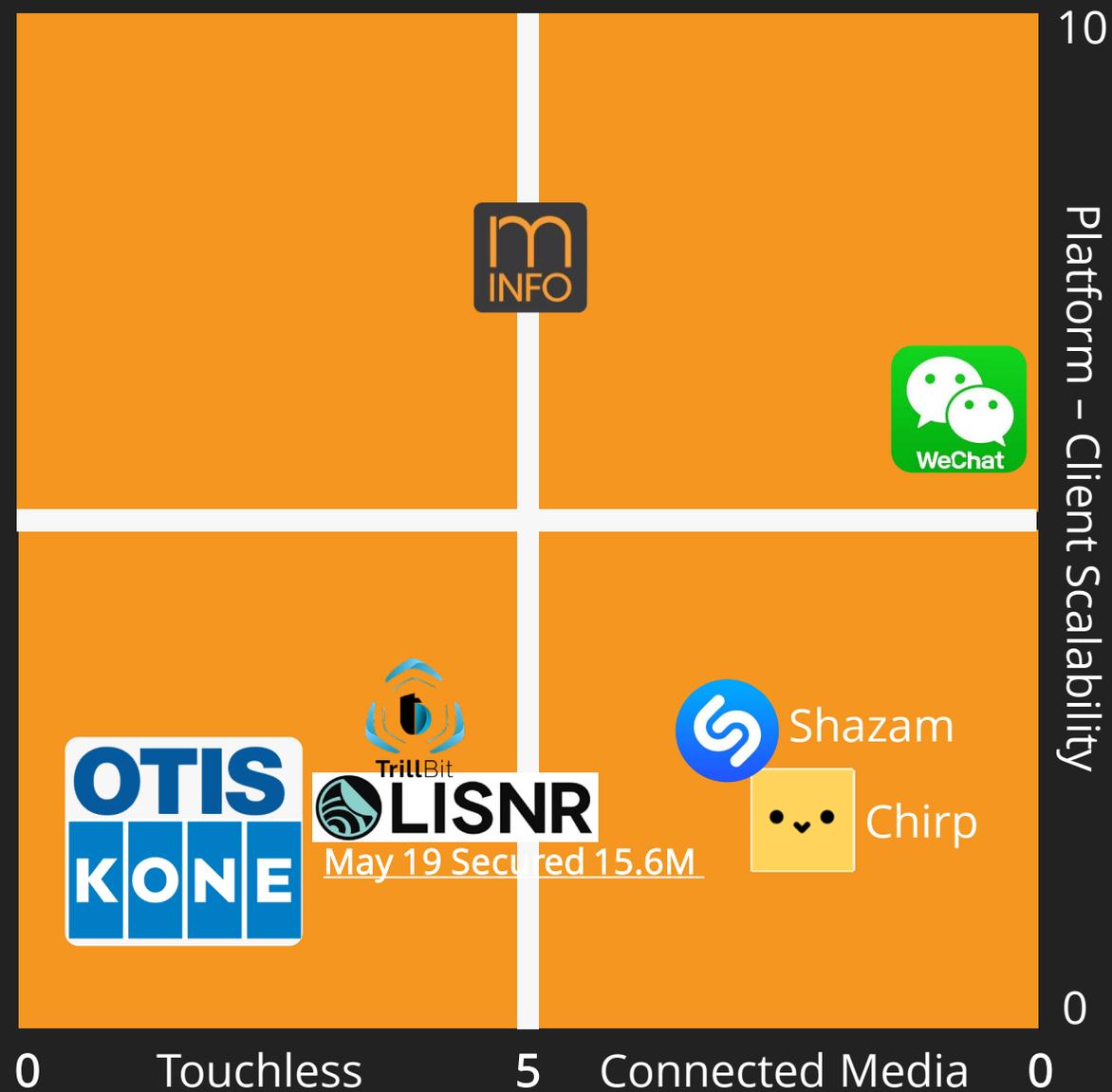
Otis + 1 - pilots Q1 2021



Integrating POS Q1 2021
PMS Q2 2021



Competition





Core team




Geoff Gwillim
Co-Founder



Professional firm
Outsourced CFO



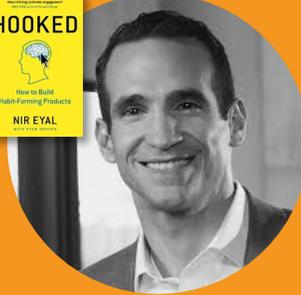
Stan Fischer
EVP Americas



Victor Lawrence
Advisor – Inventor
Modem & HDTV



Jeff Mignon
Advisor - CMO



Nir Eyal
Advisor
Community Growth



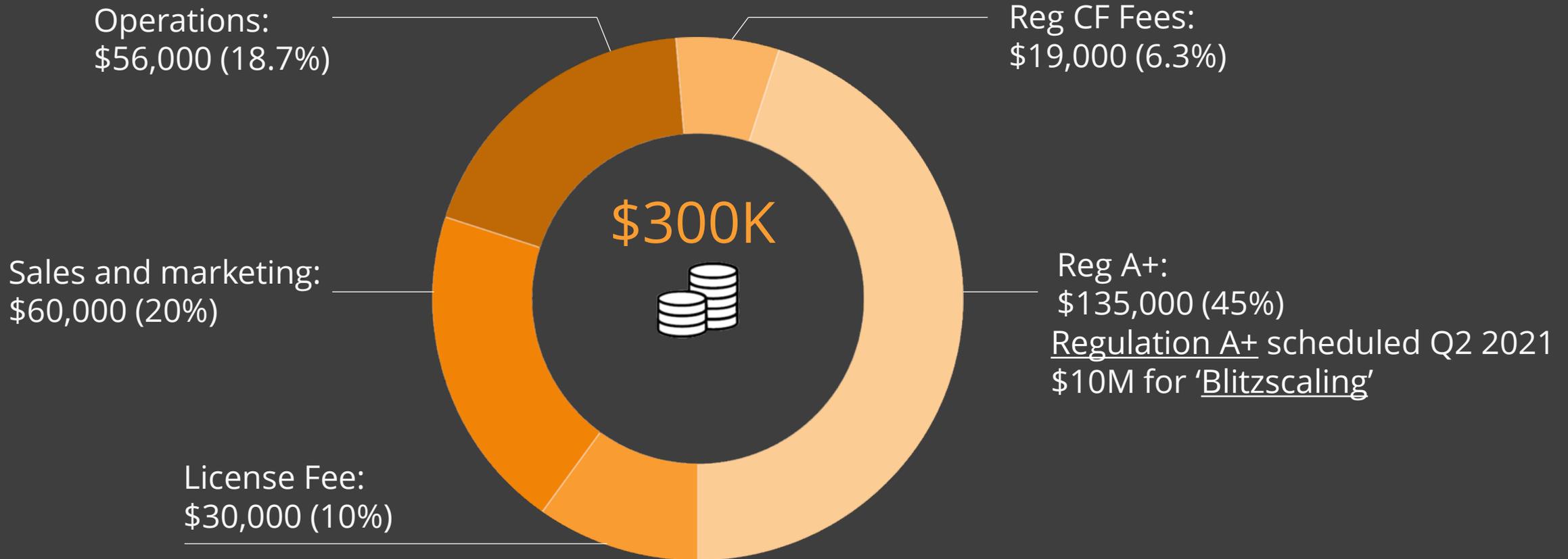
Jenny White
Advisor - Corporate
Governance

Why you should invest

— SAFE @2.5% - 17.5% discount to Reg A+

USE OF PROCEEDS

Minfo solves real problems with a built and patented solution





Roland Storti CEO

Join us to create a **smarter-connected**, more **trusted**
and **touchless** world

www.minfo.com