



Americas

Creating a smarter-connected world

Mobile INFO

More INFO

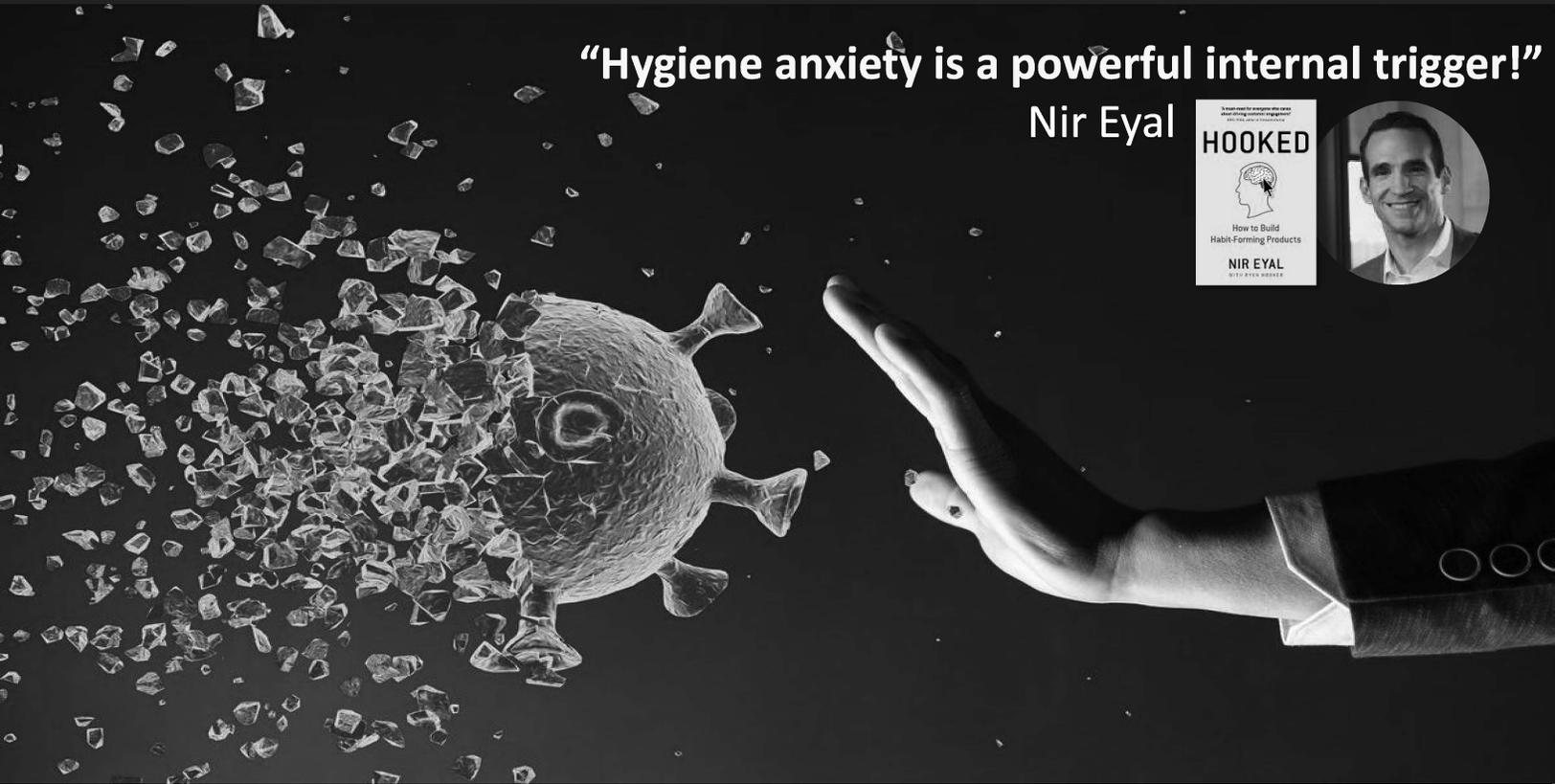
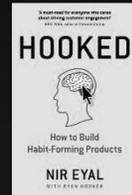
My INFO



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

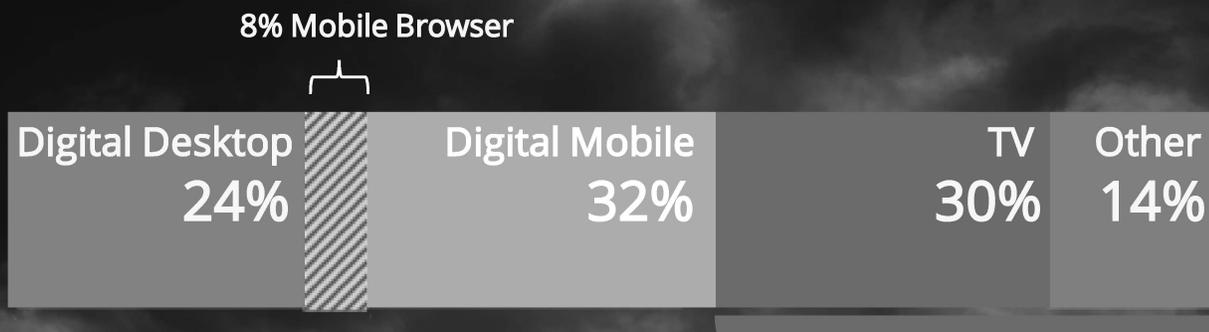
Media/Advertising



SaaS + PPC

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

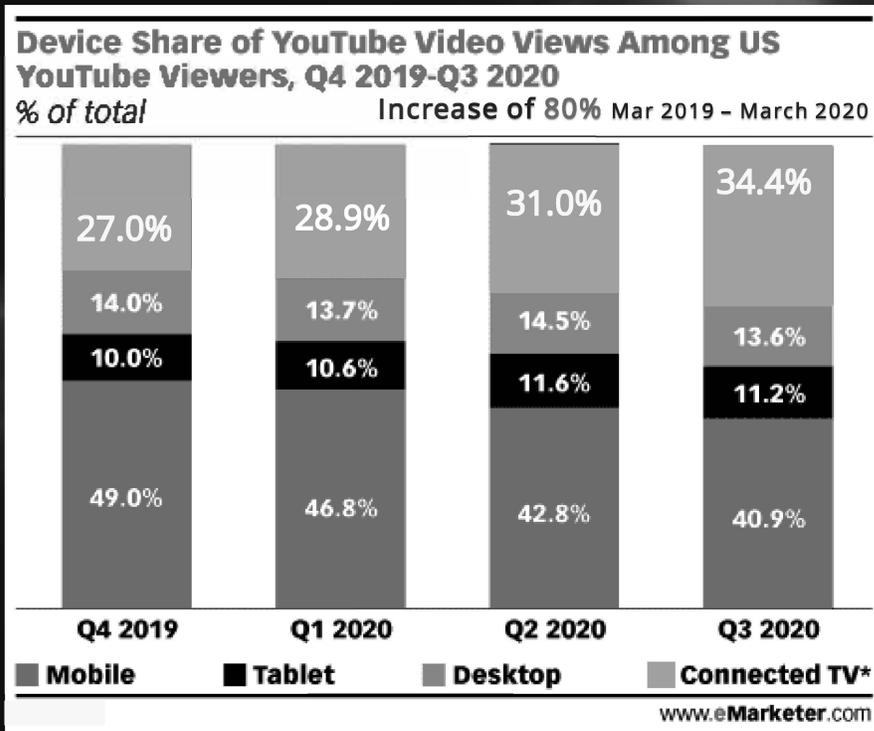
Problems for Businesses



44% Not digitally tracked

Ad fraud \$35B

Interactivity lost on TV



You Tube viewing on TV
 450M Hours daily

- ▶ TV viewers are unable to:
- ☹ Click on video links
 - ☹ Subscribe to a channel
 - ☹ Share
 - ☹ Like
 - ☹ Buy



Info & Advertising/Comms

Offline



Online (O2O) Interactive



VIDEO



MOVIE

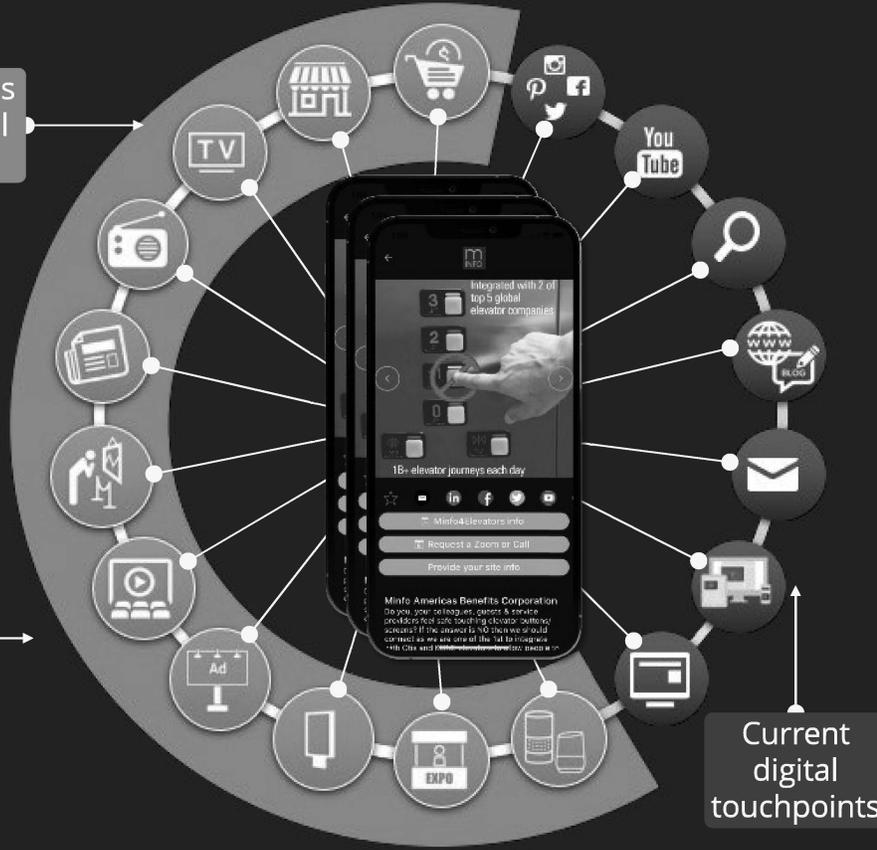


AUDIO



CMS encodes creating 'audio QR code/s'

MINFO creates 10 new digital touchpoints





Download on the
App Store

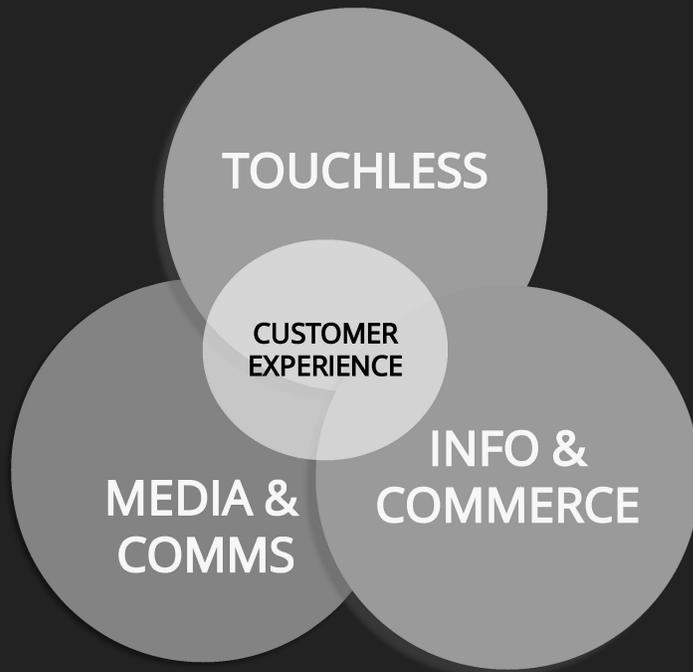
GET IT ON
Google Play

Flutter WIP



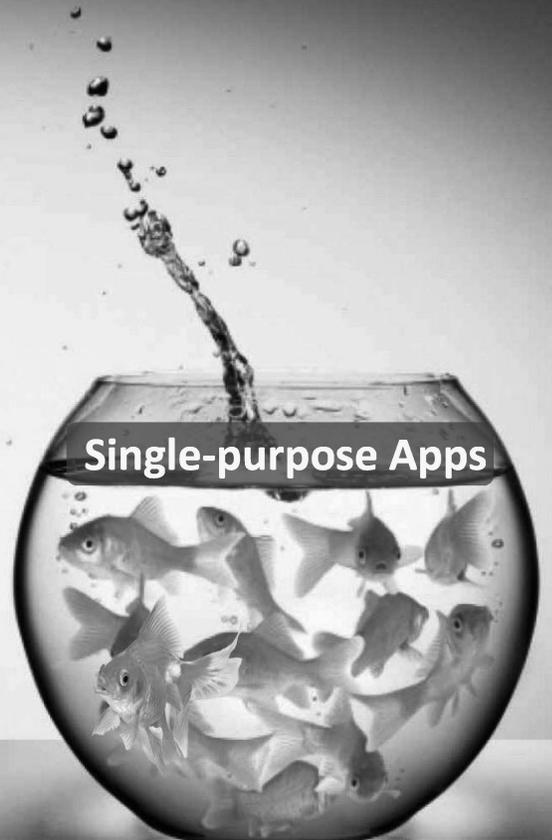
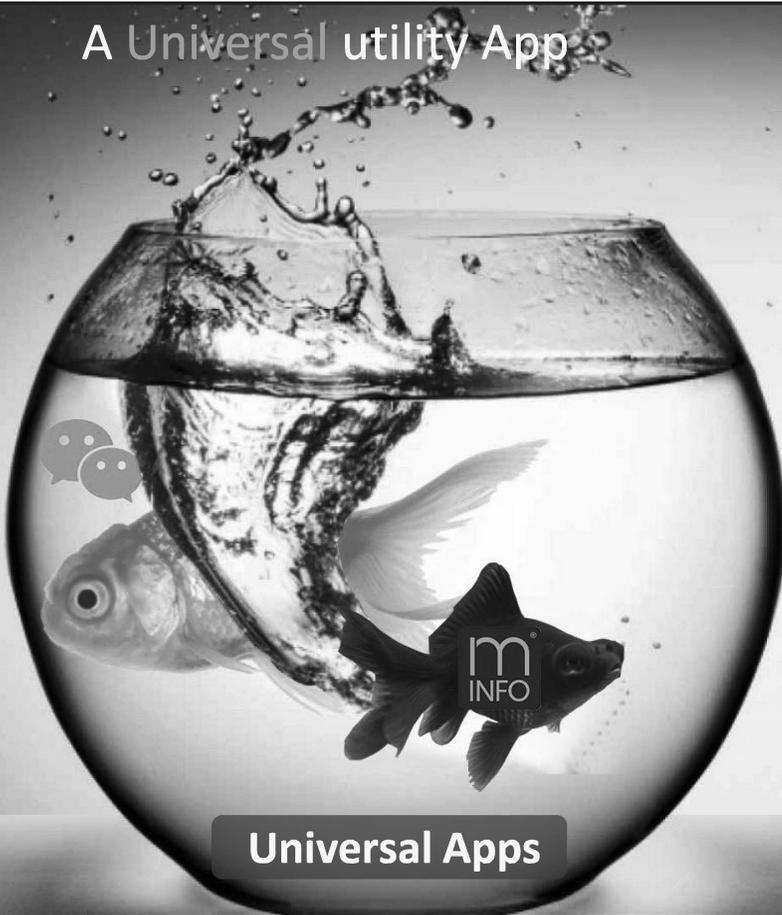
Instant access to relevant & actionable info

Multi-purpose
Multi-function
Universal Utility App





A Universal utility App





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)



Payment integration Q1 2021



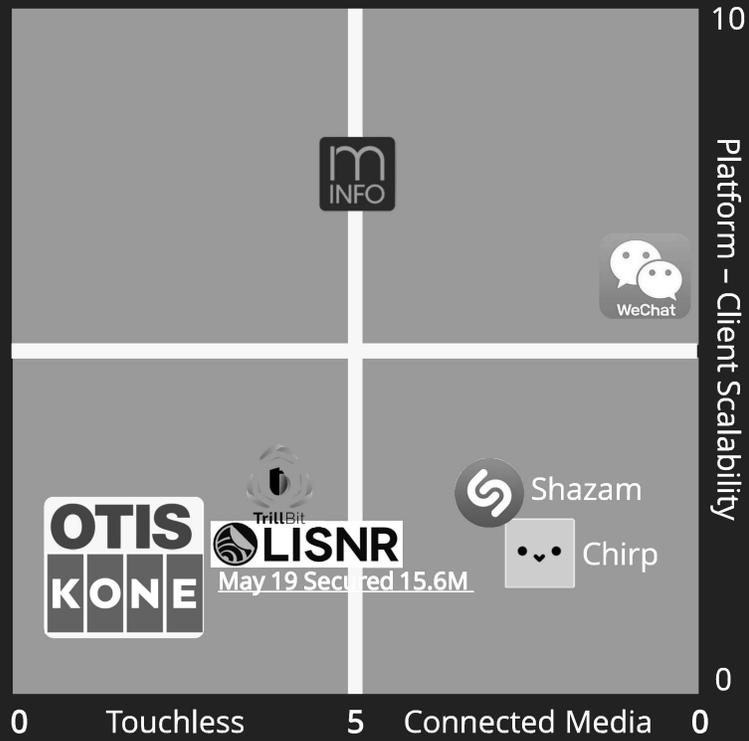
Integrating POS Q1 2021
PMS Q2 2021

Otis + 1 - pilots 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



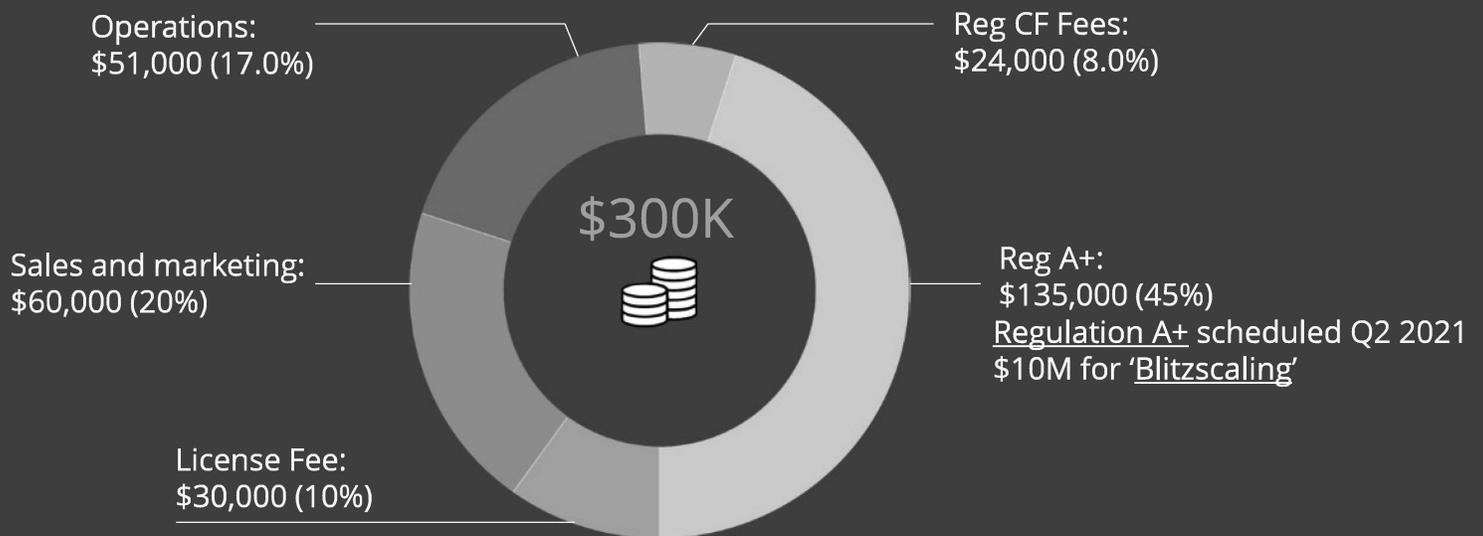
Jenny White
Advisor - Corporate
Governance

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