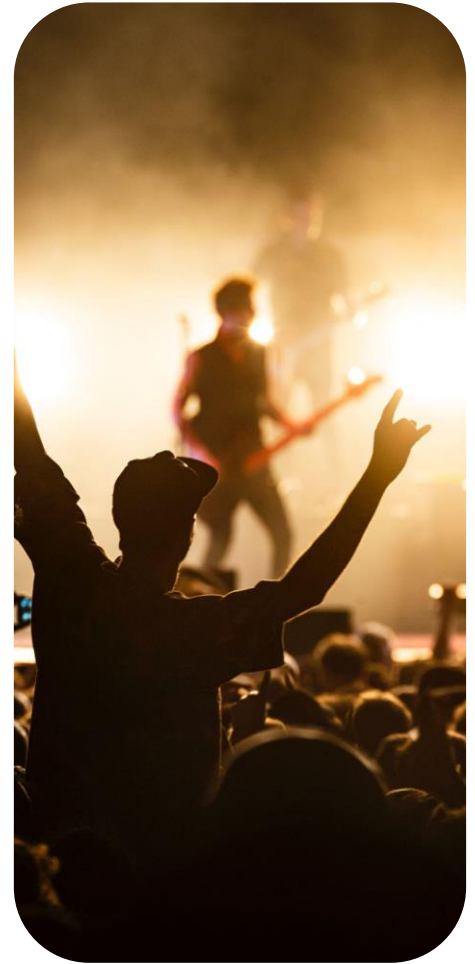


**Disruptive,
Innovative
&
Experiential**

 PouchNATION

**Investor
Presentation
Nov 2024**

Empowering the hospitality
landscape with all-encompassing
Guest Management Platform and
Cashless Sales System expertise.



Friction Points

More than **90%** of manual processes, results in millions of lost revenue & profit in emerging Markets, not to mention data



Changing Customer Expectations

Guests today expect personalized experiences and high levels of service, driven by advancements in technology and changes in travel behavior.



Offline/Network Jam

With huge foot-fall at events, the issue of online network access & delayed processing is common, leaving disgusted/ unhappy customers



Limitations to Access Data Analysis & Real-time Insights

Most valuable learning, planning and execution cannot happen without real time data



Cash & Insecure payment

Handling of Cash, or any other insecure payment leads to massive revenue leakage



Manual Execution/ Broken System

Every touchpoint needs to be human operated leading to errors and broken experience, exacerbated by lack of trained staff and resources



Hinder New Revenue Generation

It's challenging to scale and execute efficiently in order to drive additional revenue.

An example of how cumbersome issues are being handled today



Manual Transactions

Leads to leakage & Loss



Spreadsheets for Data Tracking

No Real time visibility



Using Multiple Disparate Systems

Blame Game- Broken experience



Manual Data Entry

Inaccurate



Paper-based Processes

Loss of relevant information



Ad-hoc Reporting

Non-strategic

Our Mission

To remain the leading global **Mobile Cashless Sales System** & the first **360° Guest Management** Platform for the **Hospitality** industry



Elevate Customer Experience

Customer is the centre of all we do! **Easy** access, **smooth & secure** transactions with extremely **personalized** experience.



Fully Integrated

All systems are seamlessly interconnected allowing you get guests insights while giving you and opportunity to drive additional revenue with our smart alert systems.



Go Contactless ! Go Cashless

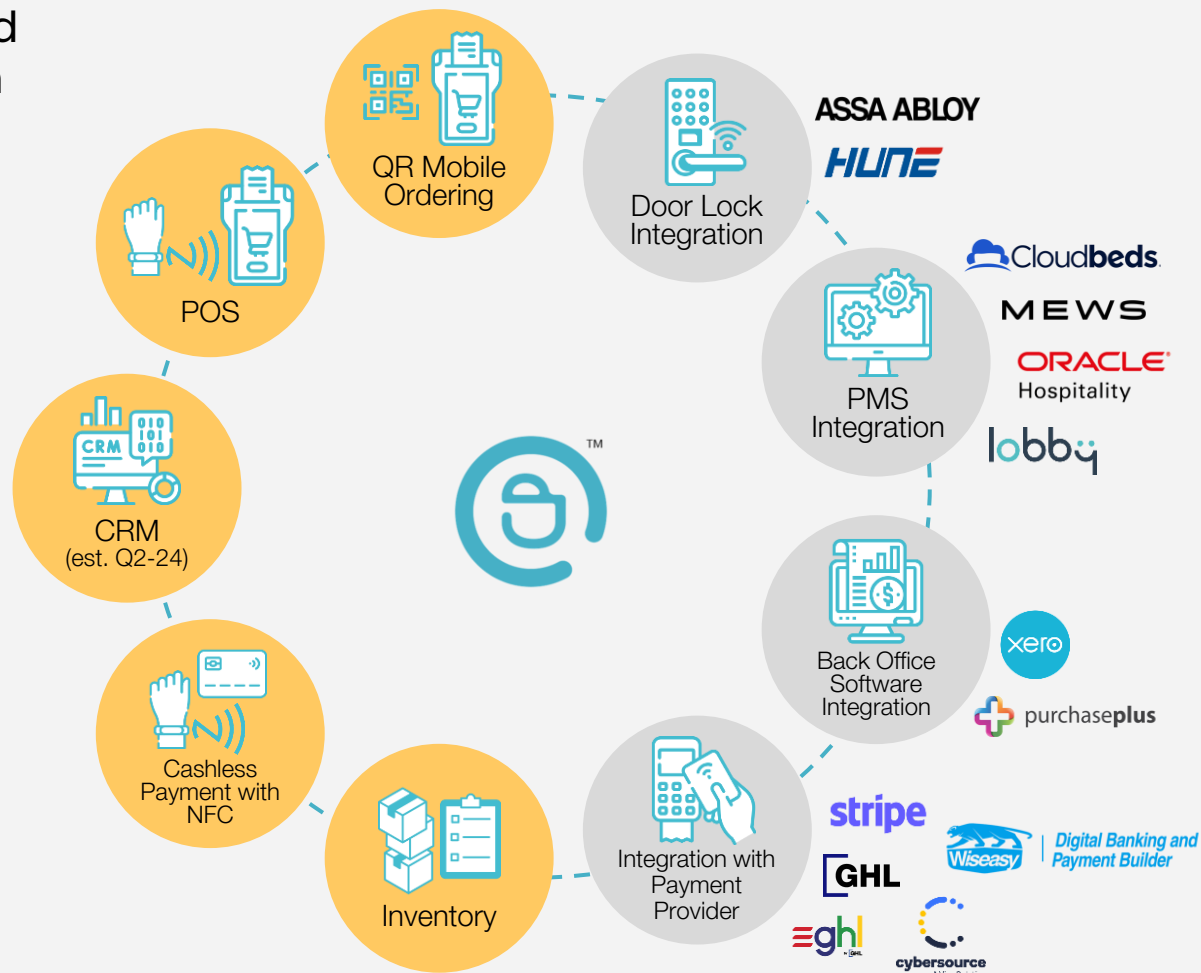
We facilitate auto **self-service** operations for a smooth guest experience **with our without connectivity**



Go Offline

Our systems operate offline making it more secure while still collecting all relevant data.

An end-to-end Cashless and Guest Management Solution



 PouchNATION FUNCTIONALITY

 INTEGRATIONS

Our Solution: The unequal Choice

Our comprehensive Online-to-Offline Technology Solution is designed to significantly **increase business revenue by 20%-30% while** prioritizing and enhancing guest experiences.

Unique Points

- Offline, Online and Hybrid Capability
- Top Up, Sell, Pay and Refund from anywhere
- Unified System Registration, Payment and Reports
- Works just with a Smartphone
- Simple & easy to use





e events

e venues

Our Target Clients for Venue Solution



Resorts



Theme & Water Parks



Beach Clubs

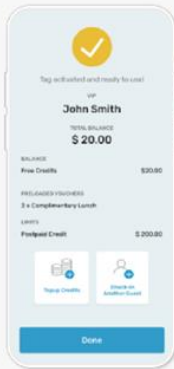


Hostels & Budget Hotels



Stadiums

Guest Journey- Permanent Installation



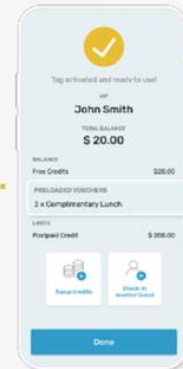
Paperless Check-In

Scan guest booking assign an NFC form factor or Smartphone



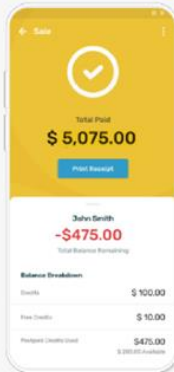
Digital Door Access

Use your form factor/ Smartphone to enter your room



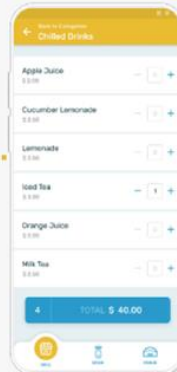
Digital Perks

Redeem your complimentary drink/ breakfast voucher digitally



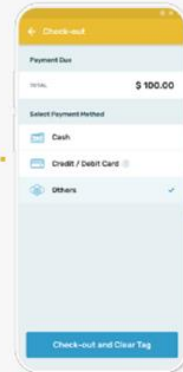
Contactless Payments

Use your form factor / Smartphone to purchase food & drinks



Mobile QR Ordering

Order your food & drinks through a simple web-based platform and pay just with a tap or through online payments



Automated Check-Out

Check-out is as simple as a tap with your form factor / Smartphone

PRE-ARRIVAL



AT WATER PARK



1

Guests purchase individual tickets, bundles or packages online and receive an email confirmation with a QR code.

2

Guests present QR code upon entry at the gate or purchase ticket on the spot.

3

Staff scans and verifies the QR code then issues activated RFID wristband.

4

TAP TO ACCESS the water park.



7

TAP TO CLAIM FOC & VOUCHER for lockers, cabana rental & activities in guest package.

6

TAP TO PAY / CLAIM FOC & VOUCHER for food, drinks and merch items inside the water park.

5

Guests load tokens RFID wristband at any Top Up Station.



8

TAP TO CASH BACK at any designated Top Up Stations.



9

VENUE will have access to the real time analytics dashboard to track sales and water park activities.

SEE YOU
NEXT TIME!



Case Study

Client



Challenges



Manual Operations Process



Limited Customer & Operational Insights



Payment Processing Issues



Limited Guest Engagement



Lack of Inventory Management & Staff Coordination

BACKGROUND

El Rio Hostel Buritaca is a popular hostel located in the scenic Buritaca region of Colombia. Known for its vibrant atmosphere, stunning river views, and a variety of outdoor activities, the hostel attracts travelers from around the globe. Despite its popularity, El Rio Hostel faced several operational challenges that hindered its growth and guest experience.

KEY OUTCOMES AFTER ENGAGING POUCHNATION

1. Improved Operational Efficiency:

- The digital check-in and check-out process significantly reduced wait times, improving the first and last impressions for guests.
- The cashless payment system provided a hassle-free experience for guests, enhancing their overall satisfaction.
- Enhanced security with the RFID wristbands clearly indicating the registered guests of El Rio
- Mobile sales capabilities allowed staff to process transactions anywhere on the property, improving service efficiency and reducing congestion at fixed points of sale.

2. Improved Financial Management

- Real-time tracking of transactions minimized discrepancies and improved financial accuracy.
- Reduced risk of theft and loss associated with cash handling.
- Automated financial reports streamlined auditing and provided detailed revenue insights, enabling better financial planning and quick anomaly detection.

3. Operational Efficiency

- Automated inventory management reduced manual errors and saved time.
- Improved staff coordination and scheduling enhanced productivity and service quality.
- Increased guest spend. Convenience to purchase without looking for their phone/wallet and waiting for change.

4. Increased Guest Engagement

- Guests enjoyed quicker payments and easy spending tracking, enhancing satisfaction and encouraging repeat stays.
- Enhanced ability to offer personalized experiences and targeted promotions based on guest data.

Our Target Clients for Events Solution

Festivals

Trade Shows



Live Performances



Conference
& Networking

PRE-ARRIVAL



AT EVENT



1

Guests purchase individual tickets, bundles or packages online and receive an email confirmation with a QR code.

2

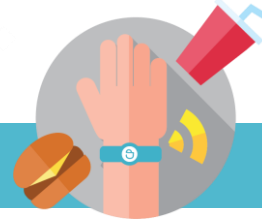
Guests present QR code upon entry at the gate or purchase ticket on the spot.

3

Staff scans and verifies the QR code then issues activated RFID wristband.

4

TAP TO ACCESS gates.



6

TAP TO PAY / CLAIM FOC & VOUCHER for food, drinks and merch items inside the event.

5

Guests load tokens RFID wristband at any Top Up Station.



7

TAP TO CASH BACK Remaining tokens in your cashless wristband can be refunded at any designated Refund Stations.



8

ORGANIZERS will have access to the real time analytics dashboard to track sales and activities.



SEE YOU
NEXT TIME!



Case Study

Client



Challenges



Theft of Money & Stocks



Counterfeit Tickets & Vouchers



Lack of Guest Management



Limited Customer & Operational Insights



Manual Operations Process

BACKGROUND

Kolour is one of the most anticipated music and arts festivals and events producers in Thailand. Known for its vibrant atmosphere, diverse music lineup, and unique activities, the event attracts thousands of attendees from around the globe each year. This case study is based on more than 5 events since our partnership with KOLOUR commenced in 2017

KEY OUTCOMES AFTER ENGAGING POUCHNATION

1. Improved Operational Efficiency:

- Significantly reduced entry and transaction times for smoother operations.
- Streamlined processes with minimal manual input; QR codes linked to profiles made check-ins faster.

2. Increased Revenue:

- Boosted sales by 30% through fast, cashless transactions completed in one second.
- Better inventory management reduced wastage, keeping popular items in stock.
- Convenient top-up and refund options encouraged higher spending.
- Hybrid solution ensured sales continuity even during connectivity issues.

3. Enhanced Security:

- Reduced fraud and theft with a closed-loop cashless system and secure POS processes.
- Ensured safe handling of all transactions and attendee data.
- Simplified voucher redemption and access to perks, enhancing transaction security.

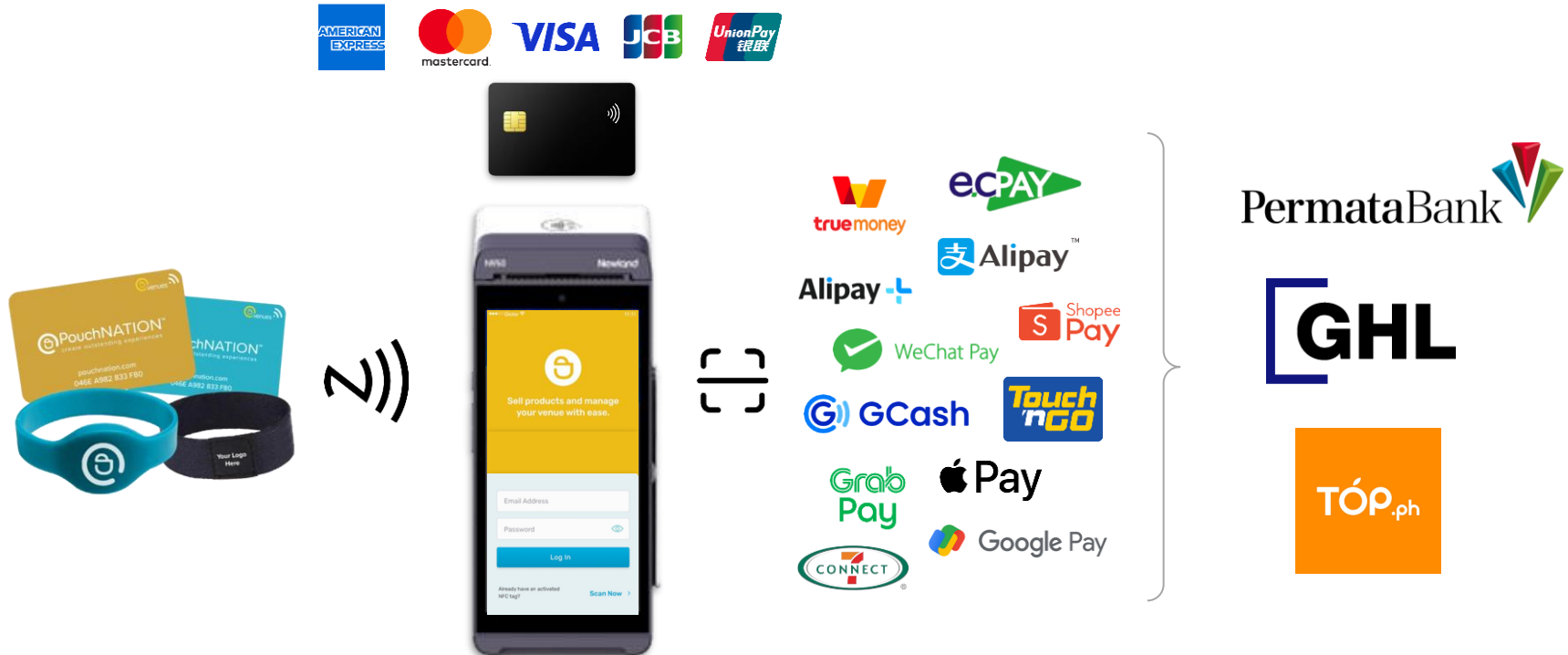
4. Better Decision-Making:

- Used data-driven insights for better operational planning and marketing strategies.
- Improved future event planning with comprehensive analytics from past events.

5. Superior Attendee Experience:

- Increased satisfaction, leading to higher repeat attendance.
- Provided a seamless, connected experience at every touchpoint.
- Positive feedback strengthened the festival's reputation for efficiency and attendee focus.

Our All-in-One integrated Point-of-Sales (POS) is integrated with local payment gateway partners such as those featured below.



We Work With Major Partners Around The Globe



Why Clients Choose us?

We are built for Offline POS Purchases

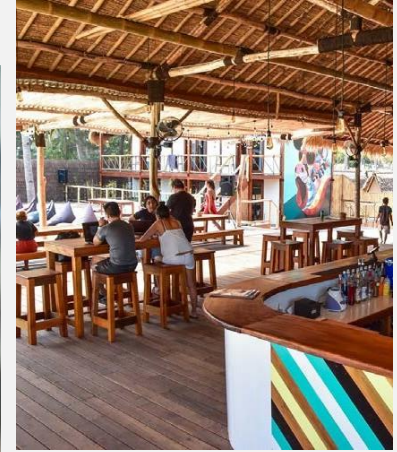
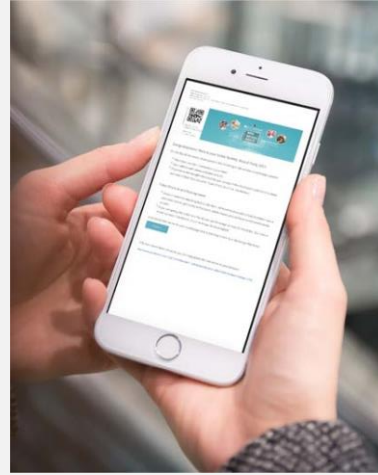
We are unique in that our system is built to facilitate offline POS purchases, ensuring uninterrupted service. This provides reliability and convenience for both merchants and customers, without missing any data collection during the process.

We're an Open Ecosystem

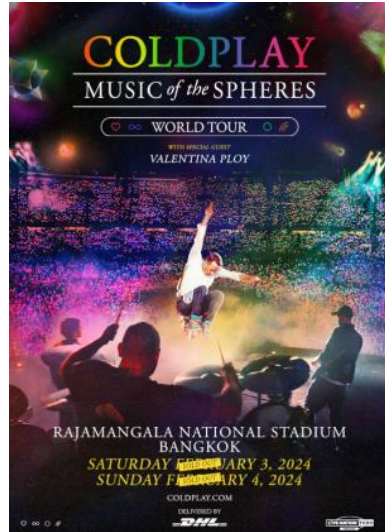
Nobody wants to work with systems in isolation. We focus on connecting the dots to provide an ecosystem of products either through proprietary technology or through third party players.

We Increase Revenue for your Business

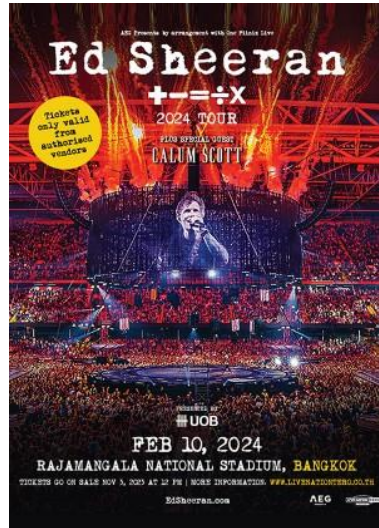
We enhance Hospitality & Entertainment by removing pain points, creating seamless experiences, and increasing revenues. Beyond digitizing operations, we boost spending through a frictionless guest experience and an extended range of services.



Our Recent Events



100,000+ Guests



65,000+ Guests



16,000+ Guests



14,000+ Guests



ime® | ime Entertainment Group Asia

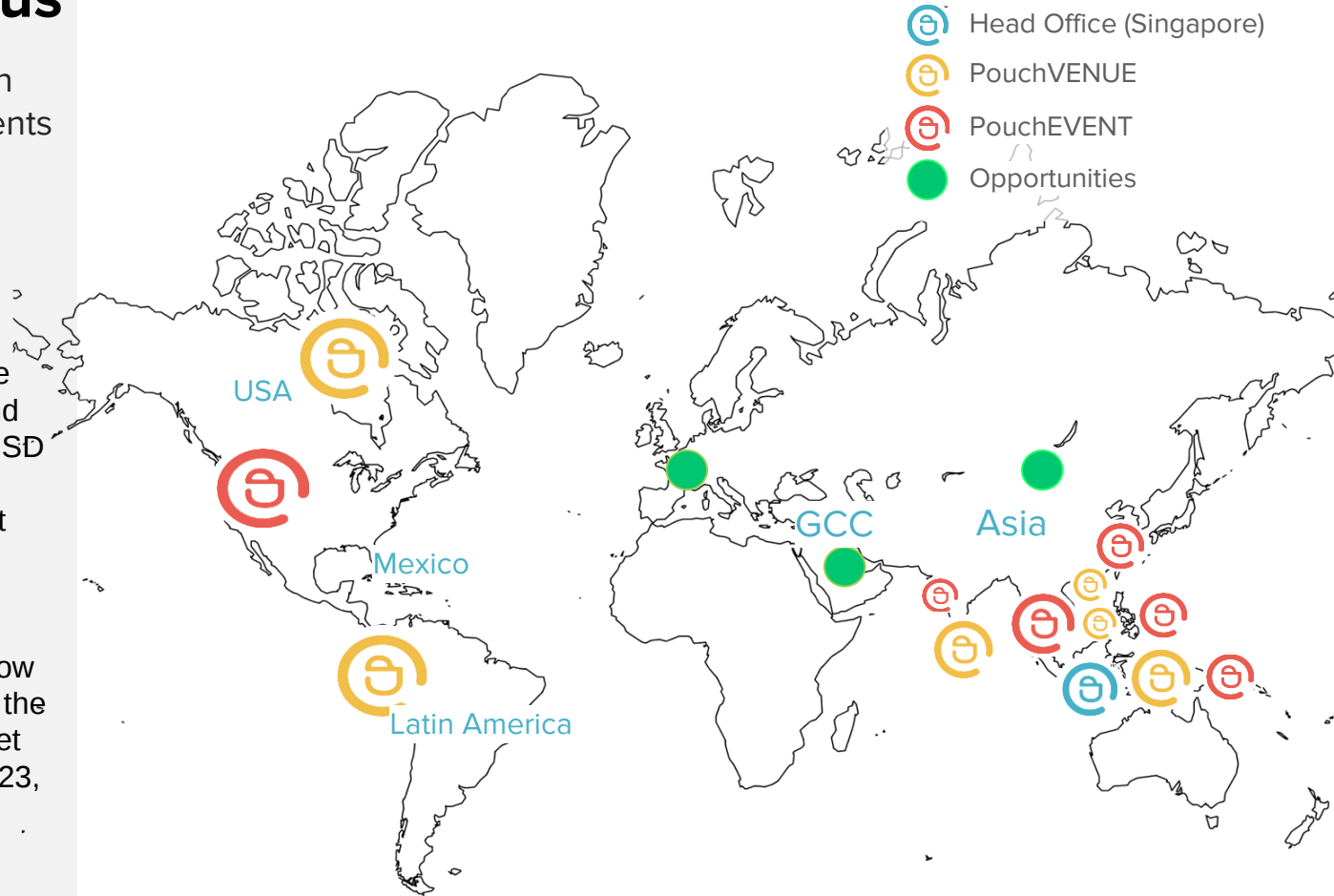
10,000+ Guests

Geographic Focus

PouchNATION is focusing on emerging markets in the events and hospitality segment

The **global hotel** and hospitality management software market size was **USD 2.54 billion in 2021**, and the market is projected to reach **USD 4.93 billion by 2032**, exhibiting a CAGR of 5.2% during the forecast period.

The global event management software market is projected to grow at a rapid **CAGR of 14.3%** during the forecast period. The current market valuation is USD 8.74 billion in 2023, and it is anticipated to reach **USD 33.35 billion by 2033**



Global Growth drive

Additional \$10 M Business forecast as an outcome of new partnerships/ signup



Indonesia

Permata Bank (National Rollout)

Tix-ID partnership

Formula E-Jkt

Bali Venues (Luna)



Thailand

Live Nation Tero

Thai Ticket Major partnership

Formula E -ChiangMai



Mexico

51-49 JV with **RK experience**

(Football Stadiums & FE and F1)

OSCESA (Live Nation) Partnership



ASEAN regional

Live Nation Venues

Regional Partnership



USA

Syscontek and Walsh Group Partnership

(NFL Stadiums & Football world-cup)



GCC

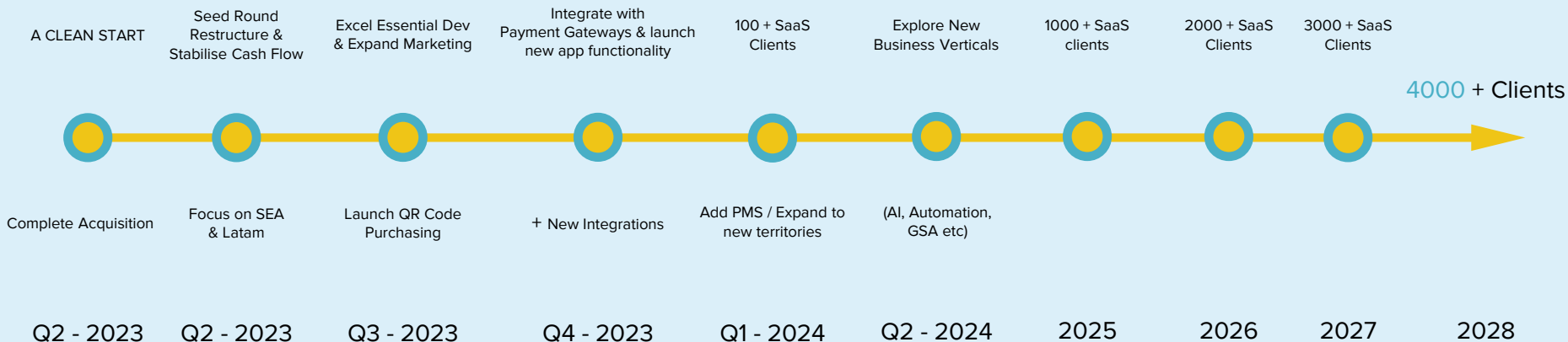
Partnerships in ME

Bassmat – KSA and Dubai

Mayfair - Qatar

FUTURE PLANS AND VISION

PouchNATION is already the leader in cashless & mobile sales, and is growing exponentially, incorporating a 360° dynamic, and with the latest technology

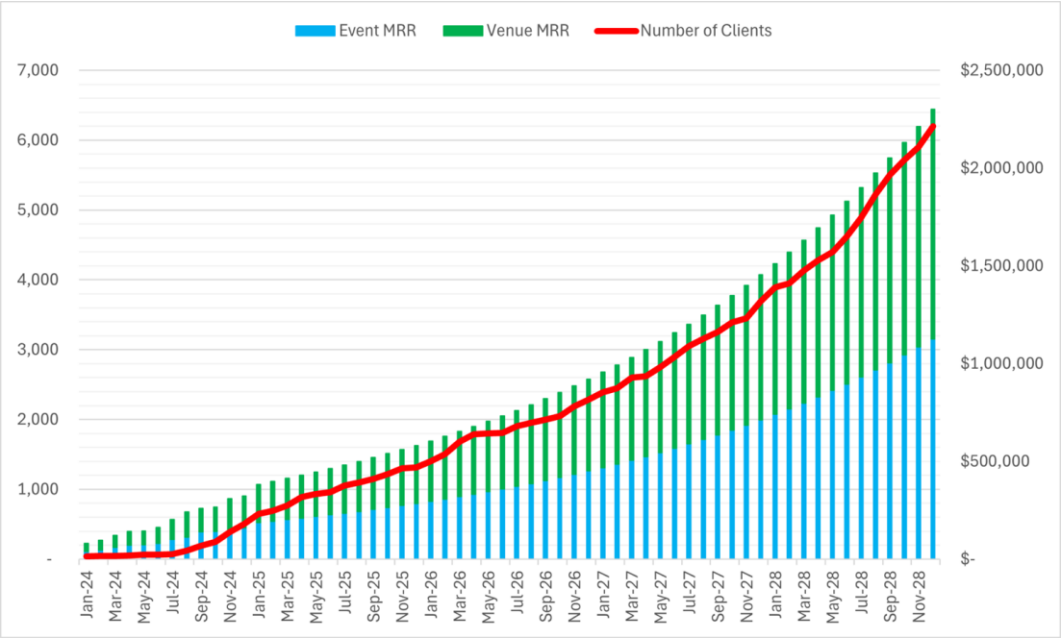


Financials

The New PouchNATION is set to pay dividends by 2025

strictly confidential

Total Number of Clients 2028	6,200
MRR by 2028	2.3M USD
5 Year CAGR	136%
Break Even Point	Q3 2025
Projected Dividends From	2025
5 Year EBITDA	25M USD
Company value (5x) after 5 years	125M USD



Where to spend the funds?

INVESTMENT OPPORTUNITIES



With over \$1 million USD invested into product development and a pre-pandemic valuation of \$14M, PouchNATION already has clear intrinsic value and strong sustainable growth projections.

strictly confidential



REIGNITE (SERIES B+)

16 million USD pre-money valuation

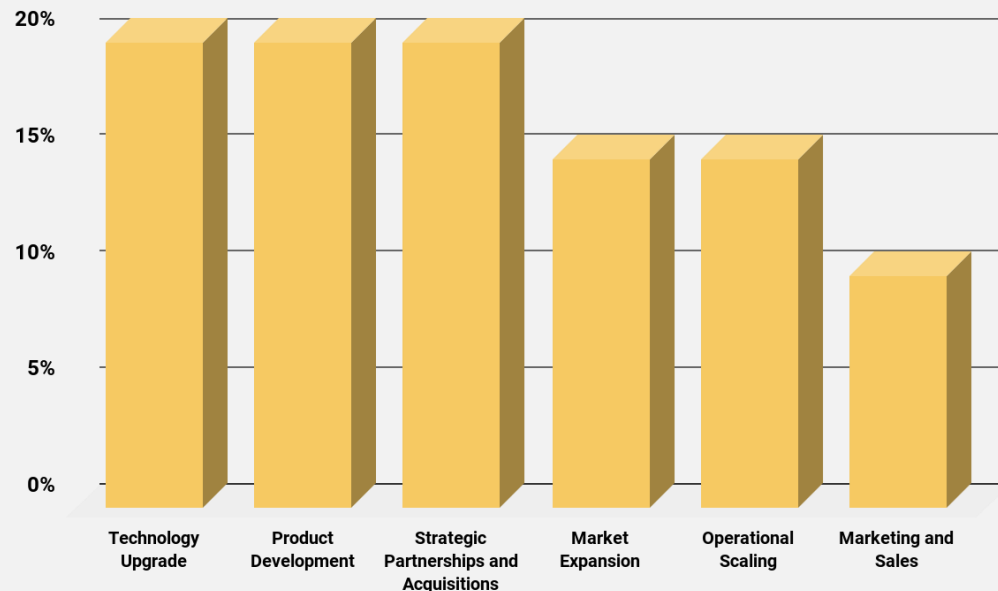
Q3 2024

Raising 1,250,000 USD (max)

Selling 10,000 shares at 125 USD per share

*Option: Purchase a larger shareholding from the Current Investor at the existing share price.

Use of Funds



WHY INVEST NOW?

RESEED & REIGNITE

The company is regaining its pre-covid position at unprecedented pace and the future is extremely bright.



strictly confidential

- Anticipate achieving a 30% annual revenue growth.
- Target an average customer value of \$3,000 to \$4,000 per year in the event management and hospitality market.
- Secure millions of dollars under Letters of Intent (LoI) for the remainder of 2024, providing a solid foundation for growth.
- Strengthen presence in Southeast Asia, Latin America and beyond, enforcing PouchNATION as a trusted and reliable event technology provider.
- Maintain ourselves as the market leader in the Cashless POS market with proprietary technology.
- Expand partnerships with key industry players, including payment aggregators, technology providers, and governmental sectors.
- Tailor the platform to meet local preferences and regulatory requirements.
- Bolster marketing campaigns and expand the sales team, driving increased brand awareness and customer acquisition.

Previous Investors

PouchNATION was backed by strategic investors that **provide access to thousands of venues**

Strategic Investors



**Provide Access to more than 10k
Hospitality Venues in Asia**

Venture Capitalists



Global Venture Capitalists



Malaysian Venture Capitalists



Indonesian Venture Capitalists

The Leadership Team



Koen van Geene



**Chief Executive
Officer** 

- ▶ Plan and Execute Global Strategic Directions
- ▶ Expand Markets, Partnerships
- ▶ Product Vision & Roadmap
- ▶ Oversee Global Financial, Operations and Performance

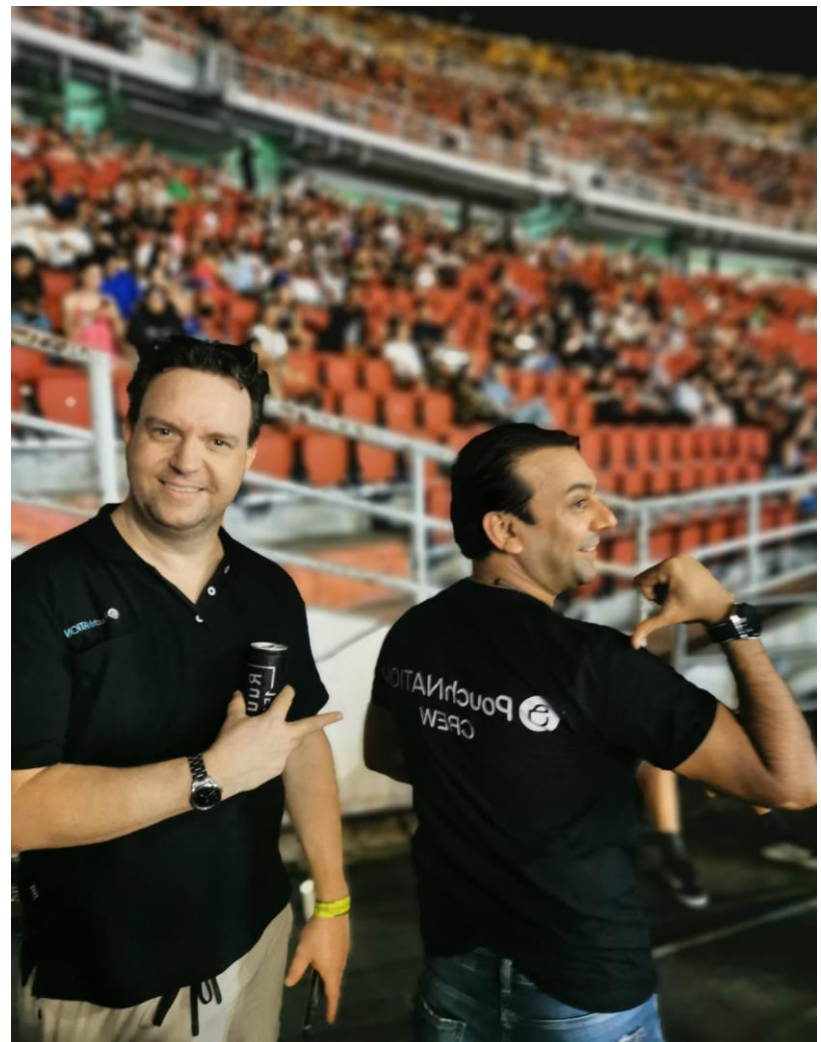


Chandrakant (CK) Singh



**Chief Investment
& Revenue Officer** 

- ▶ GTM Strategist
- ▶ Global Strategy Consultant
- ▶ Investment Acquisition Specialist



Leadership Team



Christian Lindman



**Regional Director of
Operations Americas**



Dylan Satow



**Regional Director
LatAm**



Randeep Chaudhary



**Chief Technology
Officer**

Leadership Team



Sander Schijvens

Non - Executive Director
[LinkedIn Profile](#)



James Henderson

Chief Strategy Officer
[LinkedIn Profile](#)



Karl Hermans

Non-Executive Director
[LinkedIn Profile](#)



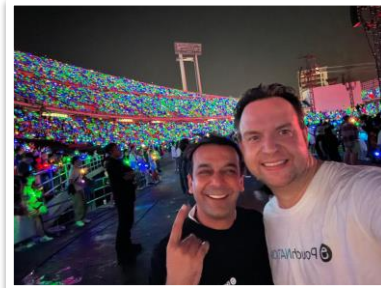
Eugene Tan

Director [—](#)
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Vikas Tandon

Non - Executive Director
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