

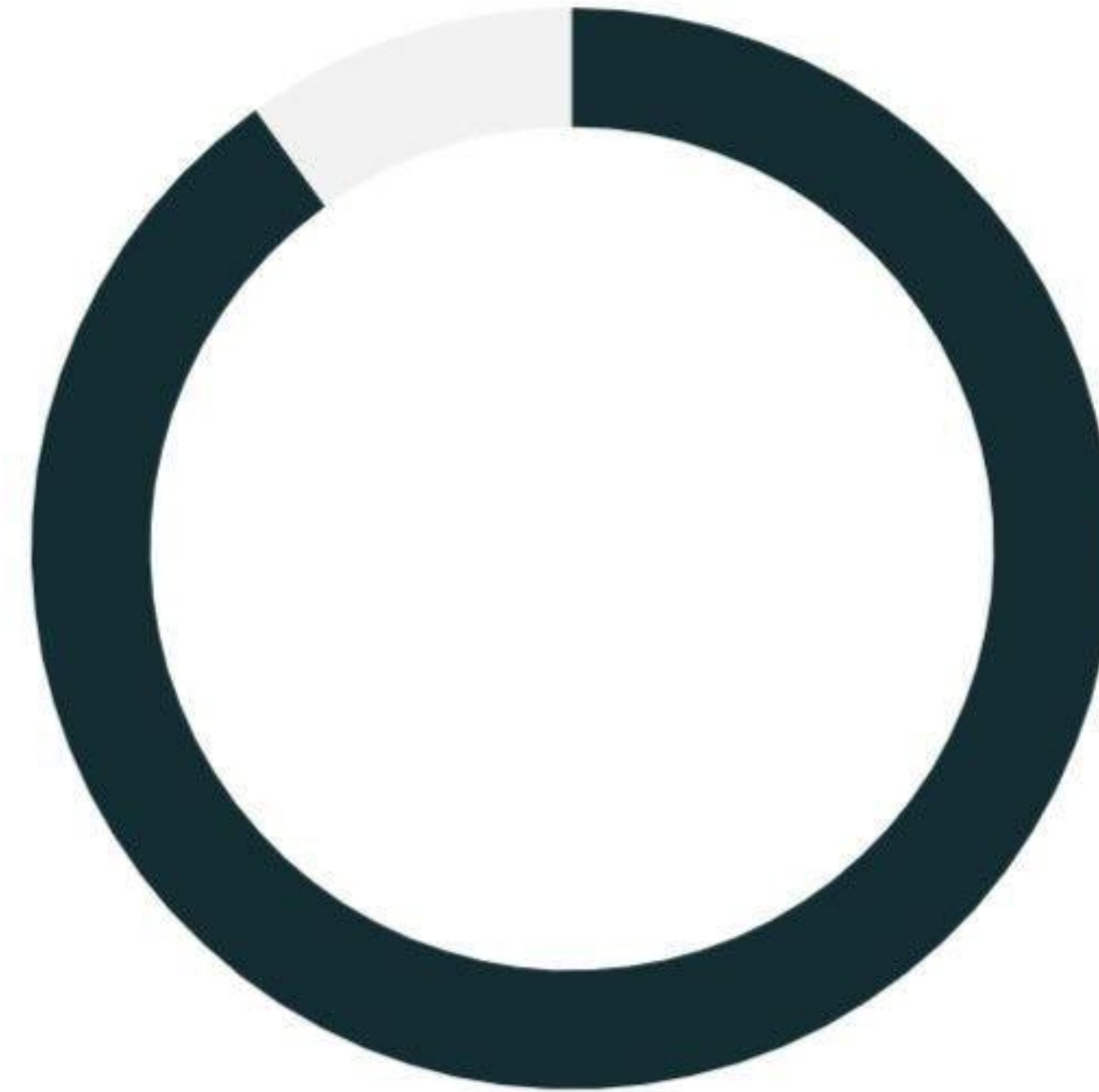
uneo

The operating system for trade spend

Commerce companies and their suppliers manage trade spend (sales budgets) in silos and without any technology

+90%

of all commerce companies and suppliers/brands
do not yet use digital tools to manage their trade spend



Highly manual and intransparent process for both brands and commerce companies

Industry

Brands work with multiple partners that sell their products (e.g., retailers and eCommerce companies).

Brands and their sales partners run multiple campaigns to boost sales for those products.



Status quo

Commerce companies



High manual effort

High intransparency

Low efficiency along the value chain

Brands (Suppliers)



**We are creating the operating
system for trade spend**

No-code workflow software to manage and optimize the entire trade spend process

SaaS

(for brands and commerce companies)

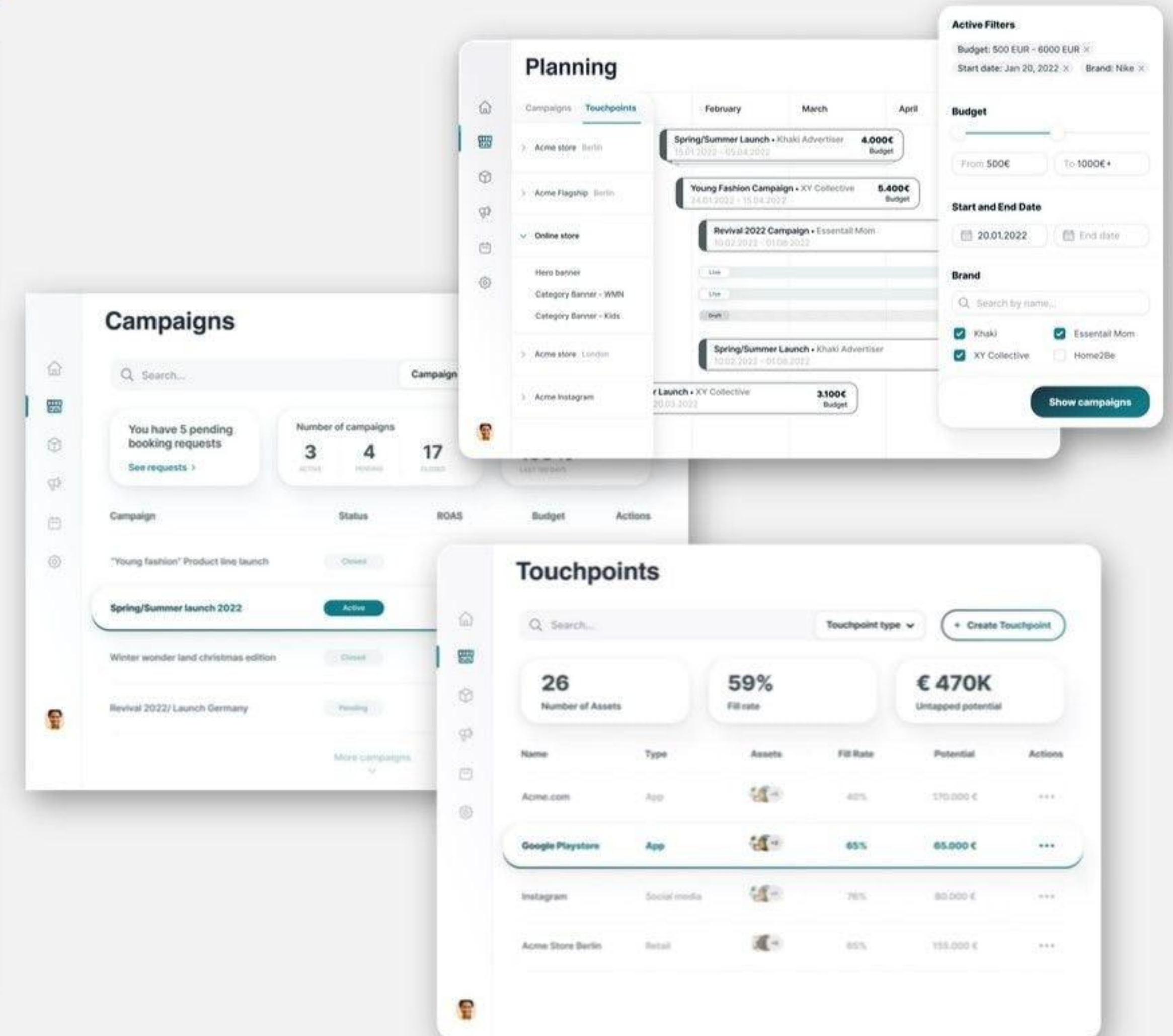
No-code workflow software for process innovation along the value chain– from campaign planning and alignment to reporting and invoicing

For brands

Manage commerce partners and optimize sales and marketing campaigns

For commerce companies

Manage advertising partners and monetize advertising spaces effectively



unea is disrupting one of the biggest global markets

€529bn

Global advertising market



100% outsourced, automated and tech-enabled



The market that
unea is attacking

€465bn

Global trade spend market



Inhouse, manual and not tech-enabled



Trade spend is growing rapidly and is the second-largest item on the P&L of brands



What do leading industry experts say about unea?



"With unea marketers can manage their sales campaigns and activities with suppliers in one place—a software solution that allows for full transparency and overview."

Philipp Westermeyer

Founder & CEO Online Marketing Rockstars(OMR)

"The unea platform enables a scalable implementation, management and reporting of advertising spaces and campaigns both offline and online. This opens up entirely new possibilities to scale co-marketing initiatives."

Alisa Türc

Former Managing Director Pilot Agency & BuzzBird Supervisory Board



Experienced team with strong product and tech focus to build a solution that transforms our industry



Richy Ugwu
CEO

Serial Entrepreneur in this space building “non-tech unea” model for MediaMarkt, Saturn, METRO, INTERSPORT and Thalia



Tim Duckett
CTO

Former Head of Engineering at Penta and BCG Digital Ventures. Previously also CTO of a FinleapVenture



Felix Kleinhenz
VP Product

Former Head of Product for Sellics responsible for vendor business and founder of the D2C startup Moanah



Hannah Oldorf
Head of Operations

Former BCG consultant experienced in running large-scale tech projects in the media industry



Korey Powell
Lead Software Developer

+8 years of experience as a Full-Stack developer as freelancer and running his own software company



Pedro Rodriguez
Software Developer

+3 years of experience as a Front-End developer in the startup ecosystem and as a freelancer



Paula Makarova
UI/UX Designer

+3 years of experience in UI/UX design with strong passion for design and outstanding user experience





Join us to create the
operating system for trade spend

www.unea.io