



Meebler



88% of 18 to 29 year-olds own a smartphone

In 2010, on average a person

SENDS 2000 **RECEIVES 1800** **TOTAL 3800**

message in a single month

Instant Messaging is constantly growing

2013

3.2 BN
IM ACCOUNTS

2015

3.9 BN
IM ACCOUNTS

2017

4.6 BN
IM ACCOUNTS

Are apps the future of the marketing?

WhatsApp to give users's phone numbers to Facebook for targeted ads

messaging service will begin sharing private information with Facebook and is preparing to allow businesses to message users.



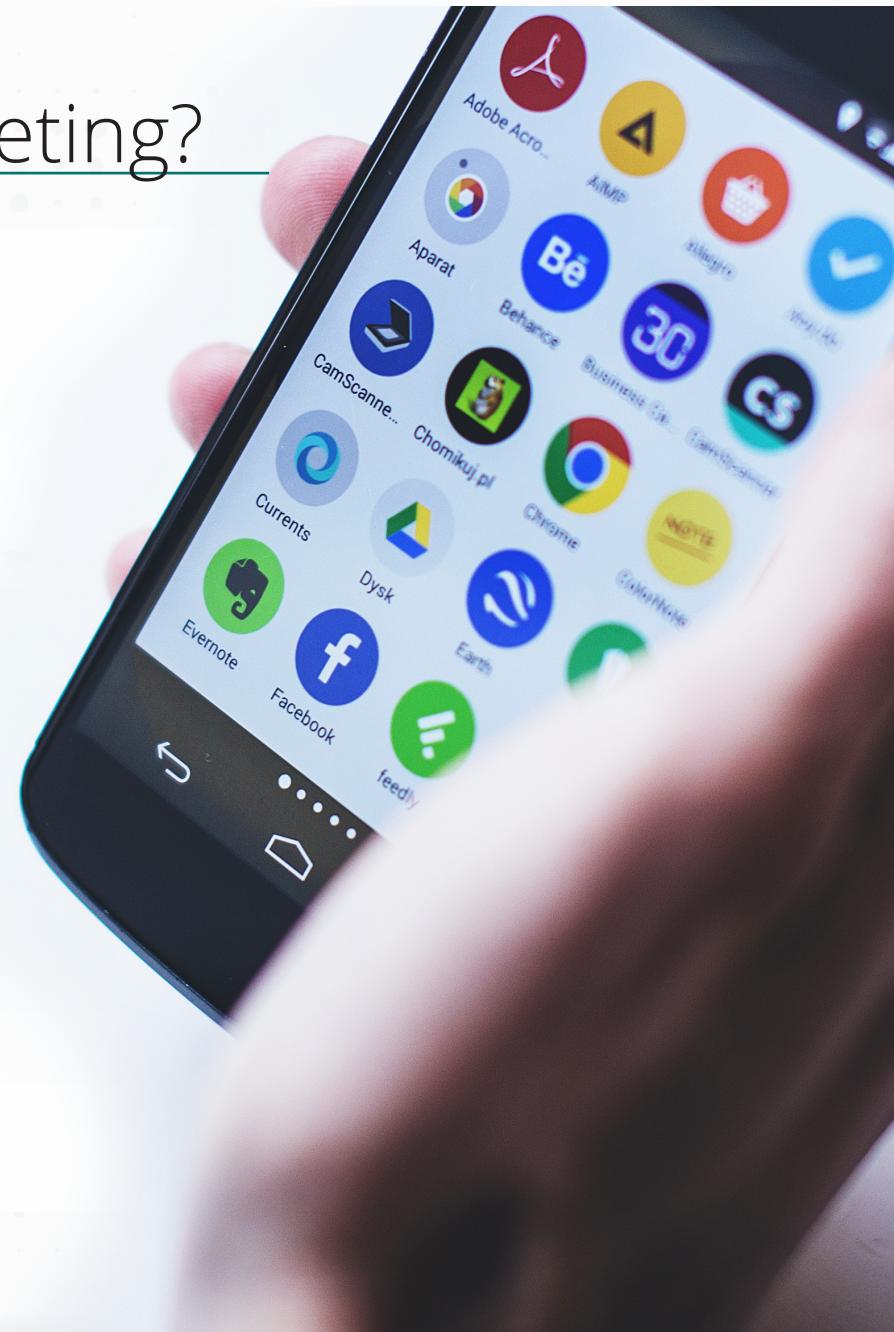
TripAdvisor customers warned of spam onslaught after email data breach

Unspecified number of members email addresses have been stolen.



Online Cheating Site AshleyMadison Hacked

Large caches of data stolen from online cheating site AshleyMadison.com have been posted online by an individual or group that claims to have completely compromised the company's user database, financial records and other proprietary information. The still-unfolding leak could be quite damaging to some 37 million users of the hookup service, whose slogan is "Life is short. Have an affair."



Messaging Trends



WhatsApp or what apps?

- To tweet or not tweet.
 - The rise of Mobile Messaging.
 - Social Commotion.

Social Media Marketing

Social Media Studies

- Organic Reach Decline •
- Measurable Response •
- Makeup Shotgun? •

Social Media

Marketing

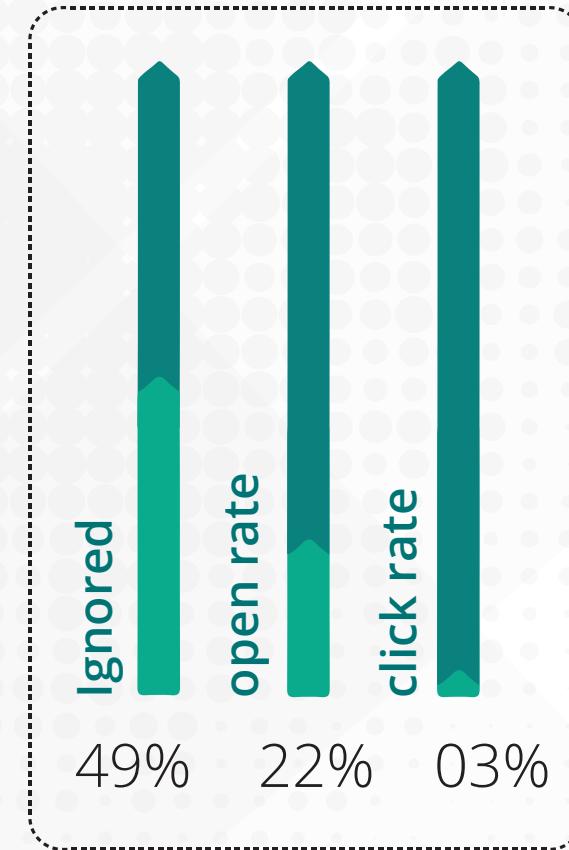


Targeted Spam

Email

Marketing

Targeted, measurable



49% ignored •
22% open rate •
3% click rate •



PLAY VIDEO

Cloud based Software as a service
Targeted messaging / multiple channels
App, platform and device agnostic



Meebler Engage

Meebler Cloud



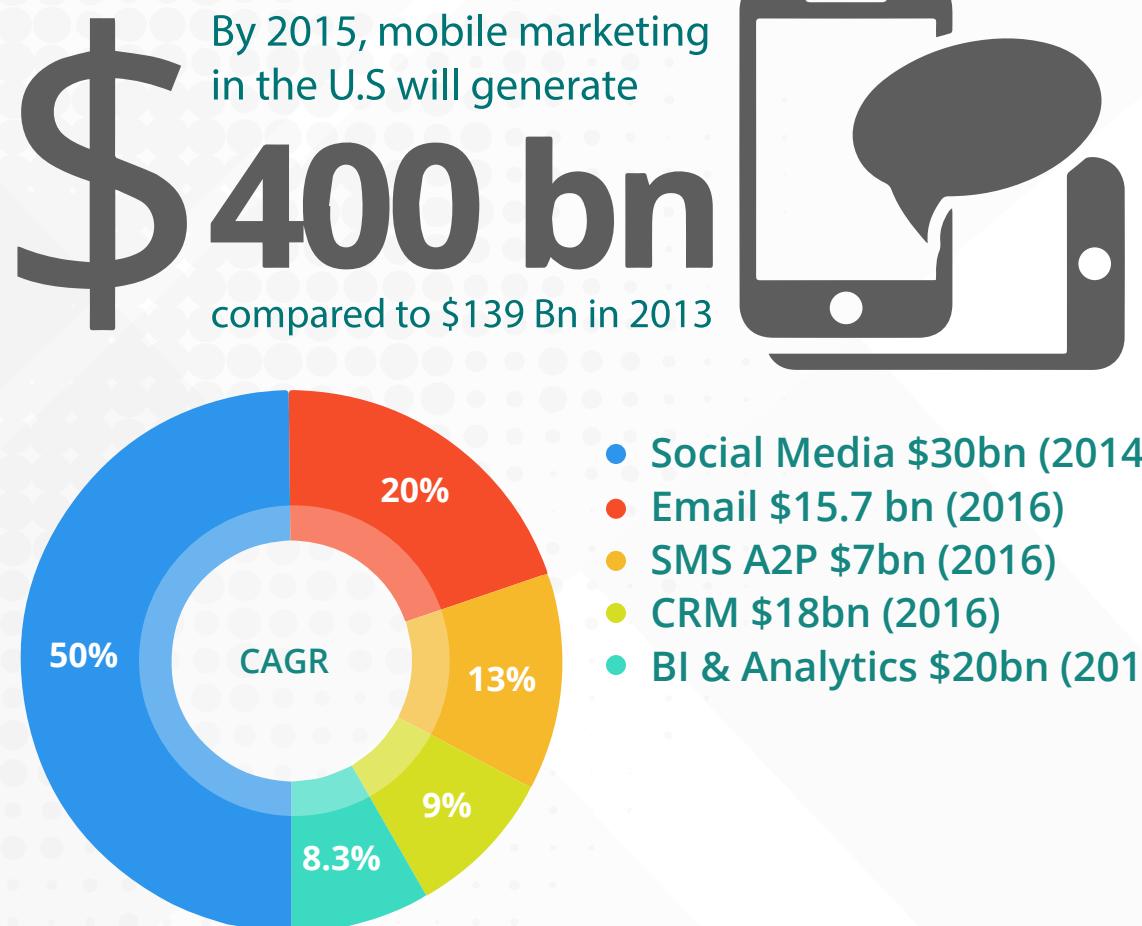
Message Central
Take Control



Digital Ethics



Market Opportunity



. Targeted customers

B2C Direct marketing

- Relationship Driven.
 - Repeatable Sales Opportunity.
- Retail, FMCG, Leisurer, Fashion

. Revenue model

Transaction Based

- Proven
- Scalable

BI & Lead Generation

Customer Introductions & Lead Generation

High LTV:CPC ratio



Meebler Team



Steve Facer
Founder & CEO
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Juan Ayala
UX / UI Designer
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Guilherme Carlos
Software Developer
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Ian Bagnall
Director/Founder
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Road Map

Technical Development

- Message Central technical beta
- Meebler Engage v1.0

Marketing Development

6-9

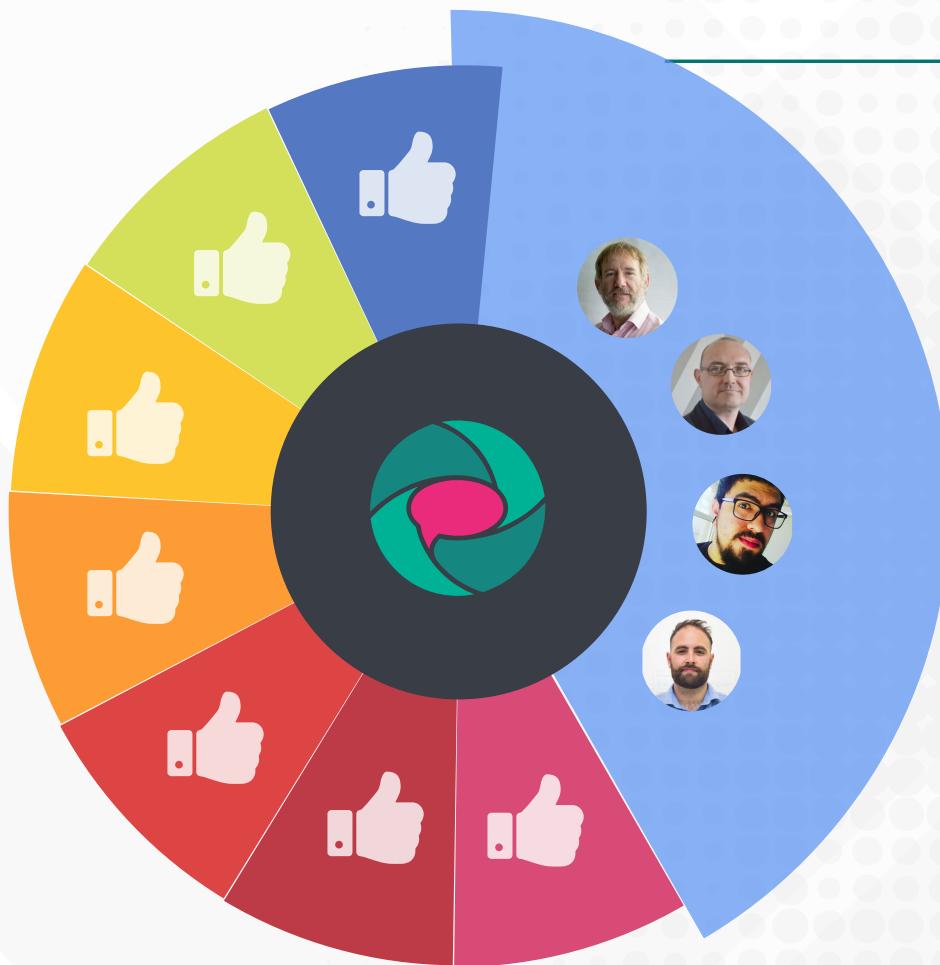
months

Today

3

years

Simply Engage More



- Increased engagement
- Simpler messaging campaigns
- Better Bi & Analytics
- Data protection compliance
- Increased ROI



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