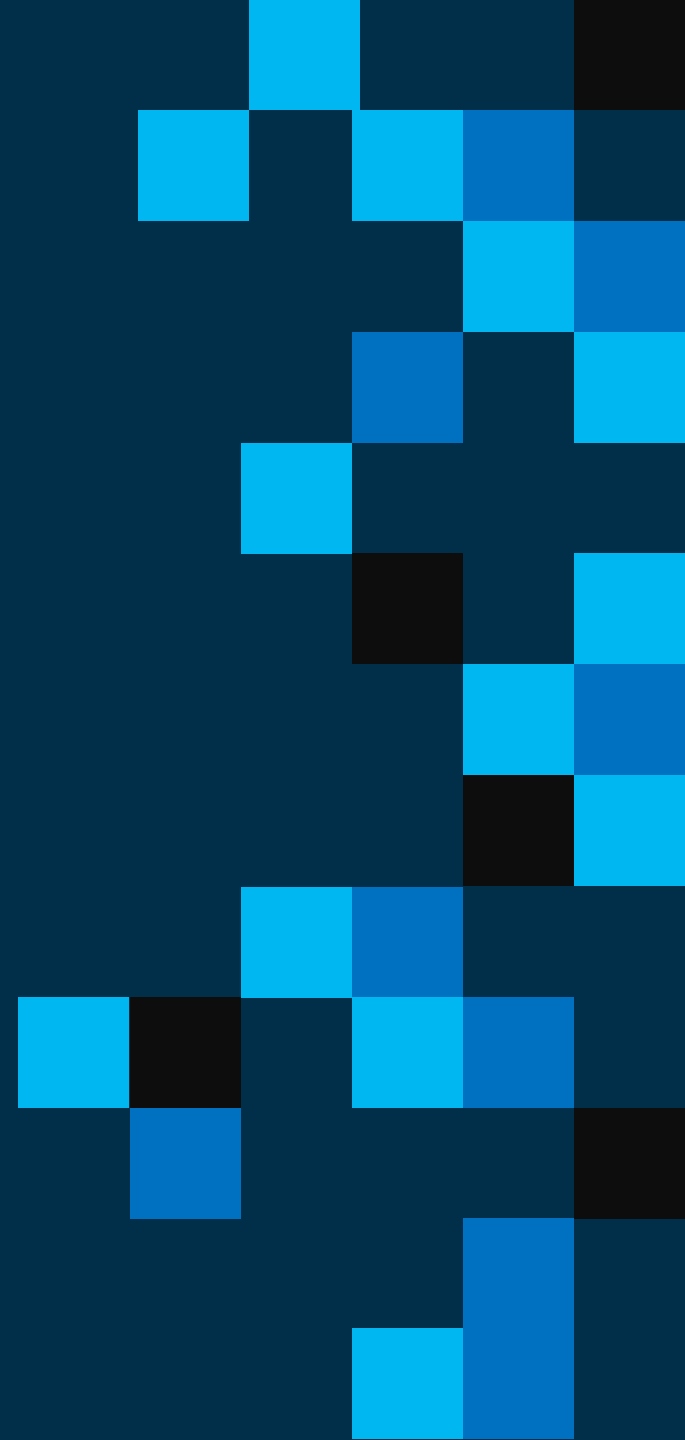


Sw**B**op
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INTRODUCTION

SwopBox is a dynamic, digital marketplace, for corporate hospitality boxes

SwopBox connects available boxes and seats (supply) to other searching box owners and users (demand)

Where Airbnb meets StubHub



Definitions

PRODUCT

The technical product, platform, or system of **SwopBox**

CONTENT

Available hospitality boxes, seats

EVENTS

Occasions where boxes are available: matches, concerts, conferences, etc.

SYSTEMIC

Created by the platform and not by human intervention

USERS

All users of **SwopBox**: Box owners, members, guests, website visitors, etc.

BOX OWNERS

A private or corporate box owner or operator

What is SwopBox?

Is your corporate box being fully utilised?

Are your clients getting bored of attending the same venue and suffering from event fatigue?

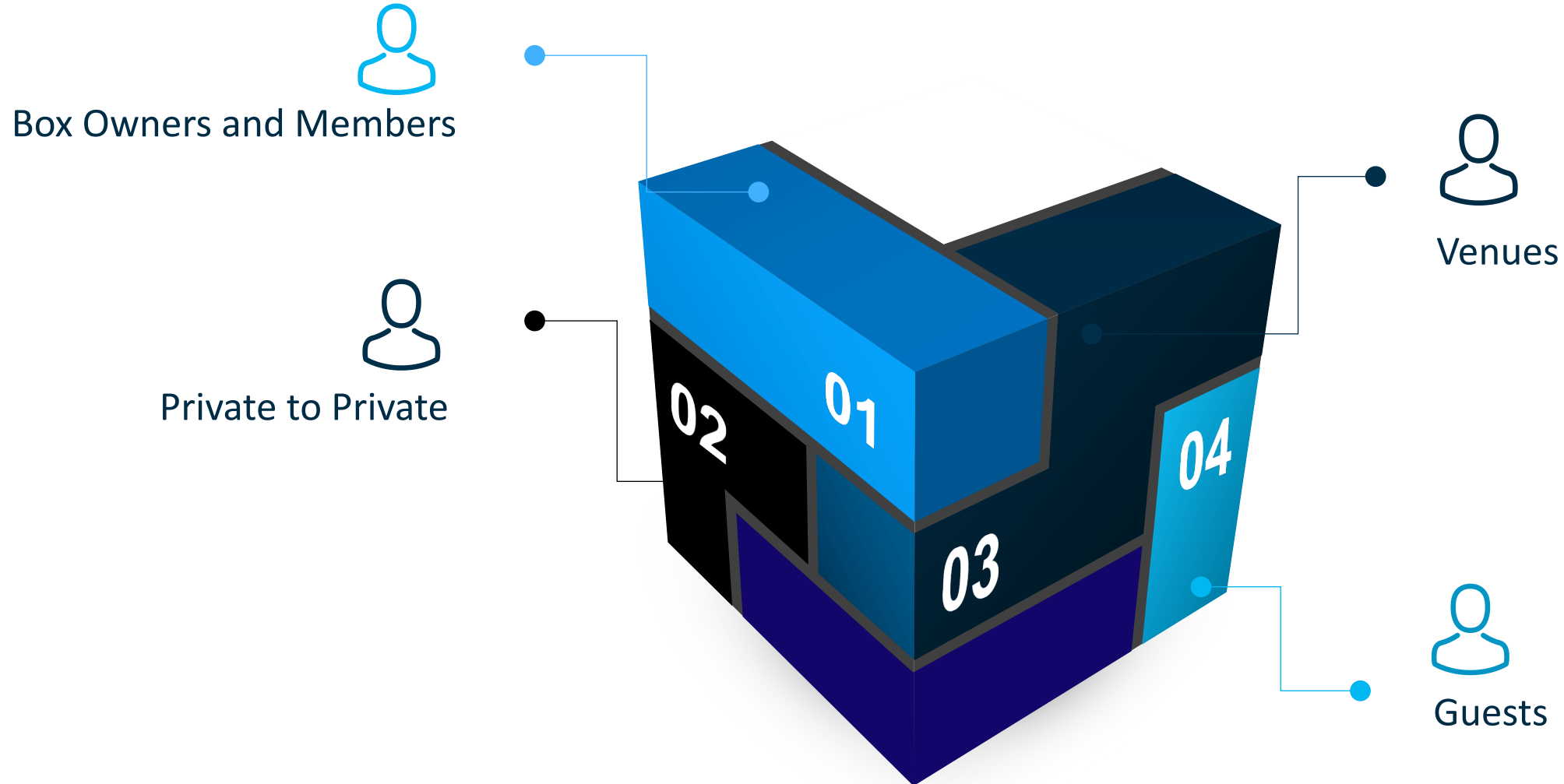
Worried about offering your box to clients because of the 2010 compliance anti-bribery act?

Frustrated by seeing empty boxes at venues?

SwopBox
is your solution for accessing global events/venues.

Whether privately or corporately owned, a sporting or entertainment venue; never let a box be empty or let an opportunity to impress a client be lost.

SwopBox Audience and Users



Transactions Via SwopBox

Box owner (private or corporate) to box owner (private or corporate)

Box owner to private (member)

A venue to box owner or private (member)

A venue to venue

Business case - challenges and solutions from different perspectives

A. Box Owner - Challenges

1. Inefficiency of the box

- Quantity of users
 - Empty seats at matches and events, which entail direct loss of revenue and/or a lower return on investment.
 - Limited use of the box overall, for example, only being used at events.
- Quality of the invited guests
 - Exhaust your prime guest list quite quickly and then allow commercially fewer interesting invitees to fill the box.

Business case - challenges and solutions from different perspectives

A. Box Owner - Challenges

2. Owners fatigue

- You are watching the same event, over and over. You want to experience other events, but at the same hospitality level.
- Clients fatigue from the same event, or the lack of interesting new guests with whom you can interact.
- You are tired of the box being empty, an empty box might be perceived as bad business.
- You suffer costs and time management issues, for non-usage of the box.

Business case - challenges and solutions from different perspectives

A. Box Owner - Benefits

- Increase your direct income and return on investment (ROI) , by utilising your hospitality box more efficiently.
- Meet and 'wow' new and interesting people for your own corporate network.
- Introduce new and interesting people to your clients, to increase your commercial network.
- Increase bookings and revenue for daytime use.
- Expand the possibility to attend new events in other venues, at the same level.

Business case - challenges and solutions from different perspectives

B. Private Members - Challenges

- Limited access to corporate boxes and seats.
- Their business network might be restricted to only a number of countries.
- Dependency on secondary ticket agencies, or concierge services.
- Inflated and/or overpriced ticketing.
- Ticket delivery insecurity.
- Uncertainty of the actual quality of the seats.
- A wish to boost their business trip and 'wow' their new or potential local business partners.

Business case - challenges and solutions from different perspectives

B. Private Members - Benefits

- Gain access to Global boxes, seats and increase your network (ROI).
- Reliability by dealing directly with the owner /organiser.
- Fair pricing.
- Quality seating.
- Enhance your business trip by using **SwopBox** .
- Transparent and secure payment and ticket handling.
- Meet new and interesting people.

Business case - challenges and solutions from different perspectives

C. Venues - Challenges

- Empty boxes equals bad business, make your box work for you.
- You suffer revenue loss for every empty box, due to no up sale on food and beverage.
- It proves challenging to sell, venue owned boxes/seats.
- Daytime use of the boxes by the very nature is negligible, the infrequency causes issues for venue services.

Business case - challenges and solutions from different perspectives

C. Venues - Benefits

- A happy box owner helps to support future rent retention and/or rent increases.
- Further commercial optimisation of the box, increases the market value of the box.
- Full capacity of the box, leads to higher food and beverage turnover.
- **SwopBox** is another window, to help boost sales for venue-owned boxes or seats.
- Daytime use could lead to higher turnover for venue services.

Transaction Matrix

A direct swap between box owners
with no funds transferred

A direct swap between box owners
with additional funds transferred

A direct swap between box owners
using a voucher

A direct transaction between box
owners (perhaps discounted)

A direct transaction between box
owners and members

An indirect transaction between box
owners and members through a
voucher

CONCLUSION

“

Never have any empty corporate boxes
or debenture seats.

Let **SwopBox** give you access to
sports/entertainment experiences
across the Globe.

”

SwopBox T&C's

This is a premium, secure and ethical exchange service, where members can swap boxes either directly 1:1, box to box, for cash, or where the members prefer a **SwopBox** voucher. The voucher can be redeemed at a future date, for an alternative box. To secure the mutual interest in the **SwopBox** principles, all members must have the rights to a box, or an asset which at times, they will wish to swap to another member.

If under the venue contract the licensee can't accept cash for this transaction, then the licensee can accept a **SwopBox** Voucher from the licensor, which they can redeem on a future transaction. **SwopBox** vouchers are internal vouchers and valid for one year.

A **SwopBox** licensee and licensor, may prefer a straightforward cash transfer, or temporary hire of your box.

A licensee or member, may not want cash in return for temporary leasing of their box and therefore might choose to enter into a non-cash, voucher option, valid for one year. This is called a **SwopBox** voucher, which for the avoidance of doubt is similar in concept to that used by holiday time shares.

SwopBox T&C's

SwopBox time share option - for example licensees who never use their box during the month of August, **SwopBox** will then connect them with another licensee who is seeking an alternative box venue in that same month. The licensee may then choose to close the transaction under a non-cash agreement, as a straight 1:1 swap or under the **SwopBox** voucher scheme.

A licensee or member to **SwopBox** must identify which **SwopBox** beneficiary option best suits their commercial needs, swap, cash or voucher. The onus is therefore on the licensee or member, to check and comply with their individual box/venue contract, when setting up their account via the **SwopBox** website.

A licensee or member, must comply with the 2010 compliance and anti bribery act, which is globally recognised.

Payment. If you have a box, you can join for free, otherwise it's an annual **SwopBox** subscription fee of £2,000 **SwopBox** would then collect a % fee from any successful **SwopBox** transaction (licensee to licensor). Trade to be in the currency of the country where the box is located, therefore avoiding FX gains and losses. Alternatively, voucher schemes are also available, where the licensee or member use the **SwopBox** voucher instead of cash for a transaction. **SwopBox** would receive a % of that transaction value.