

One° *City*

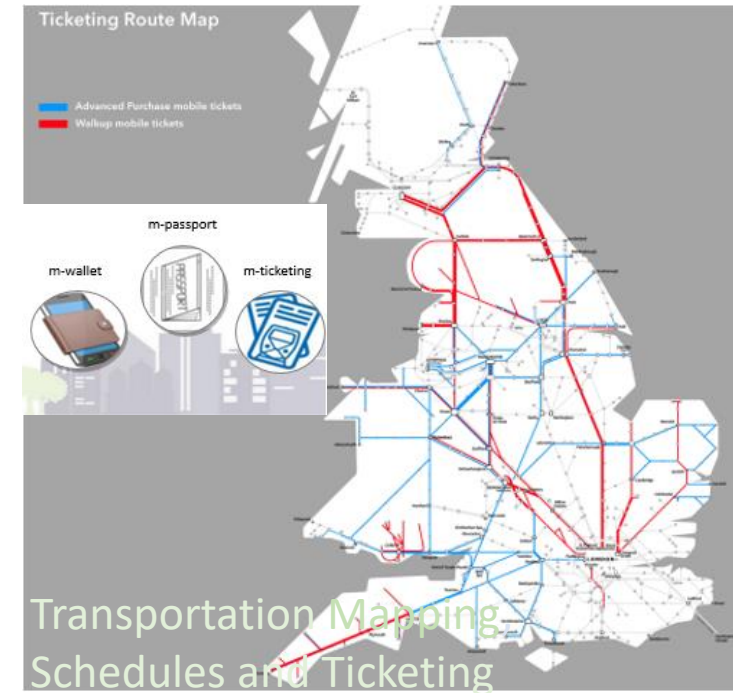
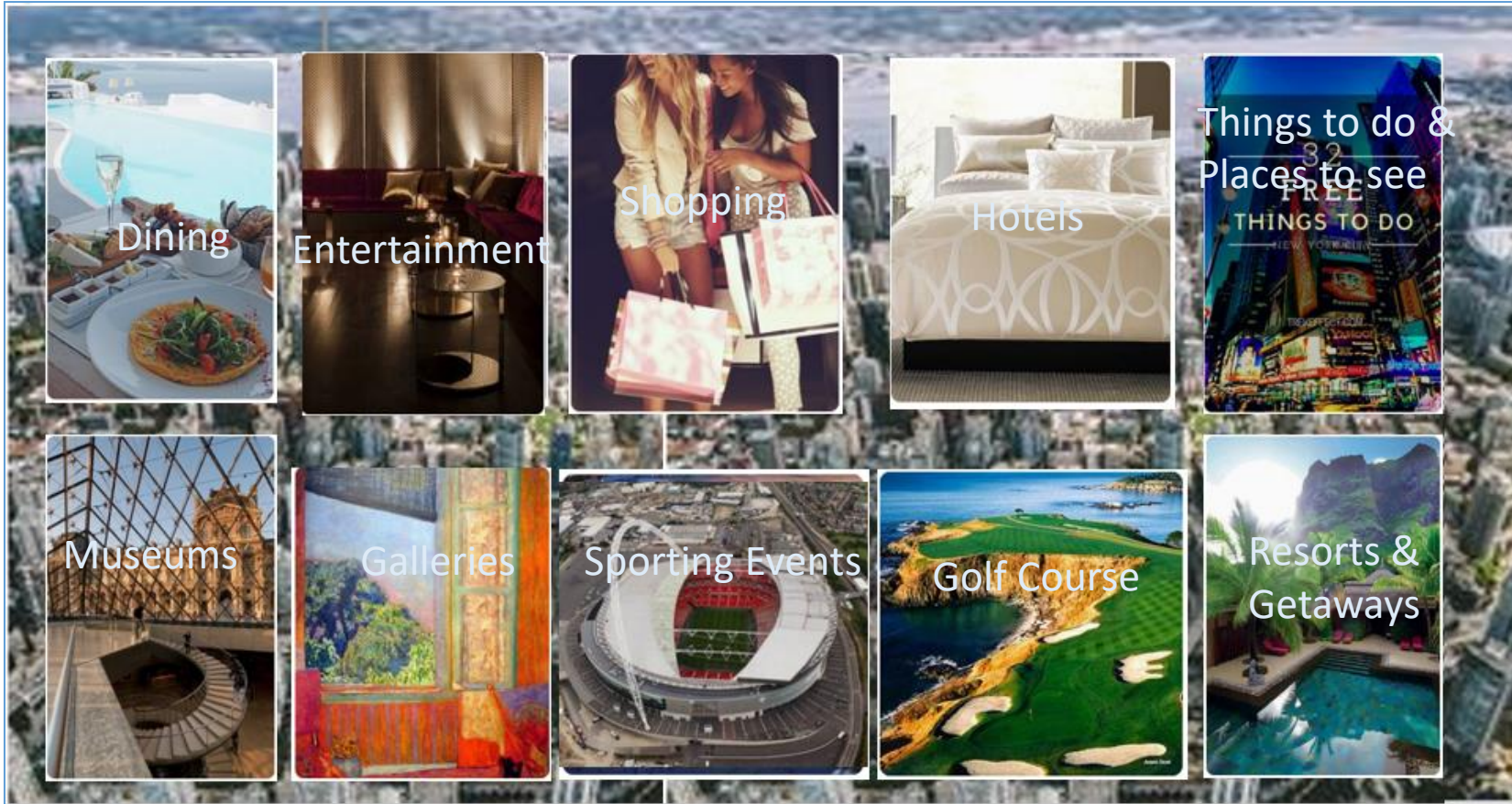


LONDON
PARIS
ISTANBUL
SINGAPORE
KUALA
LUMPUR
BARCELONA

AMSTERDAM
ROME MILAN

SHANGHAI VIENNA PRAGUE
LOS ANGELES

BANGKOK
DUBAI
NEW YORK
SEOUL
TOKYO
HONGKONG
TAIPEI



The One° Project

One° \approx travel/living technology of today

I. Assists inhabitants and tourists on their journey through life

II. Provides ultimate convenience of travel/living

✓ accessible real-time area information

✓ notifications:

~Itineraries

~Promotions

~GPS Mapping, Directions, and Scheduling

✓ mobile wallet

✓ mobile passport: i. m-passport

ii. m-boarding pass

iii. m-lounge pass

✓ mobile ticketing: i. Public Transportation

ii. Entertainment

iii. Building Access

Designed to create seamless living and travel across all devices:

a. computers

b. mobile phones

c. tablets

Providing a channel of Omni-commerce

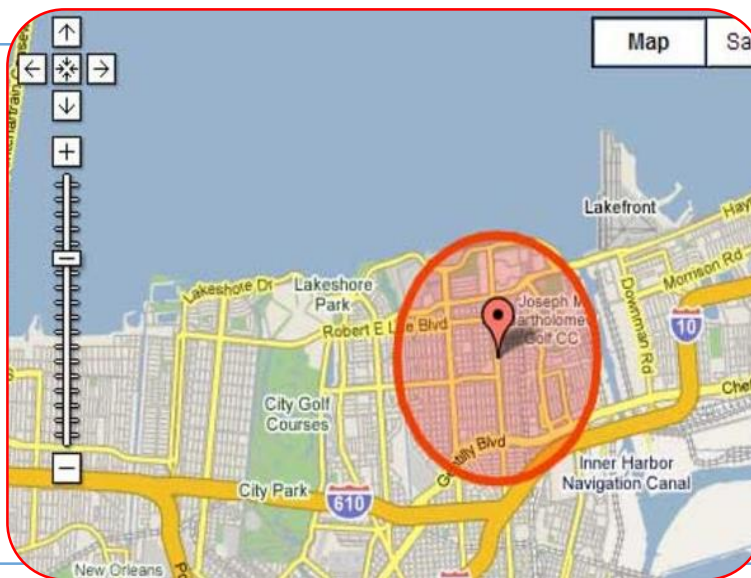


One° technology is creating an Omni-channel, personalized travel/living experience...

The 1st of its kind to reach the market.



One° Mobile Application creates a marketing platform for local establishments within a designated area; while allowing a complete, consistent and seamless consumer journey with the ease of a mobile wallet, and the full engagement with people, places and things... The 1st of its kind to reach the market.



Launched via Location Based Messaging:

- Cities

With mapping & mobile ticketing.



The One° Platform:

1. Increases Local Establishment Visibility
2. Creates the opportunity for:
 - Personalized Marketing Efforts
 - Increased Engagement amongst Local Establishments (Retail, Hospitality, Dining and Entertainment)
3. Provides data analytics for increased knowledge

Travel & Tourism World Economic Impact

5th successive year, growth of the Travel & Tourism sector in 2015 (2.8%) outpaced:

1. Global Economy (2.3%)
2. Manufacturing
3. Retail

Travel & Tourism generated an aggregate

- US \$7.2 trillion (9.8% of global GDP)
- Supported 284 million jobs; equivalent to 1 in 11 jobs in the global economy, with expectations to support over 370 million jobs by 2026.

Travel & Tourism forecasts over the next ten years look extremely favourable with predicted solid growth rates of 4% annually, outperforming global economic growth.

A short-fall in the service industry for a need of services that incorporate the following elements in a synchronised, consistent delivery process have been identified:



While, the service industry is looking for a mobile commerce proposition that is consistent across multiple mobile operators and across both transactional and non-transactional services.

Service industry is also seeking 'plug-in-services', whereby they can adopt a set of tools that integrates payment, couponing and loyalty, and transfer data between company systems and mobile services systems.



The opportunity to transform the consumer experience of payments in retail stores, ticketing, access control and other aspects of daily life are arising.

A mobile wallet functions as a digital container for:

- payment cards- -tickets-
- loyalty cards- -receipts- -vouchers-
- other items that might be found in a conventional wallet

Enabling the user to manage a broad portfolio of mobile services from many different companies.

The purchase of a ticket that utilizes Lightrail, bus transfer, a tourism attraction in any major city and Mass Rapid Transit pass for use, with tickets to a game or the opera would be impressive and now can be possible with m-ticketing.

Ecosystem Benefits:

- Cost Savings
- Reduced Marketing, Sales and Distribution Costs

Environmental Benefits:

- Reduced CO2 emissions
- Less vehicle traffic, by driving increased use of public transport.
- Reduced paper-waste, particularly in the case of magnetic stripe tickets which are not recyclable

Enhanced security:

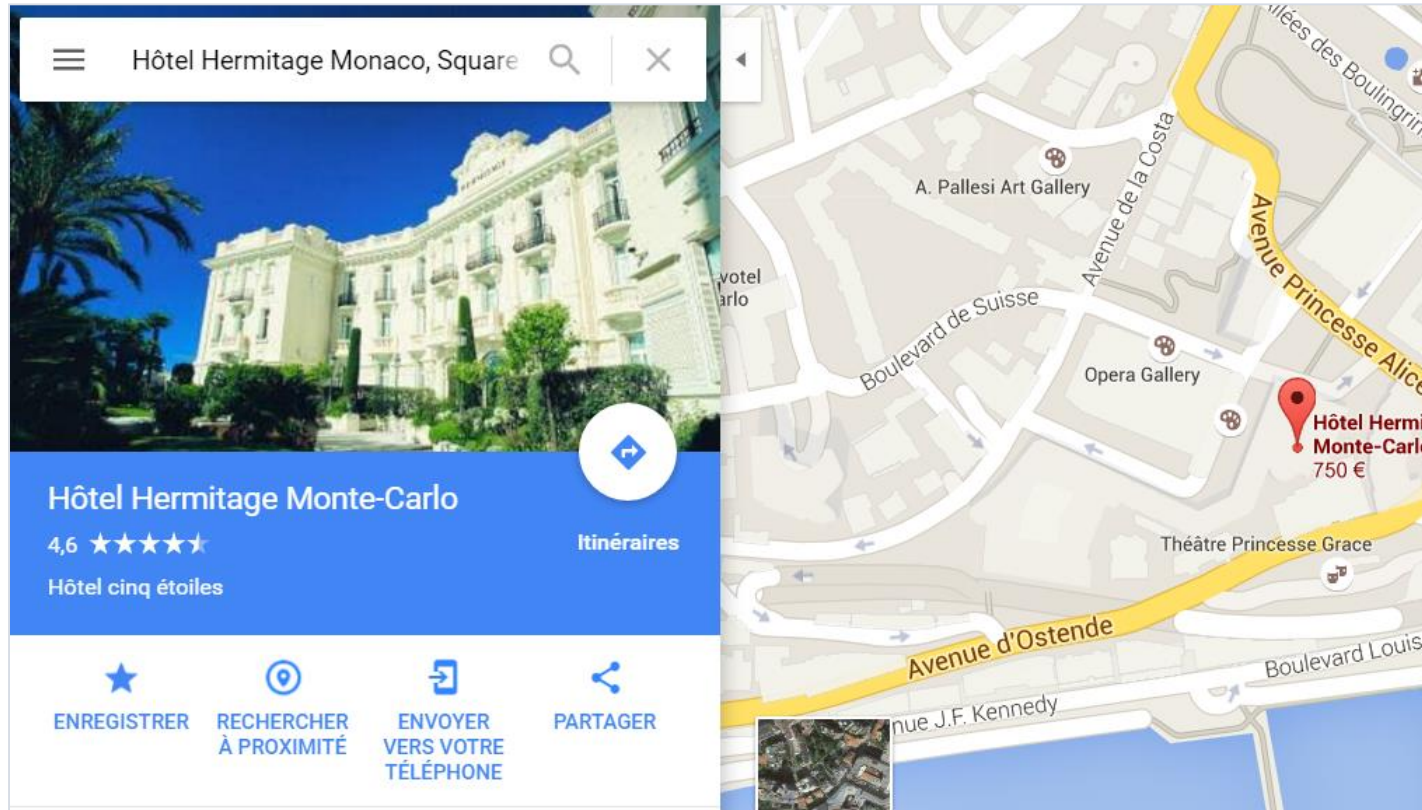
- At the transactional level in ticket purchase, distribution and authentication of tickets
- At a personal level through reduced risk of crime when using public transport

Today, there is no standard way to manage multiple ticketing applications and their selection by the end user and this will be the first of its kind to enter the marketplace. ★

★ 1st of its kind.



Mapping , Direction & Instruction plus Bookings



Companies will need to embrace innovative technology solutions as to quickly adapt to the competitive landscape to meet growing customer demand and not lose out on business.

Retail and Hotels are expected to use a mix of on-site and mobile services in the future. Personalized services will be increasingly offered and available based on customer stored preferences.



Dining : Reservations & Bookings

Our technology, at your service

Tap into the network that seats
over 17 million diners each month



Discover, explore, reserve, and manage restaurant reservations free and instantly—anytime, anywhere. As the global leader in restaurant reservations, helps you discover new restaurants; view menus, reviews, and photos; and earn reward points towards your next delicious meal.

Restaurant Solutions

Choose the best solution to manage
and grow your business.

[Connect >](#)

[Guest Center >](#)

[Learn more & compare](#)



Additional Features

Expand your revenue with these
features and programs.

[Payments >](#)

[Gifts >](#)

[Private Dining >](#)



Entertainment: Réservations & Bookings

Easy ticket Selection
Book securely and easily with an intuitive path to check out*

Season's Calendar
Quick access to the full list of events within the calendar

Product Images
Easily check the view of each grand stand on offer

Product Description
Find extensive information about the features of each product

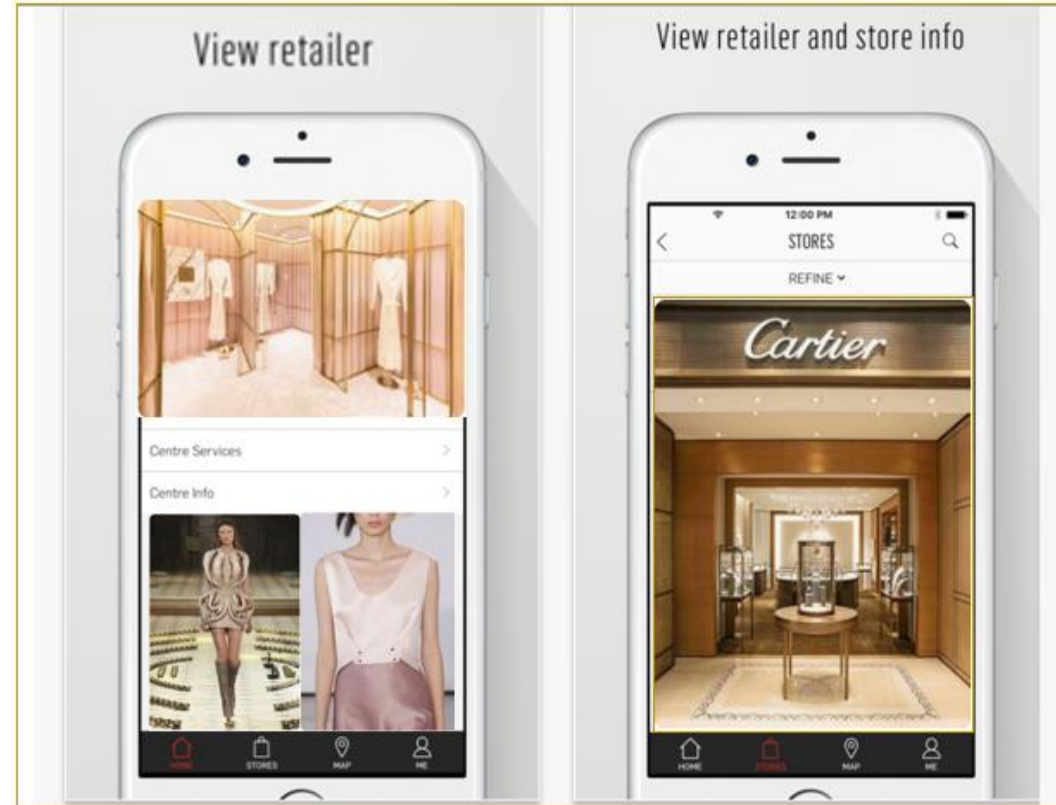
Maps
Intuitive maps that facilitate viewing area selection

- Les Ballet
- Forums
- Stadiums
- Cinemas
- Musiums
- Zoos
- Opéra



Shopping Destinations: GPS Mapping, m-Commerce Same-Day delivery

‘Enjoy an enhanced shopping experience on your mobile phone. Keep up to date with the latest news, special offers and events happening in shopping destinations, and make the most of essential features such as store locators, centre maps and route finding.’



Metropole Shopping Center

The Condamin

Blv. Italie

Bld. Moulin

Car Show-Rooms

Currently 467 Retailers
In Monaco

Retail Trade Turnover (2014) : Exceeds 1.4B euros with an increase of 9.2%, sector of interest is estimated at .7B Euros



Virtual Touring and m-Commerce: Muséums , Galleries , Parks & The Zoo

Visitor Experience / Analytics / Content

'We work with our partners to develop a custom mobile app tailored for their facility and visitors' specific needs. Branded as "Your Museum," visitors have access to an award-winning mobile experience, complete with curated tours, indoor wayfinding, an interactive user experience, and much more.



*Available on iPhone, iPad, Apple Watch, and Android devices



Visitor Experience / Analytics / Content

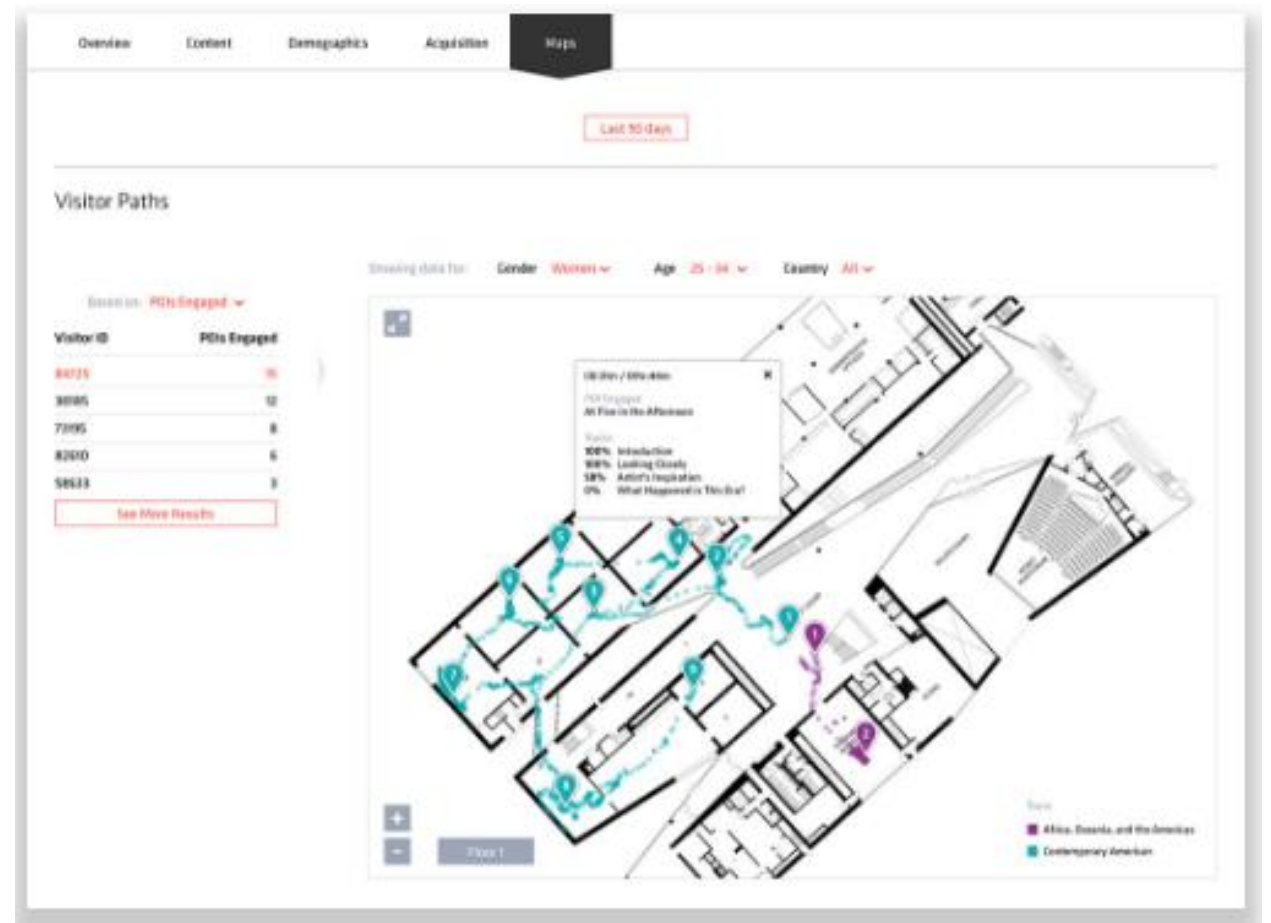
Comprehensive analytics give our partners valuable insight into visitor information, behavior, and trends, including:

1. Which displays & artworks receive the most traffic?

2. What is the age breakdown of visitors?

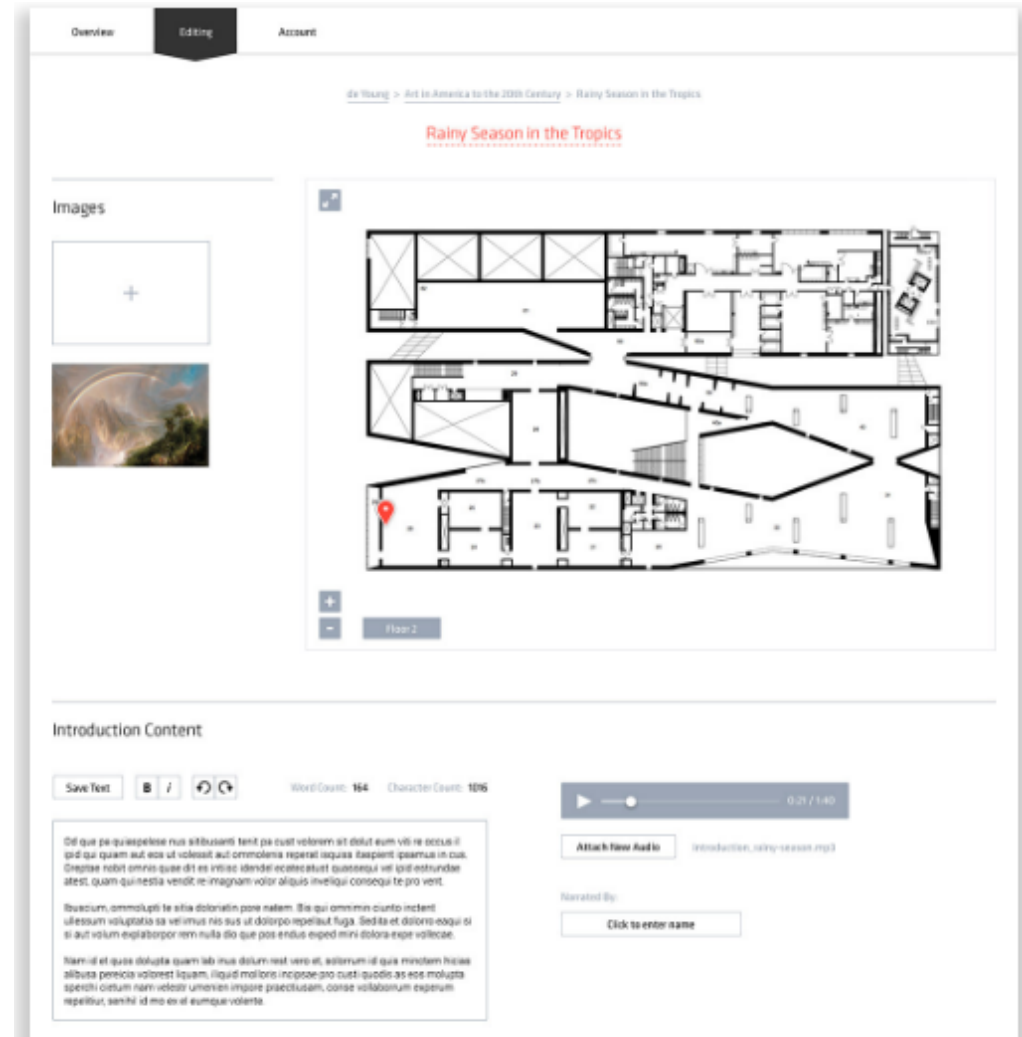
3. Which demographics should be targeted for specific marketing?

4. How are visitors experiencing the physical space?



Visitor Experience / Analytics / Content

Creating a customized content experience is a collaborative effort, therefore, we work closely with our partners every step of the way. At the end of the day, content changes and artworks move. Our partners have complete control over their content through the Experience Management Dashboard, where you can make changes that are instantly available to all patrons.



A Beautiful 3D Map of Building & Grounds

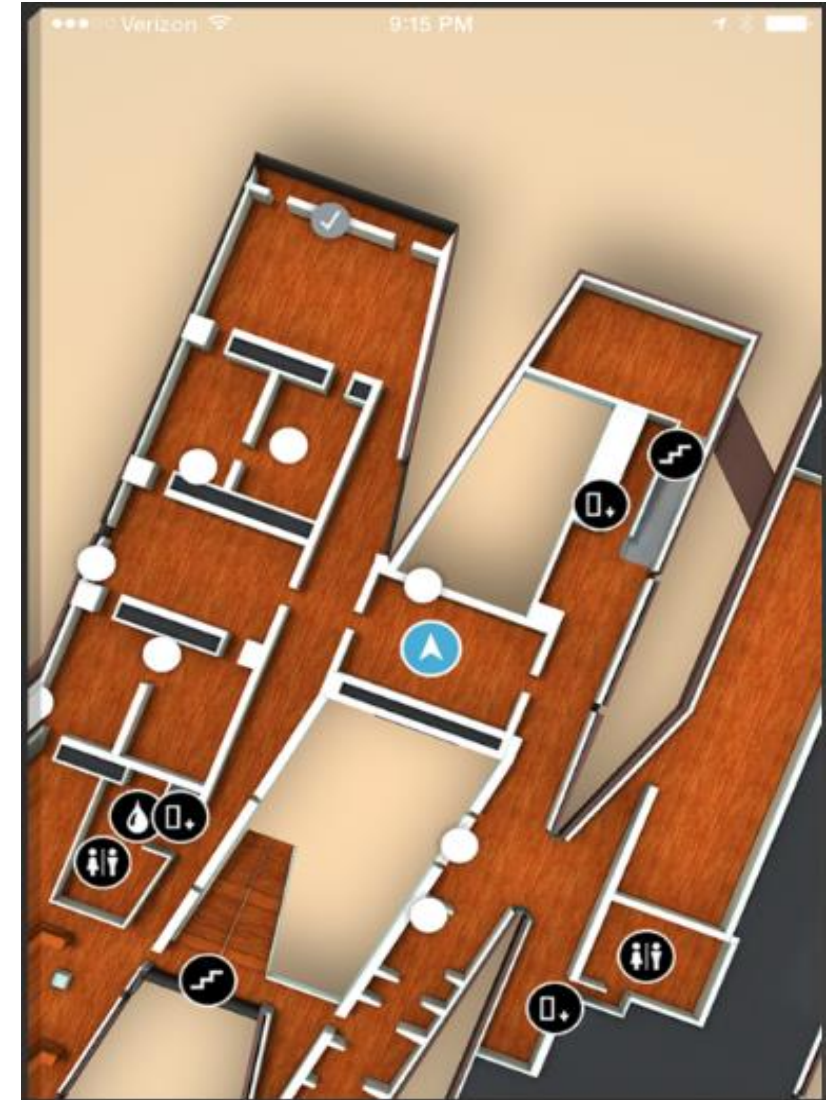
It all begins with a beautiful 3D map that brings your museum, gallery, or zoo to life. The map is the basis for navigation and orientation, two of the most common sources of confusion for visitors. Additionally, the high quality 3D map serves as a powerful marketing tool to engage visitors by allowing access to museum offerings and information before and after a visit.



Indoor Wayfinding

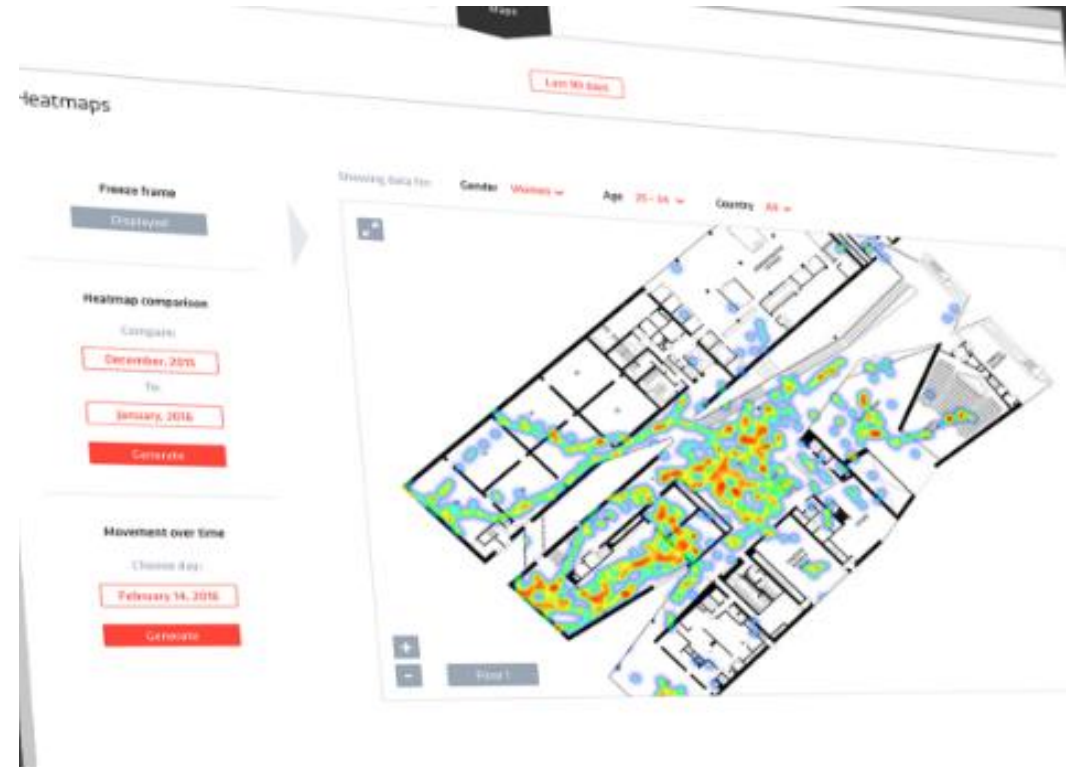
Integrated with site specific or custom indoor positioning technologies, the app allows seamless wayfinding and is able to automatically trigger alerts to content without requiring a user to take any additional action, such as typing in a number or scanning a code.

This design and functionality allows the visitor to keep their focus on engaging with the art, and not require them to look down. The magic is, with our system, our partners don't need 1,000 beacons to do the trick.



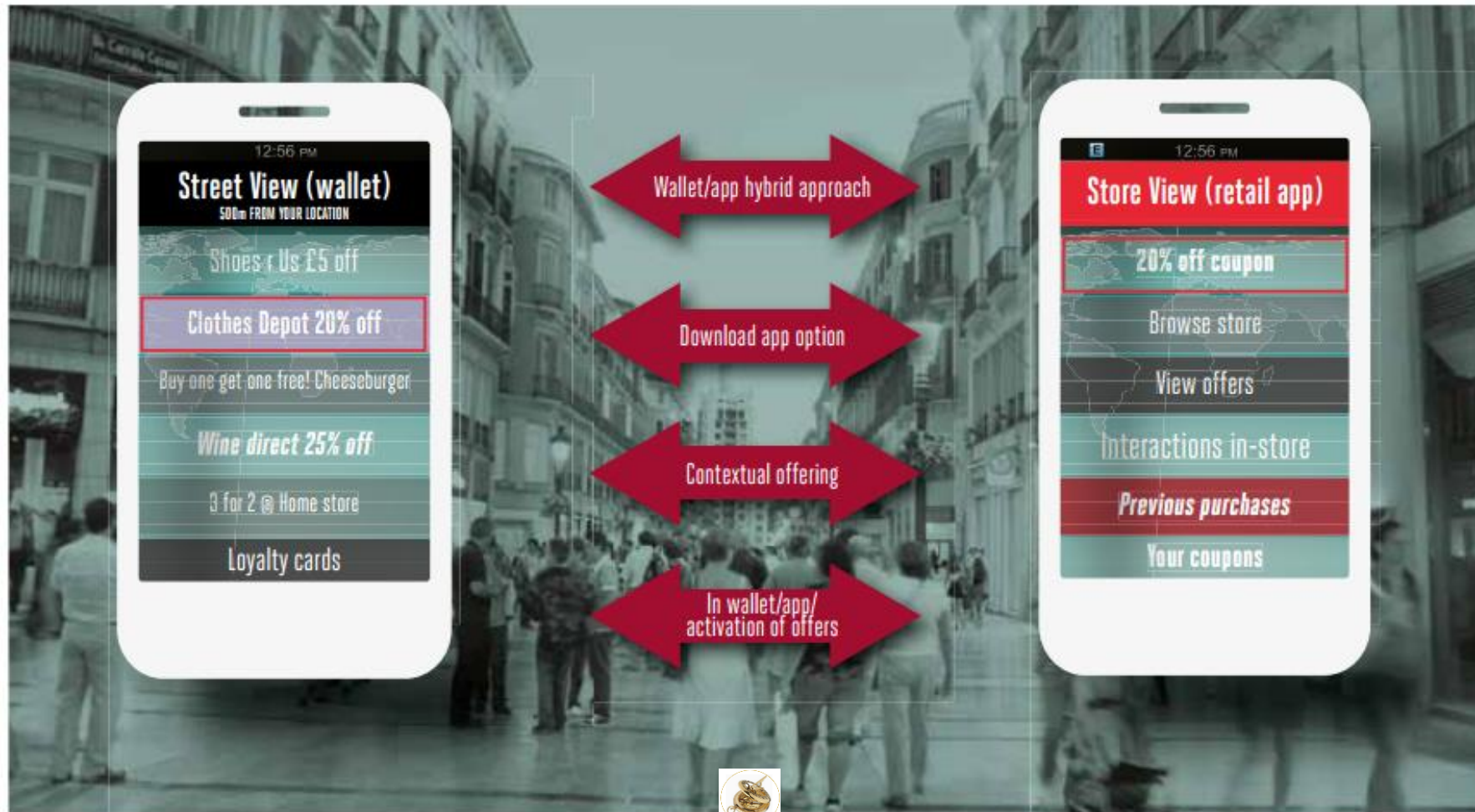
Heatmapping

Unique back end data analysis tools provides robust and easy to read visualizations of location tracking to reveal how visitors interact and move within the space. Have you ever wanted to know what areas get the most foot traffic? Or, how traffic changes over time? We give you the tools to find out all you need to know.'



Market will be Reached via Location Based Messaging with Beacons and Geofencing, Simcards and Affiliate Marketing

THE STREET AND STORE VIEW PROVIDED BY THE WALLET AND MERCHANT APPLICATION



Location Based Messaging: Beacons

Deploy beacons with proximity marketing campaigns to track meaningful analytics

Beacon Hardware



Building a project with beacons powered by replaceable AA batteries that last up to 4 years on default setting

Easy to use apps



Manage a fleet of beacons with easy to use apps

Proximity marketing and analytics platform



Contextual content delivered and useful insights on users in proximity of beacons gathered using cloud-based CMS



Geofencing

- **Location-Based Marketing** (LBM) is defined as the use of marketing to target mobile users within a certain geographic area to increase effectiveness. A businesses can use location based marketing strategies many different ways, for example to send close proximity messages (ex. in-store 100-200 meters) using Bluetooth or Wifi via Location based broadcast , or our specialty a mid-range Geofencing Solution with Targeted SMS, Push Messages, or PassBook Coupons. How about creating awareness through geofencing and/or location targeted→ **banner ads within Mobile Applications.**

Advanced Targeting Capabilities

Location

Target your ads to be shown to customers the closest to you or your competitors. Even target special event venues to create the most relevant strategy possible.

Time & Day

Run your ads when is most effective. Run ads for specials related to day and time to add to effectiveness.

Actions

Actions such as Click to Call, Click to Driving Directions, Click to Download or straight to a Landing Pages that houses Coupons or even Video.

Interest

Looking for a particular group of mobile users? Target users based on whether they are sports lovers, shoppers or travelers and more.

Budget Control

Create your own spending limits daily and monthly. Control bid amounts and get full reports on spend levels.

Reports

Tracking reports include Budget used, Time/Day, Location Intelligence, CTR, what Actions were taken & more.



Mobile Wallet : Credit Cards and Promotion cards

❖ **Integrated into platform**

Re-load funds into mobile piggy-bank.

❖ **Manage All Cards**

Get self-service support for prepaid Visa® & MasterCard® cards, as well as gift cards, right from your mobile phone.

❖ **Do more with a mobile wallet**

Check your balance, view transactions, and more...

Store Cards	Check Balance	View Transactions	Display Barcode	Cardholder Support
Keep track of all your prepaid cards securely on your phone.	Know exactly how much money is on your card.	See your recent pre-paid VISA & MasterCard transactions so you're always in control.	Load your pre-paid VISA & MasterCard reloadable cards by displaying your barcode at the post office.	Access FAQs and other card support.



Data Analytics and Reporting



A **unique** blend of Digital, Data, Customer Intelligence, Multichannel Contact and Technology Services

With a modern, simplified and interactive approach that empowers business users to access, discover and blend all types and sizes of data.

With a spectrum of increasingly advanced analytics, from basic reports to predictive modeling, users can analyze and visualize data across multiple dimensions, all while minimizing dependence on IT.

At the same time, a true design-for-mobile experience ensures users are productive no matter where they are.

Complete Customer Lifecycle Solutions

Delivered through Intelligent Contact

We provide Complete Customer Lifecycle Solutions delivered through **Intelligent Contact**, enabling clients to maximise value from the relationships they have with their customers. We do this by integrating Digital, Data, Customer Intelligence, Multichannel Contact and Technology services to **optimise performance, customer experience and ROI**.



Through our unique blend of services we have enabled a long list of respected brands to maximise value from their customer relationships.

- **Digital**
- **Data**
- **Customer Intelligence**

Monaco Market

One° launched in Monaco will provide services catered to inhabitants, professionals and tourists alike.

Currently 467 Retailers 115 Restaurants and
14 Hotels create 596 establishments that
operate within Monaco

A Population of 37,800 inhabitants

52,177 Professionals

Annual Tourism due to Cruises was
registered at 195,221 people as of the year
ended 2014

Monaco's GDP, as of the most up to date
information year ending 2013: 4.94B euros
up 9.3% from 2012.

Retail Trade Turnover (2014) : Exceeds 1.4B
euros with an increase of 9.2%

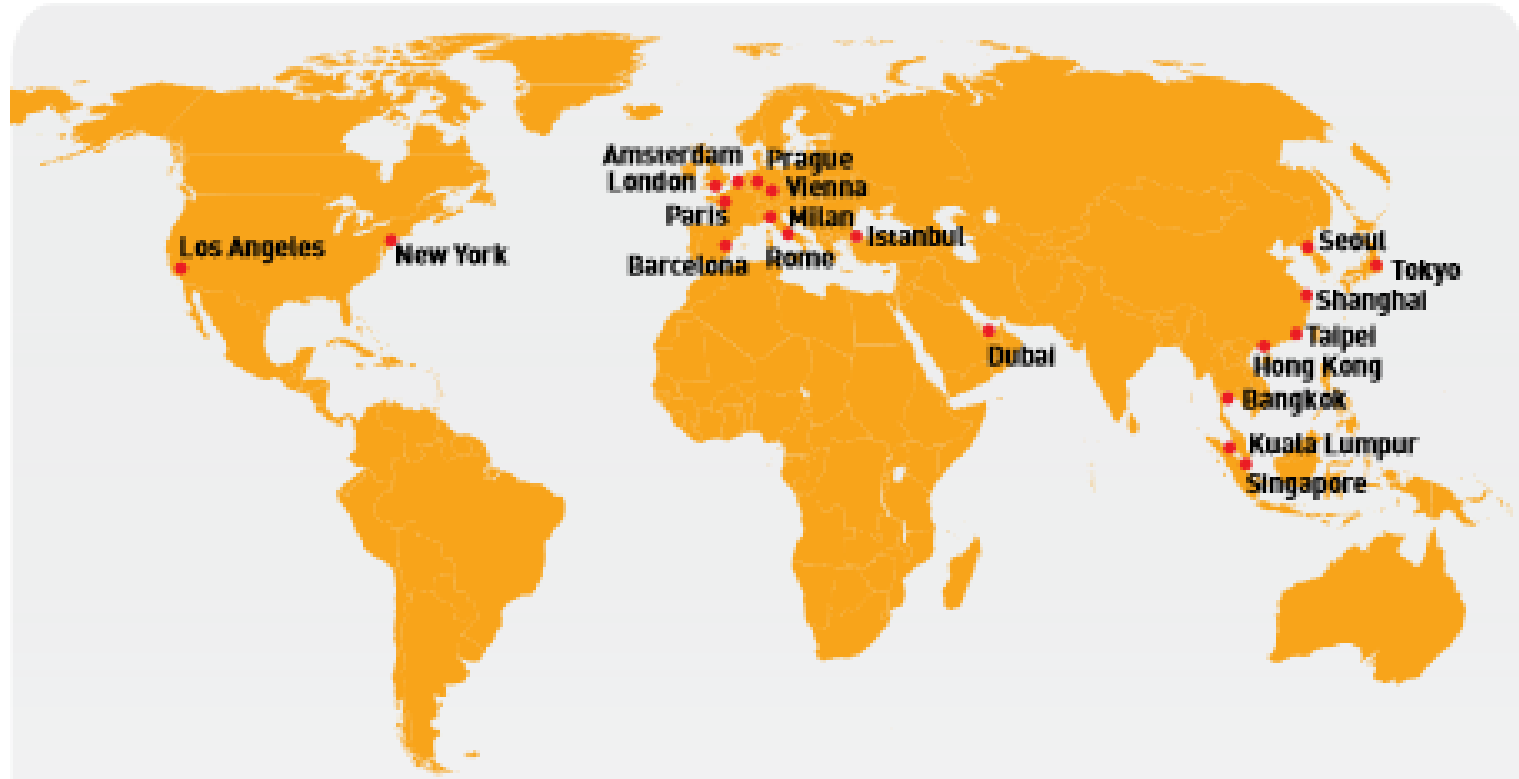
Hotel / Restaurants Turnover (2014): .603B
Euros

The Retail, Hospitality and Tourism industries combine to create a 2B Euro market.





Global Top 20 Destination Cities by International Overnight Visitors (2015)

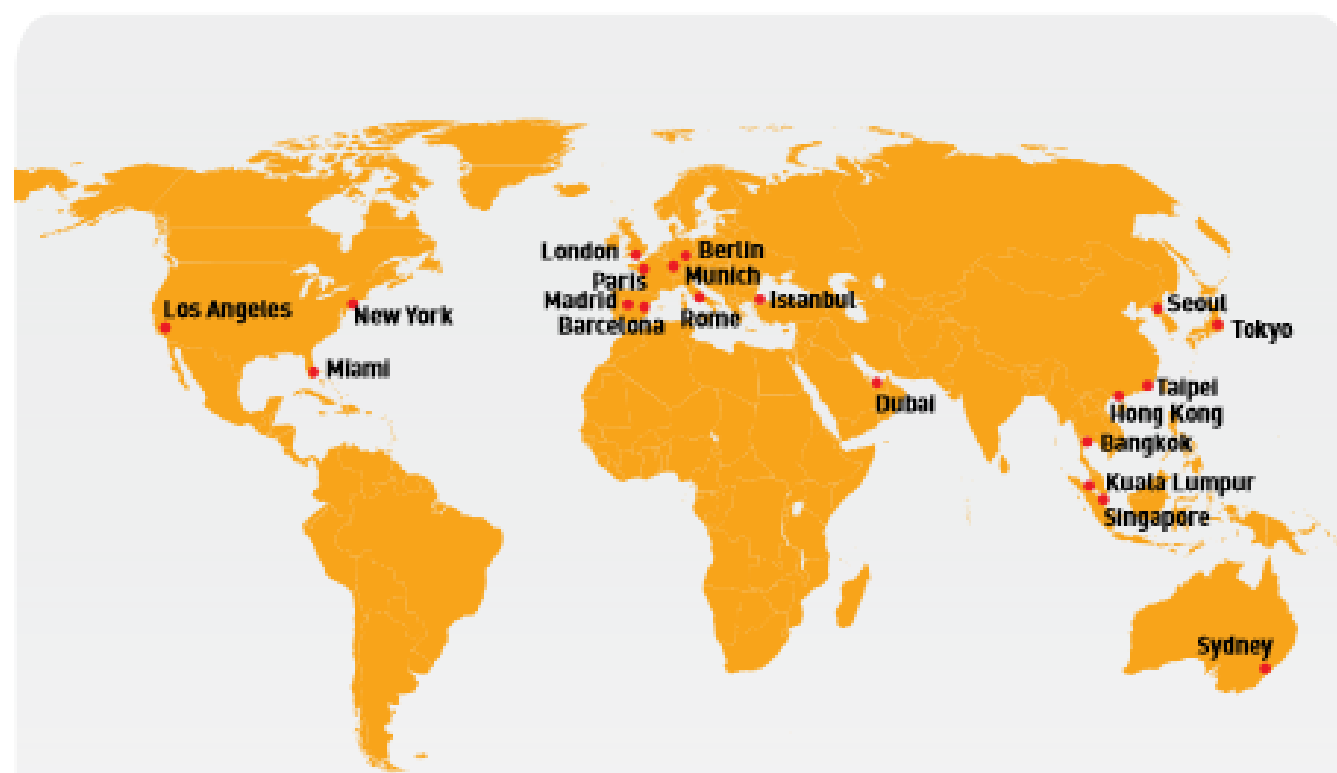


1	London	18.82 mn	11	Tokyo	8.08 mn
2	Bangkok	18.24 mn	12	Barcelona	7.63 mn
3	Paris	16.06 mn	13	Amsterdam	7.44 mn
4	Dubai	14.26 mn	14	Rome	7.41 mn
5	Istanbul	12.56 mn	15	Milan	7.17 mn
6	New York	12.27 mn	16	Taipei	6.55 mn
7	Singapore	11.88 mn	17	Shanghai	5.85 mn
8	Kuala Lumpur	11.12 mn	18	Vienna	5.81 mn
9	Seoul	10.35 mn	19	Prague	5.47 mn
10	Hong Kong	8.66 mn	20	Los Angeles	5.20 mn





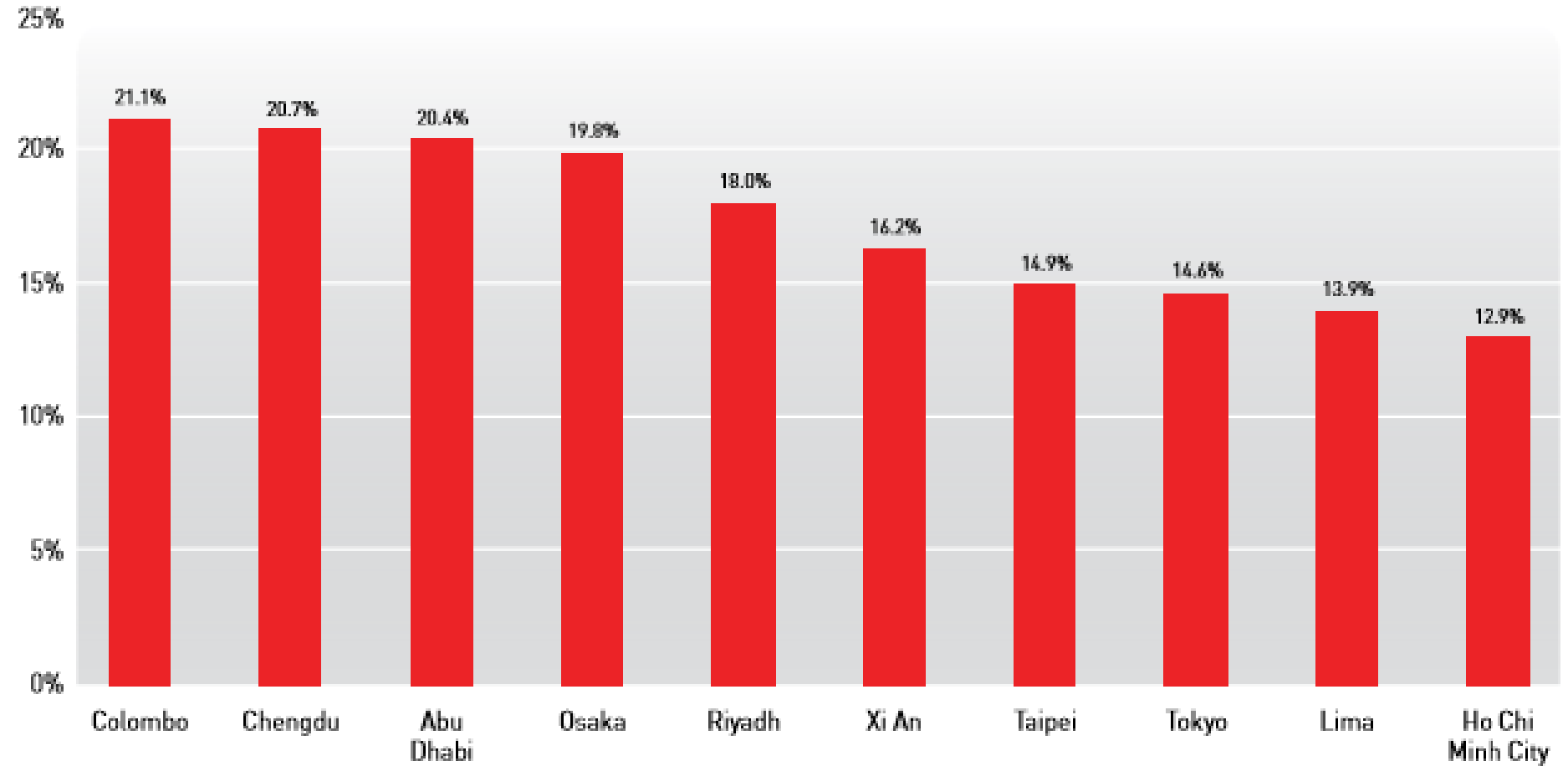
Global Top 20 Destination Cities by Overnight Visitor Spend (2015)



1	London	\$20.23 bn	11	Taipei	\$9.28 bn
2	New York	\$17.37 bn	12	Tokyo	\$8.44 bn
3	Paris	\$16.61 bn	13	Hong Kong	\$7.44 bn
4	Seoul	\$15.24 bn	14	Los Angeles	\$7.36 bn
5	Singapore	\$14.65 bn	15	Madrid	\$7.13 bn
6	Barcelona	\$13.86 bn	16	Miami	\$6.40 bn
7	Bangkok	\$12.36 bn	17	Sydney	\$6.15 bn
8	Kuala Lumpur	\$12.02 bn	18	Munich	\$5.57 bn
9	Dubai	\$11.68 bn	19	Rome	\$5.29 bn
10	Istanbul	\$9.37 bn	20	Berlin	\$5.22 bn



Fastest Growing Destination Cities by International Overnight Visitors (2009-2015 CAGR)

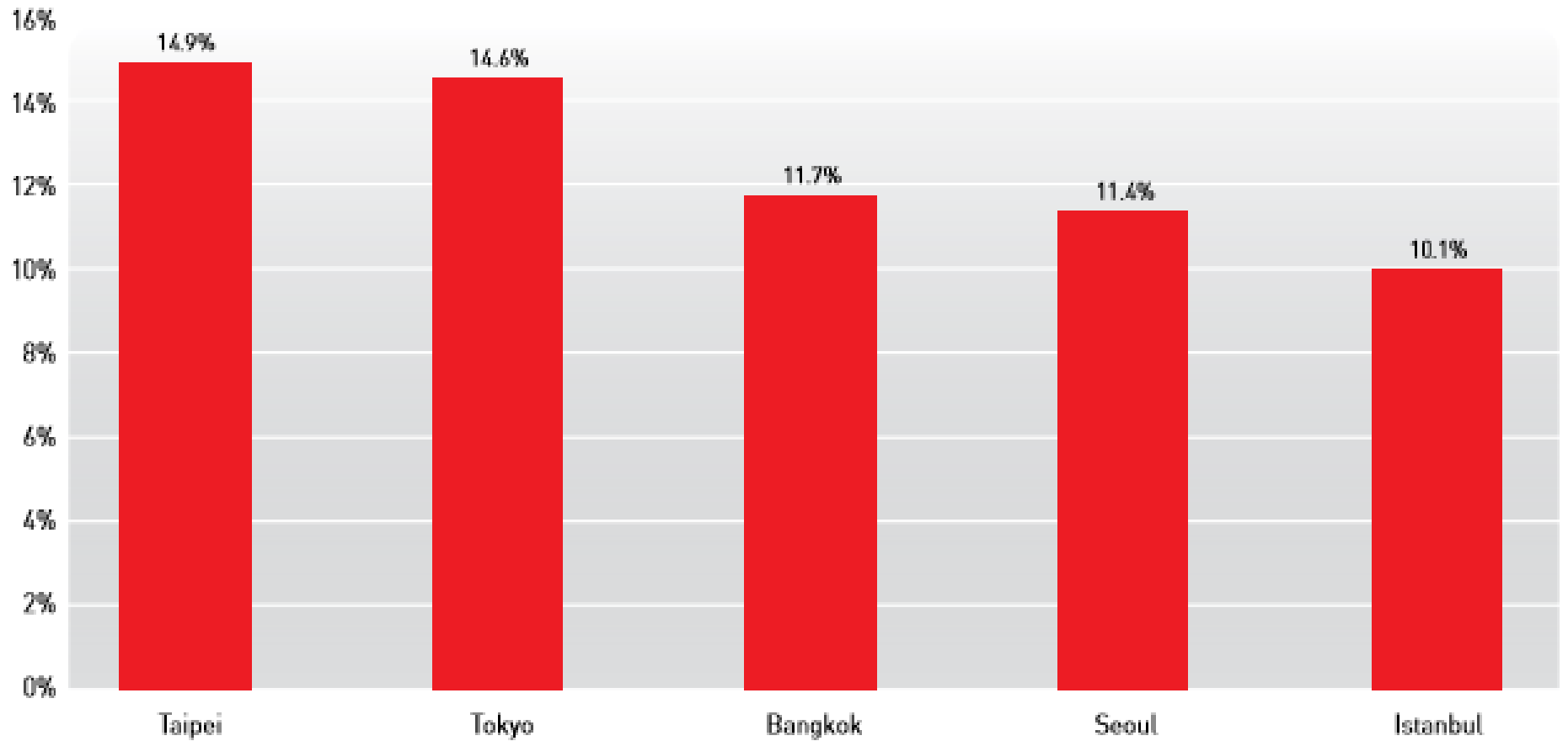


Only destinations with more than 1 million international overnight arrivals in 2015 were included in this ranking





Fastest Growing Destination Cities within the Top 20 (2009-2015 CAGR)





- ❖ *The forecasts provide a unique perspective on the sector's potential for long-term growth, and the continued vital contribution to the economic strength and social development of the world.*
- ❖ *The company promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and to generate prosperity.*
- ❖ *Raising the standard of living through increased technology infrastructure while providing a continuous and seamless journey through travels of living.*



Consumer Benefits



Partnering Company Benefits

Additional Marketing Channel

- *Increases Company Visibility*
- *Increases Consumer Engagement*
- *Allows for Participating Programs*
- *Monthly Features*

Additional Commerce Channel

- *Creates Omni-channel personalized shopping experience*
- *Increased CRM efforts*

Advanced Analytics

- *Company Reporting*
- *Insights into Market Trends, Consumer Behaviors*
- *Strategize for Resource Allocation*



Ways of Monetization

% COGS

LBM Services

Affiliate
Marketing

Mobile
Commerce
Services

OR

LICENSED



Easy To Use Tools

*Mapping, GPS Navigation

*M-Commerce

*Bookings & Reservations

*Mobile Services

*Dashboard , Analytics & Reporting

Multi-Channel Promotion

*Complete Marketing Messaging

*Diversified Marketing Mix

*Increased Market Reach

*Increased Marketing Visibility

*Increased Conversion Rate for increased ROI

CRM & M-Commerce APIs

*Increased Customer Satisfaction

*Increased Customer Convenience

*Increased Response time to Customer Behaviors

*Increased Operational Performance

*Increased Visibility of Performance

Analytics & Reporting

*Consolidated Marketing Campaign Data

*Reduced Time-Consuming Manual Tasks

*Holistic Insights & Analytics

*Managed workloads more effectively

*Increased Productivity & Reduced Total Costs

*Increased Focused Marketing efforts

For further information please contact: Arturo Sandoval + 33 (6) 8086 3471, apsandoval70@gmail.com



Confidentiality

Disclaimer: The information contained in this document is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of Paroyal Pte. Ltd. This file and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. This message may contain confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this presentation. Please notify the sender immediately by e-mail if you have received this presentation by mistake and delete this presentation from your system. If you are not the intended recipient you are hereby notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.

