



Americas

Creating a smarter-connected world

Mobile INFO

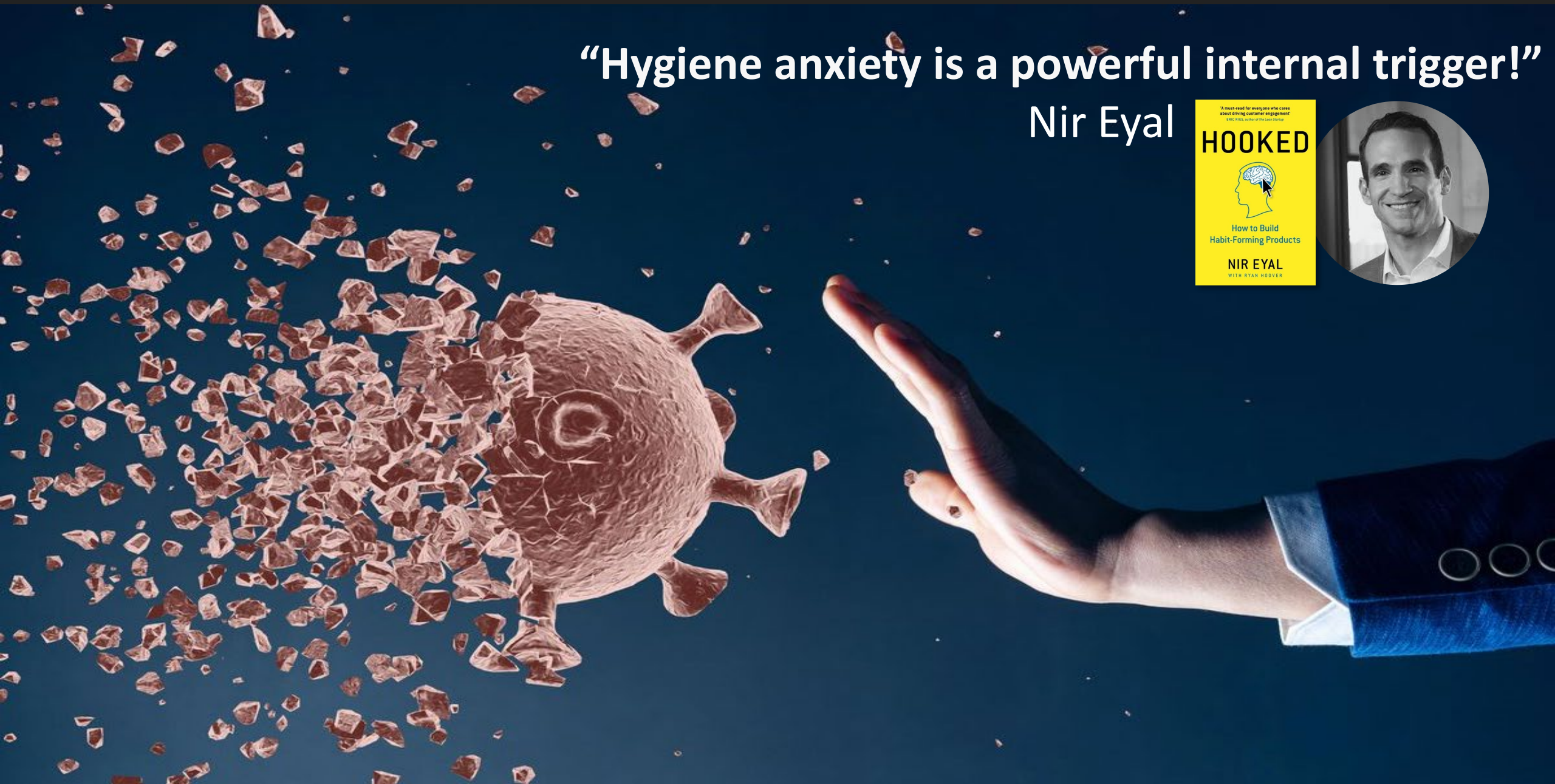
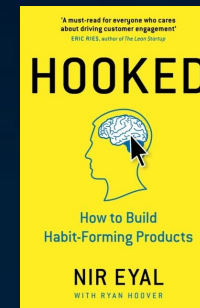
More INFO

My INFO

A Universal Solution for a Global Problem

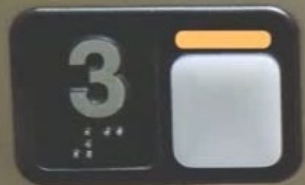
“Hygiene anxiety is a powerful internal trigger!”

Nir Eyal





Combating hygiene anxiety now and post COVID-19



Integrated with 2 of
top 5 global
elevator companies



1B+ elevator journeys each day

ORACLE

Partner



Shift4[®]
PAYMENTS

Partner

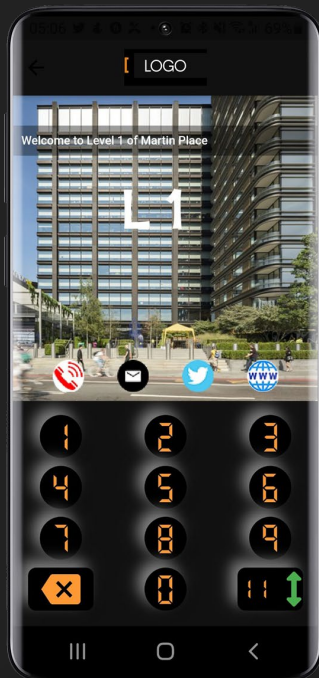


Shazam for everything - Audio QR code

1 TOUCHLESS

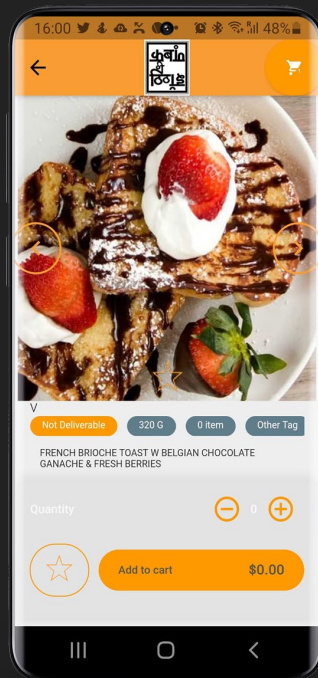
(Downloads & Everyday Usage)

Elevators



SaaS

Restaurants/Hotels

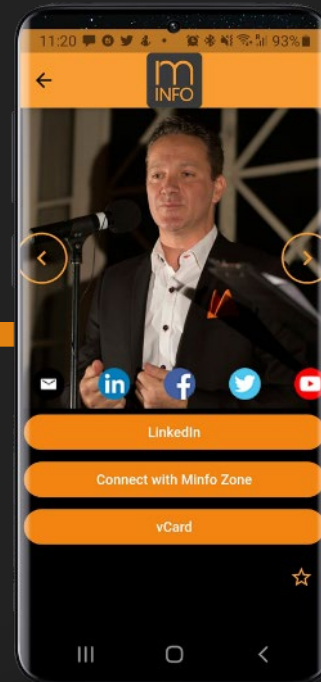


SaaS

2 INFORMATION & ADVERTISING

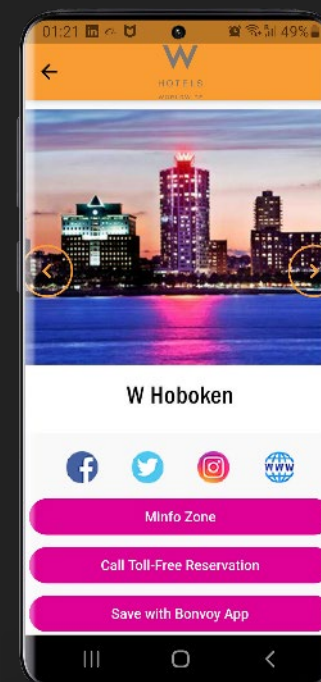
(Engagement with Content/Advertising)

Information



SaaS

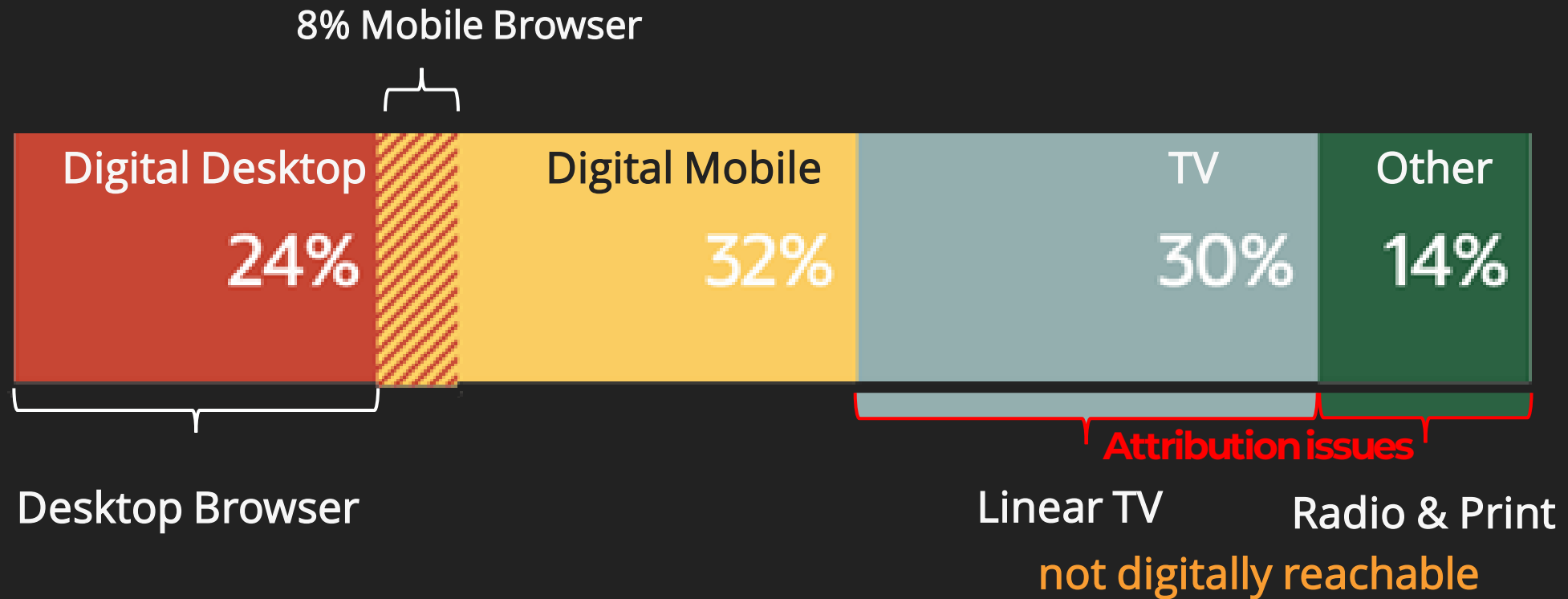
Media/Advertising



SaaS +PPC

Business Model transforms Customer Acquisition Costs from cost center to revenue generator

Interactivity and Attribution for 44% of Global Media



Avg total time on all media 12 hrs/day



Transforming how we/influencers use YouTube

You **Tube** viewing on TV
250M Hours daily



TV viewers are unable to:



Click on video links



Subscribe to a channel



Share

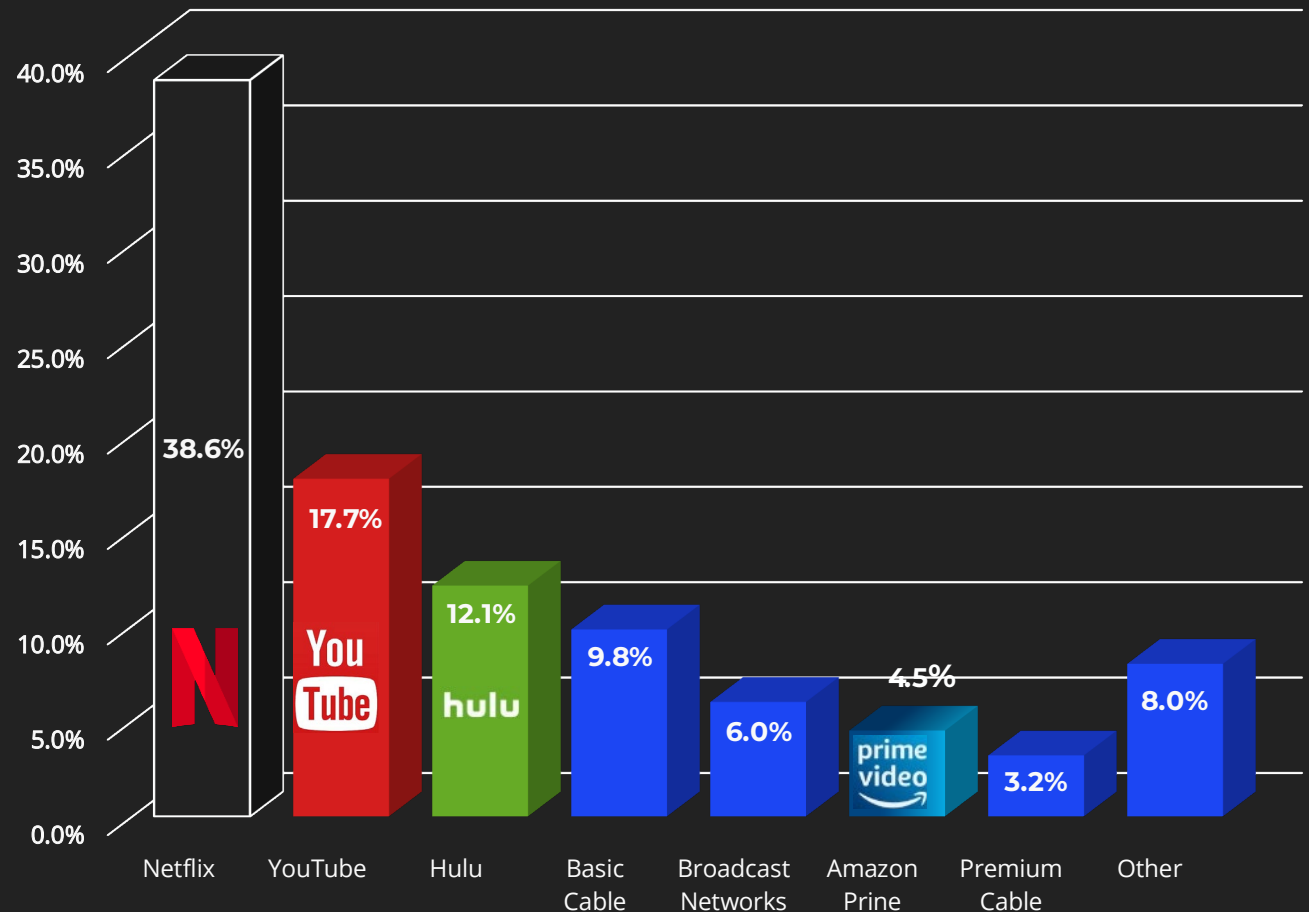


Like



Buy

Increase of 39% in less than a year .. Mar 2019





Info & Advertising/Comms

Offline



Online (O2O) Interactive



VIDEO



MOVIE



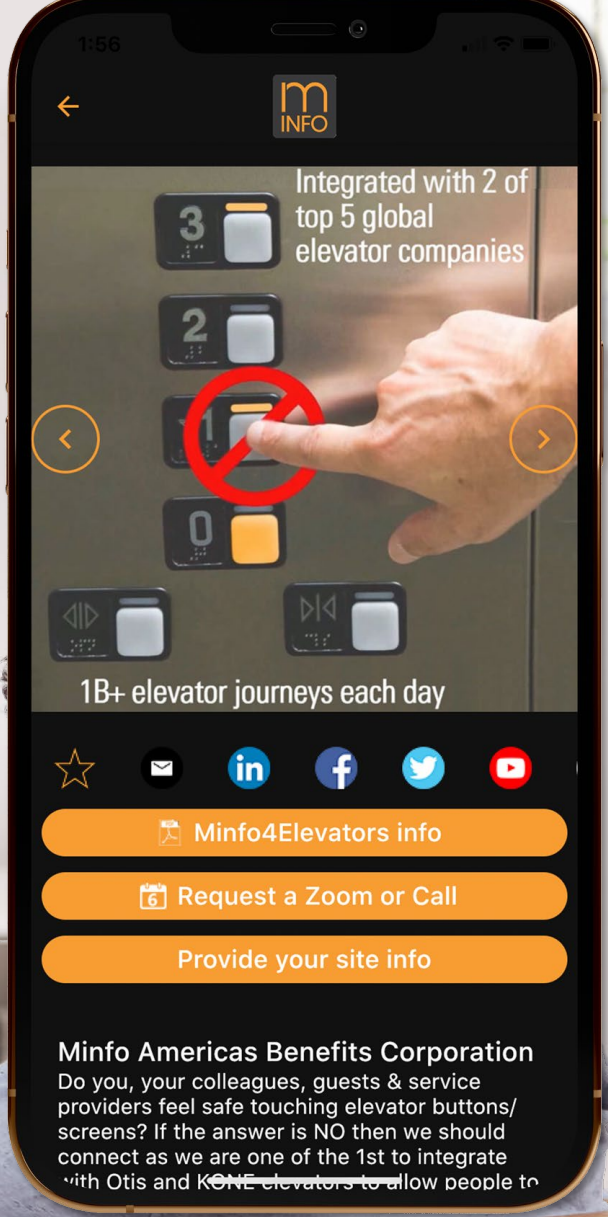
AUDIO



CMS encodes
creating 'audio QR code/s'

MINFO creates
10 new digital
touchpoints





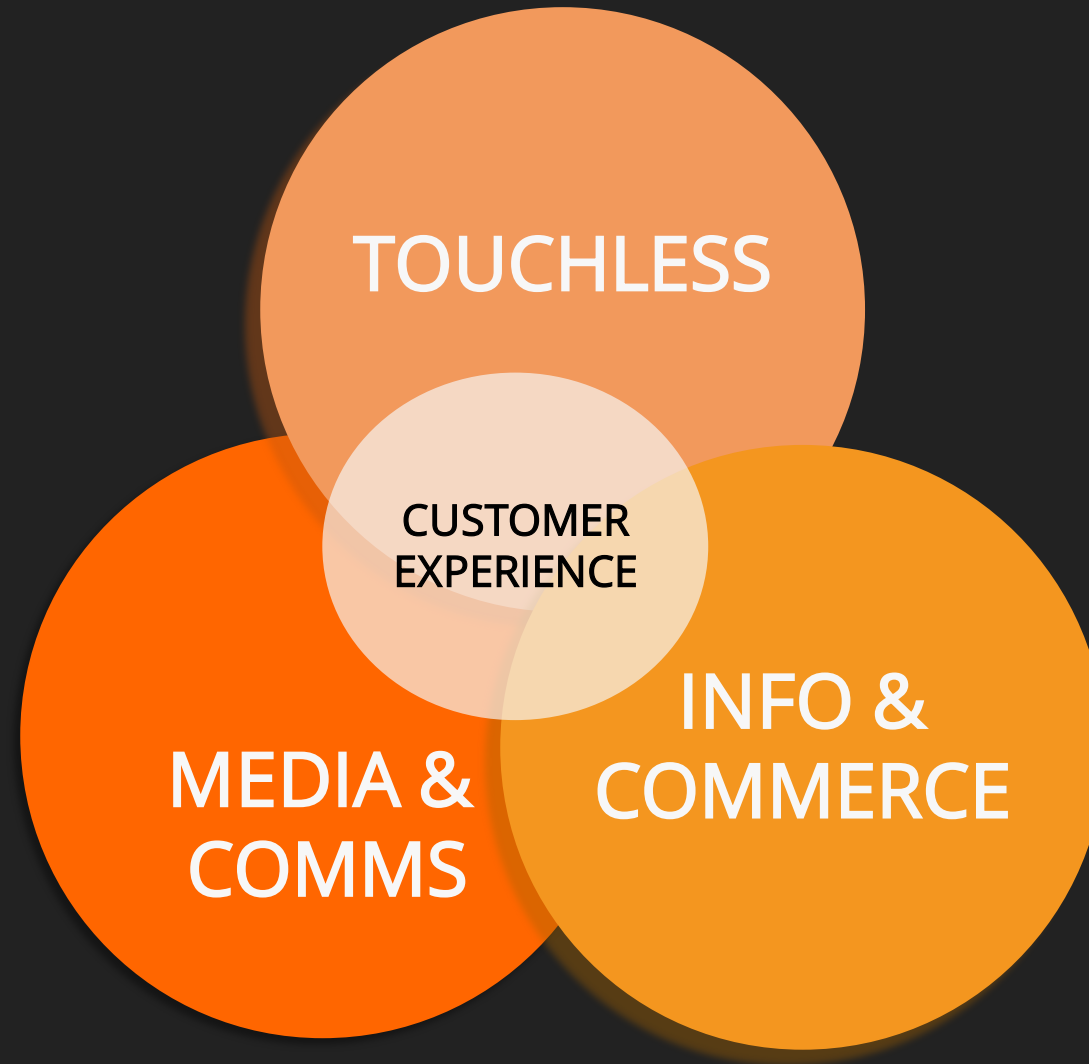


Instant access to relevant & actionable info

Multi-purpose

Multi-function

Universal Utility App



A Universal utility App



Universal Apps



Single-purpose Apps



Benefit Highlights

Advertisers/ Businesses

- ✓ Brand awareness to CTAs
- ✓ Improve attribution and ROI
- ✓ New touchpoints & data sets
- ✓ Expands sales funnel &
Reduces leakage
- ✓ Performance based pricing
- ✓ No coding required

Consumers/ Community

- ✓ Simple way to:
 - Access **More Info**
 - Reduce surface contact - Touchless
 - Receive Offers
 - Share content in person
- ✓ Multipurpose App & Web connect
- ✓ Touchless and trusted
- ✓ Revenues from data (70% - 90%)



Milestones & press



3 x US patents



Live App & Platform



Self-funded \$700K+ (Minfo Global)

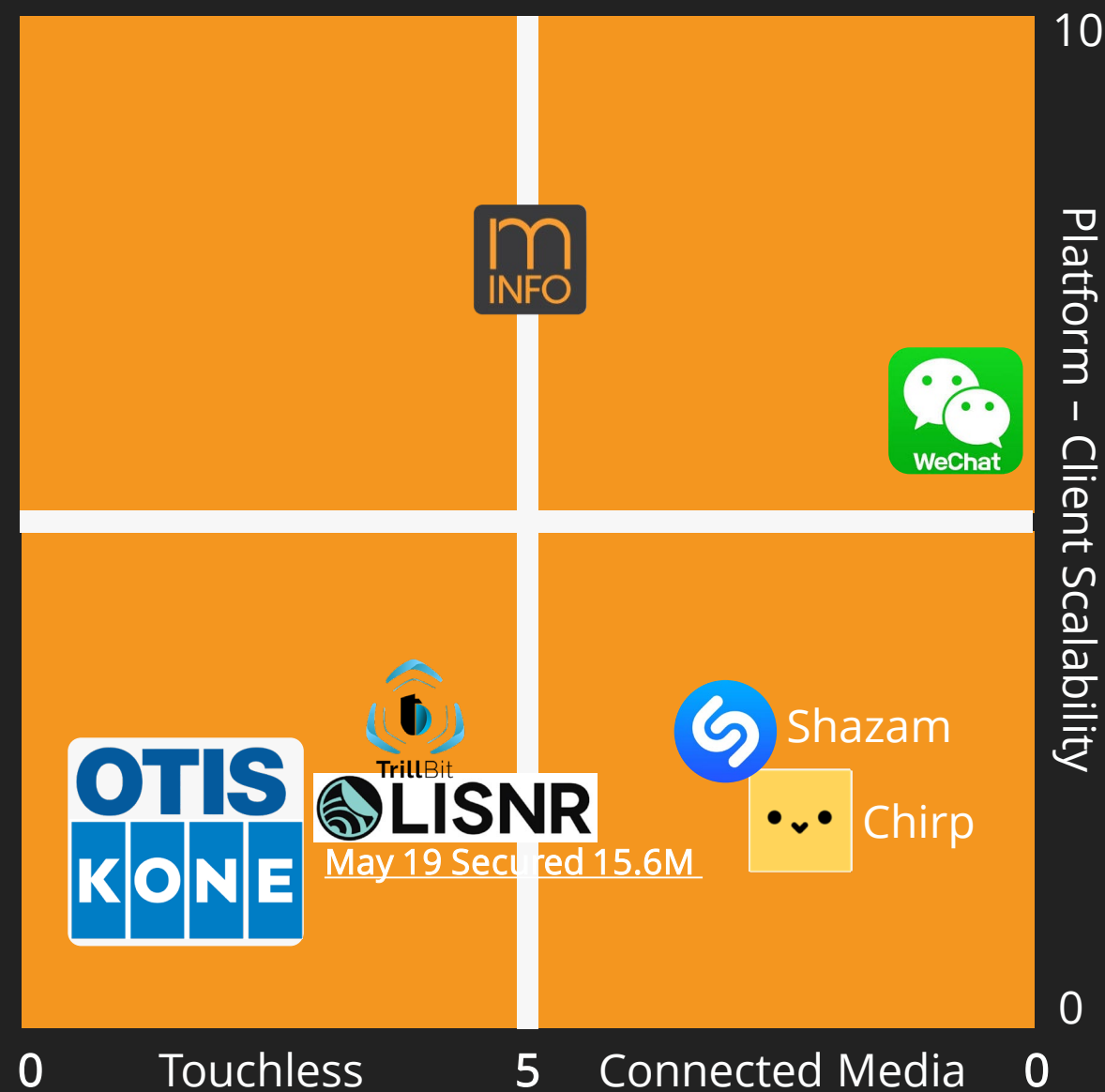
Otis + 1 - pilots Q1 2021



Integrating POS Q1 2021
PMS Q2 2021



Competition





Core team



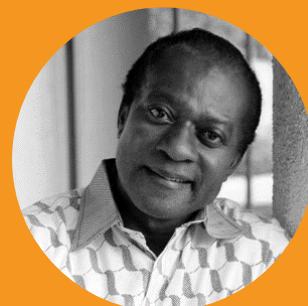
Geoff Gwillim
Co-Founder



Professional firm
Outsourced CFO



Stan Fischer
EVP Americas



Victor Lawrence
Advisor – Inventor
Modem & HDTV



Jeff Mignon
Advisor - CMO



Nir Eyal
Advisor
Community Growth



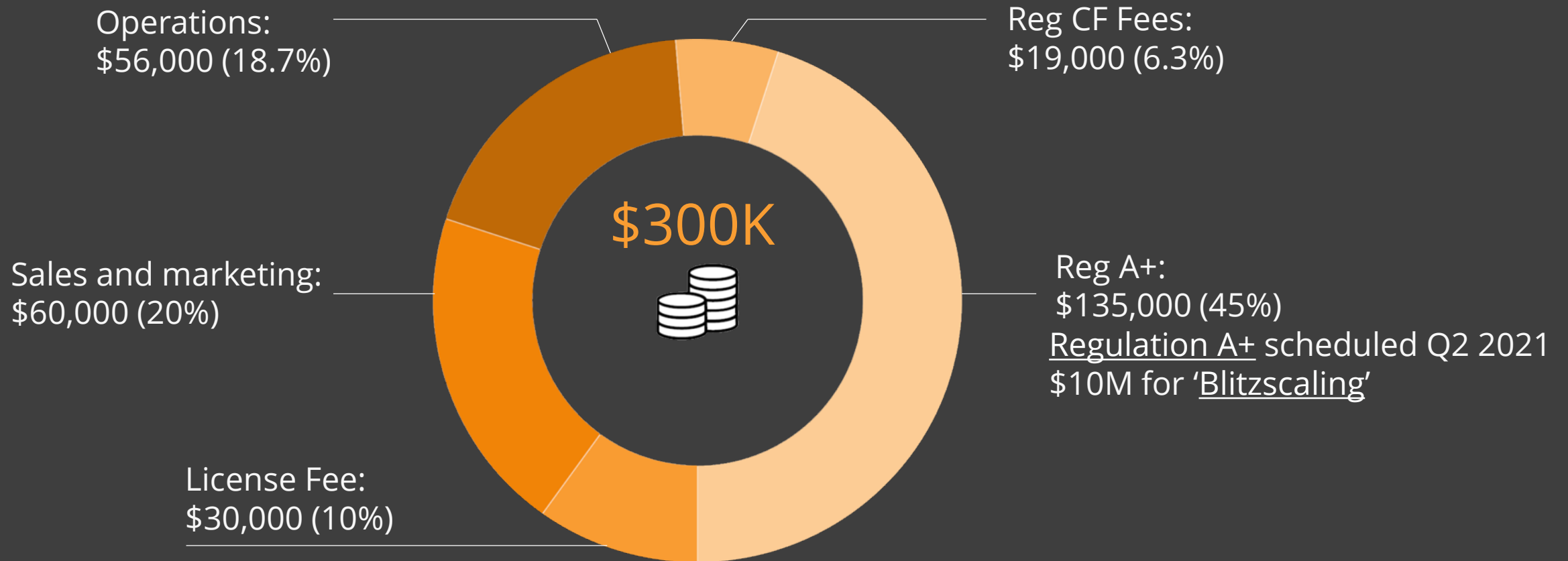
Jenny White
Advisor - Corporate
Governance

Why you **should invest**

— SAFE @2.5% - 17.5% discount to Reg A+

USE OF PROCEEDS

Minfo solves real problems with a built and patented solution





Roland Storti CEO

Join us to create a smarter-connected, more trusted
and touchless world

www.minfo.com