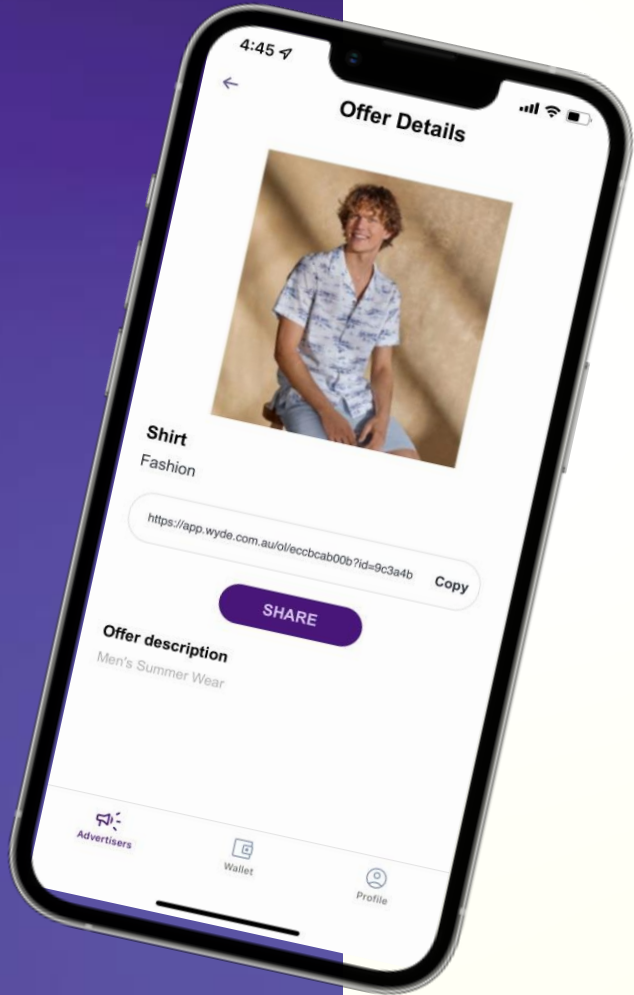




Influencer marketing automation and rewards



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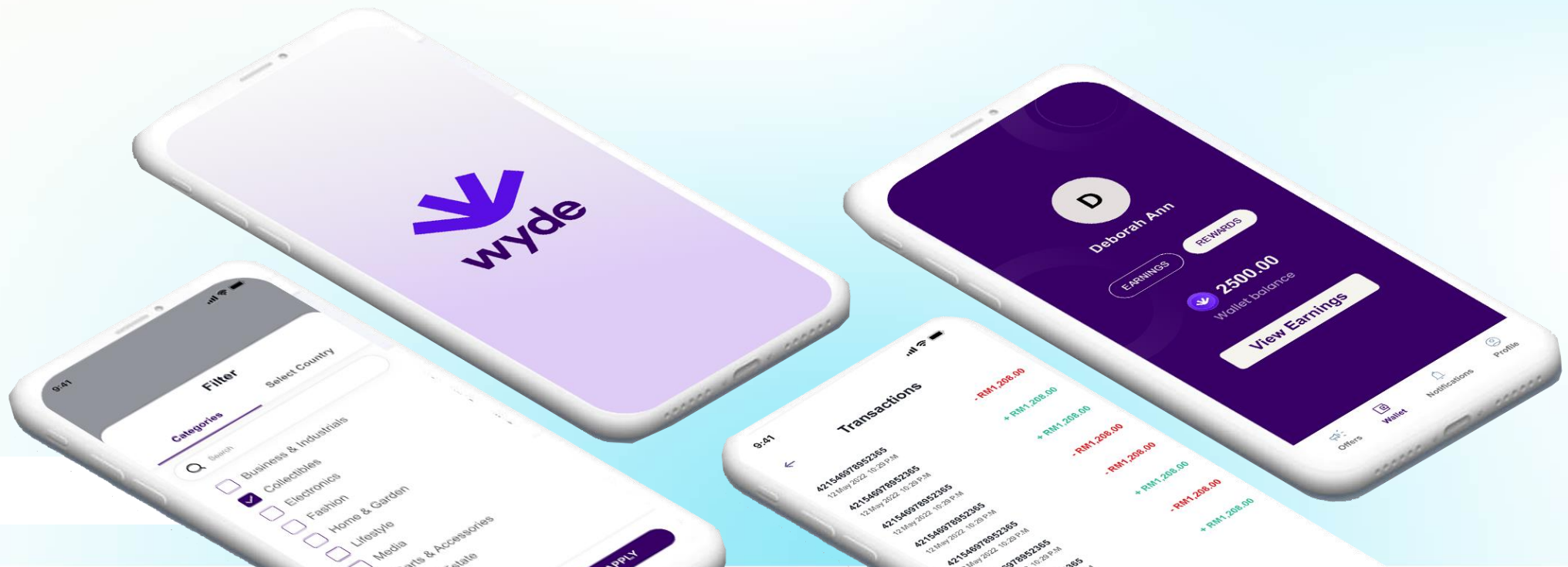
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# What is wyde?



A global marketplace, that seamlessly automates between advertisers and influencers.

The one-stop solution for all e-commerce needs, providing a universal rewards program for online businesses to drive sales through customer loyalty.



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# Investor Highlights



**01** Integrating current database of influencers, merchants and customers.

**02** The only Influencer Blockchain Marketing platform with an App that seamlessly automates the interaction between advertisers and influencers.

**03** Currently no dominant competitor for influencer marketing integration meaning an opportunity for wyde to be a leader in this space.

**04** Initial launch in Malaysia, Indonesia, and Australia. wyde will be geographically diverse.

# How does it work?



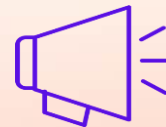
## Advertisers

Integrated with wyde via Shopify plugin. Enabling to offer a single sign on for users and collect rewards while spending.



## Users

Users can access multiple eCommerce sites and shop through wyde and instantly get rewarded upon checkout.



## Influencers

Influencers earn through registering new users to wyde, from registered user spending. Influencers can promote a product or service easily through wyde's link sharing function.

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# Advertiser Fee Structure



wyde charges a monthly subscription fee for advertisers which also includes a fixed and variable fee that is dependent on the type of subscription plan.

Getting started is free, with a 14 day trial. Yearly plans are discounted 10%.

From 15th November – 15th December 2022 influencers are entitled to an advertiser sign up bonus of RM 100 per advertiser (approx. AUD\$32) paid out of advertiser fees.

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	<b>Standard RM50 (A\$16)</b>	<b>Business RM150 (A\$49)</b>	<b>Professional RM350 (A\$115)</b>
<b>Fixed Fee</b>	\$ 0.30	\$ 0.20	\$ 0.10
<b>Variable Fee</b>	10%	9%	8%

# Influencer Payment Structure



Users can sign up as a wyde Influencer to earn income with wyde.

wyde incentivizes users to market the advertiser's product and generate transactions.

User Reward Type	Description	wyde Points	\$ Value
User Activation Reward	Rewards from first time user registration	20%	
User Transaction Reward	Rewards from user transaction on wyde network		20%
Advertiser Activation Reward	wyde advertiser registration		20%
Advertiser Transaction Reward	Reward from registered advertiser transaction	20%	
Level Up	Leveling up criteria to become a super influencer	Total A\$1,000. (cumulative) earned in wyde	

Super Influencers (SI) are able to earn income with other benefits that are not provided to a normal Influencer.

Super Influencers can generate income potential by building their team of influencers.

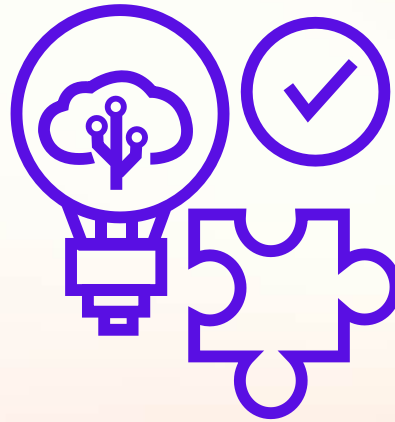
SI Reward Type	Description	wyde Points	\$ Value
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User Transaction Reward	Rewards from user transaction on wyde network		20%
Advertiser Activation Reward	wyde advertiser registration		20%
Advertiser Transaction Reward	Reward from registered advertiser transaction	20%	
Incentive	SI earn from referred influencer's income		5%
NFT	A unique NFT which is tied to their account.	YES	
wyde Global Bonus	Achieve RM 100,000 income (approx. A\$32,619) (cumulative) in wyde		2%

# Problems



## Advertisers

- Google and social media ads not as beneficial as direct or performance-based marketing.
- Complicated customer generating sales funnels and indirect ads.



## Influencers

- Missing the automation to find the right products for influencers.
- Influencers losing revenue with customers accessing online stores directly.

## Customers

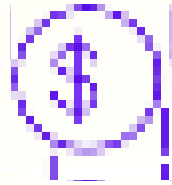
- Multiple logins and passwords for online stores.
- Distorted rewards programs and inability to keep rewards all in the one place with limited ability to use across multiple stores and multiple wallets.



# Advertiser Benefits



Easily Integrate  
with eCommerce stores  
within minutes



Drive Sales  
through the wyde  
network



Retain and Engage  
with a universal loyalty  
program



Upsell & Cross-sell  
products & services  
with AI  
recommendation  
engine



Rewards Points  
issued to customers on  
transactions

More merchants are eager to join the  
eCommerce space.

wyde has automated a way for advertisers to  
sell their products.

# Benefits for Influencers



Users can sign up as a wyde Influencer to earn income by marketing wyde's advertisers' products to generate transactions.



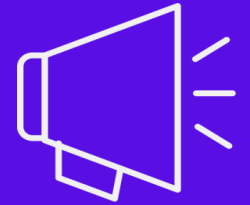
Easy mobile access with the influencer App, to share referrals via any platform to their connections.



Super Influencers are able to earn an income with several other bonuses and benefits.



Super Influencer account includes an NFT card holding all records of transactions on the wyde ecosystem allowing access to exclusive benefits.



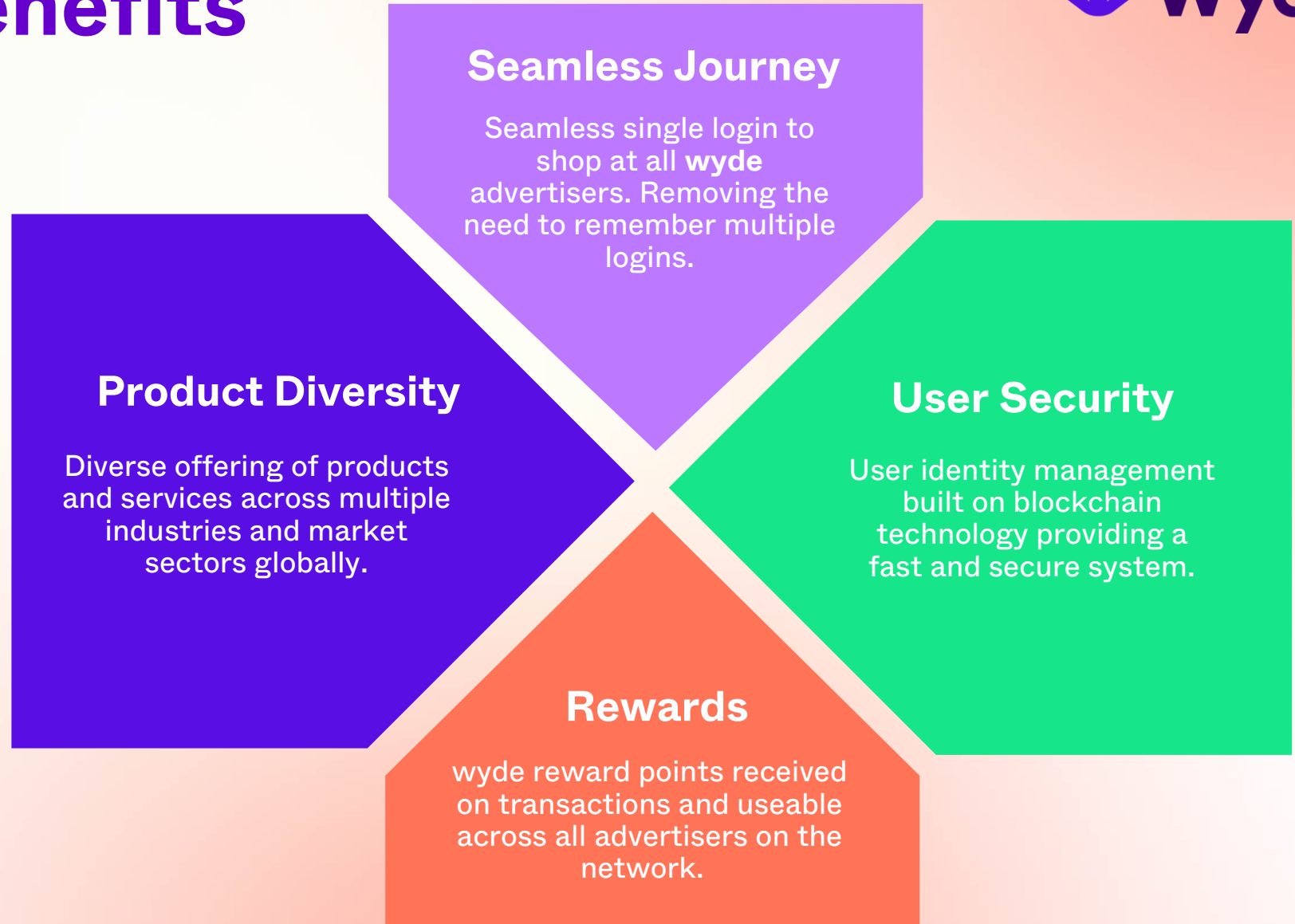
Advertisers and users will be able to offer exclusive products and discounts to NFT holders throughout the wyde ecosystem.



# Customer Benefits



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# International Expansion



Initially launching in Malaysia, Indonesia, and Australia with further expansion targeted.



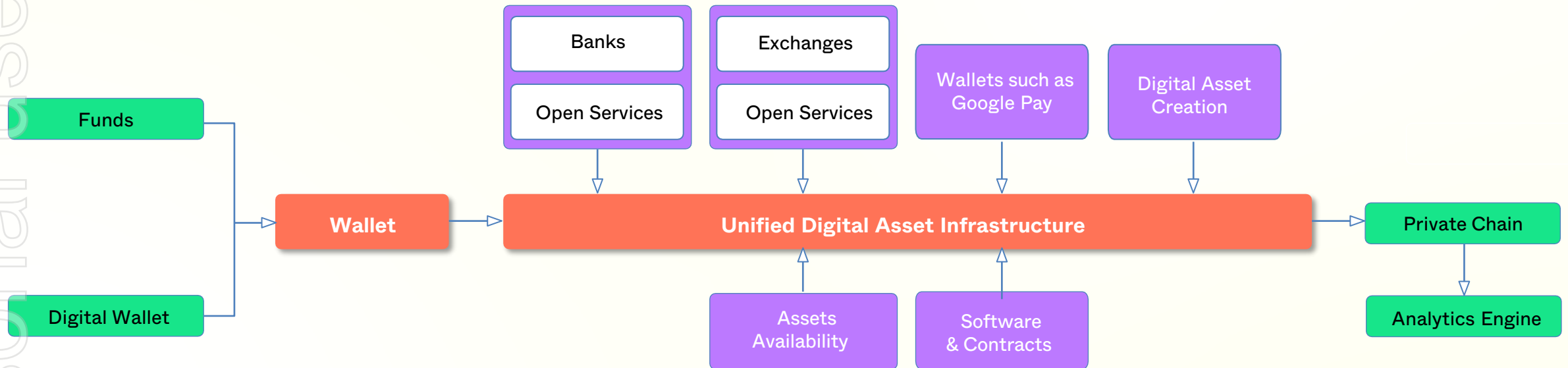
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# Payment Gateway Facility



wyde is planning to offer a payment gateway facility for online merchants subject to all required regulatory approvals in the relevant operating jurisdiction. The eWallet for customers will facilitate value added services to be built over time. The long term goal of the Company is to be a leader in the Web 3.0 space.

There will be the ability to buy products and services using digital wallets online and in store, and make payments across networks including everyday transactions and supplier payments. The Company anticipates it will spend the first half of 2023 developing this facility and will update the market on progress.



# Timeline



## FY22 – Foundation Setting

- Jul-Oct** ● Develop the wyde platform
- Nov** ● Launch wyde platform in Malaysia and Indonesia  
Digitising current database process
- Dec** ● Launch NFT cards for Influencers

## FY23 - Growth

- Mar** ● Launch in Australia
- Jun** ● Target launch of payment gateway facility for online merchants

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# Milestones

## Now

- wyde platform for influencers, advertisers and customers
- NFT Cards

## Future

- Payment process for online store
- Advertising platform on wyde marketplace for merchants



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Ledger Labs empowers businesses to innovate leveraging the latest in cutting-edge technologies.

Provides technology, blockchain, software consulting and development.

Partnered with The University of Western Australia to build software and assist with government grant applications and intellectual property patenting.

Provide tailored solutions that meet businesses specific needs, to help businesses grow, exploit untapped market opportunities and develop new digital economies.



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