Mobile Revolution

Redefining Mobile Engagement with Disruptive Technology

MOBILE

is the new rule

Mobile

has changed the World

Mobile has transformed the way we consume media, interact with products, services and buy.

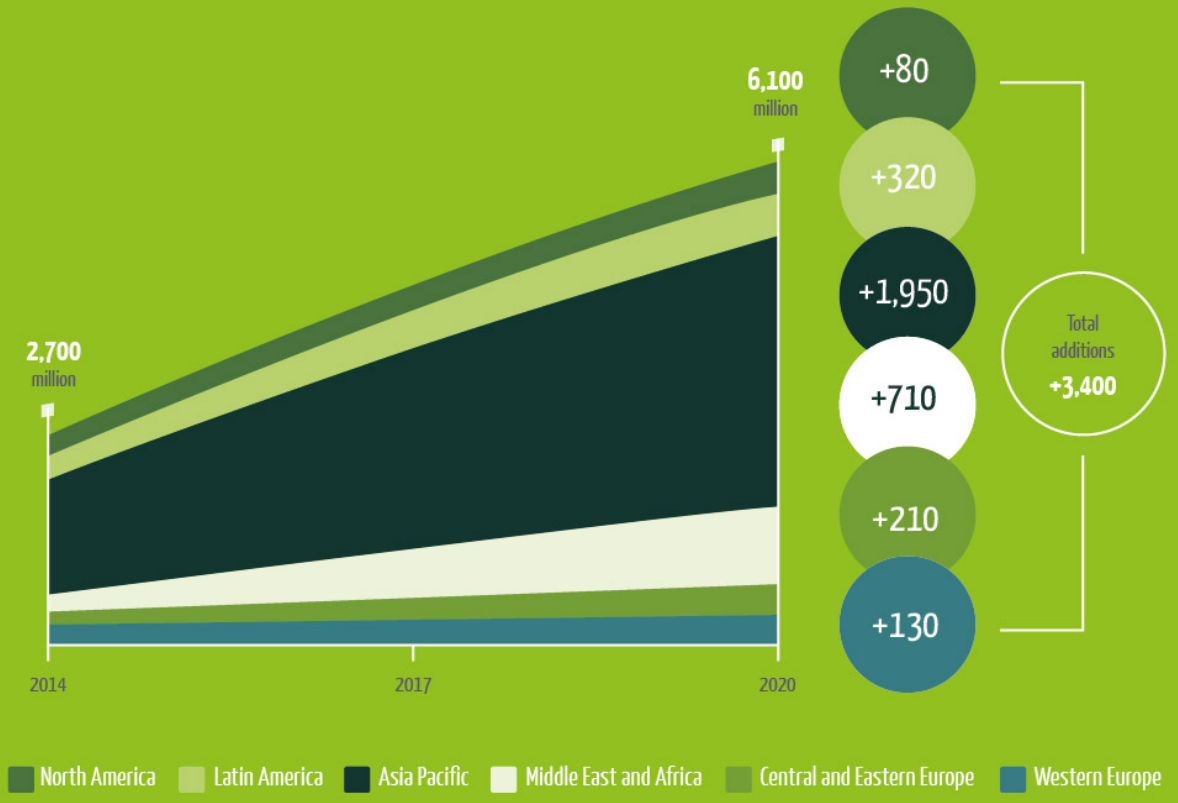
Consumer Mobile usage is increasing, so Marketers are taking the time to ramp up their Mobile strategy to integrate brands within today's most accessible consumer channels.

Emerging Trends

in Mobile Marketing

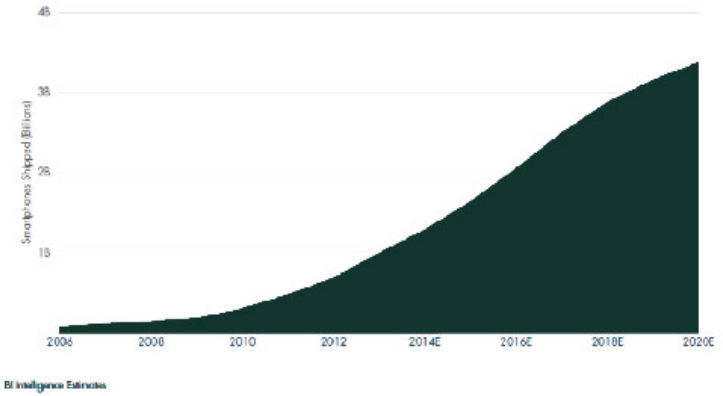
Smartphone subscriptions are rising all around the world

80% of smartphone subscriptions added during 2015-2020 will be from Asia Pacific, the Middle East and Africa.



Global Smartphone Market Growing Steady

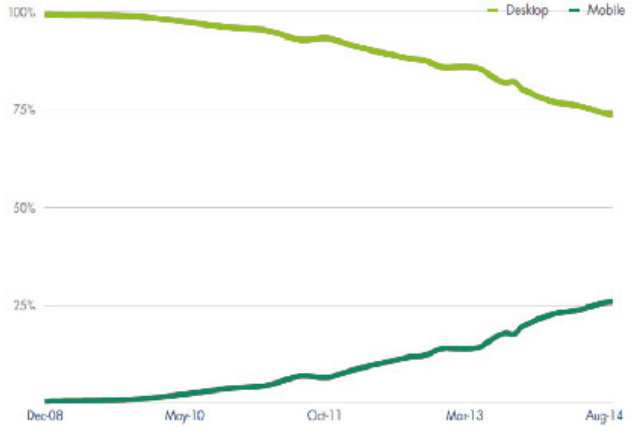
Global smartphone shipments forecast



BI Intelligence Estimates

More than 1/4 of Internet Traffic is Mobile

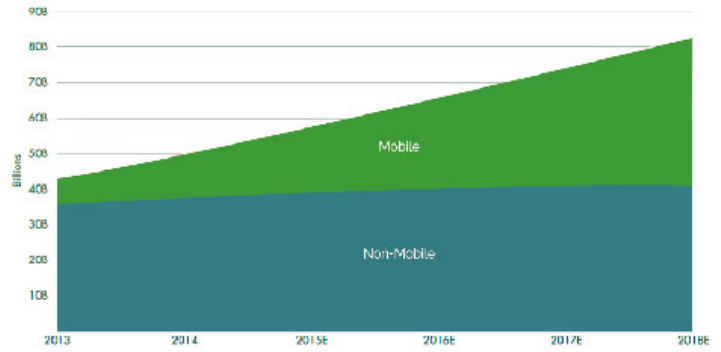
Global Internet traffic share (desktop versus mobile)



StatCounter | December 2014

Mobile Advertising is Exploding

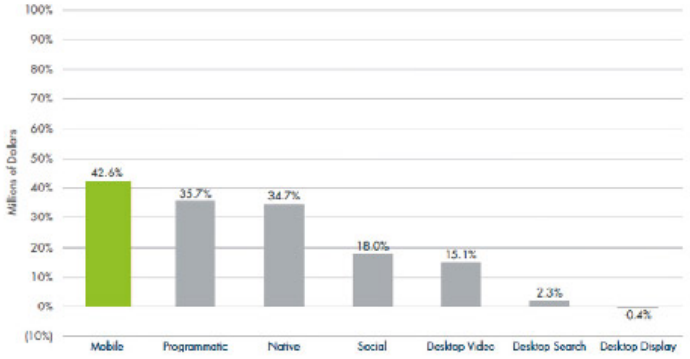
Forecasted digital advertising revenue (U.S.)



BI Intelligence Estimates, Interactive Advertising Bureau

Ad Revenue Growth is in Mobile

U.S. advertising revenue growth, CAGR 2013 - 2018



BI Intelligence Estimates based on data from BIA/Kelsey, IAB, IDC, and Magna Global

The Mobile LANDSCAPE

Mobile

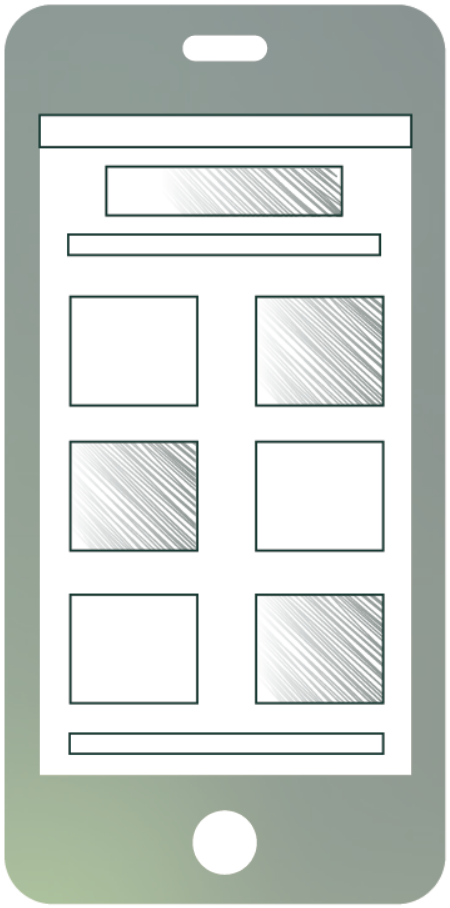
Marketing

The biggest winner in Mobile Marketing are Consumers. The global adoption rate of mobile devices has been spectacular, driven by technology improvements and lower costs. Mobile devices provide ubiquitous connectivity and an array of applications and services that impact almost every facet of life.

Further Mobile is often the first point of access to the Internet, and therefore opens up a huge range of activities and opportunities for Marketers that was previously inaccessible. A Revolution that enables brands to connect at the right time, in the right place, with the right personas.

Mobile App v. Mobile Web

Mobile App Qualities



Customers install App for services, information and economic advantages. Avoid “distribute”... Via push... but customers very often forget using the App.

- Requires installation
- One version for each platform
  (iOS, Android, Blackberry, Windows Phone)
- Expensive costs to develop

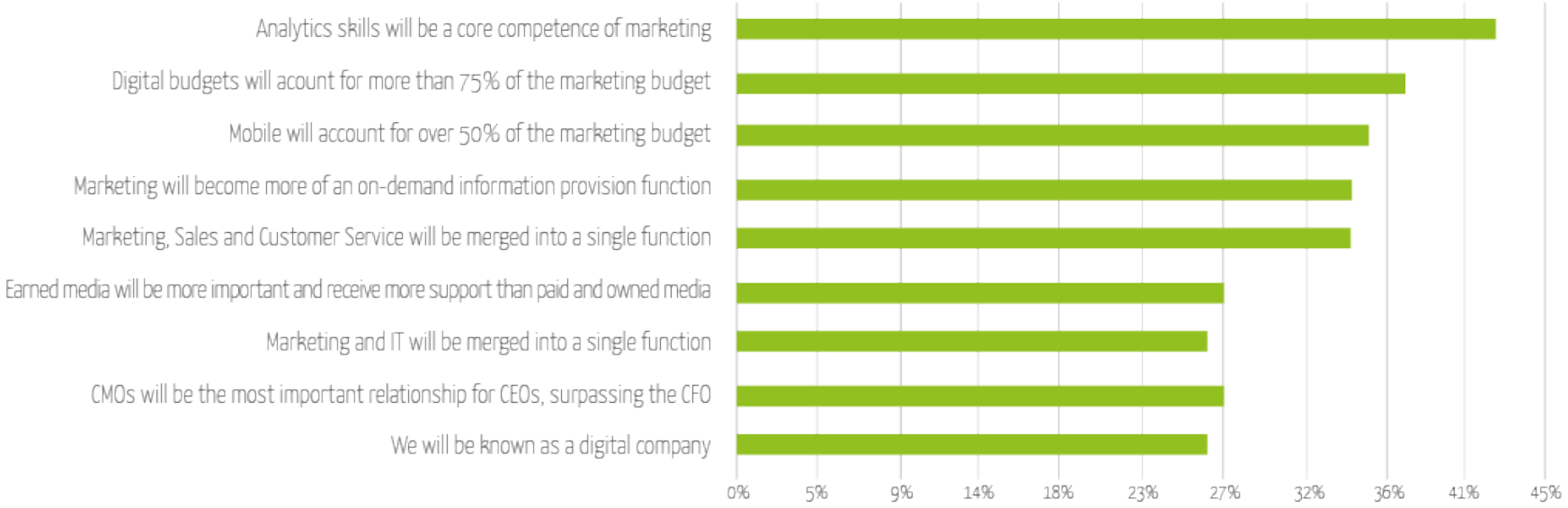
Mobile Web Qualities

A Mobile web resource is instantly accessible to users, via a browser, across a range of devices and much more dynamic in terms of flexibility to update content. Content is multi device, multi browser and multi OS.

- Accessed using browser
- May be updated instanly on the server
- Reasonable costs to develop

New Key Priorities
for Marketers

Analytics, Digital, and Mobile will change most by 2020
CMOs predict the areas of fundamental change for marketing over the next 5 years



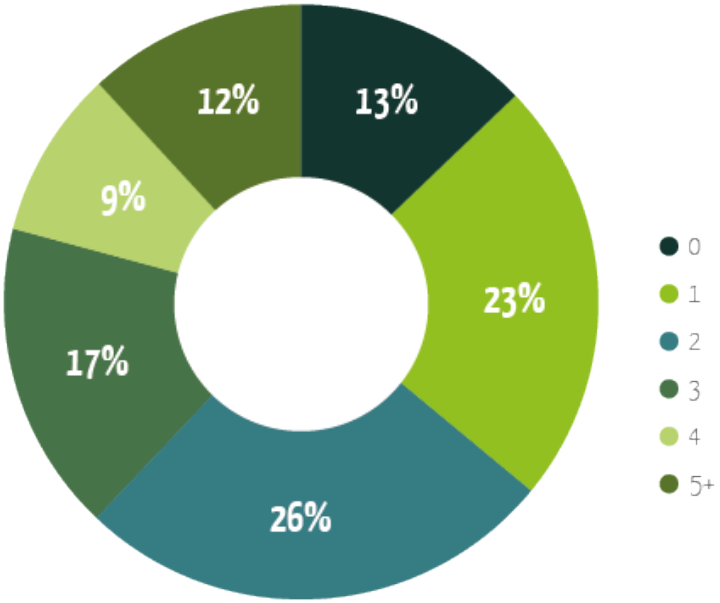
Source: Accenture Interactive

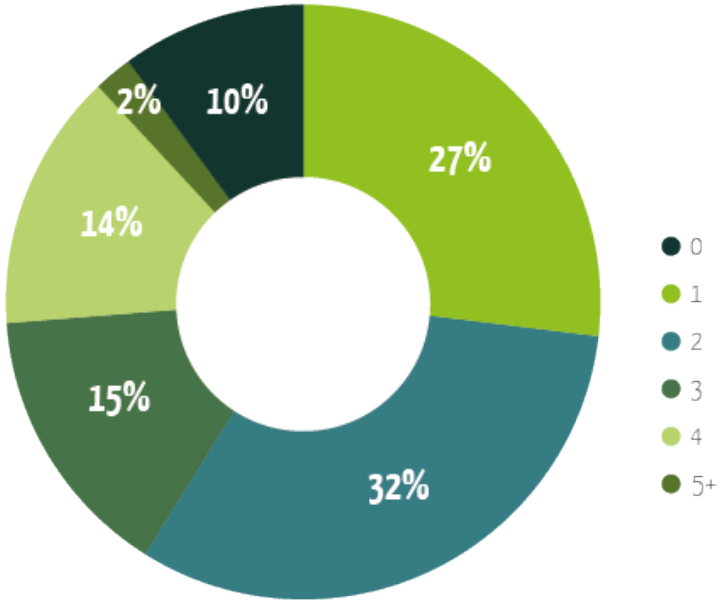
SaaS Markets Growth like no other

The SaaS market is growing 3x faster than the software market (20 % v 7 %)- the 20% growth forecast is expected through to 2020

Marketers are cutting back on Digital Agencies

A growing number of CMOs who prefer to transfer within the company the digital efforts and knowledge

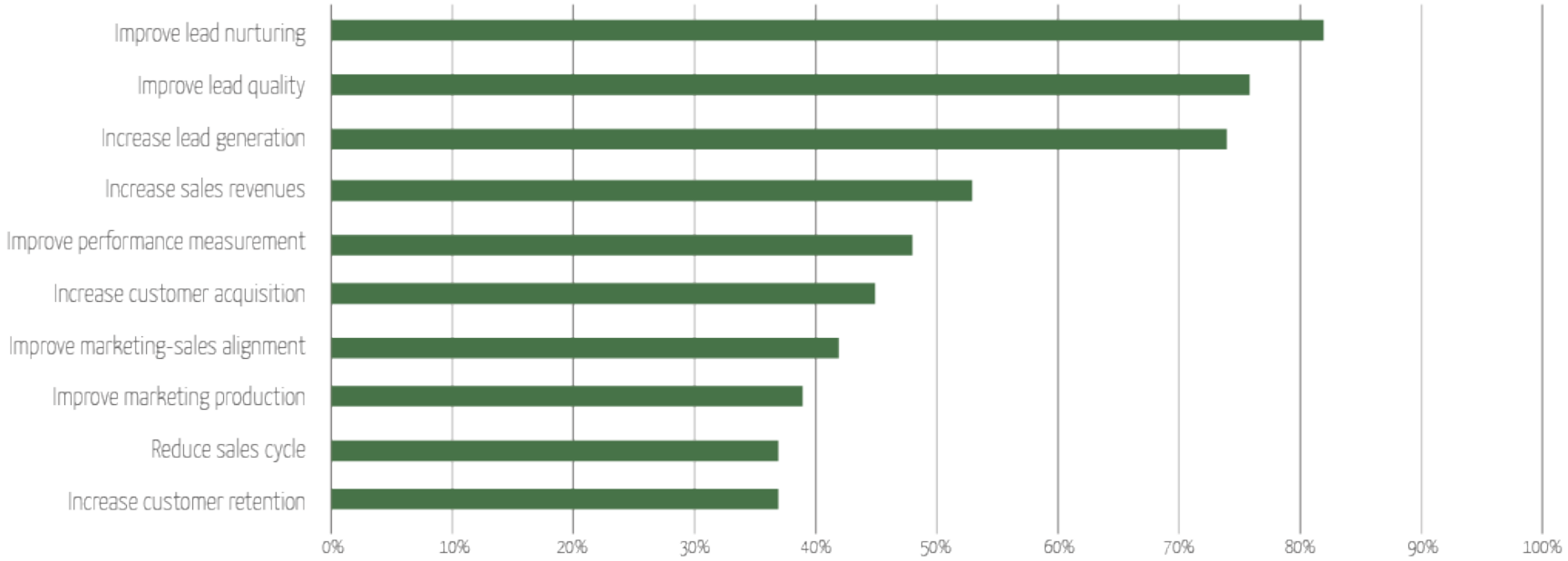




Source: eMarketer

Improving Leads is priority for B2b Marketers

Increase Lead generation and nurturing are the key marketing automation objectives that CMOs are trying to pursue



Source: eMarketer

What we offer

YOU

```
<div id="content">
  <header id="topnav">
    <nav>
      <ul>
        <li class="active"><a class="scroll" href=
          Home
        </a></li>
        <li><a class="scroll" href="#service">
          Service
        </a></li>
        <li><a class="scroll" href="#product">
          Products
        </a></li>
        <li><a class="scroll" href="#portfolio">
          Portfolio
        </a></li>
        <li><a class="scroll" href="#team">
          Team
        </a></li>
        <li><a class="scroll" href="#contact">
          Contact
        </a></li>
        <div class="clear"></div>
      </ul>
    </nav>
    <div class="logo">
      <a href="./">
        <img src="web/images/logo3.png" id="logo_1
```

The best Performing Platform

for Mobile Marketing

The Digital Box is the most innovative cloud-based Platform that simplifies the creation, distribution and measurement of precisely targeted Mobile campaigns.

The Digital Box helps brands, retailers, marketers and digital agencies to build customer engagement and lifecycle relationships through Mobile technologies.

The Digital Box

CREATE

Create Content Marketing Campaigns with a High-Conversion rate on Mobile

DISTRIBUTE

Distribute Digital Contents across multiple channels and different touch-points

MEASURE

Measure and Analyze the effective ROI of your Mobile Marketing Campaigns

TURN

Turn New Customers into Repeat Customers with Loyalty Reward Programs

MOBILE ENGAGEMENT

Automation Platform

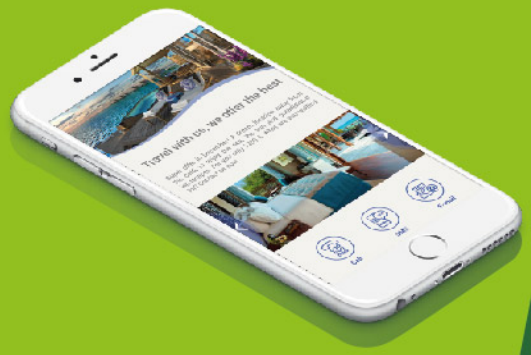
One Platform

Many Mobile-Friendly Solutions

The Digital Box provides a complete set of Marketing solutions to win in the Mobile Era.
Make more effective your Marketing with three powerful web editors and with no IT involvement.

Mobile Landing Page

The most advanced and intuitive web editor for creating, managing and publishing Mobile Landing Pages with exclusive design.



Mobile StoryTelling

The simplest, funniest and easy-to-use tool to build, in few steps, your own digital stories. Reading a story on Mobile is as simple as flipping through the pages of a book.

Mobile-Friendly Email Marketing

UpperMail is a super-easy Drag and Drop editor that enables you to create, send and measure Email Marketing campaigns with a perfect Mobile-Friendly template.

Mobile Landing Page

Simple to create. Quick to promote. Effective in results.

Do you want to promote your Business, convert visitors into qualified users, know your customer's opinion or sell directly via smartphone?
The Mobile Landing Pages solution is the ideal tool to achieve these objectives and communicate rapidly in the Mobile era.

Simple to create and with an exclusive design, our Mobile Landing Pages are designed to reach the expected goals and increase the conversion rate of your campaigns.

Calls to Action

that drive Higher Conversions

One of the easiest ways you can boost your Conversion rates is by optimizing your Calls to Action (CTAs).
We have different ways you can create your dynamic Calls To Action and convert the Visitor to become a Lead.

Suite Mobile Landing

Promote your Business in an innovative way

Growth your Mobile Business with dedicated forms, online surveys, digital couponing. Our Mobile Landing Pages enable you to engage customers instantly, capture data, generate leads and profile audience, knowing preferences.

Create an optimized web page for any device becomes simple, fast and fun. You don't need IT involvement, you can do it all in a few minutes.

Mobile StoryTelling

Designed for Mobile

Storytelling Tool is designed to ensure the best user experience on the Smartphone. Large images and high-resolution multimedia encourage interaction with users everywhere. Every brand history is perfectly suited for the browsers of the operating systems, without requiring the installation of Apps.

Storytelling Tool is optimized for Operating System like iOS and Android and screens measuring more than 4 inches.

Full Engagement Stories

More templates for more Styles

Our Storytelling has several customizable templates, according to the story that you want to tell. With StoryTelling Tool you can create personalized Mobile Marketing campaigns and build digital stories with a precise purpose: to invite visitors to take some action and get a conversion.

Based on the goals you have set, you can enrich the stories with one or more Calls to Action for example: forms for data capture, surveys and questionaries.

Features

100% **Mobile** Friendly

Page **Template** customizable

Swipe effect

Multimedia & rich content

Purely **browser-based**

Mobile-Friendly Email Marketing

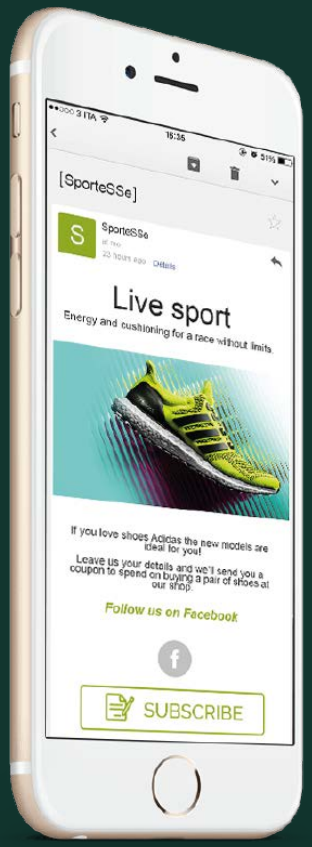
The Best Mobile Email Marketing Experience

People increasingly open their emails on mobile devices with peaks of 65% and an average of 48%. The smartphone that turns itself into an email box always active and available, at any place and time is a real opportunity for Marketers.

UpperMail is an super-easy Drag and Drop editor that enables you to create, send and measure email marketing campaigns with perfect Mobile-Friendly look&feel.

Email and Mobile Landing Page:

a perfect combination



The powerful web editor allows in a few steps the creation of newsletters from professional graphics with simplified management of texts, images and video.

The structure of a column, text and large buttons spaced to facilitate typing, makes it a tool fully optimized for all devices, email clients and screens.

UpperMail and Mobile Landing Page work in unison with the Call to Action System to increase the conversion rate of your Mobile digital marketing campaigns.

Features

Web editor **Drag and Drop**

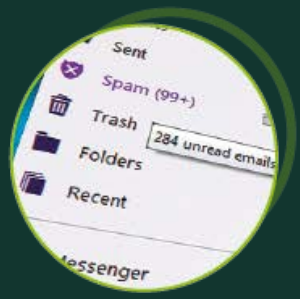
Smart photo editing

Call to Action optimized

Social Media Icons

Integration **Mobile Landing Page**

InBox Preview



Anti-spam Test

Dashboard **Analytics**

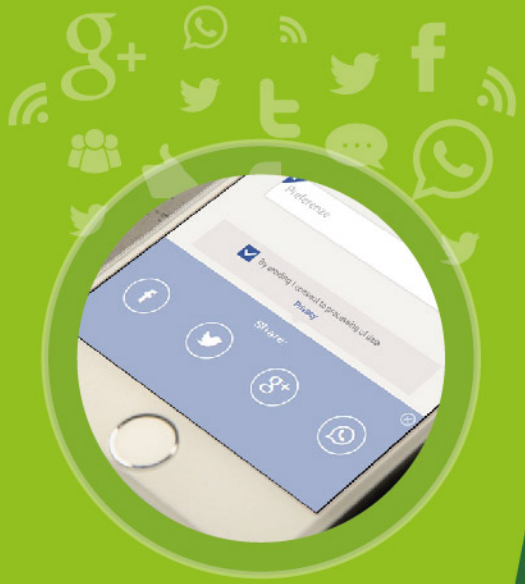
The right Message at the right Time

Deliver a Mobile personalized experiences

Deploy your cross-channel Mobile Marketing campaigns that keep your users happier and more engaged.

Manage every aspect of the message you want to deliver: with one click you can choose between Online Publishing, Real-time Sharing on social networks, SMS text messaging or a mass-send of Email Marketing.

Social Media



Text Message (SMS)

Email Marketing

MEASURE

Mobile Analytics

Discover, measure and improve your Mobile ROI

Measuring and analyzing the performance of your campaigns is the key to any success.

Mobile Analytic solution let's you know, in the real time, the behavior of users who have visited the Landing Pages, consumed Storytelling or opened an Email and easily connect the data in the form of numbers and metrics.

A dedicate dashboard will help you pinpoint the main ratios and KPIs.

With this wealth of knowledge at your disposal you will be able to quickly understand and improve the effectiveness of you marketing campaigns.

Analytics

to drive more Conversion

With Mobile Analytics solution each campaign is an opportunity to discover the strong indicators of interest such as Page Views, Unique Views, clicks on Call to Action, kind of browser, OS and geographic location.

The data is collected and divided into reports, illustrated with graphics and images.

TURN

Mobile Loyalty
& Reputation Management

Buyers today have more information, more access, and more choices than anytime in history.

The battleground for Customer Loyalty has shifted from features, prices, and transactions toward the new landscape of long-term relationships and customer experience.

We have rewritten the rules of Customer relationships by leveraging every touch point and every interaction to create a convenient, fun and meaningful experience.

Features

- 100% Mobile Friendly Templates
- API interfacing with external CRM
- SMS notifications
- Advanced Analytics and reporting tools
- Automatic management of the rewards catalog
- Social sharing buttons

Out
OF THE BOX

ADA
the Digital Identity of each Company

ADA is a complete suite of products combined with a rich set of sample campaigns. With ADA the Marketeer will be able to rapidly deliver value by developing highly Targeted Mobile Campaigns. ADA makes your prospect-to-customer Journey faster and more effective.

What you can get

The latest Digital and Best Performing Mobile Marketing Solutions, so that your Clients can connect with their Customers and grow their Business.

Customer Data

Personalize every step of the Customer Journey to Drive real Business results

ADA helps Marketeer and CRM Manager to know each Customer's behavior and analyze and remember every Mobile interaction. The measurement of real-time connections offers you the opportunity to create a Profile Customer and design a personalized User Experience. All data and information are collected and kept in a single place.

WE WORK

Everyday for your Digital Success

Who

we are

We develop solid and reliable technology to support the entrepreneurial challenges in the Mobile Era.

The Digital Box was born from the union of professionals with over 10 years of industry experience.
Our Mission is to offer the market innovative solutions, capable to help businesses to communicate more effectively and to achieve better results from the investments in Mobile Marketing campaigns.

Company

Overview

First Funding: 2013

Headquartered: Italy

Key Factors:

- Disruptive Mobile Techologies
- Fast Growing and Profitable
- Aggressive SaaS Business Model
- Strong Management Team
- Focused Plan

Business Traction

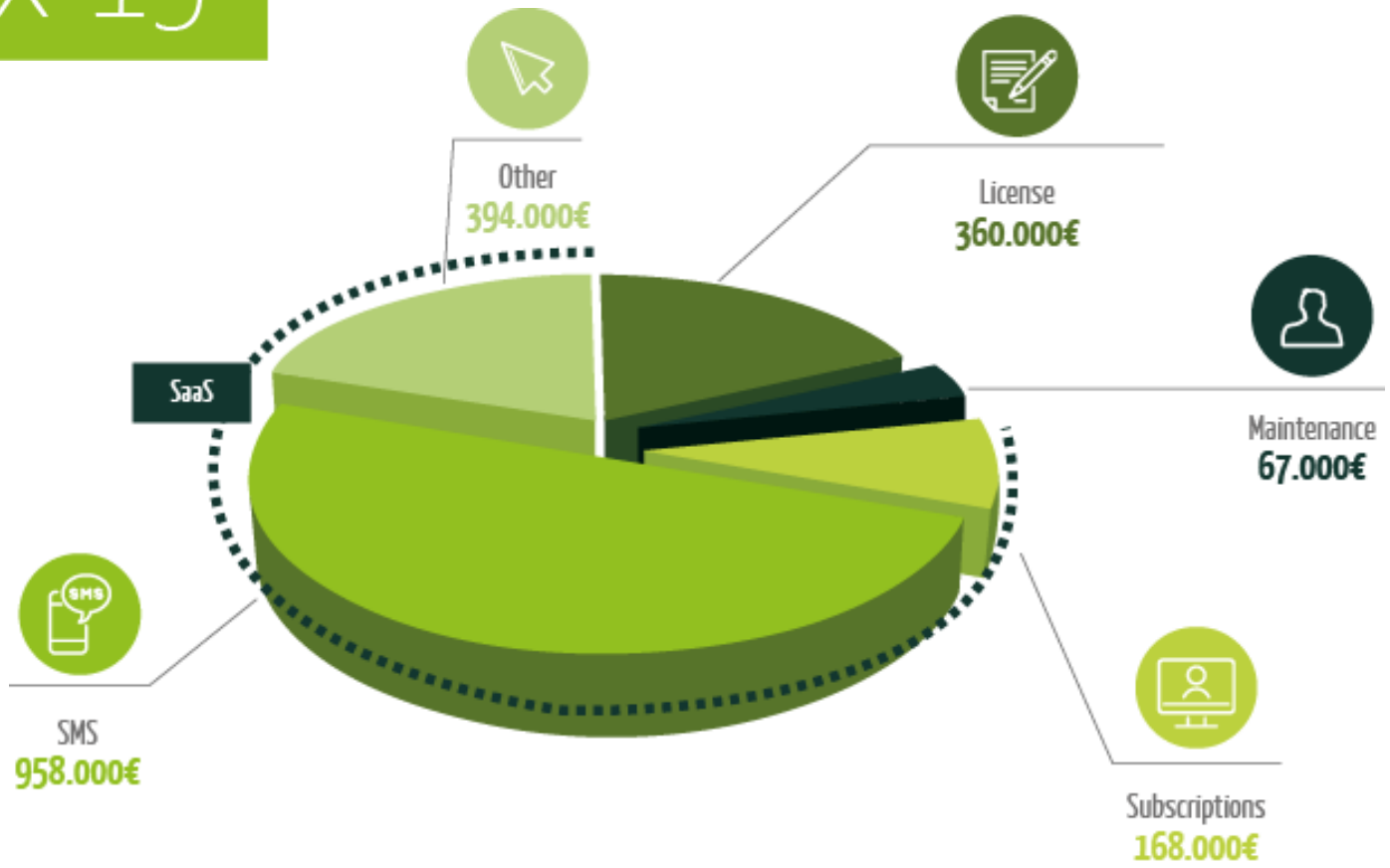
7000 +
Active Users (Companies)

200 €
Average annual Customers Turnover

80 €
Average annual Customer Margin

Investors:

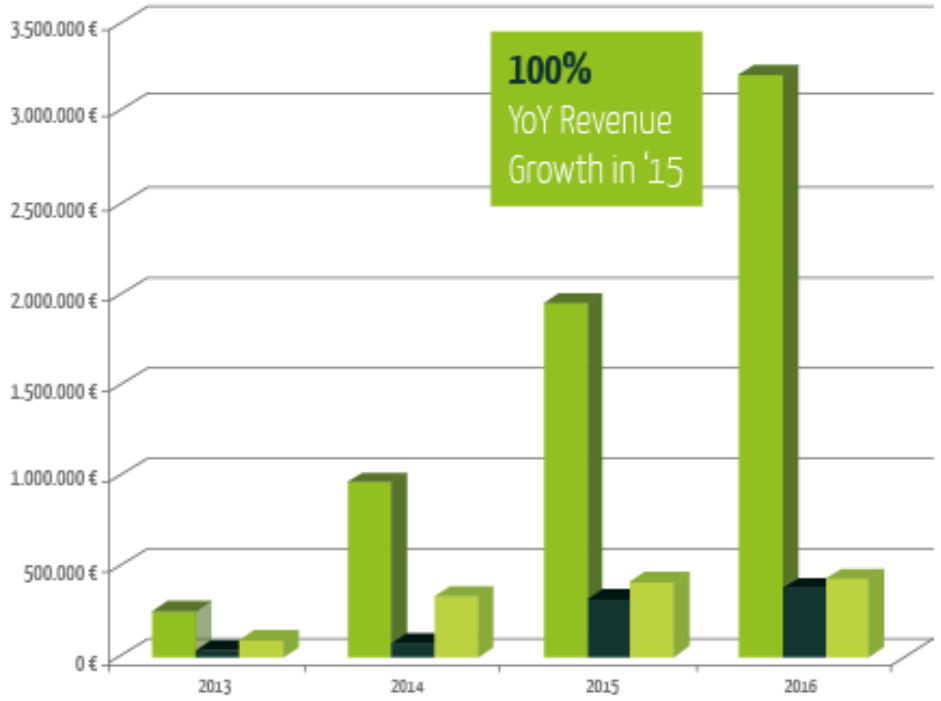
Revenues Mix'15



Financial Profile

Revenues Ebidta Cash Position

Years	Revenues	Ebidta	Cash Position
2013	265.000 €	40.000 €	100.000 €
2014	965.000 €	80.000 €	350.000 €
2015	1.947.000 €	327.000 €	435.000 €
2016	3.218.000 €	384.000 €	441.000 €



The Digital Box
Roadmap

2013

2014

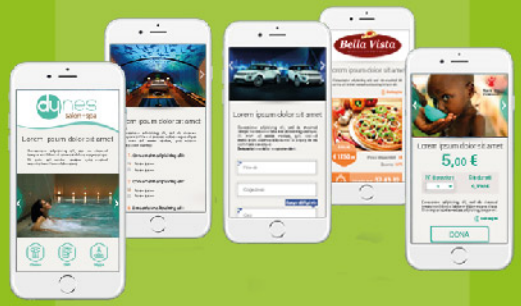
2015

2016

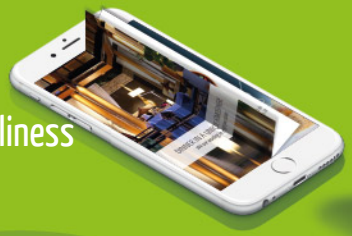
StoryTelling
A new Story to Tell

Customer Data
Each individual Customer at the heart of your Mobile Campaigns

SMS Landing
Text messaging communication re-invented



Uppermail
The Mobile-Friendliness of Emails



Suite Landing PRO
A wide range of Mobile Landing Pages

ADA
The Digital Identity of each Company

Strong Leadership

MANAGEMENT TEAM

Board of Directors

Marco Landi
President

Saverio Merlo
Board Director

Nicola Lavenuta
Board Director

Management Team

Roberto Calculli
Founder & CEO

Massimiliano Brigida
International Business Development

Antonio Perfido
Marketing Manager

Domenico Tria
CTO

Key

Partnership

Missions

Our Company project was selected by the Italian Trade Agency to represent Italy at the Mobile World Congress in Barcelona, at the “Start Up with Italy”, the mission of the Italian Start Up companies of the ICT in California and Maker Fair ‘15 San Mateo in California.

ITA ITALIAN TRADE AGENCY

Maker Faire CELEBRATING 10 YEARS BAY AREA May 16 & 17 2015

GSMA MOBILE WORLD CONGRESS

Partnership

We support the activities of ICT Observatories & Management of the School of Management at the Polytechnic in Milan.

OSSERVATORI.NET ICT & Management
www.osservatori.net

Telco Licensee Partner

MOBYT messaging services — ITALY

TELINTEL — USA

HubPush — BRASIL

rdcom.it mobile communication — ITALY

Prestigious

Customer

Where

we are

Switzerland
United Kingdom
France
Romania
USA
Portugal
Mexico
Honduras
Venezuela
Colombia
Italy
Ecuador
Spain
Peru'
Uruguay
Brazil

Your Business Opportunity in MOBILE MARKETING

Licensee

program

The Digital Box is the right solution for all the professionals of the world of communication and Marketing, consultants and freelances, telephone operators and, generally, anyone who wants to start, in complete autonomy, an innovative Business.

Licensee

program

We offer to the Licensee Partner a customized branded platform, full of features and hosted under your own domain. The Licensee may operate in autonomy for marketing to its customers.

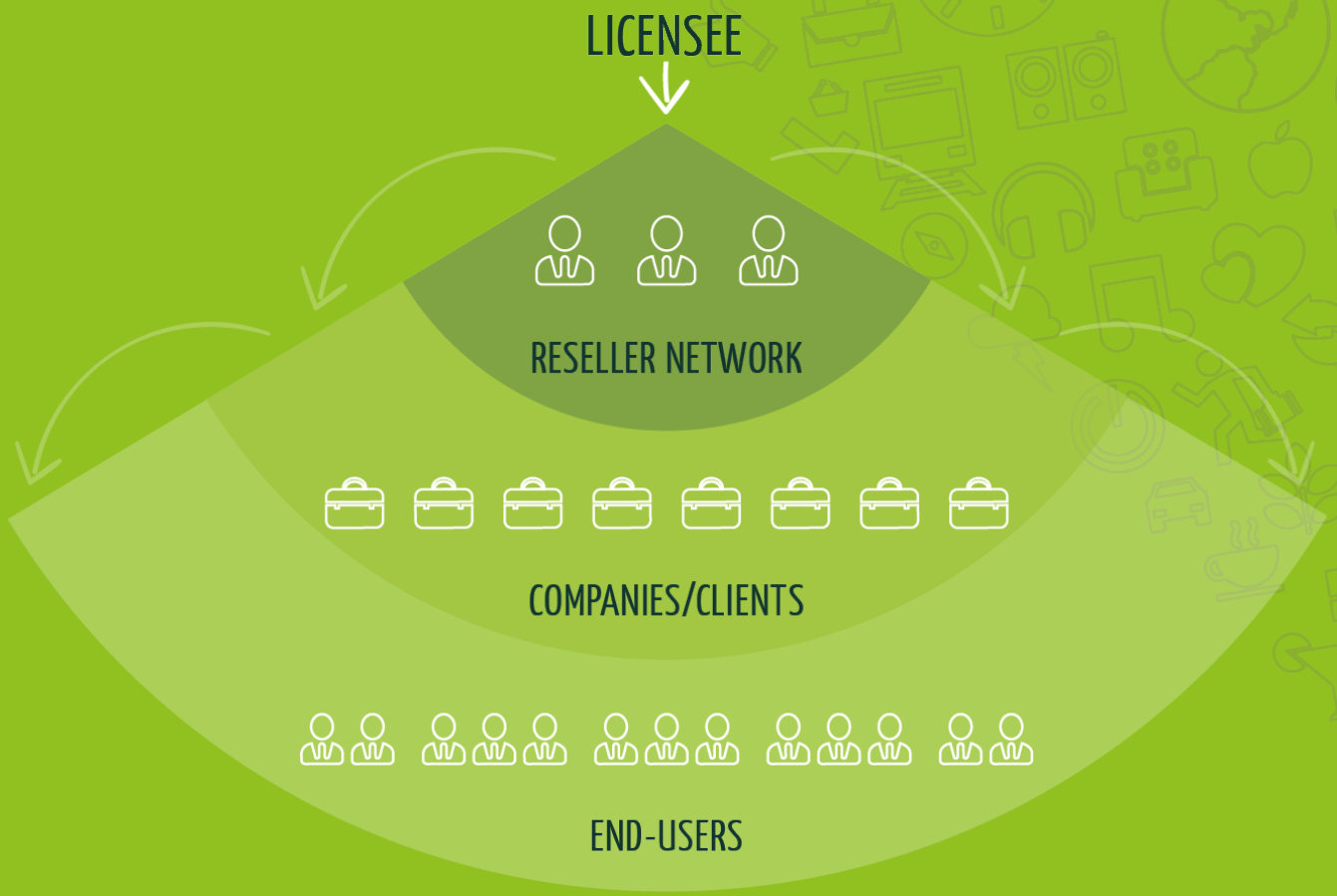
Our Licensee Program includes:

- Your own 100% custom branded or white label
- Server, bandwidth, upgrades and support 24 hours a day
- Management and maintenance of the technical infrastructure
- Training and orientation to market developments

Business

Model

From the Licensee to the End-users: a scalable Business Model



Earning

Model

Licensing Model and Business Strategy

LICENSEE

Set up Reseller Fee (from 3.500 € to 5.500 €)

RESELLER NETWORK

From 20 to 30 Reseller for year

Monthly Business from the Reseller Network Sales

COMPANIES/CLIENTS

From 1.500 € to 3.500 € for month and Reseller

Monthly Technical & Commercial Assistance

END-USERS

100 € for month and for Reseller

MILAN | Via Mario Pagano, 63 - 20145
BARCELONA | Calle Torrent de L'Olla 31 – Bajos - 08009
PALO ALTO | Hamilton Av. 3rd Floor - Silicon Valley – 94301

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