



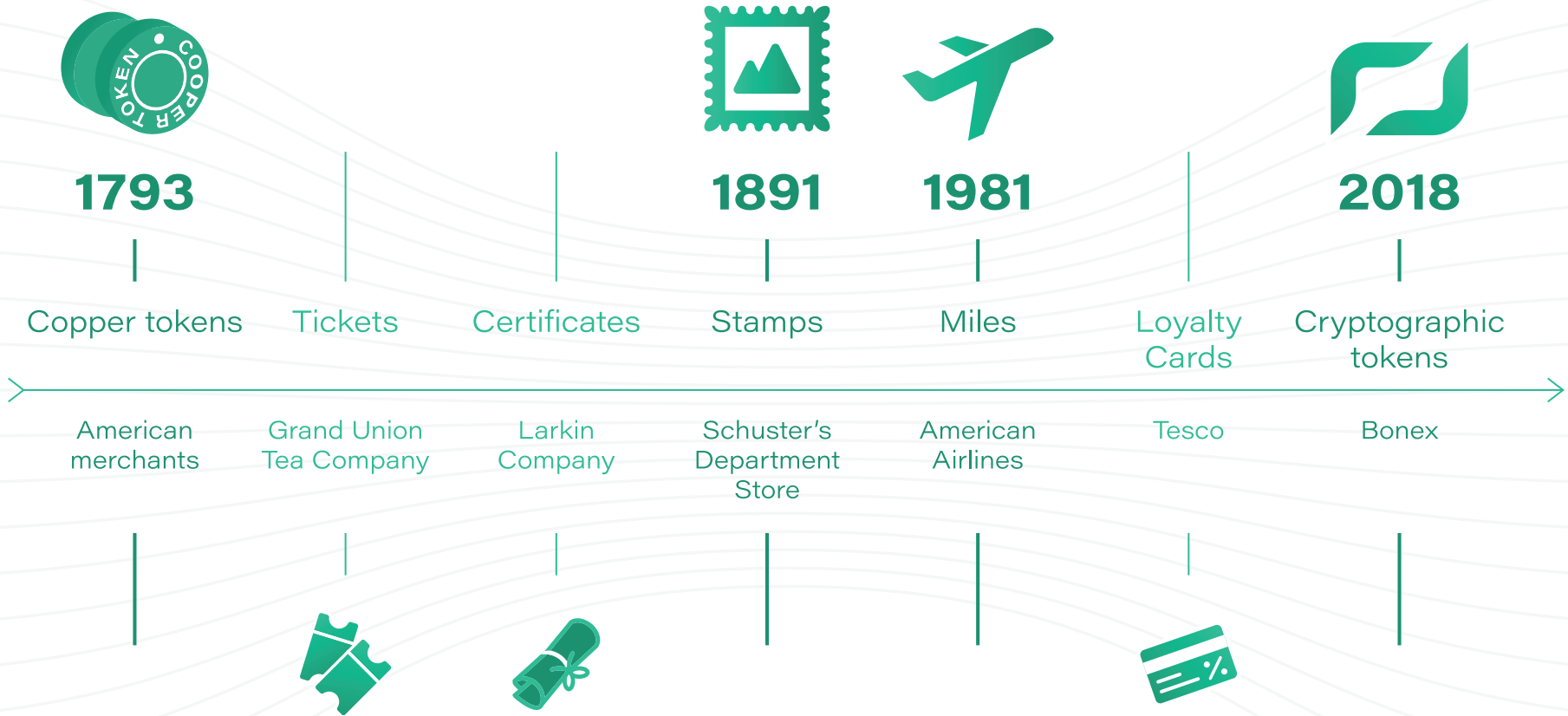
B  N E X

**DECENTRALIZED LOYALTY
BONUSES MANAGEMENT**

EXECUTIVE SUMMARY

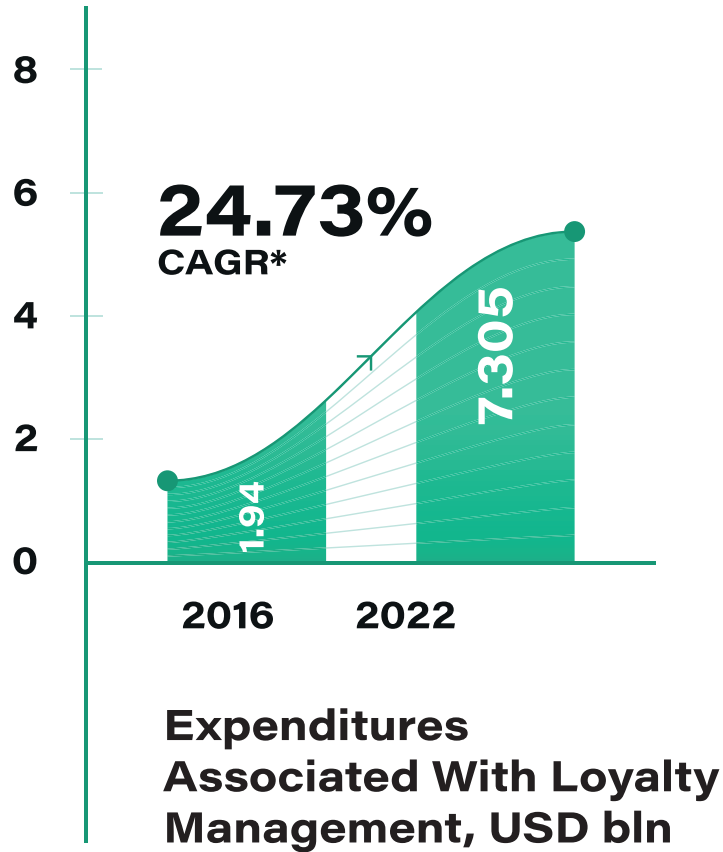
- Bonex is:
 - A unified platform, where every merchant or brand may issue and distribute their own crypto-token for the purpose of loyalty management
 - A single customer App for accessing and managing loyalty bonuses from different merchants
 - Decentralized built-in exchange of bonuses, which enables loyalty rewards open market
- Bonex revolutionizes Loyalty Management by providing with an open source technology for loyalty bonuses emission, tracking, accounting and redemption
- Bonex targets both entities and individuals willing to launch a loyalty program or participate in one

EVOLUTION OF LOYALTY BONUSES

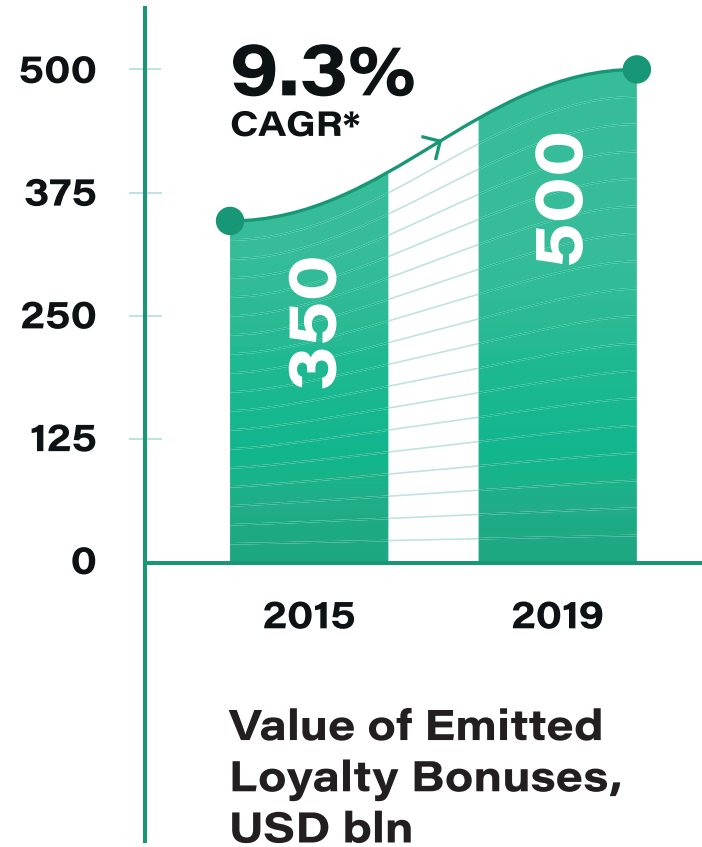


Loyalty bonuses carrying technology evolves the same way money did

LOYALTY IN FIGURES



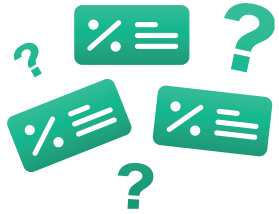
Source: Orbis Research, Global Loyalty Management Market Forecasts to 2022



Source: Affinity Exchange - afcx.co

*CAGR - compound annual growth rate

KEY DEFICIENCIES



Tough customer experience with current technologies

Silo approach blocks freedom in rewards spending



Lack of a single customer-centric application for bonuses management

Inability to sell spare or unneeded loyalty points



OUTCOMES FOR CUSTOMERS



62% shoppers surveyed do not sign up for mobile loyalty programs due to inconvenience ([3Cinteractive](#))



41% of U.S. consumers said they ditched a company because of poor personalization and lack of trust (Accenture Strategy Global Consumer Pulse Research 2017)

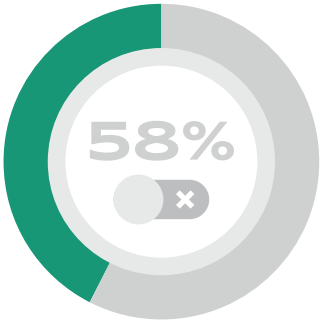


65% had tried to redeem a reward and found it had expired ([Codebroker](#))



86.33% of rewards in eCommerce expire unredeemed ([smile.io](#))

OUTCOMES FOR MERCHANTS



58% memberships are inactive (McKinsey&Company)

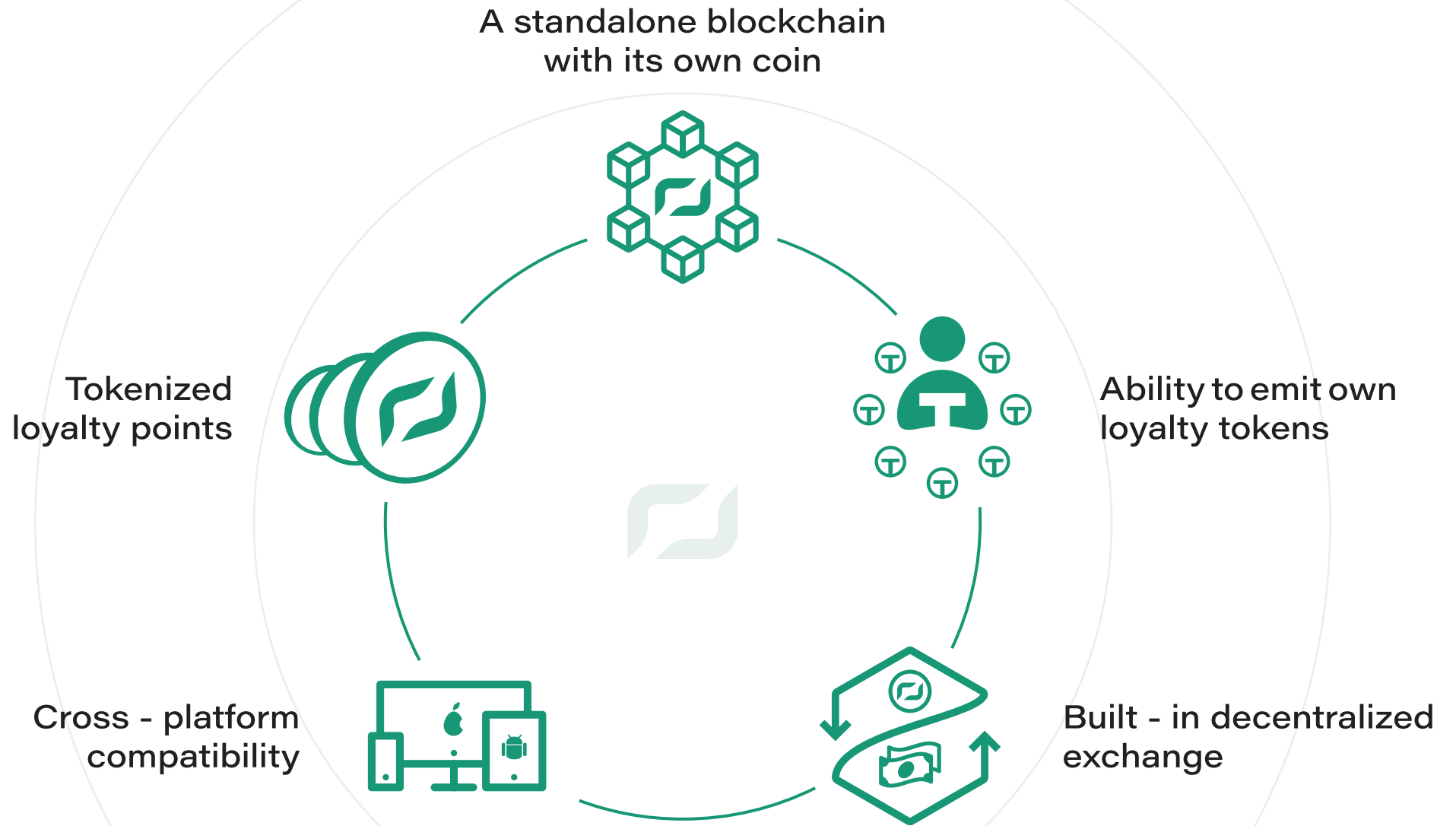


71% customers state that loyalty programs do not engender loyalty at all (Accenture)

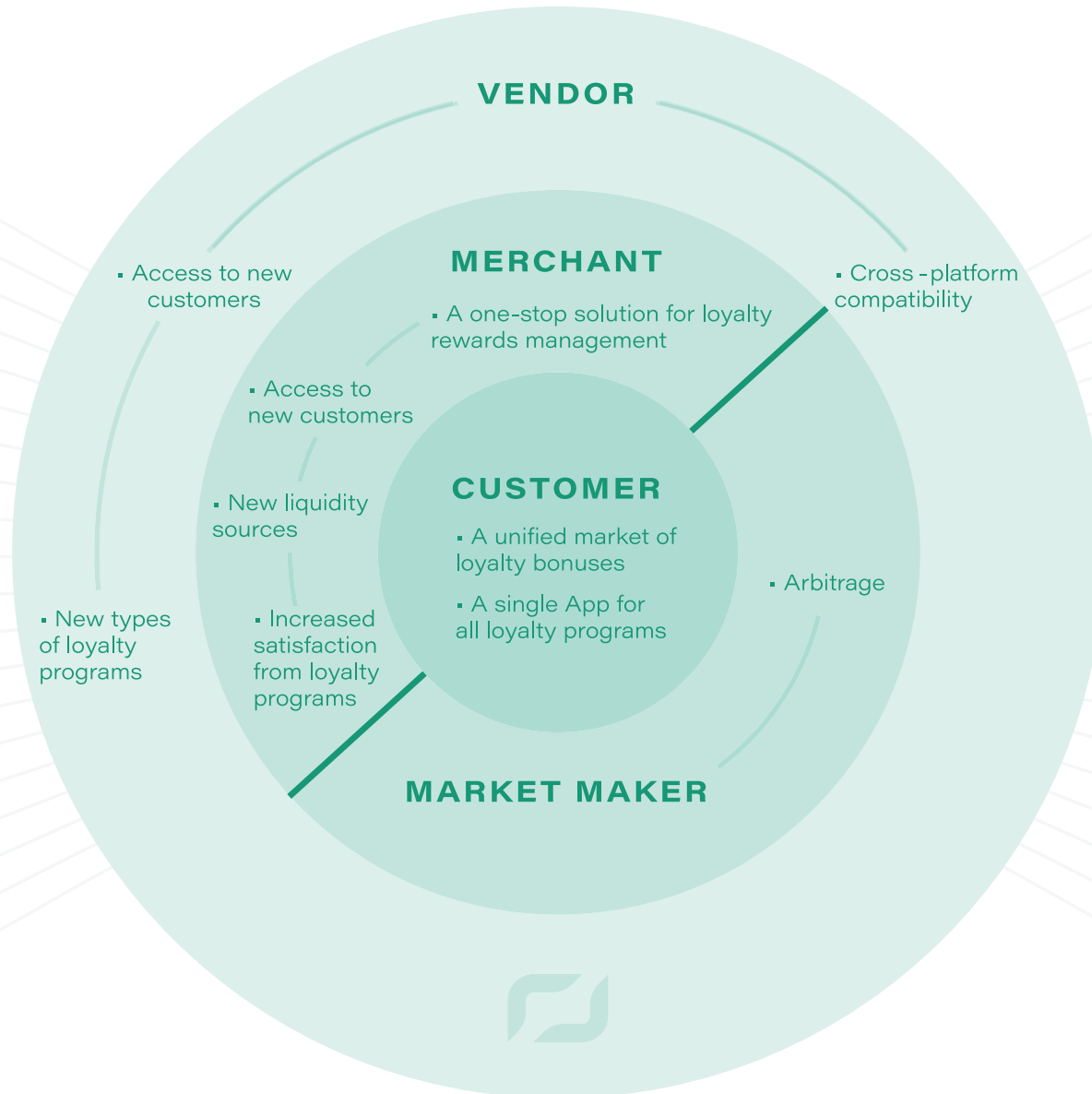


By 2022 approximately 3.5 billion USD will be wasted on managing loyalty programs that are not used

BONEX SOLUTION



BONEX VALUE PROPOSITION



BONEX

JOIN US
ON TELEGRAM!

[T.ME/BONEX_LOYALTY](https://t.me/BONEX_LOYALTY)



TEAM@BONEX.IO