



2024

We provide intelligent technology that engages customers in the implementation of convenient shopping in the omnichannel world.



Ladies and Gentlemen,

*We have completed the stage of building a comprehensive e-commerce offer in the area of marketing and sales support. As a result of our work, a **comprehensive CDXP** (Customer Data and Experience Platform) solution was created. Powered by **artificial intelligence**, has the key elements necessary to build the value of an online store based on data and customers.*

*Many reports show that the spending of online stores on this type of solutions will grow in the near future, the more so that the announced restrictions on the use of cookies and data collected by advertising technology providers will result in greater emphasis on the use of "first party" data about their customers. Our offer is based on the SaaS model, in which we sell access to many integrated functionalities available on our CDXP platform. And the possibilities are really big: online marketing automation and building advanced "customer journey" processes, reaching customers through integrated contact channels, social media automation, chat-bots, personalized product recommendations engine and store search engine. Market tests of the new platform confirmed the **great interest among customers**, which already translates into an increase in business talks and the scale of new contracts.*

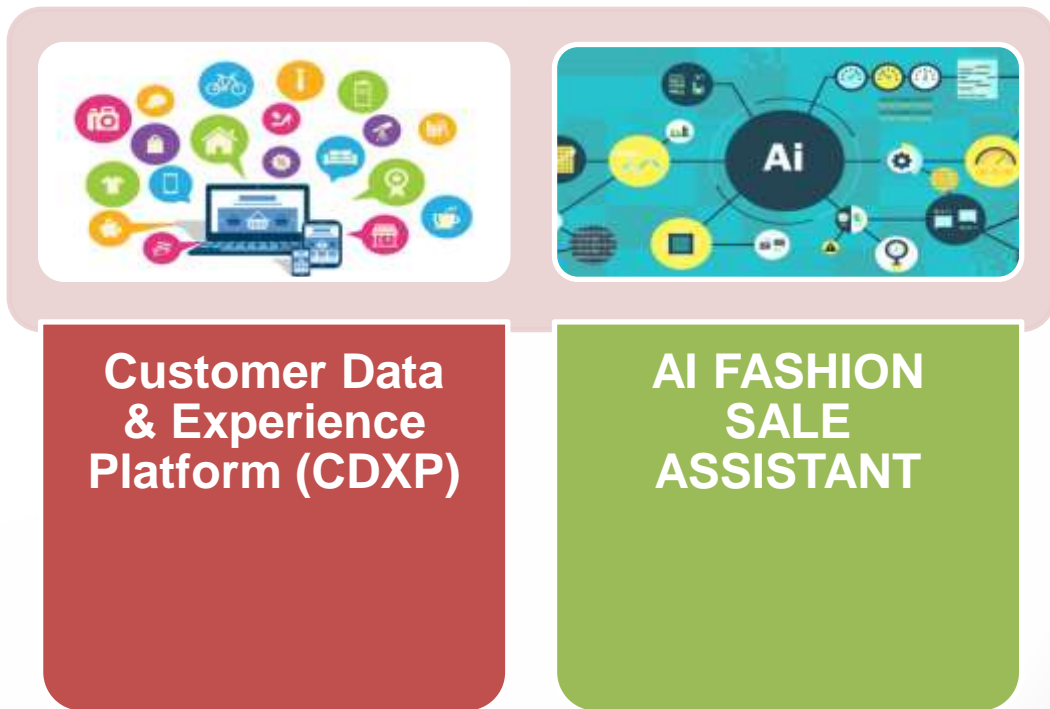
Simultaneously with the availability of a comprehensive offer, we completed the process of optimization the company in terms of costs and internal process. This allowed us to develop a vision of the company's development, which is based on two strong pillars and will allow us to focus on scaling sales. We will achieve this through access to new markets along with the automation of customer service processes as well as the development and implementation of intelligent marketplace technology for the fashion industry (innovative project "AI Personal Fashion Stylist", which will be partially financed from EU funds, available for the B2B and B2C market).

This is a big and important change: we are starting a new stage of QuarticOn development - that's why I decided that it is worth sharing this new vision with shareholders and investors.



Paweł Wyborski
Founder & CEO

TWO BUSINESS PILLARS



The development of QuarticOn is based on two business segments: **Customer Data & Experience Platform (CDXP)** and **AI Fashion Sale Assistant**.

CDXP is a comprehensive offer for e-commerce, supporting the sale of goods and services in an e-store thanks to tools such as product recommendations, marketing automation or a search engine along with a whole range of additional services. QuarticOn has been providing these services for many years, expanding their range every year.

AI Fashion Sales Assistant is an innovative solution that allows the integration of the marketplace with AI algorithms supporting the selection of goods to predetermined customer expectations. This completely new tool on the market is under development.

CUSTOMER DATA & EXPERIENCE PLATFORM

The company already offers a comprehensive range of services for e-commerce. In the coming weeks, however, the offer related to marketing automation and support for social media channels will be significantly expanded.

The year 2022 is a ready-made comprehensive solution containing:



Creating a competitive advantage, apart from the aforementioned comprehensive offer, means a great emphasis on the quality of customer service and the efficiency in delivering new solutions and technologies that will be launched on the market in the near future.

The years 2022 - 2023 will be the time of scaling sales by investing in the partnership channel, completing the work on the "self-service" channel (fully self-service CDXP tools) and carrying out 2-3 acquisitions on the CEE market, which will not only expand the QuarticOn range on the market but will also support the company in terms of new technology.

Year 2024:

QuarticOn in the TOP 3 companies in its segment on the CEE market, always offering the newest technologies and a high standard of service.

AI FASHION SALE ASSISTANT

A combination of a marketplace with AI algorithms that support the selection of products in accordance with the vision of each client (or his favorite pattern) and learn changes that are constantly taking place on the market. The offer is fully tailored to the user, changing with him and his needs.

The project launched in 2021 under the working name "AI Fashion Sale Assistant" is an innovative solution for the fashion market, replacing the traditional fashion stylist, with an integrated marketplace for various brands. The solution will be available in both the B2B and B2C models (as a mobile application). The project will be co-financed by a grant from EU funds (contract with the NCBR is pending), will be completed in Q3 2023 and introduced to the European market.

AI Fashion Sale Assistant:

Based on billions of photos, we will teach AI how to compose styles from available garments. Everyone will be able to dress according to their chosen pattern (idol, artist, character, etc.). And if he runs out of clothes, we will indicate in which store he can buy it.



The company will provide details of the project after signing the contract with the NCBR for co-financing from EU funds.

Year 2024:

Fully version for both B2B and B2C (mobile application for iOS and Android), signed contracts with large chain fashion brands. The product is available throughout the EU.

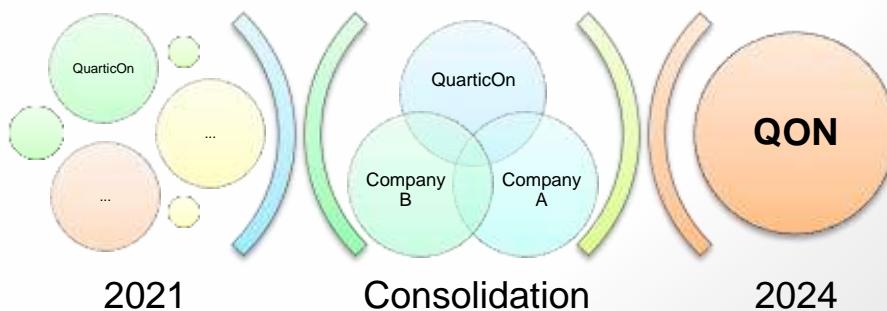
MARKET

QuarticOn operates mainly in Central European markets, but also has clients from Great Britain and the Middle East. Today, foreign sales account for 35% of revenues.

In the next 2 years, the Company plans to develop in this region, but it does not exclude a deeper entry into one of the Western markets in 2023.

Year 2024:

Foreign sales share > 75%. A significant presence in one of the markets of Western Europe.



M&A processes and Warsaw Stock Exchange (WSE)

The organic growth of QuarticOn will be supported by 2-3 acquisitions. The Company is already engaged in talks at various levels of advancement with potential acquisition targets in the region. These are both companies that will allow to strengthen the market position and those that create added value to the current technology. The transaction will be financed both through the issue of shares and with debt capital.

Assuming the dynamic development of the Company, we would like to move the share listing to the main floor of the WSE in 2023 or 2024.

Year 2024:

QuarticOn (or the QuarticOn Group) consolidated from 2-3 companies from the region, listed on the main market of the Warsaw Stock Exchanger 2024 .

Current status:

- An agreement with the NCBR is being processed regarding the **project co-financing** for the amount of PLN 4.7 million
- At the upcoming Extraordinary General Meeting of Shareholders, resolutions **increasing the Company's capital** for the purposes of M&A projects, financing and debt conversion will be put to the vote.
- As of today, the interest in taking up shares from the new issue, adopted at the above-mentioned general meeting, is considered by **several investors**, including one foreign investment fund.
- Talks are underway to convert most of the Company's debt into equity. Taking into account the maturity of part of the debt at the end of this year, such an operation will allow the Company to **keep financial resources** and allocate them **for development**, but also brings the possibility of partial financing of acquisition projects with long-term debt.