



**MARKETTI: DIGITALLY
ENABLE YOUR MARKET**

About us.



Hello from the Marketti team.

Marketti is the only fully integrated retail solution for markets, traders and shoppers - endorsed by NABMA. Markets and their traders can list on our platform for free, effectively providing each user with their own app and business toolkit including m:commerce, mobile payments and digital marketing solutions.

We want to get more people #downthemarket, so we're digitally connecting shoppers to local markets by enhancing digital discoverability with info on stall products, opening times, offers, events and social links - all on a simple to use app.

We're passionate about providing markets & traders with the technology to transform business growth both on & offline and our services are designed to help traders and operators **save time, make money and be discovered online.**

Currently, 270 markets across the UK & Ireland are listed on Marketti, representing over 10% of the industry.

PRE COVID

Before the pandemic began, we discussed with NABMA, market operators and traders a range of innovations to digitise the markets industry supply chain to **increase efficiency, improve sustainability and help to grow footfall in local communities.**

DURING COVID

Marketti launched our contactless payments solution, emerging first in Limerick Milk Market to help traders follow strict social distancing regulations. The team also visited 15 markets across the country to get feedback on current issues.

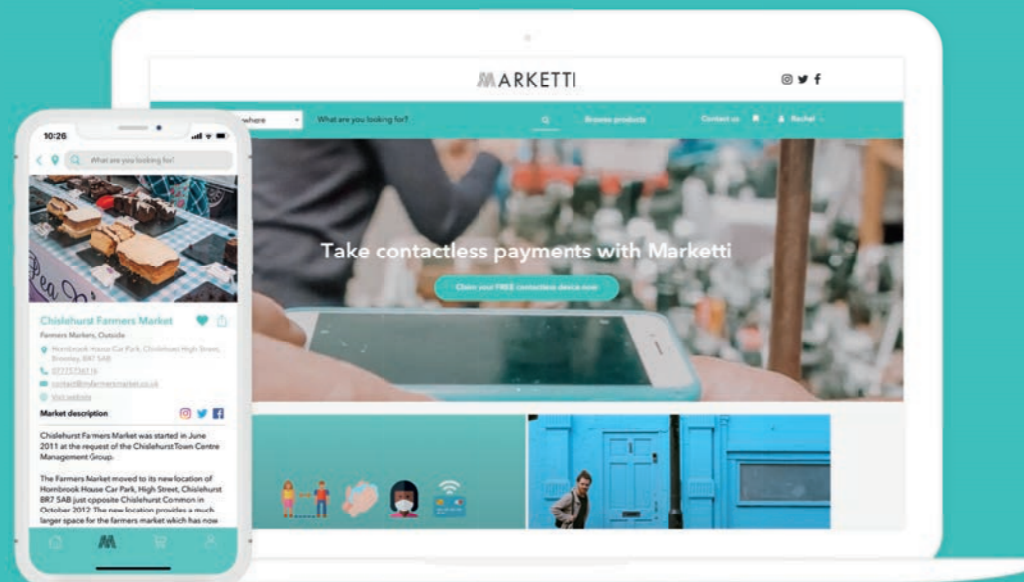
Currently, we are rolling out devices to markets all over the UK as traders and shoppers increasingly want to avoid cash, notably Visa's Back to Business study concluded that "78% of global consumers have adjusted the way they pay for items in the wake of intensified safety concerns over coronavirus. This shift to digital-first commerce and technologies like contactless payment has ushered in a new generation of consumer tendencies that will have a ripple effect on the global economy for years

POST COVID

Looking to the future, Marketti's all-in-one platform is value added, as **it will provide all the digital tools and key services required to run an entire small business.**

It additionally offers traders the flexibility to continue operating efficiently and cost effectively with social distancing measures in place, or completely online in the event of further lockdown measures.

The Marketti platform is available for free via desktop & for download on the iOS/Android app stores - on the go.



Marketti's MPOS device benefits:

- 24 Next day payments - don't wait to receive your money
- No fixed term contract or rental costs
- Simple, fair, all inclusive pricing - no admin fees
- Accepts all major cards, Apple Pay, Android Pay & contactless
- Unrivalled in-house customer support



The problems we want to fix...

Based on data from 'NABMA Support Plan for Markets and Survey 2020 COVID-19', we identified the following issues...

- Over **40%** of the UK's Market industry may now be closed forever
- Only **28%** of markets are currently trading
- A **reduction in daily footfall of 82%** is being experienced
- 93% of operators have been offering traders rent free to support rental packages since late March. Accordingly, **lost rental income to market operators is up to £300,000 a month**
- Hundreds of events have been cancelled with **losses of millions of pounds**

Before COVID-19 markets had actually experienced a **23% increase** in additional activity.

Marketti can help to solve many of these challenges with the current functionality and new innovations in the pipeline.

Our current roadmap to enhance the current functionality with new digital features for market operators and traders includes:

- 1. E-commerce, click & collect, delivery**
- 2. Sustainable packaging**
- 3. Food waste & digital vouchers**
- 4. Operator portal**

Marketti will be the only fully integrated technology solution in the world that delivers a full suite of digital tools to meet the future needs of market operators and traders, contributing directly to a more sustainable, inclusive, diverse and thriving local economy.

These areas of innovation will enable markets to **recover, grow** and **capture new opportunities**.



E-commerce, click & collect, delivery

Allows markets to **recover** with the digital tools in the event of future lockdown restrictions, enabling them to continuously operate.

Helps markets **grow** by diversifying their sales channels with an online presence, enabling new customers to visit & pre-order to collect or have delivered.



Sustainable packaging

Helps traders **recover** by providing easy access & cheaper wholesale prices with the simplicity of ordering via the app.

Allows markets to **grow** as sustainable, ecofriendly shopping options are an accelerating trend and provides an **opportunity** to attract new eco-conscious shoppers.



Food waste & digital vouchers

Minimising food waste helps small businesses by reconnecting them with their local communities, enabling them to support low-income families who've suffered during the pandemic to get access to fresh food.



Operator portal

Subscription model for operators with access to the Marketti platform to on-board traders, automate rent collection, allocate & advertise pitches to specific traders, communicate with traders via email, SMS & in-app push notifications.

Circular Markets Economy

Segments key:

- Live features
- New features

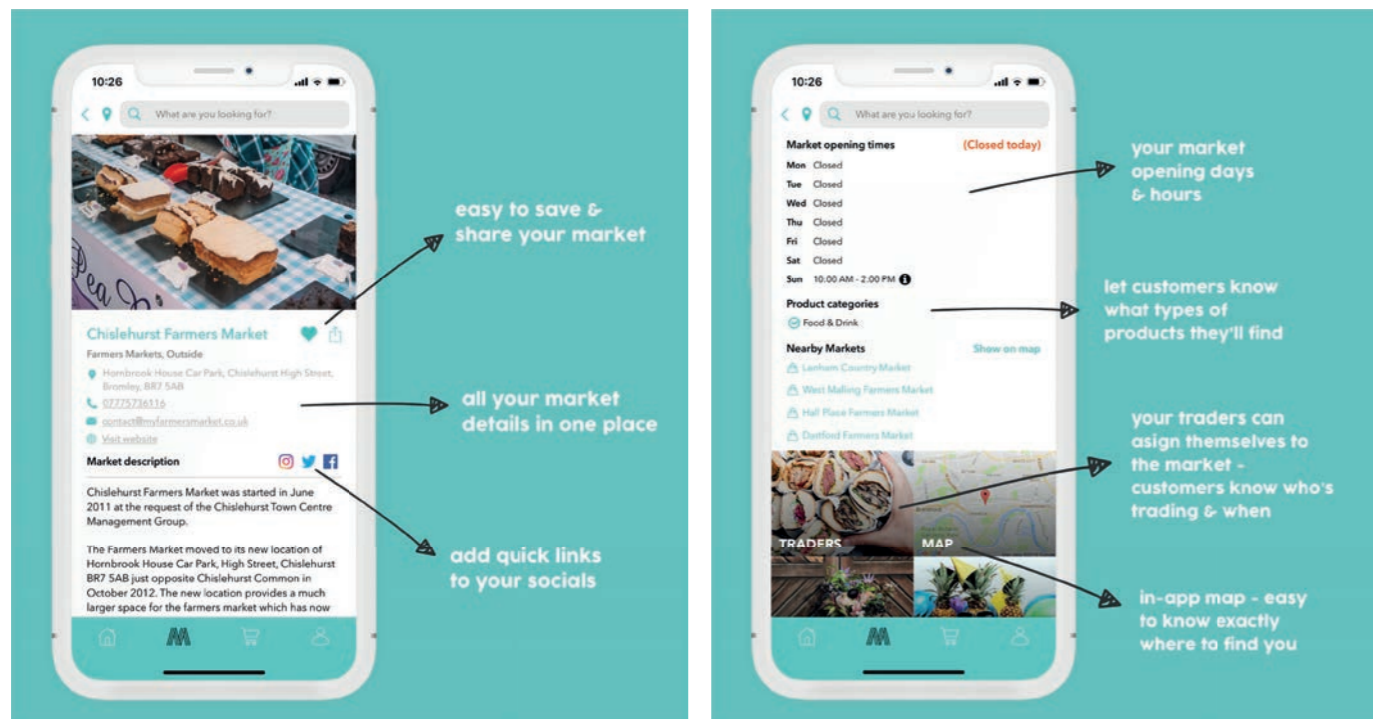


Marketti for operators.

The platform **aligns directly with the delivery of strategic plans for our markets**, as our goal is to **professionalise, digitise and promote** the UK & Ireland's market spaces by...

- Promoting the listed markets operated by you to **local, regional and national** tourism providers and other marketing channels.
- Having the **discoverability feature**, which links your market to mapping facilities and key information like accessibility, parking & public transport. The app aims to **increase footfall to your market** by listing traders & their products found on the market each day.
- Professionalising traders, **supporting their competitiveness in a modern retail environment**.
- Providing **cash to card conversion** for traders. By continuing to prefer cash, traders lose sales and their business can become unsustainable.
- **Increasing trader profits from out of hours online sales** and by providing them with a contactless payments facility to take advantage of all sales channels.
- Creating personalised loyalty and rewards schemes to **encourage and reward repeat customers**.
- Providing traders with **business and marketing tips from experts**, with guides on how to improve their business, run promotions, utilise digital marketing and improve sales skills.

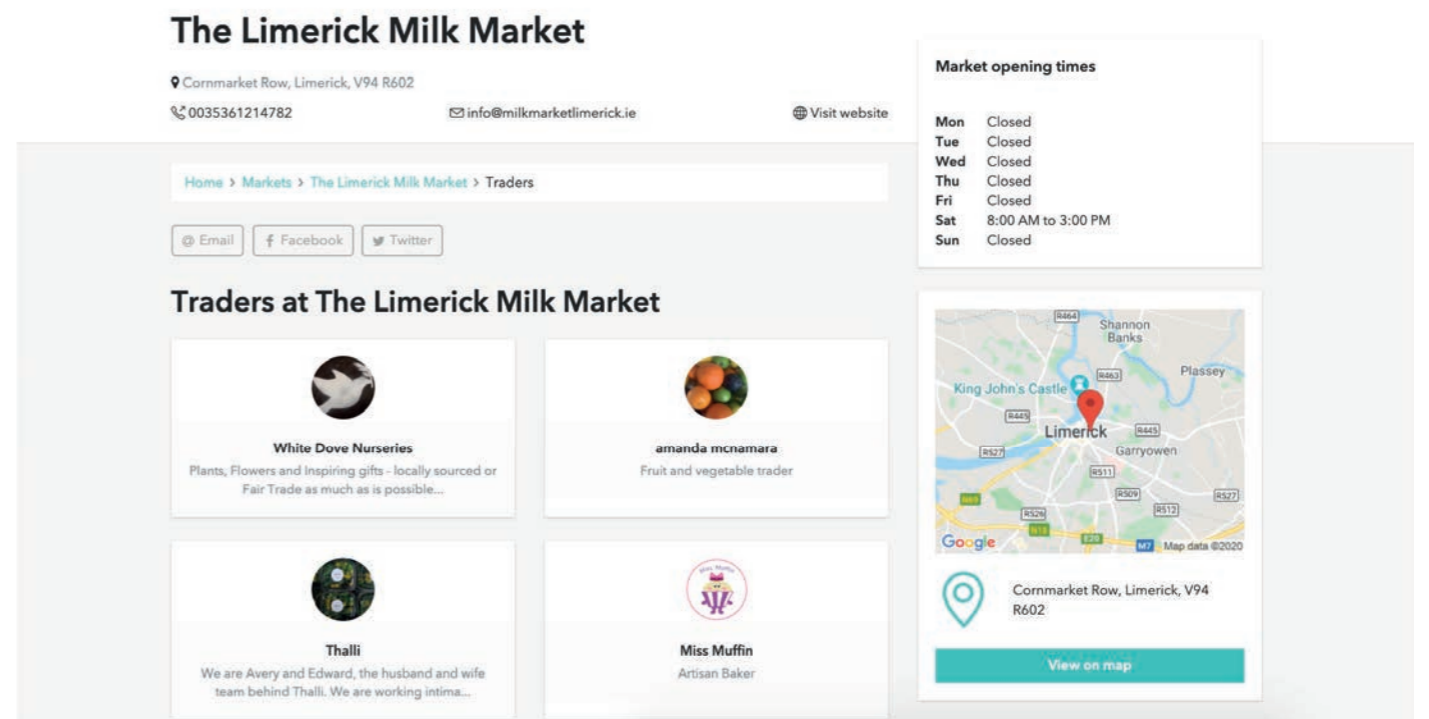
Profiles on Marketti - all your market info in one place!



Our operator portal is designed to make your job easier!

Take advantage of our robust system to **verify traders, manage trader profiles, promote your market and facilitate transactions** both online and offline.

- **Cross market promotion/neighbourhoods:** run more than one market? Link them together so they appear on all your market profiles.
- **Increased footfall:** increase discovery and convenience for your customers with contactless payment devices for traders.
- **Promotion:** easy sharing tools to promote your traders, events or special offers across social media.
- **Manage your traders:** an intuitive content management system that does everything from verifying trader details to sending our automatic reminders when vital paperwork is coming up for renewal.
- **Role based admin:** centrally manage markets and traders, assign different access privileges to your team.



Limerick Milk Market's profile (desktop)

Next steps...

The Marketti digital platform was created specifically to deliver all the key services required for the efficient and cost-effective operation of markets to bring multiple benefits to operators, traders and shoppers.

The model is simple, we act as an aggregator to bring the latest innovations in mobile web and app technology combined with our expertise in financial services. These economies of scale enable Marketti to deliver all your digital needs from one platform without the same level of on-going cost, support or maintenance incurred individually.

The quality and usability is only as good as the active input and feedback from operators and traders, so we really need your help to deliver the next phase of key features and functionality.

We are therefore looking to partner with a number of operators that are open to collaboration so we can help to accelerate your digital strategy through active dialogue and a new working group.

Can you please get in touch with **Derek or Sophie** at hello@marketti.co.uk to discuss further and register your interest for the following digital markets programme:

1. Identify operators interested in being part of a new working group for a digital pilot - target date by 31-Oct
2. Set up workshops to collaborate virtually & face-to-face to determine & prioritise your specific digital needs - target date by 30-Nov
3. Agree project delivery plan & begin development of new digital features (subject to specification & funding) - target date by 11-Jan

"NABMA is pleased to be working closely with Marketti. Markets and market trading both face significant change as they deal with the impact of the pandemic. Marketti are helping to provide a lead for the industry to meet these challenges and opportunities recognising the positive role that markets can play to assist the recovery of high streets."

NABMA nabma.com/mymarket/
the voice of markets

Thanks from all the team at Marketti for your support.



@markettiapp    #downthemarket

www.marketti.co.uk

