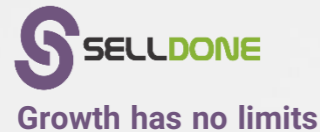


Q4 2020

Results / 2021 perspective

Selldone, No-code No-pain Fantasia Comes True

Selldone, as an eCommerce platform, operates as an angel for the growth of businesses. It allows anyone to set up an online store to sell both online with their own website and/or in-person with Selldone POS. Whether you're a budding jewelry designer and want to start selling your products, or a musician and want to sell your latest mixtape, or if you have an established business and want to grow, Selldone can help you.



SELLDONE
Growth has no limits



Selldone's philosophy in passing from 2020 to 2021

As a result of the advent of the COVID-19 pandemic, the B2B sector, like all sectors, has been affected during this period. With lockdowns put on more than four billion people in nearly 80 countries, we are seeing a new emphasis on eCommerce. This outbreak transformed the world economy, financial mechanisms, and trades more than any other stimulus. The changes that should have taken place in a decade were pushed forward in a short time. Numerous businesses were closed, and many jobs were lost. Relying on face-to-face commerce has always been a usual tradition in the world economic system, so inevitably this year, changes are needed for both large and small companies. In this situation, we have witnessed a sharp increase in demand for online services such as Shopify, markets have expanded rapidly, and there is no way back. Meanwhile, many businesses around the world still have no access to online sales services. The multi-trillion-dollar online shop market is now a small fraction of the next decade's online sales market.

But the central unanswered question is the gap between online sales services and the demand for a large segment of small businesses that do not have enough resources to go their business in the online space. **Filling this gap between the need of the majority of sellers to sell online and having an online store without the need to hire experts and spend the initial cost is the primary philosophy behind the Selldone team's efforts.** Eliminating repetitive steps and items in the online store design path makes the brand better seen and creates a lot of cost and time overhead for the users of current eCommerce platforms. The number of merchant accounts in the world's largest eCommerce platform, Shopify, is about 1 million. The research represents that one of the most significant barriers to these platforms' growth is the setup cost, time, and expertise required to craft a store. In a way, the change in one of these factors, namely the extension of the free plan duration from 14 days to 90 days in the second half of 2020, led to a jump of 47% in users' growth.

Yet, fast forward to 2021, and it's a totally different scenario. Millions of brands around the world now have eye-catching, professional-looking online shops. The problem is, these static websites don't do a lot of things. Most of the people show up once and never come back. Simultaneously, social media, chat and direct messaging, mobile applications, eCommerce, and video chat have all (and together) drastically altered people's digital habits. This shift in digital habits has had a considerable effect on what shop-builders should offer, creating more and more demand for alternatives. That is precisely what **differentiates Selldone from other eCommerce platforms** out there.

UNLOCK NEW IDEAS & ENTREPRENEURS



Startup



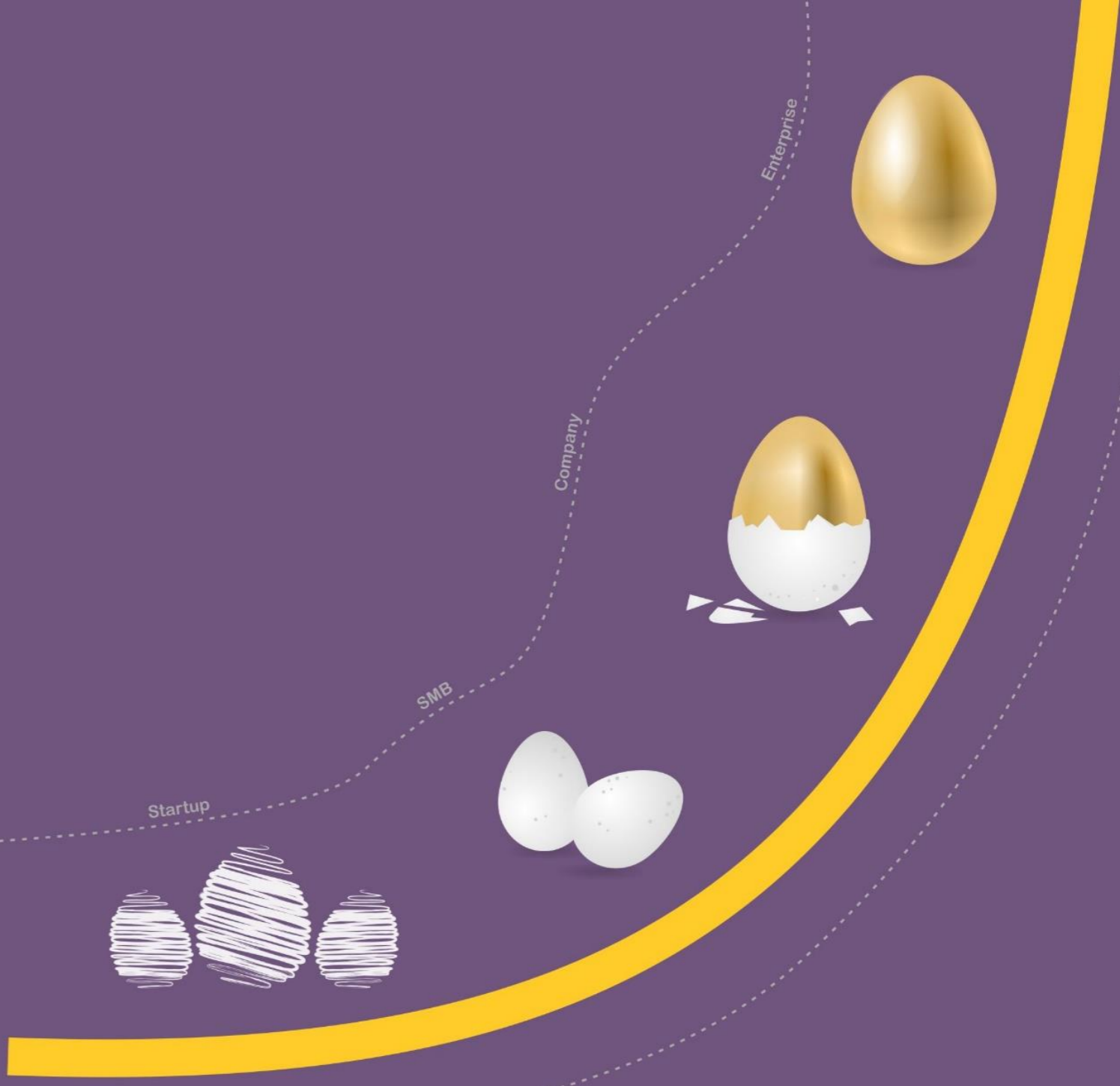
SMB



Company



Enterprise



SINGLE UNIFIED PLATFORM

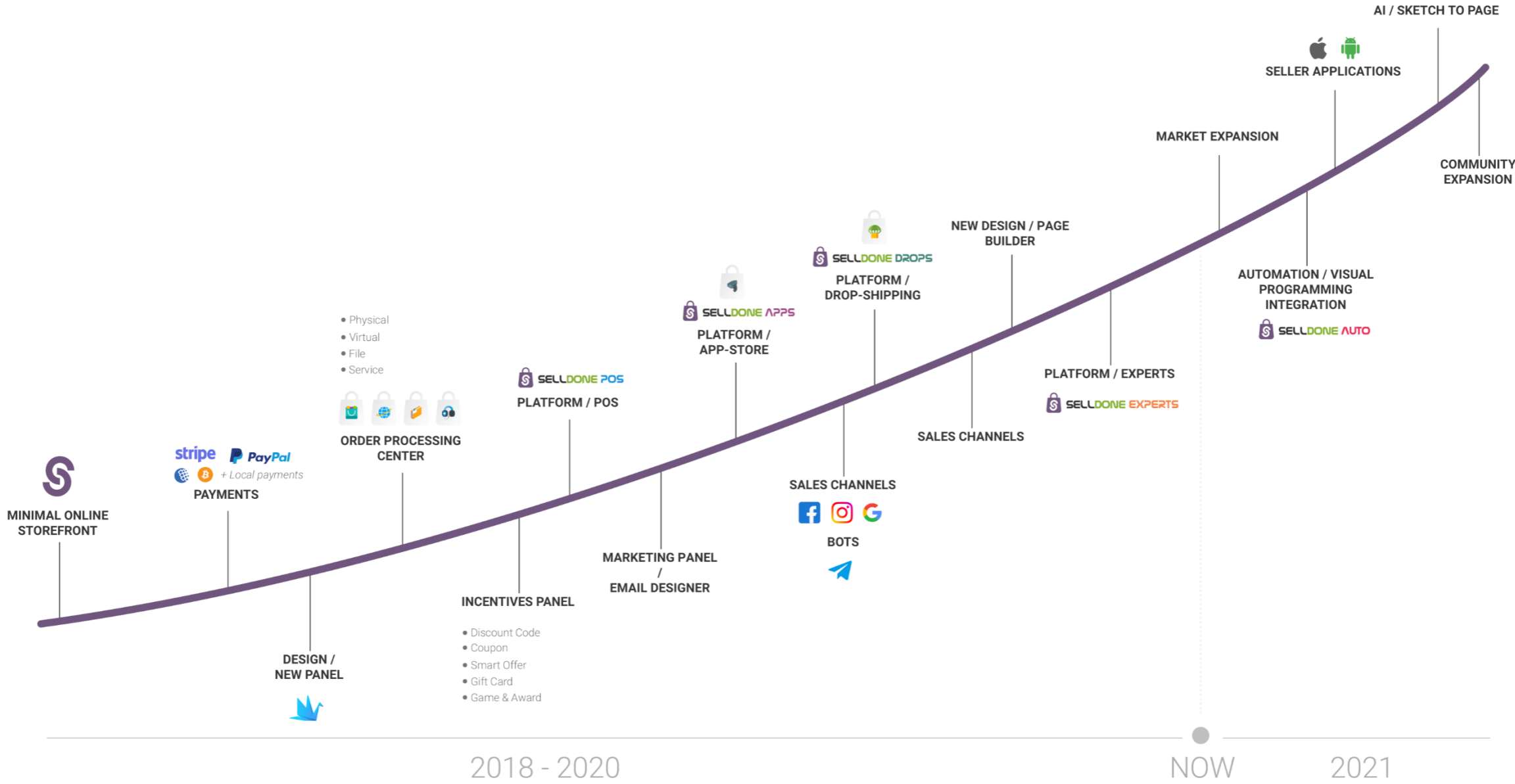
- ✓ No-Theme
- ✓ No-Code
- ✓ No-Pain
- ✓ A-Z Ecommerce Solution

Selldone eliminates integrations between separate systems with natively unified ecommerce, accounting, POS, inventory and order management, marketing, merchandising, customer service and financials on a cloud-based platform.



ROADMAP TO CHANGE MARKET MINDSET FROM PAIN OF SALE TO FOCUS ON VALUE CREATION

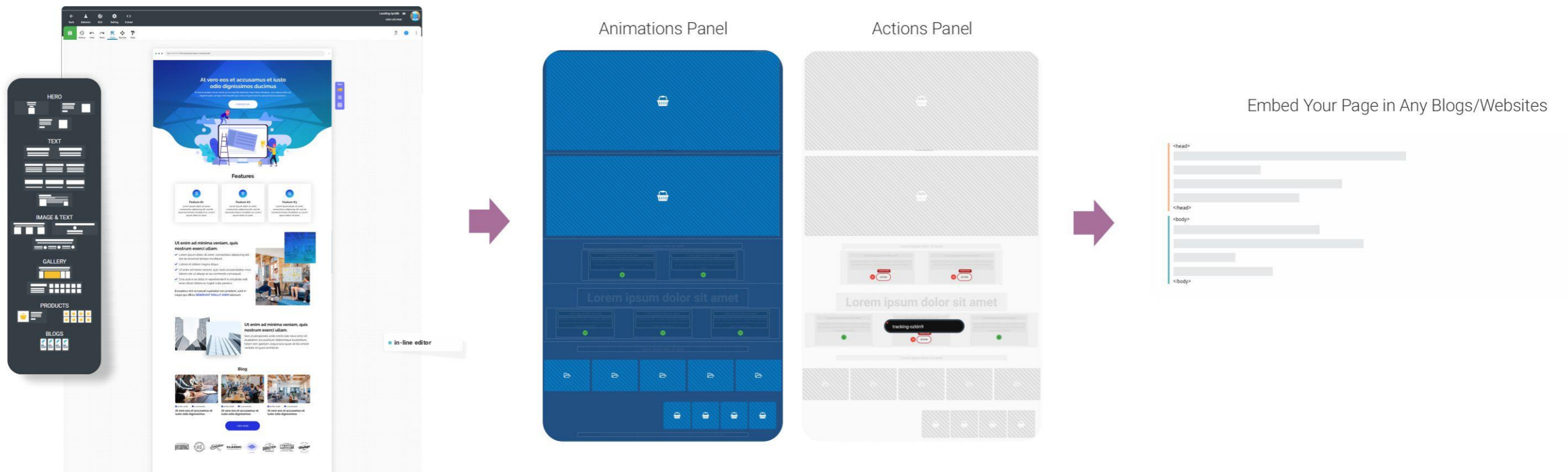
Democratic commerce solution for everyone, everywhere, at any-age and any-capital



DESIGN WITH FREEDOM

A high-converting landing page editor helps businesses engage and convert their visitors into leads.

We crafted professionally pre-made sections like text box, header, and footer, calls to action, so nobody needs to be a designer to create beautiful layouts. The Fast & Easy Selldone Page Builder provides hassle-free tools for shop owners to design landing page templates and sections that get them up and going with just a few clicks of a mouse. A landing page generator using embedded features gives the ability to showcase landing pages and embed content on any website, blog, or social media.



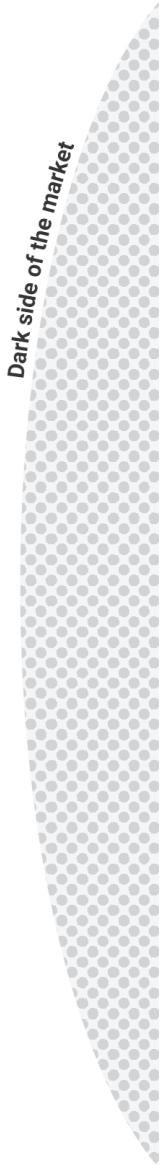
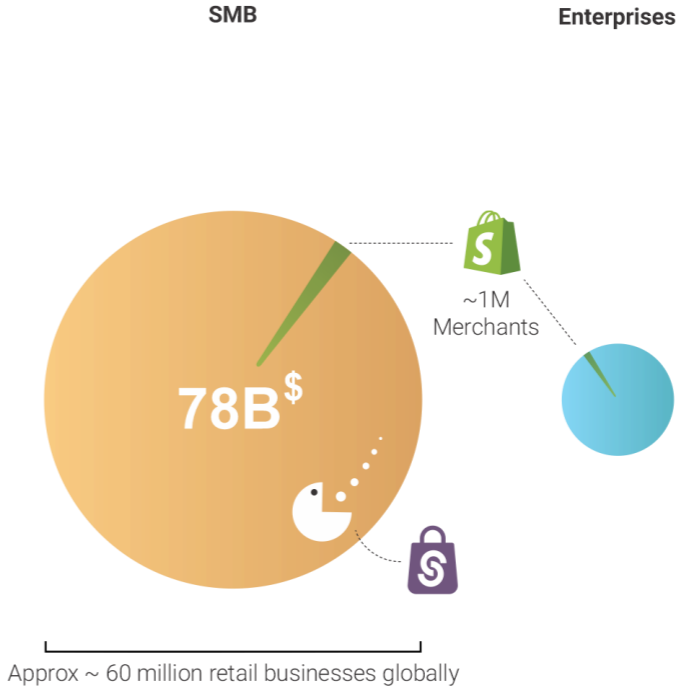
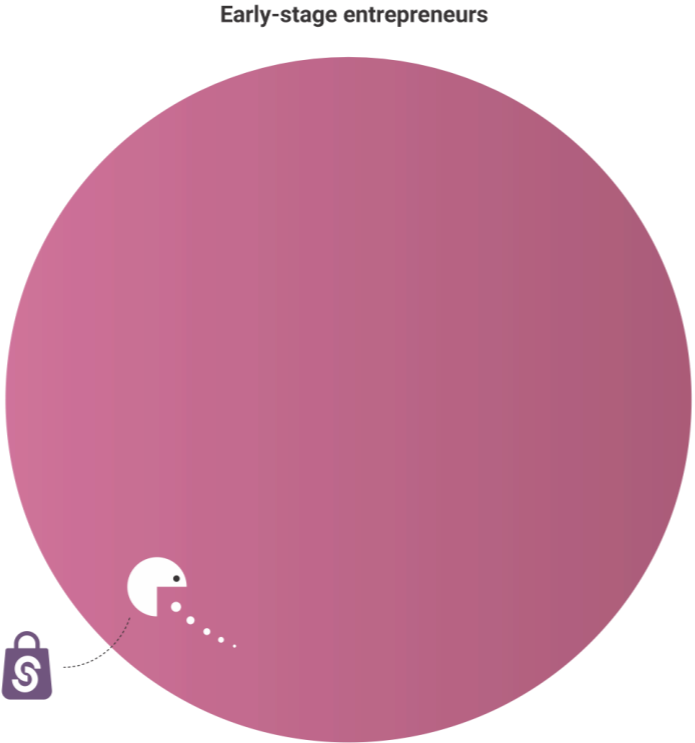
COMMUNITIES
DON'T LAUNCH!
THEY START
SMALL AND GROW
ORGANICALLY,
EVENTUALLY
TURNING INTO A
MOVEMENT



S M A L L B U T G R E A T C O M M U N I T Y
SELDONE, UNLOCK NEW ENTREPRENEURS

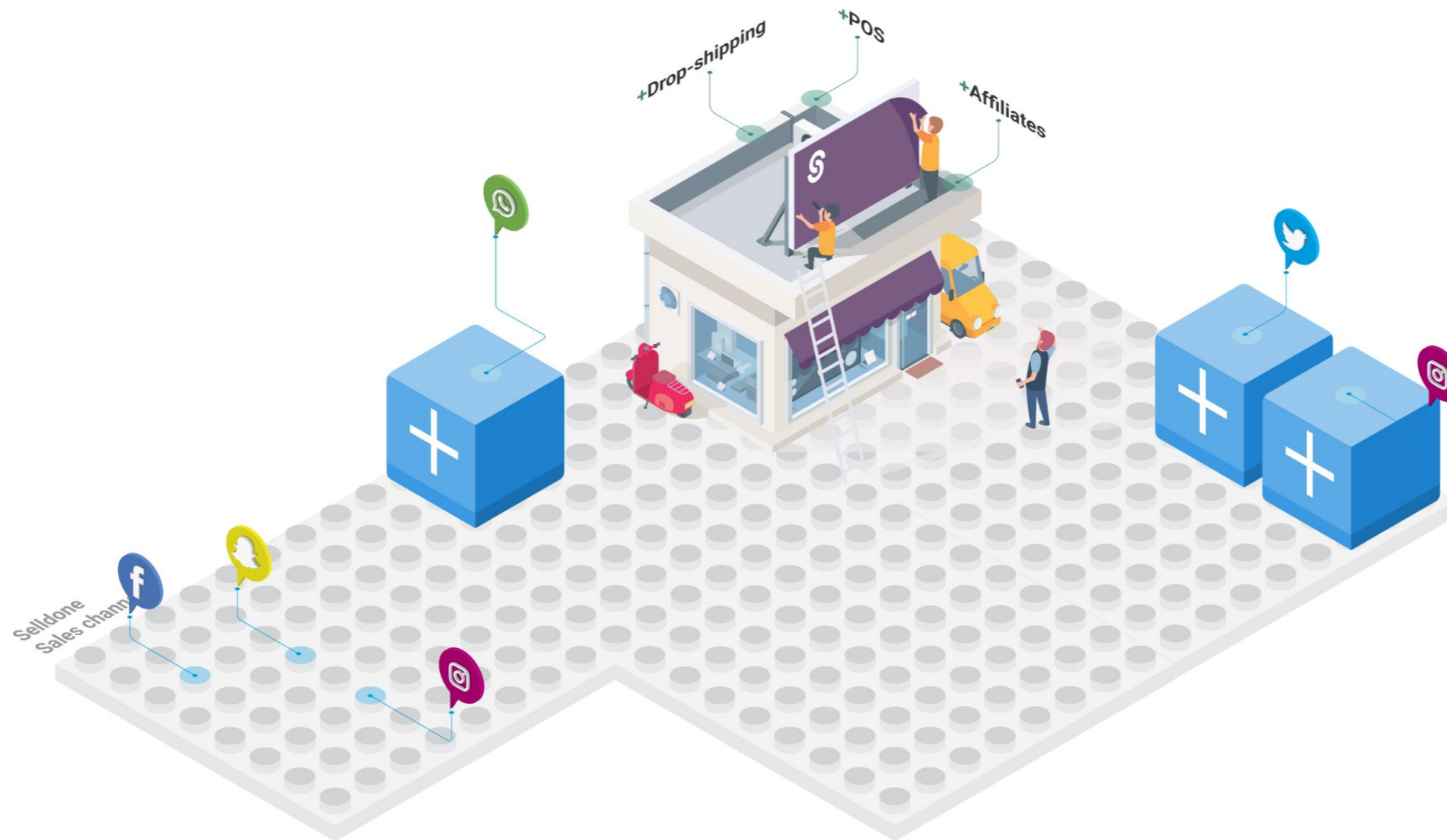
SECOND MOVER CONTINUOUS & ROBUST

Total Addressable Market



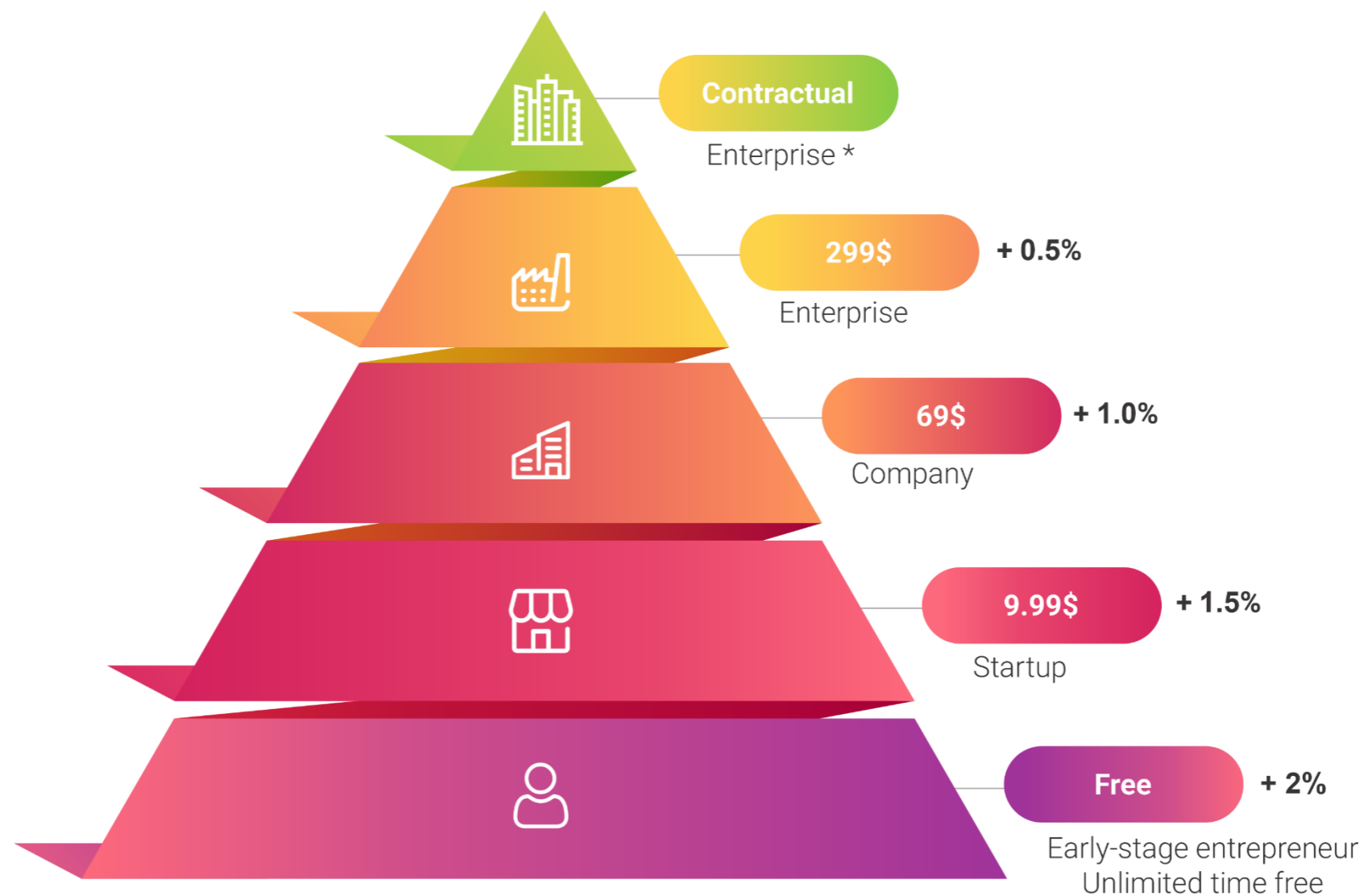
DIVERSIFYING SALES WITH A MULTICHANNEL APPROACH.

Businesses can promote and sell on various sales channels while Selldone automatically tracks orders and inventory.



MONETIZATION

We endeavor to achieve top-line growth with subscription plans and transaction-fee-based revenues while increasing customer lifetime value by ensuring great buyers' experience and secure sellers' transactions.



* Zero percent commission

SELLDONE POS / Online & Realtime On All Devices

Unifying in-store and online sales with the top-notch Selldone POS system enables business owners to manage their online and offline sales integrated.



NO-ADS | PRIVACY IS THE **RED LINE**

We do our best to be as transparent as possible about the personal data we collect, use and share. All services that we are offering comply with GDPR. We don't gather personal data to earn money by selling them.



Transparency



No hidden ads



No private data selling



No security scarfication



Privacy & Security Fit

ONE-CLICK LOGIN & CHECKOUT

A single-click option is a hassle-free payment method that enhances customer retention and boosts the merchants' sales.

&

One-time registration empowers buyers to access all online stores on Selldone without needed second registration.



SUPER EASY ORDERING LIKE GETTING AN UBER

Order Summary:

- Total amount: \$ 60.21
- Shipping cost: Not pay
- Total discount: \$ -4
- ADD DISCOUNT CODE
- Client Club Member
- Member Discount: \$ -11.8
- Net price: \$ 44.41
- Tax: \$ 4.44
- Final Payment: **\$ 48.85**

Discounts:

- Discount Code
- Coupon
- Offers
- Gift Cards
- Game & Awards

Delivery Preferences:

- Time to receive: [icon]
- Preparation time: 0 hour
- type of vehicle: MOTORBIKE, CLEAN SEND, CARGO, NORMAL POST
- Delivery days: Sunday, Monday, Tuesday, Wednesday, Thursday, Saturday
- Delivery time: 8am - 12pm, 12 noon to 6 pm, 6 pm - 12pm, Instant Post

Payment: stripe, PayPal, MasterCard, VISA, AMEX

Illustration: A delivery person in a purple uniform and cap standing next to a stack of cardboard boxes.

SELLDONE ECOMMERCE OS

Selldone Commerce OS

Core

Sms	Email	Notifications
Athentication Service	POS Core	E-Commerce Core
	Access Control	SEO Engine

Mid-level apps

Server-Side Analytics	No-Code Page Editor	Popup Builder
Scheduler	Niomatic Automation	Delivery Service
Chat & Support	Team Management	Dropshipping Platform

Develop interface

Hardware Bundle Kit	Dev. Bundles	API / XAPI
---------------------	--------------	------------

Solutions

AR / VR	Dropshipping
Embedded Products	Embedded Pages
RSS Feed	CMS / Blogs
Customer Clubs	Offline Channels POS
<i>Merchants products types</i>	
Physical Products	Virtual Products
Services	Files

Marketings & Incentive Tools

Campaign management	Giftcards
Funnels	Discounts, Coupon, Offers, ...
SEO	Gamification Tools
ADS <i>Facebook, ...</i>	Affiliate
Email Marketing	Bots

Community

- App Store
- Experts
- Commerce Social Net

Payment solution

A payment gateway is a commercial service provided by an e-commerce service provider. It enables vendors to receive money in their accounts through direct payment or credit card processing.

Completed

Leader payment methods in Selldone:

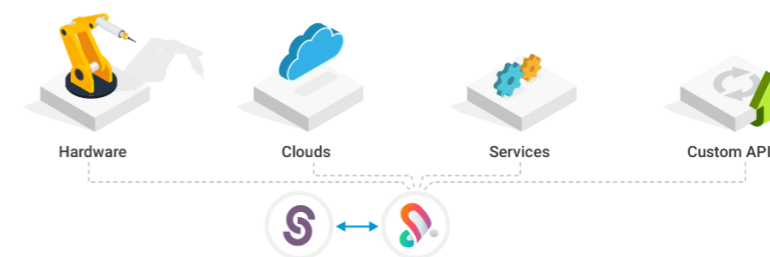
Accepted cards in Selldone:



stripe
& more...

Automation & IOT solution

Niomatic integration, Adding visual programming interface to e-commerce platforms



Implementation completed in the Niomatic blocks development stage



Niomatic

Niomatic is a no-code programming platform which makes it possible to develop and design diverse enterprise-grade and zero-code application (Applet) with a user-friendly interface. Niomatic revolutionizes the IoT industry and transforms the whole IT ecosystem, especially when it comes to service-based businesses, with its drag and drop concept. They no longer need to spend a lot of money or time for programming and developing to connect a wide range of online services. For example, Salesforce as a CRM service wants to link its service to Slack, Facebook, Instagram, or Flock so that if a customer receives a new message, he/she also is notified in a specific Slack channel or Facebook.

Selldone App Store and Developers Market

Completed

Selldone Experts

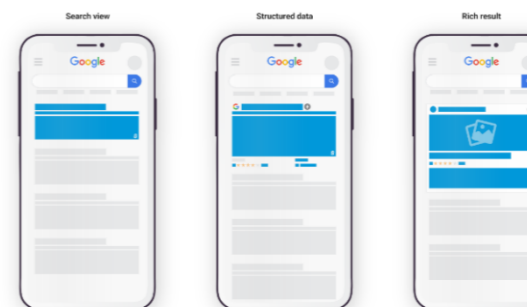
Completed

Auto SEO Engine

Appear on the first page of Google, Bing, etc.!

Selldone offers professional SEO tools that help e-commerce businesses to increase organic traffic and win the fight with rivals for 1st-page rankings in highly competitive keywords. The Selldone team at SEO Solutions is the best! We respond quickly and capably to any complex changes, solve problems, or adapt to new technology or search engine requirement. We highly recommend focusing on content and service quality and leave the rest to us.

Completed



Open-source community



Selldone Vue Bundle is a ready-to-use project designed to help developers create apps for merchants who use Selldone store builder and e-commerce platform.

[@GITHUB/vue-bundle](#)



Selldone provides an **embedded app builder solution**, where sellers can create professional native and PWA apps without writing code. It is the fastest and the most straightforward app builder for your online store.

[@GITHUB/selldone-android-shop](#)

NEW WEB DESIGN EXPERIENCE

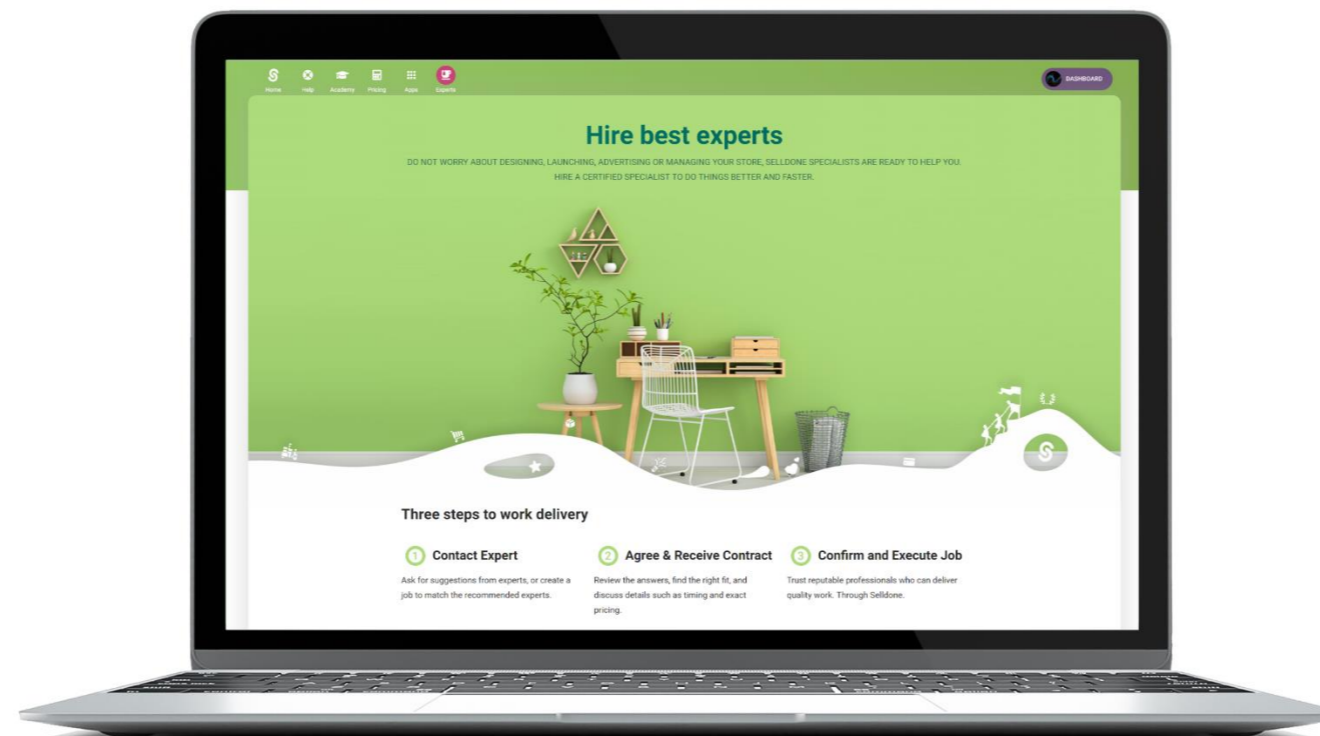
Design pages by drag & drop, then past code anywhere; your page ready to publish by pre-enabled user behavior gathering and analytics.

SELLDONE | PageHyper



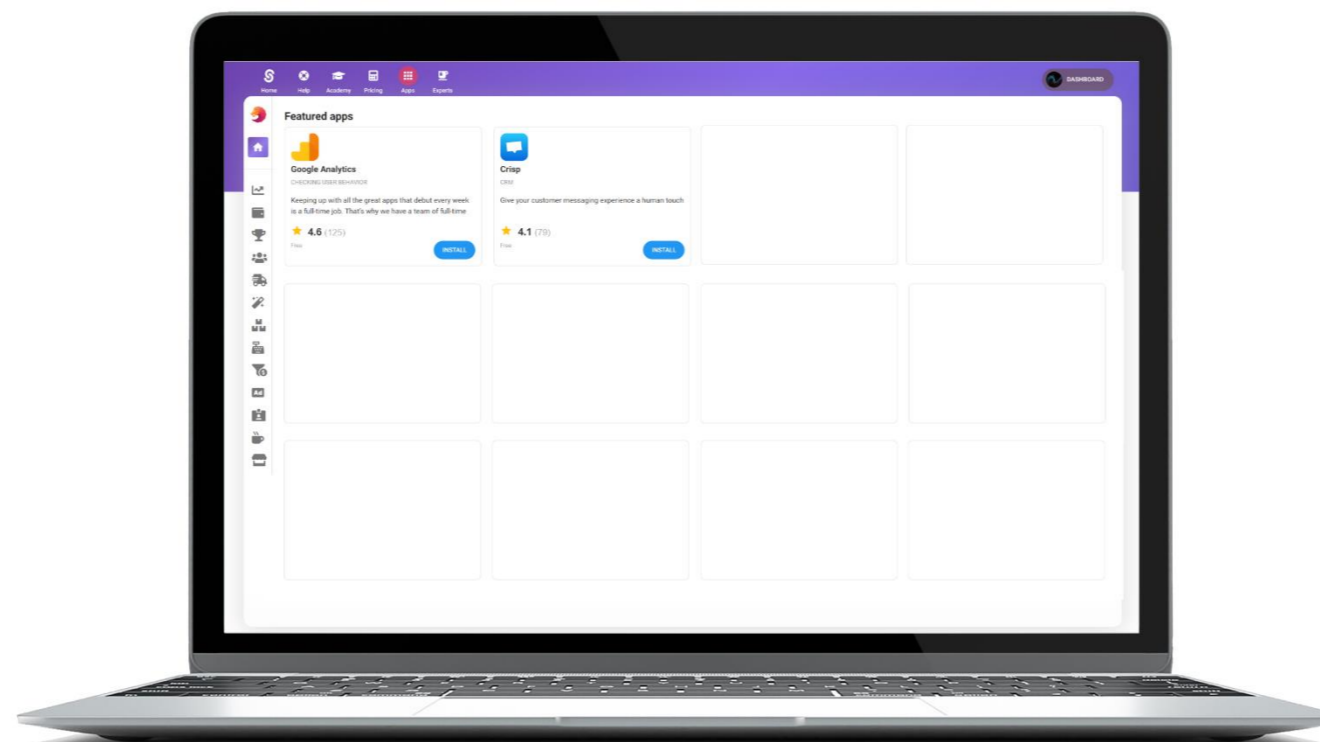
COMMUNITY EXPANSION / EXPERTS

We call them experts. They offer skilled and knowledgeable professionals into Experts



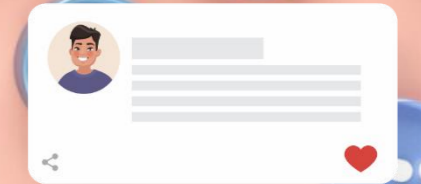
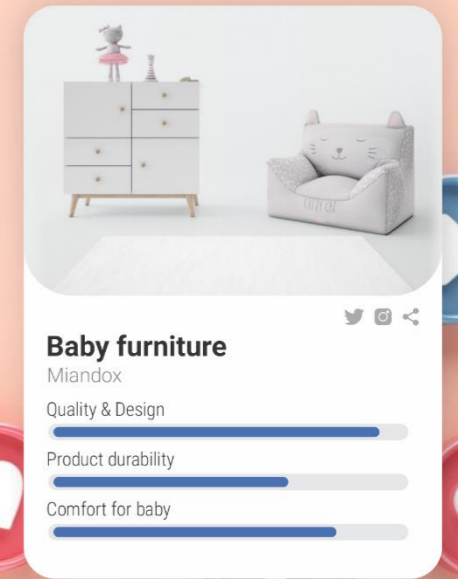
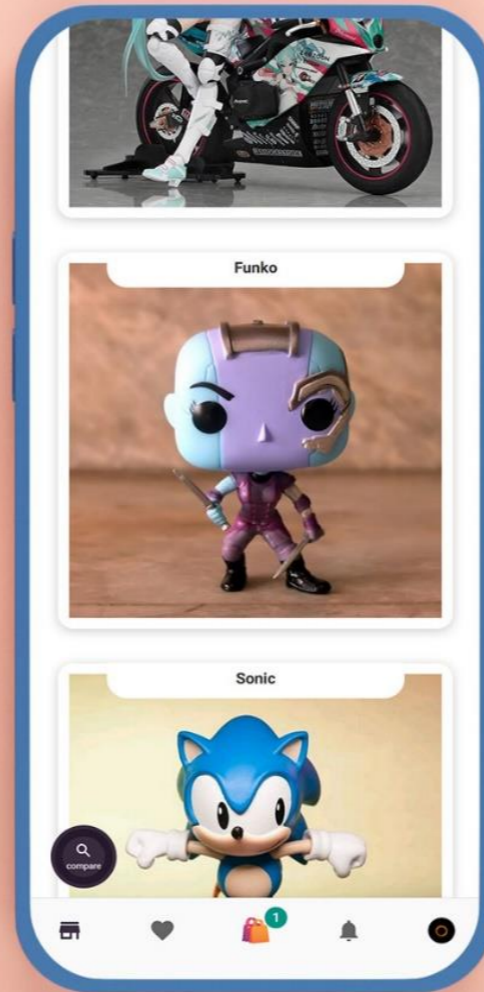
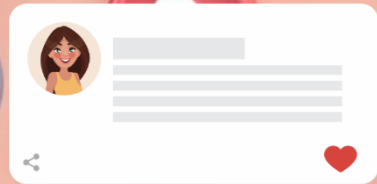
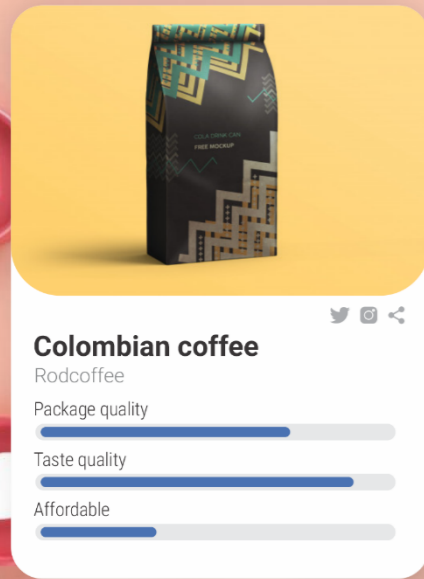
COMMUNITY EXPANSION / DEVELOPERS

We call them developers. They create their own web applications and launch them to millions of potential customers in the Selldone App Market.



COMMUNITY EXPANSION / COMMERCE BUILT-IN SOCIAL NETWORK

Sellers can communicate with customers, showcase their social media chatter, grow their audience, or compile the best comments and posts from their own community on Selldone with this easy-to-use, fully-customizable social media feature!



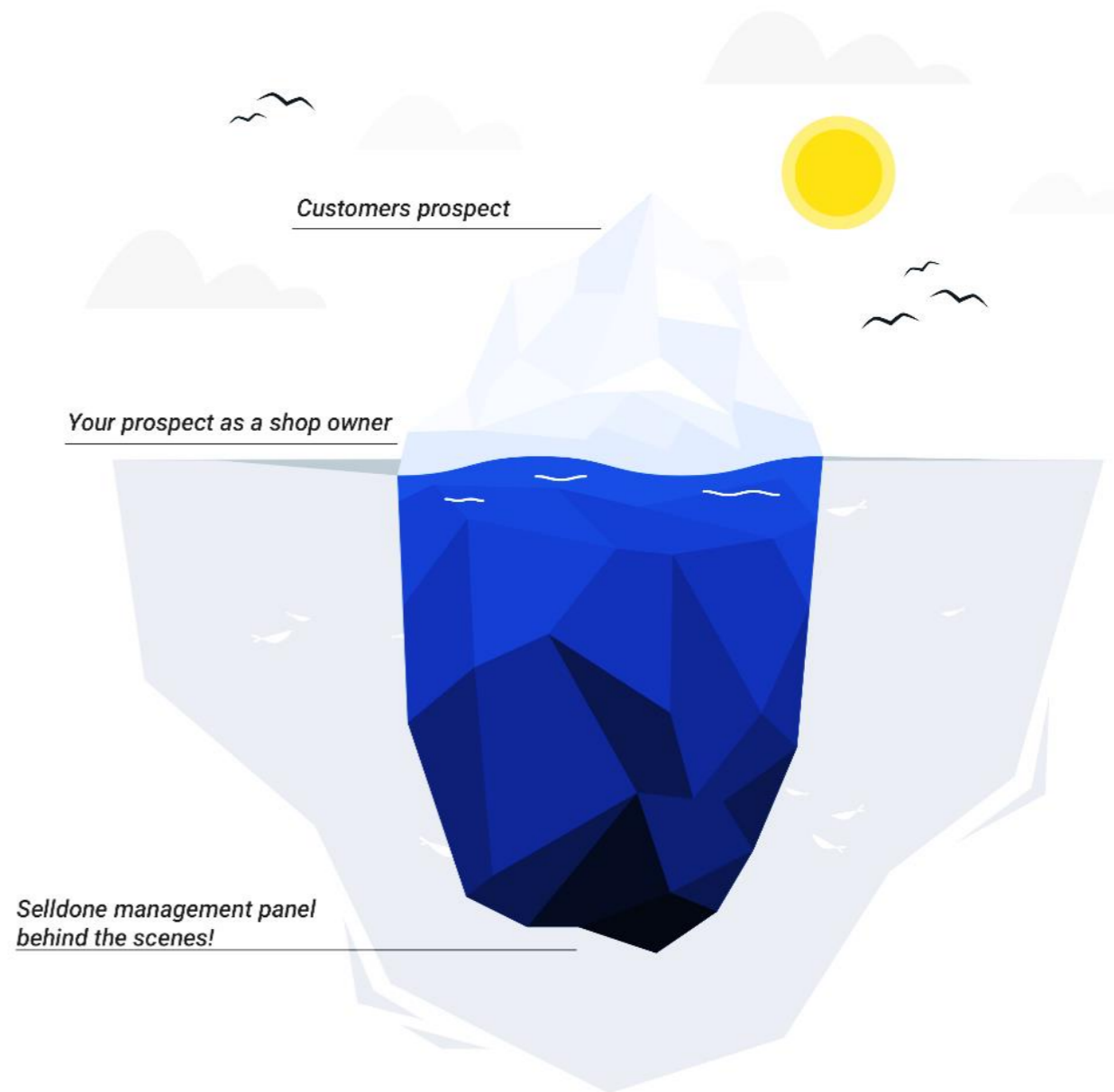
OUR VISION: ZERO SETUP COST FOR STARTING AN E-COMMERCE

The main power is in the hands of small companies that are creating value worldwide. The multi-thousand-dollar costs of designing, building, programming, buying plugins, and expert advice for online businesses must go down in history.



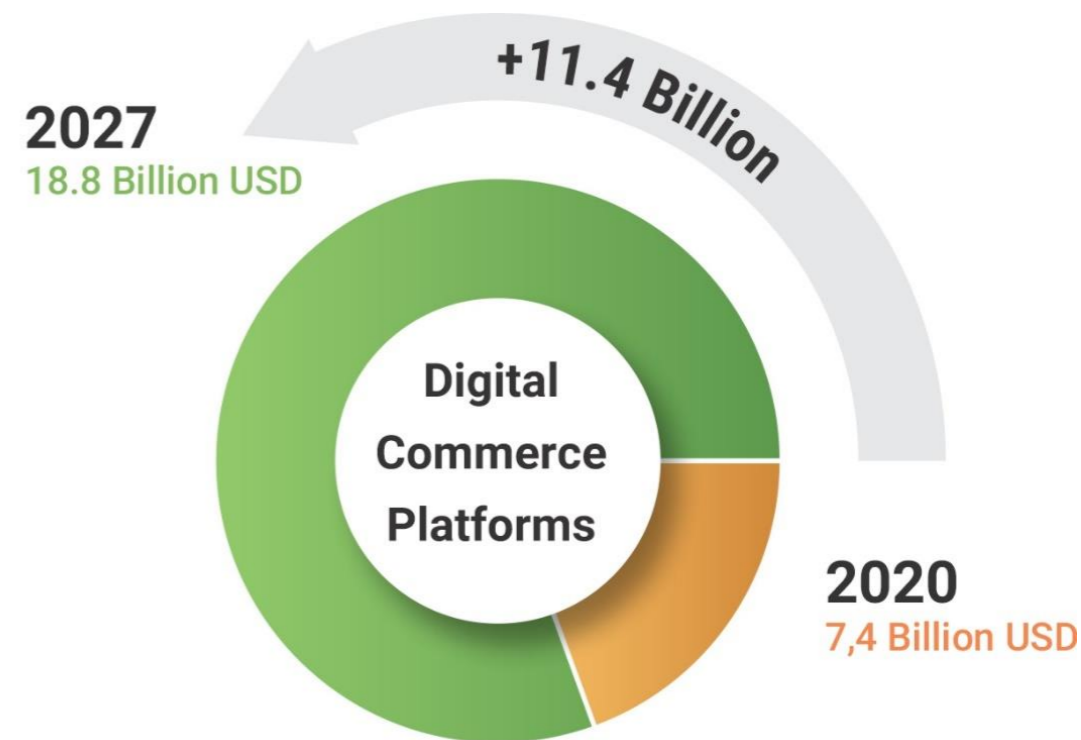
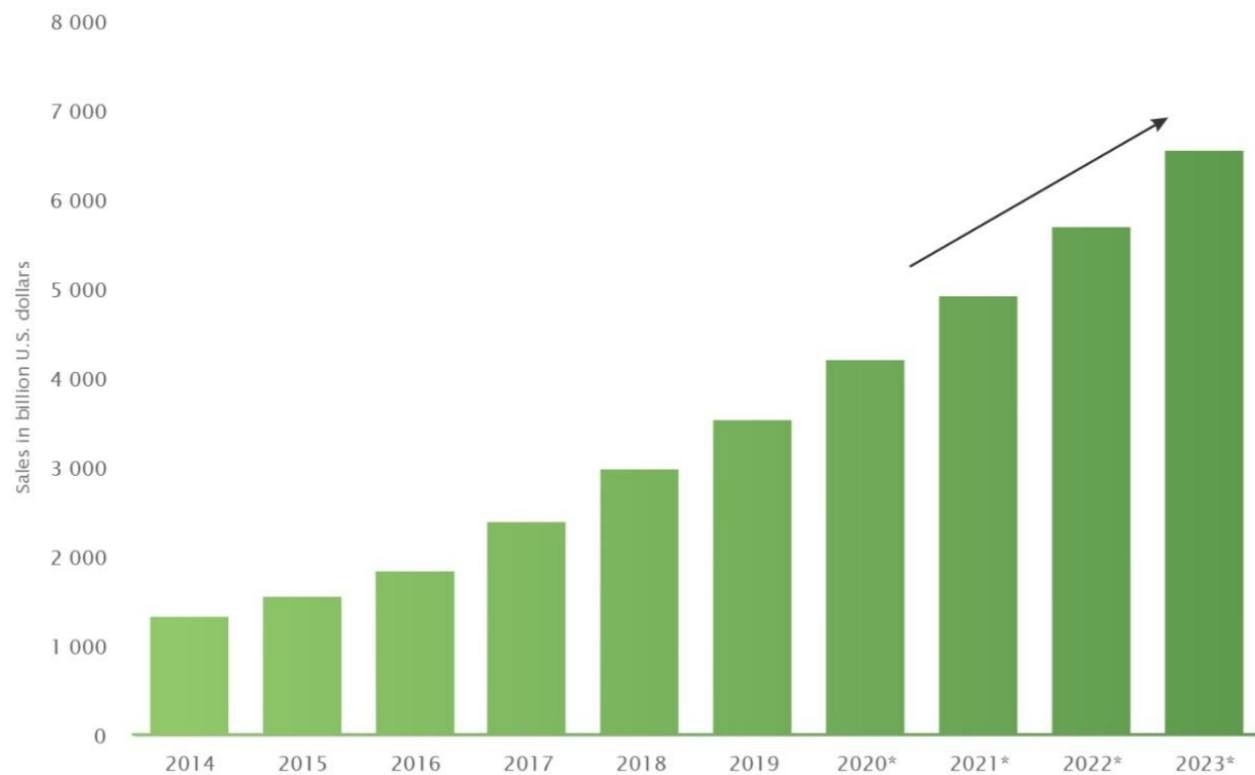
SIMPLICITY, EXACTLY WHAT THE MARKET NEEDS!

We take care of the hard stuff. Selldone offers a super-easy way to navigate and create beautiful and minimal online shops without needing to know a word of code in a matter of minutes.



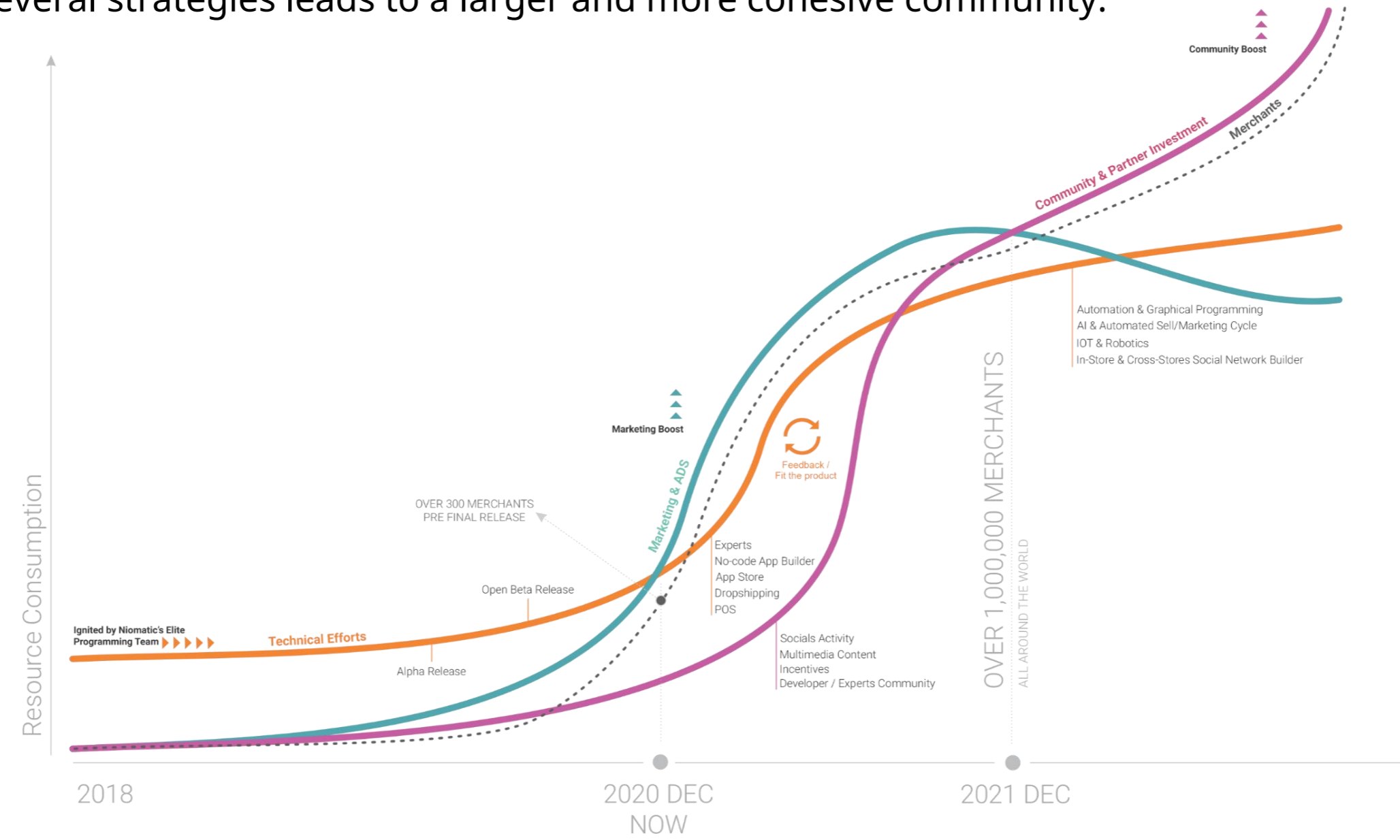
MARKET

Growth of retail e-commerce sales worldwide



WHAT WE DID, WHAT WE DO AND WHAT WE WILL DO

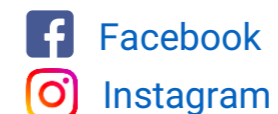
A combination of several strategies leads to a larger and more cohesive community.



AND IT IS JUST THE START OF THE NEXT-GENERATION TECHNOLOGY!

Selldone publishes quarterly reports regularly to make its stakeholders acutely aware of happenings. Information contained in the quarterly reports can guide our management toward developing and implementing strategies and actions that create growth, increased profitability, and value creation over the long term. If you are interested in receiving our periodic "Reports for Investors," send us your request by official email to investors@selldone.com. We will invite you to Selldone Investment Room to gain deeper insights into what we are thinking, what we are doing, and what we plan for.

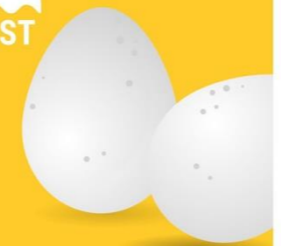
Selldone.com
info@selldone.com



UNLOCK NEW
IDEAS &
ENTREPRENEURS



COST



ID

EA



SPR



OUT



CODE



GRO

WTH



PAIN



THEME



SELLDONE.com