

#TheWayToTreatPeople

brooqLy™



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brooqLy™

Corporate Overview

Executive Summary



About brooqLy



"The Way to Treat People"

a global platform that allows its Users to send and receive Treats from collaborating Shops under a Social Networking experience.

Corporate Snapshot

Year of Incorporation	2021
Industry	Technology - Marketplace
Headquarters	Palos Hills, IL, USA
Number of Employees	8 (3 Internal and 5 external)
Business Model	Commission on Sales / Subscription
Products/Services	Mobile App
Client Base	B2C, B2B

Statutory Snapshot

Ticker Symbol	BRQL
Trading Exchange	OTC Markets
Issued Shares	24,365,000
No. of Shareholders	37
Founders' Ownerships %	82.5%

The Ask

For Information contact:

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Chief Executive Officer
plazaretos@brooqly.com

Leadership Team

brooqLy™



Panos Lazaretos

CEO

International Prowess

- 1 Exit: **The Enablers** (OTCM: TNBL)
- **SPAR Group** (NASDAQ: SGRP)
Global Responsibility, 10 countries
- **ADECCO Group** (SWISSX: ASDEN)
EEMENA Responsibility, 17 countries
- **Sales Services International**
European Responsibility, 21 countries



Nikos Ioannou

COO

Marketplace Thought Leadership

- 1 Exit: **delivery.gr**
first OFD platform in Greece
first platform to offer grocery delivery
first platform to become a marketplace
- **Mouhalis Group of Companies**
e-Table Product Officer
e-Kiosks Product Officer



Helen Maridakis

CFO

Finance Veteran

- 1 Exit: **Acrongenomics** (OTCM: AGNM)
- **Vardalos & Associates**
Founder & CEO
Over 30 Years and 300 Clients
Financial Services
- **Lactalis Europe** (part of Kraft Heinz)
10 Years Financial Control and Reporting



Corporate Highlights

1

Uniqueness

Our platform combines Online Food Ordering, Social Networking and Gifting Technologies

2

Experience

Our executive team has over 25 years of experience in their area of responsibility

3

Transparency

We have been operating under SEC and GAAP guidelines since inception

4

Technology

Our architecture is based on latest technologies designed to handle future volume and future modules

5

Growth

We have developed a swift, low-cost, low-risk expansion plan to new markets

6

Exit

Due to our Public Trading status our shareholders have more "exit options" than in a private company

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Commercial Overview



What is brooqLy?

a disruptive new social network with **real-world actions** that allows its users to purchase, send and receive treats from collaborating shops.

What are brooqLy treats?

- Treats are currently **beverage items** that each collaborating shop uploads to the platform with a purchase price and sent from one brooqLy user to another.
- Sent treats **can be redeemed** for a period of three months at the shop selected by the sender.
- All **treat activity** is accessible by shop owners, in real-time under the brooqLy dashboard.

Remote

the user selects a collaborating shop, a catalog item, and the user to purchase and send a treat to.

This mode gives global access to our Shops List, and allows even cross-countries treating, but only between "Connected Users".

In-Shop

the user is asked to "check-in" at one of the collaborating shops and then gains access to all other users that have chosen to "check-in".

This mode allows to treat "connected users" but also "non-connected users" that are present at the selected shop.

At-Home

The user follows the same process as in "Remote Mode" by selecting a collaborating e-Shop.

The recipient user needs to provide a delivery address. This mode allows for delivery at the recipient's home using the transportation means of the selected e-shop.

The Markets **brooqLy** Covers

Social Networking

\$230

Billion Globally

[The Business Research Company](#)

Online Food Ordering

\$244

Billion Globally

[Grand View Research](#)

Personalized Gifting

\$32

Billion Globally

[Business Wire](#)

Our Universe CONNECTED



Consumers

that gain an **enhanced social networking experience** through the "Art of Treating".



Retail Shops

that register to receive **incremental sales** and gain direct communication with their clientele.



Brands

that **advertise and access consumer behavior data** for targeted promotions.

Problems, Solutions & Benefits

brooqLy™

Problem

Connections through the various established social networks remain limited to simple interactions (chats, likes, emojis etc.)

brooqLy's Solution

brooqLy empowers the demonstration of generosity and gratitude by utilizing its Treating mechanism.

Benefits

- Consumers gain a "social networking +" experience and connection by sending and receiving Treats
- Consumers get the feeling of "being there" even if not physically present with their friends.
- Consumers stay up-to-date on the latest hotspots / happenings in their area

Consumers

Retail Shops

Brands

Problems, Solutions & Benefits

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Problem

Nightlife Entertainment Shops are lacking the option of generating revenue from customers that are not physically present in their shops.

brooqLy's Solution

brooqLy enables incremental Shop sales by allowing a global audience to 'Treat' anyone in their network, remotely.

Benefits

- Shops may create a User profile and Treat their crowd based on contests and specific activities
- Shops are able to communicate specific promotions through the Newsfeed
- Shops have real-time access to their activity data and billing / payment information

Consumers

Retail Shops

Brands

Problems, Solutions & Benefits



Problem

Alcoholic Beverage Brands have limited advertising options, costly methods to collect consumer data from the points-of-sale and have generally passive digital engagement with their crowds.

brooqLy's Solution

brooqLy provides a suite of in-app advertising options, crowd engagement tools, backed up by advanced analytics on Product Sales and Consumer Behavior

Benefits

- Brands gain access to a new Direct-to-Consumer channel and ability to showcase their Products & Promotions
- Brands are able to select a group of Shops from our database and make targeted banner advertising
- Brands have real-time access to their activity data but can also purchase brooqLy Consumer Behavior Data that can help them drive business decisions

Consumers

Retail Shops

Brands

A. Current Revenue Model

20% Commission on each order

- ❑ brooqLy receives the full payment amount.
- ❑ Treats are paid to the shops within 48 hours minus the 20% commission.

B. Future Revenue Models

- Annual Subscription for Shops by Q3 2024
- Monthly Brand Advertising per Shop Q4 2024
- Annual Sale of Consumer Behavior Data Q1 2025

Growth Strategy

- Expand Internationally through **Geographically Exclusive Agreements** with Local Marketing Agencies under an equal revenue sharing model.
- This approach offers a **low risk / low-cost** market entry, and it is supported by **multi-lingual**, and **multi-currency** technological app features.



Current Markets:

Greece, Romania, Turkey

Future Markets:

2024:

Hungary, Czech, Sweden

2025:

Brazil, Mexico, USA

Local Partnership Model

Our **global growth** is powered by **Local Partner Agreements**

brooqLy's Responsibilities

- Platform Enhancement and Support
- Best Practice Training and Sharing
- Global Marketing
- Global and Regional Brand Sales
- Global Customer Support

Local Partner's Responsibilities

- Shop Registration and Administration
- User Acquisition through Digital Marketing
- Local Marketing
- Local Brand Sales
- Local Customer Support

50-50
Revenue Sharing
on all Income Streams

Traction



Operations

Product Design and International Strategy Design

brooqLy 1.0 soft launched in Greece & Romania

Paused for COVID
brooqLy 2.0 development

Successful Measurement of Key Marketing Concepts

brooqLy 3.0 developed for testing

Re-Launch in Greece, Turkey & Romania in October

Corporate

Filed S1 Application with the SEC

Closed Pre-Seed Round with \$275,000

SEC Effectiveness Awarded

Trademark Received in both US and EU

Closed Seed Round with \$395,000

Ticker Acquisition Started Trading in OTC Markets

Highlights

First Treats in:
- Mykonos (Greece) 500 user downloads
- Mamaia (Romania) 300 users download

Activation in one Greek Bar generates \$2,000 from users in the USA

Signed Agreement for Turkey
Signed Agreement for At-Home Delivery in Greece

2021 H1

2021 H2

2022 H1

2022 H2

2023 H1

2023 H2

Product Roadmap



Current Version

brooqLy 3.0

Q4 2023

brooqLy 4.0

Q3 2024

brooqLy 5.0

Q4 2024

Social Networking

Standard
* Social Features
* User/Shop Profiles

Enhanced
* Social Features
* User/Shop Profiles

Advanced
* Social Features
* User/Shop Profiles
Loyalty

Gamification

Payment

Card Payments
Apple / Google Pay

Standard Wallet

Advanced Wallet
Meal Voucher

Meal Voucher
Automation
brooqLy Card with
Wallet Apple /
Google Pay

Modules

Treating at Shops

Treating at Home

Table Booking
Menu Pre-Ordering

Experience Booking
(Attractions, Shows
Taxi etc)

Social

- “Drink Responsibly” Initiative allows the redemption of only 3 alcoholic products within a 24-hour period
- “Engage Responsively” initiative ensures proper approvals before a Treat is sent and accepted

Environmental

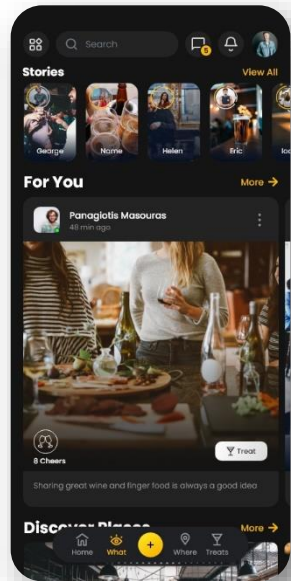
- Global Alliance with Enaleia (www.Enaleia.com) to Foster Sustainability and Marine Conservation
- 1% of revenue contributed to Enaleia’s mission to protecting marine ecosystems and combating the global issue of marine plastic pollution.
- ([Press Release Link](#))



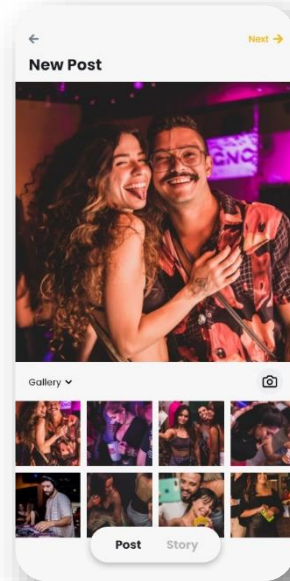
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Mobile App Snapshot

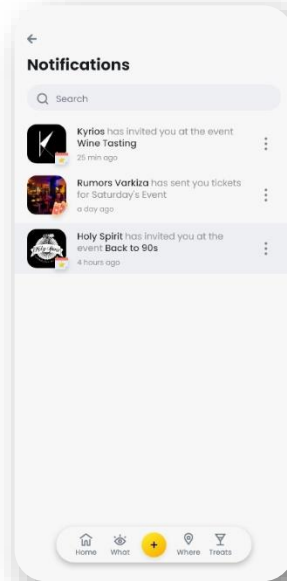
Social Networking Features



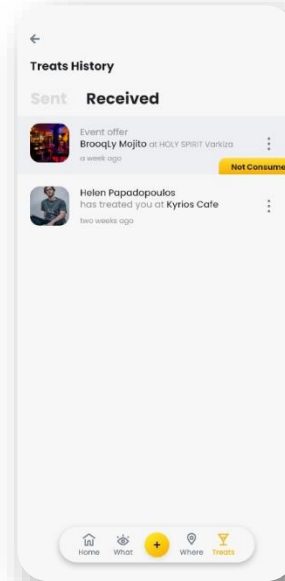
Newsfeed with geolocation for recommendations



Ability to post photos and stories with check-in and tag options



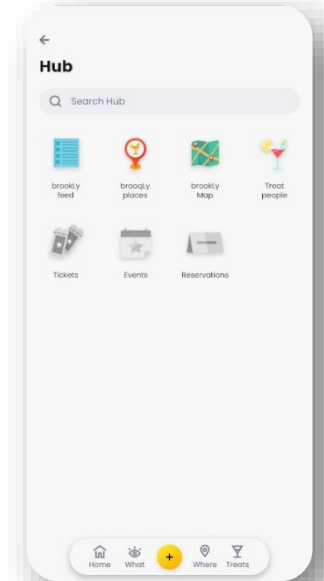
Notification on friends, treats, shops and brands activities



Review the details of your sent and received treats

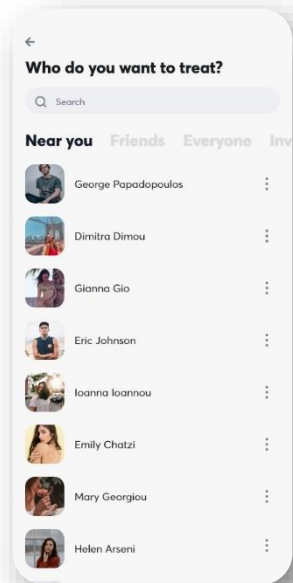


Google Maps that shows your friends or users that have selected to make their location visible

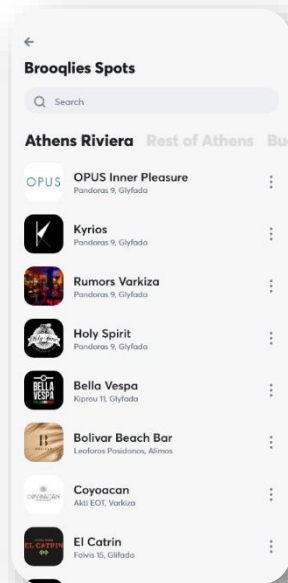


Hub section with current mechanisms and provision for upcoming ones

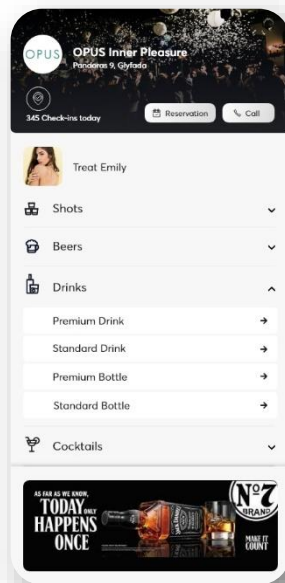
Treating Mechanism



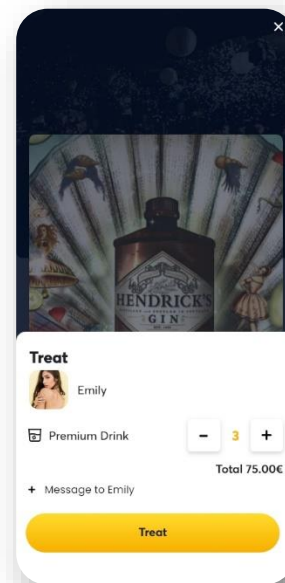
Easily find and select the user you would like to send a treat to



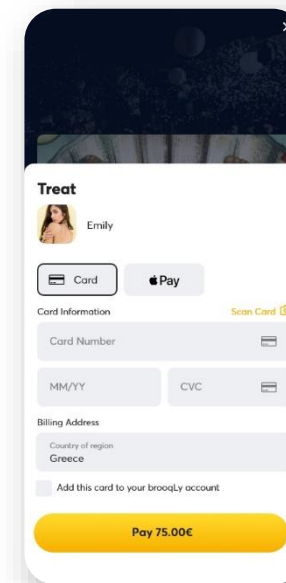
Identify the shop of your choice anywhere that brooqLy operates



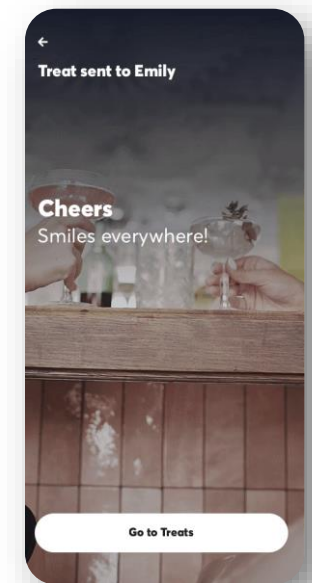
Browse the shop's catalog items



Select the preferred catalog item and its quantity



Make a payment



All done!
The recipient will receive a notification and you will receive a receipt for your payment

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