



MyWoWo s.r.l.

WHO ARE WE?



MyWoWo creates and distributes high quality **multi-language audio content**. The audio content are not longer than 3 minutes, they are spoken in youthful language and are developed for smartphones.

OUR NUMBERS:

9500 audio content created

31 cities (in 18 months)

7 languages (IT, FR, SP, DE, ENUS, RU, CHMA)

> 450 audio content created a month thanks to:

10 authors + **14** professional translators + **28** professional speakers

GUARANTEED QUALITY:

A team of professionals ensure the audio content's quality and originality. **All content are owned by MyWoWo s.r.l. and not copied from third parties.**



Stefano Zuffi

Art historian, He has published over 100 volumes worldwide.



Alessandro Golinelli

Novel writer, theatrical and television director.



Davide Tortorella

National tv and radio author



Luca Mozzati

Art historian

SOME EXAMPLES:



OUR INVESTORS:

BPC Investment s.r.l.

(Company that invests in innovative startups)

Oxer s.r.l.

(Family owner of «La Settimana Enigmistica», One of the most famous Italian magazine)

LA SETTIMANA ENIGMISTICA

Tip Spa via StarTip

(Merchant Bank quoted on the stock Exchange)



AUDIO CONTENT AVAILABLE

The available cities are visited annually by
the **55% of world tourists**

EUROPE	N° FILES	N° LANGUAGES	WORLD	N° FILES	N° LANGUAGES
PARIS	87	7	BEIJING	48	7
MADRID	86	7	NEW YORK	52	7
LONDON	70	7	MIAMI	32	7
BERLIN	44	7	HONG KONG	46	7
PRAGUE	34	7	WASHINGTON	41	7
BARCELONA	52	7	TOKYO	44	7
ATHENS	43	7	SINGAPORE	28	7
AMSTERDAM	35	7	DUBAI	19	7

ITALY	N° FILES	N° LANGUAGES
MILAN	62	7
FLORENCE	83	7
VENICE	85	7
ROME	84	7
PISA	13	7
NAPLES	59	7
TURIN	47	7
ASSISI	22	7
LECCE	16	7
VERONA	20	7
TRENTO	22	7
BERGAMO	22	7
PALERMO	31	7
CINQUE TERRE	11	7

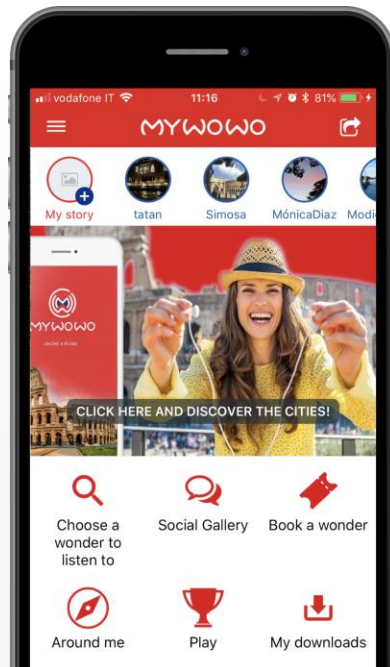
HOW ARE THOSE AUDIO CONTENT DISTRIBUTED

At the moment we distribute our audio content through **2 own Apps** and through **partners**. We are developing our **APIs** to facilitate the integration with third parties.

OWN APPS

PARTNER

B2C

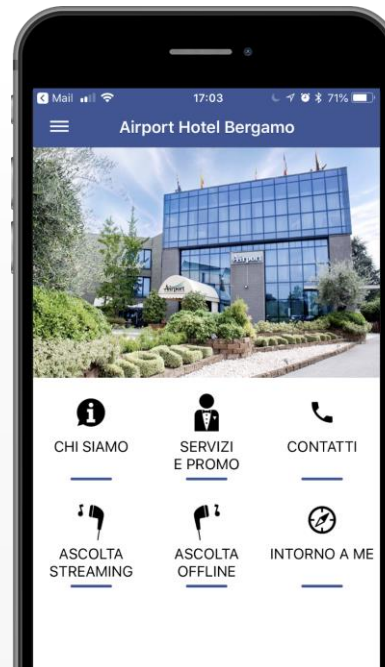


MyWoWo

App available in a free mode where are contained all contents available.

It contains as well a section where is possible to post social pictures, to play cultural games and to buy tickets.

B2B



TravelMate

Allows a tourist company to present its business with: services, promotions, partners and events to help with the upsell of ancillary services.

Audio content in white label version.

MANET MOBILE



Manet Mobile

Manet is an innovative solution for hotels, B&Bs, vacation rentals and their guests with 3,000 devices in Italy and Europe.

WHAT IS TRAVELMATE

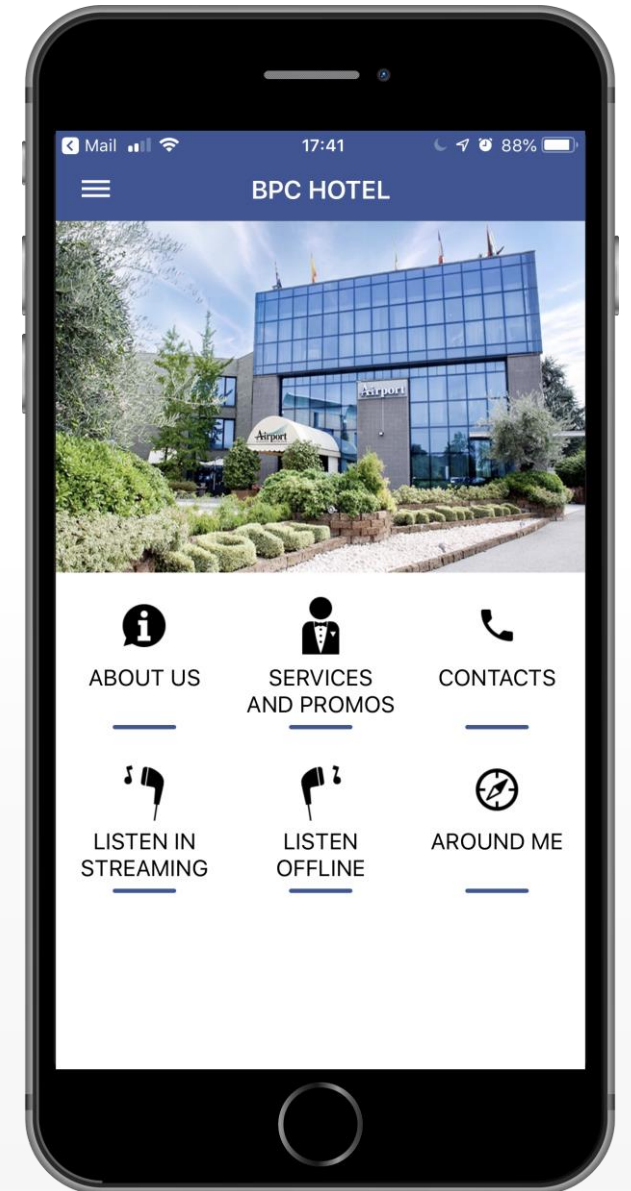
TravelMate is a white-label app b2b for the tourism industry that allows a business to have its own app with audio content of the city that tourists are visiting.

The «tourist company» has the opportunity to create through a simple control panel the app in **7 languages**.

The tourist will need only to set up TravelMate through a link shared by email or through a unique PIN generated by the business.

TravelMate allows a business to show its services, promotions, partners and local events.

In addition the tourist will have the opportunity to have a «travel mate» that with audio content will tell and explain the wonders of the world.



« AUDIO FUNNEL »

Tourists are willing to pay and to listen to high quality audio content and our reports are demonstrating it in both cases: in our B2C App and as well through partners:

MYWOWO APP - CONVERSION RATE: 10,22%



3728 *Number of download**

381 *Number of users that bought the content*

** Test performed between October and November 2017*

MANET MOBILE - CONVERSION RATE: 4,46%



5500 *Number of users that used Manet Mobile phones in Rome***

1592 *Number of users that clicked the section: audio content*

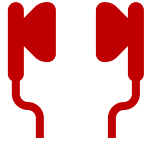
72 *Number of users that bought the audio content*

*** Test performed on June 2018*

THE MISSION OF MYWOWO

To allow million of travellers to benefit of smart and innovative audio content in their language of the cities they are visiting in order to improve their experience!

WHY MYWOWO CAN HELP THE HOSPITALITY INDUSTRY?



Increase Guest experience by a service that any hotels worldwide have ever offered before.



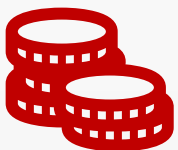
Helps hotels to differentiate their offer and gain better reputation.



Increase time spent on “chain mobile apps” thanks to the audio content directly listened on it.



All content professionally spoken in 7 languages and more than 30 cities available.



Thanks to this new service there is a possible new channel of revenue for hotels.



THANK YOU

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