

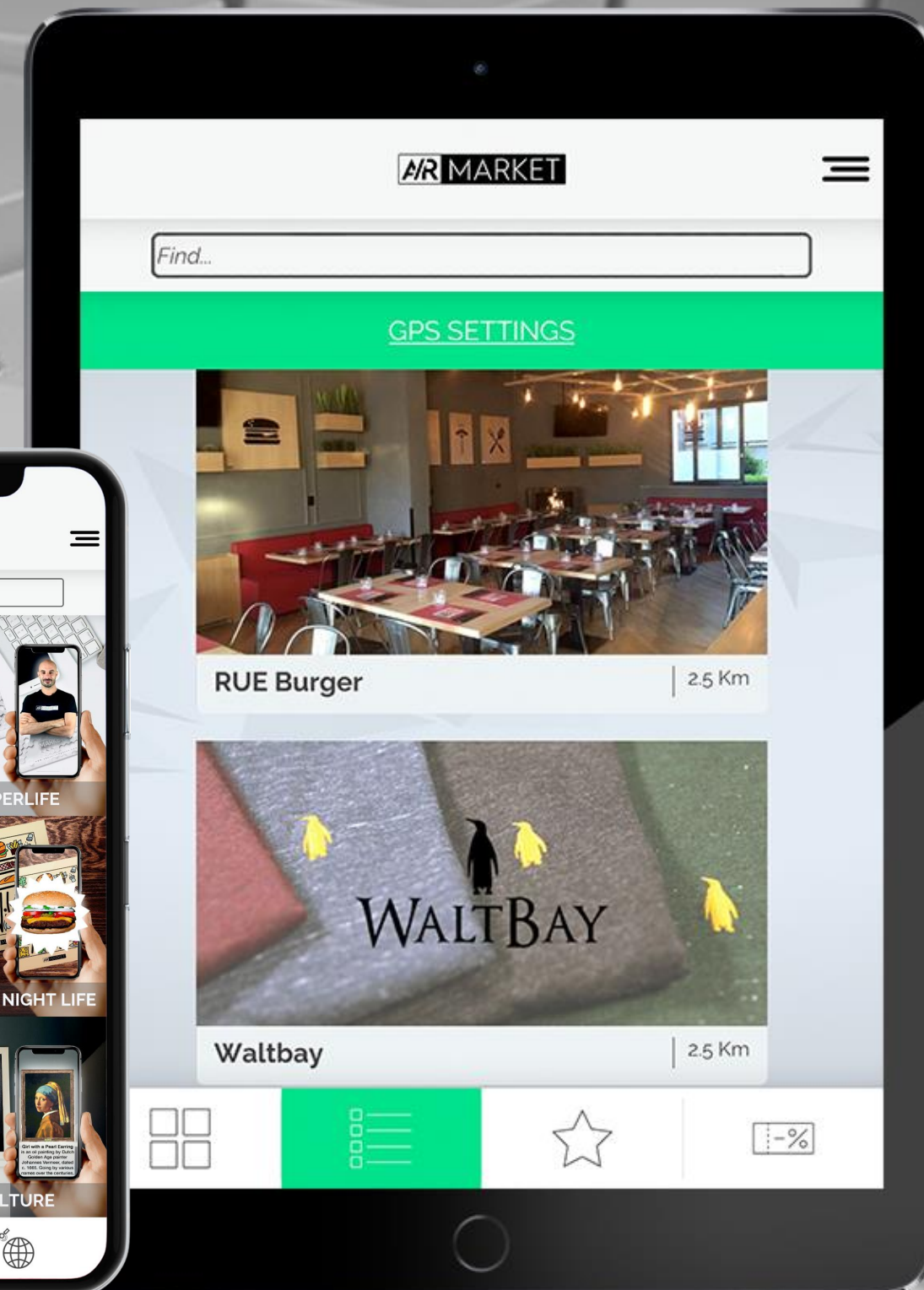
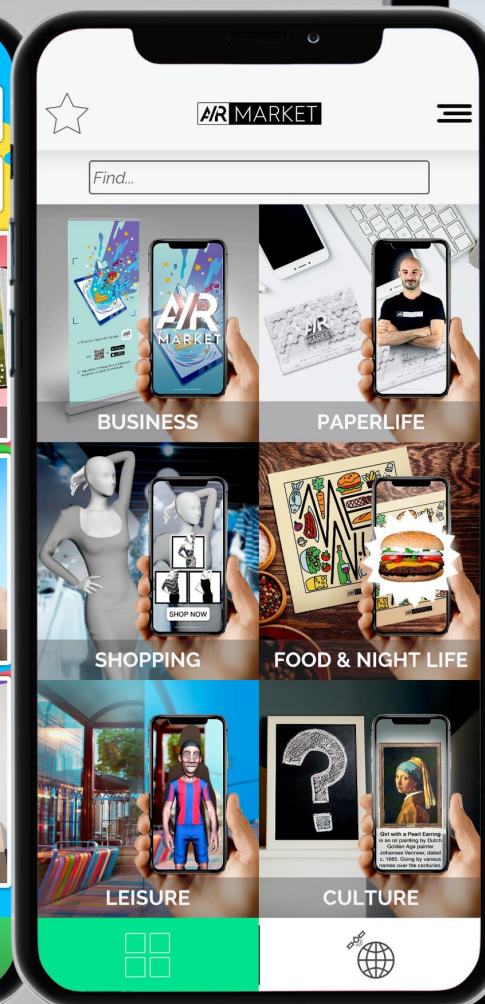
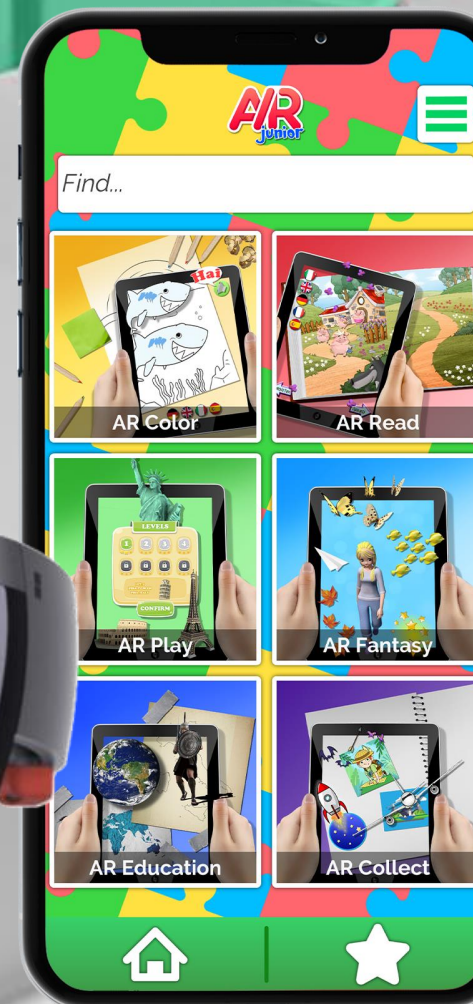


VN POPOLO DI POETI DI ARTISTI DI EROI
DI SANTI DI PENSATORI DI SCIENZIATI
DI NAVIGATORI DI TRASMIGRATORI

A/R MARKET

THE **REVOLUTION** OF
MARKETING, ENTERTAINMENT, EDUCATION
SKY IS THE ONLY LIMIT!

AUGMENTED and VIRTUAL REALITY FOR BUSINESS & USERS



THE TECHNOLOGY



AR



VR



MR



GLOBAL MARKET VALIDATION AR & VR



\$570 billions by 2025

CAGR 63%



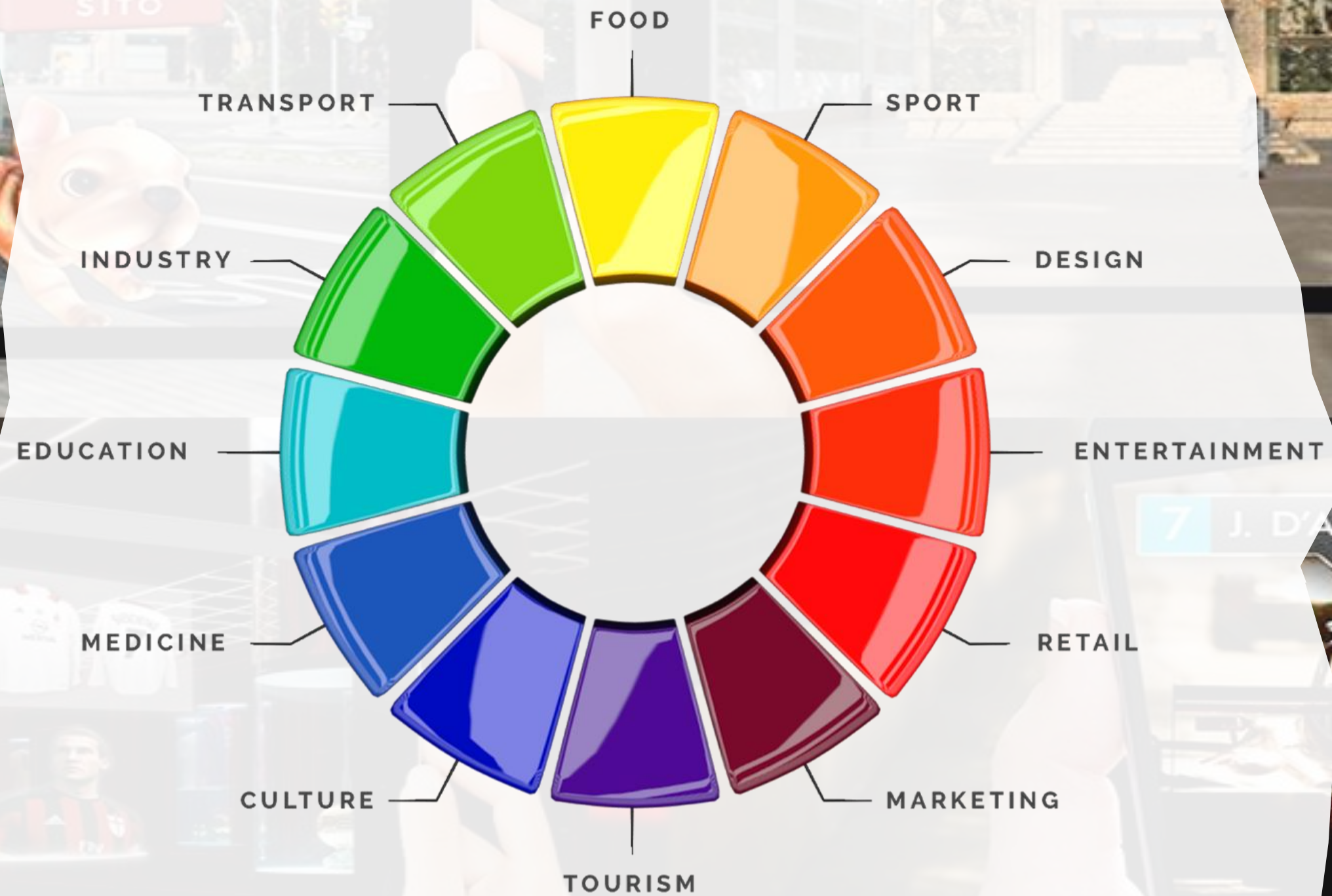
2.5 billion AR/VR users
by 2023



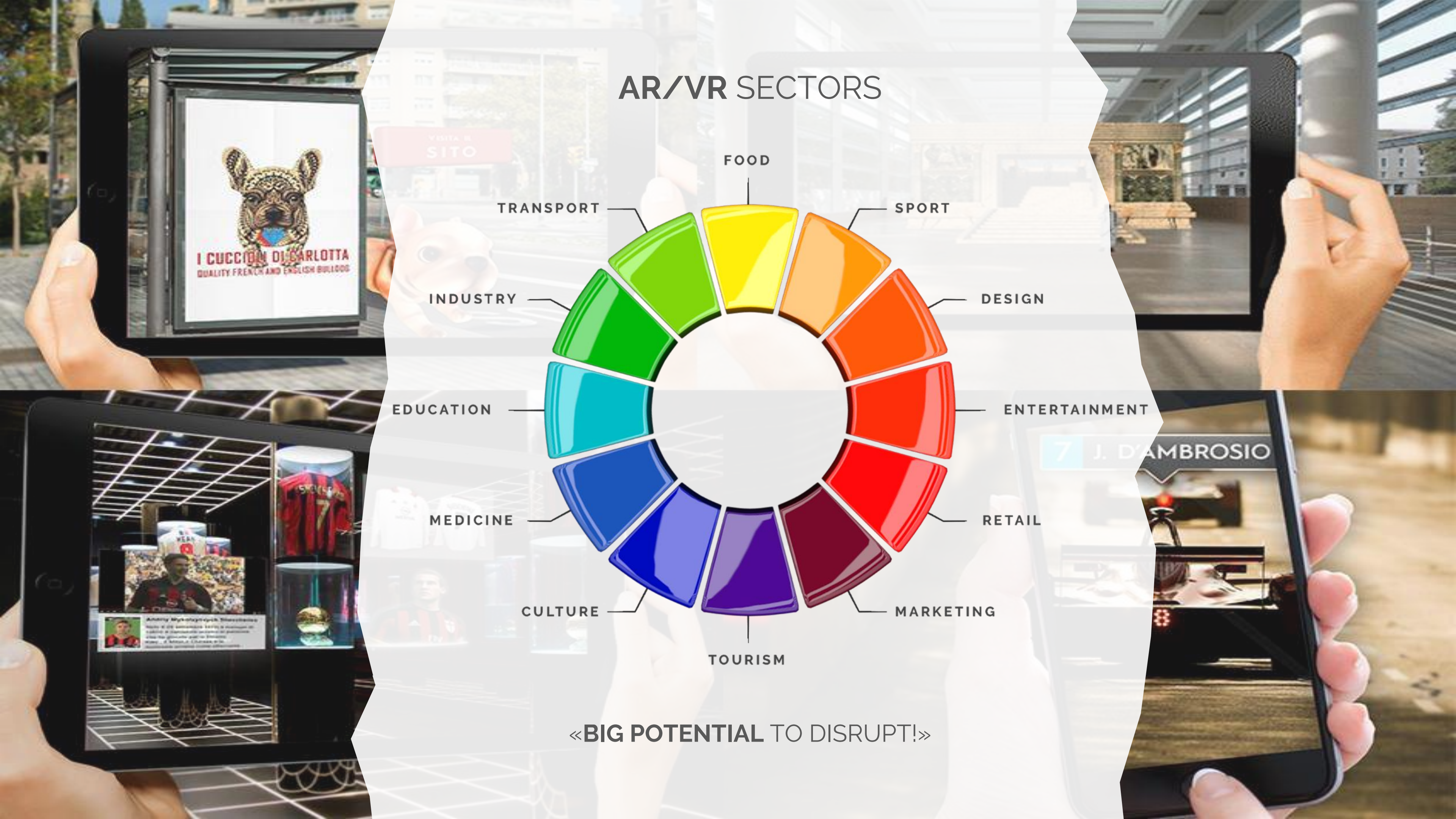
5 billion mobile
users today



AR/VR SECTORS



«BIG POTENTIAL TO DISRUPT!»



AR NUMBERS



74%

of conversions
versus 45% when
exposed to
traditional media



40%

of consumers
willing to pay a
higher price for
products
experienced in AR



77%

of consumers want
to use AR to see
product features
before purchasing



61%

of consumers
prefer to shop at
stores that offer
AR



Consumers



Industry 4.0



-2h

on average time
to solve issues



95%

customer
satisfaction



-17%

error rates



-11%

on total costs for
assistance

Source: Manatt Digital Media

Source: Harvard Business Review Italia



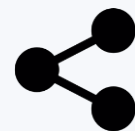
INTRODUCING AR MARKET COMPANY

THE NEED

Live at full the daily life **everywhere and every time**.
Enjoy different experiences and grab additional
information and valuable content in an **easy, fast and
interactive way**... at smartphone's reach!



EMPOWER PEOPLE
THROUGH THEIR
SMARTPHONE



CHANGE
THE MARKETING
RULES



INNOVATE
TRADITIONAL
PRODUCTS



EMPOWER BUSINESS
TO ENHANCE
PRODUCTIVITY



AR MARKET COMPANY

- ❑ **ENVISIONING** an augmented world.
- ❑ **EMPOWERING** people through all rounded experiences.
- ❑ **PEOPLE FREEDOM** through gamification and entertainment that lead to easy access to content.
- ❑ **INNOVATING** business to enhance productivity and customer experience.
- ❑ **ACHIEVING** social impact through better Education driven by passion.





AR MARKET BUSINESS MODEL

B2B

APP AR MARKET
WHITE LABELS
WEB AR

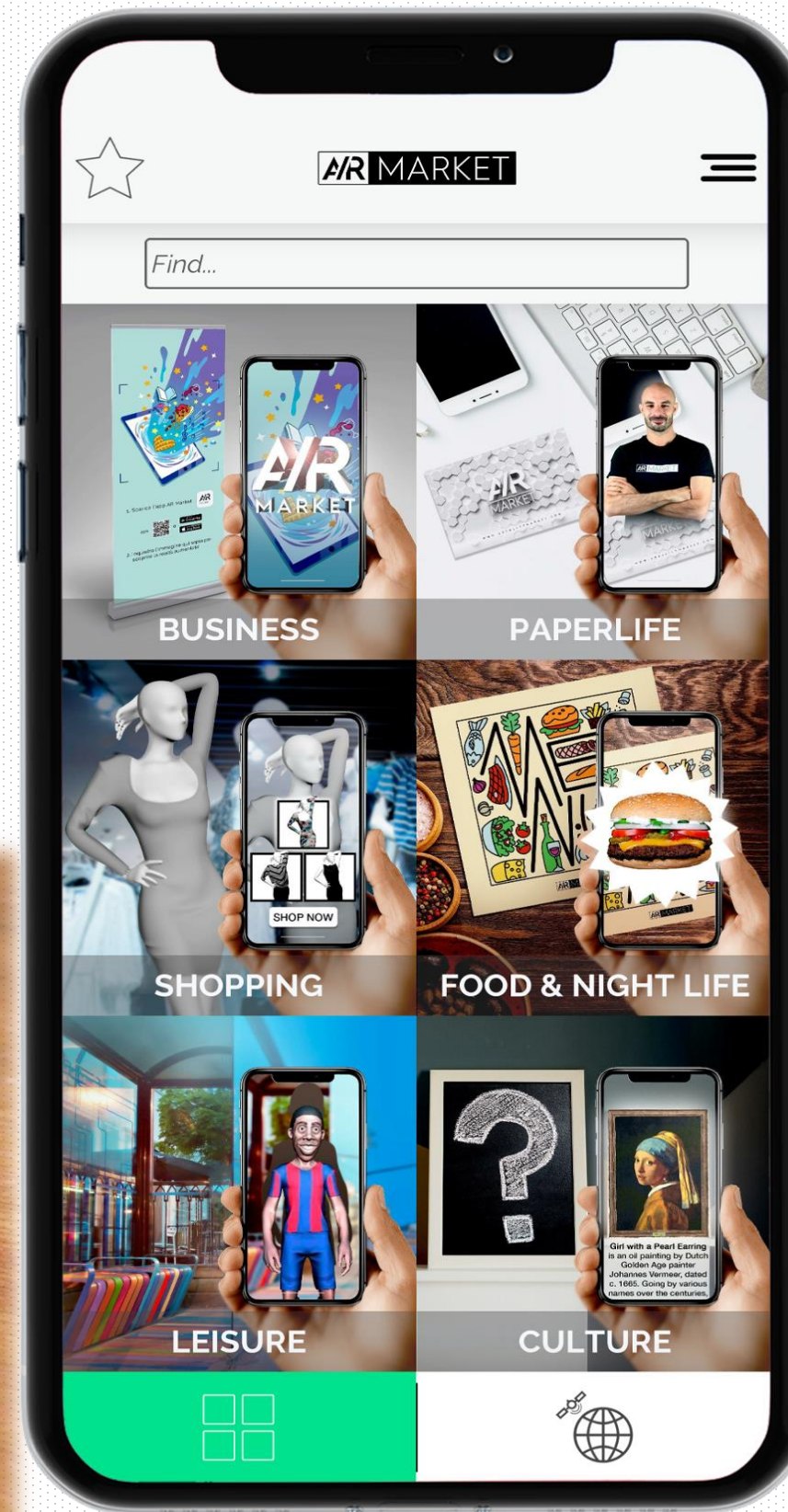
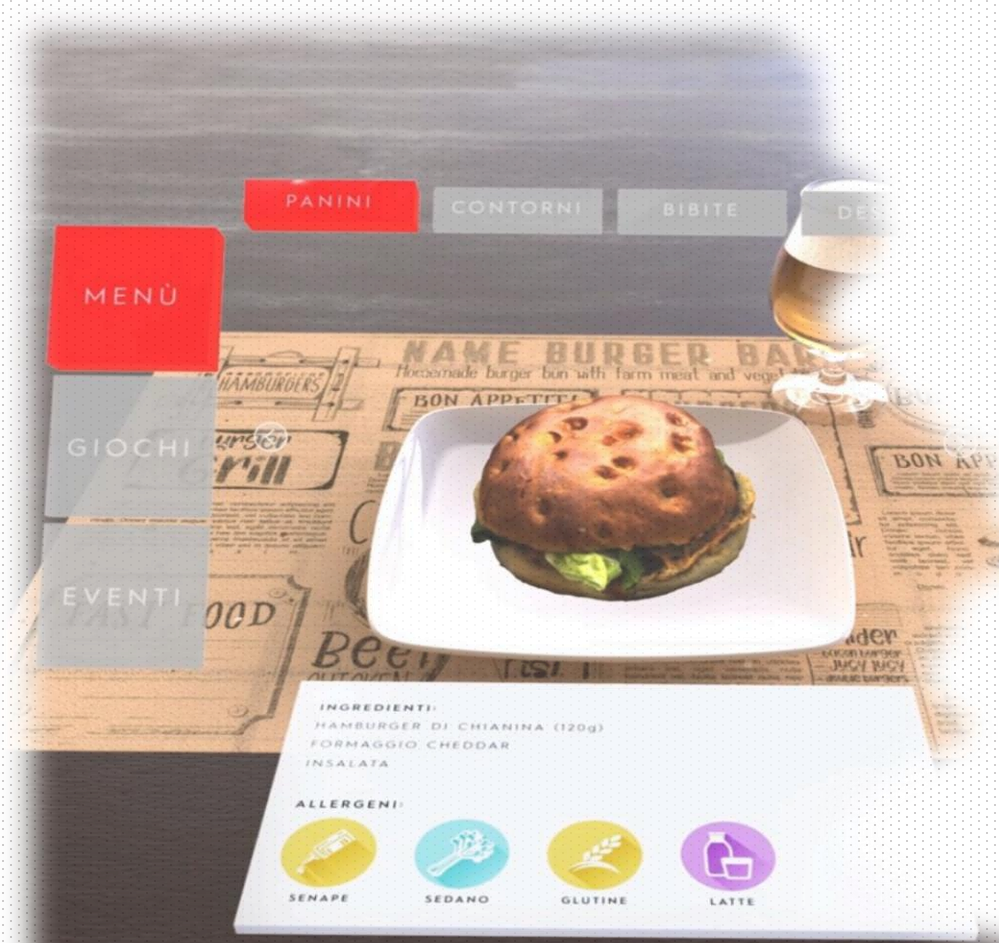
Target
Business
Retailers
Tourism

B2C

APP JUNIOR
PUBLISHER

Target
Family & Kids/Teens
Schools/Teachers
No profit

VR Training



SOLUTIONS FOR B2B

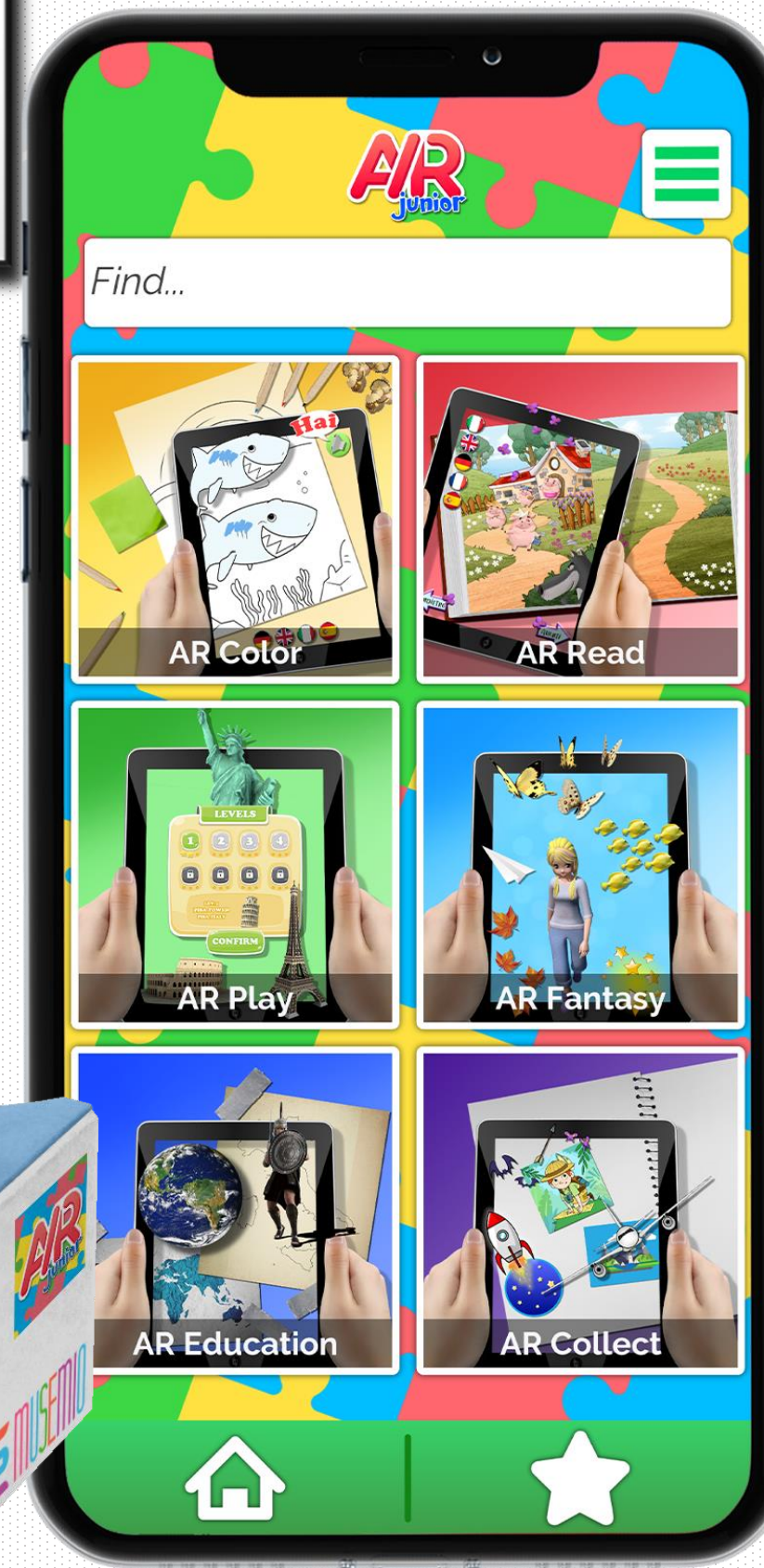
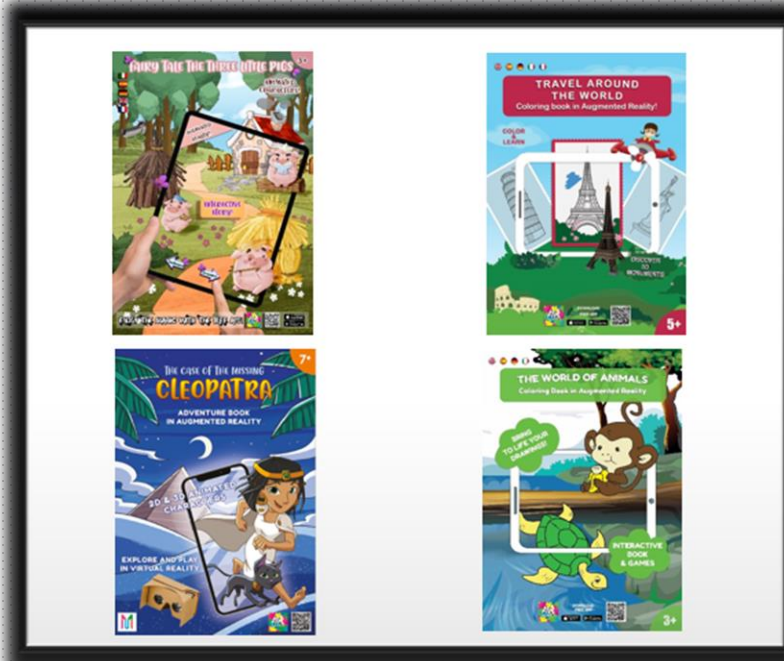
- **AR MARKET APP** with in App **personalized** windows.
- **Multiple experiences in AR** for marketing, retailing, tourism, events.
- **VR SITUATIONAL TRAINING** with our products or customized.
- On demand **White Labels & Web AR.**

EDUTECH SOLUTIONS FOR B2C

AR/VR PRODUCTS & APP AR JUNIOR

Coloring Book
School Books / Books – Comics
Board Games
VR Training

- We **reinvent traditional products** with the power of AR/VR to stimulate **creativity** and imagination.
- We **reinvent Education** at home and at school with content in **multilingual** empowered with **gamification**.
- We create ours and indie artists' publications as **Publisher**.
- We use **paper** as a vehicle to **easily scale**.



THE TECHNOLOGY

USE

Android and iOS, on smartphones starting with 4.4+ for Android and iOS 9+ for Apple, plus all kind of wearables working with the same technology.

TECHNOLOGY

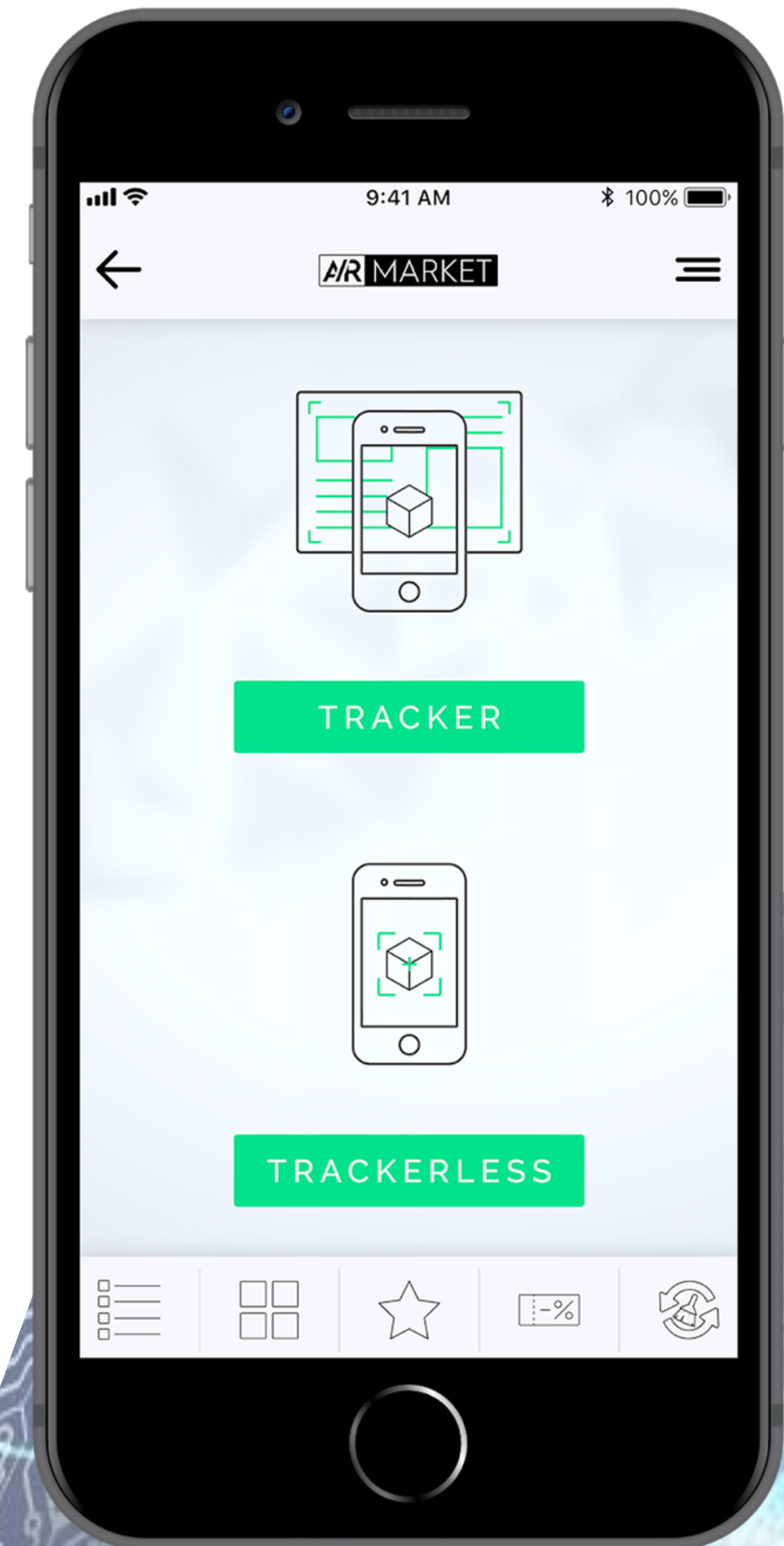
Developed in Unity 3D, AR Market Apps use **Vuforia/Arcore/Arkit** software to create and reproduce AR content.

MODELS

AR content can be visualized by using:

- «TRACKERS» (printed or positioned ad hoc)
- «TRACKERLESS» (pointing at flat surfaces)

AR content can be also visualized through WEARABLE GLASSES.





AR MARKET DIFFERENT APPROACH

ONE TOOL MARKETING INTEGRATION - MULTIPLE CONTENT GAMIFICATION
CONTINUOUS INNOVATION OPEN PLATFORM – ALL IN HOUSE DEVELOPMENT - UNIQUE PRODUCTS EXPERIENCES
PUBLISHERS AND PARTNERS FOR INDIE ARTISTS

MAJOR COMPETITORS



PRODUCTIVITY BENEFITS AND VALUE OF ANALYTICS

- Compliance with **current regulations**
- **Data gathering and analytics** on purchased products and users to perform remarketing and loyalty activities
- **Savings on printed paper material** (Brochure, Product leaflets, etc.)
- Economic advantage thanks to **industry 4.0 and innovation**
- Higher engagement from users and **new business models** to attract potential customers
- **Savings on cost and time for training** to employees



TEAM AND LOCATION



ANDREA BALDINI
CEO & CO-FOUNDER
Serial Entrepreneur



FLAVIA D'ALTRUI
CO-FOUNDER/CMO
Master in Buz & Admin
Corporate experience



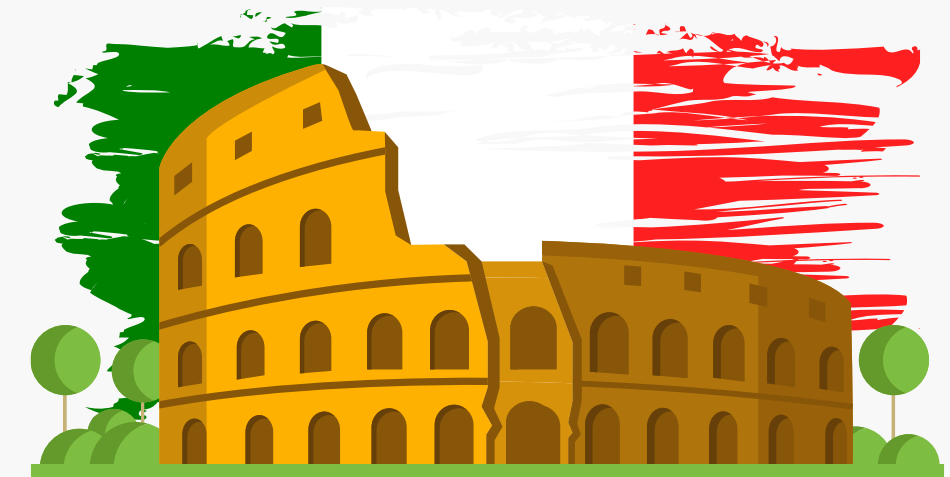
ALESSANDRO CONTI
CFO
Degree in Business
Economics



FRANCESCO IAFOLLA
CO-FOUNDER
Angel Investor

FOUNDERS

ROME - ITALY



TEAM



ALEXANDER CENTILI
CTO
AIV Programming



ROBERTO POMPILI
SENIOR 3D ARTIST
Degree Computer
Graphics & Multimedia
Design



PATRIZIA DI BIASI
PROGRAMMER
Master in AR/VR



GABRIELE DI MAIO
SOCIAL MEDIA
MANAGER
Degree in Psychology



ALESSIO PICCHI
WEB DESIGNER

PARTNERS AND CLIENTS



EXPERIENCE AND INNOVATION
SINCE 1948



CONFCOMMERCIO
IMPRESE PER L'ITALIA



TIM Digital Store



Feel Center
feelings and sales



ASSINTEL
ASSOCIAZIONE NAZIONALE
IMPRESE ICT

CORE
VALUES
The Transmission of Values
in the Digital Age

DIREZIONE
LAVORO



ITCA
ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

SELLMASTERS
EASY TO MARKET



AWARDS

SEAL OF EXCELLENCE HORIZON 2020
EDUCATIONAL KITS IN AR



PREMIO GAETANO MARZOTTO 2019
SPECIAL PRIZE **ERNST & YOUNG**



WEB MARKETING FESTIVAL 2020
PRIZE THE HIVE – BUSINESS SCHOOL SIDA
EXECUTIVE MASTER

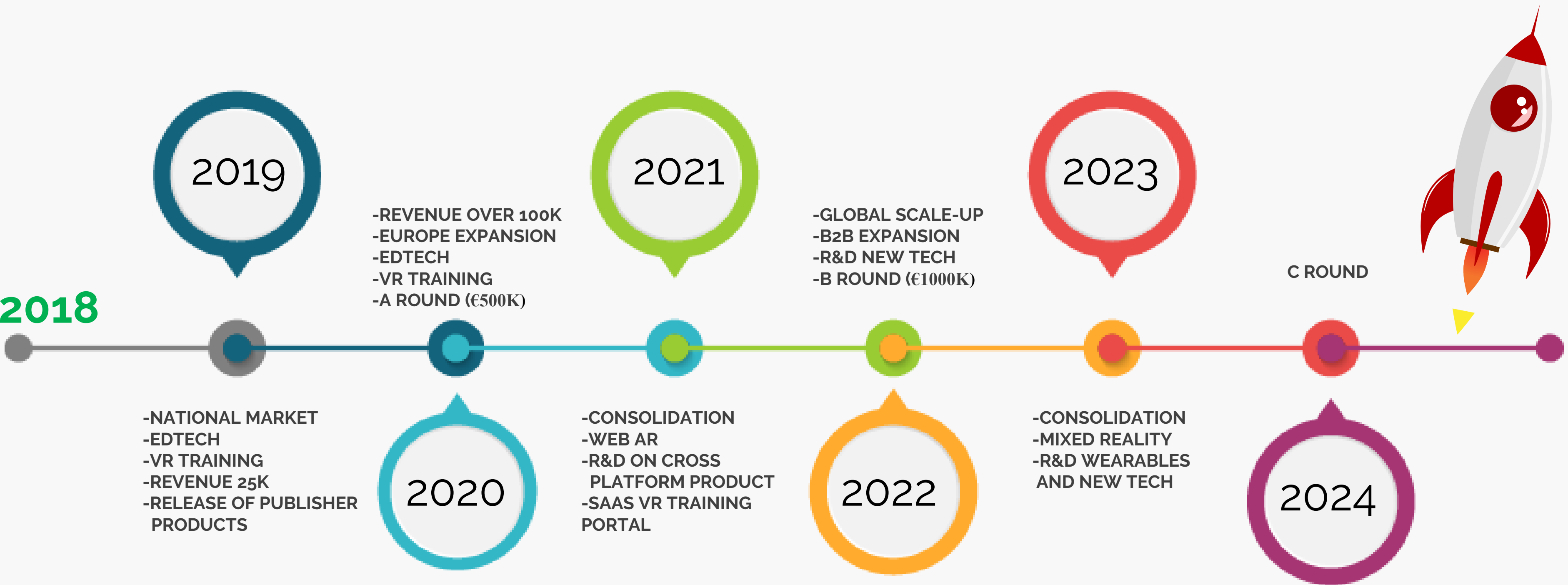


WHAT WE ARE LOOKING FOR

- ❑ **INVESTORS** – currently Company is totally self-funded
- ❑ **PARTNERS** – Marketing Agencies, Developers, Indie Artists
- ❑ **BUSINESS OPPORTUNITIES** - Globally
- ❑ **NETWORKING & SYNERGIES**



ROADMAP



WWW.AREALITYMARKET.COM



A/R MARKET Srl

Viale di Val Fiorita 86
Rome, Italy



info@arealitymarket.com



+39 342 001 2278