



**We reimagine the way brands
and merchants collaborate.**

Brands are spending more to reach shoppers, while merchants control the critical moments of purchase

By collaborating, brands and merchants can improve the consumer journey through to sale.

Trade spend is
€465 billion industry

€465bn

Digital represents
€158 billion in spend

€158bn

Brands don't doubt the value in collaborating with merchants on sales and marketing campaigns

€465bn

Global trade marketing spending

€529bn

Global advertising market

The current collaboration process is broken and lacking a dedicated solution for partnerships

Manual, non-automated Excel-busywork

[illegible][illegible]

Wrongly-served by expensive outdated enterprise solutions

Home

Worklist

Calendar

Master Data

Marketing

Sales

Finance

Claims

Trade Promotion: T-00004933, Back to School Promotion - Planning

Back

Save and Back

Trade Spreads

View Trade Spreads (with filters)

Insert

Generate Conditions

Release for Settlement

Transfer Trade Spreads

Release Final Uploads

Special Type

Special Category

Special Method

Discount Method

Start Date

End Date

Coffee House

Discount (Pct)

Coffee House

Sales Unit

7/28/2012

7/28/2012

Planning Profile: PLAN BY PROD AT START SPNLTOR

Create

N/A

Expand All Rows

Expand All Columns

Collapse All Rows

Collapse All Columns

Update Multiple Cells Off

Category / Product	8 Best Sales Cnt	Unit Quantity	Total Volume	Active Promo Pct	Over/Under Cnt	Promotion Discount %	Total Promotional %	1st Sales Bonus %	Promotional Discount %	Sales %
Overall Result	76,800 Cnt	0 CSE	76,800 Cnt	800 CSE	0 CSE	0.00 USD	0.00 USD	0.00 USD	0.00 USD	0.00
Candy	76,800 Cnt	0 CSE	76,800 Cnt	800 CSE	0 CSE	0.00 USD	0.00 USD	0.00 USD	0.00 USD	0.00
Assorted candy	9,600 Cnt	0 CSE	9,600 Cnt	100 CSE	0 CSE	0.00 USD	0.00 USD	0.00 USD	0.00 USD	0.00
Individual candy	9,600 Cnt	0 CSE	9,600 Cnt	100 CSE	0 CSE	0.00 USD	0.00 USD	0.00 USD	0.00 USD	0.00
Candy bar	9,600 Cnt	0 CSE	9,600 Cnt	100 CSE	0 CSE	0.00 USD	0.00 USD	0.00 USD	0.00 USD	0.00
Chocolate covered candy	9,600 Cnt	0 CSE	9,600 Cnt	100 CSE	0 CSE	0.00 USD	0.00 USD	0.00 USD	0.00 USD	0.00
Assorted candy	9,600 Cnt	0 CSE	9,600 Cnt	100 CSE	0 CSE	0.00 USD	0.00 USD	0.00 USD	0.00 USD	0.00
Fruity Chocolate	9,600 Cnt	0 CSE	9,600 Cnt	100 CSE	0 CSE	0.00 USD	0.00 USD	0.00 USD	0.00 USD	0.00
Pink Candy	9,600 Cnt	0 CSE	9,600 Cnt	100 CSE	0 CSE	0.00 USD	0.00 USD	0.00 USD	0.00 USD	0.00
Super Candy	9,600 Cnt	0 CSE	9,600 Cnt	100 CSE	0 CSE	0.00 USD	0.00 USD	0.00 USD	0.00 USD	0.00

The screenshot shows the SAP Fiori 'Cross Media - Land Rover Defender 2018' dashboard. The navigation bar at the top includes tabs for 'Produkte & Angebote', 'Kunden', 'Verkauf', 'Marketing', 'Finanzen', 'Logistik', 'Service', 'Nachricht', 'Erzeugnis', and 'Kategorie'. The main content area is divided into three sections: 'Produkte & Angebote' (left), 'Kunden' (middle), and 'Verkauf' (right). The 'Produkte & Angebote' section displays a list of products, including 'Angewandte (C)' and 'Bauformen (C)'. The 'Kunden' section shows a list of customers, including 'Angewandte (C)' and 'Bauformen (C)'. The 'Verkauf' section displays a chart showing the distribution of products across different categories, with a total value of 9.6k.



The easiest way for brands and merchants to collaborate – all in one place.

- ✓ Simplifies processes & saves time
- ✓ Bundles everything
- ✓ Affordable, yet tailored and customizable

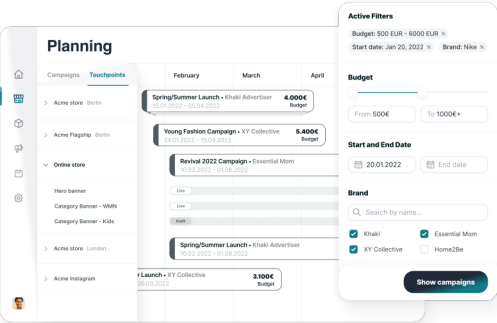
The screenshot displays a 'Planning' interface for managing campaigns. On the left, a sidebar lists touchpoints: Acme store Berlin, Acme Flagship Berlin, Online store (selected), Hero banner, Category Banner - WMN, Category Banner - Kids, Acme store London, and Acme Instagram. The main area shows a calendar view for February, March, and April. Campaigns are listed as horizontal bars with details like 'Spring/Summer Launch • Khaki Advertiser' (4.000€ Budget, 15.01.2022 - 05.04.2022), 'Young Fashion Campaign • XY Collective' (5.400€ Budget, 24.01.2022 - 15.04.2022), 'Revival 2022 Campaign • Essentail Mom' (10.02.2022 - 01.08.2022), and 'Spring/Summer Launch • Khaki Advertiser' (3.100€ Budget, 20.03.2022). A right-hand panel contains 'Active Filters' (Budget: 500 EUR - 6000 EUR, Start date: Jan 20, 2022, Brand: Nike), a 'Budget' slider (From 500€ to 1000€+), 'Start and End Date' fields (20.01.2022, End date), and 'Brand' checkboxes (Khaki, XY Collective, Essentail Mom, Home2Be). A 'Show campaigns' button is at the bottom right.

Features and workflows to manage the entire end to end process for brands and merchants

BRANDS

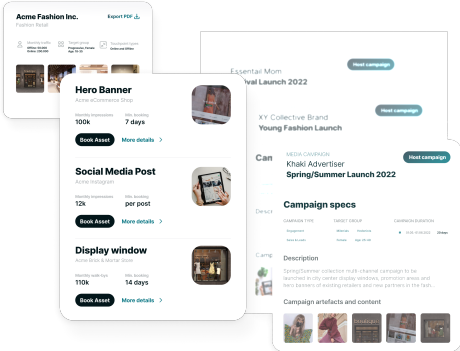
MERCHANTS

Single-integrated back office



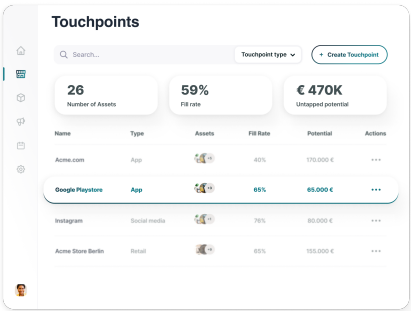
Managing campaigns and internal admin workflows

Storefront

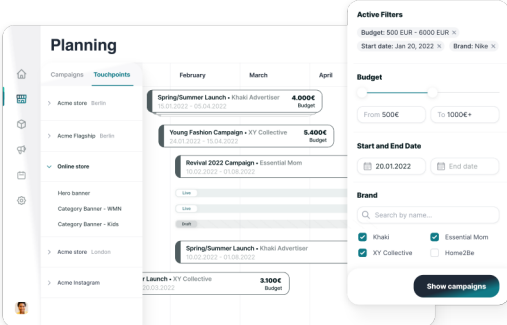


Create a storefront of trade spend possibilities

Single-integrated back office



Graph-based „CRM of specs“



Managing campaigns and internal admin workflows



What industry experts say about unea



“Full overview in one software”

unea enables marketers to manage their marketing and sales campaigns with their partners and keep the full overview in one software.

Philipp Westermeyer

Founder & CEO
Online Marketing Rockstar (OMR)



“Manage campaigns in a scalable way”

Thanks to the platform, companies can implement, manage and report on campaigns in a scalable way, both offline and online. What they're offering are brand new possibilities for scaling co-marketing.

Alisa Türc

CEO, Board Member
BuzzBird, Ex-Pilot

What industry experts say about unea



**“Efficiently and digitally
organize partnerships”**

This SaaS platform is fundamental. Efficiently and digitally organize existing partnerships and advertising spaces via inventory management.

Daniel Khachab

Co-Founder & CEO
choco



“Manage spaces in a central place”

The software can help studios optimize brand partnerships. And for the first time ever, unea makes it possible to digitize manage studio advertising spaces in a central place.

Moritz Kreppel

Co-Founder & CEO
Urban Sports Club

Experienced team with strong product and tech focus to build a world-class solution that transforms our industry



Richy Ugwu
Founder & CEO

Serial Entrepreneur in this space, raised +€15M in funding. Built startups and in the retail and eCommerce industry.



Hannah Oldorf
Head of Operations

Former BCG consultant experienced in running large-scale >€30m tech projects (in the media industry)



Felix Kleinhenz
VP Product

Former Head of Product for Sellics responsible for vendor business and co-founder of the D2C startup Moanah



Tim Duckett
CTO

Former Head of Engineering at Penta and BCG Digital Ventures. Previously also CTO of a Finleap Venture





**Let's change the way brands and
retailers collaborate. Together.**