



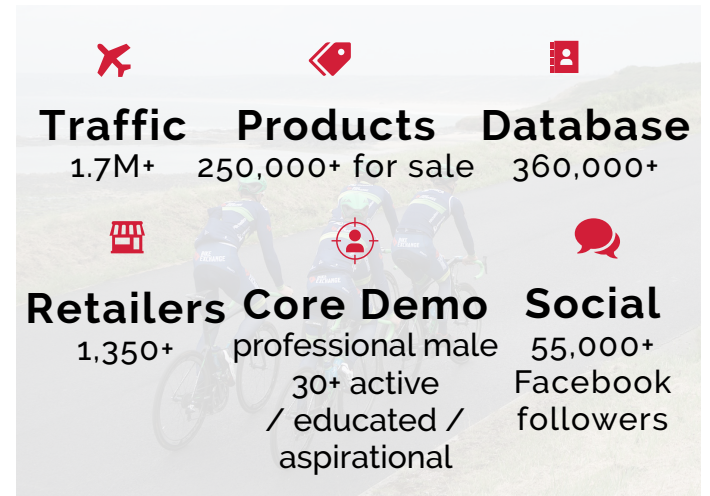
RESELLER PROGRAM

WHAT IS BIKEEXCHANGE?

- > BE is an online marketplace fueled by technology. Your one-stop shopping experience for everything bike.
- > BE Connects consumers to products that are available today at an IBD
- > BE technology allows shops/brands to upload and manage their entire inventory.
- > BE provides shops and brands turn key e-commerce solutions - advertising - search - sales.
- > BE creates content that is all about providing consumers with the research and tools to make informed purchase decisions.



GLOBAL NETWORK



HOW ARE WE ACHIEVING RESULTS?

The modern customer buys in 5 different ways, and all of them are included in BikeExchange.



BUY IN STORE



EMAIL



CALL



BUY ONLINE



CLICK & COLLECT

93% OF SALES

7% OF SALES



Brand

All brands > All products

A marketplace for #everythingbike



Multi-channel platform

Buy local, online, Click & Collect



Think Global – Buy Local

Global information – shop local



Responsive

Any product. Any device



SEO

SEO Optimized

Get found online



Industry Insights

Big data utilisation, analytics,



Retail Stores

eCommerce web store platform



Content Marketing

Interactive, multi-channel targeting



Data & API integration

Let us do the heavy lifting



Social Media Marketing

loyal followers and influencers



Campaign Marketing

Sponsored content, blog, email,
social media



Search Better

Pioneering smart search
technology



MEMBER PRICING BUNDLES

BIKEEXCHANGE BUNDLE

	Standard	Brand Direct
Base Fee	\$199	\$499
VOE included	Unlimited	Unlimited
In Store Directory	Included	Included
Industry Analytics & Monthly B2B news	Included	Included
Community Landing Page	N/a	Included
Adverts	Unlimited	Unlimited
Store Stats & Analytics Pack	Included	Included
eComm Commission	10%	20%

OPTIONS AVAILABLE

- Data Pack - Database + Integration	\$99	\$99
- Lightspeed	\$99	\$99
- Website Pack	\$49	\$49

ONE-OFF (ATCOST OPTIONS)

Manual loading Standard Ads			Manual Loading Premium Ads	Business Pack : Video + Hero Creative	Store/Brand Building Campaign
100 Ads \$150	150 Ads \$250	350 Ads \$200	10 Ads \$150	\$5,000	From \$500/month

BIKEEXCHANGE RESELLER PROGRAM

- > BE is looking for a highly respectable distributor to add BikeExchange to their portfolio
- > Small minimum monthly commitments
- > Ongoing residuals for lifetime of the customer
- > Upfront commission paid to either H2 or sales team
- > Low risk, high reward with no customer follow up

