

unea

**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

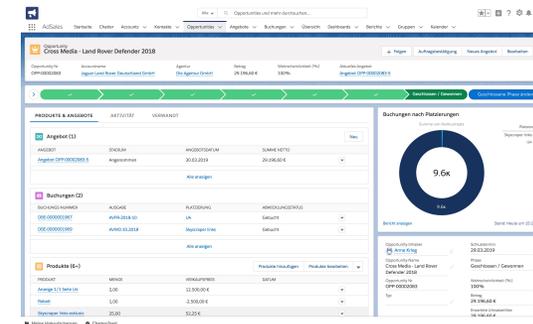
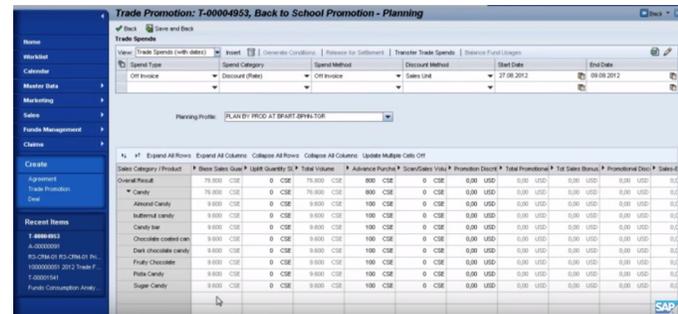
Global advertising market

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

Manual, non-automated Excel-busywork



Wrongly-served by expensive outdated enterprise solutions



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' dashboard with a sidebar menu on the left containing icons for home, grid, cube, megaphone, calendar, and settings. The main content area is titled 'Planning' and features a 'Touchpoints' tab. Below this, a list of touchpoints is shown, including 'Acme store Berlin', 'Acme Flagship Berlin', 'Online store', 'Hero banner', 'Category Banner - WMN', 'Category Banner - Kids', 'Acme store London', and 'Acme Instagram'. A calendar view for February, March, and April is overlaid on the right, showing campaign placements with their respective budgets and dates. For example, 'Spring/Summer Launch • Khaki Advertiser' has a budget of 4,000€ and runs from 15.01.2022 to 05.04.2022. Other campaigns include 'Young Fashion Campaign • XY Collective' (5,400€ budget), 'Revival 2022 Campaign • Essentail Mom' (10.02.2022 - 01.08.2022), and another 'Spring/Summer Launch • Khaki Advertiser' (3,100€ budget). A right-hand sidebar 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' (20.01.2022 to End date), and 'Brand' selection (checked: Khaki, XY Collective; unchecked: Essentail Mom, Home2Be). A 'Show campaigns' button is at the bottom right.

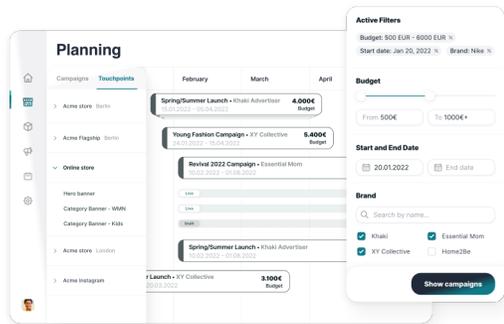


Features and workflows to manage the entire end to end process for brands and merchants

BRANDS

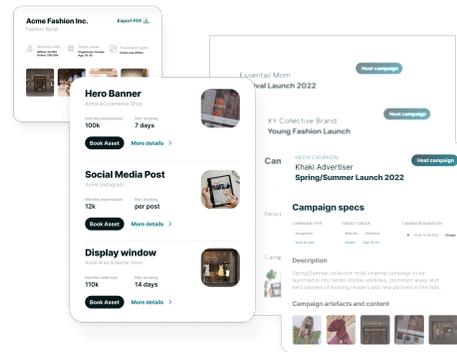
MERCHANTS

Single-integrated back office



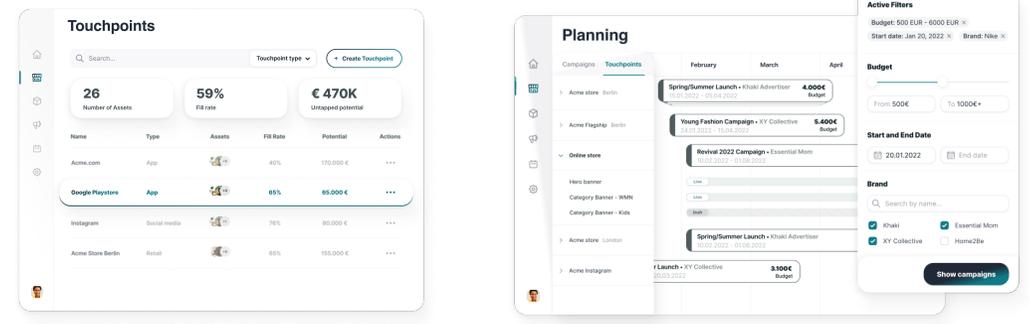
Managing campaigns and internal admin workflows

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 Türck
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

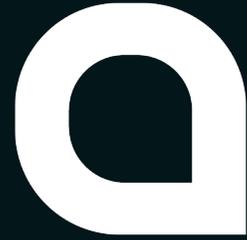
Former Head of Product for Sellics responsible for vendor business and co-founder of the D2C startup Moanah



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.**