A close-up photograph of a woman with dark hair, wearing a green cable-knit sweater over a white shirt. She is looking intently at a smartphone held in her right hand. The background is blurred, showing some indoor plants and a window. The overall lighting is warm and focused on her face and the phone.

eljun>



Stockholm, Sweden  
July 2024

**Redefining programmable money.  
Introducing next generation of  
Loyalty as a Service.**

Proud partners with



Tentity



eit Urban Mobility



# Loyalty as a Service



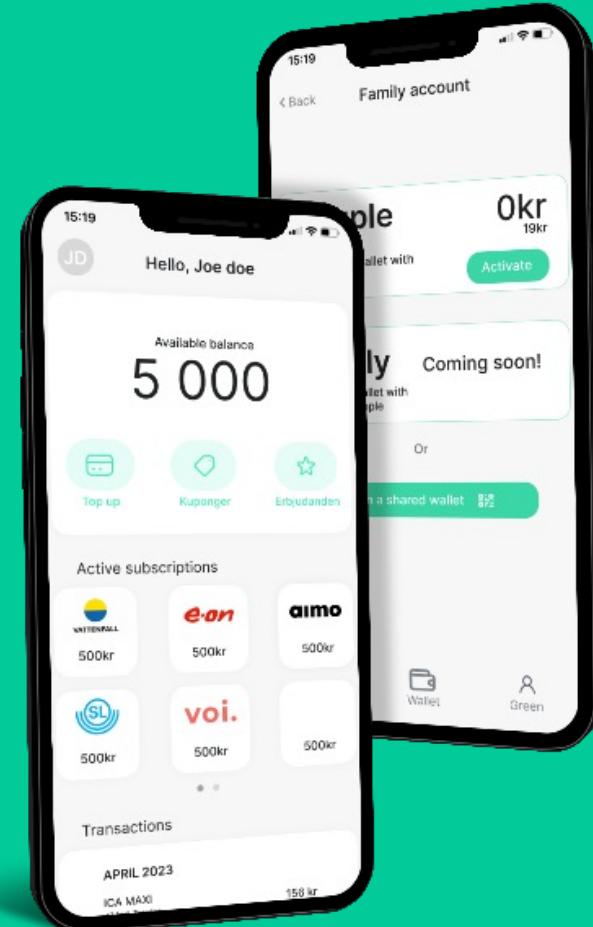
Founded 2020. Enterprise  
ready for global launch



Web3 accelerator program  
2024



Web3 native





## **Yesterday's loyalty solutions are insufficient and don't create enough value**

Loyalty market is fragmented and offers poor end-customer experience

There is a lack of control of current loyalty solutions

Loyalty solutions are expensive and winning loyal customers are difficult!

## Eljuns Web3 solution



**Customers hold a web 3 wallet, that can be utilised with virtual cards/tokenized cards.**



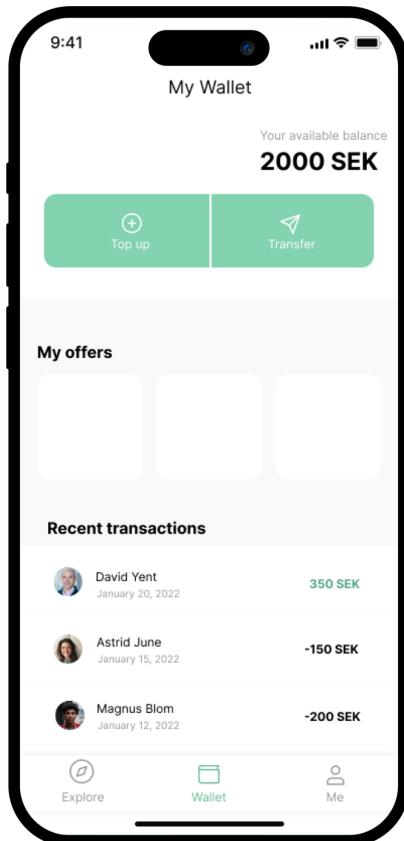
**Allows to pre program every coin of the customers wallet.**



**Increases control, reduced administration, extended data compared to payment rails.**

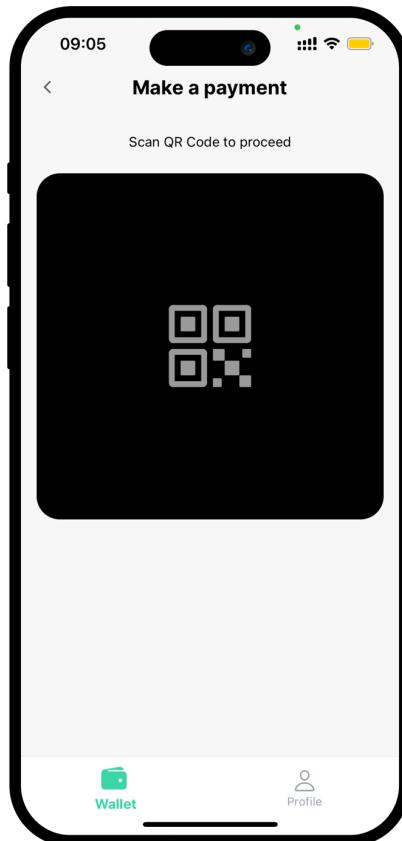
# Eljuns Web3 solution

## Find partners



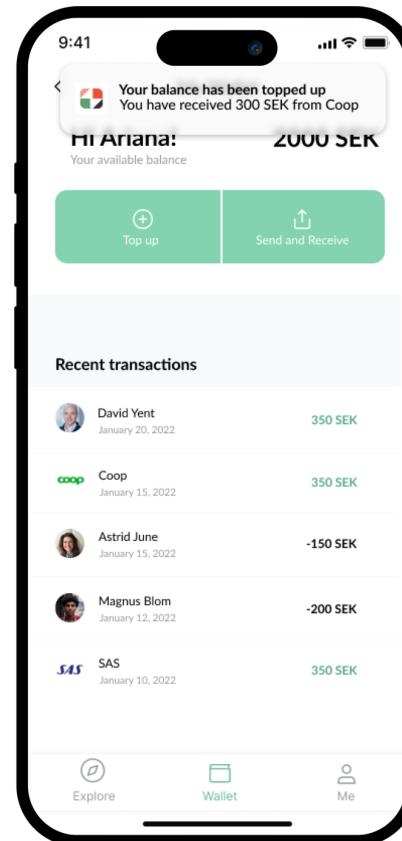
**Earn eTokens to your wallet,  
share with family and friends**

## Pay



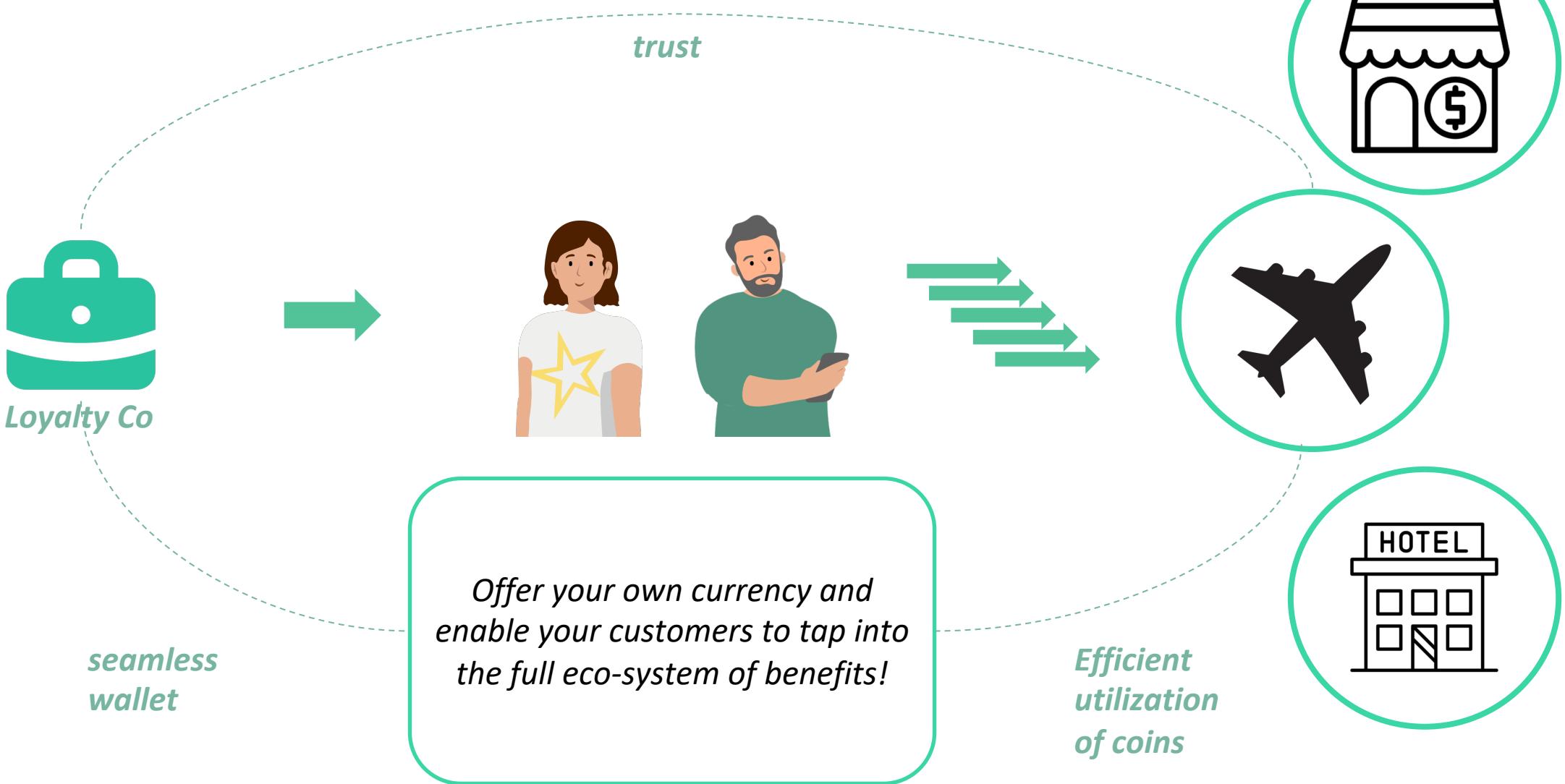
**Pay with your digital wallet at  
your favorite service provider**

## Track

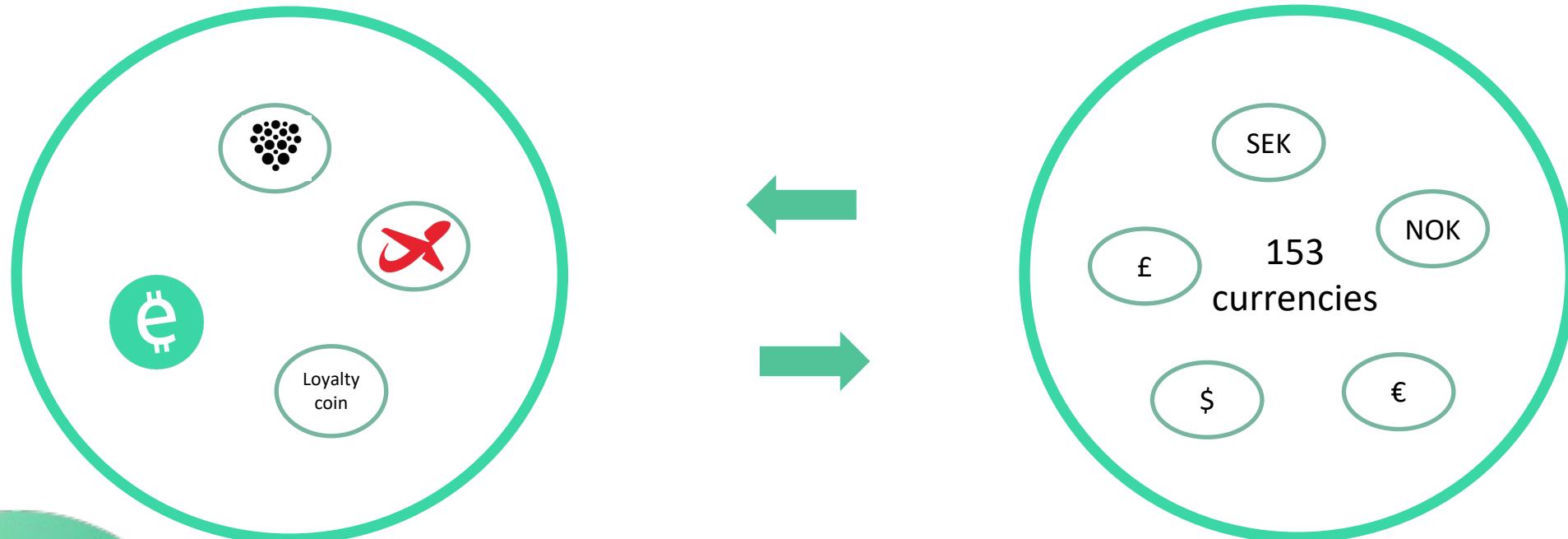


**See your loyalty status and  
balance in Eljuns or loyalty  
service providers application**

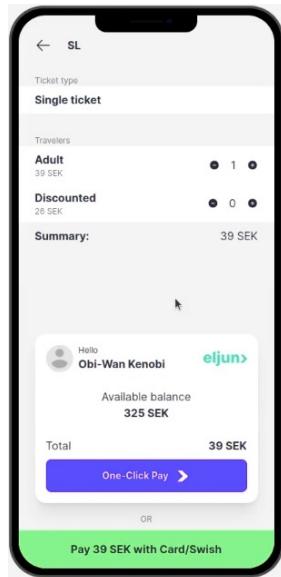
# Web 3-enabled ecosystem with Eljun



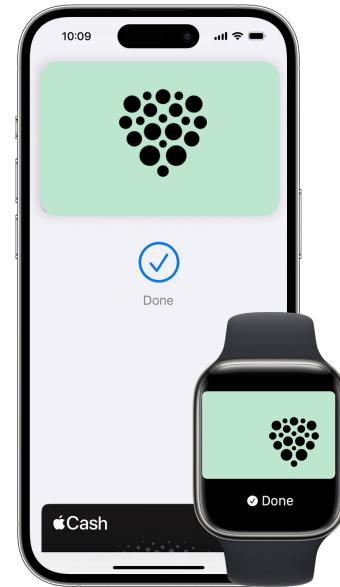
## Digital currencies



## Reach all merchants with one solution



Wallet integration direct to  
merchants

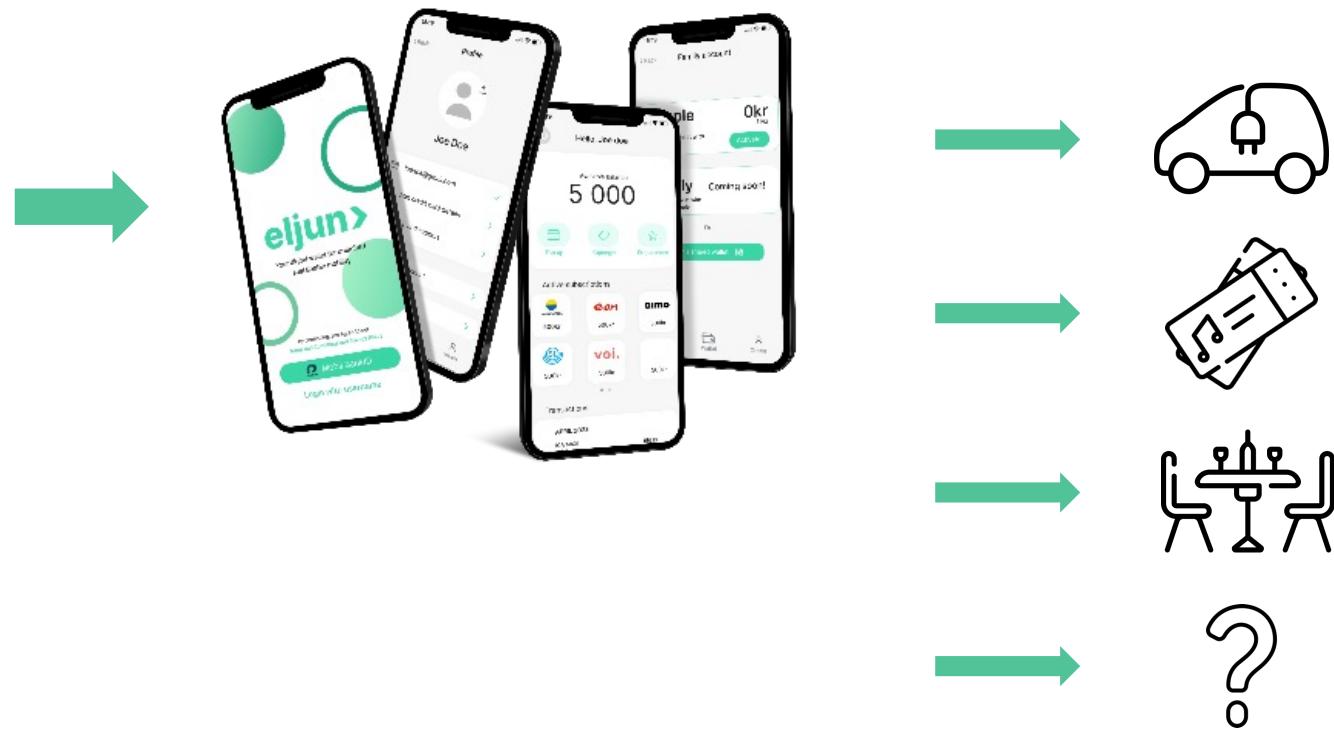


Wallet integration via payment  
schemes.

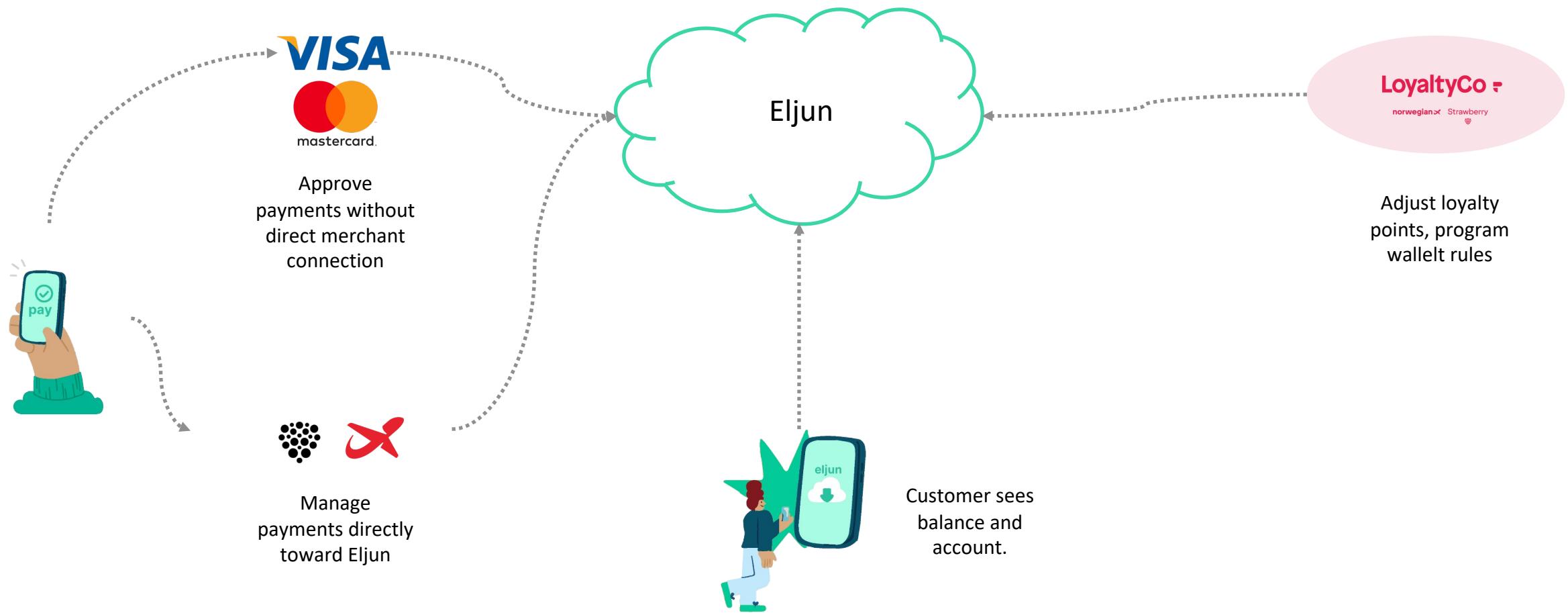
## Programmable money with color and purpose

LoyaltyCo ↗

norwegian x Strawberry



# The technical solution



The trusted ecosystem enabler  
A digital wallet for next gens loyalty solutions



Real-time traceable data  
including ESG



Let your customers earn,  
spend and share loyalty



Easily evolve your loyalty  
offering



## Customer reach potential



17M users in Nordics



480M users in Europe

90% of companies offer  
loyalty solutions\*

57% spend more on brands  
that provide loyalty\*



EU Potential Partners

