



BROWN EAGLE

INSPIRED CONNECTIONS THROUGH GLOBAL TRANSACTIONS

A guide for :
Smart **Business Sellers** to Access **Global Business Buyers**
in new International Markets.



**POWER UP YOUR
POTENTIAL
BY EXPLORING NEW
MARKETS**

*TAKE E-COMMERCE TO THE NEXT LEVEL
WITH BROWN EAGLE MARKETPLACE*

EMERGING TRENDS

2.3 billion

SHOPPERS online by 2019

3.4 trillion US\$

estimated global e-commerce **SALES by 2019**

Consumer behavior is changing:

They expect everything **on demand, any time, any place and to buy anywhere**

990 billion US\$

spent on cross-border **purchases by 2020**
Three times the figure of 2015

THE GLOBAL OPPORTUNITY

Consumers are getting more and more familiar with buying something cross-border

Emerging markets growing at 25% year on year

58% of internet users forecast to be buying online by 2019

**35 % C R O S S - B O R D E R
E – C O M M E R C E G R O W T H
B Y 2 0 2 0**



For a brief, watch the following videos:

For Buyers:

<https://www.youtube.com/watch?v=Nlneto96m0c>

For Sellers (English)

<https://www.youtube.com/watch?v=gTrjKG0Z6K0>

For Sellers (German)

<https://www.youtube.com/watch?v=VfkhKtwEnGw>

For Sellers (India)

<https://www.youtube.com/watch?v=oR7sWVe9f-U&t=10s>

Brown Eagle - Story

<https://www.youtube.com/watch?v=Pp-ziXftB0I&t=19s>

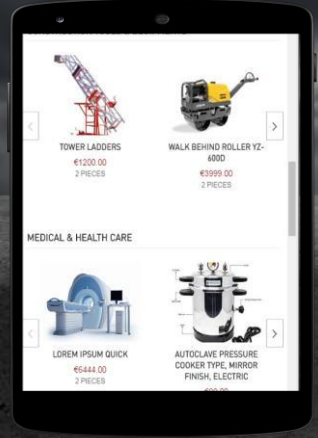
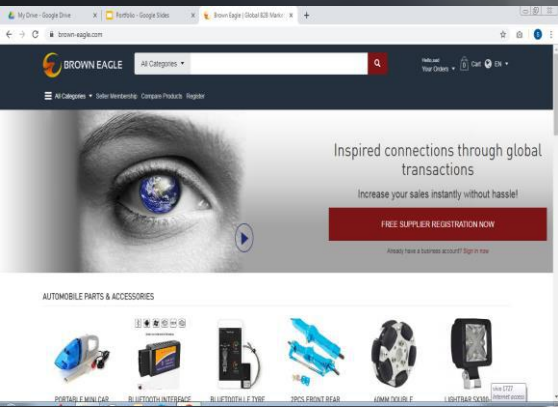
Brown Eagle Overview

Next Generation Business to Business Electronic Commerce Marketplace



- Brown Eagle B.V. is the developer and operator of a next generation business to business electronic-commerce marketplace. We use proprietary algorithms, artificial intelligence, neuro linguistic programming and machine learning to help fulfil complex cross-border transactions in a multi-regulatory and multi-language environment.
- We provide buyers with a fast and easy method to find and compare products, prices, specifications, stock levels and plan logistics in real-time and across borders, regulatory environment, languages and cultures. We enable buyers to find the right product, at the right price, with a known product and service quality, while enabling sellers to increase their sales without a multitude of technical hurdles to overcome.
- The global market for business to business trade is estimated at \$2.3 trillion and we are initially focused on the light equipment and tools segment in selected countries, with an estimated \$123 billion market opportunity.
- The founders have already invested \$1.95 million to date with a Directors loan of an additional \$0.5 million to develop our core technology and business. We are now seeking \$5 million in equity or convertible debt financing, to launch the platform on the basis of a highly structured plan.

Brown Eagle B.V., Headquartered in the Netherlands, is a cutting edge global B2B Ecommerce marketplace that intelligently uses future-forward technology to connect buyers with sellers across borders. We've combined brilliant technology with deeply experienced team members to reach underserved markets that are too often stuck with overpriced products and burdensome logistics. Brown Eagle Dubai, (www.browneaglebe.com), affiliated with Brown Eagle B.V., is a partner of major European manufacturers and suppliers focused on the provision of quality products, services and solutions on major railway & infrastructure projects with business activities and projects in MENA Countries.



Increase your sales instantly without hassle

We're breaking the boundaries for global transactions and making the world feel closer than ever before.

We are a team of experienced international trade specialists who have successfully completed multi-million-dollar transactions for major European manufacturers with international buyers. Our formula manifests positive innovation. Customers deserve the option for secure cross border transactions. We take the time to understand local languages and cultures to provide seamless and enjoyable experiences that enhance connections.



Our Management Team

Our management team is very experienced at international trade, successfully completing multi-million dollar transactions with major international companies such as Alstom SA, Faiveley/Wabtec and GDS.

Badih Charani

Founder and CEO

Over 10 years experience in the supply and sale of products and services for railway, building, industrial and energy sectors in MENA. Previously 20 years management experience.



Sanjay Pareek

CTO

Over 13 years' experience with software engineering, management and direction of product development in China, Thailand, Singapore, USA, Canada and India.



Peter Simons

CEO Europe and USA

Extensive experience in project management, sales, consulting and M&A activities in telecom, industrial and technology companies across Europe and USA.



Advisory Board Members



Nigel Waller, UK, 30 years technology experience.

Third-Parties

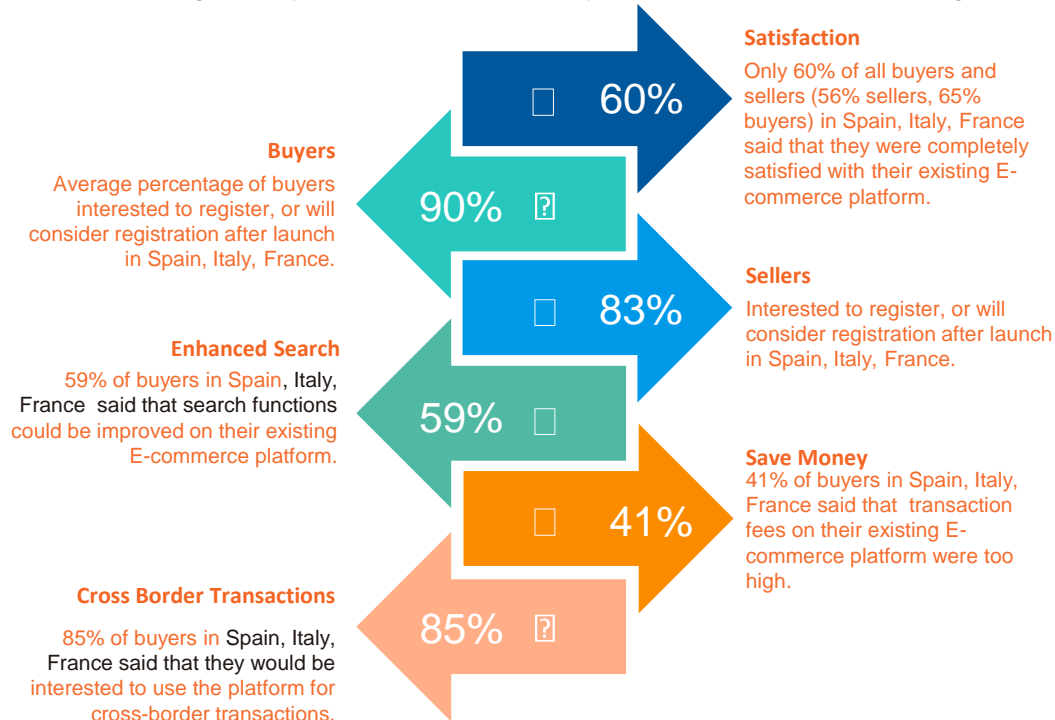
Big Data – Google
Payments – Stripe
Logistics – DHL

Hiring now

CFO
CRO India
CRO Europe
CRO MEA
Payments – Stripe

Brown Eagle Survey

Brown Eagle Surveyed +1,400 E-Commerce Buyers & Sellers in 10 Countries during 2017



Source: Independent survey mandated by Brown Eagle, conducted by Pollfish USA & Kompass Germany, Feb - Jun 2017

Our B2B E-Commerce Solution

The Brown Eagle Solution Addresses all the Problems

Lack of Industry Customisation

Brown Eagle deploys artificial intelligence to ensure that the right products and services are available to be sold at the lowest price through the use of advance search. The website has industry specific sections and ensure products specifications are deep and are tailored to each industry.

Customers Seeking Smooth and Seamless Cross Border Experience

Brown Eagle focuses on the customer journey. Local service providers provide additional fulfillment services such as packaging, storage, logistics, customs clearance and payment of duties and taxes even if the seller is not willing to offer these services. In house trade managers ensure a smooth experience.

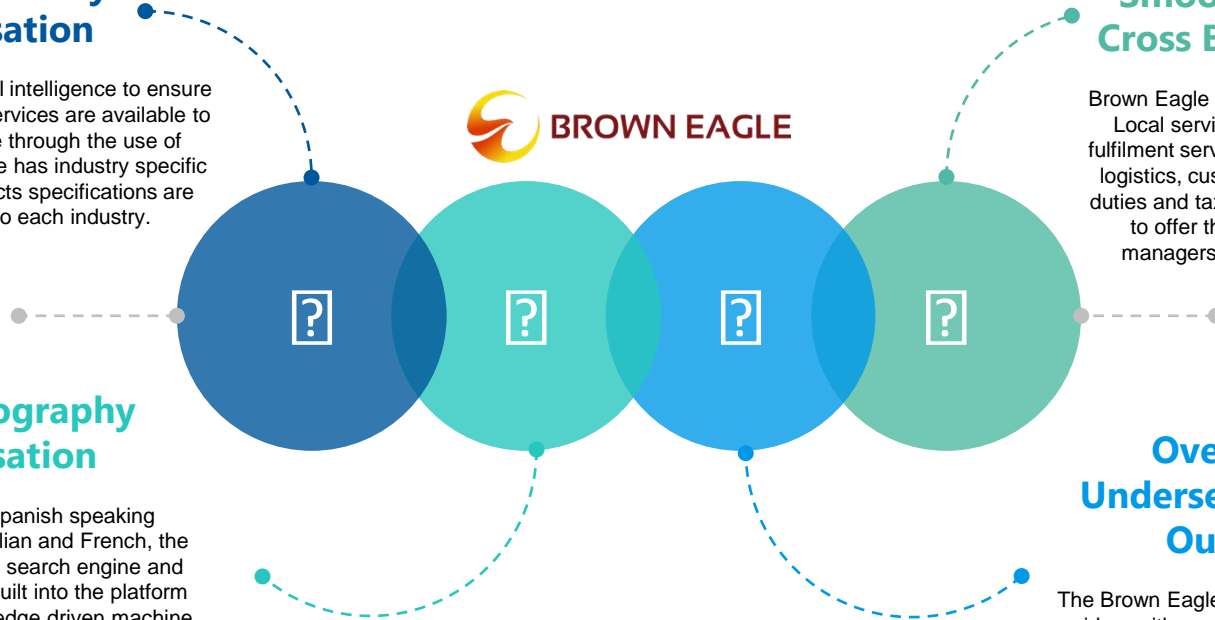


Lack of Geography Customisation

Initially launching on Spanish speaking communities, and then Italian and French, the multi-lingual Brown Eagle search engine and the practical intelligence built into the platform are driven thru new knowledge driven machine learning technology and NLP. Brown Eagle strives to partner buyers with local sellers to improve local economy.

Overpriced and Underserved Fulfilment Outside Cities

The Brown Eagle platform matches local service providers with service requests from buyers in each locality served to reduce costs, reach underserved territories to the benefit of local communities and customers. Transaction fees and membership fees are kept to a minimum.



Geography Customization



The multi-lingual Brown Eagle search engine and the practical intelligence built into the platform are driven thru new knowledge driven machine learning technology and NLP.

Brown Eagle strives to partner buyers with local sellers to improve local economy.

Human Networking



We swiftly responded by creating valuable partnerships with local service providers across many local communities worldwide.

Our smart technology not only helps us communicate with them, but helps your orders seamlessly cross borders without massive delays due to confusion.

Benefit of Membership



Low Transaction, Delivery and Membership Costs

The Brown Eagle platform matches local service providers with service requests from buyers in each locality served to reduce costs, reach underserved territories to the benefit of local communities and customers.

Transaction fees and membership fees are kept to a minimum



Smooth and Seamless Cross Border Experience

Brown Eagle focuses on the customer journey. Local service providers provide additional fulfillment services such as packaging, storage, logistics, customs clearance and payment of duties and taxes even if the seller is not willing to offer these services.



Industry Customization

Brown Eagle ensure that the right products and services are available to be sold at the lowest price through the use of advance search. The website has industry specific sections and ensure products specifications are deep and are tailored to each industry.



Offer Advance Artificial Intelligence, ML and NLP

With the use of AI and ML, we help you to compare products in-real time, enabling you to find unbelievably fair prices for insanely good quality with product recommendations based on past purchases, interactive chatbots, image recognition, virtual reality (VR)

DHL EXPRESS FULLFILLMENT for fast Global Shipments with lower fees

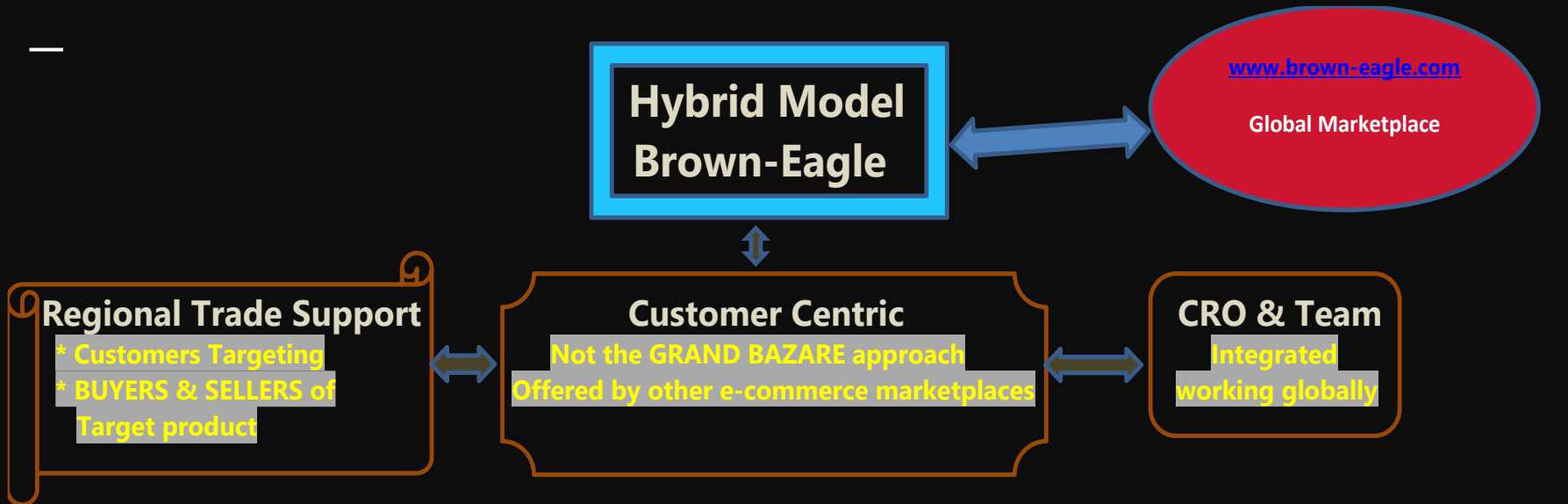


STRIPE PAYMENT GATEWAY for our Global Payment with ease to use & low transaction fee

It works with multi-currency FEATURES for global trade



Our platform will be ready to demo by request



BE Marketplace becomes a tool for our customers businesses to conduct cross border transactions as opposed to a shopping center

Verified Sellers & verified Buyers – Efficient & Reliable exchange of Information

BE Algorithms based on ratings:

***Customers checked, feedback & reviews**

***Expert advice & reviews not based on highest paying advertisers**

Lower Prices for Higher Quality with Fast Delivery

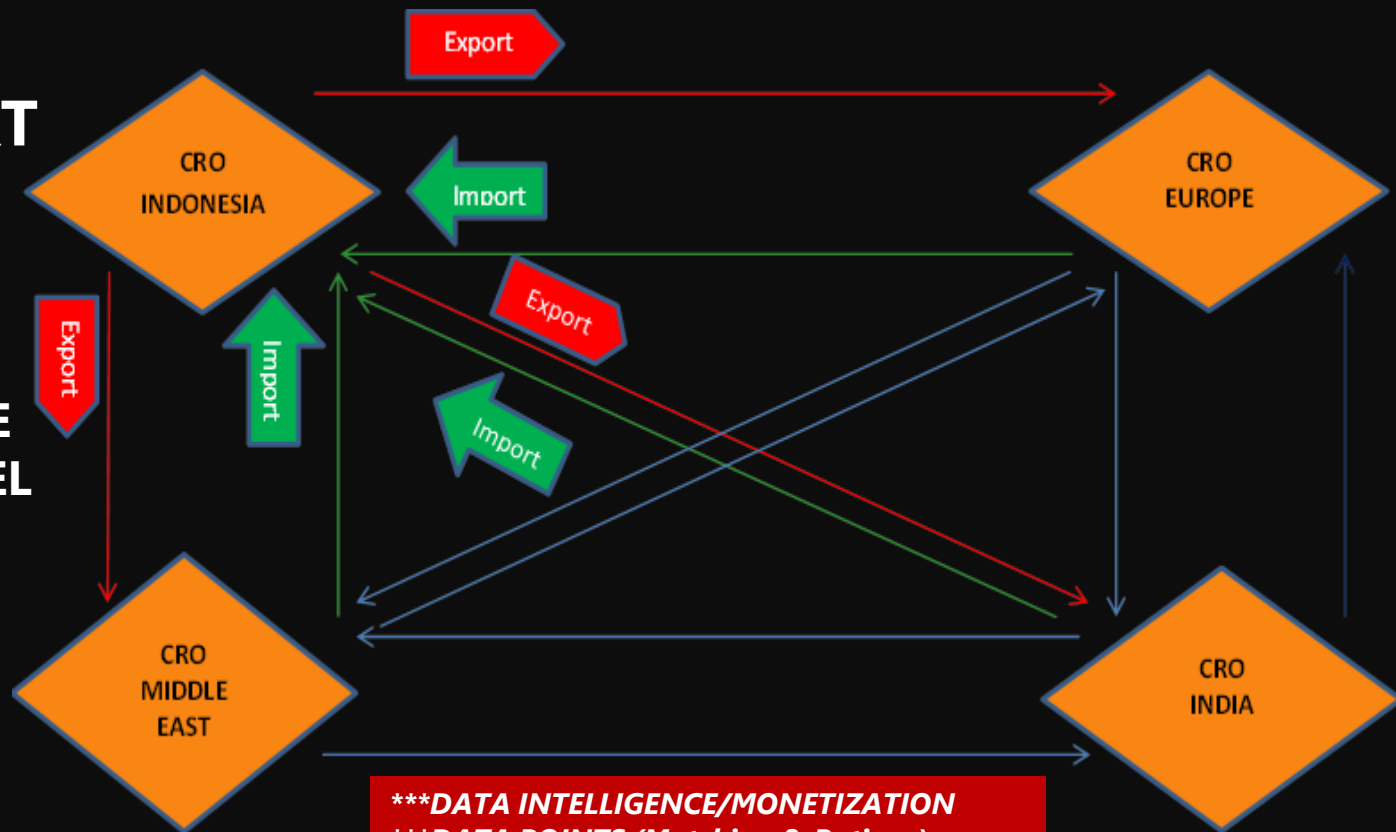
based on

Intelligent matching mechanism & independent ratings

FINAL GOAL

BACK OFFICE TRADE SUPPORT

BROWN EAGLE HYBRID-MODEL



***DATA INTELLIGENCE/MONETIZATION
***DATA POINTS (Matching & Ratings)
***TARGET SEARCHING PRODUCT EXIM

Artificial Intelligence

Use of AI in the Brown Eagle Marketplace

Machine Learning

- Predictive Analysis
- Real Time Product Targeting
- Real Time Pricing & Incentive
- Customer Segmentation

Natural Language Processing

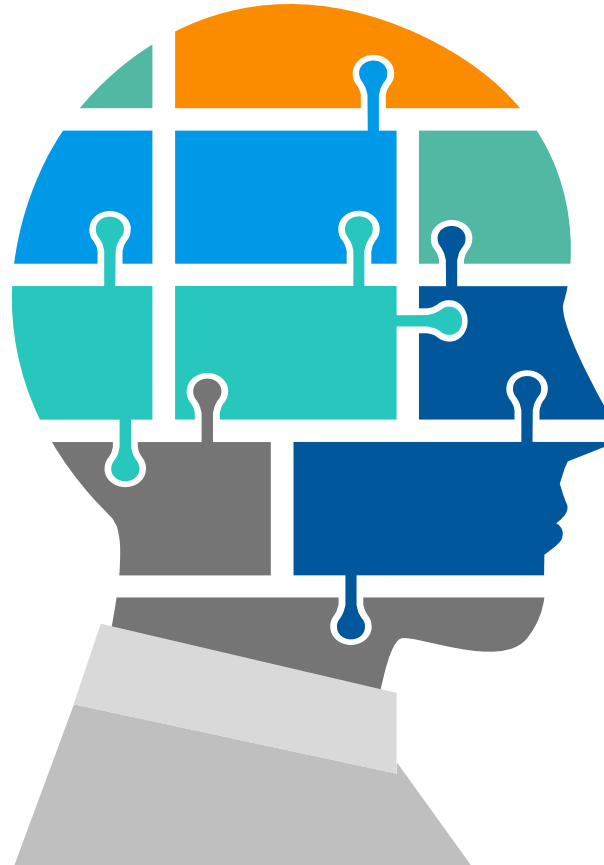
- Natural Language Search
- Translation
- Classification & Clustering
- Information Extraction

Conversational Commerce

- Speech to Text
- Chatbots
- Speech to Speech
- Support

Vision

- Image Recognition
- Virtual Reality
- Augmented Reality
- Sizing & Styling



Machine Learning Technology

A Data Driven Play Behind the Brown Eagle Marketplace

01 Reduce Excess Stock with Dynamic Pricing.

Model will adjust price based on customer response to offers and stock levels.

01

Product Recommendations Based on Past Purchases. Collaborative filtering model based on past purchases that “customer liked”.

03

02

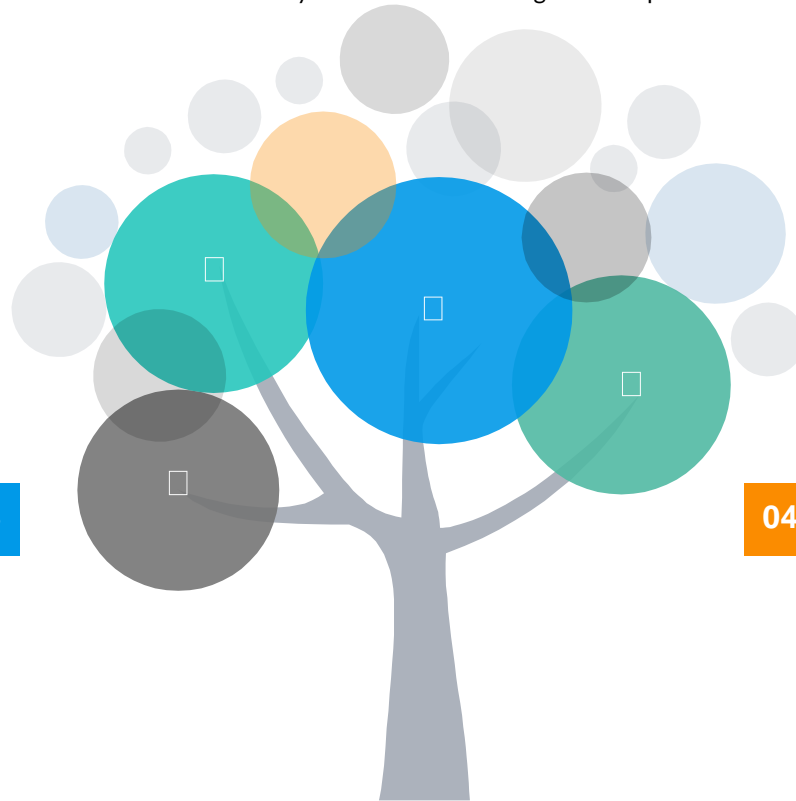
02 Customer Segmentation and Cross-Sell.

A learning model identifying frequently purchased item sets and associated rules from transactional data.

04

04 Demand Forecasting.

Prediction of stock levels, vendor lead time and fulfilment requirements.





BE-Intelligence some features of the AI you will see, but the things that you do not see but feel & realize on your journey on BE marketplace are more important, like the Algorithms working behind the seen to the benefit of customers, See slide 14 & 15 on how our Hybrid Model will set the path for the BE Algorithms over time, that is designed to the benefit of our customers, contrary to what other marketplaces are doing.

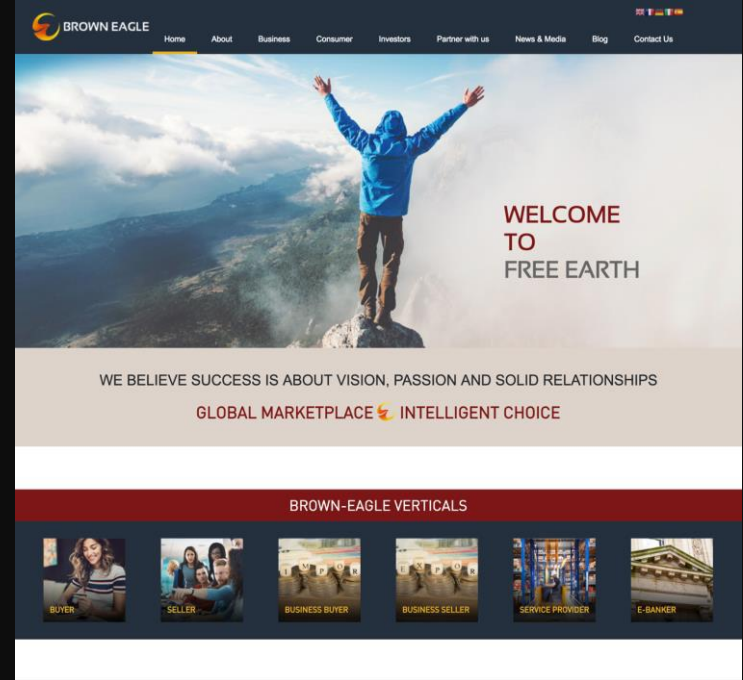
BE-Intelligence offerings will be work in progress at this early phase & for the coming years, we are working on it and targeting 1 year to release first some of these interesting features on our platform.





Product release of the **BE Free World** with streaming media - a social interaction platform for exchange of ideas of people from all over the world that have common interests in Business, Music, Art, Movies, Local Culture and Environment with a focus on local independent creators of ideas & products, artists, musicians, environmental activists where authenticity & diversity is complemented, change to a better world is embraced and a moral compass is encouraged.

BE Free World will be work in progress at this early phase & for the coming years, we are working on it and targeting 1 year to release first some of these interesting features on our platform.



Brown Eagle B.V.

De Zaale 11

TUE campus

5612 AJ Eindhoven

The Netherlands

PH: +31 40 266 8506

Email: info@brown-eagle.com

www.brown-eagle.com

