

GOALS

2024 (FIRST PHASE)

- Launch the online platform in England and Spain.
- 100,000 Active Providers in England.
- 72,000 Active Providers in Spain.
- 600,000 monthly visits in each country.



2025 (SECOND PHASE)

- Opening in France, Germany, Italy, and Portugal.
- 175,000 Active Providers in Spain.
- 240,000 Active Providers in England.
- 485,000 Active Providers with the new openings this year.
- Establishment of a new European headquarters.
- Activation of the International Provider Training Department.
- 9 million monthly visits.



2026 (THIRD PHASE)

- Opening in Australia, Canada, and the United States.
- 1.6 million Active Providers in Europe.
- Reduction of fixed costs.
- Consolidation of the corporation.
- Creation of the international department for new investments.
- Achieve a turnover exceeding €360 million by the end of 2026

2027 (FOURTH PHASE)

- **Opening of the new Asian sales channel:** Hong Kong, Shanghai, Beijing, Seoul, Tokyo, Shenzhen, Guangzhou, and Singapore.
- **Opening of the new sales channel in South and Central America:** Panama City, Santiago de Chile, Buenos Aires, Sao Paulo, and Bogota

STRATEGIES FOR THE IMPLEMENTATION OF THE ONLINE PLATFORM

PRODUCT STRATEGY

Decisions regarding the product are of great importance as they create the means to satisfy market needs. These decisions should be maintained in the long term and include the design and implementation of relevant policies.

Our business will offer the same services mentioned earlier, although we will carefully select the best professionals for each of them.

According to the latest market trends, we can focus on the service that has the most impact on our consumers and approach that sector from all angles.

PRICING STRATEGY

Based on our-win win policy and market research, always seeking the optimal positioning for the company, we have decided to start with the lowest price in the market.

We will charge a monthly fee of \$19.95 to each provider, including taxes, and we may slightly increase this amount depending on the number of services, provinces, and countries covered.

This pricing strategy will be the same Europe across, and we will maintain the same Unlimited Guarantee for each service provided.

We will accept payment methods such as PayPal, as well as any credit or debit card: Visa, Visa Electron, Mastercard, Maestro, Euro6000, Servired, American Express, and Diners Club. Additionally, we have our own crypto community with XSV and can accept payments in any other cryptocurrency. We also have an excellent project that allows us to raise funds and position ourselves in both the traditional and blockchain worlds.



PROMOTION STRATEGY

We must pay special to attention this phase as it is crucial for the Portal to become known, identifiable in the market, and capable of generating high consumer demand.

For the end customers, as the product is free, we will focus on promoting it through social media and search engine optimization. Regarding the providers, our actions to attract them and make ourselves known in the market will be carried out through a combined strategy of attraction and promotion. We will assist our providers while simultaneously attracting and motivating customers our by offering various types of discounts during the opening and initial stages of the website portal.

WILL CONSIST;

- Free subscription the for first 3 months for suppliers.
- Discount for all our customers on the final price of their invoice, provided they register on the portal and download the mobile application. It can be a fixed amount in cash or a percentage that we will negotiate directly with our suppliers.
- Indefinite Service Guarantee.
- Workshops and conferences for suppliers (Phase 2 of the Project).

COMMUNICATION STRATEGY

As part of the marketing strategy, we define the tone, language, image to convey, web design, architecture, SEO positioning, social media, and other factors that will define the essence and future success of EasyService and EasyService (XSV).

All elements must be perfectly aligned, follow a consistent path in all aspects, and firmly represent the personality of our online business. We will not spare any expenses in this area because if we an have inadequate design or poor communication, all our efforts will be in vain.

This is where inbound marketing comes into play, and we will strive to implement a successful content marketing strategy.

ACTION PLAN

2024 (FIRST PHASE)

01. LAUNCH OF THE ONLINE PLATFORM

▪ ENGLAND

2024 MARCH

- Supplier Recruitment
 - Start Advertising of Campaign

2024 MAY

- Platform Launch

▪ SPAIN

2024 JULY

- Start Advertising of Campaign
 - Supplier Recruitment

2024 SEPTEMBER

- Platform Launch

02. 100.000 ACTIVE SUPPLIERS IN ENGLAND.

03. 72.000 ACTIVE SUPPLIERS IN SPAIN.

IMPORTANT FACT

In Spain alone, there are over ,150.000 registered lawyers who practice profession their continuously.



ACTION PLAN

2025 (SECOND PHASE)

01. OPENINGS IN FRANCE, GERMANY, ITALY, AND PORTUGAL.

2025 MARCH

- **FRANCE**
Platform Launch

2025 JUNE

- **GERMANY**
Platform Launch

2025 SEPTEMBER

- **ITALY**
Platform Launch

2025 NOVEMBER

- **PORTUGAL**
Platform Launch

02. 240,000 ACTIVE SUPPLIERS IN ENGLAND

- Increase advertising investment by 22%.
- Continue with the acquisition process and strengthen it with the training and loyalty department.

03. 175,000 ACTIVE SUPPLIERS IN SPAIN

Taking into account that the objective for this year is 25% lower than the previous one, we will focus on the growth of the other countries and start building more productive relationships with our suppliers and customers in England and Spain.

04. 485,000 ACTIVE SUPPLIERS BETWEEN OPENINGS THIS YEAR.

- Implement the same winning strategy of segmentation, attack and implementation used for England and Spain in these 4 countries.
- Evaluate each campaign by region and country and implement the appropriate improvements to continue with the expected growth.
- 15 days after each opening / 3 days of evaluation / Implementation. Repeat until the Expected Results are achieved..

05. NEW EUROPEAN HEADQUARTERS

2025 JULY

Opening of the new EasyService headquarters in Europe, which will serve as support to the central office or become the main headquarters, depending on the conditions at that time. It will be a great support to the company, both geographically, logistically, economically, and legally.

06. EXPANSION OF THE CENTRAL HEADQUARTERS

This expansion will involve hiring additional personnel and will serve as reinforcement for each department as needed.

07. INTERNATIONAL SUPPLIER TRAINING DEPARTMENT.

- The department attached to the new European headquarters will be of great help in acquiring and retaining new clients and suppliers.
- We will improve response times and service delivery, adapting each sector to our quality standards.

08. 9 MILLION MONTHLY VISITS.

We will allocate 25% of the company's net profit to the Communication strategy (Page 15), with which we aim to far exceed this objective.

ACTION PLAN

2026 (THIRD PHASE)

01. OPENINGS IN AUSTRALIA, CANADA, AND THE UNITED STATES.

2026 JANUARY

- **CANADA**
Platform Launch

2026 MARCH

- **AUSTRALIA**
Platform Launch

2026 SEPTEMBER

- **UNITED STATES**
Platform Launch

02. 1.6 MILLION ACTIVE SUPPLIERS IN EUROPE

We have an excellent and sophisticated customer acquisition and retention plan, making this objective quite reasonable and easy to achieve. The plan considers that more than 97% of the budget will be allocated to the 6 countries previously opened.

According to the market study, the distribution would be as follows: England 310,000, Spain 275,000, France 250,000, Germany 250,000, Italy 250,000, and Portugal 220,000. The remaining budget will be used to exceed the objective and further strengthen our customers' cognitive stage with the corporation..

03. REDUCTION OF FIXED COSTS

2026 OCTOBER / 2027 MARCH

With the exponential growth of the corporation, the hiring of personnel worldwide, and the infrastructure we have, it will be necessary to implement a Cost Saving and Optimization Plan.

04. CONSOLIDATION OF THE CORPORATION

We will begin this consolidation process towards the end of the year, and the necessary actions will be carried out over the next 3 years. The idea is to allocate between 7% and 9% of the net profits to improve the human aspect of the corporation.

Internally, this will involve supporting and training our employees, and externally, it will involve engaging in humanitarian work and establishing our own centers to provide personal and professional assistance.



05. CREATION OF THE INTERNATIONAL NEW INVESTMENTS DEPARTMENT

Given that this phase of the project focuses on corporate expansion beyond our European borders, this department will be responsible for managing the project as well as seeking new investment opportunities worldwide..

06. TO CLOSE 2026 WITH A MONTHLY REVENUE EXCEEDING \$32 MILLION.

By achieving the second objective of this year, this goal would automatically become a reality, leading us to generate revenue of nearly \$400 million in 2026, our third year of operation.

2027 (FOURTH PHASE)

01. OPENING OF THE NEW ASIAN SALES CHANNEL

Hong Kong, Shanghai, Beijing, Seoul, Tokyo, Shenzhen, Guangzhou, and Singapore.

02. OPENING OF THE NEW SALES CHANNEL IN SOUTH AND CENTRAL AMERICA

Panama City, Santiago de Chile, Buenos Aires, Sao Paulo, and Bogota.