Safisoft
Softver Innovations

www.safisoft.hu

Software Financing and Development

A professional team, four remarkable, active projects and uncountable genius idea

The birth of SafiSoft was a self-evident, almost natural consequence of the activity of Safis EVO Inc. Our investment company is developing, supporting, and preparing projects for market entry with the help of capital secured by Hungarian private persons upon ideas capable for world success. Actually, SafiSoft software developing undertaking was born upon the numerous IT ideas flowing to us, upon the four projects just realizing, and finally having an outstanding developing- and expert team, even before its official establishment.

To reach out for, realize and market of software -, and application ideas suitable for world success

The goal of Safisoft is beyond the current four active projects, to reach out, realize, and market software- and application ideas appropriate for world success. To reach this goal it leads in gap filling solutions on well-functioning and big markets by assorting the inflow ideas, and appropriately modifying, adapting them.

Guiding the assortment and adaptation are given by knowing the real market environment, the actual demands, surveying the possible alternative solutions and by the viewpoints of marketing and economy.

# Perfect YOU

Self "Branding" application
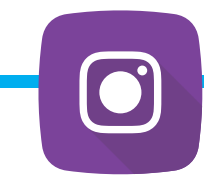
The most popular and until today the most rapidly developing area is to present ourselves in social media and generally on the web. Evolving the ME-Brand is a concept that is a clue question consciously or even unintentionally since the first mobile device ever been used, and since the first adventure in social media.

There is nobody who -if he could do it easily-, wouldn't want to have a better picture of himself than having evolved "just by itself" without caring about. Who doesn't want to look better on a photo, who hasn't envied the magazine model-level photos made of his friend, who hasn't regretted his tasteless comments, those if sent once cannot be withdrawn any more, who wouldn't wish to be known on the web as a character, an opinion leader, a somebody?

Our "PerfectYou" application brings this dream into tangible proximity. The phone application helps us represent our best in the perhaps most important area, by such a witty solution that hasn't been appeared so far on world market.
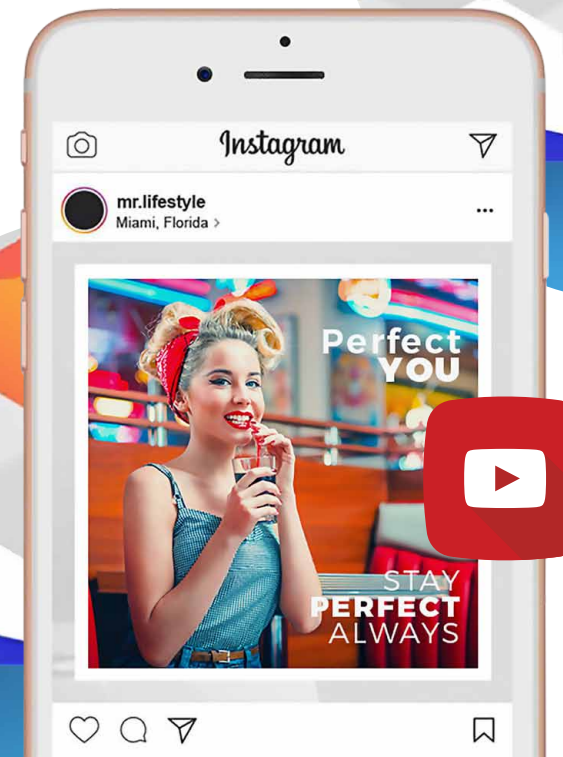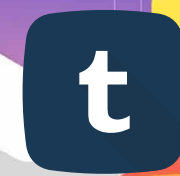
CorpTRADE

Stock exchange platform

Perhaps the biggest mess and sure the biggest turnover and profit is promised by our project setting up a closed commercial platform, which is to be sold basically in three endless abundances, but focusing on a product not having marketed at all in such form so far. Because of secrecy reasons we have no possibility to name the products here in this issue.

Alone to name the products in their stock exchange platform context carry a huge business possibility in itself. The essence of the conception is to expand the application of a Safis EVO

Inc. platform, serving for its own purpose, to two such products that are being sold on world class in many ten billion dollars' value within utmost limited circumstances. To bring those to a stock exchange platform, generates a billion dollars business in itself.

The legal preparation of the project is in progress.

HelpUS

Marketing and Sales Automatization

SafiSoft professional team disposes over a 20 years offline and online sales-, respectively an online-marketing-, as well as with a concrete marketing and selling automatization development experience. Possessing this preparedness we wish to fill in such a gap in field of marketing, selling, supporting automats respectively half-automats that so far, according to our confidence, no software succeeded in. (A similar example to this is Prezi)

Phone application – sales supporting

The purpose of the application is to facilitate significantly the work of businessmen who use traditional, basically offline means, respectively to complete it by automatic systems. Safis EVO inc. supporting its own sales team by the beta version of the software, is aiming to achieve efficiency growth of 50%, which means that the results can be increased even by 100%. This application is targeting directly the agents working on the frontline, those who are the most sensible for the real utility of a system. We know exactly what they need, and are even exactly able to grant this for them.
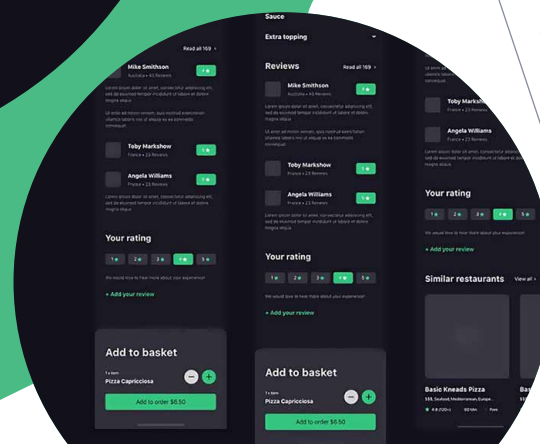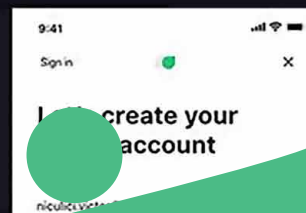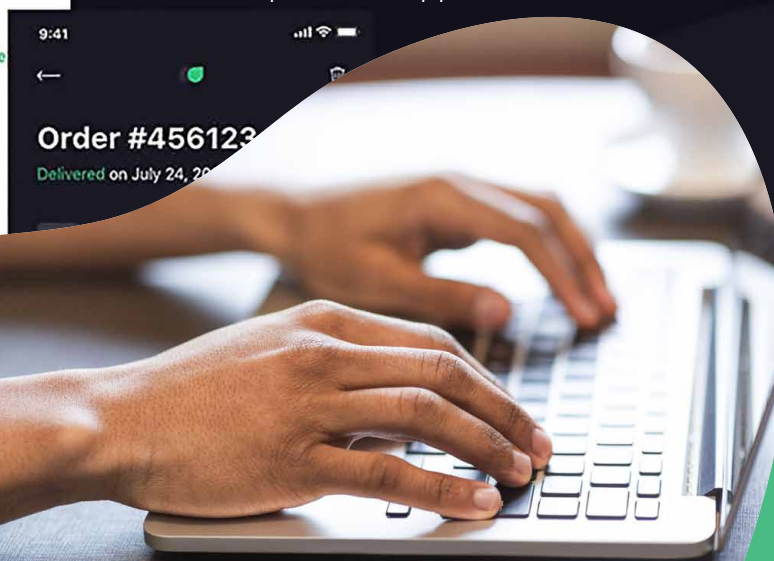
Market size

Though the proportion of the firms and experts dealing with sales, changes in each country, but we can pronounce that a significant part of the employees, nearly 10%, is employed directly or indirectly in sales.

SafisCART - Automatic web-warehouse

Automatic Sales, marketing and online-shop system supported by ultra-efficient eCommers systems

In this development five main factors have got a role:

A) In Web shop Integrated marketing automatization

There's all over the world a growing demand on applying outstanding efficient sales surfaces to be able to use also in "traditional" web warehouses, applying selling funnels, indispensability of automatic candidate, client-bringing, and caregivers systems, necessity of personalization and automatic interactions based on qualification, activity, real time action, these opened a door on an embarrassing opportunity for our team.

B) Logistics accelerated by Automatization

There's a great opportunity in diminishing the service time for the unique order, reducing the failure rate in servicing, and in demand for decreasing human labor. The system elaborated by us, is functioning instead of total 10-15 minutes package lead time, only with 4-5 minutes, it's 90% automatizated so it claims smaller manpower, and is almost error-free. (steps of package transit time: order giving, invoicing, fixing in the transport system, picking up the product, packing, packet control, package closure, preparing for delivery, labeling, handing over for delivery, receipt the purchase price)

C) integrated treatment of the shop network

The system is able to treat traditional or even franchise shop networks on inland -, or even at international level with their whole storage stock, stock moving, and registering all these.

### D) Minimal change-over time

Unlocking the holding back fear of change-over challenges from one web shop to the other created an outstanding opportunity for us.

That is, the web shop system elaborated by us, centralized on sales, marketing and efficiency, is for realizing the following targets:

- full marketing automatization embedded in web shop sales
- very efficient order and package handling
- easy migration

E) Support and development team

In favor of effective commissioning, functioning, commissioning according to unique demand, our development team is available continuously for our clients.
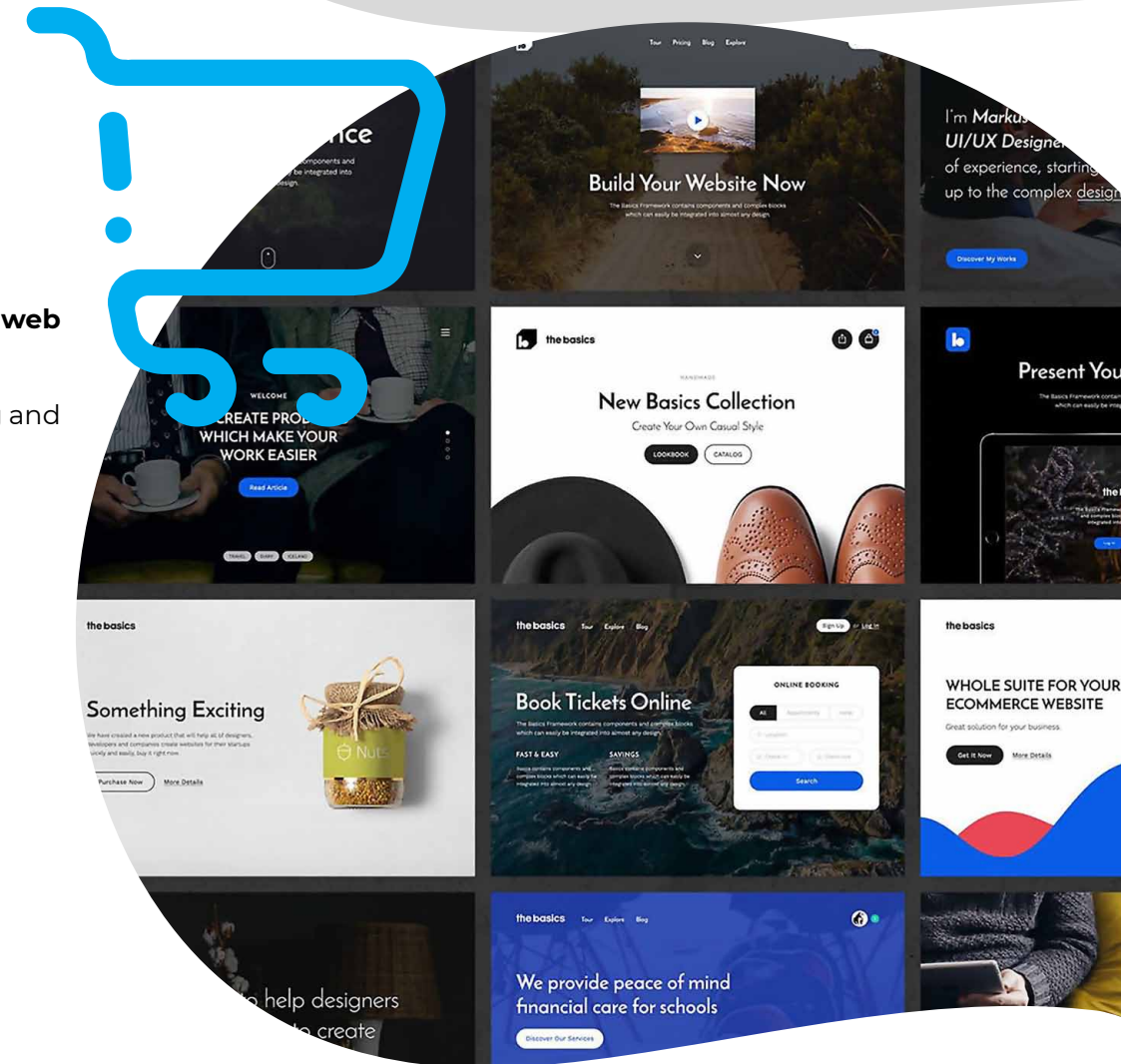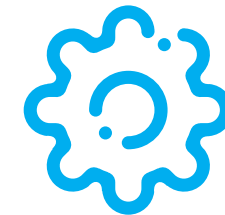
Safis

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SafiSoft ProjektMÁTRIX:
To keep more iron in the fire

The management of SafiSoft committed itself to represent continuously more and more kinds of projects. We distinguish three big categories:

1. Solutions that satisfy gap demands existing on well-established markets

These are projects to be found with serious searching, of moderate size, but relatively can be calculated to bring a good money. These projects are not based on random chance, but on conscious problem-solver planning, development and then on the marketing that brings the solution on market.

2. Genial innovations

Projects to be expected a huge success or simple downfall. Here, it's about realizing such creative, pioneer even revolutionary ideas in connection with that nobody has concrete market experience since we create something that HASN'T BEEN EXISTING so far.

3. Additional services planned for the area of the big players

If one of such really "hits", we can calculate with a big success and acquisitions

Yield and Return

Our purpose is to launch within 3 years at least 5 significant software on world market, of those at least one achieving a world success, and having a user base over 1 million persons.

Our purpose is within 5 years to have SafiSoft outgrow itself to one of the world's outstanding software-ideas supporting -, and realizing company.
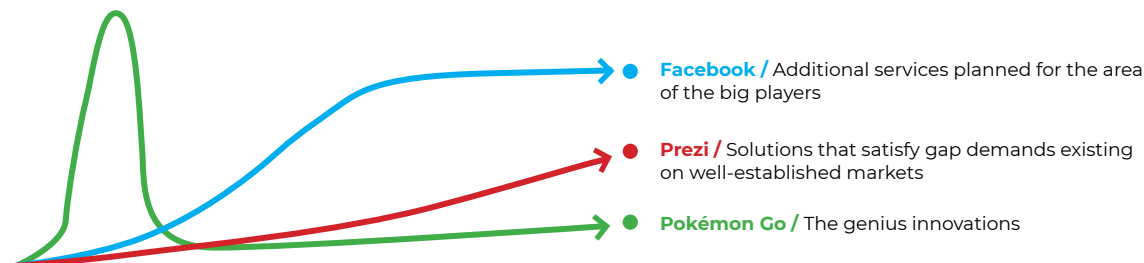
What does this mean in numbers?

If only one software becomes successful and altogether 20% of a user's market of 10 million (regarded low on world's level) customers turns to be paying clients, then the yearly turnover is 60 EUR/person, i.e. 2 million times 60 EUR= 120 million EUR, that corresponds to 38 billion HUF turnover. In case of SafiSoft 70% of this amount can be payed as dividend, that is 26 billion HUF dividend/year.

That means that an investment of 200.000 HUF brings yearly 2,6 million HUF, and an investment of 1 million HUF yields yearly 13 million HUF.

There's no production capacity limit for the rapid spreading of software. In case the market discovers it and a given application starts its conquering route, then it's even an overwhelming spread possible.

Different growing and profit conceptions

Certain softwares can be set to slower but steady growth path, and instead of sudden, big, they bring a lower but smooth, certain revenue to the company kitchen. Launching more software on market brings a good chance of parallel running for both type of successes, thus giving a stability for the company and investors.

Facebook / Additional services planned for the area of the big players

Prezi / Solutions that satisfy gap demands existing on well-established markets

Pokémon Go / The genius innovations

The recent calculations, charts, and graphs don't contain the eventual sale of certain softwares for an acquisition company.

Yield calculation charts:

Starting from payed out dividend of initial company value of 2 billion HUF, and by 50% dividend distribution.

Invested amount/ company value growth	2x	10x	25x	100x	1000x
200	20e	100e	250e	1M	10M
500	50e	250e	625e	2.5M	25M
2.5 M	250	1.25M	3.125M	12.5M	125M
5 M	500	2.5M	6.25M	25M	250M

Ownership value from initial 2 billion HUF company value

Invested amount/ company value growth	2x	10x	25x	100x	1000x
200	400	2M	5M	20M	200M
500	1M	5M	12.5M	50M	500M
2.5 M	5M	25M	50M	250M	2.5 MM
5 M	10M	50M	100M	500M	5 MM