

Proposed Plus CLUB International, Incorporated (+ CLUB)
("Your Personal Shopping Companion")
www.plusclub.shop

via

JCAMBAX, LLC, dba and the Communication Entity for the Proposed + CLUB
Online / Offline Integrated Concepts

(Serving Consumers / Member Users, Retailers / Manufacturers and Banks / Associations)

HYBRID + CLUB ELEVATOR PITCH / EXECUTIVE SUMMARY

NOTE: In reviewing this comprehensive VENTURE PRESENTATION DECK INTERNET WEBSITE please take advantage of "CLICKING" on the "VIEW MORE" buttons to garner additional detailed information about this truly one of a kind offering.

A. The name of the proposed patented / patent-pending, New York based, Delaware C-Corporation venture is Plus CLUB International, Incorporated (+ CLUB). This initiative will be the 1st true discount "Shopping" (exclusively) Social Network (+ CLUB *Connect*), Omni-Channel Platform (NOT an individual merchant) being a universal, neutral, global, real-time integrated Internet / mobile / app /in-store offering.

B. It will launch on day-one with an "instant critical mass" (NOT years to acquire – if ever) of 100 million "proven-buyer" user members (The top 20% of buyers purchase 40% of all goods in the U.S.). Importantly, these consumers will be selected by the major credit / debit card-issuing banks and associations from their lists of cardholders in good standing. Financial institutions will receive goodwill for gifting users FREE 3-month memberships, 10% of the annually paid member subscription fees and will experience an expanded use of their payment cards (NOT competing with alternative payment systems as offered or to be offered by Google, Meta (Facebook), Amazon, etc.).

+ CLUB will serve consumers / users, banks / associations and retailers / manufacturers, supported by the best of breed technology service providers, including: Microsoft, Accenture, IBM, HCL Technologies, and Toshiba, supported by Cisco, Oracle, Dell and VMware. Four of these tech companies during R&D participated in + CLUB correspondence, discussions / meetings and commitments. + CLUB will be managed by a strong sectors-relevant executive team along with having a projected Unicorn market-cap of \$50 billion during its 1st operating year (20 million paid members (Conservatively out of the initial 100 million free members) @ \$100 annually, times a social network multiple of 25, based on projected growth.

C. Being a "subscription-based" consumer user / membership concept, + CLUB's platform will allow merchants to market, advertise, sell, track, trace and directly dialogue with consumers for FREE, which means NO listing charges, NO real or fake per "click" charges, NO % of final sale charges, etc., (NOT for the \$100s of billions annually as with Google, Meta (Facebook), Twitter, etc. or the very excessive fulfillment fees, % of final sale charges and listing demands along with the actual merchant-competing aspects of Amazon). Along with enhanced collaborative B2B and B2C will be a first ever C2B AI "LIKES" software options, + CLUB via the participating merchants will provide consumers multiple, loyalty-rewarding "INSTANT" discounts at the point of Sale (POS), (NOT just more typical "accrued" points, miles, coupons or cash-back offerings) - see below.

Additionally, Internet sales will be consummated on each individual merchant's site, allowing for both further offerings at the time of purchase and in-store sales will allow payments by credit / debit /

reward / loyalty / promo / gift cards, coupons, checks, cash and cryptocurrency (Future). + CLUB will be friendly to the evolving Web3 (Wallet authentication and token gate API) – NFTs (Non-fungible tokens for real and virtual goods / assets) and smart speakers via the Alexa app.

Also, via C2B AI, to be developed, consumer members can rate / comment / directly dialogue with merchants along with the ability to request several competing bids from other retailers via a 1st of its kind "LIKES" option on specific products individually / in groups / bulk buying plus forums, formats and videos on the Social Network Platform (NOTE: To get an understanding of the C2B AI offering, click on the second "View More" button under "About Us" on this website).

As aforementioned exclusively for "SHOPPING", (NOT offering any general knowledge, news, politics, hate speech, personal members' communications, non-shopping relative videos, gaming, etc.) – receiving pre-shopping / actual-shopping / post-shopping positive experiences, (NOT available on other media or shopping platforms).

D. Additionally, each sale savings along with the total to-date savings from the individual merchant along with the grand total in savings to-date from all of the member's purchases from all merchants utilizing the + CLUB platform / app being shown on their POS receipts. Purchases will include FREE 2-day U.S. shipping (1-day local) via a proposed Grand-Master + CLUB Contract with the USPS, providing a cost-saving option for merchants to offer same. Each store location can act as a separate fulfillment center / local warehouse – a future requirement for retail brick-and-mortar stores' survival.

E. The + CLUB organization will offer a multi-centric nucleus including: (1) Consumer and Business Member Centric, (2) Retailer and Manufacturer Member Centric, (3) Technology Provider and Employee Centric, (4) Multiple Member Payment Options Centric and (5) Member Order Fulfillment and Shipping Centric (See the attached 21-page + CLUB Story Overview Presentation). In addition to help in accelerating access to retailers and banks via the aforementioned technology service providers, the goals of the Association of National Advertisers (ANA) and the National Retail Federation (NRF) is to make their members aware of member supportive initiatives like + CLUB.