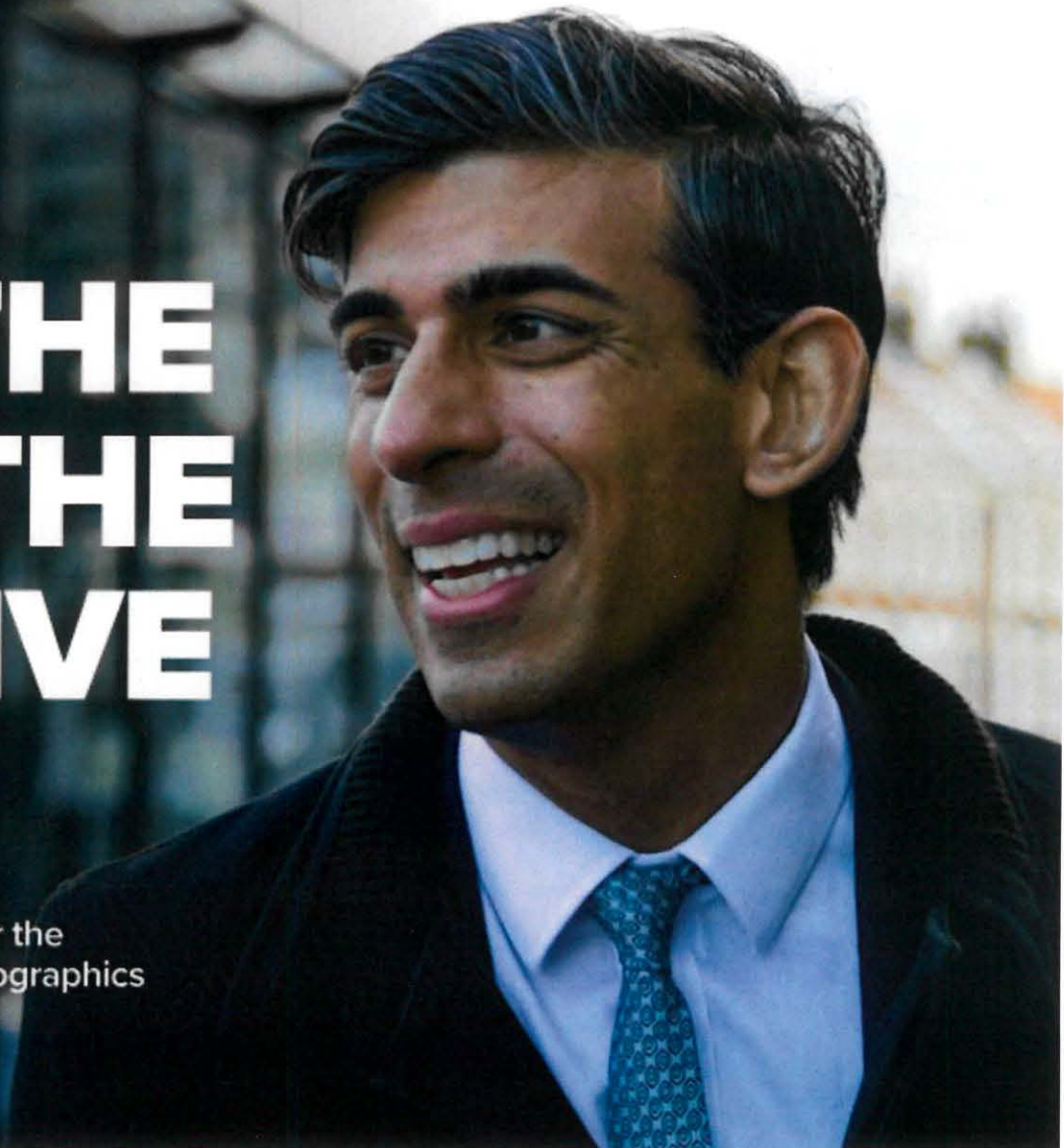


WHAT ARE YOU WAITING FOR?



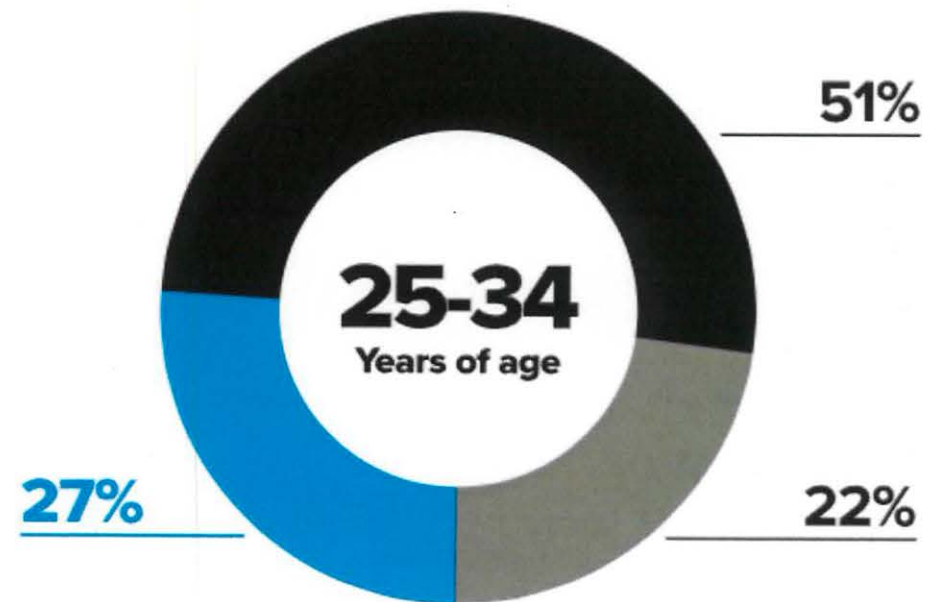
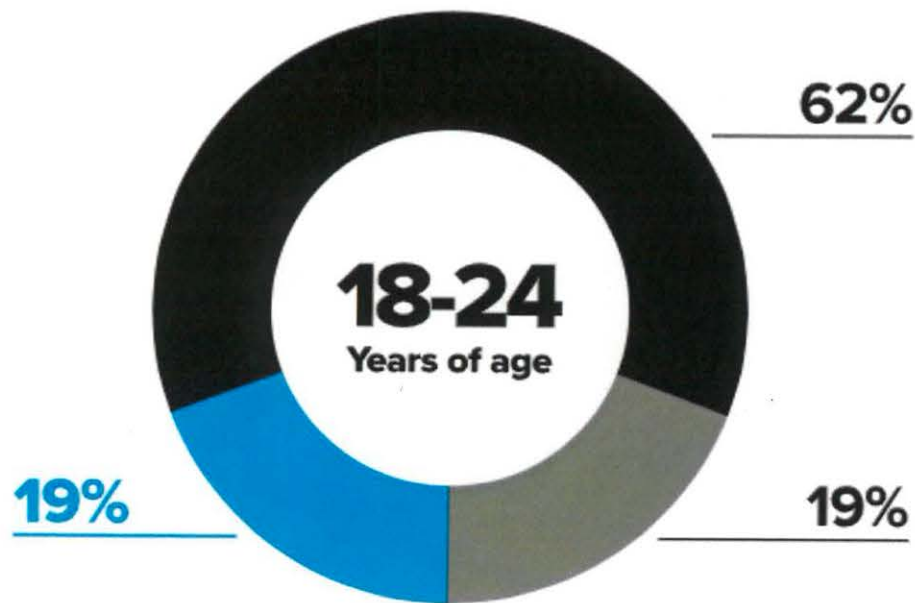
POWERING THE **FUTURE** OF THE CONSERVATIVE PARTY

A gated community loyalty platform and Web3 enabled app for the Conservative Party to increase their relevance in all voter demographics



LOW **MILLENNIAL** SHARE OF THE VOTE DESPITE MAJORITY IN 2019

Share of the vote among the millennial demographic in the 2019 general election:



 Conservatives  Labour  Other

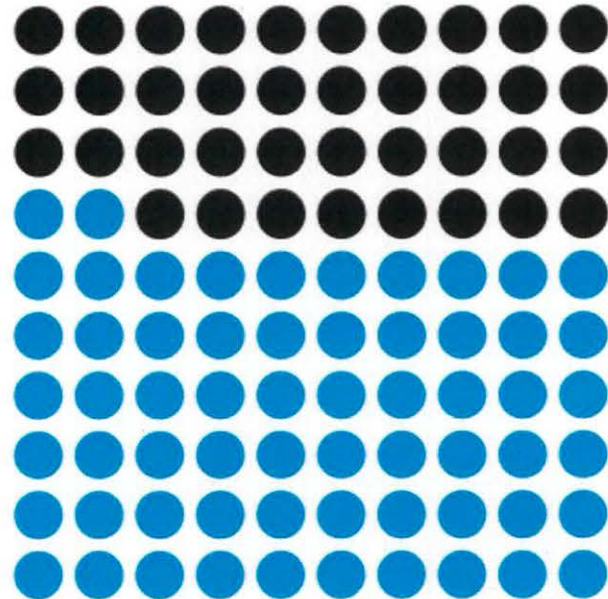
Source: IPSOS (How Britain voted in the 2019 election)

THEY ARE **STILL FAILING** TO CAPTURE MILLENNIALS TODAY

Total Adult Population UK



Total Millennial Population UK

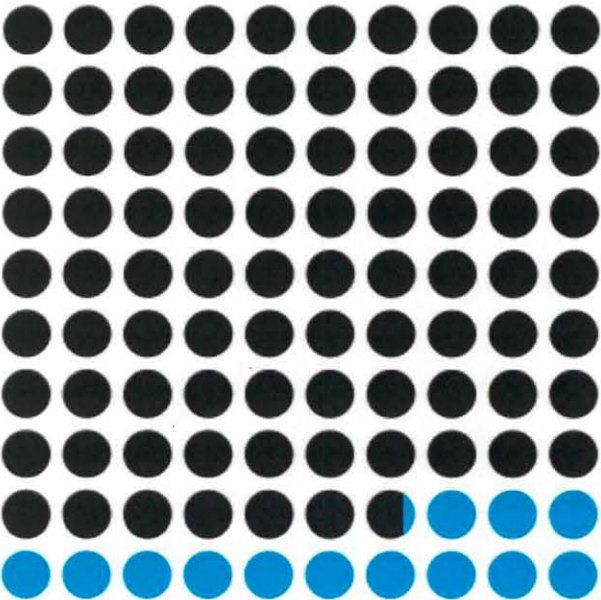


62%

of Millennials believe the Conservatives deserve to lose the next election

POTENTIALLY LOSING 13.2% OF THE VOTE BEFORE THE ELECTION

Total Voting Population UK



13.2%

a potential loss of 8,866,000 votes from a total voting population of 67,000,000

Based on a full turnout of the millennial population in the UK which stands at 14,391,255 as of January 2021 according to the ONS.

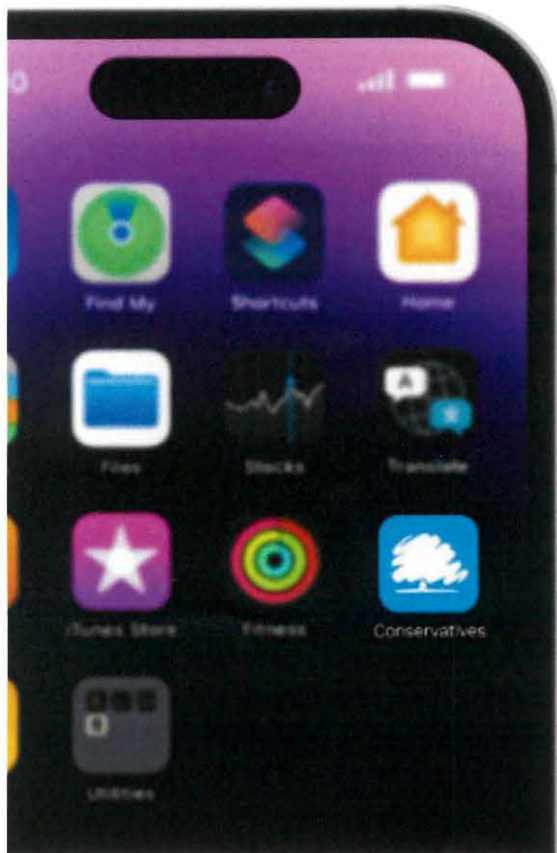
● Millennials who believe the Conservatives deserve to lose the next election

Source: Onward, Focaldata, April 2023

A NEW **DIGITAL** **RAILWAY** CAN START TO WIN BACK SIGNIFICANT SUPPORT

A full technology solution including digital communications, memberships and more, spearheaded by the new flagship Conservatives app

INTRODUCING THE BRAND NEW CONSERVATIVES APP



**A Gated Community
for members of the
Conservative Party to
be rewarded**



**Exclusive offers,
merchandise, party
news, and branded
content, all in one place**



**A direct line of
communication with your
members. Receive feedback
and engage them about party
plans & policy**



**The app will enable brands
to promote new offers and
discounts within the
Conservatives marketplace**



**A QR code will provide
access to in-store discounts
and enable transactions to
be verified**



**Web3 integration will
enable an NFT collectibles
marketplace, in-app wallet,
and ticketing solution**

A DIGITAL RAILWAY INTO THE MINDS OF THE ELECTORATE



Clear & Relevant Communication

Bring clarity and relevance to party communications with laser precision to target specific member groups, all synced across both app & website.



Give the people a voice

Through app & web based surveys and questionnaires, allow your members to have their say on party matters and gain invaluable insights.



Streamline the process

From party donations to voting in the next election, ensure the digital infrastructure enables a simple process for your members.



Let them know you care

Reward your supporters with exclusive discounts and offers on essential goods and services in the fight against the cost of living crisis.



Take them on the journey

Across all digital platforms, keep your supporters informed on the journey to the next election and highlight key victories along the way.

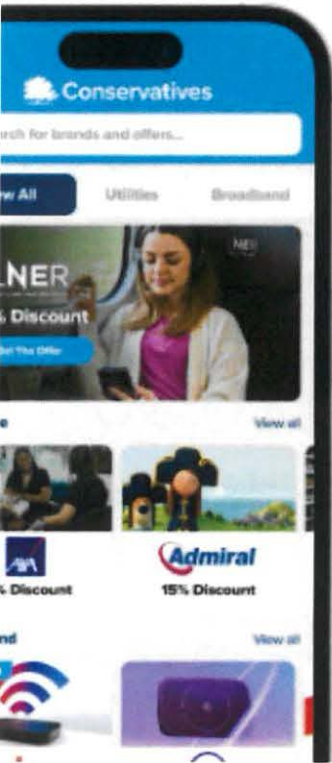


In-app digital ID

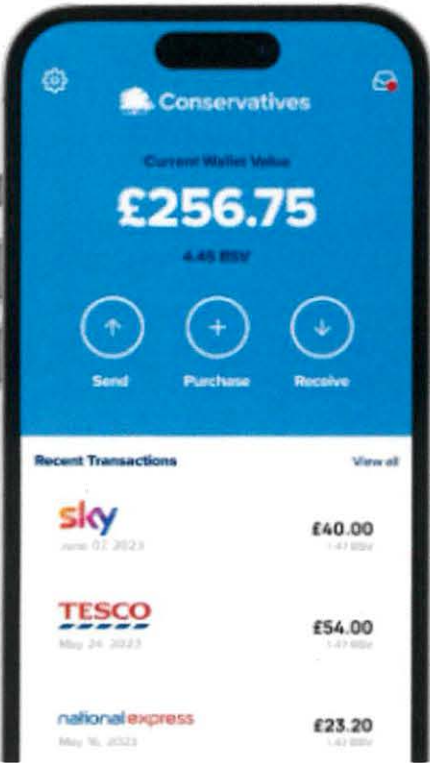
Improve accessibility for everyone with a verified in-app digital voter ID and membership card to remove traditional barriers for entry.

A WEB3 POWERED LOYALTY PLATFORM FOR PARTY MEMBERS

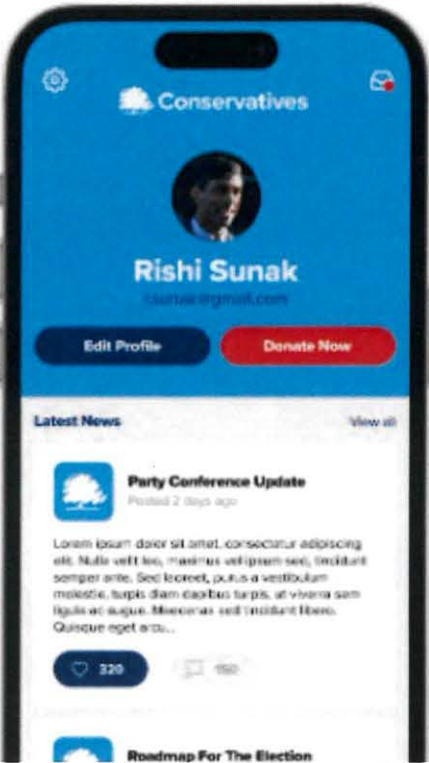
Marketplace



Wallet



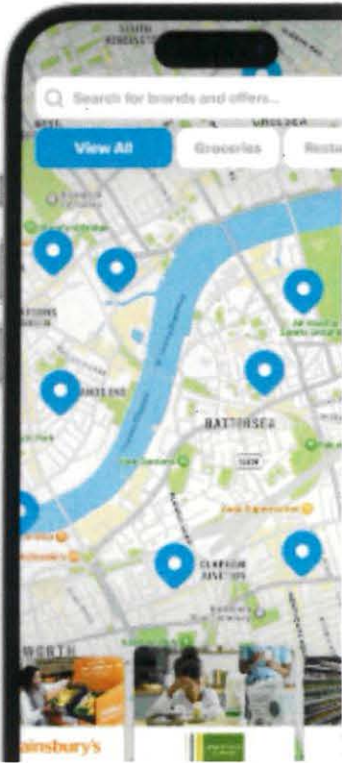
Profile



Voter ID



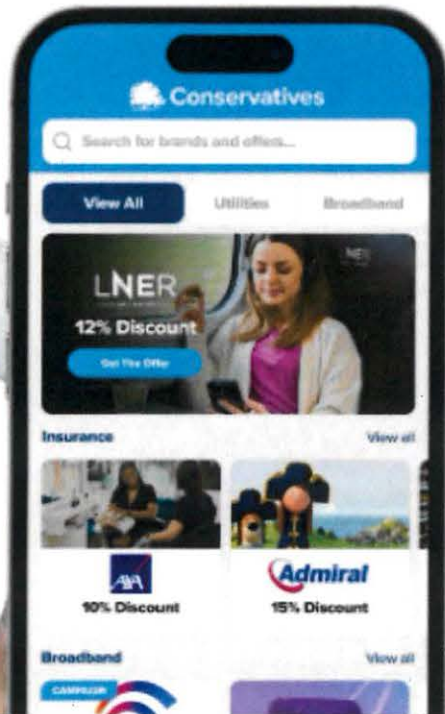
Map



THE ONLINE MARKETPLACE JOURNEY

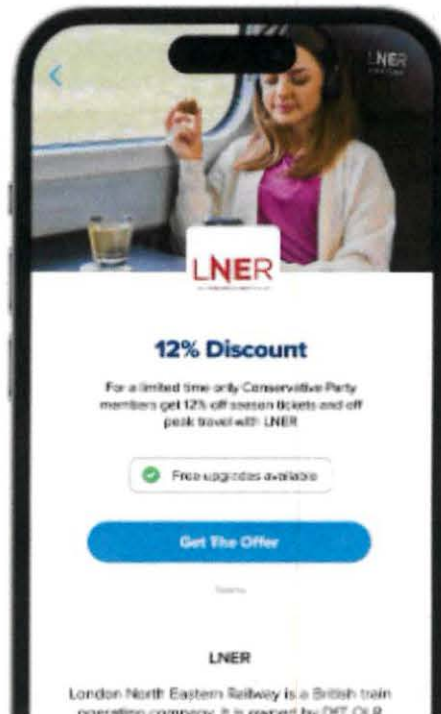
1

Search the marketplace for offers



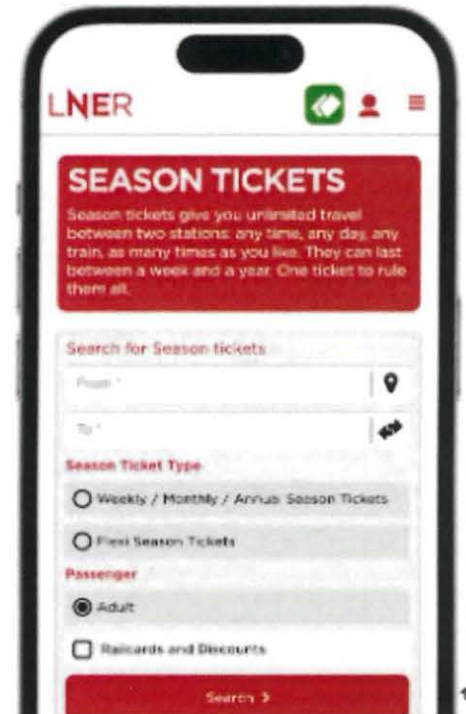
2

Select your chosen offer



3

Redeem your discount on the merchant's website



FIND LOCAL OFFERS NEARBY

The local marketplace enables businesses on the ground to promote their offers to Conservative Party members and drive traffic to their stores

1

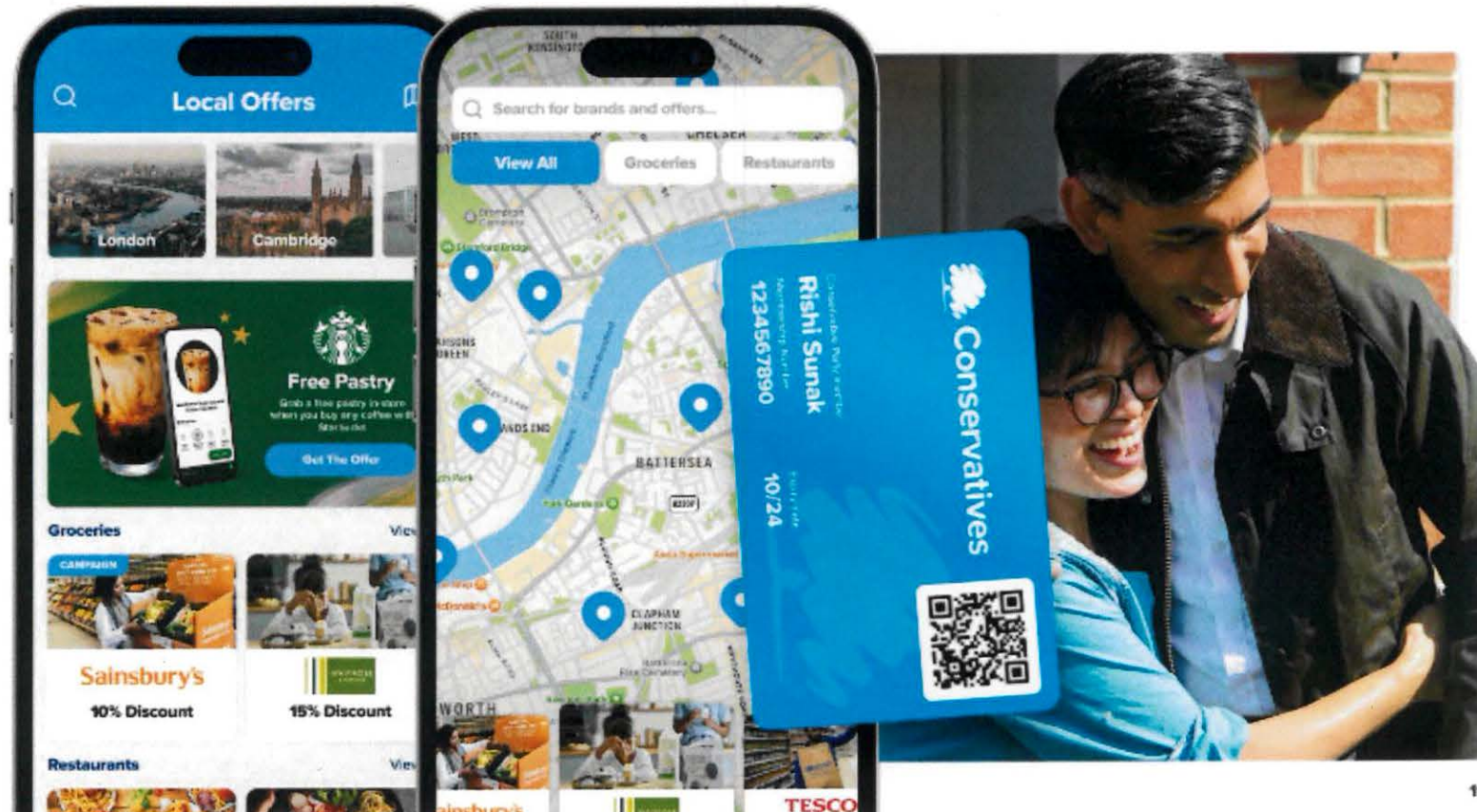
Browse the latest offers within the local marketplace

2

Locate offers in your area via the interactive map

3

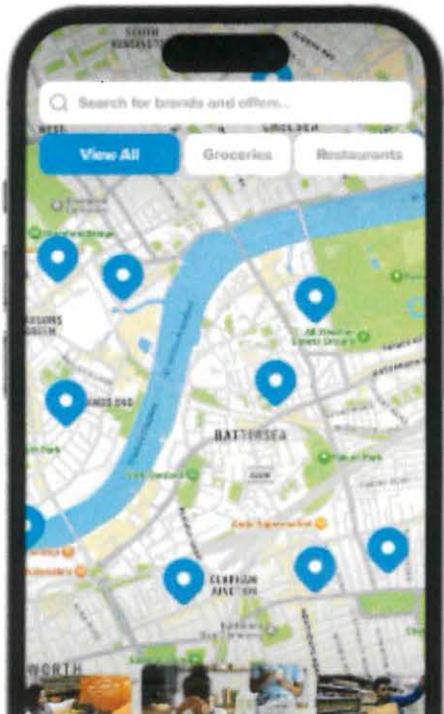
Redeem offers in-store with your Conservatives card



THE LOCAL OFFER JOURNEY

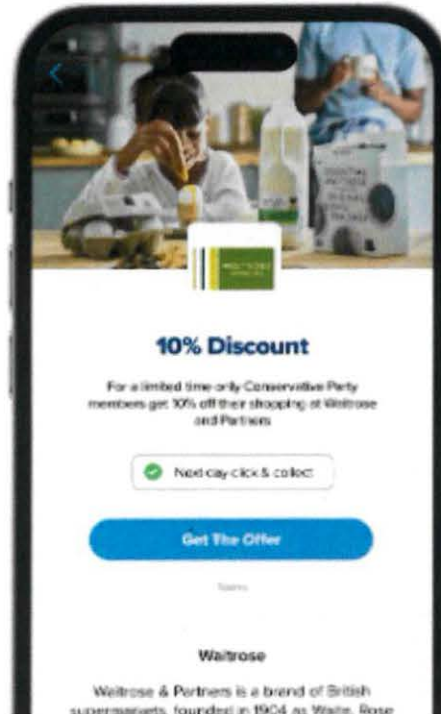
1

Search your local area



2

Select your chosen offer



3

Redeem your offer in-store using your Conservatives card



SIGN-UP LOCAL BUSINESSES TO THE CONSERVATIVES APP

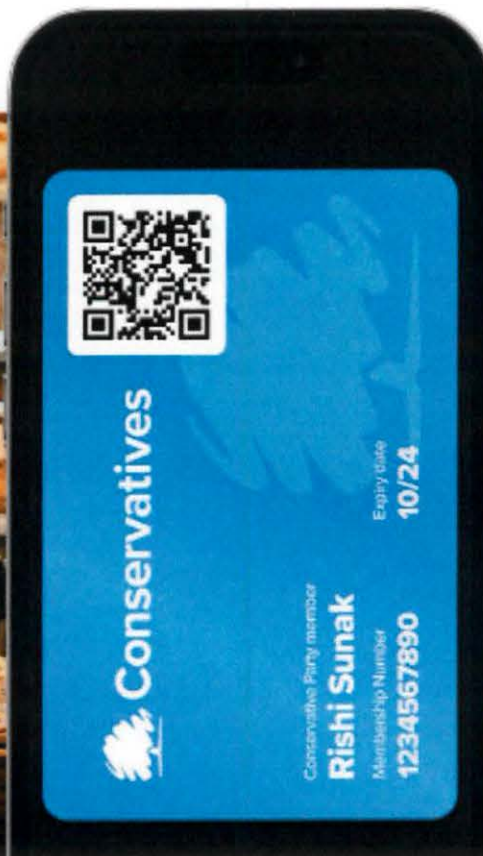
Sign-up local businesses the Conservatives app to drive downloads within the local community via QR code stickers displayed in stores



QR codes in-store drive app downloads and further brand awareness in the local area



Members can redeem local partner offers in-store with their Conservatives card



MAXIMISE PARTY ENGAGEMENT

With app notifications you can send targeted offers to party members in order to maximise revenue and attendance to conferences and events

1

Notifications enable you to engage with members directly

2

Send exclusive offers on events and party conferences

3

Ensure conference and event revenue is always maximised



INSTANT MEMBER FEEDBACK

Keep your finger on the pulse of the party through direct communication with your members. Use surveys to gain fast and clear feedback from members on party matters and keep them more involved than ever



1

Make your members feel more involved by giving them a clear voice

2

Surveys enable fast responses to party matters and boost engagement

3

Ensure the court of public opinion always rules in your favour

INSPIRE THE NEXT GENERATION

Inspire the next generation and be present in a format that they respond to. A mobile app for party members with added features beyond news and donations will boost engagement with a younger audience



1

Boost the party's accessibility and engagement with Gen-Z

2

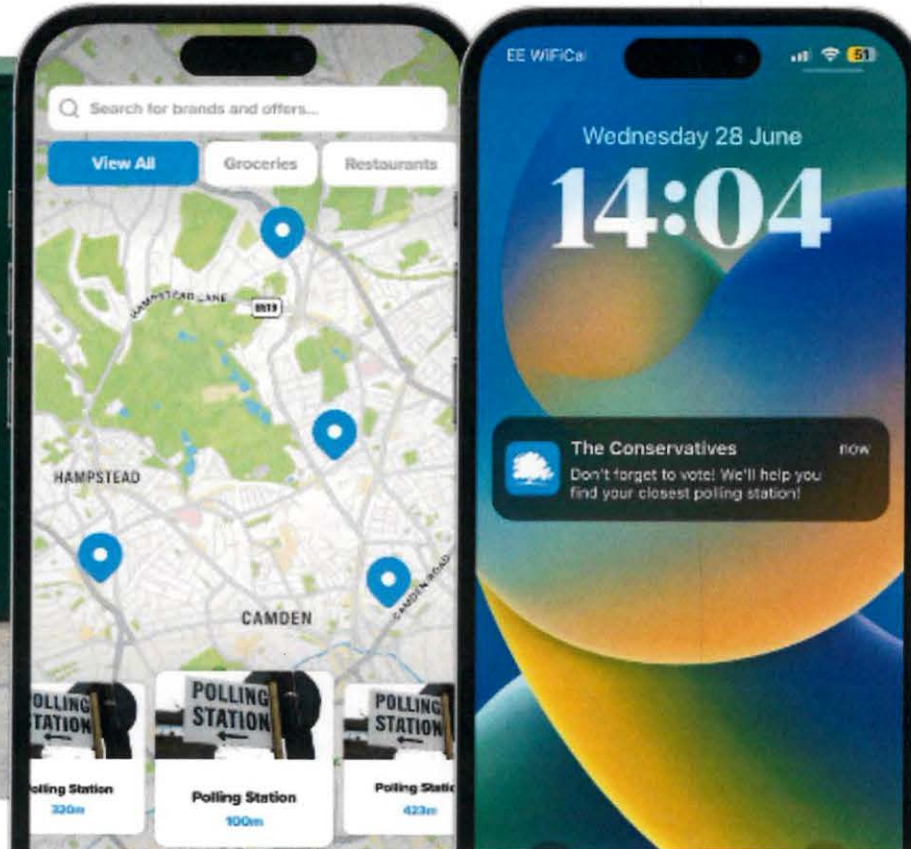
Gamification, loyalty points and digital cards will help onboard young voters

3

Give Gen-Z a voice and encourage them to engage in the political landscape

MAXIMISE **TURNOUT** AT THE POLLS

Control the voter journey and help to beat the turnout at the last general election. Ensure all supporters are informed and notified ahead of time and on the day to reduce missed votes.



1

Notify all members on election days to ensure max turnout

2

Direct voters to their nearest polling station with the interactive map

3

Access to polling stations with the verified Conservatives voter ID

IN-APP VERIFIED VOTER ID

Fast, free and reliable voter verification. Streamline the process and provide more accessible forms of accepted ID for when the polling stations open

1

Trusted in-app verification for fast issuance of digital voter IDs

2

Reduction in lost votes from those turned away due to lack of physical proof of ID

3

Monitor your electorate and notify those who haven't registered to vote



SIMPLIFIED PARTY DONATIONS

The in-app wallet and profile page allows party members to keep track of their donation and add to it whenever they like

1

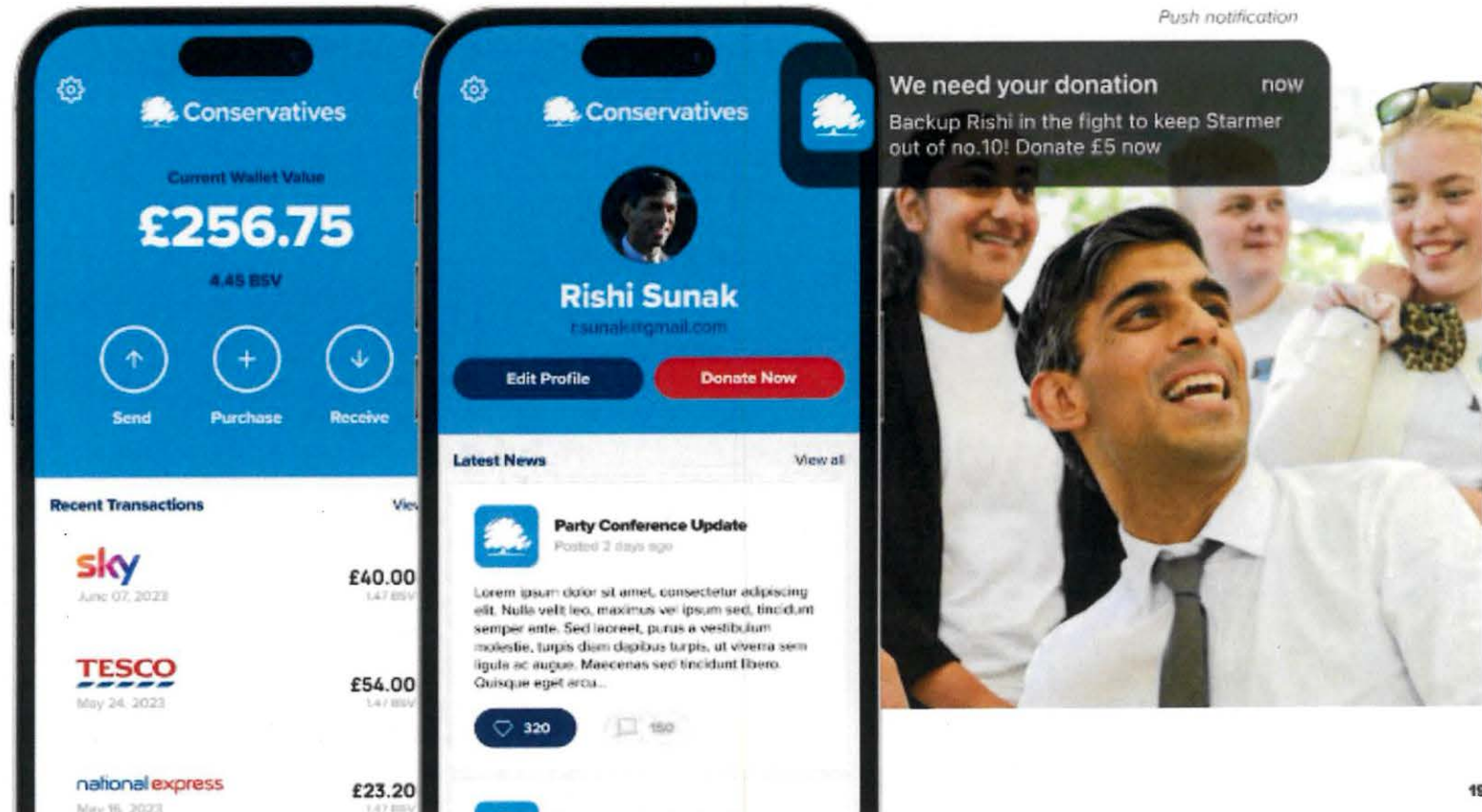
Members can donate quickly and easily with the tap of a button

2

Keep them updated about how their donation is making an impact

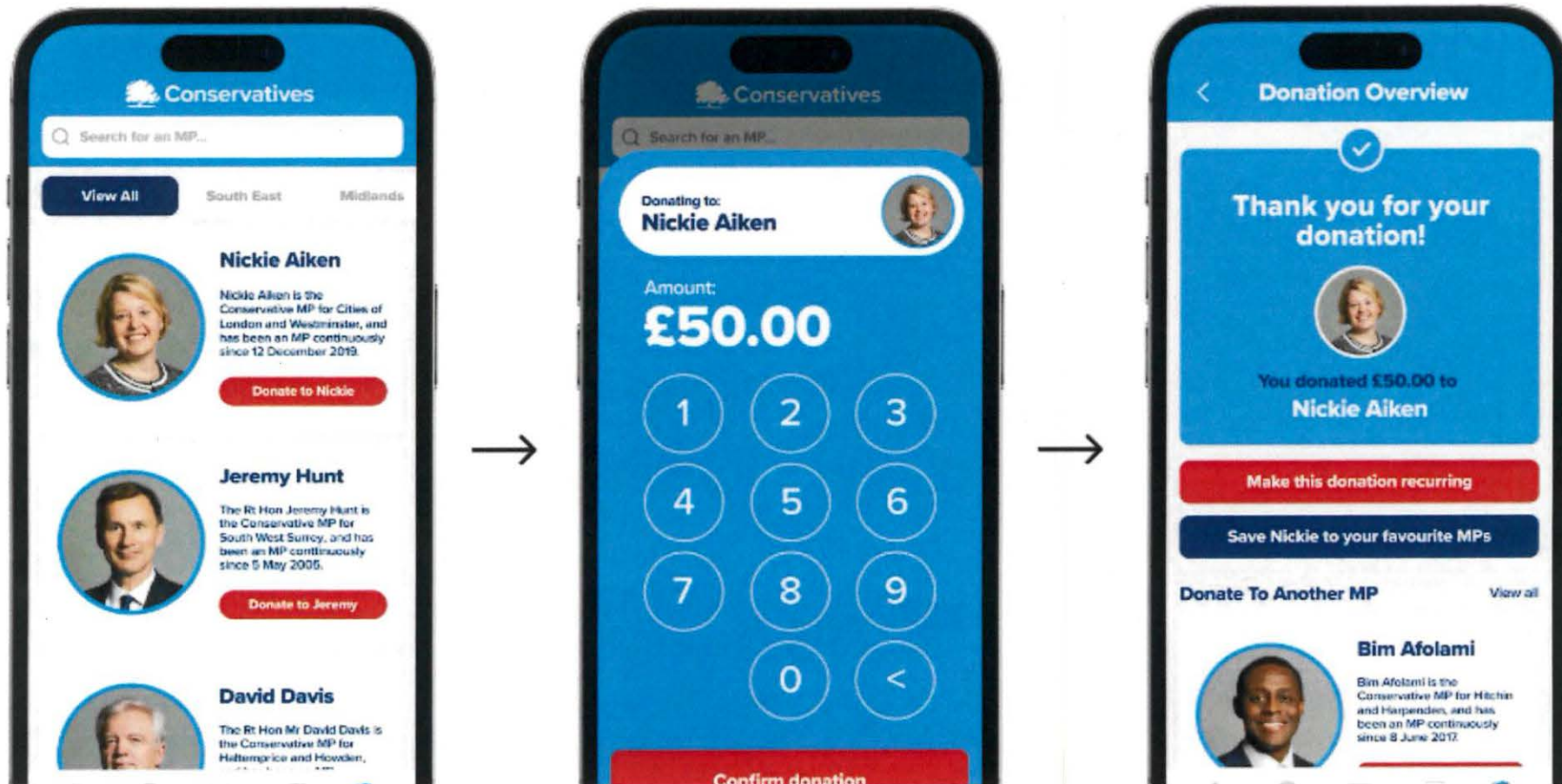
3

Send notifications at key points in the calendar to boost donations



DIRECT TO MP DONATIONS

An in-app donation function allows members to donate directly to an MP of their choosing, as a one off, or make it a recurring donation



BRAND NEW **DIGITAL** PARTY MEMBERSHIPS HOSTED IN-APP



1

A full range of tiered digital memberships for the conservative party

2

Free entry level Rewards Club membership is open to the politically neutral

3

Membership pricing is staggered to enable members to work their way up

DIGITAL PARTY MEMBERSHIP TIERS



Free

- Access to the Conservatives Rewards online marketplace
- Access to in-store local discounts in your area
- Email updates detailing the best offers of the week



£3.50

per month

- All the benefits of the Rewards Club, plus:
- Attendance to the Party Conference
- Voting rights in Party elections (after 3 months membership)



£10

per month

- All the benefits of a Member, plus:
- Exclusive Campaign Manager badge
- Email updates from the Party Chairman

DIGITAL PARTY MEMBERSHIP TIERS



£25

per month

- All the benefits of the Disraeli Club, plus:
 - Quarterly email from your Campaign Manager
- Quarterly Conference call from Director of Campaigning



£50

per month

- All the benefits of the Churchill Club, plus:
 - Signed Christmas card from the Prime Minister
 - Uniquely commissioned set of glassware
 - Win a lunch with the Party Chairman at CCHQ London or Leeds
 - Party Patron Membership



£200

per month

- All the benefits of the Thatcher Club, plus:
 - Lunch with the Party Chairman at CCHQ London or Leeds
 - Phone call from the Prime Minister

DYNAMIC POLITICAL MESSAGING RUN FROM CCHQ

The Conservatives Member Management System Dashboard

1

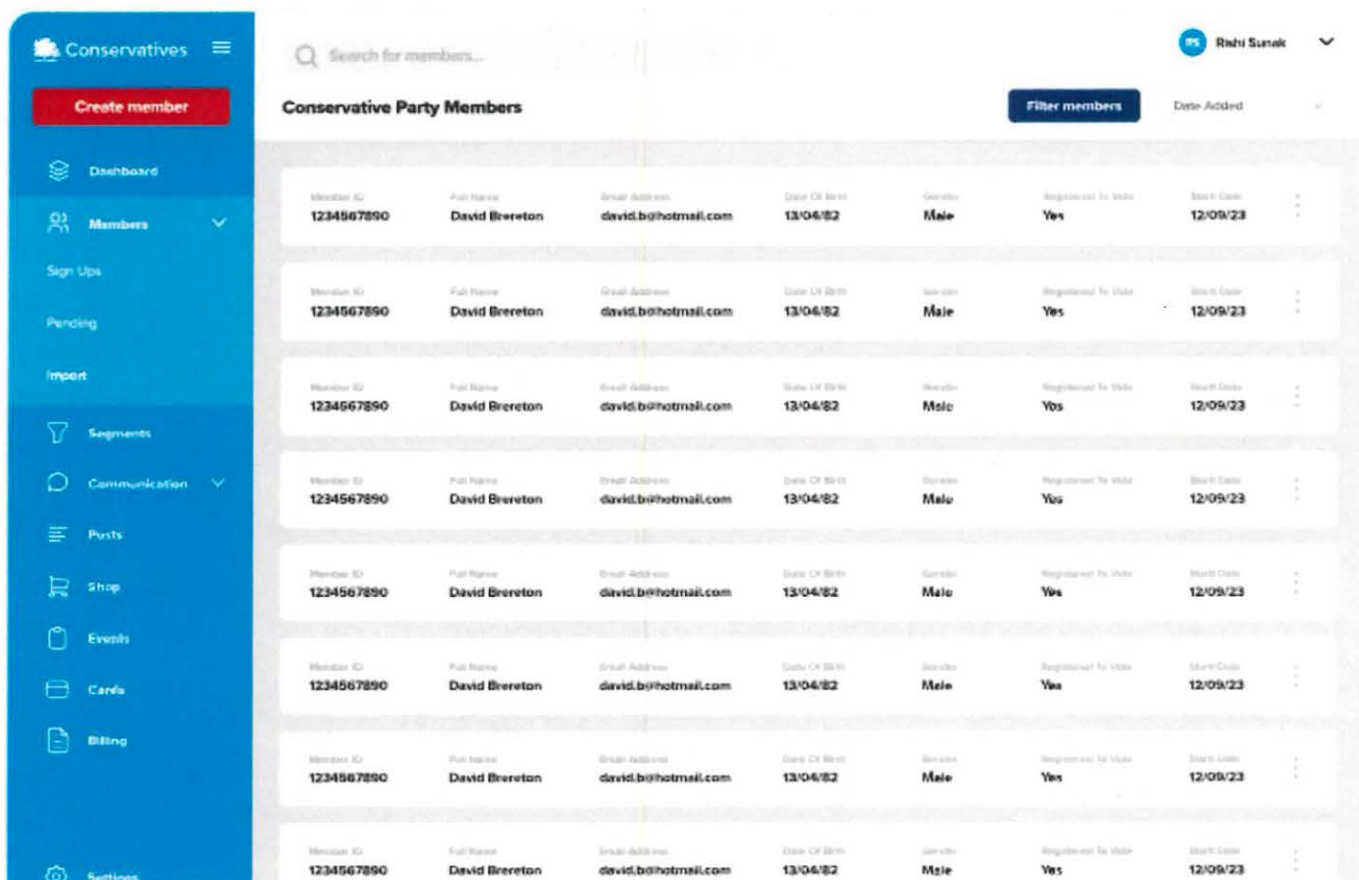
A central management system provides a clear overview of your party members

2

Segment your members based on age, gender, location, and more

3

Design bespoke messaging based on different demographics



FUNCTIONALITY OF THE CONSERVATIVES APP



Digital Party Memberships, verified voter ID cards and localised subscriptions hosted in-app



Simplified direct to MP donations to supplement memberships



Boost average basket value for transactions. A Gated Community enables recurring revenue



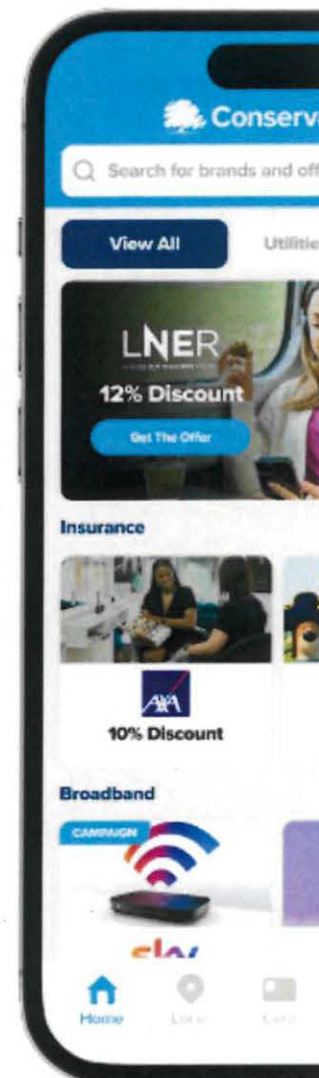
Push notifications, emails, SMS, Banners, and dedicated pages within the marketplace for brand partners



Gamification; loyalty points and nano payments tied to an internal wallet

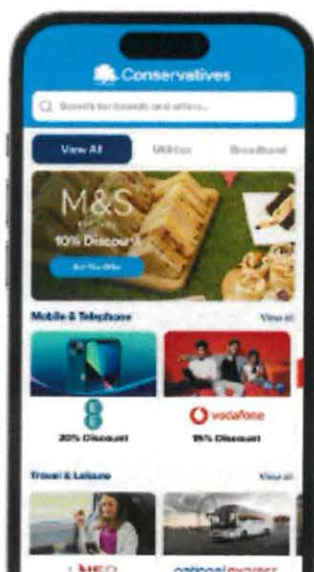


Geo-marketing and an interactive map for businesses on the ground



IN-APP MARKETING CHANNELS

Our range of in-app performance marketing channels provide a variety of exposure and engagement solutions to our brand partners



Banner

Our Largest Display Format On Offer. The First Thing Users See When They Open The Conservatives App. Great For Conversion And Brand Awareness.



Partner Page

Brands Receive Their Very Own Page Within Our App To Display Their Offer And Provide Further Information About Themselves.



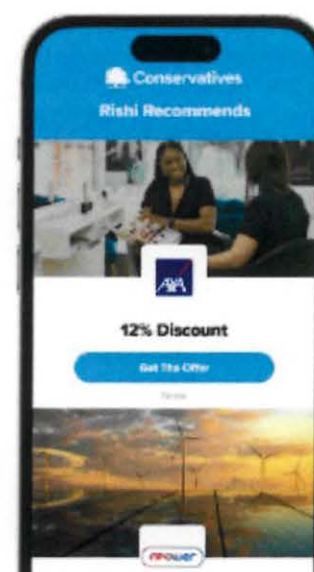
Email

A Bespoke Email Exclusively To Promote A Brand's Offer, Drive Sales, And Create Brand Awareness. Direct Engagement With App Users.



Promotion

In-App Promoted Offers Provide Brands With Maximum Exposure And Engage Our Users As Soon As They Open The App.



E-News

A Weekly E-Newsletter Goes Out To All Party Members And Provides Equal Exposure For Brands To Promote Their Latest Offer.

IN-APP MARKETING CHANNELS

Our range of in-app performance marketing channels provide a variety of exposure and engagement solutions to our brand partners



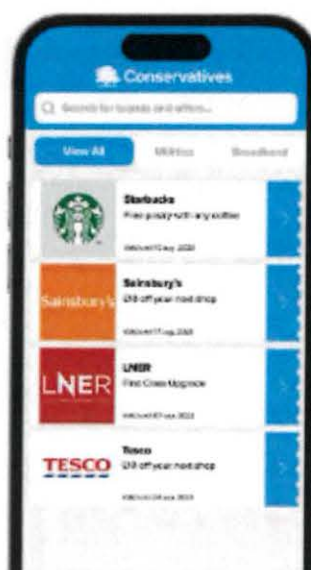
Push Notification

Brands can reach party members directly with a push notification that, when clicked, directs them to their partner page and offer.



SMS

Brands can send the details of their latest offer, along with a link, directly to our audience. Drive sales for in-store and online offers.



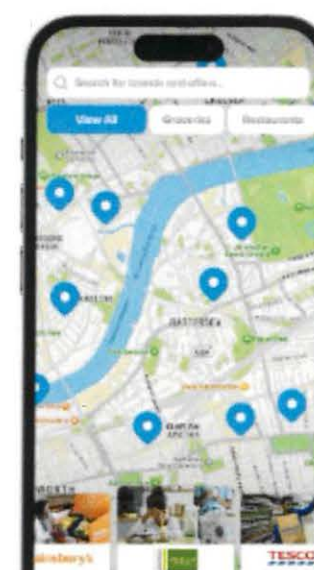
Coupons

Digital coupons are accessed in app and redeemed in store via a QR code in exchange for the product or discount on offer.



Local Offers

Local stores can boost their exposure with our users via the local offers section to drive foot traffic in store.



Geo-Fencing

Brands can set up a geo-fence around their store which will notify our users of the offer once they pass within a certain distance.

SOME OF OUR GLOBAL BRAND PARTNERS



And many more...

NO SETUP COST, GENERATING REVENUES FROM THE OUTSET

The flagship app and digital railway provides a range of monetisation opportunities for the party to capitalise on

ANNUAL MARKETPLACE CPO

Example potential annual basket value and total commission (CPO) per user (average) within the Conservatives marketplace

BRAND	ORDER VALUE	COMMISSION	TOTAL COMMISSION (ONE USER / ANNUAL)	TOTAL USERS (M) (APP)	ACTIVE USERS (M) (APP)	TOTAL COMMISSION £GBP (M) (THE CONSERVATIVES / ANNUAL)
vodafone	Sign-up (Subscription)	£50.00	£128.50	5M	1.25M (25%)	£160.62M
sky broadband	Sign-up (Subscription)	£15.00				
British Gas	Sign-up (Subscription)	£20.00				
prime	Sign-up (Subscription)	£10.00				
TESCO	£500	£15.00				
LNER	£100	£8.00				
John Lewis	£150	£10.50				

Figures are for illustrative purposes only and not final

BRAND PARTNER INCOME

Brand partner annual subscription income (B2B) based on 275 brand partners within the Conservatives Marketplace

BRAND PARTNER PACKAGE	PACKAGE VALUE (ANNUAL)	BRAND PARTNERS (275 TOTAL IN APP)	TOTAL (M)	TOTAL INCOME £GBP (M) (THE CONSERVATIVES / ANNUAL)
PREMIUM ANNUAL	£200,000.00	25	£5.00M	£20.00M
PLUS ANNUAL	£100,000.00	50	£5.00M	
CORE ANNUAL	£50,000.00	200	£10.00M	

Figures are for illustrative purposes only and not final

NO COST TO THE PARTY

- ✓ It's **FREE**. Adreax Group will donate all development resources to tailor make this solution for the Conservative party.
- ✓ Adreax Group will take all the risk and deploy a dedicated team to develop and operate the app on it's own cost.
- ✓ The app will operate on a revenue split model **75%/25%** in favour of the Conservative Party, and be revenue generating from day one.
- ✓ A simplified process will result in a dramatic increase in donations via the app and keep members informed on how they are helping the party.
- ✓ Targeted relevant communications with Conservative members to maximise conversion and gain insights and opinions on party matters.
- ✓ Give back to the people and provide further day-to-day help in the fight against the cost of living crisis with exclusive offers and discounts.
- ✓ Appeal to the next generation of voter and get a head start on the other parties in the battle to onboard Gen-Z.

