

Purchase behavior redefined

Belle.

www.belle-ai.com

The problem in numbers

1/24M

24M fashion e-commerce companies only 1M make more than 1k\$ a year

\$643bn

Fit related returns are driving significant losses

\$756bn

Businesses lost due to lack of AI driven personalization

Our solution

We are the world's first personalized shopper platform to create valuable digital assets from every customer's personal feature.

Provide businesses with the life-long value of data by making purchase behavior completely traceable.

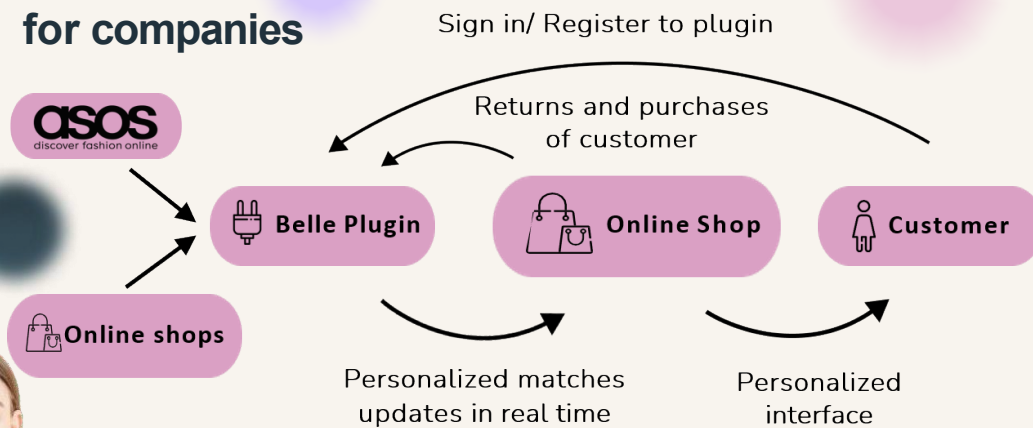
How Belle works for customers

Belle plugin one-time registration

Fast & easy

Just one time, 30s registration: customers get instant access to their personalized item selection no matter which online shop they visit.

How Belle works for companies



Pay Pal click-of-a-button

effortlessness to improve the personalized shopping experience

How we make a difference



We ignite business growth based on knowledge sharing not competition



Emerging fashion e-commerce businesses enjoy a more equitable profit-sharing ecosystem



Offering businesses the most accurate purchase behavior data on the market!

Business model

Primary revenue center:

- Monthly Partnership Fee with fashion e-commerce businesses
- First 3 months are offered for FREE

Secondary revenue center:

- Fee per purchase model

Our value proposition

Success story – the UK Market:

- Reaching 13K users; 84% registration rate
- 37K online shops (ASOS, TopShop)
- Algorithm accuracy 99%
- 300% email growth rate
- Convert visitors into customers: 3X selling success rate

Market size

\$4.9T

E-commerce market size

\$382m

Belle market share

**Seed round 1.2M
in exchange for 20%
of company equity**

to learn more about Belle AI and this investment opportunity

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