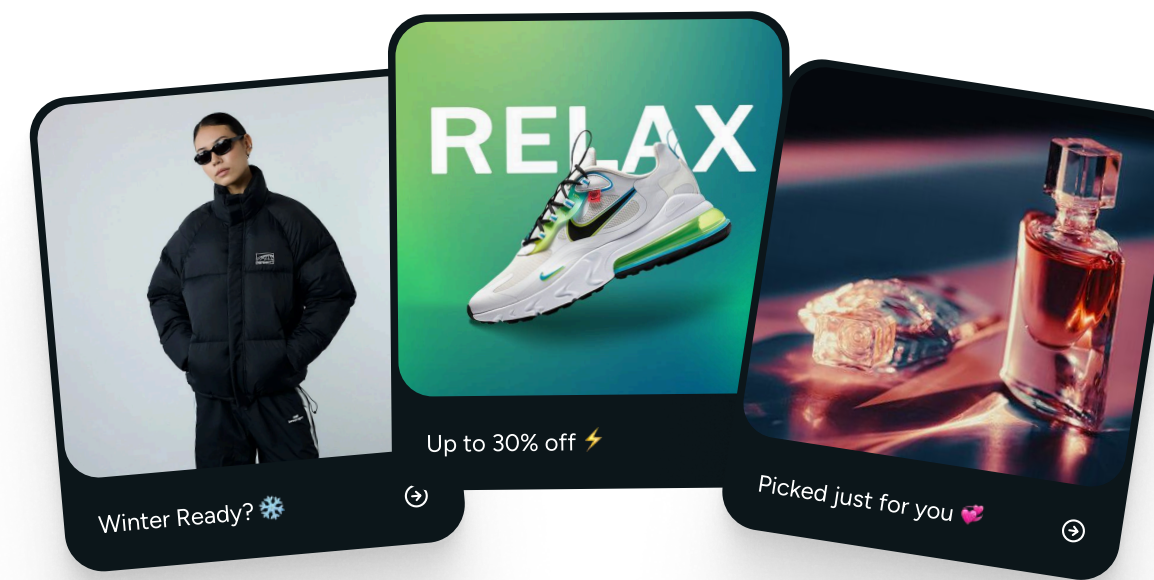




VALYRION

Launch a marketplace with personalized product
discovery & recommendations

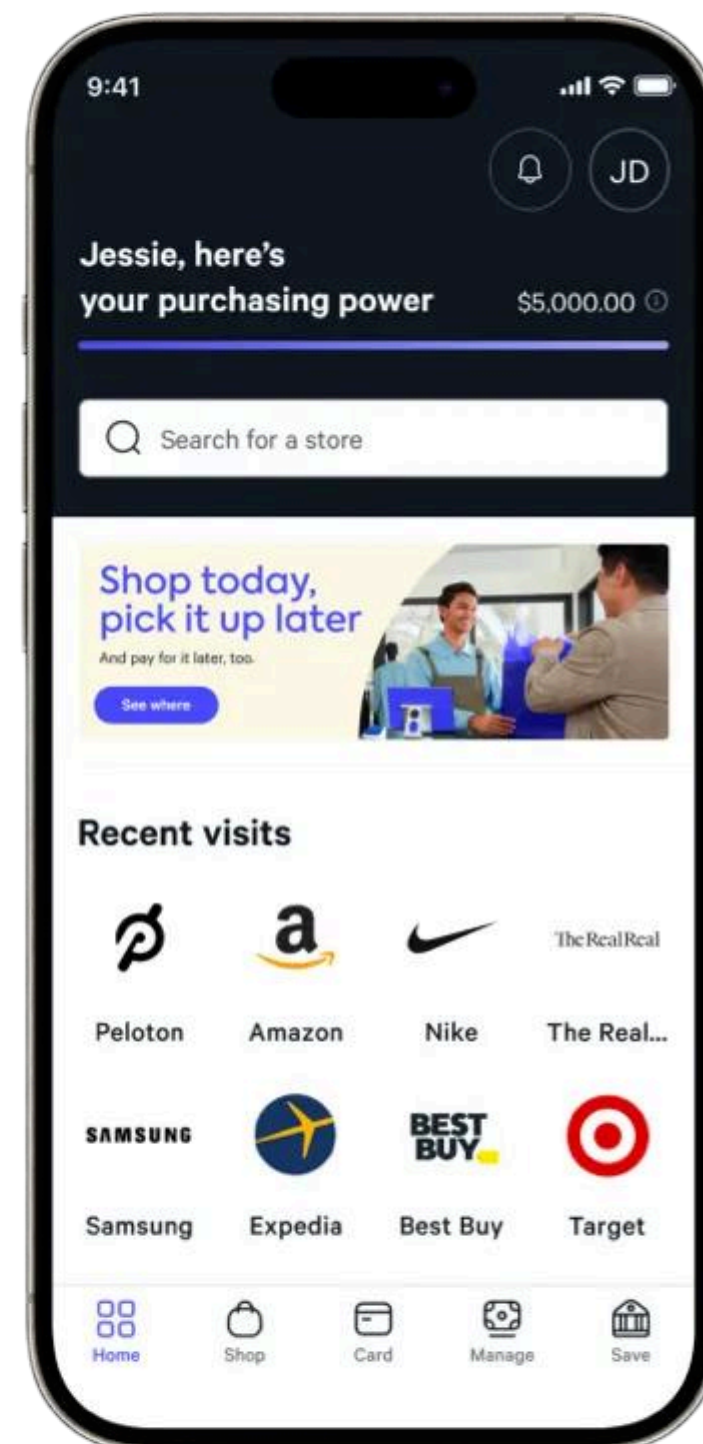
Why should you launch a marketplace?

- 1 To create a better user experience
- 2 To increase repeat credit usage
- 3 Become a better partner to your merchants
- 4 Add a new revenue stream

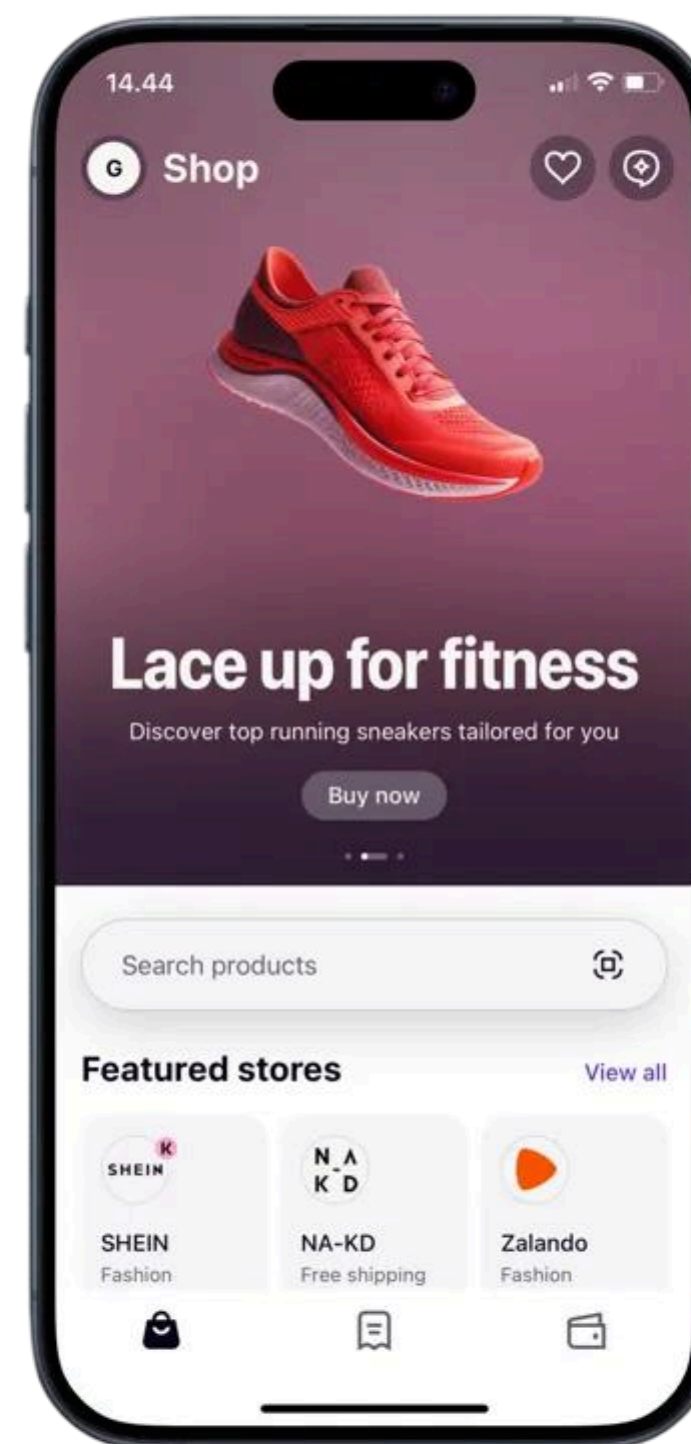


THE WHY

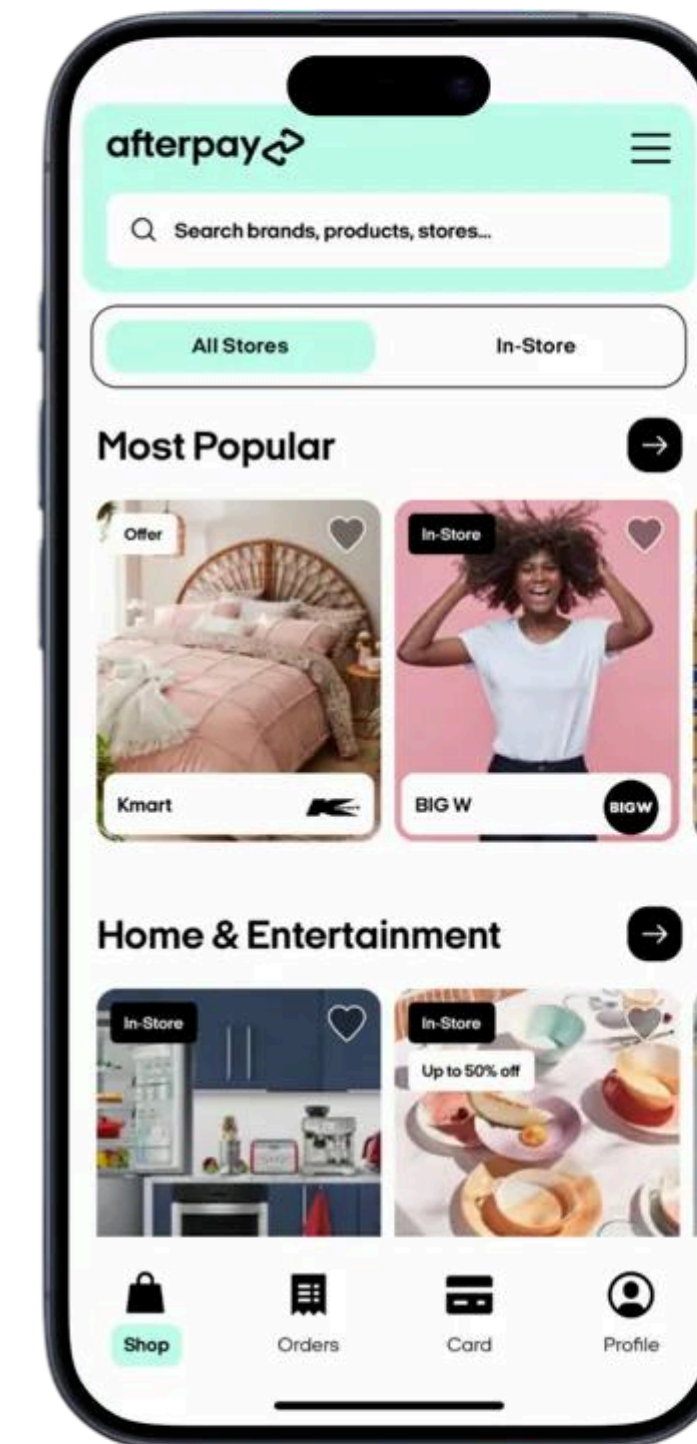
You are not alone



affirm



Klarna



afterpay

The ViaBill Case



OBJECTIVE

Increase monetization per user and differentiate from a local competitor



RESULTS WITH VALYRION

Increased ARPU
by €7

€7↑

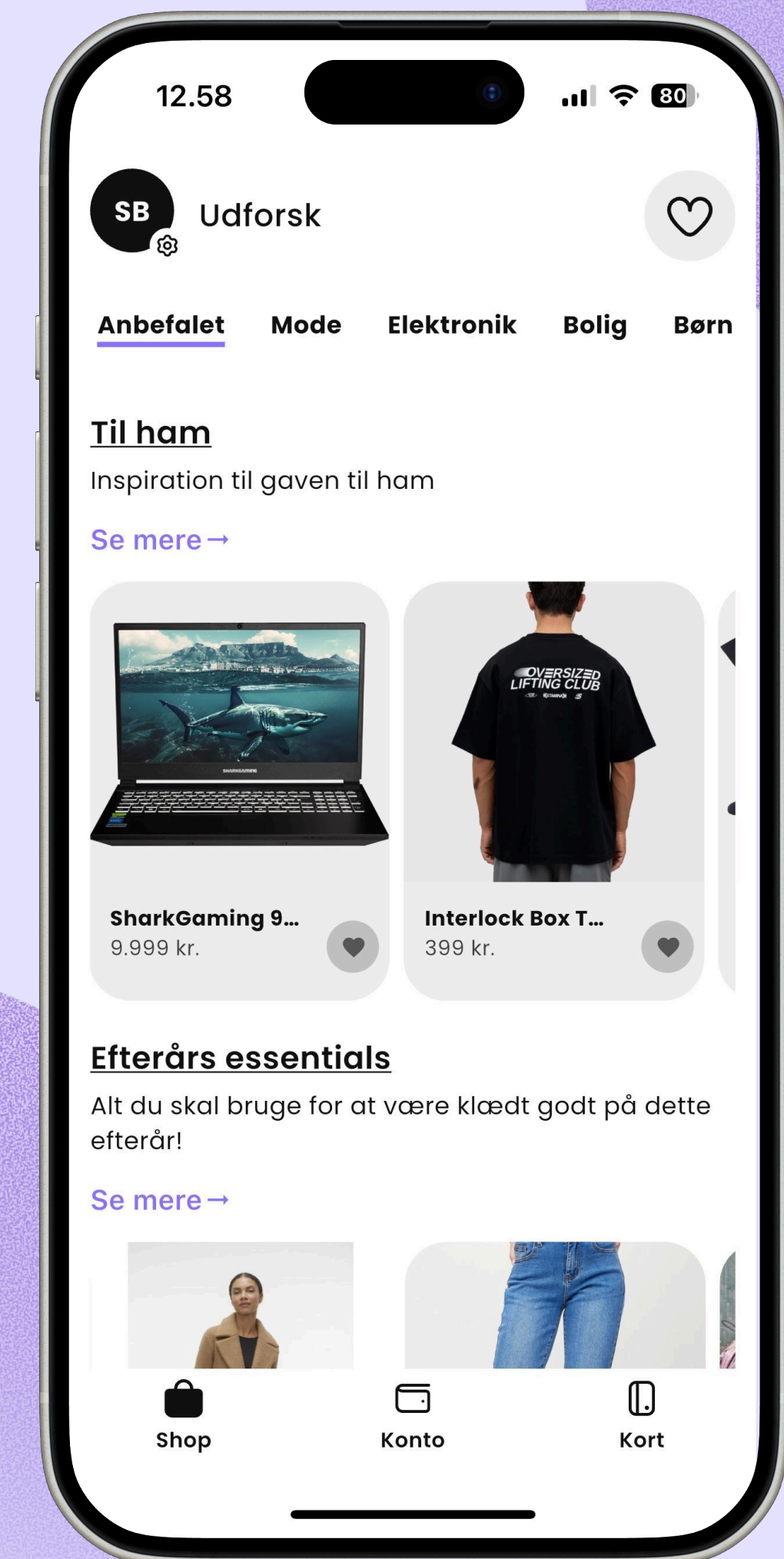
Won back merchants
previously lost to a
local competitor



Users engaging with the
marketplace had a 62%
higher credit usage

62%↑

VIA ADS



The HappyPay Case

OBJECTIVE

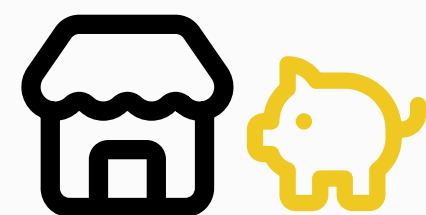
Create a new revenue stream without impacting the balance sheet and strengthen merchant relationships

RESULTS WITH VALYRION

Increased ARPU by €1,
now growing ~10%
month-over-month

€1 ↑

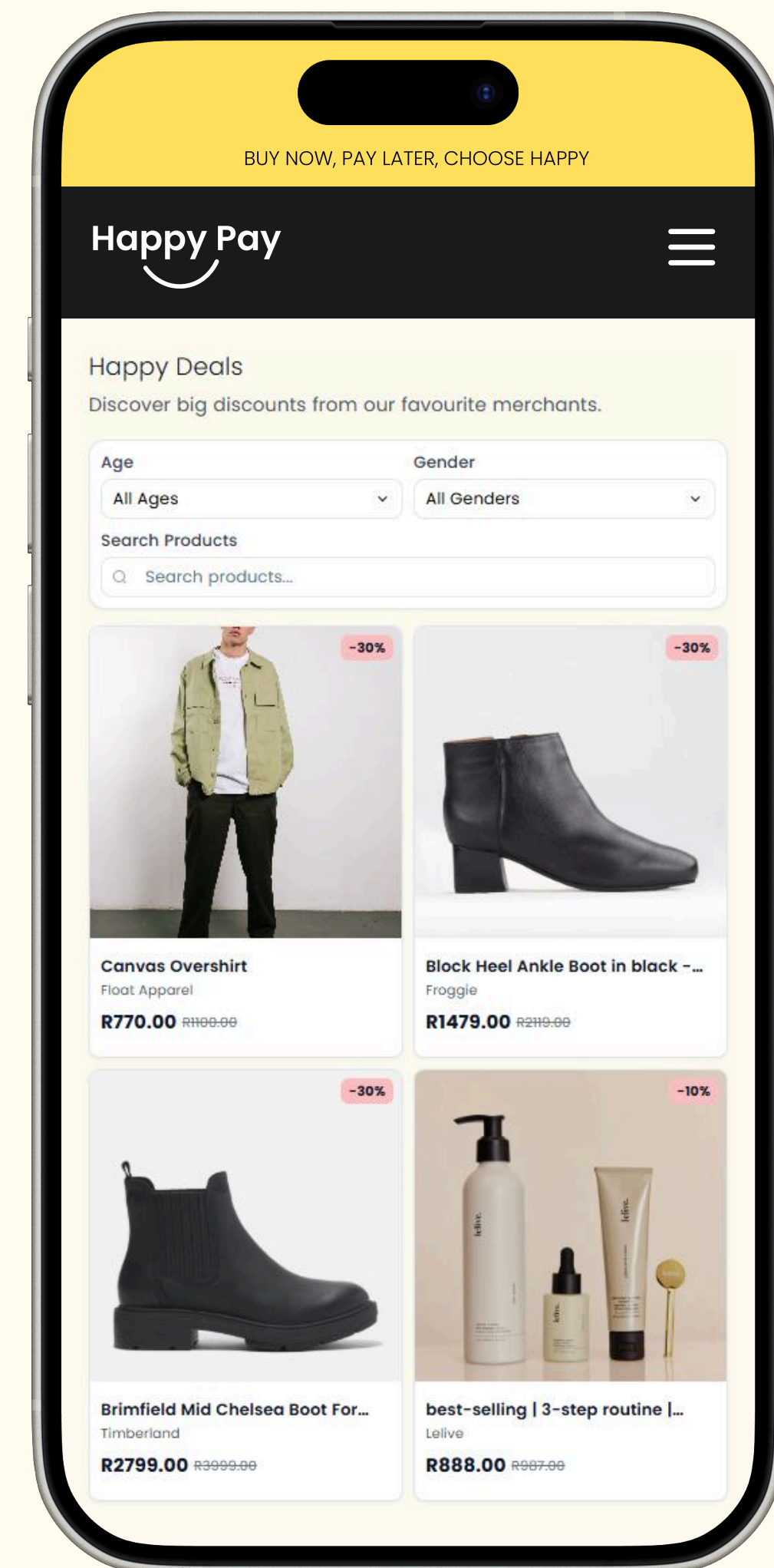
Leveraged the ads
product as a merchant
acquisition tool to
acquire larger merchants



Started with
Web & Emails -
Just launched
within App



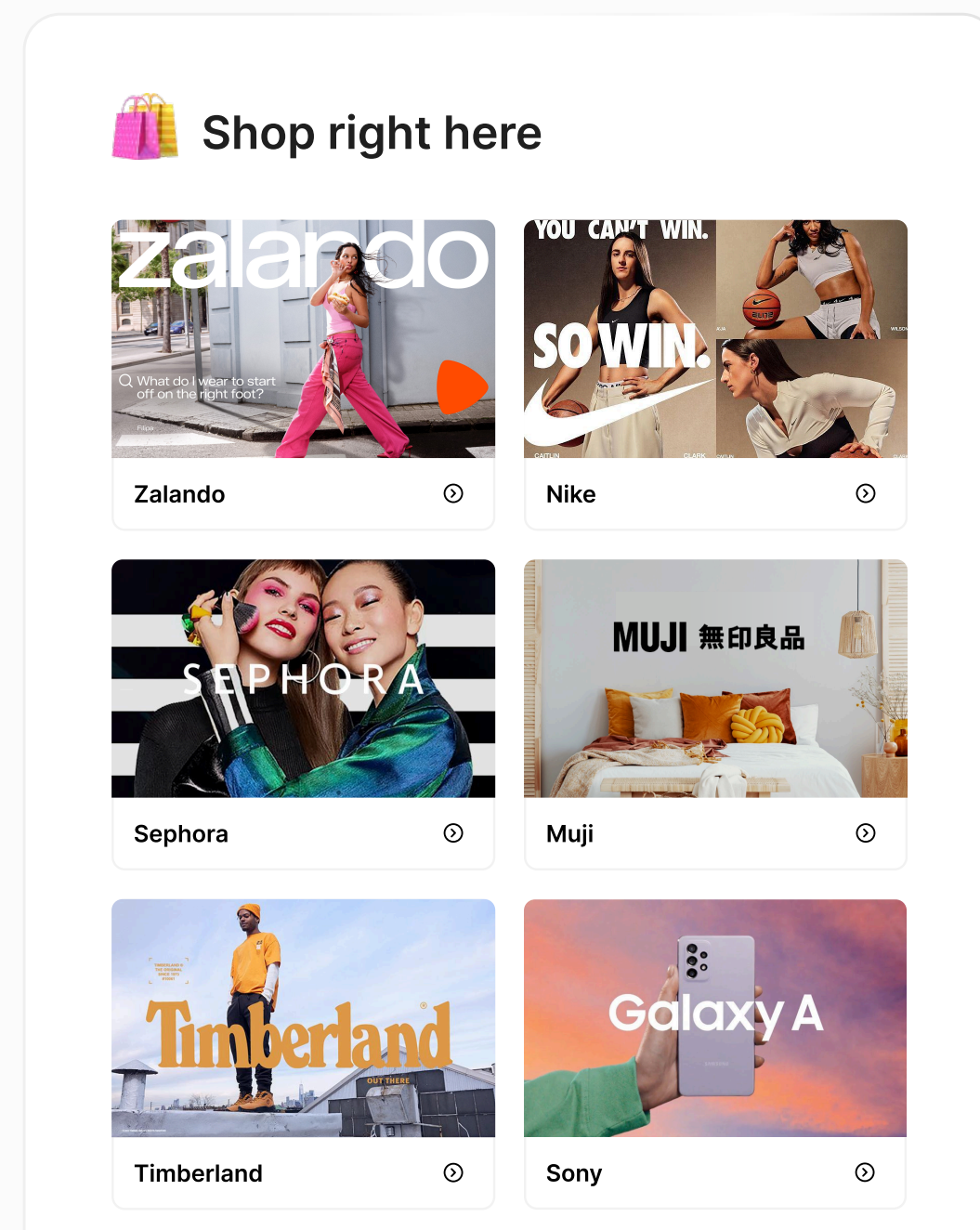
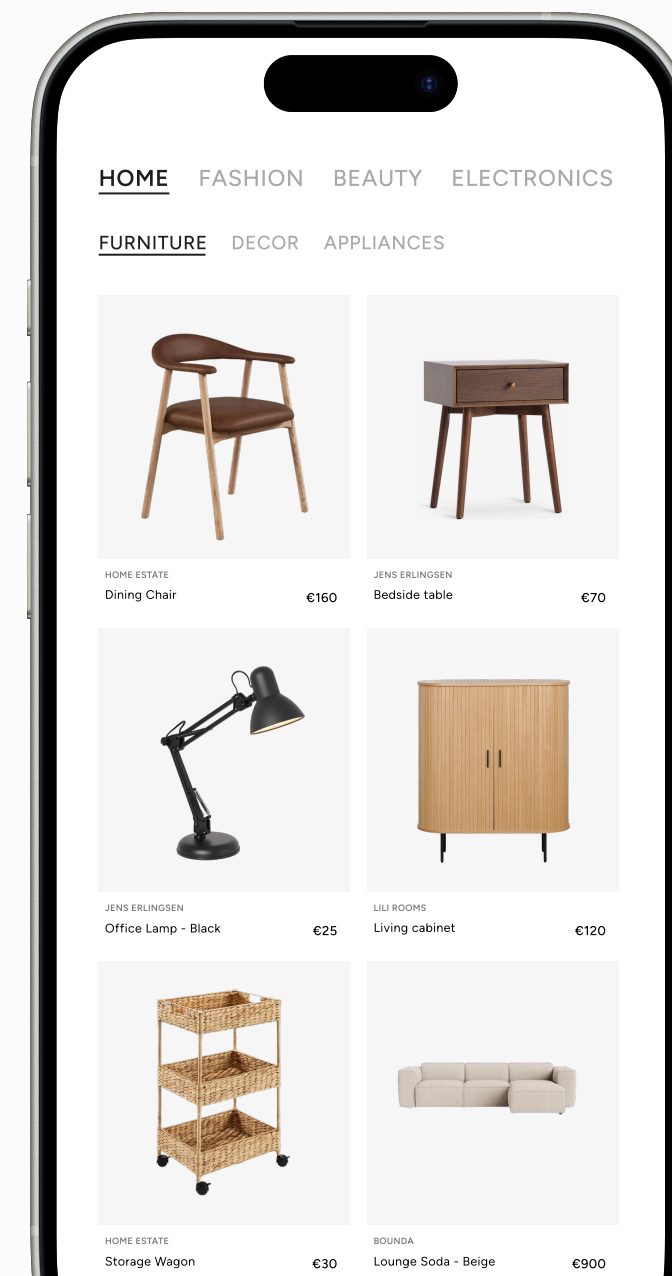
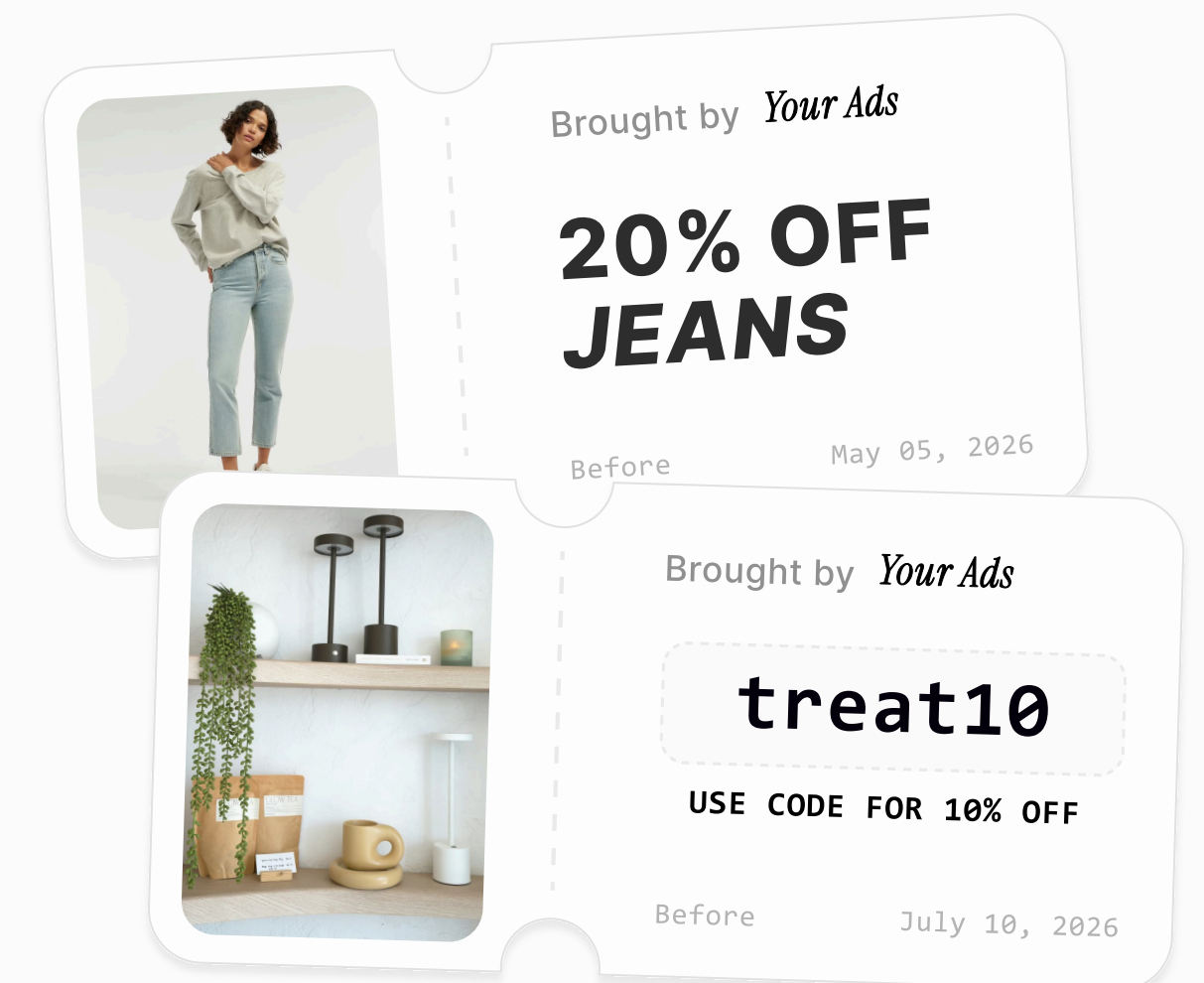
Happy Ads



THE WHAT

What is Valyrion?

A tech platform that lets you launch marketplaces inside your app & web



THE HOW

Combining data to power personalised shopping

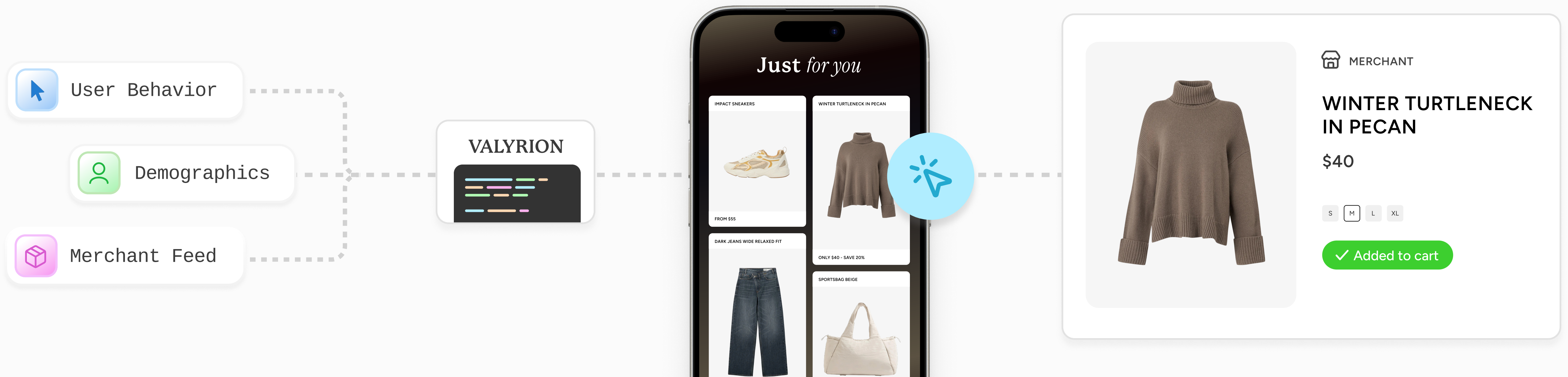
Valyrion combines merchant data with fintech data to power personalised shopping recommendations

Combining data streams

Engine processing

Customized feed

Purchase



THE HOW

Manage it all in one place

VALYRION

Your AdService

Dashboard

MERCHANTS

Merchants

Notifications

PROMOTIONS

Campaigns

Discounts

Customers

Recommendations

SHOPPING

Product search

Categories

Sections

ADMIN

Merchants

Samantha SG

Revenue & income

€56,276

Merchant revenue

€137,143

Merchant potential

Avg. Marketing efficiency47,63%

App & Email engagement

App

Email

DisplaysInteractionsRedirects

17,294,1251,385,281627,295

DisplaysRedirects

17,294,125627,295

Search merchants

Filter

May 04, 2026 - June 04, 2026

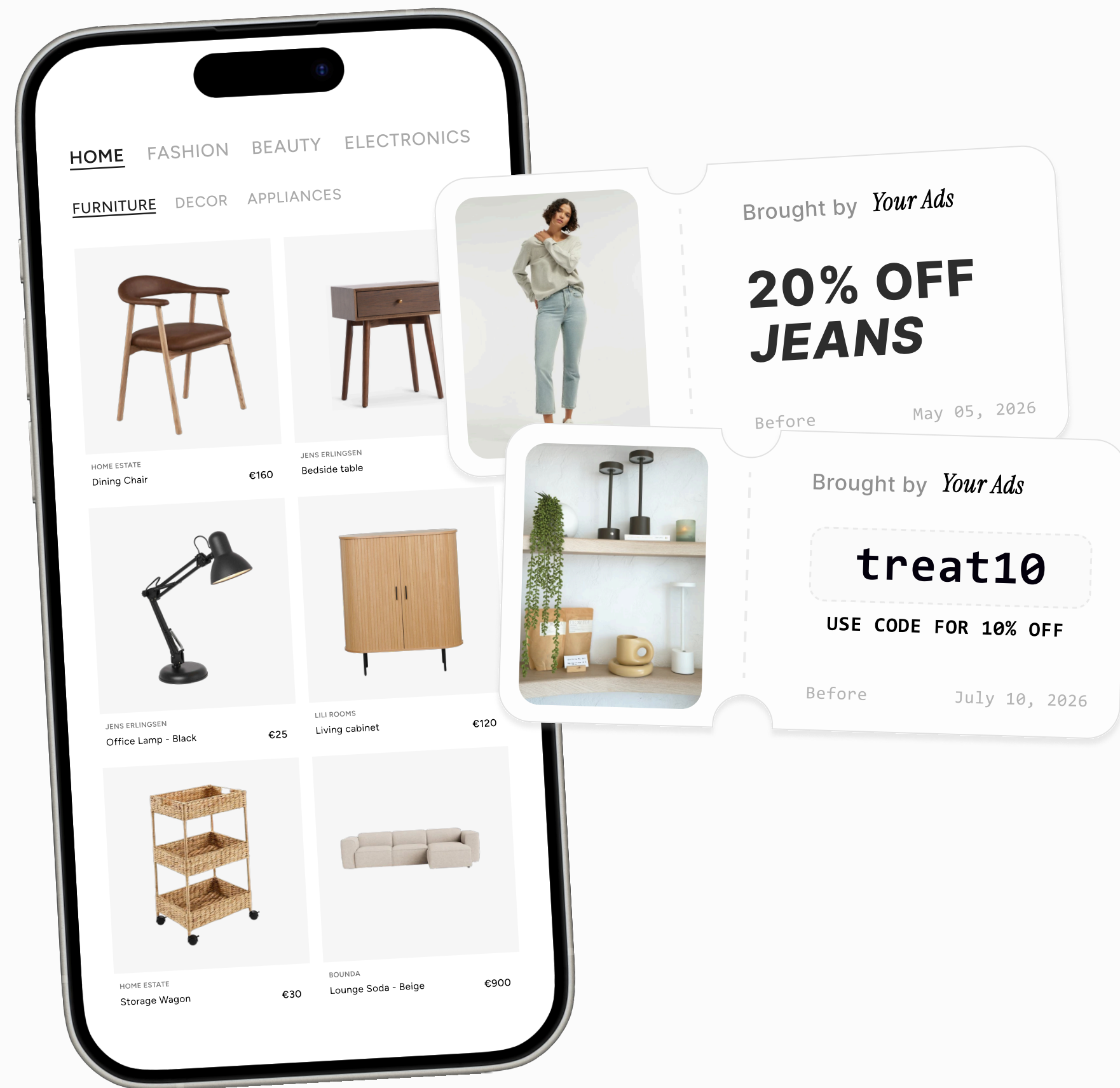
Export

Add Merchant

MERCHANT	CMS	MODEL	ORDERS	REVENUE	EXPOSURES	
Sephora	Shopify	CPA	276	€11,204	623,193	<div></div> <div><div></div><div></div></div>
Nordic Sense	WooCommerce	CPA	148	€4,295	275,225	<div></div> <div><div></div><div></div></div>
Timberland	Shopify	CPM	40	€947	89,351	<div></div> <div><div></div><div></div></div>
Hunkemoller	Magento	CPM	69	€3,025	188,355	<div></div> <div><div></div><div></div></div>
Bahne	Magento	CPA	68	€1,584	103,558	<div></div> <div><div></div><div></div></div>
Gun Ana	WooCommerce	CPA	174	€4,845	237,878	<div></div> <div><div></div><div></div></div>
Clean	Magento	CPM	121	€8,362	471,231	<div></div> <div><div></div><div></div></div>

LAUNCH

Your Ads



THE HOW

How do I get started?

1. You upload your user data to the Valyrion platform
2. You set up your front-end and call the Valyrion APIs
3. We launch white-label merchant plugins in your name
4. Merchants get onboarded and marketplace is live

Launch within **weeks** - not years.

PS: We'll be with you every step - sharing what works (and what doesn't) from launching marketplaces with our partners.

Let us know what you think!

Contact

ld@valyrion.com

Date

19 March 2026

Website

valyrion.com