

GENERAL PRESENTATION



myTask Ltd Projects Presentation



Crowdsourcing for field marketing

myTask – an online platform that solves the challenge of collecting publicly available information across geographically disperse locations. Examples of such information include: staff performance evaluations, census, picture capturing of product displays, advertising surfaces, hardware operability.

myTask opens up new possibilities in field marketing.



SaaS solutions for mobile company workforce management

EasyData - an innovative system for remotely managing companies' mobile workforce. EasyData uses cloud technology, allowing managers to remotely assign tasks to employees, monitor their completion, collect data, and track results online.

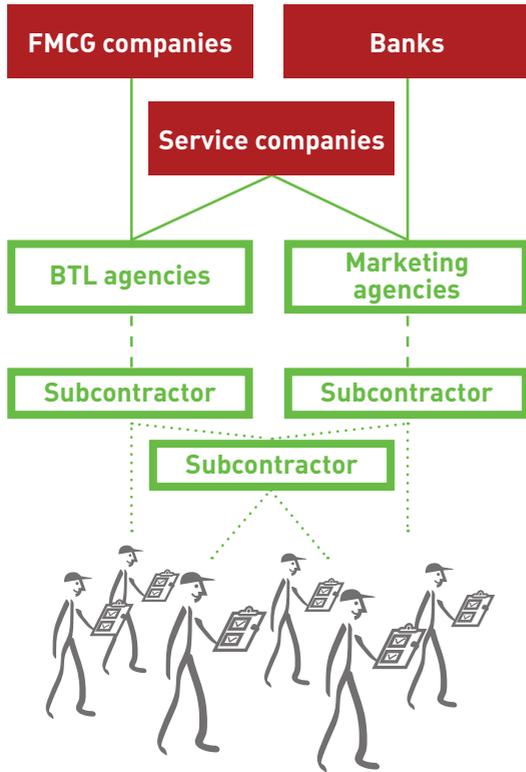
EasyData makes automated systems for managing mobile workforce truly convenient and affordable.

myTask and EasyData use a single technology platform, which opens up new horizons for customers and significantly reduces development costs





Companies need fresh and precise information to make effective management decisions



Systematic collection of 'field' data is undertaken by large companies with the goals of controlling quality and monitoring the market.

In order to collect and analyze information they usually engage specialized companies – BTL or marketing agencies.

The agencies engage subcontractors.

The subcontractors send performers to the 'field' to collect information.

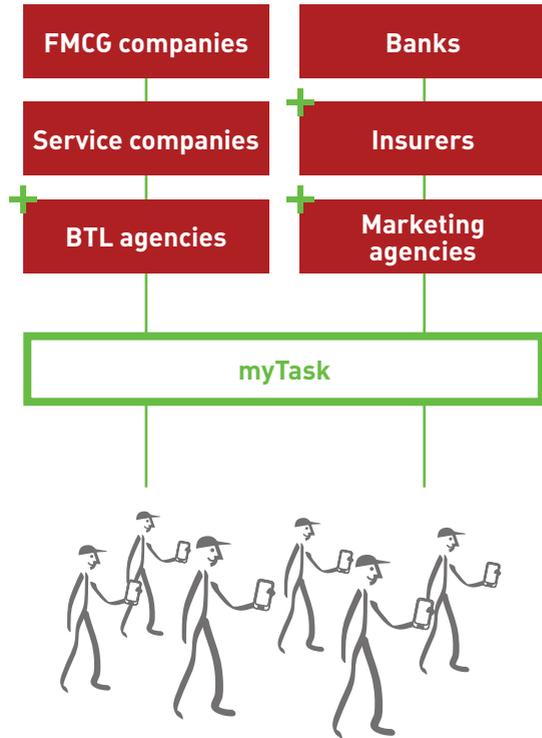
The existing system of collecting information from a wide range of geographical locations is extremely inefficient. The participation of a large number of intermediaries gives rise to several significant problems:

- high cost
- longer time frames
- distortions and low dependability of data

The participation of a series of intermediaries also makes it practically impossible for the customer to directly control a performer's work.

As a result, many companies must refuse to collect field data and are forced to work blindly, resulting in economic losses related to incorrect decision-making.

myTask changes the system of collecting field data, moving beyond an obsolete and costly multi-level



myTask clients are not only big FMCG, financial and other service companies, but also BTL and marketing agencies, as well as small and medium-sized companies for which such research was previously unavailable.

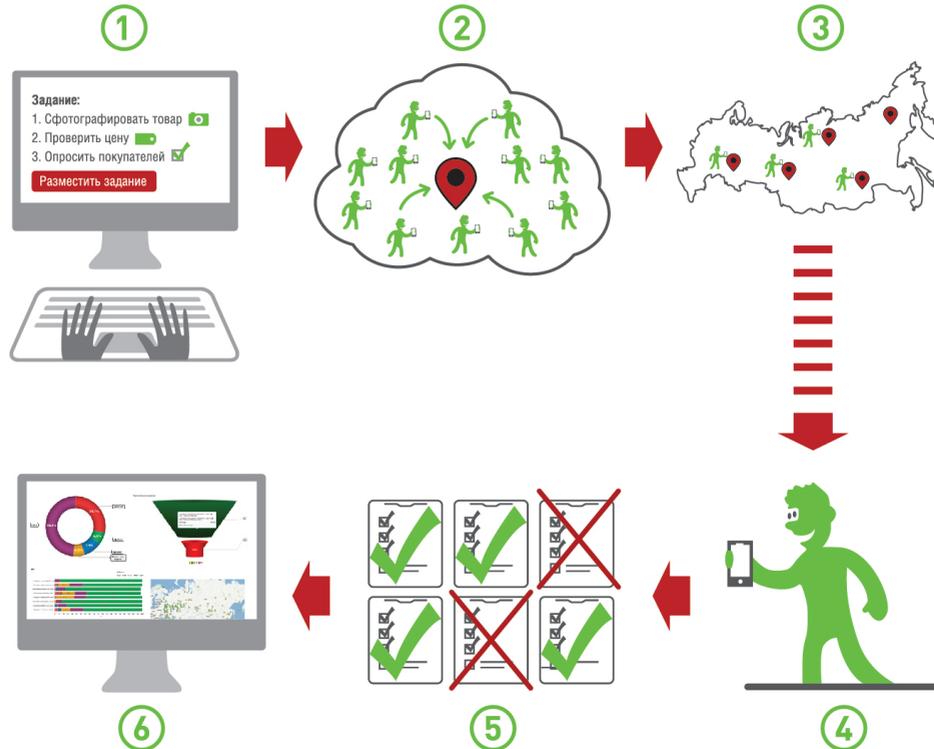
myTask provides customers with access to 5,000+ mobile agents who are prepared to collect field information throughout the country. The mobile agents perform tasks, recording their results via myTask application on smartphones. Customers receive direct access to myTask agents and collected data through an intuitive and understandable interface to an online platform.

myTask eliminates intermediaries, related costs, and communication distortions and barriers, thereby opening direct customer access to myTask workforce and field information.

Field research with myTask provides:

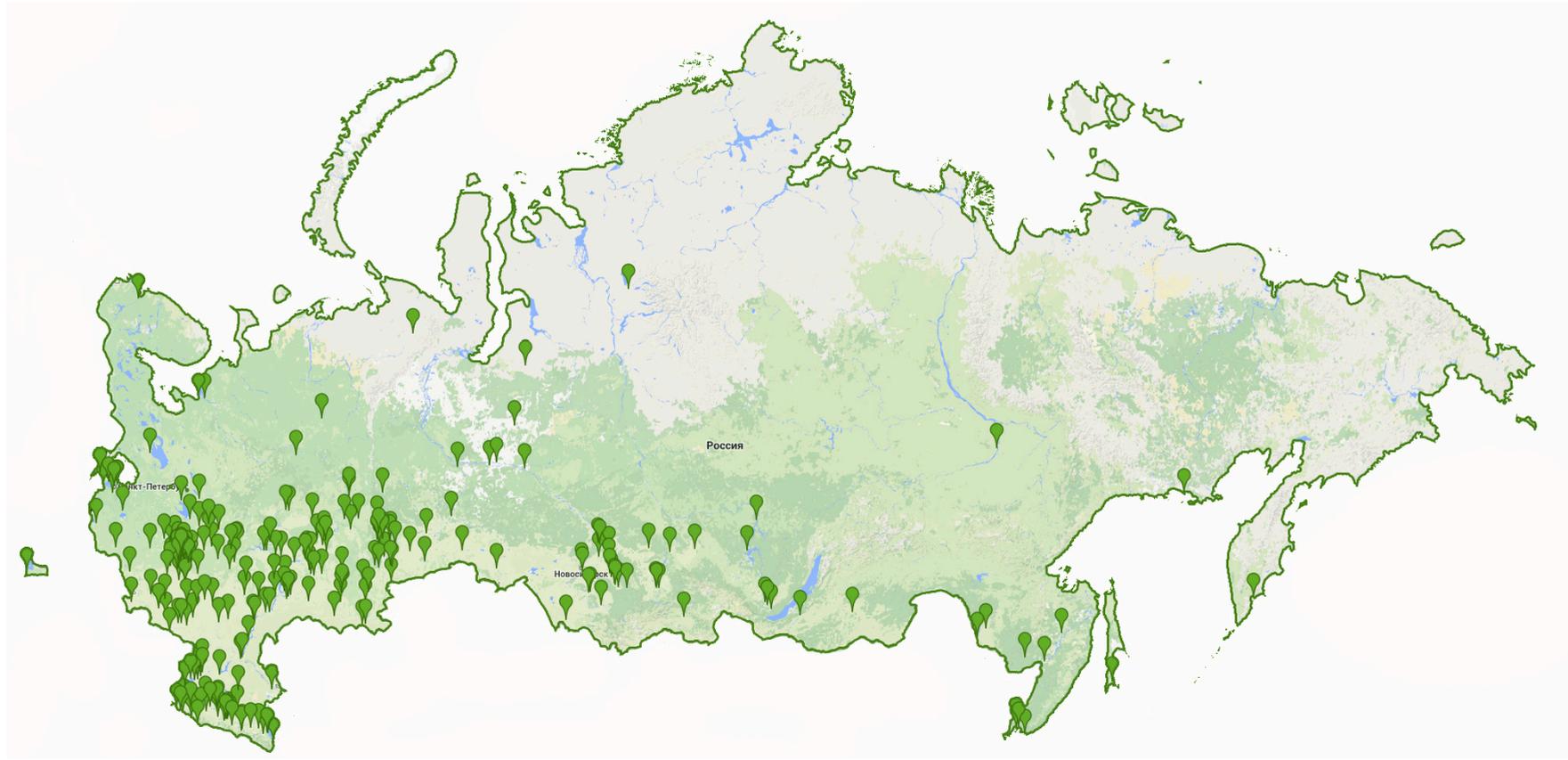
- **reliable and verifiable information** (direct contact with field workers, geo-tagged locations, as well as photos, audio and video recordings)
- **delivery by tight deadlines** (ability to work without intermediaries, transmission of results in real time)
- **low cost services**
- **wide coverage, including 5,000+ agents in more than 250 cities across Russia**

How does myTask work?



1. The customer places tasks on the myTask platform indicating the requirements for mobile agents.
2. The platform proposes appropriate agents to participate in fulfillment of the task.
3. The selected agents receive tasks in the form of a step-by-step instruction. The assignments may include answers to questions, as well as photo, video or audio capturing.
4. The agents fulfill the tasks, with the mobile application recording the time and location of fulfillment of the tasks, and loading the results into the system.
5. The platform verifies the results. If necessary, a selective manual verification is conducted.
6. The fulfilled tasks are loaded into the system online. The customer monitors fulfillment through a dashboard in their subscriber section of the myTask website. The dashboard allows the customer to conduct analysis and export of data.

myTask comprises 5,000+ agents in more than 250 cities of Russia



myTask has allowed dozens of major companies to increase the efficiency of their field research

myTask has already been chosen by



myTask allows clients to:

- solve a wide variety of problems related to collecting publicly available information in previously inconceivable time frames and at low cost
- mobilize thousands of mobile agents to fulfill tasks
- easily expand geographical scope of research
- verify results using geo-tagged locations, photos, video and audio records.

myTask market size

118,000
Retail FMCG stores

521 mln
SKU

RUB 136 bln
Merchandising market

According to retail FMCG research conducted by InfoLine in Russia, there are currently 118,000 active retail stores in Russia. These include:

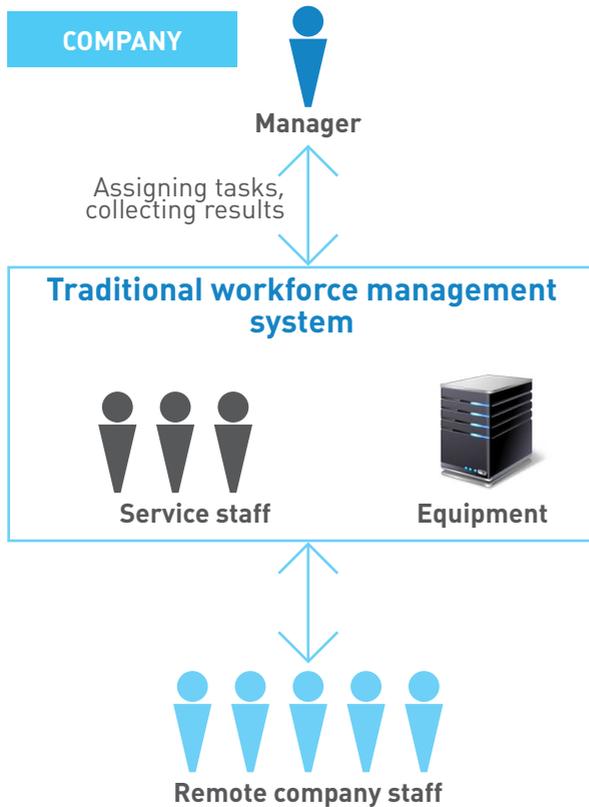
- 630 hypermarkets with an average assortment of 25,000 SKU
- 3,300 supermarkets with 15,000 SKU
- 114,000 discounters and convenience stores with 4,000 SKU

Thus, in the Russian FMCG sector alone (excluding services) the merchandising of 521 mln SKU should be performed on a regular basis. Assuming that a merchandiser makes at least one visit every two weeks, and the cost to verify a SKU is 10 rubles, then the size of the merchandising market in Russia is more than 136 billion rubles per year.

In order to quickly scale its business, myTask is focused on selling its services to BTL and marketing agencies, thereby receiving quick access to their client base.



Traditional systems for managing mobile company workforce

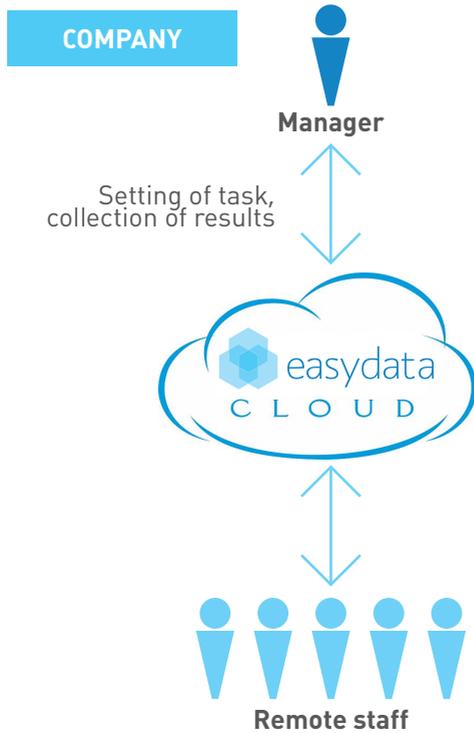


Today there are about 1 million mobile workers in Russia: merchandisers, couriers, drivers, freight forwarders. The main barriers to implementing a system for the automation of mobile workers are the large investment and operating costs

To the left you can see a diagram of a conventional system for automating workforce management.

- Large initial investments (equipment, licenses)
- Long implementation times taking at least 3 months
- Use of own equipment (premises, integration into the company's IT system)
- Need for staff to service and update the system
- Lack of flexibility:
 - Inability to change the number of licenses in accordance with business requirements
 - Requires hiring programmers in order to implement changes into the system

EasyData – an effective and affordable solution for automating workforce management



- System implementation does not require investment
- Time need to deploy the system at the company is 1 week
- EasyData is a cloud solution that does not require servers and service staff
- The intuitive interface requires no special skills to use
- Flexibility: the minimal license term is 1 month; payment is made at the end of the month on the basis of actual system usage.

EasyData has already been chosen by

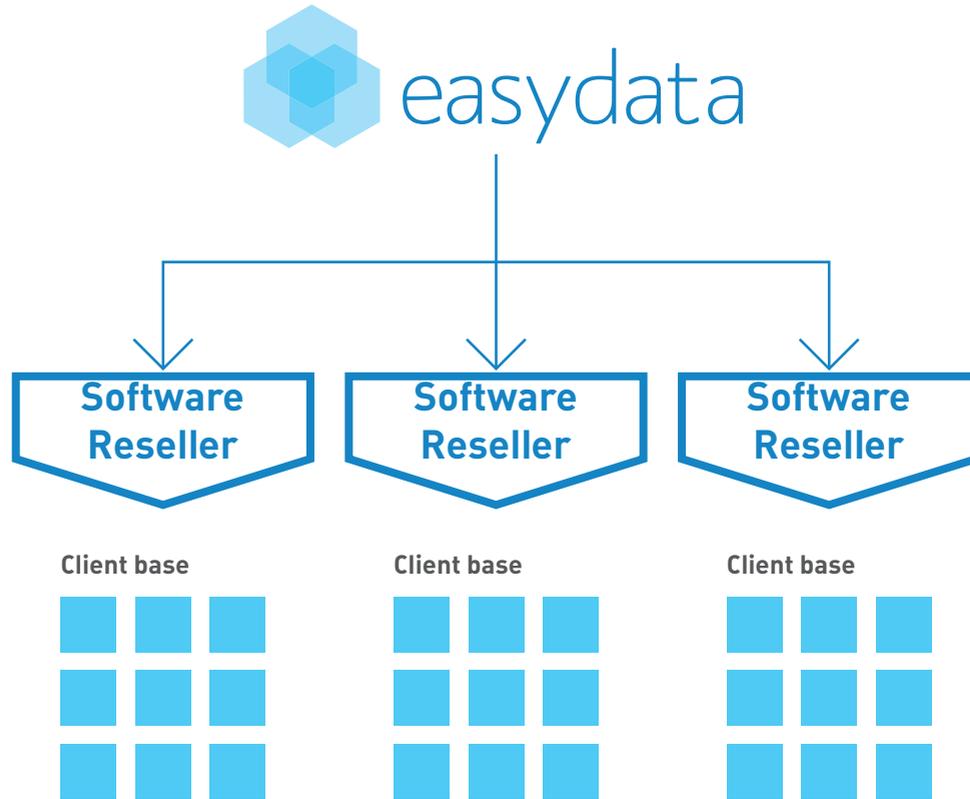


MegaFon - one of the three major cellular operators in Russia.



Revolution - one of the leading field marketing agencies in Russia.

Size of EasyData market and scale of business



More than 1 mln mobile employees work in Russia today and their number continues to grow each year (based on it-weekly.ru data).

The size of the automated mobile personnel management market totals RUB 10 bln per annum.

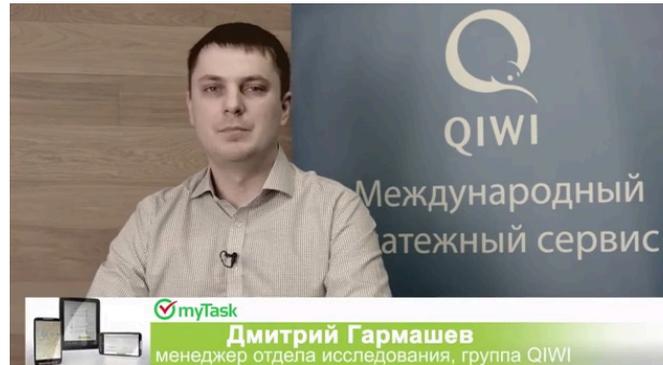
EasyData is developing cooperation with resellers of software packages that automate business processes. Such companies have their own client base with which one or more automated solutions (accounting, inventory, CRM) are implemented. Cooperation with resellers allows the company to:

- to quickly scale the Easy Data product
- focus on development of the EasyData product, leaving sales and implementation to companies with extensive experience in this area.

VIDEO TESTIMONIALS



[Click to view video in browser:](#)



Andrei Khudyakov - Retail Network Manager:

«... The first advantage that we received from the software - operational reporting from the field. The second advantage - control of field staff ...

Now we control field work virtually online - we just go to the report, press the button and understand what is happening in each of the outlet».

Dmitry Garmashev - Research Manager

«We were able to complement our database for payment terminals, received information on more than 4000 devices ... and were able to put them on the map.

I would also like to say about the speed of the research: if the information was collected yesterday, today - we already had the data».

Ruslan Galka - Business Development Director

«... We needed a comprehensive information about the availability of our product in more than 130 retail outlets.

In the stipulated time we received all the necessary documents and photo report. This allowed us to optimize sales through retail channel and identify new growth opportunities!»

THANK YOU FOR YOUR ATTENTION!



If you are interested in collaboration / investment in our company and for more information, please contact us by:

- mail: ap@mytask.me
 - phone: + 7 495 2150684
+ 7 903 969 3457
- attn. Armen Petergov

Our address: office №517, Barklaya st. 6 bld. 5, Moscow, Russia

www.mytask.me

www.easydata.me