



Crown Card

THE CROWN CARD



The worlds first digital payment card

Crown – a Unique Permissions Based Payment System

(Instant- Foolproof- Unhackable)

A revolutionary system that sends permissions rather than raw data making transactions immune to “man-in-the-middle” attacks, and every transaction immutably recorded

Disrupting the entire 2.2 trillion remittance market in EU.

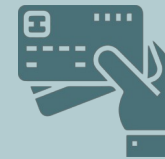
Fully transparent - fully auditable - indisputable



The funds stay in your account until remittance is spent



**Military grade security
1 in a trillion Chance
that a hacker could
access your wallet**



**Pay with local currency
or with your crypto,
shops always gets cash**

Crown Protection



STRUGGLING TO KEEP YOUR CASH SAFE?

Stop Using Outdated Bank Cards

UK Cyber Crime at All Time High

£28 Billion

Annual Cost to UK of Cyber Crime

£10,830

Average loss To Businesses

£4 Million

Amount Stolen by Fraudsters daily

Use a permission-based system like Crown with architectural security, it's your greatest protection from scammers, hackers, and fraudsters

CROWN IS STRUCTURED TO KEEP YOU SAFE FROM HACKERS AND SCAMMERS .

Our Solutions will solve your pain

Solution #1

We have created an advanced permission based global system, that hackers, and scammers simply can't access

Solution #2

Customers deposits are only accessible with five factor authentication.

Solution #3

We use AI to secure the keys to your vault – less than a one in a trillion chance for hackers to access your money

Only the Crown has the structural architecture to offer these solutions



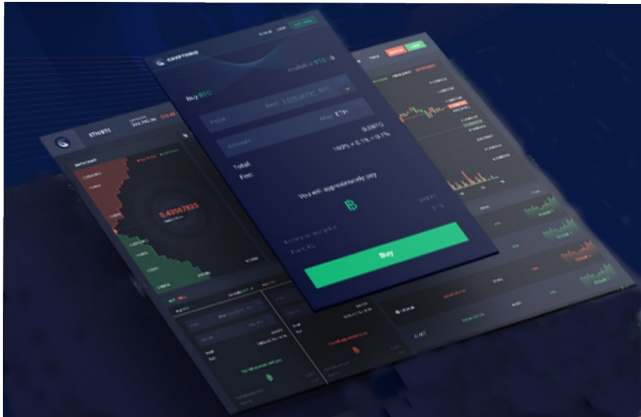


CROWN WILL DO ALL THIS AND MORE

The Crown App – access all your Credit Cards plus Crypto from your Phone

Crypto Platform

Buy- sell- trade- pay suppliers



Sell crypto -- transfer
proceeds to Bank Accounts

Transfer funds to
crypto platform



All your Credit Cards



All your Bank Accounts





CROWN PHONE APP.

Take Control of your finances



See balances



Go Green

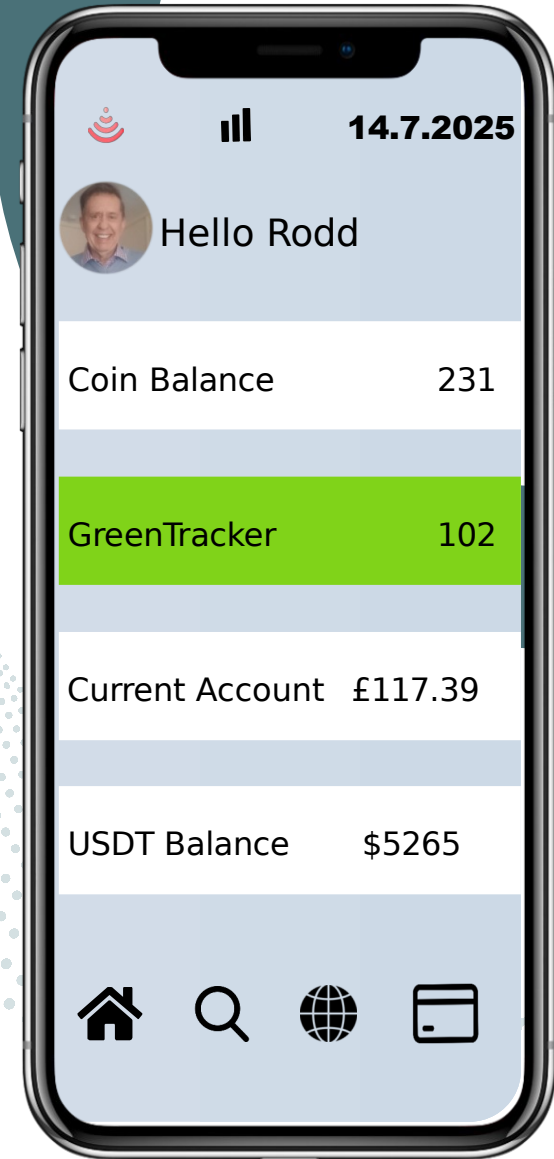


Send Money



Buy Sell Crypto

- **Check on your rewards balance & get reward offers. Access GRX platform, buy, sell, trade crypto**
- **See how green you are compared to others, and how green your suppliers are with our **GreenTracker** reading**
- **Check the balances in all your bank accounts and all your credit cards straight from your phone!**





MEET OUR OUTSTANDING TEAM!



Sue
CFO

Sue Emmett, FCCA, Chartered Certified accountant and accomplished administrator. Digital systems leader with deep expertise in project delivery, enterprise system implementation, and cross-functional digital transformation.



Gina
CHAIR

Gina Gee Mann, serial entrepreneur experienced operations specialist, five years with software development, and passionate about ESG and sustainability issues, Gina has more than fourteen thousand followers.



Rodd
CEO

Rodd Tringham, experienced business leader, former company chairman. Designed the Crown permission based system and is a front end developer. Successfully launched two fintech startups with favourable exits



Alex
CMO

Alex Moon, Marketing Director, has over 15 years' experience in product positioning, customer acquisition, sales leads, and channel execution, with the ability to turn strategy into measurable commercial results.



Geeta
NED

Geeta Sood is a highly accomplished strategic people leader with extensive experience in scaling companies from early-stage growth through to IPO. Her career spans leading roles in global organisations as well as high-growth fintechs.



Joshua
CTO

CTO - Joshua Barnard, associate computer science professor at Mendocino College, full stack developer, ten years experience with blockchain technology, and Lead developer at Crown Card



Amanda
Board Adviser

Amanda Anusionwu, ACCA is an accomplished investment professional with a wealth of experience managing complex investment strategies, and supporting boards in long-term value creation.



Rosa
NED

Rosa Pollatou, strong background in treasury, funding, and sustainable finance. Currently serving on boards including SCWP, SSV Capital Plc, and One Group Fintech. Presently Trustee of Share Option Scheme.





Meet our Advisory Board



Letitia

Letitia Adu Ampoma, MA (Oxon)
An Executive with international experience in strategic governance, risk, compliance, sustainability and Responsible Business Conduct. Skilled in enabling strategy in a wide range of industries and across varied cultures .



Sue

Sue Emmett, FCCA,
Chartered Certified accountant and accomplished administrator. Digital systems leader with deep expertise in project delivery, and enterprise system implementation,



Riddhish

Riddhish Jani, BSc
Marketing Director Labara, and experienced Digital Marketing expert with valuable international experience managing diverse operations and leading a multi-functional workforce.



Monika

Monika Fleischhacker, BSc. Viena
Marketing Advisor driving growth of leading FMCG Brands. Expert in Brand Development and Activation for Global, Regional and Local Businesses including Healthcare



Violet

Violet Masunda, ACCA
15years experience in the accounting, banking, telecommunications and fintech spaces of which 10 years were at managerial level and above. I am an innovative professional



Amanda

Amanda Anusionwu, ACCA
Amanda is an accomplished investment professional with a wealth of experience managing complex investment strategies, and supporting boards in long-term value creation.



The time to get Crown is now

Today Crown Leads the Field with the First Permission Based Payment System

Consider this opportunity

- Bank of England is developing its own Digital Pound for payment cards. High St. banks are scrambling. Digital Euro will be here in 2027
- In a recent survey of 25 Businesses, 68% said they would likely switch to a Crown Card business plan with secure digital features
- 245 Million people in UK and EU may switch to a digital coin payment like Crown in next 5 years



MARKET GROWTH PROJECTIONS



Global Digital Payment card Market

\$43 Billion By 2028

Demonstrating the rapid evolution of financial transactions in the new digital age



Traction

2% Market share

Crown Card is poised to capture 2% of the burgeoning digital payment card market equating to a potential revenue of \$860 million by 2028.



Projected Income Growth

£3,950,490 by year 3

Crown Card Services anticipates a robust income growth from £1,162,143 to £3,950,490 in UK and EU

CROWN ECONOMICS

LTV Lifetime value → £450

Derived from transaction fees, crypto spreads, business account fees

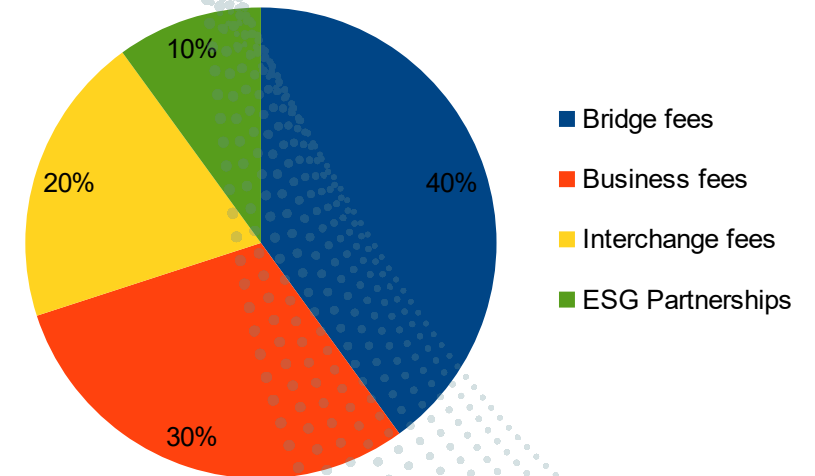
CAC Customer acquisition cost → £22

Significantly lower than the industry average due 2 million + subscribers on GRX exchange and "GreenTracker" eco-conscious referrals

LTV:CAC ratio → 20:1

Current industry standard is 3:1. Shows our organic efficiency

Diversified Revenue Streams



Our partnership with GRX platform and GreenTracker scoring system with rewards, turns every user into a brand ambassador reducing marketing spend by 80% and driving a risk mitigated path to profitability by month 10

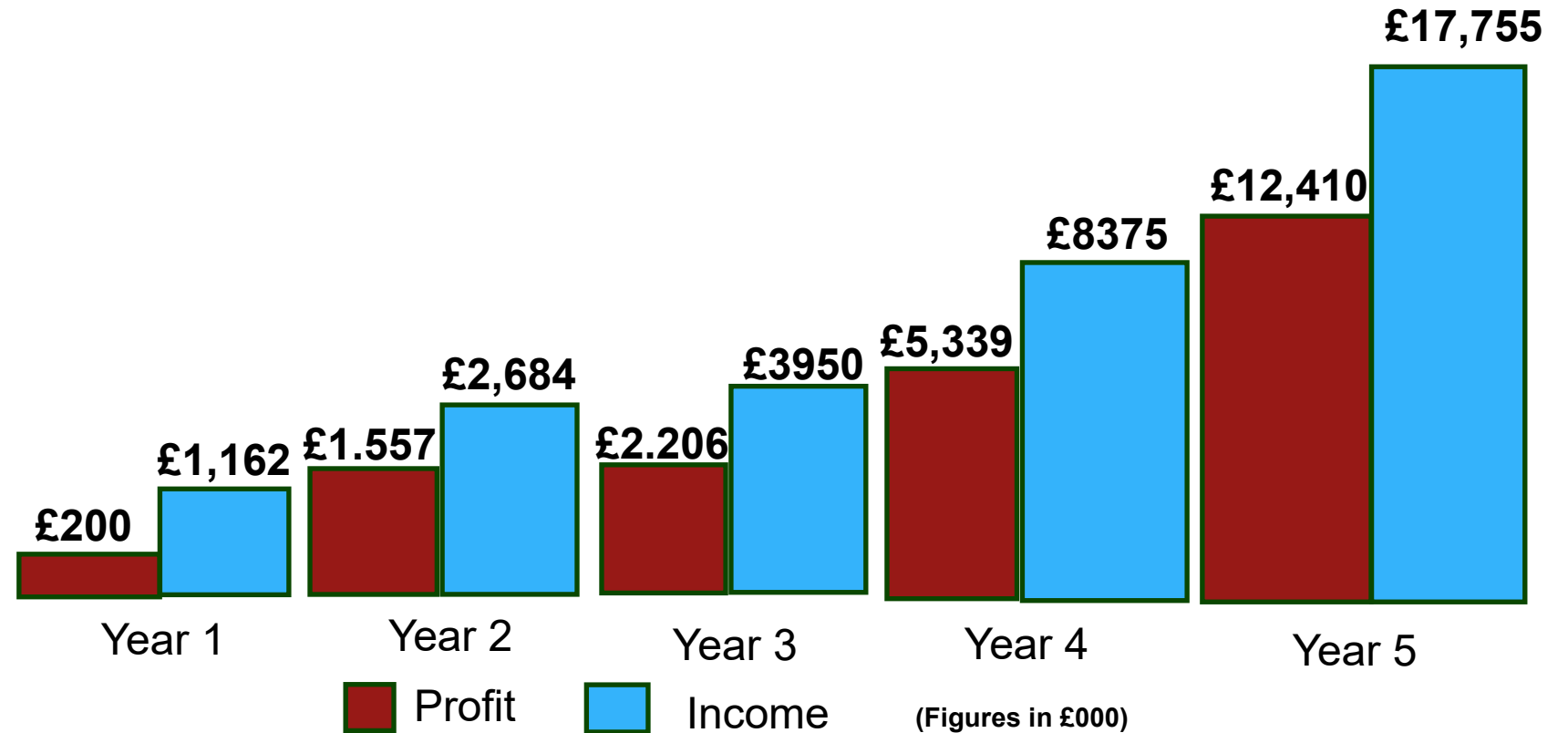
Crown Budget Projections

Illustrative Forecast Equity Valuation

(Based on budget
projections at a conservative
20 X gross profit)

(Compare to Revolut
at 45 x Profit)

- Year 3 £35,301,000
- Year 4 £85,427,000
- Year 5 £198,575,000



Projections are based on market share of 0.5% in year 5, conservative adoption rates, stable margins, and controlled cost expansion. Refer to detailed budgets for full cost and revenue analysis.



Partnership with GRX

Bridging Traditional Finance and Digital Assets

Borderless transactions.
Secure exchange.
Real-world assets on-chain.

2M+ Subscribers
&
Growing



Crown - the Only Card endorsed by GRX

About GRX

 Trade digital assets instantly

Who we are

GRX is a next-generation fintech ecosystem designed to bridge traditional finance and the decentralized economy. We believe in secure, borderless, and efficient financial solutions





Seeking £500K Seed Investment

(with £275,000 already committed)

Equity Investment: Min £1,000 / no Max

SEIS Available for UK Investors. Qualified Lead Investors get a Board Seat

40%

Product development
(blockchain, security,
compliance)

20%

Operations & team
growth

30%

Marketing & Customer
Acquisition

10%

Licensing & Regulatory
approvals





World's First Permission based payment System

EXIT STRATEGY

Options For Crown Card Services Ltd



1 LSE - PISCES

Crown Intends to "opt in" to Pisces so minority shareholders can exit once or twice a year

2 Financial Buyer

Crown's projected strong, predictable and scalable cash flow widens the valuation range, and will be an attractive proposition to many investment funds

3 IPO

Crown Card could consider a future IPO once the business reaches a stage where its revenue, customer base, and regulatory track record demonstrate long-term stability and scale.





Seed Enterprise Scheme

Crown Card Services Ltd has received HMRC Advanced Assurance for SEIS

SEIS is a long established government scheme that aims to encourage investment into smaller UK companies. Investors are granted a variety of generous tax reliefs in order to both reduce the investment risks and enhance the potential returns that can be generated from investing in growing UK companies.

A very simple summary of the main tax benefits available to SEIS investors follows:

- **Income Tax relief of 50% on the investment cost.**
- **An exemption from Capital Gains Tax on any growth, on the disposal of the investment.**
- **Capital Gains Tax Deferral Relief.**
- **Business Relief – Inheritance Tax Relief.**
- **Loss relief.**

**** SEIS tax benefits are subject to investor eligibility***

Professional tax advice should be taken where required. Further details can be found at:

<https://www.kickstart.capital/eis-seis-summary>

Thank you for reading our Deck!