

# Celerya<sup>®</sup>

Enjoy your business

**SMART DATA  
INTERCHANGE  
PLATFORM**

# Why Celerya

The world of business has its own challenges.  
Bureaucracy, complexity and lack of collaboration  
have negative effects on business results.

Nowadays business is a continuous  
exchange of information.

"Celerya has been created to bring  
efficiency and simplicity  
to the Business World, starting with  
an easy way to exchange data".

Celerya developed SYD, a patented system capable to translate any company's database into **saleable digital data** accessible from third parties.

# Inefficient Supply Chains

1

Supply chains actors  
generate and utilize  
different and several data

2

To exchange data  
Companies rely on  
heterogeneous systems  
usually old and hard to use

3

These systems make the  
data exchange extremely  
complex and expensive



# Known Issues



Supply chains data exchange is one of the most well-known issue



Existing solutions are obsolete and complex to manage



Unprofitable activities



Additional costs



Waste of working time



Companies' productivity is hit negatively

# Direct and Indirect Effects

- **Bad perception of the company's trend**
- **Lack of organization**
- **Risk to violate rules**
- **Increase of stress levels**
- **Increase of management costs**
- **Loss of competitiveness**





## The Idea



- The possibility to access information
- An open and simple system that anybody can adopt
- Control and property of the data



## The Solution



- Provide tools to extract and share data
- Provide a comprehensive open platform



## The Revolution



- Celerya offers a unique digital code to any entity
- Celerya can incorporate any existent standard
- Celerya is scalable



# What SYD Does

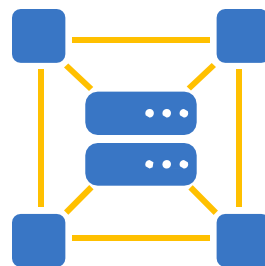
1

Extracts



2

Translates



3

Sells





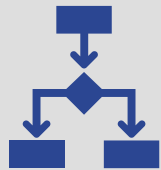
Celerya wants to become a new  
**global communication standard.**

It provides a **unique digital identity** to any  
product or service around the World.

# Explore Celerya

## EASY INTEGRATION

SYD's flexible local software container enables easy API configuration with no need for custom development, streaming integration



## DATA PROTECTION

SYD ensures data integrity and safeguards ownership by encrypting all data and workflows with a unique Customer Key



## UNIQUE DIGITAL ID

SYD ensures every product is assigned a digital identity, simplifying management throughout its entire lifecycle



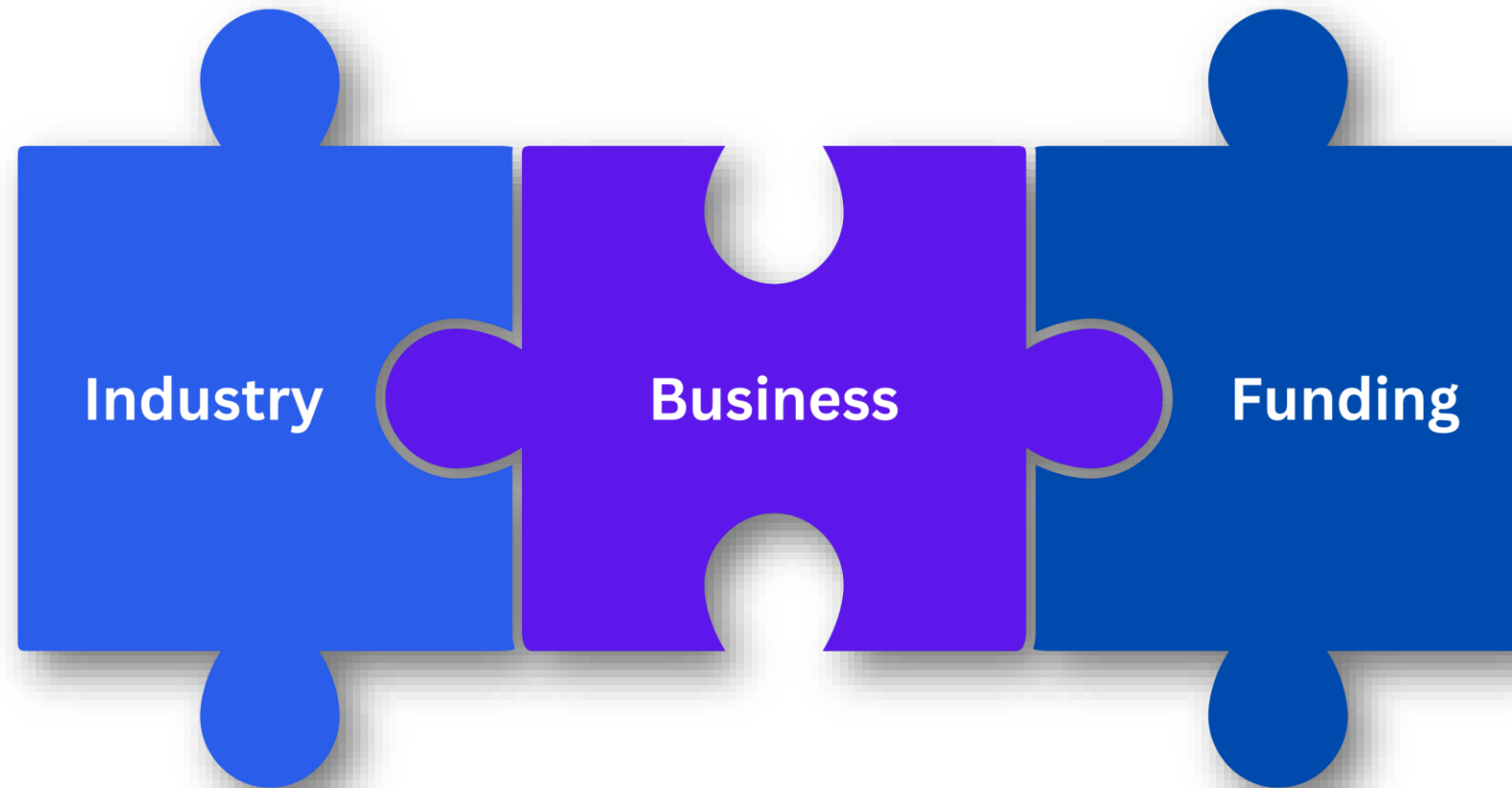
## DATA MONETIZATION

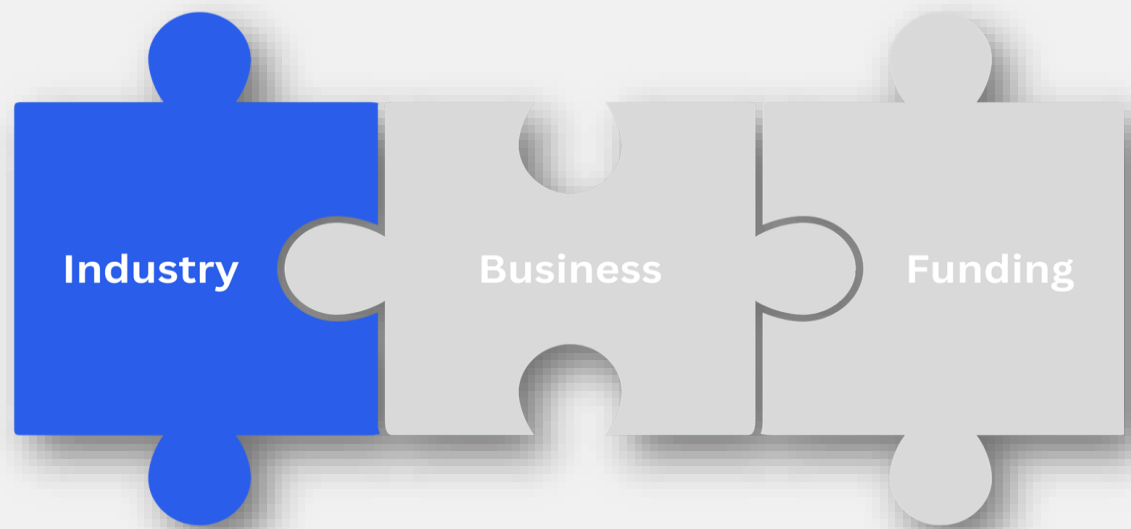
SYD facilitates the transformation of increasing volumes and types of data into an asset, providing data owners with the opportunity for monetization



# 3-Pillar Strategy

The 3 Pillar Strategy has been implemented to i) define **industries to focus on**, ii) determine **tools, partnerships** and market **positioning** to penetrate value-adding business segments, iii) **fund** operations accordingly





Define **industries** and business **segments** that add values



**Food&Beverage**



**Industrial Cleaning**

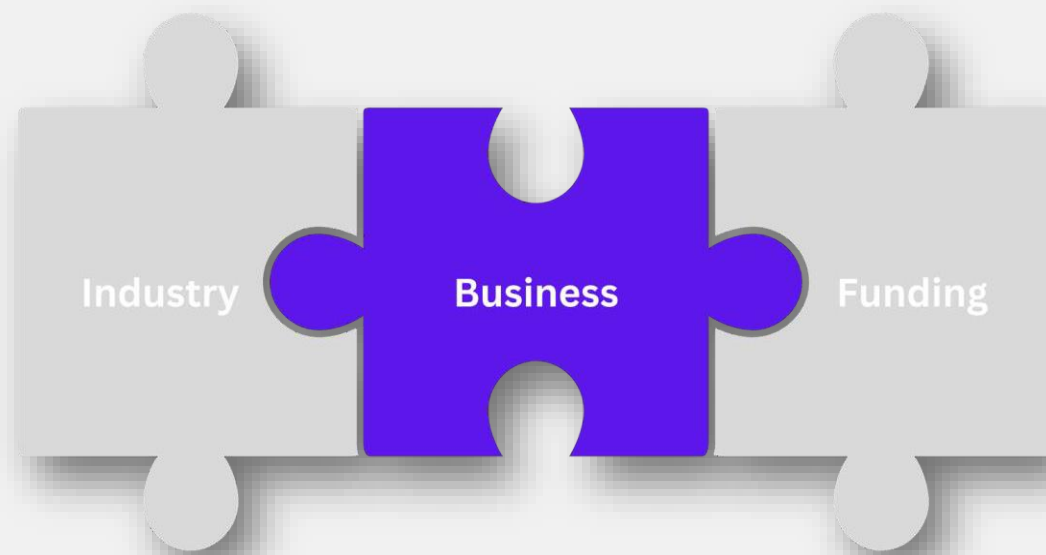


**Logistics**





**Wealth Management**

Client portoflio has proven to be widely diversified by relying on **network effect** and early adopters **referral** supporting the successive adoption of SYD along and across their network



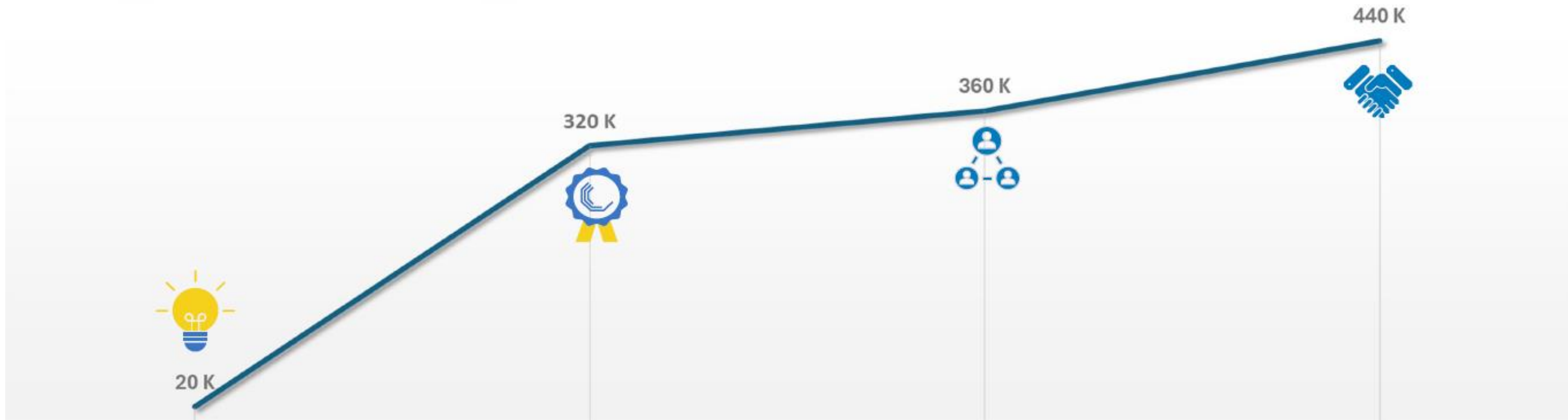
Determine **strategy**, **partnerships** and **market positioning** to penetrate value-adding **business segments**

Industry 	 <b>Food&amp;Beverage</b>	 <b>Industrial Cleaning</b>	 <b>Logistics</b>	 <b>Wealth Management</b>
Revenue Segment 	3 M to 100 M	12 M	20 M	Boutique - SIM

*SYD* has been firstly tested on SMEs and then effectively implement on first adopters regardless Revenue "dimensions" and business core of operations



Fund operations accordingly



Our CEO gets onboard as first investor

Private Investor and co-founders

Business Angels

Digix Plus joins at 12 MLN of Val



# Founders

Celerya was founded in 2020 from a smart team with more than 20 years of industrial experience.



Claudio  
Lupica Rinato  
**Founder & CEO**



Dario  
Martinelli  
**Founder & CIO**



Marco  
Mazzini  
**Founder & COO**



Gian Luca  
Scatena  
**Founder & CFO**





# Key People & Strategic Alliance

## Tech & AI



Dario  
Cereser  
CTO



Enrico  
Busto  
Head of R&D  
1 exit in his career



Alberto  
Chiardola  
Founder, Digix Plus



Alberto  
Chiardola  
Founder, Digix Plus



Oana Erimia  
Head of Market  
Expansion



Alessandra  
Zarlottin  
Marketing Expert

## Finance, Legal & Investor Engagement



Giovanni  
Cuniberti  
Financial Advisor

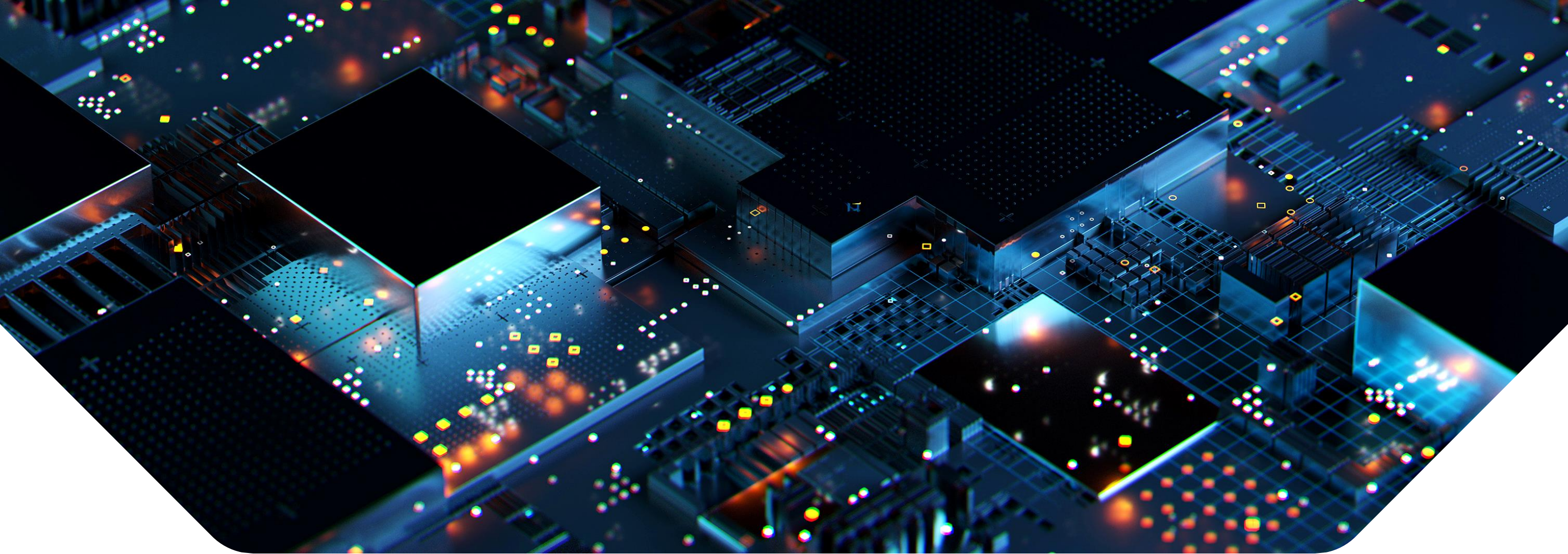


Pasquale  
Zaccarella  
Investor Relations



Cesare  
Varallo  
Food Lawyer





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