



Marketing Plans

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Executive Summary

This document outlines REMI's integrated online and offline marketing strategy for the first 24 months of operations, aligned with:

- Financial model assumptions (user growth, revenue, cost structure)
- Corridor rollout strategy (Year 1: UAE → Egypt & EU → Morocco; Year 2: Egypt → UAE and EU → Egypt)
- Revenue stream sequencing (Retail first; B2C and B2B expansion in Year 2)
- Protocol positioning as a confidential, compliant settlement layer

Marketing strategy is structured around phased execution consistent with:

- Phase 1: Genesis (0–12 months)
- Phase 2: Hashrate (12–24 months)

Primary objective in Year 1 is efficient acquisition and retention of retail remittance users in the UAE → Egypt ; EU → Morocco corridors, targeting 50k–100k users and \$50M–\$100M in volume as defined in the roadmap.

Marketing in Year 2 expands to support:

- Freelancer payouts (B2C)
- Payroll (B2B, starting Oct 2026)
- B2B payments (starting Jan 2027)
- Corridor expansion (Egypt → UAE; EU → Egypt)

All initiatives are designed to operate within the gross margin and cost structure defined in the financial model (80% gross margin assumption, COGS ~11–13%, structured operating expense growth).

1. Strategic Marketing Principles

1.1 Infrastructure-Led Positioning

REMI is positioned as a confidential, compliant settlement layer enabling regulated remittance flows rather than a speculative crypto application.

Marketing messaging emphasizes:

- Instant settlement (<1 minute target)
- Confidential transaction layer
- 1:1 stablecoin-backed structure
- Regulatory compatibility
- Partner-bank integration

1.2 Corridor-First Focus

Marketing resources are geographically concentrated during Phase 1 on:

- UAE/EU (sender market)
- Egypt/Morocco (receiver market)

This reflects corridor TAM and strategic wedge selection.

Expansion messaging in Year 2 reflects defined corridor sequencing.

1.3 Capital Efficiency Discipline

User acquisition is governed by financial model constraints:

- CAC assumptions embedded in Retail model
- 90% gross margin framework
- Churn reduction from 5% (Year 1) to 1% (Year 2) target

Marketing scale is directly tied to payback period thresholds.

2. Phase 1 (0–12 Months) – Genesis

Marketing Plan

Primary Stream: Retail Remittance

Corridor: UAE → Egypt

2.1 Objectives

- 50k–100k registered users
- \$50M–\$100M corridor volume
- <1-minute settlement narrative validation

2.2 Target Segments

Sender (UAE/EU):

- Egyptian/Moroccan expatriates (salary earners)
- Blue- and mid-collar workers
- Digital-native remitters dissatisfied with FX spreads

Receiver (Egypt/Morocco):

- Banked recipients
- Wallet users
- Cash-out dependent households

2.3 Online Channels

2.3.1 Performance Marketing

Channels:

- Meta (Arabic/French-language targeting)
- Google Search (remittance intent keywords)
- YouTube pre-roll for corridor awareness

KPIs:

- CAC within modeled threshold
- Cost per funded user
- Volume per active user
- LTV/CAC ratio

Measurement aligned to:

- Active users
- Transactions per user

2.3.2 Influencer and Community Campaigns

- UAE-based Egyptian/EU-based Moroccan community leaders
- Worker accommodation outreach
- WhatsApp group education campaigns

KPIs:

- Referral conversion rate
- Cost per verified KYC account

2.3.3 Referral Engine

Structured incentives financed within fee structure (aligned to xREMI reward mechanics where applicable).

KPIs:

- Referral rate
- % of volume from referred users

2.4 Offline Channels

2.4.1 Employer Partnerships

- SME employers paying Egyptian workers
- Onsite activation sessions

KPIs:

- Users acquired per employer
- 30-day activation rate

2.4.2 Exchange House Proximity Strategy

- Geotargeted marketing near exchange clusters
- QR-based onboarding

Objective: Capture users currently paying 6–7% average legacy cost (global benchmark).

3. Phase 2 (12–24 Months) – Hashrate Marketing Plan

Expansion Streams:

- B2B Payroll (starts Oct 2026)
- B2C Freelancer Payouts (starts Jan 2027)
- B2B Payments (starts Jan 2027)

Corridor Expansion:

- Egypt → UAE
- EU → Egypt

3.1 B2B Payroll Marketing

Target:

- UAE SMEs with Egyptian workforce
- Mid-sized payroll processors

Channels:

- Direct sales
- LinkedIn outbound
- Industry associations

KPIs:

- Number of signed payroll contracts
- Average payroll volume per employer
- Retention (monthly recurring payroll flows)

3.2 Freelancer Payouts (B2C)

Target:

- Egyptian freelancers receiving international payments
- Digital platforms require cost-efficient payouts

Channels:

- Platform partnerships
- Digital-native campaigns
- Creator economy communities

KPIs:

- Platform integrations
- Monthly payout volume

3.3 Institutional Content Strategy

- Regulatory whitepapers
- Settlement transparency dashboards
- Corridor cost comparisons

Objective: Position REMI as infrastructure, not retail app only.

4. Budget Allocation Framework

Budget scaling tied to:

- Revenue growth trajectory 80% MoM in Year 1, 1% MoM in Year 2
- Operating expense ramp structure

Allocation Guideline (Phase 1):

- 50% Performance marketing
- 20% Community & referral
- 20% Employer outreach
- 10% Brand & compliance communications

Phase 2 increases allocation toward B2B acquisition.

5. KPI Framework

5.1 Retail KPIs

- Registered users
- Active users
- Transactions per user
- Corridor volume
- CAC
- Churn (target reduction from 5% → 1%)
- Gross margin stability (~90%)

5.2 B2B KPIs

- Signed employers
- Average payroll volume
- Net retention rate
- Cost of acquisition per employer

5.3 Strategic KPIs

- Settlement time (<1 minute target)
 - Corridor expansion activation timelines
 - Regulatory partner integrations
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6. Risks and Mitigations

6.1 High CAC Risk

Mitigation:

- Exchange house user aggregation
- Employer-based aggregation
- Referral-first growth loops
- Volume-based fee incentives

6.2 Regulatory Messaging Misinterpretation

Mitigation:

- Strict compliance language
- Avoid crypto-speculative positioning
- Partner bank co-branding

6.3 Competitive Price Compression

Mitigation:

- Emphasize speed and confidentiality
 - Optimize liquidity balancing model
 - Focus on corridor depth before breadth
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7. Strategic Outcome

Marketing execution in the first 24 months is designed to:

1. Prove corridor economics (UAE → Egypt; EU → Morocco)
2. Achieve Genesis KPI thresholds
3. Establish B2B foothold in payroll and freelancer payouts
4. Reinforce protocol-level positioning for Phase 3 expansion

This plan is consistent with:

- Financial growth assumptions
- Corridor sequencing
- Confidential compliance framework

The objective is disciplined, data-driven corridor dominance before geographic scale.