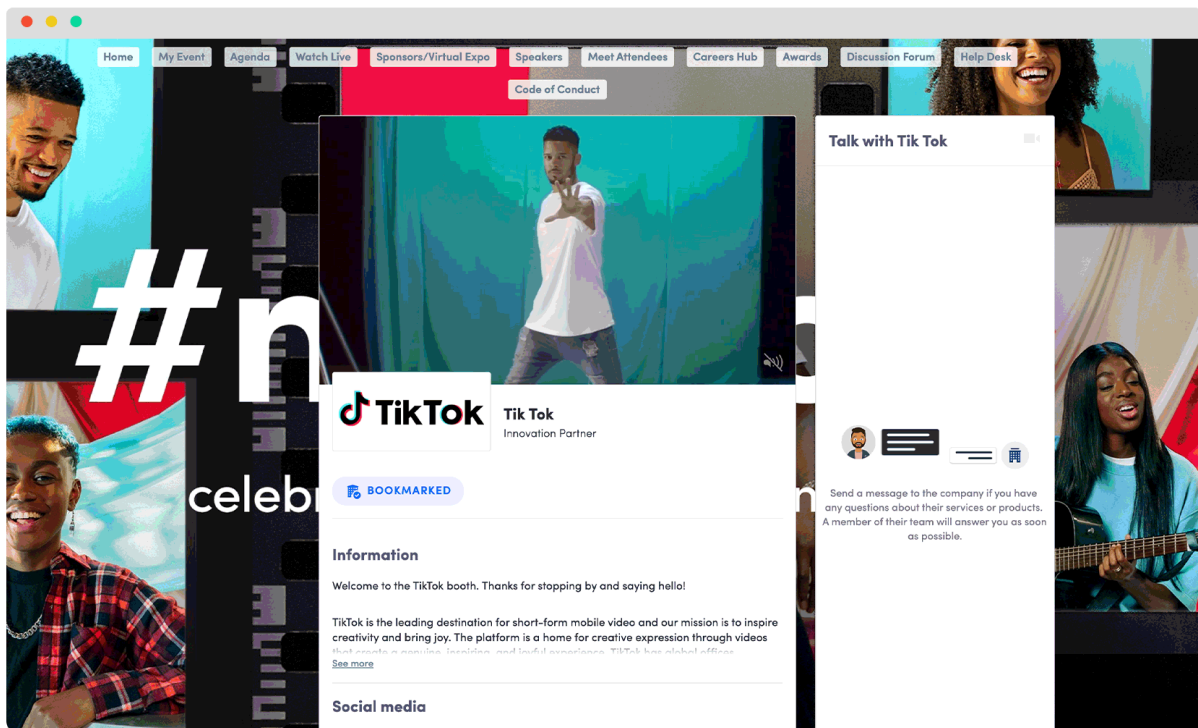


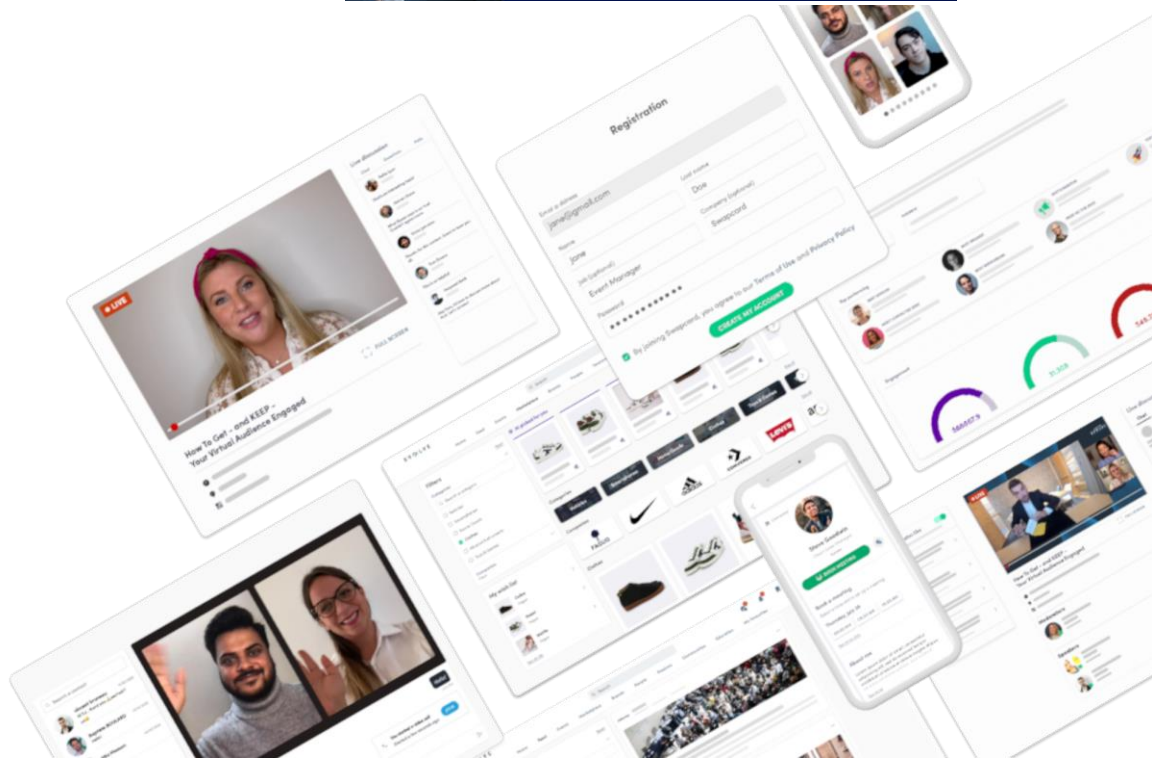


What drove you to develop a new programme/tool?

Swapcard was one of many companies that underwent a total reinvention of the business model in the face of the COVID-19 pandemic and subsequent cancellation of in-person events. Our clients faced a brand-new pain point - not being able to meet in person and having to cancel their events, they needed a way to save their business and keep their communities interacting.



They say that desperation breeds innovation and we saw the lightning-speed acceleration of event tech - a long-overdue revolution. Swapcard's product - built initially to serve physical events - was transformed into a platform for virtual and hybrid events in early 2020, with brand new, state-of-the-art networking, live streaming, exhibiting, video calling, and AI-powered matchmaking features.



What were the main objectives?

One thing that didn't change when pivoting our business model was Swapcard's mission: helping event organizers create meaningful connections between people at their events without borders.

The only difference was that this year, it was nearly all 100% virtual. This mission became arguably more critical in 2020 than any other year, because people were stuck at home in lockdown, unable to travel or attend events, and were longing for human connection. We made that happen.

The main objectives of Swapcard's new virtual platform was to address the pain points that event organizers were experiencing - and fast. We had but a couple of months to adapt and innovate, saving clients' business in the process and empowering them to learn, grow and change with us.

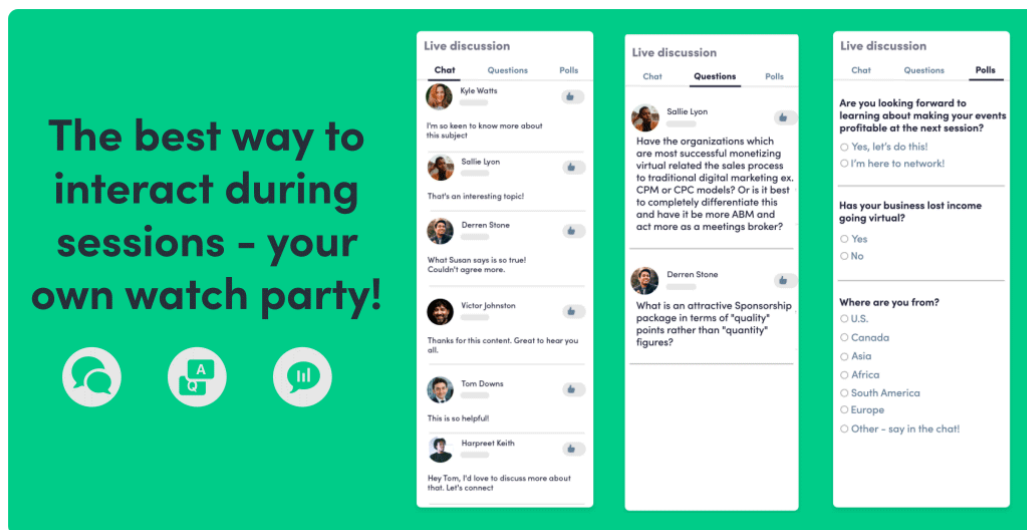
Another main objective was to become an industry frontrunner for the virtual side of events - which we knew would be around for quite some time as lockdowns were extended and cases of COVID-19 continued to grow around the world.



Our transition to virtual attracted top clients such as Informa, Clarion, SXSW, NAMM, Dubai Expo 2020, Emerald, GL events, to name a few.

Which value added services did you seek to provide?

Led by an ambitious strategic vision from our leadership, the [Swapcard team built an entirely new platform](#), accompanied thousands of clients in their transition to virtual, and recorded compelling data from successful events.



The end-to-end virtual event platform includes:

- In-app registration (since [Swapcard's acquisition of Avolio, Inc.](#), a U.S.-based registration company, in December 2020)
- Live streaming integration & embedding
- Live discussion, Q&A and polls as well as other audience response features

Live discussion

Chat Questions **Polls**

Are you looking forward to learning about making your events profitable at the next session?

Yes, let's do this!

I'm here to network!

Has your business lost income going virtual?

Yes

No

Where are you from?

U.S.

Canada

Asia

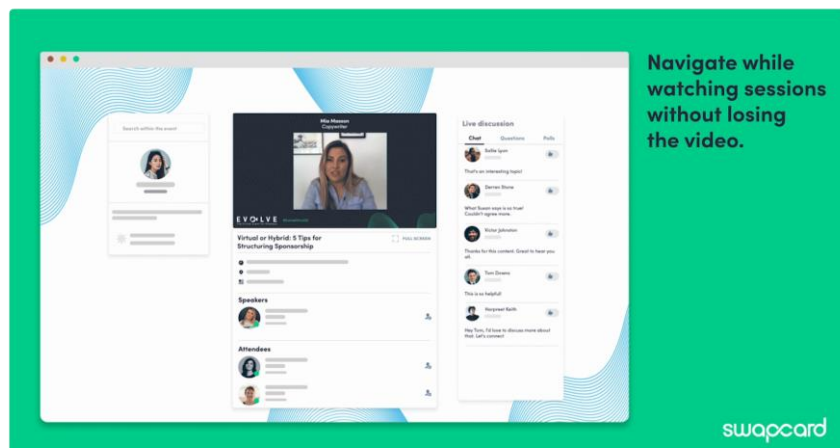
Africa

South America

Europe

Other - say in the chat!

- 1-on-1 video calls
- Group video calls
- Integrated online roundtables with moderator roles and capacity limits
- Speed networking via video call
- Fully branded and customizable virtual booths for exhibitors
- Fully white labeled apps and platforms
- and much more!





What measures did you take to reach those objectives?

Swapcard's team found that the best way to showcase the new, virtual features and platform was to run our own virtual event, inviting the community to discover what a virtual platform can do.

We launched our first virtual event, Evolve, in May 2020, where 4,000 event professionals from around the globe joined us to network and learn. We later turned it into Evolve Community Series and delivered new content every month while continuing to reach into the community and give people opportunities to chat, learn and share. In February 2021 we held [Evolve 2.0](#), reunited the community and grew it to over 10,000. It was a great success with 3 full days of content, networking and exchanging. We're still analysing the results but we expect to get many new clients from this event, as early survey numbers suggest that 68% of attendees' main reason for attending was to source Swapcard as a potential provider for their upcoming events.

We also launched partnerships with public relations agencies in various regions around the world to support us in increasing brand awareness and finding new clients.

Finally, we grew our team of Swapcard support and event specialists, so that we could ensure rapid, effective and quality customer service in all timezones.

What were the specific challenges faced? How were these overcome?

Every day brings a new challenge. The industry is not yet educated and informed enough of the benefits of virtual platforms for events, so there are many who resist change to their own detriment. Users on our platform that are not tech-savvy or haven't been given proper training/guidelines tend to lower engagement rates for clients. Exhibitors at virtual events haven't seen the same ROI margins as they were used to seeing at in-person events due to a number of reasons, some acknowledged by platform improvements, others yet to be acknowledged by exhibitors regarding their own behavior, willingness and skills. Audiences getting tired of staring at screens all day long is another challenge. Competitors upgrading their platforms and getting capital investments is another challenge.

But we at Swapcard see challenges as opportunities. We don't get scared off and we don't back down. We're committed to overcoming every obstacle standing in the way of



us proving the industry's leading all-in-one technology platform for any type of events, anywhere in the world.

Were your objectives reached?

Yes. Our objectives were reached and they are being reached every month, because it's a journey and we'll never stop learning, growing and improving.

We are constantly upgrading our product to address clients' pain points and ensure our technology and human support deliver on their specific needs.

We have also become industry leaders and frontrunners with clients such as Informa, SXSW, NAMM, Clarion and Emerald.

What relevant results can you share?

Since mid-2020:

- 1700 virtual events
- Over 2 million users on the platform
- Over 1 million new connections made by users of the platform, and over 7 million messages exchanged between them
- Signed notable contracts with - Informa, IFEMA, Easyfairs, Fiera Barcelona, Clarion Events, DWTC, Emerald, Kortrijk, Verona Fiere, Italian Exhibition Groups etc
- Customer feedback on value has averaged 8.7/10
- Event industry meetings and gatherings use Swapcard as their preferred platform - CONFEX, IMEX, PCMA.
- Projected turnover grew 400% in 6 months and the company went from 40 to 130 employees

Conclusion

Swapcard came from being an in-person event app and built a brand-new virtual event app. With extensive experience in both these areas, Swapcard's technology is ready for the future - for hybrid events and for going back to in-person events. Our team at Swapcard is constantly innovating and releasing new features every month in line with industry needs. You can see our 2021 product roadmap [here](#). We believe that our technology will continue to host and accompany all types of events without borders in the future.