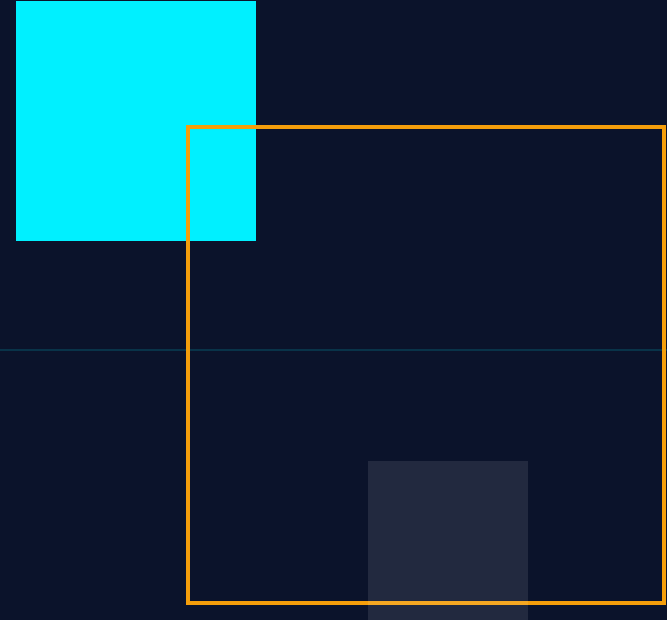


GKroon (Pty) Ltd.

INVESTOR PITCH DECK



Building a trusted, one-stop technology services platform

Unifying the digital
and physical
technology journey.



LAUNCH-STAGE, INTEGRATED MODEL

Business formation support, digital infrastructure, web development, device repair, and technology retail in one customer journey.

INITIAL OPERATING HUB

A high-accessibility retail and operations site in George, Western Cape.

INVESTMENT PROPOSITION

Establish the physical, technical, and talent foundation to capture multiple complementary revenue streams.

Fragmented services create friction for customers

ENTREPRENEURS & SMES

Need help moving from company registration to a credible online presence without managing multiple providers.

CONSUMERS & BUSINESSES

Need dependable, timely device repair and access to quality replacement parts and hardware.

CORPORATE CLIENTS

Seek modern, supported web solutions that strengthen their digital identity and operations.

GKroon is designed to unify these needs through a single service relationship.

GKroon unifies the customer technology journey

CUSTOMER NEED	GKROON SERVICE	CUSTOMER VALUE
Start a business	CIPC registration support	Faster, more guided market entry
Get online	Domains, hosting, SSL, web design and development	A secure, scalable digital presence
Keep devices productive	Smartphone repair and technical support	Swift, quality-led repair outcomes
Source technology	Spare parts plus new and refurbished devices	Reliable, affordable access to gear
Evolve digitally	Future blockchain development and consulting	A pathway to emerging technology solutions

Source: GKroon (Pty) Ltd Business Plan (provided by the company).

South Africa's digital economy supports the model

>75%

of South African households have internet access, expanding the addressable base for online business and digital-support services.

97%

of households have at least one mobile phone, reinforcing the relevance of reliable repair, spare-parts, and device-support services.

STRATEGIC ALIGNMENT

Government digital-economy priorities emphasize areas perfectly aligned with GKroon's platform strategy:

Infrastructure & Connectivity

Digital Skills Development

Innovation & Entrepreneurship

Digital Commerce Expansion

Multiple revenue engines improve customer lifetime value

REVENUE ENGINE	COMMERCIAL MODEL	STRATEGIC ROLE
■ Business and web services	Project and service fees	Acquires entrepreneurs and corporate clients
■ Domains, hosting, & maintenance	Monthly or annual subscriptions	Builds recurring revenue relationships
■ Repairs	Transaction-based service fees	Drives repeat local traffic and customer trust
■ Devices and spare parts	Product margins	Captures adjacent retail demand
■ Future blockchain services	Consulting and development fees	Adds a higher-value growth option after market establishment

Source: GKroon (Pty) Ltd Business Plan (provided by the company).

A physical hub and digital funnel drive acquisition

■ PHYSICAL HUB & LOCAL PRESENCE

PRIME GEORGE LOCATION

A visible retail and operations hub creates walk-in access, service credibility, and a central fulfillment base.

LOCAL RELATIONSHIPS

Community outreach, small-business partnerships, events, sponsorships, and word-of-mouth build regional trust.

■ DIGITAL FUNNEL & RETENTION

DIGITAL DEMAND GENERATION

SEO, PPC, social media, and content marketing convert customers searching for business and technology support.

RETENTION SYSTEM

CRM-led lead management, bundled packages, loyalty programs, and maintenance contracts expand repeat business.

An integrated operating model protects service quality

OPERATING LAYER	CORE RESPONSIBILITY	INVESTMENT PRIORITY
■ FRONT OFFICE	Customer consultation, relationship management, sales, and device intake	Accessible, customer-facing retail environment
■ TECHNICAL DELIVERY	Repair execution, web development, hosting, and technical support	Specialized tools, computers, servers, software, and skilled technicians
■ BACK OFFICE	Administration, finance, CRM, and digital-infrastructure maintenance	Standard operating procedures and operational discipline
■ TALENT ENGINE	Recruitment, certifications, workshops, and continuous skills development	Training to keep pace with changing technologies

Source: GKroon (Pty) Ltd Business Plan (provided by the company).

The integrated offer creates defensible advantages

■ CONVENIENCE ADVANTAGE

One trusted provider can serve a customer from company setup through ongoing digital and device needs.

■ CROSS-SELL ADVANTAGE

A registration customer can become a hosting, website, maintenance, repair, or device customer.

■ TRUST ADVANTAGE

Quality parts, skilled technicians, responsive support, and visible local presence reinforce the brand promise.

■ CAPABILITY ADVANTAGE

Ongoing training and a phased technology roadmap support adaptation as client needs change.

Growth is sequenced and execution risks are managed

YEAR 1 – ESTABLISH	YEARS 2-3 – SCALE	YEARS 4-5 – EXPAND
STRATEGIC FOCUS Secure premises, acquire equipment, build team, launch brand and core services INTENDED OUTCOME Operational readiness and initial break-even focus	STRATEGIC FOCUS Grow awareness, referrals, subscriptions, and recurring customer relationships INTENDED OUTCOME Steady revenue growth and progression toward profitability	STRATEGIC FOCUS Enter new markets and introduce blockchain development as demand matures INTENDED OUTCOME Greater diversification and higher-value service capacity
COMPETITIVE PRESSURE Countered through an integrated offer, customer service, and loyalty-building support.		TECHNOLOGY & OPERATING COMPLEXITY Managed through continuous training, standard operating procedures, CRM, and a phased rollout.

Investment funding is allocated to launch readiness

\$5.0M

FUNDING REQUIREMENT

USE OF FUNDS	AMOUNT (USD)	SHARE OF RAISE
Retail property	\$2,000,000	40%
Equipment purchases	\$1,000,000	20%
Training & skills	\$500,000	10%
Advertising & marketing	\$500,000	10%
Employee salaries	\$500,000	10%
Operational costs	\$500,000	10%

Source: GKroon (Pty) Ltd Business Plan (provided by the company). Percentages are calculated from the stated \$5.0M funding requirement.

Partner with GKroon to enable South Africa's next technology-services platform.

\$5 . 0M

launch investment to establish the hub, equip the team, build awareness, and scale a diversified customer relationship.

