XTRIBE

Neighborhood in your pocket

GET IT ON Google Play

Download on the App Store

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    - the ability to successfully execute the Company's commercial and growth strategy;
    - changes in consumer behavior and adoption of digital and geolocalized commerce solutions;
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XTRIBE

XTRIBE rewrites personal finance rules.
We asked ourselves:

«How can we make every transaction more profitable for people? »

The answer was to remove intermediary costs. No waiting, just fast and cost-effective exchanges.
XTRIBE is the smart tool for those who want to optimize their resources and reduce the unnecessary expenses of traditional commerce.

Retailers’ challenges

Small physical stores are invisible online

Generic marketplaces drive traffic, but destroy margins

Customers want to buy instantly — but can’t always pay all at once.

Today, 70% of searches start on smartphones

Xtribe

XTRIBE isn’t your typical marketplace.
It’s the smart radar that lights up everything around you.
Powered by precision geolocation, our app turns your smartphone into a savings compass. Explore local storefronts in real time and discover products and services just steps away.
Buy instantly, skip shipping costs, and support your local economy.
XTRIBE is the instant connection between people who sell, trade, or rent and those looking for solutions at zero distance.

Xtribe for merchants

XTRIBE isn’t just an app — it’s a revolution in local commerce. Powered by **intelligent geolocation**, we break down the barriers of anonymity: customers find you for what you offer, not just for your name.

- **Predictive Algorithm**: We identify user needs by analyzing searches and preferences, delivering the right product to the right person at exactly the right moment.
- **Freedom to Buy:** We analyze consumer behavior to offer what people truly want—the ability to unlock their desires.

4.000 free stores

1.000 paying stores

+300.000 users

More than 2.000.000 downloads

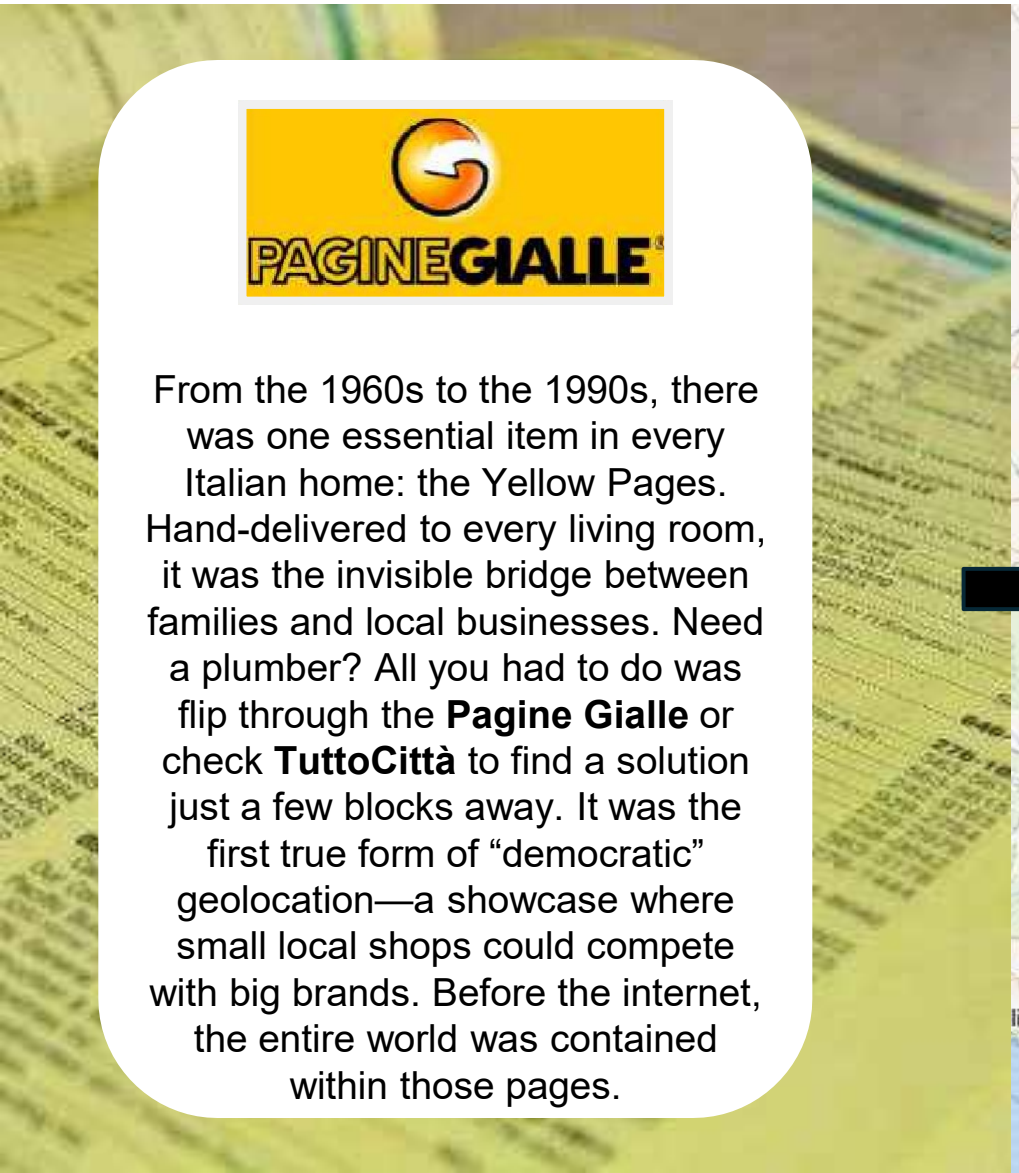
THE COMMUNITY

XTRIBE isn’t just an app — it’s a digital marketplace that never sleeps.
Our community is a living ecosystem where geolocated listings turn into real-world connections within minutes. Why wait for a delivery when you can walk into a store, experience the product firsthand, and close the deal instantly? The real ace up the sleeve?
Stress-free shopping.
On XTRIBE, you’ll find an exclusive network of shops and professionals ready to turn every desire into an immediate and sustainable purchase — now also available with installment payments.

I was looking for an affordable drill nearby. In less than two minutes, I found it on XTRIBE at a store just 300 meters from my home.

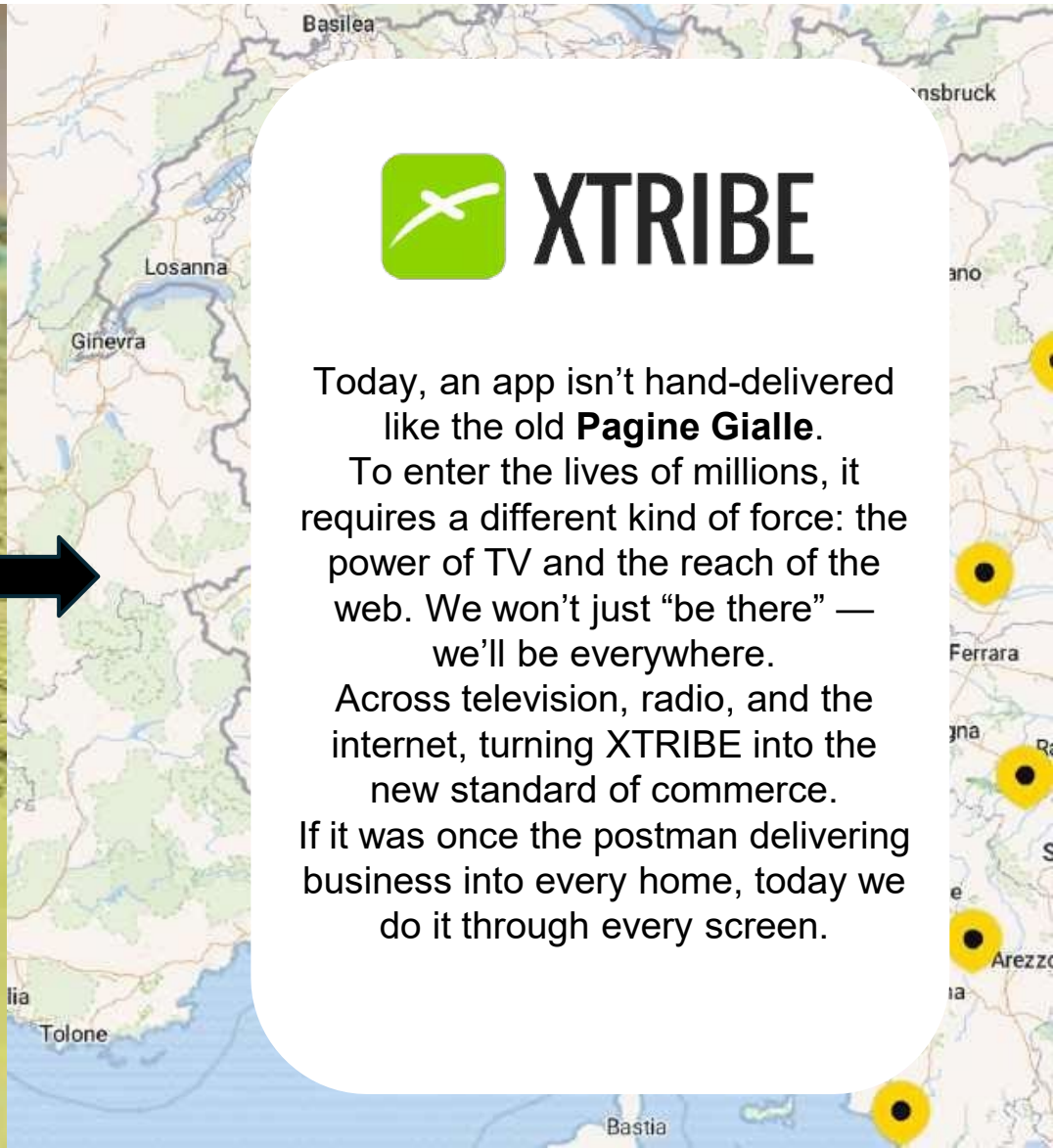
I was looking for a physiotherapist near my office. XTRIBE showed me one with great reviews just 600 meters away.

A service that evolves



PAGINEGIALLE

From the 1960s to the 1990s, there was one essential item in every Italian home: the Yellow Pages. Hand-delivered to every living room, it was the invisible bridge between families and local businesses. Need a plumber? All you had to do was flip through the **Pagine Gialle** or check **TuttoCittà** to find a solution just a few blocks away. It was the first true form of “democratic” geolocation—a showcase where small local shops could compete with big brands. Before the internet, the entire world was contained within those pages.



XTRIBE

Today, an app isn’t hand-delivered like the old **Pagine Gialle**.
To enter the lives of millions, it requires a different kind of force: the power of TV and the reach of the web. We won’t just “be there” — we’ll be everywhere.
Across television, radio, and the internet, turning XTRIBE into the new standard of commerce.
If it was once the postman delivering business into every home, today we do it through every screen.

Xtribe guidelines

TECNOLOGY

GeoMarketplace

- To enable real exchanges, we leveraged smartphone **geolocation**. We turned the phone into a **GeoMarketplace** — a radar that instantly connects people selling products or offering services with “zero-distance” buyers.

PHILOSOPHY

Retail allies

- From the very beginning, our vision was clear: digital should empower local stores, not destroy them. Unlike general marketplaces that often become the “enemy” of physical shops by eroding their margins, we chose a different path.

STRATEGY

Local Marketing that brings real customers

- Businesses today shouldn’t fear the internet — they should use it for **local marketing**. The key is to be found online by people using their smartphones as they walk through their city or neighborhood.
  - **Be visible** where people look the most.
  - **Promote** products and services in real time.
  - **Bring physical stores back to the center**.

RESULT

- **We bring real customers through your store’s door.** Digital becomes the bridge to shake hands again and close the deal in person.

Xtribe v/s comps

After analyzing in depth few representative apps within the digital landscape—each with different features, purposes, and levels of development—a multifaceted yet coherent picture emerges of the current dynamics between users, technology, and territory.

What most of these apps have in common is a strong focus on localization. From **Facebook Marketplace to Nextdoor, from DoveConviene to platforms like Subito and Vinted, geography becomes the context in which interactions happen and exchanges become more sustainable.**

Key Insights

These apps reflect different visions of what it means to buy, sell, and communicate today. None is perfect, and each addresses specific needs:

- Those seeking a more professional buying and selling experience tend to choose platforms with integrated payment and shipping systems.
- Those who simply want to declutter or find local deals prefer more immediate, proximity-based solutions.
- Those looking for instant savings and promotions find a strong ally in platforms like DoveConviene.

Ultimately, this analysis highlights the importance of understanding the true core of each platform—both to avoid misinterpreting their purpose and to design more effective tools and services for the future of the local digital marketplace.

Competitors analysis

Local marketplace - second hand

Subito
Italian market leader for buying and selling second-hand items locally.

Facebook Marketplace
Great reach thanks to the world largest social network.

Wallapop
Geo-localized marketplace mobile-first, widespread in South Europe.

Vinted
Leader in the European second-hand fashion market.

Global marketplace

Amazon
Global marketplace and delivery services company.

eBay
Global leader in the second-hand market.

Temu
Online shopping app with a wide range of products at very low prices.

Etsy
Online marketplace focused on handmade, vintage, and unique goods.

No existing comprehensive solution for local small-micro merchants

Platform	Free advertising	Fees	Second Hand	Services	Local (geo)	Integrated payments	Chat	Account Business	App	Social	BNPL
subito	✓	✗	✓	✗	✓	✗	✗	✗	✓	◑	✗
facebook	✓	✗	✓	✗	✓	✗	✓	◑	✓	✓	✗
wallapop	✓	◑	✓	✗	✓	◑	✓	◑	✓	✓	✗
Vinted	✓	✗	✓	✗	✗	✓	✓	✗	✓	✓	✗
amazon	✗	✓	✗	✗	✗	✓	✗	✓	✓	✗	◑
ebay	◑	✓	✓	✗	✗	✓	✗	✓	✓	✗	✗
TEMU	✗	✓	✗	✗	✗	✓	✗	✗	✓	✗	✗
Etsy	✓	✓	◑	✗	✗	✓	✗	◑	✓	◑	✗
XTRIBE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Robust structural growth projected through 2030, fueled by **strategic marketing investments** and a continuous pipeline of **product updates and scalable add-ons.**

Marketing: what we did

Promo on national TV

Promo on national Radio

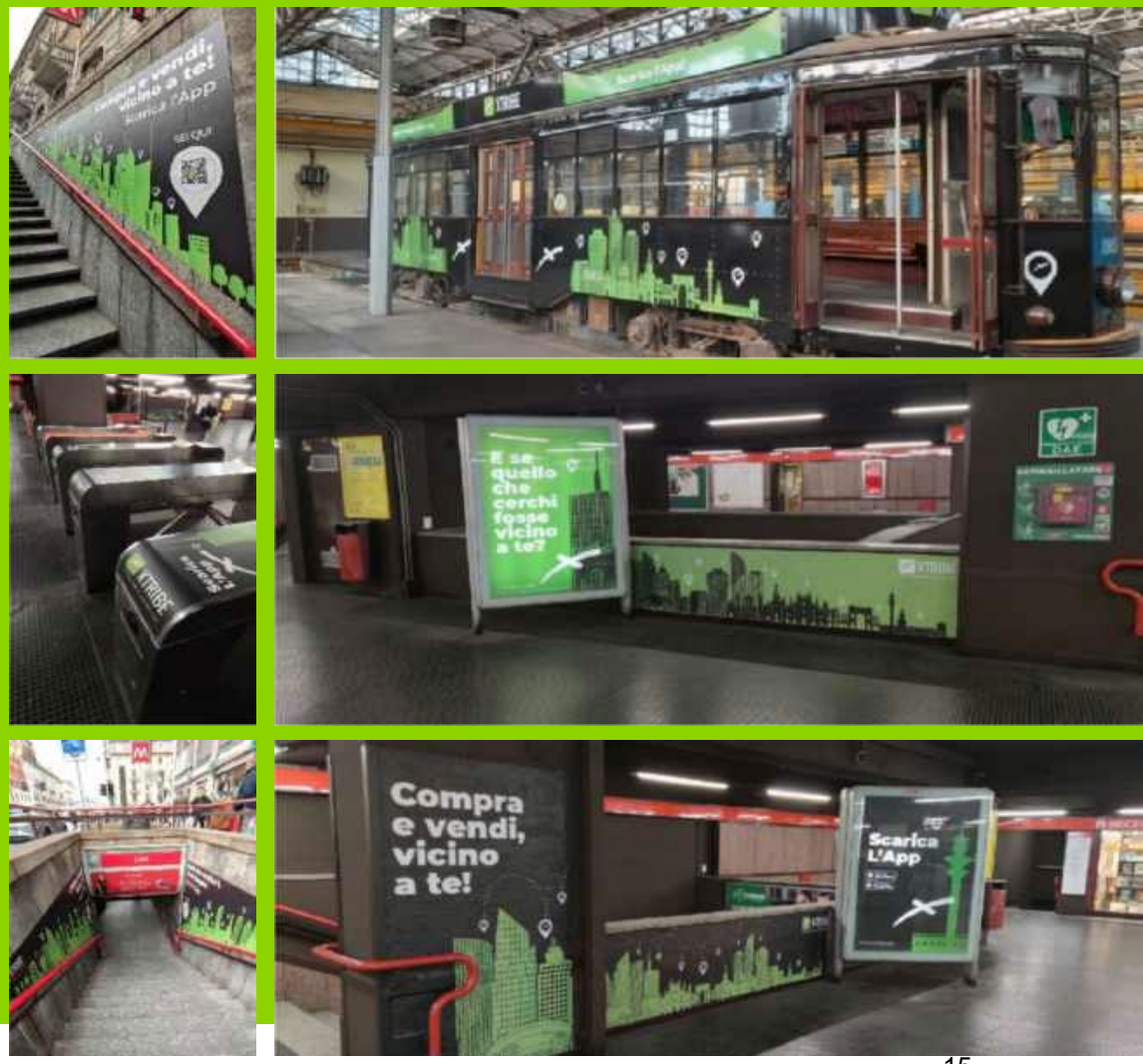
Promo on magazines

Marketing: what we did

We brought XTRIBE to where the city pulses. Our **transit advertising** campaign took over trams and metro platforms, targeting the key flows of Milan:

- **On trams**: Every day, we reached over 1 million people moving through the city's historic streets.
- **LIMA station**: We dominated the heart of shopping on Corso Buenos Aires, with a footfall of over **500,000 people**.

This wasn't just advertising — it was a statement of presence. XTRIBE is the tool for those who live, trade, and grow the city every day.



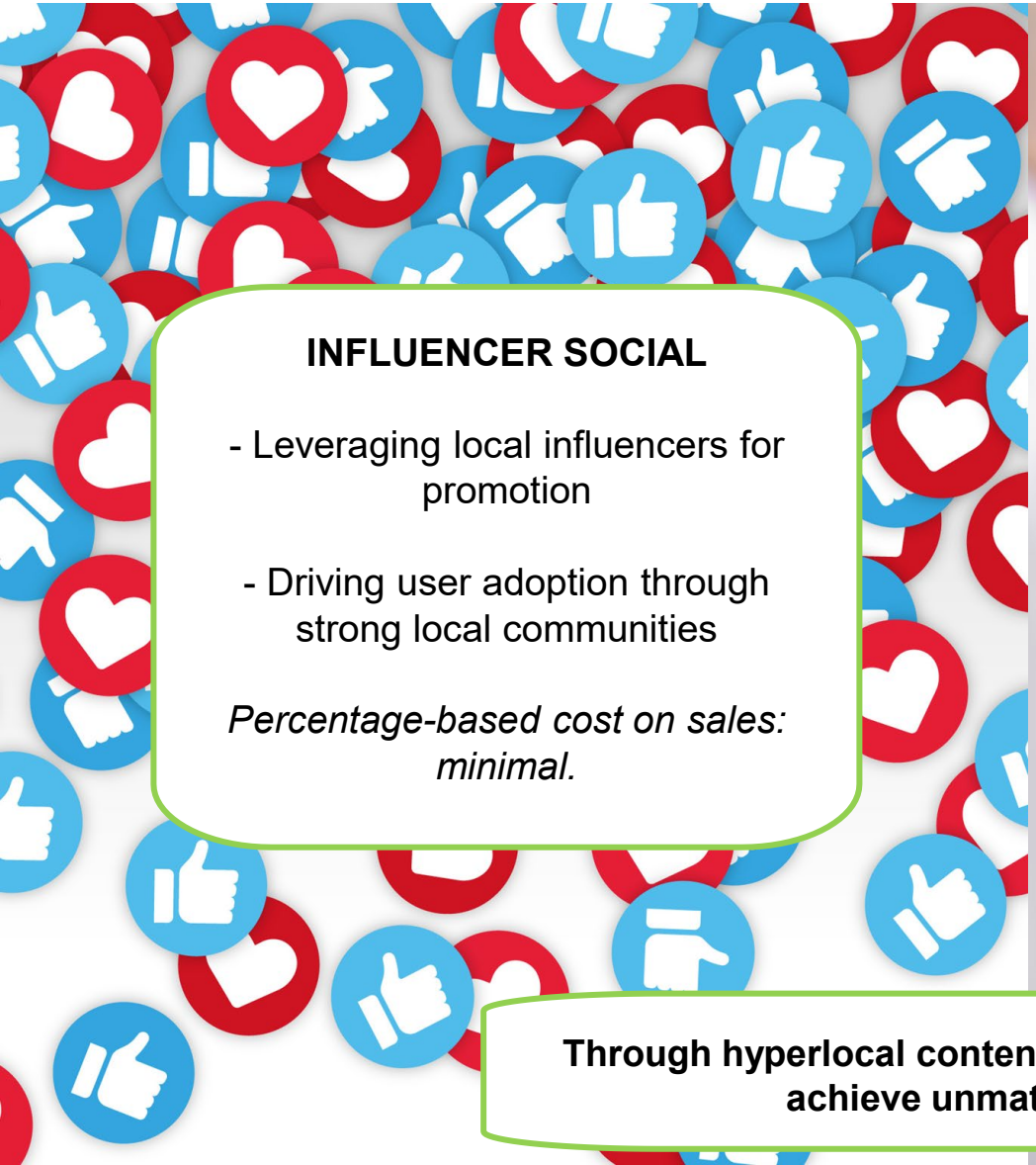
To do: merchant-focused initiatives

Our merchants are our primary advertising channel.

- 1000 to 25000 paying merchants within 2030
- Tailored promotional materials to encourage app downloads
- We leverage foot traffic and daily in-store flow to drive a surge in app downloads

Daily traffic in partner stores will generate a surge in downloads, driven by direct merchant support.

To do: digital marketing

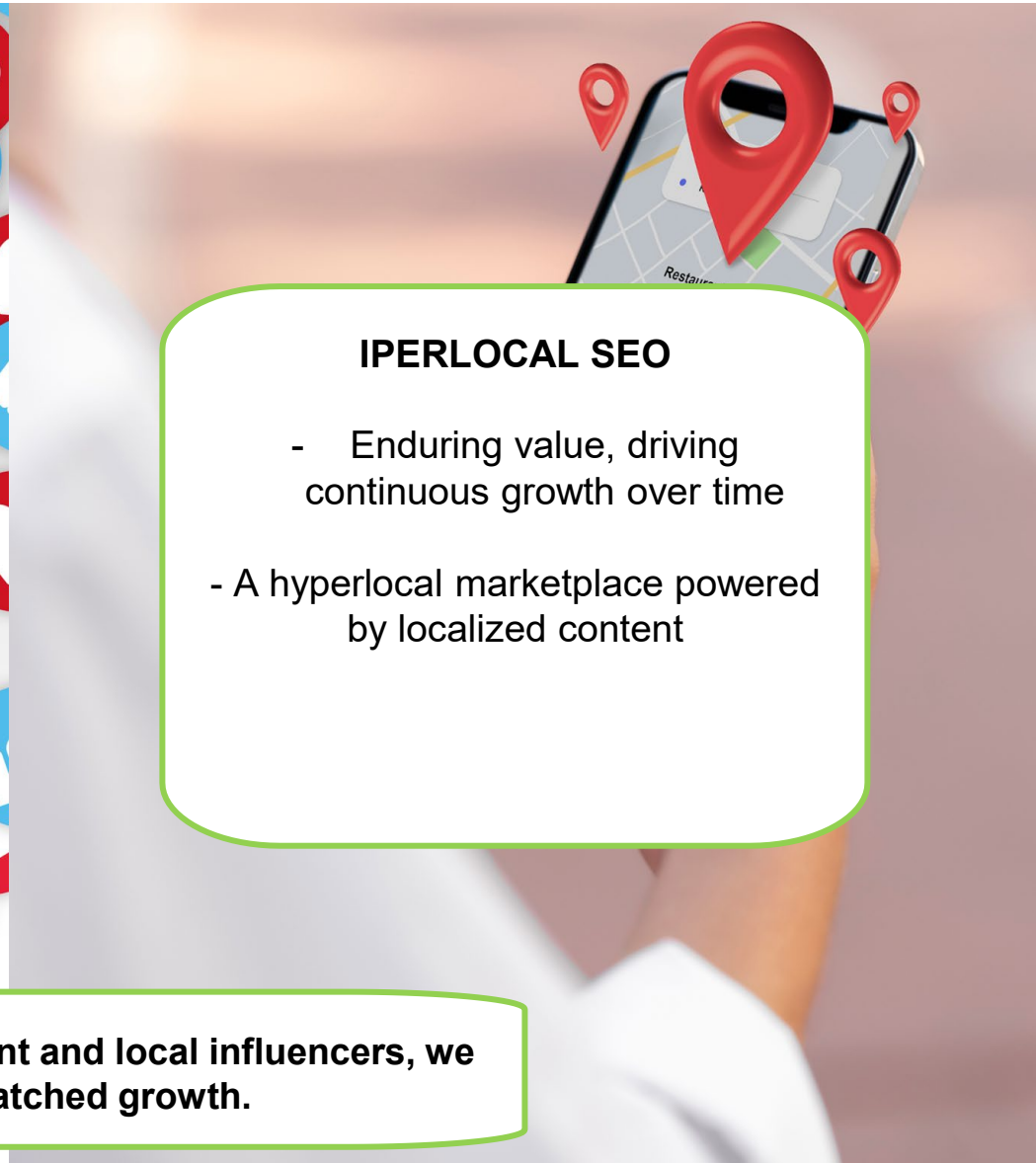


INFLUENCER SOCIAL

- Leveraging local influencers for promotion

- Driving user adoption through strong local communities

Percentage-based cost on sales: minimal.



IPERLOCAL SEO

- Enduring value, driving continuous growth over time

- A hyperlocal marketplace powered by localized content

Through hyperlocal content and local influencers, we achieve unmatched growth.

To do: local initiatives

LOCAL ADVERTISING in high-traffic urban areas

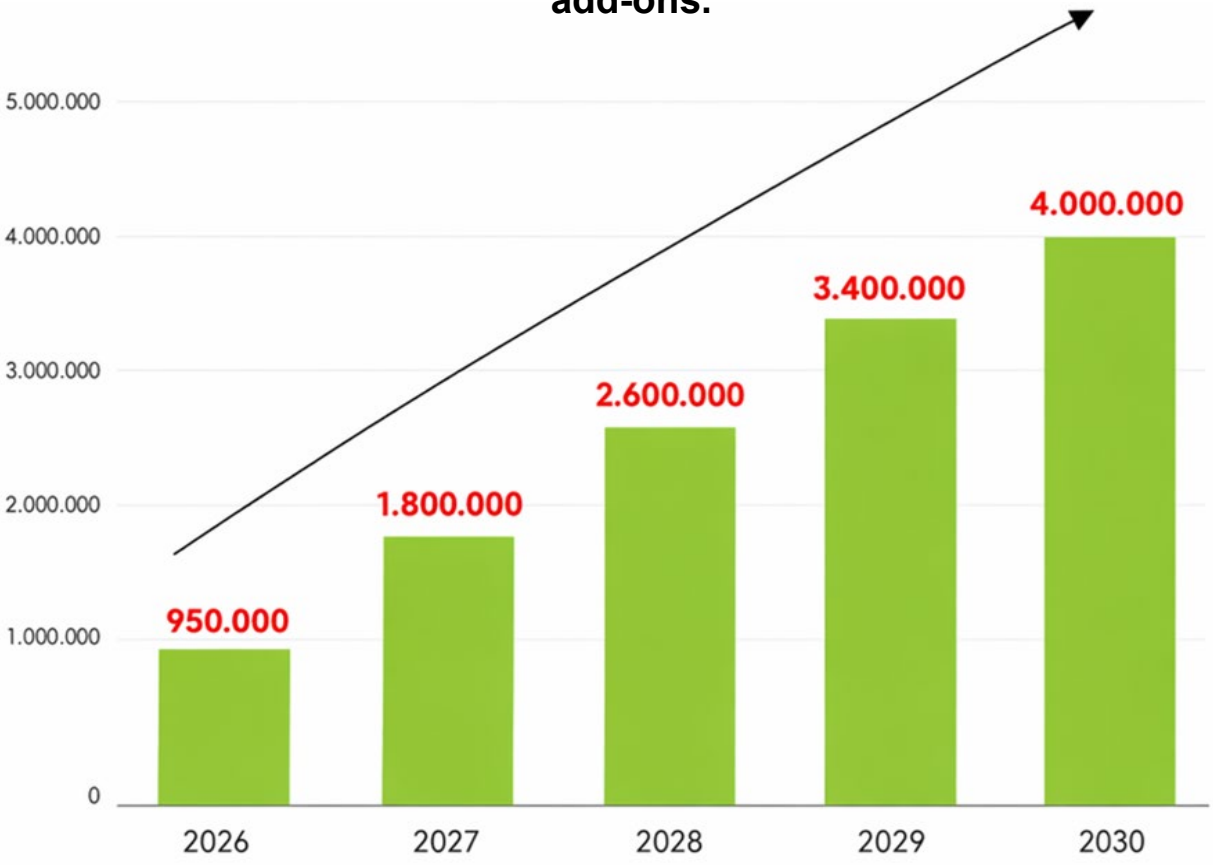
RADIO ADVERTISING

LOCAL COMMINITY PARTERSHIPS

ADVERTISING ON LOCAL TV

Community growth

Community's growth driven by the increase in paying merchants, as well as local marketing activities, updates, and add-ons.



Roll-out updates

December 2025
BuyNowPayLater

4Q 2026
New App with AI

Mid 2027
Logistic service inside neighbourhood

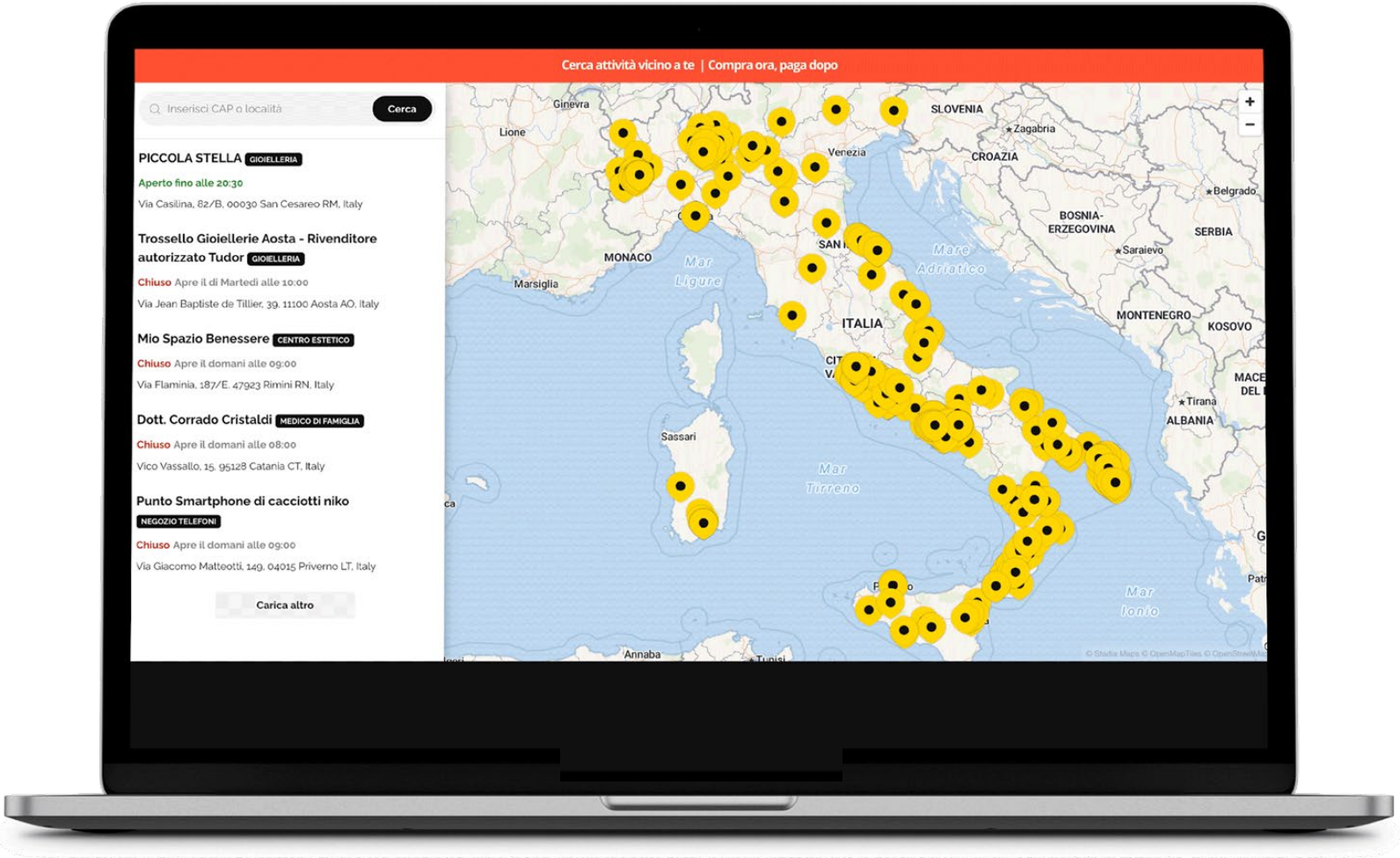
Mid 2028
Crypto Payments

Buy now pay later

Buy Now, Pay Later has been available since December 2025.

Buy now pay later

Informational pages, microsites, a geolocated app, and a vertical BNPL directory. An SEO-driven marketplace designed to boost merchant ranking on search engines.



Buy now pay later

Since December 2025

1.331 transactions

More than 350.000
€ revenues created

All enabled by Buy Now, Pay Later

736 newly acquired paying merchants

736 renewals

AI-POWERED SEARCH ENGINE

Integration of a more sophisticated AI-driven search engine, enabling more relevant user searches and additional services.

Last 50 meters logistics

Urban micro-logistics connecting neighborhood stores with local communities.

From nearby **shops to your door in just minutes**. Built for seniors, families, and time-constrained professionals.

The future of urban logistics is not building new warehouses but leveraging existing stores.

Payment methods

Expansion of **payment methods** through the integration of digital currencies such as Bitcoin and Ethereum **directly within the app**.

CRYPTOCURRENCY PAYMENTS

Integration of digital payments with cryptocurrencies like Bitcoin and Ethereum, offering more freedom to customers and all the benefits of crypto **without turning into an exchange.**

The customer pays in Bitcoin

The provider receives the Bitcoin

The provider converts it instantly into euros

The merchant receives euros

Providers that do this

We are not an exchange.

These providers receive the payment in crypto and immediately convert it to euros for the merchant.

Binance Pay
widely used but more crypto-native

Coinbase Commerce
very simple to integrate

BitPay
one of the largest globally

Binance Pay
widely used but more crypto-native

Crypto.com Pay
widely used in Europe

Binance Pay
widely used and more crypto-native

Thank you!