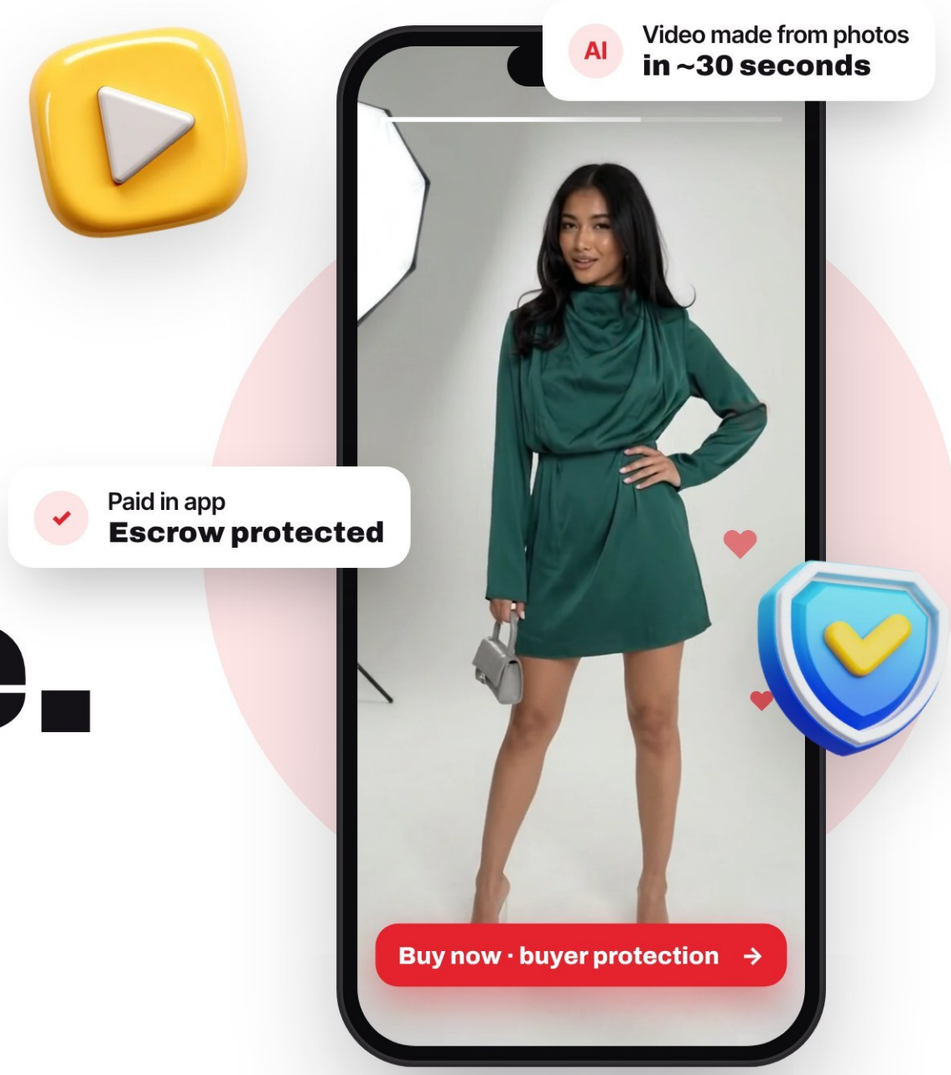
Kupyo

INVESTOR OVERVIEW · NOVEMBER 2026

Europe's video-first marketplace.

Creators and brands turn product photos into shoppable videos, and buyers check out in the app.

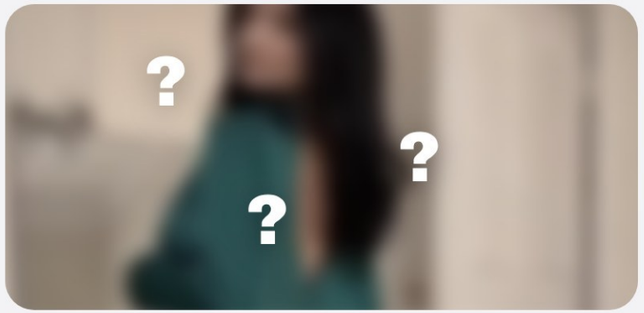


Shopping from photos leaves everyone guessing.

01

Buyers are left guessing.

A photo can miss what matters: fit, condition, the way it moves. Buyers hesitate and ask the same questions in chat.



02

Paying outside the app feels risky.

Once the deal moves to WhatsApp or a bank transfer, nobody is there to help if something goes wrong.

Is it still available?

Yes! Pay me on WhatsApp 👉

UK purchase scams on Facebook Marketplace rose 75% in 2023.

Source: Lloyds Bank, 2023

03

Making videos takes time.

Filming and editing every product is extra work most sellers will never do.

03:00

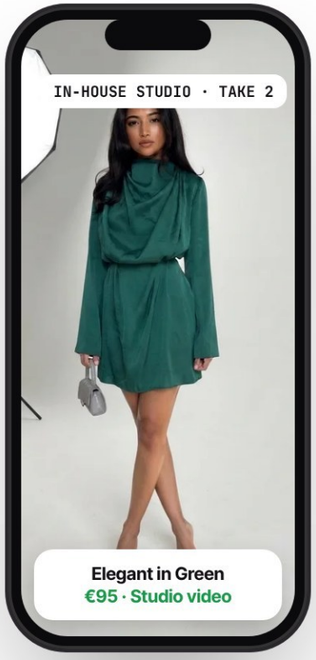
minutes to film and edit one listing

Three ways to make a shoppable video.



Film it on your phone

Shoot it yourself in the app.



Have it filmed in our studio

Kupyo's in-house studio shoots it for you.



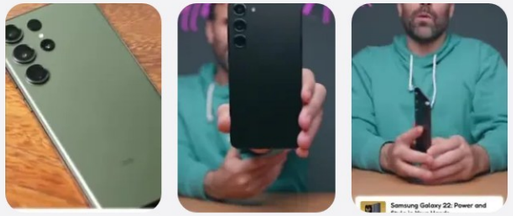
Generate it with AI

From photos and a description.

Publish on Kupyo | Shop the video | Check out in the app · buyer protection

From photos to a selling video in about 30 seconds.

THE SELLER ADDS



TITLE
Samsung Galaxy S22, 128 GB

DESCRIPTION
Like new. Original box and charger.

GENERATING IN EN…

EN DE PL HR

▶ Generate video

1 **Reads the product** — vision
Recognises category, colour and condition from the photos

2 **Writes the pitch** — language
A short sales script in the seller's language

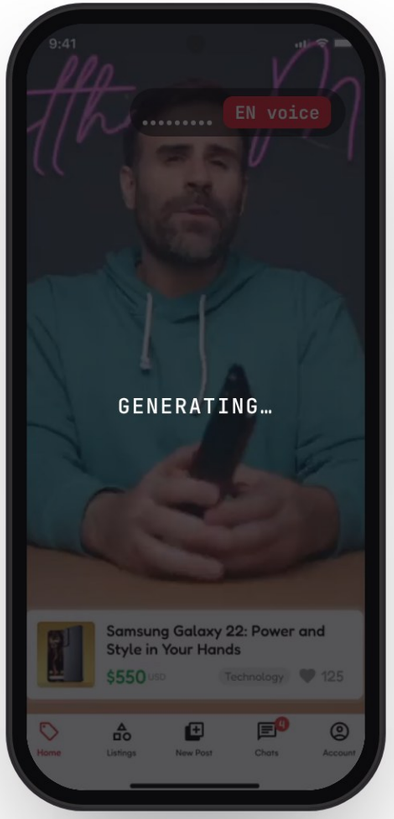
3 **Gives it a voice** — voice
AI voiceover, or an AI avatar presenter

4 **Cuts the video** — render
Vertical format, motion, captions, music

5 **Publishes and translates** — publish
Live in the feed, with chat auto-translated for buyers abroad

00:24
time to a published video listing
Illustrative demo, sped up

Filming and editing	~10 min
Kupyo AI studio	~30 s



Paid AI video service just launched

Trust is built into every step.



Verified people

2 **AI content check**
Flags fake or AI-generated listings before they reach the feed.

Fraud signals

Chat that stays in the app

Escrow checkout

Buyer protection and disputes

Delivery built in GLS HP BoxNow

One stack, from camera to doorstep.

CREATE	UNDERSTAND	DISCOVER	BUY	DELIVER
Phone Seller films in the app	**AI checks** Fake, AI-generated and fraud detection	**Shoppable feed** Vertical video ranked by what people watch and buy	**In-app checkout** Stripe, held in escrow	**Shipping built in** GLS · HP · BoxNow
Studio Kupyo films it for brands	**Translation** Voiceover and chat in the buyer's language	**Profiles + CRM** Seller and buyer profiles, followers, seller CRM	**Buyer protection** Disputes handled in app	**Tracking** Order status in one place
AI studio Photos + text → video with voice or avatar	**Verified users** Dual verification	**Drops** Exclusive brand and product launches	**Chat** Stays in Kupyo, auto-translated	**Release** Seller paid when the buyer confirms

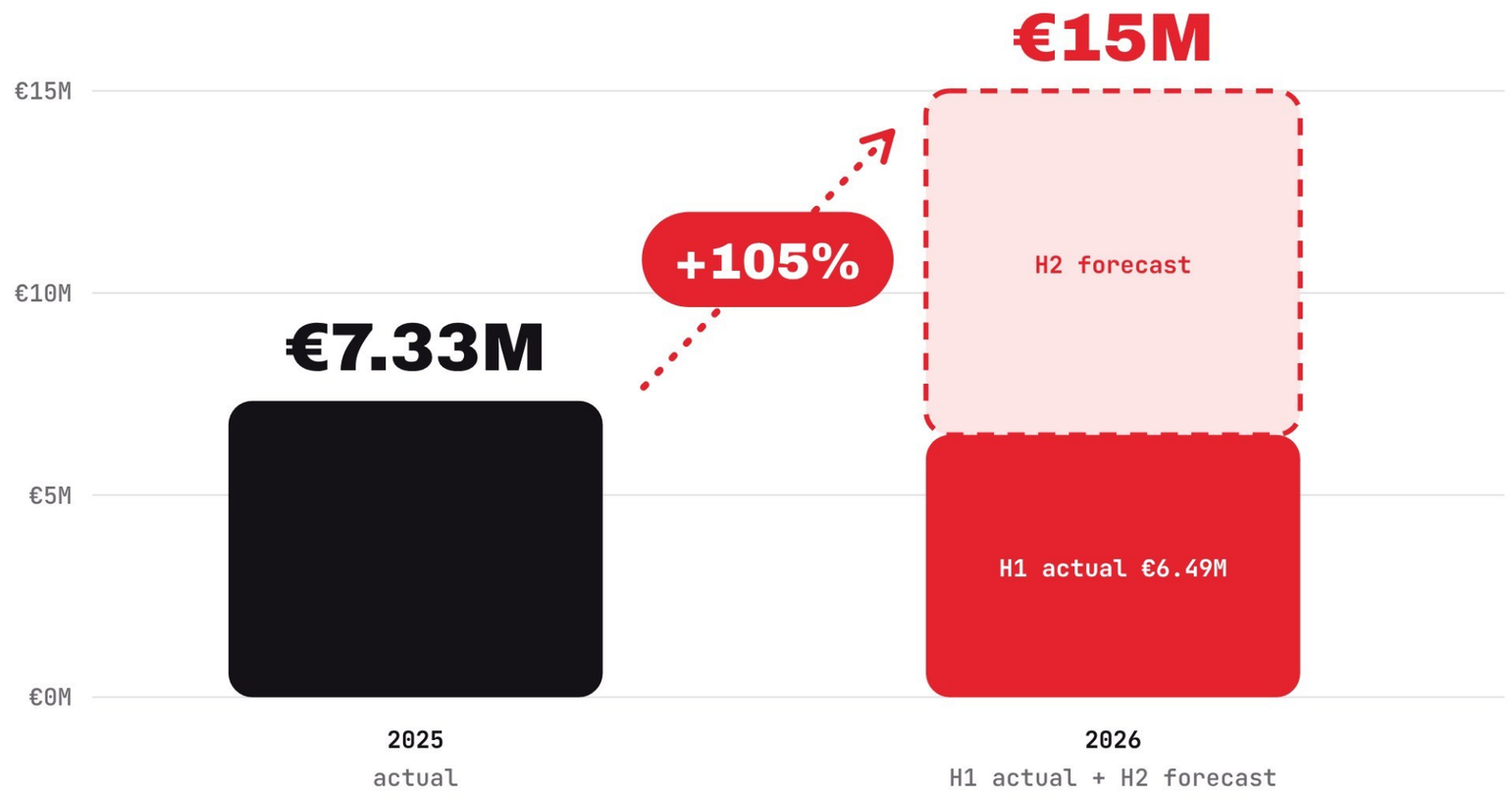
Next on the same stack

Live Shopping · Feb 2027
Sellers and brands sell live, with checkout in the stream

AI video as a service · live
Just launched. Brands pay to turn product photos into shoppable videos

White-label video · 2 brands
Two high-profile brands use Kupyo's shoppable video on their own sites and apps

2026 is on track to double 2025.



GMV is the total value of goods sold on Kupyo. 2025 and H1 2026 are actuals; 2026 full year is a management forecast. Source: Kupyo internal financials.

How Kupyo makes money.



TODAY

New goods from brands and retailers — 10–30%

Electronics such as Apple and Samsung, plus local brands. Margins negotiated deal by deal.

Second-hand, person to person — Free

Free to list and sell. It brings the sellers, the videos and the daily audience.

STARTING NOW

AI video creation — Service

Just launched. Brands and sellers pay Kupyo to turn product photos into shoppable videos.

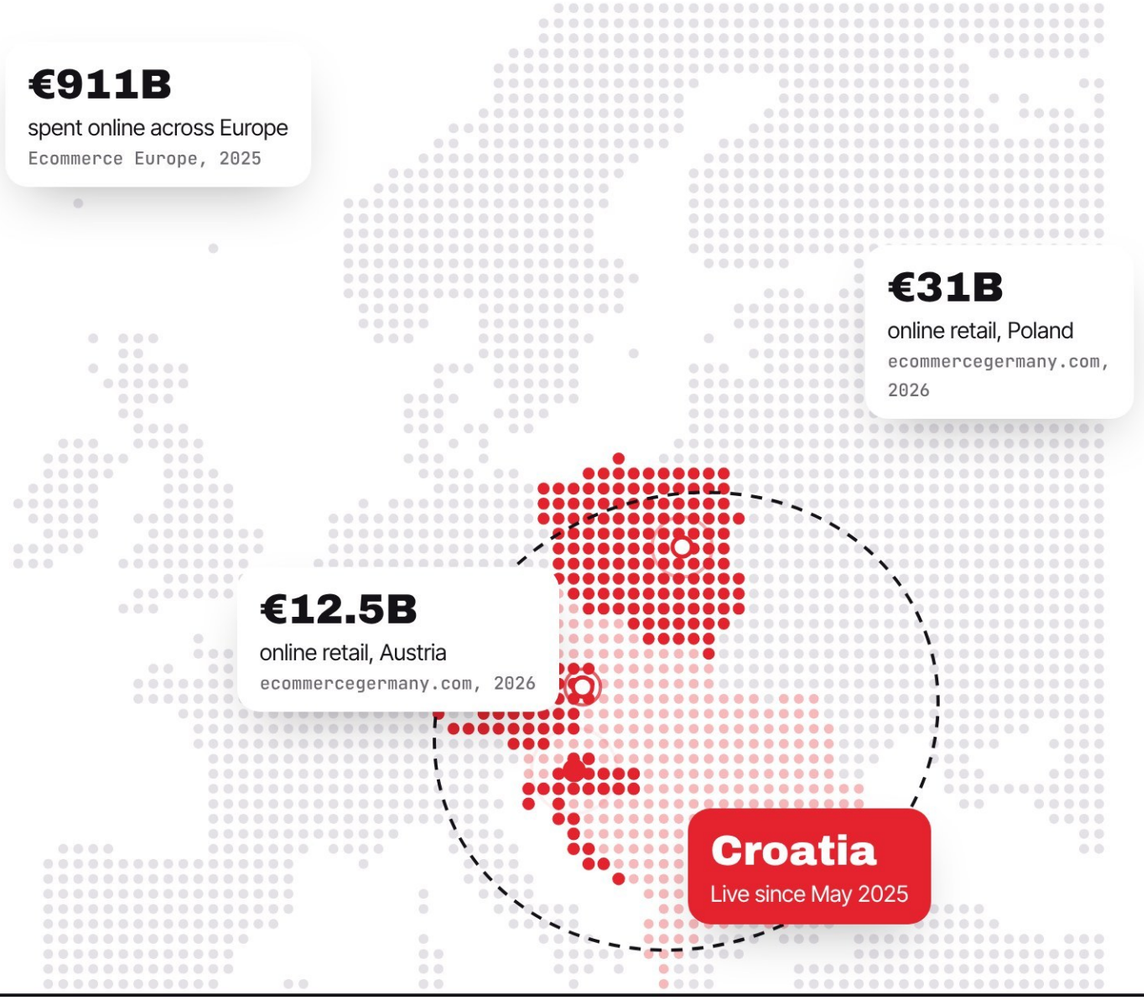
White-label video — Licence

Two high-profile brands signed as first clients. Retailers license Kupyo's tools for their own websites and apps, and reuse the content on social.

Buyer-protection fee on second-hand — Considering

Under consideration for person-to-person sales.

Live in Croatia. Austria and Poland next.



PROOF · CROATIA

Launched with Hrvatski Telekom's Magenta Moments

8,000 sign-ups and 50 premium sellers in 10 days. Exclusive pre-launch drops with Apple and local hero brands.

PLAYBOOK · AUSTRIA AND POLAND

Local brands, creators and product drops

20–50 local hero brands at launch, creators selling on video, and exclusive drops. Hiring business development leads for both markets now. The plan works with or without a telco partner.

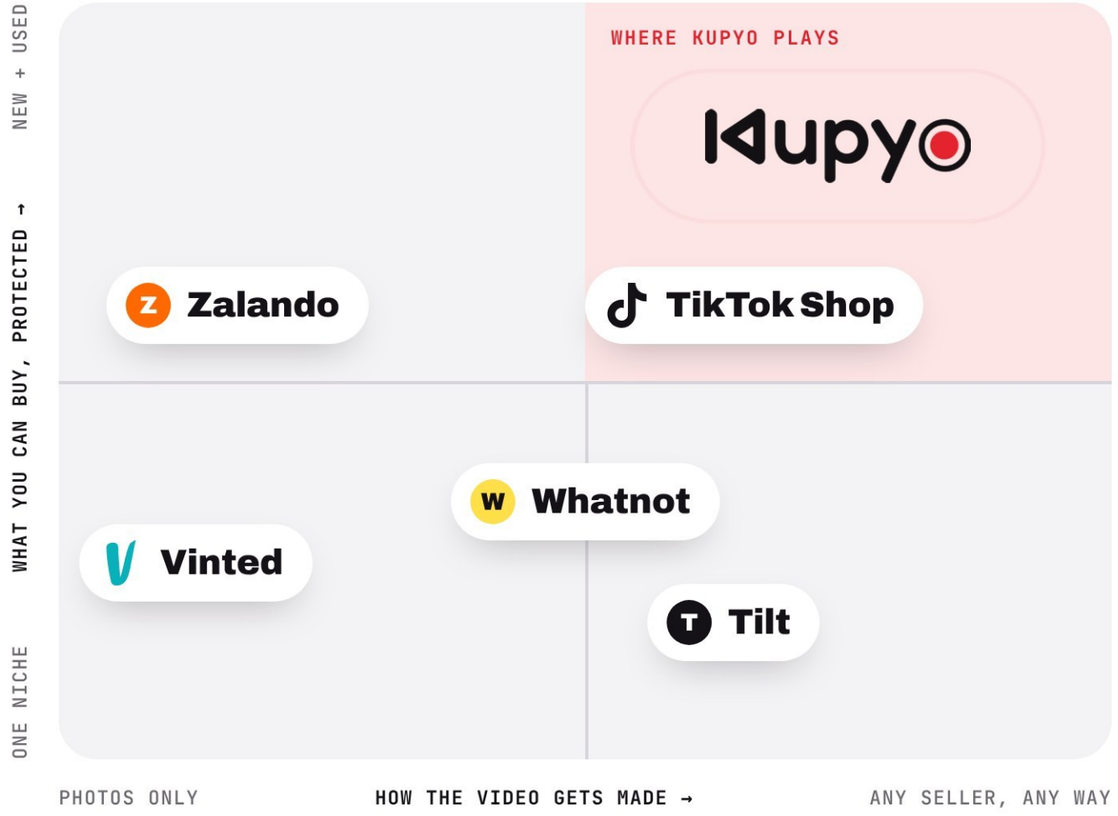
BOOSTER

Deutsche Telekom

A partner can help us reach more buyers faster. Live with Hrvatski Telekom in Croatia.

t $20B (Aug 2026) Tilt raised $26M in June 2026, Vinted Ventures' first live-commerce bet Gen AI makes video listings cheap enough for every seller

Video shopping is proven.
Nobody does all of it in one app.



LIVE SHOPPING	**Whatnot, Tilt**	Sellers must stream live.
SECOND-HAND	**Vinted**	Rules pre-owned. Photos only.
CREATOR COMMERCE	**TikTok Shop**	Creators must film. No escrow, no seller CRM.
NEW GOODS	**Zalando**	Owns new-stuff e-commerce. Catalogue photos, no video feed.

Kupyo = ALL FOUR, IN ONE APP

We are all of that. And much more.

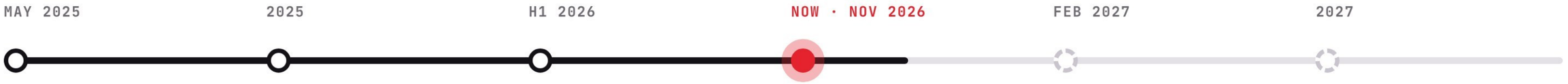
+ Escrow checkout
+ Seller CRM
+ Seller and buyer profiles
+ Buyer protection

Any seller can make the video: on a phone, in our studio, or with AI.

Built, proven, and now delivering 2027.

€20–25M

working target for goods sold on Kupyo in 2027



Launch in Croatia

With Hrvatski Telekom. 8,000 sign-ups in 10 days.

€0.61M a month

GMV in 2025, the first full year: €7.33M.

€1.08M a month +77%

GMV in H1 2026: €6.49M. On track for €15M in 2026, double 2025.

AI video service live

Paid service just launched. Two high-profile white-label brands.

Live Shopping

Live selling with checkout in the stream.

Austria and Poland

BD leads hired first, then launch with local brands and creators. More white-label clients.

DONE · NOW · 2026 FORECAST €15M GMV · 2027 PLAN

12 people. All in-house. AI in every process.



CO-FOUNDER · CEO

Željko Hudoletnjak

Ran classifieds for Styria Media Group: CEO of Oglasnik and Posao.hr. Budgets over €30M, teams of 100+.



CO-FOUNDER AND CHIEF FINANCIAL OFFICER

Celestin Ćurić

10+ years in telco and electronics sales: Hrvatski Telekom, A1, Big Bang Croatia.

J

HEAD OF GROWTH

Joško

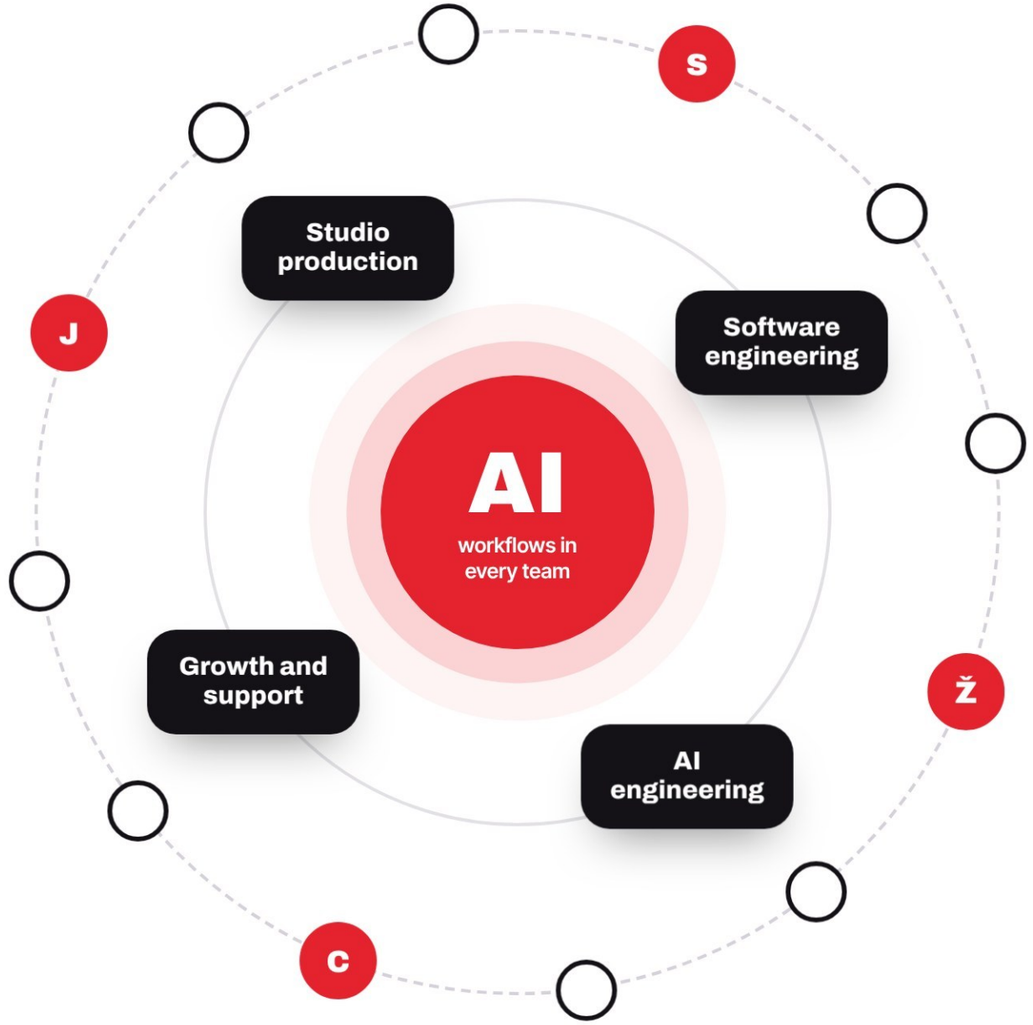
Previously at Sofascore, an app with 100M users.

S

HEAD OF MARKETING

Sandra

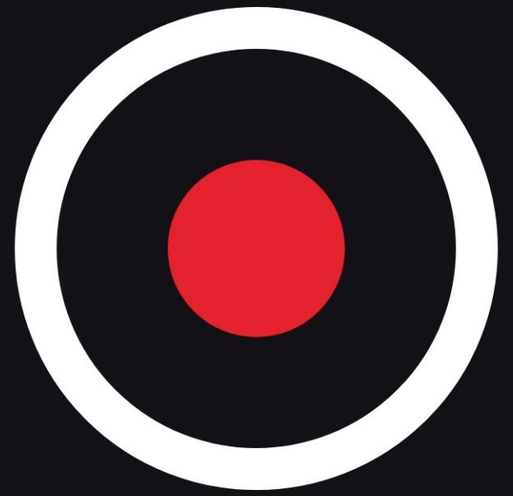
Previously at one of Europe's top-3 fashion e-commerce brands.



12 people, all in-house. Everyone knows everyone. AI runs video production, listing checks and day-to-day operations, so a small team works at full speed.

Kupyo

The next generation shops by watching.



Discover products on video. Buy them on Kupyo.

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Data room available on request