

INVESTOR RELATIONS

Building Real Impact. Creating Lasting Value.

Commerce. Mobility. Technology. Communities.

● Purpose

A comprehensive public overview of the Dralys ecosystem, operating model, product direction, growth architecture and investor-readiness framework.

● Positioning

Dralys is building a connected ecosystem that links commerce, marketplace participation, mobile experiences, AI-enabled support and future mobility services under one platform strategy.

Commerce

Consumer shopping and product discovery

Marketplace

Seller participation and assortment

Technology

Apps, AI and shared services

Mobility

Dralys Drive in development

Investor Relations Overview

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EXECUTIVE SUMMARY

A Connected Platform Strategy.

One brand, multiple customer and partner journeys.

What Dralys Is

Dralys is a founder-led platform company centered on modern commerce and digital services. The strategy is to build useful, connected experiences rather than operate as a single-purpose storefront.

Why the Model Matters

A shared platform can reduce fragmentation across shopping, seller participation, support, content, mobility and future services while giving customers a consistent Dralys identity and experience.

Growth Thesis

Growth is expected to come from deeper product discovery, broader seller participation, stronger customer retention, mobile adoption, strategic partnerships and disciplined expansion into adjacent services.

Investor Discipline

Public materials prioritize verified facts, conservative claims, legal readiness and clear distinction between current operations, products in development and future opportunities.

Investment Thesis - In Plain Language

- A commerce foundation creates recurring customer touchpoints and transaction data.
- Marketplace participation can broaden assortment without relying only on owned inventory.
- Mobile, AI and shared services can improve discovery, support and operational efficiency.
- Dralys Drive creates a future adjacency where identity, support and platform services can be reused.
- The long-term objective is an integrated ecosystem with multiple pathways to value creation.

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COMPANY

Built Around Everyday Utility.

A platform approach to discovery, participation and access.

● Mission

Make product discovery, shopping, learning, entrepreneurship and future mobility easier through connected digital experiences that are useful, accessible and trustworthy.

● Vision

Build a recognizable ecosystem where customers, sellers, partners and future service users can interact through a consistent brand, identity layer and support experience.

The Customer Problem Dralys Is Addressing

- Online discovery is fragmented across stores, marketplaces, social platforms and service apps.
- Small sellers and emerging brands often need simpler pathways to reach customers and build trust.
- Customers increasingly expect mobile-first convenience, transparent support and fewer disconnected accounts.
- New digital services create value when identity, payments, notifications and support can work together.

Dralys Response

Dralys is building an ecosystem that combines multi-category commerce, marketplace participation, mobile experiences, content, AI-enabled assistance and future mobility. The goal is not to force every service into one interface, but to make the underlying customer experience feel connected, consistent and easier to navigate.

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OUR ECOSYSTEM

One Ecosystem. Greater Possibilities.

Connected platforms designed to create value across people, products and opportunities.

● **Dralys Store**

Consumer commerce, product discovery, shopping and customer support.

● **Marketplace & Sellers**

Seller participation, product assortment and merchant-facing opportunities.

● **Dralys Apps**

Mobile experiences connecting customers, sellers and future service users.

● **AI & Technology**

Shared capabilities for discovery, support, language, automation and platform operations.

● **Dralys Drive**

Mobility platform in development for riders, drivers / agents and communities.

● **Content & Community**

Blog, learning and brand content that supports discovery, trust and engagement.

COMMERCE & MARKETPLACE

A Scalable Commerce Foundation.

Dralys is building beyond a single storefront.

● Consumer Experience

Multi-category discovery, product detail, cart, checkout, order support, promotions and post-purchase engagement across web and mobile touchpoints.

● Seller Participation

Marketplace pathways are designed to help independent sellers and vendors list products, manage participation and reach Dralys customers.

● Assortment Strategy

The platform can combine marketplace inventory, dropship supply, affiliate-supported discovery and selected owned or curated products as the business evolves.

● Trust Layer

Clear product information, seller visibility, reviews, returns, payment protection and support workflows are central to a credible marketplace experience.

Commerce Operating Principles

- Prioritize useful assortment and product quality over uncontrolled catalog growth.
- Keep customer-facing policies consistent across web and mobile experiences.
- Use verified order, seller and product data when presenting operational metrics.
- Design seller tools so commercial participation can scale without sacrificing customer trust.

BUSINESS MODEL

Multiple Revenue Pathways. One Platform.

A diversified model designed to grow with the ecosystem.

● Product Commerce

Gross profit from eligible product sales where Dralys is the merchant or commercial intermediary.

● Marketplace Economics

Potential commissions, seller service fees or other marketplace economics where legally and operationally appropriate.

● Affiliate Commerce

Referral or performance-based revenue from qualified affiliate relationships and product discovery.

● Promotions & Services

Future merchant, advertising, promotional or value-added services may create additional revenue pathways.

● Mobility Services

Future Dralys Drive economics may include service fees or commissions subject to launch, market and regulatory requirements.

● Strategic Partnerships

Commercial partnerships may support distribution, technology, logistics, co-marketing or service expansion.

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Business model descriptions reflect current direction and potential pathways; actual economics vary by product, partner and market.

PLATFORM FLYWHEEL

Discovery Creates Engagement. Engagement Creates Learning.

A repeatable loop built around customer and partner value.



The flywheel is designed to improve as more interactions produce better understanding of customer needs, product performance and support patterns. The objective is stronger retention and more efficient growth - not indiscriminate data collection.

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TECHNOLOGY

Apps, AI & Shared Platform Services.

Technology is an enabling layer across the Dralys ecosystem.

● Mobile Experiences

Responsive and mobile-first access across shopping, account, seller, support and future service experiences.

● AI & Discovery

AI-enabled assistance can improve product discovery, multilingual support, content navigation and workflow guidance while preserving human escalation paths.

● Shared Services

Identity, permissions, forms, notifications, support, analytics and reusable design systems reduce duplication across products.

● Data & Privacy Discipline

Consent-aware forms, controlled publishing, role-based access and conservative use of customer data support professional platform operations.

Technology Principles

- Build reusable platform components before duplicating functionality across products.
- Use AI to assist customers and agents, with clear fallbacks when confidence is low.
- Treat security, permissions, privacy and reliability as product requirements, not afterthoughts.
- Measure performance and adoption before expanding technology complexity.

DRALYS DRIVE

Mobility in Development.

Moving People. Creating Opportunities. Strengthening Communities.

● Rider Experience

Ride requests, trip status, history, receipts, profile, support and accessible service information are core components of the planned rider journey.

● Driver / Agent Experience

Onboarding, verification, ride workflows, status, earnings visibility and support tools are part of the planned operating experience.

● Dispatch & Operations

Administrative tools are intended to support ride assignment, service visibility, driver management and operational oversight.

● Safety & Compliance

Document status, verification workflows, expiration management and operational controls are expected to support responsible market entry.

Development Position

Dralys Drive remains a product in development. Public materials should distinguish clearly between planned capabilities, prototypes, testing and commercially available services. Launch timing, service areas, pricing and regulatory requirements depend on market readiness and applicable law.

MARKET OPPORTUNITY

Large Categories. Connected Needs.

The opportunity is defined by adjacent customer problems, not a single market label.

● Digital Commerce

Consumers continue to expect broad selection, easy discovery, transparent pricing, trusted checkout and reliable post-purchase support.

● Independent Sellers

Merchants and creators need cost-effective ways to reach customers, manage listings and build credibility without excessive complexity.

● Mobile & AI

Customers increasingly expect mobile access, faster answers, personalized discovery and multilingual support across digital services.

● Mobility & Local Services

Transportation remains a recurring need where digital coordination, trust, accessibility and operational reliability matter.

How Dralys Thinks About Market Size

This public overview intentionally avoids unsupported TAM / SAM / SOM claims. A formal fundraising deck should use independently sourced market research, clearly defined serviceable geographies and transparent assumptions. Dralys will publish market-size figures only when the methodology and sources can be defended.

DIFFERENTIATION

Designed to Connect, Not Just Compete.

Dralys aims to create advantage through ecosystem integration and disciplined execution.

● Connected Ecosystem

Commerce, sellers, apps, AI, content and future mobility can share identity, support and platform services.

● Customer Continuity

A consistent brand and account experience can reduce friction as customers move between products and services.

● Seller & Partner Participation

Marketplace and partnership pathways can expand assortment, reach and capabilities without relying only on owned assets.

● Human + AI Support

AI assistance combined with human escalation is designed to improve speed without sacrificing accountability.

● Multilingual Reach

Language-aware support and content can make the platform more useful across diverse customer communities.

● Verified-Only Reporting

Dralys emphasizes supportable metrics and avoids fabricating traction, which protects long-term credibility.

TRACTION

Publish What Is Verified.

Credibility comes from evidence, not inflated claims.

● Operating Evidence

Live commerce operations, customer transactions, product launches, seller activity, app distribution and service workflows can serve as proof points when documented.

● Brand & Distribution

Public presence, marketplace participation, app availability, content, partnerships and earned media can demonstrate reach when supported by records.

● Product Milestones

Feature releases, integrations, automation, seller tools and mobility development milestones can be tracked as the platform evolves.

● Reporting Governance

Metrics should have a named source, reporting period, owner and verification method before being used in investor materials.

Public Metrics Policy

- Do not estimate customer, seller, revenue or order figures for appearance purposes.
- Label time periods and definitions clearly so figures remain comparable.
- Separate platform activity from marketplace, affiliate or partner activity where needed.
- Refresh published data regularly or remove it when it is no longer current.

GO-TO-MARKET

Grow Through Utility, Trust & Repeat Use.

A multi-channel approach designed to compound over time.

● Customer Acquisition

Organic discovery, social content, affiliate relationships, paid campaigns, app distribution and product-led referrals can all contribute to customer growth.

● Retention

Reliable fulfillment, helpful support, personalized discovery, loyalty, useful content and mobile convenience can improve repeat engagement.

● Seller Growth

Clear onboarding, visible marketplace value, seller support and transparent standards are essential to attract quality merchants.

● Partnership Expansion

Technology, logistics, distribution, media and service partnerships can accelerate capability without building every function internally.

Growth Discipline

The objective is not growth at any cost. Dralys intends to measure channel efficiency, customer quality, support burden, repeat behavior, seller performance and contribution economics as the platform scales. Growth decisions should be tied to evidence and operational capacity.

ROADMAP

A Phased Direction for 2026-2028+.

Roadmap items remain subject to product, operating and market priorities.

2026

2027

2028+

Strengthen core commerce, marketplace, mobile and platform foundations.

Advance AI-enabled experiences, partner capabilities and cross-platform operations.

Expand Dralys Drive, deepen platform integration and evaluate additional markets.

Roadmap Governance

- Prioritize initiatives with clear customer or operational value.
- Use stage gates for products that depend on regulation, partnerships or capital.
- Retire or redesign initiatives that do not demonstrate expected value.
- Communicate roadmap changes transparently in future investor materials.

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FINANCIAL DISCIPLINE

Build the Reporting Foundation Before the Forecast.

Reliable investor materials depend on reliable operating records.

● Revenue Visibility

Track revenue by channel and business line so management can understand what is driving growth.

● Gross Margin & Unit Economics

Measure product cost, fulfillment, payment fees, refunds, support burden and other direct economics by business model.

● Cash & Working Capital

Maintain visibility into cash needs, supplier timing, inventory exposure, marketplace obligations and growth investments.

● Forecasting

Forecasts should be scenario-based, assumption-driven and reconciled to actual performance rather than presented as guaranteed outcomes.

What a Formal Investor Data Room Should Include

- Historical financial statements and management reporting.
- Revenue, margin and customer metrics with definitions and source systems.
- Key contracts, entity records, tax documents and intellectual property records.
- Cap table and fundraising materials when appropriate and legally reviewed.

GOVERNANCE

Professional Foundations Matter.

Growth should be supported by clear ownership, controls and accountability.

● Legal Readiness

Maintain entity records, contracts, intellectual property, privacy practices, marketplace terms and compliance documentation in an organized manner.

● Operational Risk

Monitor supplier concentration, fulfillment reliability, payment disputes, customer support load, vendor quality and technology dependencies.

● Technology & Security

Use access controls, backups, secure credentials, monitoring and change management to reduce platform and data risk.

● Regulatory Readiness

Mobility, payments, marketplace activities and securities-related communications require appropriate legal and regulatory review as they evolve.

Risk Communication Principle

World-class investor relations does not hide risk. Dralys should explain material risks in plain language, identify mitigations where appropriate and avoid presenting development-stage opportunities as guaranteed outcomes.

LEADERSHIP & CAPITAL

Founder-Led. Evidence-Driven.

Build capability first; raise capital responsibly when it can accelerate verified opportunity.

● Leadership Approach

Dralys is founder-led, with emphasis on product building, customer experience, operating discipline and long-term ecosystem development.

● Organization Design

As the platform grows, specialized leadership in finance, operations, technology, legal, marketplace and mobility should be added based on business needs.

● Use of Capital Framework

Future capital may support technology, customer acquisition, marketplace expansion, operations, compliance, strategic hiring and mobility development.

● Investor Process

Prospective investors should enter through a professional inquiry process, receive appropriate information and complete diligence through controlled channels.

No Public Offering Is Being Presented Here

This document does not specify an offering size, valuation, security type, return, ownership percentage or investment terms. Any future securities offering should be prepared with qualified legal and financial professionals and supported by current financial information and formal offering documents where required.

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CONTACT

Let's Build What's Possible - Together.

Strategic partners, advisors and prospective investors are welcome to begin a professional conversation.

Investor Relations

Use the Investor Interest form on Dralys Platform to begin a structured conversation. Sensitive diligence materials should be shared only through controlled access.

Strategic Partnerships

Dralys welcomes conversations with aligned organizations in technology, logistics, marketplace, mobility, distribution, media and related services.

Platform

platform.dralysstore.com

[Investor Interest](#) • [Partnerships](#) • [Platform Information](#)

Important Notice

This overview is provided for general informational and discussion purposes only. It is not an offer to sell, a solicitation to buy, or a recommendation regarding any security. Forward-looking statements and product plans are subject to change. Any investment activity should be supported by appropriate diligence and reviewed by qualified legal, tax and financial professionals.

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