

ANNUAL REPORT 2023



REFLECTING THE REMARKABLE JOURNEY OF 2023



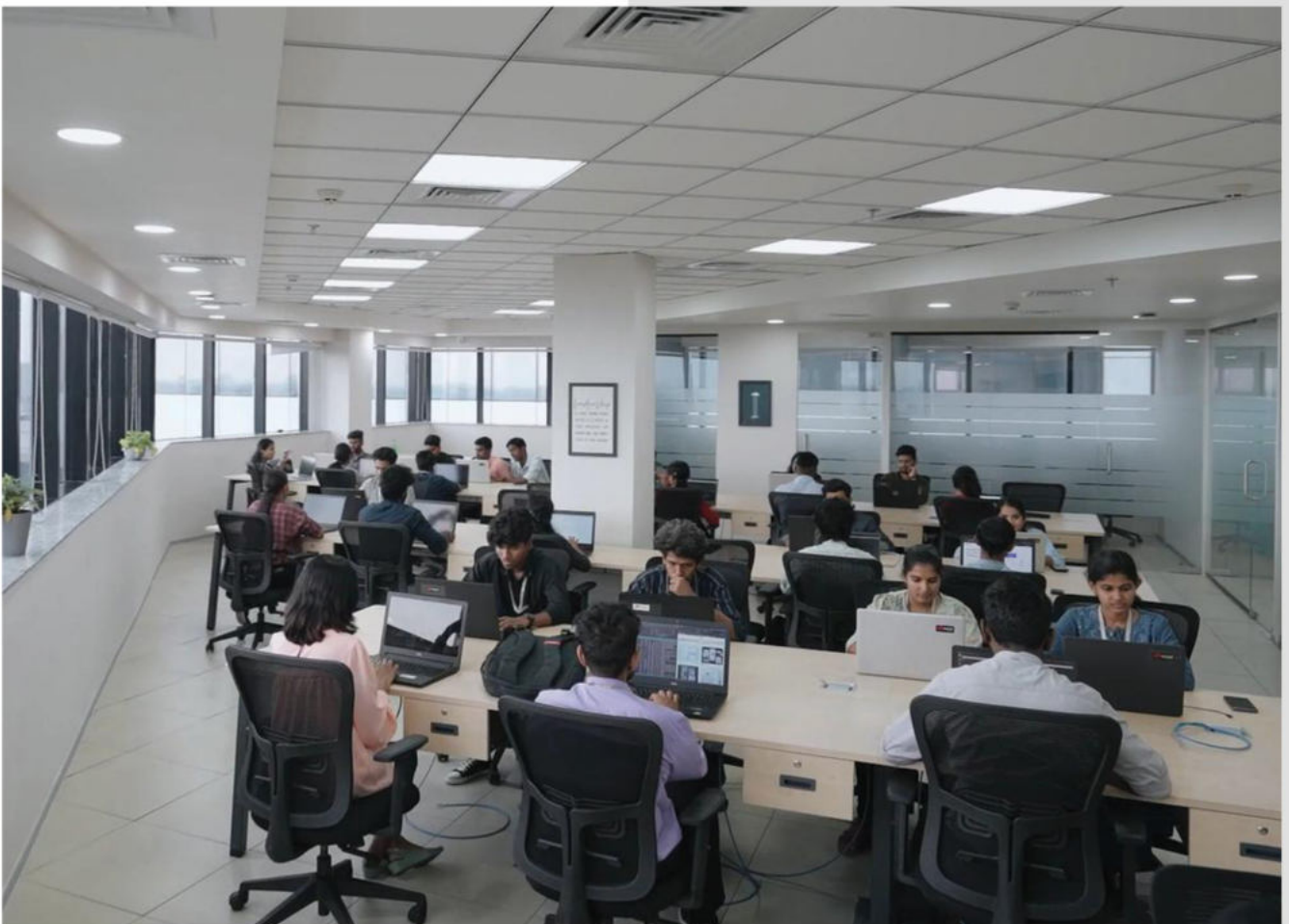
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BIDDING ADIEU TO ANOTHER FABULOUS YEAR

As the curtains fall on 2023, we reminisce a phenomenal year marked by record-setting milestones and unforgettable achievements. We witnessed changing trends, rising customer demands, and unforeseen circumstances, all of which made us realize our capabilities and adaptive prowess. Every endeavor we undertook was marked by our commitment to delivering value with a prime focus on technological innovation.

Into the new year, we embrace new promises, of new beginnings, achievements, challenges and an unwavering commitment that propels us toward a future filled with possibilities. With a renewed sense of purpose and anticipation, we embark on a new journey into unfolding eventful chapters into the future.



MESSAGE FROM OUR EXECUTIVE LEADERSHIP TEAM



Reflecting on the past year, we have met numerous challenges and milestones, which we steered successfully, adding to our collective expertise. Our continuing urge to grow was accelerated with the initiation of exciting new projects underscoring our commitment to innovation and expanding our impact in the industry.

We innovated, improved, and created new breakthroughs in our customer's journeys. We accompanied them in every step, walking them through the hurdles and hoops, finding adaptable solutions to build business resilience. Their confidence made us innovate and invent newer solutions to bypass challenges and fuel success.

The resilience and dedication of our team have been commendable throughout the year with tight deadlines, resource constraints, and challenging projects. As we embark on a new journey into another year, let's approach it with the same enthusiasm and collaborative spirit. We hope to make great strides together, covering significant milestones with creative solutions and stronger camaraderie.

Looking into the year ahead, our focus remains on innovation, collaboration, and adaptability.

ABOUT EPIXEL MLM SOFTWARE

Epixel MLM Software excels at providing cutting-edge customer-centric solutions for direct selling businesses to thrive in the dynamic business landscape. Our robust platform offers a competitive edge for businesses to streamline operations, enhance efficiency, and drive sustainable growth.

Epixel MLM Software help businesses automate and manage complex business processes like compensation plan management, commission calculation and payouts, network management, genealogy tracking, distributor training and engagement, social selling, and customer acquisition.

VISION

**DRIVE
INNOVATION AND
TRANSPARENCY**

Our vision is to be the global leader in the direct selling software industry, driving innovation and transparency that would transform our customers into industry leaders while we continue to build on our values with unwavering ethics.

MISSION

**EMPOWER
BUSINESSES TO
THRIVE**

Epixel is deeply rooted in its mission to empower direct selling businesses with cutting-edge software solutions that help them manage, grow, and thrive in a dynamic marketplace.

CORE VALUES

**INTEGRITY,
CUSTOMER-
CENTRICITY AND
COMPLIANCE**

We embrace the values of integrity, empowerment, customer-centricity, compliance and growth. These values define our company fostering trust and commitment to exceed customer expectations.

OUR INNOVATIVE SOLUTIONS

We have been catering to the varied demands of the direct selling industry with diverse solutions. Every platform aligns with our vision to deliver solutions that meet the unique demands of the business and its salesforce, with innovation and transparency.

DIRECT SALES PLATFORM

PARTY PLAN SOFTWARE

DISTRIBUTOR ENGAGEMENT PLATFORM

CRM SOFTWARE FOR DIRECT SALES

DISTRIBUTOR ACADEMY PLATFORM

COMMUNITY BUILDING PLATFORM

AFFILIATE MARKETING PLATFORM

ECOMMERCE MLM SOFTWARE



FOSTERING A FUTURE OF INNOVATION AND RESILIENCE



OUR TEAM

THE STRENGTH THAT DRIVES OUR SUCCESS

With a dynamic team of over 150 professionals, we seamlessly blend diverse skills and unwavering dedication to provide exceptional services to our customers worldwide, setting new benchmarks for client satisfaction and success.

Despite the irregularities and uncertainties in the professional landscape, our team stood as a strong cohesive unit demonstrating unparalleled adaptability and resilience. With a hybrid working environment, proper communication and online collaboration tools held us together. Diverse perspectives, spontaneity, and ideas lead us through quicker issue resolutions and goal completions. The team exhibited an impressive capacity to adapt to new technologies and strategies, embracing a proactive approach to growth and learning.

The lessons learned, skills acquired, and connections built during the past year will undoubtedly serve as the foundation for our future endeavors.



LONG-TERM ACHIEVERS

CELEBRATING 7+ YEARS OF COMMITMENT AND SUCCESS

Abdul Rahim, Bineesha, and Sidheeque have been an incredible part of our success journey. Their unwavering dedication, fresh ideas, and unique perspectives have steered our journey through innovation and excellence. They had been through all our highs and lows, experiencing all the challenges, triumphs, and memories with us.



Thank you for making every moment count and for being the heart and soul of our journey!

EMPOWERING SUCCESS WORLDWIDE

OUR GLOBAL PRESENCE

With a global presence spanning six countries and a track record of satisfying over 100 customers, we continue our commitment to delivering exceptional services and cultivating strong partnerships. Our relentless devotion to excellence positions us as a trusted leader in the industry, driving sustained growth and customer satisfaction.



OUR SIGNIFICANT MILESTONES

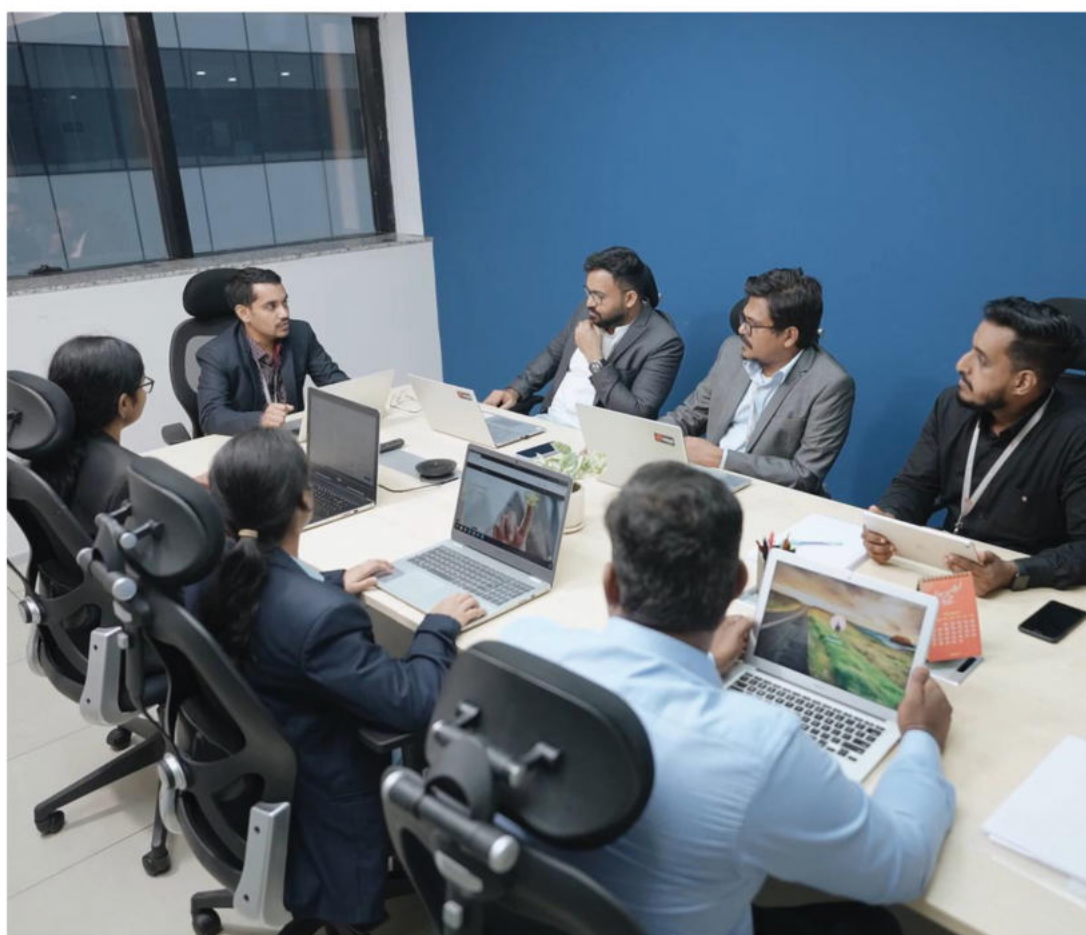


CONNECTING WITH CUSTOMERS

OUR CUSTOMER-CENTRIC POLICIES

Our customers are the most invaluable aspect of our journey. The past year gave us impeccable opportunities to exceed their expectations. The unwavering support and positive feedback proved as a great source of motivation underlining our efforts. Our growth in the past year was fueled by their diverse needs and perspectives, encouraging us to innovate and tailor our services to match their demands.

We have been working day in and day out, standing with them to realize their goals and meet their deadlines. Acknowledging the authenticity and necessity of their requests, we have gone beyond our capacities to fulfill their requests, regardless of the effort required. By prioritizing proactive and personalized assistance, we aim to create a seamless experience, ensuring our customers achieve their goals and thrive with our dedicated support.



BEYOND EXPECTATIONS

NEW DIMENSIONS IN OUR CUSTOMER INITIATIVES

- » Our customer support team assists customers from the initial stages of requirement collection to comprehensive support throughout project development and post-launch concerns.
- » We also developed a personalized post-launch support plan that streamlines post-launch assistance. Since its launch, the use of support portal has grown providing real-time assistance to our customers all over the globe.
- » Consistent post-delivery follow-ups and continuous refinement of service delivery processes proactively addressed customer expectations, fostering a responsive and adaptive service approach.
- » Personalized communication with customers provided invaluable insights into their concerns about products and services, enabling us to strategize and implement measures for an even more tailored and enhanced service.
- » An organized reporting system streamlined communication, enhanced transparency, and facilitated accountability within the team.

We believe in fostering long-term partnerships, growing alongside our customers as they achieve new heights in the dynamic world of direct selling.

Looking forward, our dedication to enhancing customer satisfaction remains resolute, recognizing that their smiles are not just a measure of success but a profound expression of the meaningful connections we strive to build.

TRAILBLAZERS **CREATING** **A GLOBAL** **IMPACT**



PIONEERING INNOVATIONS

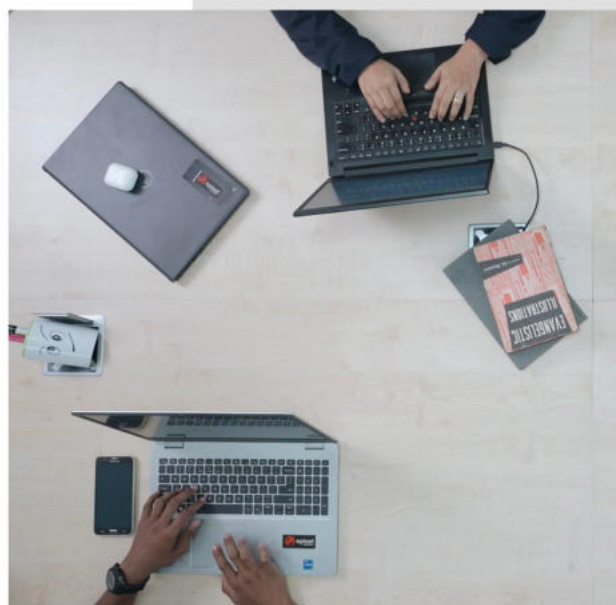
FORGING THE FUTURE

Over the years, Epixel MLM Software has undergone a transformative evolution, molding itself into a customer-centric solution. Every new change it undergoes is a deliberate response to the dynamic needs of the market and industry. As we reflect on this journey, it becomes evident how the software has seamlessly adapted, emerging as an exceptional support system for our customers. Today, its growth stands as a testament to our commitment to fortify businesses along their growth trajectories.

TRAILBLAZING FEATURES

THAT PROPELLED OUR INNOVATION

We innovated extensively, exploring new horizons in technology to redefine possibilities and invent solutions that catalyze business success. The new capabilities of Epixel MLM Software empowered our customers to stay at the forefront, in the global competitive race.



ENHANCING USER EXPERIENCE

Feature upgrades on enhancing user experience included an improved dashboard with new widgets, visually appealing graphs, and personalization options. A horizontally scrollable genealogy tree made it easier for members to navigate teams within the MLM structure. Innovations in the user interface included streamlined navigation, customizable widgets, improved accessibility features, and minimalistic UI elements contributed to a more efficient and aesthetically pleasing user interface.

OPTIMIZING MARKETING AND SALES

A new and advanced range of sales enablement tools helped distributors in identifying, connecting with, and engaging potential customers. Social selling tools streamlined sales and marketing activities across all social media platforms. The CRM centralized customer data, interactions, and helped establish meaningful connections with the customers throughout the sales pipeline.

ENGAGING AND RETAINING CUSTOMERS

Rewards and loyalty programs that comprehensively covered all loyalty program types helped engage and retain customers across various levels. Each program type was tied to different goals to ensure repeat business and brand advocacy. This helped businesses create a holistic loyalty experience that caters to the diverse preferences and motivations of their customers, fostering sustained brand loyalty and customer satisfaction.

BLENDING FUN IN LEARNING AND RETENTION

Introducing gamified elements to distributor learning not only engaged learners but also enhanced information retention. With game-like elements such as challenges, quizzes, rewards, and leaderboards, learning experience became more interactive and enjoyable hitting a spike in distributor engagement and retention rates.

ELEVATING THE SHOPPING EXPERIENCE

New ecommerce updates present customers with a modern and streamlined shopping experience. Navigating through product categories, exploring offerings, and completing transactions is simplified and easy. New personalization features and improved filters offer tailored product recommendations based on individual purchases and past behavior establishing a deeper connection with the platform. The abandoned cart notification feature persuades users back to the shopping cart resulting in reduced cart abandonment rates.

Product statistics report showcases key product KPIs giving businesses a comprehensive view of their product performance.

STRENGTHENING PROTECTION AND COMPLIANCE

Launch of advanced security protocols elevated security of business critical data. The new and improved architecture articulates measures to safeguard sensitive data, transactions, and ensures adherence to regulatory standards. Robust encryption protocols help maintain a compliant and ethical business environment contributing to distributor and customer trust.

EXPANDING BEYOND FRONTIERS

Inclusive and user-friendly features help businesses cater to a global audience by adapting to different languages, currencies, and regional preferences. An adaptable tax system makes international operations hassle-free. The customizability of the payment system is extended to accommodate more international currencies and payment gateways facilitating secure and more convenient cross-border transactions.

DRIVING EFFICIENCY IN BUSINESS OPERATIONS

Underlining our commitment to simplifying operations for businesses, we have introduced a suite of features designed exclusively to streamline and enhance operational efficiency. Over the past year, our focus has been on delivering significant updates in the realms of financial management, analytics, reporting, and enterprise management.

Our financial management feature driven by data, helps users forecast earnings, expenses and new revenue streams. Automated workflows streamline routine tasks, reducing manual intervention and minimizing the likelihood of errors, allowing users to redirect their focus toward more strategic and value-added activities.

Advanced analytics with predictive model capabilities offer detailed insights into overall business performance and trends. Facilitating businesses with a comprehensive view of organizational data, the improved analytics and reporting feature delivers strategic insights, uncovering patterns and trends crucial for informed decision-making.

Customizable business dashboards empower users to tailor their view, focusing on metrics that matter most to their specific roles. Our enterprise management features offer in-depth performance analysis of various business processes, enabling businesses to optimize processes, identify growth opportunities, and mitigate risks efficiently.

What sets us apart is not just technology, but also our dedication to ensuring customer success. Every new update is rightly communicated over to our customers by a dedicated support team that ensures smooth implementation process and ongoing assistance.

POSITIVE IMPACT ON COMMUNITY BUILDING AND EMPOWERMENT WITHIN THE MLM NETWORK

We consider it our social responsibility to foster a community beyond transactions—a community where knowledge is exchanged and shared, where members stay motivated, engaged, and empowered to achieve their goals.

Our community building initiatives largely depend on leveraging technology to present distributors with a collaborative direct selling experience.

- » We integrated collaborative and interactive learning tools in our Distributor Academy. Personalized learning paths, certifications, and analytics contributed to a comprehensive skill building experience.
- » Collaborative tools like shared calendars, team management features, collaborative documents, etc encourage teamwork and maximizes participation.
- » Skill enhancement tools within our Distributor Academy such as interactive courses, assessments, and collaborative forums enable continuous learning and professional development.
- » Our mentorship program tools allow experienced members to build a supportive network for guiding and empowering newer members.
- » With a view to strengthening a sense of community, our platform help host, organize, and promote localized events, meetups, and conferences.
- » A robust loyalty program acknowledges and rewards distributor and member efforts fostering a sense of accomplishment and motivation.
- » Data analytics empowers members by providing them with actionable insights into their individual and team performance, customer behaviors, market trends, etc helping them make more informed and smarter decisions.

QUEST FOR EXCELLENCE

OUR JOURNEY THROUGH INDUSTRY EVENTS

Attending the WFDSA World Congress was an exhilarating experience that provided invaluable insights into the dynamic world of direct selling. Mr. Dhanesh Haridas, our CTO and Mr. Noufal Bava, our CBO represented Epixel at the triennial event hosted in Dubai, UAE. The event was an eye opener to many industry challenges covering aspects of sustainability, compliance, and sales.

Meeting many industry leaders and experts has enriched our experience in the field, giving us the incredible opportunity to learn and innovate in bountiful ways.

“

It was indeed an incredible experience to be present at the event. We had the opportunity to engage with the top personalities from the direct selling industry. The event highlighted the importance of technology and its concurrent impact on direct selling businesses. How technology can be leveraged to address gaps in distributor and customer relationships and enhancing the sales enablement techniques for distributors was also a prime point of discussion. Gaining valuable insights into global business trends, the event presented an unparalleled perspective on emerging technologies, industry innovations, and emerging markets.”

– **Dhanesh Haridas,**
CTO, Epixel Solutions



“The unique experience of meeting the industry’s famous personalities added to our excitement and pleasure. The industry has travelled a long way from the past, aligning itself with the concept of selling value to the customers rather than focusing on recruitment. Sustainability initiatives have accelerated the pace at which companies are redefining their operations with environment-friendly processes and regeneration initiatives. It was a great opportunity for us as delegates to learn about the industry and its advancements in diverse fields. Our key takeaways included an in-depth analysis of the challenges direct selling companies encounter today and the meticulous strategies they undertake to overcome the hurdles. The experience that we carry with us will surely help Epixel as a brand to evolve in newer ways. We are deeply moved by the vision of the WFDSA to transform the industry, encouraging ethical and sustainable practices.



We, as technology partners in the industry, wholeheartedly embrace this vision, committing ourselves to deliver meaningful value to the direct selling community”.

– **Noufal Bava,**
CBO, Epixel Solutions



DOING OUR BIT TO THE INDUSTRY

Through the years, our commitment to the industry has only multiplied. Our commitment reflects in the projects we deliver, the support we render, and the promises we make. More than just transactional exchanges and network expansion, we help direct selling companies in fostering a customer-centric approach and embracing sustainability initiatives.

We support companies that champion ethical consumerism and sustainability through environmentally conscious practices within the direct selling ecosystem. With a steadfast commitment to privacy and compliance staying as our top priorities, we implemented a robust system that ensured our customers remain consistently compliant.

A YEAR OF WELL-CHERISHED APPRECIATIONS

Customer satisfaction has never been our goal but a testament to our commitment. All our achievements and success in 2023 are defined by the happy smiles of our customers. Don't just take our word for it—hear it directly from our valued customers who have experienced the quality, reliability, and excellence that define us.

“

“Nothing short of incredible. The best MLM platform for growing your business. Everything from the service to the support.”

– Lebone S, Spongein

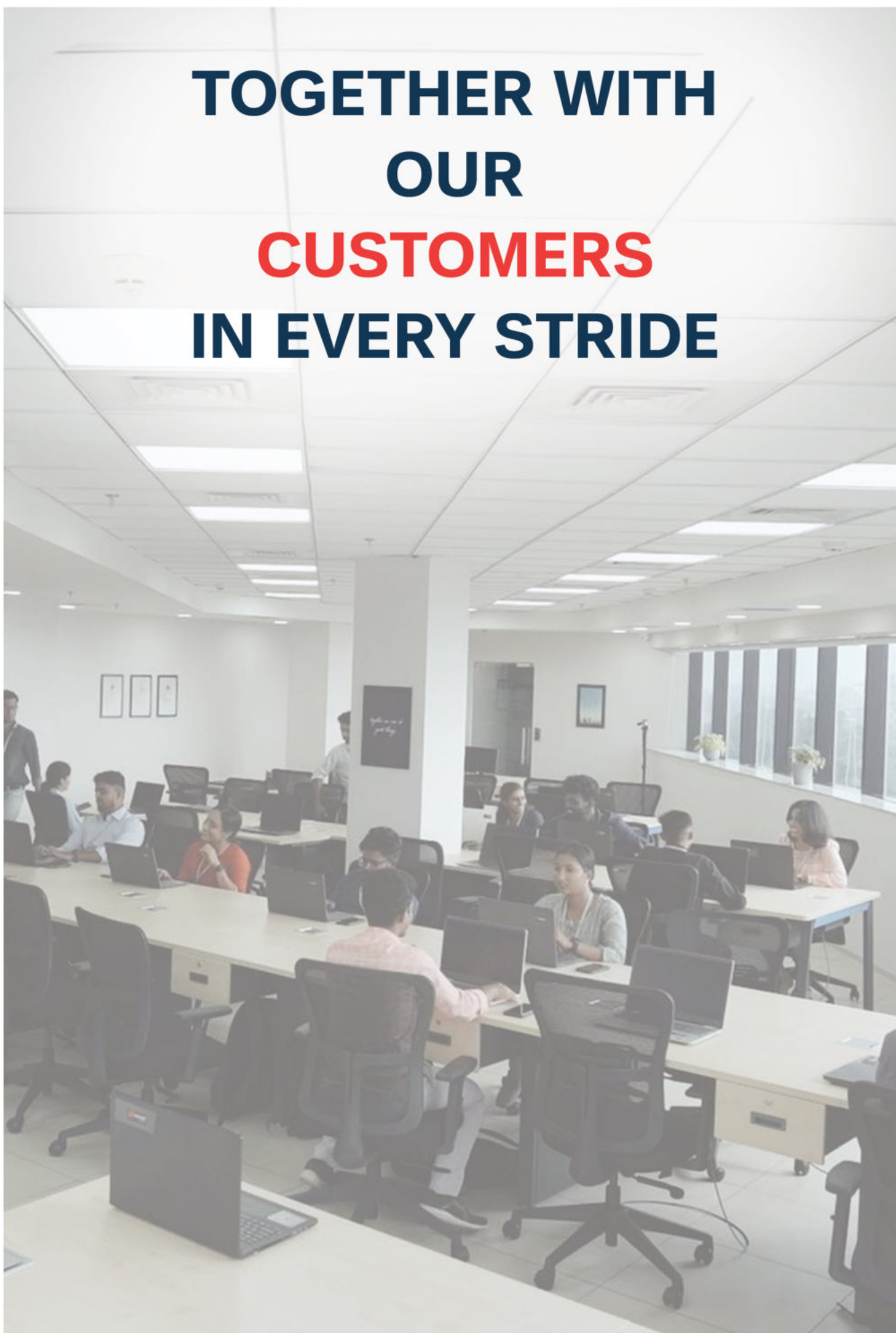
“Epixel has helped us deliver a very personalized experience while maintaining a quality and reliable software, which has been crucial for generating trust and loyalty with our members.”

– Abraham D, Durzzo

“We interviewed more than six development companies before choosing Epixel. Epixel helped us custom design, our agent portal and also provided implementation services to get our new systems up and off the ground successfully.”

– Thomas Graziano, Impact

**TOGETHER WITH
OUR
CUSTOMERS
IN EVERY STRIDE**



STRENGTHENING BONDS

We were honored to host one of our distinguished customers, Savvas Christofi, whose eminent presence added a sense of pride to our meeting. His visit contributed to an exchange of insights and ideas setting the stage for a perfect collaboration. His presence not only acknowledged our achievements but also ignited a shared vision for future endeavors.

“Savvas Christofi
with our team.....”



CHRONICLES OF CUSTOMER SUCCESS

Our solutions have addressed unique challenges, fostered consistent growth, and has contributed immensely to the achievements of our customers. These real-life stories not only underscore the efficacy of our offerings but also provide valuable insights into our adaptability and resilience. These case studies are an integral part of our ongoing journey toward excellence and value creation.



Technology-driven innovation catalyzes the growth of an MLM wellness business



eLearning business maximized its productivity and efficiency with a tailored MLM solution



Ecommerce MLM business improved its ROI by incorporating new software capabilities

AWARDS AND RECOGNITIONS



The year 2023 was generous bestowing us with many honors and accolades for our efforts, expertise, and accomplishments.

We bagged the SoftwareSuggest Winter 2023 awards in the “Best Support”, “Trending”, and “Customers Choice” categories. The awards came as a recognition to our relentless commitment to delivering an unparalleled customer support experience.

BECOMING PART OF A GREAT INITIATIVE...

We secured a remarkable chance to partner with the National Institute of Technology to develop one of the mainstream blockchain projects for Central Power Research Institute—“Pilot Implementation of Energy Blockchain and P2P Transactive Market”. We will be rendering our expertise in blockchain technology to support NIT in the development of an energy trading platform with IoT-based blockchain technology. The project aims at leveraging the potential of blockchain in transforming the energy market.



OUR IMPACTFUL PRESENCE ACROSS DIVERSE INDUSTRIES IN 2023

We were privileged to serve a spectrum of diverse industries, assisting each in overcoming their unique challenges. With a commitment to innovation, we tirelessly crafted bespoke solutions tailored to the specific needs of each sector. This dynamic approach allowed us to contribute significantly to the success of our customers across various landscapes.



Health and wellness



Energy services



Investment services



Beauty and cosmetics



Real estate



Insurance services



Financial services



eLearning



IT services

REFLECTION ON OUR 2023 PERFORMANCE

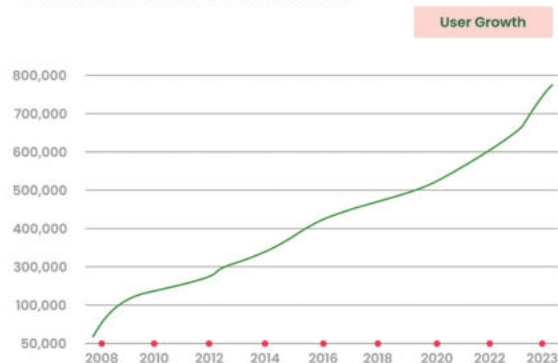
The past year was nothing short of challenges in terms of achieving our goals and helping customers meet their growth targets. Despite the numerous hurdles encountered, together we faced adversity head-on, and with our collaborative efforts we emerged stronger.

GROWTH STATISTICS



USER GROWTH STATISTICS

Total number of active users worldwide



VISION 2024

SETTING CLEAR GOALS FOR THE YEAR AHEAD

With all that was aimed and achieved, we eagerly anticipate a year ahead filled with more heightened achievements. The foundation of our past successes propels us forward to surpassing expectations and embracing new challenges.



HOW WE POSITION MLM COMPANIES TO DRIVE GROWTH AND PERFORMANCE EXCELLENCE

We empower businesses by providing them with the essential tools and strategic insights needed to strengthen their capabilities in a dynamic business environment. Our holistic approach ensures that organizations not only strengthen their capabilities but also navigate challenges with resilience, driving sustainable success aligned with their unique goals and aspirations.



Revenue growth



Distributor retention rate



Time and cost savings



Compliance management



Global expansion support



Improved decision-making



Enhanced user experience



Highly scalable



Integration capabilities



Customer support and training



Improved data security



Streamlined operations

LOOKING FORWARD TO A PROMISING YEAR AHEAD

With the dawn of a new year already on us, it is a great time to look forward to new learnings, experiences, and commitments. The year 2024 holds exciting prospects with incredible opportunities to innovate, refine our skills, and develop groundbreaking solutions. We will invest our prime focus in staying attuned to emerging technologies, particularly in the realm of AI, to understand and harness the transformative potential it holds for our customers' success.

We will be channeling our expertise to develop solutions that empower direct selling companies to implement robust sustainability practices. Leveraging the capabilities of data, AI, and machine learning, we intend to provide businesses with innovative tools to optimize supply chain processes, reduce environmental impact, and integrate sustainable direct selling practices. In this synergy of technology and responsibility, we strive to position our software solutions as enablers of both business success and environmental well-being.

Experimenting and reinventing with the latest advancements in technology, we aim not only to adapt but also to pioneer innovative solutions that align seamlessly with the evolving needs of our clientele. We believe that this proactive approach will help us keep pace with the industry trends but actively shape the landscape, positioning Epixel as a catalyst for our customer's sustained success.



THANK YOU

for being an integral part of our success!



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