



POST

PARIS OLYMPICS SHOPPING TAX-FREE



DUELSTONE CREATOR PLATFORM X GLOBAL BLUE TAX FREE COLLABORATION

[DUELSTONE.COM](https://www.duelstone.com)

POST IS GLOBAL SHOPPING AT SPEED

During the 24 Paris Olympics buildup from January and coverage the POST initiative is empowering 100 million Chinese global shoppers to discover and spend on premium European/UK beauty, wellness & fitness products with incredible speed.

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EMMA HARDIE

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VITABIOTICS

Abbott

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probiotics

POST DRAWS ON THE POWER OF SOCIAL

POST achieves this by providing Chinese Creators across Europe with premium products to try and then post their experience in Chinese across Chinese socials.



POST EMPOWERS GLOBAL SHOPPERS



These instantly findable Posts make it effortless for Chinese global shoppers in China or visiting Europe to use socials to quickly discover the real efficacy and value of the featured products and confidently make snap decisions to buy or visit the product stores.

POST CREATORS ARE GLOBAL SHOPPERS

POST is powered by 40,000 Chinese Creators in Europe/UK willing to generate these Posts. They are already Global Blue tax-free shopping members with above average spend and followed on social media by 100M shoppers with similar profiles.



POST MAKES LISTINGS EASIER TO GAIN



Chinese Global Shoppers reaction Data generated by the Posts is shared with online retailers in China to lift wholesale order demand and listings - if required by the featured brand.

POST IS POWERFUL SO BE READY

Featured brands using the beta version of POST set a benchmark roi of 3x but achieved between 15x to 45x.

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POST PRICING IS VALUE DRIVEN



STANDARD POSTS

£190/\$240/€210

LIVE SELLING POSTS

£950/\$1200/€1100

- EXCLUDES ANY REQUESTED SHIPPING SERVICE FEES
- AN ADDITIONAL 9.5% COMMISSION IS APPLIED TO RETAIL SALES GENERATED THROUGH LIVE SELLING POSTS

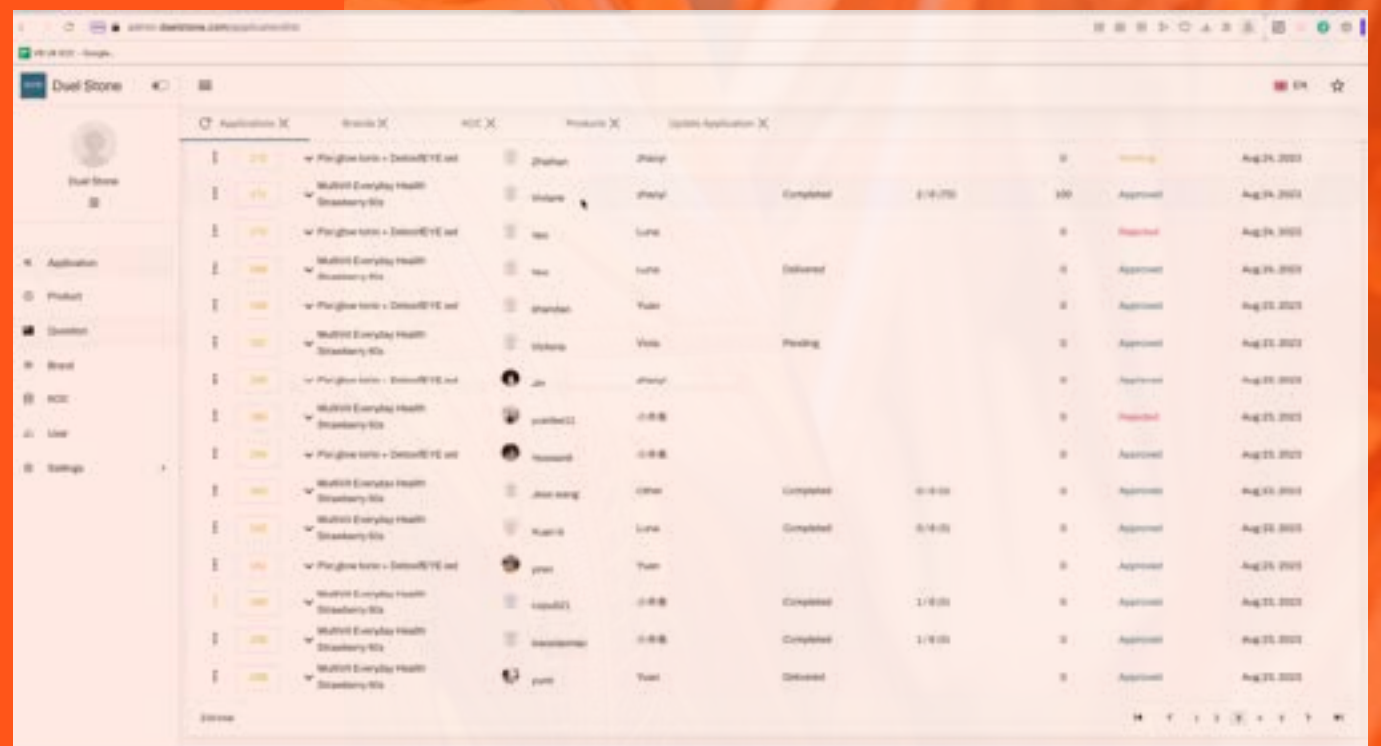
ABOUT DUELSTONE

Duelstone creator platform is used by wellness, fitness and beauty brands around the world including Emma Hardie, Pixi and Vitabiotics to rapidly grow marketshare among China's global shoppers .

Duelstone technology enables brands to gain operational efficiencies through Creator workflow automation tools, Post reporting and is preloaded with access to over 40,000 high performing content and live selling Chinese speaking Creators in 60 countries.

Duelstone also integrates with a network of 60 leading online retailers in Mainland China to provide brands with wholesale and product listing opportunities.

DUELSTONE.COM



Application	Status	Product	Brand	Platform	Category	Created	Updated	Expires
Phygital - DuobYTE and	Completed	Phygital	Phygital	Phygital	Phygital	2023-08-25	2023-08-25	2023-08-25
Multi Everyday Health	Completed	Multi	Multi	Multi	Multi	2023-08-25	2023-08-25	2023-08-25
Phygital - DuobYTE and	Completed	Phygital	Phygital	Phygital	Phygital	2023-08-25	2023-08-25	2023-08-25
Multi Everyday Health	Completed	Multi	Multi	Multi	Multi	2023-08-25	2023-08-25	2023-08-25
Phygital - DuobYTE and	Completed	Phygital	Phygital	Phygital	Phygital	2023-08-25	2023-08-25	2023-08-25
Multi Everyday Health	Completed	Multi	Multi	Multi	Multi	2023-08-25	2023-08-25	2023-08-25
Phygital - DuobYTE and	Completed	Phygital	Phygital	Phygital	Phygital	2023-08-25	2023-08-25	2023-08-25
Multi Everyday Health	Completed	Multi	Multi	Multi	Multi	2023-08-25	2023-08-25	2023-08-25
Phygital - DuobYTE and	Completed	Phygital	Phygital	Phygital	Phygital	2023-08-25	2023-08-25	2023-08-25
Multi Everyday Health	Completed	Multi	Multi	Multi	Multi	2023-08-25	2023-08-25	2023-08-25
Phygital - DuobYTE and	Completed	Phygital	Phygital	Phygital	Phygital	2023-08-25	2023-08-25	2023-08-25
Multi Everyday Health	Completed	Multi	Multi	Multi	Multi	2023-08-25	2023-08-25	2023-08-25
Phygital - DuobYTE and	Completed	Phygital	Phygital	Phygital	Phygital	2023-08-25	2023-08-25	2023-08-25
Multi Everyday Health	Completed	Multi	Multi	Multi	Multi	2023-08-25	2023-08-25	2023-08-25
Phygital - DuobYTE and	Completed	Phygital	Phygital	Phygital	Phygital	2023-08-25	2023-08-25	2023-08-25
Multi Everyday Health	Completed	Multi	Multi	Multi	Multi	2023-08-25	2023-08-25	2023-08-25
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Multi Everyday Health	Completed	Multi	Multi	Multi	Multi	2023-08-25	2023-08-25	2023-08-25

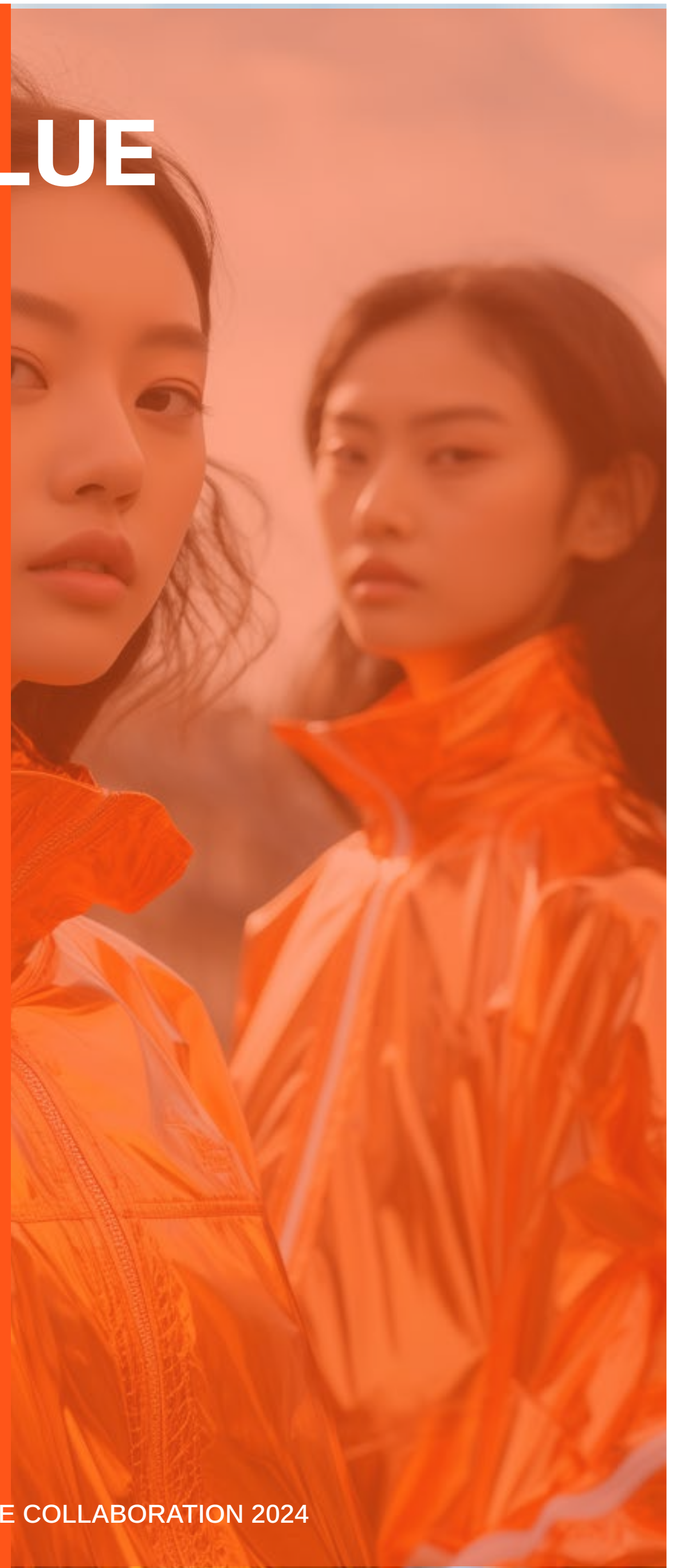
ABOUT GLOBAL BLUE

Global Blue pioneered the concept of Tax Free Shopping over 40 years ago. Through continuous innovation, it has become the leading strategic technology and payments partner, empowering merchants to capture the growth of international shoppers.

The Group connects all stakeholders involved in the international shopping ecosystem, helping:

- More than 29 million international shoppers
- More than 300,000 points of sale
- More than 51 acquirers, at more than 130,000 points of interaction
- Customs & authorities in more than 40 countries Global Blue has over 2,000 employees in more than 50 countries.

GLOBALBLUE.COM



EMMA pixi!
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“A new era for supplements global expansion into China has arrived with Duelstone. I am blown away by the power.”

Benji Lamb, Head of China Vitabiotics

“The team at Optibac is delighted with the performance of the Duelstone Creator platform.”

Jalal Janmohamed, CEO Optibac

“We are impressed with the value and service being provided by Duelstone.”

Barry Cook, Managing Director, Emma Hardie



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