



# Belgrade Pass

The city pass program for Belgrade creates a **selection of the best offers** in the city, organized by **exclusive partners** for each category, offering **special benefits** to Belgrade Pass users with **unlimited use!**

# Who is the Belgrade Pass for?

## Tourists

The program is intended for **tourists** as a selection of the best experiences during their stay in Belgrade, as well as a guide in order to plan their visit in the best way.

## Local residents

The benefits of the program are also used by **residents of Belgrade**, as a gift to a loved ones, or when a company buys a BP as a monthly benefit card for its employees.

## Partner exclusivity

The exclusivity of partner within BP category (as the only one) guarantees that all tourists who come to Belgrade, as well as its residents, will use that type of partner's services / products with a benefit **exclusively from them** and regularly visit them if they're satisfied.



# Benefits for partners

Partners have the opportunity to **enrich the visit experience** of their regular and new guests by offering them additional benefits within the Belgrade Pass program as one of the partners - as **free / gift vouchers** during the promotional period of the partners within the BP program or through the **distribution (resell with affiliate fee)** of Belgrade Pass cards to their clients.



**Taxi and transfer transport**



**Food and beverage**



**Luggage storage**



**Various fun activities**



**Cultural facilities and events**

Whether it is taxi or transfer voucher, restaurants, luggage storage, entertainment, cultural facilities or other activities with special benefits - partners can present the entire offer of the Belgrade Pass program as a kind of **extension of their own offer and benefits to their guests**, which they can gift or sell as a Belgrade Pass card during their visit.

## Belgrade Pass partner selection

# Gathering the best Belgrade partners

As part of the selection of the best contents of our capital, we wish to gather partners who will be exclusive (sole) partners in their category, considering the **criteria of quality of services / products, offer, and ideally - with multiple different locations** throughout the city.



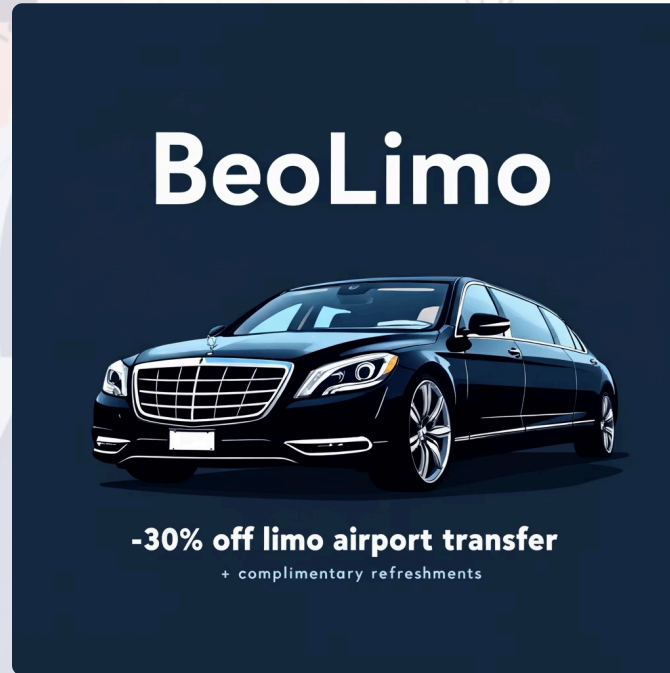
# Belgrade

## Our category partners

Among the selected category partners with the largest number of locations in Belgrade, with which we have already negotiated, are the **Kafeterija, VIP exchange offices, Fashion&Friends, Saruna Wellness & Spa, Turbomax carting center (...)** as well as exclusive national cuisine restaurants like **Jamie Oliver's Italian, Iberico Wine & Food, Zen by SushiCo (...)** and others.

# Exclusive benefits

In accordance with the concept of the program, partners are offering Belgrade Pass users an **exclusive, significant and unlimited benefits** in return, so that they unequivocally decide to visit them as the only selected partner in the specified category, without the possibility of another choice. Benefit examples:



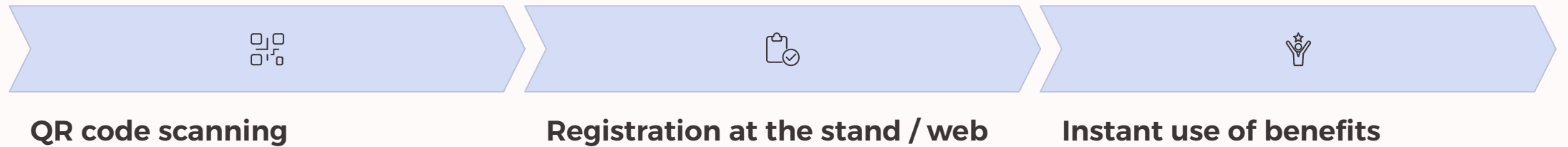
# Exclusive Belgrade airport stand



In order to include an even greater number of tourists in the program immediately after landing in Belgrade, and thus to communicate the offers of all our partners, we have got the contract and already set up a **stand at aisle B of the Nikola Tesla Airport** (attached), as the only checkpoint where they stay and wait for their baggage collection.

- 📄 **This is of particular importance considering the constant increase in the number of passengers at Belgrade Airport - this year over 8 million passengers!**

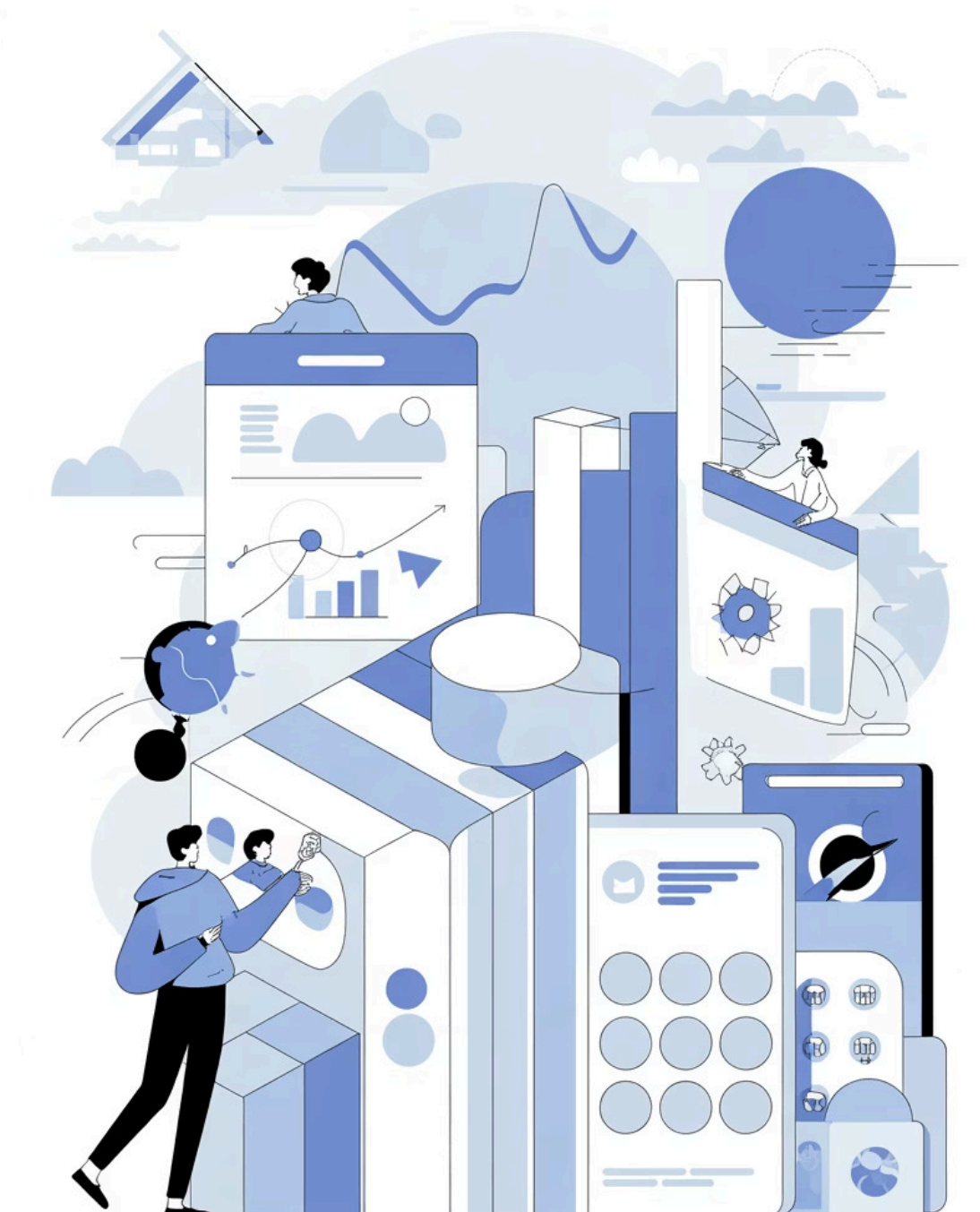
# Instant Belgrade Pass card activation



By simply scanning the QR code or registering at the stand, they have the opportunity to **instantly start using the benefits** within the BP program according to the selected program package (1, 5 or 15 days of card usage).

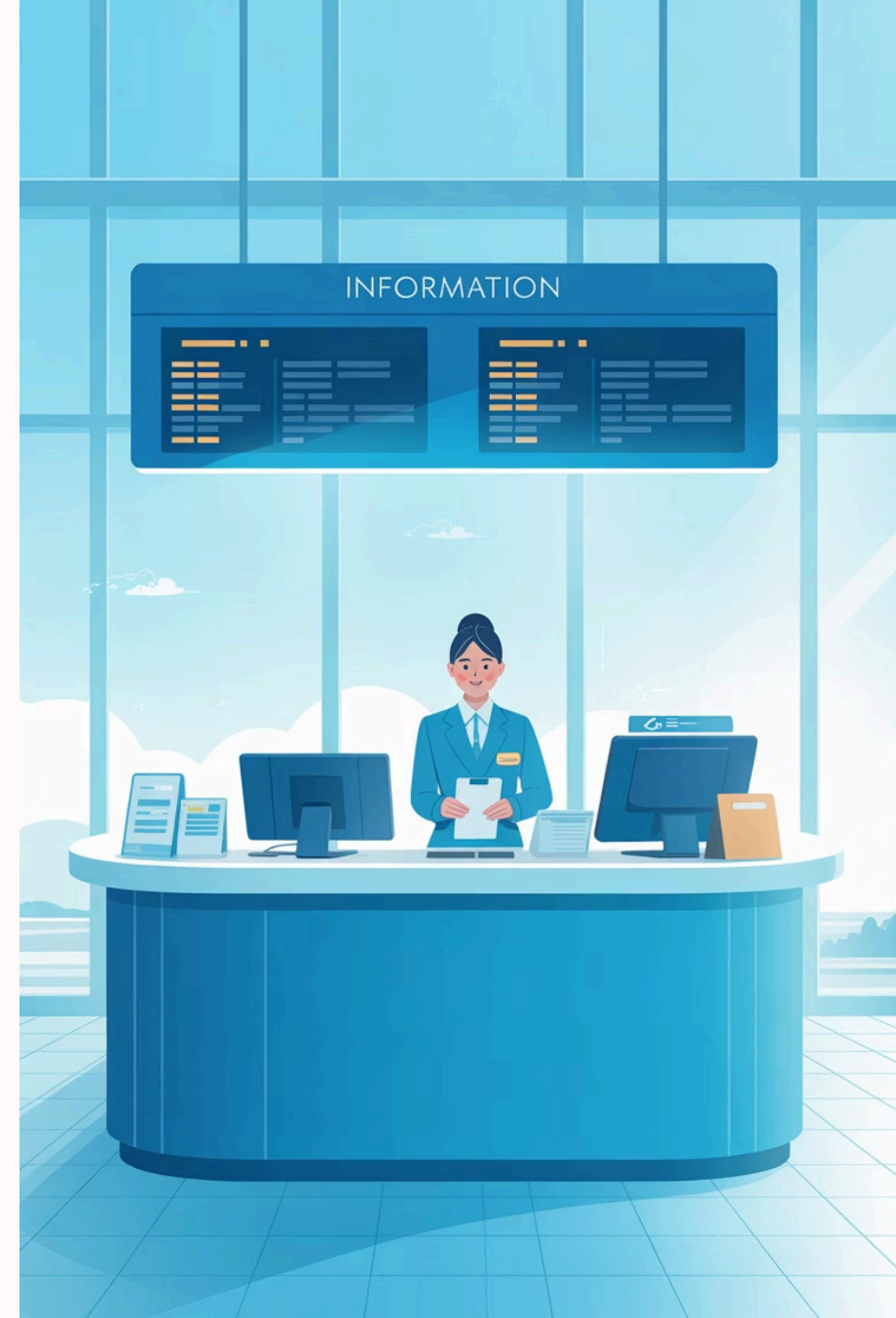
# Sales activities

We carry out specific sales activities that create users of the Belgrade Pass program, thus also clients for our partners, **especially before their arrival in Belgrade!**



## Belgrade Pass direct retail activities

Direct sales at the airport baggage claim **BP stand in aisle B** (over 8 million passengers during 2025.), as well as **direct online sales** through our website platform.





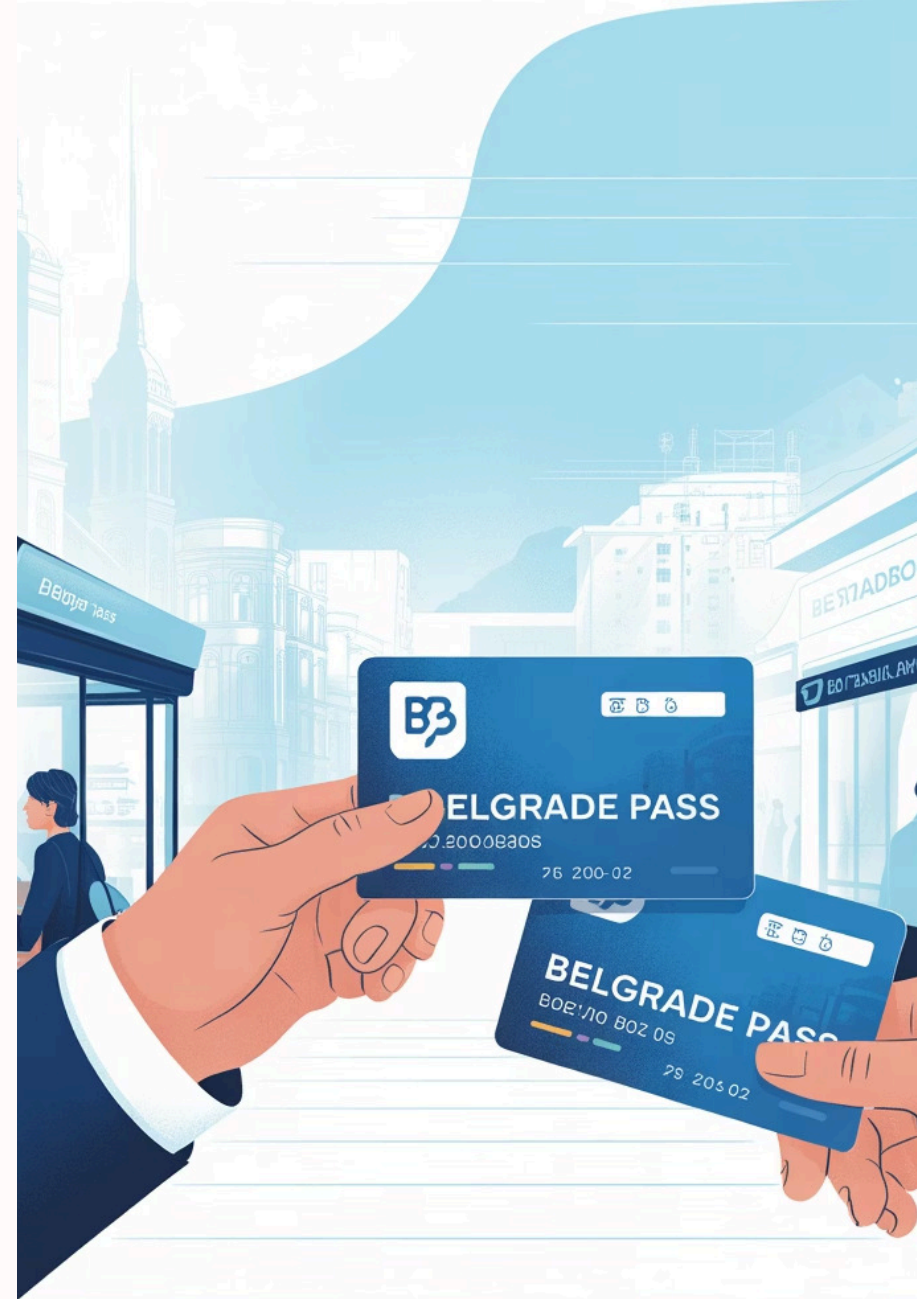
## Corporate wholesale of Belgrade Pass cards

We carry out wholesale activities through corporate **benefit packages for company employees**, with monthly renewal of BP cards.

In addition to enabling significant savings in the value of several hundred euros per month for each employee, companies also **save significantly on operating costs**, such as taxi services, representation costs, team building activities or other needs during regular their business.

## Belgrade Pass partners distribution network

Partner distribution via cafeterias, shops, restaurants, exchange offices and at all other locations of our category partners within the BP program (**over 100+ partner locations in Belgrade**) who resell it to their customers with a **15-30% affiliate fee**, as well as at the locations of those facilities that are not included in the BP offer as the category partners, but they resell BP cards to their customers on the same scale (hotels, apartments...).





## External pre-sales - before arrival in Belgrade

In cooperation with distribution partners in the city and abroad, who organize a group arrival in Belgrade, we include the BP card **as part of the arrangements / tickets before their arrival** (travel arrangements, bus / flight tickets, conferences, sports events, concerts...) and for that they also receive a sale commission of 15-30%, depending on the monthly scale.

# Official recognition - Tourist org. of Belgrade

We are also starting negotiations with representatives of **tourist organizations and professional associations**, which would enable the introduction of the Belgrade Pass card as an **officially recognized city pass card** for Belgrade, which is of particular importance as a standard for all future events in Belgrade (such as EXPO 2027).





## B2B partnership program

We are creating an **internal B2B cooperation program** between our category partners, distribution partners and client companies, which will enable mutual benefits for the use of services and products on a company level.

In this way, in addition to the benefits we provide for its employees, the company itself gains the opportunity to make significant **savings on operating costs** (fuel, taxi vouchers, representation, team building, rentals...) through a wide network of partners within the Belgrade Pass ecosystem.



# Free period and launch of BP platform

Belgrade Pass is free during the test period for users of the program, and we plan to start distributing BP cards to users at the beginning of 2026 during the "peak" season for the arrival of tourists and the diaspora.

The Belgrade Pass program is **free for all selected category partners**, including membership and marketing and sales activities that we carry out for them in the country and abroad, as well as partner gift vouchers.

In this way, we provide them with a **direct support and incentive** to provide significant benefits to BP card users as part of the agreed benefits, **with additional earnings** from the sale of the BP cards in their facilities.

# Pricelist of Belgrade Pass card packages

The estimated initial price list of the BP card package is:

**1 day (24h) unlimited usage**

**10€**

1 day BP card

**5 days unlimited usage**

**30€**

5 days BP card

**15 days unlimited usage**

**50€**

15 days BP card

**30 days unlimited usage**

**60€**

30 days BP card (corporate only)

# Partnership agreement and distribution for 2026.

---

**150+**

## Active distribution locations

By the end of 2026, our goal is a network of **over 150 active distribution locations of our partners**, who massively generate new groups of Belgrade Pass users.

**100.000+**

## Belgrade Pass users

Based on the data of tourists in Belgrade (about 1.4M unique visitors / year) and the active local population users, we expect **100,000+ users in 2026. (conservatively)**

**~30€**

## Average BP card value

We predict an average value of a BP card of **~30 euros**, based on the mix of cards according to the days and groups of users of the BP program during the year.

The background is a stylized, light blue and white illustration of a cityscape. It features a prominent bridge with multiple cables, several tall skyscrapers, and a body of water in the foreground. The overall aesthetic is clean and modern.

# **Join us as the official Belgrade Pass partner!**

We invite interested partners to join us with an exclusive offer and experience for their customers during their stay in Belgrade, to create new distribution channels and income streams with Belgrade Pass!