



- Core Values
- Membership
- Buyer to Giver

### **TA-DAN TOGETHER**

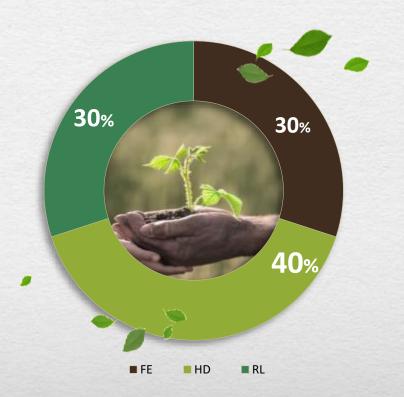
- Social Network
- Functions
- Buyer & Giver



### **Core Values**



We fallow the core values to select goods for our members and partners.





#### **Friendly Environment**

We select the goods for our members and partners by the friendly environment rules(low density environmental damage, sustainable environmental protection).



#### **Healthily Diet**

We select the foods for our members and partners by the healthily diet rules (No manual addition, natural organic, non-toxic).



#### **Respect Life**

We select the goods for our members and partners by the respect life rules(no animal testing, caring for animals, be kind to animals).



Membership

#### i-Member

i-Member aka "Individual Member"
Up to 20% off on Ta-Dan Select
1% Charity Feedback aka "Charity Coin"





#### **WE-Members**

WE-Members contains corporate and charity partners
Up to 30% off on Ta-Dan Select
1% Charity Feedback aka "Charity Coin"

### **Buyer to Giver**



5% of the consumption amount will be allocated to international non-profit organizations through each consumption.

#### Buyer

Make every consumption more meaningful through consumption behavior



#### **Animal Protector**

Caring for animal rights and animal living space issues.

#### **Arts and Culture Sponsor**

From the buyer become to a giver who

can give more to those who need it

Sponsor international arts and cultural activities.

**Social Giver** 

#### **Environmentalist**

Caring for environmental protection and ecological conservation issues.



# TA-DAN SELECT YOU WILL GIVE TO THEM



International non-profit organizations have strong executive ability and professionalism.

The mission of WAP is to create a better world for animals.

**World Animal Protection** 





# World Organization For Animal Health

The mission of Oie is to ensure transparency in the global animal disease situation.

PETA works through public education, investigative newsgathering and reporting, research, animal rescue, legislation, special events, celebrity involvement, and protest campaigns.

People for the Ethical Treatment of Animals



### **European Imports**



We carefully select natural skin care products and elemental essential oils from Europe for our membership and charity partners.



#### **Natural Skin Care Products**

**die Nikolai**: the winery Nikolaihof Wachau, Austrias oldest vinery with almost 2,000 years of history. Today we are still using the basements, built by Romans to store our wine. After the Romans Nikolaihof has been a monastery for almost 1.000 years. Back in 1894 the owner family Saahs was able to acquire the estate and cultivates the vineyards eversince.

#### **Elemental Essential Oils**

**Dr. Eberhardt**: an Austrian family business with employees from Burgenland. We put our heart and soul into working every day for you and our products. For innovation and more enthusiasm.

#### **Classical Music Master Design**

**What's Yours**: create the new image of the classical music master, design the commemorative coins and badges for special events.





**Buyer & Giver** 





You could put your products and services into the giant resource pools. You will spend few cost for getting new customers, and you could make deal on that.

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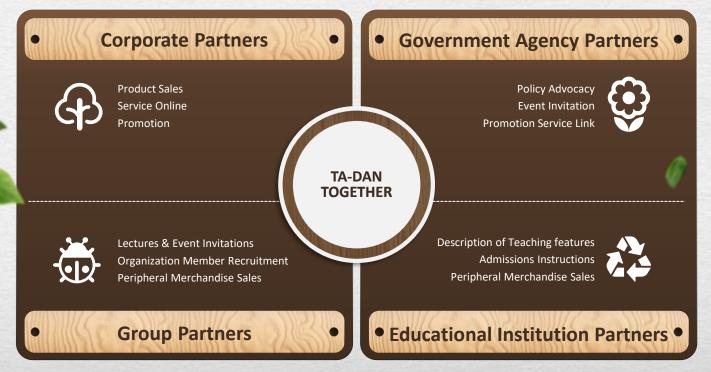
#### **WE-Members**

Those pass the application for charity partnership will become WE-Members and will enjoy relevant discounts and rights.

**Partnership: Giant Resource Pools** 



15% platform service fee will be charged for each transaction, of which 5% will be allocated to international public welfare organizations. Only the government agency partners will not be charged any service fee.



### **Global City Resource Pools**



We have 26 partners in the main city of the Europe-Asia, we will build up the giant resource pools for all membership and partnership.



### **Function for Partnership**



We create the multiple functions for partnership.



#### **Business**

Partnership could establish effective sales channels through the listing of products and services. Partnership also could gain more new customers through the giant resource pools.





#### Social Network

Partnership could effectively promote through listing activities and invitations.

Partnership could obtain more new cooperation agreements through the giant resource pools.



#### **Education**

Partnership could effectively expose their courses and enrollment information. Partnership could acquire more new students through the giant resource pools.





#### **Charity Image**

Partnership could increase corporate social image by participating in public welfare activities and consumption. Partnership could comply with the international trend of ESG+CSR.



### **Extra Functions for Government Agency Partners**



We create extra functions to match more resources for government agency partners.

Public Affairs

Government agency partners could establish public issue with promotion and discussion on TA-DAN TOGETHER.



Press Releases

Government agency partners could publish official press releases on TA-DAN TOGETHER.

• Fundraising Zone

Considering the accounting process of government agencies, government agency partnership could propose fundraising plans and we will set up a fundraising zone on TA-DAN SELECT. (It will be not charged any service fee)



### **Charity Partnership Growth Goals in 10 years**



2022 Target:

Corporate partners=2,000 | Group partners=500 | Educational Institution Partners=500 | Government agency partners=200



#### **Growth Goals**

Corporate partners are expected to add 500 companies each year as a growth goal. Group partners are expected to increase 500 groups each year as a growth goal. Educational Institution Partners is expected to add 250 institutions each year as a growth goal. Government agency partners are expected to add 100 agencies each year as a growth goal.

