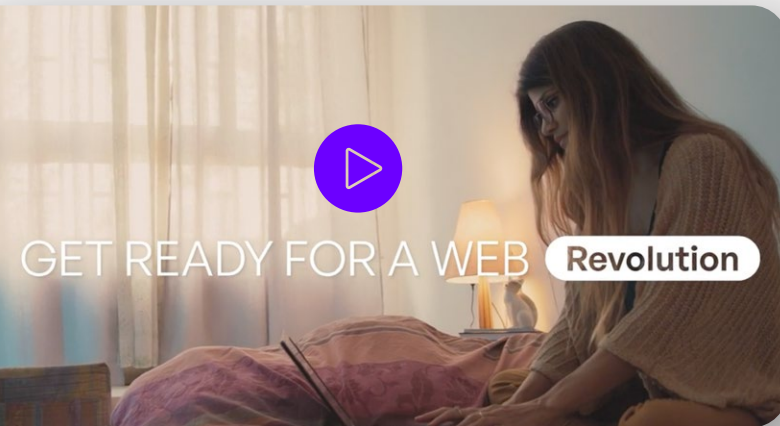


The Collect Button

Powered by Cent



Who is Cent?

At Cent, we build tools to address the biggest challenges for creatives and brands: aggregating audiences, managing distribution, retaining ownership of intellectual property, and monetization.

Since 2017, Cent has championed creators and their fans. Across social media, Cent has helped hundreds of thousands of creators use micro-transactions as a way to support their work. In 2020, Cent was the first platform to layer blockchain technology onto an existing network—Twitter—by enabling creators to tokenize and monetize their Tweets. Now, with **The Collect Button**, Cent enables people, brands, and businesses to harness the power of NFTs and Cent—wherever they are.

Creatives and brands can use **The Collect Button** as an embedded widget on their own sites, and in doing so, it equips them with the power of the blockchain. Cent's infrastructure is unique in that it attaches identity to NFTs and automatically hosts this behind the scenes, including managing set-up complexities such as wallets and transfers. You can also share your NFTs and broadcast their release directly to your community via email and push notifications.

The Collect Button IS
Audience Management, AND
Membership, AND
Authentication ...
leading to Monetization.

AUDIENCE MANAGEMENT

The Collect Button connects you directly with your audience—compiling rich data about your collectors, including email addresses for direct messaging. With the data acquired, you can curate your content and offerings, converting your community into loyal fans who love collecting anything you make.

NFTs generated across a variety of your brand's touchpoints can include events (NFT ticket), digital and in-person experiences (NFT badge), social media campaigns (NFT jpegs), and more.

FUTURE OF MEMBERSHIP

Create an exclusive membership program for your community with free and/or paid NFTs. Once they've collected a membership-based NFT, grant them exclusive rewards, bonus content, and VIP access to online events and offline gatherings. Share behind-the-scenes video, never-before-released audio, early-bird discounts, and more via direct emails or surprise them with airdrops.

AUTHENTICATION

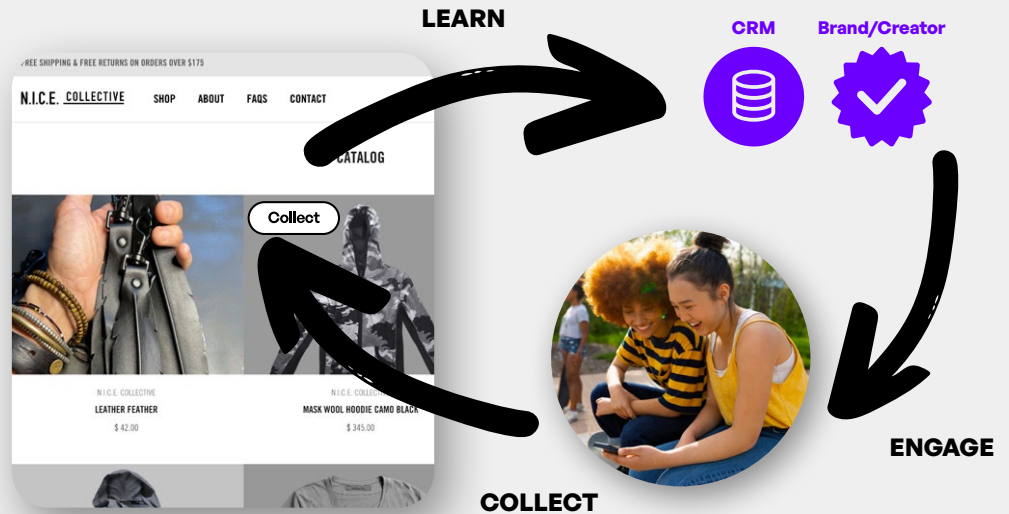
Certify the origin and authenticity of anything you sell, using the blockchain. **The Collect Button** provides customers and fans with verified, digital receipts that can be accessed in their Cent wallet, eliminating the need for physical certificates or documentation. The wallet can be used as a one-stop-shop for browsing collections, trading certificates, and even collecting revenue from NFT royalties.

MONETIZATION

Monetize digital content, such as brand icons, photos, videos, or messages by turning them into digital mementos that your superfans can buy. NFTs can also facilitate the sale of physical assets, such as apparel, furniture, coffee, wine, books, prints, and art. Manage subscription-based memberships on the blockchain using **The Collect Button**, and even incorporate it into existing checkout providers, such as Shopify.

How does it work?

Brands and creators can use **The Collect Button** widget to publish NFTs on their webpages. When fans and followers collect the NFTs, **The Collect Button's** backend acts as a CRM that offers insights into the audience's behavior.



Why The Collect Button?

Blockchain unlocks 10X value along multiple business parameters

The Collect Button built on blockchain technology	Current solutions
Allows brands to fully own an audience and to communicate directly without additional channels	Hinder brands and creators from owning their audience data
Consolidates costs by enabling interoperability across various business requirements, such as membership, authentication, and monetization	Work in silos and force brands to spend fees on an ever-increasing number of SaaS subscriptions
Empowers users to embrace a digital future and make your businesses metaverse ready	Make it harder for brands and creators to future-proof

GET STARTED

Interested in **The Collect Button** for your website? Learn more about engaging your community, monetizing your followers, and converting them into superfans at TheCollectButton.com. Get in touch with us directly by emailing Dee Khalsa at dee@cent.co.

