



GEODROPS

www.geo-drops.com

REWARDS

4 THE ONES

OUTSIDE



EGA GROUP

An entertainment, media and technology (EMT) group.
Owned by Colin Batsa, Dr Victor Omos & Charley Snook.



EGA Distro, the UK's first black and female-owned independent music distribution company; winner of the 2024 Best Independent Label at The Music Business UK Awards; and winner of the 2024 Independent Record Company of the Year at The Music Week Awards. The company's artists have generated over 1.5 billion streams and in excess of £50 million sales.



EGA Tech is an automation company enabling organisations to future-proof their operations through intelligent automation using African talent, EGA Knowledge an AI powered learning tool & Geo-Drops a location-based rewards network. It has placed African engineering talent and provided technology consulting for companies such as VMO2, VodafoneThree and the Fragrance Shop with its tech stack saving organisations over £100 million in costs collectively.



Partnerships



Investments

J.P.Morgan



GEODROPS

A loyalty platform that rewards real fans for being in the right place at the right time.

Fan presence is rewarded. Concerts. Stores. Red carpets. Gyms. Pop-ups. Venues.

Geo-Drops merges the digital world with real-world culture — giving brands the power to reward the real ones who show up and show out.

Driving footfall, noise and activation that lives beyond the moment.

Change the way you activate fans — by turning physical attendance into real rewards.

Digga - Woi



Claim Status

Your distance from drop:

25.3km

Required: 50.0km

Time Window:

From: Sep 15th, 2025

Until: Sep 22nd, 2025

Download

GeoDrop Offers

Checkout these stunning digital goodie bag gifts



Digga - Woi

Single • 2020



Download Pass

THE GAP

PAIN

Fandom is physical but rewards are often digital, zero incentive to physically attend

Immeasurable physical fan engagement & presence for brands

Zero connection between online hype and real footfall

Traditional loyalty is outdated and geared towards online spending

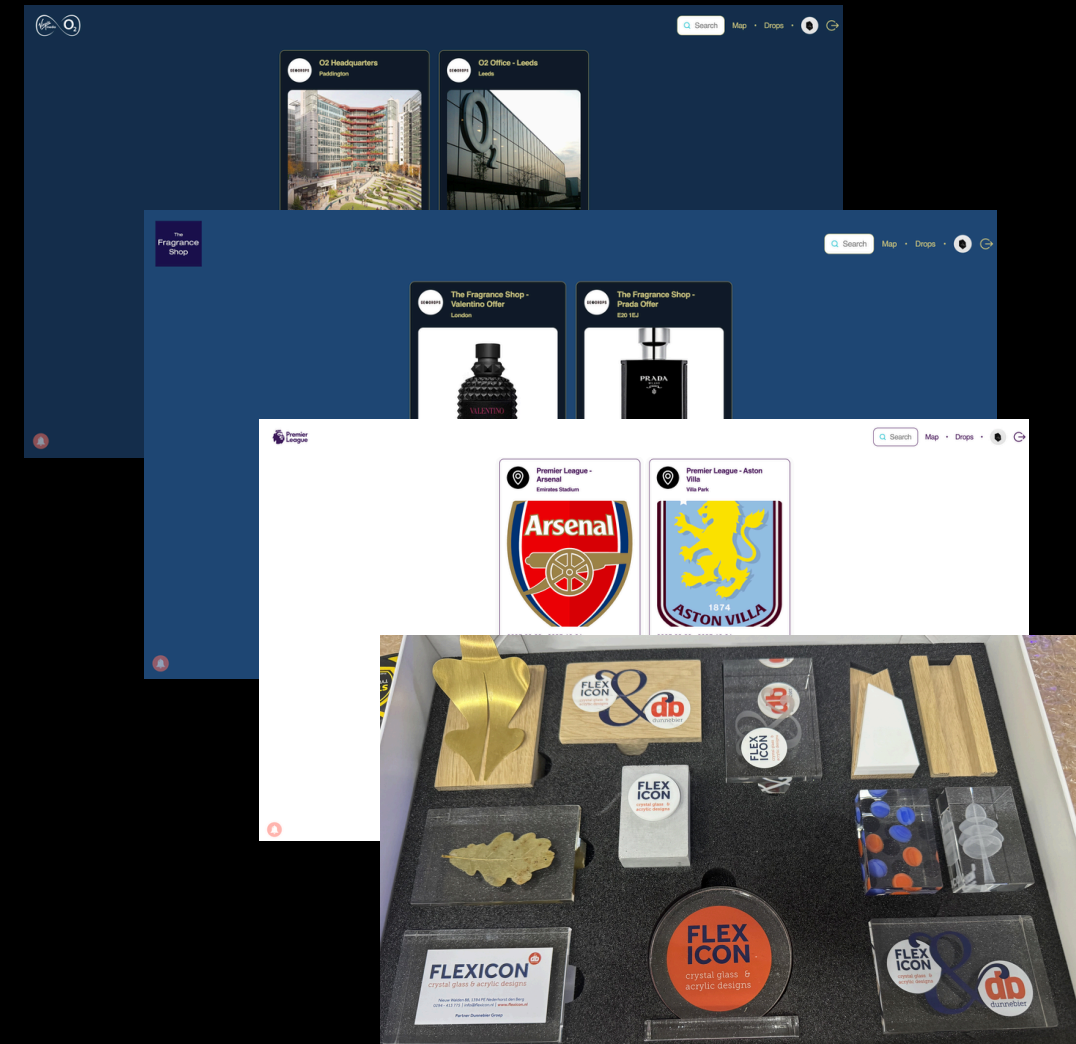
SOLUTION

Rewards based on presence not clicks

Verified attendance and real time insights

Digital collectibles and rewards that feel cultural

Gamifies loyalty, creates hype and virality from physical attendance



THE DROP STARTS HERE

Connecting a full fan pipeline.

WHAT HAPPENS

Fan enters Drop Zone radius.

A physical venue, a pop up, an activation - you decide.

Push notifications activate instantly.

You are now engaging with fans.

Rewards & collectibles are now redeemable to claim in real time.

WHO?

We capture the **full** fan pipeline

- Venue attendee's
- General brand fans

Anywhere can be a drop.

Fans are engaged at every moment

THE VALUE

- Bridge online & offline fandom.
- Enhances any physical related experience.
- Gamify the experience when attending.
- Incentivise attendance.
- Captures & engages non attendee's creating FOMO
- Encourages safe, moderated fan engagement in a controlled hub.

WHEN

The possibilities are **endless**.

Engage with fans **throughout** the full journey too, during and from the venue.

Drops can activate & rewards are **only** redeemable when fans:

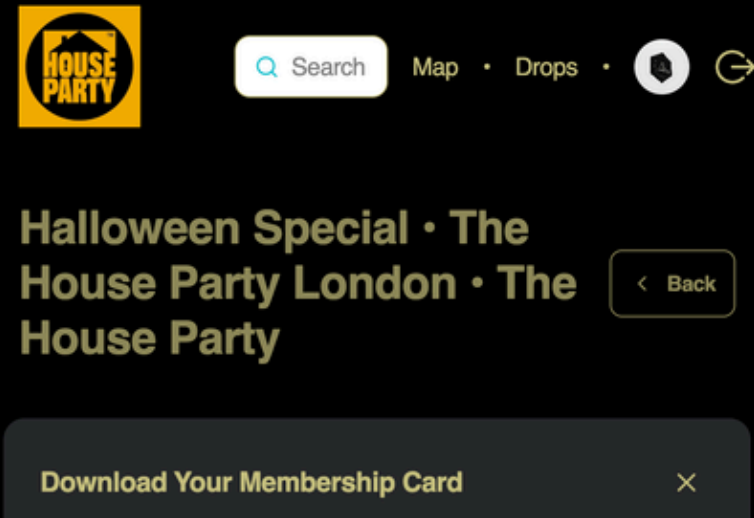
- At physical location of choice
- Within defined radius of location
- Anywhere you define

USER JOURNEY



Discovery

Fan discovers your 'drop' via digitals ads, posters, socials before or at location



Unlock drop

Fan visits your branded drop by web link or QR code, advised on its location and time window.



Add to wallet

Fan can add your branded card to their wallet ready for when they attend location.



Enter the drop

Fan attends location at the right time and place. Reward is only now redeemable.



Push Notifications

Fan receives push notifications advising them to redeem their reward now they're at location.



Redeem & Impact

Fan redeems rewards and captures drop memories.

GO FURTHER...

WITH CO-BRANDED DROPS & IRL EVENTS

DROP TYPE	WHATS INCLUDED
LIVE	Co-branded drop with Geo-Drops supporting ideation & planning.
TAKEOVER	End-to-end drop. Fully planned, delivered & executed by Geo-Drops.

WHAT WE HANDLE IN A TAKEOVER

- **Concept creation & drop ideation**
- **Location sourcing & booking**
- **Merchandising & fulfilment coordination**
- **Social media & content planning**
- **On-site décor & setup**
- **Event management with two Geo-Drops street team staff**
- **Fan engagement & data capture**
- **Post-event performance report**
- **Access to EGA Group & wider partner network**

REWARD EXPERIENCE

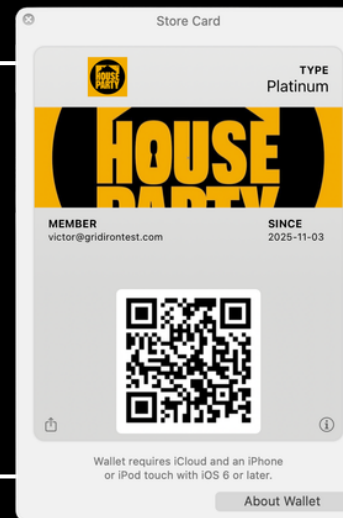
Shareable Collectibles

Fans can share and access digital collectables in the form of coins. Built for bragging rights, sharing and building streak of attendance



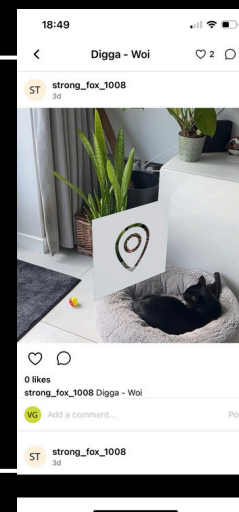
Wallet Addition for Stickiness

Fans can add brand cards to their wallet for easy access, loyalty stickiness and showcasing their presence. These cards also receive push notifications.



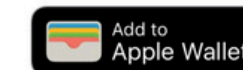
Drop Memories

Fans can share their photo's from the event directly into the drop. A social network feed with shareable memories and AR features.



18:54

To get updates on rewards and perks.



Other Rewards and Incentives

Checkout these stunning digital goodie bag gifts

Download Wallet Pass

Download Coin

Download this keepsake minted specially for you. Where needed show this spinning coin to event staff to claim any goodies.



Download Coin

18:54

Download Coin

Take a Selfie With This

Get ultra bragging rights! Download this special badge to your phone, then click on it to launch your device's augmented reality viewer and take a selfie with it for sharing.



Download Badge

Location

EGA PARTNERSHIP BENEFITS

Connecting Community

Working with EGA Group via Geo-Drops will further affirm your existing stance as a premier brand from and within the Black Community, as well as its commitment to support fellow Black-owned businesses.

Unique Experience

No other awards brand has such a gamified experience for its fans globally helping to extend the awareness of your brand

Full Integration

API-driven so all data can be immediately ingested into any in house systems if needed.

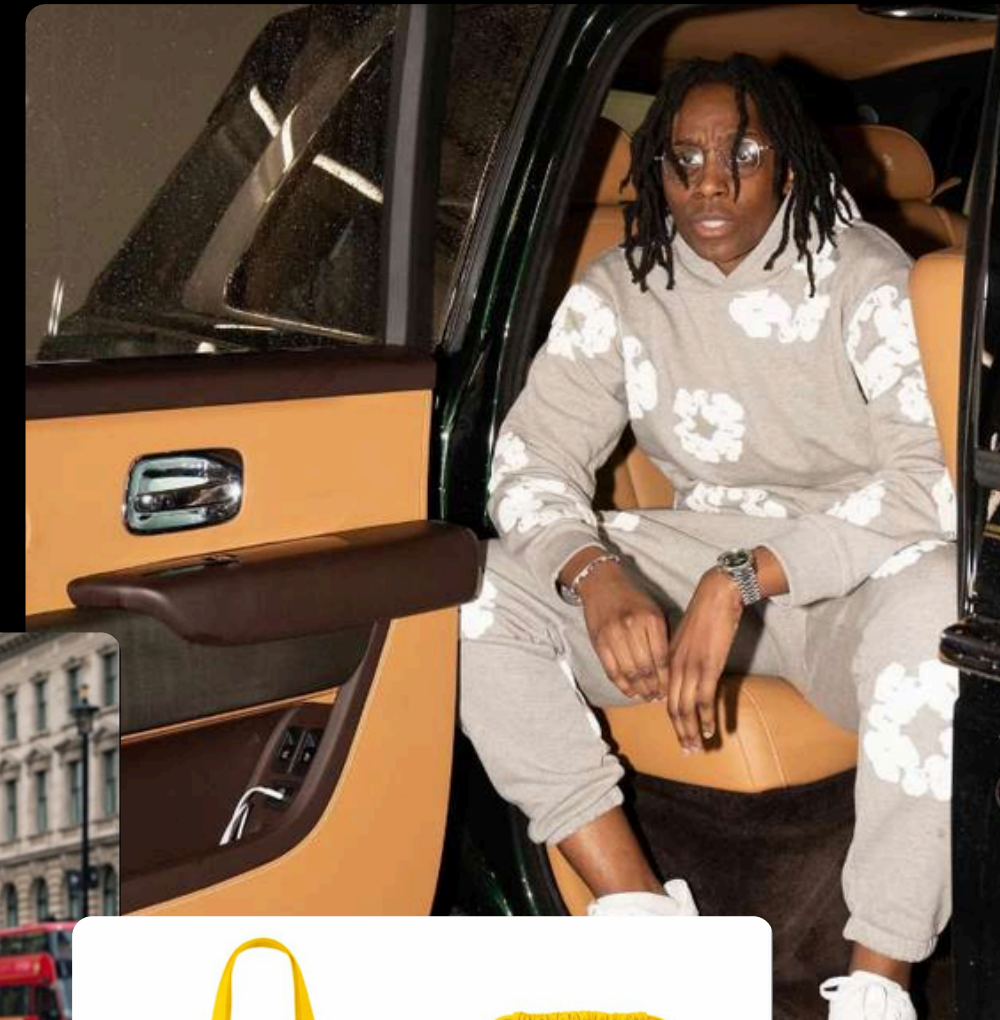
The white labelled server can use existing internal branding, domain names and livery and be installed on your own infrastructure keeping all visitor traffic and information local or run on EGA's cloud.

Talent Access

An EGA collaboration to bring new Black talent to the fore is simply long overdue! Geo-Drops provides an organic platform in which this can happen with surprise guest appearances and other collaborations at venues & events.

Front of Mind

Having cards in fans' wallets and linking this with shareable digital collectibles and physical gifts brings your brand right in front of fans daily in a way no other platform can.



FAQS

Question: I could just send out vouchers, why is Geo-Drops needed?

Answer: Most loyalty schemes are abused by customer re-using voucher codes, whereas Geo-Drops tracks and restricts usage according to relevant pre-defined criteria. But it's not just about vouchers as we also ship physical gifts and rewards collated from our network of brands.

Question: Have you got any use cases?

Answer: Though it is a new platform, yes! A recent festival campaign for Sony Records and Live Nation saw an artist of theirs receive 7500 signups in a single day. We are also rolling out a campaign across the Fragrance Shop nationwide so will have further results from that.

Question: How do customers know about the site?

Answer: We promote the Geo-Drops brand alongside specific campaigns across thousands of billboards and digital displays at bus stops, gyms, shopping centers and other locations, with each drop's customer activity tracked by location. This also proves each OOH campaign's effectiveness by logging signed-up user activity by location.

Question: But there's a cost to the advertising, who pays for that?

Answer: Based on recent results and feedback, we are so confident in the platform that we start with a Proof of Concept campaign where we pay for all the advertising, and continue this up to a certain level of costs.



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