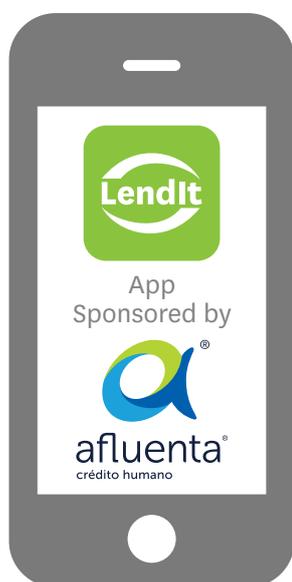


Be a 'Social Networker' @ LendIt Europe

We want you to get the most out of attending LendIt Europe. We have put together a guide to help you optimize your networking and engagement throughout the event.

STEP 1: GET THE APP!



To download the app, go to your app store and search 'LendIt' or use this link: <http://ddut.ch/lenditconf>

- Login to the app with your email & unique registration password.
- Be sure to fill out your profile in as much detail as possible.
- Don't forget to include your Twitter & LinkedIn information.



Now that you have downloaded the LendIt App it's time to make sure you are optimizing all of it's capabilities!

- See who's attending - search by name, company or keyword and filter by business profile
- Send messages to other attendees & enable push notifications to receive live event updates
- Get to know the agenda and bookmark key sessions
- Find your way around the Expo Hall using the in-app map



ENGAGE!

Post status updates and add photos to the live Activity Feed
Remember: You can tweet to your twitter account via the app!

@LendItConf or #lenditeurope

STEP 2: BE SOCIALLY ACTIVE! @LendItConf #lenditeurope



4 Reasons why social media is important to your business

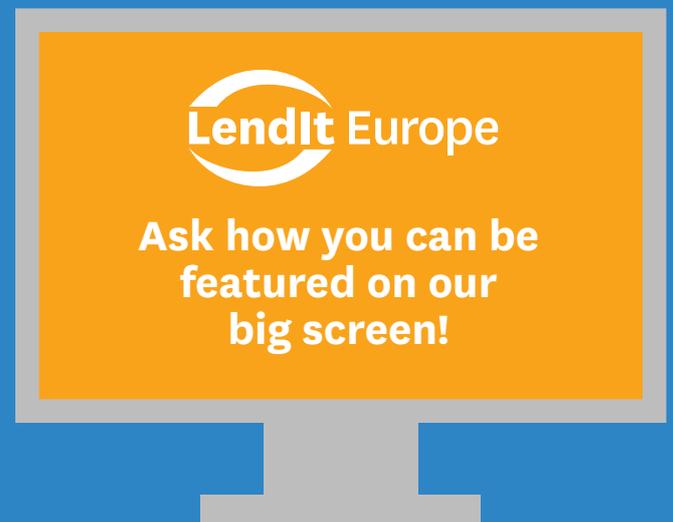
- 1 Connect with other attendees
- 2 Build brand awareness
- 3 Reach a new audience
- 4 Generate new leads

Popular hashtags in #P2Plending

#P2P
#finance
#fintech
#onlinelending
#marketplacelending
#startup
#innovation
#investing



Everytime you use the app, you will be awarded points! **And what do points mean? PRIZES.** So read on to find out how you can join in with the fun & games and make it to the top of the leaderboard!



STEP 3: NOW NETWORK AND ENGAGE



To have a superior networking experience, do a bit of homework before the event begins. Use these tools to determine who you'd like to meet. Don't be afraid to ask your friends and fellow attendees for introductions!

Get there early and stay late. Maximize your time by attending as many events as possible.

Remember: Don't make networking an afterthought - prepare now!



For Enquiries Please Contact:

Social Media: emily@lendit.co

Exclusive Networking Concierge: blad@lendit.co

LendIt App: nora@lendit.co



WHAT DO POINTS MEAN? PRIZES! And the prizes are goooooood!



To add more fun to #lenditeurope, we will be giving away some amazing prizes. Everytime you go into the app and perform any of the actions below you will be awarded points and have the chance to appear on the app's leaderboard. All you have to do to win a prize is socialise!

- ★ Add a profile photo: 2pts
- ★ Update your status: 2pts
- ★ Tag an item in an update: 2pts
- ★ Post a comment: 2pts
- ★ Likes: 1pt
- ★ Upload a photo with a status: 5pts
- ★ Check in: 2 pts
- ★ Comment on a check in: 2pts
- ★ Review: 5pts
- ★ Rate: 5pts

TIP:
To see how many points you have just update your status in the app!
★

Now that you've been accumulating points check out below to see if you're a lucky winner.

Score a total of 10 points on Day 1 & the first 250 people win a prize.

Score a total of 30 points on Day 1 & the first 20 people win a prize.



Score a total of 40 points on Day 2 & the first 80 people win a prize.

Score a total of 70 points on Day 2 & the first 15 people win a prize.

Leader of the Pack!

Leaderboard winner announcement at 3:45pm Day 2.
Check our app and the top 3 featured on our leaderboard win prizes!

To claim your prize visit The LendIt Pop Shop located on the second floor near the LendIt Booth.



Socialise and Win a Prize



Now that you are a LendIt app pro & a proper 'tweet'heart, why not be seen on the big screen? Just tweet via the app or upload your photos with instagram and be sure to use

@LendItConf or #lenditeurope.

This year at LendIt we will be premiering a social wall in the expo hall, starring you!

