

bonuz

FOR BUSINESS

The Future Upgrade Guide

What bonuz can do today for brands, venues, properties, and the
partners who recommend them.

Edition One, July 2026

This guide is for the brands, venues, and operators who want their customers to keep what they earn, and who want simpler tools to make it happen. It is for everyone who runs something real.

bonuz

A LETTER FROM THE FOUNDER

Most brands today rent their customers from someone else's database. Email lists they don't own. Loyalty cards trapped on plastic. Memberships that walk out the door when staff turns over. We built bonuz so every brand can hand their customer a real digital pass: one the customer owns, one that travels with them, one that updates automatically.

bonuz is a wallet at its core. It's the wallet built to put the customer relationship back where it belongs: with the brand.

Customers don't need to understand any of this. They just need to scan, tap, and they're in. Operators get the outcome. Customers get the experience. Both get to keep what they earn.

Mende, founder

Contents

01	Cover
02	Foreword
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05	Why now? Why the Human Layer.
06	Five things every brand keeps trying to fix
07	What the Human Layer means

CENTERFOLD

08	Capability × Industry matrix
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DIVIDER

09	Hospitality & Property
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11	Events & Entertainment
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13	Nightlife & Clubs
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16	Private Members' Clubs

TWO READING PATHS

Operator: chapters 4 to 6
(industry spreads + matrix).

Ambassador: pp 02
foreword, pp 03 founder
letter, pp 37 trust block, pp
38 Dubai story.

*If you have 5 minutes, read
your column on the matrix (pp
8 to 9) and the closing CTA (pp
39).*

Why now? Why the Human Layer.

Every decade has its layer. The 1990s gave us the internet of pages. The 2000s gave us the internet of apps. The 2010s gave us the internet of platforms: companies that grew by owning the relationship between a brand and its customer.

The next decade is going to be different, because the relationship is moving back to where it belongs: with the brand and the customer. Not with the platform that sat in the middle.

bonuz calls this the Human Layer. It is the layer that makes a customer's loyalty, membership, and identity portable, survivable across software changes, staff turnover, and the next platform that wants to own the middle. It's the layer where what a customer earns travels with them, and where what a brand builds with that customer is recognized everywhere.

This catalog is for the operators who want to start building on that layer today. The technology is invisible. The outcomes are not.

The work most software ignores.



Customers drift to whichever venue is loudest this month.

BONUZ FIX

A membership in their phone reminds them why they came back the first time.



Paper punch cards get lost or forgotten.

BONUZ FIX

Digital punch cards that auto-redeem on the 6th visit. No plastic, never lost.



Email lists you don't own die when the platform changes.

BONUZ FIX

Customer relationships that stay yours, whatever tools you switch to.



Campaigns need a marketing team you don't have.

BONUZ FIX

Set the rules, hit go. "Visit 5 times, get a free dessert" in 30 seconds.



Your best regulars walk in unrecognized.

BONUZ FIX

Their member card tells your team who they are and what they've earned.

One dashboard. All five, handled.

Loyalty, vouchers, quests, and memberships, set up from a single screen.

app.bonuz.market →

Four pieces. One pass.

The Human Layer is what turns a scan into a relationship, and a relationship into something both sides keep.

- 01 Identity**
Who the customer is, owned by them.
- 02 Pass**
What they hold: membership, ticket, perk.
- 03 Action**
What they do: visit, buy, refer, attend.
- 04 Outcome**
What they earn: recognition, rewards, status.

From the customer's side.

- 01 Open**
A scan, a tap, a link.
- 02 Tap**
No download, no signup wall.
- 03 Use**
The pass works the way they expect.
- 04 Earn**
Visits, purchases, attendance count.
- 05 Recognized**
Staff see who they are next time.

From the operator's side.

- 01 Set rules**
Pick the program. Type the perk.
- 02 Launch**
Share a link or a QR code.
- 03 See activity**
Live feed of who used what, where.
- 04 Adjust**
Tune rewards from the dashboard.
- 05 Grow**
Repeat what works. Drop what doesn't.

Every capability, every industry, in one page

Find your row, see your kit. Each ● is shipping today.

	Member Pass	Loyalty Points	Vouchers	Tickets	Quests & Campaigns	Identity	Visibility	Operator Dashboard	Cross-network Reach
HOSPITALITY & PROPERTY									
F&B & Restaurants	●	●	●	—	●	●	●	●	●
Events & Entertainment	●	●	●	●	●	●	●	●	●
Retail & Boutique	●	●	●	—	●	●	●	●	●
Nightlife & Clubs	●	●	●	●	●	●	●	●	●
Hospitality & Hotels	●	●	●	—	●	●	●	●	●
Real Estate	●	◐	—	—	●	●	◐	●	●
Private Members' Clubs	●	●	●	◐	●	●	◐	●	●
LIFESTYLE, CARE & LEARNING									
Wellness & Spa	●	●	●	—	●	●	●	●	●
Sports & Padel	●	●	●	●	●	●	●	●	●
Family & Kids	●	●	●	●	●	●	●	●	●
Salons & Beauty	●	●	●	—	●	●	●	●	●
Healthcare & Clinics	●	◐	●	—	●	●	◐	●	●
Conferences	●	●	●	●	●	●	●	●	●
Education & Academies	●	●	●	●	●	●	●	●	●
DIGITAL UPGRADE									
Corporate & Employee	●	●	●	●	●	●	—	●	●
Credentials & Proof	—	◐	●	—	●	●	●	●	●
Creator & Talent	●	●	●	—	●	●	●	●	●
Digital Brands	●	●	●	—	●	●	●	●	●
Web3 Digital Brands	●	●	●	—	●	●	●	●	●

● core, available today ◐ supported, light setup — not applicable / advanced setup

A few capabilities need a light setup in specific industries (shown as ◐). Your onboarding flow at app.bonuz.market walks you through those, step by step.

SECTION ONE

Hospitality & Property

Where members walk in, stay over, and come back.

WHAT THIS SECTION COVERS

01  F&B & Restaurants

03  Retail & Boutique

05  Hospitality & Hotels

07  Private Members' Clubs

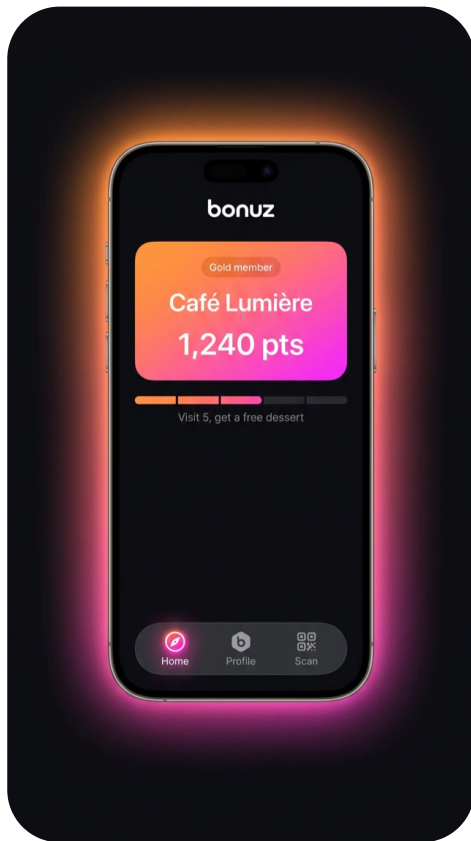
02  Events & Entertainment

04  Nightlife & Clubs

06  Real Estate

Cafés, restaurants, ghost kitchens, food trucks.

Replace paper punch cards with a member card that lives in their phone.



LOYALTY

Visit tiers that auto-upgrade.

REWARDS

Points that work here and across the bonuz network. Tipping built in.

CAMPAIGNS

"Visit 5 times, get a free dessert."

VISIBILITY

Featured for hungry locals nearby.

WHAT YOUR DASHBOARD SHOWS YOU

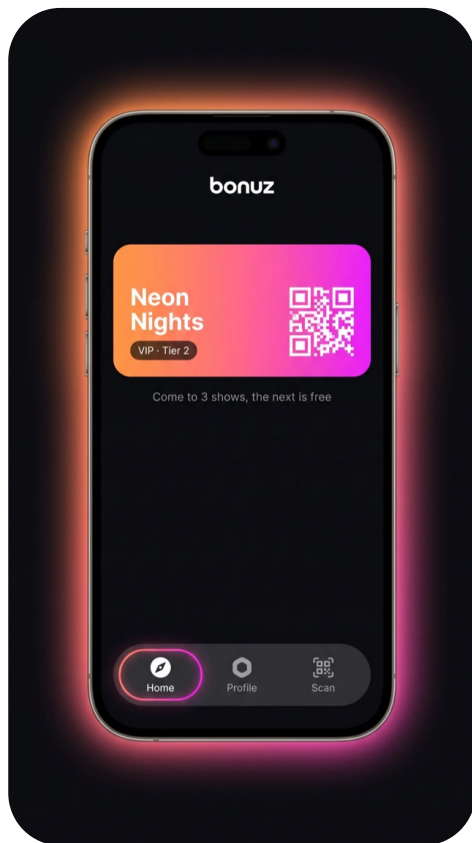
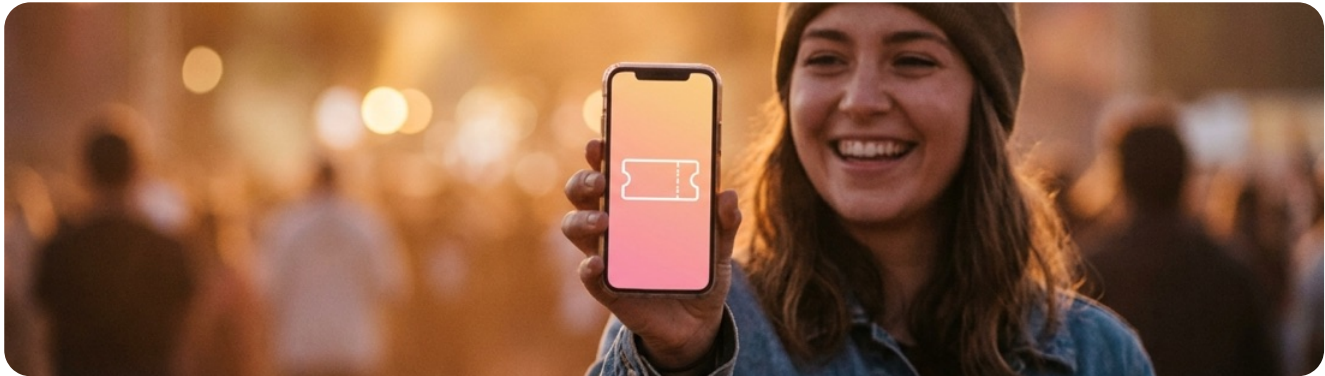
- Active members today
- Top 10 regulars + visit count
- Live campaign redemption
- Cross-network referrals + first visits

→ START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

Events & Entertainment

Cinemas, arcades, event spaces, festivals.

Tamper-resistant tickets, post-event perks, returning-guest tiers.



LOYALTY

Returning-guest tiers earn discounts.

REWARDS

Post-event perks delivered automatically.

CAMPAIGNS

"Come to 3 shows, get the next free."

VISIBILITY

Featured for event-goers in-market.

WHAT YOUR DASHBOARD SHOWS YOU

- Tickets sold today
- Returning attendees by show
- Quest completion rate
- Cross-event member overlap

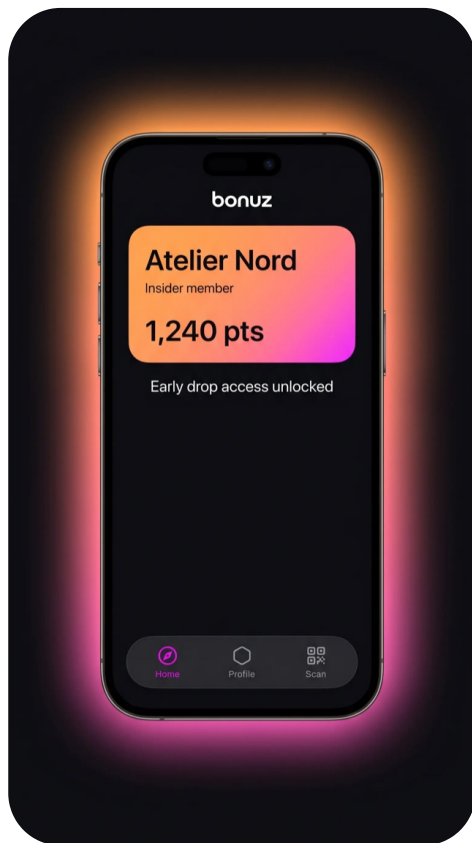
→ START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)



Retail & Boutique

Stores, drops, fashion brands.

Member cards, early drop access, referrals that convert.



LOYALTY

Spend tiers and birthday perks.

REWARDS

Members get drop access first.

CAMPAIGNS

"Refer a friend, both get 15%."

VISIBILITY

Featured in bonuz Events drops.

WHAT YOUR DASHBOARD SHOWS YOU

- Active members + spend
- Top customers this month
- Drop attendance
- Referral conversion rate

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Nightlife & Clubs

Clubs, bars, late-night venues.

Guest list, VIP tiers, promoter tracking with attribution.



LOYALTY

VIP tiers based on attendance.

REWARDS

Member-only bottle service. Cash-free tips to the team.

CAMPAIGNS

"Bring 3 friends, table on us."

VISIBILITY

Discovered by night-out crowd.

WHAT YOUR DASHBOARD SHOWS YOU

- Guest list tonight
- Promoter performance
- Returning regulars by night
- Cross-club member crossover

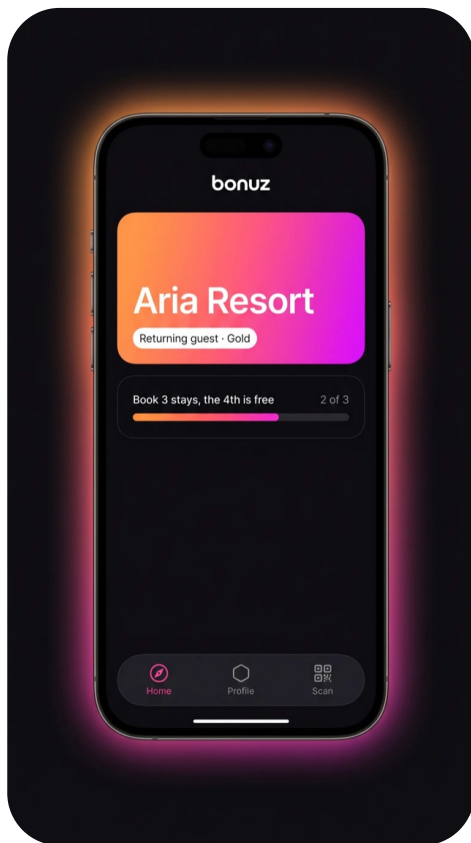
→ [START ONBOARDING AT APP.BONUZ.MARKET](#)



Hospitality & Hotels

Hotels, resorts, serviced apartments, B&Bs.

Guest loyalty, returning-stay perks, concierge cross-referrals.



LOYALTY

Returning-guest tier upgrades.

REWARDS

Stay perks: late checkout, room upgrades, cash-free guest tipping.

CAMPAIGNS

"Book 3 stays, the 4th is free."

VISIBILITY

Featured for travelers in-market.

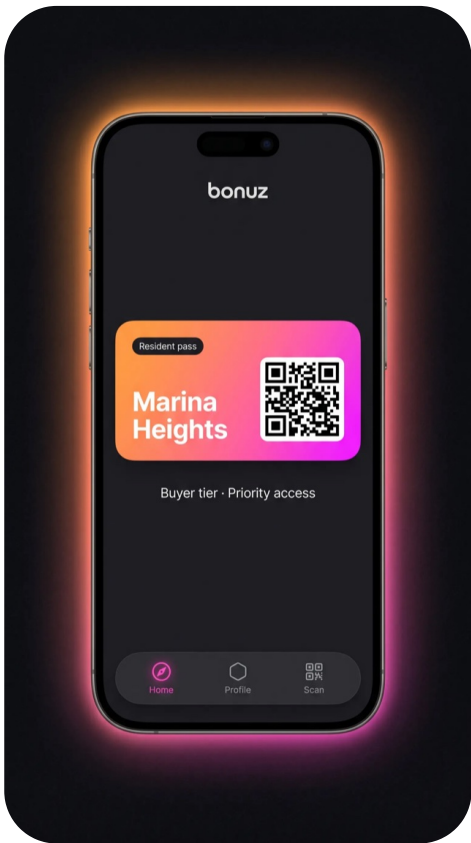
WHAT YOUR DASHBOARD SHOWS YOU

- Active loyalty members
- Returning vs first-time stays
- Concierge referral activity
- Room-upgrade redemptions

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Developers, agencies, brokerages, towers.

Buyer tiers, off-plan priority, resident access passes for every tower.



LOYALTY

Buyer tier escalation across projects.

REWARDS

Off-plan priority and broker incentives.

CAMPAIGNS

"Refer a buyer, both earn."

VISIBILITY

Featured for relocating professionals.

WHAT YOUR DASHBOARD SHOWS YOU

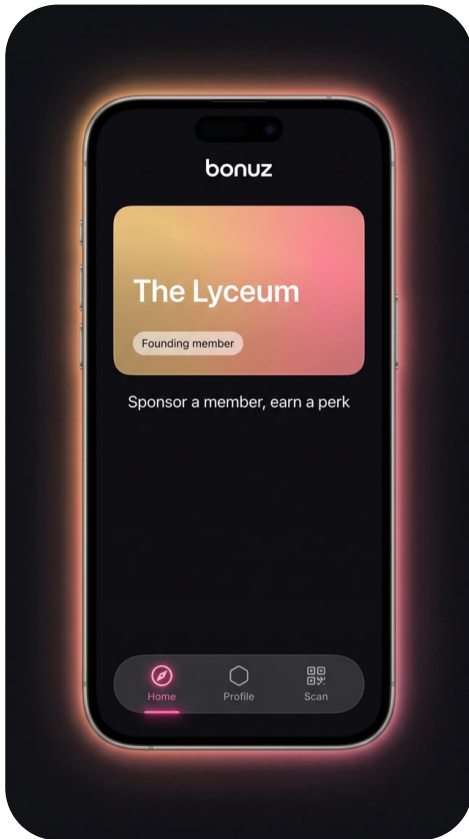
- Active buyer leads
- Resident pass-issuance per tower
- Broker referral rankings
- Off-plan interest velocity

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Private Members' Clubs

Invite-only memberships and sister-chapter networks.

Nomination lineage, cross-chapter recognition, the club's experience on a member card.



LOYALTY

Membership tiers and nomination tree.

REWARDS

Cross-chapter visit recognition.

CAMPAIGNS

"Sponsor a new member, earn a perk."

VISIBILITY

Members find sister clubs worldwide.

WHAT YOUR DASHBOARD SHOWS YOU

- Active membership roster
- Nomination lineage tree
- Cross-chapter visits
- Member-event engagement

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SECTION TWO

Lifestyle, Care & Learning

Where habits, families, and skills are looked after.

WHAT THIS SECTION COVERS

01  Wellness & Spa

03  Family & Kids

05  Healthcare & Clinics

07  Education & Academies

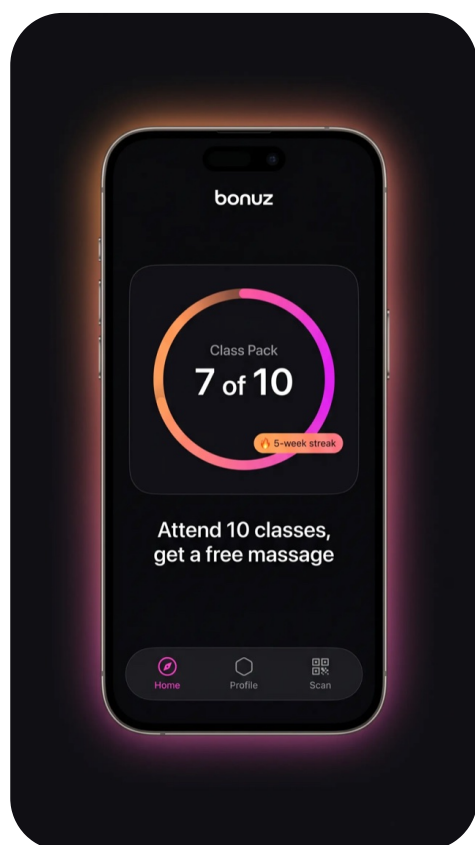
02  Sports & Padel

04  Salons & Beauty

06  Conferences

Gyms, studios, spas, retreats.

Membership cards, class packs, attendance-based perks.



LOYALTY

Class packs auto-tier on attendance.

REWARDS

Attendance streaks unlock perks.

CAMPAIGNS

"Attend 10 classes, get a free massage."

VISIBILITY

Discovered by wellness seekers in-market.

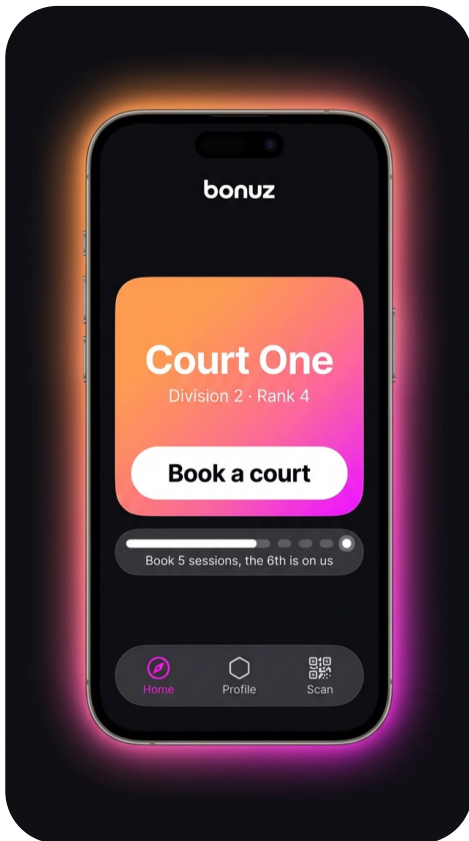
WHAT YOUR DASHBOARD SHOWS YOU

- Member check-ins today
- Class attendance heatmap
- Streak achievement rate
- Cross-studio overlap

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Padel courts, tennis clubs, sports academies.

Member cards, match history, league standings, verified coaches.



LOYALTY

Tiers driven by matches played.

REWARDS

League winners earn perks.

CAMPAIGNS

"Book 5 sessions, the 6th is on us."

VISIBILITY

Discovered by players and parents.

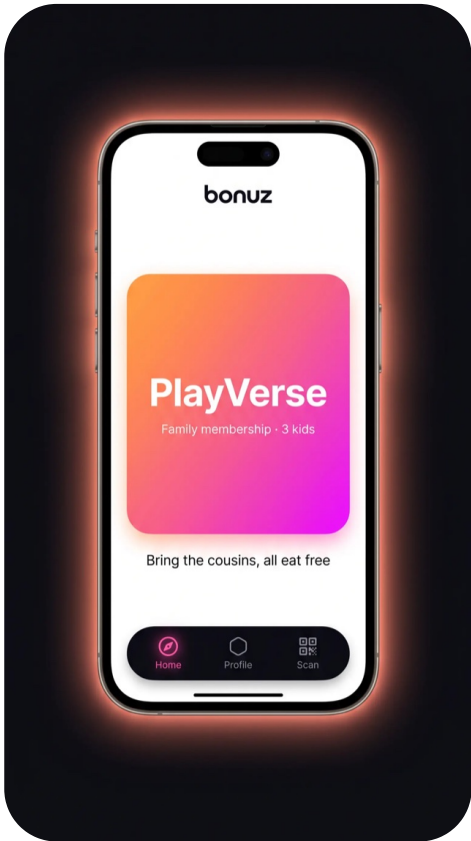
WHAT YOUR DASHBOARD SHOWS YOU

- Bookings today
- League standings
- Coach verification status
- Member retention by court

→ START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

Indoor play, family attractions, kids venues.

Sibling discounts, birthday-party bundles, zero child data stored.



LOYALTY

Family-tier cards, sibling-aware.

REWARDS

Birthday-party perks built in.

CAMPAIGNS

"Bring the cousins, all eat free."

VISIBILITY

Featured for parents in-market.

WHAT YOUR DASHBOARD SHOWS YOU

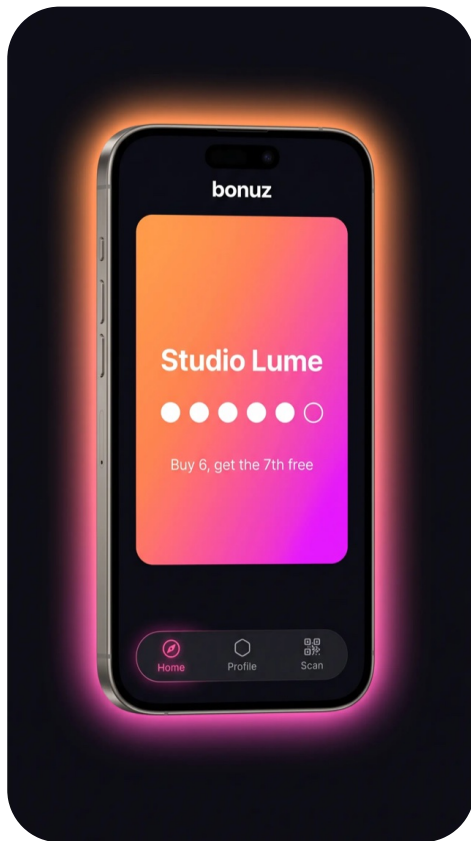
- Active family memberships
- Birthday calendar (next 30 days)
- Sibling-discount usage
- Repeat family visits

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Salons & Beauty

Hairdressers, barbers, nail & beauty studios.

Buy-6-get-1 punch cards, review quests, the stylist-client bond stays yours.



LOYALTY

Punch-card auto-redeem on the 7th.

REWARDS

Review quests earn discounts. Cash-free tipping to stylists.

CAMPAIGNS

"Bring a friend, both get 20% off."

VISIBILITY

Featured for in-area beauty seekers.

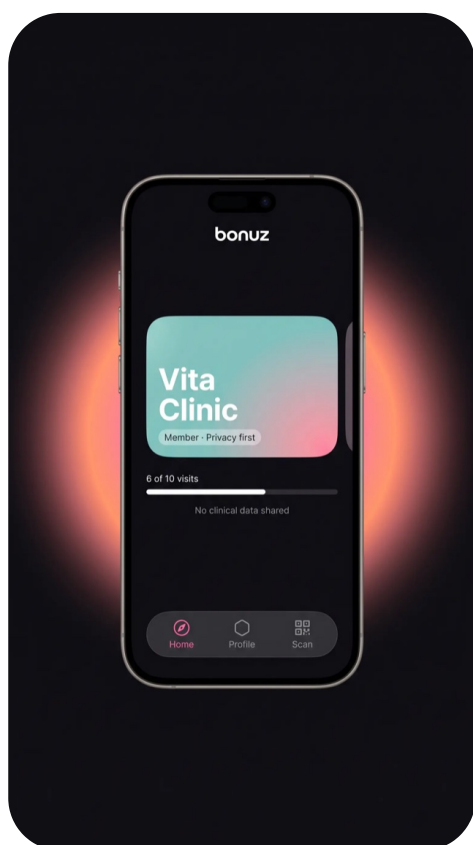
WHAT YOUR DASHBOARD SHOWS YOU

- Active members + visit count
- Stylist-specific repeat rate
- Review quest completions
- Weekly traffic by service

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Clinics, pharmacies, dental practices, insurance.

Loyalty and family linkage. Zero clinical data ever leaves your system.



LOYALTY

Visit-based loyalty. No clinical data shared.

REWARDS

Family linkage for shared discounts.

CAMPAIGNS

"Refer family, share a perk."

VISIBILITY

Limited. Data privacy first.

WHAT YOUR DASHBOARD SHOWS YOU

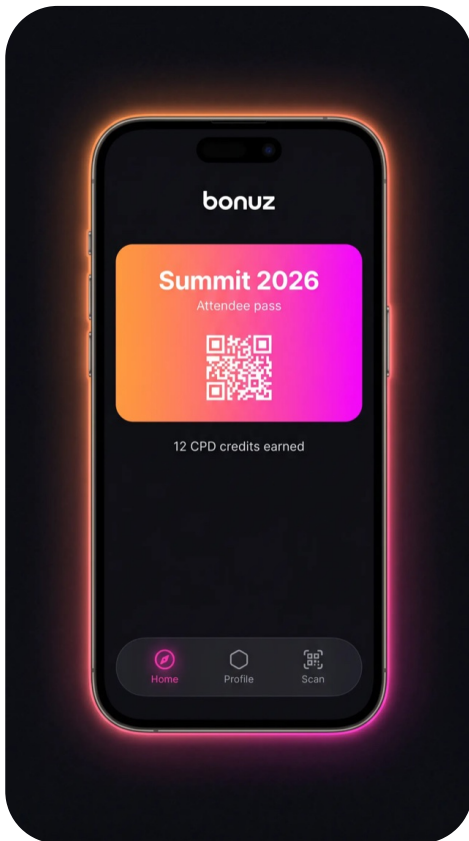
- Active loyalty members
- Family-link adoption
- Referral source tracking
- Renewal-due reminders

→ START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

Conferences

Professional events, summits, expos.

Tamper-resistant tickets, verified booth passports, CPD credits.



LOYALTY

Returning-attendee tiers across editions.

REWARDS

CPD-credit auto-issuance.

CAMPAIGNS

"Attend 3 sessions, earn a badge."

VISIBILITY

Featured for professional audiences.

WHAT YOUR DASHBOARD SHOWS YOU

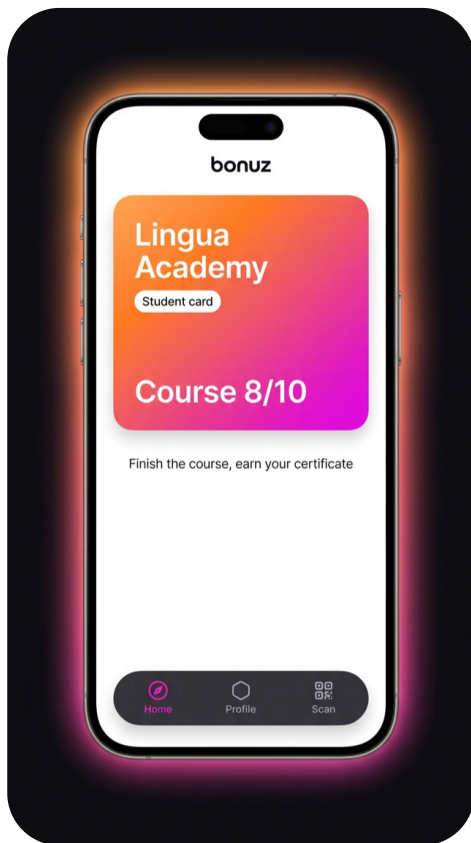
- Tickets scanned at door
- Session attendance heatmap
- Sponsor-booth passport visits
- CPD credits issued

→ START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

Education & Academies

Schools, language academies, kids classes, holiday camps.

Course certificates, attendance cards, parent referrals.



LOYALTY

Course-completion tier badges.

REWARDS

Attendance cards earn camp perks.

CAMPAIGNS

"Refer a parent, sibling discount."

VISIBILITY

Featured for parents and learners.

WHAT YOUR DASHBOARD SHOWS YOU

- Enrolled students by class
- Attendance card progress
- Course-certificate issuance
- Parent-referral chain

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SECTION THREE

Digital Upgrade

Where reputation, credentials, and creators travel.

WHAT THIS SECTION COVERS

01  Corporate & Employee

03  Creator & Talent

05  Web3 Digital Brands

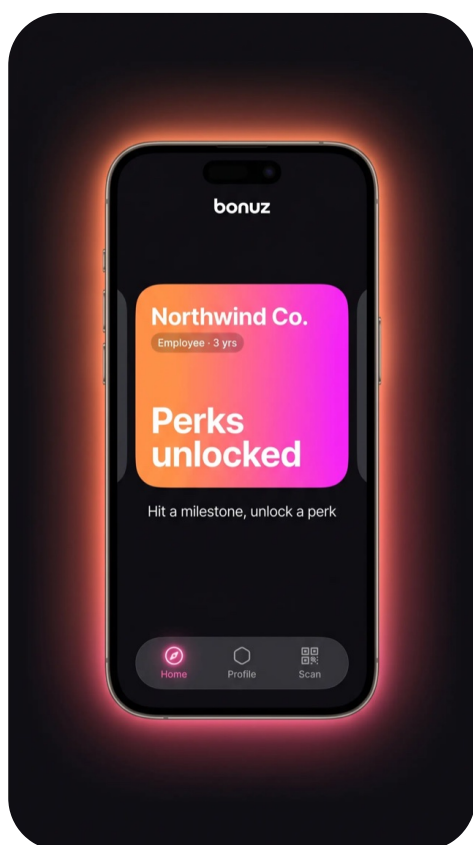
02  Credentials & Proof

04  Digital Brands

Corporate & Employee

Companies that want to recognize their teams and clients.

Employee perks, internal events, partner-company benefits.



LOYALTY

Tenure-tier employee passes.

REWARDS

Partner-company perks bundle.

CAMPAIGNS

"Hit a milestone, unlock a perk."

VISIBILITY

Internal directory and partner network.

WHAT YOUR DASHBOARD SHOWS YOU

- Active employee passes
- Perk redemption rate
- Partner-company crossover
- Tenure milestone alerts

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Credentials & Proof

Issuers of certificates, badges, verifiable credentials.

Tamper-evident certificates that travel with the holder.



LOYALTY

Issuer reputation grows with verified holders.

REWARDS

Holders unlock perks across the bonuz network.

CAMPAIGNS

"Complete the program, earn the badge."

VISIBILITY

Public verifiable credential index.

WHAT YOUR DASHBOARD SHOWS YOU

- Credentials issued
- Verification queries
- Holder activity
- Cross-issuer recognition

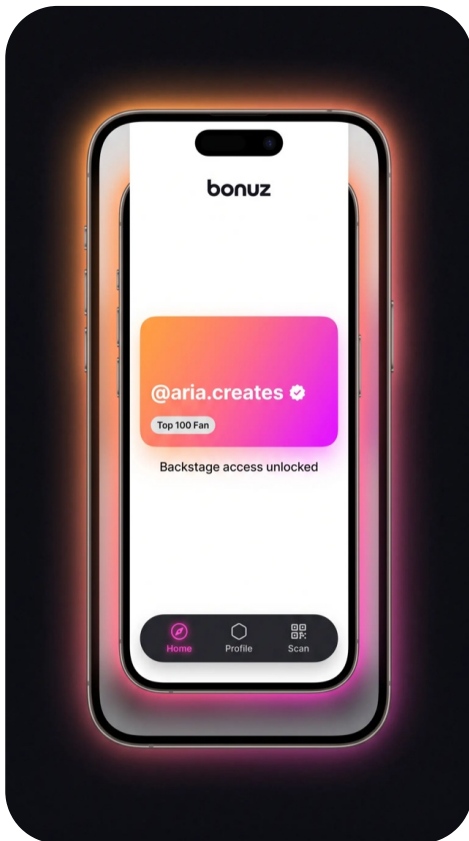
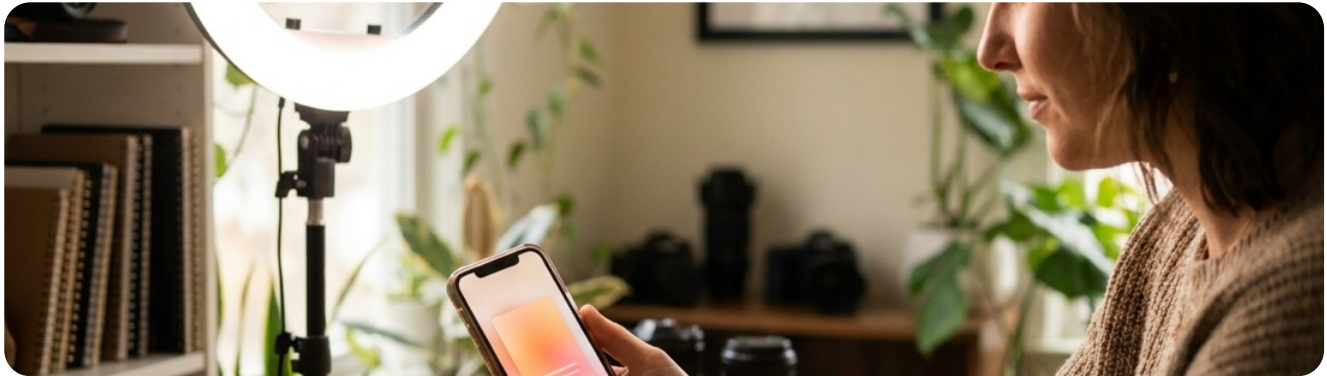
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Creator & Talent

Creators, talent platforms, agencies.

Verified handles, fan tiers, revenue-share-ready membership.



LOYALTY

Fan tiers based on engagement.

REWARDS

Tier-gated content and perks.

CAMPAIGNS

"Top 100 fans get backstage access."

VISIBILITY

Featured across creator feeds.

WHAT YOUR DASHBOARD SHOWS YOU

- Top-tier fans
- Engagement-driven tier shifts
- Perk redemption activity
- Cross-creator collab signals

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Online brands, e-commerce, communities.

Membership for the digital-only brand, without the platform lock-in.



LOYALTY

Spend / engagement tiers.

REWARDS

Cross-brand reciprocity.

CAMPAIGNS

"Spend \$100, unlock the next tier."

VISIBILITY

Featured in the bonuz network.

WHAT YOUR DASHBOARD SHOWS YOU

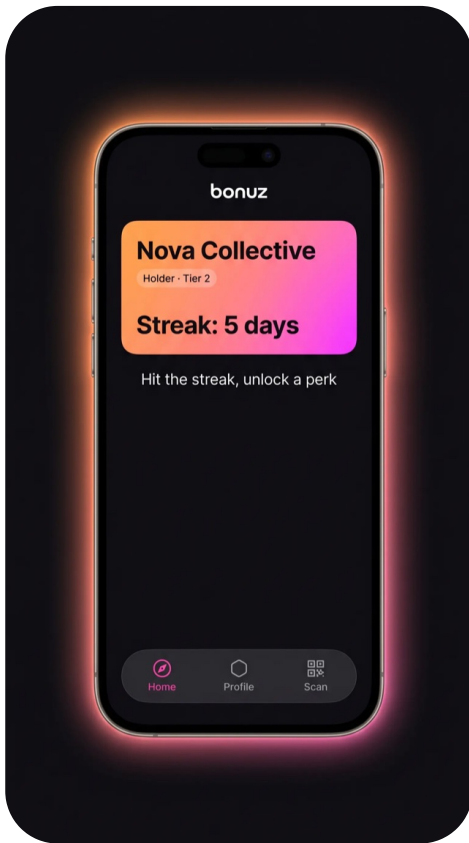
- Active members by tier
- Cross-brand reciprocity rate
- Campaign ROI
- Member churn signals

→ START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

⚡ Web3 Digital Brands

Web3 brands, fan communities, digital-native projects.

Membership for Web3 brands that need retention beyond the drop.



LOYALTY

Holder + engagement tiers.

REWARDS

Cross-community perks.

CAMPAIGNS

"Hit the streak, unlock a perk."

VISIBILITY

Featured across Web3 community feeds.

WHAT YOUR DASHBOARD SHOWS YOU

- Member tier distribution
- Engagement velocity
- Cross-community visits
- Perk redemption rate

→ START ONBOARDING AT [APP.BONUZ.MARKET](https://app.bonuz.market)

A simpler tool, in plain numbers.

Side-by-side against the four categories operators usually weigh against us. Cost and per-redemption rows are sourced to vendor pricing pages (accessed 2026-05-11); setup-time still varies too widely to commit to a verified number.

AXIS	BONUZ	LOYALTY SAAS	CRM / EMAIL	MEMBERSHIP PLATFORMS	TICKETING
Cost / month	\$0 per user	From \$79/mo (Smile.io ≤1k orders)	From \$13/mo (Mailchimp ≤500)	From \$39/mo + 5% per sale	No monthly; fee per ticket sold
Customer ownership	Customer owns the pass	Vendor owns the DB	Vendor hosts the list	Vendor hosts subscribers	Platform owns attendee data
Cross-business reach	Yes, points travel	×	×	×	×
Identity verification built in	✓	No (extra cost)	×	×	🕒 Partial
Per-redemption fees	None	None within order tier	–	1–5% per sale	3.7% + \$1.79/ticket + 2.9% PP (US)

LOYALTY SAAS

Smile.io Standard runs \$79/mo for up to 1,000 orders, with \$20 per +100 over. Yotpo Pro starts at \$199/mo for ≤500 orders. Both bill the volume, not the result. bonuz: the operator pays nothing per active member.

smile.io/pricing · yotpo.com/pricing (accessed 2026-05-11)

CRM & EMAIL

Klaviyo is free at ≤250 profiles and steps to roughly \$30–\$45/mo by 1,000. Mailchimp Essentials is \$13/mo at 500 contacts. Both bill on list size, not on revenue earned. bonuz has no per-contact fee.

klaviyo.com/pricing · mailchimp.com/pricing/marketing (accessed 2026-05-11)

UAE TABLE-QR

Table-QR pay/order products like Qlub layer per-transaction fees on top of POS. The tipping rail is half the reason operators adopt them: Qlub reports up to 3× more tips left vs. cash. bonuz folds membership, points, and tipping into one pass.

qlub.io · Caterer Middle East profile · ExploreTech.io product page (accessed 2026-05-11)

FOR YOUR CUSTOMER

- You own the pass. It's yours forever.
- Points work at one venue and at the next.
- Same login everywhere; nothing to remember.
- Recognized as a regular, not as an email address.
- Birthday and milestone perks find you, not the other way around.

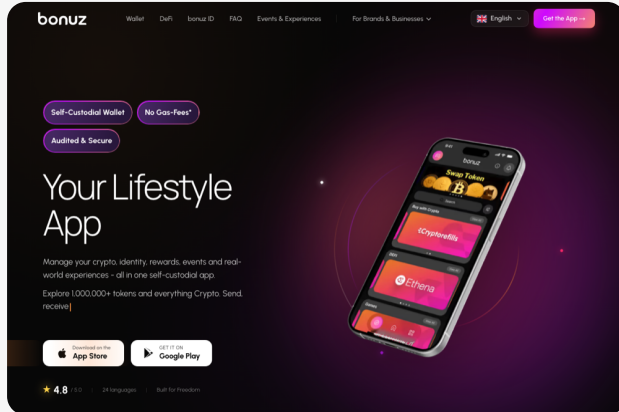
FOR YOUR BUSINESS

- No per-customer fees. Ever.
- Customer relationship survives any platform change.
- Set rules once, run forever. No marketing team required.
- Real-time member analytics; no quarterly reports needed.
- Reach the next customer through the bonuz network, not by paying ads.

PROOF

Real, in production, today.

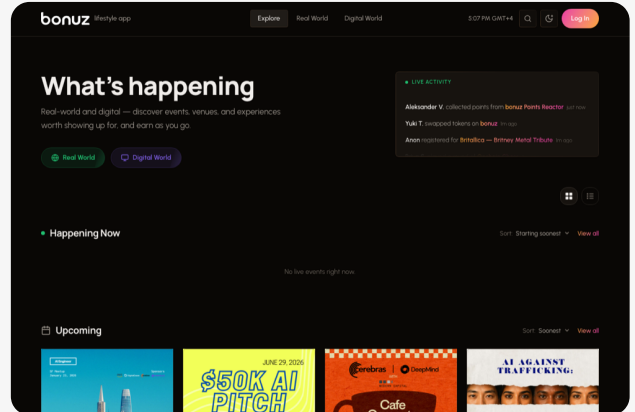
Every link below is something you can open right now. Built by us, running on the bonuz stack, used by real people.



bonuz: Lifestyle Wallet

The consumer app: passes, rewards, memberships, and identity in one place.

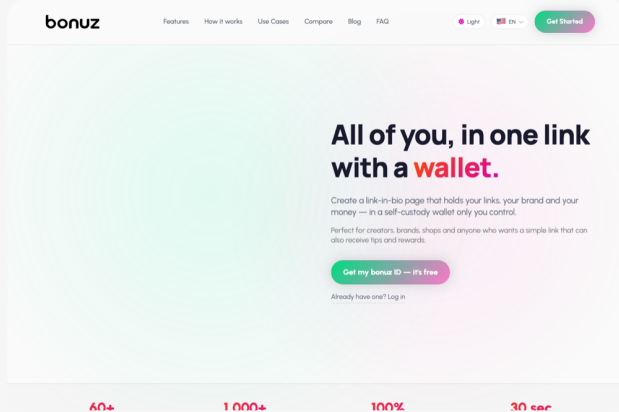
www.bonuz.xyz



bonuz Events

Event discovery, check-ins, quests across the network.

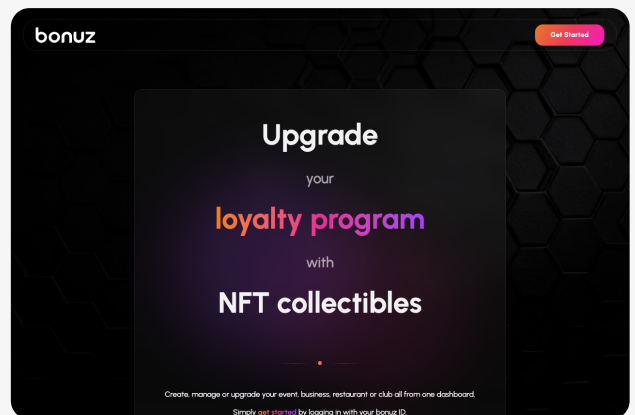
app.bonuz.xyz



bonuz ID

Identity, biolinks, verified social handles.

bonuz.id



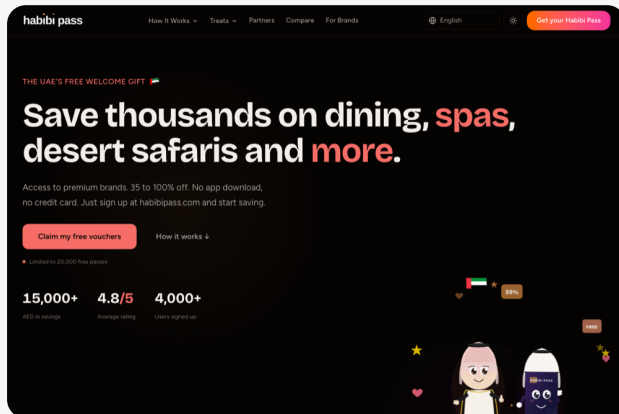
Brand / Partner Dashboard

Where operators set up campaigns, passes, quests, analytics.

app.bonuz.market

Built on bonuz, by other teams.

Each entry below ships with a short, honest description of how much of bonuz it actually uses. No overclaiming.



Habibi Pass

Membership product running on bonuz: pass auto-issued, quests + vouchers active, customer wallet hidden behind a friendly UI.

habibipass.bonuz.xyz



Build on bonuz

Your product here. One SDK for login, identity, loyalty, memberships and quests, with the wallet hidden behind your own UI.

bonuz.tech

What's coming next

Future directions we're building. Not today's product.

01

The world becomes the interface

Augmented reality is bonuz's most exciting frontier for brands. Quests in the streets. Memberships activated by where you are. Tests already running across cities. The technology becomes invisible; the experience becomes physical.

02

AI that works for your brand

An MCP server for brands is being built. Easier setup, more interoperability, instant integrations with the AI tools your team already uses. The brain layer of bonuz, getting smarter.

03

Same login, every screen, every device

One bonuz identity across every app, every web page, every venue, every device. Hard to lose. Travels with the customer. Already in production across our consumer products and our SDK partners.

04

A bigger ambition

We built bonuz so people, brands, and communities can keep what they earn, together. The longer ambition is to use this to lift local economies, to make it materially easier for any city, any market, any corridor to grow.

These are future directions. They are not today's product. Today's product is the previous 35 pages.

Audited, backed, covered.

The third-party paper trail behind bonuz. Every logo is a real relationship; every link goes deeper than this catalog can.

AUDITS & SECURITY

Hacken
(10/10)

CertiK

Cure53

Kudelski
Security

SOC 2 Type II

INVESTORS & ECOSYSTEM

Google Cloud

NEAR

Cypher Capital

Crypto Oasis

IN THE PRESS

Cointelegraph

NewsBTC

The Paypers

Arabian
Business

Inventiva

INCORPORATED IN

DMCC

Dubai. The UAE's largest free zone.

GO DEEPER

Whitepaper

Full technical whitepaper, January 2026 edition.

bonuz.market

Protocol and ecosystem overview, brand kit, investor info.

bonuz.tech

Enterprise integrations, white-label builds, SDK support.



A Dubai story

Why bonuz was built here, and built for here.

Matthias Mende has lived in Dubai for 19 years. bonuz wasn't built abstractly. It was built by someone who watched the city become what it is, and bet it would keep going.

Dubai's brand-economy is one of the densest in the world: one of the highest restaurant densities anywhere, every imaginable tier of hospitality, retail concepts that rotate monthly, professional events year-round, communities that span 200 nationalities. And almost every operator in that economy faces the same handful of problems: losing customers to the next venue, paper punch cards, email lists they don't own, no easy way to recognize a loyal regular when they walk in.

bonuz was built to fix those problems for those operators, in their language, on their phones. The choice to build it as a wallet isn't an aesthetic. It's the only structure that lets a customer's loyalty survive a venue closing, a staff change, a database migration, or a ten-year gap. It's how customers keep what they earn.

The choice to build it in Dubai isn't an accident. bonuz Technology DMCC is incorporated in the DMCC, the UAE's largest free zone and a global magnet for the kind of brands this catalog is built for. The city helped shape the company; the company is built to help the city's brand-economy grow.

The ambition behind all of this is simple: more prosperity for the people who run real businesses, and more delight for the customers who walk through their doors.

GET STARTED TODAY

Self-onboard at **app.bonuz.market.**

Set up loyalty, vouchers, quests, and memberships yourself in minutes. No call required.



app.bonuz.market

Questions? Write to concierge@bonuz.market.

bonuz

EDITION ONE, JULY 2026

Set in Manrope and Urbanist

Investor relations: ir@bonuz.market