

bliss

APPLICATIONS

We help our customers build great
DIGITAL PRODUCTS with strong creative
design thinkers and technology expertise

AND A DIGITAL PRODUCT CAN BE...



a mobile app



a web tool



a digital service



an e-commerce



a new feature



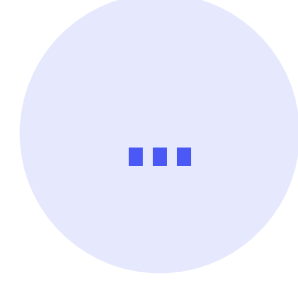
a software platform



a digital experience



a prototype



DOING THINGS RIGHT



FROM DESIGN

Designing every journey **hand-in-hand with the end user** and building the UI with a Design System approach (quick to assemble and easy to handoff).



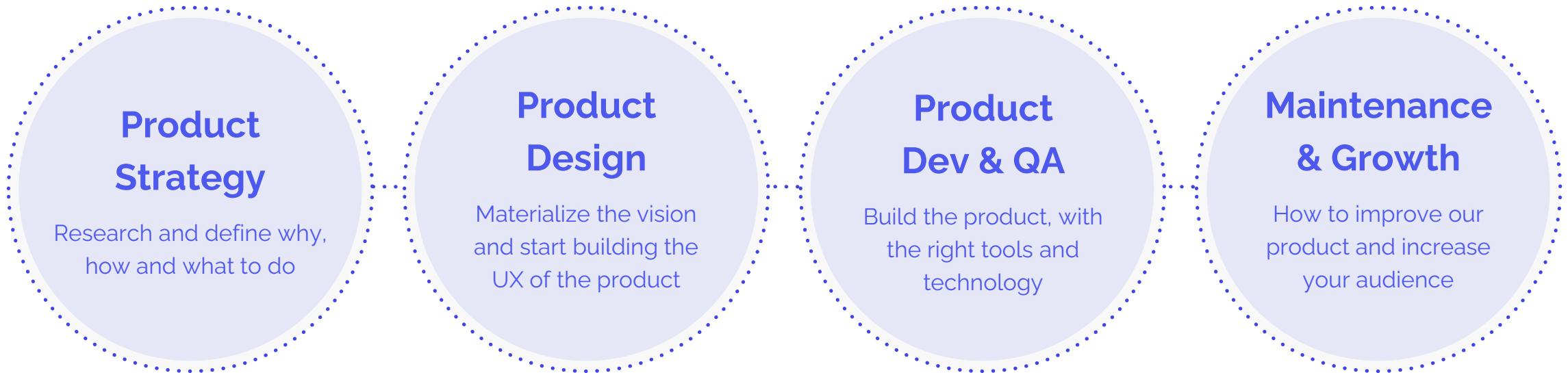
TO ENGINEERING

Starting from proprietary digital product documentation system, **we build software from scratch and utilize trustworthy open-source/third party options** to accelerate the development cycles, always caring for security and scalability.

WE CREATE **MEANINGFUL PRODUCTS**
FOR OUR CUSTOMERS

WE BUILD **REALIABLE SOFTWARE**
PLATFORMS WITH OUR IT EXPERTS

WHAT WE DO



AT BLISS, WE LOVE DIGITAL EXPERIENCES OF ALL KIND

We can partner with you throughout **each and every stage** of your product's development lifecycle.

BLISS

KEY DIFFERENTIATORS

3 FACTORS WE BELIEVE MAKE BLISS IDEAL FOR YOU



Mobile Development Specialists

Bliss Applications has been in the market for as long as there are mobile applications.

Hundreds of mobile app developed over the years.



Top-Notch Creative Design Thinkers

Provides a simple way to hone in on exactly what the problems are—often discovering a different way of thinking about them.

Relentless focus on the customer and delivering the best user experience possible.



Leading Digital Product Company in Banking/Fintech

We are a reference company in Europe in creative processes and/or technologic development in this area.

We work with (almost) all major financial groups.

SOME TESTIMONIALS

"You are the best thing that ever happened to us!"

Edwin Foster, CEO @ **Covey App**

"Bliss was a breath of fresh air when we needed it the most! Their talented team played a crucial role in restructuring our complex product and improving its design system."

Carolyn Giles @ **Global Shares**

"I've been working with Bliss for the last couple of years, and they are the go to partners when we want to build any digital experience that requires strong UX expertise and deep understanding of the user."

Átina Alves da Cunha, Head of Transformation @ **Santander** Consumer Bank

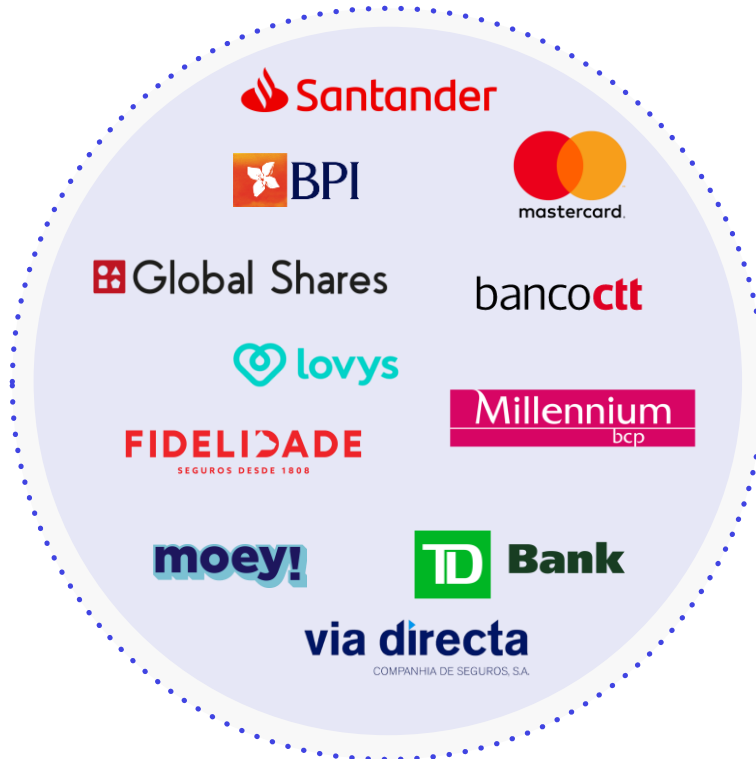
"Your team did an amazing job! It has been a pleasure working with Bliss."

João Cardoso, CEO @ **Lovys**



BASED IN PORTUGAL WORKING WORLDWIDE ACROSS MULTIPLE INDUSTRIES

Banking and insurance



Utilities, mobility and IoT



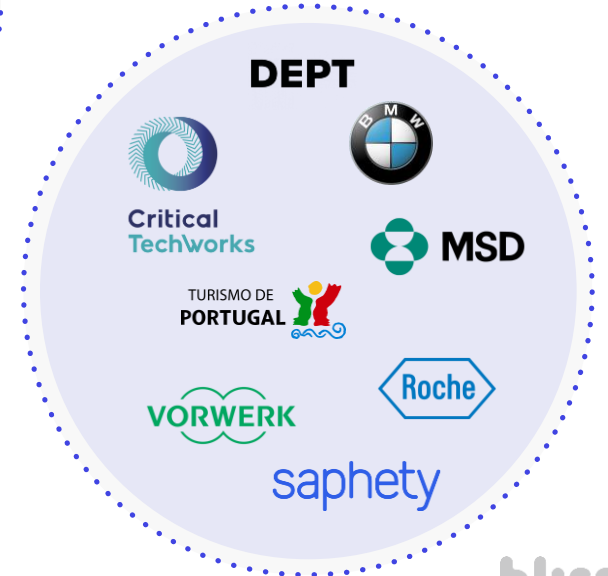
E-Commerce



Telco



Others



BLISS CASES

Some highlights of our work

Pingo Doce

Pingo doce is a supermarket chain, part of Jerónimo Martins group, with 400+ stores in Portugal. We were challenged to design and develop a new app capable of improving their customer experience by transforming the paper-based consumer experience into a digital solution.

WHAT

UX Design
UI Design
Mobile Development

WHERE

Portugal

PLATFORMS

Android
iOS

Reference

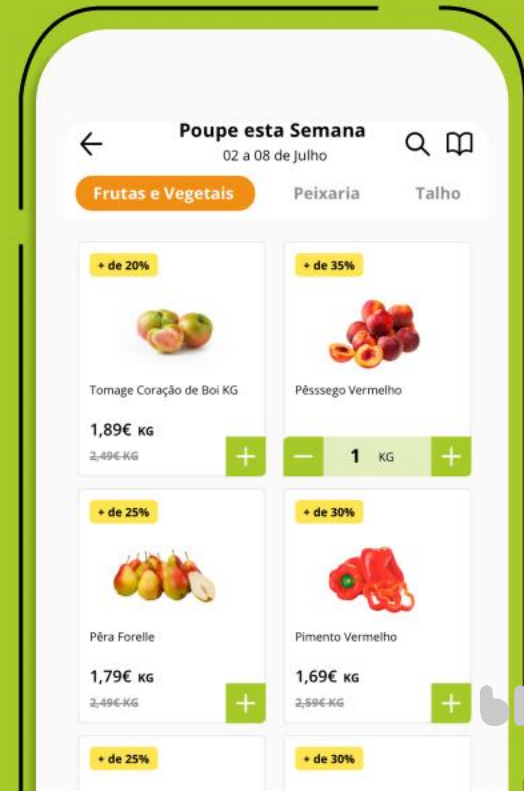
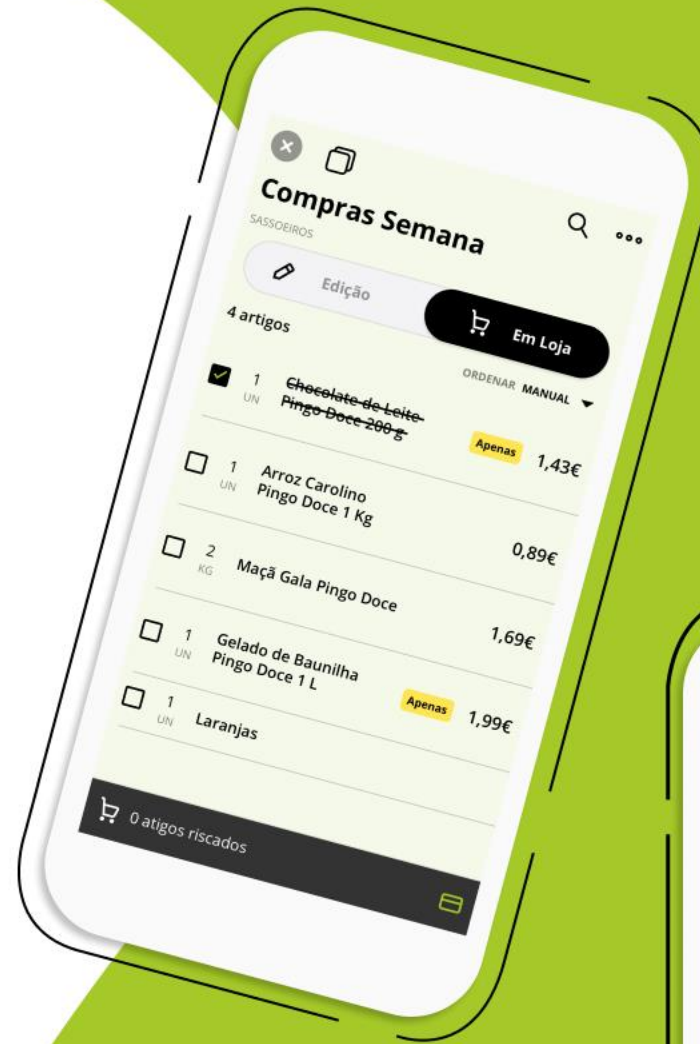
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Gonçalo Menezes
Digital Marketing Director @ Pingo Doce
goncalo.menezes@jeronimo-martins.com

With innovative features, we created a unique shopping experience for the new [Pingo Doce](#) app, offering personalization to users' needs, through a digital combination of features:

- [Organizing the shopping experience](#) - Collaborative creation of shopping lists associated with actual products, displaying the prices.
- [Finding products and promotions effortlessly](#) - Product search by text, voice or through the barcode. The paper format pamphlet was brought into the app, allowing consumers to see the weekly sale products and add them to their shopping lists. Personalized product suggestions are displayed to customers according to their shopping preferences.
- [Dematerialization of the loyalty card](#) - We brought the loyalty card into the app, saving customers' time and gathering all the promotional information in just one accessible place. Users can easily follow their expenses, know how much they saved, check their balance and receive personalized notifications.

We continue our collaboration with [Pingo Doce](#) to support the maintenance and development of the solution, evaluate users' feedback, and improve the customers' shopping experience day after day.



Global Shares

Global Shares is a leading independent provider of equity compensation software and management solutions. We were alongside Global Shares improving three different platforms: Admin Portal, Participant Experience and Captable.

WHAT

Product Strategy
Product Design
Info. Architecture
Revamp
Design System
Web Development
Backend Development

WHERE

Worldwide

PLATFORMS

Android
iOS
Browser

Reference

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Dominique Coughlan
Head of Customer Experience @ Global Shares
dcoughlan@globalshares.com

The challenge for the [Global Shares](#) platforms essentially involved understanding and working with complex equity management system with one of the main goals being the overall improvement of these platforms, as clients perceived them as “outdated”:

- [New look and feel](#) – a more modern look and a better overall user experience were accomplished so that this revamp as modern-looking and user-friendly as possible.
- [Design System](#) – having assets, components, rules and documentation centralised in a design system library came as needed in the project. By upgrading and scaling the design system to make it available cross-platforms. We improved the existing one, which allowed leverage in the growth and evolution of [Global Shares](#)' platforms.
- [UX research](#) – focused on a user-centred design, our team conducts the research from a user perspective, on top of the Business Analysts' research. The requirements then are built with a more informed view from the business, system and user side.
- [UX research, Design & Development](#) – Captable, a separate project with similar needs, containing research and design for the UX needs, in sync with a team of developers that attend the full scope of development.

Settings

December 2020

Participant Name	Participant ID	Statement Status
Adrianna Niewolanska	1063434	Completed
Mar Schneider		Completed
Moude Swanson		Completed
Ellen Nichols		Completed
Elly Swanson		Completed
Susan Zimmerman		Completed
Ricardo Summers		Completed
Ricardo Summers		Completed

EquityPeople

Participants & Trusts

- Active Participants: 87%
- Active Trusts: 13%
- Participated Plan: 0%

Gender by Position

- C Level Women: 0%
- C Level Men: 0%
- Senior Employees: 20%
- Mid Employees: 20%
- Contract Women: 10%
- Contract Men: 10%

Gender Ratio: 157 : 99 (Target: 50%)

Total Participants: 256 (Since last quarter: +10%)

Participant Detail: Adrianna Niewolanska

Participant Info: External ID: 2634

Email Addresses: howe_r_yema@fidel.co.uk, london.denesk@hotmail.com

Portfolio Overview: Total Potential Value: **\$504,381.63** (Standstill)

Prego

Settings

Price History

Type of Valuation: AMV

Chart showing price history for Class A, Class B, and Class C from Jan 21 to Dec 21.

DATE	VALUATION TYPE	SHARE CLASS	VALUATION	PRICE	COMMENTS
17/11/2021	Share Price	Class A	1,000,000	€2.33 (+9%)	Valuation signed off on 16/11/2021.
08/02/2021	AMV	Class B	1,000,000	€2.14 (+55%)	
20/12/2020	UMV	Class B	1,000,000	€1.36 (+94%)	
14/08/2020	Share Price	Class A	1,000,000	€0.89	Valuation completed by auditors on 01/...

Dashboard

Total potential value: **€504,381.61**

Available: €163,902.83

Available with restrictions: €9,439.43

Unavailable: €311,039.35

In progress: €0

Global Shares - London Stock Exchange

€10.470000

EUR + €0.030000 (0.38%)

Updated: 11-Mar-2020 - 16:24 (UTC)

256 CLIENTS

- AT&T**: 12 September 2020
- Activision Blizzard**: 4 May 2020
- Air Liquide**: 12 May 2020
- Alcoa**: 1 February 2020
- Alibaba**
- Alphabet**
- Amazon.com**
- Ancor**: 29 May 2020
- Apple**: 17 June 2020
- Blizzard**: 1 June 2020

Plans Management

APSS 2021 (PP1) - BAP50 (ACTIVE)

Plan Overview

Plan Timeline

804 EMPLOYEES (Including 4 Directors + 2 Founders)

7 NON EMPLOYEES (Including 3 Directors + 1 Founder)

4 TRUSTS

Pending Actions

Upcoming Events

AutoDigital

Via Directa is a leading insurance company, offering simple and innovative solutions. We were requested to revolutionize the insurance industry through Augmented Reality.

WHAT

UX Design
UI Design
Illustration
Motion Design
Augmented Reality

WHERE

Portugal

PLATFORMS

Android
iOS

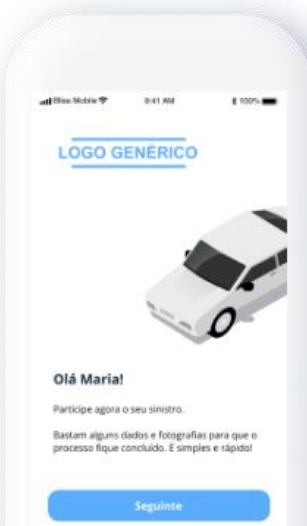
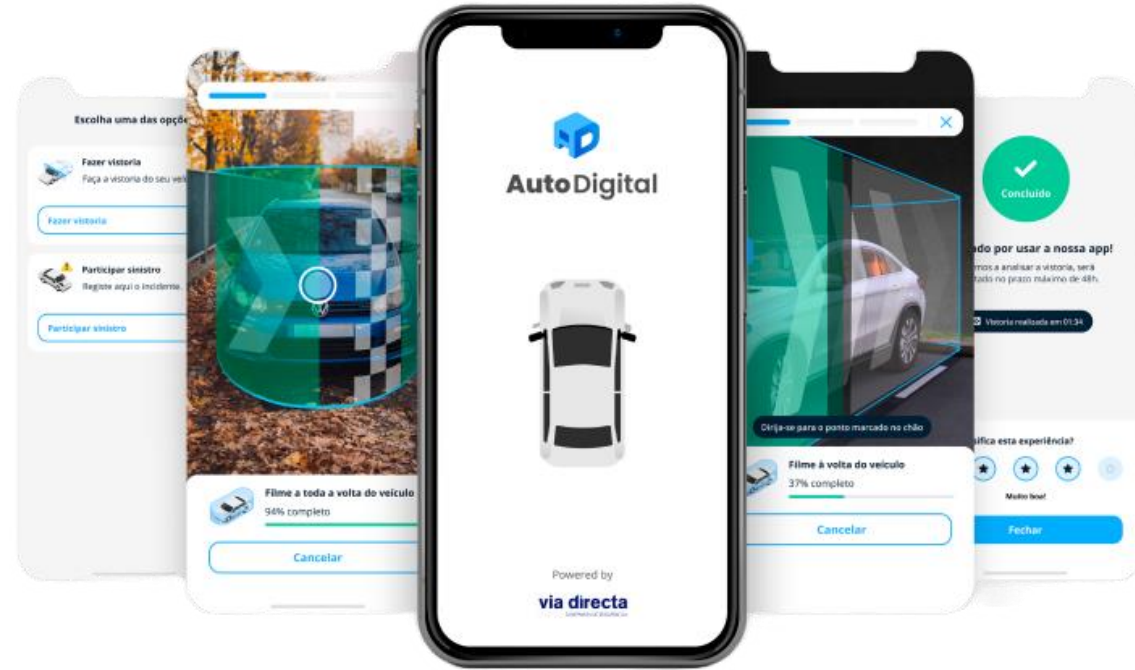
Reference

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Luís Gonçalves
Head of Actuarial & Analytics Department @ Via Directa
luis.goncalves@viadirecta.pt

The challenge was to design and develop the first and only inspection and accident reporting app in Portugal – [AutoDigital](#) –, allowing customers to remotely assess their vehicles by top-notch technology:

- [Creating an experience](#) – The information being displayed in a 3D environment, along with gamification, micro animations and technological feel made the AR experience more recognizable.
- [Simplifying the complex](#) – An Artificial Intelligence feature that detects car damages through shadows and scratches during the AR experience was added to help simplify the insurance process.
- [Designing an agnostic look and feel](#) – We created a customized library for the app's look and feel. This way, a more versatile interface makes it possible for each company to incorporate their brand into the app.



moey!

moey! is a Portuguese fintech taking the market by storm and transforming the lives of thousands of users by becoming the first digital bank in Portugal to be 100% mobile.

WHAT

Product Design
Design System
Info. Architecture
Dev. Integration
Native Development

WHERE

Portugal

PLATFORMS

Android
iOS
Web

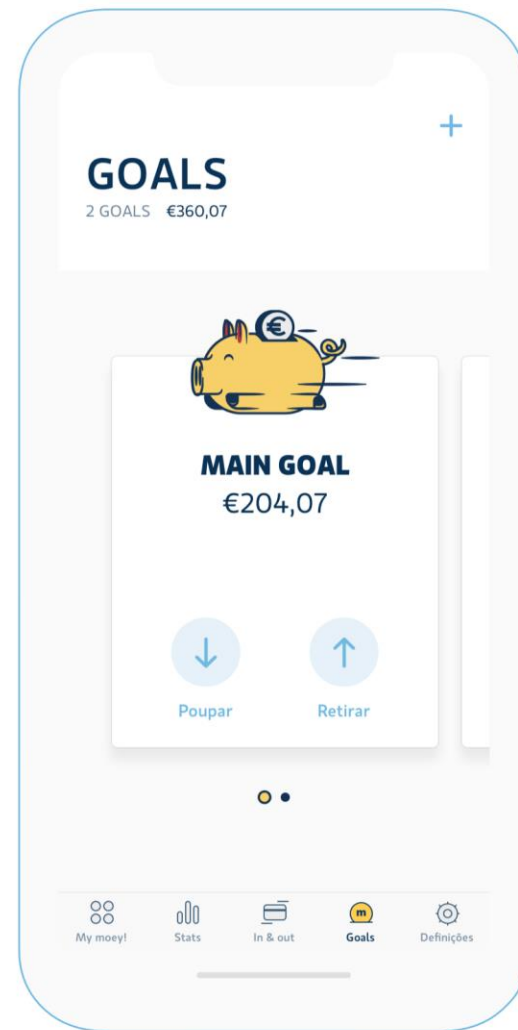
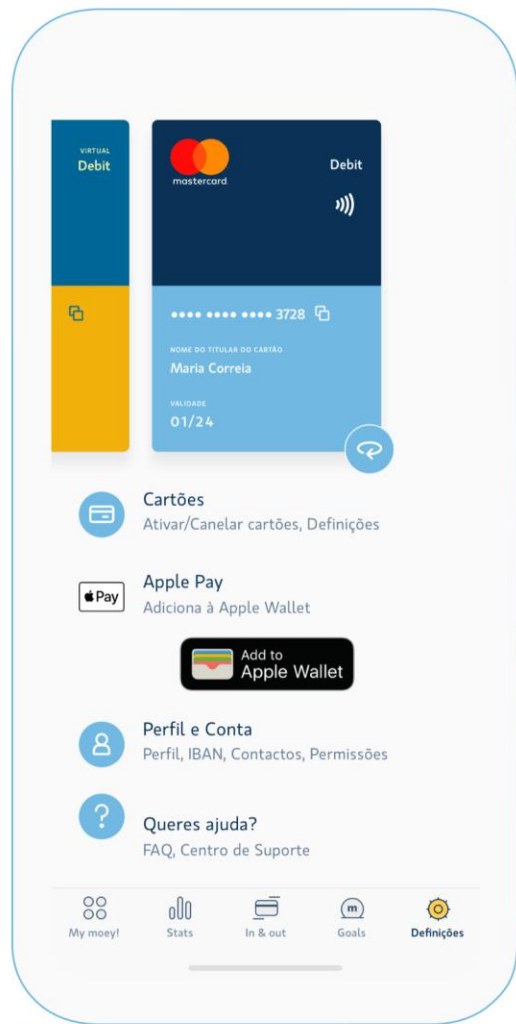
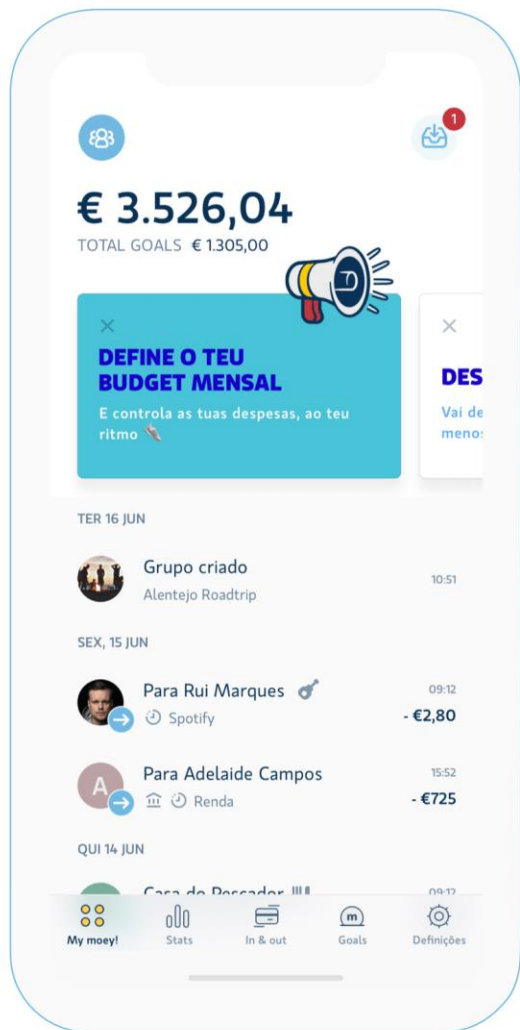
Reference

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Rui Tomás Fonseca
Director of Business Development @ Mastercard
rui.fonseca@mastercard.com

We were by [moey!](#)'s side since its foundation and worked together to deliver a best-in-class bank app through a simpler, fun and totally customized banking experience:

- [Best experience](#) – Useful and simple UX for the core functionalities so users have the best experience and don't even realize they're interacting with a bank service app.
- [Disruptive features](#) – Fuelled by real people's insights, new features that "wows" users were created, opening new possibilities and actually giving them actionable information. A top feature of the app is the auto-categorization of expenses, allowing the users to see where they are spending more
- [100% mobile and technologic](#) – Not only it works with contactless technology, as it's the first solution of its kind in Portugal supporting Apple Pay. Also, in case a [moey!](#) card is lost or stolen, it can be cancelled or blocked right through the app. It's also possible to choose where a card can be used, and even to block or enable online shopping.



Thank you!

