



# MYLONDON<sup>®</sup> B2B

A simple way to a fully booked calendar



# ABOUT US

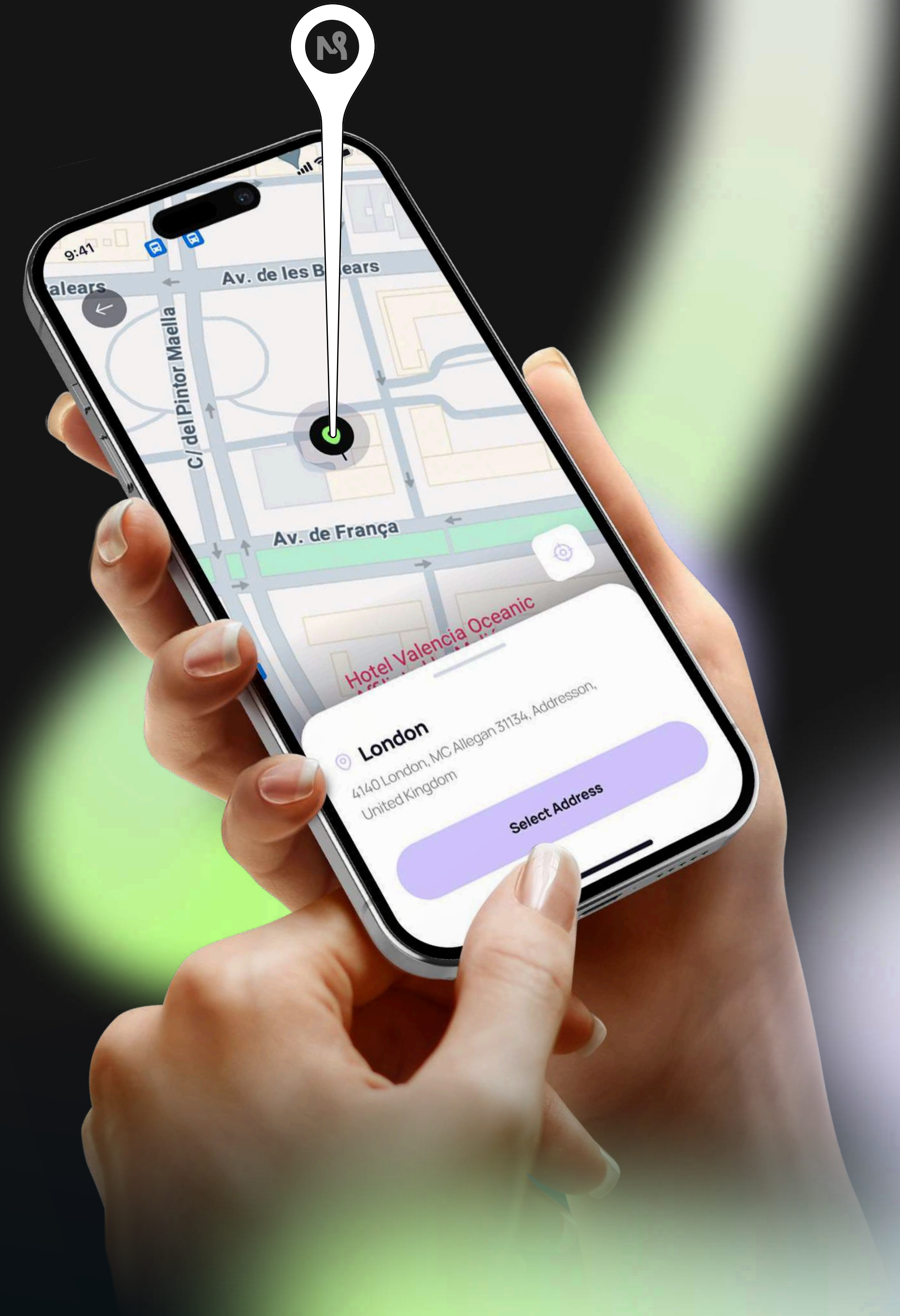
MyLondon is a new beauty booking service in London. We have created one of the most effective user acquisition systems for our partners.

Convenient pricing plans, optimized promotion tools, a wide range of business solutions, and a unique loyalty program help increase customer flow and boost their LTV.

**+30%**  
MAU

**4M+**  
reach per month

**20+**  
business solutions





# WHY MYLONDON

We provide businesses with fast access to customers through simple integration and promotion systems. For users, we offer a convenient service, discounts, exclusive offers, and privileges that encourage them to visit their favorite salons more often.

## B2B

Effective tools for customer acquisition, simplified management, risk minimization, easy integration, and top-tier service.

## B2C

A ticket to the world of beauty—not just a convenient service, but also a way to save money and earn bonuses for engagement.

## PROMO

— PR — Advertising — SMM — Influencer Marketing

The  
**Ordinary.**  
Style Guide

**ELEMIS**  
LONDON

ESPA

**ghd**  
good hair day

Charlotte Tilbury

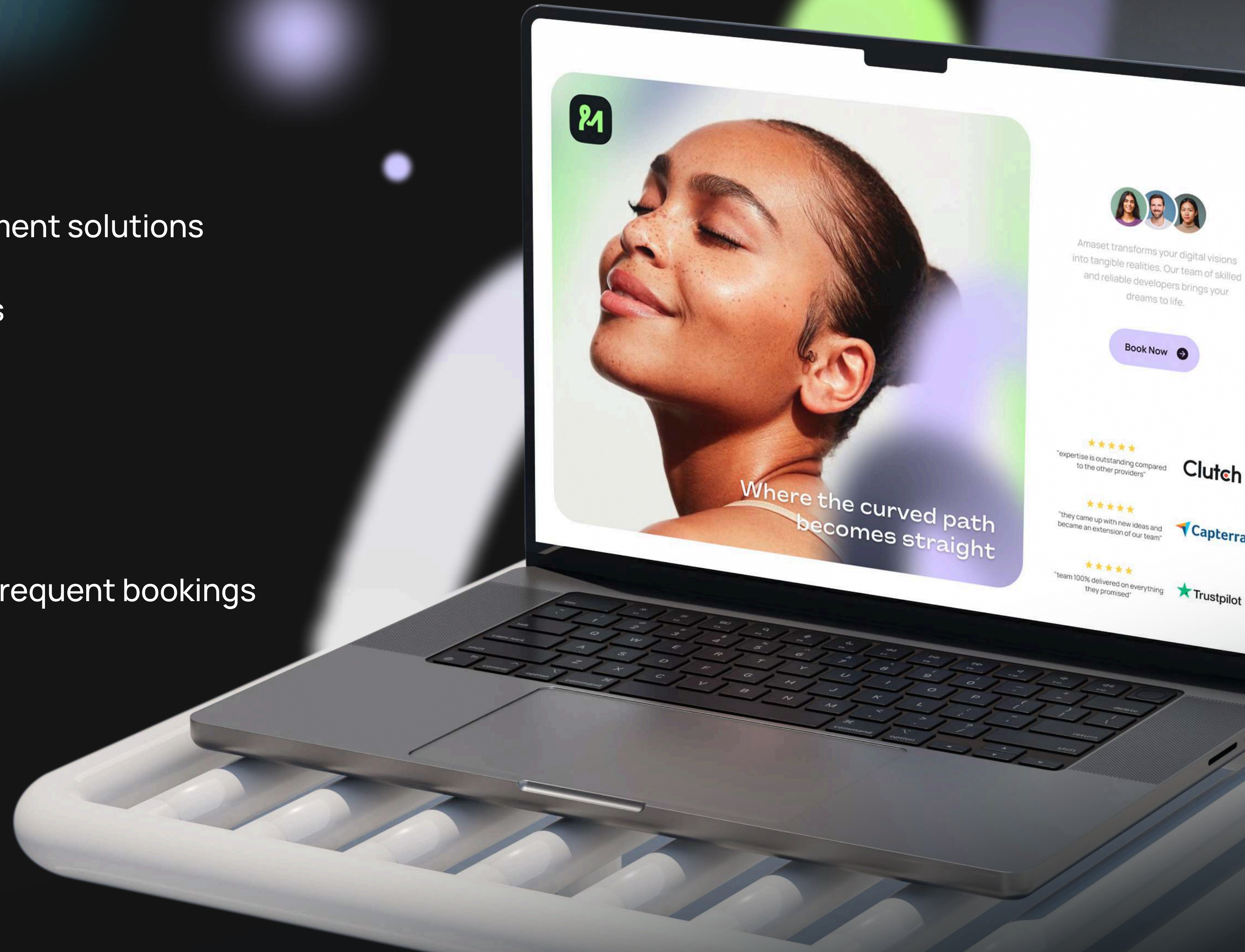
TATLER

BAZAAR



# FOR BUSINESS

- 📍 A wide range of business management solutions
- 📍 Integration with existing calendars
- 📍 Free promotion in the app
- 📍 Dynamic pricing
- 📍 Downtime insurance
- 📍 Increased marketing budget with frequent bookings
- 📍 Vendor promotion in advertising campaigns







# WHY PEOPLE CHOOSE MYLONDON

MyLondon users earn bonuses for regular bookings: tickets to fashion shows, influencer parties, consultations with top stylists, and free visits to beauty professionals. Booking points can be exchanged for exclusive privileges.

The system analyzes each client's preferences and booking history to provide personalized recommendations.



working with a stylist



tickets to shows



gift services



placement on the cover



concert tickets



# MYLONDON SHARES MARKETING BUDGET

A mechanism that encourages businesses to process bookings through the MyLondon calendar and app:

- Content and publications featuring partners
- In-app promotion
- Placement in outdoor advertising
- Promotion at events
- Cross-promotion

The more you're booked through MyLondon, the more opportunities you unlock.





# PRICING PLANS

FUNCTIONALITY	BASIC	PREMIUM
• Placement in the app catalog (iOS + Android)	✓	✓
• Placement in the website catalog	✓	✓
• Top positions in service categories in the app	✗	✓
• Top positions in service categories on the website	✗	✓
• Mark on the map (web)	✗	✓
• Promotion on the app's homepage	✗	✓
• Expanded salon profile	✗	✓
• Personal account and service management system, salon profile, and employee portfolio – unlimited number of employees	✓	✓
• Online booking platform – unlimited number of users	✓	✓
• Synchronization with external calendars	✓	✓

**FIRST**  
**2 MONTHS**  
**FREE**



# CONTACT US

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