

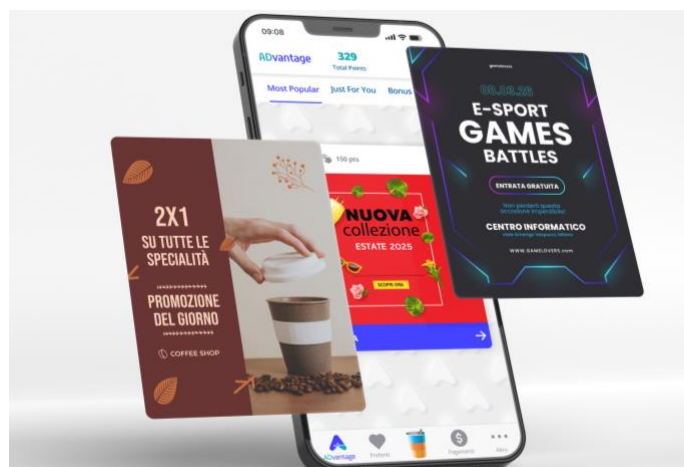
coffee cApp ADvantage: The New Ethical Engine for App Monetization (and User Rewards)

N-and is the company that revolutionized the vending world by introducing interactive touch screens equipped with connectivity and digital payment systems such as coffee cApp.

In a market where digital advertising increasingly relies on opaque models and the invasive use of personal data, N-and now offers a radical and innovative alternative: coffee cApp ADvantage, the first in-app advertising system that creates real value for everyone — companies, platforms, and users — starting from a simple principle: respect for people and the sharing of value.

ADvantage is already a tangible reality within coffee cApp, the payment app for vending machines available in Italy, Spain, France, and Germany, and soon to be launched in Switzerland and Poland.

With over one million active users in the last 12 months, coffee cApp has enabled N-and to test and consolidate a revolutionary model: every time a user views an advertisement within the ADvantage section of coffee cApp, they earn points that can easily be converted into discounts for their purchases.



No Obligations, Only Benefits

At the heart of the system lies the concept of “curated audiences,” promoted by the IAB Tech Lab. Instead of profiling users invasively, ADvantage associates each profile — strictly anonymous — with categories (taxonomies) that make it possible to display relevant and interesting content.

The result? More effective ads and more engaged users, who are valued for the attention they choose to give.

But the real paradigm shift goes further: with ADvantage, N-and shares with the end user a significant portion of the economic value generated by advertising. Instead of selling data and keeping all profits, N-and protects the personal data of coffee cApp users, enhances it for advertising purposes while keeping profiles anonymous, and redistributes part of the generated value — recognizing users as central actors in the system.

And now, the real news: the system behind ADvantage is ready to be adopted by third-party apps. N-and has developed a modular ecosystem, easily integrable at negligible cost and available in white-label mode.

A Platform Designed for Transparency and Value

The complex system behind ADvantage creates an anonymous digital twin for each app user (again, without sharing any personal data) and offers complete tools for promotional campaign management, reporting, and business intelligence. It's designed for apps with large user bases that want to generate value without compromising user trust.

Optionally, the platform can also integrate with traditional players in the programmatic advertising world — such as Google Ads — to accelerate ecosystem activation.

The message is clear: if you manage an app used by hundreds of thousands (or millions) of people, N-and has created the ethical revenue-sharing engine you've been looking for.

It requires no investment in research or development, imposes no traditional advertising logic, and offers a ready-to-use system to enhance user value and generate sustainable revenue.

CEO Insight: Transparency and Shared Value

Asked for a comment on this innovative project, Tarcisio Vergani, CEO of N-and Group, stated:

“With ADvantage, we’ve created a system based on transparency, relevance, and fair distribution of benefits: no data sold, but a real return for everyone who takes part.

We transform attention into mutual benefit, paving the way for a more equitable and sustainable digital economy.”

In a world where too many platforms monetize users without giving anything back, N-and takes the opposite path: it doesn’t sell data, doesn’t impose obligations, but rewards every conscious interaction.

A concrete opportunity to rewrite the rules of digital advertising, starting from a simple yet revolutionary principle: respect creates value.

