



Be Belong

Be Alive. Be Connected. Be Belong.

To belong is to earn. We turn consumer attention
into earnings.

Why Be Belong

We turn consumer attention into consumer earnings while fostering connections and a sense of belonging.



01

People want to feel belonging



People want to connect with like-minded people.

02

60% of Americans Live Paycheck to Paycheck



Rent is their #1 expense. They need ways to **earn**, instead of borrow.

03

AI is Replacing Jobs



Automation is cutting jobs across industries people need **new income streams** that don't depend on a 9-to-5 job.

04

Longer Lives Need New Income



We're living longer, but pensions can't keep up. Everyone needs **Independent income** that lasts decades.

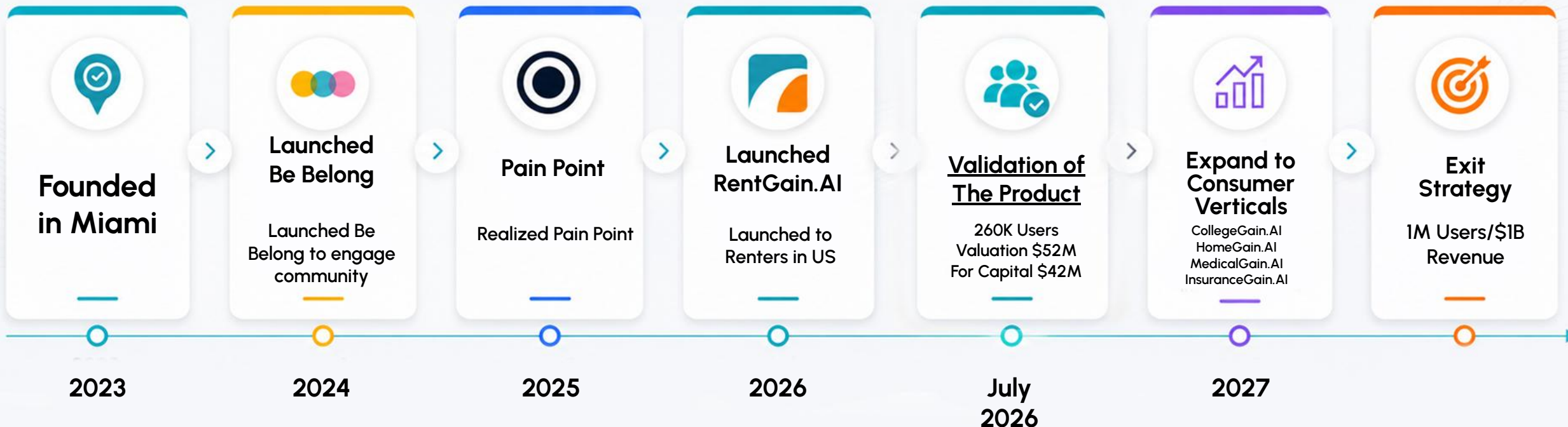


Result:

RentGain.AI turns rent, the biggest expense, into an earning engine, right when the world needs it most.

To Belong is to Earn.

We founded Be Belong to make every renter feel valued.
We soon discovered their real pain points. That's when RentGain was born - turning rent payments into earning opportunities and creating an exit path for our shareholders.

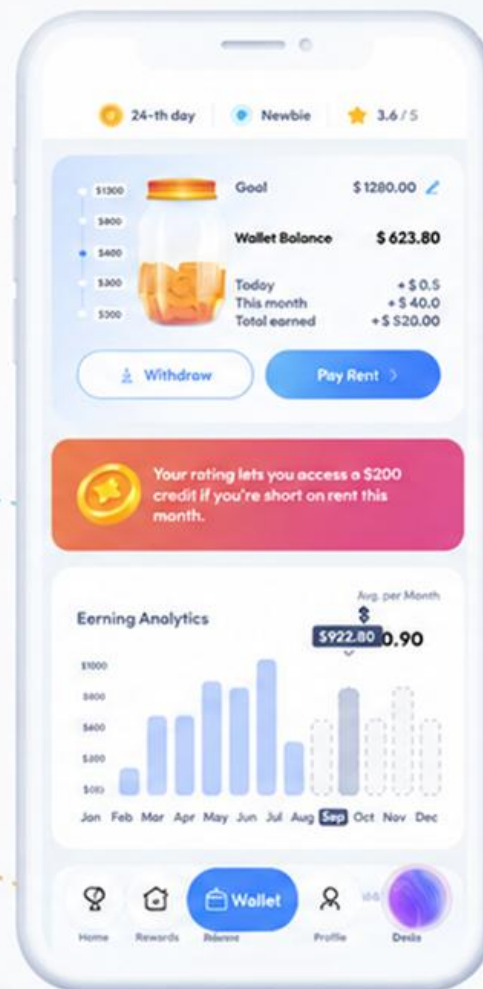


RentGain.AI by Be Belong

Turning Attention Into Rent

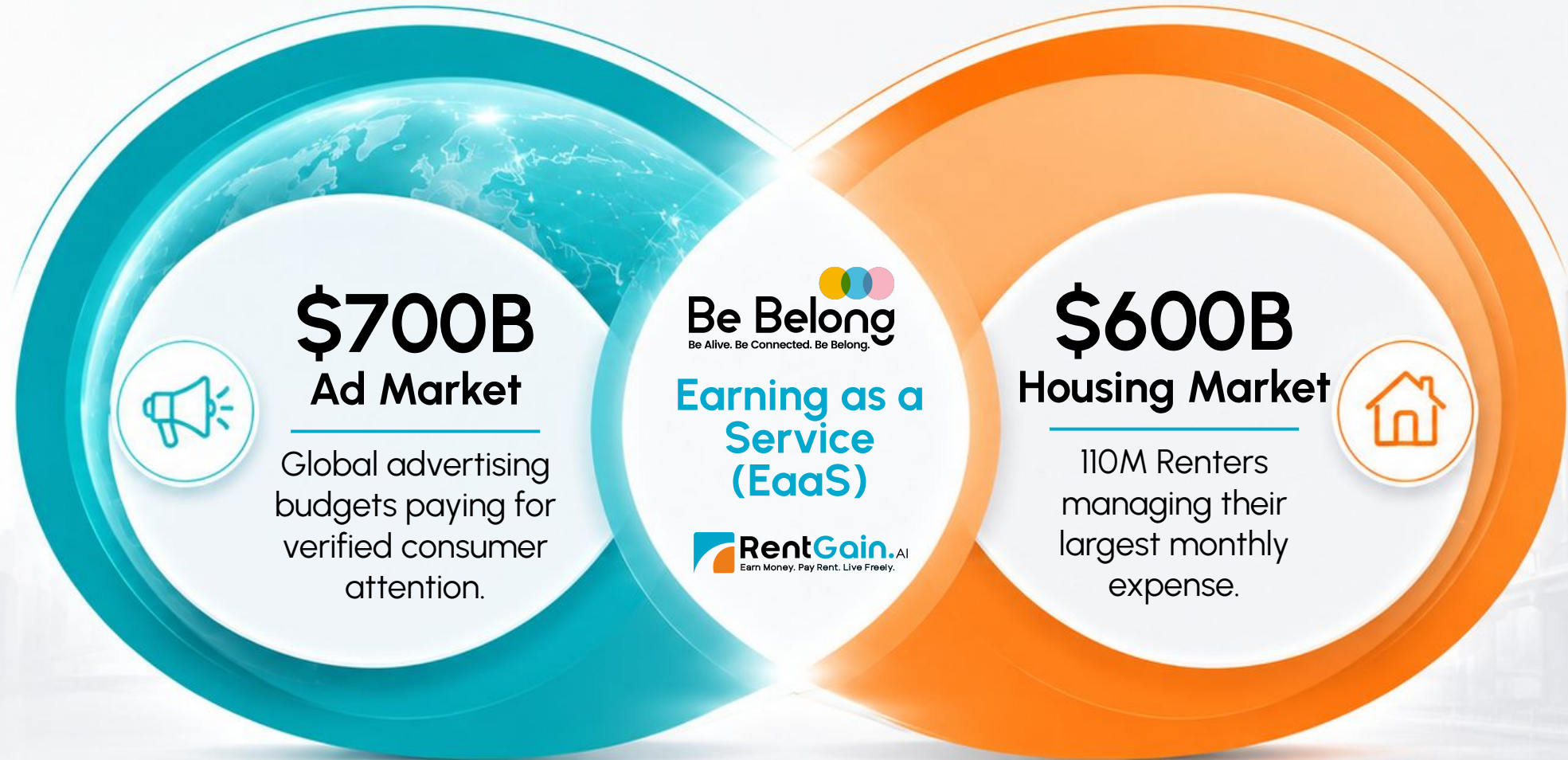
We Call it

"Earning as a Service"



Be Belong Connected Two Massive Markets for RentGain.AI

Introducing Earning as a Service (EaaS)



RentGain.AI connects **Global Advertising Budgets** directly to your **rent roll**. We are a new line item in NOI that doesn't require rent increases. We empower renters to earn real money through simple activities, while simultaneously generating passive income for property owners.

An Innovative Path for Earning Rent

We flip consumer spending into consumer earnings by transforming attention into rent.

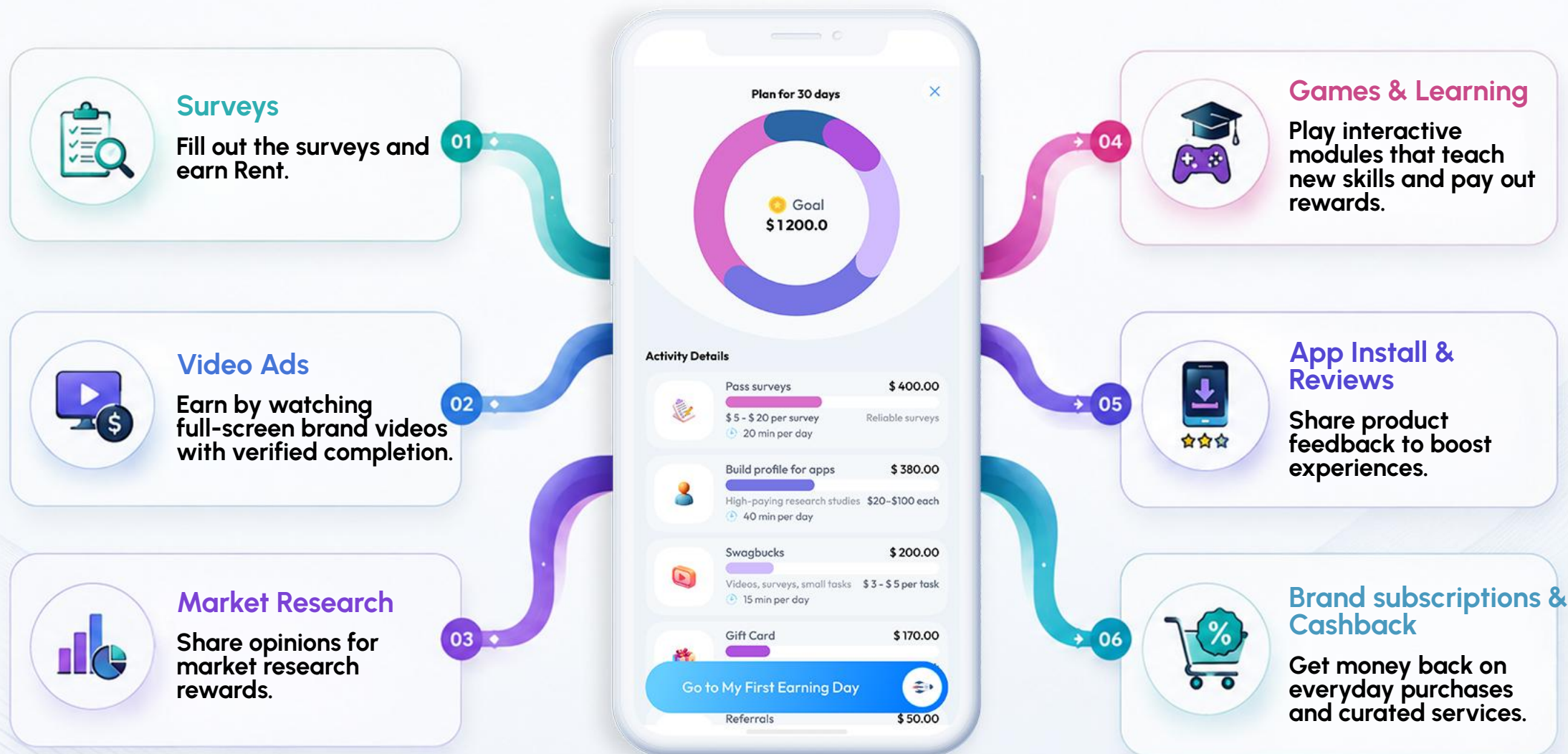


Residents get the free RenGain app and create accounts in under 2 minutes. Bank-level security guarantees privacy.

Users participate in brand activities, market research, and watch videos to build their digital wallet balance.

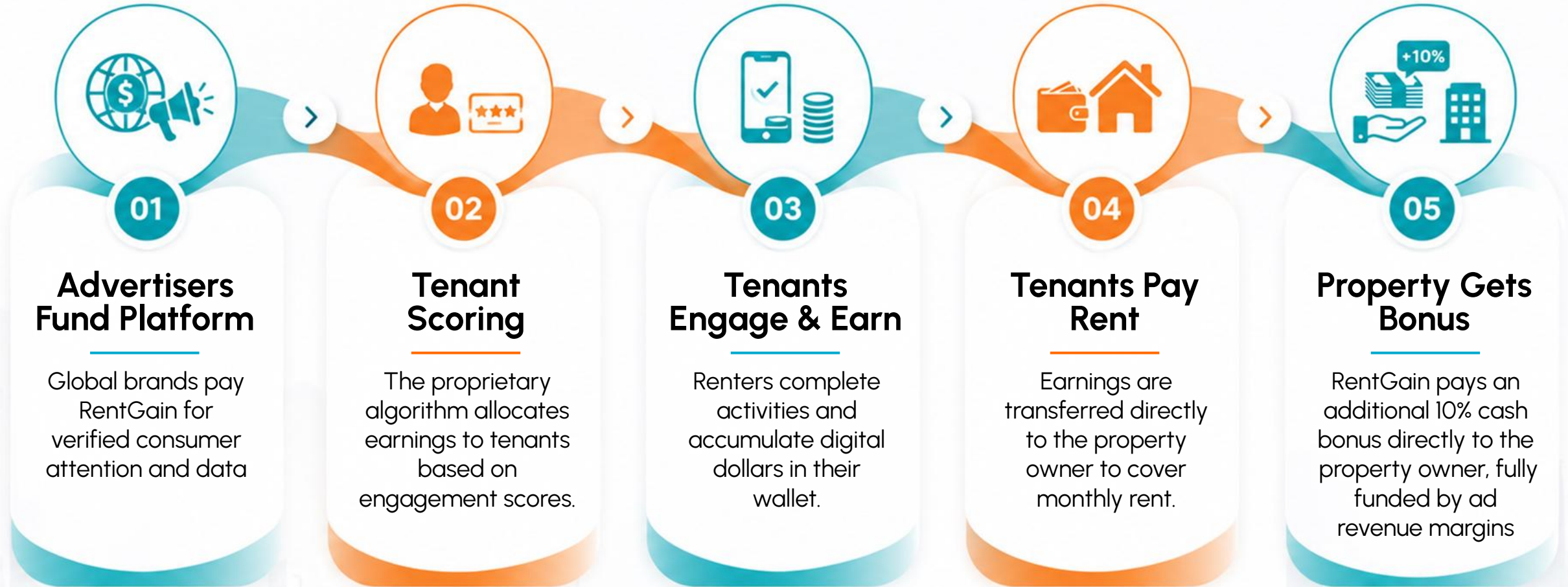
Wallet balances are transferred directly to the property operator to offset monthly rent, creating a frictionless payment loop.

Multiple Attention Channels



AI-driven personalized income plans match tenants with activities based on habits and preferences.

The EaaS Ecosystem Economics



Market Validation

Since we launched February 1st, 2026, the need to cover rent created demand for many more users to join.

RentGain.AI



164.43k

According to AppsFlyer there are more than 164,430 Installs

RentGain.AI

260,000



Users are in the process of onboarding. The acceptance and growth has been explosive.



Actual Data from RentGain.AI

Real People. Real Engagement. Real Earnings.

01	Erica 🏆 Top Earner Power User Profile	\$541.99 Earned 📅 105 Days on Platform	🎮 1,261 Games Played	📺 803 Rewarded Ads	📅 74 Active Days
02	Cecilia B. ★ Highest Verified Earner Balanced Earner Profile	\$411.03 Earned 📺 505 Brand Videos	📋 143 Surveys completed	👥 6,302 Data Points	🛡️ Fully KYC Verified
03	Kimberly P. 🔥 Daily Habit User High Retention Profile	\$282.89 Earned 📅 Active Every Day	🎮 374 Games Played	📺 283 Rewarded Ads	🛡️ Fully KYC Verified



\$1,235.91
Combined Earnings



1,836
Games Played



1,390
Rewarded Ads Watched



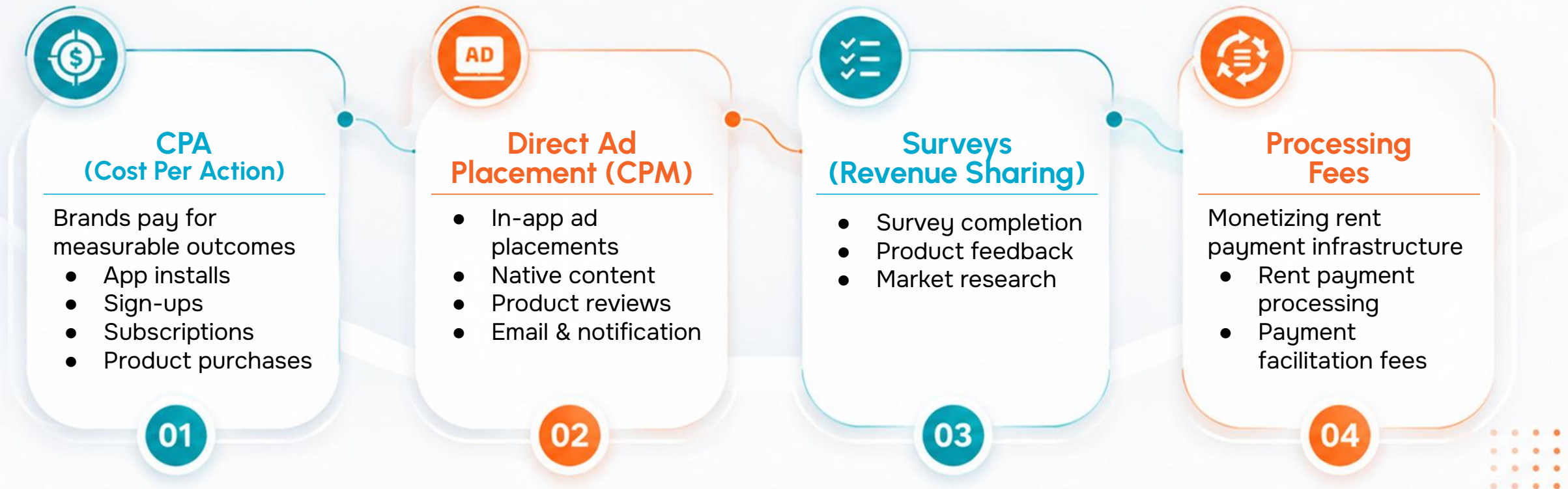
Our Advertisers Validation



Multiple Earnings Pathways

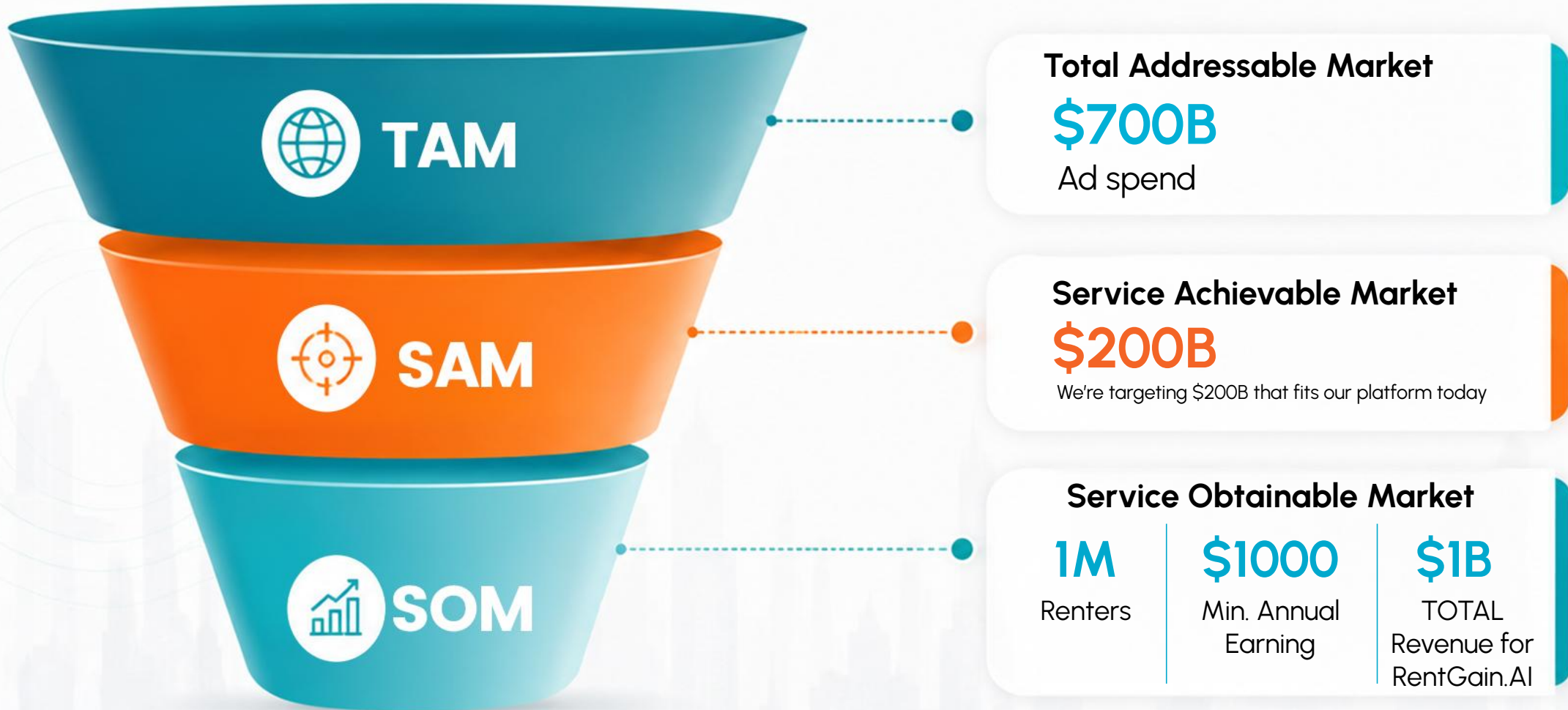
Multiple Revenue Streams. One Economic Engine.

Every user interaction creates revenue. Every revenue stream increases user earnings.





Business Model



Why Property Owners Love It



Value Creation for
Your **Portfolio**

\$1000

Targeted Revenue Per
Unit/Year
(at medium engagement)



Assumptions:

100 Units | 60% Tenant Engagement Level |
\$1000/Year Average Revenue/Unit



+\$100,000

Modeled 10% Ad Revenue Share



Plus Additional Saving with 18%
Less Resident Turnover



Competitive Landscape

Others Capture Attention.
We Convert it into Rent.



Traditional Ads
(Low Engagement)

- Banner Blindness
- Low Interaction
- No Real Consumer Value



Cashback Apps
(Limited Use)

- Small Rewards
- Fragmented Ecosystem
- Disconnected from Rent



Gig Economy
(time-based)

- Time Intensive
- Inconsistent Income
- Labor Depended



**Only platform converting
attention directly into rent.**



Attention

Users engage
with ads and
offers



Earnings

Earnings are
generated and
verified



Rent

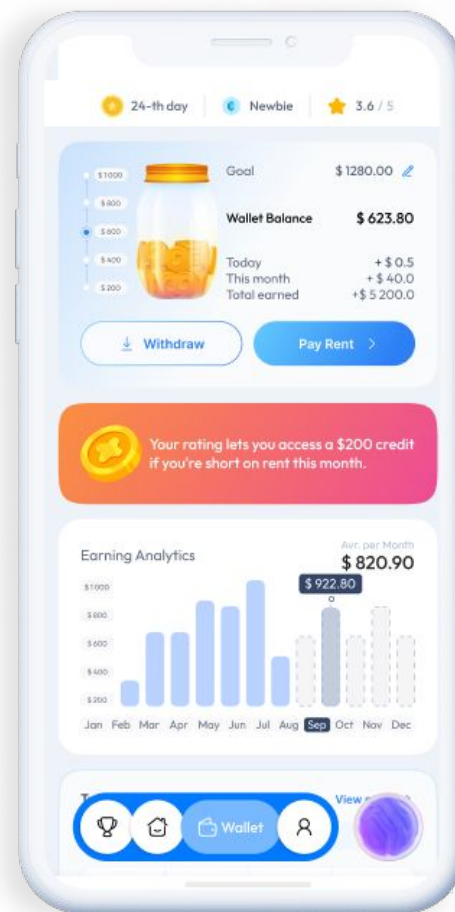
Earnings are
applied toward
rent



Rent Paid. Stress Reduced.
Real Impact. Real Rent Relief.

Building the First Tenant Loyalty Economy

RentGain transforms multifamily portfolios into engagement and earnings ecosystems where residents can live, engage, earn, and save through advertiser-funded participation.



The future of multifamily is more than housing, its **Participation**.



Stronger
Communities



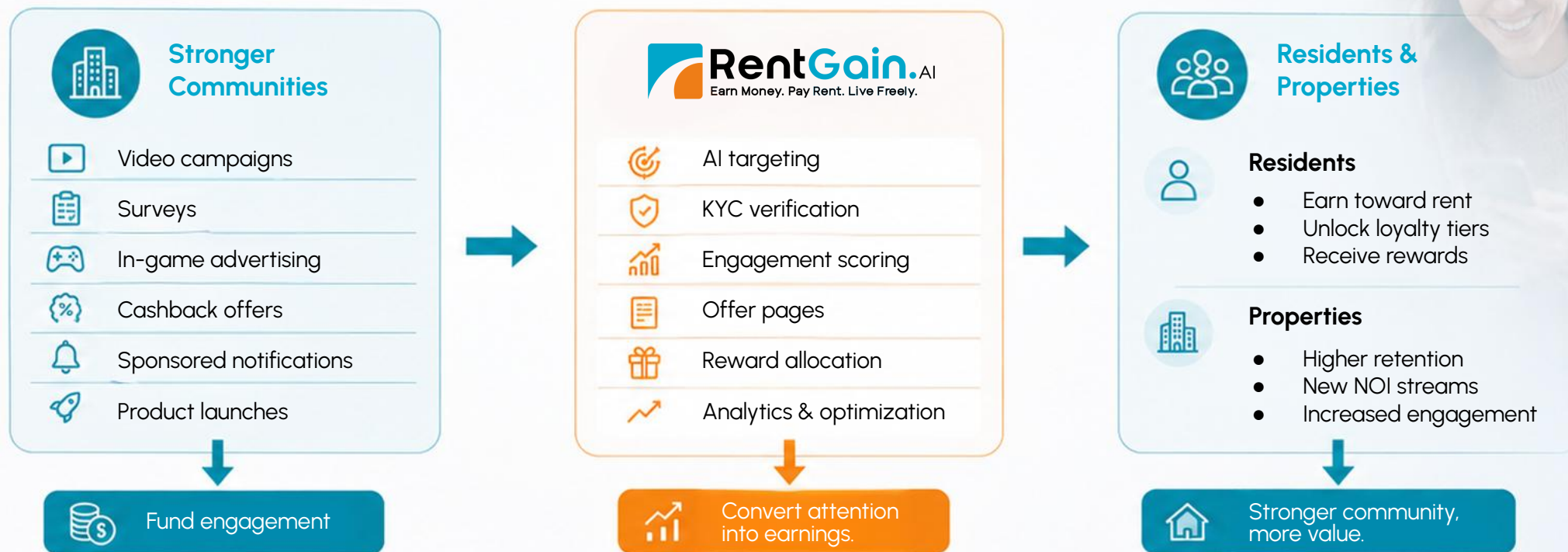
More Value
for
Residents



Measurable
Growth

RentGain.AI Ecosystem

RentGain.AI powers a fully integrated ecosystem connecting residents, property owners, and brands through **verified engagement and advertiser-funded rewards**.



124s

Average verifies
attention



100%

KYC Verified
Users



0%

Ad Fraud



Multiple

Engagement
surfaces

A new economic layer for multifamily housing.

AI Community Matching™

Turning Neighbors Into Community

01



Family & Business Matching

Parents with children in similar age groups discover and connect safely.

02



Shared Interests

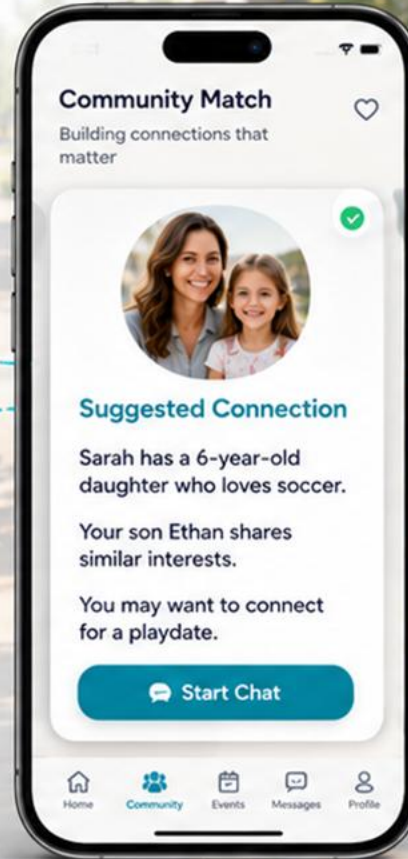
Fitness, pets, wellness, gaming, entrepreneurship, and social clubs.

03



AI Suggested Connections

Smart recommendations that encourage meaningful resident engagement.



Stronger Communities

- ✓ Higher resident retention
- ✓ Increased engagement
- ✓ Better renewal rates
- ✓ Emotional connection to property



AI-Powered Belonging

Our AI transforms apartment buildings from isolated living spaces into connected ecosystems built around trust, compatibility, and participation.



One meaningful connection can transform a property into a community.



Community



Engagement

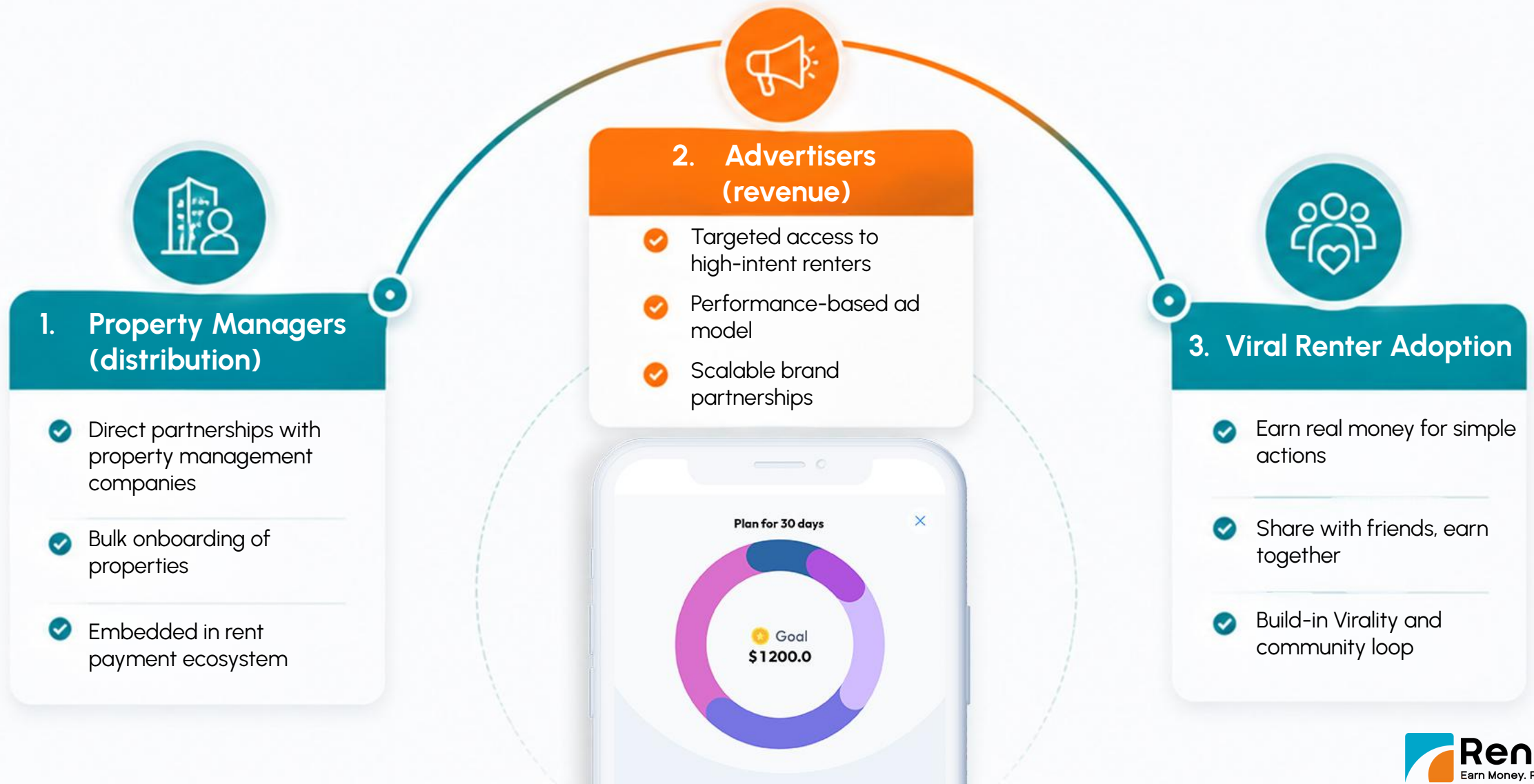


Retention



Belonging

Market Strategy



Our Vision



Earning is Optimized

We turn life's biggest expense into income. Freedom starts at home.



Attention become an Asset

We give people ownership to their value. You earn because you matter.



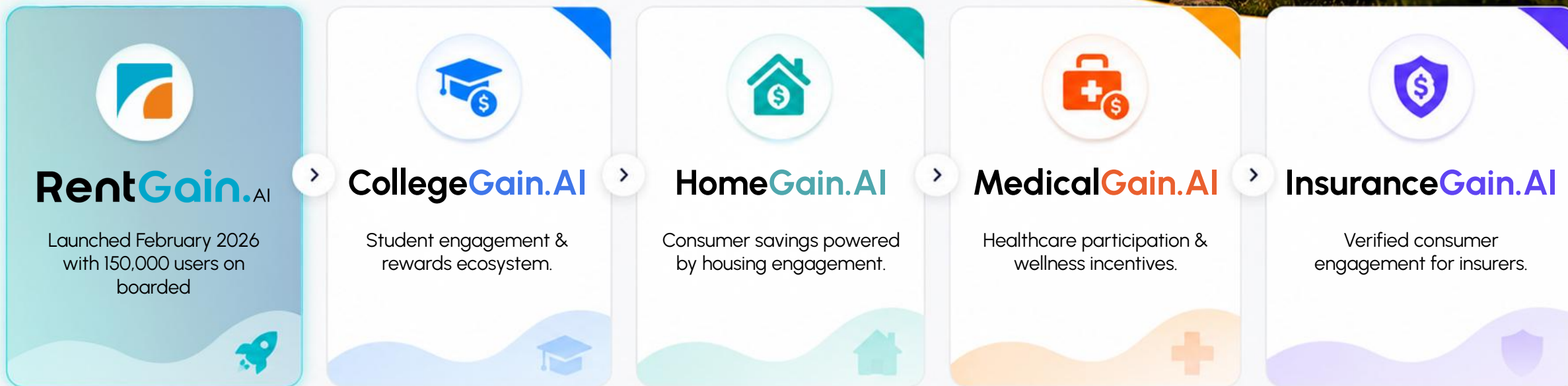
Be Belong Becomes Infrastructure

We build the economy where people earn and belong together.



Be Belong Vertical Growth Roadmap

Four high-value verticals. One unified engagement infrastructure. Real Rewards. Real Participation. Real Impact.



One Platform.
Infinite Possibilities.

Build around verified engagement and incentive-driven participation.

Built at the intersection of real estate, data, and capital markets.



Gabe Bar

Co-Founder, CEO
& CTO

Tech-savvy entrepreneur with 25+ years of experience and a passion for innovation in consumer engineering through AI/ML



Peter Plaut

CFO

Peter Plaut is a global capital markets advisor specializing in institutional capital formation, real estate, private credit, and alternative investments.



Julie Scott

VP - Regional
Manager TX

Professional Real Estate syndicator driving smarter investments and scalable growth. Software Engineer



**Benjamin
Sampson**

VP - Regional
Manager VA

Real estate entrepreneur and private lender driving innovative investment solutions



**Margarete
Ralston**

Multifamily
Expert Director

Multifamily investor, syndicator, and startup consultant



Bella Cohen

Co-Founder -
CRO

20+ years in syndication, leveraging AI & machine learning



Shani Bar

Co-Founder &
President

20+ years marketing leader | Brand strategy | Target audience engagement | Growth expert

**Team of
Developers**



Finance



Franchise



Franchise



Marketing



**Properties
Integration**



**Corporate
Development**



Advisory Board



**Denise K.
Evans**

Executive, entrepreneur & real estate investor.



**Marc
Segelnick**

Marc Segelnick is a seasoned portfolio manager and strategic advisor



**Barbara
Heil-Sonneck**

20+ years in real estate, international business, entrepreneurship.



**David Todd
McGee**

30+ year entrepreneur, technology executive, and AI strategist.



Capital & Traction



\$2.2M

Already Raised

We raised \$2.2M in
Pre-Seed funding



250,000

1,64,430

Direct Users

1,64,430 Direct Users + 150,000
users are being brought on board
through Property Management



\$10M

Series A

Creates Infrastructure for
revenue growth

Business Plan for \$10M Series A Use of Funds



\$10M

Capital Round



**200K
Earners**
+1000 Brands
Live



**\$100M
Top-Line
Rev**



**\$50M
Net Rev**
After 50%
earner split



**Reinvest
80%**
Flywheel
Self-funds

Revenue
Generated with

Media Buying

Download &
Earn

SMB Media
Packages

Product Launch
D2C

Market
Research

Rent
Processing

Cashback +
Subs





Own the Future of How People Pay Rent

Be Belong
Be Alive. Be Connected. Be Belong.



Join Our Global Impactful Movement

Scan to
**Meet with Our
Founders**



Big Dreamers-Philanthropy

Our Mental Culture Ecosystem

At Be Belong, dreaming big is ingrained in our culture.

Dream Big. Be the Light.

We begin each day with vision and values — **trust**, **forgiveness**, **love**, and **generosity**. We dedicate time each week to an extraordinary community of people with unique abilities. We support them to dream, believe, achieve and manifest. When we give them hope we strengthen ourselves. When we elevate others, we all rise.





Appendix

Mapped Evidence Behind the Model

Every Core Assumption Is Grounded in Real Data

Core Claim	Supporting Evidence	Source
Large rental market	~44M renter households in the U.S.	U.S. Census Bureau
Rent is a financial burden	~50% of renters are cost-burdened (>30% income on housing)	Harvard JCHS / U.S. Census
Consumers are financially constrained	The majority of U.S. consumers live paycheck-to-paycheck	LendingClub / Federal Reserve
Massive advertising budgets exist	Global ad spend projected to exceed \$1T by 2026	Dentsu
Digital ads are inefficient	Banner blindness is widespread among users	Nielsen Norman Group
Ad fraud is significant	~\$80B+ lost annually to ad fraud	Juniper Research
Rewarded engagement performs better	Opt-in ads have higher completion and engagement rates	Google Ad Manager / Unity Ads
Surveys & insights are monetizable	Typical survey response rates: 5%–30%	Kantar / Qualtrics
Affiliate & cashback are proven	Affiliate commissions typically 5%–15%	Rakuten / CJ Affiliate
Payments generate recurring revenue	Processing fees typically 1.5%–3.5%	Stripe / Plaid
Subscription economy is growing	Subscription models scaling across industries	Zuora / McKinsey
Real estate NOI under pressure	Turnover and vacancy reduce profitability	CBRE / JLL



Investor Simulator





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