



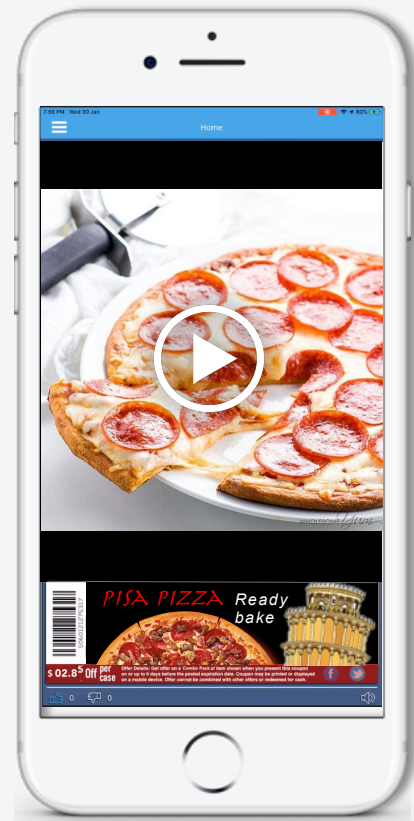
## Are shoppers passing your brand on the shelf?

The moment of truth in the customer journey occurs in the blink of an eye at the store shelf. It's when capturing the attention of shoppers is paramount and it spells the difference between winning or losing a sale and increasing the overall size of the consumer's basket. Unfortunately, installing costly and space consuming promotional displays, aisle blades or coupon dispensers with blinking lights only conveys static and non-personalized messages. There's no way to instantly, effectively and dynamically personalize your message without consuming shelf space or clogging the aisles.

Konnnect frees up shelves and aisles and instantly puts brands and retailers in touch with shoppers at the shelf using mobile devices and Bluetooth Low Energy (BLE) beacons. Now merchants can deliver personalized messages on their mobile apps based on shopper history. Go beyond text and tell stories with pictures and product videos. Share mobile coupons and "stack" them together to streamline checkout. Most of all, reach shoppers precisely when they are standing in front of the product on the shelf, not after they've long passed it by.

For the first time, Konnect's patent pending technology makes rich media communications via BLE beacons instant, dynamic and reliable.

Acquire and engage shoppers with personalized offers

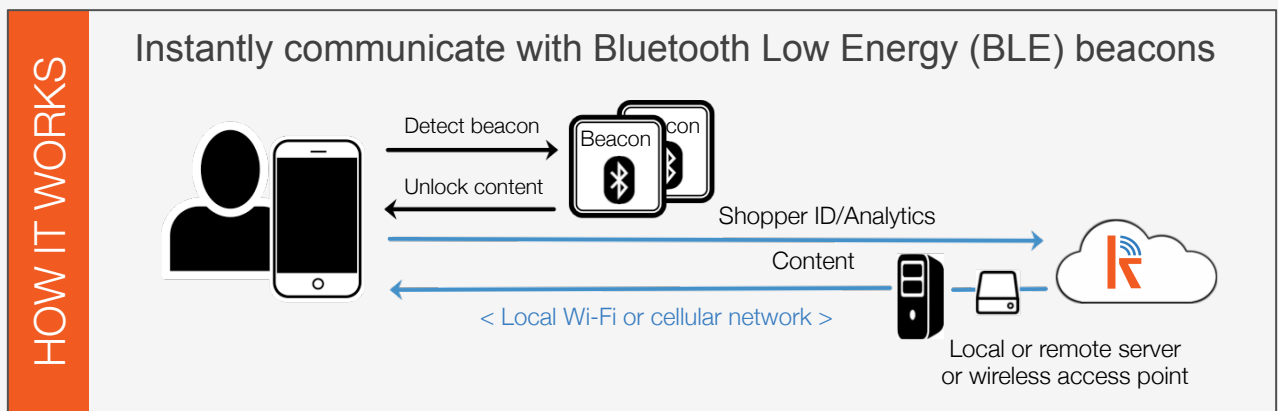


*Shoppers can dynamically increase the value of their coupon the longer they watch a video or by sharing offers on social media.*

# Influence in-store purchase decisions

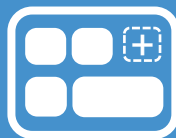
Konnect integrates with BLE beacons to create a direct connection between shoppers and products at the shelf. When customers use a merchant's mobile app, shoppers can receive relevant and personalized content on their mobile device based on their preferences, shopper history or loyalty program participation. Shoppers receive content even when the app is not actively in use. Provide customers the latest merchant or brand offers, loyalty coupons, helpful information, new

product announcements and more. Location-specific content is updated remotely via Konnect's cloud and can reside on a retailer's local wireless access point or on a local or remote server. Content for all beacons at a location is automatically loaded to each shoppers' mobile device upon their arrival in-store, but individual offers are only displayed when shoppers are in close proximity to a corresponding beacon at the shelf.



## Shopper Experience

- Deliver personalized HD video, coupons and offers based on purchase and engagement history
- Control volume and frequency of beacon engagements per store visit
- Increase offer value based on completing video views or sharing on social media
- Automatically stack coupons to streamline checkout



## Manage Content and Track Customer Activity

- Update beacon content on-demand by store location
- Capture 12 shopper engagement metrics (notifications, clicks, views, duration, actions)
- View customer activity by store location
- Receive daily activity email report, download activity on demand or import via API
- Supports iBeacon standard BLE devices



## Secure Cloud

- Processes and stores customer activity in real-time via secure, scalable cloud
- Remote beacon monitoring
- Remote content updating