

beaconsmind[®]

PIONEERING LOCATION BASED MARKETING IN RETAIL.

PARTNERING WITH

A woman in a black dress and high heels is walking and looking at her smartphone. A digital overlay is positioned next to her, featuring a photo of a blonde woman in a denim jacket. The overlay contains the following text: "Hi Marie!", "Couldn't find anything in-store today?", "Visit our web shop later and get 10% off!", and a "Shop Online" button. The background is a solid blue color.

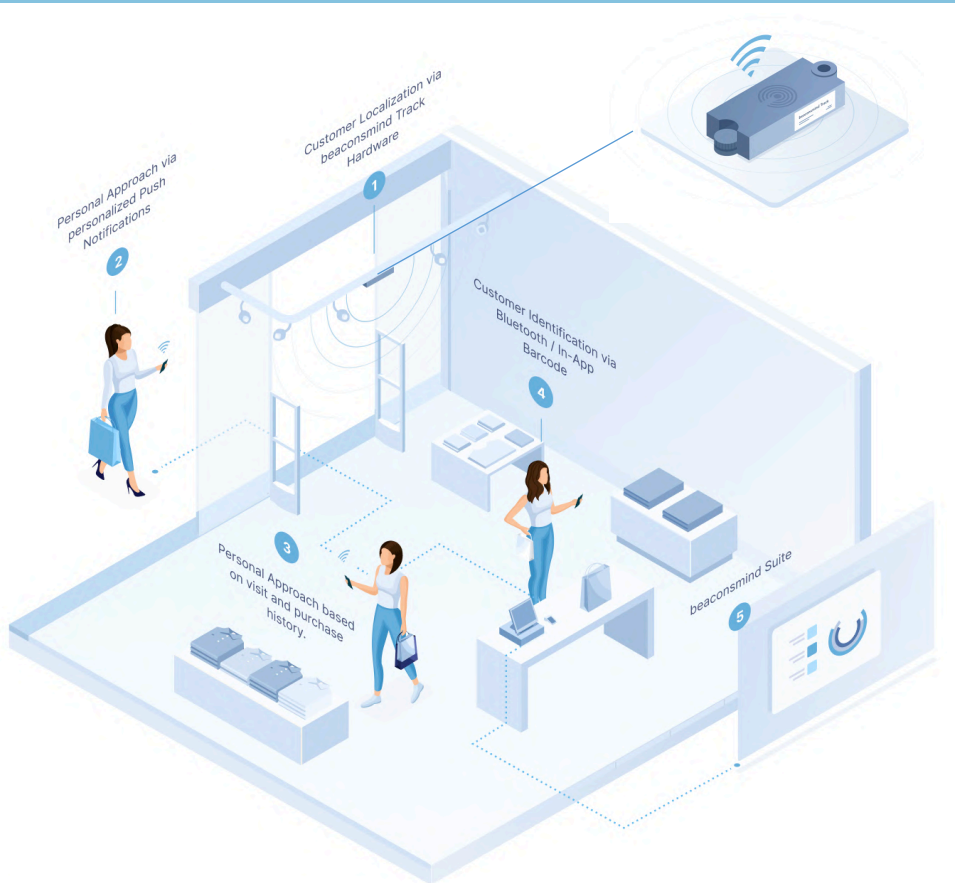
Hi Marie!

Couldn't find anything in-store today?

Visit our web shop later and get 10% off!

Shop Online

OUR SOLUTION TRANSFORMS IN-STORE SHOPPING EXPERIENCE



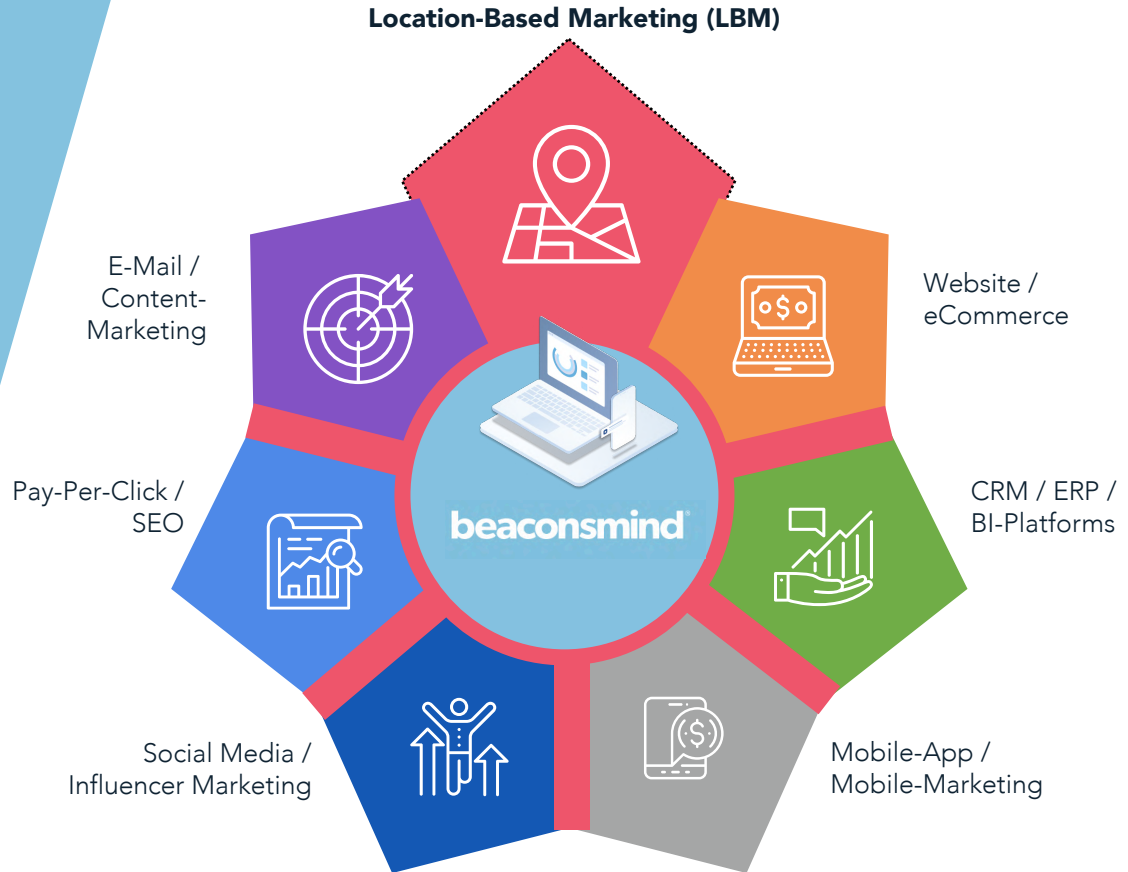
WE TRANSFORM THE SHOPPING EXPERIENCE BY ENABLING PERSONALISED DIGITAL ENGAGEMENT ON-SITE

- beaconsmind Track (BLE) Bluetooth-Beacons accurately track shopper location
- beaconsmind Suite Software collects all data (sales, location data, engagement, etc.)
- Location is fed into retailer Mobile-App
- Shopper engagement with local and global phone notifications
- Marketing team measures store performance in beaconsmind Suite
- beaconsmind Suite enables store layout and footprint optimisation

LBM OPENS UP A NEW STRONG CHANNEL IN OMNICHANNEL-MARKETING

WHY LOCATION-BASED MARKETING IN THE OMNICHANNEL-MIX?

- LBM is a strong, new marketing & revenue channel, outperforming by day 1
- LBM connecting POS and eCom business
- LBM drives Mobile-App conversions significantly
- LBM enriches all other digital marketing channels
- LBM is literally “connecting the dots”

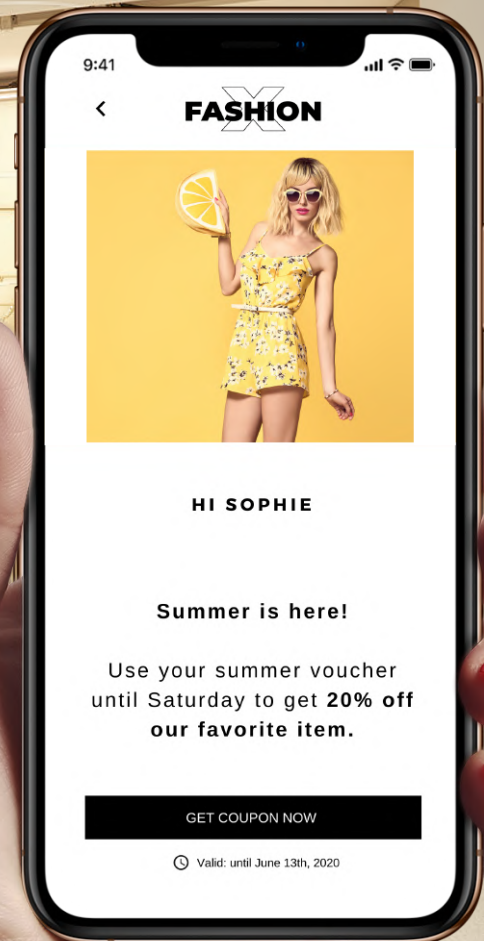


USE CASE: FASHION RETAIL

FOOT FALL

FASHION RETAILERS DRIVE CUSTOMERS INTO STORES MORE OFTEN

UP TO +30% INCREASED FREQUENCY

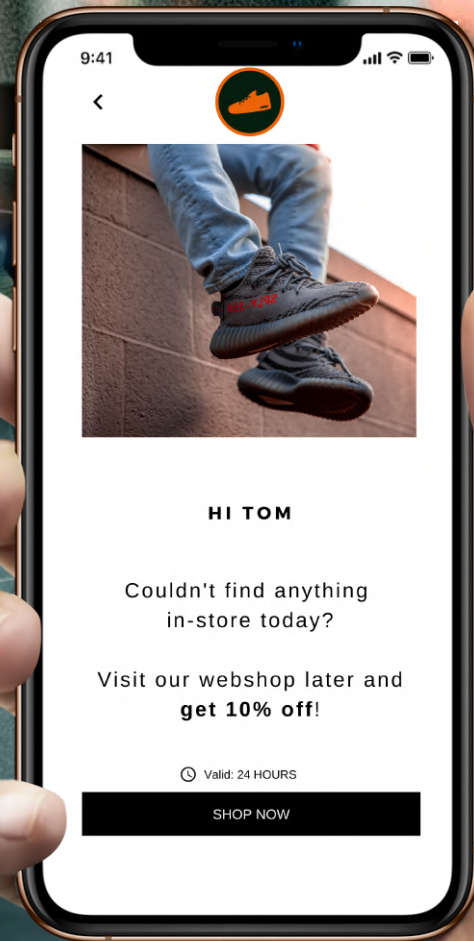


USE CASE: SPORTSWEAR RETAIL

OMNICHANNEL RETARGETING

SHOE STORES TURN STORE VISITS
INTO ONLINE SALES

UP TO 47% CONVERSION RATE OF LOCAL OFFERS

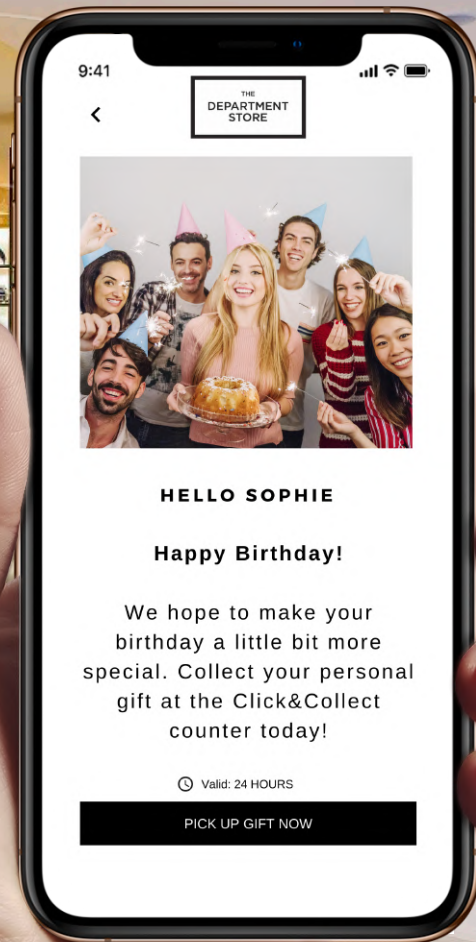


USE CASE: MALLS

CUSTOMER EXPERIENCE

DEPARTMENT STORES DELIVER AN
EXCEPTIONAL CUSTOMER EXPERIENCE IN
THE RIGHT MOMENT

UP TO+40% HIGHER PURCHASE MOTIVATION

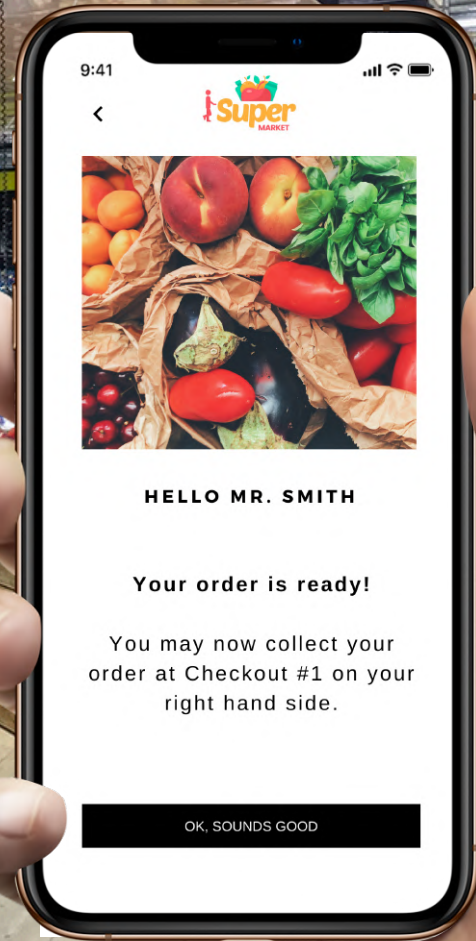


USE CASE: SUPERMARKETS

CLICK & COLLECT

SUPERMARKETS OFFER ADDED
CONVENIENCE TO THEIR CUSTOMERS

UP TO 50% OF CUSTOMERS MAKE ADDITIONAL
PURCHASES WHILE PICKING UP ORDERS

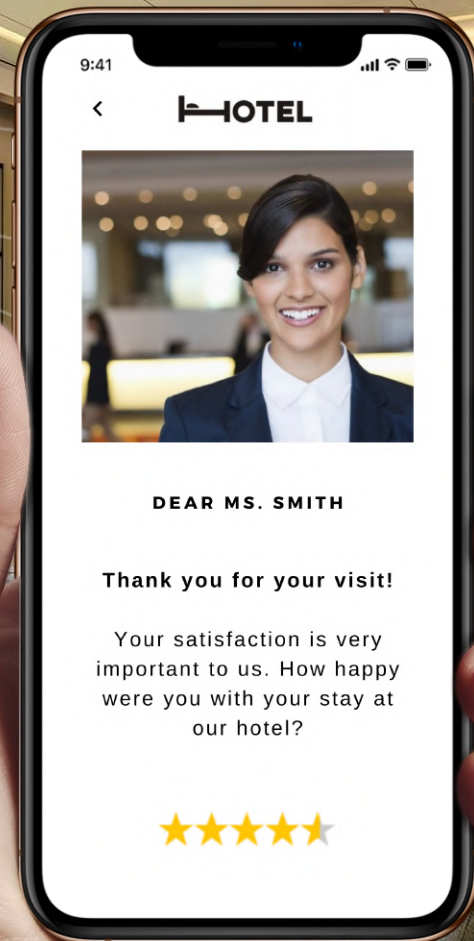


USE CASE: HOTELS

CUSTOMER SATISFACTION

HOTELS COLLECT THEIR GUESTS' FEEDBACK AT THE RIGHT TIME

UP TO 2x HIGHER PARTICIPATION THAN EMAIL/STORE

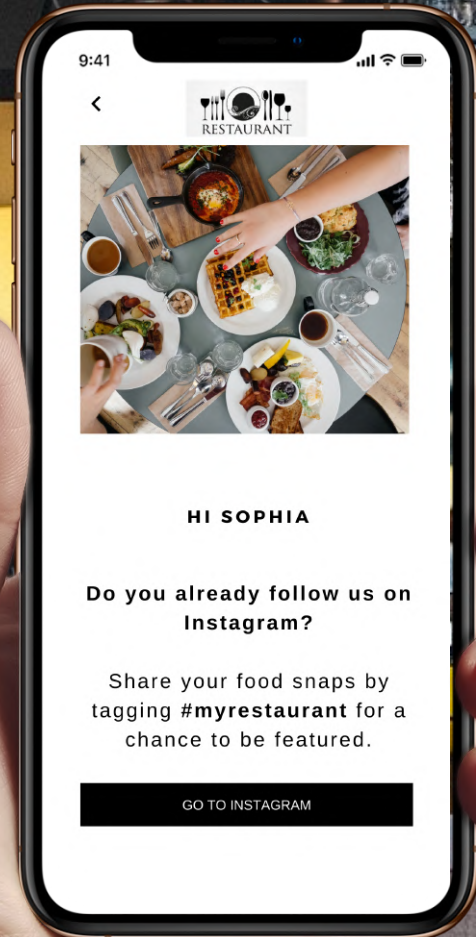


USE CASE: RESTAURANTS

SOCIAL MEDIA

RESTAURANTS GAIN LOYAL FOLLOWERS THROUGH LOCAL PROMOTIONS

UP TO +300% SOCIAL MEDIA REACH



9:41



HI SOPHIA

Do you already follow us on Instagram?

Share your food snaps by tagging **#myrestaurant** for a chance to be featured.

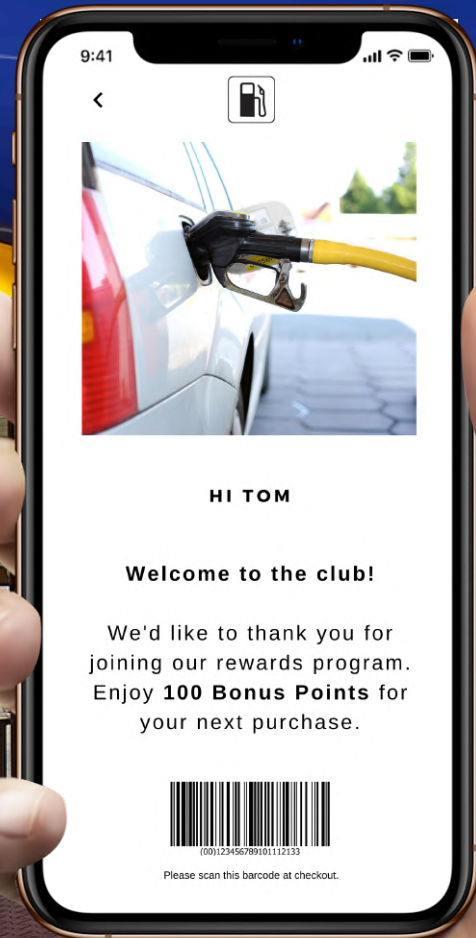
[GO TO INSTAGRAM](#)

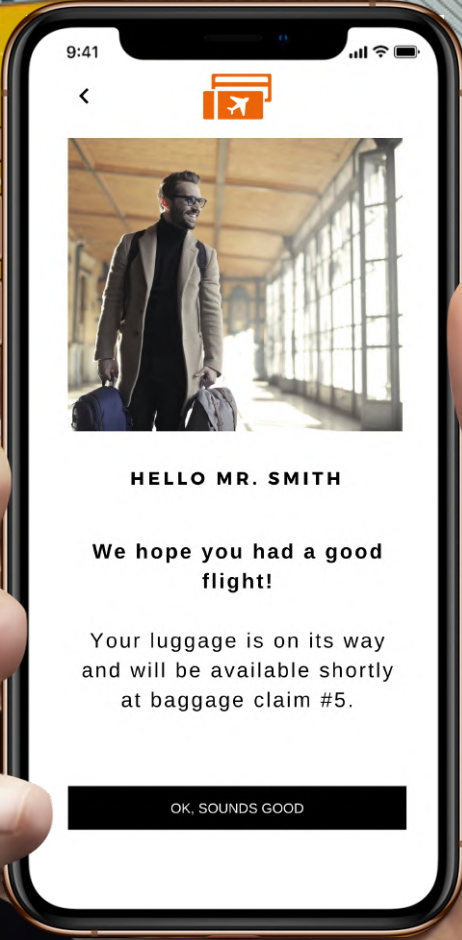
USE CASE: GAS STATIONS

NEW CUSTOMER ACQUISITION

GAS STATIONS AND CONVENIENCE
STORES BOOST CUSTOMER
ACQUISITION

UP TO +15% BOOST IN SALES



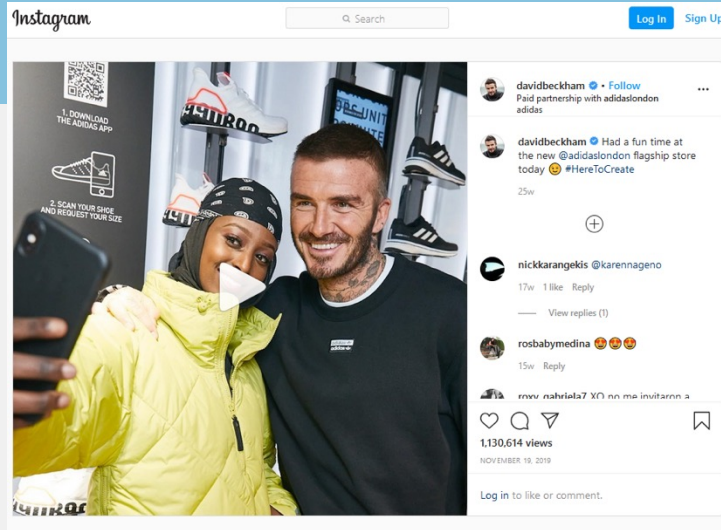


USE CASE: AIRPORTS

PASSENGER SATISFACTION

AIRPORTS AND AIRLINES
COMMUNICATE WITH PASSENGERS
INSTANTLY

95% OF PASSENGER WANT TO RECEIVE AN ALERT
UPON ARRIVAL



Link to Video:

<https://www.instagram.com/p/B5D98skB7mi/>

“It was great to come to the new adidas LDN store today to surprise some shoppers using the ‘Bring It To Me’ app feature. The scale of the store, and the interactivity for customers really is impressive. It feels like the future.”

David Beckham

ADIDAS IS BUILDING THE FUTURE OF SHOPPING

PROJECT “BRING IT TO ME” & RESULTS:







- adidas implemented the beaconsmind technology in their stores globally in more than 25 countries to approach customers locally in-store
- beaconsmind BLE-Senders locate customers in-store in real-time
- Customers are able to benefit from a on-demand Bring-it-to-me services via the adidas mobile-app; Products can be purchased in-store via the app
- Shopper engagement, shopper experience increases and strengthen customer loyalty and quicker purchase
- David Beckham presented the feature in the adidas Store London

BEACONSMIND SUITE

ANALYTICS

-  POS DASHBOARDS
-  HEATMAPS / NAVIGATION
-  RETAIL ANALYTICS
-  REPORTING
-  CRM/CUSTOMER ANALYSIS
-  HARDWARE MANAGEMENT

MARKETING

-  CAMPAIGN MANAGEMENT
-  MESSAGE DISTRIBUTION
-  MESSAGE-EDITOR
-  TEMPLATE GENERATOR
-  LOYALTY PROGRAM
-  THIRD-PARTY API'S



CERTIFICATIONS



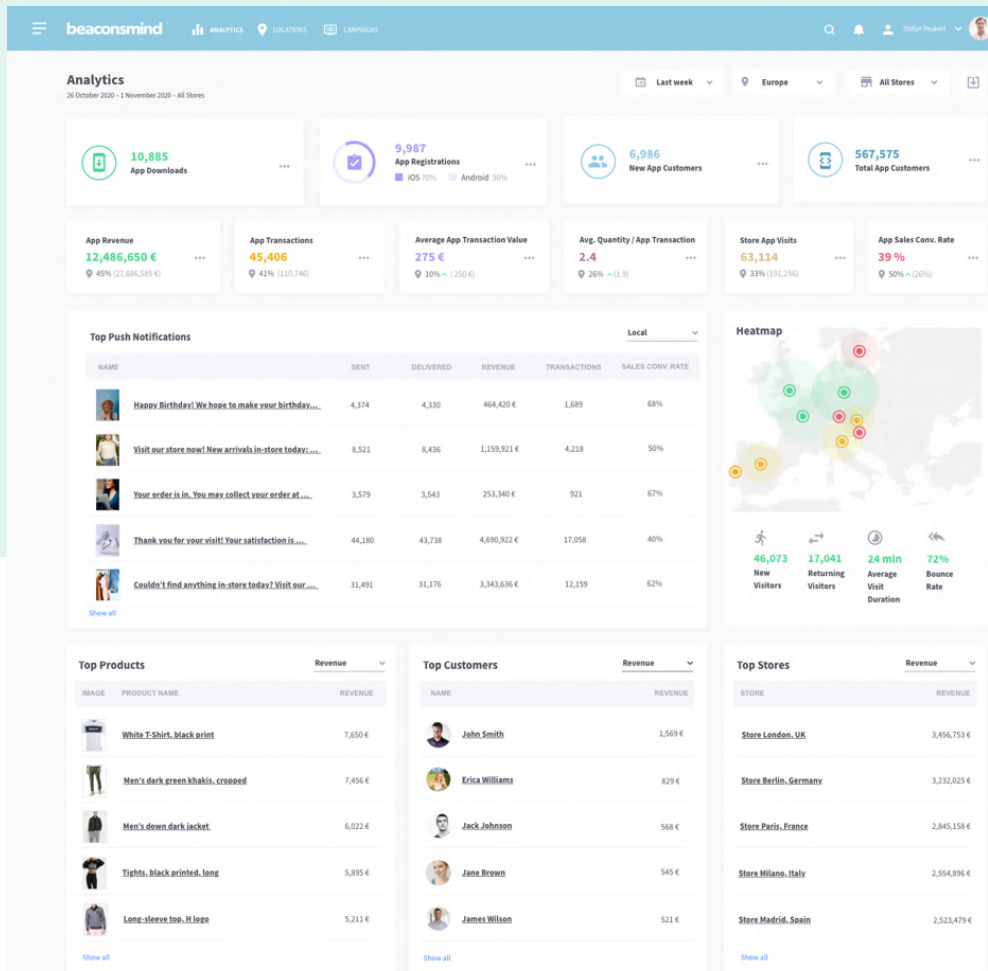
CLOUD PARTNER



BEACONSMIND SUITE

DASHBOARDS

Keep an eye on numbers that really drives your business. With customized reporting dashboards displaying the KPIs and metrics that matter most to you.



Location Heatmap

Last week | Europe | All Stores



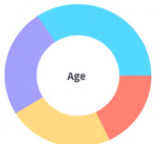
41 Transactions

5739 € Revenue

100 App Visitors

24 m Avg. Visit Duration

4% / 2% New vs. Returning



Age

- 16-25 years: 4260 Sales
- 25-35 years: 3970 Sales
- 35-45 years: 3454 Sales
- 45-55 years: 2390 Sales



Gender

- Men: 4380 Sales
- Woman: 3370 Sales

Top Products

IMAGE	PRODUCT NAME	REVENUE
	White T-shirts, black print	7,650 €
	Men's dark green khaki, cropped	7,456 €
	Men's down dark jacket	6,022 €
	Tights, black printed, long	5,895 €
	Long-sleeve top, H logo	5,211 €

BEACONSMIND SUITE

IN-STORE HEATMAPS

Find out where your customers spend lots of time. And which areas of your store do they visit less often? The heatmap function will help you understand your customers' instore movement patterns better.

BEACONSMIND SUITE

PUSH NOTIFICATION CAMPAIGNS

Motivate customers to visit your stores by creating push notifications using the push notification campaign management. Activate your customers locally or globally – all that's needed are a few clicks.

The screenshot displays the 'Campaign overview' page in the BeaconsMind Suite. The interface features a top navigation bar with 'beaconsmind', 'ANALYTICS', 'LOCATIONS', and 'CAMPAIGNS' tabs. A user profile 'Stefan Probst' is visible in the top right. The main content area is titled 'Campaign overview' and includes a '+ New Campaign' button and a 'Sort: Newest' dropdown. A grid of campaign cards is shown, with the first card being a placeholder (a circle with a plus sign) and the others displaying campaign details. Each card includes a 'LIVE' status, a title 'Pushnachrichten Dezember', a placeholder text 'Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim.', a date range '24.10.2020 - 20.11.2020', and '+ ADD MESSAGE' and 'EDIT' buttons. The cards feature various images of a woman in a pink shirt and a woman in a blue sports bra. A pagination control at the bottom shows a sequence of numbers 1 through 5, with '1' highlighted.



Deep Analytics

26 October 2020 - 1 November 2020 - All Stores

Last week

Europe

All Stores



Local Push Notification Campaigns

CAMPAIGN	NAME	SENT	DELIVERED	REVENUE	TRANSACTIONS	AVG. T. VALUE	AVG. QUANTIFY	SALES CONV. RATE	
	Sale Campaigns	Happy Birthday! We hope to make your birthday...	4,374	4,330	464,420 €	1,689	256 €	2.4	68%
	Newsletter Ad...	Visit our store now! New arrivals in-store today...	8,521	8,436	1,159,921 €	4,218	256 €	2.6	50%
	Sale Campaigns	Your order is in. You may collect your order at...	3,579	3,543	253,340 €	921	346 €	3.4	67%
	Instore Pushads...	Thank you for your visit! Your satisfaction is...	44,180	43,738	4,690,922 €	17,058	468 €	2.1	40%
	Sale Campaigns	Couldn't find anything in-store today? Visit our...	31,491	31,176	3,343,636 €	12,159	837 €	2.3	62%

5 / page



Global Push Notification Campaigns

CAMPAIGN	NAME	SENT	DELIVERED	REVENUE	TRANSACTIONS	AVG. T. VALUE	AVG. QUANTIFY	STORE VISITS	SALES CONV. RATE	
	Sale Campaigns	Happy Birthday! We hope to make your birthday...	4,374	4,330	464,420 €	1,689	256 €	2.4	689	68%
	Sale Campaigns	Visit our store now! New arrivals in-store today...	8,521	8,436	1,159,921 €	4,218	256 €	2.6	218	50%
	Sale Campaigns	Your order is in. You may collect your order at...	3,579	3,543	253,340 €	921	346 €	3.4	921	67%
	Sale Campaigns	Thank you for your visit! Your satisfaction is...	44,180	43,738	4,690,922 €	17,058	468 €	2.1	358	40%
	Sale Campaigns	Couldn't find anything in-store today? Visit our...	31,491	31,176	3,343,636 €	12,159	837 €	2.3	159	62%

5 / page

BEACONSMIND
SUITEPUSH NOTIFICATION
PERFORMANCE

Measure performance of all of your push sent notifications in real-time. KPIs like revenues, sales, on-site visits and others so can be monitored by just a few clicks.

BEACONSMIND SUITE

STORE MANAGEMENT

Local customer communication in-store and nearby. Beacons allow us to localize app users in your store or nearby for targeted communication.

The screenshot displays the BeaconMind Suite interface. At the top, there is a navigation bar with the logo and menu items: ANALYTICS, LOCATIONS, and CAMPAIGNS. A user profile icon is visible in the top right corner. Below the navigation bar, the main content area is titled "Location Overview" and features a map of a city area with various store locations marked. A "+ New Store" button is located in the top right corner of the map area. Below the map, there are two panels: "All Stores" and "Beacon Activity".

All Stores

STORE	LOCATION	STREET	ZIP CODE	CITY	STATUS
AM Stalden 13	Am Stalden 13-15	Am Stalden 13-15	12458	Zürich	ACTIVE
AM Stalden 13	Am Stalden 13-15	Am Stalden 13-15	12458	Zürich	ACTIVE
AM Stalden 13	Am Stalden 13-15	Am Stalden 13-15	12458	Zürich	ACTIVE
AM Stalden 13	Am Stalden 13-15	Am Stalden 13-15	12458	Zürich	ACTIVE
AM Stalden 13	Am Stalden 13-15	Am Stalden 13-15	12458	Zürich	ACTIVE

Beacon Activity

STORE	BEACON	LAST ACTIVITY
AM Stalden 13	Beacon 1	30.11 - 15:34
AM Stalden 13	Beacon 3	30.11 - 15:34
AM Stalden 13	Beacon 6	30.11 - 15:34

Deep Analytics - App Customers

26 October 2020 - 1 November 2020 - All Stores

Last week | Europe | All Stores



Top Stores

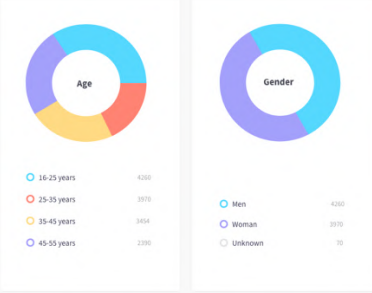
STORE	CUSTOMERS
Store London, UK	4567
Store Berlin, Germany	3567
Store Paris, France	3467
Store Milano, Italy	2890
Store Madrid, Spain	2480

Favorite Stores

STORE	CUSTOMERS
Store London, UK	4567
Store Berlin, Germany	3567
Store Paris, France	3467
Store Milano, Italy	2890
Store Madrid, Spain	2480

Shopper Trends

IMAGE	PRODUCT NAME	REVENUE
	White T-shirt, black print	7,600 €
	Men's dark green khaki, cropped	7,450 €
	Men's brown dark jacket	6,822 €
	Tights, black printed, long	5,895 €
	Long sleeve t-shirt, Hi loce	5,211 €



Top City

CITY	CUSTOMERS
London, UK	4567
Berlin, Germany	3567
Paris, France	3467
Milano, Italy	2890
Madrid, Spain	2480

Top Country

COUNTRY	CUSTOMERS
Switzerland	4567
Germany	3567
USA	3467
France	2890
Spain	2480

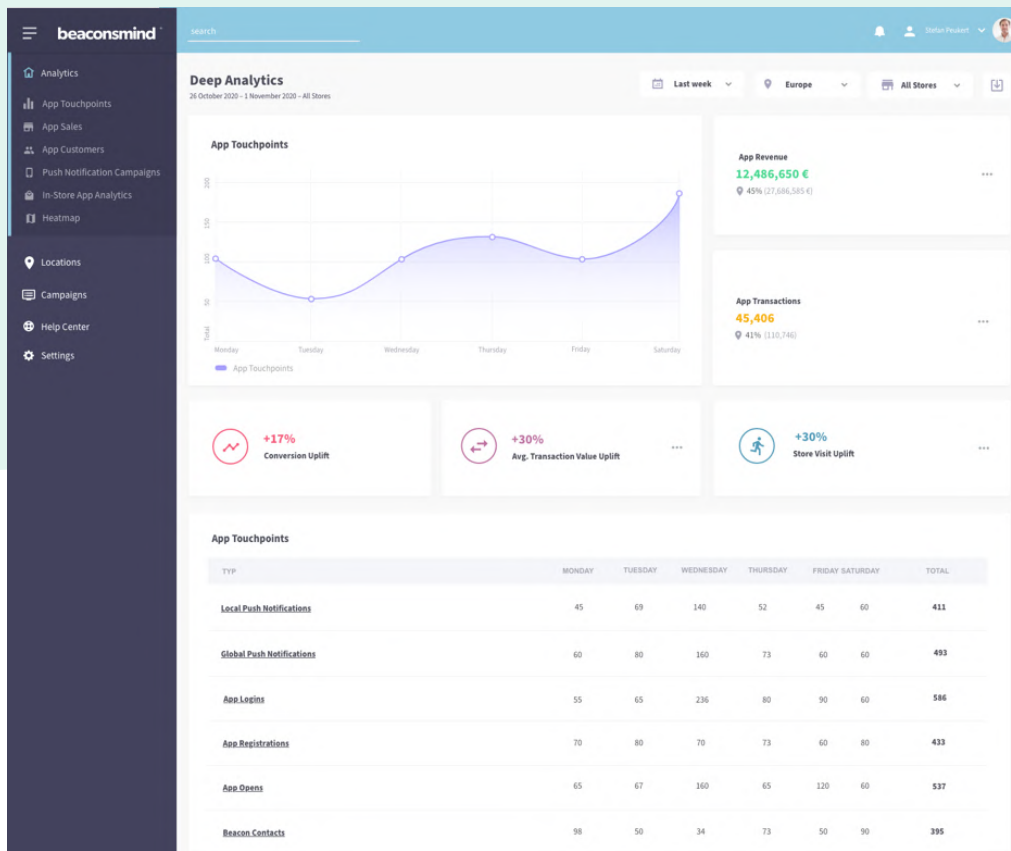
BEACONSMIND SUITE

REAL-TIME CUSTOMER ANALYSIS

Track the local footprint of your customers. Revenues, items purchased, average basket values and app usage performance. Make instant use of data touch points such as favorite products, shopping times, return visit and much more.

REPORTING

On demand for you means that you are the first to see your bestselling products, know your VIP customers and understand what your customers want. For us on demand first and foremost means: creating a competitive advantage for your company through instant data interpretation and recommendations for action.



BEACONSMIND TRACK BLE BEACON HARDWARE



BEACONSMIND TRACK SPECIFICATIONS

- Plug-and-Play deployment in light system tracks
- Range from 1m-70m indoor
- Bluetooth 4.2 compliant

beaconsmind

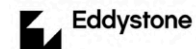
beaconsmind Track

For 3-circuit track
Approved for 6A inductive / 6A ohmic
up to 250V

Product ID: XYZ

beaconsmind AG, Switzerland
www.beaconsmind.com
MADE IN GERMANY

CE ENEC UL KNX
DALI DMX
SELV according to EN 60950



4-STEPS-TO-USE SETUP OVERVIEW



BLUETOOTH BEACON HARDWARE DEPLOYMENT

Installation of
beaconsmind Track
Bluetooth Beacon
Hardware in selected
points-of-sale



TECHNICAL SETUP

Connect mobile
app with
beaconsmind Suite
Software via API



LOCATION- BASED MARKETING

Content creation of
push notification
campaigns and
distribution



ONGOING PROJECT MANAGEMENT

Data capture,
storage, analysis
and reporting to
drive sales,
revenues and
customer loyalty

WE WORK WITH SOME AMAZING BRANDS



DEPOT



BOLLAG FASHION
GUGGENHEIM GROUP
SWITZERLAND

MANOR

Marc O'Polo



beaconsmind®

CONTACT

beaconsmind AG
Seestrasse 3
CH-8712 Stäfa
Zurich, Switzerland

Max Weiland
CEO

maxweiland@beaconsmind.com
+41 (0) 44 380 73 73

Disclaimer: This presentation is based on preliminary information which is available to beaconsmind AG ("BMAG") as per date of this document. This document is explicitly subject to alterations and any further investigations and may only be used by the addressee for information purposes. This presentation does not in any case contain all information which an addressee should consider before he or she further proceeds in this matter. This presentation is kept in a general form and neither BMAG nor any of the other mentioned companies warrant or represent the correctness, completeness and accuracy of any data or information in this document. BMAG does not accept any liability for mistakes or omissions in connection with this presentation. Especially, BMAG does not provide any warranties or representations with respect to forecasts, target figures, budgets and estimations since such data naturally bears risks and uncertainties. The addressee, including his or her delegates or associated persons, shall not disclose this information to third persons directly or indirectly without prior written consent by BMAG. Any copying, reproduction, modification and making accessible of the whole or of parts of this presentation for third persons is not permitted without prior written consent by BMAG. The addressee acknowledges that neither this presentation nor the distribution of it to the addressee might be seen as an issue prospectus, an offering memorandum, an offering circular, or an offer to buy securities of one of the mentioned companies, furthermore, it shall not be interpreted as one of the above mentioned offerings. Moreover, this preliminary presentation does not function as financial, legal or fiscal advice. Any addressee is recommended to consult his or her own lawyer, economic adviser and/or tax adviser regarding the legal, commercial, financial and fiscal consequences in this respect. This presentation shall be immediately returned to BMAG, should the addressee decide not to further pursue this matter. This disclaimer is subject to Swiss law.