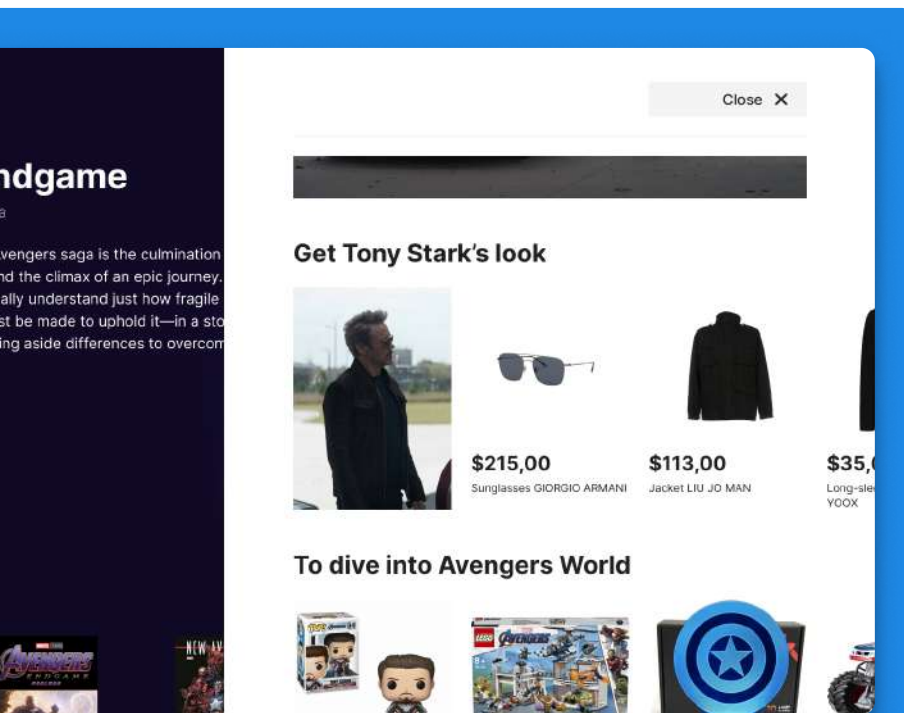


# SHOPPABLE LAYER FOR VIDEO CONTENT

## ABOUT SARAFAN TECHNOLOGY:

Sarafan ML-engine identifies objects and situations in video content and automatically matches them with relevant merchandise from selected ecommerce shops. Merch can be ordered by the viewer within the platform or through the QR-code.



## WHAT WE OFFER

Nearly a third of consumers reported that they would take advantage of an advertisement that offers immediate “value” in the form of access to sponsored streaming content. Sarafan features will support your existing advertisers’ campaigns or bring new offerings from the e-commerce shop. Sarafan provides the selection of merch for the video, product availability updates, billing and purchase technical support. You pick the merchandise category that is displayed within your content.

### WHAT CUSTOMERS ARE SAYING:

«The implementation of ML-technology was a strategic step for Okko. We are delighted with the selection of the Sarafan solution. First of all, the identification quality is close to 100%. Second, it is a pleasure to work with this team»

– Set-top-box and OTT service Okko.ru

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