

Cooler Screens

Creating the world's first and largest in-store digital media and edge computing platform at the retail point-of-sale

October 2019



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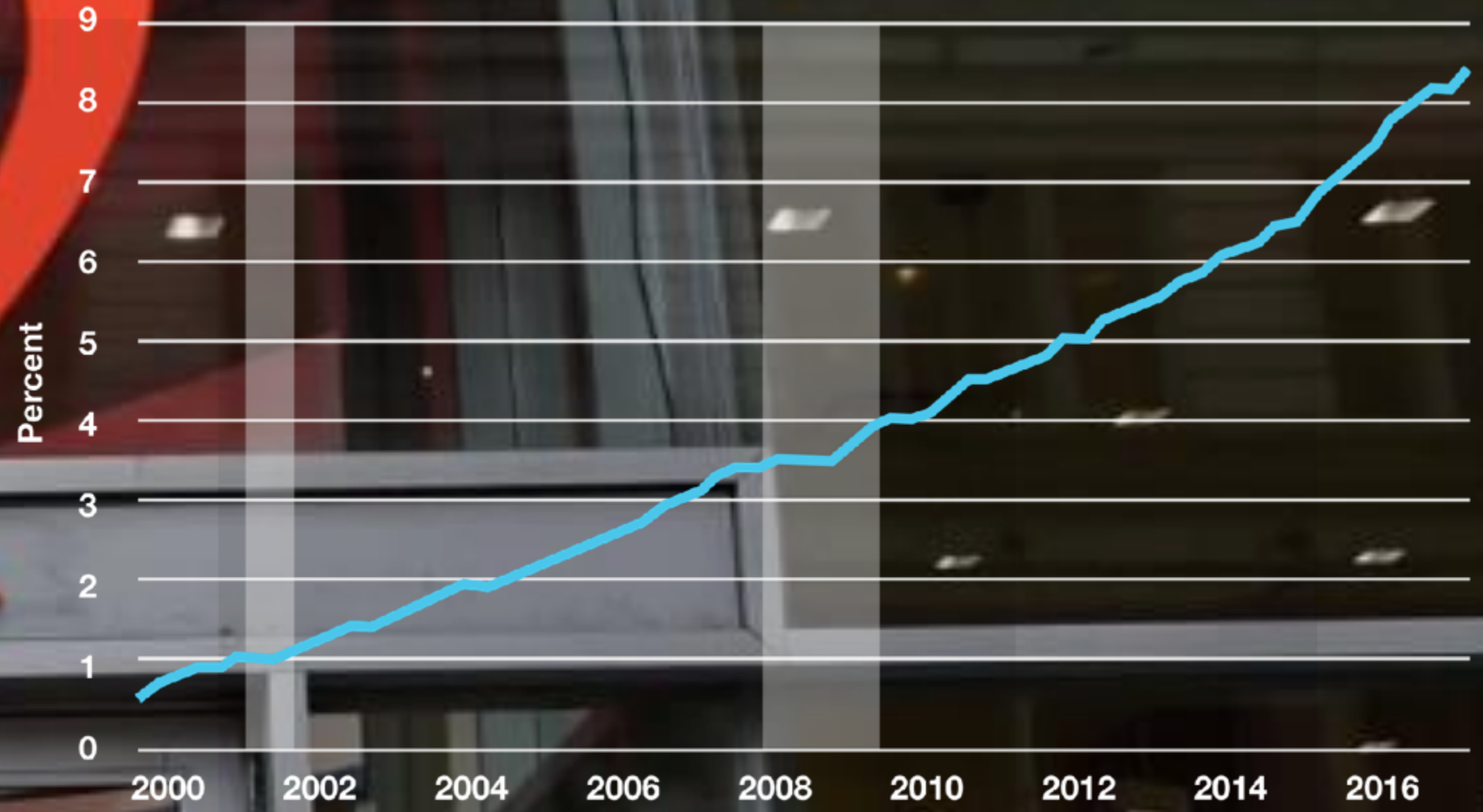
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OPPORTUNITY

Today brick-and-mortar still accounts for over 90% of retail sales but that is rapidly changing.



E-Commerce Retail Sales as a Percent of Total



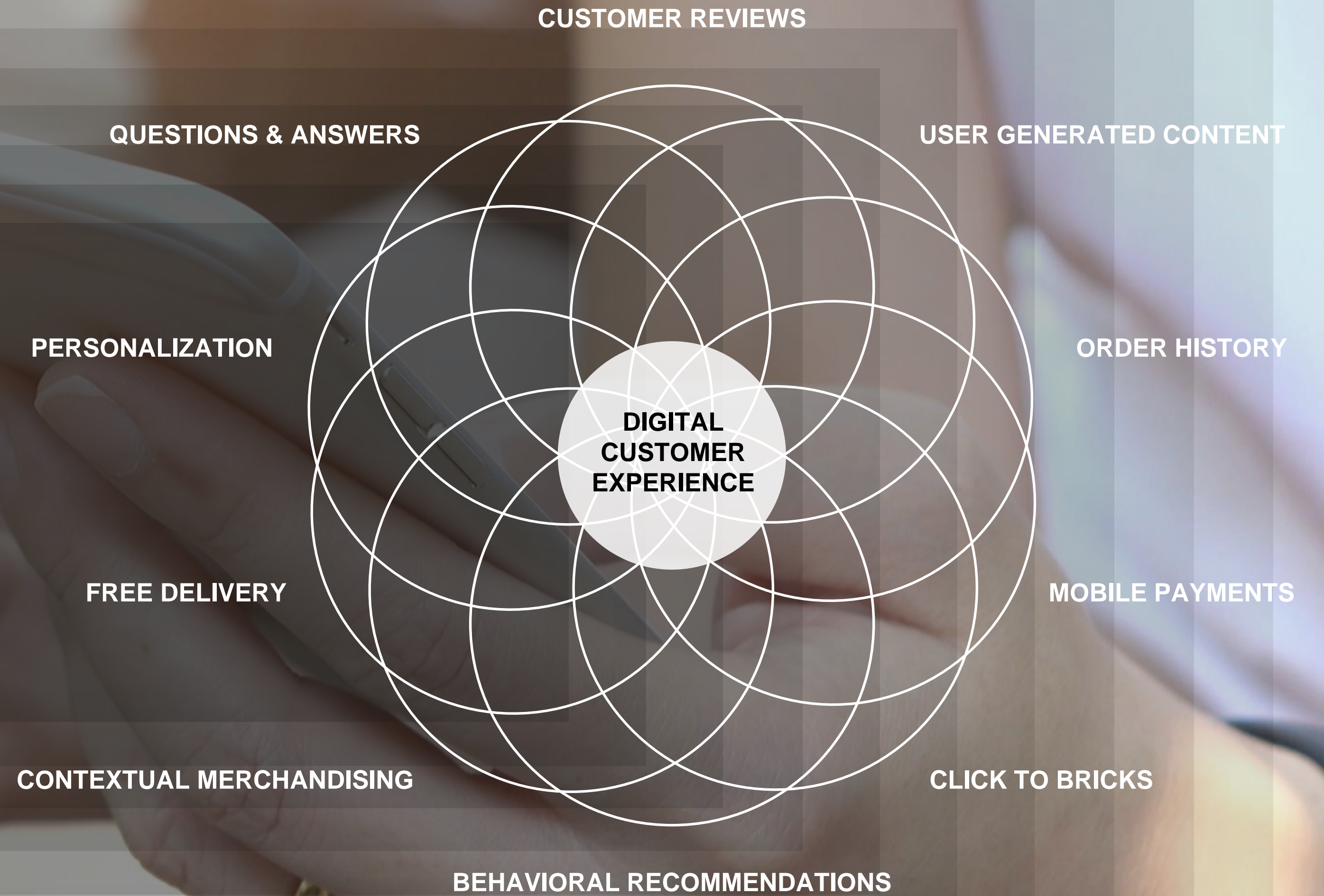
Source: U.S. Bureau of the Census
fred.stlouisfed.org

myf.red/g/eySQ

OPPORTUNITY

Online and mobile commerce has redefined consumer shopping expectations.

Brick-and-mortar retailers have been slow to adapt to the paradigm shift continuing to lose traffic.

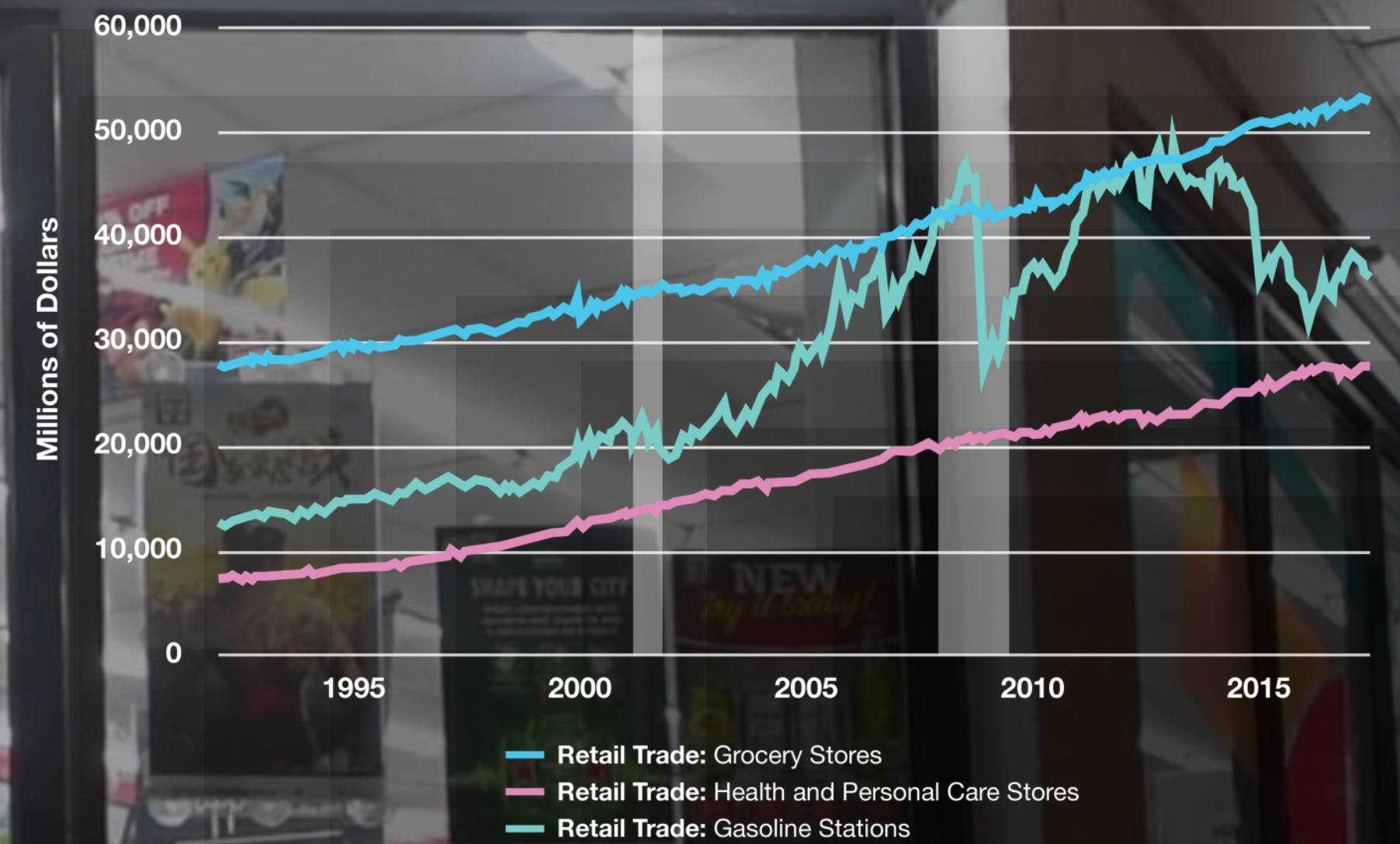


OPPORTUNITY

Despite this consumer change, grocery, drug, and convenience stores are still a \$1 trillion category and we believe ripe for a new reimagined consumer experience and business model.

\$1T
IN SALES

Grocery, Drug, and Convenience Retail Sales



Source: U.S. Bureau of the Census
fred.stlouisfed.org

myf.red/g/eyyR

OPPORTUNITY

Retail as we know it is under attack. Amazon is not only attacking brick-n-mortar sales but also stealing CPG trade marketing dollars that used to go to retailers.

“Amazon planning on opening 3,000 Amazon Go (stores) by 2021...” “...a move that could see the futuristic tech launched in Whole Foods”

— Bloomberg, Sept 2018
— Business Insider, Dec 2018

““Amazon is winning lucrative shopper marketing budget.”

”
— Digiday, May 2019

“Retailers like Walmart, Target, and Kroger which get paid by brands to place products in desirable locations within their stores are already losing business to Amazon.”

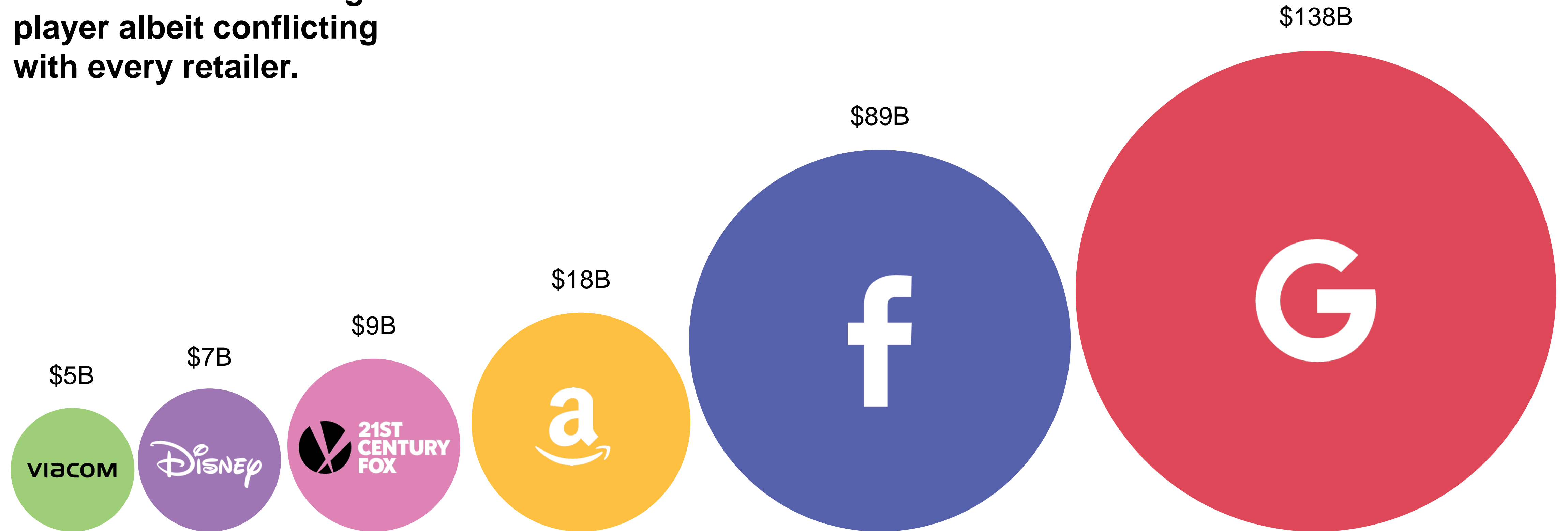
— WSJ November 26, 2018

What Amazon knows: ‘The war for retail will be won in groceries’.

— CNN Money. [Link To Article...](#)

OPPORTUNITY

Amazon is aggressively growing their ad business to become the 3rd largest player albeit conflicting with every retailer.



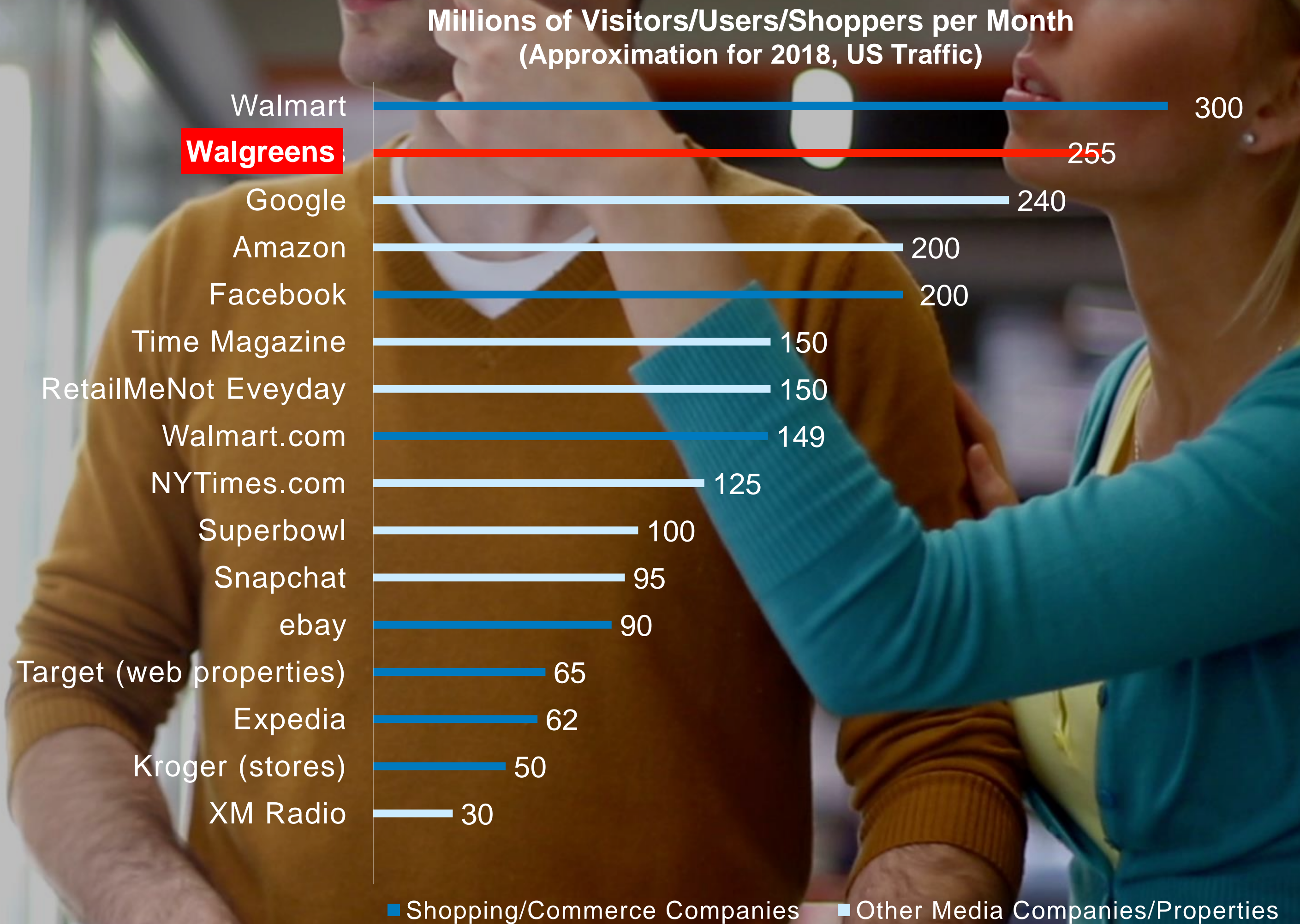
*Note: Amazon Revenue based on 60% growth rate
(Source: L2 + Gartner)

L2 Estimated 2019 Advertising Revenue Based on
Current YoY Growth Rates*

OPPORTUNITY

There is a glaring ‘white space’ need to offer a digital IN-STORE merchandising media platform and ad marketplace that will monetize the incredible number of ‘eye balls’ of consumers at the point-of-sale in brick-n-mortar.

More than 165 million people shop at a convenience store every day in the United States, and 83% of the in-store merchandise sold – food, snacks and beverages – is consumed within one hour of purchase, according NACS Convenience Tracking Program.



Source: Forrester Research

Note: Figures are estimates based on publicly reported data. Walmart only provides weekly traffic figures.

OPPORTUNITY

Cooler Screens platform will capture new out-of-store marketing dollars from Google, FB, billboards, etc. for our retail partners...

\$100B

OUT OF STORE

...and defend existing in-store marketing dollars from Amazon like threats.

\$250B

IN STORE

MISSION

We are transforming retail cooler surfaces into IoT enabled screens that deliver new marketing opportunities and smart merchandising for the ultimate shopper experience.



VISION

Cooler Screens is Creating the World's First and Largest In-Store Digital Media and Edge Computing Platform at the Retail Point-of-Sale



**Largest
platform of
in-store
shoppers**

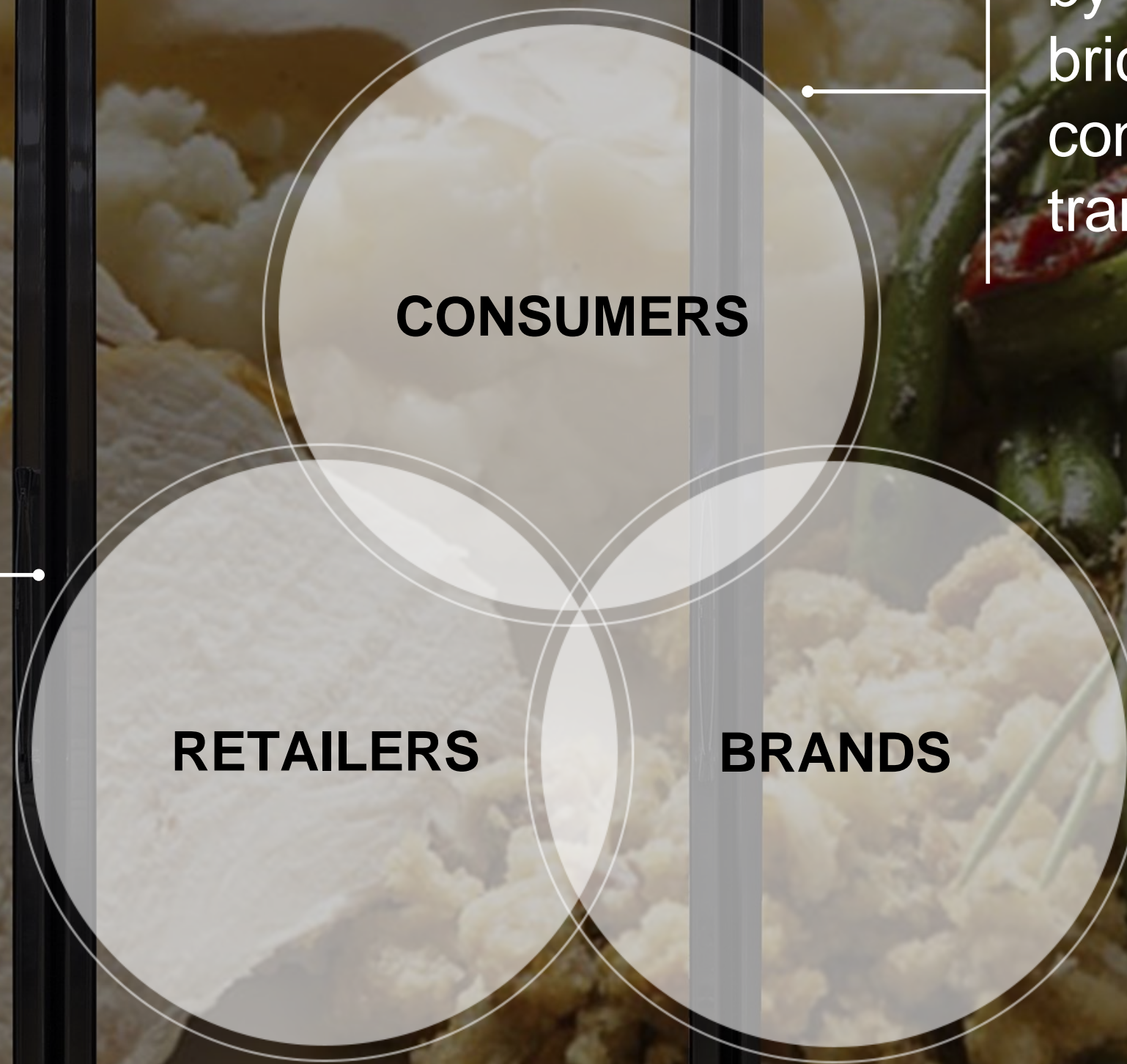
**Highest
quality of
in-store
shoppers**

**Most effective
marketplace
to drive
outcomes**

VALUE PROPOSITION



Enabling flawless merchandising, introducing new revenue generating media opportunities, and enhancing the shopping experience to meet the demands of digitally savvy consumers.



Reimagining the shopper experience by combining the power of digital into brick-and-mortar retail and providing consumer with clear choices, more transparency, and better information

Providing brands for the first time, a new platform to market their products at the point of sale, support them with real-time analytics and data to enable targeted advertising and drive marketing effectiveness through A/B testing

OUR STRATEGIC PARTNERS GIVE US SUSTAINABLE COMPETITIVE ADVANTAGE



Our exclusive partner and a global leader in refrigeration and food equipment solutions. Fortune 500 Company that controls 15 of 17 million retail cooler doors across the US.



Our strategic and equity partner powering Cooler Screens technology through the Azure cloud and AI. Our edge computing platform is a key part their retail strategy.

[Video](#) of Satya Nadella highlighting Cooler Screens at Microsoft Build 2019 Conference



World's largest manufacturers of display panels (BOE, under our exclusive contract) and electronics integrator (Foxconn) controlling more than 60% of global capacity



Cooler Screens will be a showcase customer of their 5G network. Verizon is a managed service and connectivity provider giving us a national service coverage within hours.

**MEDIA
PLATFORM**

**TRADING
PLATFORM**

**DATA
PLATFORM**

MEDIA PLATFORM

Our media platform delivers innovative merchandising and advertising solutions across a wide range of messaging and budget options to capitalize on the most important “3-5 seconds” of consumer impulse decisions at the cooler/freezer door.



MEDIA PLATFORM: Our portfolio of advertising products provide CPG brands a wide range of media opportunities

A cooler screen displaying a variety of Coca-Cola products. The top section features the Coca-Cola logo and a "Light for everyone" tag. Below, rows of products include Coca-Cola cans, bottles, and cans of Diet Coke, Next, and Coke Zero. The bottom section shows Sprite, Fanta, and other soft drinks. Prices are listed below each product.

A cooler screen displaying a variety of beverages. The top section features the Diet Coke logo and a row of Diet Coke cans. Below, rows of products include VIA water, ZICO water, and other beverages. The bottom section shows Coca-Cola cans and bottles. Prices are listed below each product.

A cooler screen displaying a variety of beverages. The top section features the smartwater logo and a row of smartwater bottles. Below, rows of products include smartwater, Fiji, Core, and other beverages. The bottom section shows smartwater bottles and other beverages. Prices are listed below each product.

A cooler screen displaying a variety of beverages. The top section features the Corona logo and a row of Corona bottles. Below, rows of products include Corona, Modelo, Bud Light, and other beverages. The bottom section shows Corona bottles and other beverages. Prices are listed below each product.

A cooler screen displaying a variety of frozen pizzas. The top section features the Totino's logo and a row of Totino's Party Pizza boxes. Below, rows of products include Totino's Party Pizza, DiGiorno Traditional Crust, and other frozen pizzas. The bottom section shows Totino's Party Pizza boxes and other frozen pizzas. Prices are listed below each product.

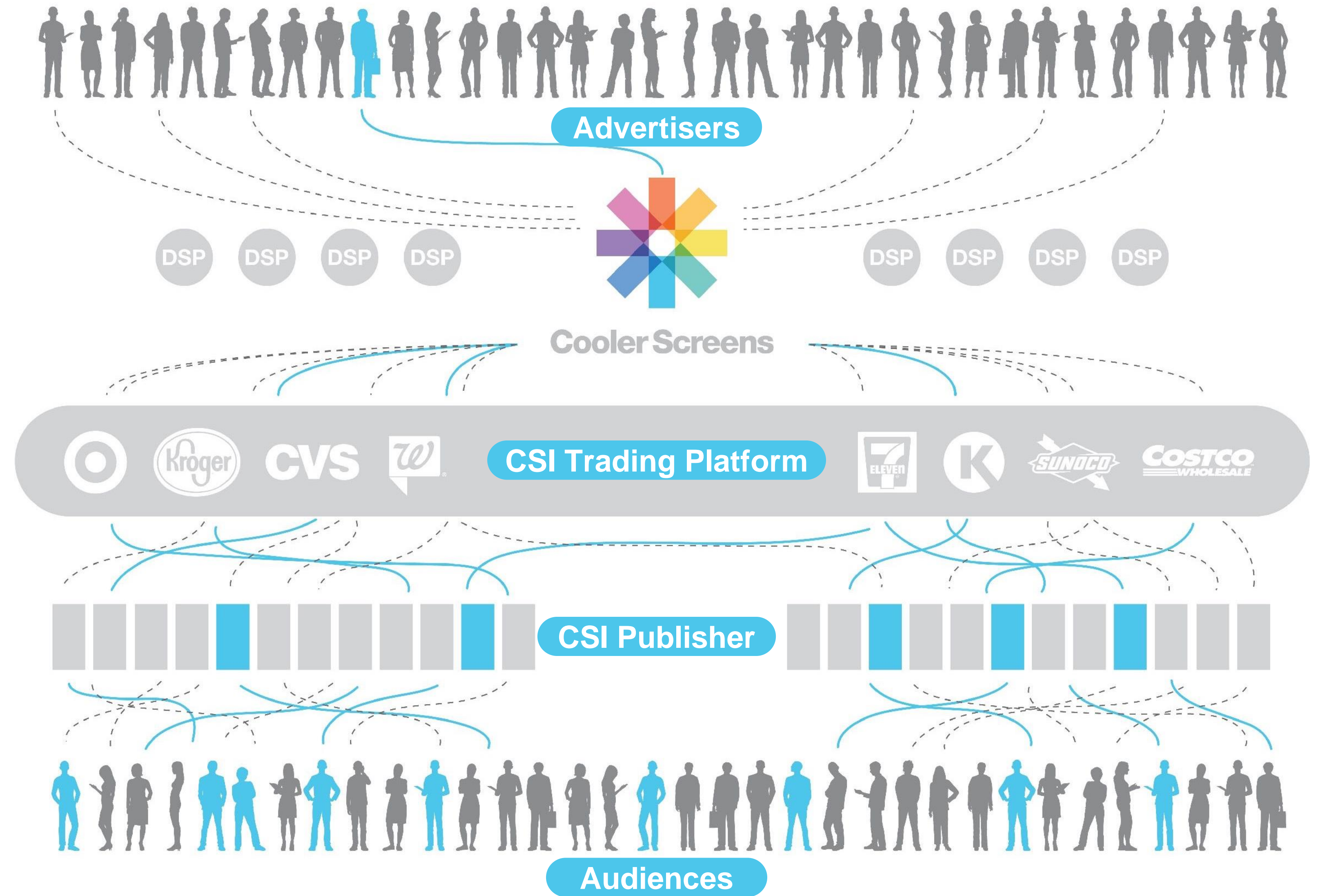
TRADING PLATFORM

PERFORMANCE
SPEAKS

TRADING
PLATFORM

AD TRADING PLATFORM / DIGITAL MARKETPLACE

Available advertising inventory would be pooled and dynamically sold to brands within an online marketplace allowing planned upfront commitments and spot inventory real-time bidding auctions.



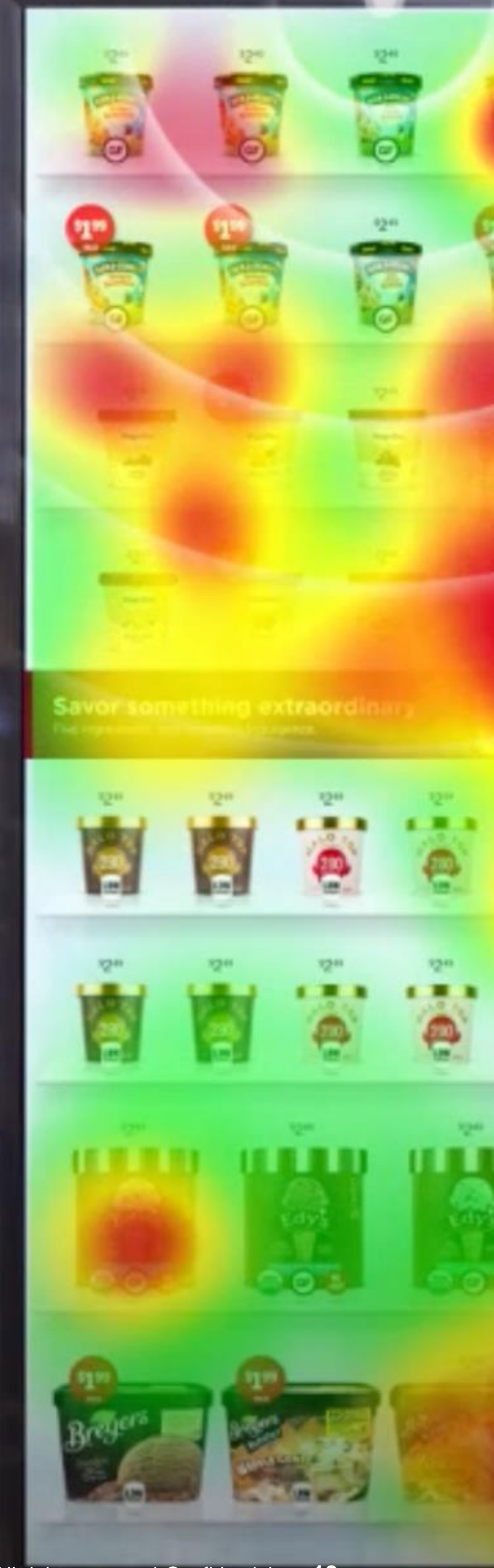
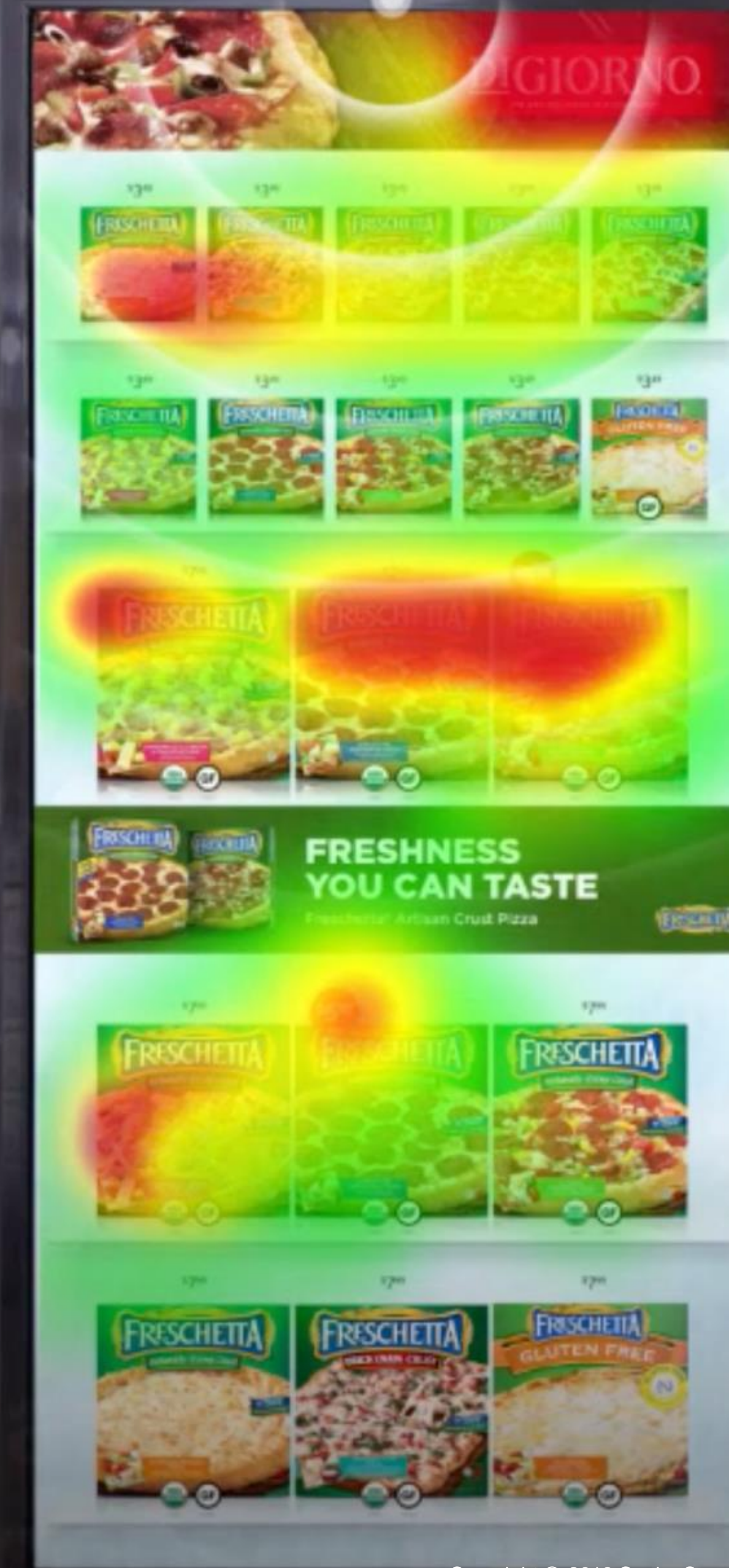
DATA PLATFORM

**DATA
PLATFORM**

DATA PLATFORM

With digital displays, brands and retailers can real-time test advertising products, packaging and planograms by real-time consumer analytics and with significantly less investment or risk.

- Creative Messaging & Merchandising
- A/B Test Advertising & Promotions
- Product Design Testing
- Product Placement Performance
- Local/Regional/National Strategies



BUSINESS MODEL

1

**CREATE DIGITAL
MEDIA AND
MERCHANDISING
PLATFORM WITH
RETAILERS**

2

**MONETIZE THE
PLATFORM BY
SELLING AD
INVENTORY AND DATA
TO CPG BRANDS**

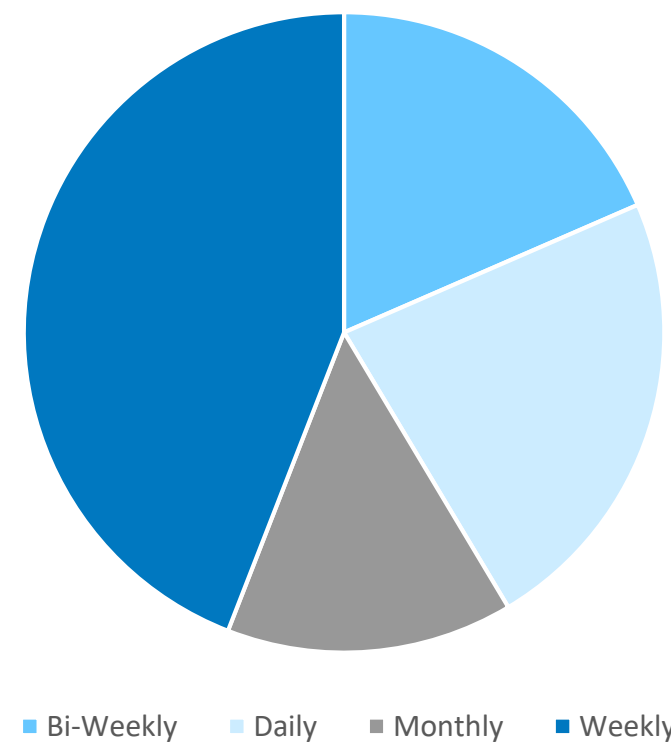
3

**SHARE AD
REVENUE WITH
THE RETAILERS
ALIGNED TO THEIR
INVESTMENT LEVEL**

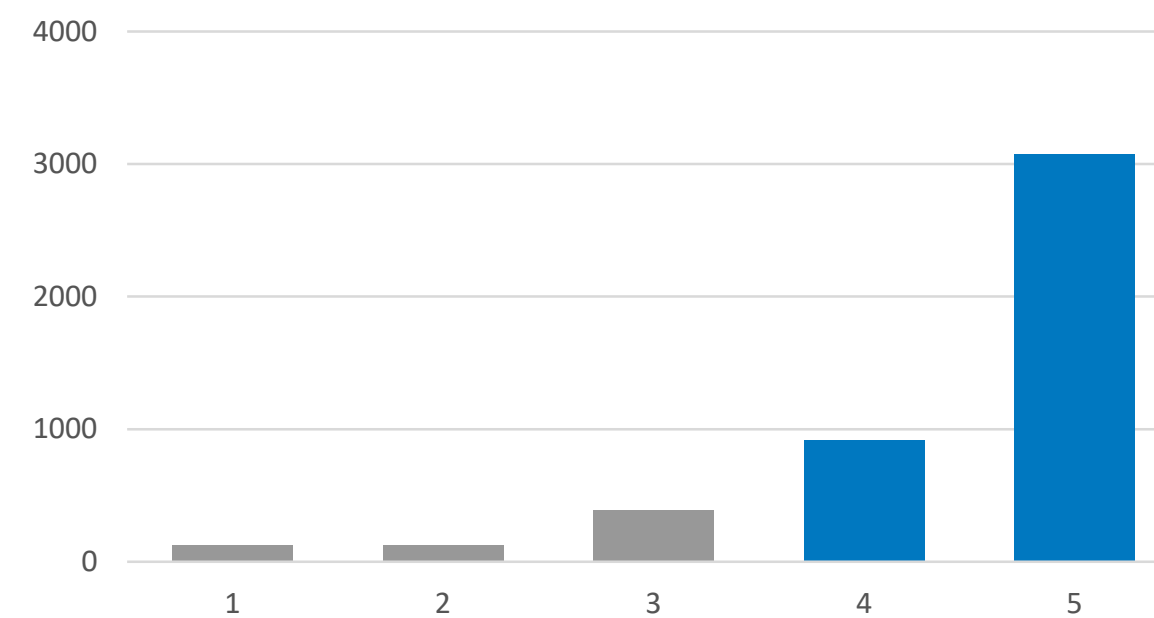
Consumer feedback from Retailer Pilots has validated Cooler Screens value proposition; 80% of the consumers had a positive experience, 13% were neutral, and only 7% had a negative experience.

Overwhelming positive consumer feedback based on 5,700+ intercept surveys collected by 3rd party (Look Media LLC)

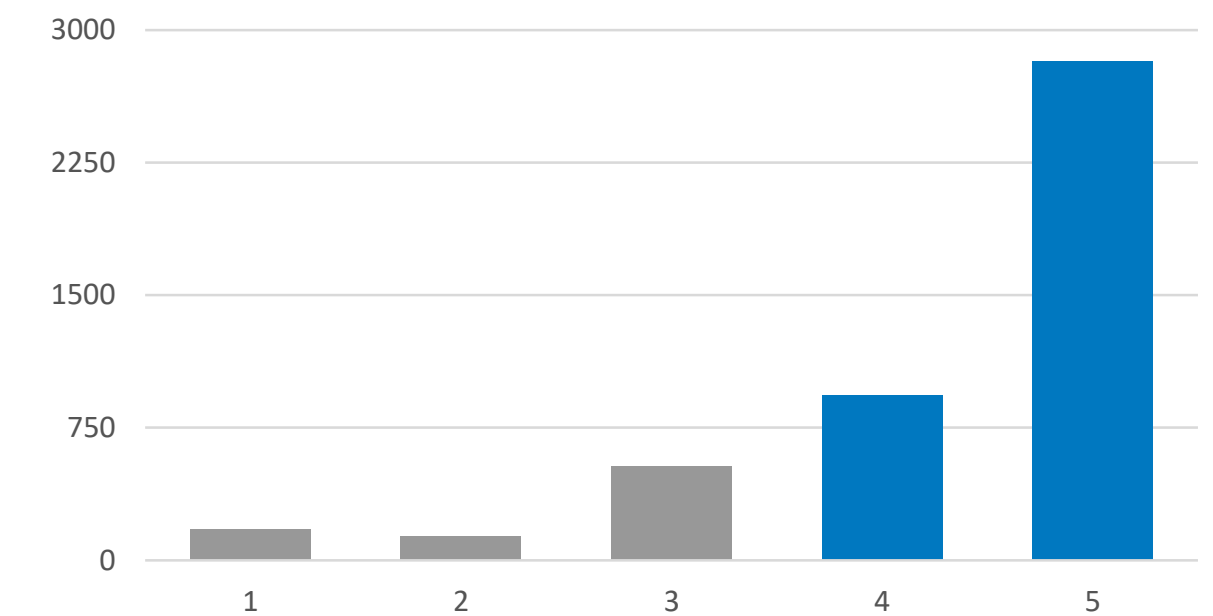
Shopping frequency of survey participants is indicated below.



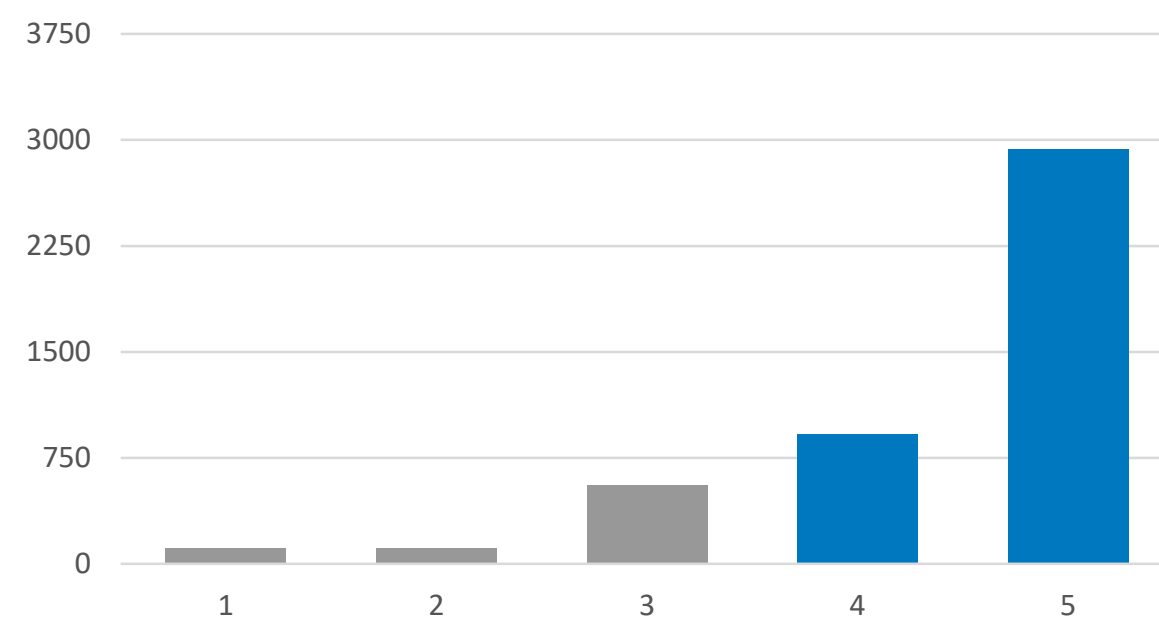
86.4% Agree to Strongly Agree that the new coolers make it easier to find the items they are looking for.



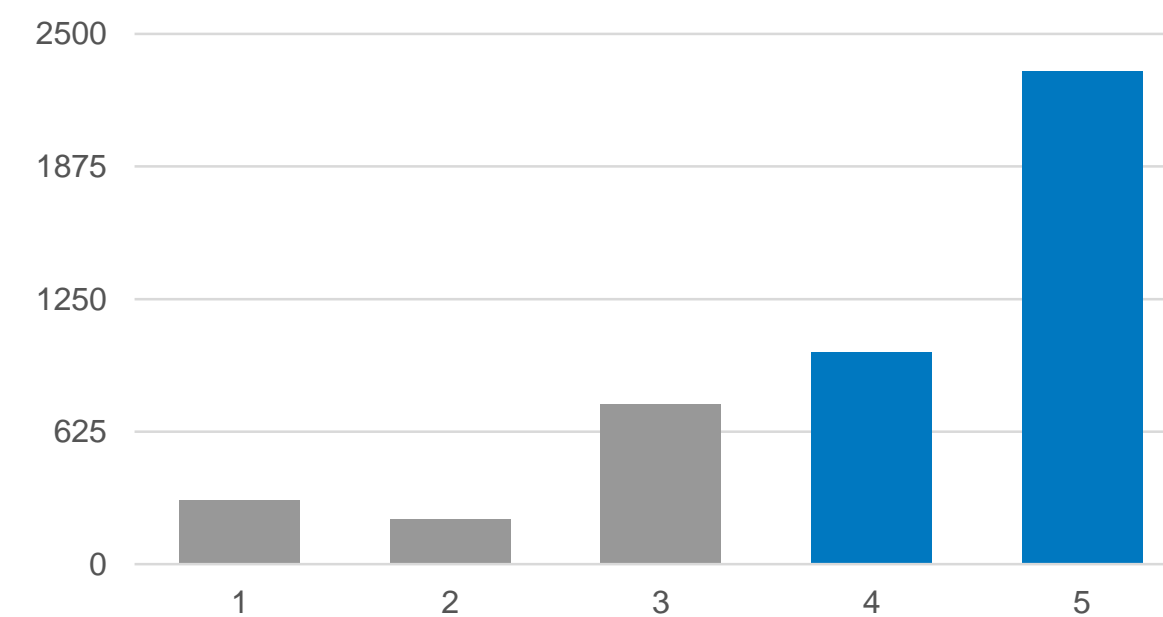
81.58% Agree to Strongly Agree that products in coolers seem more appealing.



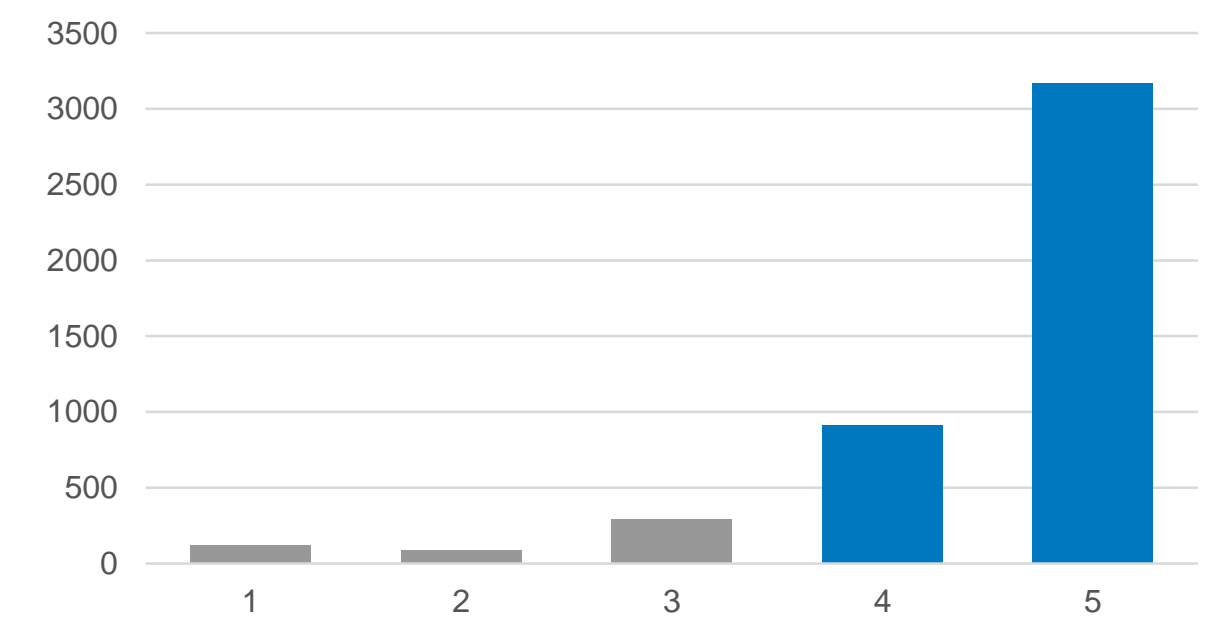
83.15% Agree to Strongly Agree that the cooler sections are easier to find.



72.44% Agree to Strongly Agree that they prefer the digital doors to the traditional doors.



88.96% said they Agree to Strongly Agree that Walgreens seems more innovative because of the coolers.



Cooler way to shop. Cooler future.