

Adverto

CHANGE THE WAY YOU REFUEL

PRESENTED BY VERN BRICKMAN



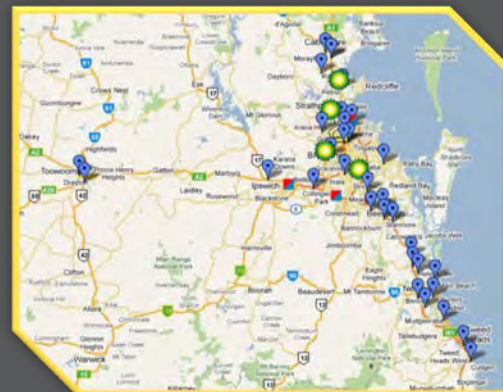
History of Adverto



Before Adverto was founded Vern and a small group of investors Founded PumpTV. Designed as a forecourt focused TV style advertisement network. It quickly grew into the largest DOOH network at the time, with over 120 sites across Australia. In 2012 Vern and the investors sold Pump TV's network to the Hoyts Group. That original network operates as Val Morgan Outdoor to this day with around 300 sites.



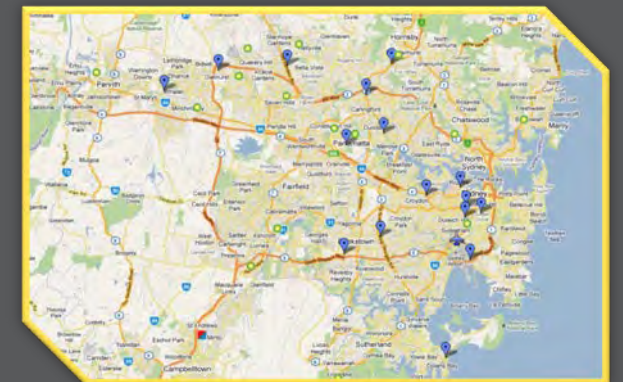
Queensland



Melbourne



Sydney



Technology Partners

Adverto selects its strategic partners carefully so that we can develop the highest quality of Products and solutions engineered to last.



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Engineering Solutions

Adverto works closely with its Partners, Resellers and End Clients, to engineer a unique tailored solution to meet each clients need.



Collaborative Projects

Adverto's Team can provide the engineering to help manufactures to supplement gaps in technologies and market knowledge. Engineering products ready to meet market demands.



Innovative Solutions

Caltex's trial had found that rebranding and changing up the business model and by digitizing their onsite advertisements. Sales increased by an average of a 30-40%*.



THE FOODARY



*Source: Caltex Half Year Results 2017

Retrofitting Media Hardware

By investing in the research and development of enclosures, hardware and unique software to drive hardware. Adverto engineered solutions enable the fuel retailer more ways for a customer to be able to interact at the pump driving up sales.





UniTopper™ —fixed

- 15.6" Touch Screens @ 600nits
- Aluminum Housing
- IP65 Enclosure
- Industrial Grade -40 + 85c
- In-built Cameras
- In-built NFC Payment ready
- Dual Stereo Audio
- Wireless AC
- Independently control computers
- Windows or Linux Ready



UniTopper™ -twin

- 21.5" Touch Screens @ 1500nits
- Aluminum Housing
- IP65 Enclosure
- Industrial Grade -40 + 85c
- Side/Top/Bottom mount options
- In-built Cameras
- In-built NFC Payment ready
- Dual Stereo Audio
- Wireless AC
- Independently control computers
- Windows or Linux Ready

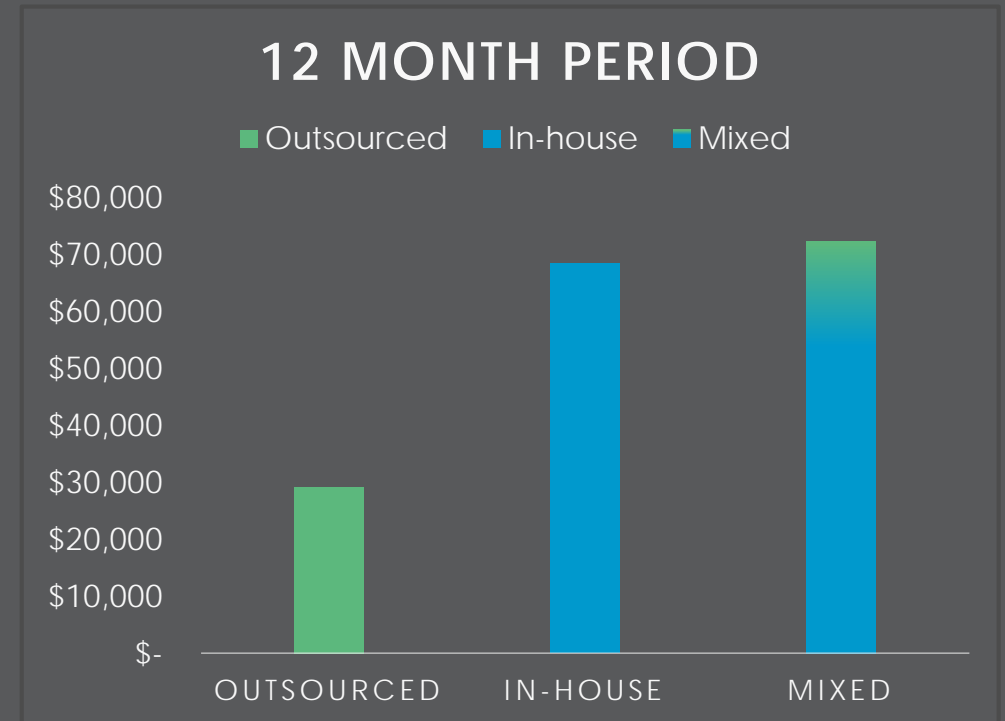
Advertisement Models

The traditional advertisement model is to sell to a Media Broker where they handle the advertising giving the retailer a percentage return on advertising space sold. This is generally between 10-20%. Ten years ago this would net a retailer between \$20-30,000 a year per site. Today we are seeing a return of under 5 thousand a year per site in Australia.

“While non-fuel sales made up less than 20 per cent of total revenue in 2013–14 they contributed over 40 per cent to retail sector net profits”

- Australian Competition and Consumer Commission

An average petrol retailer customer base is **15,000** every month. If just 5% of this customer based buys an extra bottle of water and can of coke. Over a 12 month period a retailer can see a return of **\$64,000 AUD** a year in profits. This would mean a retailer can have a ROI of under 10 months on a average cost of a site setup.



In-store Sales (Print Vs. Digital Media)



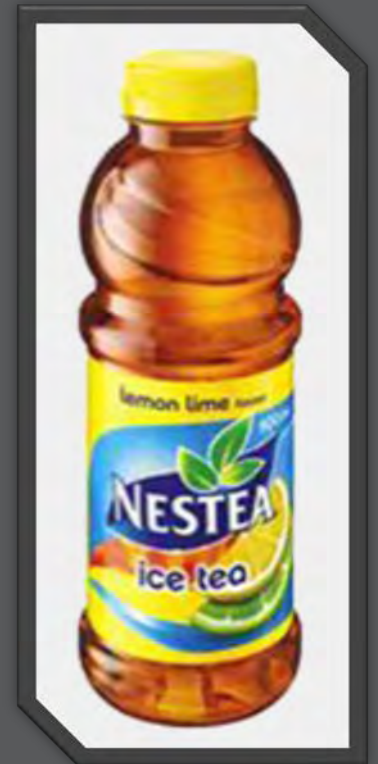
48%



80%



241%



28%



53%



* Data Source: McNairs Ingenuity; Australia – All sales data was appraised by a independent contractor



StratosMedia utilizes ground breaking platforms and media technologies to capture data in absolute real time and to deliver creative and interactive media content at the highest broadcast quality via a cloud-based infrastructure with an outstanding user experience.

- Scheduling (Time/Day/Date) of Content
- Synchronized Site Wide Videos
- Centrally controlled Cloud CMS
- Interactive Content
- Database Integration – Local Network/Cloud
- Facial Analytics
- Advanced Reporting Features

Do-It-Yourself Advertising

Stratos CMS was designed with you in mind, With an easy-to-use web interface with drag and drop user interface. If your own staff can make a PowerPoint Presentation. They can make a advertisement campaign in the Stratos CMS.

No more having to outsource to marketing agencies or expensive print houses.

Just create and deploy. Simple.

Keep up to date on those campaigns StratosMedia's detailed reporting toolset, allows real-time analytics and custom reporting on all content, campaigns and devices, as well as user activity on kiosk applications. Reports can be generated in real time or historically. Enabling quick and decisive decisions on content effectiveness and measured results.



Order @ The Pump

StratosMedia's engine driven on Adverto's hardware enables the fuel retailer to interact with the customer while still at the pump.

Allowing the fuel retailer to encourage purchases before the customer has to enter the store helping make a decision for them.

The customer benefits by having the convenience of ordering discount bundles or order food that needs to be prepared for the customer.

This gives the customer the feeling of receiving both a bargain and not having to waste time waiting for a coffee to be made to their preferred taste.



Targeted Marketing with Vision Analytics

Stratos detects a person in under 200ms and we can compute age and gender in just over 1 second.

The tracking technology maps a person from all angles - we don't just look at faces, we look at the 3D space.

Measure engagement by tracking distances and movement within the field of vision and identifying a path of entry and exit



Future Developments

Utilizing Stratos's advanced Vision analytics suite. That has been used for targeted advertising.

Adverto and StratosMedia are working together to help reduce repeat drive-offs from the forecourt.

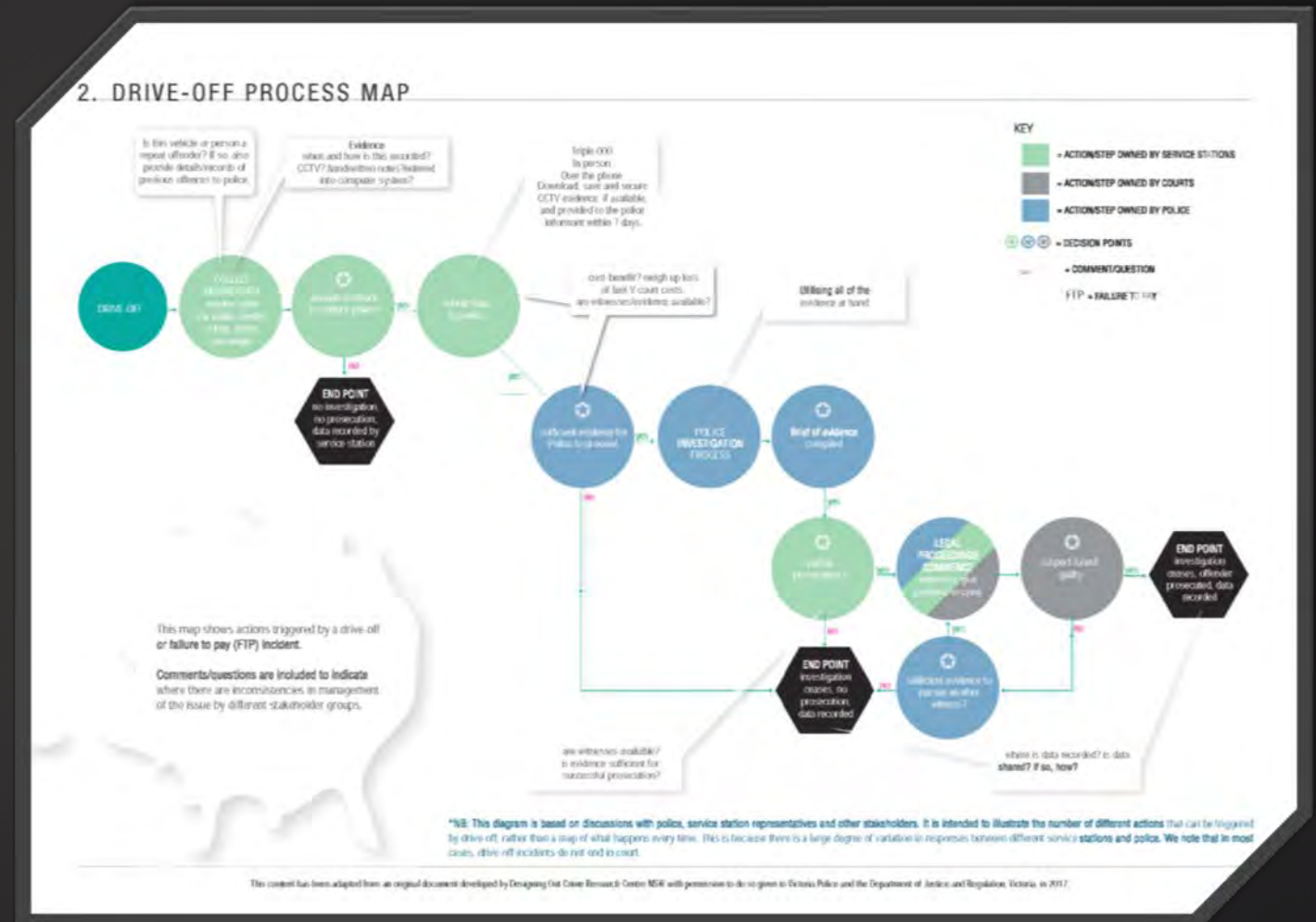


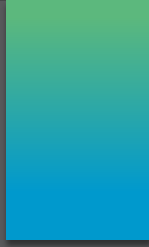
Victorian Police Drive-Off Flowchart 2017

Since July 1st 2013 All Drive-offs in the state of Victoria are no longer criminal offence unless there is clear evidence of criminal intent.

This was an exercise to save money on the limited Police resources.

Saving up to 18000 hours a month of Police time





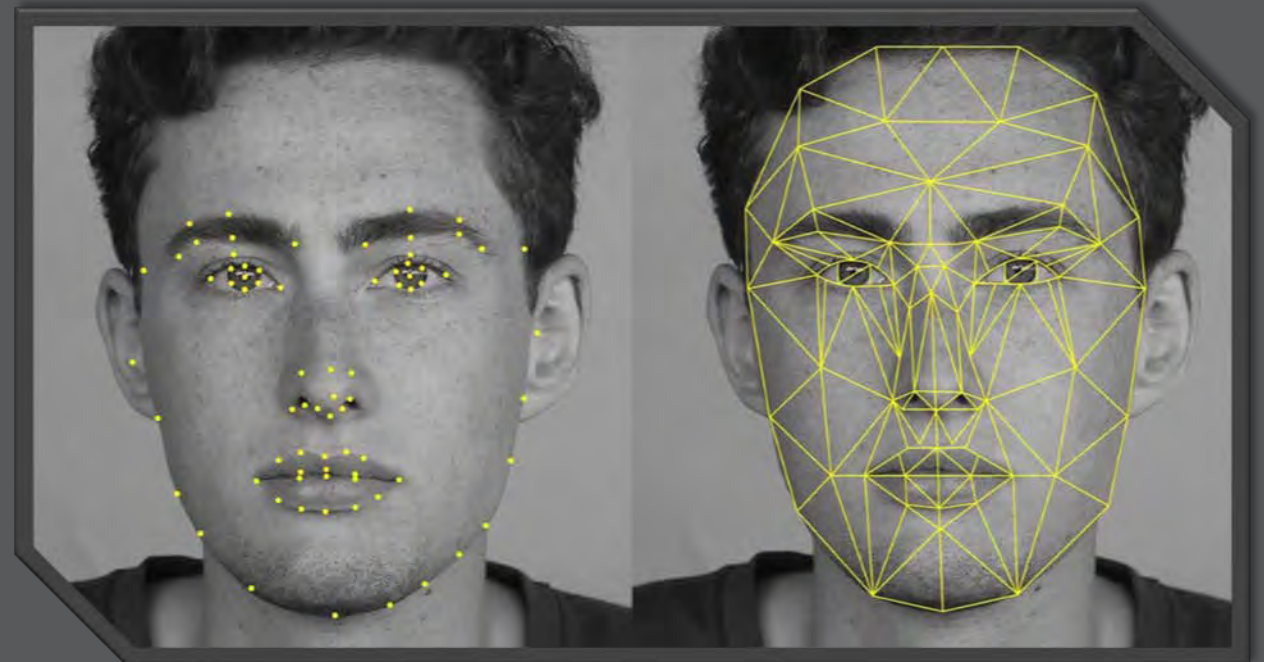
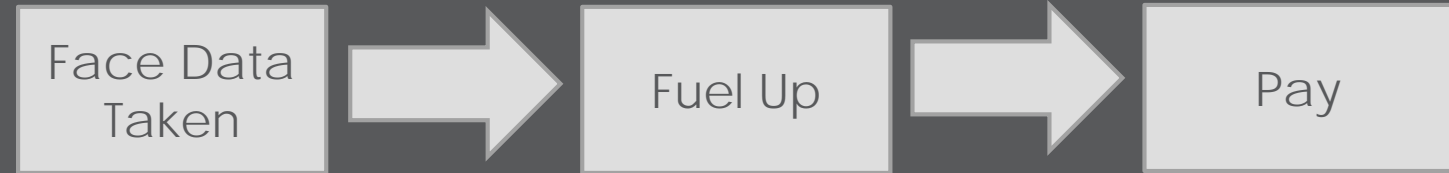
Facial Recognition

As fuel prices around the world increase so do the number of drive-offs.

This increase the strain on budget strapped government agencies to police these drive-offs.

Leaving the fuel retailer little options to recover that lost revenue.

To help retailers protect their income streams Adverto has been working towards using Facial Recognition technology's to eliminate the need to switch to a pre-paid system allowing the forecourt to still flow at the same pace whilst decreasing the risks associated with Post-pay.



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