

# Adverto

CHANGE THE WAY YOU REFUEL

JUNE 2018



## Company Profile

# History of Adverto



Before Adverto was founded. Adverto's Chairman, Vern and a small group of investors founded PumpTV in 2008. 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 PumpTV's network to the Hoyts Group. That original network operates as Val Morgan Outdoor to this day with around 300 sites.

In late 2012, Vern with some, old and new investors established Adverto Pty. Ltd. With an aim to take the technologies and marketing experience learnt with PumpTV to the world.

Since its foundation Adverto has and continues to work with leaders in the petroleum retail market.

Some of the past those collaborations include projects on integrating media screens into the fuel dispensers for the likes of Tokheim, Gallagher and Tatsuno Europe.

In 2016 Adverto had seen a move away from retailers wanting a traditional advertisement network that sold advertisement space and wanted to be able to market not only their own goods and services but also to interact with the customer.

Adverto took on this task to develop a next generation universal retrofit media topper. To meet the changing needs of the retail market.

# About Us

Adverto's mission is to bring the latest innovations in digital signage technology to today's petroleum retailer.

Our technology enables those retailers to maximize their return of goods and services. Whilst being able to protect revenue streams external sources.

We are Adverto, a small company with big ideas and bigger goals. At Adverto we look towards the future. By using the latest technologies from around the world. Display technologies for medium sized sunlight readable touch-screens that will work with gloves. From low to high temperature, small form factor industrial grade computers. To integrating cameras and payment system hardware into our custom built enclosures.

We ensure that every product we engineer meets the highest possible level of quality and withstand the test of time.

For this reason, Adverto selects its strategic partners carefully so that Adverto can continue to develop and provide the highest quality of products engineered to last.

## Technology Partners



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# The Adverto Family

Adverto's management team benefits from a makeup of diverse individuals from many fields of technology, production and leadership.

## Vernon Brickman

### Executive Chairman

Vernon better known as Vern, is a seasoned entrepreneur having started his first company at age fifteen. Vern has built, grown and managed many successful businesses throughout his forty years as a professional entrepreneur. As the Founding Director of PumpTV, Vern took the concept of a Digital Forecourt TV network and grew that network to more than 130 sites leading to the Val Morgan acquisition of the network in 2012. Feeling that there was more to do to be done with digital media at the pump. Vern and a small group of investors started Adverto in 2013.

## Greg Clark

### Executive Director

Managing director of two successful manufacturing businesses. Greg brings his extensive knowledge and experience in production management and the manufacturing of aluminum and glass products. This ensures that Adverto's products are of the highest quality down to the last detail.

## Peter Hudson FTSE PhD

### Executive Director

Peter has a Phd from the university of Cambridge UK. With a seasoned career in the development and management of Australian companies focused on biotechnology spanning the last 30 years. Peter left CSIRO in 2008 to become CEO and CSO of Avipep Pty Ltd. Most recently co-founded CarTherics Pty Ltd as a spin-off from Monash University in 2015. Peter brings a wealth of commercial development expertise and managerial excellence to Adverto.

## Alex Smith

### Vice President for Research and Innovation

Another serial entrepreneur starting his first business before the age of ten, reselling imported video games and accessories. Later Alex turned his attention to his other passion IT. Helping establish several small retailers before moving onto enterprise support eventually helping found several datacenters in Australasia. Alex brings a wealth of knowledge to the team in his understanding of technology and that change is inevitable and that quality is remembered.



# Engineering Solution

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

Weather that solution be our own Custom-Built enclosures designed to be retrofitted to fuel pumps. Entrance way or in-window displays. To screens or video walls inside the convenience store.

Our solutions are engineered for the petroleum retailer to maximize returns.



# 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.

in 2014 Gallagher Fueling Systems brought Adverto's team in to engineer an integrated media screen that could be housed within their fuel dispensers. This collaborative project helped Gallagher Fueling Systems to provide the option at sale of their most popular series of fuel dispensers directly to the retailer to display media rich content.



# Innovative Solutions

In 2016 Adverto was approached by a software company known as Engagis on behalf of Caltex Australia. This was to provide hardware for an 'at the pump' ordering system to be trialed at a new concept store.

Adverto supplied the hardware for the trial retrofitting a soon to be retired model to be touch enabled for the trial. At the end of the trial Caltex had found that rebranding and changing up the business by digitizing their onsite advertisements and sales they had archived a 30-40% increase in sales\*.

\*Source: Caltex Half Year Results 2017

## THE FOODARY





# Retrofitting

Adverto's products are engineered to be retrofitted to almost any fuel dispenser out in the marketplace today.

In late 2016 Adverto undertook the challenge of developing a new retrofit unit that could meet the needs of the market now and into the future.

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

## UniTopper™





# Software

While Adverto's Hardware is not locked to a specific Operating System or software package, Adverto's Software partner StratosMedia provides the software engine that can take full advantage of our unique hardware solutions.

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.



# Adverto Pty Ltd

Established 2012

**Australian Business Number**  
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