

INTRODUCING IndoorMedia's Checkout Receipt Programs

By: IndoorMedia, an RTUI Company

IndoorMedia, an RTUI Company, the industry leader in receipt-based advertising for 30 years, is introducing a new advertising platform to drive your sales. Our network of supermarket chains represents 9,400 stores and provides national brands with a mass reach, a cost efficient in-store marketing vehicle.

Programs Include: IndoorMedia's

receipt**COUPON**™
 receipt**PROMOTION**™
 receipt**AD**™



Supermarket Network of 9,400+ stores from Leading Retailers



Program Benefits

- Tremendous brand exposure with sustained marketing activity
 - Generate over 1 billion impressions in a 13 week period
- Multiple promotion and advertising options to support Key Brand Initiatives
 - Offer coupons to drive trial
 - Cross reference DIGITAL to drive shoppers to website
- Supports retailer's value to the shopper
- Delivers Scale
 - Reach up to 70% of U.S. Households with over a billion impressions quarterly with efficiency.

"In-store's broadest reach vehicle touching every shopper"

Shoppers Want More Offers on the Back-of-Receipt:

*Recall is high

- 88% of all shoppers surveyed recall seeing back-of-receipt offer
- 83% of Millennials recall seeing back-of-receipt
- 82% of Hispanics recall seeing back-of-receipt

*Shoppers are favorable to back-of-receipt offers

- 80% are interested in a back-of-receipt offer
- 60% say they would use a receipt coupon on the next shopping trip
- 66% said back-of-receipt offers would be easy to use
- 59% said more favorable to brands that did back-of-receipt offers

* Source: Back of Receipt consumer Survey , Shopper Survey 2017/18

• Execute Shopper Marketing or Regional Programs

- 1 Select stores by grocery chain or region
- 2 Build store list based on store demographics

* Ads are mock-ups and shown for illustration purposes only.



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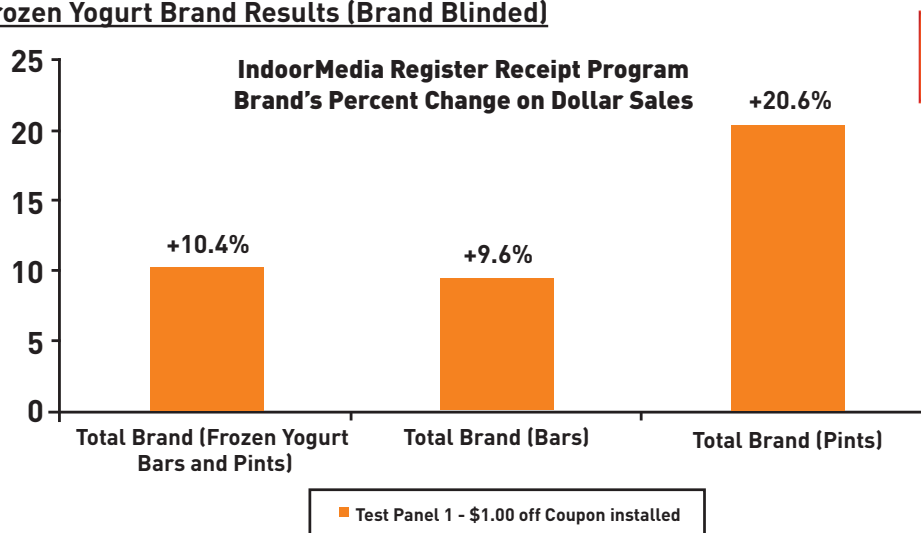
IndoorMedia Drives Up to 21% Sales Lift

GfK/IRI Matched Panel Show Strong Sales Lift for Frozen Yogurt Brand Using Register Receipt Marketing Program

IndoorMedia, the leader in register receipt promotional marketing with a grocery network of 9k+ stores, announced results of first matched panel test.

The test resulted in an increase of 10.4% in dollar sales for the total brand, partly driven by newer pint sizes, up to 20.6%

**RTUI's Register Receipt Advertising Effect On Dollar Sales
Frozen Yogurt Brand Results (Brand Blinded)**



Benefit:

- Scale: Over 9k+ grocery store network (Kroger, Safeway/Albertson's, Ahold ++)
- Drive shopper loyalty for retailer
- Increase market basket size and shopper pantry loading
- Drive Incremental Sales for some or all of your brands!

***ACT NOW! Introductory rate and matched panel test available
Every shopper gets handed receipt generating tremendous awareness!***

Shoppers Want More Offers on the Back-of-Receipts*:

- 95% of consumers save their receipt
- 88% recall seeing an offer
- Shoppers are more loyal to brand/loyal to retailer!

* Source: Back of receipt consumer survey, Numerator, December 2018 and July 2017; total sample 584;