



REACH CONSUMERS WHERE THEY SHOP

Reach consumers in thousands of convenience, grocery, liquor and tobacco stores throughout the USA

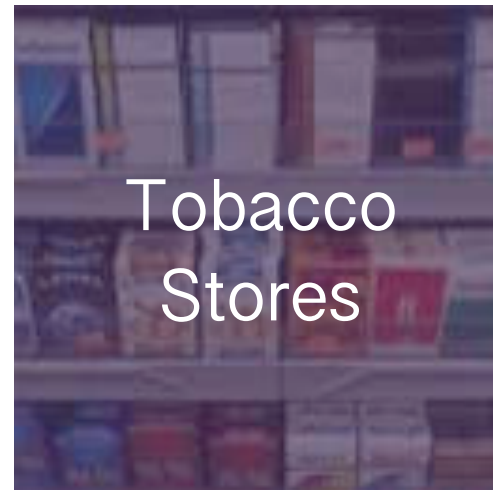
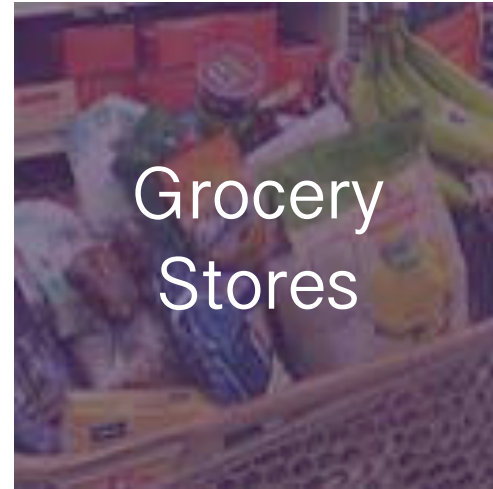
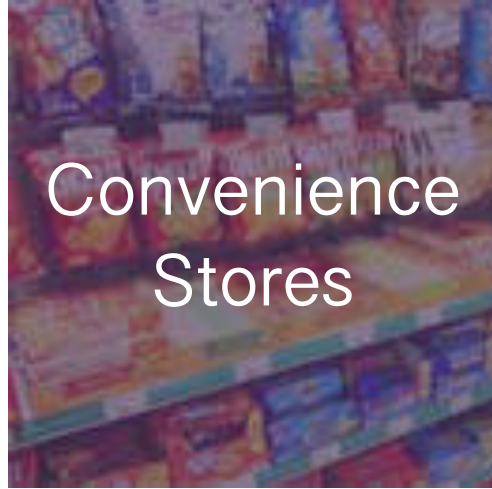


Some of Our Advertising Partners:





Reach your target audience





Proven benefits of Digital Out of Home (DOOH) Advertising



Brand
Loyalty



Customer
Retention



Sales
Lift



Ease of Campaign
Activation

The rise of convenience culture



FACING INCREASING DEMANDS, CONSUMERS SEEK FRICTIONLESS
SOLUTIONS TO SIMPLIFY THEIR BUSY LIVES

Convenience Culture = On Demand



\$242 Billion

non-fuel annual sales



45%

consumers spend 3 mins. in store



1 Minute

average checkout time



65%

purchased items consumed immediately

BUILT FOR TODAY'S ON-DEMAND LIFESTYLE, CONVENIENCE IS A RELIED UPON ASSET (hyphen?)



Convenience Trends

C-Stores are predicted to be ranked #3 in retail spend by 2021, behind supermarket and ecommerce

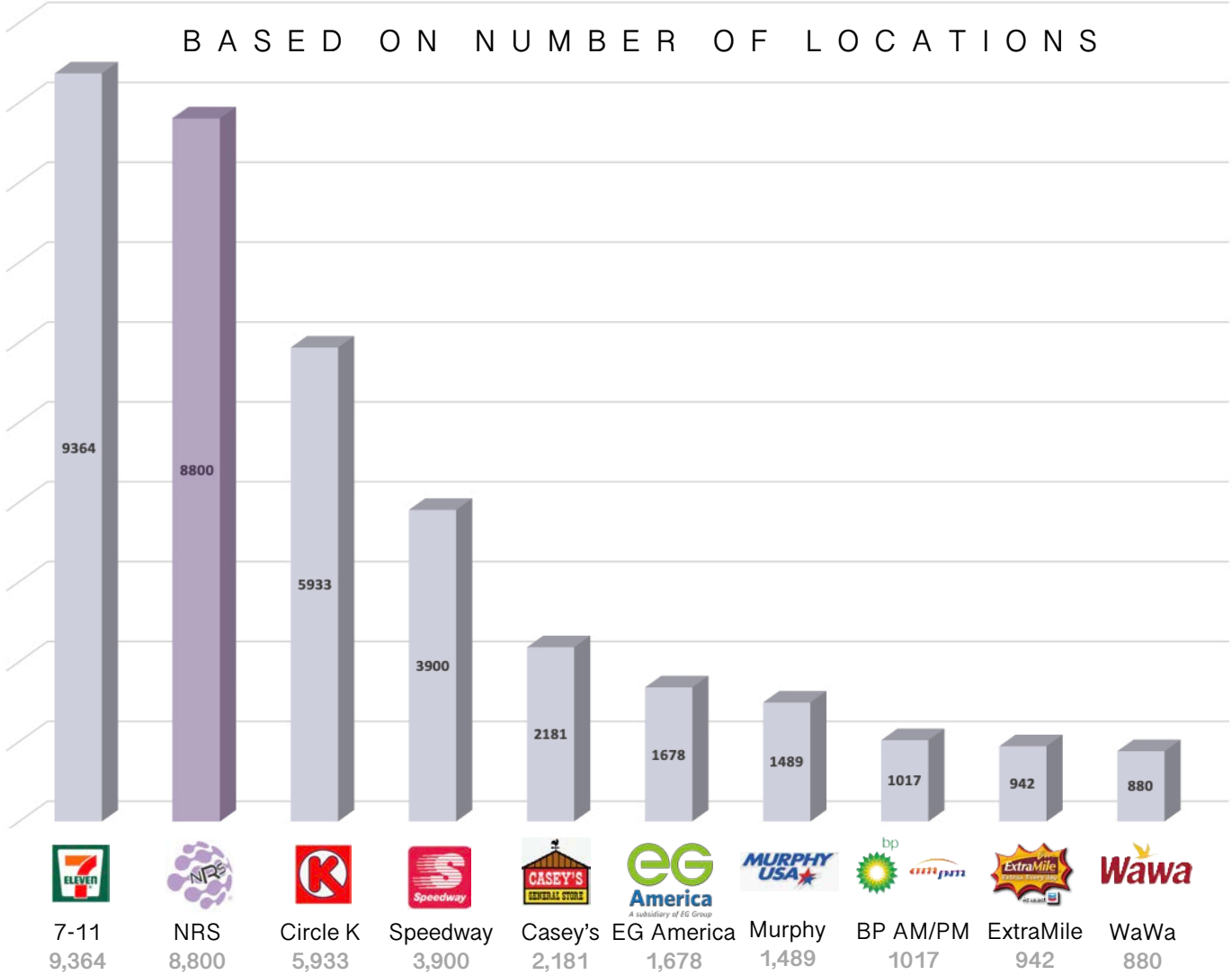
Smaller format convenience stores now account for 25% of fast-moving consumer goods and 70% of all shopping trips

Millennials prefer C-Store +5% points above any generational group and only 1% behind ecommerce sites like Amazon

Sources:

- Nielsen How U.S. Convenience Stores Can Stay Ahead of the Retail Pack, Convenience Store News What Millennials Want From Their C-Store Shopping Experiences, Nielsen "The Quest for Convenience"

NRS ranks as second largest c-store network



Source: CSP Daily News 2020 Ranking the Top 40 C-Store Chains

Static, Animated & Video Ad Media Opportunities

8750+

USA LOCATIONS

400+

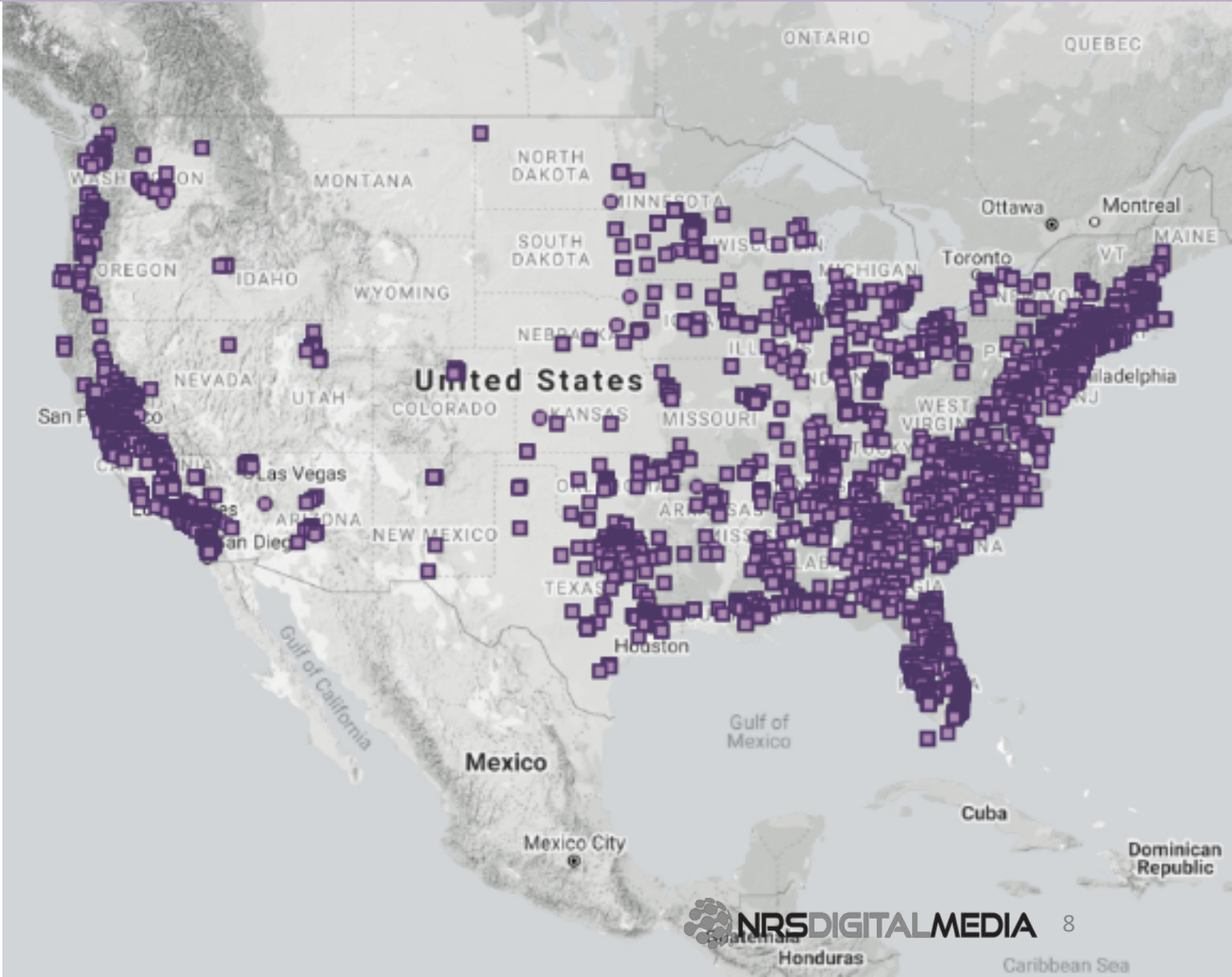
POS INSTALLED/MO.

100M+

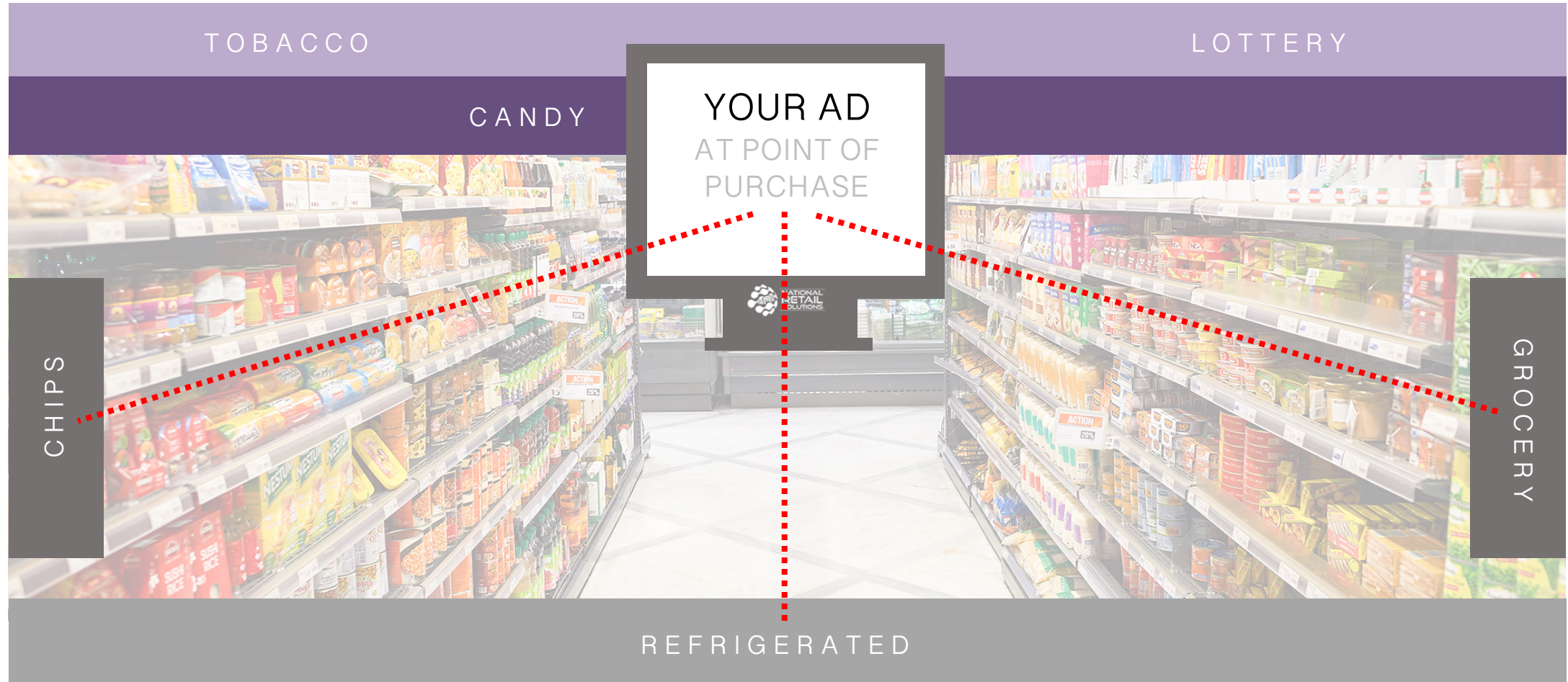
MONTHLY IMPRESSIONS / AD SLOT

45M+

POS TRANSACTIONS/MO.



Influencing the path to purchase



Reach multicultural communities

USA SHOPPERS FROM A DIVERSE RANGE OF COUNTRIES



Facilitating the path to purchase, from trigger through transaction



Diverse market from larger DMAs to smaller communities, with diverse demographics



Located at checkout with eye-level visibility

TOP 15:

MEXICO

DOMINICAN REPUBLIC

HAITI

EL SALVADOR

ECUADOR

CUBA

CHINA

GUATEMALA

PHILIPPINES

JAMAICA

INDIA

BANGLADESH

GUYANA

VIETNAM

COLUMBIA

Source: IDT Calling Data 2019



Advertising Specs

16 : 9 | 9 : 16 | 1024 x 768 | 597 x 768

:08 STATIC / :10 FULL MOTION VIDEO

AVG :60 LOOP TO MATCH
CHECKOUT EXPERIENCE

TARGETING CAPABILITIES MAPPING,
MULTICULTURAL, TIME OF DAY, DAY OF WEEK

ADVANCED TARGETING

STATIC FILE REQUIREMENTS:

JPG OR PNG FILE

VIDEO FILE REQUIREMENTS:

MP4 + H.264, WITH AAC OR MP3
(NO MORE THAN 30FPS) WEBM + VP8



IN-TRANSACTION 597 X 768



WALK-UP 1024 X 768

THE PERFECT DELIVERY

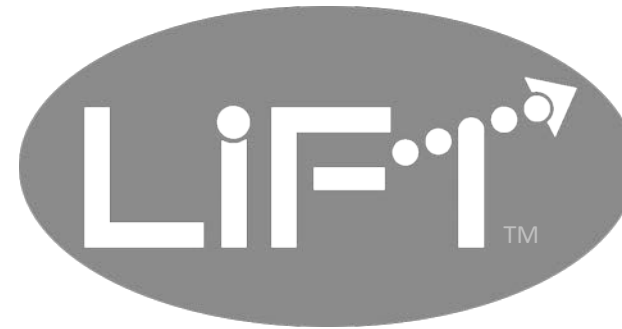
NRS DIGITAL MEDIA provides marketers with the perfect 1-2 punch, by delivering advertisements in an ideal environment, leveraging data to target the right audience, at the right time.

ENVIRONMENT

NRS DIGITAL MEDIA locations tend to be smaller-format, fast-moving, high frequency/visitation with a 100% digital delivery that ensures immediacy, flexibility and compliance.

AD EFFECTIVENESS

Customer-facing screens grab customers' attention as soon as they walk through the door and throughout their shopping trip. Integrated advertising at the point of purchase completes the final mile of consumer journey, with items available at arms length for immediate consumption.



Find, Engage & Understand Consumers

LIKE NEVER BEFORE

THE NEXT GENERATION IN RETAIL MEDIA

 ZERO WASTE

 1:1 PURCHASE-BASED TARGETING

 PROPRIETARY 1ST-PARTY DATA & ATTRIBUTION



How It Works



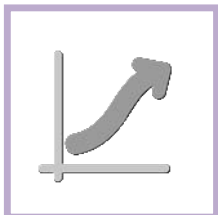
PURCHASE SCAN DATA TO ANALYZE MILLIONS OF TRANSACTIONS



IDENTIFY NETWORK OF STORES THAT CARRY SELECTED PRODUCT

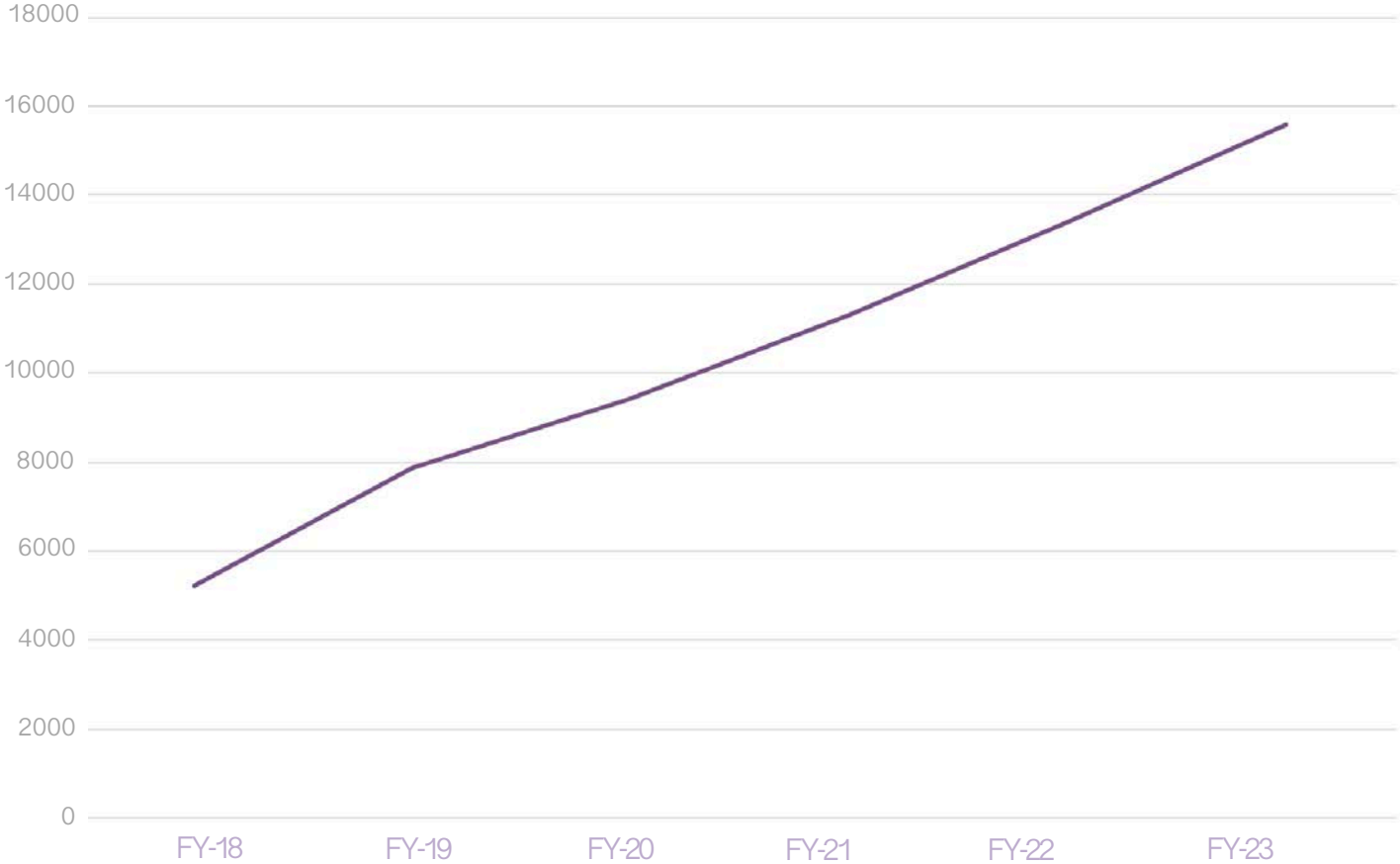


TARGET ADS TO PURCHASE LEVEL



ANALYZE TEST/CONTROL, YOY, CATEGORY, BRAND HALO, FLAVOR & PACKAGE SIZE

NRS Growth: Current & Projected Active POS Terminals



500 MILLION TRANSACTIONS

\$5 BILLION IN POS SALES

ESTIMATED CURRENT NUMBER OF TRANSACTIONS AND TOTAL DOLLARS MEASURED ANNUALLY

Source: National Retail Solutions (NRS)

Scan Data, Targeting & Measurement

NRS HAS THE KEY TO THE URBAN BLACK BOX OF DATA

NRS is more than just a state-of-the-art point of sale solution for independent C-Stores, Mini Marts, Bodegas, Liquor and Tobacco stores across the United States. We are the only organization today that captures targeted, daily point of sale data from cooperating retailers. **NRS DIGITAL MEDIA** is a leading, nationwide in-store point of sale media platform, that offers CPGs the ability to receive sales data from preselected stores, with real-time lift reports.



- ◆ UPC SCAN DATA
- ◆ COMPETITOR SCAN DATA
- ◆ INSTANT GAP REPORTS
- ◆ CORRELATING BASKET DATA
- ◆ RETAIL SELLING PRICE BY STORE

Solutions Drive Results

SAMPLE BEVERAGE SALES LIFT CASE STUDY



CAMPAIGN DETAILS: Beverage campaign running in 362 NRS POS stores for two weeks

METHODOLOGY: National Retail Solutions (NRS) measured product level SKU scan data from 362 independent retail stores during the campaign period, when digital ads were being run, and compared with pre-campaign levels

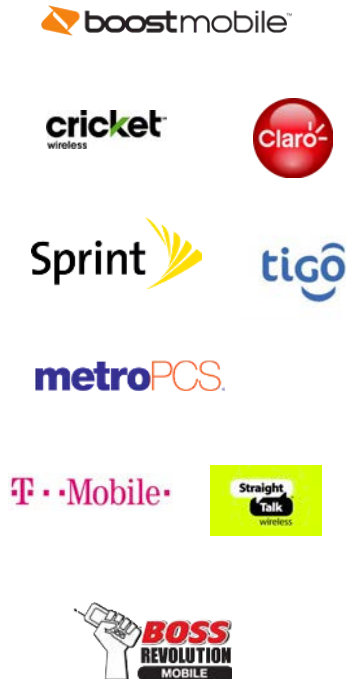
RESULTS: +12% Revenue Lift in beverage sales during campaign period

Select Advertising Partners

CPG



TELECOM



FINANCE / TECH



HEALTH



GOVERNMENT



GAMING



SELECT SSP PARTNERS:

VISTAR MEDIA

PLACE EXCHANGE

SPOTX



RUBICON PROJECT

MOBILE RETARGETING VIA:

ubimo

GroundTruth

 NRS DIGITAL MEDIA

