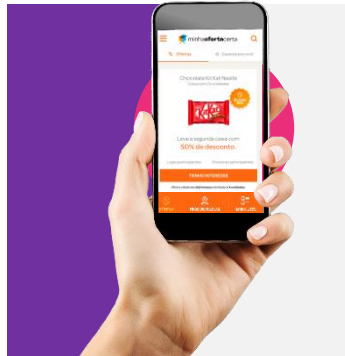


Customized offers by CPF, at the point of sale, generating new customers

Aberto brings innovative technology in retail, making it possible to set dynamic prices linked to CPFs. We help the retail trade, the industry and other interested parties to collaborate in finding the best offer for the final consumer. Optimize promotional investments to impact the ideal consumer and generate results for all involved

What is the solution?

Make personalized offers available to your audience at the point of purchase at the POS, bringing new consumers and exploring the intelligence of your ecosystem. Through our APPs and APIs, spread your offerings to millions of consumers, on a targeted basis, and within loyalty programs.



Why do customers use our solution?

- Proper offer for the right consumer at the right time
- Loyalty and monetize your consumer base
- Optimization of promotion funds
- Reduce channel conflicts by price strategy

Right offer, right consumer, right time

- Personalized discounts at the time of purchase;
- Expansion of clients crossing information with loyalty programs according to their consumption data;
- Relevance in the offers, leveraging results;

Total flexibility and scalability

- Its action in several retailers at the same time;
- Flexible and customizable business rules;
- Flexible benefits such as discounts, points, cashback, instant prizes and draws;

Optimize your trade investment

- 100% audited shares with verified purchase of specific SKUs;
- Real-time monitoring of the performance of their actions, with immediate and independent control of retail systems;

Customization of offers for the consumer at the point of sale optimizing the result for the industry and the unique experience for the consumer

Efficiency and scale in the process allowing the centralized management of pricing actions

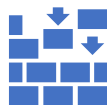
Profitability of the business with intelligence, transparency and autonomy

Connections that bring results



Segmentation and Agility

- Flexibility for the implementation and adaptation of mechanics
- Personalized discounts at the time of purchase, directly in the box
- Automated transactions: agility and security



Business Intelligence

- Smart communication by big data
- Results online and in real time
- Data capture for value generation and relevance



Higher return on investment

- Pay as Use - income before spending
- Base of sponsors by segmentation and behavior
- Low investment

