



Powering Connected Packaging & Connected Displays



TUKU uniquely enables brands to cost-effectively connect with millions of consumers and establish 1:1 relationships on a global scale.

Being a brand isn't easy

Brands & The Middleman (Retail)

2 in 3 shoppers can't find the info they need in-store

82% of shoppers use their phones in-store to make purchasing decisions

Platforms Dominate Attention

85% of mobile phone time dominated by apps

4 of the 5 top apps are owned by Facebook

And then there is Amazon!

Share of US online commerce: 44%

The Situation

- Retailers control the access to consumers and are not sharing it with Brands.
- Brands risk being disconnected from their shoppers and consumers.
- The rapidly evolving retail landscape is widening the disconnect.
- The market is moving to a future whereby consumers will have a choice from one of four or five AI platforms from which they will purchase most of their products and services. Brands risk being locked out.

NFC & Connected Things

NFC capabilities already native in Android phones without an app

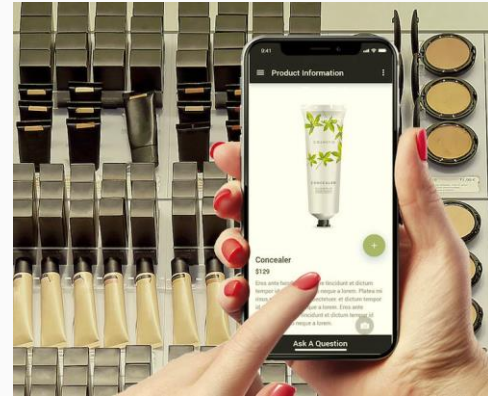
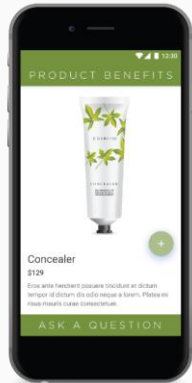
With iOS 12, iPhone has opened up native NFC reading capabilities without an app

Establish and own connections with consumers that are direct and built to last



Connected Things

Connect product packaging, point-of-purchase displays, plus multiple other channels.



**Engage consumers during entire customer journey:
before a store visit, while they shop, and after a
purchase.**

Now you can take CONTROL...



**Your customers demand
brand Experiences and
authentic Engagement.**

...through **Real-time Connectivity:**

- Customers can experience your brands rather than simply purchasing
- Precision Control of your brand messaging: timing, location, flexibility
- Uniquely Reward, Cross-sell, Educate, Inform, Create Communities & 1:1 Dialogues...and STAND OUT

Customer Journeys & Consumption Rituals – Connected Packaging



**In-Store and At-Home...
Throughout The Customer Journey**

Brand Experiences Over Brand Selling – Interactive Displays



RFID “Lift & Learn” and NFC “Tap & Learn”

Insights and Learnings

- Track in-store and at-home interactions to learn about your customers and the customer journey
- Understand how physical and digital customer experiences intersect
- New and unique insights previously unavailable
- Leveraging the Microsoft Azure cloud computing platform
 - Flexible, scalable and responsive
 - Combine with other sources of data

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