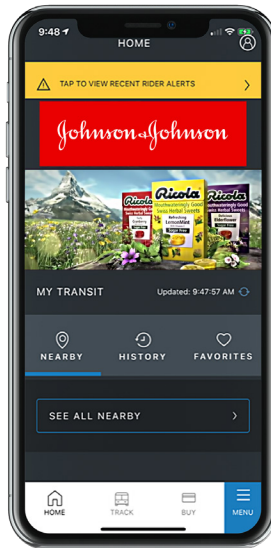


Features

- Utilizing the power of mobile to connect public transit agencies with brands seeking to reach an untapped, highly engaged audience
- Cubic Interactive allows transit agencies to build custom loyalty programs that reside within their existing mobile transit apps or future app innovations
- Travelers can view and engage with advertising content on a transit agency's mobile app to earn loyalty points
 - Travelers can later redeem for transit value or to claim in-app rewards
- Helps transit agencies become valuable and attractive advertising partners
 - Generates a secondary revenue stream
 - Monetizes not only their mobile apps but also transit infrastructure including gates, ticket vending machines (TVMs) and other previously under utilized physical assets
 - Also offers several physical ad capabilities, including digital logos and wrap advertising
 - Agnostic Platform – agencies retain full control over the look and feel of the service
 - Integrates into an agency's existing back-office, CRM or mobile app—including those not built or maintained by Cubic
- Allows advertisers to tap into new, valuable audiences based on transit agencies' rich traveler demographic data
 - Engage with audiences through channels that go beyond traditional mass retailer or national advertising
 - Engage with advertising content from brands and earn loyalty points that can then be turned into transit value (stored value or to buy products) and used to subsidize or pay for transit or redeem various in-app offers



Cubic Interactive

A Loyalty-Based Advertising Service for Transit Agencies and Brands

Utilizing the power of mobile to connect public transit agencies with brands seeking to reach new demographics, Cubic Interactive is a first-of-its kind loyalty-based advertising service built for the digital age. It gives brands access to a targeted, captive audience, transit agencies the ability to incentivize traveler behavior, and travelers a chance to earn loyalty points to offset transportation costs.

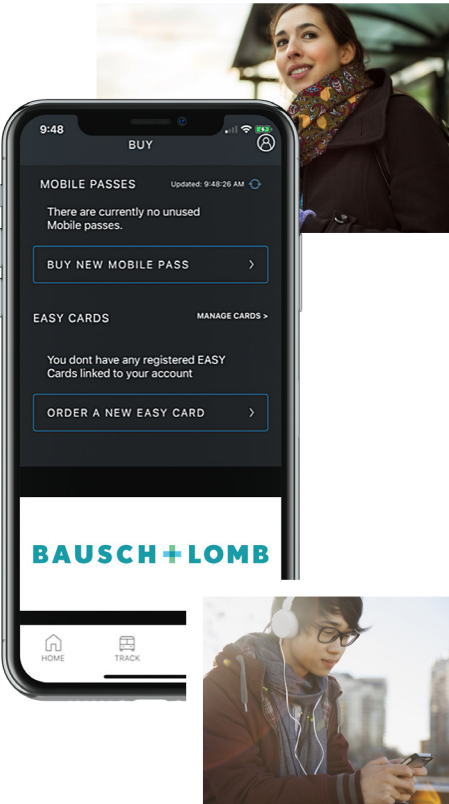
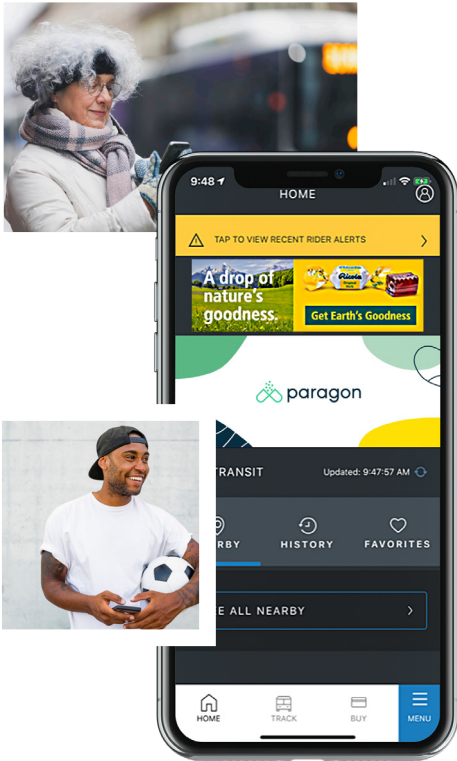
Agencies: Influence Behavior, Ease Congestion and Optimize the Network

Cubic Interactive allows transit agencies to build custom loyalty programs that reside within their existing mobile transit apps or future app innovations to help shift peak transit patterns, ease the pressure on the transit network and promote smarter and healthier mobility choices.

Travelers who opt-in to the service can view and engage with advertising content on a transit agency's mobile app to earn loyalty points they can later redeem for transit value or to claim in-app rewards. By offering discounts for specific travel services or commute times, agencies can encourage more environmentally friendly travel habits and effectively manage the capacity of their transit networks.

Cubic Interactive helps transit agencies become valuable and attractive advertising partners, generating a secondary revenue stream, and monetizing not only their mobile apps but also transit infrastructure including gates, ticket vending machines (TVMs) and other previously under utilized physical assets. Cubic Interactive offers several physical ad capabilities, including digital logos and wrap advertising.

Since Cubic Interactive is an agnostic platform, agencies retain full control over the look and feel of the service. In addition, the functionality behind Cubic Interactive is fully self-contained, allowing for a hassle-free integration into an agency's existing back-office, CRM or mobile app—including those not built or maintained by Cubic.



Brands: Target Audiences Through Digital and OOH Ads

Cubic Interactive allows advertisers to tap into new, valuable audiences based on transit agencies’ rich traveler demographic data. Customizable commuter data sets provide brands with flexibility on ad type and targeting and the ability to create and reach various highly targeted, engaged and hyper local marketing personas to meet various CPM objectives. In addition, anonymized person ID data, combined with GPS information provides a level of granularity and measurement that is unique in the world of programmatic and digital.

By offering personalized ads within a transit agency’s mobile traveler app or through out-of-home ads, Cubic Interactive allows brands to engage with audiences through channels that go beyond traditional mass retailer or national advertising to drive commerce, loyalty and brand awareness literally on the go. An opt-in only service, Cubic Interactive rewards ad content engagement with transit discounts and in-app offers, helping drive high engagement rates, elicit specific consumer actions and track conversion zones.

Travelers: Earn Loyalty Points and Enjoy Discounted Travel

Cubic Interactive allows riders to engage with advertising content from brands and earn loyalty points in the form of Stars – a proprietary digital loyalty currency, owned and operated by Cubic. Users opt-in to participate in the program and earn Stars, for instance by watching a 30-second video ad. Collected Stars can then be turned into transit value (stored value or to buy products) and used to subsidize or pay for transit or redeem various in-app offers.

“Cubic Interactive offers unique benefits not only to brands, but also to transit agencies and travelers all over the world. We are able to offer advertisers the opportunity to tap into a highly valuable and captive audience, give travelers incentives to travel in ways that reduce congestion and streamline commutes, while providing new revenue streams for transit agencies – something that hasn’t been done before in the public transportation space.

- Matt Cole

Former President, Cubic Transportation Systems
Former Senior VP, Cubic Corporation

About Cubic:

Cubic is a technology-driven, market-leading provider of integrated solutions that increase situational understanding for transportation, defense C4ISR and training customers worldwide to decrease urban congestion and improve the militaries’ effectiveness and operational readiness. Our teams innovate to make a positive difference in people’s lives. We simplify their daily journeys. We promote mission success and safety for those who serve their nation. For more information about Cubic, please visit www.cubic.com or on Twitter @CubicCorp.