



FOOTMARKS



Trusted By Global Brands



NORDSTROM



Enterprise proximity network & data platform powering the next generation of mobile engagement and marketing data.



SmartConnect® Network



Engineered for Enterprise Level Scale

Proximity Network Sharing



Securely share your network and apps with partners to increase value and scale.

Venues can easily authorize apps & apps can easily partner with venues

Sophisticated Targeting



- Location and Proximity
 - Beacons
 - Geo-Fence
- Personas & Profiles
- Retargeting
- Journeys

Data & Analytics



- Gain rich audience insights
- Audience personas
 - Campaign performance
 - Location data
 - Device data

Large Scale



Millions of beacon-ready terminals

Millions of app users

Power and scale of the cloud

Footmarks SmartConnect[®]
Cloud Solution



Eddystone

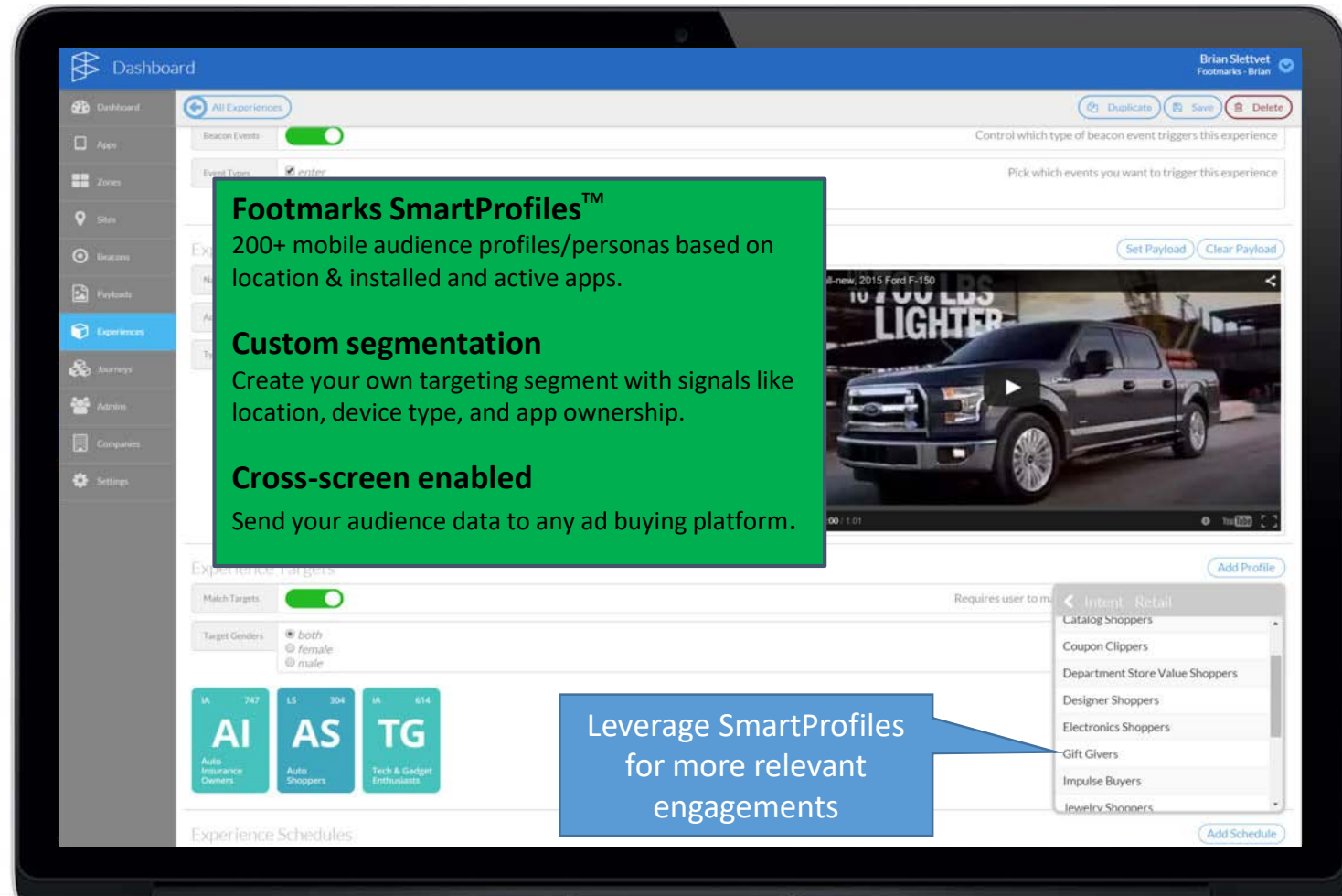


iBeacon

Footmarks SmartProfiles® Audience Targeting

Location and proximity data signals combined with **Persona dimensions**, provide unprecedented audience intelligence and relevance

- **Target** consumer engagements by: location, proximity and SmartProfile™
- Gain increased **audience insights**
- **SmartProfiles™** can be made available directly to your trading desk or DSP or choose full service campaign execution, via Footmarks partners





Dashboard



Apps



Zones



Sites



Beacons



Payloads



Experiences



Journeys



Admins



Companies



Shared



Regions



Settings

Site Traffic

Zone Traffic

Experiences

Users & Devices

Paths (Beta)

SITE VISITS

10,513

SITE CAPTURES

2,944

Capture rate 28%

SITE BOUNCES

1,385

Bounce rate 13%

SITE WALKBYS

6,184

Walkby rate 59%

UNIQUE USERS

5,170

RETURN USERS

3,789

Return rate 73%

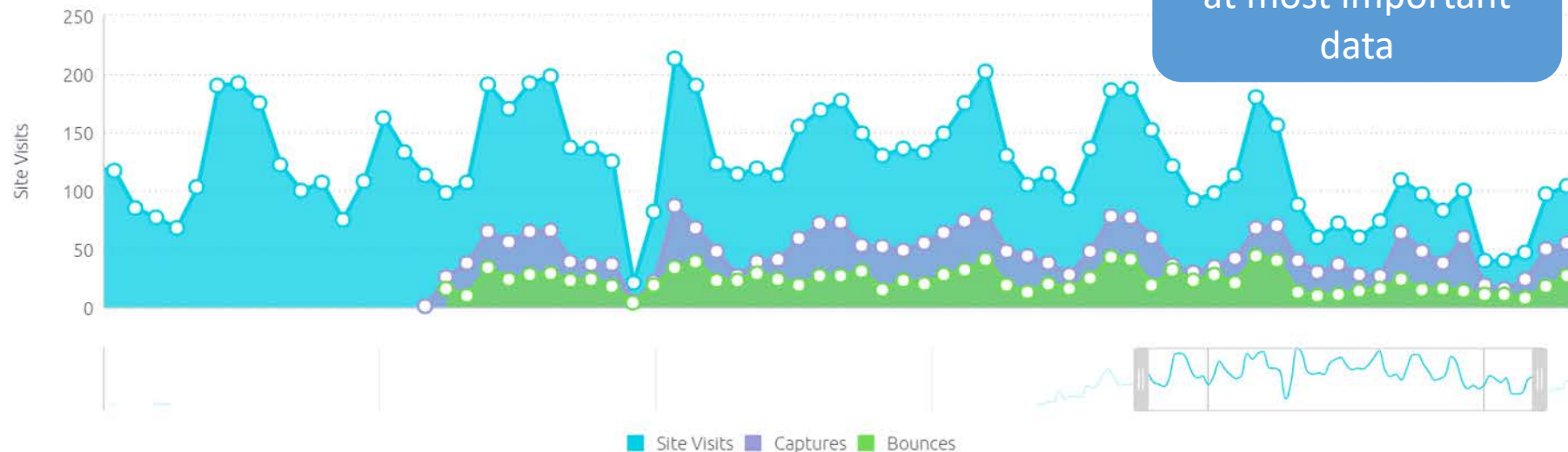
NEW USERS

1,381

AVG DWELL (...)

86

Site Visit Distribution, Over Time



Custom Filters to get at most important data

FILTERS

Date Range

Include all



Company

Include all

Site

Include all



Country

Include all

State

Include all

City



Top Sites

Top

20

By

Site Visits



- Dashboard
- Apps
- Zones
- Sites
- Beacons
- Payloads
- Experiences
- Journeys
- Admins
- Companies
- Shared
- Regions
- Settings

Site Traffic Zone Traffic Experiences Users & Devices Paths (Beta)

TOTAL DELIVERED
3.25M

Experience activity

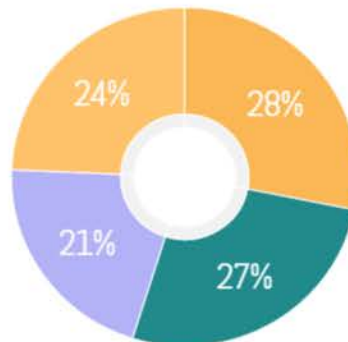


Experiences delivered over time



Engagement at a glance. Visualize what your customers are experiencing.

Loyalty Reward
Members Only Sale
Shop-Earn-Repeat
Triple Rewards



FILTERS

Date Range

- ☒ 11/23/15
- ☒ 11/22/15
- ☒ 11/21/15
- ☒ 11/20/15
- ☒ 11/19/15
- ☒ 11/18/15

Company

[Include all](#)

Site

[Include all](#)

Top Experiences

Top 10 By

[\[Experiences Delivered\]](#)

Experience

[Include all](#)



Dashboard



Apps



Zones



Sites



Beacons



Payloads



Experiences



Journeys



Admins



Companies



Regions



Settings

Site Traffic

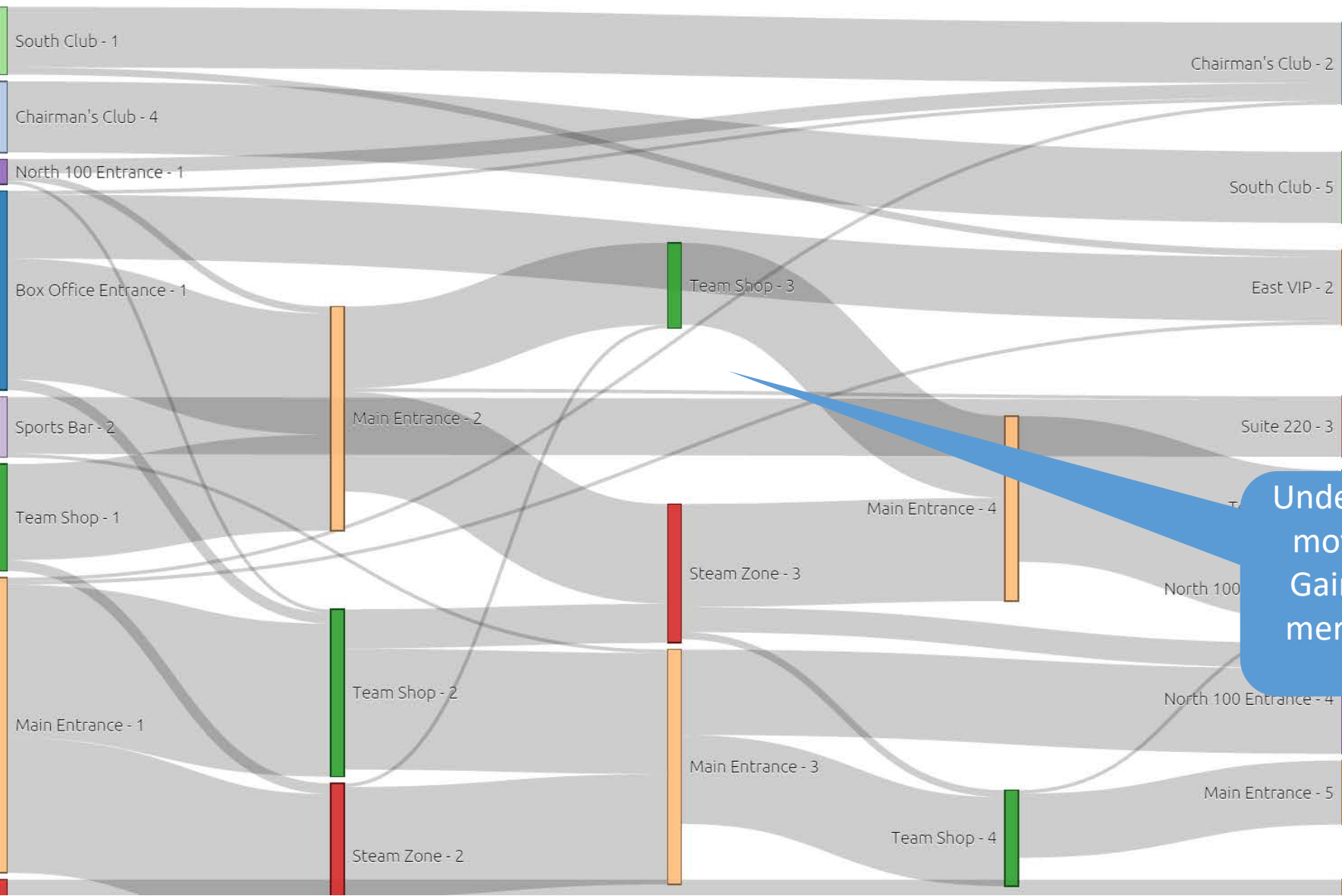
Zone Traffic

Experiences

Users & Devices

Paths (Beta)

Top 20 Paths - With At Least 2 Steps



FILTERS

Company

Include all

Site

Include all

Days in Created

11/18/15 to 11/23/15

Understand how customers move within your stores. Gain valuable insights for merchandising, utilization and promotions

Solutions...



FOOTMARKS



Footmarks and VeriFone are building the largest proximity network in the world.

Millions of payment terminals embedded w/ Footmarks beacon technology

Available to all VeriFone customers

Accessible by 1st and 3rd party apps

Flexible configuration/broadcast ranges

Customizable solutions

Integrated & standalone beacons

Most Important: Security



~150 Active Countries



#1 or #2 in Most Markets



26M+ Systems Installed



80% market share in U.S. Tier 1 merchants

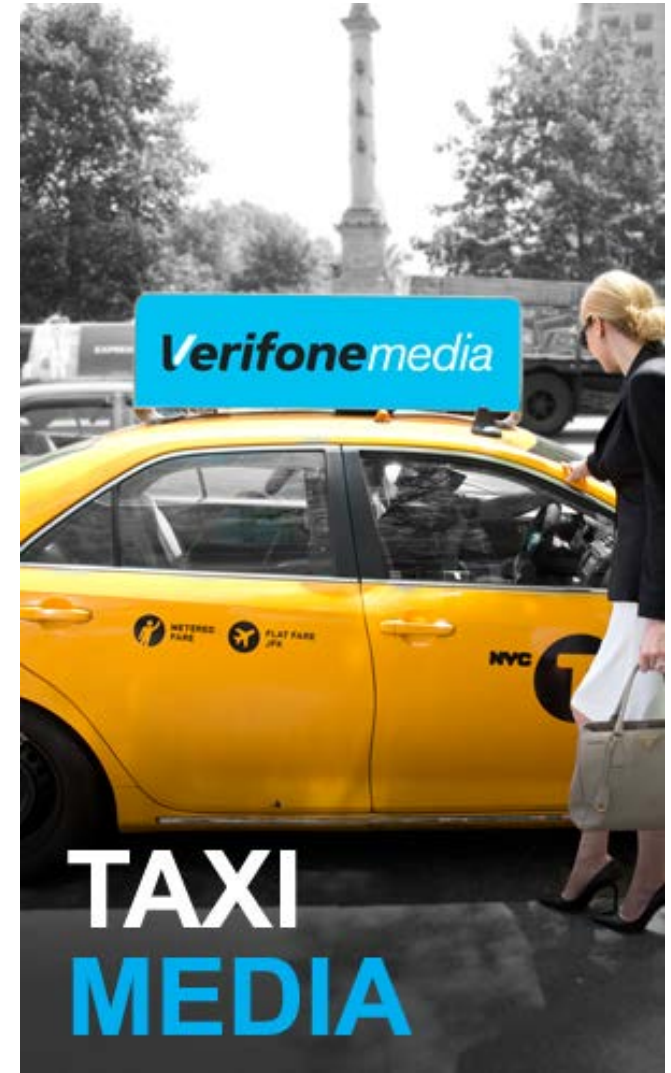
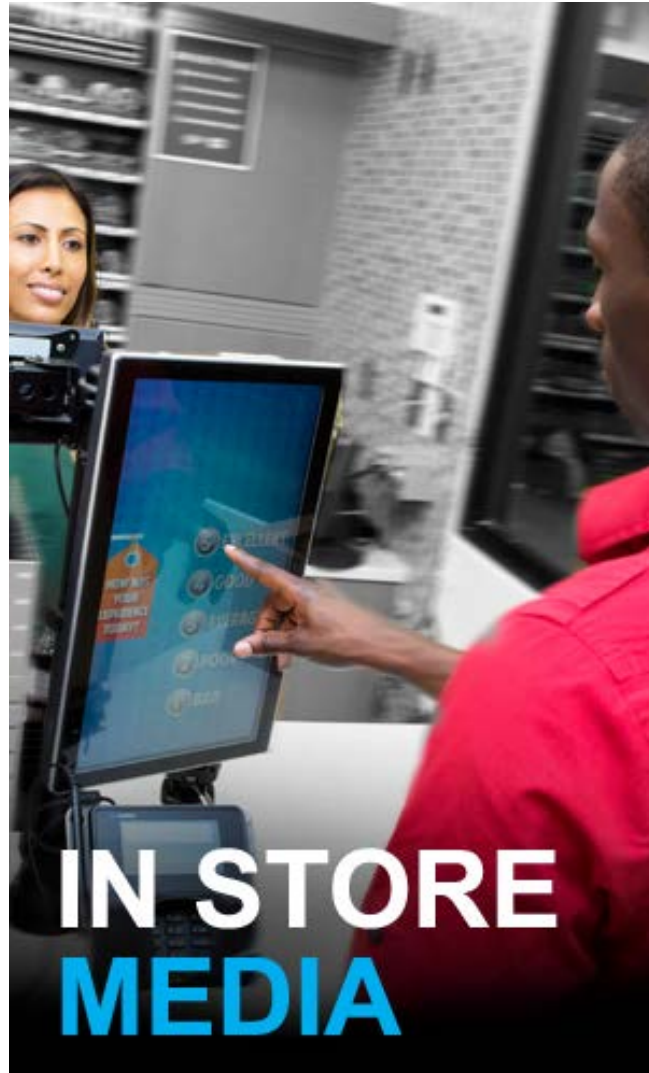


38% Revenue from Services



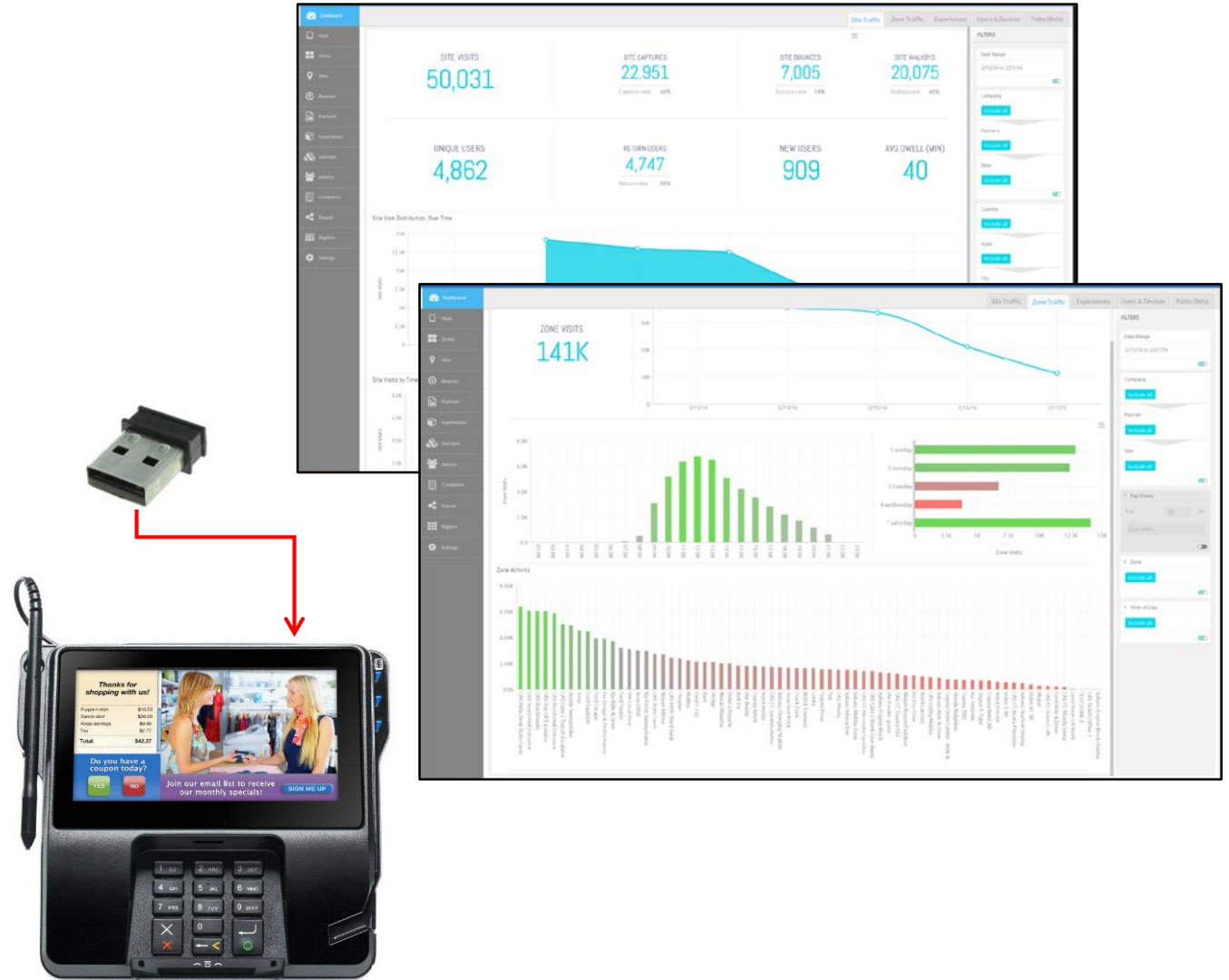
\$2B FY15 Revenue

Three beacon enabled platforms reaching the on-the-go consumer

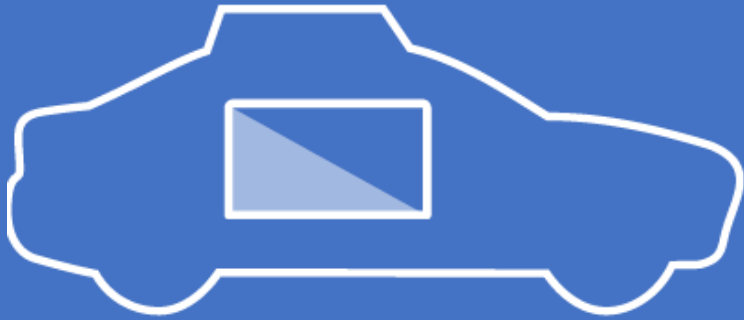


VeriFone/Footmarks In-Store Proximity Network

- Millions of beacon ready terminals provide flexible configuration/broadcast ranges with no IT integration required.
- Light SDK for secure communication w/ mobile application
- Cloud management portal for configuration, management & network controls
- Content and targeting engine for valuable customer experiences
- Analytics and Reporting tools for robust store-level and individual customer data
- Controllable access for 1st and 3rd party apps
- Most Important: Secure broadcasts



BEACON TAXI NETWORK



22MM+

ENGAGE AND ENTERTAIN 22MM+
PASSENGERS ON THE MOVE
ACROSS 25 MAJOR MARKETS

-
- 28,000+ screens
 - 19,000+ Taxi Tops
 - Dynamic, entertaining content
 - Beacons in cabs provide precise targeting
 - New mobile engagement capabilities



PUMP MEDIA



85MM+

REACH 85MM+ MONTHLY
CONSUMERS, ON THE PATH TO
PURCHASE

- 53,000+ one-to-one high def screens
- Beacons at the pump provide companion mobile engagement opportunities
- Attribution from pump to purchase



msnbc

SATURDAY
NIGHT
LIVE

access
hollywood

NBC
Sports

MLB
NETWORK

NFL
NETWORK

SmartConnect Grocery Proximity Network

Millions of beacon ready terminals

Highly contextual & relevant
shopping experience

Measurable results to show basket
lift

Integrated sale item promotions
within recipes

No IT integration required & no
hardware maintenance



Beacon enabled terminals and
subsidized beacon hardware
connected to Footmarks cloud
solution



1st & 3rd Party Apps

Millions of shoppers and
highly relevant, trusted
content



FOOTMARKS

Industry leading proximity
intelligence & engagement
software



Footmarks Retail Center Solutions

Exclusive partner to Regency Centers

318 centers - 42.7 million square feet

Affluent: Over \$100,000 average HHI

Top grocery anchors, including Whole Foods Market, Publix, Safeway, Kroger and Trader Joe's, at 86% of Regency's centers

The largest proximity network at millions of VeriFone payment terminals

Rich marketing analytics

- Footfall
- Visits
- Dwell time
- Pathing
- Engagement
- User Context



Stadiums : Unlocked

Fan Experiences & Utilities

- Exclusive fan content
- Mobile Order integration
- Venue Information
- Gamification & contests
- Public awareness messaging

Sponsorship Revenue

- Premium advertising experiences
- Extend reach beyond stadium via Footmarks Media Network
- 1st and 3rd party app access controls

Data and Insights

- Persona and Profiles – know more about the fans in your stadium



Advertising & Media

Connect

Engage audiences through the Footmarks media network: a growing ecosystem of apps, locations, agencies and brands

Attribution

Gain unprecedented insight into campaign performance through unique, attributable data signals

Programmatic

Leverage new data signals to inform your programmatic advertising buys



A Few Examples...



F O O T M A R K S

New Localized In-Grocery Store Engagement Solution

Partnership with Allrecipes, the worlds most popular Food and recipe app

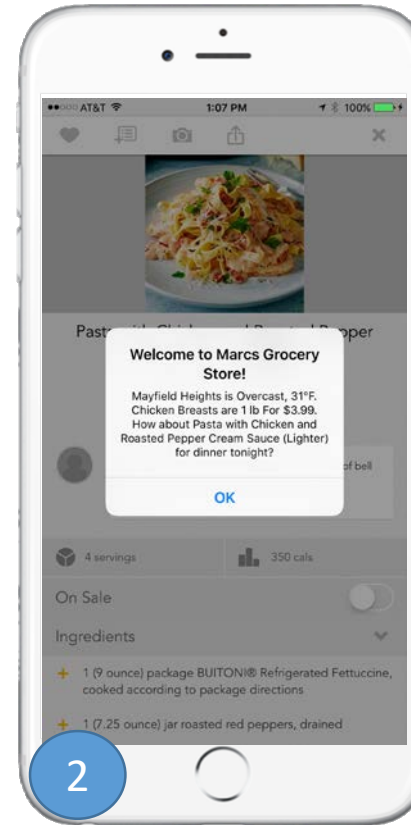
Engage millions of shoppers through premium, trusted and relevant content

AR and Footmarks are developing a variety of new localized, store-specific consumer experiences

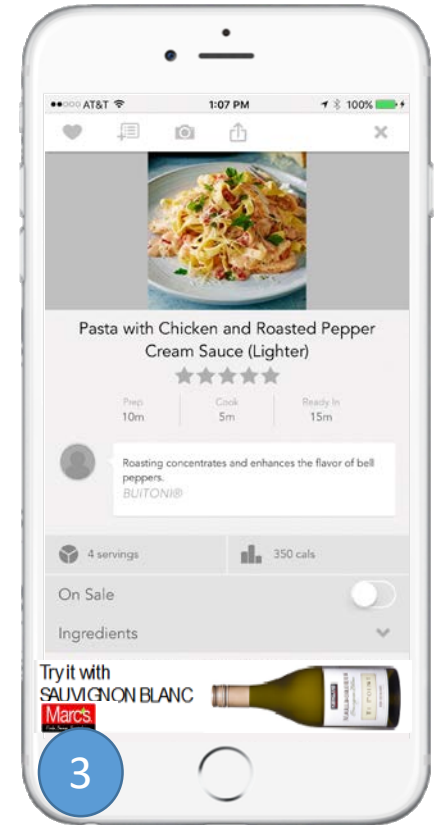
Experiences include: Suggested recipes based on local weather and protein on sale, Game Day appetizers, pairing ideas, etc.



Phone detects beacon broadcast & precise location in background



Click on "OK" brings user to recipe detail page



Recipe detail page includes sponsored pairing ad unit



NORDSTROM rack

Enhanced **Shopper** Experiences & SmartConnect Networking Sharing

- Personalized product information & recommendations
- Concierge services
- Loyalty for repeat customers
- Omni-Channel marketing

Securely share beacon network with partners to enable new in-store shopping experiences across apps.

- Nordstrom shares Zone for Women's handbags to Coach
- Consumers with Coach app receive message in Zone of Nordstrom.

Increased mobile reach provides increased shopper analytics





The Legion of Brew

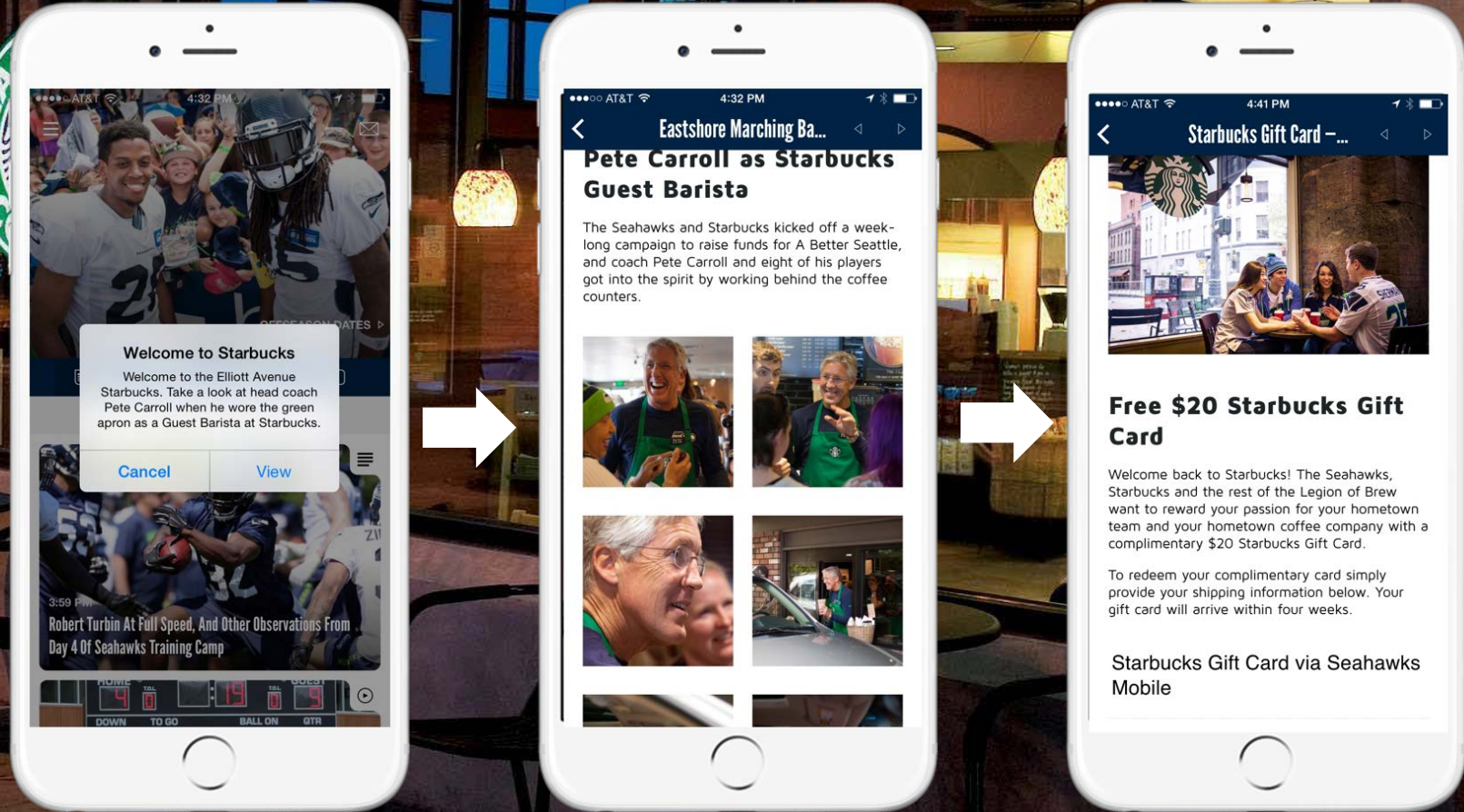
Fan loyalty and in-stadium engagements

- Game day greeting in stadium
- Exclusive content/Sponsorships
- Team Store Promos

Connected via the **SmartConnect® Marketplace**, Starbucks and Seahawks created unique fan experience

- Beacons in Starbucks Cafes
- Players/Coaches Content
- \$20 Gift Card for completed Journey

Engage Fans Beyond the Stadium





Footmarks Journeys

- Drive customer behavior to increase concession sales
- Most relevant experiences based on unique journey path
- Build creative movie-goer experiences and increase engagement



Theatre Path

Concessions Path



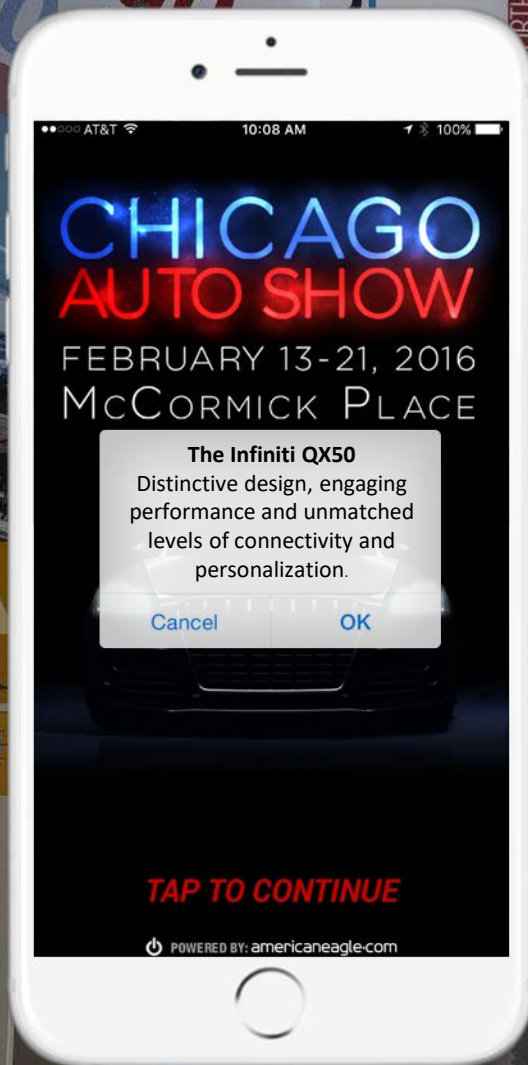
- Largest Auto Show in US with hundreds of thousands of auto enthusiasts
- 14 Manufacturers
- 5 Vertical Sponsors
- 100%+ ROI in 10 days
- Rich data sets



HONDA



SUBARU





FOOTMARKS

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