CountBOX

people analytics solution
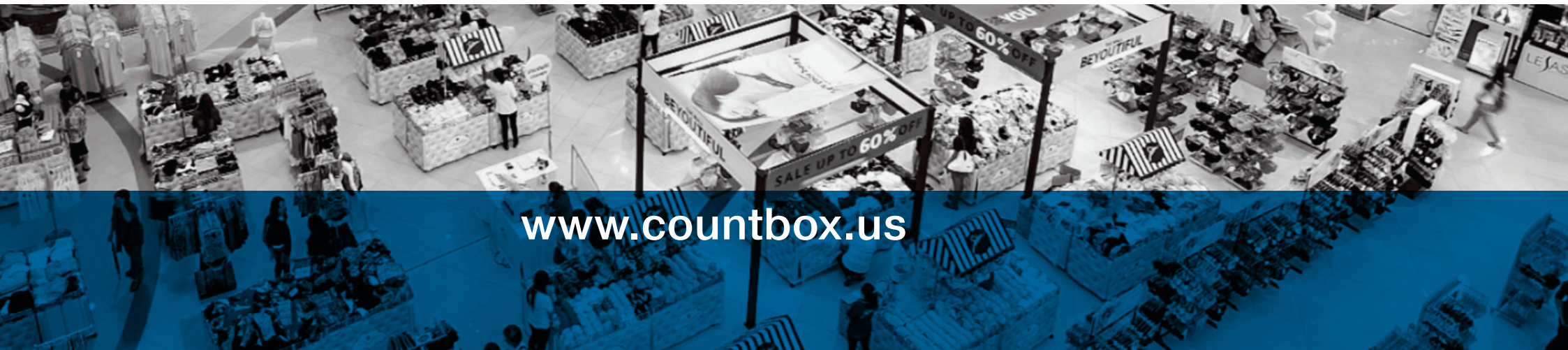
www.countbox.us

7
YEARS

VIDEO
SURVEILLANCE

3
YEARS

3300
LOCATIONS

3300 LOCATIONS

Company structure

Ireland HQ

Chicago, Illinois, USA

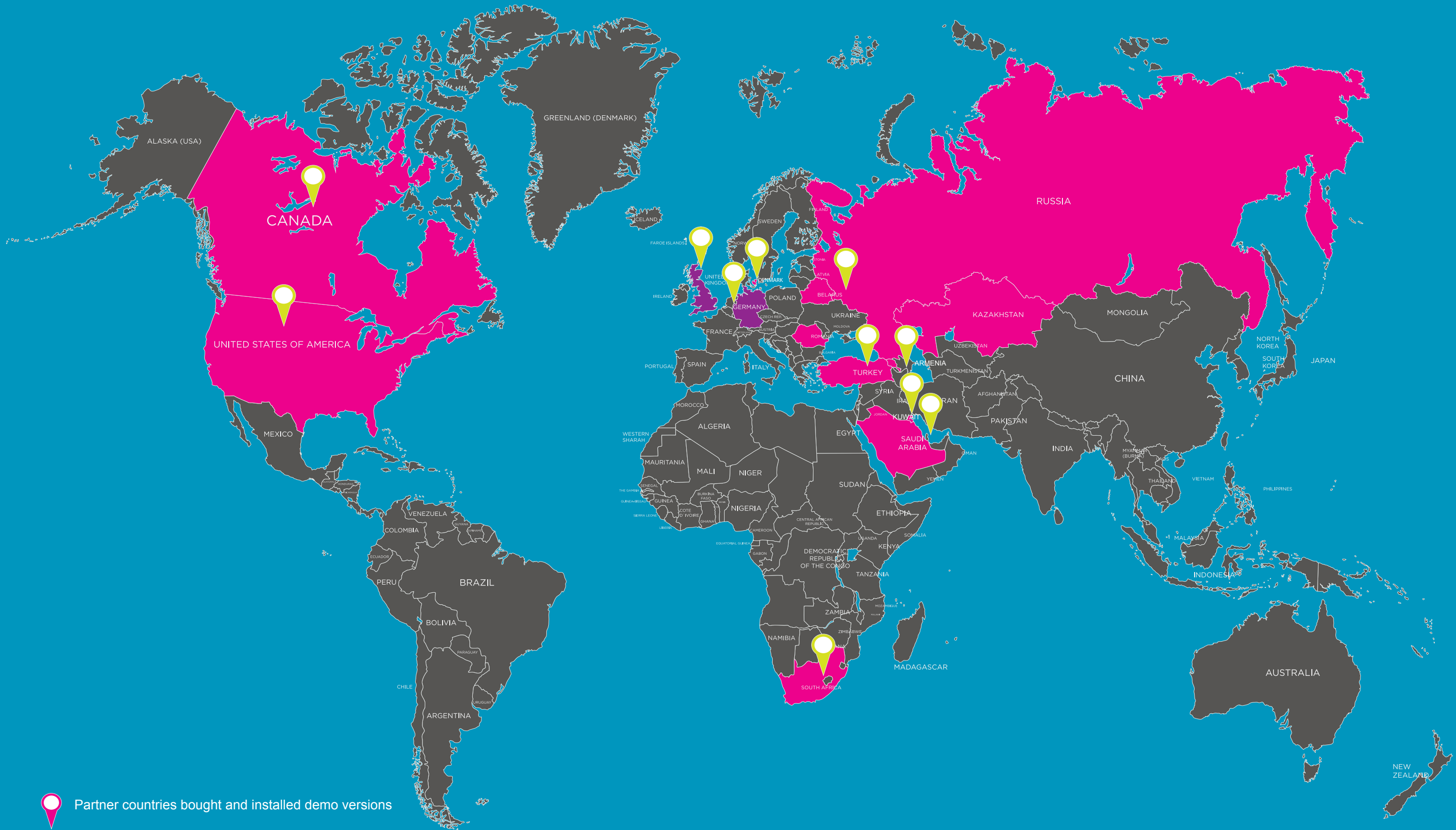**Moscow, Russia**

Global Partners network

Recently added: Mexico, Hong Kong, UK, Brazil

MAP OF WORLDWIDE EXPANSION

GREENLAND (DENMARK)

ALASKA (USA)

CANADA

UNITED STATES OF AMERICA

ICELAND

FAROE ISLANDS

NORWAY

SWEDEN

UNITED KINGDOM

DENMARK

IRELAND

GERMANY

POLAND

BELARUS

LATVIA

RUSSIA

KAZAKHSTAN

MONGOLIA

FRANCE

CZECH REP.

AUSTRIA

UKRAINE

MOLDOVA

ROMANIA

UZBEKISTAN

KYRGYZSTAN

TURKMENISTAN

NORTH KOREA

SOUTH KOREA

JAPAN

PORTUGAL

SPAIN

ITALY

TURKEY

ARMENIA

AZERBAIJAN

SYRIA

IRAQ

IRAN

AFGHANISTAN

CHINA

MOROCCO

JORDAN

KUWAIT

SAUDI ARABIA

PAKISTAN

INDIA

NEPAL

BHUTAN

MYANMAR (BURMA)

WESTERN SAHARAH

ALGERIA

LIBYA

EGYPT

OMAN

YEMEN

THAILAND

VIETNAM

PHILIPPINES

MAURITANIA

MALI

NIGER

SUDAN

CHAD

ERITREA

MEXICO

THE GAMBIA

SENEGAL

GUINEA-BISSAU

GUINEA

SIERRA LEONE

LIBERIA

BURKINA FASO

COTE D'IVOIRE

GHANA

NIGERIA

CAMEROON

CENTRAL AFRICAN REPUBLIC

ETHIOPIA

SOMALIA

SRI LANKA

MALAYSIA

VENEZUELA

COLOMBIA

GUYANA

EQUATORIAL GUINEA

GABON

DEMOCRATIC REPUBLIC OF THE CONGO

UGANDA

KENYA

TANZANIA

INDONESIA

ECUADOR

PERU

BRAZIL

BOLIVIA

ANGOLA

ZAMBIA

MALAWI

MOZAMBIQUE

MADAGASCAR

PARAGUAY

NAMIBIA

BOTSWANA

ZIMBABWE

AUSTRALIA

CHILE

URUGUAY

SOUTH AFRICA

ARGENTINA

NEW ZEALAND

● Partner countries bought and installed demo versions

● Planned partner countries

Konstantin
Dubinin

Founder and Global CEO of CountBOX, MBA

Andrew
Struykov

Chicago, Ill – Cofounder and COO|CTO of CountBOX US. Background - Avant Credit startup, Pangea Property startup

Petr
Kubantsev

Chicago, Ill - EMEA COO of CountBOX, chemical engineering degree

Alexey
Leontiev

CFO of CountBOX, economic science degree, CFA candidate. Certified business incubation trainer of the World Bank InfoDev program

Value proposition

Traffic analysis

Street-to-Store Rate (Capture Rate)

Facial Recognition: Age, Gender, Ethnicity, Mood

Conversion Ratio

Loyalty, Dwell time, Engagement

Take control of these metrics with CountBOX!

Traffic.

Example

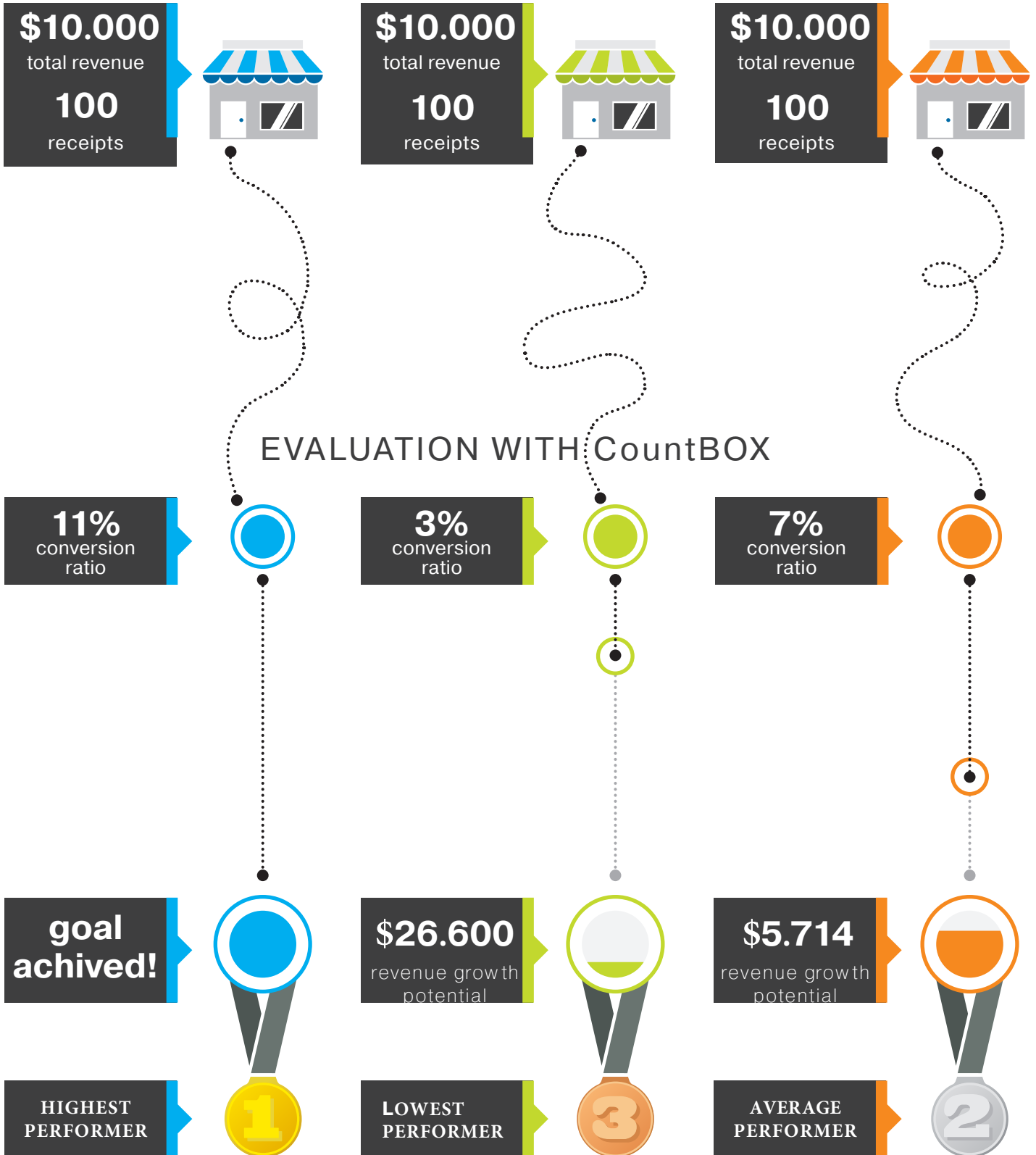Your sales level is decreasing from week 39 to week 40. How much do you know without counting heads?

- **Are your marketing campaigns still effective? Do they drive in the same people traffic?**

- **Do you have the same conversion ratio?**

- **Are you properly staffed?**
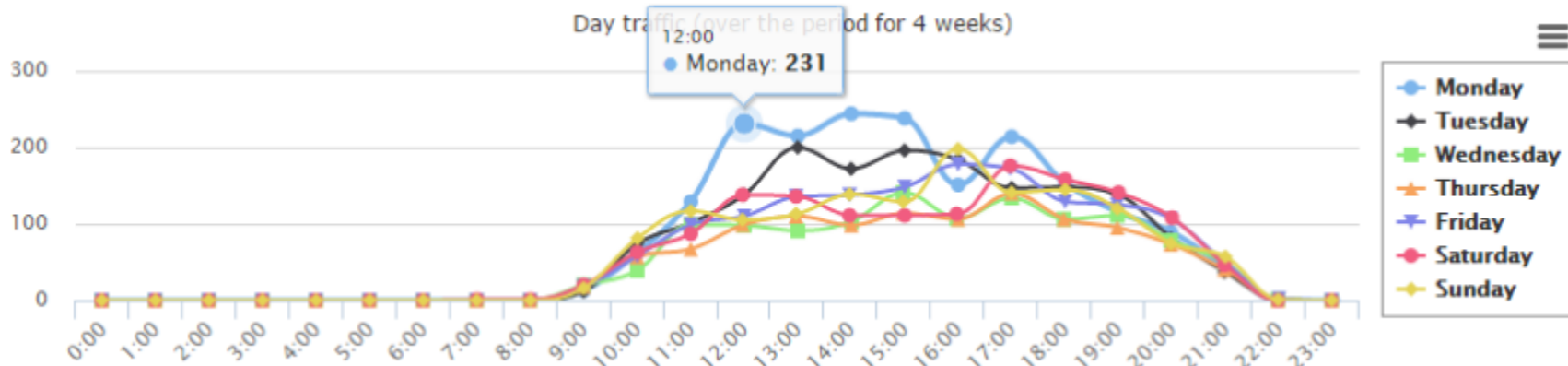
- **What actions should be taken?**

Traffic by week (over the period for 4 weeks)
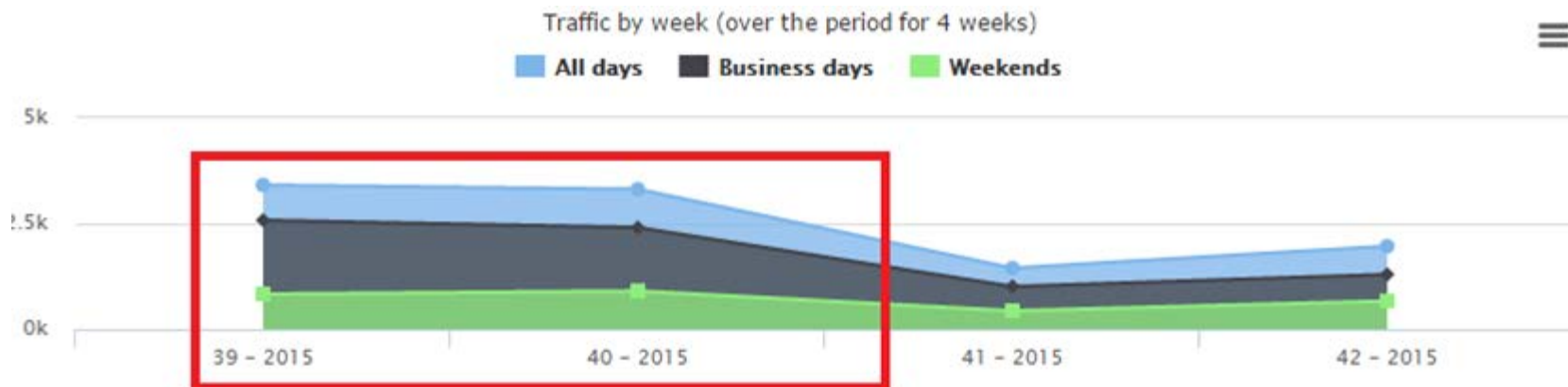
- People traffic is falling down, as well. You need to optimize your marketing activities.

Conversion Ratio=Customers/ Visitors

$10.000
total revenue
100
receipts

$10.000
total revenue
100
receipts

$10.000
total revenue
100
receipts

EVALUATION WITH CountBOX

11%
conversion ratio

3%
conversion ratio

7%
conversion ratio

goal achived!

$26.600
revenue growth potential

$5.714
revenue growth potential

HIGHEST PERFORMER

LOWEST PERFORMER

AVERAGE PERFORMER

![CountBOX — PEOPLE COUNTING SOLUTION]

HR optimization

Day traffic (over the period for 4 weeks)

12:00
● Monday: **231**

Legend: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

Do you know your the most efficient staff-to-visitors rate?

# Street-to-Store Rate (Capture Rate)

Passers-by

Visitors

Street-to-store rate

Customers
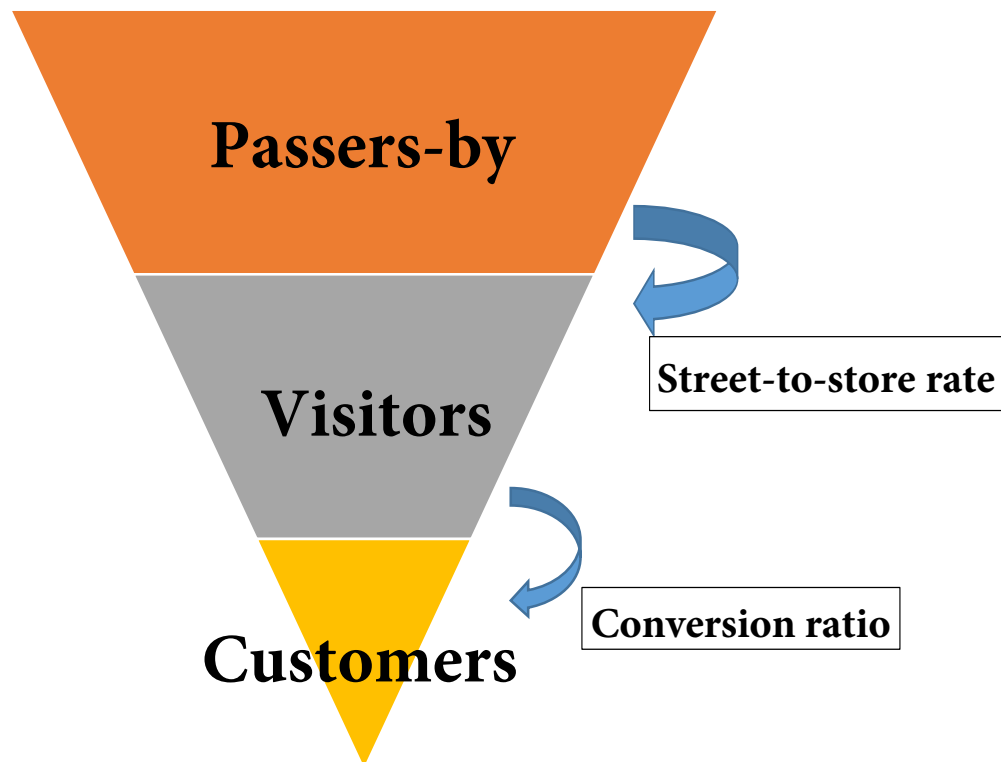
Conversion ratio

- What sales level shoud I expect?
- Will this new location be profitable?
- Can I improve my sales or it's better to close it?
- Is it the right place for my bussiness?

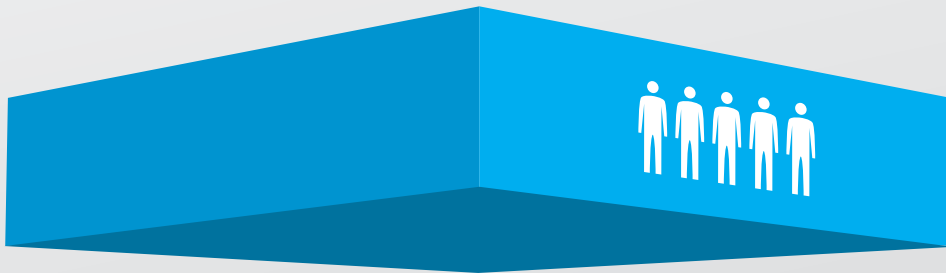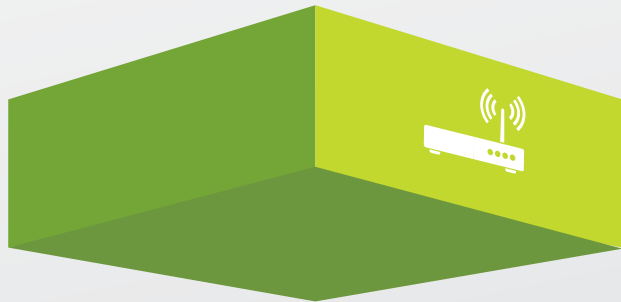**Future sales = Passers-by traffic x Street-to-store rate x Conversion Ratio**

1. You can forecast your sales more accurately!
2. Street-to-Store rate is the most obvious criteria to make a decision whether you want to open/ close/keep location
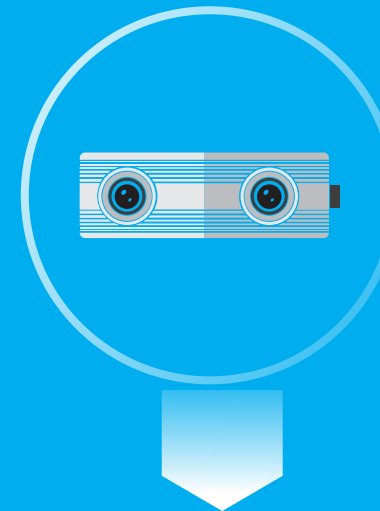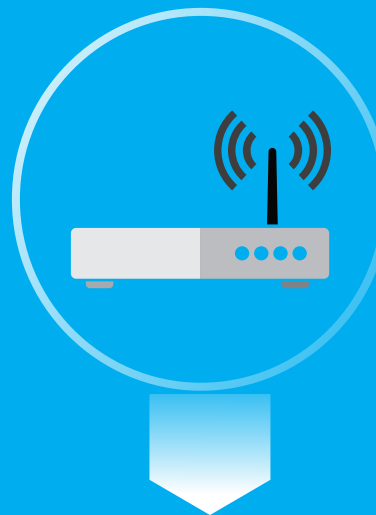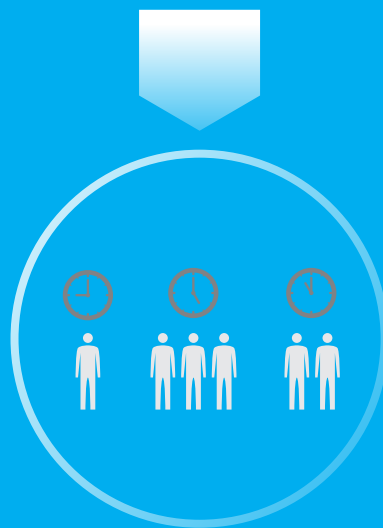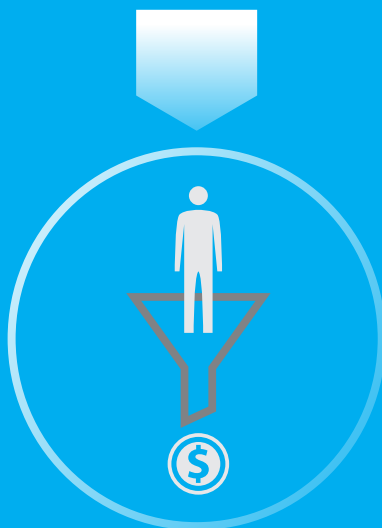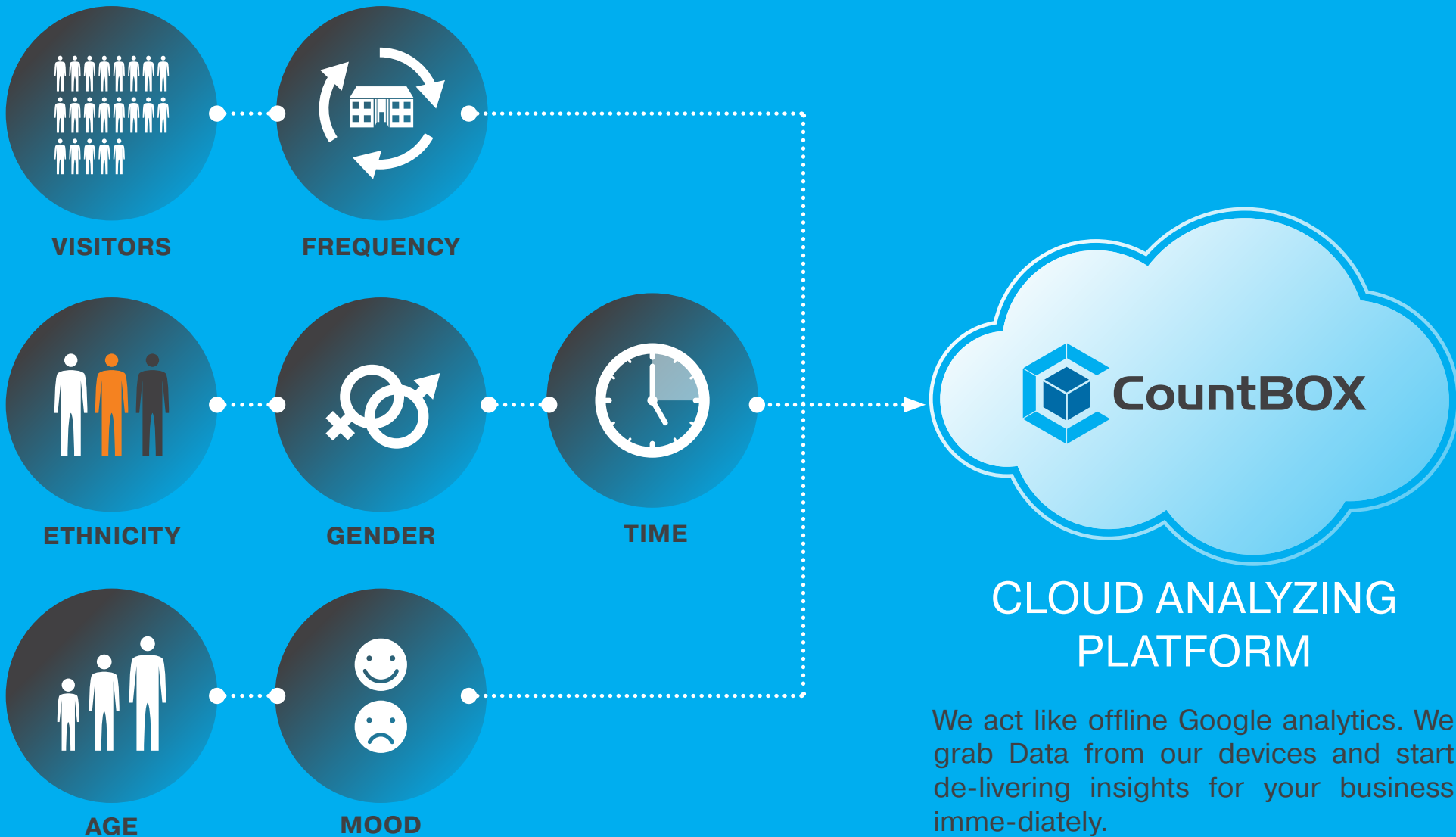
OUR PROPOSAL

STEP 3: FACIAL RECOGNITION TECHNOLOGY

You'll see your customer portrait: ethnicity, age, gender and mood. CountBoX provides full demography analysis, based on face recognition. Multiply your marketing ROI with better targeting!

STEP 2: WIRELESS ANALYTICS SOLUTION

Our wireless solution helps you understand visitors behavior patterns even better.
How long visitors prefer to stay at the particular place? How often do they return? What's the most efficient way for visitors interacting, engaging and creating unique customers experience.

STEP 1: PEOPLE COUNTING ANALYTICS

Our Smart Devices allow us to deliver 95%-100% people traffic accuracy. This is the first essential metric for every business improvement. Drive up efficiency, earn more!
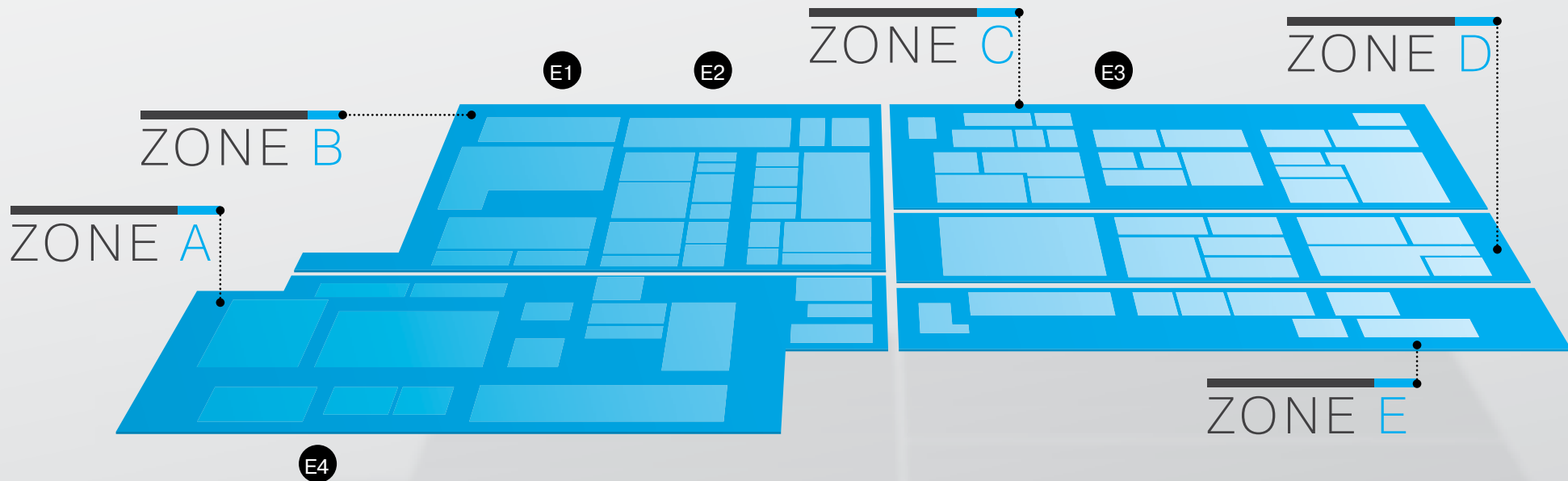
CountBOX
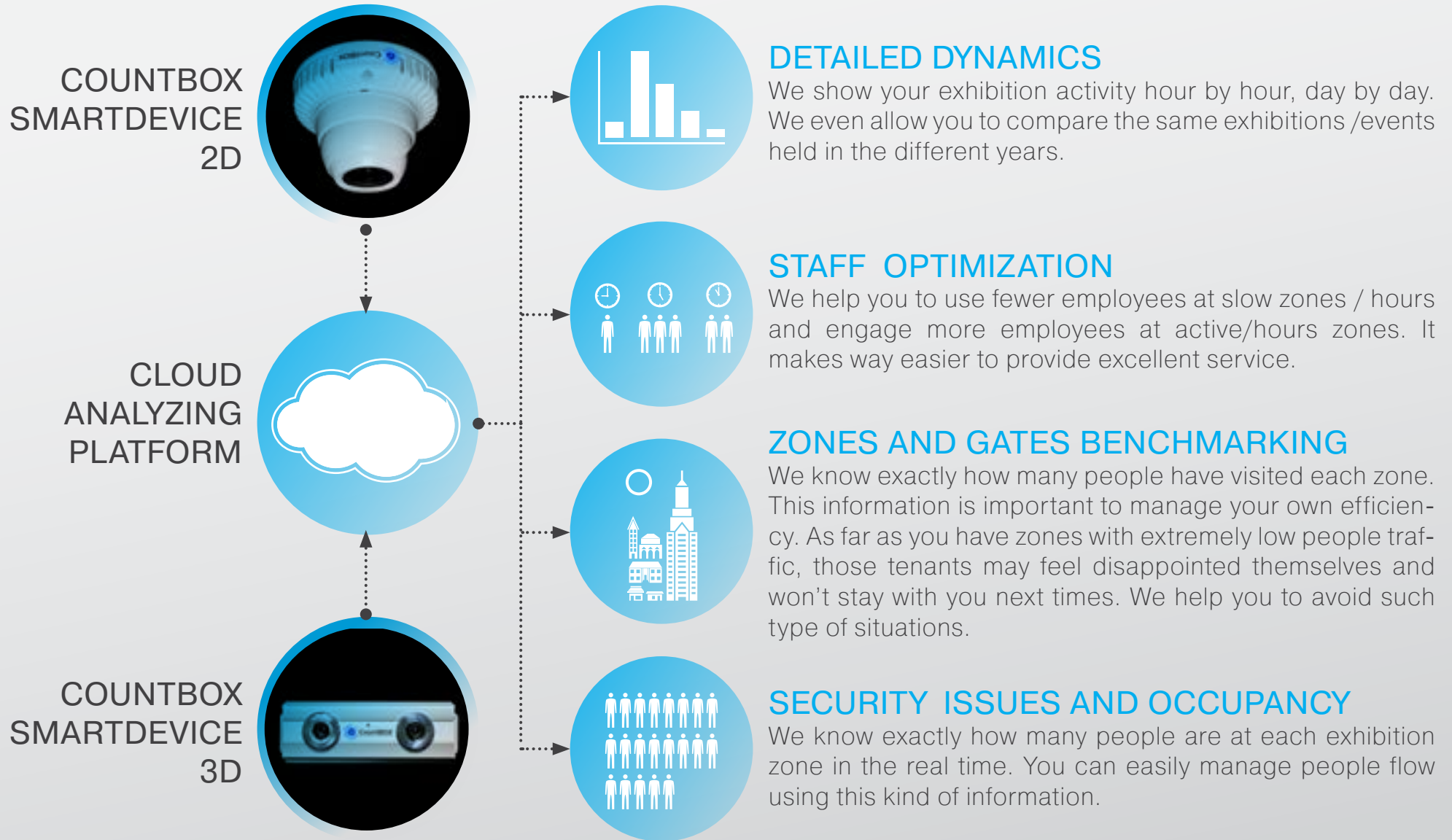
www.countbox.us

HOW DOES IT WORK?

STEP 1: PEOPLE COUNTING ANALYTICS

Floor plan mapping. We define in cooperation with you key relevant zones for visitors tracking.
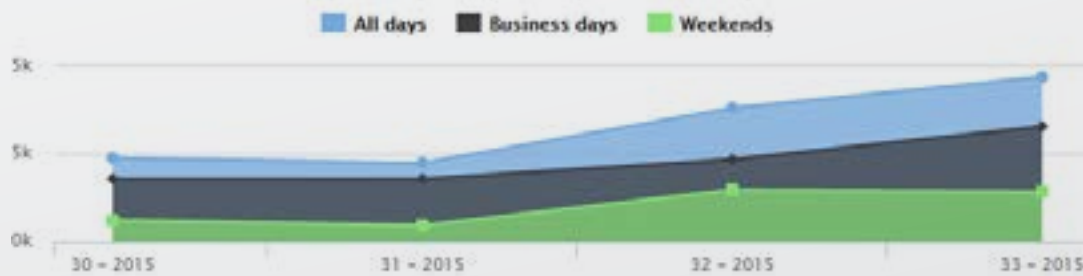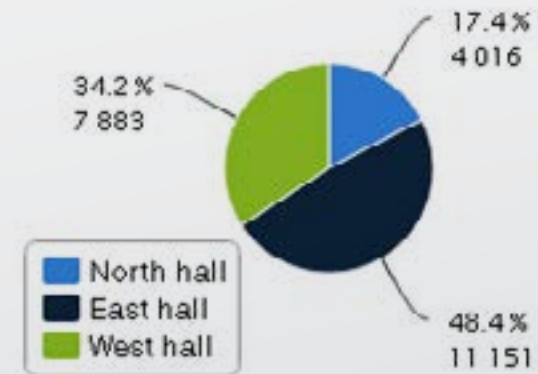
STEP 1: PEOPLE COUNTING ANALYTICS

COUNTBOX SMARTDEVICE 2D

CLOUD ANALYZING PLATFORM

COUNTBOX SMARTDEVICE 3D

DETAILED DYNAMICS

We show your exhibition activity hour by hour, day by day. We even allow you to compare the same exhibitions /events held in the different years.

STAFF OPTIMIZATION

We help you to use fewer employees at slow zones / hours and engage more employees at active/hours zones. It makes way easier to provide excellent service.

ZONES AND GATES BENCHMARKING

We know exactly how many people have visited each zone. This information is important to manage your own efficiency. As far as you have zones with extremely low people traffic, those tenants may feel disappointed themselves and won't stay with you next times. We help you to avoid such type of situations.

SECURITY ISSUES AND OCCUPANCY

We know exactly how many people are at each exhibition zone in the real time. You can easily manage people flow using this kind of information.
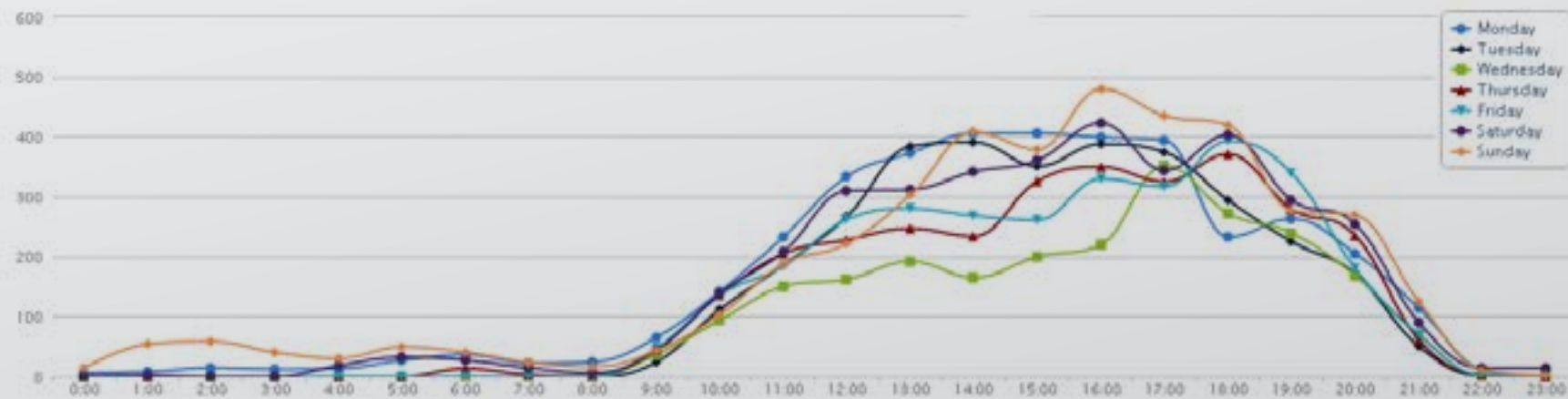
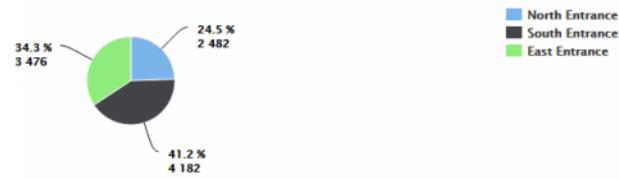# STEP 1: PEOPLE COUNTING ANALYTICS REPORTS

TRAFFIC BY WEEK

DISTRIBUTION OVER THE ENTRY POINTS
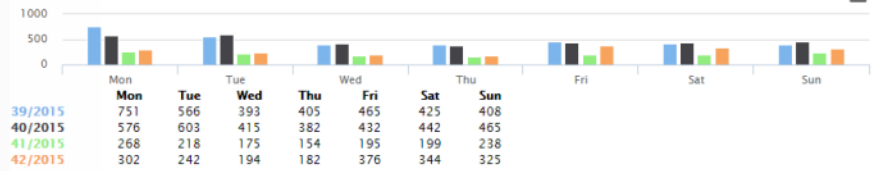

DAY TRAFFIC

Performance Dashboard (Standard)

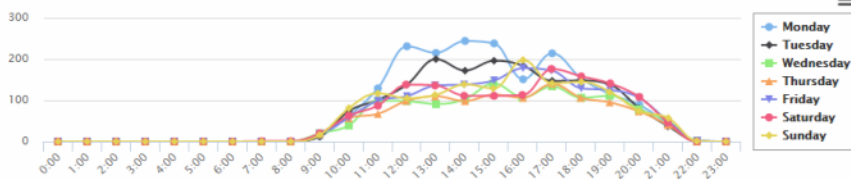**Distribution over the entry groups (over the period for 4 weeks)**

- North Entrance — 24.5 % / 2 482
- South Entrance — 41.2 % / 4 182
- East Entrance — 34.3 % / 3 476

Day of week (over the period for 4 weeks)

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
39/2015	751	566	393	405	465	425	408
40/2015	576	603	415	382	432	442	465
41/2015	268	218	175	154	195	199	238
42/2015	302	242	194	182	376	344	325

Day traffic

Day traffic (over the period for 4 weeks)

Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

Distribution over the entry points

Distribution over the entry points (over the period for 4 weeks)

- Palmer Park — 24.5 % / 2 482
- ABQ Uptown — 41.2 % / 4 182
- Altamore — 34.3 % / 3 476

Traffic by week

Traffic by week (over the period for 4 weeks)

All days, Business days, Weekends

39 – 2015, 40 – 2015, 41 – 2015, 42 – 2015
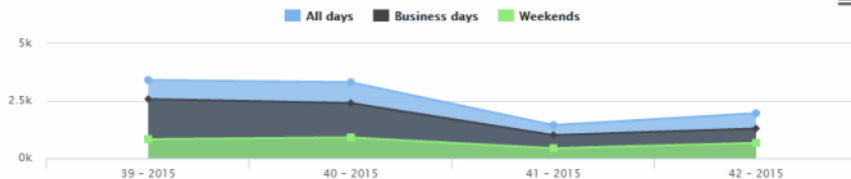
Week traffic

Week traffic (over the period for 4 weeks)

39 – 2015	40 – 2015	41 – 2015	42 – 2015
3 413	3 315	1 447	1 965
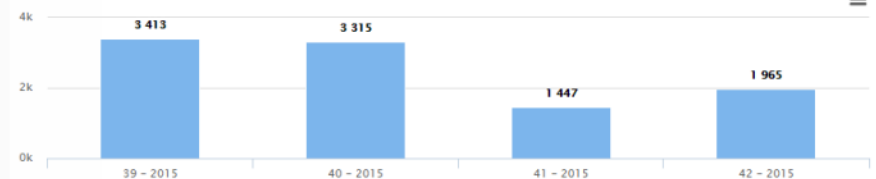
Traffic dynamics

Traffic dynamics (over the period for 4 weeks)

- 39 – 2015: −28.3 %
- 40 – 2015: −3.0 %
- 41 – 2015: −129.1 %
- 42 – 2015: 26.4 %

Traffic by day

Traffic by day (over the period for 4 weeks)

751, 393, 465, 408, 603, 382, 442, 218, 154, 199, 302, 194, 376, 325

CountBOX

CountBOX DELUXE Perfomance
Dashboard built on demand

ТОРГОВЫЙ ЦЕНТР ТАНДЕМ

10.10.2015

ТРАФИК ЗА СЕГОДНЯ
122732 чел.
+ 25% к прошлому году
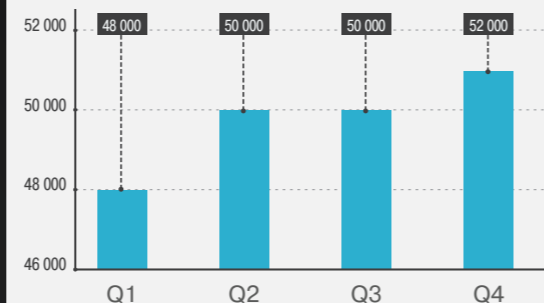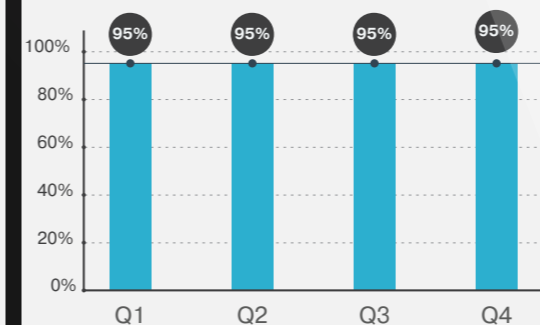
ТРАФИК ЗА ГОД
2014г. 2015г.

| | Q1 | Q2 | Q3 | Q4 |
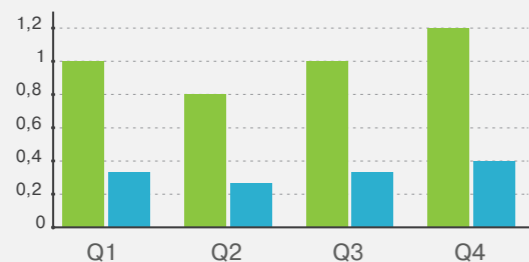
ИСПОЛНЕНИЕ БЮДЖЕТА (МЛН. Р.)

| | Q1 | Q2 | Q3 | Q4 |
| 48 000 | 50 000 | 50 000 | 52 000 |

НАПОЛНЕНИЕ ТЦ АРЕНДАТОРАМИ
95%

| 95% | 95% | 95% | 95% |
| Q1 | Q2 | Q3 | Q4 |

ДИНАМИКА ЗА НЕДЕЛЮ

| 108 000 | 150 000 | 150 000 | 140 000 | 122 732 | 200 000 | 180 000 |
| ПН | ВТ | СР | ЧТ | ПТ | СБ | ВС |

CASH-FLOW

| 50 000 | 48 000 | 50 000 | 49 000 |
| Q1 | Q2 | Q3 | Q4 |
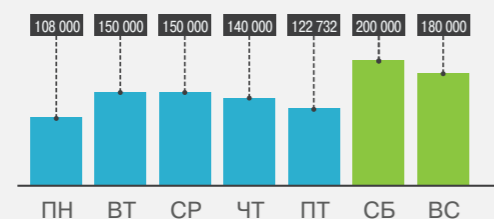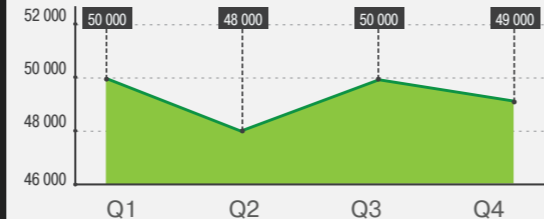
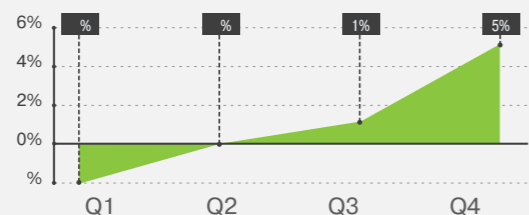4°
Москва

66,2367
USD +0,6897

74,5825
EUR +1,3141

NPS (УДОВЛЕТВОРЕННОСТЬ)

| % | % | 1% | 5% |
| Q1 | Q2 | Q3 | Q4 |

ДЕБИТОРСКАЯ ЗАДОЛЖЕННОСТЬ
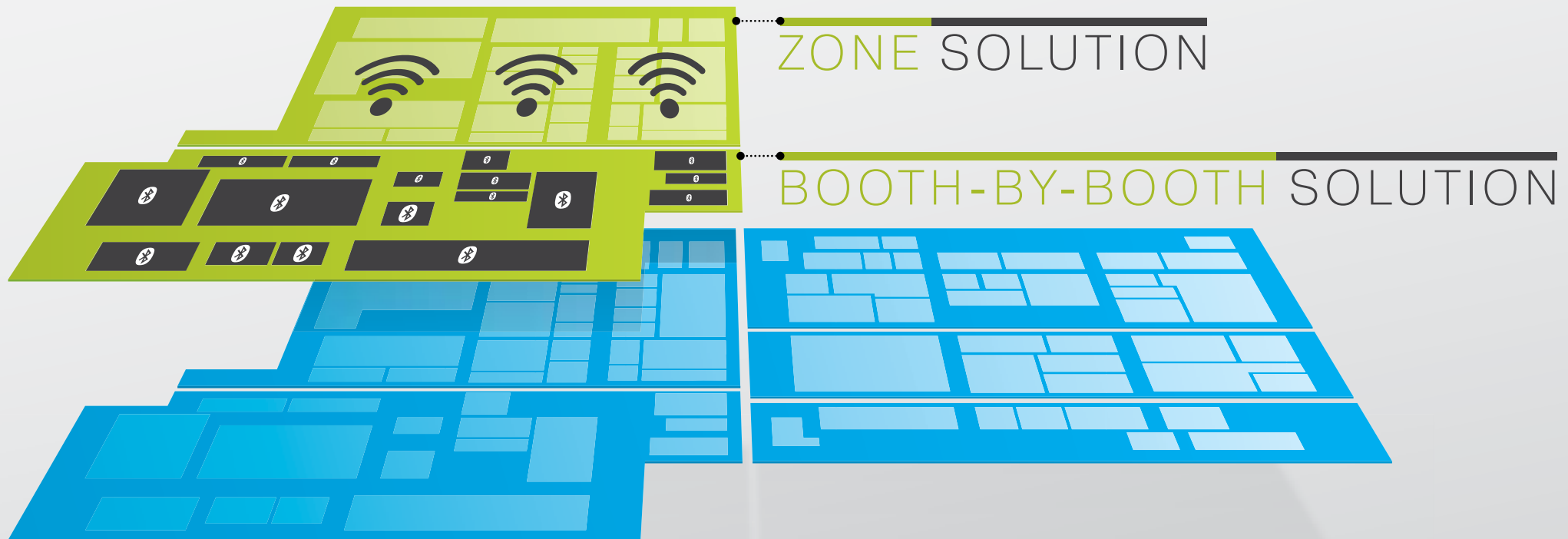
| 0% | 0% | 1% | 2,04% |
| Q1 | Q2 | Q3 | Q4 |
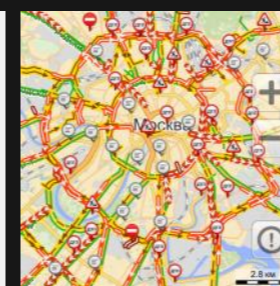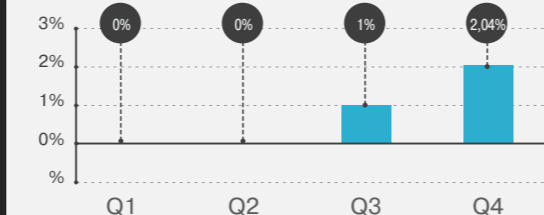
20:27 Российская авиагруппа в Сирии за день нанесла удары по 12 объектам ИГИЛ

19:40 Лукашенко опроверг слухи о размещении российской авиабазы в Белоруссии

20:06 Плененному собственной семьей индийскому трансгендеру разрешили вернуться в США

19:47 СМИ назвали имя соперника Федора Емельяненко

STEP 2: WIRELESS ANALYTICS SOLUTION

First option: we deploy zone wireless analytics.
Second option: we deploy booth-by-booth analytics based on
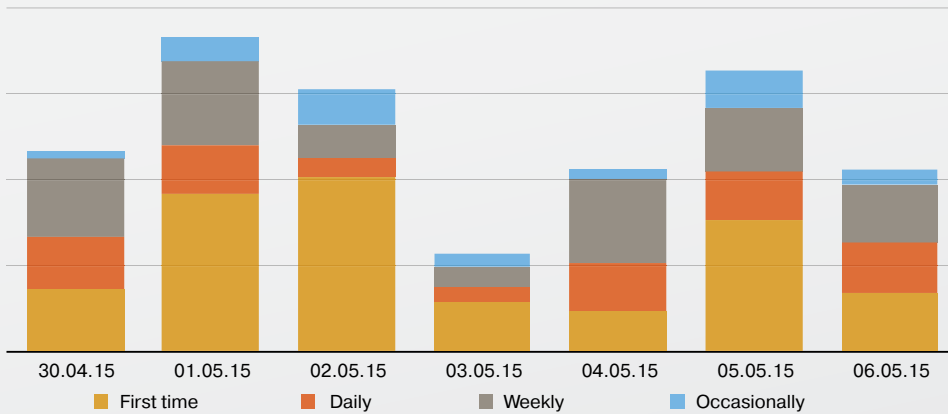Ble to to deliver even more insights.

ZONE SOLUTION

BOOTH-BY-BOOTH SOLUTION

STEP 2: WIRELESS ANALYTICS SOLUTION
ZONE SOLUTION

WIRELESS
ANALYTICS
DEVICE

CLOUD
ANALYZING
PLATFORM

LOYALTY
We visualize a proportion, which tells you how often visitors prefer to return to the same zones, booth or events. We point out best zones and events within the whole exhibition. This Data is a perfect base for leasing particular spaces for an excellent price.

ENGAGEMENT
We show the exact and average time spent by visitors at different zones and events. This is a brilliant opportunity to benchmark all zones and events even within few previous years

DWELL TIME BY ZONES
This type of report mixes together Data from wireless and video analytics. Important to know how long visitors stay inside one or all zones.

STEP 2: WIRELESS ANALYTICS SOLUTION REPORTS

www.countbox.us

Total ⬤ **Individual**

LOYALTY — First time | Daily | Weekly | Occasionally

Total ⬤ **Individual**

DWELL — 5-20 mins | 20-60 mins | 1-6 hrs | 6+ hrs

MONTHLY LOYALTY OVERVIEW
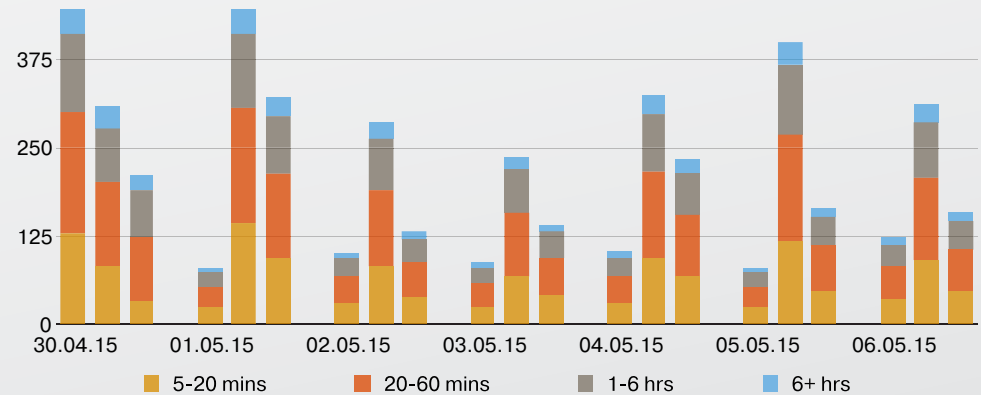
May 2014
- First time 45%
- Daily 18%
- Weekly 28%
- Occasional 9%

May 2015
- First time 35%
- Daily 22%
- Weekly 21%
- Occasional 22%

Legend: First time | Daily | Weekly | Occasional

MONTHLY ENGAGEMENT OVERVIEW

May 2014
- 5-20 mins 55%
- 20-60 mins 35%
- 1-6 hrs 8%
- 6+ hrs 2%

May 2015
- 5-20 mins 63%
- 20-60 mins 17%
- 1-6 hrs 19%
- 6+ hrs 1%
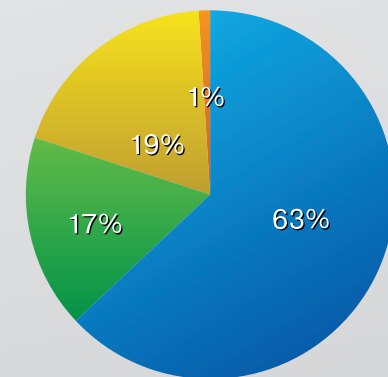
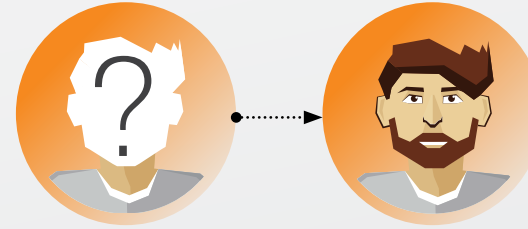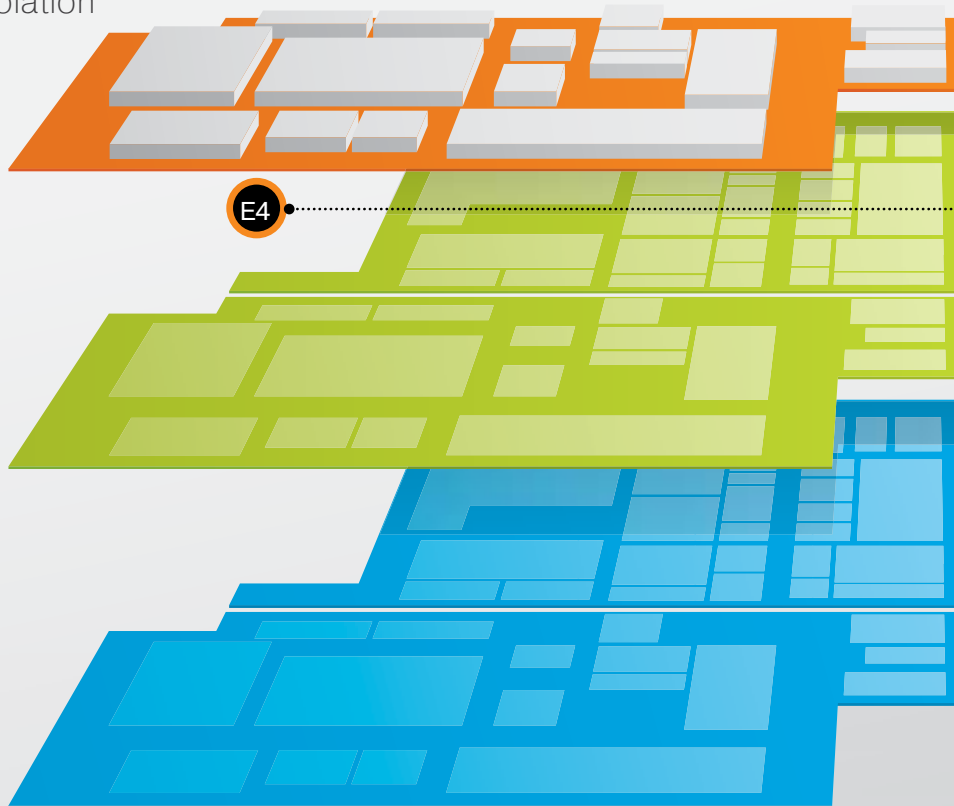Legend: 5-20 mins | 20-60 mins | 1-6 hrs | 6+ hrs

STEP 3: FACIAL RECOGNITION TECHNOLOGY

CountBOX technology allows you to collect demographic Data, such as: ethnicity, gender, age, mood without visitors privacy violation
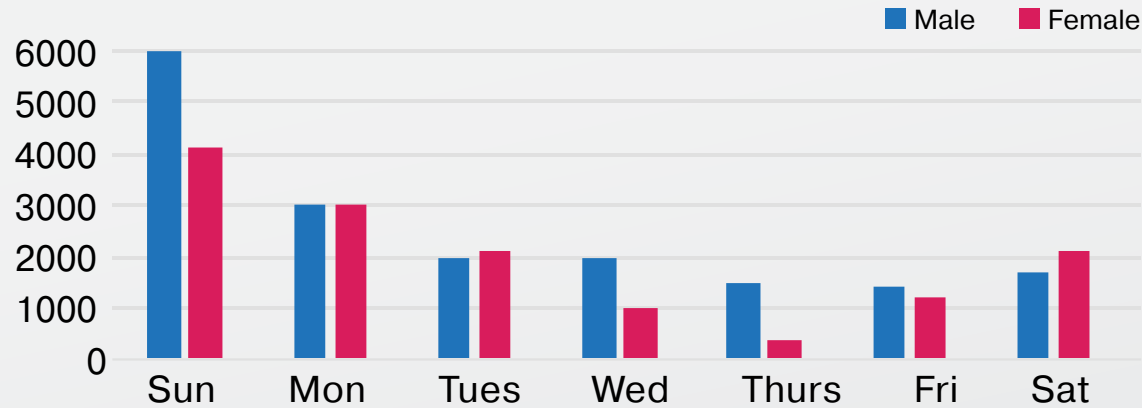
E4

DEMOGRAPHIC SENSOR

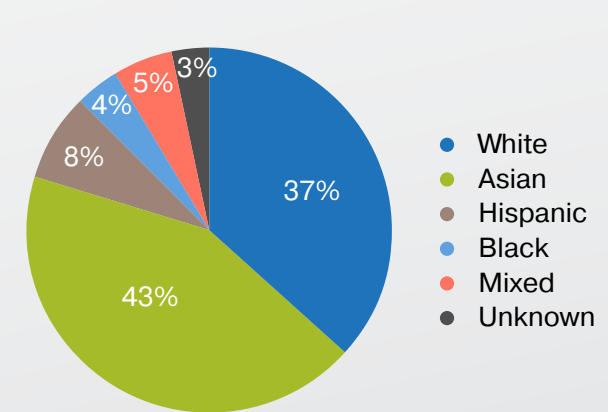We deploy our Demographic sensors near the entrances.

CountBOX

STEP 3: FACIAL RECOGNITION TECHNOLOGY

DEMOGRAPHIC
SENSOR

CLOUD
ANALYZING
PLATFORM

REAL VISITOR PORTRAIT
Detailed demographic Data open a lot of business insights.

EXTRA REVENUE STREAM
Extra revenue stream can be generated by providing demographic sensors installations per booth base. This allows your tenants to compare demographic and visitors data to their booth with visitors flow in the venue.

ADVERTISEMENT
EXTRA REVENUE STREAM
We give you a great tool for efficient negotiations with your advertisers. We assume, the more your visitors fit to your advertiser portfolio, the higher price should be. CountBOX advanced tools will make your negotiations process even more efficien.
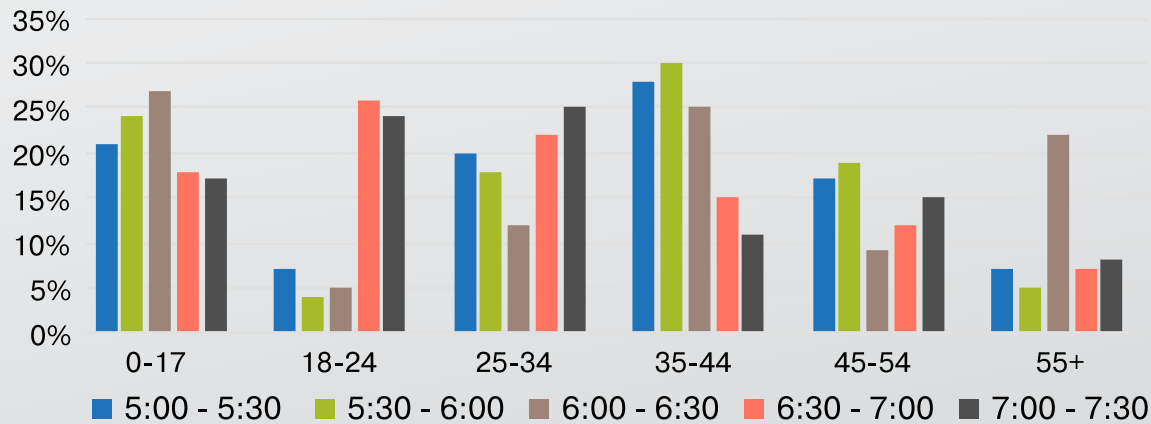
STEP 3: FACIAL RECOGNITION TECHNOLOGY REPORTS

GENDER ANALYSIS (7 DAYS PERIOD)

ETHNICITY ANALYSIS


AGE ANALYSIS (ONE DAY EVENING TRENDS)
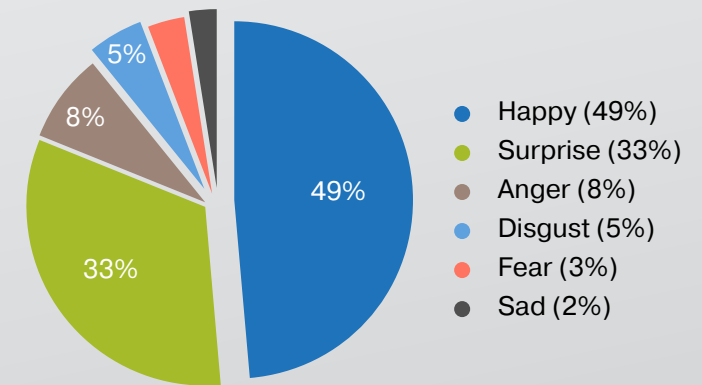
MOOD ANALYSIS

GENDER

ETHNICITY DISTRIBUTION – ALL FANS BY % OF DAY

DATE	INFLOW	MALE	FEMALE	Caucasian	African American	Hispanic	Asian/ Pacific	Mixed/ Other
11/14	13,788	61.26%	38.74%	69.79%	3.25%	19.11%	3.25%	4.61%
11/15	25,653	67.59%	32.41%	68.08%	4.10%	18.78%	2.23%	6.80%
11/16	56,338	57.10%	42.90%	72.09%	3.23%	14.27%	5.84%	4.57%
TOTAL	95,779	61.68%	38.32%	70.68%	3.47%	17.53%	2.15%	5.17%

- Inflow & Gender data were carried forward from the previous slide for easy reference
- Across all events, 70.68% of attendees were detected as being Caucasian
- Across all events, 23.14% of attendees were detected as being African American, Hispanic, or Asian/Pacific Islander
- Across all events, 5.17% of attendees were detected but did not have a strong enough confidence rating to statistically place into one particular ethnicity category. These attendees were given another category labeled "Mixed/Other".

4

Event XYZ Age Distribution - MALES

Male % of Total Inflow by Age Bracket
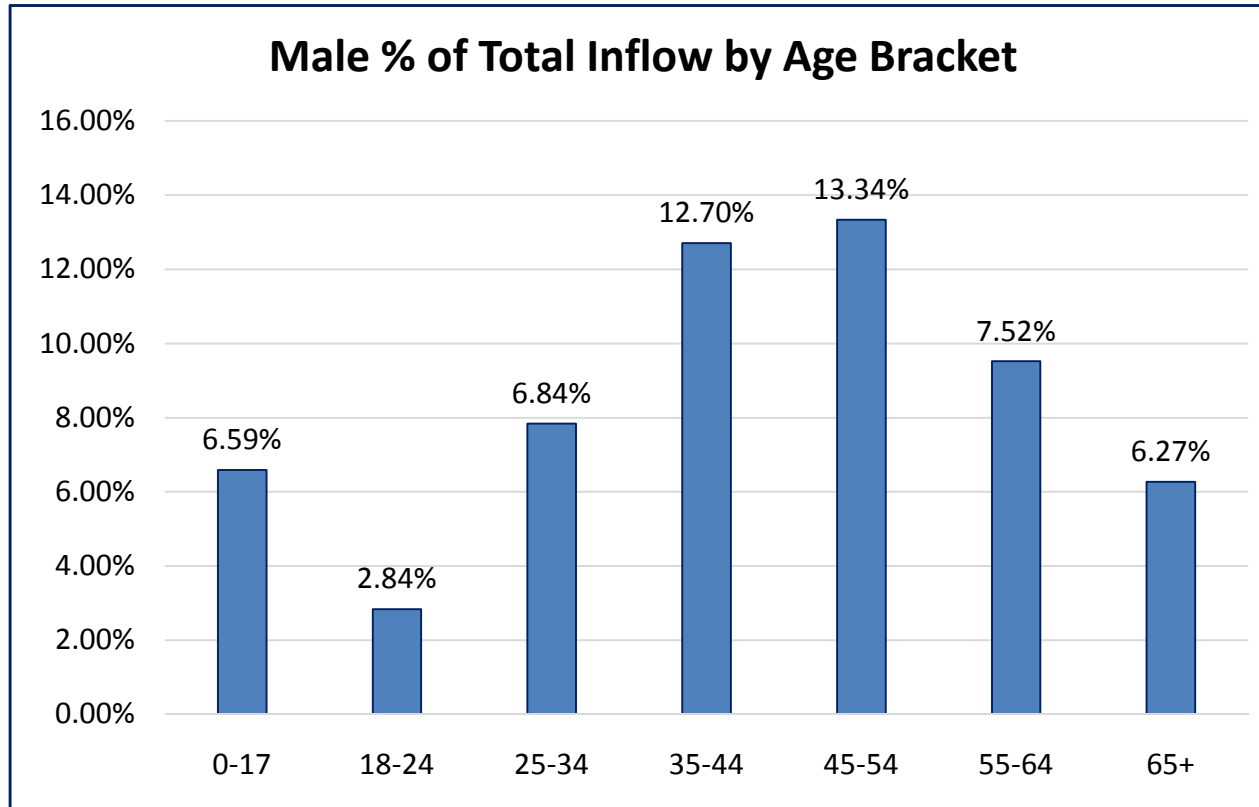
- The 45-54 age group had the most males entering (7,614), which consisted of 13.34% of all entrants for the Event.

- The "larger" age bracket of 35-64 year old males comprised of 35.56% of all entrants to Sunday's event.

- The 18-24 age group had the fewest males (1,698), followed by the 65+ age group (3,331).

- Approximately 16.27% of all attendees were males ages 34 or younger.

Note: the percentages above are representative of the total number of fans who attended the event.

COUNTBOX BENEFITS

MALLS

EXTRA REVENUE STREAM

SECURITY STAFF OPTIMIZATION

LOYALTY

VISITORS PORTRAIT

TENANTS

DETAILED DYNAMICS

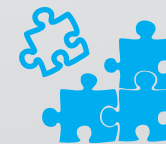LOYALTY

ENGAGEMENT

BENCHMARKING
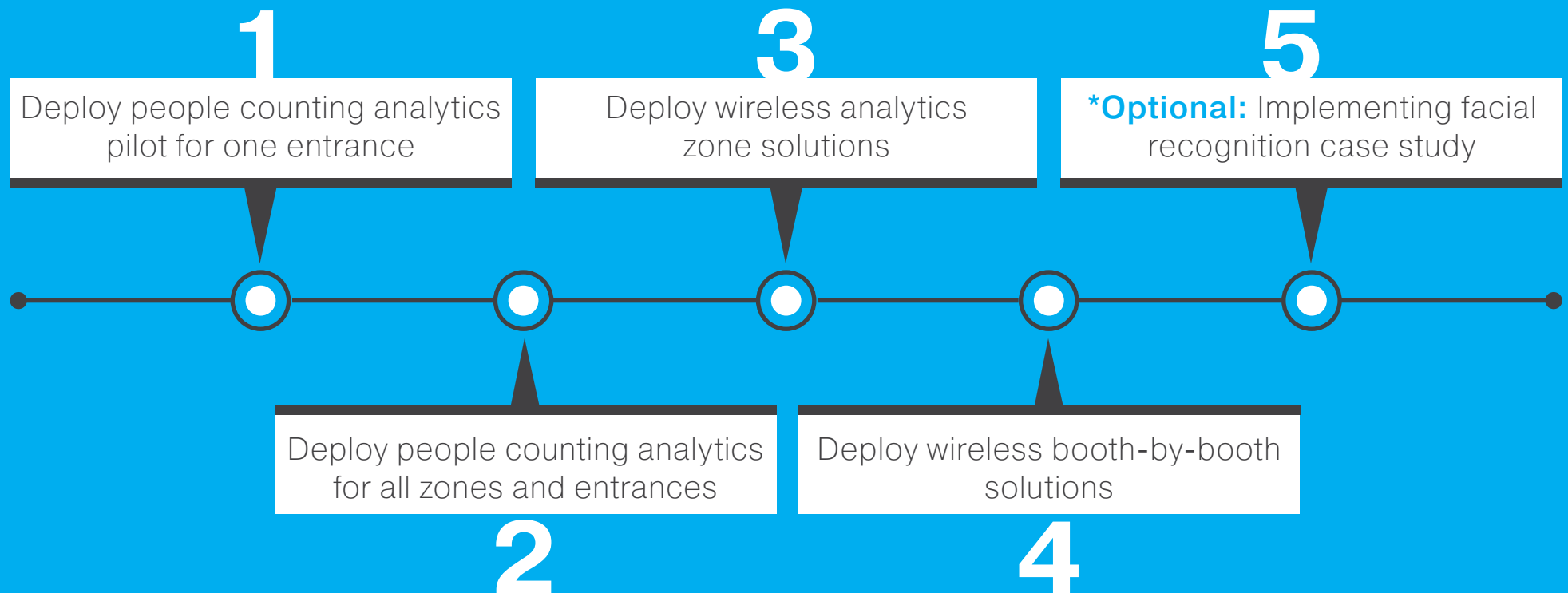
VISITORS

CUSTOMER EXPERIENCE

TARGETED AND USEFUL ADVERTISEMENT

CATCHING TENANTS MIX AND CONVENIENT LOCATIONS

CountBOX competitive advantages

1. Easy to implement. We need only low speed internet connection. No investments in the IT infrastructure, servers, licenses for software and support.

2. CountBOX is All-in-one provider of people counting, wireless analytics and facial recognition technology. We are Big Data analyzing platform.

3. Reporting system is customizable. We can set up reports by roles, starting from tenants and store managers to C-level positions.

4. Our unique Cloud analyzing platform is available as web-application all around the Globe, 24/7, via every browser, OS, and IOS app.

5. CountBOX operates Globally. We are independent vendor and proprietary software developers. We don't have any artificial restrictions.

THANKS

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