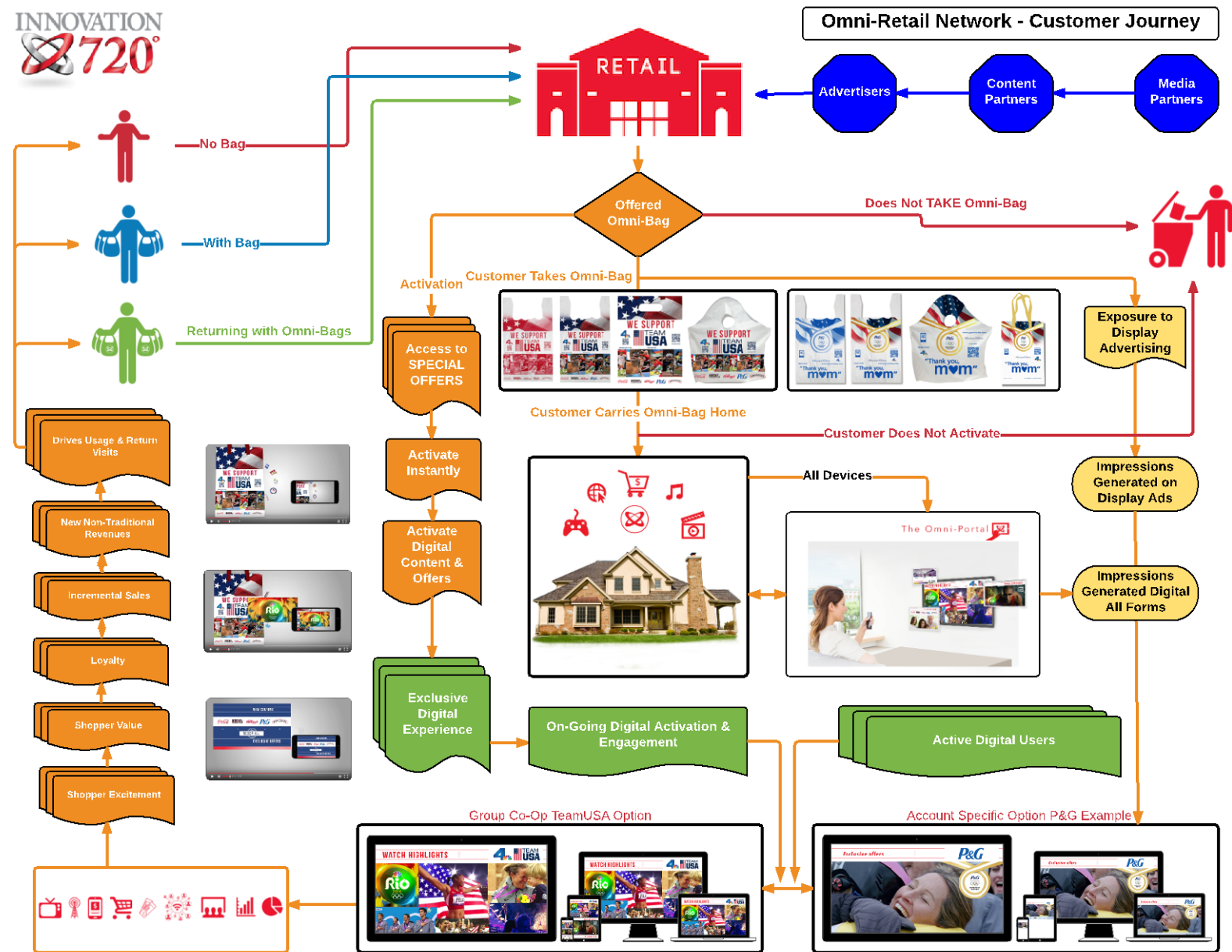


Customer Journey - USOC



Omni-Plus Digital Portal

Digital links will evolve with the consumer: what is trending with them will trend with us.

- **Omni-Bag, POS, On-Pack, Near-Pack**

Activation Links:

- Phone
- Text
- QR Code
- AR Trigger

- **Omni-Portal Content**

- Music
- Augmented Reality
- Gaming
- Videos
- Photos
- Contests
- Downloads (All forms)
- Social
- Special offers,
- loyalty, savings, etc.



Omni-Plus Digital Portal

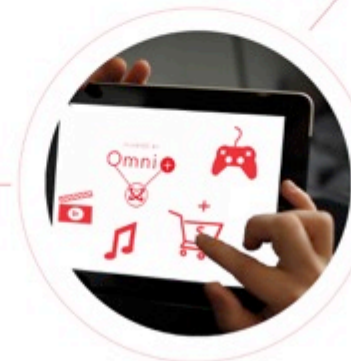
Digital links will evolve with the consumer: what is trending with them will trend with us.

At Retail

Mobile, Social, Web

At-Home

All-Technologies



Exclusive Incentives
Partner/ Promotional offers
In-app Purchases

Our Proprietary Modeling, Multi-Industry Experience – Make it Viable

Our proprietary modeling enables the platform to work – internally and externally

Our modeling is retailer-specific and transforms each retailer's customer traffic information into standardized and usable planning and forecasting estimates that enable operational distribution on a local, regional and national basis as well as providing media and promotional planning and buying systems which are consistent with advertising, media and promotional industry standards.

