

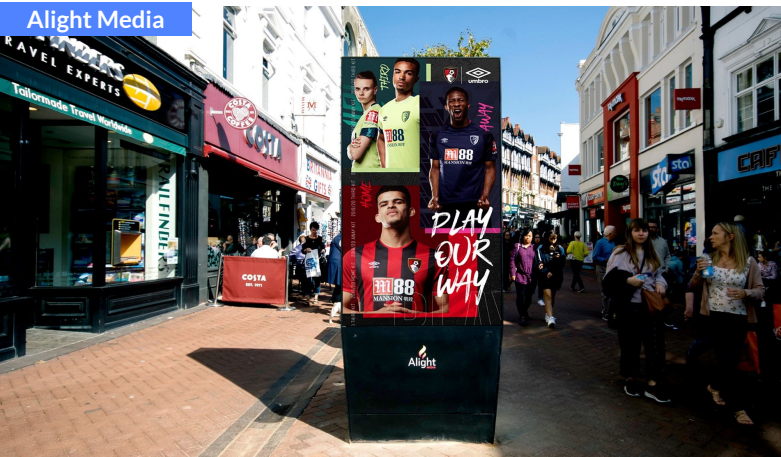
London Lites - Bond St.



Drive Impulse Purchases with DOOH at the Point of Purchase

Place Exchange supports an extensive network of retail DOOH media in the UK, allowing brands to connect with their target consumers precisely at the point of purchase with high-impact creative across a wide range of inventory, including digital video and display. Whether on the high street targeting a variety of large retailers, in shopping malls, at convenience stores or supermarket stores, Place Exchange enables seamless programmatic activation of in-store retail media for brands directly through their DSP.

Alight Media



Limited Space



£460 billion

spent on retail by consumers in the UK in 2022¹

80%

of all retail spending in the UK is done in-store²

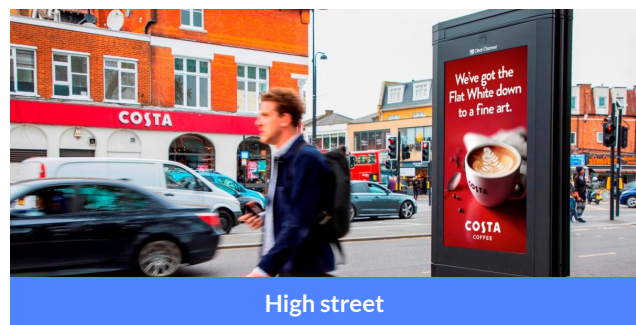
78%

of UK marketers plan to increase investment in retail media in 2023³

98%

of Gen Z in the UK shop in-store⁴

Place Exchange features a broad array of retail media types



Place Exchange's network of retail media in the UK is available through leading omnichannel DSPs

Key Features

- **Unmatched scale** of premium retail media inventory
- **Display and video** formats
- **Impression-based** budgeting and pacing
- **No undisclosed fees,** markups, or arbitrage
- **Seamless DSP campaign execution,** unified across retail media inventory
- **Support for guaranteed & non-guaranteed deals,** and open auction buying
- **Independent & agnostic,** with no competing DSP business and not beholden to any publisher

The PX Retail Media Network in the UK includes **3,464 screens** from premium publishers totaling over **824 million weekly impressions** and growing!



| LIMITEDSPACE |

London Lites



Leverage Advanced Targeting Capabilities

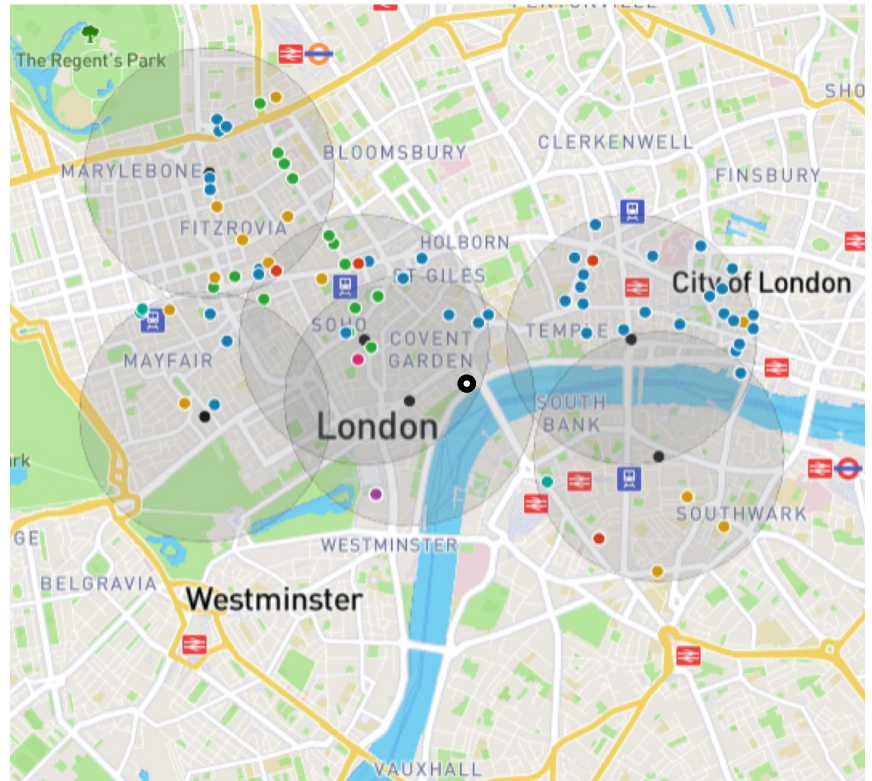
POI: Proximity around Sainsbury's

Map showing sample inventory within 500 meters of Sainsbury's in London

- Total Screens: **329**
- Impressions (6-week): **24.1M**

Publishers

ECN UK/FR	●
Clear Channel UK	●
Atmosphere TV	●
Ocean Outdoor	●
London Lites	●
Loop Media	●
Ocean Outdoor	●
Sainsbury's	●



Stay top-of-mind with contextual executions & offer deals with QR codes

Key Benefits of QR codes

- **Digital Bridge:** Connects offline ads to online content
- **User Engagement:** Encourages interaction with ads
- **Promotions & Deals:** Enables offering of deals, discounts, or coupons
- **Trackable Metrics:** Allows for customer tracking and analytics

