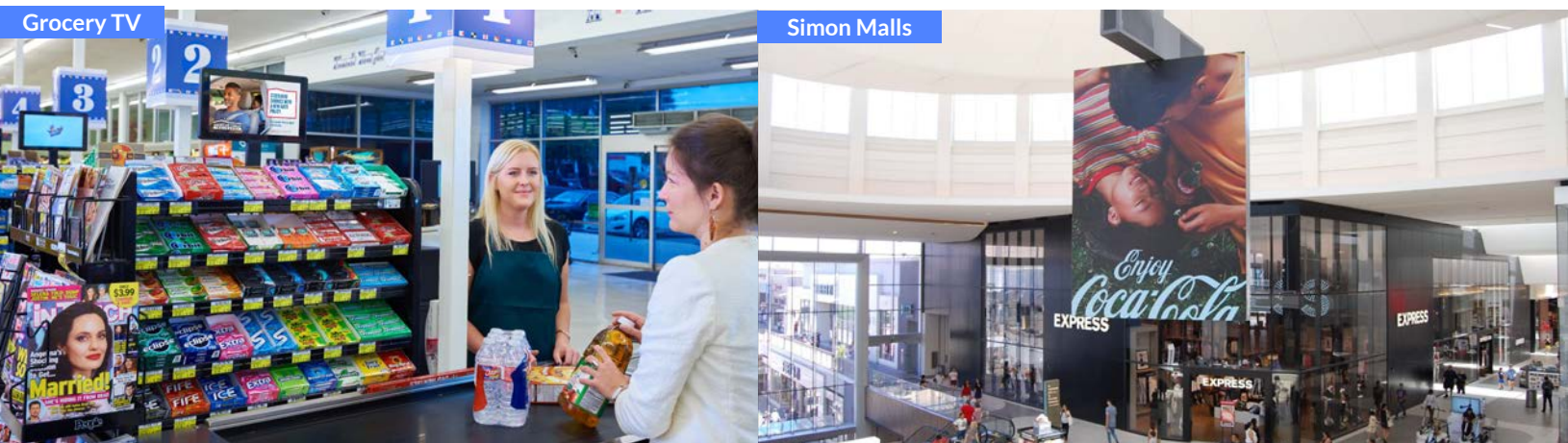


Leverage the Power of Retail Media

85% of retail purchases occur in-store¹, presenting a massive opportunity for brands to directly impact consumer purchase decisions using DOOH. Deliver targeted, high-impact messages to consumers on their path to purchase, right up to the point of sale. Leverage the combined power of online and DOOH retail media data to create a holistic approach to consumer targeting strategy. Partner with Place Exchange to unlock access to the largest DOOH retail media network in North America.



\$145
billion

expected to be spent globally
on retail media in 2025²

68%

increase in number of DOOH screens
at retail locations YoY³

3/4

of advertisers are running
in-store DOOH campaigns or
are considering them⁴

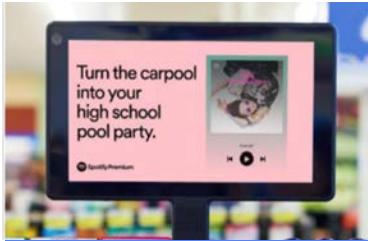
88%

Increase in US retail media ad spending
from 2024 to 2028⁵

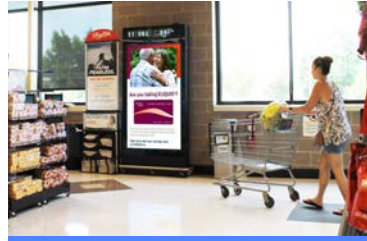
Source: ¹Statista, ²GroupM 2023, ³Insider Intelligence 2025, ⁴IAB 2022, ⁵Emarketer, 2025

Contact sales@placeexchange.com to learn more.

457,000+ screens, 78+ billion monthly impressions across a broad array of retail media environments with premium publishers



Grocery



Big Box



Pharmacy



C-Stores



Mall



Shopping District



Airport



Transit Hub



Gas Station

A LOT
MEDIA

ADAPT
media

ADKOM

AdStash

ADVANA

adPlanet
by coinstar

atm.tv

ATMOSPHERE
Better TV for Business

X
media

BackLite
Desirable by design™

BLUE
BILLBOARD

Brookfield
Properties

CBL

charge

FUZE

dolphin
DIGITAL OOH MEDIA

reme.pe.
Entrepreneur Media

FUEL MEDIA TV

FREEOSK

GEOMETRIA
ADVERTISING AGENCY

global

Grocery TV

GSTV

INEO

KeyMedia
NETWORK

loop

Liquid
OUTDOOR

MACERICH

NEWTRADITION

NRS DIGITAL MEDIA

PEARL

PYRAMID

RETAIL
FLUENT
MEDIA NETWORK

screenverse

ROCKBOT

sellr tv

SHELF
NINE

SIMON
MALLS

STARLITE

terraboost
MEDIA

TRAVEL
PLAZA
MEDIA

tumedio

VELOCITY

Vengo

volta

DOOH retail media brings powerful and unique advantages



Reach consumers during the buying decision process and at the point of sale where over 85% of sales occur



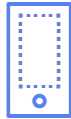
Utilize 1p shopper data from retail networks to target advertising by day/daypart, geography, individual stores, aisles, sections



Deliver engaging, high-impact display, video, and audio creative woven seamlessly into the shopping experience



Leverage dynamic messaging capabilities to utilize real-time feeds and triggers (pricing, promotions, inventory levels, weather, time of day, etc.)



Unify in-store messaging with retail marketing efforts in other channels (web, app, etc.)



Measure the incremental closed-loop impact of in-store marketing



Activate significant additional advertising revenues for retailers

Key benefits of Place Exchange's retail media network

- **Unmatched scale** of premium retail media inventory, including exclusive supply
- **Display, video, and audio** formats
- **Reach & Frequency measurement** for pre/mid/post campaign use cases
- **Impression-based** budgeting and pacing
- **No hidden fees**, markups, or arbitrage
- Support for **3p ad server tracking**
- **Seamless DSP campaign execution**, unified across retail media inventory
- **Support for guaranteed & non-guaranteed deals**, and open auction buying
- **Mobile device ID capture** to power analytics, attribution, and retargeting
- **Independent & agnostic**, with no competing DSP business and not beholden to any publisher

