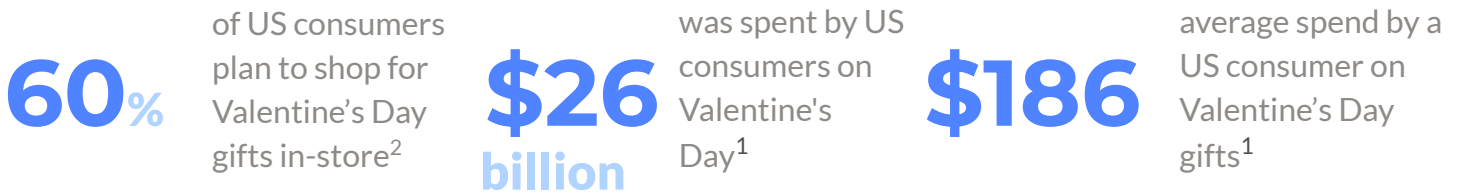




## DOOH You Want To Be My Valentine

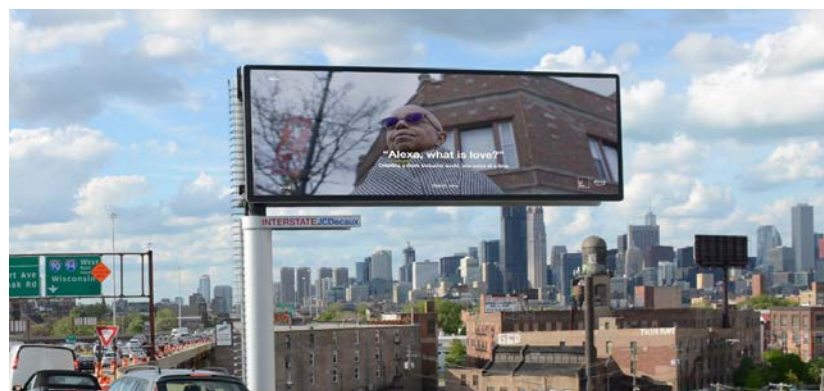
According to the latest National Retail Federation's Valentine's Day Spending Survey, **53% of US consumers** celebrate Valentine's Day. Digital OOH allows advertisers to leverage larger-than-life screens across a variety of physical environments - from retail locations to entertainment venues to billboards and more - to deliver unforgettable brand impact and drive purchases online and in stores.



Source: <sup>1</sup>National Retail Federation 2024, <sup>2</sup>Statista, 2024



Grocery TV | Deliver messaging at the point of purchase



JCDecaux | Reach and influence consumers on their daily commutes

## Top gifts consumers plan to give on Valentine's Day, by spend (in billions)



Source: Statista, 2024

Reach Valentine's Day shoppers with Place Exchange's Retail Media Network - the largest network of in-store retail media in the US with over 580,000 screens

## 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**, markeups, 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

