

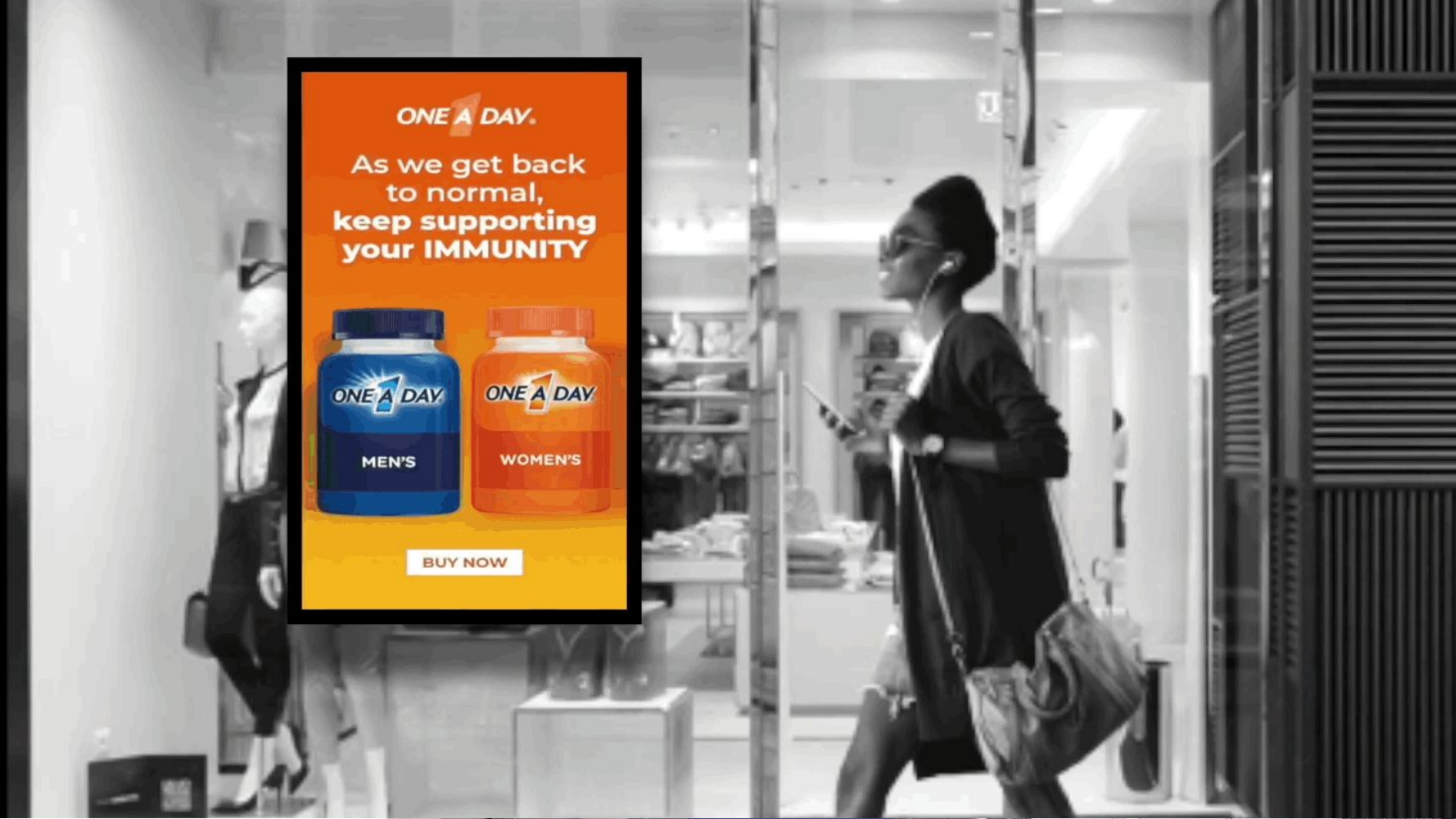


We #DOOH Great Media



A photograph of a Brooklyn Fare storefront on a brick building. The store has large glass windows and doors. Above the entrance and on the right window, the 'Brooklyn Fare' logo is visible. A digital advertisement on the left window shows 'GREEN YOU CAN' with images of juice bottles. A sign above the entrance door says 'Brooklyn' and 'Store Hours Monday 7:00AM - 10:00PM'. To the right, a large digital ad for 'OREO THINS, NOW BITE-SIZED' is displayed. Next to it is a vertical sign for AT&T with the text 'Sign-On Bonus Available' and 'Work on the front line of our operations.' featuring a woman. Pedestrians are visible in motion in front of the store. A yellow 'ROAD AHEAD' sign is partially visible on the left. A blue sign with a white 'K' and a left arrow is mounted on the brick wall above the entrance.

Who are We?



Reach Consumers In The Heart Of Their Community

Grocery Partners include:

- Key Foods
- ShopRite
- Brooklyn Fare
- Save A Lot
- City Fresh Markets
- Homeland
- Price Chopper
- Coburns
- Strack Van Til
- Henhouse
- Houchens
- Food Giant and more.



DOOH Retail Media is a medium that's proven to drive results

85% of all retail sales are still made
in-store

71% of consumers recall DOOH ads
while walking into Grocery
Stores

+21% sales lift on average when
using DOOH at the retailer



Influencing Purchase Decisions In The Last 10 Feet.



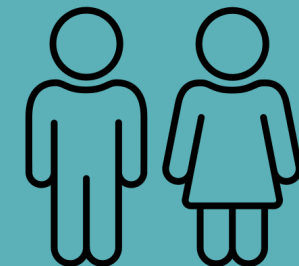
Diverse Audience

33% White, 32% Hispanic, 20% Black, 8% Asian, 7% Other



525 MM+

Monthly Impressions



53% Female 47% Male



Top DMA's Reached

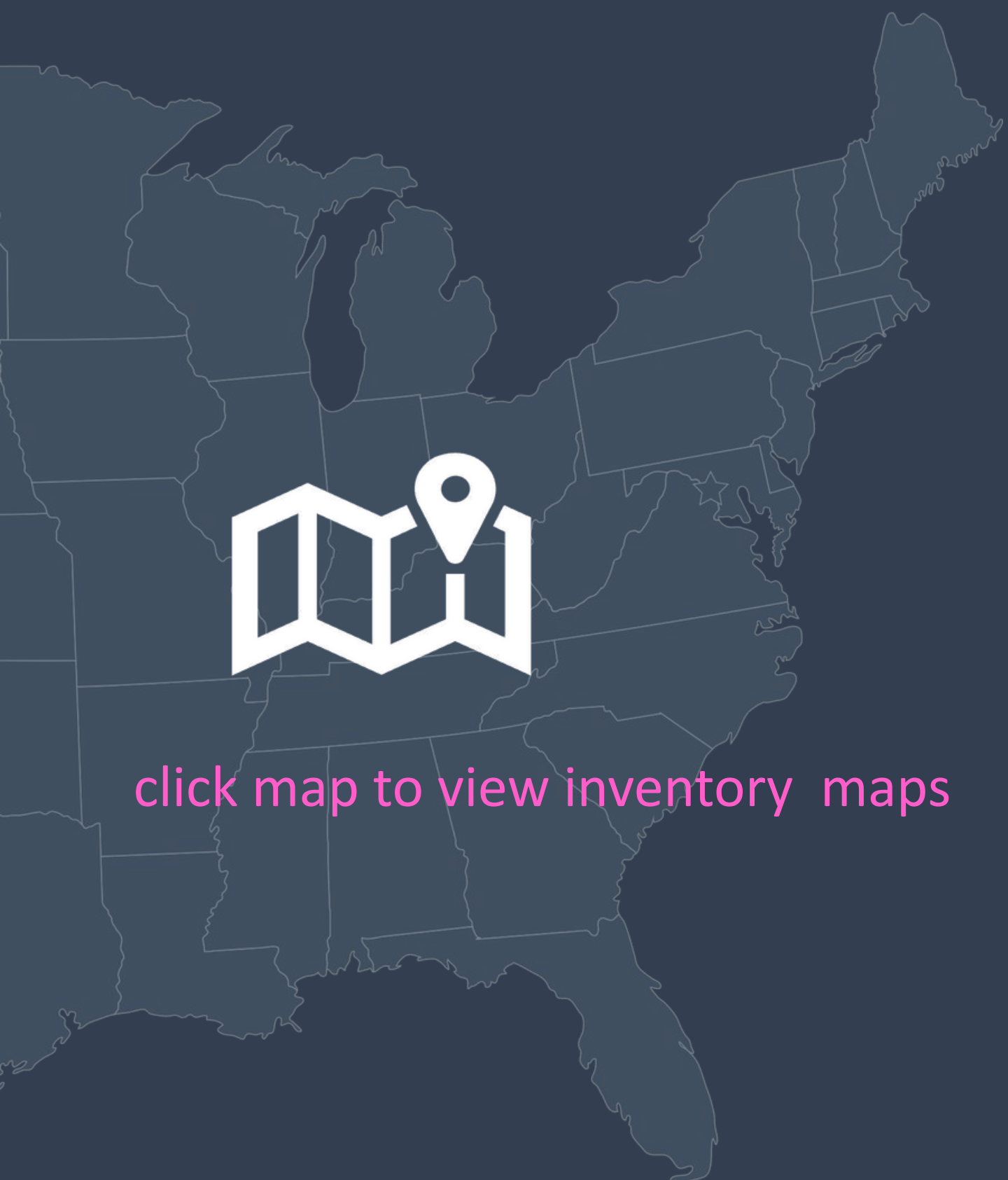


1,400+

Digital Screens
5,000 by EOY



24/7 Advertising



DMA Coverage

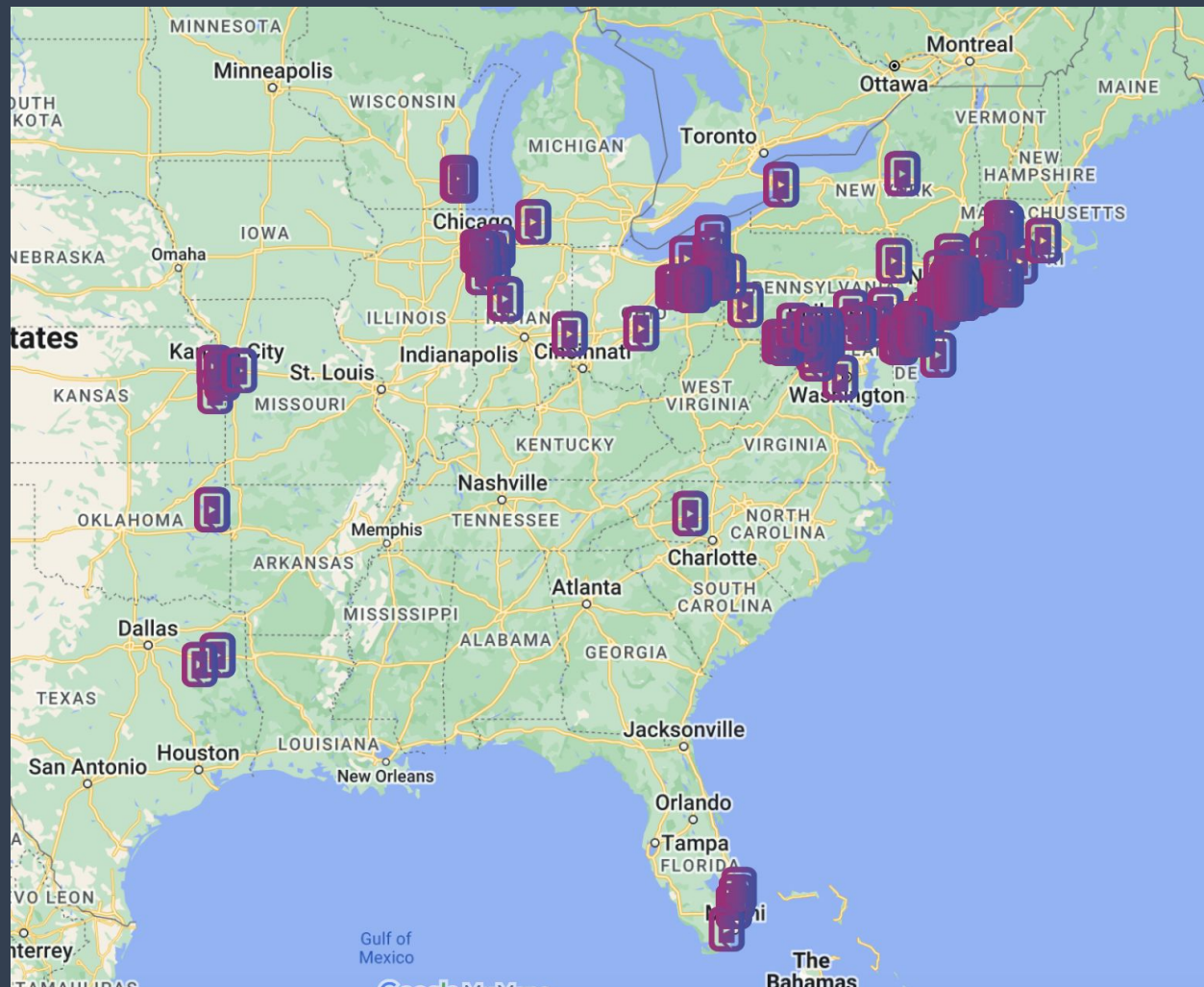
Coverage Across Top DMAs

25+ DMAs including: New York City, Philadelphia, Chicago, Miami, and more

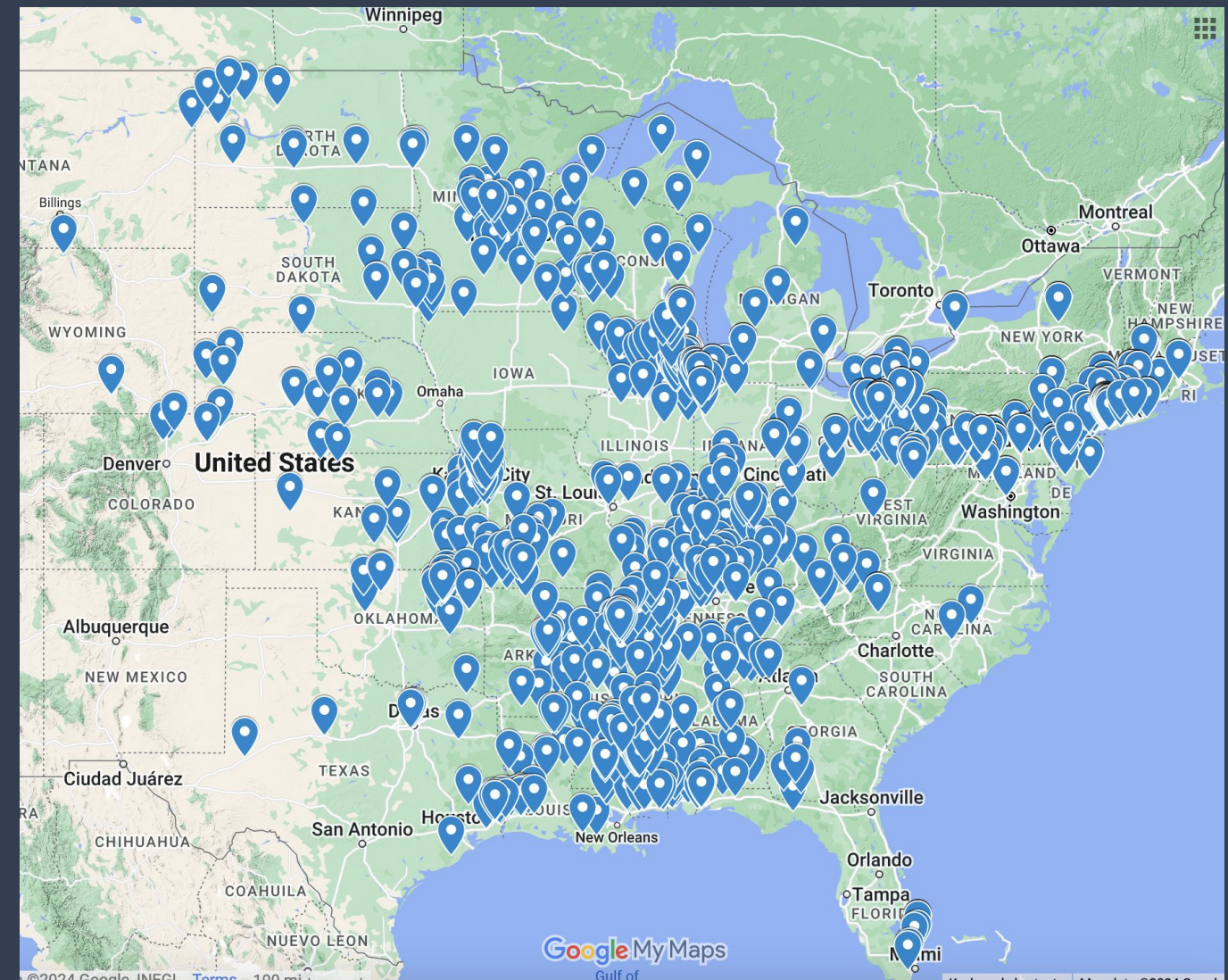
click map to view inventory maps

2025 Growth

- Further Expansion in NYC, Miami, and Chicago, and major South East DMAs such as Nashville, New Orleans, and Atlanta.
- 100% of screen programmatically enabled by end of year.
- Doubling total footprint



Q2 2025





OUR INVENTORY

Digital Window Displays

Exterior-facing and full-motion, these units deliver impressions to hard-to-reach suburban audiences.

- Full-motion creative
- All units are Geopath Audited, Vistar Verified and Place Exchange Clear approved
- New screen coverage includes Chicago, Miami, and more coming



NYC Retail and Urban Panels

- Screens available in all five boroughs
- Full-motion creative
- All units are Geopath Audited, Vistar Verified, and Place Exchange Clear



Interior Digital Displays

- Full-motion interior retail displays.
- NYC DMA-based grocery markets only
- All units are Geopath Audited, Vistar Verified, and Place Exchange Clear



Spirits After Hours Network

For hard spirits, RFMN has a dedicated network of screens with proximity placement to liquor stores, bars, clubs, and restaurants.

- **“After Hours” - liquor 5pm-6am**
- **1K+ screens within 500 ft of spirit-selling locations**
- **All units are Geopath Audited**
- **Full-motion creative accepted**



Alcohol - Beer & Wine

For hard beer & wine, RFMN has no boundaries and offers the full fleet of screens at any time.

- **Beer, Wine, and RTD beverages can run 24/7**
- **1.2K+ screens within 500 ft of spirit-selling locations**
- **All units are Geopath Audited**
- **Full-motion creative accepted**



The omnichannel opportunity

Get Your Brands Messaging in front of untapped communities!

Extend Your DOOH Messaging Online:

- Retarget exposed consumer
- Serving those folks ads online – engaging with them throughout their daily journey.
 - Serving across ctv, digital display, mobile notification in the store etc.
- **\$10K of free digital media offered if minimum investment is met**
- Measure success with brand lift studies



Unmatched Latin American Audience Reach

- **Strategic Locations**

- Screens installed in grocery stores within predominantly Hispanic neighborhoods.

- **Cultural Relevance**

- Bilingual advertisements to ensure effective communication

- **High Visibility**

- High-traffic areas ensure maximum exposure to Hispanic shoppers



FAQs

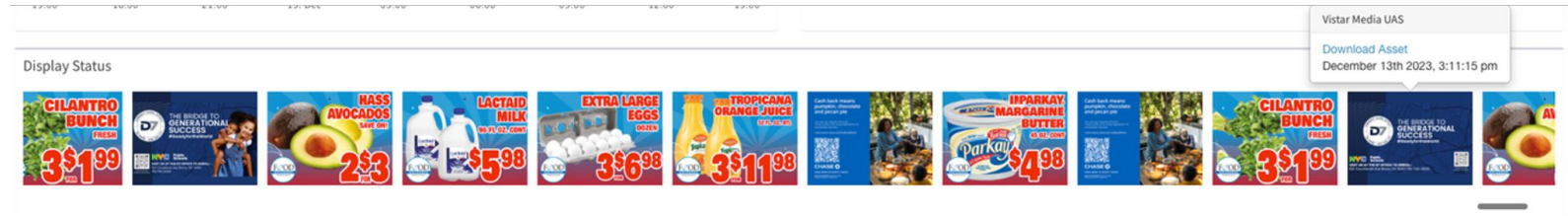
- **Device ID pass back for retargeting**
 - Yes, we can passback exposed audiences
- **How do I buy the inventory?**
 - Over 800+ screen available programmatically via PMP or OPX
 - All screens available direct and we plan to enable all screens programmatically by end of year (5,000+)
- **What is the CPM?**
 - \$7.00 - negotiable
- **Can we repurpose existing creative?**
 - Yes and we have a creative team that can assist with resizes, QR code implementation etc if needed
- **How can we measure?**
 - Sales lift report with certain retailers
 - Geopath measurements
 - Impressions - date/time/creative



Post-Campaign Reporting

Proof of Play

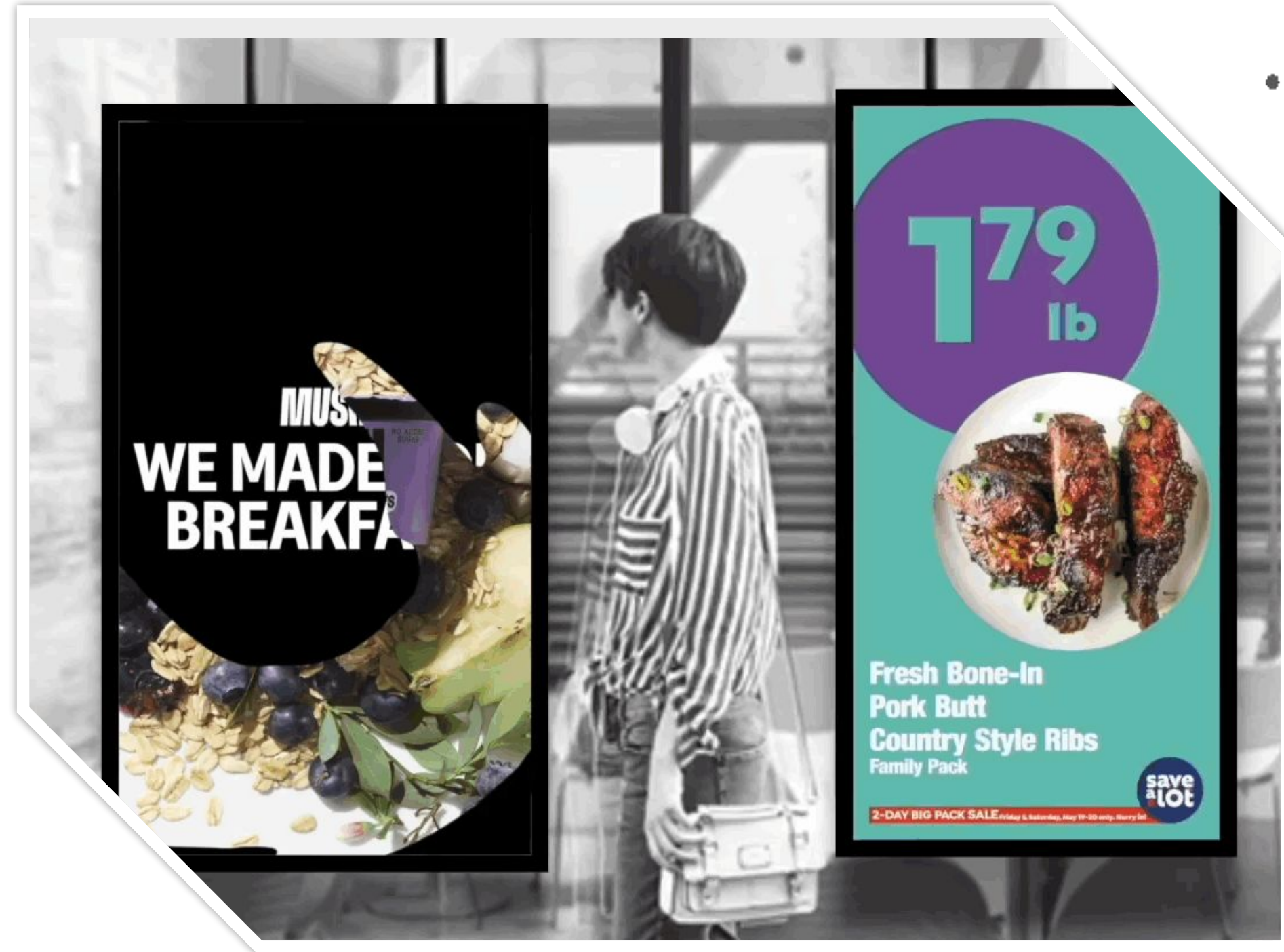
- Live proof of play screenshots available



- More comprehensive reporting available weekly upon request and with campaign wrap report inclusive of
 - Creative version delivered
 - Date of delivery
 - Impressions garnered

Sales Lift Reporting - in Beta

- Pending retailer support
 - Vendor to provide:
 - UPC list for participating products
 - “Before” period preferred number of weeks.
 - POS data insight



Advertisers that Trust Us...

Our locations are **contextually relevant for brands** looking to reach audiences in the buying mindset in a trusted environment at the **heart of their community**.





Contact: marketing@RetailFluent.com



Spec Sheet

Digital Window & Interior Retail Display

MEDIA FORMATS

Exterior-facing, digital window displays

Interior retail digital displays

All screens accept full-motion creative, no audio

Brightness: 4000+ NITS

Aspect Ratio: 9:16, 16:9, 4:3

Min. Resolution: 1920x1080, 1080x1920, 1600x1200, 1200x1600

Display Size: 45" –65" Screens, both Portrait & Landscape, varies by venue location

Total Loop Length: 2 minutes, :60 reserved for paid ads and :60 sec

reserved for House content

Duration: :10. :15 Seconds,

File Type: mp4, jpg, png

Creative Approval Required:

Final and approved creative due five (5) business days prior to campaign start. Portrait and Landscape creative versions must be submitted unless noted by RFMN. Beer & Wine are allowed. Spirits are allowed in specific locations after hours only. No competing grocery-selling retailers may be featured in the creative. No political, Personal Injury Legal, CBD/THC/vaping. Additional

category restrictions may apply.

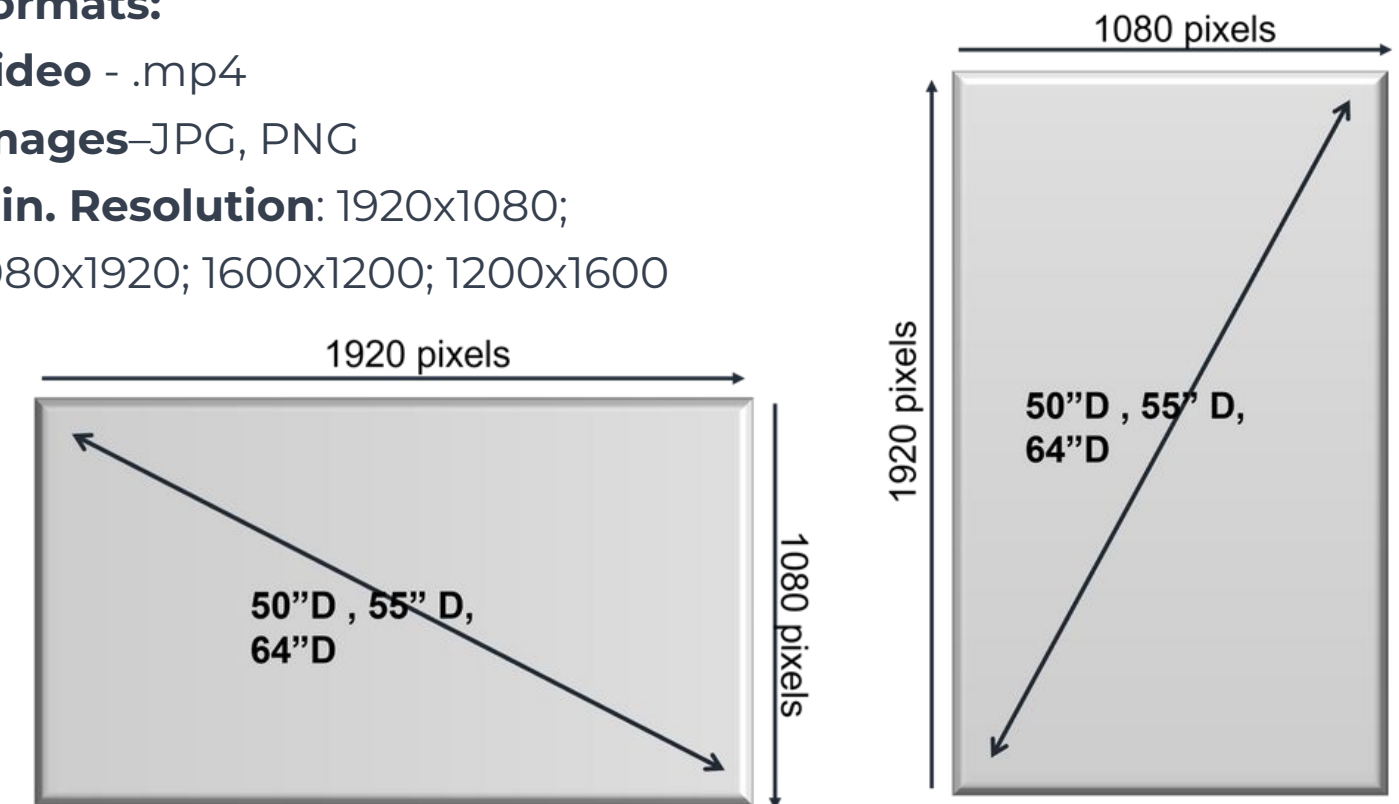
Digital Window Display Specifications:

Formats:

Video - .mp4

Images–JPG, PNG

Min. Resolution: 1920x1080;
1080x1920; 1600x1200; 1200x1600



Interior Retail Display Specifications:

Formats:

Video -.mp4

Images –JPG, PNG

Min. Resolution:

1920x1080; 1080x1920;
1600x1200; 1200x1600

