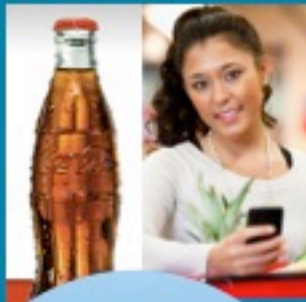




We're Multicultural Consumer Shopper Marketers

We specialize in helping brands & retailers recruit customers and create loyalty through 'Personal Mobile Engagement'.



Business
Strategy +
Brand, Retailer
& Consumer
Shopper
Insights



Leading-Edge
Mobile & Tech
Innovative
Solutions &
Data Analysis



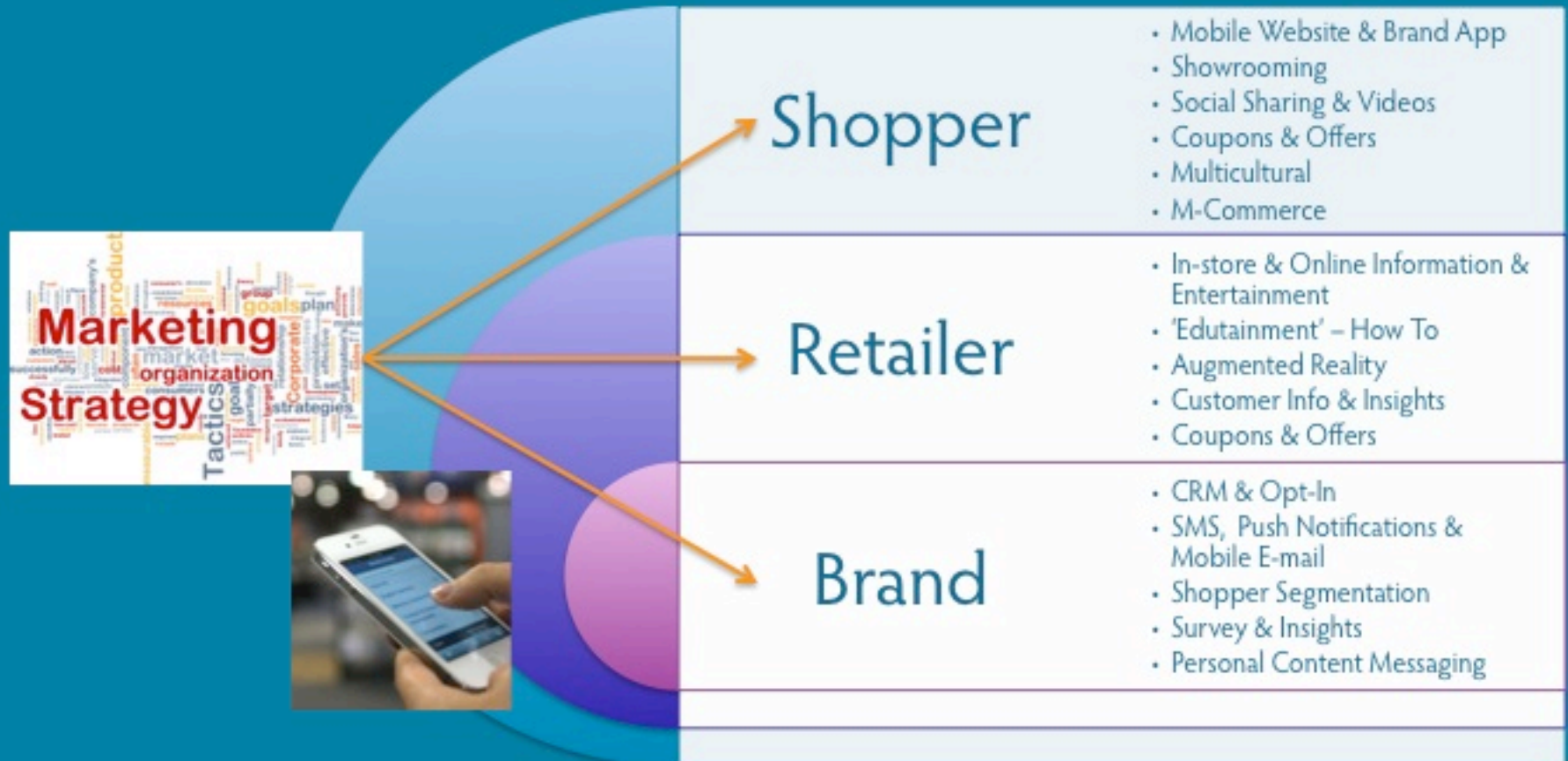
Intelligence
Shopper
Loyalty =
Positive ROI

...because every decision begins and ends with the shopper.

We Solve Shopper, Brand & Retailer Challenges

Our mobile shopper strategies & programs are holistic, not just tactics & technology.

We embrace the NEW Path-to-Purchase – “List Moment of Truth”



MercadoSavings – Building Baskets Connecting with Latina Shoppers



MercadoSavings Overview

Millennial Latina Shoppers – Digitally Connected

- Mobile in-store: 8 in 10 smartphone shoppers
- Mobile at-home: 91% make list either some or most of the time
- Mobile all the time: nearly ¾ of Latinos use technology to grocery shop

Content Drives Engagement

- Unique content focused on Latina lifestyle & needs
 - Featured products 8-10 per month
 - Recipes & Coupons
 - Health, Nutrition, Education & Lifestyle Tips
 - Mobile POS – helping shoppers plan their grocery store visit

400+ Hispanic Independent Grocery Stores

- Build loyalty on value message & program vs. price discounts
- CA, OR, WA, AZ, NM, TX