



Location Intelligence & AI Platform

Monetizing Consumer Real-Time
Purchase Intent for **Payment, Banking
Loyalty & Retail** Mobile Apps

Batu Sat, Ph.D.

Cofounder & CEO, Mall IQ, Inc.

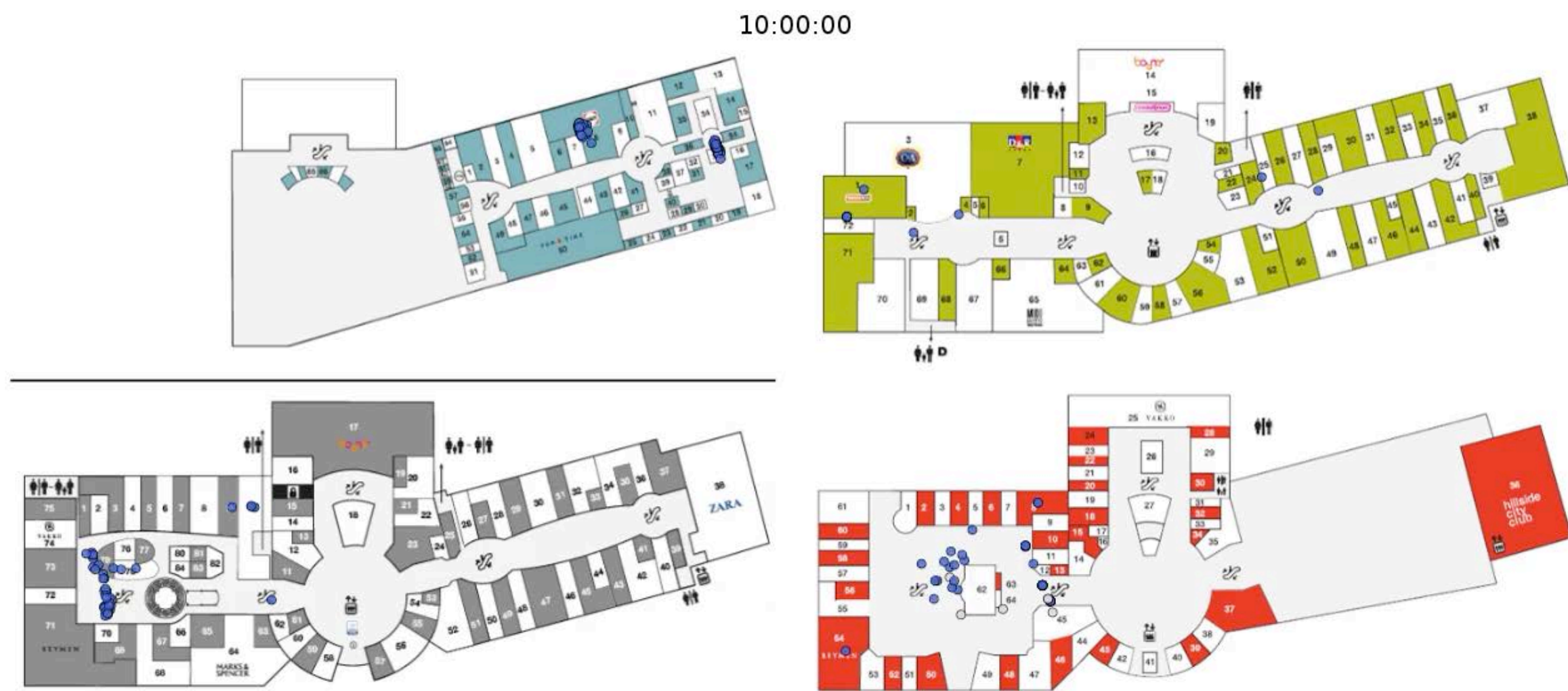


AI NEEDS GOOD DATA TO GENERATE BUSINESS VALUE

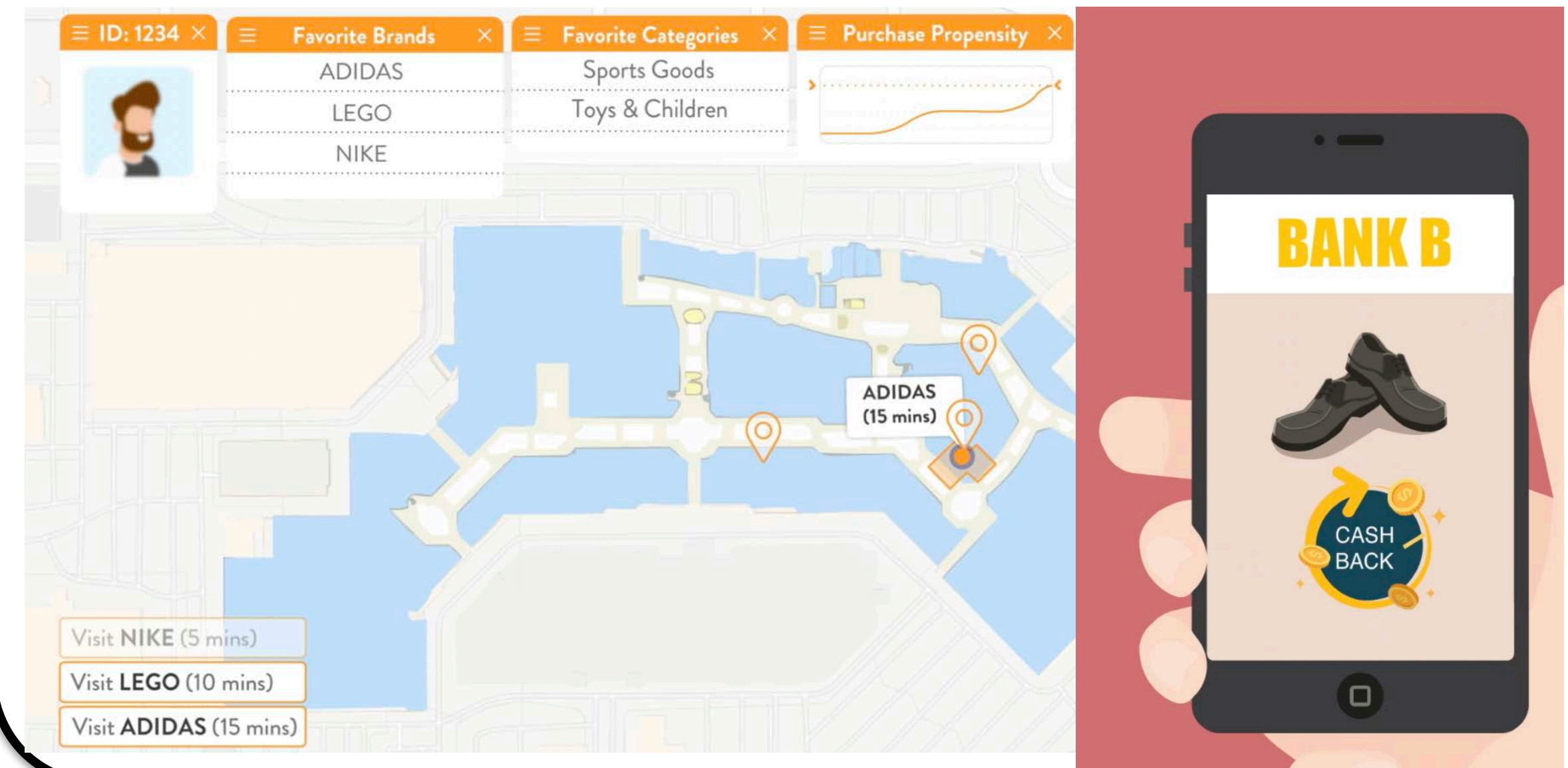
Accurate
Timely
Actionable
Scalable



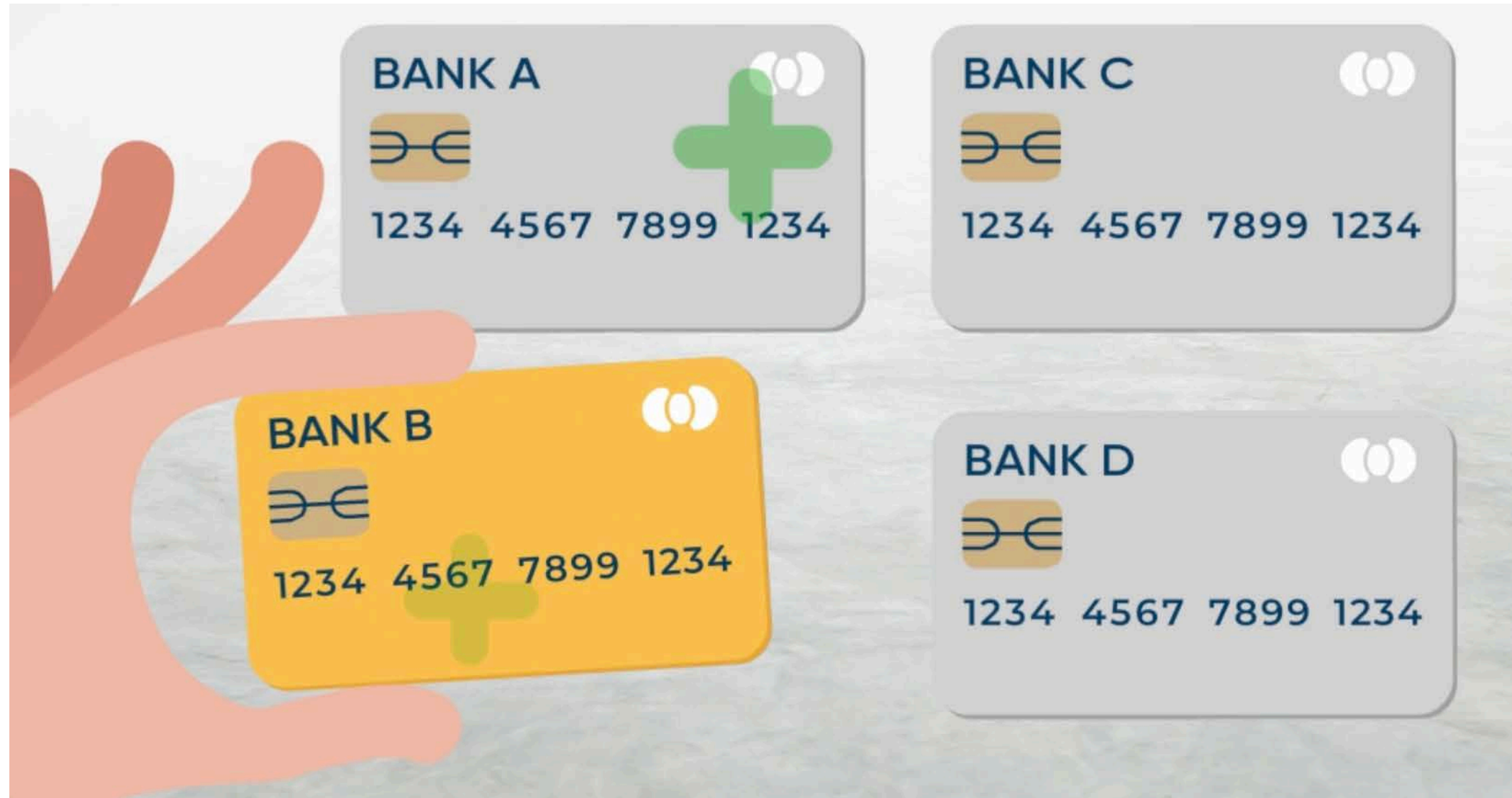
UNIQUE LOCATION TECHNOLOGY



PURCHASE INTENT & ENGAGE



WALLET-SHARE IS TOP PRIORITY



BANKS & FINTECHS



AI NEEDS GOOD DATA TO GENERATE BUSINESS VALUE

Accurate: Store-level

Timely: Before purchase

Actionable: Mobile Engagement

Scalable: No Hardware

ADVANTAGE OF MALL IQ'S LOCATION TECHNOLOGY



WHAT WE DO

We Digitize
Real-Time Purchase Intent
in the Physical World
making it **Insightful & Actionable**
for Mobile Apps



BUSINESS VALUE

Better Monetize Current Customers

Activation

Frequency of Usage

Retention

Wallet Share

Up/Cross-Sell

Digital & Financial Products

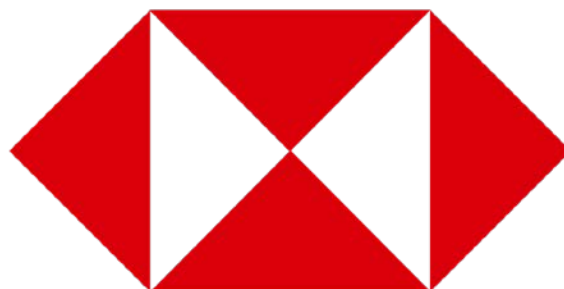


SERVING GLOBAL BRANDS

FIS



BNP PARIBAS

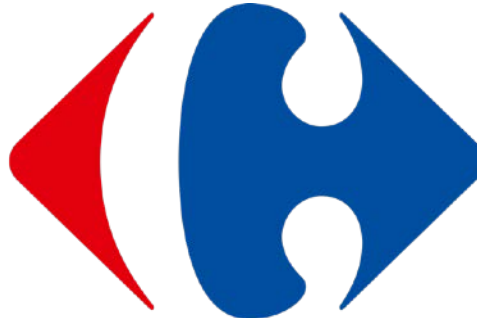


HSBC



BANKING & PAYMENT

SAMSUNG



LOYALTY & RETAIL

PROVEN BUSINESS VALUE

20x

Increase in

Notification-to-Click

Multi-Brand Loyalty App



3x

Increase in

Notification-to-Store-Visit

Retailer App



4.3x

Increase in

Notification-to-Purchase

Banking & Wallet App



BNP PARIBAS

26%

Notification-to-Activation

of Churned Customers

Retail & Payment App



INCREASE ACTIVATION & RETENTION & WALLET-SHARE

AWARDS | TESTIMONIALS | CASE STUDIES



Mall IQ;
Konum Tabanlı
Pazarlama

KPMG Türkiye

kpmg.com.tr



MALL IQ Products Solutions Case Studies Clients Company

BNP PARIBAS Gokhan Mendi, SVP, Retail & Private Banking

myGini Mehmet Sezgin, Founder & CEO

BNP PARIBAS FIS SAMSUNG ZUBIZU NBK MediaMarkt LACOSTE PUBLICIS GROUPE

MALL IQ Products Solutions Case Studies Clients Company

NBK Credit Card Usage

Learn how National Bank of Kuwait **increased conversion (notification-to-purchase) by 5x**

BNP PARIBAS Credit Card Usage

Learn how TEB BNP Paribas achieved **4.3x uplift** compared to traditional campaigns

Download The Full Story

MMA SMARTIES
CELEBRATE THE FUTURE

TECHNOLOGY

National Bank of Kuwait and Mall IQ for REAL-TIME LOCATION BASED MOBILE ENGAGEMENT

MENA 2020 SILVER WINNER

Location Based Services or Targeting

MALL IQ'S STRATEGIC PARTNERS

Core Banking
Merchant Processing



CRM
Personalization



Business
Advisory



BaaS
API Banking



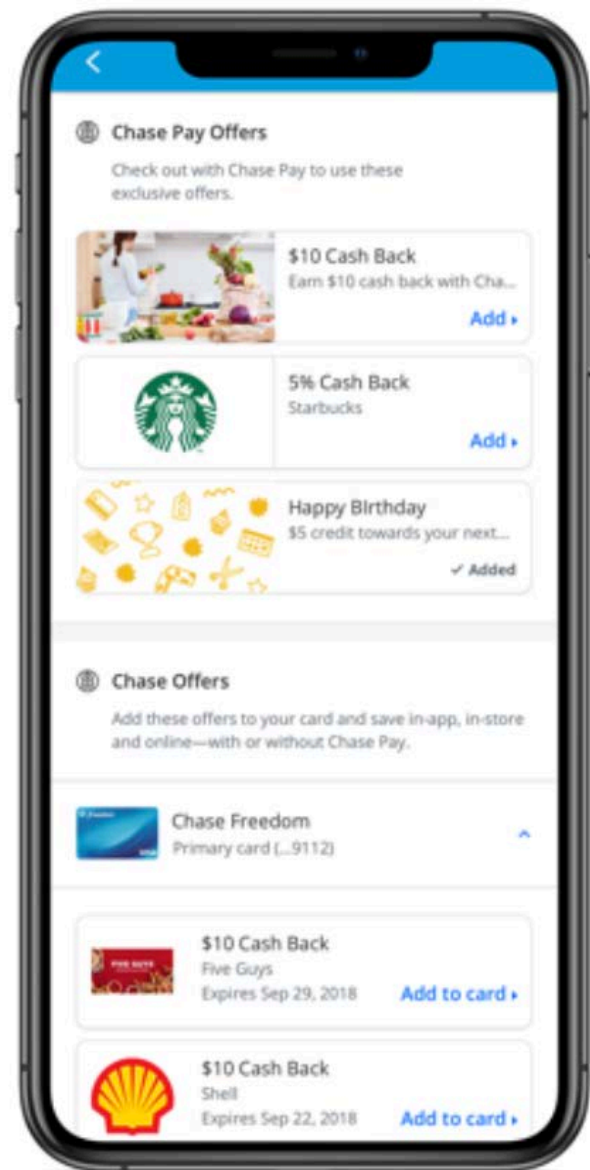
CRM & Mobile
App



Offers & Rewards
Network



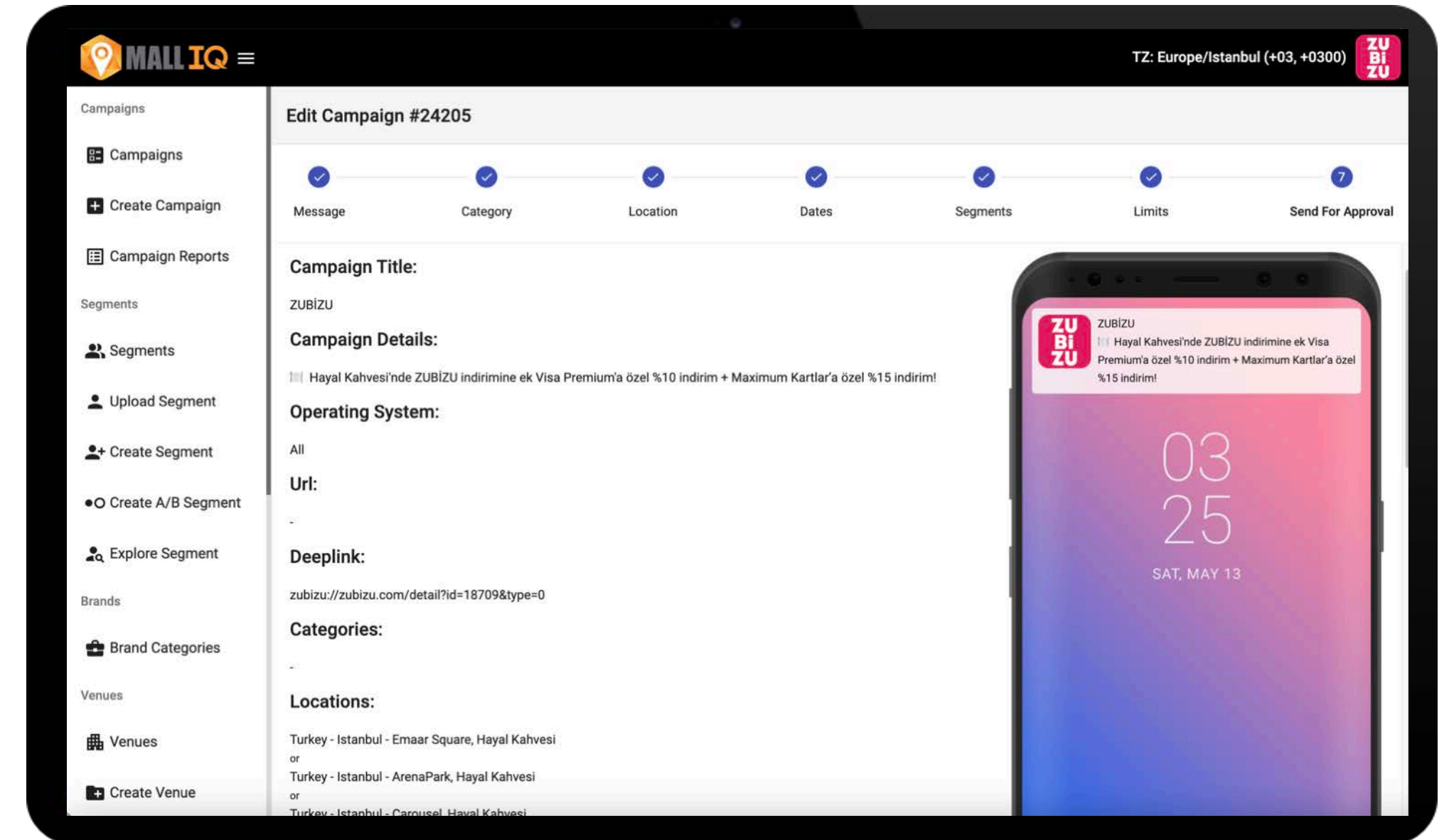
EASY TO USE CAMPAIGN TOOL FOR CARD & LOAN CRM TEAMS



Mobile SDK



Customer Journey Analytics



Campaign Dashboard

DELIVER OFFERS AT RIGHT TIME & LOCATION BEFORE PURCHASE

RELIABLE, SCALABLE, GLOBAL SERVICE

12M+

MONTHLY ACTIVE USERS

8B+

MONTHLY LOCATION CALLS

PURCHASE DATA + VISIT DATA -> AI MODELS



COFOUNDERS W/ PH.D.

ML & INDOOR LOCATION

TEAM: PAYMENT, LOYALTY, TELCO, MOBILE APP DEVELOPMENT



Batu Sat, Ph.D.
CEO



Ferit Ozan Akgul, Ph.D.
CTO



Microsoft



SKYHOOK®

TEAM:

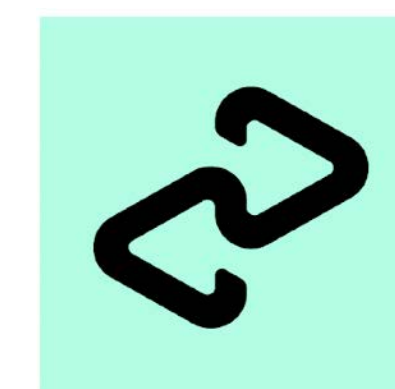
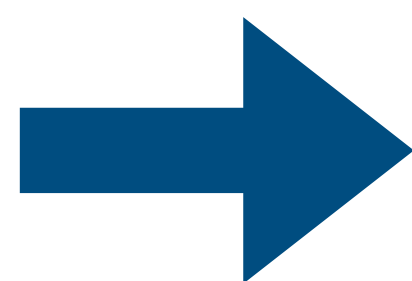


PROBLEM: CUSTOMERS HAVE MANY WAYS TO PAY

Retail Bank Credit Cards



Mobile Payment & Digital Banks & BNPL



INCREASED COMPETITION FOR PAYMENT PLATFORMS

Megabanks lost 18% of their customers

Digital Banks grew their customer base 2.75x

in 2020 according to **Forbes**

OFFERS & REWARDS for ACTIVATION & WALLET-SHARE

Earn / Use | 211,264 PTS

ink. ULTIMATE REWARDS Trips

Featured online stores for you

 Lowe's 1 PTS/\$1 bonus earn	 Home Depot 2 PTS/\$1 bonus earn	 Groupon 4 PTS/\$1 bonus earn	 Neiman Marcus 3 PTS/\$1 bonus earn
 Under Armour 8 PTS/\$1 bonus earn	 Samsung Electronics Ame... 2 PTS/\$1 bonus earn	 NET-A-PORTER 6 PTS/\$1 bonus earn	 Wine.com 4 PTS/\$1 bonus earn

Explore brands

Unlocked rewards
\$5 reward available
Amazon.com \$5 gift card

Recent activity
Best Buy Post +356 vibes

Select your reward

\$5 Amazon.com Gift Card

Capital One Offers

Newest Deals and Offers

 6% back Save Now	 7% back Save Now	 8% back Save Now	 7% back Save Now
 15% back Save Now	 5% back Save Now	 8% back Save Now	 5% back Save Now

NON-PERSONALIZED OFFERS DON'T INCREASE REVENUE

UNDERSTANDING PHYSICAL PURCHASE INTENT IS KEY

- **What** your customers want to **buy**
- **When** your customers are about to **pay**
- **Where** your customers **shop**

GETTING PHYSICAL PURCHASE INTENT DATA IS HARD



GPS

Not Accurate



Beacons

Not Feasible

VERY HARD-TO-REPLICATE DEEP TECH

MALL IQ ☰

Venue Shop Edit - #13 Westfield Valley Fair

Create New Shop EXPORT

Search by Shop ID, Brand ID an... Venue Floor
Bath & Body Works #13 - Westfield Valley Fair F1 : wf1 List Map

Toggle Options
 Show IDs Show Brands Show Data Points

Venue ID: 13
Floor: F1: 1
Shop ID, Shop Name: 100
Brand: #5109 - Bath & Body Works

Save Meta Data
Edit Boundary

Map coordinates: X: 1641 / Y: 626

Map labels: Chester Parking Garage, The Luxury Collection, The Restaurant Collection, North Valet, Steven's C Parking G, The Monroe Parking Garage.

Shop #100 Bath & Body Works is highlighted in green.

Map labels: #118, #117, #116, #115, #114, #113, #124, #121, #122, #125, #126, #12, #94, #95, #96, #97, #98, #99, #100, #101, #102, #103.

Left sidebar menu:
Tools
Venue
Venue Shops
Venue Regions
Venue Wifi Db
Venue Data Points
Venue Detail
Venue Setting
Venue Defect
Client
Client Venues
Brand
Offer
Reports
Venue Heatmap

SENSOR FUSION & CROUDSOURCED UPDATES

AI NEEDS GOOD DATA TO GENERATE BUSINESS VALUE

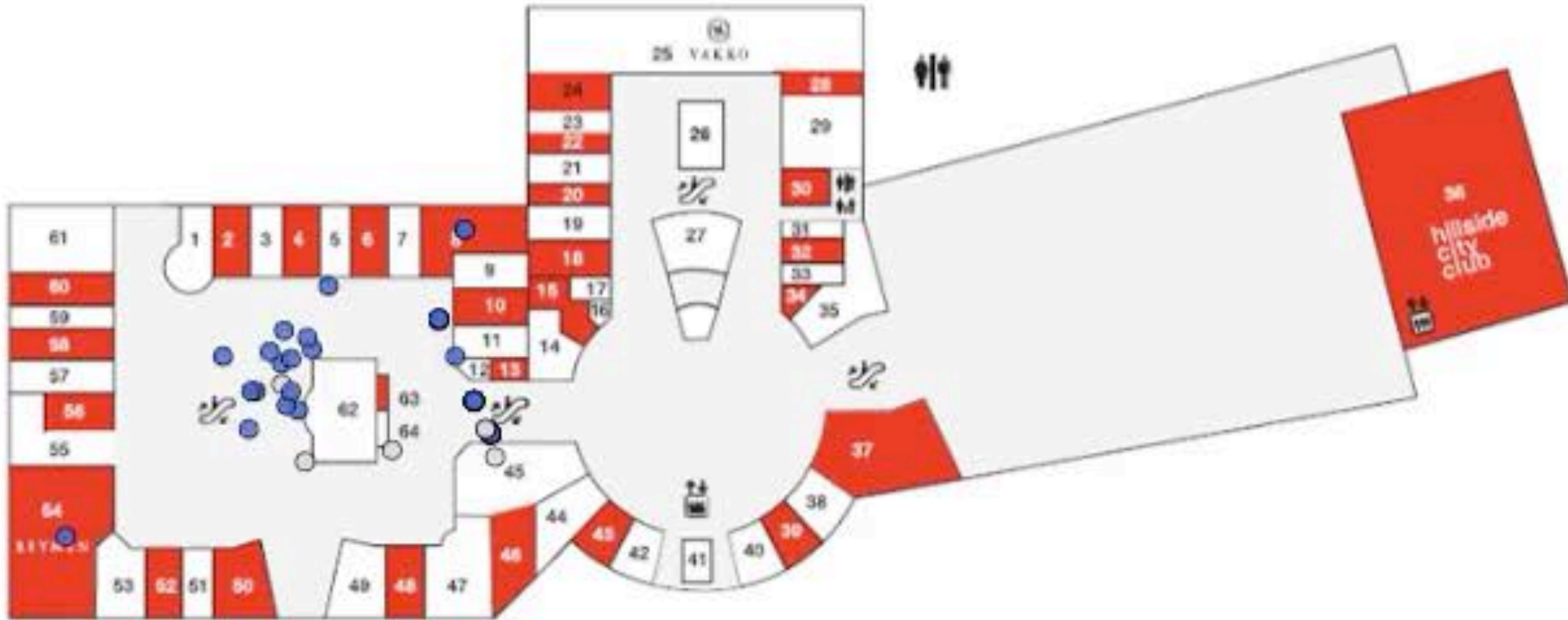
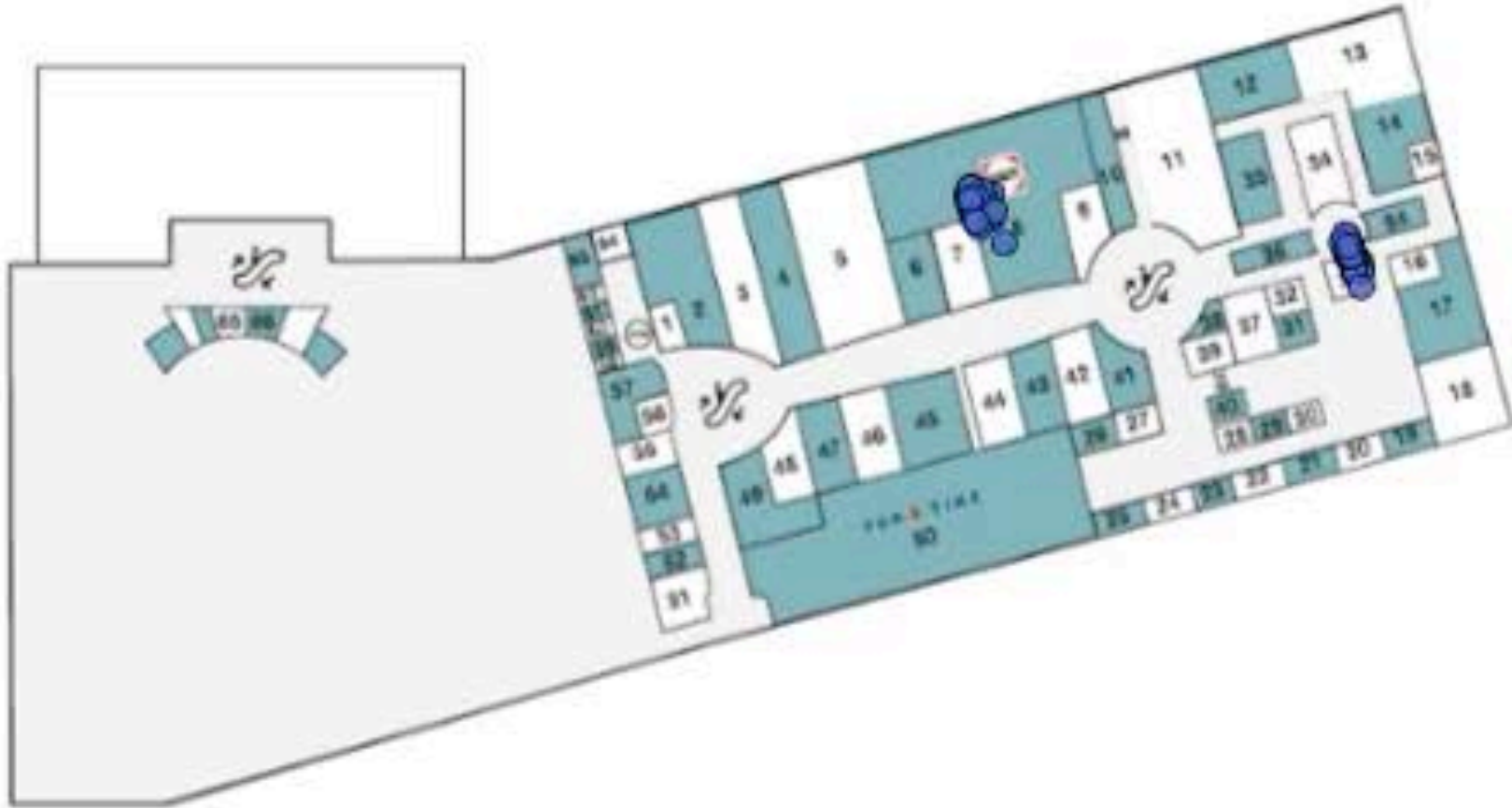
<u>Accurate:</u>	Store-level
<u>Timely:</u>	Before purchase
<u>Actionable:</u>	Mobile Engagement
<u>Scalable:</u>	No Hardware

ADVANTAGE OF MALL IQ'S LOCATION TECHNOLOGY



INDOOR & OUTDOOR LOCATION TECH W/O HARDWARE

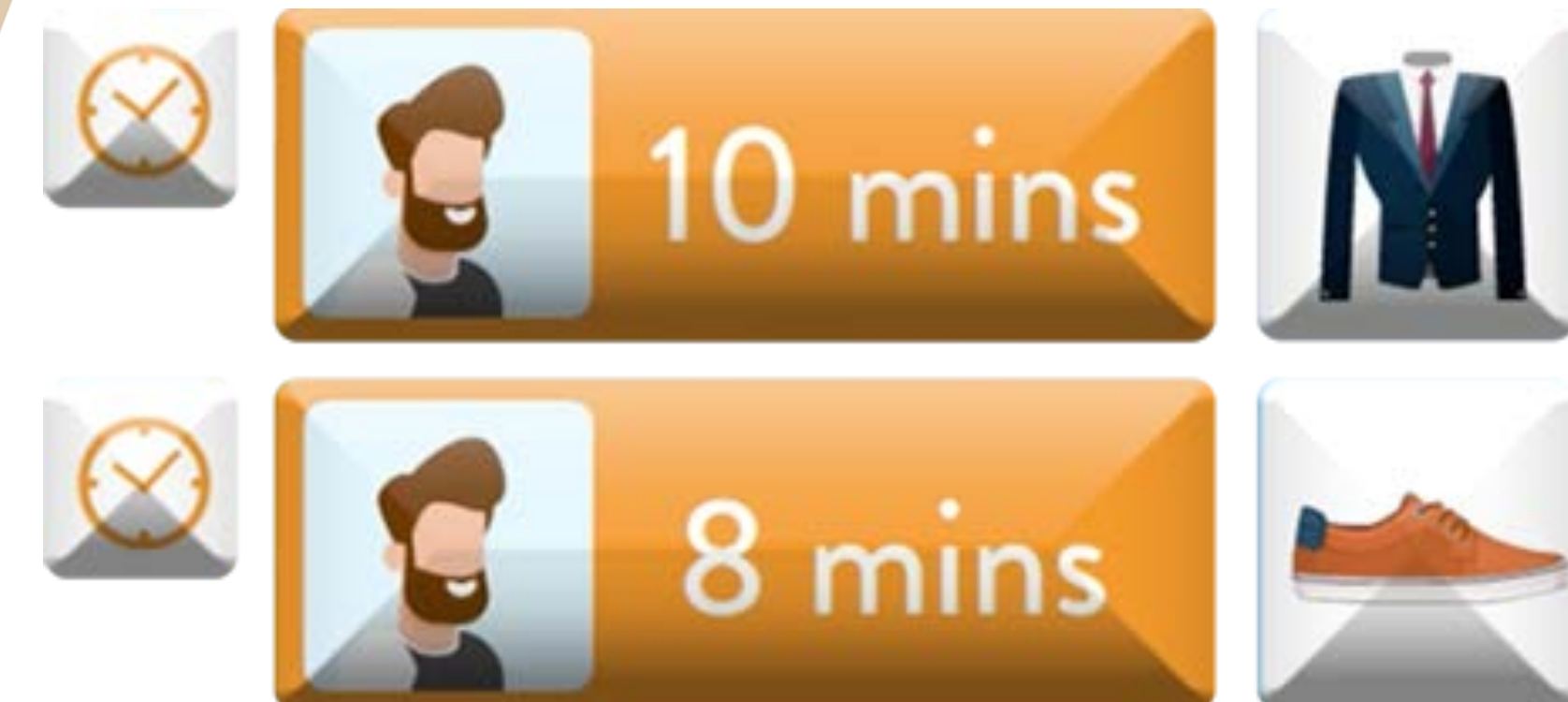
10:00:00



STORE-LEVEL ACCURATE & SCALABLE

ACTIONABLE INSIGHTS - REAL-TIME STORE VISIT DATA

Location Data —> Customer Journey —> Actionable Insights



REAL-TIME LOCATION BASED MARKETING

Previous Approaches

Level 0: No location based offers

Level 1: Geofence based targeting

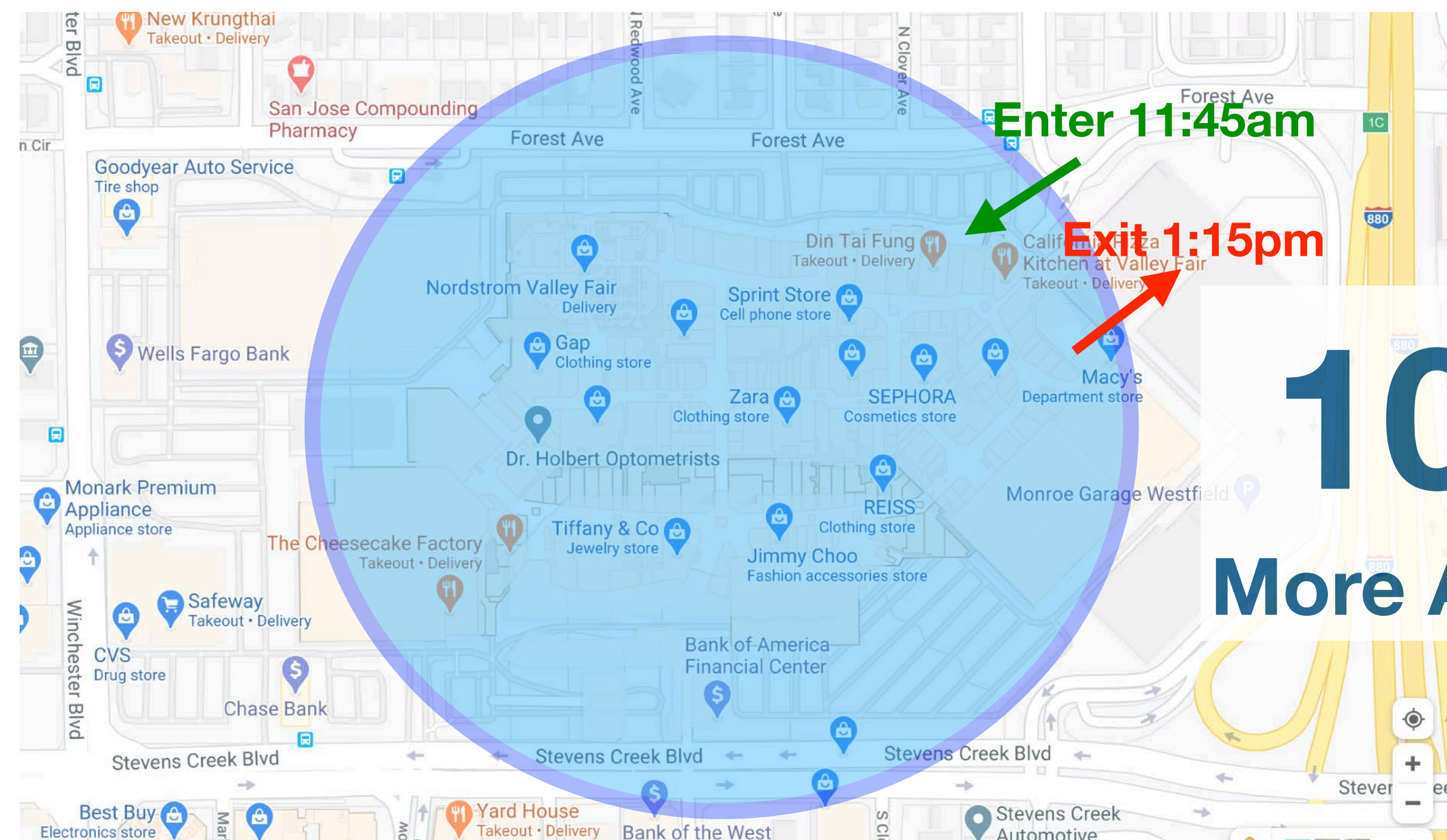
(No indoor coverage, no store-level accuracy)

Mall IQ's Approach

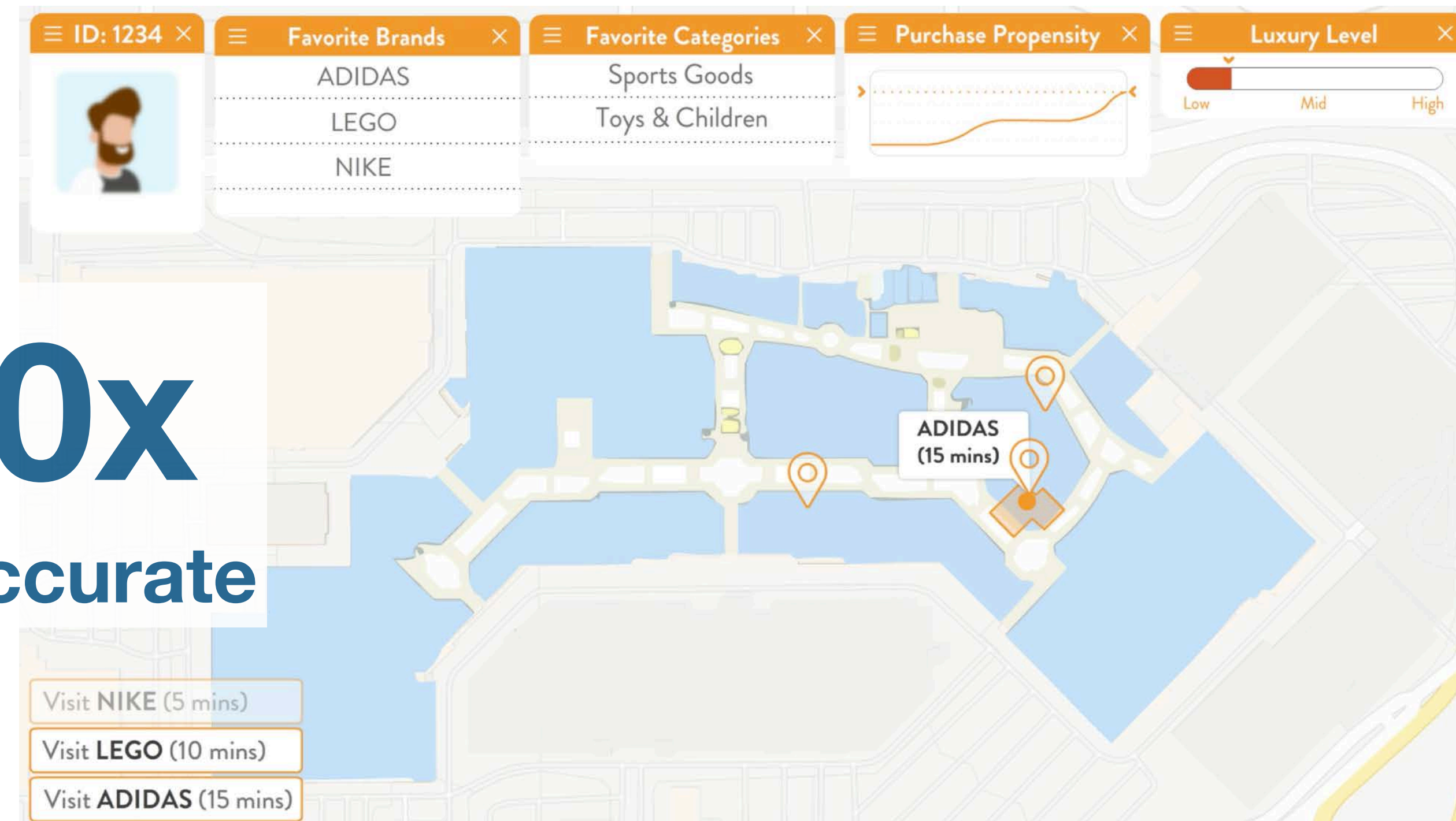
Level 2: Store-Level Targeting

Indoor & Outdoor Shopping Districts

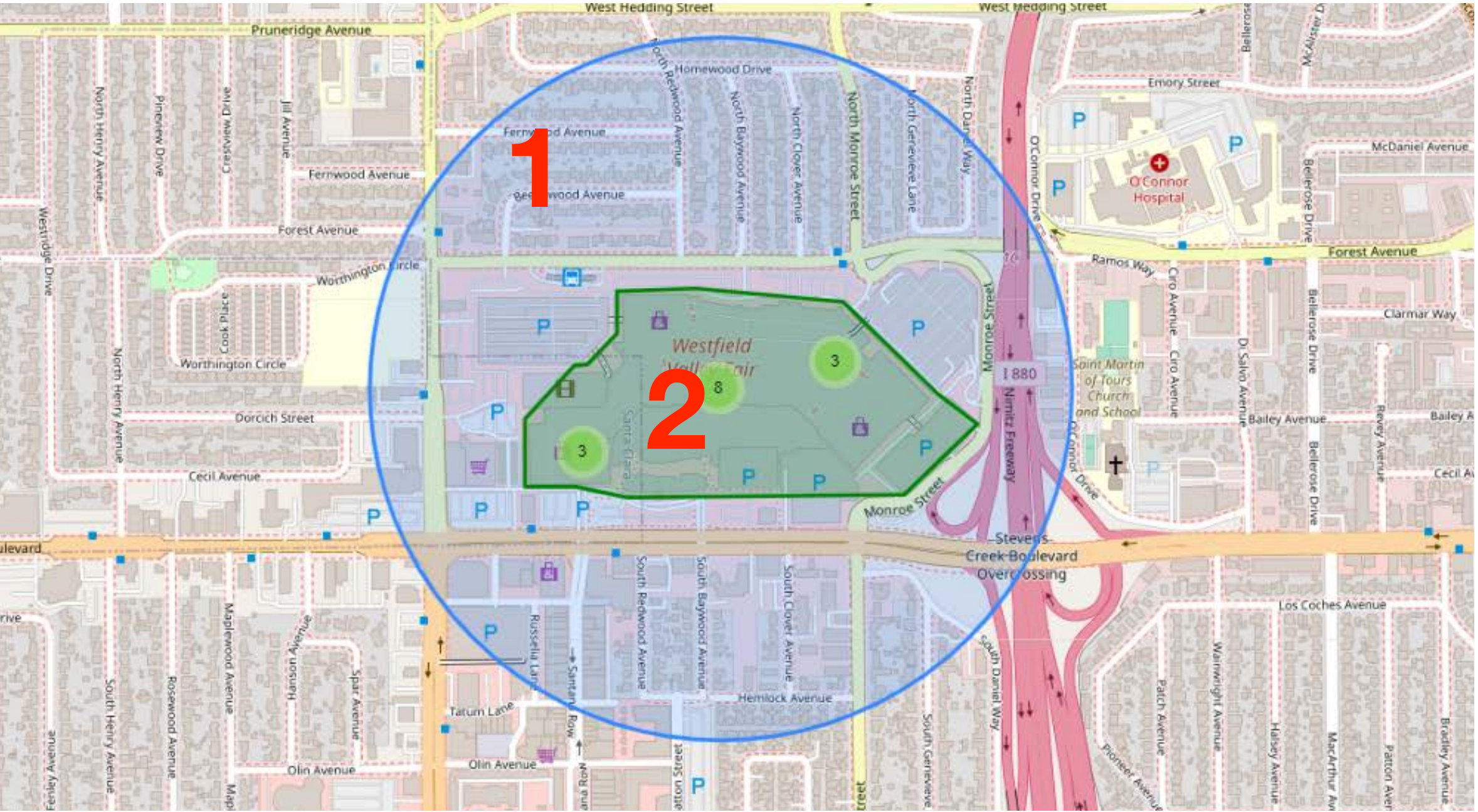
Purchase Intent Based Segmentation



100x
More Accurate



GRANULAR LOCATION TECHNOLOGY



- 1 - Near Venue (Radius):** Bring customers into a shopping venue
- 2 - In Venue (Polygon):** Engage customers already in the venue



- 3- Near Store (Radius):** Bring customers into merchant store
- 4- In Store (Polygon):** Engage customers already in the store

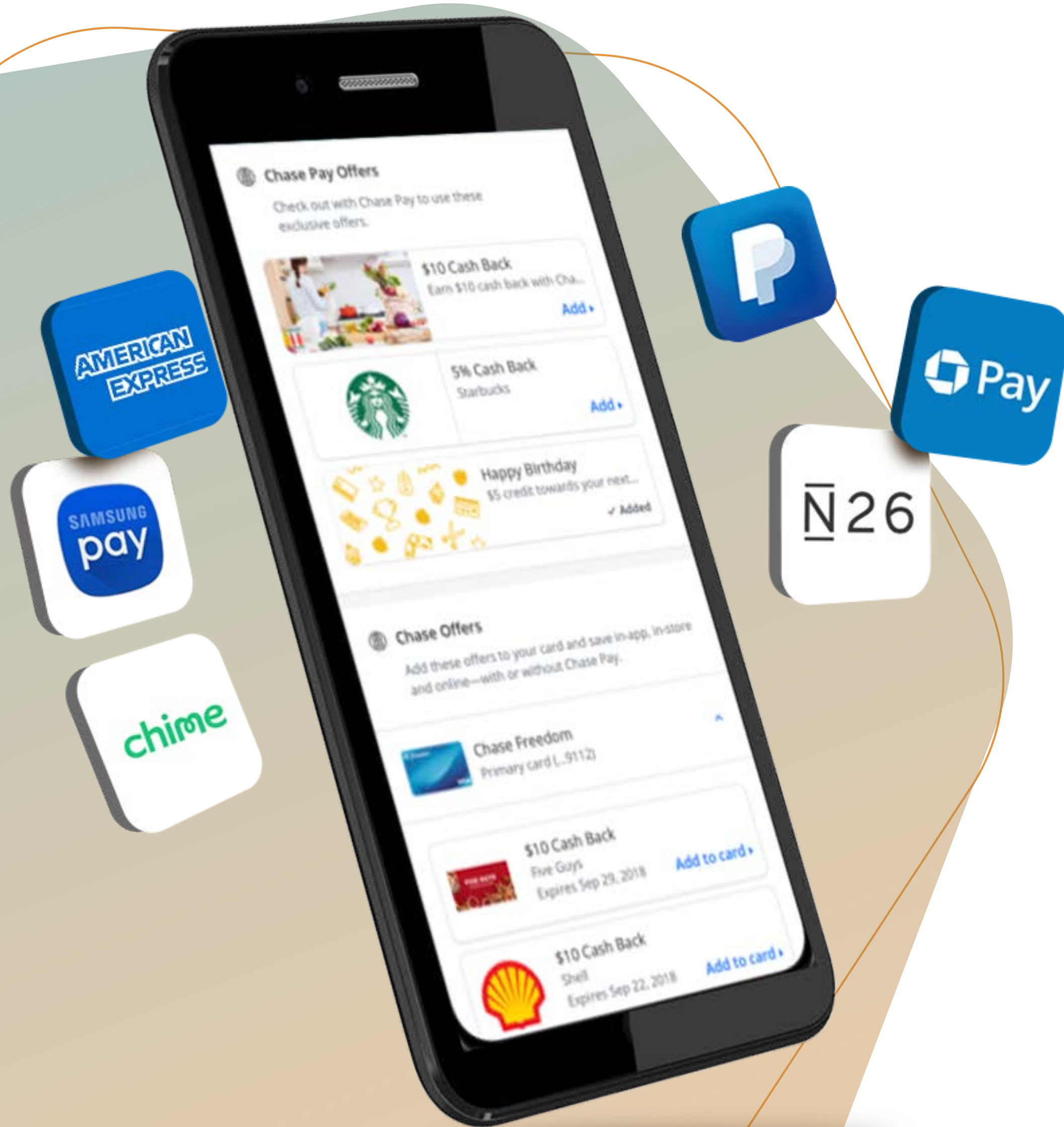
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ADVANTAGE OF MALL IQ'S LOCATION TECHNOLOGY



EASY INTEGRATION & NO PERSONAL INFO

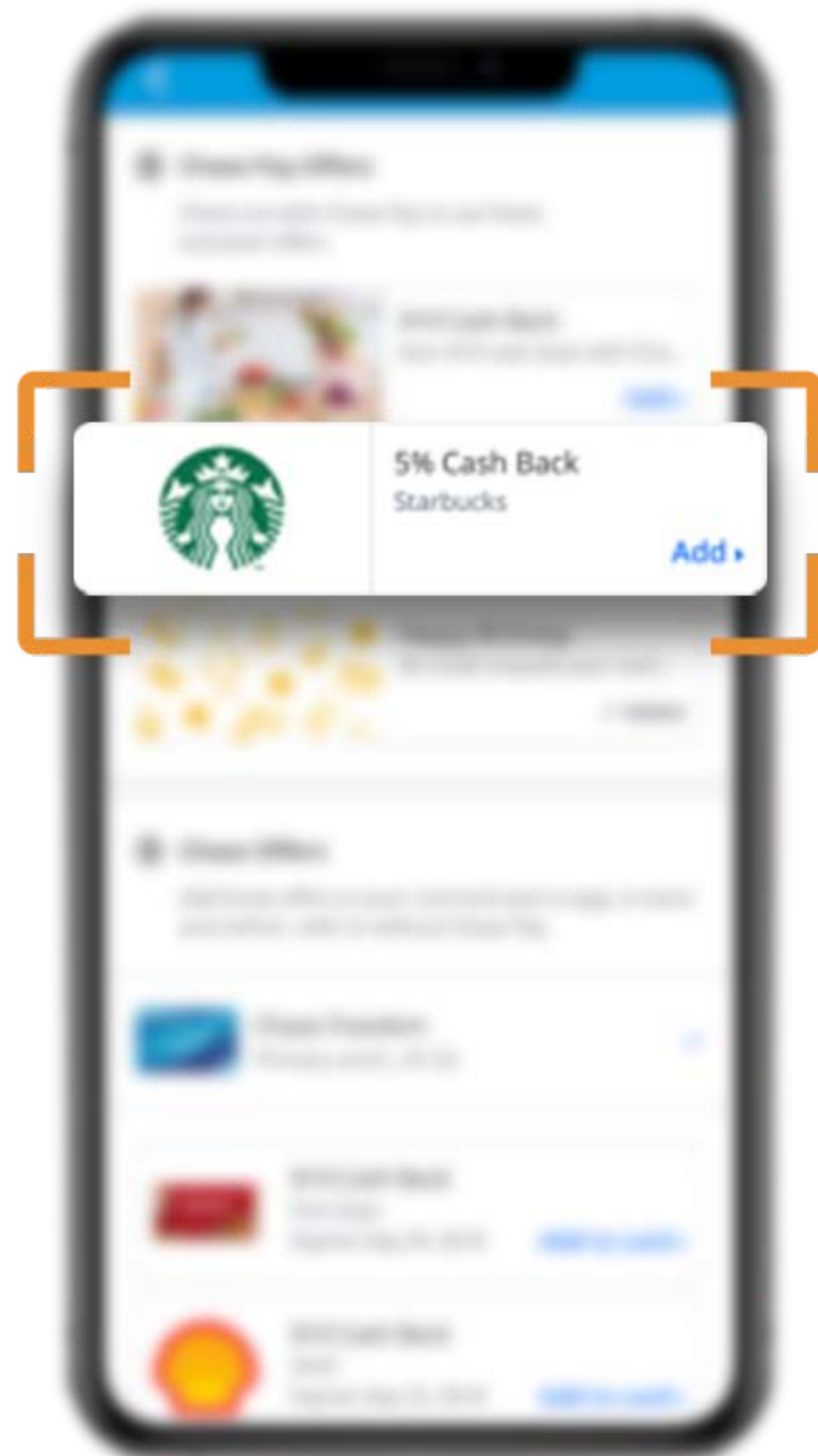


GENERATE

10x

MORE DATA THAN
TRANSACTION DATA

DELIVER ANONYMOUS PERSONALIZATION AT SCALE



PHYSICAL

PURCHASE INTENT DATA

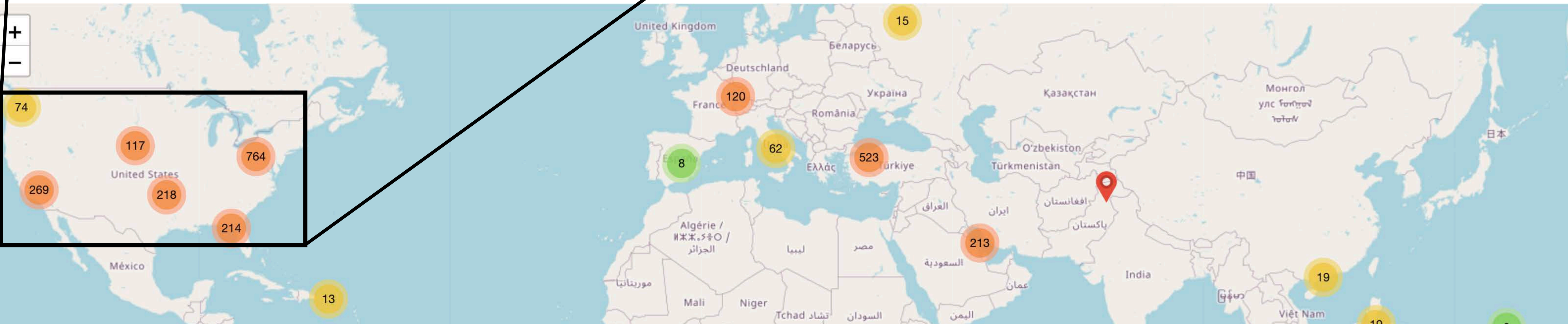
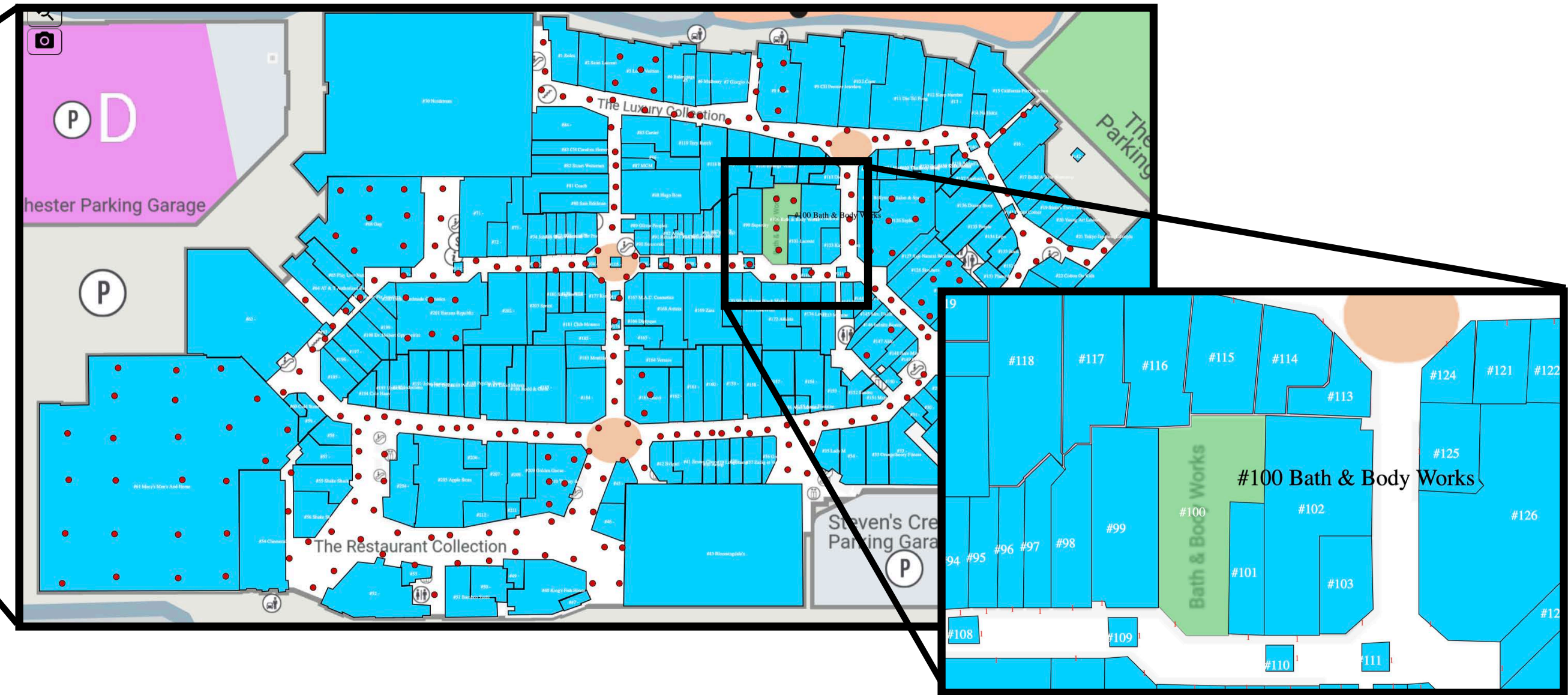
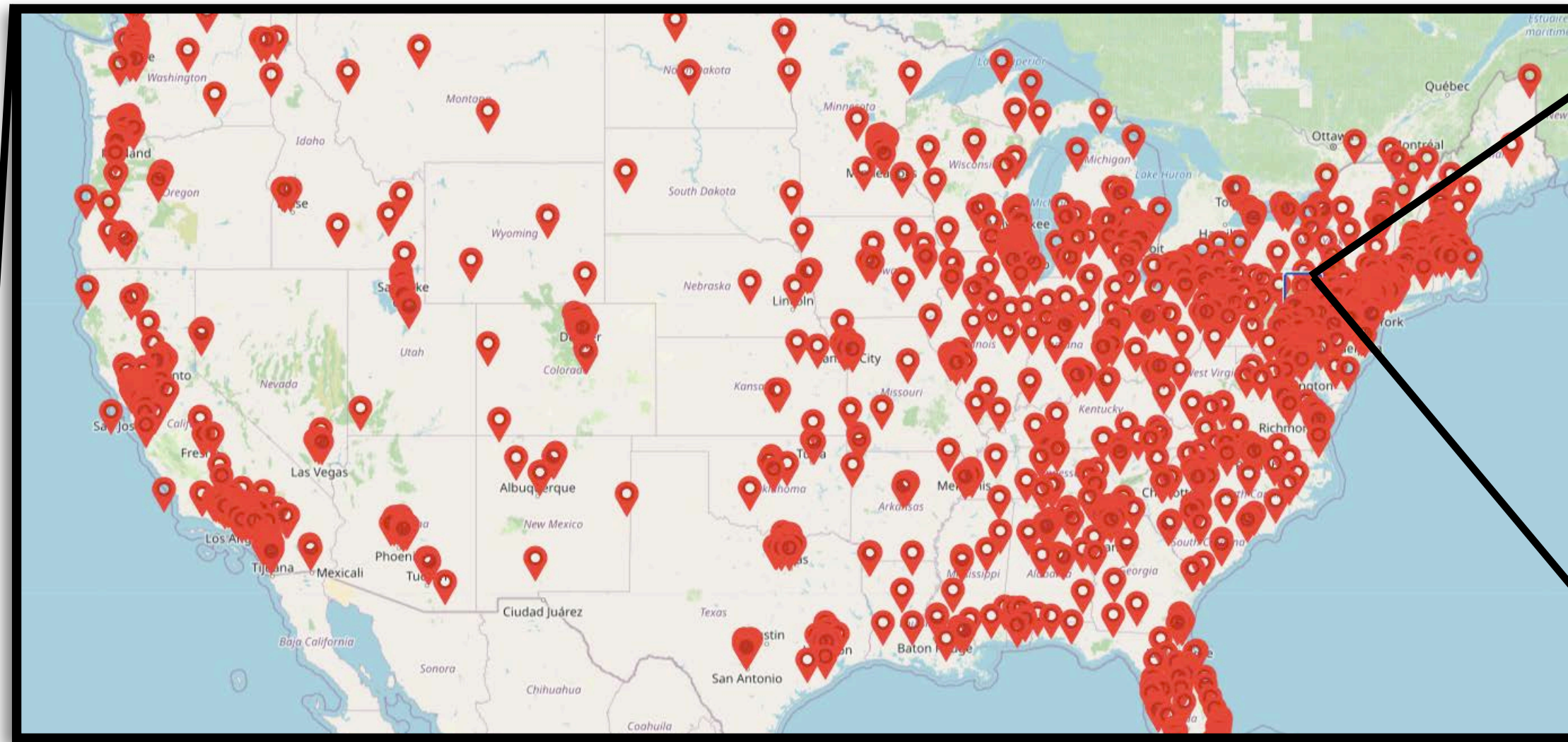
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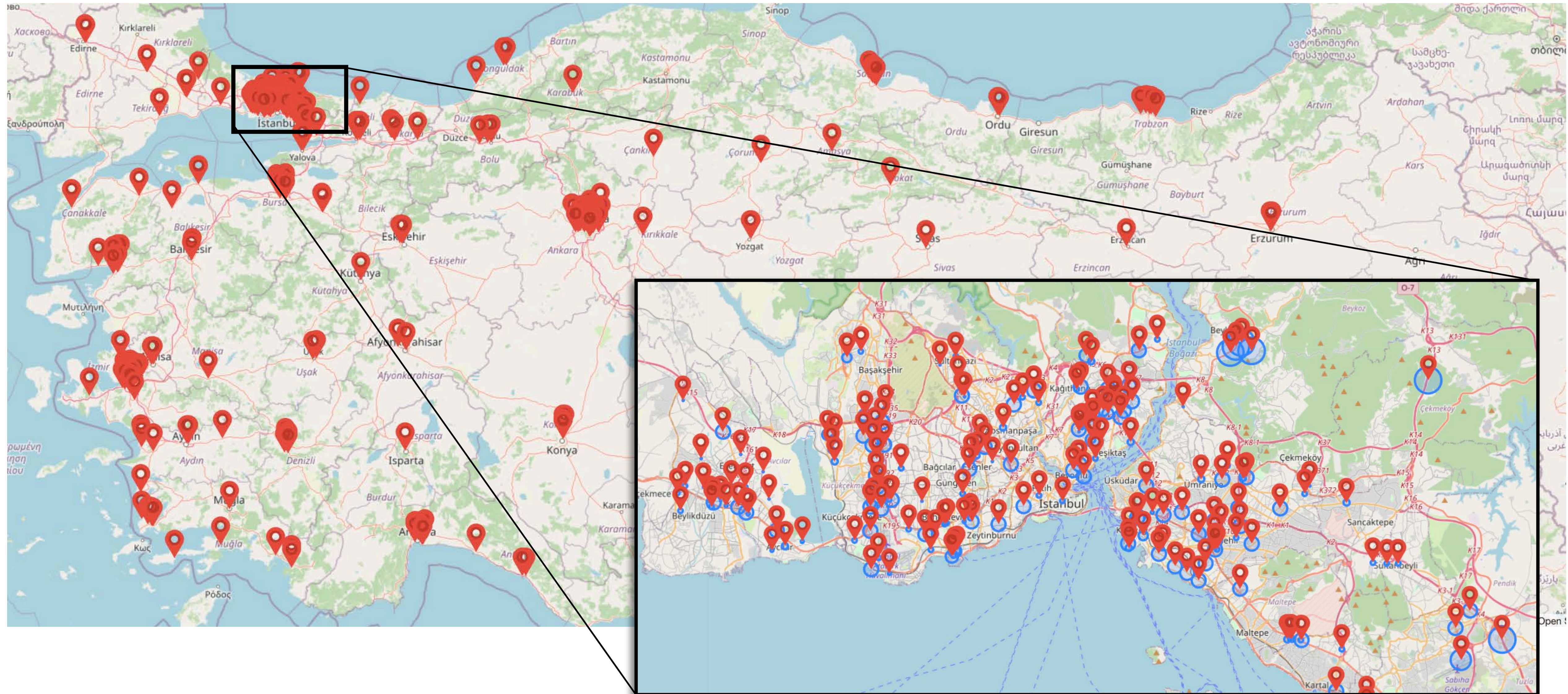


PROXIMITY MARKETING @ 1M STORES GLOBALLY W/O OWNING A SINGLE BEACON



MALLS | DOWNTOWNS | CAR DEALERS | AIRPORTS | BIG-BOX RETAILERS | SPORTS

SHOPPING VENUE COVERAGE: TURKEY



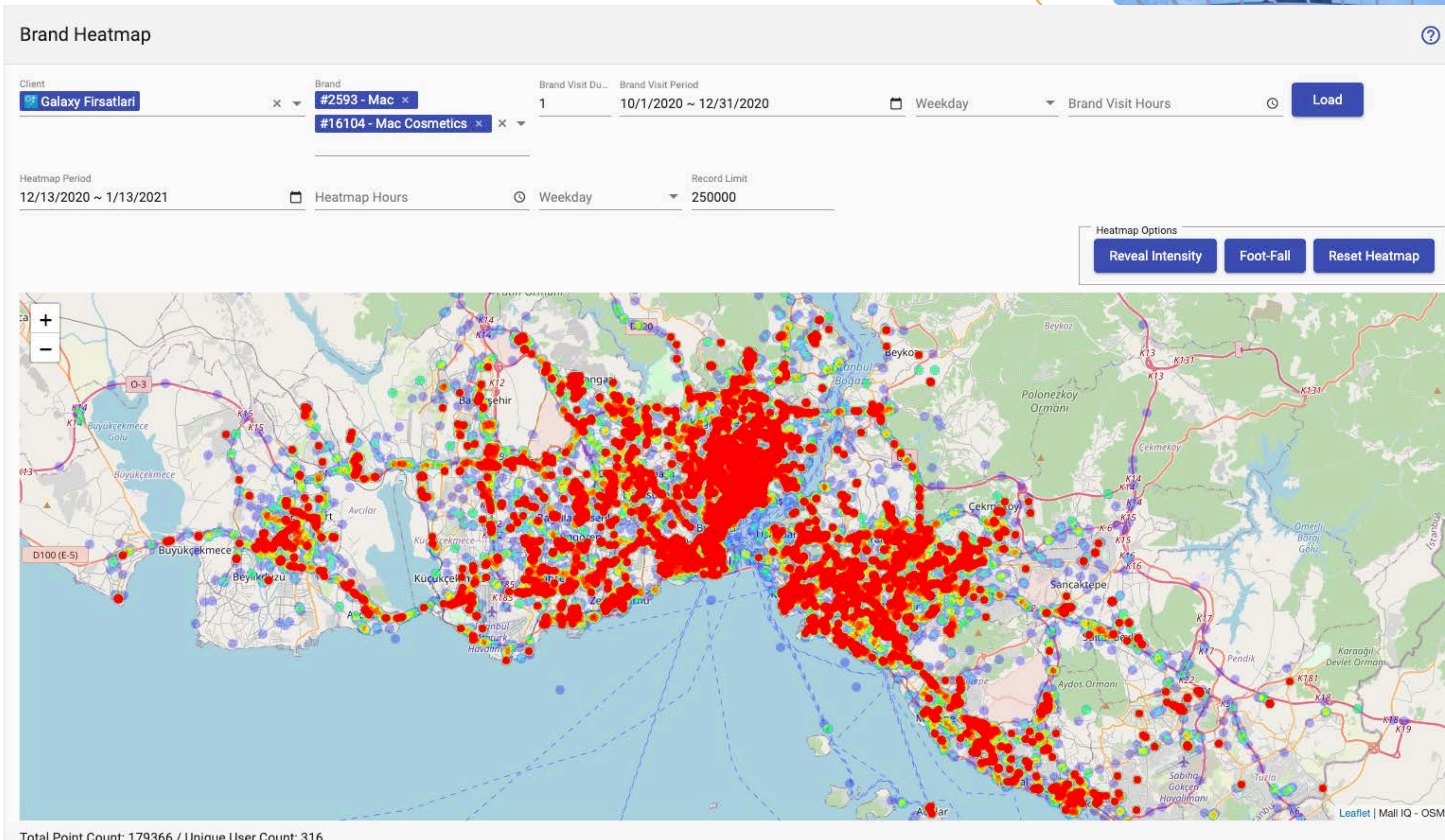
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ADVANTAGE OF MALL IQ'S LOCATION TECHNOLOGY



BRAND HEATMAP - CITY LEVEL - INTENSITY



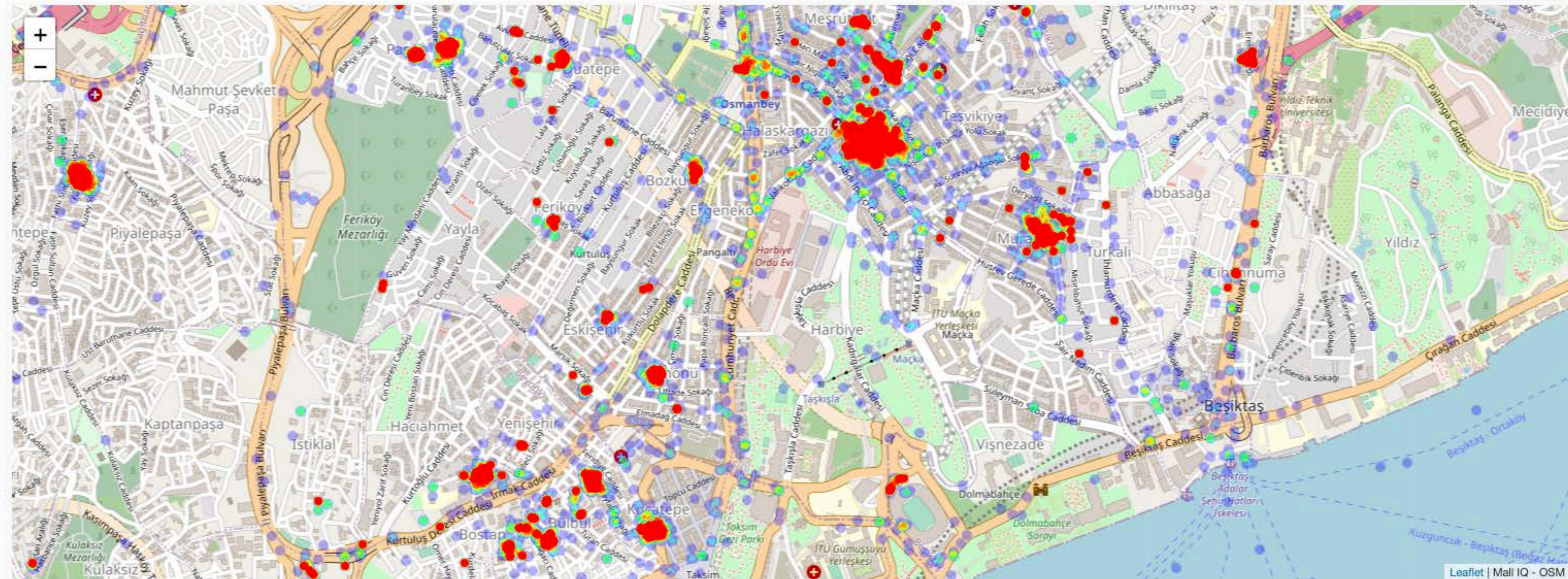
BRAND HEATMAP - SUB-CITY LEVEL

Brand Heatmap

Client: **Galaxy Firsatlarl** Brand: **#2593 - Mac** Brand Visit Du...: **1** Brand Visit Period: **10/1/2020 ~ 12/31/2020** Weekday: **Weekday** Brand Visit Hours: **Brand Visit Hours** **Load**

Heatmap Period: **12/13/2020 ~ 1/13/2021** Heatmap Hours: **Heatmap Hours** Weekday: **Weekday** Record Limit: **250000**

Heatmap Options: **Reveal Intensity** **Foot-Fall** **Reset Heatmap**



Total Point Count: 179366 / Unique User Count: 316



MERCHANT VISITOR ANALYTICS



TZ: Europe/Istanbul (+03, +0300)



+ Create Campaign

Campaign Reports

Segments

Segments

Upload Segment

+ Create Segment

○ Create A/B Segment

Explore Segment

Brands

Brand Categories

Venues

Venues

+ Create Venue

Customers

Merchant Visitor Analysis

Merchant Visitor Analysis

Category: Electronics
Brand: #931 - Media Markt, #1112 - Philips, #1217 - Samsung Mobile, #1291 - Sony/Siemens, #1583 - Apple Premium Reseller, #1770 - Electroworld, #1844 - Harman Audio, #2584 - Leica Camera, #2630 - Siemens, #3670 - Mi Shop

Brand Visit: 1, Brand Visit Period: 7/31/2021 ~ 8/31/2021, Heatmap Period: 7/31/2021 ~ 8/31/2021, Heatmap Hours: Weekday, Record Limit: [Load]

Show Advanced Filters: Visit Store A Before Store B, Recency Of Visits: Visit Store A & B in Same Day [Recalculate]

Visits

Top Categories

Categor...	Category
9	Kultur ve Eglence
8	Yiyecek & Icecek
6	Electronics
3	Spor Urunleri
2	Giyim / Kiyafet / Ayakkabi / Canta

Top 10 Brands

Brand ID	Brand
931	Media Markt
920	Mavi
915	Massimo Dutti
586	GS Store
372	Damat Tween
3486	Gürgençler Apple Yetkili Servis
317	Cinemaximum
214	Boyner
20639	Mixx Designers
1304	Starbucks

Top 10 Venues

Venue ID	Venue
94	Forum İstanbul
93	Viaport
88	Palladium
72	akasya
35	Mall of İstanbul
27	Zorlu Center
26	İstinye Park
25	Akmerkez
21	Kanyon
2003	Nişantaşı

Purchases

Top Categories

Top 10 Brands

Top 10 Venues

MERCHANT VISITOR ANALYTICS



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+ Create Campaign

Campaign Reports

Segments

Segments

Upload Segment

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Explore Segment

Brands

Brand Categories

Venues

Venues

Create Venue

Customers

Merchant Visitor Analysis

Merchant Visitor Analysis

1304

Starbucks

2003

Nişantaşı

Purchases

Heatmap of Brand Visitors

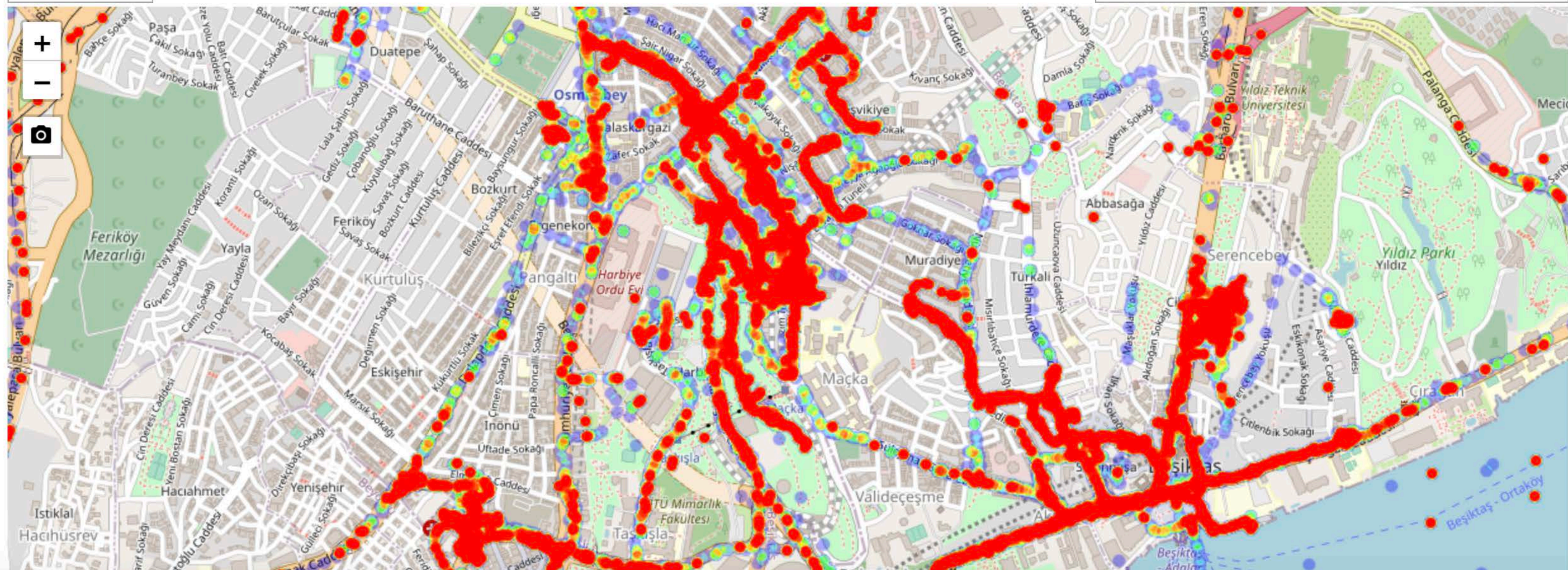
Media

Heatmap Options

Reveal Intensity

Foot-Fall

Reset Heatmap



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ADVANTAGE OF MALL IQ'S LOCATION TECHNOLOGY





Monetizing Physical Purchase Intent

- Serving Banks, FinTech, Loyalty & Retailers
- Deep Tech: Accurate & Scalable Indoor Location Tech w/o Hardware
- No Personally Identifiable Info Shared
- No New App Install
- No Change in Campaign Workflow
- No Installation of Hardware or Agreements