

KNOWINSTORE

Your future unmanned store concept 24/7



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KNOWINSTORE Website

KNOWINSTORE s.r.o.
Pernerova 47, 186 00 Prag 8

Who we are

We are part of the largest Czech media agency KNOWLIMITS GROUP a.s. (joint stock company), founded in 2005.

Provider of digital retail innovations.

And at the same time pioneer of the concept of unmanned 24/7 store concept with the largest number of realizations in the Czech Republic.

We are also a member of the international retail association 'POPAI' and the associations APIR (Association for Retail Innovation) and AKA (Association of Marketing Agencies).

We are the exclusive partner of Solvent s. r. o., the largest retail drugstore chain in the Czech Republic - called Teta.

KNOWLIMITS



>290

Communication professionals

7

Market representatives,
primarily in Central and
Eastern Europe (CZ, SK, PL,
HU, IT, BG, RO, AT, PT, SP)

20

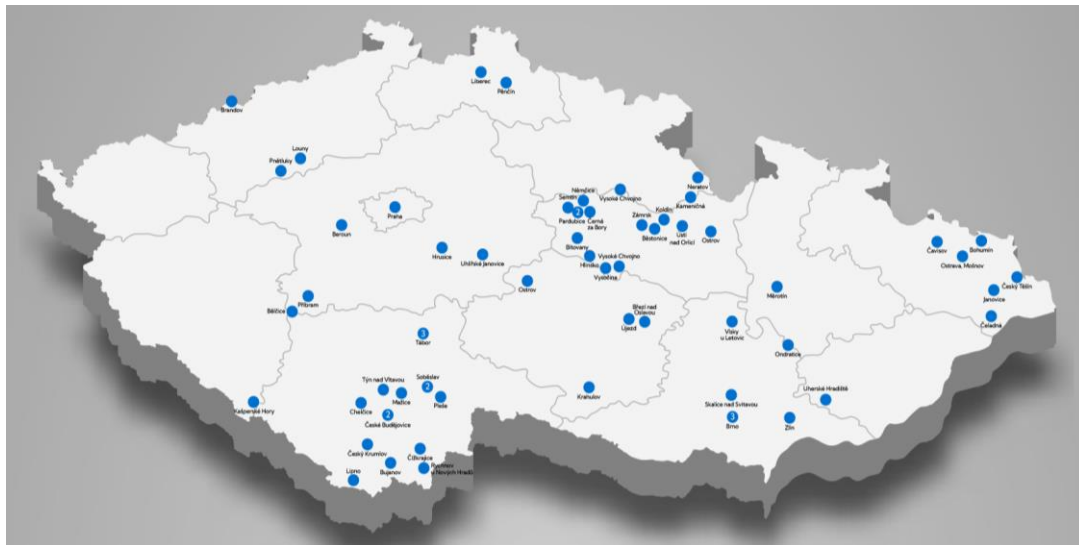
years on the market as a
provider of communication
solutions

At the beginning: concept, testimonials and media reactions - video



Our previous 24/7 projects

- Since Q1/2021 over 50 store realizations
- Various retail segments (food retail, pet food, tobacco)
- Customers:



Our 24/7 store concept: short and sweet - facts



Pavel Kozler,
Executive Director
KNOWINSTORE
Division

Economically effective solution for all European markets

Hybrid, cost-effective store concept

Automated, unmanned setup - at the touch of a button!

Our 24/7 store concept: short and sweet - video



Pavel Kozler

Executive Manager, KNOWINSTORE

We are KNOWINSTORE and we watch all the retail business innovations and trends worldwide.

KNOWINSTORE

Successful projects: Youtube videos per click



Food retail - first realization at the beginning of 2021, Strakonice (Plzeň, CZ)



Animal feed - first realization end of 2021, Týn nad Vltavou (Czech Budweis, CZ)



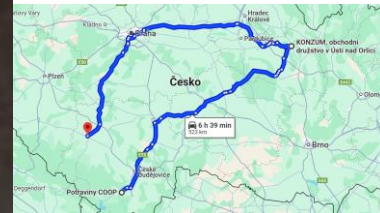
Animal feed - 2022 - Pardubice, CZ



Food retail with gastro - 2023 - Ústí nad Orlicí (Pardubice, CZ)



Successful projects: 3 pilot realizations in one video



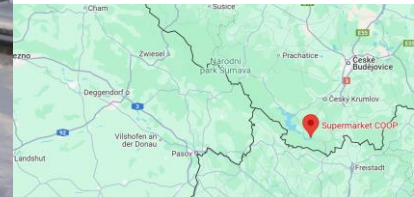
Successful projects: The largest branch (so far)



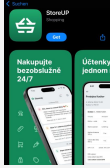
**Over 800m² of
retail space**

**and high tourist
frequency at**

Lake Lipno (CZ)



Kundenflow: Ablaufübersicht



Customers download our mobile app 'Storeup' from the Apple Store / Google Play



Die Kunden registrieren sich in der App per Personalausweis oder Führerschein, plus Gesichtszweifachverifizierung



Customers register in the app using their ID card or driver's license, plus two-factor verification



Customers take a standard shopping basket and shop as usual



Customers scan the personalized QR code at the checkout to unlock it



Scanning of the goods exactly as at the usual self-checkout checkout



The customer confirms that the purchase is complete and pays by debit or credit card or mobile phone.



Once payment has been made, the personalized QR code is scanned again on the exit reader - the door opens



In the event of a technical (or other) problem, a security service provider is available 24/7 via emergency button and loudspeaker



The entire store is under constant surveillance by the security service provider - customers are informed of this via large monitors in the store

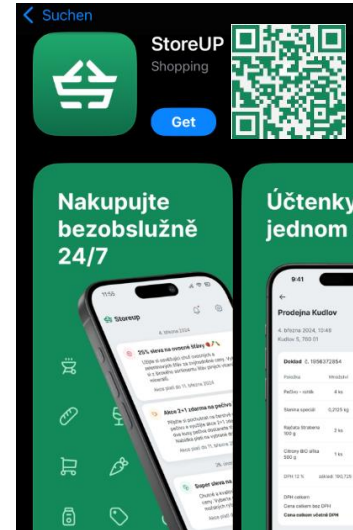
Customer flow: Video

HOW TO SHOP:

First download the mobile application by scanning the QR code.



New,
improved
App NOW!



KNOWINSTORE

Our 24/7 solution versus others

OUR MODEL

- 100% personalized customers
- Reliable AI and database-supported age verification
- Therefore without store compartment restrictions
- Standard self-service shopping Local security service providers
- Interactive customer support
- Customer data platform for remarketing campaigns
- Classic sales X autonomous at the touch of a button'
- **One-stop shop' service**
- **Low investment with fast ROI**

TYPICAL EURO SOLUTION

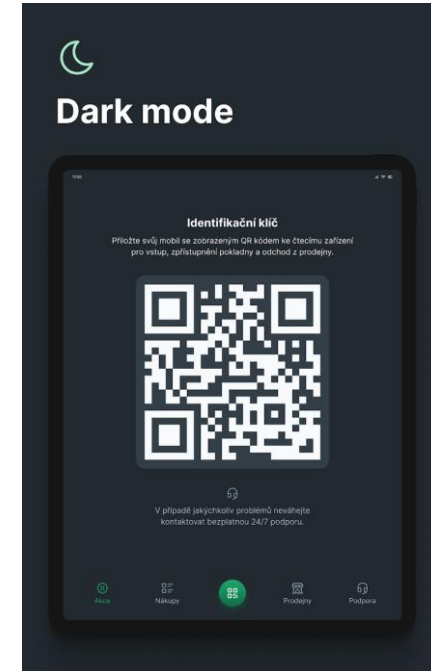
- End-to-end hybrid mix, 'a bit of everything' or.....
- full 'Grab&Go' concept:
- AI full tracking
- Intelligent shelves
- Brand app supported
- Entry by credit card
- RFID access
- Often without self-checkouts
- Automatic account debiting
- **User-friendly more than 100%**
- **Extensive investments required**



Customer data analyses

POSSIBILITIES

- Every user of the unmanned 24/7 shopping system is a fully registered customer
- Through continuous tracking of customer shopping behavior, we can offer targeted marketing and remarketing
- It is possible to integrate the customer's personalized QR code into existing other applications to simplify the entire interaction process and offer new CX
- Knowinstore has many years of expertise in consumer research and data analysis, which we are happy to use for you



Independent technical solution and interaction points

OUR UNMANNED STOREUP APP AND STORE SYSTEM REQUIRES CONNECTIVITY WITH THE FOLLOWING ELEMENTS FROM YOU:

- Security systems: Alarm security + anti-fire security
- Store lighting system Camera surveillance system
- Automatic remote door control Self checkout (SCO)
- Our StoreUP app system is independent of your core IT systems and only requires a public IP address for internet connectivity



GDPR: Personal data and how we handle it

OUR STANDPOINTS

- The process of 24/7 operation in unattended mode is fully GDPR compliant, the processes and measures are established
- Knowinstore is a primary data custodian (users provide their data to the registration app)
- The respective provider can exploit personal data of a specific customer in case of “legitimate interest” or at any time after signing the mutual GDPR contract (and the customer's consent within the app)
- Knowinstore offers “incident management” or other customer-facing communication in unmanned mode as part of its integral service
- Limitation of AI technologies for final evaluation of customer behavior: Based on our experience and feedback from key retailers, there is a risk of disputes and compliance with GDPR law



Price-performance overview

CAPEX = EUR 8,900* one-off (newer standard branch with a sales area of around 500m2*)

Automated storage solution Storeup Basic, includes:

- System license
- Complete package of all necessary technical components Cabling
- Administrative costs as part of the installation
- *Note: Existing camera, security and audio systems that can be connected to the storeup system can be used (depending on compatibility)*

OPEX = 1.200 EUR / month

'Full service' for guaranteed, full and safe operation every day

- Mobile app license incl. identification process
- Hosting services
- Technical support, maintenance and development
- Project management
- Video surveillance services (monitoring consumer behavior in real time) including incident handling



*individual store pricing depending on the extent of the work and the size of the sales area

We are looking forward to working together with You!

B.A. Marco Schumacher, M.Sc. | International Business Development Manager | 00420.702.158.096

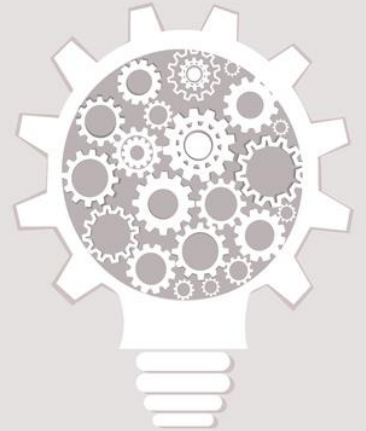


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Detail backup - Technical solution: Key elements of the storeup system

- The StoreUP central control PC is located in the rack in the back office of the respective store
- The peripheral devices of the system are connected to the central control system of the StoreUP PC (QR code reader, intercoms, etc.)
- Connection of the SU system to the alarm system for arming, securing the store, switching on the lighting, etc.
- Connex of the alarm or StoreUp system to the door control system (open, closed) depending on the type of door and lock Connection of the EPS system to the door control system in case of fire to ensure free exit from the store
- Link of the surveillance center (CCTV) to the remote control for emergency opening/closing of the doors
- Additional components to the StoreUp core system are the emergency door opening button for customers (service intervention required to return the door to its original state)



Detail backup - Technical solution: Key elements of the storeup system

- Possible addition of camera devices at critical points (after initial analysis of the store space)
- Intercom buttons on the SCO and at the entrance/exit doors for communication between customers and the monitoring center
- Recommended use of a 'store audio system' (loudspeakers) to address customers directly on the sales floor
- Customer WiFi near the SCO (in case of data loss at the customer)
- Chargers for cell phones in the SCO (in case of discharge)
- Digital signage within the premises

