

ADWAVES

The Blend New Media

<http://www.adwaves.tech>



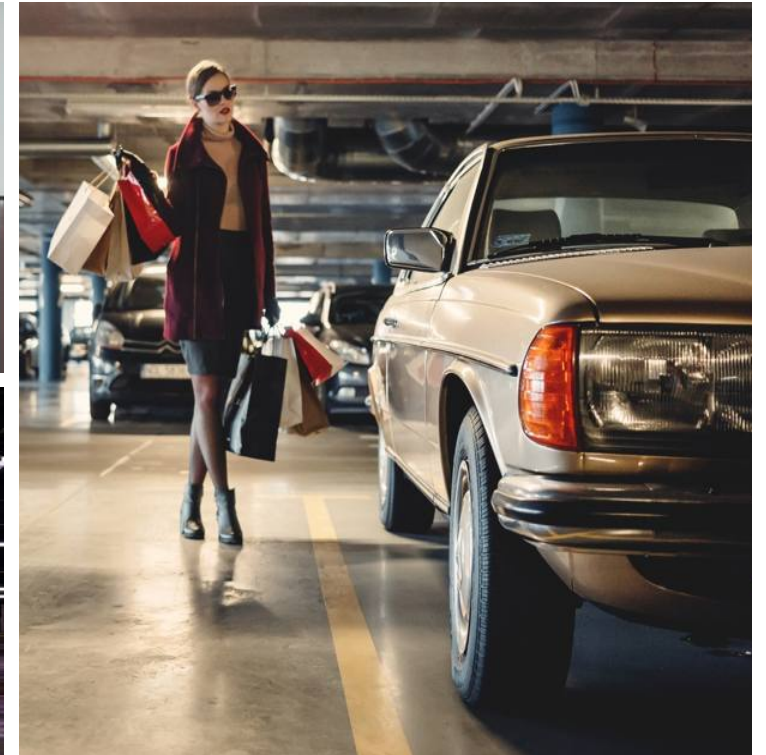
Business Model

Adwaves is a new generation media platform created for organized retail industry, and office & residential projects.

Adwaves, which disables all radio channels with its patent-pending multi-frequency broadcast technology, is a hybrid medium that recreates Outdoor and Radio advertising on the basis of location and context with its replacement broadcast.

Focusing primarily on Shopping Centers, the local radio Adwaves will support the promotional activities of retail stores with spot-based commercials within an average of 4-9 minutes of parking times for visitors. Afterward, the project aims to reach household consumer brands, e-commerce platforms, and online retailers by expanding its scope with residences and office buildings.

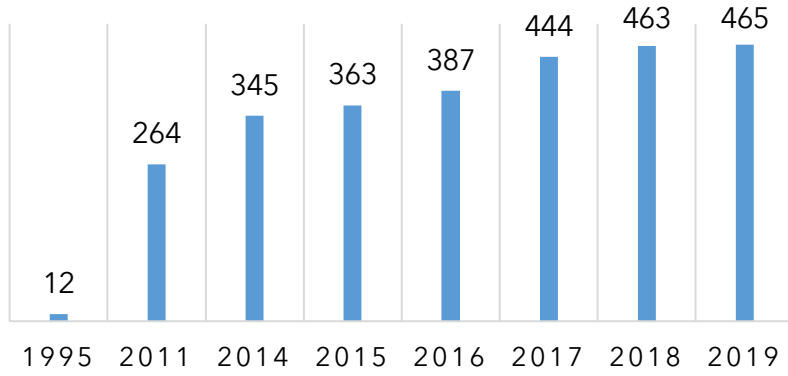
The patent-pending technology developed in our R&D center within the scope of the Kosgeb (SME Development Organization) R&D and Innovation Support Program, will continue to spread in global markets in different application areas.



Local Market

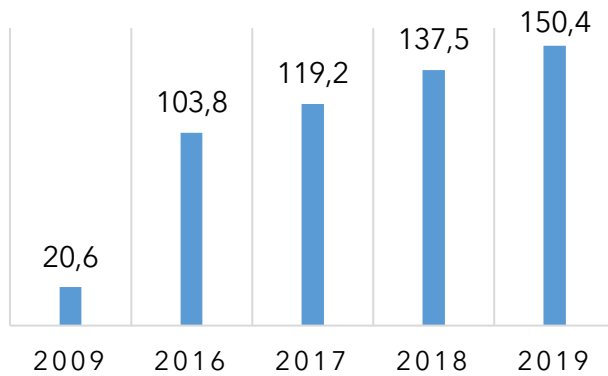
400+ shopping malls create 140+ billion TL commercial volumes by transforming the retail and food sectors

AVM (Number)



Daily Visitors (2016) : **6 million**

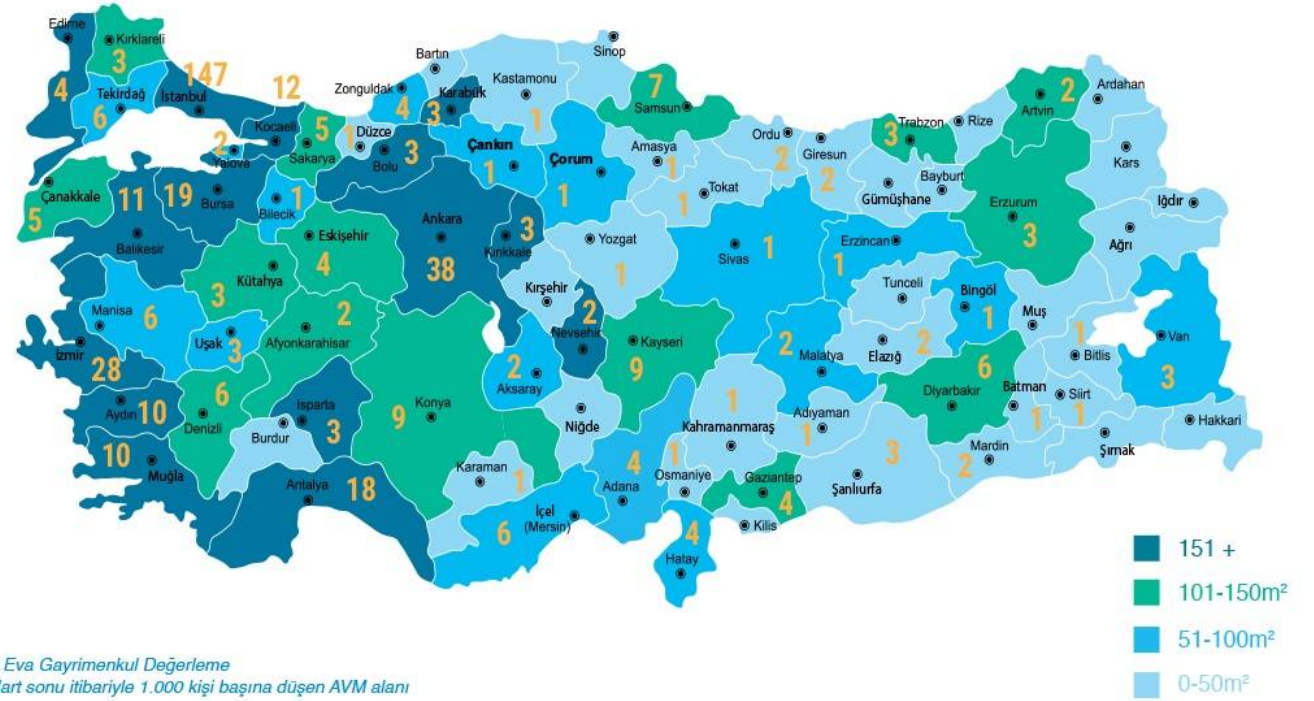
Commercial Volumes (Billion TL)



Total Visitors (2016) : **2,12 billion**

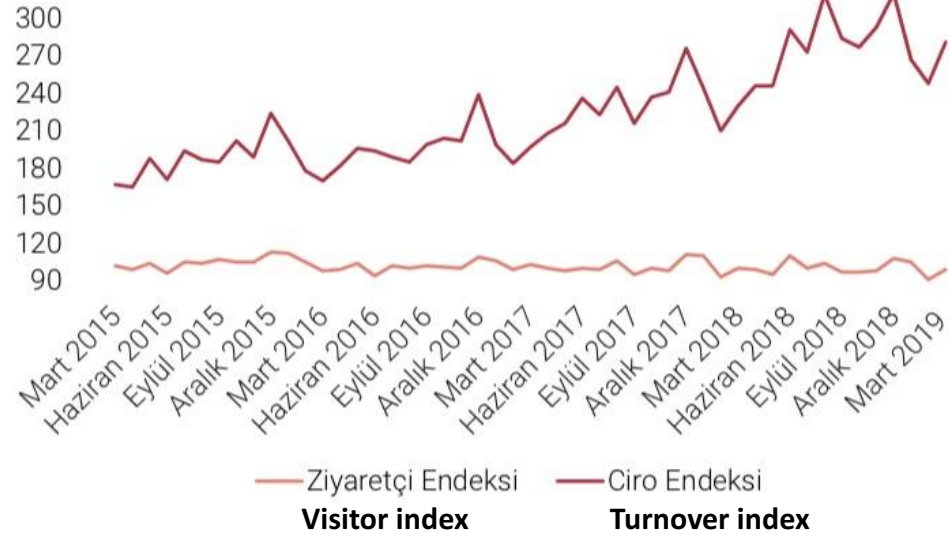
Number of shopping malls and total leasable area

*AVM sayısı ve Toplam Kiralanabilir Alan (GLA)**



Shopping mall turnover and visitor index

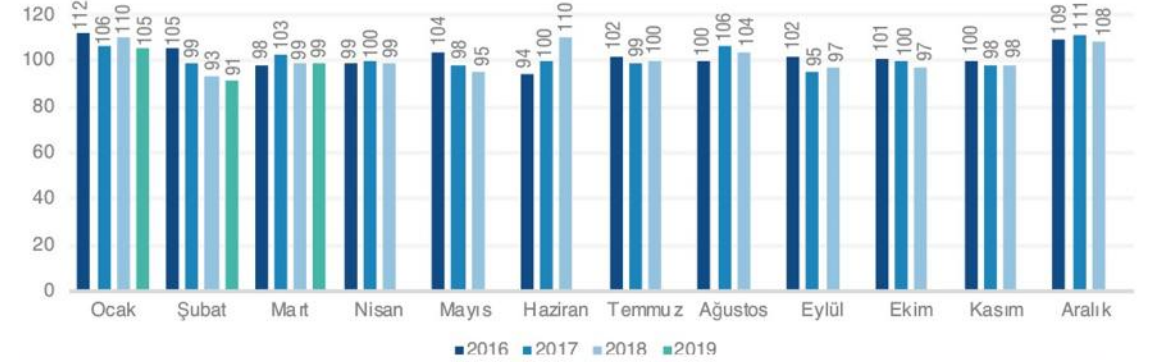
Grafik 7. Alışveriş Merkezleri Ciro ve Ziyaretçi Endeksi



Kaynak: AYD ve Akademetre Araştırma

Visitor index

Ziyaretçi Sayısı Endeksi



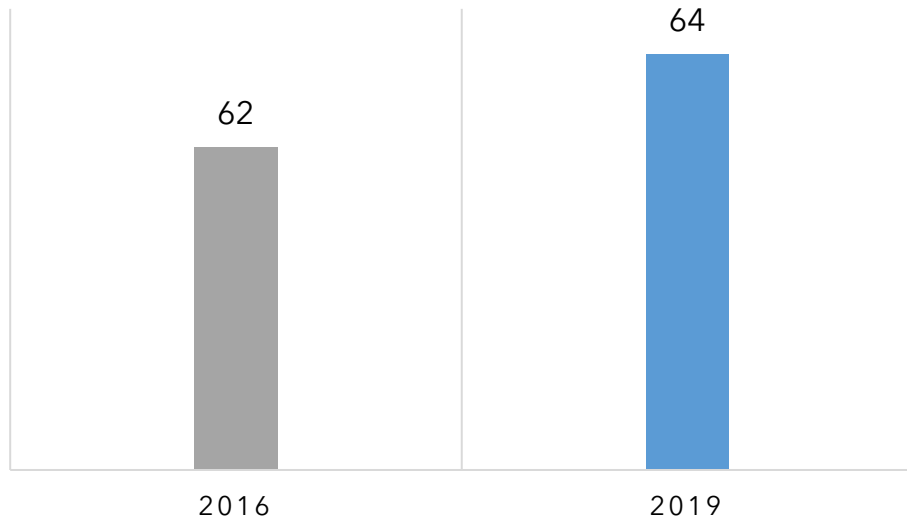
Mart 2019 verileri bir önceki dönemin aynı ayı ile karşılaştırıldığında ziyaret sayısı endeksinde bir değişim yaşanmadığı gözlemleniyor. Ziyaret sayısı endeksinde birinci çeyrek bazında ise geçtiğimiz yılın aynı dönemine göre % 2,9'luk düşüş yaşandı.

Kaynak: AYD



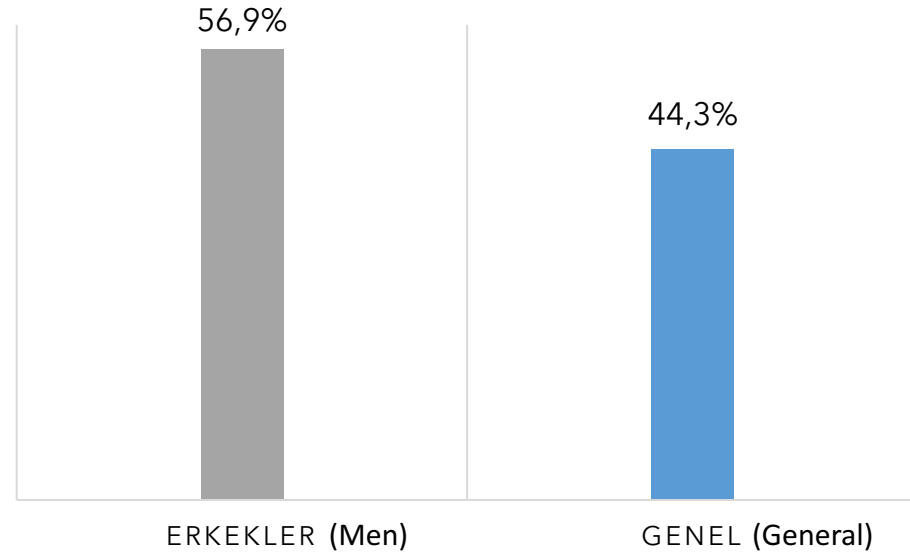
Shopping malls in 64 different cities reach 70+ million people. 44% of visitors arrive with their private cars.

Number of Cities with Shopping Malls



70.6 million consumers have access to shopping malls in the province

Rate of Visiting the Mall by Private Car



Every day, 2.7 million people reach shopping malls with their private cars.



Mall Customer Profile

In these precious moments when radio broadcasts are insufficient and people are exposed to interference, a new medium will be created with the multi-frequency broadcast method



With the patent-pending technology, the shopping mall parking lots, which are idle as a communication channel, will be positioned as a source of income for shopping malls

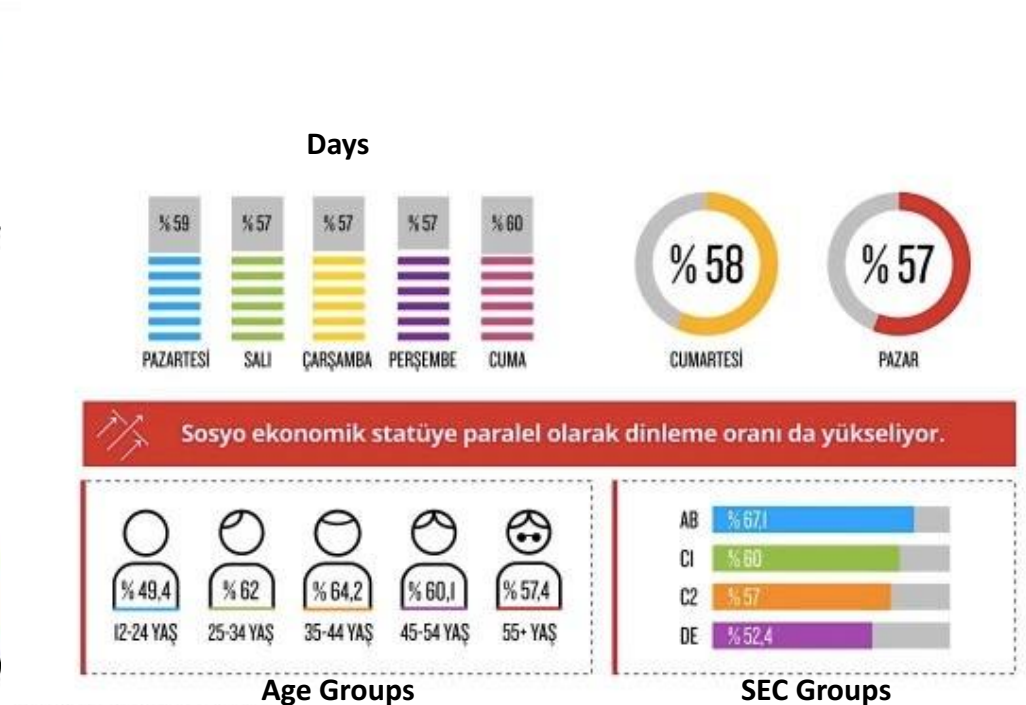
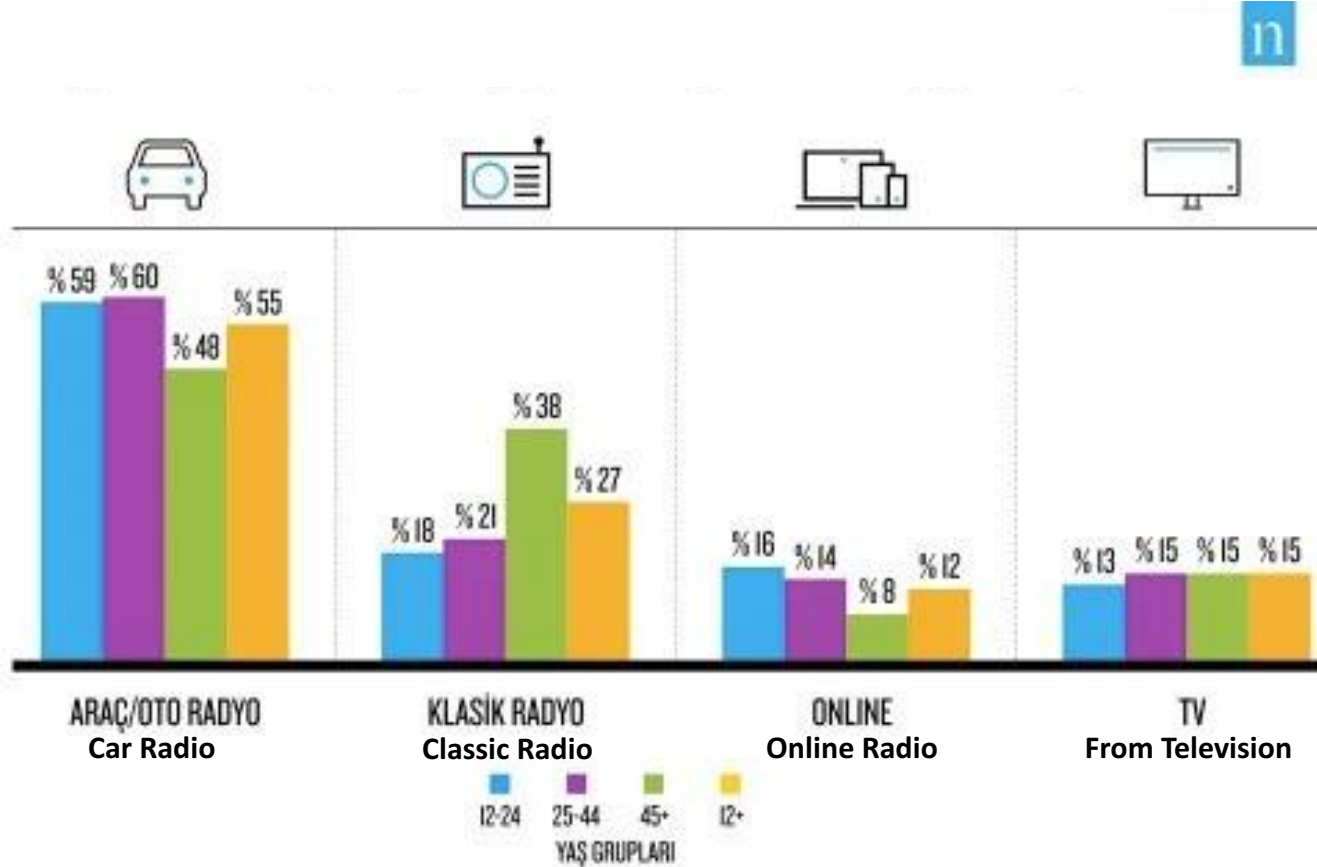


2.7 million daily customers who come to shopping malls with their cars spend 4-9 minutes in an environment where there are no effective advertising channels



Every Other Person Listens to the Radio in the Car!

We reach Shopping Center visitors at the right place and at the right time, thus we trigger their purchasing behavior



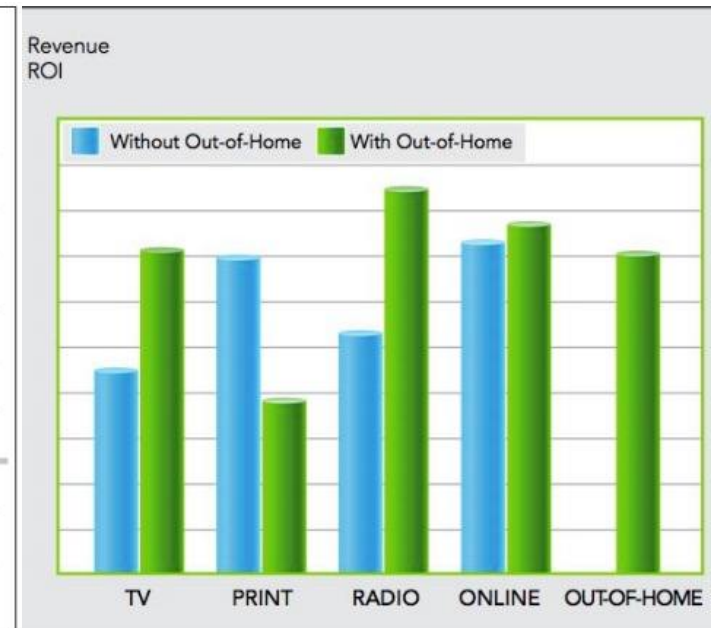
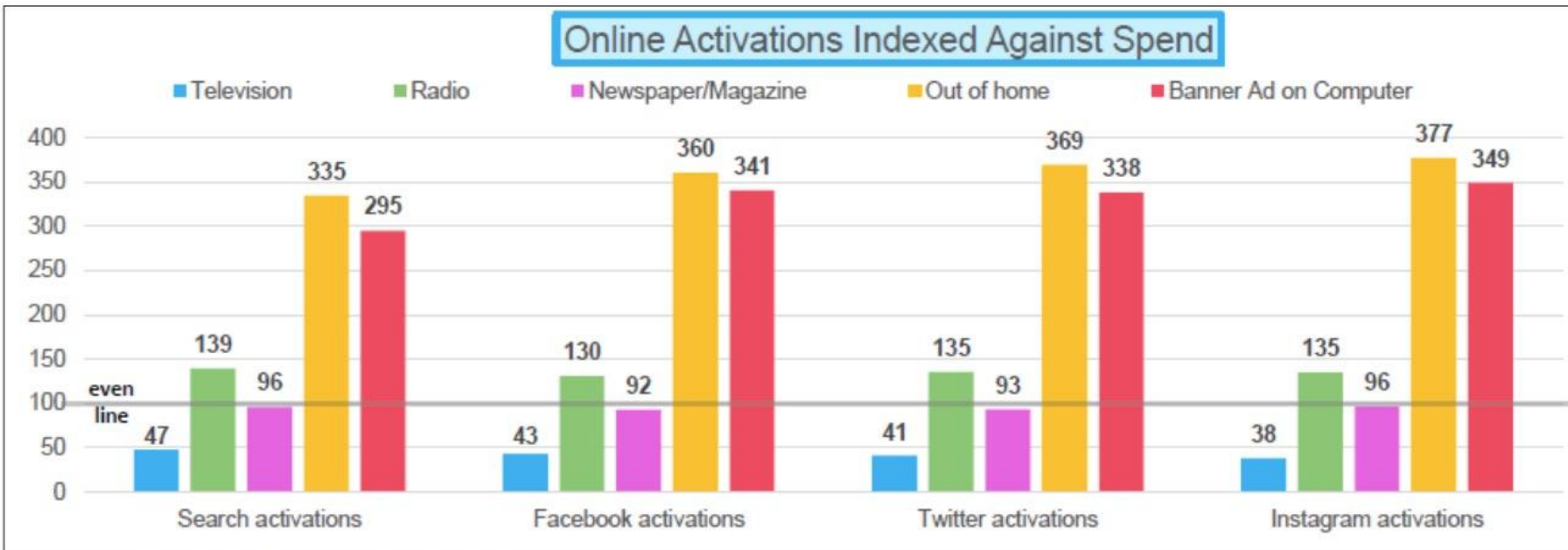
Kaynak: Nielsen RamExplorer Aralık2018 Verileri

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Increased Impact with Adwaves+

When Outdoor and Radio are used together, they increase the effectiveness of all other channels

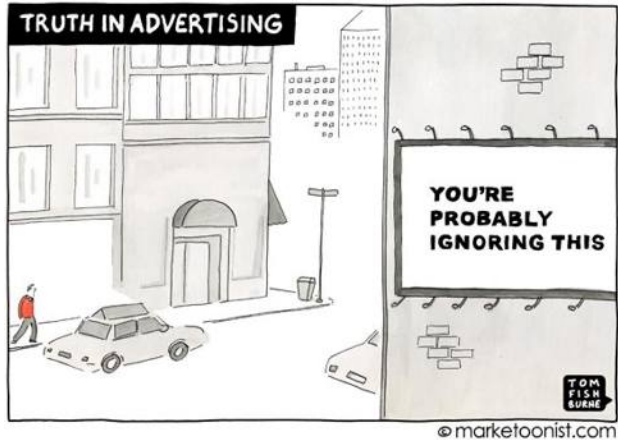


Results from the 2017 OOH and Online Activation Study



Competition

There is no communication channel other than outdoor advertising in this area



| | Adwaves | Print and Digital Billboards | Warning and Direction Boards |
|-------------------------|---------|------------------------------|------------------------------|
| Audio | ✓ | ✗ | ✗ |
| Video | ✓ | ✓ | ✗ |
| Text Based | ✓ | ✗ | ✗ |
| Emergency Notifications | ✓ | ✗ | ✓ |

There is no communication channel other than outdoor advertising in this area.

The solution brings an innovative and unique service to the market.



Short Term Adwaves Growth Plan Aims Top 3 Reach Rank

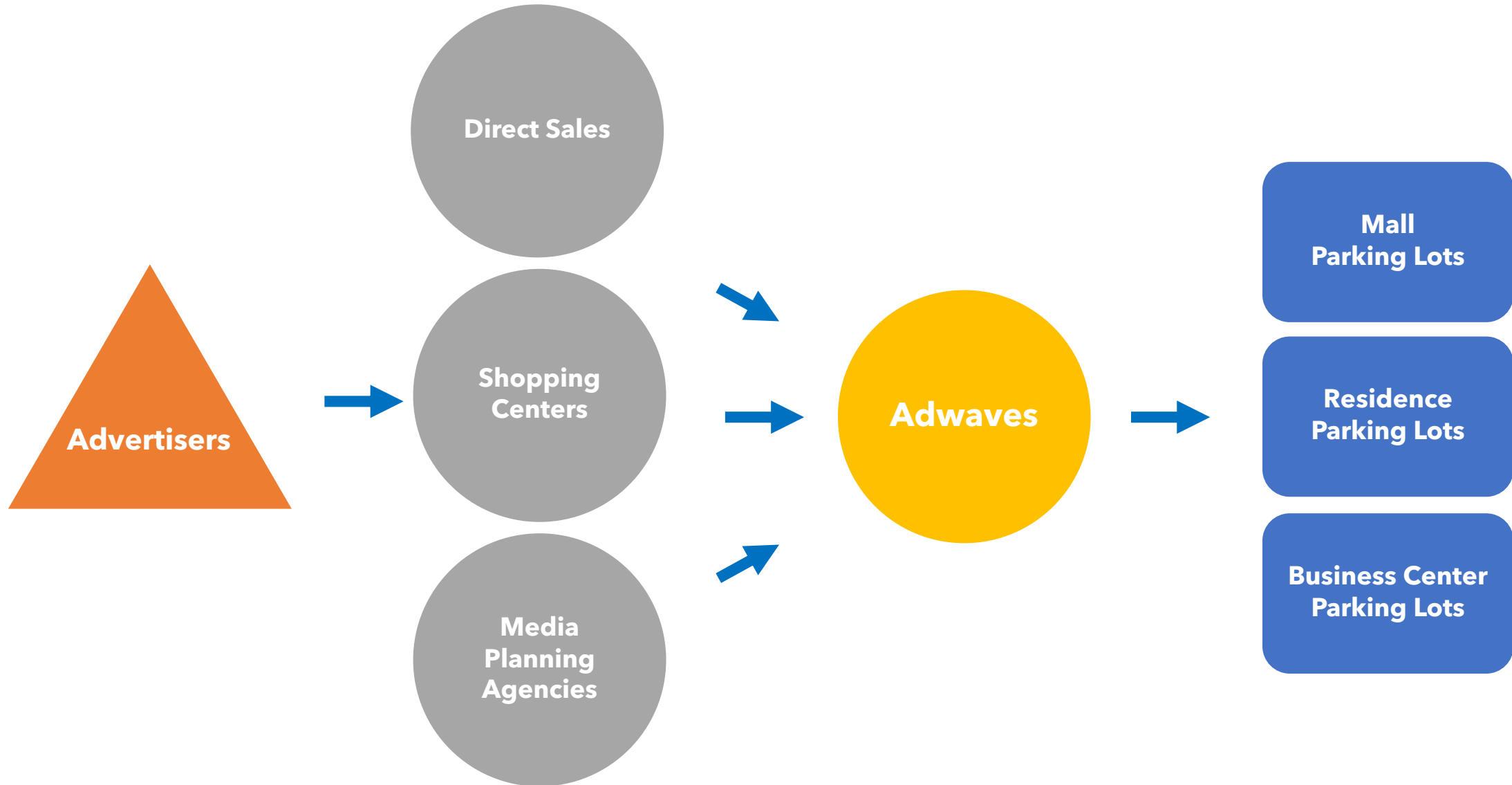
According to the radio listening measurement reports prepared in cooperation with Nielsen, 61% reach is provided among the universe value of 47.5 million people

| | | Eylül 2021 | | | | | | | | | | | | | | |
|---------|-----------------------|-------------|---------|------|-------------|---------|------|-------------|---------|------|-------------|---------|------|-------------|---------|------|
| Sıra No | Hedef Kitle | Toplam | | | AB | | | C1 | | | C2 | | | DE | | |
| | Toplam Birey Sayısı | 47,445 | | | 7,493 | | | 11,822 | | | 14,890 | | | 13,240 | | |
| | Dinleyen Birey Sayısı | 28,827 | | | 4,743 | | | 7,492 | | | 9,074 | | | 7,518 | | |
| | Radyo Kanalları | AvRch (000) | AvRch % | %R/C | AvRch (000) | AvRch % | %R/C | AvRch (000) | AvRch % | %R/C | AvRch (000) | AvRch % | %R/C | AvRch (000) | AvRch % | %R/C |
| 1 | Kral FM | 4,235 | 8.9 | 14.7 | 354 | 4.7 | 7.5 | 1,062 | 9 | 14.2 | 1,548 | 10.4 | 17.1 | 1,271 | 9.6 | 16.9 |
| 2 | TRT FM | 2,384 | 5 | 8.3 | 435 | 5.8 | 9.2 | 549 | 4.6 | 7.3 | 693 | 4.7 | 7.6 | 707 | 5.3 | 9.4 |
| 3 | Radyo 7 | 1,945 | 4.1 | 6.7 | 225 | 3 | 4.7 | 585 | 4.9 | 7.8 | 690 | 4.6 | 7.6 | 446 | 3.4 | 5.9 |
| 4 | Power Turk | 1,462 | 3.1 | 5.1 | 378 | 5 | 8 | 396 | 3.4 | 5.3 | 453 | 3 | 5 | 236 | 1.8 | 3.1 |
| 5 | Kral Pop | 1,458 | 3.1 | 5.1 | 243 | 3.2 | 5.1 | 346 | 2.9 | 4.6 | 605 | 4.1 | 6.7 | 264 | 2 | 3.5 |
| 6 | Slowturk | 1,259 | 2.7 | 4.4 | 301 | 4 | 6.3 | 385 | 3.3 | 5.1 | 356 | 2.4 | 3.9 | 217 | 1.6 | 2.9 |
| 7 | Super FM | 1,180 | 2.5 | 4.1 | 207 | 2.8 | 4.4 | 373 | 3.2 | 5 | 336 | 2.3 | 3.7 | 264 | 2 | 3.5 |
| 8 | Virgin Radio - Yerel | 1,133 | 2.4 | 3.9 | 255 | 3.4 | 5.4 | 343 | 2.9 | 4.6 | 346 | 2.3 | 3.8 | 189 | 1.4 | 2.5 |
| 9 | Power FM | 1,091 | 2.3 | 3.8 | 272 | 3.6 | 5.7 | 356 | 3 | 4.8 | 269 | 1.8 | 3 | 194 | 1.5 | 2.6 |
| 10 | Metro FM | 998 | 2.1 | 3.5 | 294 | 3.9 | 6.2 | 297 | 2.5 | 4 | 245 | 1.6 | 2.7 | 162 | 1.2 | 2.2 |
| 11 | Joy Turk | 849 | 1.8 | 2.9 | 215 | 2.9 | 4.5 | 268 | 2.3 | 3.6 | 219 | 1.5 | 2.4 | 147 | 1.1 | 2 |
| 12 | Radyo Fenomen | 814 | 1.7 | 2.8 | 281 | 3.7 | 5.9 | 244 | 2.1 | 3.3 | 196 | 1.3 | 2.2 | 93 | 0.7 | 1.2 |
| 13 | Radyo Seymen | 637 | 1.3 | 2.2 | 60 | 0.8 | 1.3 | 131 | 1.1 | 1.7 | 218 | 1.5 | 2.4 | 229 | 1.7 | 3.1 |
| 14 | RADYO 1 | 608 | 1.3 | 2.1 | 75 | 1 | 1.6 | 140 | 1.2 | 1.9 | 213 | 1.4 | 2.3 | 181 | 1.4 | 2.4 |
| 15 | Kafa Radyo | 596 | 1.3 | 2.1 | 281 | 3.7 | 5.9 | 189 | 1.6 | 2.5 | 90 | 0.6 | 1 | 37 | 0.3 | 0.5 |
| 16 | Show Radyo | 586 | 1.2 | 2 | 115 | 1.5 | 2.4 | 149 | 1.3 | 2 | 172 | 1.2 | 1.9 | 150 | 1.1 | 2 |
| 17 | Alem FM | 540 | 1.1 | 1.9 | 125 | 1.7 | 2.6 | 116 | 1 | 1.5 | 181 | 1.2 | 2 | 118 | 0.9 | 1.6 |
| 18 | A Haber Radyo | 536 | 1.1 | 1.9 | 69 | 0.9 | 1.5 | 140 | 1.2 | 1.9 | 171 | 1.2 | 1.9 | 155 | 1.2 | 2.1 |
| 19 | Radyo D | 511 | 1.1 | 1.8 | 114 | 1.5 | 2.4 | 118 | 1 | 1.6 | 172 | 1.2 | 1.9 | 108 | 0.8 | 1.4 |
| 20 | Pal Nostalji | 487 | 1 | 1.7 | 161 | 2.1 | 3.4 | 148 | 1.2 | 2 | 101 | 0.7 | 1.1 | 78 | 0.6 | 1 |



Business Model

It is planned to establish a revenue-sharing model with shopping malls and commercial property management companies through advertising spots within the scope of the Business Model

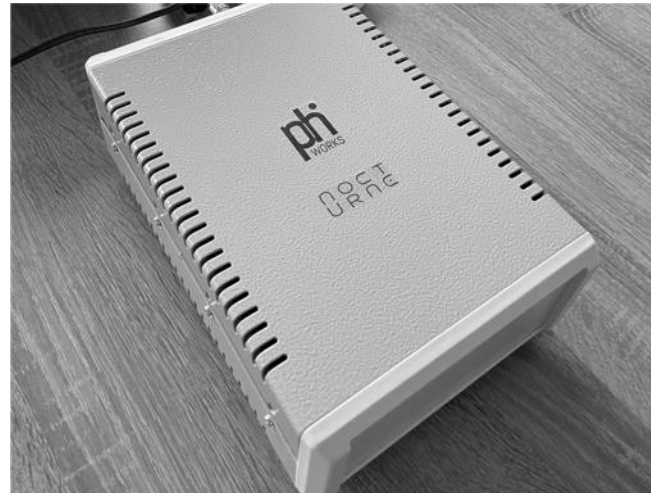


Management and Automation



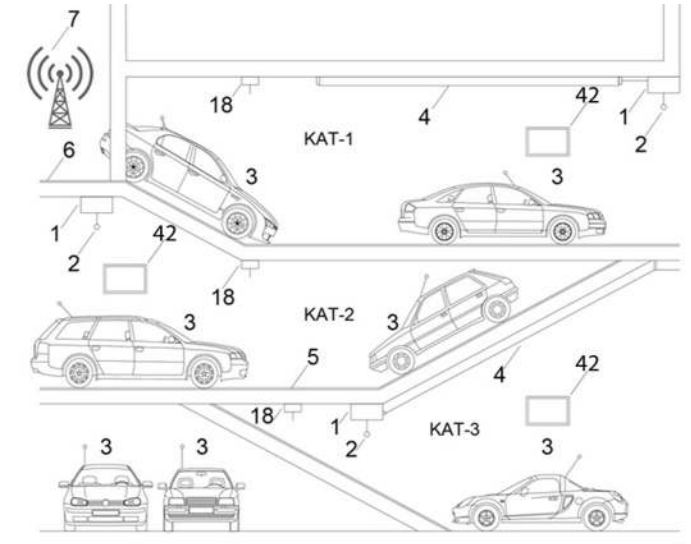
With the KoçSistem Pixage application, content and advertising broadcasts in all shopping centers will be managed from a single point.

Core Technology



Advertising and content distribution will be provided with a patent-pending multi-frequency signal generator, online media player and display integration tools.

Broadcasting



Information and promotional content will be delivered to visitors by accessing in-car music systems with LED screen integrations (Adwaves+ points)



Added Values of Adwaves Media Platform

1 **'Medium is the message'**

- A hybrid platform: Innovative solution in the media industry

4 **Dynamic Content Delivery**

- Manage your content in real time
- Multimedia content display on Video Wall, LED and LCD screens at Adwaves+ points

2 **'Content is king, but context is God'**

- With the right time, the right place and the right message, Adwaves gives the opportunity to reach your potential customers closest to their shopping behavior at decision points

5 **Transparency and Reporting**

- Easy-to-use management interface and highly transparent content distribution reports in collaboration with KoçSistem Pixage

3 **Content Creation**

- Campaign creation
- Access to voice actors
- Voice recording and delivery within the same day
- Jingle production

6 **Adwaves for Everyone**

- Campaign design for every budget, with packages customized for each advertiser
- Efficient use of budget with the appropriate mix of slots
- Advantageous packages and campaign definitions



Adwaves Solution Partners

In these precious moments when radio broadcasts are insufficient and people are exposed to interference, a new medium will be created with the multi-frequency broadcast method

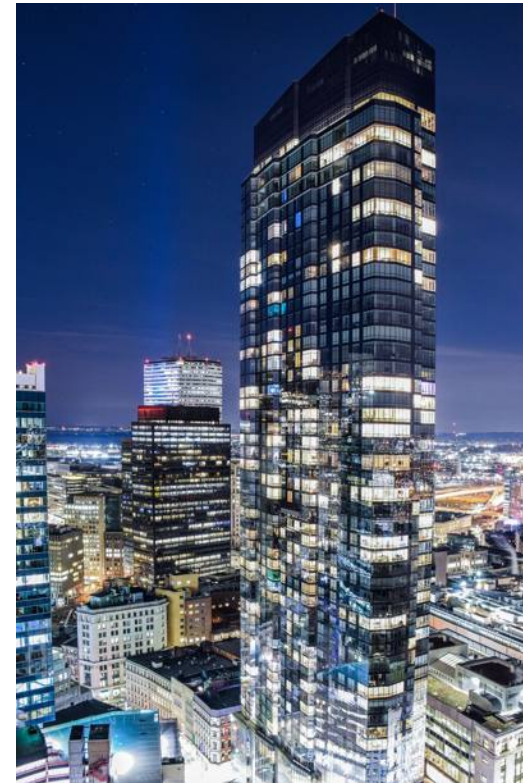
Shopping Centers



Residences



Business Centers



Venues

(Stadium, Airport, Exhibition Center)



This new medium will perfectly convey the advantage and opportunity information of commercial enterprises to customers



And Many More

Patent-pending technology can be applied in different industries

Integrated Outdoor Advertising



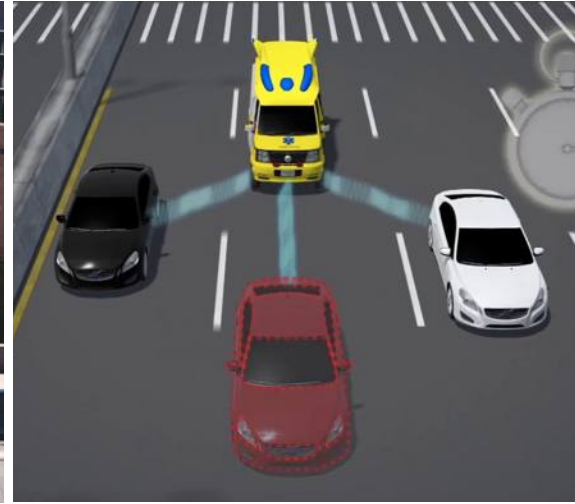
The future of Outdoor and radio advertising in partnership with Mega Boards and popular radio channels. Right place, right time, and maximum impact for brand communication.

Roadworks and Warnings



Warning system for road maintenance works that pose a risk in highways and city centers.

Emergency Alerts (Ambulance, Anti-Riot, Fire Brigade)



Emergency information service integrated into vehicles that support public health and safety, such as ambulance, riot police, fire brigade.

Tunnels



Emergency notification system created for tunnels and similar areas under public responsibility that provides import substitution and cost advantages.



Reliable Solution

The patent-pending technology developed in our R&D center is accepted to the Kosgeb (SME Development Organization) R&D and Innovation Support Program



"enerjimiz,teknolojimiz"





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