



INSITES[®]

Powered by yalla ya!

Investor Presentation

Upgrades shopping malls into smart buildings!

Israel | México

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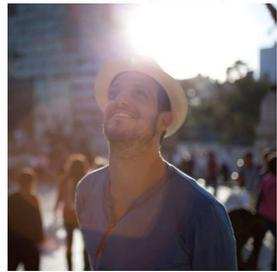


INSITES

UPGRADES SHOPPING MALLS INTO SMART BUILDINGS.

InSites transforms shopping experience for consumers, providing them the digital **guidance to explore**, discover and navigate intelligently indoors.

As for the retailers, InSites is empowering them by offering an analytical tool to reach their market **personally and directly**.



IDO KOBELKOWSKY

Serial entrepreneur with vast experience in tech & mobile industry, founder of yalla-ya!



SAMUEL KOBELKOWSKY

Technical expert with twenty years of experience and connections in the mobile industry



SHLOMO DAHAN

Experienced in developing POS systems, IT consultant and IT management worldwide.



NIMROD KOBELKOWSKY

The developer of tens of mobile apps and the mastermind behind InSites algorithms.

WHO ARE WE?

InSites is incubated at yalla ya! labs – a cutting edge IT company with headquarters in Israel & Mexico.

Team of 35 which is led by Israeli serial entrepreneurs.

Vast experience of hundreds of mobile apps developed for leading brands and clients: Nokia, Microsoft, Movistar and more.

WHAT'S THE PROBLEM?

“Where did I parked my car?”

“Where was that great gadget store?”

“Where can I find the cheapest prom dress?”

“where can I leave my kids while shopping?”

Consumers are repeatedly overwhelmed with newer and bigger shopping malls. Getting to what they are looking for became a complicated task. They keep missing a step-away discounts and opportunities, while they are no longer raising their heads from the mobile.

Stores are still using old fashioned advertising methods that the visitors are immune to

e-commerce is biting a grater share of sells

But the traffic in Shopping Malls remains stable.

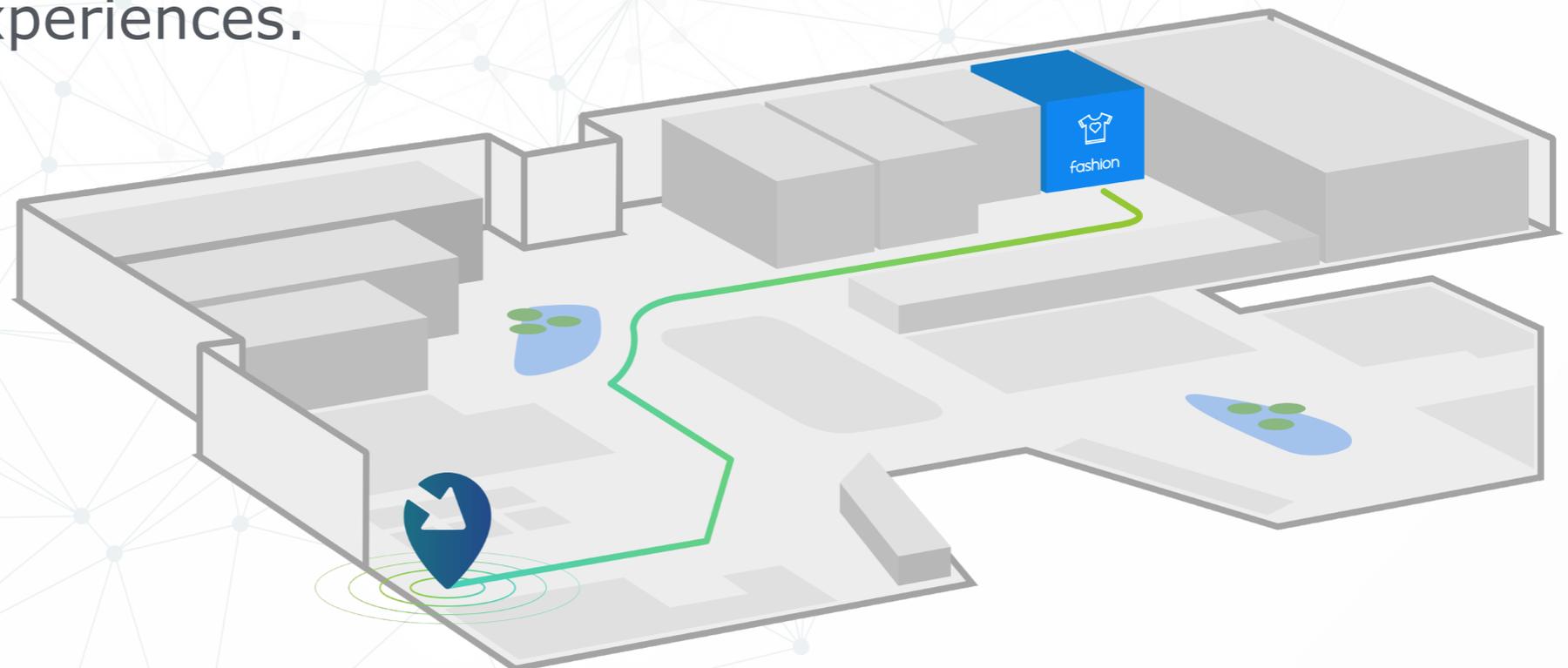
So - **How can we turn traffic into transactions?**



WHAT'S THE SOLUTION?

Mobile application for indoor navigation that contains a complete directory of POS, events and shops of the mall, and a location-based advertisement.

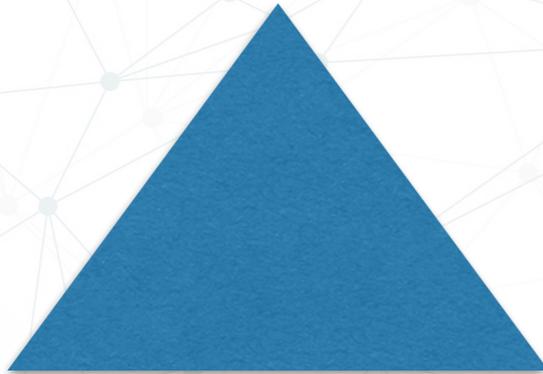
-  Discover, navigate and connect with businesses and shops.
-  Personally suited, one-step-away mobile promotions.
-  Share and receive recommendations and experiences.



A SEAMLESS ECOSYSTEM

MALL MANAGEMENT

More Information
about Traffic

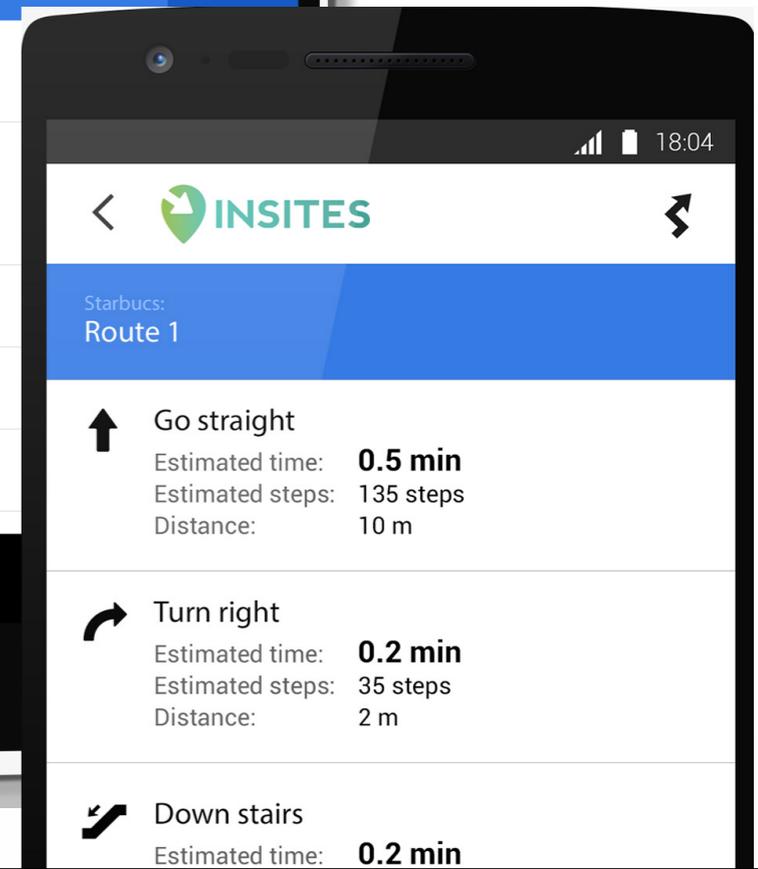
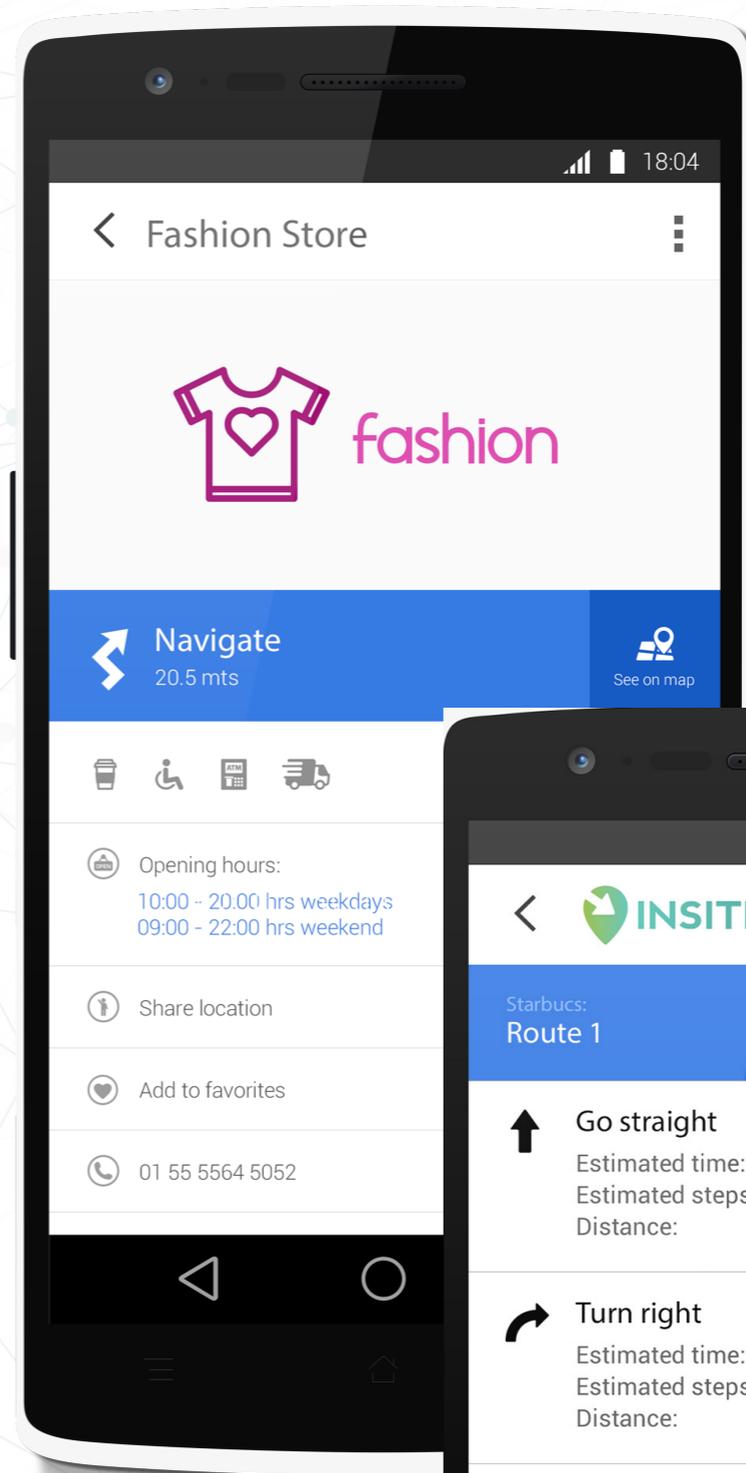


RETAILERS

Best Targeted
Advertising

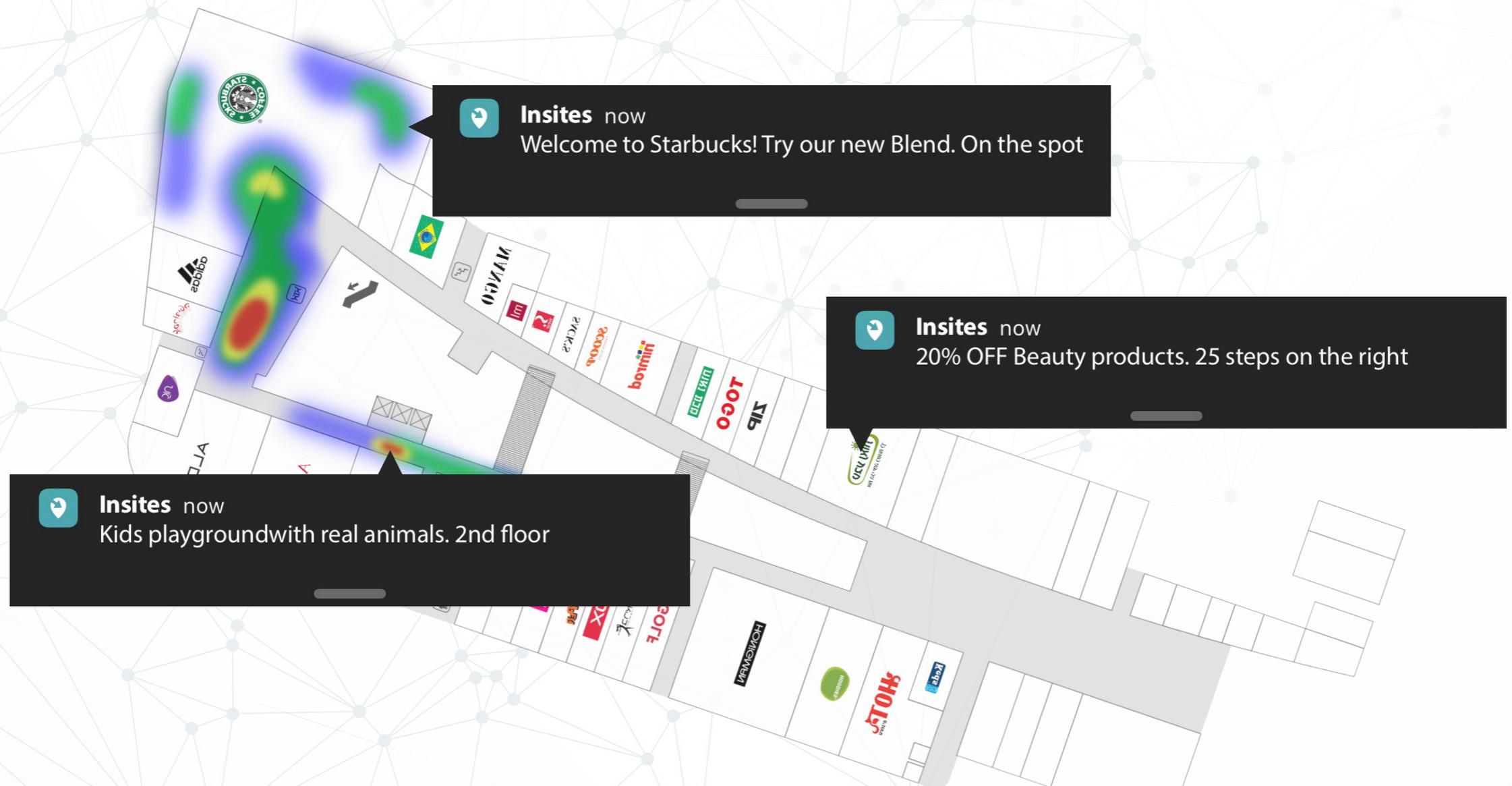
CONSUMER

Best shopping
experience



HOW DOES IT WORK?

Beacon-based technology (Bluetooth) enables precise navigation and the gathering and **analysing of consumers behavioral** information, from which to create a more targeted, more personalised shopping experience for each visitor.



WHO'S IN FOR IT?

47,000 shopping malls

More than 700 shopping centers opened last 2 years

Half a million monthly visitors in each shopping mall



62% of public are visiting at least once a month

3.9% annual growth in GLA

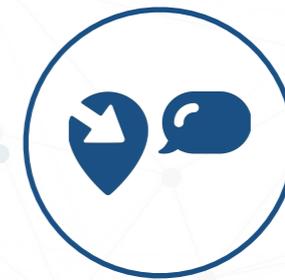
WHAT'S IN IT FOR BUSINESSES?



GETTING DISCOVERED AND REACHED EASILY – NOT MISSING ANY CLIENT



TIGHTENING CONSUMERS PROFILES, PREFERENCES AND WISHES, FOR SMARTER ADVERTISING



BEING SHARED AND RECOMMENDED BY CONSUMERS OVER SOCIAL NETWORKS

InSites merge businesses, shopping malls & retailers objectives with consumer preferences

FOR BUSINESSES... IN DETAIL...

BUSINESS



General:

- ✓ Presence in directory
- ✓ Discoverability & navigation on map
- ✓ Business logo
- ✓ Logo on map
- ✓ Click to call
- ✓ Click to buy (online store)
- ✓ Click to navigate

Marketing & Sales

- ✓ Promotion banners
- ✓ Events
- ✓ In-Business auto greet
- ✓ Proximity notification
- ✓ Social likes / follows /share

Analysis & Tools

- ✓ Beacon & business analytics
- ✓ Site floor analytics
- ✓ Consumer loyalty club

Support

- ✓ Support included

SHOPPING MALLS



General:

- ✓ Online map w/ navigation
- ✓ Businesses & Point of interest directory
- ✓ Business levels
- ✓ Parking levels
- ✓ Points of interest
- ✓ Emergency information
- ✓ Site information

Marketing & Sales

- ✓ Site events
- ✓ Publicity revenue share
- ✓ In-Site auto greet at gates

Analysis & Tools

- ✓ Beacons installation
- ✓ Site analytics
- ✓ Digitalization of map

Support

- ✓ Included w/ beacons maintenance

Optional add-ons

- ✓ Customized branded app

ADVERTISERS



Marketing & Sales

- ✓ Highly segmented ads
- ✓ Few steps away notifications
- ✓ Coupons
- ✓ Email marketing
- ✓ Promotion banners
- ✓ Events

WHY ARE WE OUTSTANDING?



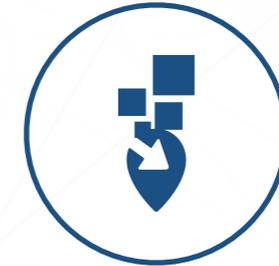
THE TECHNOLOGY

Beacons bluetooth low-energy signal (vs. Wi-Fi signals solutions).
We're a manufacture independent solution



THE ADDRESSABLE MARKET

Creating an ecosystem of marketing platform, tracking and navigation.



THE SCALE

One app to rule them all.
All sites and brands in one app.



THE DOMAIN

Greater picture;
Empowering Management
- Tenents - Consumers



THE PRICE

Low entry cost, revenue comes from ongoing sells

FINANCIAL PROJECTION

	1yr	2yr	3yr	4yr	5yr
Tarket Market / Revenue Drivers*					
Shopping Malls	10	24	49	91	186
Affiliated Businesses / Tenants	126	392	784	1,330	2,828
Visitors	27,700,000	91,500,000	197,300,000	351,000,000	692,400,000
Users	40,800	156,300	377,600	752,600	1,469,000
% Market Pentration					
Revenue / Channels	\$864,629.00	\$2,098,597.00	\$3,170,298.00	\$4,924,248.00	\$8,483,220.00
Sites	\$130,000.00	\$474,000.00	\$1,022,500.00	\$1,905,000.00	\$3,768,000.00
Businesses / Tenants	\$262,479.00	\$489,007.00	\$709,448.00	\$1,039,908.00	\$1,774,980.00
Advertisers	\$472,150.00	\$1,135,590.00	\$1,438,350.00	\$1,979,340.00	\$2,940,240.00
Expenses	\$740,535.00	\$1,183,828.00	\$1,753,351.00	\$2,338,180.00	\$3,365,207.00
Operational	\$676,370.00	\$1,079,760.00	\$1,585,200.00	\$2,068,800.00	\$2,802,000.00
Hardware / Beacons	\$50,000.00	\$70,000.00	\$125,000.00	\$210,000.00	\$475,000.00
Shopping Mall Revenue Share (3%)	\$14,165.00	\$34,068.00	\$43,151.00	\$59,380.00	\$88,207.00
EBITDA	\$124,095.00	\$914,769.00	\$1,416,948.00	\$2,586,068.00	\$5,118,013.00
EBTIDA Margin	14.35%	43.59%	44.69%	52.52%	60.33%

* In US dollars

2016 PLAN OF ACTIONS



Android app launch for pilot at a 100,000^{m2} Golden Mall, Israel
August 16.



iOS app launch
October 16.



Gain foothold in the shopping mall global market.



Sales force recruitment.

GOLDEN MALL OF
GINDI INVESTMENTS;
ISRAEL'S TOP REAL
ESTATE COMPANY

GINDI
— INVESTMENTS —



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