





INTELLIGENT DOOH ADVERTISING



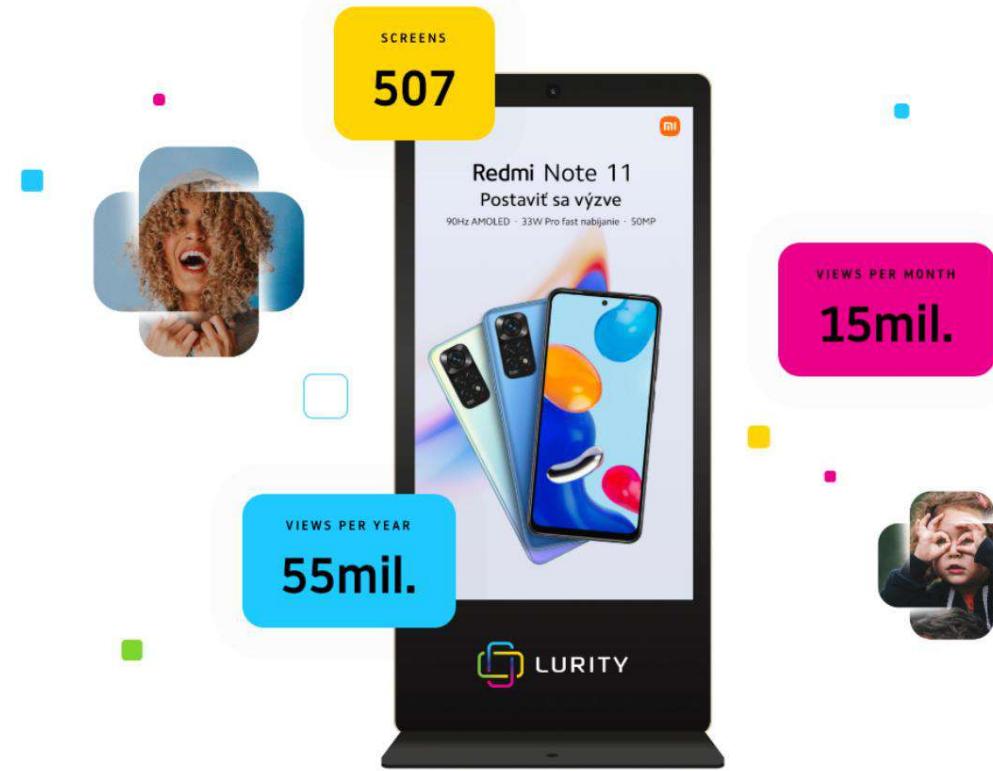
600

STATE-OF-THE-ART
DIGITAL SCREENS
AND LED BOARDS
IN 3 COUNTRIES



OFFER

- 600 state-of-the-art digital screens and LED boards
- in the top 55 shopping centres in SK, CZ
- large LED outdoor and indoor boards
- digital nonstandards, elevators, pumps, digital projection
- Slovak Post, M. R. Štefánik Airport, medical facilities, wellness centres
- own user-friendly software: planning and campaign management can be handled by anyone
- and where you can check the progress and statistics of the campaign at any time, or change campaign visuals / videos
- custom interactive applications according to the client's specifications

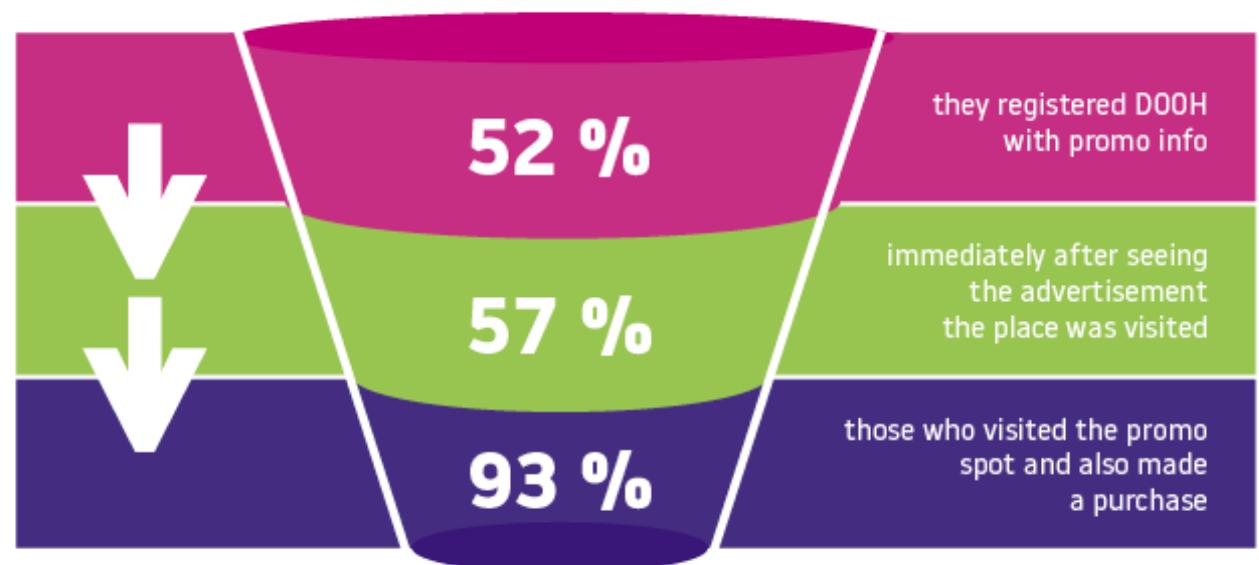


HIGHLY EFFICIENT

MEDIUM

- in the busiest places
- where customers are concentrated
- a proven accelerator of the target group's buying behaviour

**OAAA's NIELSEN RESEARCH, AUGUST 2020
NIELSEN DOOH - BILLBOARDS, STREET FURNITURE, PLACE-BASED AND AIRPORTS**



WHY DOOH?

- Source: Vistar Media & Mfour 2021
- ResearchandMarkets.com 2021
- OAAA & Harris Poll 2021
- Posterscope 2020

98%

consumers have seen some type of DOOH ad in the last 30 days

67%

media experts say flexible buying options are the top reason they are considering programmatic DOOH

Market growth is estimated at 10.36% by 2026

83%

consumers notice OOH advertising while driving

60%

urban respondents, after seeing an OOH ad, searched online for the product they saw

**15-30* MILLION
VIEWS OF OUR ADS
/ MONTH**

SK: 26 x SM



Bratislava, Avion Shopping Mall



Bratislava, OC Bory Mall



Bratislava, OC Retro



Bratislava, OC Central,
foodcourt



Bratislava, Prior, Kamenné nám.



Bratislava - Petržalka, Galéria
Petržalka



Bratislava, Shopping Palace



Bratislava, OC Tehelko



Bratislava, OC VIVO!



Banská Bystrica, NC Terminal



Humenné, OC Avenue



Košice, OC Dargov



Košice, Atrium Optima



Košice, Aupark



Košice OC Cassovar



SK: 26 x SM



Liptovský Mikuláš, OC RGB



Liptovský Mikuláš, Stop Shop



Martin, OC Tulip



Nitra, OD Prior



Poprad, OC Forum



Prešov, OC Novum



Prievidza, OC Korzo



Spišská Nová Ves, OC Madarás



Trenčín, OC Laugaricio



Žilina, OC Mirage



Žilina, OC Dubeň



CZ: 29 x SM



Brno OC Futurum



Brno, OC Campus Sqare



Brno, NC Královo Pole



Brno, OC Velký Špalíček



Děčín, OC Pivovar



Karlovy Vary, OC Varyáda



České Budějovice, OC Géčko



Frýdek-Místek, OC Frýda



Hradec Králové, OC Futurum



Havířov, OC Elán



Jihlava, OC Citypark



Karviná, OC Korso



Kladno, OC Central



Kolín, OC Futurum



Liberec, OC Géčko



Mladá Boleslav, Bondy Centrum



CZ: 29 x SM



Most, OC Central



Ostrava, OC Futurum



Plzeň, OC Plzeň



Praha, OC DBK



Praha, Quadrio Shopping



Praha, Novo Plaza



Praha, OC Řepy



Praha, OC Galerie Harfa



Praha, OC Háje



Praha, OD Kotva (+LED)



Praha, OC Centrum,
Stromovka



Praha, OC Letňany



Teplice, OC Galerie



SK: 24 x LED in/outdoor



Bratislava, Galvaniho / Ivanská



Bratislava, Kráľovský dvor



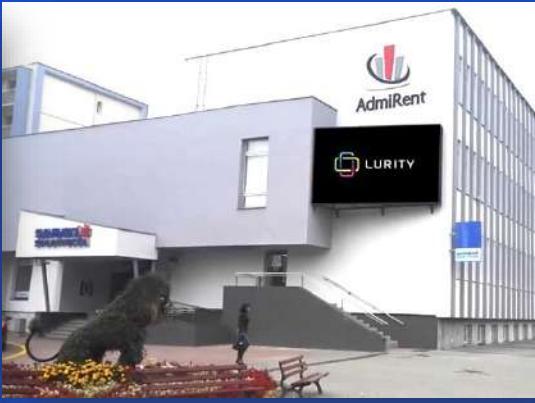
Košice, Aupark



LED Senec, Nákupné centrum



Lichnerova, Senec



Humenné, Admirent



Košice, Staničné námestie



Magnezitárska, Košice



Liptovský Mikuláš, OC RGB



Poprad, OC Forum, outdoor



Poprad, OC Forum, indoor



Prešov, Grešova ul.



Prešov, OC Novum, outdoor



Prešov, OC Novum, indoor, Lidl



Prešov, Encore the club



Banská Štiavnica, Križovatka



Poprad, Sever – Partizánska



Poprad, Juh – Partizánska



OC Novum Prešov, indoor LED



Stropkov



Ružomberok, Autobusová Stanica



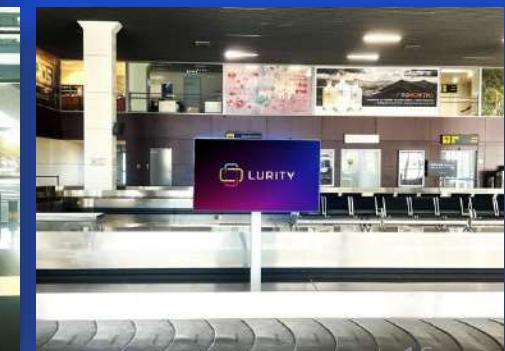
LED OKO2 Zlate Moravce



Topoľčany, Biznis Centrum

SK: M. R. Štefánik Airport

- LED screen in the airport lobby where all departures are checked-in
- 16 horizontal digital screens in the lounge for baggage collection on arrival at BA



SLOVAK POST

Statewide, 70x, county and district locations, 1 million tickets issued/month = 1million or more reached



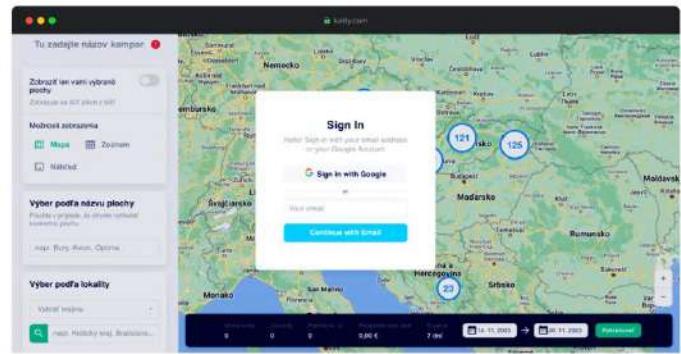
**HOW DOES IT WORK?
EASY: WE HAVE USER-
FRIENDLY SOFTWARE**

which can be operated by anyone

Register

Create an account in Lurity campaign software. Through this account, you will be able to further monitor and manage your campaigns, check their correct progress, change and upload visuals or videos.

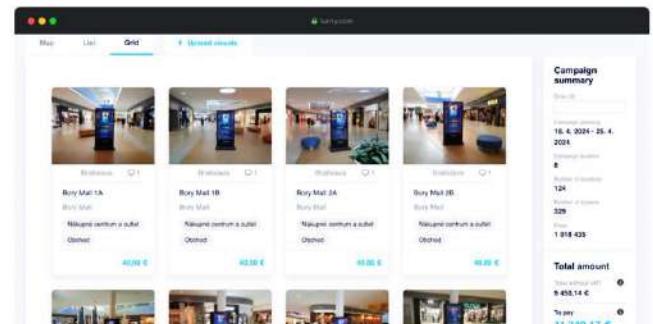
I'M INTERESTED →



Create an advertising campaign

Creating a campaign is easy: 1) Insert the name of your campaign, 2) select locations according to your requirements and targeting of the product, places where your customers are (shopping centers, media), 3) set the duration of the campaign (min. 7 days), 4) upload a visual or video. Done, the campaign goes for approval.

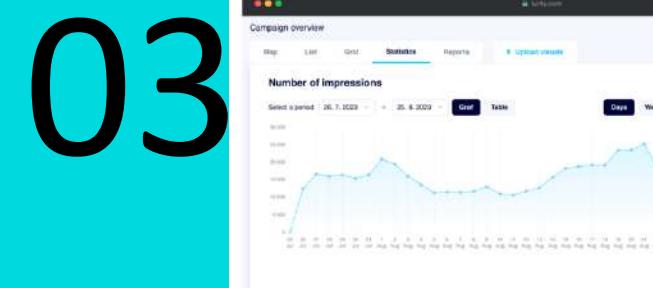
I'M INTERESTED →



We will approve your advertisement

Our administrators will check if the visual or video advertisement complies with our business terms and does not represent competition for our screen operators (e.g. advertising for a fitness center in another fitness center). The approval process takes approximately 10 minutes.

I'M INTERESTED →



01

02

03

04

05

Advertisements will start to be displayed

As soon as the campaign is approved, it will start displaying on digital screens or LED panels in your selected locations. Your ads will alternate with other ads submitted by other advertisers.

I'M INTERESTED →



Monitoring of campaigns

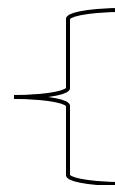
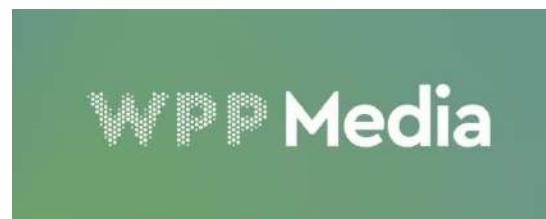
You can log in to your account in the Lurity campaign software at any time. You will see the current progress of your campaign and the status of the impressions you have ordered. Moreover, whenever you need to update your campaign, you can exchange your visual or video - as many times as you want and completely free of charge.

I'M INTERESTED →



**MORE THAN 4.500
SUCCESSFUL
CAMPAIGNS**

MEDIA AGENCIES – CZ, SK

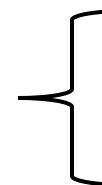


Wavemaker



MEDIACOM

OMG OMNICOM
MEDIA GROUP



PanMedia Western



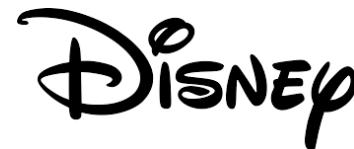
unimedia



**M &
D S**

Zenith
The ROI agency

BRANDS - CZ



BRANDS - SK



BRANDS - SK



zalando

TEZENIS
underwear

CALZEDONIA

CCC



SKECHERS



LELOSI

Mondelez
International
NACKING MADE RIGH



Coca-Cola

Milka

FERRERO

HEINEKEN

ZENTIVA

L'ORÉAL



Unilever

Dr.Max+

BRANDS - SK



BANKS & FINANCE



TELCO



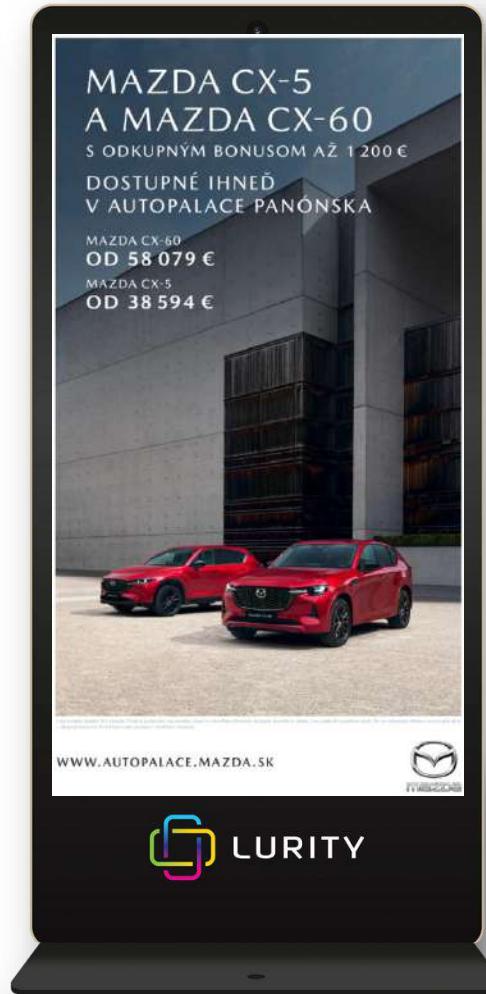
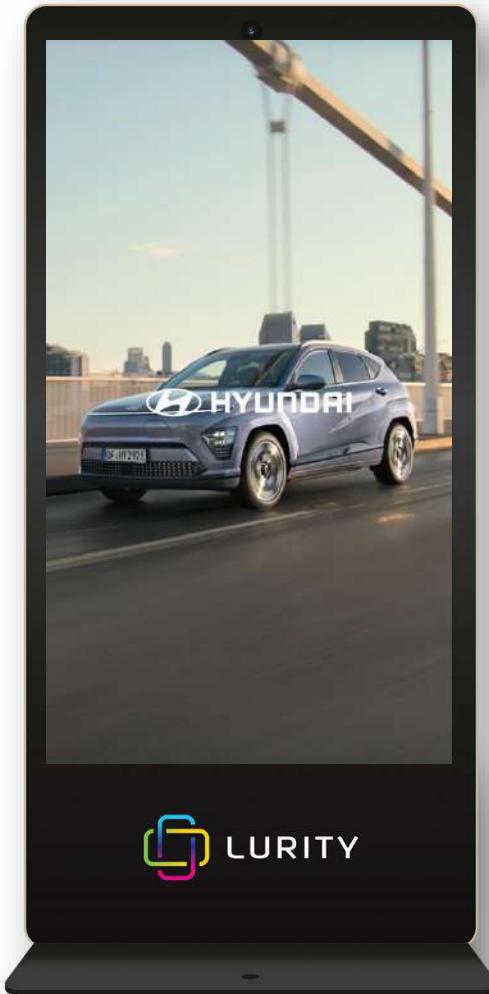
ELECTRO



FOOD & BEVERAGES



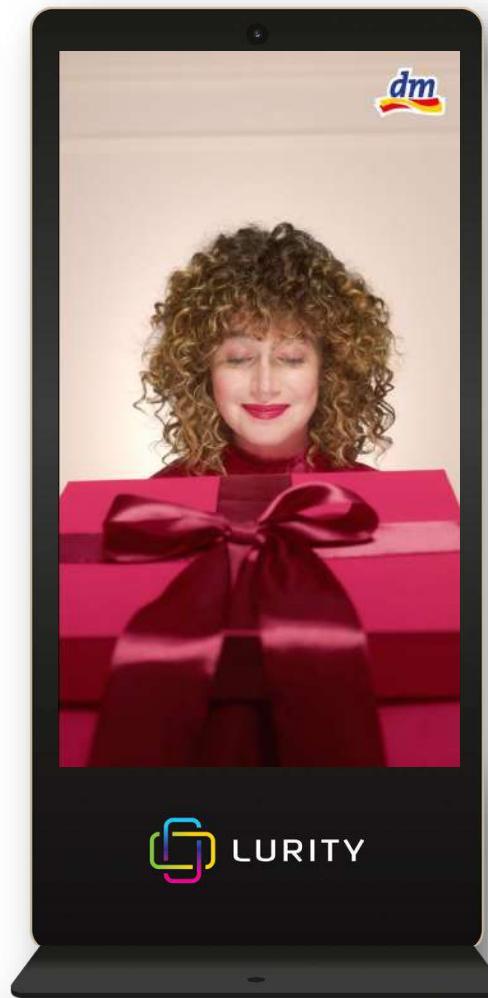
AUTOMOTIVE



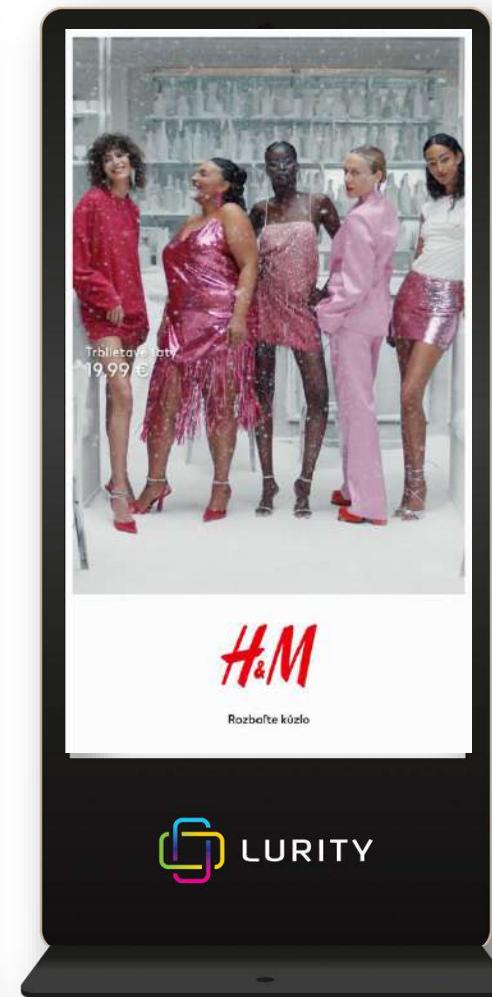
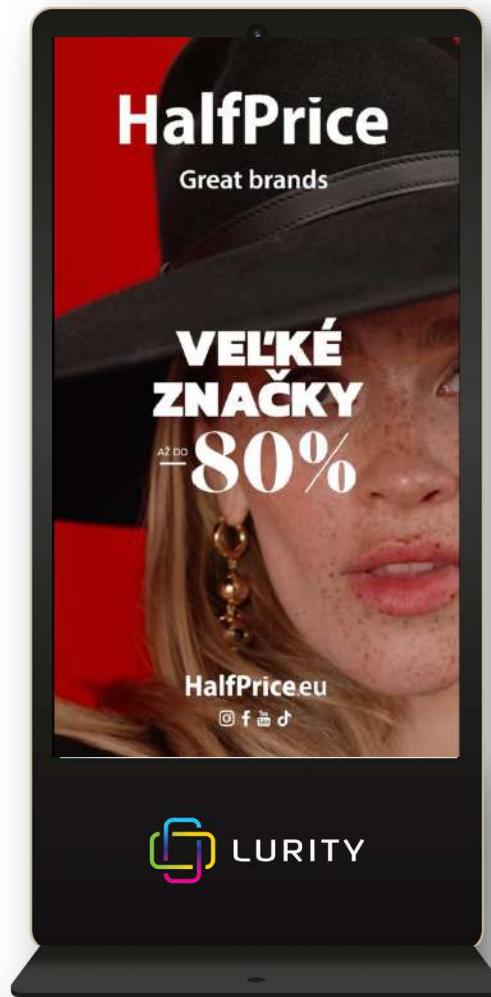
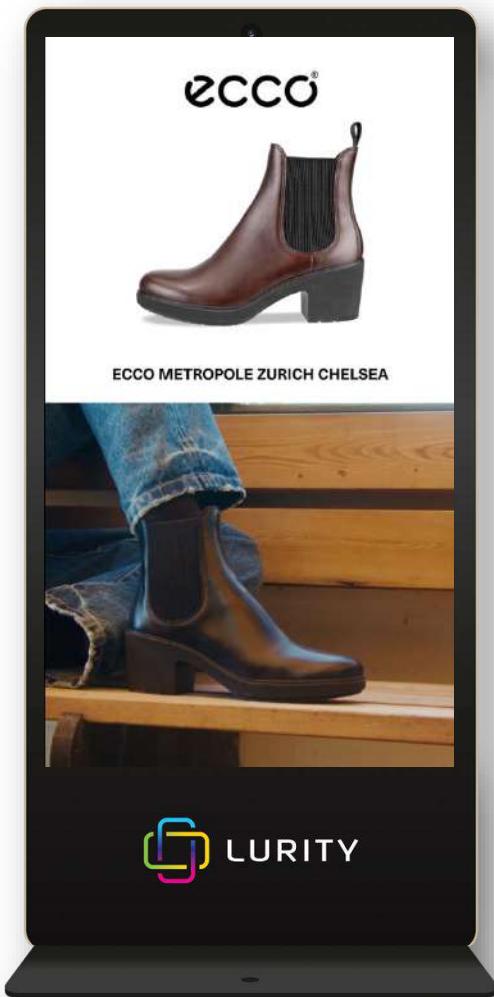
JEWELLERY & PARFEMS



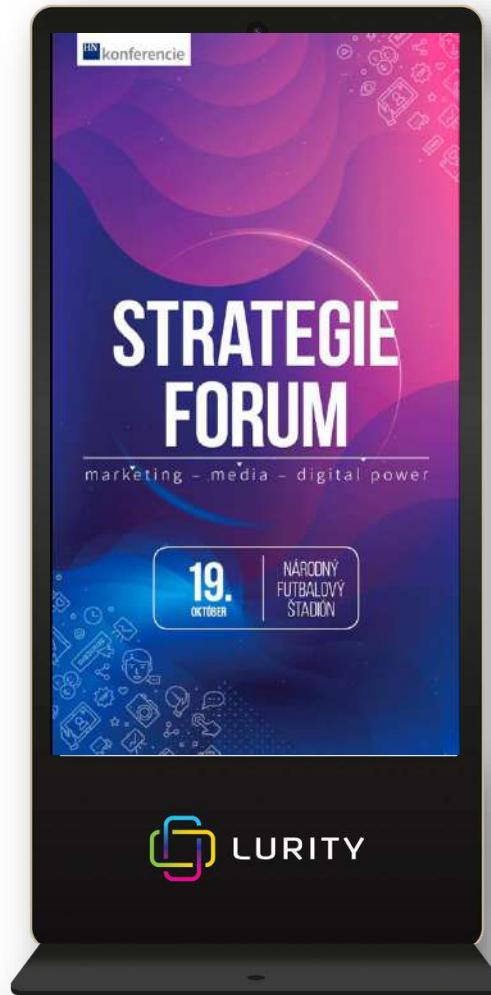
HEALTH & BEAUTY



FASHION



MEDIA



SERVICES & FUN



DIGI TV



HOBBY, DECO, SPORT



HORIZONTAL selection



LURITY IN MEDIA

<https://www.lurity.com/en>



Stratégie 5/24



Stratégie 6/25



Forbes 8/25

**LOOKING FORWARD
TO COOPERATION**



**WWW.LURITY.COM
PORTAL.LURITY.COM
HELLO@LURITY.COM**

