



STRATEGIC DISPLAY PARTNERSHIP PROPOSAL

Elevating the Luxury Shopping Experience with Holographic Display Technology

Executive Summary

Hyde Park Corner represents the pinnacle of luxury, innovation, and curated retail in South Africa. As a forward-thinking destination for premium fashion and lifestyle brands, your space provides the perfect environment for next-generation retail technology.

HoloPro proposes a strategic display partnership to introduce holographic advertising displays into the Hyde Park retail environment—**at no cost to the centre**—with the goal of enhancing your visual landscape, providing value to your tenants, and reinforcing Hyde Park Corner's position as an innovator in experiential shopping.

The Offer: Zero Cost, High Return for Hyde Park Corner

HoloPro will provide and install one of our cutting-edge holographic display units at **no cost to Hyde Park Corner**, with full maintenance and operational support, under the following condition:

Hyde Park Corner will be responsible for acquiring a minimum of 10 tenants to advertise on the display over a 12month period.

This model delivers immediate benefits to the centre, tenants, and shoppers—while requiring no capital investment from Hyde Park Corner.

Clear and Transparent Pricing for Tenants

(12 Month contract, minimum 10 Tenants)

First Month	Monthly Rental	Content Updates
<p>R5,500 <i>One-time initial payment</i></p> <ul style="list-style-type: none"> • Includes: • Holographic content creation for 10 product items • First month rental fee • 3D modeling and integration 	<p>R2,800 <i>Per month for 11 months</i></p> <ul style="list-style-type: none"> • Includes: • Ongoing display of tenant content • Technical maintenance • Regular performance reports 	<p>R550 <i>Per product (minimum 10 products)</i></p> <ul style="list-style-type: none"> • Includes: • New content creation • 3D modeling and integration • Available anytime during 12 month contract

Total 12-Month Cost: R36,300 per tenant

All content creation will be handled by HoloPro, in collaboration with each tenant.

Scale-Up Incentive Plan

Number of Tenant Participants	Display Units Provided	Additional Cost
10-15 tenants	1 display unit	None
20-25 tenants	2 display units	None
30-35 tenants	3 display units	None

This ensures high visibility and balanced exposure across all tenants.

Key Benefits to Hyde Park Corner

1. Innovation & Experience Elevates Hyde Park as a leader in experiential retail, reinforcing your position as Africa's centre of luxury and innovation.	2. Added Value Offers tenants a new, premium advertising channel that enhances their brand presence and showcases products in a revolutionary format.
3. Visual Engagement Captivating displays enrich the mall atmosphere, creating memorable experiences that align with your 'Live your Lifestyle' ethos.	
5. Brand Alignment Custom visuals that match tenant branding while maintaining the sophisticated aesthetic that defines Hyde Park Corner.	

Implementation Plan

1. Week 1: Planning consultation to determine optimal display locations and tenant approach strategy.
2. Weeks 1-3: Hyde Park signs up 10 tenants with HoloPro's support materials and demonstrations.
3. Weeks 2-4: Creative meetings with tenants to develop custom holographic content that showcases their products.
4. Week 4: Display installation in selected high-visibility locations with minimal disruption.
5. Week 5: Content launch with potential for special event to generate excitement and interest.
6. Ongoing: Support and monthly updates to ensure continued effectiveness and tenant satisfaction.