



Yellowtab

100 Billion Dollar Challenge

Digital marketing is over a 100 billion a year business. Mobile marketing already represents 30% of the this overall online marketing spend and it is leading its annual 78% growth rate. Mobile marketing is expected to account for more than **70 billion dollars** per year by 2019.

However, as marketing executives are moving more of their marketing budget towards the mobile platform, they are still looking for a channel that can provide a more efficient targeting to better maximize their marketing spend. Right message, right time, right place scalable medial channel **does not exist today**.

RIGHT MESSAGE
RIGHT TIME
RIGHT PLACE

600 Million People

There are over 600 million people every day waiting and receiving services in different businesses around the world. These customers are trying to get through this passive, idle time while they are sitting in the waiting room or getting their hair colored.

There is no scalable marketing platform to date to provide these millions of people every day the information they want as they are sitting idle in their most receptive possible mood **starving** for content.

600 MILLION
DAILY
OPPORTUNITIES

First Sector Of Opportunity

Hair salons are out-of-home places that represent an enormous business opportunity for new digital media. Worldwide there are more than 20 million hair stylists working daily with customers who are "forced" to sit still in a chair with idle time for at least as long as the hair cut and treatment sessions take.

In United States alone, there are millions of men and women every day from teens to retirees **starving** for digital content while getting their hair cut.

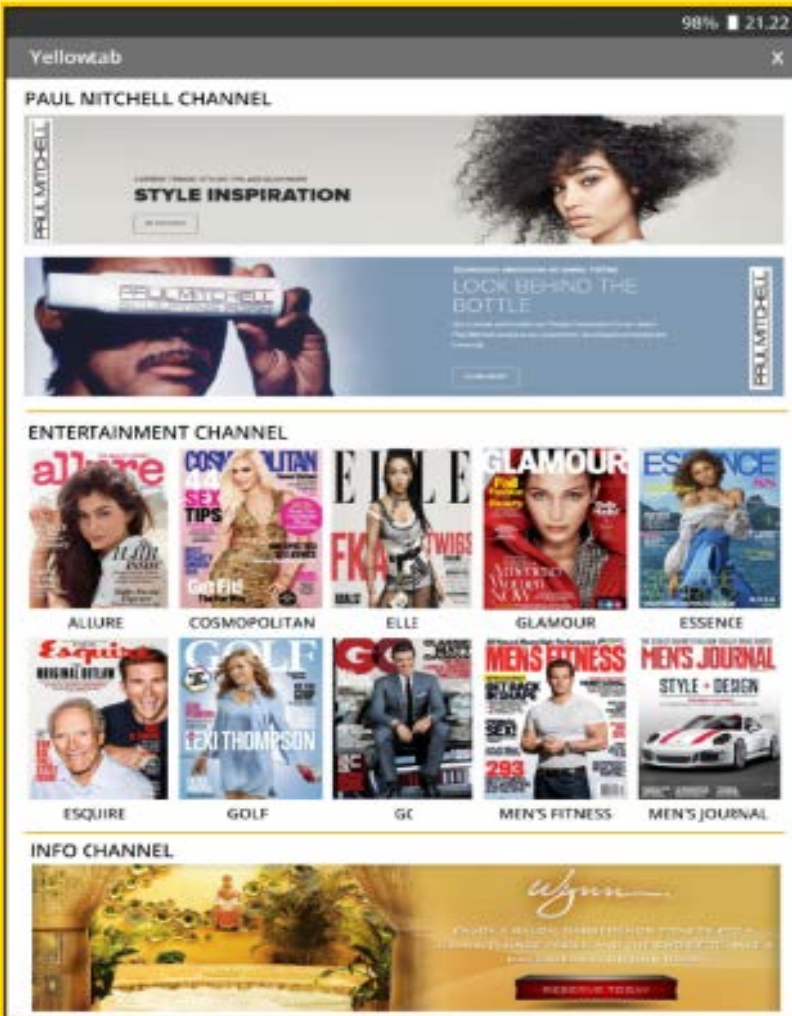
VAST
UNTAPPED
TERRITORY

New Media Channel

Yellowtab is a new digital media and closed network service now initially provided for hair salons. Yellowtab brings variety of content from magazines to blogs and other media for the customer via Yellowtab tablet. The Yellowtab and all the media content and services are **completely free** of charge for the salon owners and their customers.

Yellowtab technology, services and business have been successfully **tested and proven** with Yellowtab at hair salons in Finland.

PROVEN
AND TESTED
TECHNOLOGY



SUPERIOR SOLUTION

- Custom content channels for product suppliers
- Global selection of thousands of digital magazines
- Relevant information blogs and articles
- Real-time social media access
- Customer reward programs
- Digital hairstyle books and applications
- Point of Sale and Reservations integration
- E-Commerce solution at salon or chain level
- Completely Free

A close-up, profile view of a woman's face and hair, looking upwards. The image is heavily overlaid with a bright yellow color, creating a high-contrast, artistic effect. The hair is long and appears to be blowing or moving, adding a sense of motion. The woman's features are partially obscured by the yellow overlay, but her eyes, nose, and mouth are visible. The overall mood is one of elegance and sophistication.

PROVEN

The Only Scalable Solution

Yellowtab is the ONLY media platform that is able to provide the right message at the right time at the right location.

Yellowtab knows customer moods better than any other media as the customers are sitting in hair salon chairs getting a hair cut. Yellowtab also knows the customer's gender, exact location and any of the content they are reading.

Thus, Yellowtab information engine can customize all advertising based on the exact customer in question. Yellowtab is THE ONLY MEDIA CHANNEL that can maximize the effectiveness of any marketing campaign with superior scalability.

THE ONLY ONE
RIGHT MESSAGE
RIGHT TIME
RIGHT PLACE

Application Beyond Content

Yellowtab provides salon owners functionality well beyond the urgently needed entertaining and informational content for their customers. It also enables customized salon specific applications that help the salon owners to **grow** their profit margins.

Yellowtab can be directly connected to the salon's POS system, e-commerce application, reservations platform and even provide services digitally like hair styles and real time testimonial postings to social media.

URGENTLY
NEEDED FOR ALL
SALON OWNERS

New Dimension For Content Partners

Yellowtab offers content providers, like digital magazine aggregators, an unprecedented access to millions of people, that otherwise they could not reach, WHILE THESE PEOPLE ARE READING THEIR MAGAZINES.

Product suppliers, like Paul Mitchell, can customize content for customers WHILE THEY ARE USING THEIR PRODUCTS.

POS application providers, can provide Yellowtab as part of their salon technology solution.

Salon chains, like Supercuts or Fantastic Sams, can “talk” in real-time to millions of their customers WHILE THEY ARE IN THEIR STORES.

UNPRECEDENTED
REAL-TIME
ACCESS TO
CUSTOMERS

Multiple Revenue Channels

Yellowtab business model is based on generating revenue simultaneously from multiple channels.

Advertising revenue can be generated from a variety of customized banners to pop up advertisements displayed within content.

Referral revenue is generated from digital magazine publishers for new subscribers. Custom content channels are provided for product suppliers. Custom content channels are a natural fit for franchise chains. Service fees are generated from POS application providers.....and much more.

HIGHEST
POSSIBLE
REVENUE
GENERATION

The Only One

Yellowtab does not have competition today. There are no other platforms that can provide the functionality and business model that Yellowtab offers for all salon owners and franchisees.

This industry sector is wide open and ready for the **first mover** in the space. The return on investment can be exceptionally high with unusually fast ability to scale the platform nation and world wide.

FIRST MOVER
IN THE
SPACE

A close-up, profile view of a woman with long, curly hair, smiling. The image is heavily filtered with a yellow color, giving it a warm, vintage feel. She is wearing a patterned top with a star-shaped brooch. The text "FIRST MOVER" is overlaid in the bottom right corner in a white, serif font.

FIRST MOVER

Staggering Statistics

- There are currently 120 Yellowtabs in use by hair salons in Finland.
- 60% of the customers use Yellowtab and the number is growing daily.
- Each Yellowtab unit is used on average by 8 customers per day.
- Customers use Yellowtab on average 13 min during their visit.
- Yellowtab ads are seeing click-through rates of **25-30%** compared to the industry average of 0.5% for online media.
- Yellowtab is already achieving CPM rates as high as 30 USD.

FINANCIALLY
PROVEN
MODEL

Launching Tampa Pilot

Yellowtab USA is teaming up with some of the largest salon brands in the United States, as well as independent salon owners, to deploy the first 3,000 Yellowtab tablets in greater Tampa area. The market statistics are as follows:

- 3,000 Yellowtabs will have 720,000 monthly users
- The tablets are used for 9,360,000 minutes every month
- 46,800,000 ads are served monthly
- Banner advertising monthly gross revenue is \$234,000
- Total estimated monthly gross revenue is \$343,000

FULL PILOT
PAYBACK
3 MONTHS

Tampa Salon Market at Maturity

The objective is to grow the Tampa market quickly to 10,000 Yellowtab tablets by the end Q1 2017. The market statistics are as follows:

- 10,000 Yellowtabs will have 2.4M monthly users
- The tablets are used for 31,200,000 minutes every month
- 156,000,000 ads are served monthly
- Banner advertising monthly gross revenue is \$780,000
- Total estimated monthly gross revenue is \$1,144,000

MILLION
A MONTH
IN REVENUE

United States Market Size

Yellowab plans to have million tablets deployed in North America by 2020. This will result in over 200 million Americans reading the Yellowtab every month. The annual revenues are projected to be more than 2 billion dollars. The current business strategy is based on a 75% profit margin model.

2 BILLION
DOLLARS A
YEAR MARKET

Yellowtab in a nutshell

Yellowtab has created an out-of-home media channel that is superior to any other marketing alternative that exists today. It is substantially more effective than digital billboards, any outdoor signage, airport displays or any other out-of-home media.

Yellowtab has created its own media hardware platform that it fully controls with minimal ongoing expenses. No rent, no expensive displays, minimal maintenance, etc.

Yellowtab is also the only mobile media channel that can provide the right message at the right time at the right place.

THE MOST
PROFITABLE
PLATFORM

Investment Opportunity

Yellowtab USA LLC was established in September 2016. It owns the licensing rights of Yellowtab technology & services for the North American market.

Yellowtab USA LLC is looking for the most optimal strategic partners and financing for the launching its pilot program in Tampa area and then expanding the platform across the North America.

FIRST MOVER
IN THE SPACE

Tabglobal Company & Partners

- Tabglobal Oy, was established in Finland in August 2015.
- It owns all the IPR rights to Yellowtab technology, development and services.
- Company founders and partners have +25 years experience of establishing successful franchise, media, IT, internet and ad business in Finland.
- The backend of the Yellowtab technology and network is developed and maintained by Solita, a Finnish digital service company with 500 employees (Finnish Defense Forces among its clients).
- Tablets and logistics are provided by Tech Data Corporation, one of the world's largest distributors of IT products and services.
- Tabglobal Oy owns all IPRs to the software, network and ads update system (including patentable features).

THANK YOU