



Upgrades shopping malls into smart buildings!

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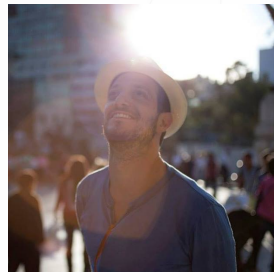
# INSITES

## 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**.





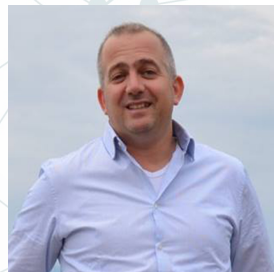
## IDO KOBELKOWSKY

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

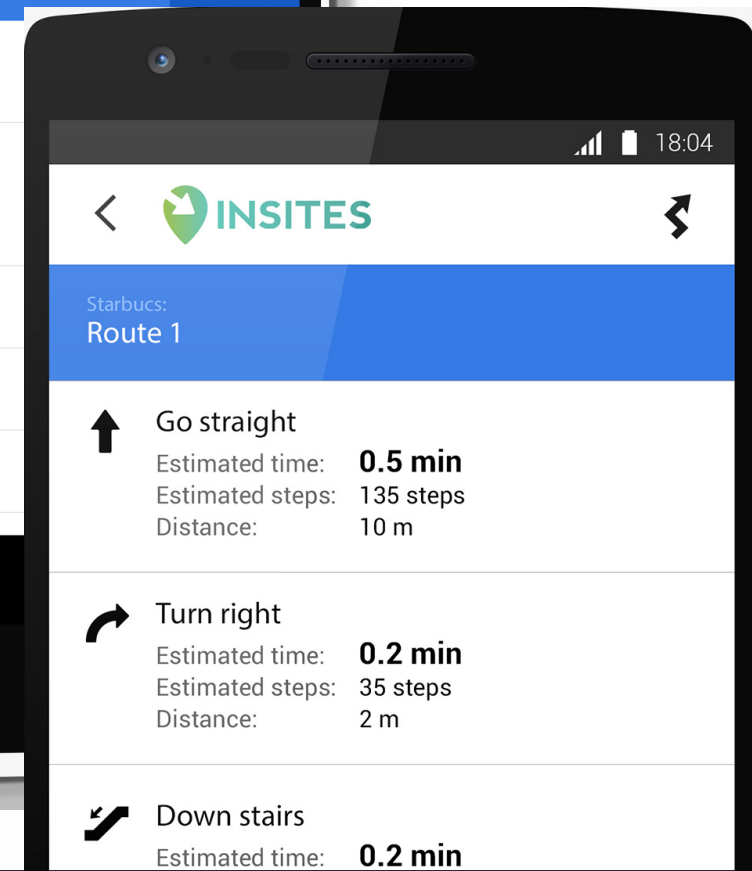
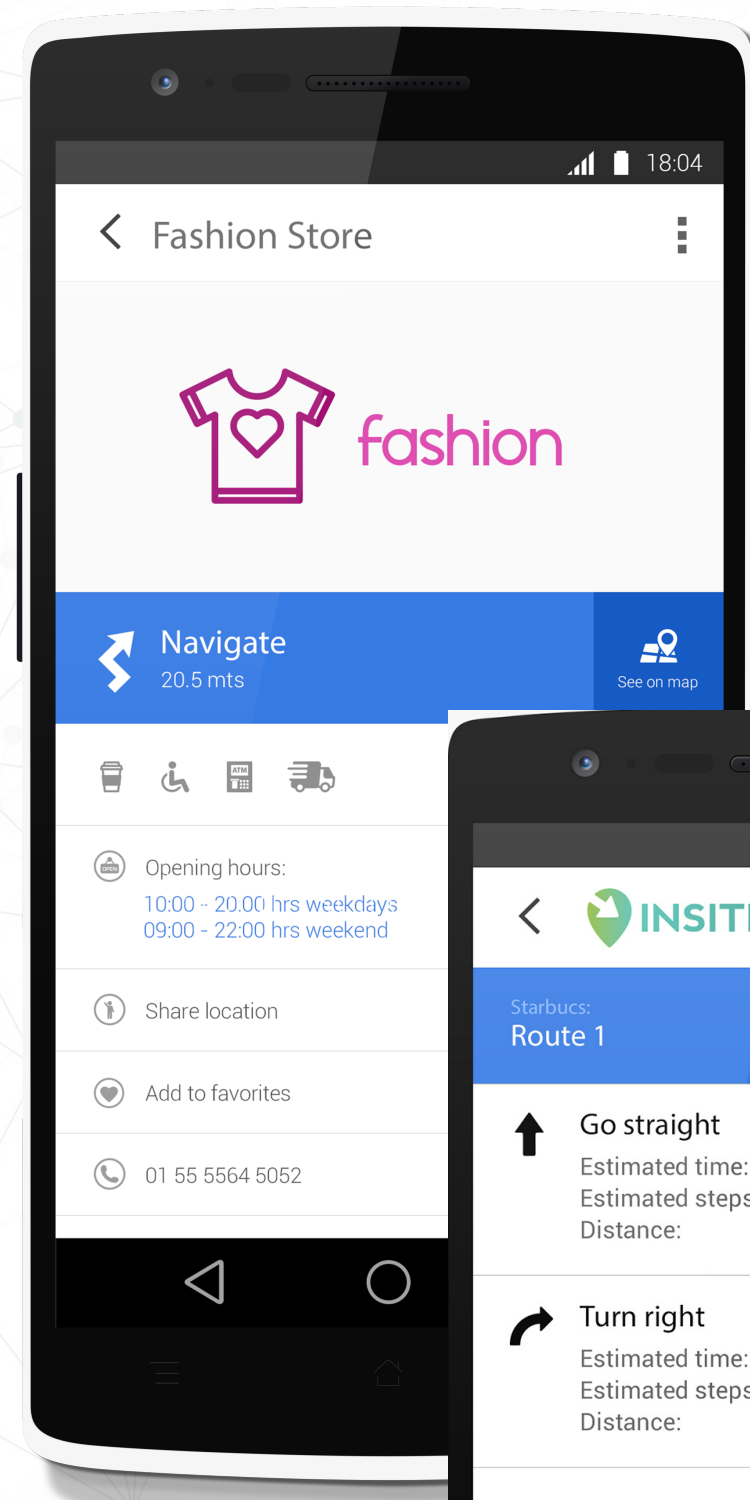
More Information  
about Traffic

## RETAILERS

Best Targeted  
Advertising

## CONSUMER

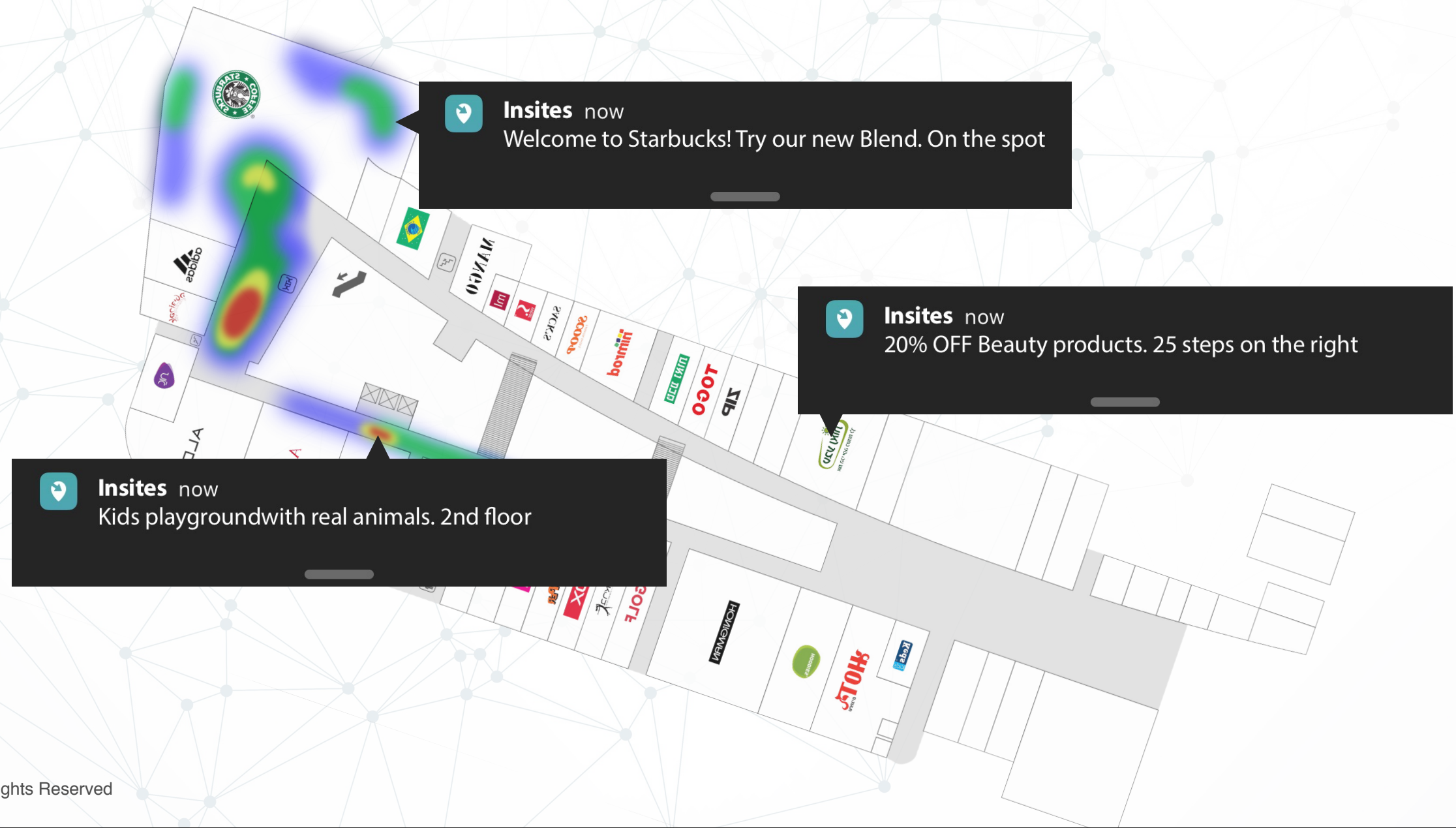
Best shopping  
experience





# 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



3.9% annual growth in GLA

62% of public are visiting at least once a month



# 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?



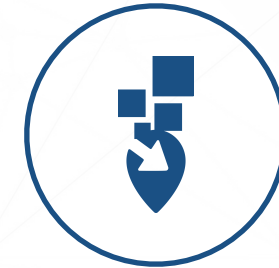
## THE TECHNOLOGY

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
<b>Tarket Market / Revenue Drivers*</b>					
<b>Shopping Malls</b>	10	24	49	91	186
<b>Affiliated Businesses / Tenants</b>	126	392	784	1,330	2,828
<b>Visitors</b>	27,700,000	91,500,000	197,300,000	351,000,000	692,400,000
<b>Users</b>	40,800	156,300	377,600	752,600	1,469,000
<b>% Market Pentreation</b>					

<b>Revenue / Channels</b>	\$864,629.00	\$2,098,597.00	\$3,170,298.00	\$4,924,248.00	\$8,483,220.00
<b>Sites</b>	\$130,000.00	\$474,000.00	\$1,022,500.00	\$1,905,000.00	\$3,768,000.00
<b>Businesses / Tenants</b>	\$262,479.00	\$489,007.00	\$709,448.00	\$1,039,908.00	\$1,774,980.00
<b>Advertisers</b>	\$472,150.00	\$1,135,590.00	\$1,438,350.00	\$1,979,340.00	\$2,940,240.00
<b>Expenses</b>	\$740,535.00	\$1,183,828.00	\$1,753,351.00	\$2,338,180.00	\$3,365,207.00
<b>Operational</b>	\$676,370.00	\$1,079,760.00	\$1,585,200.00	\$2,068,800.00	\$2,802,000.00
<b>Hardware / Beacons</b>	\$50,000.00	\$70,000.00	\$125,000.00	\$210,000.00	\$475,000.00
<b>Shopping Mall Revenue Share (3%)</b>	\$14,165.00	\$34,068.00	\$43,151.00	\$59,380.00	\$88,207.00
<b>EBITDA</b>	\$124,095.00	\$914,769.00	\$1,416,948.00	\$2,586,068.00	\$5,118,013.00
<b>EBTIDA Margin</b>	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<sup>m2</sup> 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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