

# Your Shelf Data Monetization Partner

Pensa delivers the source of truth about what’s happening on the retail shelf through video-based computer vision and Artificial Intelligence. Pensa’s syndicated data signal closes the gap between point-of-sale and retail inventory data to drive growth for CPG brands and retailers. Only Pensa delivers actionable, granular data from across all categories with 98%+ accuracy through easy and effortless data capture.

## How The Monetization Partnership Works

**Our Unique and Robust Shelf Data**



**Your strong influence with CPG brands**

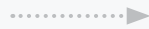


**Mutually Beneficial “Net New” Monetization**

## A simple, mutually beneficial process



Pensa collects shelf data with a fast, non-intrusive mobile device scan



You engage brands and introduce them to Pensa



A new monetization stream is created for you as a direct payment or credit offset for other Pensa solutions.

## Both you and the brands benefit

Data Available	Data Benefit	Funding Source
<ul style="list-style-type: none"> <li>• On Shelf Availability</li> <li>• Share of Shelf</li> <li>• New Item Placement</li> <li>• POG optimization</li> </ul>	<ul style="list-style-type: none"> <li>• High Value</li> <li>• Untapped</li> <li>• Proven to increase sales</li> <li>• Differentiator for you</li> </ul>	<ul style="list-style-type: none"> <li>• Not derived from existing trade funds</li> <li>• Net New — Driven from increased sales</li> <li>• No Cap-Ex to you</li> <li>• Reduced Op-Ex for you</li> </ul>