

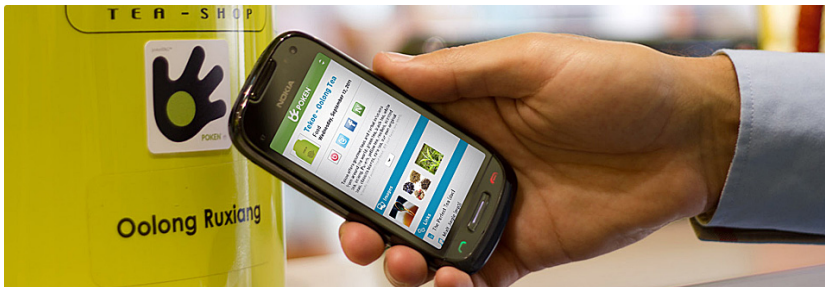


- With 100s of satisfied customers around the world, Poken is the leading provider of **touch marketing** solutions for capturing high quality sales leads
- Powered by ultra low power NFC technology from Swiss watch industry, Poken won numerous awards including “Innovation in Mobile Advertising” at the Mobile World Congress in March 2012, “Top 100 Start-Ups in Switzerland” and “Red Herring 100 Europe”
- Key investors in the company include Swisscom Ventures, Redalpine Capital, Credit Suisse SVC, and Mountain Partners AG
- After operating from Switzerland since its founding in 2007, the company re-structured into a US company in April 2012 and moved its headquarters to Silicon Valley





- Capturing high quality sales leads is a major challenge for tradeshow Exhibitors
- Exhibitors print and distribute collateral
 - Expensive (1000 brochures @0.50 each => \$500)
 - Most never read and end up in trash
 - No post show tracking
- Exhibitors rent equipment to manually scan badges
 - Expensive (\$250/day for 2 days => \$500)
 - Many prospects never captured
 - No link to product interests
 - Manual, slows booth throughput



- Poken touch marketing platform provides a comprehensive solution for distributing rich content and collecting user analytics, leading to high quality sales leads
 - Exhibitors
 - Get a branded cloud-based portal for distributing rich content
 - Capture high quality sales leads based on attendees' real interests
 - Make events green by eliminating paper
 - Attendees
 - Collect content and contacts by simply touching other Poken devices, tags, or scanning QR codes with smartphones
 - Access content and contacts with their computers, smartphones, and tablets
 - Stop carrying loads of paper and dumping in trash



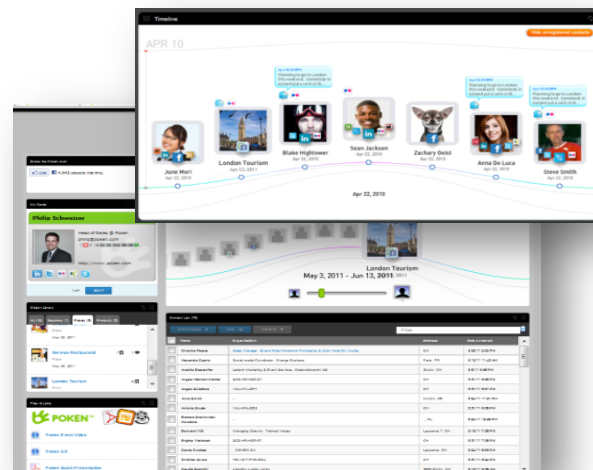
Poken Platform

TOUCH IT + GET IT => HIGH QUALITY SALES LEADS

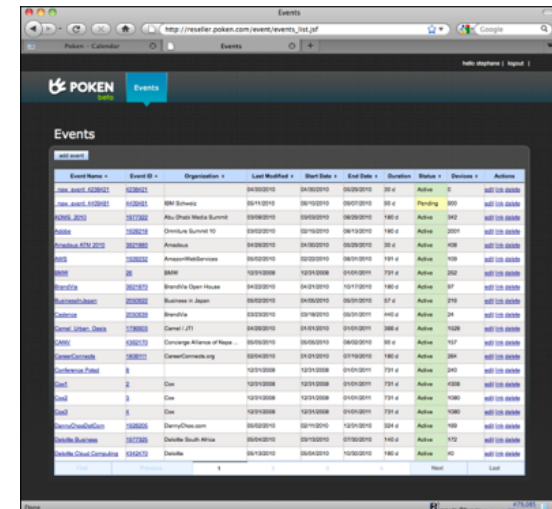
Attendees collect people and information with a simple touch using Poken devices, or Poken Mobile on NFC-enabled smartphones.



Attendees see collected people and information in chronological order on an easy to use “Poken Timeline” in the portal.



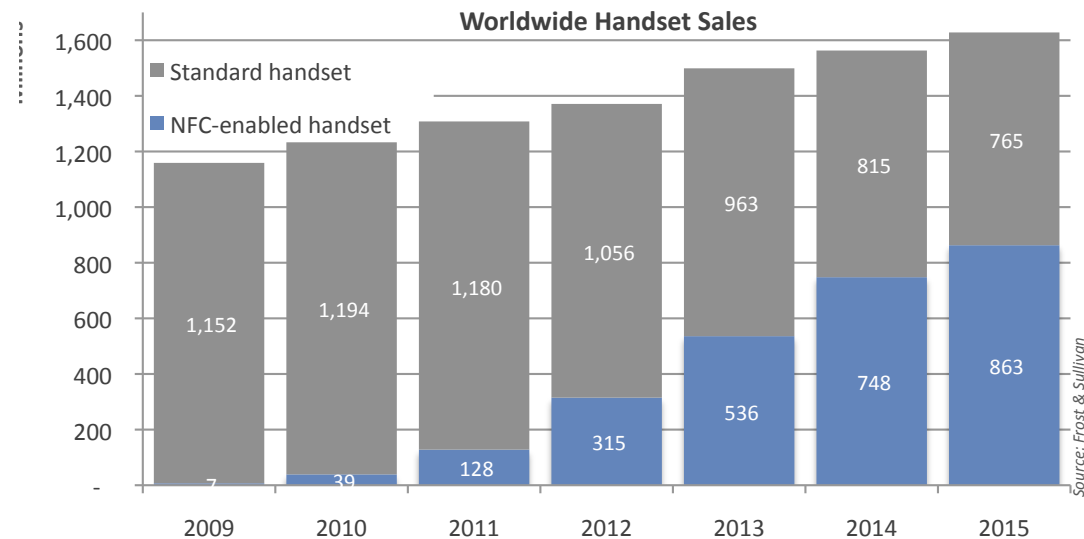
Exhibitors get high quality sales leads with detailed information on attendees’ specific interests in the portal.



Attendees also receive all collected information such as brochures and other objects in an object library in the portal where they are conveniently classified into products, exhibitors, and sessions.



- Poken Mobile augments Poken Devices as NFC becomes common improving margins
- With support for QR codes, Poken can address markets beyond tradeshows & events



PAPER

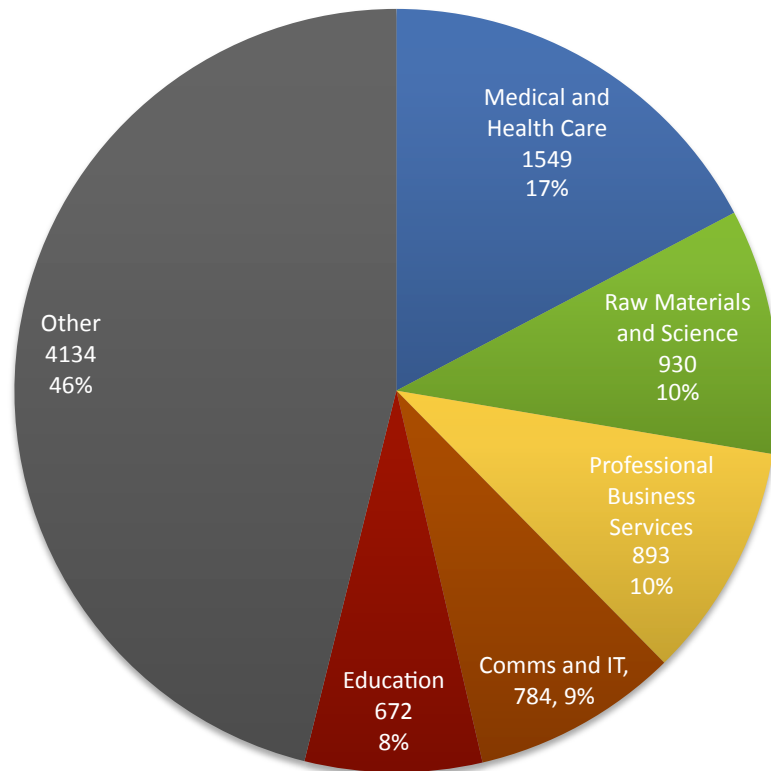


SCANNER

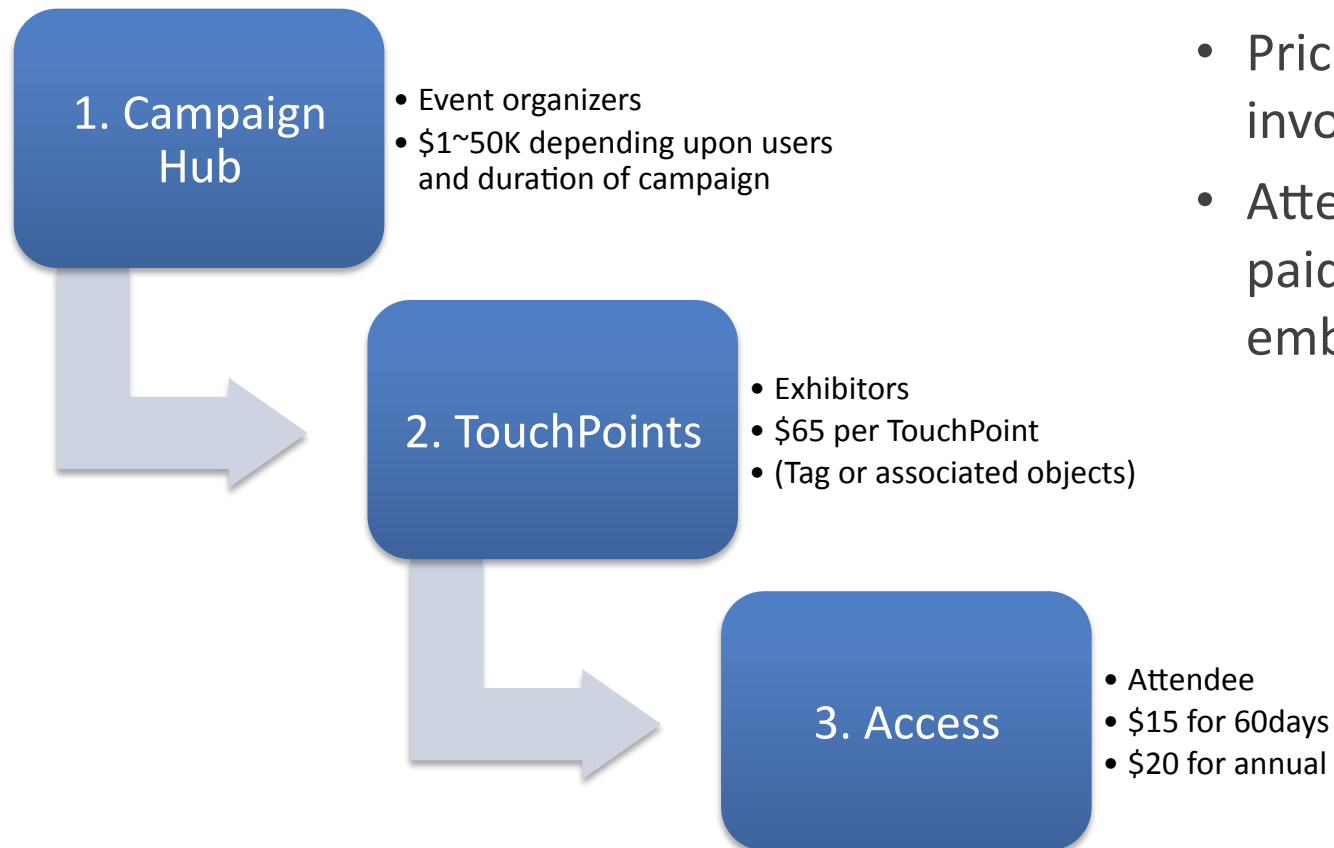


Poken solution is simply more effective, fun, and greener!

The Universe of Business to Business Exhibitions, 2009 (US)



- Annual WW spending over \$2B on lead retrieval systems alone
- 2011 CEIR Index Report for the US
 - 8,962 B2B events
 - 2,058,000 exhibitors
 - 66,282,000 attendees
- A similar size market in EU & RoW
- More than half of the events in just 5 segments with Medical and Health Care leading at 17.3%



- Pricing of a typical deal involves 3 key elements
- Attendee costs typically paid by exhibitor or embedded in event fee



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