

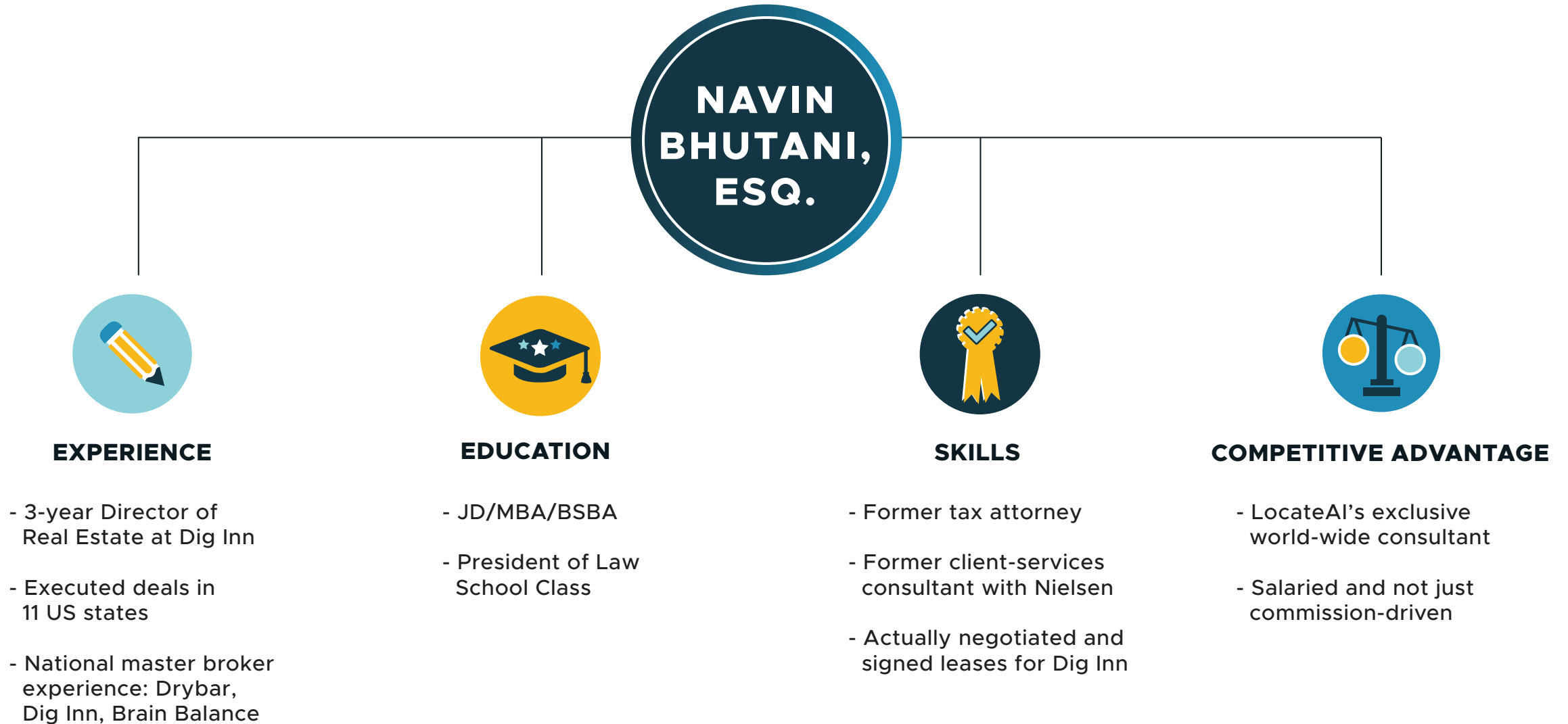


RETAIL REAL ESTATE
POWERED BY MACHINE LEARNING

LOCATEAI CONSULTING SERVICES

We created LocateAI Consulting to make **systematic improvements** to the way you find, evaluate, and execute on real estate, by **weaving LocateAI Analytics and proven retail experience** into each step of your process.

LocateAI Consulting **monetizes a portion of the brokerage commissions** that are being earned on every lease you sign, **meaning that you pay no additional fees to enjoy the benefits of a less chaotic real estate pipeline.**



- ▶ LocateAI Analytics
- ▶ Live Demo
- ▶ Typical Brokerage Services
- ▶ LocateAI Consulting Services
- ▶ How Much Does it Cost? [nothing.]
- ▶ Appendix

Our machine learning algorithms utilize your sales data and big data to generate predictive insights for more informed retail site selection:

▶ Key success drivers
& customer profiles

▶ “True” trade areas defined
using cell phone data

▶ Address-specific
sales forecasts

▶ Market optimization
and strategic planning



Founded by 3 Stanford data
scientists with deep knowledge of
machine learning



Experts in
manipulating and
analyzing Big Data

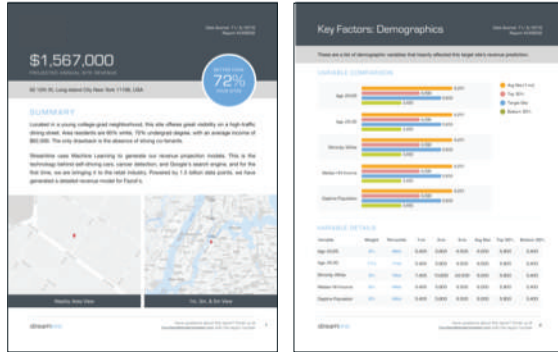


Over 70+ years of combined
experience in retail real estate
and operations

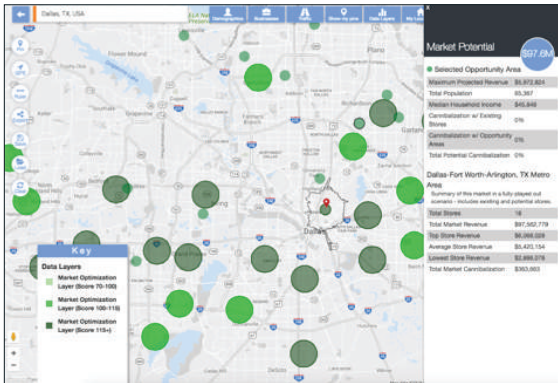
WHAT IS BIG DATA?

Extremely large data sets, analyzed computationally, to reveal patterns, trends, and associations, especially relating to human behavior and interactions: **autopopulation of search fields, product recommendations, news feeds, navigation**, and more.

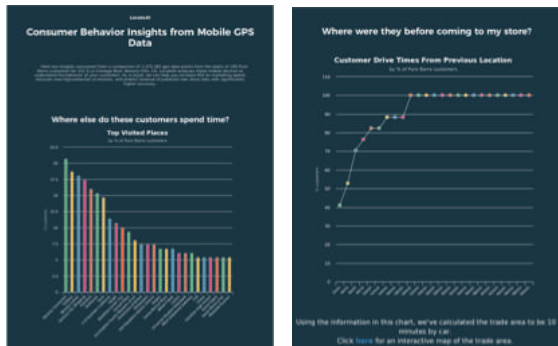




The **Revenue Forecasting Model** generates a sales forecast based on the key success drivers that our machine-learning model identifies for your business – and explains it in a way you, your team, your real estate committee, and your investors can understand.



The **Market Optimization Model** uses the **Revenue Forecasting Model** to highlight these expansion markets and submarkets offering the greatest combination of success factors to drive your sales and maximize total market potential.



The **Customer Insights Report** uses 100,000,000+ unique mobile devices to illustrate – anonymously, of course – where your customers are coming from, going to, living, and working over a period spanning up to 3 years.



“INDUSTRY LEADERS” TRADITIONAL REGRESSION MODELING

Manual regression analysis reduces 2,000-3,000 variables down to 10-15 relevant variables for the model to process. Limited variables are due to capacity and bandwidth, and are subject to human error.

10-12 week model completion despite only 5,000 iterations (or less).

Significant upfront costs (\$40k-100k) due to human capital requirement.

Costly or impossible to update model with more recent sales and lengthy “go-live” times.

QUALITY



TIME



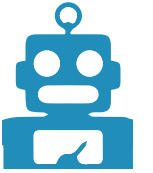
COST



UPDATES



LOCATEAI ARTIFICIAL INTELLIGENCE



Machine-learning algorithms can parse 160,000 variables and then identify and incorporate up to 200 key variables into the model, all without capacity or bandwidth constraints, and without any human error.

GREATER ACCURACY

4-6 week model completion despite MILLIONS of model validation iterations.

FASTER IMPLEMENTATION

Limited human resource means limited upfront cost and little or no monthly expenses.

MORE COST EFFECTIVE

Easy to update and recalibrate model with lower costs due to limited human resources.

ALWAYS UP-TO-DATE

WHY DO YOU CARE ABOUT HOW WE BUILD YOUR REVENUE MODEL?

Using big data and machine learning to analyze 160,000 variables – at the block-group level – against your sales, and updating the model regularly as your business grows, means our models are up to **50% more accurate than the industry leaders**, helping you **reduce or eliminate underperforming sites**.



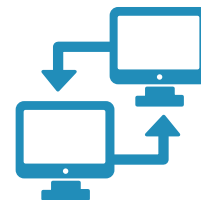
Manage risk for yourself and your investors and limit inefficient capex deployment



Increase Average Unit Volumes (AUVs)



Identify and execute on new locations using comprehensive metric-based decision-making



Increase model accuracy with each update on locations and sales

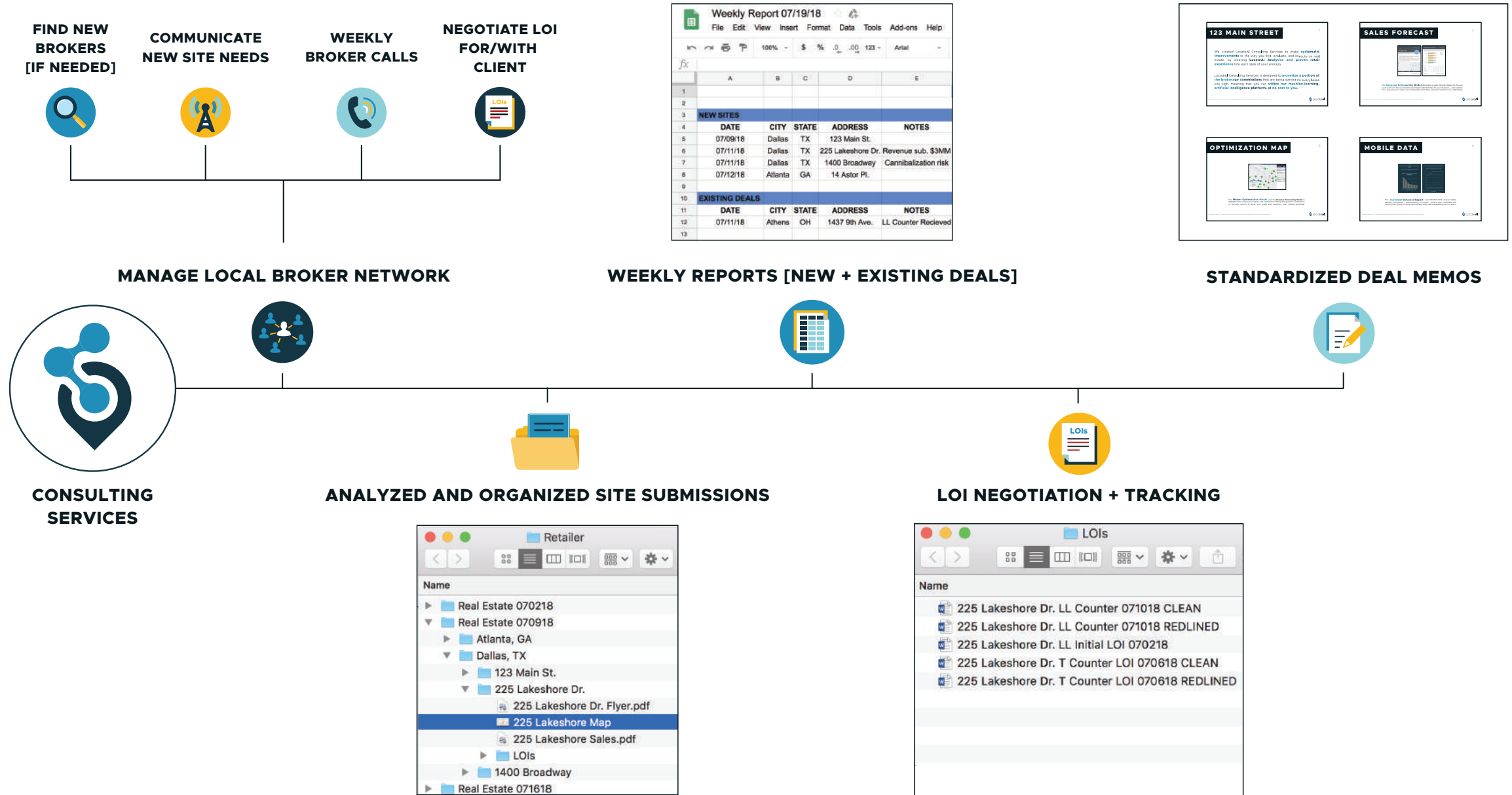


LIVE DEMO

TYPICAL BROKERAGE SERVICES







AM I REQUIRED TO USE YOUR CONSULTING SERVICES?

No, not at all. **You can choose some or all** of the consulting services to incorporate into your real estate process.

As you read on slide 2, **we are monetizing the brokerage commissions** that are paid on each of your deals, **so** regardless of what services you choose, **the cost to you (zero) remains the same.**

HOW MUCH DOES IT COST?

NOTHING.**

*we get paid the same way a master broker does [read on]

**if you want us to travel for site tours or client visits, you pay our travel expenses

A **Master Broker** is common parlance in the real estate brokerage industry; a Master Broker manages your network of brokers in all of the markets and submarkets in which you are active, offering you one interface to your entire real estate pipeline.

A football coach relays a play to his Quarterback, and then the QB huddles the other 10 players on the field to actually run it. In real estate, the coach is the retailer, and the QB is the Master Broker.

It is by way of a master broker arrangement that LocateAI can materially improve your real estate process and tie-in our industry-leading predictive insights, right into your pipeline, **at no cost to you.**

Retailers That Have Used A Master Broker

17



Walgreens



Hanna Andersson

Pier 1 imports®

rocheboboïs
PARIS

drybar®



J. Crew



kate spade
NEW YORK



Madewell



Abercrombie
& Fitch



corepower
YOGA

☆ American Girl®



SUPERCUTS®

BARNES & NOBLE

HARRY WINSTON

ANTHROPOLOGIE

carhartt

DIZEN
GOFF

RH
RESTORATION HARDWARE



URBAN
OUTFITTERS

PAPER SOURCE

PrimoHoagies
OLD FASHIONED STYLE
ITALIAN SPECIALTY SANDWICHES

bluemercury®
makeup • skincare • spa

Façonnable



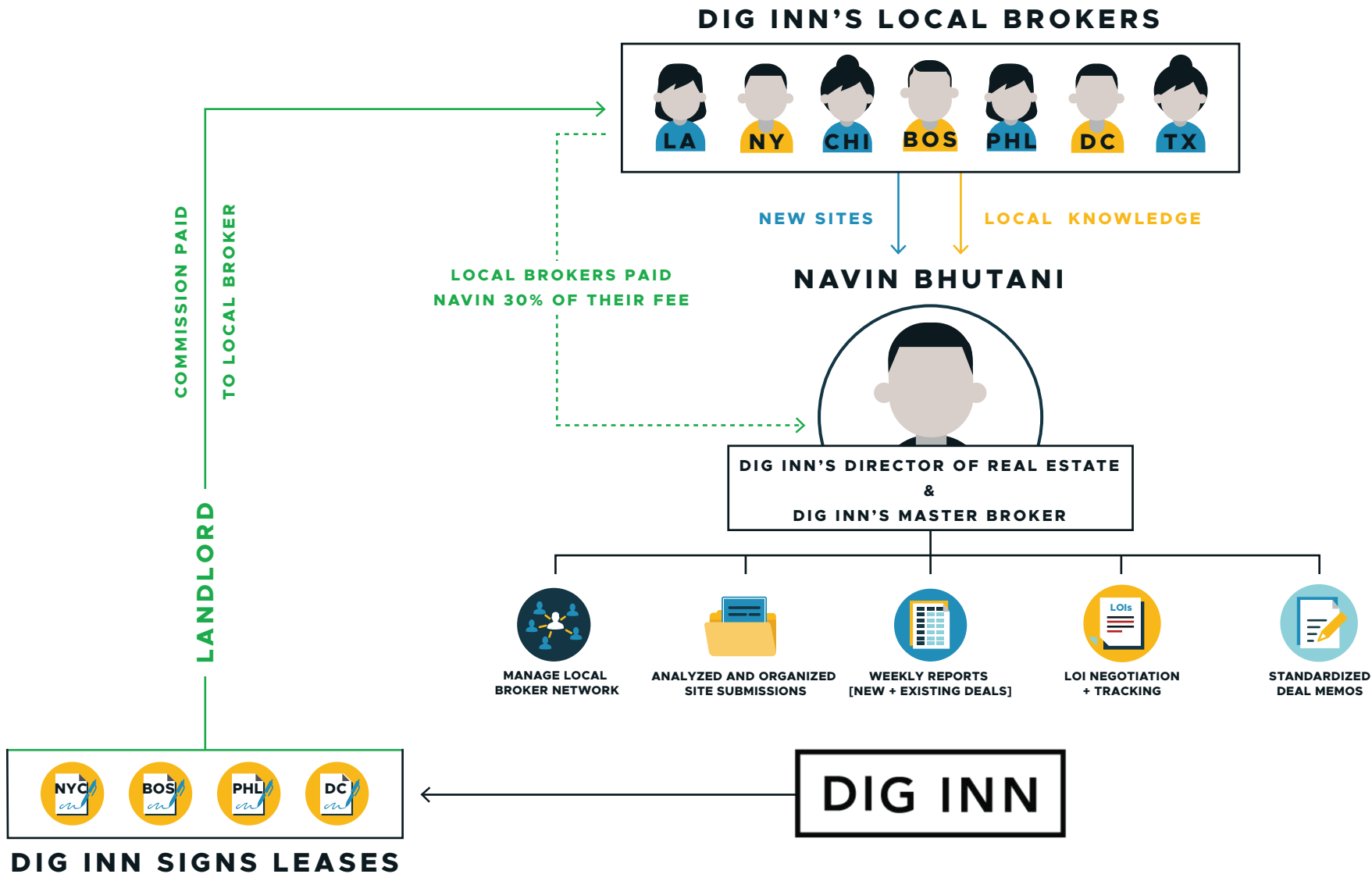
DIG INN



free people

★ PRET A MANGER ★

Bank of America



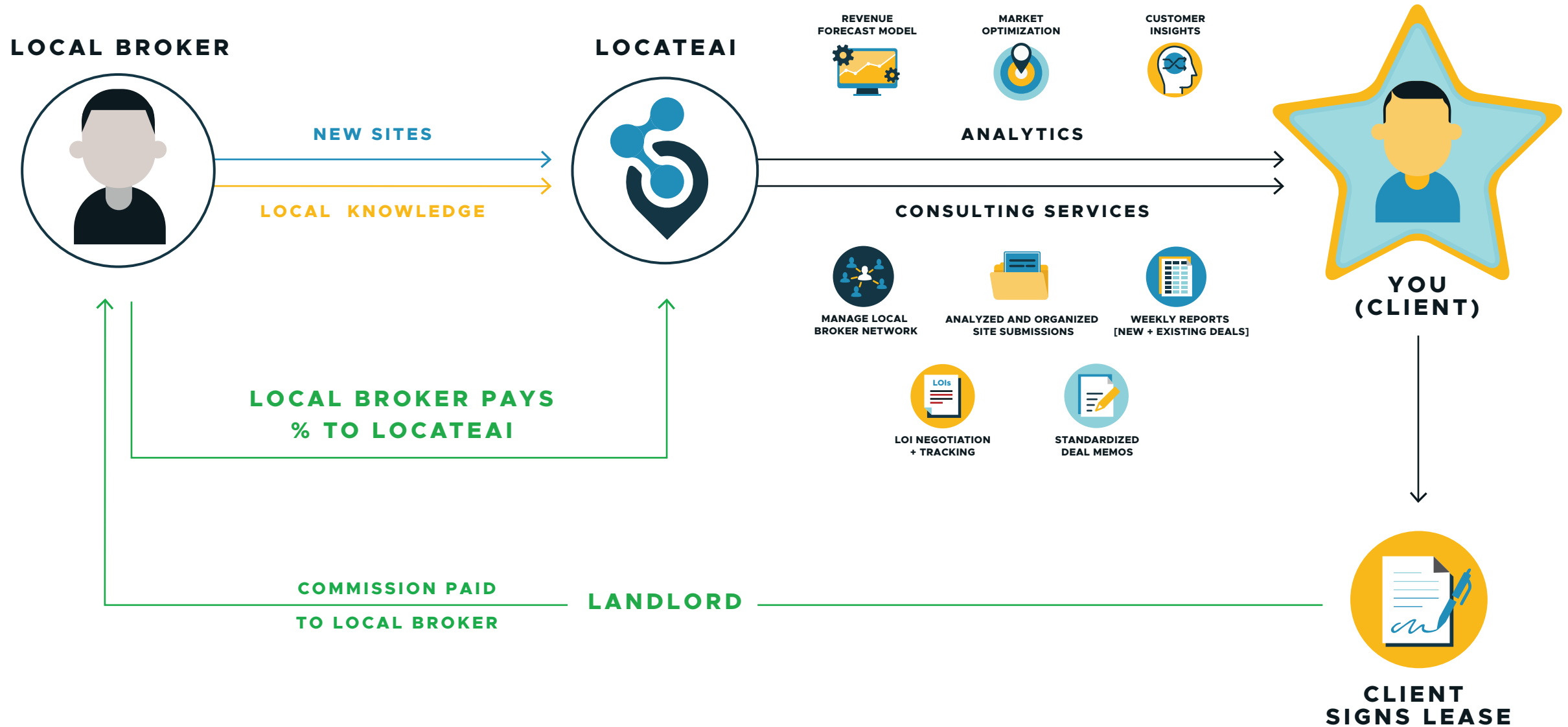
A REAL-LIFE MASTER BROKER EXAMPLE

NAVIN APPROACHED DIG INN WITH AN IDEA TO SAVE MONEY ON HIS DIRECTOR OF REAL ESTATE SALARY BY ALLOWING HIM TO CAPTURE MASTER BROKER FEES.

DIG INN AGREED, SIX OUT OF SEVEN BROKERS AGREED, AND ULTIMATELY, SIX GOT TO KEEP WORKING WITH DIG INN. THEY MADE MORE MONEY BY DOING SO, BECAUSE DIG INN NOW HAD THE BANDWIDTH TO DO MORE DEALS.

LOCATEAI CONSULTING SERVICES LETS YOU DO THE SAME FOR YOUR BUSINESS, BUT YOU GET CUTTING-EDGE AI INSTEAD OF JUST NAVIN.

COOL, RIGHT?





WINNERS PODIUM



LOCATEAI



LOCAL BROKER



- More business! The LocateAI consulting model allows us to materially improve the client's real estate experience by integrating our services right into the pipeline
- Legacy! Our goal is to revolutionize the retail site selection process by introducing artificial intelligence and machine learning to a previously untapped industry

- Client's real estate pipeline is fully integrated with LocateAI's machine learning platform and its comprehensive, cutting-edge analytics at NO additional cost
- A less chaotic real estate pipeline means more time to focus on critical challenges
- Client opens fewer underperforming new sites, resulting in higher AUVs
- More efficient capex deployment means increased ROI, a happier boardroom, and greater interest from investors

- More business! Local broker will be doing deals more quickly and will have an opportunity to work with additional LocateAI clients, increasing the broker's total earning potential
- Marketing wins! "I represented this retailer on all their successful sites in town – no underperformers!"

THANK YOU!

NAVIN BHUTANI
Director of Real Estate

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APPENDIX



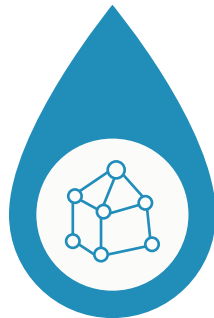
DATA DISCOVERY

- Introduce Project Team
- Review Retail Objectives
- Discuss Competitive Landscape
- Confirm Data Requests



DELIVERY

- Review Methodology
- Share Findings
- Train on Online Platform
- Discuss Data Update Schedule



MODEL DEVELOPMENT

- Organize Data
- Model Development (4-6 weeks*)
- Upload Model to Platform

** From the time LocateAI receives all Client data*

UPDATES

- Model Updates as Sample Site Grows
- Upgrades to the Platform
- New Product Offerings

