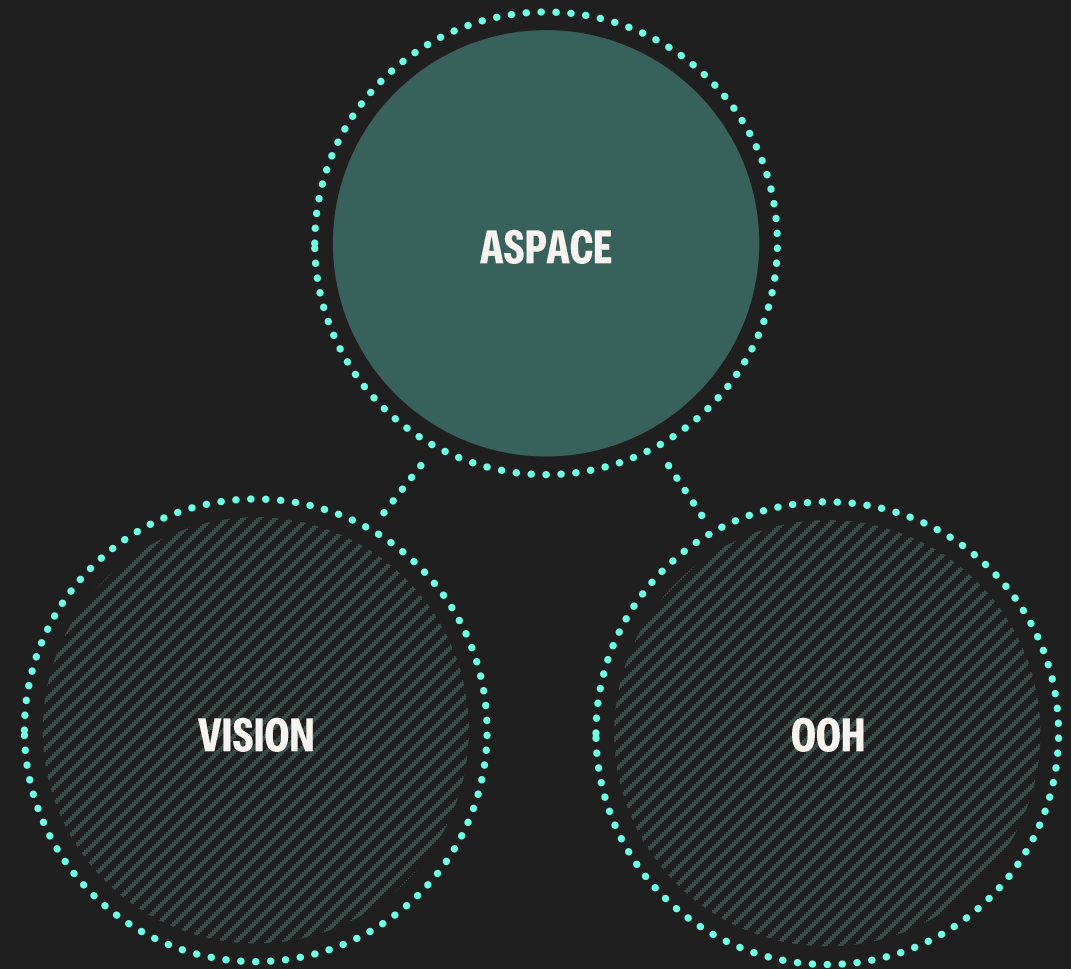




Filmstaden

AI-Powered transformation of Outdoor & Retail Media

Business SEGMENTS



Software platform and
ASPACE Vision™ technology

Exclusive advertising assets
integrated with ASPACE Vision™

The Team



CEO
ex



CSO
ex



COO
ex



Head of Finance & Growth
ex



Head of Sales, OOH
ex



Head of Sales, Vision
ex



Head of Product
ex



Ai Lead
ex



Development Lead
ex



Infrastructure Lead
ex



Ai Engineer
ex

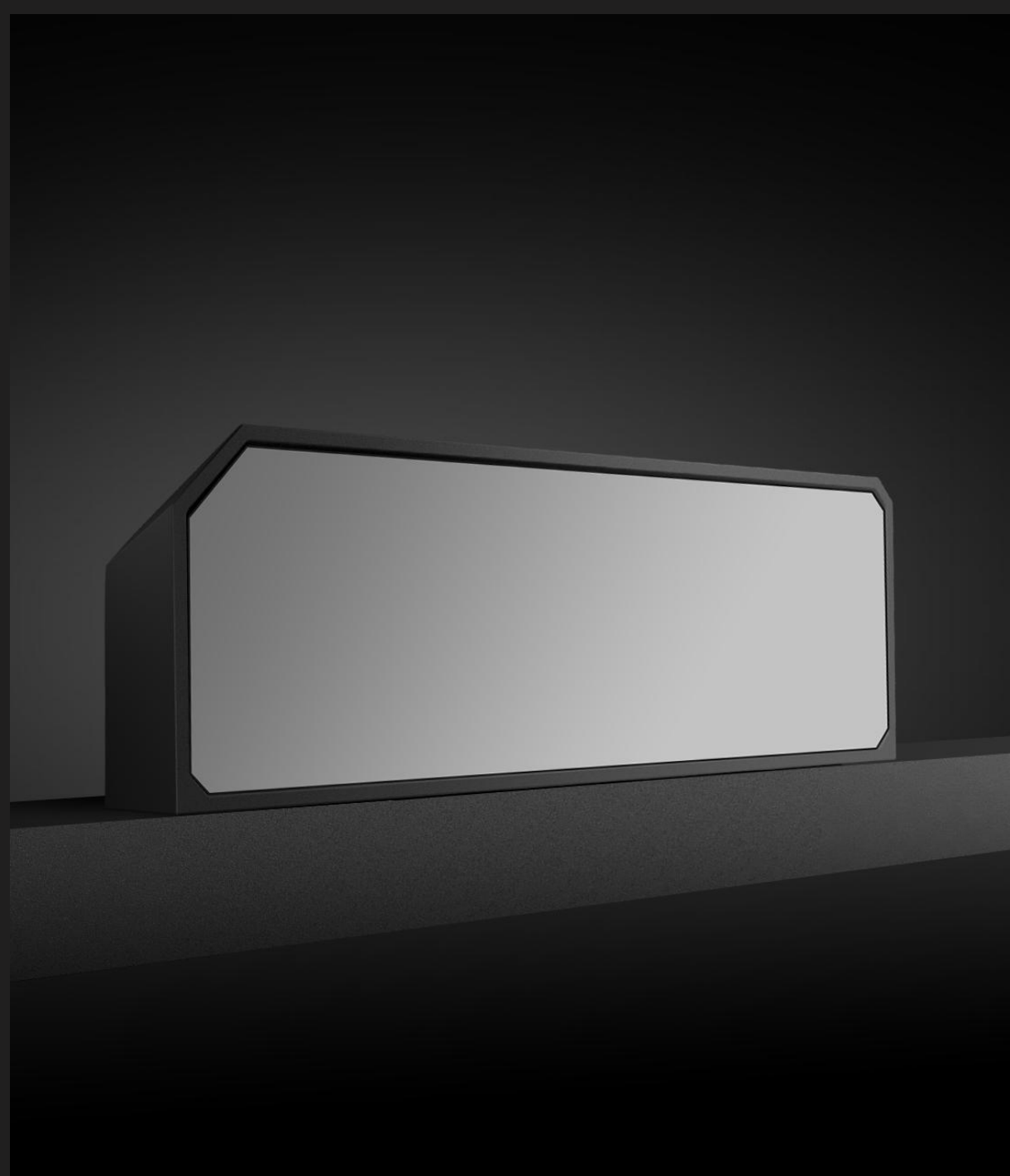


Agency Lead, OOH
ex



Transparent. Measurable. Data driven.

ASPACE exemplifies a paradigm shift in outdoor advertising (OOH & DOOH), seamlessly integrating cutting-edge technology with innovation to establish new industry standards.



ASPACE integrates proprietary hardware and AI software to set a new transparent standard within Outdoor and Retail Media.

ADVERTISERS demand verified outcomes. **SCREEN OWNERS** want trusted metrics. **CONSUMERS** expect relevance.

Trusted by leading brands

stadium

LYKO

VOLVO



LIVE NATION

VISUALART

WPP

ASPACE Vision™

ASPACE Vision™ is a sensor-based technology that integrates seamlessly with existing screens. Designed to replace outdated estimates with precise, real-time audience insights. Using cutting-edge AI and privacy-safe perception technology, it tracks actual engagement with unmatched accuracy - without ever identifying individuals.





What is the **ACTUAL EFFECT** of a specific ad on a specific screen?

The **HARDWARE**

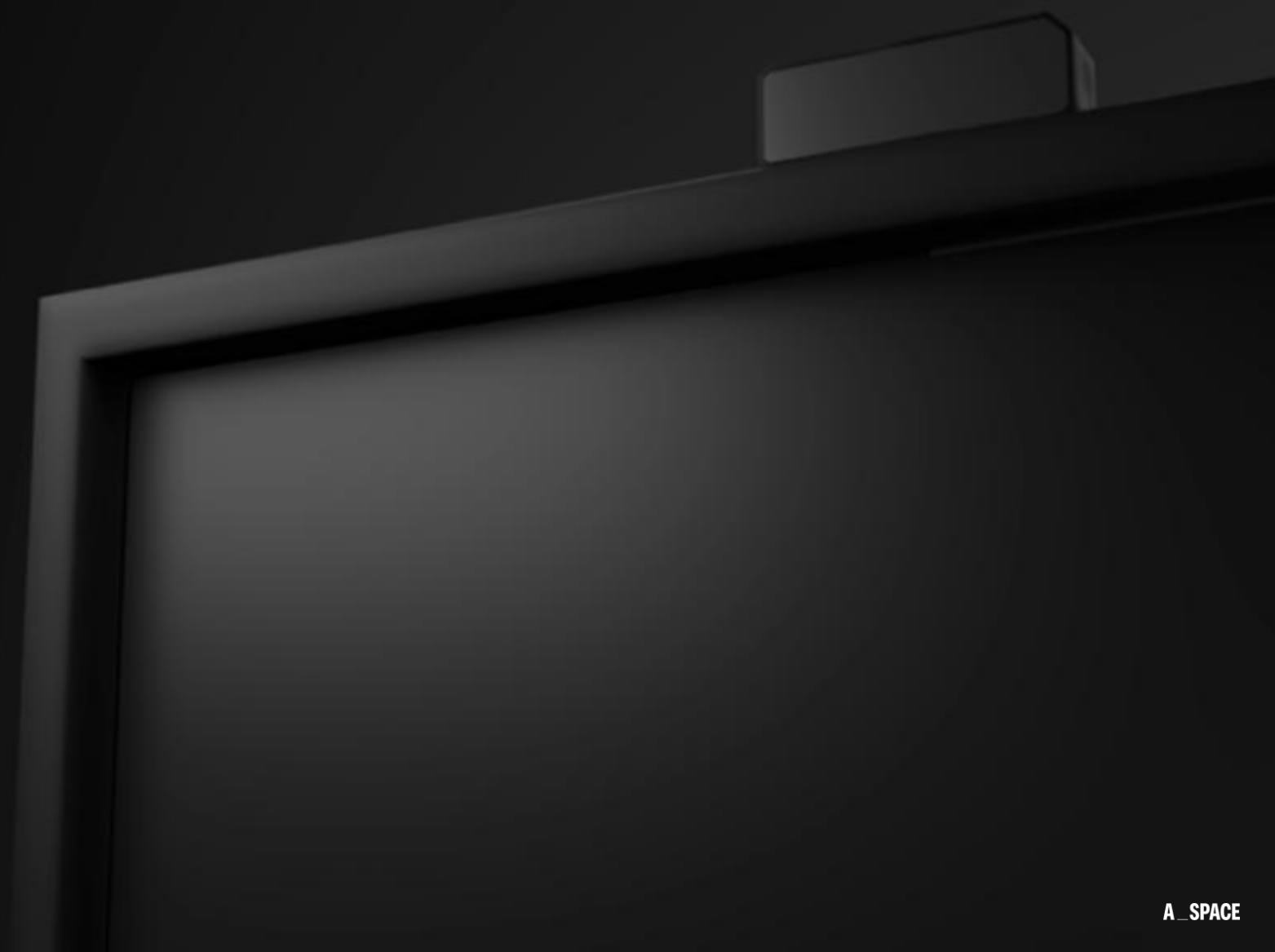
Pocket-sized AI sensor box with Plug and Play installation

Mounts on any screen in minutes. All analytics runs locally on the edge, zero cloud latency and full GDPR compliance. Connects over Wifi or Ethernet.

The **SOFTWARE**

Real-time insights

See actual viewers, not just foot traffic. Instantly know how many watched the content, when, and for how long. Every exposure is timestamped based on Share of Voice.



Developed with **PRIVACY** in mind

ASPACE Vision™ is built to protect privacy. Our system meets the highest international data protection standards, including GDPR, CCPA and EU AI Act compliance.

- No facial recognition or biometric data.
- Only anonymized information is processed.
- All insights are aggregated, making personal identification impossible.
- Raw frames are never stored: analyzed on the device and permanently deleted within 70 milliseconds.

Our AI models run entirely at the edge, no personal data leaves the sensor

ASPACE Vision™ works in real-time to capture anonymised characteristics from people and their behaviour, layered with contextual data to deliver key metrics

REACH

- Unique contacts
- Frequency
- Aggregated Audience

VIEWABILITY

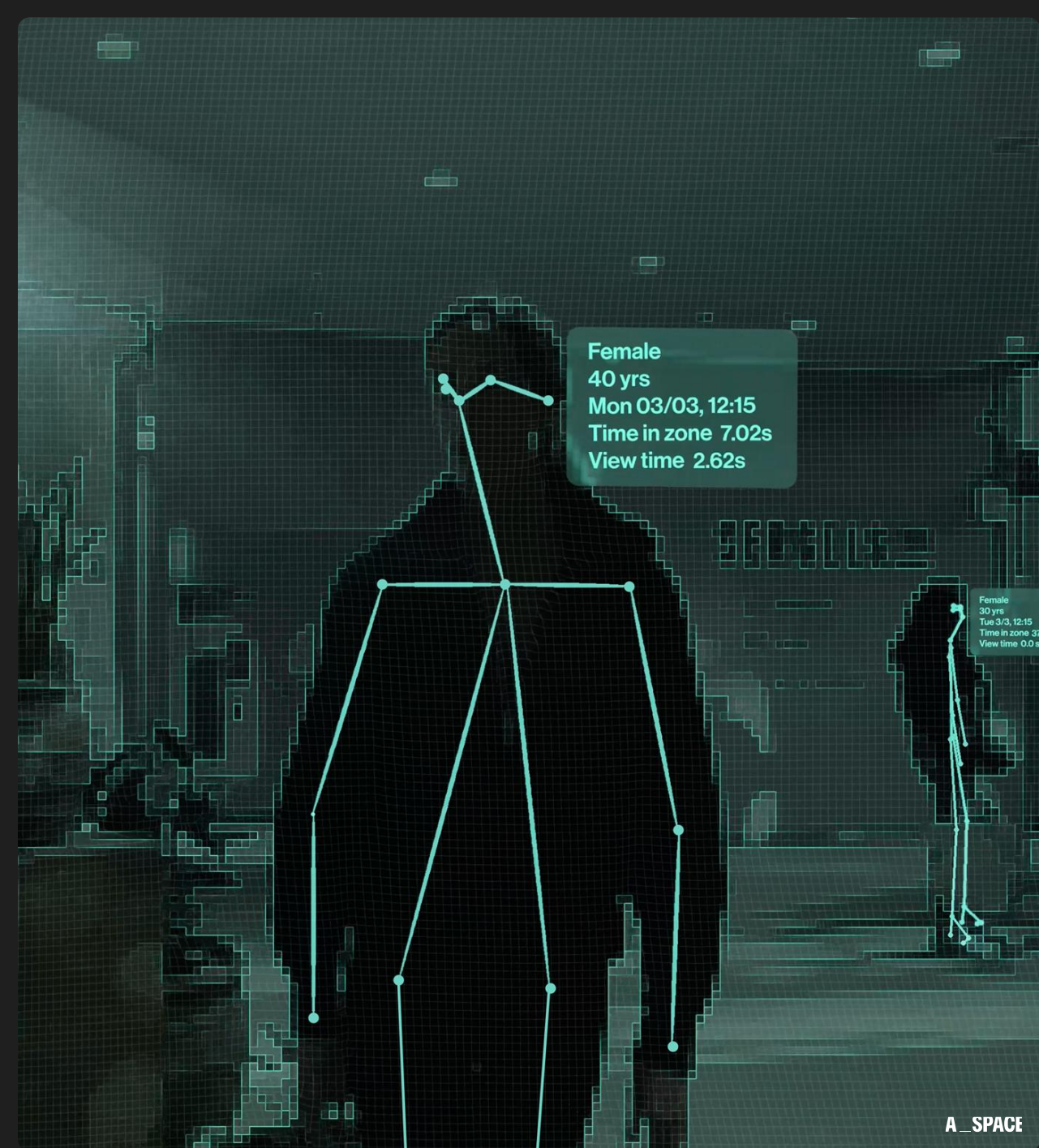
- Observation %
- Total time & average per person
- Dwell time

GRANULAR METRICS

- Gender
- Age Groups
- APM

ENGAGEMENT & ATTENTION

- Real time ad engagement
- Attention rate benchmarks
- Ad optimizations



THE SECRET SAUCE

No frames or biometric data
Only aggregated and anonymous numbers

- 1. Did a person actually look?**
- 2. For how long?**
- 3. How many times?**

We turn passive screens into measurable and tradable MARKETPLACES.

ASPACE Vision™ connects to existing screen infrastructure and transforms passive displays into measurable and tradeable retail media marketplaces.

With privacy-safe shopper intelligence and RAC (Realtime Accurate Contacts), retailers and brands can finally quantify and guarantee real in-store attention.



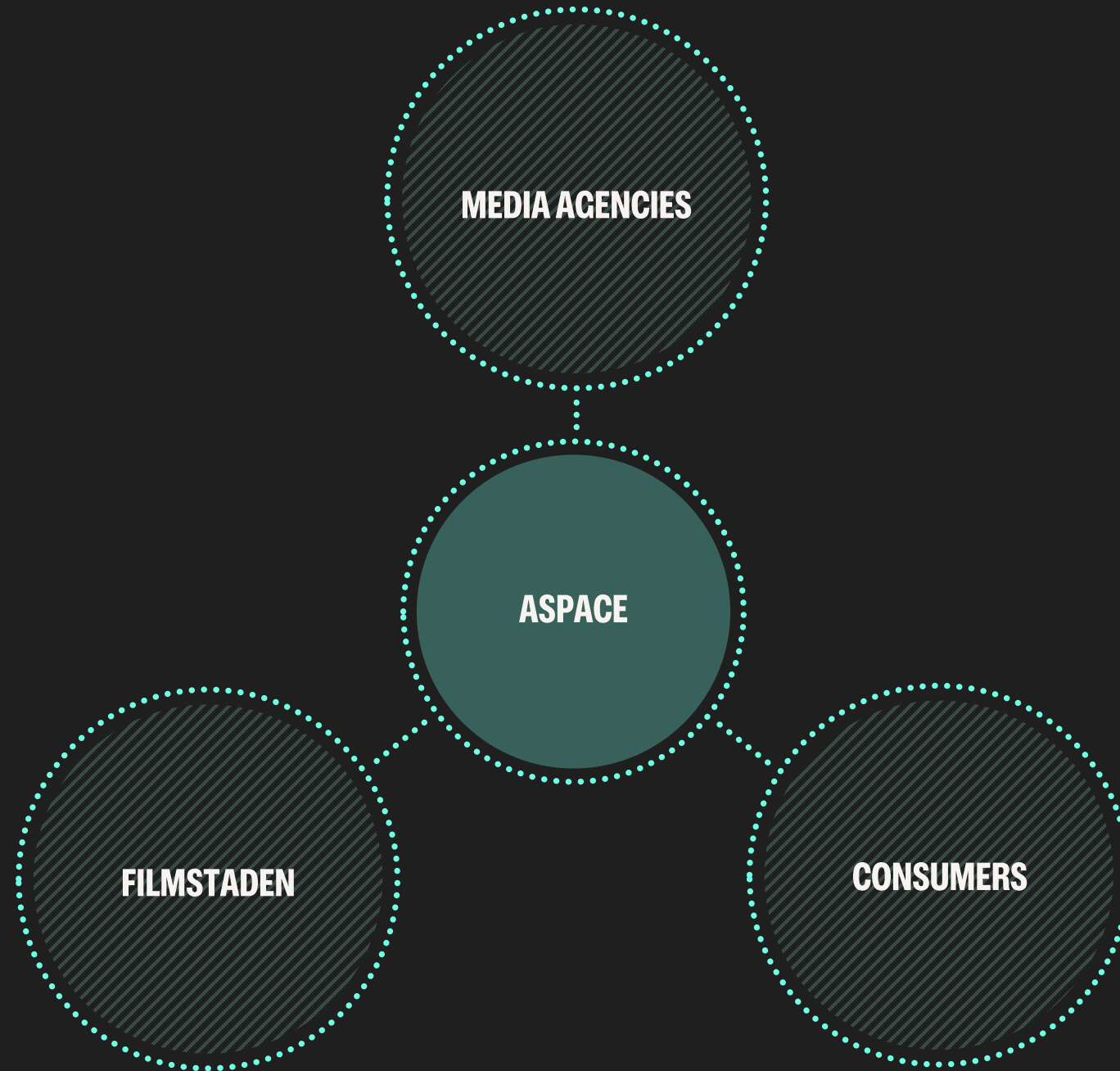
Built on **NEW OR EXISTING** infrastructure.

ASPACE Vision™ is hardware- and platform-agnostic, designed to integrate seamlessly with existing or new in-store screen networks.

By activating measurement and programmatic capabilities on top of infrastructure already in place, retailers can unlock new media value from audiences already visiting their stores without replacing screens, players or core systems.

This is how passive screens become revenue-generating retail media marketplaces.





The Tradeable Currency

RAC

Traditional advertising metrics rely on estimates, we don't.

With RAC™ (**Realtime Accurate Contacts**), ASpace introduces a new industry standard: a real-time, verifiable currency for measuring actual ad attention. Crossing paths with Bonnier's digital channels, a new vertical is created to enhance the advertising infrastructure of Bonnier News.



ASPACE x Filmstaden Business Case



— Thank you