



Integration Platform for Real Time Communication About Consumers



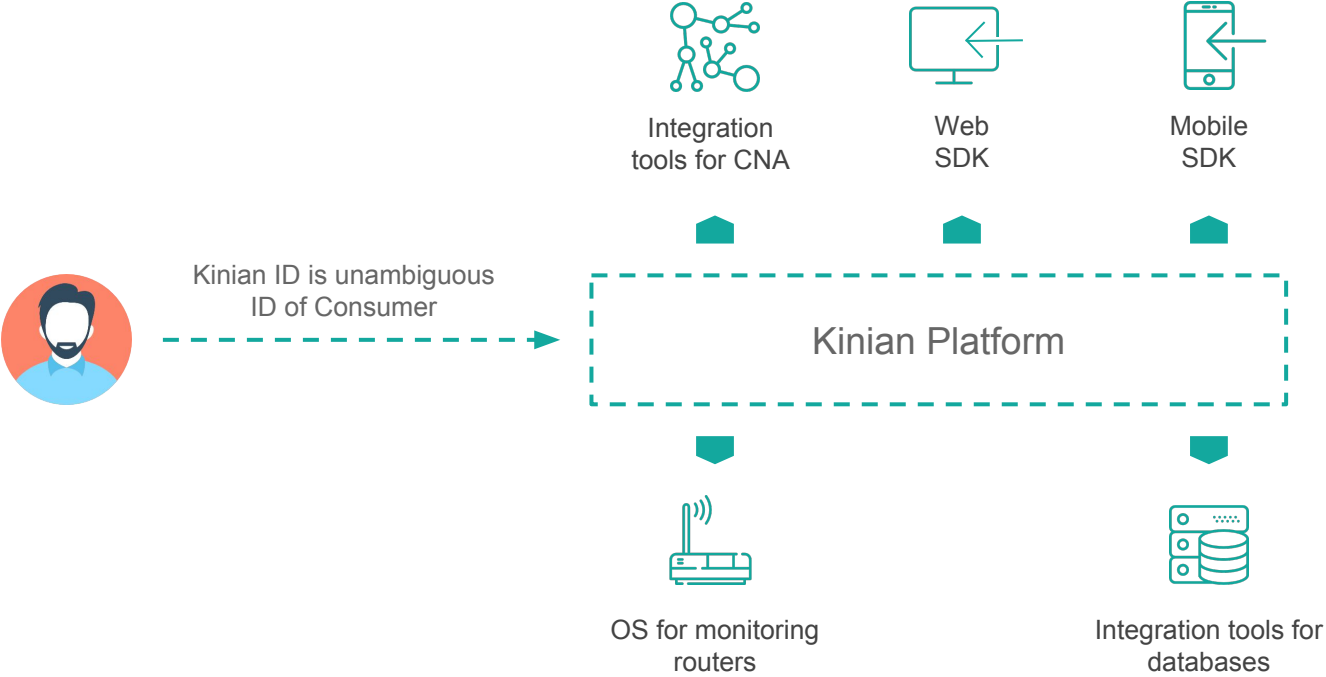
Advertising Should Shift To Personal Service

Consumers make final purchase decisions - before cashier
Retailer recognizes The Consumer: **only near cashier**

**Offline-to-Offline connection first.
Natively connected world then.**



Kinian ID is the point of connection saved in consumers device



1

Installation



Customer smartphone's
Wi-Fi module is active



Customer is connecting
to Wi-Fi with Kinian inside
once



Existing Wi-Fi
network integrated
to Kinian

2

20–30 m

Consumer near the shop
/ branch or enters it

3

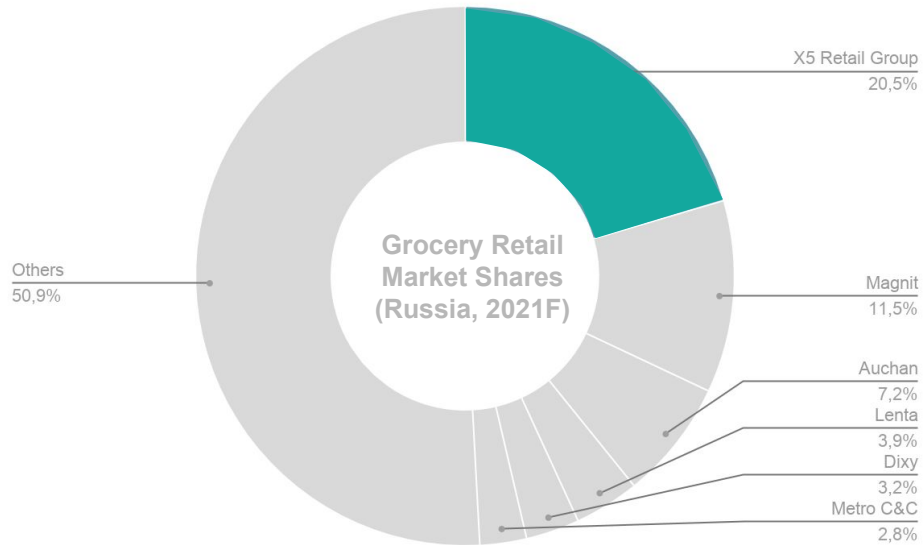
Kinian Push CRM
with Kinian ID

4

Personal service
available

Kinian integration doubled *Perekrestok* Loyalty team results

	Offline Retail	Offline Retail + Loyalty	Offline Retail + Loyalty + Kinian
Offer Acceptance Rate	3%	10-15%	30-40%
Annual Turnover Growth	0.1%	2%	4.5-5.0%



Our first client – is
TOP-1 Russian Retailer
 Perekrestok (X5 Retail Group)






250 shops connected to Kinian




Approx **3%**
 additional annual revenue
 growth expected with Kinian

Source: <https://www.lebensmittelzeitung.net/european-view/Russia-Russian-Grocery-Market-Sees-Further-Concentration-130747>

Others do

-  Communicate with customer
-  Marketing
-  Gather data
-  Analytics / dashboards
-  Matching of IDs

Kinian does

-  Smooth integration of Others

Kinian solved the problem to match tech IDs and CRM ID

Starting with Wi-Fi tech...

...Platform ready to combine all location tech step by step



iBeacon and Bluetooth Tech



Computer Vision



GPS



RFID & NFC



Sound-Encoding communication services



Matching



Accuracy



Legal



Privacy



Consent collection (late 2019)

Kinian aims to be the secure and effective ecosystem for databases to communicate with data about consumers. Globally.

Devices IDs

Personal Computer
 Mobile phone #1
 Mobile phone #2
 Tablet

pc_id
 mp_id_1
 mp_id_2
 tb_id

Clients - Retailers

Food Retailers
 Non-food Retailers
 Fast-Food Retailers
 Banks
 Gas stations

fr_id
 nf_id
 ff_id
 b_id
 gs_id

Partners - Online and FMCG

FMCG Vendors
 Search Engines
 CDPs & DMPs
 DSPs & SSPs
 Advertising Platforms

fmcg_id
 se_id
 dp_id
 sp_id
 ap_id

Tech data

Wi-Fi
 Other:
 Bluetooth, NFC / RFID, DOA,
 GSM, Computer Vision etc.



4 international patents protecting features making whole platform stable and the ID - unambiguous.

Why Now



Data Analytics Trends

Target [predicted](#) a teen's pregnancy in 2012



Brands building own DMPs

P&G — People Cloud
Pepsi — BlueKai (2017)



Offline Analytics Growth

RetailNext has grown more than 20 times since 2010



New Legislation

GDPR in Europe came into force in 25th of May 2018



New Online Tech Limits

Apple cleans 3pc ([link](#)) and blocks fraud in chain since 2017



Smarter Advertising

P&G cut Digital Marketing expenses by \$100 mln in 2017 ([link](#))

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