TAG HEUER CARRERA We bring premium publishers additional revenues from shopping

CREAMS

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BY BALENCIAGAD

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COLLECTION

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BOTTECA LENETA

Scroll to see

CHUNAT ANALE

DISCOVER

Your content reaches a large audience... ...let us bring you more revenues from shopping





COOLS

ELLE COSMOPOLITAN

marie claire

alfemminile

Already partnering with many prestigious publishers



LASTAMPA



BAZAAR

Men'sHealth

HUFFPOST

Esquire

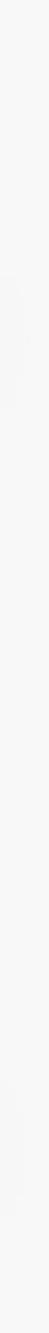
la Repubblica



GAZZETTA DI MANTOVA

IL SECOLO XIX

RUNNERS



COOLS



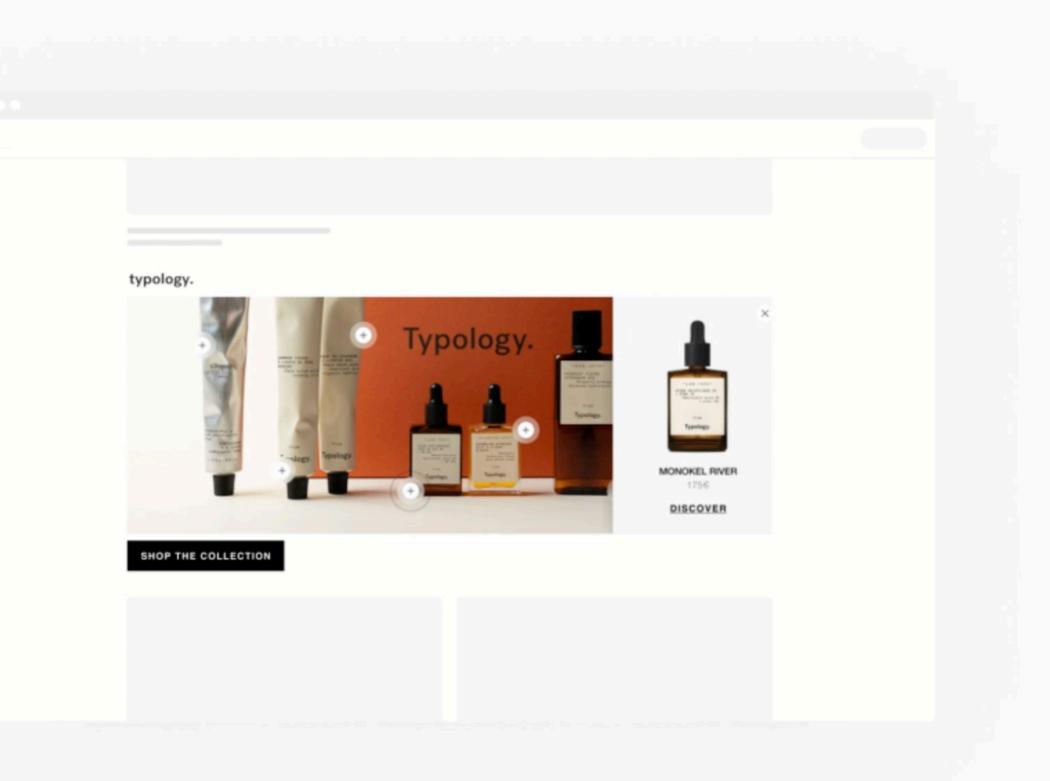
How Cools will turn your readers into shoppers?

- OBY pushing the right products at the right place onto the publisher's pages
- OBY leveraging its merch team, technology, tools and algorithm to bring the best suggestions
- Objective By using its proprietary ad manager to create shopping campaigns efficiently
- Solution By simply dropping a line of code and your readers start getting shopping suggestions

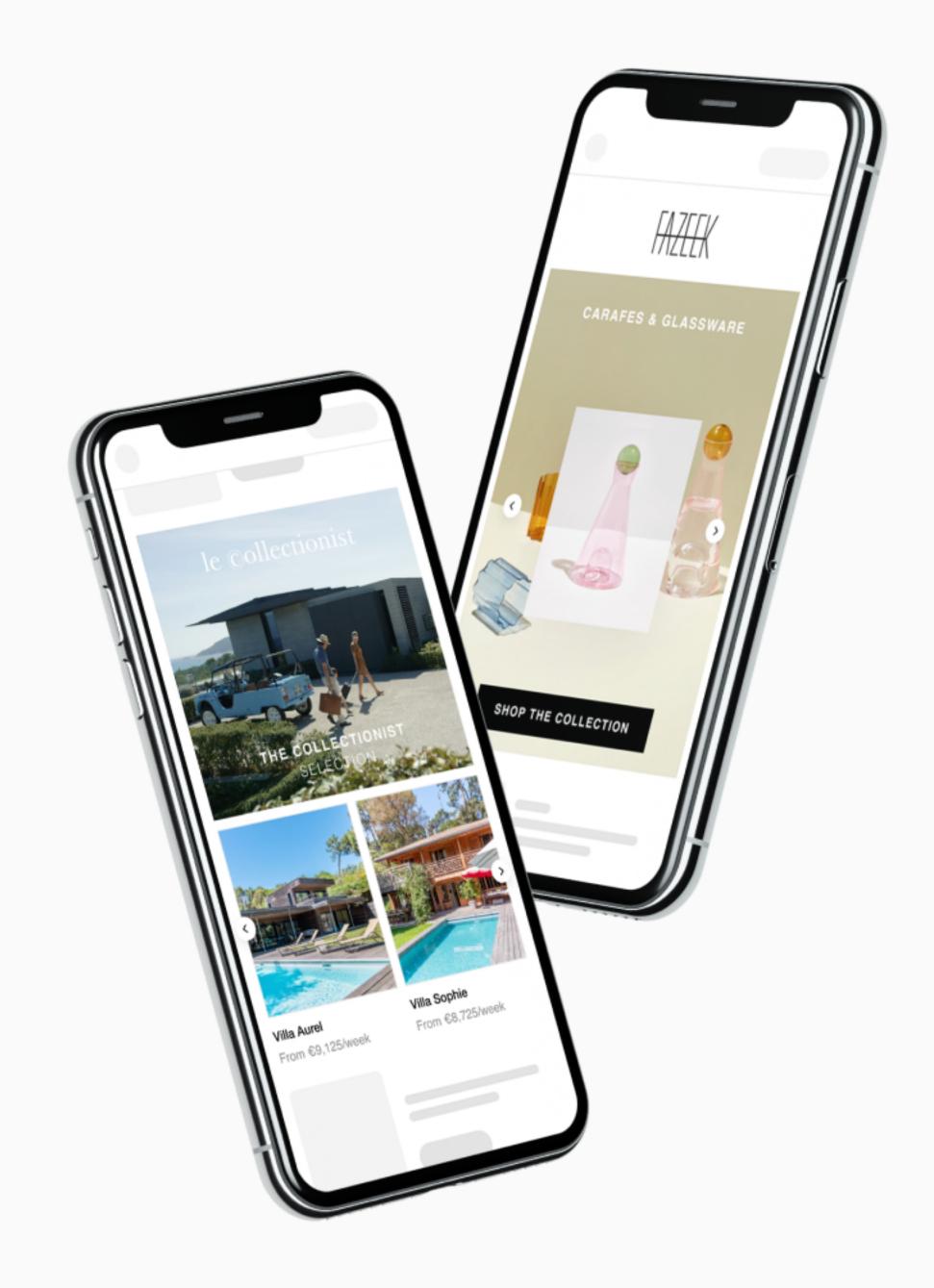


Contextual and cookieless for a straight forward shopping experience

- Relevant shopping suggestions in line with editorial content
- ✓ Focus on First-Party Data suited for a cookieless era
- ✓ Respectful and non-intrusive experience







Well designed & highly interactive shopping widgets

- ✓ Large portfolio of 100+ widget templates
- \bigcirc Premium responsive designs
- Best-in-class interactive shopping features
- On demand: Creative Studio to develop taylor made designs





IT THE OTHER

miinto

SEPHORA



TUUA

Partner with the world's best brands & retailers

- ✓ Access COOLS' exclusive affiliate partners network.
- All level of brands ranging from luxury to mainstream.
- Overing all products and services categories.





Maximise the value of your shopping inventory

- Performance based solution curating the best affiliate partners
- ✓ Hybrid traffic monetization: CPA / CPC
- Proprietary tech and tools to ensure best performance and highest revenues.
- Permanent & dedicated inventory, providing additional revenues with unlimited scale



+120%

CONVERSION RATE

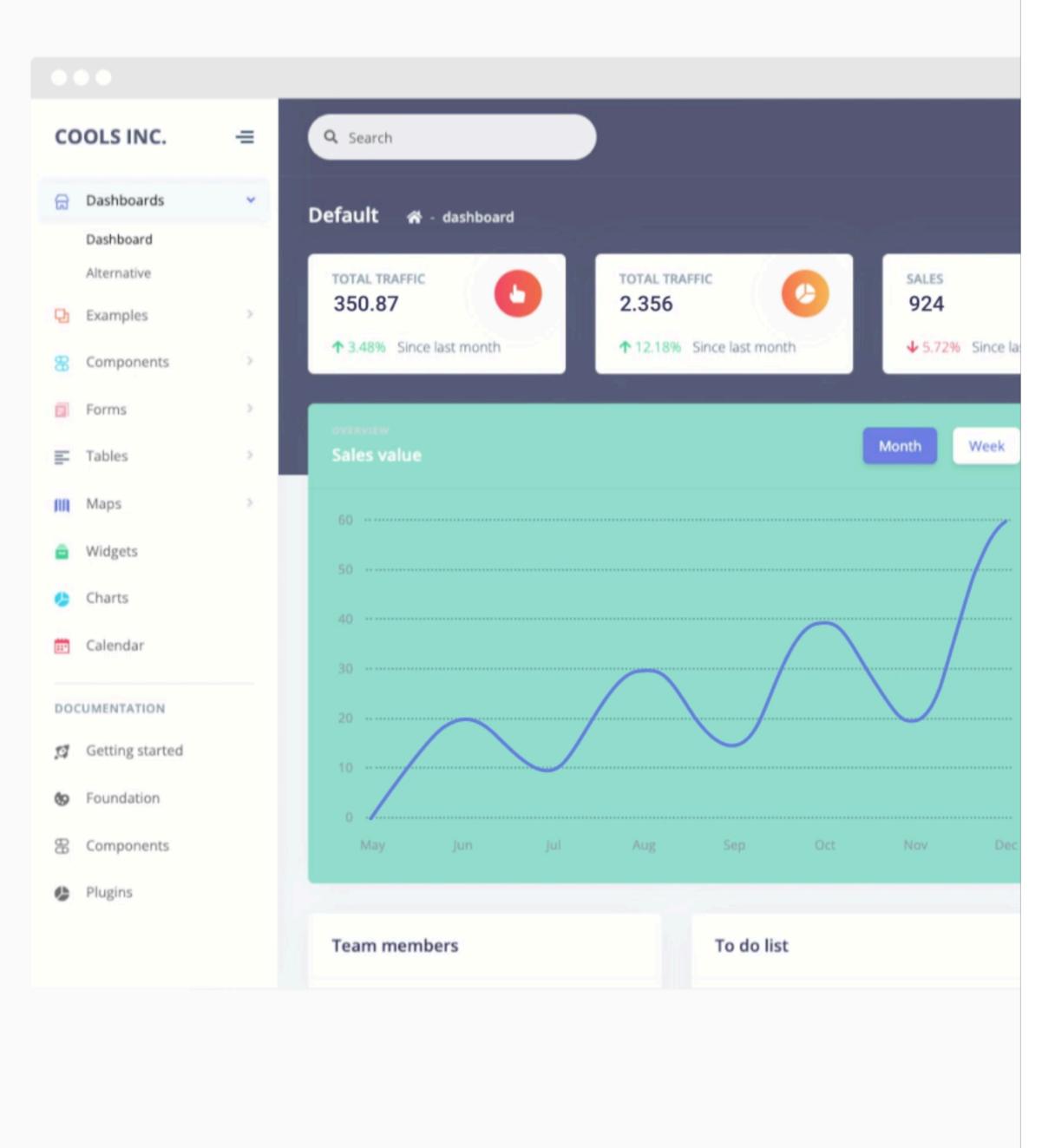
H150%





Real time data at your fingertips

- ✓ Visibility allowing constant optimisation
- Granular analytics per device, sections, formats
- Weekly and monthly reporting







Creating a new revenue stream from shopping takes time to optimise...



...drop a line of code and get started!



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Use Cases



Sponsored widget Dyson x BFM

Campaign selected by the publisher and built be COOLS team to generate additional revenue through is affiliate program.

Integrated Design

Displaying the shopping widget on a 300x250 format through Altice adserver in August. We selected several references covering a range of prices which can fit all users. We add a dynamic background animation to improve attractiveness of the offer.

Objectives

🕗 898 855 imps	🕗 Altice Network
✓ 1 245 clicks	✓ CTR = 0,14 %
-	-

✓ CVR = 0,48 %



La monarque britannique s'est éteinte hier après midi. Le Royaume-Uni est sous le choc, dans un contexte économique et politique des plus compliqués pour le pays.



Crédit immobilier: Quand le gouverneur de la Banque de France ne croit pas aux refus de prêts





Sponsored widget Samsung x BFM

Campaign selected by the publisher and built be COOLS team to generate additional revenue through is affiliate program.

Integrated Design

Displaying the shopping widget on a 300x250 format through Altice adserver in August. Promoting the release of the S22 model for back to school season. We add a dynamic background animation to improve attractiveness of the offer.

Objectives

- ✓ 721 184 imps
 ✓ Altice Network
 ✓ 997 clicks
 ✓ CTR = 0,14 %
- GMV = 2 165 €

✓ CVR = 0,51 %



Lors de sa keynote, qui s'est déroulée ce 7 septembre à Cuppertino en Californie, Apple a présenté les fonctionnalités d'IOS 16, son nouveau système d'exploitation.



Arnaque aux cryptos: des milliers de personnes trompées par une fausse conférence d'Apple





Sponsored widget Nike x BFM

Performance campaign selected by the publisher and built be COOLS team to generate additional revenue through the affiliate program.

Integrated Design

Displaying the shopping widget on a 300x250 format through Altice adserver in August. We pushed the best promotion highlighted by the brand at the end of summer.

Objectives

- ✓ 683 474 imps
 ✓ Altice Network
 ✓ 1101 clicks
 ✓ CTR = 0,14 %
- GMV = 1 254,37 €
- ✓ CVR = 1,32 %



Les Niçois s'en étaient remis à un éclair de génie d'Alexis Beka Beka pour se qualifier pour la phase de groupes de la Ligue Europa Conférence aux dépens du Maccabi Tel-Aviv. Ce jeudi, l'OGC Nice a...



Nice-Cologne: la mairie de Nice demande des comptes à l'UEFA et la préfecture après les violences





Editorial widget example

Our team of merchandisers curates products from affiliate partners based on several criteria : seasonality, events during the year, specific themes, or following the publication's editorial roadmap.

Merchandisers' curation process is also supported by our proprietary tools and technology to release the most performing product selections (commissions, CVR, AOV, ...).

The widgets bring contextual shopping suggestions in accordance with the content of the section where the reader is.

Invitata a un matrimonio?

🕗 2 869 873 imps	🕢 Network GEDI
🕑 61 149 clicks	✓ CTR = 2,1%

la Repubblica

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terra del designer **Simon Porte Jacquemus** ed indimenticabile location anche del défilé tra i campi di lavanda.



Invitata a un matrimonio?

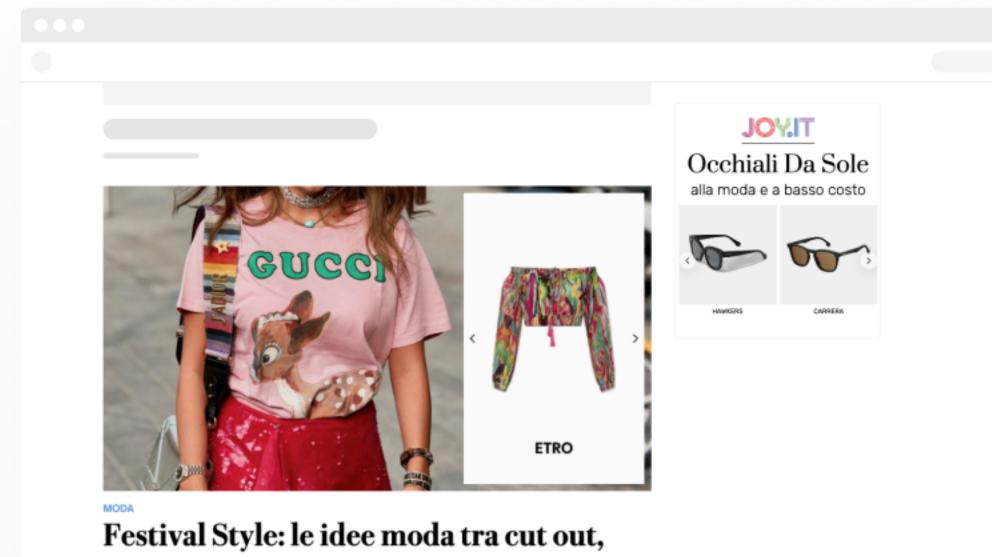
Guida all'abito perfetto

Ξ



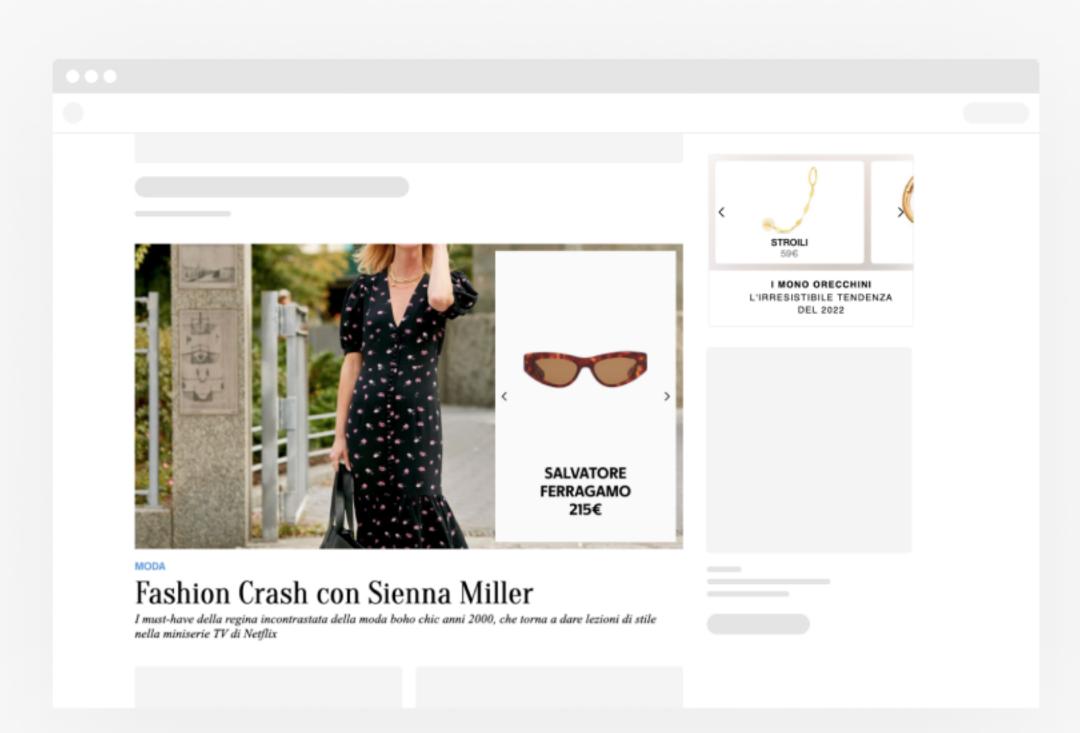


Editorial widget example



colori e trasparenze

Festival Style



Fashion Crash con Sienna Miller

 \bigcirc 40 487 imps \bigcirc Network GEDI \bigcirc 461 clicks \bigcirc CTR = 1,1%





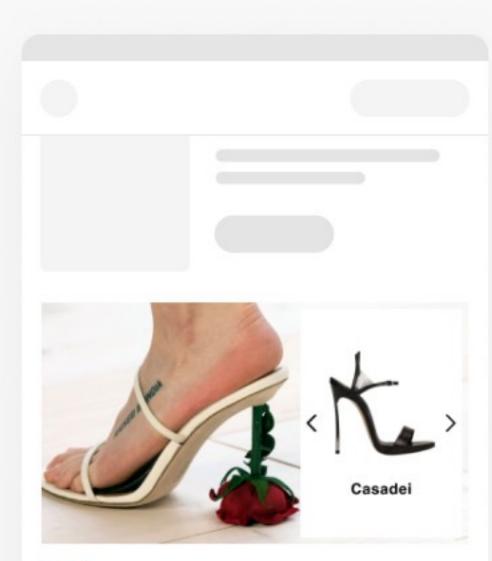


Editorial widget example

Le scarpe must-have

- 🕑 3 189 532 imps
- 🥑 40 191 clicks

- ✓ Network GEDI
- ✓ CTR = 1,3%



MODA

Le scarpe must-have della Primavera/Estate 2022

Punte affilate, maxi plateau, tacchi a spillo o scultura e sandali colorati.





Sponsored widget Grünland

A desktop and mobile shopping campaign to build the brand consideration and promote the new summer collection made entirely by natural and sustainable products.

Integrated Design

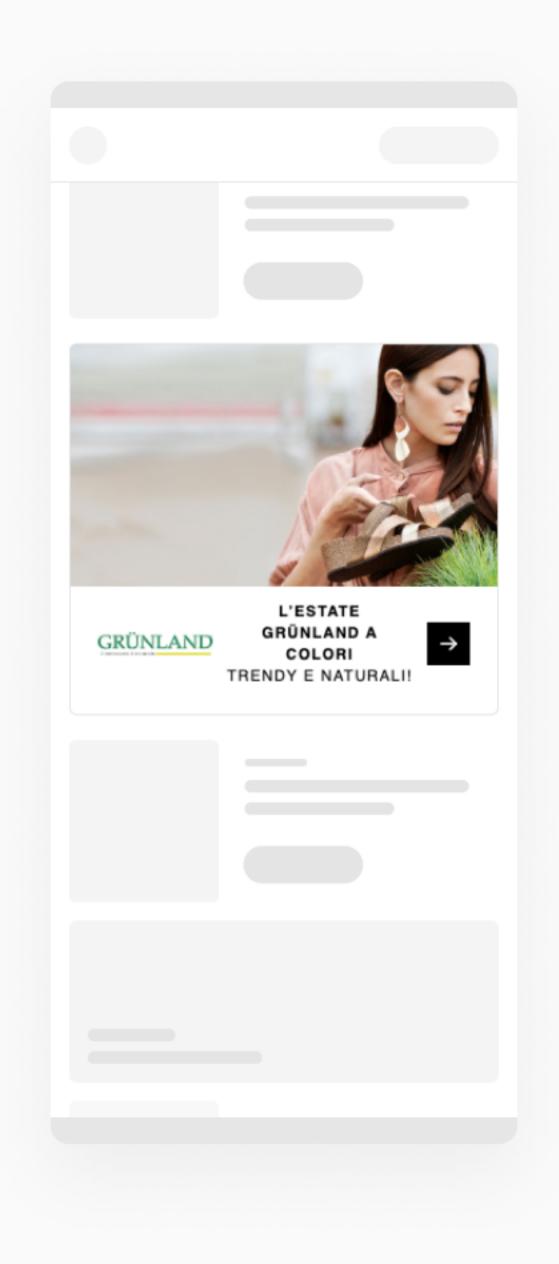
This widget has been created to fit perfectly into the publisher's pages. It showcases one product at each scroll to emphasize the single item. The copy under the image uses a custom font and communicates the brand's claim in an editorial way.

Objectives

- ✓ 25 days activation GEDI's network
- ✓ 1740 882 imps

- \bigcirc CTR = 0,63%

🕑 11 111 clicks





00 CASE USE

Sponsored widget Mandarina Duck

Build a desktop and mobile shopping campaign to promote the new travel collection of the brand and its social media claim.

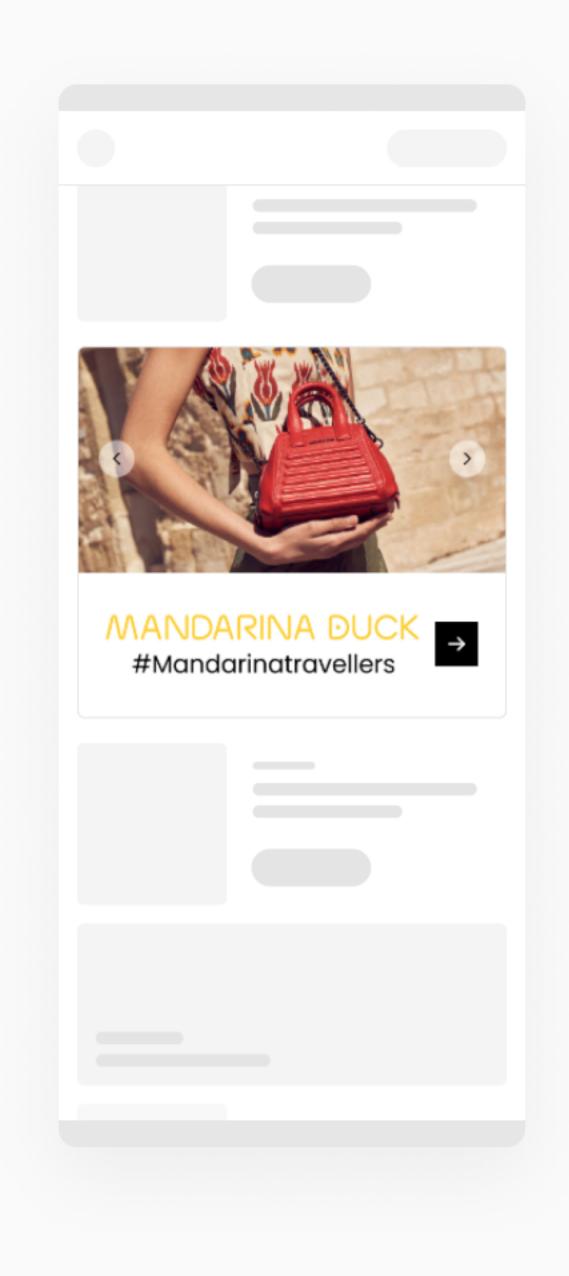
Integrated Design

The editorial image has been reworked to fit into both the desktop and mobile design. The left-hand box dedicated to the copy has been used to display the social hashtag.

Objectives

- ✓ 14 days activation
- 🕗 1 017 359 imps

- GEDI's network
- ✓ CTR = 0,59%







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