

COOLS

We bring premium publishers additional revenues from shopping

Your content
reaches a large
audience...

...let us bring you
more revenues
from shopping.



E L L E

COSMOPOLITAN

marie claire

al femminile

Men'sHealth

HUFFPOST

Esquire

la Repubblica

Already partnering with
many prestigious publishers

BFM
TV

LA STAMPA

RMC

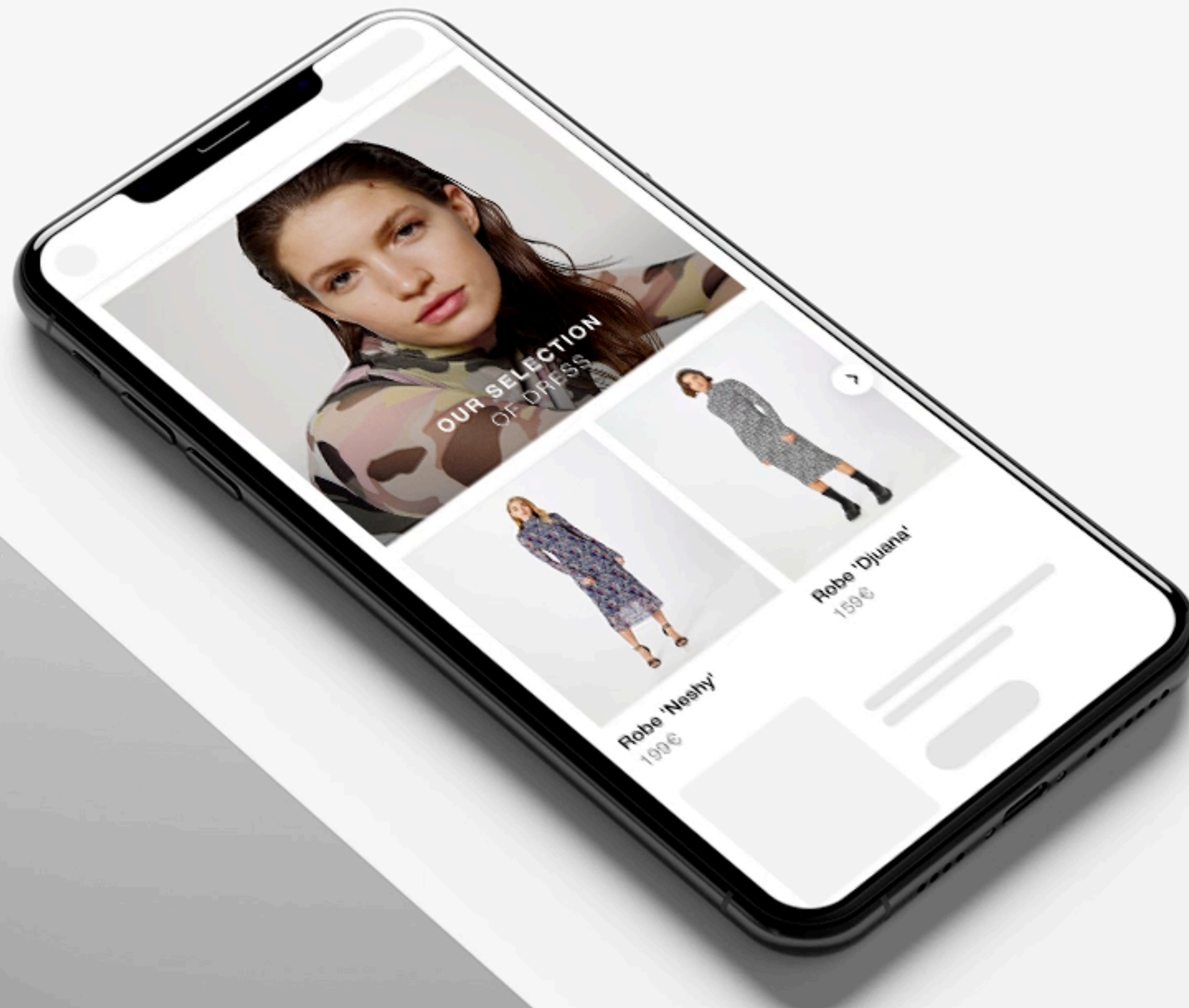
BAZAAR

RUNNER'S

GAZZETTA DI MANTOVA

IL SECOLO XIX

D

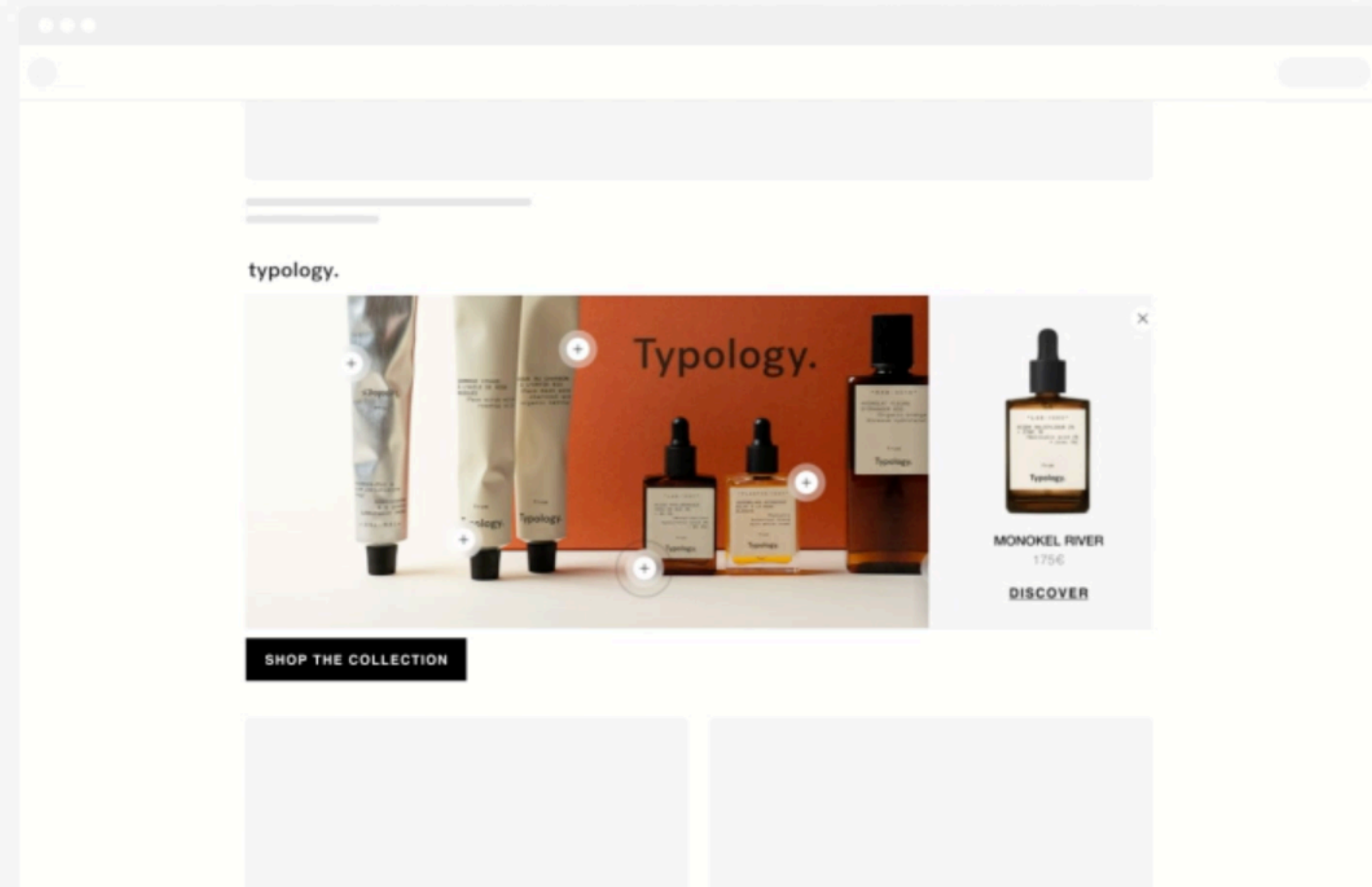


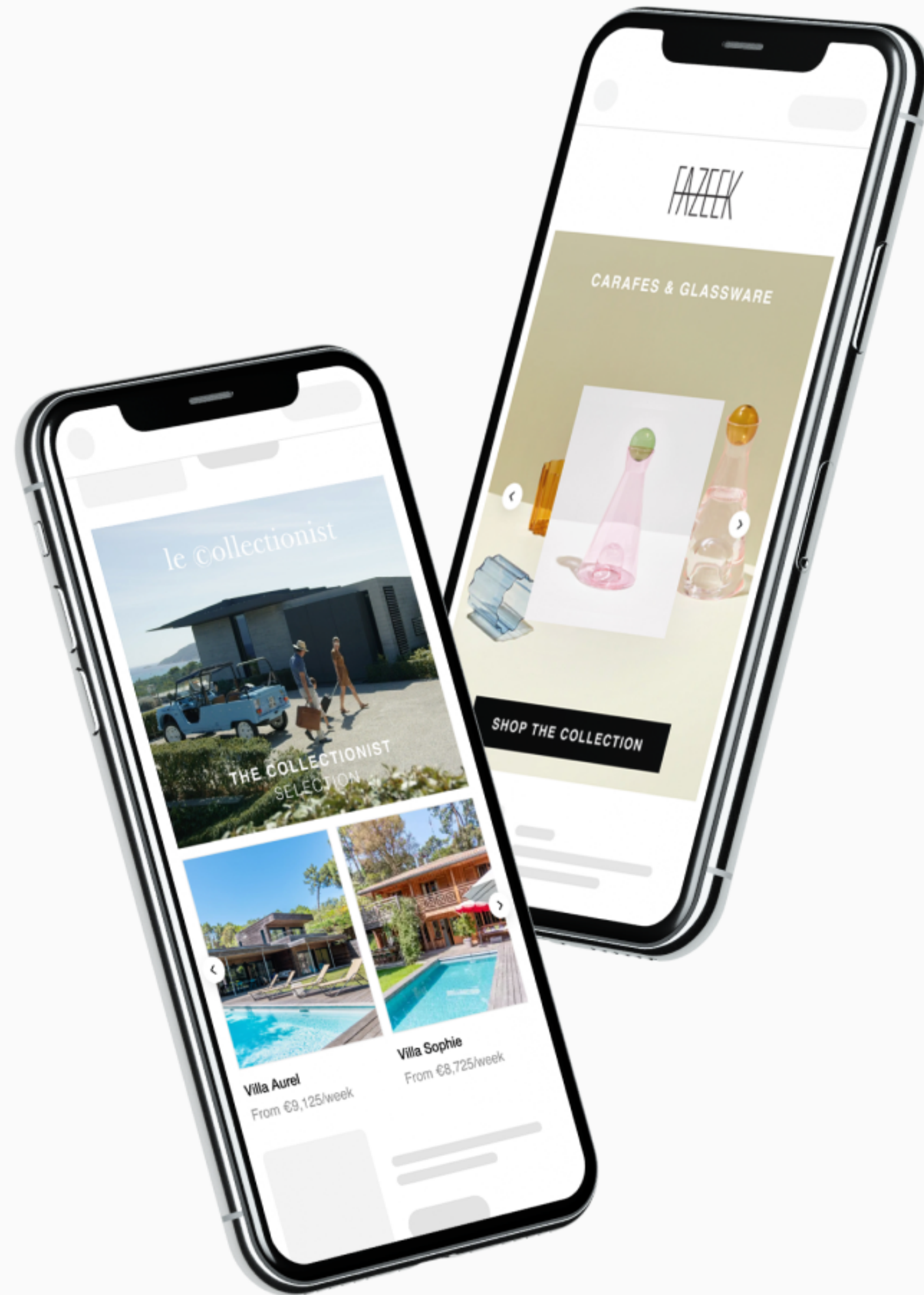
How Cools will turn your readers into shoppers?

- ✓ By pushing the right products at the right place onto the publisher's pages
- ✓ By leveraging its merch team, technology, tools and algorithm to bring the best suggestions
- ✓ By using its proprietary ad manager to create shopping campaigns efficiently
- ✓ 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
- ✓ Premium responsive designs
- ✓ Best-in-class interactive shopping features
- ✓ On demand: Creative Studio to develop taylor made designs



Partner with the world's
best brands & retailers

- ✓ Access COOLS' exclusive affiliate partners network.
- ✓ All level of brands ranging from luxury to mainstream.
- ✓ Covering 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

+200%

INTERACTION

+120%

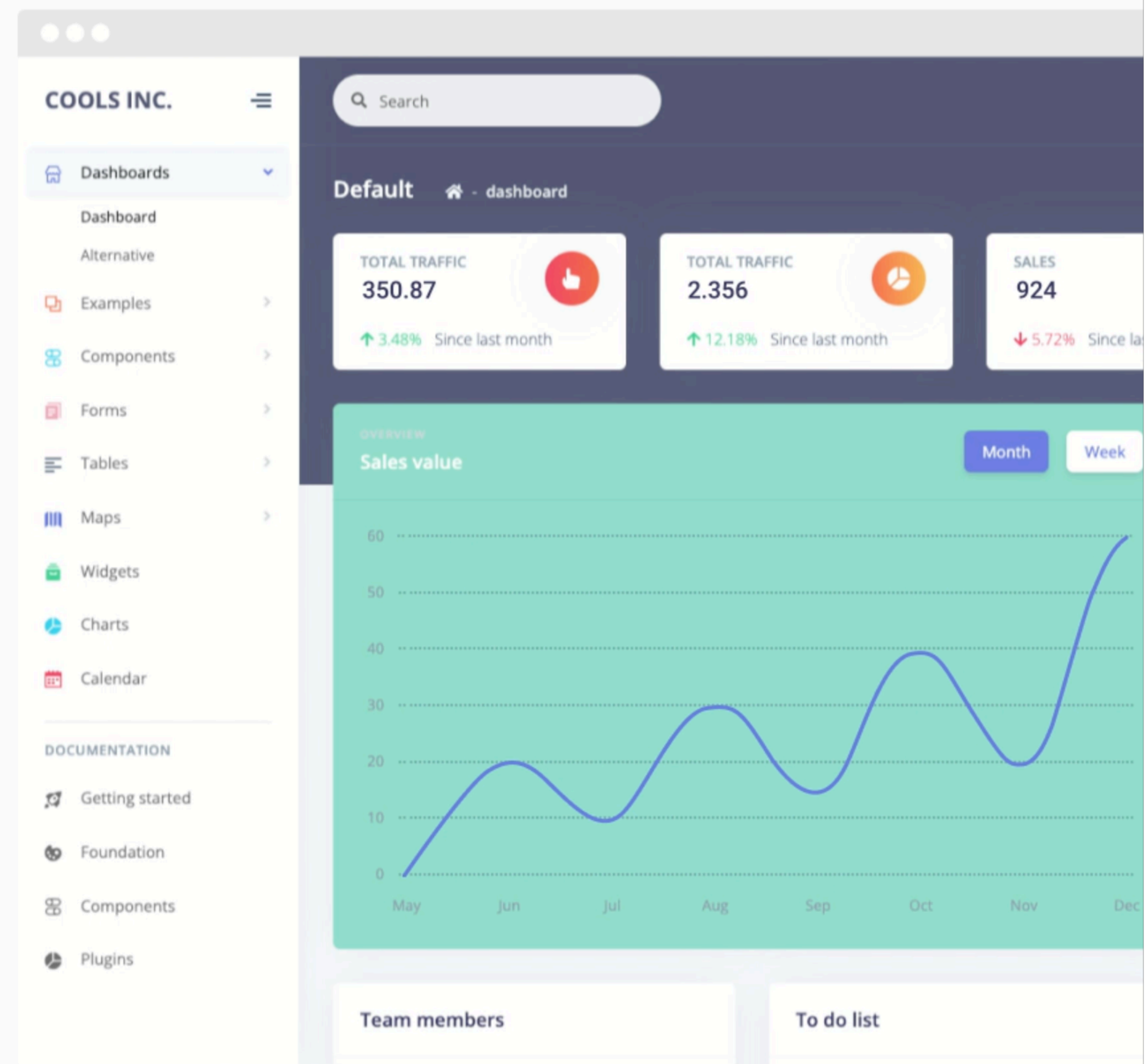
CONVERSION RATE

+150%

EARNING PER CLICKS

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!

Use Cases



Sponsored widget Dyson x BFM

Campaign selected by the publisher and built by COOLS team to generate additional revenue through its 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 % |
| ✓ GMV = 2 748 € | ✓ CVR = 0,48 % |



Sponsored widget Samsung x BFM

Campaign selected by the publisher and built by COOLS team to generate additional revenue through its 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 % |



Sponsored widget Nike x BFM

Performance campaign selected by the publisher and built by 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 |
| ✓ 1 101 clicks | ✓ CTR = 0,14 % |
| ✓ GMV = 1 254,37 € | ✓ CVR = 1,32 % |



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, ...).

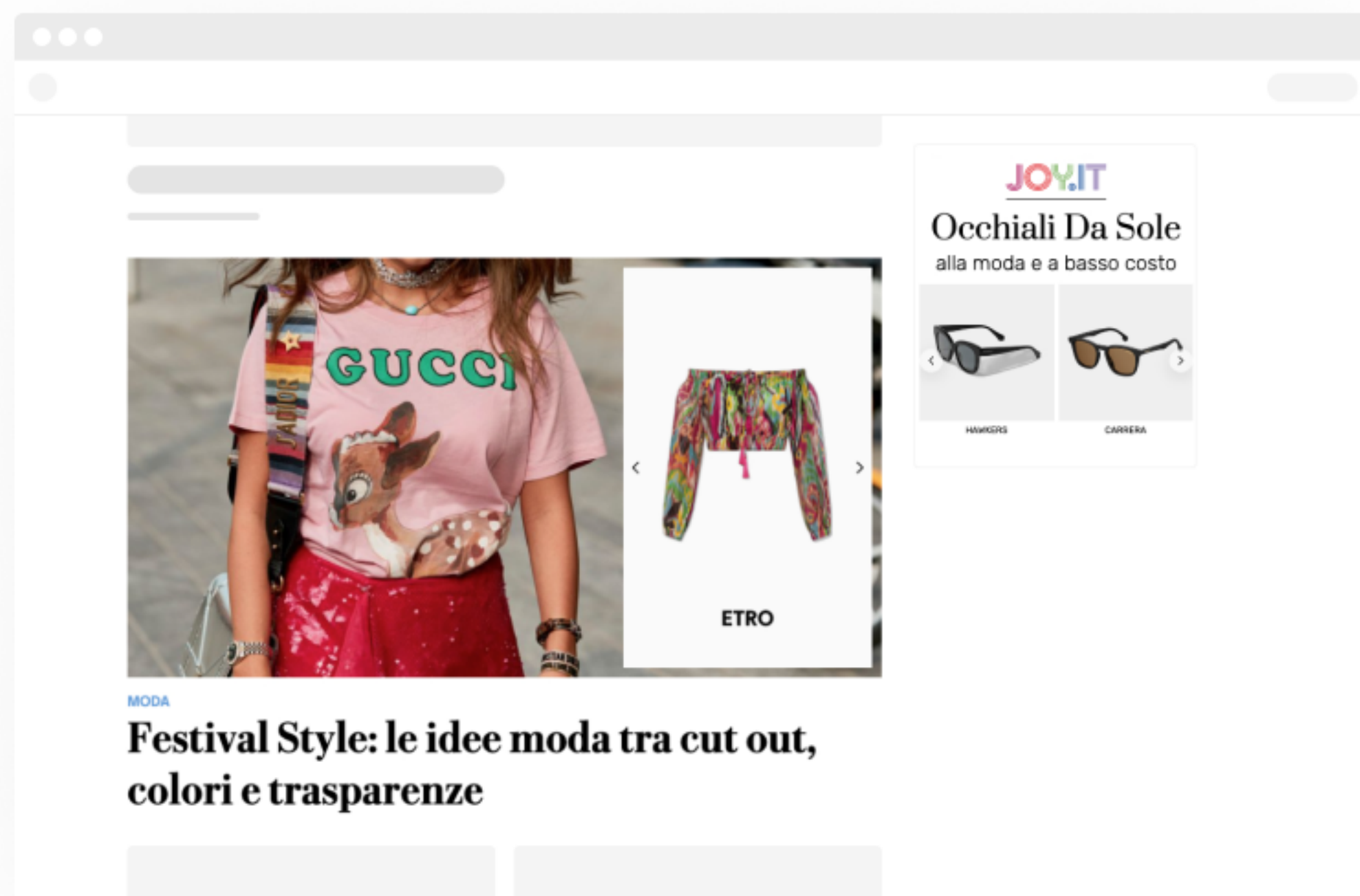
The widgets bring contextual shopping suggestions in accordance with the content of the section where the reader is.

Invitata a un matrimonio?

- ✓ 2 869 873 imps
- ✓ Network GEDI
- ✓ 61 149 clicks
- ✓ CTR = 2,1%

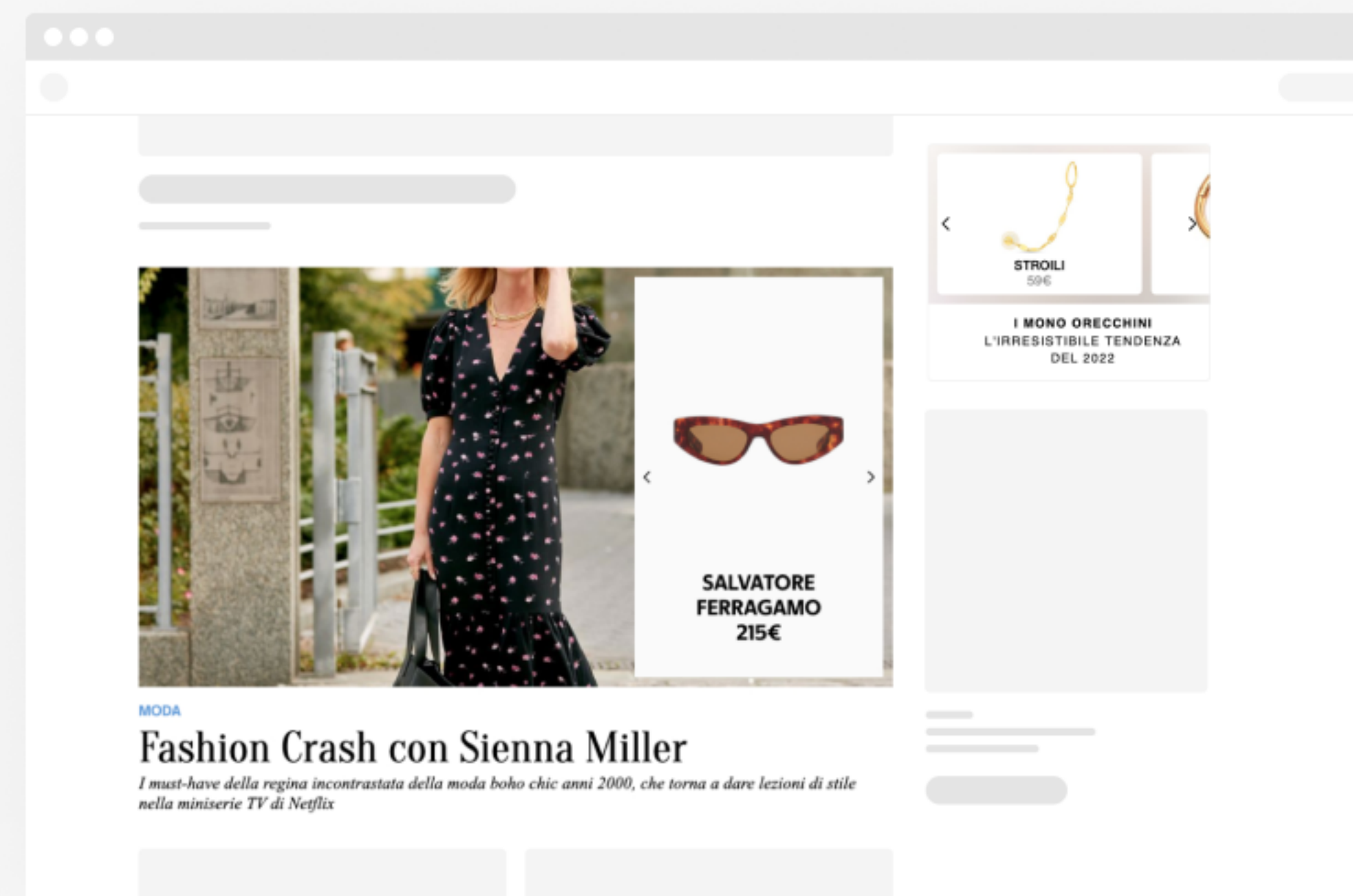


Editorial widget example



Festival Style

✓ 2 112 890 imps ✓ Network GEDI ✓ 22 694 clicks ✓ CTR = 1,1%



Fashion Crash con Sienna Miller

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

Editorial widget example

Le scarpe must-have

✓ 3 189 532 imps

✓ 40 191 clicks

✓ Network GEDI

✓ CTR = 1,3%



Sponsored widget Grünland

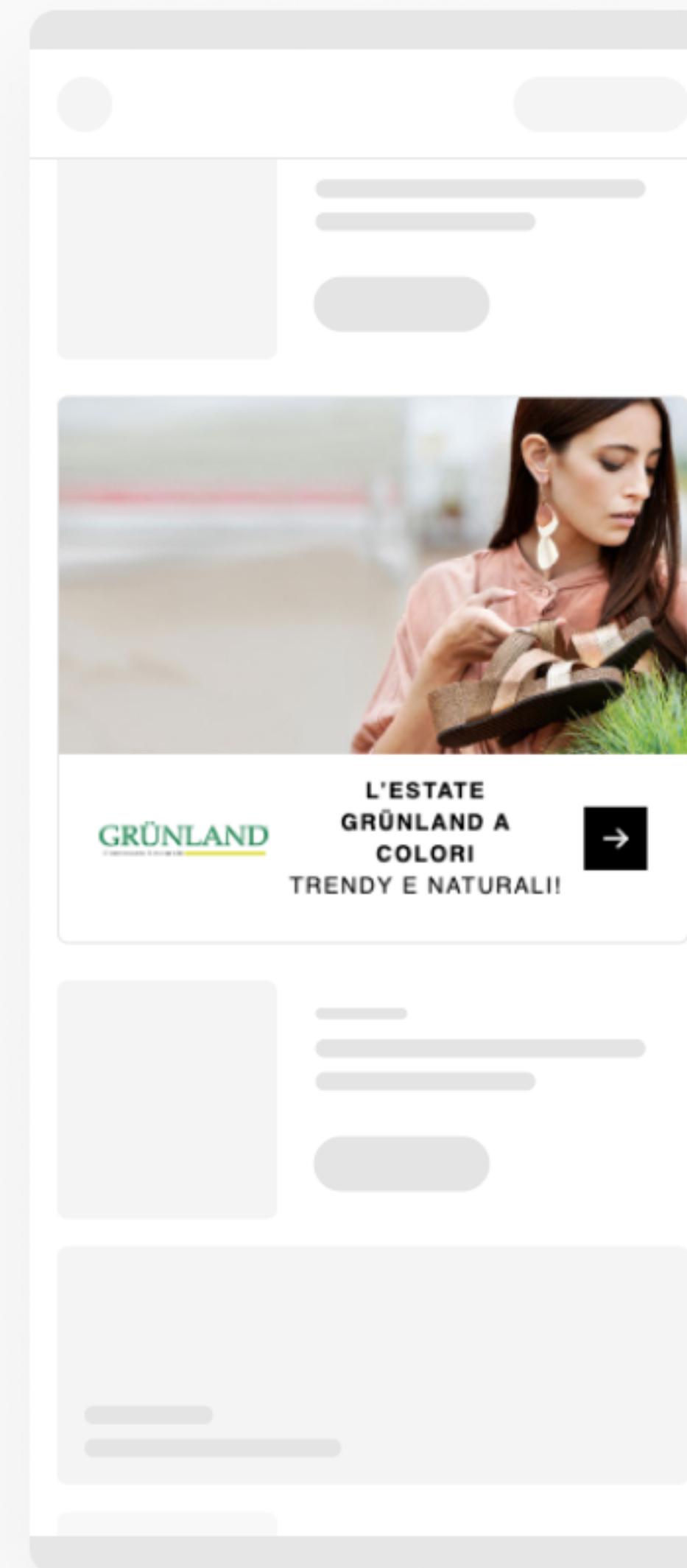
A desktop and mobile shopping campaign to build the brand consideration and promote the new summer collection made entirely by natural and sustainable products.

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
- ✓ 1 740 882 imps
- ✓ 11 111 clicks
- ✓ GEDI's network
- ✓ CTR = 0,63%



Sponsored widget Mandarina Duck

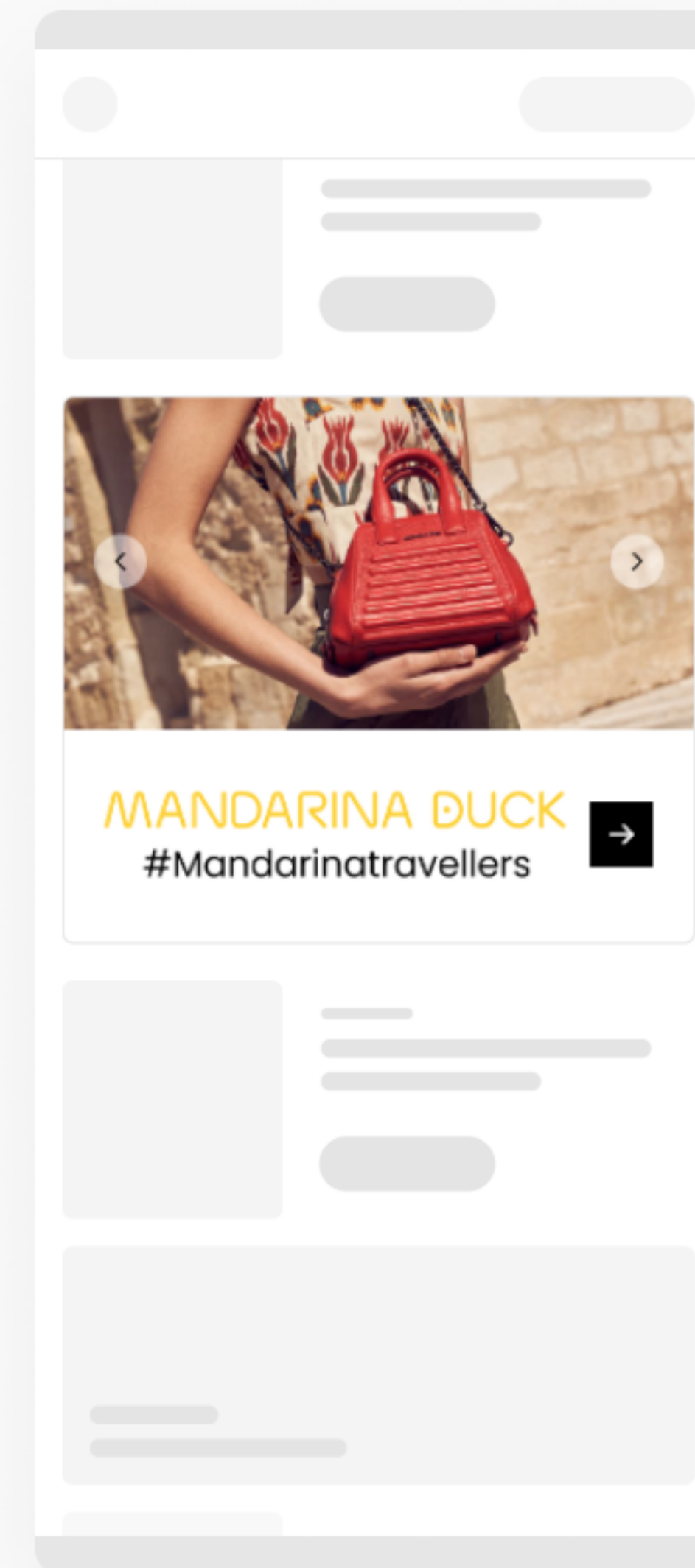
Build a desktop and mobile shopping campaign to promote the new travel collection of the brand and its social media claim.

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
- ✓ 6 000 clicks
- ✓ GEDI's network
- ✓ CTR = 0,59%



THE COOLS GROUP INC.

OLIVIER VAN THEMSCHE, C.E.O.
MOB: +1 917 767 4764
EMAIL: OLIVIER@COOLS.COM

ALEXIS MORÉLOT, BUSINESS DEVELOPMENT DIRECTOR
MOB: +33 6 81 35 17 14
EMAIL: ALEXIS@COOLS.COM

122 EAST 42ND ST. STE 4300, NEW YORK, NY 10168
106 BD HAUSSMANN, 75008, PARIS
WWW.SHOPCOOLS.IO

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