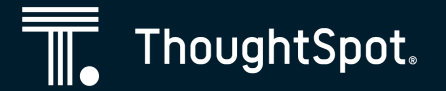


BEYOND.2022



Leading your SaaS Startup with analytics for everyone



Kiyoto Hirai
Founder & CEO
Tangerine, Inc.



Daniel Barankin
CEO
6ix

BEYOND.2022



Transforming Legacy Retailers to Data Driven Organization

How Tangerine takes advantage of ThoughtSpot Everywhere to enhance its Store360 BI capability



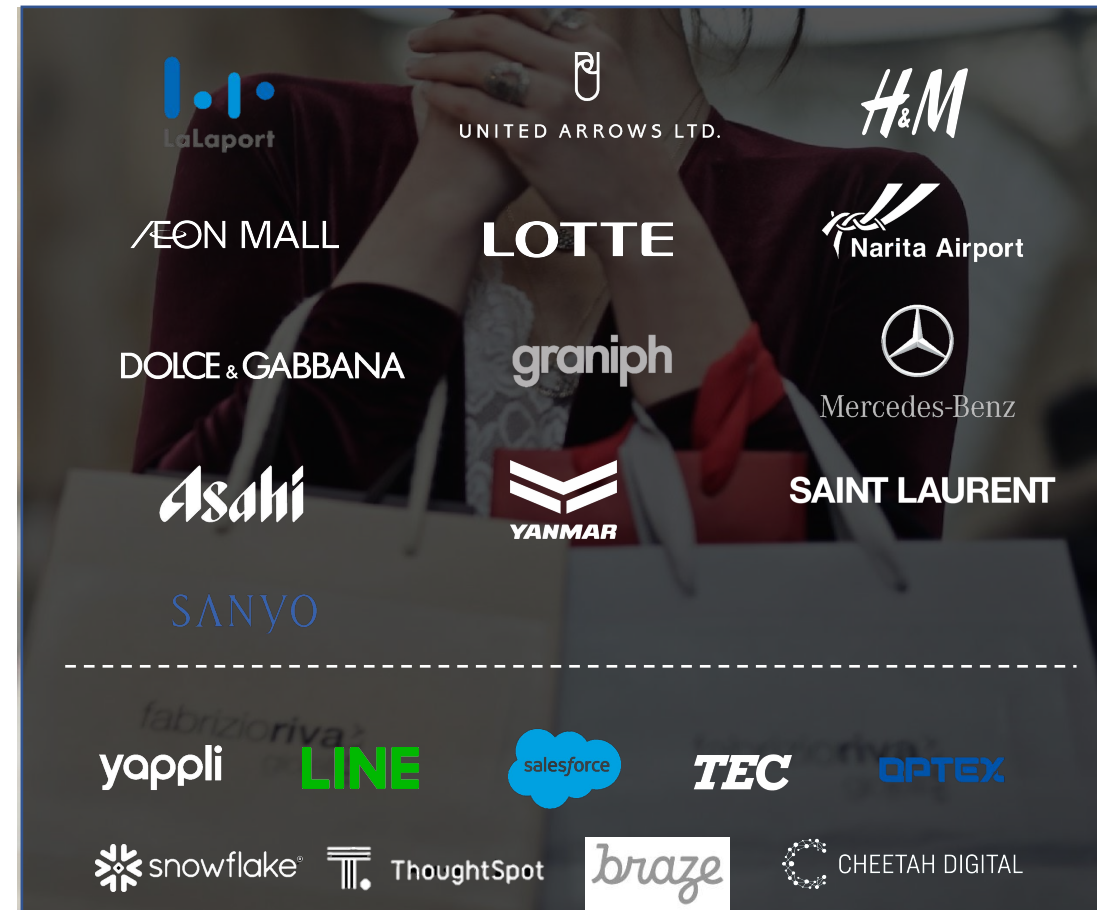
Kiyoto Hirai
Founder & CEO
Tangerine, Inc.

1. **About Tangerine**
2. **Store360 Product Overview**
3. **Challenge in BI Enhancement**
4. **Store360 with ThoughtSpot Everywhere**
5. **Current Pilot Projects**

About Tangerine

About Tangerine

Tangerine helps retailers enhance their **In-Store Consumer Experience** with Digital **Sensing** and **Analytics** technology at scale



Store360 Product Overview

90% of Consumer Spending Still Occurs in Brick & Mortar

However...

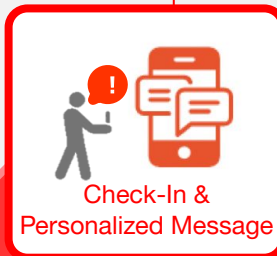
- No solid solution for InStore User Experience
- Offline Data Analytics not widely adopted



Store360 InStore Experience & AI based Analytics Platform

Store360 is a SaaS based Offline Data Platform
which helps Retailers better engage with customers while they are in physical store

Essential InStore User Experience Modules

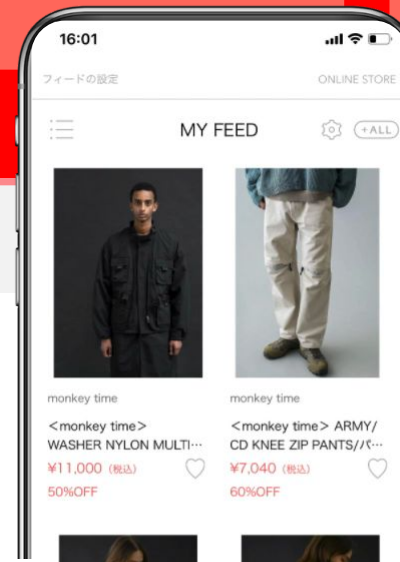


Offline Store Analytics

Store360 UX

Store360 Insight

Retailer Apps



| UX 1: On Visit Personalized Communication

Various Messaging when arriving store

Enable delivering personalized greeting and in-store services based on user attribution and past visit history

Store360 UX

Customer Data

Store Visit History

Weather

2022 SS COLLECTION Campaign (2022/02/01 – 2022/03/31)

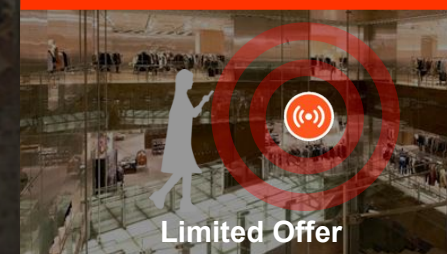
1st Time Visit



2nd Time Visit



3rd Time Visit



UX 1: On Visit Personalized Communication



InStore Only Coupon

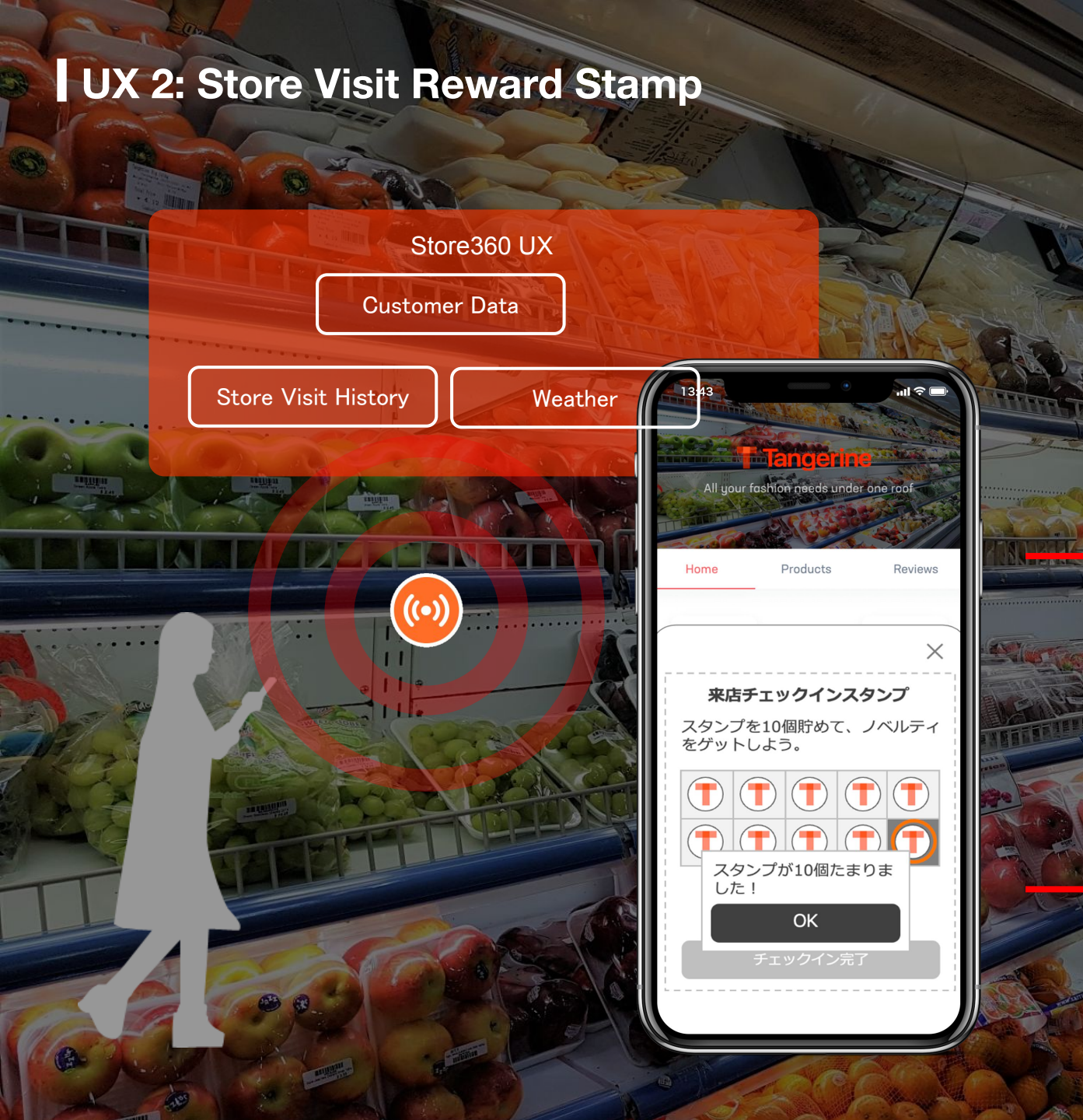


InStore Campaign



Weather Driven Promotion

UX 2: Store Visit Reward Stamp



Store Visit Royalty Reward Stamp

Automatically issue store visit royalty stamp increasing
Retailers App usage while in Store

① Redeem for Coupon

×

来店チェックインスタンプ

スタンプを10個貯めて、ノベルティをゲットしよう。

1	2	3	4	5
6	7	8	9	10

現在の店舗
Tangerine 表参道ヒルズ店

チェックイン完了

クーポン一覧

Tangerine

SPECIAL COUPON

ご使用の際は各店舗のスタッフにお尋ね下さい。

このクーポンを使う

② Redeem with Store Points

×

来店チェックインスタンプ

スタンプを10個貯めて、ノベルティをゲットしよう。

1	2	3	4	5
6	7	8	9	10

現在の店舗
Tangerine 表参道ヒルズ店

チェックイン完了

500ポイント
GET

UX 3: Check Store, Buy Online

Store360 UX

Scan Fav Items

Scan items of your interest

+

Customer Data

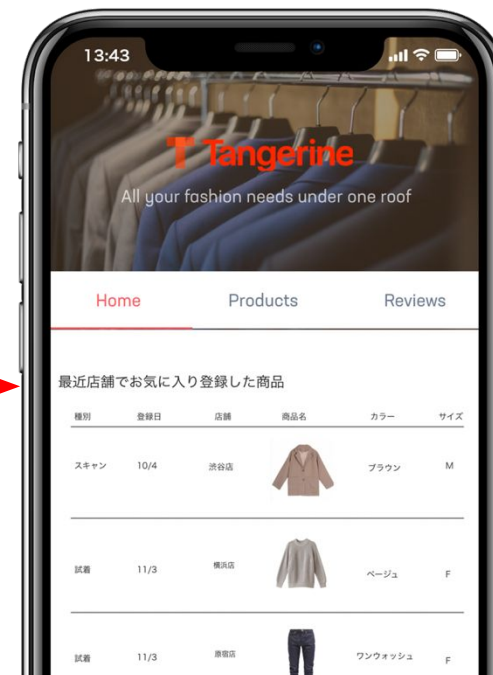
Store Visit History

Weather

Check fav items at Store
Buy Online

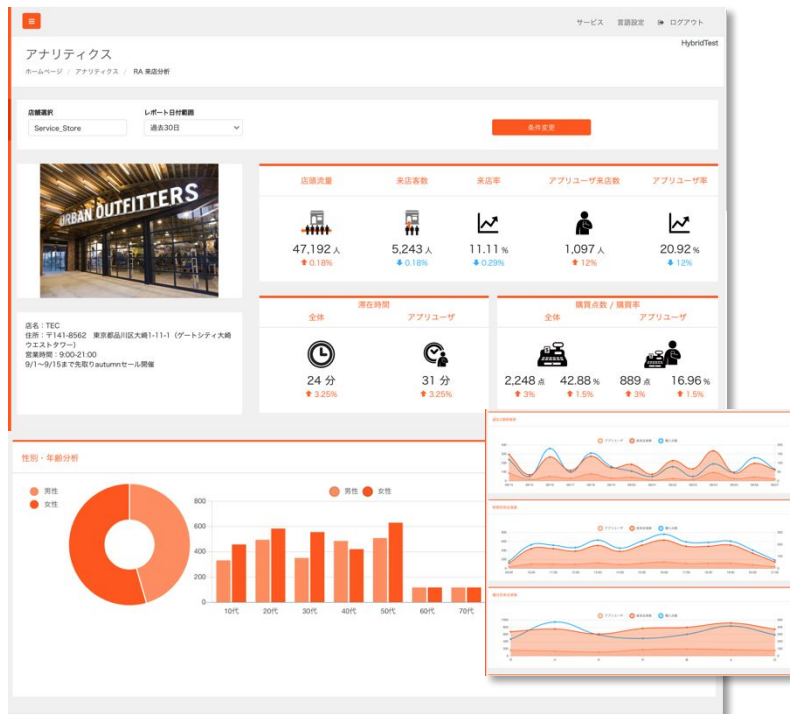
Online Store

Buy



We have Cool BI Dashboard Built In House

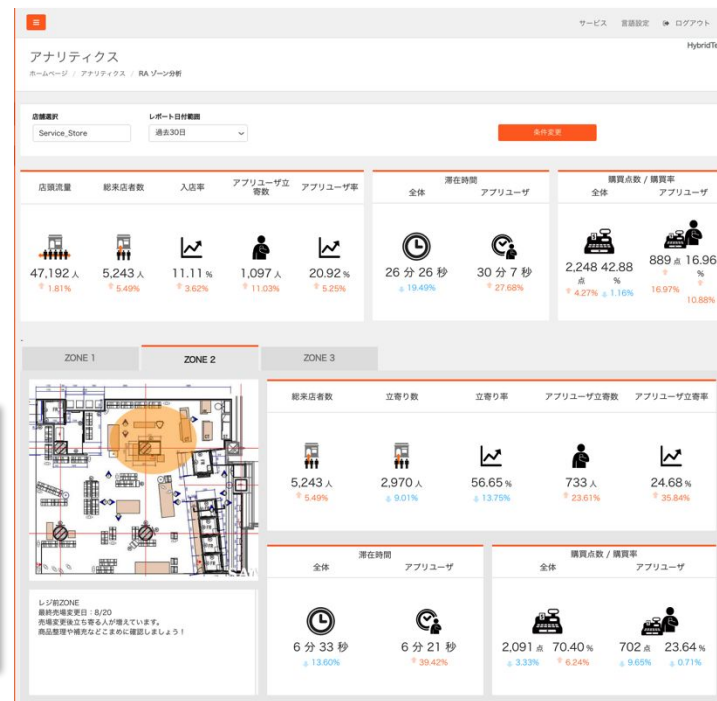
Store Analytics



Store Analytics

- Store Visit / Storefront Traffic / Dwell Time
- App User Visit / Dwell Time
- Purchase Customers / Purchase Unit #/ Conversion Rate
- Daily / Week Of Day / Time of Day Graphs
- Customer Demo (Age / Genders)
- Push Notification Total Count / Open / Conversion

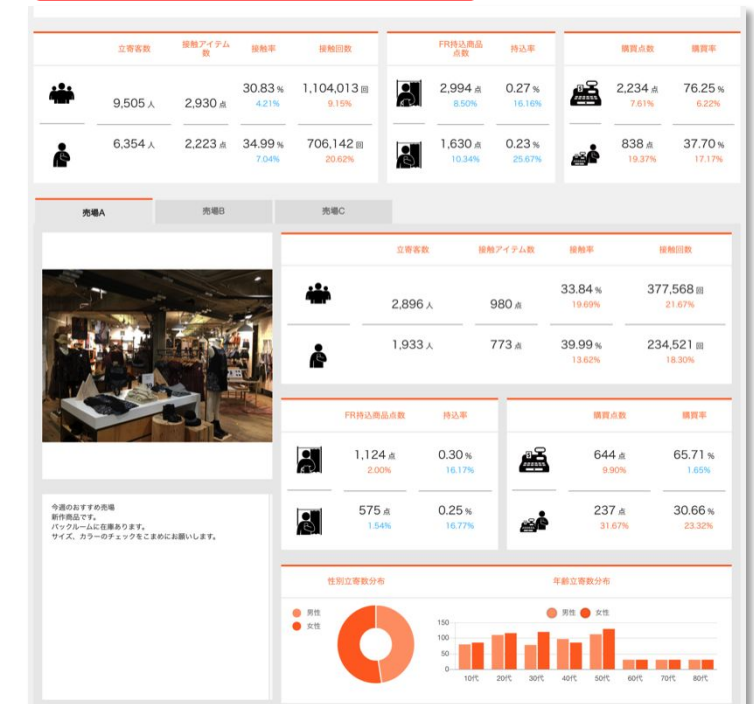
ZONE Analytics



Zone Analytics

- Zone Visitors / Zone Dwell Time
- App user Zone Visitors / Dwell Time
- Zone Customer Demo

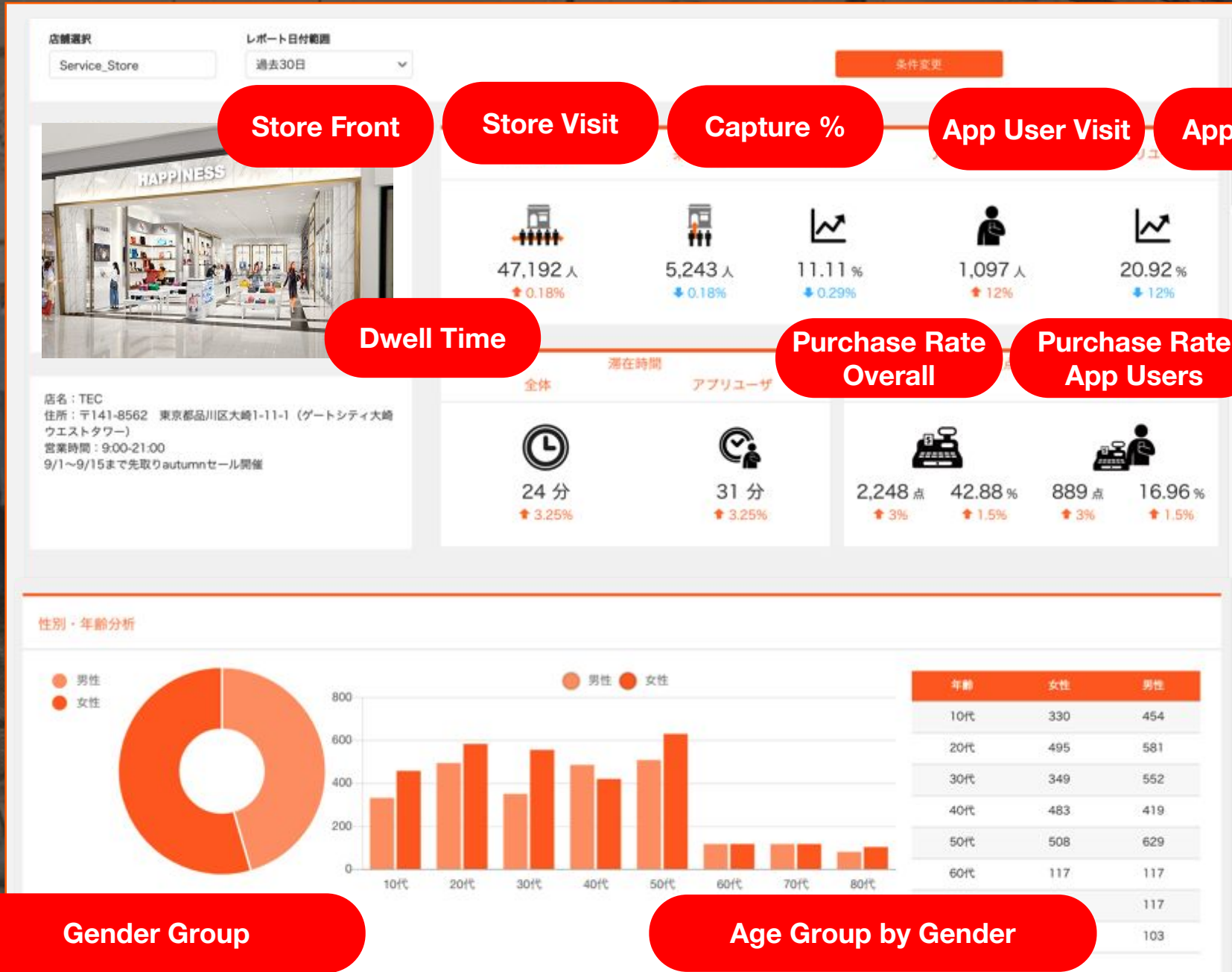
Display Analytics



Display / VM

- Display Visit Count / Dwell Time
- Display Customer Demo
- Item Touch Count / Rate
- Dressing Room Conversion
- Buy Rate

Analytics – Basics



Analytics – Store by Store Analysis

Store Front

Store Visit

Capture %

Dwell Time

Purchase #

Purchase Rate

1～22件目表示 (全22件 中)

店舗名	店頭流量	来店客数	来店率	滞在時間	購買者数	購買率
静岡バルシェ店	52,435	5,663	10.8%	20分	181	3.2%
金沢Rinto店	34,256	6,132	17.9%	14分	153	2.5%
越谷イオンレイクタウンK A Z E店	23,458	2,393	10.2%	14分	60	2.5%
表参道店	76,536	12,093	15.8%	21分	387	3.2%
立川ルミネ店	87,658	15,691	17.9%	12分	392	2.5%
神戸三宮センタープラザ店	23,457	3,753	16.0%	12分	120	3.2%
町田東急ツインズ店	45,325	7,161	15.8%	12分	179	2.5%
横浜赤レンガ倉庫店	13,245	2,093	15.8%	12分	22	1.0%
横浜丸井シティ店	65,324	10,321	15.8%	13分	107	1.0%
札幌バセオ店	12,344	2,210	17.9%	14分	55	2.5%
有楽町丸井店	65,432	7,067	10.8%	12分	226	3.2%
新宿ルミネエスト店	12,245	931	7.6%	12分	11	1.2%
心斎橋店	32,344	3,881	12.0%	12分	97	2.5%

Store by Store
Analysis

Analytics – App Users InStore Engagement

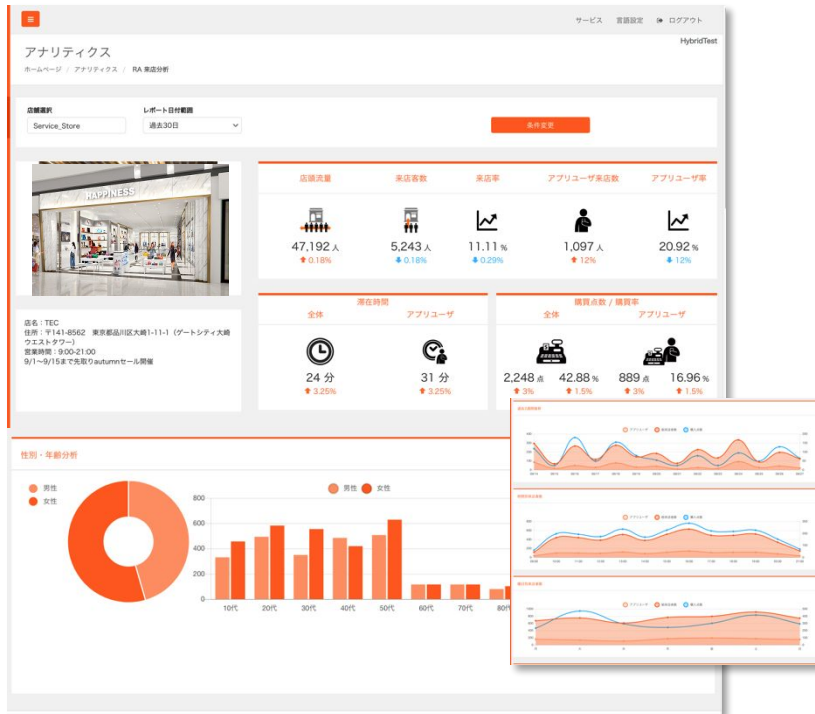


A woman with long dark hair is looking at a denim jacket she is holding up in a clothing store. The jacket has a large tear on the lower left side. In the background, there are more clothes on hangers and three modern pendant lights hanging from the ceiling.

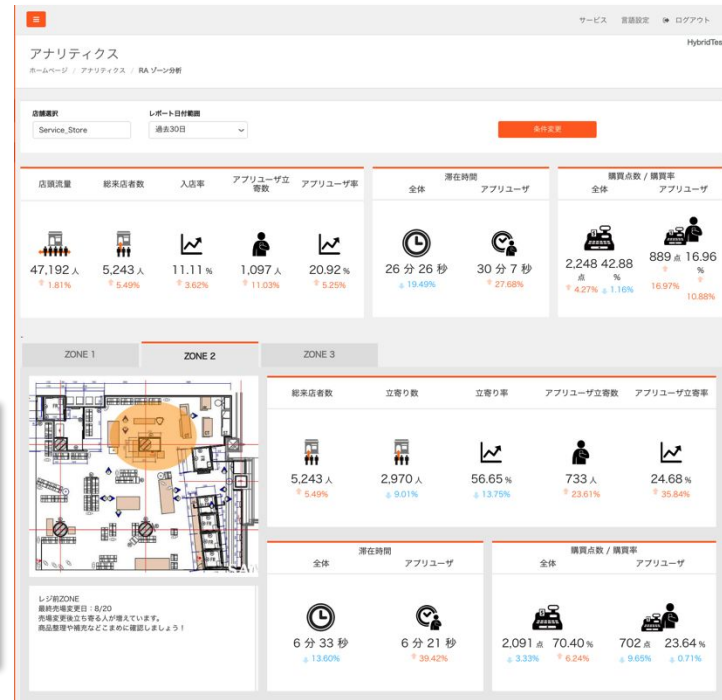
Challenge : Enhance BI Capability

We have Cool BI Dashboard Built In House

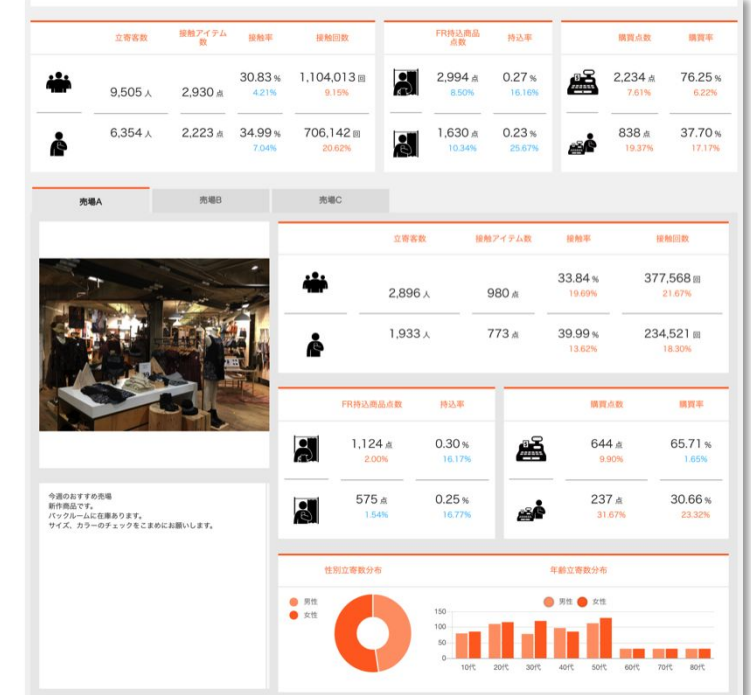
Store Analytics



ZONE Analytics



Display Analytics



Challenge

We have Cool BI Dashboard Built In House

- Home-grown Dashboard
- Need More Flexibility, Quicker Insight
- Lower Usage – yet High Maintenance Cost....

Value of our offline data significantly increases when cross-referenced with other key data such as POS, Weather, Ad/Marketing, etc.

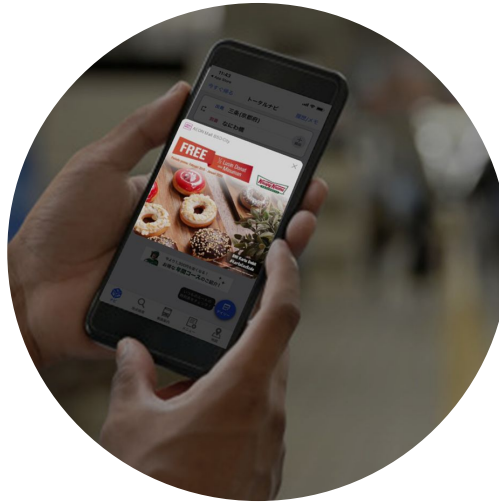
Need flexible, intuitive, easy to use, cost friendly BI capability not only for power user Data Analyst but also non scientist users such as store managers and staffs

Requirements:



Visualization

Our customers know they have valuable offline data to analyze. They need **flexible/easy to use but powerful BI solution** that meets vast requirements for BI capability



Quick Insight

Our customers need to **spend more time on Action planning rather than exploring Insight.**



Cost Efficiency

To help build data-driven retail organization, **BI capability must be provided to all layers of organization** – Management, Marketing/Sales to Store Operation – at an affordable cost

Why We Choose **ThoughtSpot Everywhere**

1. Best-In-Class



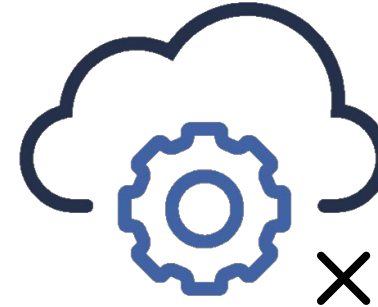
We can take advantage of industry proven leader BI solution with intuitive NLQ based reporting and AI assisted granular insights on demand

2. Quick to Deploy



ThoughtSpot Everywhere allows us to quickly embed robust BI capability into our cloud service.

3. No Maintenance



As ThoughtSpot is a SaaS solution, we can access to the always-latest and best BI capability.

4. Strategic Pricing



ThoughtSpot query based pricing model allows us to offer strategically affordable pricing, which also help our customer

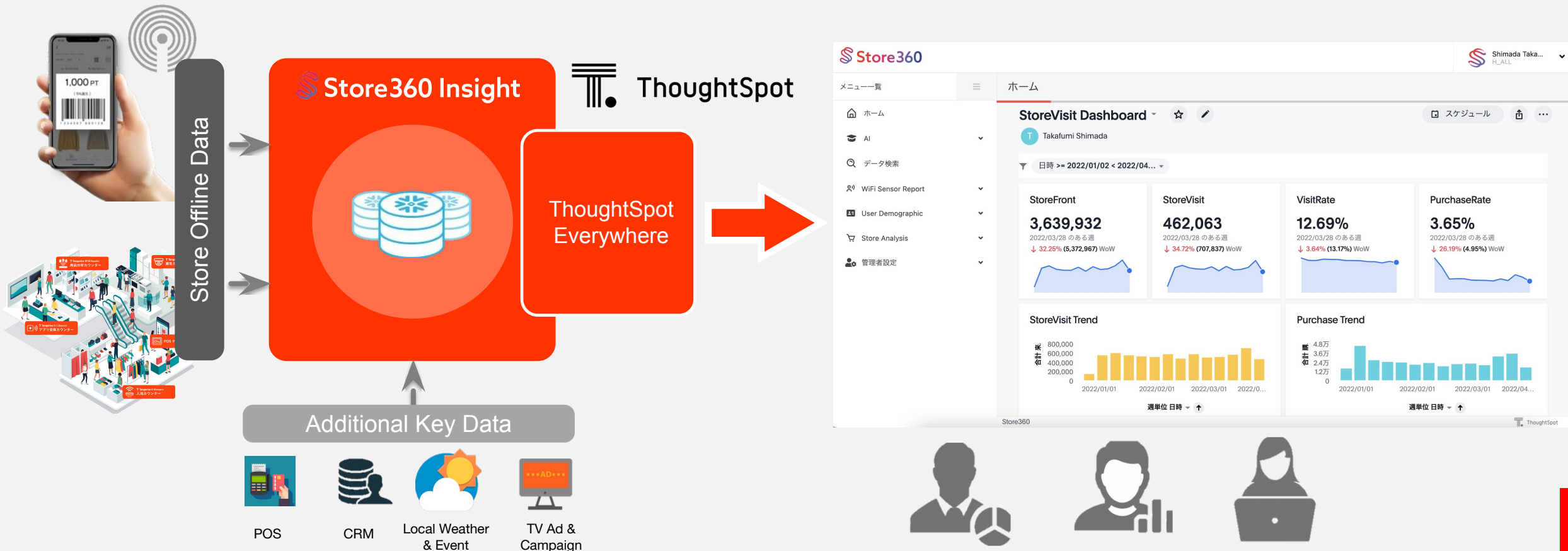
Allows Tangerine to focus on core value creation while satisfy customers' BI requirements

Help legacy Retailers transform to Data-Driven Organization at all level

Store360 embedded with ThoughtSpot Everywhere

Store360 now provides Compelling BI capability

Allowing retailers to analyze Store360 originated Offline Data along with various in-house data to provide **Superior Customer Experience** and build **Efficient Data-Driven Store Operation**.

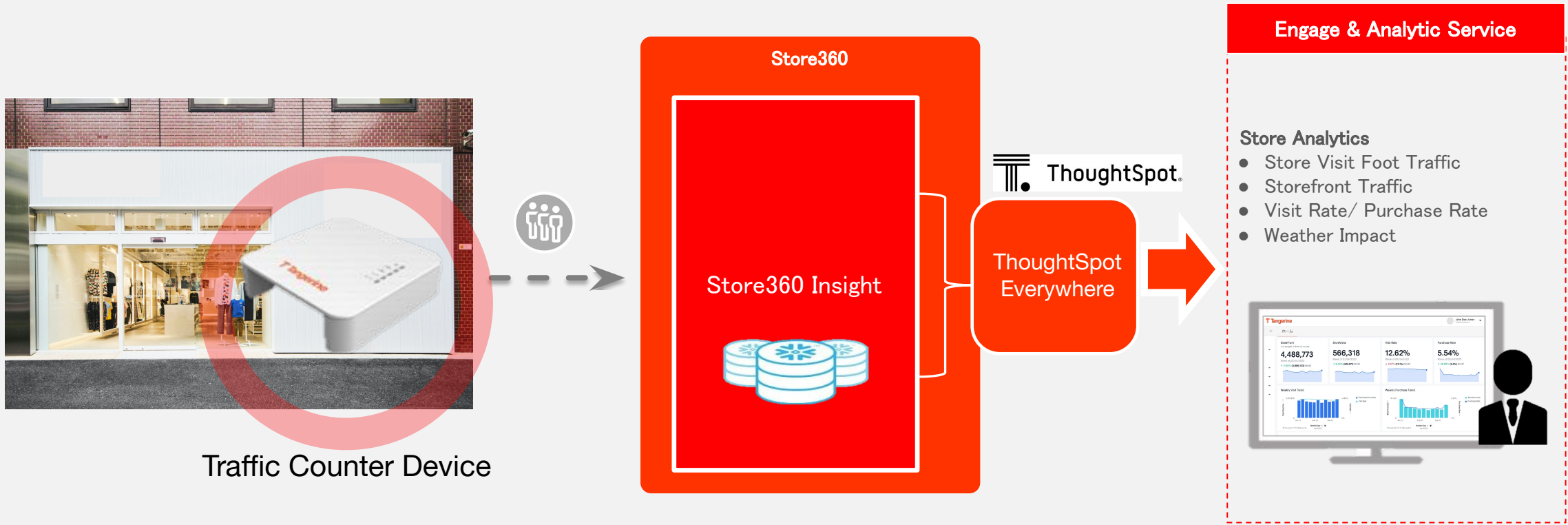


A woman with long dark hair is holding up a light blue denim jacket in a clothing store. She is looking at the jacket. In the background, there are other clothes hanging on racks and three modern pendant lights hanging from the ceiling.

Store360 + ThoughtSpot Everywhere Current Pilot Projects

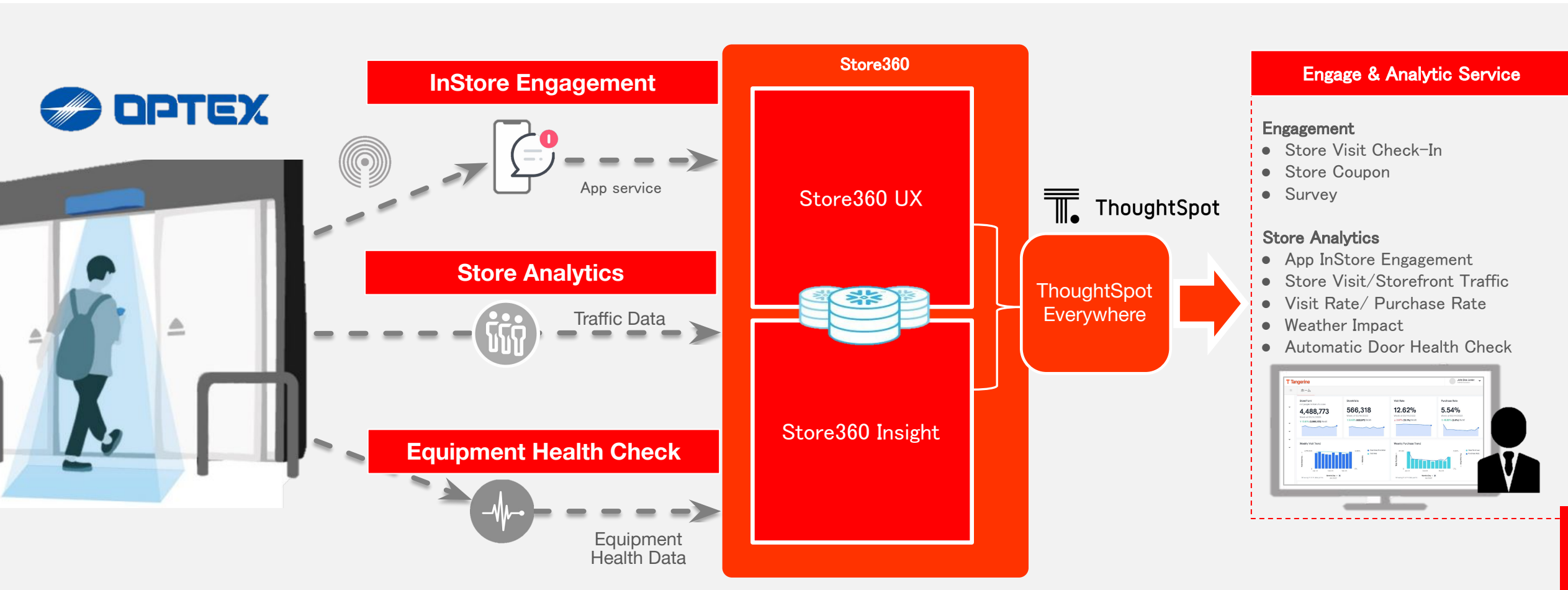
Store360 + ThoughtSpot Everywhere

provides Store Visit Analysis for
fast-growing apparel chain's more than 100 stores nationwide in Japan



Store360 + ThoughtSpot Everywhere

Integrated with beacon ready OPTeX^{*1} Automatic Door Sensors to provide **Instore Engagement**, **Store Visit Analysis** and **Door Health Check**



*1: OPTeX is leader in Automatic Door Sensor with 2M location in Japan, millions in US and EU

A woman with long dark hair is holding up a light blue denim jacket in a clothing store. She is looking at the jacket with a focused expression. The store has warm lighting and other clothing items are visible in the background.

Initial Feedback from Pilot Customers

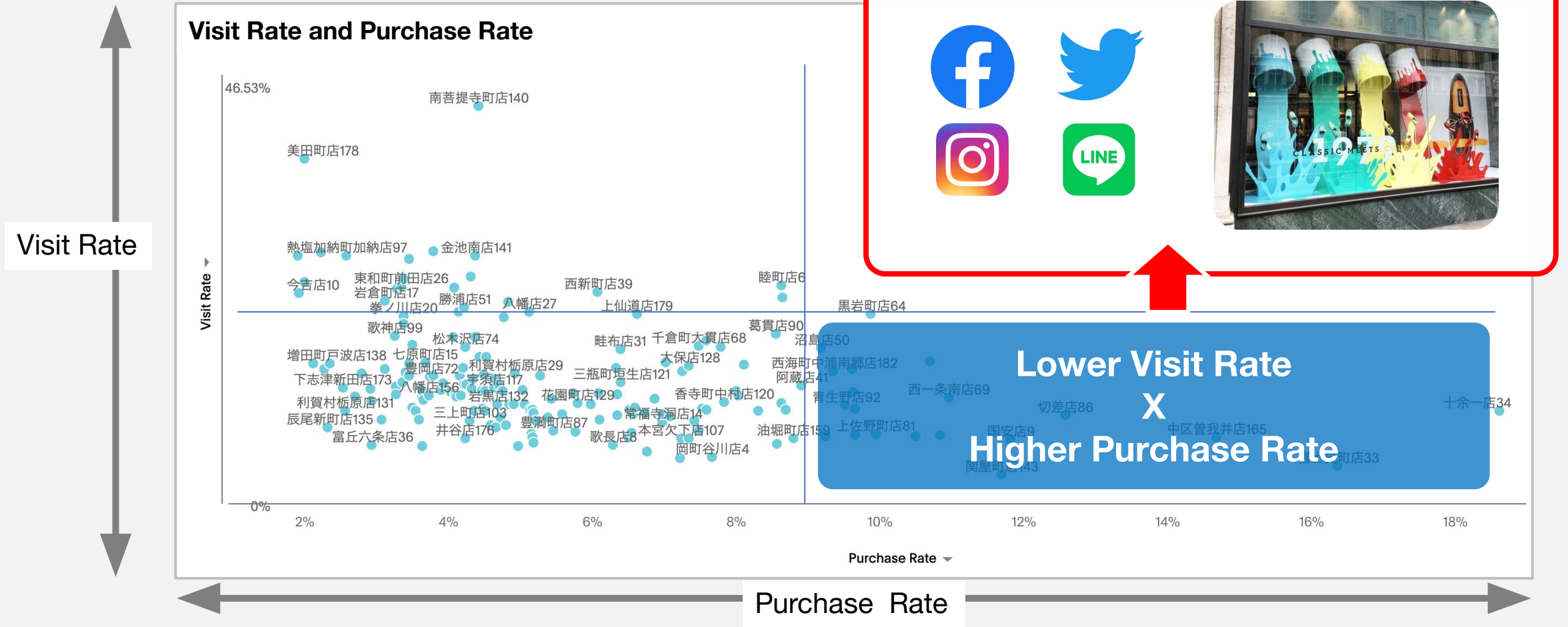
What Pilot Customer Likes : Visit Rate x Purchase Rate Analytics

- Stores by Store Visit Rate and Purchase Rate Analytics
- Intuitive to Identify Store Issues and Actions they should take



What Pilot Customer Likes : Visit Rate x Purchase Rate

- Stores by Store Visit Rate and Purchase Rate
- Intuitive to Identify Store Issues and Actions they can take



Get Valuable Insights in 5 secs rather than 1 Day

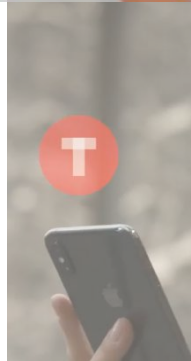
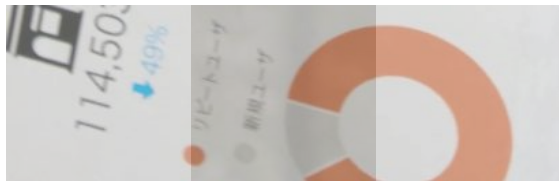


- ▼ "2020年03月" を含めない
- ▼ "2020年03月" のみ含める
- ↓ ドリルダウン
- ≡ ソースデータを表示

SpotIQ 分析

合計売上を編集





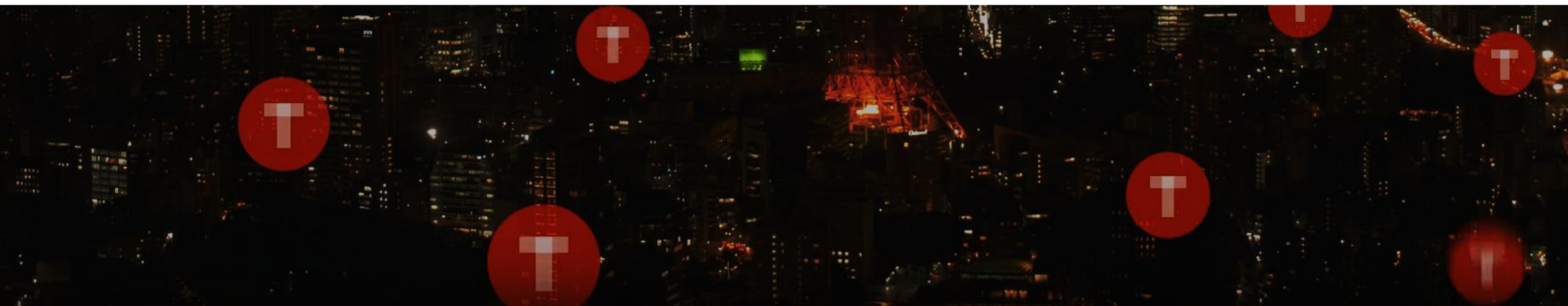
Tangerine

Tangerine株式会社

■TOKYO OFFICE: 〒106-0047 東京都港区南麻布3-19-13 22SKY BLDG. 302 / TEL:03-5953-7601 / FAX:03-5953-8862

■US OFFICE:2500 Broadway Building F, Suite F-125 Santa Monica, CA 90404

CONTACT:info@tangerine.io

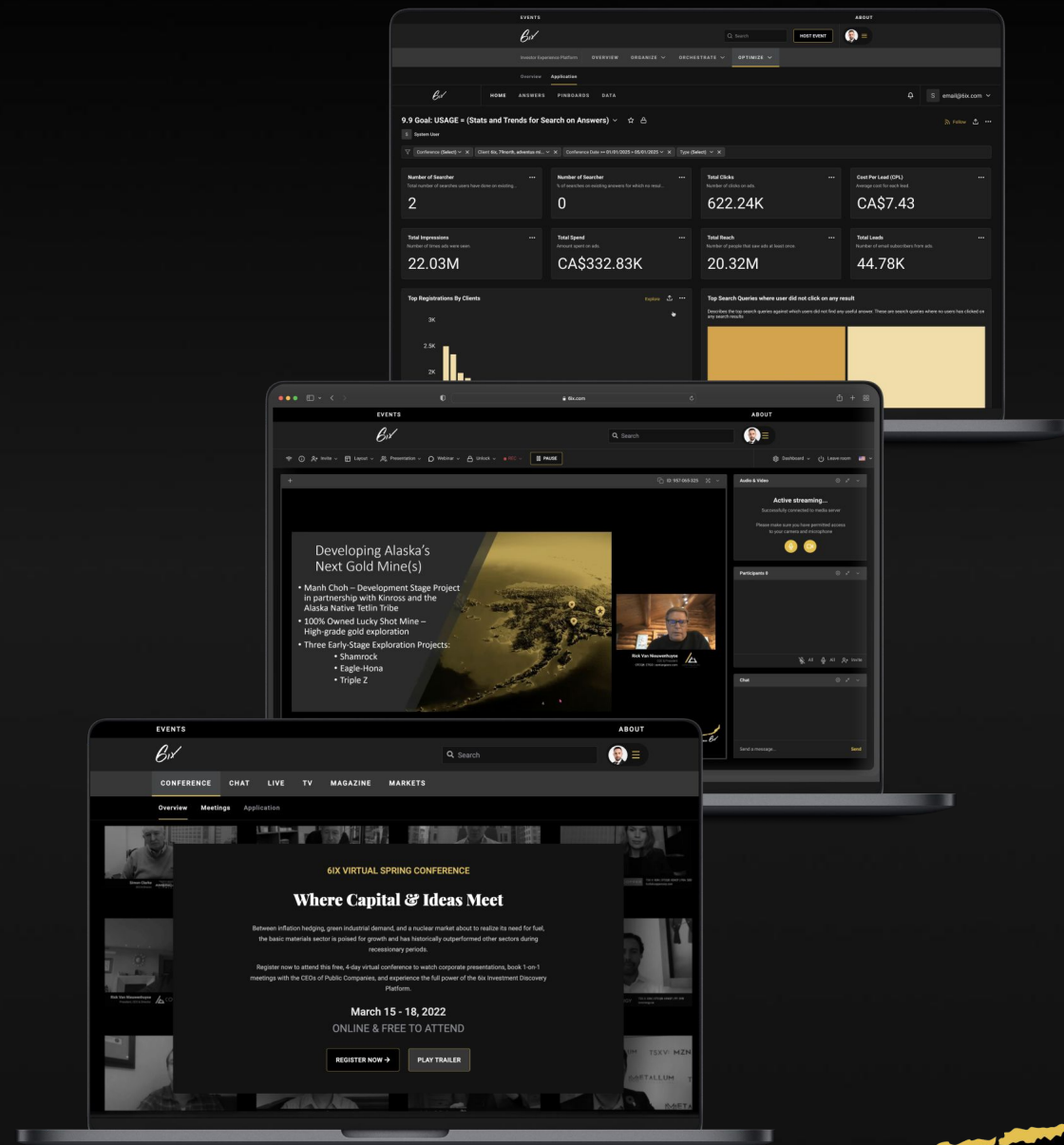




Empathy as a Competitive Advantage

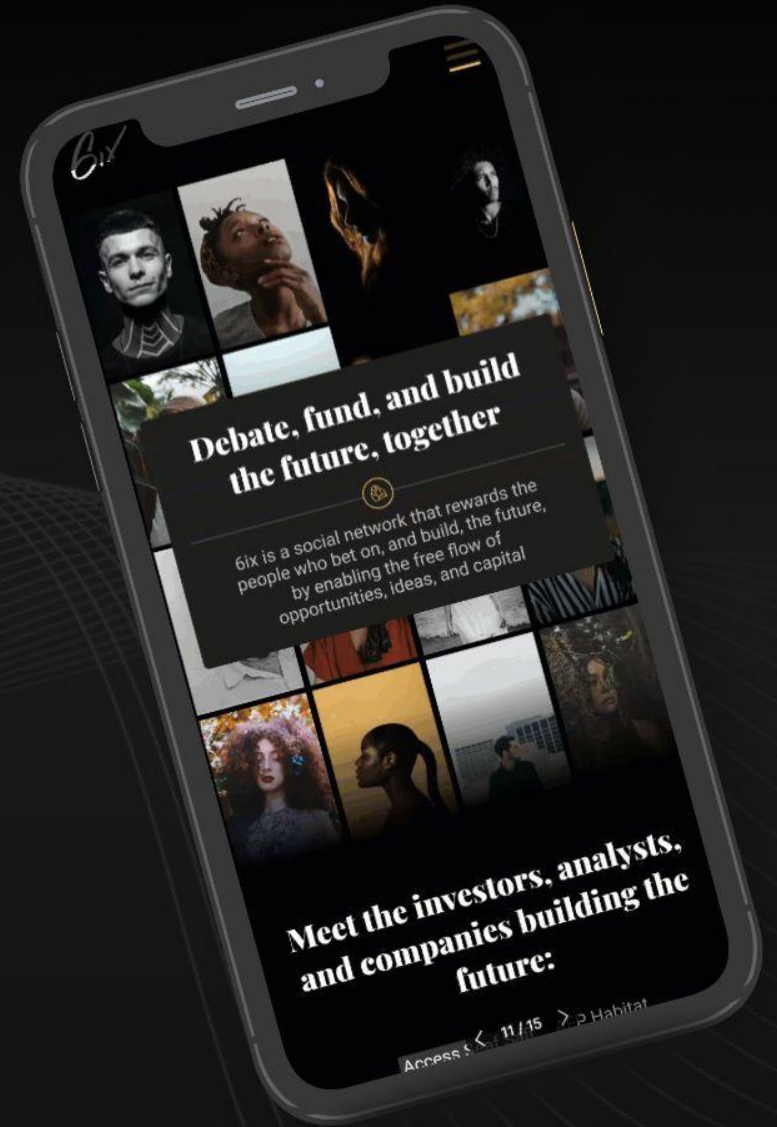
Join us on our mission to unlock social mobility on a global scale by empowering anyone from anywhere to invest in anything.

Beyond 2022

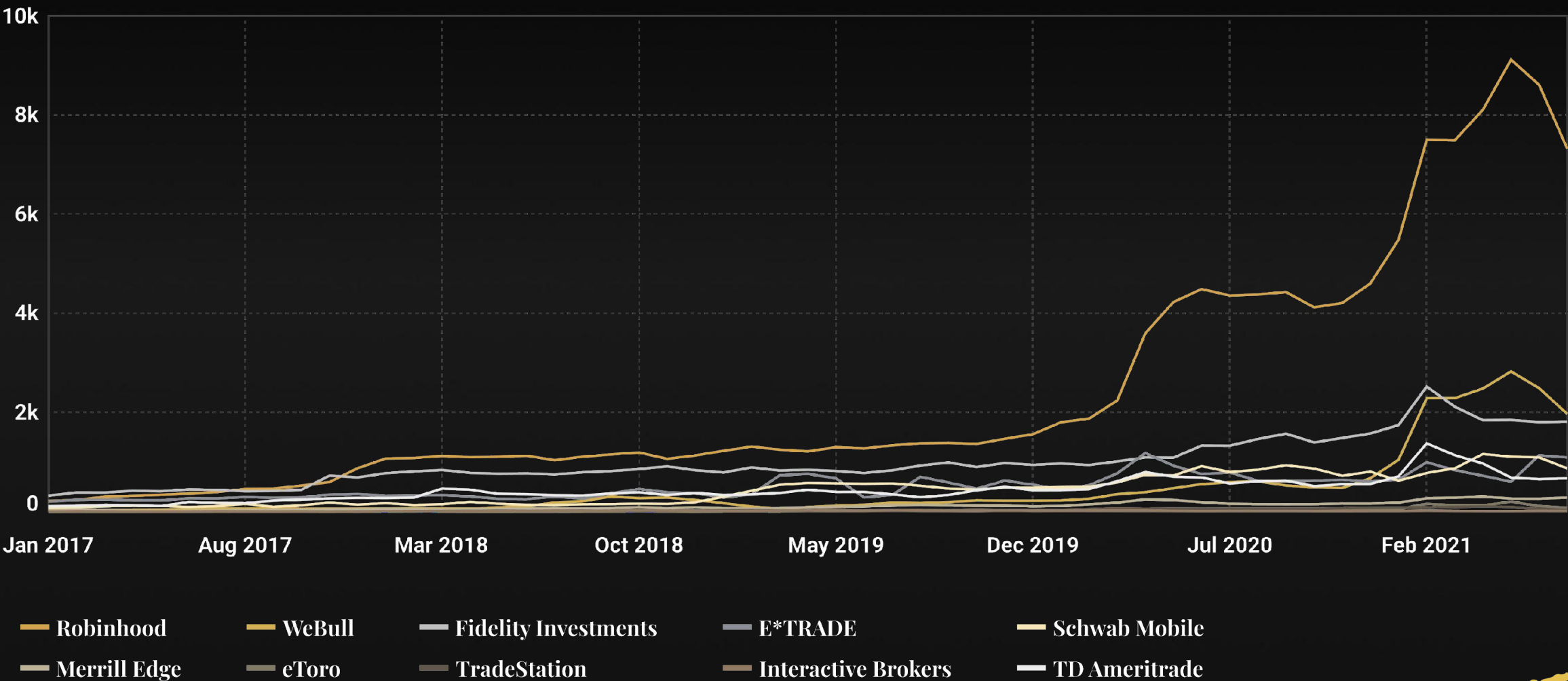


Welcome to a new era of investing

The mobile phone has become the world's most trusted financial advisor.



Monthly active users of the leading eTrading apps in the U.S. 2017-2021



Inflow to equities exceeds combined inflow of past 19 years

Rolling 12m flows to equities (\$bn)



Share of adults investing money in the stock market in the United States from 1999 to 2021



Millennials

are due to inherit the largest wealth transfer in history

- \$30 trillion over the next 30 years
- 70% intend to fire their family's financial advisor
- 67% of investors aged 18-40 invest in equities as their largest position

46%

of Gen Zers and millennials have used social media for investing information in the past month

22%

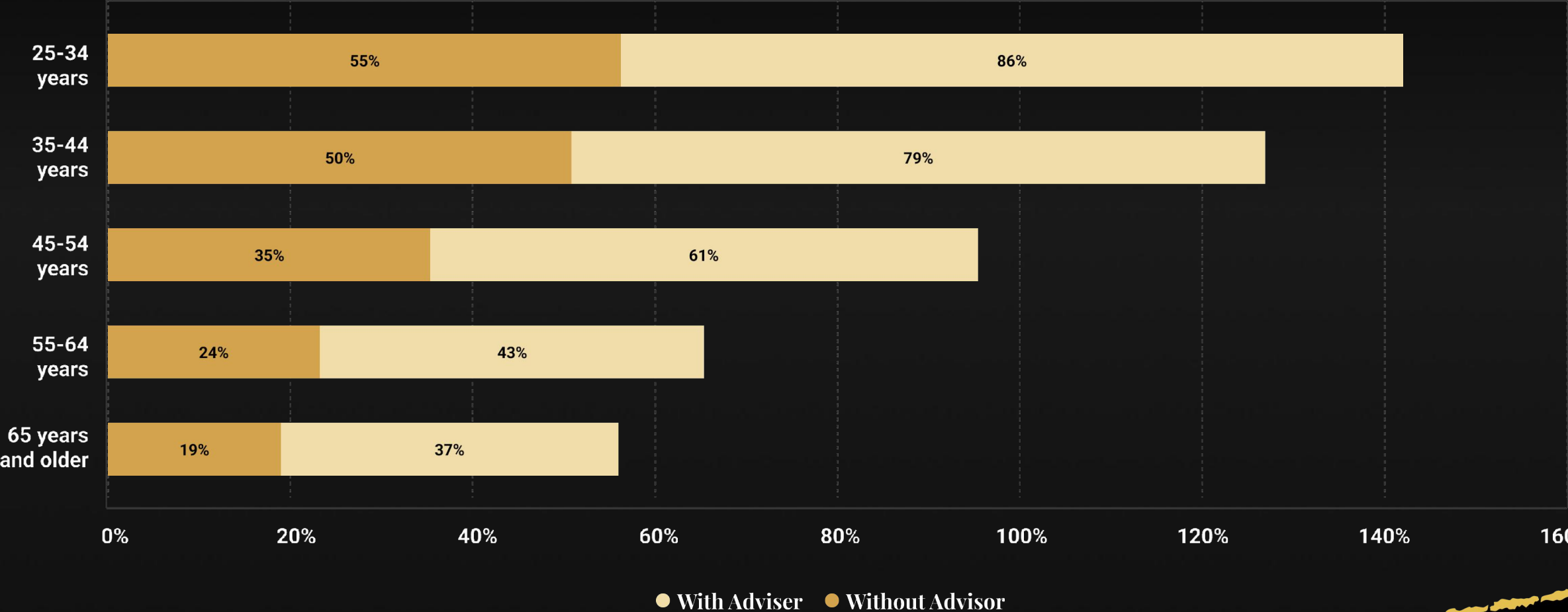
of young investors trade stocks at least once a week

6 in 10

Young Investors are part of online investment communities

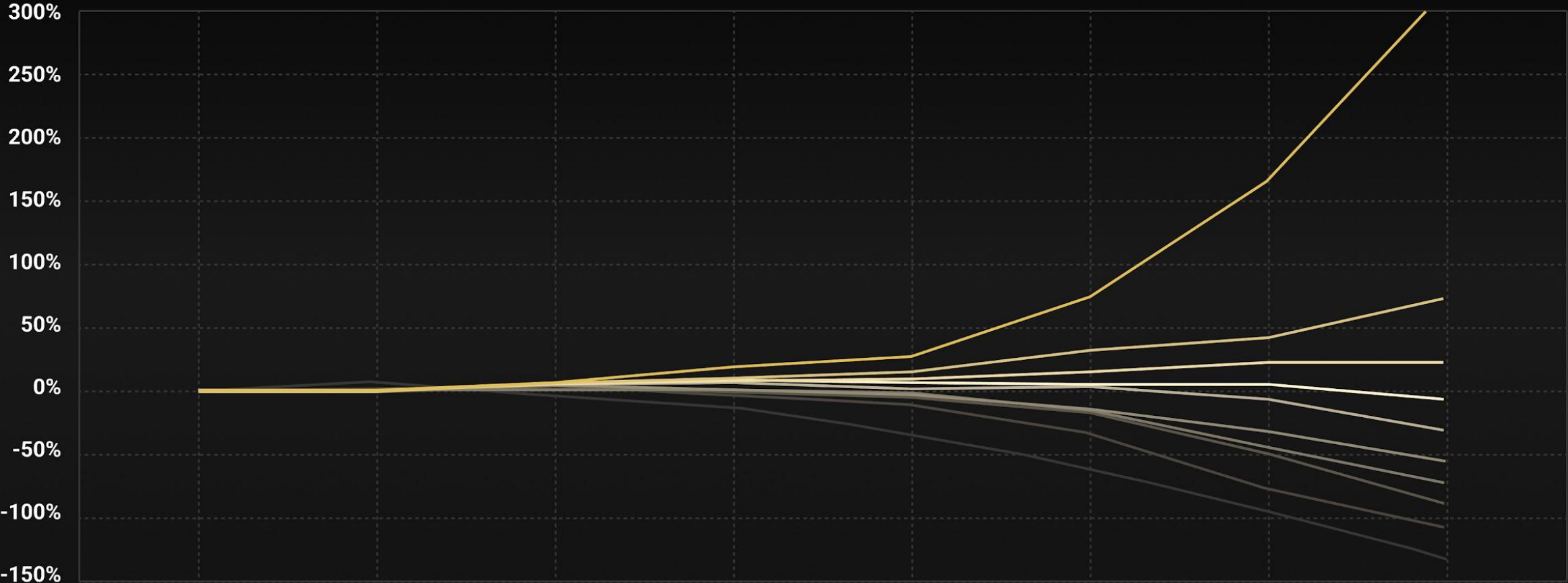
Interest in investing in new products among retail investors worldwide 2019, by age

Source: Greenwich Associates; CFA Institute



IPO returns post-IPO

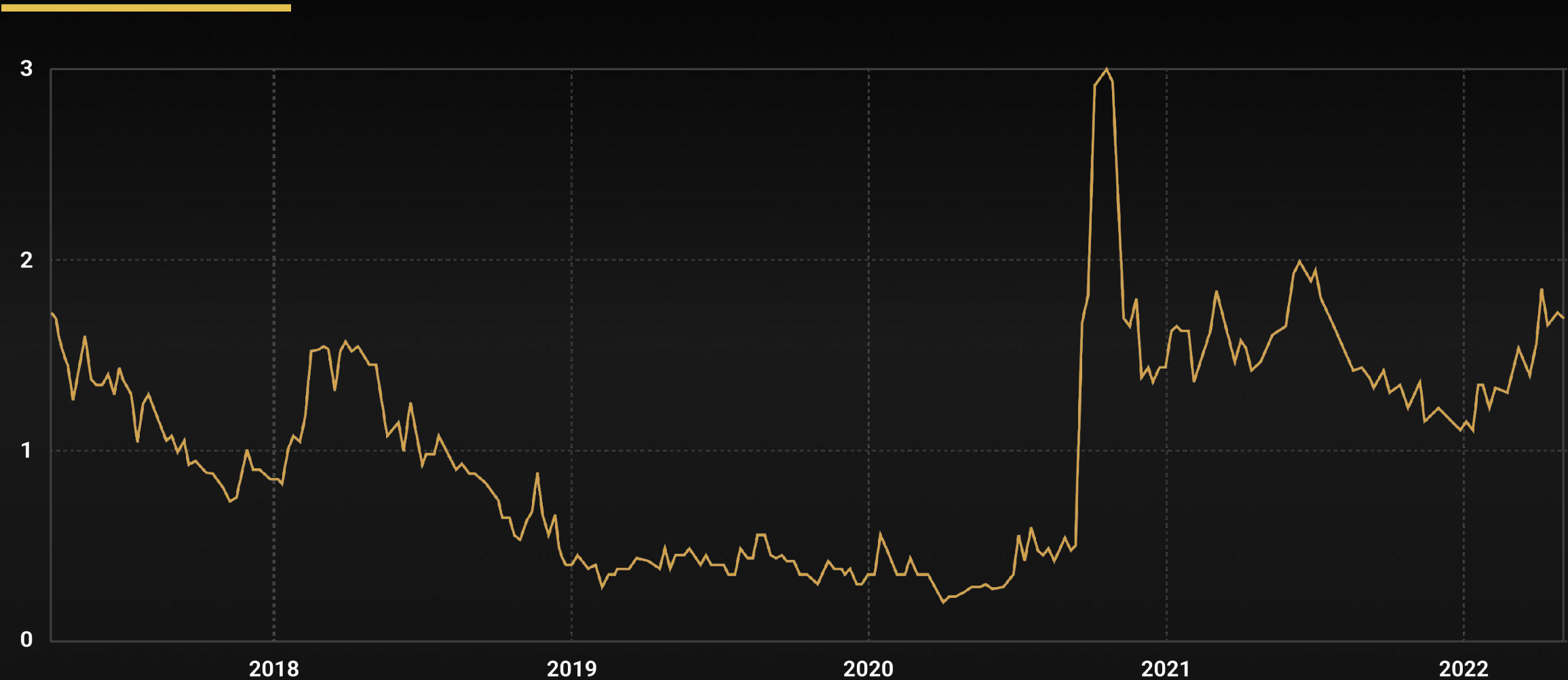
Source: FactSet, Nasdaq Economic Research



1 2 3 4 5 6 7 8 9 10

Bix

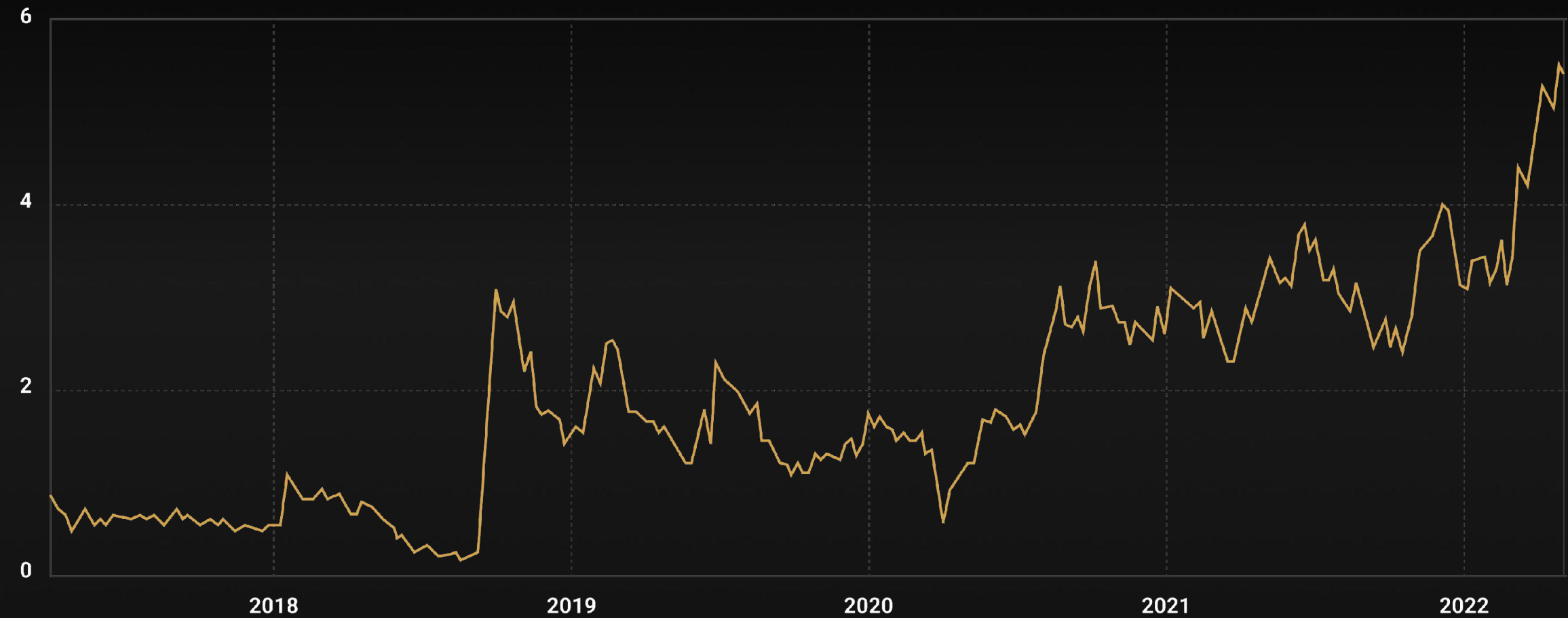
Kodiak Copper Corp Market Summary 2018-2022



American Lithium Corp Market Summary 2018-2022



Karora Resources Inc. Market Summary 2018-2022



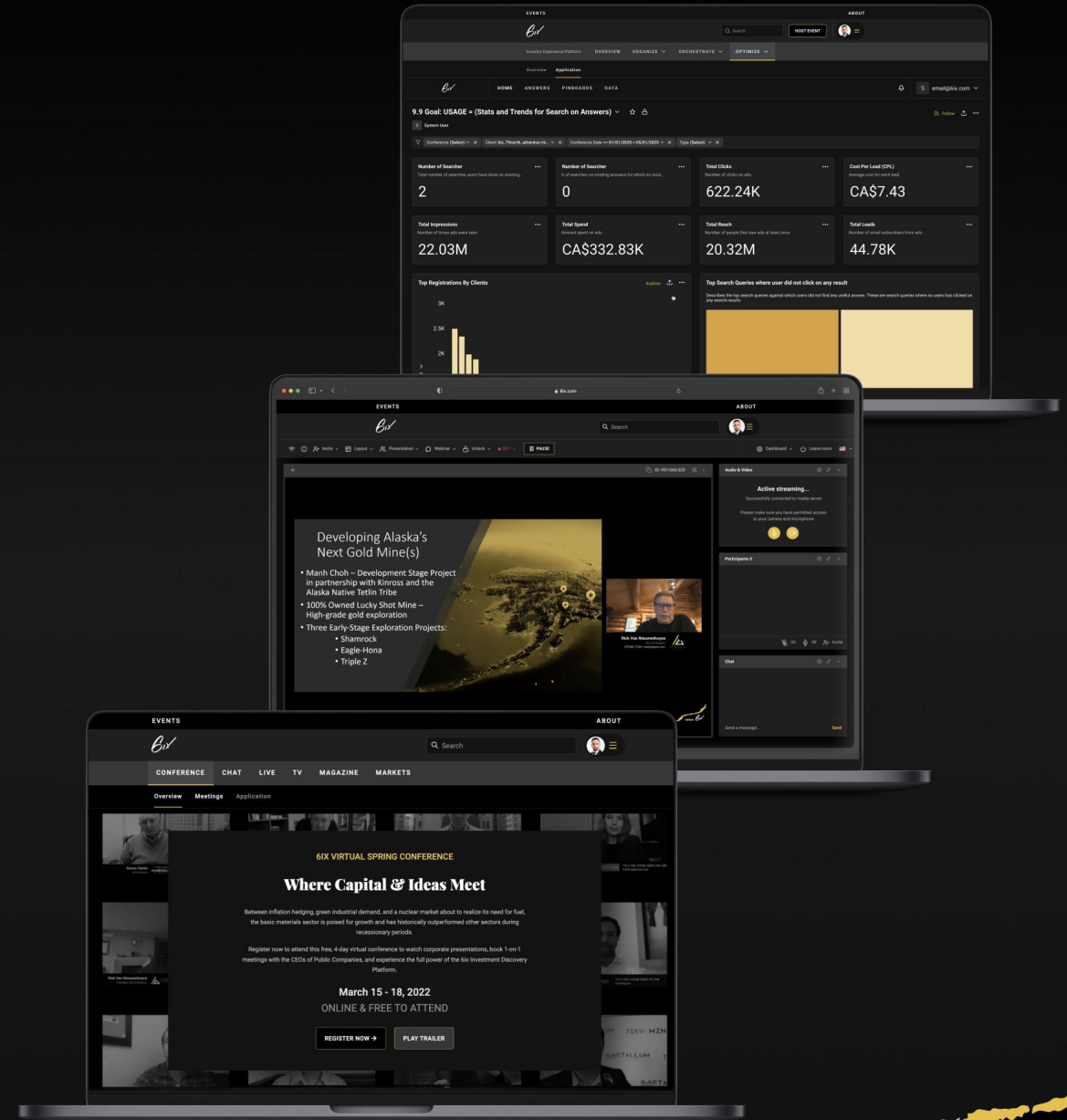
“ The way a public company treats its smallest investors is representative of the way it treats all of them & it is clear from the data that the public companies which treat their smallest investors well will outperform their peers that instead choose to ignore their smallest investors. ”

Daniel Barankin, CEO

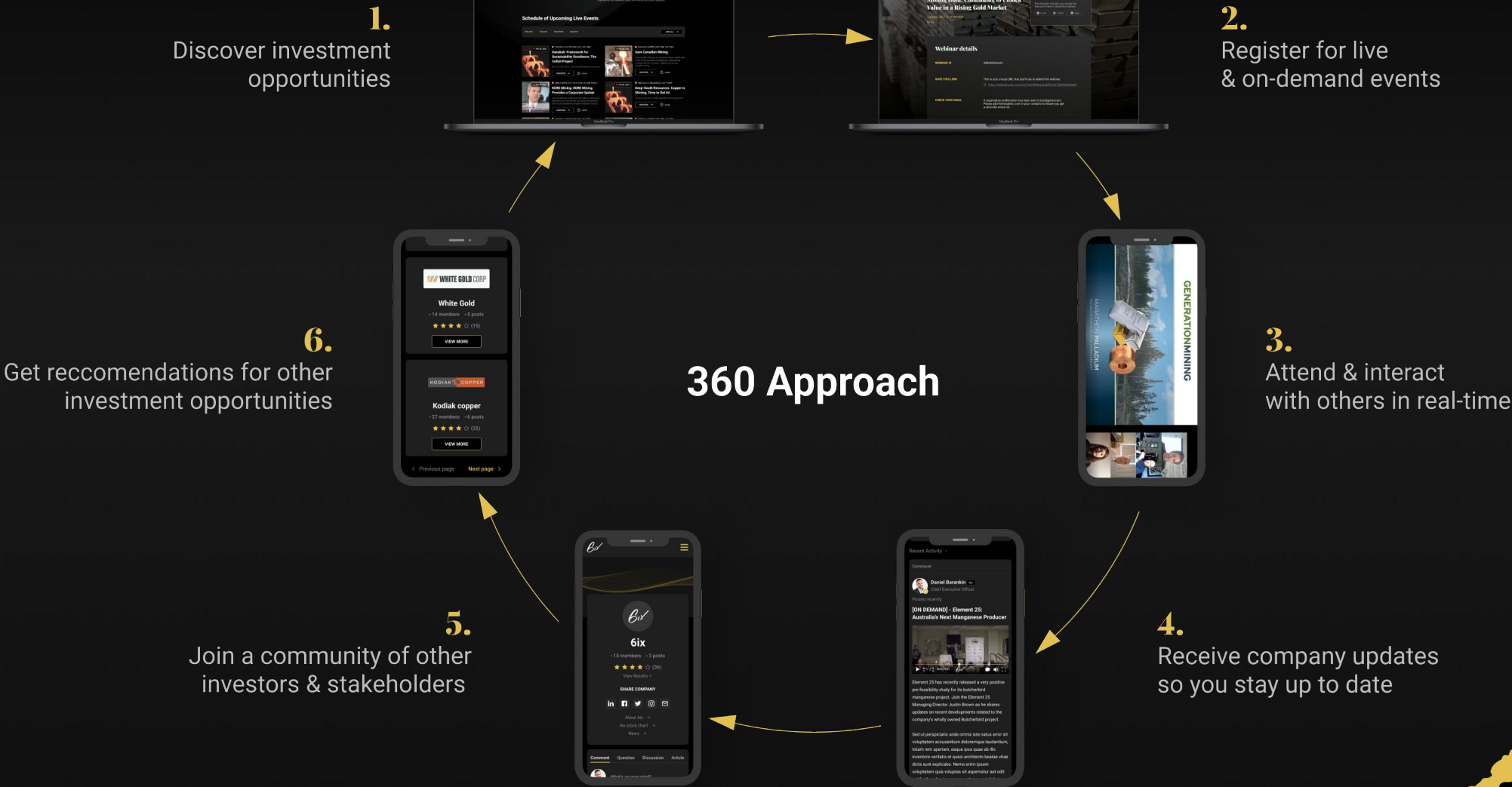
6ix Investor Experience Platform

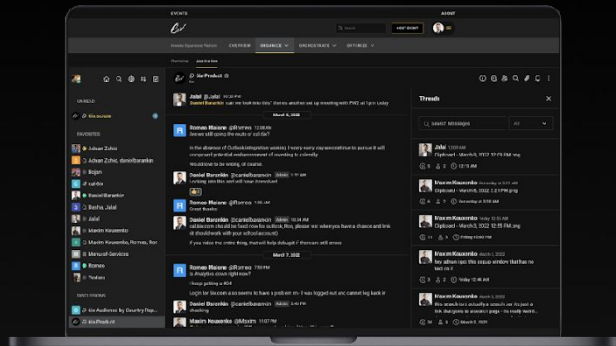
Join the more than 150 public companies using the 6ix Investor Experience Platform to deliver great investor experiences at scale for self-directed investors.


- **Investor Community.** Engagement with ~100K patient, self-directed investors spending an average of 24 minutes per event seeking asymmetrical investment opportunities.
- **Advanced Technology.** Access to proprietary software empowering IR professionals to organize their work, orchestrate great investor experiences, & optimize their campaigns.
- **Training & Implementation.** Expert professional services & career enhancing certifications to deliver great investor experiences through the 6ix Investor Experience Platform.

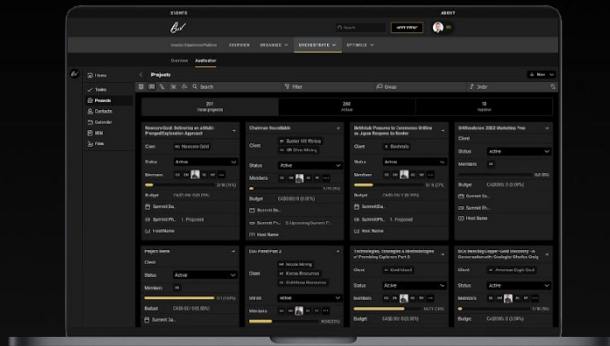


From initial investment discovery to ongoing shareholder communications

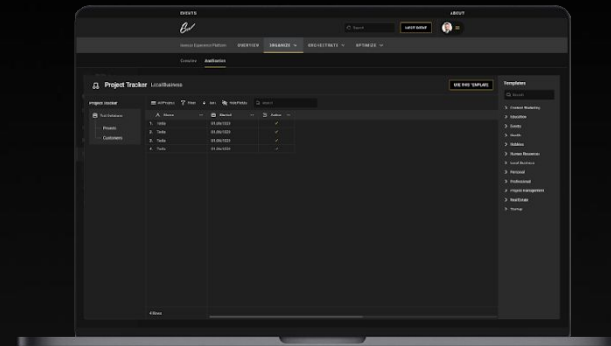





 **Chat**
Customer success software suite

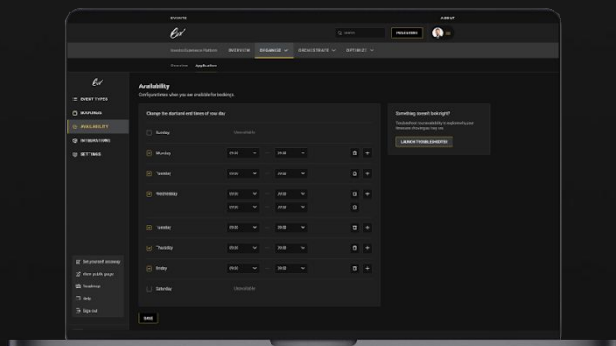



 **Strategy**
Project management software suite

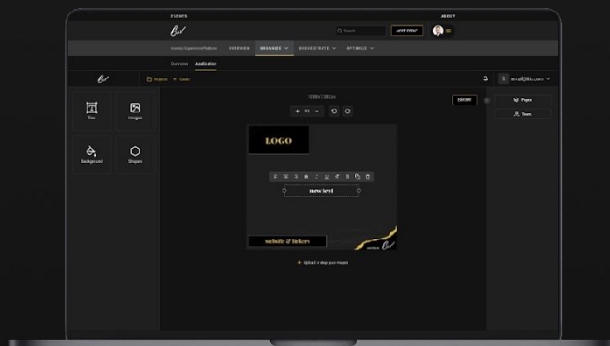



 **Tables**
Item management software suite

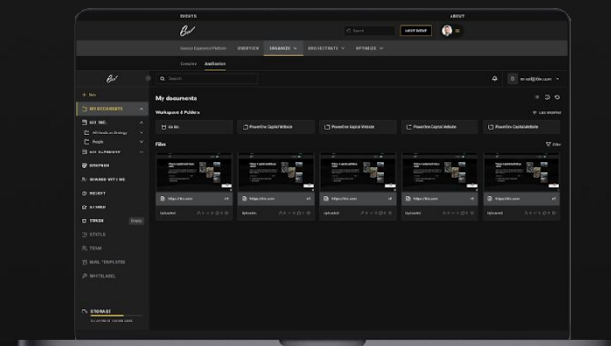
Organize your work




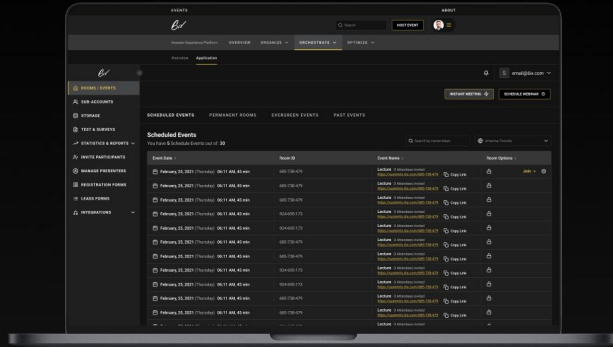
 **Cal**
Appointment Scheduling Software



 **Design**
Image editing software suite

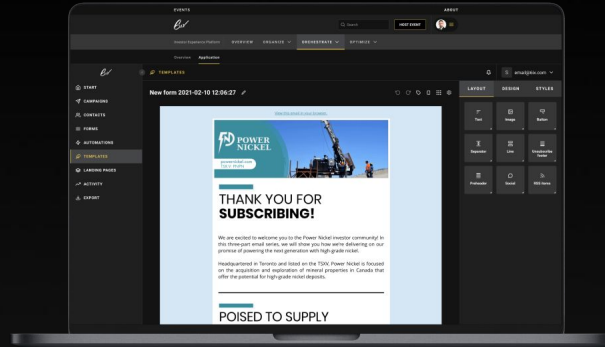


 **Creative**
Video editing software suite



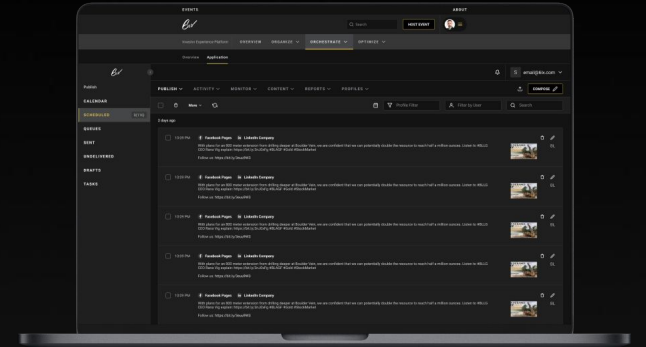
Summits

Event hosting software suite



Email

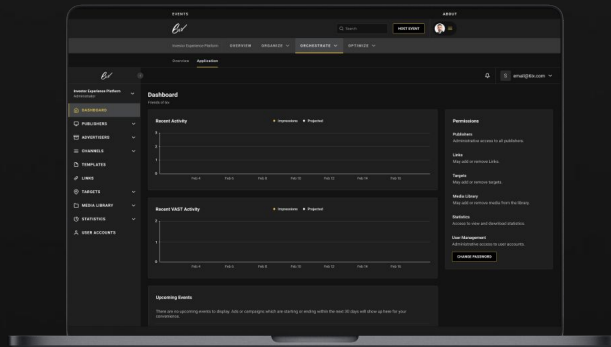
Email automation software suite



Social

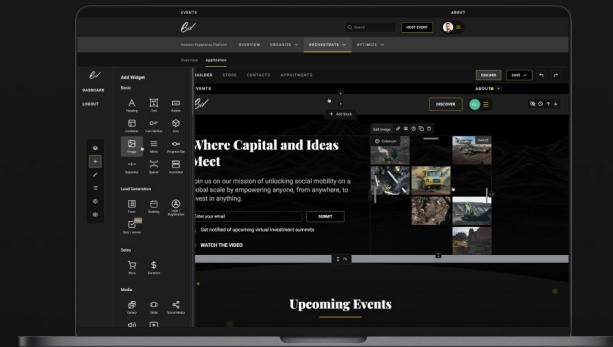
Social publishing software suite

Orchestrate great investor experiences



Ads

Advertising software suite

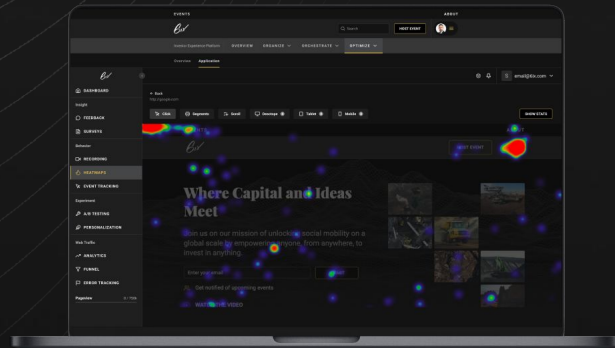


Web

Website software suite

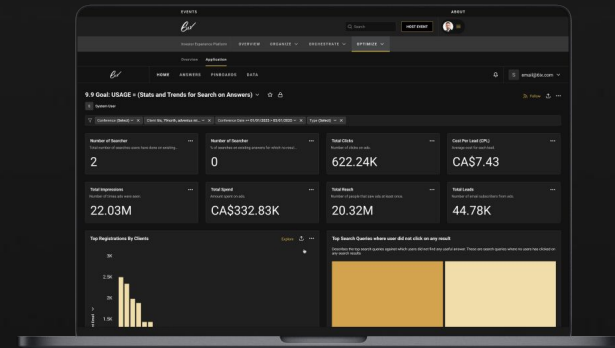
Bix

Optimize your campaigns



IXO

A/B testing software suite



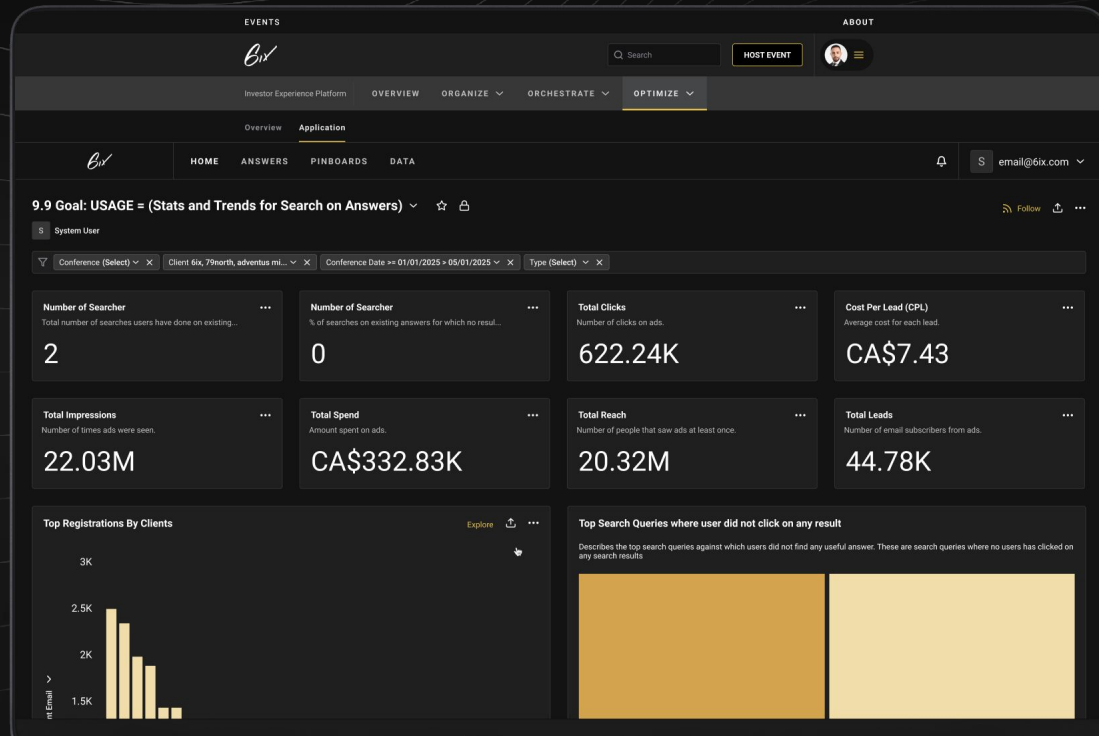
Analytics

Analytics software suite

ANALYTICS MODULE

Analytics software suite

Where analytics invite insights



Measure What Matters

All metrics in our reports align with your goals and business outcomes.

Act On Insights

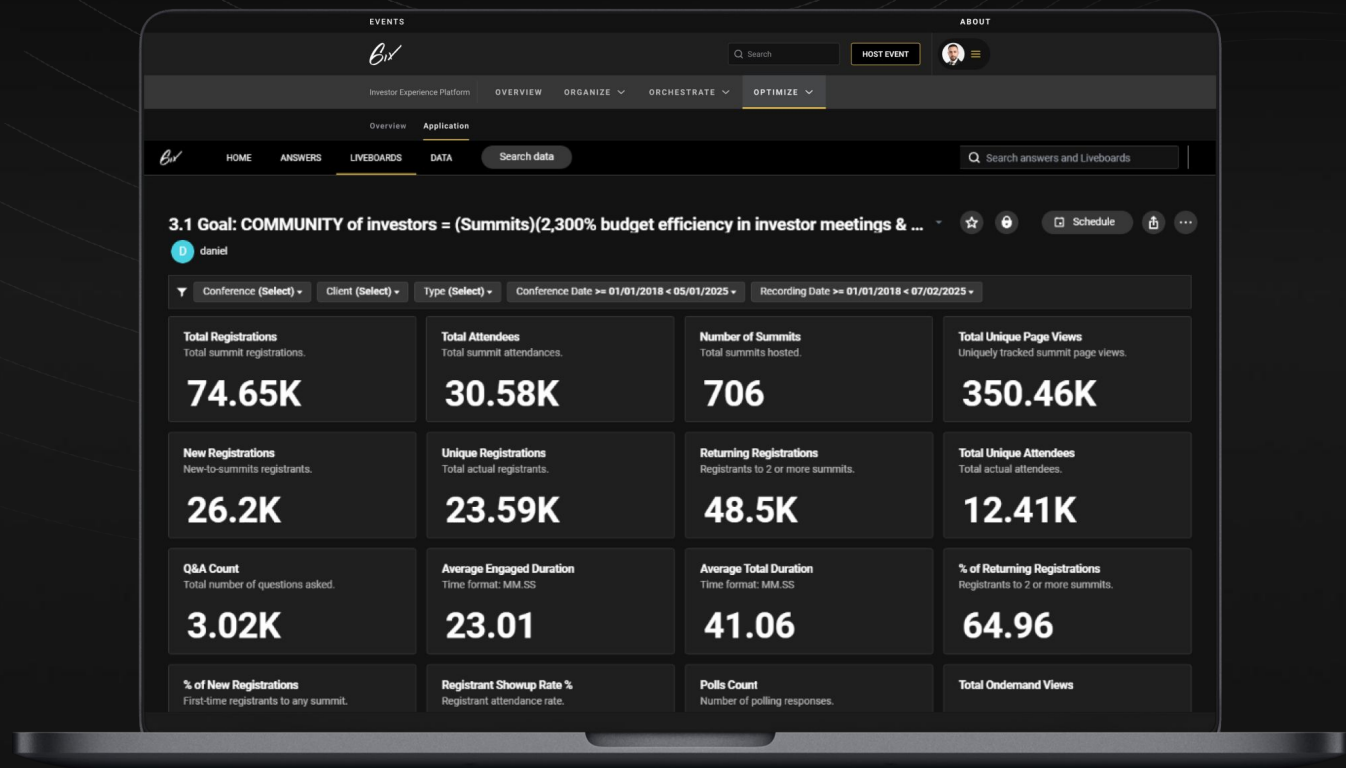
Make data your competitive advantage and use it to get deals done.

Unlock Shareholder Value

Know yourself and your investors to make opportunities boundless.

Advanced Summit Analytics

Dissect event results. Determine how engaging, effective, and successful events are. Plan events with purpose based on existing data.
Discover key investors to reach out to.



Benefits:

- ☑ Expose issuers to new investors and drive website traffic.

Frequency:

- ☑ Following every summit.

Advanced Ads Analytics

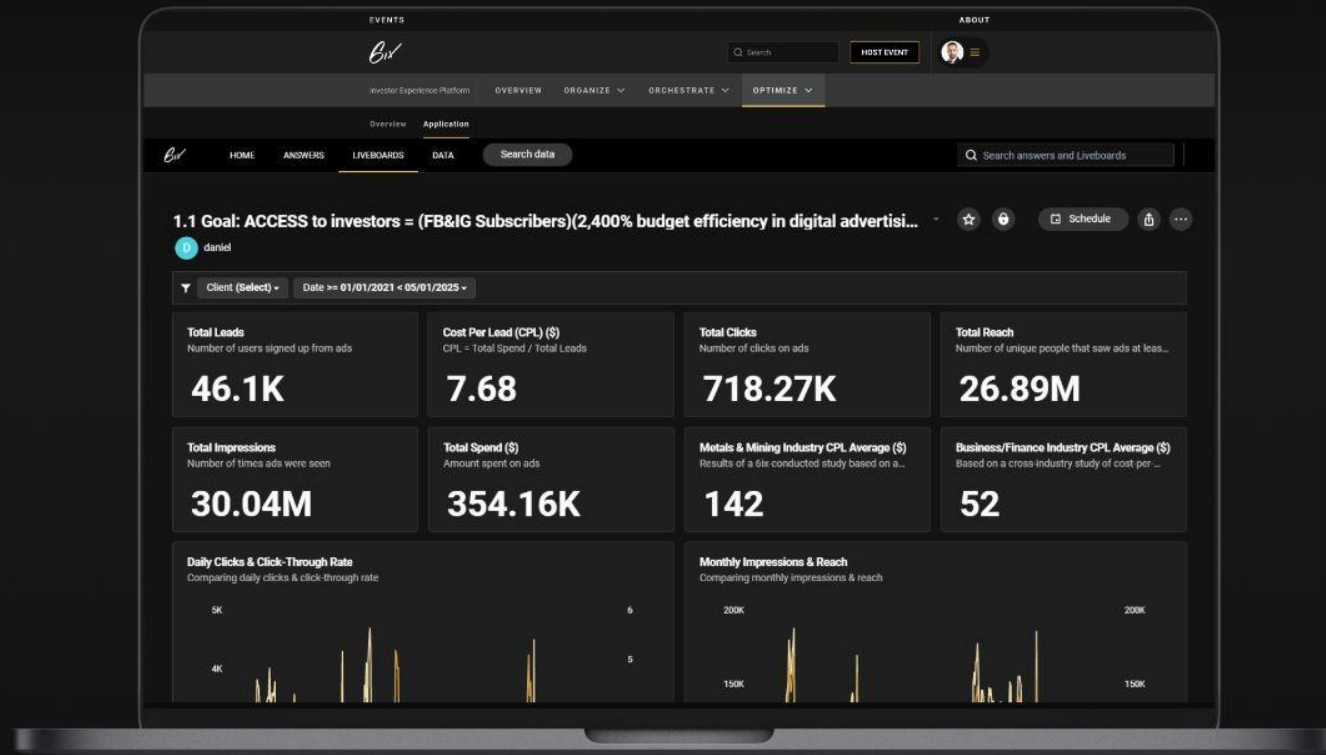
Dissect results of advertising. Determine whether campaigns meet goals with solutions to improve and achieve them.

Benefits:

- ✓ Expose issuers to new investors and drive website traffic.

Frequency:

- ✓ Following every summit.



ANALYTICS MODULE

Advanced Email Analytics

Dissect results of email campaigns and accounts. Determine which campaigns are working to engage audience and which are unhelpful. Provide solutions to optimize.



Benefits:

- ✓ See which email campaigns are effective and engaging vs. unappealing and driving unsubscribes.

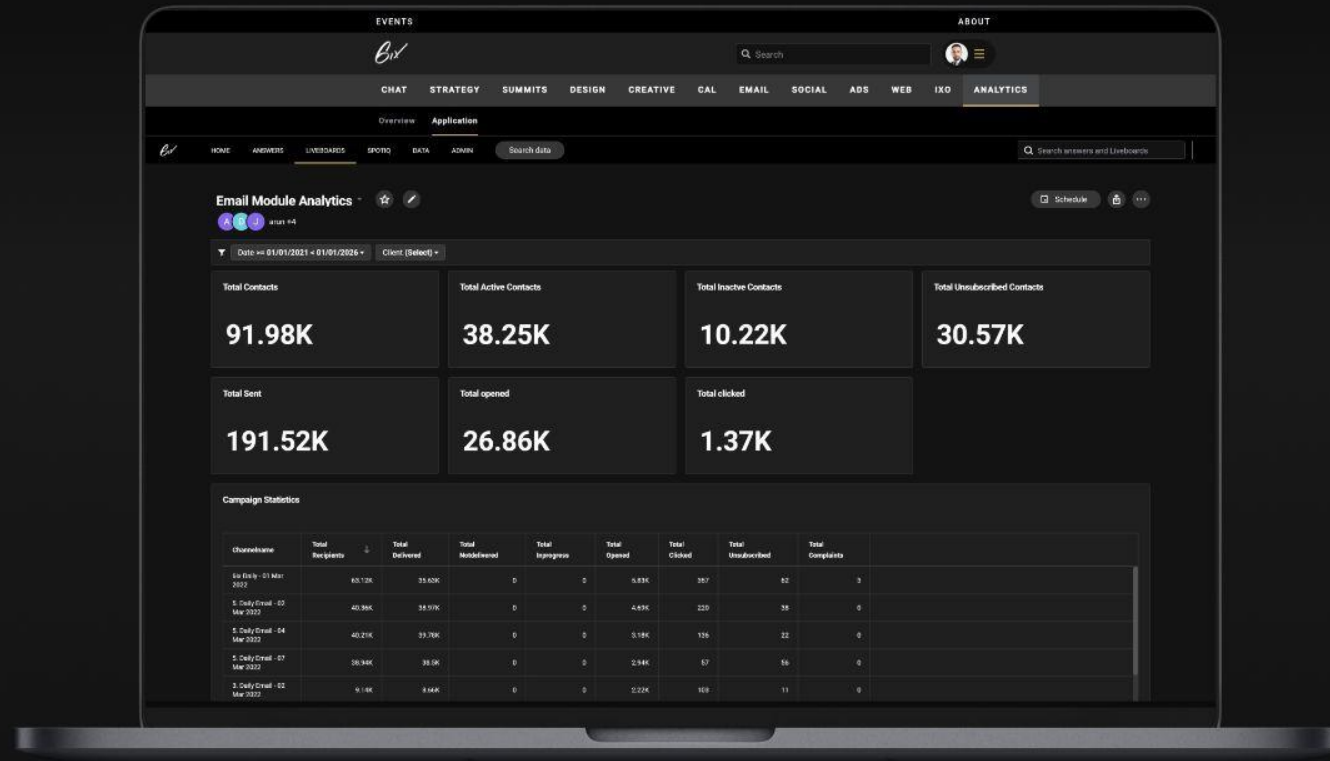
Frequency:

- ✓ 1 per month.

ANALYTICS MODULE

Advanced Social Media Analytics

Dissect results of social media performance, including follower growth and engagement.



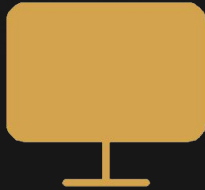
Benefits:

- ✓ See across multiple social media platforms the performances and growth that are being used.

Frequency:

- ✓ 1 per month.

**Delivering great investor experiences for self-directed investors
means that investors get to further unlock
their own social mobility by...**



**Discovering new
companies**



**Becoming
better investors**



**Networking & learning
from peers**

“

Social mobility is about people being able to improve their socio-economic well being through their choices.

Join us on our mission to unlock social mobility on a global scale by empowering anyone from anywhere to invest in anything.

”

Daniel Barankin, CEO of 6ix

6ix



Questions?

Daniel Barankin, CEO of 6ix

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