

SOMO




GPO
VALLAS



What is *SOMO*?

Digital *taxi tops*

On car **advertising** formats



Get ready NY
something **green**
is about **to hit the streets**

The image shows a yellow taxi cab with a digital display on its roof. The display shows an advertisement with the text 'Get ready NY something green is about to hit the streets'. The word 'green' is highlighted in green, and 'to hit the streets' is in a green font. A location pin icon is visible on the right side of the display. The taxi is parked on a street with trees in the background. The taxi's license plate is 2J77. There is a green logo on the side of the taxi.

A photograph of the New York City skyline at sunset. The Manhattan Bridge is in the foreground, with its suspension cables and stone arches visible. The city skyline, including the Freedom Tower, is in the background, with buildings lit up and the sky in shades of orange, pink, and blue.

New platform *in USA*

Why Digital Taxi Tops?

The growing need to bring a sustainable solution to mobility and provide residents tangible sustainability benefits, inspire us to develop an innovating platform in the city of New York. An incredible digital format that will provide visibility and impact to both brands and initiatives aiming to engage with over 10 million residents and tourists.

Why digital *Taxi tops?*

Eye level Geo targeted Unavoidable

No Waste:

Custom target your campaigns, let them be seen wherever they are needed to be seen.

Coverage Gaps:

With no predetermined locations, we can fill in many coverage gaps on your plans.

Frequency or impact... we do both:

Our Network allows us to build campaigns on share of voice to be either a frequency medium or a high impact media vehicle.

POI targeting

Target around one or many points of interests without setting for coverage.

Why Digital Taxi Tops?

An innovative, flexible and striking solution for moving DOOH. Our 2,000 Taxi Top network provides the biggest coverage for any digital mobility media in the Big Apple.

- 65% market share of Digital NYC Taxi Tops
- Over 3 billion monthly impressions capacity

Through our scale and targeting capabilities, exceed and achieve goals faster while delivering stronger results. Customizable targets to reach any audience in neighborhoods and business corridors, where no other OOH solutions can reach.



2,000
Taxi tops

4,000
Screens

Geo-Target where your ads will appear

We can create a radius around locations so your ad will only appear on screens that enter into your designated area.

We can geofence by zip code or create a custom fence to limit the area where your impressions are delivered.



Optimize your OOH campaigns

Take advantage of high-visibility displays and efficient capabilities to offer contextual and relevant messages:

- Create Geofences around locations where your ads will play, limiting where impressions are delivered. Street dominations and takeovers in specific locations.
- Integrate taxi tops ad campaigns with existing campaigns on large format billboards by geo-targeting ads around those specific media POIs to increase impression frequency.
- Dayparting will allow your campaigns to deliver impressions when your audience is.
- Build real-time triggers for your campaigns, such as promotions, weather and events.





Built and trusted by all types of advertisers from regional, national, global brands and Fortune 500 Companies:

- Entertainment
- Luxury
- CPG
- Retail
- QSR



How do *we* sell?

1. **Impression Based:** Set impression targets to your campaigns
2. **Share of Voice:** Take over a percentage of screen time
3. **Programmatic:** PMP and OMP

Eco friendly *mobility*



The short-term goal is to replace 100% of our fleet with environmentally friendly cars to offer the residents and visitors of New York City low-carbon emission mobility.

Additional *products*

Complement your campaign

- Swarm an important event by pulling your digital taxi top out of service and staging it at an important event, store opening, launch location, concert, arena, convention, etc.
- Create a memorable IRL experience where your consumers are.

A yellow taxi cab is shown from a side-rear perspective. The digital sign on its roof displays 'EMP RE' in large letters, with 'JULY 1- SEPT 22' and 'EMPIRE THE MUSICAL.COM' below it. The taxi is parked on a city street at night, with a 'BANANA REPUBLIC' store visible in the background. The word 'Swarms' is overlaid in large white text at the bottom left.

Swarms

Complement your campaign

- Unmissable-drive-by ad formats (half and full wraps) turn heads and create IRL memorable moments for your brand.
- Up close-Swarm an event and show up when and where things are happening.
- All over-go everywhere with cars that are on the road non-stop, reaching the most popular and populated areas of the city.
- Measured-receive heatmaps of routes each and every driver takes.



Wrapped Rideshare Vehicles

Complement your campaign

- Large eye-level visibility.
- Hyper-targeted ad & Hyper-local audience.
- Increase your brand awareness.
- Capture and engage with your audience.
- Cost effective advertising.

A black truck with two large digital screens is parked on a city street. The left screen displays the Corona Premier logo with a crown and the word 'PREMIER' in large white letters on a red and orange background. The right screen shows a blue background with the text 'MAKE YOUR NEXT ROUND PREMIER' and 'OFFICIAL BEER OF THE U.S. OPEN' above a photo of a golf course. A man in a blue shirt and jeans is walking past the truck. In the background, there is a building with a sign that says 'The D'.

Digital Truck Advertising

Complement your campaign

- Creative, eye-level visibility.
- Innovative, impactful technology.
- Available for mass reach or swarms.
- Beautiful canvas to support brand messaging.
- Memorable IRL consumer experience.



Complement
your campaign



Experiential
Marketing
Activation





Sustainable Growth

There's a growing need to bring a sustainable solution to mobility and provide residents tangible sustainability benefits, inspire us to develop an innovative platform in the city of New York.

With the expertise of parent organization GPO Vallas, we can expand that vision—and our audience reach.



Complement your campaign

- Immersive brand experiences
- Product sampling
- Street teams
- Projections
- Pop-up experiences
- Social media content creation of your activation
- Celebrity partnerships



Attribution *solutions*

Outcomes we measure:

- Foot Traffic
- In-app
- Website visitation
- Brand Lift/Awareness





Who Is GHO *Vallas?*

Citizen Sustainability

At GPO VALLAS, we are committed to build together a sustainable and prosperous future for our cities and the planet. We believe in the shared responsibility of creating a cleaner, healthier and more livable urban environment for all.

WHAT WE DO?

We design and develop smart products and solutions that improve the citizens life quality, while effectively addressing the pollution problems we face in our cities.

HOW WE DO IT?

Installing specific solutions to the main social problems of our cities and the environment.

What we do

We design and develop smart products and solutions that improve the quality of life for the citizens on the streets, while effectively addressing the pollution problems we face in our cities.



How we do it

Through a unique approach:

Sustainable advertising solutions.

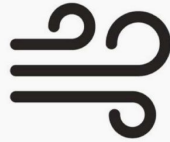


Our *mission*



Combine innovation with environmental awareness to transform our streets into friendlier places for the community and the environment.

Solutions



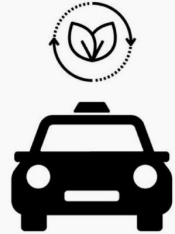
Environmental
Purification



Urban Nature



Recycling



Sustainable
Mobility

P L A T F O R M S

ecoVALLAS

VIAVERDE

CO BioBox

SOMO

Multiplatform *offer*

OOH + DOOH *Print*

SOMO

BLM BUSINESS LUXURY MEDIA

GPO
VALLAS

ecoVALLAS

VIAVERDE

BioBox

SOMO

Forbes

Robb Report

FOOD & WINE

InStyle

Only in Latin America

ecoVALLAS



BioBox



VIA VERDE

¿Y SI...

Les dejamos
un planeta
verde?



Pan-regional *Coverage*





Appendix

Market Comparison



FIREFLY



NUMBER OF TAXIS	2,000	≈750	≈600
NUMBER OF SCREENS	4,000	≈1,500	≈1,200
MONTHLY NYC IMPRESSIONS	3 Billion	≈1 Billion	≈ < 1 Billion
GEOFENCE & HYPERLOCAL CAPABILITIES	Yes, down to specific POI	Yes, down to specific POI	Yes, only down to neighborhood/zip code
AD. SERVER	Vistar	In-House	In-House

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