

IN 2020, VITRINEMEDIA  
GOES FROM  
STOREFRONTS TO MEDIA







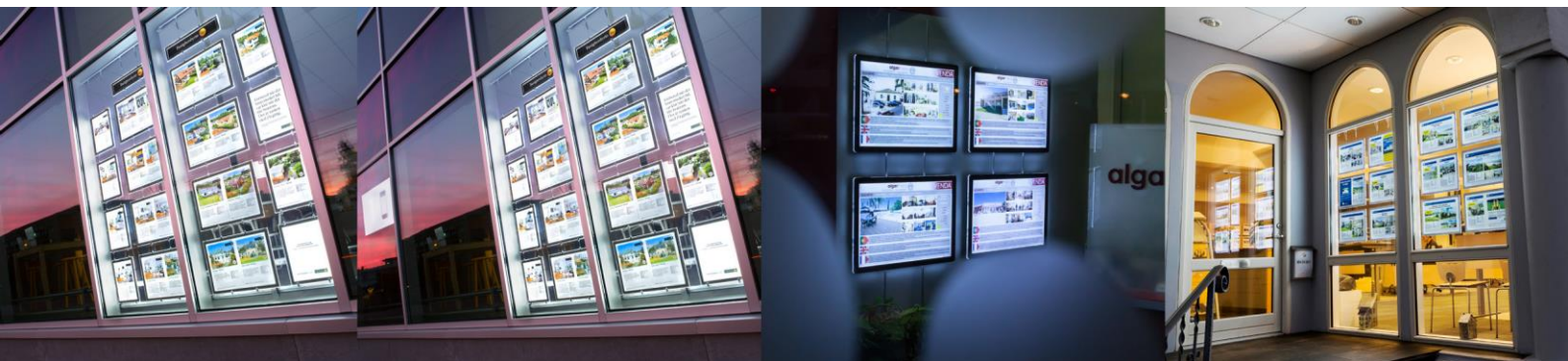
## IN THE BEGINNING, THERE WAS LIGHT

When Thibault Guillaume and Benjamin Champagne created VITRINEMEDIA in 2007, they only had one idea in mind: increase the attractiveness of real estate agencies in a fiercely competitive market.

### THEIR IDEA?

**To revolutionize storefronts through light,  
by equipping them with innovative LED displays.  
Storefront communication  
will never be the same again!**

13 years later, the world has become digital, customer experience is a focal point. VITRINEMEDIA is growing and structuring itself to support real estate professionals and all retailers - dealers, restaurants, brands, and distributors - in the enhancement of their image, in storefronts and in-store.



## Today, VITRINEMEDIA is a complete hardware + software + content ecosystem for remarkable brands

**Innovative hardware**, different formats, (LED displays, Large format LCDs, Light & Play displays,...)

- + **Software, and digital solutions**, to get the most out of the potential of each solution (VM Display+ interface...)
- + **A content agency**, VM Factory, devoted to conceiving and carrying out client statements.

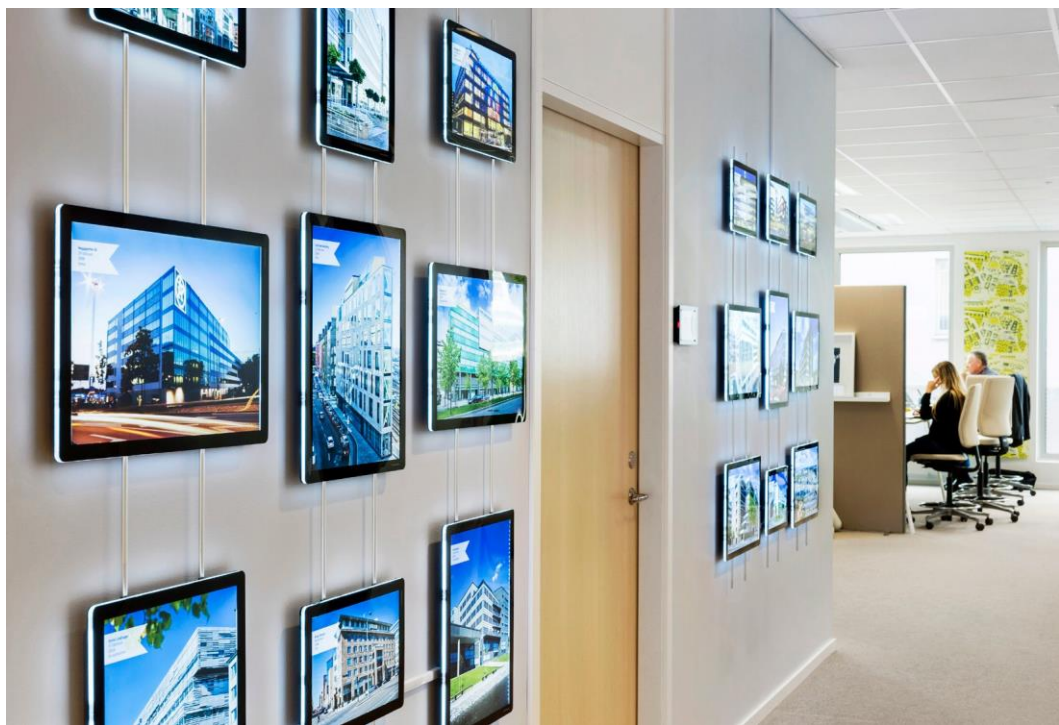


## 35 COUNTRIES, MORE REMARKABLE BRANDS EVERYDAY

From the first LED poster-holder to the development of “smart retail” solutions, time has passed, space has opened up, globalization has seen the same issues repeat themselves everywhere in the world.

*How can traffic be increased in points of sale?*

*How to develop relationships with consumers, catch their attention and make them want to come back?*



## Act local, play global

Through its 3 subsidiaries and 35 international partners, the company aims to distribute its best-practices to the 4 corners of the world, adapting to each market's specificities and devising targeted solutions for thousands of brands.



## LOOKING AHEAD TO MAKE VISIBLE

The spirit of quality and anticipation is at the heart of the VITRINEMEDIA project, which aims to provide its customers with the same quality requirement levels.

**THE SOLUTION ?** Controlling the entire value creation chain, around 4 innovation poles.

### REMARKABLE LIVE

#### **HARD performance**

Large format display ranges (Reverso, Ultralight, Outdoor...). The VM Light&Play, Plug&Play LCD screens that can be integrated into LED display compositions, in storefronts as well as on walls.

#### **SOFT is beautiful**

With VM Display+, the simple and intuitive platform: a solution 100% designed and developed in France to import, set up, remotely control and distribute all content.

#### **Everyone is CONTENT**

Graphic design, web design, signage, stands, print, videos, motion design... for an offer that gives meaning thanks to the VM Studio.

### REMARKABLE IMAGE

From A4 to A0, via banners or special formats, the ultra-high brightness LED panels and displays attract customers to each point of sale and enhance storefronts and indoors spaces.

Their secret product benefit? Combined with the BackLight paper developed by VITRINEMEDIA, they make images shine from the inside for truly breathtaking results. BackLight is a reflective technology, compatible with all inkjet and laser printers.

### REMARKABLE EXPERIENCE

A range of LED and LCD displays and panels specially designed for the needs of retail and events, dealerships and workspaces on standard, mobile and modular formats.

### REMARKABLE CONTENT

Because form without substance is nothing more than a casing, VITRINEMEDIA launched the VM Studio in 2019. Its mission is to create, design and carry out every client's communication needs. A genuine, integrated, Fab'Lab at the service of its customers.



## OUR MANIFESTO

### FROM LIGHT TO SMART

Always innovating because life is movement and the intensification of flows is our *raison d'être*.

Looking ahead so that our customers are seen, by evolving from being pioneering LED display specialists to full player creators of connected hardware + software + content solutions.

Imagining tomorrow and filing patents that benefit the trade, with our engineers from the Research & Development division and the VM Lab.

### MADE IN VM

Controlling the entire value chain, from the production of LED and LCD displays to the creation of content to guarantee the same quality of products and services:

**quite simply, premium.**

Providing our customers with our best practices throughout the world, by aggregating expertise within an independent French group.

### #AskVMformore

Building trust, thanks to the know-how and interpersonal skills of our dedicated sales representatives, present before, during and after the installation of equipment and systems.

Always going the extra mile: advice, simulation, technical support, training, maintenance, customer support, hotline... Because quality of the experience also counts for B2B!

### MAKE EYES SHINE

Highlighting the brand's offer and image, bringing it to life starting from the storefront and in-store to make it remarkable and desirable.

The figures today speak for themselves: more than 90% overall customer satisfaction and on average +30% attendance in sales points!



## ROLL ON TOMORROW

Expert teams at the service of innovation, in order to create remarkable solutions for business, enthusiastically everyday.



## VI | LAB

The prospective team, a laboratory for trends to identify today the needs that tomorrow's products will meet.



## VI | FACTORY

The innovation and prototyping workshop to create products, solutions and the VITRINEMEDIA experience.



## VI | MANUFACTURING

A team of engineers dedicated to R&D, Production & Quality based in the heart of the VITRINEMEDIA factory in Xinxu (China).



## VI | SERVICES

Logistics centers, installers and customer service for a seamless experience.



## VI | STUDIO

The team of designers and creatives, creators of remarkable content: photographers, producers, editors, motion designers...



## INTERNATIONAL LEADER

A French group present all over the world, in order to be closer to the needs of every client and every market.



**3 SUBSIDIARIES**  
worldwide



**22M €**  
of revenue in 2019



**300**  
collaborators



**1 000 STORES**  
equipped every month



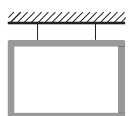
**50 000 INTERNATIONAL CLIENTS**  
(including 10 000 in France)



**50% PENETRATION RATE**  
in all European countries where VITRINEMEDIA is operating



**MORE THAN 500 MEMBERS**  
in the VITRINEMEDIA community



**MORE THAN 2M LED DISPLAYS**  
sold worldwide



## OUR PROMISES

4 TIMES MORE  
VISITATIONS

2 TIMES MORE  
PEOPLE IN STORES

30 % MORE  
BUSINESS

1 MONTH R.O.I.





## KEY BENEFITS

CAPTURE  
ATTENTION

ATTRACT NEW  
CUSTOMERS

BUILD UP THE  
BRAND

DISPLAY A MODERN  
LOOK



## VITRINEMEDIA SOLUTIONS



VM CABLE

VM STAND

VM WALL

VM DOCK

VM LARGE FORMATS LCD DISPLAYS

VM LIGHT & PLAY



## OUR SOLUTIONS LED & LCD FOR STOREFRONTS AND INTERIORS



**Lit display panels installed on cables** for windows communication and tailored for any kind of activity (real estate, banks, travel agencies etc.)

VM CABLE SOLUTIONS



**Illuminated stands** for interior communication. Ideal for point of sales, showrooms, tradeshow booths or any other professional meeting space.

VM VM STAND SOLUTIONS





## OUR SOLUTIONS LED & LCD FOR STOREFRONTS AND INTERIORS



**Wall mounted solution** for interior communication.  
Ideal for point of sales, showrooms, tradeshow booths or  
any other professional meeting space

VM WALL SOLUTIONS



Designed for **countertop communication**.  
Ideal for point of sales, showrooms, tradeshow booths or  
any other professional meeting space.

VM DOCK SOLUTIONS



## OUR SOLUTIONS LED & LCD FOR STOREFRONTS AND INTERIORS



VM LARGE FORMATS

**LCD screens and Full HD imaging.** Their LED backlit system make them some of the brightest display products available on the market. We can set them in the window thanks to ceiling or ground-bindings strips. For indoor space we offer a large range of wall screens.

Content allowed: pictures, documents, videos, listings and tailored made content.



VM LIGHT & PLAY

**Plug&Play LCD screens** that can be integrated into LED display compositions. The VM Light & Play solution allows dynamic content to be displayed in storefronts and interior spaces. Content allowed: pictures, documents and videos.

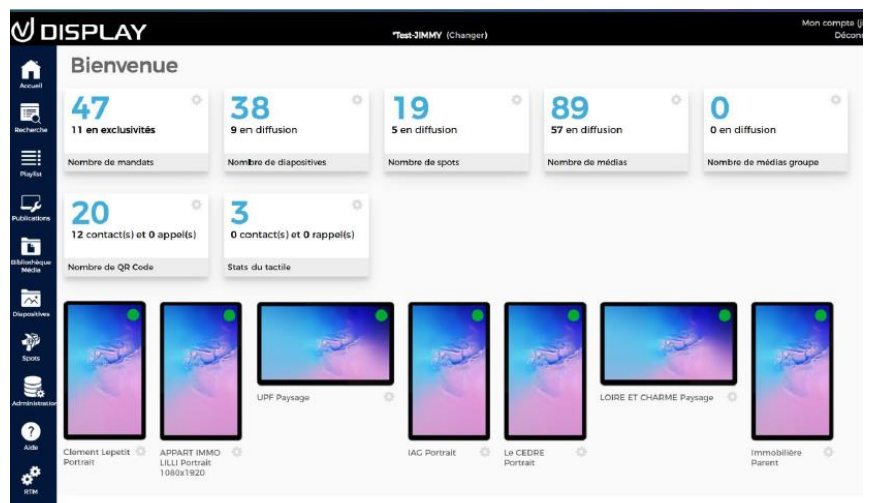


## VM DISPLAY+: MORE CONTENT, MORE INTERACTIVITY, MORE REVENUE

VM DISPLAY+ is the new content management software solution for displays that can be used by everyone, everywhere, at any time and on any type of device.

VM DISPLAY+ allows to create custom templates and unique and remarkable content, so that each brand looks like unique. VM DISPLAY+ also includes various functionalities (such as 3D imagery) and interactivity (NFC, QR code).

Last but not least, VM DISPLAY+ provides our clients a new business sharing revenue model, based on local advertising content.





TIME TO JOIN OUR  
GLOBAL ALLIANCE







## JOIN OUR GLOBAL NETWORK



VITRINEMEDIA takes pride in finding new partners who are ready to join a company based on the unwavering quality of its' services and customers' satisfaction. Partners who share our strong brand values and ambitions.

Could this be you?

We will dedicate our time to provide you with all the necessary tools and knowledge required to develop a business with soaring potential and the opportunity to grow professionally.

Thibault GUILLAUME  
Founder & CEO



## VITRINEMEDIA OFFERS YOU

### **VI BRAND AND EXPERTISE**

International Brand

Access to 13 years of international experience and expertise

Registered and protected patents and models (IP)

### **VI BUSINESS DEVELOPMENT OPPORTUNITY**

A successful sales method

An assigned operating area

### **VI HIGH END QUALITY OFFER**

High quality product range

Constant innovation and evolution thanks to our R&D team and our production center

### **VI SALES AND MARKETING TOOLS**

An onboarding training on the various products and different selling techniques

Efficient sales tools

Online and offline marketing tools

### **VI SUPPORT**

Regular follow-up and support from the company's administrative, sales and marketing services

After-sales service

Fully functioning logistic service

Informative publications

Access to a Global Alliance





## THE PROFILE WE ARE LOOKING FOR

We are looking for VITRINEMEDIA brand ambassadors. People who are ready to work closely with us to invest in an exciting project.

### **PREREQUISITE:**

- ❖ Be ready to get personally and financially committed to this project
- ❖ Know your market and how to work your network

### **PERSONAL SKILLS:**

- ❖ Leadership
- ❖ Inter-personal skills
- ❖ Dynamic
- ❖ Autonomous
- ❖ Service oriented

### **PROFESSIONAL SKILLS:**

- ❖ Good management
- ❖ Entrepreneurship, management, business and marketing skills
- ❖ Knowledge / expertise in specific sector activities are preferred. As per example: communication, real estate, retail, LED communication...
- ❖ Know the geographical area of intervention



## APPLICATION PROCESS





## DISTRIBUTION AGREEMENT CONDITIONS

**Contract** : Distribution Agreement \*

**Status** : Independent contractor

**Contract duration** : 12 months

**Exclusivity** : Exclusive availability of the products and the brand in the designated geographical area and business line(s)

**Entrance fees** : To be discussed

**Guarantee**: 24 months

**Initial and ongoing training**

### MARKETING

**VM Starter Pack**

**Respect of brand image**

### INTELLECTUAL PROPERTY

**VITRINEMEDIA Brand** : Registered and protected patents and models (IP)

\* In case of sufficient results and good willingness, contract will switch for a 5 years length Licence Agreement with specific conditions





## BUSINESS DEVELOPMENT EXPECTATIONS

- VI** **Become leader** in terms of market share within 12 months
- VI** Ensure the **development of VITRINEMEDIA's brand awareness** in the entire country by implementing a strong **communication strategy**
- VI** Ensure the sales of VITRINEMEDIA's products in the entire country by creating **a network of sales people** from the first couple of months
- VI** **Establish collaborations** with the most important networks in the market within the first couple of months



LET'S MEET

Your investment?

Your desired target  
market?

Your development  
plan?

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BE  
REMARKABLE