



Your Shelf Data Monetization Partner

Pensa delivers the source of truth about what's happening on the retail shelf through video-based computer vision and Artificial Intelligence. Pensa's syndicated data signal closes the gap between point-of-sale and retail inventory data to drive growth for CPG brands and retailers. Only Pensa delivers actionable, granular data from across all categories with 98%+ accuracy through easy and effortless data capture.

How The Monetization Partnership Works

Our Unique and Robust Shelf Data



Your strong influence with CPG brands

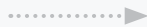


Mutually Beneficial "Net New" Monetization

A simple, mutually beneficial process



Pensa collects shelf data with a fast, non-intrusive mobile device scan



You engage brands and introduce them to Pensa



A new monetization stream is created for you as a direct payment or credit offset for other Pensa solutions.

Both you and the brands benefit

Data Available	Data Benefit	Funding Source
<ul style="list-style-type: none">• On Shelf Availability• Share of Shelf• New Item Placement• POG optimization	<ul style="list-style-type: none">• High Value• Untapped• Proven to increase sales• Differentiator for you	<ul style="list-style-type: none">• Not derived from existing trade funds• Net New — Driven from increased sales• No Cap-Ex to you• Reduced Op-Ex for you