



BlueBits Technologies Inc.



BlueAds

What is BlueBox?

BlueBox is a Smart Parcel Locker Solution that optimizes parcel reception within all types of buildings.

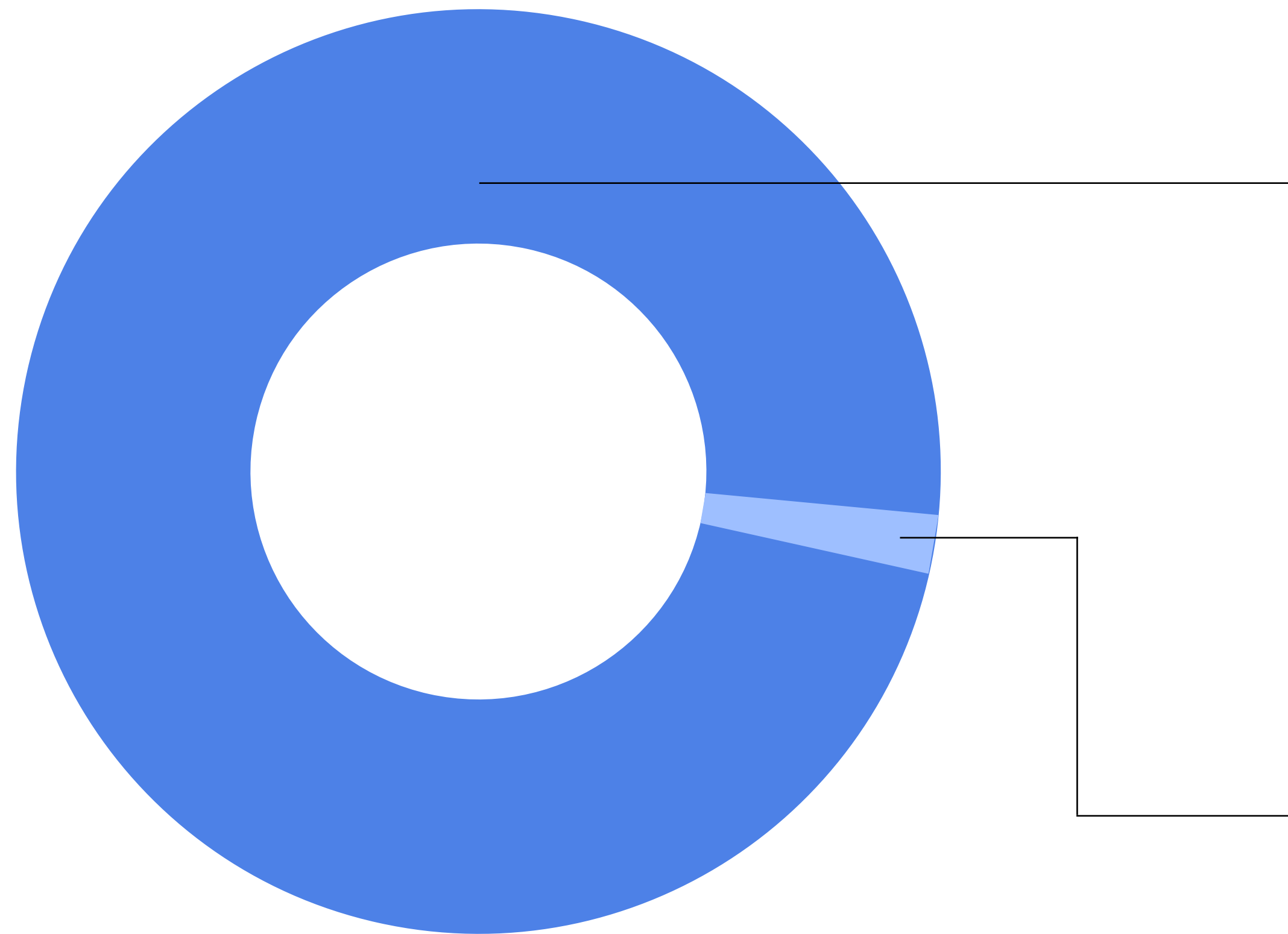
Connect your business with our users, carriers, and visitors, in high-traffic areas.



A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are set against a clear, bright blue sky. The perspective creates a sense of height and scale. Some bare tree branches are visible in the upper right corner.

Over 40,000 deliveries received per month in our network since 2020, with over 100 communities in the lower mainland

Building Portfolio



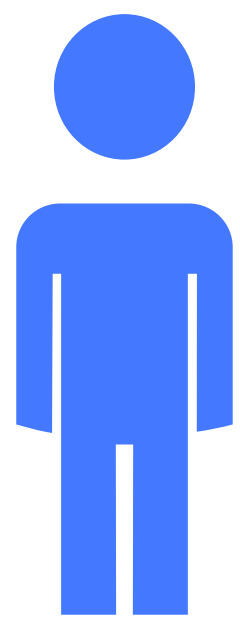
Residential

91% Reach residents living in buildings with BlueBox, our ads will reach everyone who uses and passes our lockers on a regular basis.

Commercial

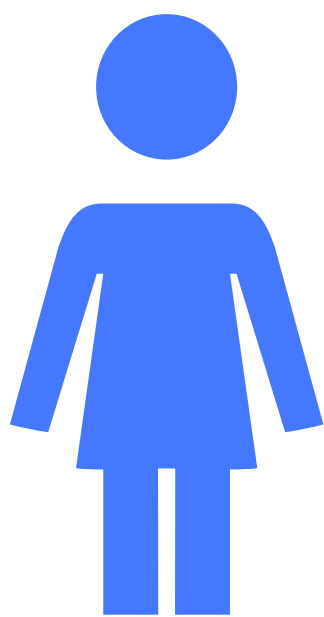
9% Display your ads to other businesses and office staff.

BlueBox Resident Profile



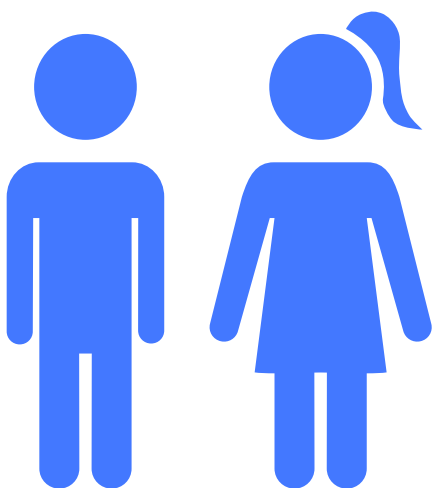
49%

Male Population



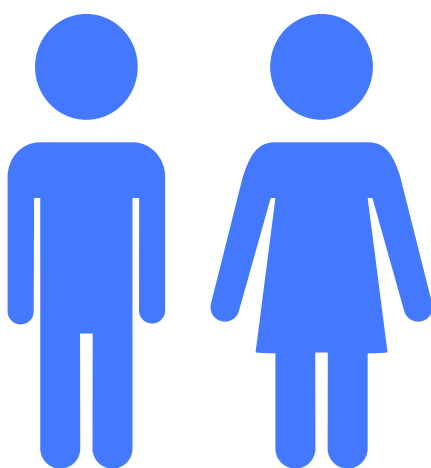
51%

Female Population



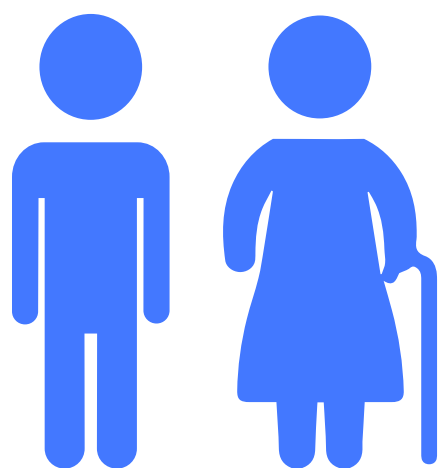
17%

19-24 Y/O



45%

25-54 Y/O



26%

55+ Y/O

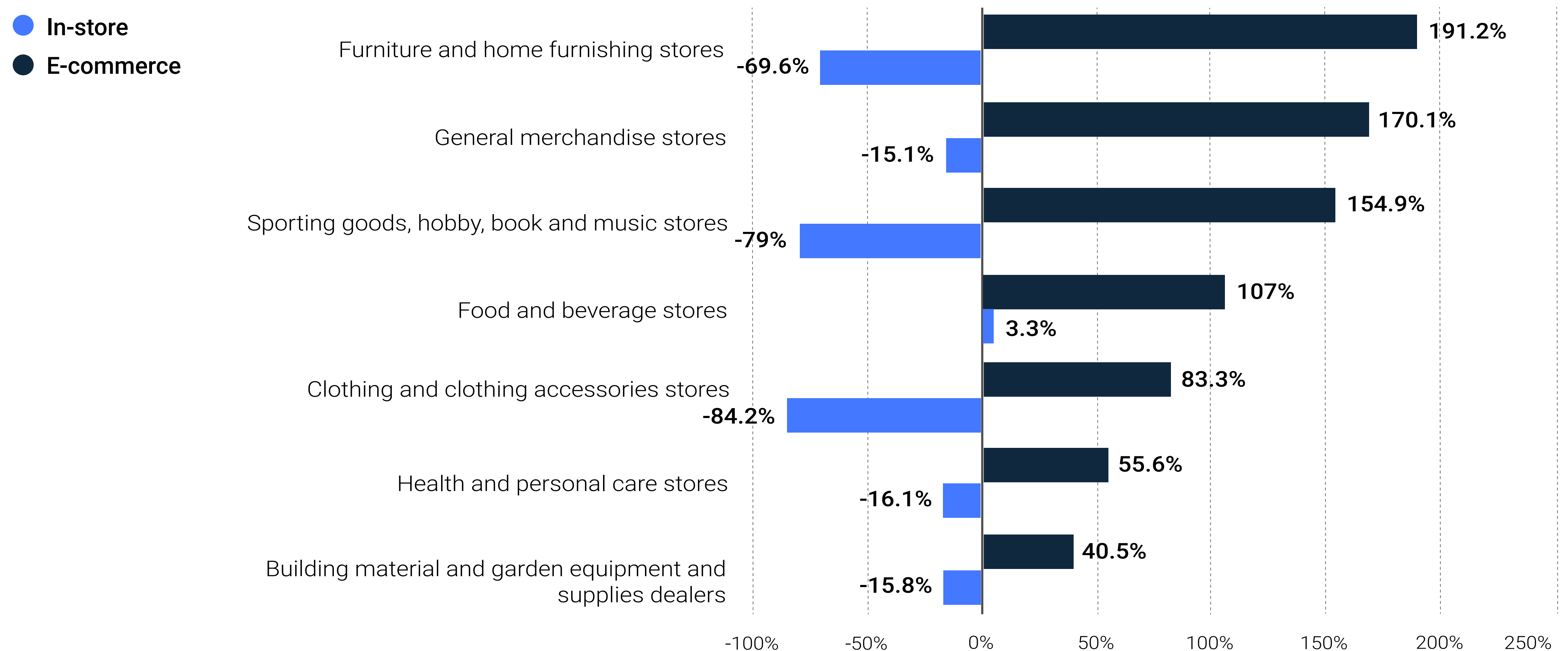


BlueAds



Impact of E-commerce

Change of in-store and e-commerce sales during the Corona virus pandemic in Canada from February to April 2020, by sector





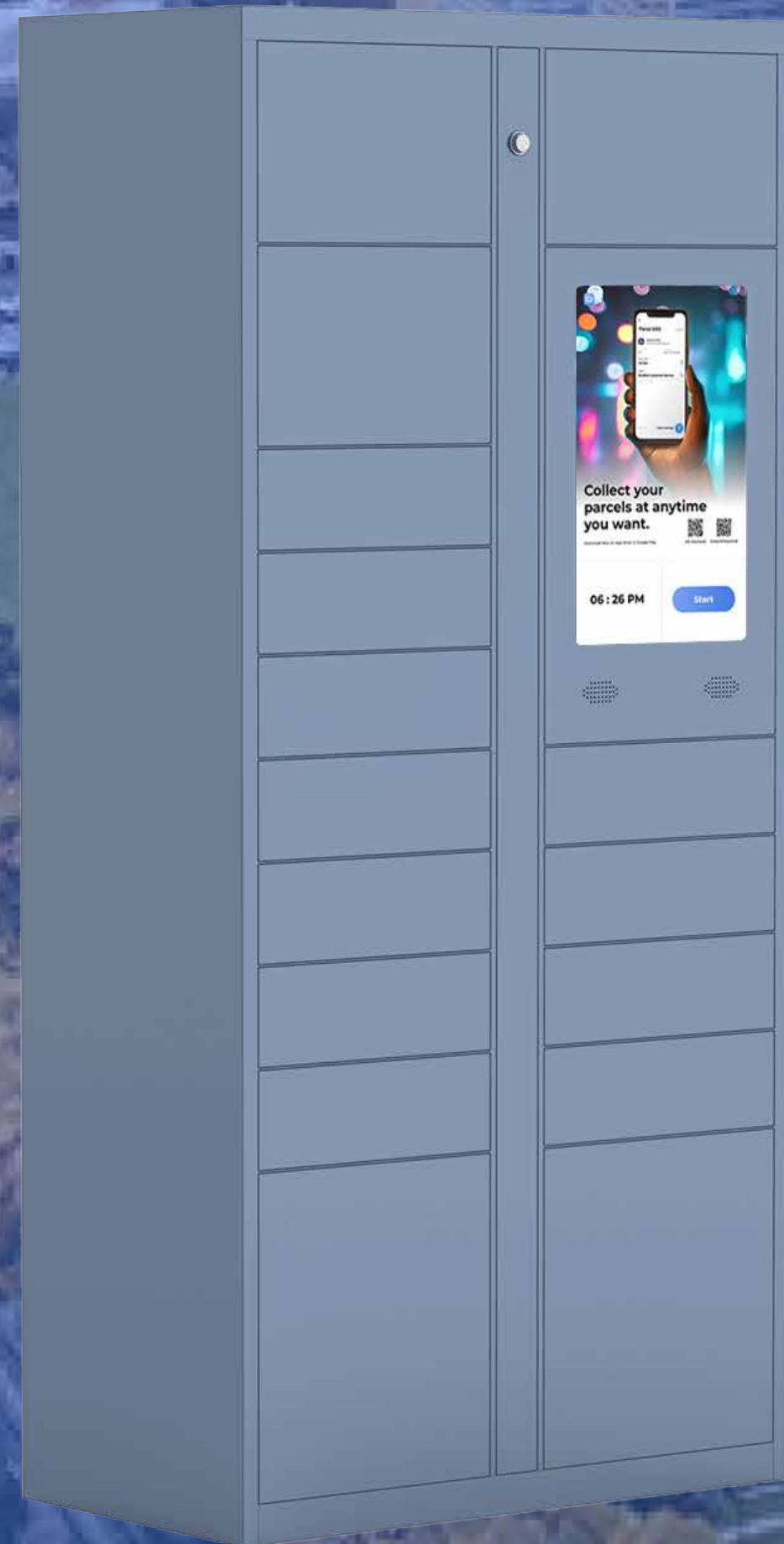
BLUEBITS

The **BlueBox** team is heading to the
PM Expo at the Building Show! See
you there!

MEET UP WITH US
AT BOOTH 849
NOV 30 - DEC 1

BlueAds is a unique advertising service with **constant digital exposure**, creating **genuine ad impressions** and **captivating user experience** between advertisers and consumers.

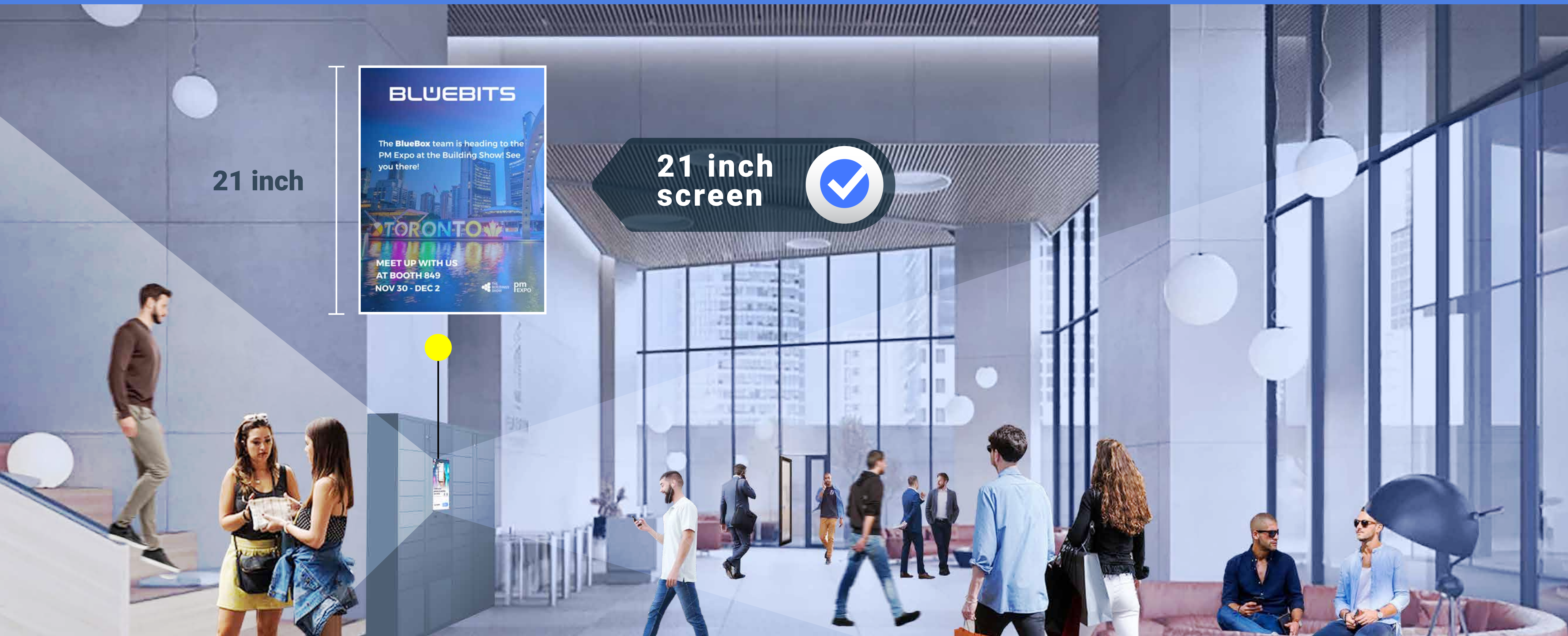
BlueAds Advantages



Situated at the **Ideal Location**,
targets the **Right People**
to create the **Biggest Influence**
at the **Right Moment**.



Premium Location



The high traffic flow in buildings ensures a substantial viewership bringing together businesses and consumers.

Targeted Audience Demographic

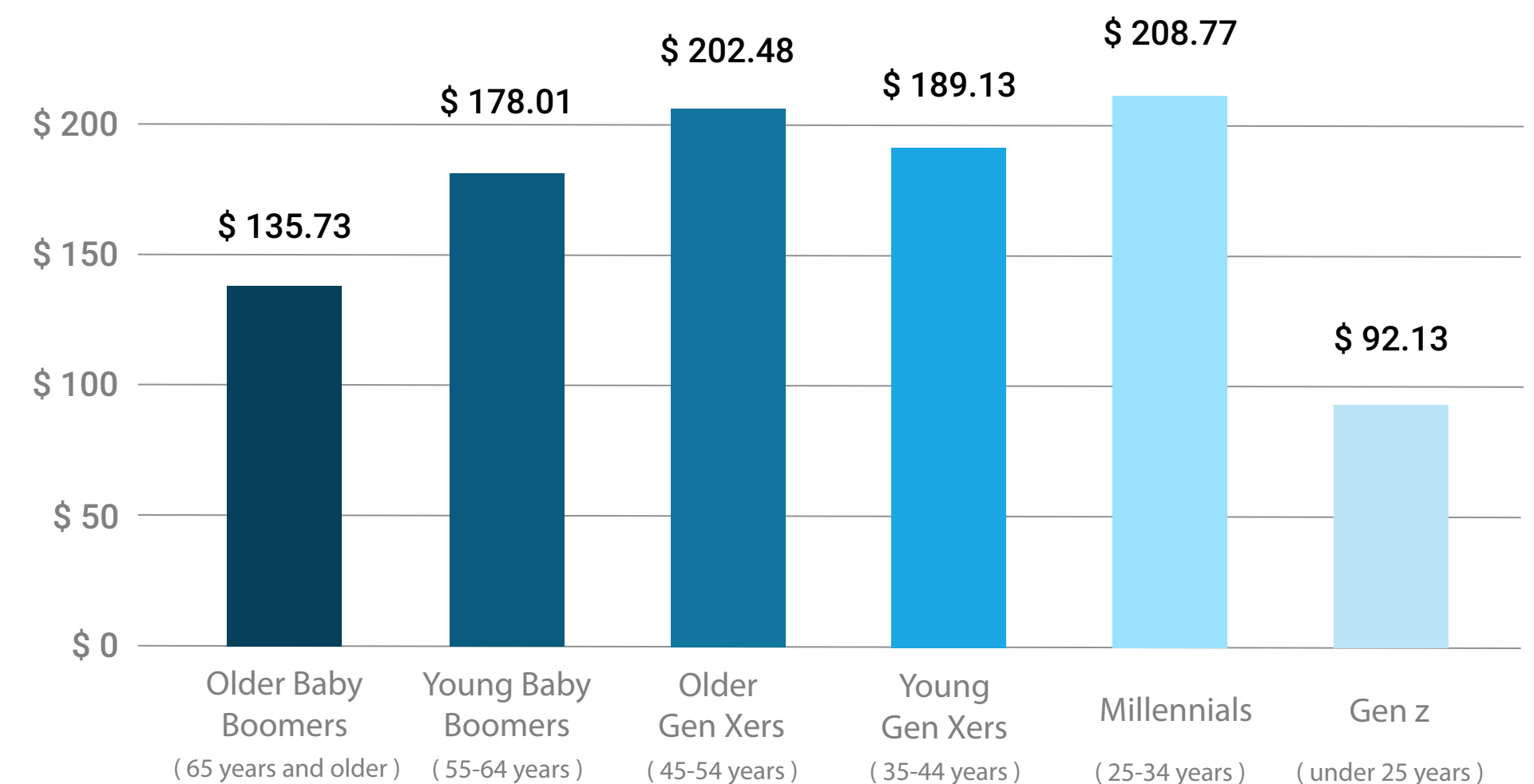
Our BlueAds service gives businesses direct advertising to **millennials**, the majority demographic **living in buildings with BlueBox**. Businesses that advertise on the BlueAds platform get direct engagement with this high spending age-group but are not limited to just this demographic.

Did you know...

Millennials spend on average **\$208.77** a day
Majority of millennials prefer to shop online;
of that **65%** prefer to use a mobile wallet

(CNBC,2019)

Daily Spending *by Age*



(Sunmark, 2017)

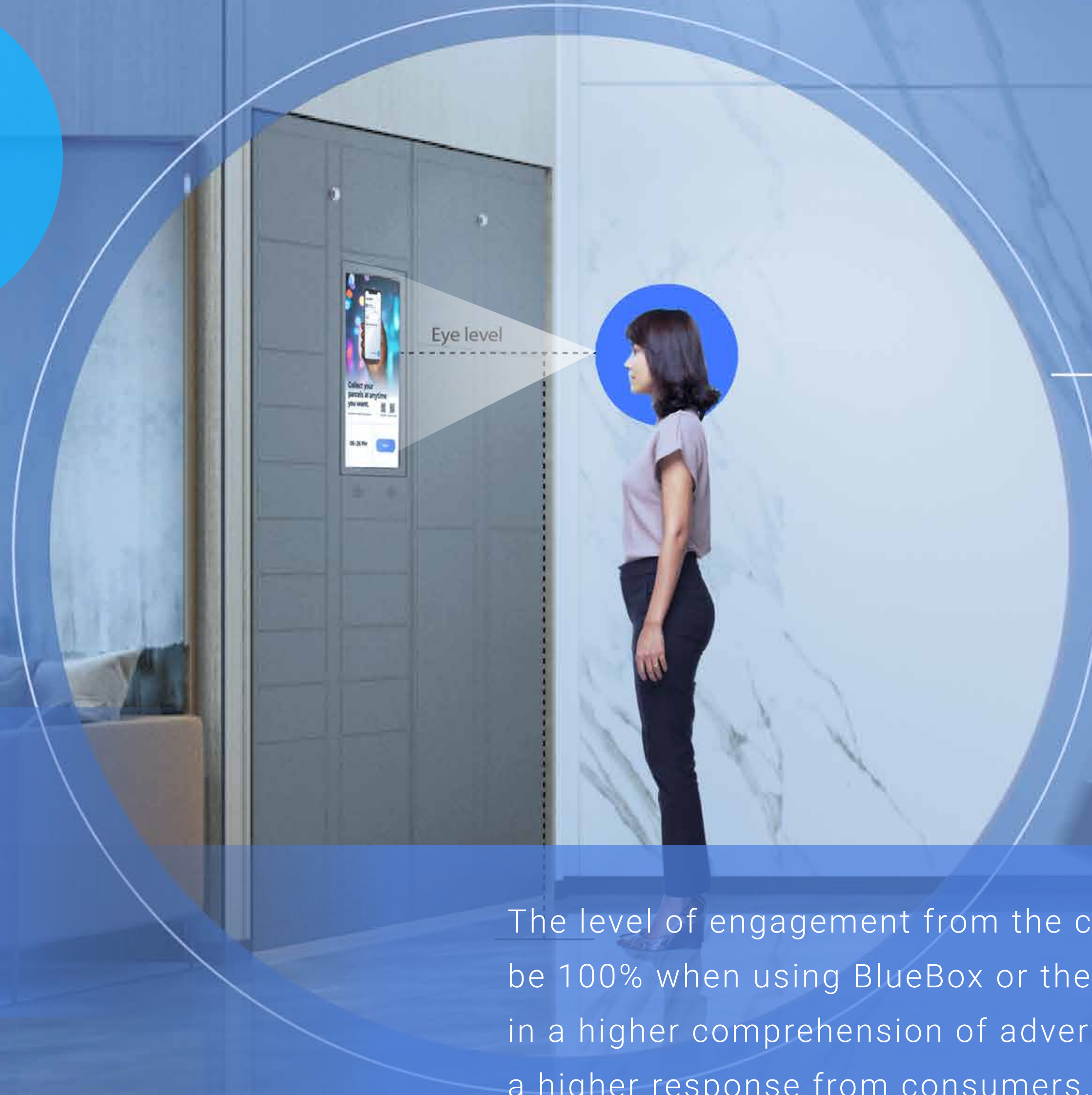
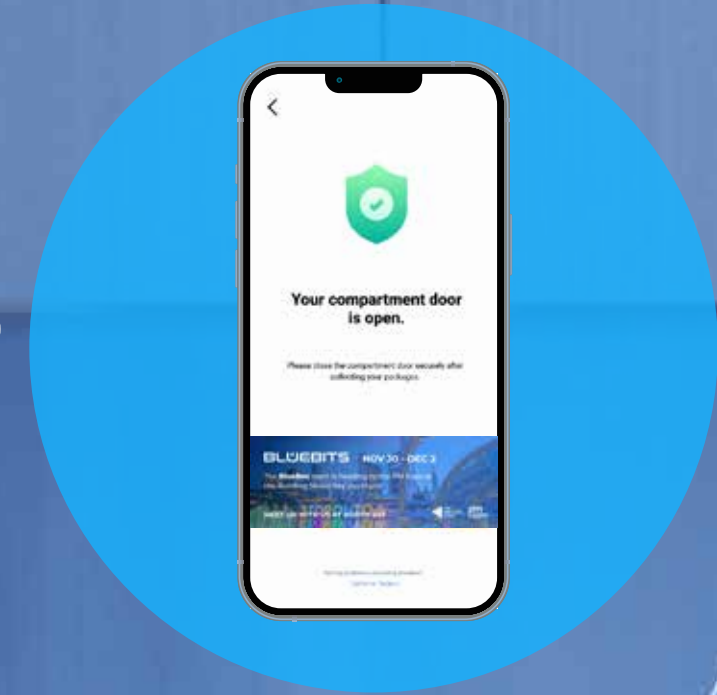
Interactive / Engaging Ad Experience

78% of Millennials

say they prefer spending on experiences rather than things they desire.

(Eventbrite, 2014)

Unlike traditional advertisements, which passively advertises to passersby, our BlueAds service offers an active advertising experience that guarantees engagement.



In all directions

The level of engagement from the consumer will always be 100% when using BlueBox or the BlueBox app, resulting in a higher comprehension of advertisements and fostering a higher response from consumers.

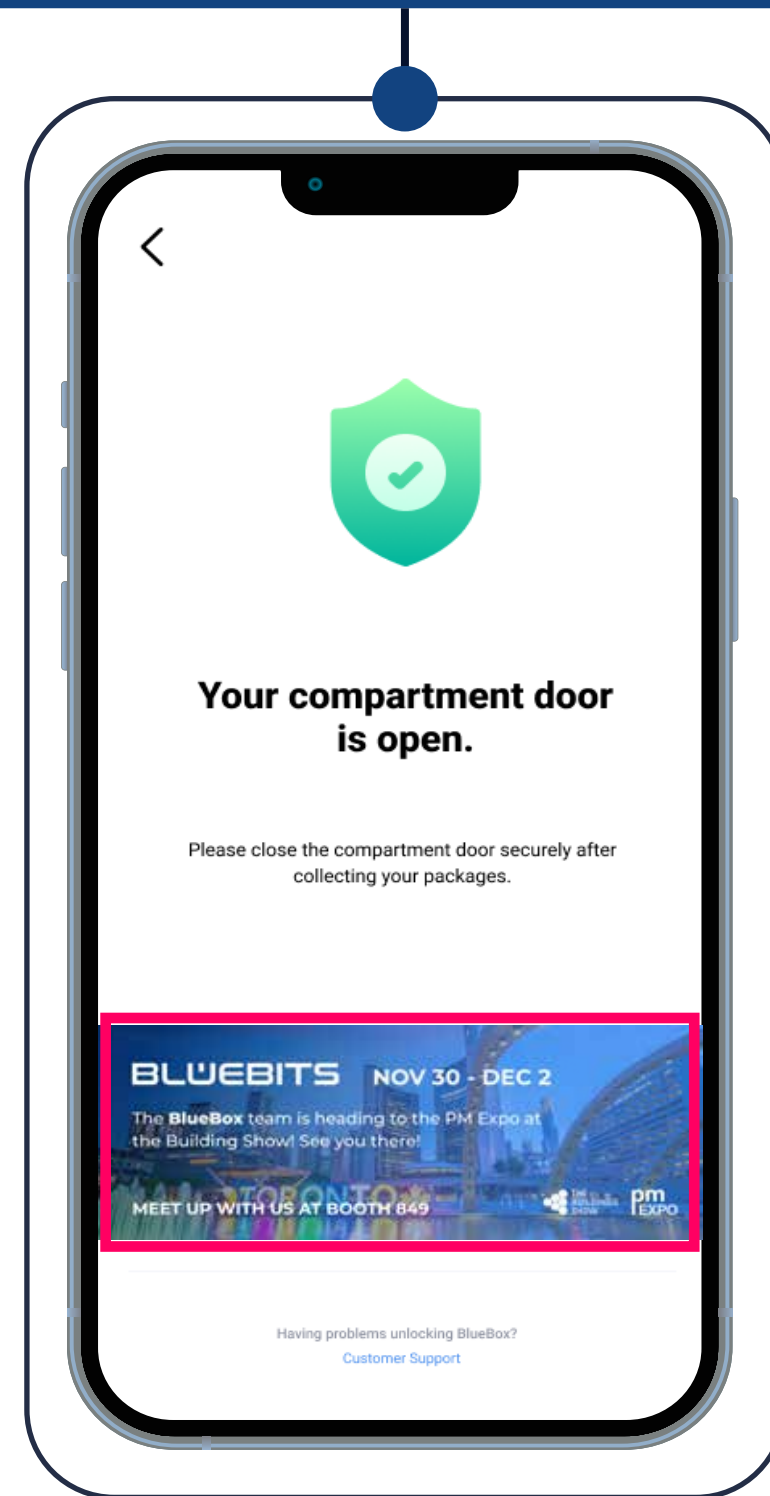
Creating Engaging Moments

Our BlueBox users love the process of receiving parcels/deliveries, and so do we! That's why we make sure this process is as engaging as possible. We aim to convert every delivery pick-up into a core memory, creating a unique and engaging experience.



The Mobile Ad displayed on BlueBox App amplifies exposure by capitalizing on the existing user base of BlueBox app.

BlueBox App Ads



Over **12,000 users** use the BlueBox app on a regular basis. These ads amplify exposure by interacting with our users.



On-Screen Advertisement

Display your advertisement on our
BlueBox starting screen



21.5" touch screen



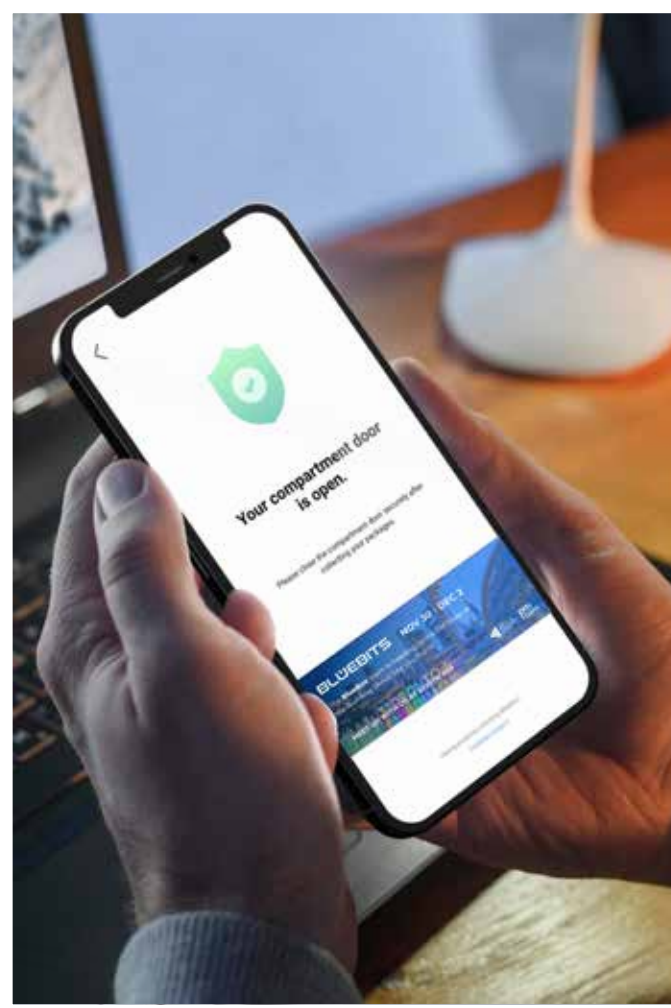
1080px by 1440px Advertisement Size



1080px by 1920px screen resolution (9:16)



BlueAds



Banner Advertisement

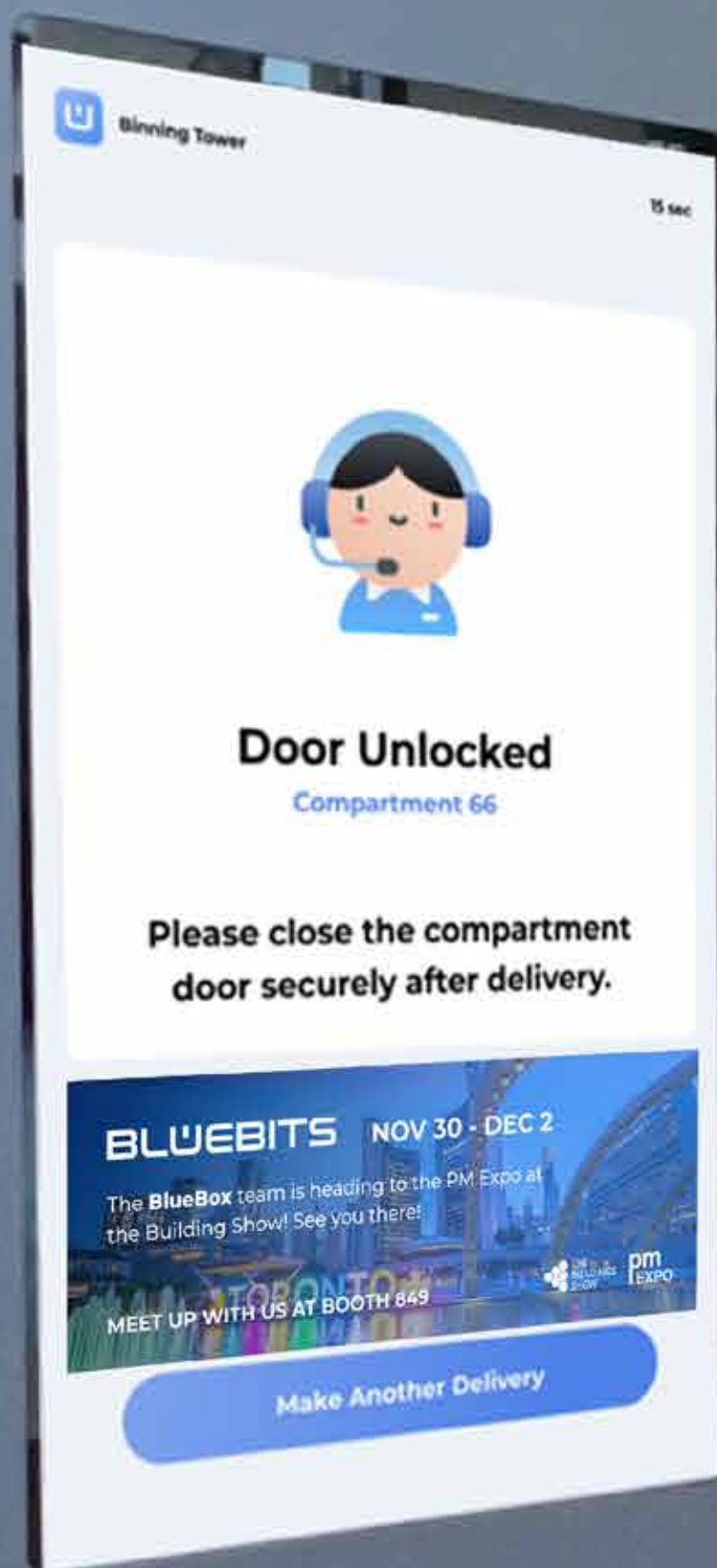
Display your advertisement on the last collection screen of the parcel pick-up process



1 advertiser per pick-up

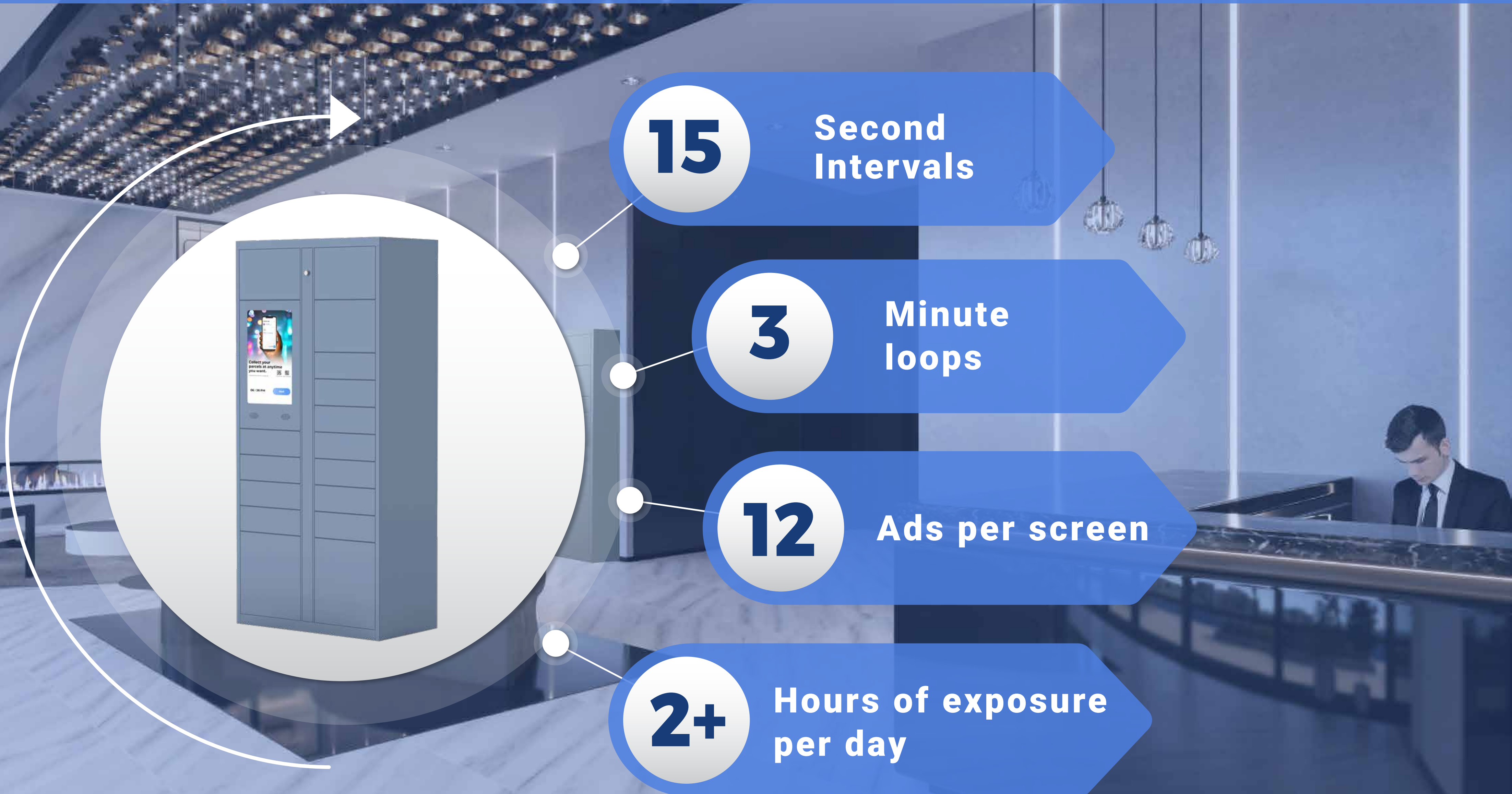


1080px by 400px Ad Size



BlueAds

BlueAds Cycle



Bluebox Ads Region Map

The following areas are our advertising regions which include a community of BlueBox lockers throughout.

- 1 Richmond Oval and Walmart (RO)
- 2 Richmond Sexsmith Area (RS)
- 3 Richmond Sexsmith Area (RS2)
- 4 Metrotown West (MW)
- 5 Metrotown East (ME)
- 6 New Westminster (NW)
- 7 Langley/Maple Ridge (LM)
- 8 Tsawwassen (TS)
- 9 Kerrisdale/West Side Vancouver/South Vancouver (KWSV)
- 10 The University of British Columbia (UBC)
- 11 Granville & Davie (GD)
- 12 Downtown East (DE)
- 13 Mt Pleasant & Olympic Village (PO)
- 14 Renfrew-Collingwood & Killarney (RCK)
- 15 Champlain Heights (CH)
- 16 Brentwood/Burquitlam (BB)
- 17 North Vancouver (NV)
- 18 Surrey (SR)
- 19 Coquitlam/Port Moody



BlueAds Location



BlueAds Sample





A photograph of a family (father, mother, and young child) sitting together and lighting sparklers. In the background, there is a festive garland with the letters "H Y A R" and a wreath.

 www.bluemyth.ca

Happy Holidays from us at Bluemyth Technologies!

BlueBox is working to keep your package safe during the holiday season!

A colorful illustration of a mother and two children (a boy and a girl) hugging. The mother is wearing an orange apron over a blue shirt. The background is decorated with pink and yellow flowers and hearts.

 www.bluemyth.ca

Happy Mothers Day

We Whish all Moms A Happy Mother's Day !

Enjoy the time with your loved ones !

A photograph of a white ceramic rabbit figurine sitting next to a small wooden sign that says "Happy Easter". In the background, there are several decorated Easter eggs and some dried flowers.

 www.bluemyth.ca

We Whish You Have A Happy Hoppy Easter!

BlueBox is working to keep your package safe during the holiday season!



Contact Us

Pricing and location grouping is unique to every business. Get in touch with us to discuss more!

1(833) 258-3269

www.bluebits.ca

Marketing@bluebits.ca



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