



# BlueBits Technologies Inc.



BlueAds

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# What is BlueBox?

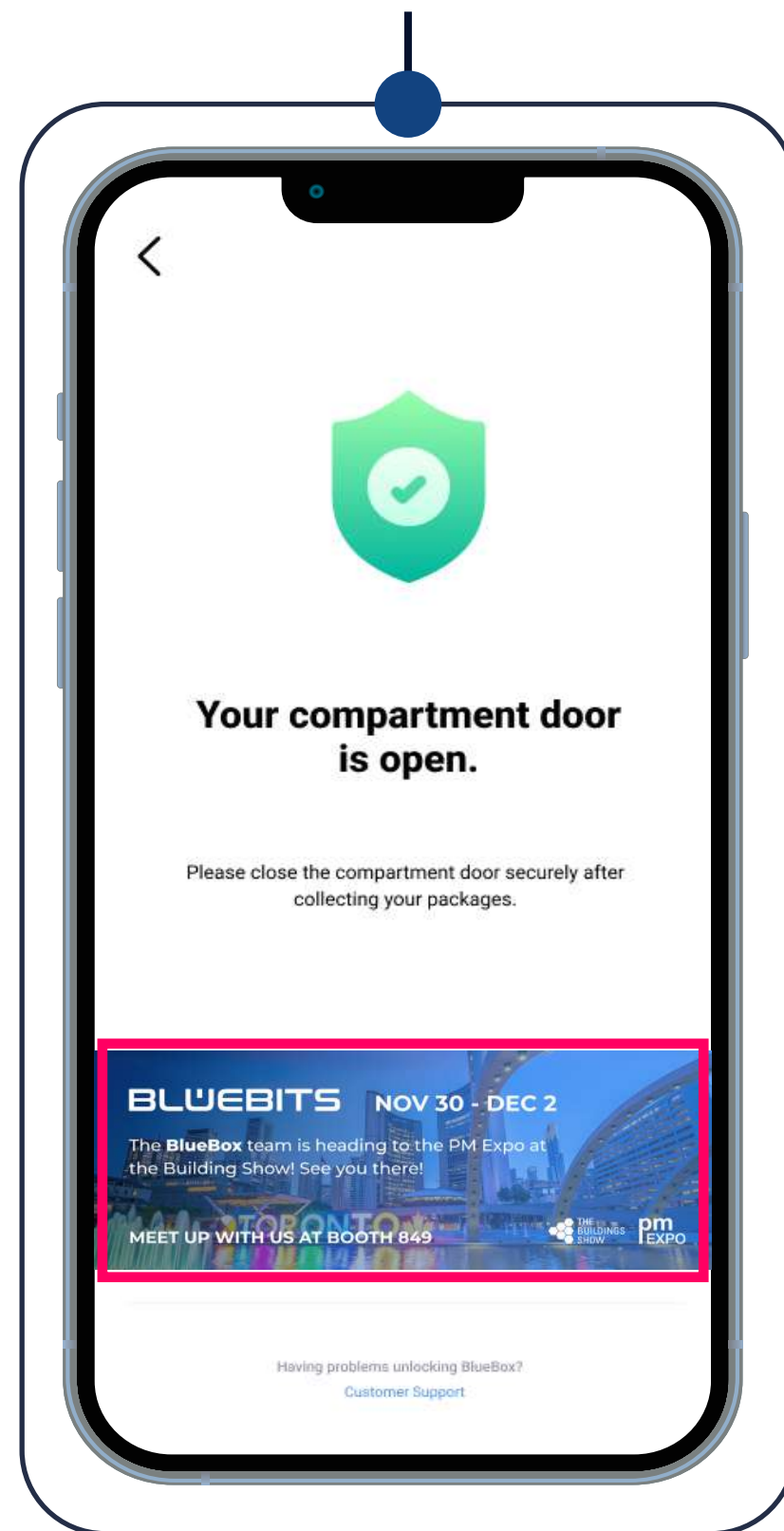
BlueBox is a Smart Parcel Locker Solution that optimizes parcel reception within all types of buildings.

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





## BluBox App Ads



**Our BlueBox App, amplifies exposure by capitalizing on our existing user base**

Over **20,000 users** use the BlueBox app on a regular basis.

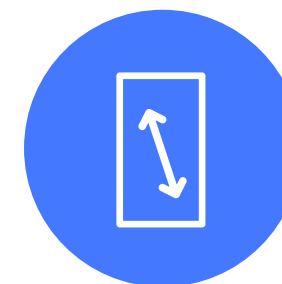


# On-Screen Advertisement

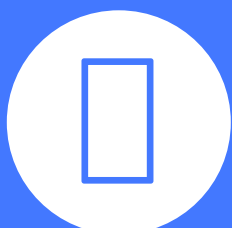
Display your advertisement on our BlueBox starting screen



21 touch screen



1080px by 1440px Advertisement Size

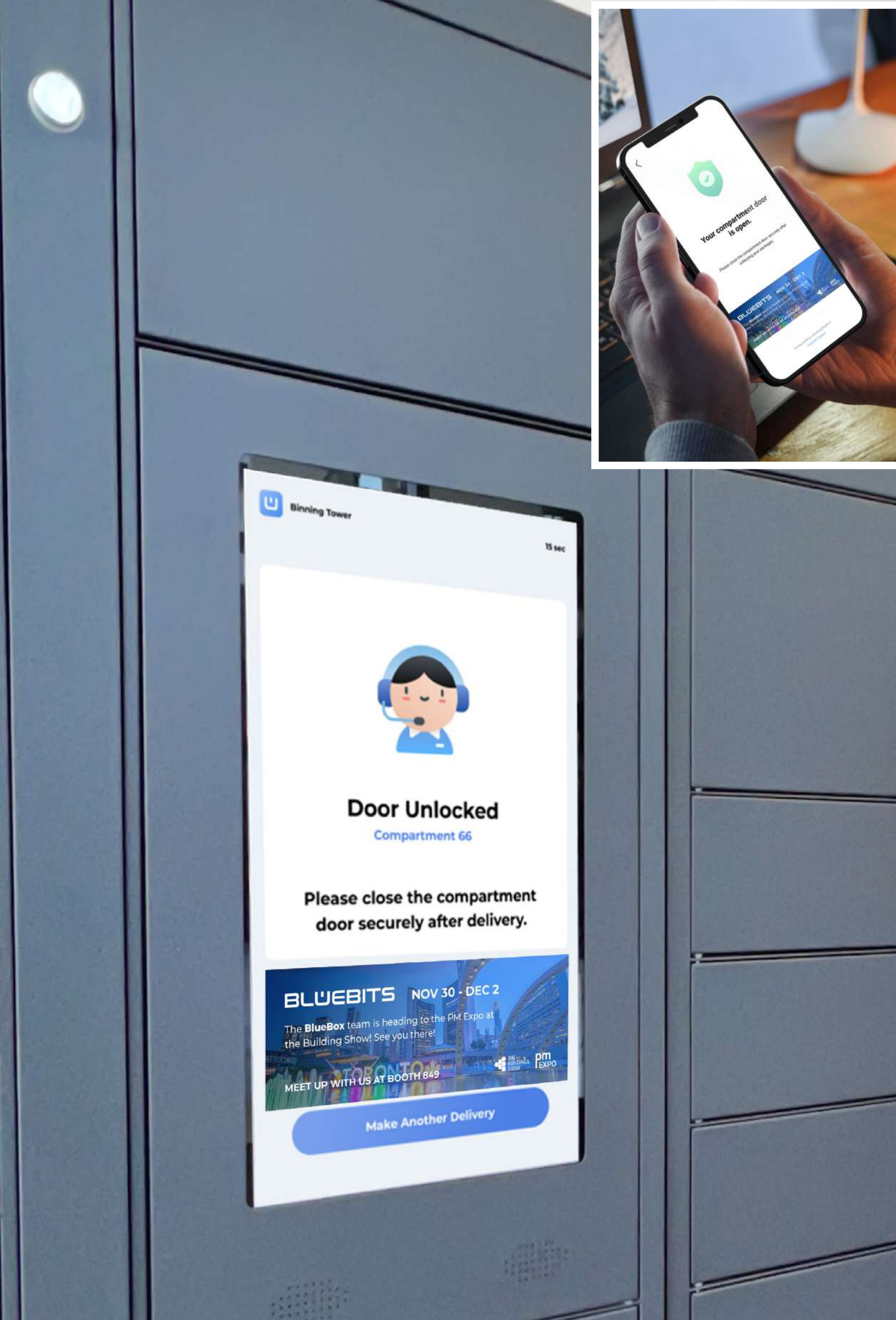


1080px by 1920px screen  
resolution (9:16 )



**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



**15**

**Second  
Intervals**

**3**

**Minutes  
loops**

**12**

**Ads per screen**

**2+**

**Hours of exposure  
per day**



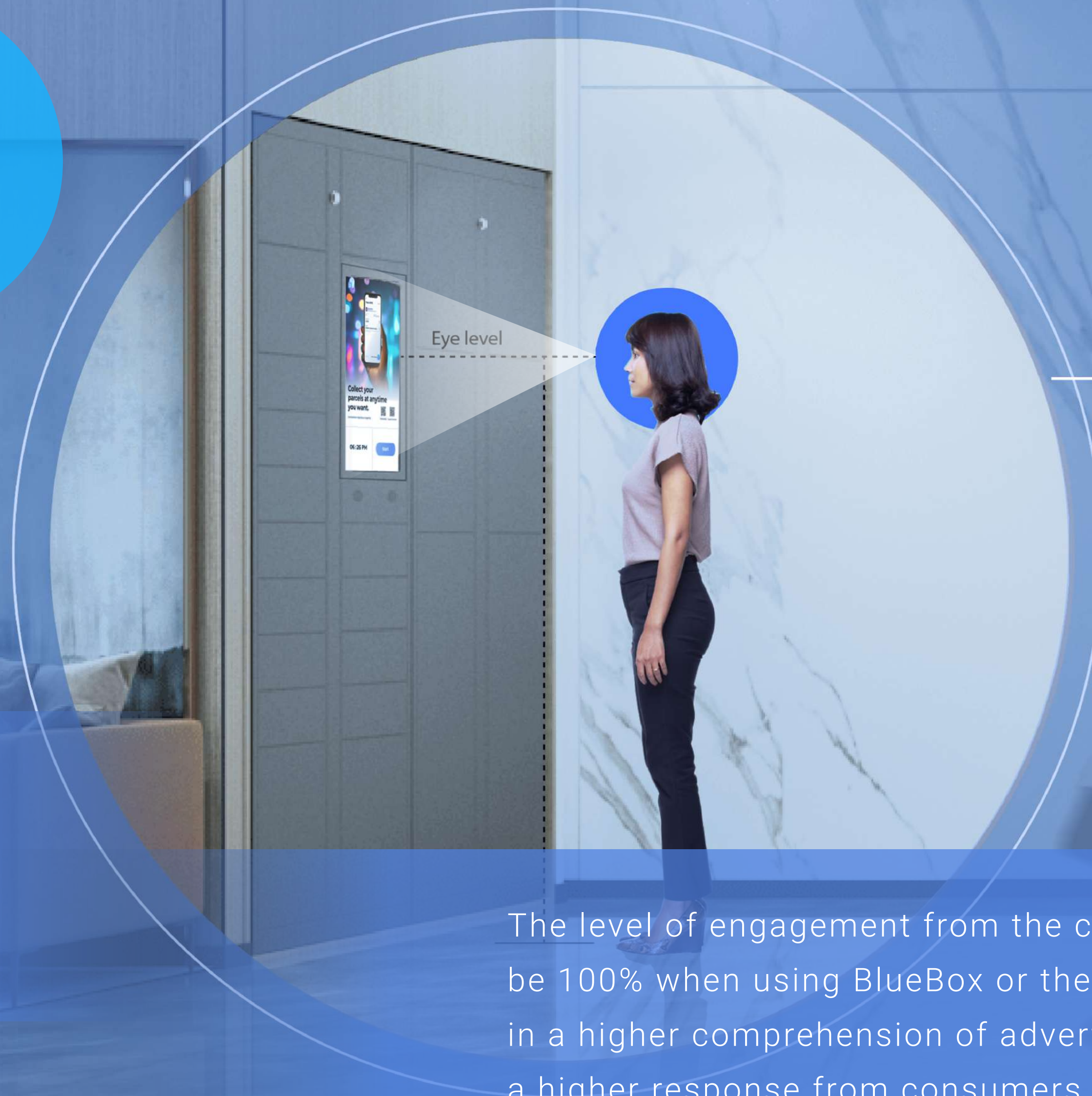
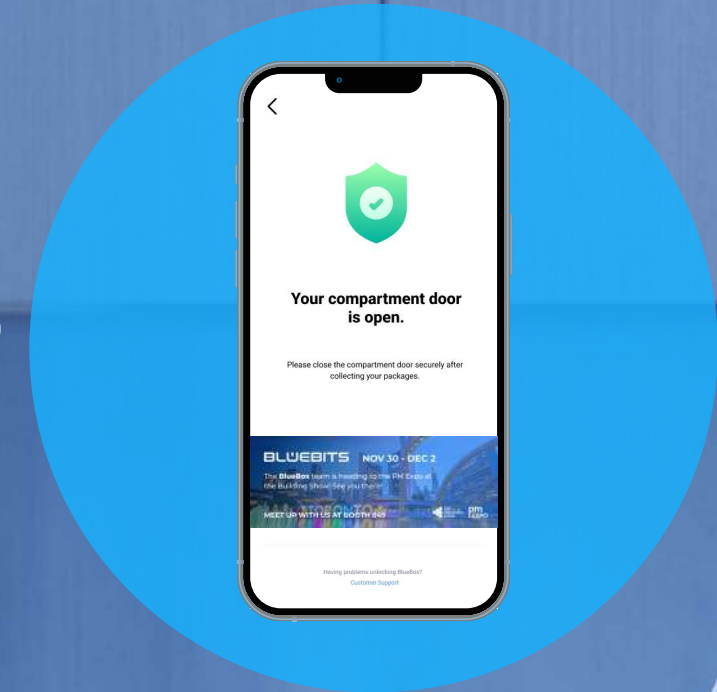
# Interactive & Engaging Ad Experience

**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.



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.

**There has been over 250,000 deliveries received  
through our network since 2020**

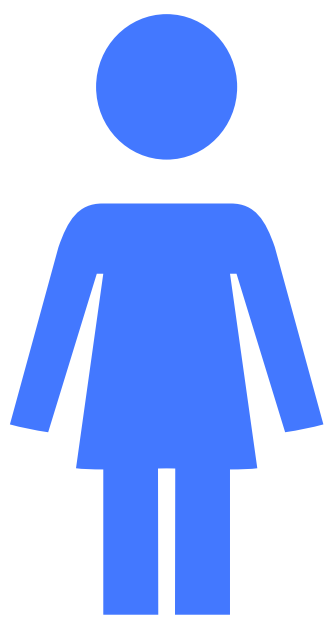


# BlueBox Resident Profile



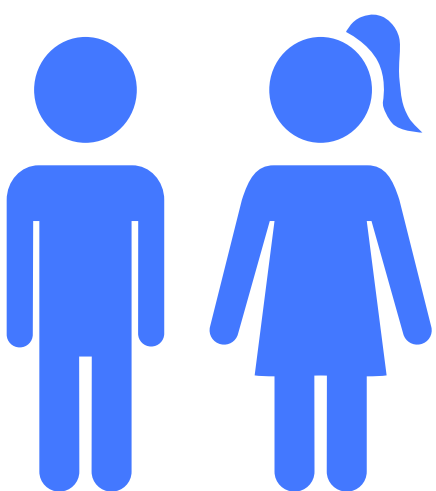
49%

Male Population



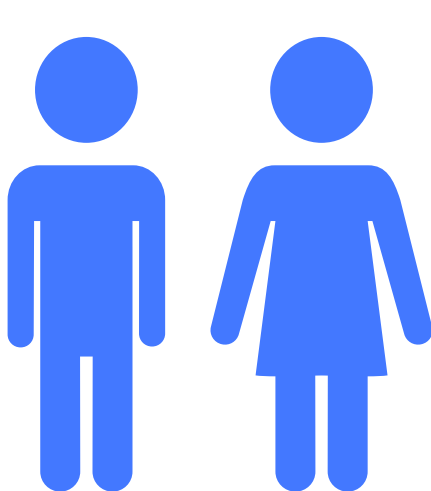
51%

Female Population



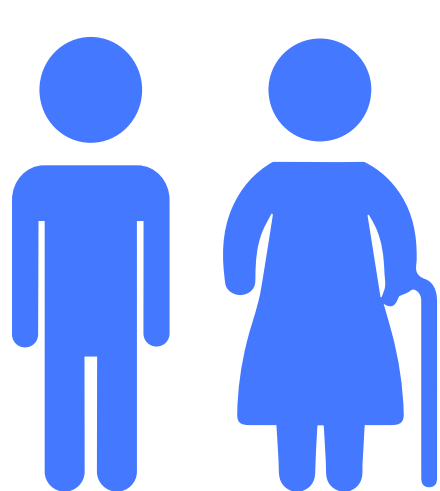
17%

19-24 Y/O



45%

25-54 Y/O



26%

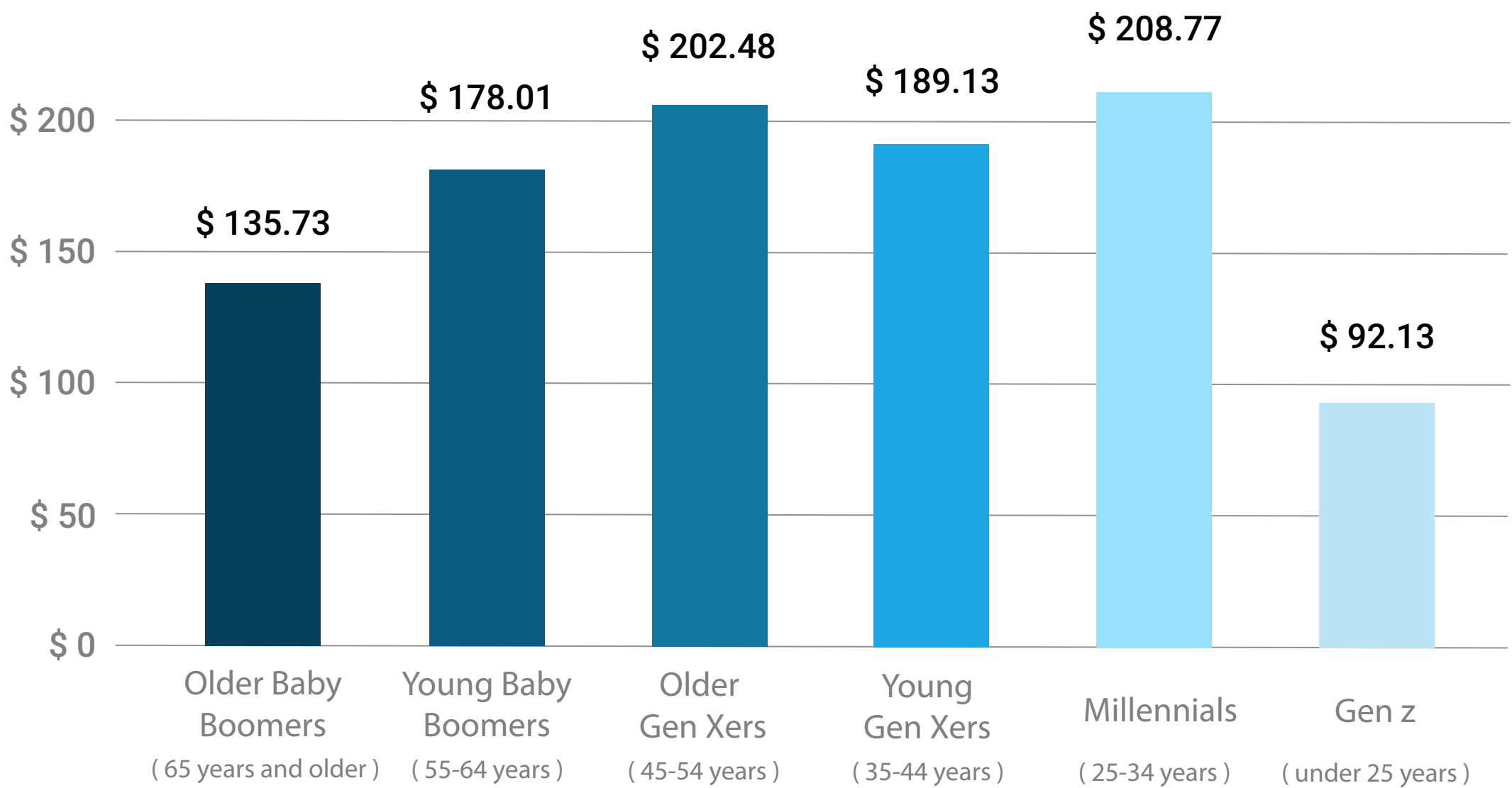
55+ Y/O



BlueAds



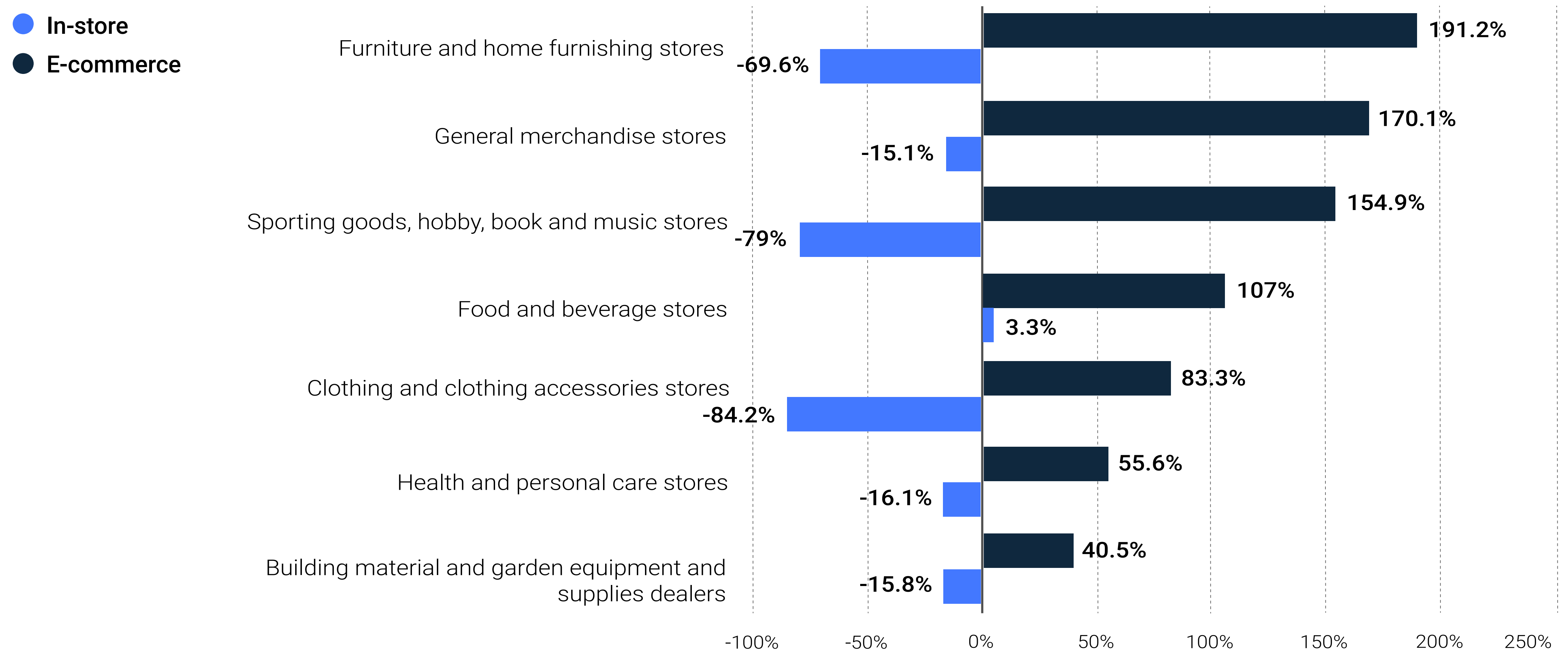
## Daily Spending *by Age*





# 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





# BlueAds Advantages

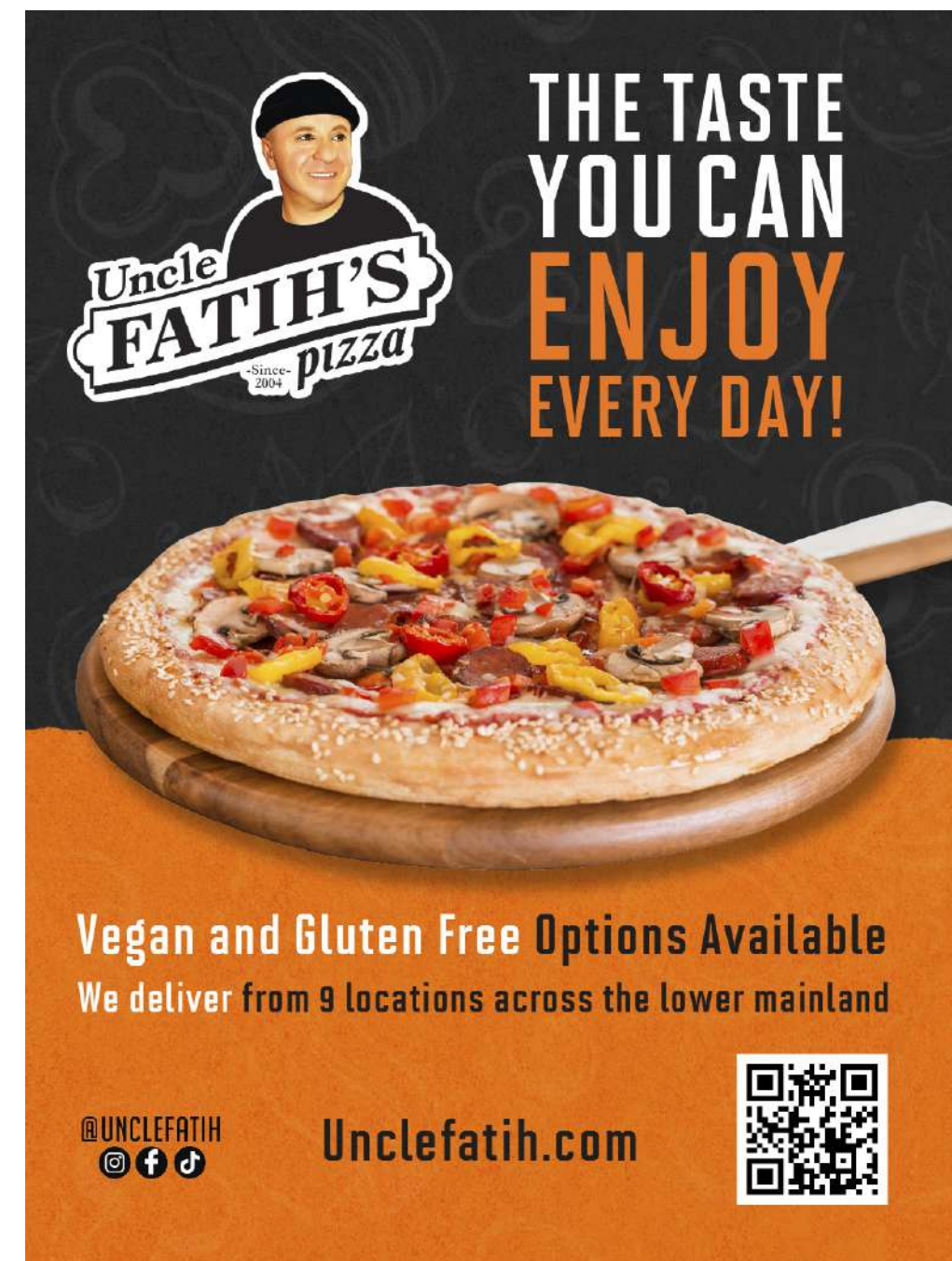
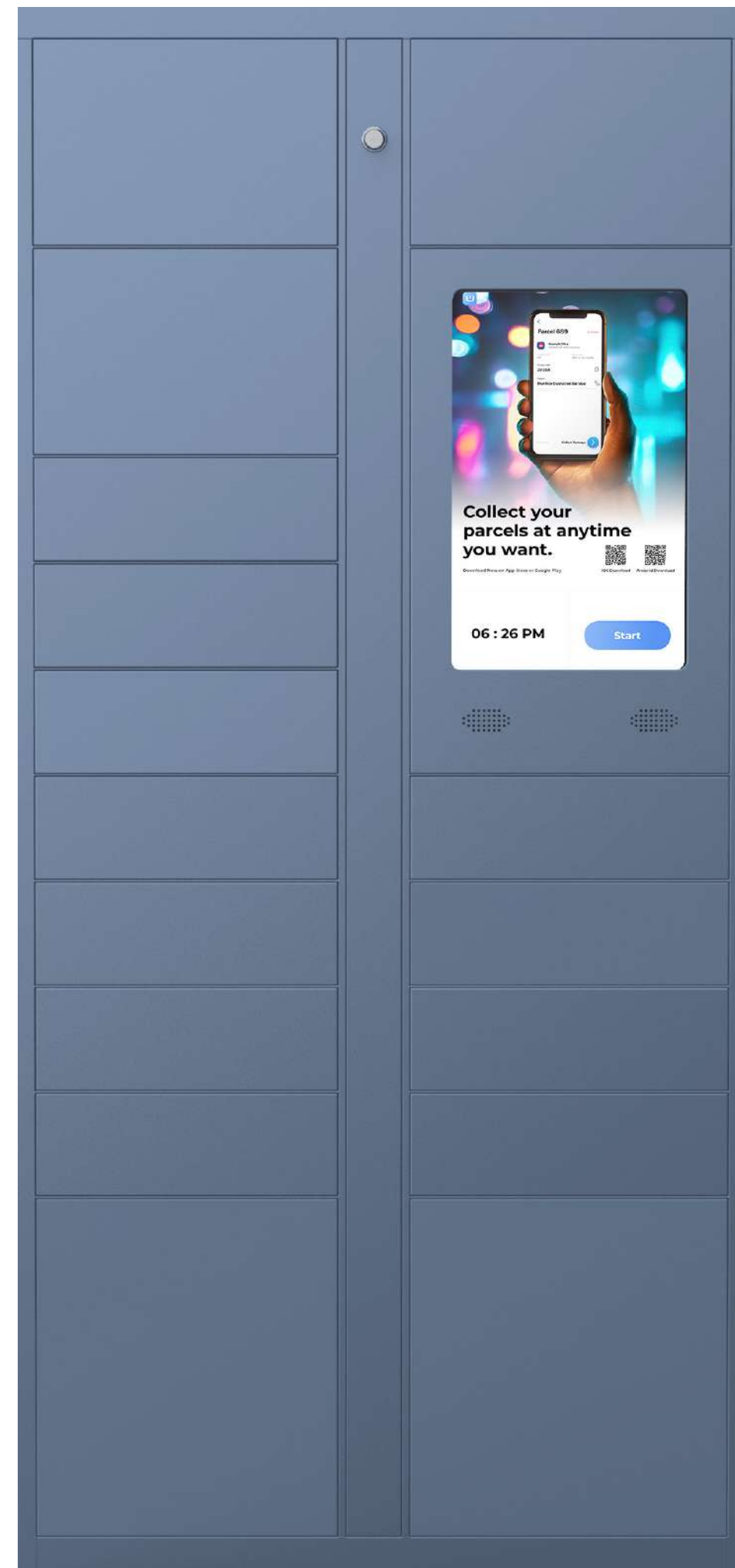
Situated at the **Ideal Location**, targets the **Right People** to create the **Biggest Influence** at the **Right Moment**.



The high traffic flow in building ensures a substantial viewership bringing together business and consumers.



# BlueAds Sample



**Uncle fatih**  
Food Service



**Remax**  
Real Estate



**Disposal Queen**  
Recycling Services

We provide advertising opportunities for a wide range of industries & markets.