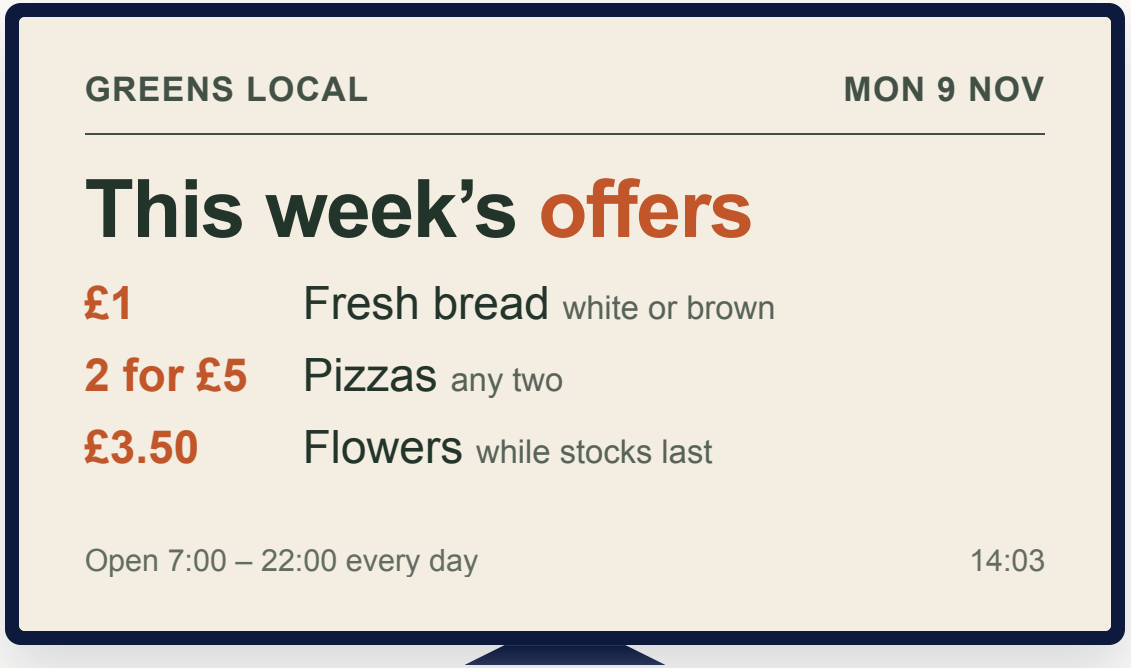
NowBoard

NOWBOARD FOR RETAIL CHAINS

# This week’s offers in every store by Monday morning.

Offers, opening times and store news on the TVs your shops already have. Head office sets it, every store shows it.

- Ready-made screens, called Boards, in your brand
- New offers switch on at 6am Monday, in every store
- Free forever on one TV. From £10 a TV a month after that




**The Weekly Offers Board**
On the entrance TV, in your brand

WHAT MAKES NOWBOARD DIFFERENT

# Five reasons NowBoard is different.

EVERY PLAN

## Screens that make you money

Local businesses pay to advertise on your screens. You approve every advert and keep most of what they pay.

**Suppliers pay you for screen time**

EVERY PLAN

## Run it from your phone

Store managers add their own reductions from a phone, in seconds.

**Short-dated bread? Posted in seconds.**

EVERY PLAN

## Works on the TVs you have

Android TV, Raspberry Pi, or any Windows PC, Mac or Chromebook in a web browser.

**Or plug in our £199 Player Pro**

EVERY PLAN

## Ready-made for shops

Boards for offers, opening times and till notices. Change a price or an offer without a designer.

**Head office sets it, stores add to it**

STARTER AND UP

## AI and your own designs

Describe a Board and AI designs it, or lay out your own. No graphic designer needed.

**AI designs on Professional**

Ad Space share: you keep 70% on Free, 80% on Starter, 87% on Professional and 92% on Enterprise, before card fees. Prices exclude VAT.

WHY NOWBOARD

# Your offers, in every store. Paid for by your suppliers.

A small chain has three other ways to put offers in front of shoppers. Here's how they compare.

| | **NowBoard**<br>Built for small chains | **Printed posters**<br>The weekly print run | **Supplier screens**<br>On the fridge or the gantry | **Big-chain signage platforms**<br>Made for hundreds of stores |
|---|---|---|---|---|
| **Shows your offers, not a supplier's** | ✓ **Your brand, your offers**<br>Head office decides what shows | ✓ Your offers | ✗ The supplier's promotions | ✓ Your offers |
| **Changes in every store at once** | ✓ **Switches at 6am Monday**<br>Every store, on Professional | ✗ Posted, then put up by hand | ✗ The supplier controls it | ✓ Usually |
| **Stores add their own** | ✓ **From a phone**<br>Reductions, hours, local news | ~ Handwritten | ✗ | ~ Varies |
| **Suppliers pay you for screen time** | ✓ **Ad Space**<br>You sell the slots and keep most of it | ✗ | ~ You get the screen, they get the slots | ~ Varies |
| **Product recall on every screen** | ✓ **One tap**<br>Every TV in every store | ✗ Print and post | ✗ | ~ Varies by plan |
| **What it costs** | ✓ **Free on one TV**<br>Then £10–£20 a TV a month. No contract | ~ Print and delivery, every week | ~ Free, but it's their screen | ~ Quoted per screen |

A general comparison of types of product. Check with each supplier for their latest features and prices. NowBoard prices exclude VAT.

NowBoard

WHAT'S ON THE WALL NOW

# The offer changed on Monday. Some stores still show last week's.

Offers, hours and store news go out as print runs and emails. Each store puts them up when it can. Sound familiar?

### The print run

Posters arrive, go up late, and last week's come down later still.

### The supplier screen

The drinks fridge screen shows their brand's promotion, not yours.

### The Monday email

Head office sends the offers. Each store reads it when it's quiet.

### The bank holiday

New opening hours need a sign in every window, put up by hand.

**The offers are good.** NowBoard puts them on every store screen at the same time.

NowBoard

YOUR TVS, EACH WITH A JOB

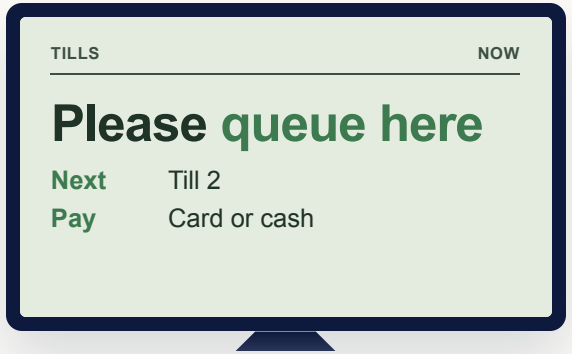
# One screen per spot. Each one says what that spot needs.

Pick a Board, type in your details, and it’s on the TV. Every Board is ready to use, and you can change any of them.



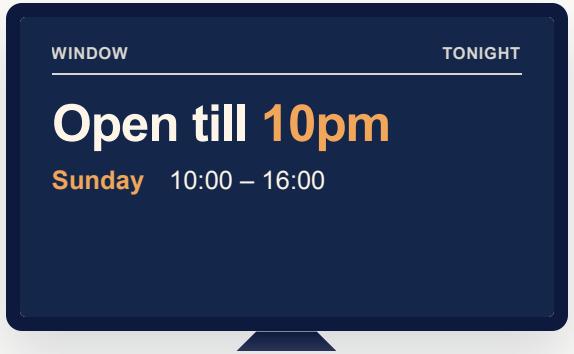

**Entrance**
Set by head office

Weekly offers
Promotions
Supplier slots




**Tills**
Queue and payments

Queue notices
Local specials
Opening times




**Window**
Facing the street

Opening times
Offers after closing
Portrait screens too




**Staff room**
For the team

Staff notices
Rotas
Meet the team

The screens shown are examples. Offers are typed in or uploaded as pictures; NowBoard does not read prices from your tills or website.

NowBoard

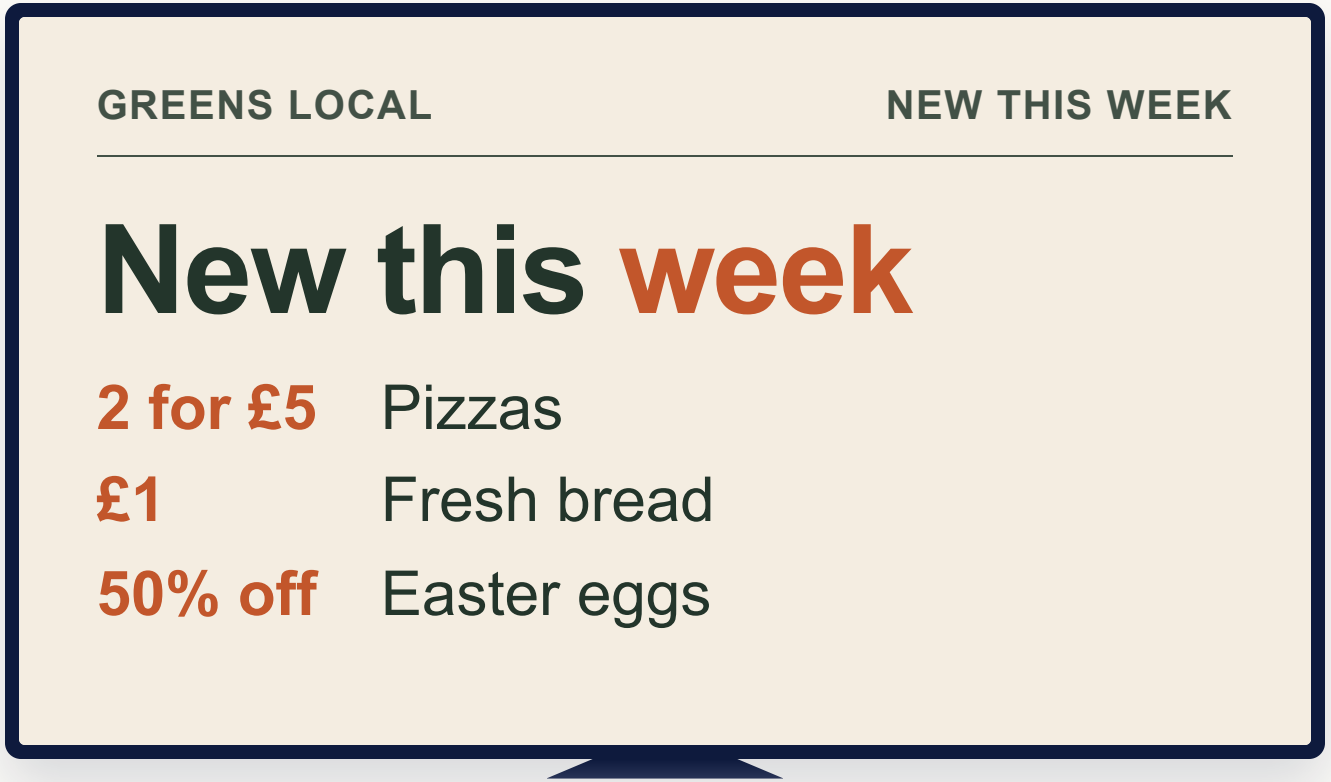
SCHEDULING

# Set the week once. Every store follows it.

Choose when each Board shows, and the entrance TV changes through the day by itself. Tap a time to see it.

| | | |
|---|---|---|
| **06:00** | Monday offers | A new week, in every store |
| **08:00** | Breakfast | Coffee and pastries |
| **12:00** | Lunch | The meal deal |
| **17:00** | Tea time | Dinner ideas |
| **20:00** | Reductions | Short-dated, from the store |

Changing through the day comes with Professional and Enterprise.

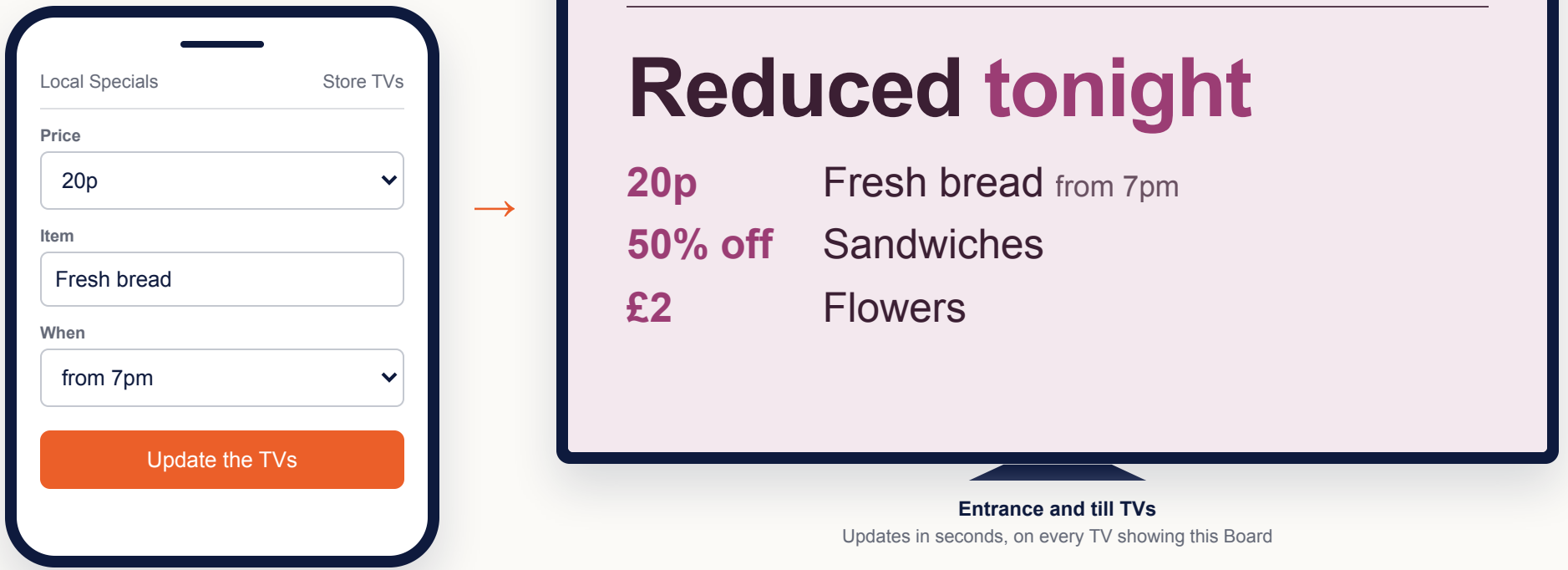



**Entrance TV**
06:00 · Monday offers

NowBoard

UPDATE FROM ANYWHERE

# Short-dated bread? Post it from your phone.




**Entrance and till TVs**
Updates in seconds, on every TV showing this Board

No laptop, no printer, no marker pen. Store managers add their own Board from a phone. Head office keeps the weekly offers the same everywhere. Try it: change the details and press **Update the TVs**.

NowBoard

MADE FOR YOUR STORES

# It looks like your shop, not like ours.

- ✓ **Your logo and colours**
  Add them once and every store uses them.
- ✓ **Easy to read from the door**
  Big prices, strong contrast, one offer at a time.
- ✓ **Portrait or landscape**
  Windows and pillars as well as the wall behind the tills.
- ✓ **The same look in every store**
  Head office sets the Boards once. English, Welsh, French and Spanish.

Try a style

Market | Night | Fresh | Poster




**Offer Board**
Same content, four looks

NowBoard

RECALLS AND STORE ALERTS

# A recall goes out. Every store knows at once.

One tap puts the same message on every TV in every store. One more tap puts everything back as it was.

- Product recall
- Fire alarm
- Message to everyone
- Back to normal

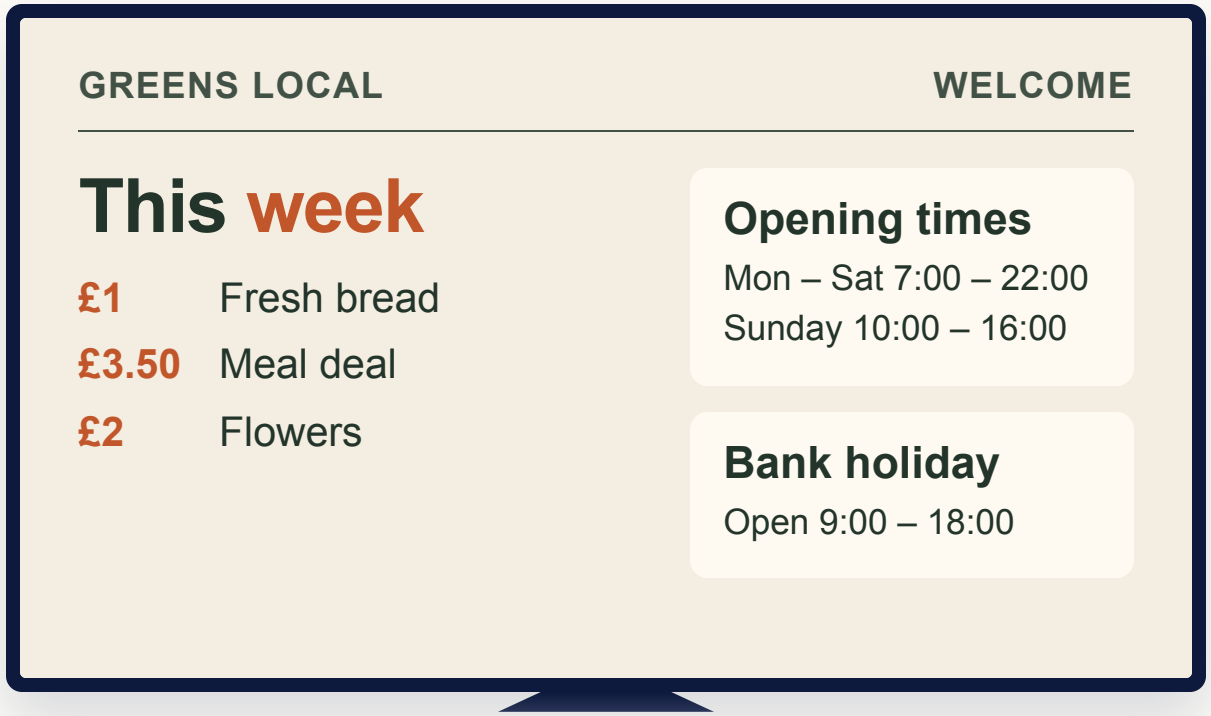
Ready-made alerts for a fire, a fire drill, an urgent notice, building work and a missing person, plus your own messages such as a recall. They come with Professional and Enterprise.



NowBoard

FOR SHOPPERS

# Shoppers see the offer before they reach the shelf.




**Entrance TV**
Offers, hours and news

### This week's offers
The first thing a shopper sees is the offer, in your brand.

### Opening times
Bank holidays and late nights, changed once for every store.

### Local news
Each store adds its own: a charity day, a new line, a job opening.

### Till notices
Which tills are open and how to pay.

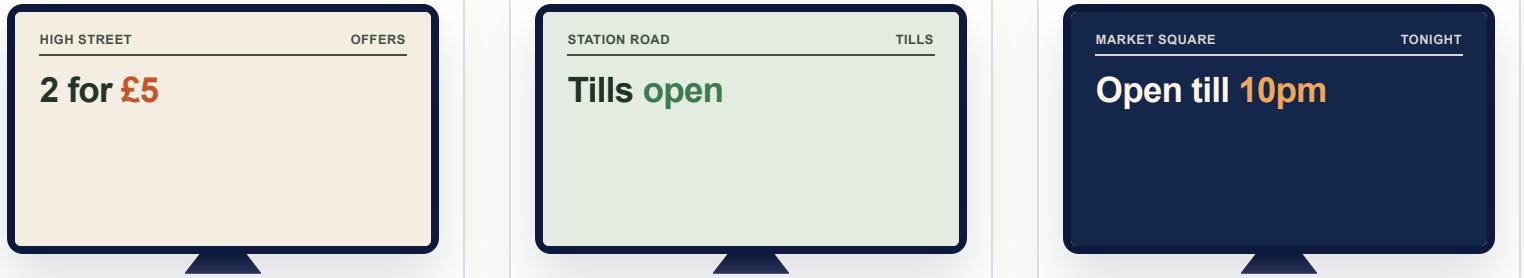
### Supplier promotions
Brands pay for slots through Ad Space, on the screens you choose.

NowBoard

FOR SMALL CHAINS

# One login. Every store.

**Head office**
Sets the screens every store shows: offers, hours, news




**High Street**
Adds its own reductions

**Station Road**
Adds its own reductions

**Market Square**
Adds its own reductions

## Every store in one account

See and change every screen from one login.

## Shared where it should be

Head office sets the weekly offers. Each store adds its own local Board.

## Pay per TV

A chain of fifteen stores is still one account and one monthly bill.

## Larger chains

Enterprise adds help setting up every store, a team who knows your chain, and lower prices for large groups.

NowBoard

GETTING IT ON THE TV

# It works on the TVs you already have.

Any TV with an HDMI socket will do. Each TV needs an internet connection, over Wi-Fi or a cable.

### The NowBoard app

Runs on compatible Android TVs and TV sticks, a Windows PC, or in a web browser.

**Free** with every plan

### Player Pro

A small box that plugs into the TV's HDMI socket, starts itself and just plays. Optional.

**£199** one-off, per TV

### We can fit it for you

Our installer comes to your stores. UK only.

| | |
|---|---|
| Fit and set up a TV | **From £100** a TV, subject to location |

1. **Sign up free**
   At app.nowboard.tv. No card needed for the free plan.
2. **Connect the entrance TV**
   Open the app or plug in Player Pro, then type in the code it shows on the TV.
3. **Pick an offers Board**
   Add this week's offers and your logo. It's on the screen.

All prices exclude VAT. If we supply a TV, you pay what it costs us. A window screen facing the sun needs a brighter, dearer TV.

NowBoard

OPTIONAL · AD SPACE

# Your suppliers pay you for screen time.

Ad Space is off unless you turn it on. You choose which screens show adverts, and you approve every one.

1

### You choose where and how much

For example, the entrance TV, between your own offers. You set the price of a slot.

2

### A local business books

They send their advert through your own booking page.

3

### You approve it

Nothing shows until you say yes. Then they get a link to pay.

4

### It plays, you get paid

The advert runs between your own Boards. The money goes to your account.

**Who might advertise?** The brands you already stock: drinks, snacks, bakery and household suppliers. Local businesses too: a takeaway, a garage, an event. You decide what fits your stores.

## What could adverts earn you?

| TVS IN THE STORE | PLAN |
|---|---|
| 2 | Professional · £20 |

| ADVERTS SOLD | PRICE OF EACH, A MONTH |
|---|---|
| 3 | 60 |

| | |
|---|---|
| Adverts sold a month | £180 |
| NowBoard's share (13%) | − £23 |
| You keep | £157 |
| Your screens cost (2 × £20) | − £40 |
| **Your profit each month** | **£117** |
| **Profit over a year** | **£1,399** |

An example, not a promise of income: what you earn depends on what you sell. NowBoard takes a share of each advert (Starter 20%, Professional 13%, Enterprise 8%; 30% on Free). Card payment fees come off before you are paid. Prices exclude VAT.

NowBoard

PRICING

# Pay per TV. Start free.

Pay monthly with no contract, or pay yearly and get 2 months free. Paid plans have as many Boards as you like and no NowBoard logo.

### Free

**£0** forever

- ✓ One TV
- ✓ Up to 5 Boards
- ✓ Offers, notices, opening times and more
- ✓ Your logo and colours
- ✓ Shows the NowBoard logo

### Starter

**£10** a TV / month

- ✓ As many TVs as you need
- ✓ As many Boards as you like
- ✓ Something different on each TV
- ✓ Every Board design and style
- ✓ Design your own Boards

BEST FOR MOST STORES

### Professional

**£20** a TV / month

- ✓ Everything in Starter
- ✓ Boards that change through the day
- ✓ Recall and emergency alerts
- ✓ Describe a Board and AI designs it

### Enterprise

**£30** a TV / month

- ✓ Everything in Professional
- ✓ For retail chains
- ✓ Help setting up every store
- ✓ A team who knows your group
- ✓ Lower prices for large groups

STORES: 15

TVS IN EACH STORE: 2

PLAN: Professional · £20

☐ Add Player Pro
£199 a TV, one-off

MONTHLY
**£600**
15 stores × 2 = 30 TVs × £20

OR PAY YEARLY
**£6,000**
2 months free, save £1,200

All prices exclude VAT. For example, 15 stores with 2 TVs each: the entrance and the tills.

NowBoard

NEXT STEPS

# Pilot two stores this month.

| | |
|---|---|
| THIS WEEK | **Free on one entrance TV**<br>Head office puts up this week's offers. No card, no contract. |
| THIS MONTH | **Pilot two stores**<br>Professional, so offers switch on at 6am Monday and a recall reaches every TV. £20 a TV a month. |
| NEXT PROMOTION | **Every store**<br>A Player Pro per store. Sell supplier slots and earn from it. |

## Let's get your first store TV going.

We can set it up with you on a call, or come and fit it.

START FREE
**app.nowboard.tv/register**

EMAIL
**hello@nowboard.tv**

WEBSITE
**nowboard.tv**