

Sizzle System Overview

The most comprehensive system of tools, technologies and business models for marketing and advertising.

Seamless methodologies for converting consumers into fans of a brand

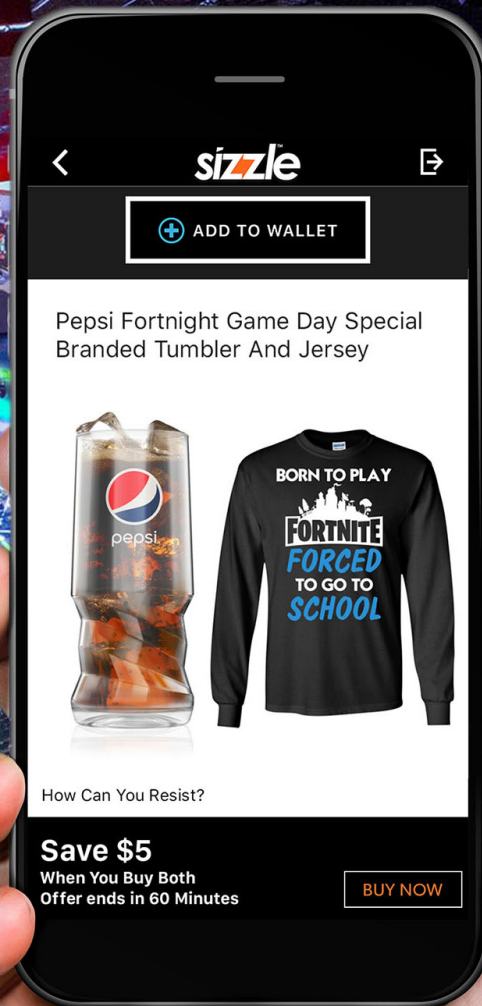


Scanned products deliver AR holograms

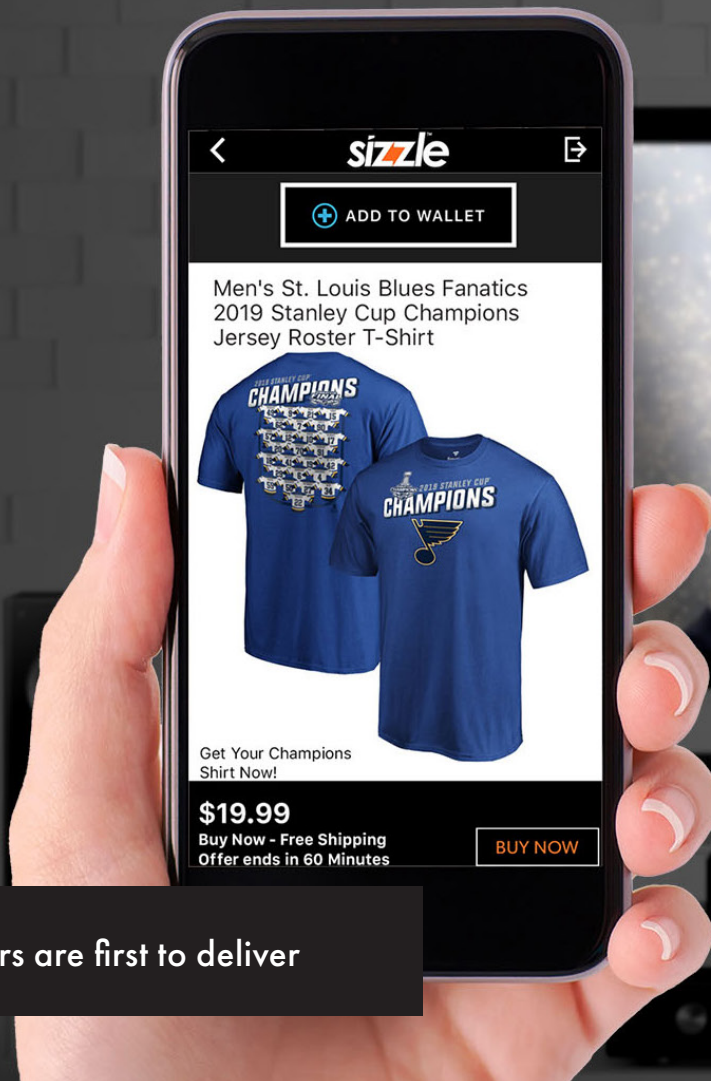
Augmented reality holograms promote countless engagements:

- Transactional - one click purchases
- Interactive - download digital swag
- Promote - games, contests and sweepstakes
- Engage - polls, surveys, quizzes, tests
- Research - market research
- Cross Promote - leverage two brand's popularity to both brand's benefit

GPS location-based offers



- Location-based offers are available in stadiums, conference centers, malls, airports, campuses and more
- Capitalize on the emotion of being in the stadium to sell merchandise
- GPS-based offers are targeted to specific locations and paired to Sizzle search
- GPS triggers immediately provide nearby offers and opportunities



Time-based offers are first to deliver

- Time-based offers are first to deliver when emotions are the strongest
- Seconds after a championship has been determined, Sizzle delivers the offer to purchase souvenir merchandise
- Sizzle Offer Engine creates instantaneous global access to new offers
- Capture emotion and convert it into impulse purchasing
- Timed offers create a sense of urgency



Audio triggers increase advertising ROI

- Audio triggers create customized radio and television shopping experiences
- Significantly improve the ROI of podcast, radio, TV advertising, by making spots transactional
- Radio and television shows deliver sales of products, wardrobe, merchandise, and sponsored products
- Facilitates creative interactions, delivery of digital swag
- Offers opportunity for play at home games with broadcast
- Programming of an entire season of a program, allows unique Sizzle offers to deliver in each regional territory



Sizzle is the place to debut Sizzle Reels

- Make greater use of proprietary content
- Sets the tone for the brand's content in the mind of the consumer
- Makes brand's content available at the point of sale
- Videos become informative and transactional, taking customers to an another action, game, augmented reality or specific online location



Sizzle Reels can drive traffic to retail

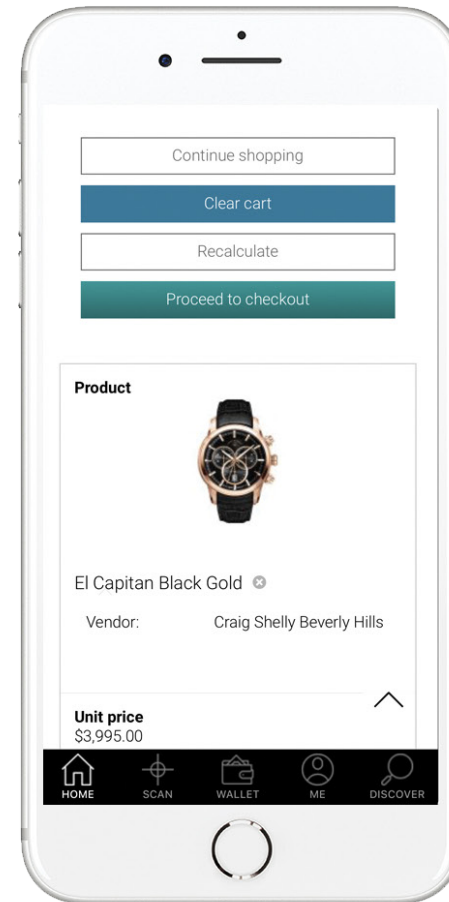
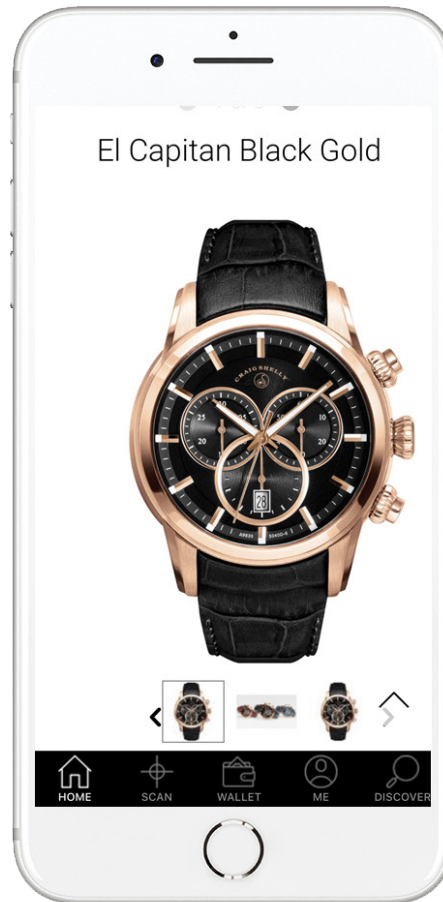
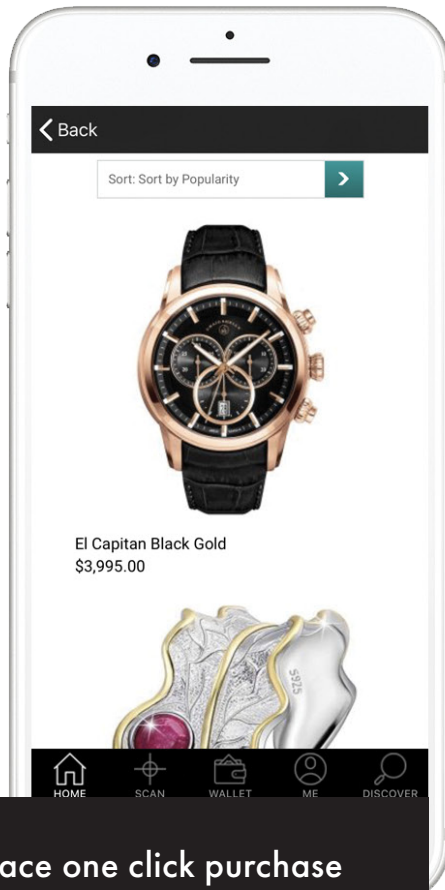
- Sizzle reels can be programmed with offers that drive traffic to retail
- Adds deeper connection between consumer and brand



Deliver product information in video

Scan a product label to watch a video.

- Defeats the liability of giving medicine to an illiterate audience
- Solves multilingual issue considerations
- Converts a product label into a video portal for special interest weekly content
- Delivers unlimited instructional video content
- Creates one click pathway to continued refills or purchase of complimentary items



Sizzle Marketplace one click purchase

Storefronts are provided to customize with your branding.

- Sizzle Shop is populated with individual storefronts
- Sizzle's secure financial technology stores credit information for single click purchases
- Generate sales in Sizzle in our store, your website, Amazon, Shopify, ETSY, eBay, or in your physical locations



Sizzle Concierge presents: Sizzle Reels

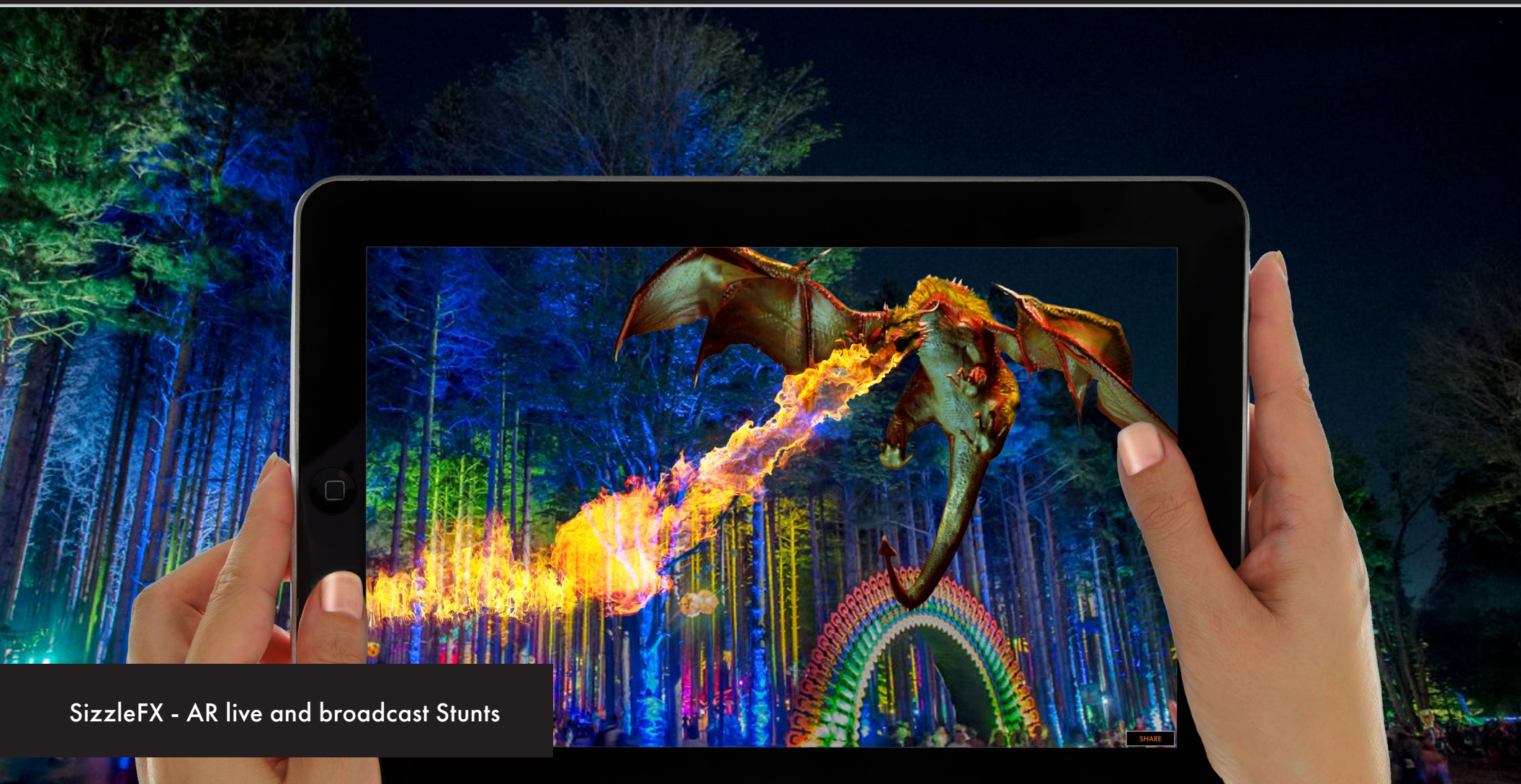
- Sizzle Concierge is continually adding transactional Sizzling content for our audience
- Almost all of the substantial tourism experiences, US/Canada are found in Sizzle using keyword search
- Numerous additional categories are being added: New Products, Innovations, Travel, Fashion, Films



AR games engage consumers

- Reward your consumers by delivering unique games onsite
- Garner market research through gamified choice engagements
- Generate repeat engagements by rotating content of offers/prizes

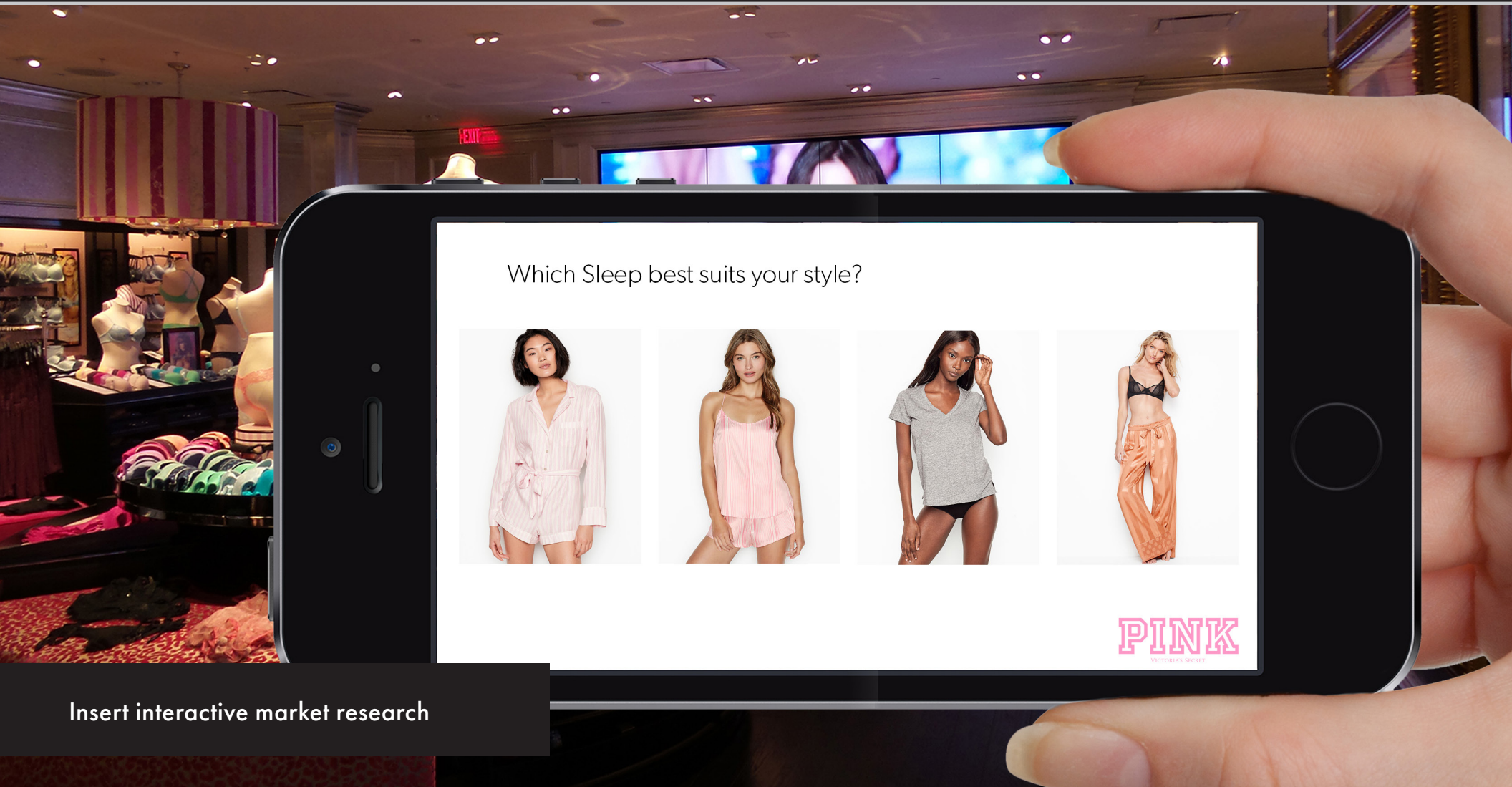




SizzleFX - AR live and broadcast Stunts

Augmented reality stunts leave a vivid impression on the viewers

- Large group shared, or individual experienced
- Records the experience for viral sharing
- Can be collected and distributed in digital swag promotions
- Can be unlocked as a give away promotion by visiting a retail location, or purchasing a product online
- Can be gamified in numerous Sizzle AR Game experiences
- Use as a treasure hunt to drive specific traffic around locations
- Create teaser campaigns to promote upcoming events
- SizzleFX is the single most powerful AR platform for brand promotion worldwide



Insert interactive market research

Market Research Interactions and Full Programs Available

- Leverage retina tracking as well as expression recognition to clearly identify customer reaction.
- Track sequential positioning of eye movement
- Monitor microexpressions to determine like and dislike of items
- Measure market research in print, digital and motion media formats

- Insert into Sizzle Reels on Sizzle for direct consumer interaction, activation and engagement
- Leverages key moments of editorial content for brief consumer market research
- Deepens the discussion with the customer
- Test new products on a regional basis, before going national



Encode your video with Sizzle Hot Spots

- Encodes YouTube content with hot spots to facilitate instant interactive engagement
- Create hand/eye coordination games
- Product/service/experience sales
- Easter eggs for gamification of video
- Voting/polling
- Quizzes and tests
- Market research
- Increase total number of views and dwell time by adding games atop your videos
- Offering prizes that money can't buy like meet and greet opportunities
- Contests to win concert, sports and other tickets by gamifying the promotional trailer



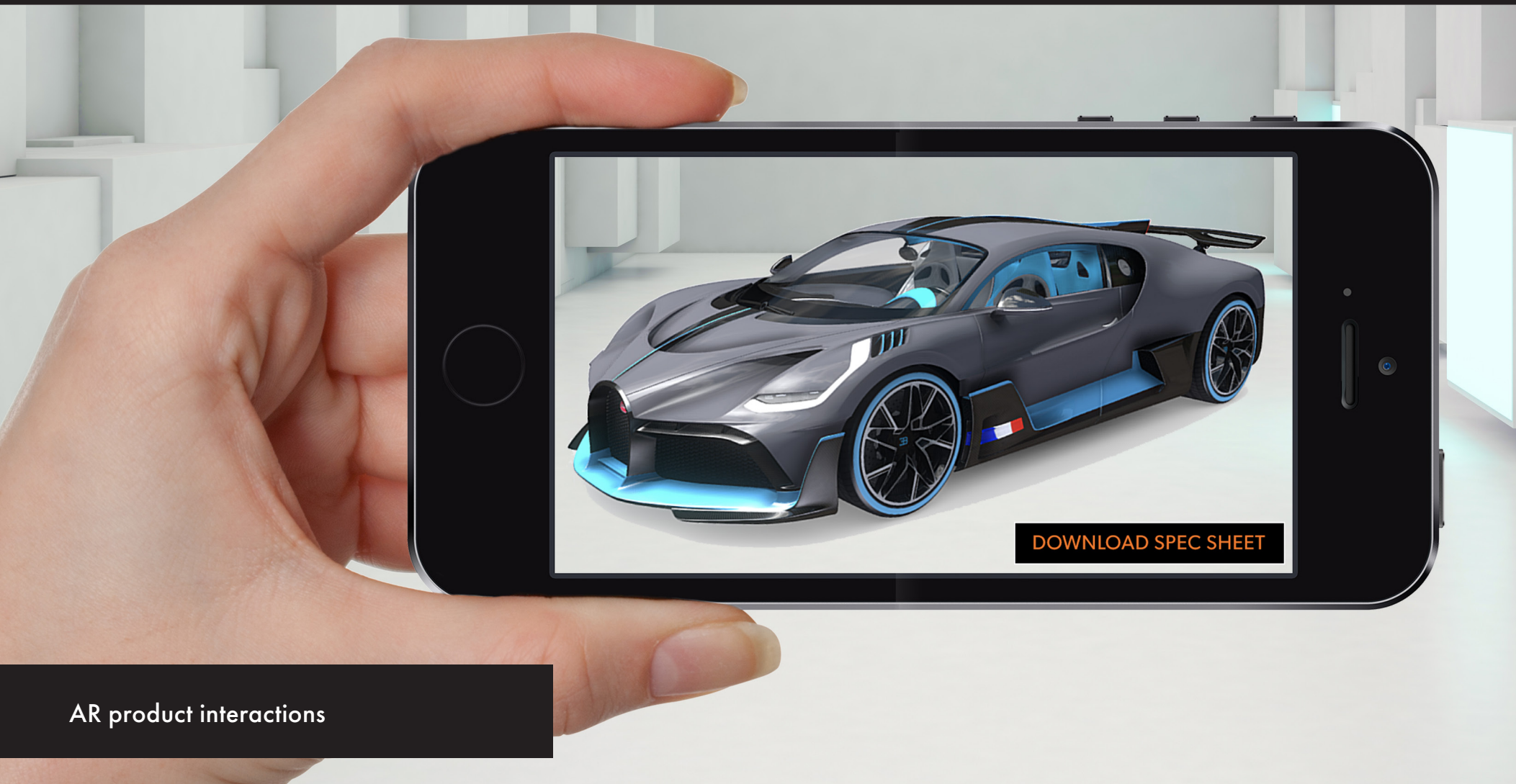
Virtual real estate tours

- Virtual and GPS triggers connect seamlessly to virtual real estate tours
- Point Sizzle at a real estate sign and instantly take a virtual tour of the residence or commercial property
- The tour can lead to digital property information downloads
- It can connect directly into a phone call to the listing agent
- Garner significant valuable data by providing an invaluable service



A turn-key program to increase donations

- Scan posters to make connections between Causes and their donors that show videos to increase the emotional impact of the act for donation
- Reduce the costs associated with raising money by leveraging the Sizzle affinity revenue program for nonprofits
- Use Sizzle Games and Sizzle Marketplace to increase engagement and stimulate new revenue generation opportunities



AR product interactions

Products of any size are instantly viewed in 3D augmented reality for intricate detail inspection and product interactive experiences including:

- Exploded view experiences
- Cross section views
- Animated interactions
- Product interactions
- Large equipment and machinery easily viewed
- Transcends traditional tradeshows by transporting your products to the customer
- Deepens customer interest, loyalty, engagement and peer sharing
- Provides social media sharing experiences in isolated, or selfie options



Virtual tours of your showroom

Sizzle connects your customers with a virtual reality 3D tour of your showroom.

- Easily navigable for your customers to walk through your facility
- Transactional for every item in the showroom
- Interactivity: data sheet links, video links, AR models

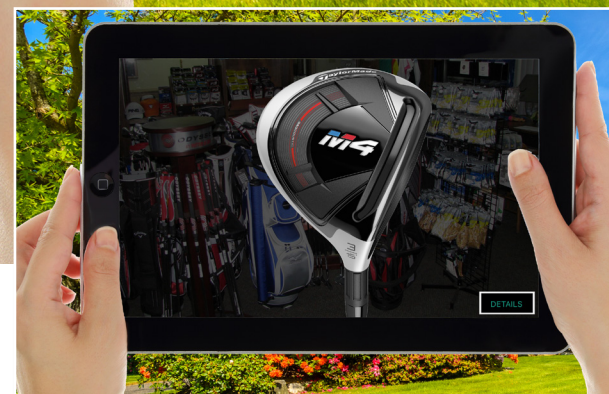
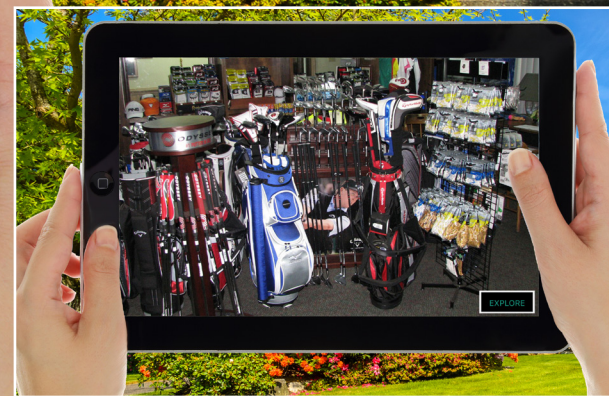
- Virtual sales staff
- Add your company info to the consumer's contacts
- Link to live sales staff



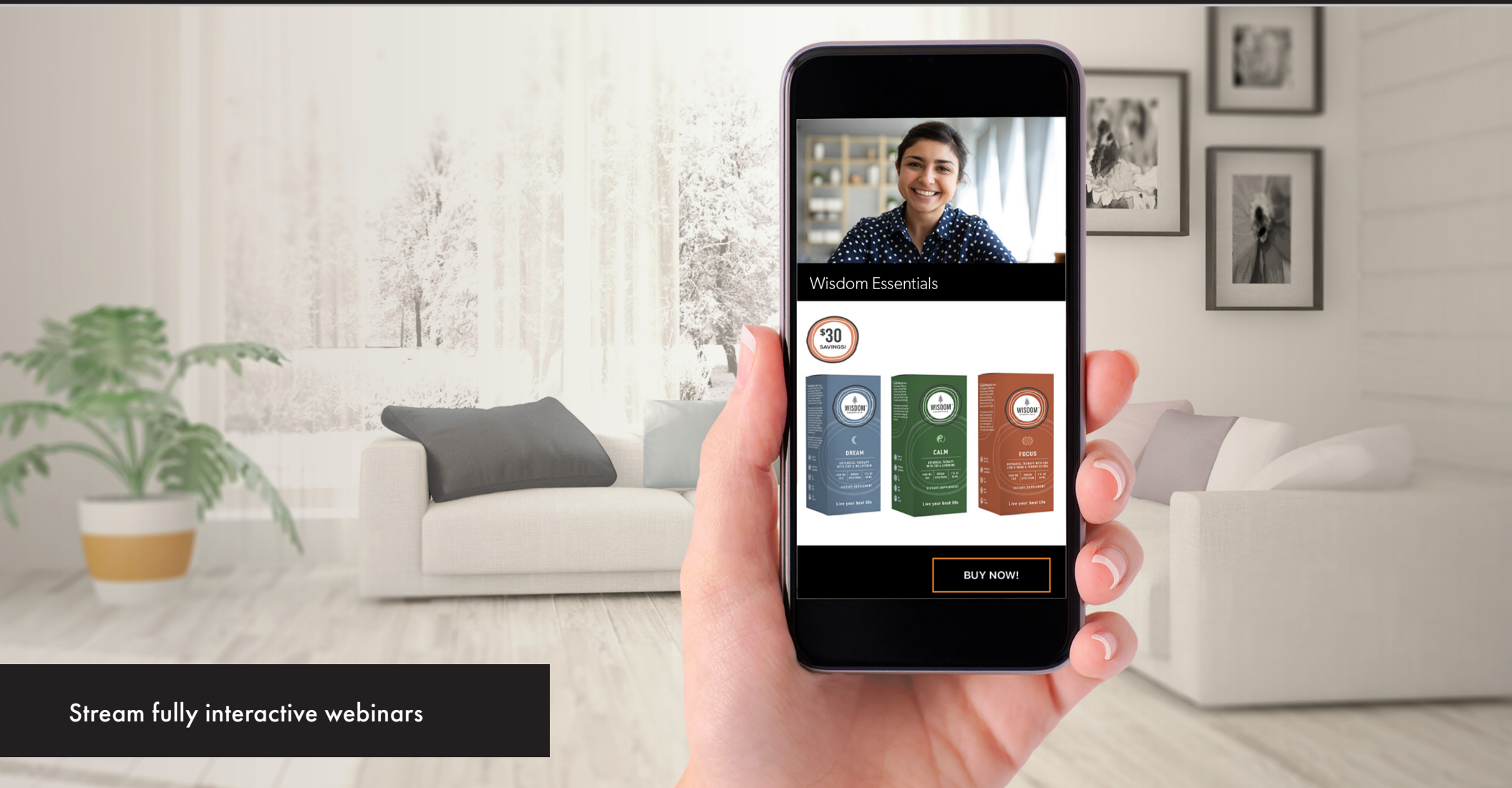
Portal 3D showrooms

Customers point Sizzle at an empty area in their home or office, and launch a virtual portal to allow them to enter your store, showroom or display center. Your customer walks through the doorway and as they spin around and point their phone or tablet, they are inside your virtual store. Once there, they can select items which launch 3D augmented reality models of your products for your customers to review and select from.

This showroom is fully transactional, interactive, dynamic and engaging.



If your customers cannot come to you during this pandemic, you can bring your showroom to them with ease and efficiency.



Stream fully interactive webinars

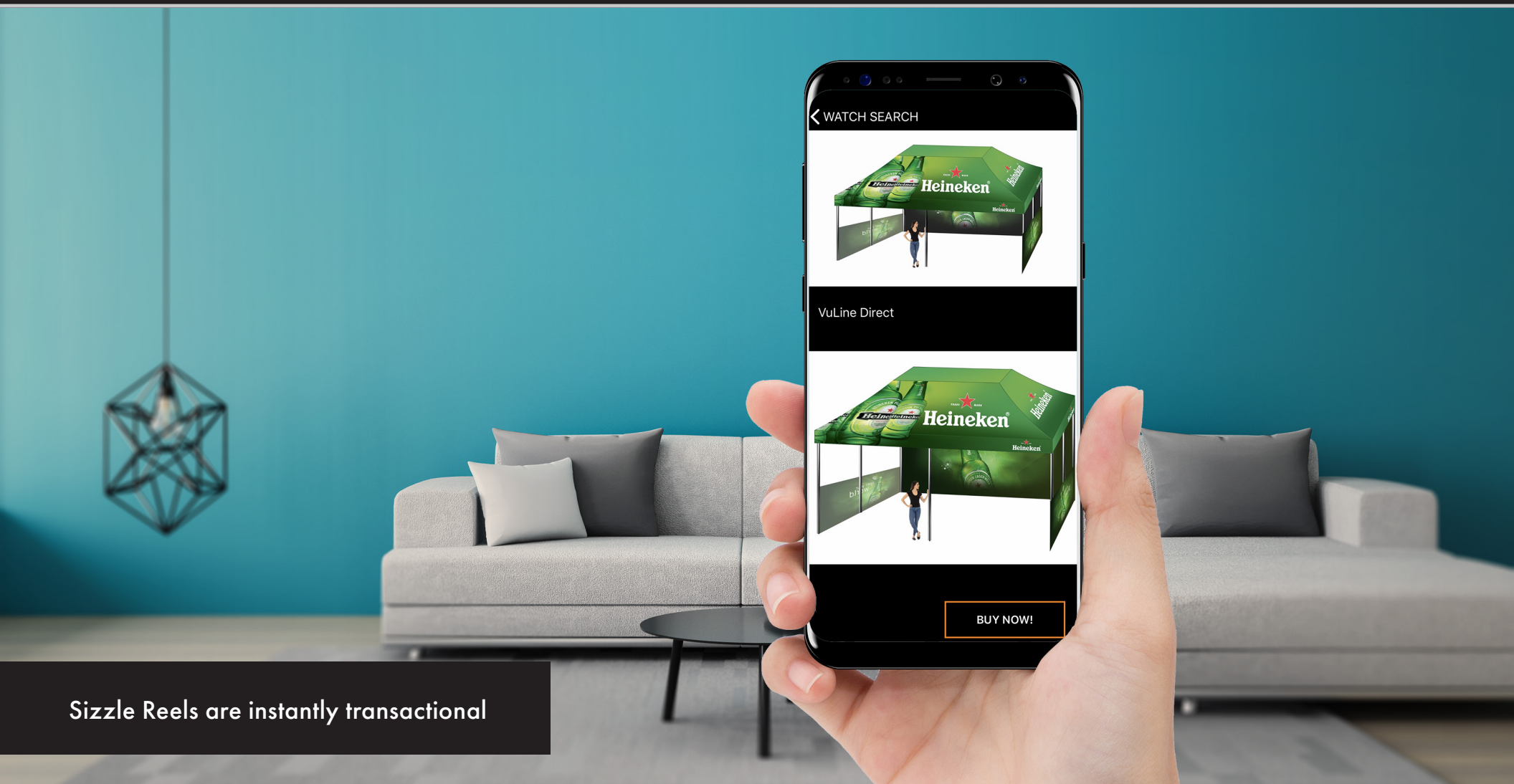
Conference Seminars dramatically increase attendee activations and engagement:

- Transactional - One click purchases
- Interactive - Download presentation decks after webinars
- Promote - Games, contests and sweepstakes
- Engage - Polls, surveys, quizzes, tests
- Research - Market research
- Innovate - Launch augmented experiences



Virtual 3D pop up shops

The augmented reality platform in Sizzle facilitates the creation of popup shops, virtual showrooms and deeper interactivity to facilitate customer engagements on many levels.



Sizzle Reels are instantly transactional

Company videos have countless engagements:

- Transactional - one click purchases
- Interactive - download presentation decks after recorded webinars
- Promote - games, contests and sweepstakes
- Engage - polls, surveys, quizzes, tests
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Capture or create emotional stimuli,
converted into an impulse purchase

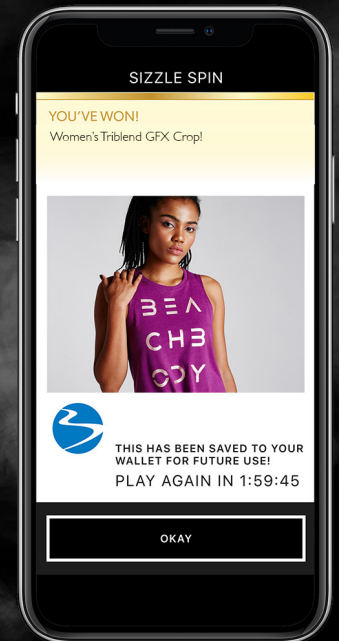
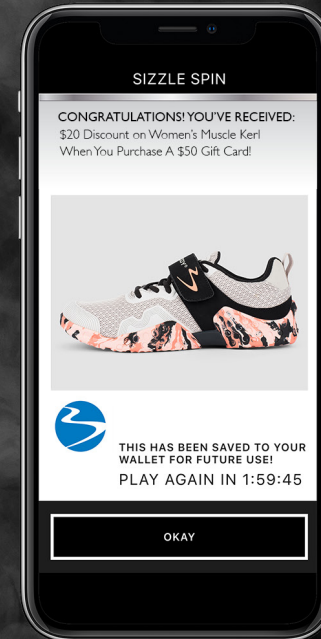
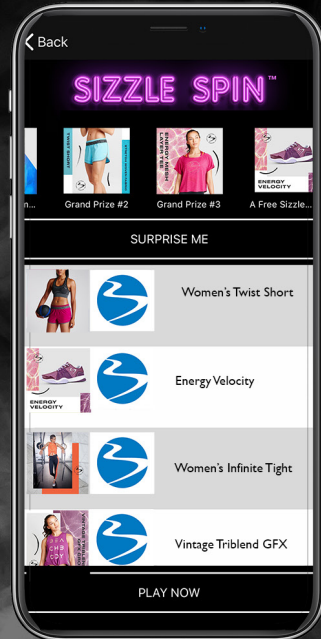
- Scan specialty merchandise of any kind and deliver regular updated customized Herbalife games, promotions, transactions and experiences
- All print, broadcast, satellite, streaming media and locations are instantly transactional
- Distribution of information in multiple languages is easily accessible
- Sizzle dramatically increases the ROI of advertising, by making it impulsively actionable
- Generates millions of dollars in new incremental affinity revenue
- Creates an urgency to tune in for broadcasts
- Adds substantial new monetization potential of all YouTube libraries
- Increases the value of consumer packaged goods by pairing them with celebrities or cross brand promotion and monetization
- Delivers significant data and analytics on customers' behaviors, engagements and interests



Custom games to introduce products

All of the games in Sizzle are designed as pull advertising. Use your products, services and experiences as the playing pieces in a Sizzle game and allow potential customers to discover some of your products by playing a game and choosing between them as both prizes and discounted offers. Sizzle has several stock games, as well as the potential of hosting your existing game or collaborating with your company to create a new game of your choosing.

BE THE NEXT WINNER



Sizzle Spin promotes your brand

Sizzle Spin drives leads and revenue via:

- Creating brand interaction with users through offers
- Generate social media sharing
- Create seasonal offers to drive event sales
- Updating and adding new offers to continuously engage with users building brand presence and lead generation

- Cross marketing with other brand partners to increase traffic and acquire new users to your products
- Cross marketing spin games with ninja influencers to expand user base



Increase the ROI of trade journal ads

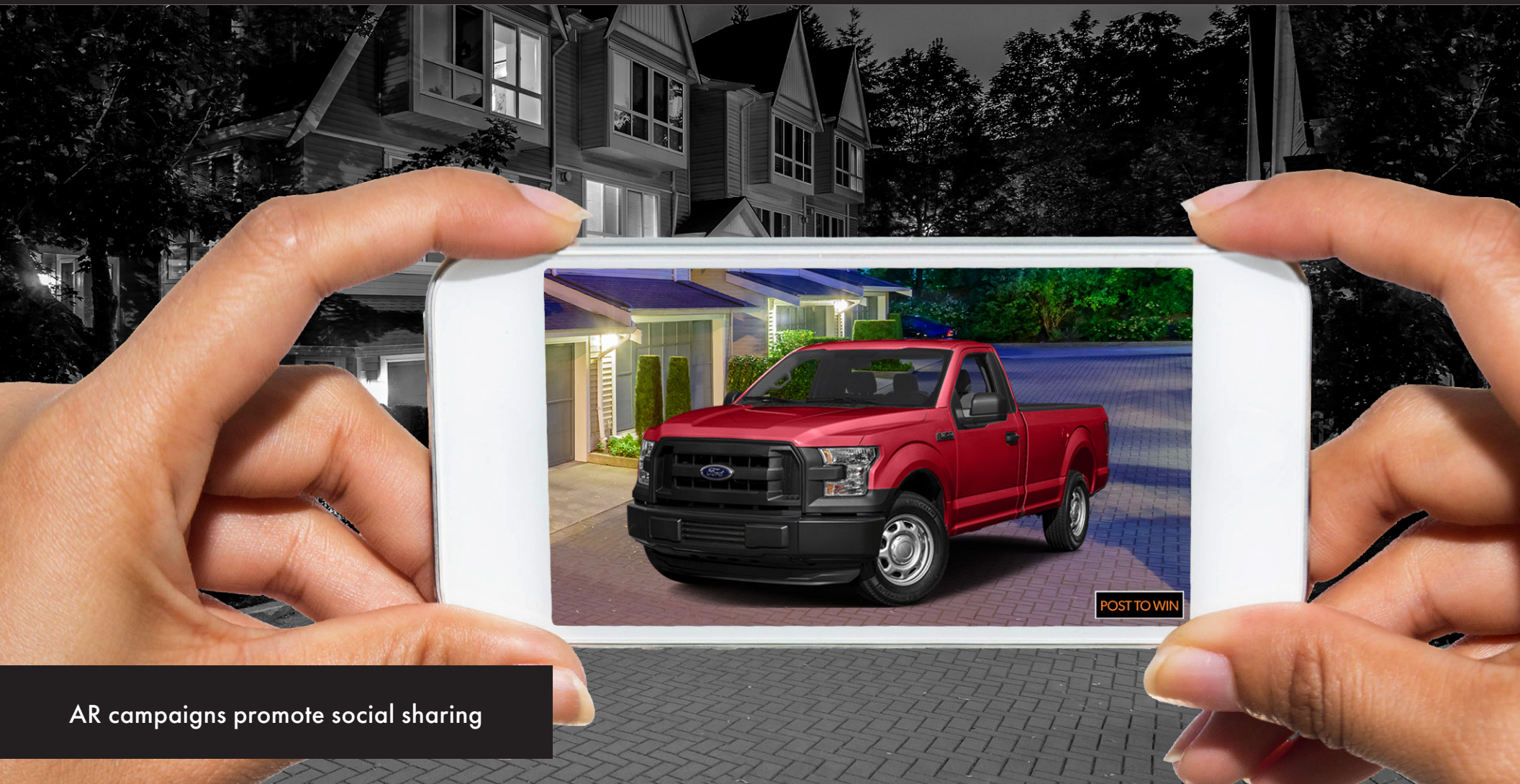
Scanning tradeshow journal articles and ads offer a full range of engagement:

- Transactional - One click purchases
- Interactive - Download presentation decks after webinars
- Promote - Games, contests and sweepstakes
- Engage - Polls, surveys, quizzes, tests
- Research - Market research
- Innovate - Launch augmented experiences



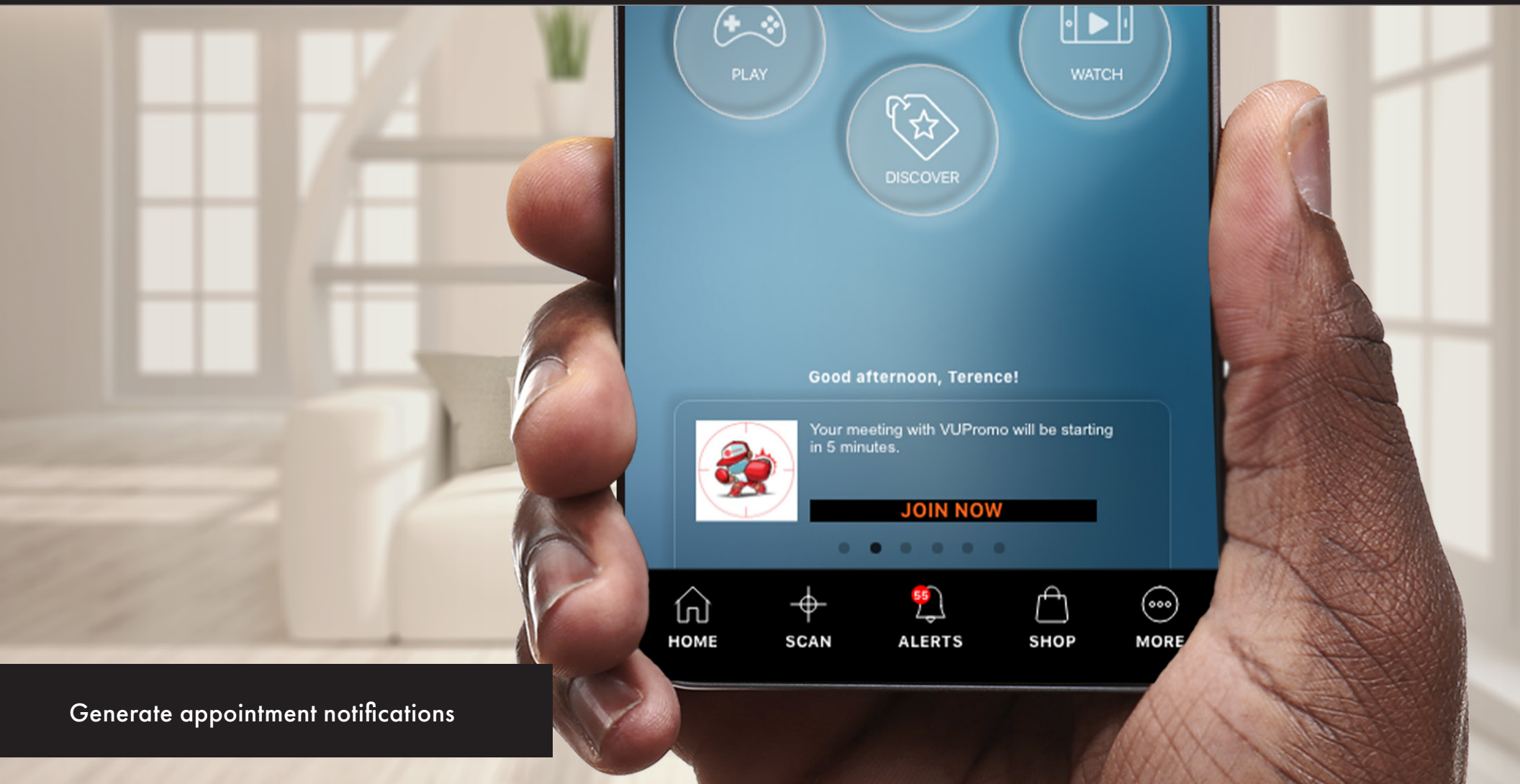
Transactional augmented reality

Scan any Herbalife specialty promo item to unlock the augmented reality sales kit. In this kit, team members will be able to present Herbalife product assortments for their customers to experience in the middle of a sales meeting. Unlike a traditional video, Sizzle's augmented reality may either be a motion experience, like a delicious healthy meal pouring from a blender, or 3 dimensional products that may be reviewed and purchased from. Leverage Sizzle's holograms to make new and interesting sales aids.



AR campaigns promote social sharing

Convert your virtual attendees into product evangelists by using augmented reality in fun and unique ways. Promote sharing to social media, peer to peer sharing and augmented reality treasure hunts and games that promote your products in imaginative new ways.



Generate appointment notifications

The alert system in Sizzle enables virtual trade shows to allow each exhibitor to eliminate unnecessary waiting with an efficient appointment system.



Business contact sharing

In a virtual tradeshow, Sizzle makes it painless to supply your contact information to anyone with whom you encounter through transmission of contact information. When traditional meetings occur face to face, Sizzle enables the add to address book function by also allowing a scan of the QR code.

MICHAEL JONES
E.V.P. Marketing
SIZZLE

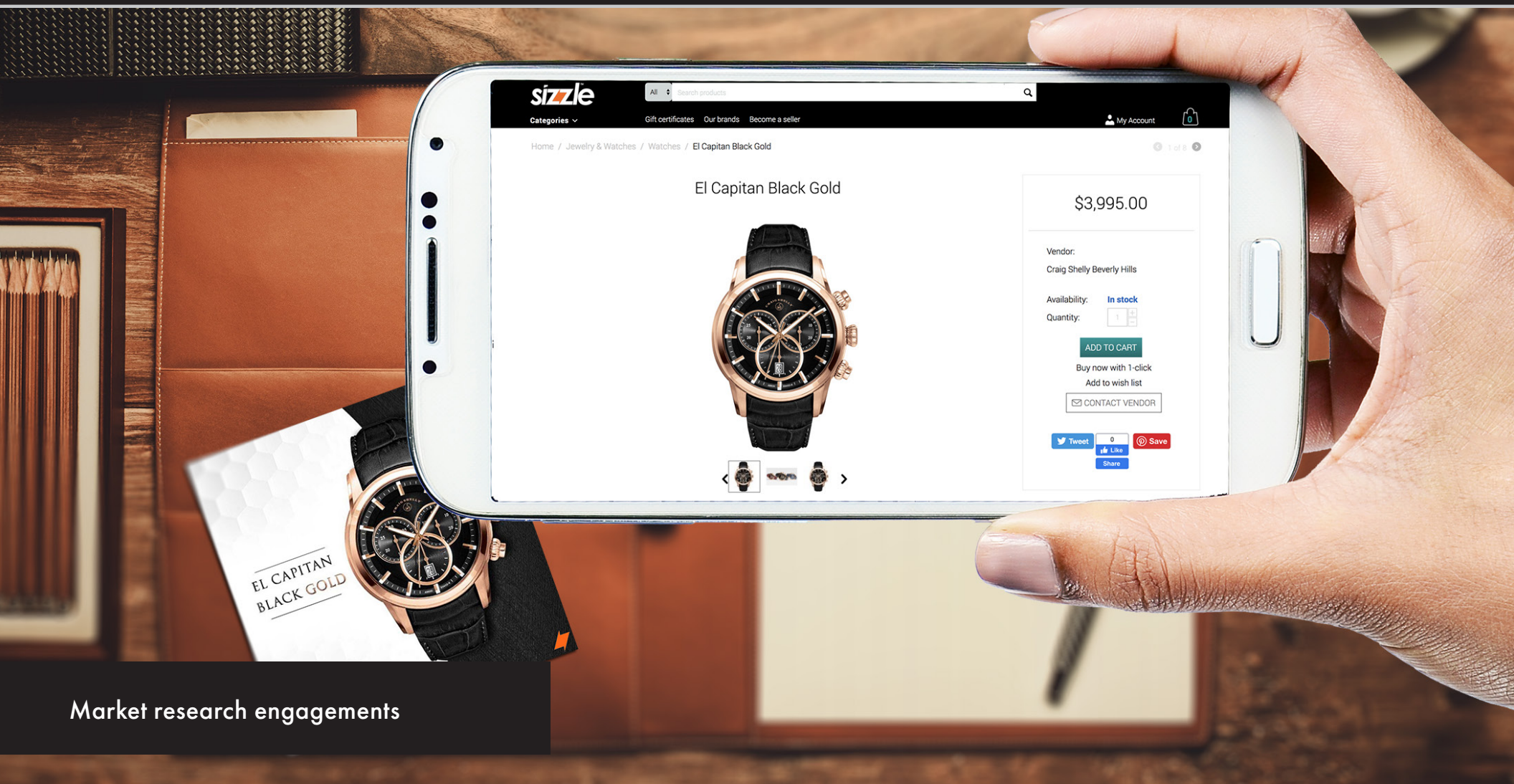


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Join virtual attendees in virtual chats

Sizzle links your LinkedIn account with your Sizzle account to enable your avatar to appear in themed chat rooms. Choose a series of themes for each of your chat rooms. Sizzle enables your LinkedIn profile to represent you in those chat rooms. Users are able connect with you while in a chat room, and you have the option of engaging in any discussion that is a good fit for you.



Market research engagements

Leverage retina tracking as well as expression recognition to clearly identify customer reaction.

- Track sequential positioning of eye movement
- Monitor microexpressions to determine like and dislike of items

Measure market research in print, digital and motion media formats

Ingenious. Interactive. Responsive. Cost Efficient. Marketing Platform.

A Suite Of Marketing Tools That:

Are Available For Insertion Into Other Apps Using Sizzle SDK, Or Inserted In The Sizzle App, Or Both

Utilize Keyword, Visual, Audio, GPS, Beacon, Time, AI, QR, Voice Triggers

Deliver Experiences, Information, And Sales To Your Website, Your Locations, Or On Sizzle's Platform And Marketplace

Invite Consumer Activations In Fun And Unique Ways

Deliver Prizes, Games, Sweepstakes, Polls, Surveys, Information, Translation, and Experiences

Expedite Time To Market, While Reducing Costs

Employ Pull Advertising Methodologies That Are Geofenced Wide Or Narrow

Use Augmented Reality And Other Innovations To Stimulate Consumers

Offers Comprehensive Data, Analytics, Financial Technologies

Offers Subscription-Based And Success Fee-Based Revenue Models

Hennessy
COGNAC

Dior



Logos Connect
To Their Brand's
Immediate Sizzle
Reel



Movie Poster
Leads To Trailer
Which Connects
To Purchase Tickets
From That Specific
Movie Theatre

Download Sizzle, Scan Each Logo On This Page.
For Best Results, Move In Close To Each Image.



Magazine Cover
Leads To Promo
Video
Which Connects To
Manufacturer's Store
To Purchase
Swimwear



Visual Image
Leads To
Branded Sizzle Store



Visual Image
Leads To
Virtual Reality Tour
Of Property
Or Experience



Magazine Ad
Leads To
Promotional Video
Which Leads To
Manufacturer's
Website To Purchase
Exact Shade Of
Lipstick



In-Store Sign
Leads To Promo
Video Which
Connects
To Place An Order
Or A Loyalty
Program

Extensive AI powered data and analytics

- Tracks all in-app activities
- Reports delivered to merchant dashboard via a merchant portal
- Custom configured to your specific campaigns
- All data remains proprietary to your company and will not be sold

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THE ILLUSION FACTORY®

- Since 1979, The Illusion Factory has been entrusted with the advertising and marketing of over \$7 billion in film and television properties
- Recipient of over 265 of the top creative and technical awards, while helping generate more than \$100 Billion in revenue
- Creator of Sizzle and many other first of its kind innovations in advertising and marketing over 42 years
- Have collaborated with over 150 of the Fortune 500 in pairing entertainment, gaming, interaction, contests with brands

Thank you!

Presented by:



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