



CARRUS

Shopping just got a whole lot easier

Meet Carrus equipped with Concierge[®] for Cart

Easily sell more products across multiple channels

Let Carrus help you increase your bottom line. This robust and interactive point-of-service cart technology helps you achieve your operational goals simply by delivering targeted promotional messaging online, on-the-go and in-store. Plus, your customers benefit from personalized communications during their shopping excursion, and a more efficient and engaging shopping experience that will have them coming back time and time again.



Increase cross-sell and up-sell opportunities

Recognition of each customer's unique shopping patterns, past purchases and in-store location allows the delivery of targeted product recommendations to the right customer, in the right place, at the right time



Increase customer numbers, loyalty and satisfaction

Easy-to-use technology and dynamic features transform the chore of grocery shopping into a value-added, efficient and cost-saving consumer experience that extends beyond the store



Enhance real-time consumer intelligence

Valuable real-time insights based on actual consumer shopping habits and behaviors are captured to enhance your business operations and deliver targeted marketing campaigns



Reduce spoilage and inventory costs

Targeted just-in-time promotions improve on-the-spot awareness of private label, sale and higher margin items to reduce waste and drive incremental sales



Improve checkout time

Customers can scan, tally and bag their purchases as they go, making for a faster, more efficient checkout with fewer lineups



Revenue-generating advertising opportunities

Expandable digital advertising network provides a platform to deliver promotional opportunities across multiple channels to increase brand awareness and drive sales

All the features your customers want... and then some!

Gain customer insight with our onboard cart tracking system. Provide location-specific advertising at the moment of decision.

Weekly promotions can be displayed by department or based on customers' in-store location.

Customers can sign in to their own profile, enabling them to view customized promotions, and access their favorites recipes and personal shopping lists. A profile with power.

Carrus makes it easy for customers to search, view and save recipes, and automatically add ingredients to their shopping lists. They want it, Carrus will find it.

Our easy-to-use search function makes browsing for great deals, specific store products and delicious meal ideas - easy as pie.

Access every available feature on our 8" screen with the easy-to-use dashboard. Home to all your shopping needs.

Our on-cart scanner saves your customers valuable time and effort, allowing them to scan, bag and track purchases as they go. Convenience all in one bag.

Installing Carrus and Concierge for Cart onto your existing fleet of carts is easy, keeping downtime and costs at a minimum. Integration made easy.

Customers can create their shopping list at home or on-the-go either from your flyer, recipes, ads, or simply by typing in desired items.

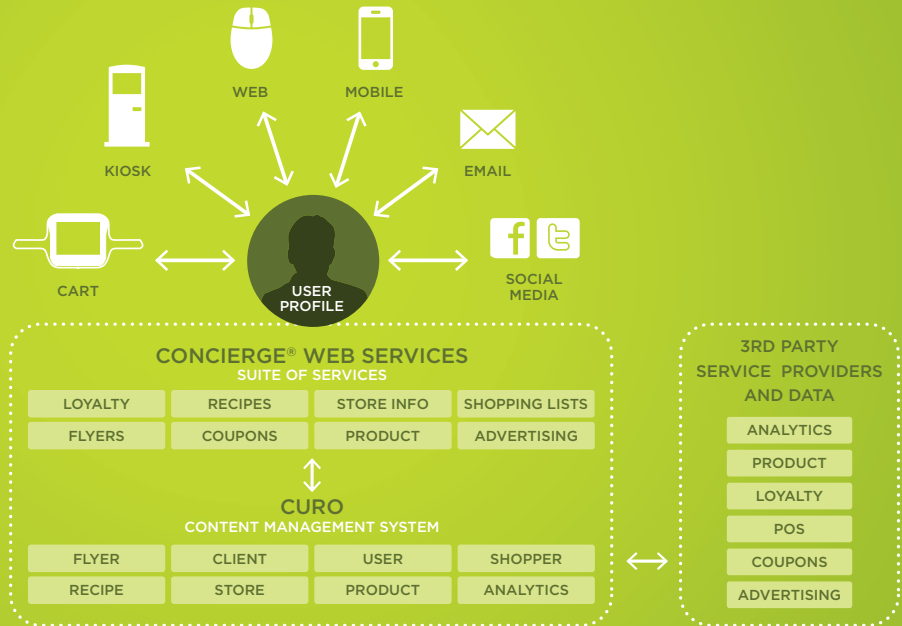


Always at your customers' service.

Discover the Mercatus Platform

Your customers expect a personalized and consistent cross-channel experience. Mercatus Smart Shopping Technology ensures that brand consistency, while streamlining marketing efforts. Each customer's personal shopping list will always be up to date—regardless of whether they're accessing it from home through your website, on-the-go with their mobile device, or in-store.

The Mercatus Platform—consisting of Mercatus Concierge® and Mercatus CURO—is the cornerstone of a Smart Shopping Technology solution. It's a single platform that delivers a suite of services through the Concierge application programming interface (API) enabling you to deliver branded cross-channel one-to-one communications to your customers. Concierge draws from Mercatus



CURO, a market-specific content management system (CMS), and a centralized user profile that easily integrates with your loyalty program.

As a result, multiple channels are easily configured to deliver branded services to your customers.



About Mercatus

Imagine delivering the right message to the right consumer in the right place at the right time. Mercatus Technologies makes this possible. Mercatus enables retailers and advertisers to achieve competitive advantage, boost brand equity, and improve financial performance. Leveraging Mercatus Smart Shopping Technology on a cross-channel marketing level, retailers and advertisers achieve the ultimate one-to-one relationship with shoppers throughout their buying cycle—from intent to influence to purchase. See the bigger picture at mercatus technologies.com.

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Let's go shopping!