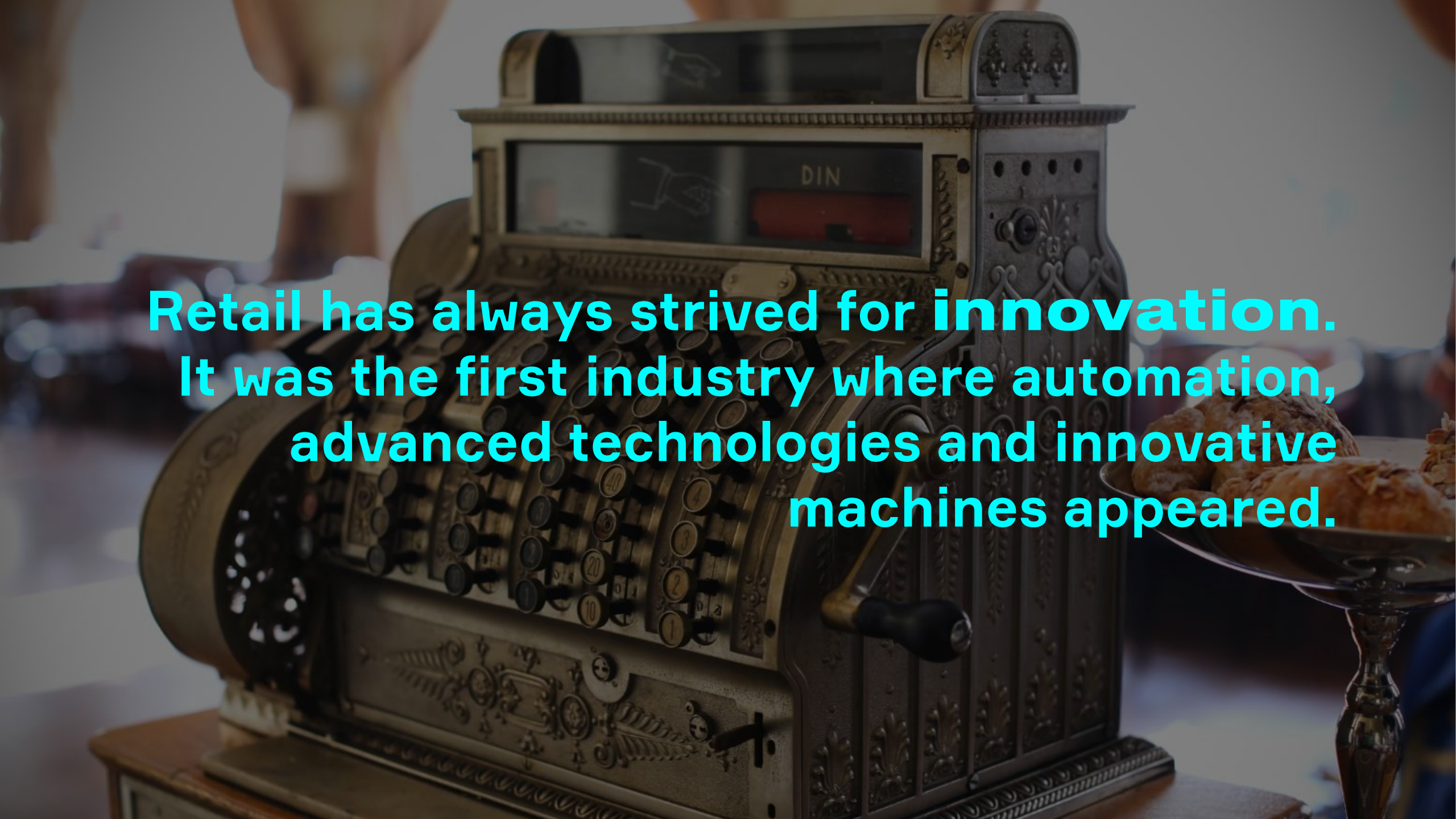


Modern Retail Technologies

MODERN EXPO

A vintage, ornate cash register, likely a National Cash Register, is the central focus. It features a complex array of numbered keys and a large, decorative metal frame. The register is positioned on a wooden surface. To the right, a silver tray holds several golden-brown pastries. The background is softly blurred, showing a person's arm and a glass, suggesting a retail or cafe setting. The overall lighting is warm and slightly dim, creating a nostalgic atmosphere.

Retail has always strived for **innovation**.
It was the first industry where automation,
advanced technologies and innovative
machines appeared.

As well as today, innovative technologies and digital services are driving forces of **modern retail development**.

That is why Modern Expo thoroughly research and invest in **smart technologies**.

CONTENT TABLE

NEW CHALLENGES

CHECKOUTLESS

CONVENIENCE

CLICK&COLLECT

INTELLIGENCE

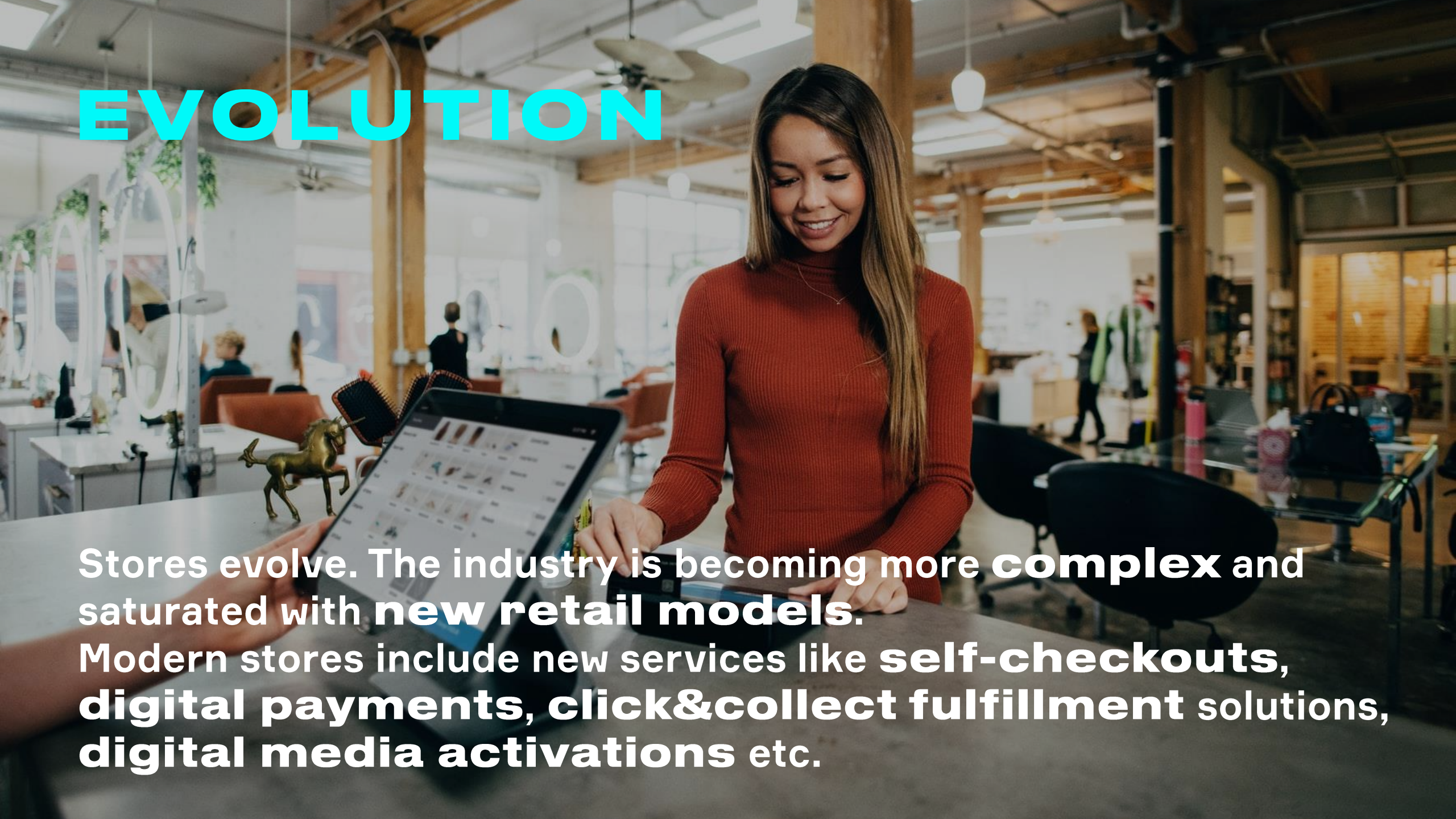
MICROMARKET

SELF-SERVICE

ABOUT US

**NEW
CHALLENGES**

EVOLUTION

A woman with long brown hair, wearing a red turtleneck sweater, is smiling and looking at a tablet computer. She is standing behind a counter in a modern, open-plan retail store. The store has high ceilings with exposed wooden beams and large windows. In the background, other people are visible, and there are various retail items on display. A small brass unicorn figurine is on the counter next to the tablet.

Stores evolve. The industry is becoming more **complex** and saturated with **new retail models**. Modern stores include new services like **self-checkouts**, **digital payments**, **click&collect fulfillment** solutions, **digital media activations** etc.



LEADING CONVENIENCE

Global convenience stores market is growing.

Benefits of this format such as longer open hours, faster purchasing process when compared to other retail stores, high flexibility, differentiated assortments and frictionless convenience make it a priority for customers.

SALES MOVE ONLINE

Physical stores must find a more viable business model to remain **sustainable and effective** in an eCommerce-driven retail environment.

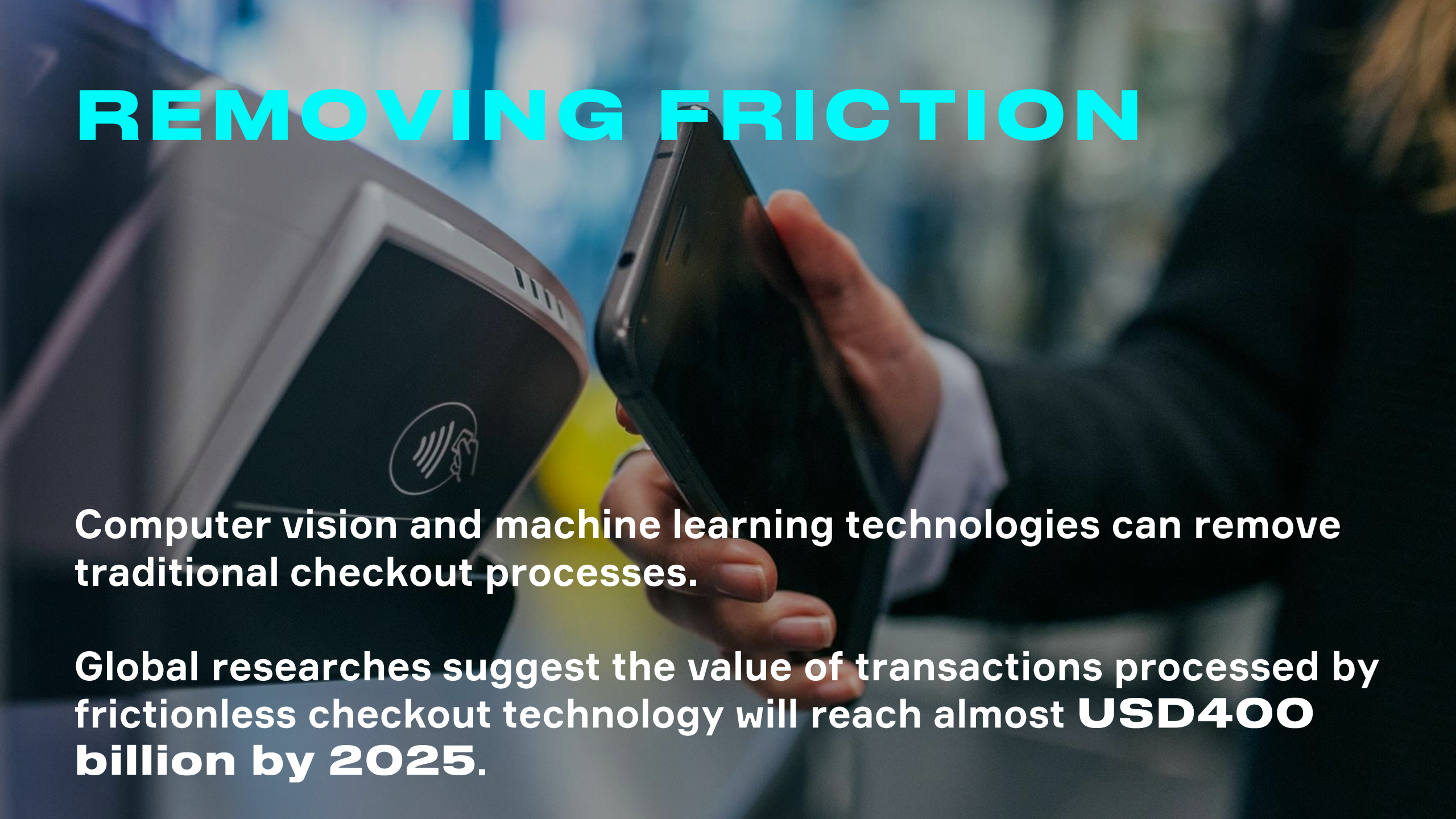
DIGITAL PAYMENTS

A close-up photograph of a person's hand holding a smartphone over a black self-checkout payment terminal. The terminal has a small screen and a sensor. In the background, another person is visible, and the setting appears to be a grocery store or retail environment. The image is slightly blurred to emphasize the payment action.

Most clients prefer to **pay digitally**, as it increases convenience and payment security.

Self-checkouts offer several benefits to retailers in gaining customer loyalty.

REMOVING FRICTION

A close-up photograph of a person's hand holding a dark smartphone, positioned near a payment terminal. The terminal has a circular logo with a stylized 'S' and a hand icon. The background is blurred, showing a retail environment.

Computer vision and machine learning technologies can remove traditional checkout processes.

Global researches suggest the value of transactions processed by frictionless checkout technology will reach almost **USD400 billion by 2025.**

FRONT OF THE STORE EVOLVES



Checkout-less model will change the front of the store. Merchandising opportunities of impulse products at the checkout will be lost, while customer flow will be less predictable.

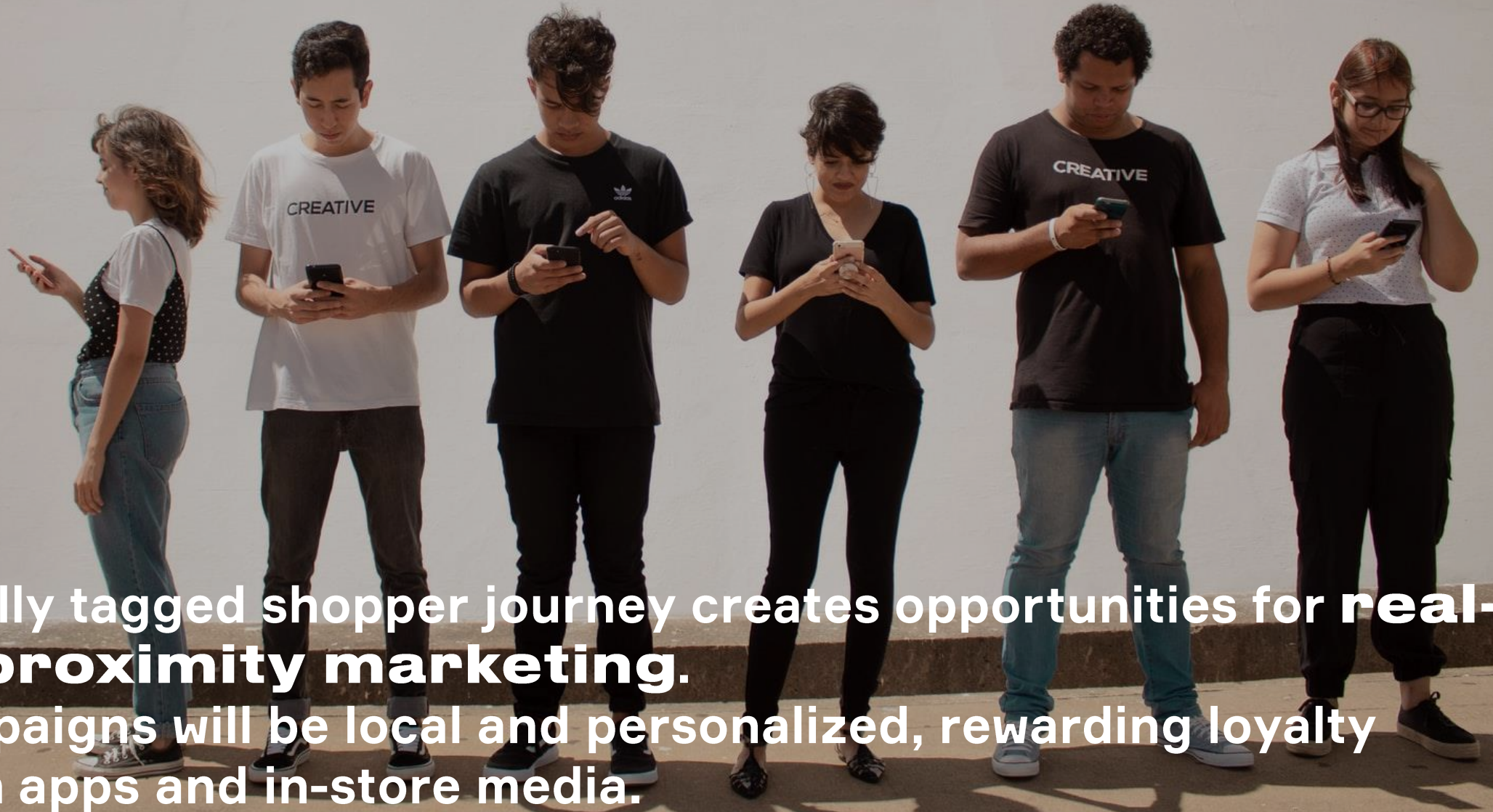
STORE HUBS



Retailers must use store assets to boost the **last mile** capabilities.

Fulfillment activities, including **click&collect**, provide flexibility for faster and full-range delivery.

DIGITAL JOURNEY



A digitally tagged shopper journey creates opportunities for **real-time proximity marketing**.

Ad campaigns will be local and personalized, rewarding loyalty through apps and in-store media.

CONTENT SUPPORTS CONVERSION

Bright video content, promo images, digital shelves and other promotional activities in the store are great instruments to influence the user's decision to purchase.

A brick wall is covered with a dense grid of security cameras, mostly black with some silver ones. A vertical window or door frame is visible in the center. At the bottom, two people are walking, looking up at the cameras. The word "PRIVACY CONCERNS" is overlaid in large, bright blue, bold letters.

PRIVACY CONCERNS

More and more personal and payment data will be transmitted through mobile devices. Retailers need to be sure that the underlying technologies include **safeguards to keep all customer data safe.**

OPERATIONAL EFFICIENCY

Operational efficiency is becoming increasingly important.

As stores rely on algorithms, retailers must rethink how to make basic store processes more efficient.

M²DERN EXPO

a unique combination of competencies allows us to create
the best innovative retail solutions ever

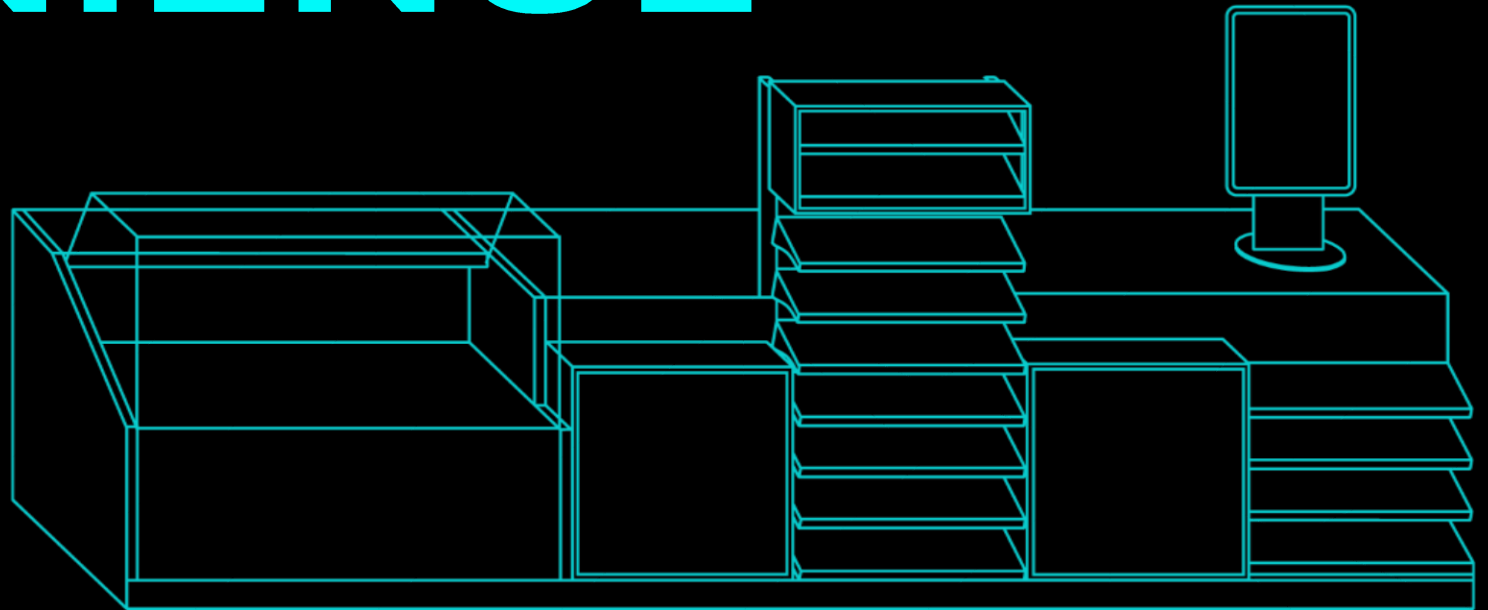
MODERN EXPO PRODUCTION

MINT IT-SERVICES

SQUARES DESIGN

OUR TREND-BASED SOLUTIONS

CONVENIENCE





The convenience store is becoming the leading retail format on the global market.

ALWAYS NEAR YOU



Modern Expo creates and develops convenience store solutions that give opportunities for retailers to create **unique designs**, ensure **optimal use of space** and provide **additional services** like food-to-go, ready-to-eat products, self-service instruments, etc.

MODULAR SHELVING SYSTEMS



It's a core of any retail space.

Modular design of our shelving systems allows adapting them to any sales conditions, whereas the wide range of accessories and possible combinations allows transforming basic designs into individual solutions for any retail space.

PROFESSIONAL REFRIGERATION EQUIPMENT

Our assortment includes wide range of **vertical and semi-vertical multidecks, refrigeration counters, promo displays** etc.

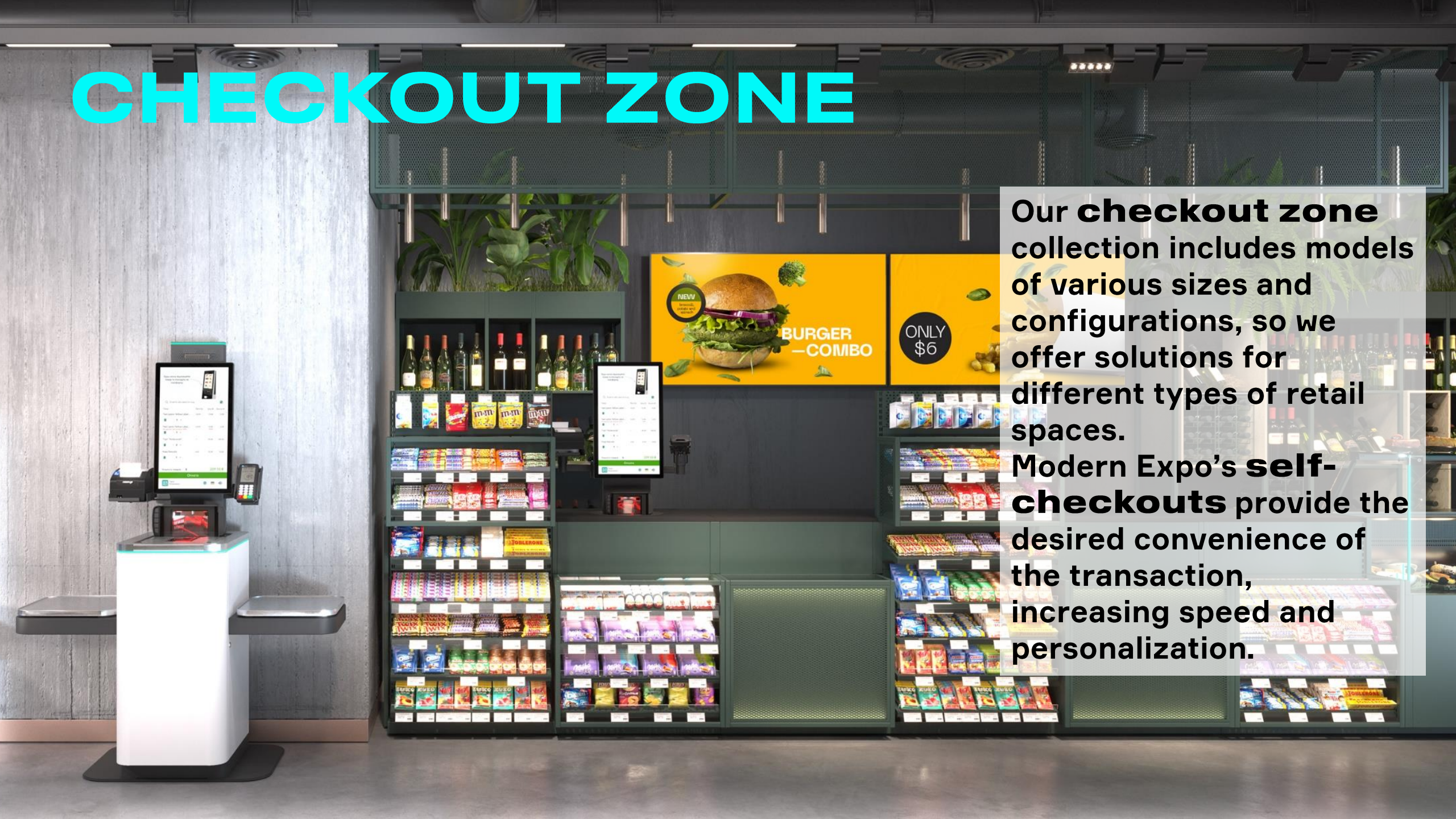
All refrigeration solutions by Modern Expo are based on **environmentally friendly** refrigerants and meet **EU energy efficiency requirements**.



CHECKOUT ZONE

Our **checkout zone** collection includes models of various sizes and configurations, so we offer solutions for different types of retail spaces.

Modern Expo's **self-checkouts** provide the desired convenience of the transaction, increasing speed and personalization.





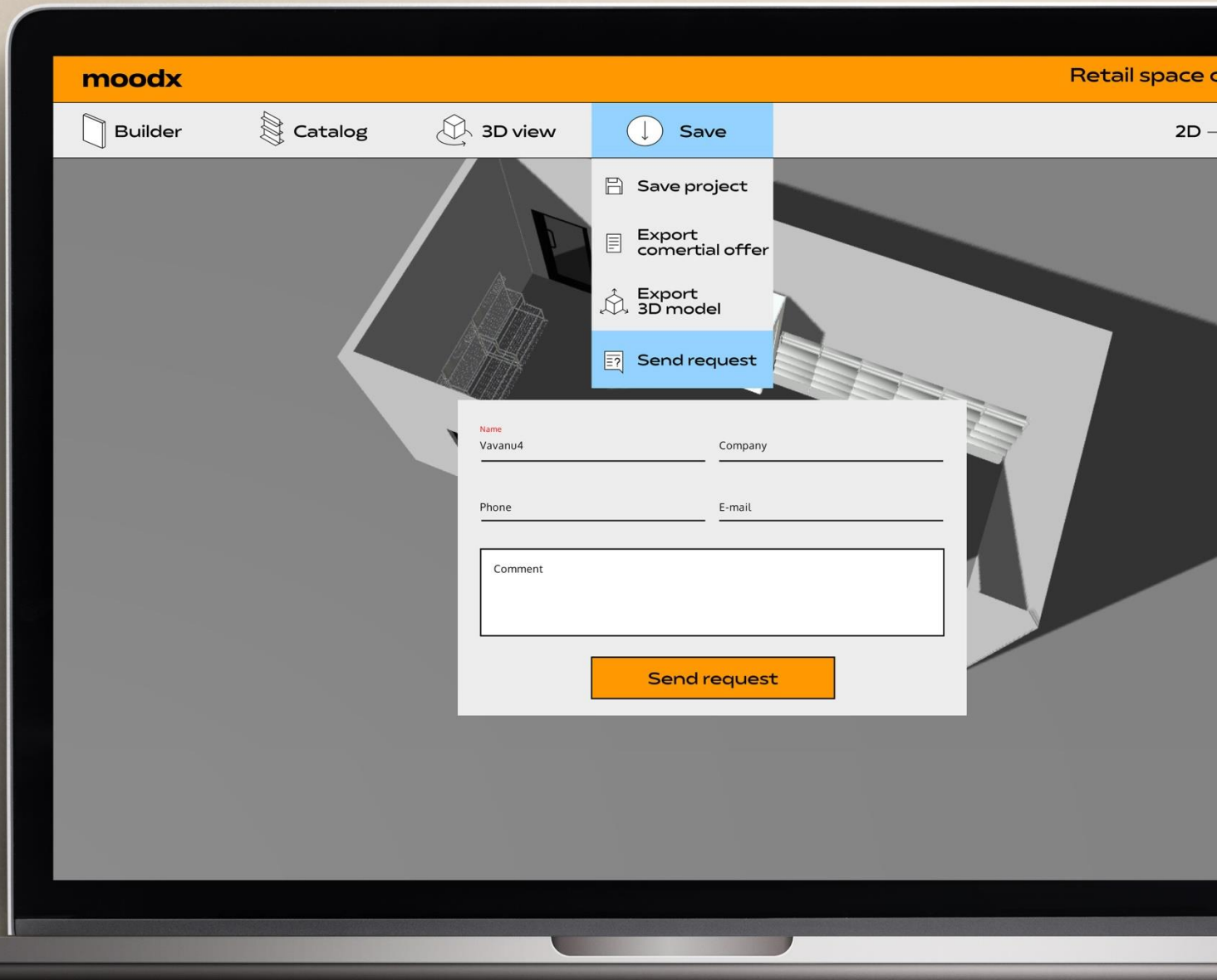
MOODX

We have **developed** specialized software for easy and intuitive creation of retail spaces.

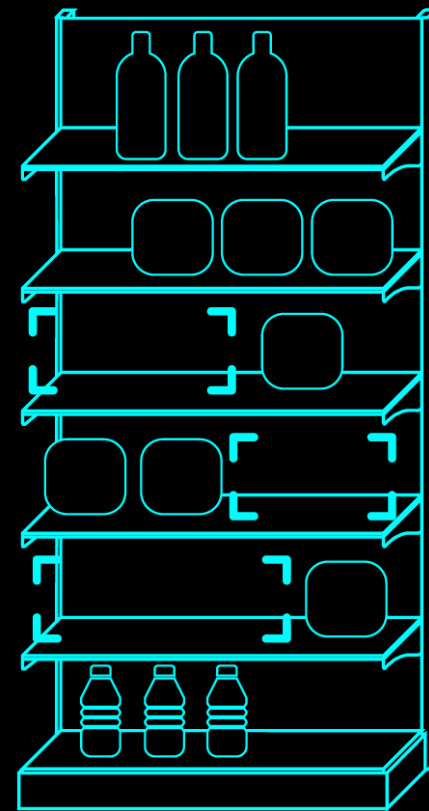
MOODX by Modern Expo is a **retail space constructor**, which includes all the instruments needed: from designing concepts to the formation and downloading of a commercial offer.

MOODX allows you to:

- build a store space with convenient tools;
- design layouts using equipment from the catalogue;
- view the project in 3D;
- save the project for further processing;
- export commercial offer based on created project;
- export 3D model of the store with equipment;
- contact the manager based on the created project.



INTELLIGENCE



A laptop is shown from a high angle, displaying a complex retail analytics dashboard. The dashboard features several data visualizations: two donut charts at the top left showing '90% Store Efficiency' and '70% Current OOS'; a central grid of bar charts representing product performance; and two line graphs on the right side, each labeled 'OOS', showing trends over time. A small menu in the upper right of the dashboard lists options: 'DSD', 'D2D', 'W2W', 'D2M', and 'Y2Y', with 'W2W' currently selected. The laptop is open, and its keyboard is visible in the foreground. The background is a dark, textured surface.

Retail of the future is improving with AI technologies, turning into an integrated omnichannel system of customer interaction.

39%

**of buyers in the
absence of goods on
the shelf make a
purchase from
another retailer**

25%

**of products are
present in the
store, but not on
the shelf**

PRVZ EYE

08

13

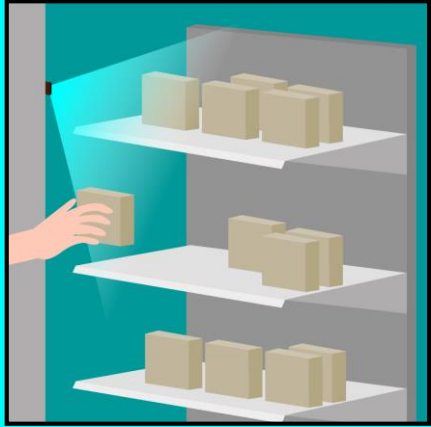
20

34

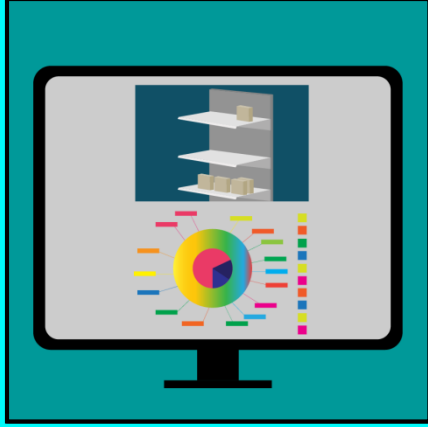
PRVZ EYE is a combination of modular shelving system, smart camera and **AI-based software**.

It's created to solve the **Out Of Shelf** problem for high-turnover and high-marginal products.

HOW DOES IT WORK?



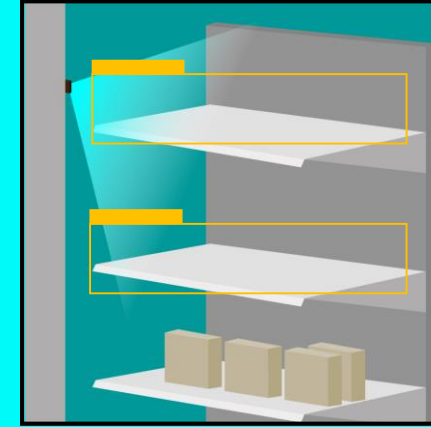
The **camera** makes a photo of the current situation on the shelf



A photo being sent to the **Cloud server** for the processing



Existing layout is being **compared** with the default layout



The system **recognizes** places where the product is missing



The **message** with a description of the product OSA (on-shelf-availability) is being sent to the store personnel

1

2

3

4

5

NOTIFICATIONS

Photo with a labelled problem place

Duration of product absence



Use free telegram messenger BOT or integrate the notifications through the API



Date & Time when Out Of Shelf problem has happened/been resolved

Shows the SKU/Category which is in Out Of Shelf status or being fulfilled

In accordance to the product presence at the warehouse, system tells the responsible to fulfill the shelf or to make a stock order

DASHBOARD

PRVZ EYE collect all the information about current situation on the shelves, available SKUs, effectiveness of problems solving etc. in a convenient **dashboard**.

It transforms all data into useful charts, so the information will be more accessible for data driven decision-making.



The background image shows a contemporary grocery store. In the center, a large digital menu board displays two food items: a burger labeled 'NEW! BURGER - COMBO' and a side of fries labeled 'ONLY \$6'. The board is flanked by shelves of wine bottles. Below the menu board are several shelves stocked with various snack bags, including brands like Doritos and Mission. The store has a modern aesthetic with dark shelving and hanging plants. The text is overlaid in a bright cyan color.

Data insights, proximity marketing and digital media activations give new opportunities to ‘connect’ customer while in-store.

4%

of ads are remembered
positively

7%

of ads are remembered
with negatively

89%

of ads are NOT
remembered at all

CONVENIQ

SMTRX

SMTRX is a combination of modern **software** and a **smart camera**, which are connected to a digital screen to measure the efficiency of video ads.



HOW DOES IT WORK?



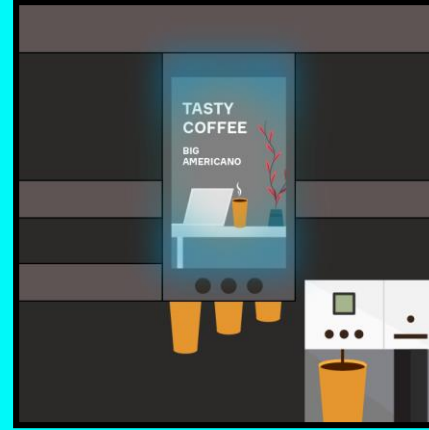
Client **chooses** a product

1



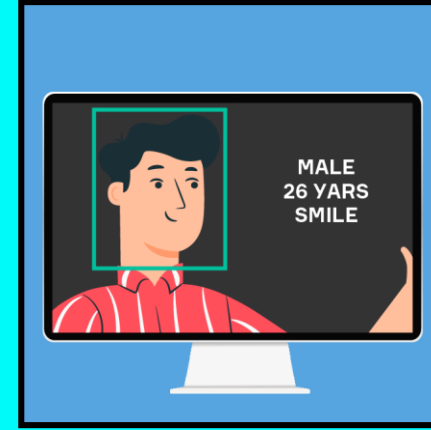
System **recognizes** the type of the product

2



Based on the selected product, the corresponding advertisement is **displayed** on the screen

3



System **recognizes** the duration of a person's view of advertising, person's gender, age, and emotion.

4



System provides consolidated **analytics** on the effectiveness of the ads

5

DASHBOARD

You can analyze, compare and select the most effective ads, thanks to convenient complex analytics in **dashboards**.

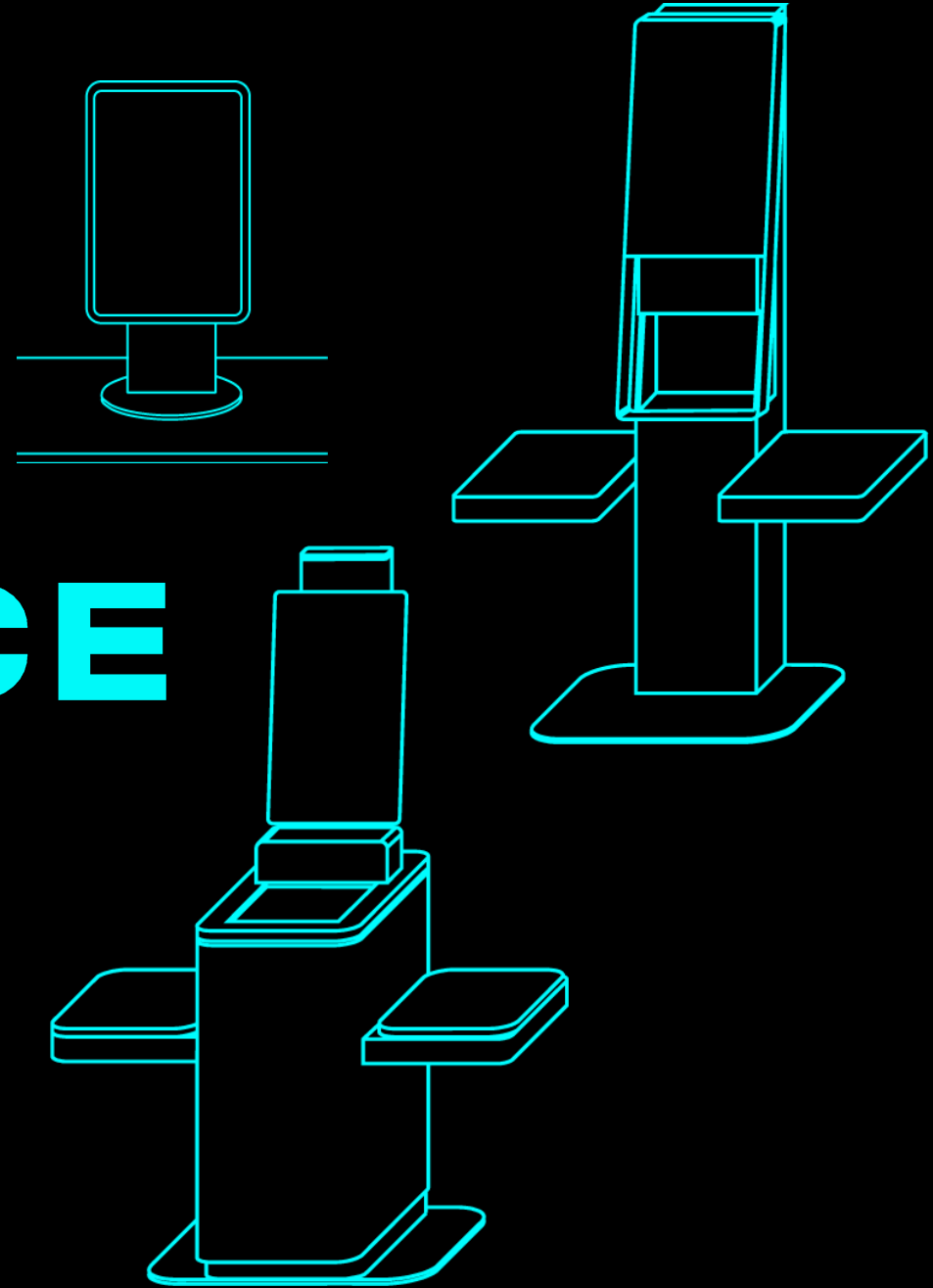


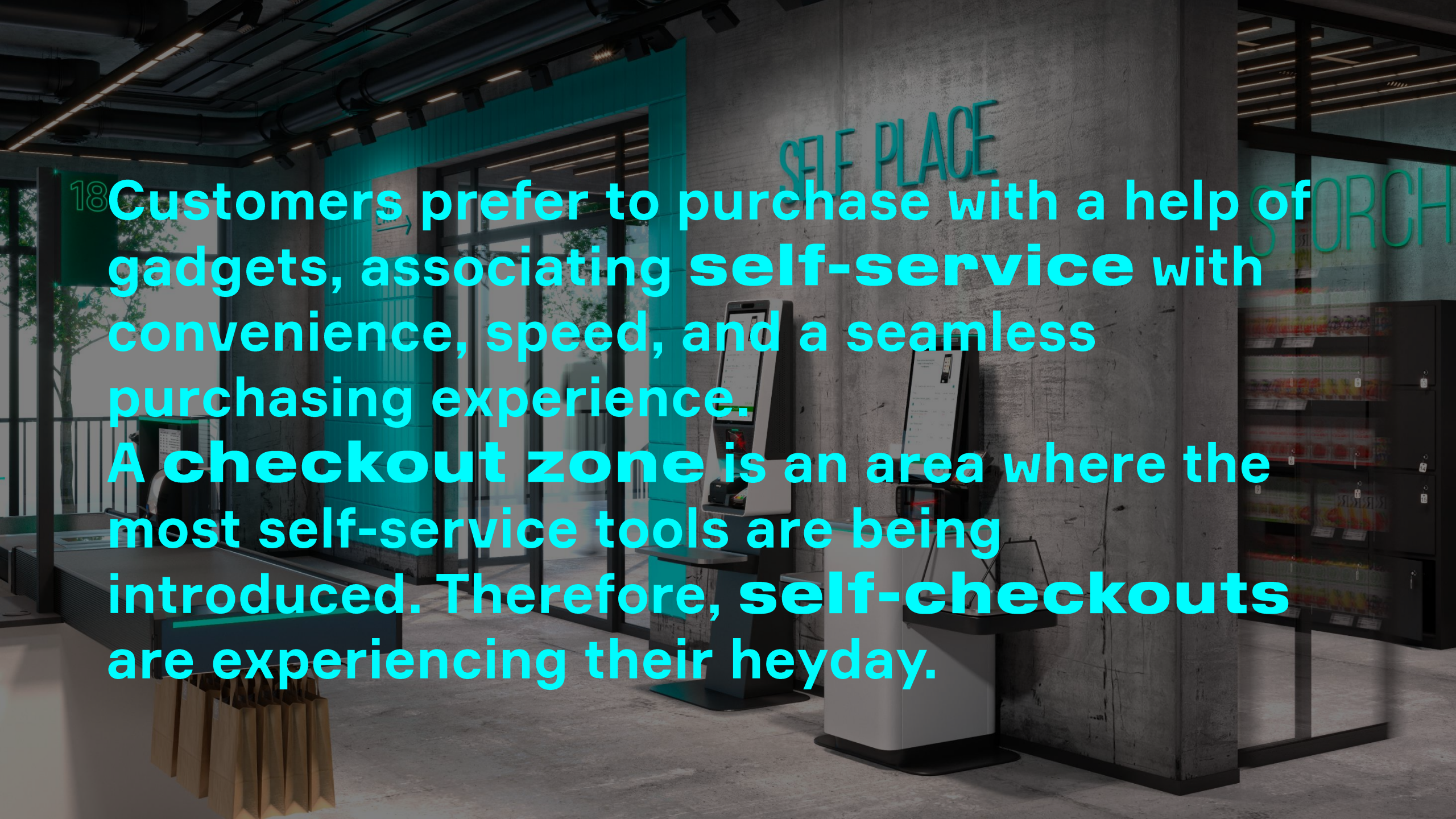
SECURITY

We collect only **generalized data** sets, which we need to analyse the efficiency of the video ads. The system does not recognize any personal information and does not bind to specific persons. Therefore, you can be sure that **your personal data is secure.**



SELF-SERVICE

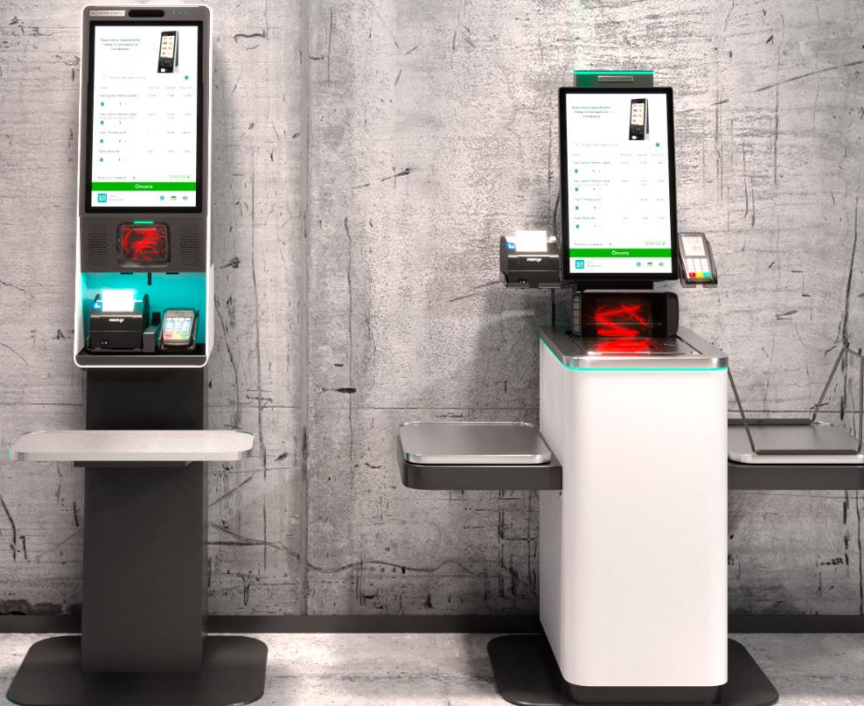


The background image shows a modern grocery store interior. In the foreground, there are several brown paper shopping bags. In the middle ground, there are two self-checkout stations with large touchscreens. Above the stations, a sign reads 'SELF PLACE'. To the right, there are shelves stocked with various products. The overall lighting is bright and modern.

18 Customers prefer to purchase with a help of gadgets, associating **self-service** with convenience, speed, and a seamless purchasing experience. A **checkout zone** is an area where the most self-service tools are being introduced. Therefore, **self-checkouts** are experiencing their heyday.

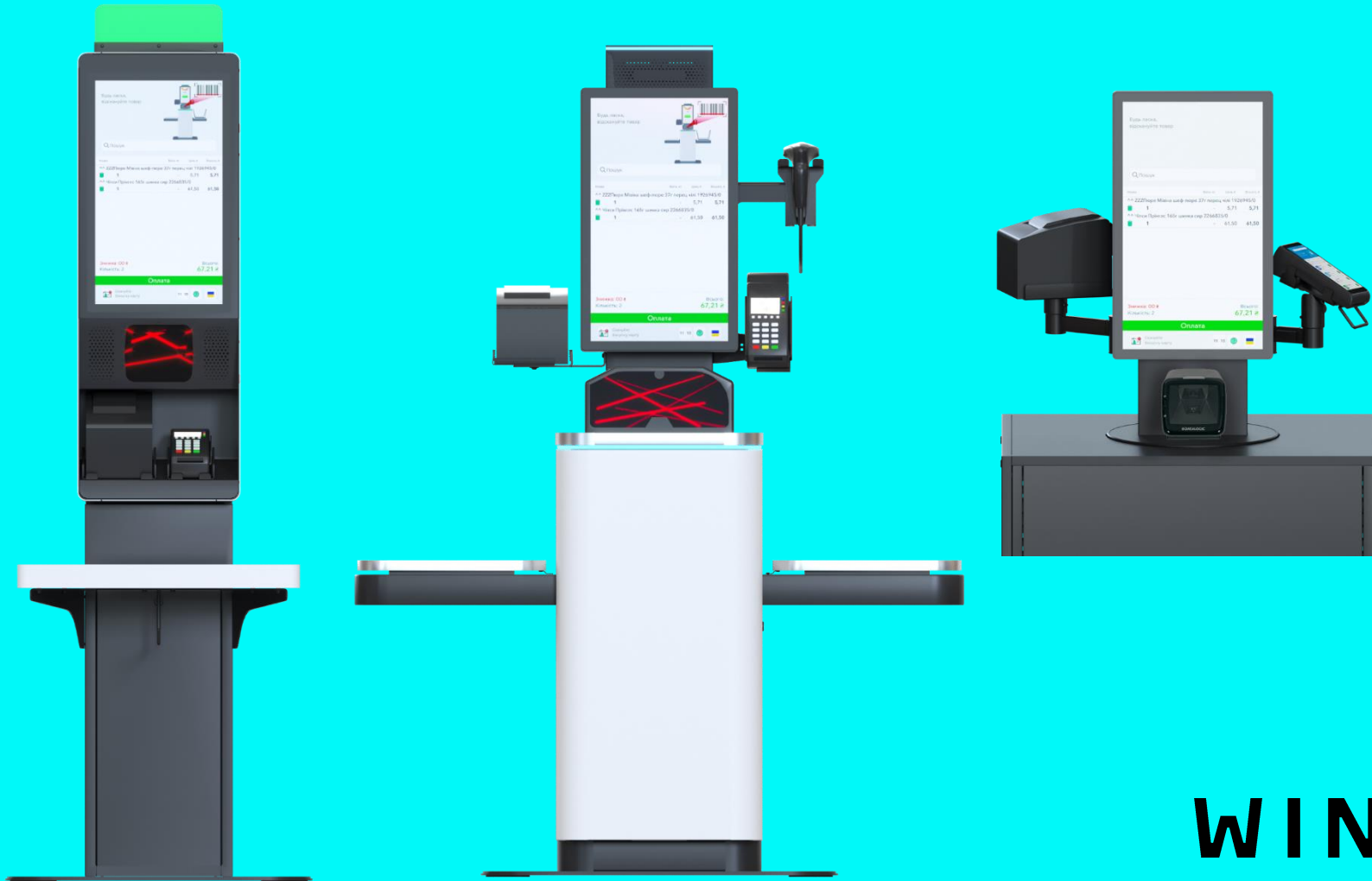
SELINE by Modern Expo is a family of modern **self-checkouts**, that provide the highest quality of customer service, even for the largest retail chains.

SELF PLACE



SELINE

Product Line



WINNER OF



SELINE LUNA is a full-functional self-checkout, equipped with one or two weighting modules, a stand for bags, as well as an RFID tag reader, a cash deposit, and options.

SELINE LUNA



SELINE LYRA

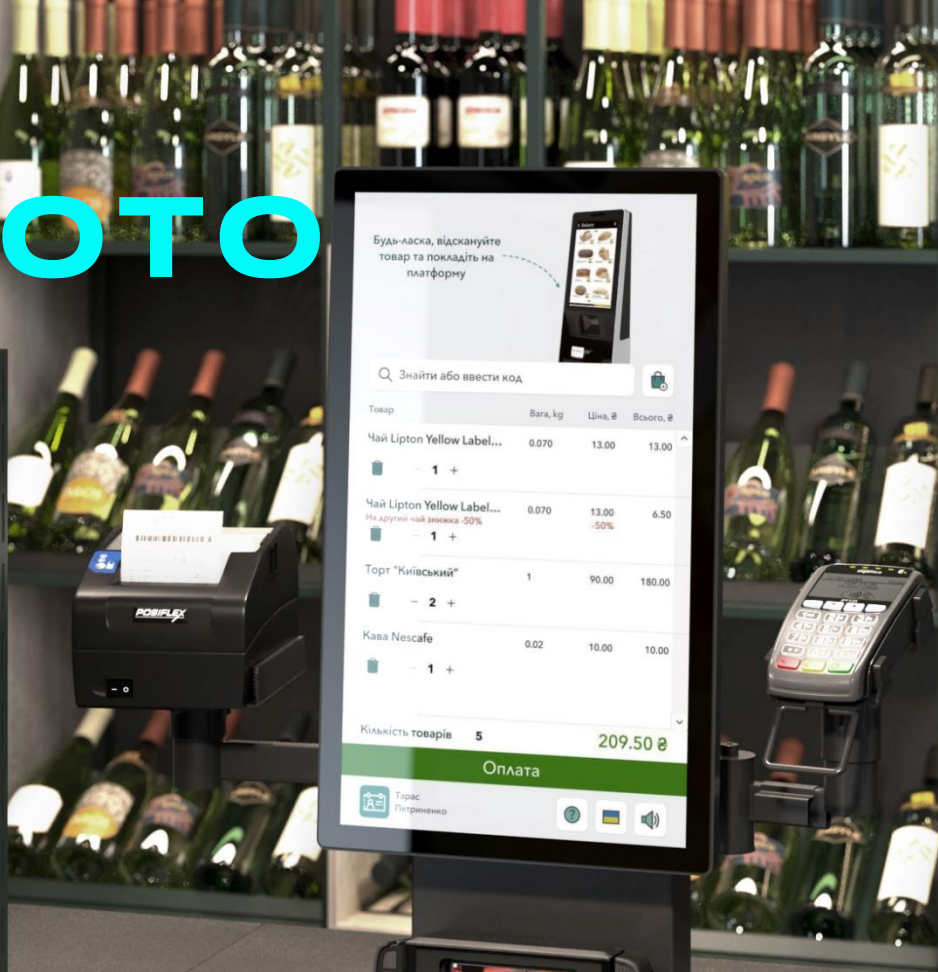
SELINE LYRA is an optimized-sized, ergonomic, and fast self-checkout, that provides an increase in functionality and capacity for even small retail spaces.

SELF PLACE



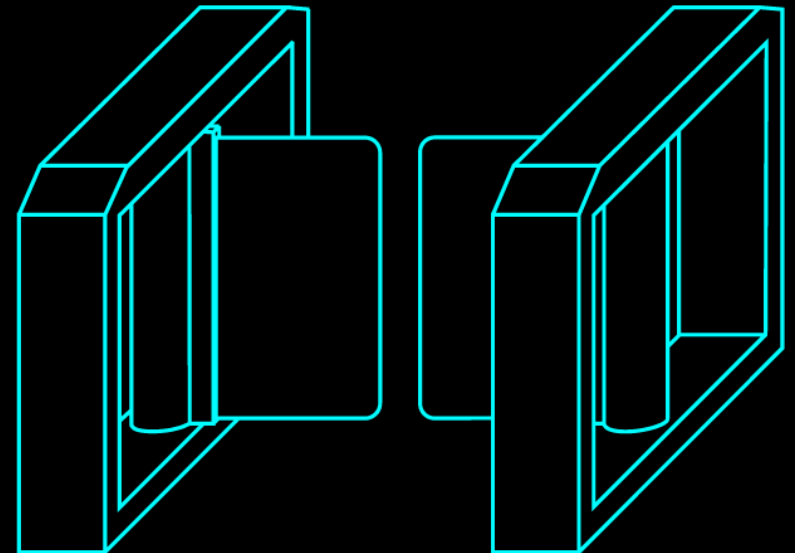
drinks

SELINE ROTO



SELINE ROTO is a double-sided self-checkout. A universal device with the possibility to change the screen orientation depending on the side needed for work. Thus, it is suitable for two different scenarios: in traditional mode or self-service mode.

CHECKOUTLESS





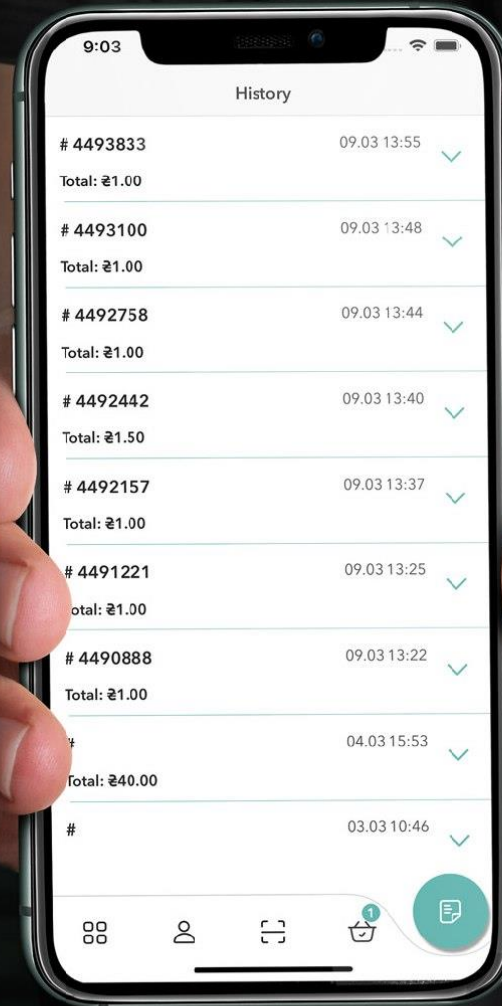
The next step of retail development is **removing friction.**

Thus, checkoutless store concept is gaining momentum, being implemented mainly by **SCAN&GO** technology.

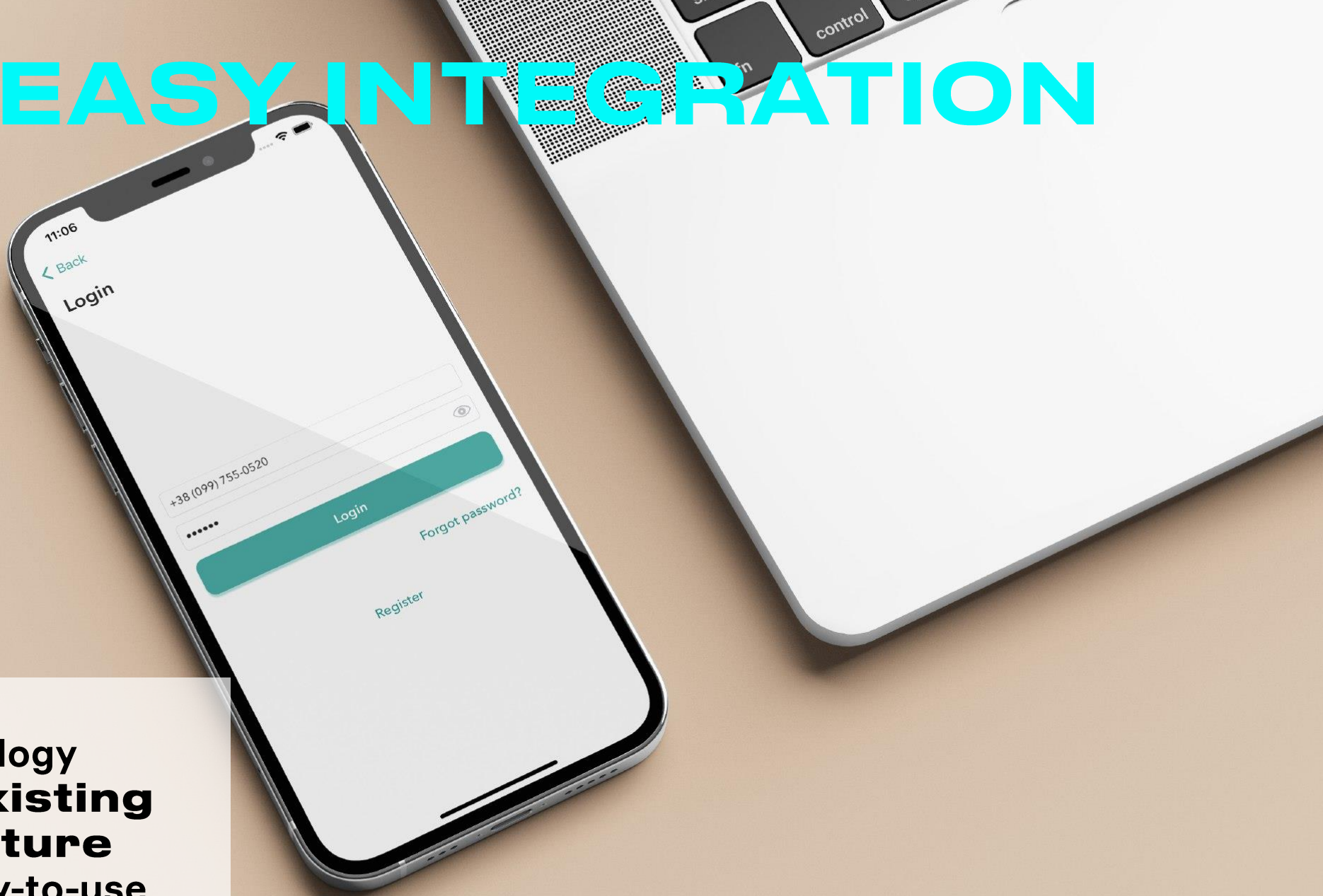
SCUY

SCUY is a **SCAN&GO** solution by Modern Expo. It is a combination of an innovative entrance gate, called **BRAM**, a **mobile application**, and a powerful analytic **back-office dashboard**.

SCUY allows customers to buy goods via their smartphones only.

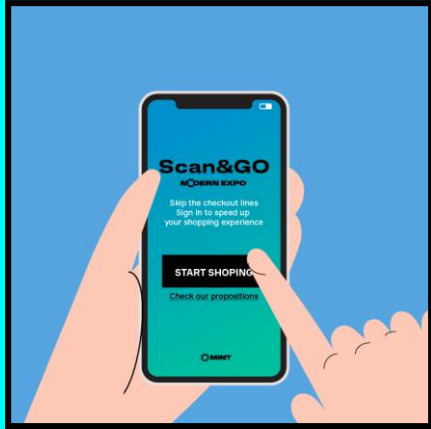


FAST & EASY INTEGRATION

A smartphone is shown at an angle, displaying a login interface. The screen has a white background with a light gray diagonal design element. At the top, the time is 11:06, and there are back and login navigation options. Below are input fields for a phone number (pre-filled with +38 (099) 755-0520) and a password (masked with dots). A large teal 'Login' button is prominent, with 'Forgot password?' and 'Register' links nearby. In the background, a portion of a silver laptop is visible, showing the 'control' key.

You can integrate the **SCAN&GO** technology smoothly into your **existing retail infrastructure** using **SCUY** — ready-to-use solution by Modern Expo.

HOW DOES IT WORK?



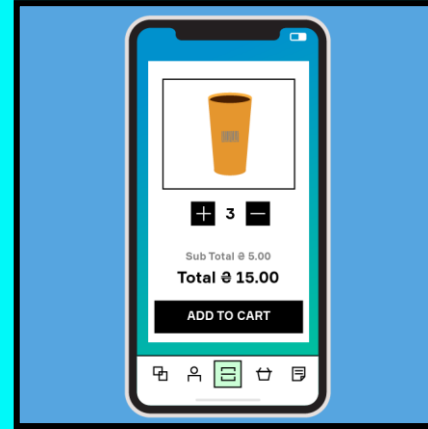
Open
the app

1



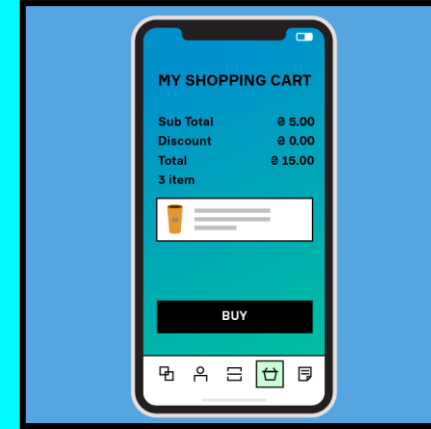
Scan
the products

2



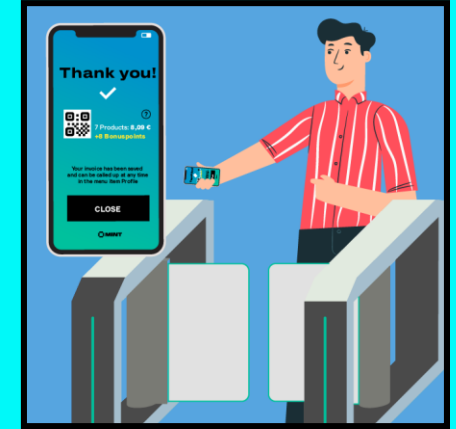
Add product to the
cart and choose the
quantity

3



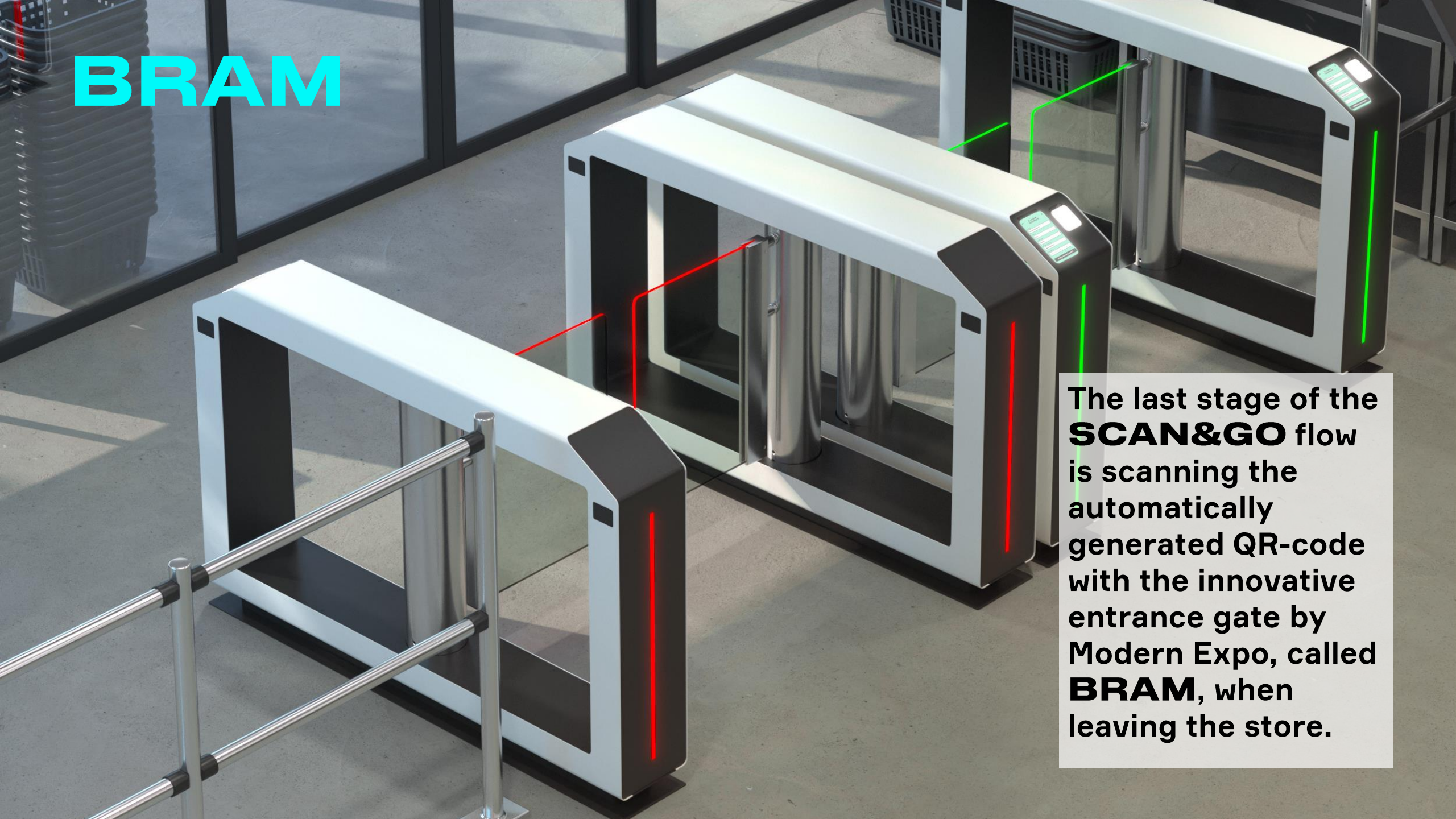
Pay
through the credit
card, Apple Pay or
Google Pay

4



Scan
the automatically
generated QR code
using **BRAM** when
leaving the store.

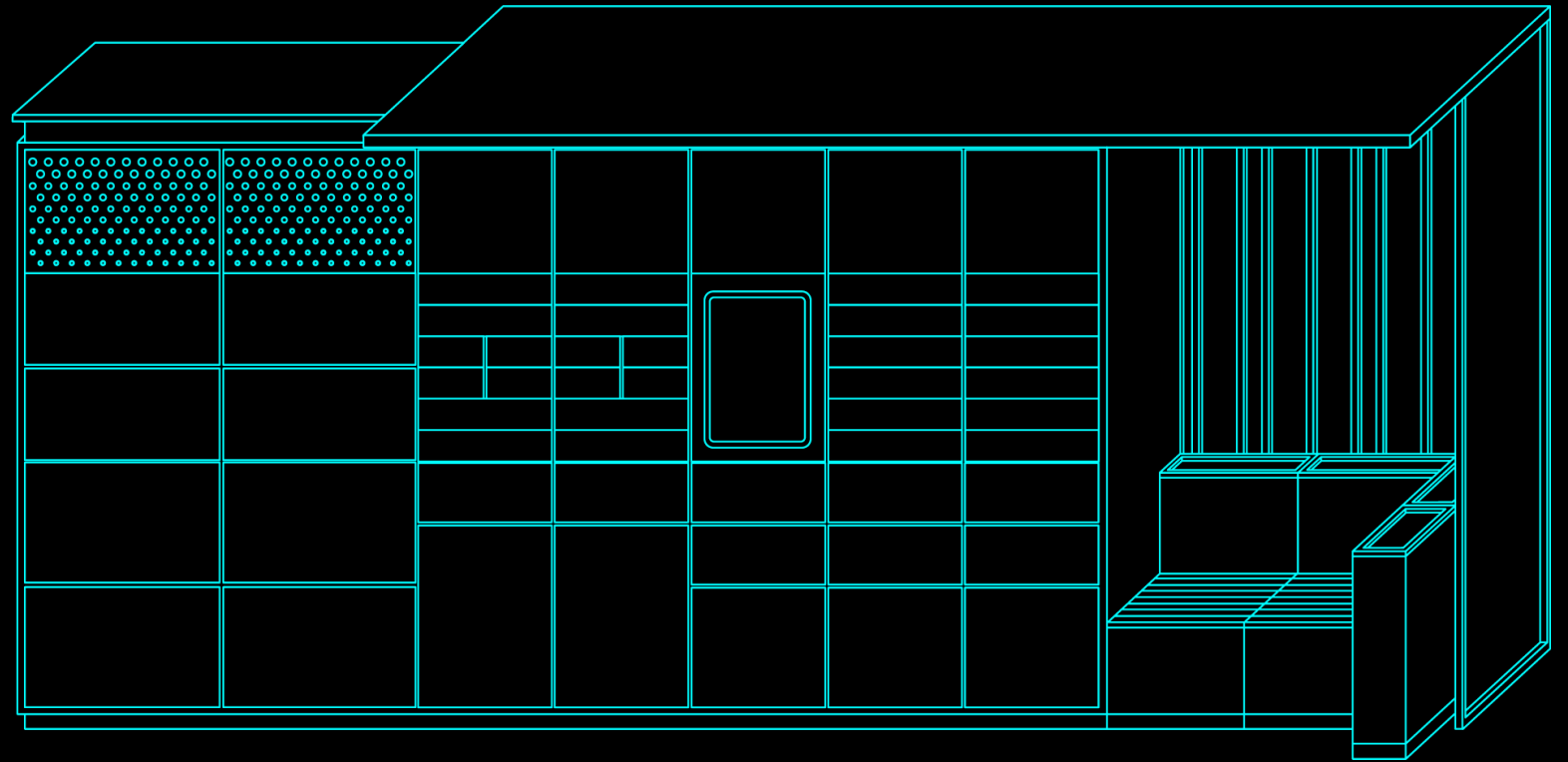
5



BRAM

The last stage of the **SCAN&GO** flow is scanning the automatically generated QR-code with the innovative entrance gate by Modern Expo, called **BRAM**, when leaving the store.

CLICK&COLLECT



A man in a tan coat and sunglasses is walking past a brick building. To his right is a modern locker unit with a black and white design. The unit has a screen on the left side displaying a yellow package. The text "MODERN EXPO" is visible on the top right of the unit. The background is a brick wall with a window and a tree.

Fulfillment activities like
CLICK&COLLECT provide flexibility
for faster and full-range delivery.

CLICK&COLLECT is a possibility for customers to order goods online and pick them up at the parcel locker near the store at any time. Thus, they do not have to pay for a delivery, wait a long time until goods are delivered, and deal with home delivery issues.



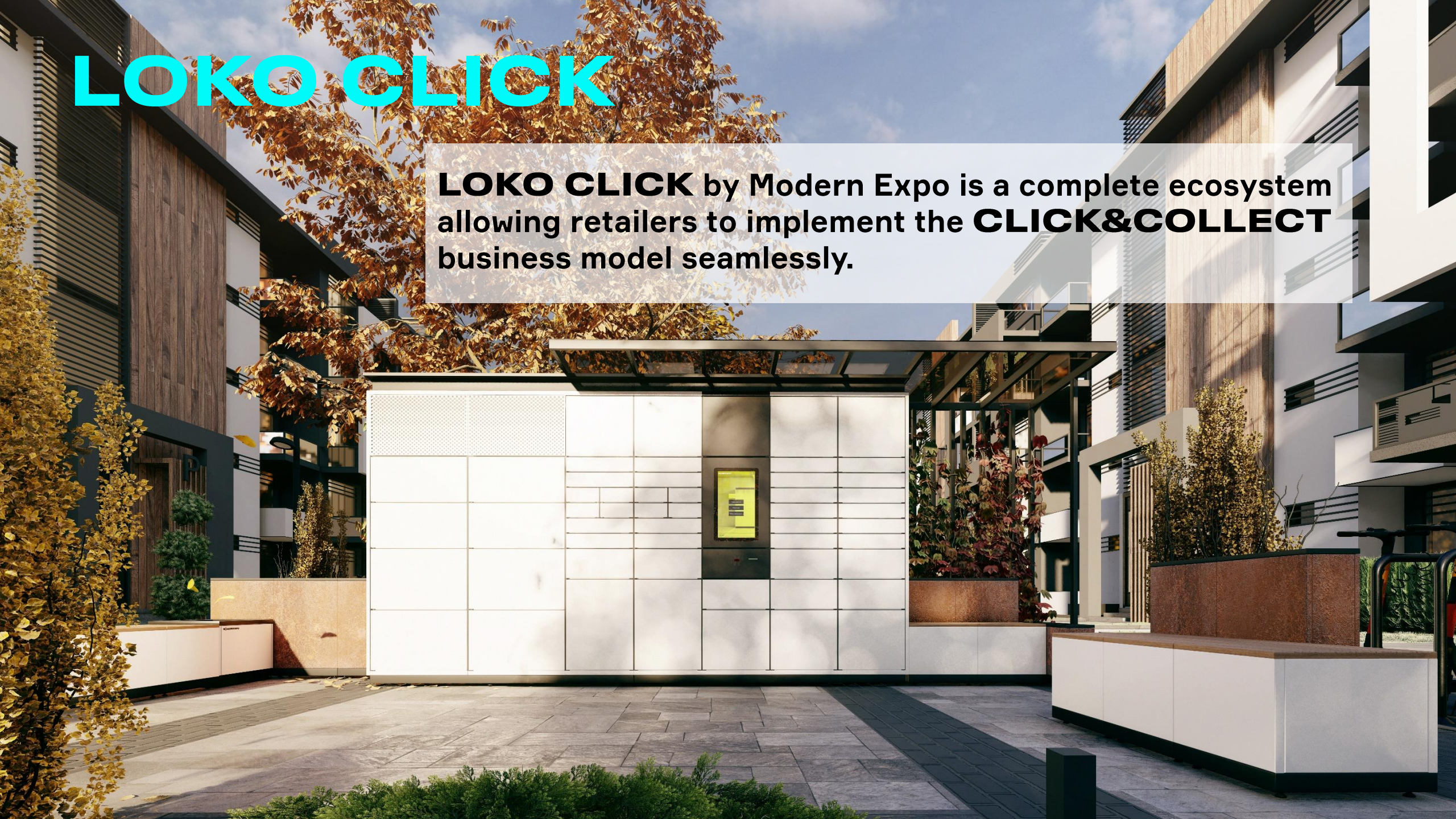
WHY CLICK&COLLECT?

KEY FEATURES FOR RETAILER

- **Omnichannel**
additional channel of sales.
- **UPSELL**
generating additional sales through the online platform (the program, guided by the preferences of the customer, offers him other products included).
- **Impulse CROSS-SELL**
generating additional sales through vending implementation in a parcel locker.
- **No delivery cost**
doesn't require any additional delivery costs.
- **Cost per employee**
processing orders and receiving them doesn't require hiring new employees.
- **Split the queue**
during busy hours, it's easy to split the queues using CLICK&COLLECT.
- **Gain customer loyalty**
more opportunities for customers to get orders convenient and don't pay for the delivery.

LOKO CLICK

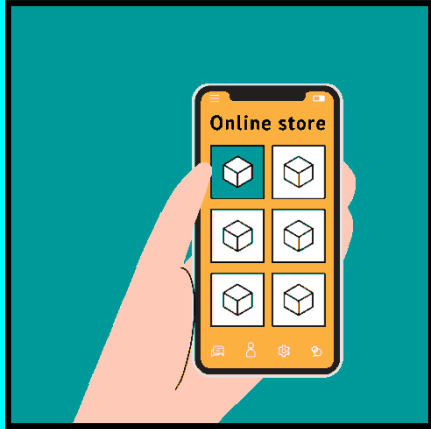
LOKO CLICK by Modern Expo is a complete ecosystem allowing retailers to implement the **CLICK&COLLECT** business model seamlessly.



LOKO CLICK consists of an **out-of-box elastic website**, **pickers app**, **clients' app**, **control dashboard**, and a wide range of **parcel lockers** for both food and non-food retail.



HOW DOES IT WORK?



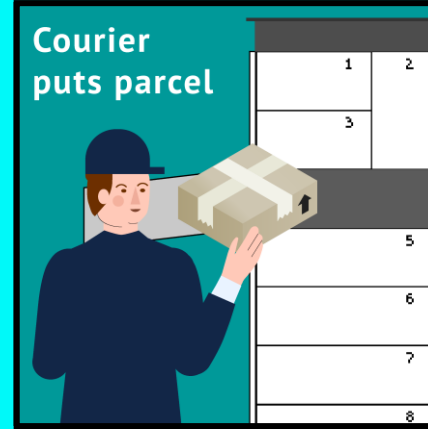
Client orders from Modern Expo **elastic online store**

1



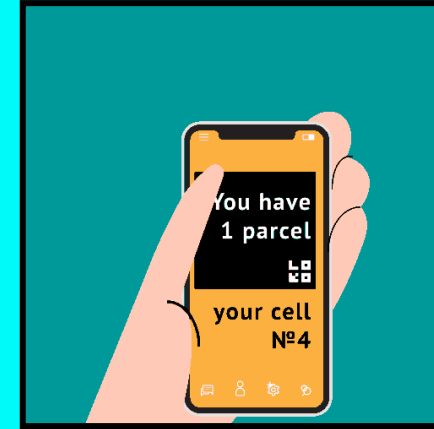
The administrator (picker) receives a notification in the Modern Expo **picker's app** about the new order and collects it

2



Courier puts the order to the Modern Expo **parcel locker** near the store

3



Client automatically receives **notification** to the integrated messenger, that the order is ready for pick up

4



Client **picks up the order** from Modern Expo parcel locker near the store

5

ELASTIC ONLINE STORE

To start selling online, a retailer needs to have an online store.

Modern Expo provides **out of box elastic online-store**, where it's easy to add products, adapt UI according to retailers' brand book, order to the Modern Expo parcel locker and leave products reviews.

The website also includes a control dashboard for managing online orders and returns.



PICKERS' APP

When the client completes the order, it automatically goes to **picker's application**.

Picker can find all the information about the order, product list, parcel lockers etc. in this app.



PARCEL LOCKERS

On the next stage of **CLICK & COLLECT**, the picker puts the order into the **parcel locker** near the store.

Modern Expo's parcel lockers is an **eco-friendly solution**, where you can pick up your orders **24/7**.

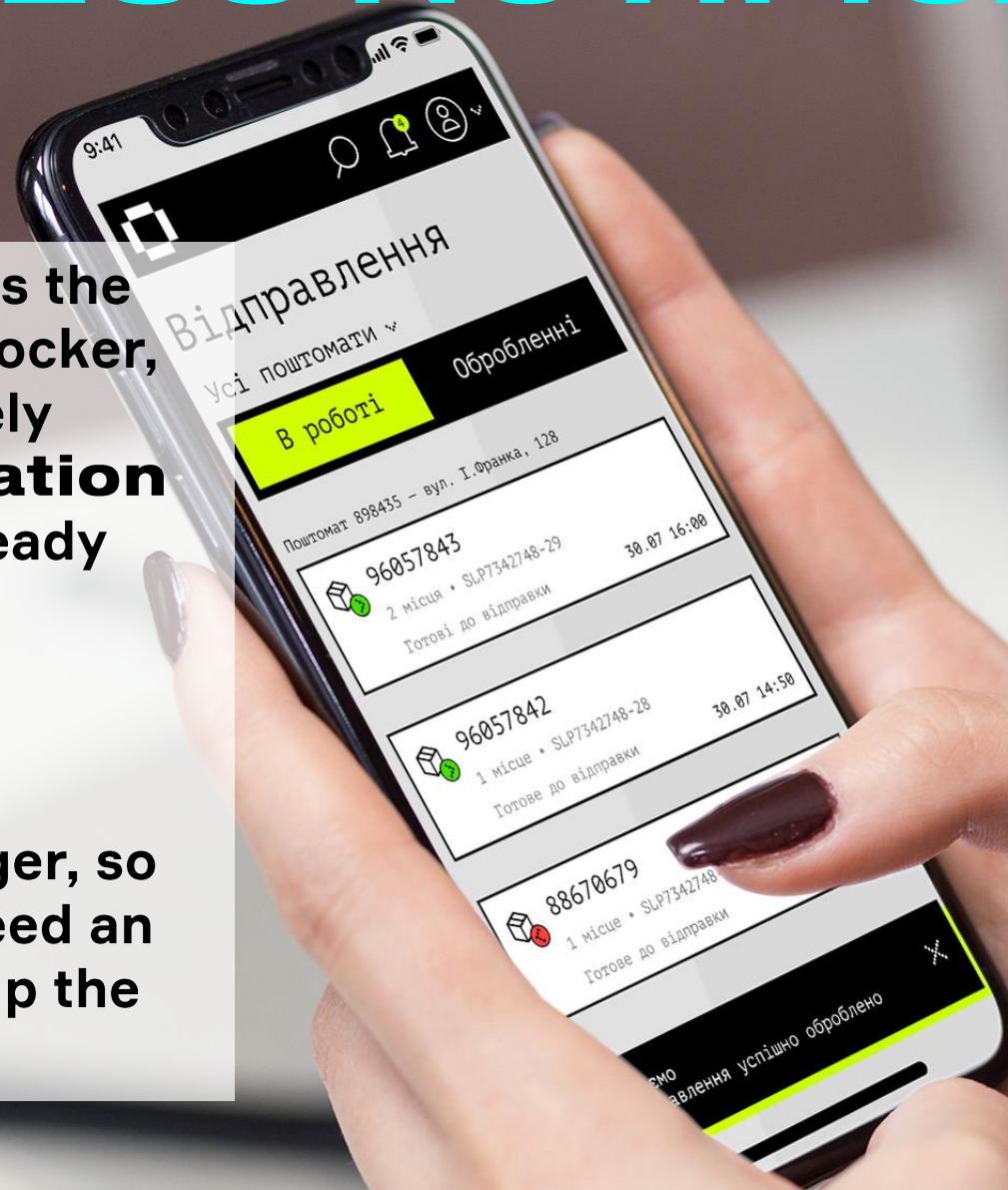
Assortment includes parcel lockers for both food and non-food retail, solutions with dry and cooling cells, Bluetooth-based and even personal parcel lockers suitable for food delivery.



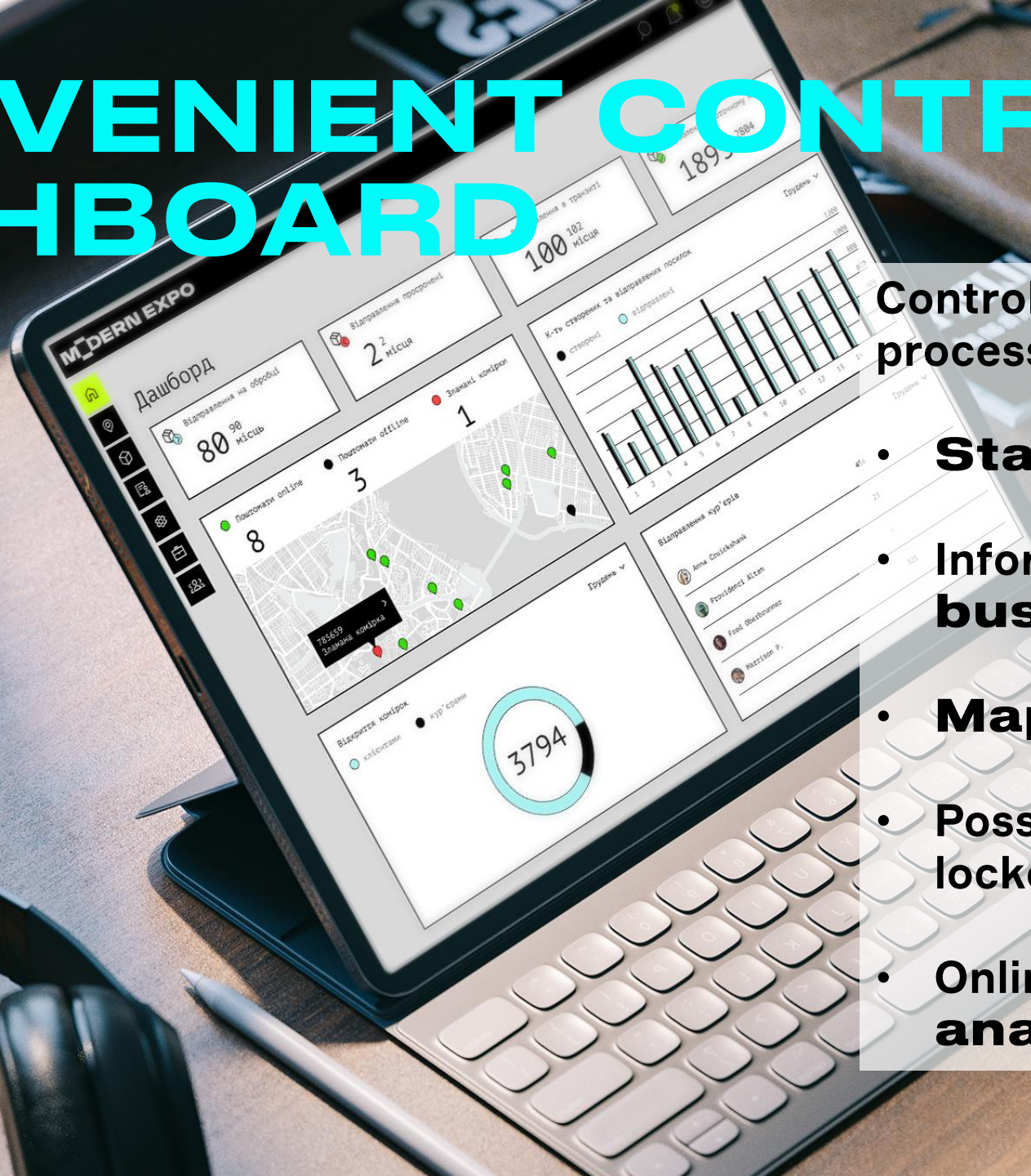
SEAMLESS NOTIFICATIONS

When the picker puts the order to the parcel locker, the client immediately receives a **notification** that the order is already done.

Modern Expo sends notifications to any convenient messenger, so the client doesn't need an application to pick up the order.



CONVENIENT CONTROL DASHBOARD



Control dashboard collect all processes in one place:

- **Statistics** of online-orders.
- Information about **free and busy cells**.
- **Map** of the parcel lockers.
- Possibility to control all parcel lockers **remotely**.
- Online store sales **analytics**.

SEAMLESS IMPLEMENTATION



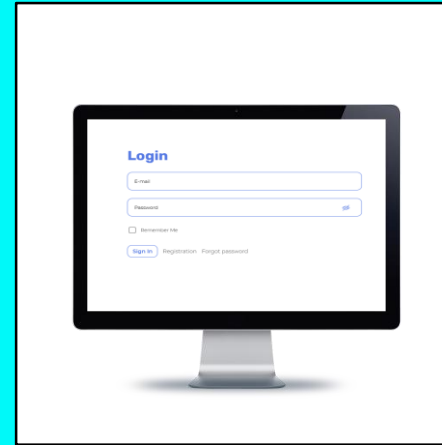
Install a parcel locker near store.

1



Register retailer account on Modern Expo online platform.

2



Receive the welcome email with login credentials.

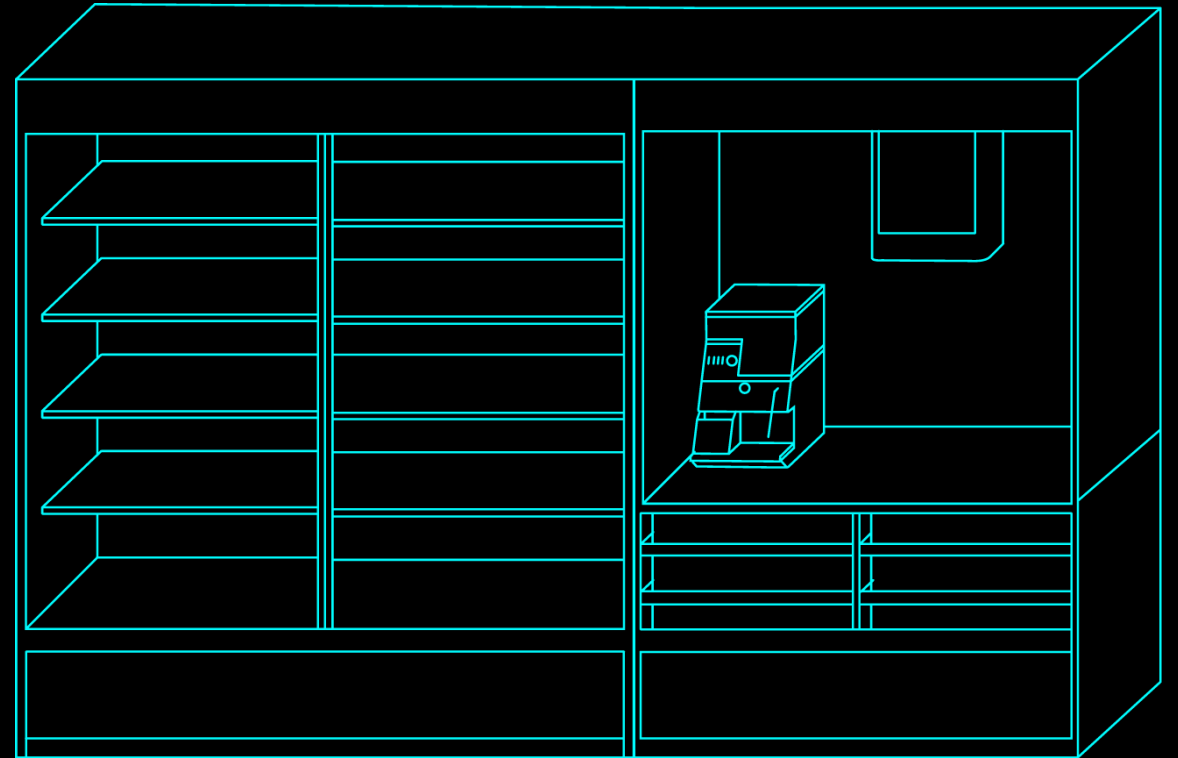
3



CLICK & COLLECT is ready to use. Start managing your retail account.

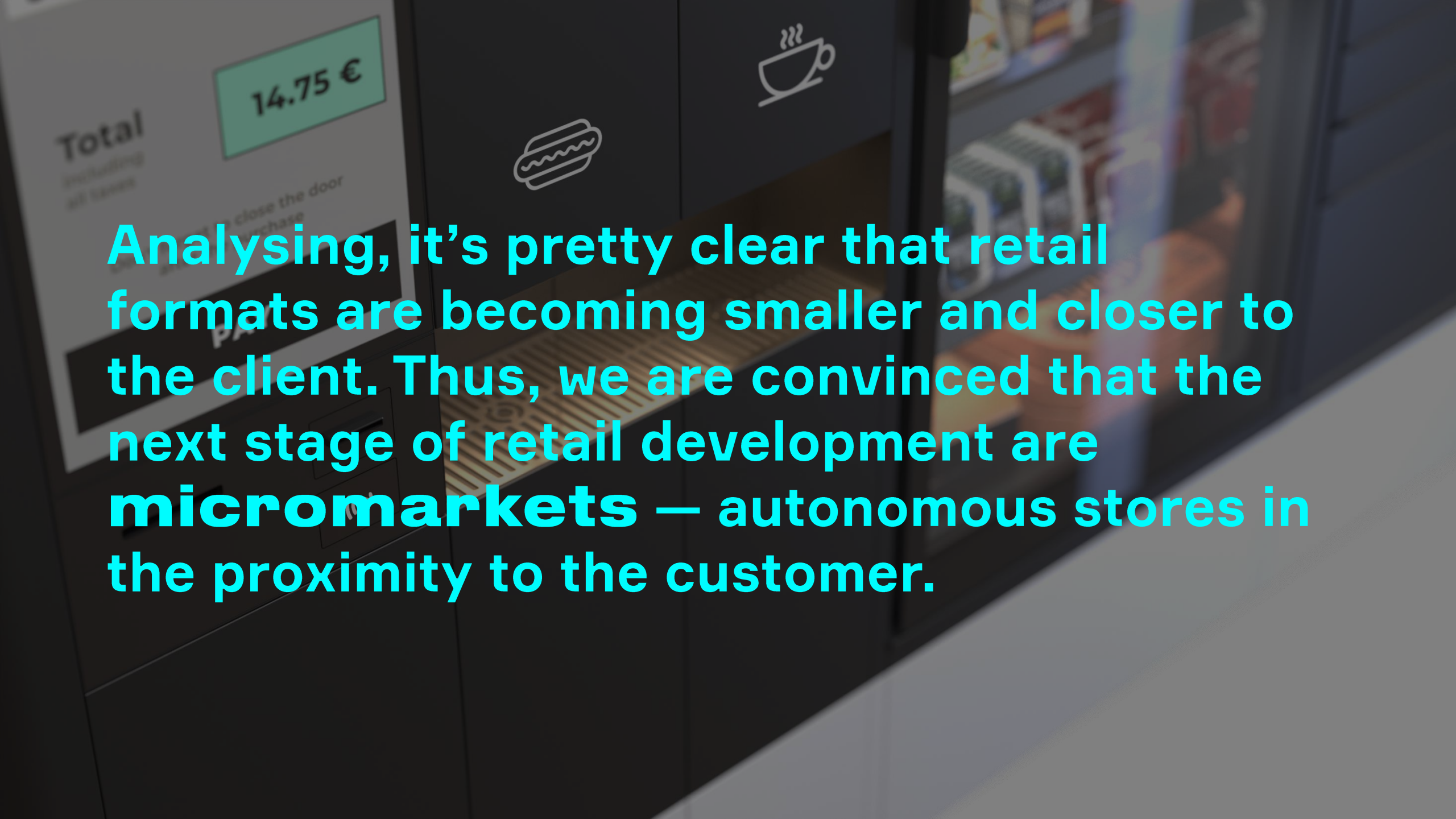
4

MICROMARKET





Modern Expo has always offered the best solutions for the most popular retail formats. Once it was hypermarkets, then supermarkets and discounters, today it's convenience stores and e-commerce.



Analysing, it's pretty clear that retail formats are becoming smaller and closer to the client. Thus, we are convinced that the next stage of retail development are **micromarkets** — autonomous stores in the proximity to the customer.

CONVENIQ



The **CONVENIQ** ecosystem by Modern Expo is a **micromarket** that consists of a fridge with a smart module and a coffee point.





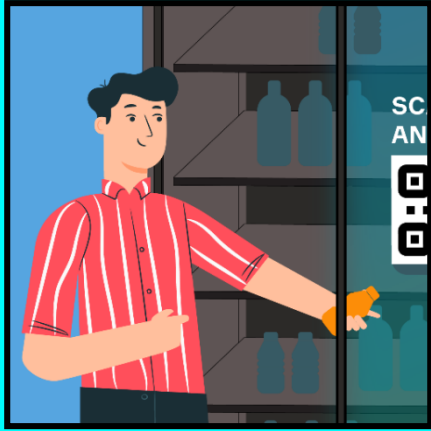
It allows purchasing through a convenient and simple **app**.

HOW DOES IT WORK?



Scan the QR code on the doors through the app

1



Open CONVENIQ's door

2



Take the product and **scan** its barcode

3



Close the door

4



Make a payment through the app

5

A modern convenience store kiosk, branded 'conveni q', is situated in a minimalist interior with large concrete walls and a floor. The kiosk features a digital menu screen on the left displaying items like 'French Onion Soup' and 'Total 14.75 €'. The central section has a glass display showing various packaged goods. To the right of the kiosk, there is a round black table with four light-colored chairs, and a vase with dried grasses sits on the table. Large windows in the background offer a view of a green outdoor space with trees.

Future micromarkets will be supplemented with new functions, turning into integral **all-in-one** gadgets, offering a seamless user experience.

c o n v e n i q

PRO

concept

CONVENIQ PRO

New functions may include services like coffee points, parcel lockers, food-to-go vendings, hot dog vendings, etc.





This intelligent micromarket settles the **payments cashierless**, **targets relevant advertisements** based on the type of the chosen product, and **measures the efficiency of the ads**.



Thanks to the modular design of **CONVENIQ PRO**, modules can be configured and combined in any convenient way.



c o n v e n i q

← CONVENIQ MENU

 Fresh Hot Dog 1 x	3.25 €
 Double Hot Dog 1 x	4.50 €
 Cappuccino 1 x	3.50 €

Total
(including all taxes)

14.75 €

Don't forget to close the door after the purchase

PAY



PLACES TO INSTALL:

- convenience stores;
- offices and places of work;
- urban public spaces;
- school stores;
- universities;
- gyms;
- logistics centres;
- productions;



- hospitals;
- shopping centres;
- stadiums;
- festivals;
- theatres;
- cinemas;
- airports;
- railway stations.

ABOUT US

Modern Expo is an international company, but Ukraine is a Homeland for a big part of our team.

On 24.02.2022 Ukraine woke up to the sounds of explosions, which are still going on. That day, russia started a full-scale invasion of an independent, sovereign European country.

Despite the horrific circumstances, Modern Expo goes on working. We are calm and confident. We know that truth is on the side of Ukrainians, so the victory will be ours too.

Our goal here is to prove that Ukraine is a modern, technologically advanced, powerful European country with an incredible concentration of talents, who know how to create new.

We are infinitely grateful to everyone who helps and supports Ukraine, especially to the people of Poland.

Be brave like Ukraine!

Слава Україні!

Modern Expo has been a top company in creation of modern retail for more than 20 years.



We are convinced that modern retail is a phenomenon encompassing a multilevel system of obtaining goods with the ultimate consumer. Today, it's not just the physical store space, but also the solutions for E-commerce, warehouses, logistics and integrated supply chain.

A close-up, dimly lit industrial scene featuring a robotic arm in the process of welding a metal framework. Bright sparks are visible at the point of contact between the welding torch and the metal. The background shows various industrial components and structures, creating a sense of a busy manufacturing environment.

Modern Expo is 9 high-tech production units specializing in different types of equipment. Our manufacture is one of the most powerful in the world, we provide mass replication in roll-outs and ensure meeting each of our products with European safety and quality standards (EN and FEM).

The image shows a modern exhibition booth for 'MODERN EXPO'. The booth has a dark, textured wall with the company name in glowing white letters. A large glass window in the center shows people inside. In the foreground, there is a patch of artificial green grass. On the grass, there is a bright red, abstract, multi-lobed sculpture and a large, dark, circular object that looks like a film reel or a spool. To the right, there is a large, dark, rectangular structure with the text 'WE CREATE RETAIL NEW' in white, bold, sans-serif capital letters. The background is a dark, industrial-looking space with a high ceiling and exposed pipes.

**Today we have become a platform
bringing together leading professionals
into powerful teams of R&D, IT, retail
design, engineering, etc., working in
synergy to create the perfect retail of
the future by Modern Expo.**

MODERN GEOGRAPHY

A stylized map of Europe and the Middle East, rendered in white outlines on a black background. The map shows the coastlines and major landmasses. Several cities are marked with white dots and labeled in white, uppercase letters. The labels include LONDON, PARIS, BERLIN, WARSAW, LUTSK, KYIV, LUBLIN, and DUBAI. The text 'MODERN GEOGRAPHY' is positioned at the top left in a bold, white, sans-serif font.

We supply our
products to more
than **75** countries

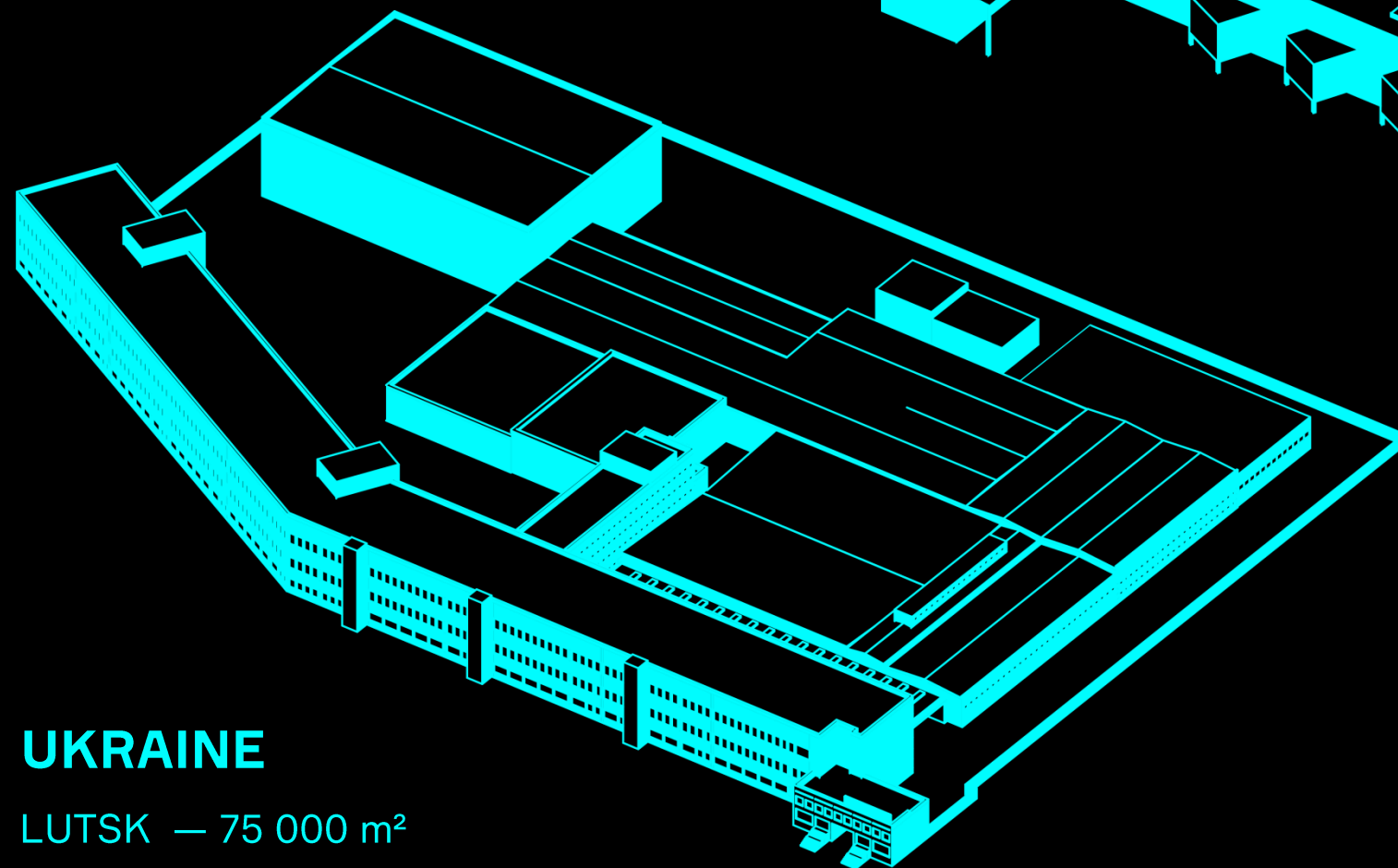
MODERN NUMBERS

2650 employees

83 500 m² production facilities

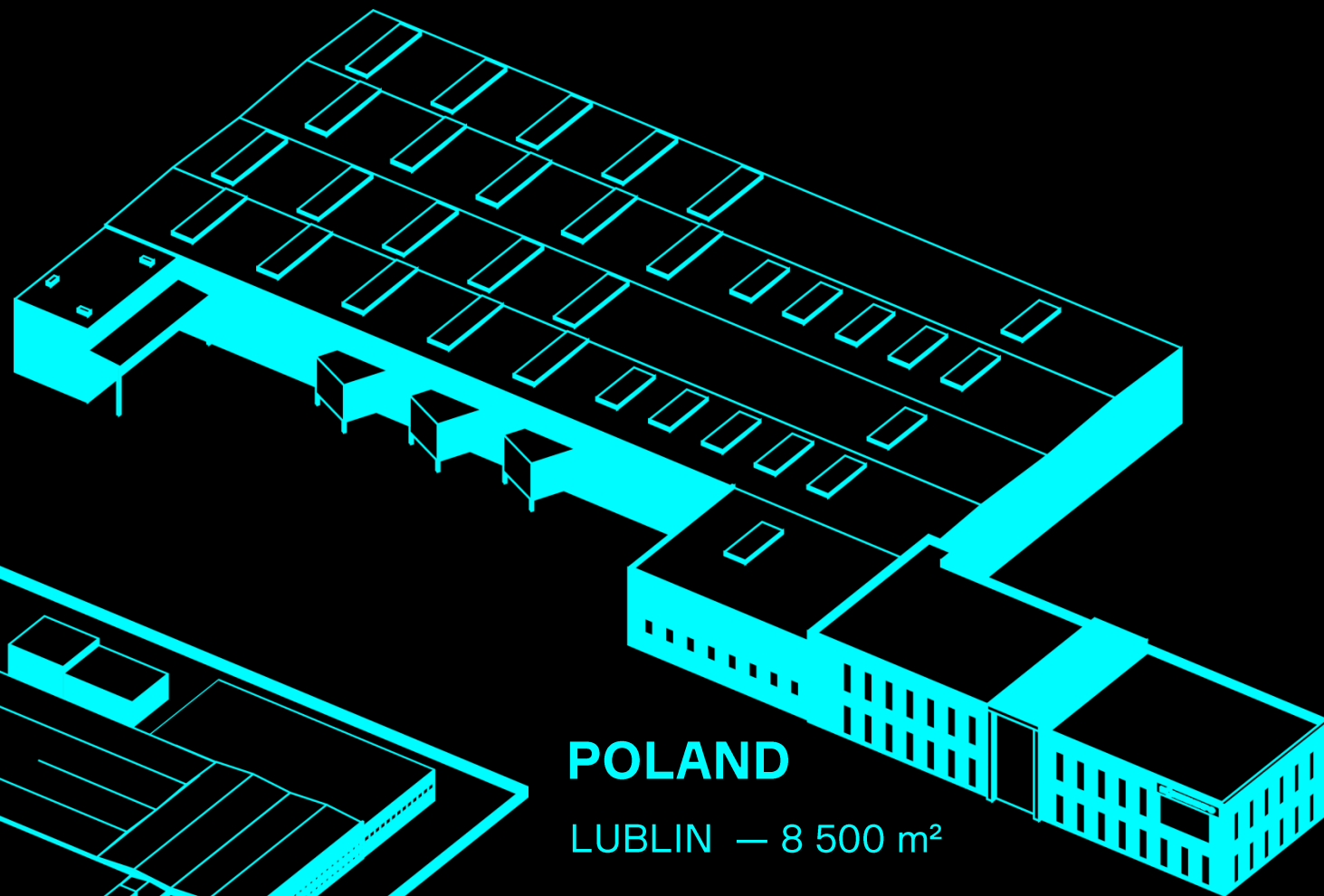
100+ dealers

MODERN WORLDS



UKRAINE

LUTSK — 75 000 m²



POLAND

LUBLIN — 8 500 m²

MODERN CLIENTS



#WEAREMODERN

