

Simon Staack

Founder

Emplate ApS
Stand A19

ReDI
CONFERENCE + EXHIBITION





Key Growth Indicators



Internet penetration in %

2018: 79,5%

2023: 91,8%

▲ **12,3%**



Key Growth Indicators



Internet speed in Mbit/s

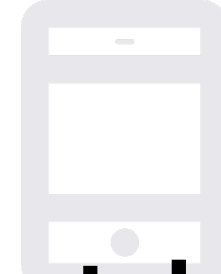
2018: 15,00 Mbit/s

2023: 31,00 Mbit/s

▲ 16,00 Mbit/s



Key Growth Indicators



Smartphone penetration in %

2018: 56,8%

2023: 67,2%

▲ 10,4%







The reality for shopping malls and their tenants today



The reality for shopping malls and their tenants today



The reality for shopping malls and their tenants today



Retail shop



Retail chain



Retail shop

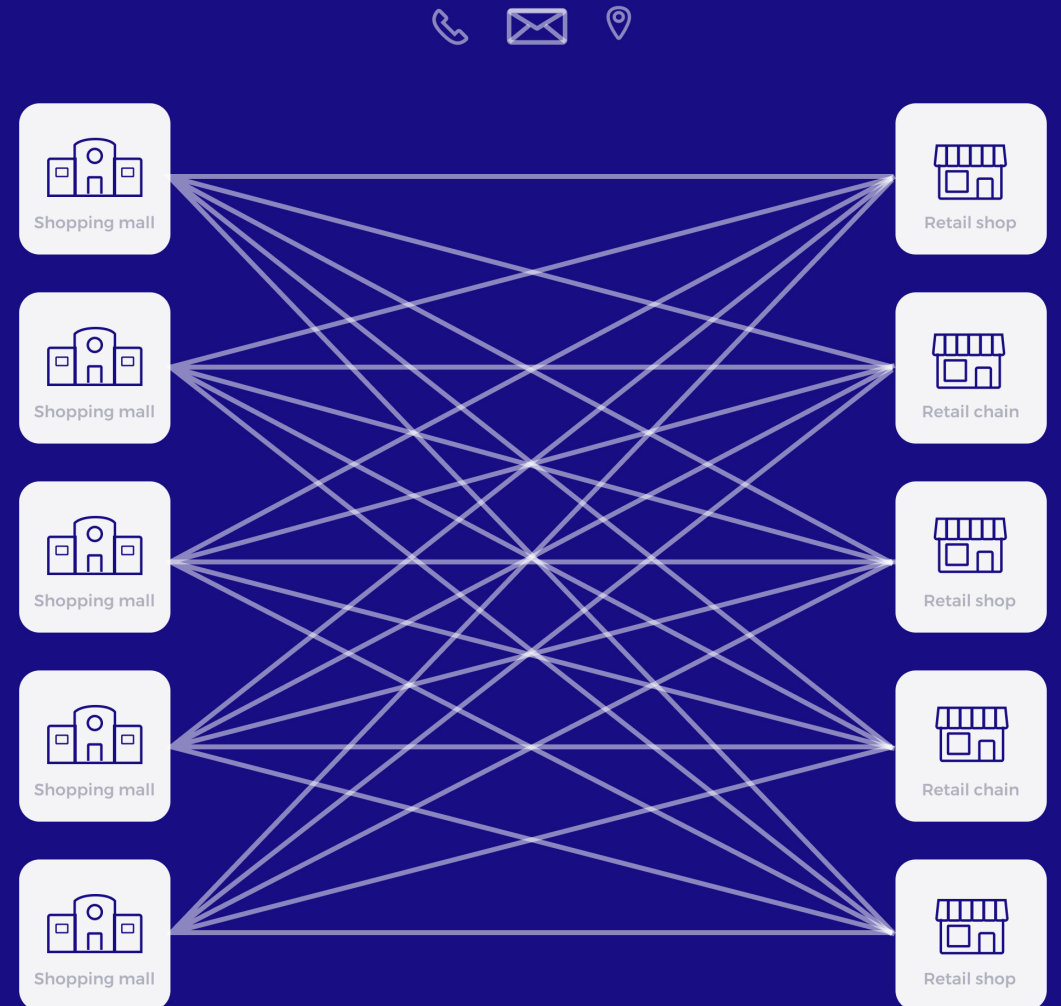


Retail chain



Retail shop

The reality for shopping malls and their tenants today



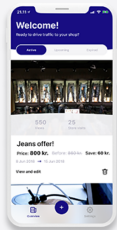
The reality for shopping malls and their tenants today



How are we

Helping shopping malls today

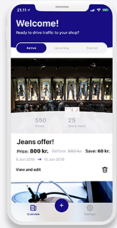
Solution overview



Emplate Shop

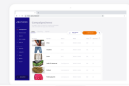
Used by tenants and retailers to upload campaigns, follow effects and automate your effort in communicating and engaging with them on a daily basis.

Solution overview



Emplate Shop

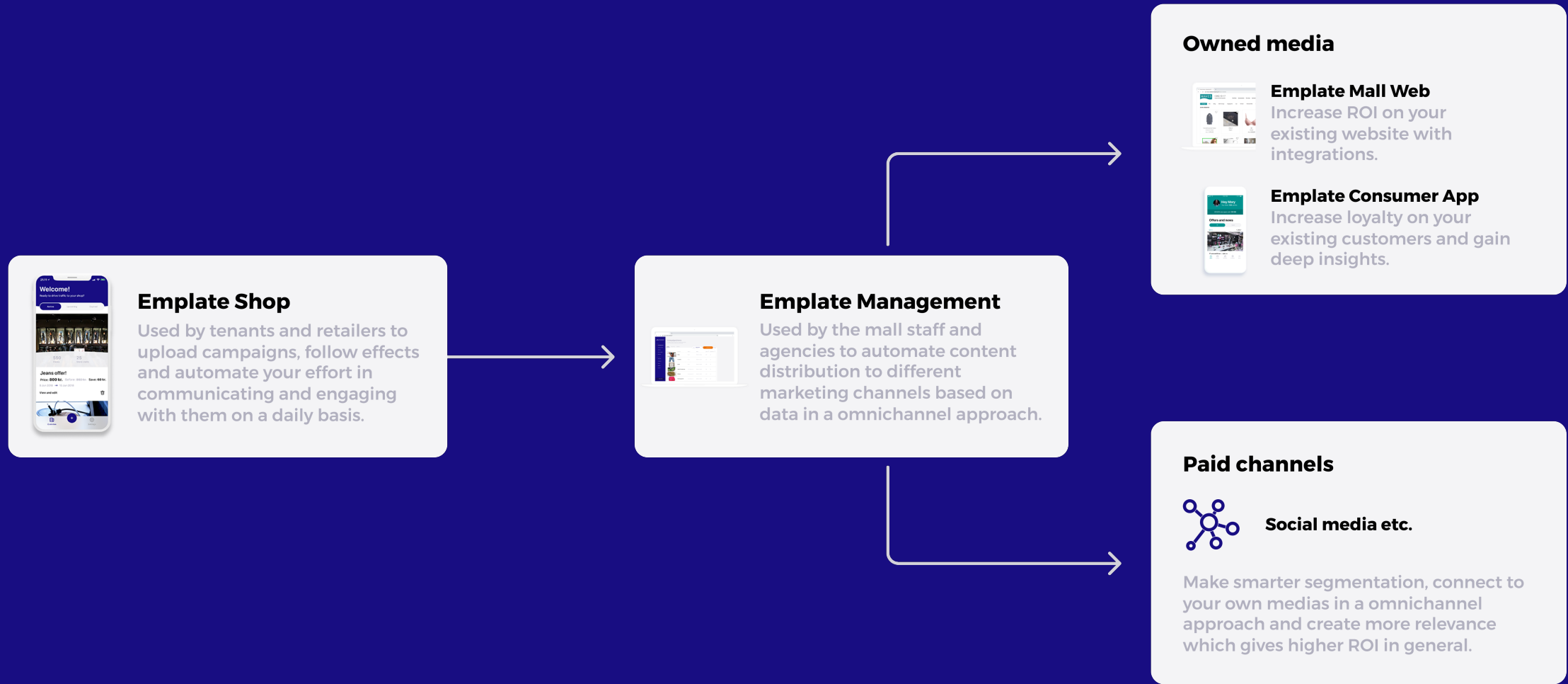
Used by tenants and retailers to upload campaigns, follow effects and automate your effort in communicating and engaging with them on a daily basis.



Emplate Management

Used by the mall staff and agencies to automate content distribution to different marketing channels based on data in a omnichannel approach.

Solution overview

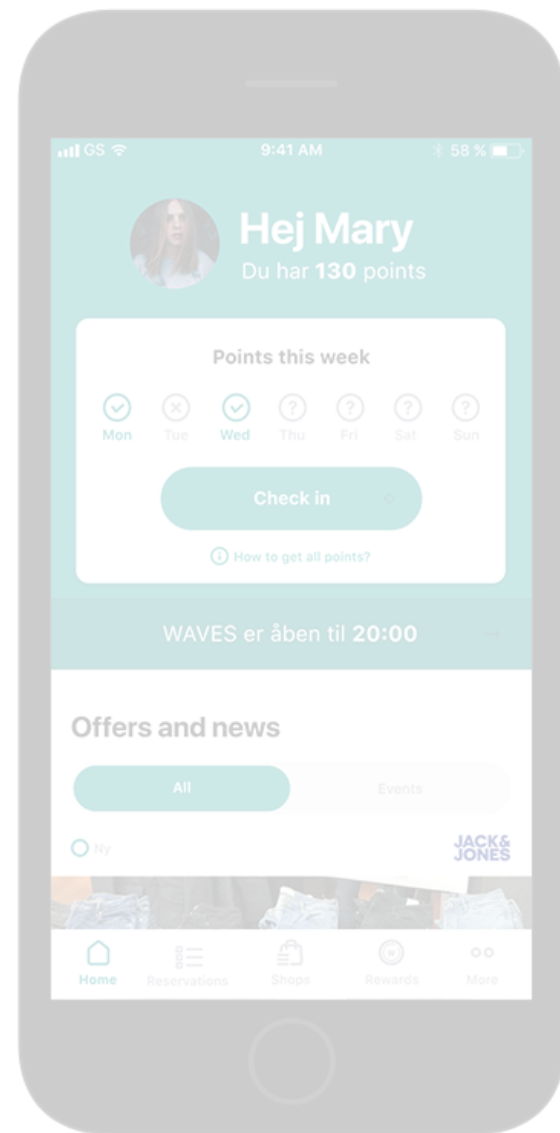
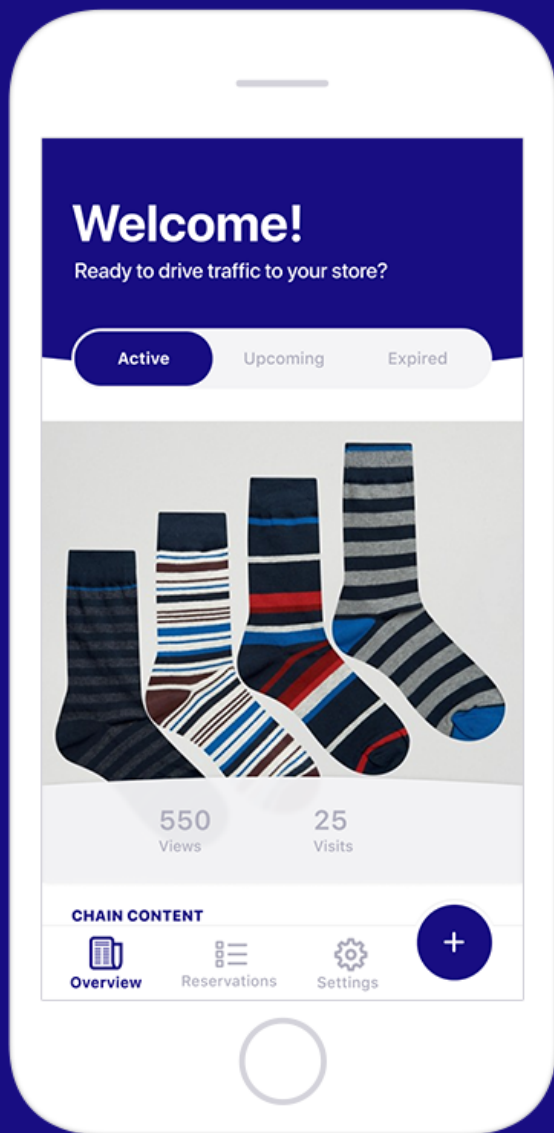


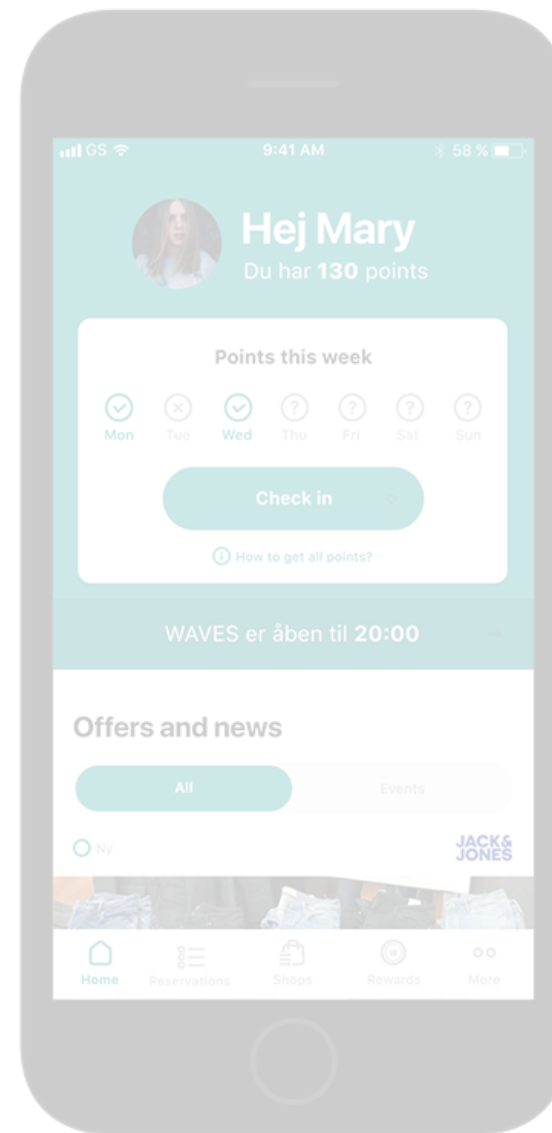
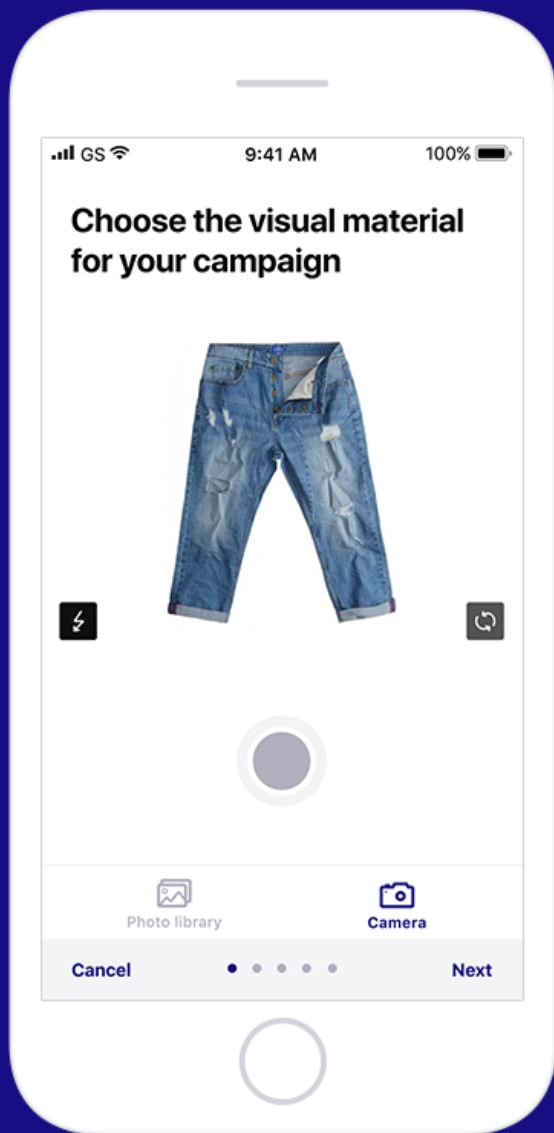
Connecting tenants with local consumers online and

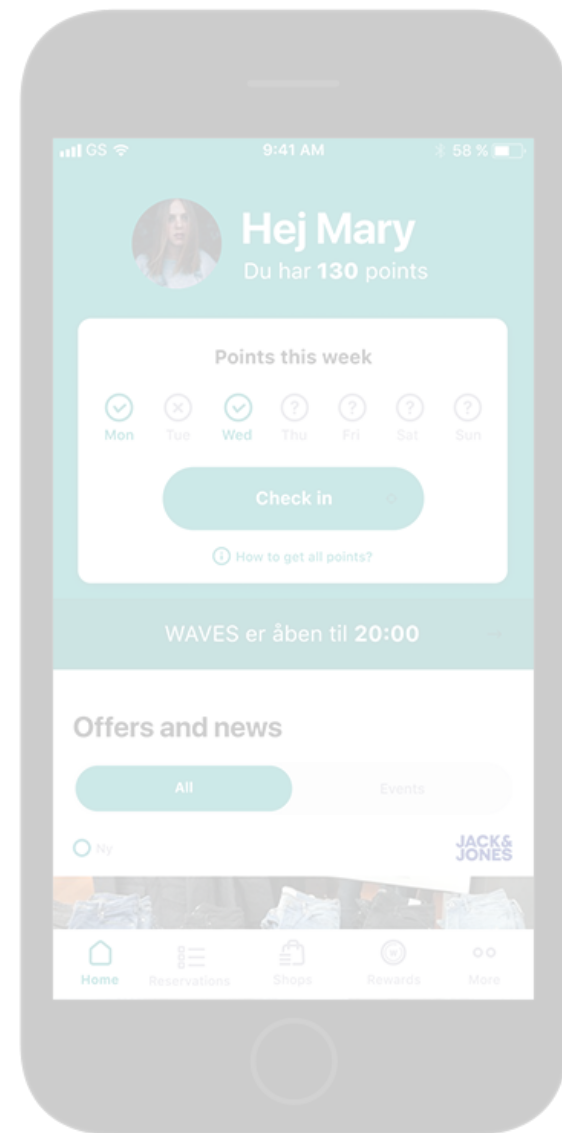
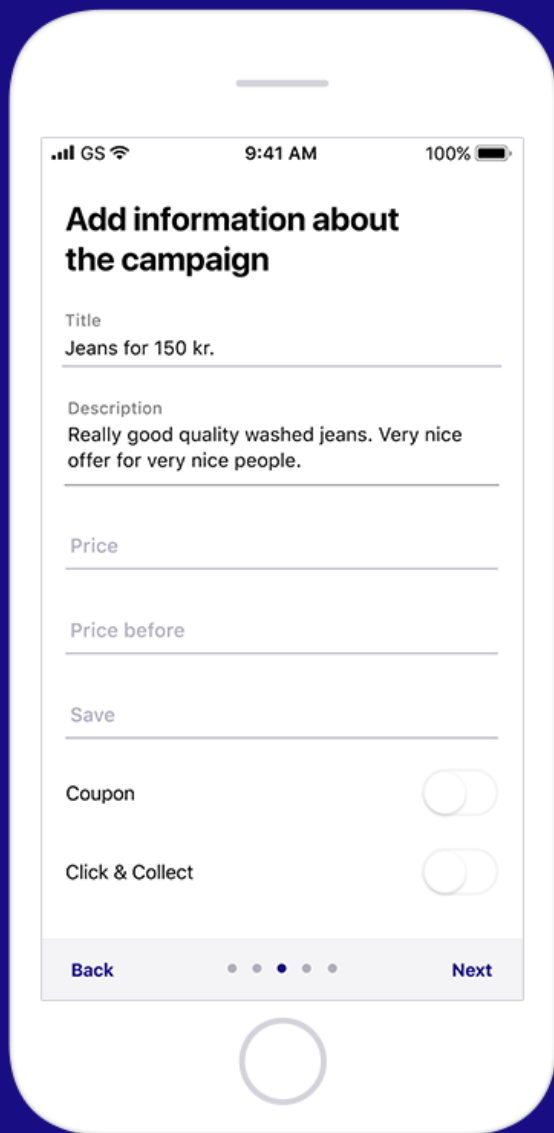
Create synergies with e-commerce

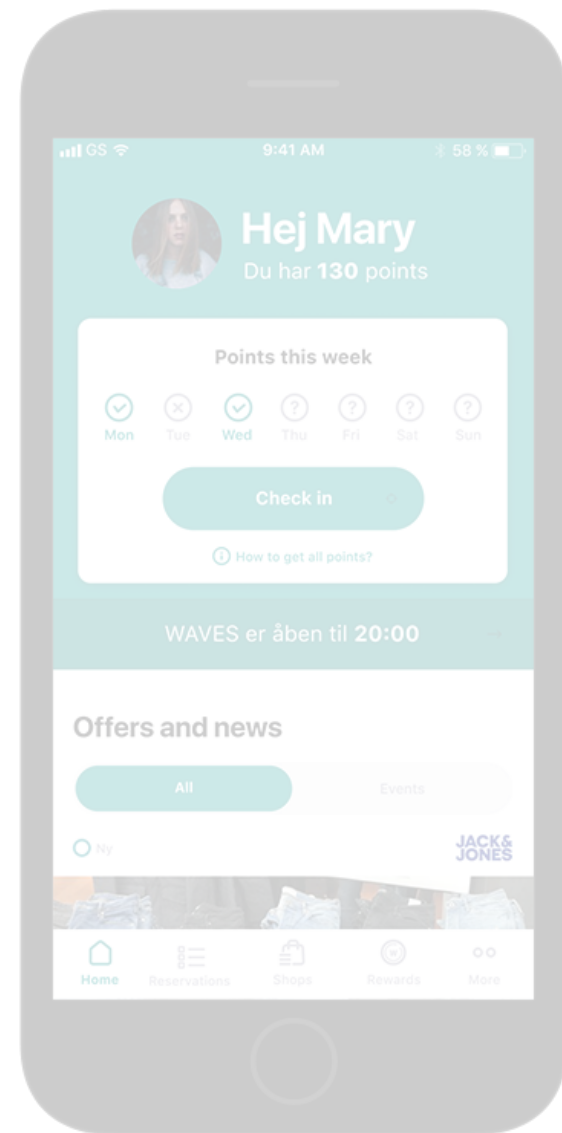
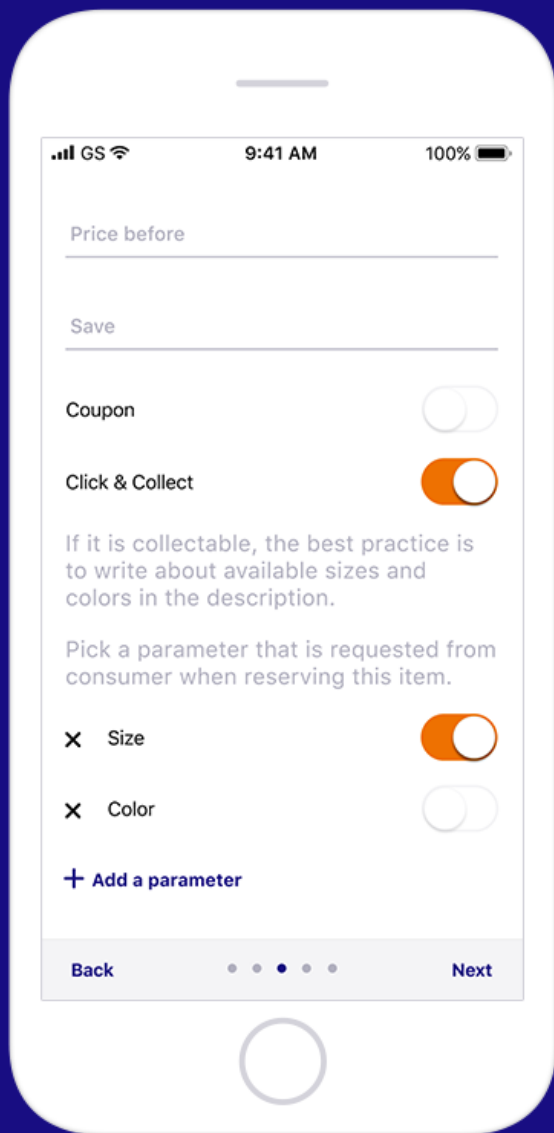
**Emplate
Shop**

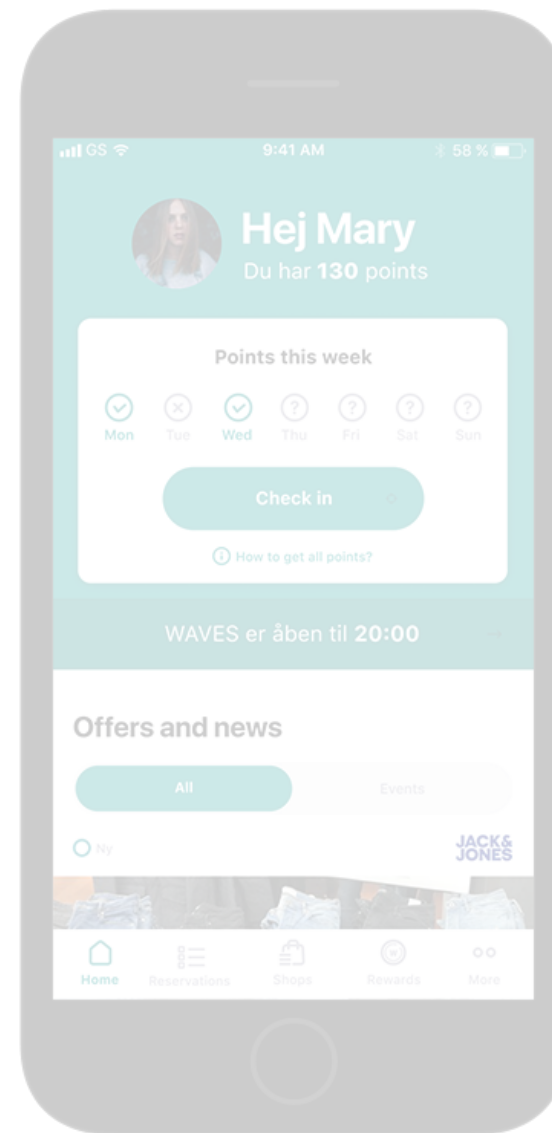
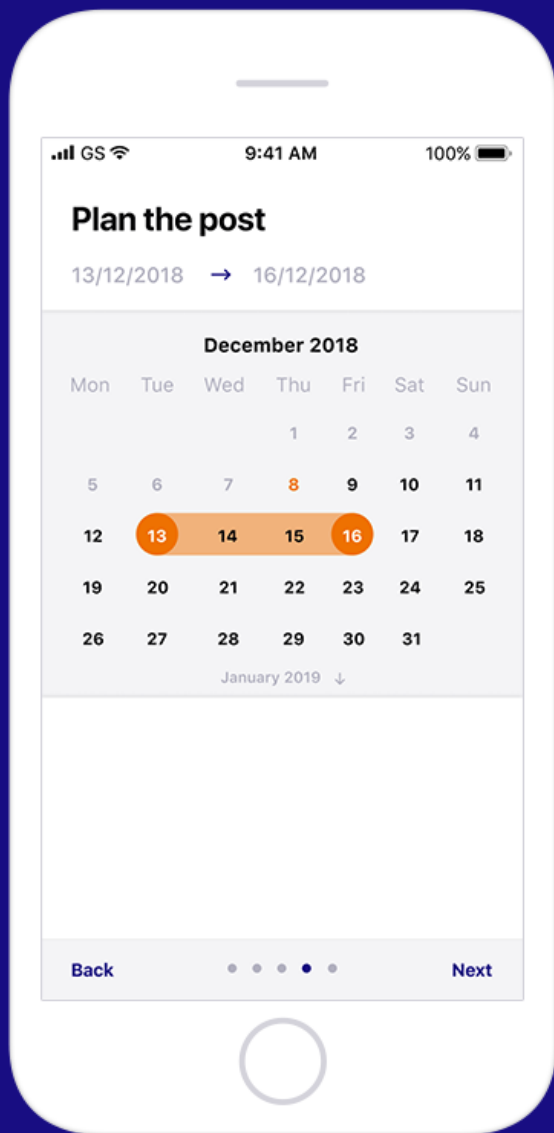
**Emplate
Consumer App**

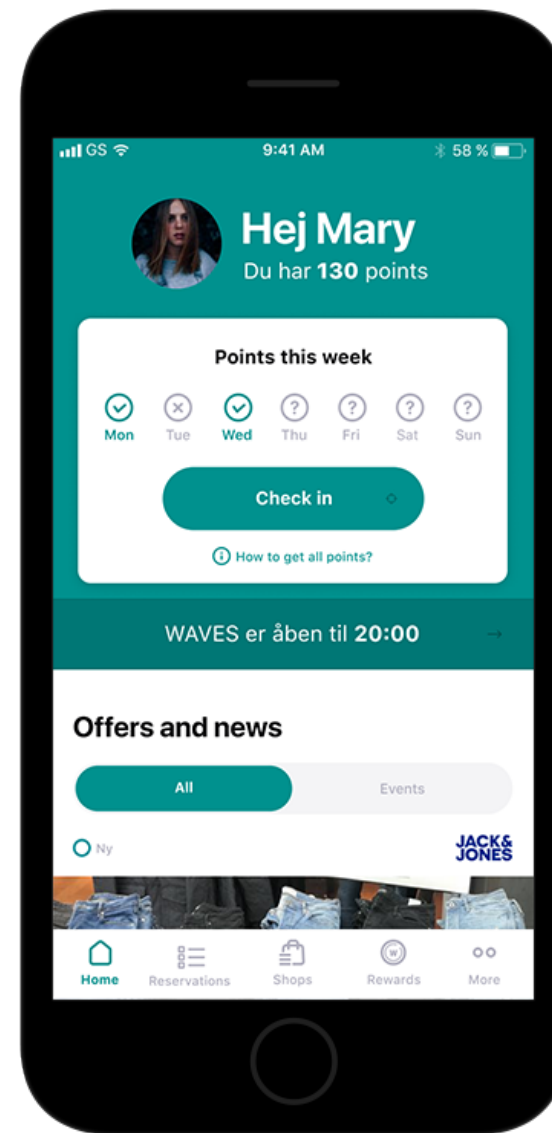
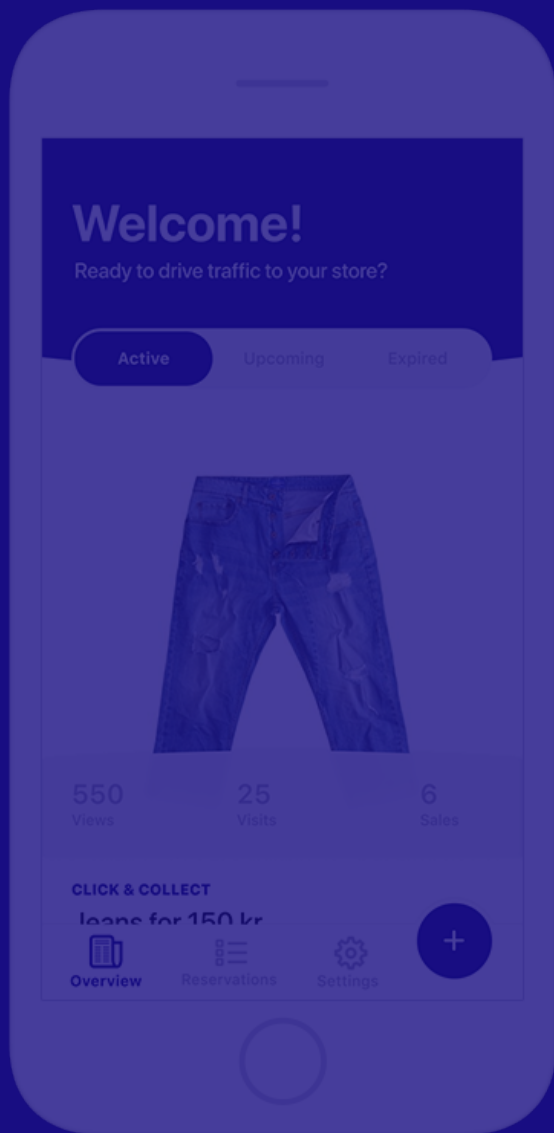


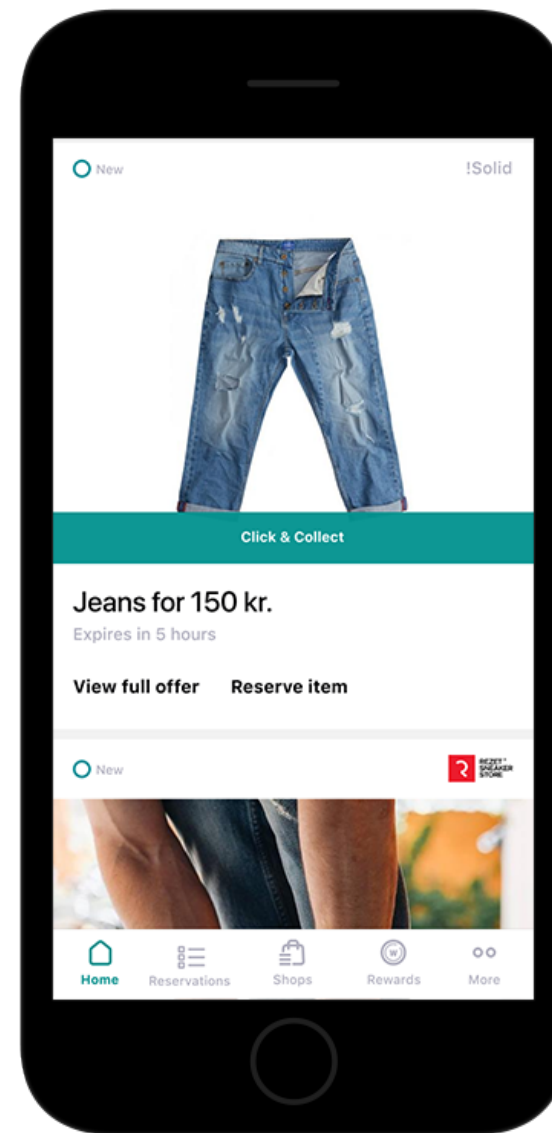
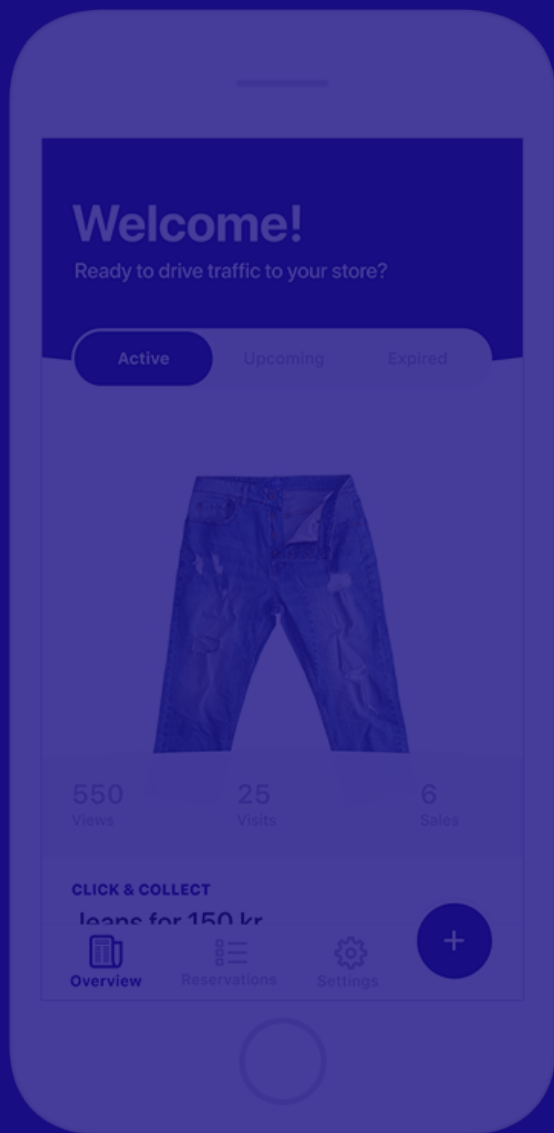


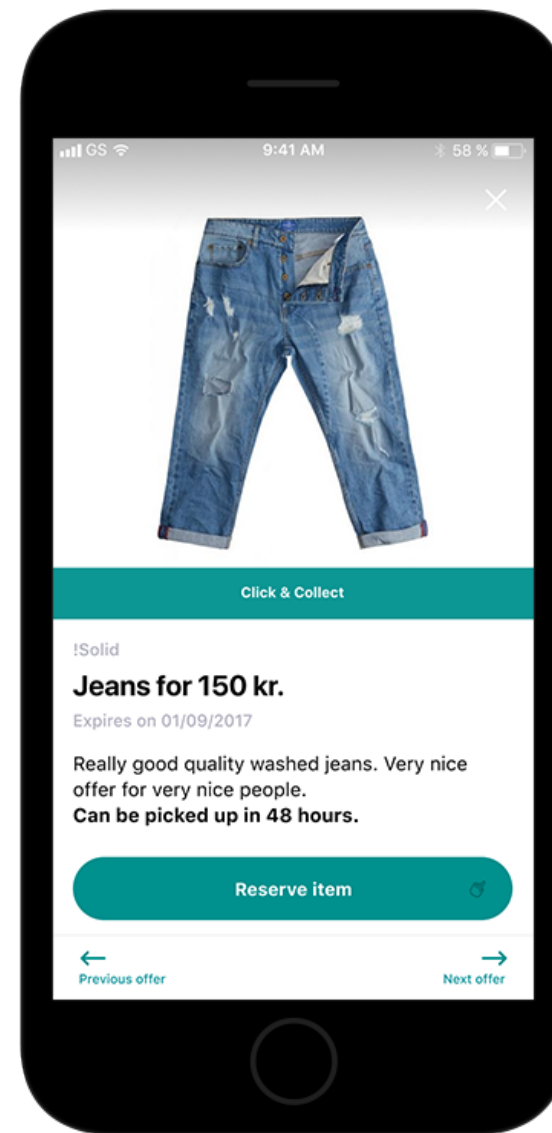
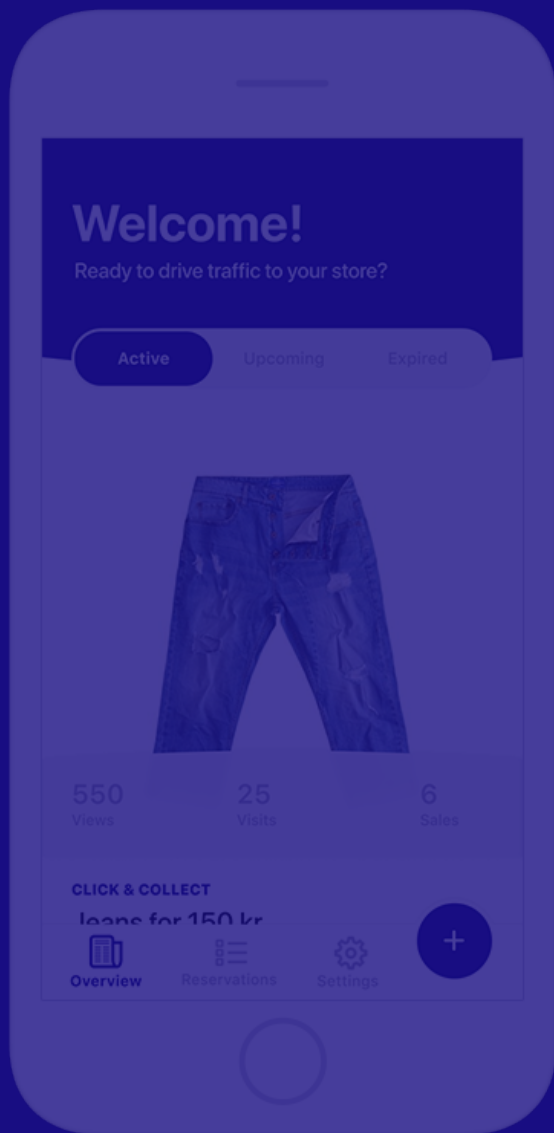


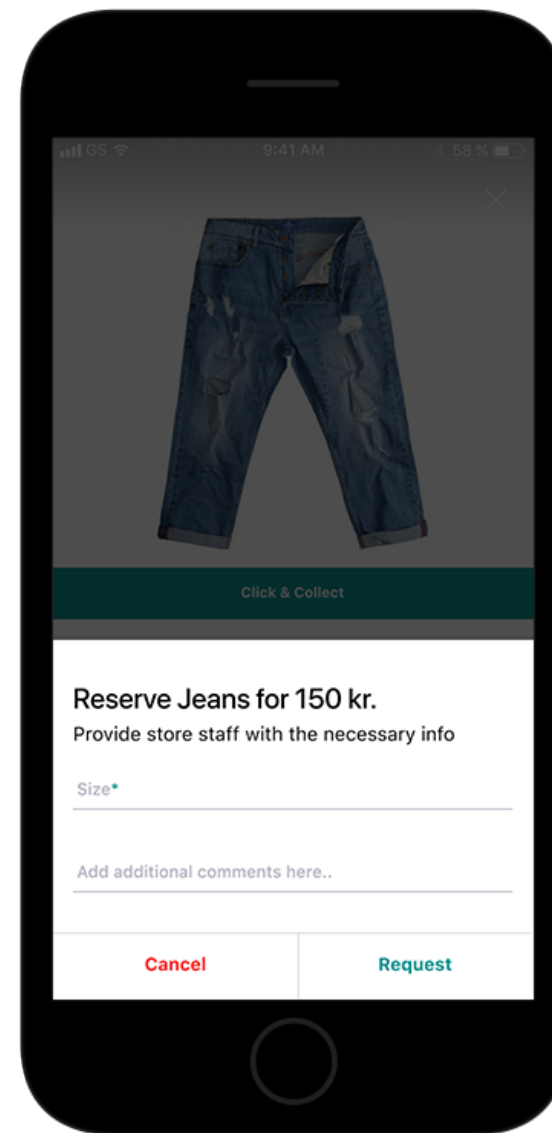
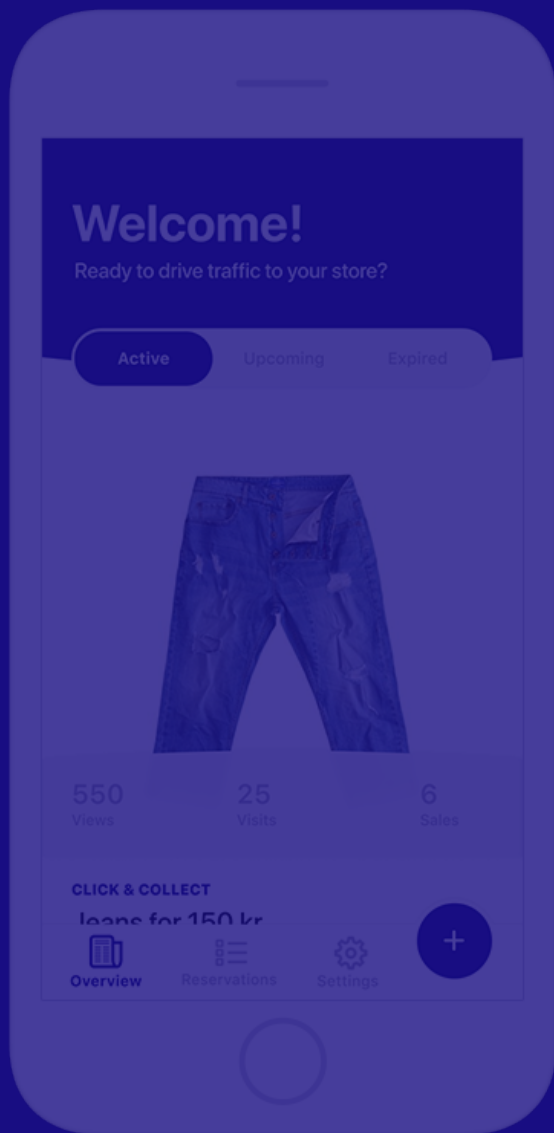


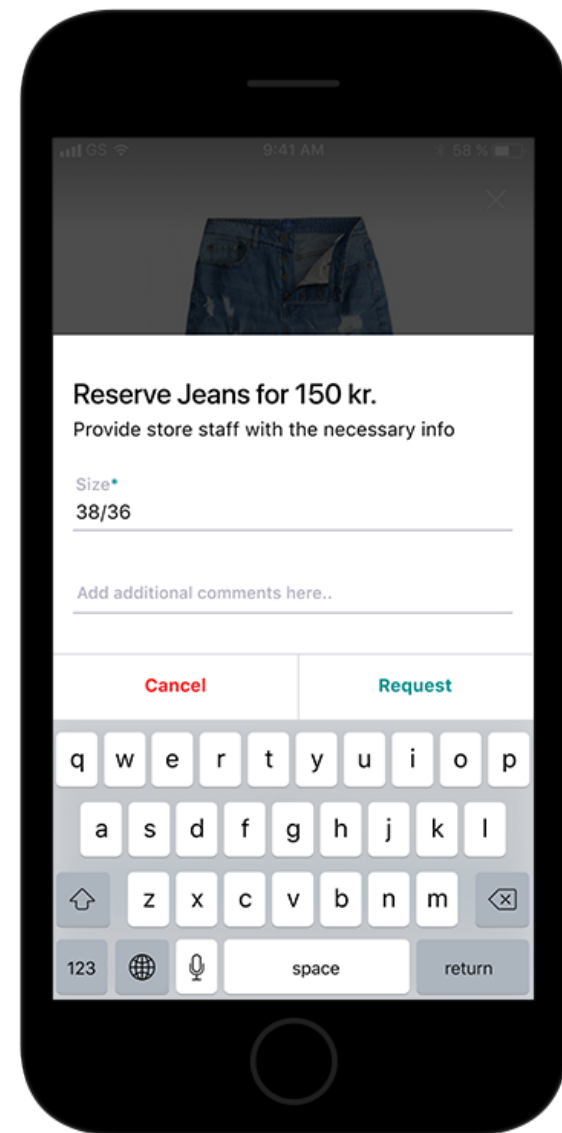
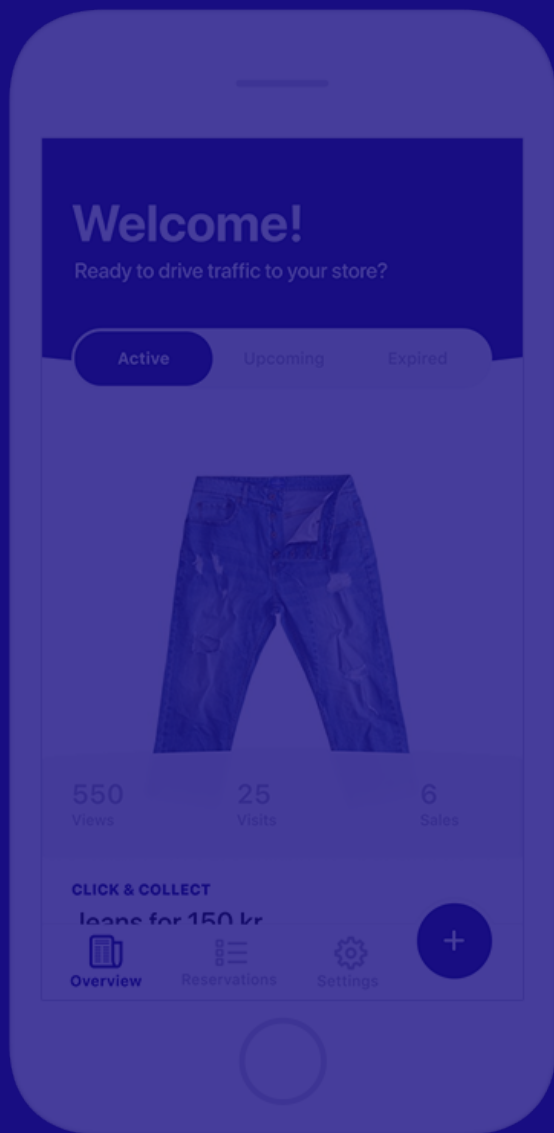


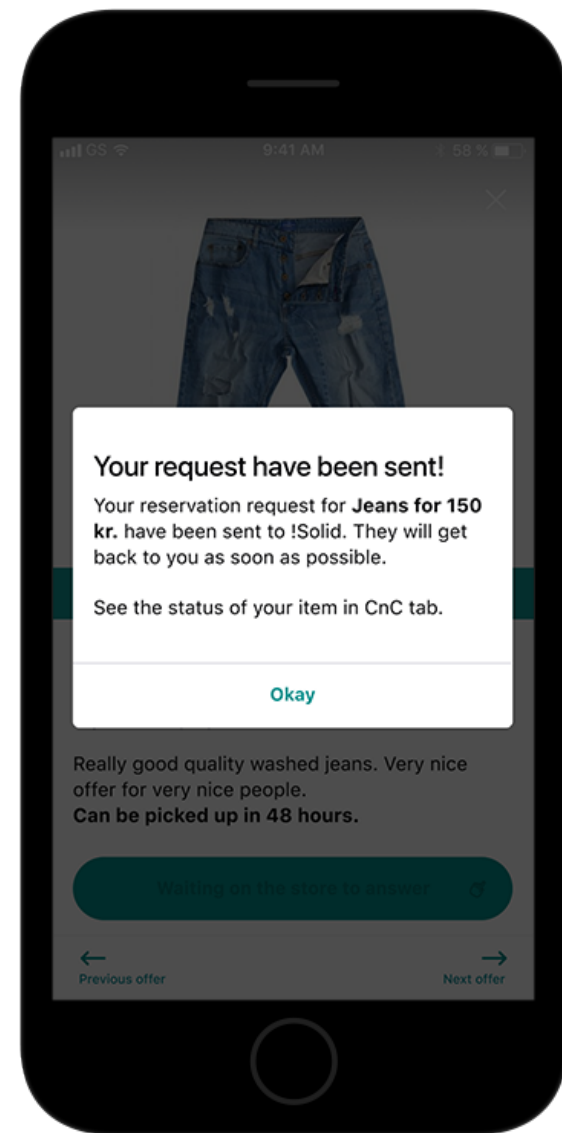
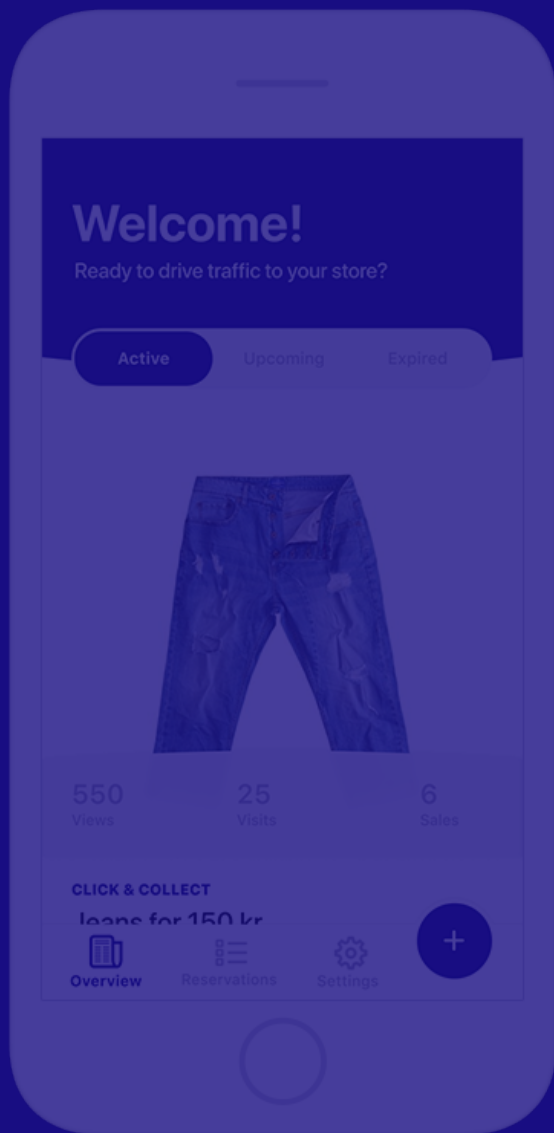


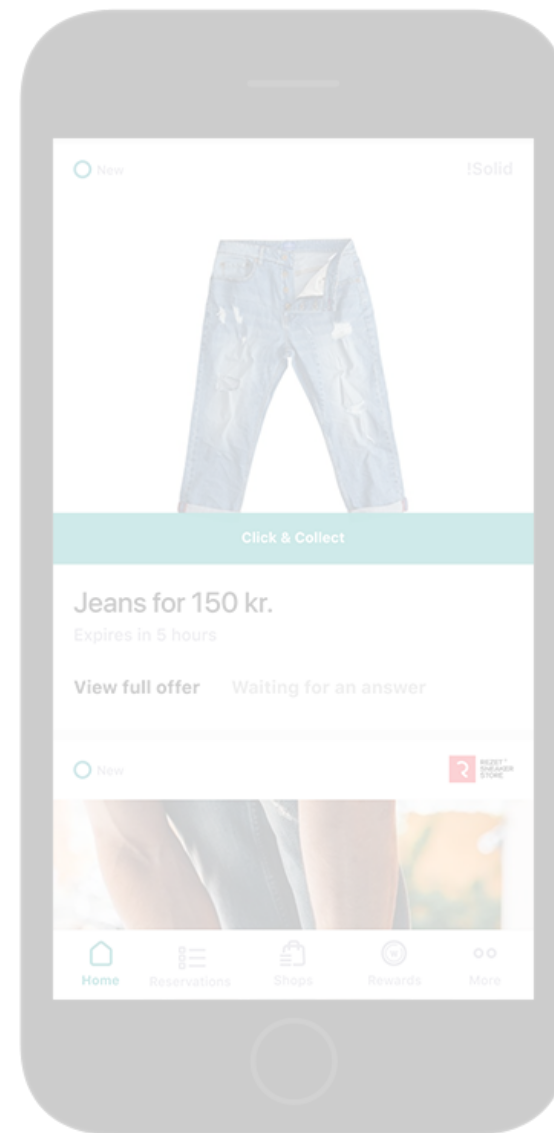
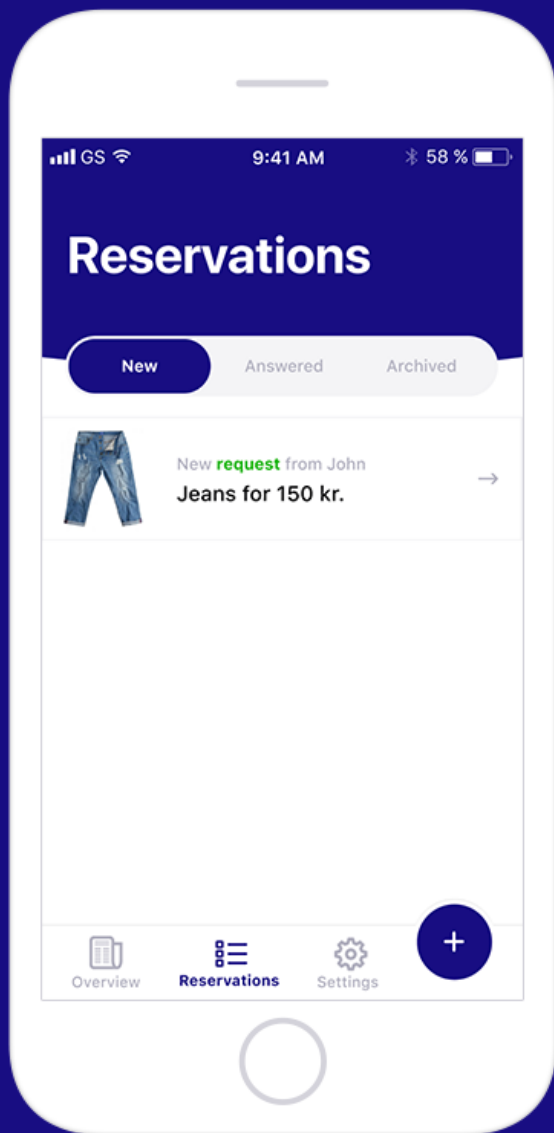


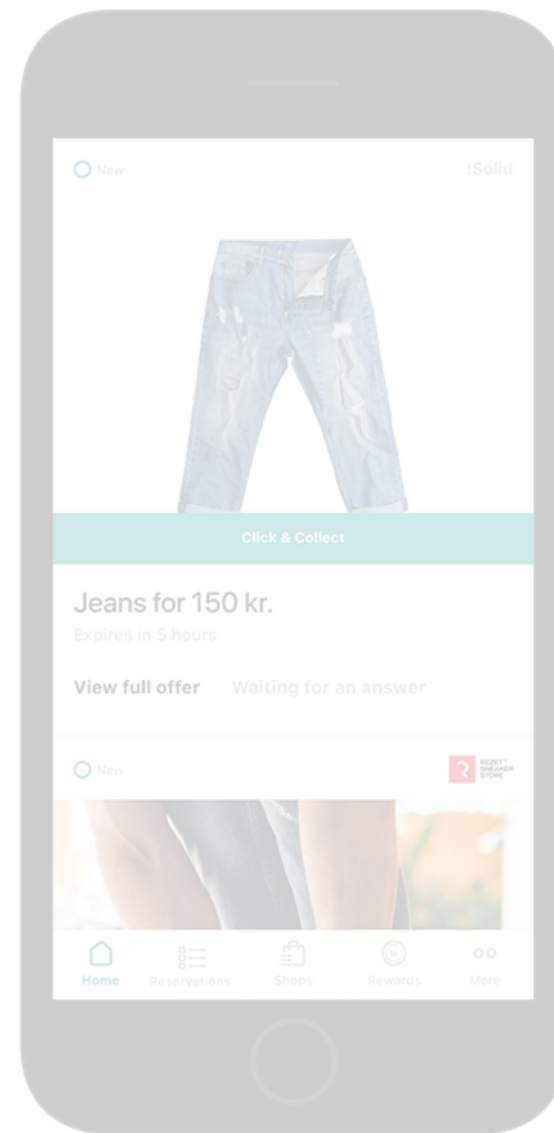
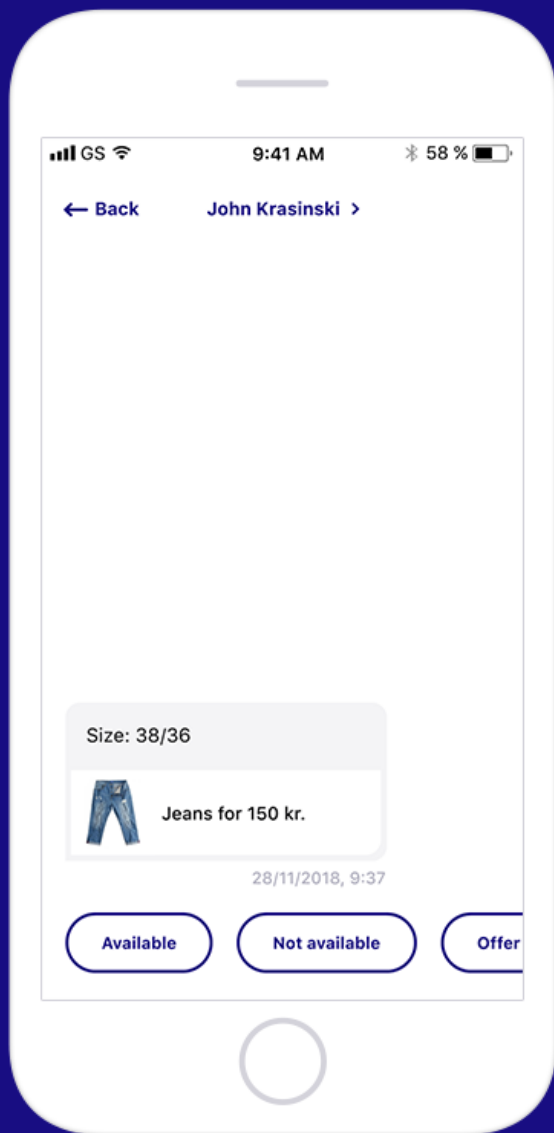


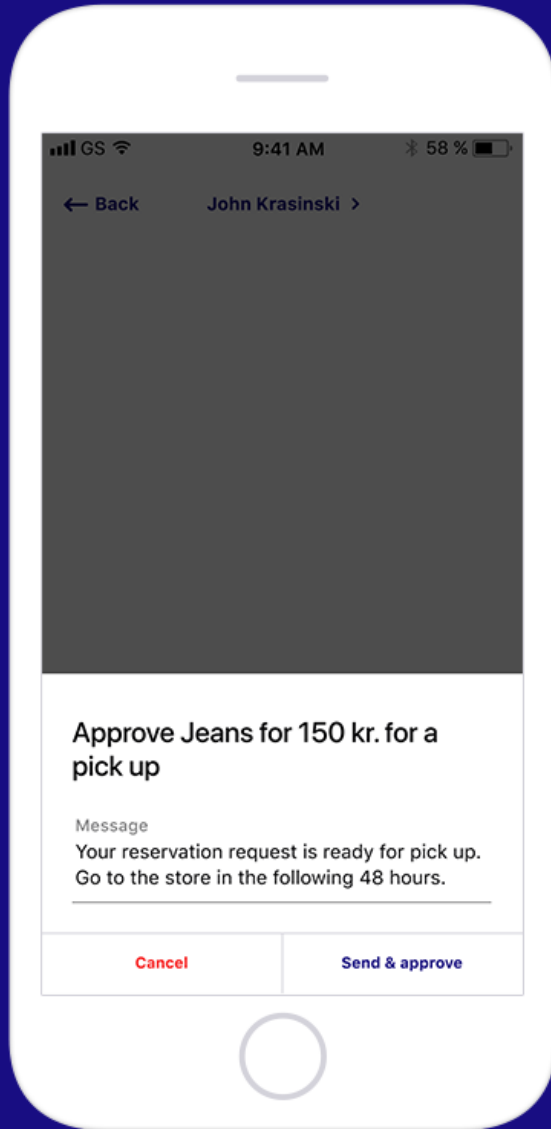


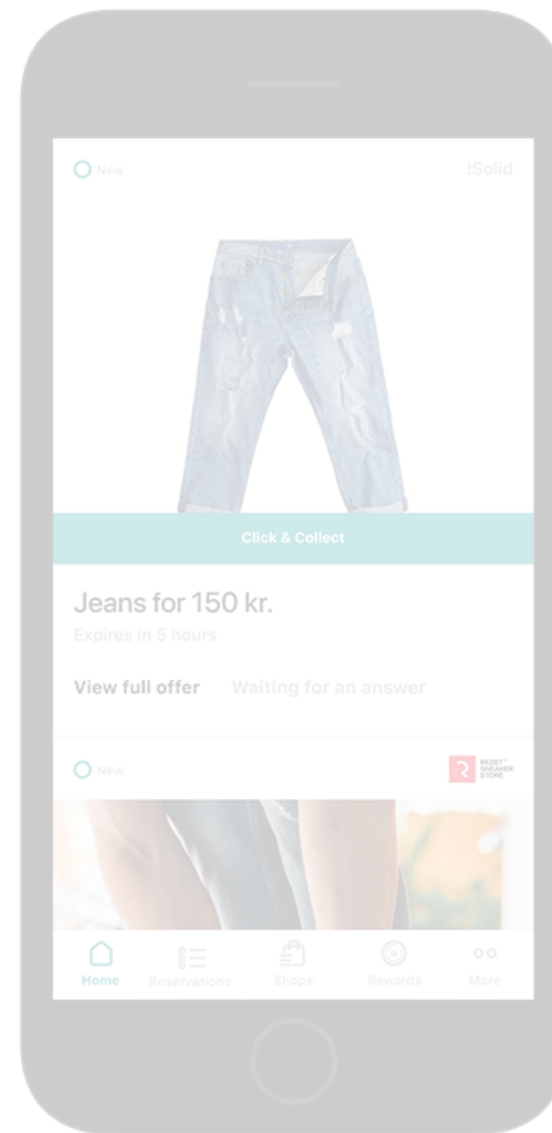
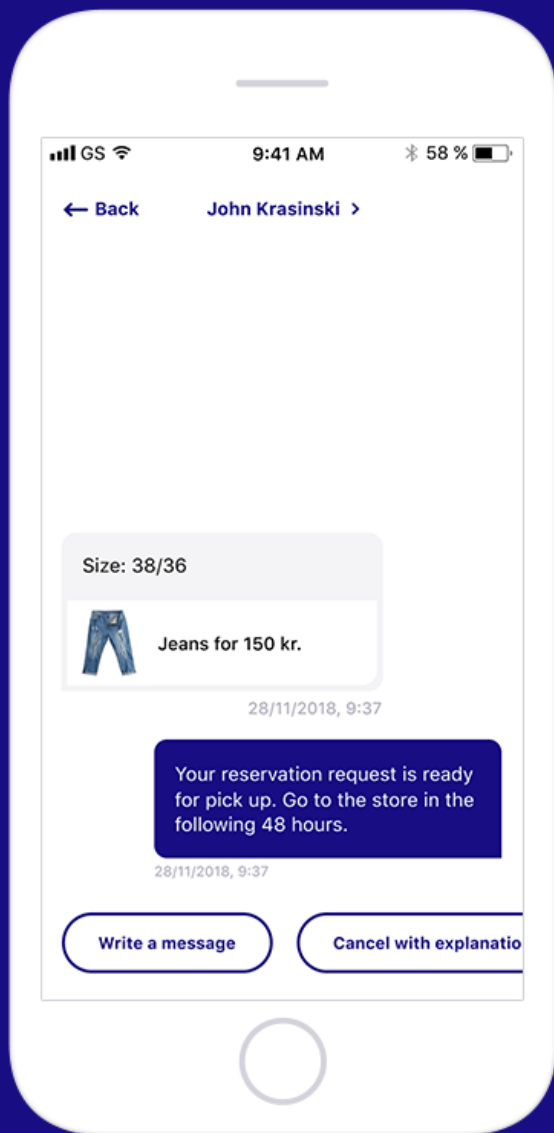


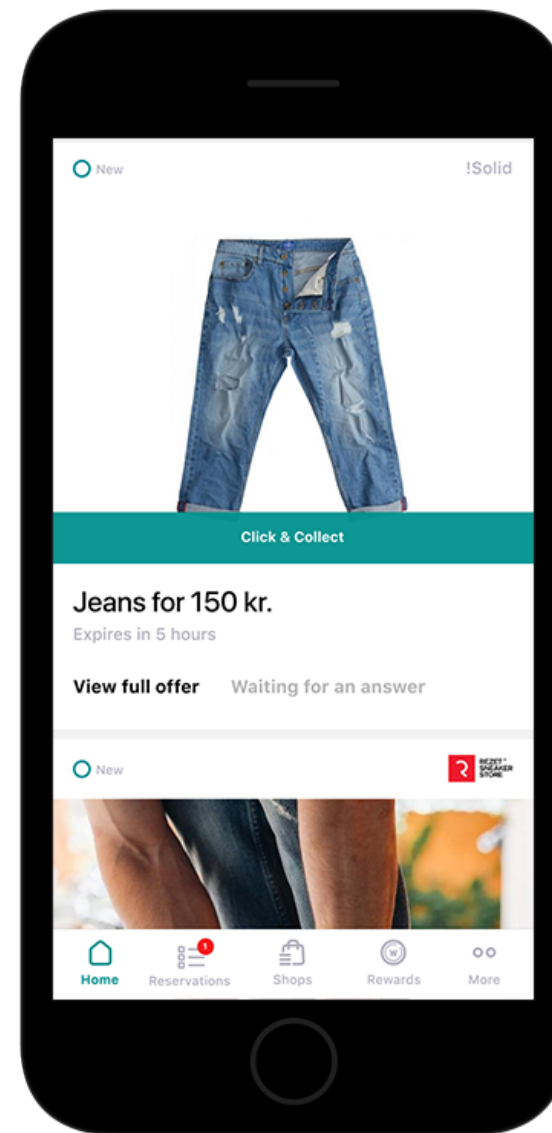
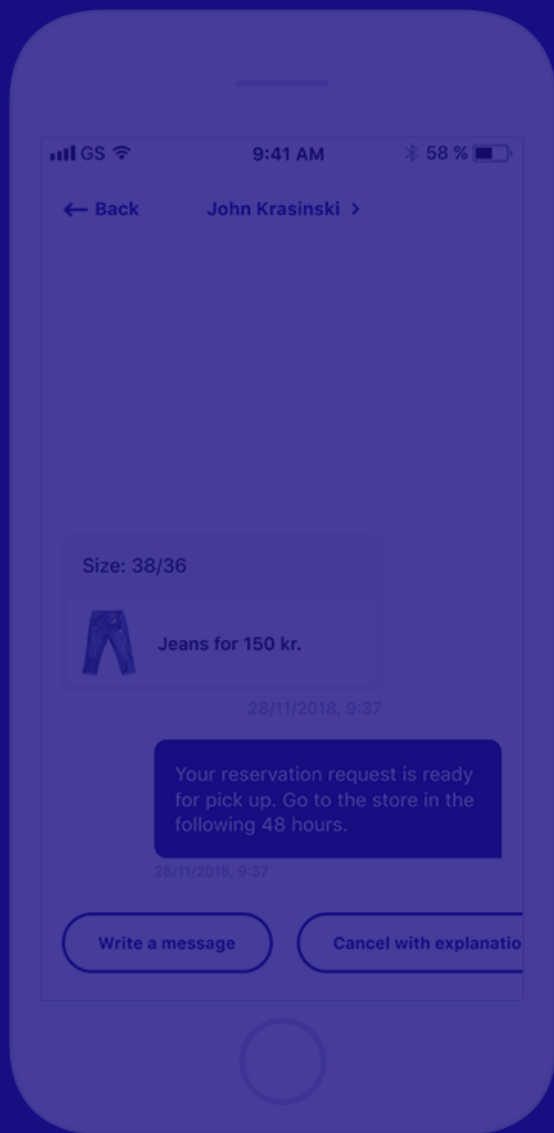


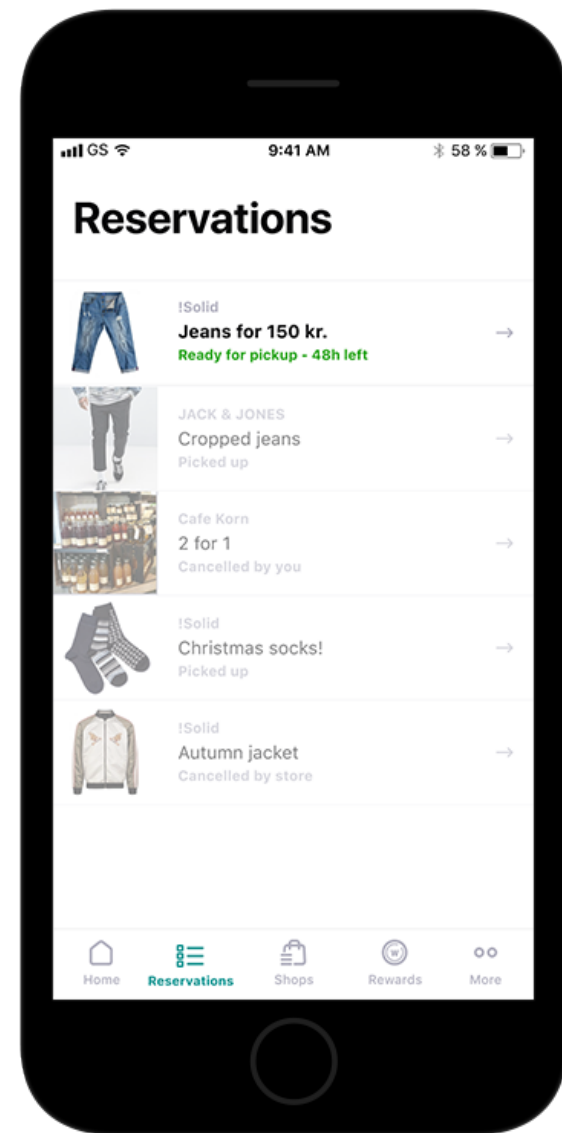
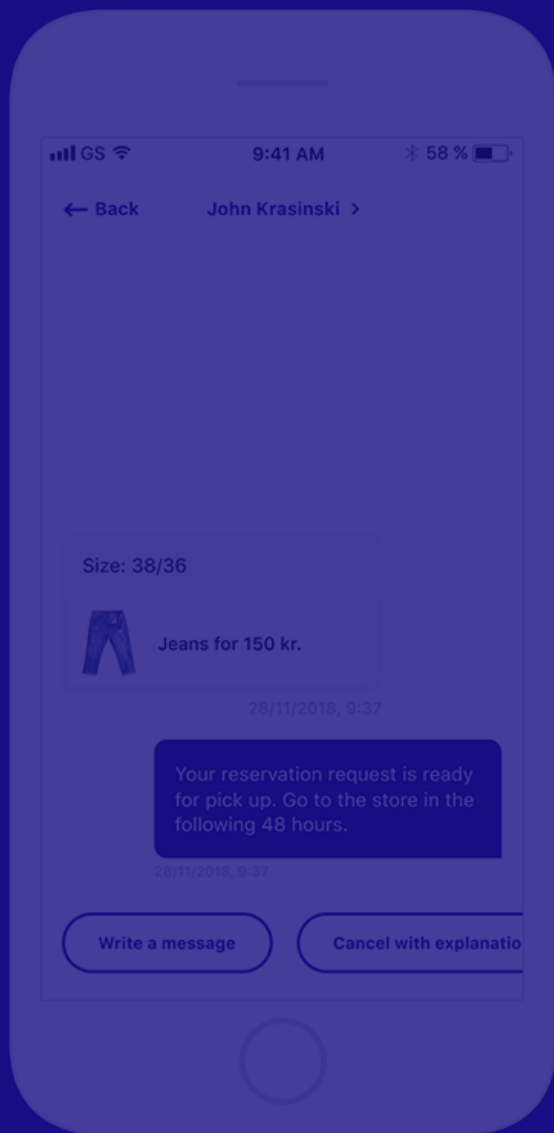


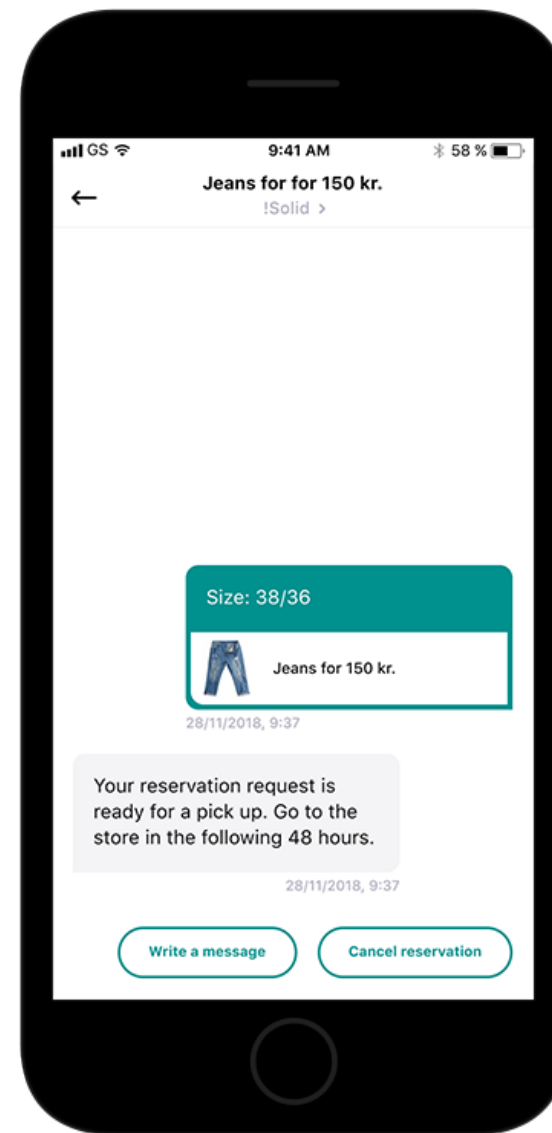
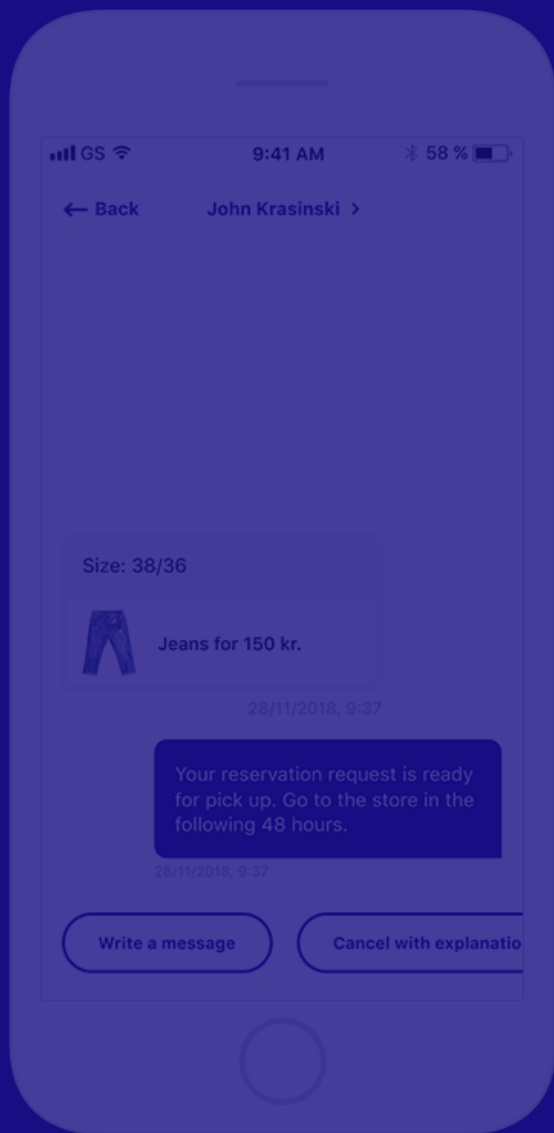


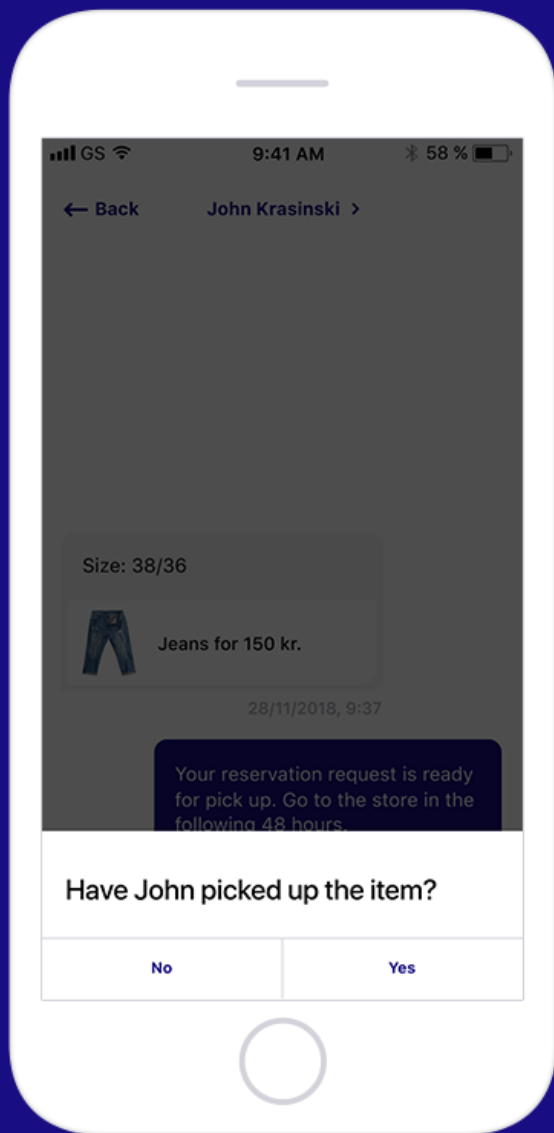


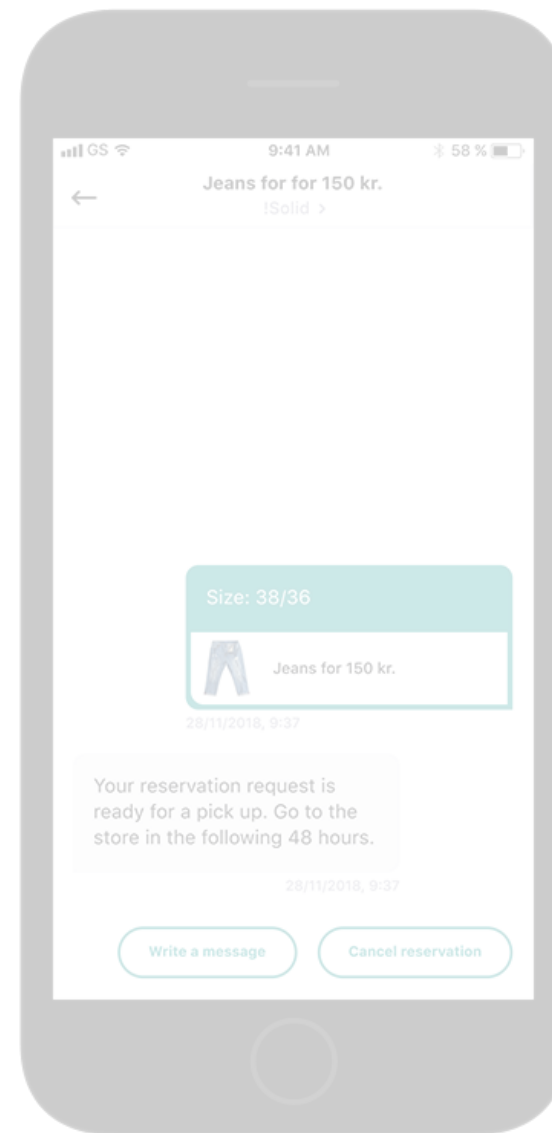
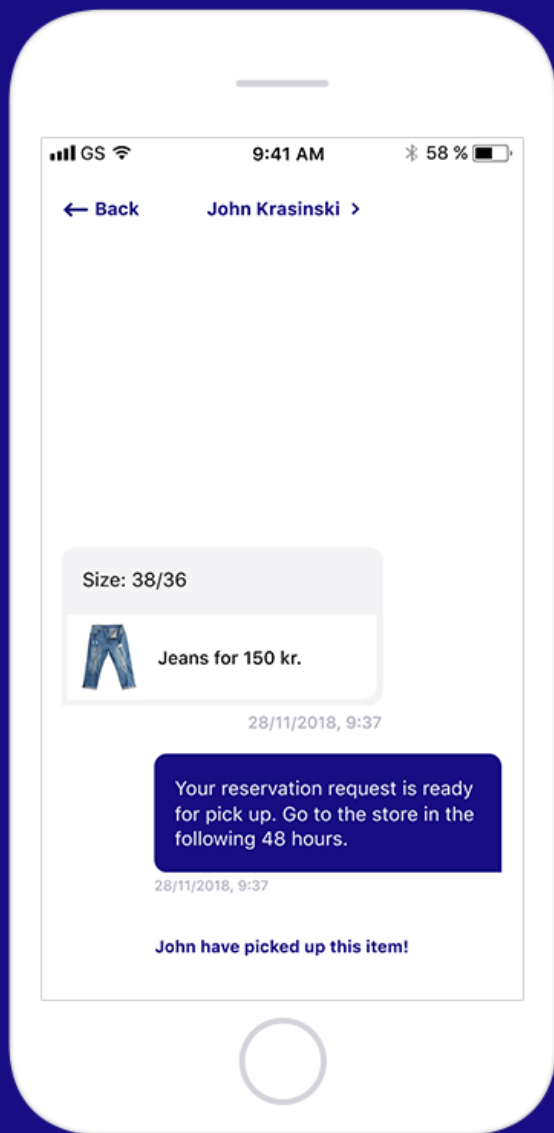












Business case

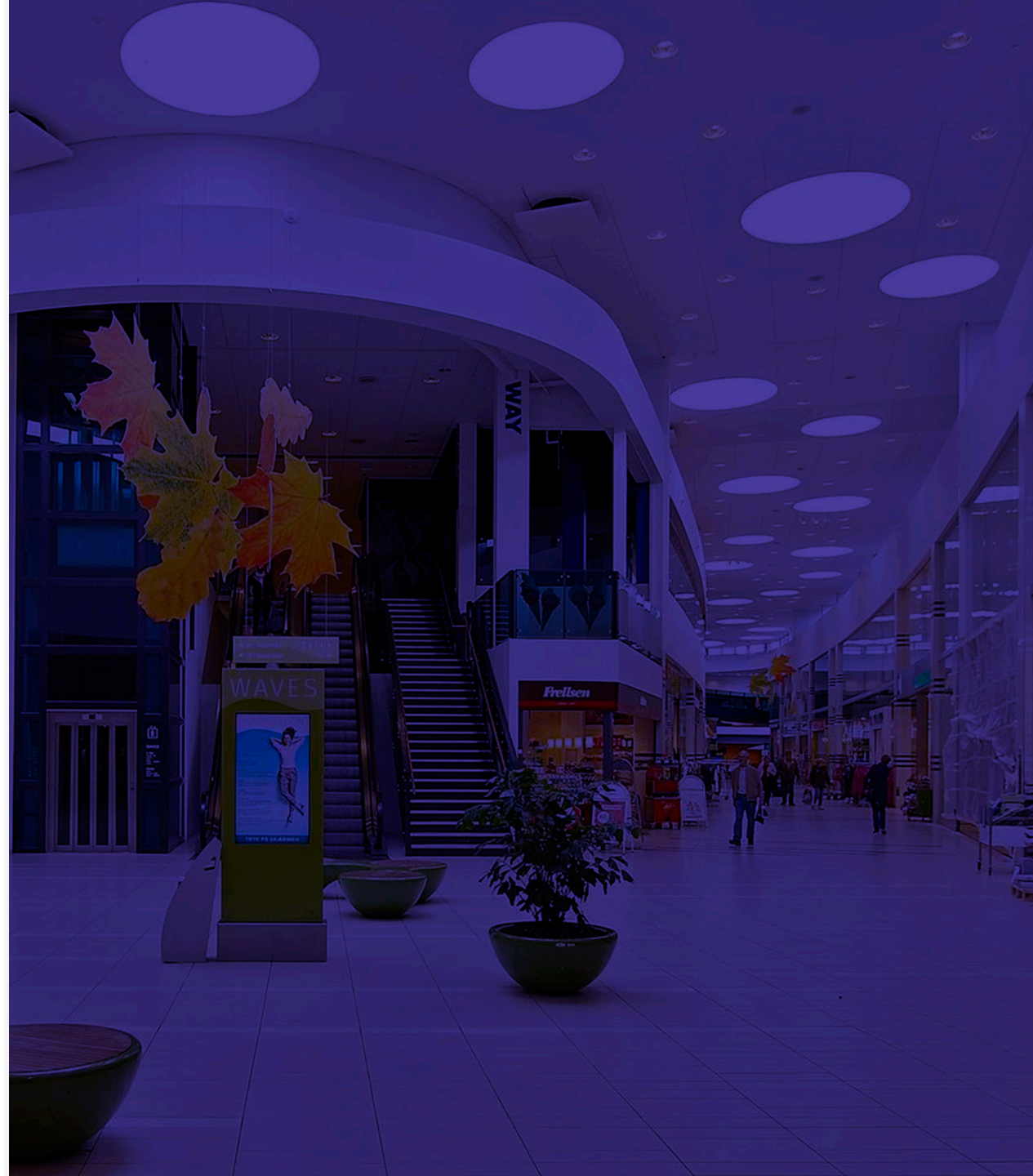
For one shopping mall we are working with

Waves Shopping Top 5 mall in Denmark



49.000 People

Living in the city



Waves Shopping Top 5 mall in Denmark



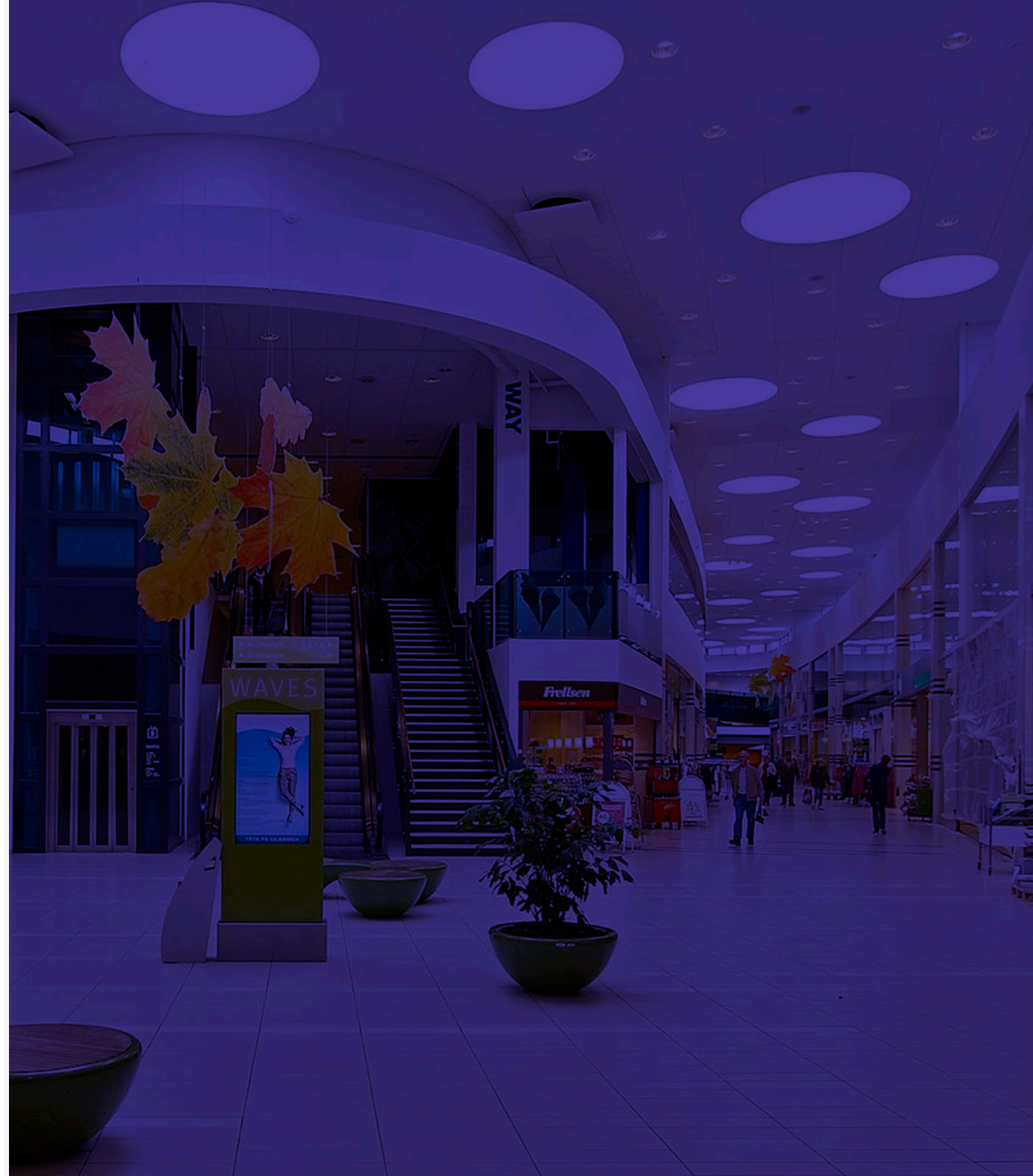
49.000 People

Living in the city



120.000 People

In their primary area



Waves Shopping Top 5 mall in Denmark



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Living in the city

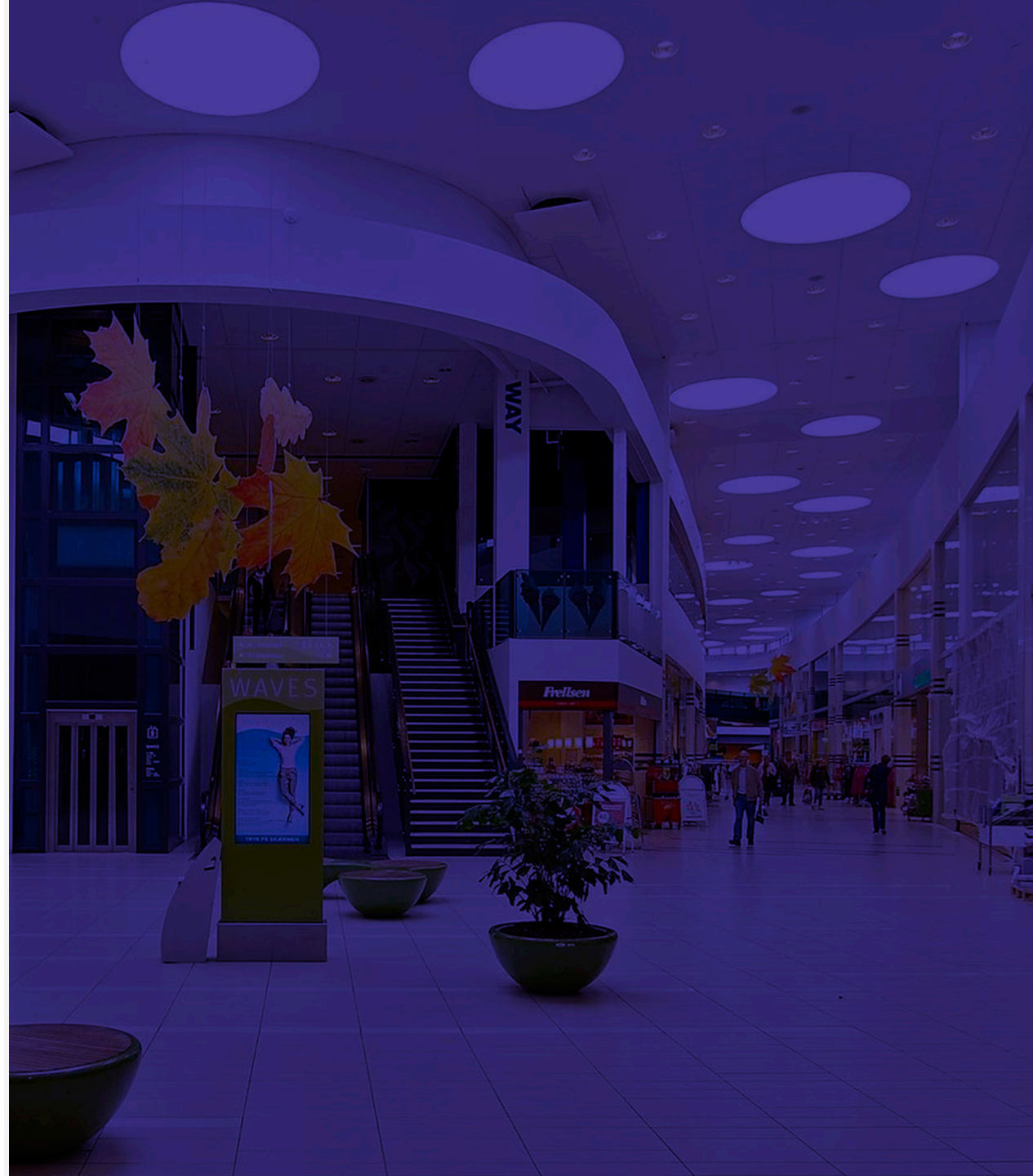


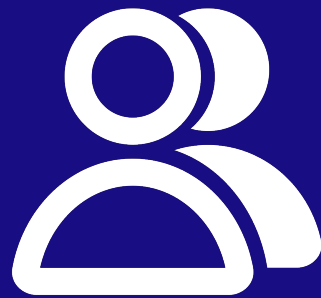
120.000 People

In their primary area



6M annual visits





Own customer eco-system

+17.000
Downloads
85% of the downloads
came from local customers



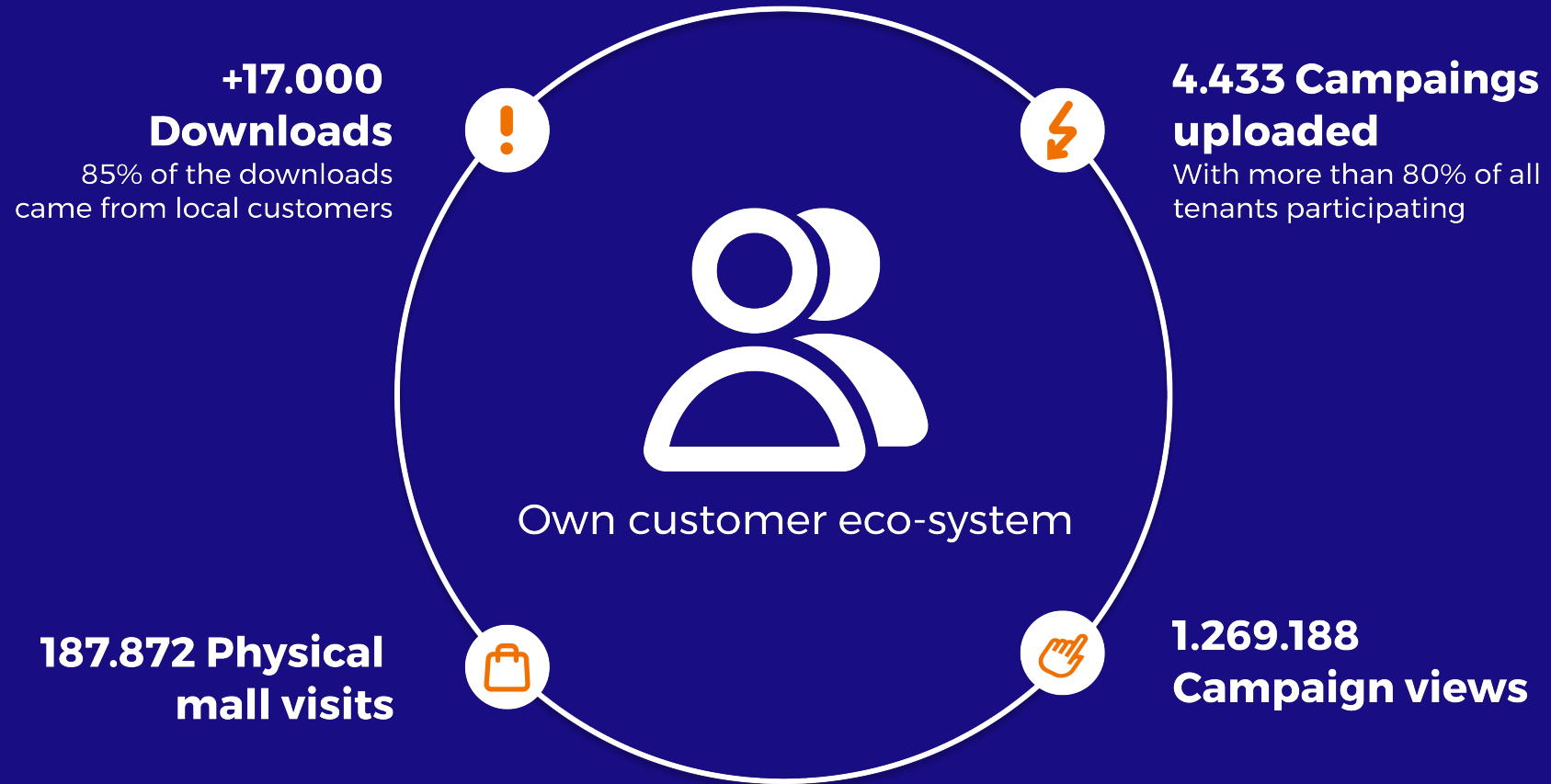
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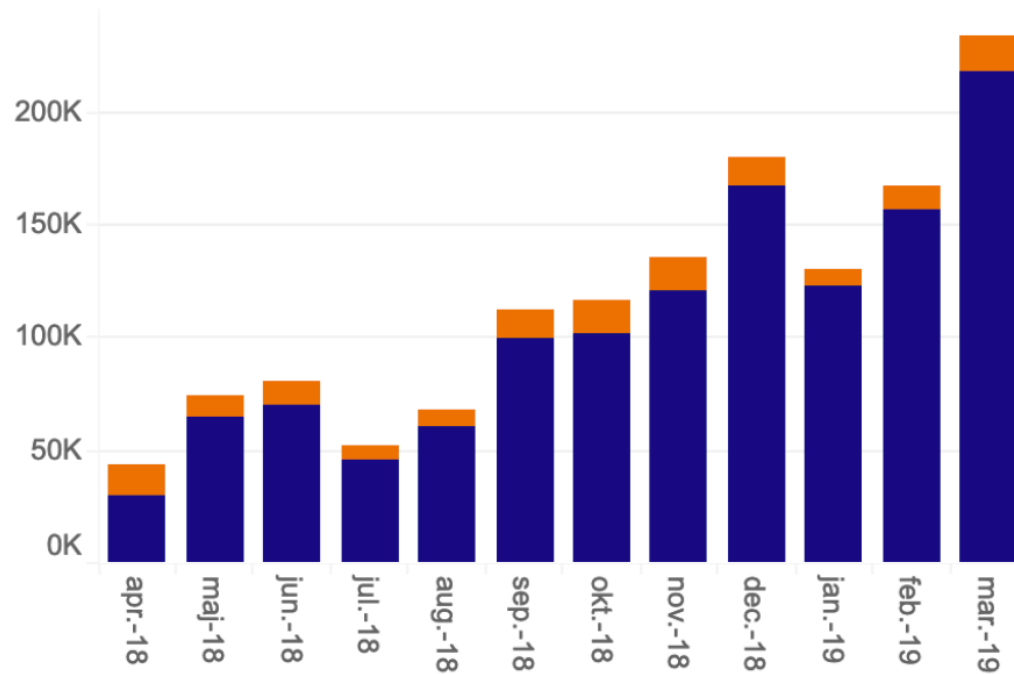
**4.433 Campaigns
uploaded**
With more than 80% of all
tenants participating



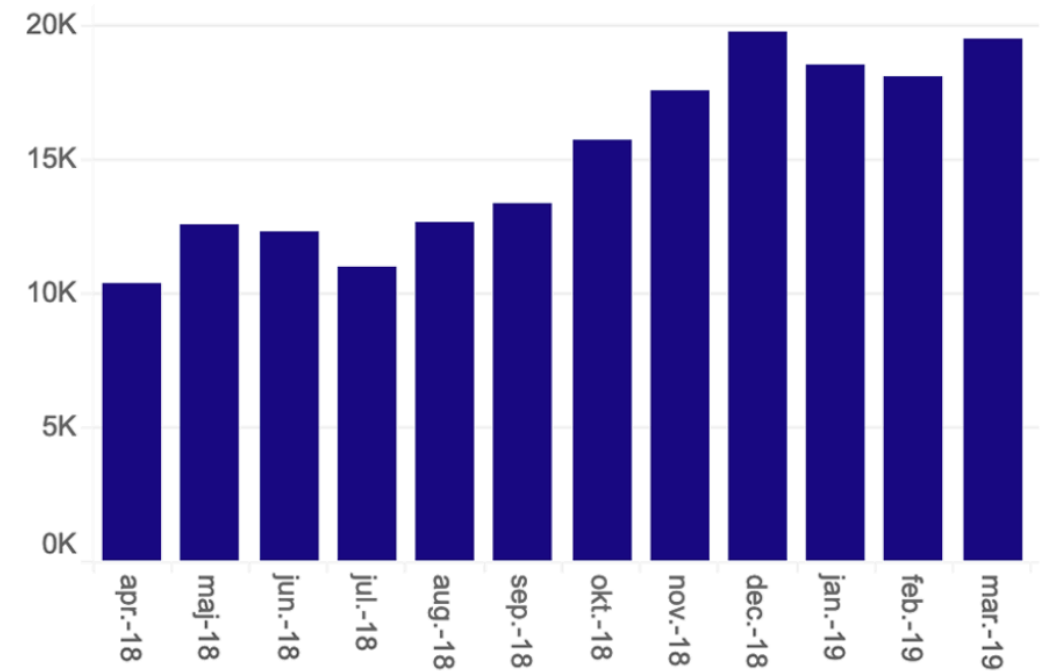


... and the numbers are still growing month by month

Campaign views/interactions



Influenced mall visits



Meet us at stand A19



Simon Staack
Founder

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