

PINCHme.com

ASX Code: PIN

# MARKET EYE

TECHNOLOGY CONFERENCE

MANAGEMENT PRESENTATION

NOVEMBER 2019



# INTRODUCING PINCHme

## Founded in 2012; Headquartered in New York; Built the Largest CPG Focused Panel

- PINCHme has built one of the largest profiled communities, now more than 5.5 million members, in the US by giving away consumer product samples in exchange for first-party data
- PINCHme's clients are some of the largest Fast Moving Consumer Goods ("FMCG") manufacturers globally
- PINCHme has various digital, survey, data and sampling based revenue streams
- The FMCG market is being disrupted by Direct-to-Consumer ("DTC") business models (Amazon, retailer private white label brands, social media driven brands) making Direct-to-Consumer sampling an essential part of the marketing mix
- PINCHme.com has seen strong revenue growth since launch, achieving CY2018 revenue of USD 9.36 million (AUD 13.2 million)<sup>1</sup>

<sup>1</sup> Australian dollar figure shown for convenience purposes only and assumes an AUD/USD exchange rate of 0.71

# PINCHme's Platform – Data-Driven Marketing

## Targeted Sampling

- Working with leading FMCG manufacturers to help acquire new customers via direct-to-consumer targeted sampling

## Research

- In home user testing studies
- On demand surveys via QWIZme/Qmee

## Strategic Service

- Health and wellness – PINCHme has captured over 50 major diseases and ailments on our audience. This data will lend itself to lucrative targeted advertising, audience lead generation and strategic sampling partnerships (e.g. CBD vertical)
- Financial Services – PINCHme is exploring strategic relationships with financial services companies that target our audience demographic

## Influencers

- Social Media – over 2 million people now follow PINCHme on our social media
- Dedicated deluxe / premium boxes distributed to PINCHme's network of influencers
- Cultivated community of consistent and dedicated product reviewers

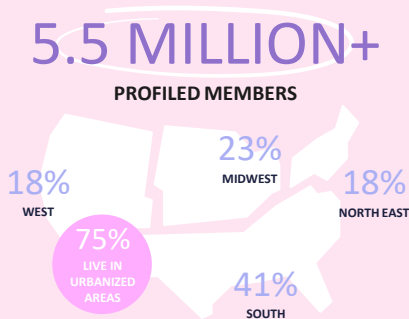
## Advertising

- Leveraging our first-party data to intuitively target ads to segments of the PINCHme audience

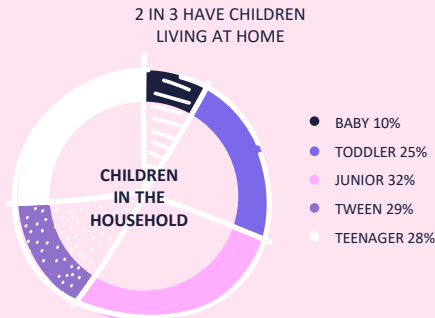
**PINCHme's competitive edge is its ability to seamlessly and efficiently collect first-party data. We are focused on building strategic business lines where we see significant upside from this data.**

# MEMBER PROFILE – Q3 2019

## Who will you reach



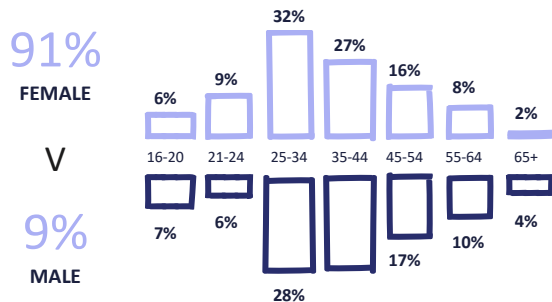
## Presence of children



## Wealth & spending habits



## Gender, Age & Ethnicity



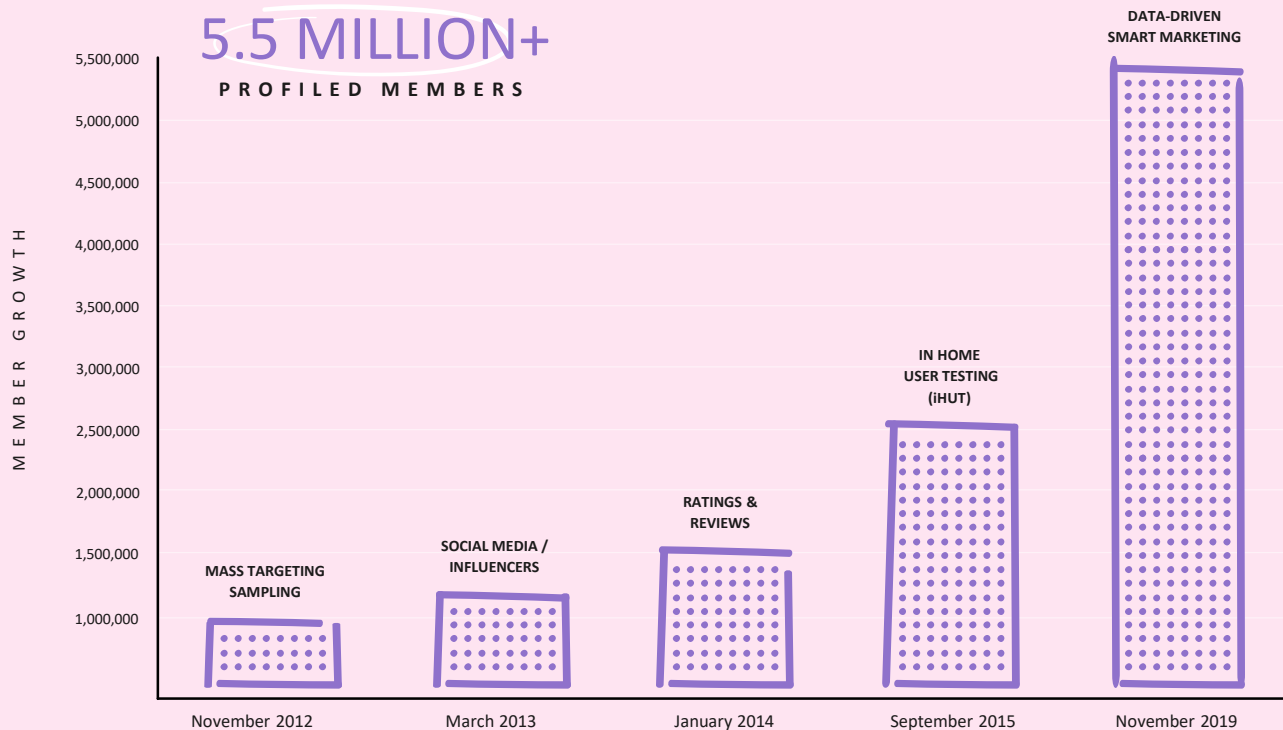
## Lifestyle



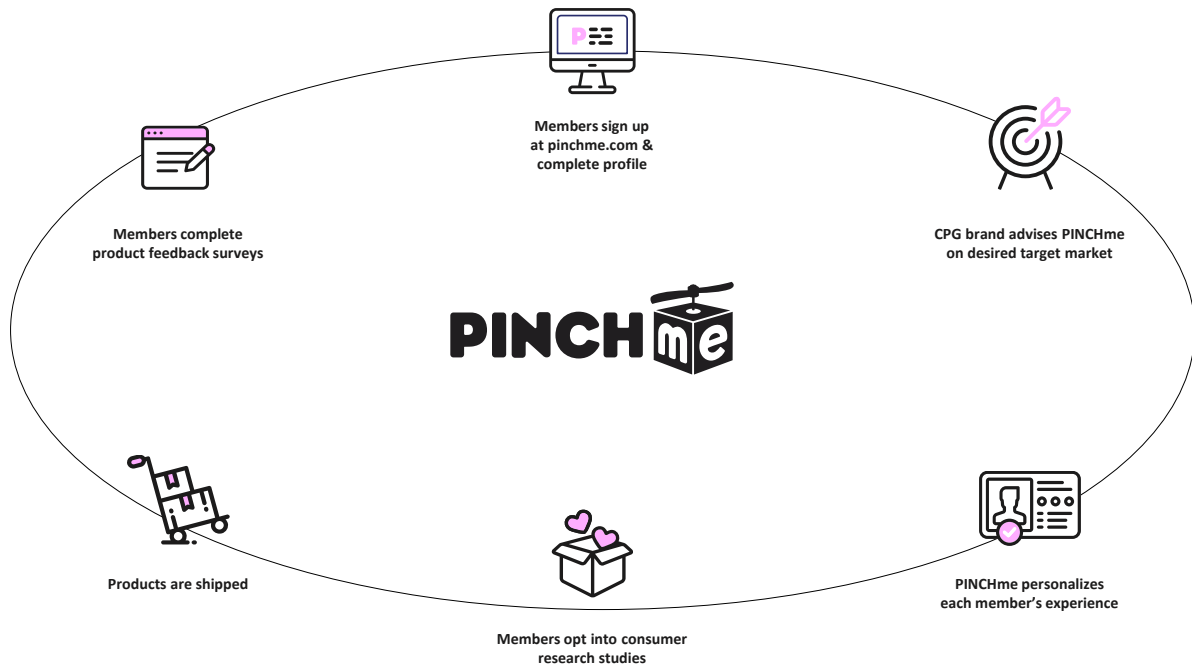
## Where our members shop



# OUR CAPABILITIES

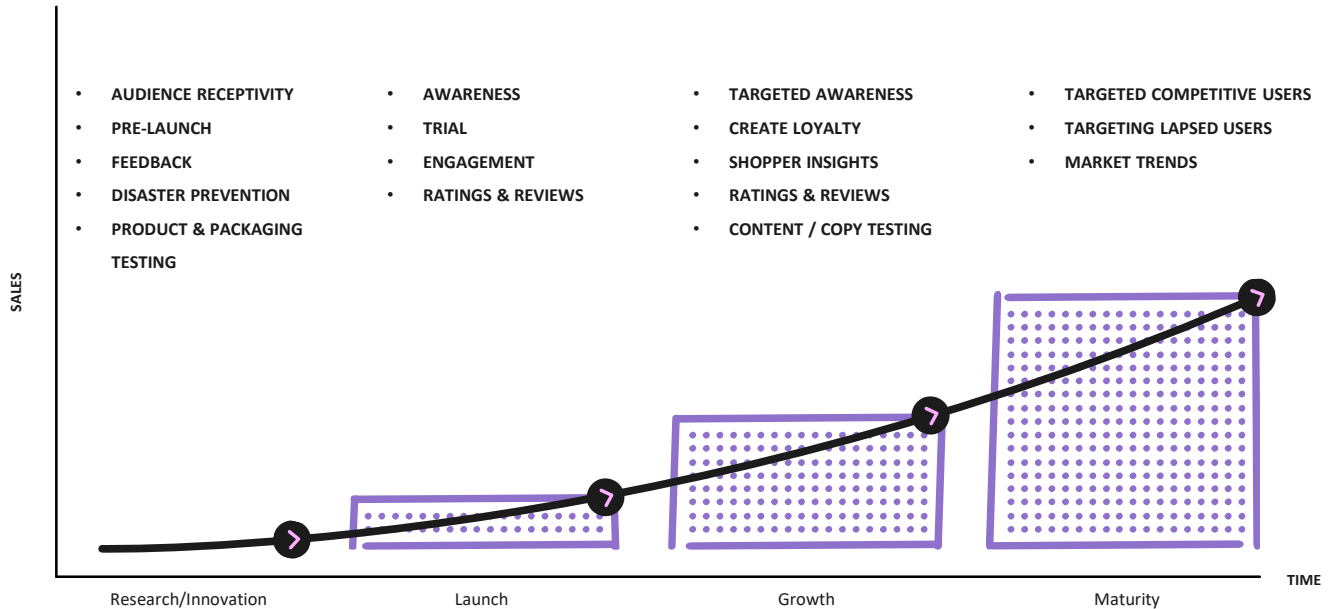


# HOW OUR iHUT\* PLATFORM WORKS

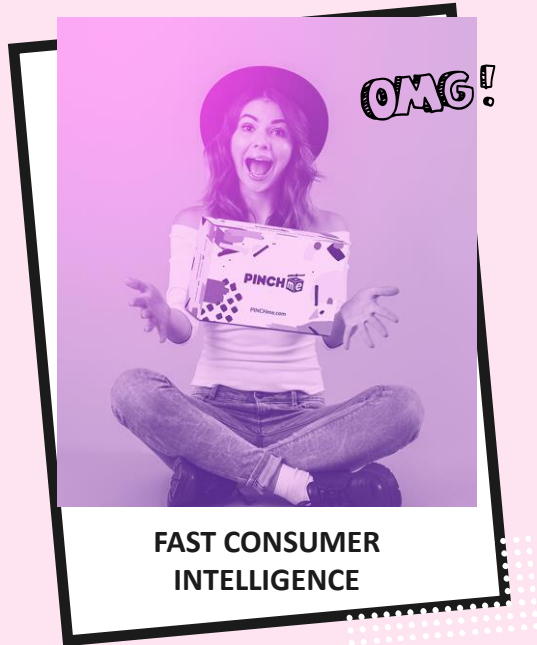


\* In Home User Test

# SUPPORTING THROUGHOUT PRODUCT LIFECYCLE



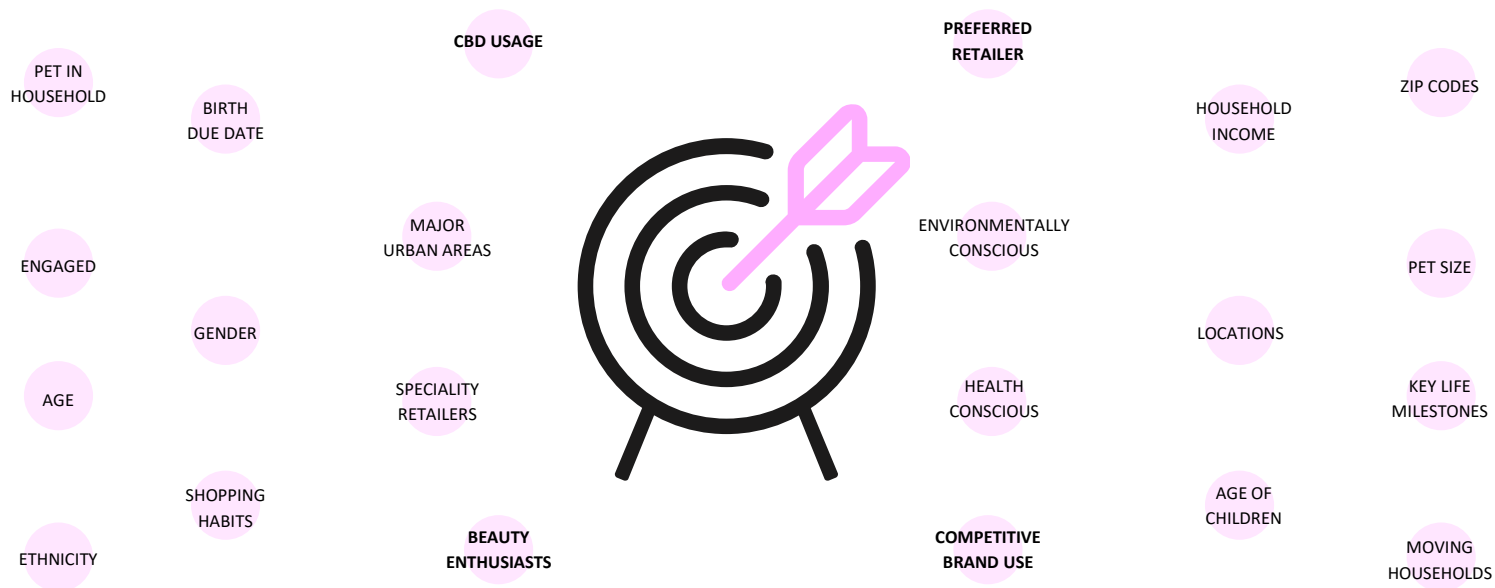
# CONSUMER RESEARCH - FAST INTELLIGENCE



CONCEPT TESTING	PRODUCT DESIGN & TESTING	GO-TO-MARKET STRATEGY
CONCEPT DEVELOPMENT	CONTENT/COPY TESTING	PURCHASE INTENT
NEW PRODUCT IDEAS & IDENTIFYING TARGET AUDIENCE	PRODUCT PACKAGING TESTING	DISASTER PREVENTION
MARKET TRENDS	BRANDING TESTING	SHOPPER INSIGHTS



# COMPREHENSIVE TARGETING CAPABILITIES



# EXTENSIVE PRE-QUALIFICATION CAPABILITIES

Ensuring the right members are part of the panel

**Pet Snacking Survey**

Do you give your dog treats?

No  Yes

How much do you spend annually on dog treats?

Up to \$25  More than \$100

Up to \$45  More than \$250

More than \$45  Other

What type of treats do you regularly buy?

Organic  Baked


Meaty  Dental

Please confirm your email address

ilovemydog@snailmail.com

Please confirm your shipping address

111 Smith Road  
Miamisburg  
Ohio 01201

 YOU ARE CONNECTED TO FACEBOOK

Hello Stephanie



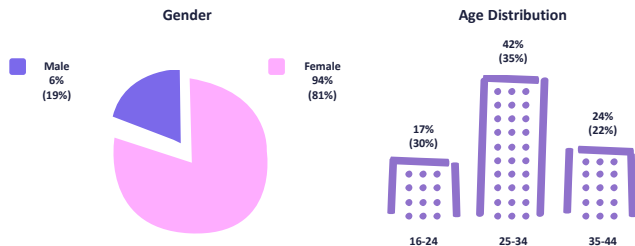
# CLEAR AND PRECISE REPORTING

## Demographic Snapshot Of Panelists

### Dog Treats iHUT Details

Brand	Product	Category Exclusivity	Target
Pet Brand	Dog Treats	Pet Care	Dog Owners
Survey Days			Member Participation
4/1/2014			30,000
<b>Grand Total</b>			<b>30,000</b>

### Demographic Profile Participants



## Feedback Survey Responses

### Dog Treats Overall Results

#### Question 1. How would you rate your overall experience with this product?

Loved it	49%	n=49392	
Pretty Good	20%	n=29232	
It was OK	15%	n=15120	
Not really for me	4%	n=4032	
Didn't like it at all	4%	n=3024	

#### Question 2. How likely are you to recommend this product to family/friends?

Very Likely	44%	n=49392	
Somewhat Likely	28%	n=29232	
Neither	18%	n=15120	
Somewhat Unlikely	6%	n=4032	
Very Unlikely	4%	n=3024	

#### Question 3. Were you aware of this product prior to seeing it on PINCHme?

No	86%	n=86688	
Yes	14%	n=14112	

#### Question 4. What was your favorite feature or benefit of this product?

All natural ingredients	30%	n=30240	
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# WHY PINCHme FOR iHUT



**Largest fully profiled active panel in the market**



**Extensive targeting capabilities**



**Efficient, fast and accurate**



**85% program compliance rate**

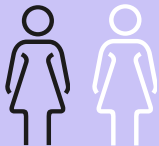
# WORKING WITH THE LEADING BRANDS



# CASE STUDIES

# DISASTER PREVENTION AT LAUNCH

## Target



WOMEN  
Ages 18-59

Who regularly use mascara at least 4x/week, and non-rejectors of the brand

## Panel



300

RECRUITED

## The Brief

A leading cosmetics company engaged PINCHme Consumer Research to conduct a product usage test to ensure that there were no issues with a new product. To qualify performance the results will be compared to a best seller product (the Benchmark).

## Objectives



Evaluate product performance relative to their Benchmark product



Measure consumer satisfaction as an indicator for future purchase intent



Reveal any barriers to purchase or usage

## Results



Lower satisfaction ratings likely driven by the brush



Positive reviews noted that there was a learning curve



Flaring out lashes, lengthening and hold are top product strengths

## The Activation

A 2-cell monadic test was initiated

Participants were randomly assigned the product and given a 7-day trial.

300

FEMALE MEMBERS



Received the new product



Received the Benchmark product

Recruited from the PINCHme Community

## Recommendations

To address the study objectives, both groups were prompted to complete an online survey with the same set of questions. Consumer satisfaction and purchase intentions were measured against the Benchmark to determine if further development is needed on the the product.

Ensure key benefits of flaring out and lengthening lashes are maintained in communication

Linking benefits to unique brush shape could help migrate some hesitation around the brush

# GO TO MARKET

## Target



### PARENTS WITH CHILDREN 6-12

Who regularly purchase products from within the Better-For-You snack category

## Panel



300  
RESPONDENTS

## The Brief

### Consumer

A leading food manufacturer engaged PINCHme Research to conduct a pre-market study for two snack products prior to launch.

## Objectives



Assess consumer acceptance and demand for these products, specifically among health-conscious parents



Evaluate consumer opinions of flavors and packaging options under consideration



Understand consumer perceptions and positioning of these products relative to existing Better-For-You snack options

## Results

Qualitative and quantitative insights, supported by consumer feedback, enabled our client to make specific changes needed for maximum impact in the increasingly competitive Better-For-You snack category.



Clear direction with positioning



Message refinement



Flavor choice



Package design

## The Activation

300  
Members

Of the PINCHme Community



## Split into 2 groups

- 1 Received single-serve bags in a multipack box
- 2 Received large, resealable stand-up pouches containing the products

To address the study objectives, members were prompted to complete three online surveys with their child(ren).

- 1 Upon receipt of the snack products
- 2 After first-time consumption
- 3 After consuming the products multiple times over a 1-week period



# QUICK SHOPPER INSIGHTS

## Target



Millennial females  
that buy nail polish

## Panel

Men & Women  
Ages 35-44



1,000  
RESPONDENTS

## The Brief

A leading cosmetics company engaged PINCHme Consumer Research to conduct a study to understand how Millennial females would respond to a major retailer no longer stocking their preferred nail polish brand.

## Objectives



Understand consumer behavior if their preferred nail polish brand was no longer available in their preferred retail location

## Results



## The Activation

Target and prequalify Millennial females that purchase a specific brand of nail polish at specific retailer.



1,000

Members Randomly  
Selected

### Phase 1

If they did not buy the Nail Polish brand in question, the survey ended

### Phase 2

If they did buy the Nail Polish brand in question, they were asked where they buy it and why

If they bought the Nail Polish brand in question from the retailer in question, they were asked what their reaction would be if it was no longer available in their preferred retail location.

The instant feedback armed the client with powerful, real-time data to prove that it would be a mistake to remove their product from shelves. The retailer ultimately agreed and the product remains stocked nationwide.

QUESTIONS

OTHER

# STRATEGIC PARTNERSHIPS FOR GROWTH

**PINCHme has signed a number of strategic partnership recently, which are expected to support growth in 2020 and beyond for both iHUT studies and sampling:**

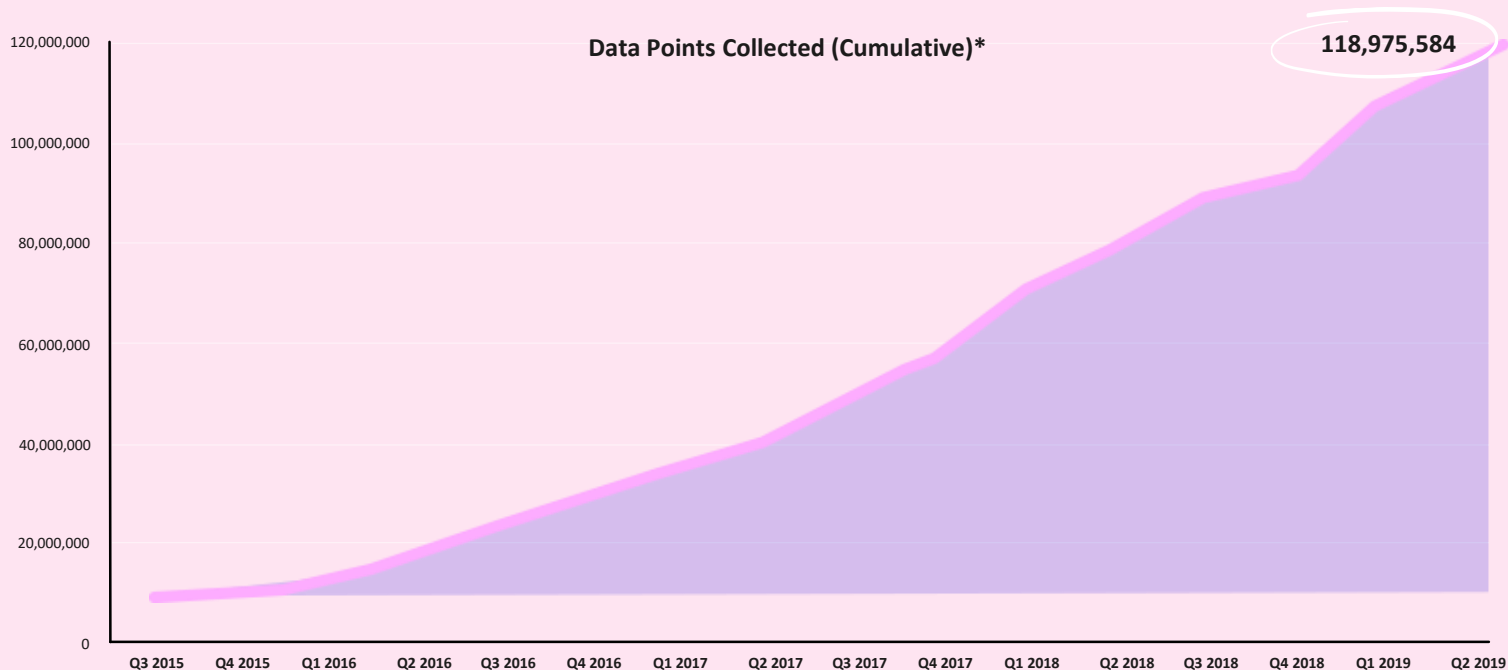
- Team Direct Management – one of the largest brokers resending brands in Walmart (72 FMCG clients)
- Jacobs Marketing – one of the largest brokers representing brands in Target (60 FMCG clients)
- We are currenting in discussions with other significant Brokers to continue to expand the referral network

# H1 2019 RESULTS HIGHLIGHTS

## Highlights

- Member numbers up 10% to 5.3m (31 December 2018: 4.8m)
- Sampling programs up 84% to 156 programs (compared to 85 programs in H1 2018) across 26 manufacturers
- Revenue was down 10% to US\$4.0 million (vs H1 2018: US\$4.3m)
- EBT loss of (H1 2018: US\$2.5m loss)
- Improved Gross Profit margin of 62% (H1 2018: 58%)
- Cash at 30 June 2019 was US\$1.1m, with no debt

# CAPTURING MILLIONS OF DATA POINTS TO MONETIZE



- To date, PINCHme has run 193 unique profile questions in its “ABOUTme” member profile
- To date, we are approaching 120m ABOUTme profile data points

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