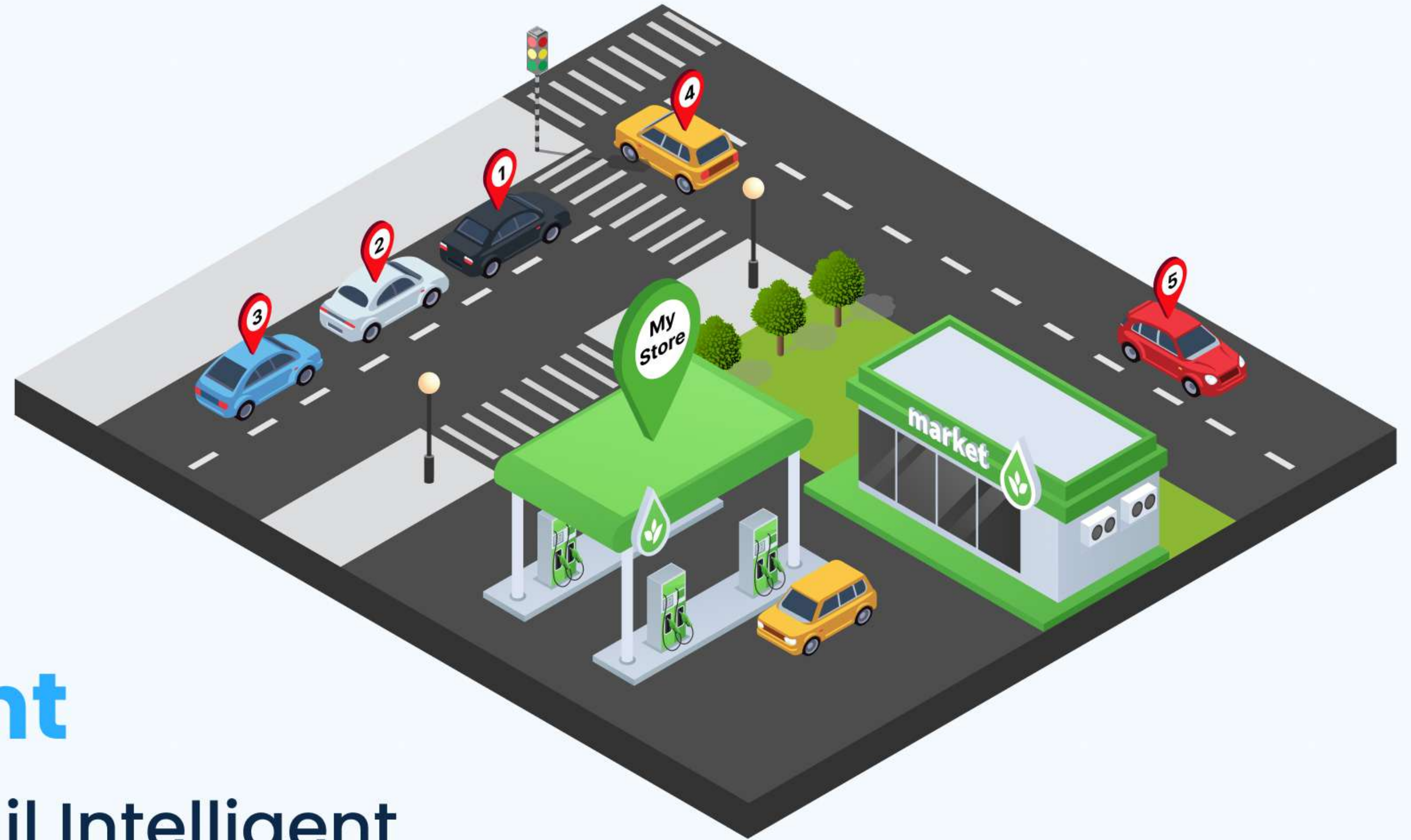




Vision AI- Car Count

One Solution To Make Retail Intelligent



Demand for Products
Car Count by Site



Competitive Intensity
Area Benchmarks



Customer's Journey
Where they Shop



Customer Income & Age
Insights by Site



Competitor Price Intel
Both Fuel & Store



Competitor Price
Reactions



Weather Impact on
Demand

Powered by Trillions of Proprietary External Intelligence, Data Science, Vision AI, Conversation AI, Gen AI

Six of the World's 10 Largest Convenience Retail Chains Use PriceEasy



200% YoY Growth

From 2021 to Present



30,000 Retail Locations

Manage operations using PriceEasy

The Only Solution Integrated with **Trillions** of External Data

1. **Mobility Data:** Anonymized cell phone ping data
2. **Fuel Pricing Data:** Reliable competitor pricing data
3. **Area Fuel Margin:** Trade area margin estimates
4. **Location Intel:** EVs, restaurants, malls, gas stations, convenience stores
5. **Car Registration:** Number of cars in a micro area
6. **Average Daily Car Count:** Number of cars on a street or highway
7. **Weather Forecasts:** Predicts volume and behavior impact due to weather
8. **Customer Income Data:** Income distribution of visiting customers
9. **Customer Demographics:** Age groups, ethnicity of visiting customers
10. **Customer Spend Profile:** Distribution of share of wallet of visiting customers



Vision AI- Car Count

Get to know real traffic to store/fuel conversion . Gain insights about how many customers really visit your store



Real-time Insights



Accurate car count



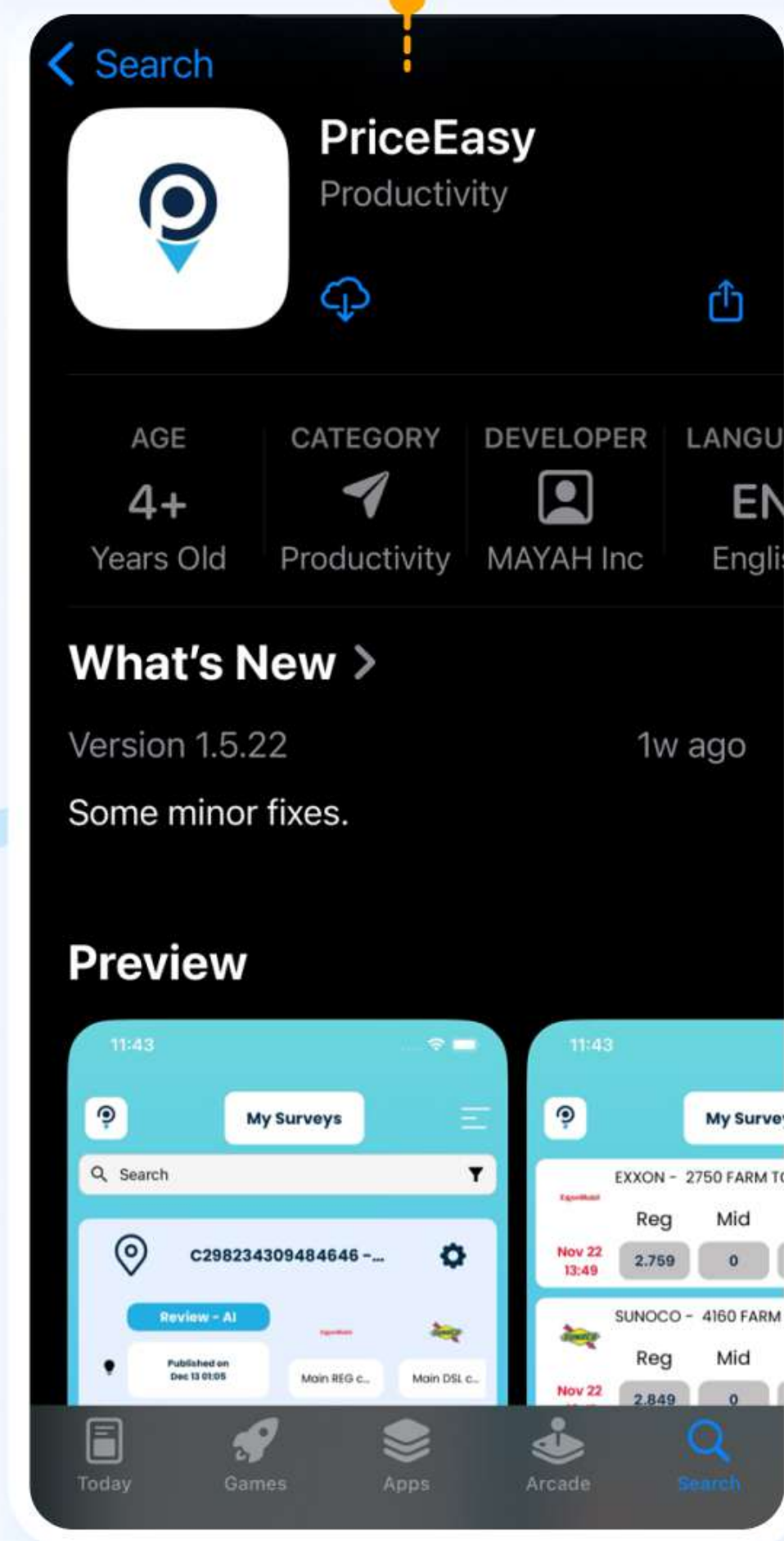
Street to store/fuel
conversion



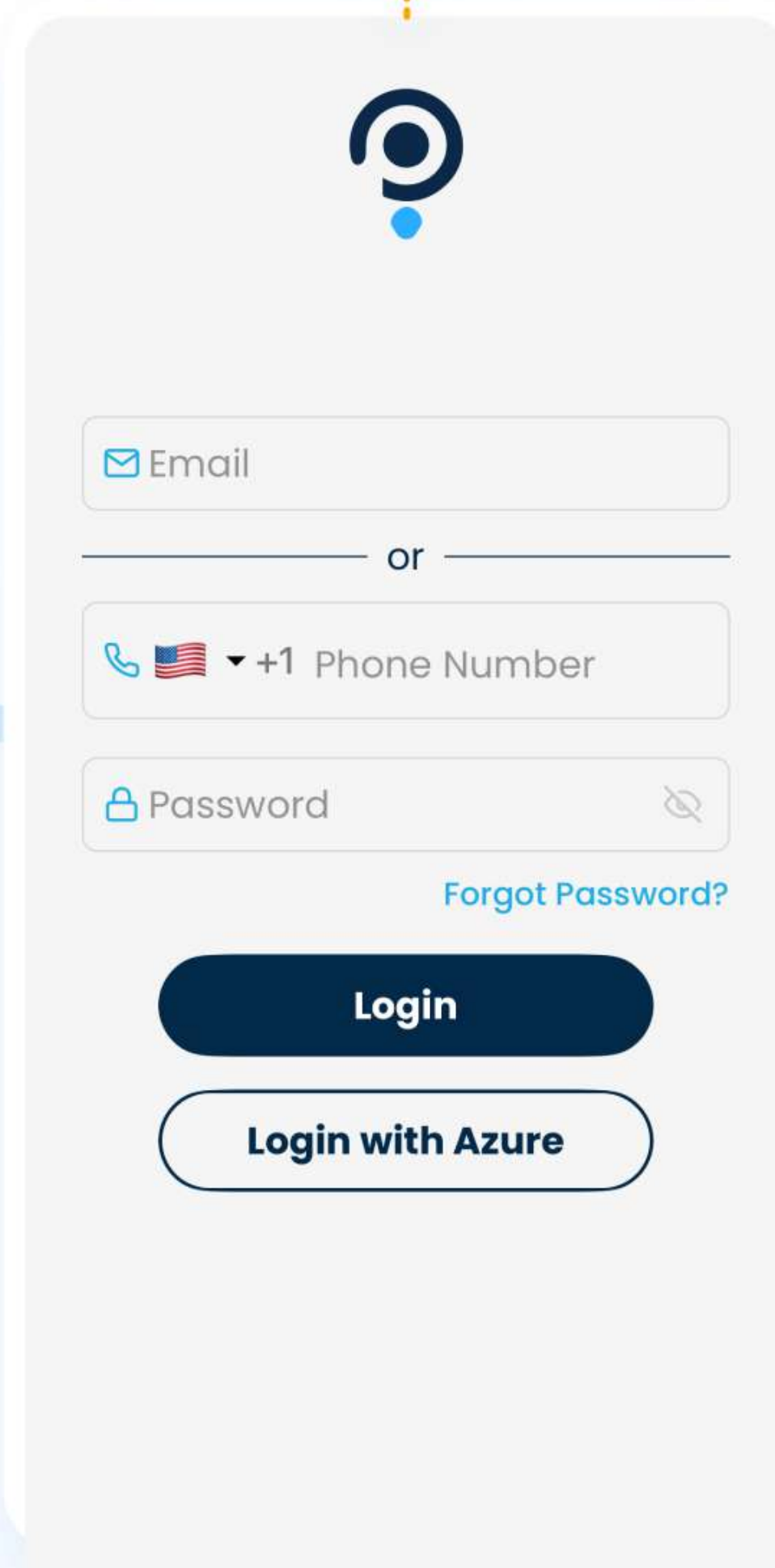
Link car counting to
your station

Mobile app

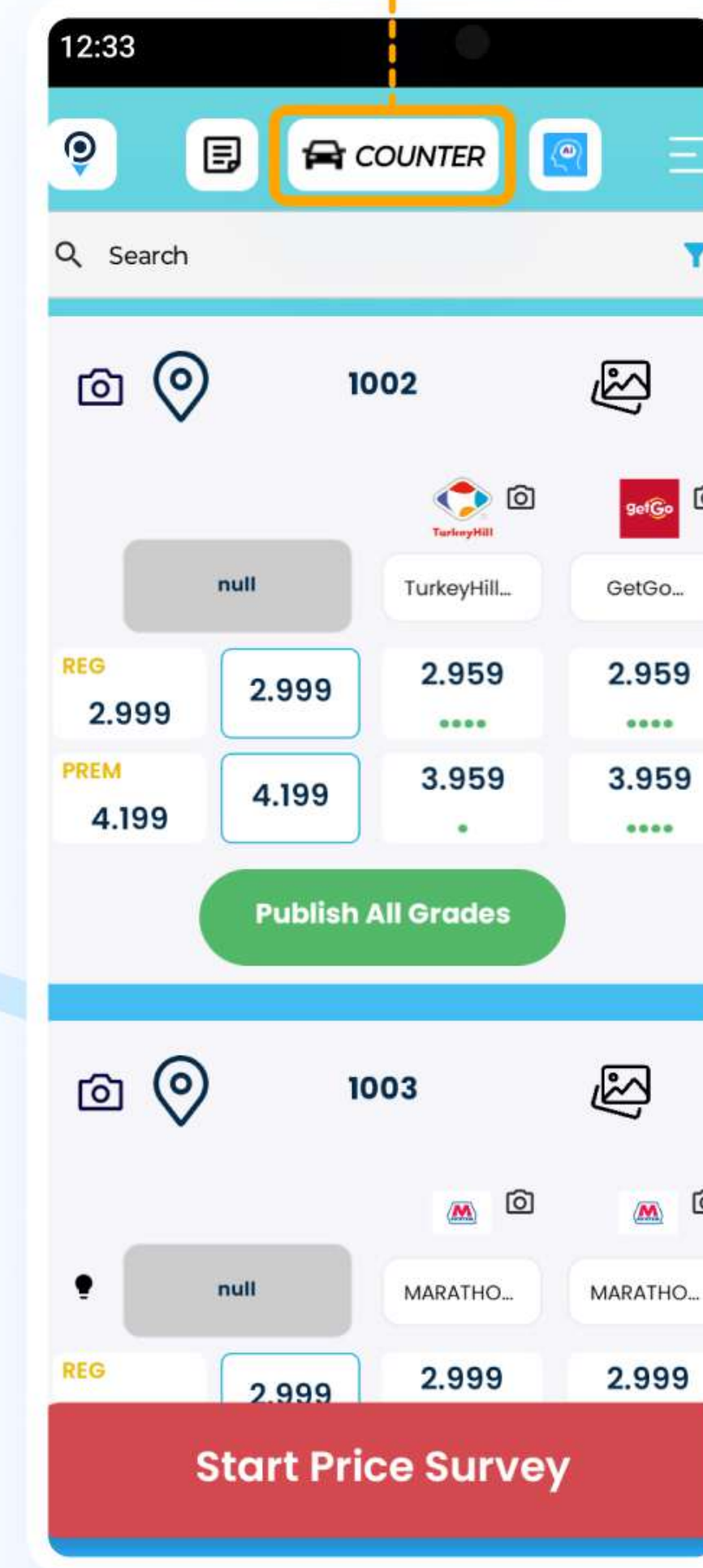
Download the app from the store



Login to your account

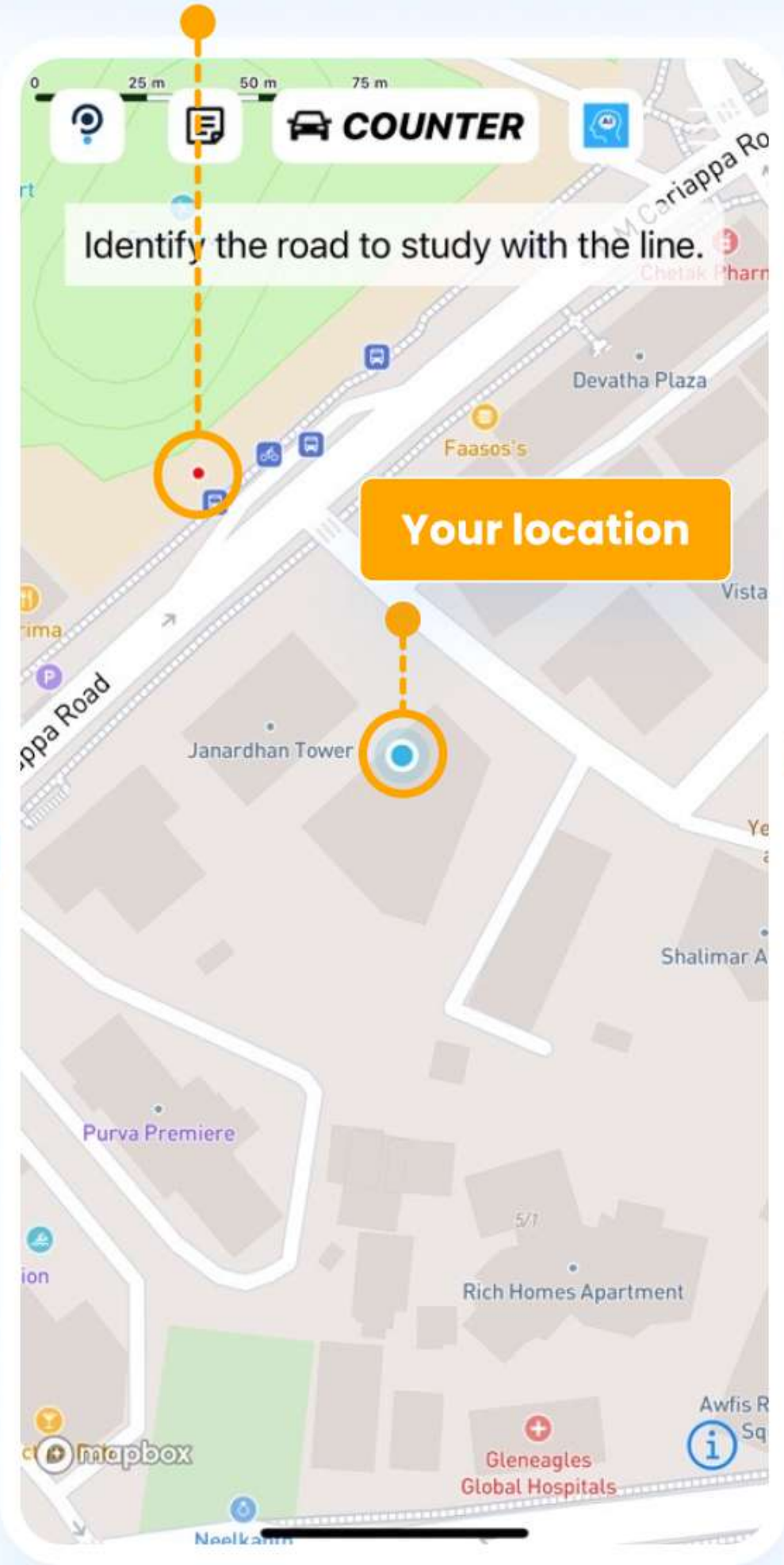


Tap Here

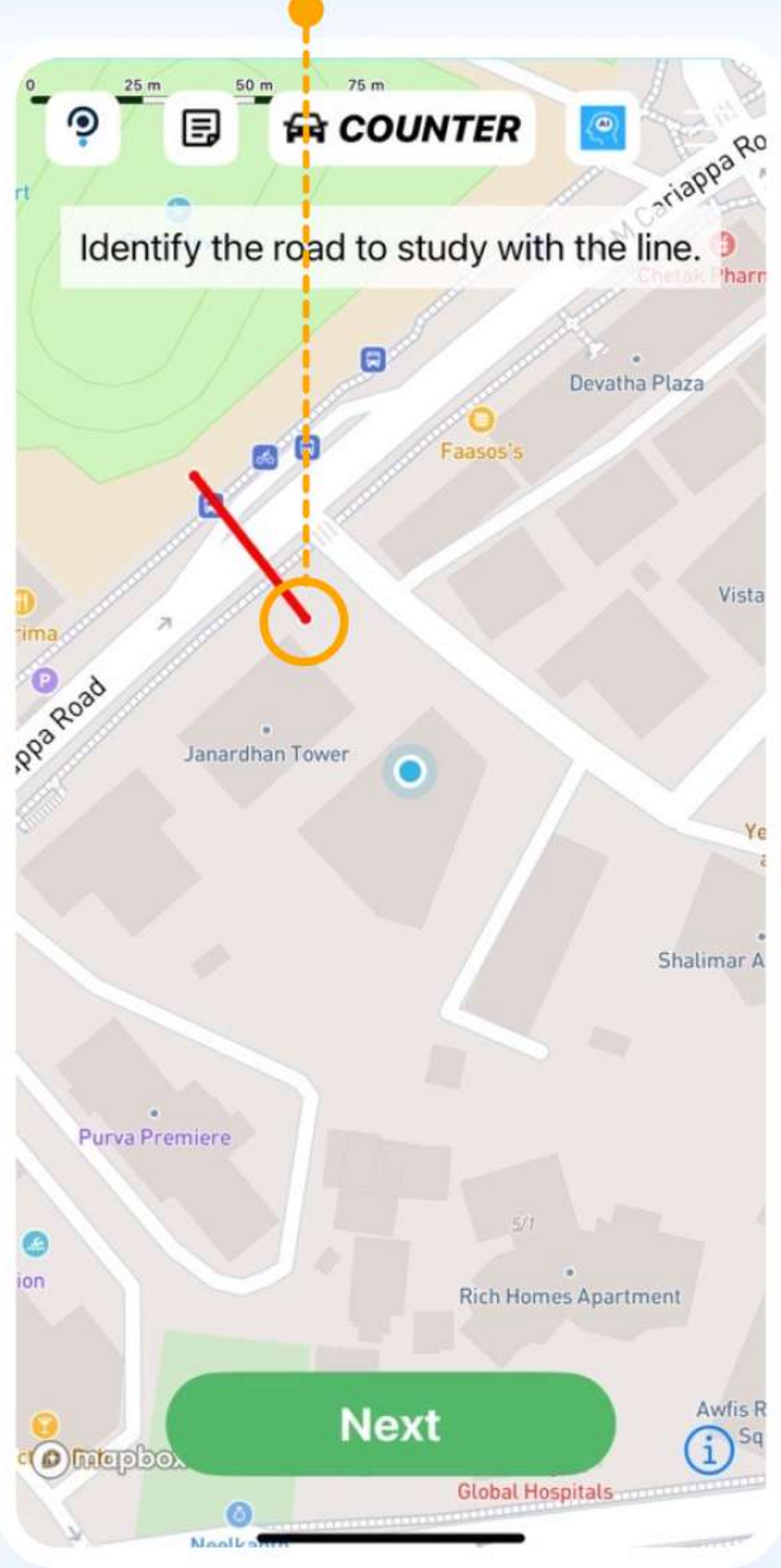


Mobile app

Tap on one side of the road you'd like to study



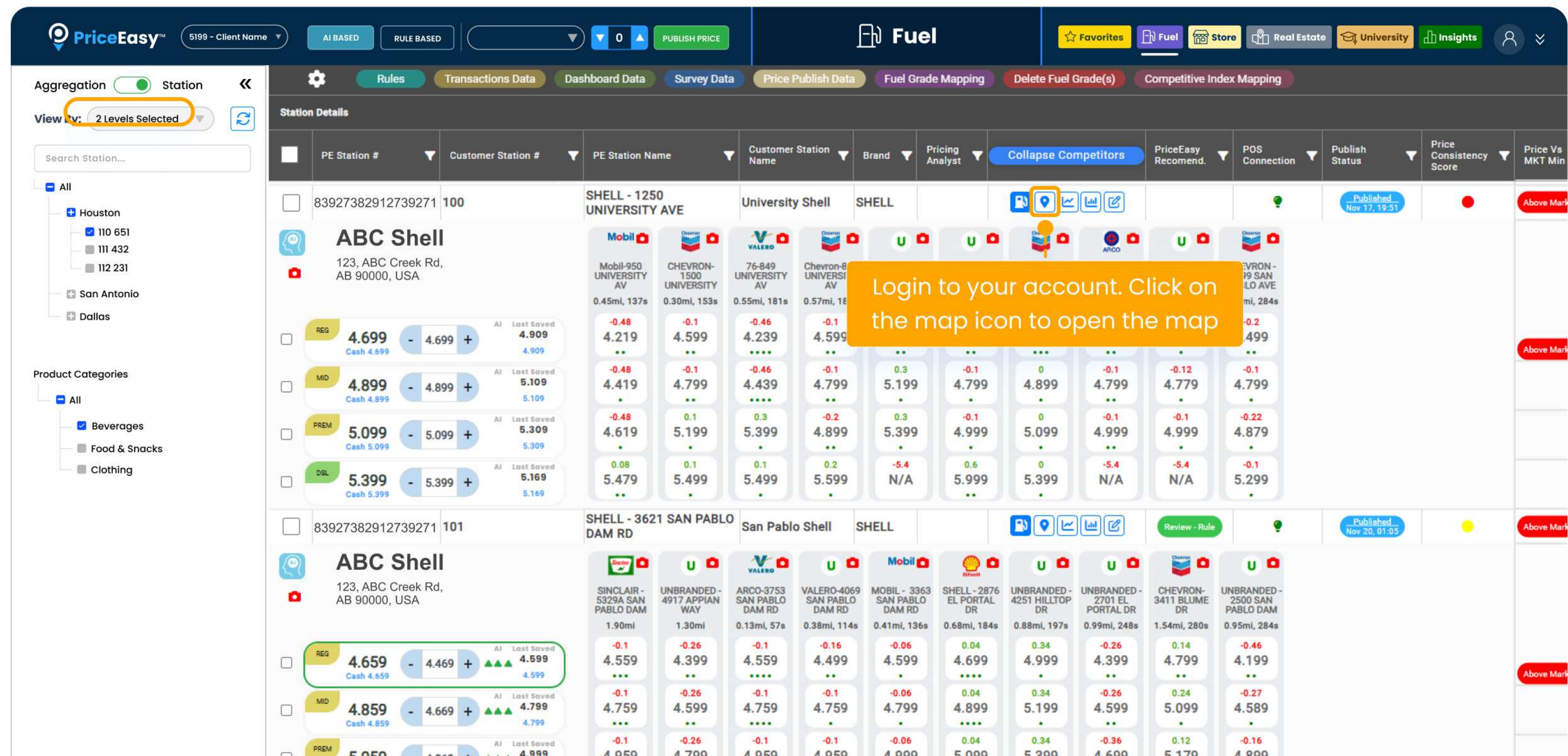
Tap on the other side of the road to draw the line



Get data in real time by aligning the line against the desired road.



Accessing the desktop app

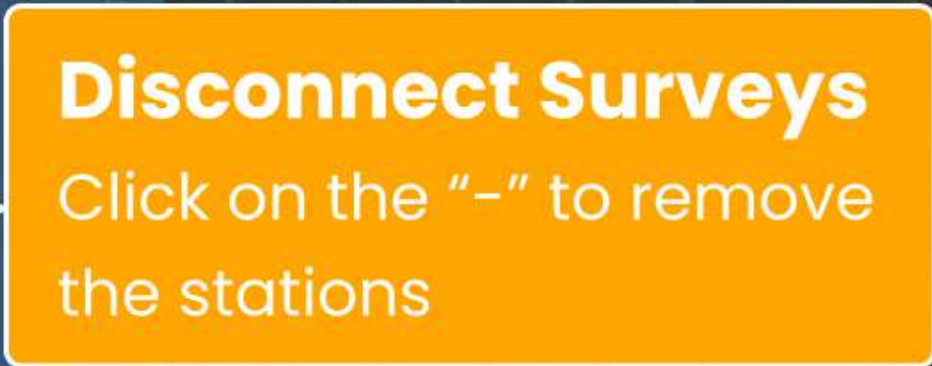


The screenshot displays the PriceEasy desktop application interface. The top navigation bar includes the PriceEasy logo, a client name dropdown (5199 - Client Name), and tabs for AI BASED, RULE BASED, and a PUBLISH PRICE button. The main header features a 'Fuel' tab and various utility icons like Favorites, Fuel, Store, Real Estate, University, and Insights. A secondary navigation bar contains tabs for Rules, Transactions Data, Dashboard Data, Survey Data, Price Publish Data, Fuel Grade Mapping, Delete Fuel Grade(s), and Competitive Index Mapping.

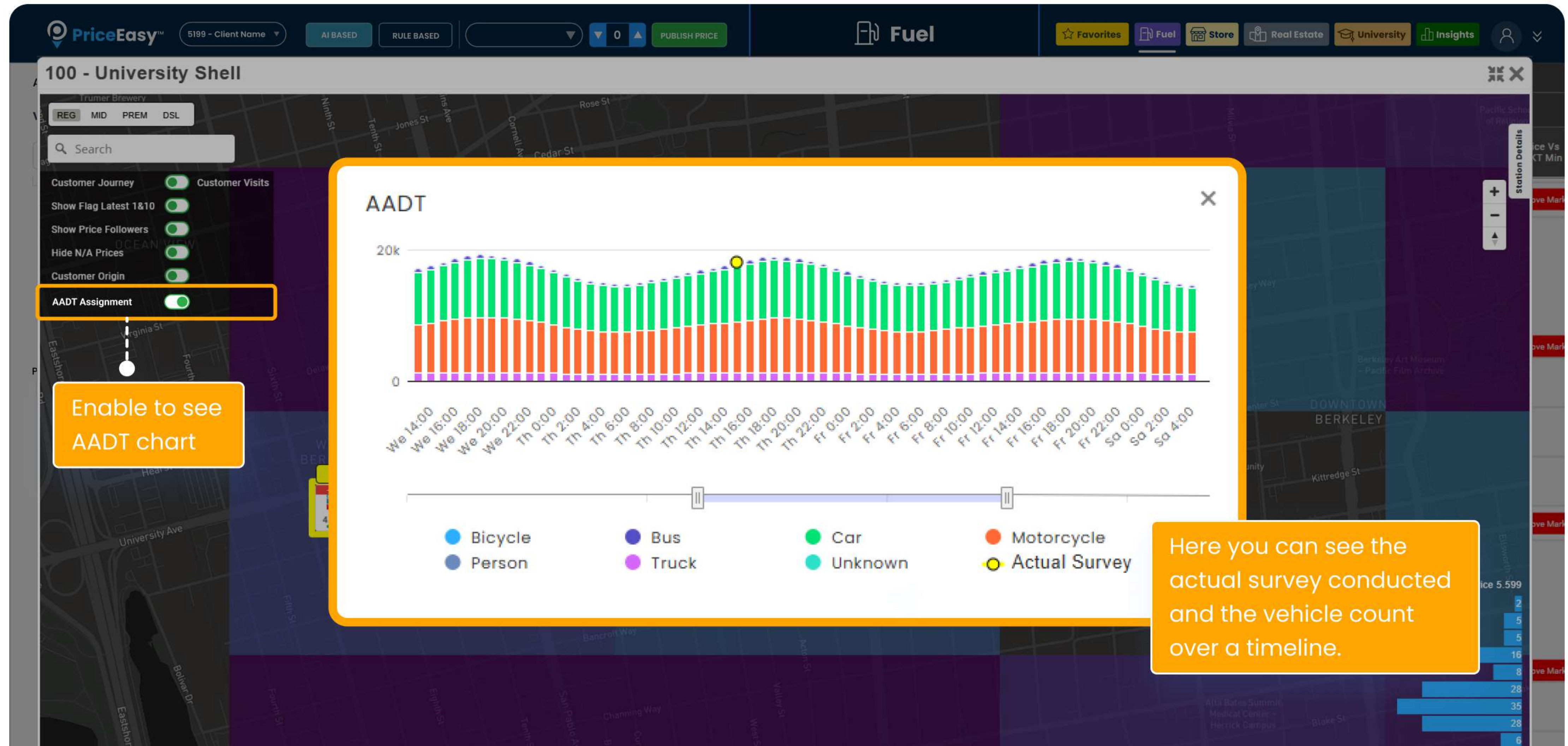
On the left sidebar, there are sections for 'Aggregation' (with a toggle switch), 'View' (set to '2 Levels Selected'), a 'Search Station...' input field, and a list of locations (Houston, San Antonio, Dallas) and product categories (Beverages, Food & Snacks, Clothing).

The main content area shows a table of station details. The first station is 'ABC Shell' at '123, ABC Creek Rd, AB 90000, USA'. It lists various fuel grades (REG, MID, PREM, DSL) with their current prices, AI recommendations, and last saved prices. Below this, a grid of competitor fuel prices is shown for various brands like Mobil, Chevron, Valero, and Shell. A yellow callout box with the text 'Login to your account. Click on the map icon to open the map' points to a map icon in the competitor grid.

The second station listed is 'ABC Shell' at '123, ABC Creek Rd, AB 90000, USA', also showing fuel grades and competitor prices. The interface includes various status indicators like 'Published' dates and 'Above Market' flags.



View detailed analysis of car counting



See the conversion rate for your fuel station

PriceEasy™

5199 - Client Name

AI BASED

RULE BASED

0

PUBLISH PRICE

Fuel

Favorites

Fuel

Store

Real Estate

University

Insights

Aggregation

Station

View By: 2 Levels Selected

Search Station...

All

Houston

- 110 651
- 111 432
- 112 231

San Antonio

Dallas

Product Categories

All

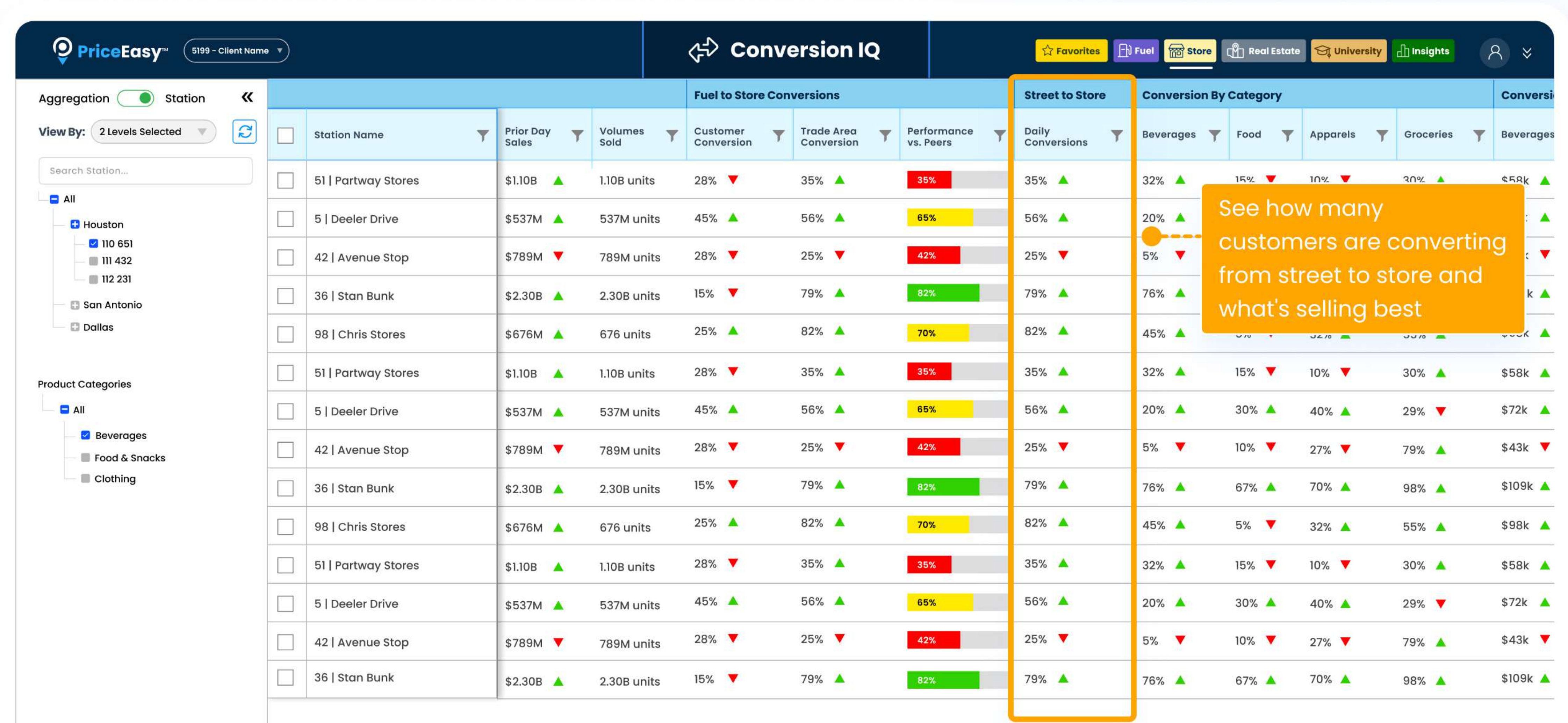
Beverages

Food & Snacks

Clothing

Station Details								Location Insights					
	PE Station #	Customer Station #	PE Station Name	Customer Station Name	Brand	Pricing Analyst	Expand Competitors	Number Of Housing Units	Total Population	Mobility Index	Median Household Income	Per Capita Income	Street to Fuel
☐	386106608953342	3103	MOTOMART - 180 N 4TH ST	Breese Moto	MOTOMART	Eric Gentz	   	2,341	5,695	19	79,886	41,757	85%
☐	392992809040821	3104	MOTOMART - 501 FIFTH ST	Carrollton Moto	MOTOMART	Eric Gentz	   	1,399	2,963	17	58,868	33,987	63%
☐	386867609001038	3105	MOTOMART - 731 N BLUFF RD	Village Moto	MOTOMART	Eric Gentz	   	1,895	3,806	15	90,429	43,831	75%
☐	386780708998213	3106	MOTOMART - 702 VANDALIA ST	Collinsville Moto	MOTOMART	Eric Gentz	   	3,910	8,826	10.5	66,372	59,524	82%
☐	388233908997265	3107	MOTOMART - 1905 N MAIN ST	Edwardsville Moto	MOTOMART	Eric Gentz	   	1,612	4,214	17	84,320	60,963	85%
☐	391427108853520	3108	MOTOMART - 1315 N 3RD ST	Effingham Moto	MOTOMART	Eric Gentz	   	1,165	2,742	10	68,284	51,370	63%
☐	385888308998426	3109	MOTOMART - 6114 N ILLINOIS ST	Fairview Moto	MOTOMART	Eric Gentz	   	3,293	6,186	0	61,552	38,000	75%
☐	384193008990839	3111	MOTOMART - 751 S STATE ST	Freeburg Moto	MOTOMART	Eric Gentz	   	2,889	6,781	20	86,821	45,827	82%
☐	391248908981390	3112	MOTOMART - 415 S MACOUPIN ST	Gillespie Moto	MOTOMART	Eric Gentz	   	1,055	2,337	6	68,750	51,455	85%
☐	389429409019056	3113	MOTOMART - 5311 GODFREY RD	Godfrey Moto	MOTOMART	Eric Gentz	   	3,244	7,108	10	79,131	39,351	63%
☐	387390308968249	3114	UNBRANDED - 700 BROADWAY	Highland Moto	UNBRANDED	Eric Gentz	   	3,859	8,961	24	125,568	45,852	75%
☐	391556708949313	3116	MOTOMART - 601 S MAIN ST	Hillsboro Moto	MOTOMART	Eric Gentz	   	2,820	7,929	32.75	59,851	33,834	82%
☐	391170809032579	3117	MOTOMART - 401 S STATE ST	Jerseyville Moto	MOTOMART	Eric Gentz	   	2,073	4,451	18	79,311	40,366	85%
☐	385347708969504	3118	MOTOMART - 409 E HANOVER ST	New Baden Moto	MOTOMART	Eric Gentz	   	2,076	5,429	12.5	91,891	40,387	63%

and also for your convenience store





Thank you.

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