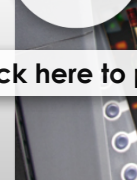


ATM ADVERTISING



cashzone
CASH MACHINE
CUSTOMER ENGAGEMENT



Click here to play

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Cash Still Matters!

63% of UK consumers want cash as an option

74% of UK consumers agree that all retailers should offer the option to pay in cash

38% said they would not shop at a retailer if they knew that they did not accept cash

Of all UK consumers **73%** most frequently use cash as their usual payment method (daily/weekly)

ATM's are the most preferred method of withdrawing cash – **72%** of UK consumers state ATM's, as opposed to cash-back in a shop, bank branch, the post office or other

83% of UK consumers withdraw cash from an in-store ATM at least monthly

41% do so at least weekly (this percentage is slightly higher among men and more so in urban areas)

81% of UK consumers usually withdraw between **£10-£100** from the in-store ATM

43% withdraw **£40-£100**

Over the last year, consumers in the UK have spent an average of **£48.81** in cash per week

26% have spent **£100+** per week

18% have spent **£50-£100** per week

30% have spent **£10-£50** per week

On average **35%** of the cash withdrawn from the in-store ATM is spent immediately in the same store

Younger UK consumers tend to spend a greater percentage of their withdrawn cash in that same store:

18-24 years – 47%

25-34 years – 47%

35-44 years – 39%

45-54 years – 30%

55-64 years – 23%

65+ years – 17%

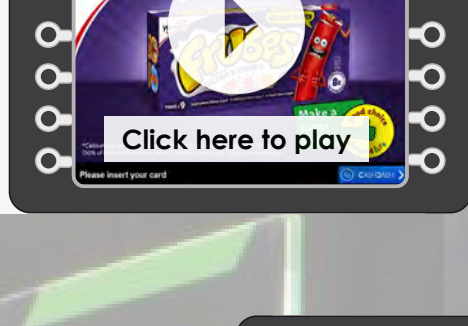
Supermarkets, local independent shops/ convenience stores & newsagents as well as local mini supermarkets (eg. Tesco Express, Co-op, etc) are where **72%** of UK consumers spend most of their cash

Source: CARDTRONICS OPINIPOLL

Cashzone ATMs

1

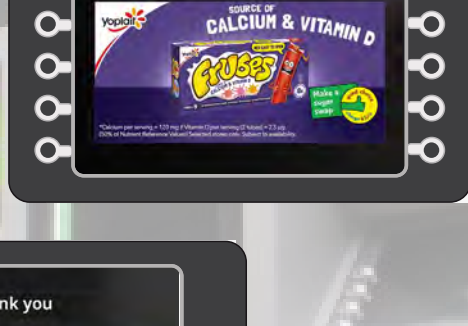
Attract plays as the customer approaches the ATM
10 second animation



CASHZONE ATM REACH

- 3,536 ATM screens
- 6m four weekly visits
- 7.9m four weekly advert impressions

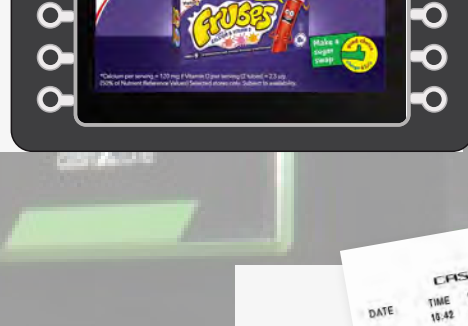
High quality 1-2-1 engagement



2
In-transaction plays as customers transaction is processed
5 second animation, loops up to 4 times

3

Thank you plays as cash is dispensed and receipt is printed
5 second static



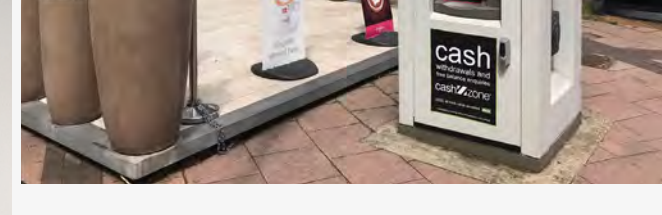
43 seconds of dwell-time

100% share of voice



4
Printed branded receipt or coupon for customer to take away with them

Cashzone Network



BT Kiosks

- 467 ATM screens
- 245K transactions on average per month
- 670K advert impressions on average per month
- £18.4m cash withdrawn on average per month



Shell

- 390 ATM screens
- 965K transactions on average per month
- 1.3m advert impressions on average per month
- £72.4m cash withdrawn on average per month



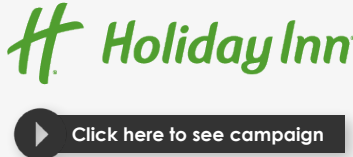
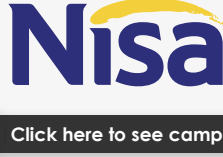
Roadchef

- 52 ATM screens
- 11.2K transactions on average per month
- 32.5K advert impressions on average per month
- £839K cash withdrawn on average per month



Moto

- 129 ATM screens at 119 locations
- 29K transactions on average per month
- 67K advert impressions on average per month
- £2.2m cash withdrawn on average per month



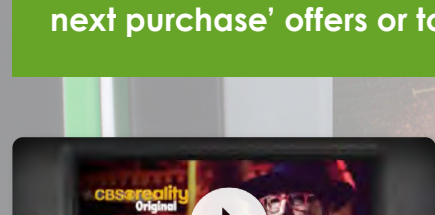
Cashzone estate

- 5467 ATM screens
- 4.2m transactions on average per month
- £320m cash withdrawn on average per month

These are just some of the locations where you will find our cash machines – contact us to find out more.

Targeting Opportunities

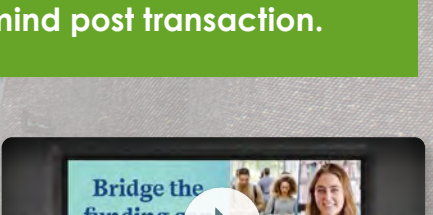
atmAd are the only provider of advertising on cash machines in the UK, serving local communities at convenience stores and petrol stations. We can tailor our ad campaign by day of the week, time of day, gender and weather conditions to improve audience targeting and maximise reach. Our cash machines also dispense branded receipts or coupons, providing the customer with instantly redeemable 'money-off next purchase' offers or to simply keep your brand front of mind post transaction.



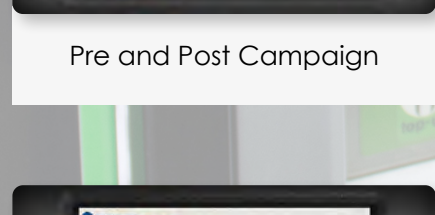
Pre and Post Campaign



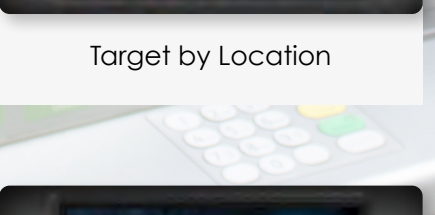
Target by Location



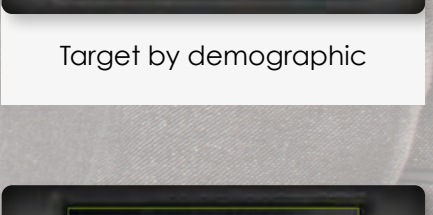
Target by demographic



Add a QR Code



Charity campaign



Ask customers an on-screen question

For further information or to discuss a campaign please contact atmAd Sales Team

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