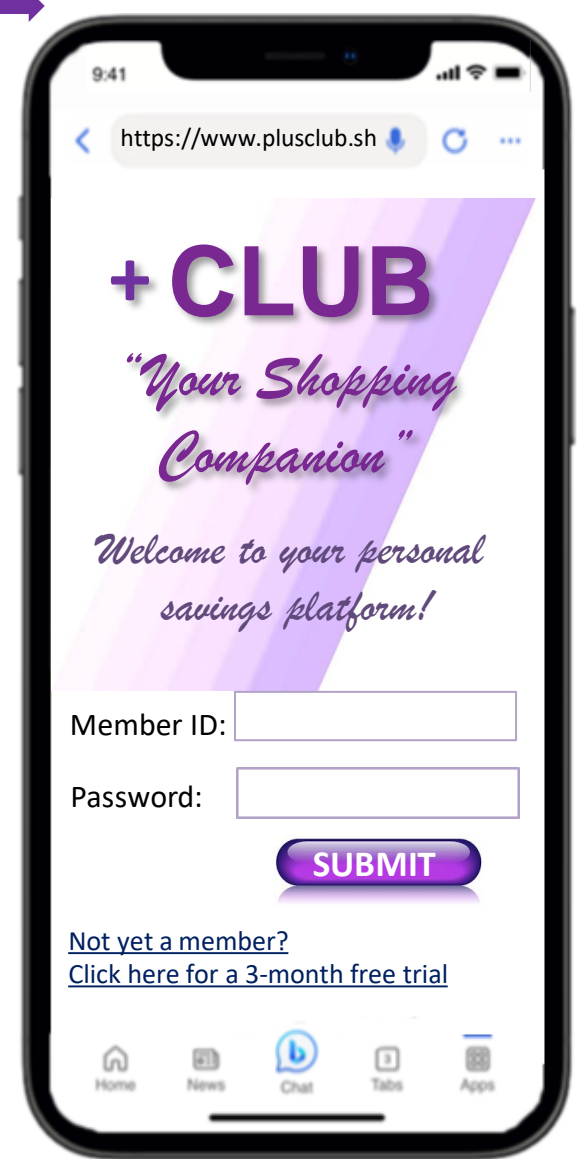
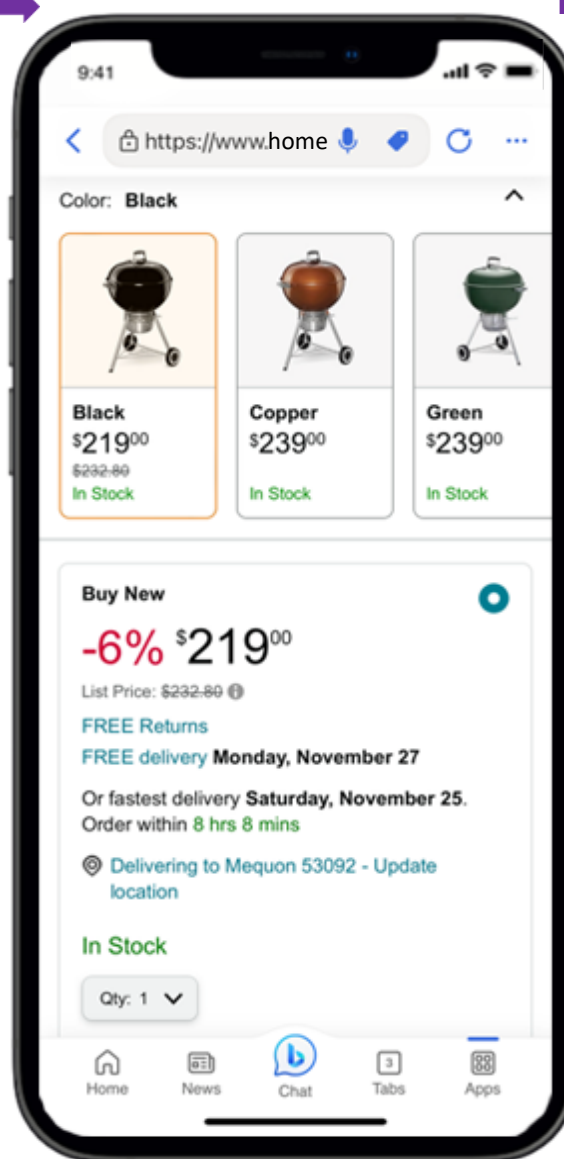
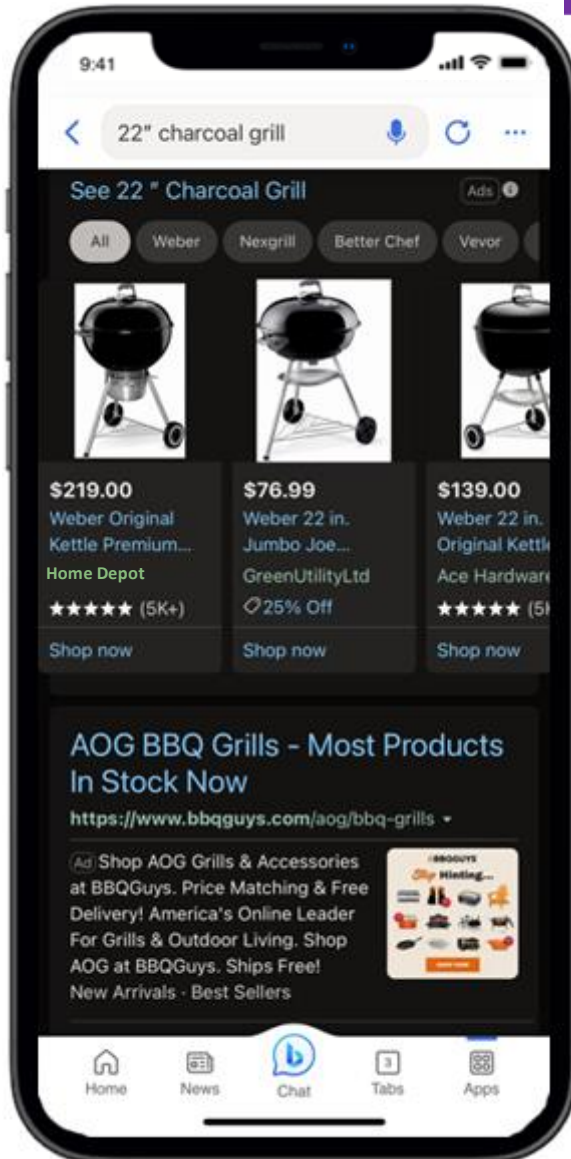


A consumer does a random search online on any browser for a 22" charcoal grill, options appear matching that request. The first grill happens to be one offered by Home Depot, and the consumer selects it.

The consumer now sees this particular grill offered by Home Depot in multiple color options and can proceed to purchase, or the shopper can look on + CLUB for discount options at the + CLUB shopping portal.

The consumer is now directed to the + CLUB sign-in screen which will allow + CLUB members to garner access to the AI component of the multi-tiered discount pricing calculation, with non-members paying the base price.



## VIEWING INSTRUCTIONS: THE 3-SCREEN MOBILE C2B AI “LIKES” SHOPPING GRAPHIC

The next page shows a sample mobile shopping experience for a + CLUB member. For simplicity, just three screen shots were put on one page. Of course when the shopping portal is developed by Accenture/Microsoft/HCL the functionality/look and feel will vary considerably, This provides a nice foundation for setting up the framework of what is to be developed. Please read the images from left to right to follow this short journey of a + CLUB shopper.

Recommended to return to this page while viewing the following screen for any clarification

On the left is a sample screen of the results from a + CLUB member search on the shopping portal for a 22” charcoal grill, (or coming from a search online and being directed to the + CLUB shopping portal). Important to note that this “Bing” search queries through all + CLUB retailers who offer charcoal grills and lists the lowest price offered for the type of charcoal grill currently discounted to this “particular” + CLUB member.

This hypothetical + CLUB shopper chose a Weber original kettle premium charcoal grill for \$199.

\*What is critical to remember is this initial price ultimately is produced and based on three factors:

1. The original + CLUB discounted price,
2. The Retailer personalized frequent shopper additional discounted price for this individual customer.
3. The + CLUB high value buyer ranking (based on the level of membership purchased).

All of this information through AI in the system can produce the price of a product search for an individual + CLUB member on the first screen.

On the middle screen the + CLUB member see’s which retailer has the lowest price, in this case Home Depot has the lowest price for the particular grill that she is shopping for, the shopper also has the choice to click the link to see the other retailer's prices (that additional screen not shown on the page). The shopper can click to purchase the grill from Home Depot and proceed to checkout and view shipping information and payment method (again not shown here). However, on the bottom of the second phone screen you will see the shopper has the very unique option to use one of their "three" premium requests for lower priced bids from other retailers, in this case our + CLUB shopper "Jennifer" chose to do so.

On the third screen (furthest to the right) Lowes beat out Home Depot and came in at the lowest bid of \$179, and Jennifer used one of her three requests for bids and saved herself \$20 from Home Depot’s original discounted price of \$199.

Our + CLUB member “Jennifer” now sees 22” charcoal grills offered at discount exclusively to her based on multiple AI calculated factors explained on the previous screen.

Jennifer has clicked on Home Depot’s + CLUB discounted grill at \$199. Jennifer now has the unique option to requests a lower bid price from another retailer.

Jennifer did choose to use one of her three remaining requests for premium lower priced bids and Lowes came in at \$179, beating Home Depot’s price of \$199 for this 22” charcoal grill.

