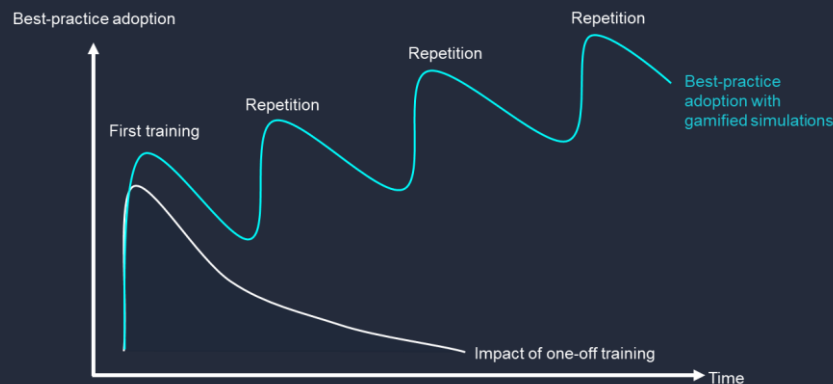




Attensi is a world-leading developer of gamified simulations for corporate training

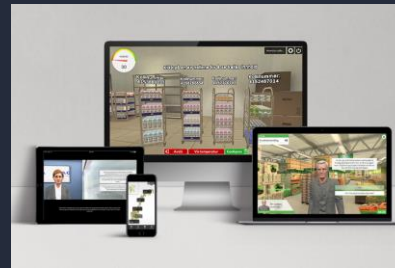
- Attensi revolutionizes the way top management implement best-practice operations in large, distributed organizations
- Our 3D, gamified simulations train desired behavior and make it stick through repetition



- We have implemented > 150 unique gamified simulations, most within retail

All Attensi gamified 3D simulations are built on three core pillars:

Real-life look and feel



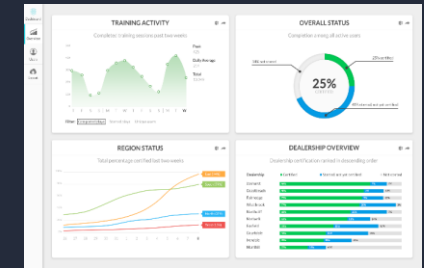
Narrows the gap between theory and reality

Gamification



Increase learning and trigger repetitions

Detailed insights & KPI-impact



Allow to develop a performance culture

We are recognized for delivering impact to leading retailers

In the UK we work with 3 out of the top 10 food retailers

Logos are confidential, due to client NDAs

In Norway we work with 4 out of the top 10 food retailers



And we also work with global brands



The simulations address most of the known retail loss types

1 Supply chain transits

2 Perishable goods handling

3 Store security

4 Total loss & shelf availability

5 Cashier training

6 Customer experience

7 Concept compliance

8 Category & product knowledge

9 Management training

- Attensi creates realistic 3D simulations, which can sensitize staff to root-causes and early-warning indicators of various retail losses
- Gamification ensures desired behavior is repeated and “sticks”

RILA loss type	Most relevant Attensi client simulation(s)	How are they relevant for loss type?
Store	2 3 4 5 6 7 8	Staff is regularly exposed to realistic simulation of flaws in store operations, in order to prevent them day-to-day
Retail supply chain	1 8	Simulations explicitly model liability handover points (e.g. goods delivery handling), to check for / avoid losses
E-Commerce	9	Simulation ensures repeated exposure to how to prevent and react to loss situations in the back office
Corporate	9	Gamification aspect of any Attensi solution is widely applicable for all types of corporate processes and behaviors

The impact on waste & retail loss is confirmed by our customers

Excerpt from NorgesGruppen Annual Report 2017



Simulation to reduce waste

Sufficient products on the shelves, with the least possible waste.

→ The balance between having enough products on the shelves and avoiding waste is important for all stores. SPAR og Joker have therefore developed digital simulation tools IButikk and SPARSim, in order to train employees in this particular skill. Employees like this training method, and there is a strong interest in these themes.



“This makes the employees more aware”

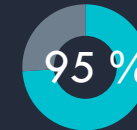
Arnliot Aarflot, operations manager in Joker Nord where all employees have undergone this training.



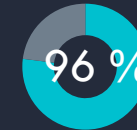
Line Beate Jebesen

“Attensi’s simulations allow us to mitigate various types of wastage (...) and we see the positive impact it has on both, day-to-day operations and on our bottom line (...)”

SVP HR at Norgesgruppen ASA



% of players understand better what shrinkage is



% of players understand better how to prevent shrinkage

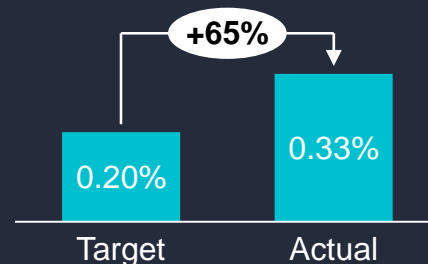


Ole Fjeldheim

CEO, SPAR & Joker, part of NorgesGruppen

“We see the results: higher turnover, greater customer satisfaction and more engaged employees than ever. In my perspective Attensi is very unique(...)”

Impact example:
165% of ambitious shrinkage reduction target achieved through program



NorgesGruppen

- One of Norway’s largest companies, ~40,000 employees
- Market leader in grocery retail, ~45% market share
- USD ~10Bn operating revenue