INFLATION
+1,777%, +961%, +424%,
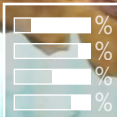
CHECK-IN COORDINATES
1° 27' 55.2"S 36° 9' 38.5"E

CITY LIGHTING
SATISFIED, UNSATISFIED,
SATISFIED, SATISFIED

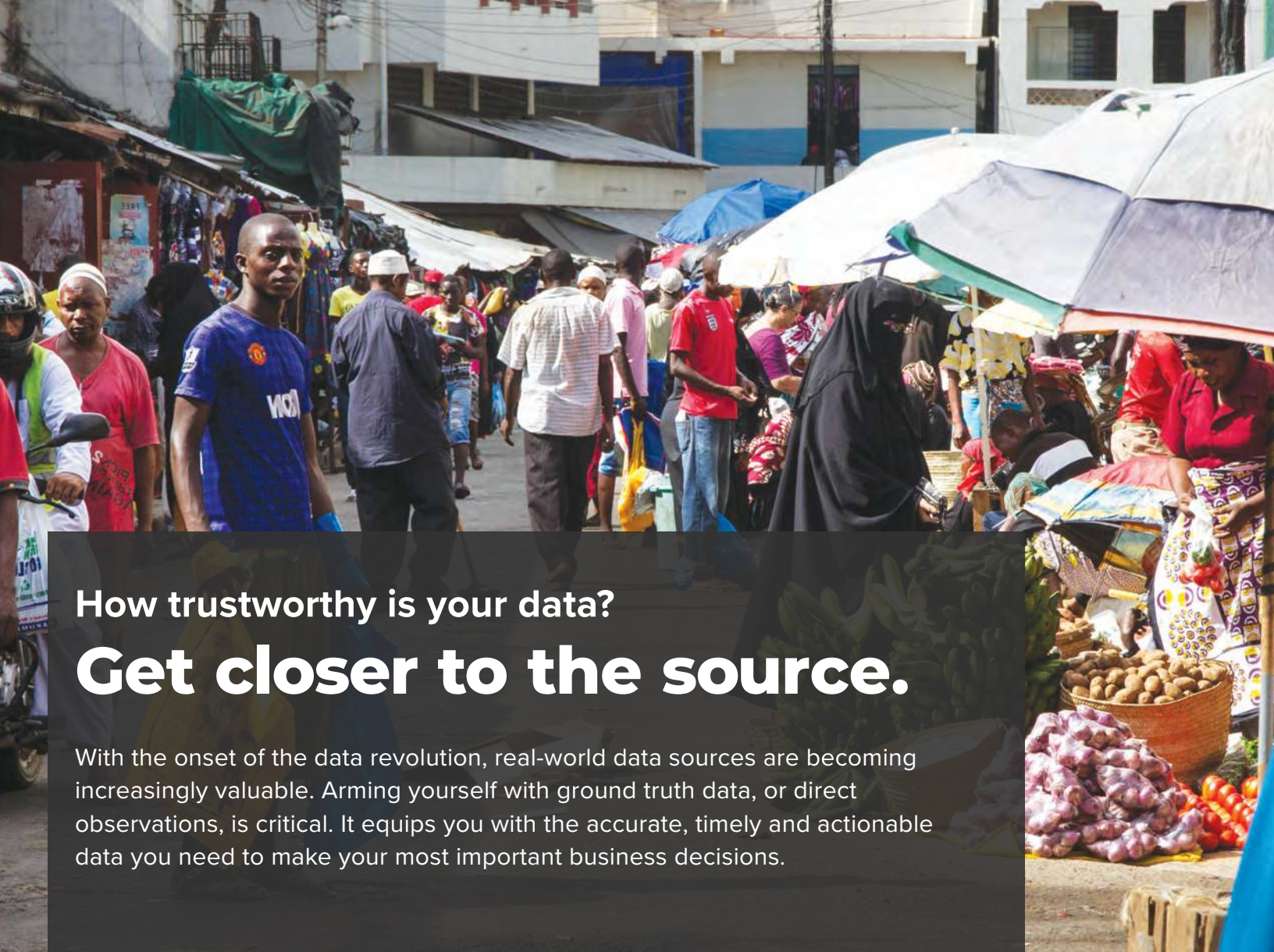COMMUTE TIME
23.2, 31.4, 17.9, 27.8, 19.7, 25.7,
24.5, 18.2, 23.5, 33.6, 29.3

PREMISE

How trustworthy is your data?
Get closer to the source.

With the onset of the data revolution, real-world data sources are becoming increasingly valuable. Arming yourself with ground truth data, or direct observations, is critical. It equips you with the accurate, timely and actionable data you need to make your most important business decisions.

Premise has hundreds of thousands of real people crowdsourcing data worldwide giving you access to a whole new world of data.

Ask us anything about anywhere and we will deliver actionable data to help your organization develop winning strategies you can trust.

How It Works

Getting reliable crowdsourced data is easy as one, two, three, four!

1 — **2** — **3** — **4** →

Configure   **Collect**   **Quality Control**   **Visualize**

Configure

Premise quickly transforms your questions, from the most basic to the most challenging, into tasks.
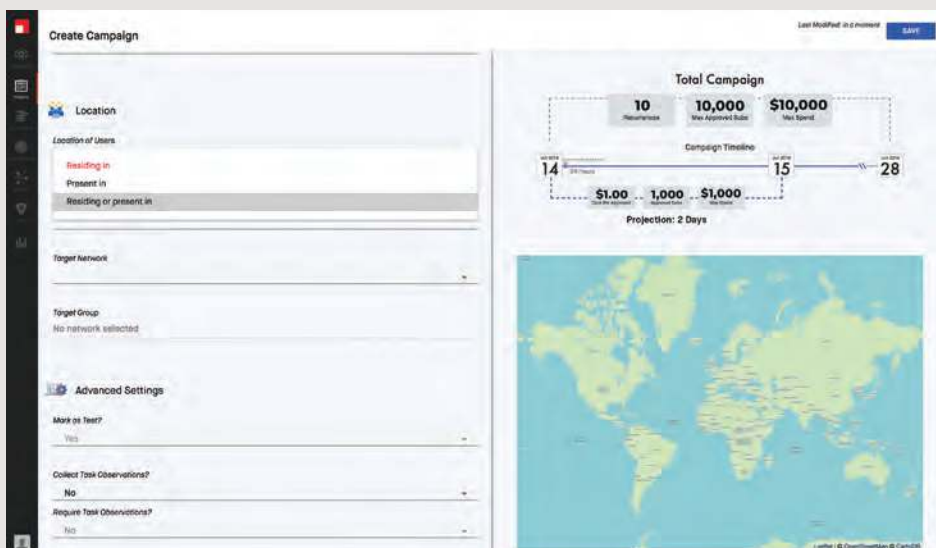
Our end-to-end integrated operations console manages actions and quality control standards, segments users into groups, and dynamically assigns the right action to the right people at the right time.

Tasks can be directed, with step-by-step instructions and specific target locations, or undirected, relying on serendipitous encounters.

Premise tasks are available within the app's task marketplace as either survey, place-based or route-based tasks.

Capabilities:

- Customizable Forms
- Branch / Skip Logic
- Localization
- Internationalization
- Route Generation
- Geofencing
- Dynamic Pricing
- Submission Capping
- Demographic Targeting
- Regional Targeting
- Dynamic Retasking

Campaign Creation

Through the Premise Platform we are able to create campaigns quickly and easily based on geography, Contributor profile attributes and your data collection goals.
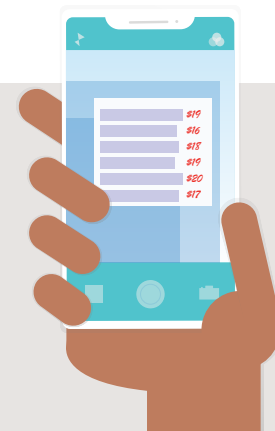
2

Collect

Tasks are distributed in the Premise marketplace and completed by Premise Contributors using our mobile app.

From Bangalore, to Brazil, to your backyard, the Premise Contributor Network has the most widely distributed, curated global contributor network in the world producing millions of submissions a month.

If a network is already in place where your study is situated, your data acquisition campaign can begin in as little as 24-48 hours. For new regions, we can recruit and train a network in 2-4 weeks almost anywhere in the world.
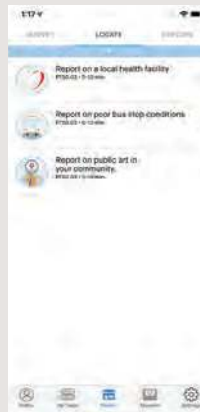
Data Types:

- Photos
- Locations
- Barcode Scans
- Text
- Ratings
- Sentiment
- Movement
- Timestamps
- Dates

Data at Your Fingertips

Readily available through the Google Play Store™ and iOS App Store™, our app enables rapid acquisition and activation of Contributors. The app provides guidance, feedback and rewards for successful actions and works when connected to the internet or offline.

3

Quality Control

Premise processes Contributor submissions using a combination of manual and automatic quality control and fraud detection checks.

Our quality control checks verify that findings meet specified requirements and mititgate attempts to game the system.
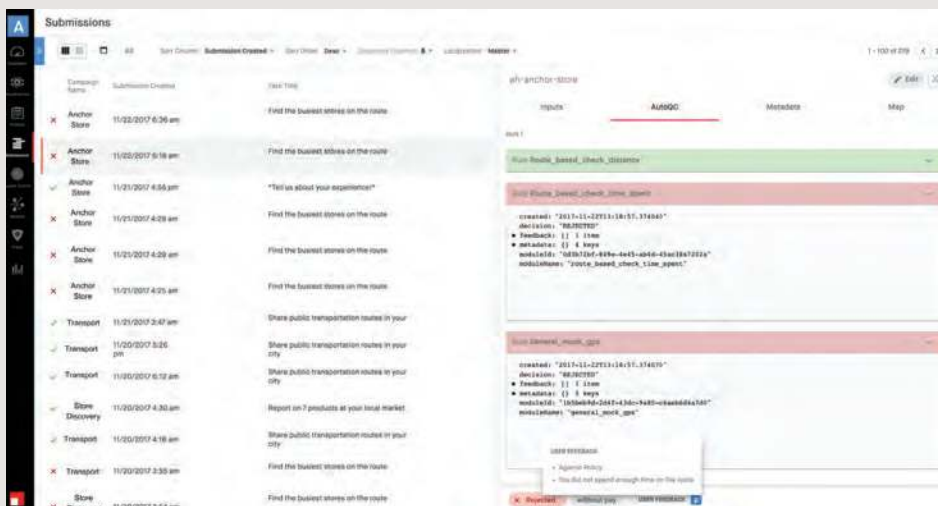
Using a number of different data science techniques, we are able to consolidate location names and reported geolocations to identify and verify specific places.

We pay for their findings based on task complexity, degree of difficulty, duration or other valuation.

Our micropayment system motivates Contributors to complete tasks in a timely manner and ensures adherence to submission rules.

QC Checks:

- Fraud Detection
- Name Harmonization
- Place Consolidation
- Location Verification
- GPS Spoofing Prevention
- Account Duplication
- Image Analysis
- Statistical Analysis

Get into the Weeds

Our team is constantly developing new quality control mechanisms to proactively manage evolving technological capabilities.

Visualize

Once the data is verified by our rigorous quality controls, it becomes accessible in your dashboard.
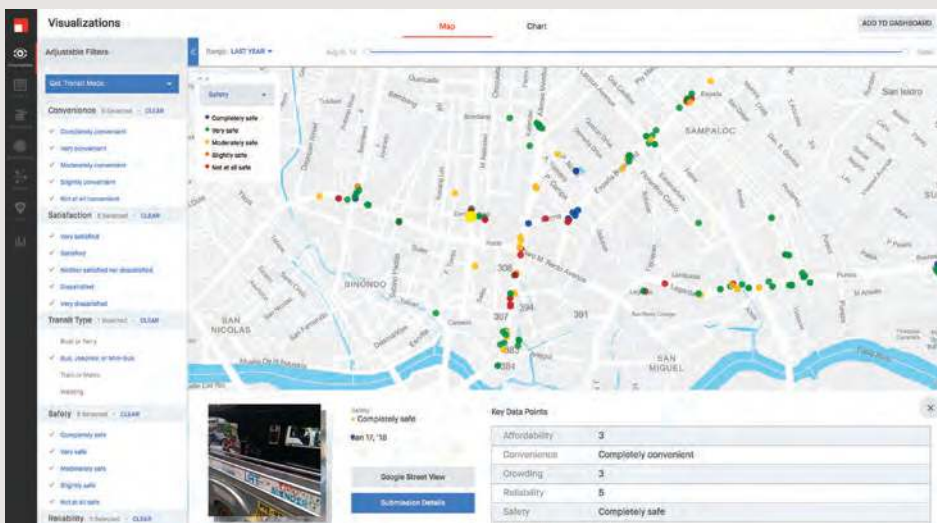
Gain complete program awareness; dashboards map Contributor activity and data signals, such as individual and group performance over time and campaign success rates. Drill into specific data points for a deeper understanding of program progress and trends.

Data sets are also available for download in a variety of formats or may be accessed through an API.

- Customizable dashboards tailored to your KPIs

- Notifications and alerts delivered via email or pushed to your mobile device

- Data API for real-time data access

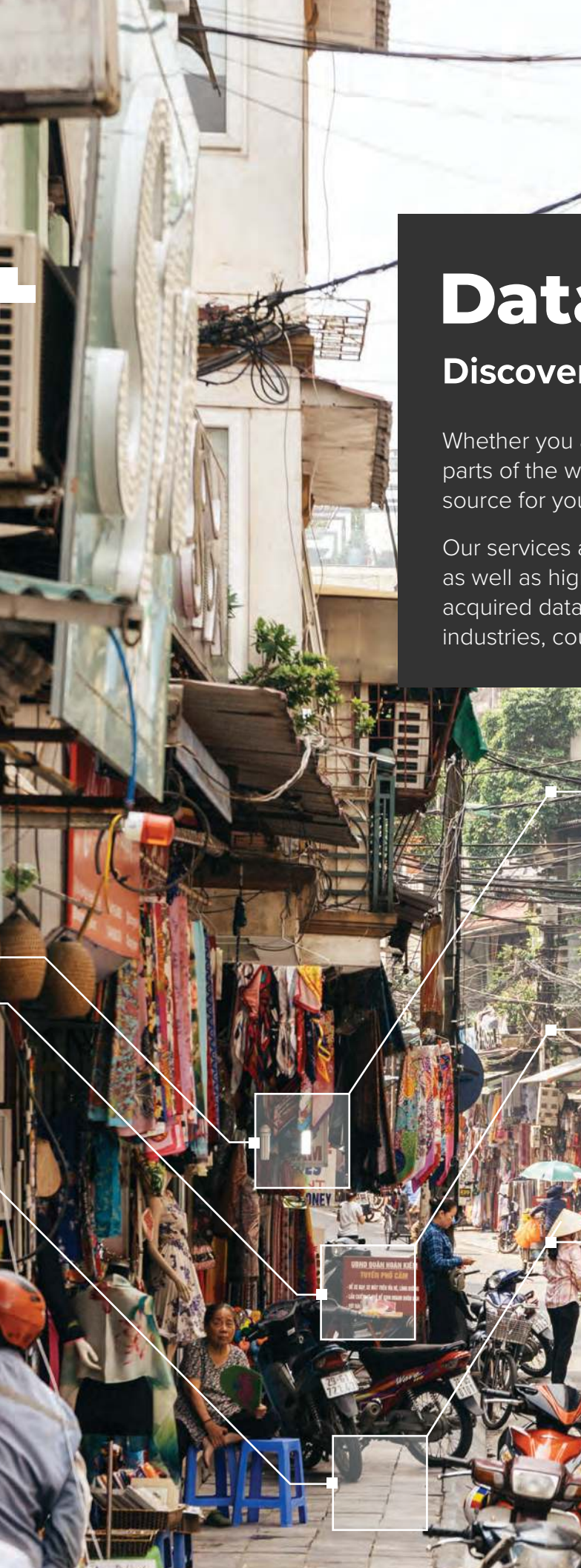## Report Types:

- Heat Maps
- Trend Analysis
- Photo Walls
- Correlation Analysis
- Pattern Analysis
- Indexes
- Raw Data Export
  (CSV, KMZ, PDF)

See Your Data

Let your data speak for itself through visualizations and customized dashboards.

Data Solutions

Discover the Undiscovered

Whether you are looking to close information gaps in "data dark" parts of the world or conduct competitor monitoring, Premise is the source for your data needs.

Our services are used for both global and regional data collection, as well as highly-specialized, industry-specific applications. We have acquired data for a diverse group of customers spanning different industries, countries and sizes.

Price Monitoring

Track changes in price and other economic indicators impacting macro and micro trends. We can monitor prices in stores and markets easily and quickly over time.

Location Discovery

Identify new locations or verify existing ones. Premise's Contributor Network can help you get the lay of the land in locations around the world.

Inspections

Monitor the condition of indoor and outdoor assets at public spaces, restaurants, health facilities and more. Task Contributors to check out different locations or assets, from broken streetlights to mosquito breeding sites.

Retail Audit

See your products on the shelf, wherever they may be. Let us help you get visibility into retailers across the globe.

Movement Patterns

Understand the flow of transit and people in targeted locations. Our data can help you understand the pulse of a community.

Logistics Monitoring

Verify operations and deliveries on-the-ground. Use our services to help ensure that goods are getting where they need to go, in their desired condition, at the right time.

Risk Monitoring

Determine and monitor potential risk indicators, such as the spread of disease, food security or crime.

Sentiment and Surveys

Ask targeted questions and gauge attitudes on a range of issues at specific places. In combination with location, gain a deeper understanding of Contributor sentiment.

A Behind-the-Scenes Look at a Data Collection Campaign

1

Contributors perform tasks in retail outlets across the globe filling your in store information gaps. Through the Premise app they can take photos, walk routes and answer questions.

2

All of the data captured by Premise Contributors is funneled into the Premise Platform where it undergoes comprehensive automatic and manual quality checks.

3

See how your products are performing in stores with data visualizations in the Premise Platform or export the data and create custom reports.

The Global Leader in Real-Time, Real-World Ground Truth Data

Technology has revolutionized the way we can access regions around the globe, including the data we can collect. Through mobile technology, you can now crowdsource the specific data you need from around the world quickly and cost effectively.

High-Quality Data

High-quality data is critical for making business decisions, which is why we have a robust validation and quality control process. Using statistical modeling and machine learning, we review every Contributor submission for errors, poor data quality and fraud. This is backed by a layer of manual quality control and crowdsourced confirmation.

Cost Effective

Traditional data collection methods can be costly and inaccurate, but with Premise you can do it yourself. Do not rely on expensive huge firms that take long periods of time to collect data that often does not answer your specific questions. Let Premise crowdsource your data collection needs so you can reduce your data acquisition costs, and get the targeted data you require.

Agile Collection

When it comes to the insights your organization needs we understand that time is of the essence. Our product was built with speed in mind. Premise can quickly stand up a network, leverage existing networks, or partner with clients to create a private Contributor network to get the data you need.

Widespread Access

Do not let remote geographies stop you from getting the data you need. Premise has a network of hundreds of thousands of Contributors across the globe. Our expertise in network recruitment allows us to quickly build networks around the world. With widespread coverage, we can source data quickly from almost anywhere.

The best decisions start with data.

Contact us now to get started. We can't wait to help you crowdsource data.

info@premise.com

www.premise.com

PREMISE

INSPECTION
NEGATIVEPOSITIVE (TREATED),
NEGATIVE, NEGATIVE, POSITVE
(TREATED)

SHELF LIFE LOGISTICS
BEER A - AVERAGE FRESHNESS REMAINING 63.28%
BEER B - AVERAGE FRESHNESS REMAINING 58.54%
BEER C - AVERAGE FRESHNESS REMAINING 36.62%%

AVERAGE DAYS TO EXPIRATION
231.0, 213.7, 119.4, 156.4,
101.0, 113.8, 225.3

RISK MONITORING

Premise HQ
185 Berry Street, Ste. 6850
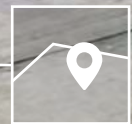**San Francisco, CA 94107**

Portland, OR
Seattle, WA
Washington, D.C.

LOCATION DISCOVERED
37°46'36.2"N 122°23'31.4"W
45°31'22.6"N 122°39'36.2"W
47°36'10.3"N 122°19'59.9"W

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