



THE
Mane
VENDOR®
HAIR EXTENSION
VENDING MACHINE

THE
MANE BARBER
MENS GROOMING CONCIERGE





FOUNDER'S STATEMENT

I would like to introduce you to a phenomenal concept of makeup, beauty products, tools and hair extension distribution. The Mane Vendor and The Mane Barber Vending Machine is the world's first ever business concept that merges product distribution with modern technology. This revolutionary salon retail concierge system merges product sales with high tech automation offering salons and barber shops the opportunity to provide premium grooming products, and tools to its customers.

-Marcella Ellis

POSITIONING STATEMENT

The Mane Vendor is a new and exciting company. We have an innovative concept of reaching a demographic of top spenders in the beauty industry. We provide beauty products to customers in a convenient location and atmosphere where they tend to purchase. Our distribution system features a state of the art automated retail concierge system that sells high end products and digital ad space with social media interactions. Simply put we are "The Red Box" for beauty and grooming products.

THE MANE VENDOR MEDIA BRAND

The Mane Vendor Media network forms the pillars of the only salon barber shop media brand with true convergence across every beauty platform.

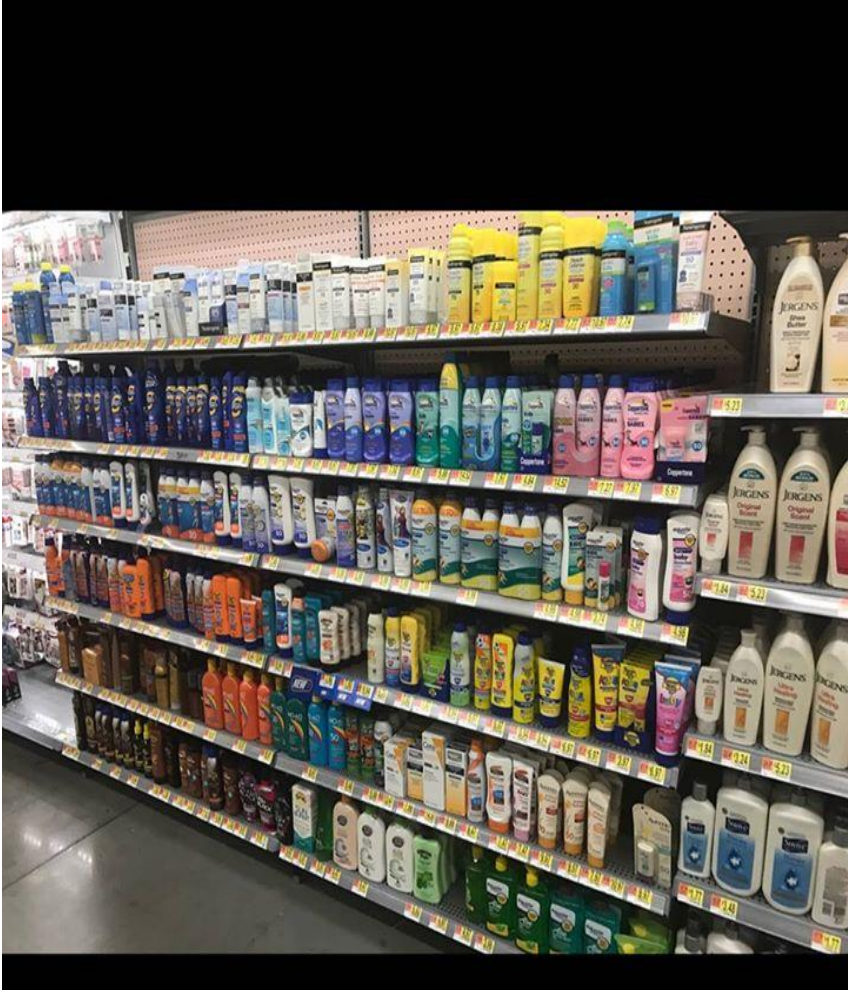


Problem 1: Advertisers are facing complex media challenges!

Time Spent Out Of The Home Has More Than Doubled Over The Past 20 Years

Requiring a Need For Expanded Ad Exposure Outside of The Home and Workplace To Effectively Reach Active Consumers





Problem 2: Product Companies are seeking more direct avenues of distribution to their target market.

Too many competitors on retail shelves confusing the consumer on product selection

Limited Retail Options for product companies

SOLUTION:

The Mane Vendor and The Mane Barber vending machines are placed in salons/ barbershops and heavily trafficked establishments across the country. The machines dispense top-of-the-line beauty products to a ready made market.

The machines are now available for advertising placement and slotting product distribution. The Mane Vendor/ Barber offer marketers a truly unique opportunity to intercept consumers in the course of their daily lives in a highly positive and receptive environment. In this captive setting, advertisers have the full attention of their audience.

The Mane Barber is on track to place 100 vending machines across the country. We are offering marketers and product companies an unparalleled opportunity to reach a prime target audience of well educated, affluent women and men in a captive environment.

Advertising options include the following:

- o Static Billboard Ad Displays
- o Video Commercials on LCD screens with social media advertising

Product Distribution include the following:

- o Shelving Preferential
- o Mass Distribution Options



Why choose The Mane Vendor / The Mane Barber?

Advertising Benefits:

- Direct Target Market
- Captive Audience Salon place-based original digital programming targeted to a captive consumer audience spending 30-60 minutes receiving salon services
- Interact with The Mane Vendors Audience- Use mobile marketing and social media interaction to connect with our captive audience with special offers, contests, voting, promotions and additional information.
- There are virtually unlimited ways to connect a mobile campaign to your on-screen ad at minimal cost.

Product Distribution Benefits:

- Direct Target Market
- Captive Audience
- Stylists and Barbers partner with The Mane Vendor as Brand Ambassadors promoting products within the machines
- Daily Reports of activity
- Direct Deposits
- Weekly Service and Reloading machines
- Rotating static advertisement

DEMOGRAPHICS

The hair and nail salon environment is like no other available to advertisers in the out-of-home space (OOH). The salon industry dwarfs the cinema industry, comprising approximately 360,000 locations in the U.S. and over \$150 billion in worldwide sales, with nearly 50% in the U.S. Every month over 100 million Americans visit salons. Unlike other OOH environments, salon customers are literally captive in their seats.

The salon demographic is perfect for marketers who want to connect with the difficult to reach, affluent and better educated consumers. The majority of salon customers fall into the 35-64 age group, are college educated and earn over fifty thousand dollars per year.

Personal Care Services

The largest households and older householders are the best customers of personal care services such as haircuts, massages, manicures, and facials. Householders aged 35 to 64 spend 8 to 14 percent more than average on these items. Married couples without children at home (most of them empty-nesters) spend 25 percent more than average on personal care services, while those with school-aged or older children at home (the largest households) spend 31 to 37 percent more than average.

Hair Care Product

The best customers of hair care and beauty products are the largest households and households with the most women. Married couples with children at home spend 58 percent more than average on this item, this figure peaks at 65 percent more than average among couples with preschoolers.

Householders aged 35 to 54, many with children at home, spend 25 to 28 percent more than average on hair care and beauty products and control half the market.

The following facts are from [Best Customers: Demographics of Consumer Demand](#),



THE MANE VENDOR

Our target for beauty salons are women ages 35 to 54, many with children at home, spending 25 to 28 percent more than average on hair care, nail salon services, and beauty products. These women are top spenders in the beauty industry and control half the market!



THE MANE BARBER

Our target market for barber shops are men ages 25 to 50, many with children at home. These men are considered top spenders in men's grooming and personal care.

25% 18-34, 45% 35-54
90% Female
73% Caucasian, 17% African American
37% Go To Bars and Nightclubs
41% Dine Out 1+ Times/Wk.
35% Go To Live Theater
73% Go To The Movies
75% Buy Based On Quality/Not Price
44% Say They Are Spenders/Not Savers
53% Consider Themselves Purchase Influencers



49% Workout At A Health Club
30% Workout At Home 2+ Times/Wk.
21% Do Aerobics



28% Have Bachelor's Degree
27% Have A Post Graduate Degree
52% Work Full Time
48% Professional/Managerial
41% HHI \$100K+
18% Have Financial Investments





Independent research confirms frequent visitation, strong spending/visit, significant time spent receiving salon services.

WOMEN ANNUAL HAIR SALON VISITATION

40% 4-6X/Year

20% 6-10X/Year

30% >10X/Year

MEN ANNUAL HAIR SALON VISITATION

30% 4-6X/Year

21% 6-10X/Year

42% >10X/Year



Milestone: Celebrity Endorsement Special Edition Kim Kimble Machine featured on reality show LA HAIR!

Featured on season 3 September 2015 and will be featured on season 4 September 2017

The Mane Vendor is a new revolutionary concierge salon retail system that has been featured in over 1,000 publications within the last 24 months.

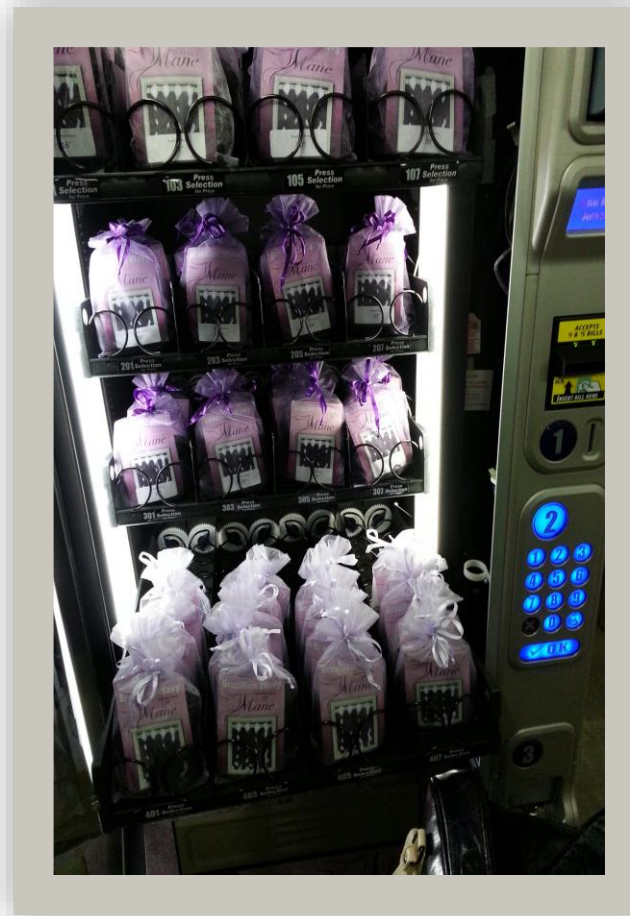
AS SEEN ON:



#1 Billboard Ad Display



#2 Experiential Marketing Product Giveaways



#3 Commercial Ad Space & Social Media Advertising





Build stronger brand connections through experiential marketing!!

The Mane Vendor offers a full calendar of multi-platform programs and experiential opportunities that provide a deep consumer connection helping your brand influence what millions of women and men must have now!

- * On premise sampling distribution method dispensed via smart machine
- * One piece per patron activated and dispensed in exchange for social media connection and promotion
- * On screen prompt in digital ad or printed media billboard
- * Data capturing process



Twitter Activated Vending Machines

Once the consumer approaches the vending machine it is sensor activated. The consumer is prompted by the LCD screen to Tweet specific hashtags/handles to receive their free gift. Often, users are prompted to answer a question (i.e.. “What is your favorite flavor of our product? Tweet your answer to @thecompany#freeswag”) The consumer will use their own phone/tablet to tweet their response. Once the tweet is sent, the screen will switch to a “vending” screen and the product will dispense. The screen will then thank the consumer at their personalized Twitter handle (i.e.. “Thanks for tweeting, @themanevendor”) The consumer picks up their gift from the drop bin and the screen returns to the home screen for the next user queue.



Instagram Activated Vending Machines

Once the consumer approaches the vending machine it is sensor activated. The LCD screen instructs the costumer to share a picture from their phone via Instagram with specific hashtags/handles to receive their free gift. Often, users are prompted to post a specific image (i.e.. “Share a photo of yourself wearing our product or a picture of the machine to @thecompany#freeswag”) The consumer will use their own phone/tablet to take the image and share to Instagram. Once the photo is shared, the screen will switch to a “vending” screen and the product will dispense. The screen will then thank the consumer at their personalized Instagram handle (i.e.. “Thanks for Sharing, @themanevendor”) The consumer picks up their gift from the drop bin and the screen returns to the home screen for the next user queue.



Metrics/ROI: Boston Red Sox

“In terms of the specific social media metrics, this activation registered 25 million impressions over a three-day window. There were 4,500 Twitter mentions and 1,400 Instagram posts, reaching a potential viewership of 18.5 million users. Pertaining to Twitter, 35 percent of those mentions were retweeted by 1,390 unique profiles, extending the mentions to another 7 million people. The short form, ease of communication, and individual interaction presented Twitter and Instagram as the most viable social mediums for this campaign.”

–Boston Red Sox via SportTechie

More case studies available upon request.



Chicago White Sox @whitesox · 3h
Miss your chance at the #SoxTixTour vending machine yesterday? It's at Randolph and Wells this morning!



Q & A

How will we prevent someone from Tweeting anywhere other than the machine and causing the machine to keep vending?

-We offer a unique method to where the consumer has to literally be directly in front of the machine at that moment in time to trigger the machine to vend. Once it vends, it will not vend on retweets.

-Can we limit the number of times someone can Tweet/Share?

-Yes, we can make this unlimited, one Tweet/Share per day, or set a specified amount of time before the consumer can interact with the machine again.

-Will items randomly dispense or does the consumer get to choose their specific item?

-Either way. We can set it up to randomly dispense or allow the consumer to choose specific items, such as the size of a t-shirt.

-What is needed to run the machine on-site?

-Standard power: 120VAC/60Hz/1.5 amps and Internet connectivity: Wi-Fi/hardline/3g/4g air card.

-Does a user's account need to be public for this to work?

-Yes

-What kind of analytics can you pull post-event?

-With Twitter, we can pull the user handle, the actual tweet, number of tweets, retweets, favorites, and total reach. For Instagram, we can pull the user handle and number of total posts.

-Are these only available within the USA?

-No. Our machines are offered worldwide without issue. Canada, Mexico, UAE, Australia, UK, Japan, etc....

More Options

Code Entry: The company/brand will give out unique "codes" to each participant at an event. These unique codes will be entered at the machine to trigger a vend. The codes can be used repeatedly or make it "one-and-done."

-Badge Scanning: Great for tradeshow, the machine will ask the user to scan their badge at the machine in order to receive a free product. We collect all of the badge data on the back-end.

-Quiz/Survey: The consumer will take a brief survey/quiz on the touch-screen of the machine. They can receive a free product for simply taking the survey/quiz, or we can dispense a specific product based on the score that they receive (i.e.. Higher score = Better prize.) We pull all of the quiz answers post-event and send a report to the client.

-Data Capture: The consumer will fill out their data into blank spaces on the screen. We can collect almost any kind of data that is requested.

-Auto-Generated Email: The consumer will be prompted to enter their email address on-screen. Once that is entered, our software will automatically ensure that is a valid email and send them an auto-generated email with all of the information that the client would like (i.e.. "Thanks for using our machine, now take this coupon to the store for 20% off.")

-Combination: We can also combine most of these with a social media application as well (i.e.. Take a survey and then tweet at the end to release the prize.)

-Custom Applications: In addition to these, we can offer custom applications based on the experience you are looking for. From simply custom software applications for the machine, to custom fabrication/machinery as well.



Salon “place-based” original digital programming targeted to a captive consumer audience spending 60 –120 minutes receiving salon services.

- **Content Can Be Changed In Near Real Time**
- **Existing Media Can Be Repurposed**
- **30 Minute Program Loop, News & Entertainment Programming**
- **Ad Units: Video, Flash, Banners, Crawls, Static Message**
- **Monthly ROS Placements Or Multi-Month Sponsorships**

THE
MANE BARBER
MENS GROOMING CONCIERGE



Currently we are only offering product shelving opportunities to companies that appeal to men. The Mane Barber is releasing 100 Barber machines 3rd quarter 2017. The Mane Barber provides shelving space to product lines at a minimum service cost. Our machines are divided into territories that equal a total count of 10 machines per territory. For territory list and custom pricing options please speak to your representative.

Locations:

10 DMV

10 Baltimore

20 New York

10 Philadelphia

10 New Jersey

10 Atlanta

10 Houston

10 Dallas

10 LA

Product Distribution Benefits:

- Direct Target Market
- Captive Audience
- Barbers partner with The Mane Vendor as Brand Ambassadors promoting products within the machines
- Daily Reports of activity
- Direct Deposits
- Weekly Service and Reloading machines
- Liability Insurance
- Rotating Static Advertisement free of charge with shelving space

Rates:

Service rate Introductory
Price \$7,000.00 per year
per machine

Affiliate salons and barbers are invested in The Mane Vendor. Salons receive commission on ad space and a monthly rental rate. Stylists and Barbers partner with The Mane Vendor/Barber as Brand Ambassadors.

Total Rotation Length/ Number of Spots

- All spots repeat every 30 minutes all day every day in each salon/ barbershop
- The average salon/ barbershop is open 7 days for 10 hrs.
- Each spot will air an average of 140x per week in each salon/ barbershop

New Affiliate Salon / Mall locations

10 DMV
10 Baltimore
20 New York
10 Philadelphia

10 New Jersey
10 Atlanta
10 Houston
10 Dallas
10 LA

Future Machines 3rd quarter 2017 expansion -100

Audience -250,000

Monthly Impressions -750,000

Contact US

Deadline for submission of payment June 15th, 2017

Deadline for advertisement May 31, 2017

Corporate Sales:

Tressa Eleby
Sales@themanevendor.com
703-869-2935

The Mane Vendor INC
10560 Main St #407
Fairfax, VA 22030
855-626-3836

Dimensions

Static artwork best sized at 1280X720 pixels, JPEG Video format 4:3 , Sized 800X600 , 720p or 1080p at 29.97 fps

Digital Format

WMV or AVI

Delivery

CD, DVD, Flash Drive: