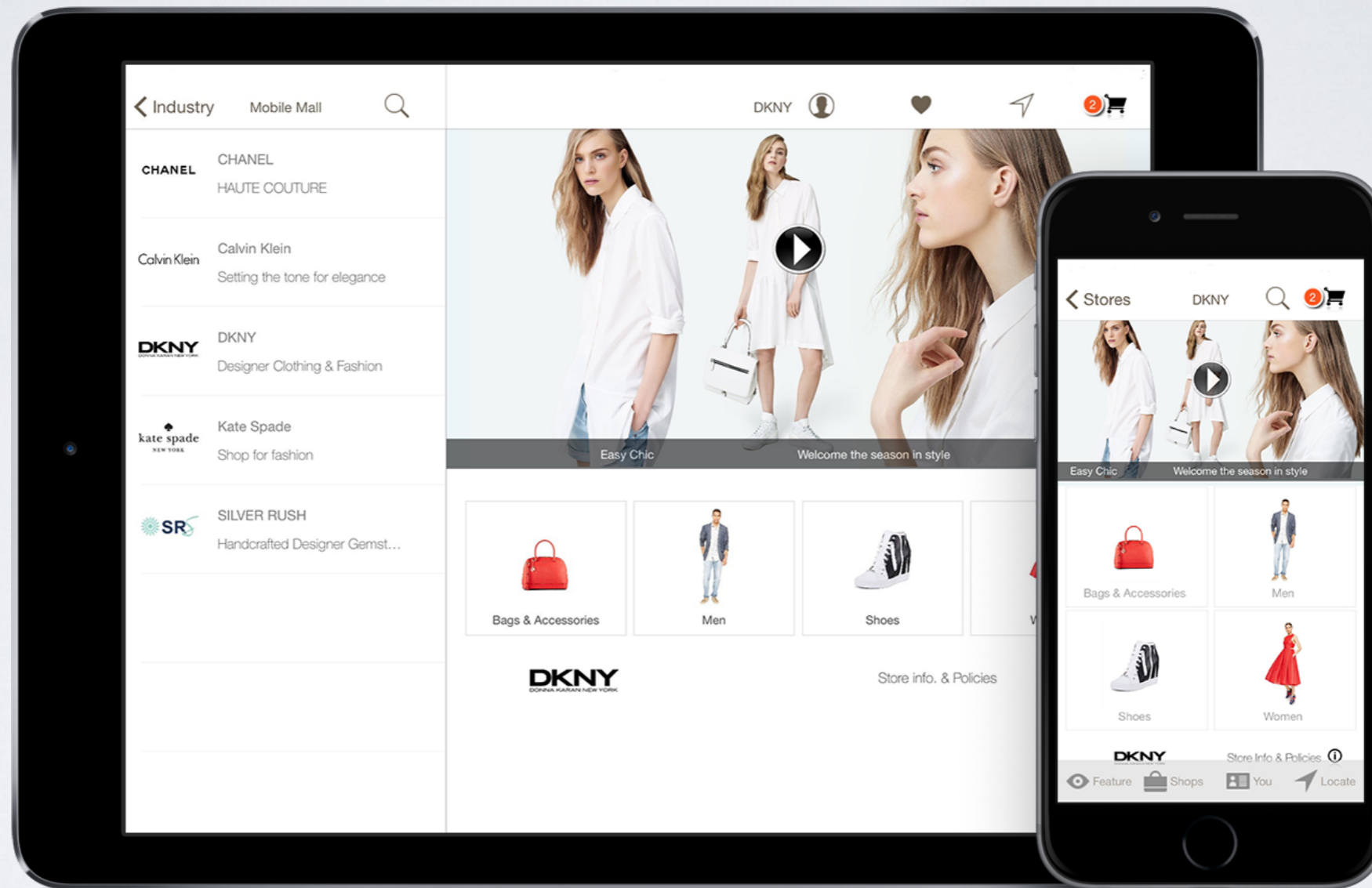


MOBILE MALL

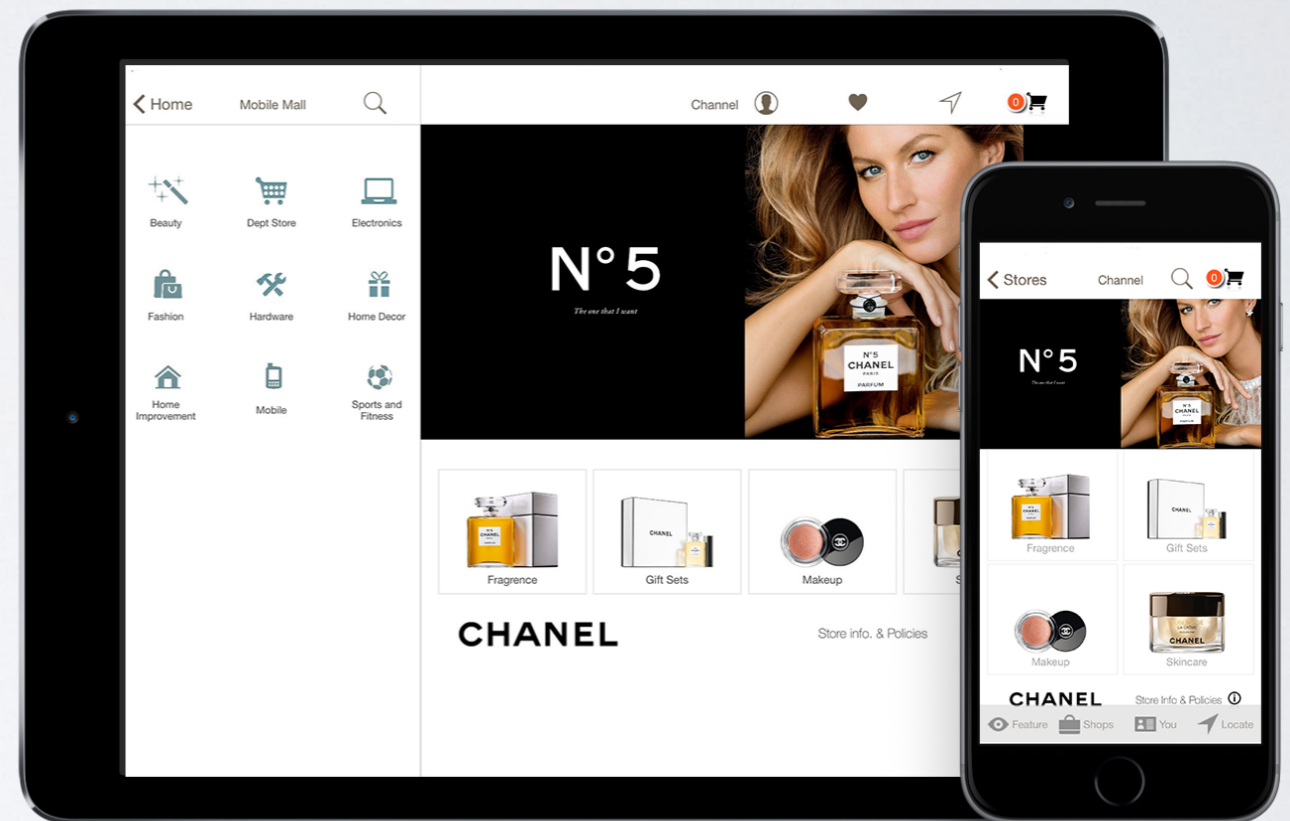
Go Mobile. In Minutes



MOBILE MALL

Creating the worlds best mobile shopping experience in minutes

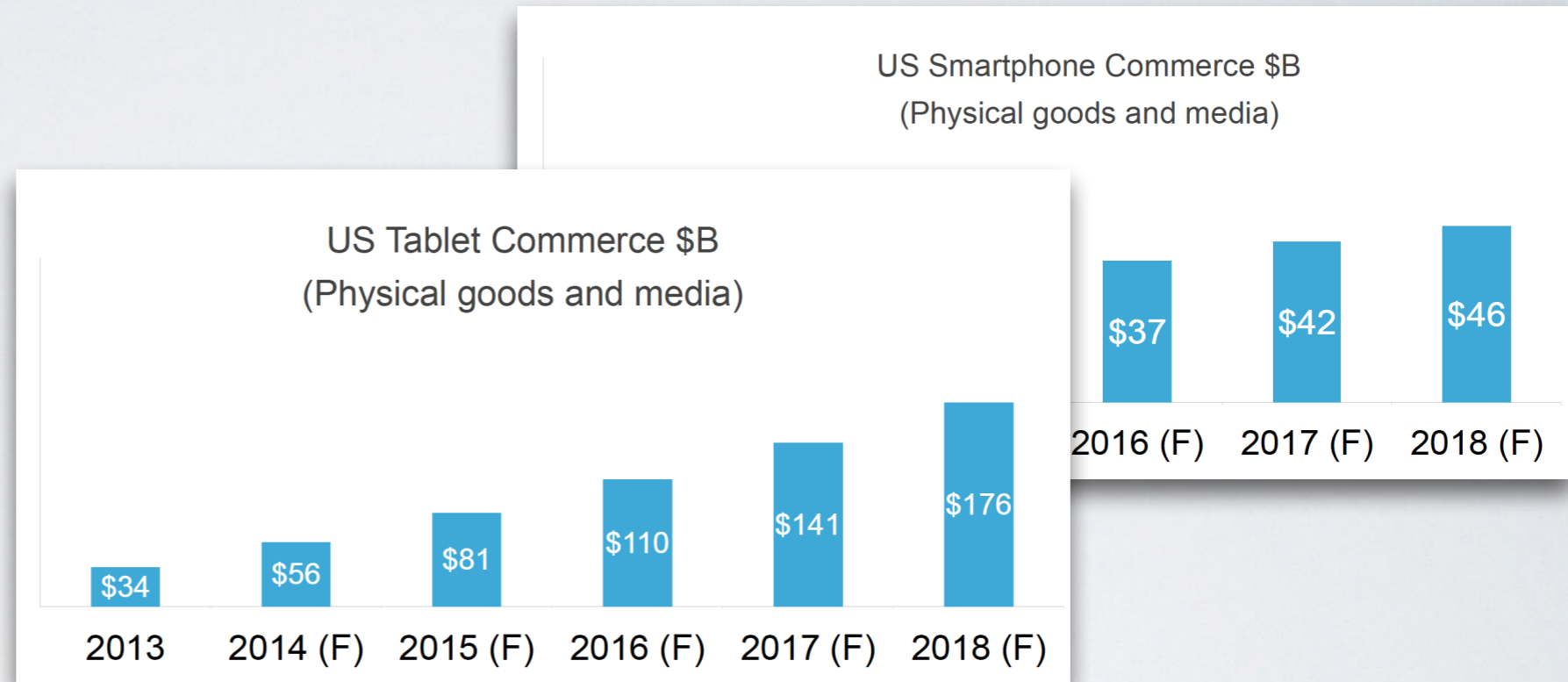
Mobile Mall is a market place full of choice, where buyers can browse and choose between multiple brands, where merchants can create a world class store, with no money down and nothing to build offshore



MOBILE GROWTH

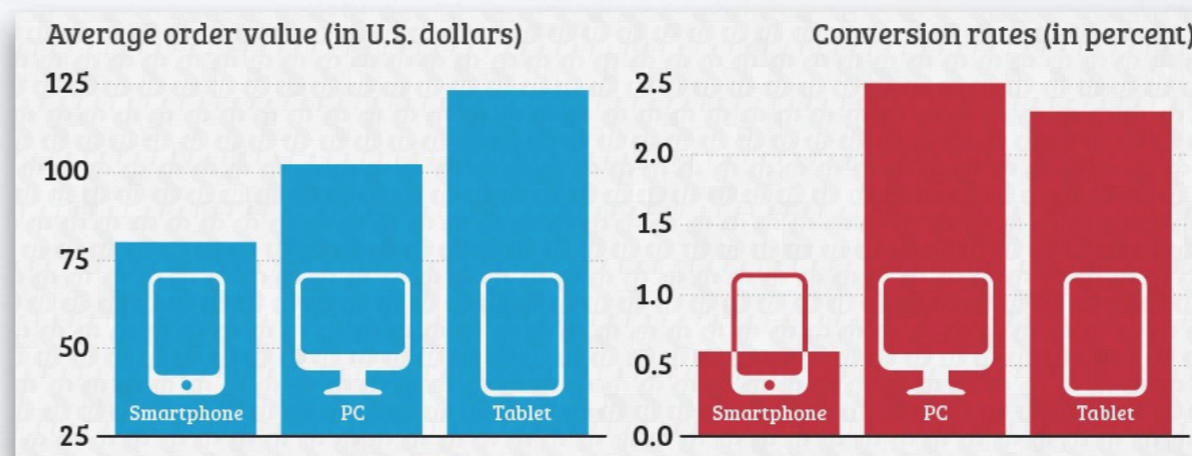
Shopping on mobile continues to grow

Mobile commerce continues to grow, with \$147B in sales for 2016 and \$222B by 2018.



SOURCE: Forrester's smartphone commerce forecast

Yet sales completion remains extremely low, with 1/2 a percent conversion for mobile phones



SOURCE: Mashable

MOBILE WEBSITES

Compromised to serve both desktop & device

Shopping on a mobile device is painfully slow, and hard to do while on the go. Filling out forms on a mobile device isn't anything you'd want to do twice

Mobile sites cause a lot of the strife since the experience is compromised to serve both desktop & device. At times the content is too much, the pages load slow and don't respond to your touch

They try a few things to increase the speed and reduce the time, like caching with companies like Akamai

But as research suggests from around the web, the mobile browser may soon be dead, as more and more users choose to spend time with their apps instead

The image shows two smartphones displaying mobile website forms. The left phone displays a form titled "1. Personal information" with a section for "Customer information". It includes input fields for "First name", "Last name", "Email address", and "Confirm email address". Below the email fields, there is a note: "This email address will be used to communicate with you about this order." At the bottom, there is a "More information" link with a plus icon and a "Preferred language" section with a radio button selected for "English". The right phone displays a "Billing address" form with input fields for "Street number", "Street name", "Apt. (Optional)", "Apartment, suite, floor, room, etc.", "Entry code (Optional)", "City", "Province" (with an "Edit" link), and "Postal code". Both forms have a "Done" button at the bottom right.

Forms on a mobile website

MOBILE APPS

Customers use apps 80% of their mobile time

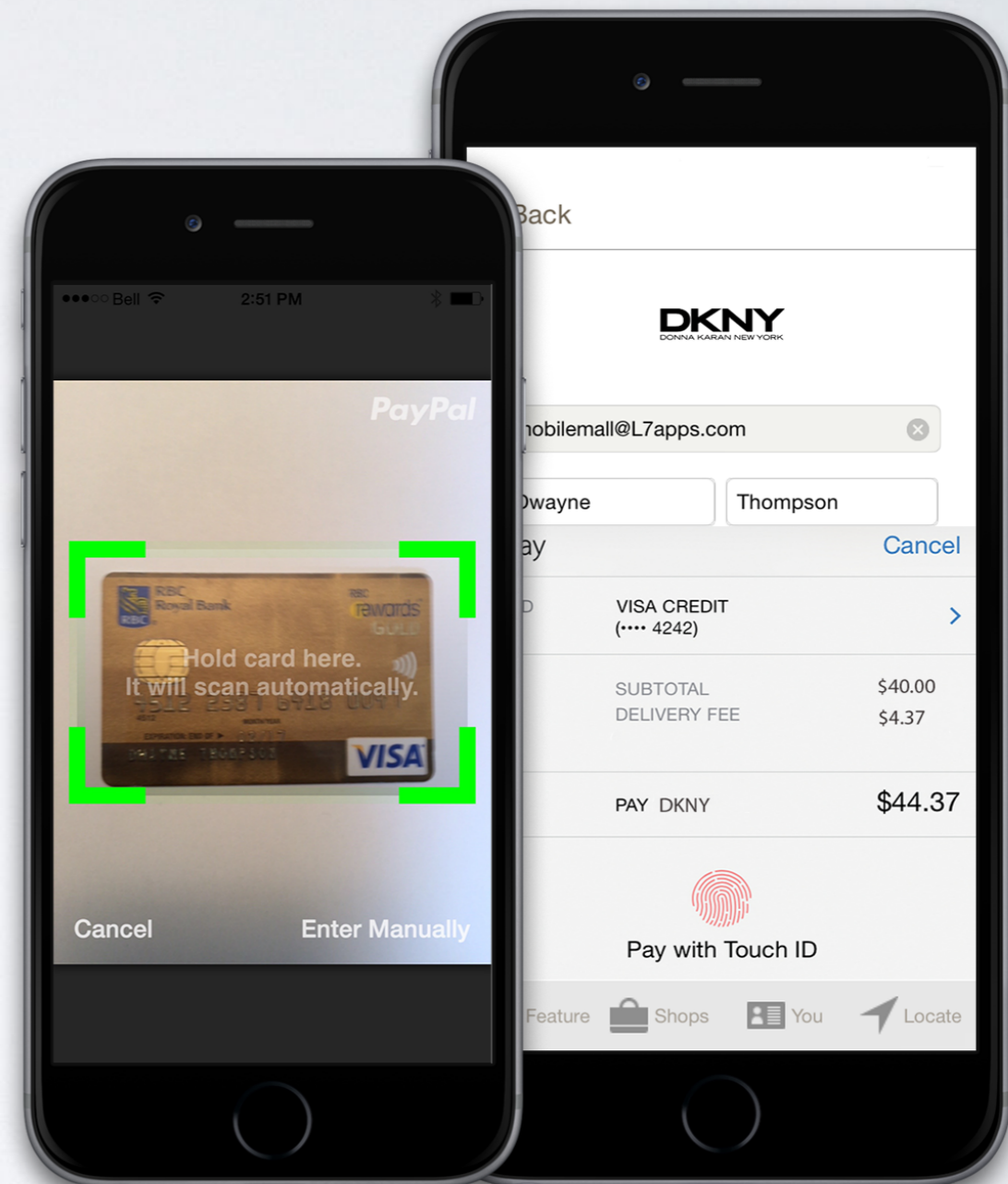
Your customers use apps 80% of their mobile time, and that's the best way to reach them when they're active online.

A Mobile app is much easier to use. With speeds that can't be achieved with a mobile website

Use an app once and it knows who you are, to make a purchase, just scan your credit card

Use Touch-ID to scan your fingerprint and make a purchase in a wink

Apps have access to personal information, to save a user time and frustration



Easy checkout with Mobile Mall

MOBILE APPS

Apps convert 30% better than mobile websites

Consumers indeed prefer the simplicity that apps provide, rather than the variety and diffusion inherent in websites

30% more users convert with an app, plus they capture powerful information for you to extract, information that you can savour to gain insight into your customers interests and online behaviour

But some apps get downloaded and forgotten, without proper engagement that can happen. And for every store a customer wants to explore, they have to download another app.



A separate app for every store

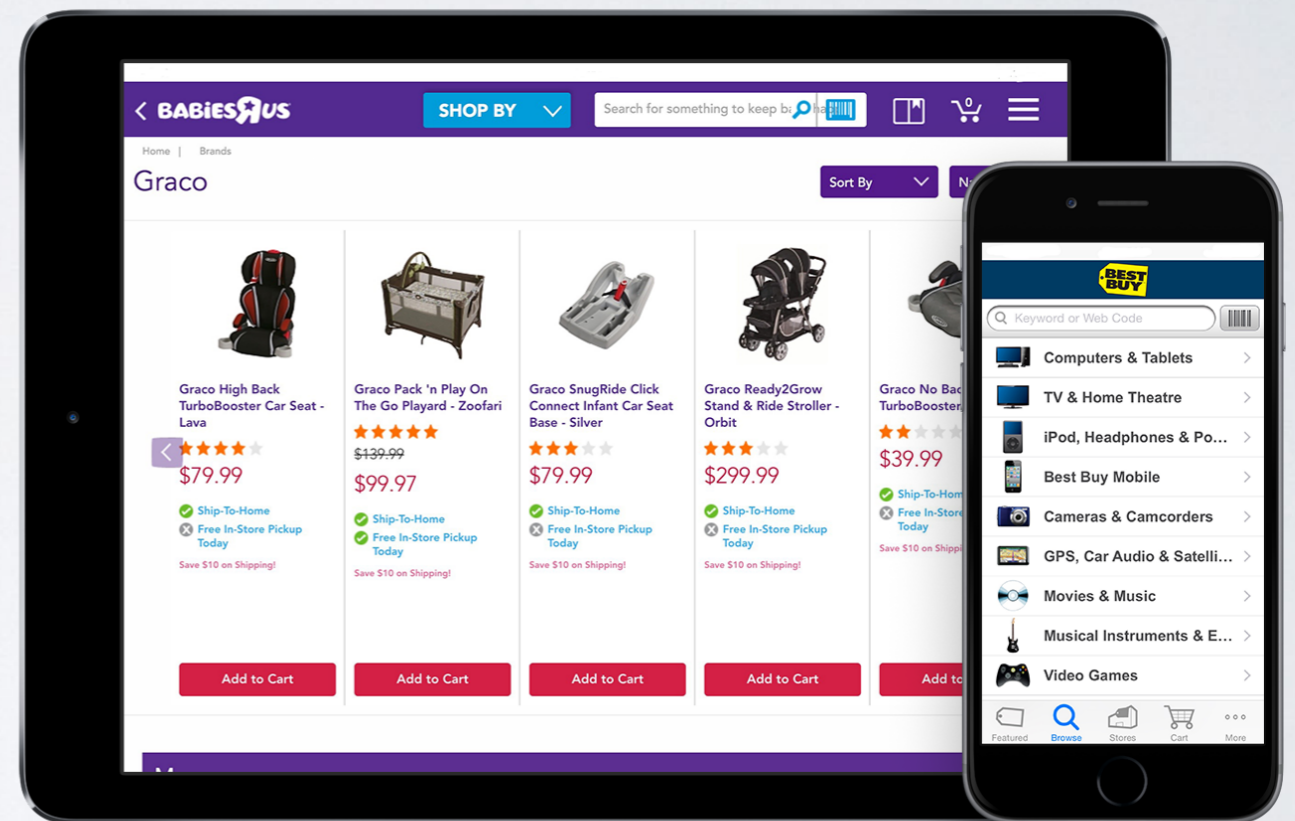
MOBILE OPPORTUNITY

Less than 10% of top brands have a commerce app

Apps are expensive that's for sure, building one can cost you 500K or more. Less than 10% of top brands have built one as well.

For most the cost is prohibitive and too much to bear, along with app store approvals to release the software

With Mobile Mall you can build your mobile store in a snap, with all the advantages you get with an app. They're no app store approvals required at all. Just add your products and you're in the mall. With unrivalled speed and unlimited capacity, this must be a part of your mobile strategy



Less than 10% of top brands have a mobile commerce app

SOURCE: App Annie Index™

MOBILE MALL

Creating the worlds best mobile shopping experience in minutes

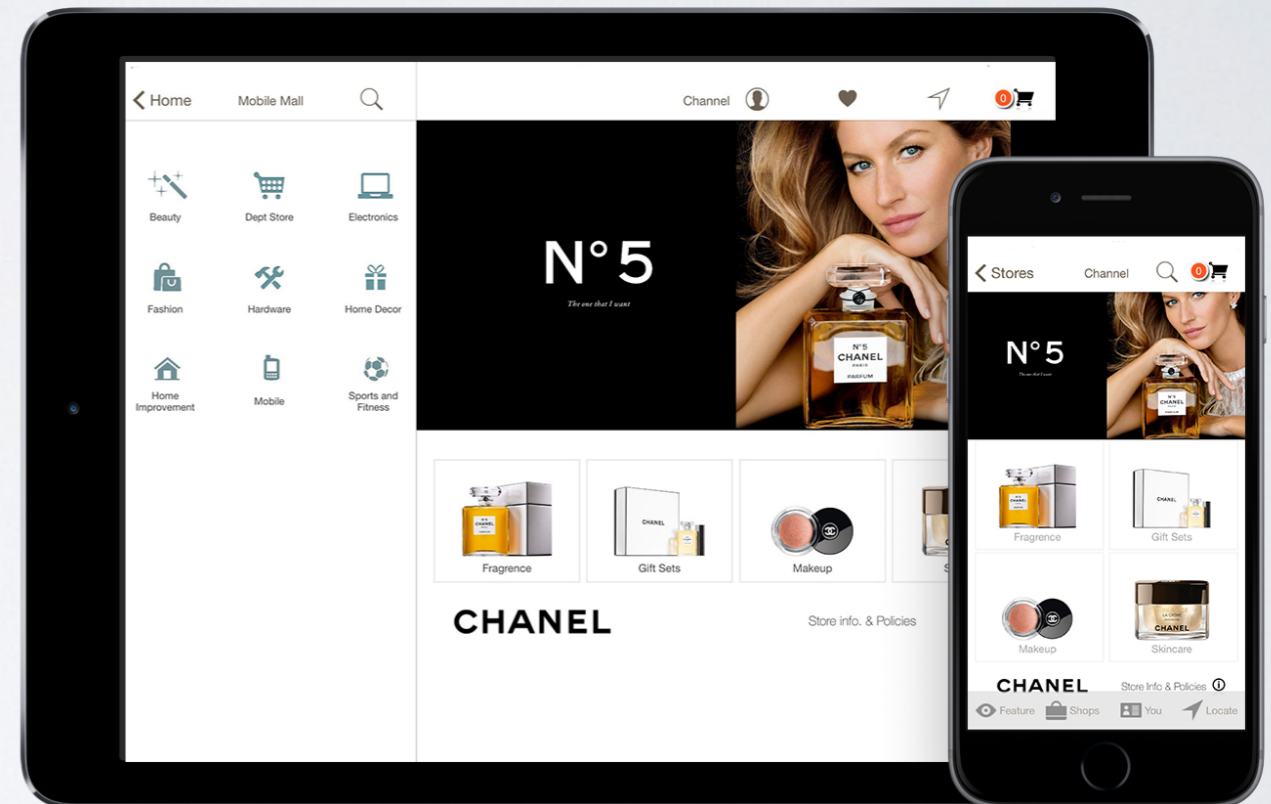
Shopping for watches handbags or hats, now all you need is one single app. Mobile mall is the most advanced shopping app of all. Save an item as a favourite and get notified if the price falls.

Start your purchase on your iPhone and finish it on your iPad, switch between devices and you'll see exactly what you had

Scan your credit card, or pay with your fingerprint.

With ApplePay its easy you can checkout in a wink

Pinch and zoom and navigate with ease. Shopping with mobile mall is just such a breeze

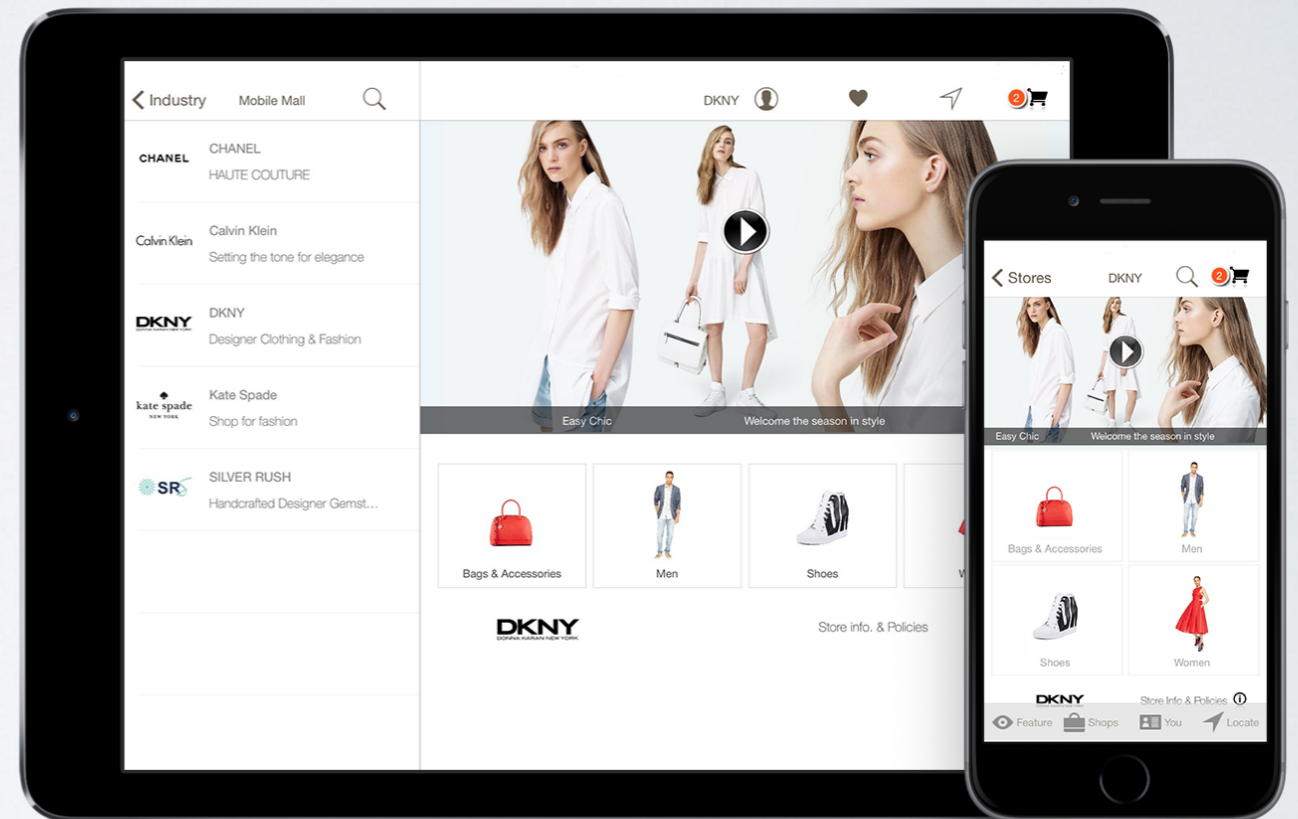


MOBILE MALL

Creating the worlds best mobile shopping experience in minutes

No need to spend thousands building, supporting and maintaining an app, our low monthly maintenance fees takes care of all that

An enjoyable shopping experience to be had by all, So just go to the App Store and download the Mobile Mall



MOBILE MALL

Go Mobile. In Minutes

CONTACT US

mobilemall@L7apps.com

d.thompson@bell.ca

www.L7apps.com