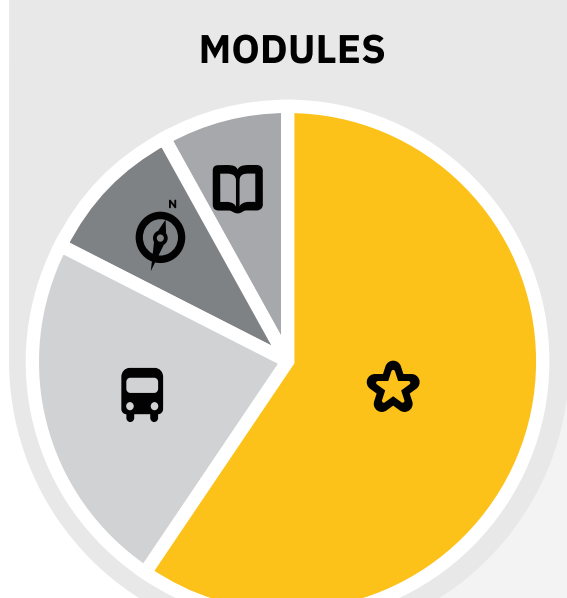
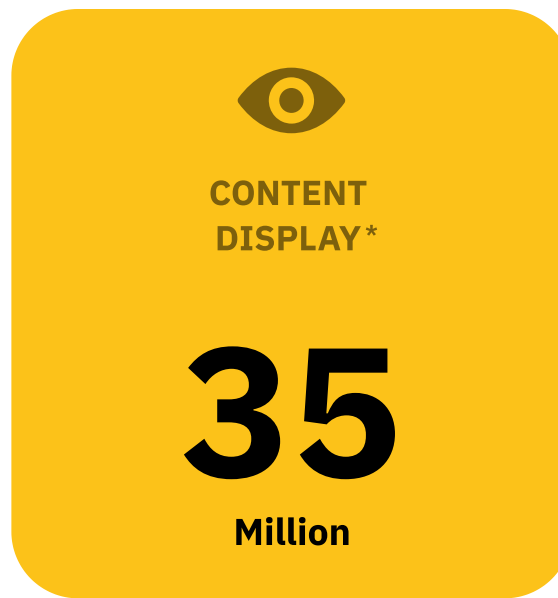
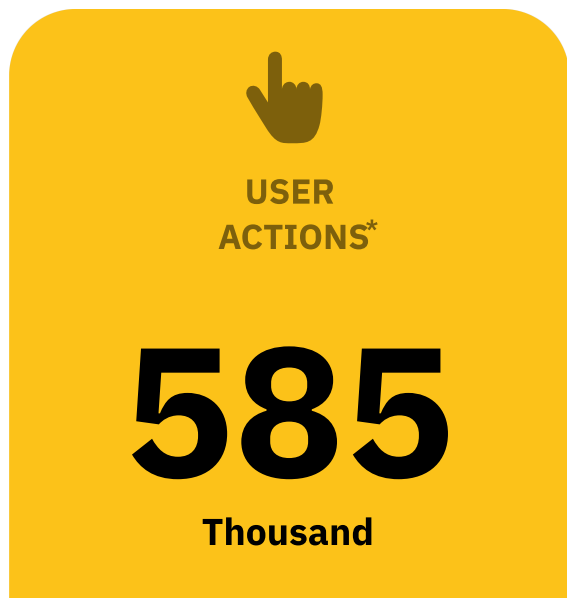


TOMI celebrated 5 years in Rio de Janeiro

TOMI celebrated 5 years in Rio de Janeiro! During the 5 years there were registered more than 47 million user actions, and more than 1 million photos&GIFs. Thank you all for this amazing 5 years and to many more!



In July, the Events module was in the higher demand, promoting mainly art & culture, exhibitions and outdoors events, happening in the cities.

TOP CONTENT CATEGORIES

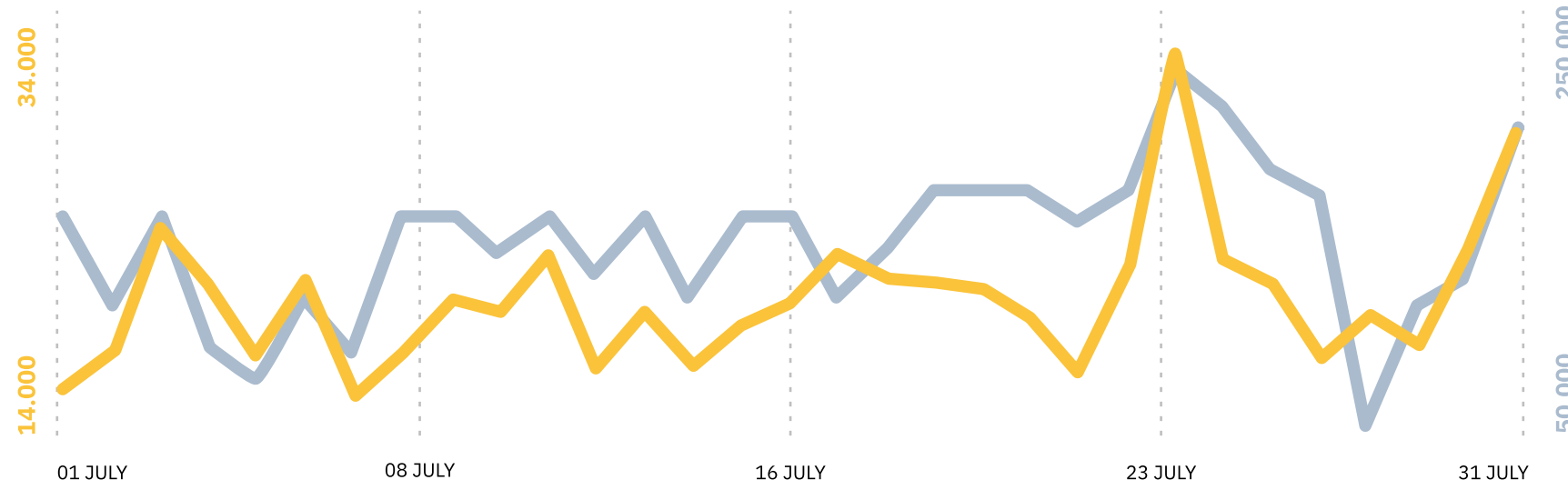
USER ACTIONS
Top Content Categories by Module

NEWS	EVENTS	SEARCH
Culture	Art & Culture	Where to Eat
City	Music	Where to Stay
Society	Outdoors	What to Do

DURING THE MONTH

USER ACTIONS
Monthly User Actions Evolution

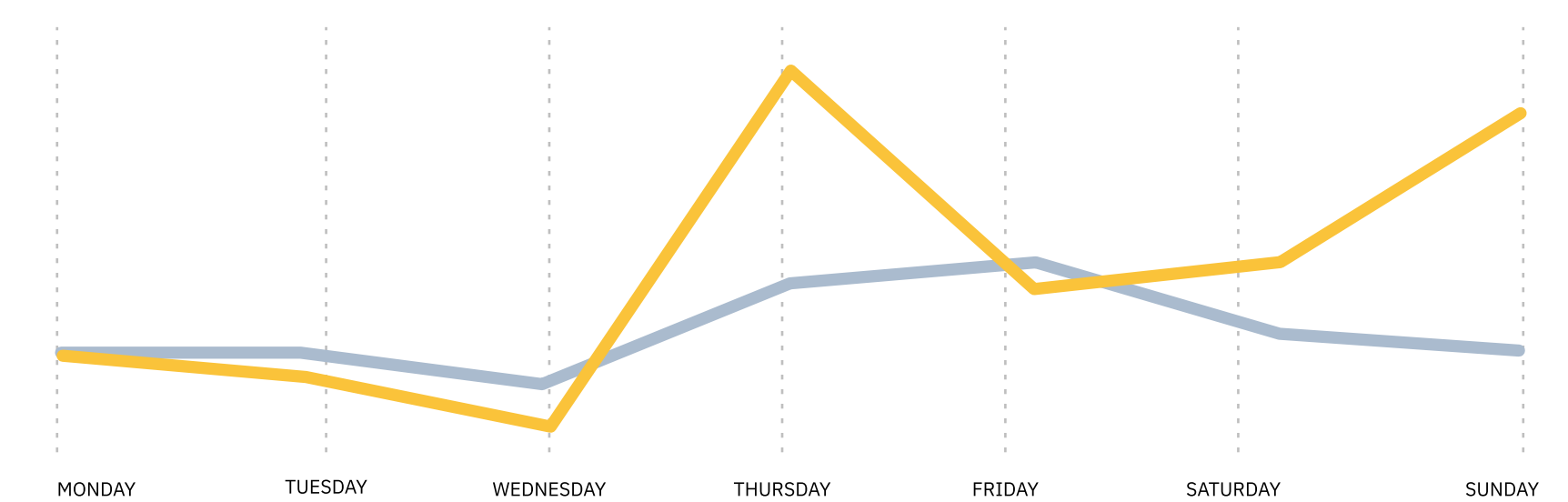
PEDESTRIANS*
Monthly Pedestrian Evolution



WEEKLY TREND

USER ACTIONS
Average User Actions Count by Week Day

PEDESTRIANS
Average Pedestrian Count by Week Day

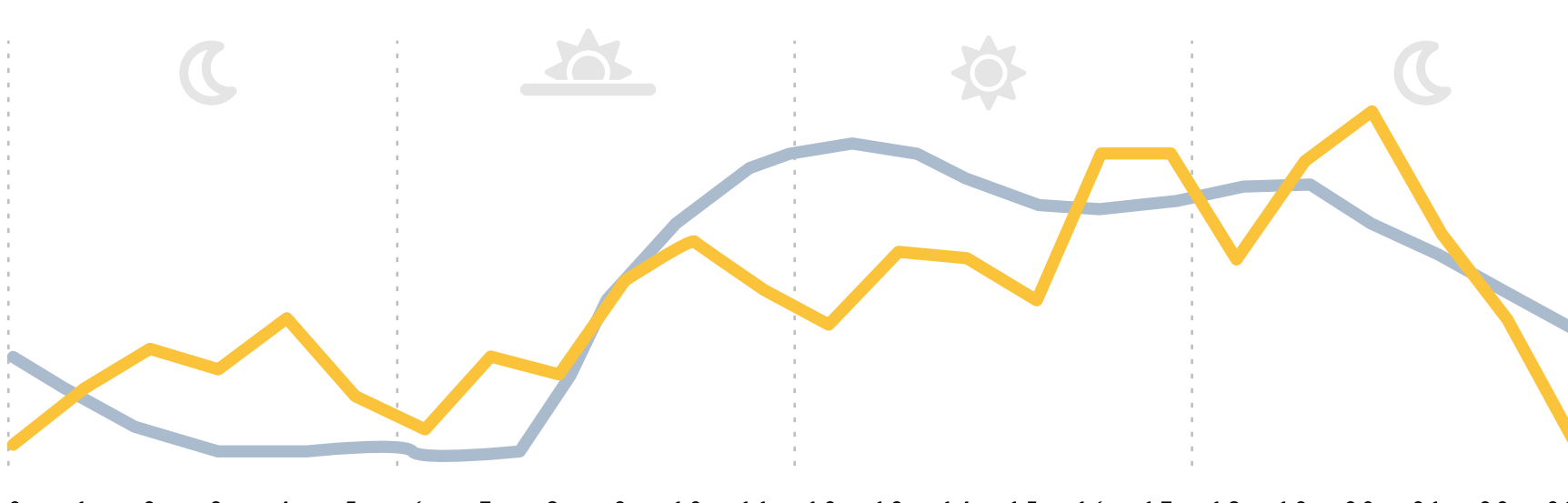


In July, the flow of pedestrians was very homogeneous, recording a peak on Fridays. In the user actions, there was a higher usage on Thursdays and Sundays. On Wednesdays was registered the lowest amount of user action of the week.

DAILY TREND

USER ACTIONS
Monthly User Actions Evolution

PEDESTRIANS
Monthly Pedestrian Evolution



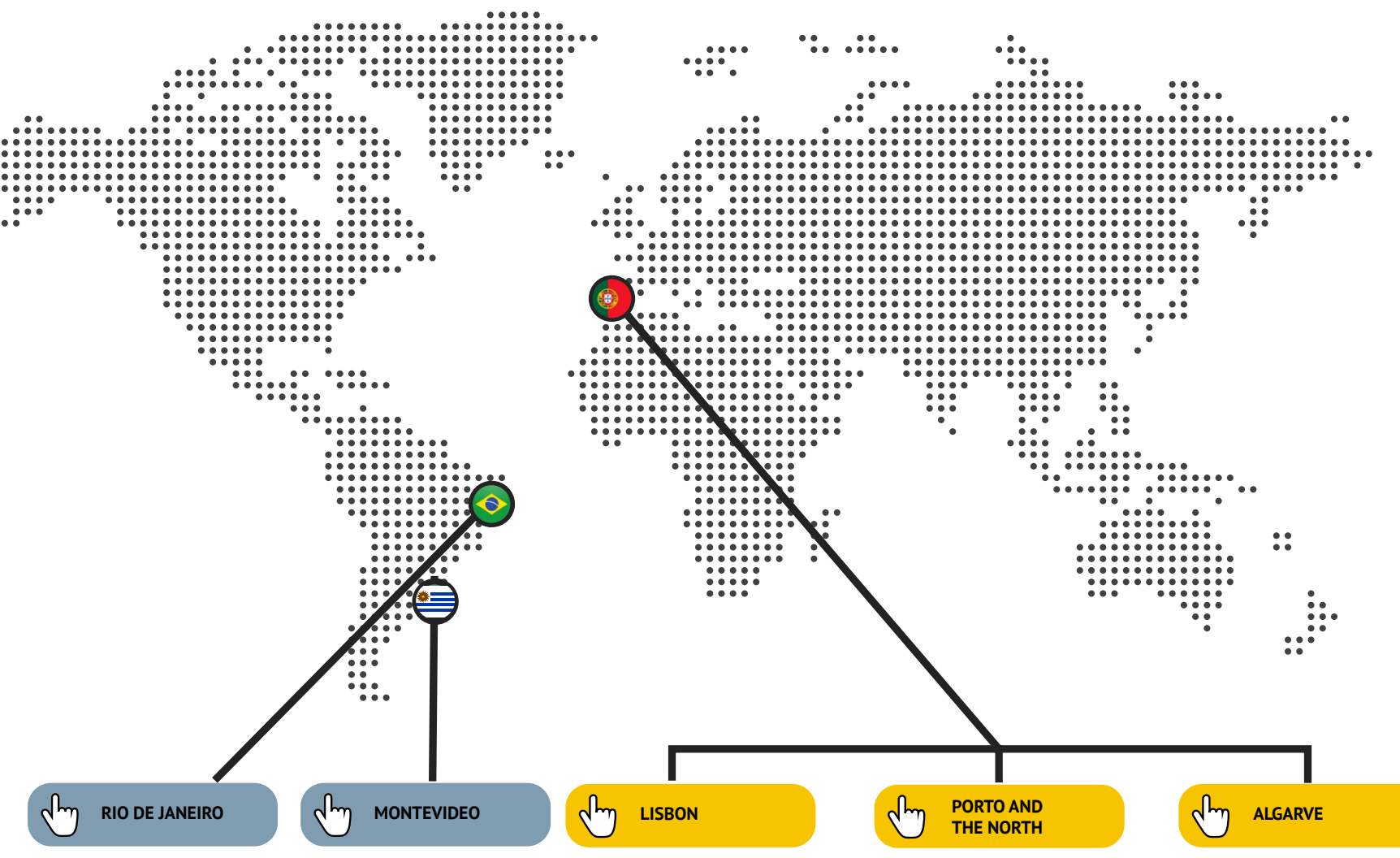
In July, was registered a peak of pedestrians flow between 9 am and 1 pm. Regarding the user actions, there were several peaks during the day: the highest user actions were observed between 4 pm and 5 pm, and at 9 pm.

July Overall Analysis:

In July, there was an increase in the number of Covid-19 cases detected in Europe, due to the new variants. Some regions retreated from the reopening phases to prevent the virus spread. In Latin America, there are still strict measures in place.

User Actions*: Values indicate the number of touches made on TOMI. Content Display*: Values show the number of each content exhibited on lists, selections and search. Pedestrians*: This data is completely anonymous and privacy is respected.

LOCATIONS



TOMI SMART MEDIA

TOMI is the best way to communicate and to reach the audience and interact in a creative way. See some of our campaigns in July in our networks.

Communication in the right place at the right time!



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