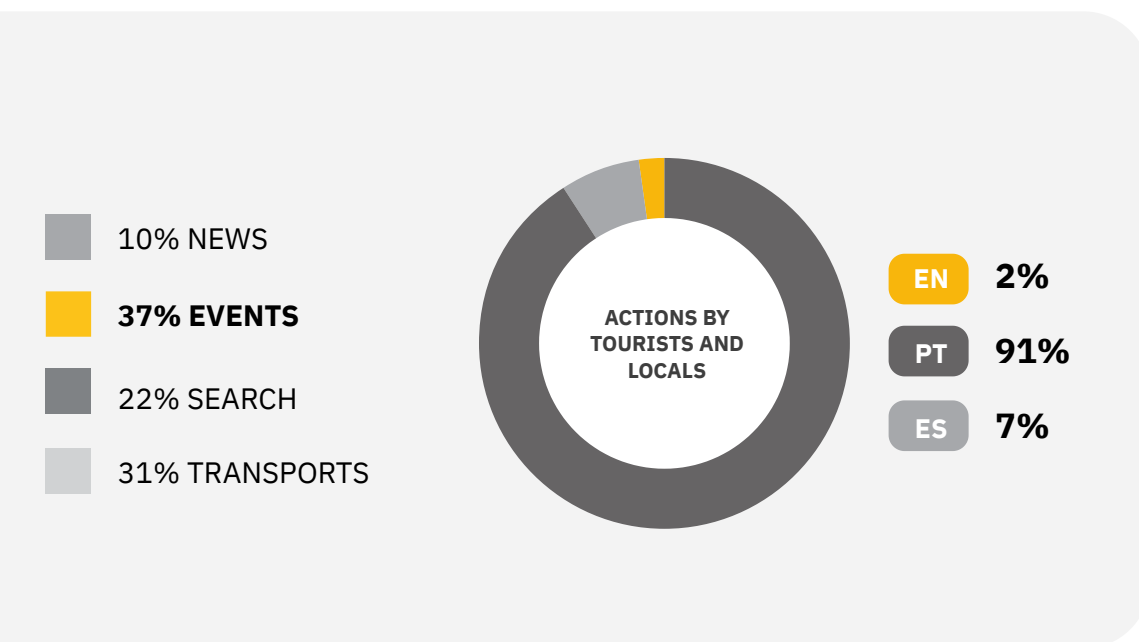
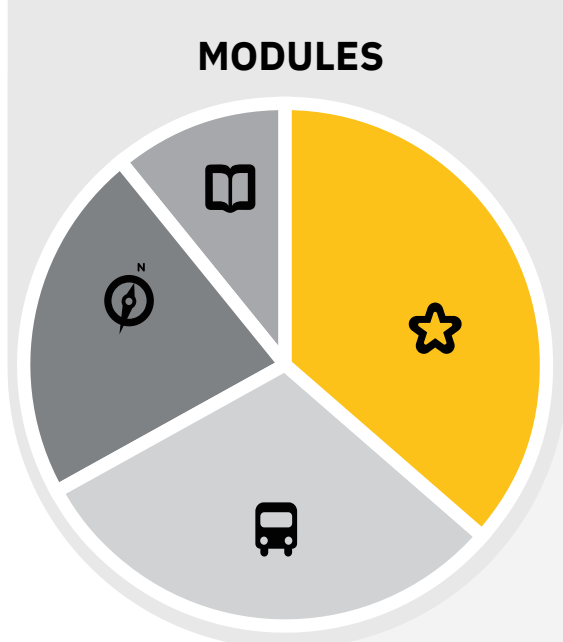
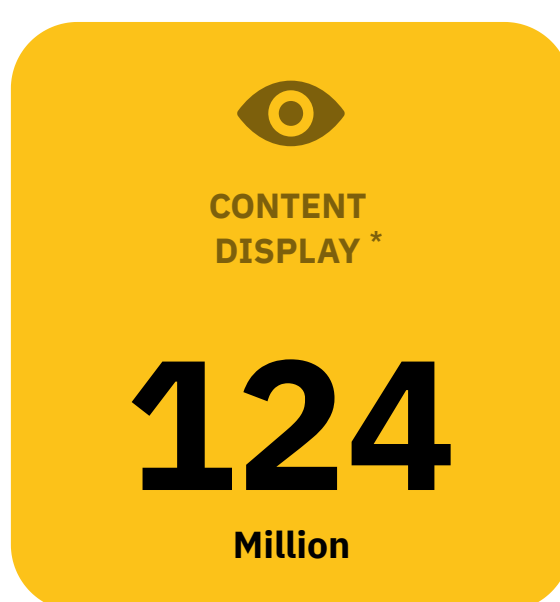


TOMI continued to protect cities with innovative technologies

During the year of 2021, TOMI continued to develop innovative technologies to help the prevention of Covid-19, supporting the reopening of all the cities post lockdown, in a safe and secure way. Some of these technologies were the detection of mask usage, or not usage, the detection and counting of pedestrians, and programmatic alerts.



During the year of 2021, the most used module was the Events module. TOMI users searched mainly for events related to Art & Culture, Exhibitions, and Music.

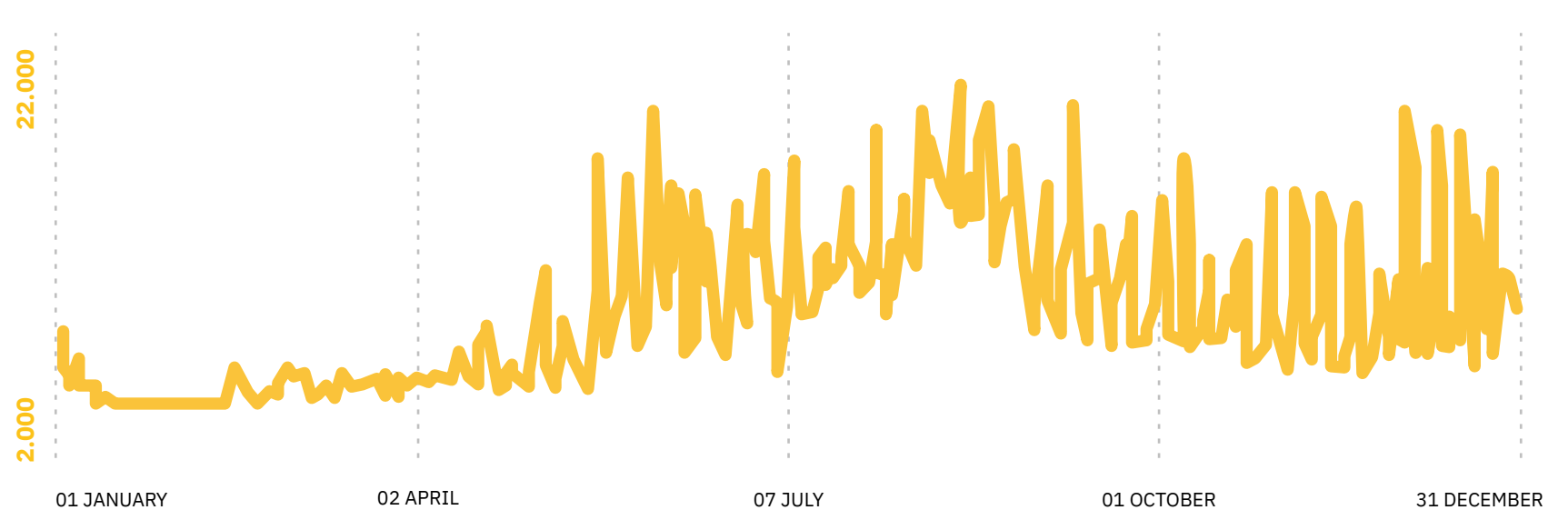
TOP CONTENT CATEGORIES

USER ACTIONS* Top Content Categories by Module

NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Art & Culture	What to Do	Praça de Táxis de Vila Verde
Culture	Exhibitions	Where to Eat	TUKTOUR
City	Music	Where to Stay	Parque da Cidade

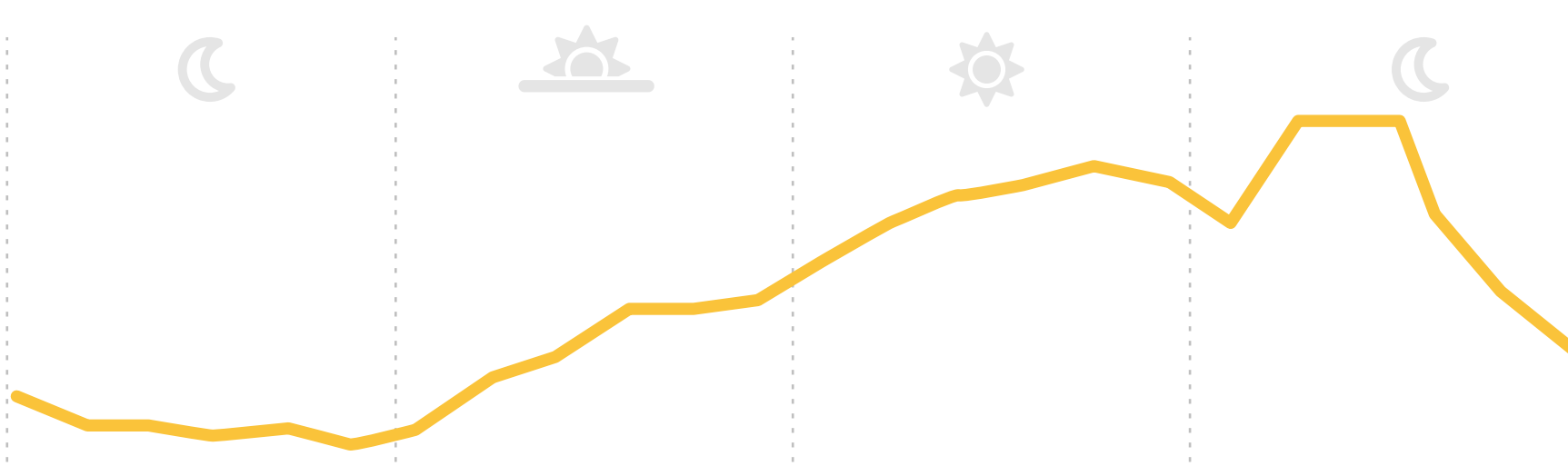
DURING 2021

USER ACTIONS Monthly User Actions Evolution



DAILY TREND

USER ACTIONS Monthly User Actions Evolution



In 2021, the afternoon period registered the highest amount of user actions. It was possible to observe a peak of user actions between 7 pm and 9 pm.

THE PODIUM

USER ACTIONS TOMI With Most User Actions

PHOTOS & GIFS SENT TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

- Matosinhos Leça TOMI - 342 460
- Arouca TOMI - 206 313
- Ponte de Lima - 171 207
- Vila Nova de Gaia TOMI - 157 697
- Vila Nova de Gaia CM TOMI - 157 676

SELFIE WINNER

- Matosinhos Loja TOMI - 4 552
- Vila Nova de Gaia TOMI - 3 738
- Valença TOMI - 3 387
- Arouca TOMI - 2 544
- Matosinhos Leça TOMI - 2 379

2021 Overall Analysis:

In the year of 2021, the Covid-19 pandemic continued, leading to a European lockdown earlier in the year. During the spring and summer, the number of Covid-19 cases decreased adding more users on the streets of the city. By the end of the year there was a new increase of Covid-19 cases in Portugal.

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.

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