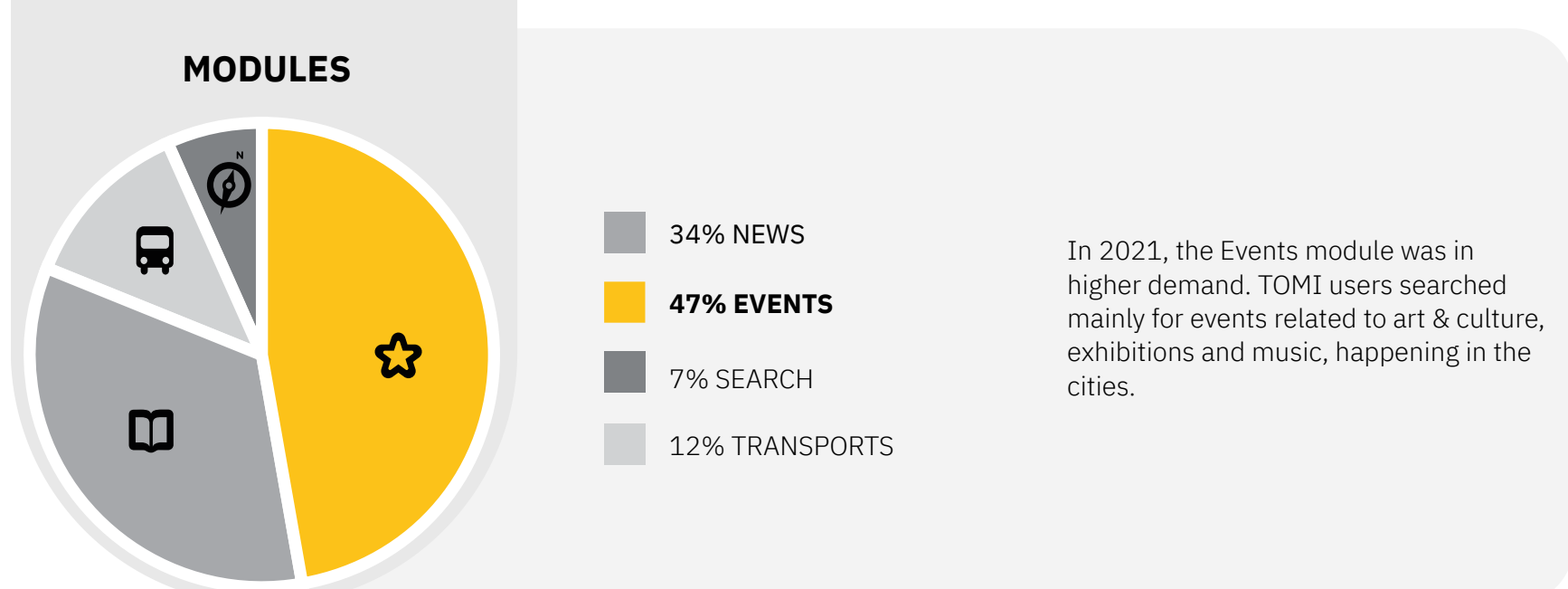
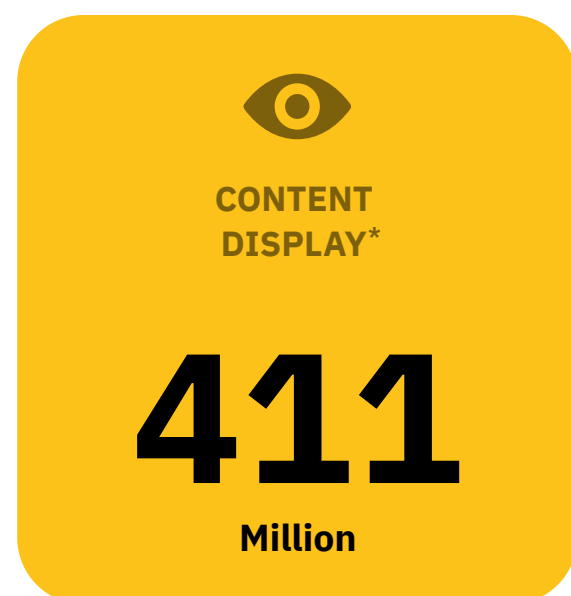




TOMI continued to protect cities with innovative

During the year of 2021, TOMI continued to developed 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.



TOP CONTENT CATEGORIES

USER ACTIONS

Top Content Categories by Module

| NEWS | EVENTS | SEARCH |
|---------|---------------|-----------------|
| Society | Art & Culture | Public Services |
| City | Exhibitions | Art & Culture |
| Culture | Music | What to Do |

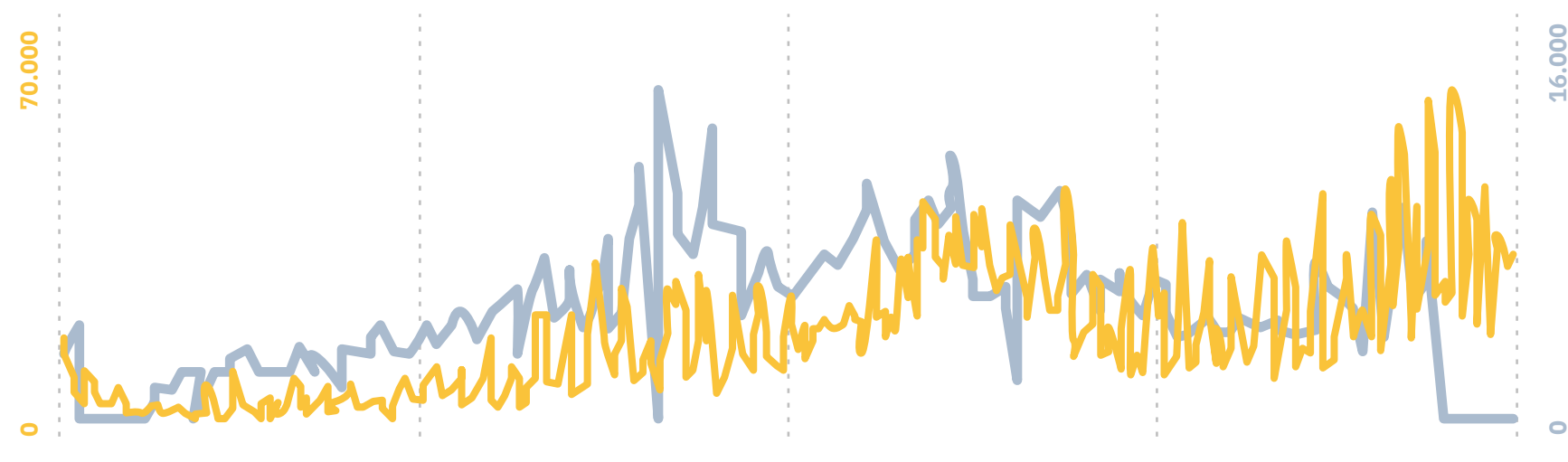
DURING 2021

USER ACTIONS

Monthly User Actions Evolution

PEDESTRIANS*

Monthly Pedestrian Evolution



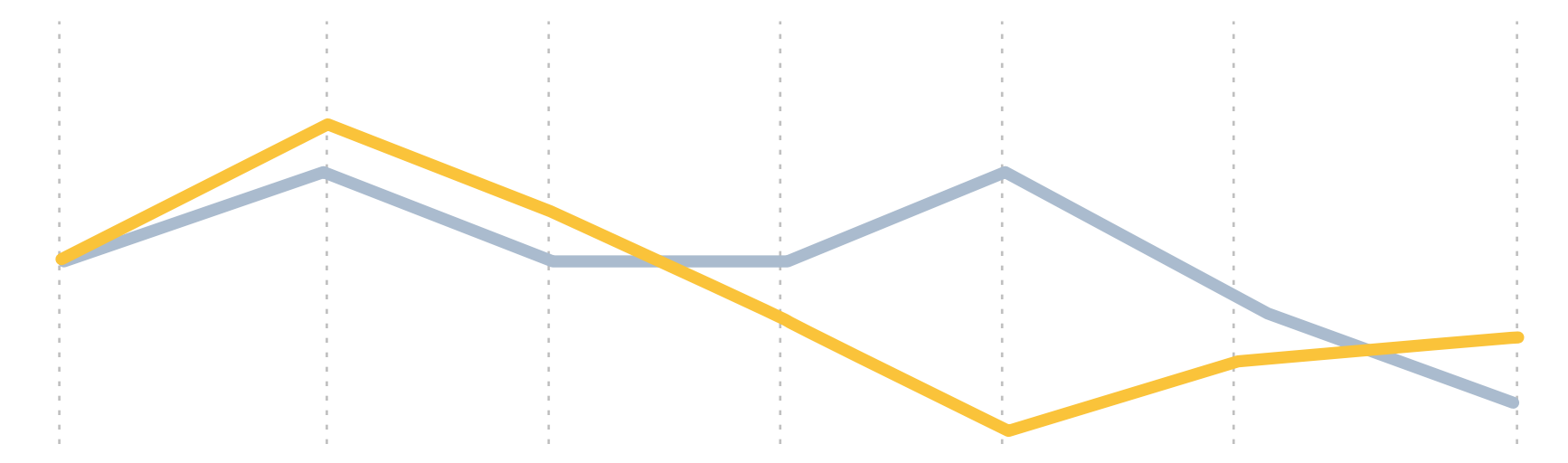
WEEKLY TREND

USER ACTIONS

Average User Actions Count by Week Day

PEDESTRIANS

Average Pedestrian Count by Week Day



In 2021, Tuesdays and Fridays were the days of the week with the highest flow of pedestrians. On the other hand, Sundays were the days with the lowest flow of the week. In terms of the user actions, on Tuesdays it was recorded the highest number of user actions of the week, while on Fridays it was registered the lowest number of user actions.

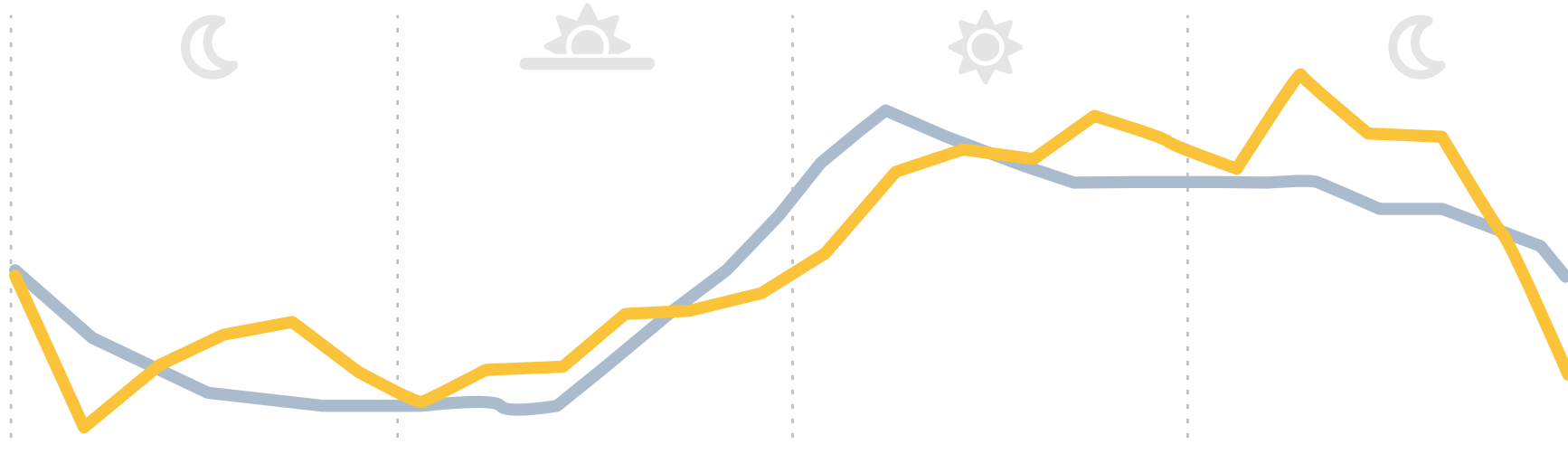
DAILY TREND

USER ACTIONS

Monthly User Actions Evolution

PEDESTRIANS

Monthly Pedestrian Evolution



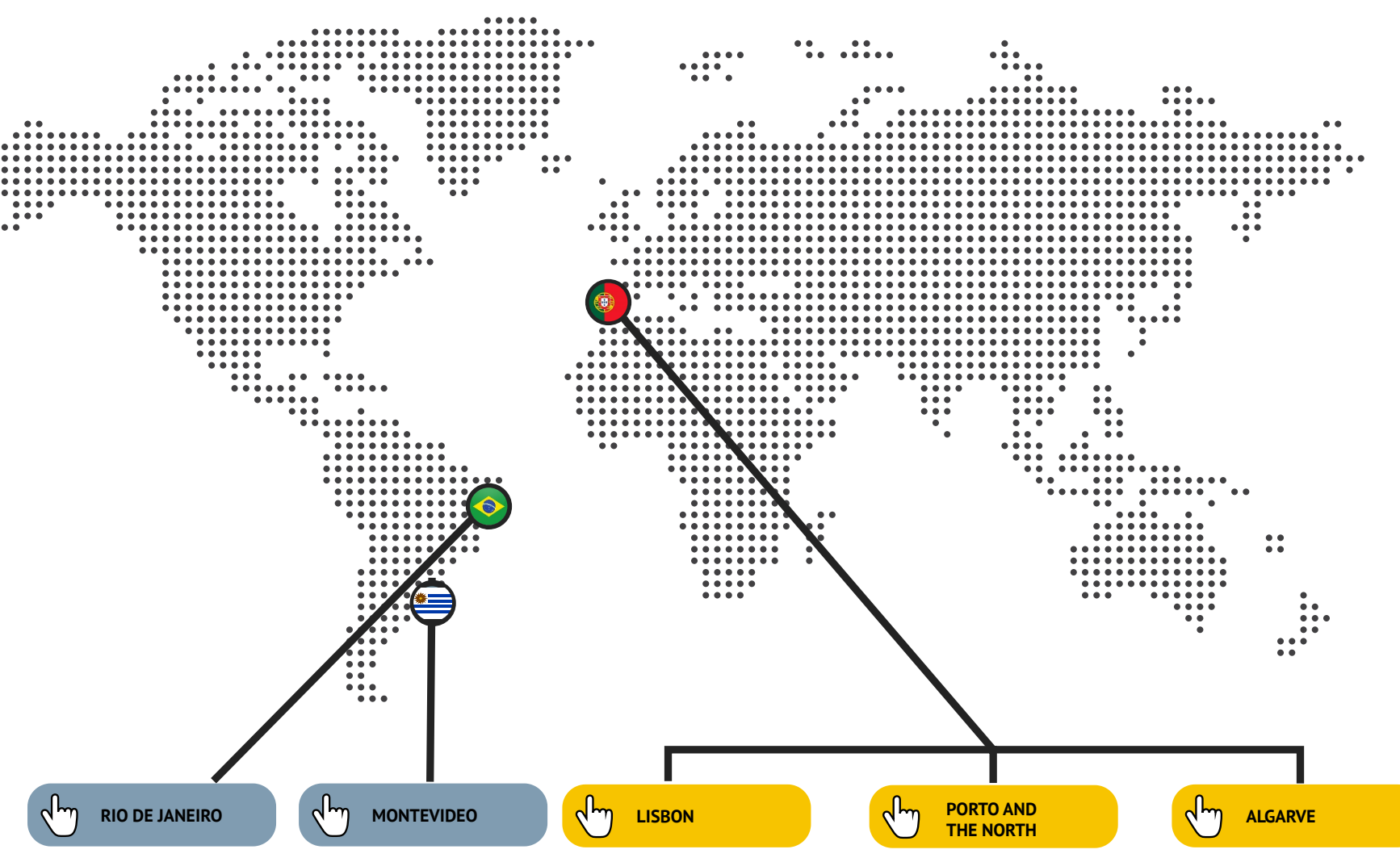
In the year of 2021, the flow of pedestrians was higher from, 12 pm until 7 pm, recording the highest peak of pedestrians. Regarding the user actions, there were recorded several peaks, throughout the day. The two highest peaks happened at 4 pm and 7 pm.

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. By the end of the year there was a new increase of Covid-19 cases in Portugal, and Europe. In Latin America, there were still strict measures in place, during all the year.

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.

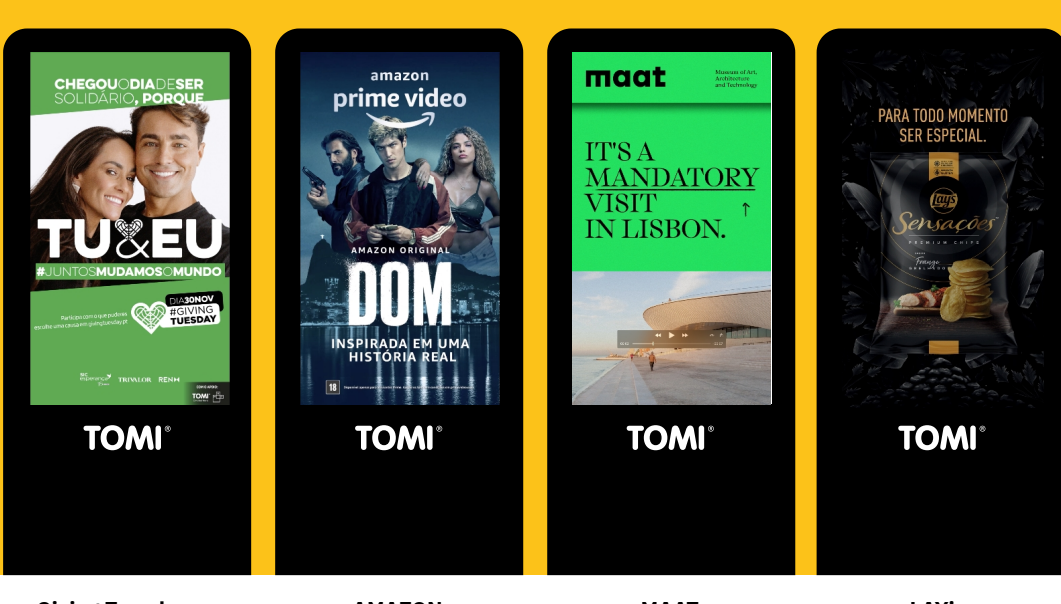
LOCATIONS



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 2021 in our networks.

Communication in the right place at the right time!



SUBSCRIBE NEWSLETTER