



## Improve in-store experiences while turning ad space into a profit center

Tap into our retail media solutions

### What's in-store retail media?

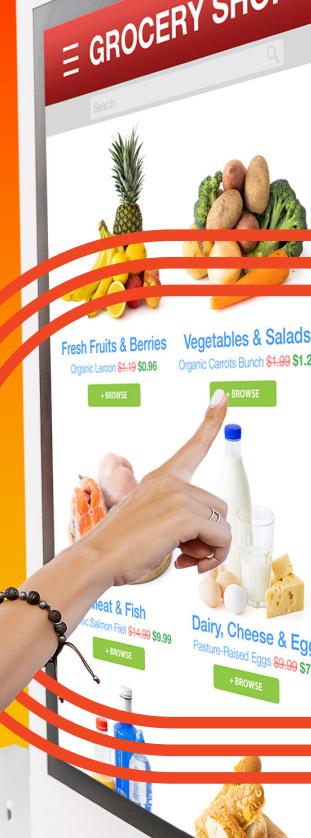
In-store retail media is advertising, marketing, or messaging designed to influence or educate consumers while considering brand or product choices near their point of purchase.

### How does in-store retail media work?

In addition to sampling, product displays, and coupons, you can use digital in-store retail media ads where shoppers wait for services such as oil changes, pet grooming, deli services, or prescriptions at the pharmacy counter.

Use retail media to deliver messages ranging from nutritional recipes to reminders of products you offer right within your store.

Create incremental revenue streams by selling ad space to your CPGs, vendors, and suppliers while providing customers with relevant and engaging content.



The retail media market is expected to increase 25% per year to \$100 billion over the next five years and will account for over 25% of total digital media spending by 2026.<sup>1</sup>

More than  
**85%**

of all U.S. retail sales still occur in the physical world, not online.<sup>2</sup>

**RICOH**  
imagine. change.

## What are the benefits of retail media?

- Elevates customer experiences with entertainment and education
- Enhances customer conversions
- Creates incremental profits
- Easily upsells and cross-sells products and goods
- Promotes your newest in-store campaign or services
- Drives loyalty programs

## Rev up your revenue stream with Ricoh

Let us help you reach your customers where they shop — the opportunities are endless. Consider us an integrated partner for all your retail media equipment and installation needs.

As your trusted service provider, we'll bundle the tools and tech into one packaged solution, giving you everything you need to fuel quick and easy results.

- High-performing, interactive, user-friendly digital display screens
- Seamless content management software controllable from your headquarters
- Regionalized content placement allows you to capitalize on local trends and demands
- Professional installation and deployment at the store location
- Tech support services to get you going and keep you connected
- Additional creative graphics and marketing services available

## Why Ricoh for retail media?

### We've got your installation and support covered

Avoid putting additional demands on your IT teams and IT infrastructure. With 20+ years of experience providing solutions and services to large retail chains, we understand your challenges. Partnering with us means you have one point of contact for your retail media screen, hardware and software set up, and installation and service needs.

### Explore and learn more

Partner with us and tap into our 85+ years of experience as a global innovation leader in technology and business solutions.

Your customers put their trust in you — trust Ricoh to deliver the top-notch, customer-centric service you deserve.

### Contact us to learn more.

<sup>1</sup> BCG. How Retail Media Is Reshaping Retail. 2022.

<sup>2</sup> U.S. Census Bureau. U.S. Census Bureau News. 2023