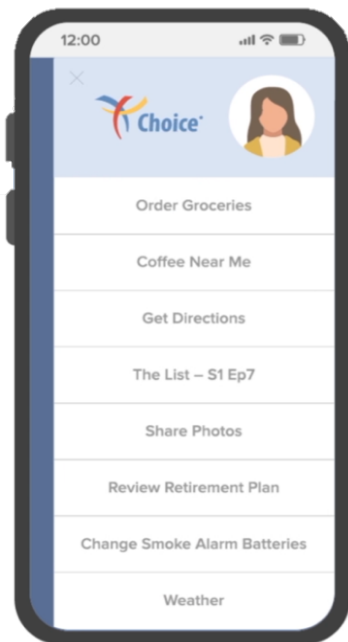


Choice® is the UI for AI

Choice® enables you to reimagine what it's like to engage each person individually.

Choice® is a single app that combines the best of browser and app functionality by adding a new AI-programmable, human-centric user interface to your mobile app. One that is not constrained by current fixed app menu navigation. Choice® has a menu navigation interface that can be dynamically programmed using simple HTML based on zero party consent data. It lets you maximize your AI investment to respectfully and meaningfully engage customers on their daily digital journey, wherever it begins or ends.



Integrate your services into their daily lives

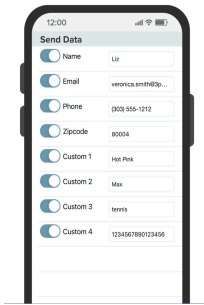
- ✓ Monetize a respect-based ecosystem of content and service partners
- ✓ Meet customers wherever they are on their daily journey
- ✓ Give them a choice about what to share with whom
- ✓ Close the engagement feedback loop, in real-time
- ✓ Engage them daily with individualized navigation

Seamlessly integrate into your existing infrastructure using web standards

- ✓ Wrap your existing mobile app around the Choice® navigation control unit
- ✓ Choose your menu style and the data you wish to capture
- ✓ Individualized navigation menus using simple HTML
- ✓ Securely transmit Choice® data via HTTPS
- ✓ Receive data as HTTP X-Headers that may be shared with collaborative value service ecosystem partners to monetize and manage consent

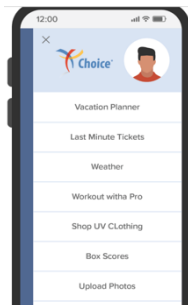


Achieve sustainable daily engagement with each and every customer



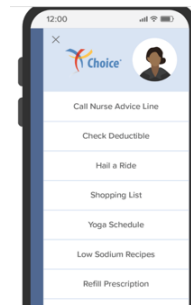
It Starts with Zero Party, Consent-Based Data

- ✓ Always have the most current information about your customers
- ✓ Always know they have fully given their consent to use their data
- ✓ Always respect their data sharing choices



Create Ongoing Value Through Trust and Relevance

- ✓ A meaningful experience
- ✓ An individualized experience
- ✓ A valued experience
- ✓ A respectful experience



Know Your Customers, Make Meaningful Connections

- ✓ Go beyond personas and market to each person
- ✓ Engage each person within the context of their life – not just your product or service
- ✓ Make it easy to find what they need, when they need it.

A new kind of user interface that transforms the web into your very own, individualized engagement platform

Break the navigational constraints of today's mobile apps. Choice® is a new kind of user interface that lets people interact with your services in a new way. In addition to existing data collection methods, Choice® lets users input their data into a local in-app database they control. Their consent-based data is available each time they connect to your services. Their data may be used just for the engagement and then forgotten, or saved and shared, based upon user consent or legitimate interest. So now you can offer both personalized content AND individualized menu navigation, all via a single mobile app interface.

Choice® is the user interface for every face

Choice® enables you to reimagine what it's like to engage each person individually. AI can now engage each person in an ethical manner delivering the relevant content, services and products that support their daily needs, all while respecting their privacy and data sharing choices. When you engage people within the context of their lives, you increase engagement. When you engage them within a respect-based ecosystem of content and services based on data sharing consent you open up a new world of data insights and data and transactional monetization.

