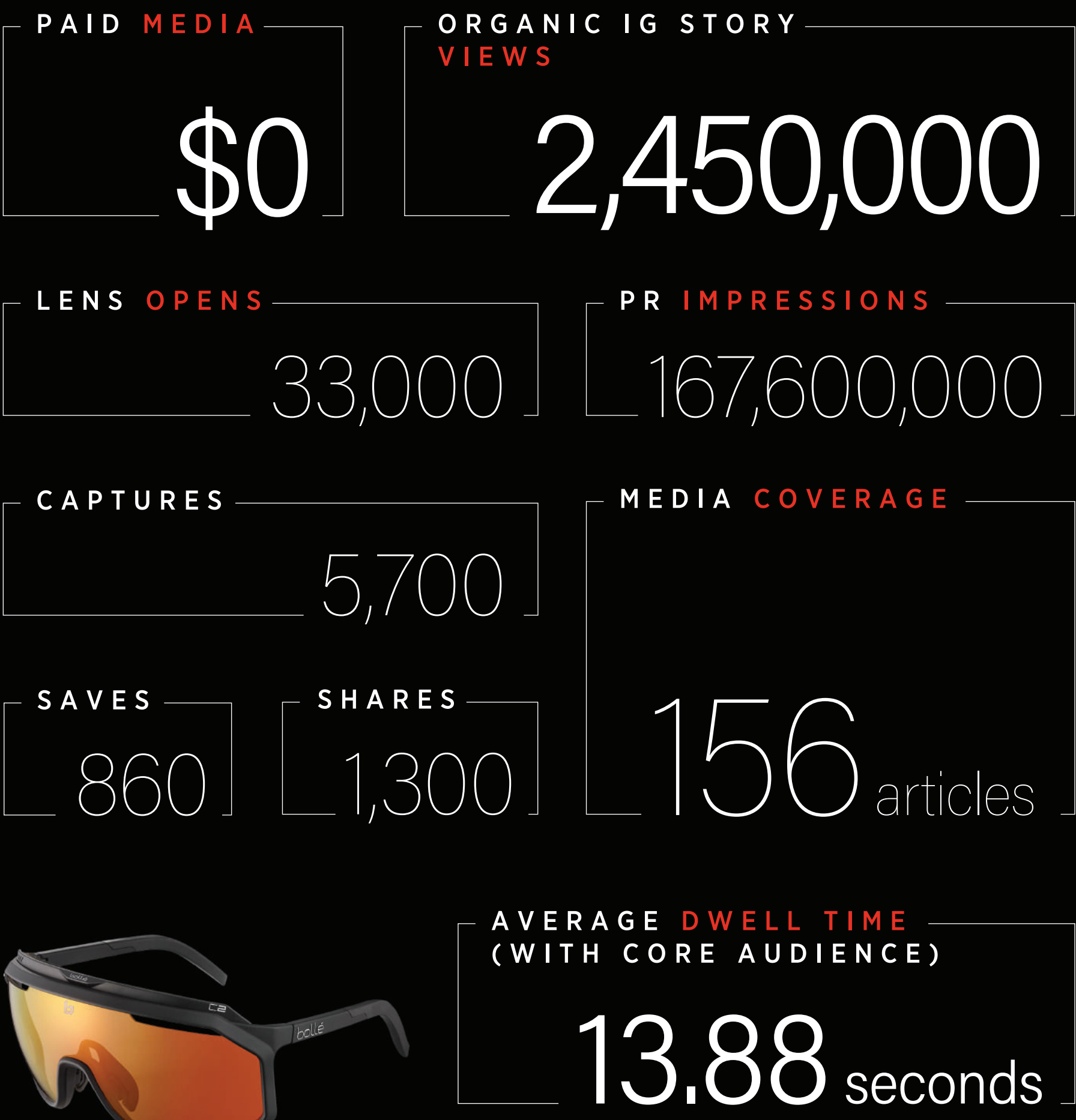


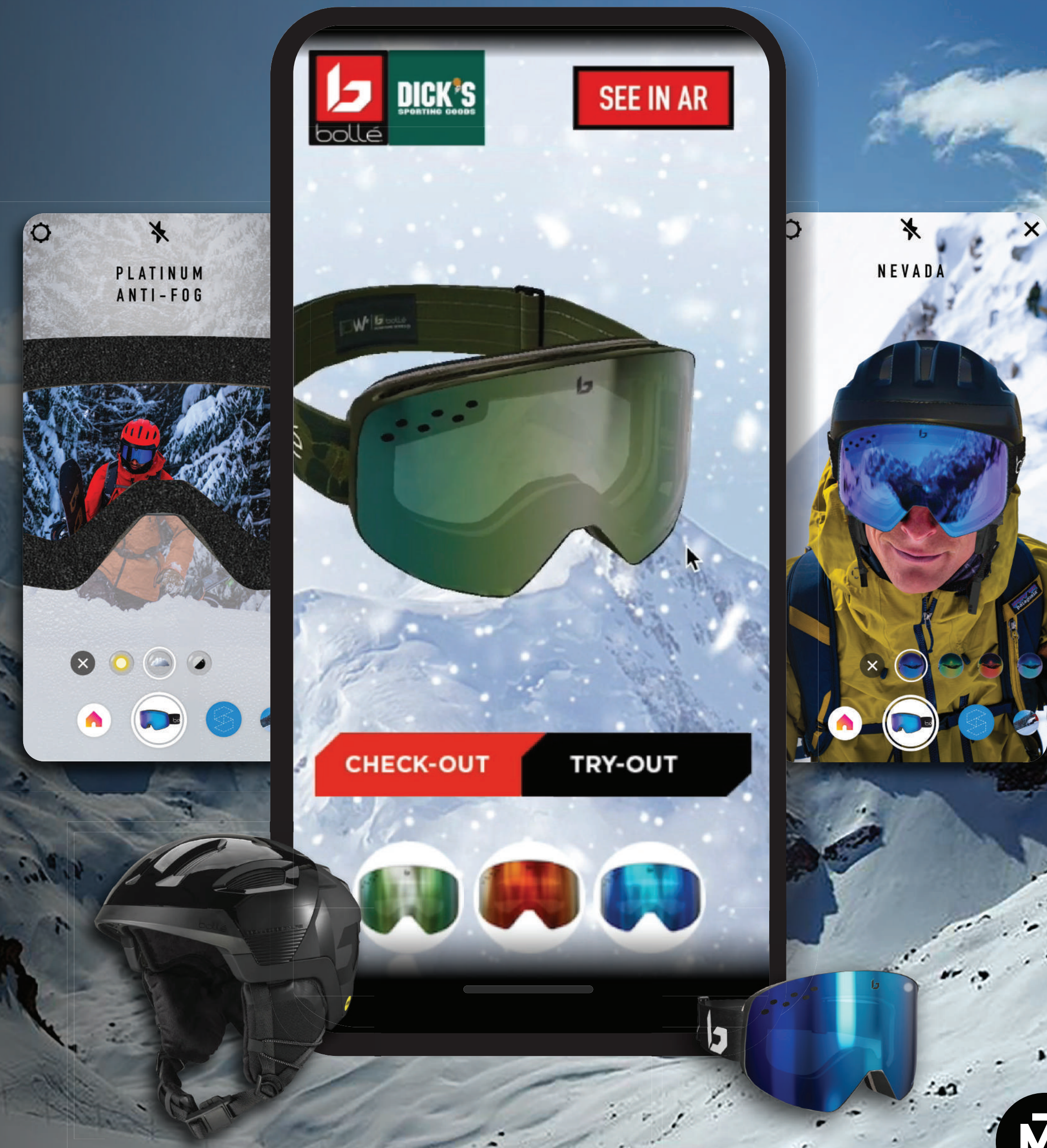
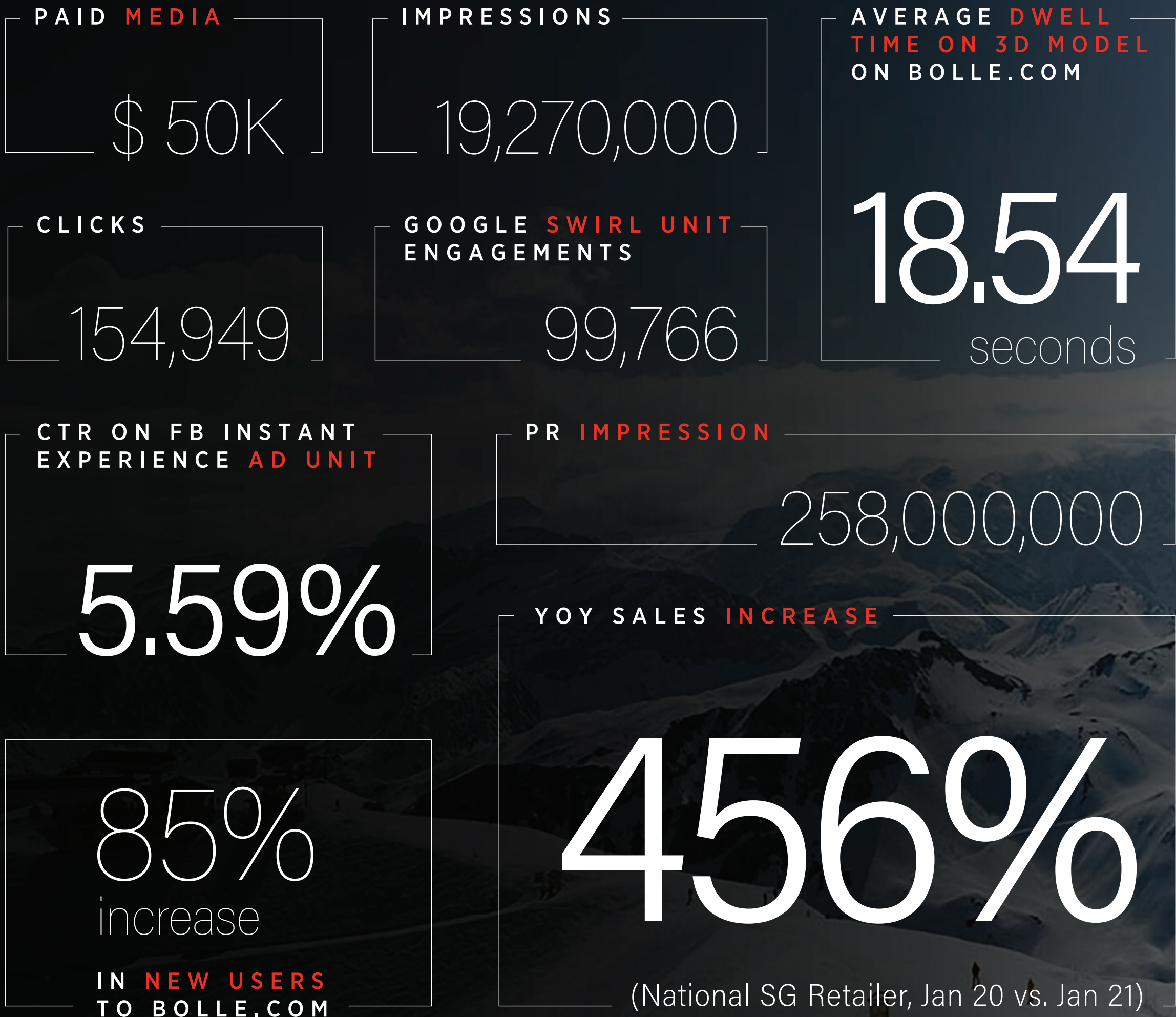
AUGMENTED REALITY



CAMPAIGN 1
SUMMER – THE CHRONOSHIELD



CAMPAIGN 2
WINTER – NEVADA (GOGGLES) AND RYFT (HELMET)



Infographic made in partnership with M7 Innovations. | www.m7innovations.co

AUGMENTED REALITY

313.6%
YOY SALES INCREASE

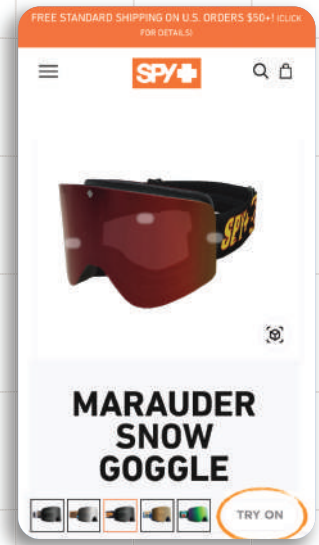
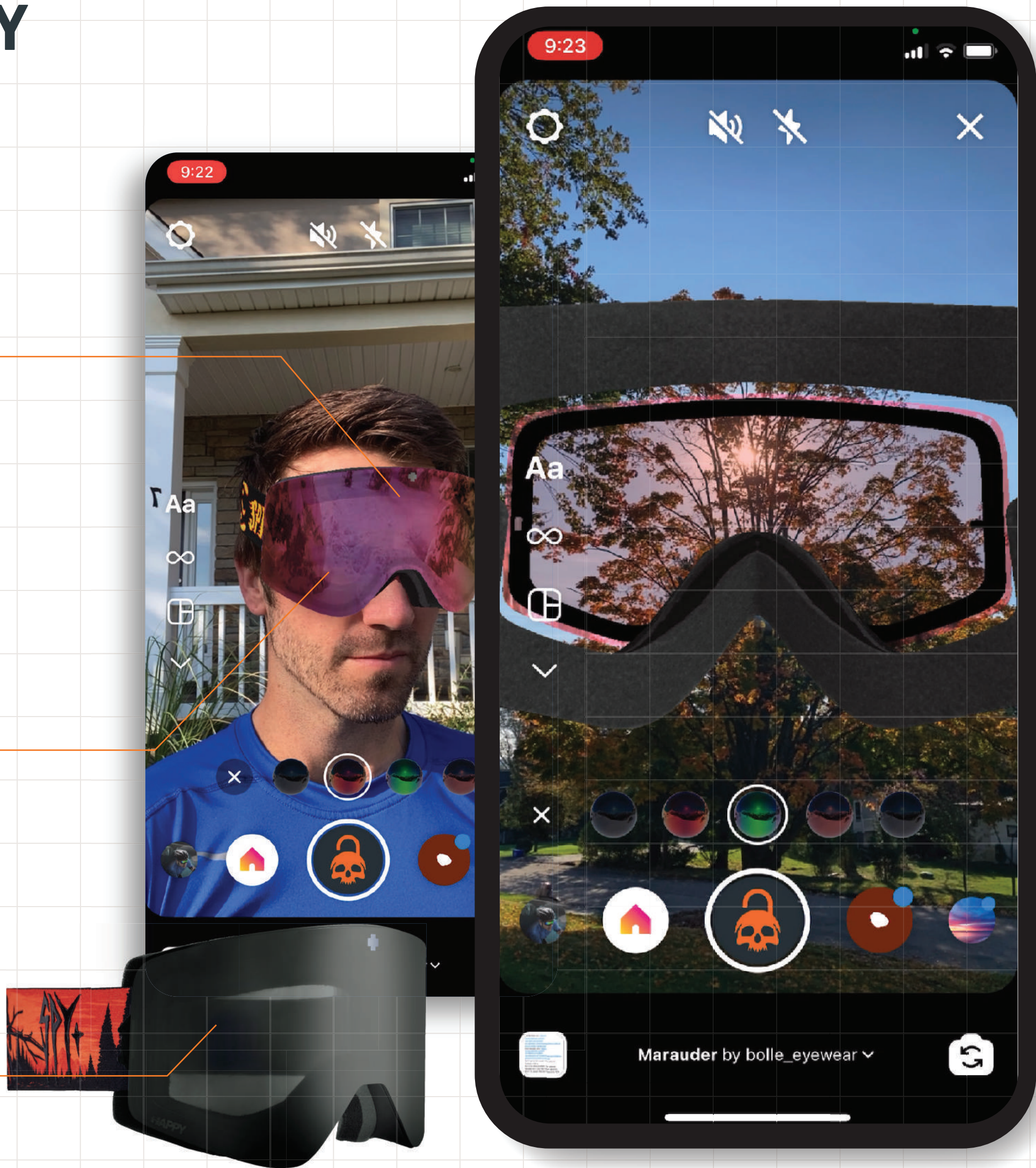
Source: Jan 1 – Feb 8, 2021 National SG Retailer

18MM

INTERACTIONS WITH 3D PRODUCT ON TILLY'S.COM IN FIRST 30 DAYS

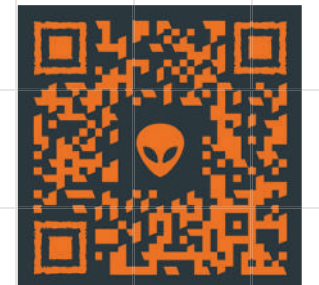
Source: June 2021 QReal AWS Usage Report

19.95 SECOND
DWELL TIME ON 3D MODELS



85%

INCREASE IN UNIQUE WEBSITE VISITORS TO SPYOPTIC.COM



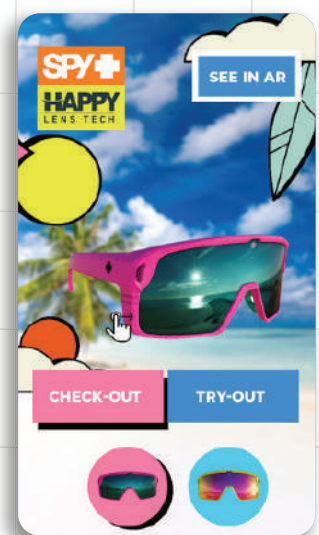
5.6%

CTR ON FACEBOOK AR AD UNIT



100,796

ORGANIC IMPRESSIONS OF AR LENS EXPERIENCE ON INSTAGRAM STORIES



91%

OF ENGAGEMENT WITH AR LENSES CAME FROM SPY'S CORE AUDIENCE

Source: M+F Aged 13-34