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Dear Valued Supplier,

At **MicroMart**, we are committed to providing cutting-edge technology that empowers micro-market and vending operators to securely sell products 24/7 across locations such as hospitals, airports, education campuses, gyms, offices, condos, and hotels. As part of this mission, we are excited to announce an important initiative that will streamline how we manage and access product information from our valued suppliers.

To enhance both the operator and end-consumer experience, we are implementing 1WorldSync via **Content1**, a powerful platform that will allow you to effortlessly share your product content with us. This initiative will help ensure the accuracy of our product data across all MicroMart systems—from the Vision System that powers our Smart Stores to our mobile consumer app.

Why Your Product Content Matters to MicroMart:

1. **Operator User Experience**: instead of taking pictures, measurements and manual data entry for hundreds of products per operator (which is a laborious and erroneous process), operators can easily pick from a pre-approved library of accurate and consistent data (single-source of truth) when they want to sell a new product in their Smart Store.
2. **End-Consumer Experience**: with our consumer mobile app, end-consumers can enjoy a modern, data rich experience with the most accurate photography and product information.
3. **Vision System Detection**: High quality and up-to-date packaging photos enable our Vision System to accurately detect what a consumer is purchasing. This ensures the consumer is billed for the correct product, while the operator maintains accurate inventory to inform their replenishment decisions.
4. **Advanced Analytics**: Accurate product metadata enables advanced sales reporting, forecasting and AI based recommendations to the operator (e.g. packaging dimensions can be leveraged to automatically recommend planograms and max stocking amounts)

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Why Should You Participate?

By sharing your product content with MicroMart through **Content1**, your brand will benefit in several ways:

- **Increased Sales Opportunities:** Operators are far more likely to select and stock products that are pre-approved in our platform, eliminating the need for them to manually collect and enter product data.

- **Brand Integrity:** Accurate, consistent, and high-quality product information ensures that your brand is represented correctly, both in our Smart Stores and on our mobile consumer app.

- **Targeted Promotions:** MicroMart's mobile consumer app provides deep insights into customer demographics, preferences, and purchasing habits. This allows for **targeted engagement opportunities**, giving you a direct channel to promote your brand to the right consumers.

- **Expansion into New Markets:** As the self-serve retail segment grows, driven by labor shortages and the replacement of traditional vending technologies, your participation in this platform ensures that your brand is positioned for success in a rapidly expanding market.

How to Get Started:

MicroMart uses **Content1**, which allows easy, high-scale access to your approved product data. Here's how you can opt in and begin sharing your content:

- Log into Item Management > click "?" icon in top right corner > Available Upgrades

There is **no additional cost** for existing 1WorldSync subscribers to submit content to Content1, and all your shared content is protected and verified to ensure brand integrity.

If you have any questions or would like to learn more, please visit **micromart.com** or contact our support team at [Your Contact Email/Phone Number].

We appreciate your partnership and look forward to continuing our collaboration to enhance the consumer experience and drive growth for your brand.