

QR Code Platform

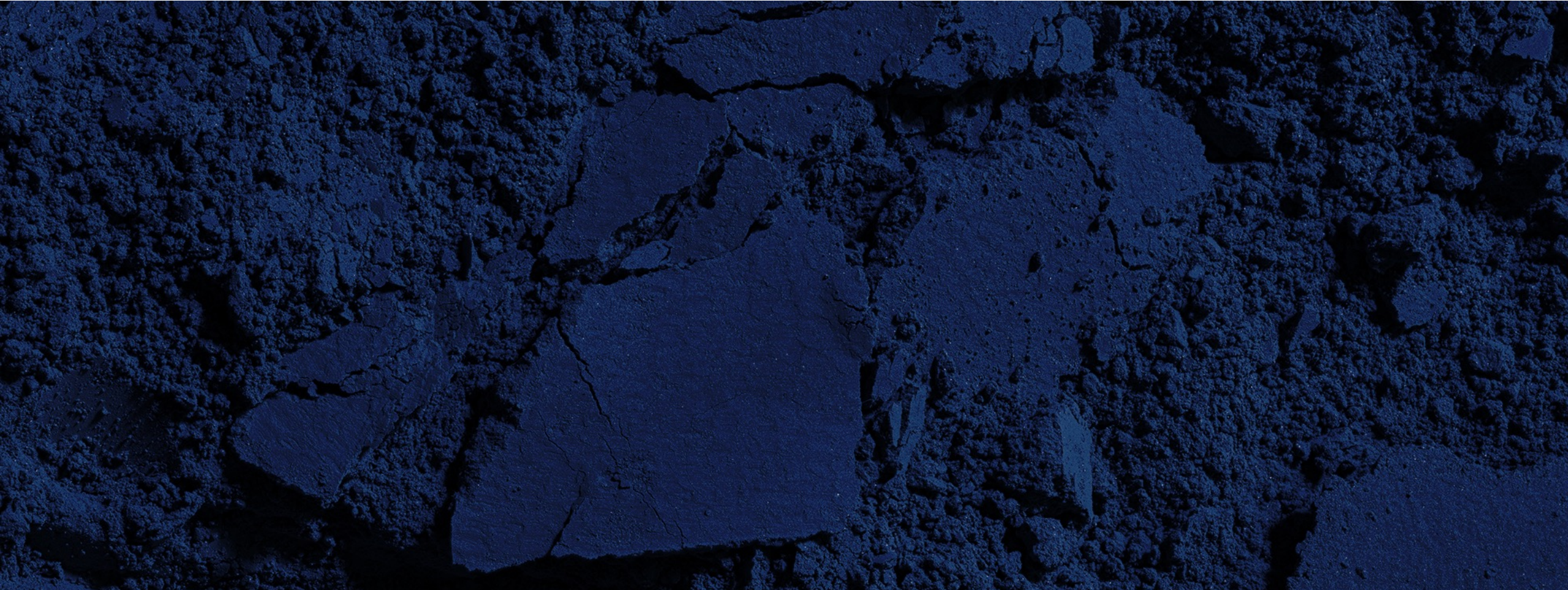


| Table of Contents

Platform Strategy 3

Platform Overview 6

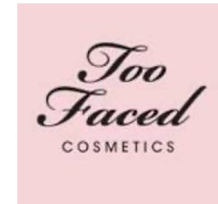
| Platform Strategy



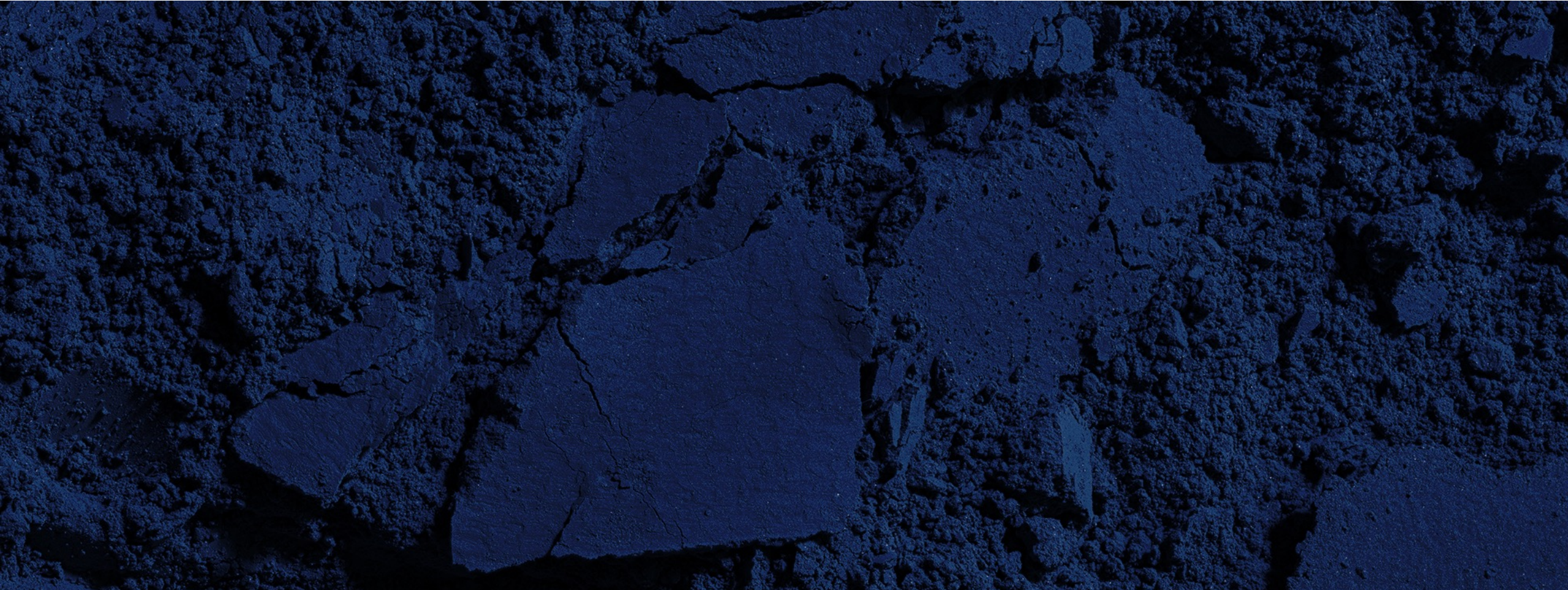
Provide ELC brands with the ability to generate and manage QR Codes to support in-store and consumer experiences that drive to web/mobile/virtual try-on/eCommerce apps, integrated marketing campaigns, and loyalty programs.

Estee would like to expand Enterprise Services to enable QR Codes that can be used across all brands.

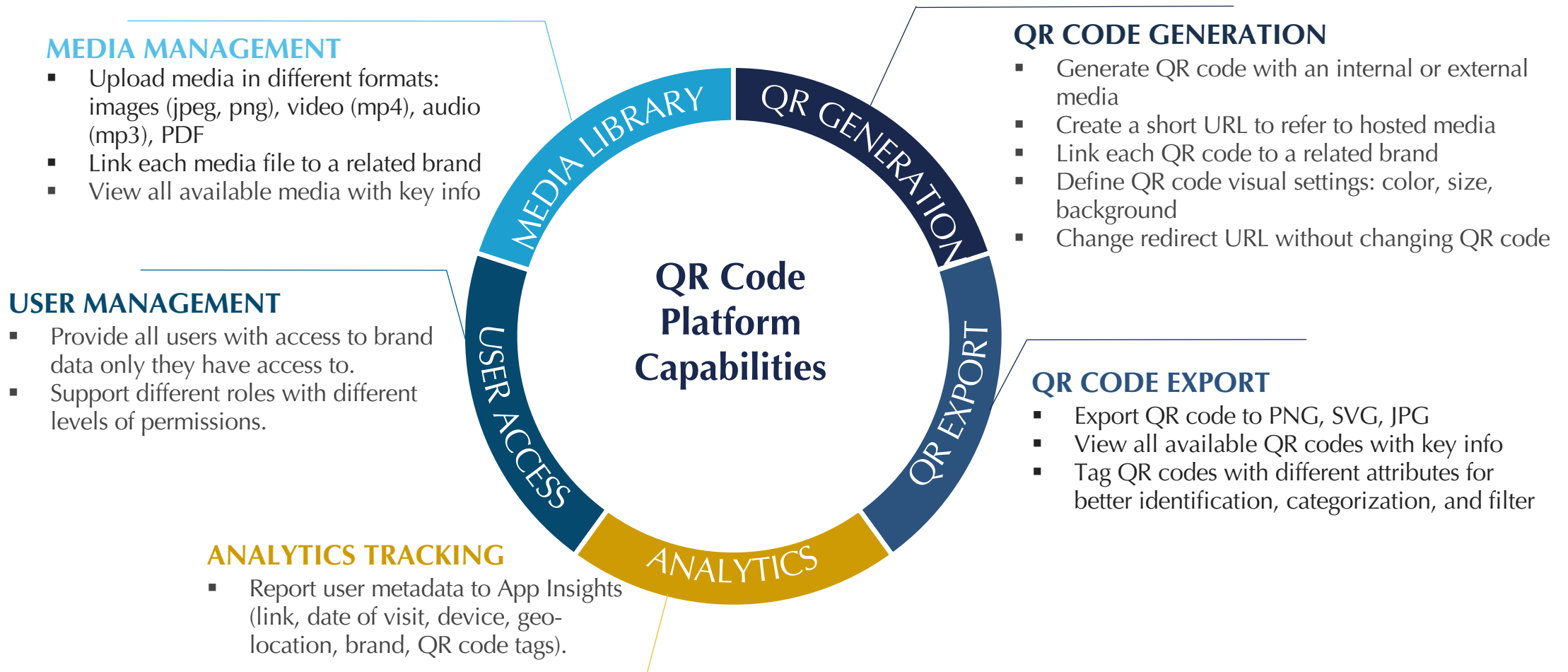
Top Estée Lauder brands to utilize QR Code platform strategy for MVP Launch



| Platform Overview



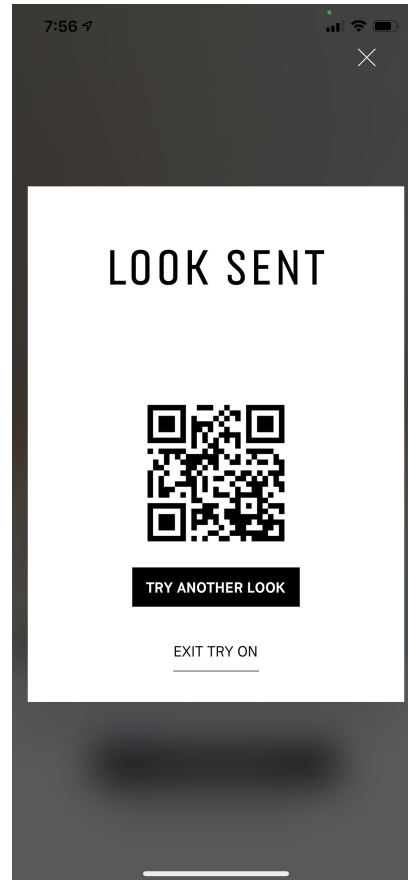
QR Code Platform Capabilities



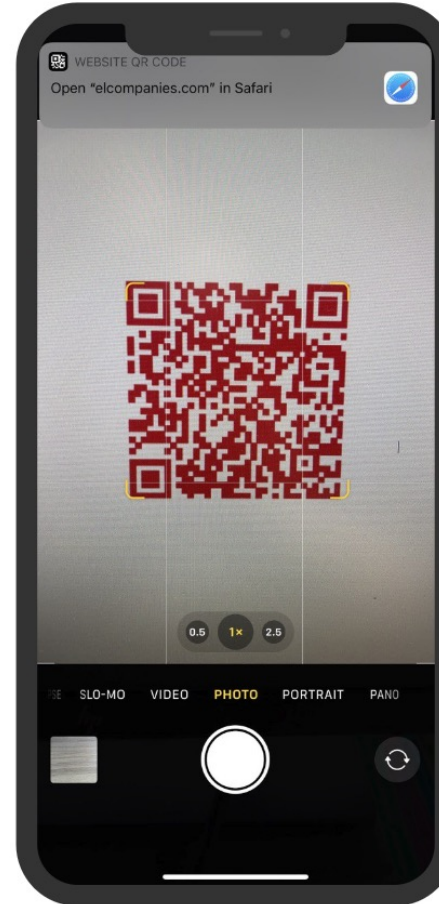
Consumer User Experience

READY-TO-SCAN

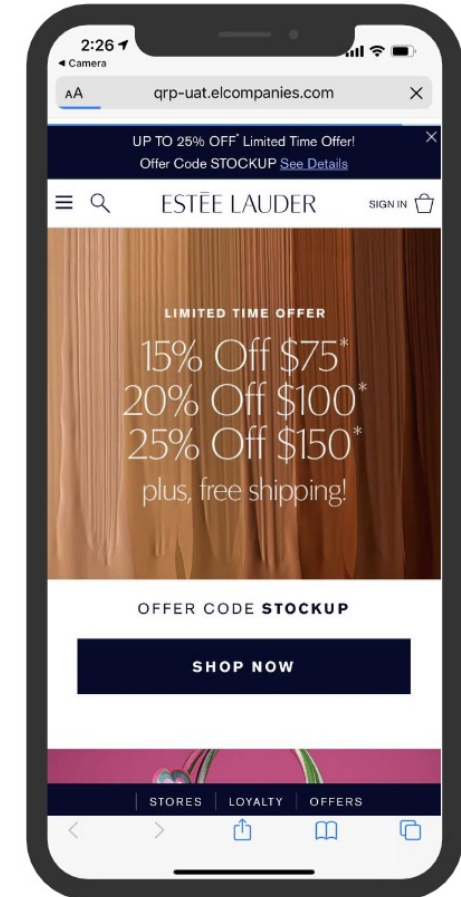
End users can scan the QR code and view target content (PDF, video, audio, image, and external URL) in a browser on their personal devices.



In-store mobile app



Scan QR code and open link



View a requested content

Backend Users Experience

QR CODE PLATFORM USER ROLES

QR code Platform provides all backend CMS users with access to brand data, specific to their user roles.

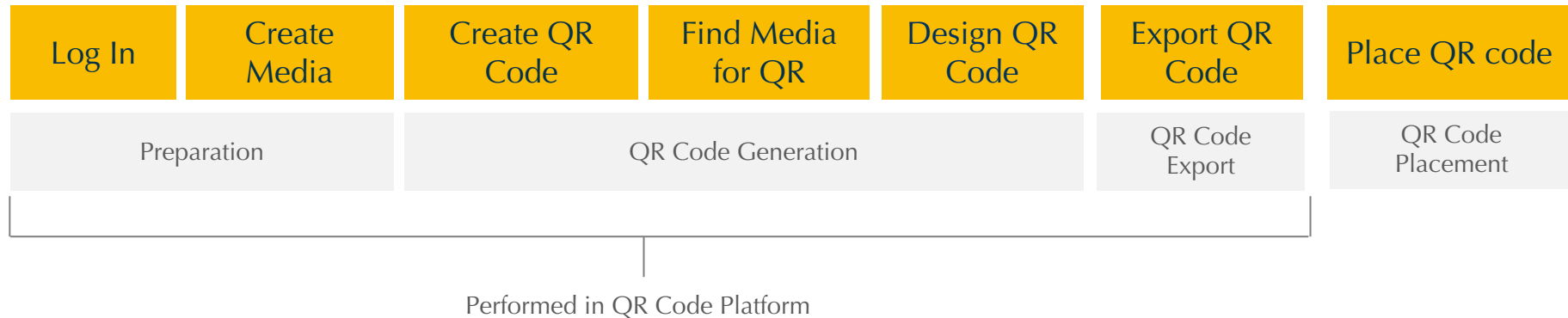
The QR Code Platform enables Estée Lauder brands to perform content management activities within each brand, independently across three user roles:

Creator – full content management permissions of the QR code lifecycle

Viewer – read-only access to media and QR-codes

Global Admin – full access to all content and user management

CREATOR JOURNEY





Thank You