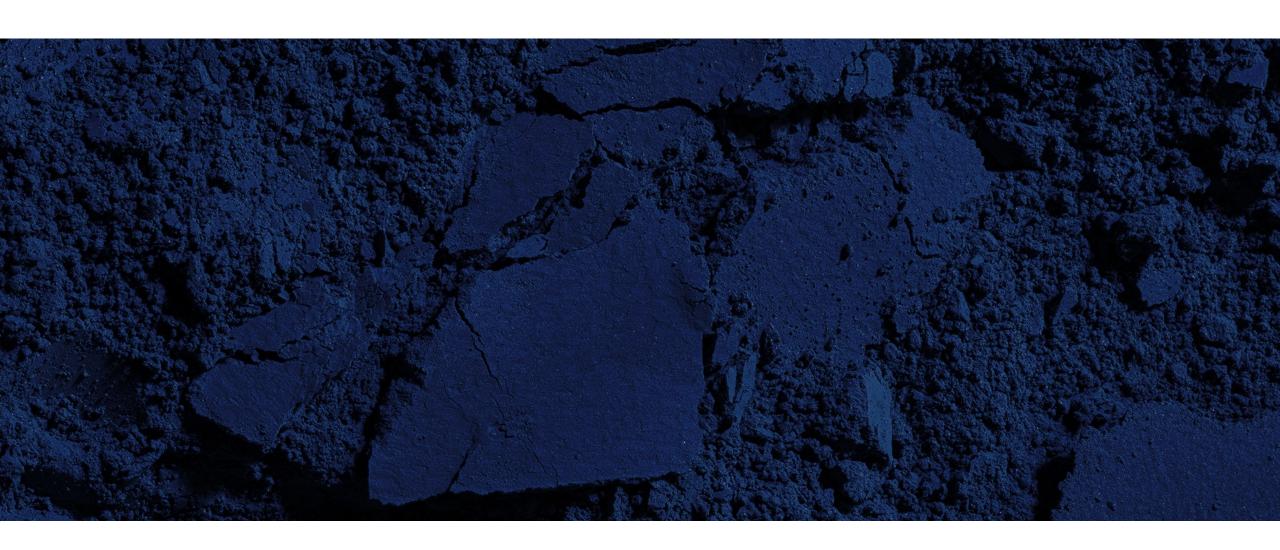




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| Platform Strategy



Provide ELC brands with the ability to generate and mange 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





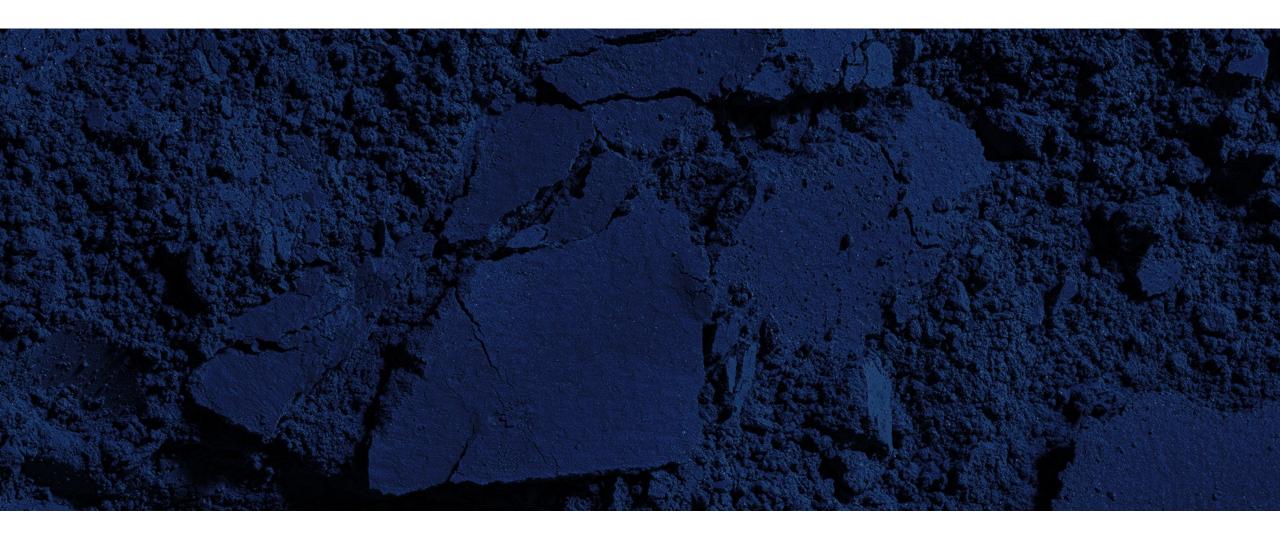








| Platform Overview



QR Code Platform Capabilities

MEDIA MANAGEMENT

- Upload media in different formats: images (jpeg, png), video (mp4), audio (mp3), PDF
- Link each media file to a related brand
- View all available media with key info

USER MANAGEMENT

- Provide all users with access to brand data only they have access to.
- Support different roles with different levels of permissions.

QR Code **Platform Capabilities**

ANALYTICS

LIBRARY

ANALYTICS TRACKING

Report user metadata to App Insights (link, date of visit, device, geolocation, brand, QR code tags).

USER

OR CODE GENERATION

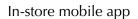
- Generate QR code with an internal or external media
- Create a short URL to refer to hosted media
- Link each QR code to a related brand
- Define QR code visual settings: color, size, background
- Change redirect URL without changing QR code

- Export QR code to PNG, SVG, JPG
- View all available QR codes with key info
- Tag QR codes with different attributes for better identification, categorization, and filter



Consumer User Experience







> Scan QR code and open link



View a requested content



Backend Users Experience

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



Performed in QR Code Platform

