

Further research | Strong demand in Retail/Mall, Education & Public

Question: We would like to assess the dynamic for Digital Signage in the different vertical markets. In which vertical markets has your company realised the most projects in the last 12 months? Please rate the Top 3 vertical markets?

- Retail & Shopping Mall is with 16,6% of all digital signage revenues the biggest vertical market. Customer engagement, marketing, wayguiding and ambient installations become more and more common not only in most high-street retailers and shopping malls, but also in small and medium businesses. Important trends are full integration of signage by shop fitters and the high demand for shop window signage.
- Education is the second biggest vertical market. The trend towards the digital / paper-less communication in universities and schools is supported by the push for a change from mineral recourse exporting economy to a knowledge economy. This strategic goal has been emphasised by the gulf's political leaders.
- The third most successful target vertical for Digital Signage solutions is the public/government market. Government spendings for public projects like infrastructure or tourism are still highly important in the GCC region

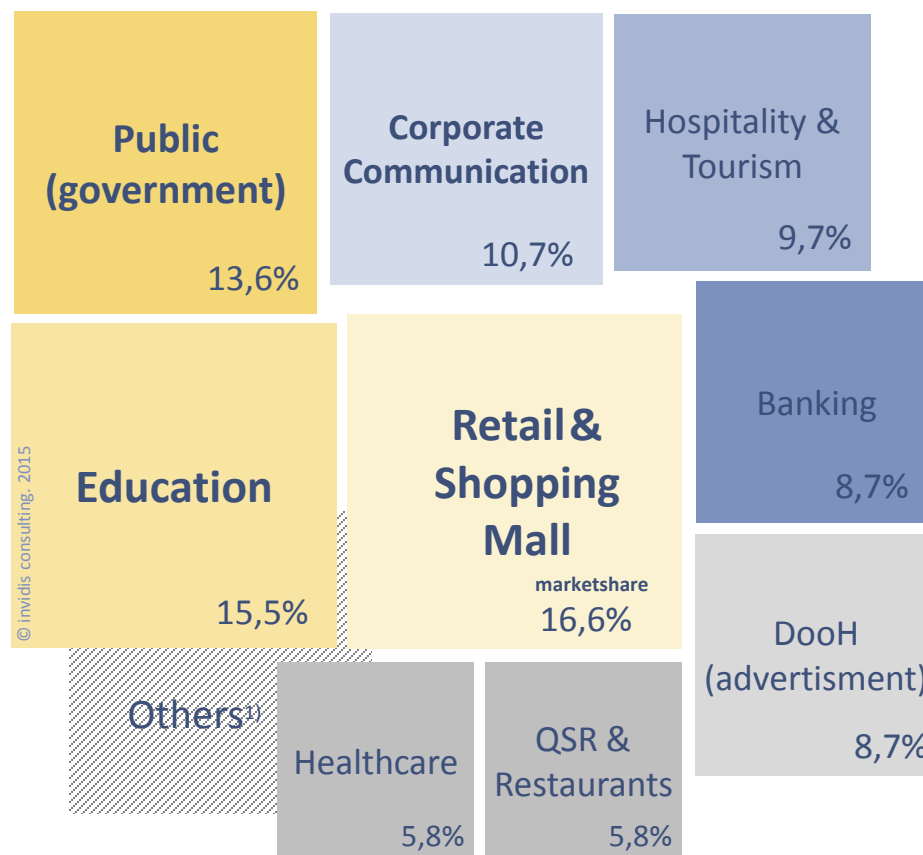


Fig. 4: DBCI GCC November | December 2015 "Top 10 vertical markets 2015", n=21

1) Transportation, Leisure (cinemas etc.), Telecommunication, Fairs & Exhibition, Industry (in production)