ELONEX™

The digital out-of-home
advertising network

Advertise anywhere with ELONEX

Target, reach, engage & influence big audiences

Why Digital Out of Home?

Creating unavoidable impact

Digital Out of Home is different from other media. It can't be avoided or blocked and, as more people spend more time out and about, its audiences are huge. It's a public, broadcast, medium with reach and impact. It conveys stature and authority, making brands famous and iconic.

Driving creativity

Digital Out of Home is the ultimate creative medium. It offers unavoidable impact and memorability. and provides advertisers and agencies with a wealth of creative opportunities. Time-sensitive, location-specific, multi-creative, contextual and other dynamic messaging triggers provide advertisers with new creative opportunities to engage with an even more defined audience.

Provoking action

Post Covid, as consumers spend more time out and about, they are completely exposed to Digital Out of Home advertising. Academic studies show that when consumers are out and about, they are in an active mindset. This means they are more inclined to absorb and engage with new messages.

Targeting big audiences across multiple lifestyle environments

Stretching across multiple lifestyle environments, the Elonex Digital Out of Home Network makes it easy to **precisely target, reach, engage and influence clearly defined audiences.**

Creating market leading advertising propositions, the Elonex Digital Out of Home Network features large-format roadside billboards and digital screens in town and city centres, shopping malls, motorways service areas, sports stadiums and entertainment venues.

the ELONEX network

47 x D48s

over 3000 screens

over 40 shopping mall sites

100+ towns & cities

Birmingham domination

21 full motion PanVision screens

20 x Digivans

98 leisure environments

Manchester domination

300 x D6s

The UK's largest motorway screen

11 iconic D96s

roadside

Large format digital advertising screens, positioned to target on-the-move, high volume commuters as they travel on the UK's busiest transport routes.

Target high volume traffic on the UK's busiest roads and motorways

The Elonex Roadside Network features unmissable digital advertising billboards strategically placed in and around big towns and cities, including Birmingham and Manchester, on motorways and in motorway service areas across the UK.

Flexible and in real time, advertising across the Elonex Roadside Network enables fast and effective targeting of multiple audiences based on location and time of day, whilst making it easy to drive awareness and deliver high impact brand messaging to millions of commuters every week of the year.

75 million impacts every month

63 roadside screens across the UK
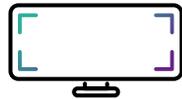
Including 11 iconic D96 screens

All mapped out

1 Starlights™ | Birmingham, B7 5SA x2
2 Albert Street | Birmingham, B4 7NL
3 Southside 48 | Birmingham, B5 6UU
4 Small Heath 48 | Birmingham, B10 0HJ
5 Dartmouth Middleway | Birmingham, B7 4LT
6 Spotlight New Town Row | Birmingham, B6 4HP x2
7 Spotlight Birmingham Road | Birmingham, B71 4JQ x2
8 A38 (M) | Birmingham, B6 4TN
9 Tyburn Road City Outbound | Birmingham, B24 8NP
10 Tyburn Road City Inbound | Birmingham, B24 8PT
11 Farley Centre | West Bromwich, B70 7QU
12 Northampton Town FC | Northampton, NN5 5QA
13 Birmingham Lights | City Centre, B4 6SX
14 Coventry City Centre | Coventry, CV1 1JD
15 Butts Park Arena | Coventry, CV1 3GE x2
16 Stafford Court | Wolverhampton, WV10 7EL
17 Queens Road | Manchester, M40 7XH
18 Ashton Old Road, Inbound | Manchester, M11 2DT
19 Ashton Old Road, Outbound | Manchester, M11 2NQ
20 Humberstone 48 | Leicester, LE5 3AP
21 Warrington Wolves | Warrington, WA2 7NE
22 Blackburn Rovers | Blackburn, BB2 4JF x2
23 Bristol Big Screens | Bristol, BS10 7TT x2
24 The Swansea.com Stadium | Swansea, SA1 2FA
25 Strensham Southbound | Worcester, WR8 0BZ
26 Strensham Northbound | Worcester, WR8 0BV
27 Basildon Hospital | Essex, SS16 5NL x2
28 Stafford M6 (J14/15) | ST15 0XE

29 Rownhams M27 (J7/8) | SO16 8AP
30 Rownhams M27 (J7/8) | SO16 8AP
31 Tibshelf M1 (J28/29) | DE55 5TZ
32 Tibshelf M1 (J28/29) | DE55 5TZ
33 Durham A1 (M)(J61/A177) | DH6 5NP
34 Sedgemoor M5 (J21/22) | BS26 2UF
35 Killington Lake M6 (J36/37) | LA8 0NW
36 Taunton Deane M5 (J25/26) | TA3 7PF
37 Taunton Deane M5 (J25/26) | TA3 7PF
38 Northampton M1 (J15A) | NN4 9QY
39 Northampton M1 (J15A) | NN4 9QY
40 Watford Gap M1 (J16/17) | NN6 7UZ
41 Watford Gap M1 (J16/17) | NN6 7UZ
42 Sutton Scotney A34 | SO21 3JY
43 Sutton Scotney A34 | SO21 3JY
44 Pont Abraham M6 Toll (J6/7) | SA4 0FU
45 Norton Canes M6 Toll (J6/7) | WS11 9UX
46 Annadale Water A74 (M)(J16) | DG11 1HD
47 Bothwell M74 (J4/5) | G71 8BG
48 Hamilton M74 (J6/5) | ML3 6JW
49 Sandbach M6 (J16/17) | CW11 2FZ
50 Sandbach M6 (J16/17) | CW11 2FZ
51 Chester M56 (J14) | CH2 4QZ
52 Maidstone M20 (J8) | ME17 1SS
53 Clacket Lane M25 (J5/6) | TN16 2ER
54 Clacket Lane M25 (J5/6) | TN16 2ER
55 Bentcliffe Way | Manchester, M30 0EE
56 MediaCity Mega 6 | Manchester, M50 3BG

x2 = number of screens

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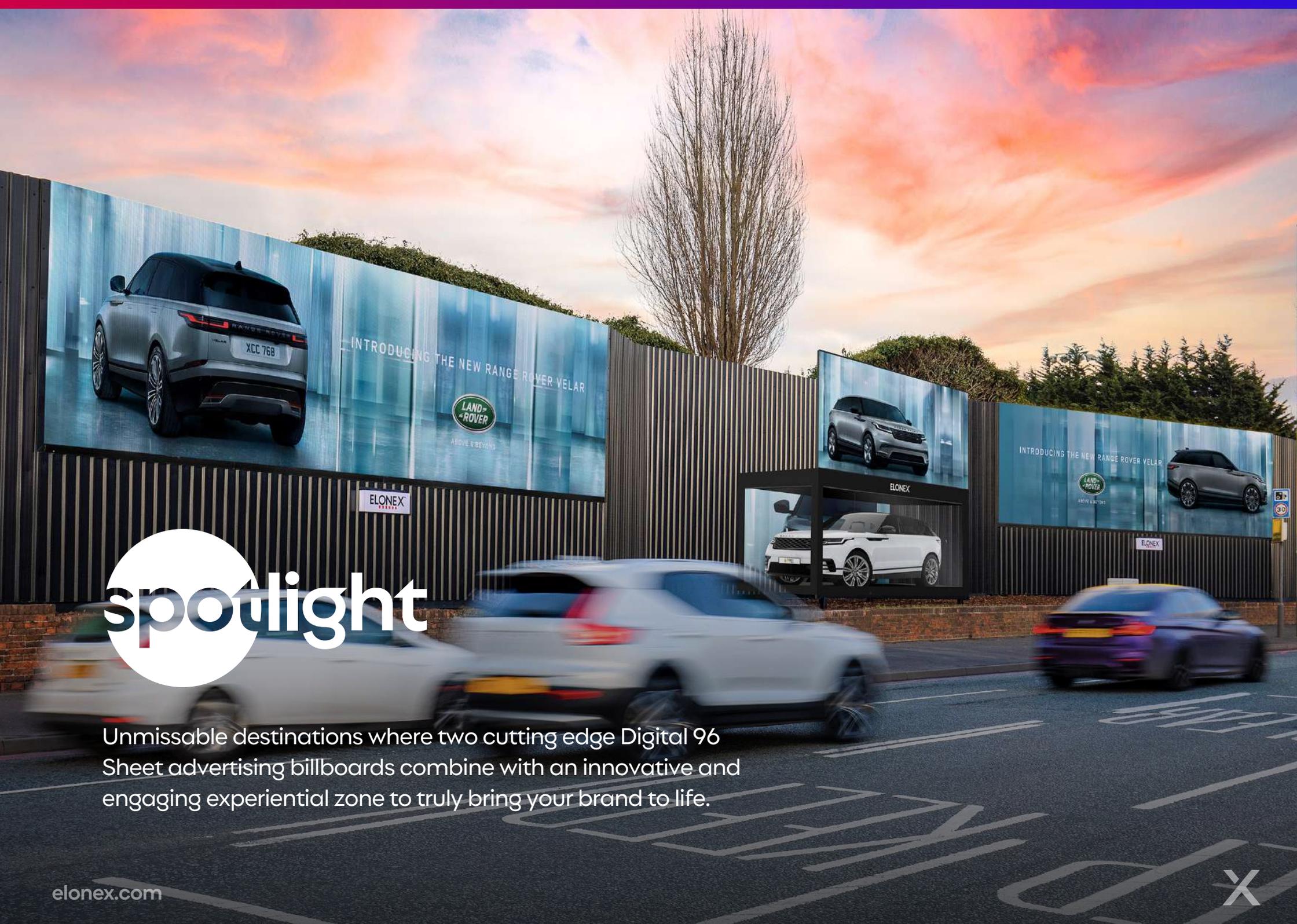
spotlight

Unmissable destinations where two cutting edge Digital 96 Sheet advertising billboards combine with an innovative and engaging experiential zone to truly bring your brand to life.

Make your brand shine and maximise engagement

A new D96 network

Put your brand in the Spotlight and make a lasting impact on big audiences as two large-format D96 billboards create one amazing setting for your advertisements to really shine.

Bring your brand to life and perfectly showcase products in innovative experiential zones designed to engage and captivate your audience with unique and memorable experiences.
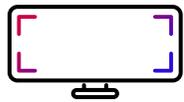
Dual facing digital screens

Experiential zone

Big audience numbers

motorway service areas

Strategically positioned Internal D6 and External D48 advertising screens at busy motorway service areas across the UK.

Connect with a 52 million footfall & 38.5 million car turn ins every year

Reach big audiences and achieve unrivalled brand visibility on the Elonex Motorway Service Area (MSA) Network.

With over a third of all UK traffic on motorways at any one time and audience profiles determined by journey type and day of the week, book the Elonex MSA Network as a national broadcast campaign or target specific geographical areas, and position your brand where fully engaged consumers can't fail to see.
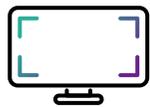
29 service area locations across the UK

20 minute dwell time at RoadChef

100% full motion advertising

All mapped out

#	Location	Road	Postcode	Direction
1	Annadale Water	A74 (M)(J16)	DG11 1HD	N/S
2	Bothwell	M74 (J4/5)	G71 8BG	S
3	Chester	M56 (J14)	CH2 4QZ	S
4	Clacket Lane	M25 (J5/6)	TN16 2ER	N
5	Clacket Lane	M25 (J5/6)	TN16 2ER	S
6	Durham	A1 (M)(J61/A177)	DH6 5NP	N/S
7	Hamilton	M74 (J6/5)	ML3 6JW	N
8	Killington Lake	M6 (J36/37)	LA8 0NW	S
9	Maidstone	M20 (J8)	ME17 1SS	N/S
10	Northampton	M1 (J15A)	NN4 9QY	N
11	Northampton	M1 (J15A)	NN4 9QY	S
12	Norton Canes	M6 Toll (J6/7)	WS11 9UX	N/S
13	Pont Abraham	M6 Toll (J6/7)	SA4 0FU	N/S
14	Rownhams	M27 (J7/8)	SO16 8AP	N
15	Rownhams	M27 (J7/8)	SO16 8AP	S
16	Sandbach	M6 (J16/17)	CW11 2FZ	N
17	Sandbach	M6 (J16/17)	CW11 2FZ	S
18	Sedgemoor	M5 (J21/22)	BS26 2UF	S
19	Stafford	M6 (J14/15)	ST15 0XE	S
20	Strensham	M5 (J7/8)	WR8 0BZ	N
21	Strensham	M5 (J7/8)	WR8 0BZ	S
22	Sutton Scotney	A34	SO21 3JY	N
23	Sutton Scotney	A34	SO21 3JY	S
24	Taunton Deane	M5 (J25/26)	TA3 7PF	N
25	Taunton Deane	M5 (J25/26)	TA3 7PF	S
26	Tibshelf	M1 (J28/29)	DE55 5TZ	N
27	Tibshelf	M1 (J28/29)	DE55 5TZ	S
28	Watford Gaps	M1 (J16/17)	NN6 7UZ	N
29	Watford Gaps	M1 (J16/17)	NN6 7UZ	S

N/S = Northbound / Southbound

63% male footfall

37% female footfall

695 Hotel Rooms
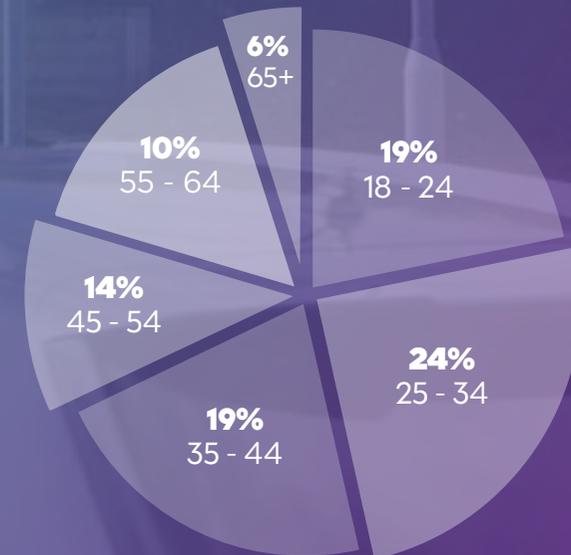
EV charging points **across all sites**

The **only corporate franchise** partner for McDonald's in the UK

98,210 sqft of Catering
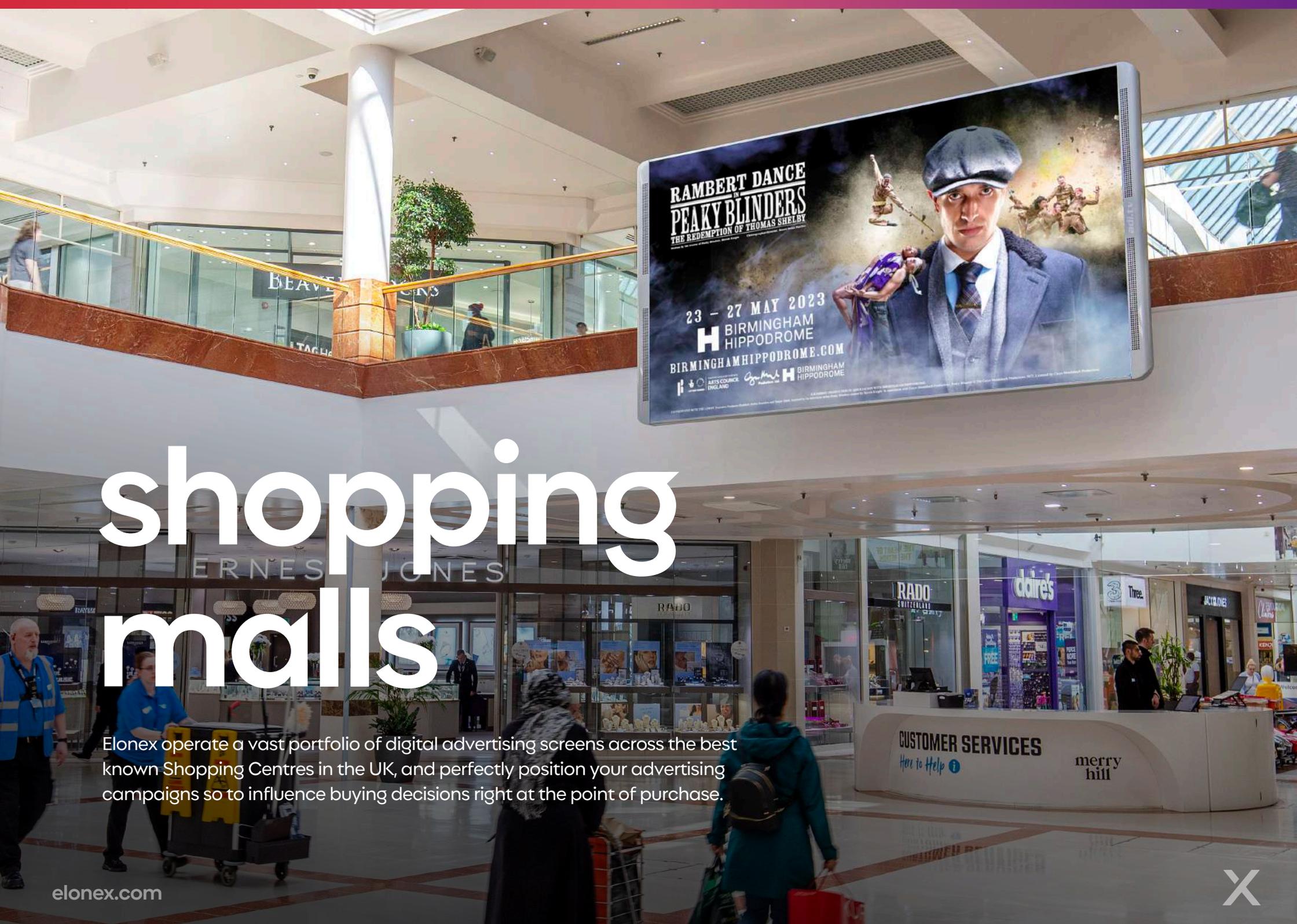**40,924** sqft of Retail
14,800 sqft of Grocery

HGV / Haulier Overnight Parking **Consistently Full**

The world's biggest **COSTA** concession

6% 65+

**19%** 18 - 24

10% 55 - 64

24% 25 - 34

14% 45 - 54

19% 35 - 44

shopping malls

Elonex operate a vast portfolio of digital advertising screens across the best known Shopping Centres in the UK, and perfectly position your advertising campaigns so to influence buying decisions right at the point of purchase.

Connect with more than 1 billion shoppers every year

Reach unrivalled retail audiences and directly influence buying decisions by advertising on the Elonex Shopping Mall Network.
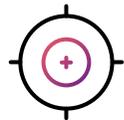
Multi-format (including D6, D48 and PanVision screens) and with real time messaging, advertising on the Elonex Shopping Mall Network means you directly reach and engage with consumers as they shop, eat and play, with precise targeted campaigns built across single or multiple mall locations.
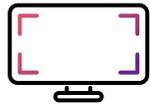
42 sites across the UK

100% full motion advertising

Drive sales right at the point of purchase

including:

- Bullring Birmingham
- Arndale Manchester
- Mander Centre
- Luton Retail Park
- Fosse Park Leicester
- Rushden Lakes

All mapped out

1 Bullring Birmingham | B5 4BU `6 x PanVision`
2 Four Oaks | Sutton Coldfield, B74 2UG `2 x D6s`
3 Birmingham Lights | City Centre, B4 6SX `2 x D48s` `1 x D96`
4 Merry Hill | Brierley Hill DY5 1QX `2 x D48s`
5 Coventry City Centre | Coventry, CV1 1JD `1 x D48`
6 Highcross Leicester | Leicestershire, LE1 4AN `2 x PanVision`
7 Mander Centre | Wolverhampton, WV1 3NH `8 x D6s` `3 x PanVision`
8 The Telford Centre | Telford, TF3 4BX `2 x PanVision`
9 Fosse Park | Leicester, LE19 1HY `14 x D6s`
10 The Hildreds Centre | Skegness, PE25 3NR `1 x D6`
11 Rushden Lakes | Rushden, NN10 6FH `10 x D6s`
12 Derbion, Derby | Derby, DE1 2PL `4 x PanVision`
13 Arndale Manchester | M4 3AQ `4 x PanVision`
14 Quayside Media City | Manchester, M50 3AH `10 x D6s`
15 Market Place | Bolton, BL1 2AL `4 x D6s`
16 Golden Square | Warrington, WA1 1QB `1 x PanVision`
17 County Oak Retail Park | Crawley, RH11 7XN `10 x D6s`
18 Arndale Morecambe Bay | Lancaster, LA4 5DH `4 x D6s`
19 Luton Retail Park | Luton, LU1 3JH `14 x D6s`
20 Frenchgate | Doncaster, DN1 1SW `1 x D48`
21 Prospect Centre | Hull, HU2 8PP `4 x D6s`

22 Promenades Shopping | Bridlington, YO15 2PY `2 x D6s`
23 Grosvenor Shopping | Northampton, NN1 2EW `4 x D6s`
24 Gloucester Quays | Gloucestershire, GL1 5SH `10 x D6s`
25 The Square | Camberley, GU15 3SL `1 x D48`
26 Mercury Shopping Centre | Romford, RM1 3EE `4 x D6s`
27 Grays Shopping Centre | Grays, RM17 6QE `4 x D6s`
28 The Beacon Centre | North Shields, NE29 6QF `2 x D6s`
29 Priory Meadow Shopping | Hastings, TN34 1PH `4 x D6s`
30 St Elli Shopping Centre | Llanelli, SA15 1SH `1 x D6`
31 Merlin's Walk | Carmarthen, SA31 3BN `2 x D6s`
32 Eastgate Shopping Centre | Gloucester, GL1 1PA `4 x D6s`
33 Marlands Centre | Southampton, SO14 7SJ `4 x D6s`
34 The Forum | Wallsend, NE28 8JN `4 x D6s`
35 Hillstreet | Middlesbrough, TS1 1SU `1 x D6`
36 Cornmill Centre | Darlington, DL1 1NH `5 x D6s`
37 The Avenue | Newton Mearns, G77 6AA `4 x D6s`
38 The Piazza | Glasgow, PA1 1EL `2 x D6s`
39 Burns Mall | Kilmarnock, KA1 1LT `2 x D6s`
40 Lower Precinct | Coventry, CV1 1NQ `4 x D6s`
41 Durham Town Centre | Durham, DH1 4SL `2 x D6s`
42 Solihull Retail Park | Solihull, B90 4LD `9 x D6s`

`x2` = number of screens

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retail parks

Target big audience numbers as consumers enjoy
the convenience and variety of UK retail parks.

Take your advertising out of town

Reach large and engaged audiences, build brand recognition, and drive sales by taking advantage of the Elonex UK retail park advertising network.

UK retail parks provide a fertile ground for targeted marketing efforts, and their unique characteristics, such as high footfall, extended dwell times and mixed retail and leisure offerings, make them a key element of effective national and local advertising campaigns.

High footfall

Extended dwell times

Targeted audiences

including:

- **Fosse Park**
- **Rushden Lakes**
- **Luton Retail Park**
- **County Oak**
- **Solihull Retail Park**

PANVISION

Designed to dominate retail settings, PanVision screens are super-sized
and dual-sided to engage consumers as they shop and enjoy leisure time.

Premium advertising
in the UK's most successful shopping destinations

Dominate some of the UK's most successful shopping destinations and reach huge footfall by advertising on the Elonex PanVision Network. Large format (D96) and dual-sided, PanVision screens are designed to present premium advertising opportunities, deliver unmissable messaging and guarantee advertisers really stand out from the crowd!
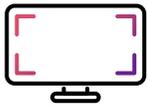
21 premium advertising screens

100% full motion advertising
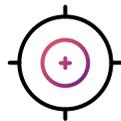
Drive sales right at the point of purchase

including:

- **Birmingham Bullring**
- **Arndale Manchester**
- **Mander Centre**
- **Telford Centre**
- **Highcross Leicester**
- **Derbion Derby**
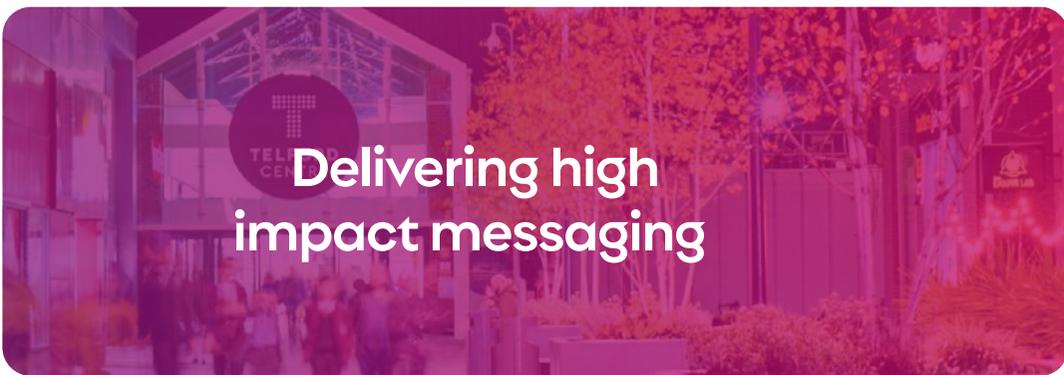
Delivering high impact messaging

Across 6 shopping malls

MANCHESTER ARNDALE

21 x premium PanVision screens

Designed to dominate retail settings

DERBION

elonex.com
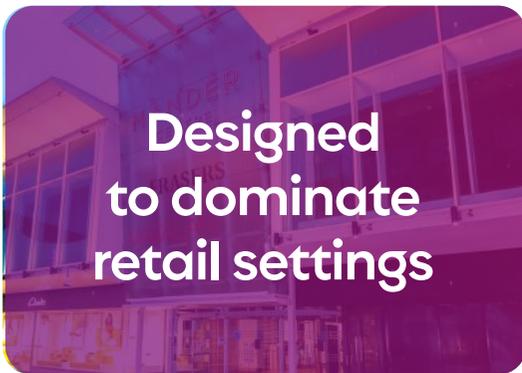
big towns and cities

Reach big audiences as they work, rest and play across the UK

X

Demand attention in key UK locations

Reach big audiences in town and city centres across the UK by advertising on the Elonex Digital Out of Home Network.

Target specific locations as part of national campaigns or deploy well-targeted local messaging in single towns and cities to increase brand awareness, drive brand loyalty and maximise local sales opportunities.

Advertise in Big Towns and Cities, including:

- **Birmingham**
- **London**
- **Leicester**
- **Manchester**
- **Wolverhampton**
- **Coventry**
- **Warrington**
- **Doncaster**
- **Bristol**
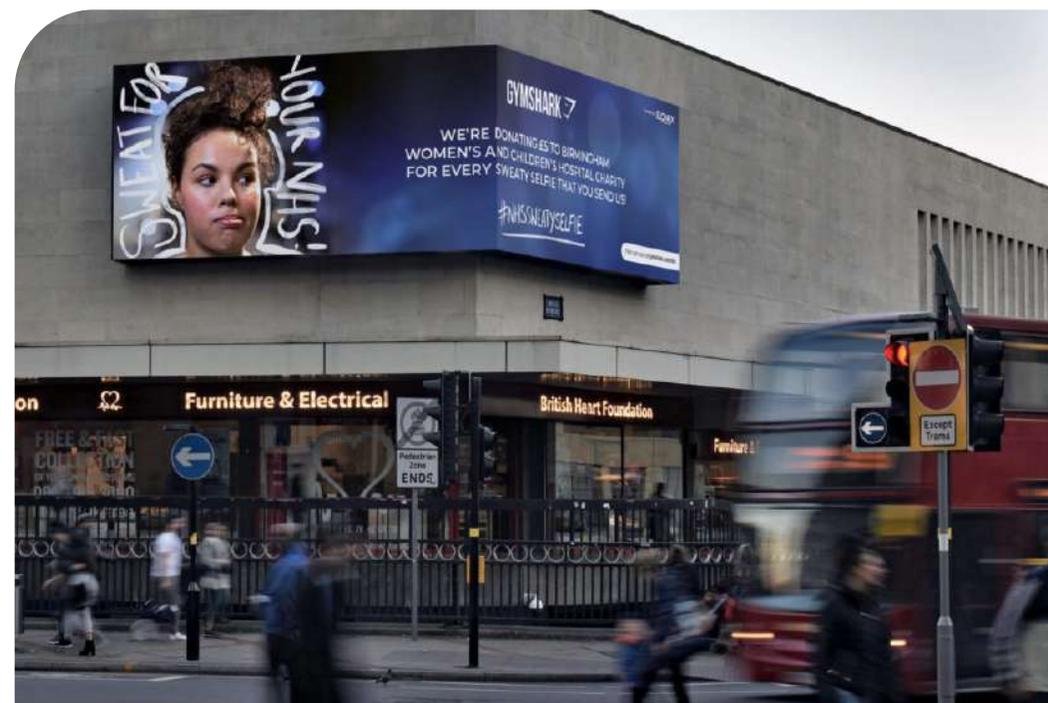
lifestyle

Reach big number, well-targeted and fully engaged audiences by advertising in the UK's most popular leisure environments.

POWERLEAGUE

A unique advertising opportunity at the UK's number one provider of small side football

With 35 clubs across the UK, attracting 155,000 visitors every week, Elonex has created the most powerful Digital 6 Sheet advertising network anywhere in the sector. Consisting of internal and external site screens to demand maximum attention, the Elonex Powerleague D6 Network provides advertisers with unrivalled access to the most clearly defined of audiences.

So, get your brand in the game, stand out from the crowd and achieve winning results by advertising at Powerleague!

35 powerleague clubs across the UK

8 million visitors every year

Nationwide D6 advertising coverage

Bannatyne
Health Club & Spa

High impact advertising that delivers exclusive access to hard-to-reach, affluent audiences

A Bannatyne Health Club is much more than just a gym, it's a lifestyle. State-of-the-art gym equipment and an extensive selection of exercise classes are perfectly complemented by luxurious swimming pools and spa facilities, and there's a relaxed social scene taking place with Starbucks and inviting Cafe Bars to unwind in.

Place your brand front and centre of this highly desired lifestyle environment by advertising at Bannatyne Health Clubs!

63 health clubs across the UK

195,000+ health club members

Nationwide D6 advertising coverage
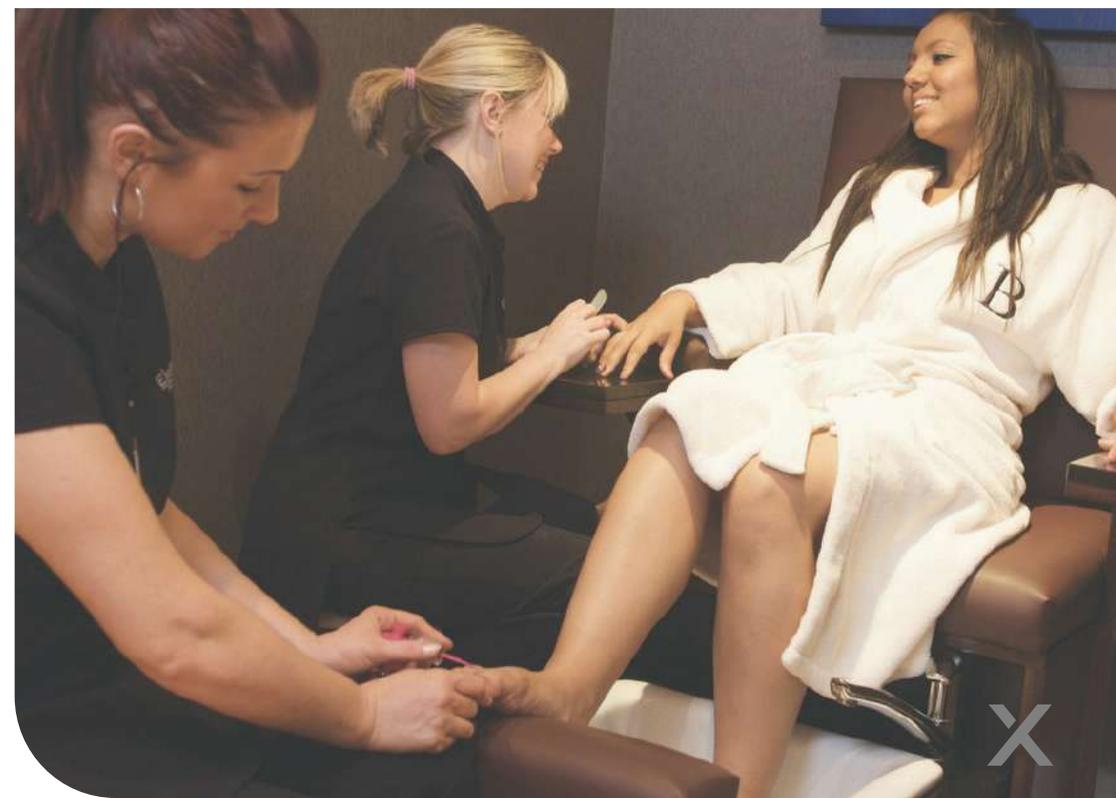
sport stadia

Take your brand to the very heart of major sporting events, where mass and clearly defined audiences can be targeted through innovative and maximum impact digital advertising.

Target clearly defined audiences

Elonex Sports operate in Premier League Footbal, Premiership Rugby and Test Match Cricket, as well as in many other high profile sports, and utilise the latest in sports stadium digital technology to enable your brand to captivate and engage with millions of spectators every year.

Advertising at sports stadia means your business reaches fully engaged sports audiences on passion filled match days, to boost brand awareness, drive customer loyalty and ultimately deliver the most powerful attention-grabbing promotional messaging.

arenas & exhibitions

Let Elonex put your brand up in lights ar some of the UK's leading entertainment venues, and ensure your marketing messages reach big crowds at must see events.

Advertise at the UK's leading entertainment venues

Building brands + driving sales

As the official visual technology partner to venues such as the Utilita Arena Birmingham, Elonex lets you take advantage of unique advertising opportunities at shows featuring some of the world's best known acts to facilitate precise delivery of high impact digital advertising campaigns to clearly defined audiences.
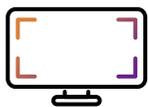
126 screens across 6 major venues

8.6 million visitors every year

**100% full motion advertising**

DigiVans

Get your message seen in the right place, at the right time, and by the right people!

High-impact messaging
on the move!

Go where DOOH doesn't exist!

DigiVan advertising delivers your campaign direct to big audiences! Don't wait for advertisements to be viewed in fixed locations, let Elonex DigiVans seek out audiences and broadcast high impact promotional content – anywhere and everywhere you want your message to be seen and remembered.

DigiVans target high footfall environments, and, as they're always on the move, guarantee huge reach and maximum audience engagement.
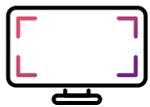
3 high-quality LED Screens on every DigiVan

Full motion, and audio available

Hire DigiVans anywhere in the UK

elonex.com

blox

A space, sight and sound solution.

A space, sight and sound solution

The Elonex blox is a sustainable, modular building concept and combines a large-format digital screen with an all-purpose base unit for use in multiple environments.

Innovative in design, the Elonex blox is built to enable rapid deployment and guarantee immediate activation in any public space, regardless of size and for whatever its intended use and audience.
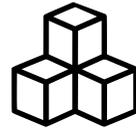
Sustainable. Eco-friendly. Revolutionary.

The compact nature of their 'flat-pack' system means five units can be stacked upon each other, so multiple units can be transported on one HGV vehicle.
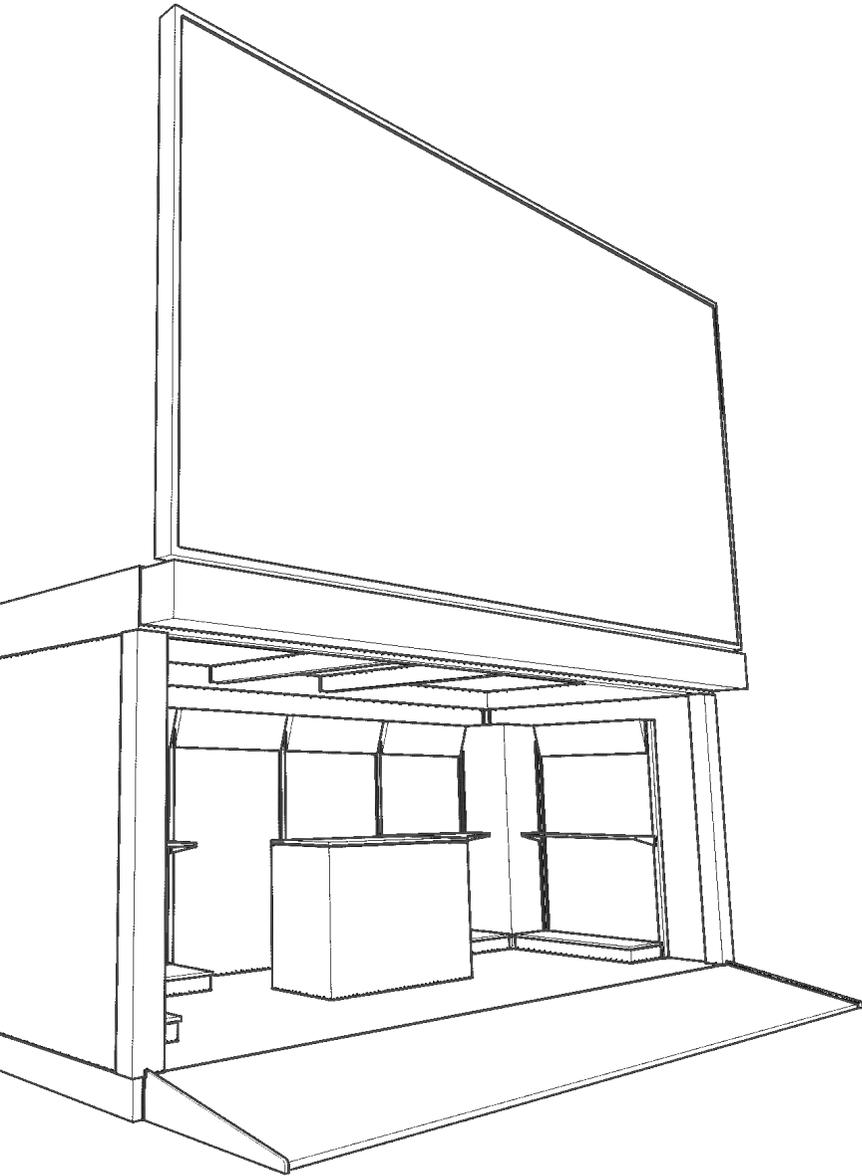
Game changing design

Modular & portable
The blox construction and portability offer full flexibility in arrangement and positioning.

Fully customisable
Each blox is entirely customisable to clients' individual specifications. We design your Cube to your exact requirements.

Rapid deployment & activation
The blox concept enables rapid deployment as single or multiple units so immediate activation can be achieved in any situation.
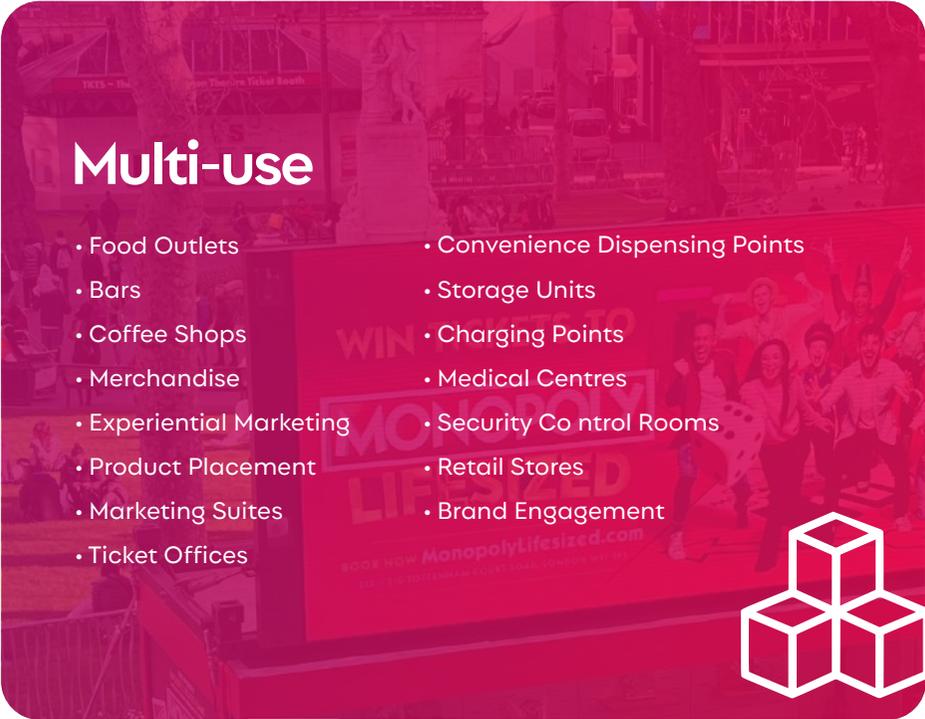
Quality engineering
Using the latest technological developments, the blox are designed and constructed to meet all safety and building regulations.

Multi-environment

- Public Events
- Sports Events
- Retail Environments
- Spectator Villages
- Roadside
- Concerts
- Roadshows
- Pop Up Shops
- Corporate Premises
- Showrooms
- Fan Zones
- Product Launches

Multi-use

- Food Outlets
- Bars
- Coffee Shops
- Merchandise
- Experiential Marketing
- Product Placement
- Marketing Suites
- Ticket Offices
- Convenience Dispensing Points
- Storage Units
- Charging Points
- Medical Centres
- Security Co ntrol Rooms
- Retail Stores
- Brand Engagement

Delivering experiential solutions

Creating big screen engagement

Big screens

- Live Events
- Sports Action
- Live Broadcasts
- Marketing & Advertising
- Public Information
- Safety Messaging
- Crowd Control
- Audience Engagement
- Wayfinding
- Films
- Venue Messaging
- Promotional Videos
- Product Launches

Generating revenue

- Merchandise Sales Promotion
- Food & Beverage Promotion
- Product & Service Advertising
- Etail Brand Engagement
- Special Offer Buy Now Promotions
- Raising Brand Awareness
- Increasing Customer Engagement
- Driving Customer Loyalty
- Third Part Advertising
- Sales Events
- Membership Sales
- Subscription Services
- Base Unit Promotion

ELONEX™
RapidReach

Rapidly deployed D48 screens to create a
unique & powerful advertising network!

5000 new D48 billboard sites

The next generation of digital out of home advertising

A new and unique network of our 5000 rapid deployment DOOH advertising sites.

The Elonex Rapid Reach D48 network now makes it possible for advertisers to target precise environments and locations instantly by selecting exactly where advertisements should be seen, rather than being limited to where DOOH sites already exist.
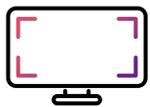
5,000 sites across the UK

Rapid screen deplyoment

Focused location & demographic

Follow your audience

Targeting the right audiences has just been made super-easy with the Elonex Rapid Reach D48 Network

The Elonex Rapid Reach D48 Network can be deployed in a multitude of locations, including:

Universities
Supermarkets
Retail Parks
Festivals
Sports Stadiums
Roadside
Pub Chains
Car Parks
Petrol Stations
Drive-Thru's
New Home Sites
Commercial
Developments
Transport Hubs
Places of Worship
Schools
Business Parks

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ELONEX™

A GroupX Company

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