

“Layman’s terms” messaging map

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| Level 1: Our purpose | RTC makes the shopping experience better for customers and more profitable for stores. | | |
| Level 2: What we do | We design more interesting ways for customers to shop for things. | We put these designs into stores both locally and around the world. | Stores’ profits are increased because our products make inventory appear attractive while keeping it secure. |
| Level 3: How we do it | RTC Create We research how customers shop and design product displays around them. | RTC Custom We build and install these displays ourselves, so the details are always high quality. | RTC Ready We also offer ready-made products for stores that make displays more attractive and prevent theft. |
| Level 4: The results | New and exciting ways for customers to browse and purchase a store’s products. | Brands that stand out from their competitors and make customers interested in purchasing them. | When products are presented better, costs go down and companies have higher profits. |
| Level 5: Reasons to believe | <ul style="list-style-type: none">- Size: over 900 people in 26 facilities in 13 countries- Range: people, facilities, IT and operating systems in a worldwide network- Combination of services: programs and products that work hand-in-hand- Track record: clients who have trusted us for over 20 years to get it right, every time | | |

Elevator Pitch A (22 words)

RTC makes shopping better for customers and more profitable for stores by researching how customers shop and designing product displays around them.

Elevator Pitch B (36 words)

RTC makes shopping better for customers and more profitable for stores by researching how customers shop and designing product displays around them. We build and install these displays ourselves, so the details are always high quality.

Elevator Pitch C (60 words)

RTC makes shopping better for customers and more profitable for stores by researching how customers shop and designing product displays around them. We build and install these displays ourselves, so the details are always high quality. This leads to brands that stand out and interest customers. When products are presented more attractively, costs go down and companies have higher profits.