



E-COMMERCE CAPABILITIES

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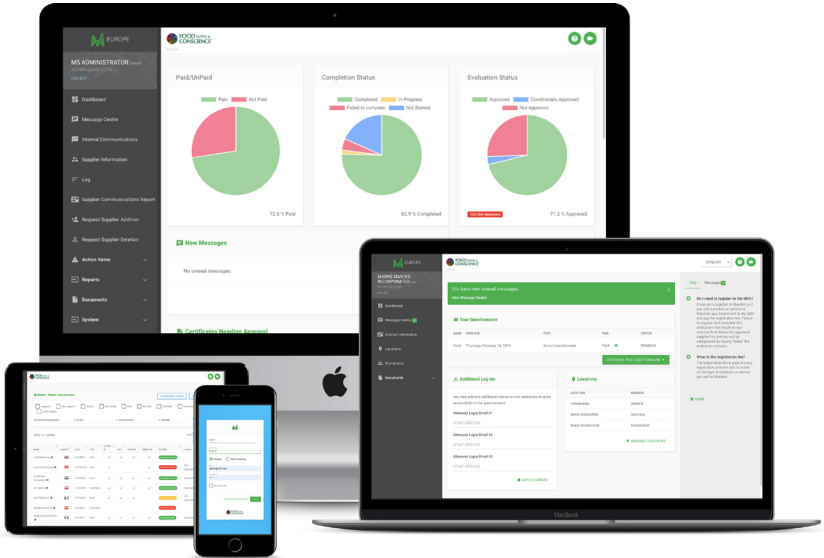
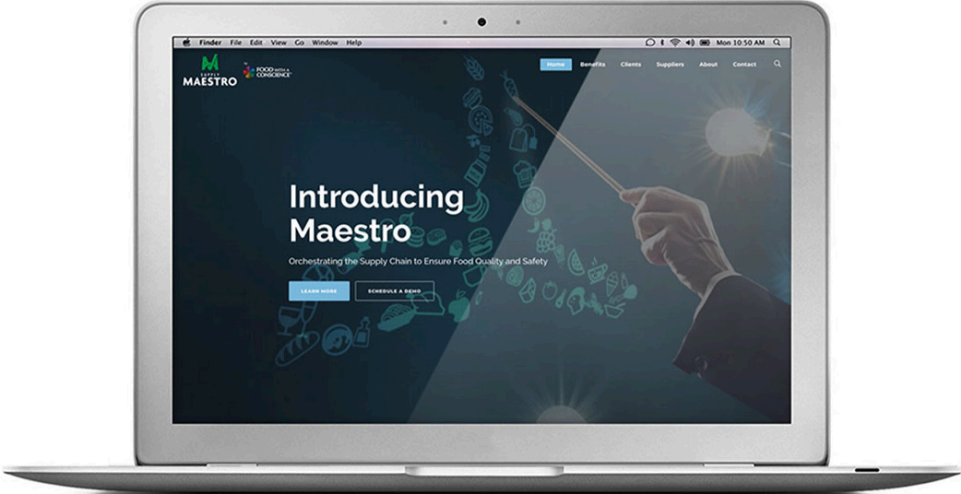
WEBSITE EXAMPLES

FOOD WITH A CONSCIENCE

SUPPLY MAESTRO BY FOOD WITH A CONSCIENCE

We had an exciting opportunity to partner with Food with a Conscience to develop the Maestro online software platform for quality assurance within the airline catering industry. Experts from McGill University developed the content and protocols and m5 developed the platform and user interface. The platform streamlines the vendor qualification process and meets the operational needs of global airlines, food service providers, and vendors alike.

The first client of Maestro was Gategroup, the leading independent global provider of products, services and solutions related to airline passengers onboard experience. Headquartered in Zurich, Switzerland, Gategroup has operations across more than 160 facilities within 124 locations in 32 countries on six continents. Additionally, Servair has come onboard, headquartered in Paris.

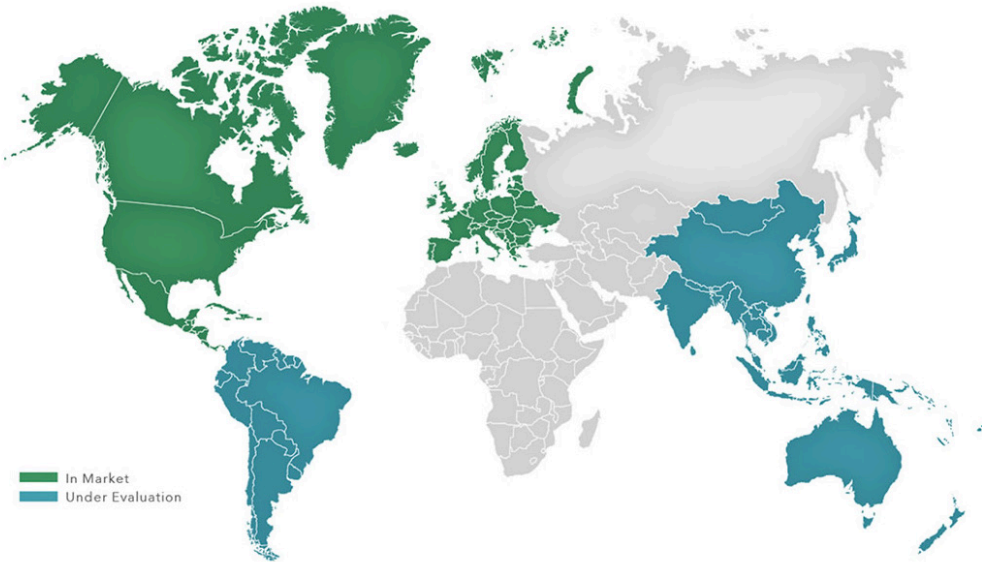


INTUITIVE UX & DEEP ANALYTICS
Simple for the user, yet robust in functionality

WEBSITE EXAMPLES

GLOBAL REACH & 1,000'S OF PARTNERS

Now on two continents with testing under way in South America, Asia and Australia. The program started as bilingual and is now in four languages.



AIRLINE & CATERING PARTNERS

The largest players in the global air travel industry use Maestro on a daily basis, generating a high volume of traffic, which the system easily handles. The system is critical in the airline food supply system and must have the highest reliability.



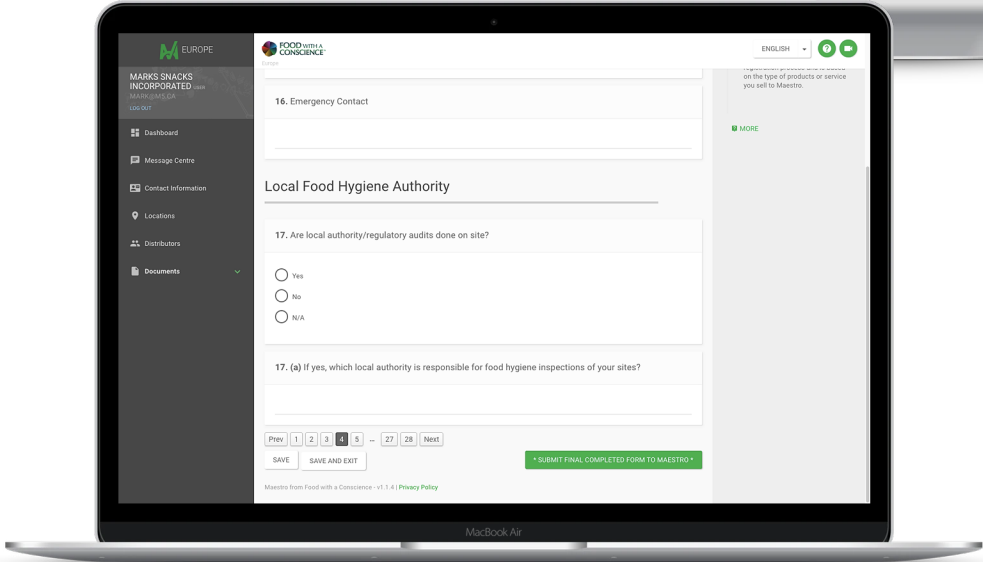
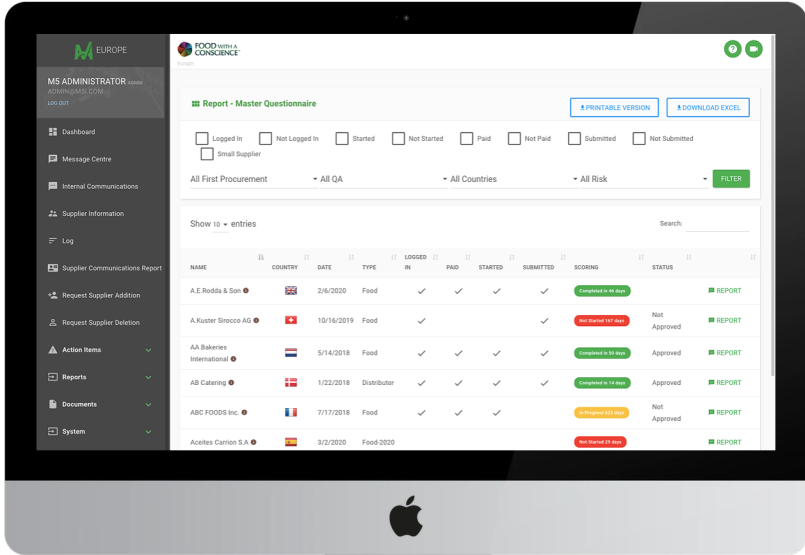
VENDORS

Over 2,000 vendors ranging from global companies to local favourites use the software to become accredited to sell to the global airline caterers. To accommodate this variety, the software needed to be highly flexible to meet a wide range of vendor and product needs.



WEBSITE EXAMPLES

One size rarely fits all. That's why Maestro provides a number of questionnaires designed to help qualify suppliers for each area of specialization. Our questionnaires are developed based on industry standards and many years of experience. As a supply chain management system, Maestro is designed to help reduce risk, increase quality, and inform the procurement process to create efficiency. As all documentation, third-party certifications and audits, and notifications are handled by the Maestro system, workflows are streamlined. Maestro is a centralized repository for all program data, records and documents, and provides an administrative panel to review the progress of users and enable audits as needed. The user front-end must be simple and intuitive, while the administrative back-end must be powerful, yet still easy to use.



WEBSITE EXAMPLES

PEI CANNABIS CORPORATION

With the lead up to the legalization of cannabis across Canada, the Province of Prince Edward Island needed a responsive e-commerce website. The site would need to draw from an inventory database housed within the firewall of the provincial government IT infrastructure and maintain and present real-time inventory for both individual stores and central distribution.

The project involved building API interfaces to connect their e-commerce platform of choice (Shopify), national pick-and-ship delivery providers, as well as a secured inventory management database, and a product listing database powered by Oracle to provide the most up-to-date information to users.

The website also needed to incorporate the education mandate of the province for retail sales. From a design standpoint, the website also needed to be appealing while staying within federal restrictions regarding cannabis marketing.

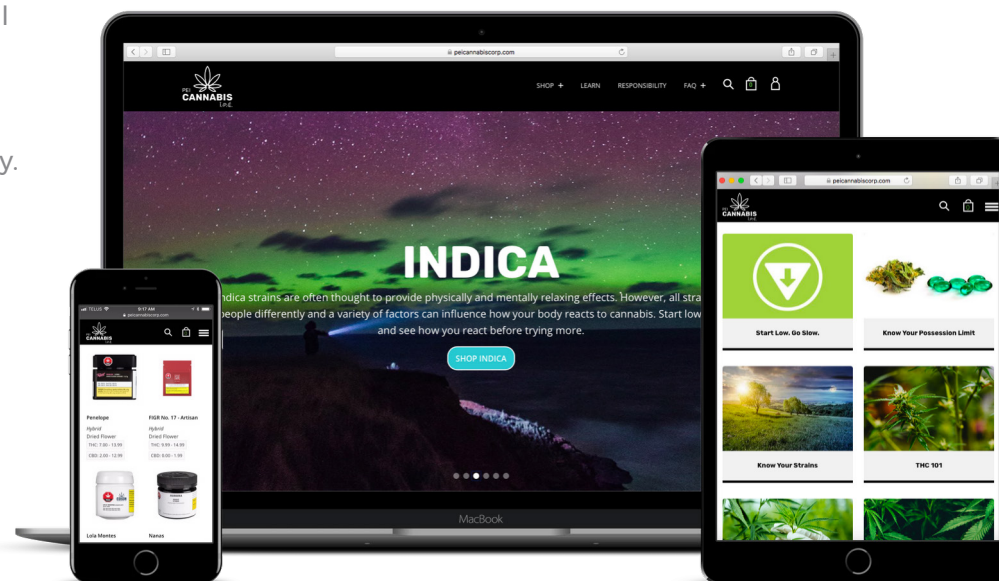
The website launched at midnight on October 17, 2018 and immediately began filling dozens of customer orders successfully.

We've selected this project to demonstrate m5's ability to be nimble and deliver a project, despite a shifting landscape and sub-optimal timelines.

BIGGEST CHALLENGE

The biggest challenge facing this project was the combination of technical complexity, environmental complexity, short timelines and an immovable launch date. To overcome these challenges, the m5 team worked closely with the client to understand policies and regulations as they were being handed down from Ottawa.

By forming working relationships with government, e-commerce, and shipping partners, m5 maintained a flexible approach to development that could be adjusted as new requirements were identified. m5's interactive team worked nimbly to adjust and account for changes in required deliverables within the scope of work and maintained near-daily contact with the client.





Thank you.