

SEE BUOY

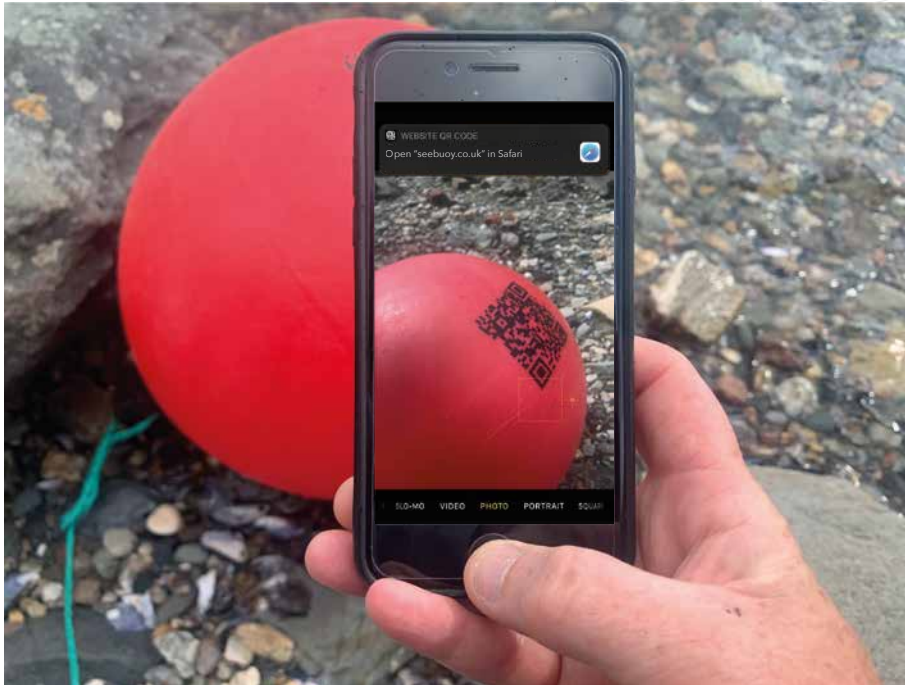
'IF LOST, SCAN TO RETURN' - QR CODE FEATURE



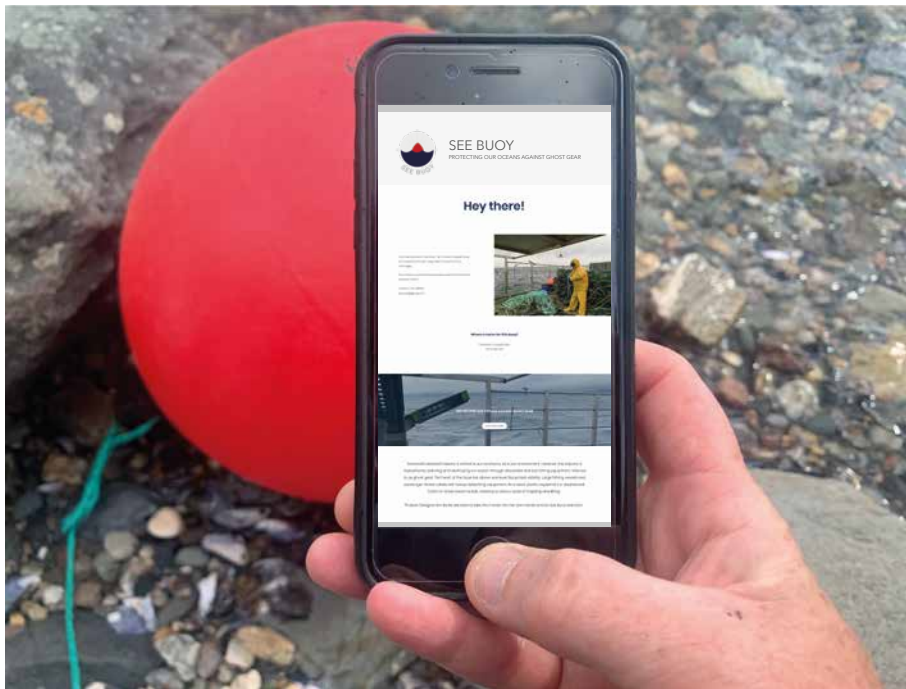
IN THE EVENT THAT SEE BUOY BECAME DETACHED FROM ITS ROPE, FISHERMEN CAN BE ASSURED THAT THEIR BUOY IS TRACEABLE AND CAN BE RETURNED TO THEM IF FOUND ON LAND OR SEA.



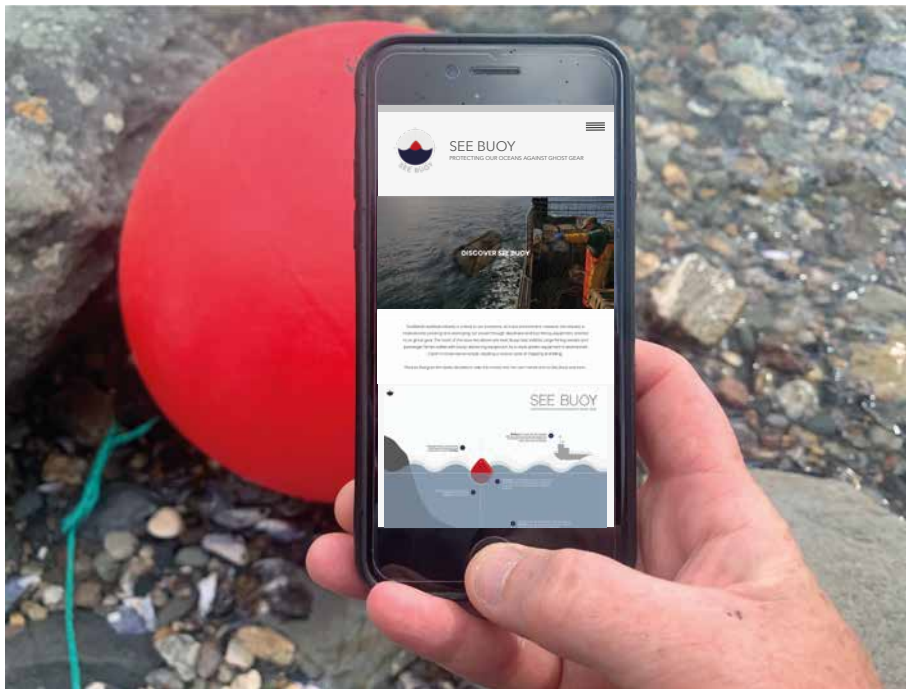
PASSERS BY ARE ENCOURAGED TO SCAN THE QR CODE WITH THEIR PHONE CAMERA THOROUGH A GRAPHIC THAT READS: 'IF LOST, SCAN TO RETURN.'



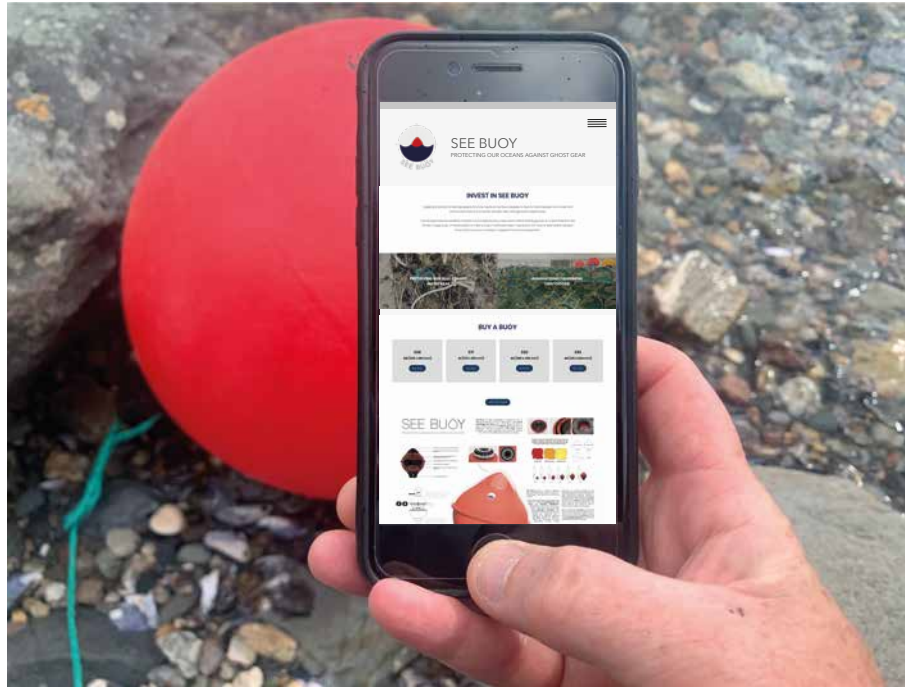
THROUGH SCANNING THE QR CODE THE INDIVIDUAL WILL BE TAKEN TO THE PRODUCTS WEBSITE "SEEBUOY.CO.UK".



THE QR CODE IS LINKED TO A HIDDEN CONTACT PAGE. DETAILS ARE PROVIDED TO CONTACT THE OWNER AND ARRANGE A RETURN. THE GOOD DEED OF RETURNING THE BUOY IS ENCOURAGED THROUGH AN EXPLANATION THE PRODUCTS ENVIRONMENTAL BENEFITS.



THE PASSER BY CAN DISCOVER MORE ABOUT THE PRODUCT THEY HAVE RECOVERED THROUGH THE WEBSITE. INFORMATION ABOUT WHAT THE BUOY DOES, HOW IT WORKS AND WHAT IT ACHIEVES CAN BE EXPLORED.



CONNECTING THE BUOY DIGITALLY TO ITS ONLINE MARKETING PLATFORM WILL ALSO PROMOTE THE PRODUCT. THE INDIVIDUAL CAN ENQUIRE OR PURCHASE THE BUOY THROUGH THE ONLINE STORE.