HANDRAIL
Media Canada Inc.

Venue Partnership Proposal

Turning existing infrastructure into certified revenue assets



Ontario Corporation No. 1001774503 | handrailmediacanada.com

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THE CORE CONCEPT

Your escalators become a zero-cost revenue stream

A new revenue line from assets you already run

We turn your existing escalator handrails into a zero-cost, recurring revenue stream for your venue.

HMC handles 100% of the work

Production, approvals, installation, monitoring and removal are all carried by Handrail Media Canada - nothing lands on your team.

The core financial rule

No fixed or variable operating cost to the venue under the revenue-share model.



Audi campaign — printed film in service on a live handrail

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GLOBAL FORMAT VALIDATION

An established, high-value medium worldwide

Running for years across commercial hubs, retail corridors, flagships and transit lines. Highlighted countries have live or completed handrail campaigns — Canada is next.



● United states ● Brazil ● United Kingdom ● Netherland ● Spain ● Germany ● Turkey ● UAE ● Australia ★ **Canada - launching 2027**

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MANUFACTURER ENGINEERING CLEARANCES

Endorsed by the industry's leading manufacturers

Engineering-level validation

The installation technology holds structural and engineering endorsements from the world's leading escalator and handrail manufacturers.

Developed with the manufacturers, not around them

Developed with the direct support of Semperit - the world leader in handrail manufacturing
Endorsed by Schindler Elevator Corporation.

> *“It does not conflict with safety standards to install advertising on handrails.”*
>
> — Schindler corporate engineering clearance



Die-cut film precisely fitted to the handrail profile

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INDEPENDENT SAFETY ASSESSMENT

Independently tested for physical safety

Independently tested materials

Our media materials have been assessed and tested for physical safety by independent European testing bodies.

Assessed by German TÜV

Formally classified under strict parameters: zero mechanical damage, zero service interruption, and no cause for engineering concern.



Specialized applicator — printed film applied to a handrail in a single pass

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ONTARIO REGULATORY & TSSA GOVERNANCE

Operating under provincial safety frameworks

THE COMPLIANCE SHIELD

Handrail Media Canada operates under an officially approved TSSA variance (VAR-05360).

Safety guaranteed by regulation, not promises

Complete operational safety is governed by Ontario's provincial regulatory framework for elevating devices.

Mandatory mechanic protocol

Every installation and removal is performed strictly by TSSA-licensed elevating device mechanics through registered contractors, with the escalator out of service during the work.



Suzuki campaign — Netherlands

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COMPLETE LIABILITY INSURANCE COVERAGE

Full corporate accountability protects your asset

$5,000,000

Commercial General Liability (CGL) coverage

The indemnity hierarchy

Your property entity, property management group and institutional lenders are named as Additional Insureds before any film touches your equipment. Includes an active waiver of subrogation.

Increased escalator safety

Independent global studies show high-contrast wraps serve as a visual reference point for speed and direction, supporting fewer escalator incidents.



Reference installation — international network

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ASSET PRESERVATION & MAINTENANCE

Your infrastructure stays fully protected

Asset preservation & hygiene

We use specialized, non-damaging film that leaves zero residue. The glossy surface provides enhanced hygiene and is easier for your staff to clean.

Application warranty

Every campaign application is backed by a material wrap warranty covering the full booked campaign period.

Your maintenance contractor stays in charge

Your existing escalator maintenance contractor remains fully in charge of the machinery. We coordinate every visit directly with them.



Kinder campaign — international network

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FLEXIBLE CAMPAIGN WINDOWS & LOCAL UTILITY

Scheduling that fits your marketing calendar

Flexible booking pacing

Campaigns operate on flexible booking blocks from 1 to 8 weeks, with a standard 4-week media cycle.

A tool for your own marketing team

Your in-house marketing manager can use the format directly at preferred pricing: promotional wraps for anchor tenants, holiday events, seasonal programs or short-term brand pop-ups.



Reference installation — international network

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TOTAL BRAND CONTROL

You hold absolute veto over your building's look

Explicit written sign-off

No advertisement is printed or installed without your marketing team's final written approval of the brand partner and artwork.

Tenant competitor exclusion

From day one you can proactively block entire business categories to safeguard your current tenants from local competitors.

A new asset for your own OOH portfolio

If you manage your own OOH assets, handrail media can join that portfolio — new revenue from the advertising clients you already have.



ING campaign — Belgium

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COMMB-CERTIFIED AUDIENCE DATA

Audience metrics in the industry's own currency

Verified national standards

Your property's audience metrics are tracked using verified national standards — not estimates.

The data currency agencies trust

Foot traffic is measured to the standards of the Canadian Out-of-Home Marketing and Measurement Bureau (COMMB) — the official data currency that lets your venue command premium, trusted advertising rates.

FUNNEL NETWORKS

Transit & metro stations — captures nearly 100% of directed passenger flows.

FLOW NETWORKS

Multi-level malls — audience delivery tracked on floor-to-floor circulation.

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PARTNERSHIP ROADMAP

Three steps from site walk to payout

1

Site fit review — a 10-minute walk

A quick, low-commitment site walk to check escalator dimensions and establish a circulation template.

2

Clear step-by-step onboarding

Agreement execution → artwork and brand approval → TSSA regulatory filings → certified off-hours mechanic installation → transparent monthly payouts with full data statements.

3

Risk-free exit strategy

The partnership includes a straightforward exit clause. You are never locked into an arrangement that does not give you 100% satisfaction.



Reference installation — international network

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Let's find your first escalator

A ten-minute site walk is all it takes to start.

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