

Snipp Customer Rewards Platform

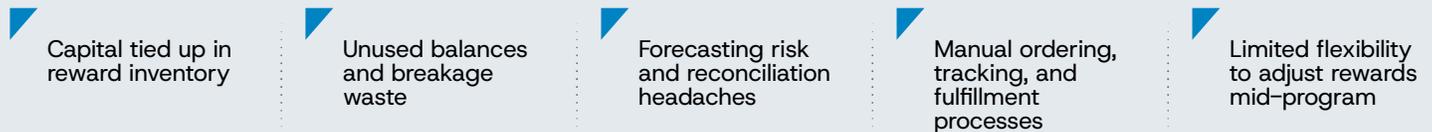


Ideal incentives, no inventory, no pre-buying, only pay for what you need.

The problem Snipp solves

Most reward programs are built on outdated inventory models. Brands prepurchase digital gift cards, preload accounts, or commit to reward stock before they know what will actually be redeemed. That creates unnecessary financial and operational risk.

For brands, the risk compounds:



The result is a reward program that costs more than it should, moves slower than it needs to, and creates operational complexity before a single reward is delivered.

What is Snipp Customer Rewards Platform?

On-demand digital, physical and experiential rewards with zero inventory, zero waste.

Give shoppers the rewards they want without pre-buying gift cards or managing inventory. Snipp's on-platform digital rewards are delivered on demand, so you only pay for what's delivered, when it's delivered.



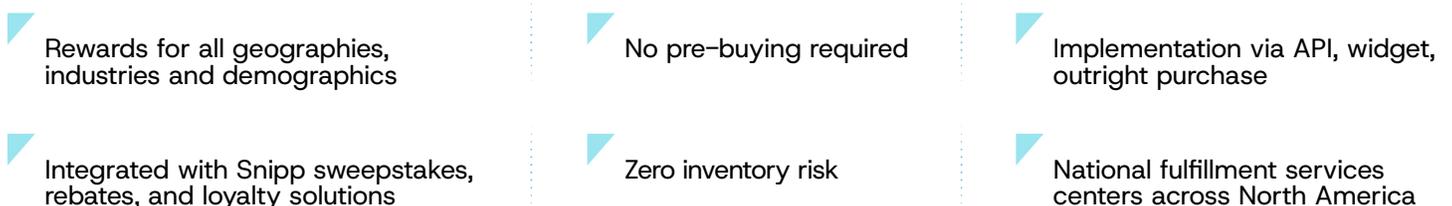
Our rewards API eliminates pre-buying inventory and reduces breakage risk.

Snipp supports everything from short-term promotions to always-on engagement and loyalty programs.

How it works



Key Benefits



One clear measure of performance

Global views, instant insights, relevant rewards



Rewards – top categories

Cash back rewards

→ Cash rewards

Multiple cash reward options

- PayPal
- Venmo
- Prepaid Reward Cards
- Check
- Bank Wire Transfers
- ACH Transfers
- Reloadable Prepaid Cards

→ Prepaid reward cards

Customized and personalized digital and physical prepaid rewards cards

Customized brand recognition rewards

→ Branded swag

Name brand physical goods, promotional items or apparel in all price points and product categories with corporate or promotion logos and graphics

→ Electronic goods

Best Buy merchandize in your rewards store via Snipp's automated rewards API

Experiential rewards

→ Travel rewards

Holidays, excursions, flights, hotels and resorts, rentals, cruises, ride share

→ Entertainment & sports rewards

Gaming cards/codes, sports and sporting events, attractions, restaurants, and more

→ Beauty, fitness & wellness rewards

Salons, health & wellness spas, gyms

Gift cards

→ Digital and physical gift cards

Procurement and fulfillment of gift cards from over 1,000 merchants, globally

- Retailer & named brands
- Online & offline
- Various denominations
- Multiple currencies

→ Across multiple categories

- Grocery
- Mass
- Club & Drug
- Fashion & accessories
- Sports & sporting goods
- App stores

What makes Snipp Customer Rewards Platform different?

Rewards made easy

- Thousands of rewards across 180 countries and 58+ currencies
- Cash delivered as digital prepaid cards, gift cards, bank deposits, merchandise and experiences
- Risk free rewards with API driven pre-buying inventory
- Fulfillment centers across North America and select European countries

Built for consistency at scale

- Fast, reliable delivery that reinforces trust with customers
- Regional and global reward catalogs
- Consistent experiences across channels and programs

Protection built in, not bolted on

- Fraud detection and prevention embedded in reward workflows
- Eligibility, caps, and rules enforced automatically
- Budgets protected before rewards are issued

Connected to verified behavior

- Rewards tied directly to validated purchase and engagement activity
- Works seamlessly with Snipp Loyalty, Rebates, Offers, and Promotions
- Ensures rewards influence behavior, not just participation

Flexible by design

- API-driven integrations or fully managed fulfillment
- Standalone rewards engine or part of a broader Snipp solution
- Launch quickly and evolve without rework

Orchestrated across the full customer journey

- A single rewards engine powering loyalty, rebates, promotions, and incentives
- Consistent reward logic and controls across multiple programs and channels
- One system of record for reward issuance, cost, and performance

Why choose Snipp

Snipp Rewards makes rewards measurable, controlled, and built for scale. With fulfillment, fraud mitigation, orchestration, and performance measurement unified in one platform, brands simplify execution, reduce waste, and protect margins while elevating customer experiences.

Enhanced redemption experience and reward procurement & fulfillment for L'Oreal

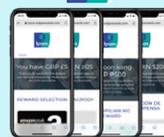
L'OREAL PARIS



Snipp procured and distributed multiple rewards – gift cards, magazine subscriptions, and charitable donations.

Snipp seamlessly integrated our rewards offering via API into the L'Oreal loyalty program for an enhanced consumer experience. Consumers could easily redeem points for Snipp Rewards and L'Oreal could track Sweepstakes entries via the API.

A global solution for distribution of digital incentives for Ipsos



Snipp set up multiple country and language specific micro rewards sites for Ipsos, a global research company, where consumers can redeem various rewards including gift cards, PayPal and digital cash.

Ipsos consumers who take a survey on the client platform receive a unique redemption link to the Snipp hosted Ipsos branded site.

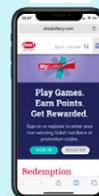
Channel incentive program for Sinclair Broadcast Group

SINCLAIR



Sinclair wanted to motivate their advertisers to increase ad spend. Snipp launched a tiered loyalty program that encouraged advertisers to enroll, upload media invoices and automatically earn points. Participants can track progress, unlock benefits and redeem from a curated catalog of 140 rewards – all fully managed and fulfilled by Snipp.

API integration for gift card and physical rewards fulfillment for Ohio Lottery



Ohio Lottery Integrated Snipp's rewards offering into their program via an API.

Players choose from a vast catalogue of digital rewards – gift cards (Bass Pro Shop, Dick's Sporting Goods, restaurants, etc.), Spotify, Uber, movie tickets & more!