SNIPP!

INVESTOR OVERVIEW

SNIPP INTERACTIVE INC. (www.snipp.com)

TSX-V: SPN, OTC: SNIPF

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SNiPP!

SNIPP!

Leading SaaS marketing technology company providing global brands with a unique Customer Acquisition, Retention and Engagement platform

WHY SNIPP – KEY INVESTMENT THEMES

1. **Large diversified client base of Fortune 500 companies generating base revenue streams of $10MM today**
   - 90+ clients such as Kellogg, P&G, Starbucks, Nestle, Pepsi, L'Oreal and more…

2. **Market Leading Machine Learning Engine that enables manufactures to capture purchase data from any image such as receipts, invoices, selfies etc.**
   - Industry leader in receipt processing running 95% of all consumer scale programs in the North American market today with significant opportunity to expand into adjacent industries based on strength of the first party data collected by the platform

3. **Multiple revenue streams from different deployment types built off a single Mar-tech platform with cross-industry applicability and global deployment capability**
   - Increasing mix of Long-Term Recurring revenue contracts and increasing global deployments

4. **Debt free balance sheet with inflecting revenues and profitability**
   - 2020 EBITDA positive, with 100%+ improvement year on year [1]

5. **Highly active M&A Space with multiple transactions taking place in the recent past**
   - Loyalty
     - Kognitiv acquired by Aimia
     - SessionM acquired by MasterCard
     - CrowdTwist acquired by Oracle
   - Data Analytics
     - Nielsen IQ acquired by Advent
   - Promotion Marketing
     - HelloWorld acquired by Dentsu
     - Prizelogic acquired by Palmico Capital

PLATFORM DEVELOPMENT AND INTEGRATIONS COMPLETED AND READY TO SCALE GROWTH

[1] As at Sep 30, 2020

4

2020 VIEWED AS THE INFLECTION: BUILDING A PROFITABLE COMPANY WITH NO DEBT...READY TO TELL THE SNIPP STORY
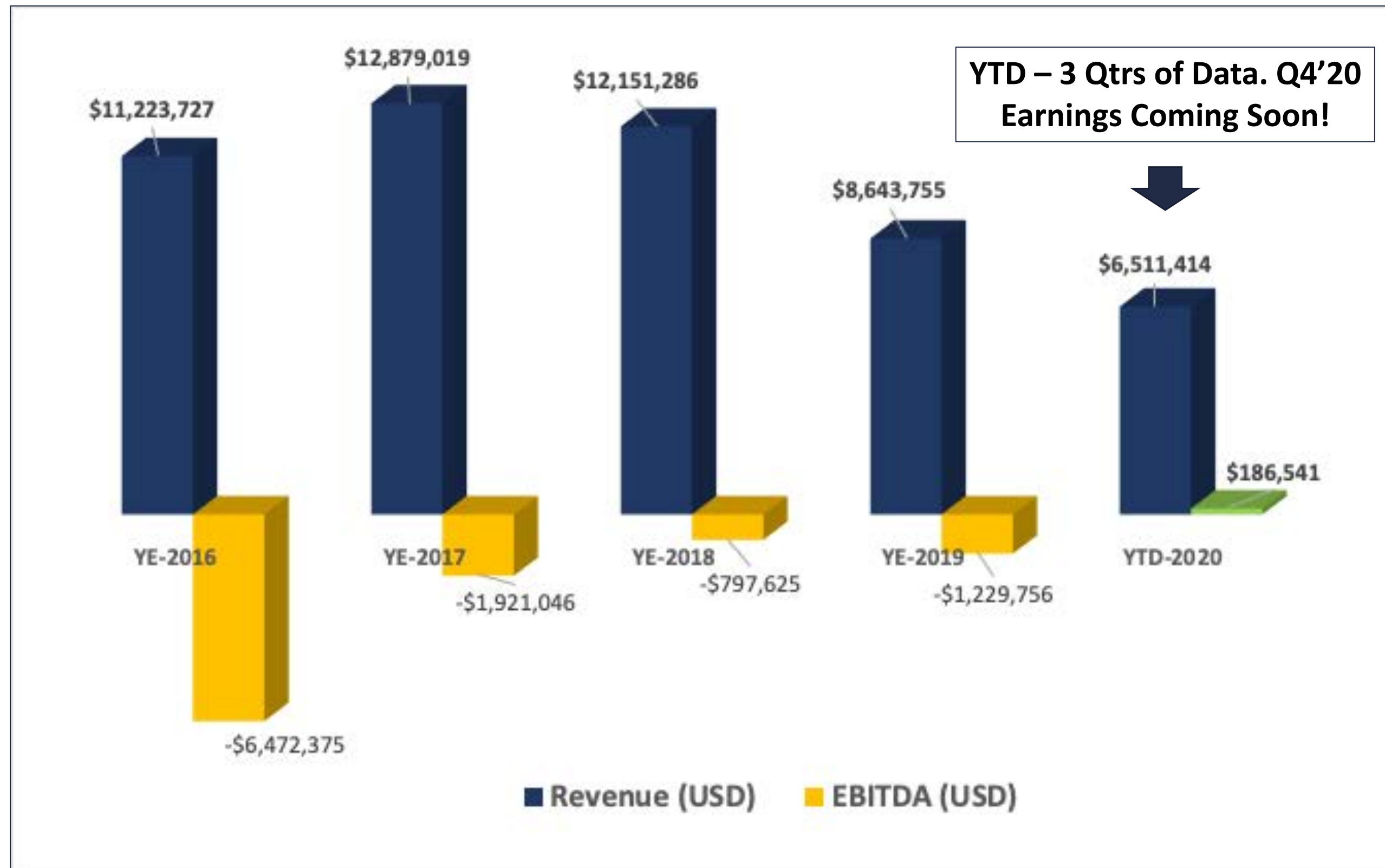
- EBITDA improvement of over 100% YoY

- Shifting revenue mix led by longer term recurring revenue streams

- Continued Migration from partner led sales in 2017-18 to direct client relationships

- Consistent 70%+ margin business with sustained revenue growth projected

- No Debt on Balance Sheet

EARLY AGGRESSIVE BUY + BUILD STRATEGY FOLLOWED BY DEEP INTEGRATION EFFORTS AND MOVE TO DIRECT RELATIONSHIPS HAVE SET THE STAGE TO ALLOW FOR RAPID & PROFITABLE GROWTH

SNIPP FOCUS: 2021-2025 TO REGROW THE TOP LINE

1 **Drive sales of Brand Loyalty** and **Multi-Channel loyalty** – a new industry with whitespace growth opportunity driven by our leading Receipt verification and categorization platform

2 **Accelerate the shift to Long Term Recurring Revenue** streams driven by migrating clients to annual licenses of our various engines

3 **Brand our platform's capabilities as a true Customer Acquisition & Retention Hub** and leverage the importance of building brand owned 0 and 1st party data in the new world of privacy
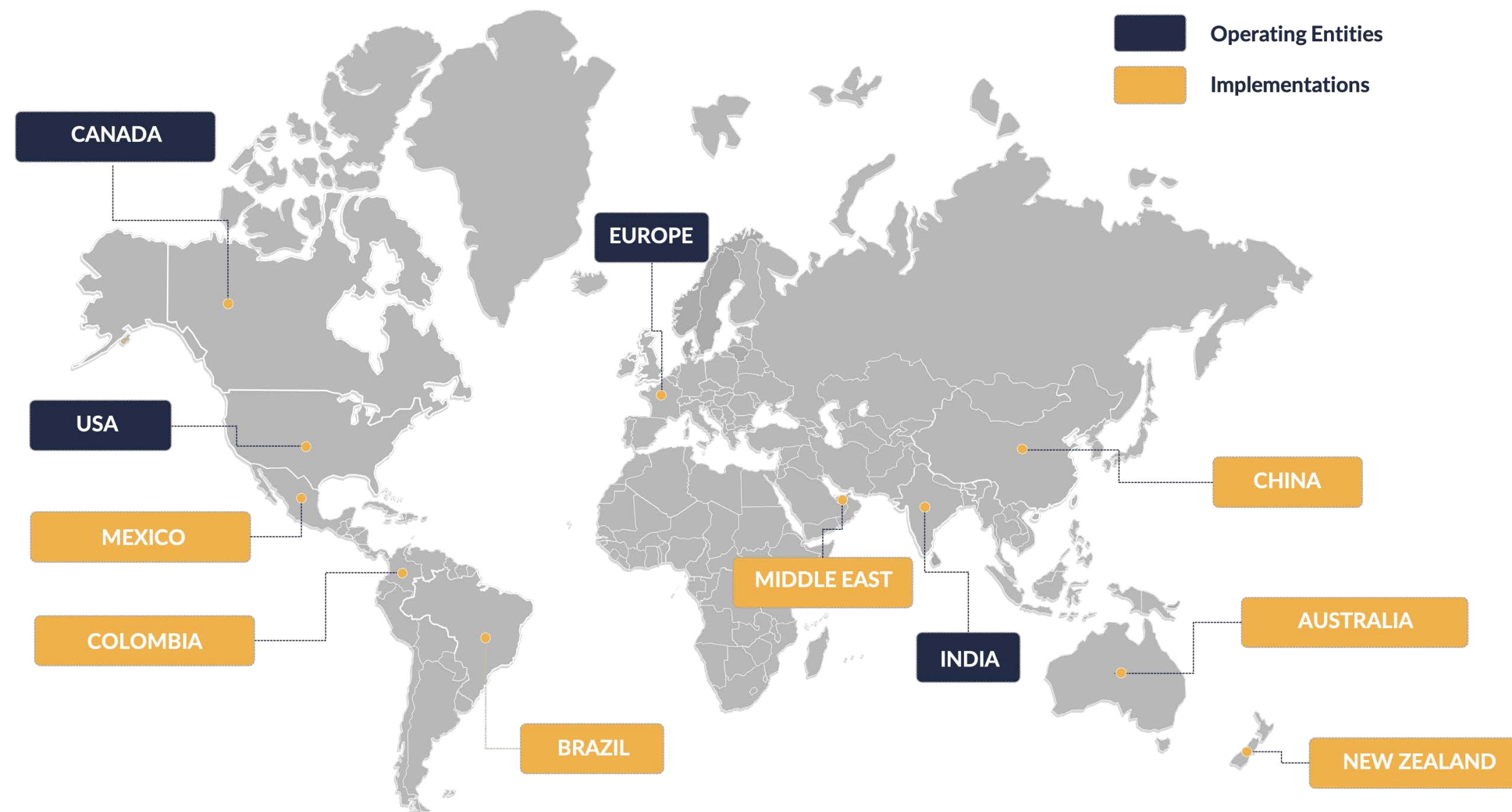
4 **Make focused acquisitions** in the industry to rapidly capture market share and enter new industries

5 **Expand share of wallet with existing clients** driven by **international expansion** and **data sales to** the media and research groups within these organizations

ABOUT SNIPP

Operating Entities
Implementations

CANADA
EUROPE
USA
MEXICO
COLOMBIA
CHINA
MIDDLE EAST
INDIA
AUSTRALIA
BRAZIL
NEW ZEALAND

60+ employees, **5** countries
2012 – IPO in Toronto
Public on **TSX(V)** – **SPN**, OTC
- **SNIPF**

75+ different clients
4000 + programs
50+ live programs

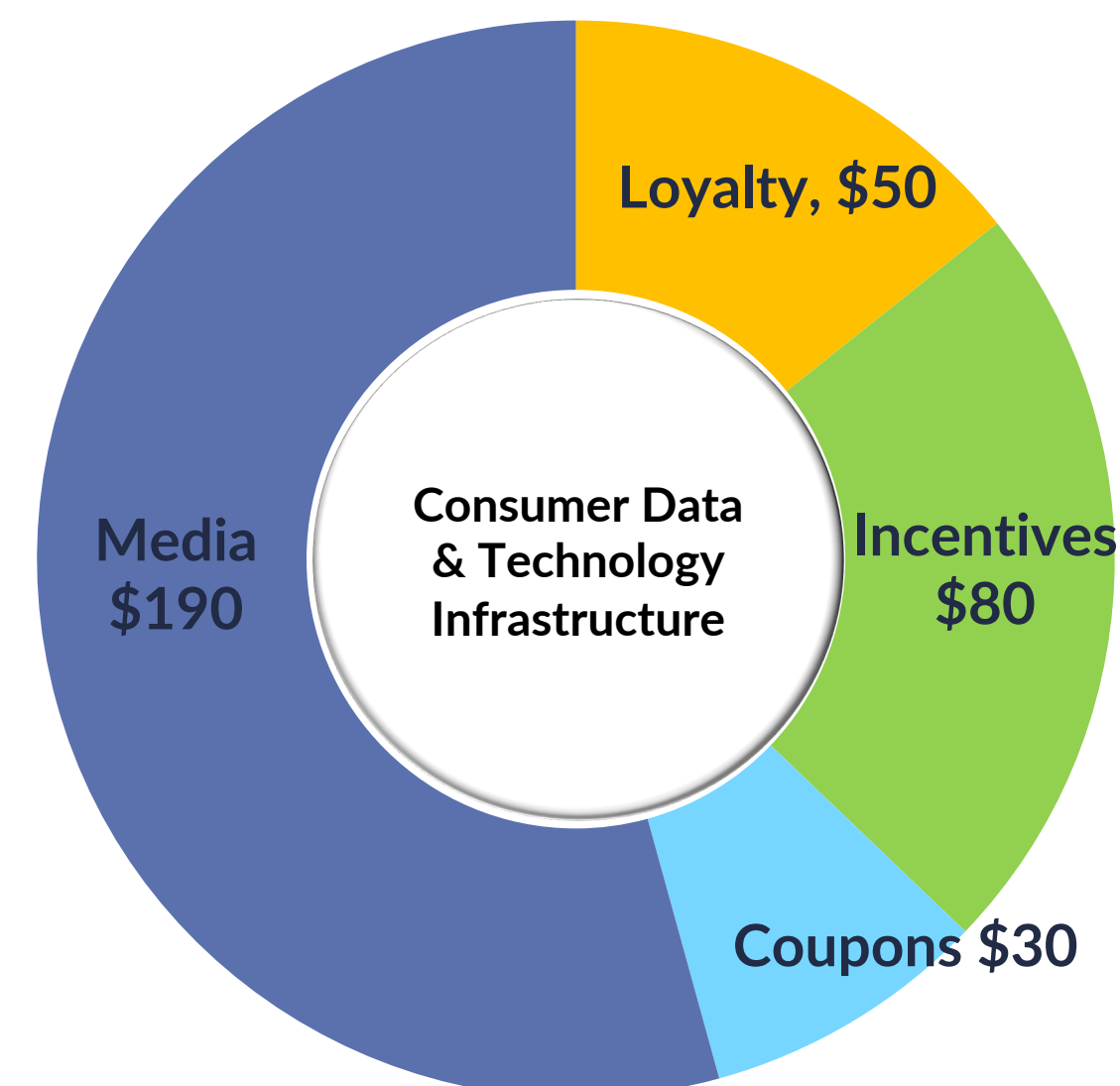| Canadian Innovation Companies (CIX) Hottest Innovative Company	TSX Venture 50 Company Toronto Stock Exchange	Deloitte Fastest Growth Companies in North America		
AWARDS				
CIX TOP 20	TSX Venture 50	500 Technology Fast 500 2016 NORTH AMERICA Deloitte.	500 Technology Fast 500 2017 NORTH AMERICA Deloitte.	500 Technology Fast 500 2018 NORTH AMERICA
2015	2015	2016	2017	2018

WE OPERATE IN A $160B MARKET TODAY...

Snipp Target Market Today...

Industry	Market Research	Advertising Technology	Marketing Technology

Industry

Market size*

Problem Solved

Market Research
$50B
Who Is My Customer?
Where Can I Find Them?

Advertising Technology
$563B
How Do I Target Them?

Marketing Technology
$160B
Did They Buy My Product?
How Do I Keep Them Coming Back?

Technology Drives
$350B** US Marketing Spend
Across All Verticals

Loyalty, $50

Incentives $80

Coupons $30

Media $190

Consumer Data & Technology Infrastructure

*Global Spend as reported by Statista

**Sources: Raymond James, Snipp, AIMIA, Incentive Marketing Organization, eMarketer, Groupon PR

SNIPP

...WITH THE ABILITY TO MOVE INTO ADJACENT INDUSTRIES BASED ON THE STRENGTH OF OUR DATA SET

Who Is My Customer?

Where Can I Find Them?

How Do I Target Them?

Did They Buy My Product?

How Do I Keep Them Coming Back?

Market Research

$50B

Advertising Technology

$563B

Marketing Technology

$160B

Better data drives expenditure on more Snipp programs...

Better Media targeting

↑

User Modeling/ Segmentation

↑

Snipp Purchase Data

↑

Snipp Promotion Tactics
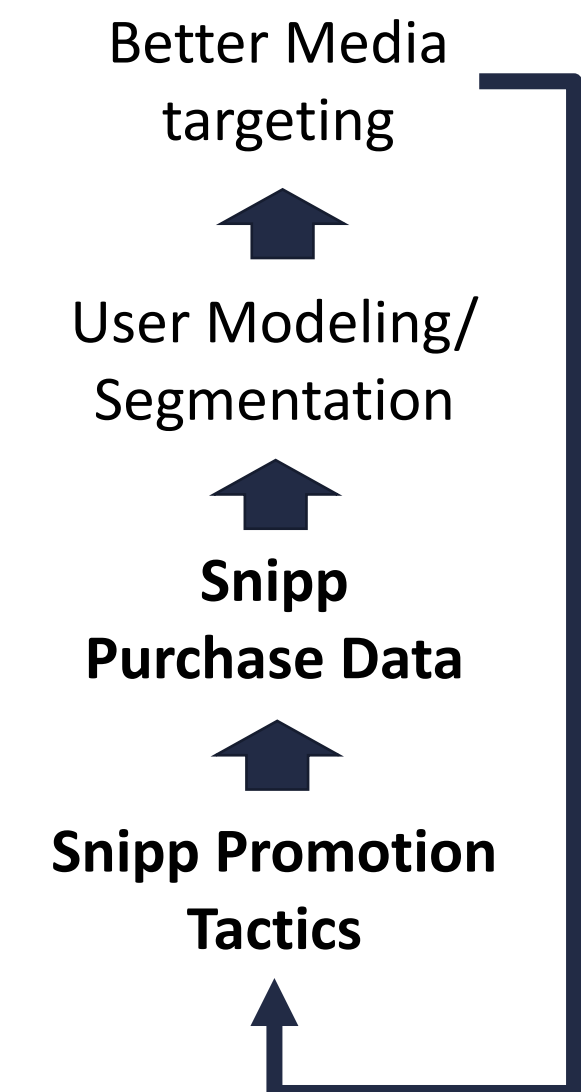
SNIPP RUNS ON AVERAGE 300+ PROGRAMS A YEAR AGAINST WHICH CLIENTS SPEND BETWEEN $150,000 TO $500,000 ON MEDIA TO TARGET THE PROGRAM. SNIPP HAS AN OPPORTUNITY TO CREATE A MEDIA SERVICE TO CAPTURE THIS SPEND FOR ITS OWN PROGRAMS

OUR CLIENTS

2020 YTD	No. of unique customers	Average campaign size	Average length of customer
Recurring Contracts (>12 Month Contract Duration)	36	$136,000	3+ years
Other Contracts including those that Repeat (<12 Months Contracts)	37	$82,000	1.7 years

WE WORK WITH 9 OF THE TOP 10 GLOBAL CONSUMER GOODS COMPANIES TODAY AND THE TWO LARGEST SHOPPING MALLS IN NORTH AMERICA!

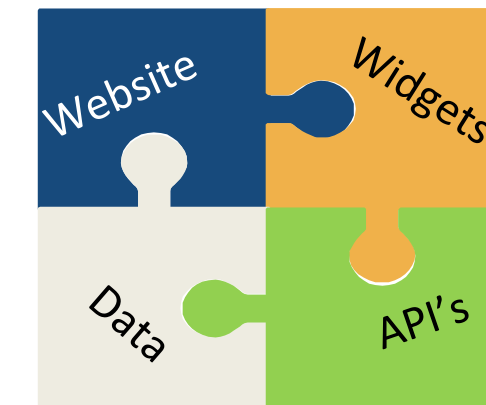# PROBLEMS WE SOLVE

1. Tactical Shopper Marketing Programs

2. Modular deployments to enhance data generation & collection

3. Complete Purchase Data insights by Retailer

Customer

Acquisition,

Retention &

Engagement

SNIPP'S DEFENSIVE MOAT - SNIPPCHECK
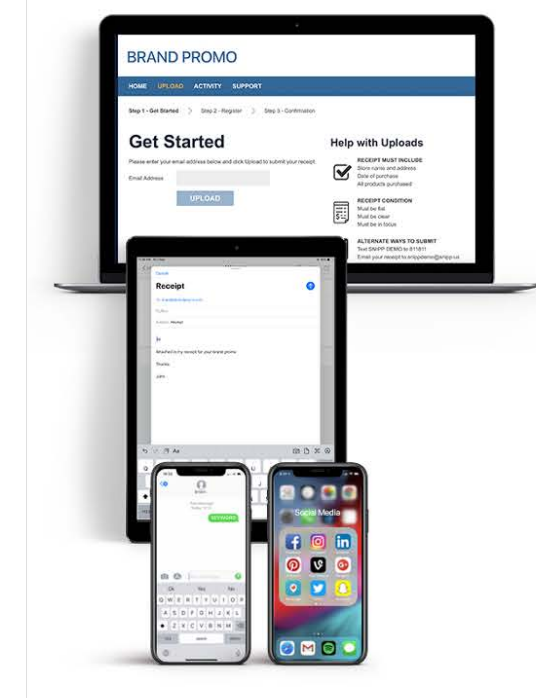## A. MACHINE LEARNING TRANSACTION PROCESSING PLATFORM

MANAGE
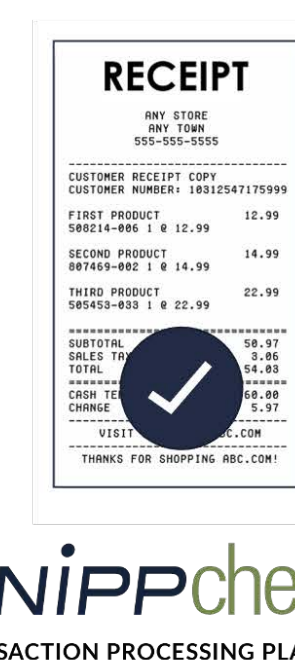PROGRAM DESIGN, DEVELOPMENT & MANAGEMENT

Consumer makes a qualifying purchase in-store / online

Consumer takes a picture of the receipt (or any product / packaging)

ACTIVATE
Omni channel activation on Snipp built brand page (Text, Email, Web, Social or App)

VALIDATE
SnippCheck validates any Purchase or Non-Purchase transactions
+ Data Extraction

INCENTIVIZE
Physical / Digital/ Experiential rewards, Coupons, Cash back Loyalty points

MEASURE
UNIFIED DATA SETS, ENABLING INTELLIGENT DECISION MAKING

We run the largest scale receipt submission programs globally and are the ONLY vendor in the market that provides an accuracy SLA.

SNIPP's DEFENSIVE MOAT
B. MODULAR AI DRIVEN TECHNOLOGY STACK

Snipp provides brands with a complete technology suite to manage their promotions and implement cross channel loyalty programs.

Technology Engines	Industry Solutions	Future Solutions
SNiPPcheck**!** Purchase Validation	**Contests & Promotions**	**SNiPP**win**!** Contests & Promotions
SNiPPREBATE$ Rebate Programs	Receipt & Image recognition	
SNiPP Loyalty Loyalty Engine	Instant Win	
	Sweepstakes	
SNiPP rewards Rewards Platform	Gift With Purchase	**SNiPP**MEDIA SnippMedia
	Social Media Promotions	
	Punchcard / Continuity	
SNiPPINSIGHTS Insights and Analytics	**Rebate Programs**	
	Enterprise Loyalty	
	Insights & Analytics	

SNIPP's DEFENSIVE MOAT
C. TECHNICAL DEPTH OF OUR ENGINES

WHY DO CLIENTS COME TO US?
1. TACTICAL SHOPPER MARKETING NEEDS

Retention & Loyalty

Sales Uplift

Purchase Frequency

Engagement

Brand Advocacy

ROI Measurement
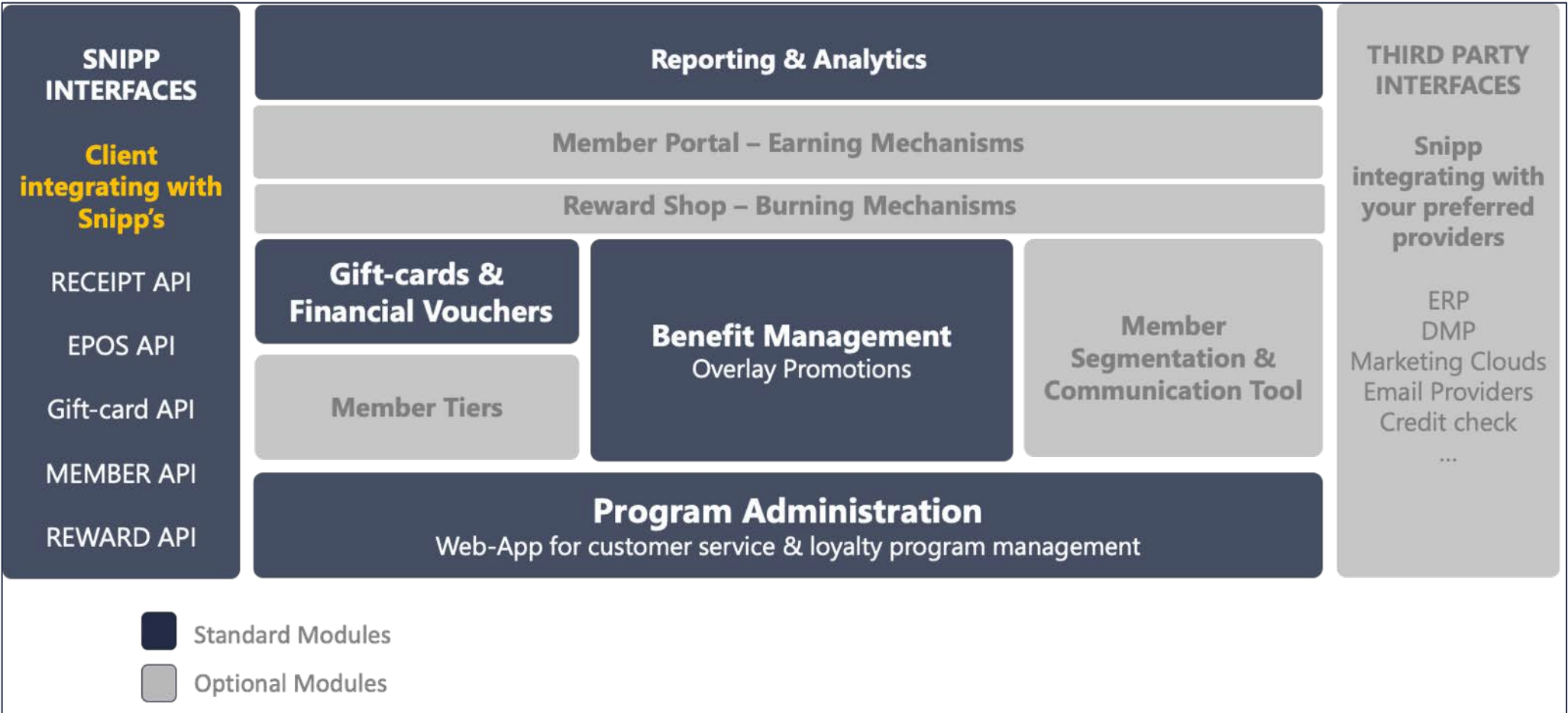
Insights Acquisition
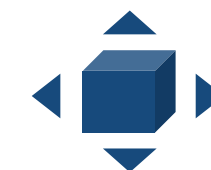
Cross Product Lift

Create Awareness

Drive Product Trial

Increase Basket Size

Drive Participation

ANY MARKETING PROGRAM, ANY WHERE, ANY TIME...!

- Continuity Programs
- Coupon Program
- Data Acquisition
- Enterprise Loyalty
- Gift With Purchase

- Instant Win Games
- Pin On Pack
- Punch-card Programs
- Social Programs
- Brand Loyalty

- Rebates
- Reward Programs
- Image Verification
- Sweepstakes
- Text To Win

Our Modular Technology Stack Enables Multiple Program types without the need of custom development...

SOME OF OUR PROGRAMS
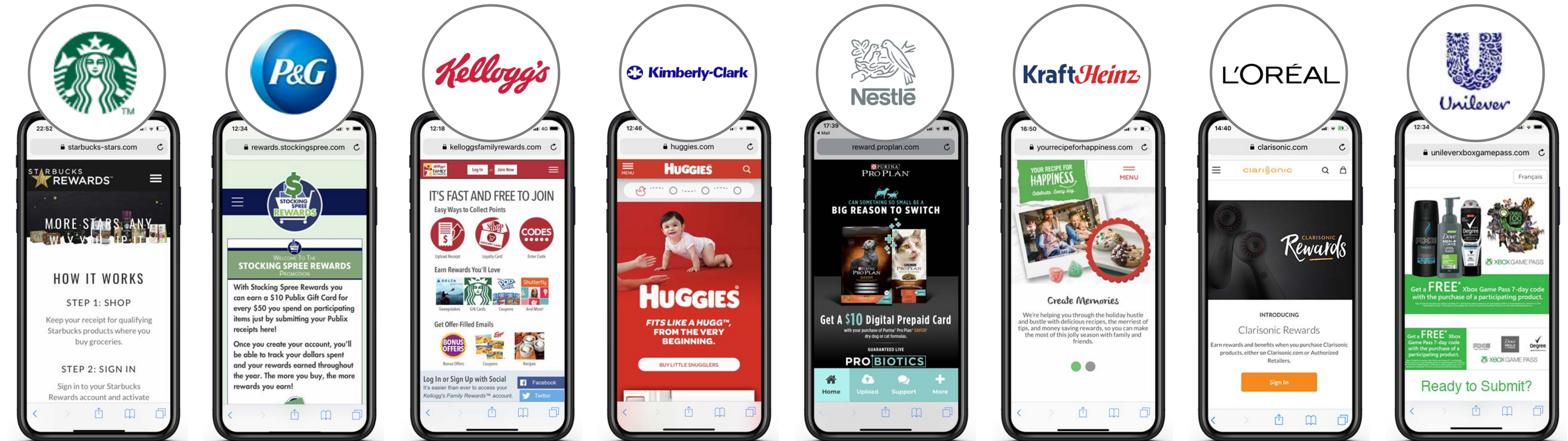
Loyalty

Promotion

Receipt Validation

Receipt Validation

Rebates

Promotion

Rewards Store

Gift With Purchase

TRUSTED BY GLOBAL FORTUNE 500 COMPANIES

SOME OF OUR PROGRAMS

B2B Loyalty

Gamification & Instant Win

Rebates

Receipt Processing

Sweepstakes

Continuity Program
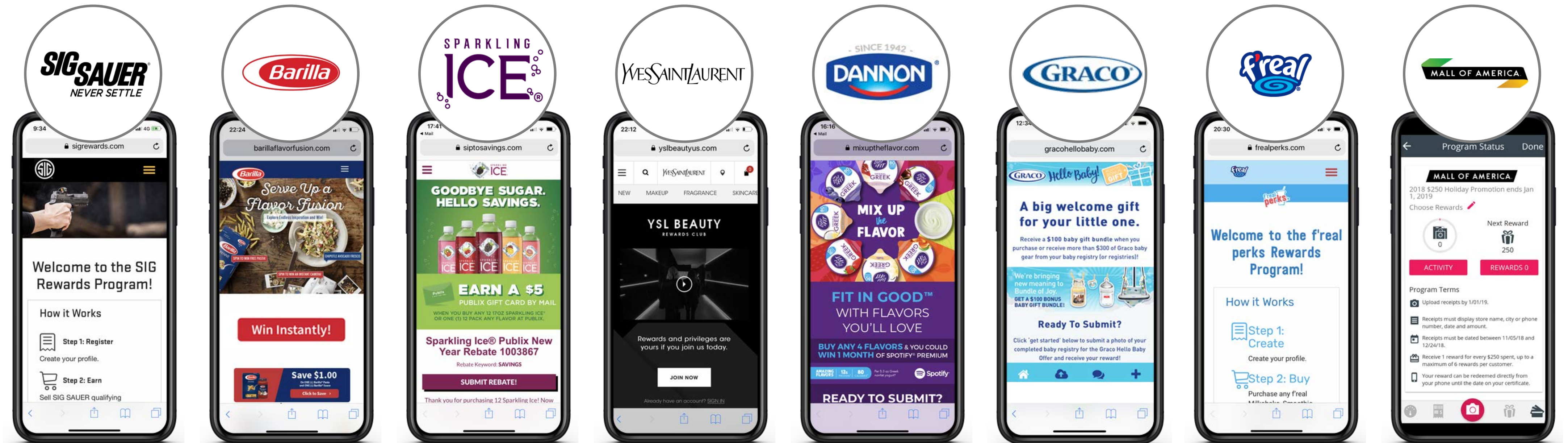
Rewards

Loyalty

AND BY MID-SIZE BRANDS

WHY DO CLIENTS COME TO US?
2. MODULAR DEPLOYMENTS TO CAPTURE DATA

MODULAR CUSTOMER ACQUISTION & RETENTION HUB

LEADING TRANSACTION PROCESSING PLATFORM

5. AWARENESS
Leading Media Channel Partners

4. MEASUREMENT
Data Insights
& Analytics

1. ACTIVATION
Text, Email,
Web, API

MANAGEMENT
Design, Development
and Management

3. INCENTIVIZING
Promotions, Loyalty
& Rewards platform

2. VALIDATION
Purchase & Non-Purchase
Validation

UNIFIED DATA SETS, ENABLING INTELLIGENT DECISION MAKING

Our platform connects brands directly to the consumer with effective incentives

- ✓ Machine Learning
- ✓ Artificial Intelligence
- ✓ Personalization
- ✓ Advanced Data Analytics
- ✓ Zero/First Party Data

MULTIPLE IMPLEMENTATION MODELS

1. **Member Portal/Txt/Email** for Receipt Upload + APIs back to Client System for Registration Check + Points upload
    Example program: https://starbucks-stars.com/en-us/

2. **Snipp Widget** on Client website for Receipt Upload (post registration on Client site) + API back to Client System for points upload
    Example program: https://www.lancome-usa.com/about-elite-rewards

3. **Full API back end** Integration where Client collects the Receipt and sends it to Snipp.
    Example program: https://www.kelloggsfamilyrewards.com

OMNI CHANNEL ACTIVATION

Activate Users in any channel

EMAIL

WEB

TEXT

IN APP

IN STORE

SOCIAL

MULTI-CHANNEL VALIDATION

SNiPPcheck**!** Validates any Purchase or Non-Purchase transaction

PURCHASE

ePOS Integration

Receipt

Pin On pack

NON-PURCHASE

Packaging

Selfie

Image

Survey

Review

Social

Custom

KEY FEATURES

App free solution

99.9% Accurate

Works across all retailers

Sophisticated fraud detection

Rules engine supports any qualification logic

SNiPP

VALIDATE

INCENTIVIZATION - SNIPP REWARDS

DIGITAL REWARDS

Movies, Music & TV
Digital Content Catalog of 4MM+ available for download or streaming.

Gift Cards
Digital and Physical gift cards to over 1000 merchants (Retailer & Named Brands) globally, in various denominations and currencies.

Magazines
eMagazine Subscription: 3 or 6 month unlimited access digital subscription to over 1500 magazine titles, current and back-issues.
Physical Magazine Subscription: Hundreds of best selling magazines.

CASH BACK

PayPal
Transfer money to qualifiers' accounts

SnippPay
Cash to card, bank to bank local transfer, pre-paid debit rewards cards, coupons, Western Union walk-in pay, rebate check, reloadable prepaid cards and BACS transfer.

Pre-paid Reward Cards
Customized and personalized virtual and physical pre-paid rewards cards (Visa®, MasterCard®, Discover®).

EXPERIENTIAL REWARDS

Travel
Holidays, Cruises, Air Tickets, Hotels,

Events
Concert & Sporting Events

Local
Ride sharing, Spa packages, Dining

Education

MOVIE TICKETS

SnippTix
US nationwide theaters, print at home certificates.

CAUSE BASED GIVING

Allows for consumer directed charitable giving.

GIFT-CARDS & COUPONS

Gift Cards (Retailers & Named Brands)

Mail-to-Home coupons

Secure print-at-home coupons

PHYSICAL REWARDS

Merchandise
Name brand physical goods in all price points and product categories fulfilled directly to consumers.

Custom Photo Products
Products decorated with customers' uploaded images.

Promotional Products
Promotional items or apparel with corporate or promotional logos and graphics.

Electronic Goods
Procurement & fulfillment of almost any electronic good. Including commercial licensing to help promote a campaign.

Fulfillment Services
We can handle S&H and professional fulfillment of client's existing physical products and items.

1,500+ unique rewards across 250+ countries

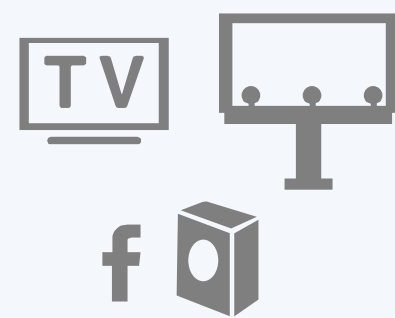**Our database supports rewards in 46 different currencies**

SNiPP

INCENTIVIZE

WHY DO CLIENTS COME TO US?
3. COMPLETE PURCHASE DATA INSIGHTS

Which channels drive purchase?	What is % basket and basket value?	What are brand affinities?

Which retailers drove most value?	Which geographies responded best?	Calculate overall ROI

SNIPP - INSIGHTS MEASUREMENT DASHBOARDS

Allows brands to tap into unprecedented information about their consumers and their purchase habits. Overlay 3rd party data to build robust data sets on your customers, retailers, media plans and more!

Gain in-depth business intelligence to create strategies that use data to its fullest potential

Observe shopping patterns over time and location for hypertargeting and custom personalization

Obtain a competitive advantage by seeing how demand for your products compares

Identify opportunities for coalition programs

Easy to understand visualizations of complex data

A robust dashboard with, **powerful analytical tools and data visualizations**

MEASURE

SNIPP INSIGHTS – BASKET ANALYSIS

Brand & Category Level Shopping Data:
Find out where, when and how your customers are shopping.

Spend:
Know how much your brand is being purchased as a % of the total shopping basket.

Competition:
Learn what competitive products/ brands your customers are purchasing. Are they buying your product/ brand along with your competition?

Retailer Breakdown:
Understand how the above metrics and insights differ amongst various retailers.

Personalization & Segmentation:
Derive insights from this data to enable customer segmentation for communication down to an individual level, to influence shopping behavior based on the aggregate metrics.

Discounting:
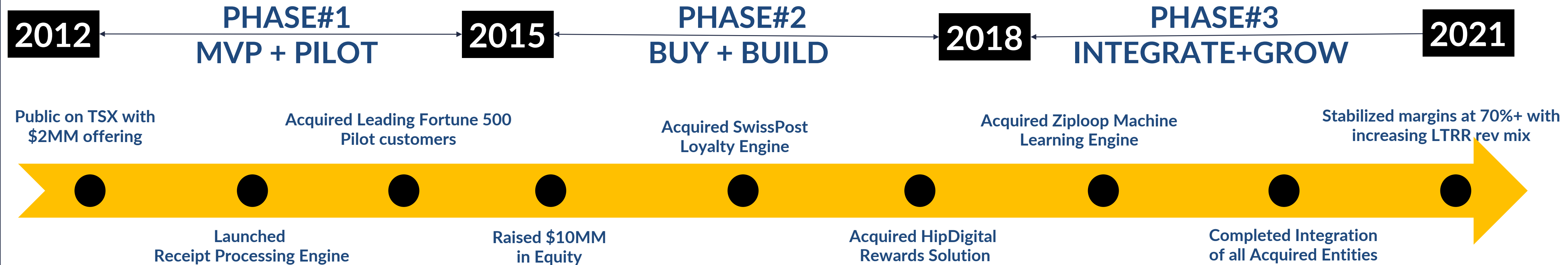Discover brand and category level discounting trends.

ADVANTAGE TO BRANDS

- Access to some of the most reliable and detailed data direct from customer receipts

- Gain in-depth business intelligence to create marketing strategies that use data to its fullest potential

- Observe shopping patterns over time and location for hypertargeting and custom personalization

- Obtain a competitive advantage by seeing how demand for your products compares

- Identify opportunities for coalition programs

- Easy to understand visualizations of complex data

SNIPP

MEASURE

HISTORICAL OVERVIEW

2012 ← PHASE#1
MVP + PILOT → **2015** ← PHASE#2
BUY + BUILD → **2018** ← PHASE#3
INTEGRATE+GROW → **2021**

Public on TSX with
$2MM offering

Acquired Leading Fortune 500
Pilot customers

Acquired SwissPost
Loyalty Engine

Acquired Ziploop Machine
Learning Engine

Stabilized margins at 70%+ with
increasing LTRR rev mix

Launched
Receipt Processing Engine

Raised $10MM
in Equity

Acquired HipDigital
Rewards Solution

Completed Integration
of all Acquired Entities

Key Milestones
- Raised seed capital
- Launched Minimum Viable Product
- Acquired Leading Fortune 500 customers
- Established the Receipt Processing Industry
- Proved applicability of MVP Engine
- Raised $10MM to fund solution development

Key Milestones
- Acquired components to build solutions
- Completed integrations of entities
- Build new solutions on unified platform
- Diversified revenue mix to include LTRR
- Established direct brand relationships
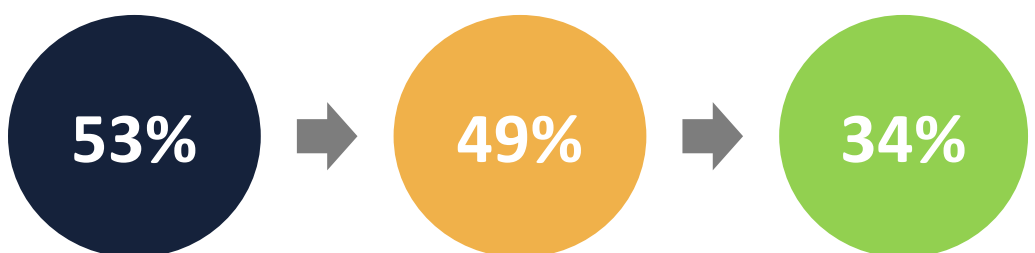- Aggressively pursued EBITDA

Phase#3 Focus
- **Build sales and marketing teams**
- **Enter new industries & markets**
- **Land and expand with current Fortune 500 clients**
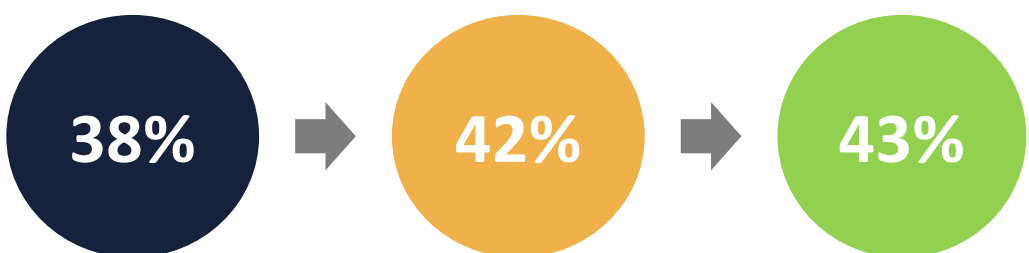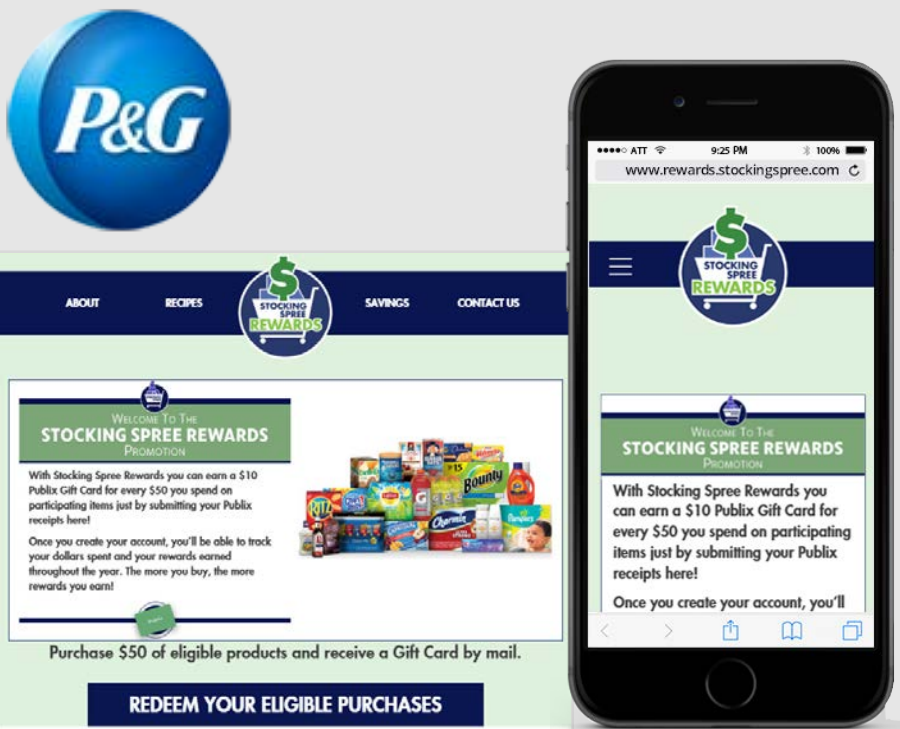- **Acquire strategically**
- **Test new solutions/products**

REVENUE MIX
DIVERSIFIED & INCREASING SAAS REVENUE

SAAS Style Recurring Revenues

53% → **49%** → **34%**

38% → **42%** → **43%**
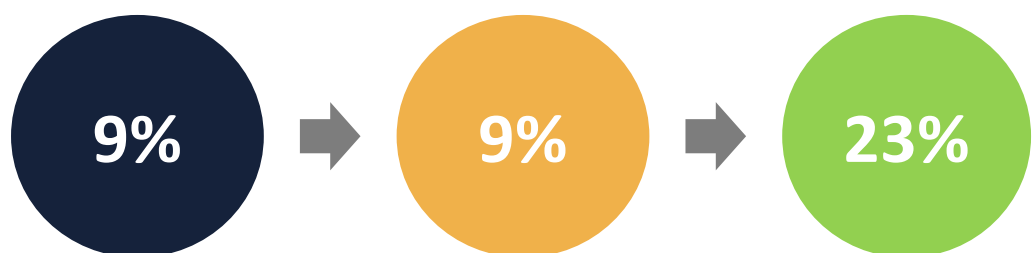
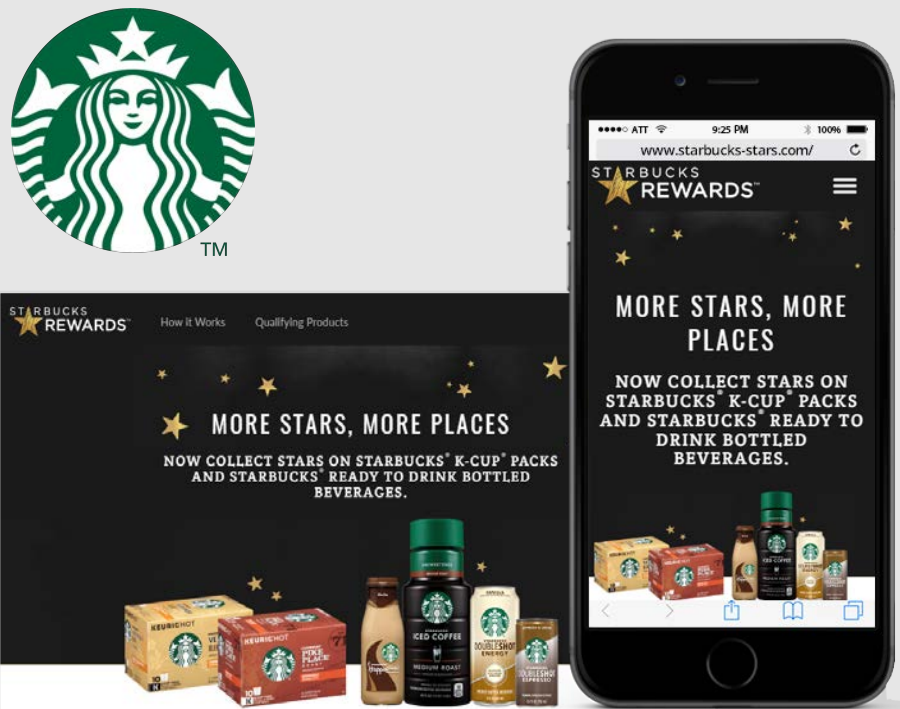**9%** → **9%** → **23%**

Promotions / Rewards

- High no of repeat clients
- Campaign sizes continue to increase

Loyalty & Rebate Solutions

- Long-term recurring revenue
- We run the largest consumer loyalty programs

Licensing
(Previously called API Sales)

- Our technology is modular enabling us to gain licensing revenues

KEY ● % of 2017 Rev   ● % of 2018 Rev   ● % of 20

VERTICAL PRODUCT COMPETITORS BUT FEW WITH HORIZONTAL PLATFORM CAPABILITIES

Promotions / Rewards	Loyalty Solutions	Rebate Solutions
1. HelloWorld	1. Aimia	1. Inmar
2. PrizeLogic	2. SessionM	2. Arrowhead
3. Fandango Rewards	3. Crowdtwist	3. 360 Insights
4. Incentive Logic	4. Briely	4. PFC Rebates
5. Don Jagato	5. 500 Friends	5. Blackhawk
	6. Bondbrand loyalty	
	7. Maritz	

SNIPP PARTNERS WITH MANY OF THESE COMPANIES TO LICENSE COMPONENTS OF ITS PLATORM TO ENHANCE EXISTING CLIENT IMPLEMENTATIONS

ACTIVE M&A SPACE DRIVEN BY FIRST PARTY DATA ACQUISITION NEEDS

Promotions / Rewards

1. NGC acquired by Blackhawk

2. HelloWorld acquired by Dentsu

3. Prizelogic acquired by Palmico Capital

Loyalty & Rebate Solutions

1. Kognitiv acquired by Aimia

2. SessionM acquired by Mastercard

3. Crowdtwist acquired by Oracle

Data/Licensing

1. NielsenIQ acquired by Advent

2. Iamdata acquired by Numerator

3. Sportsdata acquired by NPD

EXPERIENCED MANAGEMENT TEAM

Atul Sabharwal
CEO and Founder

Mr. Sabharwal is a founder of Snipp and has over 10 years experience in the digital media/mobile industry. He served as Executive Director of the Acme Group, a $2+ billion company based in India. Mr. Sabharwal's earlier experience includes a board role at eSolar, an Idealabs company funded by Google, GE & Oak Capital, being founder of the Finalysis Group (a consulting group and provider of remote services such as call center management and lead generation to corporate clients), and executive positions with AOL, IBM Business Services (previously PWC Consulting), the Boston Consulting Group and News Corporation. He holds an MBA from the Australian Graduate School of Management and was selected to attend Wharton as an MBA Exchange Student where he completed his studies.

Jaisun Gacha
CFO

Jaisun is Snipp's CFO. He has over 10 years of experience in the financial accounting industry and is experienced in managing all aspects of public company financial and management reporting, forecasting and analysis, corporate governance and risk management. He holds an MBA from Laurentian University and a Bachelor of Science degree, with a double major in computer science and general biology, as well as a Diploma in Accounting from the University of British Columbia. He is a Chartered Professional Accountant (CPA, CGA) and is a member of the Chartered Professional Accountants of British Columbia.

Wayne Weng
CTO

An expert in bridging the gap between business needs and technical implementations with direct experience on projects of varying size. A successful 15+ years track record of solid contributions in technical project leadership and people management across a variety of industries. Proficient in the Agile, SCRUM process with 15 years' direct experience in software development, architecture and high level technical design for enterprise systems. Brings technical innovations, which drives business growth much faster and creates a huge competitive advantage

Christian Hausammann
MD Europe

Christian joined Snipp in September 2015 with over 20 years of account management, business development and management experience in Direct Marketing, Loyalty Management, Store Credit Cards / Payment and Giftcard Management. He is responsible for the European business and the Enterprise Loyalty business unit. Prior to Snipp, Christian was an executive at Swiss Post Solutions where he successfully implemented various loyalty projects including closed loop payment functionality and giftcard management in Switzerland and in Europe. He co-led the development- and implementation unit SPS Ireland. Christian holds a Master of Arts of the University of Zurich.

Rahoul Roy
CLO

Rahoul has over 15 years of experience practicing law in both the United States and India, and, prior to joining Snipp, was running his own corporate law practice in New York with an international clientele of serial entrepreneurs and multinational corporations. Rahoul was a Special Counsel to Brown Rudnick LLP, Rahoul obtained his BA. LLB., (Hons) from the National Law School of India, and his LL.M., with Distinction, from the Georgetown University Law Center where he was also on the Dean's List and an International Institute of Economic Law Fellow.

EXPERIENCED BOARD

Tom J. Burgess

Tom J. Burgess is a seasoned executive in online and wireless interactive advertising and digital media technology. As a serial entrepreneur and innovator, he has been granted multiple patents for his pioneering work in the wireless, mar-tech and loyalty industries. Mr. Burgess is a frequent speaker at global marketing conferences and has been quoted or featured in Forbes, NY Times, Wall Street Journal, Boston Globe, CNBC and many industry publications. He founded Linkable Networks, a payments loyalty company in 2010 and orchestrated a significant asset sale to the global loyalty company Collinson in September 2017. In 2001 Burgess founded Third Screen Media, a wireless advertising company that was purchased by AOL/TW in 2007. Prior to Third Screen Media, he founded two other successful digital media companies. In 2007 Burgess was inducted into the Entrepreneur Hall of Fame for superior performance by a group of investors. Mr. Burgess is an active Board Member and advisor to early stage ventures, with a focus on corporate development, Board governance and investor relations.

Sarfaraz Haji

Mr. Haji is a qualified CPA, CA having managed audits of both public and private companies while working for Clarkson Gordon and Company (now E&Y) in Toronto. He went to Pakistan and started two successful businesses before returning to Canada in 2009. On his return to Canada he provided consulting services to Par Pak Ltd, Brampton a plastic packaging manufacturing company, assisting them in their sale transaction with The Waddington Group (TWG). He was appointed as Divisional Controller of Polar Pak by TWG after the acquisition. Currently Mr. Haji is the CFO at Lark Investments Inc, assisting them in investment due diligence and analysis.

Atul Sabharwal

Mr. Sabharwal is a founder of Snipp and has over 10 years experience in the digital media/mobile industry. He served as Executive Director of the Acme Group, a $2+ billion company based in India. Mr. Sabharwal's earlier experience includes a board role at eSolar, an Idealabs company funded by Google, GE & Oak Capital, being founder of the Finalysis Group (a consulting group and provider of remote services such as call center management and lead generation to corporate clients), and executive positions with AOL, IBM Business Services (previously PWC Consulting), the Boston Consulting Group and News Corporation. He holds an MBA from the Australian Graduate School of Management and was selected to attend Wharton as an MBA Exchange Student where he completed his studies.

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Tom McIssac

Tom was CEO of ExtendMedia, a leading IP video software company serving customers including AT&T, Verizon, Disney and Paramount. Extend was acquired by Cisco Systems (NASDAQ: CSCO) in 2010. Tom also served as CEO of Lightningcast, a pioneer in online video advertising where he led the development of the first advertising technology platform specifically designed for monetizing broadband video and launched the first online video ad network. After AOL (NYSE: AOL) acquired Lightningcast in 2006, Tom was SVP Strategy and Corporate Development at AOL overseeing strategy, strategic planning and corporate and business development for AOL's advertising businesses. Prior to Lightningcast, Tom founded and served as CEO of Backwire, an online and mobile messaging company that was acquired by Leap Wireless (NASDAQ: LEAP) in 2001

Michael Dillon

Mr. Dillon is a seasoned shopper marketing professional with almost twenty years of experience in shopper marketing and retail-related promotions. Mr. Dillon is also recognized in Shopper Marketing Magazine's "Who's Who in Shopper Marketing". Mr. Dillon spent 17 years at Pepsico, across brand, innovation, promotions and shopper marketing. Mr. Dillon's last role at Pepsico was VP, Brand Activation and Shopper Marketing. After Pepsico, Mr. Dillon held executive positions at both [x+1]/Rocket Fuel and Catalina adding a significant expertise in purchase behavior targeting and measurement in the digital space. Currently, Mr. Dillon is the founder and "captain" of Seven C's...a consulting firm specializing in helping clients navigate the new path to purchase. Mr. Dillon holds a Bachelor of Arts from the University of Georgia and an MBA from the University of Rochester's William E. Simon School of Business.

Ritesh Bhavnani

Ritesh is a co-founder and former President & CTO of Snipp. He has over 10 years experience in the digital media industry and a passion for starting companies. Previously he was at McKinsey & Company for five years in New York in its Media, Technology & Telecommunications practice. He has served as General Manager at Precicompo, an Indian automotive manufacturing business and had also founded Unsurface, a consumer-facing digital media distribution service company (later sold to Sony Music Corp). Ritesh holds an MBA from INSEAD and a BS in Computer Science from Stanford University.