

SNIPP!

INVESTOR OVERVIEW

SNIPP INTERACTIVE INC. (www.snipp.com)

TSX-V: SPN, OTC: SNIPF

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SNIPP! C|A|R|E

CUSTOMER ACQUISITION, RETENTION & ENGAGEMENT



We work with the largest companies in the world
to Acquire, Retain and Engage customers!

INTRODUCTION TO *SNIPP!*



PAAS LOYALTY & DATA ANALYTICS COMPANY

Global leader in *receipt processing* and *machine learning* that enables capture of purchase data from any image (receipts, invoices, brand logos etc.). US\$1.3BN worth of GMV through 500+ unique Snipp client programs over the past three years.



FORTUNE 500 CLIENT BASE

Global clients such as Microsoft, Nestle, Kellogg, P&G, Starbucks, Pepsi, L'Oreal & more and our geographic mix continues to diversify: 67% USA, 20% Canada, 13% ROW



PROFITABLE & DEBT FREE

55%+ Margin business that is EBITDA positive and debt free



RECORD 2021 SALES BOOKINGS OF \$20-\$21MM, UP OVER 95% OVER 2020

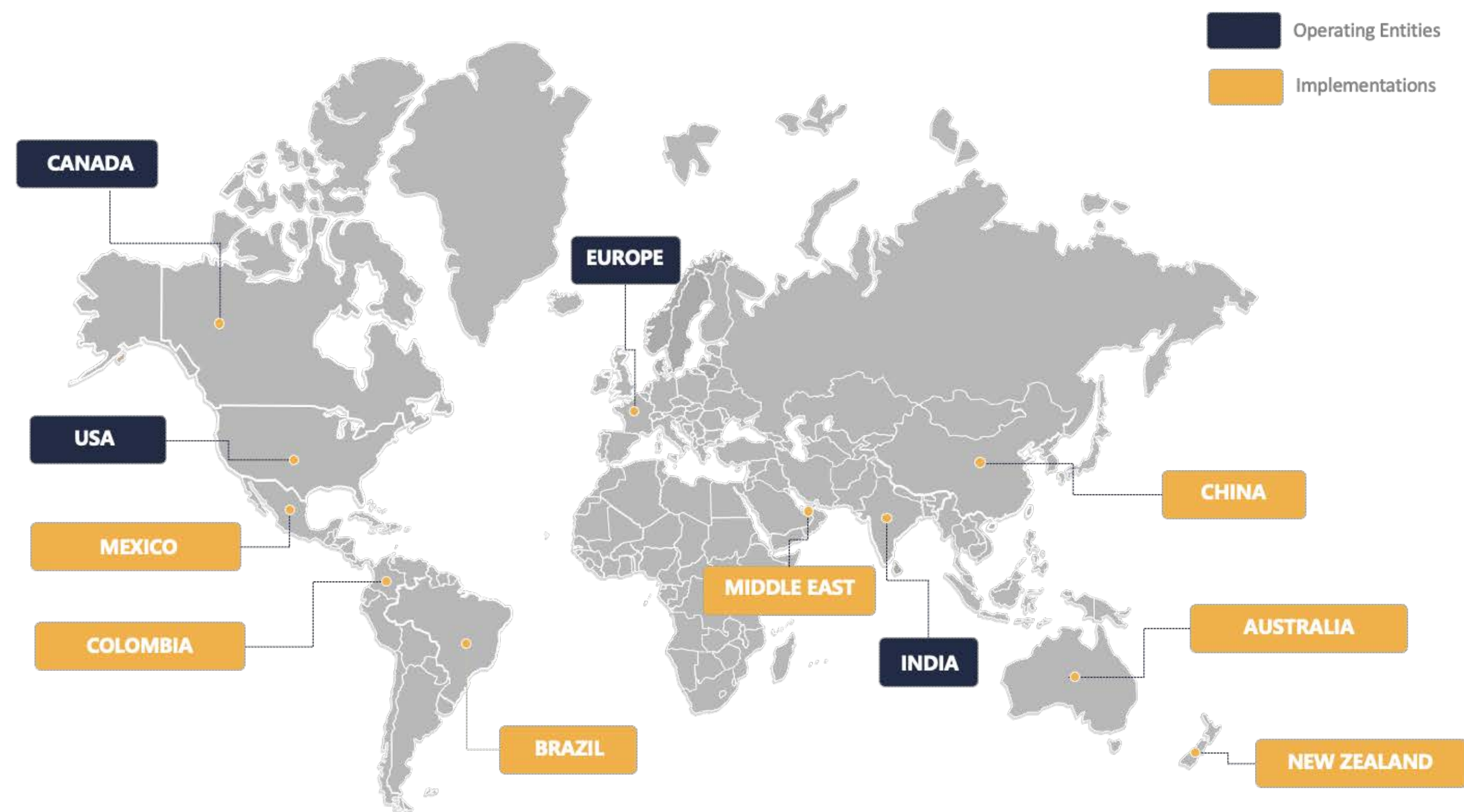
Q4 ending record bookings/backlog of \$10MM+ reflects continued momentum and our confidence that 2022 will be another record top-line year for Snipp



OUR CLIENTS ARE BUYING MORE OF OUR PROGRAMS GLOBALLY

Since 2018, six clients have spent \$1MM+ on Snipp solutions and another twelve have spent \$500K+

GLOBAL EXECUTION CAPABILITIES



70+ 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





1. 280 MILLION SHARES OUTSTANDING

- 40% owned by Snipp Insiders
- 9% owned by Bally's Corporation (NYSE: BALY)

2. MARKET CAP OF US\$38 MILLION, ENTERPRISE VALUE OF US\$31 MILLION

- Debt free balance sheet

3. POSITIVE NET INCOME AND EBITDA IN 2021

- 70%+ revenue growth!

4. FOCUS ON DRIVING SHAREHOLDER VALUE

- Enter new verticals and roll-out more unique solutions to our Fortune 500 customers
- Recently added former #1 ranked JP Morgan consumer research equity analyst to our board of directors
- Look to expand our investor outreach program, potential share roll-back and up-listing in US trading platform

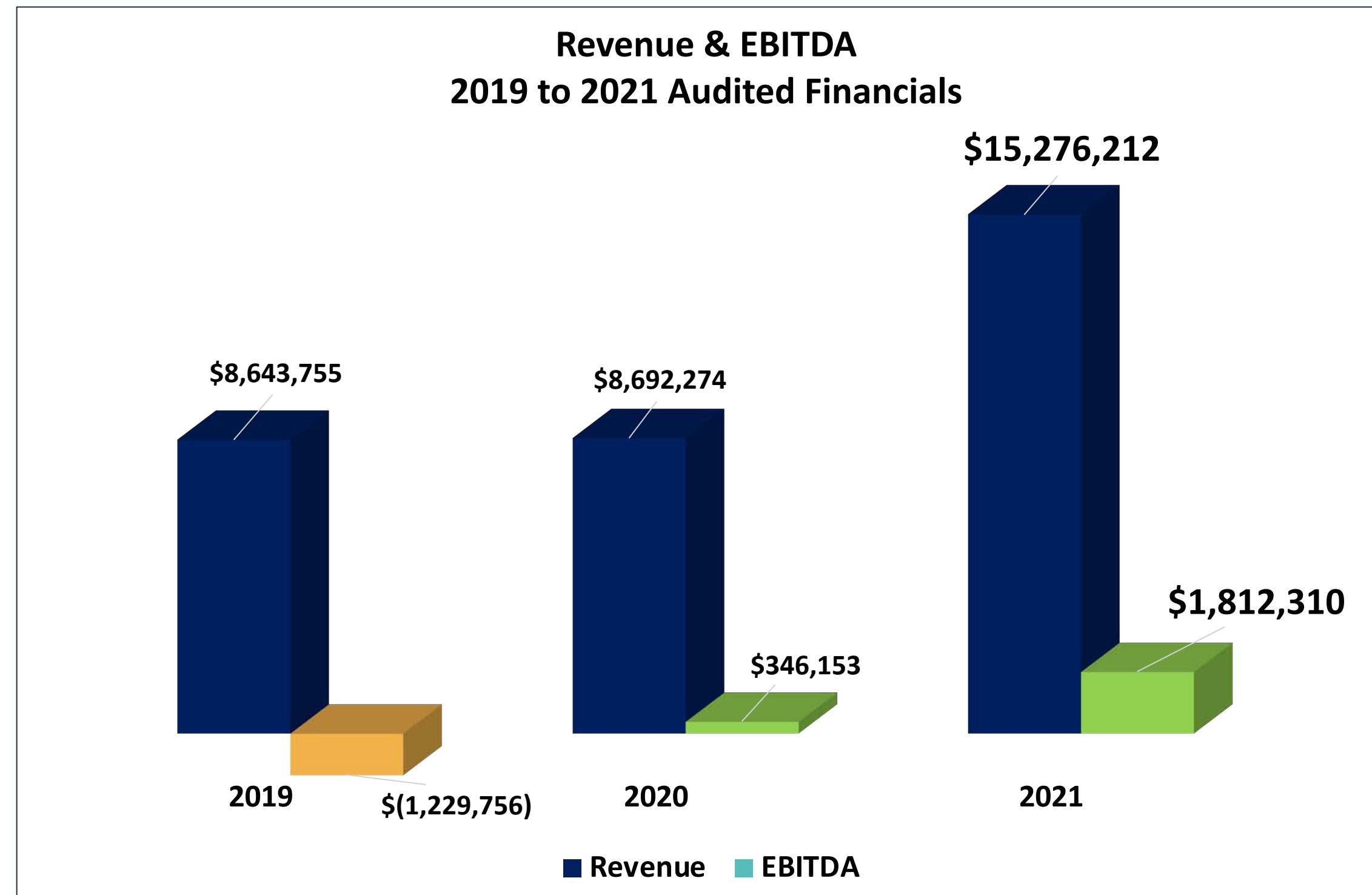
5. MULTIPLE NEAR TERM GROWTH DRIVERS

- Acquired Gambit Rewards – First of its kind Loyalty Gaming solution in Q1 2022
- Enterprise deployment deal with Bally's Corporation executed in Q1 2022



OTC: SNIPF TSX-V: SPN.V

EXPERIENCING RAPID TOP + BOTTOM LINE GROWTH



- Rapid Revenue growth – 76% with EBITDA Growth of 424% YoY
- 50%+ SAAS type long term recurring revenue streams
- Increasingly selected by existing clients in new geographies and making inroads into new industries
- Consistent annualized 55%+ margin business
- No Debt on Balance Sheet

MARKET COMPS CURRENTLY TRADE AT REVENUE MULTIPLES OF 7-10x WHICH ARE SIGNIFICANTLY HIGHER THAN SNIPP'S CURRENT MARKET VALUATION

FORTUNE 500 CLIENTELE

2021 NEW CLIENTS



CPG



REGULATED INDUSTRIES



PHARMA



RETAILERS & MALLS



OTHERS





SNIPP's DEFENSIVE MOAT

MODULAR AI DRIVEN ENTERPRISE CLASS TECHNOLOGY STACK

Snipp provides brands with a complete technology suite to manage their promotions and implement cross channel loyalty programs to generate unique zero party data sets.

*SNIPP*check!

Purchase Validation

*SNIPP*Loyalty

Loyalty Engine

SNIPP
rewards

Rewards Platform

*SNIPP*REBATE\$

Rebate Programs

*SNIPP*INSIGHTS

Insights and Analytics

TECHNOLOGY ENGINES



SNIPP! CARE

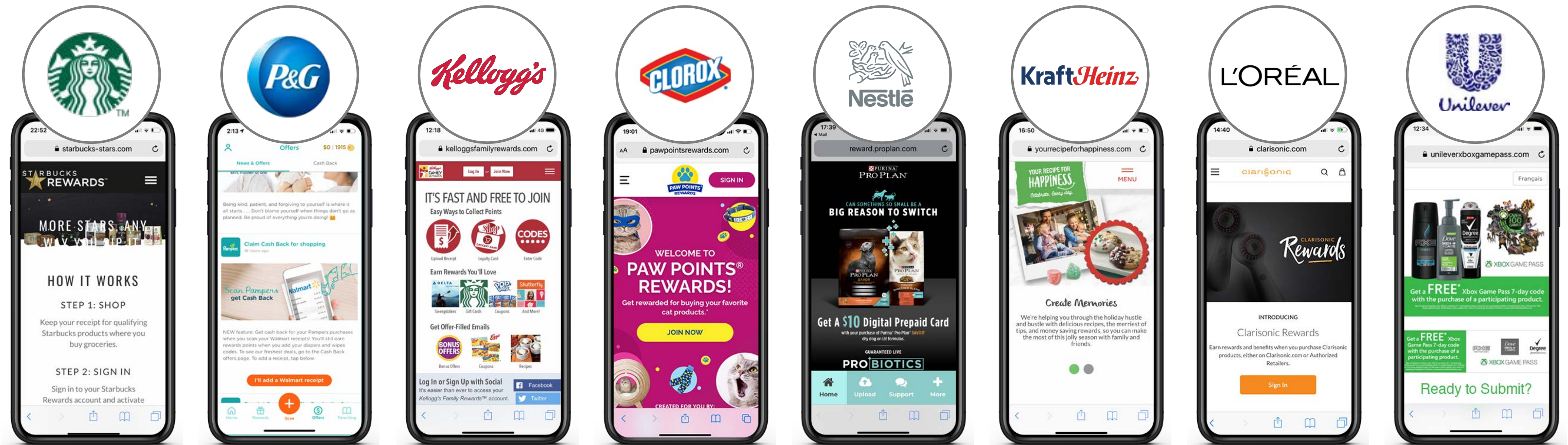
CUSTOMER ACQUISITION, RETENTION & ENGAGEMENT

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

- | | | |
|---------------------|---------------------|--------------------|
| Continuity Programs | Instant Win Games | Rebates |
| Coupon Program | Pin On Pack | Reward Programs |
| Data Acquisition | Punch-card Programs | Image Verification |
| Retail Loyalty | Social Programs | Sweepstakes |
| Gift With Purchase | Brand Loyalty | Text To Win |

There is NO comparable enterprise class platform like SnippCARE today
that can match our functionality

SOME OF OUR 250+ PROGRAMS (ANNUALLY)



Loyalty

Receipt
Validation

Receipt
Validation

Loyalty

Rebates

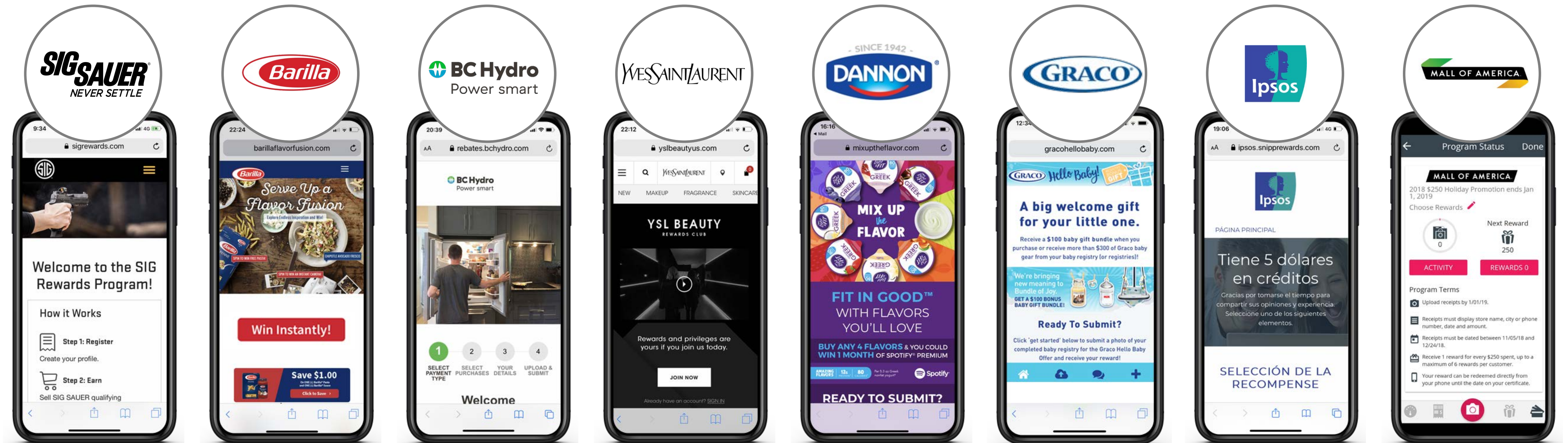
Promotion

Rewards
Store

Gift With
Purchase

TRUSTED BY GLOBAL FORTUNE 500 COMPANIES

SOME OF OUR 250+ PROGRAMS (ANNUALLY)



B2B
Loyalty

Gamification
& Instant Win

Rebates

Receipt
Processing

Sweepstakes

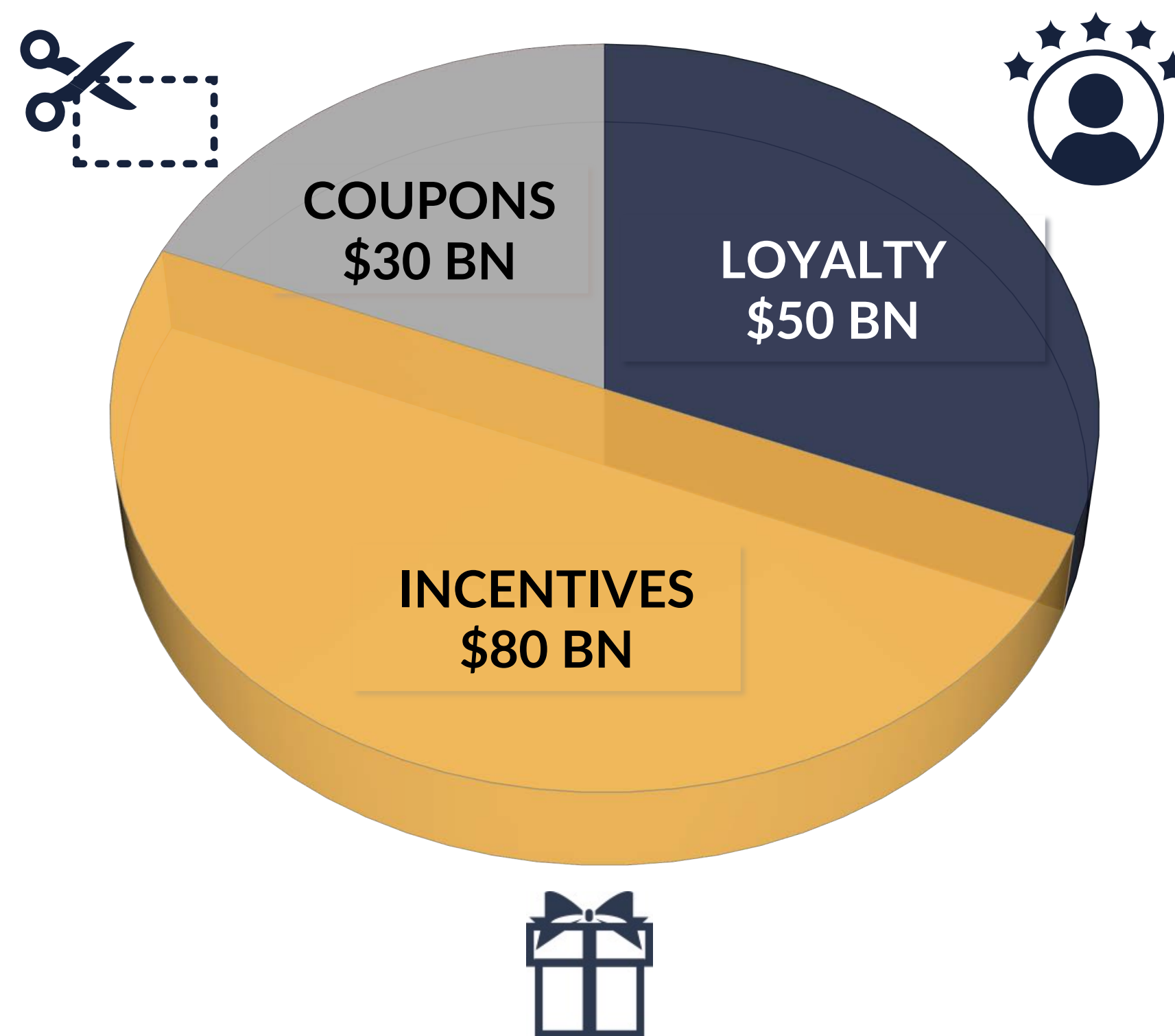
Continuity
Program

Rewards

Loyalty

AND BY MID-SIZE BRANDS

OUR TARGET MARKET



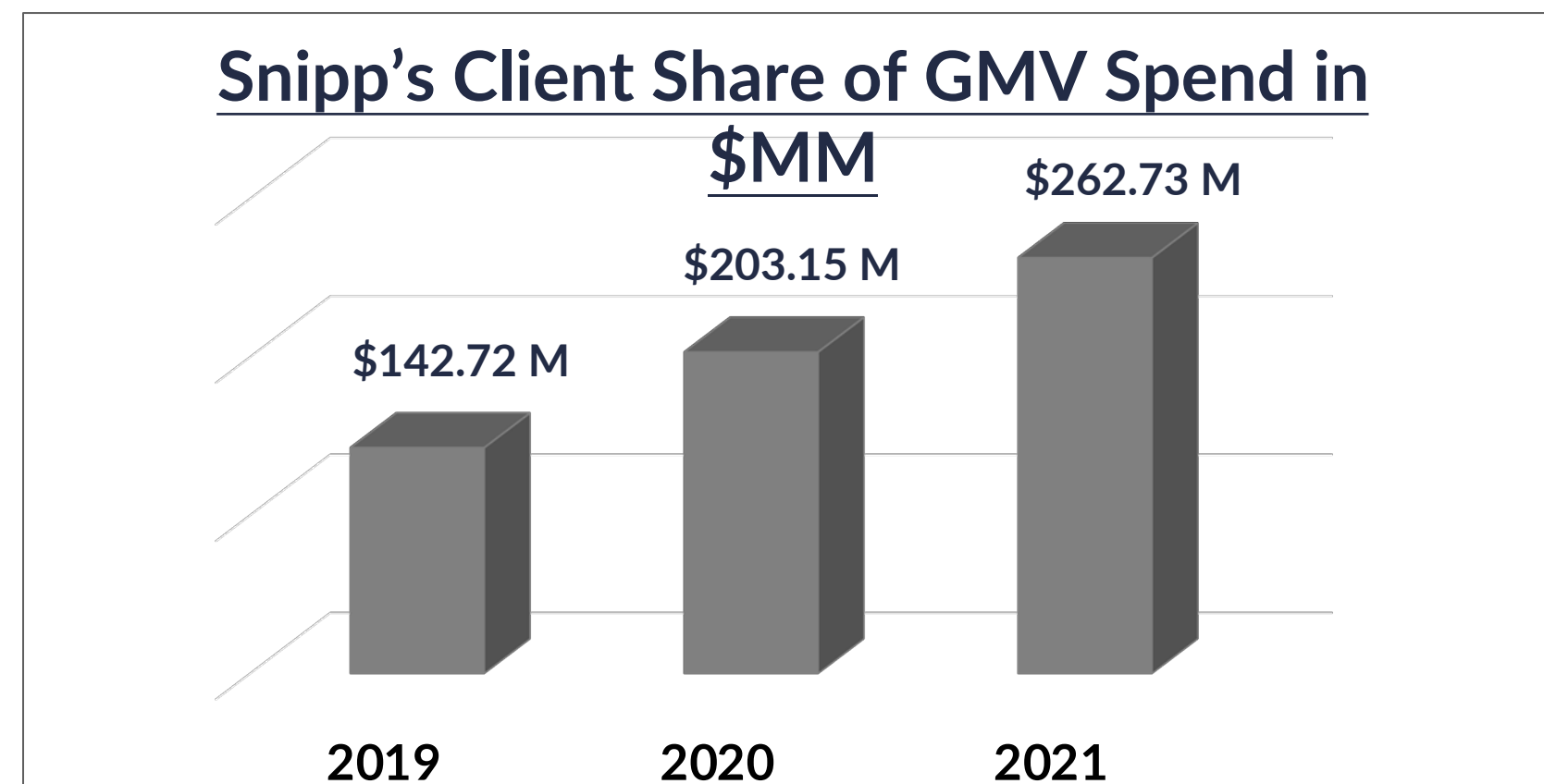
\$160BN IN MARTECH SPENDING

**Global Spend as reported by Statista*

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

WE ARE A LEADER IN ZERO & FIRST-PARTY DATA

US\$446MM+ in Gross Merchandize sales worth of data flowed through Snipp in 2021



Snipp's Clients Share of Products Purchased while Shopping



Market Research

\$50B

Advertising Technology

\$563B

Marketing Technology

\$160B

Better data drives expenditure on more Snipp programs...

Better Media targeting

↑
User Modeling/
Segmentation

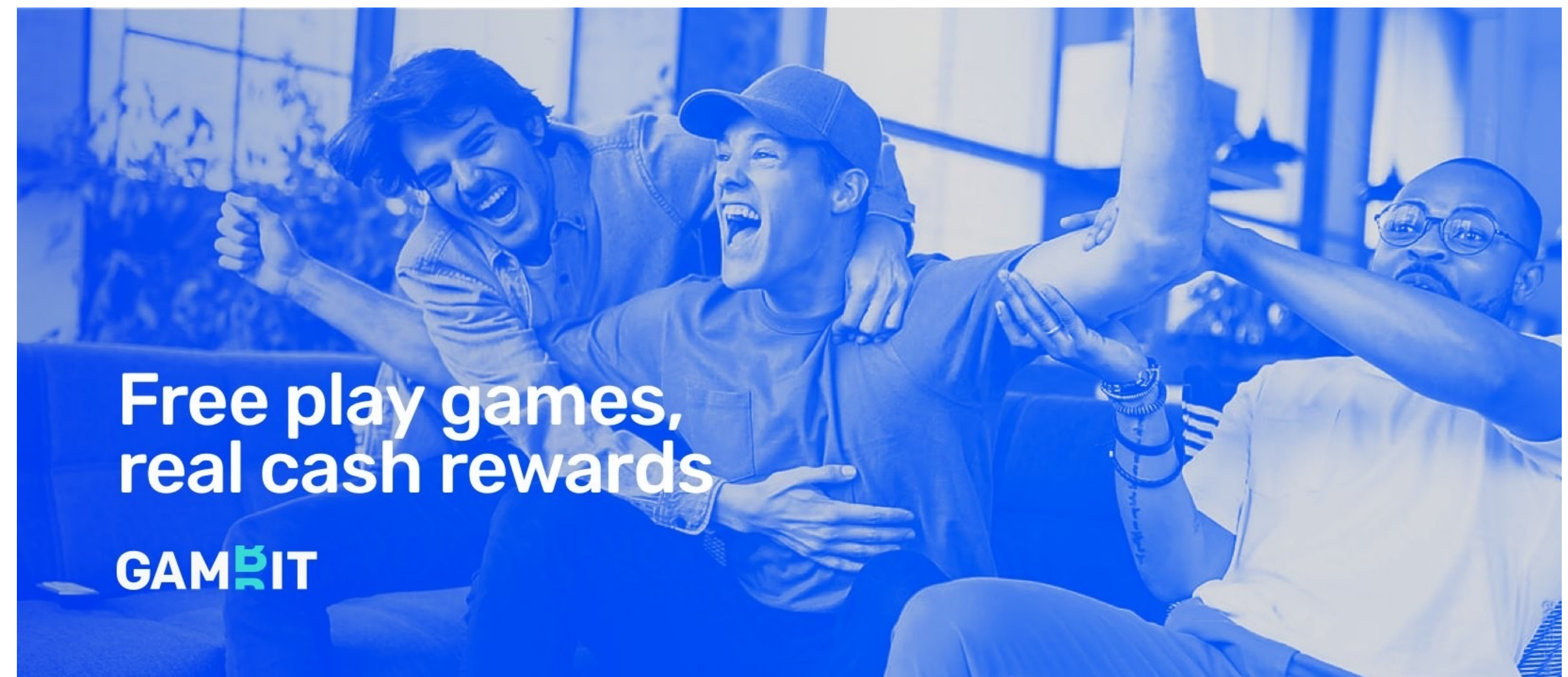
↑
Snipp Purchase
Data

↑
Snipp Promotion
Tactics

ADDING TO THE DATA STORY...

SNIPP ACQUIRED GAMBIT REWARDS IN Q1 2022

SNIPP! + GAMBIT



TURN LOYALTY POINTS INTO FREE-TO-PLAY GAMING TOKENS:
"LOYALTY GAMING"

WHY THE DEAL MAKES SENSE

SNIPP INTERACTIVE
A Mar-tech Company

GAMBIT REWARDS
Loyalty Gaming

SNIPP!
+
GAMBIT

- Sales of Snipp's solutions into new high growth industry: Online Gaming & Sports Betting
- Exclusive ownership of incentive solution for the industry
- Multiple monetization paths from ownership of Gambit player and data
- Asset light operation leverages Snipp back-office operations
- Regulator approved solution inhibits copycat solutions
- Experienced team that created the "**Loyalty Gaming**" category and already have several years of understanding 1) gaming regulations, 2) online sweepstakes and games and 3) the loyalty point market

VALIDATION FROM BALLY'S CORPORATION (NYSE: BALY)

SNIPP!

+

GAMBIT

+

Bally's

1. \$5MM Investment in Snipp @ 40%+ premium to market
2. Sales of Snipp's Loyalty Solutions across Bally's 30+ Properties
3. Exclusive Gaming Partner for Gambit
4. Combines a leading brand with Gambit's Loyalty Gaming
5. Access to Bally's 15MM members

SNIPP FOCUS

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

Develop GAMBIT Rewards as our first consumer facing asset that will enable unique owned and operated data asset

4

Make focused acquisitions in the industry to rapidly capture market share and enter new markets and 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

Thank You



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