

SNIPP!

INVESTOR OVERVIEW

SNIPP INTERACTIVE INC. (www.snipp.com)

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Nestlé

We enable the world's largest companies
to capture actionable customer data in a
rapidly changing regulatory and privacy
environment





FORTUNE 500 CLIENT BASE



HIGH GROSS MARGINS

Snipp core business is a 70% margin business. Combined growth initiatives result in near term margin fluctuation but over the long run will result in an Annualized Gross Margin Range of 55-65%



PROFITABLE

3 Years of Profitable Growth, 40%+ Revenue CAGR



STRONG CASH BALANCE AND DEBT FREE

Cash of \$4MM and AR of \$5MM and no financial debt



ALIGNED MANAGEMENT TEAM

36% Inside Ownership + 9% owned by Bally's Corporation

OUR CLIENTS ARE INDUSTRY LEADERS

CPG



REGULATED INDUSTRIES



PHARMA



HOME & OUTDOOR



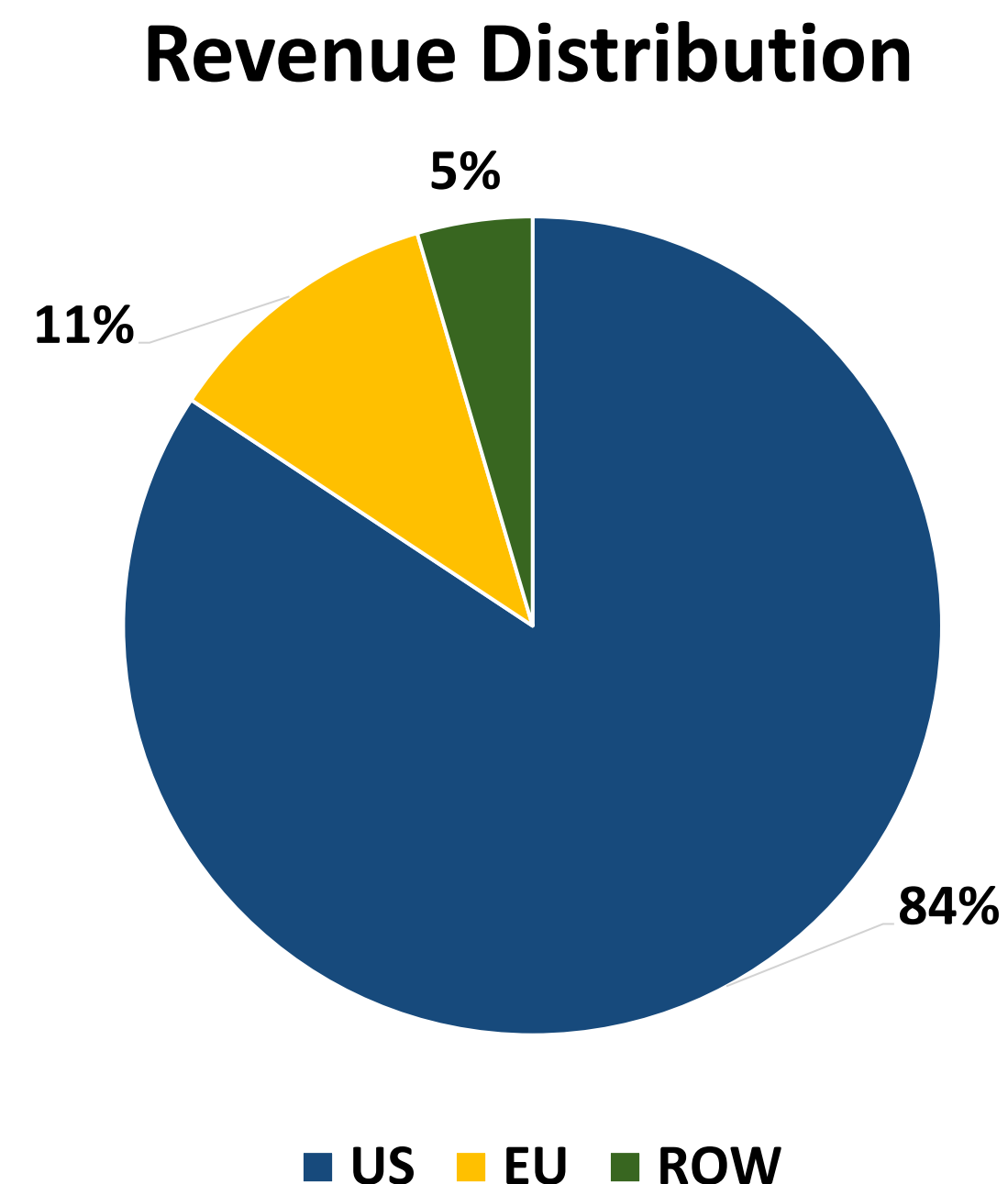
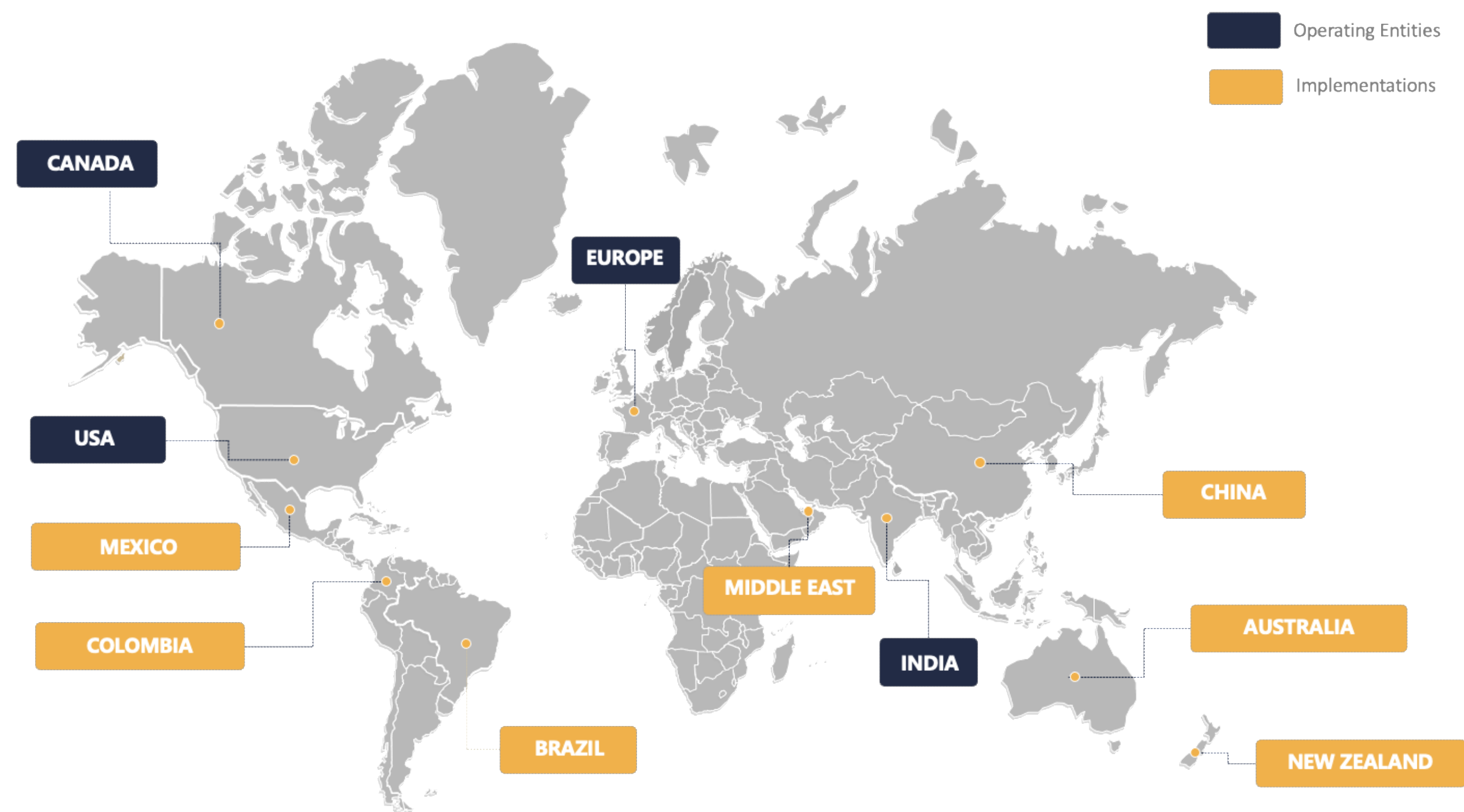
RETAILERS & MALLS



OTHERS

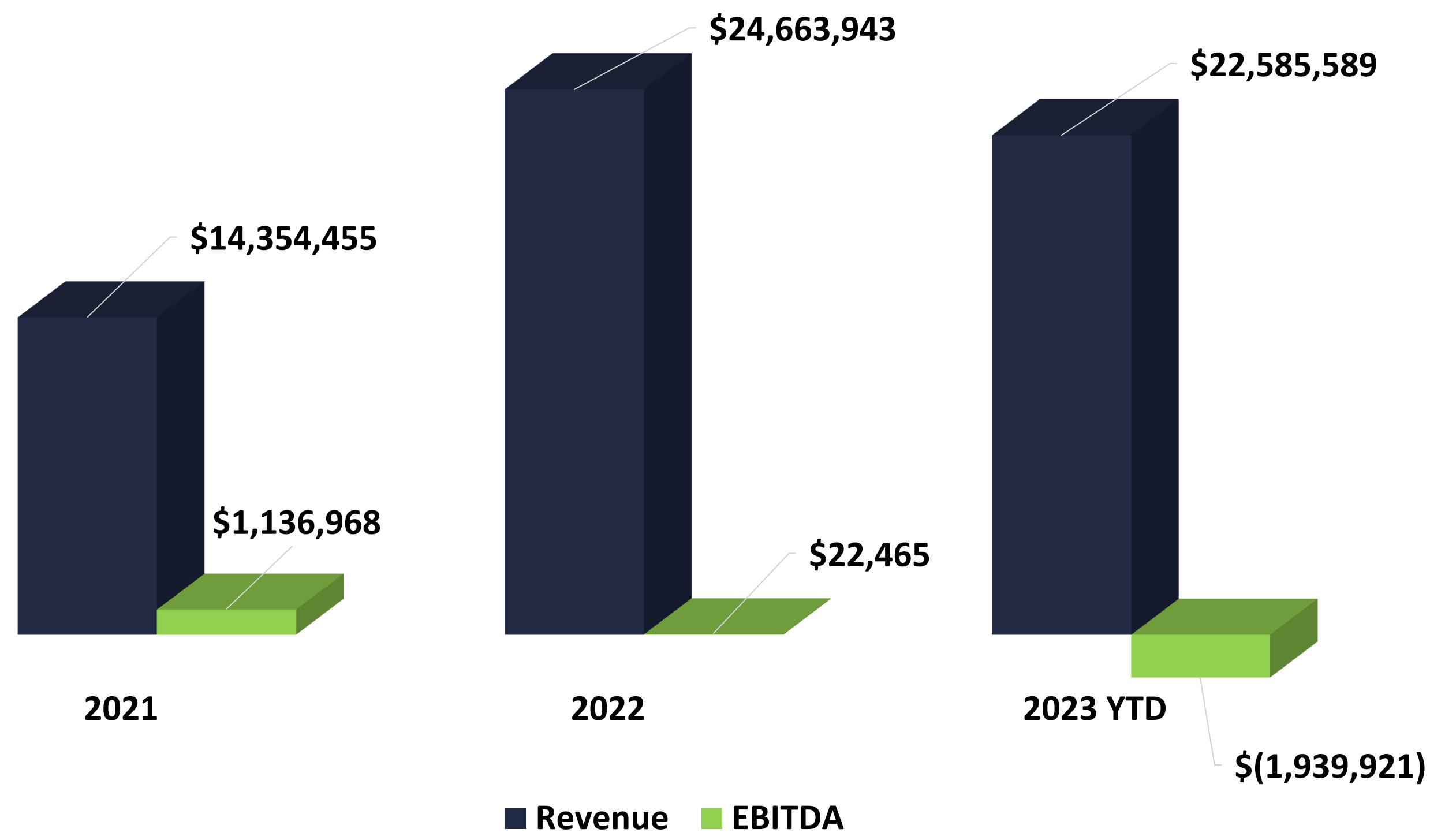


GLOBAL EXECUTION CAPABILITY



SIGNIFICANT GROWTH OPPORTUNITIES EXIST TO GROW OVERSEAS WITH OUR EXISTING FORTUNE 500 MULTI-CHANNEL CLIENTS

3 YEAR REVENUE CAGR ~ 30% (E)



9 MO 2023 REVENUE GREW 28% VS COMPARABLE PERIOD IN 2022

SNIPP'S UNIQUE ABILITY TO CAPTURE CUSTOMER INSIGHTS LED TO A STRATEGIC INVESTMENT FROM BALLY'S CORPORATION (NYSE: BALY) IN Q2 2022



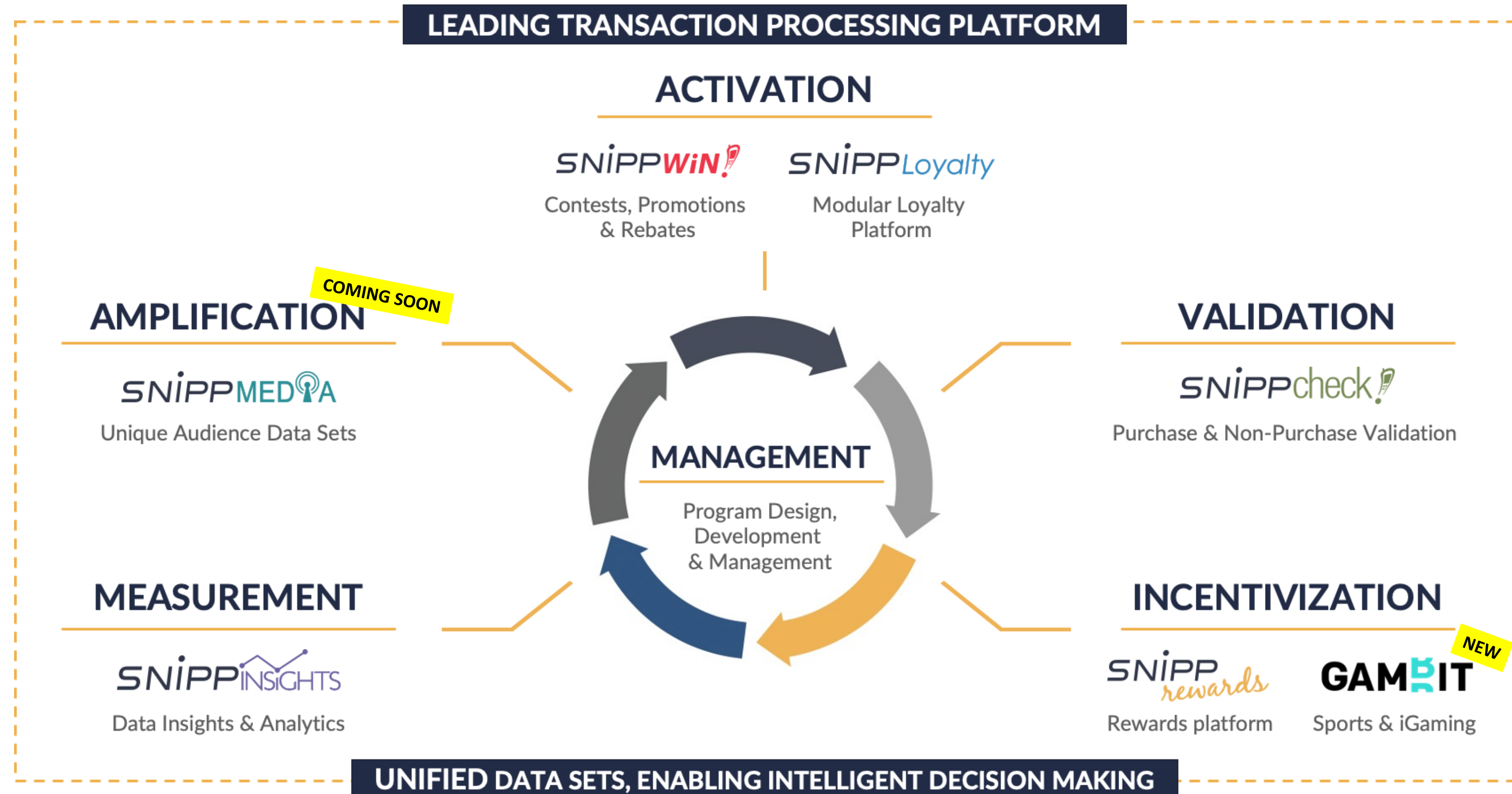
\$5MM Investment in Snipp @ 40%+ premium to market

Deployment of Snipp's Solutions across Bally's 30+ Physical/Digital Casinos, Hotels and Sports Networks

Access to Bally's 15MM members

WHY DO LEADING COMPANIES RELY ON SNIPP?

SNIPP PROVIDES CLIENTS WITH A COMPLETE TECHNOLOGY SUITE TO RUN DATA RICH PROGRAMS



SNIPP! CARE
CUSTOMER ACQUISITION, RETENTION & ENGAGEMENT

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

Loyalty



Receipt Validation



Receipt Validation



Loyalty



Rebates



Promotion



Rewards Store



Gift With Purchase



















Buy & Get GWP

Digital Rebates

Gamification & Instant Win

Sweepstakes

Instant Win +Sweeps

Digital Punchcard

Social

Text to get

INDUSTRY LEADING MACHINE LEARNING TRANSACTION PROCESSING A.I

MANAGE

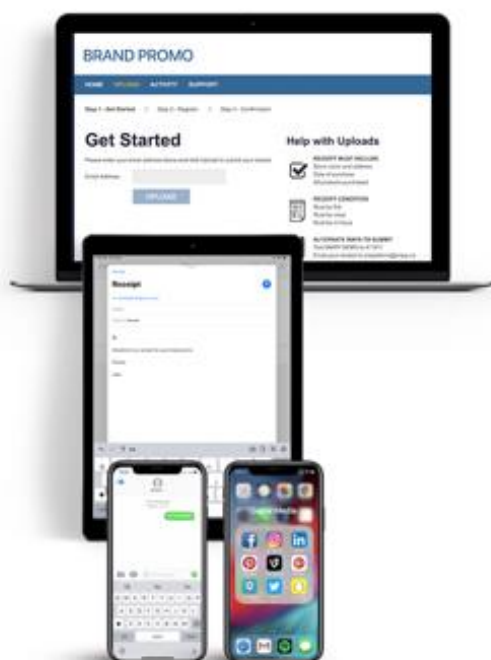
PROGRAM DESIGN, DEVELOPMENT & MANAGEMENT



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)



SNIPPcheck!
TRANSACTION PROCESSING PLATFORM

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

Over 2MM people send us images of their purchase receipts annually
across our 300+ programs

SNIPP SOLVES A DATA PROBLEM

1 Retailers have the power of purchase data, Brands have none

Retailers don't care WHAT you buy as long as you buy it at their store...

Vs

Brands don't care WHERE you buy their products as long as you buy their brand

2 Advertising has a measurement problem

"if I buy advertising on Facebook, how do I know that someone bought a can of beans in the supermarket because of it?"

BUSINESS
INSIDER

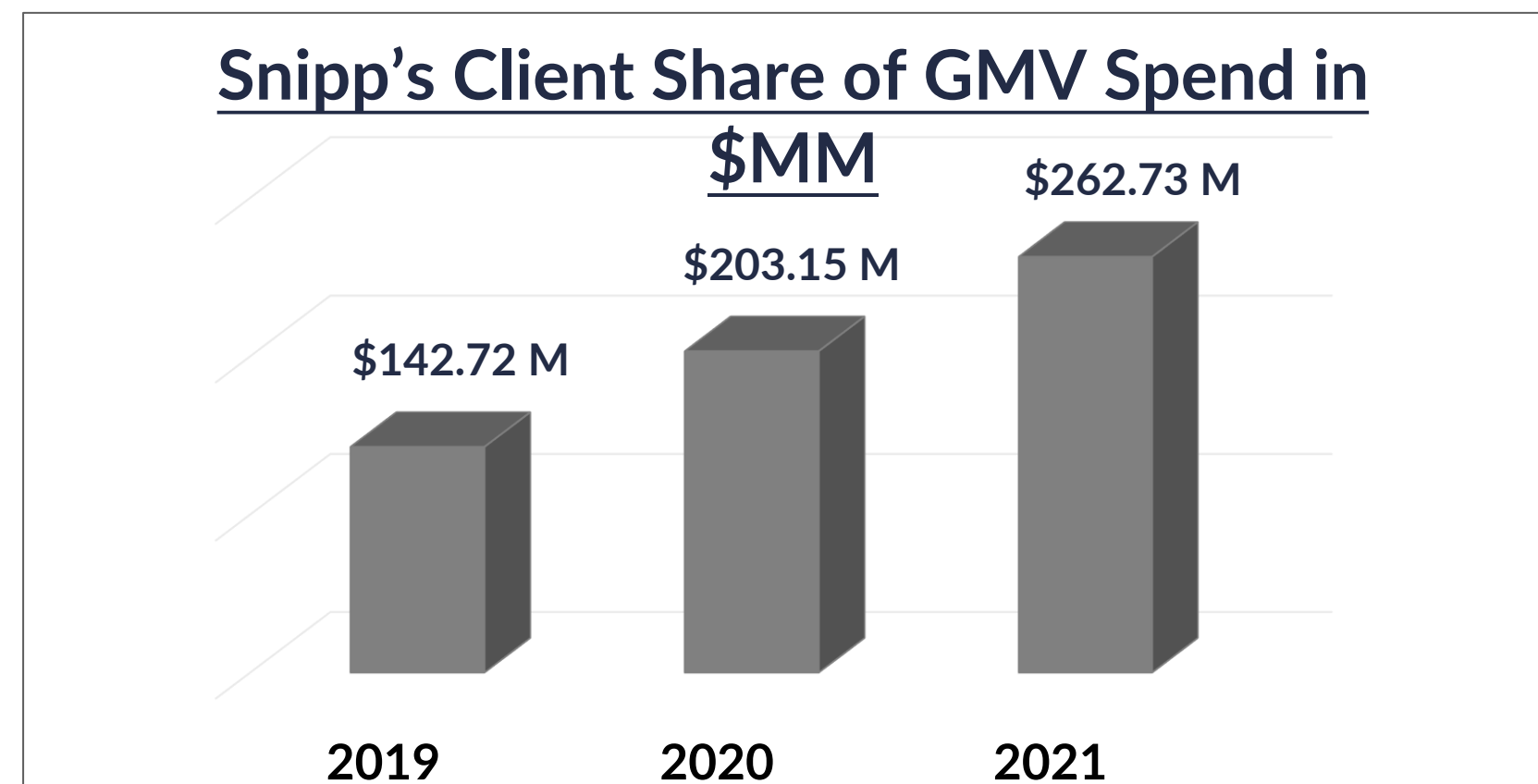
3 Existing Targeting methodologies are dead

*End of Cookies
+
Increasing Privacy Regulation
=
Inefficiency of current targeting mechanisms*

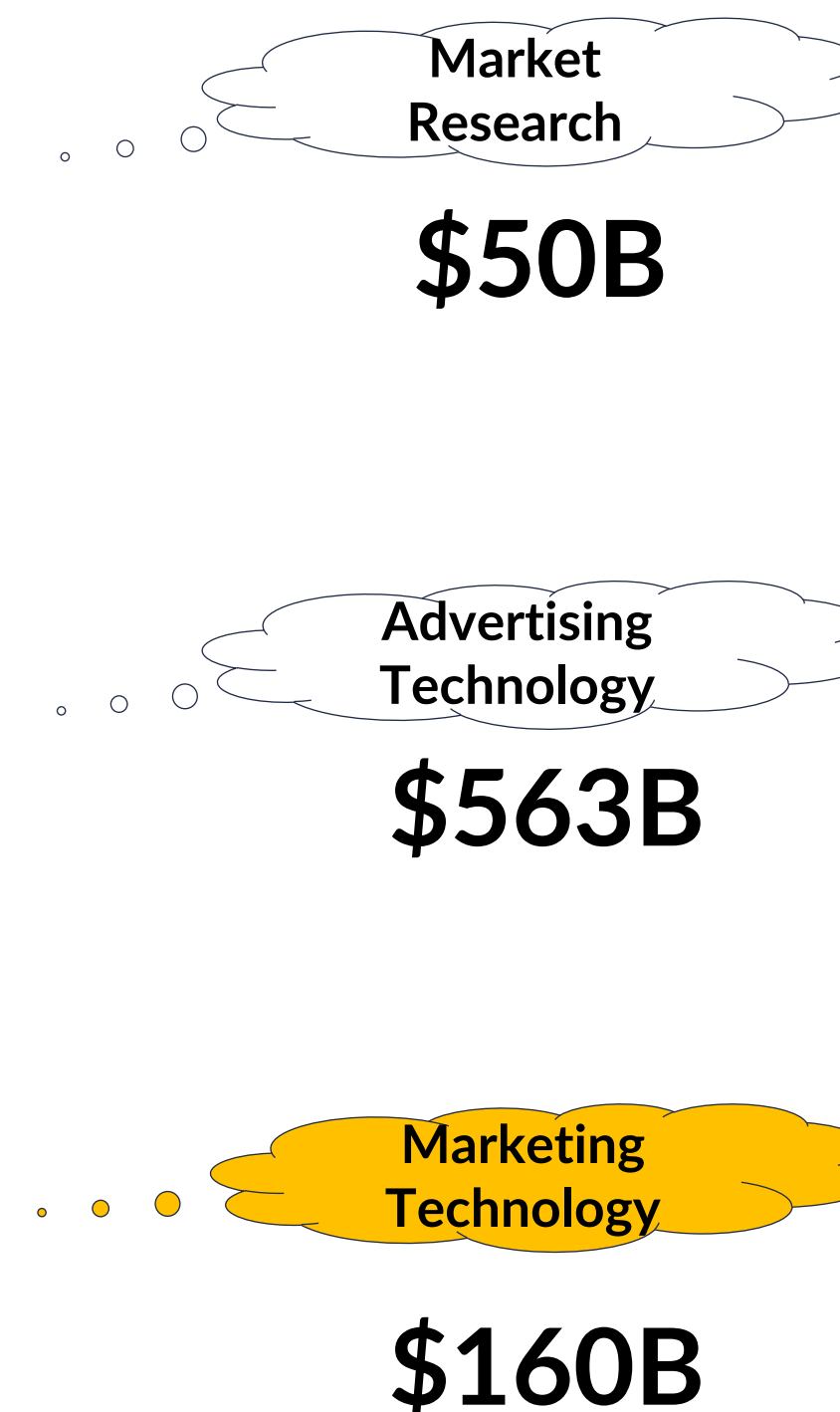
IN TODAY'S INFLATIONARY ENVIRONMENT, BRANDS NEED TO BE MORE EFFECTIVE AND EFFICIENT IN THEIR MEDIA SPEND AND PROMOTIONS

WE ARE A LEADER IN ZERO & FIRST-PARTY DATA

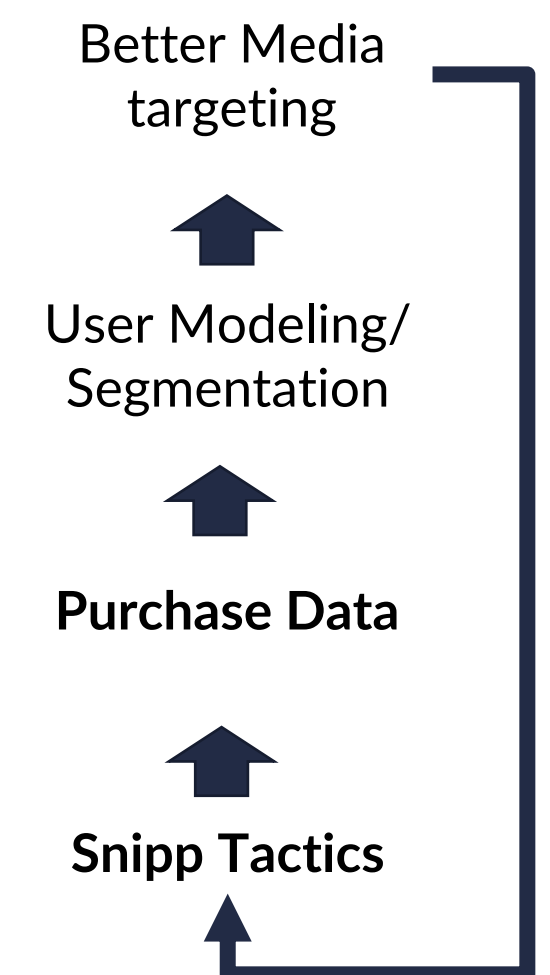
US\$446MM+ in Gross Merchandize sales worth of data flowed through Snipp in 2021



Snipp's Clients Share of Products Purchased while Shopping



Better data drives expenditure on more Snipp programs...

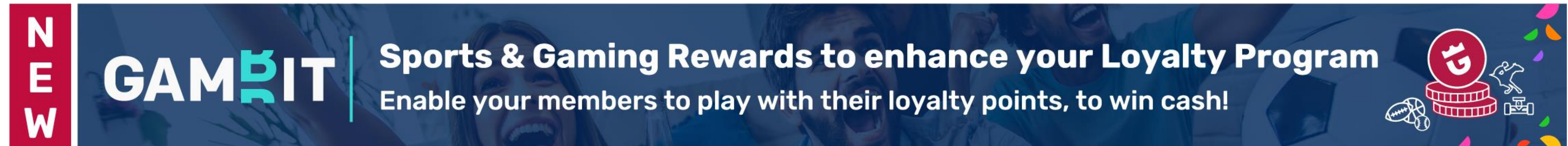


WHATS NEXT?

Path to Triple Sales by 2025

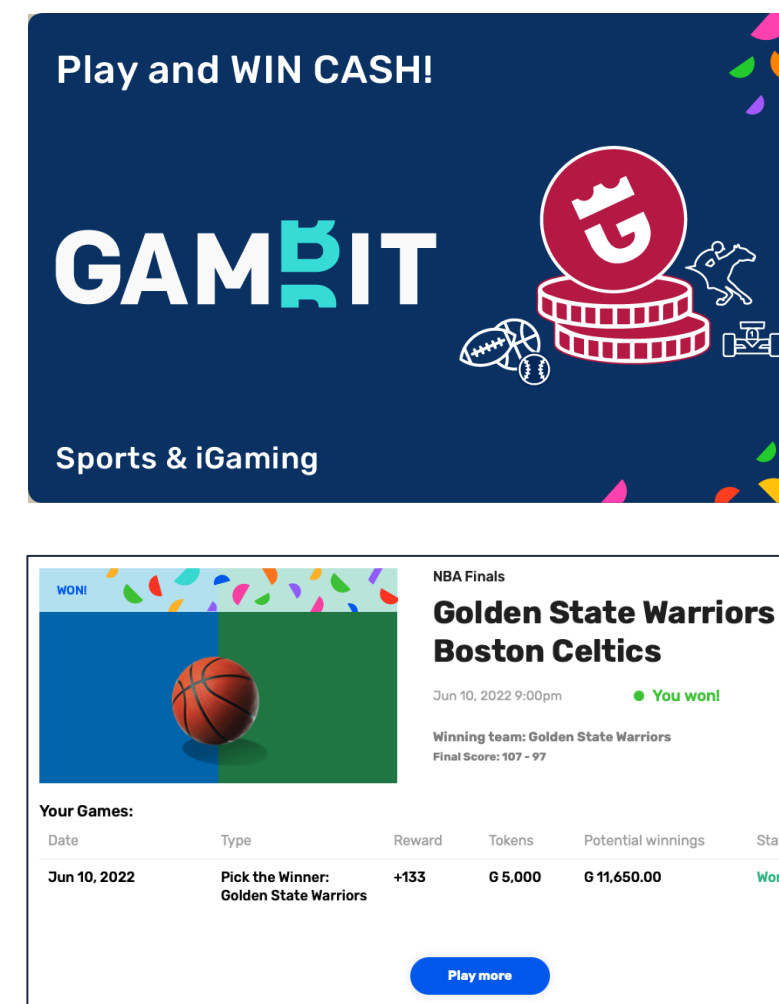
ADDING TO THE DATA STORY... SNIPP ACQUIRED GAMBIT REWARDS IN Q1'22 TO ENHANCE USER DATA

An Industry First & Only Rewards Solution



Customers buy products &
get tokens/or exchange
loyalty points

(Powered by SnippCARE!)



Bally's

+

GAMBIT

Bally's - Exclusive Gaming Partner for Gambit
Access to Bally's 15MM members, 30+ Properties

WHY WE ACQUIRED GAMBIT

SNIPP INTERACTIVE
A Mar-tech Company



GAMBIT REWARDS
Loyalty Gaming

- Sales of Snipp's solutions into new high growth industry: Online Gaming & Sports Betting
- Exclusive ownership of incentive solution for the loyalty point industry--\$100B in Unused Loyalty Points sitting in consumers wallets
- Multiple monetization paths from ownership of Gambit player and data



Our first commercial partner is also the most popular promotions and loyalty rewards platform

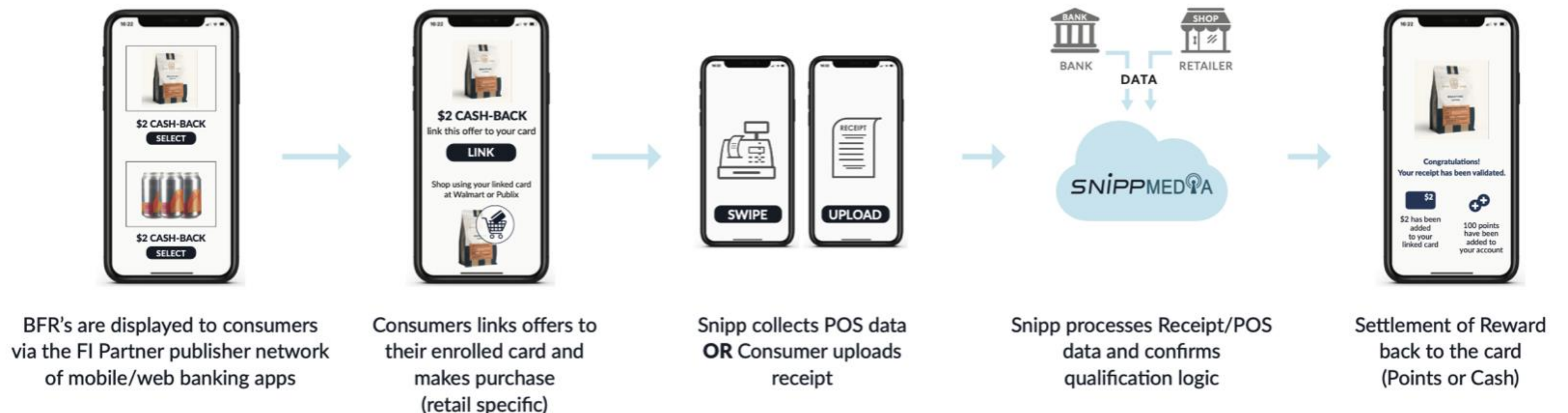
Seeing 50% repeat user rates and \$12M in Gambit gift card redemptions

Above plan results lead to roll-out onto additional web properties: MyPoints and InboxDollars

SNIPPMEDIA – BRINGING UNTAPPED AUDIENCES IN BANKING CHANNELS TO OUR CPG & AGENCY CLIENTS

The Snipp Payment Media Network

- Built in Collaboration with leading Financial Institutions
- Enables the FI to attract Brand \$ by displaying **SKU level offers** to their credit and debit card customers and offset loss of interchange fees
- Snipp brokers real time settlement between FI, Consumer and Brand



WHY INVEST?

FOCUSED STRATEGY TO TRIPLE SALES BY 2025

1

Expand sales of the SnippCARE platform to new industries

2

Partner with our Multinational clients to expand geographically

3

Develop the GAMBIT Rewards platform alongside Bally's

4

Launch SnippMEDIA to bring brand offers to consumers via financial services companies

5

Drive shareholder value: Make opportunistic acquisitions; Up list to NASDAQ Exchange; Roll-back shares outstanding; Host Earnings Conference Calls Again Beginning this quarter

CAPITAL STRUCTURE

Shares outstanding:	282.3m
Options / warrants:	22.5m
Fully diluted o/s:	304.8m

Last price:	\$0.12
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Market capitalization:	\$33.9m
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Cash (EOQ):	\$4.5m
Financial debt (EOQ):	n/a

Total Enterprise Value:	\$29.4m
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LARGEST HOLDERS:

- 32% Snipp Insiders (Directors & Officers)
- 9% Bally's Corporation (NYSE: BALY)

Thank You



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