SNIPP

INVESTOR PRESENTATION

SNIPP INTERACTIVE INC.

www.snipp.com

DISCLAIMER

This presentation is not, and nothing in it should be construed as, an offer, invitation or recommendation in respect of Snipp Interactive Inc.'s securities, or an offer, invitation or recommendation to sell, or a solicitation of an offer to buy, the facilities or any of the Company's securities in any jurisdiction. Neither this presentation nor anything in it shall form the basis of any contract or commitment. This presentation is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any investor. All investors should consider such factors in consultation with a professional advisor of their choosing when deciding if an investment is appropriate.

The Company has prepared this presentation based on information available to it, including information derived from public sources that have not been independently verified. No representation or warranty, express or implied, is provided in relation to the fairness, accuracy, correctness, completeness or reliability of the information, opinions or conclusions expressed herein. These projections should not be considered a representation of the Company's potential cash generation performance in any way.

Some of the financial information included in this presentation is preliminary, forward-looking, unaudited and subject to revision.

All forward–looking statements attributable to the Company or persons acting on its behalf apply only as of the date of this document, and are expressly qualified in their entirety by the cautionary statements included elsewhere in this document. All forward-looking statements involve risks and uncertainties, which may cause actual results to differ materially from the statements made. Such statements reflect our current views with respect to future events and are subject to such risks and uncertainties. Many factors could cause our actual results to differ materially from the statements made, including those factors discussed in filings made by us with the Canadian securities regulatory authorities. Should one or more of these risks and uncertainties, such as changes in demand for and prices for the products of the company or the materials required to produce those products, labor relations problems, currency and interest rate fluctuations, increased competition and general economic and market factors, occur or should assumptions underlying the forward-looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, or expected.

The financial projections are preliminary and subject to change; the Company undertakes no obligation to update or revise these forward–looking statements to reflect events or circumstances that arise after the date made or to reflect the occurrence of unanticipated events, except as required by law. Inevitably, some assumptions will not materialize, and unanticipated events and circumstances may affect the ultimate financial results. Projections are inherently subject to substantial and numerous uncertainties and to a wide variety of significant business, economic and competitive risks, and the assumptions underlying the projections may be inaccurate in any material respect. Therefore, the actual results achieved may vary significantly from the forecasts, and the variations may be material. The reader is cautioned not to put undue reliance on such forward-looking statements.

THE WORLDS LARGEST COMPANIES USE
THE SNIPP PLATFORM TO DRIVE CUSTOMER
MARGIN, SALES, RETENTION & PENETRATION

SNIPP INVESTMENT HIGHLIGHTS

STRONG GROWTH & PROFITABILITY

21% core revenue CAGR[1]; record backlog, EBITDA positive and Debt free

PROPRIETARY SOLUTIONS

$40mm+ of capital investment in developing unique suite of marketing tools & data analytics

DIVERSIFED, GLOBAL CUSTOMER BASE

Fortune 500 clients, presence across North America, Europe and Asia

HIGHLY LEVERAGEABLE ASSET BASE

Significant investment in people & platform, combined with efficient sales process IP

EXPERIENCED & ALIGNED MANAGEMENT

Led by core Management team since inception; ~36% Inside Ownership +9% owned by Bally's Corporation

OPPORTUNITY

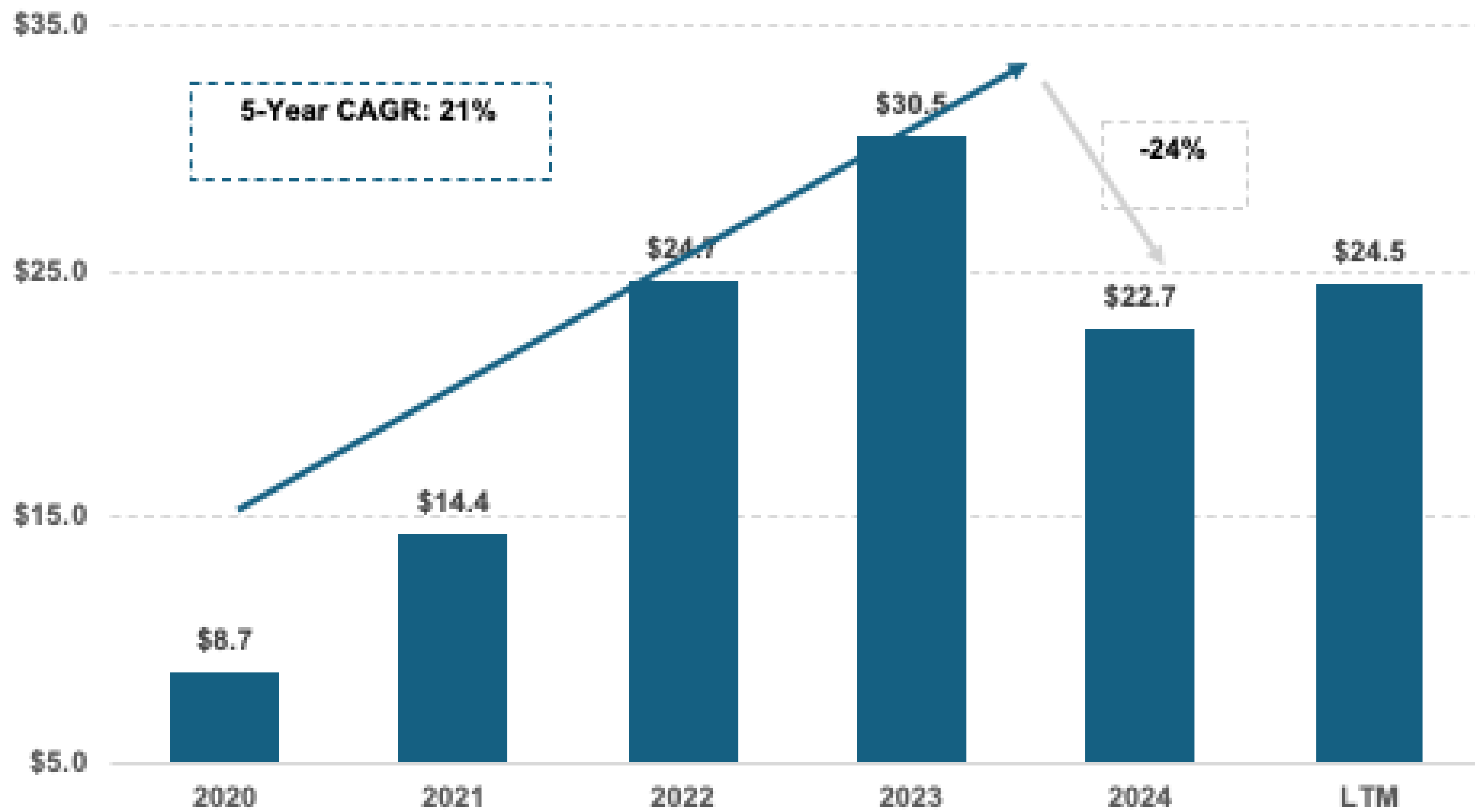
SPN VALUATION: $11.2MM ENTERPRISE VALUE (0.5X LTM SALES VS. 3.3X COMP AVERAGE)

Note: All figures in USD. [1] FY2020 – FY2024. Comps: CDLX, CTV, DSP, EQ.V, GRPN, IBTA, INUV, MFON, PHUN, ZETA.

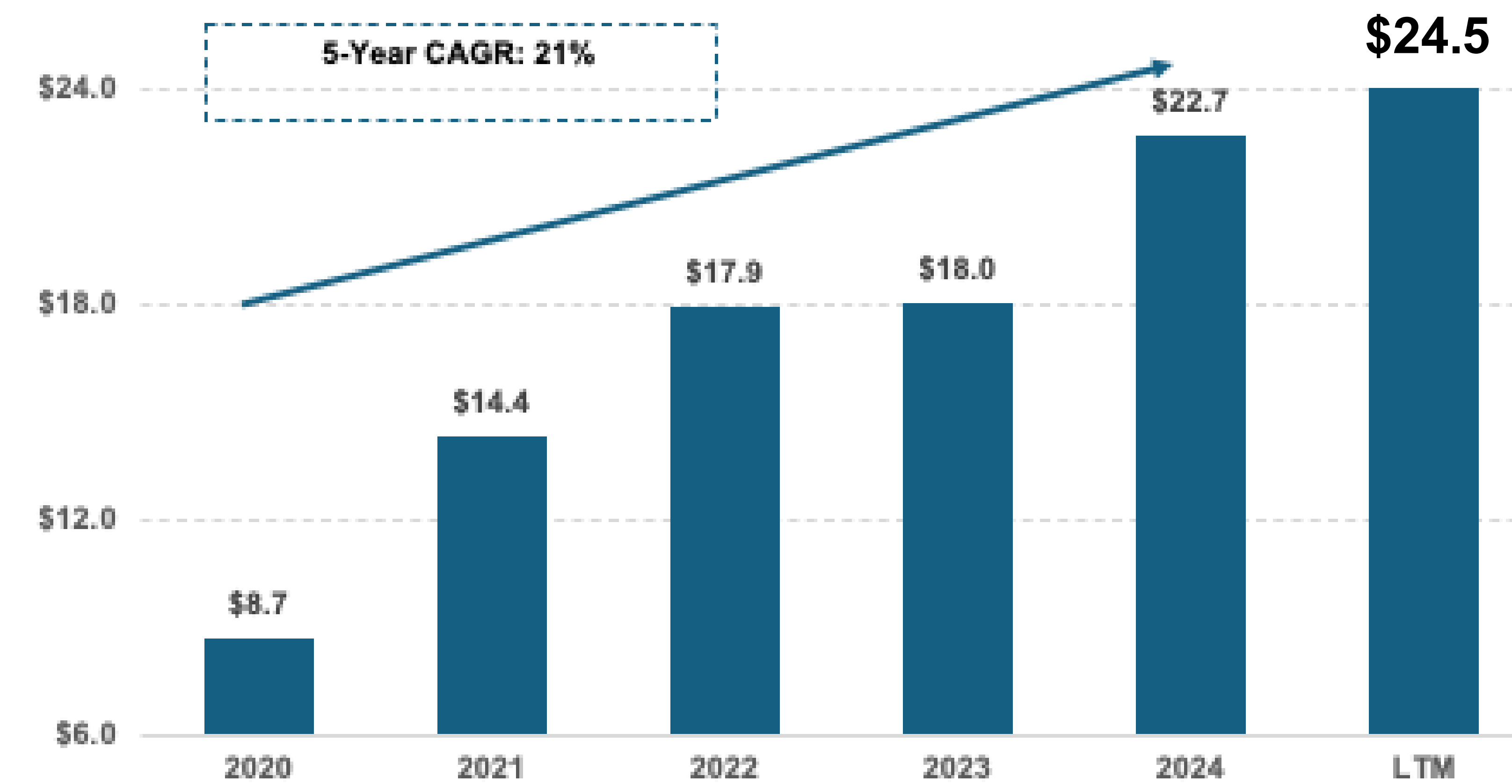
STRONG GROWTH & PROFITABILITY

21% Core Revenue CAGR, Record Backlog and EBITDA Positive

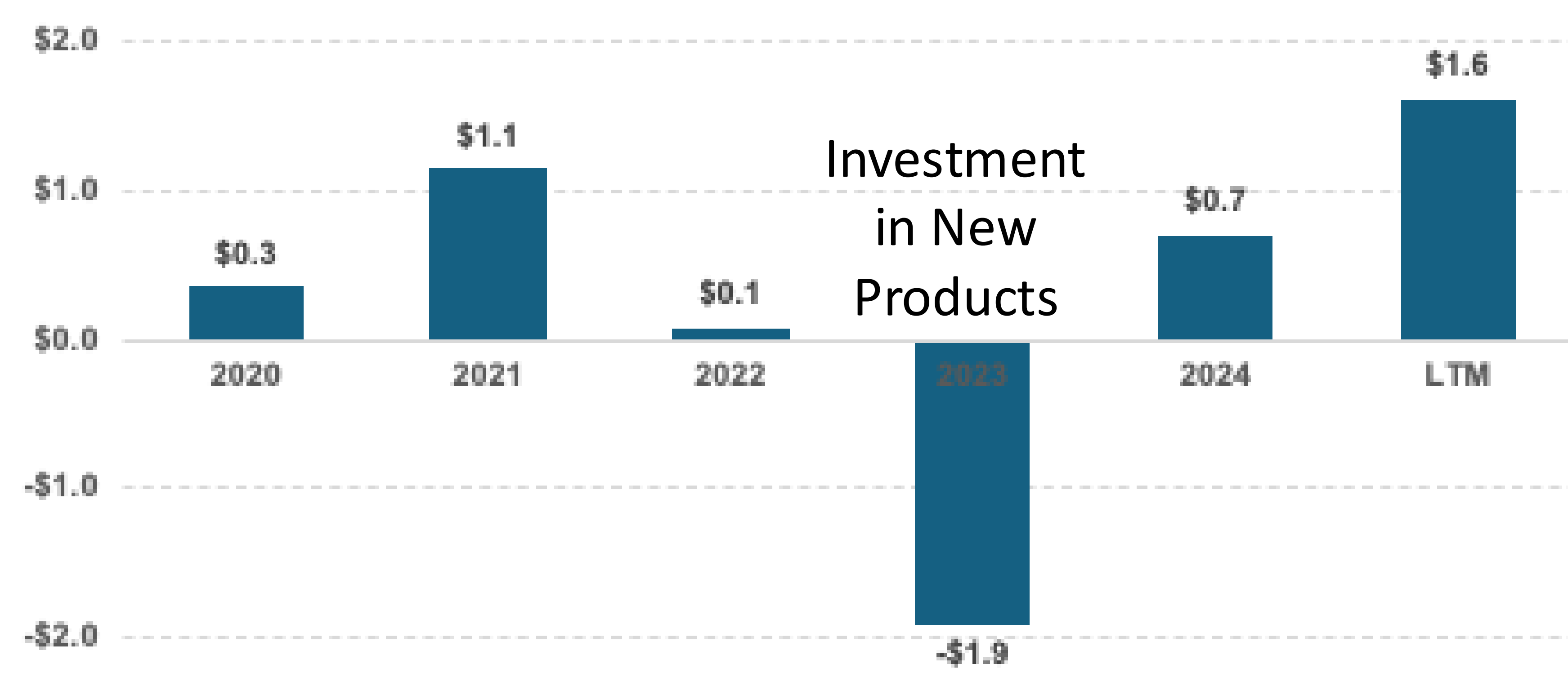
Total Revenue



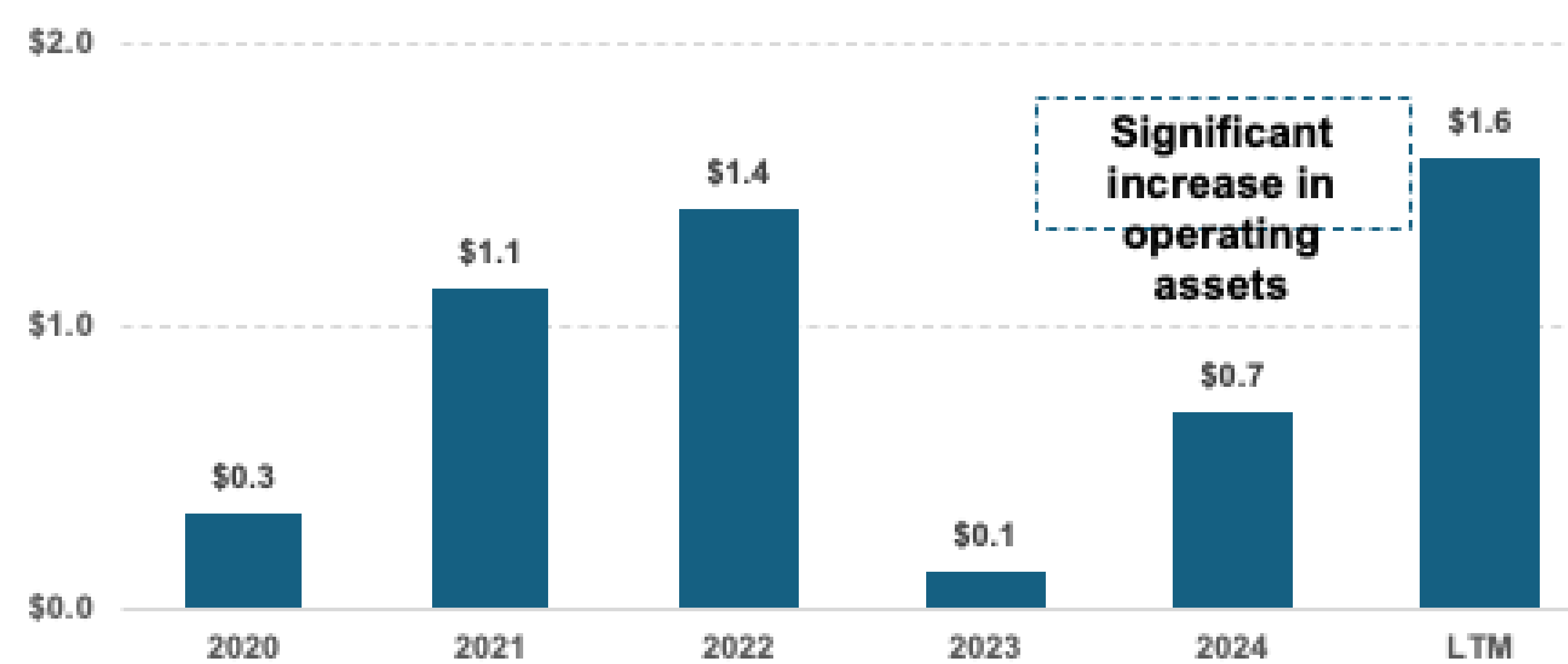
Core SNIPP Revenue(1)



EBITDA



Adjusted EBITDA(1)



Note: All figures in USD, Millions. [1] Excludes pilot revenues and costs from Gambit Rewards launch and SNIPPMedia investment costs. LTM as of Q1'25E.

SNIPP

PROPRIETARY SOLUTIONS

$40mm+ of Capital Investment in Unique Suite of Marketing Tools & Data Analytics

LEADING TRANSACTION PROCESSING PLATFORM

ACTIVATION
~75% of Revenue

- SNIPPWIN! — Contests, Promotions & Rebates
- SNIPPLoyalty — Modular Loyalty Platform

AMPLIFICATION
- SNIPPMEDIA — Unique Audience Data Sets

LAUNCHED Q1'24

MANAGEMENT
Program Design, Development & Management

VALIDATION
~25% of Revenue

- SNIPPcheck — Purchase & Non-Purchase Validation

MEASUREMENT
- SNIPPINSIGHTS — Data Insights & Analytics

INCENTIVIZATION
~25% of Revenue

- SNIPP rewards — Rewards platform

UNIFIED DATA SETS, ENABLING INTELLIGENT DECISION MAKING

SNIPP enables clients to Activate, Engage, and Learn about their customers

Leader in receipt processing, running 95% of all consumer scale programs in NA

Comprehensive MarTech platform with global deployment

FULLY RECOGNIZED CAPITAL INVESTMENT => PROFITABLE SCALABILITY FOR THE FUTURE

DIVERSIFIED, GLOBAL CUSTOMER BASE

Fortune 500 Clients - Presence Across North America, Europe and Asia

CPG INDUSTRY

Kellogg's, Nestlé, General Mills, CONAGRA BRANDS, KraftHeinz, PEPSICO, Red Bull, Coca-Cola, MARS, Keurig DrPepper, Unilever, CLOROX, P&G, Kimberly-Clark, L'ORÉAL, Henkel, DANONE ONE PLANET. ONE HEALTH, Dare, reckitt, SHISEIDO, MONSTER ENERGY, MATTEL, Ferrara, Kenvue

REGULATED INDUSTRIES

Bally's, Pernod Ricard, ABInBev, Beam SUNTORY, PHILIP MORRIS INTERNATIONAL, DIAGEO, Radeberger, Tito's Handmade Vodka, Constellation Brands, itg BRANDS, Budweiser

OTC PHARMA

GSK, BAYER, Pfizer, J&J, Abbott, HALEON, S

HOME & OUTDOOR

JamesHardie, GAF, DURACELL, HAYWARD, IKO, Sika BUILDING TRUST, prysmian, Westbury PRO REWARDS, THE AZEK COMPANY, GP Georgia-Pacific

RETAILERS & MALLS

Brookfield Properties, MALL OF AMERICA, WEST EDMONTON MALL, PREIT, CARUSO, SWAROVSKI, toppharm Apotheken, ARNOTTS, SPENCER'S NATION, LEDERUNDSCHUH, TOMMY HILFIGER

OTHERS

Ipsos, BC Hydro Power smart, electric Ireland, newell BRANDS, Microsoft, Bavarian Inn Restaurant & Lodge, DuraMAX, MANITOBA CHAMBERS OF COMMERCE, CADENCE, 3M, BANK OF AMERICA, PNC BANK

SNIPP

HIGHLY LEVERAGEABLE ASSET BASE

Significant Investment in People & Platform, Combined with Efficient Sales Process IP

PEOPLE

Total Headcount: 105
- 9 Management
- 24 Sales & Marketing
- 44 Product
- 28 Operations

Key Additions:
- Round out of Senior Mgmt
- Head of SnippMedia

Comments:
- Invested in human capital through the downturn
- Proper base to scale business at ~90% contribution margin

PLATFORM

Platform Investment: $40mm+

SNIPPcheck SNIPPINSIGHTS
SNIPPRebates SNIPPrewards
SNIPPLoyalty

Observations:
- Most tech engine investments are recognized as incurred

Comments:
- Development based on client-specific needs that can then be leveraged with other clients
- Fully expensed asset, yet highly leverageable

SALES PROCESS IP

Proven IP Model:
- Understand prior performance
- Identify key learnings & KPIs
- Integrate Snipp platforms
- Deliver measurable results

Observations:
- Mix of HMR/LMR and RR/NR

Comments:
- Mix is essential to developing Fortune 500 client relationships
- Low margin – the trojan horse
- Result: ~50% HMR; ~60% RR

Note: "HMR" – High Margin Revenue; "LMR" – Low Margin Revenue; "RR" – Recurring Revenue; "NR" – Non-recurring Revenue.

EXPERIENCED & ALIGNED MANAGEMENT TEAM

Led by Core Management Team Since Inception; ~36% Inside Ownership + 9% Bally's

Atul Sabharwal
Co-Founder, CEO

- 20+ years of digital media/mobile experience
- Board Member of Acme Solar, a $2bn+ public company

Prior Experience:
- Board role at eSolar[1], founder of the Finalysis Group, positions with AOL, IBM, BCG and News Corp

Education:
- MBA, Australian Graduate School of Management
- The Wharton School, University of Pennsylvania

Rahoul Roy
Co-Founder, CLO

- 20+ years of law experience in the US and India
- Former head of a corporate law practice in New York

Prior Experience:
- VC/PE investments, M&A, licensing, strategic alliances, domestic and international outsourcing arrangements

Education:
- BA. LLB. (Hons), National Law School of India
- LL.M. (Distinction), Georgetown University

Christopher Cubba
CRO

- 20+ years of loyalty & promotions experience
- Extensive history with large brands in the CPG, Retail, & Technology sectors

Prior Experience:
- SVP, Customer Success & Strategy at PrizeLogic

Education:
- BBA, (*Magna Cum Laude*), Eastern Michigan University

Wayne Weng
CTO

- 20+ years of IT experience and project leadership
- Expert in software and enterprise-level architecture

Prior Experience:
- VP, Engineering at Hip Digital
- Software development and management experience; led teams across multiple countries

Education:
- BA, Computer Intelligence, ZheJiang University

Malcolm Davidson
CFO (Interim)

- 20+ years of corporate finance & financial reporting experience

Prior Experience:
- 15+ finance, audit, tax and financial reporting
- 10+ of corporate compliance and governance consulting

Education:
- Chartered Professional Accountant (CPA)
- Institute of Corporate Directors (Current)

SNIPP

[1] An Idealabs company funded by Google, GE & Oak Capital.

FOCUSED STRATEGY TO CLOSE THE VALUE GAP

Expand Core Business, Leverage Assets, Optimize Capital Structure

	Expand Core Business	Leverage Assets	Optimize Capital Structure
Strategy	*Grow core platform with existing and new industries*	*Leverage fixed asset base to generate free cash flow*	*Optimize WACC; close valuation gap*
Key Tactics	• New industries • Geographic (~90% NA) growth with existing clients • Launched SnippMEDIA	• Maintain human capital • Harvest $40mm+ in platform investments • Recognize forward Capex/D&A • Monetize ~$37mm NOL assets	• Unlock NOLs • Evaluate debt/equity mix; review share buyback plan • Launch IR strategy • Uplist onto NASDAQ
Focus	• Evaluate operations needs as new business develops	• Assess viability of each tactic and adjust if necessary	• Execute once sustained profitability is achieved

Closing the Value Gap

Assets:
- ~$40mm platform
- Fortune 500 clients
- 100+ employees in 5 countries
- 15 years of IP development
- ~$37mm in untapped NOLs

Actions:
- Sustain growth & profitability
- Launched SnippMEDIA

Objective:
- Close value gap: 0.5x vs 3.3x[1]
  - SPN stock price: $0.075
  - Implied SPN price: $0.29

[1] Based on EV/LTM sales at '24. Note: comps: CDLX, CTV, DSP, EQ.V, GRPN, IBTA, INUV, MFON, PHUN, ZETA.

SNIPP

LAUNCH OF SNIPPMEDIA WITH BANK OF AMERICA

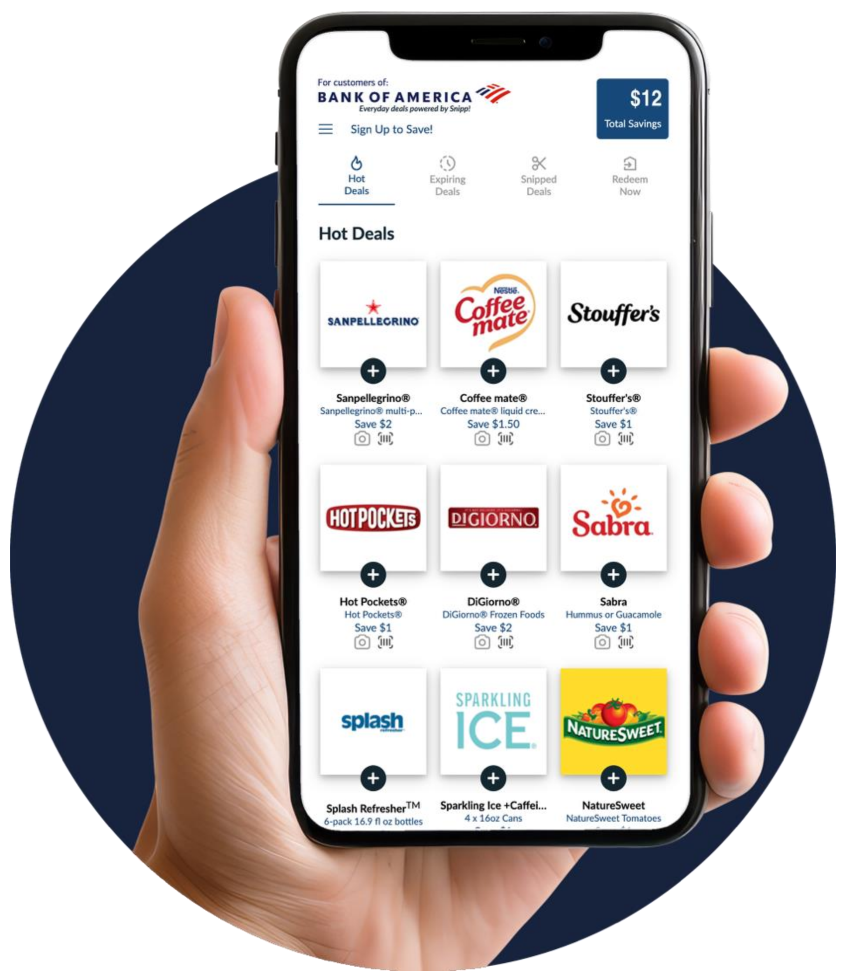
Industry First Solution Represents Large Untapped Opportunity

Bringing Untapped Audiences in Banking Channels to SNIPP's CPG & Agency Clients

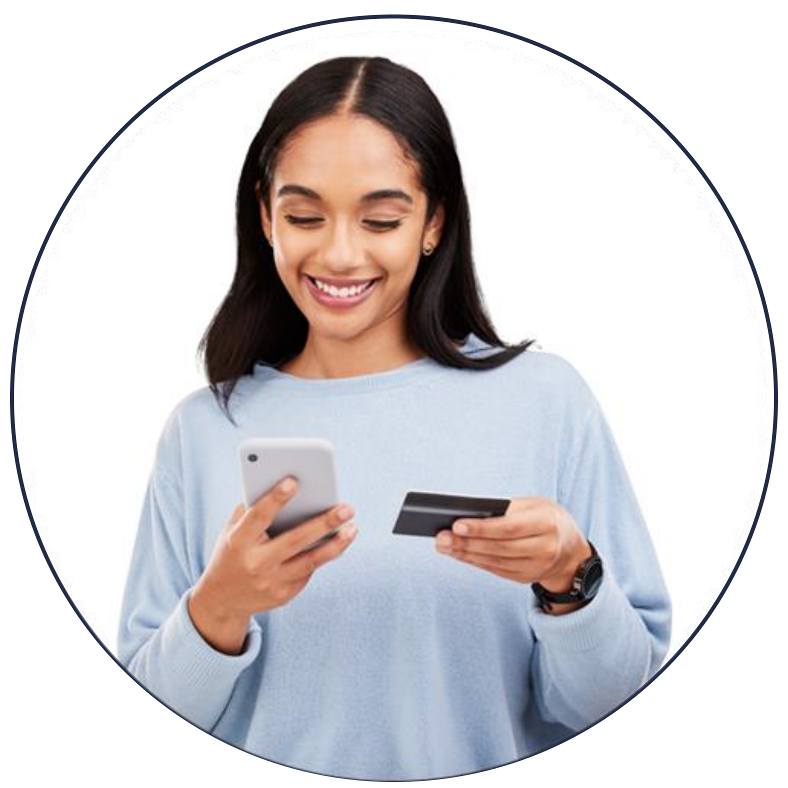
Snipp Financial Media Network (FMN)

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

CPG brands and retailers fund promotion offers



Our scaled network of consumer banks publish targeted, every day spend offers



Consumers save with SKU level promotional offers

Snipp's 1st Banking Partners! BANK OF AMERICA PNC BANK

APPENDIX

SNIPP – Current Capitalization

Shares Outstanding:	282.3m
Share Price (USD):	$0.075
Market Capitalization:	$15.5m
Cash:	3.7m
Total Debt:	--
Total Enterprise Value:	**$11.8m**

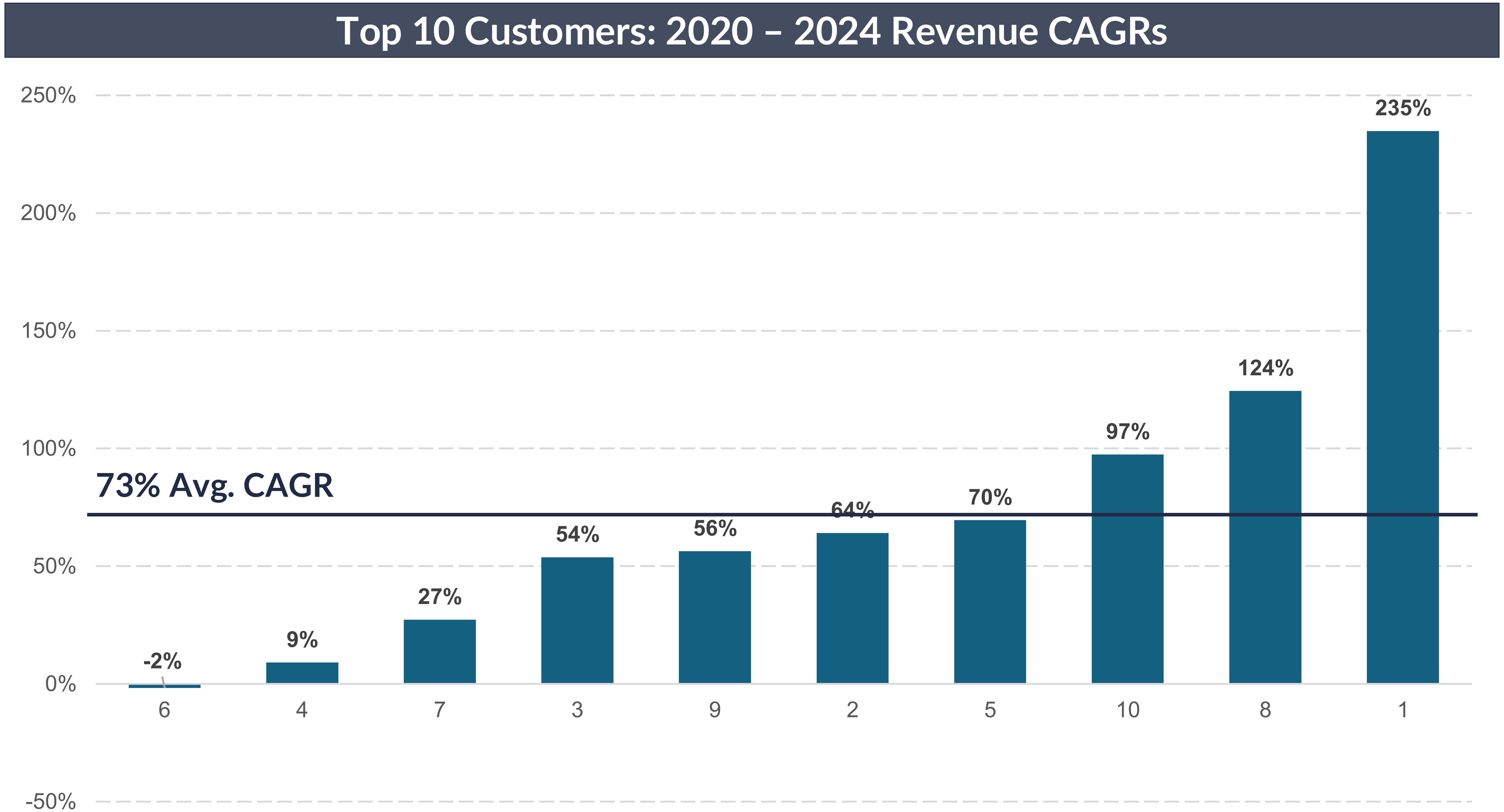
LARGEST HOLDERS:

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

SNIPP

TOP 10 SNIPP CUSTOMER ANALYSIS

Track Record of Acquiring & Growing SNIPP's Share of Customer Wallets



GLOBAL BRANDS WORK WITH SNIPP AND ADOPT THE COMPANY AS A TRUSTED PARTNER

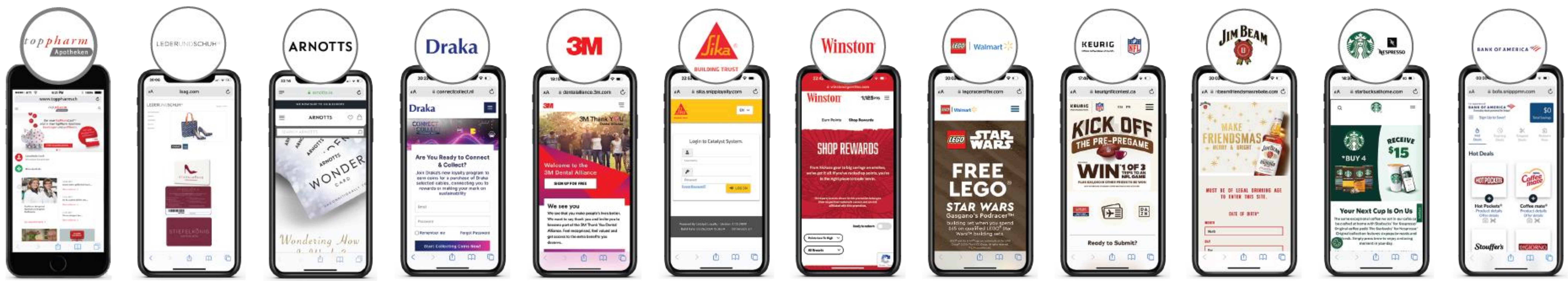
(1) Based on FY24E revenue.

WHY DO LEADING COMPANIES RELY ON SNIPP?

SNIPP Solves a Marketing Need, Founded on Data Solutions. Anytime, Anywhere!

Receipt API | CPG Loyalty | Channel Loyalty | GWP | Global Sweeps | Instant-Win | Punchcard | Social/ UGC | GWP + Sweeps | Gamification | CashBack/ Rebate | Rewards

TRUSTED BY GLOBAL FORTUNE 500 COMPANIES



Pharmacy | Retailer | Retailer | B2B Applicators | B2B Dentists | Retailers & Distributors | Regulated Industry | Retail Specific | Sports Marketing | Seasonal Promotion | Co-branded Promotion | Financial Media Network

STACKING UP THE COMPETITION

SNIPP's Integrated Consumer Promotion & Digital Solutions are Best-in-Class

Feature	SNIPP	ibotta	fetch	shopkick	Rakuten	Brandmovers	CATALINA
Key Focus	Rewards-based marketing & promotions platform	Cashback on multi-purchase methods	Points for scanning receipts	Rewards for walking, scanning & purchasing	Online cashback	Custom promotions platform	Digital coupons & promotions
Partnerships	Custom, brand-specific	2,700 brands & retailers	500+ brands, eReceipts from Amazon, Target, UberEats	Amazon, Walmart, TJ Maxx, Sephora	3,500+ online retailers	Scalable across regions	Retailers & CPG
Loyalty Program Partners	Tailored loyalty integration	Walmart, Hyvee, Giant Eagle	General Mills Good Rewards	Multiple retail programs	N/A	Customizable, depending on promotion	Integrated into retailer loyalty programs
Value Proposition	Advanced data insights on promotions	Cashback from multi-sources	Simple receipt scanning, points on purchase	Multi-touchpoints, gamified experience	Cashback from online purchases & quarterly payouts	Customizable, highly scalable	Real-time targeted promotions using rich shopper data
Best For	Deeper consumer insights & rewards automation	Grocery, travel, online shopping	Grocery, household purchase	Frequent shoppers, in-store experience		Large-scale brand promotions	Targeted, real-time consumer engagement
Standout Features	Data-driven solutions with advanced tracking	Mobile barcode scanner, browser plugin	Social features (competitions, shared rewards)	Gamification	Quarterly cashback payments; higher rates for certain stores	Flexible promotions across platforms	Real-time personalization, targeted promotions

Source: ecommert.

COMPANY HISTORY

2007 — SNIPP founded to become a leader in custom MarTech & Data Solutions

2012 — **Phase 1:** *"MVP & Pilot"* Launched receipt engine, acquired Fortune 500 customers, raised $10mm to fund development

2012-2015 — SNIPP completes listing on the TSX Venture Exchange (TSXV: SPN)

2015-2018 — **Phase 2**: *"Buy & Build"* Acquired tech engine components, built new solutions, established "direct-to-customer" model

2018-2021 — **Phase 3:** *"Integrate & Grow"* Integrated M&A, built sales team, entered new markets, stabilized margins & rev mix

2021-2024 — **Phase 4:** *"Optimize Asset Base"* Acquired Gambit, launched SnippMEDIA, invested in people, achieved record bookings

2024-2027E — **Phase 5:** *"Scale Profitably"* Expand in client markets, enter new verticals, leverage asset base, scale SnippMEDIA

(1) Expand into $563bn AdTech market; bring untapped audiences in Banking channels to SNIPP's CPG & Agency clients.

SNIPP

SNIPP!

THANK YOU

Atul Sabharwal

Founder & CEO

Snipp Interactive Inc.

Email: atul.sabharwal@snipp.com

www.snipp.com