

*SNIPP!*

## INVESTOR OVERVIEW

SNIPP INTERACTIVE INC. ([www.snipp.com](http://www.snipp.com))



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**3M**



**Nestlé**

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

**P&G**



## 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

11 Straight Quarters of Profitability



## STRONG CASH BALANCE AND DEBT FREE

Cash of \$5.5MM and AR of \$3.5MM and no financial debt as of September 30, 2022



## ALIGNED MANAGEMENT TEAM

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



# OUR CLIENTS ARE INDUSTRY LEADERS

## CPG



## REGULATED INDUSTRIES



## PHARMA



## HOME & OUTDOOR



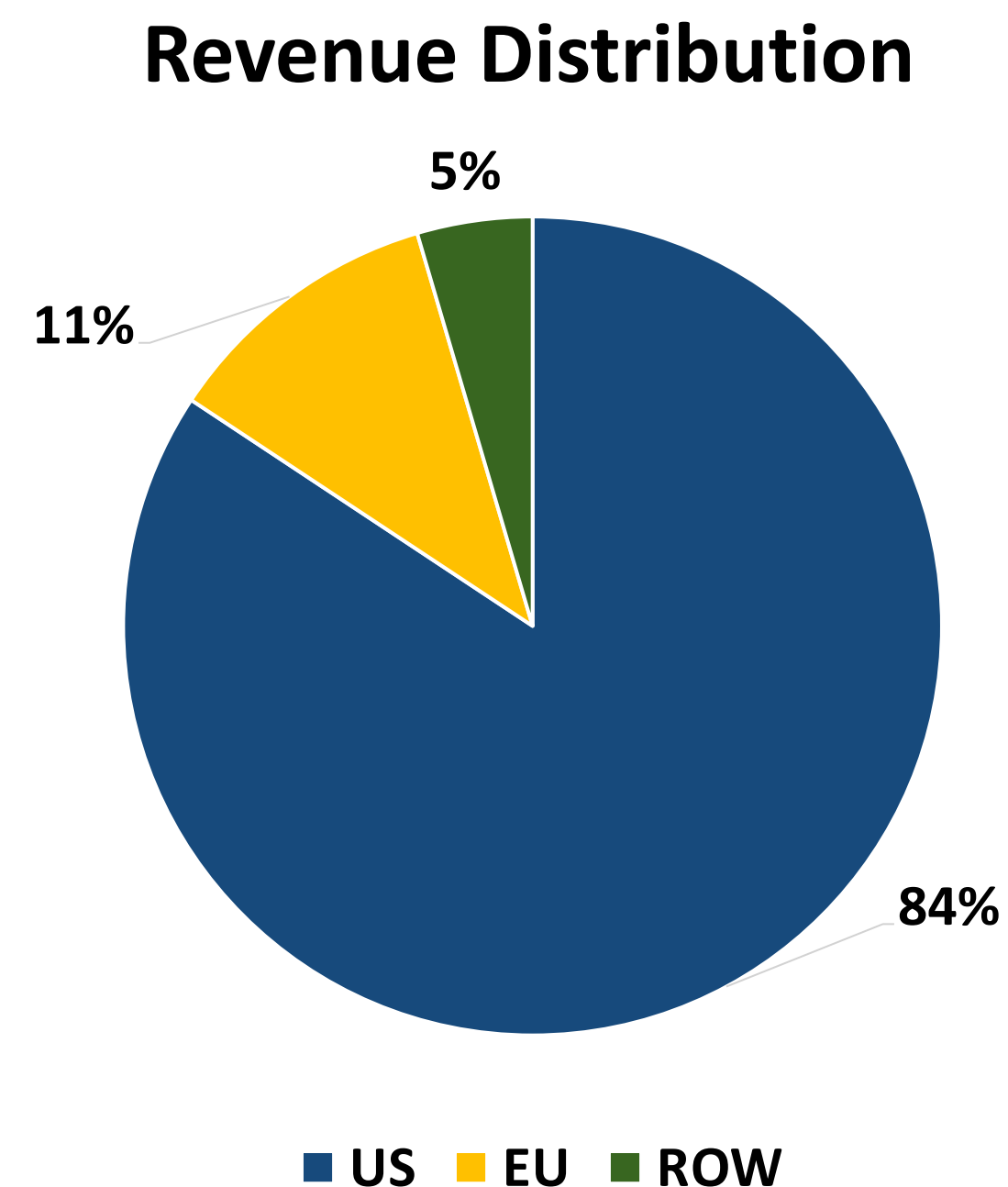
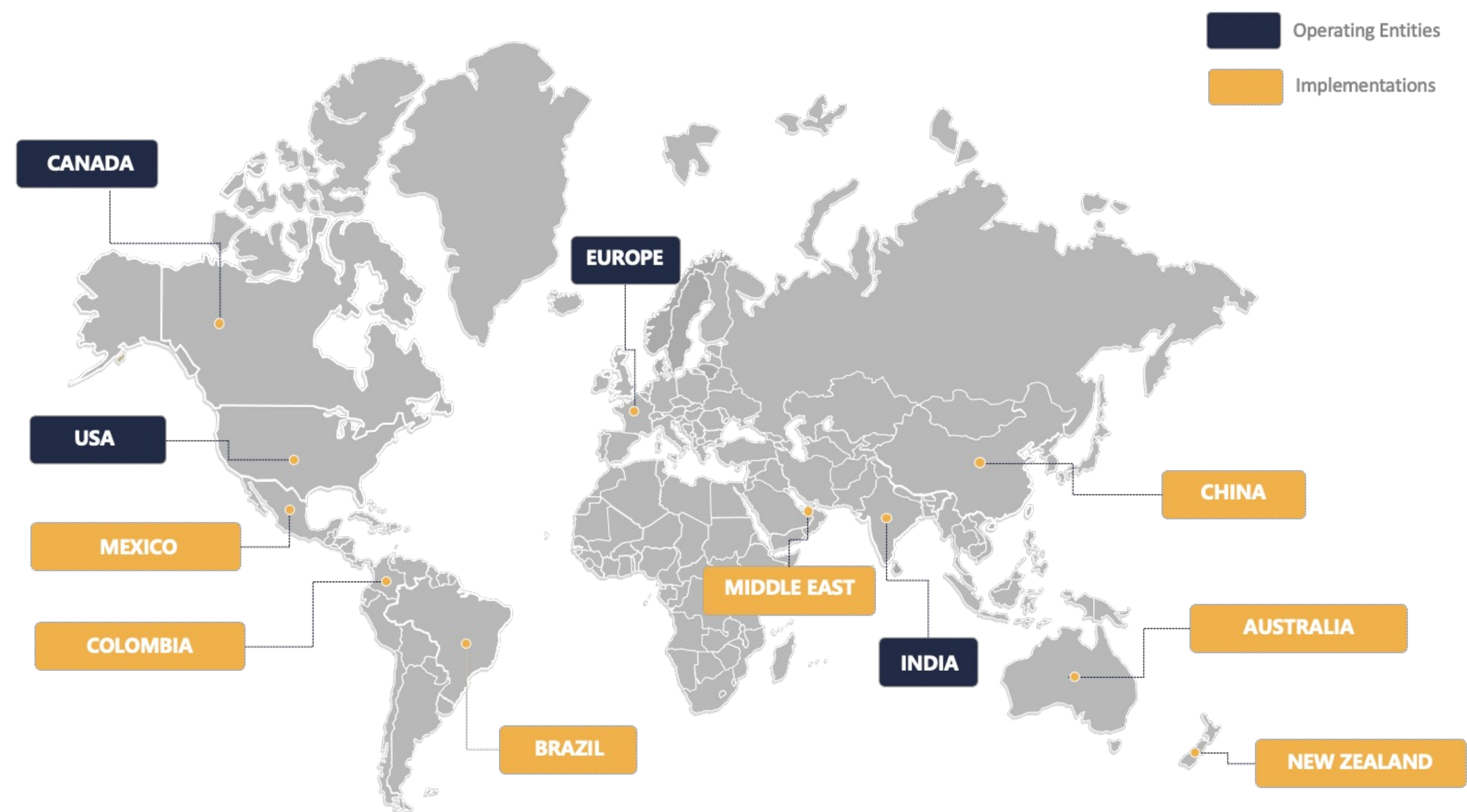
## RETAILERS & MALLS



## OTHERS

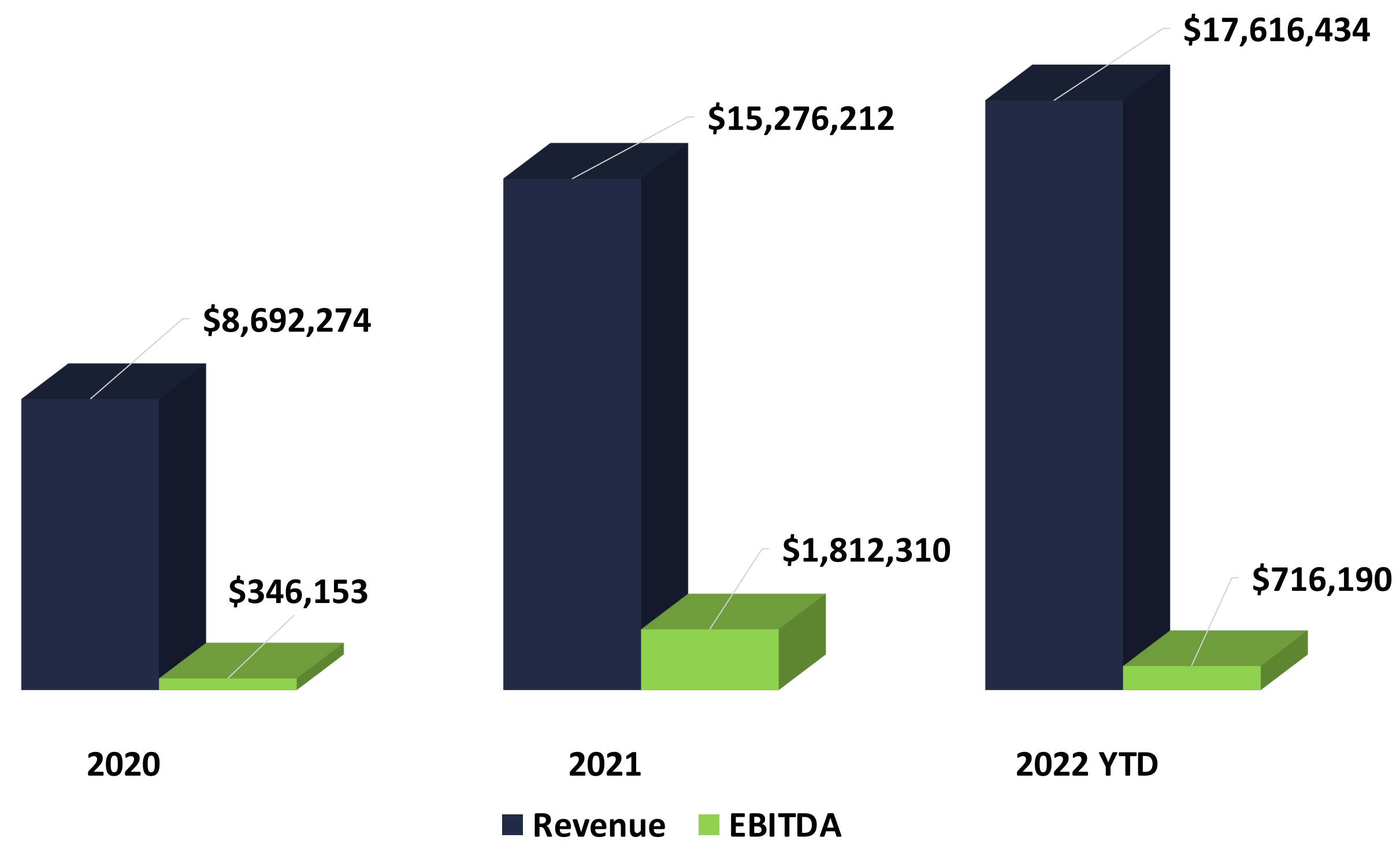


# GLOBAL EXECUTION CAPABILITY



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

# 40%+ 3 YEAR REVENUE CAGR WITH PROFITABILITY



11 Straight quarters of profitability!

9 MO 2022 REVENUE GREW 60% VS COMPARABLE PERIOD IN 2021



# 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 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*

*=*

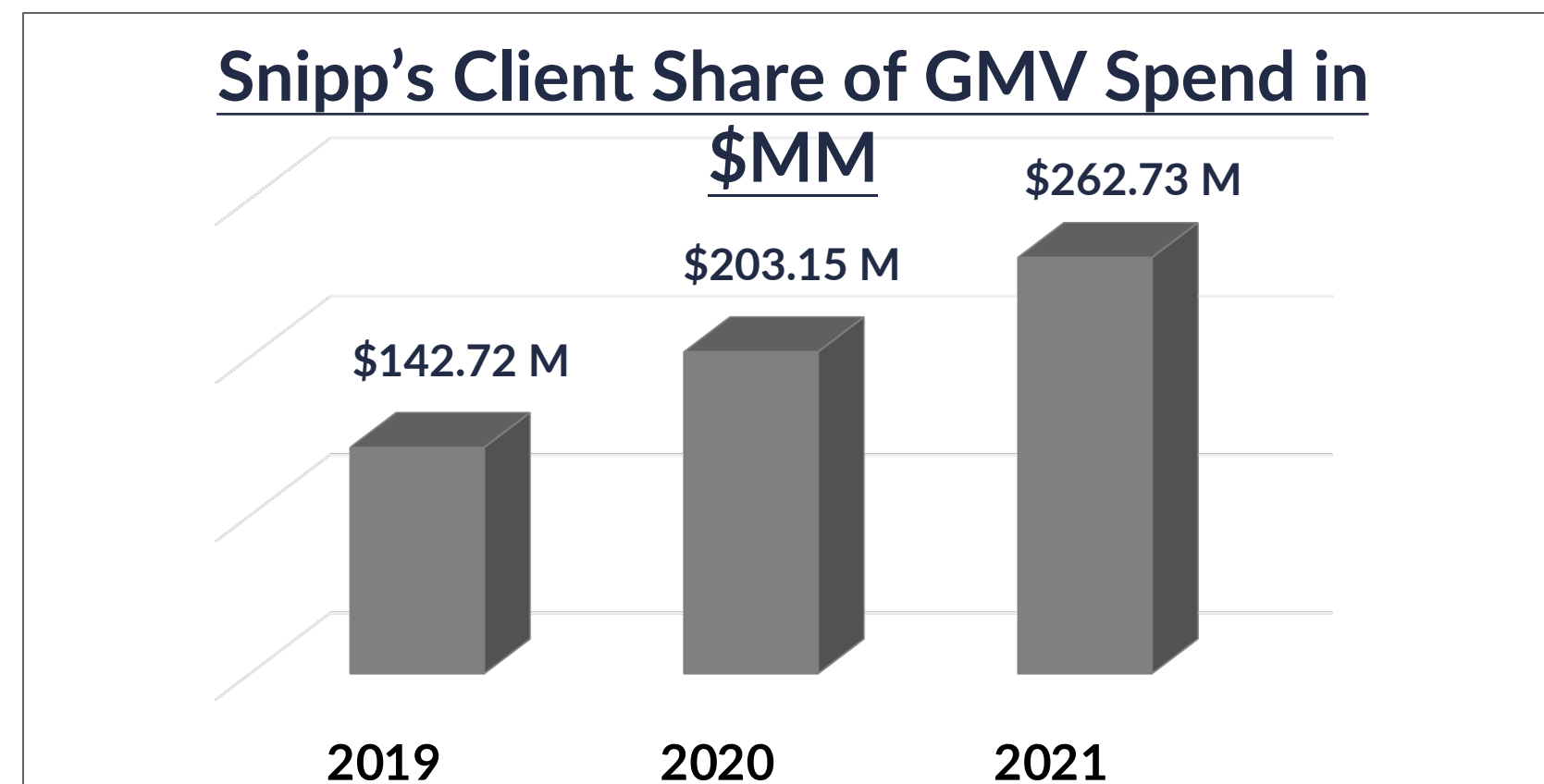
*Inefficiency of current targeting mechanisms*

**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**



Market Research

**\$50B**

Advertising Technology

**\$563B**

Marketing Technology

**\$160B**

*Better data drives expenditure on more Snipp programs...*

Better Media targeting

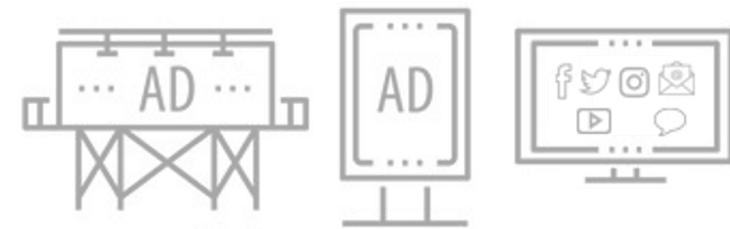
↑  
User Modeling/  
Segmentation

↑  
Purchase Data

↑  
Snipp Tactics



# DATA INSIGHTS OFFERED BY THE SNIPPCARE PLATFORM



**Which channels drive purchase?**



**What is % basket and basket value?**



**What are brand affinities?**



**Which retailers drove most value?**



**Which geographies responded best?**



**Calculation of Media ROI**

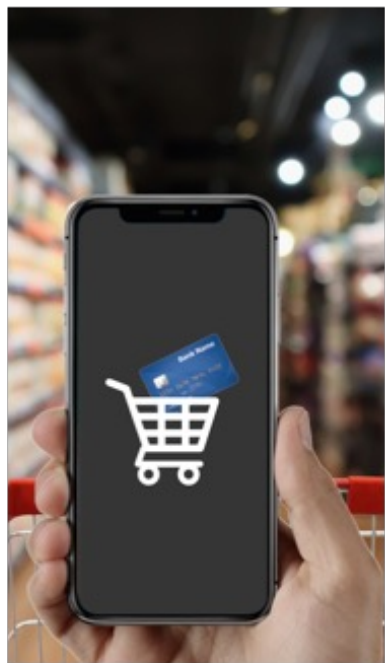


# HOW DOES SNIPP GENERATE ZERO & FIRST PARTY DATA?

# INDUSTRY LEADING MACHINE LEARNING TRANSACTION PROCESSING ENGINE

## MANAGE

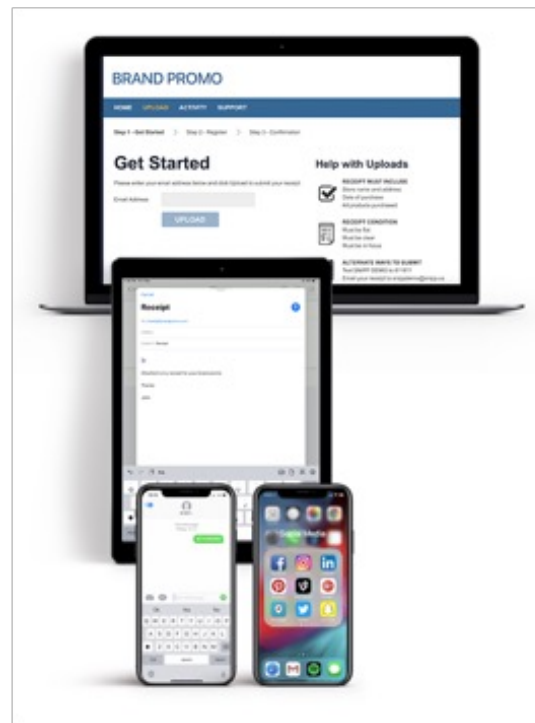
PROGRAM DESIGN, DEVELOPMENT & MANAGEMENT



Consumer makes  
a qualifying  
purchase in-store  
/ online

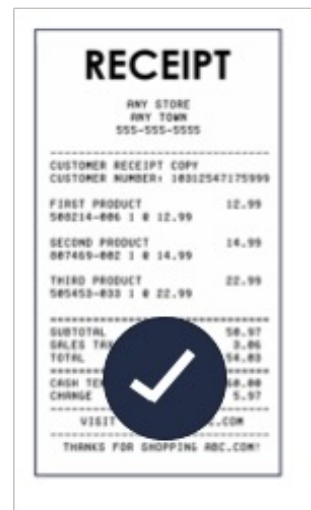


Consumer takes a  
picture of the receipt  
(or any product /  
packaging)



### 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



# 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



# LIVE INCENTIVE PROGRAMS IN 40+ COUNTRIES TODAY

## EXHAUSTIVE CATALOG

**3800+**  
Unique Brand Rewards

**50+**  
Categories

**250+**  
Countries

**58**  
Currencies

**\$**  
Starting at a  
penny!



### Financial Rewards and Services:

Cash Rewards, Gift Cards, Digital Wallets, Pre-Paid Reward Cards



### Experiences & Activities:

Travel (flights, hotels, cruises) Sports, Music, Movies, Entertainment, Ride Share, Wellness, Gaming



### Branded Rewards:

Branded Merchandise - swag, photo products, electronic goods and more!



### Retail & E-commerce:

1000s of offline and online stores, globally



### Cause Based Giving:

Gifts, Donations to Charities



### Coupons:

Physical coupons and mobile rewards (SKU specific) across various categories



### Apparel: Fashion & Accessories



### Automobile: Gasoline, Repairs, Parts



### Baby & Kids: Clothing, Shoes & Accessories, Store Vouchers



### Beauty, Health and Fitness: Gyms, Spas Sports equipment & devices



### Books, Magazines & Subscriptions



### E-learning



### Electronics: Home Appliances, Gaming, (including commercial licensing for promotion)



### Food and Beverage: Restaurants - Casual Dining, Quick Serve, Delivery



# CASE STUDY# BUILD A CUSTOMER DATA BASE OF OVER 8MM+ USERS WITH DETAILED PURCHASE DATA

## Overview:

Client's license SnippCHECK Module of the SnippCARE platform

## Functionality:

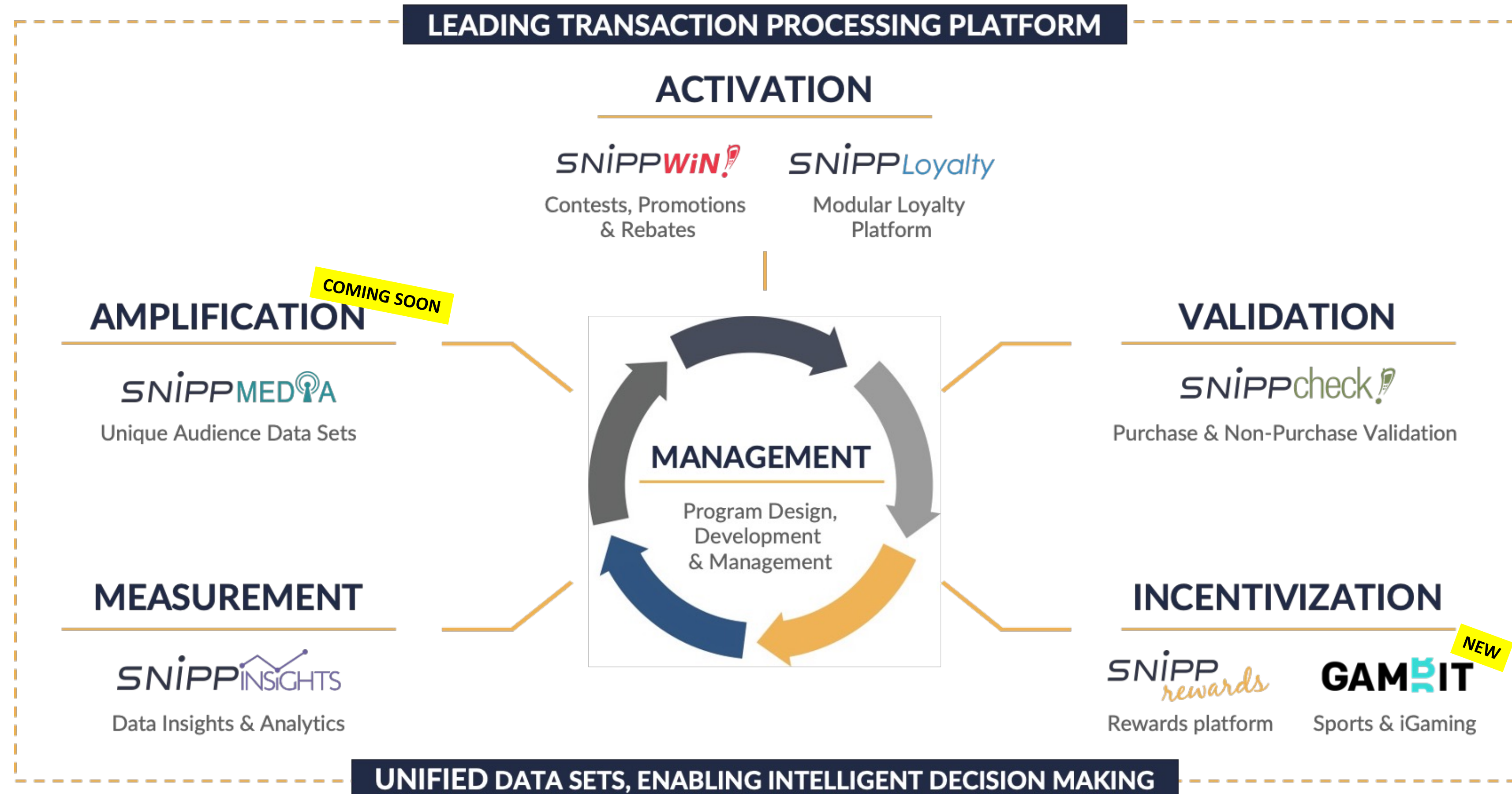
Allows users to snap and send their receipts/invoices/purchase orders to get points/cash back. Solution extracts data from receipts/invoices and maps the data to a universal taxonomy that includes associating a UPC/EIN/ASN along with a standardized Description/Manufacture/Brand categorization.

## Client Impact:

1. Build customer profile tied to products purchased
2. Attribute purchase of their product to marketing and advertising spend
3. Enable understanding of purchase habits of customers at independent stores/distributors
4. Allow for customization of offer. For example, switch user from competitive product found in basket
5. Build lookalike targeting model based on actual purchase data to improve ROI of ad spend



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



**SNIPP! CARE**  
CUSTOMER ACQUISITION, RETENTION & ENGAGEMENT

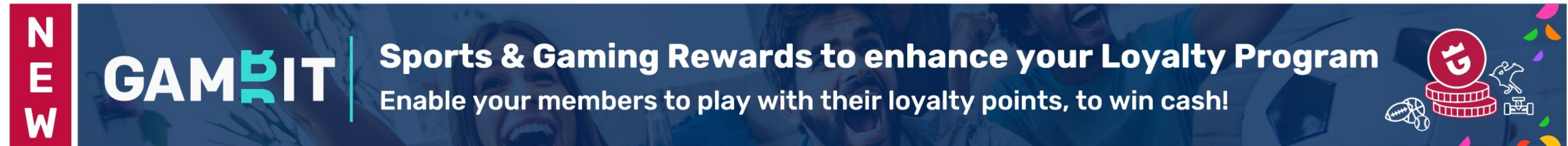
WHATS NEXT?

Path to Triple Sales by 2025



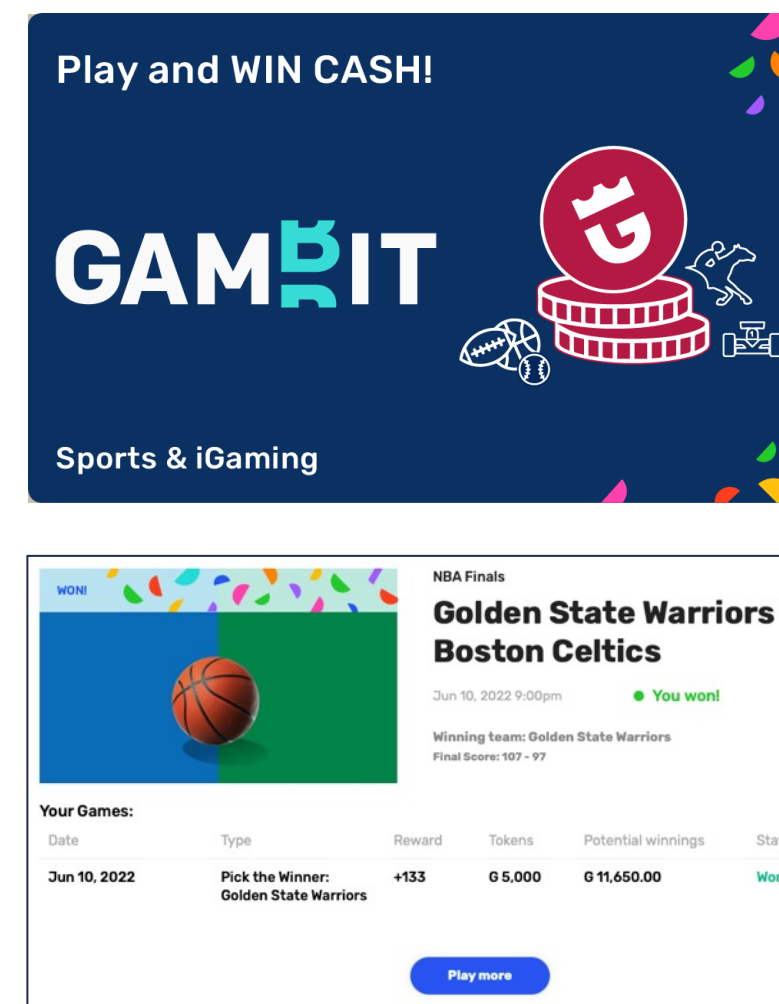
# ADDING TO THE DATA STORY... SNIPP ACQUIRED GAMBIT REWARDS IN Q1'22 TO ENHANCE USER DATA

## 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*

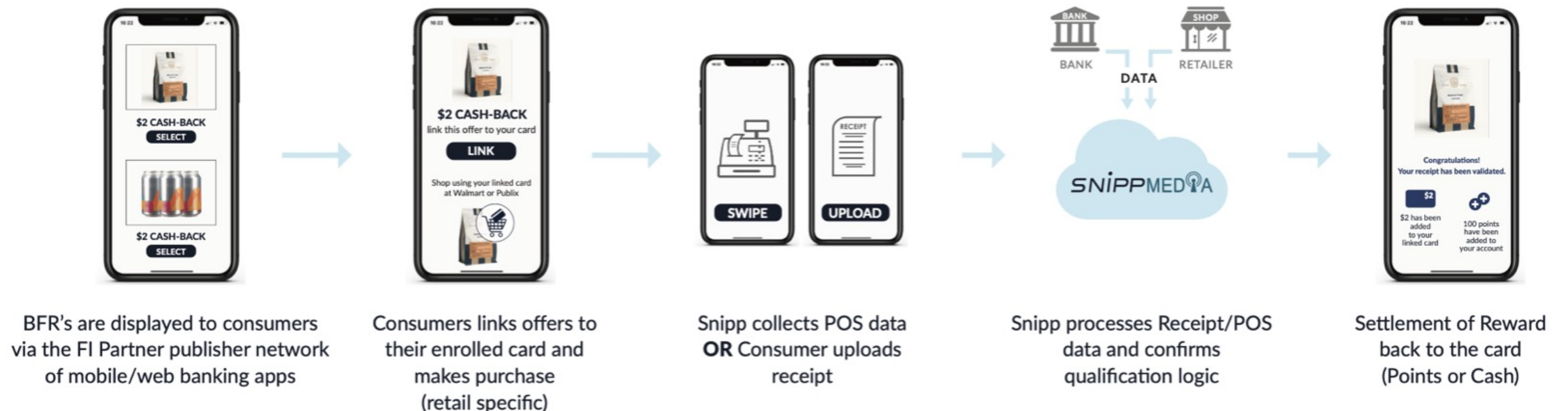
*Above plan results lead to roll-out onto additional web properties: MyPoints and InboxDollars*



# 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:	\$0.105
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Market capitalization:	\$29.6m
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Cash (EOQ):	\$5.5m
Financial debt (EOQ):	n/a

Total Enterprise Value:	\$25.1m
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## LARGEST HOLDERS:

- 36% Snipp Insiders (Directors & Officers)
- 9% Bally's Corporation (NYSE: BALY)



# Thank You

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