

SNIPP!

INVESTOR OVERVIEW

SNIPP INTERACTIVE INC. (www.snipp.com)

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3M



Nestlé

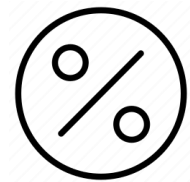
We enable the world's largest companies to capture actionable customer data in a rapidly changing regulatory and privacy environment

P&G

SNIPP!



FORTUNE 500 CLIENT BASE



HIGH GROSS MARGINS

Snipp core business is a 50%+ 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 50-65%



PROFITABLE

In 2021, 2022 and the back half of 2023, 40%+ Revenue CAGR



STRONG CASH BALANCE AND DEBT FREE

Cash of \$3MM and AR of \$2MM 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



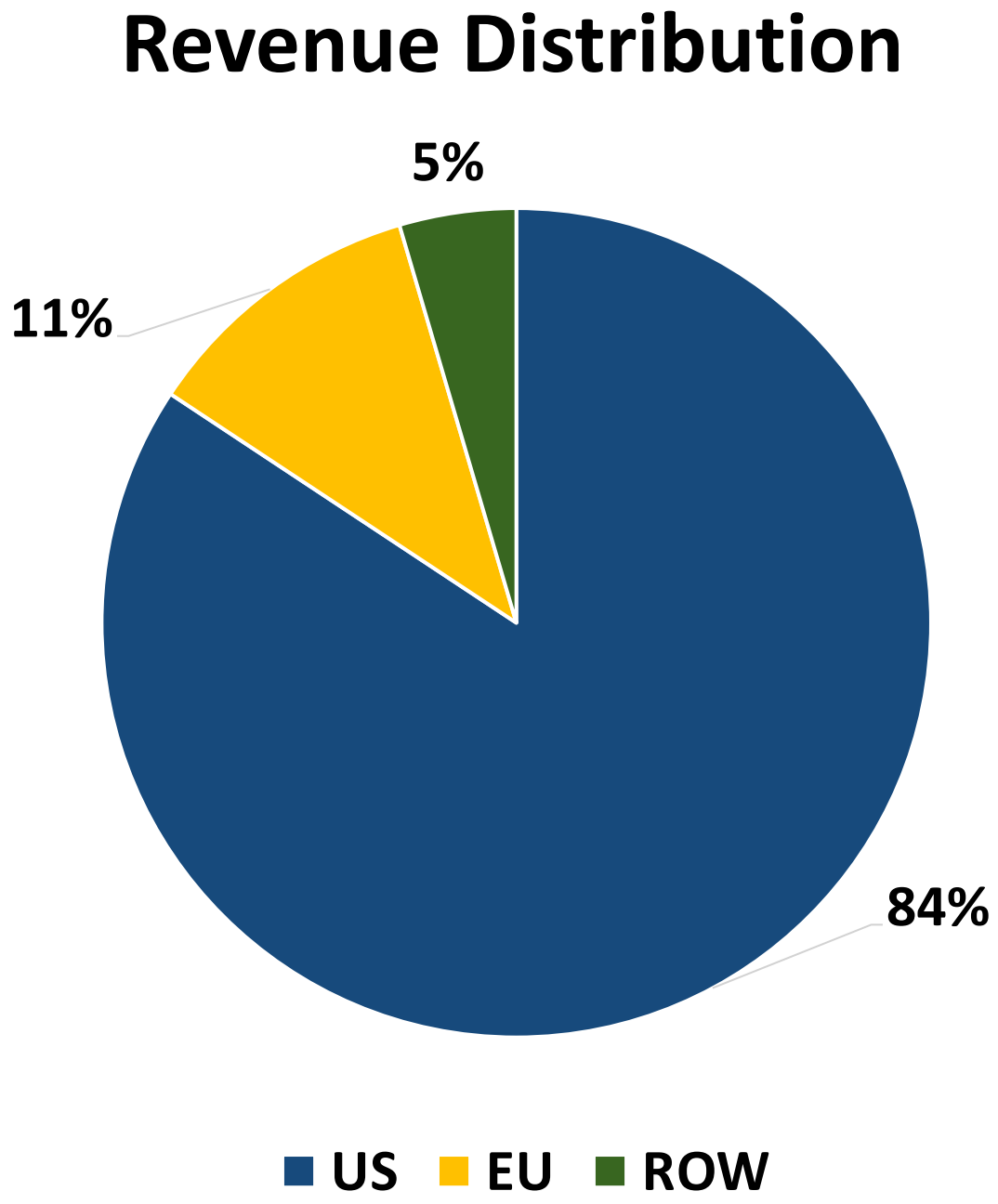
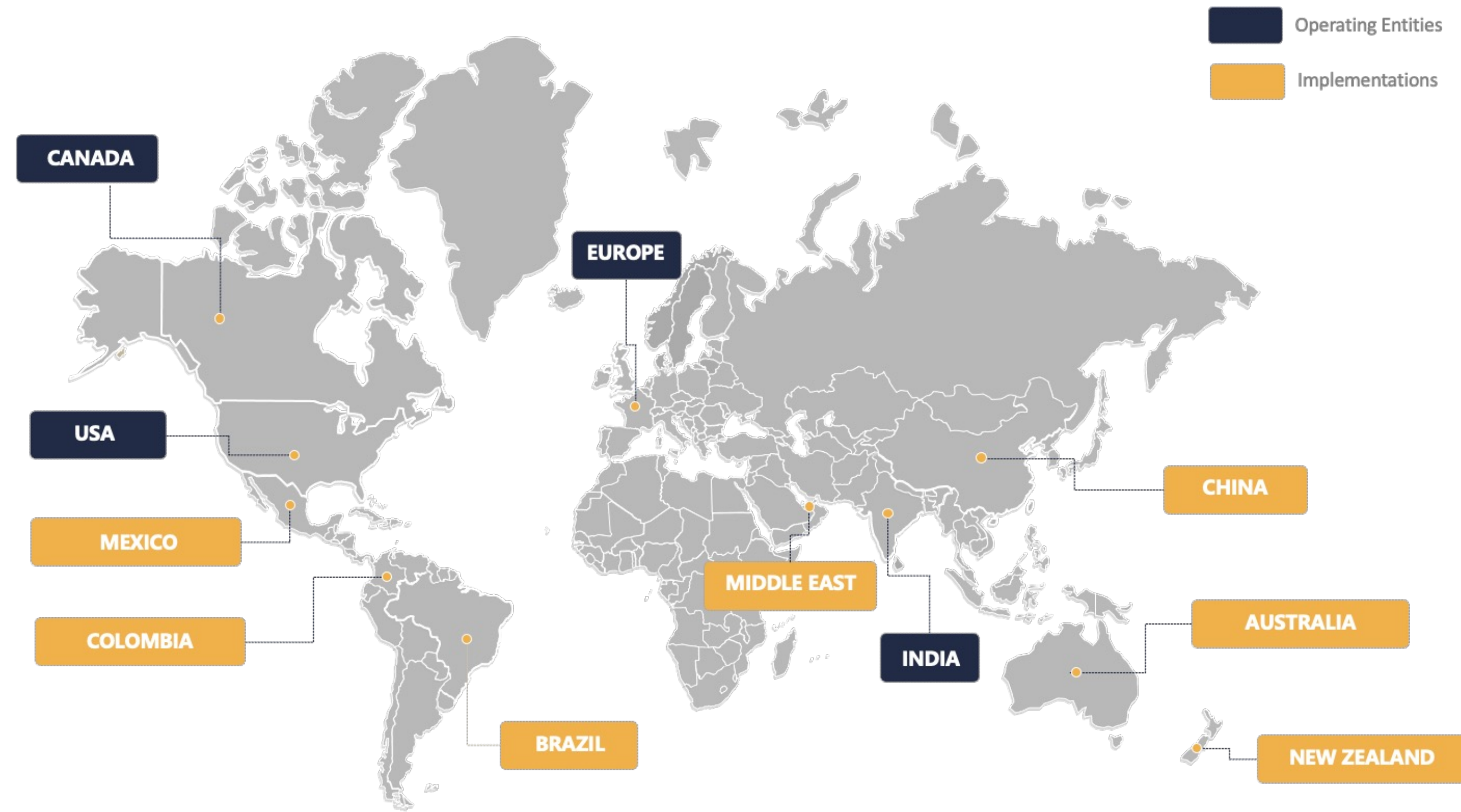
RETAILERS & MALLS



OTHERS

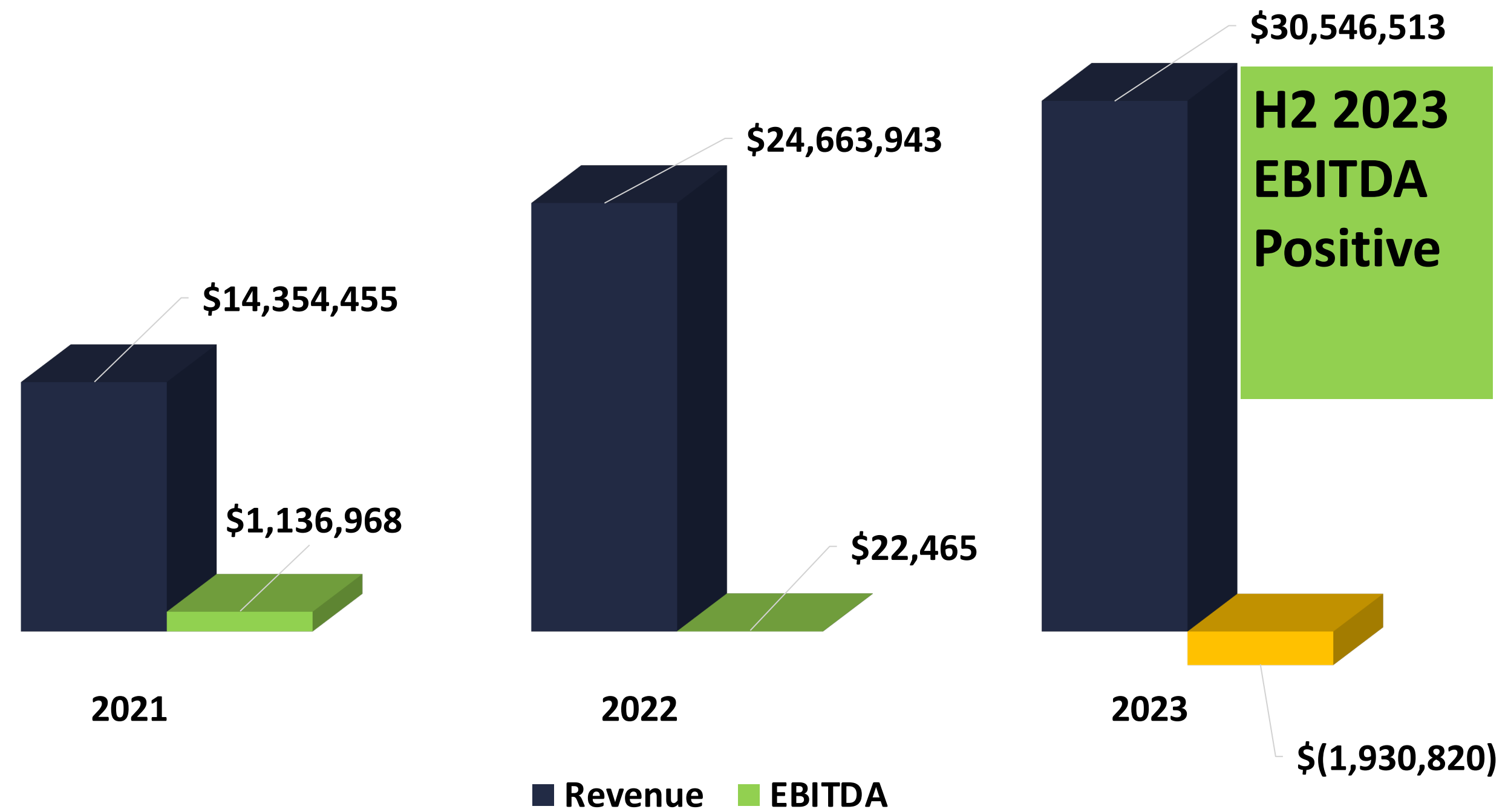


GLOBAL EXECUTION CAPABILITY



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

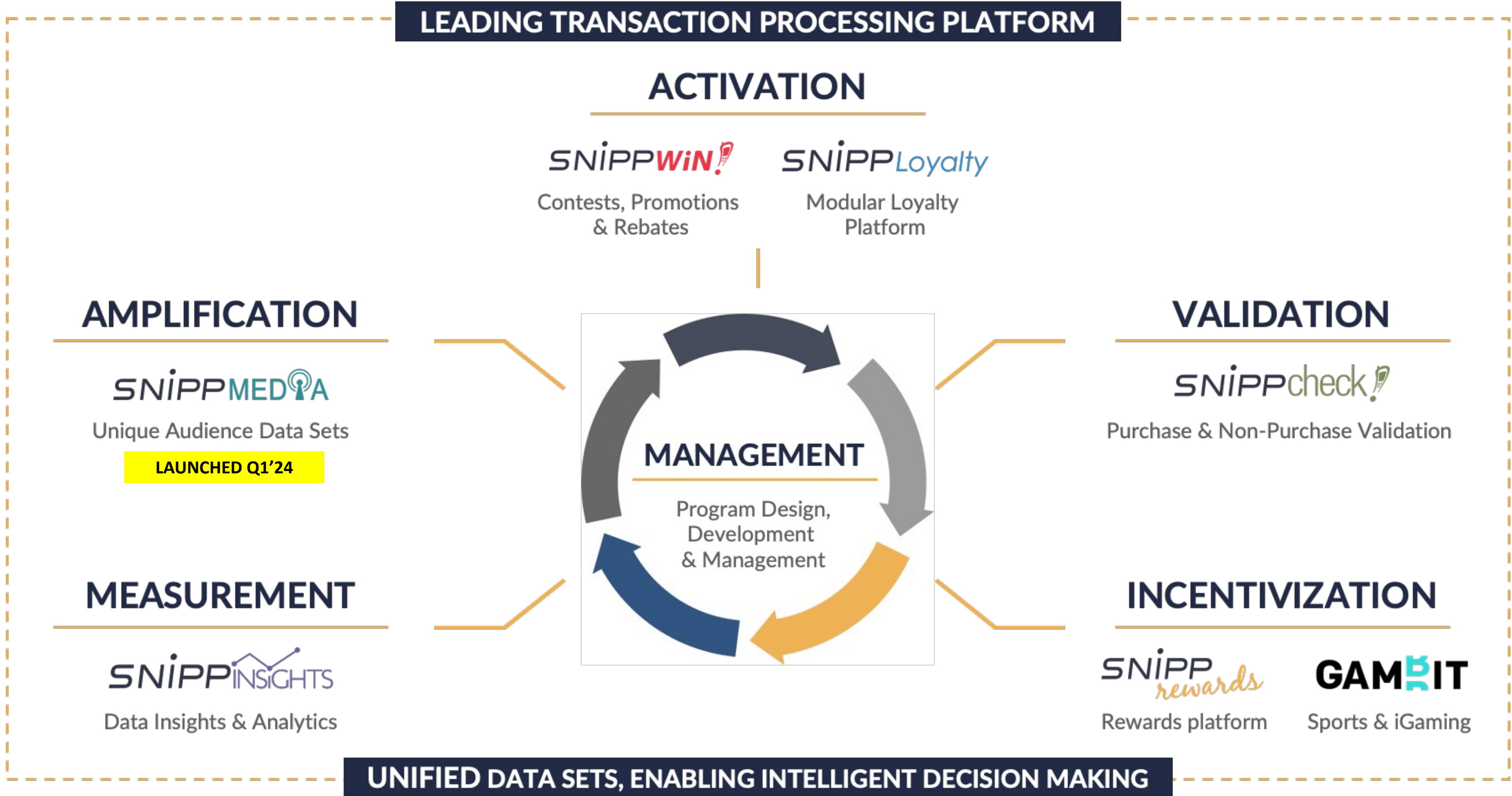
3 YEAR REVENUE CAGR ~ 50%



2023 REVENUE GREW 24% VS 2022

WHY DO LEADING
COMPANIES RELY ON
SNIPP?

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



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

ACTIVATION

SNIPPWIN!

Contests, Promotions
& Rebates

SNIPP Loyalty

Modular Loyalty
Platform

Loyalty

Receipt
Validation

Receipt
Validation

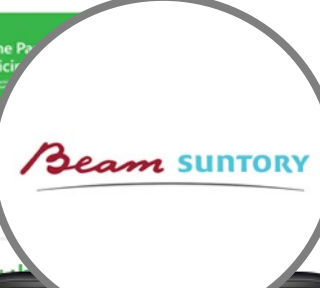
Loyalty

Rebates

Promotion

Rewards
Store

Gift With
Purchase



Buy & Get
GWP

Digital
Rebates

Gamification
& Instant Win

Sweepstakes

Instant Win
+Sweeps

Digital
Punchcard

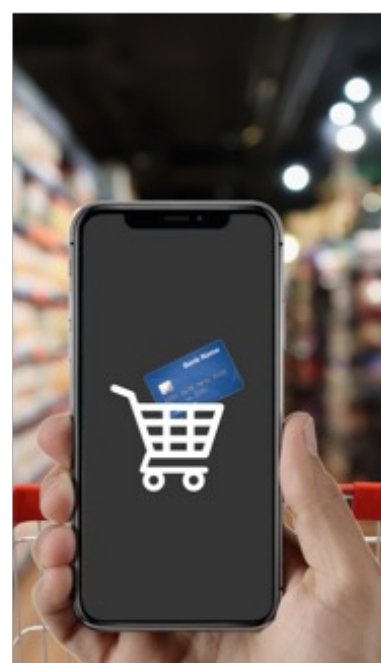
Social

Text to get

INDUSTRY LEADING MACHINE LEARNING TRANSACTION PROCESSING A.I

MANAGE

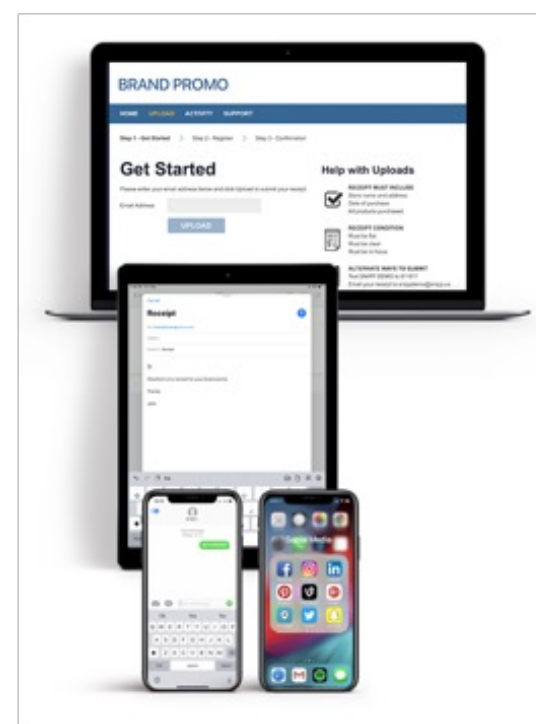
PROGRAM DESIGN, DEVELOPMENT & MANAGEMENT



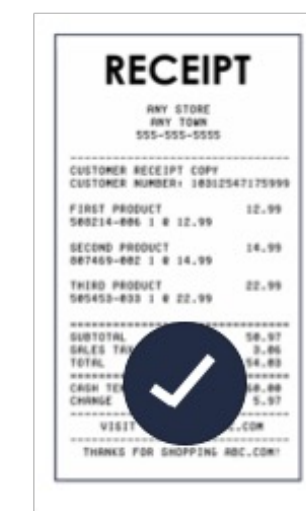
Consumer makes a qualifying purchase in-store / online



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

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

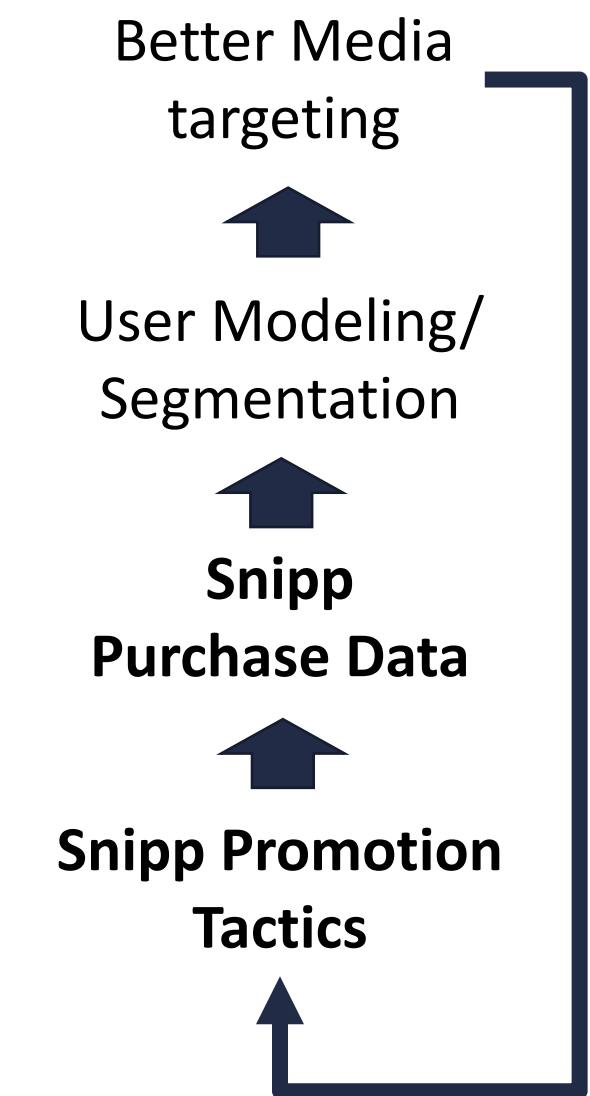


Market Research
\$50B

Advertising Technology
\$563B

Marketing Technology
\$160B

Better data drives expenditure on more Snipp programs...

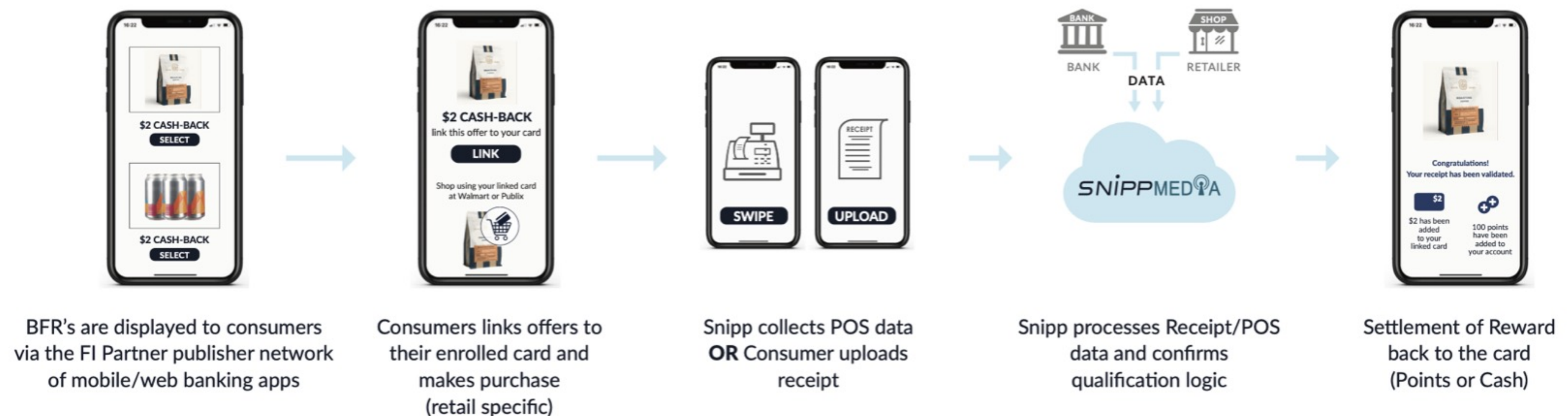


SNIPP RUNS ON AVERAGE 300+ PROGRAMS A YEAR AGAINST WHICH CLIENTS SPEND BETWEEN \$150,000 TO \$500,000 ON MEDIA TO TARGET THE PROGRAM. SNIPP HAS AN OPPORTUNITY TO CREATE A MEDIA SERVICE TO CAPTURE THIS SPEND FOR ITS OWN PROGRAMS

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



Snipp's first Banking Partners!

BANK OF AMERICA

PNC BANK

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

Drive profitable growth

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
Market capitalization:	\$33.9m
Cash (EOQ):	\$4.5m
Financial debt (EOQ):	n/a
Total Enterprise Value:	\$29.4m

LARGEST HOLDERS:

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

Thank You

SNIPP! 

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