

SNIPP!

INVESTOR OVERVIEW

SNIPP INTERACTIVE INC. (www.snipp.com)

TSX-V: SPN, OTC: SNIPF

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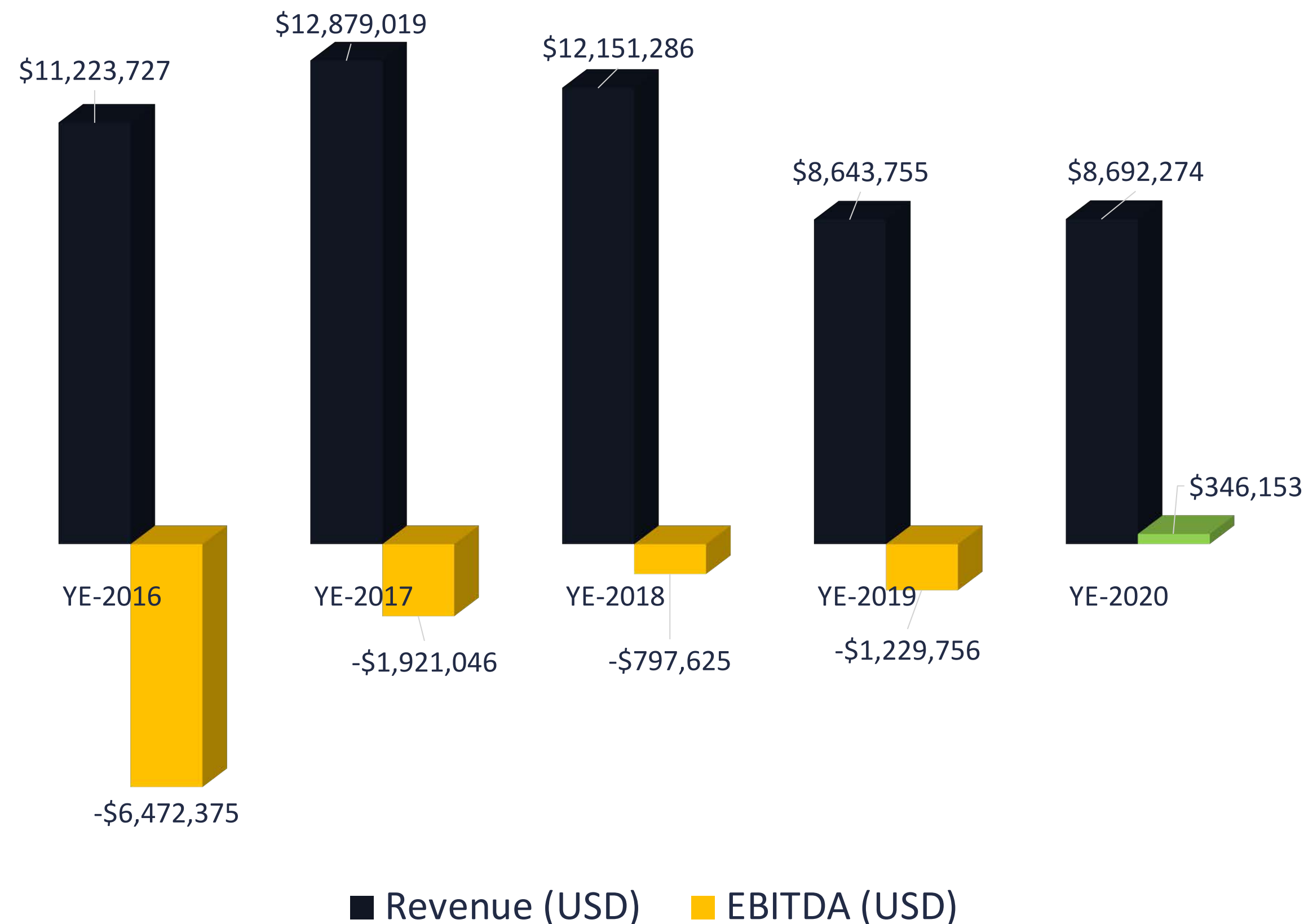
Leading SaaS marketing technology company providing global
brands with a unique Customer Acquisition, Retention and
Engagement platform

WHY SNIPP – KEY INVESTMENT THEMES

1. Large diversified client base of Fortune 500 companies generating base revenue streams of \$10MM today
 - 90+ clients such as Kellogg, P&G, Starbucks, Nestle, Pepsi, L'Oreal and more...
2. Market Leading Machine Learning Engine that enables manufactures to capture purchase data from any image such as receipts, invoices, selfies etc.
 - Industry leader in receipt processing running 95% of all consumer scale programs in the North American market today with significant opportunity to expand into adjacent industries based on strength of the first party data collected by the platform
3. Multiple revenue streams from different deployment types built off a single Mar-tech platform with cross-industry applicability and global deployment capability
 - Increasing mix of Long-Term Recurring revenue contracts and increasing global deployments
4. Debt free balance sheet with inflecting revenues and profitability---Bookings Backlog exceeds \$6mm
 - 2020 EBITDA positive, with 100%+ improvement year on year
5. Highly active M&A Space with multiple transactions taking place in the recent past
 - Loyalty
 - Kognitiv acquired by Aimia
 - SessionM acquired by MasterCard
 - CrowdTwist acquired by Oracle
 - Data Analytics
 - Nielsen IQ acquired by Advent
 - Promotion Marketing
 - HelloWorld acquired by Dentsu
 - Prizelogic acquired by Palmico Capital

PLATFORM DEVELOPMENT AND INTEGRATIONS COMPLETED AND READY TO SCALE GROWTH

2020 VIEWED AS THE INFLECTION: BUILDING A PROFITABLE COMPANY WITH NO DEBT...READY TO TELL THE SNIPP STORY



- EBITDA improvement of over 100% YoY
- Shifting revenue mix led by longer term recurring revenue streams
- Continued Migration from partner led sales in 2017-18 to direct client relationships
- Consistent 70%+ margin business with revenue growth for 2021 – Announced Bookings backlog exceeds \$6MM
- No Debt on Balance Sheet

EARLY AGGRESSIVE BUY + BUILD STRATEGY FOLLOWED BY DEEP INTEGRATION EFFORTS AND MOVE TO DIRECT RELATIONSHIPS HAVE SET THE STAGE TO ALLOW FOR RAPID & PROFITABLE GROWTH

SNIPP FOCUS: 2021-2025 TO REGROW THE TOP LINE

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

Brand our platform's capabilities as a true **Customer Acquisition & Retention Hub** and leverage the importance of building brand owned 0 and 1st party data in the new world of privacy

4

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

ABOUT SNIPP



60+ 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



2015



2015



2016

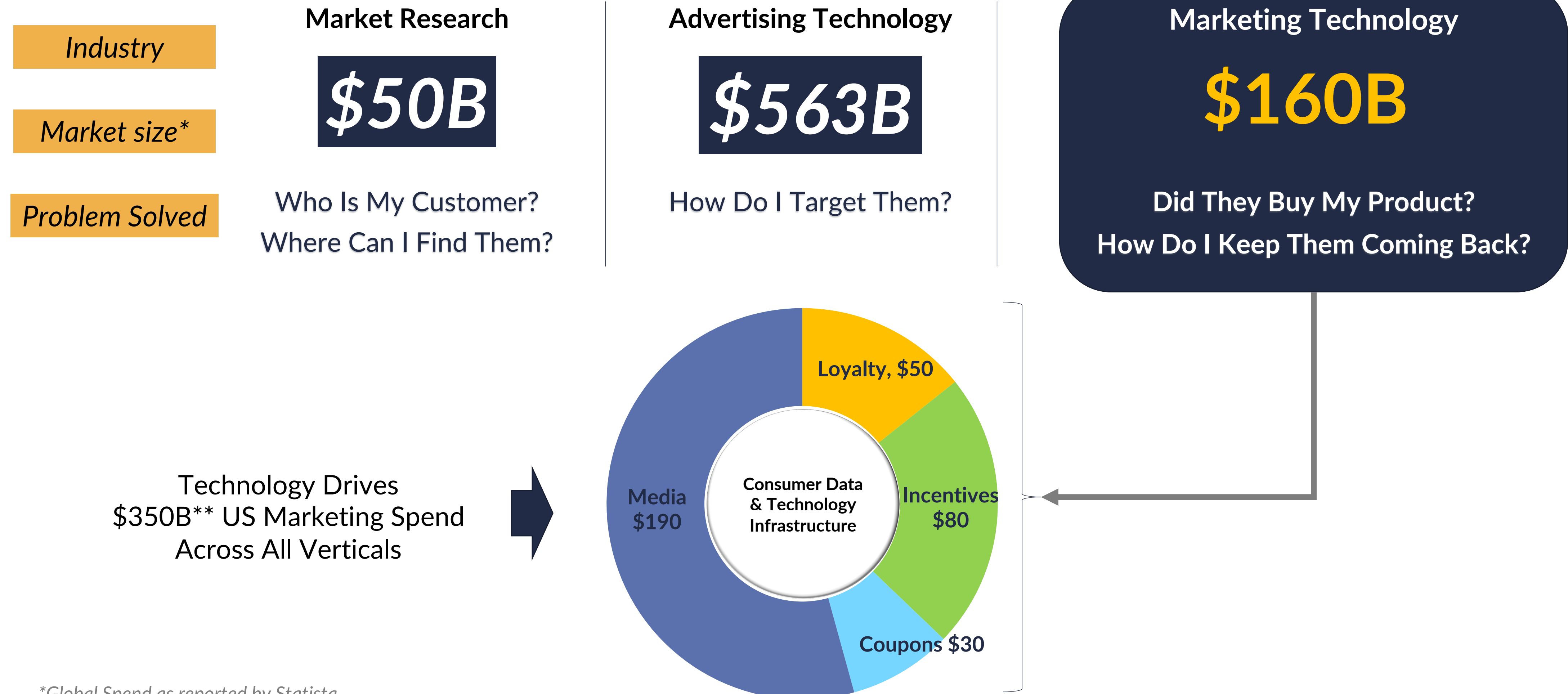


2017



2018

WE OPERATE IN A \$160B MARKET TODAY...



*Global Spend as reported by Statista

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

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

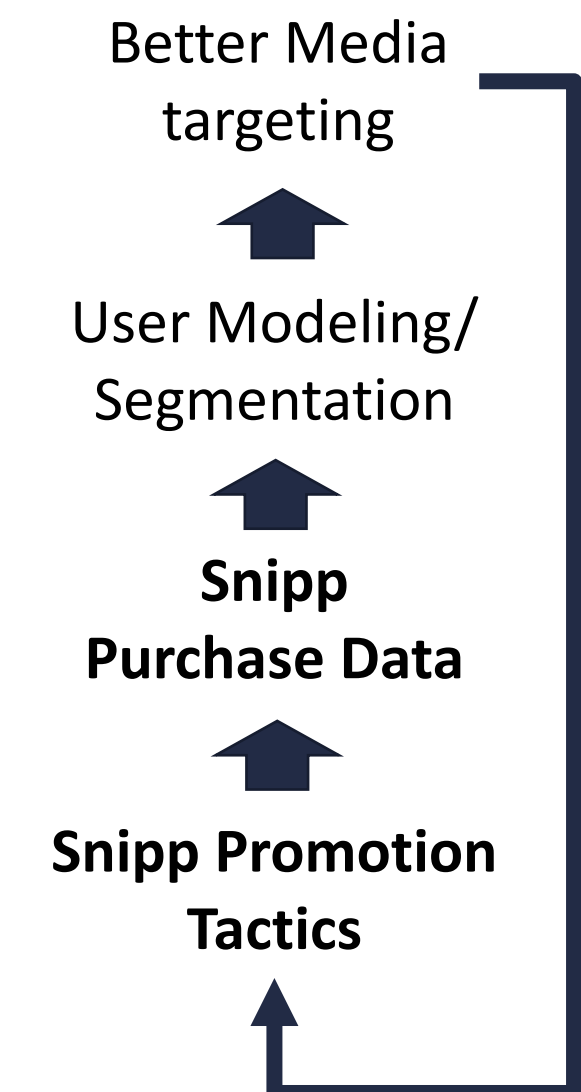


Market Research
\$50B

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

OUR CLIENTS

2020 YTD	No. of unique customers	Average campaign size	Average length of customer
Recurring Contracts (>12 Month Contract Duration)	36	\$136,000	3+ years
Other Contracts including those that Repeat (<12 Months Contracts)	37	\$82,000	1.7 years

CPG	<div><div>Kellogg's</div><div>Nestle</div><div></div><div>ESTÉE LAUDER COMPANIES</div><div>GENERAL MILLS</div><div>ConAgra Foods</div><div></div><div></div><div></div><div>Coca-Cola</div><div></div></div>									
	<div><div>P&G</div><div>Unilever</div><div>Kimberly-Clark</div><div>L'ORÉAL</div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>									
ALCOHOL	<div><div>Pernod Ricard</div><div>ANHEUSER BUSCH</div><div></div><div></div><div></div><div>E&J Gallo Winery</div><div>DIAGEO</div></div>									
PHARMA	<div><div></div><div>Johnson & Johnson</div><div></div></div>			LIFESTYLE	<div><div></div><div></div><div></div><div>CARUSO</div><div>YANKEE CANDLE</div></div>					
HOME & OUTDOOR	<div><div></div><div></div><div></div><div>Energizer</div></div>				EUROPE	<div><div>LEDERUNDSCHUH</div><div></div><div></div><div></div></div>				
OTHERS	<div><div></div><div></div><div></div><div>Newell Rubbermaid</div><div></div><div>COLANGELO</div><div></div><div></div></div>									

WE WORK WITH 9 OF THE TOP 10 GLOBAL CONSUMER GOODS COMPANIES TODAY
AND THE TWO LARGEST SHOPPING MALLS IN NORTH AMERICA!

PROBLEMS WE SOLVE



1. Tactical
Shopper
Marketing
Programs

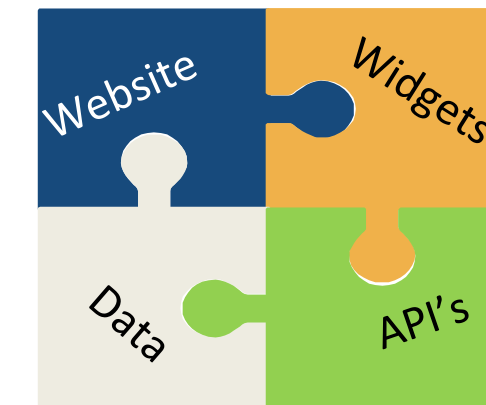
Customer

Acquisition,

Retention &

Engagement

2. Modular
deployments to
enhance data
generation &
collection



3. Complete Data
insights by Retailer



SNIPP'S DEFENSIVE MOAT - SNIPP CHECK

A. MACHINE LEARNING TRANSACTION PROCESSING PLATFORM



We run the largest scale receipt submission programs globally and are the **ONLY** vendor in the market that provides an accuracy SLA.

SNIPP's DEFENSIVE MOAT

B. MODULAR AI DRIVEN TECHNOLOGY STACK

Snipp provides brands with a complete technology suite to manage their promotions and implement cross channel loyalty programs.

Technology Engines



SNIPPcheck!
Purchase Validation



SNIPPREBATE\$
Rebate Programs



SNIPP Loyalty
Loyalty Engine



SNIPP rewards
Rewards Platform



SNIPPINSIGHTS
Insights and Analytics

Industry Solutions

Contests & Promotions

Receipt & Image recognition

Instant Win

Sweepstakes

Gift With Purchase

Social Media Promotions

Punchcard / Continuity

Rebate Programs

Enterprise Loyalty

Insights & Analytics

Future Solutions



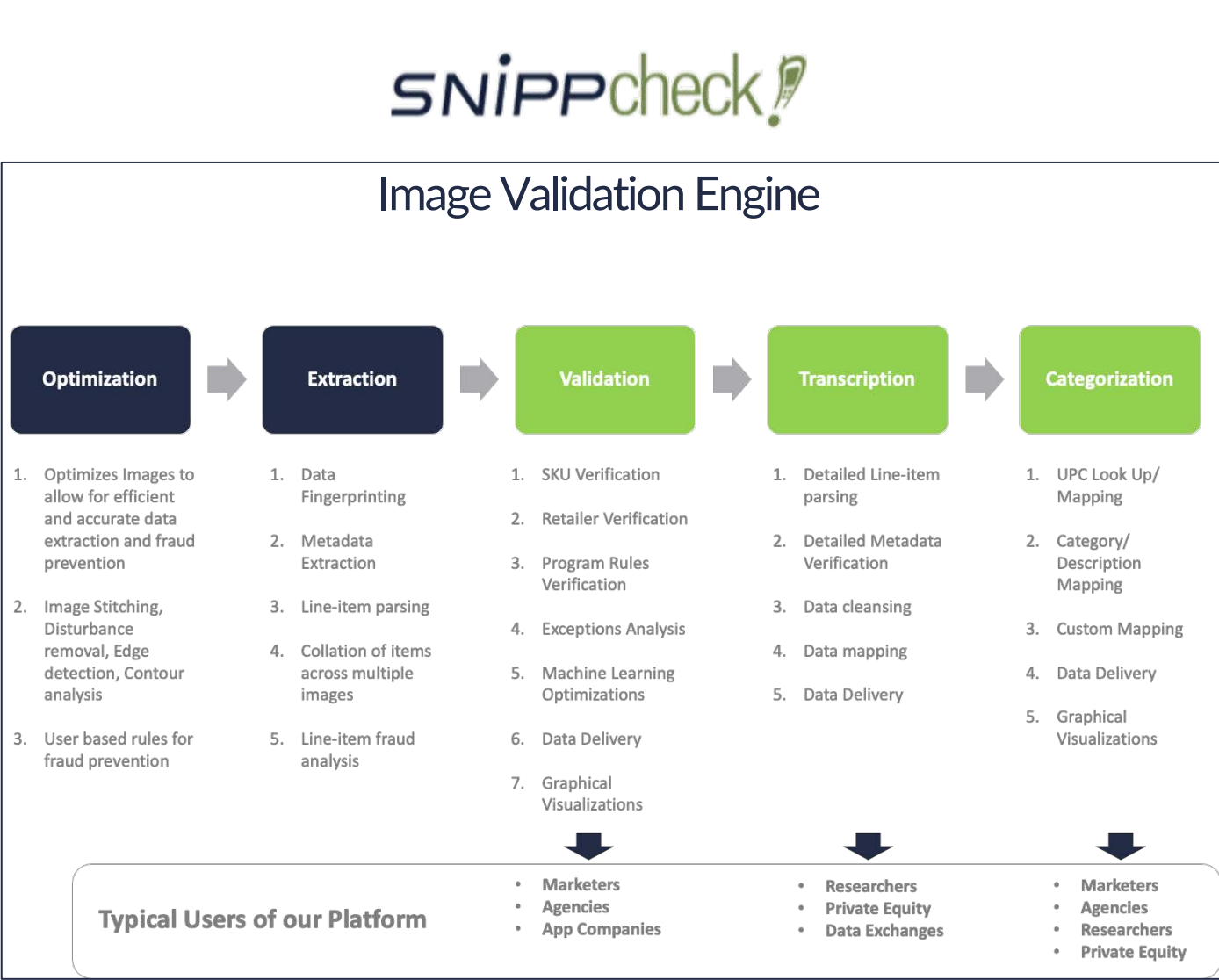
SNIPPwin!
Contests & Promotions



SNIPPMEDIA
SnippMedia

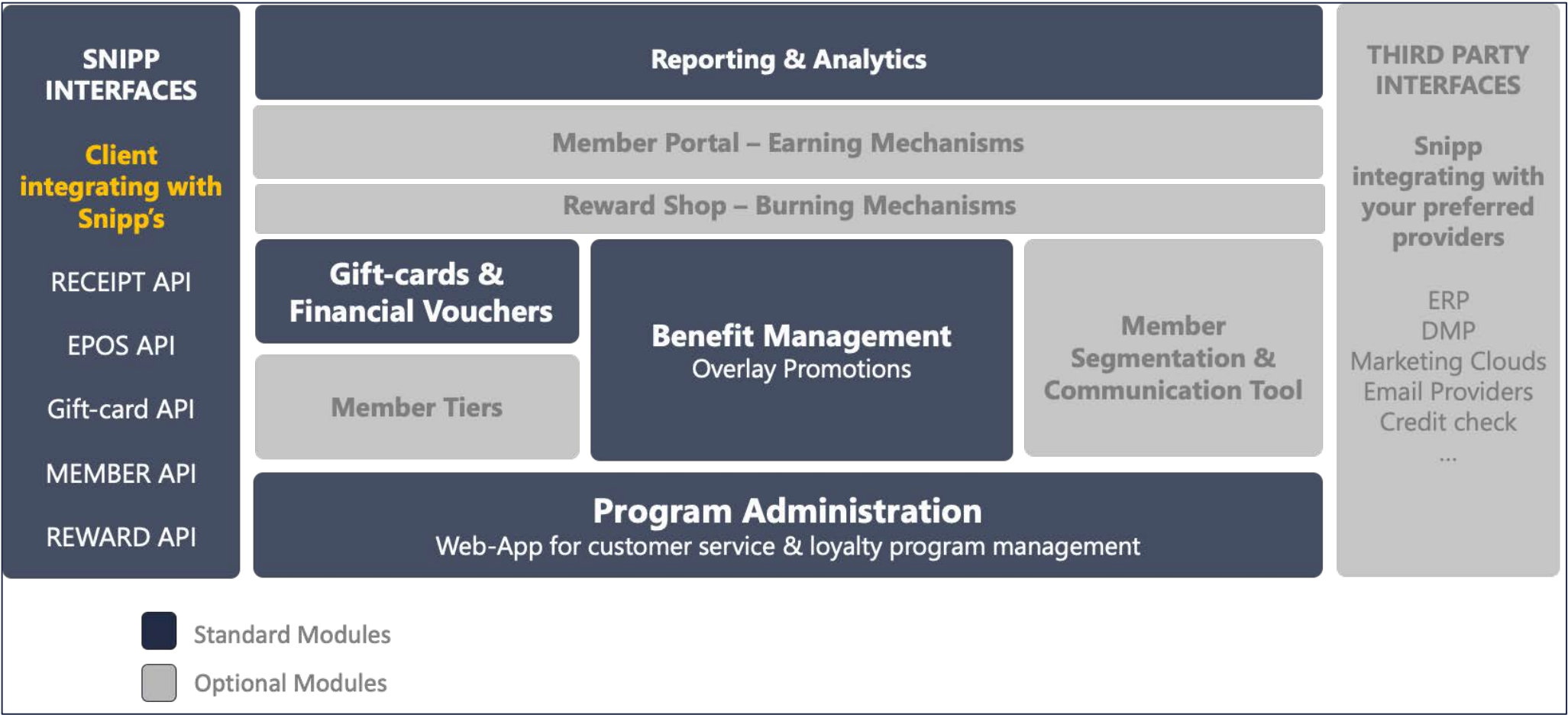
SNIPP's DEFENSIVE MOAT

C. TECHNICAL DEPTH OF OUR ENGINES



SNIPP Loyalty

Loyalty Engine



WHY DO CLIENTS COME TO US?

1. TACTICAL SHOPPER MARKETING NEEDS



Retention & Loyalty



Sales Uplift



Purchase Frequency



Engagement



Brand Advocacy



ROI Measurement



Insights Acquisition



Cross Product Lift



Create Awareness



Drive Product Trial



Increase Basket Size



Drive Participation



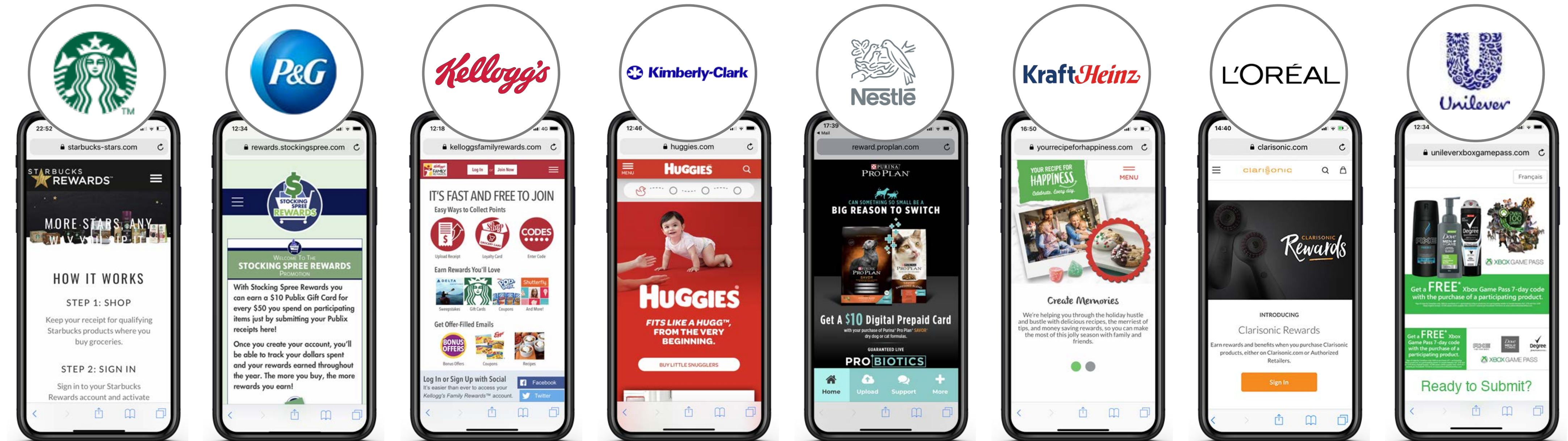
ANY MARKETING PROGRAM, ANY WHERE, ANY TIME...!

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



Our Modular Technology Stack Enables Multiple Program types without the need of custom development...

SOME OF OUR PROGRAMS



Loyalty

Promotion

Receipt
Validation

Receipt
Validation

Rebates

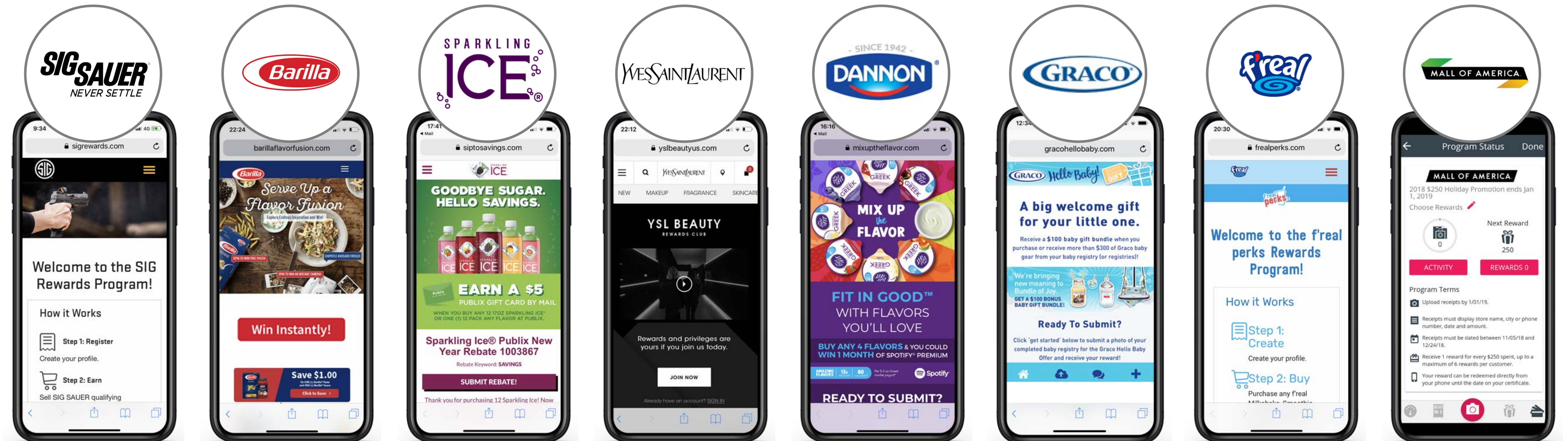
Promotion

Rewards
Store

Gift With
Purchase

TRUSTED BY GLOBAL FORTUNE 500 COMPANIES

SOME OF OUR PROGRAMS



**B2B
Loyalty**

**Gamification
& Instant Win**

Rebates

**Receipt
Processing**

Sweepstakes

**Continuity
Program**

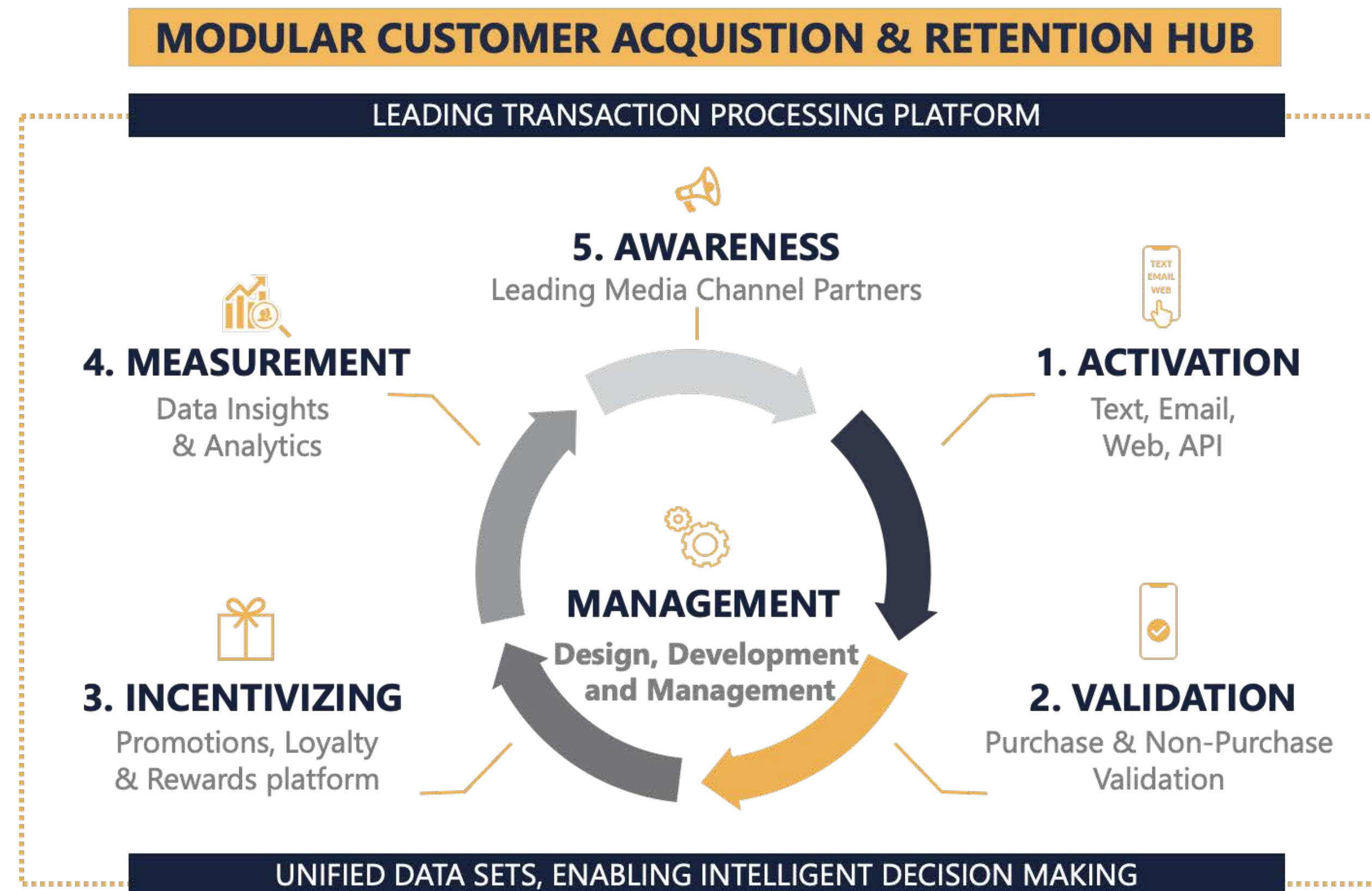
Rewards

Loyalty

AND BY **MID-SIZE BRANDS**

WHY DO CLIENTS COME TO US?

2. MODULAR DEPLOYMENTS TO CAPTURE DATA



Our platform connects brands directly to the consumer with effective incentives

✓ Machine Learning

✓ Artificial Intelligence

✓ Personalization

✓ Advanced Data Analytics

✓ Zero/First Party Data

MULTIPLE IMPLEMENTATION MODELS

1. **Member Portal/Txt/Email** for Receipt Upload + APIs back to Client System for Registration Check + Points upload

Example program: <https://starbucks-stars.com/en-us/>



2. **Snipp Widget** on Client website for Receipt Upload (post registration on Client site) + API back to Client System for points upload

Example program: <https://www.lancome-usa.com/about-elite-rewards>



3. **Full API back end** Integration where Client collects the Receipt and sends it to Snipp.

Example program: <https://www.kelloggsfamilyrewards.com>



OMNI CHANNEL ACTIVATION

Activate Users in any channel



SNIPP

ACTIVATE

MULTI-CHANNEL VALIDATION

*SNIPP*check! Validates any Purchase or Non-Purchase transaction

PURCHASE



ePOS
Integration



Receipt



Pin On pack

NON-PURCHASE



Packaging



Selfie



Image



Survey



Review



Social



Custom

KEY FEATURES



App free
solution



99.9%
Accurate



Works across
all retailers



Sophisticated
fraud detection



Rules engine supports
any qualification logic

SNIPP

VALIDATE

INCENTIVIZATION - SNIPP REWARDS

DIGITAL REWARDS



Movies, Music & TV
Digital Content Catalog of 4MM+ available for download or streaming.



Gift Cards
Digital and Physical gift cards to over 1000 merchants (Retailer & Named Brands) globally, in various denominations and currencies.



Magazines
eMagazine Subscription: 3 or 6 month unlimited access digital subscription to over 1500 magazine titles, current and back-issues.
Physical Magazine Subscription: Hundreds of best selling magazines.

CASH BACK



PayPal
Transfer money to qualifiers' accounts



SnippPay
Cash to card, bank to bank local transfer, pre-paid debit rewards cards, coupons, Western Union walk-in pay, rebate check, reloadable prepaid cards and BACS transfer.



Pre-paid Reward Cards
Customized and personalized virtual and physical pre-paid rewards cards (Visa®, MasterCard®, Discover®).

EXPERIENTIAL REWARDS



Travel
Holidays, Cruises, Air Tickets, Hotels,



Events
Concert & Sporting Events



Local
Ride sharing, Spa packages, Dining



Education

MOVIE TICKETS



SnippTix
US nationwide theaters, print at home certificates.

CAUSE BASED GIVING



Allows for consumer directed charitable giving.

GIFT-CARDS & COUPONS



Gift Cards (Retailers & Named Brands)



Mail-to-Home coupons



Secure print-at-home coupons

PHYSICAL REWARDS



Merchandise
Name brand physical goods in all price points and product categories fulfilled directly to consumers.



Custom Photo Products
Products decorated with customers' uploaded images.



Promotional Products
Promotional items or apparel with corporate or promotional logos and graphics.



Electronic Goods
Procurement & fulfillment of almost any electronic good. Including commercial licensing to help promote a campaign.

**1,500+ unique rewards
across 250+ countries**

**Our database supports
rewards in 46 different
currencies**

SNIPP

INCENTIVIZE

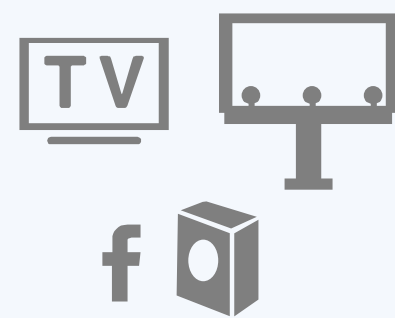
Fulfillment Services

We can handle S&H and professional fulfillment of client's existing physical products and items.

WHY DO CLIENTS COME TO US?

3. COMPLETE PURCHASE DATA INSIGHTS

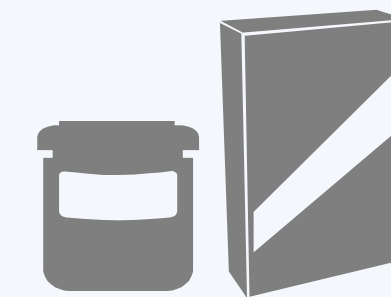
Which channels
drive purchase?



What is % basket and basket
value?



What are brand
affinities?



Which retailers
drove most value?



Which geographies responded
best?



Calculate
overall ROI



SNIPP - INSIGHTS MEASUREMENT DASHBOARDS

Allows brands to tap into unprecedented information about their consumers and their purchase habits. Overlay 3rd party data to build robust data sets on your customers, retailers, media plans and more!



Gain in-depth business intelligence to create strategies that use data to its fullest potential



Observe shopping patterns over time and location for hypertargeting and custom personalization



Obtain a competitive advantage by seeing how demand for your products compares



Identify opportunities for coalition programs



Easy to understand visualizations of complex data

A robust dashboard with, powerful analytical tools and data visualizations

SNIPP INSIGHTS – BASKET ANALYSIS



Brand & Category Level Shopping Data:

Find out where, when and how your customers are shopping.



Spend:

Know how much your brand is being purchased as a % of the total shopping basket.



Competition:

Learn what competitive products/ brands your customers are purchasing. Are they buying your product/ brand along with your competition?



Retailer Breakdown:

Understand how the above metrics and insights differ amongst various retailers.



Personalization & Segmentation:

Derive insights from this data to enable customer segmentation for communication down to an individual level, to influence shopping behavior based on the aggregate metrics.



Discounting:

Discover brand and category level discounting trends.

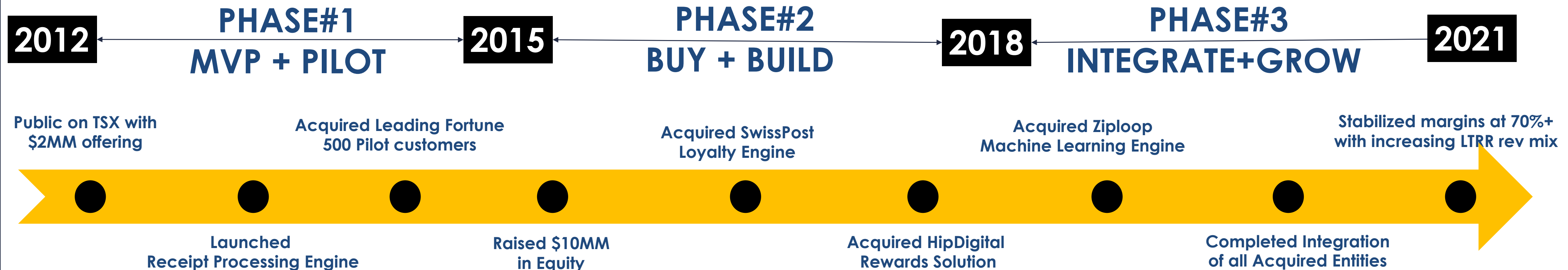
ADVANTAGE TO BRANDS

- Access to some of the most reliable and detailed data direct from customer receipts
- Gain in-depth business intelligence to create marketing strategies that use data to its fullest potential
- Observe shopping patterns over time and location for hypertargeting and custom personalization
- Obtain a competitive advantage by seeing how demand for your products compares
- Identify opportunities for coalition programs
- Easy to understand visualizations of complex data

SNIPP

MEASURE

HISTORICAL OVERVIEW



Key Milestones

- Raised seed capital
- Launched Minimum Viable Product
- Acquired Leading Fortune 500 customers
- Established the Receipt Processing Industry
- Proved applicability of MVP Engine
- Raised \$10MM to fund solution development



Key Milestones

- Acquired components to build solutions
- Completed integrations of entities
- Build new solutions on unified platform
- Diversified revenue mix to include LTRR
- Established direct brand relationships
- Aggressively pursued EBITDA



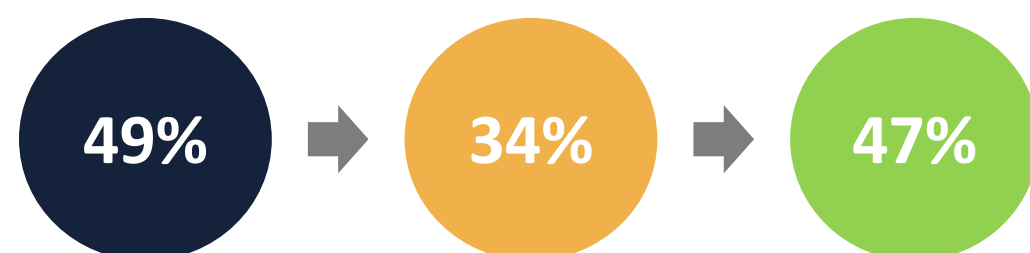
Phase#3 Focus

- **Build sales and marketing teams**
- **Enter new industries & markets**
- **Land and expand with current Fortune 500 clients**
- **Acquire strategically**
- **Test new solutions/products**

REVENUE MIX

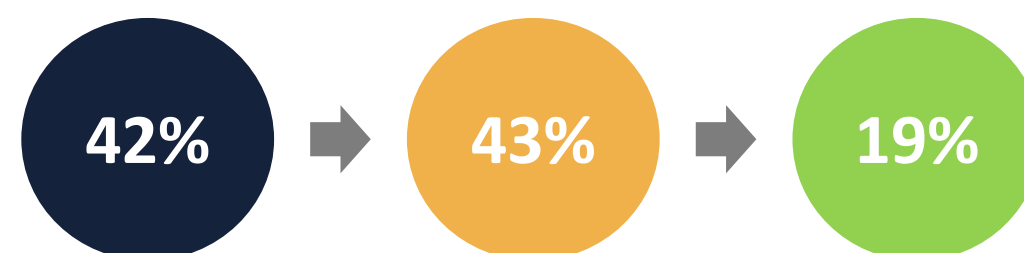
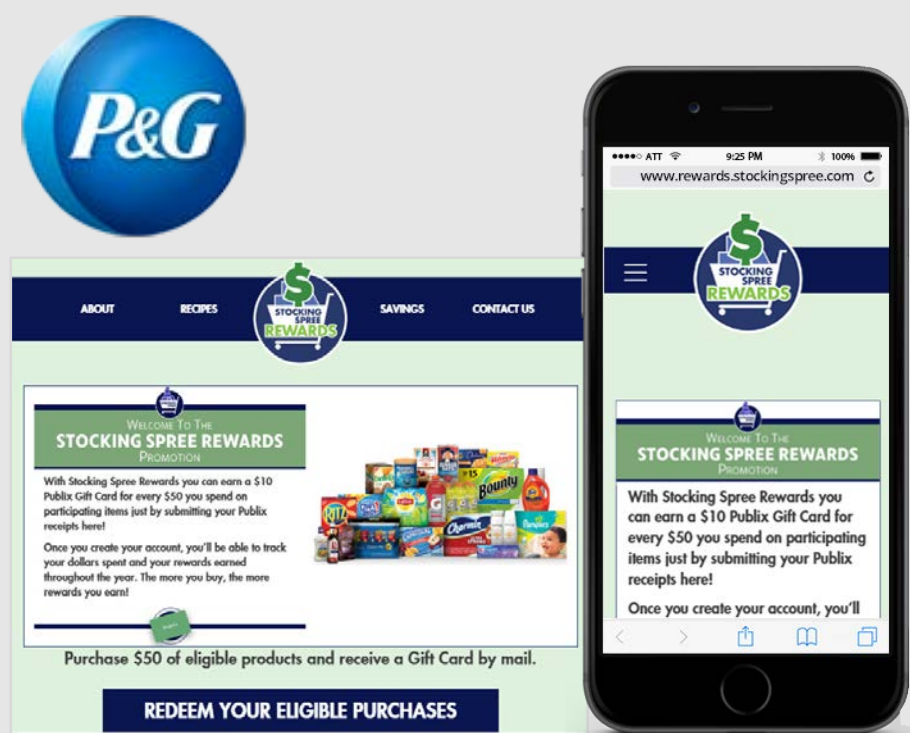
DIVERSIFIED & INCREASING SAAS REVENUE

SAAS Style Recurring Revenues



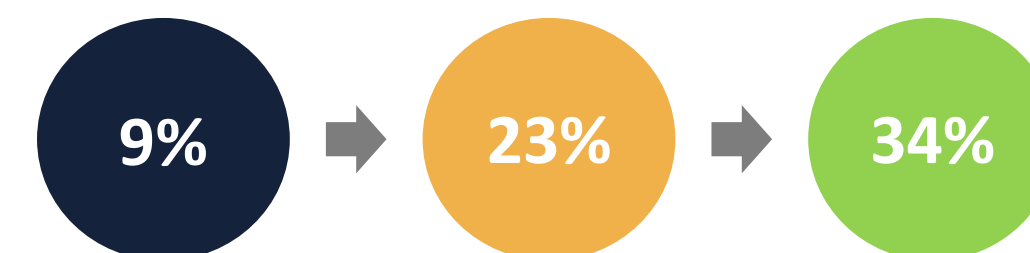
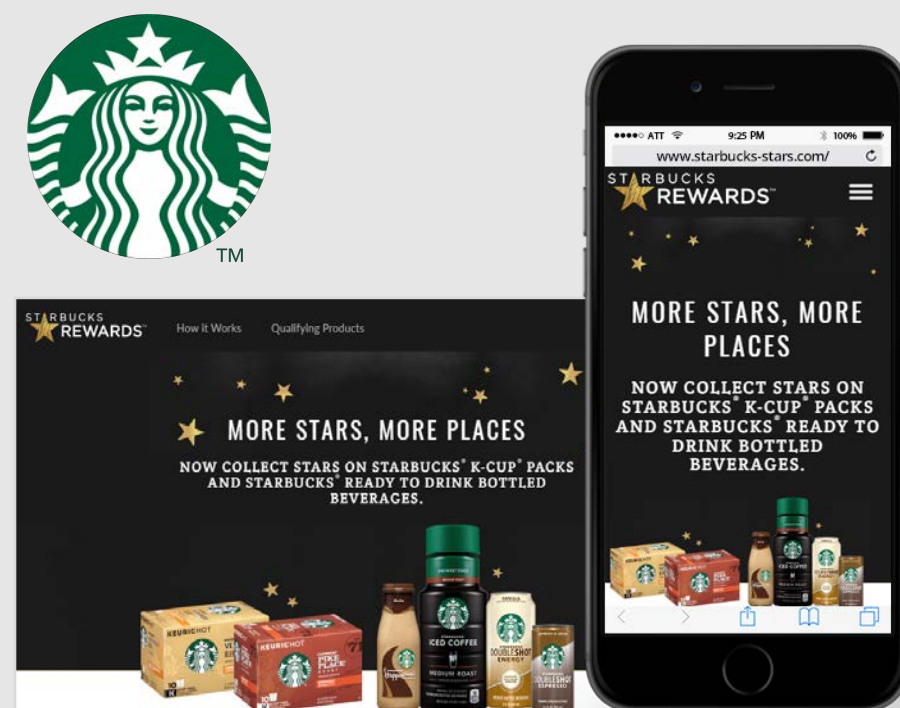
Promotions / Rewards

- High no of repeat clients
- Campaign sizes continue to increase



Loyalty & Rebate Solutions

- Long-term recurring revenue
- We run the largest consumer loyalty programs



Licensing (Previously called API Sales)

- Our technology is modular enabling us to gain licensing revenues



KEY



% of 2018 Rev



% of 2019 Rev



% of 2020 Rev

EXPERIENCED MANAGEMENT TEAM



Atul Sabharwal
CEO and Founder

Mr. Sabharwal is a founder of Snipp and has over 10 years experience in the digital media/mobile industry. He served as Executive Director of the Acme Group, a \$2+ billion company based in India. Mr. Sabharwal's earlier experience includes a board role at eSolar, an Idealabs company funded by Google, GE & Oak Capital, being founder of the Finalysis Group (a consulting group and provider of remote services such as call center management and lead generation to corporate clients), and executive positions with AOL, IBM Business Services (previously PWC Consulting), the Boston Consulting Group and News Corporation. He holds an MBA from the Australian Graduate School of Management and was selected to attend Wharton as an MBA Exchange Student where he completed his studies.



Jaisun Gacha
CFO

Jaisun is Snipp's CFO. He has over 10 years of experience in the financial accounting industry and is experienced in managing all aspects of public company financial and management reporting, forecasting and analysis, corporate governance and risk management. He holds an MBA from Laurentian University and a Bachelor of Science degree, with a double major in computer science and general biology, as well as a Diploma in Accounting from the University of British Columbia. He is a Chartered Professional Accountant (CPA, CGA) and is a member of the Chartered Professional Accountants of British Columbia.



Wayne Weng
CTO

An expert in bridging the gap between business needs and technical implementations with direct experience on projects of varying size. A successful 15+ years track record of solid contributions in technical project leadership and people management across a variety of industries. Proficient in the Agile, SCRUM process with 15 years' direct experience in software development, architecture and high level technical design for enterprise systems. Brings technical innovations, which drives business growth much faster and creates a huge competitive advantage



Christian Hausammann
MD Europe

Christian joined Snipp in September 2015 with over 20 years of account management, business development and management experience in Direct Marketing, Loyalty Management, Store Credit Cards / Payment and Giftcard Management. He is responsible for the European business and the Enterprise Loyalty business unit. Prior to Snipp, Christian was an executive at Swiss Post Solutions where he successfully implemented various loyalty projects including closed loop payment functionality and giftcard management in Switzerland and in Europe. He co- led the development- and implementation unit SPS Ireland. Christian holds a Master of Arts of the University of Zurich.



Rahoul Roy
CLO

Rahoul has over 15 years of experience practicing law in both the United States and India, and, prior to joining Snipp, was running his own corporate law practice in New York with an international clientele of serial entrepreneurs and multinational corporations. Rahoul was a Special Counsel to Brown Rudnick LLP, Rahoul obtained his BA. LLB., (Hons) from the National Law School of India, and his LL.M., with Distinction, from the Georgetown University Law Center where he was also on the Dean's List and an International Institute of Economic Law Fellow.

EXPERIENCED BOARD



Tom J. Burgess

Tom J. Burgess is a seasoned executive in online and wireless interactive advertising and digital media technology. As a serial entrepreneur and innovator, he has been granted multiple patents for his pioneering work in the wireless, mar-tech and loyalty industries. Mr. Burgess is a frequent speaker at global marketing conferences and has been quoted or featured in Forbes, NY Times, Wall Street Journal, Boston Globe, CNBC and many industry publications. He founded Linkable Networks, a payments loyalty company in 2010 and orchestrated a significant asset sale to the global loyalty company Collinson in September 2017. In 2001 Burgess founded Third Screen Media, a wireless advertising company that was purchased by AOL/TW in 2007. Prior to Third Screen Media, he founded two other successful digital media companies. In 2007 Burgess was inducted into the Entrepreneur Hall of Fame for superior performance by a group of investors. Mr. Burgess is an active Board Member and advisor to early stage ventures, with a focus on corporate development, Board governance and investor relations.

Sarfaraz Haji

Mr. Haji is a qualified CPA, CA having managed audits of both public and private companies while working for Clarkson Gordon and Company (now E&Y) in Toronto. He went to Pakistan and started two successful businesses before returning to Canada in 2009. On his return to Canada he provided consulting services to Par Pak Ltd, Brampton a plastic packaging manufacturing company, assisting them in their sale transaction with The Waddington Group (TWG). He was appointed as Divisional Controller of Polar Pak by TWG after the acquisition. Currently Mr. Haji is the CFO at Lark Investments Inc, assisting them in investment due diligence and analysis.



Atul Sabharwal

Mr. Sabharwal is a founder of Snipp and has over 10 years experience in the digital media/mobile industry. He served as Executive Director of the Acme Group, a \$2+ billion company based in India. Mr. Sabharwal's earlier experience includes a board role at eSolar, an Idealabs company funded by Google, GE & Oak Capital, being founder of the Finalysis Group (a consulting group and provider of remote services such as call center management and lead generation to corporate clients), and executive positions with AOL, IBM Business Services (previously PWC Consulting), the Boston Consulting Group and News Corporation. He holds an MBA from the Australian Graduate School of Management and was selected to attend Wharton as an MBA Exchange Student where he completed his studies.

...& STRATEGIC ADVISORY BOARD



Tom McIssac

Tom was CEO of ExtendMedia, a leading IP video software company serving customers including AT&T, Verizon, Disney and Paramount. Extend was acquired by Cisco Systems (NASDAQ: CSCO) in 2010. Tom also served as CEO of Lightningcast, a pioneer in online video advertising where he led the development of the first advertising technology platform specifically designed for monetizing broadband video and launched the first online video ad network. After AOL (NYSE: AOL) acquired Lightningcast in 2006, Tom was SVP Strategy and Corporate Development at AOL overseeing strategy, strategic planning and corporate and business development for AOL's advertising businesses. Prior to Lightningcast, Tom founded and served as CEO of Backwire, an online and mobile messaging company that was acquired by Leap Wireless (NASDAQ: LEAP) in 2001.



Michael Dillon

Mr. Dillon is a seasoned shopper marketing professional with almost twenty years of experience in shopper marketing and retail-related promotions. Mr. Dillon is also recognized in Shopper Marketing Magazine's "Who's Who in Shopper Marketing". Mr. Dillon spent 17 years at Pepsico, across brand, innovation, promotions and shopper marketing. Mr. Dillon's last role at Pepsico was VP, Brand Activation and Shopper Marketing. After Pepsico, Mr. Dillon held executive positions at both [x+1]/Rocket Fuel and Catalina adding a significant expertise in purchase behavior targeting and measurement in the digital space. Currently, Mr. Dillon is the founder and "captain" of Seven C's...a consulting firm specializing in helping clients navigate the new path to purchase. Mr. Dillon holds a Bachelor of Arts from the University of Georgia and an MBA from the University of Rochester's William E. Simon School of Business.



Ritesh Bhavnani

Ritesh is a co-founder and former President & CTO of Snipp. He has over 10 years experience in the digital media industry and a passion for starting companies. Previously he was at McKinsey & Company for five years in New York in its Media, Technology & Telecommunications practice. He has served as General Manager at Precicompo, an Indian automotive manufacturing business and had also founded Unsurface, a consumer-facing digital media distribution service company (later sold to Sony Music Corp). Ritesh holds an MBA from INSEAD and a BS in Computer Science from Stanford University.

...STRATEGIC ADVISORY BOARD

Derrick Horner

Derrick serves as CEO of H1 Ventures, where he works internationally as a strategic advisor to start-ups, established companies and turnarounds. Derrick has a broad range of professional experience, beginning his legal career at Simpson Thacher & Bartlett, one of the world's elite law firms, and serving as General Counsel and/or head of Corporate Development and Strategy at innovative public and private companies across the advertising and media technology ecosystem. Derrick has spent the majority of his career working with Internet companies across devices, platforms and channels, collaborating with ambitious teams tackling creative and challenging projects. He has actively managed startup operations and has been involved in the life cycle of projects through concept ideation, seed investing, international business development and M&A advisory. His recent endeavors have involved AI, computer vision, data science, loyalty and retail marketing, advertising and marketing technology as well as mobile gaming, eSports, OTT/SVOD/AVOD content and video/live streaming technologies. Derrick graduated magna cum laude from Harvard College and cum laude from Harvard Law School, where he was a co-winner of the Williston competition. Derrick will assist Snipp with overall growth strategy and with identifying new markets.

Tom Treanor

Tom is the CMO of Treasure Data, a leading provider of Customer Data Platforms (CDP). Treasure Data is a subsidiary of Arm Ltd. As the CMO at Treasure Data, Tom drives the marketing strategy and execution for Treasure Data's CDP (Customer Data Platform) solution. Previously he helped define the product roadmap for Alexa Internet's SaaS marketing, SEO and analytics tools. Alexa Internet is a subsidiary of Amazon. Before that, he was the Director of Marketing for Wrike, a leading project management and collaboration software solution which was recently acquired by Citrix. He has prior experience in high tech and consulting with HP, PwC Consulting, Booz Allen, Meltwater and Sony Electronics. Tom specializes in Lead Generation, Awareness-building, Content Marketing, Social Media Marketing, and Search Engine Optimization (SEO). He also has significant experience in Website Strategy, Email Marketing, and SEM (Search Engine Marketing). He has presented at various industry events and has been published or quoted in Forbes, Investor's Business Daily, VentureBeat, Social Media Examiner, CMSWire, Martech Advisor and Retail Touchpoints. Tom has an MBA from the Wharton School of Business, as well as a Master of Arts in International Studies from the University of Pennsylvania. With a unique blend of business experience, technical skills and creativity, he has been able to make a meaningful impact on many companies. Tom will assist Snipp with marketing and increasing Snipp's exposure in the marketplace.

Sumit Rastogi

Sumit has two decades of experience around market research, product management and innovation. Sumit comes with his eclectic experience across clients, operations and digital transformation. Sumit started his career as a research executive with Blackstone Market Facts (which is now Ipsos through M&As) and has deep experience with servicing marquee clients across FMCG, Finance, Telecom, Auto and Retail verticals. During his stint at Nielsen, he has taken various leadership roles - In the commercial organization leading the Telecom vertical in Middle East and India and in the Operations organization leading technology innovation for consumer insights business globally, where he brought cutting edge technologies to enable modern data collection, driving digital transformation for strategic projects and global operations. He has extensively worked with the startup ecosystem and has collaborated with multiple startups in various fields including AI/ ML, Image processing, VR/ AR technologies, Text Analytics, Survey platforms, Consumer Panels, Voice tech, Eye tracking, Geo-location tracking. Sumit currently is an advisor and mentor to a range of start-ups in the consumer goods space and will assist Snipp with increasing sales in Asia and in the global research sector.