

SNIPP!

INVESTOR OVERVIEW

SNIPP INTERACTIVE INC. (www.snipp.com)

TSX-V: SPN, OTC: SNIPF

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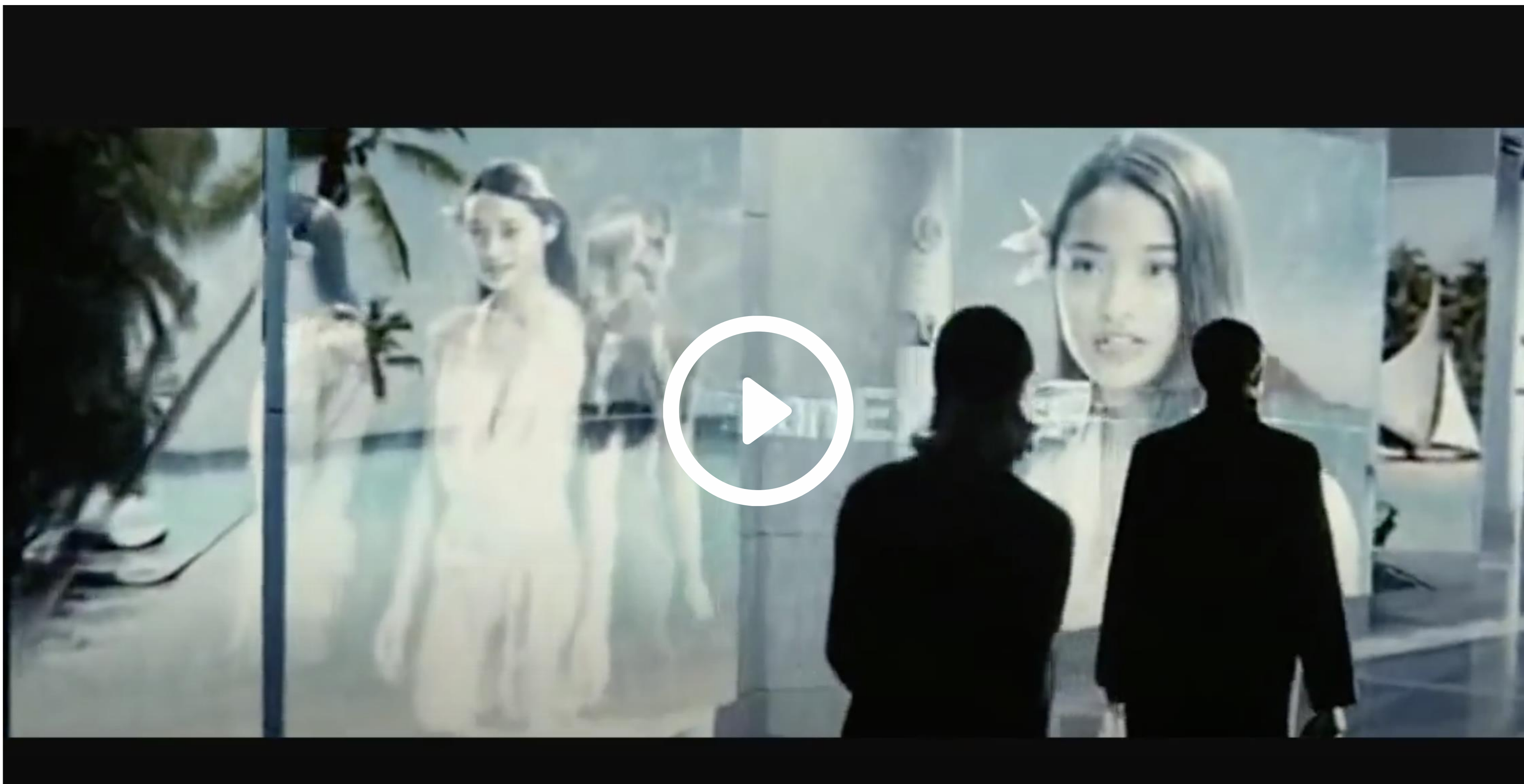
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Leading SaaS marketing technology company providing global brands with a unique **Customer Acquisition, Retention and Engagement Platform** that generates unique zero-party data.

SNIPP

MEDIA

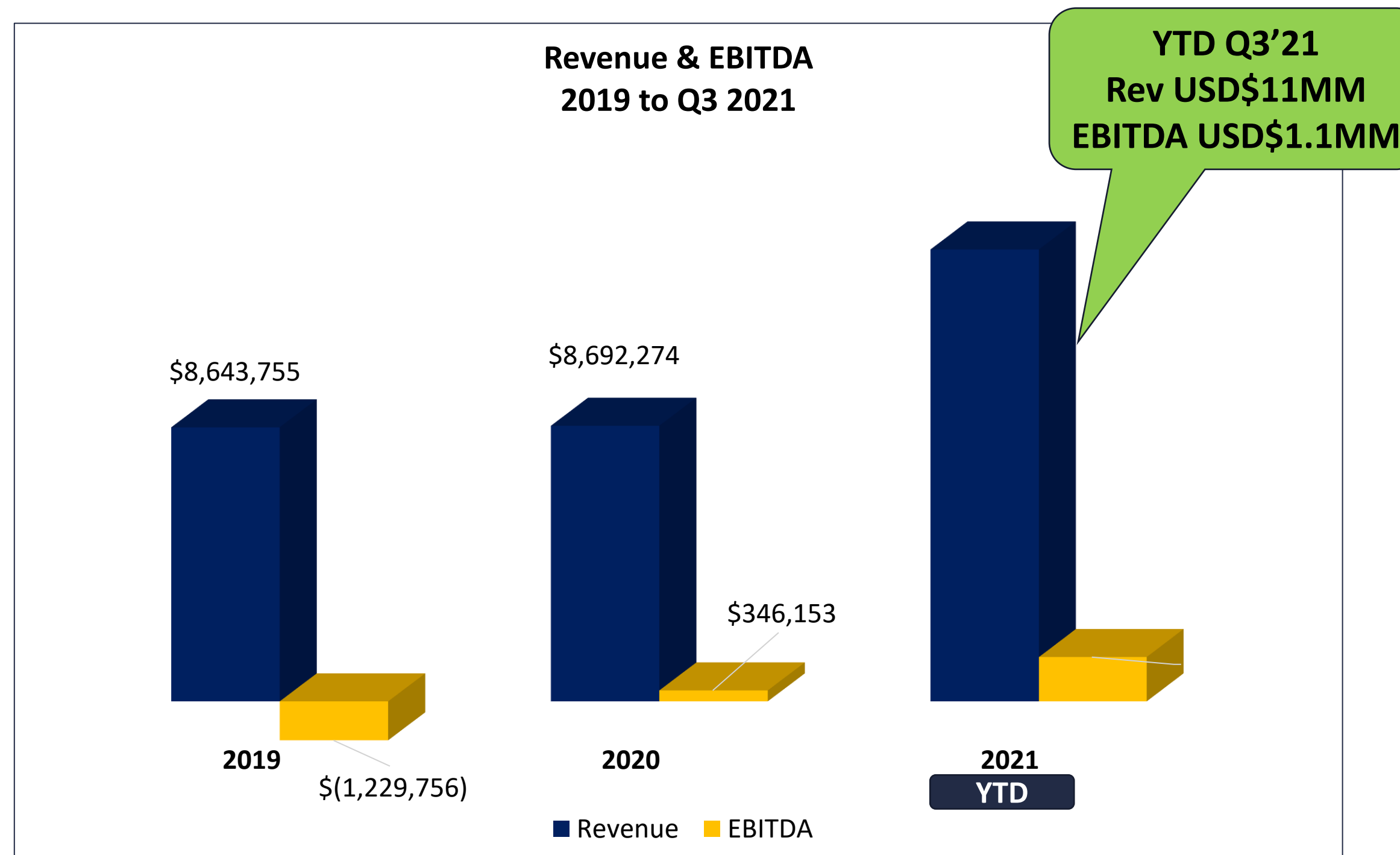


KEY INVESTMENT THEMES

- 1. DIVERISIFIED CLIENTS – 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. TECHNOLOGY MOATS – Market Leading Machine Learning & AI Engine that enables manufactures to capture purchase data from any image such as receipts, invoices, brand logo 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 zero-party data collected
- 3. DERISKED BUSINESS MODEL – Multiple revenue streams driven by modular tech stack with cross-industry applicability and global deployment capability**
Increasing mix of Long-Term Recurring revenue contracts and increasing global deployments
- 4. FINANCIAL STRENGTH – Debt free balance sheet with inflecting revenues and profitability---Bookings Backlog exceeds \$6mm**
2020 EBITDA positive, with 100%+ improvement year on year
- 5. INDUSTRY DYNAMICS – Highly active M&A Space with multiple transactions taking place in the recent past**

WIDE AND EXPANDING COMPETITIVE MOAT DRIVEN BY MODULAR MACHINE LEARNING/AI ENGINE

EXPERIENCING RAPID TOP + BOTTOM LINE GROWTH

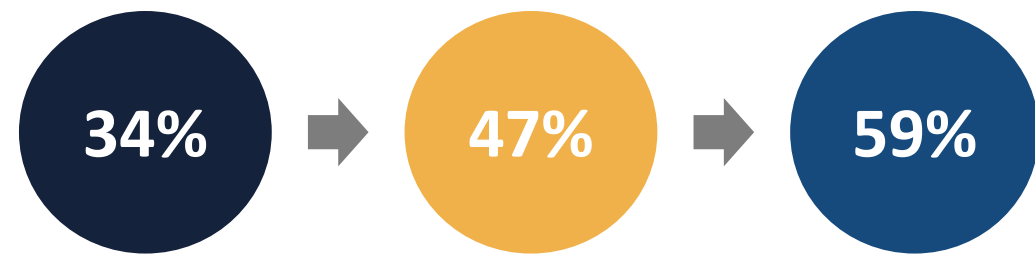


- Rapid Revenue growth – 69% with EBITDA Growth of 487% YoY
- Shifting revenue mix towards SAAS type long term recurring revenue streams
- Continued Migration from partner led sales in 2017-18 to direct client relationships
- Consistent annualized 55%+ margin business
- No Debt on Balance Sheet

MARKET COMPS CURRENTLY TRADE AT REVENUE MULTIPLES OF 7-10x WHICH ARE SIGNIFICANTLY HIGHER THAN SNIPP'S CURRENT MARKET VALUATION

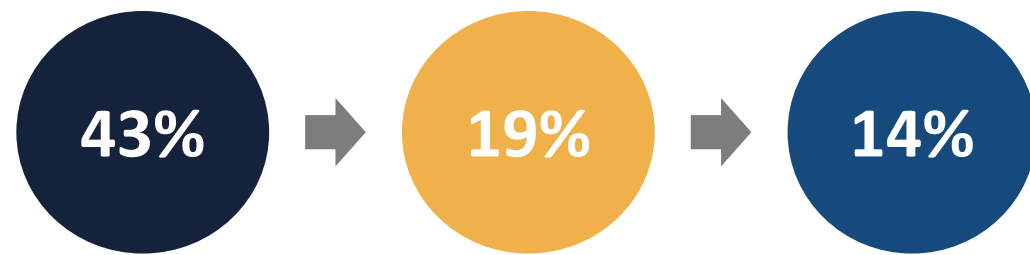
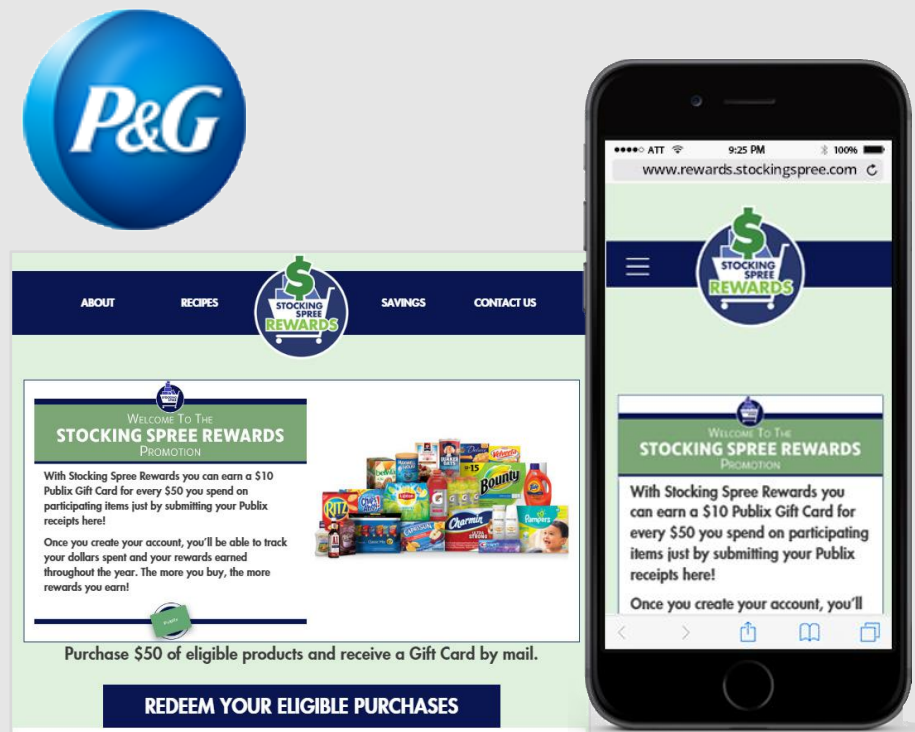
DIVERSIFIED REVENUE MIX

SAAS Style Recurring Revenues



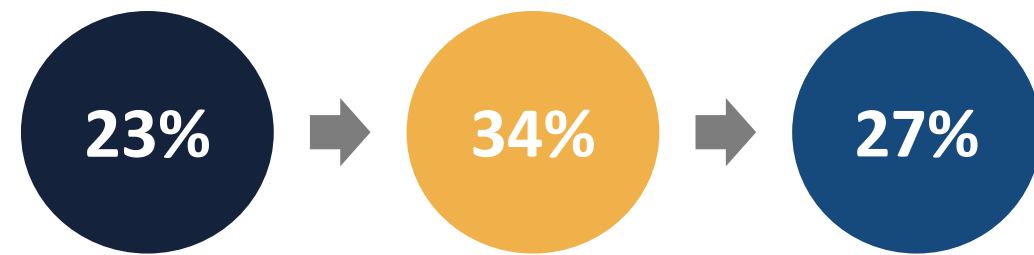
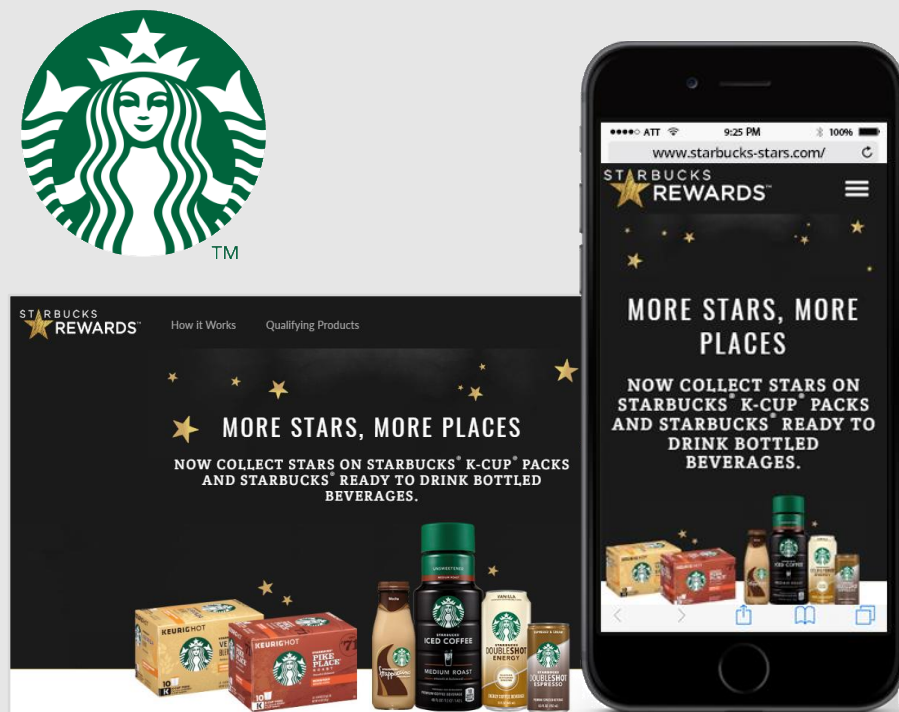
Promotions / Rewards

- High no of repeat clients
- Increasing campaign sizes



Loyalty & Rebate Solutions

- Long-term recurring revenue
- Large scale, evergreen Fortune 500 clientele



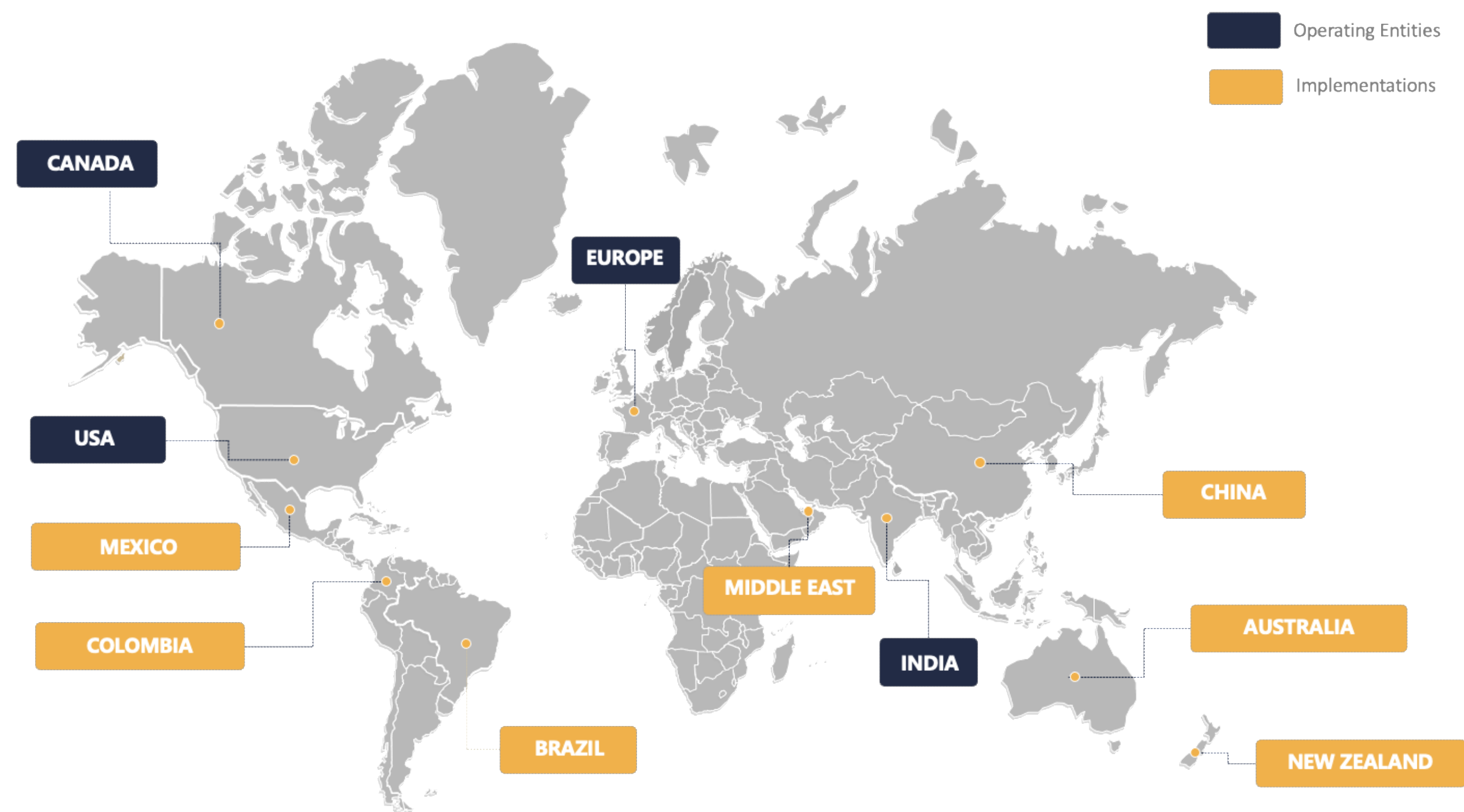
Licensing (Previously called API Sales)

- Modular technology stack enabling multiple licensing revenue opportunities



KEY ● % of 2019 Rev ● % of 2020 Rev ● % of 9mo 2021 Rev

GLOBAL EXECUTION CAPABILITIES



70+ 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

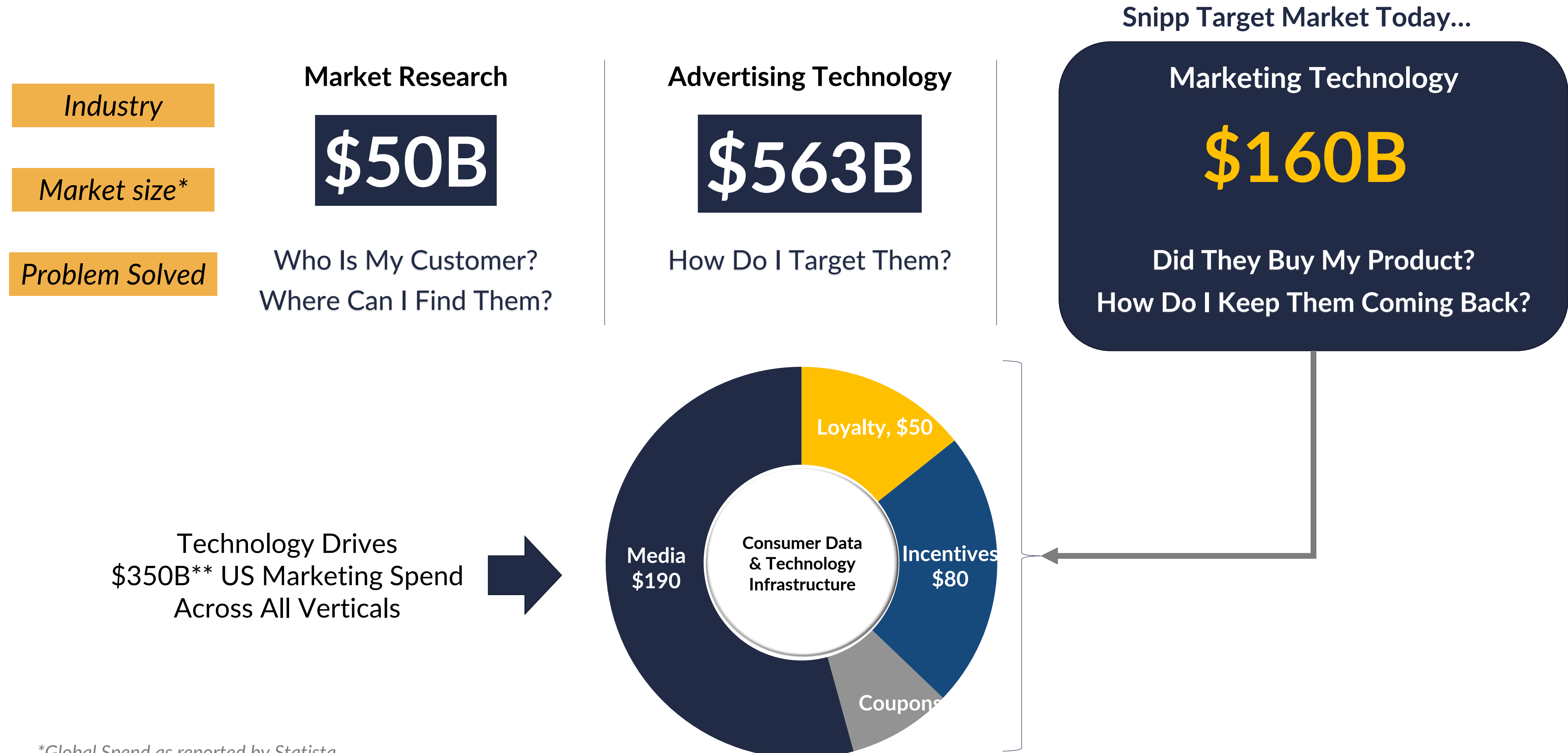


2017



2018

TARGETED MARKETS TODAY OF \$160B ...



*Global Spend as reported by Statista

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

...FUTURE DATA FUELED ENTRY INTO \$500B+ MARKETS

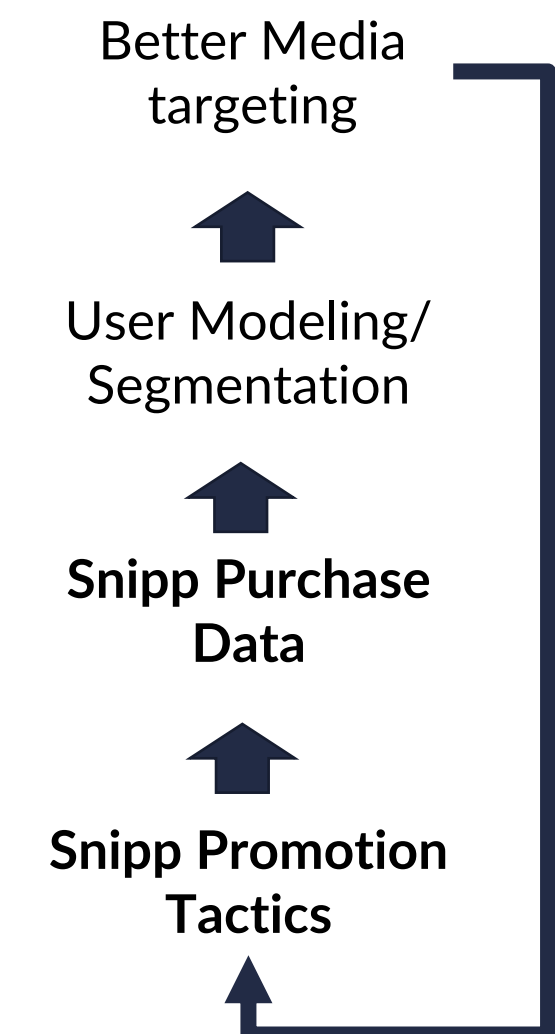


Market Research
\$50B

Advertising Technology
\$563B

Marketing Technology
\$160B

Better data drives expenditure on more Snipp programs...



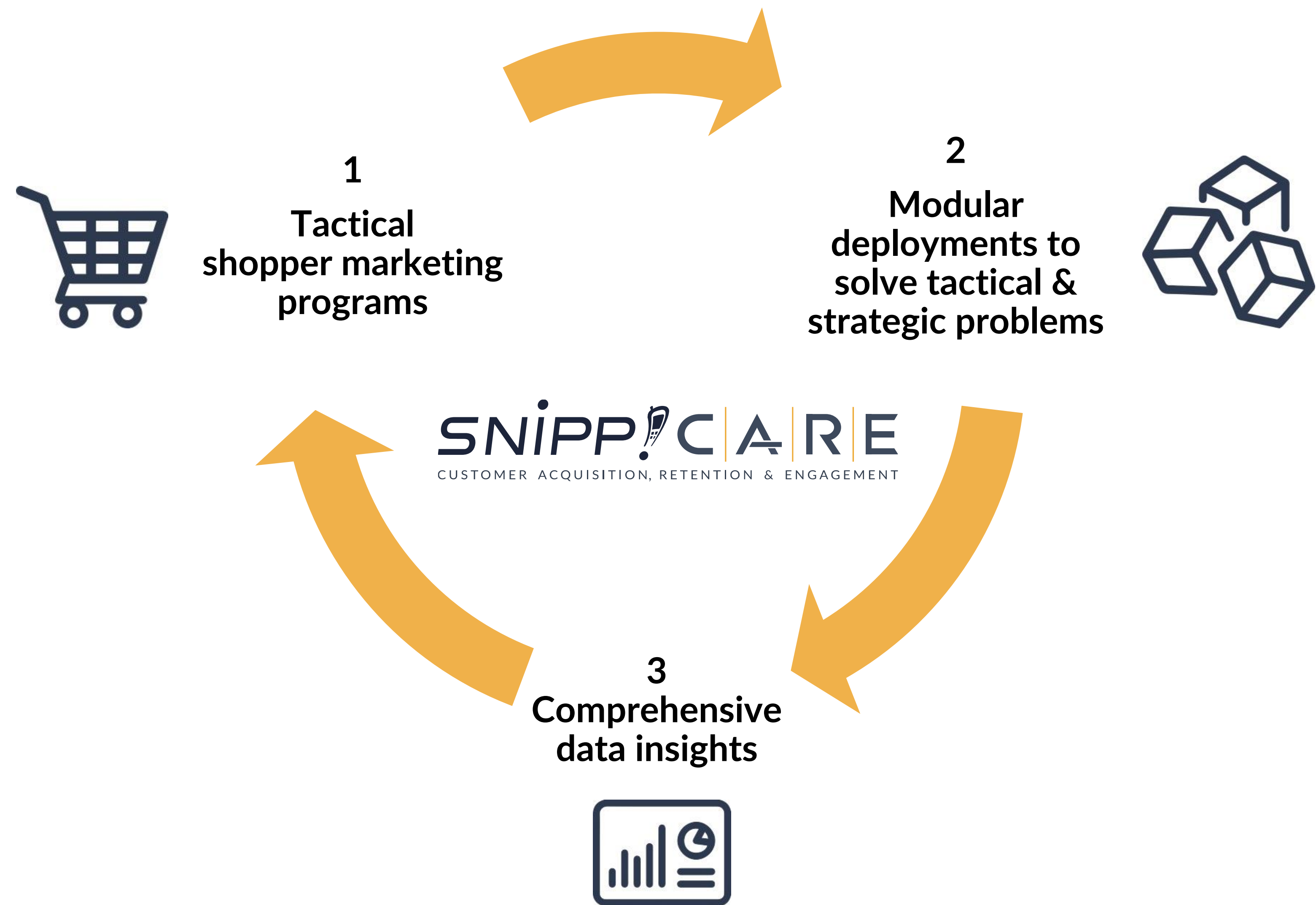
SNIPP RUNS ON AVERAGE 300+ PROGRAMS A YEAR AGAINST WHICH CLIENTS SPEND BETWEEN \$150,000 TO \$500,000 ON MEDIA WHICH SNIPP DOES NOT CAPTURE. SIGNIFICANT OPPORTUNITY TO ADD MEDIA SERVICES TO THE SOLUTION

FORTUNE 500 CLIENTELE

CPG											
											
ALCOHOL											
PHARMA				LIFESTYLE							
HOME & OUTDOOR					EUROPE						
OTHERS											

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

DATA CENTRIC TARGETED SOLUTIONS





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

CLIENTS ACROSS INDUSTRIES RUN MARKETING PROGRAMS TO ADDRESS THEIR NEEDS



SNIPP! CARE

CUSTOMER ACQUISITION, RETENTION & ENGAGEMENT

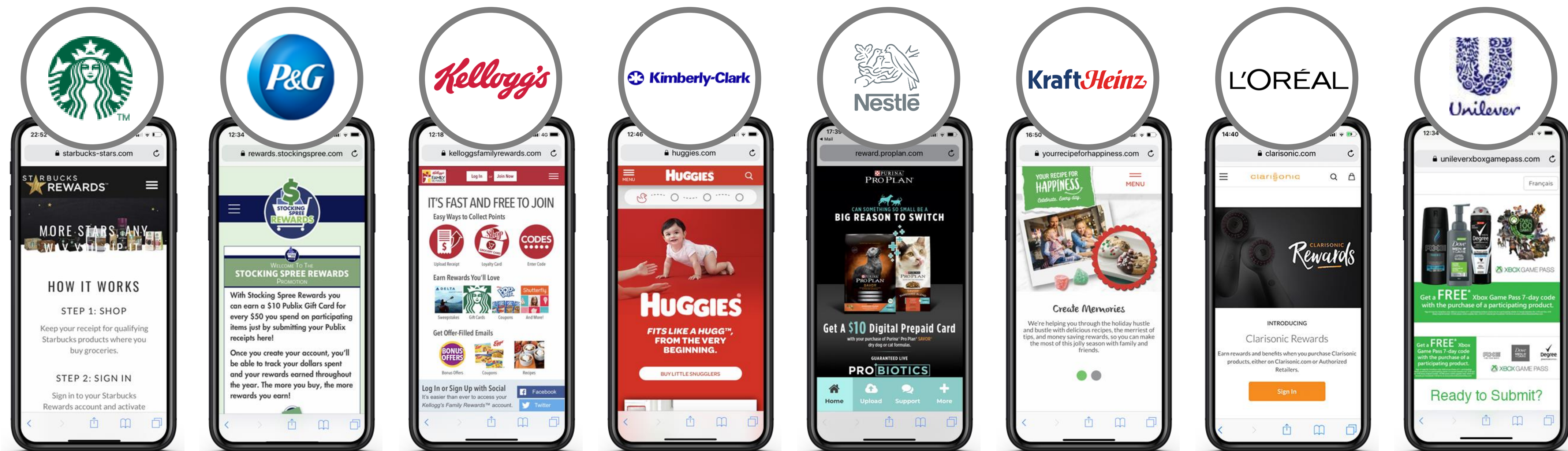
ANY PROGRAM, ANY WHERE, ANY TIME...!

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

There is NO comparable enterprise class platform like SnippCARE today
that can match our functionality



SOME OF OUR PROGRAMS



Loyalty

Promotion

Receipt
Validation

Receipt
Validation

Rebates

Promotion

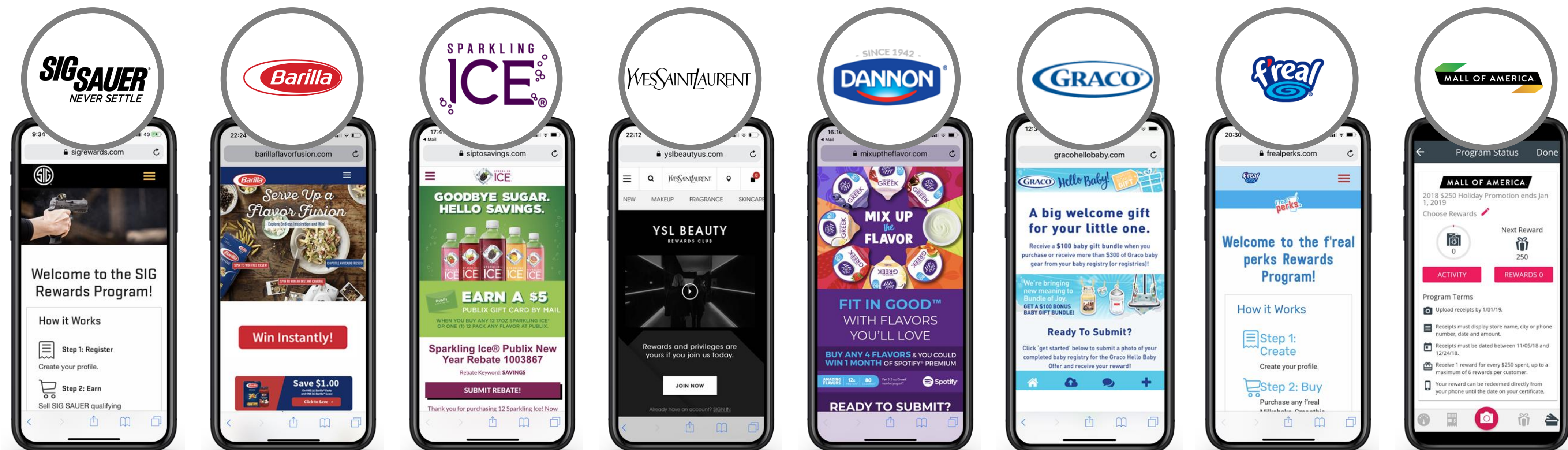
Rewards
Store

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

SNIPP! C | A | R | E



Our platform connects brands directly to the consumer with effective incentives

✓ Machine Learning

✓ Artificial Intelligence

✓ Personalization

✓ Advanced Data Analytics

✓ Zero/First Party Data



SNIPP's DEFENSIVE MOAT

MODULAR AI DRIVEN ENTERPRISE CLASS TECHNOLOGY STACK

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



Purchase Validation



SNIPP Loyalty

Loyalty Engine



SNIPP rewards

Rewards Platform



SNIPP REBATE\$

Rebate Programs



SNIPPwin!

Contests & Promotions



SNIPP INSIGHTS

Insights and Analytics

TECHNOLOGY ENGINES



MULTI-CHANNEL VALIDATION

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

PURCHASE



ePOS
Integration



Receipt/
Invoice



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



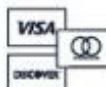
PayPal

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.

**3,500+ unique rewards
across 250+ countries**

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

Fulfillment Services

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

SNIPP

INCENTIVIZE

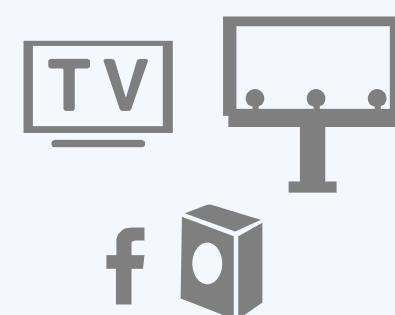


WHY DO CLIENTS COME TO US?

3. COMPLETE PURCHASE DATA INSIGHTS

*SNIPP*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 FOCUS: 2021-2025

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

Develop branding around the SnippCARE hub – A true enterprise **Customer Acquisition, Retention & Engagement** platform that enables the generation of 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



Thank You



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Head of Sales

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