

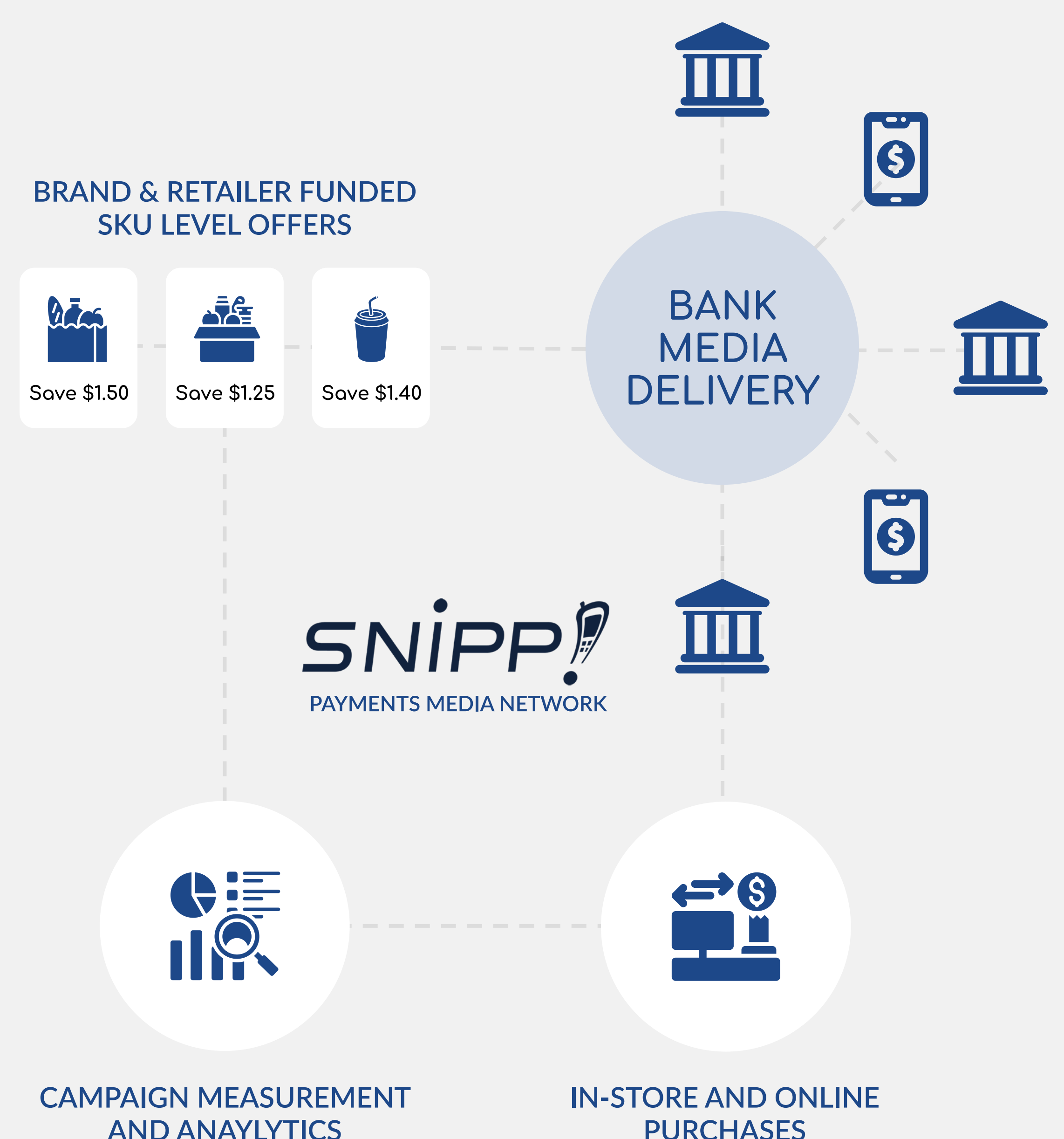
INTRODUCING **SNIPP!** Payments Media Network

Millions of shoppers
Shopper history-based targeting
Full funnel attribution

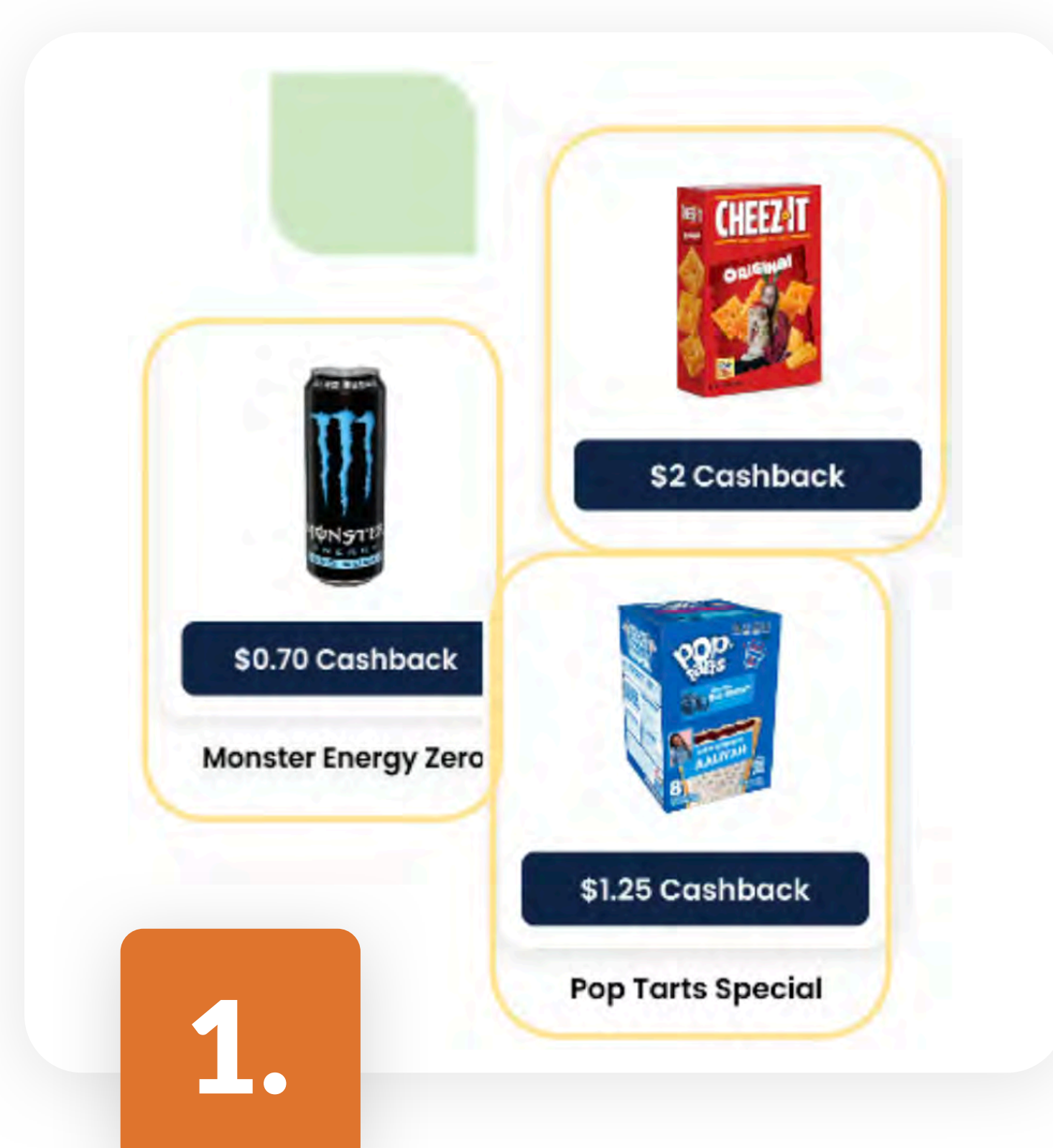
What is a Payments Media Network?

A Payments Media Network allows brands, retailers and retail media networks to reach a bank's audience with targeted, SKU-level offers and promotions.

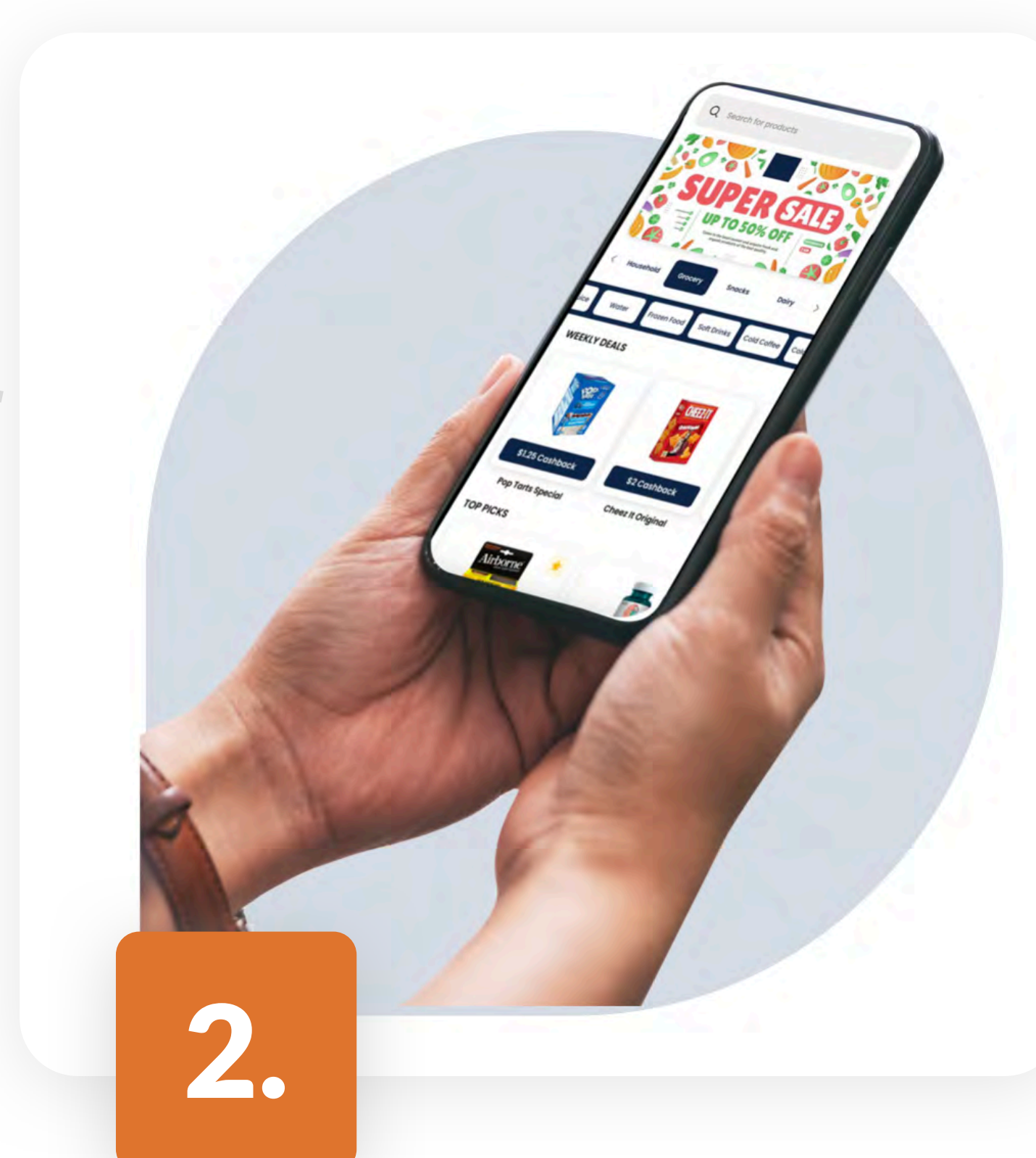
Reach +60 million shoppers across the network



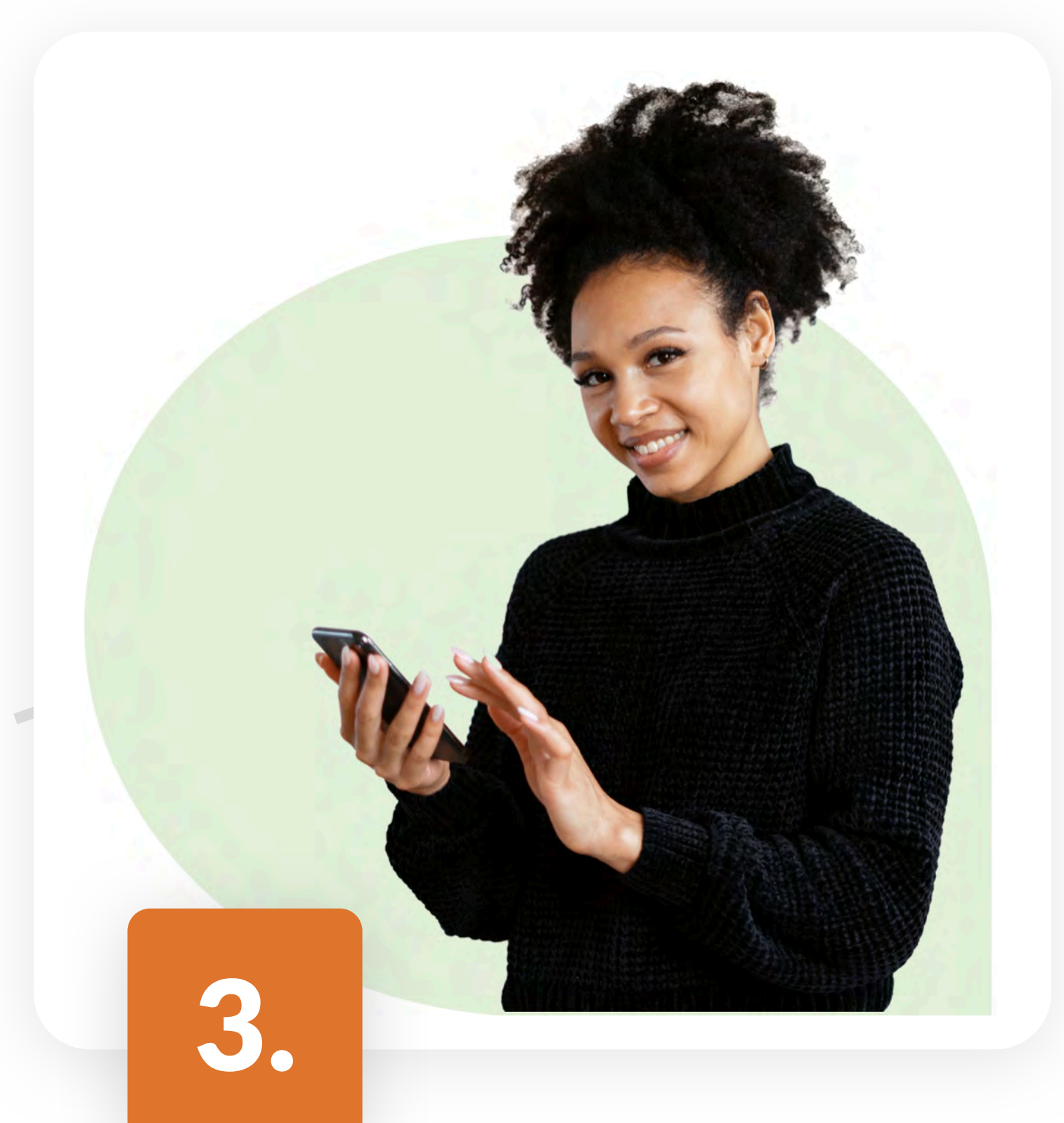
How does it work?



1. CPG brands and retailers fund the promotional offers



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



3. Consumers save with our SKU level promotional offers

Why is the market excited?

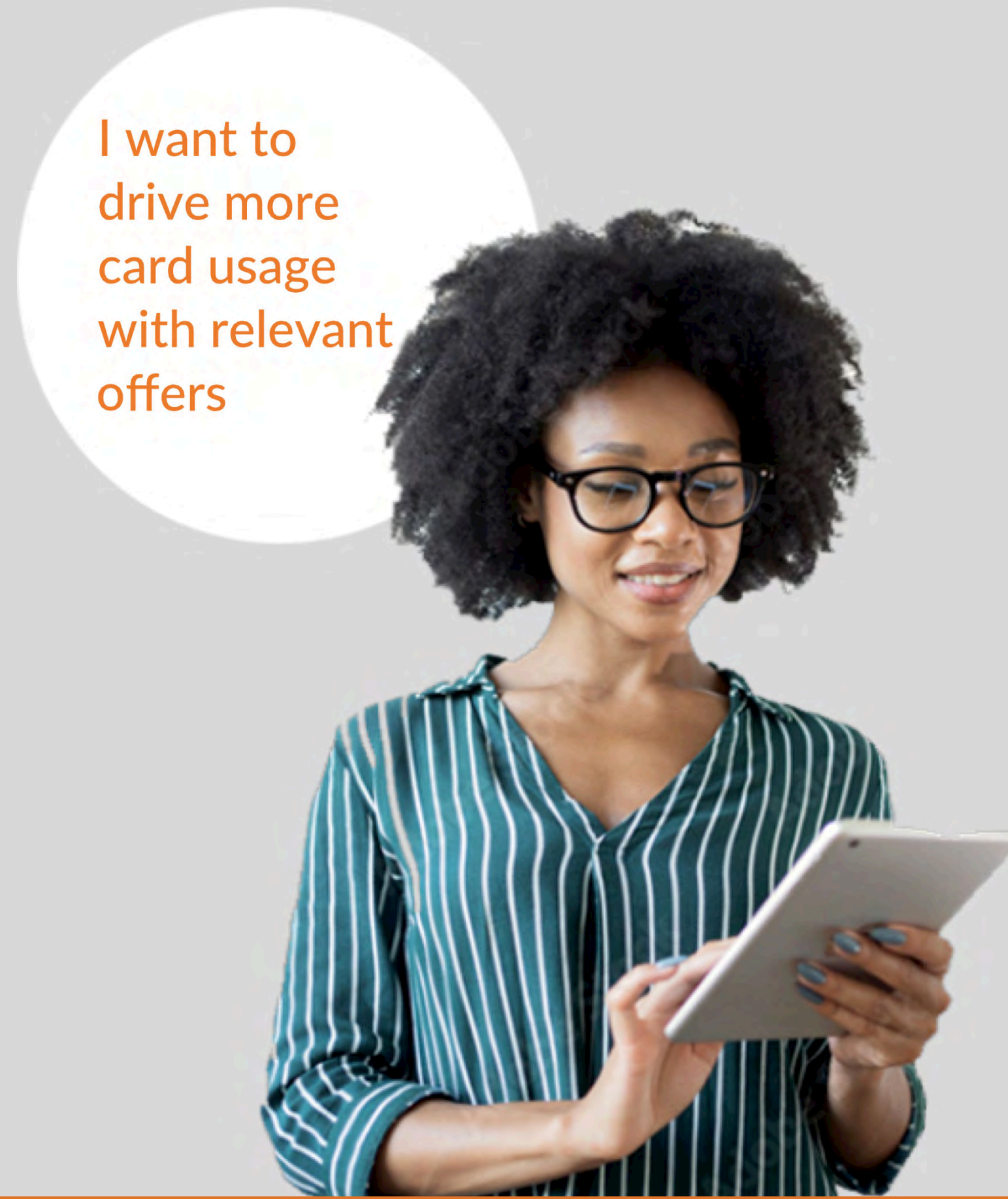
Retailers want to expand the reach of their brand funded and private label offers and target incremental shoppers

I want to gain more shoppers that increase trips and share



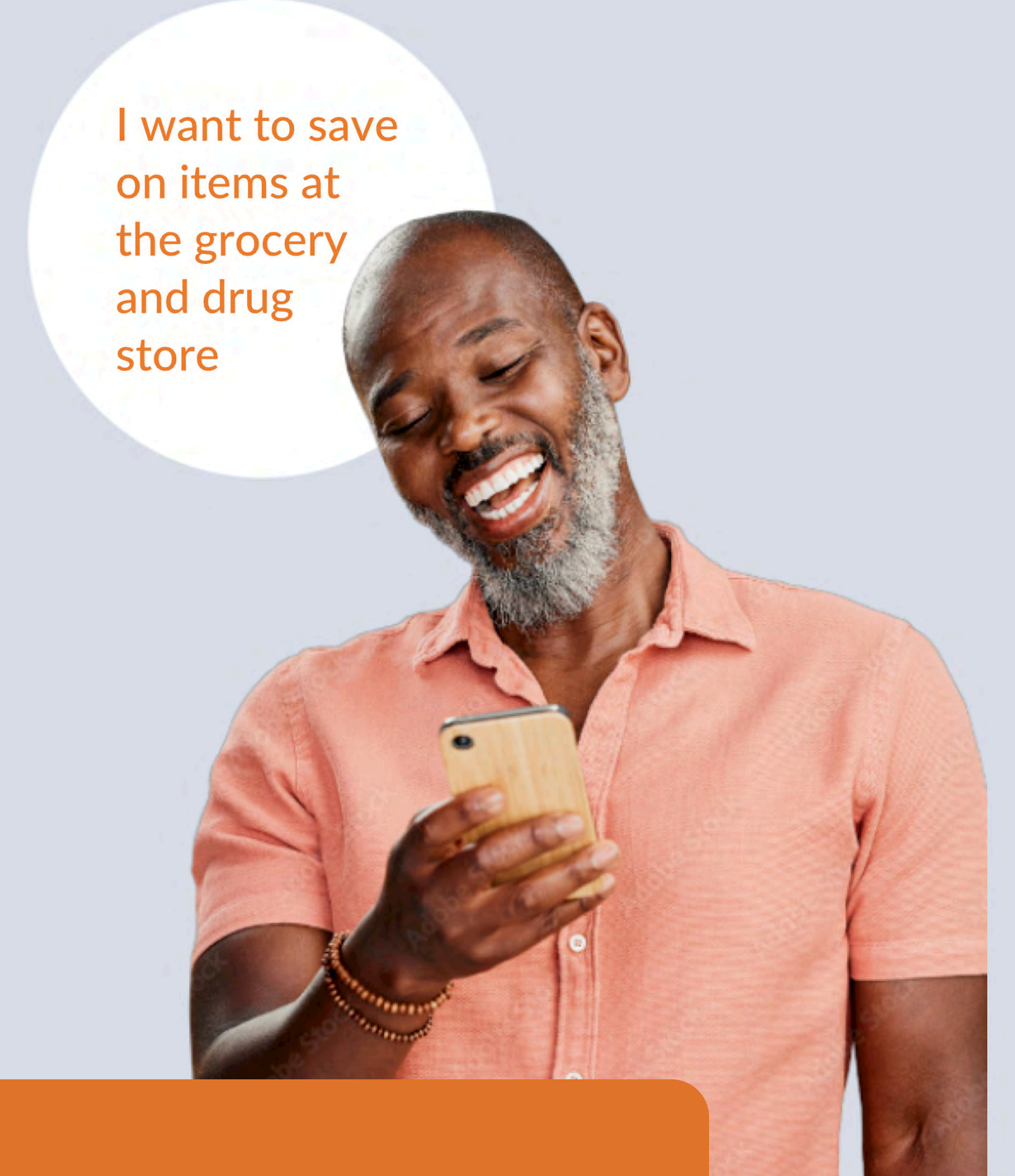
Banks want to increase the value of their rewards programs and drive card usage

I want to drive more card usage with relevant offers



Consumers want deals on everyday spend items with easy redemption

I want to save on items at the grocery and drug store



What kind of targeting is available?



Where They Shop – Purchases are identified to the merchant/brand location, merchant/brand type and category



How Frequently They Shop – Spend behavior is calculated over a customizable period with a max of 18 months



What They Spend – More advanced spend behavior such as amount, average basket size, share of wallet, time of day, day of week and average time between purchases



Where they Live – In relation to the Merchant, based on BAC data using preferred zip code provided by the customer

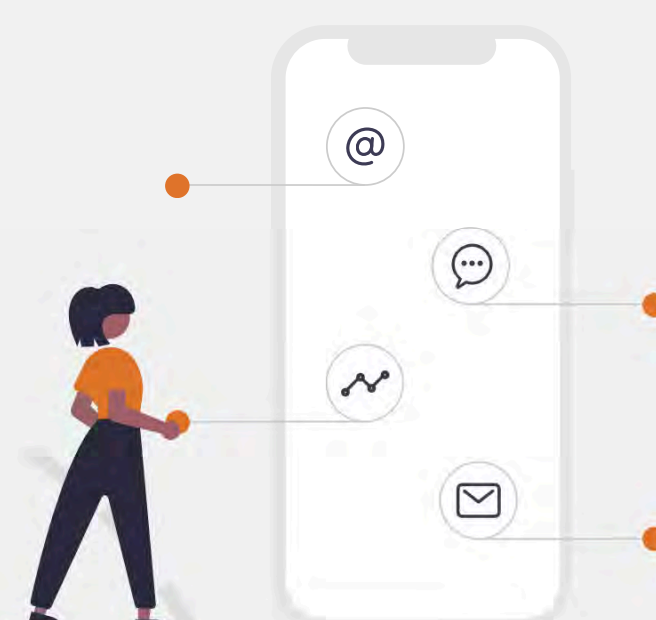
What are the benefits of Snipp's Payments Media Network?



Highly engaged audiences



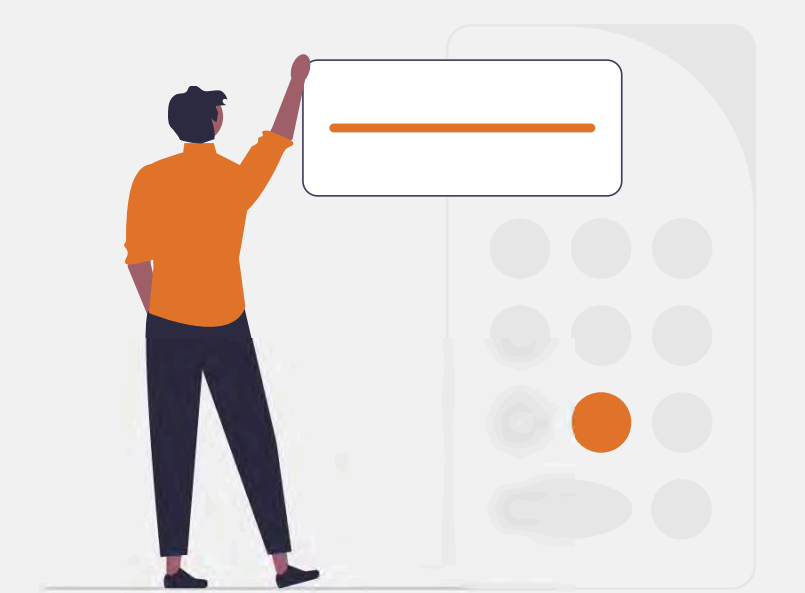
National and local banks spanning the entire US



Shopper history targeting



Attribution reports from impression to in-store purchase



Performance based pricing - only pay when you meet your goals