

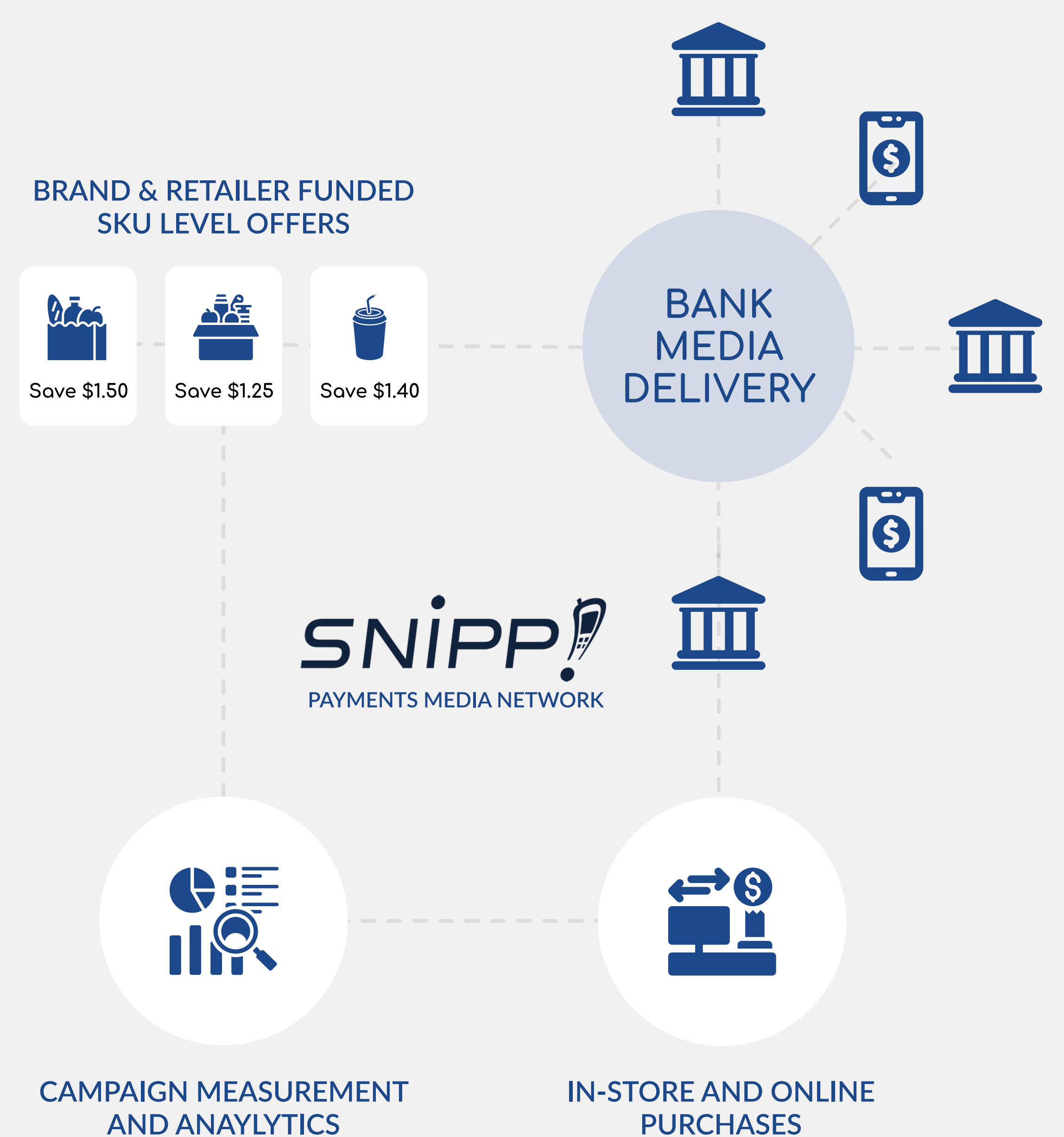


INTRODUCING **SNIPP!** Payments Media Network

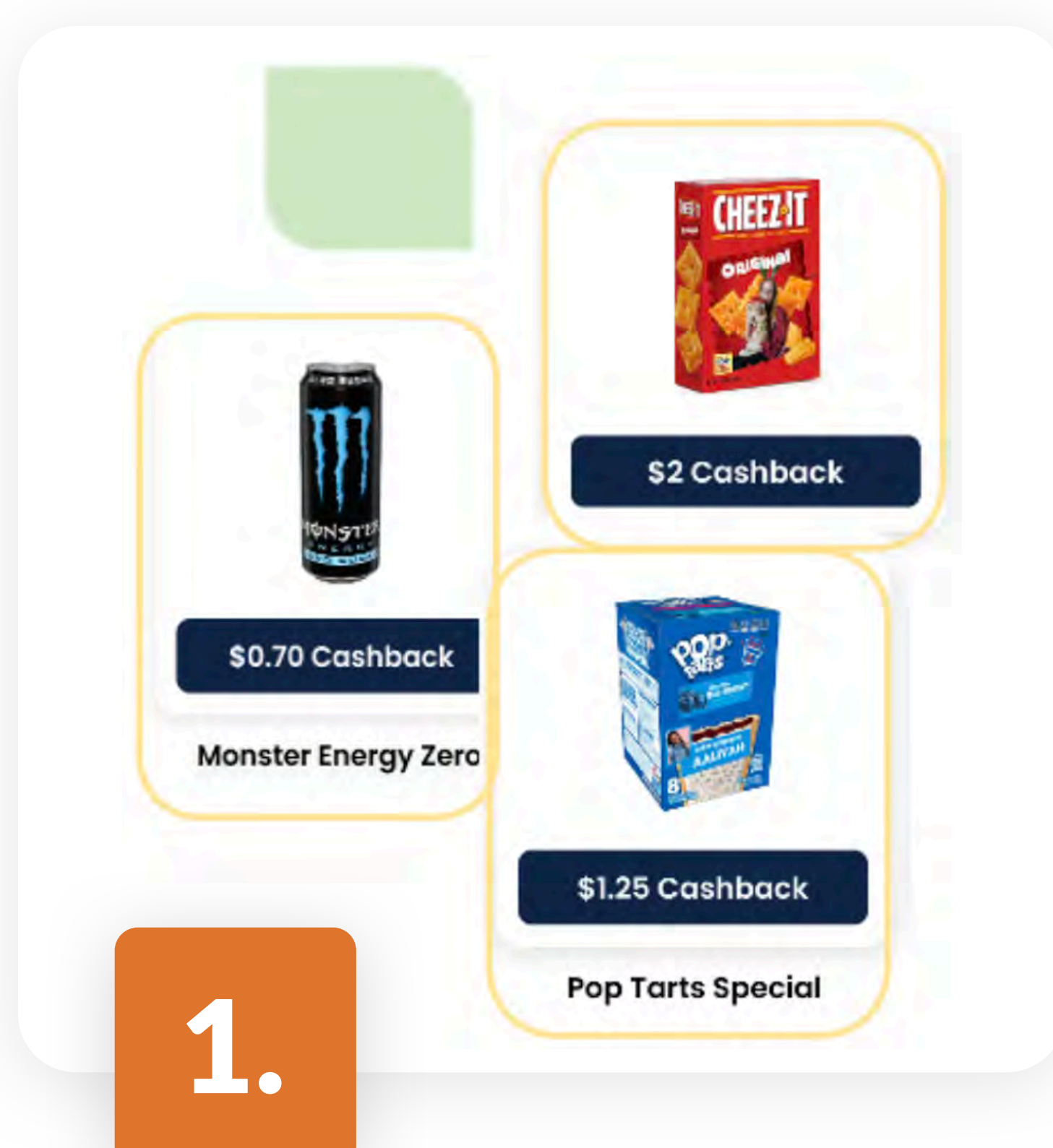
Millions of shoppers
Shopper history-based targeting
Full funnel attribution

What is a Payments Media Network?

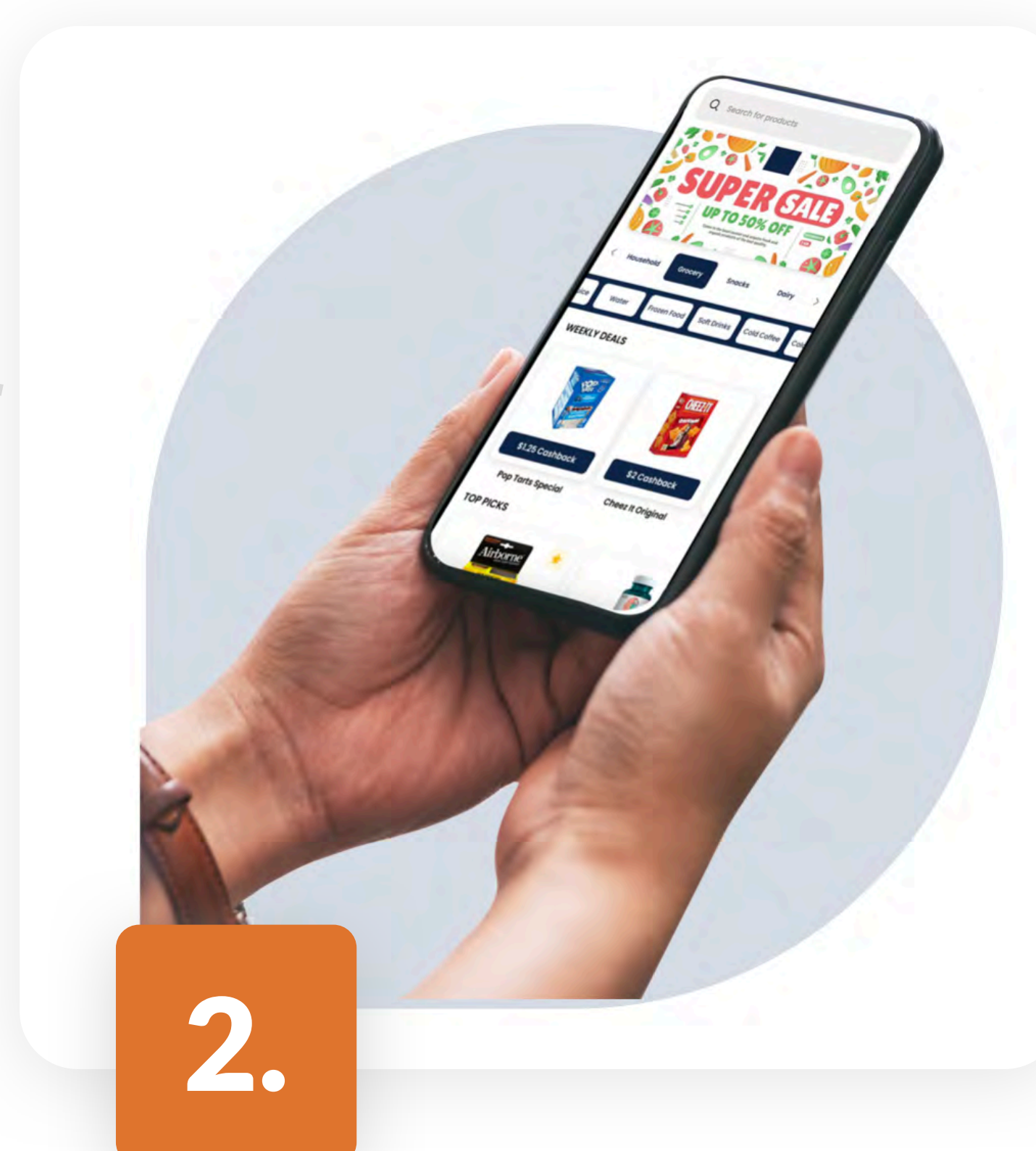
A Payments Media Network allows brands, retailers and retail media networks to reach a bank's audience with targeted, SKU-level offers and promotions.



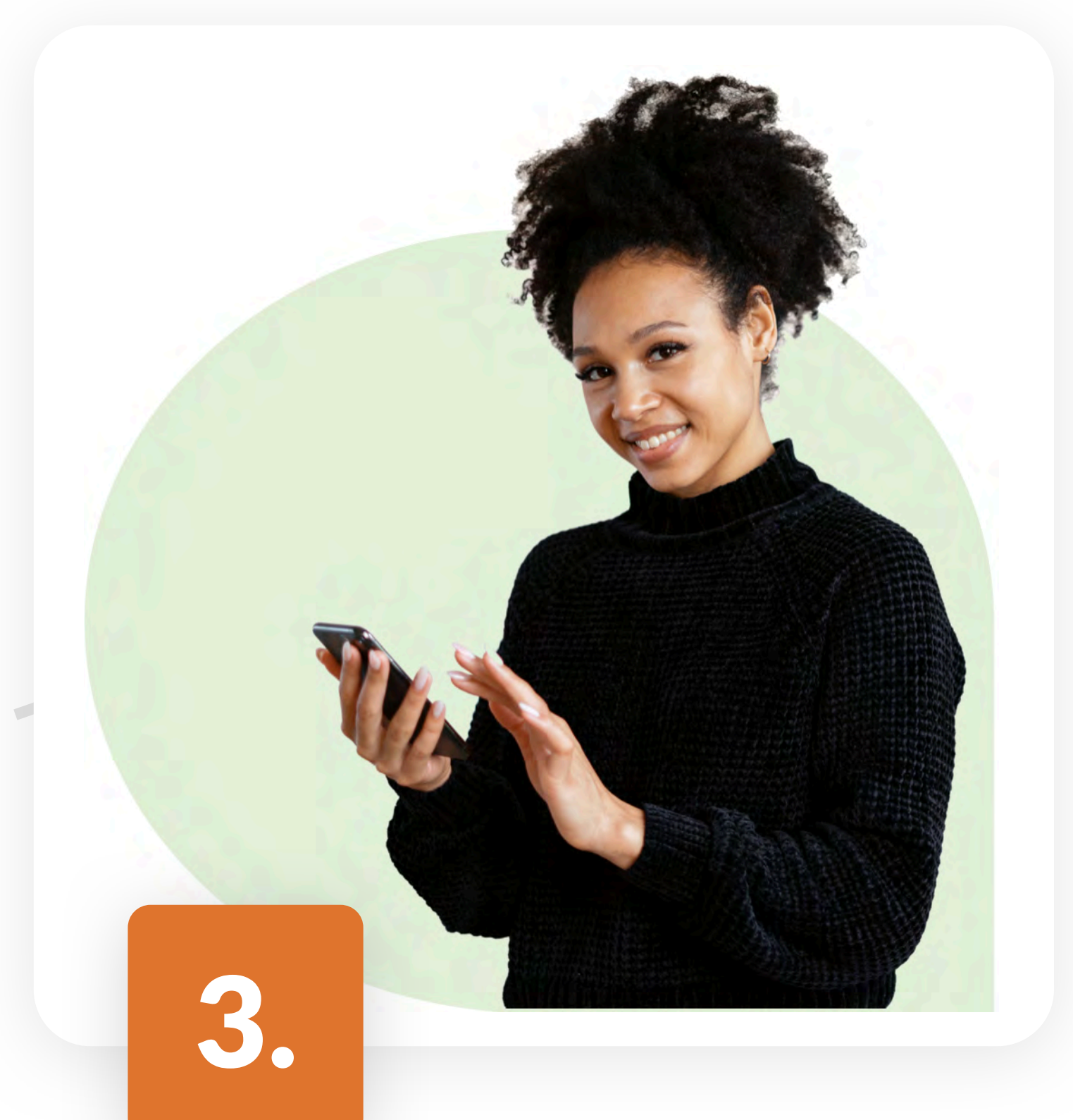
How does it work?



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?

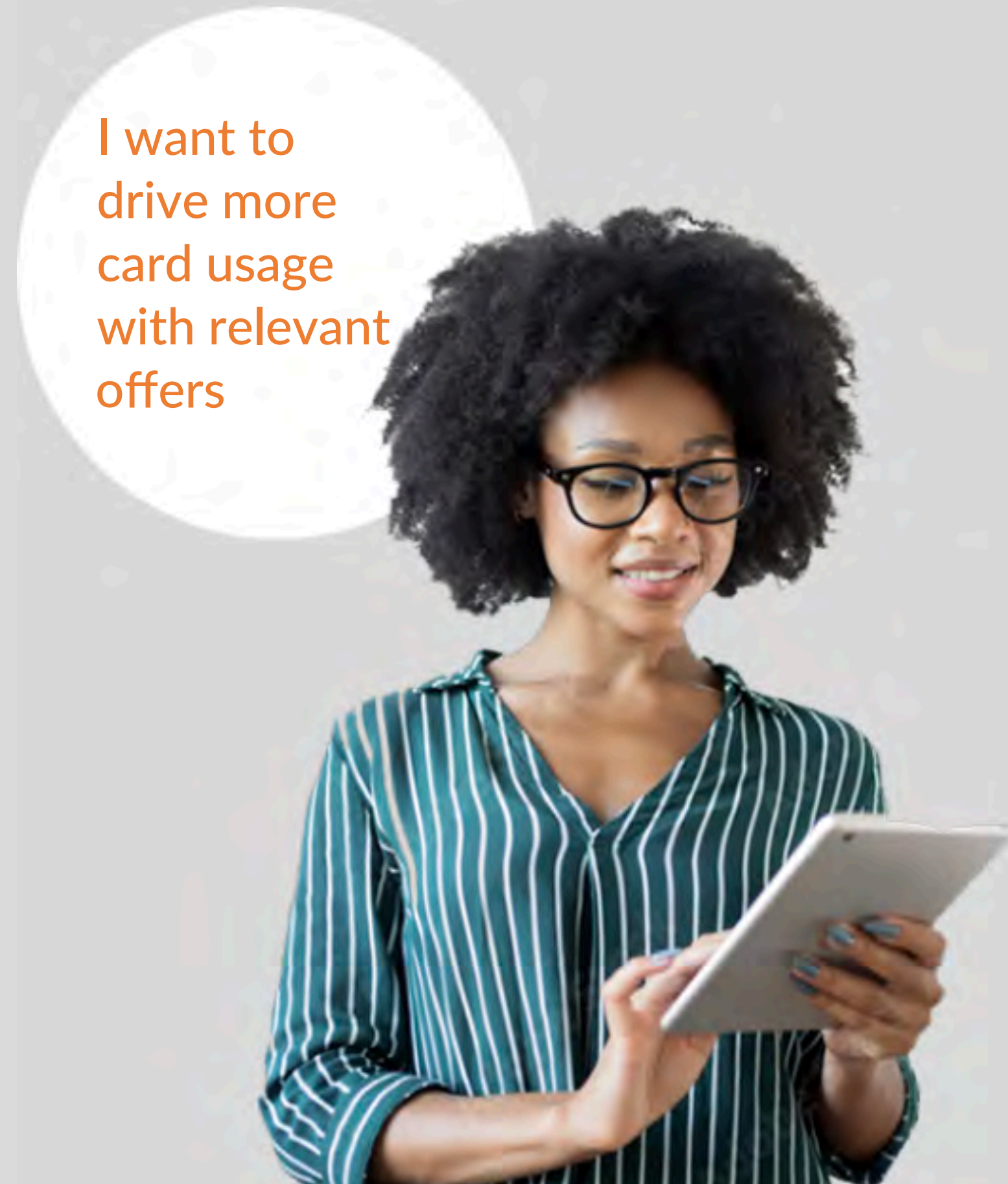
Retailers want to expand the reach of their brand funded and private label offers and target incremental shoppers

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 reporting is available?

Snipp's Insights Dashboard helps make sense of complex consumer behaviors and purchase patterns at a product, brand and category level

Share of private label spending vs national brand

Number of shopping trips driven



Volume of ad impressions served

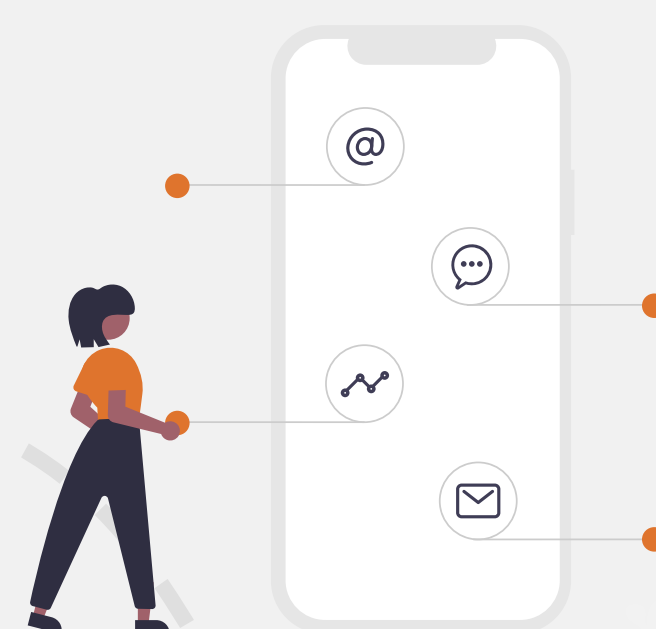
Number of promotions redeemed

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

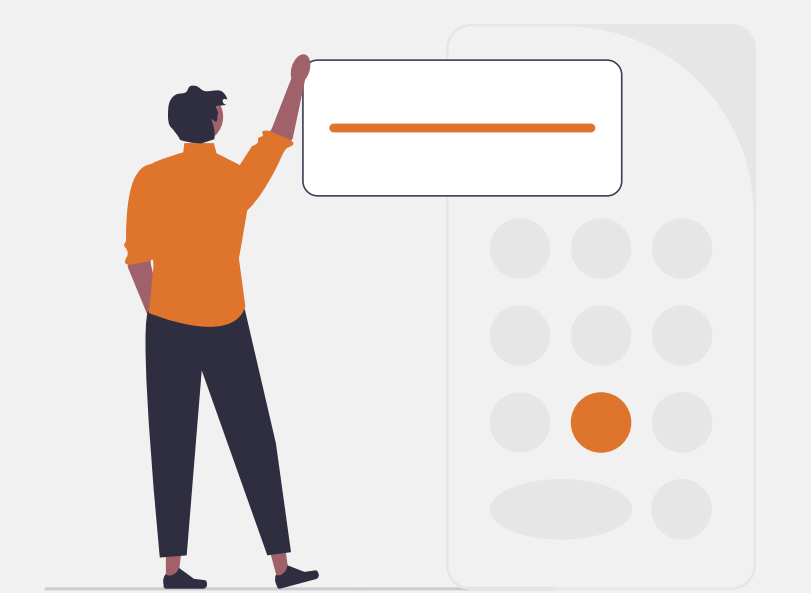
Highly engaged audiences



Shopper history targeting



Performance based pricing - only pay when you meet your goals



National and local banks spanning the entire US



Attribution reports from impression to in-store purchase

