

What is Snipp's Financial Media Network?

SKU level cash back rewards on U.S. consumer banking apps

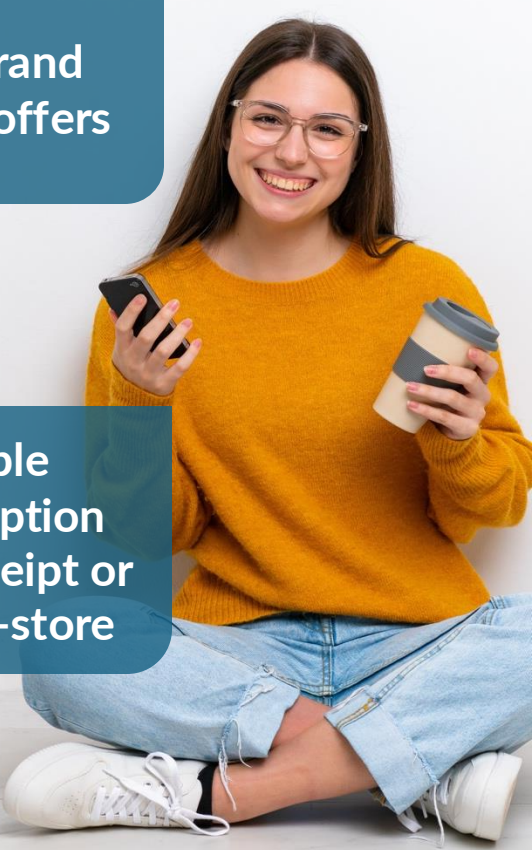
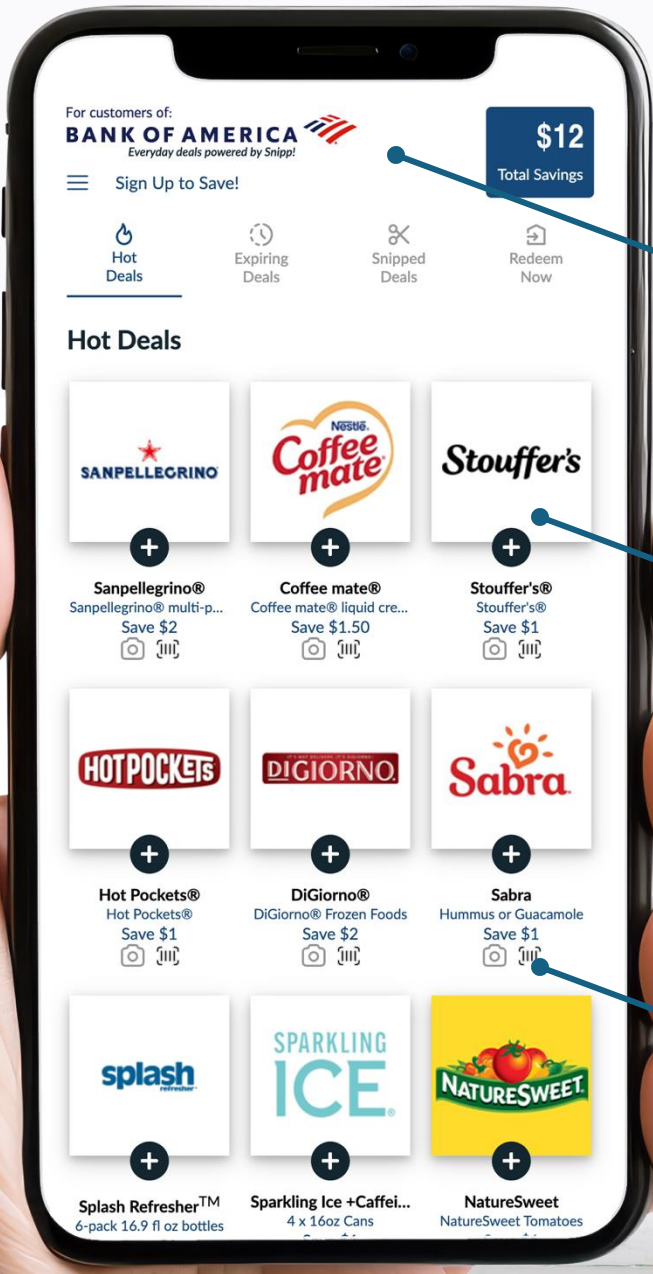


Reaching **65M+** active users

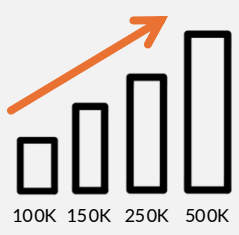
Promoted on bank's apps and websites

CPG brand funded offers

Simple Redemption Scan receipt or Scan In-store



What are the Performance Stats?



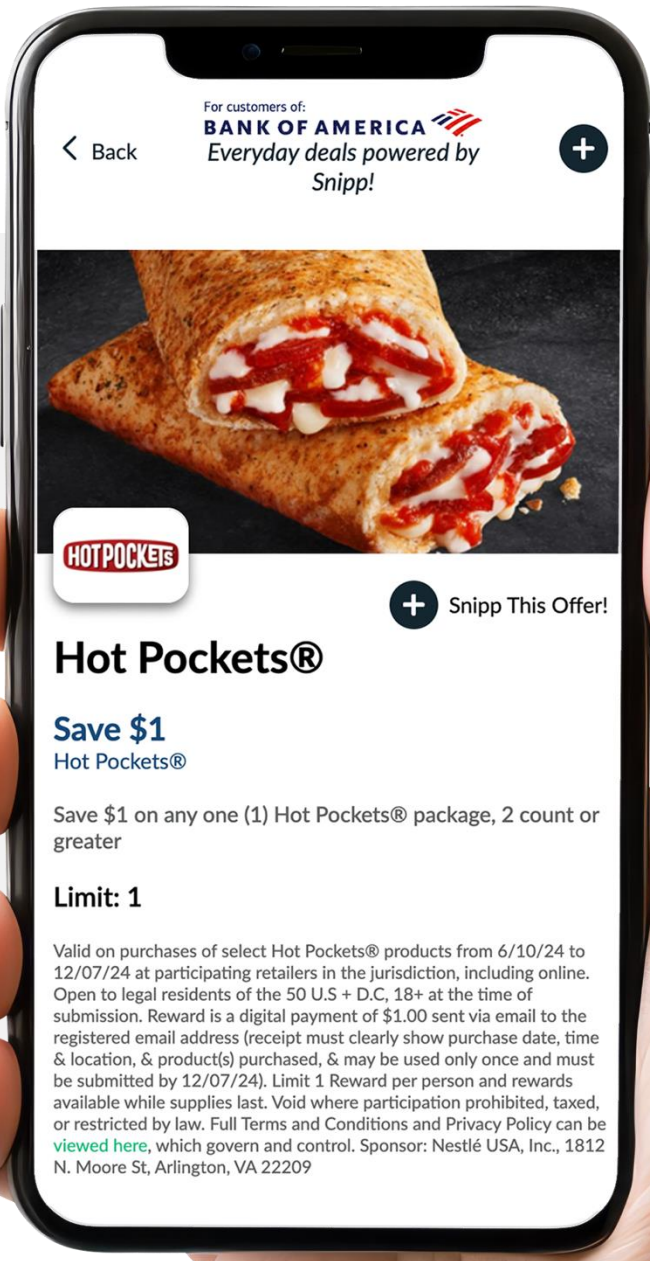
Unique Monthly Views **1MM+**

Redemption Rate: **5-10%**



Offers Snipped Per User: **6**

Average Offers Redeemed Per Shopping Trip **2**



Leverage Trade Dollars

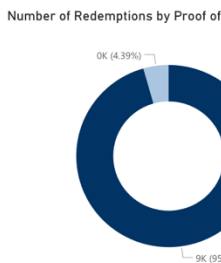
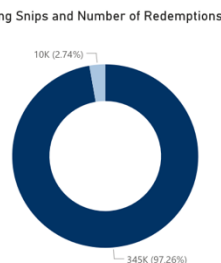
Reach and Acquire High Value Shoppers

Drive Incrementality

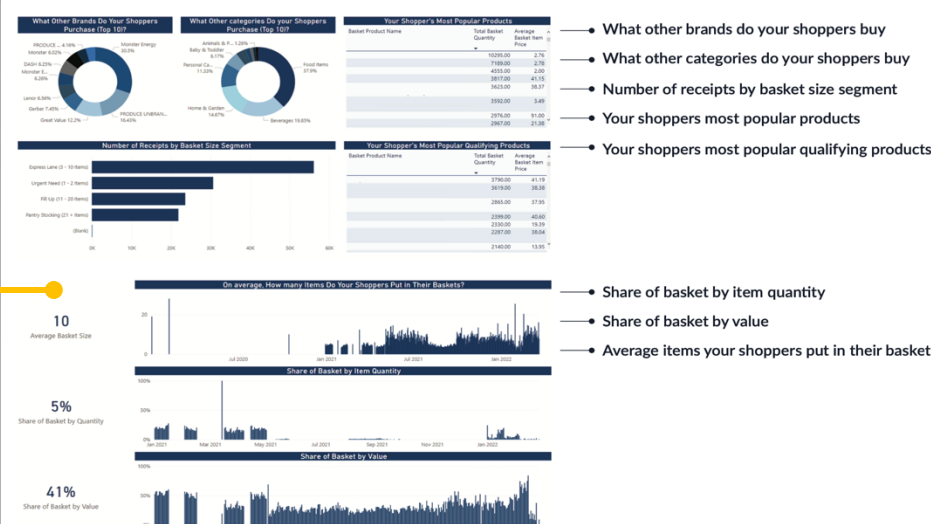
What About Reporting?

345310 Outstanding Snips
56046 Snipping Users
6.16 Avg Snips by User
35 Unique Offers Snipped
9713 Redeeming Users
4465 Avg Redemptions by User
25 Unique Offers Redeemed
355023 Total Snips
56499 Total Snipping Users
10,203.75 Total \$ Distributed

Campaign Tracking and Reporting



Advanced Basket Data Analysis



Redemptions by Retailer

