

SNIPP! + **GAMBIT**

INVESTOR OVERVIEW

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Some of the financial information included in this presentation is preliminary, forward-looking, unaudited and subject to revision.

All forward-looking statements attributable to the Company or persons acting on its behalf apply only as of the date of this document, and are expressly qualified in their entirety by the cautionary statements included elsewhere in this document. All forward-looking statements involve risks and uncertainties, which may cause actual results to differ materially from the statements made. Such statements reflect our current views with respect to future events and are subject to such risks and uncertainties. Many factors could cause our actual results to differ materially from the statements made, including those factors discussed in filings made by us with the Canadian securities regulatory authorities. Should one or more of these risks and uncertainties, such as changes in demand for and prices for the products of the company or the materials required to produce those products, labor relations problems, currency and interest rate fluctuations, increased competition and general economic and market factors, occur or should assumptions underlying the forward-looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, or expected.

The financial projections are preliminary and subject to change; the Company undertakes no obligation to update or revise these forward-looking statements to reflect events or circumstances that arise after the date made or to reflect the occurrence of unanticipated events, except as required by law. Inevitably, some assumptions will not materialize, and unanticipated events and circumstances may affect the ultimate financial results. Projections are inherently subject to substantial and numerous uncertainties and to a wide variety of significant business, economic and competitive risks, and the assumptions underlying the projections may be inaccurate in any material respect. Therefore, the actual results achieved may vary significantly from the forecasts, and the variations may be material. The reader is cautioned not to put undue reliance on such forward-looking statements.

INTRODUCTION TO *SNIPP!*



PAAS LOYALTY & DATA ANALYTICS COMPANY

Global leader in *receipt processing* and *machine learning* that enables capture of purchase data from any image (receipts, invoices, brand logos etc.). US\$1.3BN worth of GMV through 500+ unique Snipp client programs over the past three years.



FOUNDED IN 2012



70 EMPLOYEES IN 5 COUNTRIES



FORTUNE 500 CLIENT BASE CONTINUES TO GROW; AS DOES OUR GLOBAL REACH

Global clients such as Microsoft, Nestle, Kellogg, P&G, Starbucks, Pepsi, L'Oreal & more and our geographic mix continues to diversify: 67% USA, 20% Canada, 13% ROW



OUR CLIENTS ARE BUYING MORE OF OUR PROGRAMS

Since 2018, six clients have spent \$1MM+ on Snipp solutions and another twelve have spent \$500K+



RECORD 2021 SALES BOOKINGS OF \$20-\$21MM, UP OVER 95% OVER 2020

Q4 ending record bookings/backlog of \$10MM+ reflects continued momentum and our confidence that 2022 will be another record top-line year for Snipp



1. 235 MILLION SHARES OUTSTANDING

- 39% owned by Snipp Insiders

2. MARKET CAP OF \$52 MILLION, ENTERPRISE VALUE OF \$54 MILLION

- Debt free balance sheet

3. POSITIVE NET INCOME AND EBITDA IN 2021

- Even with 70%+ revenue growth!

4. FOCUS ON DRIVING SHAREHOLDER VALUE






















































- Enter new verticals and roll-out more unique solutions to our Fortune 500 customers
- Sale Bookings trends remain robust, and we are gaining market share with our current offerings
- Explore M&A opportunities in the highly active loyalty and data industries
- Recently added former #1 ranked JP Morgan consumer research equity analyst to our board of directors
- Look to expand our investor outreach program, potential share roll-back and up-listing in US trading platform

5. EXPLORING MOVE TO NASDAQ

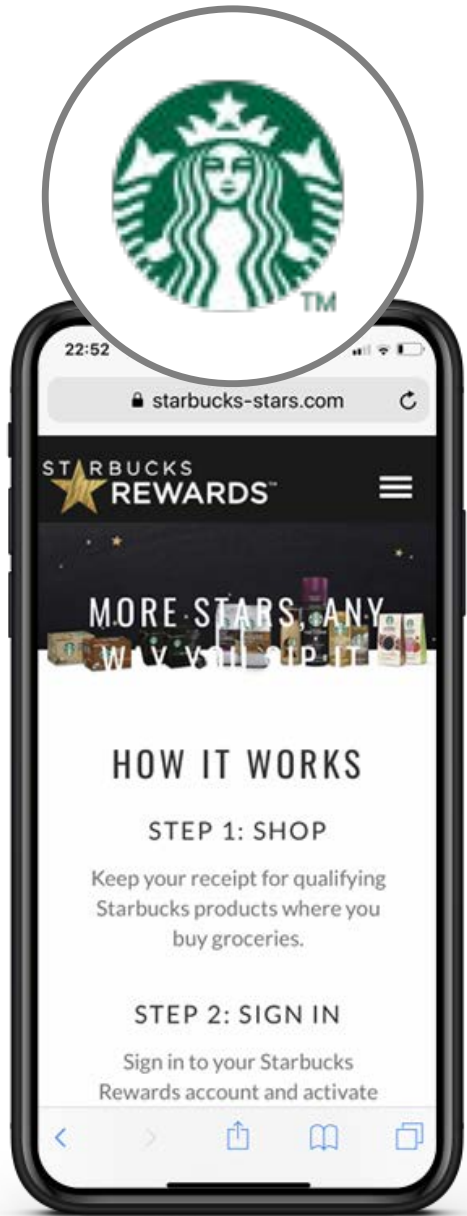


OTC: SNIPF TSX-V: SPN.V

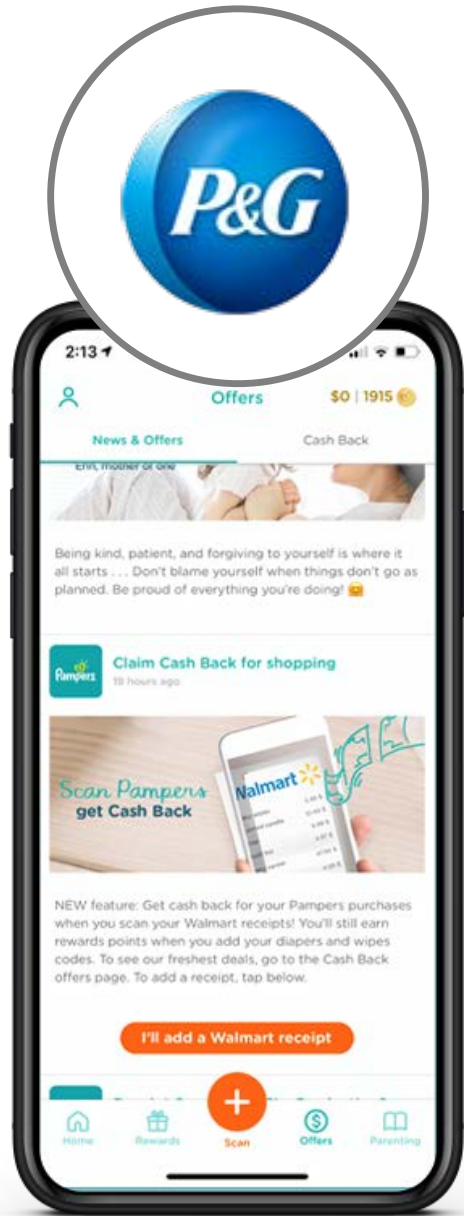
FORTUNE 500 CLIENTELE

2021 NEW CLIENTS									
CPG									
									
REGULATED INDUSTRIES									
PHARMA					HOME & OUTDOOR				
RETAILERS & MALLS			WEST EDMONTON MALL	CARUSO		ARNOTTS	LEDERUNDSCHUH®		
OTHERS									

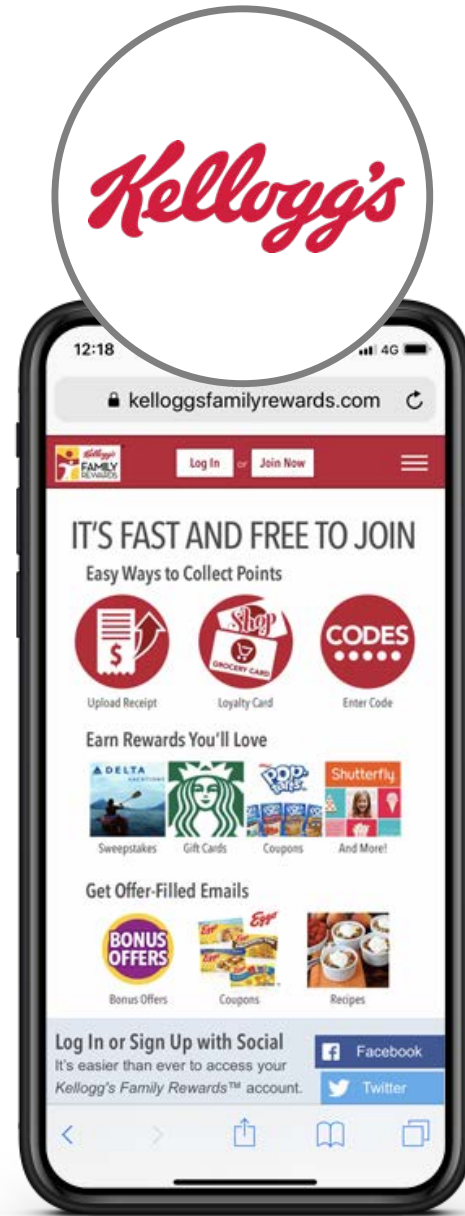
SOME OF OUR 250+ PROGRAMS (ANNUALLY)



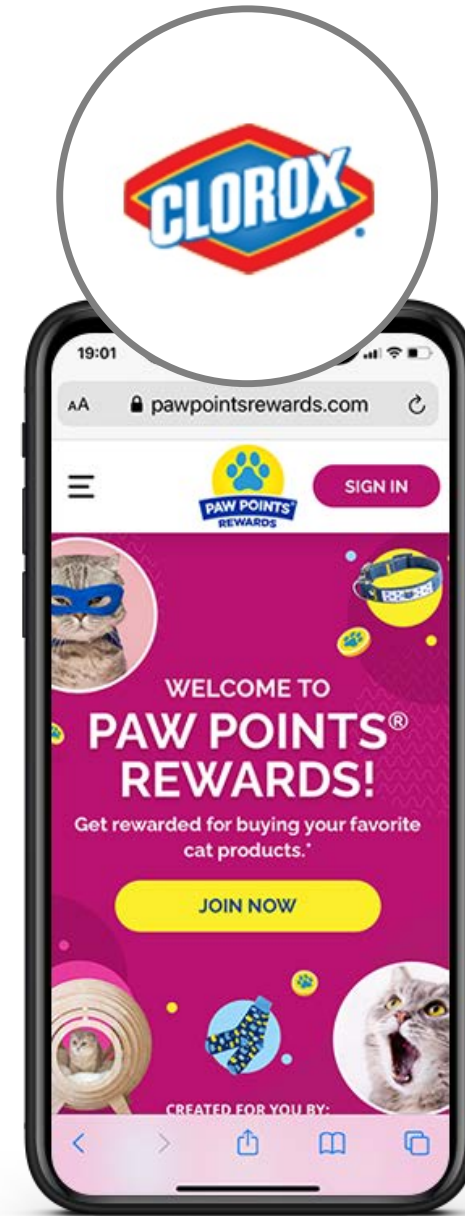
Loyalty



Receipt Validation



Receipt Validation



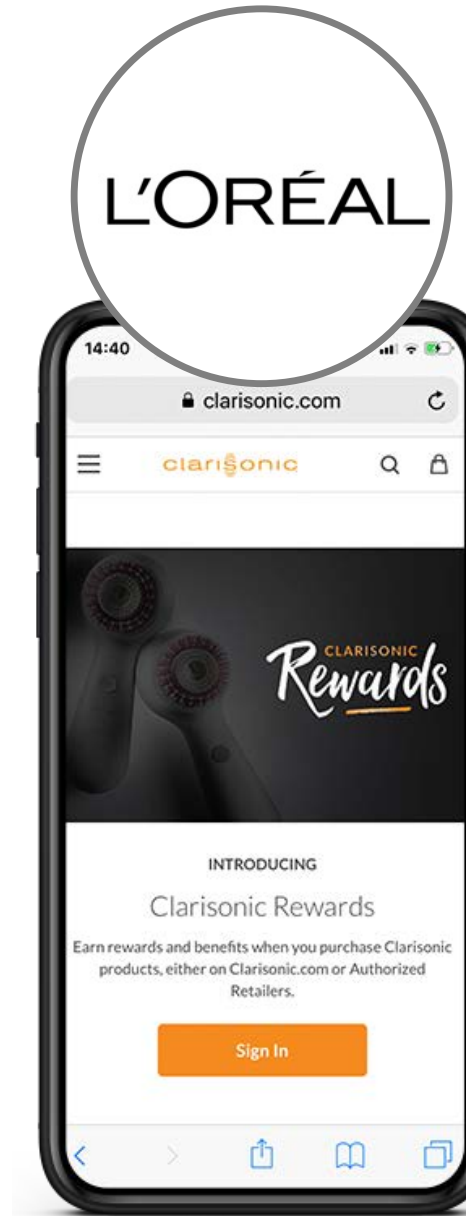
Loyalty



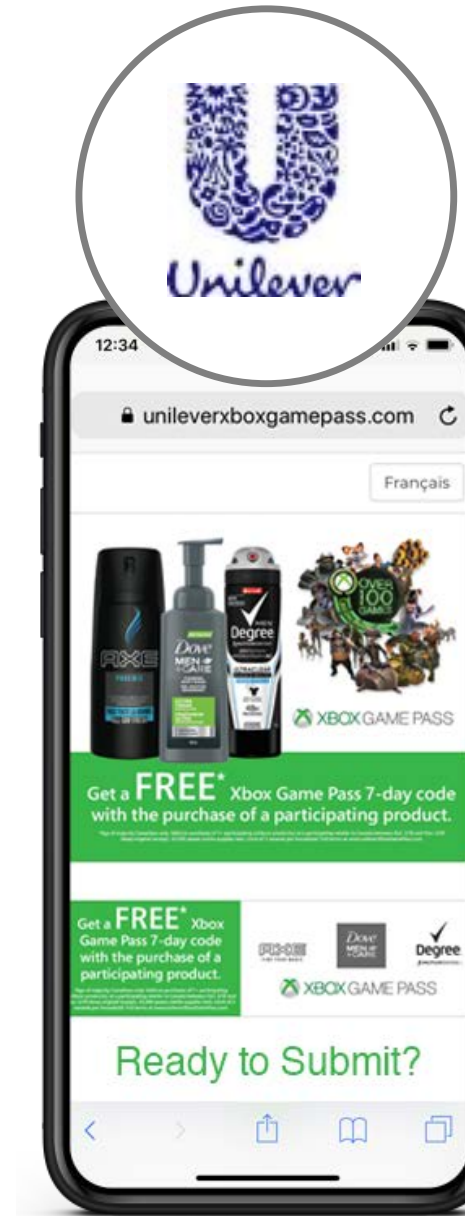
Rebates



Promotion



Rewards Store



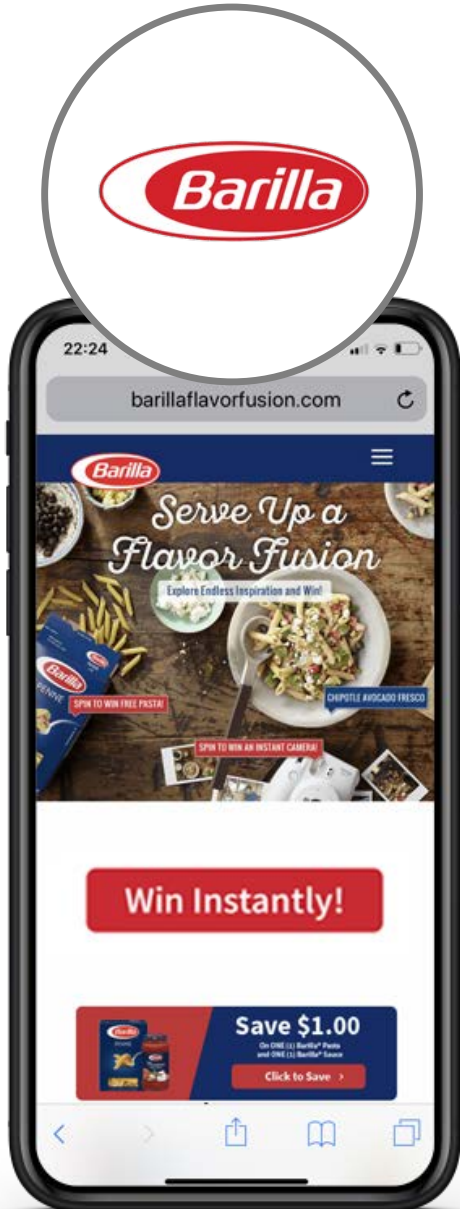
Gift With Purchase

← TRUSTED BY GLOBAL FORTUNE 500 COMPANIES →

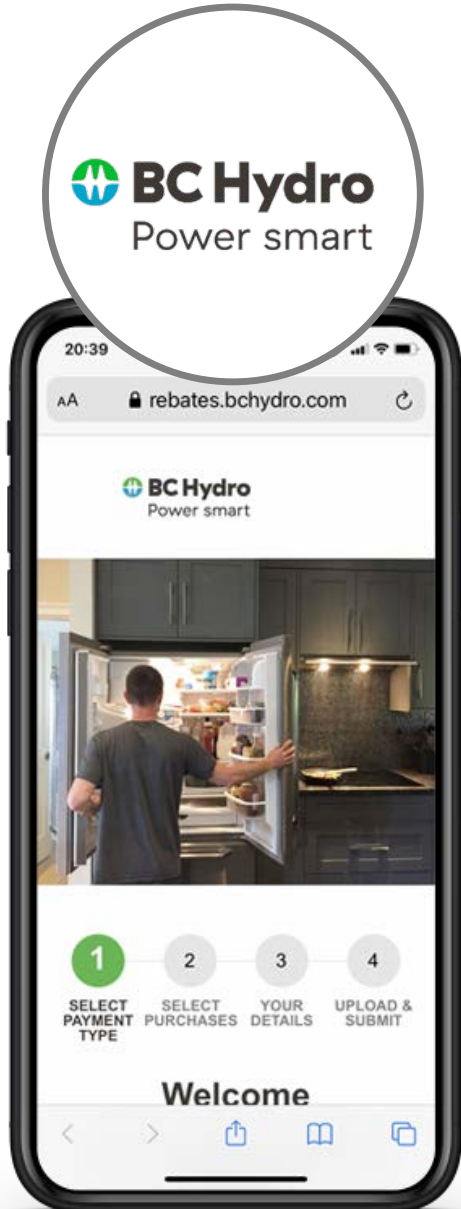
SOME OF OUR 250+ PROGRAMS (ANNUALLY)



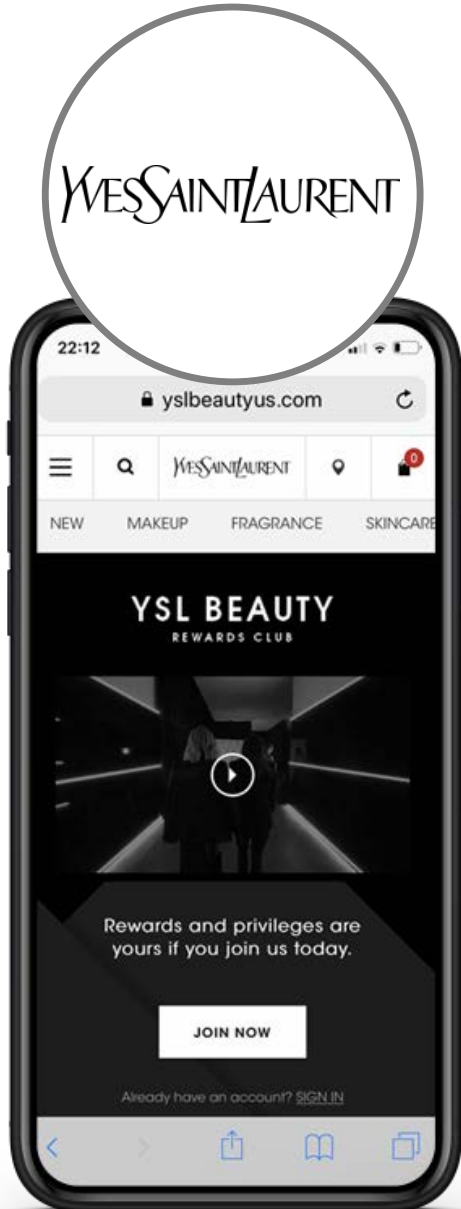
B2B
Loyalty



Gamification
& Instant Win



Rebates



Receipt
Processing



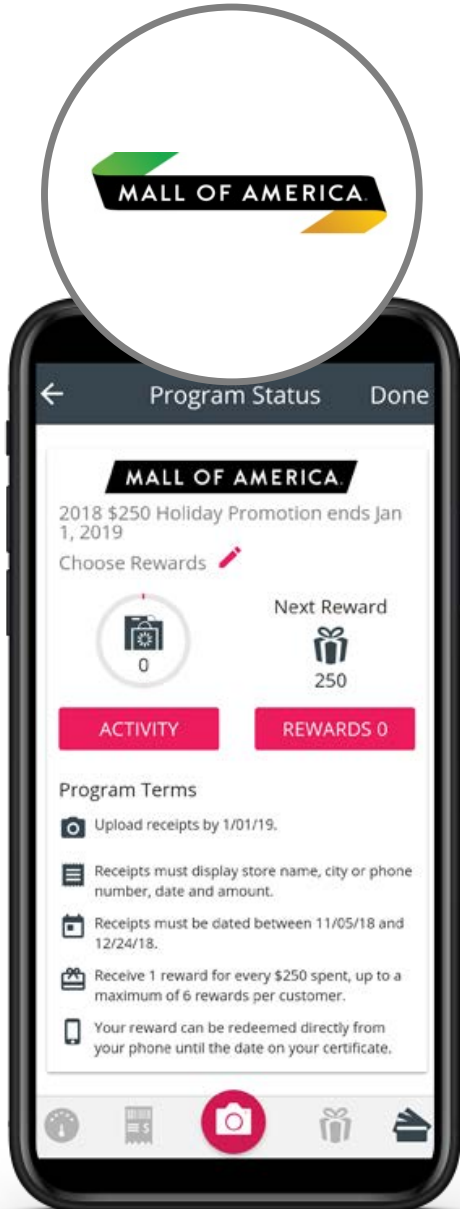
Sweepstakes



Continuity
Program



Rewards



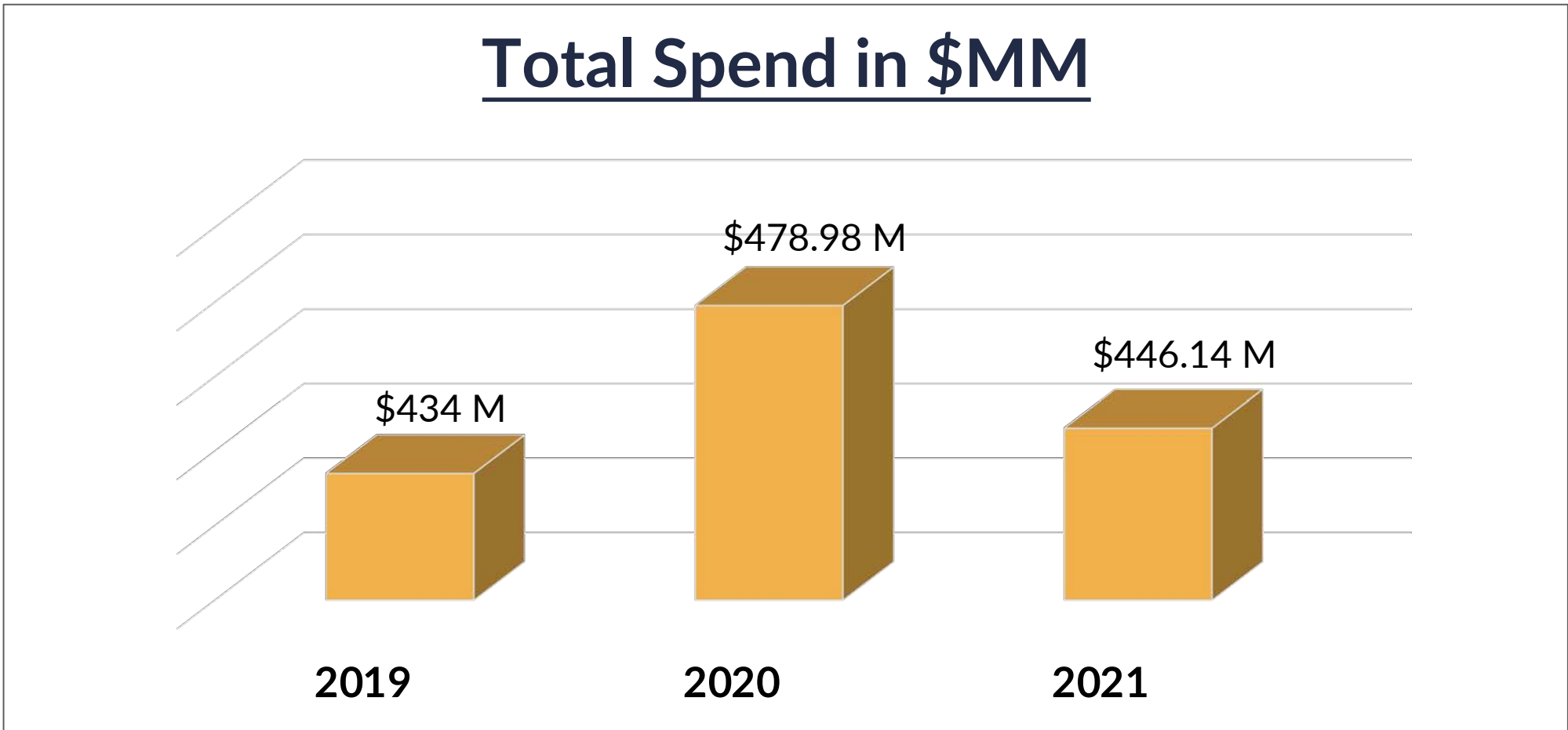
Loyalty



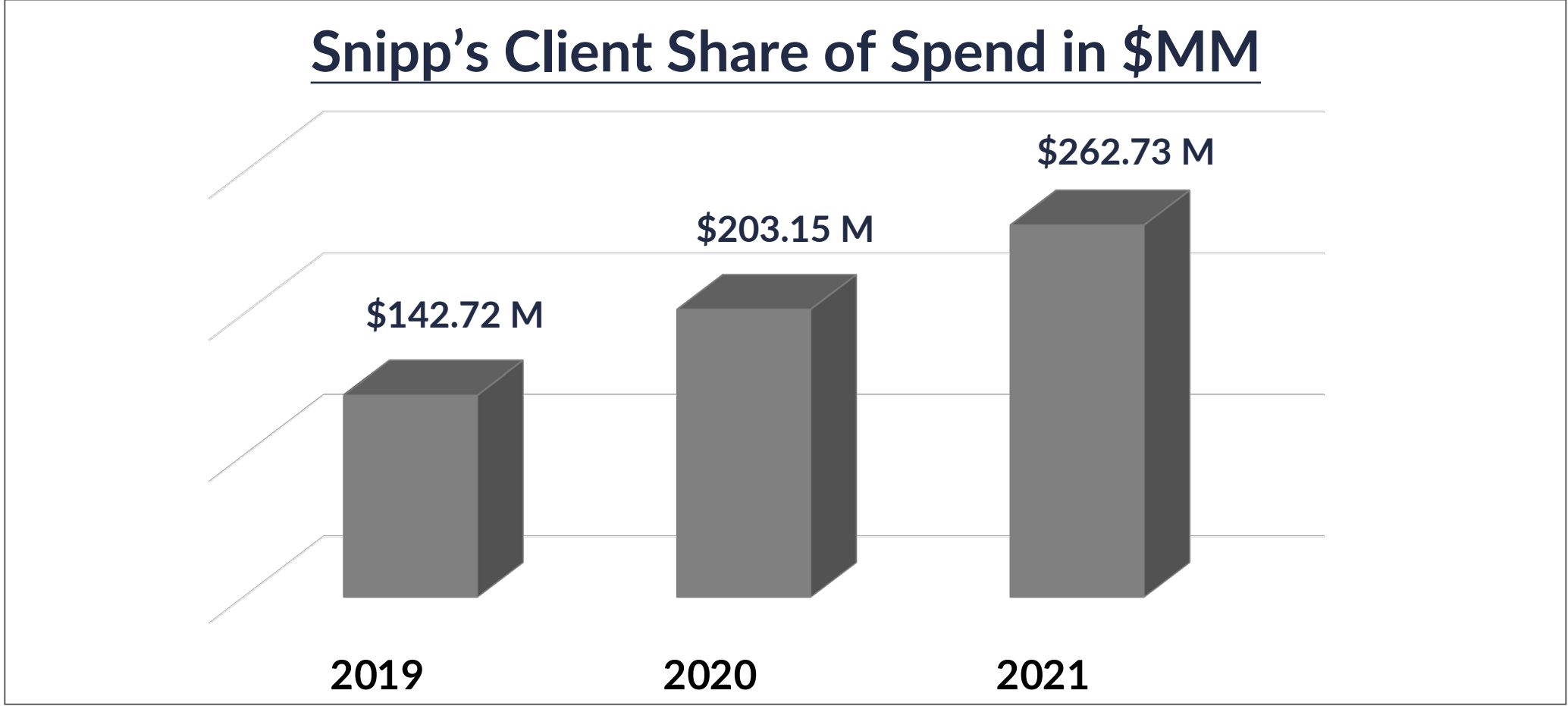
AND BY MID-SIZE BRANDS

WE ARE A LEADER IN ZERO & FIRST-PARTY DATA

Unprecedented data from \$400MM+ in Gross Merchandize sales



Total Spend at Retailers by Customers Submitting Receipts



Snipp's Clients Share of Products Purchased while Shopping

OUR TARGET MARKET



\$160BN IN MARTECH SPENDING

*Global Spend as reported by Statista

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

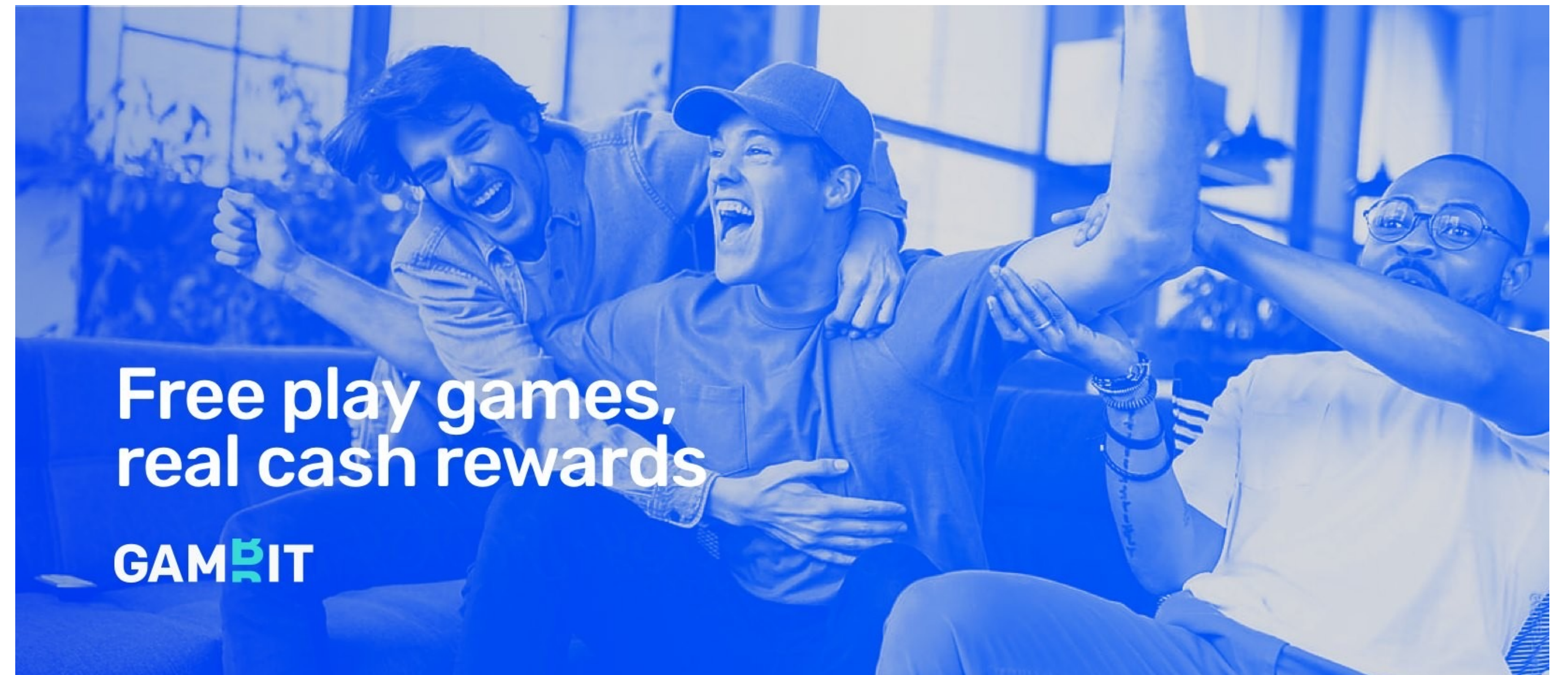
WELCOMING GAMBbit TO THE SNIPP FAMILY!

SNIPP! + GAMBbit



GAMBbit
Free Sportsbook
and Slot Games
Win Cash

The image shows a promotional card for GAMBbit. It features the GAMBbit logo at the top left. Below the logo, the text reads "Free Sportsbook and Slot Games" and "Win Cash". The background of the card is blue with colorful confetti and a circular inset showing three men cheering and hugging. A large, semi-transparent GAMBbit logo is also visible in the upper right corner of the card.



Free play games,
real cash rewards
GAMBbit

The image shows three men sitting on a couch, cheering and hugging. The image is overlaid with a blue tint. The text "Free play games, real cash rewards" is written in white over the image. The GAMBbit logo is visible in the bottom left corner of the image.

TURN LOYALTY POINTS INTO FREE-TO-PLAY GAMING TOKENS:
"LOYALTY GAMING"

WELCOMING GAMBIT TO THE SNIPP FAMILY!

SNIPP! + GAMBIT

WE MAKE LOYALTY POINTS FUN!

Redeem loyalty points for Gambit's free-to-play tokens for online gaming & sports betting at www.gambitrewards.com

Have unlimited fun without worrying about losing money, because with Gambit: you never spend a dime!

So go ahead, *Play with your Points!*



As the pioneer of the "Loyalty Gaming" market, Gambit adds new solutions to both existing and new Snipp customers looking to entice their consumers to spend some of their \$100BN in points

THE OPPORTUNITY...

\$100BN IN UNUSED POINTS

CREDIT CARDS



\$9.8BN

CHASE  \$7.7BN

 \$4.9BN

AIRLINES

 DELTA \$5.4BN

UNITED AIRLINES  \$5.1BN

American Airlines  \$2.0BN

HOTELS

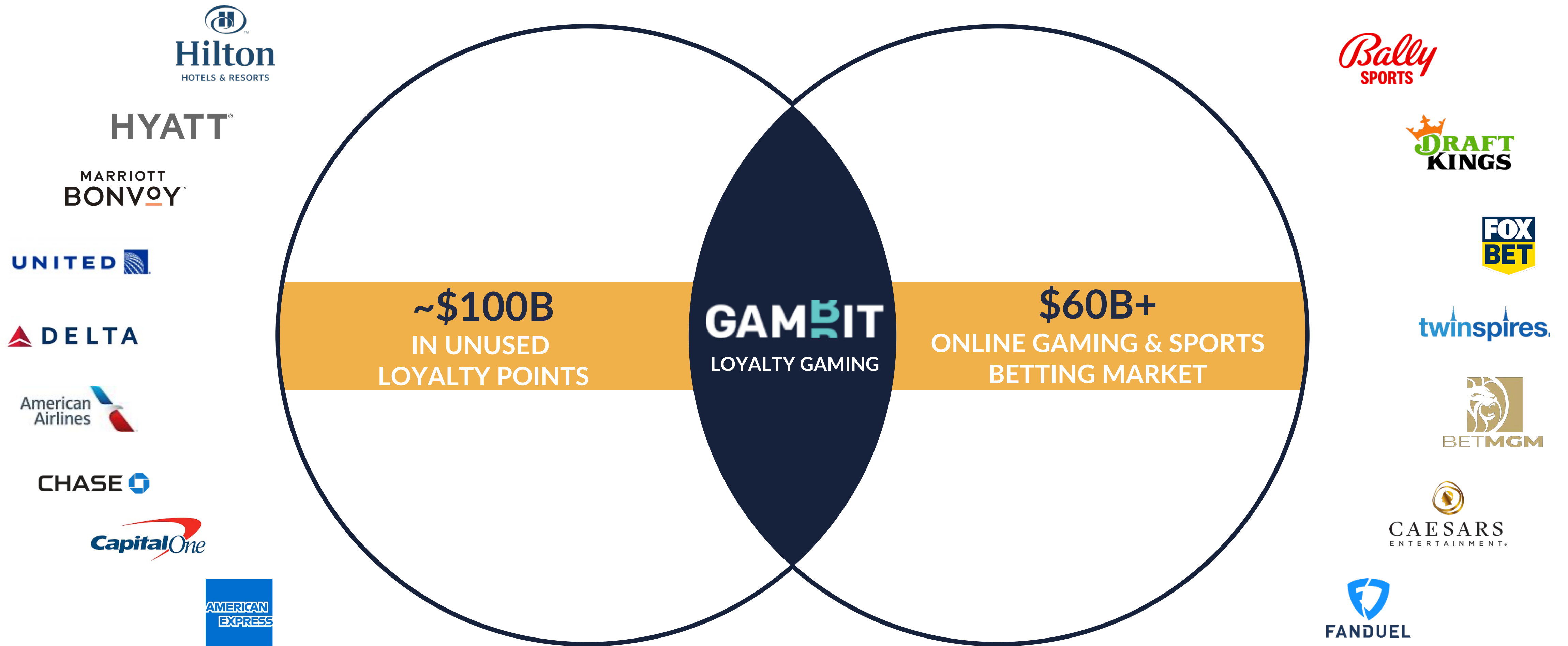
MARRIOTT BONVOY™ \$4.5BN


Hilton \$1.8BN
HOTELS & RESORTS

HYATT® \$0.7BN

...THE SOLUTION

A GAMIFIED REWARDS EXPERIENCE



**Source: public analyst estimates.

WHERE WE ARE TODAY

GAMBIT

**NEW 'GAME-CHANGING'
LOYALTY SOLUTION**

2019

- LEGAL & TECHNICAL WORK COMPLETED
- REGULATOR APPROVAL RECEIVED
- PATENT FILED

2020

- FANDUEL & POINTSBET ADDED AS AFFILIATE PARTNERS
- PILOT LAUNCHED www.gambitrewards.com

2021

- 5-YEAR DISTRIBUTION DEAL EXECUTED WITH INCOMM

JUST ONE RESELLER BRINGS ACCESS TO 200 PARTNERS

Gambit signed a 3-year deal for distribution with Incomm Payments



In addition, Snipp has long standing relationships leading channel partners globally!



+ many more...!

ONE CONSUMER HUB **GAMBITREWARDS.COM**

No Risk...Plenty of Rewards!

Exchange: Swap your loyalty points for Gambit Tokens.

Play: Use Gambit Tokens to place risk-free wagers on your game of choice!

Win: Gambit pays out in cash or gift cards. Your call.

Next

Skip

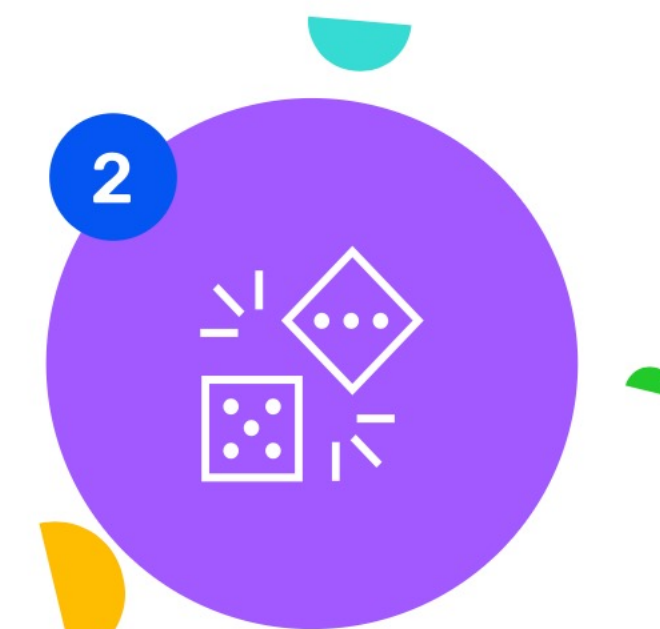


Exchange

Exchange your loyalty points from one of our Rewards Partners for Gambit Tokens.

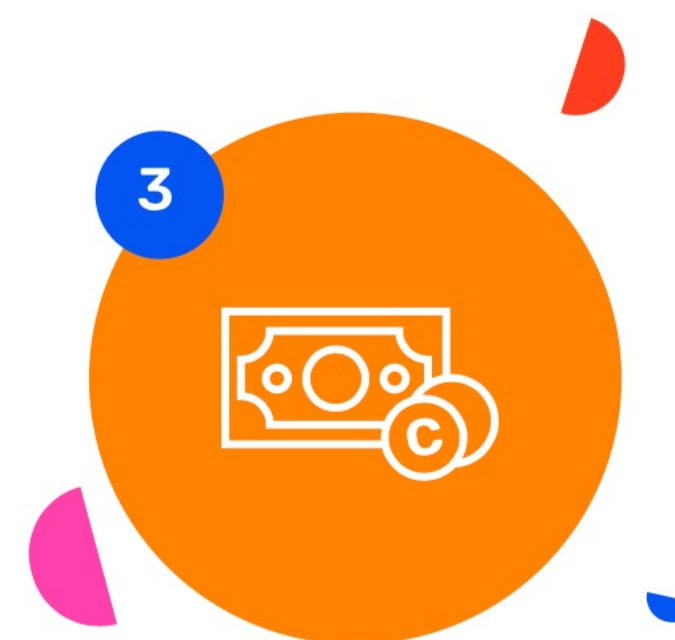
Play

Use Gambit Tokens to place free bets on sports or slot games!



Win

Redeem your winnings for cash or gift cards!



WHY THE DEAL MAKES SENSE

SNIPP INTERACTIVE
A Mar-tech Company

GAMBIT REWARDS
Loyalty Gaming

- Sales of Snipp's solutions into new high growth industry: Online Gaming & Sports Betting
- Exclusive ownership of incentive solution for the industry
- Multiple monetization paths from ownership of Gambit player and data
- Asset light operation leverages Snipp back-office operations
- Regulator approved solution inhibits copycat solutions
- Experienced team that created the "**Loyalty Gaming**" category and already have several years of understanding 1) gaming regulations, 2) online sweepstakes and games and 3) the loyalty point market

SNIPP!
+
GAMBIT

Thank You

SNIPP!

investors@snipp.com