



*SNIPP!*

**INVESTOR PRESENTATION**

SNIPP INTERACTIVE INC.

[www.snipp.com](http://www.snipp.com)



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L'ORÉAL

*Kellogg's*



THE WORLDS LARGEST COMPANIES USE  
THE SNIPP PLATFORM TO DRIVE CUSTOMER  
MARGIN, SALES, RETENTION & PENETRATION



**3M**



# SNIPP INVESTMENT HIGHLIGHTS



## STRONG GROWTH & PROFITABILITY

28% core revenue CAGR<sup>(1)</sup>; record backlog, EBITDA positive and Debt free



## PROPRIETARY SOLUTIONS

\$40mm+ of capital investment in developing unique suite of marketing tools & data analytics



## DIVERSIFIED, GLOBAL CUSTOMER BASE

Fortune 500 clients, presence across North America, Europe and Asia



## HIGHLY LEVERAGEABLE ASSET BASE

Significant investment in people & platform, combined with efficient sales process IP



## EXPERIENCED & ALIGNED MANAGEMENT

Led by core Management team since inception; ~36% Inside Ownership +9% owned by Bally's Corporation

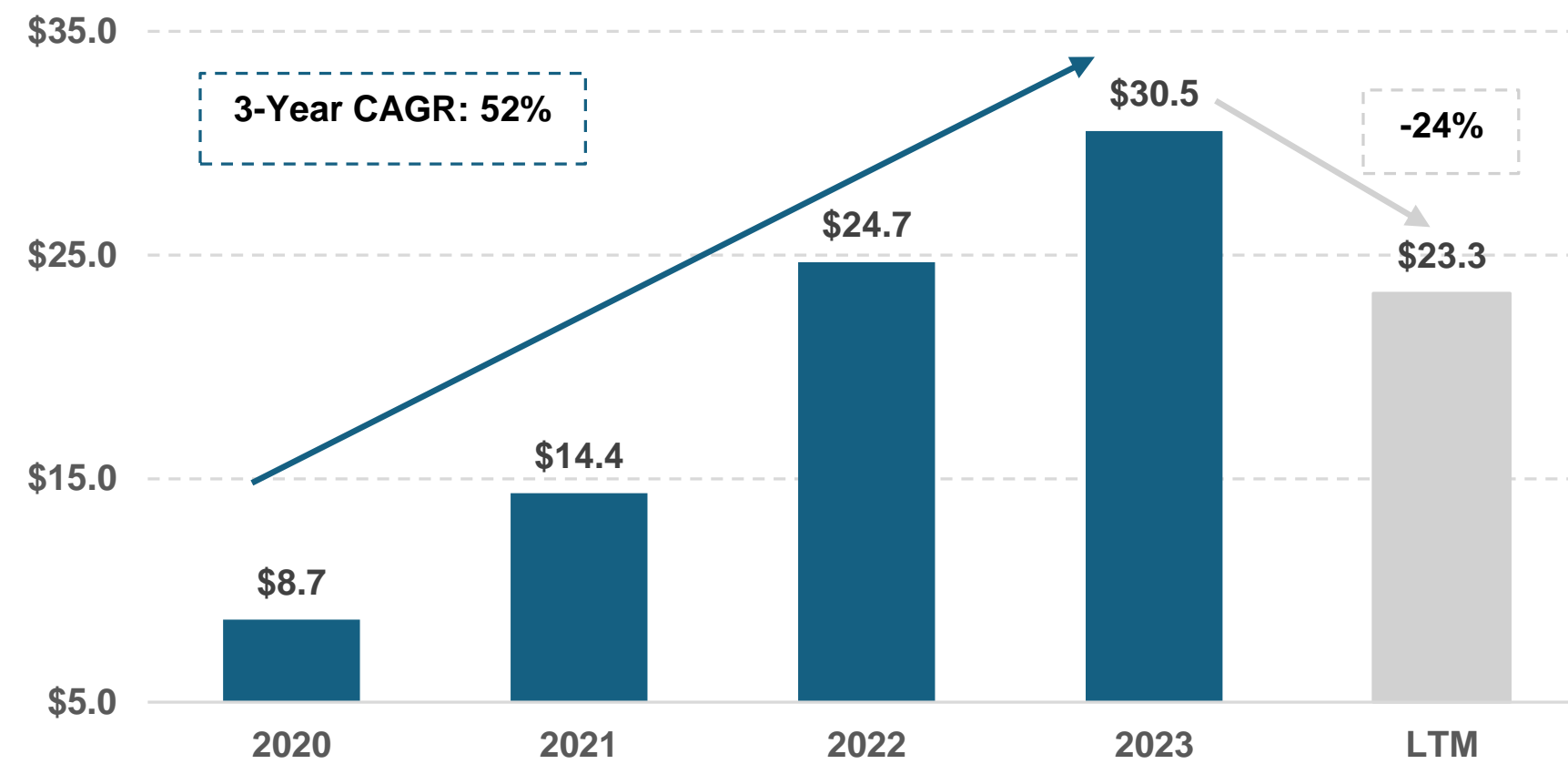
OPPORTUNITY

SPN VALUATION: \$11.2MM ENTERPRISE VALUE (0.5X LTM SALES VS. 3.3X COMP AVERAGE)

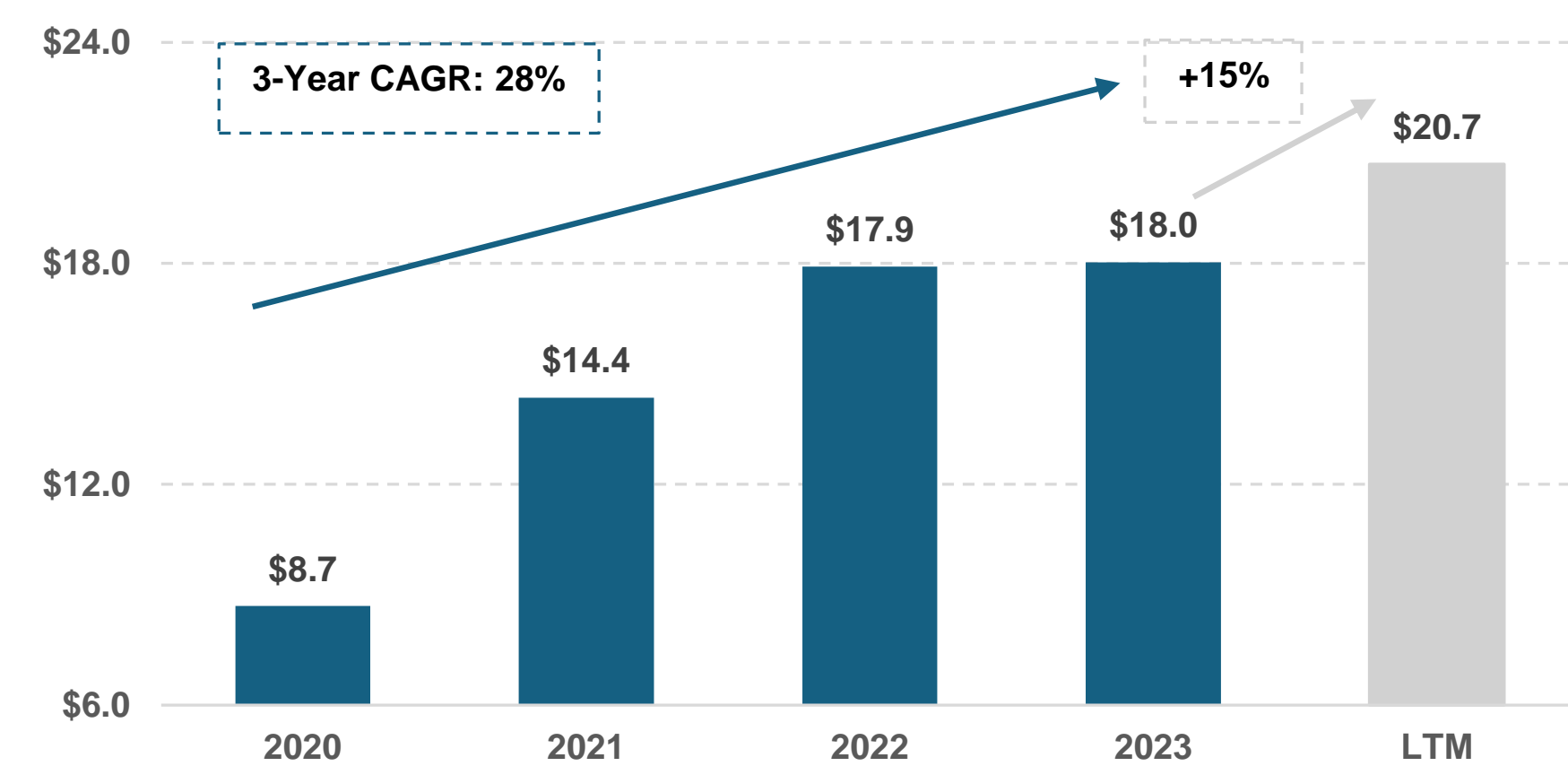
# STRONG GROWTH & PROFITABILITY

28% Core Revenue CAGR, Record Backlog and EBITDA Positive

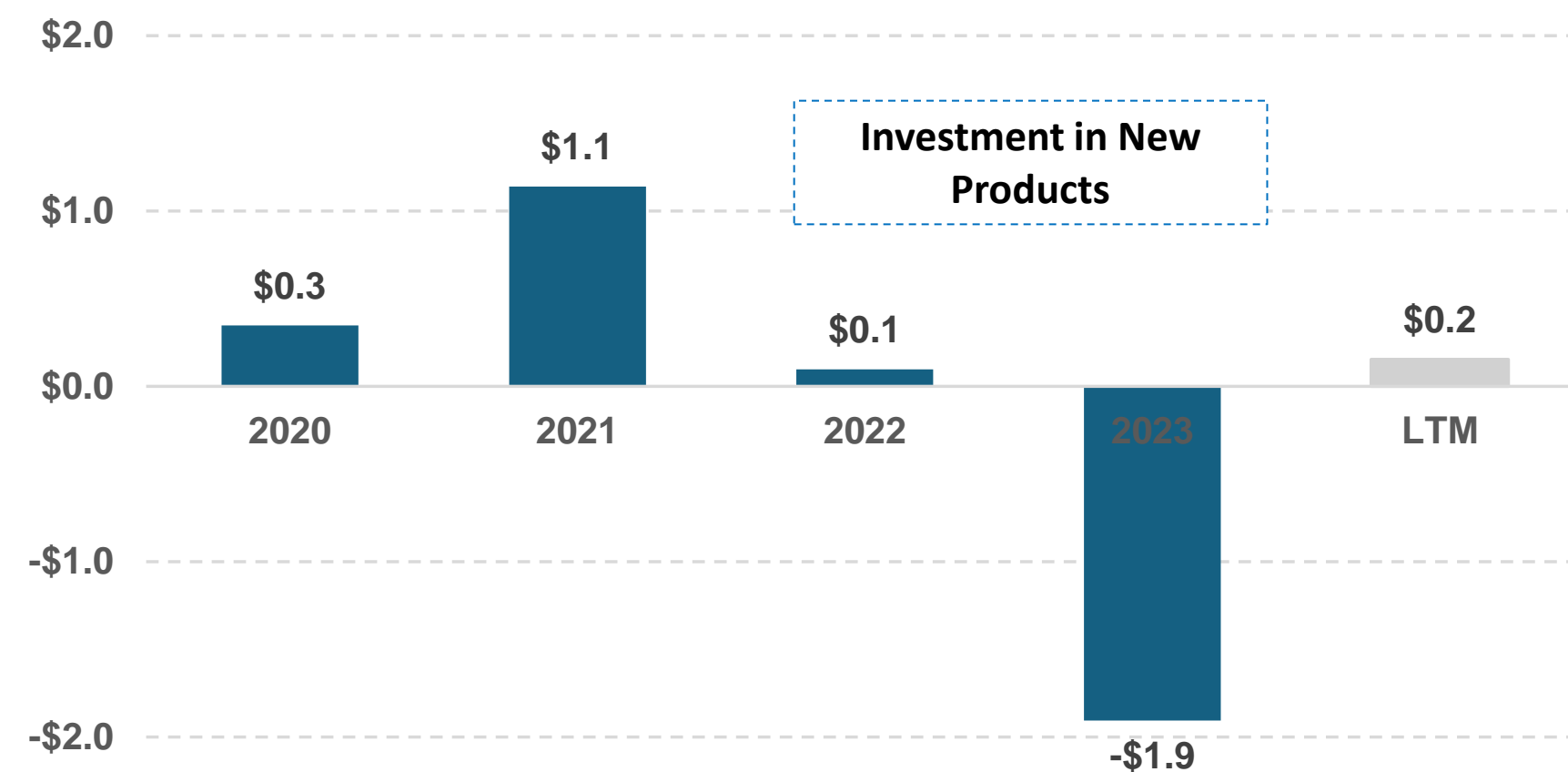
## Total Revenue



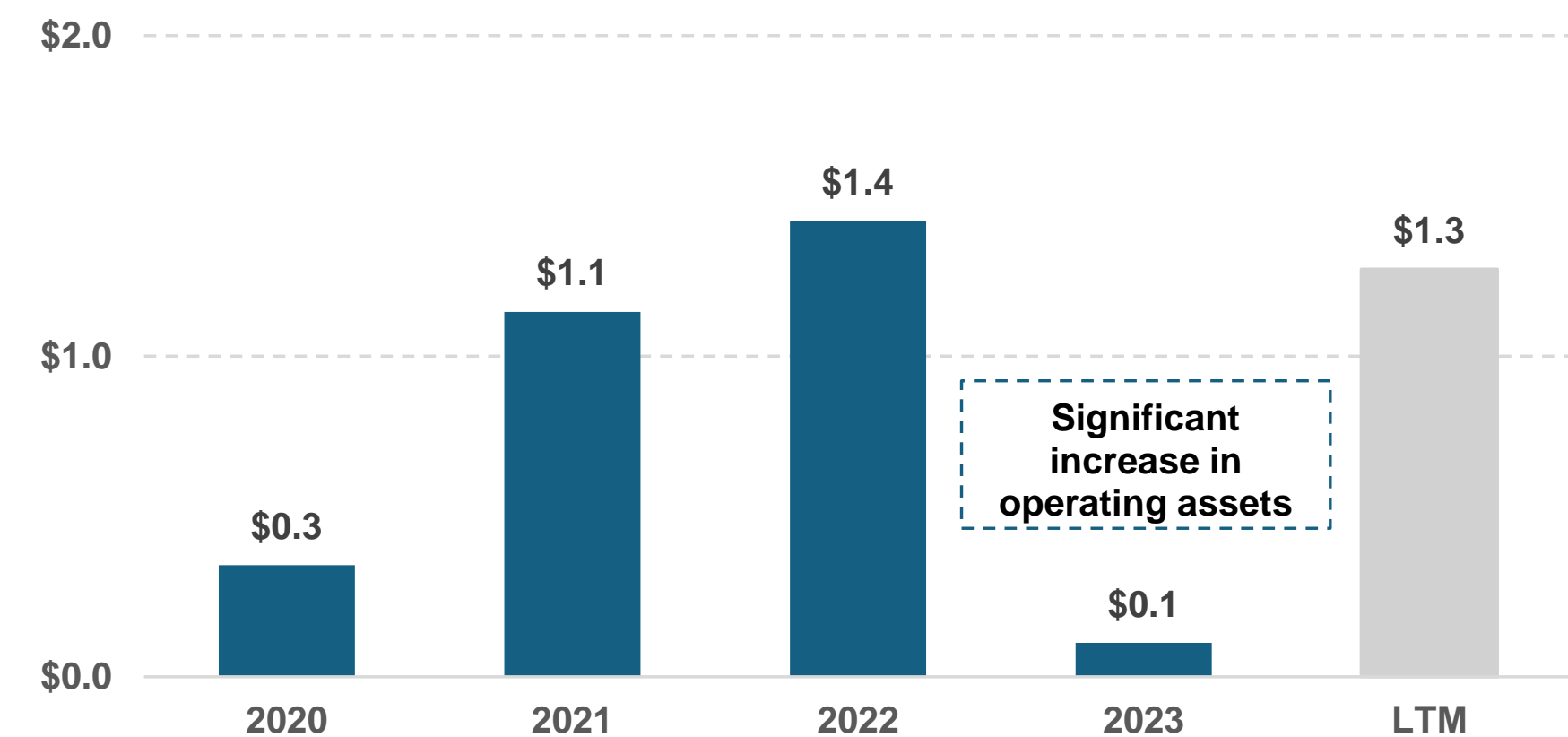
## Core SNIPP Revenue<sup>(1)</sup>



## EBITDA



## Adjusted EBITDA<sup>(1)</sup>

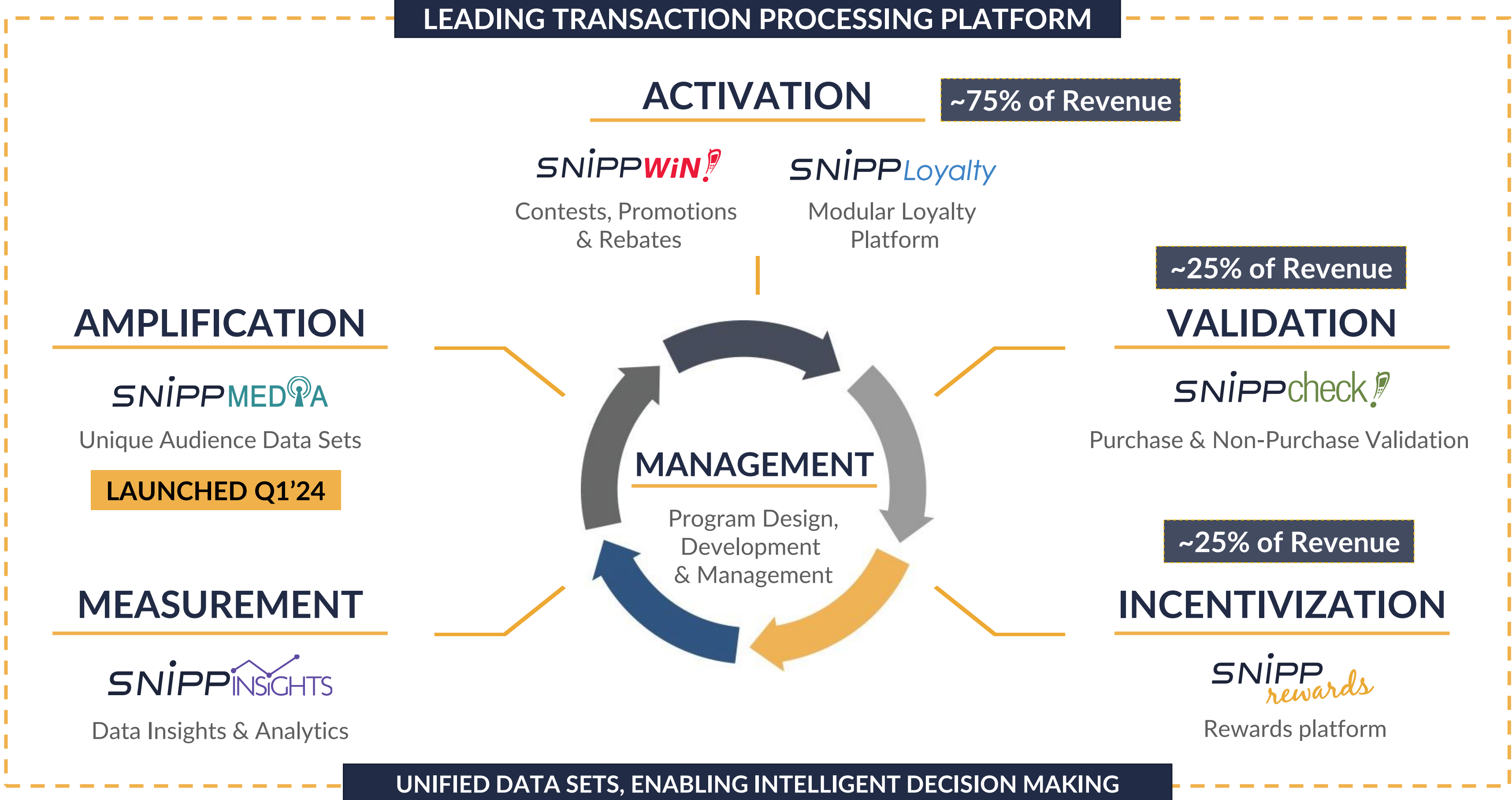


Note: All figures in USD. <sup>(1)</sup> Excludes pilot revenues and costs from Gambit Rewards launch and SNIPPMedia investment costs. LTM as of Q3'24E.



# PROPRIETARY SOLUTIONS

\$40mm+ of Capital Investment in Unique Suite of Marketing Tools & Data Analytics



SNiPP enables clients to Activate, Engage, and Learn about their customers

Leader in receipt processing, running 95% of all consumer scale programs in NA

Comprehensive MarTech platform with global deployment

**FULLY RECOGNIZED CAPITAL INVESTMENT => PROFITABLE SCALABILITY FOR THE FUTURE**

# DIVERSIFIED, GLOBAL CUSTOMER BASE

Fortune 500 Clients - Presence Across North America, Europe and Asia

<p><b>CPG INDUSTRY</b></p>	
<p><b>REGULATED INDUSTRIES</b></p>	
<p><b>OTC PHARMA</b></p>	
<p><b>RETAILERS &amp; MALLS</b></p>	
<p><b>OTHERS</b></p>	



# HIGHLY LEVERAGEABLE ASSET BASE

Significant Investment in People & Platform, Combined with Efficient Sales Process IP



## PEOPLE

**Total Headcount: 105**

- 9 Management
- 24 Sales & Marketing
- 44 Product
- 28 Operations

### Key Additions:

- Round out of Senior Mgmt
- Head of SnippMedia

### Comments:

- Invested in human capital through the downturn
- Proper base to scale business at ~90% contribution margin



## PLATFORM

**Platform Investment: \$40mm+**



### Observations:

- Most tech engine investments are recognized as incurred

### Comments:

- Development based on client-specific needs that can then be leveraged with other clients
- Fully expensed asset, yet highly leverageable



## SALES PROCESS IP

### Proven IP Model:

- Understand prior performance
- Identify key learnings & KPIs
- Integrate Snipp platforms
- Deliver measurable results

### Observations:

- Mix of HMR/LMR and RR/NR

### Comments:

- Mix is essential to developing Fortune 500 client relationships
- Low margin – the trojan horse
- Result: ~50% HMR; ~60% RR



# EXPERIENCED & ALIGNED MANAGEMENT TEAM

Led by Core Management Team Since Inception; ~36% Inside Ownership + 9% Bally's



Atul Sabharwal  
Co-Founder, CEO

- 20+ years of digital media/mobile experience
- Board Member of Acme Solar, a \$2bn+ public company

**Prior Experience:**

- Board role at eSolar<sup>(1)</sup>, founder of the Finalysis Group, positions with AOL, IBM, BCG and News Corp

**Education:**

- MBA, Australian Graduate School of Management
- Attended the Wharton School, University of Pennsylvania



Rahoul Roy  
Co-Founder, CLO

- 20+ years of law experience in the US and India
- Former head of a corporate law practice in New York

**Prior Experience:**

- VC/PE investments, M&A, licensing, strategic alliances, domestic and international outsourcing arrangements

**Education:**

- BA. LLB. (Hons), National Law School of India
- LL.M. (Distinction), Georgetown University



Christopher Cubba  
CRO

- 20+ years of loyalty & promotions experience
- Extensive history with large brands in the CPG, Retail, & Technology sectors

**Prior Experience:**

- SVP, Customer Success & Strategy at PrizeLogic

**Education:**

- BBA, (Magna Cum Laude), Eastern Michigan University



Wayne Weng  
CTO

- 20+ years of IT experience and project leadership
- Expert in software and enterprise-level architecture

**Prior Experience:**

- VP of Engineering at Hip Digital
- Software development and management experience; actively led technical teams across multiple countries

**Education:**

- BA, Computer Intelligence, ZheJiang University



Richard Pistilli  
CFO (Interim)

- 20+ years of corporate finance & investment banking experience
- Founder and executive at ACEPortal and Gambit Rewards

**Prior Experience:**

- 10+ years of investment banking with Bank of America, Citi and CIBC

**Education:**

- MBA, Yale University
- BSc (Magna Cum Laude), Cornell University

# FOCUSED STRATEGY TO CLOSE THE VALUE GAP

Expand Core Business, Leverage Assets, Optimize Capital Structure

	Expand Core Business	Leverage Assets	Optimize Capital Structure
<b>Strategy</b>	Grow core platform with existing and new industries	Leverage fixed asset base to generate free cash flow	Optimize WACC; close valuation gap
<b>Key Tactics</b>	<ul style="list-style-type: none"> <li>New industries</li> <li>Geographic (~90% NA) growth with existing clients</li> <li>Launched SnippMEDIA</li> </ul>	<ul style="list-style-type: none"> <li>Maintain human capital</li> <li>Harvest \$40mm+ in platform investments</li> <li>Recognize forward Capex/D&amp;A</li> <li>Monetize ~\$37mm NOL assets</li> </ul>	<ul style="list-style-type: none"> <li>Unlock NOLs</li> <li>Evaluate debt/equity mix; review share buyback plan</li> <li>Launch IR strategy</li> <li>Uplist onto NASDAQ</li> </ul>
<b>Focus</b>	<ul style="list-style-type: none"> <li>Evaluate operations needs as new business develops</li> </ul>	<ul style="list-style-type: none"> <li>Assess viability of each tactic and adjust if necessary</li> </ul>	<ul style="list-style-type: none"> <li>Execute once sustained profitability is achieved</li> </ul>

## Closing the Value Gap

### Assets:

- ~\$40mm platform
- Fortune 500 clients
- 100+ employees in 5 countries
- 15 years of IP development
- ~\$37mm in untapped NOLs

### Actions:

- Sustain growth & profitability
- Launched SnippMedia

### Objective:

- Close value gap: 0.5x vs 3.3x<sup>(1)</sup>
  - SPN stock price: \$0.06
  - Implied SPN price: \$0.29



# LAUNCH OF SNIPP MEDIA WITH BANK OF AMERICA

Industry First Solution Represents Large Untapped Opportunity

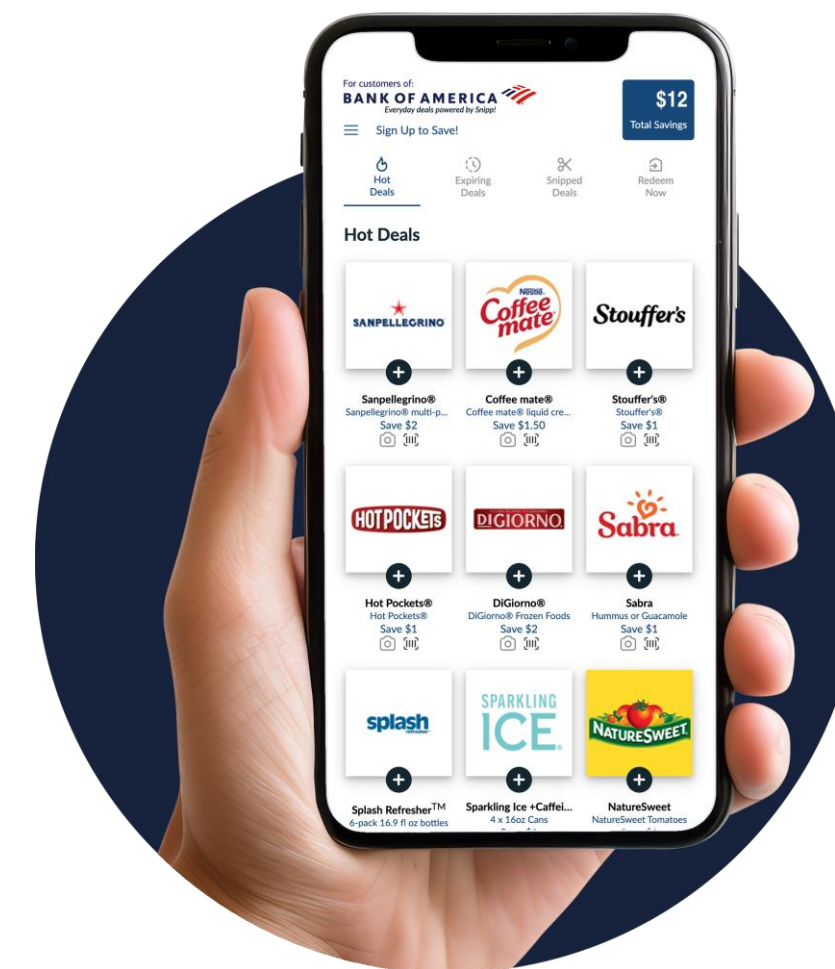
Bringing Untapped Audiences in Banking Channels to SNIPP's CPG & Agency Clients

## Snipp Financial Media Network (FMN)

- Built in Collaboration with leading Financial Institutions
- Enables FIs to attract Brand \$ by displaying SKU level offers to their credit & debit card customers and offset loss of interchange fees
- Snipp brokers real time settlement between FI, Consumer and Brand



CPG brands and retailers fund promotion offers



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



Consumers save with SKU level promotional offers

Snipp's 1<sup>st</sup> Banking Partners!



# APPENDIX



# SNIPP – Current Capitalization

Shares Outstanding:	282.3m
Share Price (USD):	\$0.06
Market Capitalization:	\$15.7m
Cash:	4.5m
Total Debt:	--
<b>Total Enterprise Value:</b>	<b>\$11.2m</b>

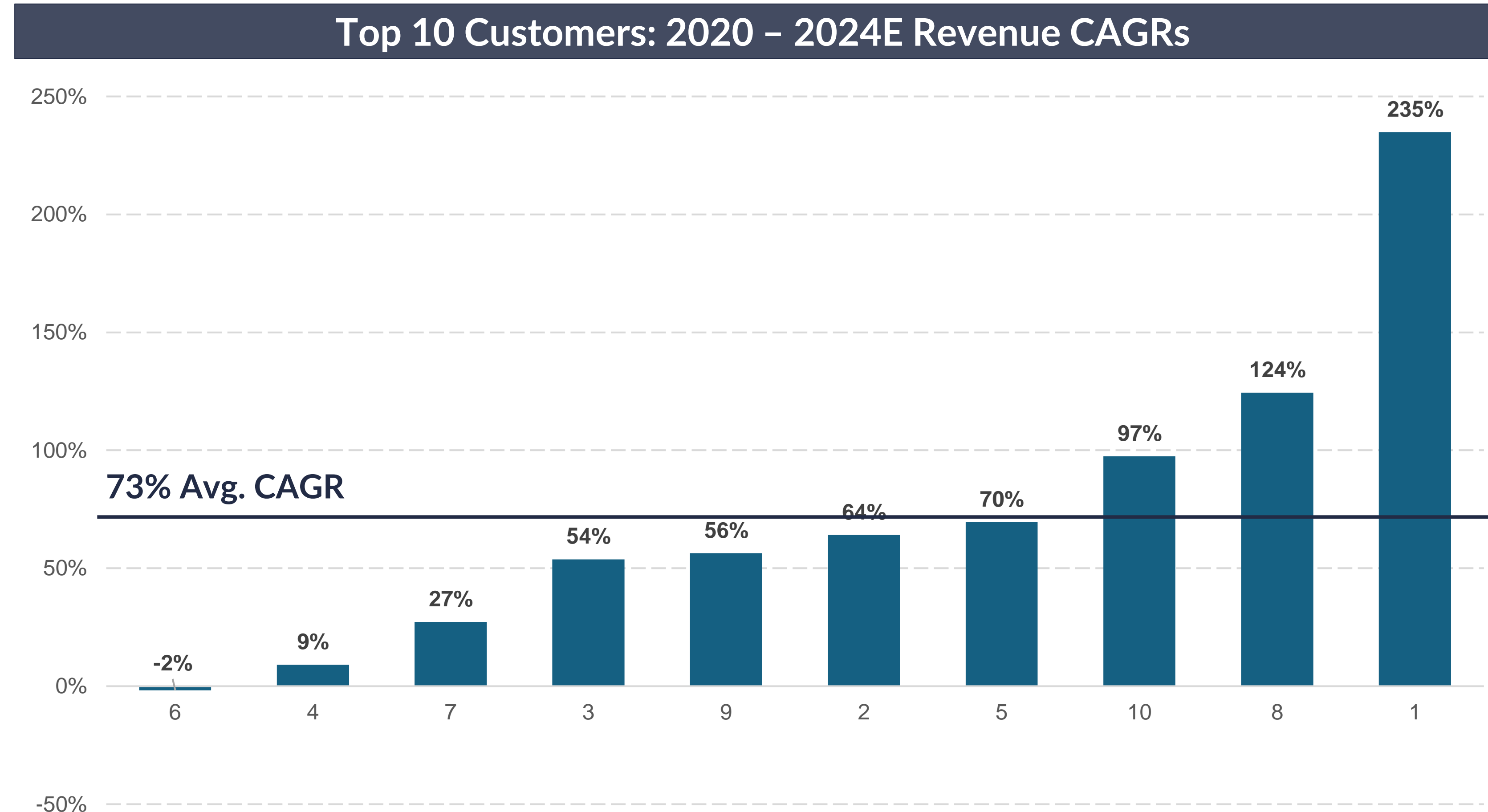
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## LARGEST HOLDERS:

- 32% Snipp Insiders (Directors & Officers)
- 9% Bally's Corporation (NYSE: BALY)

# TOP 10 SNIPP CUSTOMER ANALYSIS

Track Record of Acquiring & Growing SNIPP's Share of Customer Wallets



**GLOBAL BRANDS WORK WITH SNIPP AND ADOPT THE COMPANY AS A TRUSTED PARTNER**



# WHY DO LEADING COMPANIES RELY ON SNIPP?

SNIPP Solves a Marketing Need, Founded on Data Solutions. Anytime, Anywhere!



Receipt API    CPG Loyalty    Channel Loyalty    GWP    Global Sweeps    Instant-Win    Punchcard    Social/ UGC    GWP + Sweeps    Gamification    CashBack/ Rebate    Rewards

← TRUSTED BY GLOBAL FORTUNE 500 COMPANIES →



Pharmacy    Retailer    Retailer    B2B Applicators    B2B Dentists    Retailers & Distributors    Regulated Industry    Retail Specific    Sports Marketing    Seasonal Promotion    Co-branded Promotion    Financial Media Network



# STACKING UP THE COMPETITION

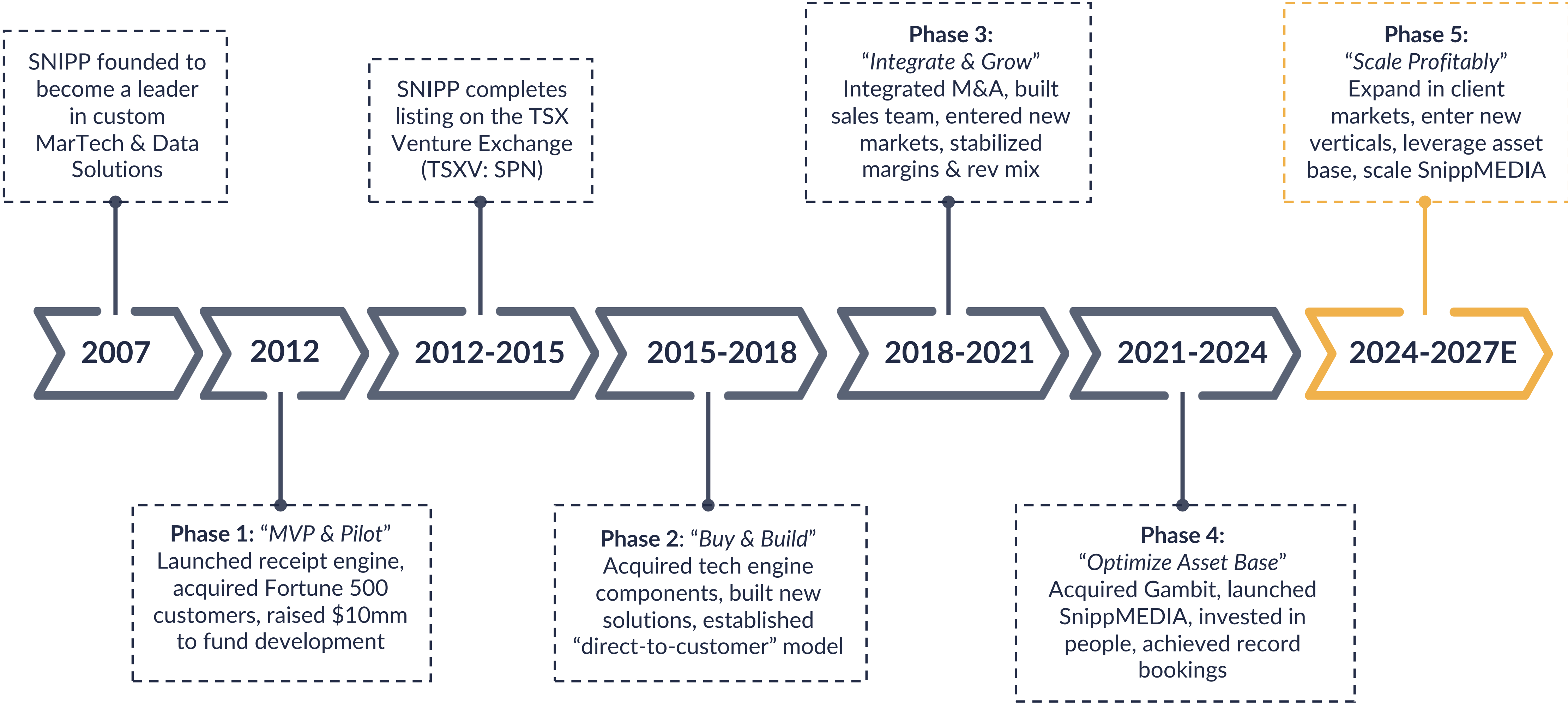
SNIPP's Integrated Consumer Promotion & Digital Solutions are Best-in-Class

Feature							
<b>Key Focus</b>	Rewards-based marketing & promotions platform	Cashback on multi-purchase methods	Points for scanning receipts	Rewards for walking, scanning & purchasing	Online cashback	Custom promotions platform	Digital coupons & promotions
<b>Partnerships</b>	Custom, brand-specific	2,700 brands & retailers	500+ brands, eReceipts from Amazon, Target, UberEats	Amazon, Walmart, TJ Maxx, Sephora	3,500+ online retailers	Scalable across regions	Retailers & CPG
<b>Loyalty Program Partners</b>	Tailored loyalty integration	Walmart, Hyvee, Giant Eagle	General Mills Good Rewards	Multiple retail programs	N/A	Customizable, depending on promotion	Integrated into retailer loyalty programs
<b>Value Proposition</b>	Advanced data insights on promotions	Cashback from multi-sources	Simple receipt scanning, points on purchase	Multi-touchpoints, gamified experience	Cashback from online purchases & quarterly payouts	Customizable, highly scalable	Real-time targeted promotions using rich shopper data
<b>Best For</b>	Deeper consumer insights & rewards automation	Grocery, travel, online shopping	Grocery, household purchase	Frequent shoppers, in-store experience		Large-scale brand promotions	Targeted, real-time consumer engagement
<b>Standout Features</b>	Data-driven solutions with advanced tracking	Mobile barcode scanner, browser plugin	Social features (competitions, shared rewards)	Gamification	Quarterly cashback payments; higher rates for certain stores	Flexible promotions across platforms	Real-time personalization, targeted promotions

Source: ecommert.



# COMPANY HISTORY



(1) Expand into \$563bn AdTech market; bring untapped audiences in Banking channels to SNIPP's CPG & Agency clients.





**SNIPP!**

**THANK YOU**

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**Atul Sabharwal**

Founder & CEO

Snipp Interactive Inc.

Email: [atul.sabharwal@snipp.com](mailto:atul.sabharwal@snipp.com)

**Richard Pistilli**

Interim CFO

Snipp Interactive Inc.

Email: [richard.pistilli@snipp.com](mailto:richard.pistilli@snipp.com)

[www.snipp.com](http://www.snipp.com)