CREATING LOYALTY through SMART REWARDS
Shop Fetch
Scan & Go Self-Checkout
App @ Select Retailers
Across the USA

Fetch Rewards
Smarter Loyalty Program
Bringing Together The
World’s Most Loved Brands
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CPG LOYALTY PROGRAM HAVE LIMITATIONS

- Cost-Prohibitive
- Limited Reach
- Disparate
WE CREATED A SOLUTION

Fetch Rewards is the smarter and more rewarding way to shop for your groceries. Every time. *Anywhere.*
1. Scan Receipts
Scan your recent grocery receipt from any store.

2. Earn Points
We’ll Fetch you points on all participating brands & products.

3. Get Rewards
Collect points, and redeem them for awesome rewards!
SMARTER POINTS FOR DIFFERENT BEHAVIORS

ALWAYS-ON LOYALTY POINTS

1% Back:
On All Partner Brands

Bonus Points:
Disproportionally rewarding points for the right shopper behavior

SPECIAL OFFERS

Ways to Earn Points

<table>
<thead>
<tr>
<th>Special Offers</th>
<th>Brands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earn 1,000 Points</td>
<td>Buy ONE (1) AXE Deodorant or Antiperspirant</td>
</tr>
<tr>
<td>Earn 1,000 Points</td>
<td>Buy (1) HENRY’S Hard Soda 6-Pack (any variety)</td>
</tr>
<tr>
<td>Earn 1,000 Points</td>
<td>Buy THREE (3) OSCAR MAYER P3</td>
</tr>
</tbody>
</table>
SMART PRE-SHOP FEATURES TO ASSIST THE FULL PATH-TO-PURCHASE

Shopping Lists Made Smarter

• Intelligent List Recommendations
• Recipes
• Purchase direct through eCommerce
NEED FOR **FAST**, **DEEP**, AND **CONTINUOUS DATA**

**SYNDICATED**
- Robust, yet slow
- Self-access tools provide limited granularity
- Not single source

**RETAILER LOYALTY**
- Granular, but single retailer use case
- Inability to see users across channels
- Expensive

**AD-HOC**
- Claimed behavior
- Limited scope
- Process not iterative
NEED FOR FAST, DEEP, AND CONTINUOUS DATA

SYNDICATED
SLOW
- Robust, yet slow
- Self-access tools provide limited granularity
- Not single source

RETAILER LOYALTY
NARROW
- Granular, but single retailer use case
- Inability to see users across channels
- Expensive

AD-HOC
ONE & DONE
- Claimed behavior
- Limited scope
- Process not iterative
NEED FOR FAST, DEEP, AND **CONTINUOUS DATA**

**SYNDICATED**
- Robust, yet slow
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**RETAILER LOYALTY**
- Granular, but single retailer use case
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**AD-HOC**
- Claimed behavior
- Limited scope
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FETCH CAPTURES FAST, DEEP, AND CONTINOUS DATA AT THE INDIVIDUAL SHOPPER LEVEL

And the 1:1 connection to the shopper enables brands to target and personalize:

- Offers & Value
- Media
- Content
DATA FROM BOTH MEASURED & NON-MEASURED CHANNELS

Retailer Representation (%)
Users spend more on our client’s products over time.

**Weekly CPG $ per User**

- **Base**: $9.19
- **3+ months**: $9.57 (+.4.2%)
- **3+ months, 23+ receipts**: $10.13 (+.10.2%)

+600bps
BUILDING A WORLD CLASS LOYALTY PROGRAM TAKES A VILLAGE
WIN-WIN FOR SHOPPERS & BRANDS

**ADDRESS MARKET NEEDS**
- Single Easy to Use Platform
- Expand Reach & Influence
- Relieve Cost Pressure

**PROVIDE TANGIBLE SHOPPER BENEFITS**
- Remove Hurdles
- Engage Intelligently
- Provide Meaningful Rewards

**PROVIDE VALUE & GROWTH TO CPGs**
- Personalize/Target Offers
- Increase Share of Basket
- Retailer & Channel Agnostic
- Measure Price Elasticity
- Engage, Test, Measure
- Enriched CRM Data
OUR KEYS TO SUCCESS

• Core Value: Full Transparency

• Bring together multiple functions within an organization to drive program implementation

• Formula For Success = Need + Value + Power
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