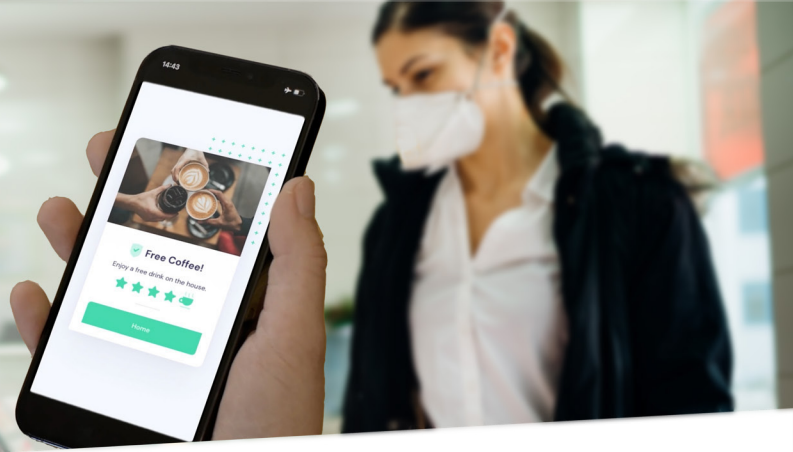




COVID-SAFE RETAIL REWARDS



Using SnowShoe's Spark™ Unique Loyalty System

SnowShoe's Spark™ solutions allow retailers to safely offer in-store loyalty rewards. Retail depends on both repeat business from loyal customers and creating a safe environment for staff and shoppers. With hands-free devices that can be wiped down with alcohol, Spark™ solutions speed the transition to safe check-ins.

Using Spark™ patented technology, customers can use their mobile devices to:

- Collect loyalty points to instantly win prizes
- Earn points towards special offers
- Unlock access to exclusive experiences or merchandise
- Redeem coupons and request instant information
- Provide stores with real-time customer insights

Research shows:

- 79% of the consumers report that loyalty programs make them more likely to continue doing business with a brand.
- Highly-engaged customers buy 90% more often and spend 60% more per transaction.
- A 5% uptick in customer loyalty can boost profits as much as 95%.

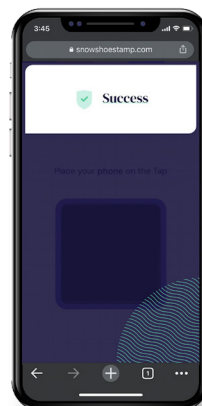
For more information: snow.sh/loyalty

Using SnowShoe's Spark™ capacitive technology:



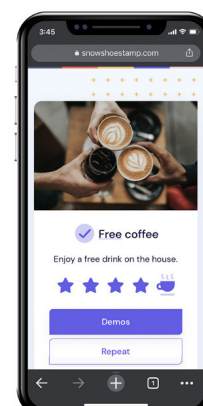
Check-in

Touch any smartphone screen to a SnowShoe device to start the check-in process.



Result

A check-in success validates that the customer is in that specific location.



Reward!

Your customer is rewarded with an offer, reward or special content you choose to deliver.

Safely and instantly reward your customers and receive insights with Spark Tap™

The new Spark Tap™ provides businesses with a COVID-safe and highly secure way of allowing customers to check-in and receive rewards with only their phones. The fixed point solution can be placed anywhere in a store and requires no human contact, electricity or connectivity.

Spark Tap™ uses SnowShoe's unique proprietary algorithm to authenticate each check-in event. When the Spark Tap™ comes into full contact with a phone or tablet screen, the mobile device sees a proprietary pattern that is unique to a specific location. Your customer is instantly rewarded, and you receive data to fuel your future marketing efforts.



SnowShoe's dashboard tracks transaction data to fuel your marketing

- New patented solution using the core SnowShoe technology
- Touchless check-in device, no human contact required
- COVID-safe and can be sprayed down with alcohol
- Pattern can be hidden with branding or with black label
- Ruggedized, can be made weather-proof
- Easily locked to a specific location via multiple means:
 - Built-in magnets for Point-of-Sale / Register locations
 - Tethering cable, secured to device, can deliver range of movement
 - Industrial fastening can provide for permanent placement
- System compatible across web, iOS and Android apps and mobile, requires no batteries/electricity (no NFC)

- Day and time
- Location
- Purchase details
- User frequency

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