

Crypto loyalty



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Why
do people
engage?

augeo

AUGEO



A global leader in engagement technology

70+

of the Fortune 500
companies, serving
hundreds of clients

45+

years of
experience

millions

of users across our
platforms

20+

industries
served

hundreds

of managed loyalty and
engagement programs

185+

countries being served
with a global footprint

Headquartered in St. Paul, MN



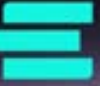
What are today's
driving forces?

The background is a dark blue field filled with a complex network of thin white lines connecting small white dots, resembling a digital or neural network. In the top right corner, there is a small logo consisting of three horizontal teal bars.

Empowered self

A new era:

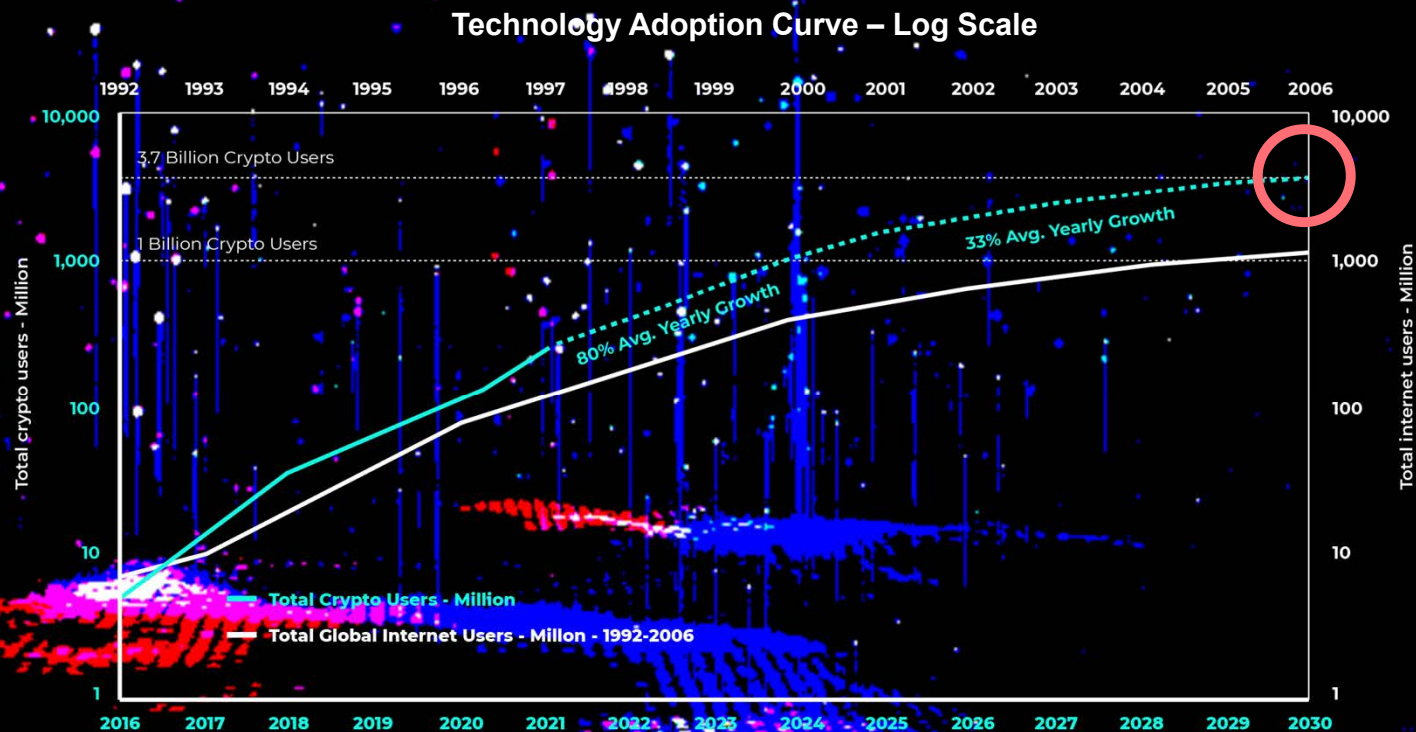
workplace, education, media, commerce, finance



Chapter & verse

The *inevitability* of digitally native assets

Crypto is growing faster than any tech ever introduced...



Source: Global Macro Investor



What is *Bitcoin*?
What is *Blockchain*?
Why does it *matter*?



Access

Ownership

Trust



Crypto Loyalty

Where do brands and organizations *begin*?

A STARTING PLACE: EASY ENTRY FOR FINANCIAL INSTITUTIONS

Loyalty rewards

57%

Express interest in
entering the ecosystem
through rewards

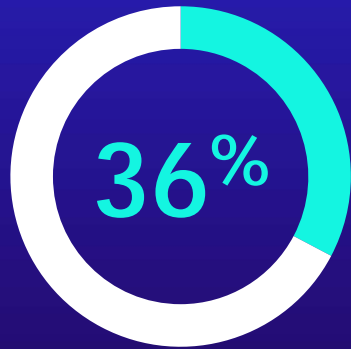
6x
spend

Today's leading Bitcoin
rewards card

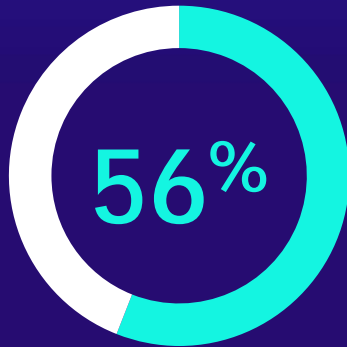
ATTRACT, ENGAGE, RETAIN TALENT



Employee benefits



of HR leaders & employees
want to receive part of their
paycheck in crypto



want to learn more
about crypto and NFTs
as a part of their job

- ✓ Payroll deduction
- ✓ Award optionality
- ✓ Opportunity to learn
- ✓ Expanded investment options

CRYPTO INSPIRES ENGAGEMENT & DRIVES BRAND CONNECTION



Consumer loyalty

53 million

Americans own or
use crypto



85%

want to earn
crypto rewards



WYNDHAM
HOTELS & RESORTS

CHOICE
HOTELS®

INTRODUCING



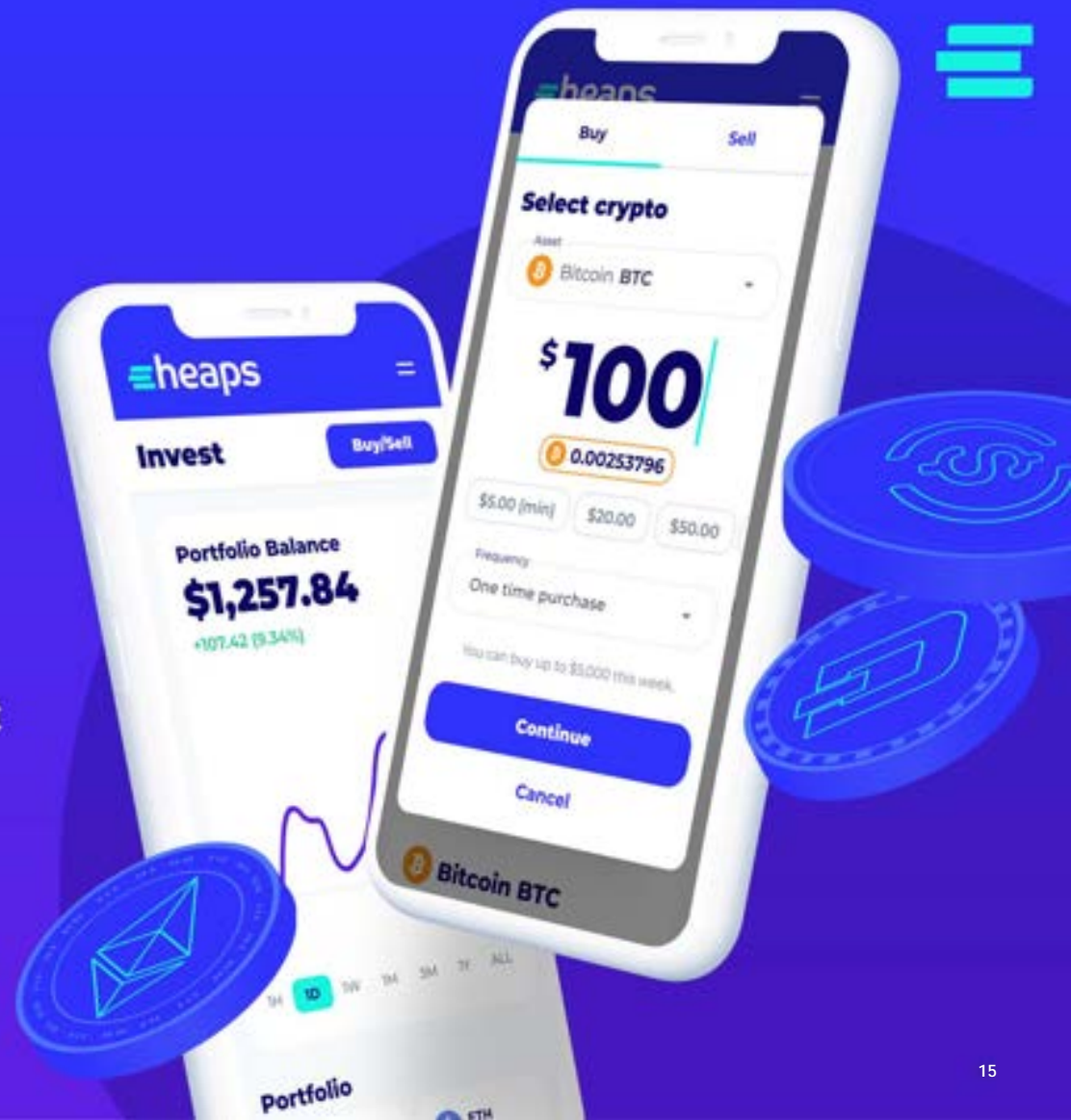
An integrated crypto
loyalty platform

- 1 Learn about digital assets
- 2 Redeem rewards
- 3 Invest your way
- 3 Earn crypto when you shop



Exchange + wallet

- ✓ Redeem, buy or sell top crypto assets
- ✓ One-time or recurring investments
- ✓ Secure 1:1 wallet powered by Prime Trust
- ✓ True ownership of coins





Education inspires participation

- ✓ Begin with an informed perspective
- ✓ Information over advocacy
- ✓ Mastering the basics of crypto & blockchain
- ✓ Understanding the risks and benefits

A bit about Bitcoin (BTC)

A new way to spend and save



Block by block

All about blockchain



Curious about crypto?

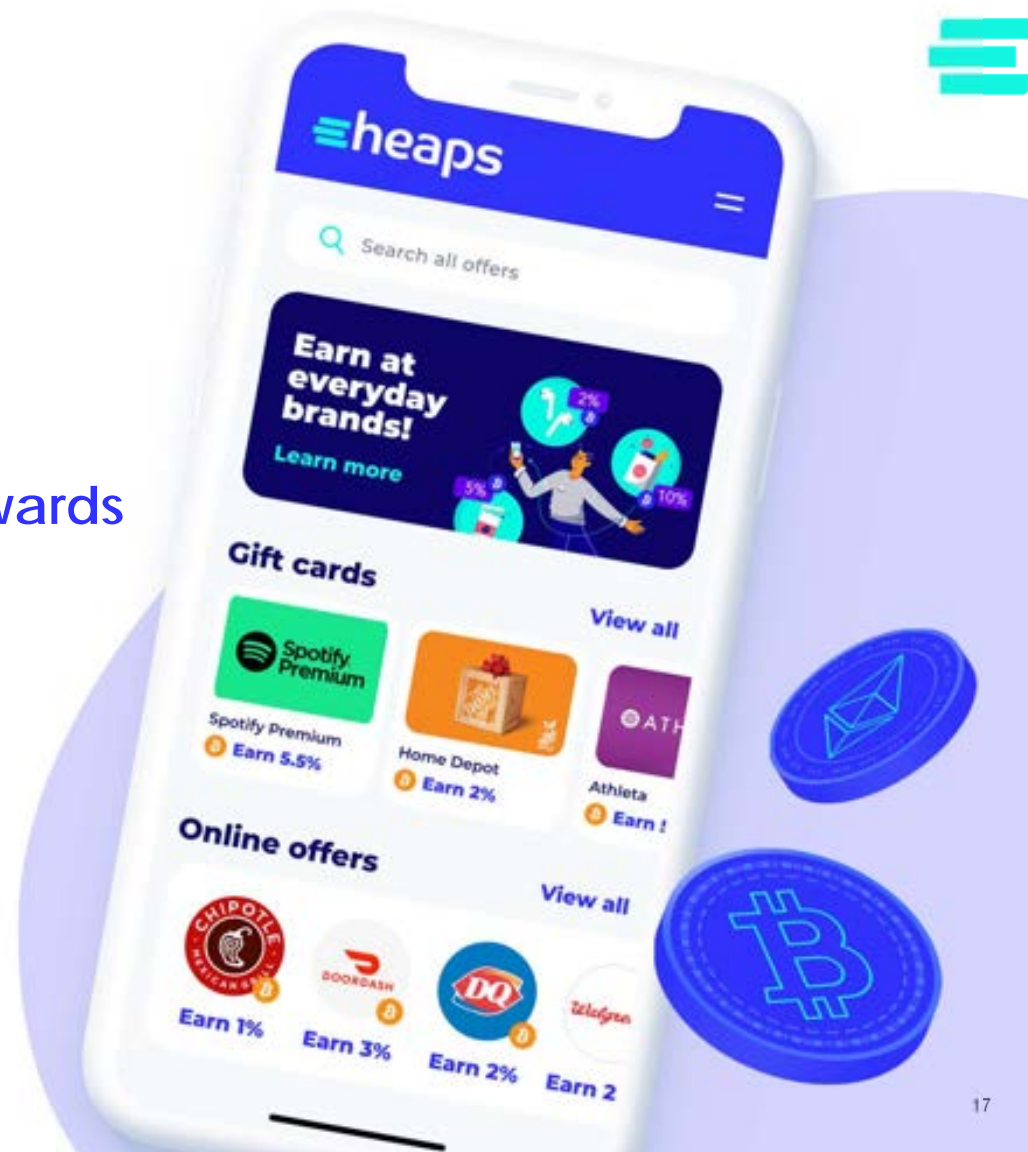
Understanding the basics



Earn crypto everyday

Bridge everyday life with loyalty rewards

- ✓ Build your portfolio with “found money”
- ✓ 1,000+ stores and brands
- ✓ Shop online and earn
- ✓ Hundreds of popular digital gift cards





A piece of every paycheck

- ✓ No tech integrations for employers
- ✓ One-time, **5-minute setup process** for employees
- ✓ Adjustable contributions, sell or cancel whenever
- ✓ Easy way to save in Bitcoin or leading crypto



Crypto rewards → NFTs



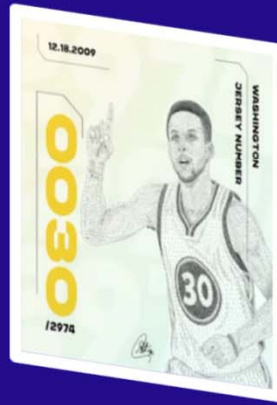
NFT Redemption Marketplace

\$13B

NFT volume
in 2021

18-35

Primary age
demographic



Collectibles



Phygital
products



Event
access



Art

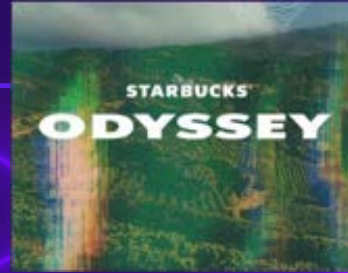
EXPERIENCE, ACCESS, COMMUNITY

Web3 expands engagement possibilities



Ownership

brings **social status**
and **economic benefit**



Blockchain

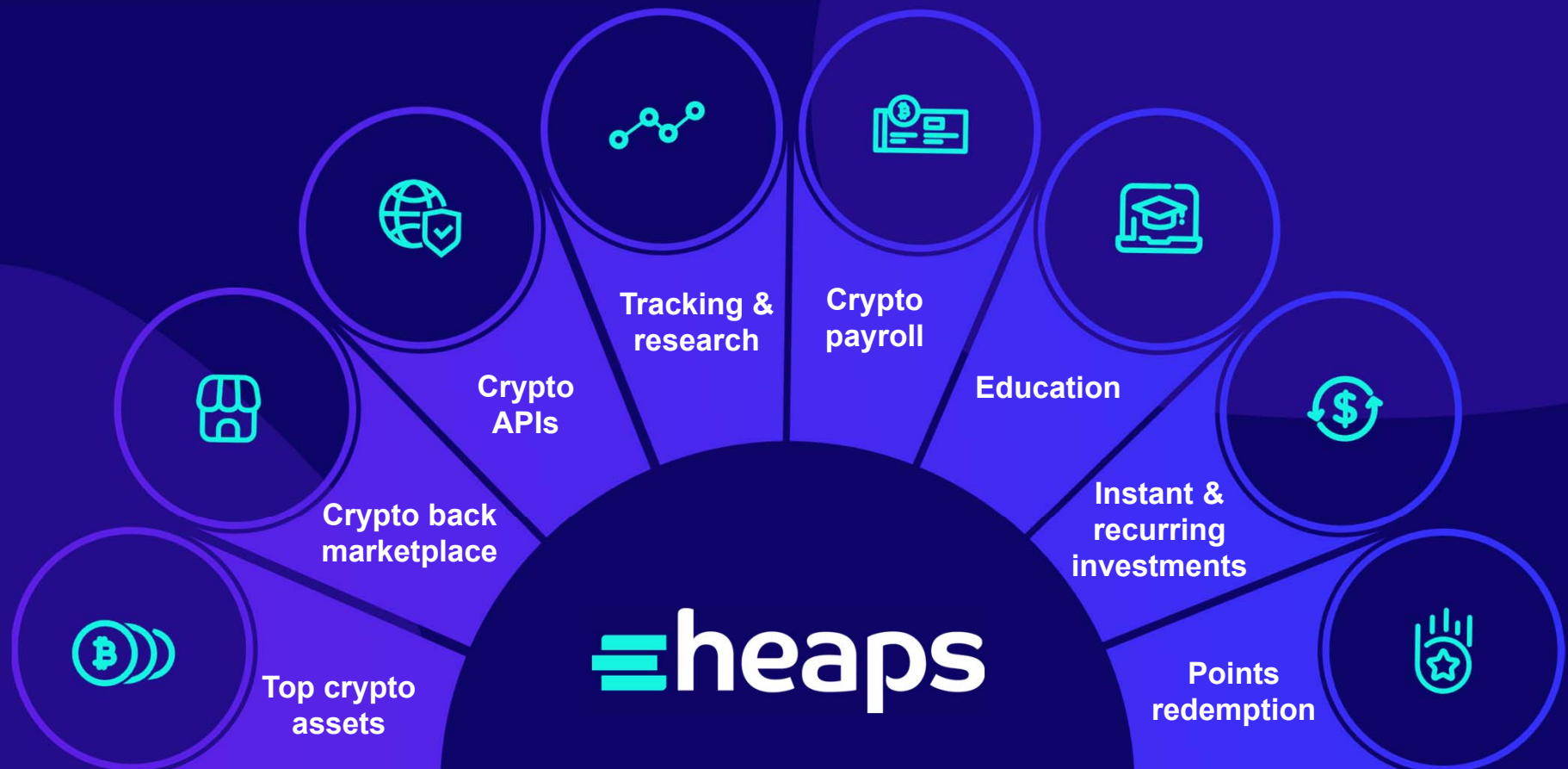
better enables **multi-brand loyalty** alliances



NFTs

enable **gated access** to
digital experiences,
community, commerce

One comprehensive solution



Inevitability Education Access Engagement

Crypto loyalty

 **heaps**
by augeo

getheaps.com

