

# GiftYa Program Overview

---





**giftya**

The thought that counts

## TOPICS

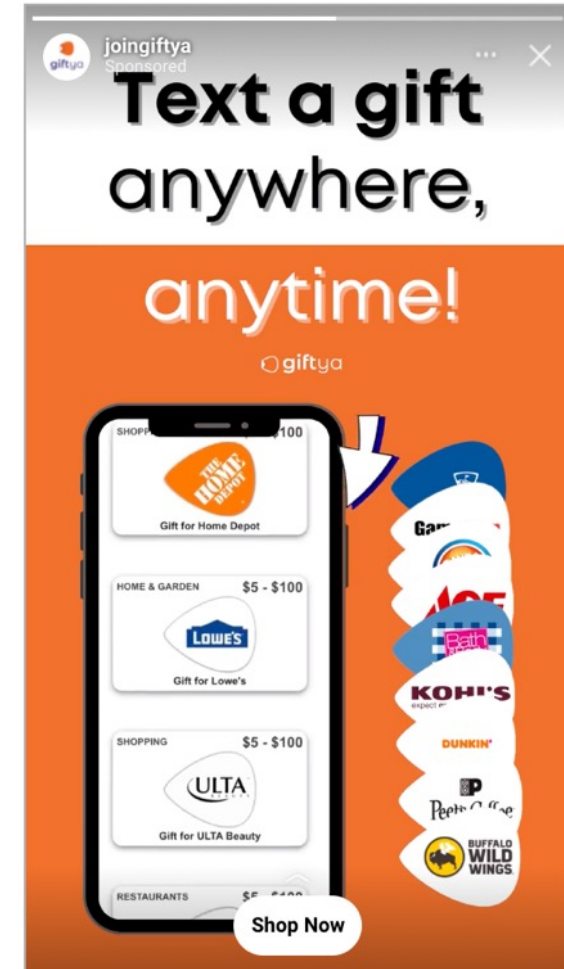
**GiftYa Platform Overview**

**Why GiftYa?**

**Priority Partner Benefits**

# GiftYa: Easy, Intuitive, Fast

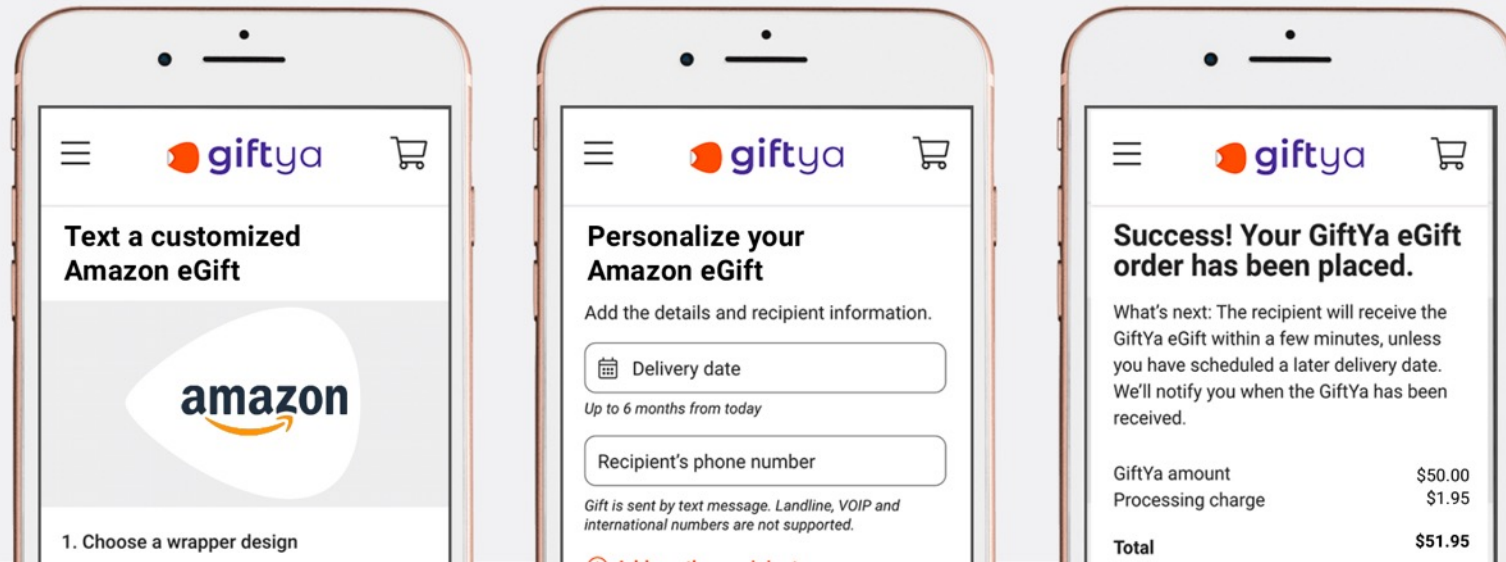
- GiftYa is the patented, peer to peer, text-based gifting platform that allows real time sending of digital gifts.
- A buyer can purchase a GiftYa for over 300,000 retail locations in the U.S., including 300+ national brands and thousands of local merchants.
- The recipient links their Visa/Mastercard/AMEX credit or debit card to their GiftYa account.
- GiftYa monitors if a purchase is made at the merchant and credits the linked card account with the gift amount.



# HOW IT WORKS

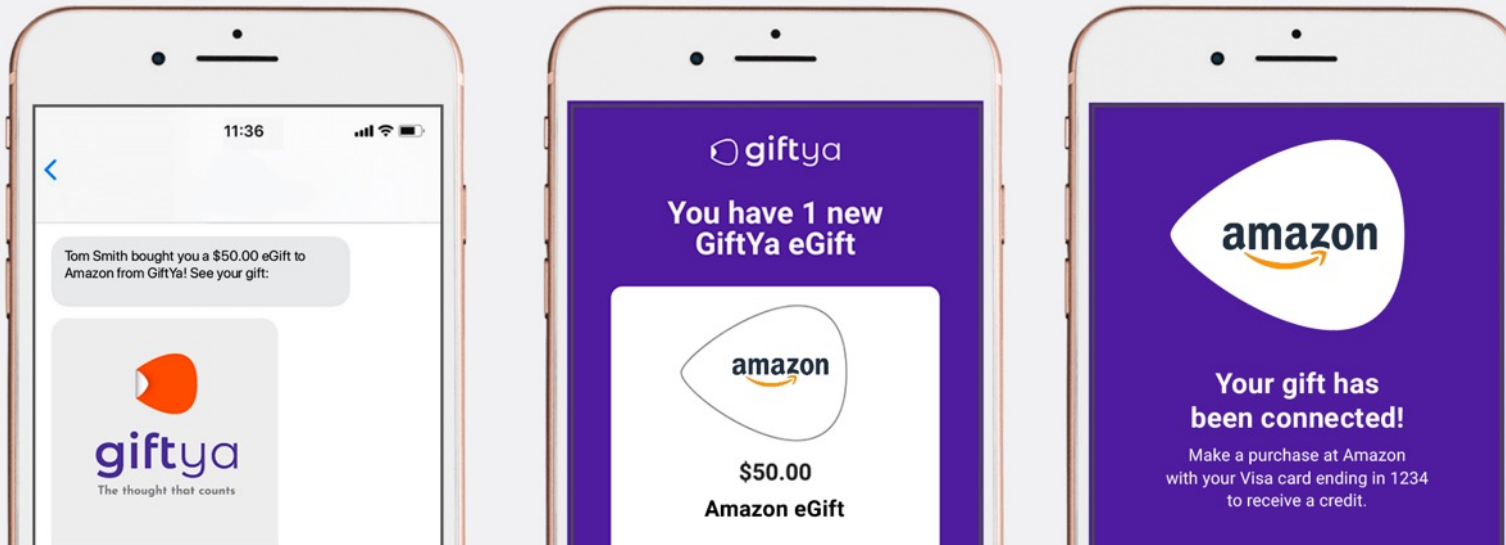
## SEND IN 18 SECONDS

1. Pick a brand
2. Personalize with a text, photo, or video
3. Text the GiftYa



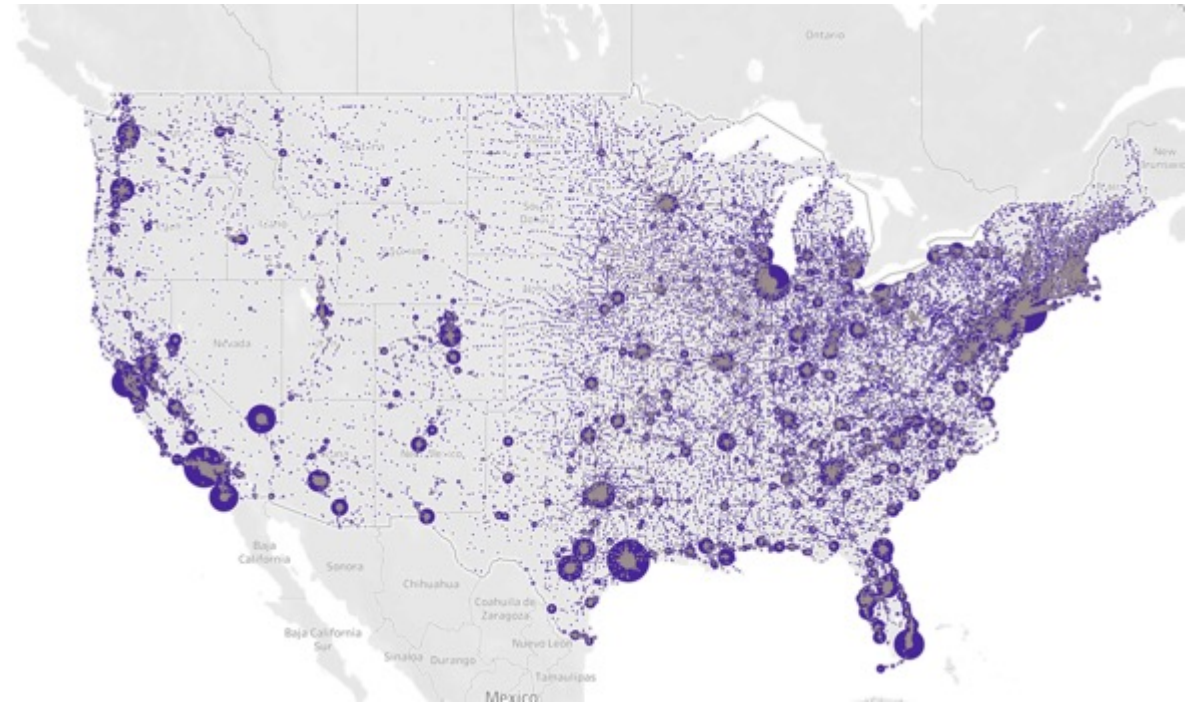
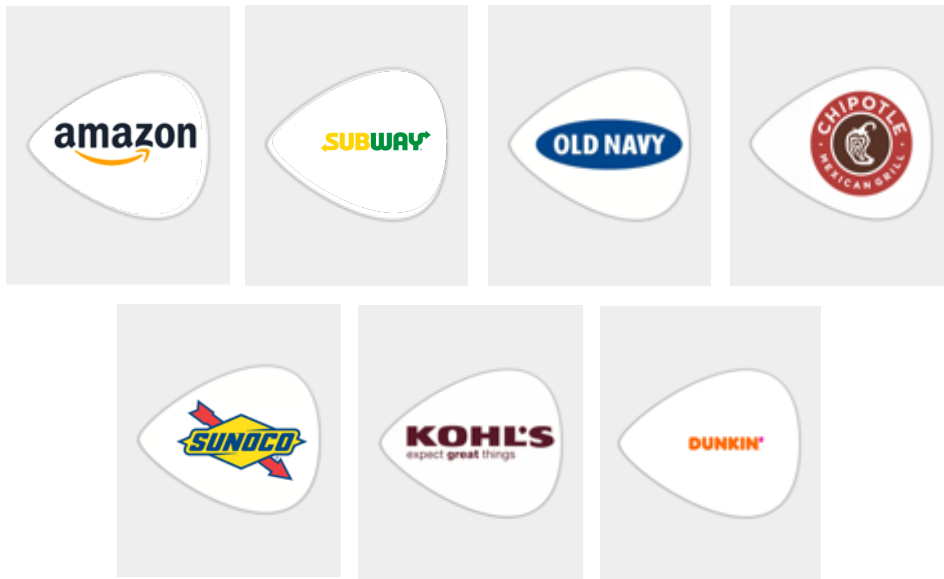
## RECEIVE & LINK IN 10 SECONDS

1. Receive a text
2. View the gift
3. Connect card
4. Shop with card



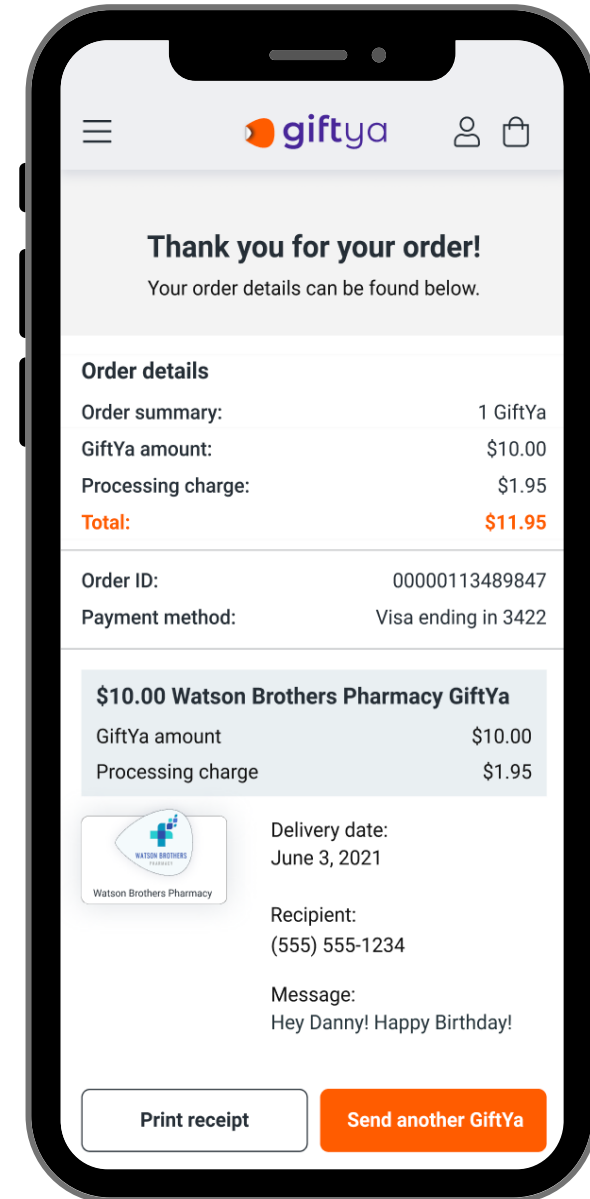
# THE GIFTYA FOOTPRINT

GiftYa has thousands of merchants representing over **300,000** locations in the U.S., including over 300 national merchants.



# THE ECONOMICS OF GIFTYA

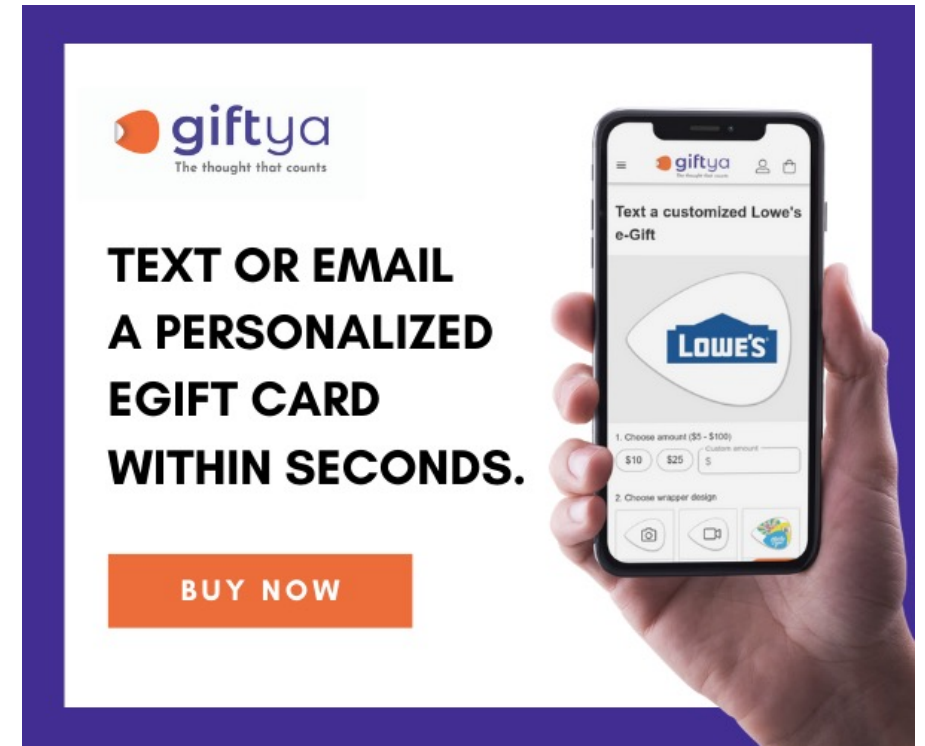
- 100% of transaction value paid to the merchant through a standard Visa/MC/Amex transaction.
- Consumer sending GiftYa pays \$1.95 processing fee.
- GiftYa covers the ecommerce gift purchase fees as well as the Visa, MC, AMEX, Issuer, Processor fees.
- Never a cost for merchants to participate. No commissions or revenue share.



# Why GiftYa?

## GiftYa Delivers . . .

- **The Most Popular Gift**
  - 80% of consumers plan to give a gift card in 2022\*
  - Works as a stand-alone gift card and augments existing gift card programs
- **Differentiation**
  - Many merchants do not have digital gift cards and even fewer have textable gifts
- **Instant Gratification**
  - It takes less than a minute to send and receive a GiftYa
  - Great for last-minute gifting



\*Source: Fiserv Gift Card Survey 2021

# Priority Partner Benefits

## GiftYa is a Customer Acquisition/Retention Tool

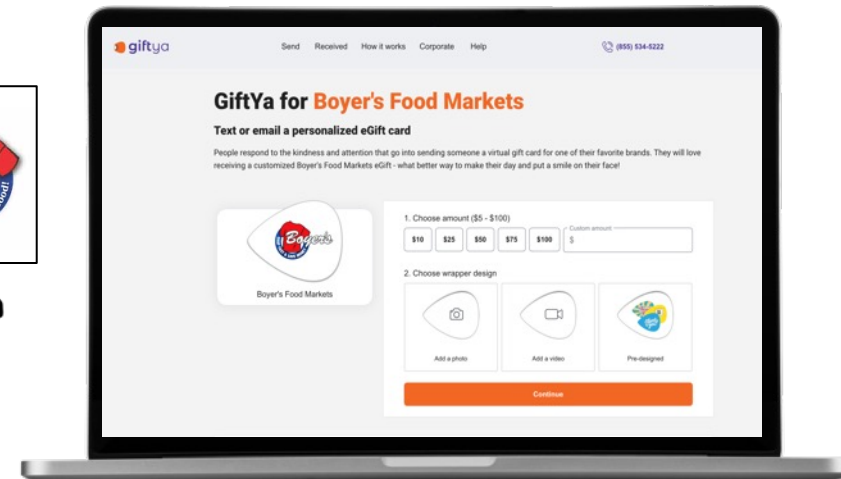
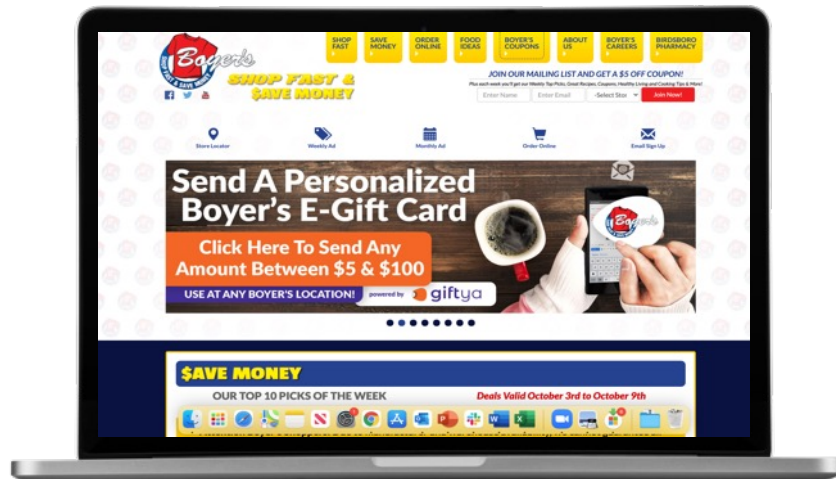
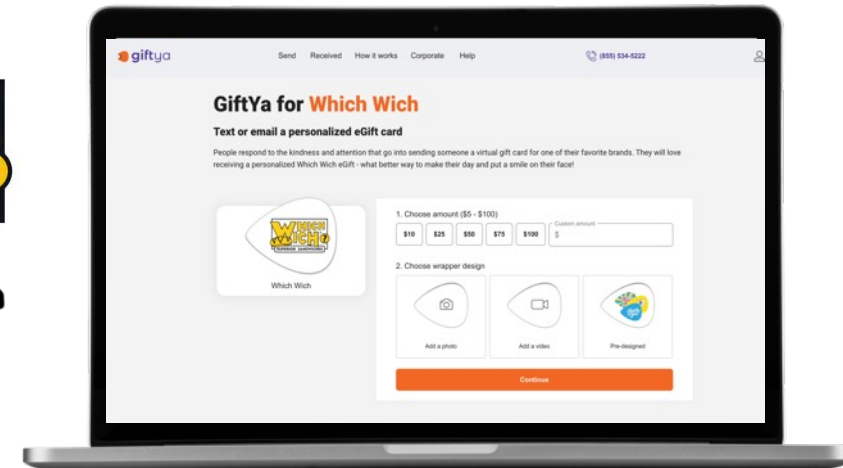
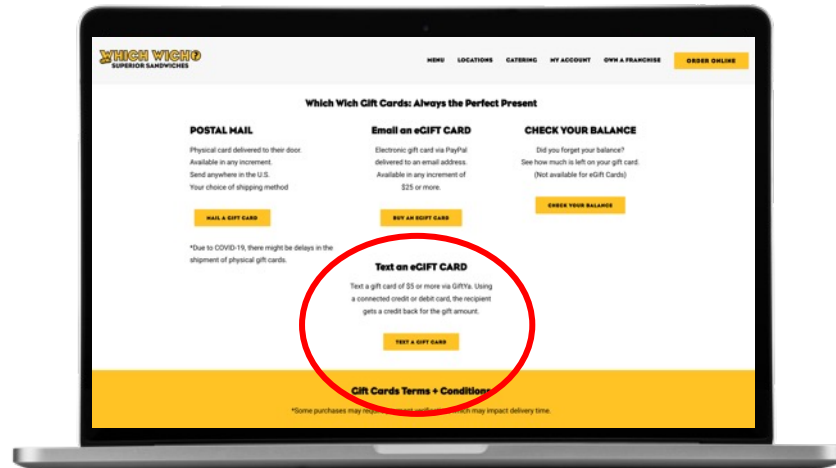
---

- Unique, patented, one-of-a-kind product with no similar functionality available in market
- Realtime, text-based e-gifting platform deployable by any merchant
  - If a merchant accepts Visa/MC/Amex then they can accept GiftYa
  - No training, no POS changes, no integration for the merchant
  - GiftYa operates across all locations regardless of POS system
  - No operational impact (in-store, online, or back office)
  - Drives incremental foot/web traffic for merchants



# MERCHANTS PROMOTE TEXTABLE E-GIFTS TO DRIVE SALES FOR THEIR BRANDS

Link to your GiftYa landing page from your website and social media





THANK YOU