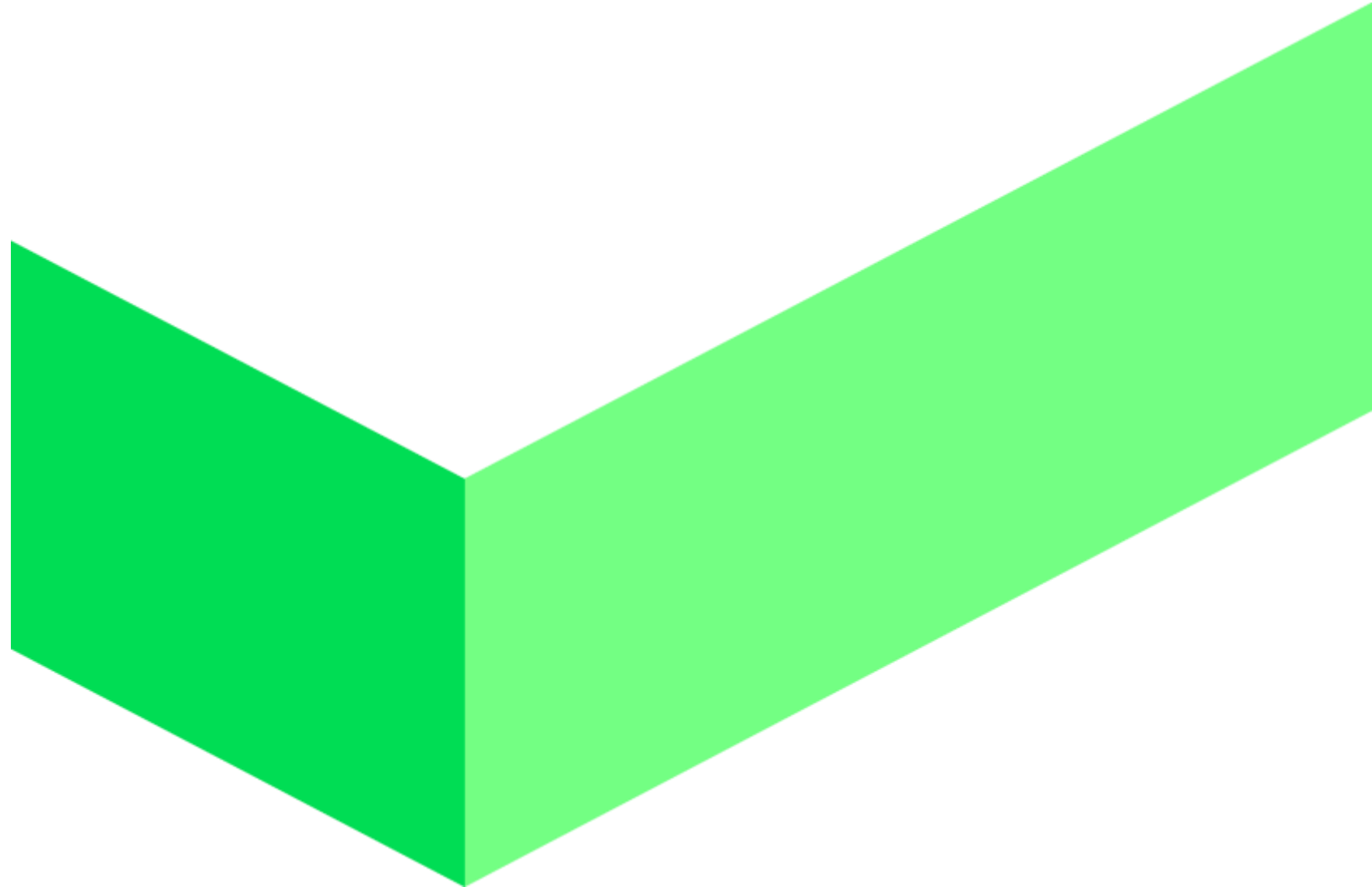


# Shopping Boss Overview

Revised: April 16, 2021



# Next Generation Application: Members Only

- Cinch has partnered with Shopping Boss to provide customers with a members only site/application that provides them with instant cash back at over 265 major retailers, restaurant chains, and travel partners
- Platform allows customers to earn cash back both online and in-store
- Digital solution that can be leveraged for customer acquisition, retention, or win-back incentive
- Creates a sense of exclusivity and VIP status



- Exclusive & Extraordinary cash back (average of over 5%)



- Cash rewards are not available to the public

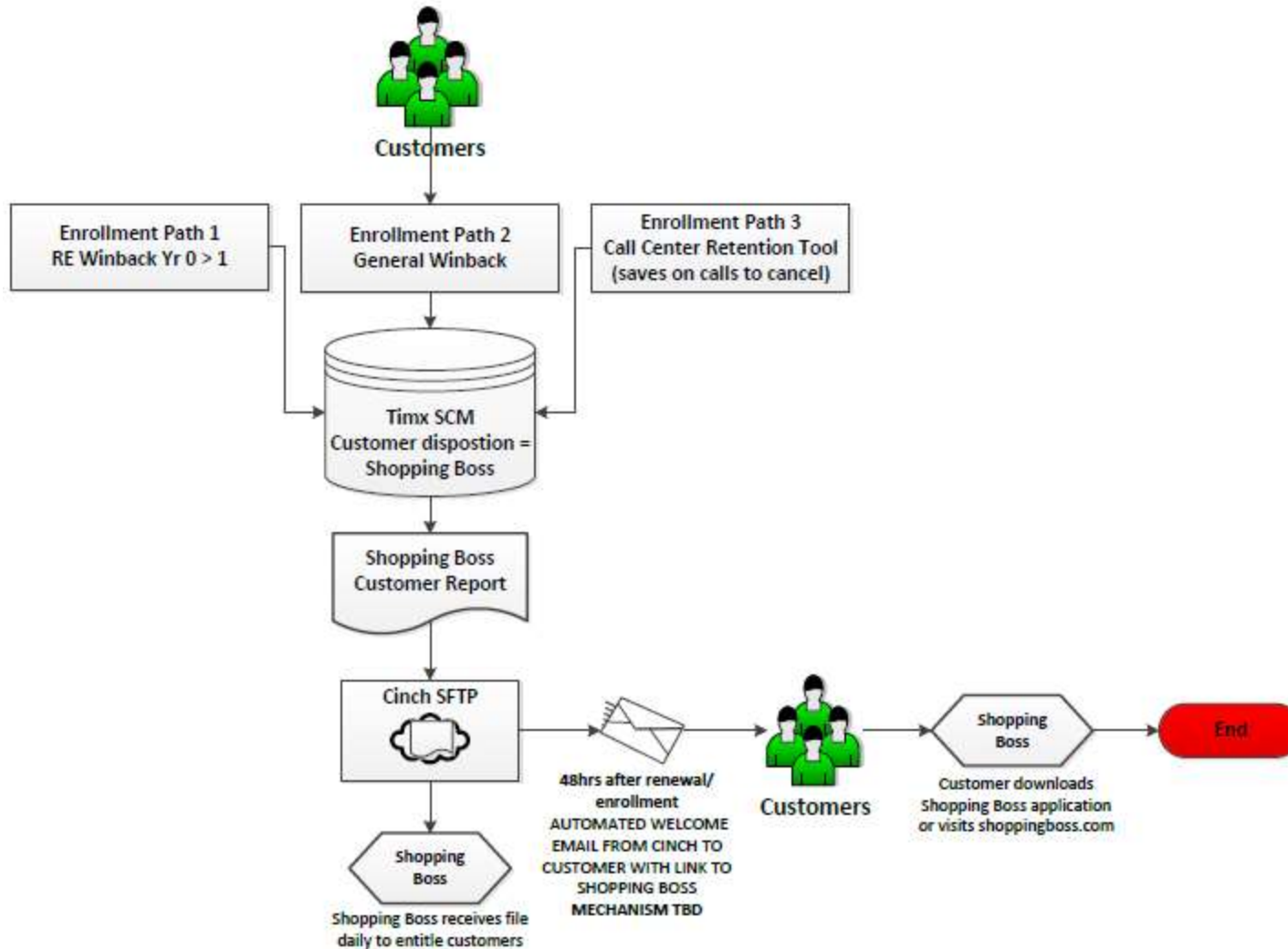


- Works inside major retail brands on a special smartphone app



- The only cash reward app that works inside major stores and restaurants (on all purchases)

# Shopping Boss Fulfillment Flow



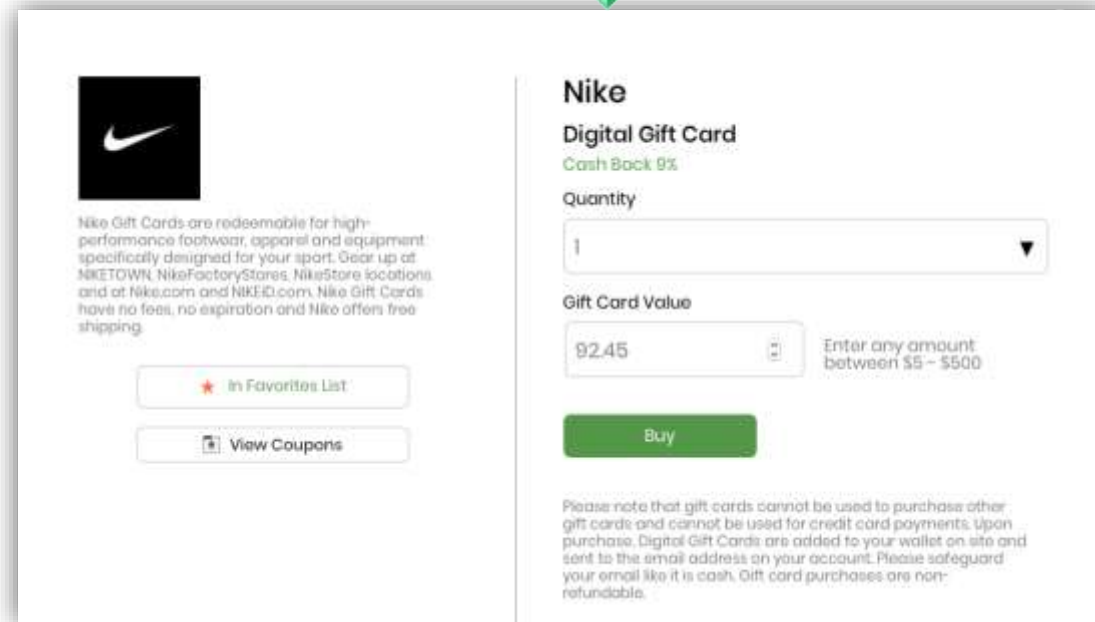
- Program can be leveraged across multiple enrollment paths
- Agents will use a disposition code that will carry through to reporting: “Shopping Boss”
- Renewals leverage cell code “SHOPBOSS”
- File will be sent daily to Shopping Boss for entitlement
- Once customer is active and first payment has been received following renewal/enrollment/ winback Customer receives a welcome email from Cinch with URL and instructions to download and register with Shopping Boss
- Customer uses Shopping Boss to earn Cash Back!!

# Shopping Boss Customer Experience

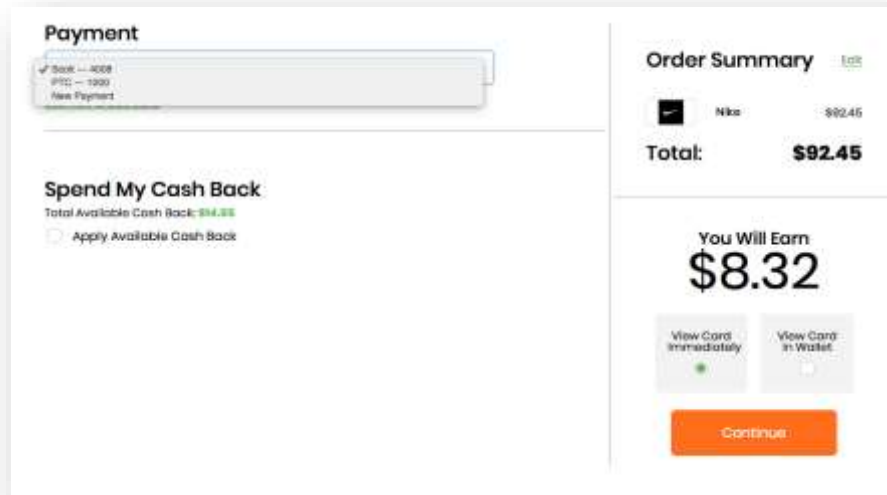


Customer selects the merchant and e-gift card value desired

Customer downloads and sets up account within Shopping Boss Application or visits [www.shoppingboss.com](http://www.shoppingboss.com) (after receiving Cinch welcome email)



# Shopping Boss Customer Experience (cont'd)



Customer pays for the E-Gift card with a stored payment method, OR cash back available from previous purchases.



Customer presents the E-Gift Card to the cashier for payment

