

Transforming Digital Promotions

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Objective

- Transform promotion delivery in the convenience-gas channel and drive growth through more effective communications that are aligned with consumers' expectations and deliver value.

*The holy grail of all marketing is to
influence buying decisions at POS
in real time*



Digital Coupons



- Growing in prevalence among retailers with capable POS equipment and ability to integrate into POS management
- Utilizing 2D barcodes that are 'data rich'
- Enables automated coupon redemption
 - Aggregation, validation, redemption and analytics



C-Gas is a Unique Challenge

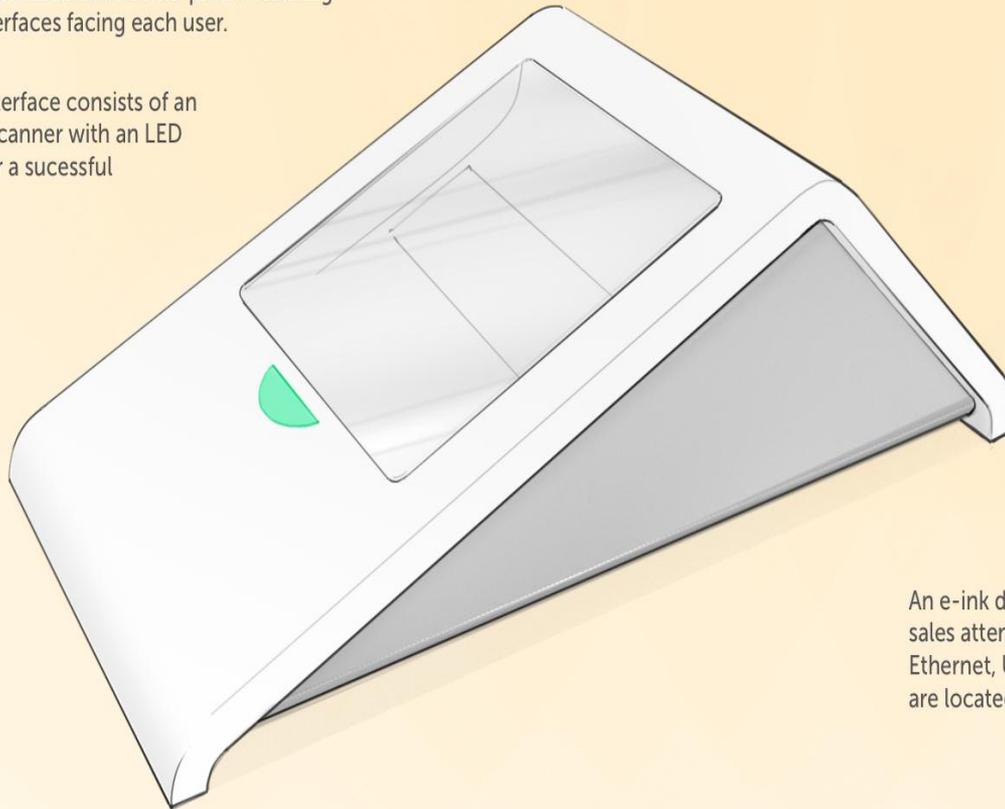


- Requires a technology solution among a retail base with wide ranging capabilities
 - Mobile App with countdown timer is the current 'standard'
 - Multiple POS systems even within a chain
 - Scanning is not universal
- 'Closed loop' POS integration is technically and/or cost prohibitive
 - 'One & Done' mobile coupons require retail POS communication to a coupon validation system
- A solution must work for a majority of retailers

Panther is the solution

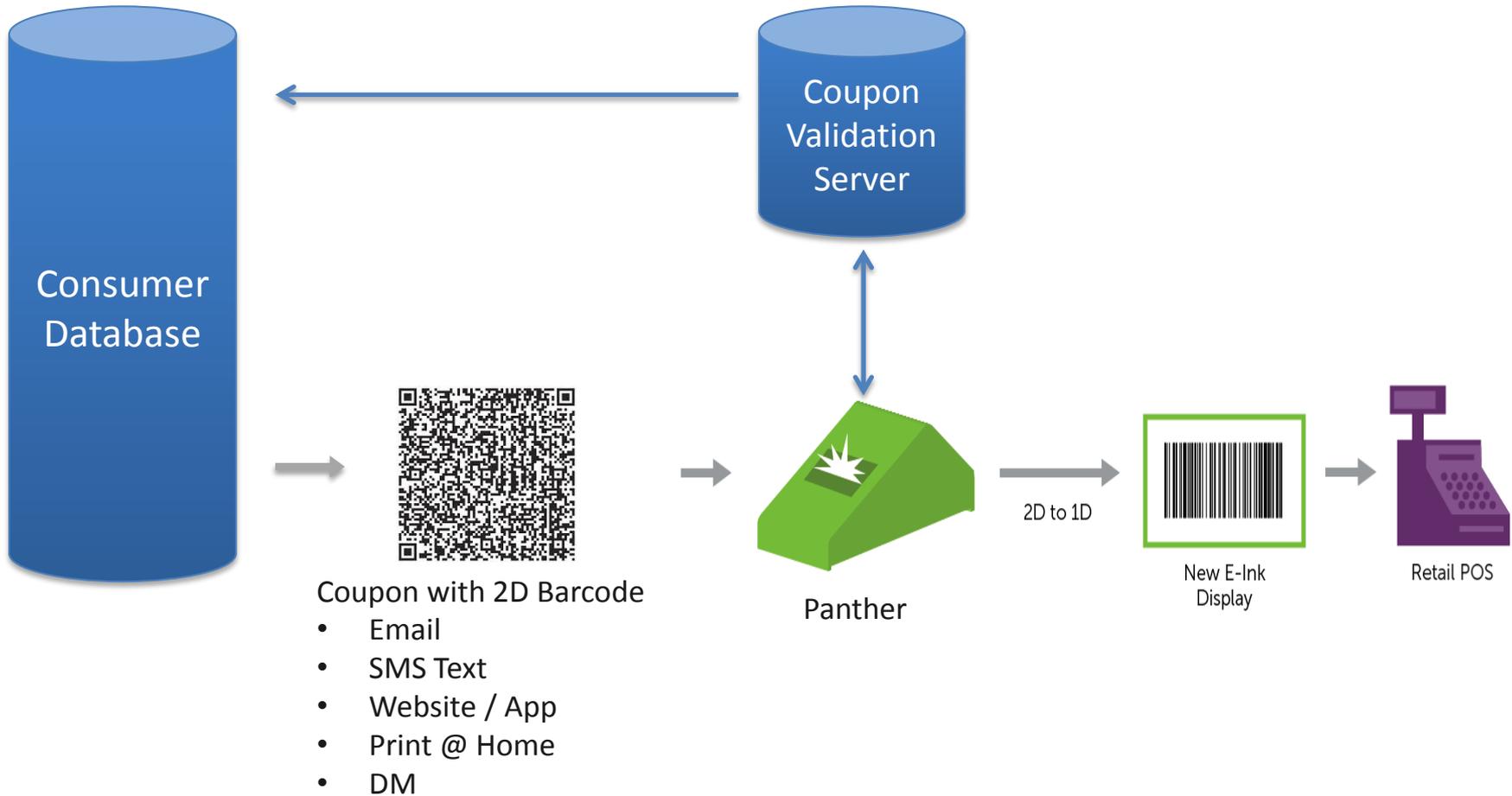
The general design consists of a low-profile housing with separate interfaces facing each user.

The consumer interface consists of an outward-facing scanner with an LED for feedback after a successful QR code reading.



An e-ink display faces the sales attendant for easy scanning. Ethernet, USB, and power connections are located underneath.

How it Works



Panther is the crux of a digital communication ecosystem (The Missing Link)

Panther delivers HUGE strategic benefits:

- Fully leverage and grow a Consumer Database
 - Enables permission-based, personalized, relevant omni channel digital communications and promotions that deliver value
 - Ability to influence buying decisions in real-time through geo-location and data-driven promotions
- ‘One & Done’ coupons for fraud prevention with ‘universal’ retailer compatibility
 - Digital (or paper) with fraud controls
 - Meaning, paper can be used to transition consumers to digital coupons
- All in real-time
 - Coupon redemption and campaign performance
 - Accelerate decision making

Panther transforms promotion delivery and digital marketing

- Relevant brand communications to consumers is critical to marketing programs
 - Panther provides the ability to utilize digital channels for relevant brand communications that drive growth
- Panther increases the value of existing marketing (particularly digital) channels
 - Effective and efficient marketing spend with low cost, targeted promotions to the individual
 - Real-time, measurable ROI with causal link
 - A new level of flexibility and controls over promotions

Retailers have a problem. . .

- Retailers are investing into Digital (native smartphone apps, websites), loyalty/rewards programs
- But have been unable to fully tap the potential of these channels
- Because they are missing the critical component necessary to execute effectively



Real-time DATA to target digital promotions to the individual

- Panther is the solution retailers are desperately seeking to enable digital coupons (both manufacturer and self funded)
 - Real-time, relevant offers to drive foot traffic (geo-based, from pump, while in-store) and generating revenue and profit
 - Effective and efficient promotion delivery
 - Flexibility of digital with fraud security

And, Panther delivers Retailers' with benefits

- Retailer is directly reimbursed (Improved cash flow)
- Retailer can use it with its Apps and promotions, Geo location, database promos
- Flexible display (for displaying unique content based on retailer's needs)
- Panther can become a necessary component of C-Gas business model
Consumer adoption + Relevant offers that deliver consumer value

=

Retailer needs it to meet consumer demand

Paper coupons are not broken . . .

- From a consumer lens, they work – every time, everywhere.
- So why Digital coupons?
- Remember the Holy Grail!
 - We are not just digitizing a paper coupon.
 - Panther enables the ability to change purchase behavior in real time
- And this only works if digital coupons:
 - Are simple to use
 - Are relevant
 - Provide Value
 - Are without consumer tradeoffs
 - Deliver real-time data

The holy grail of all marketing is to influence buying decisions at POS in real time



Join us in transforming digital promotions

*Seeking companies that are interested in leveraging the digital coupon channel . . . We **are not** looking for capital*

Thank You