

The Power of ***Purchase Intelligence*** TM

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Bridg Acquisition: Strategic Rationale

Bridg | Headquartered in Los Angeles, CA

A customer data platform working with leading retailers to help them understand and reach customers using product-level insights

Product Level Insights that Differentiate from CDP Peers

- Access to SKU and UPC data through its client relationships
- Connects to all of a merchant's customers through proprietary technology
- Capable of connecting to 90% of point of sale systems in the United States
- Ability to ingest, clean and categorize SKU data to create usable insights

Partnerships with Leading Businesses

- Well entrenched in the restaurant vertical
- Expansion into retail and grocery with several key contracts signed in 2020 and 2021

Potential New Advertising Solutions

- Ability to target on other digital media platforms, including Cardlytics
- Potential to enable product level offers for FI partners
- Once integrated, Bridg could move to deterministic modeling
- Possibility for measurement business

Privacy Focused

- Built from the ground up to protect consumer privacy and security
- Not reliant on cookies or other sources for data ingestion
- Data never leaves the platform and is never sold



Bridg Acquisition: Business Overview

Simple Ingestion of Merchant Data

- 60 day onboarding, ingestion and integration process with line of sight to dramatically reduce ramp up time
- Ability to ingest, clean and create useable data for advertiser friendly analytics
- Integrations into a variety of advertising platforms and business intelligence tools

Insights into “Unknown” Customer

- Find “unknown” customers who fall outside of client loyalty and CRM programs using point-of-sale data and proprietary algorithms
- Create a unique ‘fingerprint’ of customers that can be used across key digital media platforms and channels
- Enables merchants to create targeted marketing campaigns for these previously unreachable customers

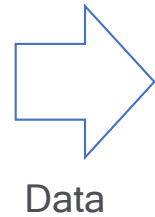
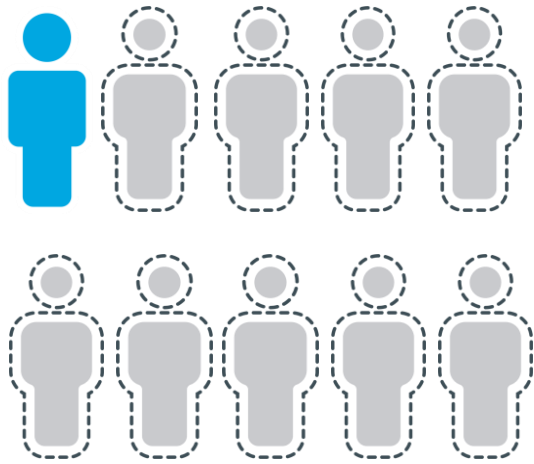
Intuitive Merchant Platform


- Unified view of known and unknown customers presented on customer data platform
- Audience exports into leading advertising platforms
- Data analytics and other insights on customer behavior, segment marketing, and measuring business strategy effectiveness



Bridg Acquisition: Enables merchants to reach more targetable customers

Clients today only talk to a small portion of their loyalty customers directly



 Customer data platform



Data Enrichment



Bridg can find a larger percentage of clients' unknown loyalty customers

