

TAP TO GET



PRIZES CASH CONTENT

How NFC “TAP” Works



Branded NFC chips are placed on your POP materials or packaging



Shoppers simply “tap” their phone* on the display

view: <https://www.youtube.com/watch?v=eG3ZkbKDIRA>



Shoppers receive immediate notification and are served geographically customized content that is important to your brand

*Available on all Android. Available on iPhone 7 and higher that has IOS11 and NFC APP,

BENEFIT OF TAP TECHNOLOGY: COMPLIANCE and ADVANCED ANALYTICS/CUSTOM INTERACTION



Programmed NFC Chips are sent to fulfillment center to be placed onto the POS display



POS display is placed in store location promoting the offer. A call-out in the shape of the smartphone prompts the consumer to participate.



POS installation is captured by installer TAP on display upon set-up.



- ✓ Store 100 7/1/18
- ✗ Store 101 PENDING
- ✓ Store 100 6/29/18
- ✓ Store 100 7/2/18

Just a single TAP can identify which the date and location each display was executed.



Consumer TAPs their phone on the display. This triggers the GPS function providing location data.

Using location knowledge, content can be customized for each consumer interaction, based on relevant weather or other store location factors that are meaningful to the consumer engaging.



Comprehensive reporting provided to show engagement results down to the store level.

PERFORMANCE

There needs to be a compelling reason or offer that will entice consumers to TAP their mobile device and participate in the offer. Exclusive content, sweepstakes, or retail specific offers are likely to have high participation by consumers. Retailers benefit from consumer foot traffic into their store locations for content that can only be received in their locations.

COMPELLING CONTENT

- Recipes
- Exclusive Entertainment Content such as Trailers/Clips for Movie Promotions
- Sweepstakes Offers
- Rewards/Coupons
- Exclusive Gaming Content



SUCCESS

SUCCESSFUL PROMOTION EXAMPLES

Successful Programs With Different Call To Actions

TAP TO WIN

Walmart
Lay's
ALL-STAR GAME
2015
**FOR THE THRILL OF THE
MLB ALL-STAR GAME**

WIN TWO (2) TICKETS TO THE
MLB ALL-STAR GAME

TAP OR TEXT TO ENTER!

TAP: PLACE YOUR PHONE FLAT AGAINST THE DISPLAY OF THE ORGANIZED
* SINCE AND MAKE SURE NFC IS ENABLED IN YOUR SETTINGS

TEXT: TEXT XXXXX TO XXXXX. MESSAGE AND DATA RATES
MAY APPLY. CHECK YOUR CARRIER FOR DETAILS.

PLACE PHONE HERE

Lay's Classic
pepsi.

OFFICIAL SOFT DRINK OF THE
MLB ALL-STAR GAME

TAP FOR RECIPES

Dip into a
luscious new kind
of chocolate.

new!
PHILADELPHIA
dark chocolate
Indulgence

Nilla

Try the rich creamy chocolate of
PHILADELPHIA INDULGENCE paired with
the simple goodness of NILLA wafers.

PLACE PHONE HERE

TAP FOR BEAUTY TIPS

GARNIER

PLACE PHONE HERE

AMPLIFY
your
STYLE

HOW TO LEARN HOW TO GET THE LATEST LOOKS
TEXT: FRUCTIS TO 86677

TAP TO VOTE

FarmRich
VOTE
FOR YOUR FAVORITE

TAP HERE
and follow prompts
on screen
Make sure NFC is enabled in your settings

- or -

Text "VOTE"
to 86677
Message and data rates may apply.
Check your carrier for details.

When you VOTE you'll be
entered for a chance to WIN a
Farm Rich® Game Time Package!

f t p #BackYourSnack

For more information go to BackYourSnack.com
and FarmRich.com for recipes.

NO PURCHASE NECESSARY. Open to legal residents of the US for 21+ who are not eligible
to participate in the Farm Rich Back Your Snack Contest which is based only for members of the Collective Back
Your Snack community. Contest entry period begins 8/1/15 and ends 8/31/15. For Official Rules and
Conditions, see the link of opening the Sweepstakes and complete details, visit www.BackYourSnack.com.
Where you'll find: Sponsor: My Products Corporation, One Robert Hill Way, Buffalo, NY 14213

Program Examples



To gain awareness and drive trial, shelf blades were installed in Walmart stores featuring TPG's Mobile Engagement Technology. Consumers could TAP their phone on the displays, or TEXT the keyword SAUCES to a short code to instantly get a recipe, watch a quick "how-to-prepare" video and access a savings offer – right in store, right on their phones! New content was delivered each week featuring a different sauce and recipe to help promote the variety of new sauces available.



Consumers TAP phone on display (or TEXT) for local pollen count, mobile couponing and brand messaging. Promotion was executed at Walmart



A Leading cause for migraines is falling barometric pressure. Consumers were able to TAP their phones (or TEXT) to get a read out of the Barometric pressure in their area.

Program Examples

BRICKS TO CLICK



Consumers TAP display in physical Walmart Stores or TEXT a keyword to a dedicated short code to Pre-Order Flonase. Consumers are driven to Walmart.com to pre-order the product.



Consumers TAP their phone (or TEXT) to receive the latest weather information in their area, and then are instantly provided with accompanying weather related hair care tips!



Consumers TAP phone on display (or TEXT) to watch a video introducing Aleve's new lower back pain relief device and learn how it works. The program was executed at CVS, Meijer, Walgreens and Walmart retail stores.

TAP Product Tags



2-in-1 ELIMINATES ODORS AND FRESHENS
 Freshness you notice for up to 45 days* *on low
2 en 1 ÉLIMINE LES ODEURS ET RAFFRAÎCHIT
 Fraîcheur notable jusqu'à 45 jours* *à faible intensité

OPERATING INSTRUCTIONS/CARACTÉRISTIQUES DU PRODUIT

- 1 Adjustable intensity control./Réglage d'intensité du parfum.
- 2 Two complementary scents./Deux parfums complémentaires.
- 3 Plug rotates to fit the outlet. Placing warmer on its side or upside down will cause leakage./La fiche pivote pour s'adapter à la prise. Placer le chauffe-huile sur le côté ou à l'envers causera des fuites.



CAUTION:
EYE IRRITANT. Avoid contact with eyes and skin. Do not put fingers into product vent. Wash hands after handling. **KEEP OUT OF REACH OF CHILDREN AND PETS. FIRST AID TREATMENT:** Contains fragrance oils. **IF SWALLOWED,** call a poison control center or physician immediately. Do not induce vomiting. If in eyes, rinse with plenty of water for 20 minutes. If eye irritation persists, consult a physician.

ATTENTION :
IRRITE LES YEUX. Éviter tout contact avec les yeux et la peau. Ne pas mettre les doigts dans les événements. Se laver les mains après manipulation. **TENIR HORS DE LA PORTEE DES ENFANTS ET DES ANIMAUX. PREMIERS SOINS :** Contient des huiles parfumées. EN CAS D'INGESTION, appeler immédiatement un centre antipoison ou un médecin. Ne pas provoquer le vomissement. En cas de contact avec les yeux, rincer abondamment avec de l'eau pendant 20 minutes. Si l'irritation persiste, consulter un médecin.



Just wave your NFC phone over the target for special offers and to reorder



See insert for additional safety information.
 Mise en garde supplémentaire à l'intérieur.
 For use with Febreze Noticeables Scented Oil Refill included in package.
 Utiliser avec la recharge d'huiles parfumées Febreze NOTABLES incluse dans cet emballage.

Patents/Brevets : www.pg.com/patents
 WARMER MADE IN CHINA/CHAUFFE-HUILE FAIT EN CHINE
 Distr. by/par PROCTER & GAMBLE, CINCINNATI, OH 45202.
 Imported for / Importé pour PROCTER & GAMBLE INC., TORONTO, ON M5W 1C5.

www.pg.com ©2014 P&G Febreze® Noticeables™ Notables® 97338478

GOOD-HOUSEKEEPING c UL US LISTED

Questions? 1-800-699-4657 www.febreze.com



TAP to Save

DON'T PAY FOR
WATER



**15%* CLEANING
INGREDIENTS**

*leading bargain brand,
base variant vs. Tide® PODS™

PAY FOR
CLEAN



**90% CLEANING
INGREDIENTS**

KEEP OUT OF REACH
OF CHILDREN



TAP for Digital IRC

The Opportunity

How can we take the friction and expense out of the process while digitizing the entire couponing process?



ANSWER Replace on pack IRC's for "one" NFC chip adhered to the display.



- NFC Chips are inexpensive to produce and adhere to displays.
- No APP Required and works with both Apple and Android Phones
- Consumer simply "place" their phone over the chip to receive the coupon content



TAP to Win

Scratch To Win Reward Platform

YOU COULD WIN A \$5000 GIFT CARD!

What, did I overdo it?

Scratch away the gift-wrap completely. Find Slurpee50 logos three times to win.

2016 MOBILEWEBAWARD FOR OUTSTANDING ACHIEVEMENT IN MOBILE DEVELOPMENT

7 ELEVEN

W webaward 2016

YOU JUST WON A \$5000 GIFT CARD!

You're a Winner! Simply fill out the short form that follows to receive your prize.

Continue

Tap To Win with Snapple

YOU COULD WIN A TRIP TO THE 2018 MLB HOME RUN DERBY!

TO ENTER:
Tap your Phone Here & Follow the Prompts!

TAP PHONE HERE

ANDROID OR IPHONE-T OR HIGHER (WITH LATEST OPERATING SYSTEM)

MAKE SURE NFC IS ENABLED IN YOUR SETTINGS AND IPHONE NFC READER APP IS DOWNLOADED

OR

TEXT "ALLSTAR" TO 88222

MESSAGING & DATA RATES MAY APPLY. CHECK CARRIER FOR DETAILS.

ALL-STAR GAME WASHINGTON, DC 2018

Snapple | **Rawlings**

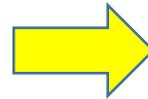
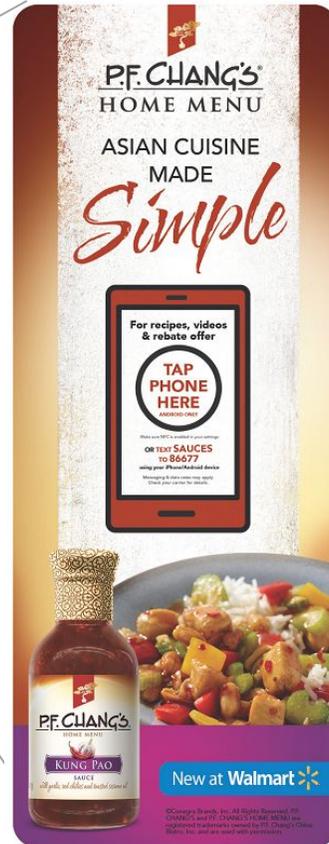
Official Partner of Major League Baseball

©2017 Snapple Beverage Corp. (2017) Snapple Beverage Corp. Peach, Tea and Lemonade. All rights reserved. Snapple, Snapple Beverage Corp., and the Snapple logo are trademarks of Snapple Beverage Corp. All other trademarks are the property of their respective owners.

Program Example – TAP for Recipe and Save

ConAgra Brands / P.F. Chang's.

To gain awareness and drive trial, shelf blades were installed in Walmart stores featuring TPG's Mobile Engagement Technology. Consumers could TAP their phone on the displays, or text the keyword SAUCES to a short code to instantly get a recipe, watch a quick "how-to-prepare" video and access a savings offer – right in store, right on their phones! New content was delivered each week featuring a different sauce and recipe to help promote the variety of new sauces available.





Tap to Get Menu Ideas:

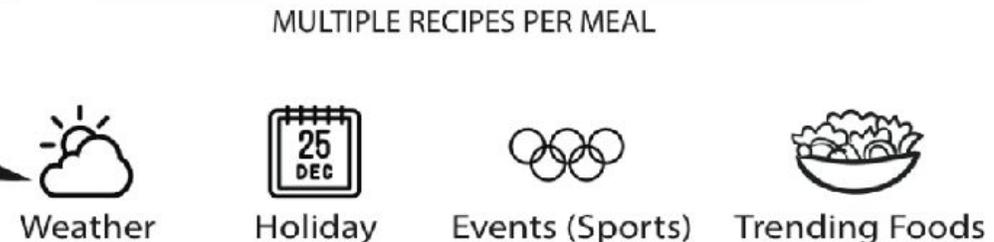
- Consumers are served up menu ideas, depending on time of day (if morning: breakfast), weather (if nice out, consumer is presented with Grilling ideas). Further, we can present recipes based on foods that are trending, sporting events and holidays.

BRAND ROTATION PER TAP



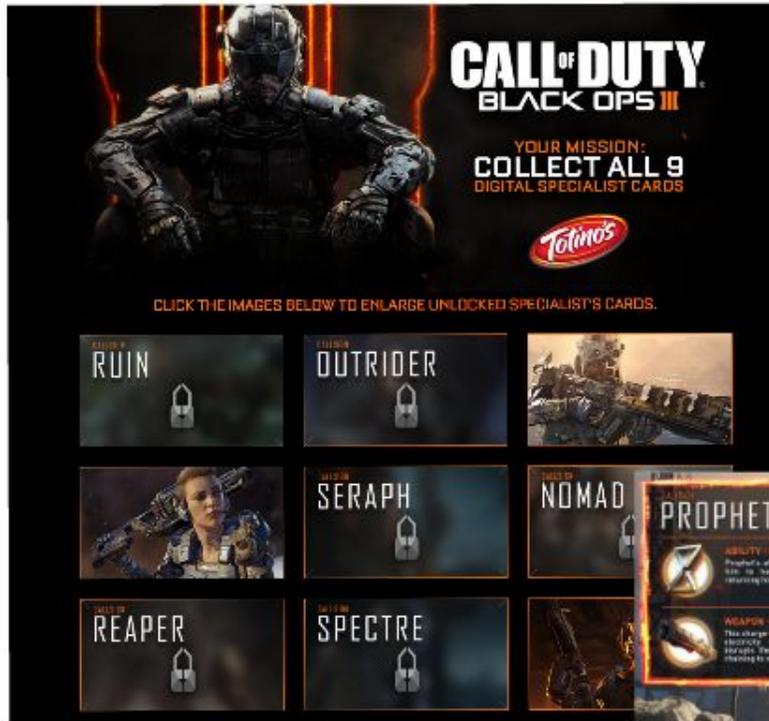
BREAKFAST		LUNCH		DINNER	
MEAT	VEGETARIAN	MEAT	VEGETARIAN	MEAT	VEGETARIAN
AVOCADO SANDWICH Ingredients: 1/2 cup Hellmann's® or Best Foods® Real Mayonnaise 1/4 cup ranch salad dressing 1 tsp. Dijon mustard 1 tsp. lime juice 1 Knorr® Cheddar Mex/Chef's® sandwich 4 large eggs, cooked as desired 1 avocado, sliced 4 slices whole grain bread, toasted Directions: Heat first 5 ingredients in a small saucepan on low heat, set aside. Layer eggs and avocado on toast. Drizzle with sauce. Cost per recipe*: \$3.64 Cost per serving*: \$0.91 <small>*Based on average retail prices at national super markets.</small>		SAVORY BURGER Ingredients: 1 meatball (from "Recipe Secrets" Onion Soup Mix 1/4 cup Colman's Mustard 1 Tbsp. finely chopped fresh herbs, (such as basil, thyme and rosemary) 1/2 cup olive oil 8 portobello mushrooms, gills and stems removed 8 slices Swiss cheese 8 whole wheat buns (or multi-grain buns), toasted & dressed Directions: Whisk Lipton® Recipe Secrets® Onion Soup Mix, vinegar, herbs & oil into a medium bowl with well-drained, flour into large resealable plastic bag, and mushrooms, turn to coat. Seal bag and massage 1 hour. Grill or broil mushrooms, turning once, 10 minutes or until tender, add egg cheese during the last 2 minutes of cooking. Serve on buns.		MEXICAN-STYLE RICE & BEAN BURRITOS Ingredients: 1 package Knorr® Rice Sides™ - Chicken Flavor 2 cups milk 2 Tbsp. 1 Knorr® Best Foods® Butter® Spread 1 medium jar or green hot pepper green onions 1 can (15 oz.) black beans or red kidney beans, rinsed and drained 4 (6 oz.) Pilsner beer or tortillas, warmed 1/2 cup shredded Monterey Jack cheese or cheddar cheese (about 2 oz.) Directions: Prepare Knorr® Rice Sides™ - Chicken Flavor with water and 1 tablespoon Spread according to package directions. Meanwhile, melt remaining 1 tablespoon Spread in 10-inch skillet over medium-high heat and cook red pepper, stirring occasionally. Stir in milk. Add green onions and beans and reduce heat, cooking, stirring occasionally, 1 minute. Toss with hot rice. Sprinkle evenly with cheese and warm tortillas. Heat top with cheese to serve. Garnish, if desired, with hot sauce, sour cream and shredded lettuce.	

RECIPES REORDERED BASED UPON



MULTIPLE RECIPES PER MEAL

Concept - TAP to Unlock Digital Specialist Cards



TAP TO UNLOCK
DIGITAL SPECIALIST
CARDS



What's Next for TAP?

TAP & GO



COSTS

Costs consist of two (2) components:

1. The cost of the physical NFC chips.
2. The programming involved with the content.

PURCHASING NFC CHIPS

TPG Rewards can offer quantity discounts when you purchase the NFC chips. There are different kinds of chips depending on the client need and the materials on which they will be affixed.



PROGRAMMING

The more complex the content, the more involved the programming becomes and this will result in higher costs. Simple programming such as leading to a specific page or content on a client's website will be less than custom hosted content.



Thank you for considering TPG Rewards!

SHARON ANTONE

TPG Rewards, Inc.

212-907-7111

santone@tpgny.com

www.tpgrewards.com



Appendix

Support Material

NFC STATISTICS

- As of 2015, approximately 76 million people owned an android device.
- Worldwide, shipments will eventually shoot up to 1.2 billion units in 2018, predicts IHS Technology.
- 70% of consumers said NFC addressed inconveniences they have and almost all (95%) of those who have tried NFC said they were satisfied with it.
- There are more than 275 models of NFC-enabled phones and 1 billion NFC phones shipped worldwide from last year to this.
- 85% of those who expressed an interest in using NFC are most interested in product info, store deals and coupons.

Top U.S. Smartphone Operating Systems by Market Share:

57% Android phones

42% Apple

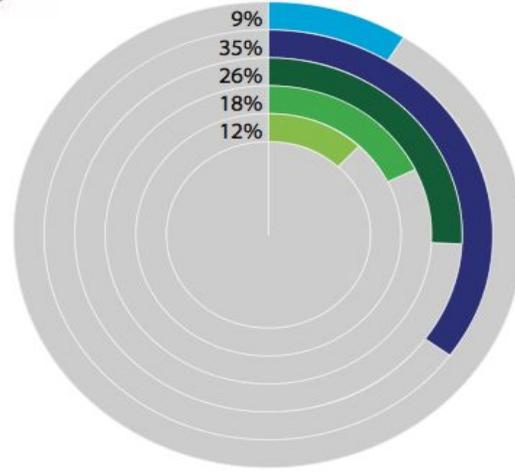
1% Other

95% of all Android/Other phones for the past 3 years have NFC built in.



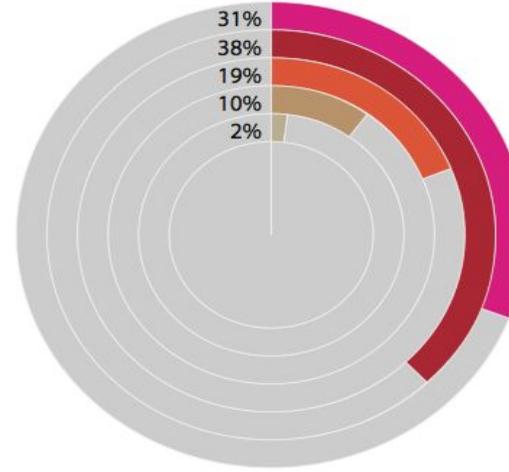
WHO IS USING NFC

BY AGE



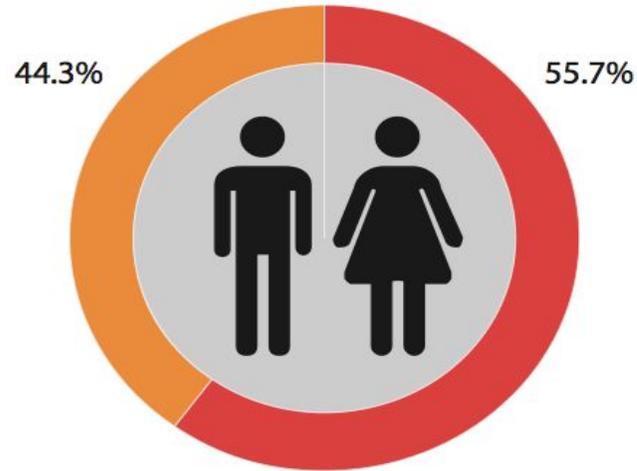
- AGE 18-24
- AGE 25-34
- AGE 35-44
- AGE 45-54
- AGE 55+

BY HOUSEHOLD INCOME



- \$49,999 OR LESS
- \$50K-\$99,999
- \$100K-\$149,999
- \$150K+
- DECLINED TO ANSWER

BY GENDER



SHARP®

ASUS®

PANTECH

Panasonic

LUMIGON



MOTOROLA

OPPO

ELUGA



HTC



HUAWEI

NOKIA

Sero 7



LG

acer

GIONEE
SMART PHONE

KYOCERA

lenovo

HIKE

BlackBerry®

NFC Phones Are Everywhere

Partial Listing

fire
PHONE

ALCATEL
mobile phones

nexus¹⁰

iPhone 6

CETRIX
Thinking Fresh

BLU
LIFE PURE XL
The beauty of life.

SAMSUNG

SONY



AEA 华易

GENTAG

CASIC

FUJITSU

BenQ

C-mii

dli data ltd inc
computing without boundaries

VIVO

DELL

The ROI

1 AMPLIFY

Reward/digital receipt validation programs

2 ENGAGE

Give shoppers a reason to with your displays and drive purchase intent

3 MEASURE

In-store execution like never before

4 ANALYZE

Consumer engagement at the neighborhood level with a LIVE dashboard showing how many consumers have “tapped” your display and which aisle in the store the chip was activated.



Thank you for considering TPG Rewards!

SHARON ANTONE
TPG Rewards, Inc.
212-907-7111
santone@tpgny.com
www.tpgrewards.com

