



# MOBILITY

OTCQB: MFON

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Included herein are certain forward-looking statements. All statements, other than statements of historical facts included herein that address activities, events, or developments that we expect or anticipate will or may occur in the future, are forward-looking statements. Forward-looking statements involve assumptions and are subject to known and unknown risks and uncertainties that could cause actual results or performance to differ materially from those expressed or implied by such forward-looking statements. Although we believe that the assumptions reflected in forward-looking statements are reasonable as of the date of this presentation, we cannot guarantee that such assumptions will prove to have been correct. You should also know that forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and assumptions. Should any of these risks or uncertainties materialize, or should any of our assumptions prove incorrect, actual results may differ materially from those included within our forward-looking statements. These and other risks and uncertainties associated with our business are described in our public reports, including our Annual Report on Form 10-K for the year ended December 31, 2023, filed with the Securities and Exchange Commission. We do not assume an obligation and do not intend to update these forward-looking statements.

The industry and market data presented herein are inherently estimates based upon third-party data and information derived from the Company's internal estimates. While the Company believes that these data are reasonable, in some cases, these data are based on others' estimates and cannot be verified by the Company. Accordingly, readers are cautioned not to place undue reliance on the industry and market data included herein.

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# Mobivity Has Transformed

## Prior History

- Omnichannel loyalty marketing for brick-and-mortar brands
- Sold text and email campaigns for pennies at low gross margins
- Built a roster of blue-chip clients in QSR & convenience
- Developed unique 100% attributable marketing tech

## Company Pivot

- Directed core technology towards higher value channels and end markets
- Developed performance Marketing technology
  - Multiple dollars per action at high gross margins
- Retained core competency in brick-and-mortar

## Connected Rewards

- Performance marketplace for incentivized user engagement
  - Utilizes history and experience from brick-and-mortar
  - Higher dollar values per transaction and large addressable market
- Divested legacy loyalty marketing business
  - 100% focused on Connected Rewards

Founding

2023

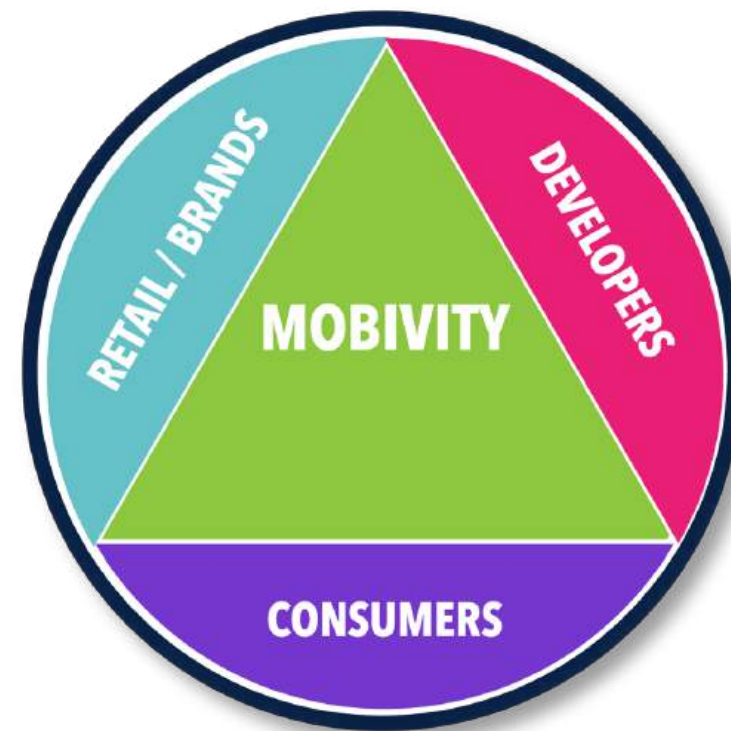
2024

Future

# Connected Rewards: Incentivized User Engagement Across Digital and Real-World

## Investment Highlights

- Unique three-sided rewarded advertising marketplace benefiting brick-and-mortar brands, mobile game developers, and consumers
- Deployed across 20,000+ brand locations
- Proven results with Fortune 50 brands
- Massive addressable market:
  - Mobile Gaming:
    - 228 million active players in the U.S.
    - \$4 billion spent on user acquisition and retention
  - Brick-and-Mortar Loyalty Programs
    - \$200 billion market
    - Average consumer is a member of 17 loyalty programs
- Growing revenue with attractive and sustainable gross margins



# Why Mobivity Exists

17%

Average percentage of brand's total audience that actively **engages with offers & rewards**



67%

Average percentage of brand's audience that actively **engages with mobile games**



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Mobivity delivers exceptional performance and engagement by connecting retail and brand offers to mobile gameplay

# Connected Rewards Drives Engagement at No Cost to Brick-and-Mortar Brands

Customer Interacts With Offer



EMAIL



TEXT



SOCIAL

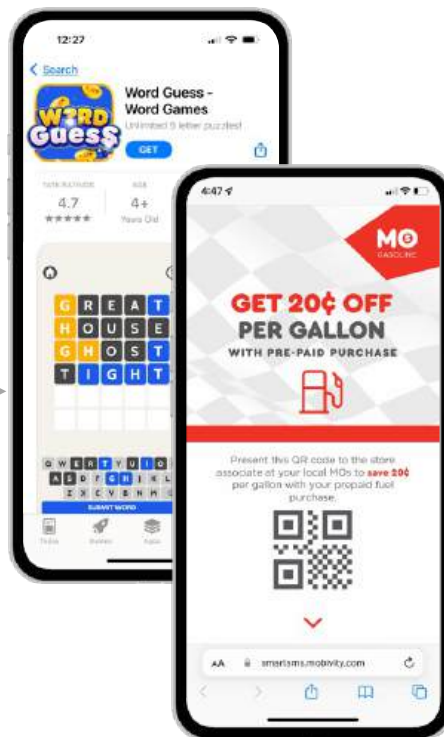


APP



SIGNAGE

Customer Gets...



...a FUN Game and FREE Reward

Brand Gets...



More in-store traffic



Lapsed Users Reactivated



More loyalty signups & app utilization

Mobivity-funded offers are High Impact / Low-Effort / No-Cost!

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# Connected Rewards Platform

## Drives Users Between Digital and Real-World

### Three Core Solutions:

#### 1. In-Brand Rewards

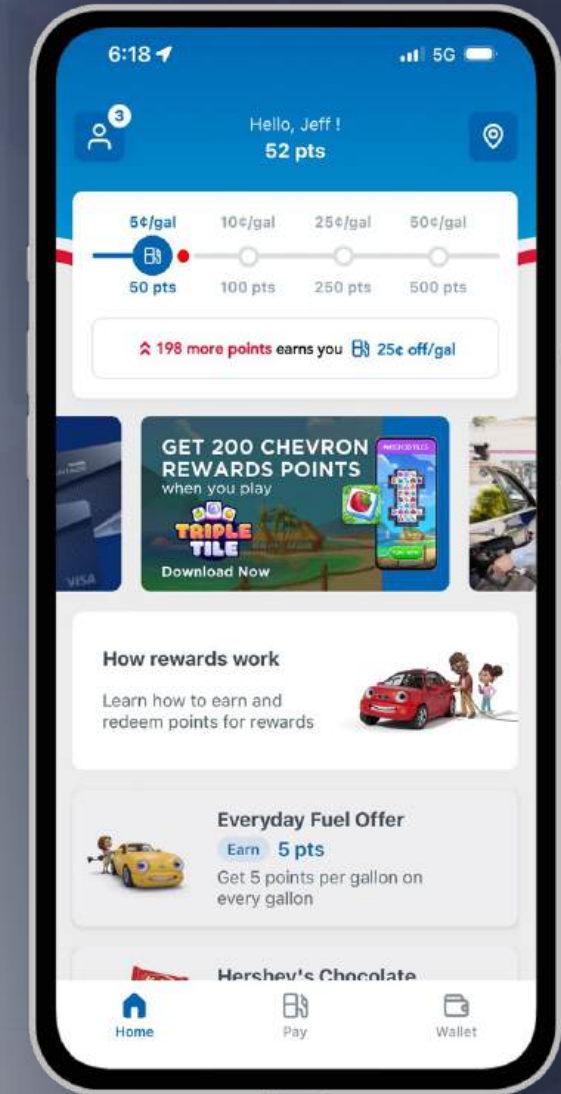
- Activates existing customers through brand channels
- Immediate lift in engagement
- Enhanced offer performance
- Leverages existing marketing infrastructure

#### 2. In-Game Rewards

- Extends reach to hundreds of millions of consumers
- Promotes brand offers within popular mobile games
- Geotargeted promotional capabilities

#### 3. Loyalty Member Acquisition

- Accelerates loyalty program growth
- Drives repeated engagement
- Points-based gamification
- Sustainable customer activation



# Connected Rewards Business Model

- Mobivity generates revenue by users downloading and playing mobile games
  - \$3-10/event
- Mobivity pays brick-and-mortar brands for the cost of the reward
  - \$0.50-3/event
  - Brands incur zero cost while receiving increased traffic and offer redemptions
- Mobivity's technology is native and omnichannel
  - Brand-owned app
  - Brand-owned email and SMS database
  - First-party email and SMS database
  - Physical signage



# Connected Rewards

## Reasons brands turn to Mobivity

Mobivity customers use Connected Rewards to:

- Reimburse up to 100% of offer costs <sup>1</sup>
- See highest engagement of offers <sup>1, 2</sup>
- Increase offer performance by 22% <sup>2</sup>
- Improve purchase quantities by 57% <sup>2</sup>
- See 35x higher performance by adding a game <sup>3</sup>
- Grow lapsed customer redemptions up to 54% <sup>3</sup>

Plus, additional benefits such as:

- Increase offsite in-app occasions
- Increase number of unplanned visits
- Increase frequency of loyalty app usage

SOURCES:

<sup>1</sup> Mobivity internal data from aggregate performance of all Connected Rewards customers;

<sup>2</sup> Results from [National Convenience Retailer](#);

<sup>3</sup> [Checkers and Rally's data](#).



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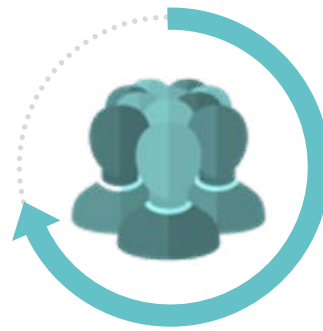
# Connected Rewards Drives Superior Performance

In head-to-head tests against standard brand offers, Mobivity's Connected Rewards™ outperformed every key metric...



**2.2X**  
INCREASE IN  
BASKET SIZE

Mobivity saw basket size average 2.2x the reward given, meaning if the reward was for a FREE item worth \$3.89, the basket size averaged \$8.56.



**≥ 23%**  
INCREASE IN  
FREQUENCY

Mobivity Connected Rewards offers resulted in the consumer visiting 23% more frequently compared to other offer methods, which showed a 0-5% lift



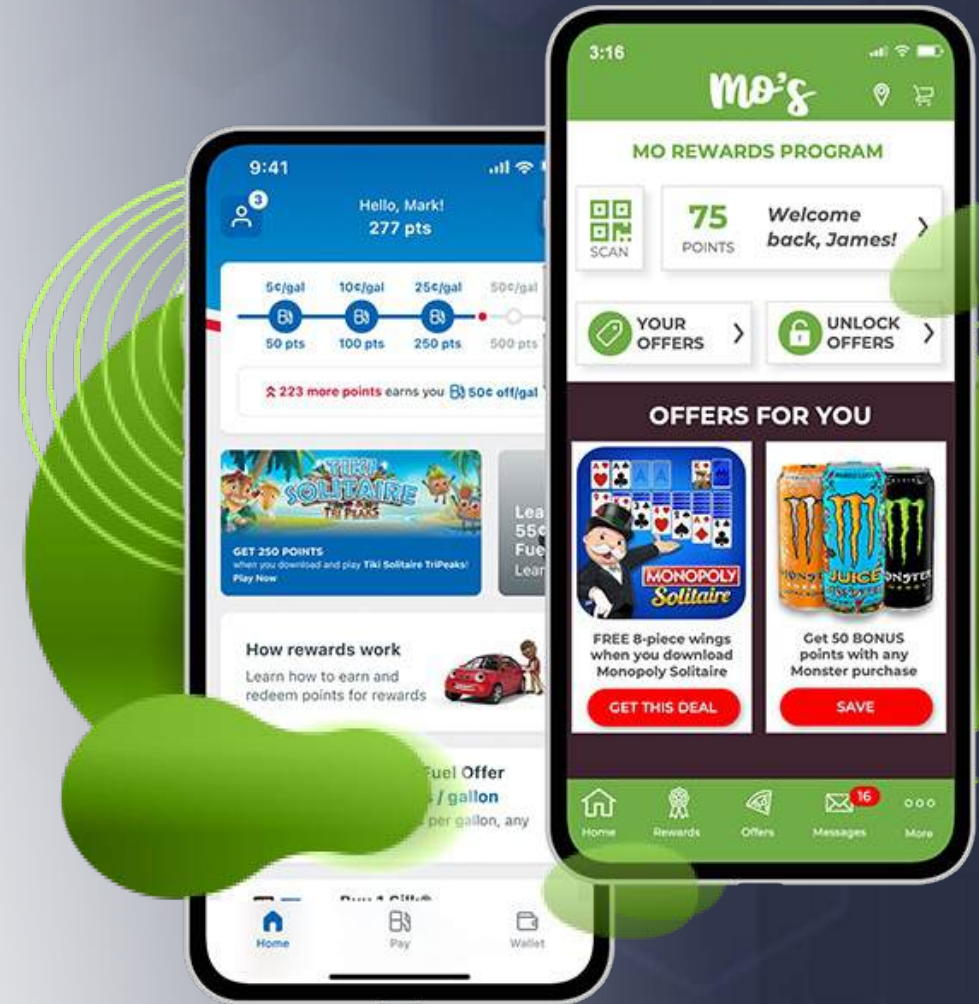
**5X**  
HIGHER  
MARGIN

Since Mobivity reimburses the cost of the offer for all redemptions, Brands saw full margins on both the offer and the additional items purchased

# Connected Rewards™

## Competitive Advantages

1. Innovative and Broadly Applicable Technology
  - Not reliant on IDFA or cookie tracking
  - API-based integration (no SDK required)
  - Build a first-party dataset
  - Seamless & native customer experience
  - Real-time tracking and analytics
2. Strategic Partnerships
  - Major game publishers
  - Leading retail brands
  - Integrations with leading technology providers
3. Unique Value Proposition
  - Zero cost to brands
  - Native user experience
  - Immediate revenue recognition
  - Measurable ROI



# Connected Rewards Customers and Partners

## BRAND AND RETAIL SUPPLY PARTNERS



## LOYALTY PLATFORM PARTNERS



## MOBILE MEASUREMENT PARTNERS (MMPs)



# Three Legs to Growing Our Marketplace



## Expand Brand Network

- Target major loyalty programs and high-frequency settings
- Cross-vertical expansion
- International markets



## Enhance Game Portfolio

- New game categories
- Exclusive partnerships
- Custom branded experiences



## Advanced Analytics

- 1st-party behavior insights
- Predictive modeling
- ROI optimization

# Well-Rounded Management Team

**BRYCE DANIELS, President** – Bryce Daniels brings extensive experience in investment management and company growth across multiple stages. Most recently, he served as a portfolio manager at Talkot Capital, LLC for five years, overseeing private equity, venture capital, and public market investments. At Talkot, Bryce was hands-on in helping Mobivity develop its technology and the Connected Rewards platform. Previously, he was Chief Investment Officer at Encore Permian Holdings, and his experience includes roles in private equity and investment banking. Throughout his career, he has led financings and guided companies through growth and monetization in investor and board capacities.

**KIM CARLSON, COO / CRO** – Kim Carlson brings more than two decades of experience building and leading revenue growth for traditional and digital media organizations. Most recently, she was Head of Global Revenue at Aarki, a mobile Demand Side Platform, which was acquired by leading mobile games platform Skillz in 2021. Previously she served as CRO at global mobile ad-tech company Taptica through its acquisition by Tremor International. Carlson's prior revenue leadership experience includes roles at Infospace, Marchex, InMobi and Appnique.

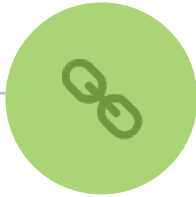
**DAN GRIGORIVICI, VP, Product** – Dan is a digital marketing expert with 15 years' experience leading product, analytics and targeting for digital agencies, online, and mobile ad networks. Prior to Mobivity, he was the founder and Chief Product Officer of AdMobius. While part of the Quattro Wireless executive team, he led Analytics, Targeting, and Optimization for iAd after its acquisition by Apple. Prior to Quattro, he led the Analytics, Data, and Targeting divisions at Rapp/Omnicom, Carat and Digitas. He also led data, analytics and targeting product for Tacoda, later acquired by AOL. Prior to that, he led the analytics team at Fastclick, an online ad network acquired by ValueClick. Dan received his B.A. in Philosophy and M.A. in Political Science from University of Bucharest and his Ph.D (ABD) in Communication from Penn State University.

**JEFF GRIFFITH, EVP, Field Engineering** – Prior to Mobivity, Jeff led the Wireless Professional Services division at Alcatel-Lucent and has held product and engineering leadership roles in several global companies including AG Communication Systems and Honeywell Aerospace. Jeff holds an MBA from the University of Phoenix, a BS in Computer Engineering from Wright State University and also served as a professor at the Grand Canyon University College of Science and Technology.

**JEFF MICHAELS, VP, Marketing & Sales Ops** – Jeff Michaels has 20 years of experience leading Sales, Marketing, and Customer Success teams for global organizations across various industries. This includes taking companies like iPIX from start-up to IPO, to producing double-digit growth at multi-national, multi-billion-dollar organizations like Fortune Brands/ACCO Division. Over the last 15 years, Jeff has worked specifically with SaaS organizations like Vista Equity/Kibo Commerce to grow the organization's prominence domestically and abroad.

**SKYE FOSSEY-TOMASKE, Interim CFO** – Prior to Ms. Fossey-Tomaske's appointment to Interim CFO, she had been serving as Mobivity's Corporate Controller since May 21, 2021. Before joining the Company, she held the position of Accounting Manager at Hannay Realty Advisors, LP, where she oversaw the accounting department for all of the restaurant holdings. Ms. Fossey-Tomaske's earlier experience includes serving as Accounting Manager for Community Medical Services and Controller for Young Auto & Truck, LLC before relocating to Arizona.

# Recent Publicity Shows Results



## CHECKERS PRESS RELEASE

**CSA**  
THE MAGAZINE OF RETAIL

LATEST NEWS ▾ TECHNOLOGY ▾ OPERATIONS ▾ SUPPLY CHAIN ▾ STORE SPACES ▾

### Checkers and Rally's gamifies rewards program

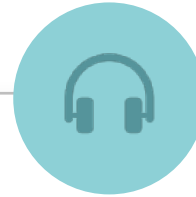
By Dan Berthiaume | 8/12/2024

A drive-thru restaurant chain is obtaining some serious results from an effort to make offers and rewards more fun.

Checkers and Rally's is renewing its implementation of the Mobivity Connected Rewards solution, following a significant increase in rewards engagement and redemption rates, especially among customers who had not interacted with the brand for more than 90 days.

Checkers and Rally's is gamifying rewards offers.

[LINK](#)

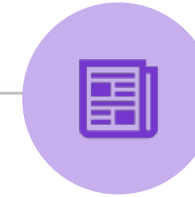


## CONVENIENCE PODCAST

Winsight Podcast Network

### AT YOUR CONVENIENCE

[LINK](#)



## OTHER ARTICLES

- 4 Ways Convenience Store Marketers Can Improve Results Through Mobile Games**  
By STORE 2016. More than 200 million people play mobile games in the U.S. Innovative convenience brands are harnessing that popularity to drive more regular traffic under the mounting economic pressures. Here are four ways convenience stores can improve their marketing results through mobile games.  
[Read More](#)
- Fast-Food Trends for 2024: The Age of Automation and Customer Experience**  
By QSR MAGAZINE. Jeff Michaels, VP of Marketing at Mobivity discusses how mobile gaming is helping brands navigate the new landscape of restaurant loyalty programs. He discusses the greater shift to digital loyalty strategies to accommodate evolving consumer behavior.  
[Read More](#)
- How Mobile Games Are Helping Grow Restaurant Loyalty Programs**  
HOSPITALITY TECHNOLOGY. Many restaurant marketers have created loyalty programs to help drive customer frequency, retention, and lifetime value. However, some of the biggest challenges with loyalty programs are improving engagement and acquiring new customers from the program.  
[Read More](#)
- Global Convenience Brand Taps Mobivity to Acquire 158,000 Digital Consumers**  
By STORE 2016. Using Mobivity's Connected Rewards, a global convenience brand leveraged its social media to promote various local mobile games while Mobivity's reach to more than 250 million highly receptive mobile gamers provided reciprocal advertising to promote the brand's digital programs.  
[Read More](#)

[LINK](#)