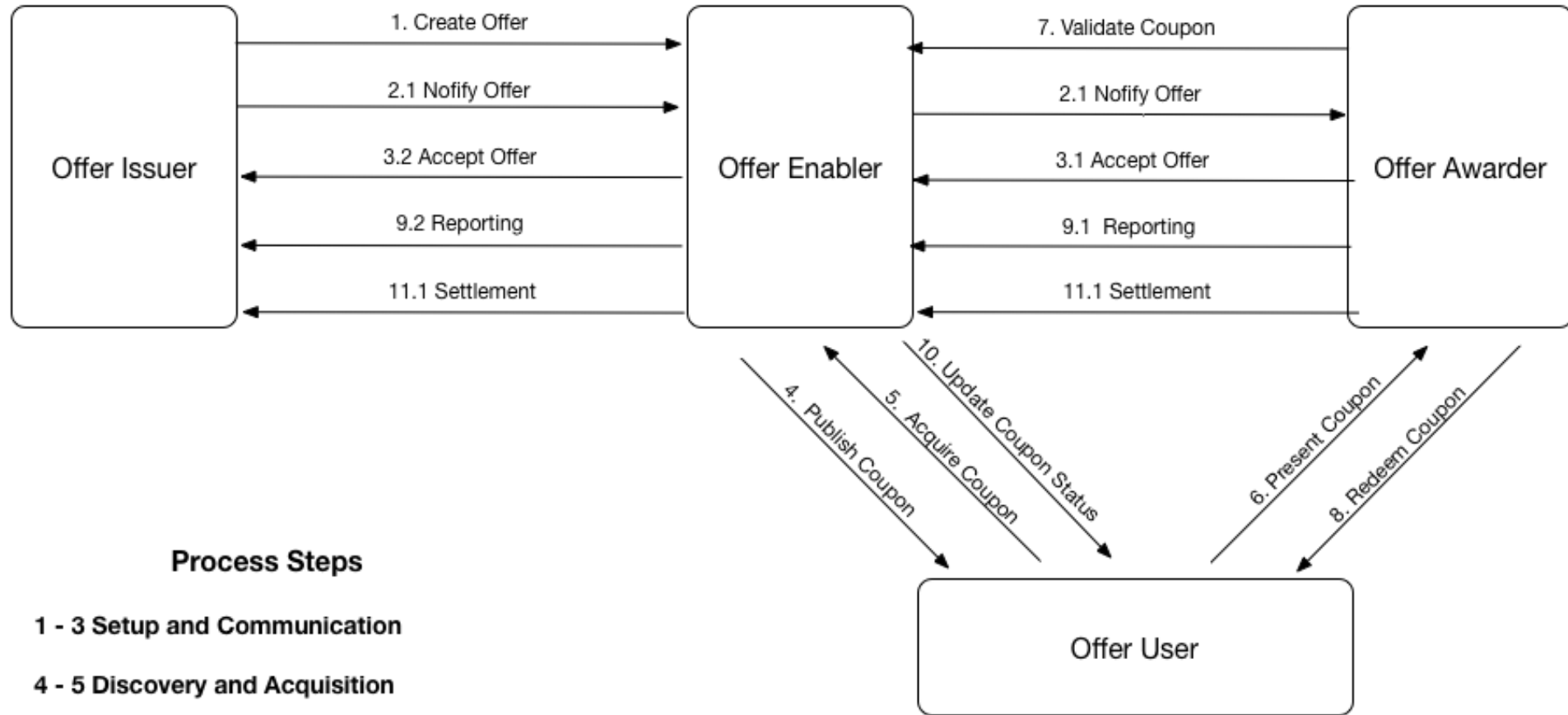


General Coupon Overview

GS1 Digital Coupons



Process Steps

1 - 3 Setup and Communication

4 - 5 Discovery and Acquisition

6 Presentment

7 - 8 Validation and Redemption

9 - 11 Reporting and Financial Settlement

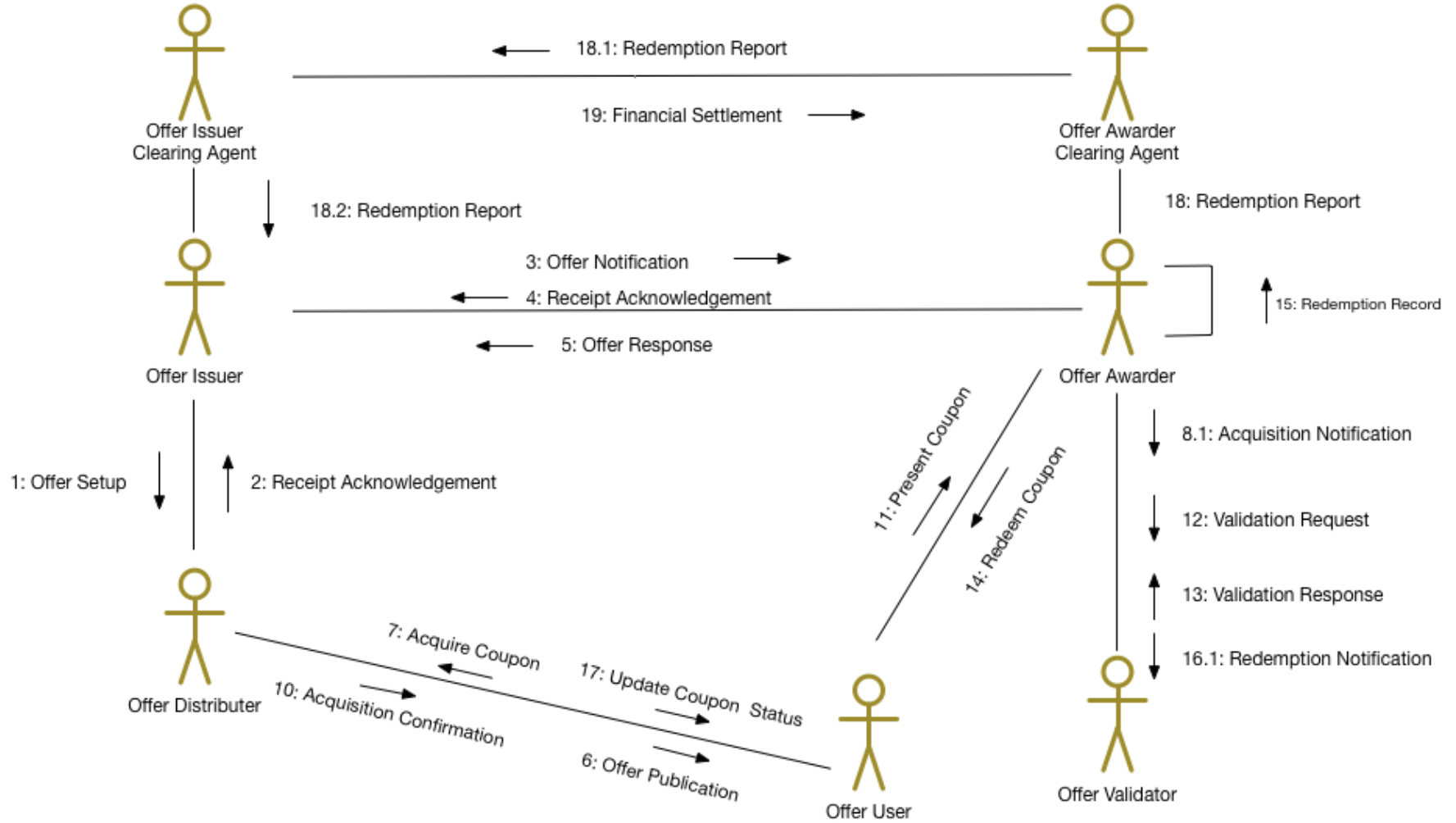
Offer Issuer : Brand

OfferEnabler : Aggregator, Loyalty Host, Coupon Platform

OfferEnabler : Retailer

General Coupon Collaboration with Key Roles

GS1 Digital Coupons



General Coupon Collaboration with Key Roles

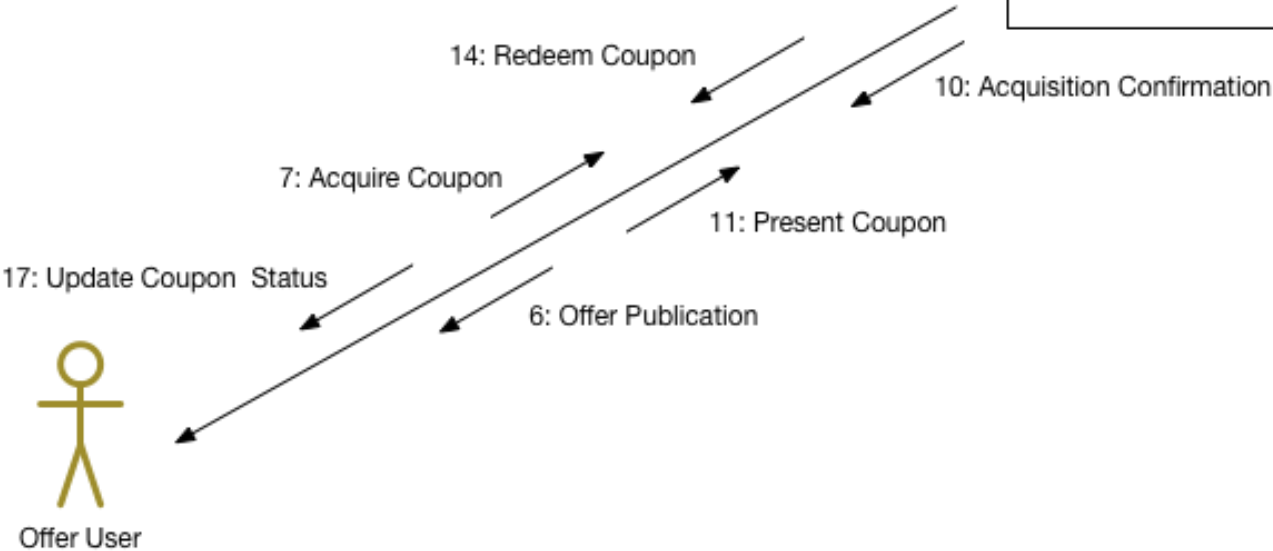
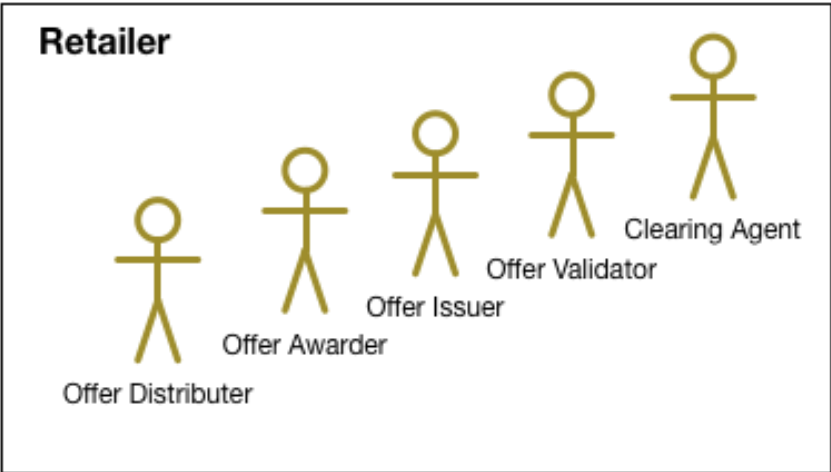
GS1 Digital Coupons

Closed Loop (Issuer = Awarder = Clearing Agent)

Scenario

- 1. Awarder = Distributor
- 2. Awarder = Offer Validator

Retailer issues its own offers, and distributes them via in-app, sms, Facebook, Company website, etc. The Retailer may use static barcodes and/or in-house loyalty.



General Coupon Collaboration with Key Roles

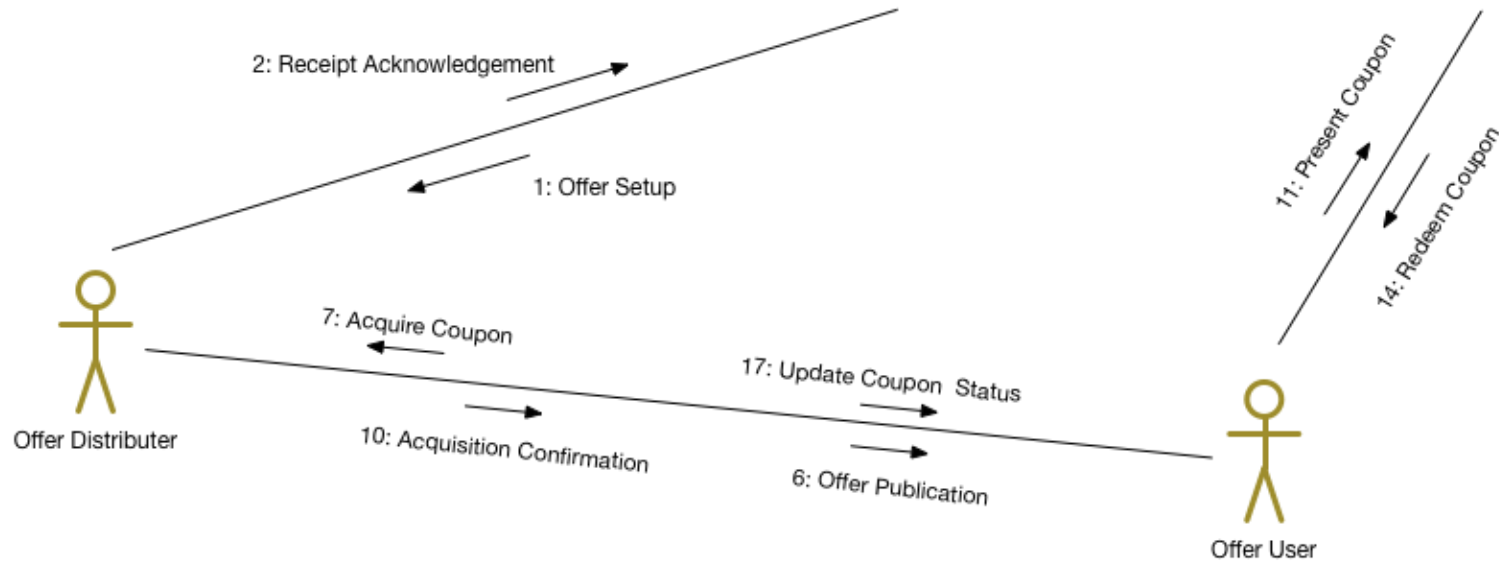
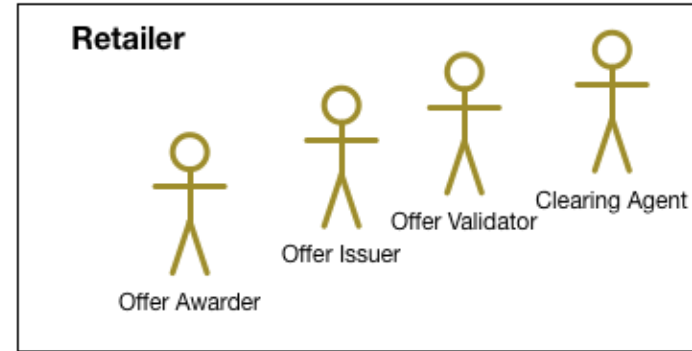
GS1 Digital Coupons

Closed Loop (Issuer = Awarder = Clearing Agent)

Scenario

Awarder = Issuer = Clearing Agent

Retailer issues its own offers, and distributes them via in-app, sms, Facebook, Company website, etc. The Retailer may use static barcodes. A 3rd Party Loyalty Subsystem is used. Rewards are Issued to loyal consumers, and other distributions are used for acquisition and engagement. A 3rd party partner is used to distribute offers.



General Coupon Collaboration with Key Roles

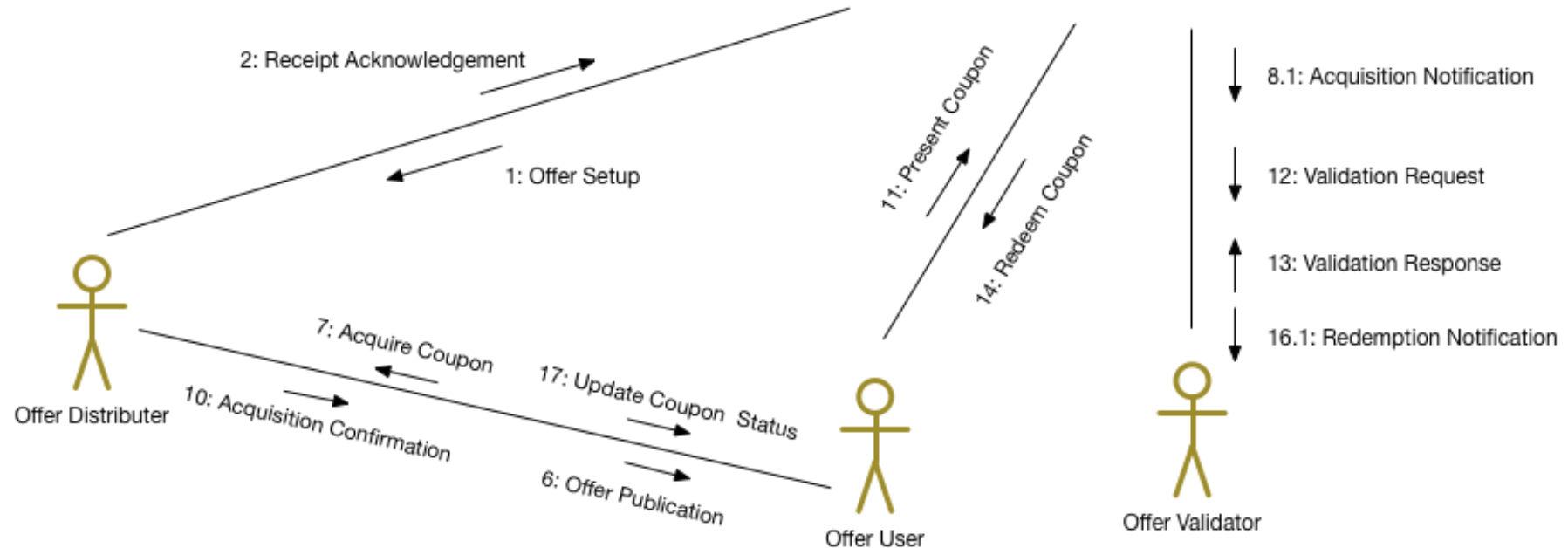
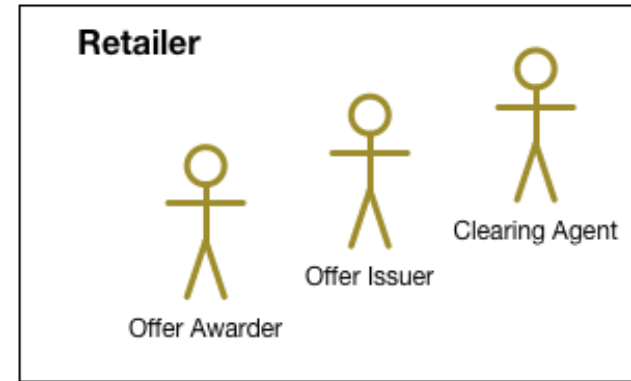
GS1 Digital Coupons

Closed Loop (Issuer = Awarder = Clearing Agent)

Scenario

Awarder = Issuer = Clearing Agent

Retailer issues its own offers, and distributes them via in-app, sms, Facebook, Company website, etc. The Retailer may use static barcodes. A 3rd Party Loyalty Subsystem is used. Rewards are Issued to loyal consumers, and other distributions are used for acquisition and engagement. A 3rd party partner is used to distribute offers.

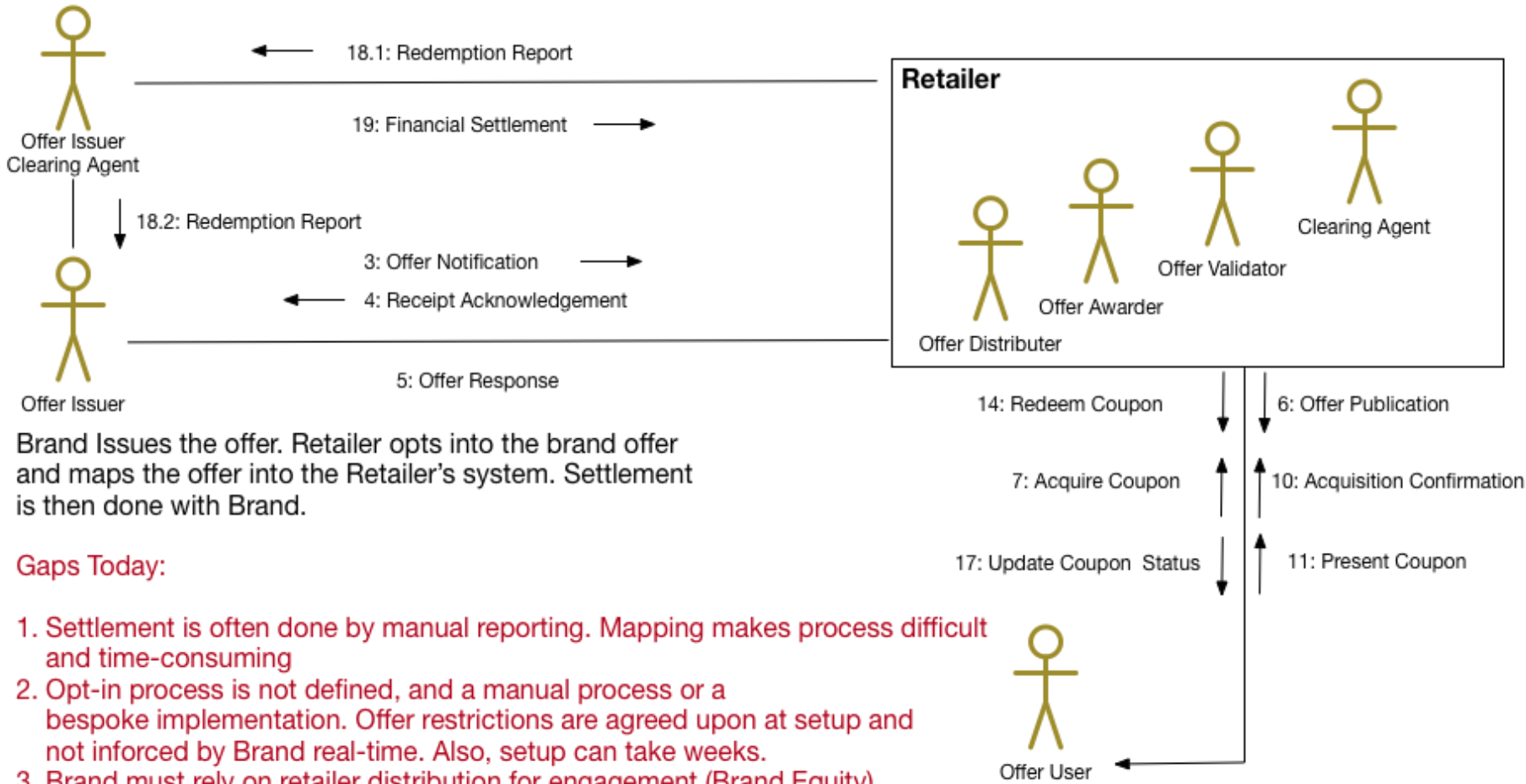


General Coupon Collaboration with Key Roles

GS1 Digital Coupons

Open Loop (Issuer != Awarder)

- Scenario
1. Awarder = Distributor
 2. Awarder = Offer Validator



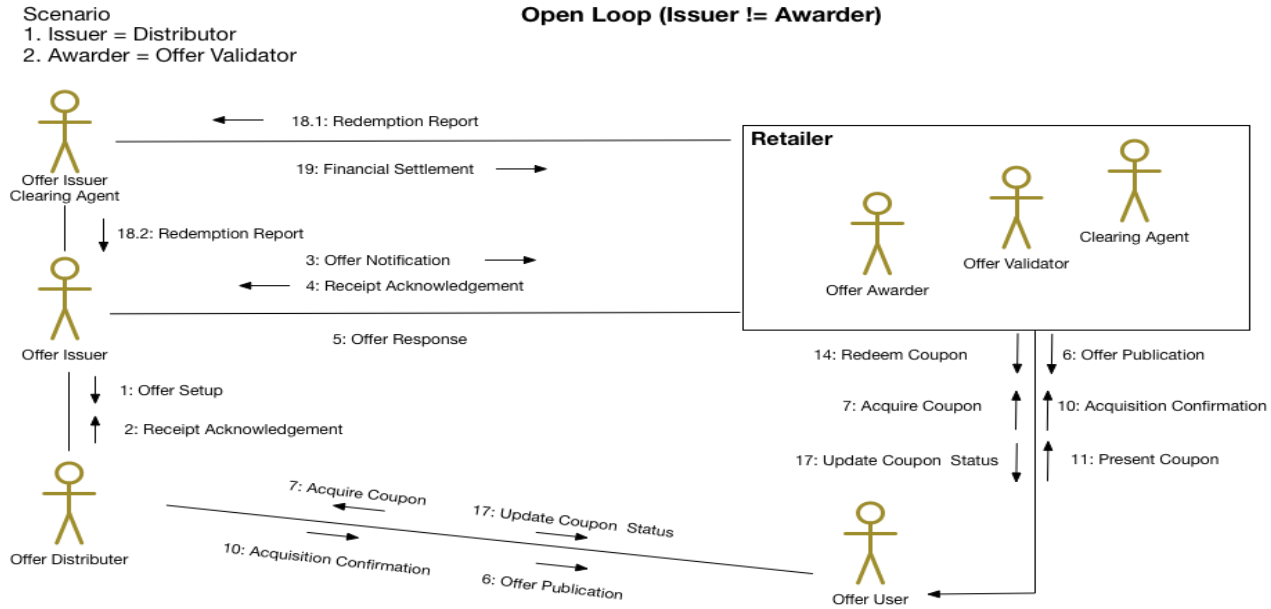
Brand Issues the offer. Retailer opts into the brand offer and maps the offer into the Retailer's system. Settlement is then done with Brand.

Gaps Today:

1. Settlement is often done by manual reporting. Mapping makes process difficult and time-consuming
2. Opt-in process is not defined, and a manual process or a bespoke implementation. Offer restrictions are agreed upon at setup and not enforced by Brand real-time. Also, setup can take weeks.
3. Brand must rely on retailer distribution for engagement.(Brand Equity)

General Coupon Collaboration with Key Roles

GS1 Digital Coupons



Brand Issues decides to fund a campaign with its distribution partners. The Brand sets up offer with Participating retailers and exchanges information so offer can be recognized in participating retailers. Brand initiates campaign, and Offer Users redeem offer when presented in-store. Retailer does not Promote offer in own system. Brand loyalty , Brand equity

Gaps Today:

1. Settlement is often done by manual reporting. Mapping make process difficult and time-consuming.
2. Opt-in process is not defined, and a manual process or a bespoke implementation. No standard way to recognize the brand offer in-store.
3. Offer restrictions are agreed upon at setup and not enforced by Brand real-time. Initial setup can take weeks for each retailer/brand relationship.