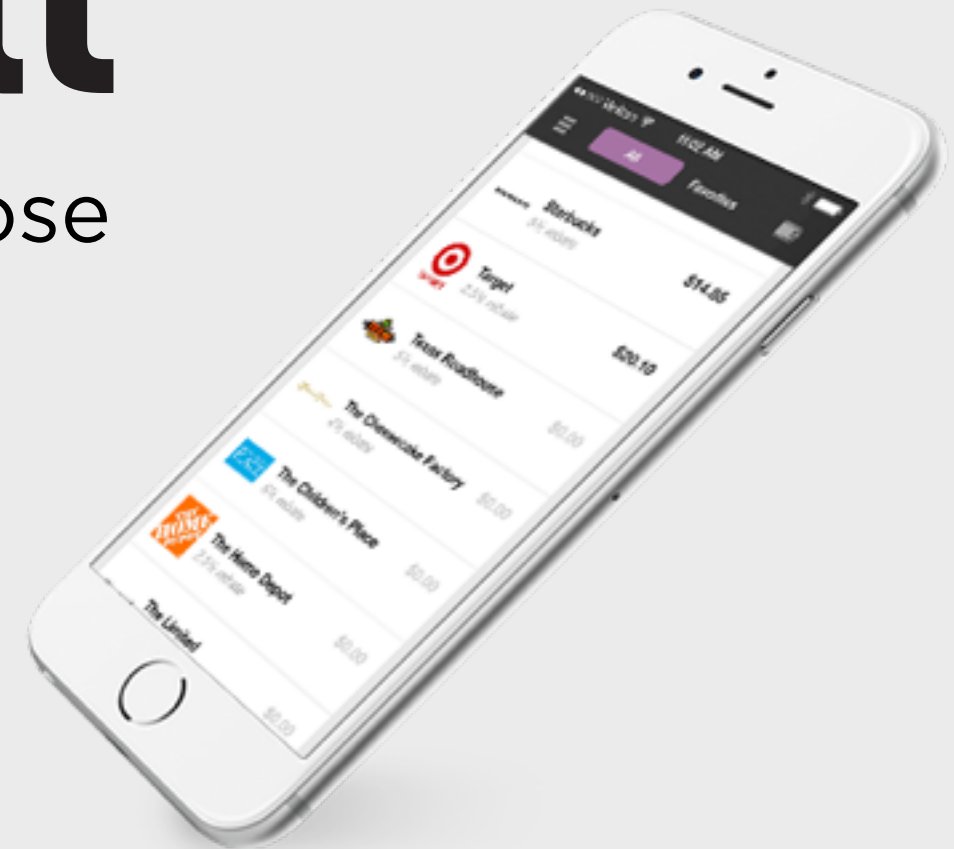




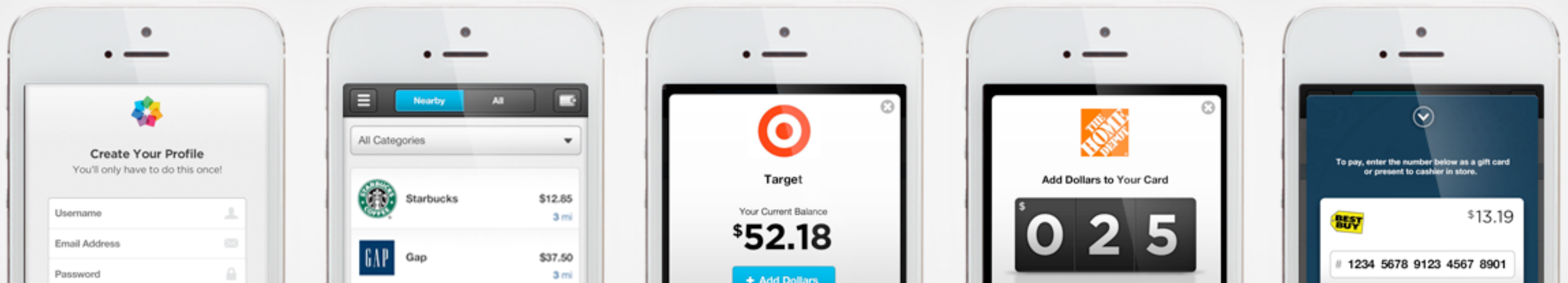
Benefit

Pay With a Purpose



WHAT IS BENEFIT?

Benefit is a mobile wallet that raises money without asking for a dime. When the app is used at checkout at any of our participating retailers a donation is made to your cause.



HOW DOES IT WORK?

With Benefit users buy and redeem digital gift cards instantly right from the checkout line.

1

BUY GIFT CARDS

Within the app users purchase digital gift cards at any of our participating retailers and within 3 seconds are given a barcode for redemption.

2

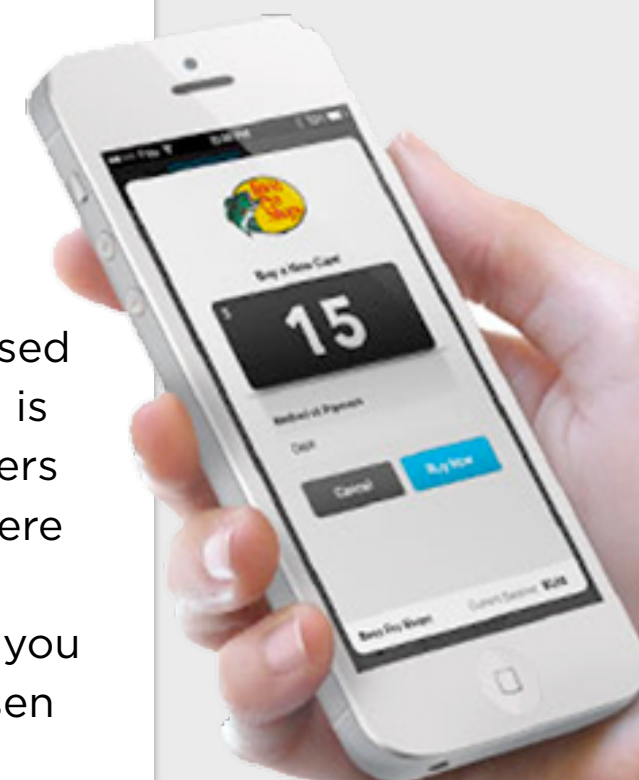
REDEEM CARDS

Barcodes can be instantly scanned for immediate redemption. Any remaining balance on the card is tracked within the app for future use.

3

DONATIONS MADE

Each time a card is purchased within the app a donation is made to a cause of the users choice. This can be anywhere between 3-27% of the transaction price. It's up to you to make sure they've chosen your cause!



So what kind of money can you raise?

Here's some examples.....



Patricia

married, nearing retirement

RETAILER	MONTHLY SPEND
Target 2.5%	\$200
Amazon 3%	\$100
Lands End 10%	\$100
Banana Republic 9%	\$100
Whole Foods 3%	\$500
Starbucks 6%	\$100
Applebees 6%	\$50
TOTAL CONTRIBUTION	\$51





David

single, no kids

RETAILER	MONTHLY SPEND
Target 2.5%	\$100
AMC Theaters 6%	\$30
Cabela's 9%	\$150
Logan's Road House 5%	\$40
Papa Johns 5%	\$30
Starbucks 6%	\$100
Callaway 24%	\$200
TOTAL CONTRIBUTION	\$75

Kelsey

married, 3 children

RETAILER

MONTHLY SPEND

Amazon 3% \$200

LL Bean 12% \$100

Barnes & Noble 5% \$70

Old Navy 5% \$150

Groupon 5% \$100

Starbucks 6% \$100

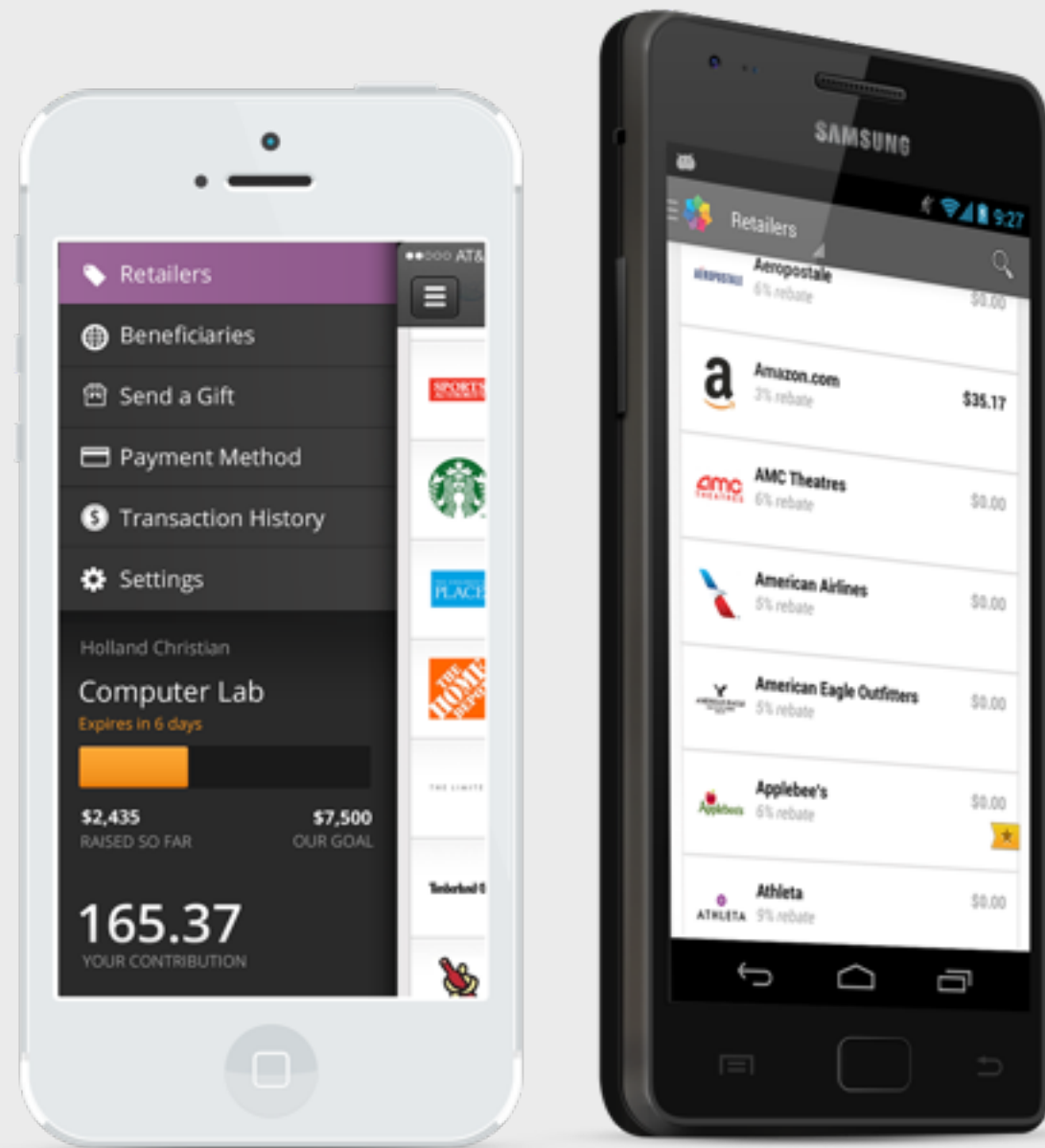
Red Robin 6% \$50

TOTAL CONTRIBUTION

\$41



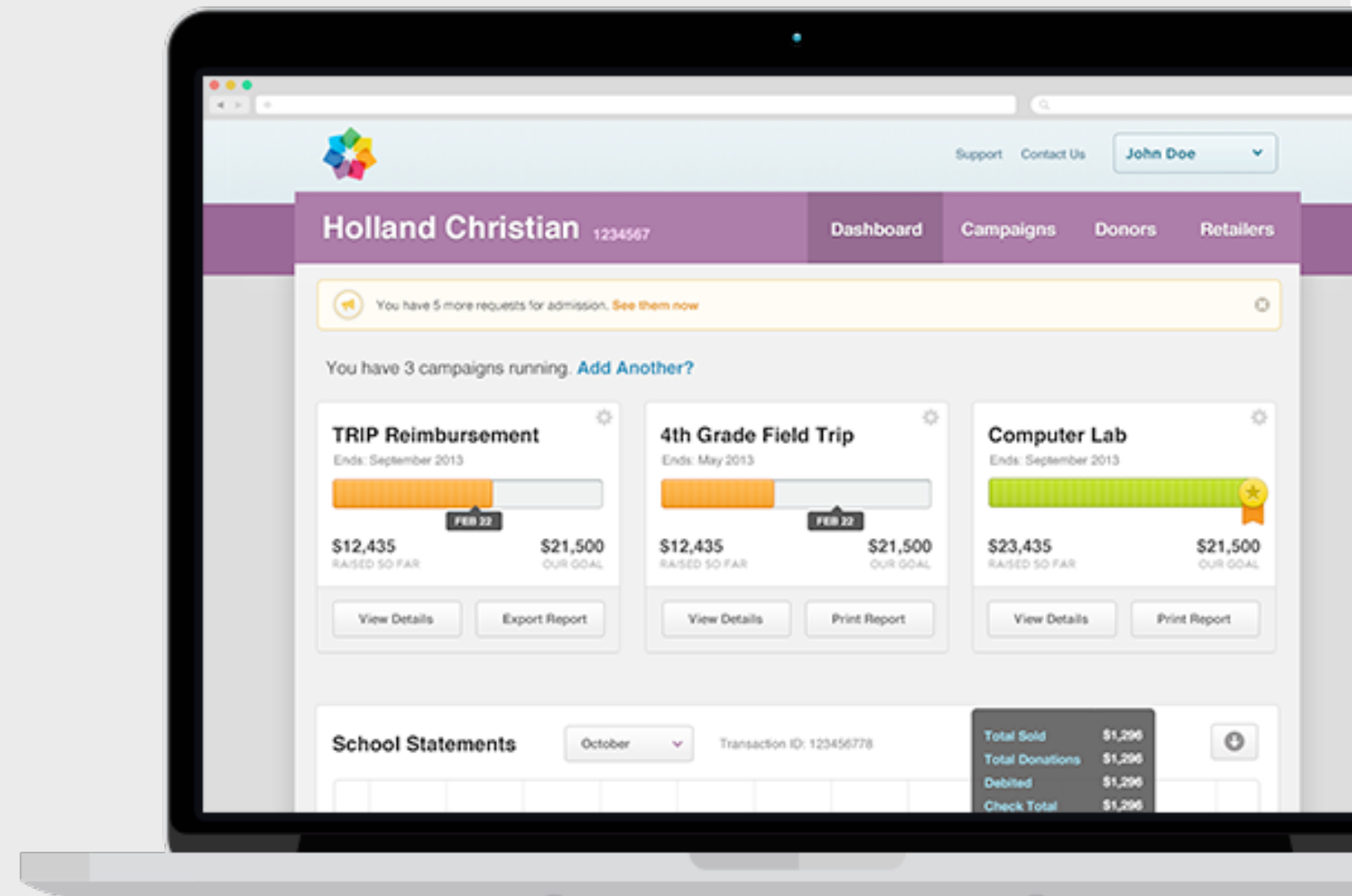
iPHONE & ANDROID



- Free download in the iPhone and Google Play stores
- Over 100 retailers that accept mobile redemption, with more added monthly
- Track your balances and see your contributions in real-time
- Simple search to find and support your favorite causes.
- App accepts credit card or checking account for payment.
- As easy as a credit card and safer than a wallet

REPORTING SUITE

- See every participant and how much they've contributed to your cause.
- Create a campaign, set a start/end date and a targeted money goal.
- Invite your donor base right from the reporting tool.
- Export reports to pdf or csv files.
- Receive a check monthly and see the detailed statements

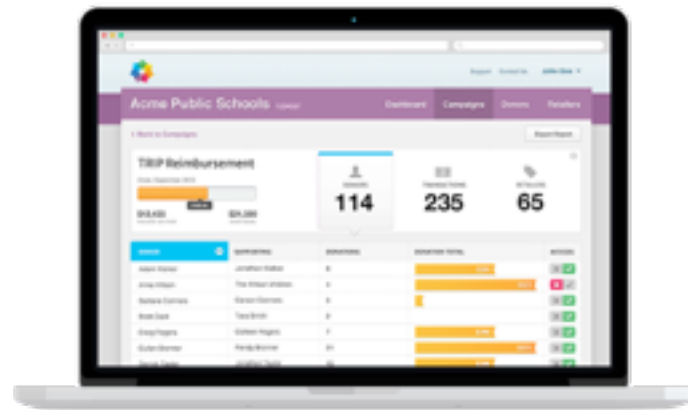


HOW TO GET STARTED

1

SIGNUP

Enroll your school or non-profit right from the Benefit website.



2

INVITE USERS

Use the Benefit reporting suite or any of our free marketing materials to invite users to download the app.



3

DOWNLOAD AND SHOP

Users download the app, select your school to support, and set up a method of payment. Then they start shopping!



4

GET PAID

Each month you receive a check from Benefit for the amount raised. Sign in to the Benefit reporting suite to see how the money should be allocated.



TALKING POINTS

- Benefit is a mobile app that gives while you shop.
- It Frictionless Fundraising because not a dime is spent outside of your typical everyday shopping spend.
- It turns everyday consumers into loyal donors without asking for a dime.
- Raise thousands for your school without buying or selling anything.
- It's as easy as a credit card, and safer than a wallet.
- Benefit takes all the work out of fundraising. Just invite users and we'll do the rest.
- Over 100 national retailers including Target, Amazon, and Whole Foods
- No cost and no commitment to run.
- Donations are sometimes as high as 27% of your overall purchase price.
- With Benefit you raise funds without fundraising!



MORE INFORMATION

For more information visit our website where you can read more about Benefit as well as get access to our marketing materials and videos. www.benefit-mobile.com.