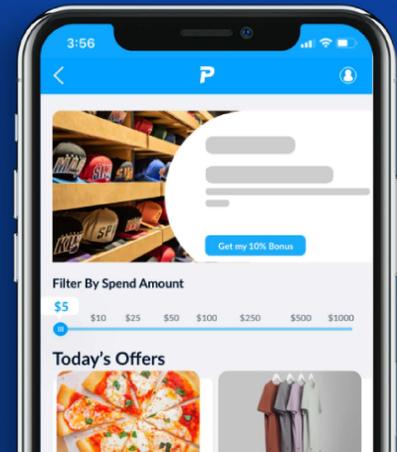**PRIZEOUT** is a digital gift card marketplace that works with commercial partners and local governments to distribute funds to citizens in local communities.

Local Merchants can quickly and easily self-onboard to Prizeout's platform to promote their brands to citizens in their community, leading to new customer acquisition and revenue growth.

HOW IT WORKS

- **SET UP IS SIMPLE:** All you need to do is create an account, launch a campaign, connect Gift Card inventory, and add bank details.

- **BONUS OFFERS ATTRACT CUSTOMERS**: While the platform is free to join, you can attract customers to your Gift Cards by offering them a bonus amount at checkout.

- **OPTIMIZE CAMPAIGNS FOR YOUR GOALS:** You have the option to share a percentage of your Gift Card revenue with Prizeout to optimize your advertising campaign to increase viewership or attract new customers.

- **ONLY PAY FOR YOUR TRANSACTIONS**: You will only ever pay for bonus offers and optimization if a customer actually chooses to redeem their funds for your digital Gift Card.

1 **CREATE AN ACCOUNT**

To sign up, go to https://partners.prizeout.com/#/register

Enter your company name and website URL. Select the category that is most relevant to your brand and click register

Check your email inbox for a link which will confirm your sign-up and direct you to your Prizeout Merchant Account.

2 **CREATE A NEW CAMPAIGN**

Creating a campaign allows you to educate consumers about your brand by adding a merchant description and gift card images, while also offering you the opportunity to increase visibility for your ads by offering consumers an added bonus.
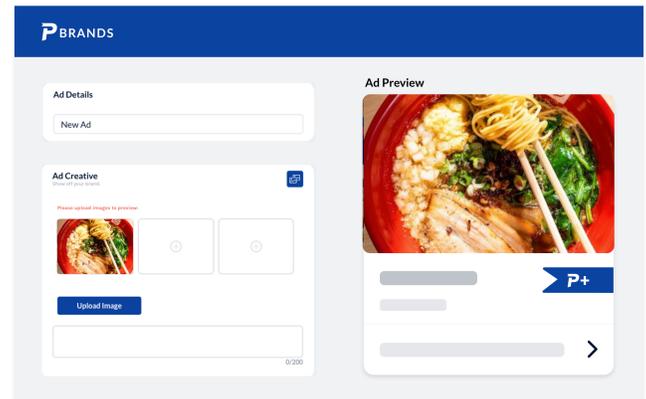
TO CREATE A CAMPAIGN

Enter your Merchant Portal and click **+ Create New**

CAMPAIGN NAME:

We recommend using your company name and date of creation
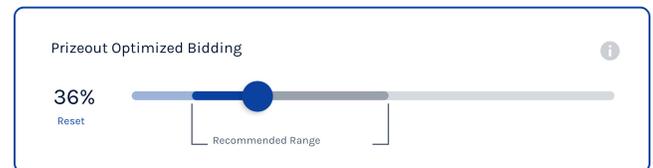
Ex: Your_Company - 06/01/21

OPTIMIZE YOUR CAMPAIGN

You can optimize your campaign by offering a customer bonus to increase the likelihood of customers selecting your Gift Card and by offering a percentage to Prizeout which increases visibility of your gift cards.
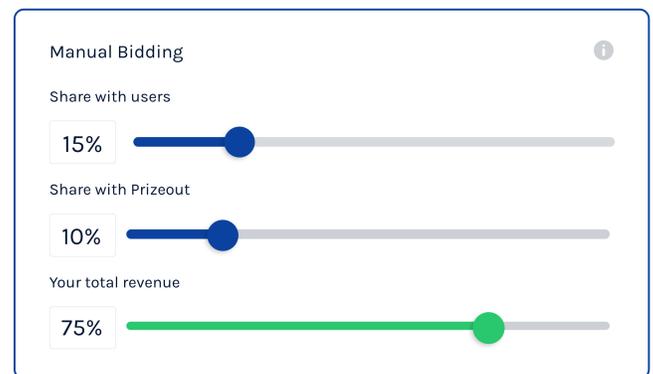
PRIZEOUT OPTIMIZED

If you select this method Prizeout will determine the optimal split between bonus offers and increased visibility.

MANUAL BIDDING

Select the percentages, if any, you would like to allocate to increase Prizeout visibility, the customer bonus, and your company revenue.

GIFT CARD IMAGES

Upload up to 3 images to start off, upload images that will be used to advertise your business.

We would recommend high quality images of your product that also contain your brand name. If you do not have any images available please contact Prizeout Merchant Support for assistance.

MERCHANT DESCRIPTION

Describe your brand to the customer (this will display on the checkout page)

3 **UPLOAD GIFT CARD INVENTORY**

Gift Card inventory can be added from multiple different channels. If you don't have access to a gift card product management tool, Prizeout can provide gift cards for you.

CONNECT WITH PRIZEOUT INVENTORY

If you don't currently have any Gift Cards, that's no issue. Prizeout can provide you with gift card inventory through our Merchant Portal. Just follow the directions in the inventory tab of the Merchant Portal. Please note: You will need an internet enabled device to redeem the Gift Cards in your store.

Follow the Connect with Prizeout instructions and include all of the required information in the appropriate fields & test connection before clicking 'Connect'

CONNECT WITH SHOPIFY

Follow the Connect with Shopify instructions and paste all of the required information in the appropriate fields & test connection before clicking 'Connect'

4 **FINANCIALS**

Bank information will need to be added to your account in order for Prizeout to pay your business. You can do so by connecting via Plaid or manually.

PLAID

Plaid helps companies connect customers to their financial data through apps, platforms and services in a more secure and efficient way. Simply click Connect, choose your financial institution, enter your User ID and password, and click submit

MANUAL

Click Add, choose the account type, and fill in all required fields. Wait for two small deposits to hit your bank account (can take a few days). Enter the two micro deposit amounts and click Verify.