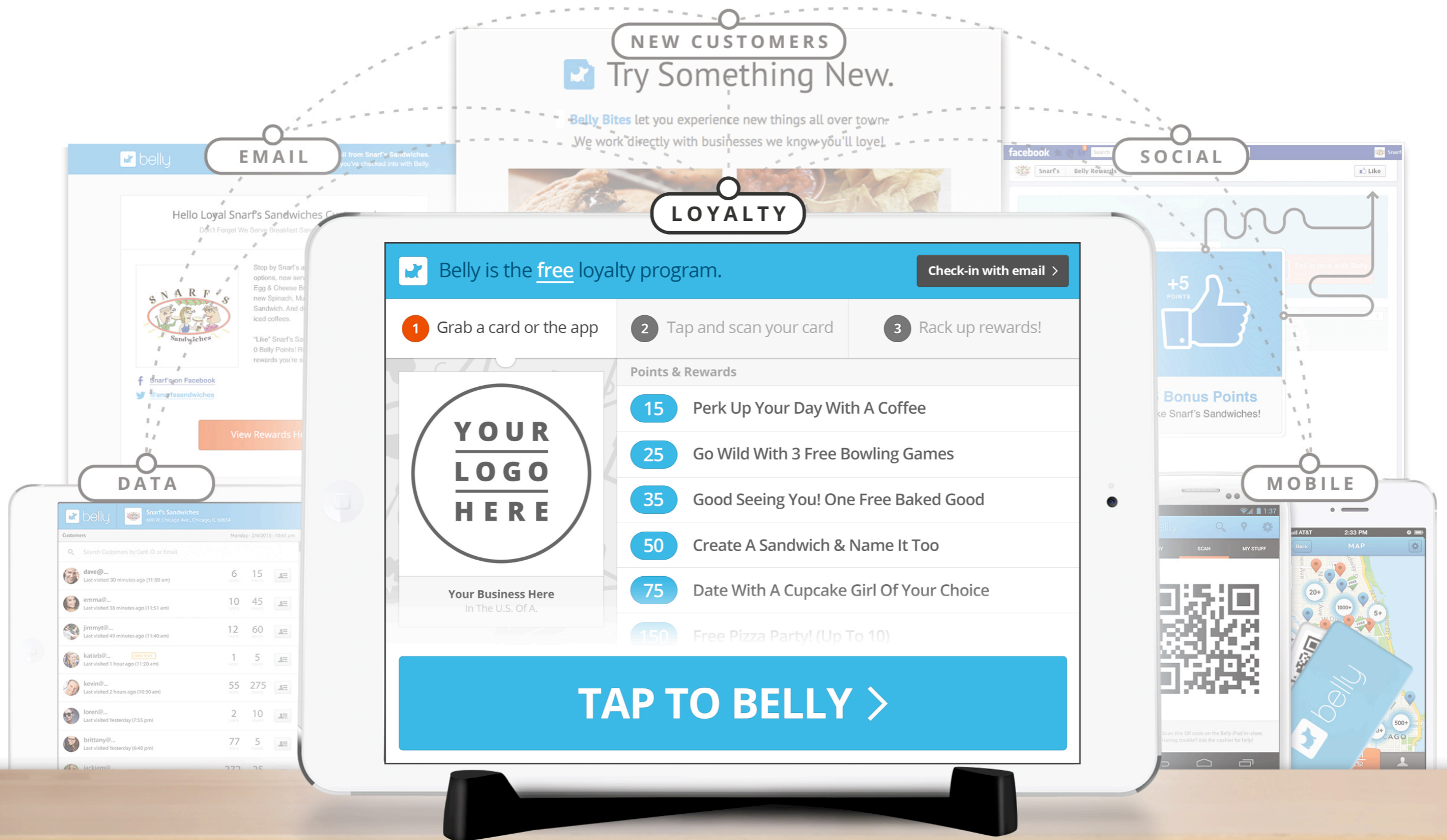




# Belly Is The #1 Loyalty Platform

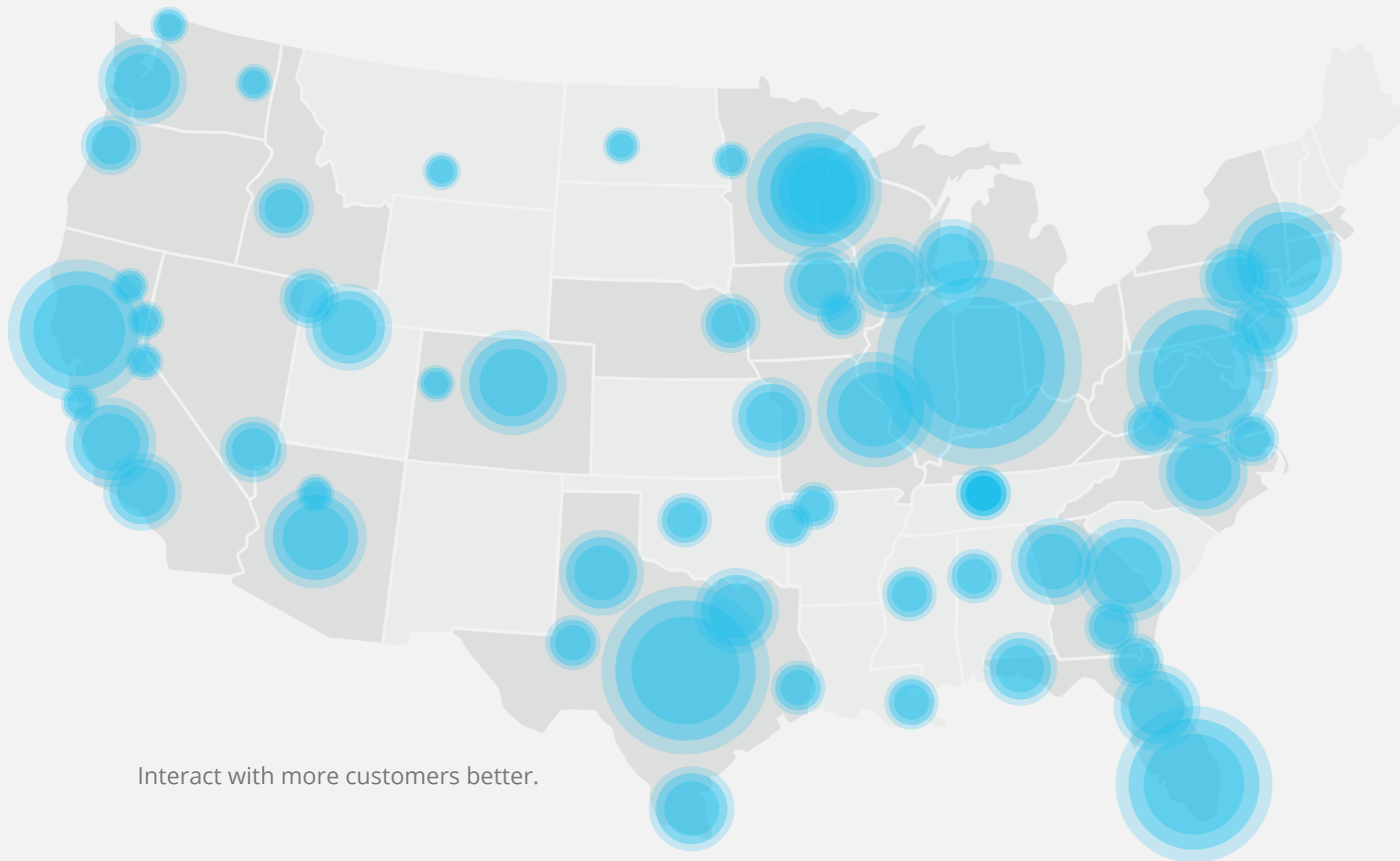


A Loyalty Program That Works!

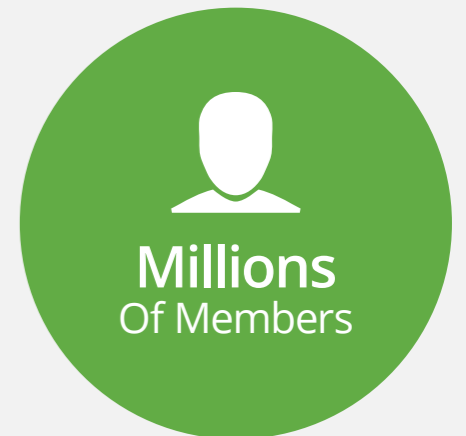
# The Nation's Largest Loyalty Network

"From Sea To Shining Sea" - literally.

**Tap into Belly's nationwide network** of millions of active Members and thousands of Merchant Partners.



**Thousands**  
Of Locations



**Millions**  
Of Members



**Tens of Millions**  
Of Visits

Interact with more customers better.

# Loyalty Matters & That's A Fact

7 statistics you should know as a business owner:

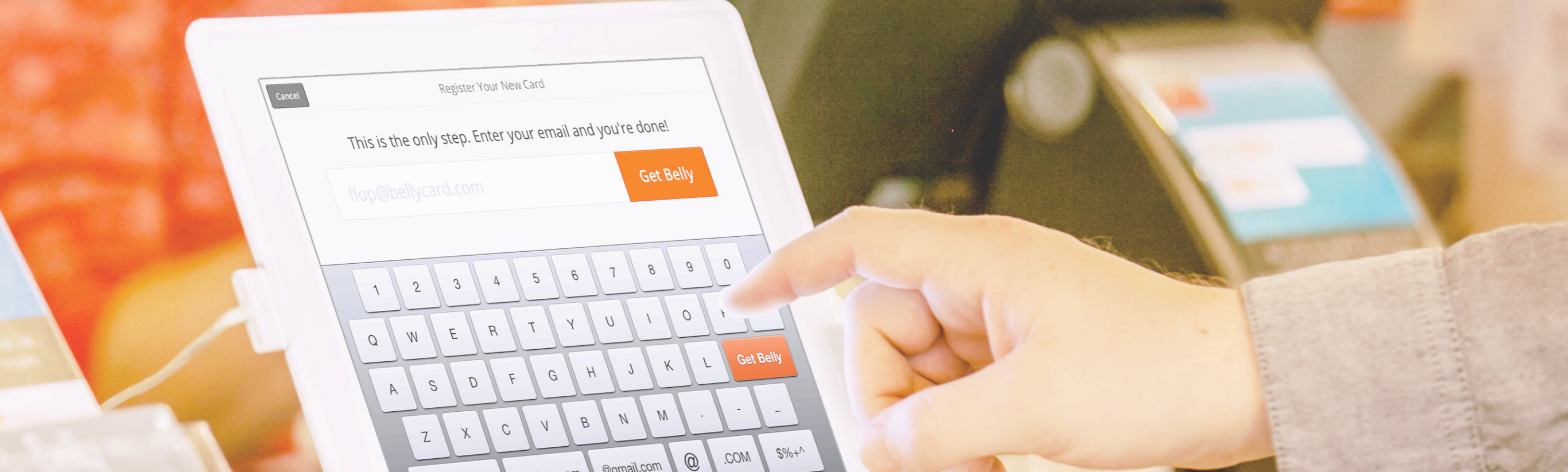
- 7 It's **6-8x** more expensive to acquire a new customer than it is to retain an existing one.
- 6 A **2% increase** in customer retention has the same effect as **decreasing costs by 10%**.
- 5 A **5% increase** in customer loyalty can result in more than a **25% increase** in revenue.
- 4 **64%** of customers have **increased frequency of visits** for a business that has a rewards program.
- 3 **73%** of customers **want a universal loyalty solution** where they shop.
- 2 **65%** of customers say they would **recommend a business** due to its rewards program.
- 1 **88%** of businesses with loyalty programs are **more profitable** than businesses without them.

Sources: 4-7: \*DELOITTE NATIONAL RESEARCH SURVEY AND LOYALOGY 'LOYALTYPLUS RESEARCH STUDY' JAN 2013, ZENDESK 'BUILDING CUSTOMER LOYALTY'. 3: Harvard Business Review. 2: Return Of Behavior Review. 1: Forbes.

# Customized Rewards Tailored By You

Connect with your customers with personalized rewards.  
Give them what they want to get them back into your store more often.



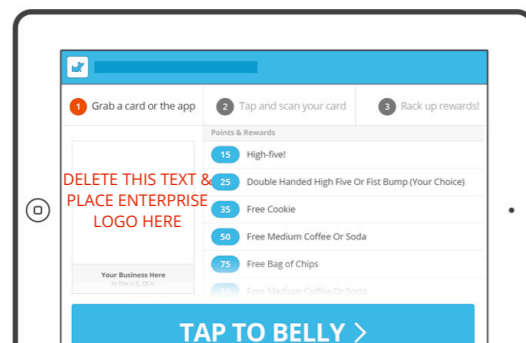


## How Belly Works At Your Business

1

### DISPLAY BELLY TABLET

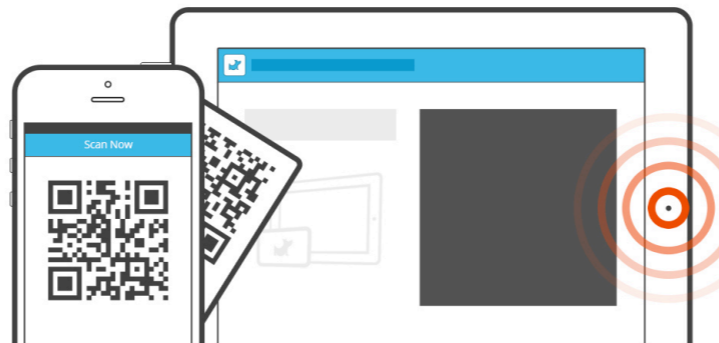
We give you a tablet to place near point-of-sale at every location. Customer engagement starts here.



2

### CUSTOMERS SCAN IN

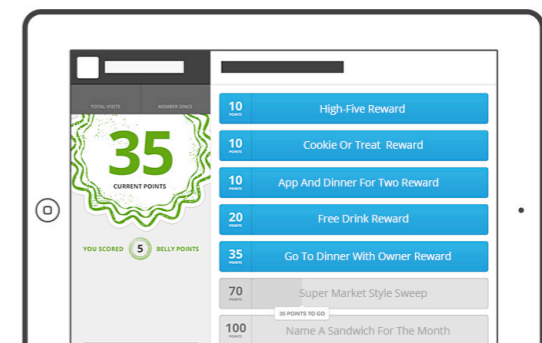
Your customers earn points with every visit, deepening their relationship with your business.



3

### CUSTOMER GET REWARDS

Customers return to redeem their points for rewards you've created that reflect your business's personality.



# What Belly Can Do For You

## BEST IN CLASS MOBILE EXPERIENCE

The 5-star Belly app enables further discovery for your business and has mobile wallet integration with Apple, Google & Samsung. Belly is the only loyalty program to do so.



## DATA, ANALYTICS & CUSTOMER BEHAVIOR

Analytically focused reports lead to successful loyalty programs. Access business stats, customer behavior, update your product features and contact your Account Manager.



## INCREASE YELP REVIEWS

The Belly algorithm prompts Yelp reviews from your most loyal customers. Get the kind of reviews you really want.



## STRENGTHEN YOUR FACEBOOK PRESENCE

Incentivize your Belly Members to 'Like' your Facebook Page for extra Belly Points. Create social advocates and boost awareness of your business.



## EMAIL YOUR CUSTOMERS

Digitally connect and promote your business directly to your customers through Belly's email marketing platform or export your email list to any system you prefer.



## GET NEW CUSTOMERS

Attract new customers by offering a sample of your product or service to local Members who have never Belly'd at your business.



It's Your Loyalty Program, Belly Just Fuels It.

# Best In Class Mobile Experience






























## Discovery For Your Business

- 1500+ 5 star reviews
- 4.5 star rating across all versions
- Mobile wallet integration with Samsung, Google & Apple
- Highest rated Apple Passbook enabled app



# Data, Analytics & Customer Behavior

Instantly Manage Your Platform. All of your business's Belly Activity is directly accessible from your Belly tablet!

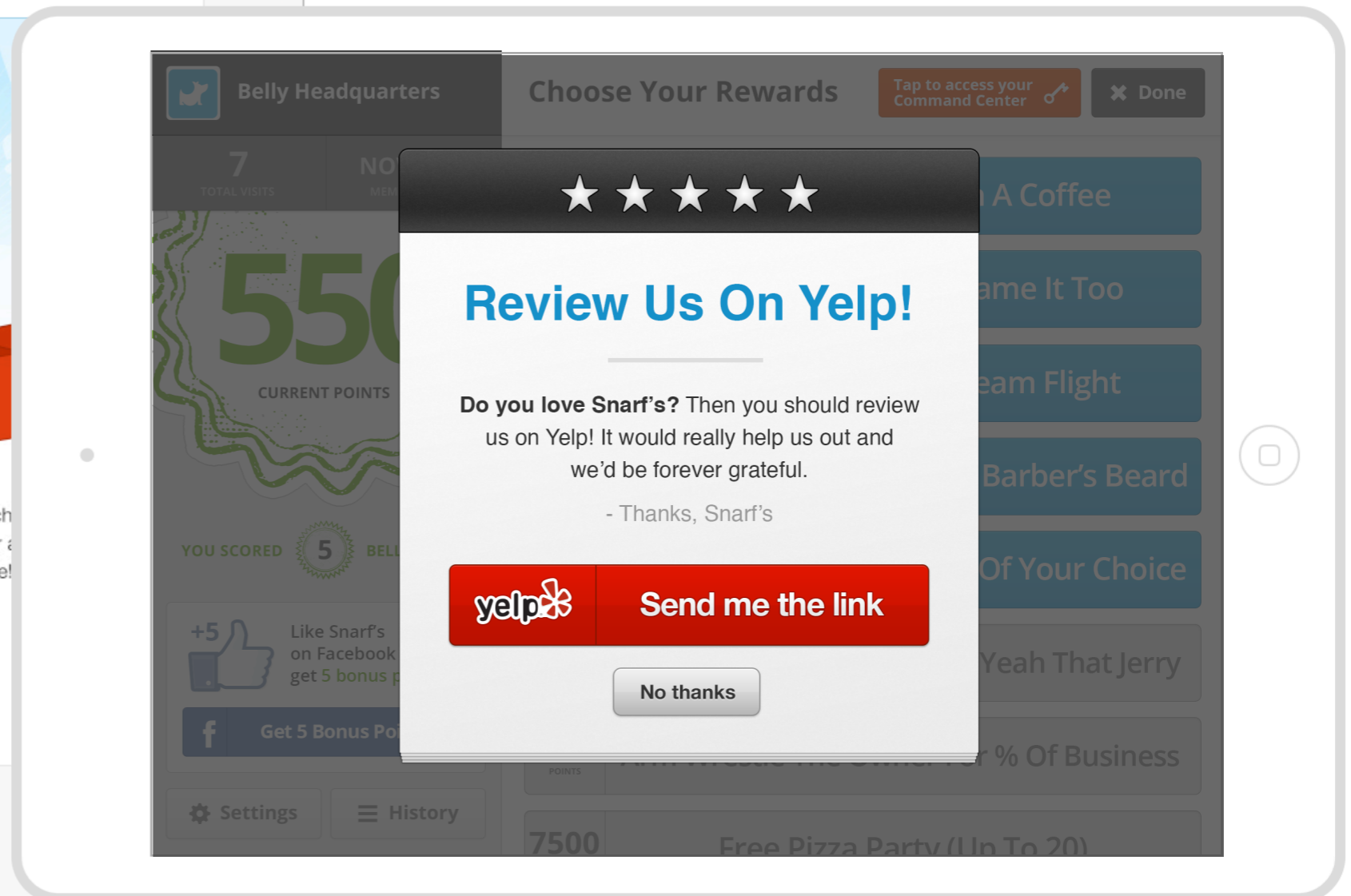
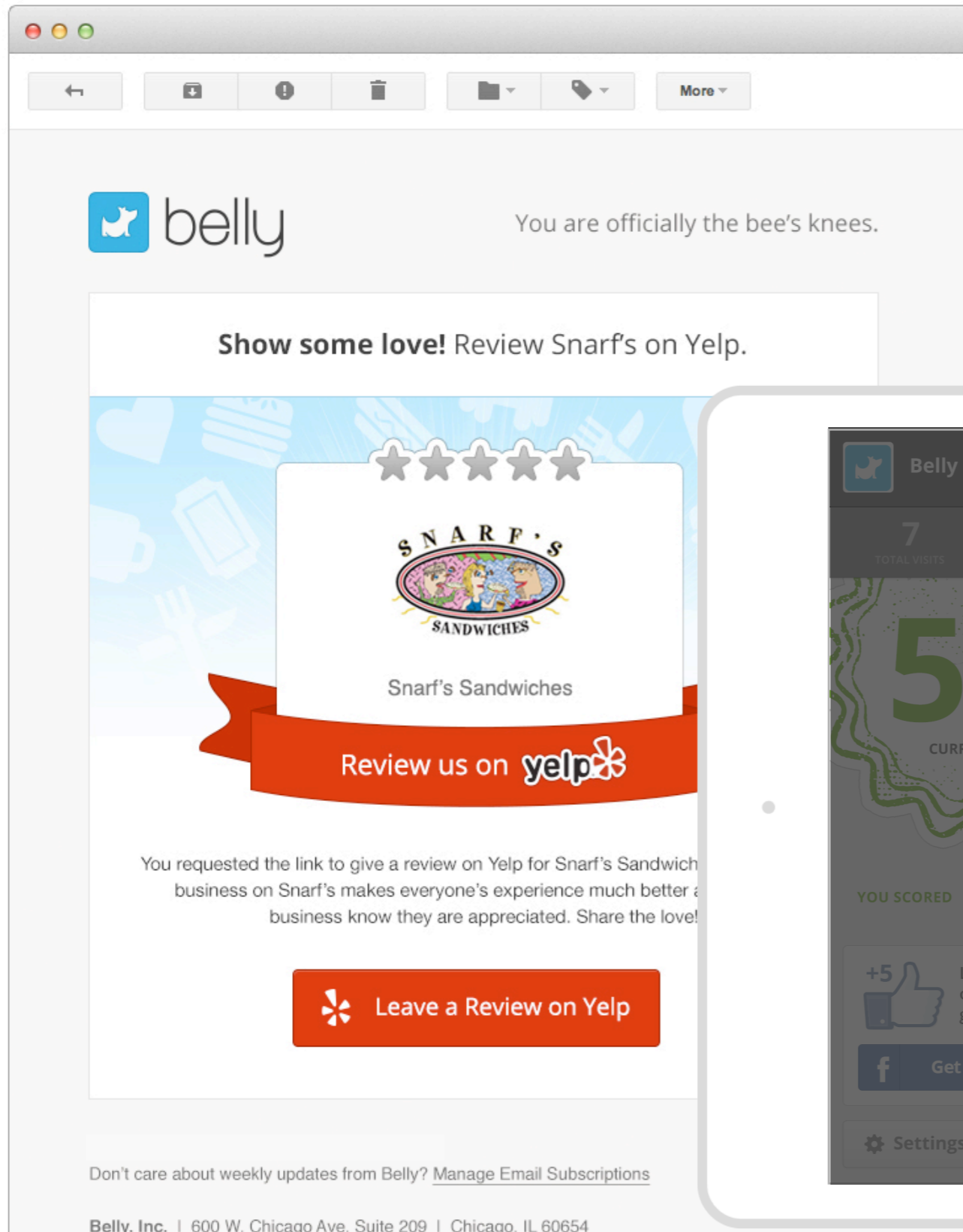
|   |  |   |  |   |  |   |  |   |                               |  |  |
|---|--|---|--|---|--|---|--|---|-------------------------------|--|--|
|    |  |  <b>Snarf's Sandwiches</b><br>600 W. Chicago Ave., Chicago, IL 60654 |  |  <b>Help &amp; Support</b> |  |  <b>Exit</b> |  |   |                               |  |  |
| Customers   |  |   |  | Monday - 2/4/2013 - 10:43 am  |  | Quick Dashboard   |  |   |                               |  |  |
|  Search Customers by Card ID or Email                          |  |   |  |   |  | Visits  |  | Customers   |                               |  |  |
|  <b>dave@...</b><br>Last visited 30 minutes ago (11:59 am)     |  |   |  | 6<br>VISITS   |  | 15<br>POINTS  |  |    |                               |  |  |
|  <b>emma@...</b><br>Last visited 38 minutes ago (11:51 am)   |  |   |  | 10<br>VISITS  |  | 45<br>POINTS  |  |  |                               |  |  |
|  <b>jimmyt@...</b><br>Last visited 49 minutes ago (11:40 am) |  |   |  | 12<br>VISITS  |  | 60<br>POINTS  |  |  |                               |  |  |
|  <b>katieb@...</b><br>Last visited 1 hour ago (11:20 am)     |  |   |  | 1<br>VISITS   |  | 5<br>POINTS   |  |  |                               |  |  |
|  <b>kevin@...</b><br>Last visited 2 hours ago (10:30 am)     |  |   |  | 55<br>VISITS  |  | 275<br>POINTS   |  |  |                               |  |  |
|  <b>loren@...</b><br>Last visited Yesterday (7:55 pm)        |  |   |  | 2<br>VISITS   |  | 10<br>POINTS  |  |  |                               |  |  |
|  <b>brittany@...</b><br>Last visited Yesterday (6:40 pm)     |  |   |  | 77<br>VISITS  |  | 5<br>POINTS   |  |  |                               |  |  |
|  <b>jackiem@...</b><br>Last visited Yesterday (6:00 pm)      |  |   |  | 272<br>VISITS   |  | 25<br>POINTS  |  |  |                               |  |  |
|   |  |   |  |   |  | 55.9K<br>Total Visits   |  |   | 4K<br>Total Customers         |  |  |
|   |  |   |  |   |  | 617<br>Visits This Week   |  |   | 22<br>New Customers this Week |  |  |
|    |  |   |  |   |  |   |  |   |                               |  |  |
| Features & Settings   |  |   |  |   |  |   |  |   |                               |  |  |
| I need more BellyCards ?  |  |   |  |   |  |            |  |   |                               |  |  |
| Security screen at night ?  |  |   |  |   |  |            |  |   |                               |  |  |
| Double Points ?   |  |   |  |   |  |            |  |   |                               |  |  |
| Facebook Tab ?  |  |   |  |   |  |            |  |   |                               |  |  |
| Monthly Report Email ?  |  |   |  |   |  |            |  |   |                               |  |  |

- ✓ Track Customer Activity
- ✓ Manage Features
- ✓ Immediate Support/Help
- ✓ View Data & Stats  
Fully understand what your analytics mean and how your loyalty program is performing. Review total visits, total customers, weekly visits and this week's new customer growth.

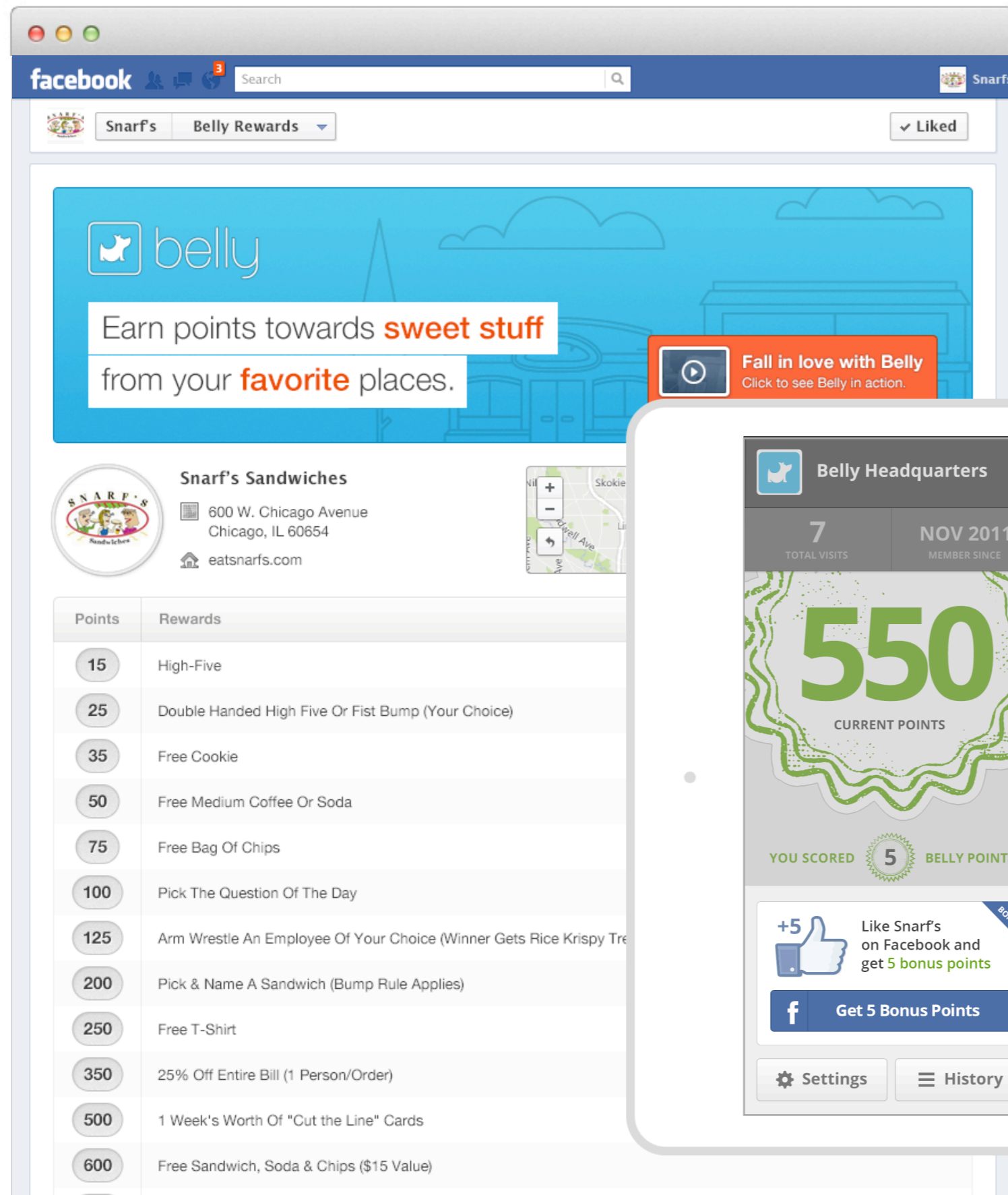
# Get Reviews You Want

## Build Credibility

The Belly algorithm prompts Yelp reviews from your most loyal customers. After a customer Belly's at your business multiple times, we'll ask them to write a review.

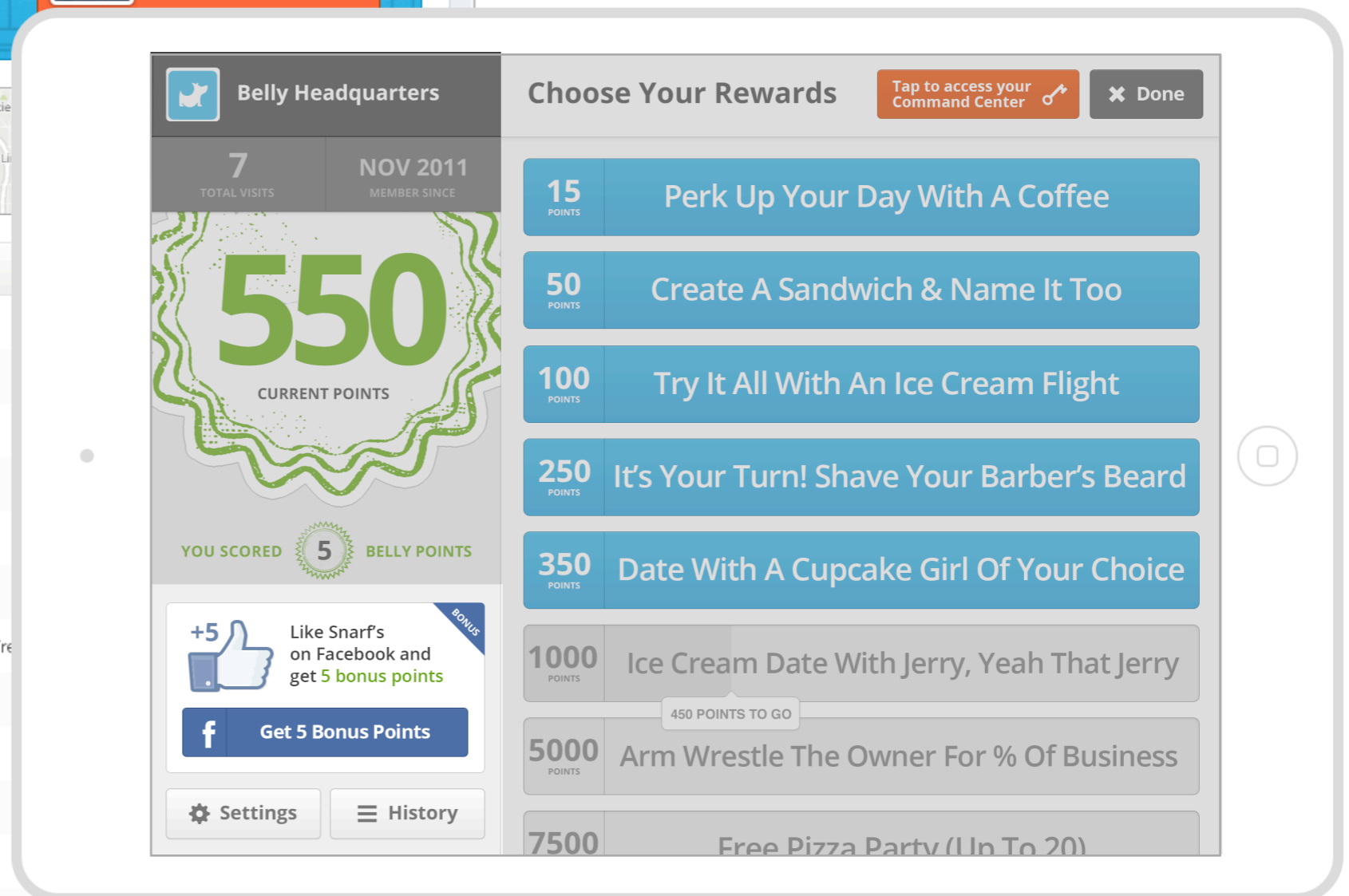


# Strengthen Your Facebook Presence



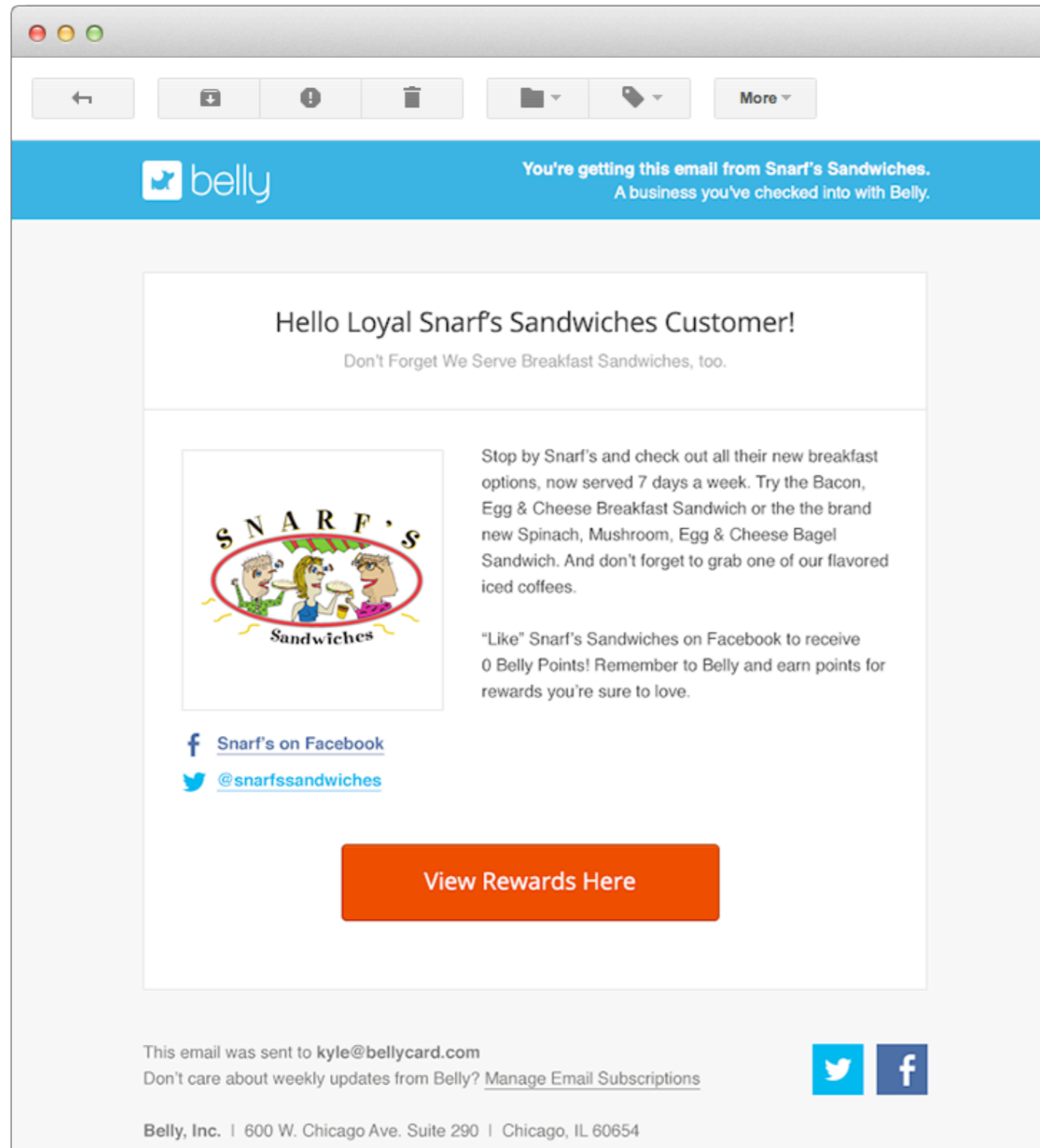
## Incentive Likes

Your customers can 'Like' your business directly from the tablet! Belly also provides a custom Facebook tab to bring the in-store experience online, enhance and grow your Business Page with this Tab.



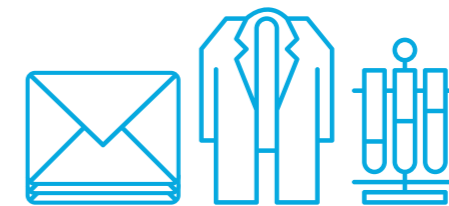
# Email Your Customers

Digitally connect and promote your business directly to your customers.



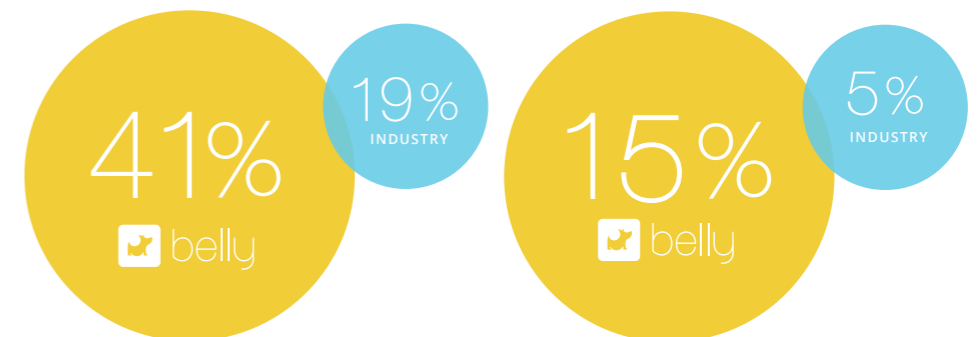
## Engage With Your Customers

Digitally connect and promote your business directly to your customers.



**We are Email Scientists.**

Get **2x** the industry average when you send emails with Belly!



Open Rate

Clicks/Unique Opens

# Our Belly Is Bulging With Top Brands!

|   |  |   |   |   |
|---|--|---|---|---|
|    |    |    |    |    |
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|   |  |   |   |   |
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# Get Belly At Your Business Today



BELLYCARD.COM



BELLYCARD



@BELLYCARD