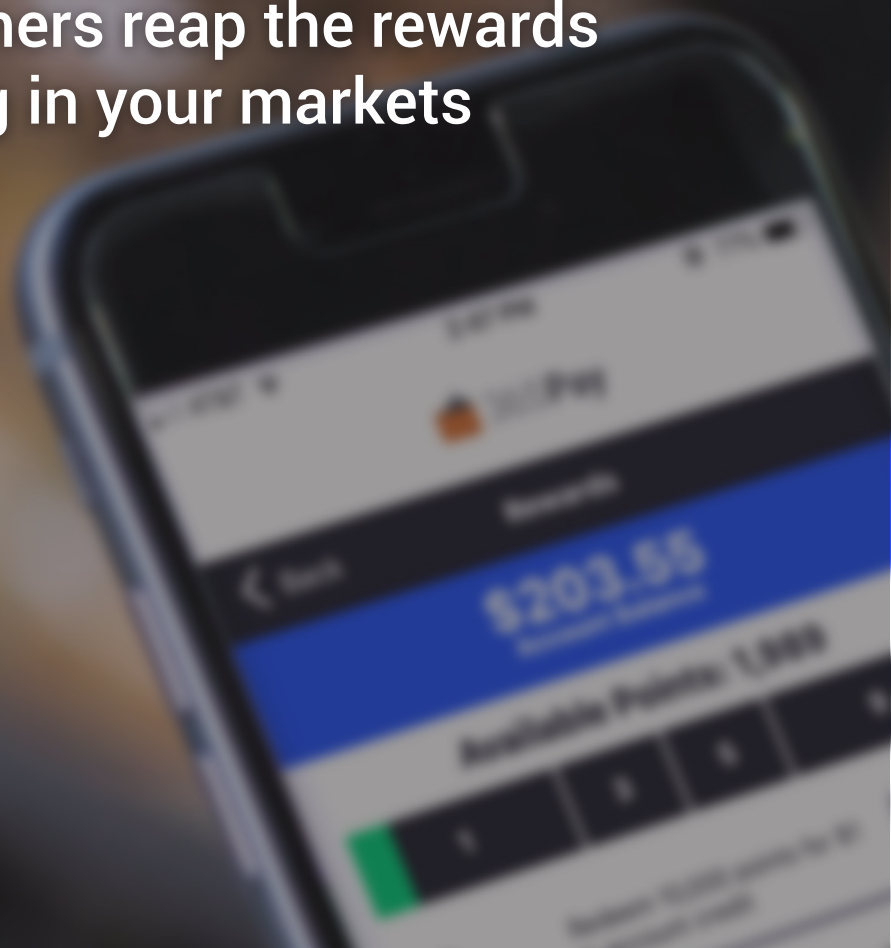




THE 365 LOYALTY PROGRAM

Let your customers reap the rewards of snacking in your markets



What's All In Here?

At 365, we not only provide the best MicroMarket technology, but the right resources to help make your market successful.

In this packet, we are providing in-depth information about the 365 Loyalty Program; The program is a great benefit for operators and their customers and rewards them for snacking in your markets.

First things first, an FAQ document to help you explain to your locations how the Loyalty Program works. We want all your partners out there to have the right answers at the right time, so print or save this FAQ for a quick reference.

Next, an FAQ for your customers. This document helps your customers and their consumers learn more about the program, how it works, and why they should use it in their markets! Your locations' HR department can pass this out to their employees or even post it up in their markets.

Lastly, we have a provided a 365 Loyalty Program flyer to be posted in each market. Post this flyer up to help promote and inform customers about the Loyalty Program benefits.

We hope you find this Loyalty Packet informative and in turn it helps provide more loyalty participation at your markets!

365 Loyalty Program FAQs

For Operators

What is the Loyalty Program?

The Loyalty program is a rewards points system for consumers that use a Global Market Account (GMA). Consumers accumulate points with each purchase, to redeem for cash back on their accounts (at loyalty enabled locations). They find their loyalty points on the 365Pay app in the Rewards section of the menu or online at MyMarketAccount.net

How do I earn Loyalty Points?

By creating a GMA account and using that account to make purchases, you automatically earn points on select items at participating locations.

How many Loyalty Points do I earn per transaction?

Unless your market has set Point Multipliers for a product promotion, consumers will earn 1 point for every penny purchased.

How can I use my Loyalty Points?

Consumers may redeem their Loyalty Points for cash back to their account. They may redeem this cash towards future purchases – points can be seen in the mobile app or online and redeemed instantly once you have passed each loyalty threshold.

Are all locations required to have the Loyalty Program?

No. The Operator has the power to choose whether or not they would like a location to have the Loyalty Program enabled.

Can an Operator enable Loyalty or does a 365 Employee turn on Loyalty?

A 365 Retail Markets employee must enable/disable Loyalty for a location.

What are the levels for redemption?

- 10,000 points = \$1
- 15,000 points = \$3
- 20,000 points = \$5
- 30,000 points = \$9*

*Maximum amount redeemable at one time is \$9

What is the quarterly automatic conversion?

At the end of every calendar quarter, users' points will automatically be converted to cash back depending on the levels of redemption. Remaining points that do not qualify for a redemption will rollover on their account for future accumulation. Consumers never lose points and points never expire.



Who controls the product Point Multipliers?

The Operator of the location.

Can Point Multipliers be set for all products within a location?

Yes, but the Operator must change the point multiplier on a product-by-product basis or by using Global Product Change (released in February 2019). Be advised, Operators are charged for all points issued, so make sure you are aware of the charges associated to the point multiplier.

Can an Operator set a time span for the Point Multipliers to be activated?

No, when an Operator sets a Point Multiplier for a product it becomes active. The Multiplier will remain active until the Operator manually changes the multiplier back to 1x.

What is the default Point Multiplier for new products?

All new products will have a default Point Multiplier of 1x.

What is the range of Point Multipliers that an Operator can use?

0x to 25x. 0 = no points for that item.

Are Operators charged for the Loyalty program?

When Rewards is enabled, 2% of all GMA sales will be withheld from the Operator to be used for funding the program. If a Multiplier is used on a product, the fee for that product will be multiplied by that increased rate. For example, the 2% fee times a 2x multiplier will total a 4% fee for that product. This fee will be reflected on the weekly GMA disbursement report. However, the use of GMA lowers your operational costs since the pay rates are lower than traditional Credit Card processing.

Loyalty Program FAQs For Customers



What is the Loyalty Program?

The Loyalty Program is a rewards points system for consumers that use a Global Market Account (GMA). You accumulate points with each purchase, to redeem for cash back on your account (at Loyalty enabled locations).



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What are the levels for redemption?

- 10,000 points = \$1
- 15,000 points = \$3
- 20,000 points = \$5
- 30,000 points = \$9



Are all locations required to have the Loyalty Program?

No. The kiosk Operator has the power to choose whether or not they would like a location to have the Loyalty Program enabled.

Have any additional questions? Reach out to your kiosk Operator for assistance!

FREE money is waiting!

Your market participates in the loyalty program.

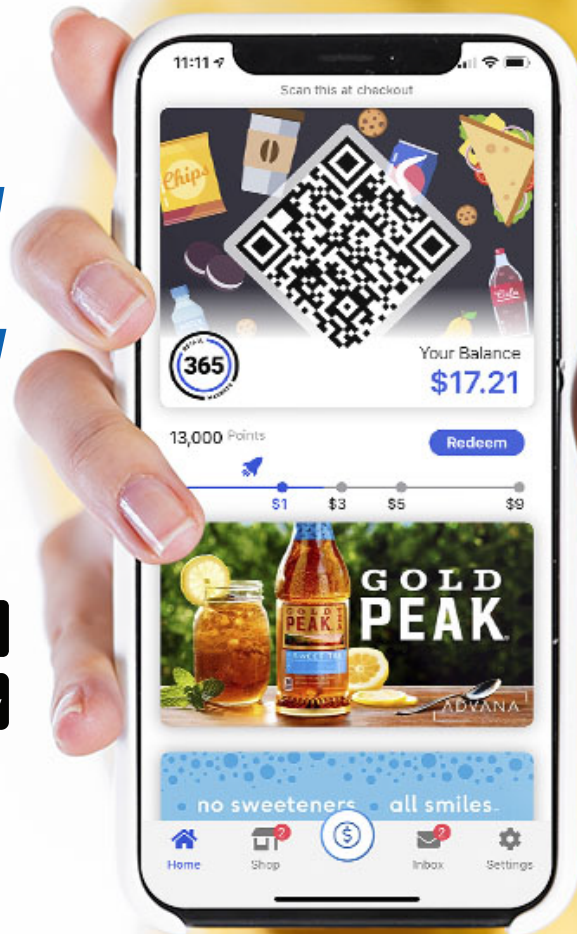
The more you snack, the more you get!

Download the 365Pay app.



Available on the App Store

ANDROID APP ON Google play



Use your 365Pay mobile app to make purchases and earn points. Receive cash back on your account, so you can have an endless amount of snacks at work!

Have any additional questions? Reach out to your kiosk Operator for assistance!