

Revenew Campaign 3-Month Review



Nov 2025 – Jan 2026

CAMPAIGN DETAILS

Offers per Brand

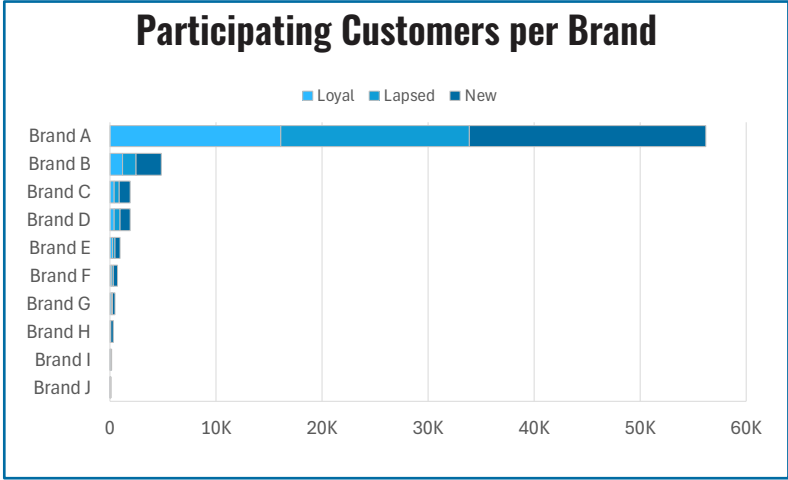
Segment	New	Lapsed	Loyal
Eligibility	No transactions at the brand in past 6 months	At least one transaction at the brand in the past 6 months, but not within the past 1 month	At least one transaction in the past 1 month
Customer Offer	10% cash back offer; \$0.30 cap	5% cash back offer; \$0.25 cap	5% cash back offer; \$0.25 cap
Revenew Fee	2%	1.75%	1.5%
Bites of the Apple	1 Visit per Month	1 Visit per Month	1 Visit per Month
Eligible Cardholders	10.8M*		

*10.8M cardholders across all three segments. Cardholder eligibility is redistributed each month to the appropriate segment. E.g., if a cardholder is currently in the New segment and makes a qualified transaction, they will be moved to the Loyal segment the following month.

CUSTOMERS

Revenew’s campaign promotes sustained customer loyalty. Through its first three months, Revenew’s campaign has incentivized over 58K customers at Retailer1 locations across the United States. Nearly a third of those Participating Customers chose to return to shop unincentivized (Repeat), including high volume for New and Lapsed customers.

New	27.9K Participating	4.19K Repeat	15.0% Repeat Rate
Lapsed	20.6K Participating	6.14K Repeat	29.8% Repeat Rate
Loyal	18.6K Participating	8.37K Repeat	45.0% Repeat Rate
Total	58.3K Participating	18.7K Repeat	32.0% Repeat Rate

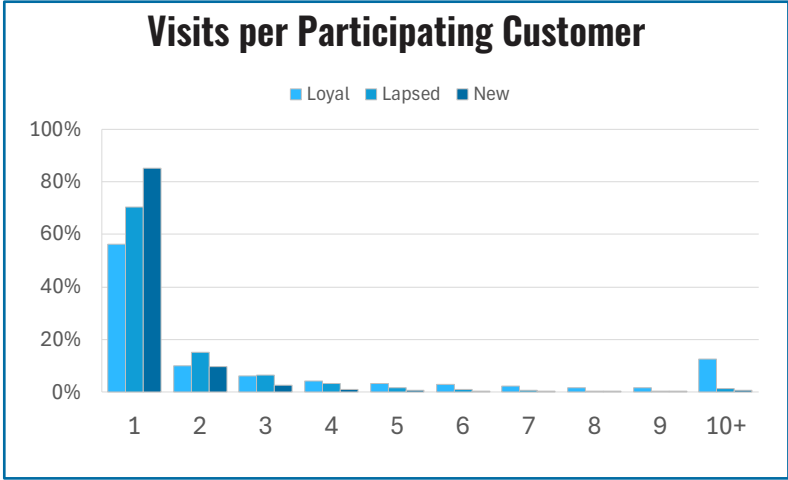


Term	Definition
Participating Customers	Unique customers that participated in an Retailer1 offer
Repeat Customers	Unique Participating Customers that made a subsequent unincentivized visit after participation
Repeat Customer Rate	Participating Customers / Repeat Customers

VISITS – 1st Visit per Month Qualified for Incentive

Revenew’s campaign drives repeat visits. Loyal customers tend to shop every two weeks; they are expected to have significant repeat visits. However, New and Lapsed customers are also coming back to Retailer1 before their next incentive opportunity: 26.3K Repeat Visits by these customers through the first three months.

New	28.7K Qualified	9.88K Repeat	1.38 Visits per Customer
Lapsed	22.9K Qualified	16.4K Repeat	1.91 Visits per Customer
Loyal	34.8K Qualified	80.6K Repeat	6.20 Visits per Customer
Total	86.4K Qualified	107K Repeat	3.31 Visits per Customer

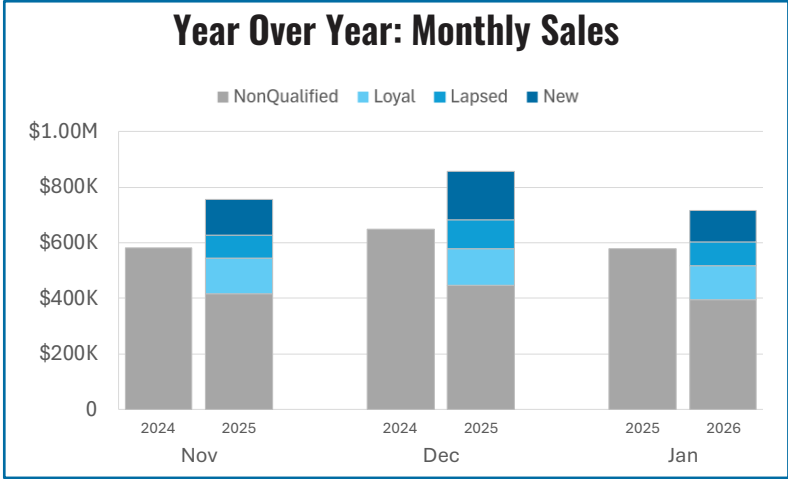


Term	Definition
Qualified Visits	Transactions that qualified for an incentive made by Participating Customers
Repeat Visits	Subsequent unincentivized visits made by Participating Customers
Visits per Customer	[Qualified Visits + Repeat Visits] / Participating Customers

SALES

Revenew’s campaign increases sales. Retailer1 exhibited an average sales increase of 30% relative to the same month of the previous year. The great majority of that growth (80%) is from New Customers’ Qualified Sales alone, providing evidence for a significant correlation between the Revenew program and increased sales for Retailer1.

New	\$498K Qualified	\$156K Repeat	\$17.35 Qualified Sales per Visit
Lapsed	\$349K Qualified	\$224K Repeat	\$15.36 Qualified Sales per Visit
Loyal	\$532K Qualified	\$1.03M Repeat	\$15.29 Qualified Sales per Visit
Total	\$1.38M Qualified	\$1.41M Repeat	\$15.97 Qualified Sales per Visit

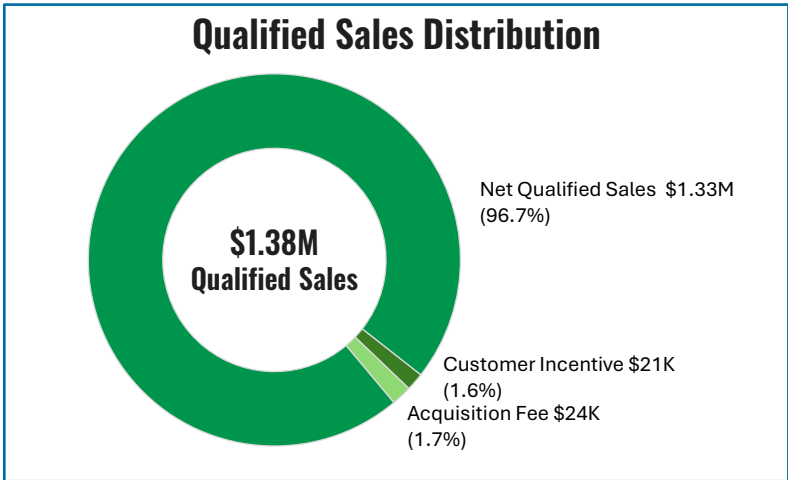


Term	Definition
Qualified Sales	Total transaction amount from Qualified Visits
Repeat Sales	Total transaction amount from Repeat Visits
Qualified Sales per Visit	Qualified Sales / Qualified Visit

RETURNS – Assumes a 30% gross margin on Qualified Sales; Repeat Sales not included

Revenew’s campaign creates value. With a combined 3.3% of Qualified Sales for Customer Incentive and Acquisition Fee payments, Retailer1 has significant value add for less cost. That low Visit Acquisition Cost translates to a high return on investment and on add spend. Revenew is excited to continue driving shared value for Retailer1 and its customers!

New	714% ROI	\$27.13 ROAS	\$0.64 Visit Acquisition Cost	\$131K Net Earnings
Lapsed	825% ROI	\$30.82 ROAS	\$0.50 Visit Acquisition Cost	\$93.4K Net Earnings
Loyal	913% ROI	\$33.76 ROAS	\$0.45 Visit Acquisition Cost	\$144K Net Earnings
Total	811% ROI	\$30.35 ROAS	\$0.53 Visit Acquisition Cost	\$368K Net Earnings



Term	Definition
ROI	Net Earnings / [Cardholder Incentive + Acquisition Fee]
ROAS	Qualified Sales / [Cardholder Incentive + Acquisition Fee]
Visit Acquisition Cost	Qualified Visits / [Cardholder Incentive + Acquisition Fee]
Net Earnings	[Qualified Sales * margin (30%)] - [Cardholder Incentive + Acquisition Fee]



Revenew’s powerful technology platform using proprietary algorithms, AI, and machine learning, provides leading Retailers, Restaurants and Hospitality companies with rapid growth of new customers, new visits, new sales, new value and new revenues.