Revenew P.O.C Campaign Review

Retailer2

Feb 20 2026 – Jun 2 2026

CAMPAIGN DETAILS

Segment	New	Lapsed	Existing
Eligibility	No transactions at the brand in past 12 months	At least one transaction at the brand in the past 12 months, but not within the past 6 month	At least one transaction in the past 6 months
Customer Offer	8% cash back offer; $15 cap; $150 min transaction amount	8% cash back offer; $15 cap; $150 min transaction amount	8% cash back offer; $15 cap; $150 min transaction amount
Acquisition Fee	4%	4%	3%
Visit Limit	1	1	1
Eligible Cardholders	1.7M	11K	11K
P.O.C Control Group	297K	1K	1K
Budget	$75K Total CPA		

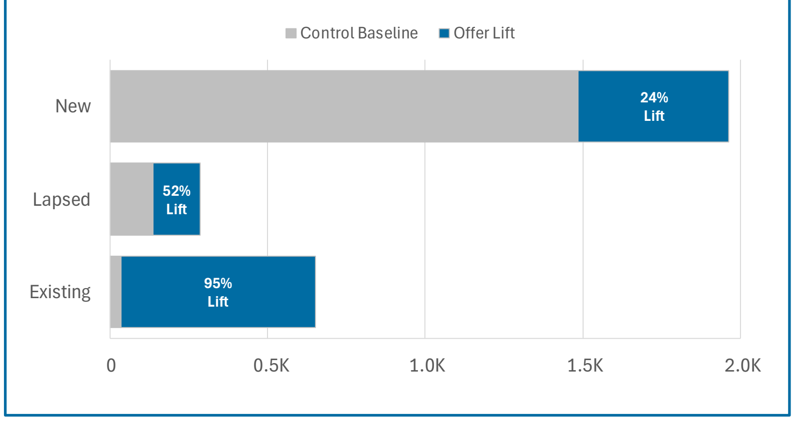
*Control group cardholders never received any communications or incentives for the brand's offers from Revenew during the campaign period.

CUSTOMERS

Revenew's campaign promotes sustained customer loyalty. *Through a three-month proof of concept, Revenew's campaign has incentivized 2.9K Retailer2 customers — 2 in 3 of whom are New Customers; they had not shopped in the prior 12 months. A 50% total lift over control group conversion proves impressive incremental gains from Revenew.*

	Participating	Monthly Conv. Rate	Lift over Control
New	1,963	0.04%	24.3%
Lapsed	286	0.75%	52.0%
Existing	651	1.81%	94.7%
Total	2,900	0.05%	50.1%

Participating Customers per Segment



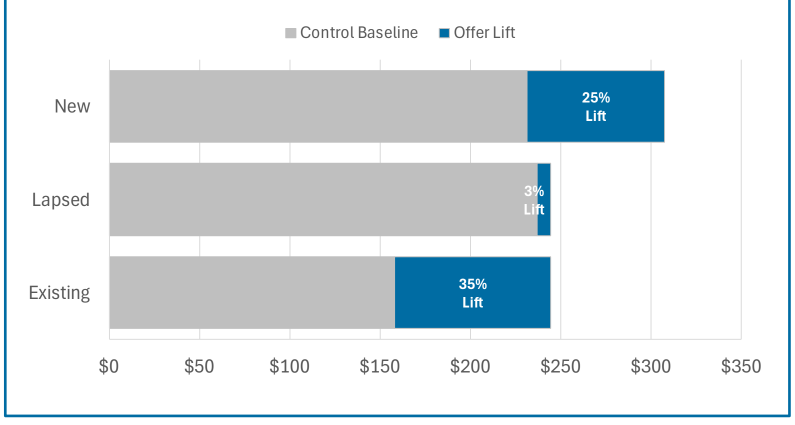
Term	Definition
Participating Customers	Unique customers that participated in an offer
Monthly Conversion Rate	Participating Customers per month of the offer / Eligible Cardholders
Lift over Control	Percent increase in Monthly Conversion Rate of offer group over control group

SALES

Revenew's campaign increases sales. *Through a three-month proof of concept, Revenew's campaign has driven $1M in spend for Retailer2, with 70% coming from New Customers. A 21% total lift over control group basket size shows that Revenew doesn't just bring in more customers — it encourages higher spending as well.*

	Qualified	Basket Size	Lift over Control
New	$705K	$308	24.8%
Lapsed	$94.3K	$245	2.95%
Existing	$225K	$244	35.3%
Total	$1.02M	$281	20.7%

Basket Size per Segment



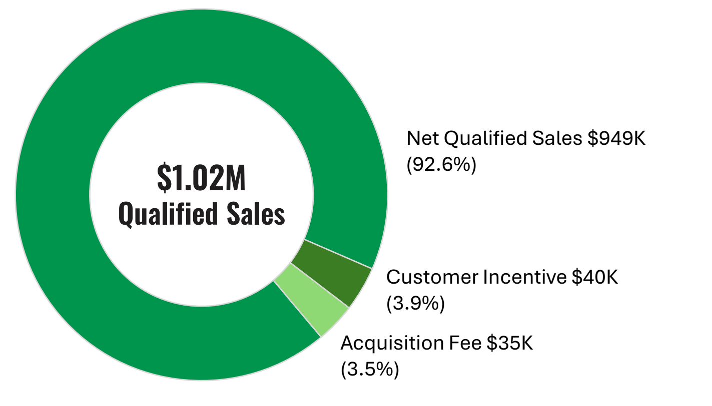
Term	Definition
Qualified Sales	Total transaction amount from Qualified Visits
Basket Size	Average transaction amount from Qualified Visits
Lift over Control	Percent increase in Basket Size of offer group over control group

EARNINGS – *Assumes a 90% gross margin* on Qualified Sales*

Revenew's campaign creates value. *With a total CPA of 7.4% of Qualified Sales for Customer Incentive and Acquisition Fee payments, Retailer2 has significant value add for less cost. Their high margin rate translates to an impressive return on investment. Revenew is excited to continue driving shared value for Retailer2 and its customers!*

	Net Earnings	ROI	ROAS	Acquisition Cost
New	$583K	1.12K%	$13.56	$26.49
Lapsed	$77.2K	999%	$12.21	$27.01
Existing	$187K	1.20K%	$14.39	$24.06
Total	$847K	1.12K%	$13.59	$26.00

Qualified Sales Distribution



Term	Definition
Net Earnings	[Qualified Sales * margin (90%)] - [Cardholder Incentive + Acquisition Fee]
ROI	Net Earnings / [Cardholder Incentive + Acquisition Fee]
ROAS	Qualified Sales / [Cardholder Incentive + Acquisition Fee]
Customer Acquisition Cost	Participating Customers/ [Cardholder Incentive + Acquisition Fee]

*90% gross margin rate stated by CFO

REVENEW

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.