



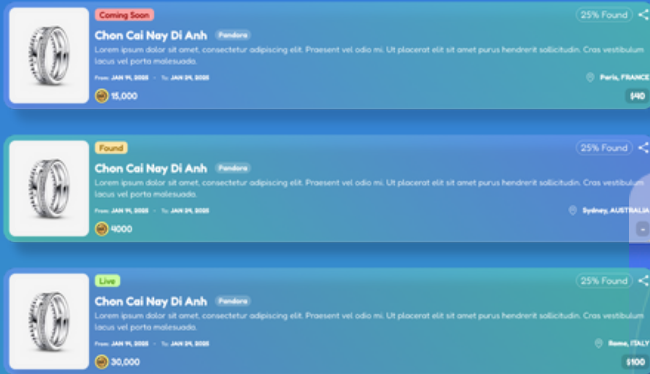
IGC - In Game Credit

IGC Technology powering the worlds largest retail treasure hunt

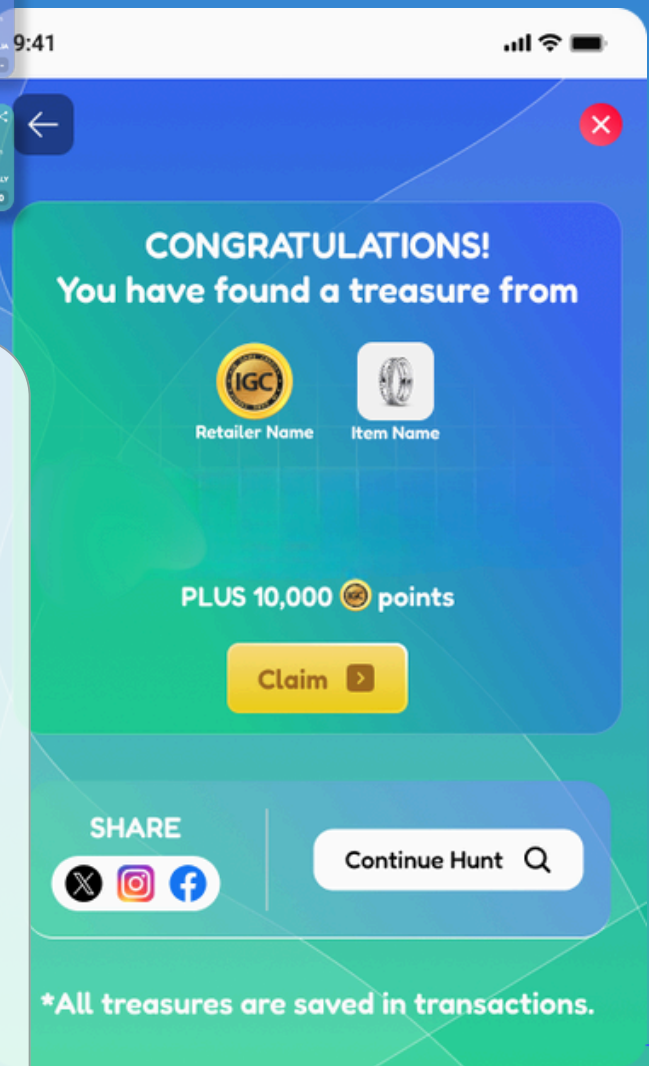


MEDIA KIT

COMPANY OVERVIEW



IGC (In Game Credit) is a cutting-edge platform that facilitates large-scale retail treasure hunts, connecting brands with potential customers in a unique and engaging way. Through digital and in-store treasure placements, clue distribution, and seamless redemption options, IGC bridges the gap between businesses and their audiences, creating interactive promotional experiences. By partnering with cities, governments, and tourism promoters, IGC drives foot traffic, enhances brand visibility, and activates local economies.

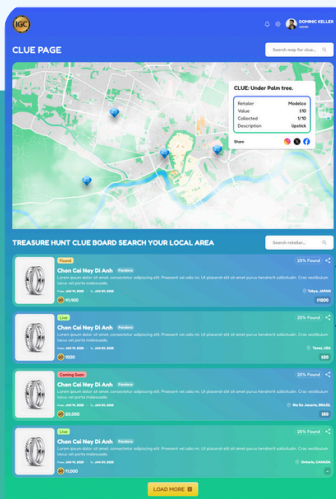


Tech built from the ground up to manage large scale treasure hunts for retailers.



BRAND STORY & MISSION

Our mission is to revolutionize customer engagement through gamified retail experiences. By leveraging Technology, we make promotions more interactive, measurable, and fun, fostering deeper connections between brands and consumers. Our mission is to put a smile on hundreds of millions of users each day.



HOW IT WORKS

Treasure Placement

Brands can place digital or in-store promotions that customers can discover through the platform.

Clue Distribution

Clues are disseminated across multiple channels, including social media, email, and partner networks.

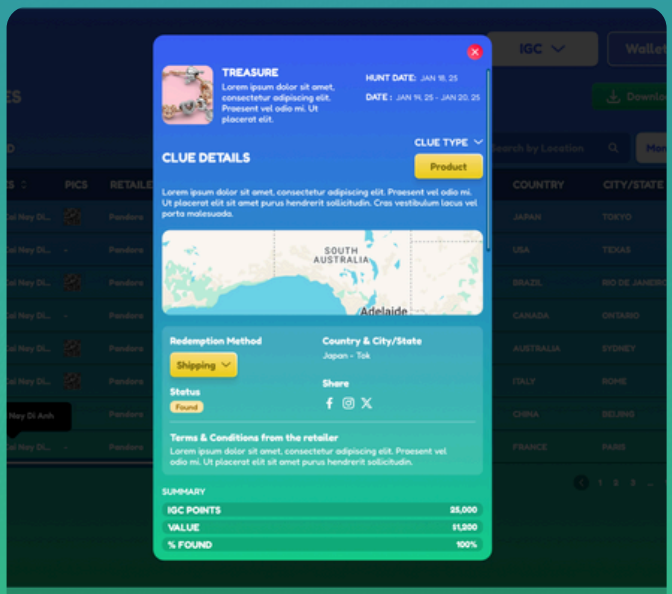
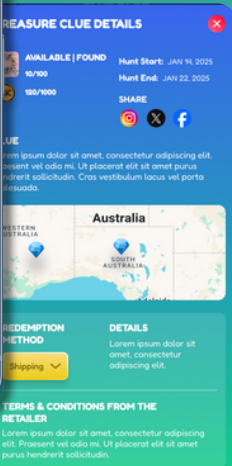
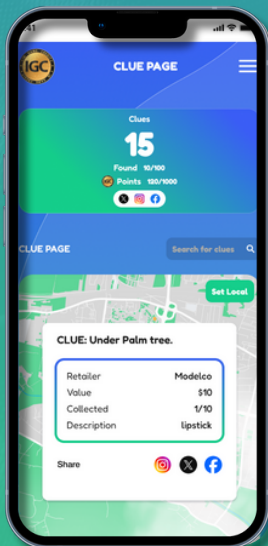
Redemption

Customers can claim rewards digitally, via QR codes, or through direct shipping.

Seamless User Experience

The platform is designed for ease of use, ensuring a frictionless experience for brands and participants alike.

REF#	CLUES	PICS	RETAILER	START DATE + EXPIRY	DESCRIPTION	COUNTRY	CITY/STATE	VALUE	HOT	IGC POINTS	% FOUND	SHARE	STATUS	VIEW
01	Chen Cai Nay Di...		Pandora	JAN 19, 2025 - JAN 24, 2025	Lorem ipsum dolor sit amet, cons...	JAPAN	TOKYO	11,300	-	4,100	100%	f @ X	Found	
02	Chen Cai Nay Di...	-	Pandora	JAN 19, 2025 - JAN 24, 2025	Lorem ipsum dolor sit amet, cons...	USA	TEXAS	120	-	1000	25%	f @ X	Live	
03	Chen Cai Nay Di...		Pandora	JAN 19, 2025 - JAN 24, 2025	Lorem ipsum dolor sit amet, cons...	BRAZIL	RIO DE JANEIRO	160	-	20,000	40%	f @ X	Coming Soon	
04	Chen Cai Nay Di...	-	Pandora	JAN 19, 2025 - JAN 24, 2025	Lorem ipsum dolor sit amet, cons...	CANADA	ONTARIO	-	-	11,000	30%	f @ X	Live	
05	Chen Cai Nay Di...		Pandora	JAN 19, 2025 - JAN 24, 2025	Lorem ipsum dolor sit amet, cons...	AUSTRALIA	SYDNEY	-	-	4000	23%	f @ X	Found	
06	Chen Cai Nay Di Anh		Pandora	JAN 19, 2025 - JAN 24, 2025	Lorem ipsum dolor sit amet, cons...	ITALY	ROME	1100	-	30,000	31%	f @ X	Live	
07	Chen Cai Nay Di...	-	Pandora	JAN 19, 2025 - JAN 24, 2025	Lorem ipsum dolor sit amet, cons...	CHINA	BEIJING	-	-	50,000	43%	f @ X	Found	
08	Chen Cai Nay Di...	-	Pandora	JAN 19, 2025 - JAN 24, 2025	Lorem ipsum dolor sit amet, cons...	FRANCE	PARIS	140	-	15,000	73%	f @ X	Coming Soon	



FOUNDER INFORMATION

SIMON CHURCH

Simon Church is a seasoned entrepreneur and the founder of **IGC (In Game Credit)**, a cutting-edge platform that revolutionizes customer engagement through large-scale retail treasure hunts. With a track record of launching and scaling multiple successful technology ventures, Simon brings extensive expertise in **channel partnerships, loyalty programs, large-scale retail activations, and emerging digital engagement solutions.**

Over the course of his career, Simon has successfully founded and led **three technology platforms**, each focused on transforming the way businesses connect with their customers. His ability to drive innovation has positioned him as a leader in developing gamified engagement strategies that help brands and retailers enhance customer acquisition, retention, and in-store traffic.

Beyond the tech industry, Simon also founded an **airline in India**, demonstrating his entrepreneurial versatility and ability to navigate complex industries. His strategic insight and business acumen have enabled him to create scalable solutions that bridge the gap between digital and physical retail experiences.

Simon specializes in **building large-scale channel partnerships** and working with **governments, tourism promoters, and major retail brands** to deliver high-impact customer engagement campaigns. His expertise in loyalty ecosystems and platform-driven retail experiences has helped businesses across industries create meaningful and interactive connections with their audiences.

Under his leadership, IGC continues to push the boundaries of **digital and in-store engagement**, creating **interactive treasure hunts that drive brand visibility, customer excitement, and real-world business impact**



WHY IGC IS GOOD FOR BRANDS



ATTRACT DIRECT FOOT TRAFFIC TO STORES

INNOVATIVE WAY TO PROMOTE



PROMOTE TO NEW CUSTOMER BASES

GAIN VALUABLE NEW CUSTOMER DATA



RUN ENGAGING EVENTS AND CAMPAIGNS

WHY IGC IS GOOD FOR PLAYERS



Enjoy a challenge

Enjoy challenging friends and solving clues



Gain free merchandise and loyalty points

Experience a new event





AWARDS / ACKNOWLEDGEMENTS

IGC was awarded a RippleX grant to enhance the platform's blockchain capabilities. Ripple, is a leading provider of digital asset infrastructure for financial services, enables real-time cross-border payments and supports tokenization and digital asset innovation.



NRF '25 RETAIL'S BIG SHOW

IGC was selected by the National Retail Federation (NRF) for the **Innovation Zone** at the world's largest retail trade show in New York, recognizing it as a top company driving innovation and transformation in the retail industry.

The collage displays various user interface elements of the IGC platform, including:

- Desktop views of the main dashboard and product listings.
- A laptop showing a detailed product page for '100% Training Shorts'.
- A tablet displaying a 'TRANSACTIONS' screen with a list of activities:
 - 1. Purchased Points: \$100 (25,000 points)
 - 2. Swap Points: \$500 (10,000 points)
 - 3. Gold Bar Points: \$200 (200,000 points)
 - 4. Marketplace Swap: \$600 (10,000 points)
 - 5. Memberships: \$300
 - 5. Credit: \$700 (100 points)
 - 7. Deposit Credit: \$900 (200,000 points)
 - 8. QR Code Points Swap: \$700 (100 points)
- A smartphone showing a 'TREASURY DETAIL EDIT SCREEN' with fields for Name, Price, and Description.
- A smartphone showing a 'WINNERS' list with names like Betty Mueller, Sherry Outzoon, Benny Emard, Phillip Weisand, and Teri Marisetta.
- A smartphone showing a 'QR CODE' screen with a QR code and transaction details.
- A smartphone showing a 'SUMMARY' screen with a total of 1500.00 IGC Crypto Points.

At the bottom left, there is a large gold-colored IGC logo with the text 'IN GAME CREDIT' around the perimeter.

GET IN TOUCH

SOCIAL MEDIA PROFILES

InGameCredit.com



x.com/InGameCredit.com



instagram.com/retailtreasurehunt/



tiktok.com/@ingamecredit



youtube.com/kmSqfCWQSiY



CONTACT INFORMATION

Press & Media Inquiries:
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Partnership Opportunities:
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Customer Support:
info@ingamecredit.com



ADDITIONAL RESOURCES

FAQs about IGC:
ingamecredit.com/igc-help-center/



Partnerships and sponsorship opportunities