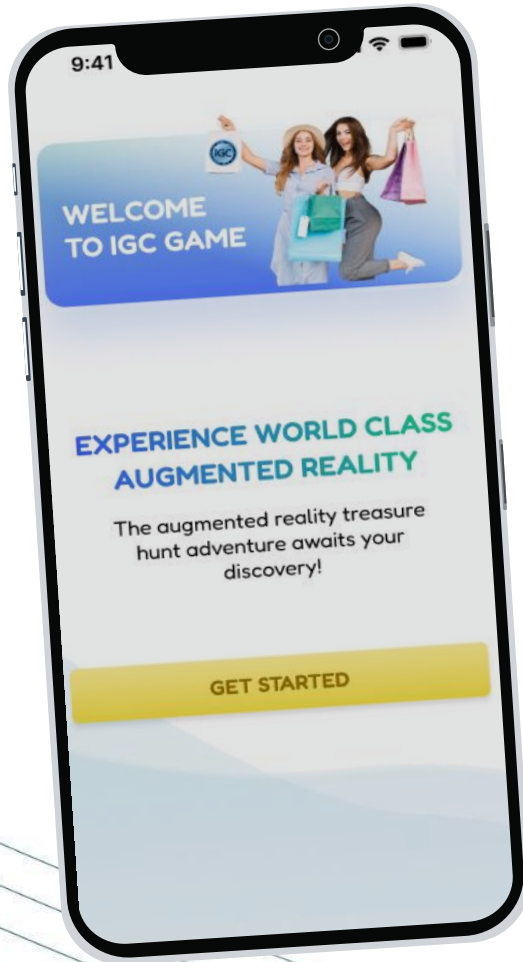




Loyalty Tech

IGC Digital Pop-Ups: Location-Based Promotions & Marketplace

Media Kit

Media Kit To Brands



The purpose of this presentation is to provide an overview into the IGC loyalty technology platform and how it bridges the gap between foot traffic, loyalty points and the advanced marketplace

Users collect loyalty points outside stores with the free app and exchange them for promotions in the marketplace.

Loyalty Technology
Data / Retention

About



Introducing IGC, a Loyalty Points and advertising platform helping retail brands and tourism attract and reward nearby customers in a fun, digital way.

Players use our FREE APP to view clues and collect points and promotions

IGC show how loyalty tech is the bridge between data, engagement, and retention

**Loyalty, Advertising, Retail
Data, Marketing, Retention**

The Retailer | The User



- Direct foot traffic
- Data visibility
- Engagement
- Sales
- Innovation
- Low cost campaign

- Free APP
- Free rewards
- Challenge friends
- Boast on social media
- New fun and exciting
- Continuous

Users collect points on the free app by viewing digital AR pop-ups
AR can be customised by the retailer to display shops, products, logos



The Retailer



Increase store foot traffic

Two thirds of spontaneous purchases occur when customers are inside the store

Sales



Maximise loyalty programs

Leverage loyalty points programs by commercializing them

Data



Engage

Engage with new users and loyal customers, highlight new product lines and maximise customer data for repeat purchases

Innovation

Target Group

Our platform is teen to family focussed with entertainment, food, cosmetics jewelry, holidays, concert tickets and desirables.

Ongoing clue drop events are in place for fashion, auto, fitness, groceries and sport as our system is built for global ongoing.





Solution



We facilitate a mass scale retail treasure hunt including placement, clues, digital pop ups, redemption process, promotion and the APP.



We integrate loyalty points into the process and incorporate swap and marketplace capabilities for the user to exchange with brands



Exclusive, hard-to-get drops from top brands, mega prizes, and strategically coordinated clues, we're crafting an unforgettable customer experience.

Our USP



Seamless App Solutions

We offer three options: standalone, integrated into your app, or within MegaMall; based on budget and timeline. Integration with existing apps may take longer due to coordination



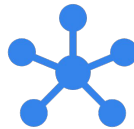
Space That Fits

“We’ve tested in public areas and can recommend ideal spots. Space needs vary by store layout, as the life-sized experience lets users walk through it like a real store.”



Smart Promotion Control

Our tests show users stay engaged rain or shine. Plus, our system lets you control when and how promotions are released.



Built for Every Season

it's built for ongoing or seasonal use. For example, MegaMall will run again in December and January School holidays, or whenever brands desire.



Creative Freedom

The canvas is set; you have full creative freedom to design your own unique brand experience.

A large digital billboard in a snowy city street at night. The billboard displays the text "Exchange Your Loyalty Points." in white, bold, sans-serif font. Below the text is a small "MegaMall.tech" logo. The background of the billboard is dark with a subtle snowflake pattern. The surrounding city is lit up with various neon signs and billboards, and several people are walking on the snowy sidewalk.

**Exchange Your
Loyalty Points.**

MegaMall.tech

**Loyalty points can be the
brands or IGC's**

**Points collected can be
swapped for deals in the
marketplace via the free
app or website portal**

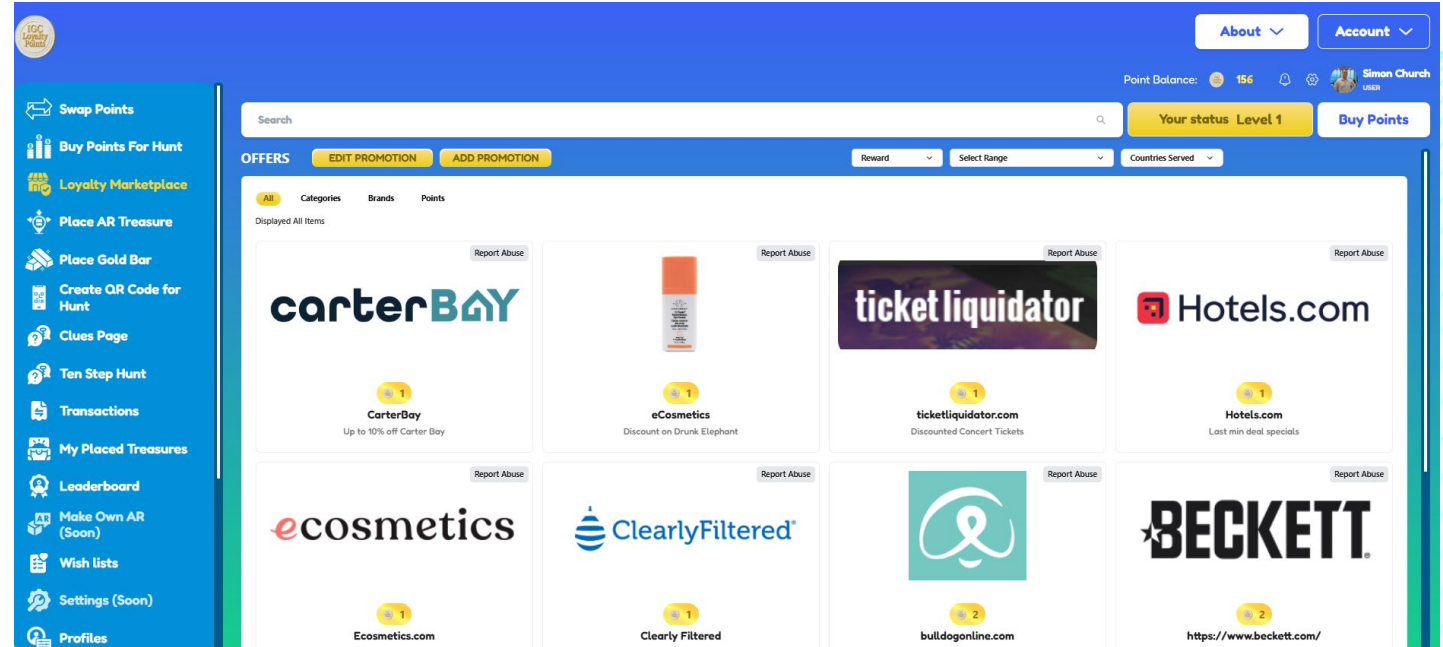
Desire



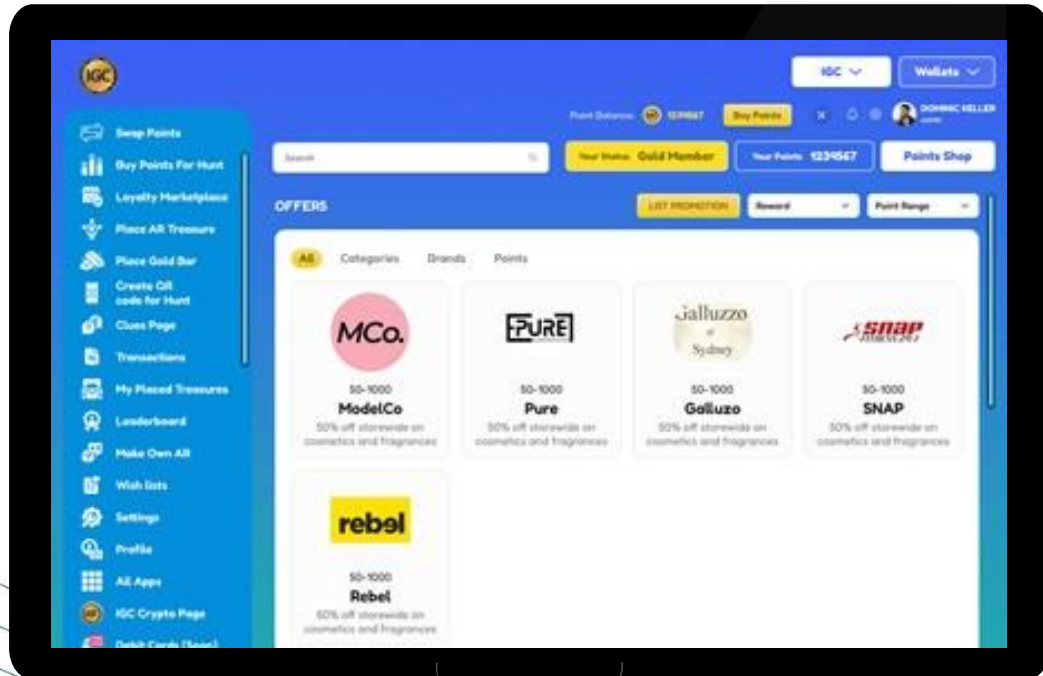
SME brands to self load both promotions outside their shops

SME brands to load promotions into the marketplace to be exchanged by the users for “Loyalty Points”

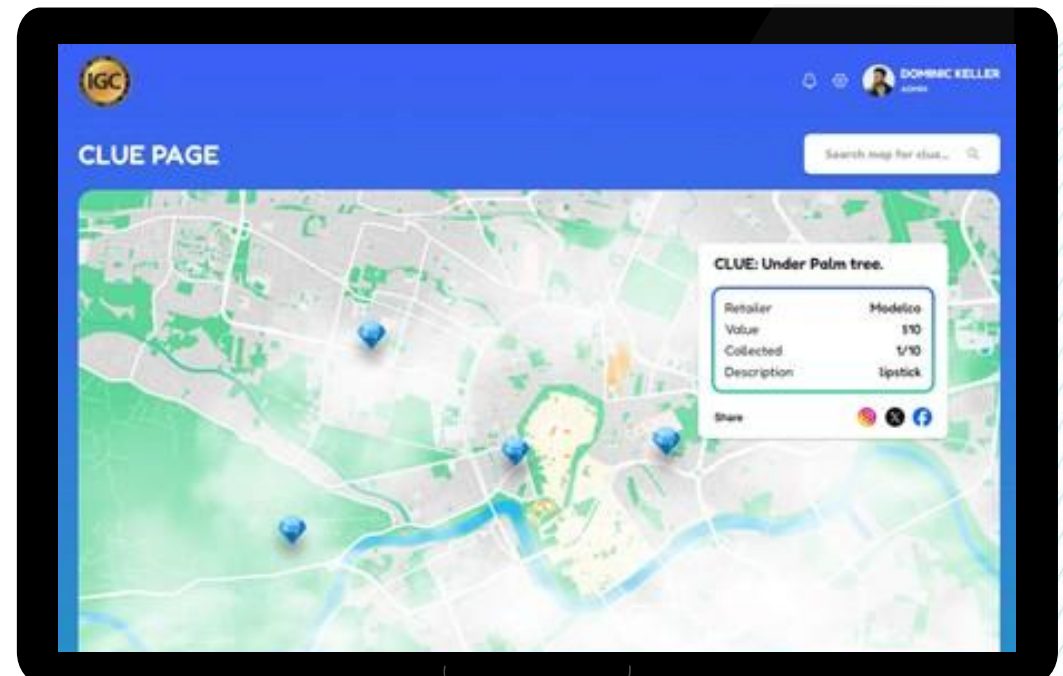
Enterprise (Exclusive deals)
Whitelabel and megadeals



Full Marketplace / Clue System



APP / Pop Up Store & Marketplace

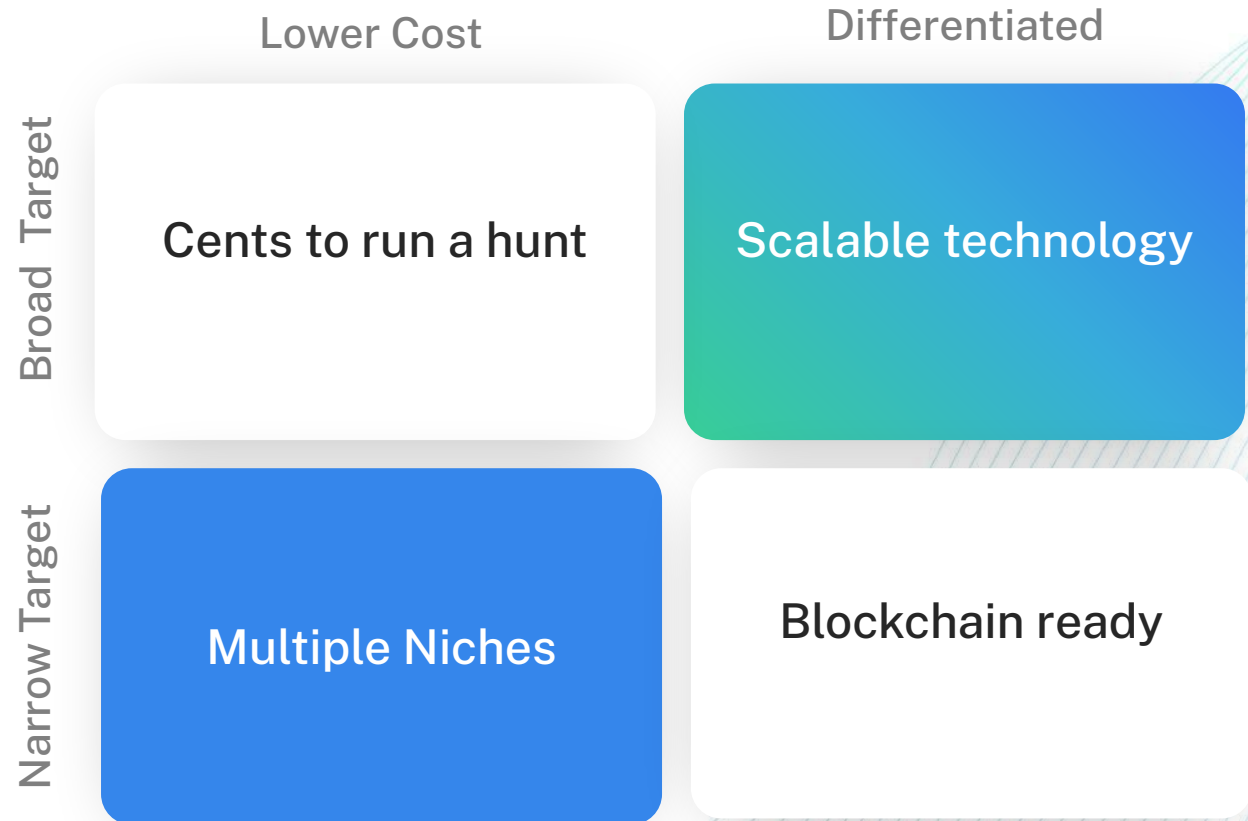


Clue section and Map

Competitive Edge

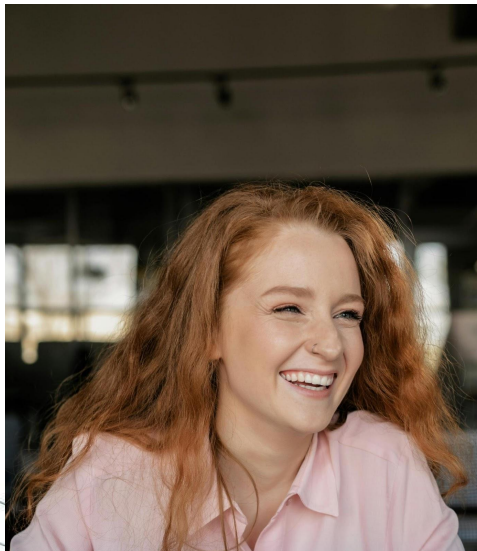


- ✓ Technology Scalable / Processes
- ✓ Multiple niches from restaurants to tourism
- ✓ Low cost with self onboarding





Meet Our Team



Isabella Galat



CTO



Simon Church



CEO



Joseph Phillips



CFO

SALES DIRECTOR

THANK YOU



Looking forward to our potential together

View the live platform at
<https://InGameCredit.com>

**Apps go live in December for Holiday
Period**