

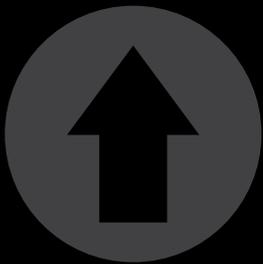


IT PAYS TO BE AN INSIDER

Get \$10, for every \$250 you spend

PROGRAM MEMBERS
VISIT THE MALL
12 TIMES
AVG. PER YEAR

PROGRAM MEMBERS
MAKE
18 PURCHASES
AVG. PER YEAR



2X SPEND
SHOPPERS SPEND 2X
MORE WHEN REDEEMING
A REWARD

Introducing the Simon Insider Rewards Program

You can drive new shoppers into your store and turn existing customers into regulars with a new mall-wide rewards program from Spring and Simon Malls. The new rewards program is a win-win for both retailers and shoppers. Retailers enjoy access to a marketing platform that provides a unique opportunity to connect with a new audience, while shoppers enjoy a loyalty program that works throughout the entire mall.

How does it work for you, the retailer?

This rewards program connects in-mall shoppers with retailers through real-time payments data. When shoppers register for the rewards program they also gain access to exclusive offers and promotions. Spring's technology can trigger a promotion the moment a rewards program shopper is in the mall. This gives your business the opportunity to deliver timely and targeted digital incentives to shoppers while they are in the mall.

PROMOTE YOUR WAY

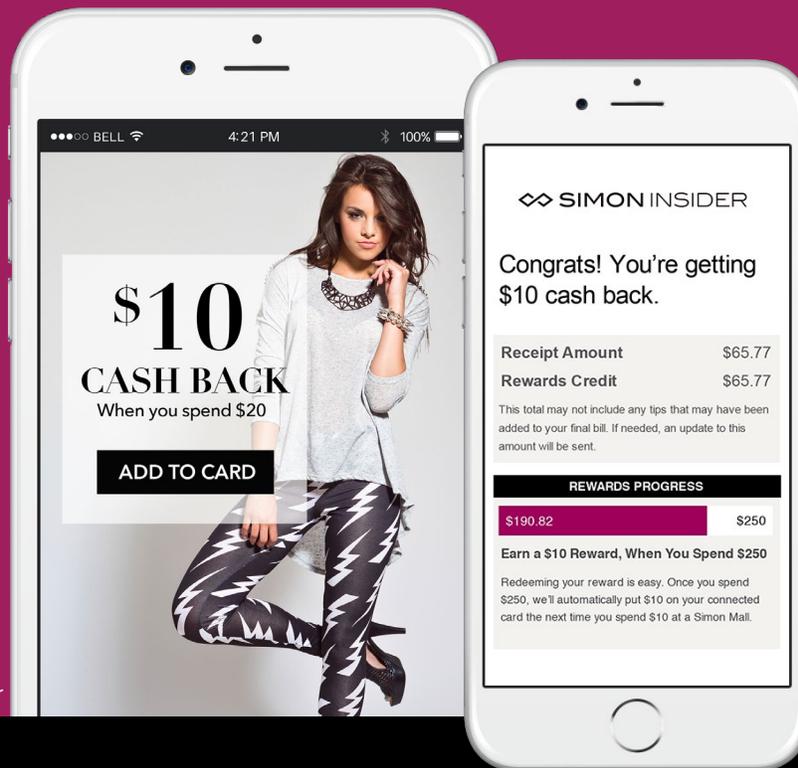
Customize, maximize and optimize

Real-time spend data is used to segment your customers based on frequency, shopping habits and spending behavior. As the retailer, you can set spend thresholds, implement duration, time and day restrictions, or make offers location specific to get the most out of the program. There are no additional cards, cost, hardware, technology or training.

The program creates a data-rich relationship with the customer – the first interaction is the beginning, not the end, with spend data tracked over time. It is a seamless, efficient, pay for performance solution to track customer-specific in-store spend automatically through unique partnerships with all three payments networks.



How does it work for shoppers?



Example Retailer Offer



CONNECT

Sign up and link their credit or debit card at branded kiosks throughout the mall, on their mobile phone or online.



SWIPE

Shoppers use their connected card at the mall to earn rewards as they shop. Every dollar spent brings users one step closer to earning a reward redeemable on their next purchase at participating stores.



EARN

Shoppers earn cash back while shopping across the mall, enjoy members-only benefits and get access to exclusive offers



Partner with Spring and bring smart, performance-based incentives to your potential customers.

CONTACT US TODAY
for corporate or single location partnerships.

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