QPLES

COUPONS Reinvented™

GS1 Project Overview

STATE OF Industry

SAVE $

FSI

Print at Home

Load to Card

Rebate
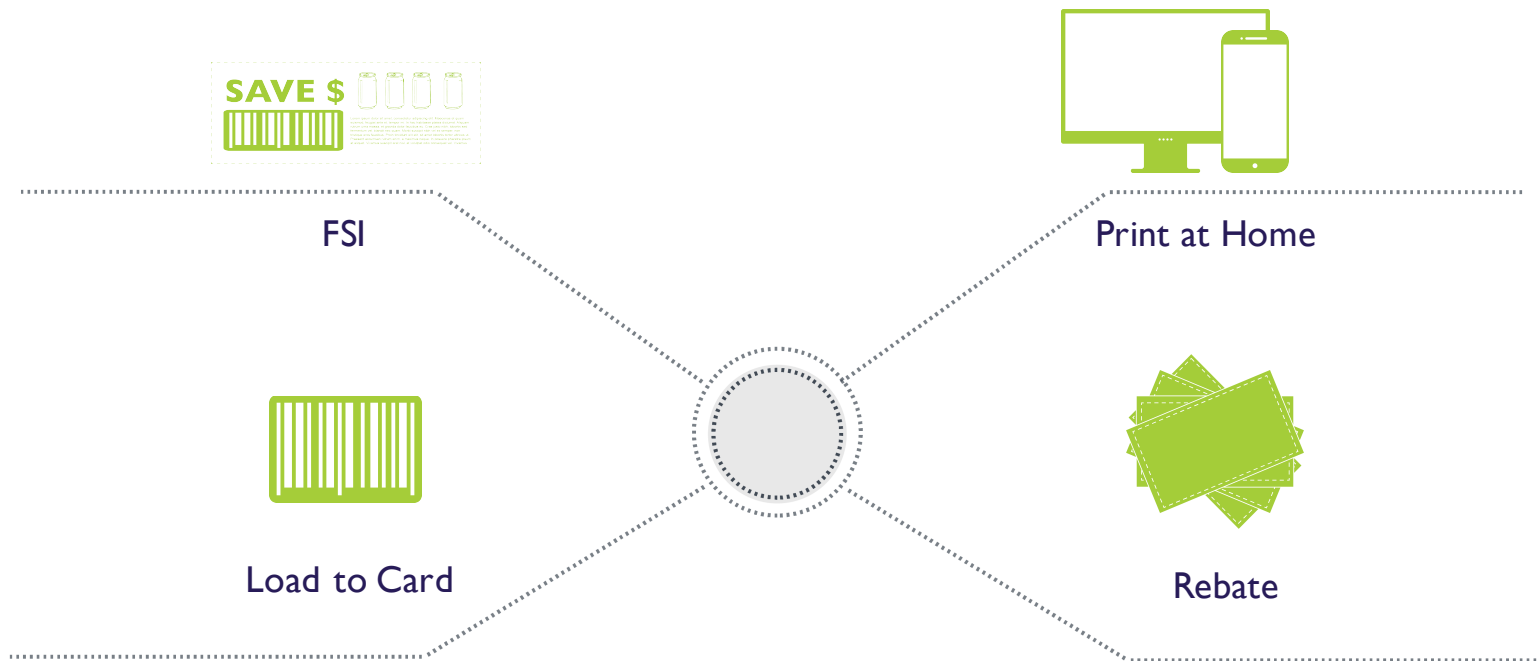
PROJECT Overview

- Industry authorities have decided to create the process, best practices and standards to facilitate and regulate mobile redemption of grocery coupons.
- This Committee has established a few key requirements that will influence the market:
    - o No scanning directly from mobile screens
    - o Must be secure
    - o Retailer agnostic- must work nationally across all retailers.
    - o Must have "kill at the till" capabilities or centralized authentication
- The committee has identified a similar model to the one they have proposed that is currently in use in Belgium - "The Belgian Model"
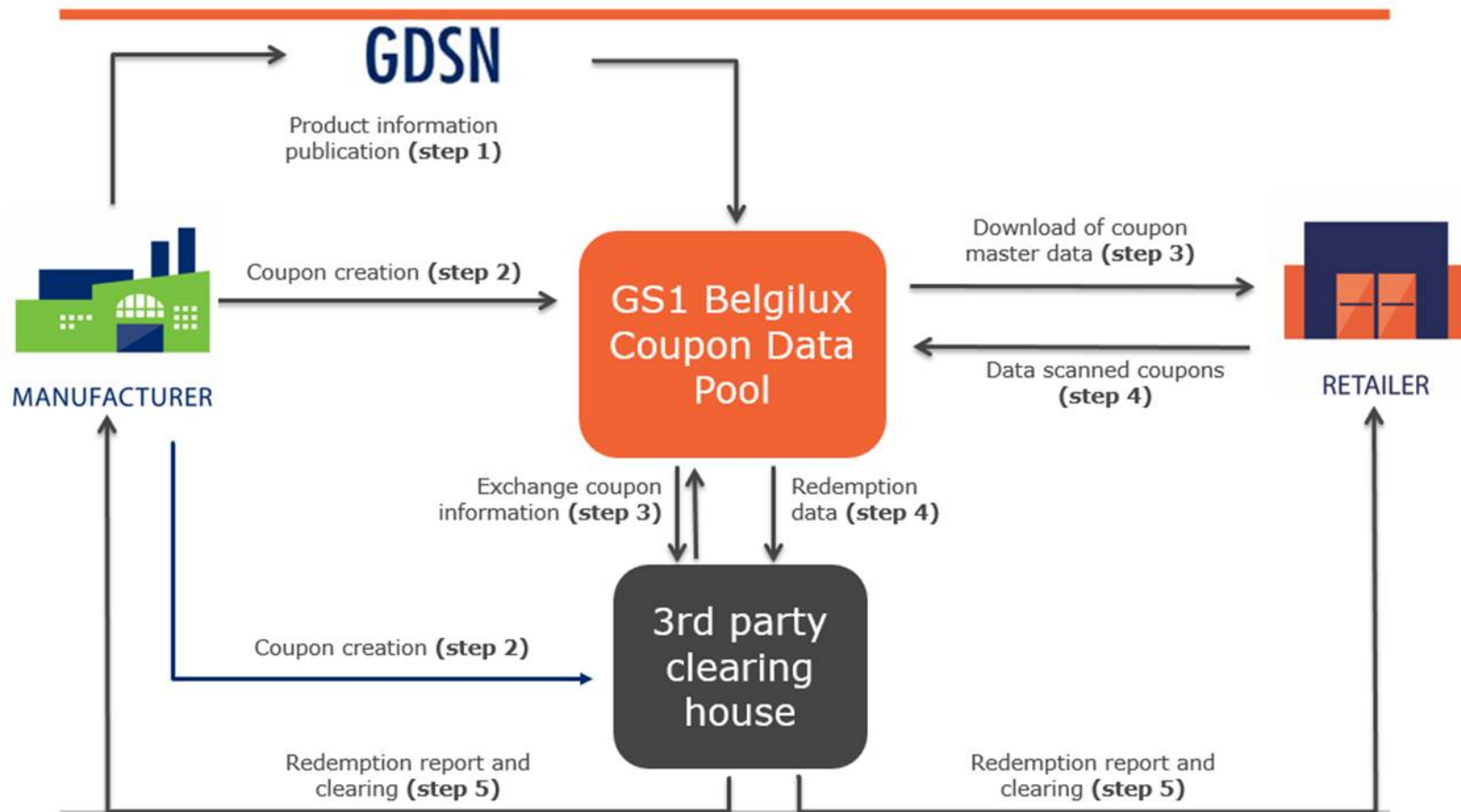
GS1 Breakdown

(01)00614141999996(10)ABC123(21)321CBA

DataBar Expanded Stacked

- ○ Maximum encodation of 74 numeric/41 alphanumberic
- ○ All GS1 Application Identifiers can be utilized
- ○ Omnidirectional scanning
- ○ Can be used at POS
- ○ Used for new coupon

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BELGIAN Model

Schema Coupon Data Pool

QUESTIONS