



## Kognitiv provides software & services to design, build, and manage loyalty.

- > We design and manage some of the best loyalty programs on the planet, across a portfolio of global brand customers.
- > Powered by AI and Machine Learning, our loyalty platform removes complexity and delivers enhanced program value, personalization, and targeted customer experiences.
- > We enable the brands we work with to increase their customer lifetime value (CLV) while realizing a high ROI.

### Company Highlights

- Serving a large and growing addressable market (US\$23B)<sup>1</sup>
- Proven product market fit with global customer base ~93% renewal average over past 3 years)
- Sticky core product - Inspire (10 years average customer tenure)
- Delivering on innovative AI/ML native product roadmap (\$20m R&D investment in the platform)
- New business and customer upsell growth opportunities
- Highly experienced and committed team with a proven record of driving profitable revenue growth

### Delivering Advanced Loyalty at Scale

**20,000+**

Stores / Locations

**\$20 BN**

Revenue impact per year

**200 MM**

Registered Members

**615%**

ROI from Omnichannel Personalization

## AI-native suite of solutions that drive loyalty as an outcome.

### Customer Loyalty

**Kognitiv Inspire**  
Loyalty program operation, points management, member management

### Customer Intelligence

**Kognitiv Pulse**  
A real-time view into the health of your customer base

### Customer Activation

**Kognitiv Ignite**  
Customer-level always-on engagement across owned push channels

**Kognitiv Amplify**   
Customer-level always-on engagement across paid push channels



For more information:

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<sup>1</sup> Markets and Markets Research, 2023  
<sup>1</sup> Select customers. Not comprehensive list