



PLAYER LOYALTY REWARDS — ***SURPRISE GIFT!***

Building loyalty requires creating experiences that delight and surprise players. InfiGifts allows players to receive “Surprise Gifts” that are delivered to the player’s home at pre-scheduled times of the year like birthdays and holiday events. Gifts are delivered to players with casino branding and personalized messages. Players can receive cookies, candy, popcorn or other items delivered in custom packaging with birthday and holiday wishes included.

BENEFITS

- Creates a unique player experience outside of the casino
- Allows for casino branded holiday celebrations that extend player loyalty
- Creates a differentiated player experience and improves brand recognition
- Gives your players a positive experience, turning them into brand ambassadors

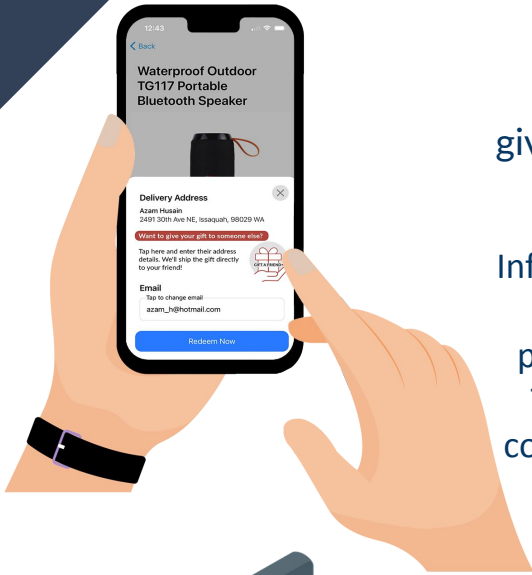


GIFT A FRIEND



In traditional casino gifting, gifts claimed by players are often given away to friends and family members. Doing this requires the player to physically deliver the gift to its new recipient.

InfiGifts allows players to “Gift a Friend” by giving their claimed gift to another person. When claiming the gift using the InfiGifts app, the player taps on the Gift a Friend icon and enters their address details. The gift is re-directed for delivery to the new contact’s address. The contact data from the redirected player is given to the casino and can be used as part of a net new acquisition campaign.



BENEFITS

- Allows a player to quickly and efficiently re-gift the casino gift to a family member or a friend without having to physically deliver the gift
- Empowers the casino to run net new acquisition campaigns in concert with gifting event days
- Creates a differentiated loyalty experience for players

