



**Secure  
Digital Coupon Transactions  
No POS Integration Required**



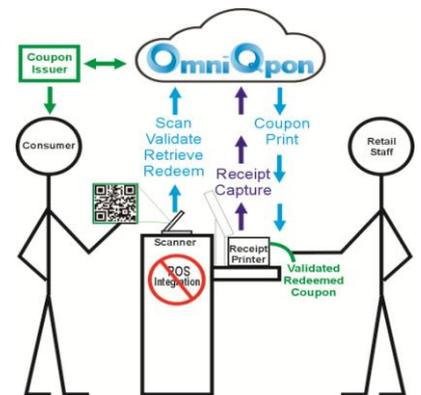
Omniqpon validates and prints digital coupons directly to the sales clerk to confirm that the coupon is genuine and is valid transaction tender. There is no disruption to the normal sales process and no requirement for POS integration or to modify the POS setup.

By providing transactional tender for the sales process and eliminating the need for POS integration, Omniqpon removes the formidable POS technology barriers to successful wide area D2C marketing, enabling brands, retailers and retail groups to securely transact digital coupons, directly with consumers, to influence purchase decisions and to ensure sales objectives are achieved.



Without Omniqpon, Digital coupons and Mobile App coupons are unable to complete the normal and important sales transaction at the point of purchase. Every business transaction requires some form of tender in exchange for the goods or services. Showing sales staff an image on a phone does not provide tender for the sales process and compromises the retailer's essential POS reconciliation and stock control processes.

Omniqpon validates coupons by rules of location, date and time to ensure sales and marketing objectives are achieved. Staff instructions and coupon conditions are included on printed coupon to ensure the coupon is redeemed in the correct manner and for the intended products.



The low cost of distributing and redeeming digital coupons means brands and retailers can reach a larger market more often. Omniqpon redemption cost is per coupon redeemed and any unredeemed coupons have no cost.

Brands can reimburse retailers or buy back redeemed coupons from their retailers at fixed value in cash or product credit. There are no EFTPOS fees to venues on Omniqpon coupons. Omniqpon provides all the coupon activity data and can capture the POS receipt data as well, if required.

Coupons can be distributed by SMS, email, Wallet Pass, Mobile App or printed handout. Promotional coupons can be distributed and even sold on a website. Coupons can be brand, venue, date and time specific to deliver required value for retailers and brands. Digital coupons build valuable consumer contact databases for brands and retailers.

Digital coupons are securely scanned, redeemed and printed from the retailer's POS printer by Omniqpon. If the customer shares the QR coupon, only the first scan of the QR code will be successfully redeemed. Subsequent scans of the same QR code will print 'ALREADY REDEEMED'.

