

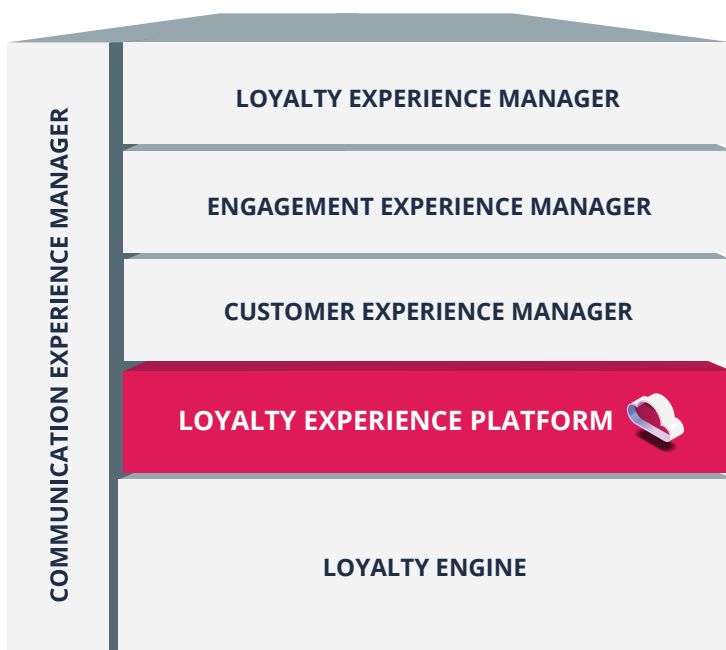


Loyalty Experience Platform™ An Enterprise Customer Retention Solution that Accelerates Growth



Everything you need to build lasting customer relationships at scale

Annex Cloud's Loyalty Experience Platform combines best-in-class loyalty management with powerful engagement and communication modules, enabling enterprises to collect and fully leverage first-party data at scale to connect, engage and build lasting customer bonds.



Omnichannel Marketing at its Best

Deliver spot-on messaging with our Communications Experience Manager.

- ✓ Personalize every interaction whether it's via web, SMS, print, social, emails, or apps
- ✓ Deliver a consistent experience across your tech stack (CRM, CX, ERP, CDP, ESP, POS, ecommerce, mobile)

No More One-Size-Fits-All Loyalty

Create whatever type of loyalty experience your customers prefer with our Loyalty Experience Manager.

- ✓ Transactional, social & behavioral, status/tiers, premium/paid memberships, receipt/invoice, and coalition/partner programs
- ✓ Points, products, gift cards, coupons, badges, reward store, or charity rewards

Widest Range of Engagement Modules

Keep customers engaged between purchases with our Engagement Experience Manager.

- ✓ Social
- ✓ Influencers
- ✓ Referrals
- ✓ UGC
- ✓ Surveys/Contests
- ✓ Gamification

Robust Loyalty Engine Drives Strategic Growth

- ✓ Seamlessly integrate loyalty into your existing infrastructure with open APIs, 100+ pre-built integrations and more
- ✓ Inform highly targeted growth strategies with a robust loyalty rules engine, predictive intelligence, and dynamic campaign management
- ✓ Gain a unified 360-degree member profile along with granular segmentation to maximize results

Why Annex Cloud?



Most **modularized extensible platform** allowing clients the most flexibility of features and a nimble environment to optimally meet ever changing needs



Most innovative solution delivering engagement modules for emotion and empathy, enabling clients to **create true human connections** with their customers



The largest partner network delivering the most predefined integrations makes loyalty easy for clients to execute fast and deliver frictionless experiences to their customers

FORRESTER®

Annex Cloud earned the highest possible scores in 15 criteria in The Forrester Wave™:

Loyalty Solutions, Q2 2021 Report, including:

- ✓ Loyalty Management
- ✓ User Experience
- ✓ Execution & Innovation Roadmap
- ✓ Integration & Partnerships
- ✓ Company Performance

250+

Global Enterprise Customers

16+ Billion

Application clicks a month

200+

Employees



HQ in Allen, TX



Founded in 2010
Privately Held



Global offices in
Germany and India

Trusted by Global Brands



M O R P H E



MATHISBROTHERS®

Harness the value of your customer relationships
Contact our loyalty experts to schedule a complimentary live demo or consultation