

TOBACCO DIGITAL PROGRAM

LOYALTY | MARKETING | MOBILE APP | TOBACCO SCAN DATA & LOYALTY | BUSINESS INTELLIGENCE

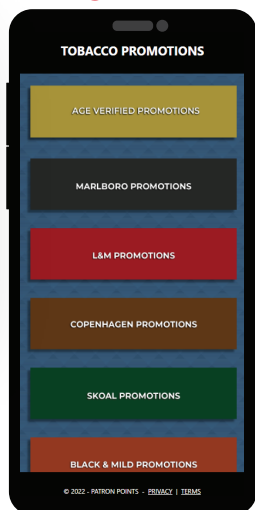
RETAIL DIGITAL DELIVERY OPTIONS

COUPON LINK THROUGH QR CODE

**UNIQUE LINK DESIGNED TO OPEN
ON A MOBILE DEVICE**



**Supports Manufacturer
Digital Programs**



CUSTOMIZED MOBILE APP

**EASY TO USE, SECURE,
KEEPS CONSUMER ENGAGED**

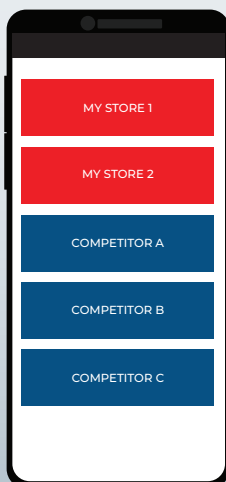
Age Verification
and ATC 21+
Coupons



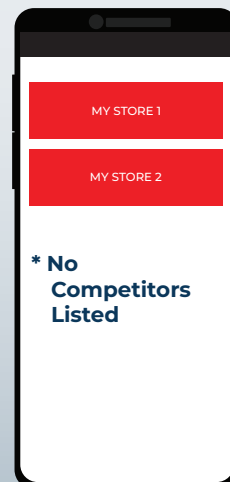
WE USE YOUR LOGO AND INFORMATION

RETAIL DIGITAL PLATFORM OPTIONS

SHARED



SOLE



REIMAGINING THE CONSUMER EXPERIENCE

TOBACCO DIGITAL PROGRAM

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DIGITAL PROGRAM EAIV PROCESS

TOBACCO PROMOTIONS

AGE VERIFIED PROMOTIONS

MARLBORO PROMOTIONS

L&M PROMOTIONS

COPENHAGEN PROMOTIONS

SKOAL PROMOTIONS

BLACK & MILD PROMOTIONS

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AGE VERIFY

First Name:

Last Name:

Address:

City:

State:

Zip Code:

Phone Number:

Date of Birth (MM/DD/YYYY):

Email Address:

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IDENTITY QUIZ

Which of the following aircraft have you owned?

- ☐ Aerostar International Inc R4 8
- ☐ Cessna 175b
- ☐ Cessna 1206h
- ☐ Piper Pa-22-160
- ☐ None of the above

In which of the following cities does 'Rebecca Valusek' currently live or own property?

- ☐ Bloomington, Minnesota
- ☐ Brainerd, Minnesota
- ☐ Duluth, Minnesota
- ☐ Edina, Minnesota
- ☐ None of the above or I am not familiar with this person

SUBMIT

Skip this step and continue

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CERTIFY & CONSENT

What kind of age-restricted offers are you interested in seeing?

☐ Tobacco

- ☐ Cigarettes
- ☐ Cigars
- ☐ Dip
- ☐ Snus
- ☐ Oral Nicotine Products

☐ Alcohol

☐ Lottery

By choosing any of the tobacco products shown above, I certify that I am a tobacco consumer 21 years of age or older.

☐ By clicking NEXT, I consent to Patron Points selling my personal information (such as name, date of birth, email, etc.) to Altria's tobacco operating companies including Philip Morris USA Inc., U.S. Smokeless Tobacco Company, John Middleton Co., Helix International, and their affiliates or their licensees.

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AGE & IDENTITY VERIFIED

RETURN TO HOME

You're All Set!

Keep an eye out for an email from one of Altria's tobacco operating companies where you can engage with the brands you enjoy most!

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1

**SELECT AGE
VERIFIED
PROMOTIONS**

2

**REGISTER
FOR DIGITAL
ADVERTISING**

3

**COMPLETE
VALIDATION
PROCESS
PART 1**

4

**COMPLETE
VALIDATION
PROCESS
PART 2**

5

**VIEW AND
RECEIVE
DIGITAL
ADVERTISING**

Contact:



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**READ THIS PAGE
ONLINE!**

TOBACCO DIGITAL INCENTIVES

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PATRON POINTS TIER SERVICE CAPABILITY

TIER 1

- ATOC Scan Data

TIER 2

- Tier 1 Requirements
- Retailer Digital Platform for ATC's 21+
- Deliver Retail Digital Coupons
- Unbranded Communications in #1 Position

TIER 3

- Tier 1 & 2 Requirements
- Responsible Branded Digital Advertising Requirements
- Deliver ATV 21+ Value to Specific Loyalty ID's
- Digital Advertisements for ATOC Offers in the #1 Position

TIER THREE HIGHLIGHTS

- \$250.00 one-time EAIV incentive per location
- \$.005 per tobacco transaction
- Up to \$.07 on **ALL** loyalty tobacco transactions (Competitors products included)
- Additional \$.003 per transaction for email capabilities
- Additional \$.006 for tracking digital coupons
- Get paid \$5.00 per age validated name through Patron Point Mobile App
- Able to offer Copenhagen/Skoal buyers' club. (Buy 10 - Save on 11th)
- Personalized Value Delivery (PVD) to YOUR specific customers.

INCENTIVES MET

(PER TRANSACTION POTENTIAL)

- Scan Data Incentive
- Consistent Loyalty ID Incentive (CID)
- ATC 21+ Data Incentive (EAIV Solutions)
- Digital Data Incentive
- Email Marketing Incentive

Contact:

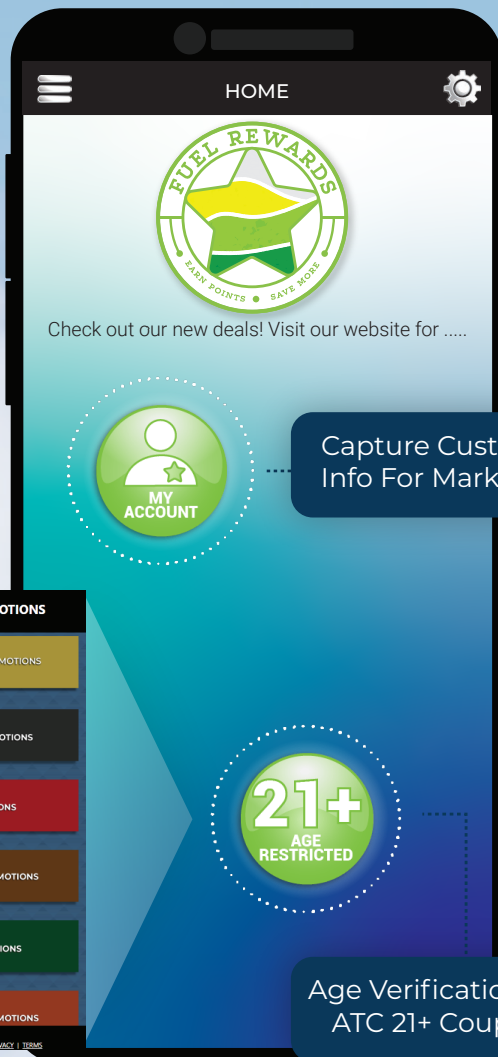


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EXPRESS MOBILE APP

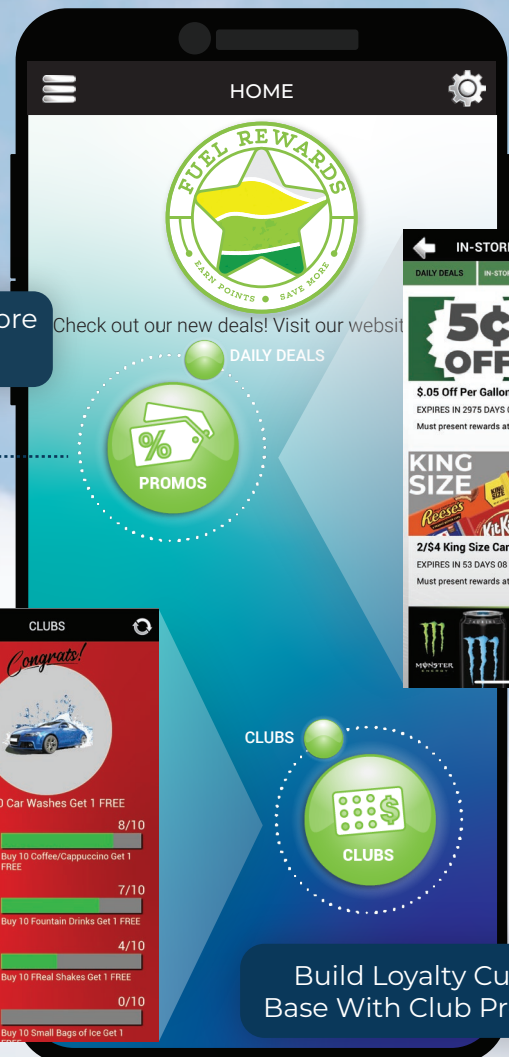
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Capture Customer Info For Marketing

Age Verification and ATC 21+ Coupons

Advertise In-store Deals



Build Loyalty Customer Base With Club Promotions

Features Include:

- Customized with your logo and colors
- Electronic Loyalty Card
- In-Store Deal Notifications
- Electronic Coupons

- Store Features
- Directions
- Store Locator
- Loyalty Program Tracking
- Usage Analytics
- 21+ Age Restriction

- Tobacco Promotions
- Supports Altria ODA And RJR DDP Coupons & Promotions

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