



HEINEKEN 0.0 CONSUMER SAMPLING WITH FAN UP

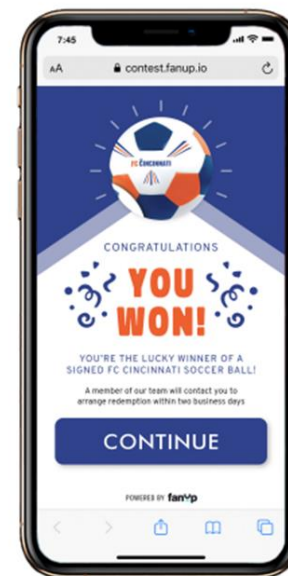
Heineken 0.0 has partnered with Fan up to execute in-stadium text to win promotions to drive sampling and consumer excitement/engagement. Fans text in for a chance to win a main prize (ex: signed jersey) and receive a free 0.0. All other participants will be informed that they received a complimentary Heineken 0.0. The program can also be customized as as Safe Drive Pledge campaign.



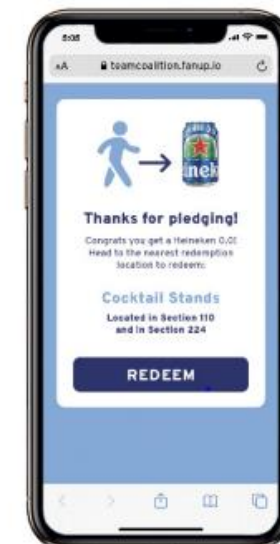
How it works:

- Venue carries Heineken 0.0 in concourse throughout duration of season
- Heineken USA and Fan Up will customize a text to win promotion where we will give away relevant team-themed prizes and purchase a pre-determined amount of Heineken 0.0 from concessionaire to give to consumers during the promotion
- Consumers will redeem their free 0.0 at select concession stands
- Team/Venue agree to actively promote text to win by allowing visibility elements or announcements to drive consumer interest and engagement
- The program can also be customized as a Safe Drive Pledge campaign
- **If interested, please contact: Darren Miller, Heineken USA**

dmiller@heinekenusa.com



Example of the Safe Driver Pledge Form



Screen participants receive after completing the form



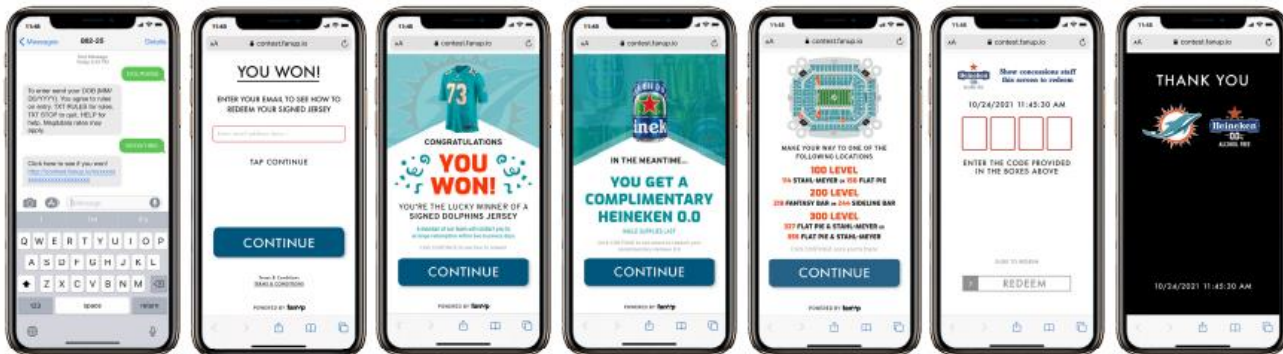


FAN UP SAMPLING CONSUMER JOURNEY AND REDEMPTION

POSSIBLE MAIN PRIZE: SIGNED JERSEY

Example Winner Flow

TEXT: DOLPHINS TO: 86225

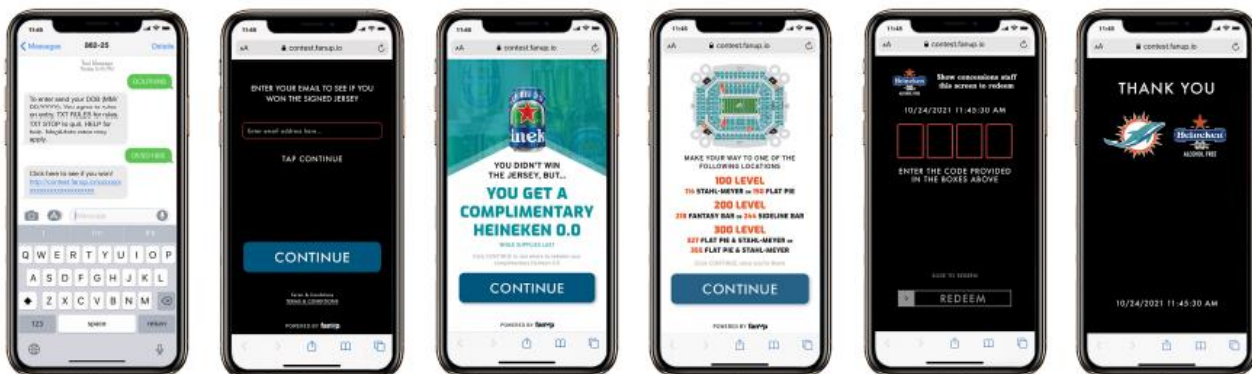


Participants will text in to the promotion, enter their DOB and get an immediate response with the link. The participant is notified that they've won and have to enter their email to continue. The winner is shown their prize, told that they will be contacted and is prompted to continue. Participant is told that they also get a complimentary Heineken 0.0. The participant is told where to go to redeem their Heineken 0.0. Once the participant is at the redemption location, they enter the code given by event staff (OPTIONAL for fraud prevention). Once the correct PIN is entered, the Thank You page appears with a moving clock to show active redemption.

ALL NON-WINNERS GET A COMPLIMENTARY HEINEKEN 0.0

Example Non-Winner Flow

TEXT: DOLPHINS TO: 86225



Participants will text in to the promotion, enter their DOB and get an immediate response with the link. The participant is required to enter their email to see what they won. The participant is informed that they didn't win the main prize BUT get a free beer. Participants are told where to go to redeem their free beer. Once the participant is at the redemption location, they enter the code given by event staff (OPTIONAL for fraud prevention). Once the correct PIN is entered, the Thank You page appears with a moving clock to show active redemption.

MAKING THINGS EASIER AND MORE SECURE FOR YOU

Redemption Information

FanUp is compatible with any point of sale system via redemption PIN, QR Code, or Barcode. Whichever redemption option best compliments your point of sale system(s) can be integrated into the user flows to make for a seamless fan to concession experience.

Fraud Prevention

Our various redemption options all have multiple points of fraud prevention to ensure that the data you receive is accurate and to further incentivize people to participate in the promotion.

Moving Clock

All of our redemption screens have a moving clock to indicate active redemption. This prevents against screenshots and expired promotions.

PINs, Barcodes, Etc.

We are able to use unique PINs, dynamic barcodes and QR codes to further ensure that redemption is only completed by promotion participants.

