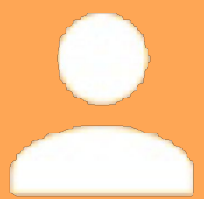


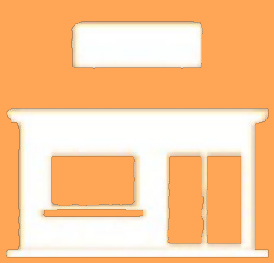
**A BOGO SUCCESS STORY:
How Yiftee's Partnership
Transformed a Community**

ZIONSVILLE, IN "SHOP LOCAL" CARD

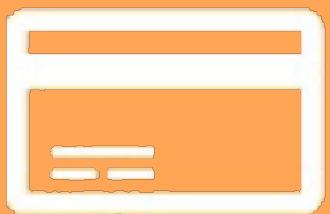
ZIONSVILLE BY NUMBERS



Population: 14K



Number of
Merchants: 28



Total Dollars Sent:
\$12.5K



Total Cards Sold:
470



ABOUT ZIONSVILLE, IN

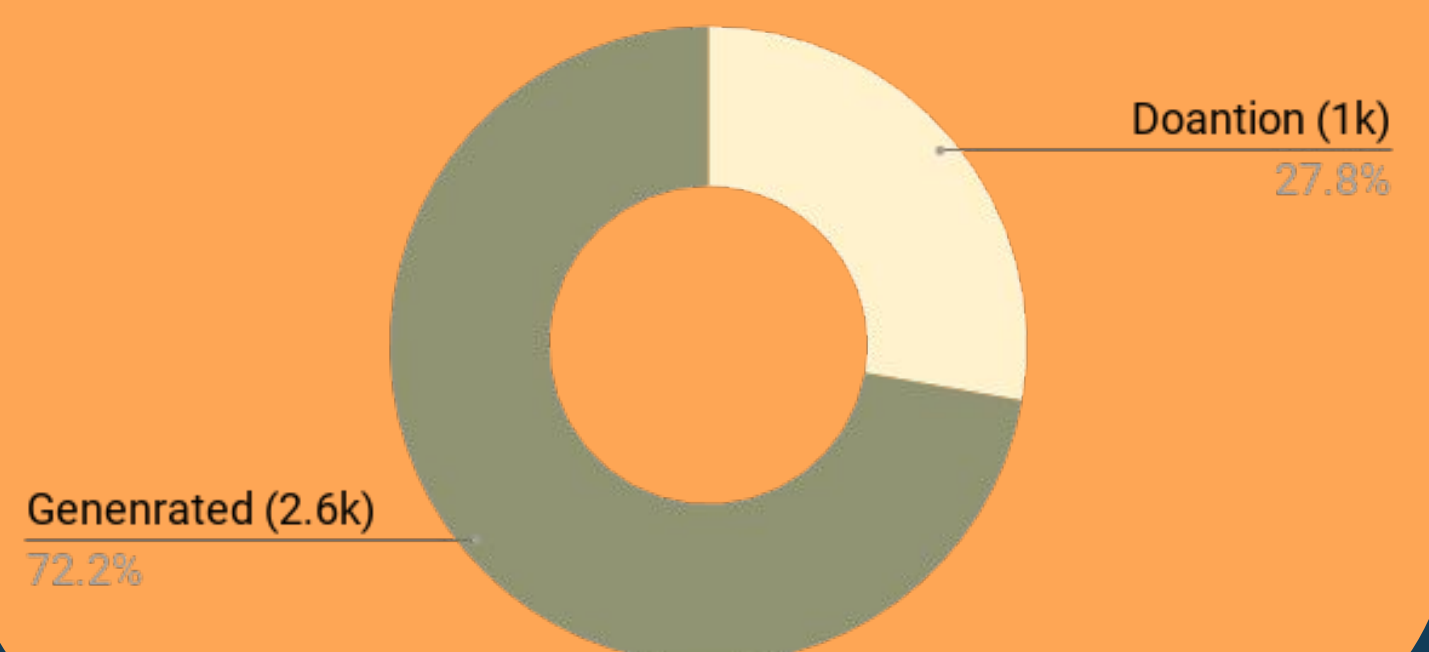
Zionsville is a suburb northwest of Indianapolis. Its vibrant downtown area boasts a brick lined Main Street that attracts tourists as well as families looking for a suburban place to raise their children.

"We are so thankful to the donor in our community who stepped up to help us make this promotion happen! In light of COVID, we are grateful to be able to generate support for our local businesses that make Zionsville home."

- Zionsville Chamber

Distribution of Money Generated from the, Buy \$30 get \$10, Promotion.

Total Injection in to economy, 3.6K



USING A PROMOTION TO ACHIEVE EARLY SUCCESS

In early April, 2020, Zionsville, IN launched a Yiftee Community Card called "Zionsville Shop Local Card". A generous donor in the Zionsville chamber donated \$1,000 to be used in BOGO promotion, buy a \$30 card get an additional \$10 card. This promotion alone will support approx. 90* gift cards of at least \$40 and generate at least an additional \$3,600 in small business revenue when the promotion is used in full.

*number accounts for the \$1+5% eDelivery fee