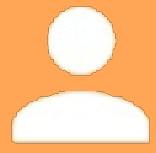


*How Yiftee Became
Part Of A Community's
Company Culture*

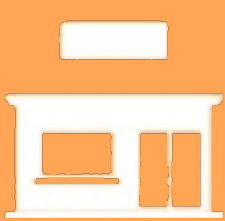
DETROIT, MI

THE DETROIT CARD

DETROIT BY NUMBERS



Population: **600K**



Number of
Merchants: **100**



Total Dollars Sent:
\$2M



Total Cards Sold:
22K

DETROIT
— **CARD** —

ABOUT DETROIT, MI

Detroit is the one of the largest cities in the state of Michigan and is the birthplace of the US auto Industry. Detroit is known as the epitome of urban entrepreneurship and is home to many businesses - both large and small.

"The Detroit Card was the beginning of Yiftee's Community Card Revolution. It began with a vision to reward employees with a local card and has grown so far into \$2 million for local Detroit shops and restaurants. Now we are offering Community Cards to support small businesses in cities and towns across the country, with Detroit as the flagship!"

- Donna Novitsky, Yiftee CEO

The Detroit Card is being used for:

- ✓ **Employee Rewards & Recognition**
- ✓ **Anniversary Gifts**
- ✓ **Small Business Support**
- ✓ **Holiday Gifts and more!**

GIFTING EMPLOYEES TO GIVE BACK TO THE COMMUNITY

It all started with a vision from Dan Gilbert who realized he was buying lots of gift cards and yet the money was leaving his city. Yiftee helped provide Detroit with a community card - *The Detroit Card* - which enabled companies to continue to gift their employees while stimulating the local economy. Now, the company doesn't reimburse for any other gift cards.