PC

PARTNER
COUNCIL
A HAWK INCENTIVES EVENT

New Tools for You

BLACKHAWK NETWORK

September 13, 2018

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Shayne Froidl, Director, Product Development, Blackhawk Network

Partner Program Enhancements

Investing in & creating value for

YOU

What We Are Doing, and Why

- Creating a **dedicated partner in marketing**

- Providing **strategic marketing support**, strategic planning, better sales tools and training to help you drive leads, sales and revenue optimization

- Leveraging the strength and investment of the **entire Blackhawk Network** organization to grow your business

Strategic Partnership

- Formalize feedback

- Face-to-face & phone meetings

- Annual Partner Council event

- Partner Advisory Board

- Annual business review

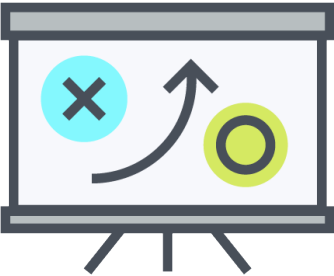- Voice of the Customer (VOC)

Extend Your Marketing Arm

- Co-author articles, PR, case studies

- Research studies, white papers

- Cobranded promotions, sponsorships

- Webinars, speaking engagements and trade shows

Product Education & Communications

**Product
sales training**

**Webinars and
lunch & learns**

**Promotions
and SPIFFs**

**Ongoing
communications**

Bring Industry Expertise & Best Practices

We bring you:

- Our relationships with industry experts and brands

- Our extensive knowledge base

- Industry best practices and compliance (banking, regulatory, fraud)

Leveraging strengths = Better Together

Hawk Marketplace Enhancements

New Marketplace Online Interface

- Simple to use

- Global catalog

- Mobile responsive

- Scales in terms of features, flexibility and controls to fit the size of order and business (medium to enterprise)

- Ability to activate, load, design-a-card and service

- Standard 1-day onboarding

- "Remember Me" functionality for quick reordering

Dashboard

Catalog

Marketplace API Strategy

- Centralized developer portal for knowledge sharing, accelerated onboarding and testing for all BHN services

- Create a super set of client-facing APIs to incorporate more features and content

- Invest in resources/roadmap to provide industry best catalog, ordering and servicing APIs
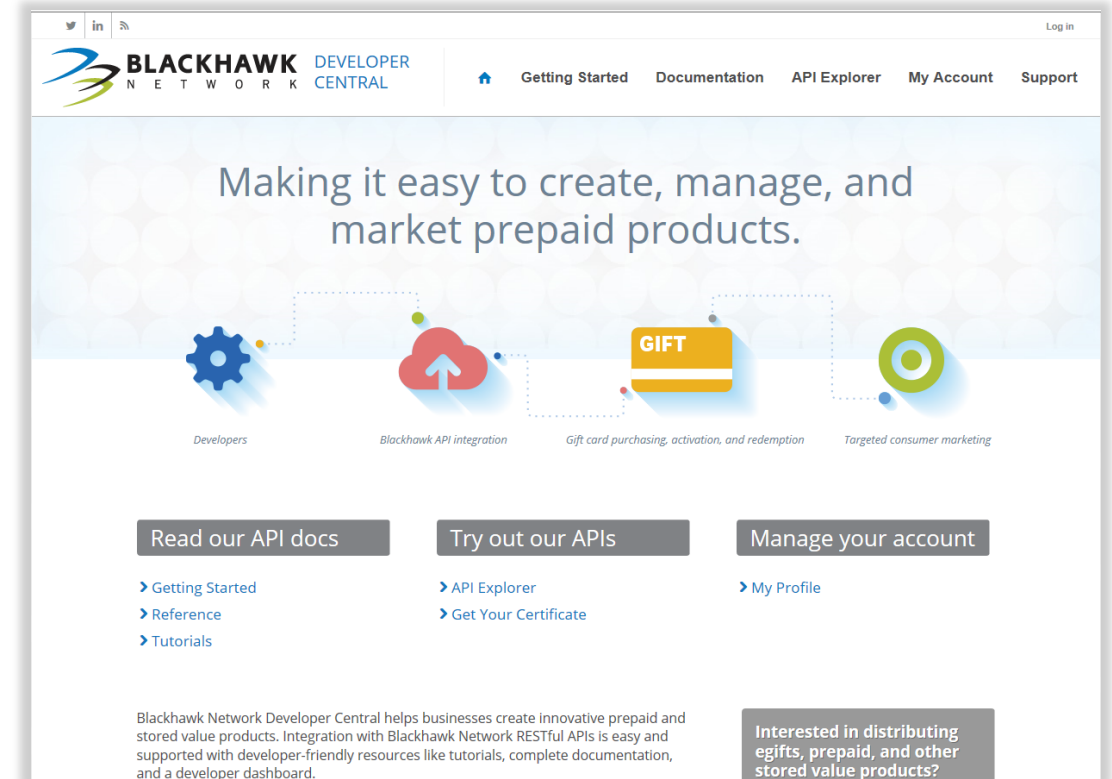
Analytic Dashboards

- Intuitive dashboards to visualize and interact with data to discover hidden trends and make informed and innovative decisions

- Provides valuable, interactive insight into program and operational performance

- Empowers our teams to manage your account better
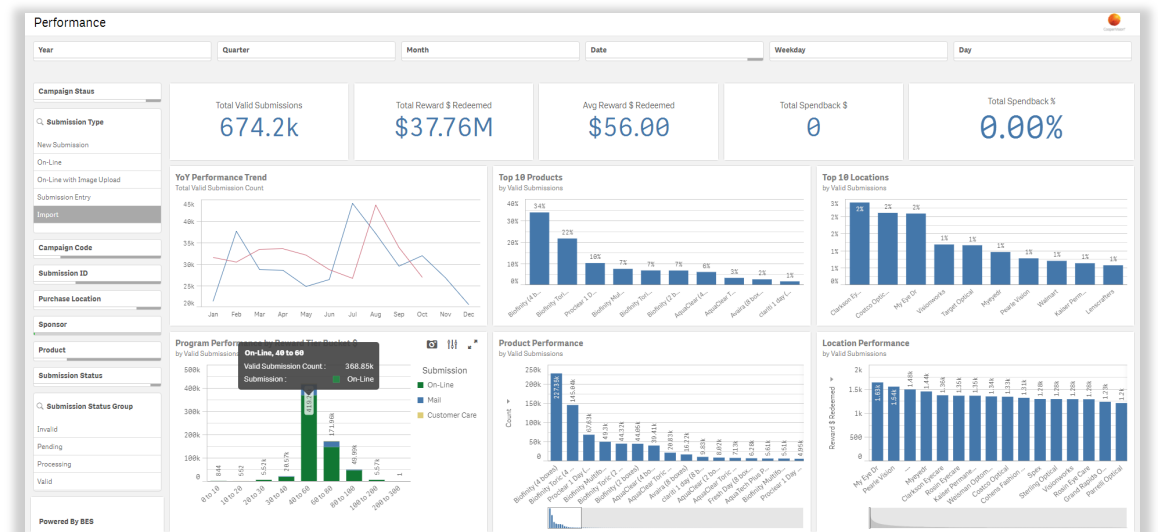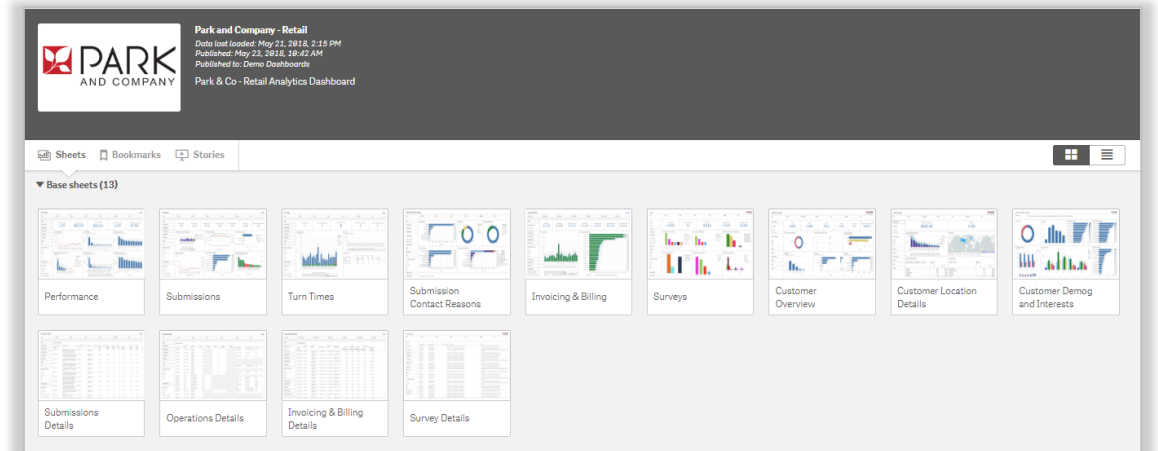
Reward Product Enhancements

Reward Product Roadmap

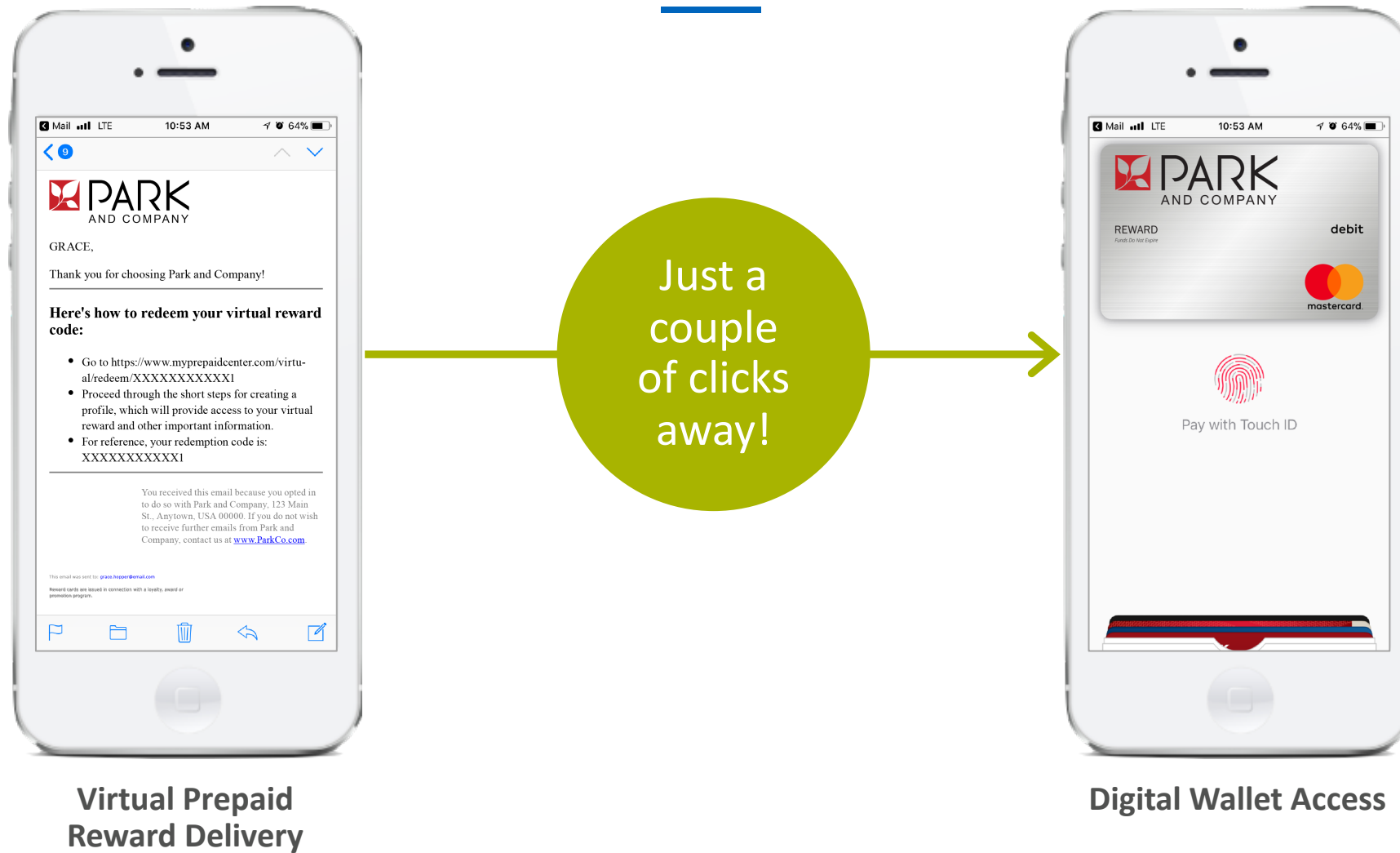| Products	2H 2018	1H 2019	2H 2019
Hawk Marketplace	• Phase I Program Modeler Product Builds and Testing • Live Client Launches • Branding / Compliance Workflow	• OmniCode Launch • Standard product catalog	
New Products	• Fiserv Fulfillment Products • Reloadable with ACH option • Virtual Visa (no wallet)	• Arroweye Fulfillment Products • Expansion of Fiserv Fulfillment products • Alternative reloadable: Mastercard	
Mobile Wallet (Mastercard)	• Physical with wallet pilot • New client set ups • Productized Virtual (Q4)	• USD Virtual with international registration • CAD Virtual • Reloadable Virtual with wallet • RAN Virtual with wallet	
New Processor Transition	• Mastercard RAN	• CAD Physical • Reloadable • Commercial Rebate • Discover, single load	• Reloadable continued
International	• Selectively leverage current solution	• Selectively leverage current solution	• Transition to enhanced content and settlement process

Demo: Virtual With Wallet

Just a couple of clicks away!

Virtual Prepaid Reward Delivery

Digital Wallet Access

Reward Delivery

1.

Email Notification

Mail ••••• LTE   10:53 AM   64% ▮

PARK
AND COMPANY

GRACE,

Thank you for choosing Park and Company!

Here's how to redeem your virtual reward code:

- Go to https://www.myprepaidcenter.com/virtu-al/redeem/XXXXXXXXXXX1
- Proceed through the short steps for creating a profile, which will provide access to your virtual reward and other important information.
- For reference, your redemption code is: XXXXXXXXXXX1

You received this email because you opted in to do so with Park and Company, 123 Main St., Anytown, USA 00000. If you do not wish to receive further emails from Park and Company, contact us at www.ParkCo.com.

This email was sent to: grace.hopper@email.com

Reward cards are issued in connection with a loyalty, award or promotion program.

Reward Delivery

2.
Reward Selection

Reward Delivery
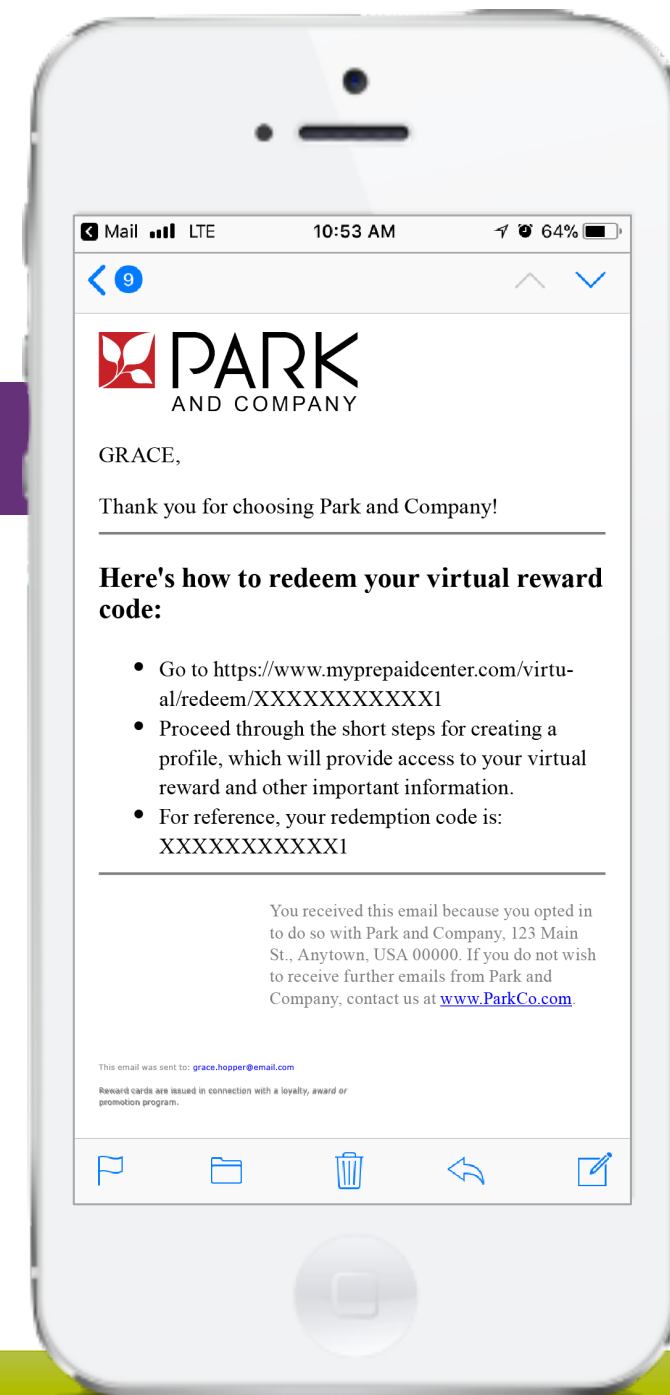
3.

Activation & Terms Acceptance

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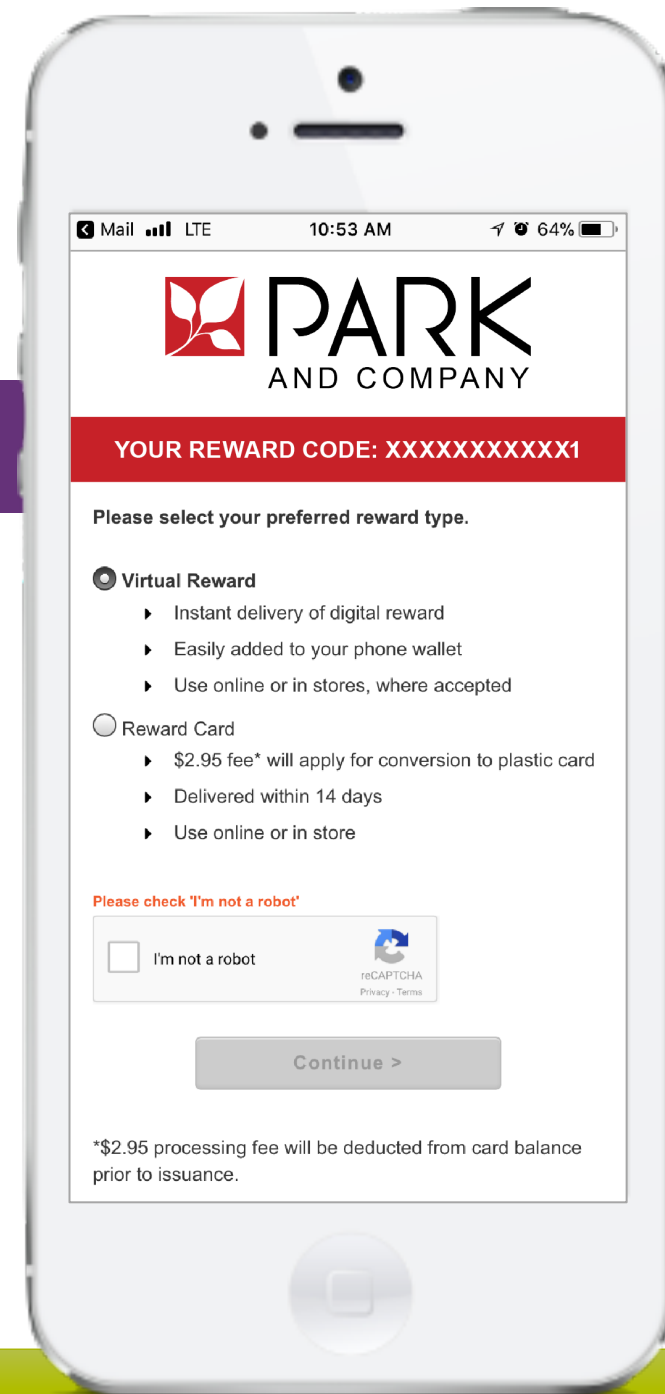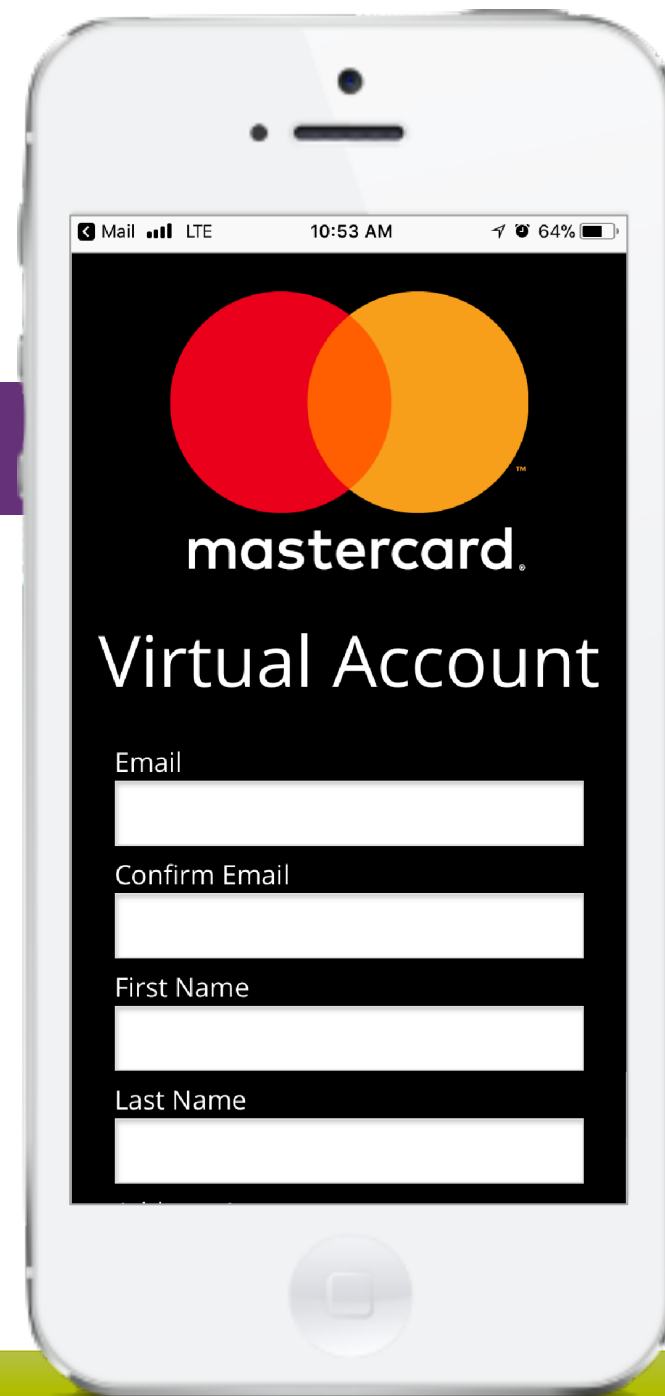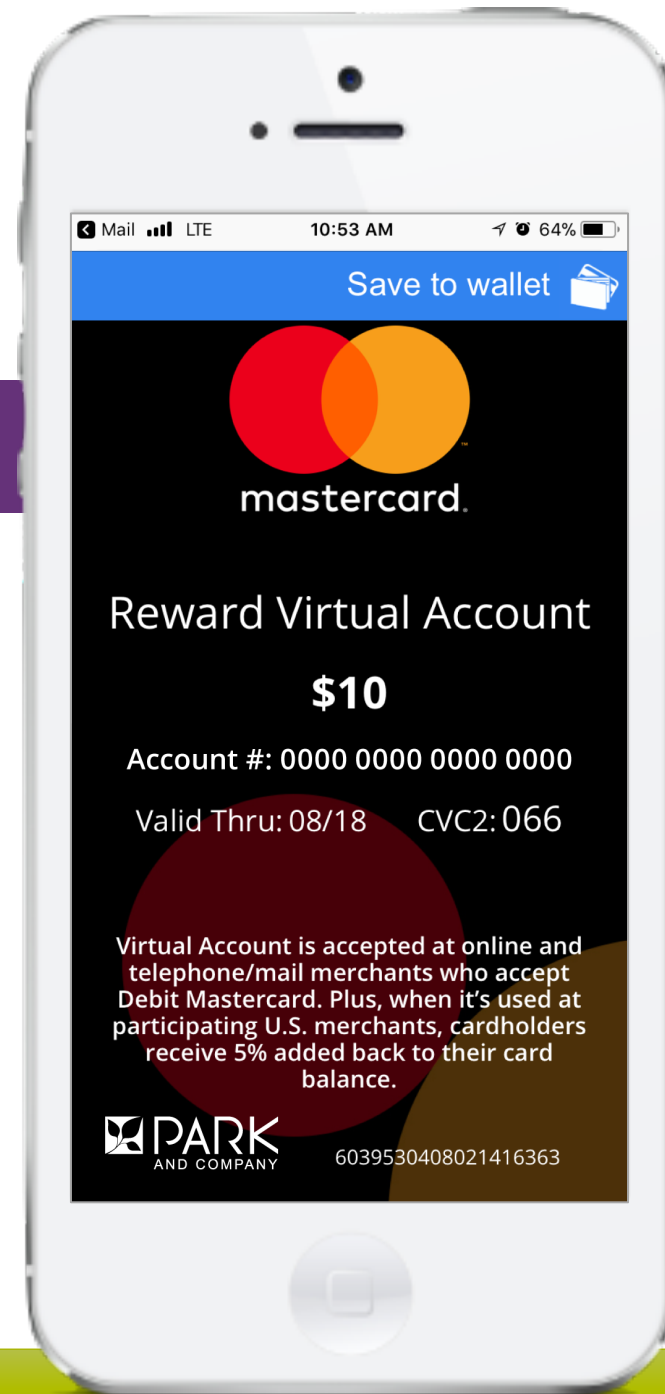
Reward Delivery

4.
Reward Delivery

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Load to Wallet

1.

Download the App

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Load to Wallet

2.

Add to Wallet

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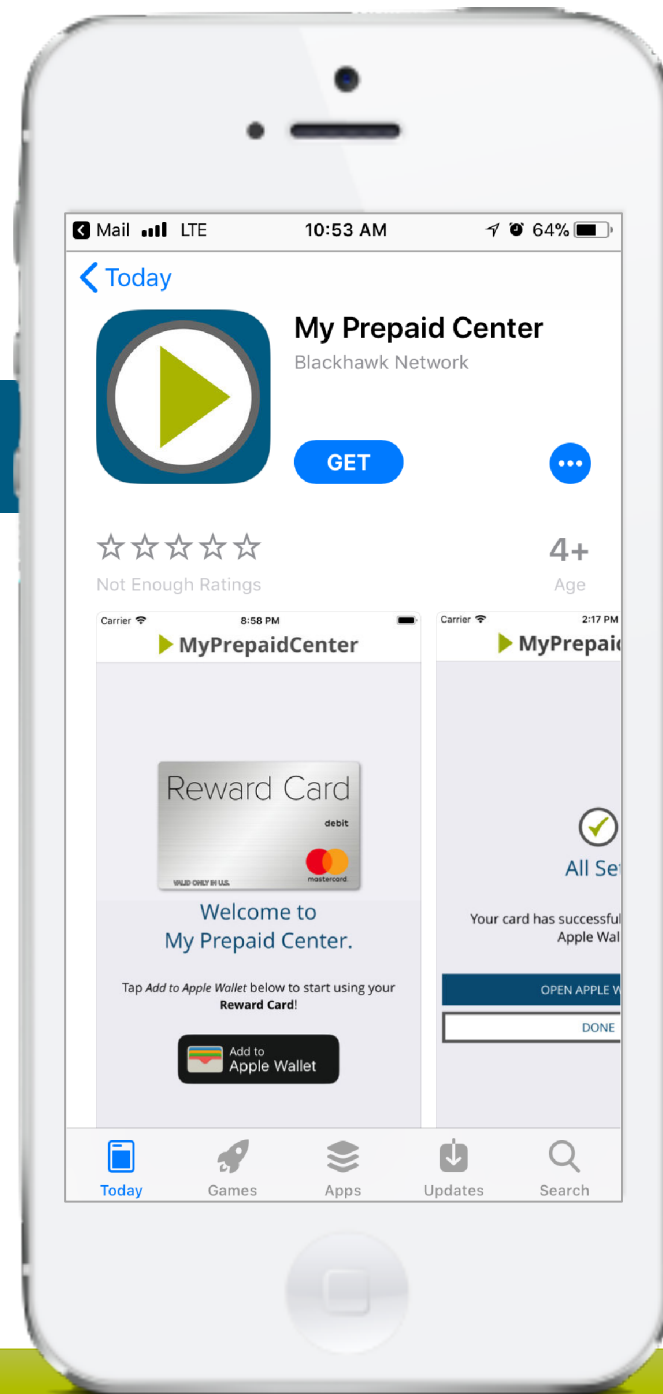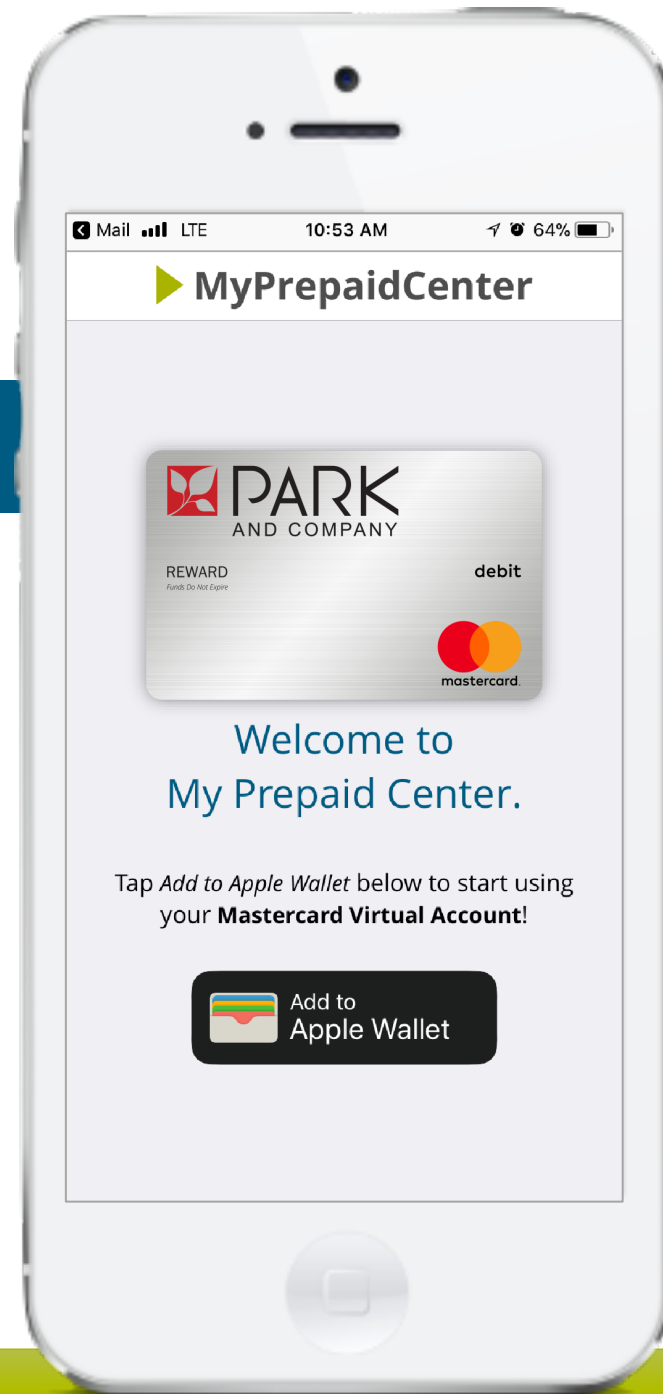
Load to Wallet

3.

Standard Wallet Process

Load to Wallet

4.

Reward in Wallet
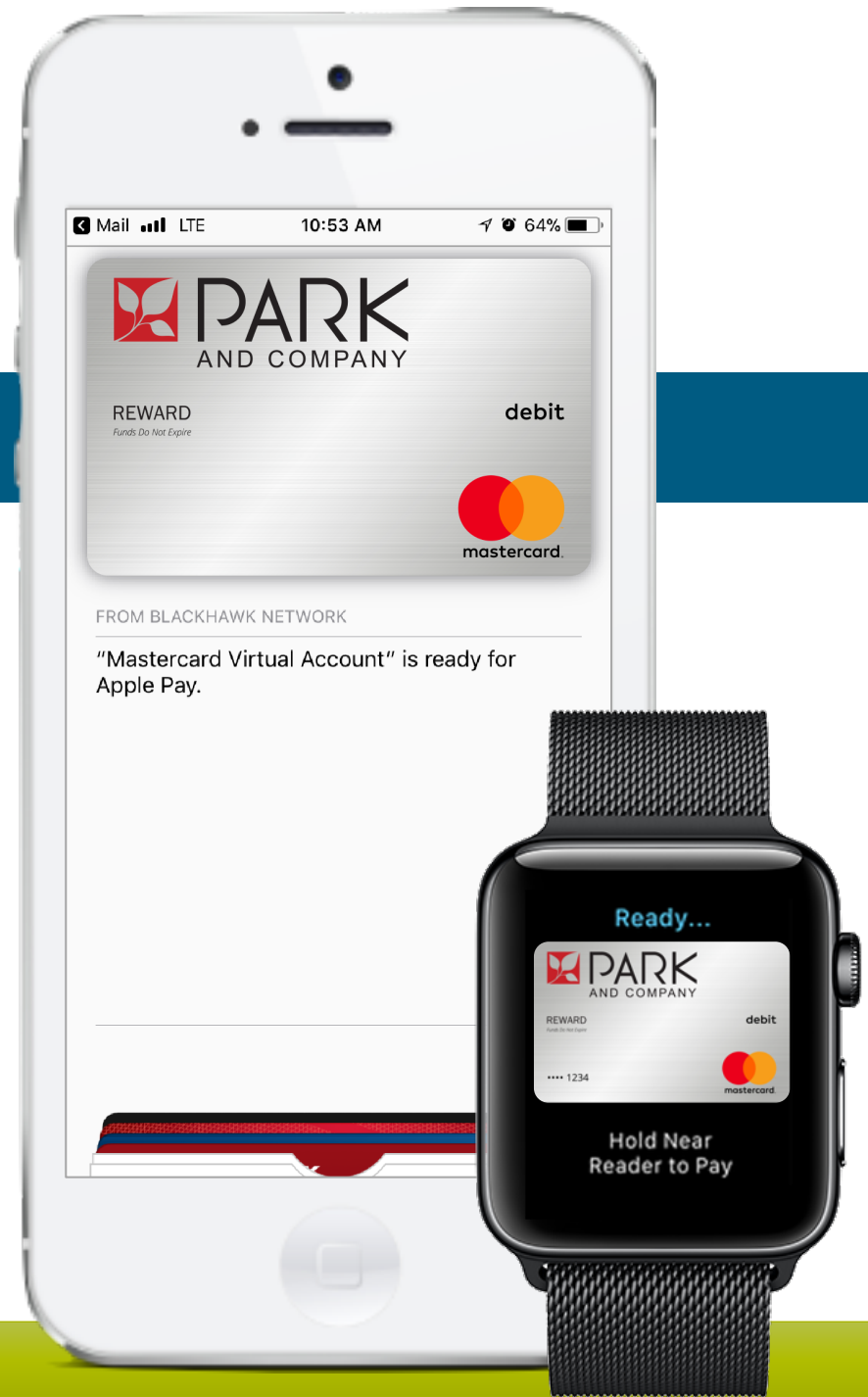
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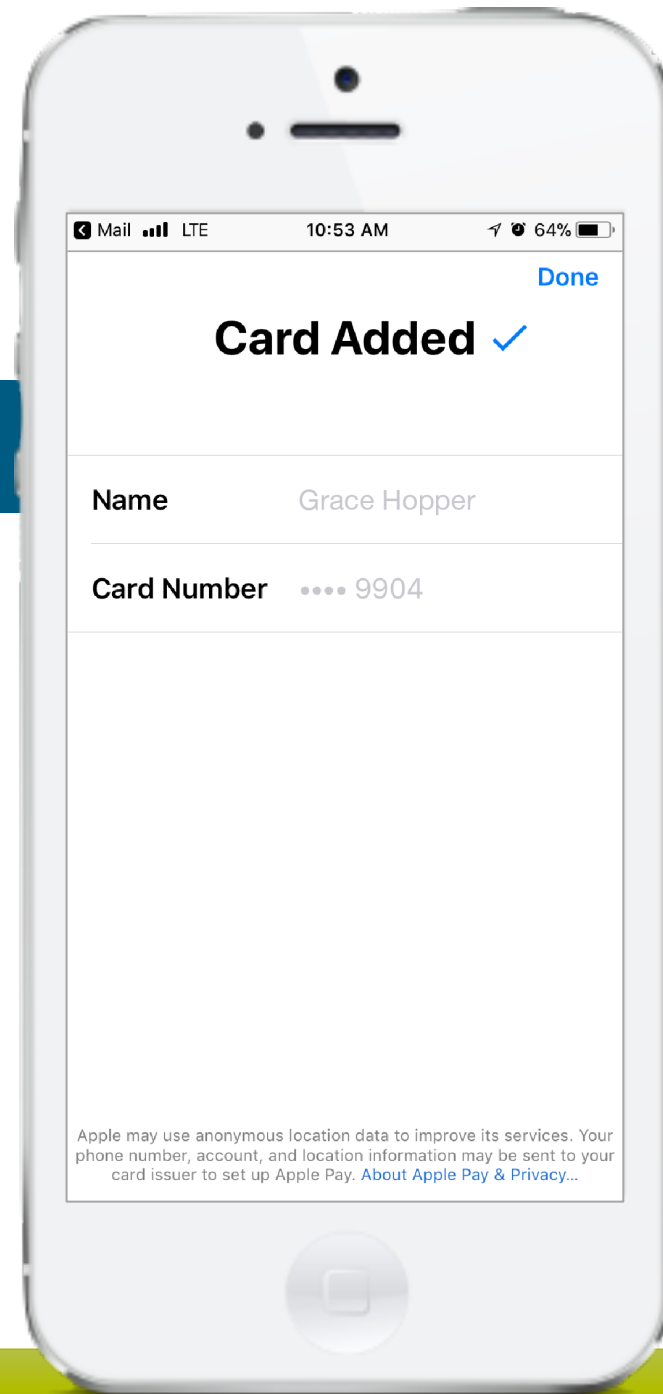
Load to Wallet

5.

Card Servicing Contact in Wallet

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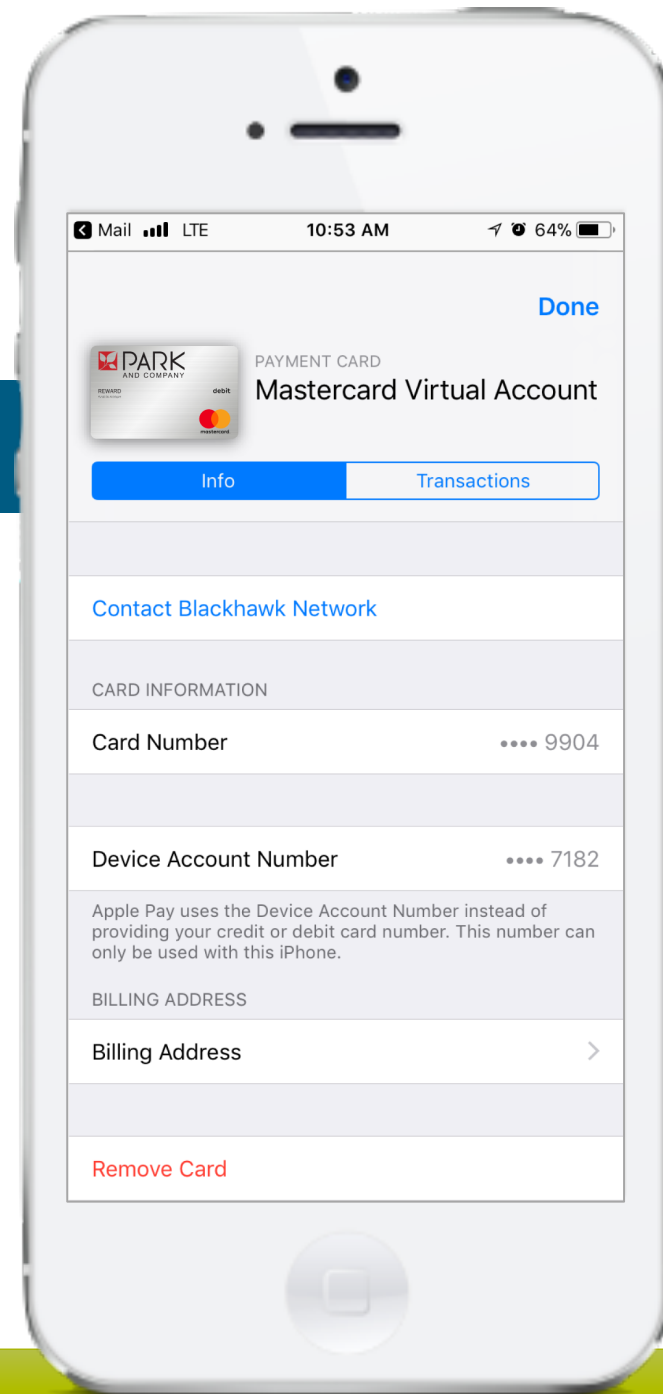
Reloadable Reward Options

	Standard Reloadable	Standard Reloadable with ATM	Alternative Reloadable	Reloadable with ACH (launch Q4 2018)
Typical Application	Employee Engagement / Wellness	Employee Engagement / Sales Incentives	Dealer / Sales Incentives	Dealer / Sales Incentives
Network	Mastercard or Visa	Visa	Visa	Visa
Currency	USD / CAD	USD / CAD	USD	USD
Five Back	Y	Y	Y	Y
Personalization	Required	Required	Required	Required
Expiration	Standard: 24 months *(can be varied from 4–36 months)*	Standard: 24 months *(can be varied from 4–36 months)*	Standard: 24 months *(can be varied from 4–36 months)*	Standard: 24 months *(can be varied from 4–36 months)*
International Redemption	Y – non-restricted countries	Y – non-restricted countries	Y – non-restricted countries	Y – non-restricted countries
International Fulfillment	Y – with bank/network approval	Y – with bank/network approval	Y – with bank/network approval	Y – with bank/network approval
ATM	n/a	Y	Y	Y
Check Request	n/a	Y – post expiration	Y	Y
Bank Teller Cash Request	n/a	n/a	n/a	Y
ACH (Card to Bank Account)	n/a	n/a	n/a	Y – US bank accounts only
Monthly Maintenance Fee	Post expiration	Post expiration	n/a	n/a
Inactivity Fee	n/a	n/a	Y – after 6 months of inactivity	Y – after 6 months of inactivity

Thank You