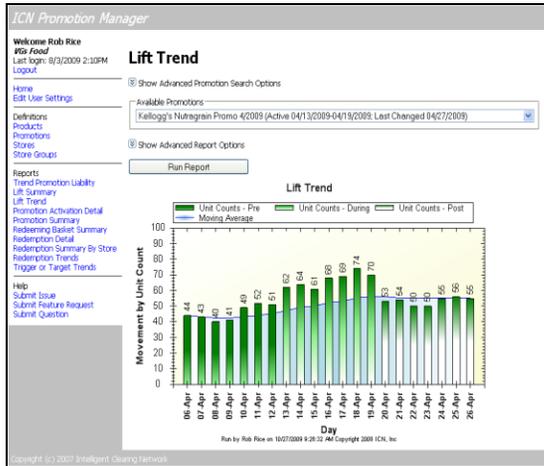


## Paper and Digital Real-time Redemption Data, Reports, and Analytics:

ICN's system provides auditable UPC-level redemption information for both GS1 paper and digital down to the individual store level.

## Endless Opportunities for Real Time Detailed Promotion Reporting and Analytics

A sample of the Lift Trend and Redemptions by Store reports are shown below:



**Redemptions By Store**

Store Number	Name	Address	City	State/Zip	Product 1 Count	Product 1 Sum	Product 2 Count	Product 2 Sum	Product 3 Count	Product 3 Sum
144	1444COW	2400 W GRAND RIVER	HOWELL	MI 48840	3	\$5.00	0	\$0.00	0	\$2.50
155	1554REN	2400 SILVER HARBOR	PENTON	MI 48046	4	\$5.00	0	\$0.00	0	\$5.00
466	466CAR	3700 W CARO RD	CARF	MI 48729	8	\$5.00	0	\$0.00	0	\$10.00
512	512WAT	7000 HIGHLAND ROAD	WATERFORD	MI 48091	4	\$5.00	0	\$0.00	0	\$5.00
597	597PCN	20 EAST WALTON	PONTIAC	MI 48040	1	\$2.00	1	\$2.00	0	\$0.00
808	808CAL	3700 S HALL STREET	FLINT	MI 48840	6	\$5.00	0	\$0.00	0	\$15.00
830	830WEL	2030 CORNARA RD	FLINT	MI 48932	2	\$4.00	0	\$0.00	0	\$5.00
862	862WEN	1306 N LINDS ST	N TAYLOR	MI 48840	2	\$5.00	0	\$0.00	0	\$5.00
947	947WEL	2030 Schwanen Rd	SHELBY	MI 48315	3	\$5.00	0	\$0.00	0	\$5.00
1173	1173GEM	7405 N LINDS RD	ANNARBOR	MI 48107	2	\$5.00	0	\$0.00	0	\$5.00
1175	1175GEM	3903 SHERWOOD RD	ANNARBOR	MI 48107	2	\$5.00	0	\$0.00	0	\$5.00
1189	1189WEL	9610 N GRAND FORGE	BRIGHTON	MI 48116	2	\$4.00	0	\$0.00	0	\$5.00
1207	1207COW	3141 S W WOOD	CAYCESS	MI 48801	1	\$5.00	0	\$0.00	0	\$5.00
1225	1225BLA	4155 EAST COURT	BURTON	MI 49009	3	\$5.00	4	\$5.00	1	\$2.50
1280	1280AC	2704 SOUTH RIVER ROAD	MARINE CITY	MI 48036	1	\$5.00	5	\$10.00	0	\$5.00
1300	1300HE	27526 N 23 MILE ROAD	NEW BALTIMORE	MI 48047	1	\$2.00	1	\$2.00	0	\$0.00
1348	1348WEL	4002 RIVER ROAD	STERLING HEIGHTS	MI 48312	2	\$4.00	0	\$0.00	0	\$0.00
Total Redemptions: 115										
Total Liability: \$775.50										

## Paper and Digital Benefit Summary...

ICN's turn-key electronic clearing and settlement solution offers manufacturers the opportunity to eliminate the inefficiency, and dispute resolution time and expense, associated with paper clearing and settlement.

- Eliminating Fraud:** ICN tracks each promotion (digital or paper) at the retailers' point of sale, ensuring that the correct manufacturer's promoted products are purchased within the desired promotion period.
- Family Code Validation:** ICN can effectively validate GS1 paper coupons at the family code level and digital coupons at the UPC level.
- Removing Deal Stacking:** Since ICN clears both digital offers and paper coupons, ICN provides manufacturers with the ability, for the first time, to prevent multiple incentives from being redeemed when only one product is purchased.
- Tracking Redemption by Household:** ICN reports usage by cardholder ID. When the ICN direct-to-card capability for digital offers, or a unique serial number for paper coupons is used, the brand can get detailed redemption reports by household ID.
- Eliminates Disputes:** ICN eliminates the handling and dispute resolution associated with paper coupons by validating at the POS. The GS1 data is captured by the ICN Databridge software in real time.
- Validating Expiration Dates:** ICN reads the coupon's expiration date and sends a 'Expired Coupon' code to the POS when a coupon is past the expiration date.
- Electronic Billing and Settlement:** ICN's electronic and ACH billing and settlement system using the captured real time redemption data. With electronic files and fully auditable documentation, all disputes are eliminated and the overall settlement process will be much more efficient. **And more.....**



**Modern Couponing**  
The new single solution for paper and digital

Contact: Rob Rice at 203.925.8500  
www.ICN-NET.com

**ICN** is an innovative software company that provides a turn-key electronic solution to, validate, clear and settle GS1 Databar paper coupons at the POS.

In addition, ICN can efficiently handle all of your digital incentive offers distributed through a variety of different media companies, and present you with “real time” redemption data for both paper and digital.

### GS1 Databar Paper Coupons

For paper coupons, whether these come from Free-Standing Inserts (FSIs) or Run of Press (ROP), ICN utilizes the newly available data that is embedded within the GS1 Databar Codes in conjunction with data from actual purchases to validate, clear, and settle paper incentives. .

### Digital Coupons

Digital offers, whether these are delivered via the web, email, mobile devices, or in-store, including those that customers opt into through “Load to Loyalty Card” features are cleared electronically at the POS. Digital opt-in offers are pre-defined in ICN’s solution and upon receiving offer activations in real time, ICN awaits the scan of the customer’s loyalty card at checkout, and then validates offers against actual purchases in order to clear and settle these incentives. (No downloading and uploading of files to the POS)



### Turn-Key Paper Clearing and Settlement Solution

#### How the Electronic Clearing, Validation, and Settlement Process Works:

ICN’s promotion management and clearing system connects directly to the retailer’s point-of-sale (POS) system at the enterprise or headquarters level. As the customer checks out, the following events occur:

- Using the ICN POS interface, manufacturer UPC codes in the shopping basket are transmitted via the retailer’s wide area network (WAN) from the store to ICN’s servers.
- During the check-out process, if the customer swipes a loyalty card, the ICN’s real-time application software determines whether the purchase of an individual UPC or group of UPCs meets

the defined promotion criteria.

- If so, ICN returns a Promotion Response message to the active transaction of the POS terminal containing the promoted item and the manufacturer or retailer coupon code. The customer simply needs to purchase the promoted items and look for the discount on the register receipt.
- If the customer has paper coupons, those are scanned just as they are processed today. The ICN technology can read any of the data contained in the GS1 Databar and validate the family code, expiration date, and any other data points contained in the Databar. ICN even has the ability to report on the UPC level of purchases.