



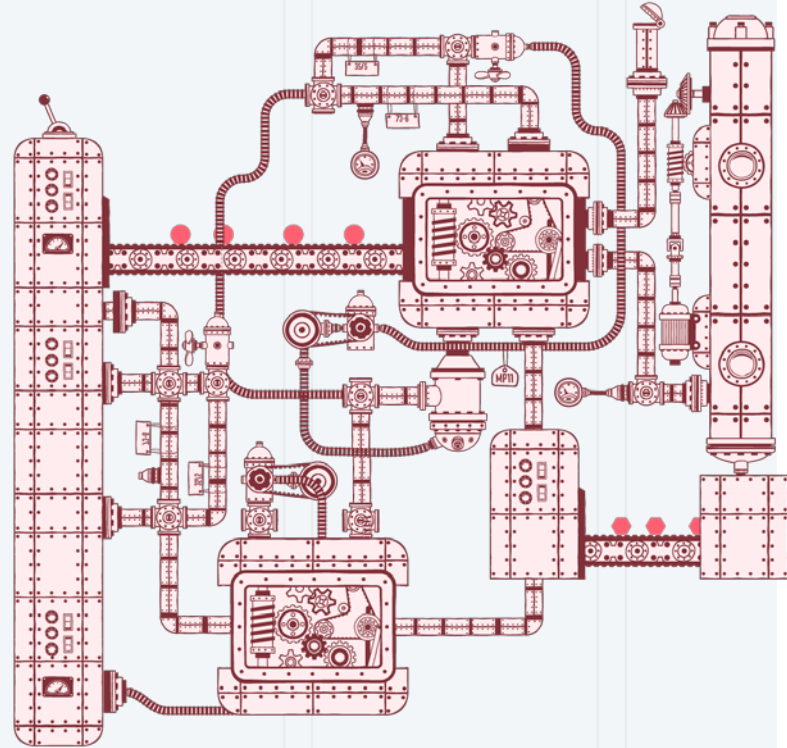
The Internet of Loyalty

December 2017

CHALLENGES FOR OPERATORS

Current technology is too expensive to manage and scale

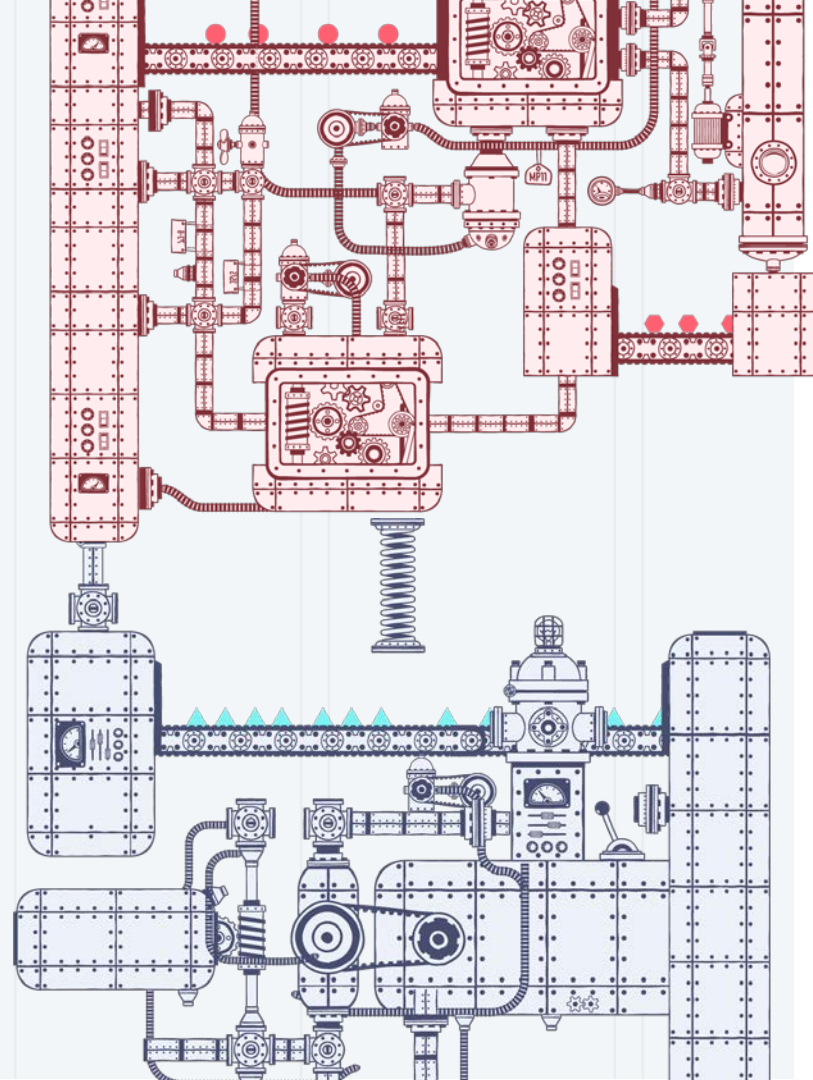
- Laborious reconciliation process
- Convoluted data management
- Limits customer experience and commercial opportunities



INDUSTRY CHALLENGES

Innovation in the industry is constrained by fragmented technology

- Few common protocols
- Integrations are difficult
- Reliance on file transfers
- Struggling to meet customer expectations for seamless flow of their value



WHERE WE ARE GOING

Loyyal ushers in the next evolution in loyalty using blockchain technology



Coins

1790



Stamps

1890



Cards

1981



Mobile

2007

loyyal

Blockchain

2017

BLOCKCHAIN IS THE INTERNET OF VALUE

INTERNET OF INFORMATION:

TCP/IP: PROTOCOL FOR COMMUNICATION
REVOLUTIONIZED THE WAY WE SHARE
INFORMATION

INTERNET OF INFORMATION:

BLOCKCHAIN: PROTOCOL FOR VALUE EXCHANGE
CAN TRANSFORM BUSINESS, ECONOMICS AND
POLITICS WITH DISTRIBUTED TRUST AND SMART
CONTRACTS

SHARED: EVERY NODE IN A NETWORK SHARES A
COPY OF THE ENTIRE HISTORY AND PRESENT
STATE OF THE NETWORK

TRUSTED: GAME THEORY IS USED TO MODEL
ECONOMIC INCENTIVE TO VERIFY EACH NODE IN A
NETWORK.

IMMUTABLE: ONCE THE STATE OF THE NETWORK
HAS BEEN VERIFIED IT CAN NOT BE CHANGED

TRANSPARENT: VISIBILITY FROM THE FIRST
TRANSACTION THROUGH TO THE PRESENT STATE
IS AVAILABLE TO ALL NODES IN A NETWORK

MARKET POTENTIAL

BLOCKCHAIN MARKET

[Markets and Markets](#) believes the blockchain technology market could be worth \$2.3 billion by 2021, while [Grand View Research](#) puts a figure of \$7.74B by 2024 and [Research and Markets](#) says the market could create revenue of nearly \$45 billion by 2027

LOYALTY MARKET

[Markets and Markets](#) believes the Loyalty Management Market is expected to grow USD \$1.4 Billion in 2015 to USD \$4.0 Billion by 2020 while [Research and Markets](#) predicts the market to reach \$6.2 billion by 2023

Loyyal is the first company to leverage
blockchain technology for the loyalty
industry

The mission is to build
the Internet of Loyalty®

Common Ledger

BENEFITS

No file transfers between different databases. Operators write to and read transactions from the same ledger in near real-time.



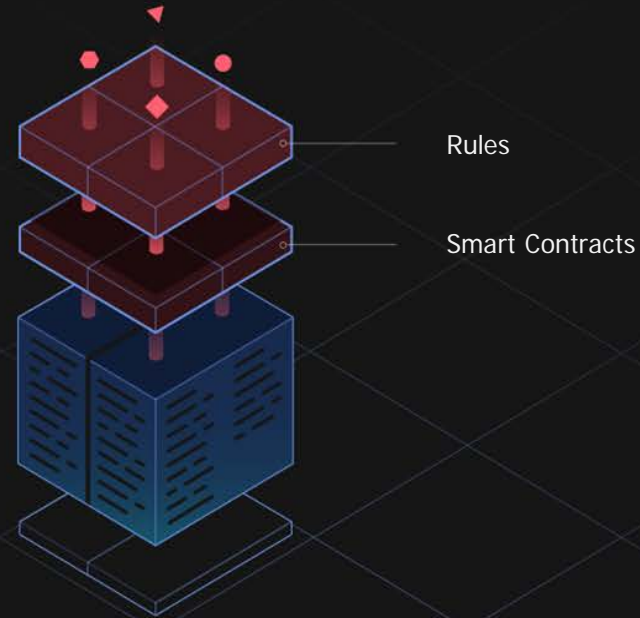
OUR TECHNOLOGY

Smart Contracts

BENEFITS

Flexible program structures and rules are defined by smart contracts, held on blockchain and auto-executed instantly.

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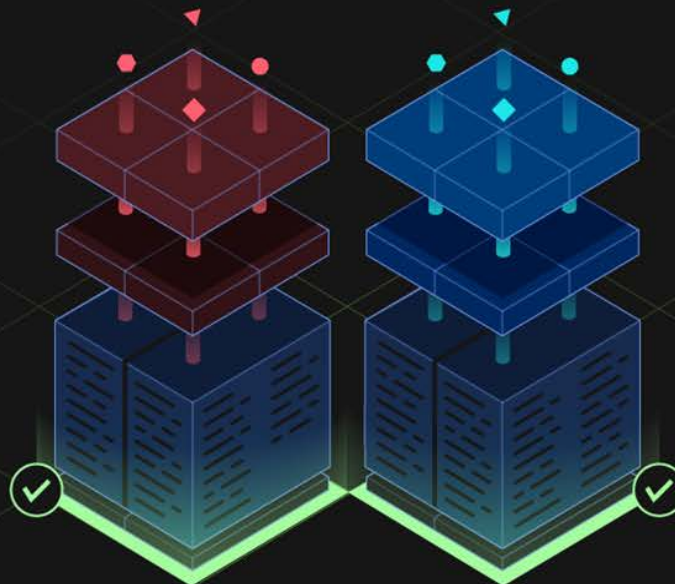


Distributed Trust

BENEFITS

Shared data is trusted for reconciliation, billing, and settlement, reducing effort and cost.

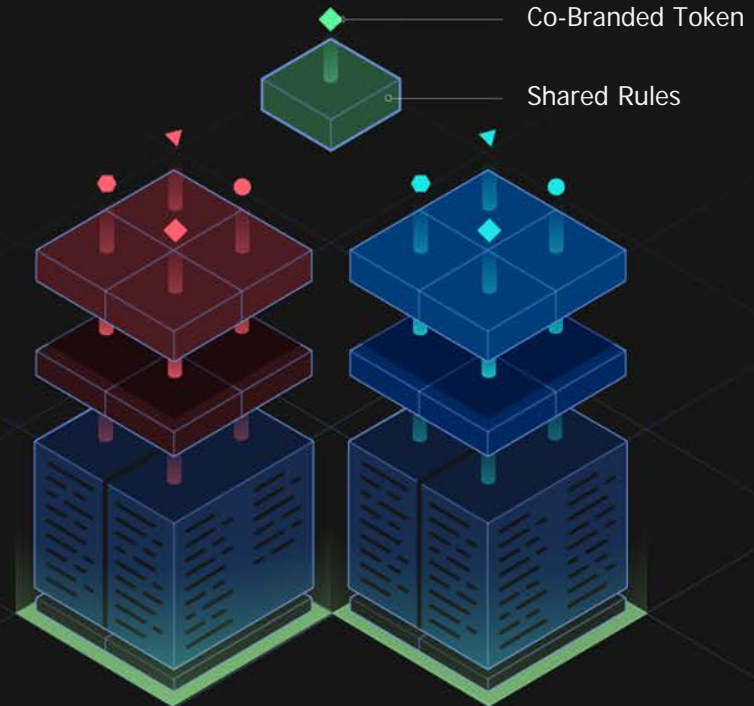
Transaction validation is near real-time improving the customer experience.



Branded Tokens

BENEFITS

A wallet can hold multiple loyalty tokens, branded by one or more partners, enabling new customer propositions, including tracking and targeting mechanics.



OUR TECHNOLOGY

The Internet of Loyalty®

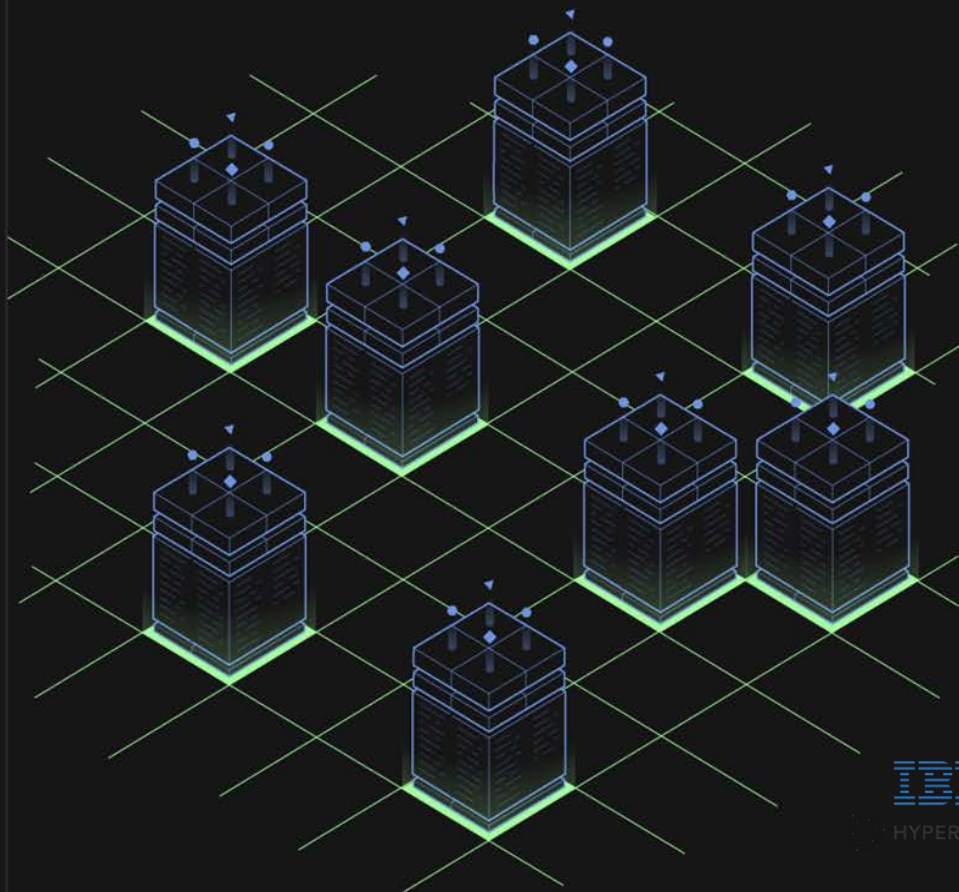
BENEFITS

Blockchain benefits all operators and partners, multiplied by a network effect, yielding a paradigm shift for the loyalty industry.

Profits are increased while putting customer first ... again.

Built on IBM HyperLedger Fabric distributed ledger technology.

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IBM
HYPERLEDGER

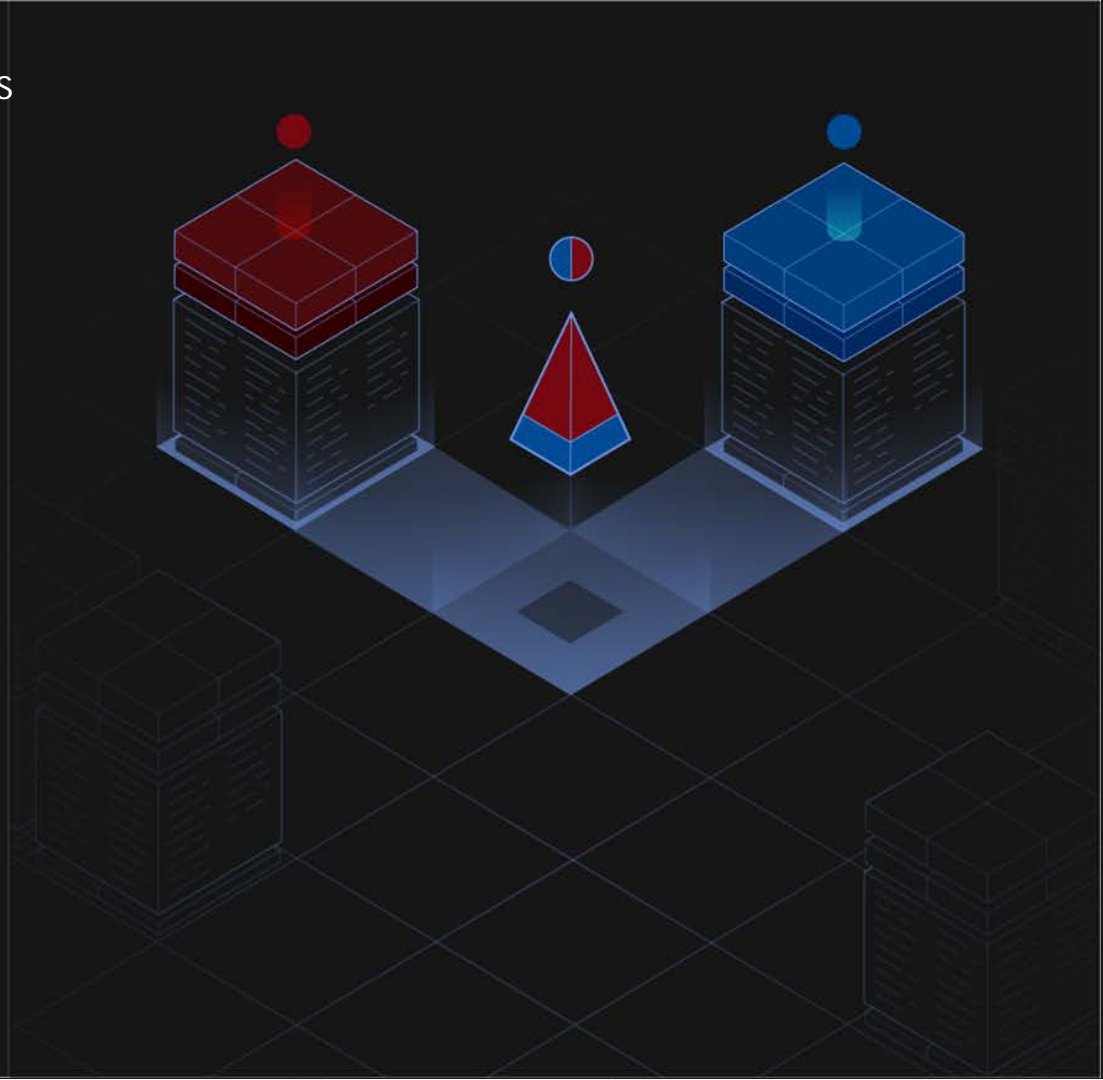
UNLIMITED PARTNERSHIP OPPORTUNITIES

Program Tree

MULTI-BRANDING

Programs can operate within other programs as a parent-child relationship, with cascading permissions.

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CURRENT CLIENTS

A global
permissioned
network of program
operator and
redemption clients

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Deloitte.



Major Canadian Bank

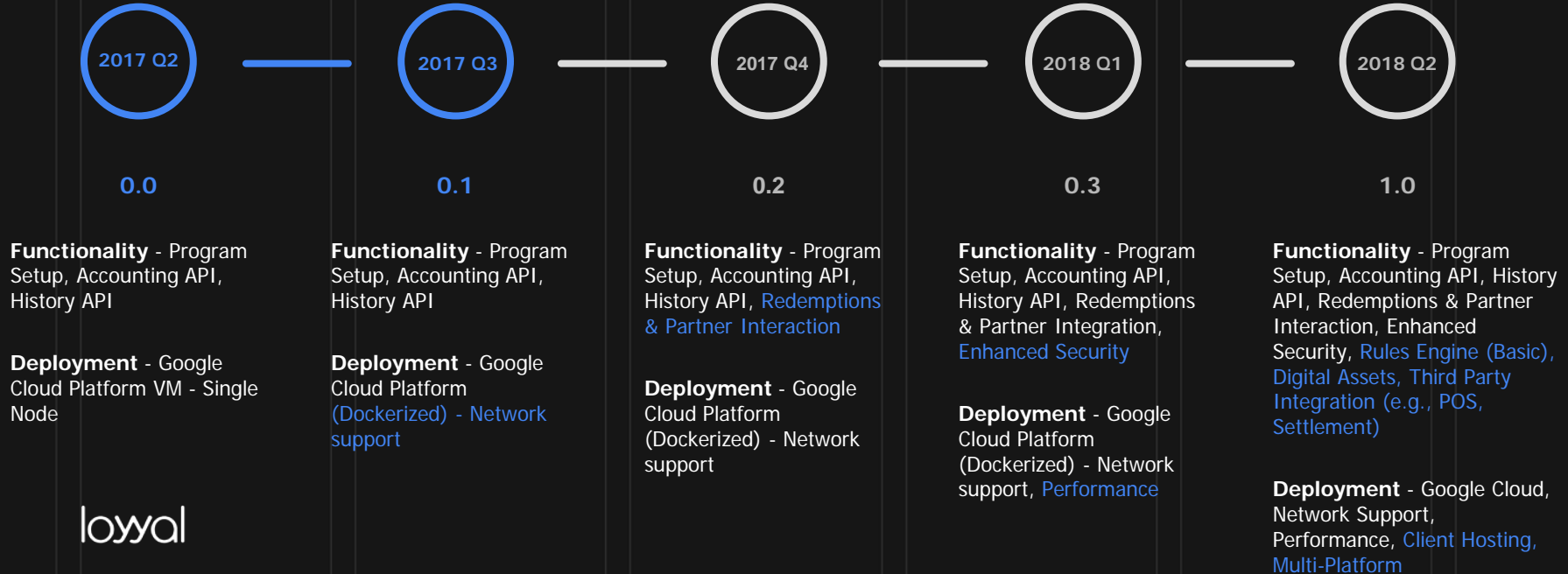
US Financial Services

GCC Financial Services

Global Airline

RELEASE

Product Roadmap



Thank You.

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