SNIPP INTERACTIVE INC.

Snipp Interactive Announces Launch of Customer Loyalty Programs for multiple brands of leading FMCG company. Initial contract value is worth $1.2MM.

July 8, 2024

VANCOUVER, BC, CANADA - Snipp Interactive Inc. ("Snipp" or the "Company") (TSX-V: SPN; OTCPK: SNIPF), a global provider of digital marketing promotions, rebates, and loyalty solutions, is pleased to announce the launch of multiple brand-based loyalty programs for a leading Fast Moving Consumer Goods (FMCG) manufacturer in the United States. The initial contract value of this engagement is $1.2MM.

"Connecting with loyal consumers through personalized promotion and cutting-edge loyalty offers is a cornerstone of our engagement initiatives," stated a Senior Director Marketing at the client. "We evaluated several different platforms before choosing SnippCARE for its ease of use and functionality. SnippCARE is the only platform robust enough to scale with the growth of our brands in an ever changing, cluttered and complex marketing landscape."

"We are very pleased to win this business and expand our client roster even further in the U.S.", stated Atul Sabharwal, Founder of Snipp. "FMCG is a new and important industry for Snipp, and this client win is a testament to the breadth of services we can provide to a marketplace that poses increasingly complex challenges in reaching and retaining the loyalty of valuable customers. In today's environment, customers continue to switch brands and retailers are hyper focused on where their dollars are spent. Our suite of programs and services helps our clients build specific connections to customers via active engagement and is a key component of any robust sales and marketing plan."

More information about our platform can be found at https://www.snipp.com/

About Snipp:
Snipp Interactive Inc (TSX-V: SPN; OTCPK: SNIPF) is a Platform-as-a-Service (PaaS) company in the global loyalty and promotions sector. Snipp's proprietary and modular SnippCARE (Customer Acquisition, Retention & Engagement) Platform allows its marquee list of Fortune 1000 Clients and world-class agencies and partners to use various modules of the Platform to run long-term and short-term programs and promotions, while continually generating and capturing unique zero party data that is invaluable in providing insights to drive sales. SnippCHECK, the Platform's Receipt Processing Module has established itself as the clear industry leader and standard by powering a large majority of all receipt-based promotions in North America. SnippLOYALTY, the Platform's full scale modular loyalty engine allows clients the flexibility of deploying any/all aspects of a standard loyalty program on a case-by-case basis. SnippREWARDS, the Platform's modular catalogue of digital and physical rewards provides Clients with global and easily deployable access to an extensive catalogue of digital and physical rewards.

Snipp is headquartered in Vancouver, Canada with a presence across the United States, Canada, Ireland, Europe, and India. The company is publicly listed on the Toronto Stock Venture Exchange (TSX-V) in Canada and is also quoted on the OTC Pink marketplace under the symbol SNIPF.

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Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties, which may cause actual results to differ materially from the statements made. When used in this document, the words "may", "would", "could", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions are intended to identify forward-looking statements. Such statements reflect our current views with respect to future events and are subject to such risks and uncertainties. Many factors could cause our actual results to differ materially from the statements made, including those factors discussed in filings made by us with the Canadian securities regulatory authorities. Should one or more of these risks and uncertainties, such as changes in demand for and prices for the products of the company or the materials required to produce those products, labour relations problems, currency and interest rate fluctuations, increased competition and general economic and market factors, occur or should assumptions underlying the forward looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, or expected. We do not intend and do not assume any obligation to update these forward-looking statements, except as required by law. The reader is cautioned not to put undue reliance on such forward-looking statements.

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