

## MOBIVITY DESCRIPTIONS

### 25 Words

Mobivity's Connected Rewards™ technology delivers billions of offers and promotions by connecting the offers of world-class brands to consumers' gameplay in popular mobile games.

### 50 Words

Mobivity's Connected Rewards™ technology delivers billions of offers and promotions by connecting the offers of world-class retail, restaurant, and convenience brands to consumers' gameplay in popular mobile games. This results in accelerated acquisition, traffic, and loyalty app engagement for brands and better monetization with higher lifetime values for game developers.

### 85 Words

Mobivity's cloud-based Connected Rewards™ technology delivers billions of offers and promotions by connecting the offers of world-class retail, restaurant, and convenience brands to consumers' gameplay in popular mobile games. This results in accelerated acquisition, traffic, and loyalty app engagement for brands and better monetization with higher lifetime values for game developers. With more than three billion people playing mobile games globally, consumers can earn real-world brand rewards for downloading and playing games and earning even greater rewards for reaching higher game levels. It's a win-win-win.

### 125 Words

Mobivity's cloud-based Connected Rewards™ technology delivers billions of offers and promotions by connecting the offers of world-class retail, restaurant, and convenience brands to consumers' gameplay in popular mobile games. This results in accelerated acquisition, traffic, and loyalty app engagement for brands and better monetization with higher lifetime values for game developers. With more than three billion people playing mobile games globally, consumers can earn real-world brand rewards as they download and play games and earn even greater rewards for reaching higher game levels. It's a win-win-win as game developers attract more players to their games, brands experience more traffic as players redeem their brand offers in-store and online, and consumers get valuable, real-world rewards from brands they love while playing games they love.

## BOILERPLATE

### About Mobivity

Mobivity's cloud-based Connected Rewards™ technology delivers billions of offers and promotions by connecting the offers of world-class retail, restaurant, and convenience brands to consumers' gameplay in popular mobile games. Through its partnerships with leading game publishers, developers, and ad networks, Mobivity connects the massive universe of three billion consumers who play mobile games to its broad network of brands. Everybody wins as game developers attract more players to their games, brands experience more traffic from players redeeming their brand offers in-store and online, and consumers get valuable, real-world rewards from brands they love, all while playing games. For more information about Mobivity, visit [mobivity.com](https://mobivity.com) or call (877) 282-7660.