

Lambda Alpha International

Chris Behrens
President and CEO

ya



AGENDA

- My CEO Story
- YA's Story
- YA's Business - Promotional Offerings
- YA's Client Work
- Why the move to Minneapolis?
- Q&A



MY CEO STORY

Chris Behrens' Story - Transform, Innovate and Grow

- Official Airline Guides (advertising and publishing)
 - First sales territory was Africa (1984)
 - Promoted to the Middle East
 - Moved to London (27 years old), traveled extensively to over 50 different countries
 - Company went into bankruptcy
 - Four years later, moved back to the U.S. and opened offices in Tokyo, Singapore, Hong Kong and Melbourne
 - Critical Points: growth (as a person) - mentorship, sales, operations, accounting & finance, listened and learned a lot
- GE Capital (financial technology)
 - Hired as first sales person to sell fee income services
 - Acquired first business – Amoco Motor Club, owner Montgomery Wards went into bankruptcy
 - In six years grew from \$350M to \$1.2B
 - Critical Points: Growth – sales, operations (Six Sigma and Services BPO), accounting & finance

Chris Behrens' Story - Transform, Innovate and Grow

- E-Trac (SaaS based technology, emergency 911 tow management software)
 - First CEO role (38 years old)
 - Acquired and integrated three different software, database and customer service platforms
 - Sold business in 18 months
 - Critical Points: Transformation and growth – Six Sigma, BPO, leveraged previous experience
- SourceLink (direct mail and continuous print company)
 - Hired as CEO to acquire and integrate 13 different businesses to a common business platform and structure.
 - Sold five businesses and integrated eight
 - Moved business from traditional print to print and email marketing
 - Grew to fourth largest privately held direct marketing company in the country
 - Critical Points: Transformation, innovation and growth - operations (Six Sigma and Manufacturing BPO), sales, accounting & finance

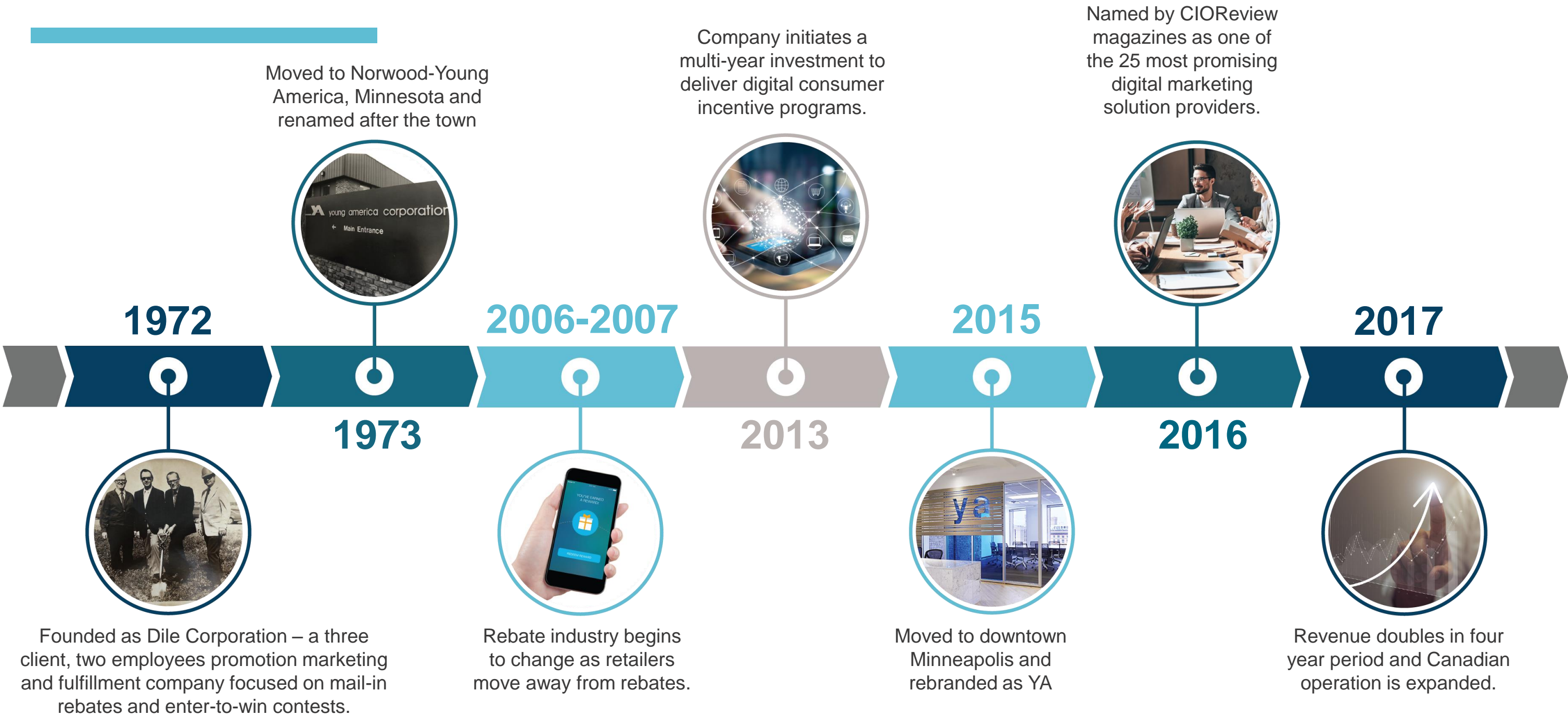
Chris Behrens' Story - Transform, Innovate and Grow

- RW Baird (growth private equity firm)
 - Raised \$280M fund to partially invest in a digital/technology services, strategic build-up
 - Chairman of first acquired business, then President and CEO once second business acquired
 - Reviewed 60+ companies, made bids on 15, delivered LOI's on 8, closed 0!
 - Critical Points: Growth....I learned a lot....lead me to YA
- YA
 - Hired as Chairman, became President and CEO six months later
 - Transformed a traditional marketing services business to execute digital promotional solutions...invested \$16.5M into the business over four years from cash generated
 - Moved the business from NYA to downtown Minneapolis in June 2015
 - 60+ million consumer interactions, 7 million rewards issued, \$1.2 billion in reward value
 - Critical Points: Transformed, innovated and grew – brought the entire kitchen!



YA's STORY

COMPANY HISTORY



TRUSTED MARKETING PARTNER

We are the leading provider of digital consumer engagement programs that help clients acquire, retain, and win-back customers.

Our promotional solutions help marketers turn first-time consumers into loyal brand advocates while delivering a proven return on marketing investment.

| | | | |
|--|---|--|---|
| | | | |
| Comprehensive suite of tailored digital engagement solutions | Proven results and returns on clients' marketing investment | Digital expertise in actionable insights and repeatable, scalable programs | Cultivating long-term brand relationships |



INDUSTRY LEADER IN PROMOTIONAL MARKETING



**60 MILLION +
CONSUMER
INTERACTIONS**

**7 MILLION +
REWARDS
ISSUED**

**\$1 BILLION
REWARD
DOLLARS
ISSUED**

**2,000 +
PROMOTIONS
EXECUTED
ANNUALLY**

**2018 YA Program Data*



YA's BUSINESS - PROMOTIONAL OFFERINGS

Promotional Marketing Engagement Solutions Industry Trends

- Promotional solutions have evolved to create more value for marketers and end customers
- YA's double-digit growth is the result of successfully applying its promotional marketing solutions to meet clients' acquisition, engagement, retention, and win-back marketing requirements while delivering a proven return on their marketing investment



| | FROM... | TO... |
|-----------------------|--|--|
| Rebates | <ul style="list-style-type: none">• Paper-based Submission• Long Validation• Paper Rewards• Desire for breakage/slippage | <ul style="list-style-type: none">• Digital submissions• Instant validation, API integration• Pre-paid card, Mobile, Virtual• Entry point for ongoing consumer engagement |
| Enter to Win | <ul style="list-style-type: none">• Paper entries and submissions• Lack of continuity with end consumer• One and done campaigns | <ul style="list-style-type: none">• Online, custom sites with greater scale and complexity• Interactive consumer experiences• Entry point for ongoing consumer engagement |
| Bonus Savings Card | <ul style="list-style-type: none">• Mailed fulfilment of physical goods• Vouchers tied to specific products | <ul style="list-style-type: none">• Targeted revenue-generating sales of samples• Flexible digital redemption, driving traffic for retailers ("anti-showrooming") |
| Referral & Engagement | <ul style="list-style-type: none">• Points based• Standard tiers of rewards• Card-based accrual of points | <ul style="list-style-type: none">• Reward specific behaviors, e.g. amplifying consumer reach through referrals to drive ongoing engagement• Gamification and "surprise and delight"• Mobile apps and SMS/MMS that tie to the consumer preferred communication channel to enhance the brand experience |
| Channel Incentives | <ul style="list-style-type: none">• Limited redemption options• Minimal integration of personal and business rewards• Lack of continuous messaging | <ul style="list-style-type: none">• Custom platforms for automated validation, redemption, communication• Gamification to encourage competition• Integrated incentives with training |

CUSTOMER LIFECYCLE

Our portfolio of promotional offerings serve the entire customer journey.

From attracting first time customers to incenting brand advocacy, YA has a solution.



GO-TO-MARKET EXECUTION

We are strategically positioned to operate in a rapidly evolving marketplace. Our clients seek a one-stop, integrated and skilled platform to execute large scale, complex marketing programs.





YA's CLIENT WORK

T-MOBILE CARRIER FREEDOM SITE

LIVE- [HTTPS://WWW.SWITCH2T-MOBILE.COM/](https://www.switch2t-mobile.com/)

Program Description:

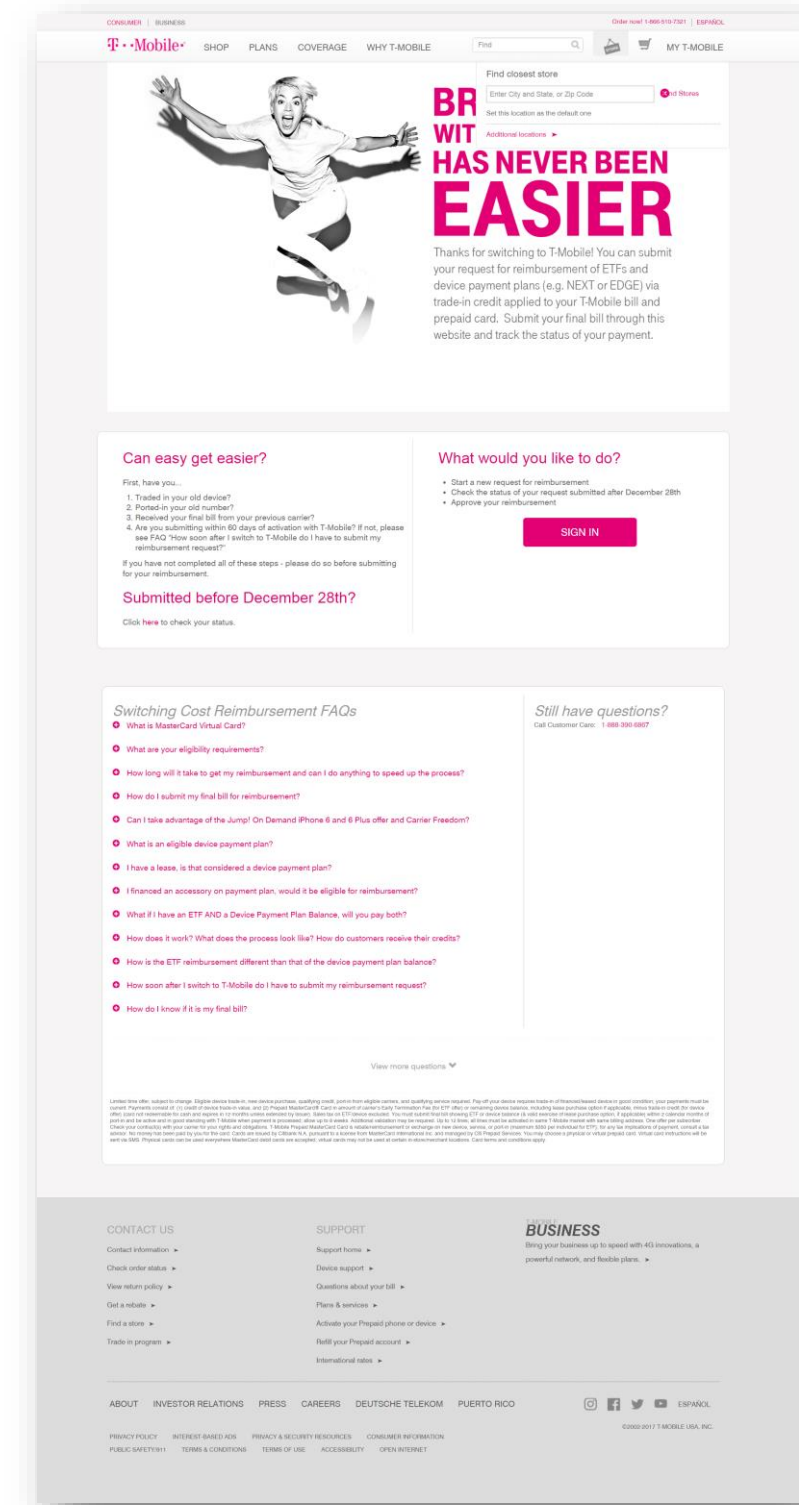
- Program incents consumers for switching their mobile carrier plan to T-Mobile as their provider. Customers are offered three fulfillment methods- check, virtual payment and physical card.

Site Functionality includes:

- Integration with T-Mobile's ERP System via API for validation of consumer accounts after hold periods
- Digital bill upload capabilities for reward calculation
- Mobile responsive site

YA services:

- Website development & hosting, management of program design per offer, payment fulfillment, and consumer relations support



LOWE'S DRIVE TIME PROMOTION: Increase store traffic and conversion

Lowe's was looking for a promotion to increase store traffic and incent purchases during Black Friday. YA developed an in-store SMS campaign: signage at store entrance instructed customers to text a keyword to a short code and in turn, customers were immediately awarded a virtual gift card to their phone. Cards were randomly assigned a value up to \$500 and each customer received a minimum reward. The promotion ran for the first two hours of the store opening and the gift card could be used both in-store and online.

CLIENT OBJECTIVES:

- Create excitement and a “buzz”
- Increase store traffic and drive sales
- Differentiate from competitors
- Engage a customer in a new way

SOLUTION:



SMS Campaign



Legal Compliance



Controlled Time Period



Virtual Reward Card



Consumer Support



Varying reward amounts offered in a short window



Promotion was teased in circular but required a store visit



Additional spend beyond gift card value



BUBLY WORKPLACE MATCH GAME SWEEPSTAKES:

Trial driven by an interactive game

PepsiCo wanted to introduce workplace consumers to the newest bubly flavors using a dynamic promotional experience. YA delivered an interactive online game where consumers could match bubly cans with their trademark smiles. Participants got three plays and, regardless of their matches, were entered into a weekly drawing to win exclusive bubly prizes.

CLIENT OBJECTIVES

- Build brand equity for new bubly flavors
- Introduce gamification in an away-from-home promotion
- Drive incremental product sales in workplace locations

SOLUTION:



SMS Campaign



Digital Game Development



Legal Compliance



Reward Procurement



Reward Fulfillment



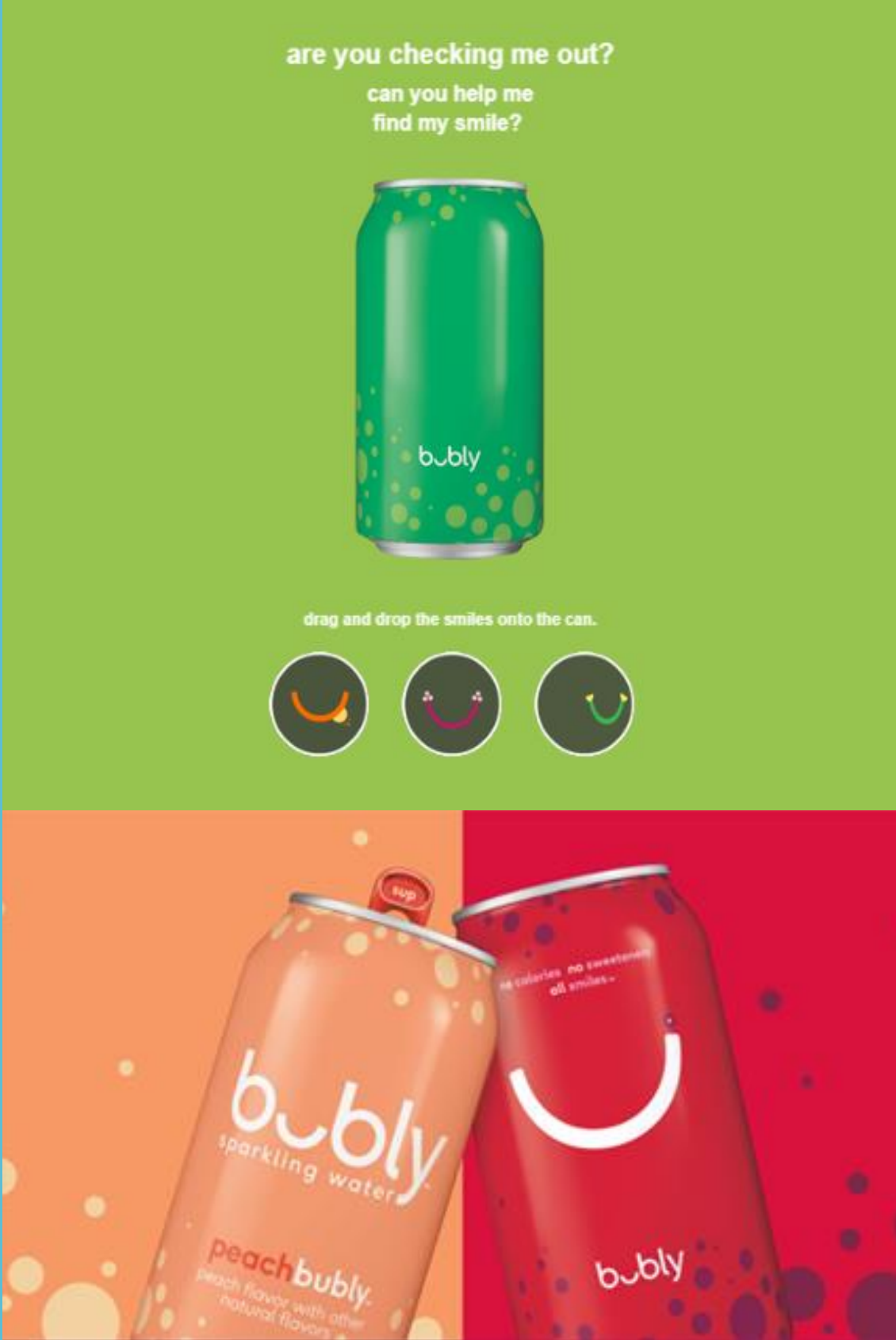
4 week entry period
drove significant
traffic



Continued engagement
helped to increase sales



Large audience for
a workplace promotion



CONSUMER BUZZ




To the fans of the soaring Eagles,
destroyers of dynasties and victors
of the battle at the Bank:

Thy next beer
is on us.

A king always keeps his word. Especially to
Sir Lane Johnson. And especially when it
involves beer. Not only shall Bud Light be
available at taverns along the parade route,
but thou canst get a 6-pack anywhere in
Philadelphia thusly:

- Purchase ye a 6-pack of Bud Light from your local shopkeep •
- Scan and upload thy receipt to budlight.com/phillyphilly •
- We shall bequeath unto thee \$7 •

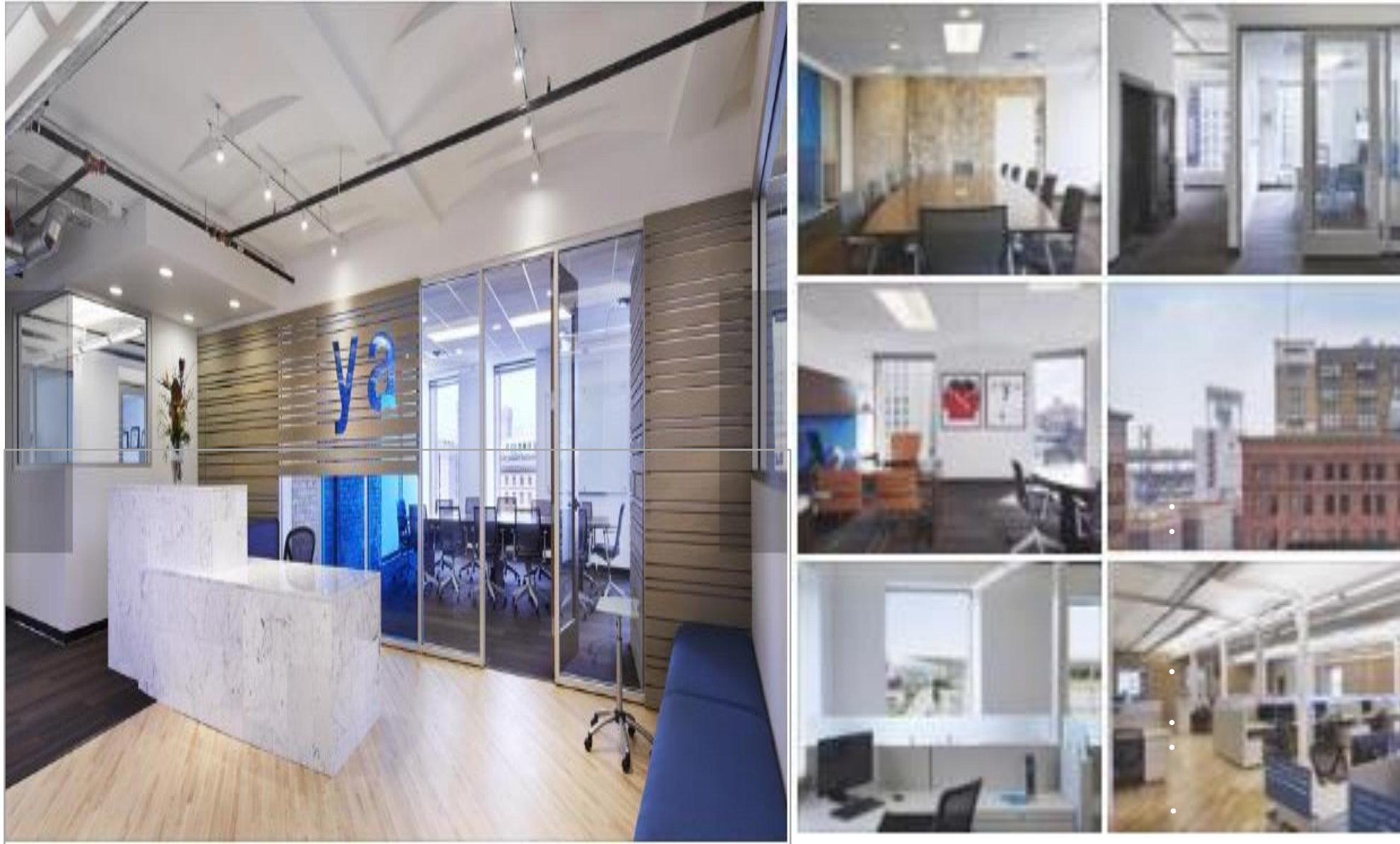
BUD LIGHT 
OFFICIAL BEER OF THE PHILADELPHIA EAGLES

Enjoyeth Responsibly



Why the Move to Minneapolis? TALENT!

YA Offices: 10 South 5th Street, Minneapolis – The Lumber Exchange



YA'S DECISION MAKING PROCESS TO MOVE DOWNTOWN

- ⌘ Our three-year Strategic Plan and Go-To-Market Strategy drove our decision to move downtown
- ⌘ Client-Centric approach
- ⌘ Our Organization design and structure is in support of the Strategic Plan

Getting and Putting
“THE RIGHT PEOPLE IN THE RIGHT BOX!”

THE PRIMACY OF ATTRACTING AND RETAINING TALENT AS PART OF THE BUSINESS STRATEGY

🔗 YA is a digital technology company....what's important?

- Culture and Values
- Workplace atmosphere
- Enhance existing and learn new skills

HOW YA RETAINS AND ATTRACTS TALENT?

🔗 Retain Existing Talent

- Financial incentives
- Flexible work schedule

🔗 Attract New Talent

- Marquee Clients
- Rewarding work that has an impact and provides value in the market
- Enhance existing and learn new skills
- Surrounded by really smart people

NEW GENERATION OF WORKERS – HOW DO THEIR INTERESTS AND VALUES INFORM LOCATION CHOICE?

- ⌘ Commute
- ⌘ Social circle locations
- ⌘ Environmentally conscious
- ⌘ Values

Chris Behrens' Story - Transform, Innovate and Grow

- The Mather Group (wealth management firm)
 - The nation's fastest growing RIA, top 100 independent advisors
 - Six offices across the U.S. and more than \$8 billion in assets under advisement
 - Hired as CEO, start January 2, 2020
 - Staying on at YA as Non-Executive Chairman and Board member
 - Critical Points: Scaling businesses through technology, innovation, and organization design and structure

Q&A



THANK YOU

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