

About the Company:







Loyalty Now is an Australian based Software as a Service (SaaS) **loyalty technology company, boasting PCI DSS Level 1 certification.**

The **company's mission** is to be a Payments Linked Offers (PLO) market leader in each market it operates.




Problem:

-  **Multiple cards & registration systems** cause inconvenience for members
-  Implementing & managing loyalty programs can be **expensive for both loyalty programs and the merchants**
-  Many programs lack transparency & **fail to demonstrate tangible rewards and attribution to the merchants**
-  **Data security** is crucial for all stakeholders in the value chain; recent breaches evoke **significant apprehensions.**
-  Complex benefits & limited rewards lead to **member disengagement and inactivity.**
-  Fragmented across different industries & businesses, **making it challenging to establish seamless linking**

Solution:

-  Loyalty Program **seamlessly linked to payment card**, eliminating need to carry multiple loyalty cards
-  **Affordable and customizable** loyalty program designs, implementation, and marketing options
-  **Transparent program structures**, communication of rewards, and evidence of tangible benefits
-  **PCI DSS Level 1 certification** promises a solid security posture.
-  **Streamlined benefits, personalized rewards, and interactive features** to keep members actively engaged
-  Establish a **unified platform that seamlessly integrates diverse loyalty programs**

Product Dashboard:

-  **Loyalty Now** End-to-end, **white labelled loyalty platform** for program operators.
-  **Loyalty Now Services** End-to-end merchant services and **platform management services** to loyalty programs & merchants.
-  **Loyalty Now Payments** **Embedded payments and gift card services** to loyalty programs



Our Journey so far:

- Advanced technology ecosystem seamlessly integrates loyalty programs
- Partnerships with Mastercard, Visa, and EFTPOS set the foundations
- LoyaltyNow Services & Payments offer advanced Merchant Services with integrated payment & gift card solutions for businesses
- Major acquisitions of partners like Qantas, Medibank, Telstra, and Union Shopper
- New global partnership with American Express and JCB, along with strong APAC pipeline
- High-quality media coverage and thought leadership articles by the CEO published
- Collaborations with industry bodies like the Australian Loyalty Association

Management Team:



Anurag Vasisth
Co-Chair & Group CEO



Christopher Carroll
Co-Chair & Chief Project Officer



Adam Pointon
Chief Technology Officer



Michelle Taylor
Chief Communications Officer



Robert Bramble
Board Member



Ravisankar Sundararaj
Chief Product & Innovations Officer

Strategic Partnerships:



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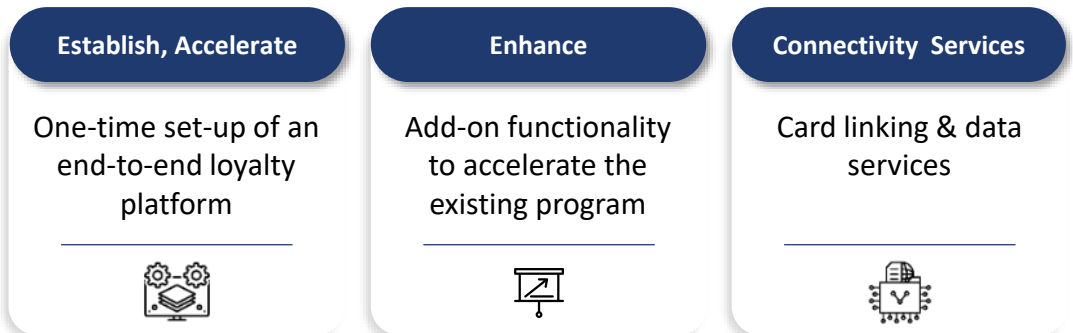
+61 416 252 319

Market Opportunity:



Business Model:

We generate revenue from an **initial setup fee** and earn **monthly revenue based on a minimum baseline**, with **additional revenue from transaction volume**.



Roadmap:

We aspire to be the loyalty platform of choice and achieve 2-3x commercial growth annually in the following 3 years:



Why Us?



Globally unique loyalty platform that is frictionless, eliminates barriers to participation



Robustness, resilience and scalability of our platform, ensuring ease of use



Solid security posture with PCI DSS Level 1 certification and an API first approach

Investment Offering:

We are currently raising AUD 5 million in debt investments in the form of a **convertible note**, allocating 80% towards international expansion and 20% towards penetrating the domestic market with anchor tenants in new industry verticals.