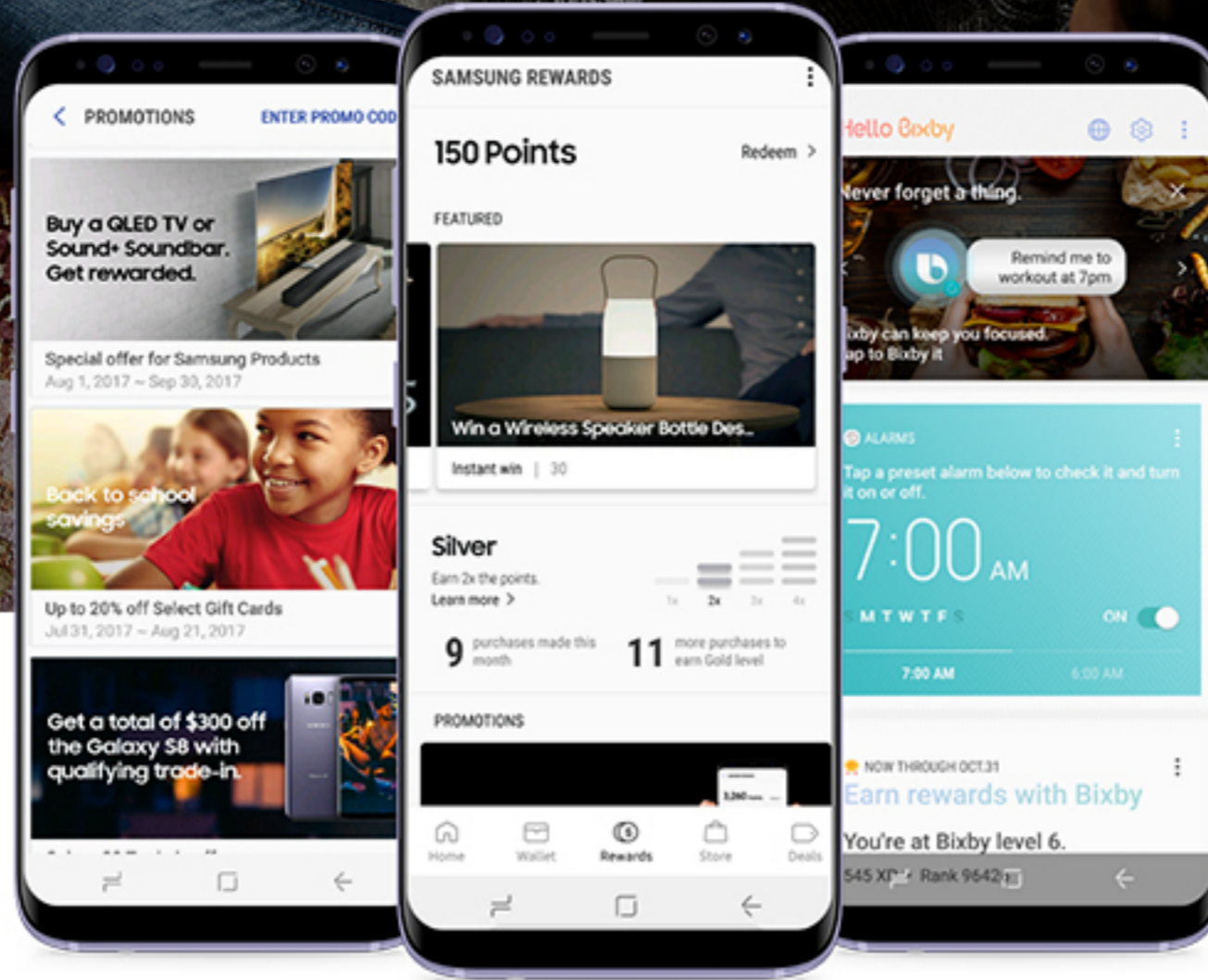


# Samsung Rewards

## Loyalty and Engagement

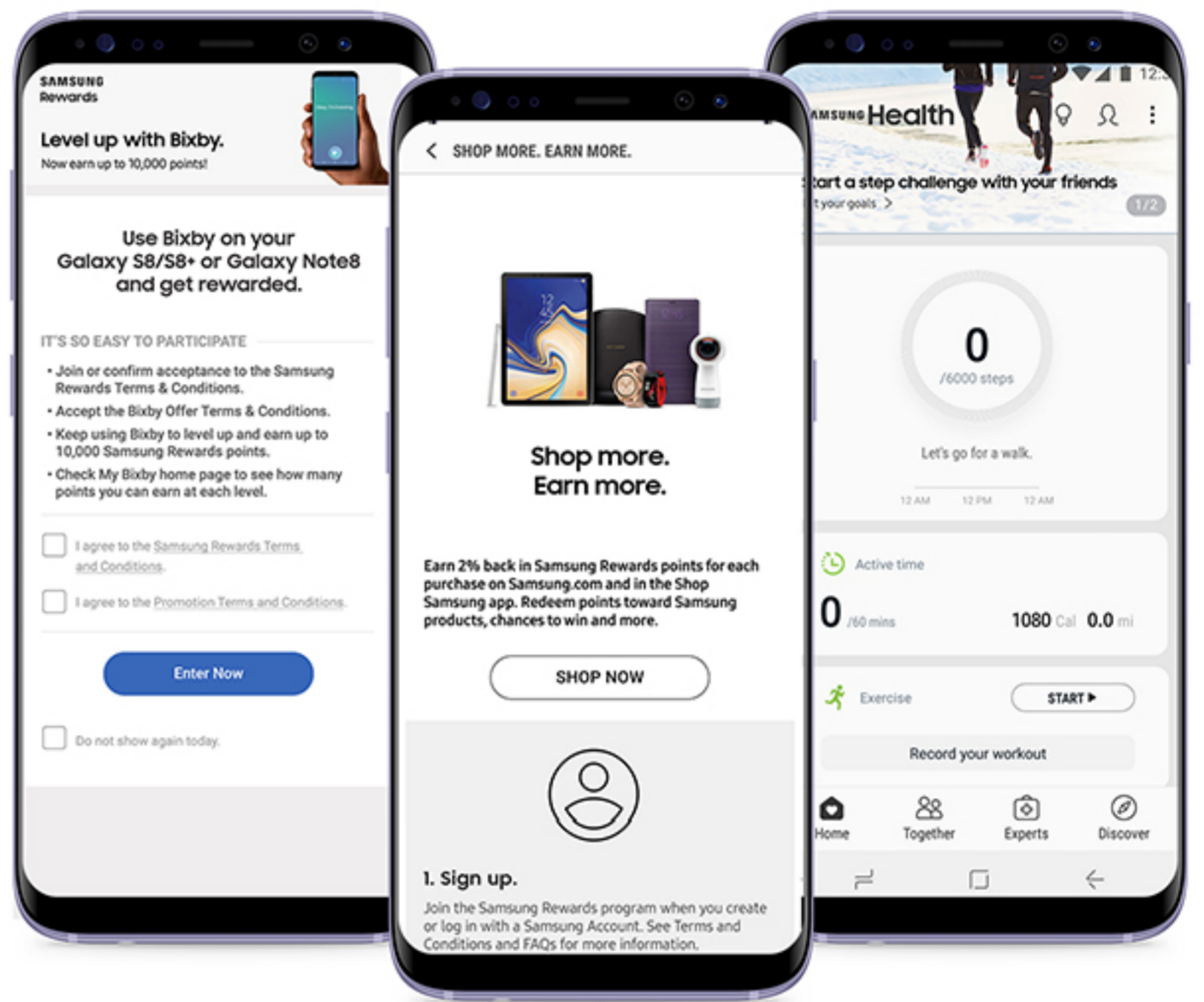


### Samsung Rewards drives purchase and engagement across B2B and B2C ecosystems

In a highly competitive market where handsets cost upwards of \$900 and device features may not be enough to encourage an upgrade, Samsung leverages apps and services to drive faster adoption. Since 2016, HelloWorld has helped design, market, and continually improve consumer engagement around these apps and services by providing insights, strategy, creative services, product management, and promotional activation. The Samsung and HelloWorld partnership has increased activations, usage, frequency, and revenue.

### Samsung Rewards B2C

We partnered with Samsung on the launch of Samsung Rewards in 2016 and continue to collaborate with the ongoing evolution of the platform, including the expansion throughout the Samsung ecosystem and integration with strategic partners such as the largest wireless service providers. Overseeing promotional extensions for Samsung Pay, Bixby, Samsung Health, Internet, Samsung Kids, and the Galaxy Store is a way we encourage consumers to engage and earn with Samsung.



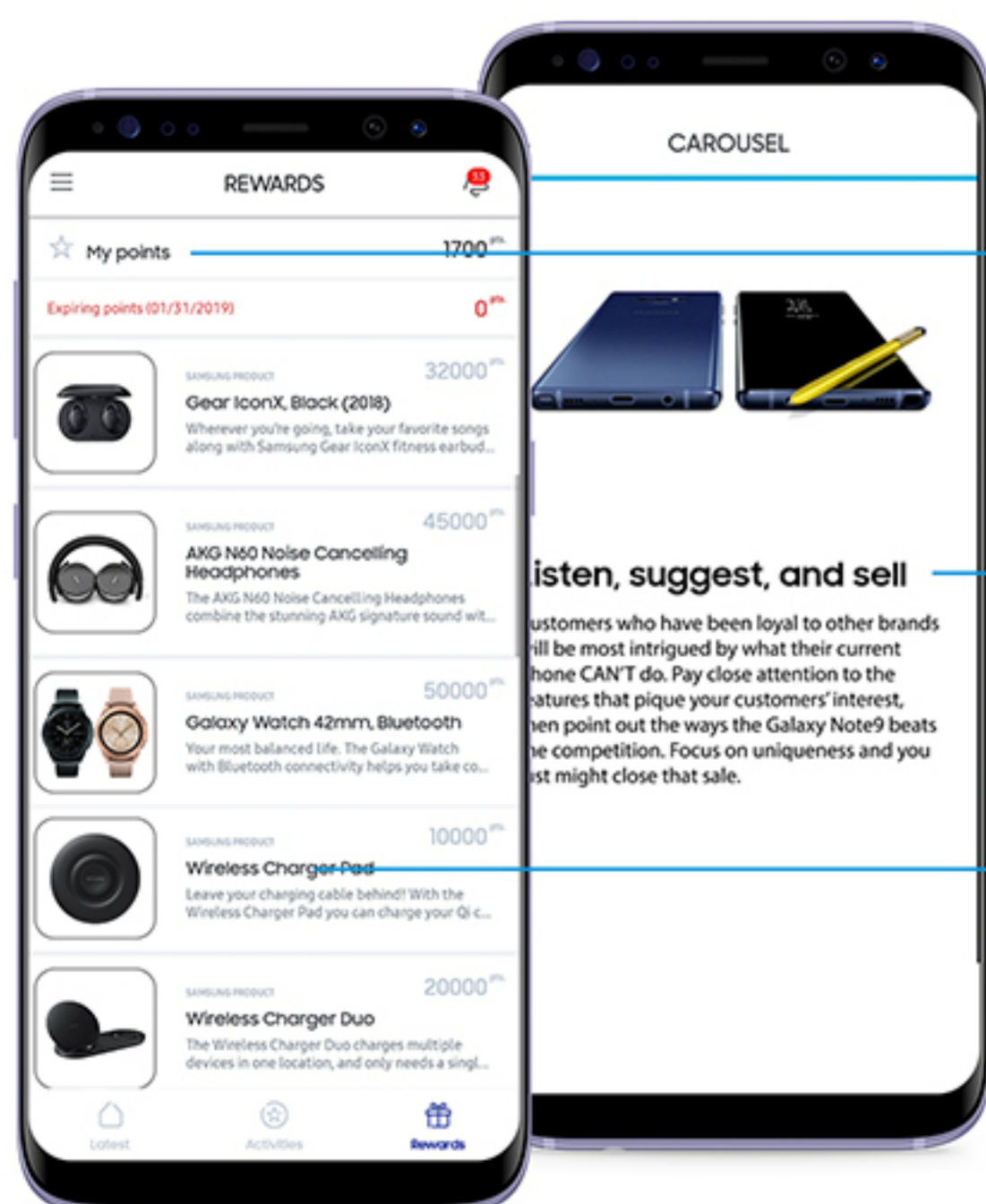
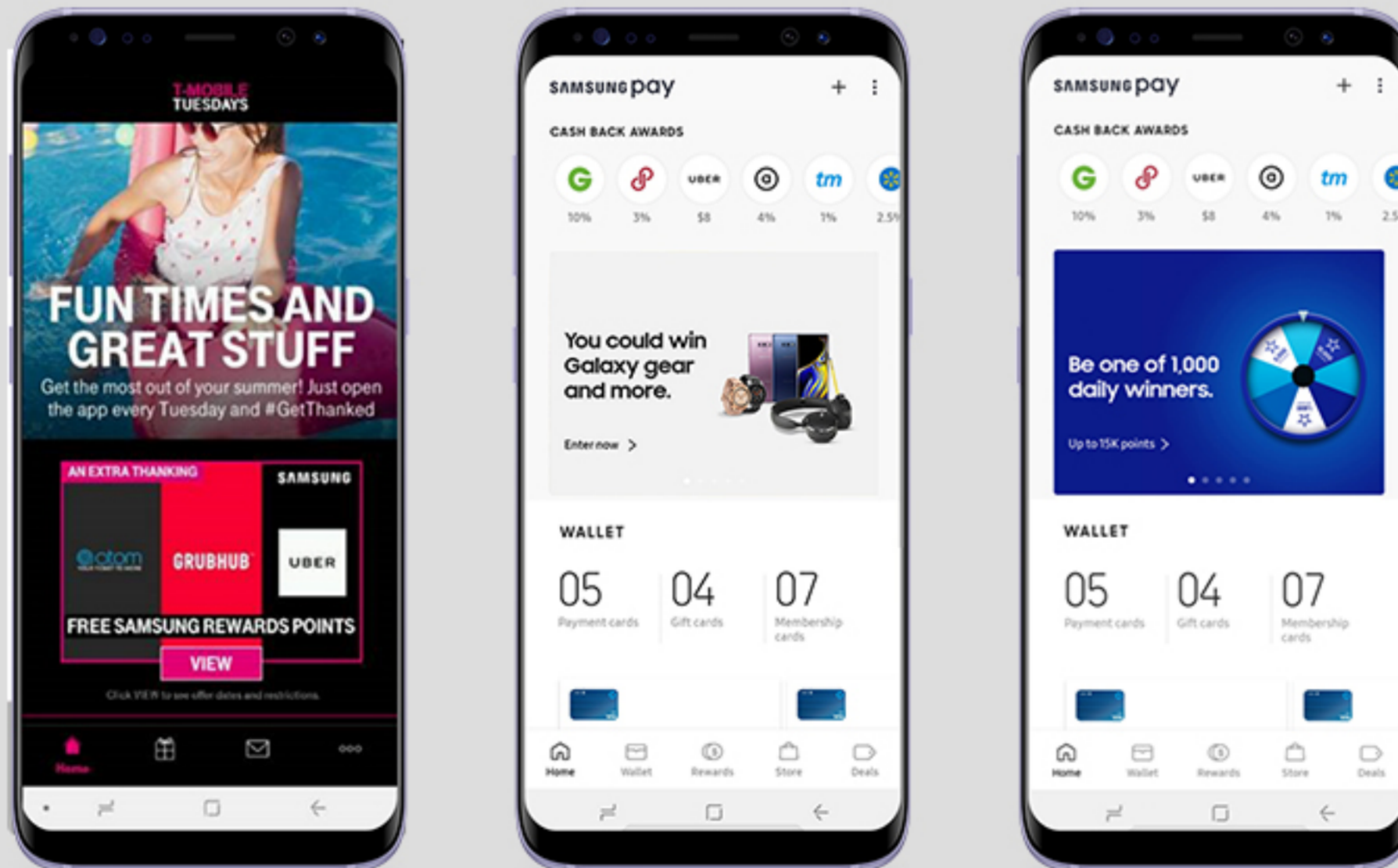
### Partnership Development for Samsung Rewards

Samsung relies on HelloWorld's promotional execution expertise, along with our ability to tap into our own client base to identify the right partners for Samsung Rewards and Samsung Services. Our partnerships drive revenue and engagement for both Samsung and these partners.



### Carrier Engagements

The primary role of promotional overlays is to support the goals of the carrier account teams. We partner with Samsung to provide guidance and campaign support that helps drive sales within each Samsung carrier base, including activations at retail locations (both carriers and big box).



- EARN**  
Reps earn points for sales and Samsung Pay activations
- LEARN**  
Daily content trains reps on devices, new features, and sales strategies
- REWARD**  
Reps use points on products and chances to win prizes

### Samsung Elite B2B

Samsung is reliant on channel employees to sell their mobile devices, so we collaborated with the Retail Learning team in the launch and management of Samsung Elite. This app promotes and rewards sales, engagement, and advocacy through a variety of tactics, and it encourages increased product knowledge.

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