

Channel Partnerships FAQ



Where will advertisers' offers be located?

Advertiser offers will be displayed across all our channel partnerships.¹ This is facilitated through integrating the Cashrewards experience with the partner app experience to serve a customised version of the Cashrewards-branded website experience to our partners' members. In addition, at a later stage, we will be looking to present the Cashrewards offering natively within our partners' experiences via an API that takes their members to the customized version of the Cashrewards website experience. As we progress towards going live with partners, we will be announcing our channel partners to all our merchant partners.

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Can you share what other platforms are being considered, and will clients be informed of new channel partners before offers go live?

Our current channel partnerships are with ANZ Plus and Beem, with more partners to be announced later. We will communicate new channel partners with all our merchant partners in due course.

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Is there a way to exclude our offer being displayed on specific platforms?

Yes, you can request to be excluded from specific partners. However, we encourage participation in our expanding network of channel partners to take advantage of the additional exposure. Being part of this customized experience can help maximize the visibility and reach of your offers when partnering with Cashrewards.

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How are you facilitating the performance tracking of these channel partner experiences?

The tracking will continue as normal through Cashrewards, and your associated affiliate tracking network.

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¹ Some brands may be suppressed from channel partner programs per the request of the channel partner.

Which merchants will be displayed within your channel partnerships?

Most merchants currently on Cashrewards will be displayed within our channel partnerships unless the merchant opts out of being displayed within our channel partnership or is suppressed from channel partner programs per the request of the channel partner.

How will Beem Rewards and Cashrewards be positioned within the Beem app?

Beem offers both *Beem Rewards* and *Cashrewards* under their Rewards hub within the Beem app, but they operate as separate cashback programs:

- **Cashrewards:** Provides cashback on online purchases at participating brands. Approved cashback is credited to the shopper's *Cashrewards* account.
- **Beem Rewards:** Offers cashback (Beembucks) on both online and in-store purchases at participating retailers, with rewards deposited into the shopper's *Beem wallet*.

If a Beem customer decides to explore the Cashrewards program, then navigates back to compare with Beem Rewards, that's entirely up to them—there are no restrictions on which program they can use. Our rates won't appear side by side, but customers will be able to compare them if they wish.

Can you explain partner channels in simpler terms?

Cashrewards has developed a channel partner solution which is simply an extension of the existing Cashrewards offering to new channels and will be Cashrewards branded. This will allow Cashrewards to reach new, high-quality audiences for you and be able to engage customers with seamless customer experiences. You do not need to take any action; the offers on Cashrewards will automatically extend to partner channels. Cashrewards will communicate the partner channels closer to the launch dates with more exciting and visual updates.

What is the customer flow from the channel partner when a shopper sees it? Will they be redirected to Cashrewards or will they be redirected to the advertiser directly?

Channel partner customers will be redirected to the Cashrewards mobile website through a web view browser (or similar experience) enabled within the channel partner's app experience. This allows the customer to remain within the channel partner's app environment while being able to browse, search, and shop our offers through the optimized Cashrewards mobile website experience, just as they would if they were visiting the Cashrewards website directly.

What's the difference between shopping via the Cashrewards app vs. the Beem app?

Both the *Cashrewards* and *Beem* apps allow shoppers to earn cashback, but they offer different experiences:

- **Shopping via the Cashrewards app:** Customers access the platform directly and can track their cashback within their *Cashrewards* account.
- **Shopping via the Beem app:** Customers can access *Cashrewards* offers through Beem's Rewards hub, allowing them to shop and earn cashback while remaining within the Beem app environment. However, cashback earned via *Cashrewards* will still be tracked and credited to the shopper's *Cashrewards* account.

Ultimately, customers can choose the experience that suits them best, as both options provide access to *Cashrewards* offers. Regardless of whether shoppers' access Cashrewards via Beem or directly through the Cashrewards app, the approval and withdrawal process remain the same.

Please define “reasonable notice” to withdraw consent of the removal of certain/all partners after going live?

Reasonable notice will vary depending on the type of offer and initiative with our channel partner. We simply request that you provide as much notice as reasonably possible on your end, so that we can liaise with our channel partners to remove your offer and branding in a timely manner that meets your requirements.

How can we maintain the high level of standards of representation of our brand that Cashrewards is currently committed to with the Channel partners?

As the channel partner integrations are an extension of the existing Cashrewards offering, your brand will be represented in our partner channels in the same way it is represented on the Cashrewards website.