

# “What’s going on at Redemption Plus?”

**If you’ve been wondering this, and sensed a small EARTHQUAKE shaking things up, well, you’d be justified.**

Have no fear! We’ll explain everything.

Let us first say ‘Thank You!’ for your continued support and friendship. It is because of you – one of our many fabulous customers – that we are able to bring you good news heading into such a promising 2016.

We’ve been experiencing both a renaissance and a transformation, and that’s what we’ll communicate here more clearly than ever before. Know that we are guided daily by our “true north,” developing product and services that will help grow your business and achieve your goals. As we follow our true north, we are guided by our purpose:

***Enriching lives through insights that empower***

Redemption Plus has always been about providing solutions “beyond the merchandise.” Product is important and we will continue to work hard on delivering great product, but redemption management is so much more. We are proud of our track record of redemption and FEC integration ‘firsts’: customized e-commerce experience, digital packing list, custom barcoding for scan control, and Customer Success program providing world class operations consulting.

To continue building on the groundwork we’ve laid, we believe the key to your success is driving repeat visitation. Product is an important part of that, but only a part. The totality of the guest experience is what will get you where you want to go. That’s why we’re committed to developing the methods, the ideas, and the tools (the Insights!) to help you keep your business relevant for years to come.



Here are just a few of the recent investments Redemption Plus has made that have allowed us to remain the strong, supplier-partner you've come to expect, and just as important, a partner who can help you win big in 2016.

## PRODUCT

- o Process Triaged our inventory process from start to finish, identifying gaps and areas of opportunity
- o More robust team with backgrounds in retail, toys and sports apparel to help take our product selection process and redemption assortment to the next level
- o Introduced Big Data Analytics to our inventory process, allowing us to make smarter buying decisions

## EXPERIENCE

- o Catalog turned guide because this is about so much more than just the product!
- o Launch of new e-commerce site in 2017 that will deliver unique user experiences customized to your business. Get excited!
- o Experiential trade show booth that elevates conversations and delivers insights that empower

## CONTINUOUS IMPROVEMENT

- o Enhanced integration (now including Embed, Intercard and Sacoa) for our Rapid Reorder automated ordering system
- o Realigned service model in order to more efficiently and effectively serve our customers based on their individual needs
- o Restructured our backorder process for increased visibility, efficiency and savings

## SERVICES

- o Launch of the Game Changer Training Experience, designed to provide industry-changing knowledge and strategy, while engaging in an experience that demonstrates practical takeaways for increasing profits
- o Continued development of programs designed for merchandise management and assortment plan solutions
- o Enhanced redemption counter and room design, with expansion to the game room and innovative attractions

## SYSTEMS

- o Enhanced analytics engines for product stocking, operations, web-site performance
- o Streamlined systems for backorders, electronic invoicing and online bill pay, warehouse order management and custom SKU management
- o Technology advancements for our telecommunications system, electronic purchase ordering and FedEx integration

## PEOPLE

- o Leadership team alignment and development
- o Addition of strategic positions designed to add unprecedented value to your business
- o Extended training and development for our Customer Success team, arming them with the strategic knowledge to help enhance your profitability

At the center of our improvement efforts is you. For that reason, we'd love to hear what's not working, and please also tell us what we're rocking at! We believe that both "co-destiny" and "co-creation" is far more effective than for us to innovate in a vacuum.

In closing, know that while providing you with the most timely, relevant products at a fair price will always be at the center of what we do, please feel confident the insights-driven services and experiences we are developing are sure to help you prosper for years to come.

All the best,

Ron Hill  
Chief Enrichment Officer  
Redemption Plus

