springbig Partners With COMBASE’s KORONA POS to Launch Loyalty Integration Feature

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BOCA RATON, Fla., Jan. 25, 2023 (GLOBE NEWSWIRE) -- springbig (the “Company”) (NASDAQ: SBIG), a leading provider of SaaS-based marketing solutions, today introduced a new integration with KORONA POS, the leading cloud point-of-sale (“POS”) solution for small business to enterprises, from software vendor COMBASE.

KORONA POS and springbig’s bidirectional integration will allow merchants to apply and award loyalty offerings directly from KORONA POS at checkout. Merchants will also be able to enroll new members into the loyalty program from either the POS or one of Springbig's many enrollment tools. The Company’s marketing platform seamlessly integrates with KORONA POS to provide marketing segmentation based on sales data. This allows highly targeted and strategic campaigns to drive business and reach consumers in a highly personalized way.

KORONA POS is an all-in-one integrative solution trusted by thousands of merchants aiming to grow and scale their businesses with ease. The POS platform offers a variety of integrations, including streamlined advanced inventory and data reporting, to meet the needs of business owners from a wide range of industries. KORONA POS also helps businesses stay in compliance through its Metrc-integrated track and trace system.

“KORONA POS is a distinctive and dynamic platform that has helped a variety of businesses, ranging from amusement parks to vape shops,” said Jeffrey Harris, CEO of springbig. “Launching this integration with KORONA POS will benefit merchants and customers alike. Merchants can build smarter, more innovative campaigns to reach consumers and elevate their business, while providing a better shopping experience and a more welcoming marketplace for consumers.”

“KORONA POS is driven by its ambition to provide small businesses and enterprises with the tools they need to succeed,” said Till Frier, CEO of COMBASE. “Our goals align perfectly with springbig as they remain committed to improving and simplifying the cannabis shopping experience across North America. We are excited to see how our clients use this integration to build their businesses and connect with their patrons now and into the future.”

springbig has a track record of working with reputable partners to offer various integration features. In 2022, the Company celebrated the launch of integrations with Greenline, Tymber and Olla. KORONA POS is the first POS platform to launch an integration feature with springbig in 2023. For more information regarding springbig's latest integration efforts, please visit https://springbig.com/.

About springbig
springbig is a market-leading software platform providing customer loyalty and marketing automation solutions to cannabis retailers and brands in the U.S. and Canada. springbig’s platform connects consumers with retailers and brands, primarily through SMS marketing, as well as emails, customer feedback system, and loyalty programs, to support retailers’ and brands’ customer engagement and retention. springbig offers marketing automation solutions that provide for consistency of customer communication, thereby driving customer retention and retail foot traffic. Additionally, springbig’s reporting and analytics offerings deliver valuable insights that clients utilize to better understand their customer base, purchasing habits and trends. For more information, visit https://springbig.com/.

About COMBASE USA
COMBASE USA is the proud developer of KORONA POS. The advanced cloud-based point of sale software has served the European market for decades and the U.S. market since 2011. You can find the solutions in thousands of businesses across the world in various industries, including retail, attractions, quick-service restaurants, and more.

As a POS-first solution, KORONA POS offers the cannabis industry a unique set of tools that so many dispensaries currently lack. From inventory management and traceability to loss prevention and cash journals, the software is built for far more than managing the checkout process. Plus, with advanced analytics and reporting, 24/7 customer support, and speedy, reliable transactions, cannabis businesses get more security and efficiency with the system.

For more info, check out https://koronapos.com/ and sign up for a free trial or product demo to see exactly how the system will look at your business.

Forward Looking Statements
Certain statements contained in this press release constitute “forward-looking statements” within the meaning of federal securities laws. The words “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “intends,” “outlook,” “may,” “might,” “plan,” “possible,” “potential,” “predict,” “project,” “should,” “would,” and similar expressions may identify forward-looking statements, but the absence of these words does not mean that a statement is not forward-looking. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-looking statements in this press release, including but not limited to the risks and uncertainties described under “Risk Factors” ’of the registration statement on Form S-4, the proxy statement/prospectus relating to the business combination, the Company’s Form 8-K filed with the Securities and Exchange Commission (the “SEC”) on June 21, 2022, and in the Company’s Form 10-Q for the period ended September 30, 2022 filed with the SEC on November 14, 2022, and other documents filed by the Company from time to time with the SEC. These forward-looking statements involve a number of risks and uncertainties (some of which are beyond the control of springbig), and other assumptions, which may cause the actual results or performance to be materially different from those expressed or implied by these forward-looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and the Company assumes no obligation and does not intend to update or revise these forward-looking statements other than as required by applicable law. The Company does not give any assurance that it will achieve its expectations.

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