



springbig Launches Into New Verticals and Successfully Partners with COMBASE and Shopify

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Leading loyalty marketing platform builds unique solutions that assist brands across various industries

BOCA RATON, Fla., March 23, 2023 (GLOBE NEWSWIRE) -- [springbig](#) (the "Company") (NASDAQ: SBIG), a leading provider of SaaS-based marketing solutions, today announced an expansion of its partnerships with Shopify, a provider of essential internet infrastructure for commerce, and KORONA POS, the leading cloud point-of-sale ("POS") solution for small business to enterprises, from software vendor COMBASE. Both partnerships draw on springbig's vast experience working with retailers across multiple verticals and have created new, innovative embedded loyalty solutions that help brands thrive in highly competitive industries.

In October, springbig announced its initial partnership with Shopify to launch the first loyalty app that specifically serves cannabis and CBD brands. Using its extensive experience developing advanced loyalty programs, springbig created an embedded tool within each POS that helps retailers offer a seamless loyalty program and with a plethora of digital communication features to its customer base. Recent enhancements to the partnership allow customers to redeem rewards in addition to managing their loyalty program from the point of sale. With the potential to reach Shopify's user base of nearly three million, springbig is positioned to be a leading loyalty marketing platform in cannabis, food and beverage, hospitality and various other industries.

springbig has also partnered with KORONA POS to launch a bidirectional integration that allows merchants to apply and award loyalty offerings directly from KORONA POS at checkout. Merchants are also able to enroll new members into the loyalty program from either the POS or one of springbig's many enrollment tools. springbig's universal technology allows businesses across all industries to build strong loyalty and customer communications programs. The response to date has been encouraging as springbig begins to contract with KORONA customers from various verticals to leverage its Loyalty Marketing software. Following the success of these partnerships, springbig aims to integrate with other POS systems in the near future.

"We are thrilled with the success of our strategic partnerships with both KORONA POS and Shopify," said Jeffrey Harris, CEO of springbig. "Both partners have been instrumental in offering solutions that help businesses connect with their customers and create strong bonds. In the future, we are excited to continue building new technological solutions that will make the consumer experience as fulfilling and seamless as it should be."

KORONA POS and Shopify are two of springbig's newest partners. In the first quarter of 2023, the Company also launched new integrations with Flowhub and Alleaves. 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/>.

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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