



springbig Launches Loyalty Integration with Cova

June 6, 2023

The two-way integration allows consumers to access their rewards and loyalty benefits at their convenience

BOCA RATON, Fla., June 06, 2023 (GLOBE NEWSWIRE) -- [springbig](#) (the "Company") (NASDAQ: SBIG), a leading provider of SaaS-based marketing solutions, today introduced a new integration with [Cova](#), an award-winning cannabis retail platform, which opens springbig up to over 2,000 dispensary locations across the U.S. and Canada.

Cova and springbig have developed an innovative integration that allows consumers to engage with the rewards program at their convenience. Consumers have the option to redeem offers and rewards through their smartphones or with retail staff at checkout. The integration empowers dispensary employees to enroll customers into the loyalty program and redeem springbig rewards at checkout. Additionally, Cova and springbig's collaboration eliminates the possibility of fraud and eradicates the need for manual points reconciliation. Overall, the integration gamifies the loyalty program and brings it into consumers' smartphones while syncing their points and rewards with Cova's point of sale.

"We are thrilled to partner with a purposeful cannabis innovator like Cova," said Jeffrey Harris, CEO of springbig. "Together, we have developed an integration that will add a layer of convenience to the checkout process while keeping customers engaged with their favorite dispensaries. This integration is another example of our unparalleled effort to meet consumers where they are and offer the best customer experience possible."

Cova is a flexible cannabis retail platform that allows dispensaries to broaden their reach and enhance their business. Their award-winning dispensary software streamlines, simplifies the complex and elevates the overall cannabis retail experience. Keeping pace with changing regulations and customer expectations, Cova is committed to shaping the next generation of cannabis retail.

"The two-way integration between Cova and Springbig is a game-changer," said Gary Cohen, CEO of Cova. "It is beneficial to our mutual dispensary clients, their customers, and our companies. The ability to showcase the best rewards for each customer and redeem them quickly from Cova POS provides the cannabis buyer with a seamless experience. The usability of the combined systems is simply unparalleled in the cannabis space."

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 Cova

Cova software is purpose-built for cannabis retail. The award-winning Cova Point of Sale (POS) is the most recognized in the industry, powering more than 2,000 dispensary locations and helping entrepreneurs across North America simplify compliance and streamline the path to cannabis retail success. Offering industry-leading reliability—with unmatched 100% uptime every 4/20—Cova is backed by highly-praised implementation service and ongoing support. Constantly evolving to stay one step ahead of regulatory changes and help retailers stay compliant and competitive, Cova's software suite—eCommerce, POS, payments, inventory management, and advanced analytics—is easy to use and built to support sustainable growth.

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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