

springbig 

**analyst day
presentation**

2022

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The historical financial information regarding springbig contained in this Presentation had been taken from or prepared based on historical financial statements of springbig. An audit of certain financial statements in accordance with the requirements of the Public Company Account Oversight Board ("PCAOB") is in process and such financial statements will be included in the registration statement/proxy statement related to the Transaction. Accordingly, the historical financial information included herein should be considered preliminary and subject to adjustment in connection with the completion of the PCAOB audit. springbig's results and financial condition as reflected in the financial statements included in the registration statement/proxy statement may be adjusted or presented differently from the historical financial information included herein, and the differences could be material.

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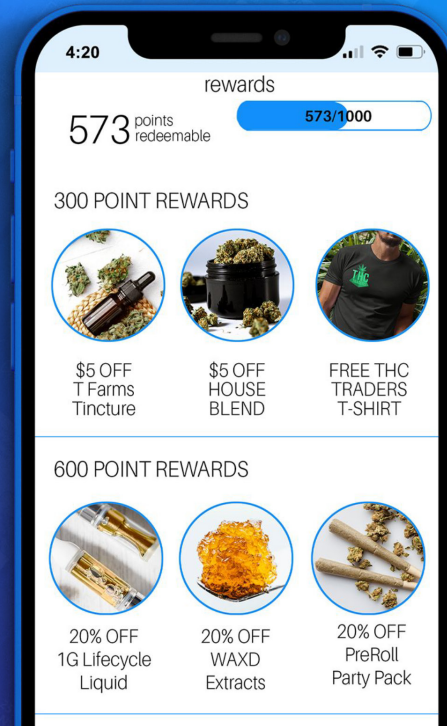
This Presentation also contains certain financial forecasts, including revenue and revenue growth, revenue multiple, growth-adjusted revenue multiple, gross margin, EBITDA margin, CAGR, ARR and ARR growth, cannabis retail market, gross profit, operating income, projections and estimates. Neither TCAC's nor springbig's independent auditors have studied, reviewed, compiled or performed any procedures with respect to the projections for the purpose of the inclusion in this Presentation, and, accordingly, neither of them have expressed an opinion or provided any other form of assurance with respect thereto for the purpose of this Presentation. These projections are for illustrative purposes only and should not be relied upon as being necessarily indicative of future results. In this Presentation, certain of the above-mentioned projected information had been provided for purposes of providing comparisons with historical data. The assumptions and estimates underlying the prospective financial information are inherently uncertain and are subject to a wide variety of significant business, economic and competitive risks and uncertainties that could cause actual results to differ materially from those contained in the prospective financial information. Projections are inherently uncertain due to a number of factors outside of TCAC's or springbig's control. While all financial projections, estimates and targets are necessarily speculative, TCAC and springbig believe that the preparation of prospective financial information involves increasingly higher levels of uncertainty the further out the projection, estimate or target extends from the date of preparation. Accordingly, there can be no assurance that the prospective results are indicative of future performance of the combined company after the Transaction or that actual results will not differ materially from those presented in the prospective financial information. Inclusion of the prospective financial information in this Presentation should not be regarded as a representation by any person that the results contained in the prospective financial information will be achieved.

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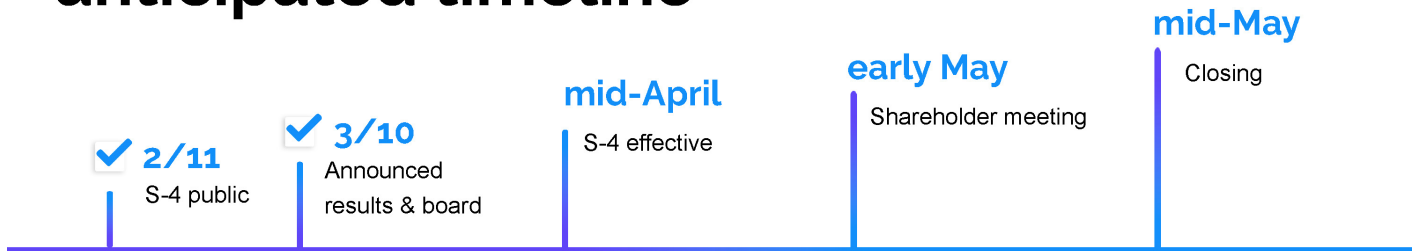
The proposed business combination will be submitted to stockholders of TCAC for their consideration. TCAC has filed a registration statement on Form S-4 (the "Registration Statement") with the SEC, which will include preliminary and definitive proxy statements to be distributed to TCAC's stockholders in connection with TCAC's solicitation for proxies for the vote by TCAC's stockholders in connection with the proposed business combination and other matters as described in the Registration Statement, as well as the prospectus relating to the offer of the securities to be issued to springbig's stockholders in connection with the completion of the proposed business combination. After the Registration Statement has been filed and declared effective, TCAC will mail a definitive proxy statement and other relevant documents to its stockholders as of the record date established for voting on the proposed business combination. Before making any voting decision, TCAC's stockholders and other interested persons are advised to read the preliminary proxy statement / prospectus and any amendments thereto and, once available, the definitive proxy statement / prospectus, along with all other relevant documents filed or that will be filed with the SEC in connection with the proposed business combination and the TCAC's solicitation of proxies for its special meeting of stockholders to be held to approve, among other things, the proposed business combination, because these documents will contain important information about TCAC, springbig and the proposed business combination. TCAC and its directors and executive officers may be deemed to be participants in the solicitation of proxies from TCAC's shareholders in connection with the proposed Transaction. A list of the names of such directors and executive officers and information regarding their interests in the business combination will be contained in the proxy statement/prospectus when available. Stockholders will be able to obtain free copies of the preliminary or definitive proxy statement, as well as other documents filed with the SEC regarding the proposed business combination and other documents filed with the SEC by TCAC, without charge, at the SEC's website located at www.sec.gov or by directing a request to Tuatara Capital Acquisition Corporation, 655 Third Avenue, 8th Floor, New York 10017..

agenda

- ☑ current status
- ☑ TCAC perspective
- ☑ the springbig business
 - overview & introduction
 - client-facing
 - sales
 - client success
 - marketing
 - technology & product development
 - financials



anticipated timeline



2021 results & announcements

\$24 MILLION
revenue

- ✓ Gross margin improved by **4% YoY**
- ✓ Retail clients grew **63% - 1,240**
- ✓ Net dollar retention strong at **110%**
- ✓ Announced highly experienced Board of Directors

Tuatarra Investment Thesis for springbig

Scaled Software Platform Providing Leading CRM and Marketing Capabilities for Cannabis Retailers

Category-Leading Customer Loyalty & Marketing Automation for the Cannabis End Market

–Largest loyalty & marketing automation provider with 41M+ consumers enrolled in the platform and 1,000+ customers

–Loyalty and messaging can be critical for cannabis retailers and brands to directly engage, connect, and retain their customer base

Software-as-a-Service (SaaS) Business Model that is “Sticky” and High Growth

–Continuing strong growth of retailers as states continue to legalize, increase consumer base & spend

–Capture larger marketing spend from cannabis brands as the proliferation of branded products accelerates

–When legally available, capture a portion of the \$7bn GMV processed by retailers utilizing the platform through payments and rewards wallet

–TAM opportunity of \$26bn growing at 20%+ CAGR

Multiple Channels of Organic Growth

–Category-leading net retention

–Entrenched with leading MSOs, capturing the “enterprise” customer base

–Demonstrated ability to expand existing relationship with customers, resulting in leading net retention

–springbig does business with 79% of companies on American Cannabis Operator Index

Platform of Choice to Consolidate a Highly Fragmented Cannabis Technology Ecosystem

–Well positioned to consolidate technology ecosystem with clear strategic rationale and value creation across Loyalty, Data Analytics, Online Ordering, and POS/Payments

–Value creation in leveraging its consumer purchasing and feedback data across multiple new vertical software offerings

Exceptional Management Team to Execute on Strategy

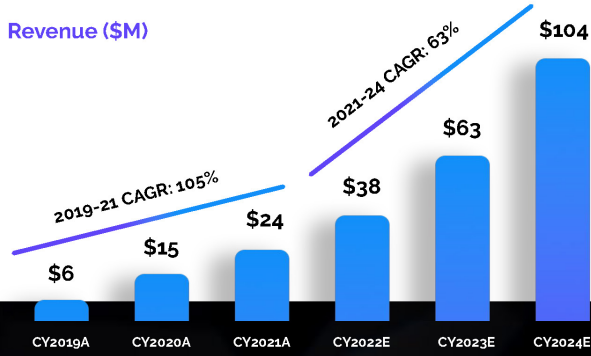
–Chief Executive Officer, Jeffrey Harris, has over 35 years of deep industry experience and has successfully founded loyalty marketing businesses in the past

–Chief Financial Officer, Paul Sykes, has 20+ years of experience as CFO of high-growth SaaS businesses in a public company environment

springbig at a glance

- ✓ Scaled software platform providing leading CRM and marketing solutions to the cannabis industry
- ✓ Differentiated loyalty marketing, digital communications, and text/email marketing solutions
- ✓ B2B2C strategy delivering significant value to cannabis retailers and brands

Revenue (\$M)



platform highlights

- 2,400 merchant locations
- 1,240 total retailers + 69 total brands
- Nearly 2 billion client messages annually
- \$7 billion+ in GMV
- 110% net retention
- \$24 million 2021 revenue
- 58% revenue growth in 2021
- Inc. 5000**
N° 69 2021
AMERICA'S FASTEST-GROWING PRIVATE CO*

Founded in 2016 | HQ in Boca Raton, FL | 158 Employees

business critical challenges for retailers and brands in cannabis

engagement

- X** Retailers and brands need ways to reach customers state-by-state as legalization continues
- X** Intense competition, promotion-driven sales, and lack of communication channels in cannabis make customer retention difficult for retailers
- X** Traditional advertising channels restrict cannabis advertising, hindering the ability for brands and retailers to market their products

data / analytics

- X** Lack of feedback data for brands to reach and establish relationships with consumers effectively
- X** Retailers lack the analytics infrastructure to make data actionable for marketing
- X** Lack of market intelligence and data solution specific to the cannabis market

springbig addresses these challenges

- ✓ Customer retention
- ✓ Customer spend
- ✓ Customer foot-traffic
- ✓ Data-driven actions
- ✓ Brand exposure



large, expanding cannabis retail market

US cannabis retail market size



proven B2B2C platform with powerful network effects



a *virtuous* cycle is created as each side of the marketplace scales, expected to widen springbig competitive advantage

springbig key growth initiatives

retail revenue



- ✓ emerging markets
- ✓ product evolution

brands revenue



- ✓ significant unique opportunity



M&A activity

Jeffrey Harris
CEO

Casey McCandles
Start date 4/11
People and Culture

Paul Sykes
CFO

Mikaela McLaughlin
Sales

Levi Colinas
Client Success

Natalie Shaul
Marketing

Sam Harris
Product Development

Navin Anand
CTO Engineering

Claire Bollettieri
IR
Sales Metrics

Arlean Lee
Finance

proposed board of directors



Jeffrey Harris

Chairman



Steve Bernstein

Compensation Committee Chair



Phil Schwarz



Jon Trauben



Amanda Lannert

Nominations/Governance
Committee Chair



Patricia Glassford

Audit Committee Chair



Sergey Sherman

Retail and Brands Platform Demo

Partnerships

team of 3

lead generation; partnership
development

SDRs

team of 12

assigned BDMs; convert leads;
general demos

BDMs

team of 13

closers; assigned territories;
conduct demos

industry-leading, ecosystem-wide integrations driving large data assets and product innovation

point of sale



ecommerce



data resources



email/CRM





pricing

legacy

- ✓ Subscription based on messaging volume plus ancillary products

new pricing model

- ✓ Software/platform subscription based on database size

Plus

- ✓ Messaging subscription based on messaging volume

sales metrics 2021- retail

leads generated

4,531

1,037 partnerships 2,331 SDR direct
848 marketing 315 Other

demos conducted

1,885

42% lead conversion

deals closed

580

31% demo conversion

annual revenue

\$6,100,000

average deal size US **\$1,107** /per month

average deal size CAN **\$272** /per month

sales metrics 2021- brands

leads generated

1,078

73 partnerships
124 marketing

747 SDR direct
134 Other

demos conducted

294

27% lead conversion

deals closed

65

22% demo conversion

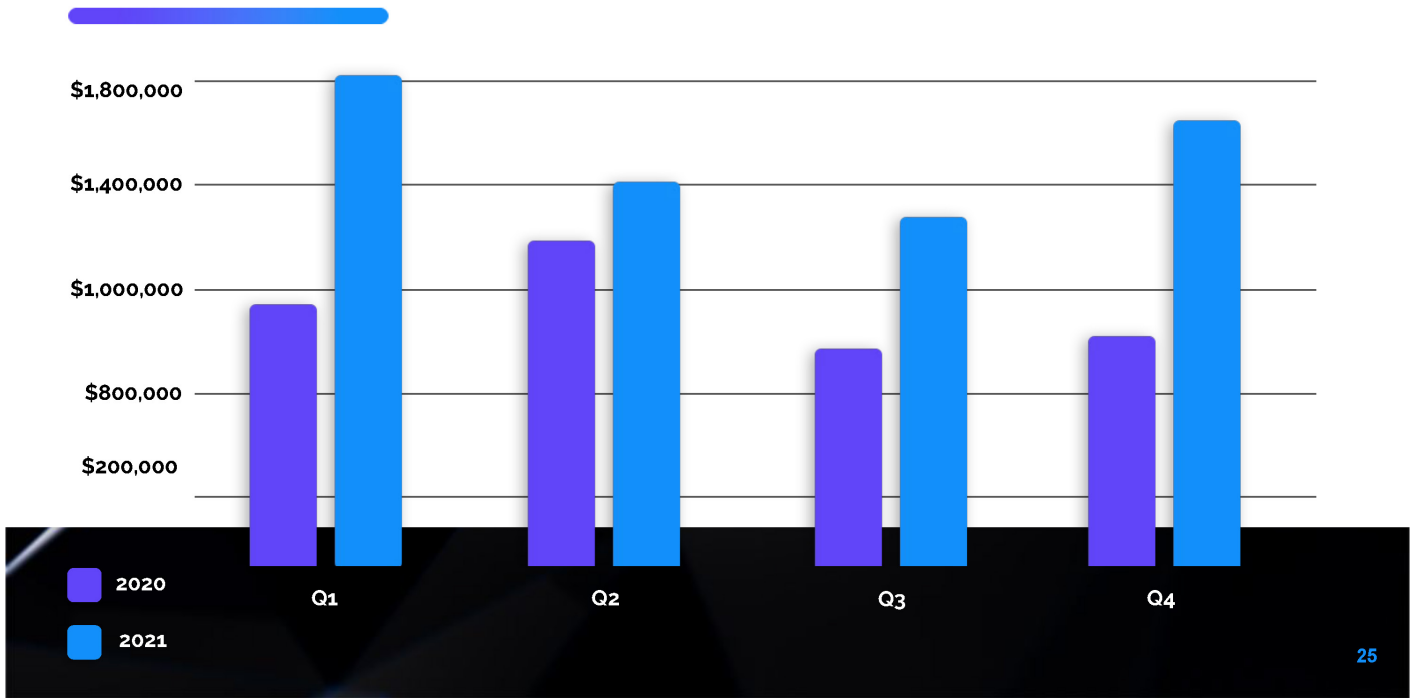
annual revenue

\$477,500

average deal size US

\$610 /per month

new annual contract value closed by quarter



client success organization

enterprise

- ✓ Team of 5
- ✓ 34 enterprise clients
- ✓ High-touch service

retail

- ✓ Team of 19
- ✓ Average of 35 clients/CSM
- ✓ Relationship management
- ✓ Focus on campaign cadence

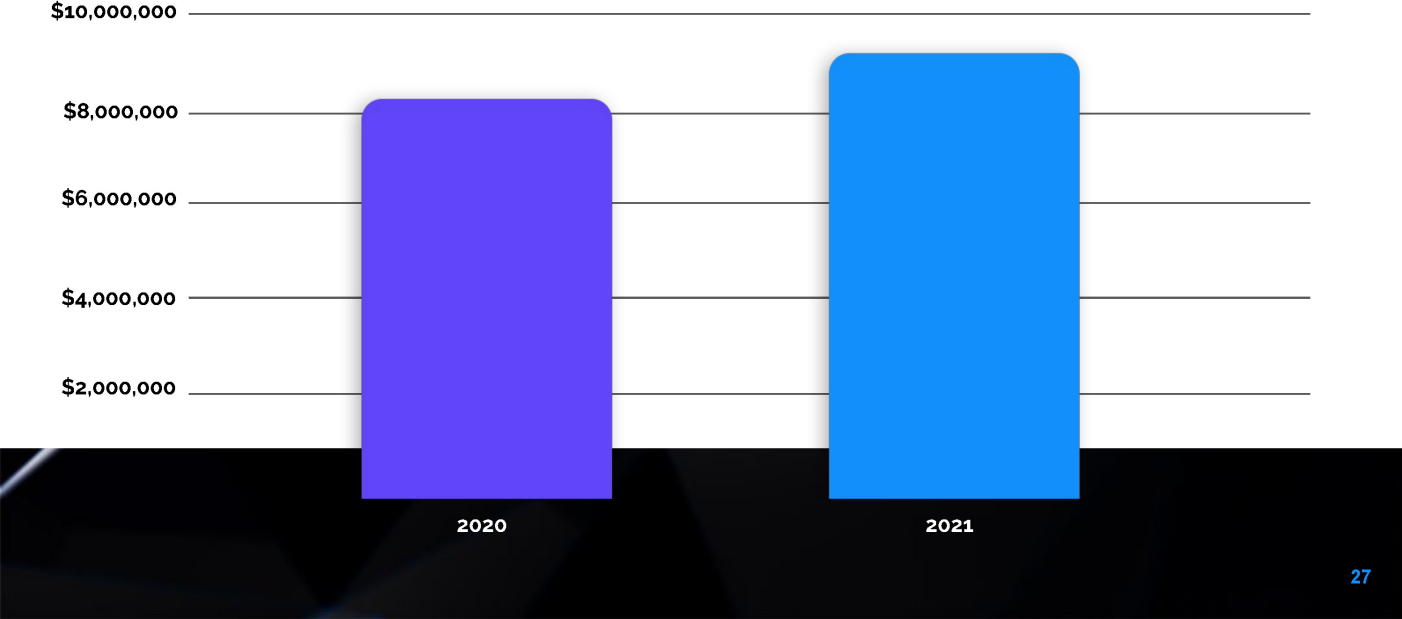
brands

- ✓ Team of 6
- ✓ Focus on campaign cadence

onboarding

- ✓ Team of 5
 - ✓ Dedicated onboarding & training
-

upgrade annual contract value YoY

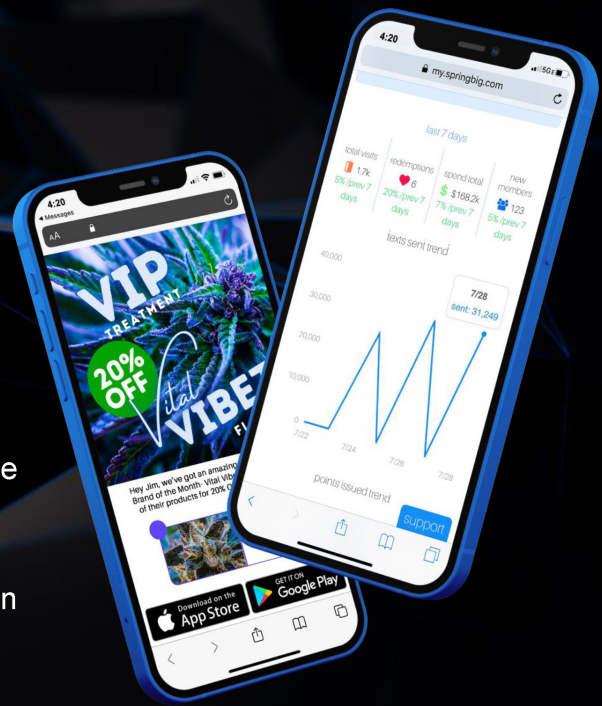


marketing organization

Team of 8

Key responsibilities and focus:

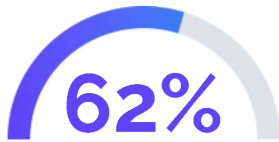
- ✓ Lead generation – fueling the sales engine
- ✓ PR and brand marketing
- ✓ Conferences and trade shows
- ✓ Resources for client success and retention



marketing data

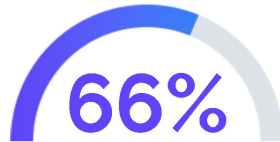
inbound leads generated by quarter in 2021:

Q1-178



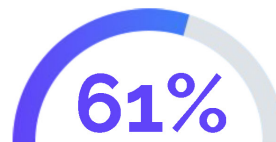
converted to **111**
demos conducted

Q2-206



converted to **136**
demos conducted

Q3-239



converted to **146**
demos conducted

Q4-184



converted to **101**
demos conducted

8 cannabis conferences
attended in 2021

17 cannabis webinars hosted
in 2021



client facing Q&A

product development



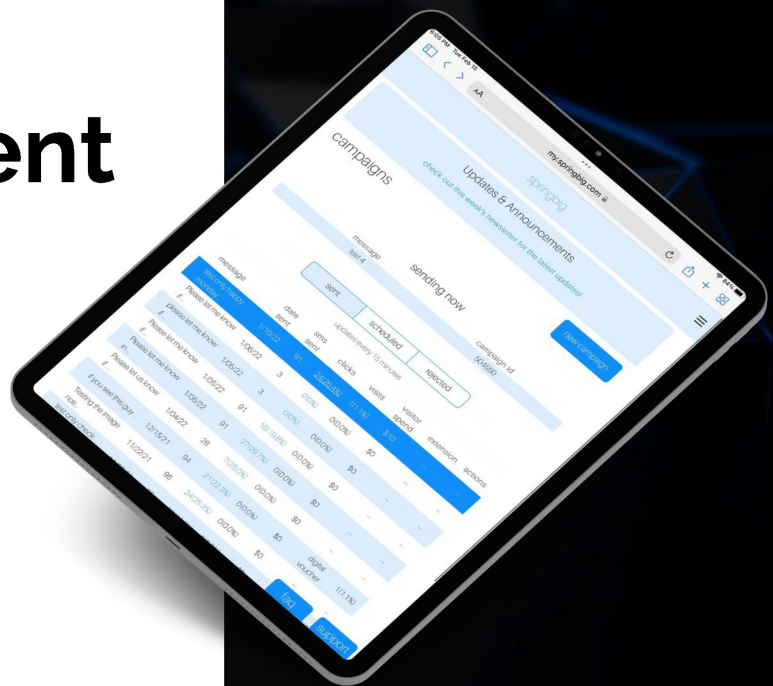
Visionaries of products demanded by the market



Close relationship with Engineering



Future roadmap



roadmap



springbig's **messaging improvements** over the next 3 quarters will further advance the user's ability to truly target any member in any circumstance at any time



springbig's **member suite improvements** will continue to leave members of springbig clients with the industry's most engaging experience, constantly generating loyalty from the member and value for the retailer



springbig's **actionable reporting enhancements** over the next 3 quarters will radically improve the retailers' experience in understanding their data as it's relevant to them and acting on it in a critical fashion



springbig's **operational improvements** will continually ensure that the platform is flexible enough to accommodate any retailers' operational needs, no matter how unique the operation

engineering organization

Platform Development

- ✓ Roadmap & NPI Functionality
- ✓ Integrations
- ✓ Messaging – OmniChannel / Format
- ✓ Brands
- ✓ Rapid response (Enterprise clients)

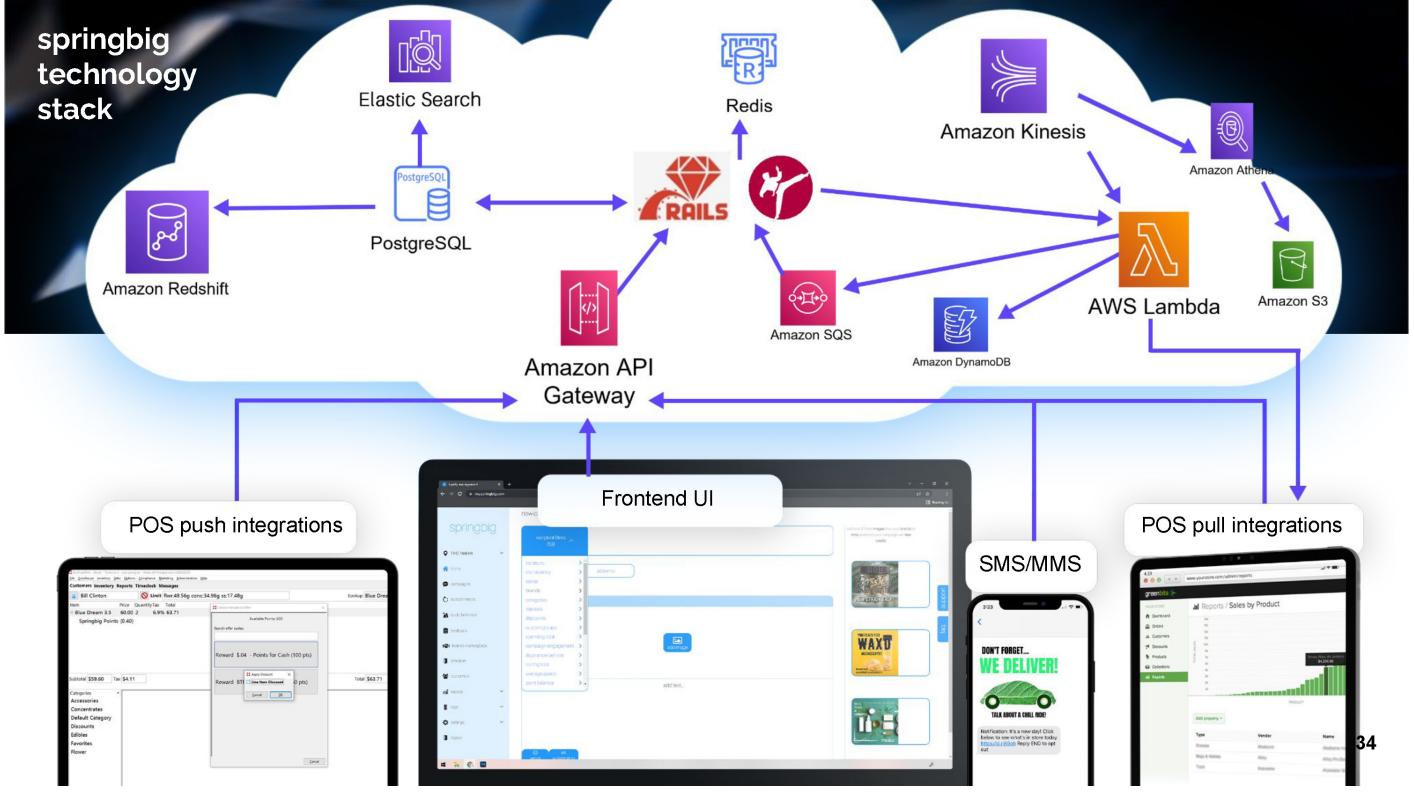
Native App Development

Business Intelligence & Data

75 Total Engineering Staff (Dev, QA, BI, Devops)

45 Onshore, 30 Offshore Contractors

springbig technology stack



technology & product development Q&A

summary financials

revenue growth projection consistent with past performance

(\$ million)	2020A	2021A	2022E	2023E
Revenue	15	24	38	63
% growth		58%	60%	65%
Gross Profit	10	17	30	49
% margin	67%	71%	77%	78%
Operating Expenses				
Sales & Marketing	5	10	12	16
Technology & Products	4	8	12	15
General & Admin.	3	4	8	9
	12	22	32	40
EBITDA	(2)	(5)	(2)	9

revenue growth by segment

(\$ million)

strong sustained growth; brands lags retail by three years

	Retail		Brands		Total	
	\$'M	Growth %	\$'M	Growth %	\$'M	Growth %
2018A	1.1	429%			1.1	429%
2019A	5.7	161%			5.7	
2020A	15.0	56%	0.2	171%	15.2	165%
2021A	23.3	52%	0.7	366%	24.0	78%
2022E	35.3	56%	3.1	170%	38.4	60%
2023E	55.1		8.2		63.3	65%

gross margin trend

gross margins improve gradually with scale

retail revenue growth:

56%

2021A

52%

2022E

56%

2023E

gross margin percentage:

69%

H1

73%

H2

71%
2021A

75%

H1

78%

H2

77%
2022E

78%
2023E

EBITDA potential

high operating leverage translates to strong EBITDA potential

(\$ million)

	2021A	2022E	2023E
Gross Profit	17	30	49
Operating Expenses			
Sales & Marketing	10	12	16
Technology & Products	8	12	15
General & Admin.	4	8	9
EBITDA	(5)	(2)	9

Op. Expenses scaling with growth

- ✓ 75% employee related in 2022
- ✓ Additional public company costs
- ✓ Expensing of development costs

✓ EBITDA positive in H2 '22 and FY '23E

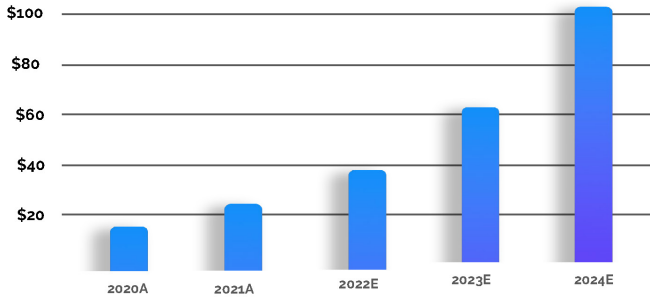
✓ EBITDA margins 25% - 30%+ in 2024E and beyond

financial projections

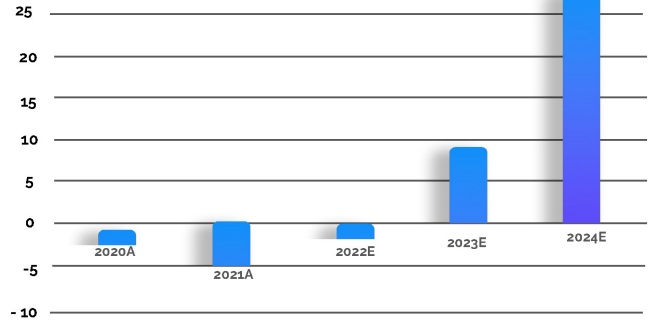
clear path to \$100M+ revenue and strong EBITDA

(\$ million)

REVENUE



EBITDA





general Q&A

You should also carefully read the risk factors set forth in the "Risk Factors" section of TCAC's registration statements on Form S-1 and Form S-4.

Risks Relating to springbig and the Transaction

- We have a relatively short operating history in a rapidly evolving industry, which makes it difficult to evaluate our future prospects and may increase risk that we will not be successful.
 - We may not achieve or maintain profitability in the future.
 - If we fail to retain our existing clients and consumers or to acquire new clients and consumers in a cost-effective manner, our business may be harmed.
 - We may fail to offer the optimal pricing of our products and solutions.
 - While our solutions provide features to support our clients' compliance with the complex, disparate and constantly evolving regulations and other legal requirements applicable to the cannabis industry and to online sales, marketing and customer generation generally we generally do not, and cannot, ensure that our clients will conduct their business activities in a manner compliant with such regulations and requirements. As a result, federal, state, provincial or local government authorities may seek to bring criminal, administrative or regulatory enforcement actions against our clients, which could have a material adverse effect on our business, operating results or financial conditions, or could force us to cease operations.
 - If we fail to manage our growth effectively, our brand, business and operating results could be harmed.
 - We may not grow at the rates we historically have achieved or at all, even if our key metrics may indicate growth.
 - Other companies may enter our market or introduce new technologies, which could adversely affect our business, financial and operating results.
 - If we are not able to develop new solutions, or successful enhancements, new features and modifications to our existing solutions, or otherwise incorporate such new solutions or enhancements, new features or modifications to existing solutions through acquisition or partnership, our business, financial condition, and results of operations could be adversely affected. Further, acquisitions of other businesses could result in a diversion of management's attention, result in additional dilution to stockholders, or otherwise disrupt or operations or harm our operating results. No guarantees can be made that we will successfully target acquisition opportunities or successfully integrate any acquired businesses or operations.
 - If our marketing is unsuccessful in bringing in new clients, we may need to adopt costlier sales and marketing approaches in order to attract and/or retain clients, which could have a material adverse effect on our profitability.
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- We may be unable to scale and adapt our existing technology and network infrastructure in a timely or effective manner to ensure that our products are accessible, which would harm our reputation, business and operating results.
- Our industry is rapidly evolving and undergoing significant technological change. If we are not successful in adapting to this evolving environment, or adequately scaling or adapting our technology or promoting and improving the benefits of our platform, our growth may be limited, and our business may be adversely affected.
- Our projections and estimates are subject to significant risks, assumptions, estimates and uncertainties. As a result, our projected or estimated revenues, market share, expenses and profitability may differ materially from our expectations.
- Real or perceived errors, failures, or bugs in our products could adversely affect our operating results and growth prospects.
- We rely upon cloud-based data centers, infrastructure and technologies provided by third parties, and technology systems and electronic networks supplied and managed by third parties, to operate our business, and interruptions or performance problems with these systems, technologies and networks may adversely affect our business and operating results.
- Failure to protect or enforce our intellectual property rights could harm our business and results of operations. Further, the protection and enforcement of our intellectual property rights could be costly and/or divert management's attention.
- If we fail to comply with the Telephone Consumer Protection Act, or any other applicable laws and regulations relating to consumer data, information and data privacy, we may face significant damages, which could harm our business, financial condition, results of operations and cash flows.
- We process, store and use personal information and related data, which subjects us to industry standards, governmental laws, regulations and other legal obligations, particularly related to privacy and consumer outreach and contact, data protection and information security, and any actual or perceived failure to comply with such obligations could harm our business.
- We may be subject to claims brought against us as a result of content we provide.
- We may face difficulty in enforcing certain commercial contracts or other agreements.

Risks Related to the Cannabis Industry

- Cannabis remains illegal under federal law, and therefore, strict enforcement of federal laws regarding cannabis would likely result in our inability to execute our business plan.
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- Our business is dependent on U.S. state laws and regulations pertaining to the cannabis industry.
 - The cannabis industry remains a relatively new industry and may not continue to develop as currently predicted, which may negatively impact our success and ability to execute on our business plan.
 - Because our business is dependent, in part, upon continued market acceptance of cannabis by consumers, any negative trends could adversely affect our business operations.
 - Expansion of our business is dependent on the continued legalization of cannabis.
 - The rapid changes in the cannabis industry and applicable laws and regulations make predicting and evaluating our future prospects difficult, and may increase the risk that we will not be successful.
 - Federal law enforcement may deem our clients to be in violation of U.S. federal law. A change in U.S. federal policy on cannabis enforcement and strict enforcement of federal cannabis laws against our clients would undermine our business model and materially affect our business and operations.
 - The nascent status of the medical and recreational cannabis industry involves unique circumstances and there can be no assurance that the industry will continue to exist or grow as currently anticipated.
 - Any potential growth in the cannabis industry continues to be subject to new and changing state and local laws and regulations.
 - Change in the laws, regulations and guidelines that impact our business may cause adverse effects on our operations.
 - Our business and our clients are subject to a variety of U.S. and foreign laws regarding financial transactions related to cannabis, which could subject our clients to legal claims or otherwise adversely affect our business. Further, differing regulatory environments may cause adverse effects on our operations.
 - Marketing constraints under regulatory frameworks may limit a potential target cannabis company's ability to compete for market share in a manner similar to that of companies in other industries.
 - We may become involved in regulatory or agency proceedings, investigations and audits.
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- The cannabis industry faces significant opposition, and any negative trends may adversely affect our business operations.
- Consumer preferences may change, and the potential target business may be unsuccessful in acquiring or retaining consumers and keeping pace with changing market developments.
- The market for businesses in the cannabis industry is highly competitive and evolving and we expect to face increased competition, which could negatively impact our operating results.
- We, or the cannabis industry more generally, may receive unfavorable publicity or become subject to negative consumer or investor perception.
- Our reputation and ability to do business may be negatively impacted by the improper conduct of our business partners, employees or agents.
- Certain events or developments in the cannabis industry more generally may impact our reputation.
- There are a limited number of management teams in the cannabis industry that are familiar with U.S. securities laws.
- Service providers in the cannabis industry may be subject to unfavorable tax treatment.
- Service providers in the cannabis industry may face a number of regulatory and other challenges, including difficulty accessing or maintaining banking or other financial services, insurance, or access to bankruptcy courts.

General Risks

- Negative publicity could adversely affect our reputation and brand. Such negative publicity or our failure to otherwise protect our brand could materially harm our business and operating results.
 - If we are unable to recruit, train, retain and motivate key personnel, we may not achieve our business objectives.
 - The impact of global, regional or local economic and market conditions may adversely affect our business, operating results and financial condition.
 - Our business, financial condition, cash flow and results of operations may be adversely affected by the ongoing COVID-19 pandemic or other similar epidemics or adverse public health developments.
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- Catastrophic events may disrupt our business and impair our ability to provide our platform to clients and consumers, resulting in costs for remediation, client and consumer dissatisfaction, and other business or financial losses.
 - A service attack, ransomware attack, security breach, unauthorized data access or other failure of our security measures could impair or incapacitate our information technology systems and delay or interrupt service to our clients and consumers, harm our reputation, or subject us to significant liability.
 - Changes in tax laws or regulations, and/or compliance with tax laws and regulations, could have a material adverse effect on our business, cash flow, financial condition or operating results.
 - We may require and be unable to raise additional capital, which could harm our business.
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Additional Information About the Proposed Business Combination and Where to Find It

The proposed business combination will be submitted to stockholders of TCAC for their consideration. In connection with the proposed business combination, TCAC has filed a registration statement on Form S-4 (the “Registration Statement”) with the SEC, which includes preliminary and definitive proxy statements to be distributed to TCAC’s stockholders in connection with TCAC’s solicitation for proxies for the vote by TCAC’s stockholders in connection with the proposed business combination and other matters as described in the Registration Statement, as well as the prospectus relating to the offer of the securities to be issued to springbig’s stockholders in connection with the completion of the proposed business combination. After the Registration Statement has been declared effective, TCAC will mail a definitive proxy statement and other relevant documents to its stockholders as of the record date established for voting on the proposed business combination. Before making any voting decision, TCAC’s stockholders and other interested persons are advised to read, once available, the preliminary proxy statement / prospectus and any amendments thereto and, once available, the definitive proxy statement / prospectus, along with all other relevant documents filed or that will be filed with the SEC in connection with the proposed business combination and the TCAC’s solicitation of proxies for its special meeting of stockholders to be held to approve, among other things, the proposed business combination, because these documents will contain important information about TCAC, springbig and the proposed business combination. Stockholders will be able to obtain free copies of the preliminary or definitive proxy statement, once available, as well as other documents filed with the SEC regarding the proposed business combination and other documents filed with the SEC by TCAC, without charge, at the SEC’s website located at www.sec.gov or by directing a request to Tuatara Capital Acquisition Corporation, 655 Third Avenue, 8th Floor, New York 10017.

Forward-Looking Statements

Certain statements contained in this presentation constitute “forward-looking statements” within the meaning of federal securities laws. Forward-looking statements may include, but are not limited to, statements with respect to (i) trends in the cannabis industry and springbig market size, including with respect to the potential total addressable market in the industry; (ii) springbig’s growth prospects; (iii) springbig’s projected financial and operational performance, including relative to its competitors; (iv) new product and service offerings springbig may introduce in the future; (v) the potential transaction, including the implied enterprise value, the expected post-closing ownership structure and the likelihood and ability of the parties to successfully consummate the potential transaction; (vi) the risk that the proposed business combination may not be completed in a timely manner or at all, which may adversely affect the price of TCAC’s securities; (vii) the failure to satisfy the conditions to the consummation of the proposed business combination, including the approval of the proposed business combination by TCAC’s stockholders; (viii) the effect of the announcement or pendency of the proposed business combination on TCAC’s or springbig’s business relationships, performance, and business generally; (ix) the outcome of any legal proceedings that may be instituted against TCAC or springbig related to the definitive agreement or the proposed business combination; (x) the ability to maintain the listing of TCAC’s securities on the NASDAQ; (xi) the price of TCAC’s securities, including volatility resulting from changes in the competitive and highly regulated industry in which springbig plans to operate, variations in performance across competitors, changes in laws and regulations affecting springbig’s business and changes in the combined capital structure; (xii) the ability to implement business plans, forecasts, and other expectations after the completion of the proposed business combination, and identify and realize additional opportunities; and (xiii) other statements regarding springbig’s and TCAC’s expectations, hopes, beliefs, intentions or strategies regarding the future. In addition, any statements that refer to projections, forecasts or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. 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. You should carefully consider the risks and uncertainties described in the “Risk Factors” section of TCAC’s registration statement on Form S-1, any proxy statement/prospectus relating to the transaction, which is expected to be filed by TCAC with the SEC, other documents filed by TCAC from time to time with SEC, and any risk factors made available to you in connection with TCAC, springbig and the transaction. These forward-looking statements involve a number of risks and uncertainties (some of which are beyond the control of springbig and TCAC), and other assumptions, that may cause the actual results or performance to be materially different from those expressed or implied by these forward-looking statements.

Participants in the Solicitation

TCAC, springbig and certain of their respective directors, executive officers and other members of management and employees may, under SEC rules, be deemed to be participants in the solicitations of proxies from TCAC’s stockholders in connection with the proposed business combination. Information regarding the persons who may, under SEC rules, be deemed participants in the solicitation of TCAC’s stockholders in connection with the proposed business combination will be set forth in TCAC’s proxy statement / prospectus when it is filed with the SEC. You can find more information about TCAC’s directors and executive officers in TCAC’s final prospectus dated February 11, 2021 and filed with the SEC on February 16, 2021. Additional information regarding the participants in the proxy solicitation and a description of their direct and indirect interests will be included in the proxy statement / prospectus when they become available. Stockholders, potential investors and other interested persons should read the proxy statement / prospectus carefully when it becomes available before making any voting or investment decisions. You may obtain free copies of these documents from the sources indicated above.

No Offer or Solicitation

This presentation relates to a proposed business combination between TCAC and springbig and does not constitute an offer to sell or the solicitation of an offer to buy any securities, or a solicitation of any vote or approval, nor shall there be any sale of securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction.
