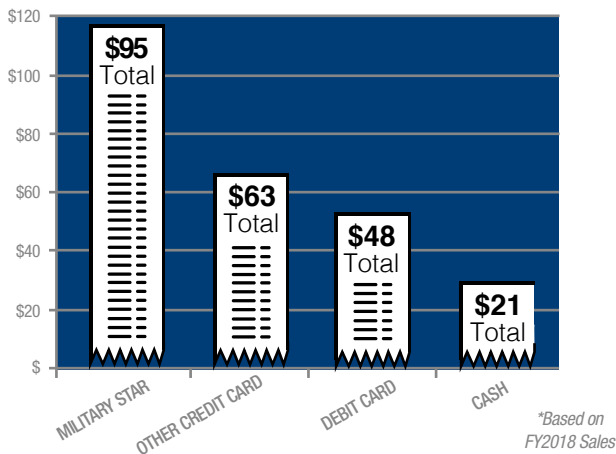




# The Card That Expands Your Marketplace

## Average Main Store Transaction Amount\*



#1 In-House Private Label Card\*\*  
13 Years in a row and counting!

\*\*Nilson Report  
2005-2017

1.6 million accounts



The one card used by military customers across all branches of service, exchanges and installations:



## Experience the Benefits of Accepting MILITARY STAR

### MARKET EXPANSION

- Expand your market by gaining access to 1.6 million cardholders worldwide!
- New cardholders receive 10% off their first day's purchases, services and concessions.
- MILITARY STAR customers earn 2 rewards points per \$1 towards a \$20 rewards card.

### STORE SUPPORT

- VeriFone provided for easy card acceptance and tablet provided for short-term concessions.
- On-site Service Business Manager provides technical, procedural and financial MILITARY STAR assistance.

### BUSINESS PROMOTION

- MILITARY STAR exclusive promotions and joint promotions drive foot traffic to your store.
- Marketing provided to display in store is bolstered by marketing campaigns in main stores and other outlets to drive traffic.

## MILITARY STAR is promoted through the following marketing channels



Weekly Tabloids



Posters



Social Media



Radio Ads



Statement Ads



E-Newsletters



Web Banners

**Our most loyal customers carry MILITARY STAR.**

**Asking every customer to use their card is your easiest way to grow your sales.**