



MyReceipts™

The Leading Digital Receipts Platform™

Introduction

Third Solutions recently launched the first multi-merchant digital receipts service, operationally live as MyReceipts.™ The service electronically aggregates itemized receipts from participating merchants and presents them to consumers via the company's website and partner channels. MyReceipts reduces the need for physical receipts while helping consumers be more "green". Operating on the company's patent-pending software platform, MyReceipts includes a powerful item level marketing communications engine for retailers and marketers, such as consumer packaged goods organizations, to digitally promote their brands and products to consumers more effectively than with traditional channels.

The company has recently completed a highly successful launch in select Whole Foods stores, achieving consumer adoption rates above 50% and subsequent online registration rates exceeding 35%. Rollout plans in several Whole Foods regions have been initiated. In addition to Whole Foods, MyReceipts consumers can receive their receipts from several major retail stores such as Best Buy, Wegmans, Office Depot, Staples, and Hertz.

Several top brands have joined the MyReceipts network and are currently delivering highly targeted digital offers through this innovative marketing platform.

In a world of ubiquitous electronic financial transactions, digital receipts and electronic marketing are inevitable. Third Solutions believes the MyReceipts service will quickly become the only Digital Receipts platform creating new value for consumers, retailers, and marketers while contributing to ecological sustainability.

Mission and Goals

MyReceipts expects to be the central repository for electronic receipts and the preferred digital marketing communications platform supporting both traditional point-of-sale, e-commerce and mobile platforms. To achieve this goal the company will create the largest network of merchants participating in any digital receipt service and engage the largest network of marketers delivering digital communications through a receipting platform, while enrolling more consumers than any other digital receipting service.

Value Proposition

MyReceipts digitizes SKU-level receipt data to enable a range of consumer uses, including budgeting, coupons, expense management, returns, shopping lists, warranty service, and green movement support. The company also provides value to merchants and marketers by helping them more effectively communicate with and serve their customers, via the MyReceipts digital receipt and marketing platform. Additionally, MyReceipts helps companies demonstrate their commitment to environmental sustainability, while lowering store operating costs for receipt production and promotion processing.

Market Opportunity and Size

Third Solutions' market opportunity for this service is estimated to be approximately \$6 - \$8 billion in the United States alone, reflecting the size of sectors involved in the retail consumer economy, including transaction commerce and consumer marketing. With 1.8mm medium and large merchant locations, and 230mm consumers, the market sizing implies an annual opportunity of \$30 per consumer and \$5,000 per store. The additional international market can be estimated at approximately \$10-\$15 billion.

Products Offerings

The MyReceipts platform consists of differentiated products for consumers, retailers, and marketers. The consumer service aggregates receipts for electronic storage and recall, while also providing access to marketing offers, including coupons and rebates. Additionally, MyReceipts provides consumers with access to detailed product specifications and warranty information. The service is provided at no charge to consumers, in order to encourage broad end-user enrollment and sustained product use.

The merchant offering consists of the company's core digital receipting service, which Third Solutions assists in making available to participating retailers' customers. The marketer offering includes powerful marketing communications tools on the MyReceipts platform. Most revenues are generated by marketers using the platform for customer acquisition and loyalty management.

Competitive Strategy

To the knowledge of the company, there are no firms currently developing a similar digital receipts platform that leverages synergies between SKU-level digital receipting and marketing communications. Current firms active in the receipt management or receipt marketing field include Afterbot, Intuit, Transaction Tree, Catalina Marketing, AllEtronics, and ShoeBoxed. None currently offer Third Solutions' powerful combination of multi-merchant digital receipt aggregation and marketing communications.

MyReceipts has taken a leading role in setting industry standards and defining proprietary intellectual property. The firm has already partnered with industry leaders in retail technology and digital marketing to strengthen its leadership position, including Microsoft, ARTS, IBM, Retailix, Hypercom, Vivotech, and NYCE. The company is also creating an open-source developers environment to assist in engaging the social networking and mobile community and gaining broad merchant participation.

Company Leadership

Third Solutions is led by an experienced senior team of successful technology entrepreneurs, e-commerce experts, and information product specialists. The company was founded by its CEO Birame Sock, who previously started Musicphone in 2002, a wireless entertainment company that she successfully led to its 2007 acquisition by Gracenote, now owned by Sony Corporation.

Ms. Sock is assisted by Jim Thomas, EVP, who previously served as a Senior Vice President at MasterCard Worldwide, where he developed and led the company's industry-leading information product business.

Financials and Capital Plan

Third Solutions business plan is focused on rapid growth to ensure mass adoption from consumers and retailers. Its business model relies on the digital marketing engine with opportunities for numerous additional revenue sources. The company anticipates year five revenues in 2015 to be \$172 million, with an EBITDA margin of 35% and expects to break even in 2013. To date, the Company has raised approximately \$1.3 million in cash as convertible notes and is currently completing its Series A round led by Golden Seeds. The terms of the round are the following:

- Total new cash: \$3 million
- Convertible Notes: \$1.5 million
- Series A Commitments: \$2.0 million
- Available for Syndication: \$1 million

Please contact Peggy Wallace (pgw@goldenseeds.com) for information on participating in the Series A round.