

FREEDOMPAY CO-MARKETING STRATEGY & APPROVAL

PROCESS

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FREEDOMPAY

NEXT LEVEL COMMERCE™

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Overview

This document outlines the best practices and approval process for co-marketing initiatives, as well as the typical co-marketing strategy with the FreedomPay Marketing Team. These steps must be followed in order for all assets and initiatives to be approved and released externally.

Approval Process

To streamline all marketing initiatives and project management, FreedomPay has established a marketing approval process to evaluate all the creative and marketing assets from ideation to campaign launch, and to facilitate coordination and collaboration between the various stakeholders. The following steps must be followed in order to receive approval of the assets and usage of the FreedomPay brand.

Steps

1. Submit Inquiry

Partner/client submits inquiry to marketingteam@freedompay.com with marketing asset. If asset is not created yet, teams will set up a call for next steps and briefing.

- See next section for FreedomPay's typical marketing strategy and next steps

2. Marketing Review

The FreedomPay Marketing Team will review the asset and provide feedback. Typical response time is between 5-7 business days from the date of submission.

- Approval of created assets must meet the following requirements:
 - Correct logo must be used
 - Primary logo in black or white
 - White must be used on a color or photo
 - Do not stretch, distort, add elements, or break apart the logo
 - Ensure logo has clear space around it
 - If co-branded, proper use of co-branding format must be used
 - Correct color palette is used
 - Proper imagery is used to represent FreedomPay
 - Secured by FreedomPay® image should be used when showcasing our device offerings or in-store capabilities
 - Primary or secondary font is used (Gentona, Tahoma)
 - Please review our co-branding guidelines for more information
 - Asset must accurately portray the FreedomPay brand, product and voice in an efficient manner
- Upon the review of the above checklist, marketing will approve or submit feedback for changes of the asset

3. Asset is Distributed

Once the FreedomPay Marketing Team reviews the asset and it is approved, the asset is now ready to be released externally, and both parties can share via marketing channels.



Marketing Strategy

The below process is an example of how the FreedomPay Marketing team establishes a co-marketing campaign initiative with a partner/client.

Steps

1. Topic/Pitch

- Once the agreement is signed and the partnership is established, the marketing teams will be introduced, and a campaign topic is pitched. Whether that be a new partnership announcement, product launch, research piece, webinar or other co-marketing initiative, both parties will agree on the established topic.

2. Goals

- Establish goals of this campaign, ie: brand awareness, lead generation.

3. Content sharing and promotion

- Next, both parties will agree on the type of content to be shared and promoted amongst the established audience. This includes types of assets and types of marketing channels.

4. Timeline

- A timeline is established, and deadlines are set. This way everyone is on the same page and both parties are aware of their roles and responsibilities.

5. Formal co-marketing partnership plan

- The above should be formalized in a documented plan, and the details of this plan should include:
 - Topic
 - Timeline
 - Goals
 - Ownership of content and assets (who is creating what?)
 - Where the content will be hosted and shared
 - Promotional plan
 - Lead-sharing agreements
 - Timeline
 - Reporting plan