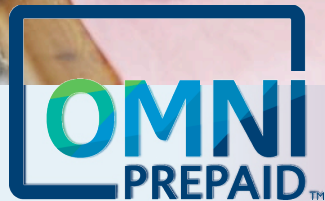




OMNIBUILD™

Your brand, their creativity.™



p. 877.7GO.OMNI | www.omniprepaid.com

OMNIBUILD

What is OmniBuild?

The Basics

OmniBuild is a unique web-based on-demand card design application you can add to your website allowing your customers to personalize your branded prepaid cards. OmniBuild is an affordable, effective tool that is easy to manage. It can help drive customer traffic, as well as increase sales.

How Does it Work?

Your customers upload a personal photo and place it on your gift card. It's an easy-to-use design tool.

Who Can Use OmniBuild?

Any company with a website. OmniBuild is a flexible application that can be used by companies across the board and in industries of all kinds.

Why Offer OmniBuild to Your Customers?

Because it builds more than cards. OmniBuild builds loyalty. Your customers are looking for personalization and now you can offer it.



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Customers can upload a photo, move, crop, and place their image exactly how they want!

1 Your customers upload one of their personal photos



2 They use OmniBuild to add their photos to your card



3 They review and order online



4 Card is printed and shipped directly to your customers



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Who Can Use OmniBuild?

Any company with a website can benefit from OmniBuild

Customers demand personalization to make their shopping experience tailored to their lives. OmniBuild allows your customers to take an ordinary prepaid gift card and add their own personality. The best part is that with your logo on the front of the card, you are expanding your brand each time they open their wallet.



Ideas for how companies can use OmniBuild:

- ❖ Retailers and restaurants can allow customers to upload photos onto their closed loop gift cards
- ❖ Customers personalize their rewards card on your website
- ❖ Make your bank cards more personal and let customers put their favorite picture on your card
- ❖ Photographers can give clients the option to upload their purchased pictures onto a Visa® Gift Card
- ❖ The opportunities are endless. There are so many ideas!



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Why Offer OmniBuild?



Branding, branding, branding, branding...

Branding. Every time your customer opens their wallet, your company will be associated with the happy feeling they get when they look at their picture on your card. It's like a small billboard in their wallet.

Loyalty

OmniBuild keeps them coming back to design a one-of-a-kind gift card. Offering a unique online personalization feature puts you at the top of the list when your customers are shopping.

Be unique

How is your prepaid gift card any different from your competitor's gift card program? Here is your chance to separate yourself and become the #1 choice when customers are deciding where to spend their money.

According to Deloitte & Touche, 66 percent say they are planning to buy a gift card this year, though 22 percent of those surveyed said they wouldn't give gift cards because they consider them too impersonal.



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Other OmniBuild Applications

OmniBuild is not just for consumers...

It's for you too! Use OmniBuild for your own business; design full-color cards on the fly for every occasion.



Marketing Promotions

The most popular marketing promotional incentive is a gift card because it is so versatile. All personalities enjoy a gift card and now you can personalize your marketing incentives with custom photos with OmniBuild at your fingertips.

Rebate Programs

Offer customer rebates by loading their earned rebate onto a card. Now personalize rebate cards as needed right online.

Sales Incentives

Use OmniBuild to upload a photo of your team onto a prepaid card, then use as a sales incentive to increase your bottom line. Gift cards are the #1 sales incentive and now you can customize.

Safety and Health Rewards

A current trend in today's workforce is to reward employees for safe practices and healthy lifestyles. Now you can print cards on-demand and when you need them.

Corporate Gifts

Use as a client gift, holiday gifts for your employees, thank you gifts... you now have the flexibility to get as creative as you'd like.



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Closed Loop Merchant Version

Intended for retailers and restaurants who sell gift cards, gift certificates, or gift codes online and want to give their users a fun and interactive customization tool to let them “build their own” gift card with your brand.

- ❖ We'll integrate with your existing gift card program and processor to make your customers' online design and purchase experience easy and flawless.
- ❖ Great for companies with a current online gift card program looking to spice it up.
- ❖ ALSO great for companies NOT currently offering gift cards online. Omni Prepaid can help you get started.
- ❖ Create several gift card templates for your customers to personalize. YOU tell us how you want your card designs to look.
- ❖ An inline shopping cart process allows you to keep customers on your website. Our technical teams work closely together to simply integrate our systems for an easy customer experience.
- ❖ You can review and approve customers' designs before they go to print.
- ❖ We can print your cards in our in-house fulfillment center and ship directly to your customers or print in bulk and ship to you.



OMNIBUILD

Open Loop Secure Version

Intended for financial institutions and approved independent sales organizations (ISOs) who issue online secure gift cards or credit cards such as Visa or MasterCard.

- ❖ We'll integrate with your existing gift card program and processors for online-only applications.
- ❖ We offer a Visa Certified fulfillment center with tight security to safely print, store, and ship your customers' orders.
- ❖ Create multiple gift card templates for your customers to personalize. YOU tell us how you want your card designs to look.
- ❖ An inline shopping cart process allows you to keep customers on your website. Our technical teams work closely together to simply integrate our systems for an easy customer experience.
- ❖ Due to most credit card standards, you must review and approve customers' designs before they go to print. The OmniBuild administrative interface will give you the tools to make this a simple approval process. You may also choose to have Omni Prepaid staff approve for a Brand Audit fee.
- ❖ We can print your cards in our in-house fulfillment center and ship directly to your customers or print in bulk and ship to you.

Did you know... Consumers with personalized bank issued cards use them more frequently than other credit cards they have, thus increasing transactions & balance amounts.



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Pricing

Card Type	Set-Up Fee**	Cost Per Card	Fulfillment***
OmniBuild Merchant Cards	\$500	\$1.50	\$2.00
OmniBuild Secure Cards	\$2,500	\$1.00	\$2.00
Brand Audit* (optional)	\$0	\$1.00	\$0
Creative Work (optional)	\$125/hour	\$0	\$0

* **Brand Audit** is a service Omni Prepaid will provide to review each personalized card that is created by your customers based on the branding guidelines you provide. You may also review your own cards for no charge.

** This is a one-time set-up fee.

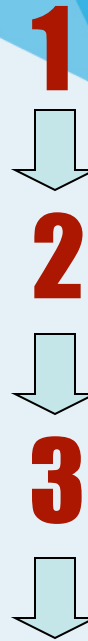
*** Fulfillment includes the printing of each card, materials, and USPS shipping within the U.S. This fee may be lowered based on volume commitments.



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How to Get Started

- 1) Go to www.OmniPrepaid.com/solutions/omnibuild.
- 2) Select [Contact Sales](#) and follow instructions to submit your information.
- 3) An Account Executive will be in touch to get your specifics and give you a personalized quote within one business day.
- 4) Our technology team will meet with your IT staff to determine the best way to implement.
- 5) You can design and send us your card template(s) for customers to personalize OR use our creative department to design them for you.
- 6) Once payment is received and your account is properly integrated, you can offer OmniBuild on your website!



We'll make your decision to purchase OmniBuild an easy one.



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Company Overview

Omni Prepaid, LLC is a leader in the prepaid industry. We offer products and services all under one roof, making us your end-to-end prepaid solution.

OmniCORE™

Licensable platform for your prepaid business

OmniSITE™

Licensable online prepaid card website ready to go

OmniBUILD™

On-demand card building design tool for your website

OmniPRINT™

Our in-house prepaid card fulfillment center

OmniSERVICE™

Customer service tailored to your prepaid product

OmniPROCESS™

Prepaid processing technology



To view each of these products and services in action, view our largest client's website: www.GiftCards.com

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Thank you for considering Omni Prepaid!



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