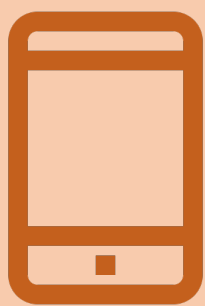


# After, Inc.'s Smart Registration Solution

# QuickReg™

## Meeting the Needs of Today's Consumer

### Convenience



- Product registration on your smartphone in one easy step
- Text model # or picture of model # to QuickReg™ for processing

### Immediacy



- Highly visible QuickReg™ sticker on box or product
- Cloud-based solution appends customer info & sends link
- All data is populated for review / hit submit – DONE IN < 1 MINUTE

### Data Control



- Customer willing to exchange personal data for value – product manual, safety notices, upgrades, warranty terms
- Controls which personal data is saved & ability to opt-out of offers

## Driving Significant ROI for Manufacturers

### Higher Reg Rates



- Dramatic improvement in registration rates given the quick, easy and convenient mobile registration process

### More Targeted Marketing



- World class predictive analytics utilized to develop targeted offers to customers with the highest likelihood to purchase additional products/services

### Stronger Loyalty



- Positive customer experience from Day 1 given mobile access to product information
- Targeted offers based on customers' specific needs throughout life cycle strengthens loyalty