



Apple® Rewards

Bakkt® partners with Apple to bring a truly authentic Apple shopping experience to your loyalty program.

Deliver more options. Increase engagement. Delight customers.

**INCREASE THE
ENGAGEMENT AND
REVENUE OF YOUR
LOYALTY PROGRAM
WITH APPLE REWARDS**



2x

More conversions after implementing the Apple Rewards storefront*



110%

More visits from customers after implementing the Apple Rewards storefront*

Strengthen customer connections and **increase loyalty** with Apple® Rewards backed by Bakkt®

AUTHENTIC APPLE EXPERIENCE

- Access over 2,000 Apple products
- The latest Apple products added to storefront within 3-5 business days of release

FLEXIBLE WAYS TO PAY

- Support multiple payment capabilities, including rewards, split-pay, and options for card only
- Custom thresholds for point usage that meet your program objectives

DRIVE MORE INTERACTIONS

- Engage customers with special promotions directly on the Apple storefront
- White-label storefront mirrors the Apple brand

REWARDS CUSTOMERS LOVE

- Capture more customer engagement with Bakkt's highest converting loyalty storefront
- Grow your program up to 15% year-over-year

Delight your customers with access to the latest and greatest products from the brand they love most

Establish a loyalty program your customers love, with a brand and products they want to buy.



FLEXIBLE OPTIONS

Provide multiple options for customers to redeem, purchase, split-pay, and earn



APPLE EXPERIENCE

Leverage Bakkt's unique partnership with Apple to maximize the value of your loyalty program



BEYOND DELIGHT

Go beyond customer expectations with accessible rewards that make points useable

Take **reward points beyond products**. Boost the rewards experience with access to premium features and services

Help your customers unlock Apple products and services with built-in support from Bakkt.

APPLECARE+

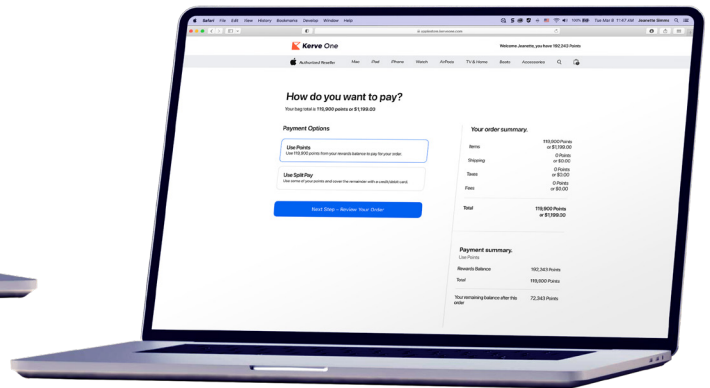
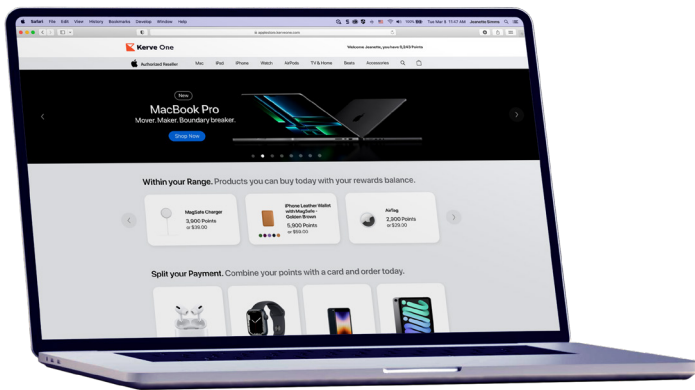
Redeem new or add existing AppleCare+® account during checkout

APPLE SERVICES

Add Apple media trial subscriptions - Apple Music®, Apple TV+® and Apple News+® - to an order during checkout

CUSTOMER SUPPORT

Bakkt offers 100% U.S. based agents, ready to support your customers via Email, Chat, or Phone



Reliable Fulfillment. Fast Processing. Happy Customers.

An end-to-end redemption experience supported by Bakkt every step of the way.

Search For Products

Browse featured products and promotions

Add to cart or save for later

Save to cart or redeem points now with access to several payment options

Tracked by Bakkt

Track orders shipped directly from Apple through Bakkt's email service, or contact support directly

Support through shipping and beyond

Manage your order from shipping updates to item returns to several payment options



Embed Apple® Rewards into your existing program

User interface with
an experience that
directly mirrors the
Apple brand

Turnkey solution that
can be customized and
tuned to the experience
you want to deliver

Integrated with
major points banks
for easy integration

Elevate your loyalty reward program.
Schedule a full demonstration **today**

Contact us at sales@bakkt.com

* Bakkt proprietary data on platform engagement. April-May 2022.