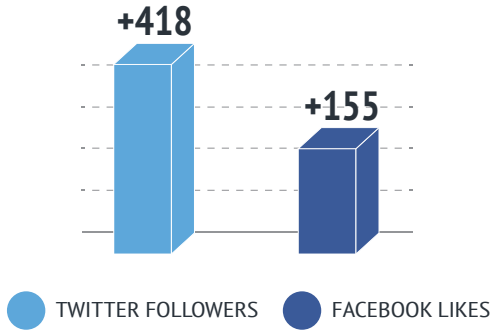


Case Study: The Richards Advantage



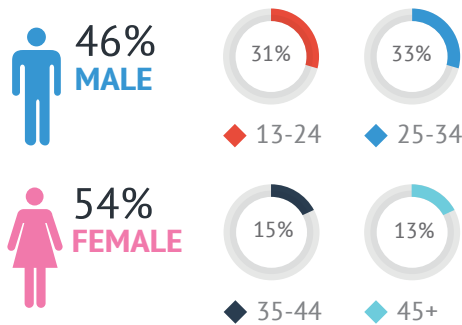
NEW FANS LIKES AND FOLLOWS

Increasing brand awareness on social media has helped The Richards Advantage gain valuable fans.



CUSTOMER DEMOGRAPHICS

Stealz has given The Richards Advantage significant insight into the population of their customers.



DATA CAPTURE

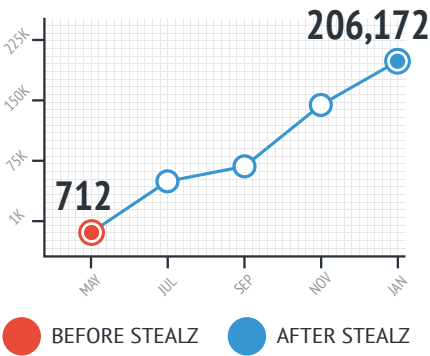
INFORMATION STEALZ COLLECTS

Access to a multitude of important data sets helps businesses better understand their buyers' behavior.



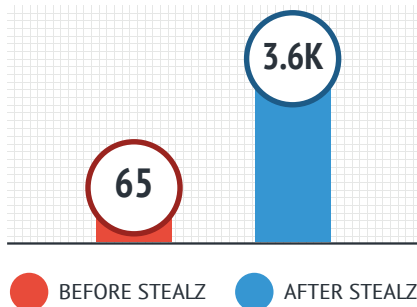
SOCIAL REACH BEFORE STEALZ VS. AFTER

Stealz significantly increases your social media impressions via your customer's friends.



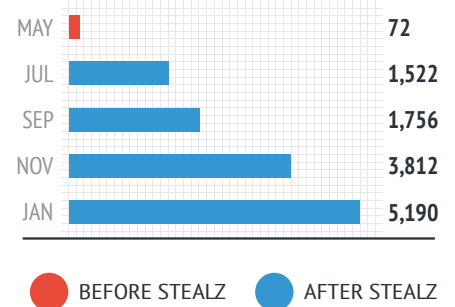
TOTAL POSTS ONE MONTH AVERAGE

Total number of Social Media generated posts from the business and customers combined.



CUSTOMER ENGAGEMENT

Total number of comments, likes, & shares from Richards Advantage social media posts.



PHOTOS SHARED ON SOCIAL MEDIA



Case Study: Applebee's Pilot Program



STEALZ PILOT TIMELINE

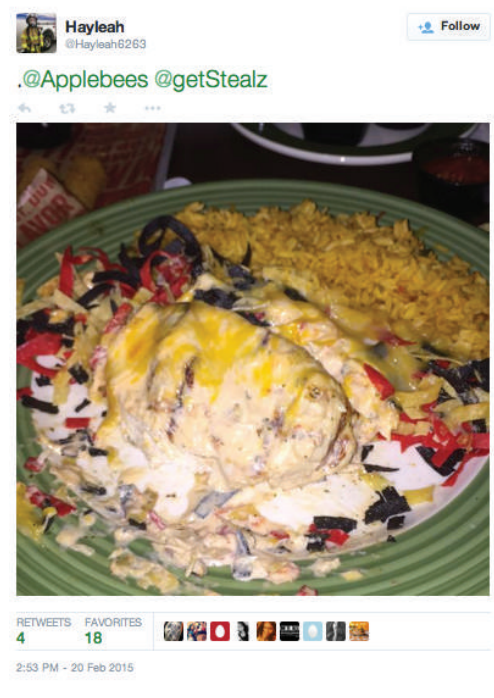
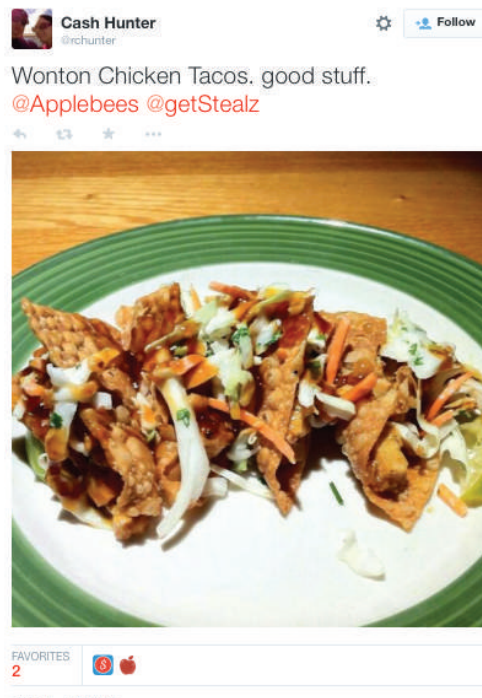
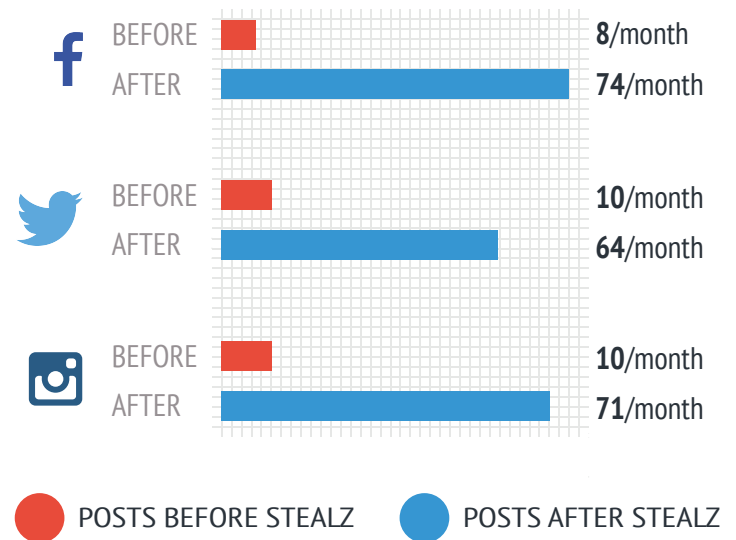


- Stealz launched a 14 unit pilot program with Applebee's in November 2014.
- During the pilot, Applebee's experienced substantial increases in social media activity (670%), social reach (2,115%), and also had increases in store revenue.
- Applebee's decided to roll out Stealz in 123 additional units throughout Q2 and Q3 of 2015.

CUSTOMER ENGAGEMENT



Number of posts to local units per month after 4 months:



Reply to @Jackie_Jett @Applebees @getstealz

Reply to @Cash_Hunter @Applebees @getstealz

Applebee's @Applebees · Feb 20
@Hayleah6263 That looks amazing! #Enjoy -ARJ