

COUPDOG DIGITAL COUPONS

A New Industry Standard for Digital Coupons

The future of digital coupons is finally here! CoupDog is breaking ground by introducing the new Universal Digital Coupon format to UNFI's retailers. Whether you choose to integrate with CoupDog's Smartcoupon offers (the best digital coupon content from top CPGs), your existing loyalty program, or both, CoupDog makes offering and redeeming digital coupons fast and simple.

CoupDog also fully supports the emerging 8112 Universal Digital Coupon format and provides retailers seamless interconnection with the Coupon Bureau data exchange, featuring fraud-resistance and a more efficient redemption process than traditional paper coupons.

Retailer Benefits

- Easily accepted by all major POS systems
- APIs make integration with your own digital platforms simple
- Provides your shoppers with offers from top CPG companies & UNFI Brands+
- Ability to add own store-funded discounts
- Less administrative costs & fraud than paper coupons
- No additional hardware required
- Works with loyalty programs (but does not require them)
- Spanish-language coupons available



RETAIL MARKETING



WHY CHOOSE UNFI?

- Retailers get access to exclusive content through the UNFI Digital Ad Network
- Streamlined coupon processing with seamless redemption and payments on your UNFI retailer statement
- Access to UNFI relationship management and marketing support
- FAST PAYMENTS – Get paid for your digital coupons in as little as 7 days!



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Why use CoupDog Coupons

CoupDog coupons are integrated with Blockchain technology, making them more secure, verifiable, and fraud resistant than paper coupons or previous version of digital coupons.

That peace-of-mind makes it easier for retailers to accept and redeem digital coupons, which continue to be important for many shoppers who are looking for ways to save money as inflation drives grocery prices high. They also help retailers and manufacturers attract new customers, increase engagement, and create brand loyalty.

An Affordable Option for Retailers

By offering great deals on top CPG and UNFI Brands+ products-- as well as your own store-funded offers--you're giving your shoppers everyday access to cost savings at an affordable price for you.

There are no set up costs to get started and a competitive annual license fee (per location).



RETAIL MARKETING

FAST FACTS

865M

Number of coupons redeemed in 2021

\$100M

The amount of money fraudulent coupons cost the retail industry every year

60%

of shoppers are looking for more coupons to offset higher prices

SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Contact Information: PSSales@UNFI.com

To discover our comprehensive portfolio of services, visit Services.UNFI.com or [view our brochure](#).

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