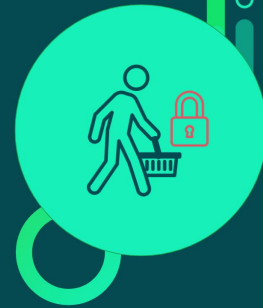




## Numerator Link democratizes data access creating powerful, highly efficient ecosystem for commerce

Historically, consumer purchase data has been controlled by retailers, leaving brands with limited access to data and restrictive guardrails



**But the world has changed.  
Consumers are in control of more  
and more of their data.**

**Access consumer data with their permission  
It's as easy as 1, 2, 3**

**1**

Enable members to share login credentials

**2**

APIs automatically pull back up to 2 years of purchase history

**3**

Data is sent with item-level detail for each transaction

- In-store and ecommerce purchases captured daily via NuLink API
- Easy implementation in your app or website
- Immediate access of ~2 years of historical purchases at UPC level
- Broad ACV coverage in US: ~70% instore, ~98% ecommerce
- Privacy compliant

Data can be organized and delivered per your needs