

BHN CashStar Demo Video Storyboard: V2 - 2.4.20

01



MUSIC INTRO: Energetic
MOTION: Green Box swipes in from left to right: Logo fades in and grows.
VISUAL: White screen is quickly overtaken by Radiant Green box.

02



MOTION: Green box fills entire screen.
VISUAL: Logo appears and grows as it moves into center position.

03



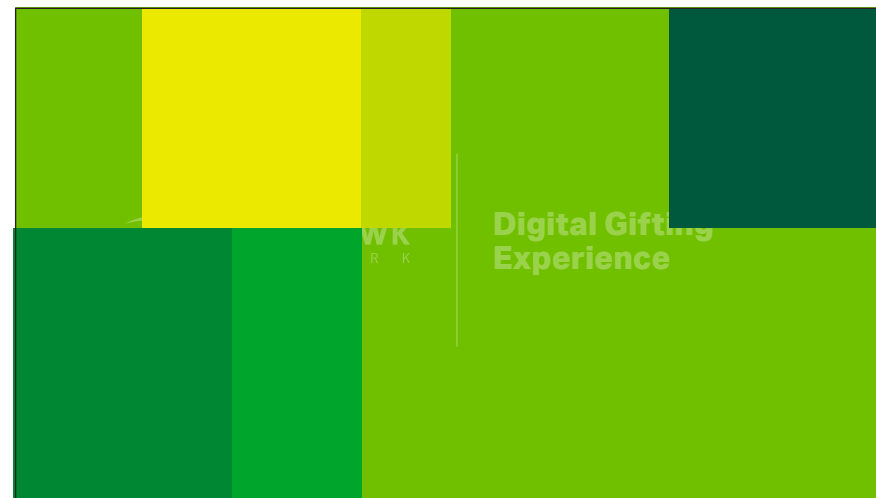
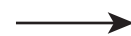
MOTION: BHN Logo reduces in size moves to the left. Divider line appears small then grows. Copy appears.
VISUAL: BHN Logo

04



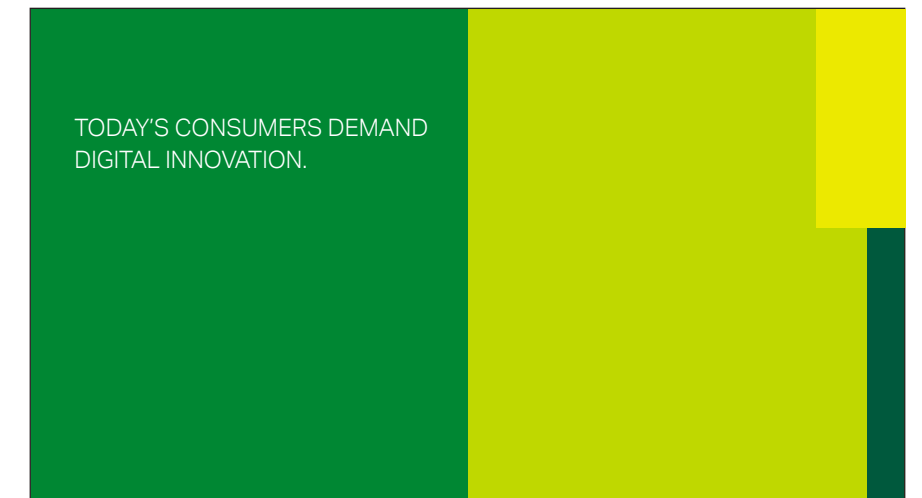
MOTION: Copy appears.
SUPER: Digital Gifting Experience.
VISUAL: BHN Logo

05



MOTION: Multiple boxes fly in from left to right. Different sizes appear and grow as they trail off.
VISUAL: BHN Logo and copy reduces in size and fades away.

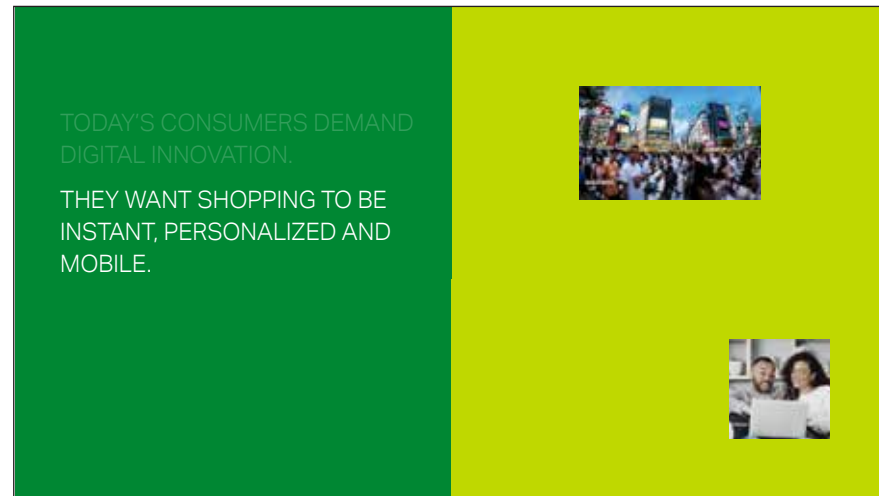
06



SUPER/VO: Today's consumers demand digital innovation.

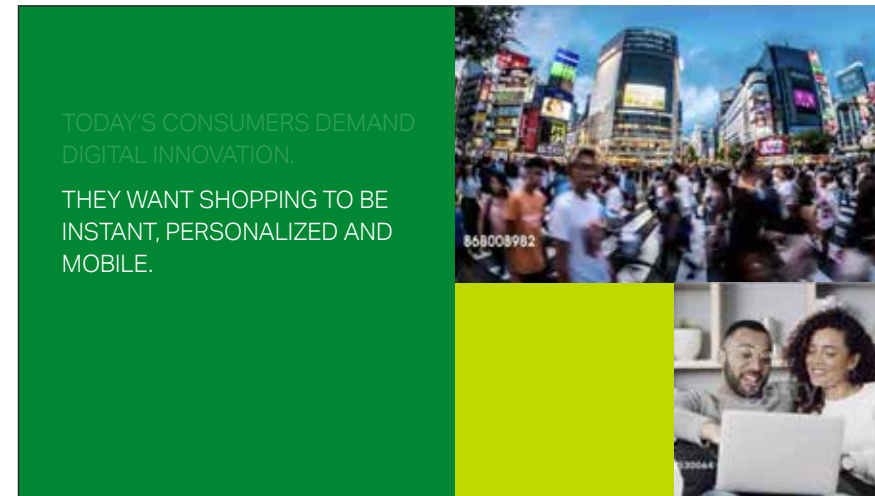
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07

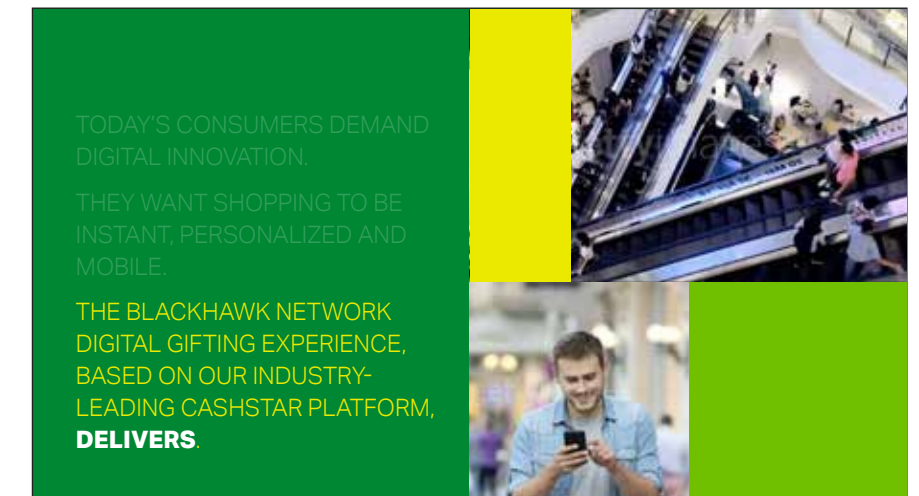


SUPER/VO: They want shopping to be instant, personalized and mobile.

08

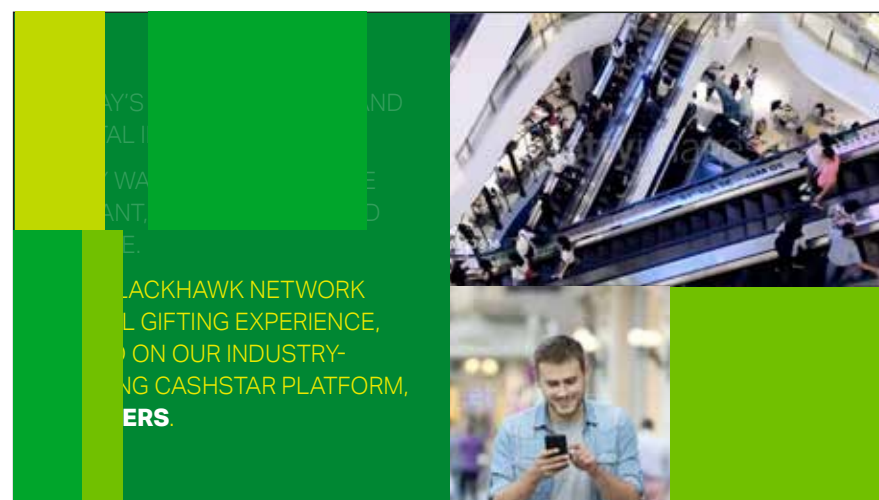


09



SUPER/VO: The Blackhawk Network digital gifting experience, powered by CashStar platform, delivers.

10



MOTION: Multiple boxes fly in from left to right in various sizes leaving behind the final boxes.

11



12



VO: Powering digital and social commerce for the world's most iconic brands,

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13



VO: we drive revenue growth through the sale of gift cards –

14



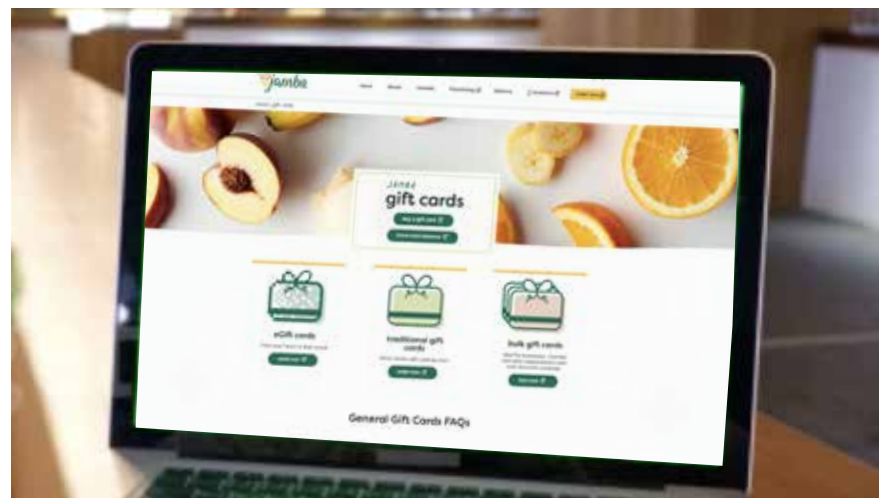
VO: And give consumers the experience they want.

15



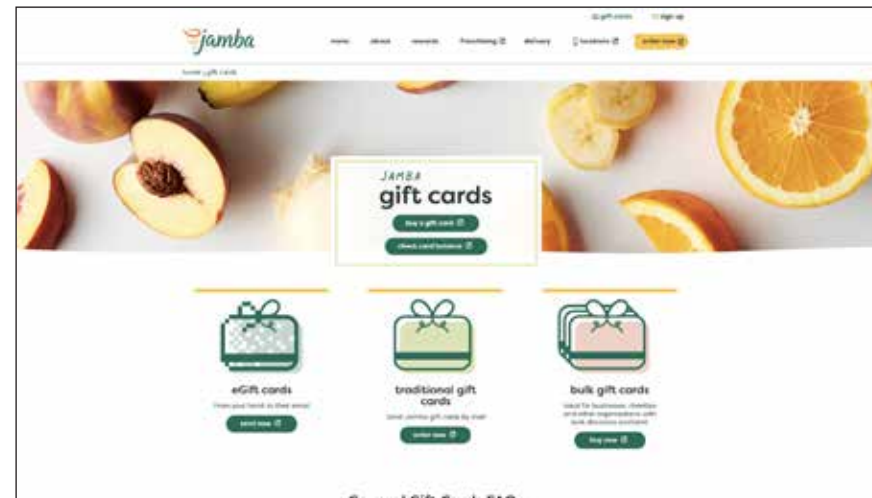
VO: Our platform is fully-hosted, brandable and ADA-compliant, built with a mobile-first design.

16



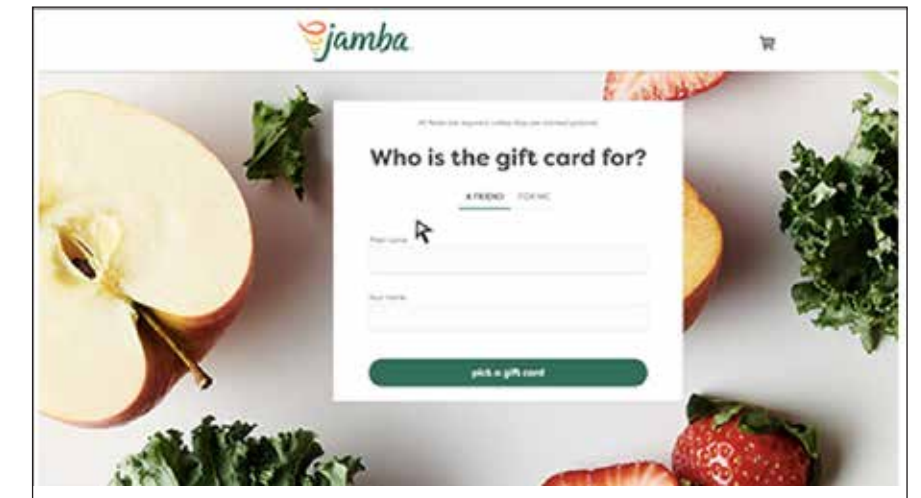
VO: You can even add promotions to further drive customer engagement.

17



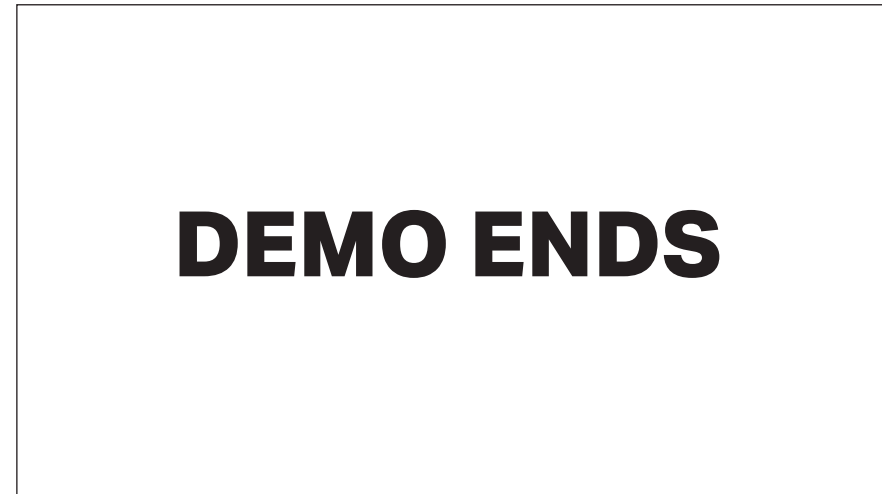
VO: Designed for maximum conversion rates, we put the shopper in charge, beginning with a choice between gifting or self-use pathways.

18

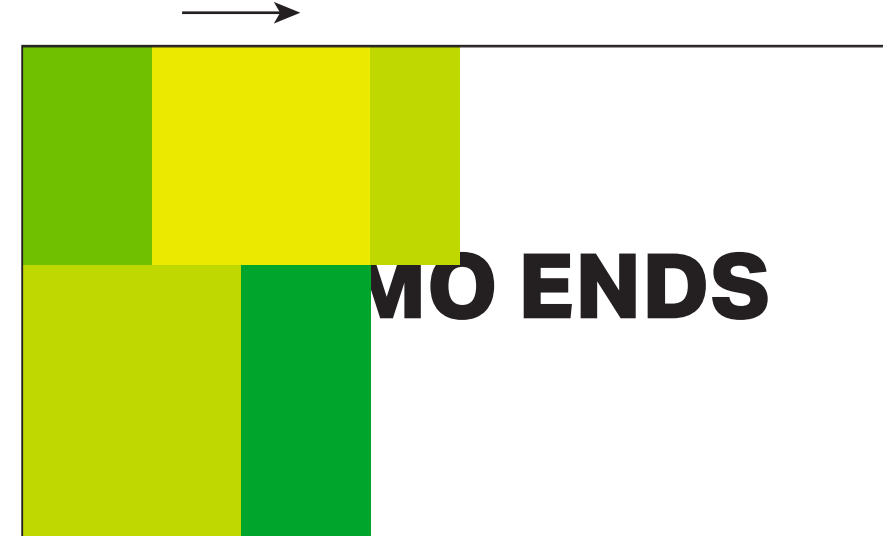


VO: Gifting leads to more personalization options; self-use is more streamlined.

19



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21



VO: That means, in most cases, the recipient gets his gift

22



VO: – in three seconds or less.

23

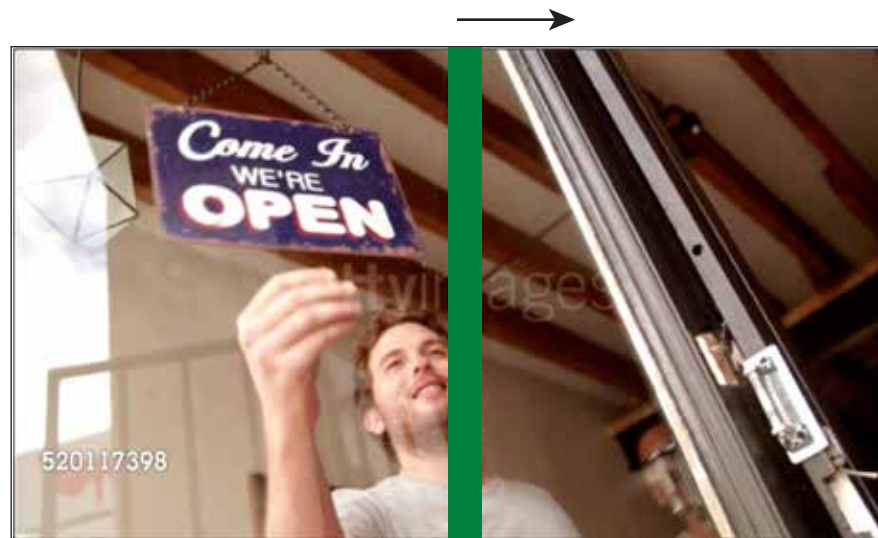


24



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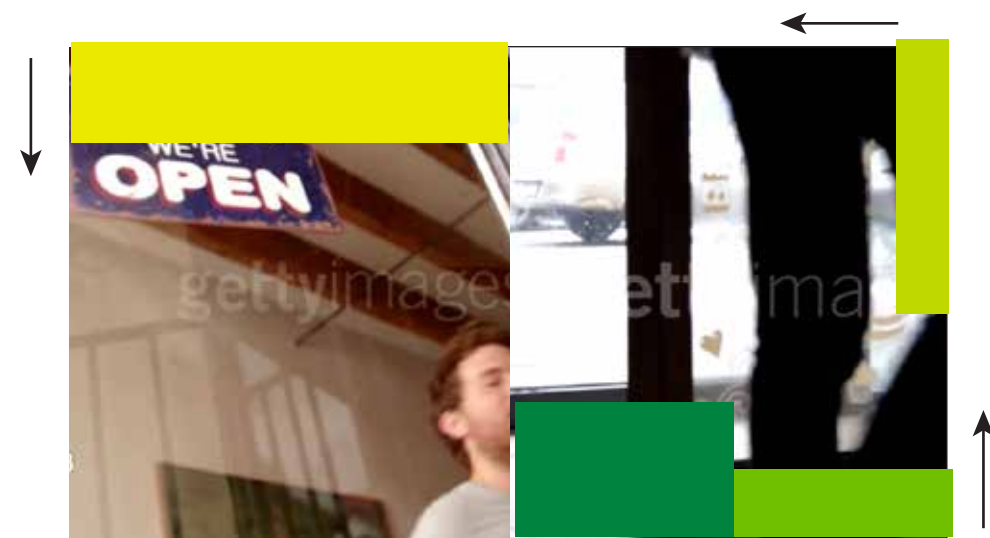
25



26



27



VO: But his experience doesn't end there.

28



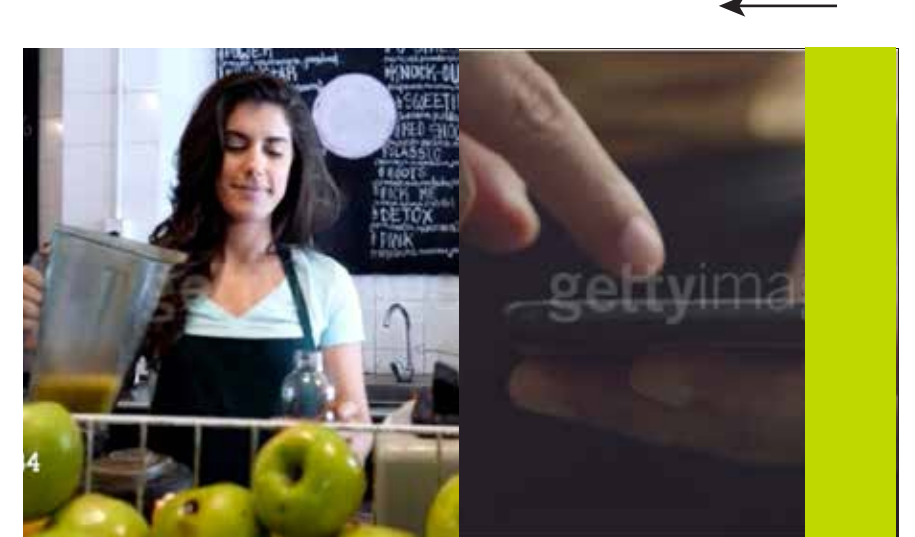
VO: He can use that gift online or in-store,

29



VO: send a thank-you note, re-load his card,

30



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31



VO: even re-gift his card –

32



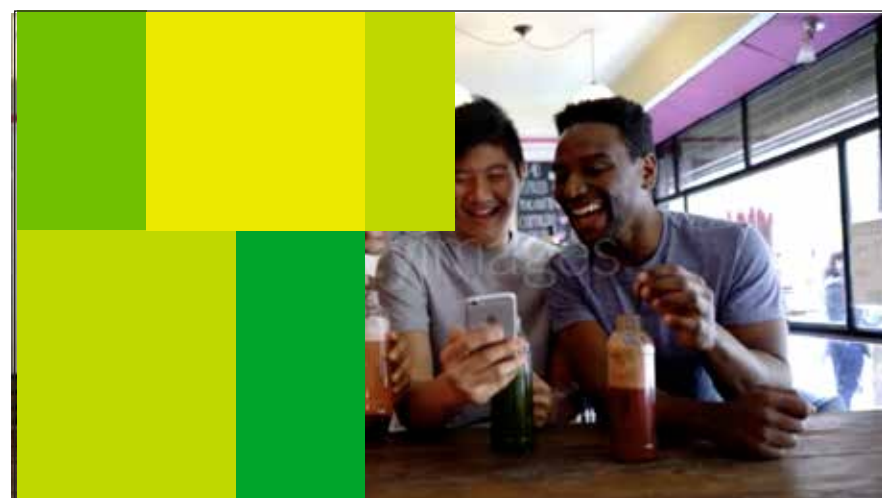
VO:– all of which helps brands by bringing in new customers,

33



VO: deepening relationships and driving overspend.

34

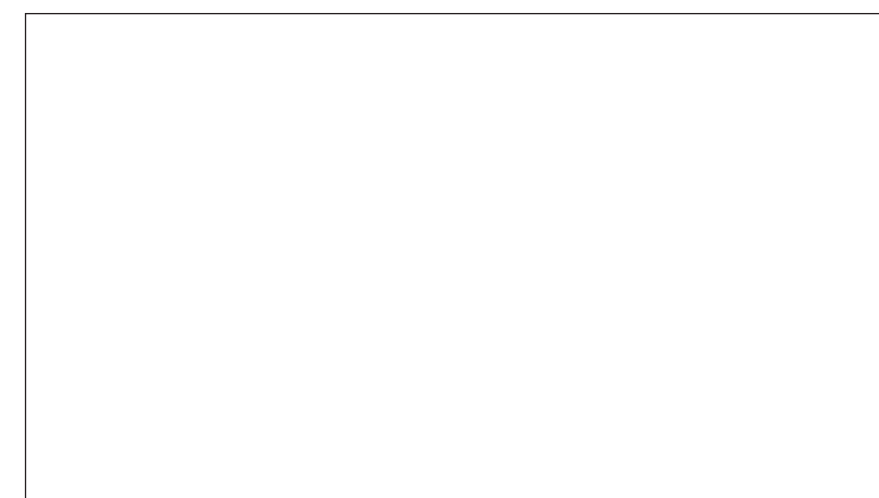


35



VO: Speaking of brands,

36



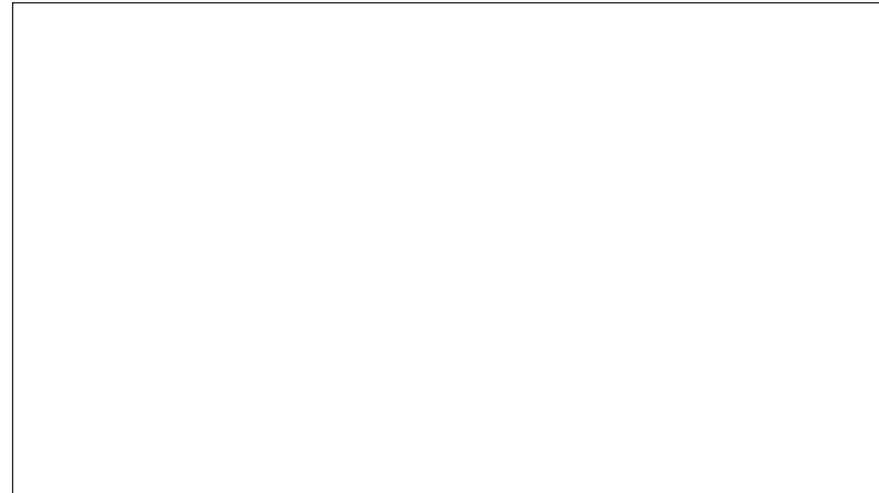
VO: the experience is just one piece of our omnichannel B2C offering.

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- A SEQUENCE OF BUSINESS-RELATED VIDEO / IMAGES:
- WALL STREET AND OTHER ECONOMIC CENTERS
 - GENERIC WHITEBOARDING (INNOVATION)
 - SOCIAL MEDIA ICONS
 - EMERGING PAYMENTS BEING MADE AND ACCEPTED
 - A ROOM FULL OF EMPLOYEES CELEBRATING

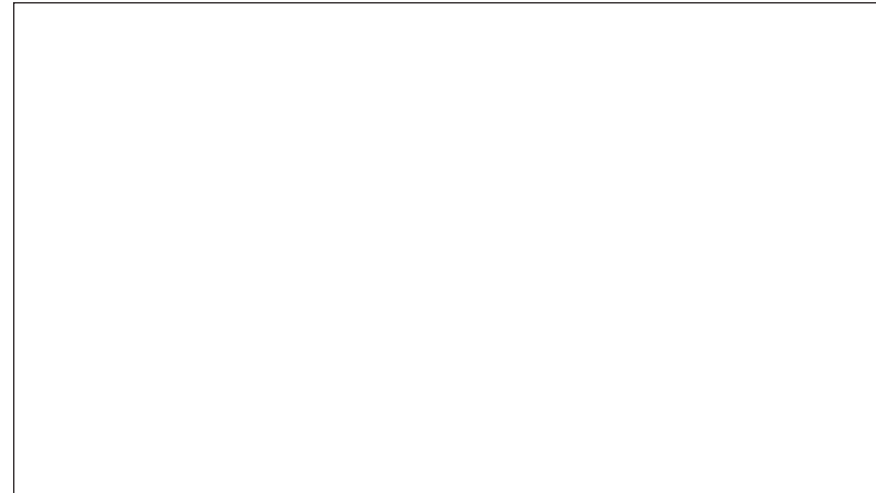


37



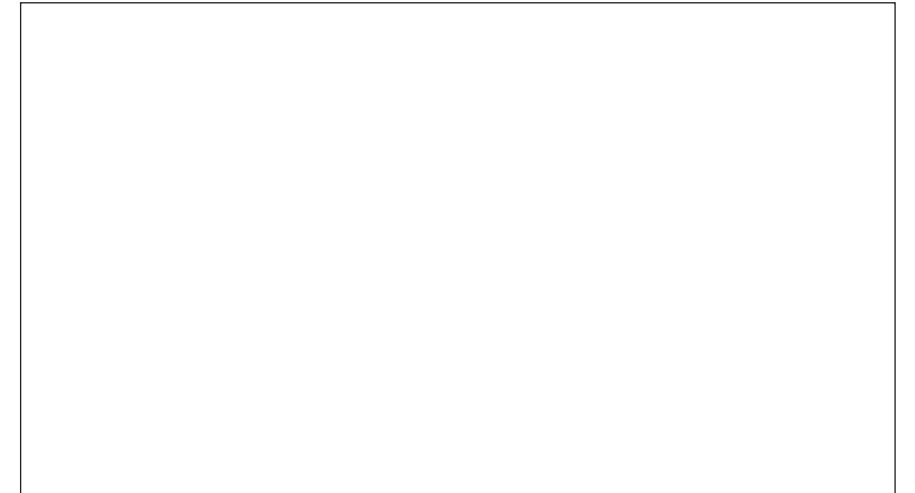
VO: There's our online gift card mall,

38



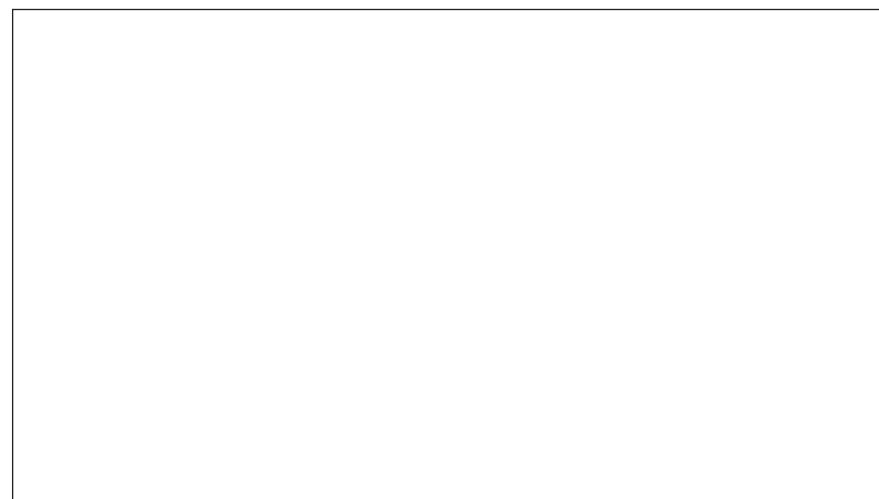
VO: contextual commerce,

39



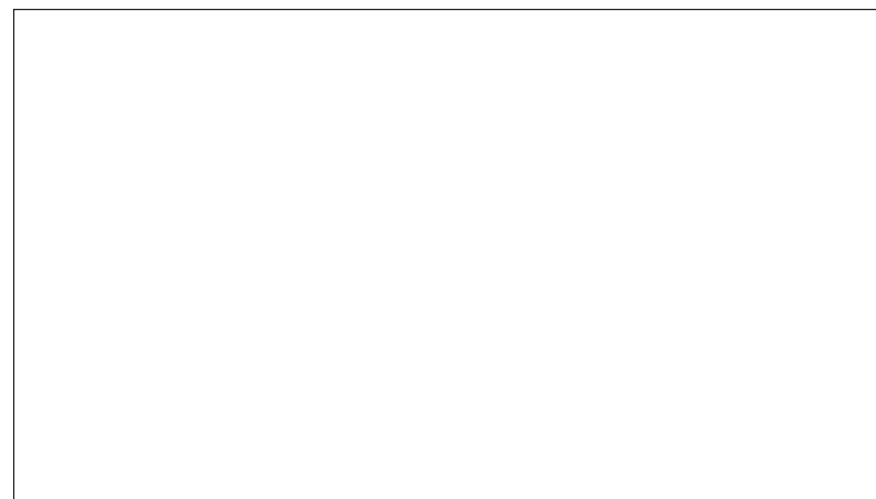
VO: emerging payment solutions and more.

40



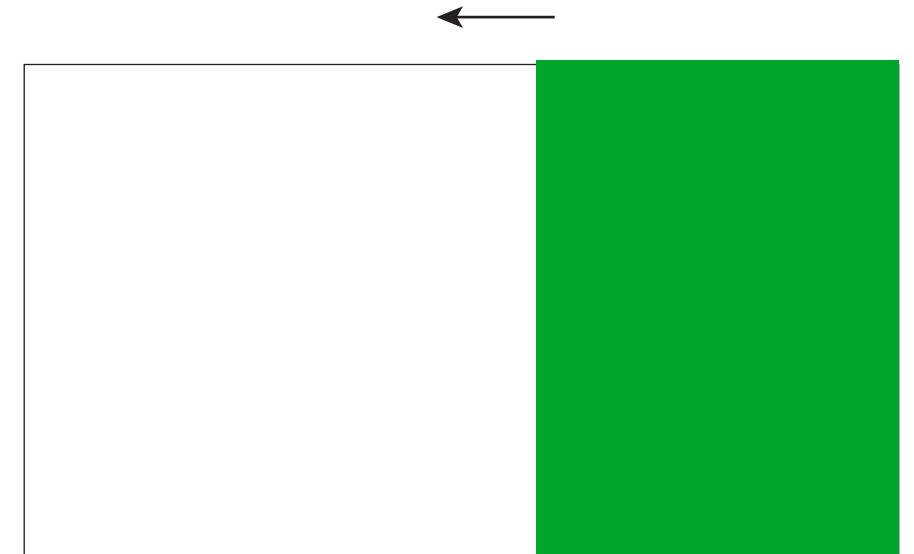
VO: We also help your brand engage with

41



VO: the growing \$42 billion B2B market.

42



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43 ←



VO: That's the Blackhawk Network Digital Gifting Experience –

44 →



VO: a powerful experience for shoppers and recipients, a powerful customer engagement tool for brands.

45



MOTION: BHN Logo appears and takes position in center
VISUAL: BHN Logo

46



VISUAL: BHN Logo
SUPER: BlackhawkNetwork.com
SUPER: ©2020 Blackhawk Network, Inc. All rights reserved.

47



VISUAL: BHN Logo
SUPER: BlackhawkNetwork.com 833.302.5745

48



MOTION: Logo moves back into center and holds
VISUAL: BHN Logo