



Snipp Interactive Announces LinkedIn Live Event: "Beyond the Transaction: How to Power Loyalty in the Trades"

Vancouver, BC – July 17, 2025 – Snipp Interactive Inc. ("Snipp"), a leading global provider of promotions, loyalty, and rebate solutions, is pleased to announce they are hosting a [LinkedIn Live](#) session titled "*Beyond the Transaction: How to Power Loyalty in the Trades*" on Wednesday, July 23rd, at 1:00 PM ET.

The event will unpack how B2B brands can move beyond one-and-done promotions and establish always-on loyalty strategies tailored to trade and channel partners. From smarter digital rebate programs to unlocking actionable data insights, the session will cover what it takes to build effective channel loyalty and incentive programs that foster partner success, whether that's distributors, contractors, installers, retailers, resellers, or affiliates.

Hosted by Chris Cubba, CRO, and Brendon Lemon, Dir. Business Development at Snipp, the conversation will feature guest speaker Bethany Sanker, Director of Client Services at Interrupt, a seasoned marketing executive with over two decades of experience helping manufacturers deliver premium innovative branded experiences to customers.

Snipp has powered successful [channel incentive programs](#) for multiple B2B companies, combining modular promotions and loyalty technology, custom rewards, and compliance expertise to create measurable business impact.

"B2B loyalty is more than just running isolated rebates or promotions that drive short-term volume but don't nurture long-term engagement," said Chris Cubba, CRO, Snipp Interactive. "It's about designing and implementing thoughtful, data-driven programs that keep partners engaged and invested in your brand. We've had the privilege of helping leading B2B companies in building materials, tools, industrial products, and beyond do exactly that, and we're excited to share what we've learned."

Event Details:

- **What:** *Beyond the Transaction: How to Power Loyalty in the Trades*
- **When:** Wednesday, July 23rd, 2025, at 1:00 PM ET
- **Where:** Snipp LinkedIn Live- [register here](#)

To learn more, visit [Snipp's LinkedIn page](#).

This session is part of Snipp's LinkedIn Live series, *Engagement Matters*, where each month the team covers what drives customer engagement, including consumer and market trends, best practices, real-world examples, and tips for driving customer engagement and loyalty across industry verticals.

About Snipp:

Snipp Interactive Inc. (TSX-V: SPN; OTCPK: SNIPF) is a leading Platform-as-a-Service (PaaS) company in the global loyalty and promotions sector. Snipp's proprietary and modular SnippCARE (Customer Acquisition, Retention & Engagement) Platform allows its marquee list of Fortune 500 clients and world-class agencies and partners to use various modules of the Platform to run long-term and short-term programs and promotions, while continually generating and capturing unique zero party data that is invaluable in providing insights to drive sales. SnippCHECK, the Platform's Receipt Processing Module has established itself as an industry leader and standard by powering a large majority of all receipt-based promotions in North America. SnippLOYALTY, the Platform's full scale modular loyalty engine allows clients the flexibility of deploying any/all aspects of a standard loyalty program on a case-by-case basis. SnippREWARDS, the Platform's modular catalogue of digital and physical rewards provides clients with global and easily deployable access to an extensive catalogue of digital and physical rewards. SnippWIN, the Platform's gaming module solves for the implementation and compliance difficulties of offering games of chance and skill on a global basis and allows for the global deployment and administration of legally compliant games of chance and skill. For more information, visit Snipp's website at www.snipp.com and its profile on SEDAR+ at www.sedarplus.ca.

Snipp is headquartered in Vancouver, Canada with a presence across the United States, Canada, Ireland, Europe, and India. Snipp is publicly listed on the TSX Venture Exchange in Canada and is also quoted on the OTC Pink marketplace under the symbol SNIPF.

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This press release contains forward-looking statements that involve risks and uncertainties, which may cause actual results to differ materially from the statements made. When used in this document, the words "may", "would", "could", "will", "intend", "plan", "anticipate", "believe", "estimate", "expect" and similar expressions are intended to identify forward-looking statements. Such statements reflect our current views with respect to future events and are subject to such risks and uncertainties. Many factors could cause our actual results to differ materially from the statements made, including those factors discussed in filings made by us with the Canadian securities regulatory authorities. Should one or more of these risks and uncertainties, such as changes in demand for and prices for the products of the company or the materials required to produce those products, labour relations problems, currency and interest rate fluctuations, increased competition and general economic and market factors, occur or should assumptions underlying the forward looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, or expected. We do not intend and do not assume any obligation to update these forward-looking statements, except as required by law. The reader is cautioned not to put undue reliance on such forward-looking statements.

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