



DigniFi Dealer Spotlight.

ExpressWay keeps customers loyal to Premier Chrysler Dodge Jeep RAM with a simple, innovative finance solution for every department in the dealership.

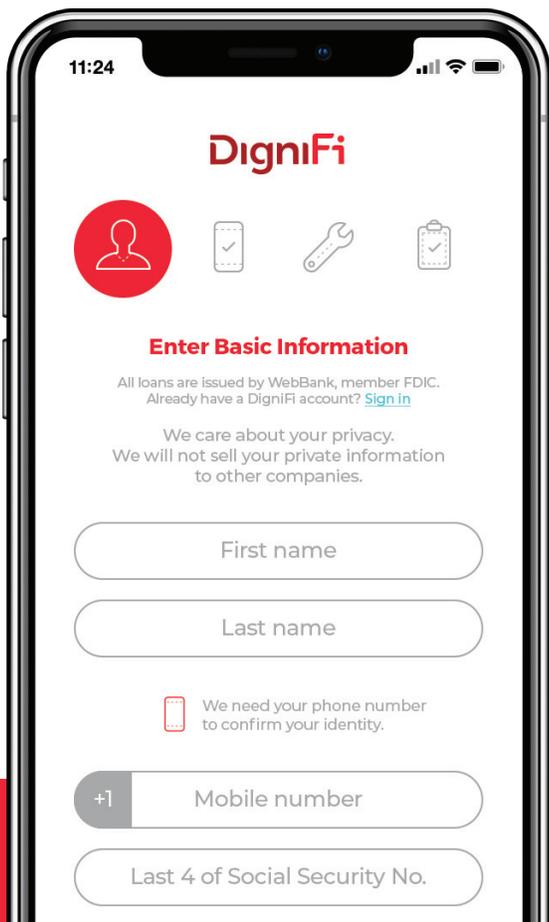
Providing More Opportunities for Profits in both Sales & Service.

Service advisors and salespeople share DigniFi point-of-sale materials with customers as well as text or email them a link to the DigniFi ExpressWay application. The dealership also promotes the financing on its TV system in the waiting area.

It is very simple for the customer to review the program information while they're waiting for their vehicle estimate. Customers can complete the loan application on almost any connected device. The customer needs a valid email address because all documents are signed electronically and emailed to the customer for their records.

Customers receive a revolving credit line, as well as access to a cash advance feature which can be used anywhere the customer chooses, even where the ExpressWay card is not accepted. Customers can receive a credit line up to \$7000. The minimum credit line is \$350. They can use as much of their line as they like and since it's a revolving line, they don't have to reapply each time they use their account.

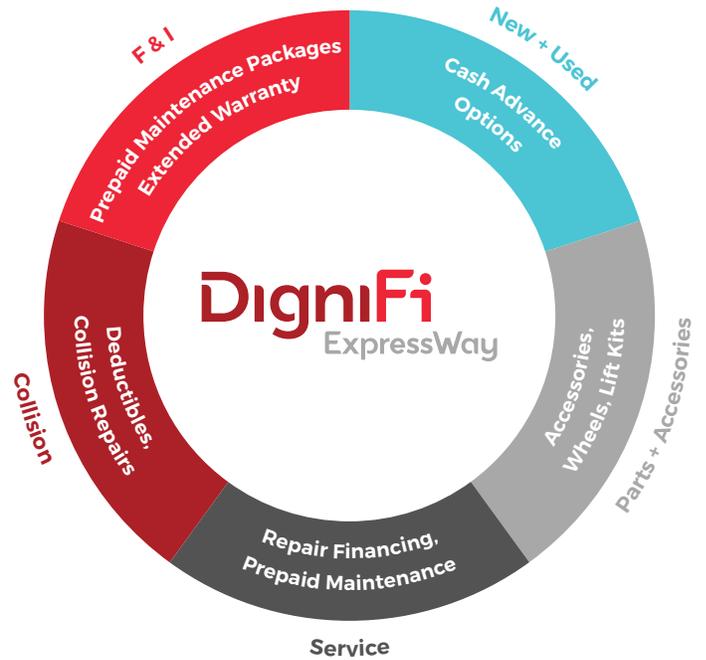
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DigniFi.com

A Better Customer Experience and More Sales

Frank Alvarez, Operating Partner at Premier Chrysler Dodge Jeep RAM of Buena Park, CA, runs a busy dealership that sells approximately 175 units per month and writes around 1,200 Repair Orders per month. He uses ExpressWay for both sales and service to help prevent customers from leaving due to a lack of funds. The dealership just started using it in the sales department and is already enjoying an additional 6-10 new and used vehicles sales per month by having DigniFi ExpressWay available for their customers.



Provides another Option when Cash is Tight



Many customers already dislike having to spend time getting their vehicle serviced and it makes it even worse if they cannot afford it,” Alvarez said. “They are usually surprised that the option exists and very happy that it does. It is especially good around the Holidays when they need to save their cash for presents for the family and to cover the mortgage,

Alvarez continued.



**All credit products are issued by WebBank, Member FDIC.

Keeping up with the Amazon’s of the World



DigniFi modernizes the vehicle sales and service process and our customers are thrilled that this option exists,” said Alvarez. “Frequently their only other option is a loan from their parents or aunt or uncle. Today it’s the Amazon world. If you want something you can get it the same day using Amazon Prime, and people are expecting that level of service from us. Our dealership wants to be forefront at instant gratification for our brands. With the user-friendly DigniFi app we can send customers a link that allows them to share the details and discuss it with their relatives. It opens up a whole new avenue for them. We recently built a brand-new modern building with lightning-fast Wi-Fi, USB charging stations, high-end TV screens, you name it. ExpressWay is another fantastic technology option on the tail end of that which helps us beat out the competition,

Alvarez added.

