

pinata[®]

Make rent rewarding



Private and confidential



WHAT IS PIÑATA?

Piñata is a free app that helps renters earn rewards, save on everyday expenses, and build credit for a sweeter rental experience.

You get rewards when you fly, when you pump your gas, but why not with your single biggest monthly expense? Piñata wants to change that.

When you use the Piñata app you get amazing rewards just for confirming your on-time rent payments. **But it gets better.** You can also build your credit, which can directly supercharge your financial wellbeing.

Piñata even lets you save on everyday expenses in our marketplace. And because giving back is crucial to our mission, each time you verify your rent payment we buy a meal for someone in need.





WHAT PIÑATA MEMBERS GET

Welcome gift

- \$30 gift card for national and local brands
- \$25 restaurant card

Rewards every month

- \$720 Piñata cash to spend on rewards (\$60/mo)
- Unlock more rewards and perks each month

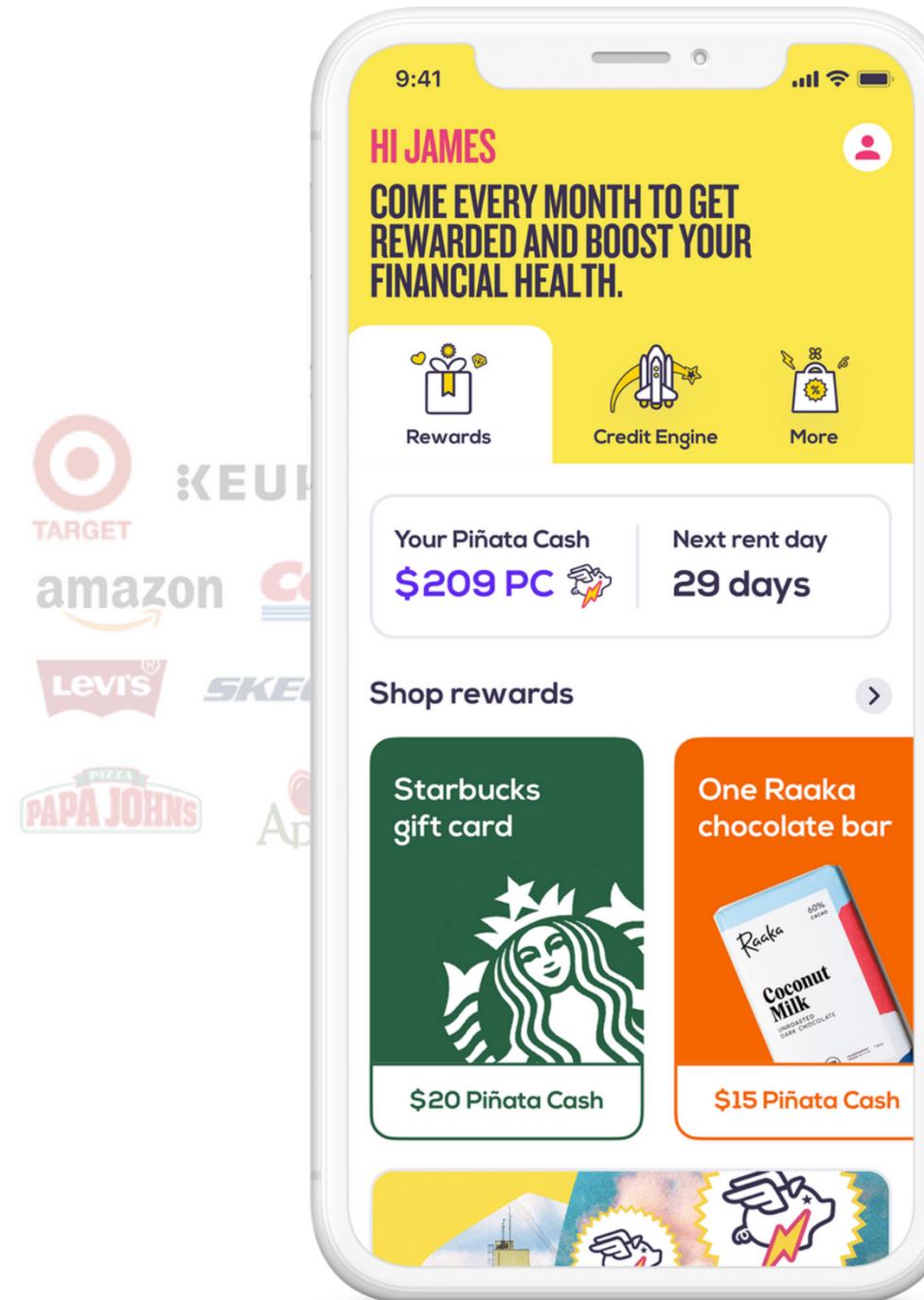
Member benefits every day

- Exclusive marketplace with over 300,000 deals
- Pre-lease renewal gift surprise

Credit Building*

Piñata reports your renters' on-time rent payments to all three credit bureaus

* Add-on feature.



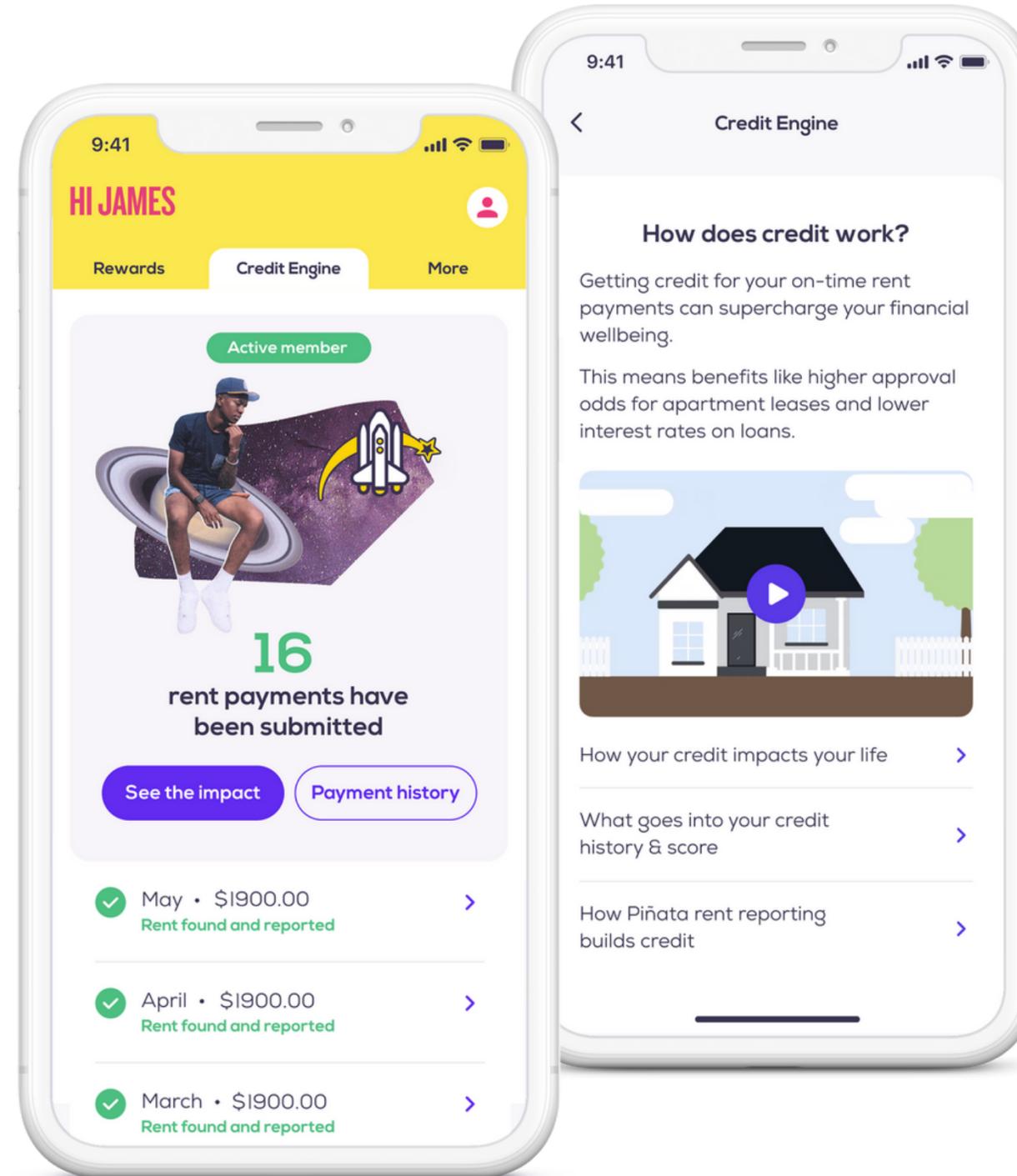


ADD ON: CREDIT REPORTING TO BOOST CREDIT SCORES

Rent payments to all three credit bureaus: Transunion, Equifax, Experian

We provide your renters with their credit score and education, along with the full rent payment history for simplified tracking.

- Reduce delinquency
- Increase ancillary revenue
- Reduce collections cost



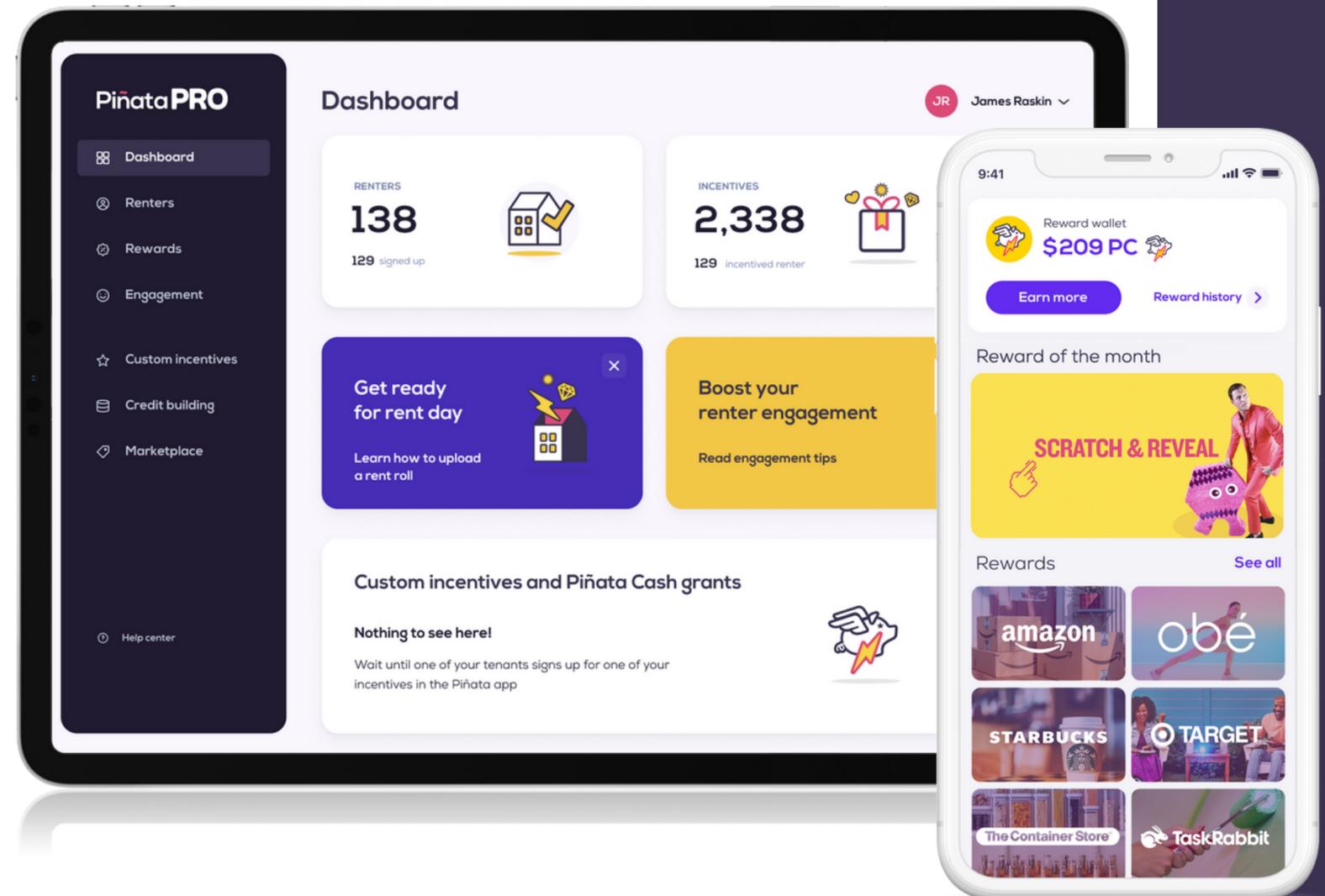


THE CUSTOM INCENTIVE REWARDS PLATFORM

Set up incentives to drive renter behavior from your Pinata Pro account.

Example incentives:

- Early lease renewals
- Timely maintenance reports
- Self-service maintenance
- Filter changes, cleaning
- Social media reviews
- Renter referrals for new lease signings
- Custom surveys





**PLUS: YOUR PARTICIPATION
HELPS US GIVE BACK**



**Our programs are just another way we make rent rewarding,
by giving back and helping those in need.**

Every time you pay rent, Piñata buys a meal for someone in need. We are proud of our incredible partners, Grace Marketplace and No Kid Hungry.





HOW YOU CAN SAVE ON EVERYDAY PURCHASES

\$4,700+ AVERAGE SAVED ON YEARLY EXPENSES

Average savings:

Everyday Living: \$240
 ~\$1200 on home goods, sports, clothing school supplies & sports
 Costco member \$50
 \$180

Food & Dining: \$595
 ~\$40 lunch per week \$208
 ~\$60 dinner per week \$312
 ~\$25 pizza ea month \$75

Automotive \$237
 2 vehicles
 4 oil changes \$48
 Average maintenance \$45
 Tires \$144
 1 new car every 5 years +\$3,221

Electronics \$314
 Laptops / computers \$88
 HD TVs \$88
 Cameras \$88
 Accessories \$50

Home Services \$370
 Cable services \$120
 Home Security \$250

Cellphone \$144
 2 phones ~\$60 per/mo \$144

Gifts \$95
 ~\$300 per yr on personalized gifts
 ~\$250 per yr on gift baskets, flowers

Personal & Family \$650
 Taxes \$50
 Childcare services \$500
 Online courses \$150

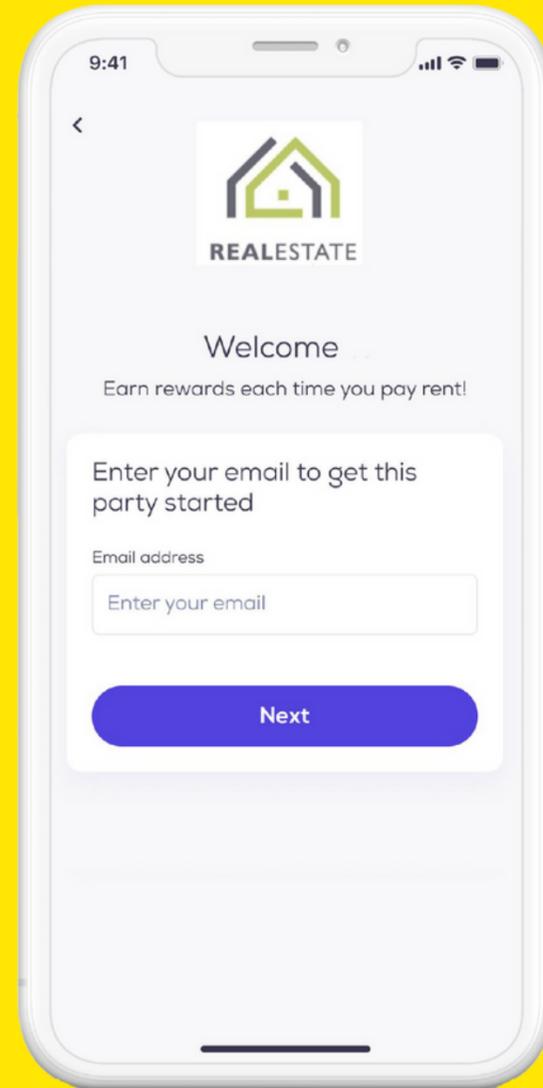
Insurance \$82
 Pets \$60
 Roadside \$22

Health & Wellness \$108
 Prescription glasses + contacts;
 eye exams; pharmacy prescriptions;
 dental; gym memberships

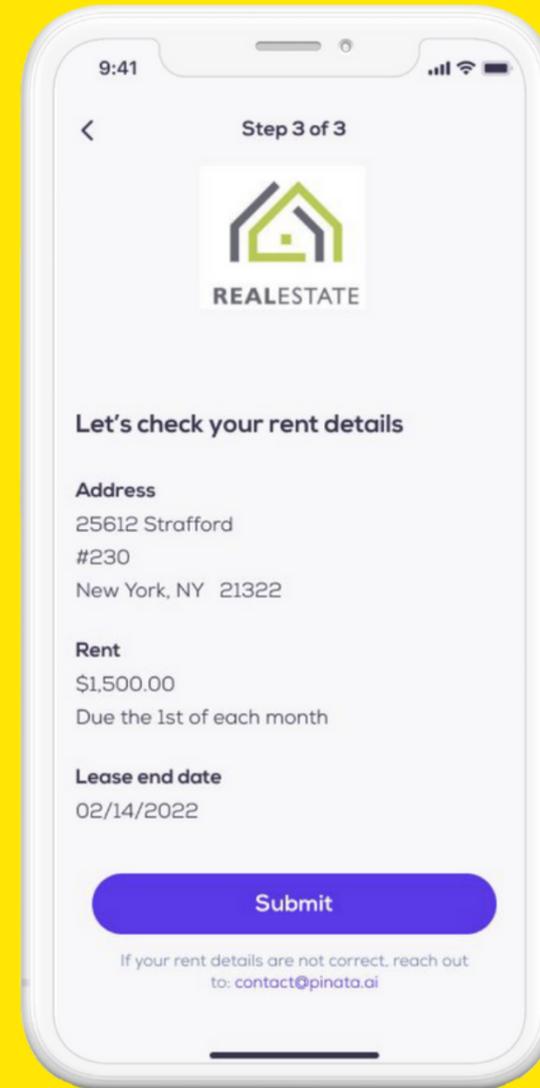
Travel & Entertainment \$1,822
 ~15 nights a year; ~4 admission tickets
 average accommodations & car rental;
 ~24 movie tickets

Concerts & Events \$75
 ~10 events per year
 If the average concert or sporting event costs \$75, you can expect to save \$7.50 with every ticket you purchase.

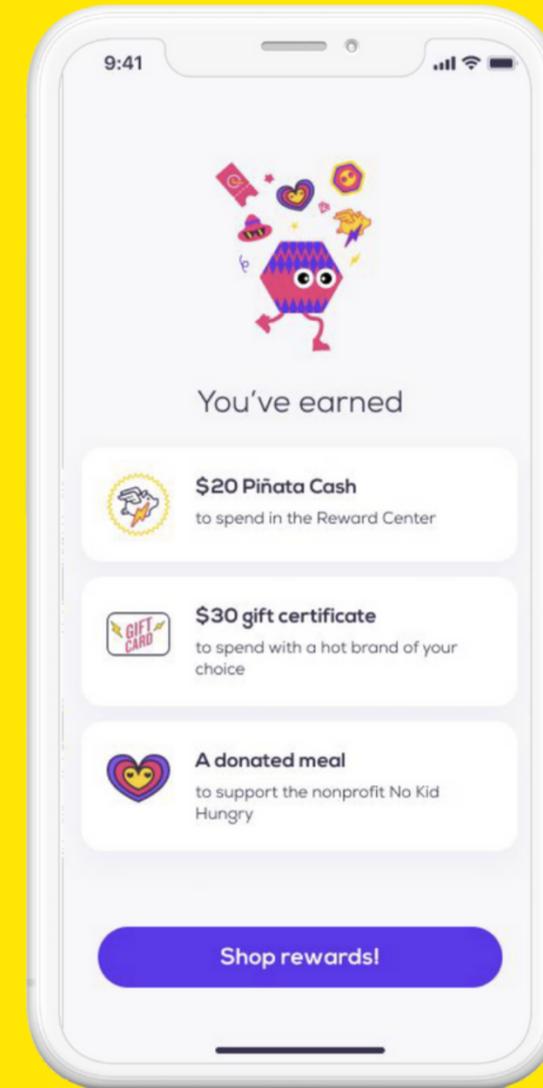
ONBOARDING IS EASY



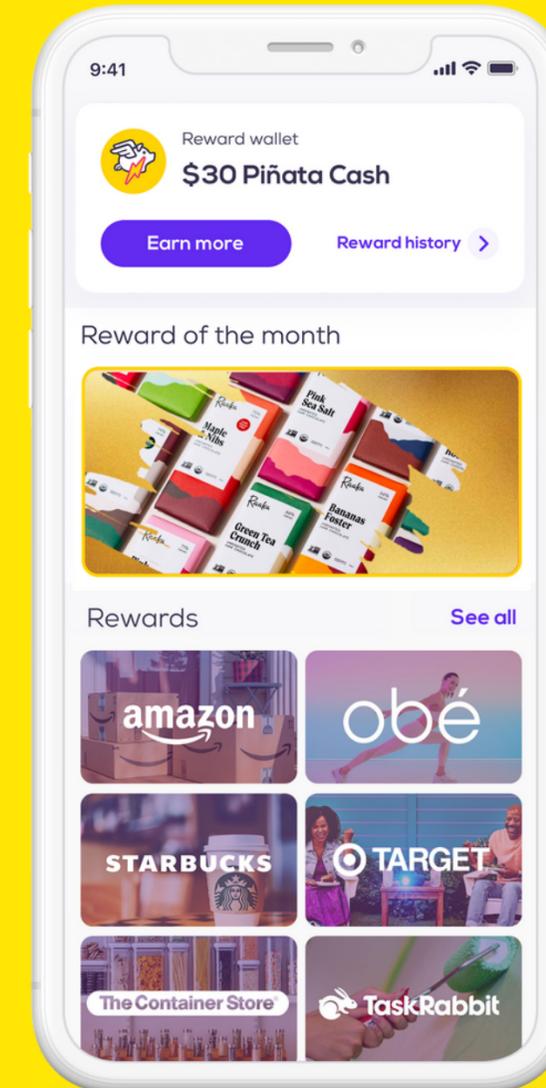
Renters receive an activation email and download the app.



Renters login and verify their rent information



You let us know who paid rent on time, and we'll take care of rewards.



Renters can redeem rewards anytime, shop deals and earn more.



Save money with exclusive deals

Shop a selection of discounts and offers at 1,000's of brands in our signature deals marketplace.



Boost your Piñata Cash anytime

You get boosts when you refer friends, take a survey or win prizes through our "Reward of the week" game on the home screen.



Earn Piñata Cash on Rent Day

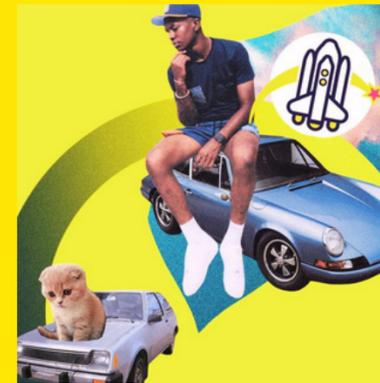
You get a \$20 Piñata Cash, our in-app currency, every month! Just come into the app to claim it before your next rent day (or you'll lose it!).



Spend Piñata Cash on rewards

Our Rewards Center is curated with brands you know and love, like Task Rabbit, Canva and Classpass!

HOW PIÑATA WORKS



Enjoy free credit building

We report your rent payments to 1 major credit bureau for free, so you can get the credit you deserve.

pinata®

THANK YOU!

