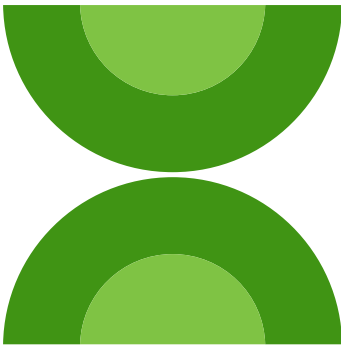
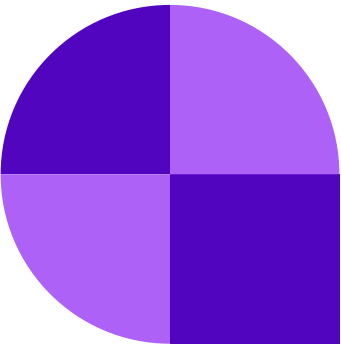


vindicia[®]
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Vindicia Subscribe

The platform for
subscription business
success

Is your traditional billing system limiting your success?

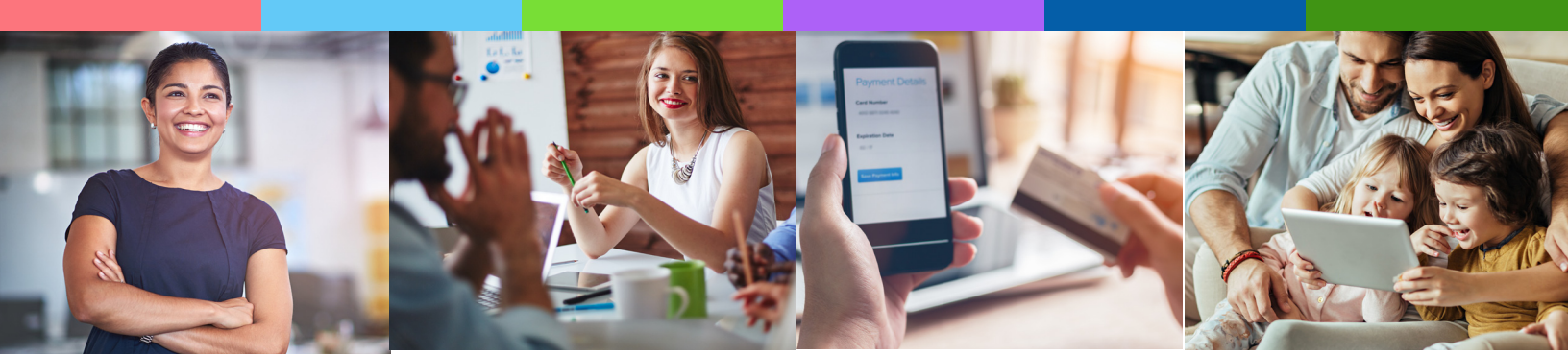
Traditional billing systems can limit the success of a subscription business, undermining business vitality in a number of ways:

- Soaring customer acquisition costs limit profitability
- Competitor agility causes active churn
- Slow IT processes – that don't readily support promotions, bundles, and expansion – reduce market share
- Billing performance, availability, scalability, and compliance requirements challenge bottom-line growth

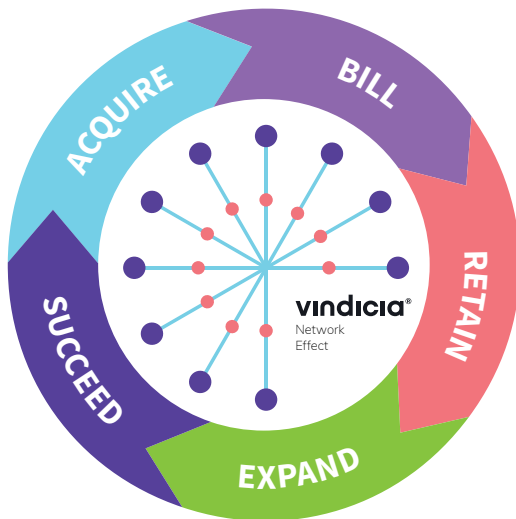
The common underlying cause of these problems is simply inadequate recurring billing that leaves gaps in the subscription business lifecycle.

Vindicia Subscribe (formerly CashBox) supports the entire subscription business lifecycle

Vindicia Subscribe is much more than just a billing system — it's a complete SaaS platform for subscription business success. With Subscribe, you boost business fitness by supporting every phase of the subscription lifecycle. Customer acquisition costs drop. You retain customers longer. Simplified upselling and expansion into new areas grow your business. And you will uncover insights that increase recurring revenue streams.



Take a closer look at how Vindicia Subscribe advances the subscription lifecycle



ACQUIRE: Attract and convert new subscribers.

Vindicia Subscribe gives you unmatched go-to-market flexibility:

- Quickly create, define, package, and promote any product, offering, or bundle
- Attract new customers with innovative offers leveraging multiple types of discounts, coupons, promotions, freemium, free trials, virtual currencies, gifts, and more
- Iterate on offers rapidly, deploying A/B testing to fine tune pricing and packaging to increase uptake and revenue

BILL: Support flexible billing and financial processes.

Take advantage of billing that's accurate and reliable at any volume. Subscribe supports:

- Sophisticated pricing options, including one-time, recurring, hybrid, and usage-based charges, along with bundles, discounts, different charge periods, and more

- Frictionless payments with support for multiple payment processors, payment methods and currencies
- Financial systems and process support, including accounts receivable, automated revenue recognition, taxes, fraud detection, chargeback management, general ledger and ERP

RETAIN: Minimize churn, increase revenue, and extend customer lifetime value.

Vindicia Subscribe reduces both active churn, which is when a customer chooses to cancel a subscription, and passive churn, which is when a customer leaves involuntarily due to a payment issue. With Subscribe, you can:

- Address active churn with loyalty, savings and win-back offers, as well as proactive communications and more
- Leverage flexible, sophisticated retry logic and advanced use of account updater to increase billing success
- Recover up to 15%–30% of previously terminally failed transactions with Vindicia's unique retention technology

"We know that effective subscription billing can be complex. It's critical to get all the nuances right, and that's why we chose to work with Vindicia. We look to Vindicia to make sure our billing processes help us retain customers."

— Steven Sesar, Co-Founder and COO, FreedomPop

EXPAND: Grow revenue streams and expand into new geographies.

Add power and flexibility to your efforts to find new revenue:

- Create and launch innovative cross-sell, up-sell, and loyalty programs
- Rapidly launch new product offerings and new lines of business
- Quickly expand your operations to new geographies, leveraging support for local compliance and tax requirements, multiple languages, currencies, and regional payment preferences

SUCCEED: Partner for long-term subscription business success.

With Vindicia, you get more than an end-to-end SaaS platform. You get a partner who is dedicated to your long-term subscription business success. Beyond our platform capabilities, clients benefit from our expertise in many ways:

- **Client Business Reviews (CBRs):** Analysis and benchmarking that help you optimize pricing, understand revenue patterns, reduce churn, and improve performance
- **Active implementation involvement:** Vindicia applies its experience to simplify, expedite and optimize deployment
- **Best practices:** Recommendations that are based on extensive data analysis and more than 15 years of experience
- **Customer Success Teams:** Ongoing assistance and support, post-launch, and throughout ongoing operations
- **Business intelligence:** Dashboards, reports, and unlimited access to data that help you visualize and improve performance

Security and performance across the lifecycle

As a SaaS platform, Vindicia Subscribe offers scalability and high availability backed by an SLA commitment of 99.99+% uptime. It complies with the strictest security requirements and privacy regulations as demonstrated by PCI DSS Level 1 certification, SSAE 18 SOC 1 Type 2, EU/US Privacy Shield, and GDPR compliance.

The "Network Effect" advantage

Injecting the Network Effect into the subscription lifecycle

Over the past 15 years, Vindicia has accumulated a massive set of payment and subscription business-related data. This data is based on \$38 billion processed during 940 million transactions involving over 350 million digital accounts. In analyzing this data set, Vindicia experts have developed and validated practical insights that bring unique value to our clients across the subscription lifecycle. This is what we call the Vindicia Network Effect.

We share insights from the Network Effect with our clients through:

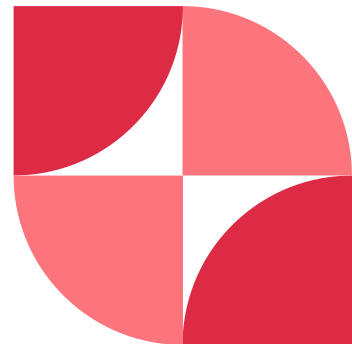
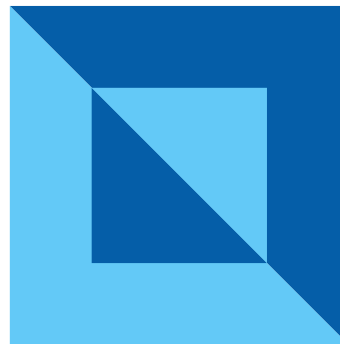
- Best practices
- Advanced retention technology that recovers more failed transactions, including up to 15 to 30% of terminally failed transactions
- Recommendations and benchmarking in Client Business Reviews

About Vindicia

Vindicia offers comprehensive subscription management solutions that help businesses acquire and retain more customers. Providing much more than just a billing and payments system, the company's SaaS-based subscription management platform combines big data analysis, strategic consulting and proprietary retention technology. Vindicia provides its clients with more recurring revenue, more customer data, better insights, and greater value throughout the entire subscriber lifecycle. To learn more visit www.vindicia.com.

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