CONTENT DELIVERY SEGMENTATION

This option adds 1-to-Many and 1-to-1 Segmentation Marketing capabilities to the basic Location Based Content – ALL, English Only or Location Based Content – Vary, English Only option and further allows the use of demographic and account information to present targeted advertising of a Customer's products and services using the Customer's ATMs. Themes (including Please Wait and Thank You screens) and Campaigns can be developed by the Customer for specific groups of consumers based on PANs or BINs called segments and sent to Customer's ATMs where the intended consumers can view and respond, if appropriate.

Consumers whose PAN falls into a defined BIN or PAN segment will be presented with the Theme and/or Campaign assigned to that segment. All other consumers will be presented the Location Based Content assigned to the ATM being used by the consumer.

In addition to the Location Based Content service, the Customer may define 2 PAN or BIN segments. Each segment may have up to two Campaigns with one optional coupon each and 1 Theme.

ADDITIONAL REPORTING AND WEBSITE ACCESS

- Themes and Campaigns Assigned to Consumer(s)
- Themes and Campaigns Assigned to Segment(s)

IMPLEMENTATION PROJECT – ADDITIONAL DIEBOLD NIXDORF RESPONSIBILITIES

- Provide list of BINs and/or PANs for each segment
- Provide distribution information (by BIN or PAN segment) and schedule
- For PAN Segmentation of Theme(s) and/or Campaign(s):
- Provide comma delimited file to allow for batch processing of consumer PAN using Diebold Nixdorf Customer List Processing Utility provided by Diebold Nixdorf to mask sensitive information
- Upload file created by the Diebold Nixdorf Customer List Processing Utility into Diebold Nixdorf's SafeTransfer system for secure transfer
- Training of Customer on use of Diebold Nixdorf Customer List Processing Utility to create file with secured PAN information

IMPLEMENTATION PROJECT – ADDITIONAL DIEBOLD NIXDORF RESPONSIBILITIES

- Configuring of Diebold Nixdorf's SafeTransfer system for Customer access
- Training of Customer to utilize SafeTransfer to submit PAN files

IMPLEMENTATION PROJECT – ADDITIONAL CLIENT RESPONSIBILITIES

- Provide list of BINs and/or PANs for each segment
- Provide distribution information (by BIN or PAN segment) and schedule
- For PAN Segmentation of Theme(s) and/or Campaign(s):
- Provide comma delimited file to allow for batch processing of consumer PAN using Diebold Nixdorf Customer List

Processing Utility provided by Diebold Nixdorf to mask sensitive information
- Upload file created by the Diebold Nixdorf Customer List Processing Utility into Diebold Nixdorf's SafeTransfer system for secure transfer