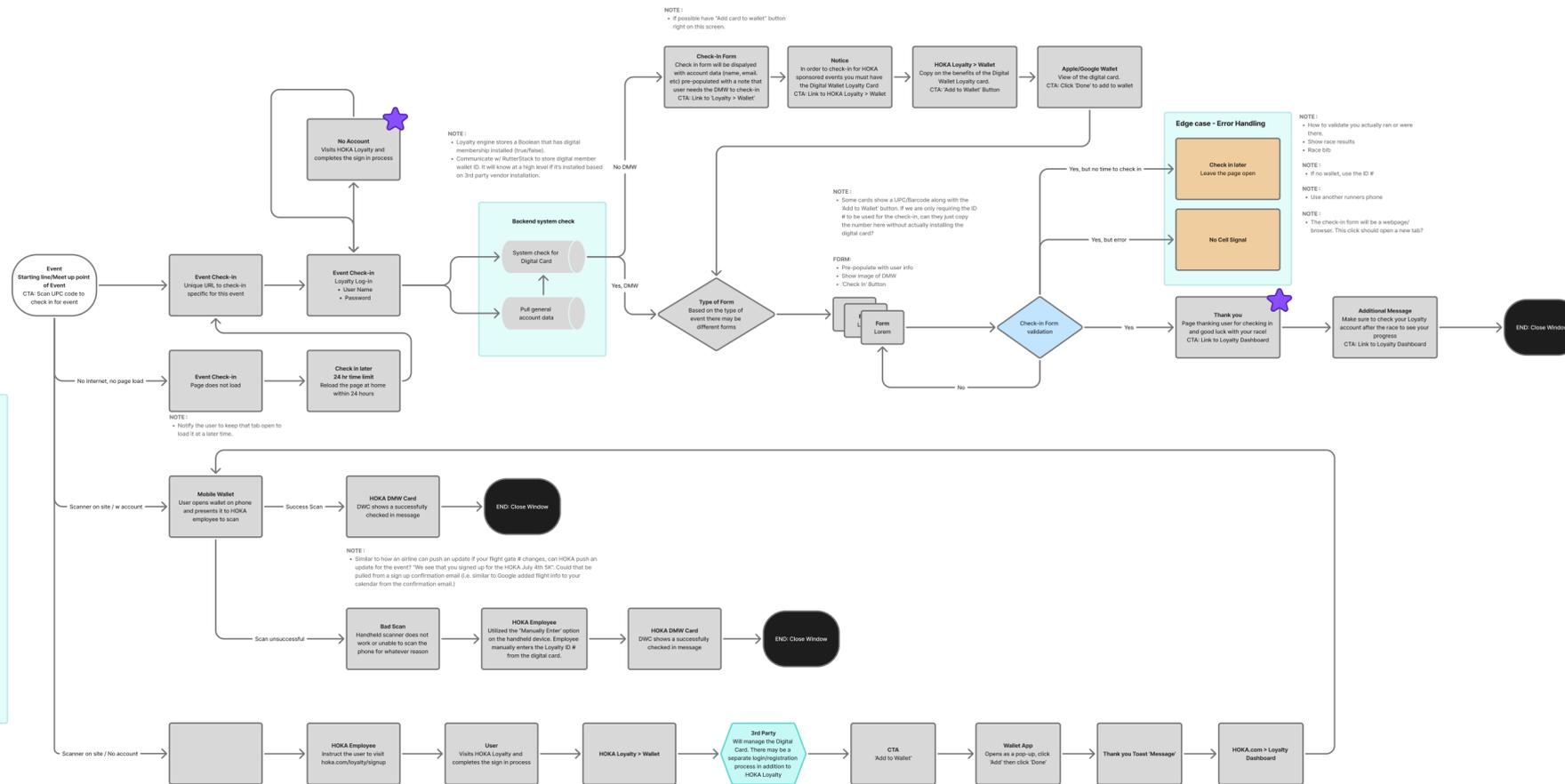
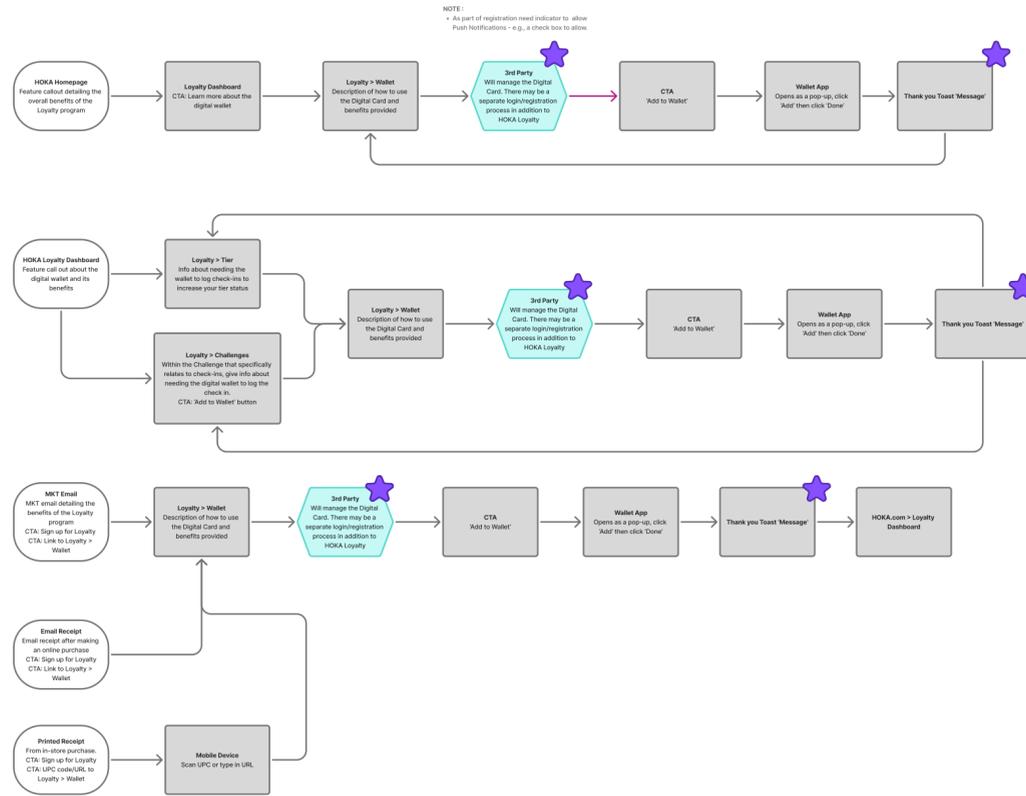




Digital Wallet

The DMW is a branded Loyalty card that a Member can install and add to their Apple, Samsung, Google (etc.) Wallet. The DMW functions similarly to a boarding pass or credit card within a native mobile wallet and serves as a direct touchpoint to the Loyalty program.

- Through their DMW, Members can:
- View earned Rewards and Badges in real time
 - Receive wallet notifications from the brand
 - Check in at retail locations and brand events
 - Scan a QR code or tap via NFC for check-in



Show on the Digital Wallet Card:

- Show a users' past transactional history (e.g., past purchases).
- Show \$ total
- Show tier level
- Show \$ amount to next tier
- Show tier expiration date

Show a users' event check-in history.

Have unique cards for each event. Based on a user's sign up confirmation for a race, automatically add a special card to the DMW.

If there is a unique card/tier item, and a user runs a race, pull in their race results.

Example Push Notifications:

HOKA [Location] running club is hosting a local event on [date].

You just reached Tier 3. Congrats! You now qualify for X benefits.

After the Event / Check In - Account Pages

