



REWARDS THAT **MOTIVATE.** BRANDS THAT **INSPIRE.**



We are RYMAX

Rymax is the leading incentive and loyalty marketing provider of full-service solutions that motivate and engage customers and employees by driving loyalty. We provide clients with a dedicated team, technological resources, and aspirational merchandise from the most desired brands across all categories. This is what makes us unique - understanding the target audience and delivering the right product mix with a program that delivers results.

We maximize business growth, engaging and motivating through branded rewards by delivering:

- An unmatched portfolio of rewards from today's most popular brands
- A customizable, proprietary online platform
- Rymax owned and operated direct fulfillment to the end user
- Dedicated in-house call center and support team

Aligning your brand with Rymax guarantees you exposure to new channels and sales in non-retail markets without disrupting your current distribution. We work in partnership with you to strategically manage channel representation and offer high-profile visibility to our high-profile clients.

The Industries We Serve

We are proud of our proven track record of success when partnering with top organizations from major industries, including:



AIRLINE



AUTOMOTIVE



CREDIT CARDS



FINANCIAL



BEAUTY



GAMING



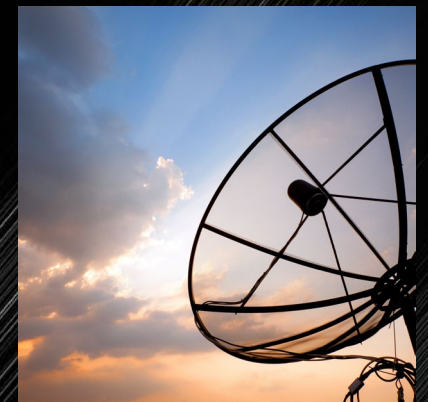
HOSPITALITY



PHARMACEUTICAL



RESTAURANT



TELECOM

The Company We Keep

Rymax is proud to work with some of the world's market leaders across various business sectors. These companies entrust Rymax to build their brands and develop stronger customer and employee relationships.

The Amgen logo consists of the word "AMGEN" in a bold, sans-serif, uppercase font.The AT&T logo features a globe icon with horizontal lines, followed by the text "at&t" in a lowercase, sans-serif font.The Boeing logo features a stylized "B" with a wing-like shape, followed by the word "BOEING" in a bold, italicized, sans-serif font.The Chase logo features the word "CHASE" in a bold, sans-serif font, followed by a stylized octagon icon.The Dell logo features the word "DELL" in a bold, sans-serif font, with the second "L" stylized to include a diagonal line.The Daiichi-Sankyo logo features a circular icon with a stylized "S" shape, followed by the text "Daiichi-Sankyo" in a sans-serif font.The Discovery Communications logo features a globe icon with a stylized "D" shape, followed by the text "Discovery" in a bold, sans-serif font, and "COMMUNICATIONS" in a smaller font below it.The Disney ABC logo features the word "Disney" in a stylized script font, followed by the ABC logo (a circle with "abc" inside).The Experian logo features a stylized "e" icon made of dots, followed by the word "experian" in a lowercase, sans-serif font, with a trademark symbol.The Hard Rock Hotel & Casino logo features the words "Hard Rock" in a stylized font, with "HOTEL & CASINO" in a smaller font below it.The Humana logo features the word "Humana" in a bold, sans-serif font.The LinkedIn logo features the word "Linked" in a bold, sans-serif font, followed by the word "in" inside a square icon.The Mary Kay logo features the words "MARY KAY" in a bold, sans-serif font.The Mastercard logo features two overlapping circles, with the word "mastercard." in a lowercase, sans-serif font below them.The MetLife logo features a stylized "M" icon, followed by the word "MetLife" in a bold, sans-serif font.The Mercedes-Benz logo features a three-pointed star inside a circle, followed by the text "Mercedes-Benz" in a sans-serif font.The MGM Resorts International logo features a lion's head icon, followed by the text "MGM RESORTS" in a bold, sans-serif font, and "INTERNATIONAL" in a smaller font below it.The Nationwide logo features a stylized "N" icon, followed by the word "Nationwide" in a bold, sans-serif font.The Resorts Casino & Hotel logo features the word "RESORTS" in a bold, sans-serif font, with "Casino • Hotel" in a smaller font below it.The Resorts World Casino logo features a stylized "R" icon, followed by the text "Resorts World" in a script font, and "CASINO" in a bold, sans-serif font below it.The Tissot logo features the text "TISSOT" in a bold, sans-serif font, with "SWISS WATCHES SINCE 1853" in a smaller font below it.The United Airlines logo features the words "UNITED AIRLINES" in a bold, sans-serif font, followed by a globe icon.The Verizon logo features a stylized "V" icon, followed by the word "verizon" in a bold, sans-serif font.The Wells Fargo logo features the words "WELLS FARGO" in a bold, sans-serif font.

Rymax is honored to actively participate in numerous industry associations, achieving certification and awards in the following areas:

AWARDS	CERTIFICATIONS	ASSOCIATIONS
<div data-bbox="389 465 555 615"></div> <div data-bbox="336 676 606 775"></div> <div data-bbox="321 882 675 961"></div>	<div data-bbox="960 475 1126 604"></div> <div data-bbox="960 668 1138 791"></div> <div data-bbox="825 875 1233 972"></div> <div data-bbox="940 1046 1154 1165"></div>	<div data-bbox="1508 491 1674 581"></div> <div data-bbox="1893 511 2178 572"></div> <div data-bbox="1493 679 1696 779"></div> <div data-bbox="1893 655 2186 791"></div> <div data-bbox="1462 882 1727 956"></div> <div data-bbox="1893 853 2173 996"></div> <div data-bbox="1674 1005 1954 1200"></div>

Our Footprint

Rymax was created to bring true innovation to the incentive industry. Initially formed as a Manufacturers' Rep Group and Fulfillment Company in 1995, our portfolio was comprised of 12 brands and less than a dozen client accounts.

After 28 years in the market, we've curated an unlimited portfolio of premier merchandise rewards with today's most sought-after brands. Our brand partnerships and breadth of assortment are unmatched in the industry.

With offices in New Jersey and Nevada and over 200,000 square feet of owned distribution/fulfillment facilities, we provide dedicated service to our customers and accommodate the varying needs of each program. A state-of-the-art inventory management system updates our product catalogs in real-time. It offers consumers live and direct access to the most sought-after rewards in the marketplace.

We work with our brand partners to create assortments of their best-selling products and provide forecasts to ensure availability and accessibility to our end users. We host the program's platforms in-house and can make updates to the product selections at the touch of a button.



The Rymax Rewards Collection

Rymax brand partners are a family of the most aspirational brands in the industry, spanning various consumer categories. We work with hundreds of globally recognized brands. Here are just a few of our partners:



BALENCIAGA

BANG & OLUFSEN

BOTTEGA
VENETA

B
BREITLING
1884

BURBERRY

Callaway
GOLF

CALPAK

Chopard

DELL

dyson

Echelon™

FERRAGAMO

Google

GUCCI

HENCKELS

IPPOLITA

JOHN HARDY
EST BALI 1975

JO MALONE
LONDON

JUDITH LEIBER

LALIQUE

LONGINES®



Miele

MICHAEL KORS

MONT
BLANC

RALPH LAUREN

SONOS

TIFFANY & Co.

T+
TISSOT
SWISS WATCHES SINCE 1853



Opportunities for Placement: Customer Loyalty Programs

75% of consumers today hold a loyalty or rewards membership. Guided by Rymax experts, we build customized programs to maximize performance. These programs include:

Points-based Programs – redeem immediately at set milestones or build up points for higher valued rewards

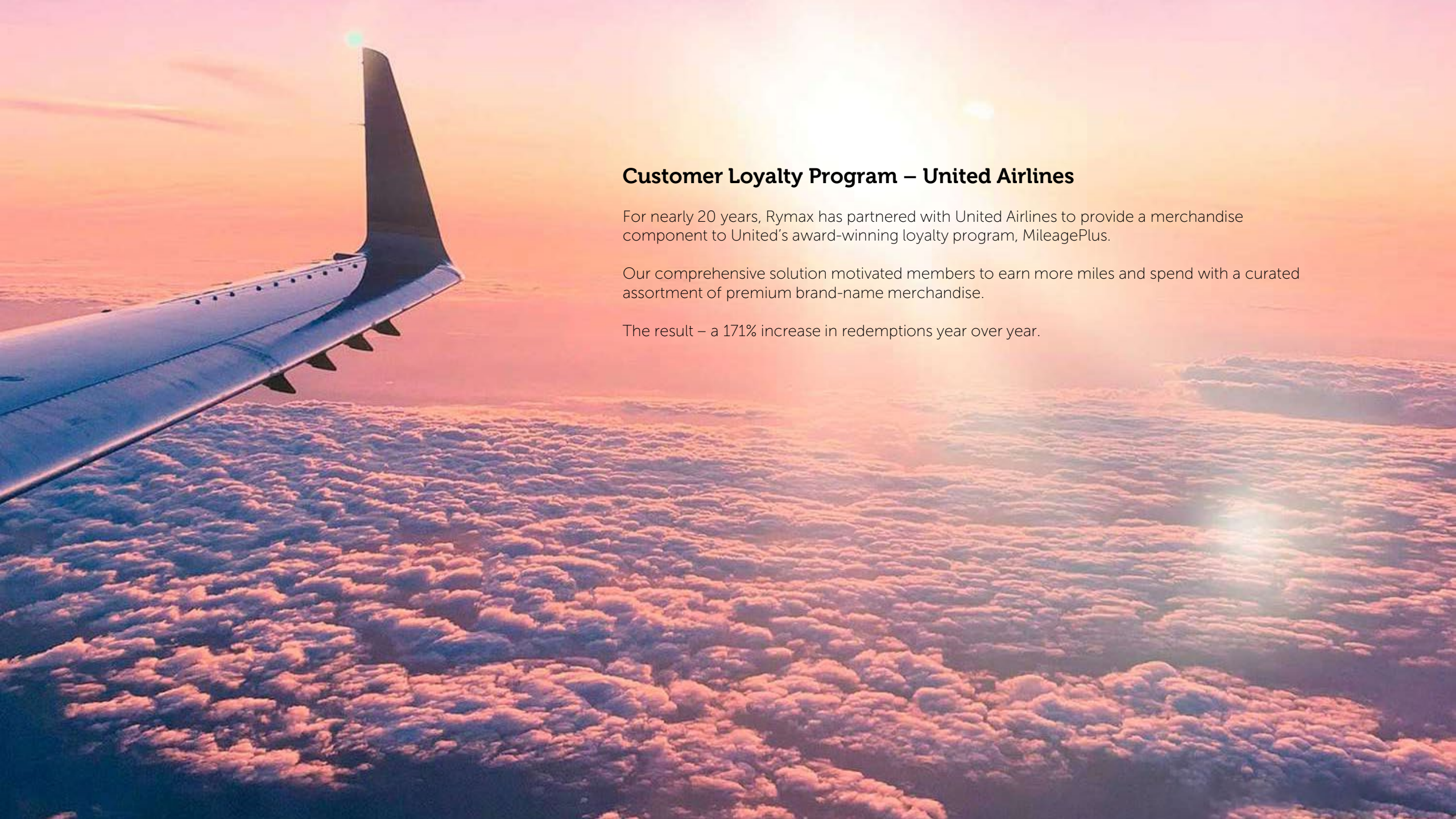
Level-based Programs – offer awards that motivate participants to reach the next level

Gift Card Programs – an easy, convenient way to provide instant rewards to participants, can be personalized and reinforces the brand message

Product Giveaways – reward loyal customers and provide instant gratification. Immediate fulfillment is guaranteed

Sweepstakes – add a fun component to build databases or add value to consumer offers

Experiential & Celebrity Events – custom VIP experiences with relevant, tangible rewards to create a memorable experience



Customer Loyalty Program – United Airlines

For nearly 20 years, Rymax has partnered with United Airlines to provide a merchandise component to United's award-winning loyalty program, MileagePlus.

Our comprehensive solution motivated members to earn more miles and spend with a curated assortment of premium brand-name merchandise.

The result – a 171% increase in redemptions year over year.

Opportunities for Placement: Employee Rewards Programs

Recognizing and appreciating employees through the power of premium, in-demand merchandise demonstrates how much an employer values them. Rymax crafts merchandise reward programs that recognize accomplishments and teamwork increase productivity, and show appreciation. Program components can include:

Sales Incentives – reward top performers

Service Awards – recognize employees for their service and dedication

Appreciation Programs & Events – celebrating individual and team milestones

Recruitment & Retention Strategies – attract and retain top talent and decrease turnover through rewards

Wellness Programs – Encourage a healthy workforce and promote well-being, reduce sick days, and boost productivity



Employee Rewards Program – Mary Kay Cosmetics

Since 2021, Rymax has partnered with Mary Kay Cosmetics to offer a recognition program for their 70,000+ Independent Beauty Consultants.

Using Rymax's full-service solution, Mary Kay's points-based Star Consultant Program motivates consultants to meet and/or exceed their annual sales goals.

The program, managed by Rymax reward experts, includes a customized redemption platform with brand communication tools.

The result – impressed by the premium merchandise reward options, Mary Kay increased their assortment from 18 merchandise options per quarter to 10,000+ per year.





How to get started

After over 25 years of building successful incentive programs for global brands, Rymax has a streamlined process to quickly onboard new brands and is flexible within your seasonal strategy. Below are the primary stages and key steps:

Brand introduction:

- Align on distribution strategy and placement guidelines
- Review the product assortment, availability and pricing
- Understand the brand's DNA, market, and consumer positioning

Planning and set-up:

- Complete any on-boarding paperwork including finalizing commercial terms and Dealer/Vendor Agreement
- Introduce brand contacts to our Purchasing Team and their dedicated Buyer
- Go over the terms of our partnership and provide the Buyer with assortment and setup information
- Announce the partnership internally to the Rymax Sales and Merchandising teams
- Begin launching agreed upon assortment into online programs and upcoming event placement for redemption

On-going process:

- Identify Rymax incentive program placement and program-specific brand experience
- Confirm assortment, product offering, and pricing
- Work together on Marketing strategies within the channel to boost ROI
- Build necessary communication tools and provide ATS, opportunity buys and forecasts as we grow



We look forward to partnering with you.

Paige Finlay
Manager of Vendor Relations

Email: pfinlay@rymaxinc.com
Direct: 973.582.3283

TM