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## Cash back platform puts money in the pockets of Canadians

Ampli, powered by RBC, offers exclusive rewards and deals from a vast array of retailers curated specifically for a member's daily wants and needs

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Picture, if you will, an ordinary weekday. Perhaps in between Zoom meetings and household chores you order some food to your home, pick up essentials from the drug store and purchase a gift for a loved one online.

While you've engaged with an assortment of retailers and shopping platforms along the way, it has been by all accounts an average day in your life. That is, until you find that extra cash has appeared in your pocket seemingly out of nowhere.

And just like that, an ordinary day has turned extraordinary.

It's a narrative that the creators of mobile app Ampli are hoping will become familiar to all Canadians who download their unique cash back platform powered by the Royal Bank of Canada.

With a goal of rewarding consumers for simply being themselves, it welcomes Canadians from over 130 financial institutions across Canada to reap cash back rewards and exclusive deals from a vast array of retailers curated specifically for that member's daily wants and needs.

"What we never want to do is tell Ampli members how to go about buying something," says Ampli founder Darby Sieben, emphasizing that similar apps on the market offer deals specific to one financial institution, one particular card or one means of shopping.

"If you want to use a debit card, or credit card, or you want to buy online or in-store, we're going to try to help you maximize your choice."

The way that works, he explains, is simple. Those interested in joining Ampli will download the app and connect their financial information to the platform. After that, they won't have to do anything else to activate rewards besides going about their normal shopping routine.

"Using high-level information about your existing shopping habits, we help you to earn rewards from the retailers you love and make valuable connections with retailers you'll likely be interested in," says Sieben.

Ampli's expansive list of partners has included everyday go-tos such as Rexall, DoorDash and HBC, smaller-scale favourites such as Colossal Cookie Co. and Knix, and service-based retailers such as 1-800-GOT-JUNK? and Mr. Lube.

"While offers change from day to day, our partner brands have provided Ampli members cash back deals as high as 25 per cent," says Sieben. "What's more, our cash back system is stackable. So, if you shop at Rexall, for example, you can still collect Rexall Be Well points, still collect rewards from your debit or credit card of choice plus earn cash back from Ampli. That's a huge value when added together."

Sieben adds that while the platform is highly enticing to many Canadians, there is understandable trepidation around sharing one's financial information with a secondary source. He emphasizes that while this is an important and valid concern, Ampli will neither receive nor store a user's financial account information such as their credit card number.

"Protection and privacy are our No. 1 priorities," he says. "Because we're backed by RBC, we leverage all the security measures they already have in place."

Sieben explains that Ampli is able to tailor offers to each member so they're able to get the most relevant offerings for their needs and lifestyle. With many other reward programs, the options can seem overwhelming, so Sieben and his team are using their analytics expertise to make Ampli as intuitive and personalized as possible.

Sieben adds that in this particular time of economic fluctuation, where change and uncertainty are universal realities, Ampli is designed to evolve and move with the consumer and to add value to their lives no matter what a particular day holds.

"If we can help get some money back into the pockets of Canadians, we're happy," he says. "We think this could really be a game changer for many people and many families."

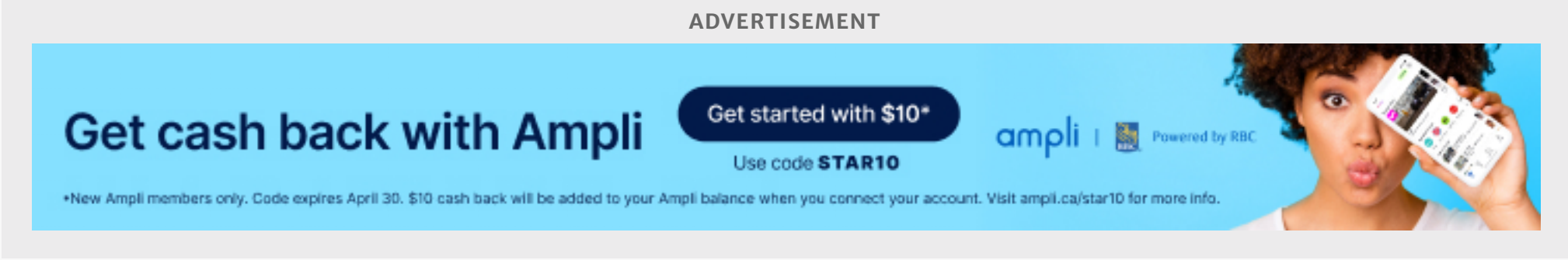
*Interested in joining Ampli? Sign up today with the code STAR10 to receive \$10 cash back added to your Ampli balance when you connect your first account.*

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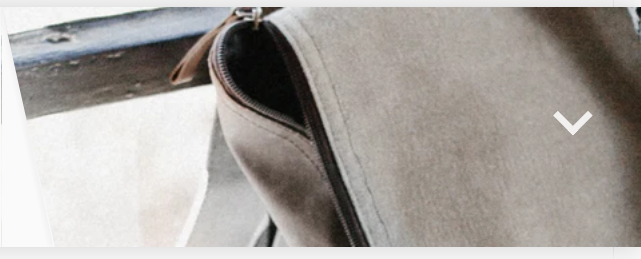
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