

January 2, 2018



# Chanticleer Holdings to Deploy Mobivity's Blockchain Technology to Power Cryptocurrency Rewards Program

PHOENIX, Jan. 02, 2018 (GLOBE NEWSWIRE) -- Mobivity Holdings Corp. (OTCQB:MFON), makers of the award-winning platform for intelligent and personalized marketing in the real world, and Chanticleer Holdings Inc. (NASDAQ:BURG), the owners and operators of several fast casual restaurant brands, today announced plans to use MobivityMind, a blockchain-architected platform for commerce and customer communication across brands, to power their groundbreaking cryptocurrency customer loyalty and rewards program. Chanticleer Holding's brands, including BGR (Burgers Grilled Right), Little Big Burger, and American Burger Co., will leverage the MobivityMind platform to reward customers with a currency that can be leveraged across all Chanticleer Holding brands - and beyond. "Eating a burger is now a way to mine for cryptocurrencies! Every meal enjoyed at any Chanticleer Holdings brand will accrue currency for the consumer that can be used for future meals or traded with other consumers. It transforms traditional consumer rewards into something that the consumer can control," said Dennis Becker, CEO of Mobivity, and visionary behind the concept.

"We wanted to expand our existing loyalty program with something that really changes the way our customers can leverage their rewards; Mobivity Merit is real cryptocurrency, leveraging the same infrastructure and principles of Bitcoin, Ethereum, Ripple, Litecoin, and more, and will enable our customers to make use of their rewards in entirely new ways," said Michael D. Pruitt, Chairman, President and CEO of Chanticleer Holdings. "Use your Merit mined by eating at Little Big Burger to get a buffalo chicken sandwich at American Burger Co., or trade them with your vegan friend so he can get a veggie burger at BGR. And that's just the beginning," he continued. Mobivity's Merit allows brands to create one-time use rewards which can be redeemed across brands and traded with virtually no fraud concern by leveraging the decentralized blockchain-based cryptocurrency paradigm. "We're excited to see how consumers respond to the idea of getting real, transferrable, secure value in exchange for their loyalty to our brands," added Pruitt.

Most loyalty programs create small, brand-specific data silos and a fragmented experience for consumers. Blockchain, coupled with the MobivityMind platform, can securely store transaction records across brands and allow consumers to build our Merit 'currency' that can be used as they go about their lives. Each transaction informs the brand, rewards the consumer, and enriches the consumer's persistent digital identity. Consumers can take that persistent identity, including their preferences and habits, and leverage it across brands to get better, more personalized service. With MobivityMind, each brand owns the data about their interactions with a consumer, but the consumer owns the data about ALL of their transactions across all brands, stored in the distributed ledger of blockchain technology. "This is the democratization of consumer data, putting the power back in the people's hands

rather than giving it to the data-aggregators who trade it without the knowledge, consent, or benefit to the consumer,” said Corey O’Donnell, SVP of Marketing for Mobivity. “It’s great for brands, great for customers, and great for the economy; as we expand our partnerships the relationship and data exchange between brands and consumers will grow exponentially. It’s a marketers’ dream, but great for consumers at the same time,” he added.

Mobivity and Chanticleer Holdings announced plans to begin the deployment of this new program beginning in mid-2018, and expect it to be fully deployed across all Chanticleer brands before the end of the year. “It’s really exciting to be at the forefront of this kind of revolution in data, marketing and commerce, and to be in partnership with a proven technology innovator like Mobivity. You can see how this technology is going to fundamentally change the relationship between brands and consumers for the better, and we’re thrilled to lead the way,” Pruitt, Chanticleer’s CEO, concluded. “We needed a visionary partner with multiple brands and the desire to be a disruptor to launch Mobivity Merit, and we are thrilled to be working with Chanticleer Holdings as we disrupt commerce and empower consumers,” added Becker, Mobivity CEO.

For more information, or to schedule a briefing on Mobivity solutions, please contact Corey O’Donnell, SVP of Marketing for Mobivity, at (480) 588-2470, or [corey.odonnel@mobivity.com](mailto:corey.odonnel@mobivity.com).

For investor and media inquiries to Chanticleer Holdings, Inc. please contact (704) 366-5122, or [IR@chanticleerholdings.com](mailto:IR@chanticleerholdings.com).

### **About Chanticleer Holdings, Inc.**

Headquartered in Charlotte, NC, Chanticleer Holdings (HOTR), owns, [operates and franchises](#) fast-casual and full-service [restaurant brands](#), including American Burger Company, BGR – Burgers Grilled Right, Little Big Burger, Just Fresh and Hooters.

### **About Mobivity**

Mobivity provides a platform for intelligent and personalized marketing in the real world. Real world customer activity in national restaurants, retailers, and personal care brands is difficult to track and connect to digital actions. Mobivity leverages detailed purchase data and communications platforms to improve business results by understanding, predicting, and influencing consumer behavior. We drive better actions and inform decisions by connecting point of sale outcomes to the events and influences that caused them. For more information about Mobivity, visit [mobivity.com](http://mobivity.com), or call (877) 282-7660.



Source: Mobivity Holdings Corp.