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Mobivity Announces Launch of re•currency, Schedules Webinar to Detail Blockchain Plans

PHOENIX, Feb. 08, 2018 (GLOBE NEWSWIRE) -- Mobivity Holdings Corp. (OTCQB:MFON), makers of the award-winning platform that increases customer visits and spend in restaurants, retail, and personal care brands, today announced the rebranding and relaunch of the company's core platform under the name "**re•currency**" (<http://re-currency.com/>). **re•currency** is a suite of products that increases customer engagement and frequency by capturing detailed transaction records, analyzing customer habits, and motivating customers and employees through data-driven messaging applications and cryptocurrency rewards. Mobivity also announced a joint webinar session with their inaugural partner for **re•currency**, Chanticleer Holdings Corp. (NASDAQ:BURG) on Thursday, February 15th at 3pm Eastern, to review the **re•currency** suite and their plan for blockchain-powered currency concepts. You can register to [join the webinar here](#).

"The response to our recent announcement with Chanticleer Holdings Corp. (NASDAQ: BURG) to launch a rewards currency (formerly Mobivity Merit) leveraging blockchain technology has been overwhelming. We have been in the business of better connecting consumers and brands for over a decade, and this latest development is a satisfying milestone in that mission," said Dennis Becker, CEO of Mobivity. "We want our platform's identity to communicate our value. Re•currency is the act of 'happening again or repeating,' which is exactly what we do for the sales of our customers, and we earn the consumer's repeat visits with Reward Currency, or 're•currency'."

The **re•currency** suite is comprised of several applications, sold together or independently, to drive customer retention and incremental sales and traffic for brands. They include **re•capture**, a light-weight and effortless way to aggregate, capture, and cleanse transaction and consumer data at the point of sale; **re•ceipt**, which transforms the printed or digital receipt into a dynamic communications medium; **re•ach**, which allows brands to connect and motivate customers away from their physical location through SMS text or the more advanced RCS or iMessage for Business standards, **re•up**, a tool to measure and motivate employee performance on customer upsell, service time, and efficiency; and finally **re•cognition**, which analyzes the data and intelligently predicts and triggers motivating communications and business process improvements. **re•currency** is also the name of the digital currency designed to provide incentives to consumers for their loyalty, as well as to employees for promoting the business's interests.

"Our clients are restaurants, retailers, and personal care brands. These businesses struggle to connect to their customers amidst crowded competition, easy customer defection, complicated marketing tactics, poor data visibility, and much more. Our sole mission is to help the network brand, each location owner, and their partners grow by better connecting to

their customers. That starts with getting those customers back more frequently and keeping them coming back with meaningful incentives.” Said Corey O’Donnell, SVP of Marketing for Mobivity. “The re•currency suite is purpose-built to bring customers back for these brands,” he added.

To join the webinar and learn more about **re•currency** and the application of blockchain technology to cross-brand consumer rewards, please register at bit.ly/recurrency-webinar. The webinar will feature a presentation by Mobivity, with comments from Michael D. Pruitt, Chairman, President and CEO of Chanticleer Holdings.

To learn more about **re•currency**, visit Mobivity at the [International Franchise Association](#) (IFA) annual convention, taking place February 9th-13th at the Phoenix Convention Center & Sheraton Grand Phoenix. Mobivity can be found in **Booth 542** during the exhibit hours.

For more information, or to schedule a briefing on Mobivity solutions, please contact Corey O’Donnell, Senior Vice President of Mobivity, at corey.odonnell@mobivity.com or (480) 588-2470.

About Mobivity

Brick and mortar stores struggle to manage customer connections in a digital world. Mobivity provides a platform to connect national Restaurants, Retailers, Personal Care brands, and their partners with customers to increase retention, visits, and spend. Mobivity’s re•currency suite of products increases customer engagement and frequency by capturing detailed POS transaction records, analyzing customer habits, and motivating customers and employees through data-driven messaging applications and rewards.

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

About Chanticleer Holdings, Inc. (NASDAQ:BURG)

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.



Source: Mobivity Holdings Corp.