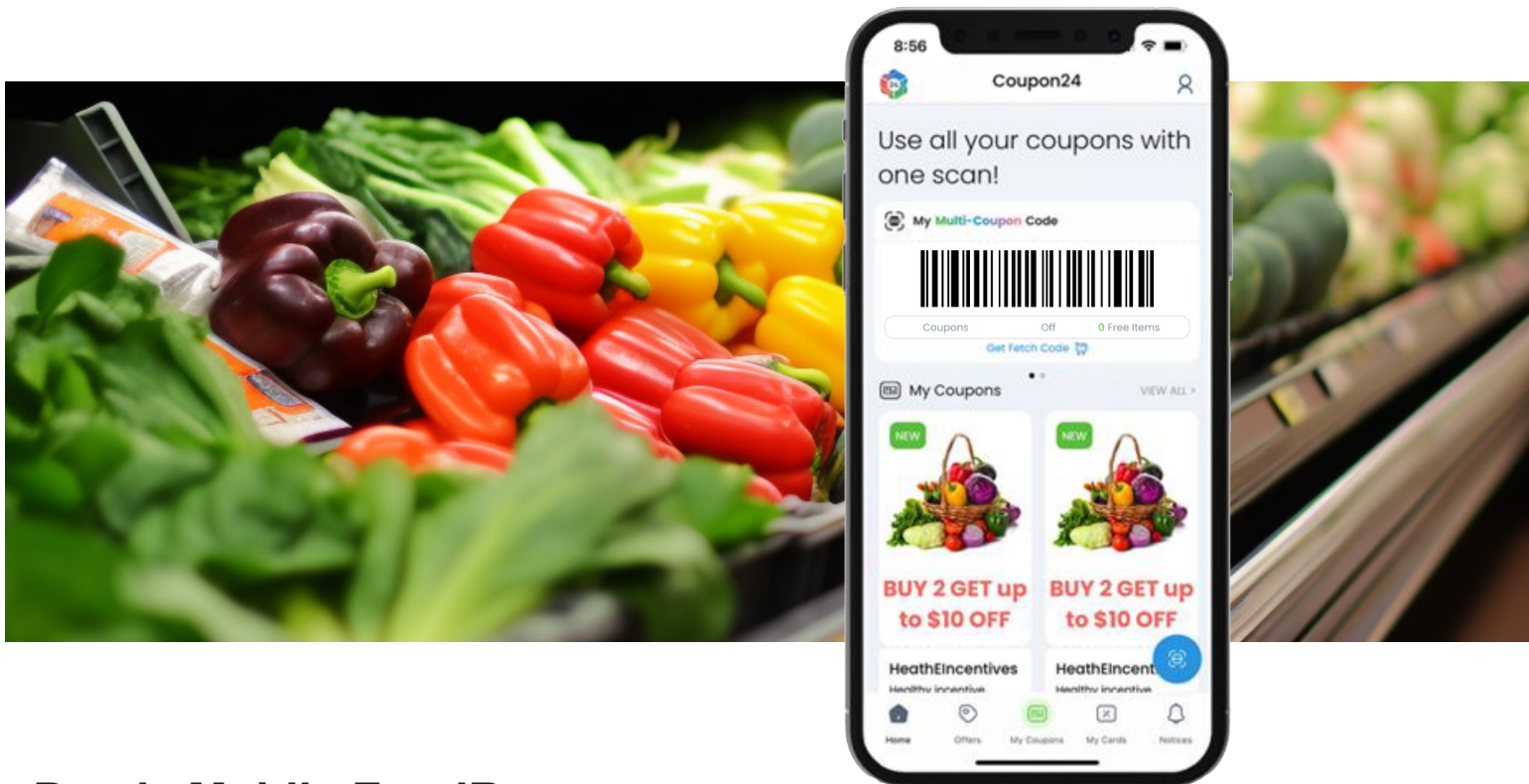# FOOD RX PROMOTE HEALTHY EATING

Food-as-Medicine (FAM) and healthy food incentives represent billions of dollars in food benefits annually. Many of these of these programs are difficult and expensive to integrate with grocer's POS systems, leaving interested grocers unable to effectively capture these sales. Now, nData has a solution.

nData's Mobile FoodRx uses AI (8112) technology to efficiently deliver and redeem healthy food benefits allowing grocers to participate in these valuable programs allowing grocers to support the well-being of their shoppers, their families, and the community!

nData's Mobile FoodRx:

· Easy installation and activation

· Full support in building limited-spend item files

· Support food benefits for at-risk shoppers and their families

· Mobile-first delivery – no vouchers/no cards required

· Expand sales of high-gross margin produce and healthy foods

nData's Mobile FoodRx is a complete program, from sourcing funders and providers, to building the program, to providing rapid clearing and payment:

C-STORE DRUG GROCERY

1. Build FoodRx healthcare provider and benefit funder network

2. Contract with retailers positioned to serve FoodRx beneficiaries

3. Work with retailer to build limited-spend item file. Can vary from produce to healthy prepared meals

4. Activation of the program at the retailer's POS and training of staff

5. Beneficiaries shop for healthy foods, eat healthy, and lives improve!

8112 Digital Coupon Offers Are Easy to Distribute Via Multiple Channels

DIRECT TEXT	IN-STORE PROMOTIONS	RETAIL MEDIA	SOCIAL MEDIA	WEB BANNER ADS

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