



VOLUME PARTNER PROGRAM APPLICATION/OVERVIEW

Welcome, and thank you for your interest in GiftCard Mart's Volume Partner ("bulk seller") Program!

Before we get into the nitty-gritty of our selling program, we want to get something important out of the way first: We are only interested in pursuing strong, long-lasting and mutually beneficial relationships with all of our sellers. We promise to treat you fairly, with respect, and to be a reliable partner that you can count on as we grow together; we expect our sellers to return the gesture in kind. If you stick to the Golden Rule, you can't go wrong...

As you likely know, just the phrase "Gift Card" is unfortunately very commonly associated with fraud. Though there are a multitude of reasons for this [questionably fair] perception of gift cards, it doesn't help that some of our competitors knowingly turn a blind eye to the fraud happening on their exchanges, essentially condoning it; This is also the big reason why the very brands we sell are so hostile to the secondary gift card market we operate in.

We are working hard to change the perception that "Gift Card" = Fraud, and our sellers are the foundation of these efforts. When we opened for business in February 2015, we decided that we were only interested in buying reliable, high-quality gift cards exclusively from trustworthy, thoroughly vetted sellers. The result: We can proudly boast of our **Lifetime-To-Date 0% Seller-Side fraud rate**; industry leading and 2nd place isn't even close!

On the buying side, we utilize industry leading anti-fraud tools as part of a comprehensive risk management program that keeps GiftCard Mart a safe, secure and reliable gift card exchange for both our buyers and sellers.

Obviously, we take the protection of our buyers, sellers and gift card inventory very seriously and we are committed to maintaining GiftCard Mart's great reputation as the most reliable secondary gift card exchange in the United States. So, before you can begin selling with us, we need to briefly establish your baseline eligibility for participation in our Volume Partner program. **You must be meet all of the following requirements:**

- 1.) You must be a U.S. Citizen or Lawful Resident of the United States with a valid Visa;**
- 2.) You must currently reside in the United States or its territories;**
- 3.) You must be willing and able to provide a two-sided color scan/photo of a U.S. Federal or State Issued Identification Card;**
- 4.) You must be willing to participate in and fully cooperate with our gift card audit program by providing proof of purchase and/or receipt upon request,**

Now, for a general overview of the Volume Partner ("bulk selling") Program:

"Whitelist Brand(s)": We currently have extra restrictions on only two brands: **iTunes**, Groupon and Uber. While these are extremely popular brand to sell with us, Apple & Uber do not provide a way to verify the balance of these cards without redeeming to an account; thus, we have a special agreement outlining how to sell them. If approved, we will automatically send you a copy of our "Whitelist" agreement upon submission of your ID.

Electronic v. Physical Cards: Our payouts are the same for both types! - In fact, we'd prefer you sell us electronic cards whenever possible. Though there are a few exceptions, virtually all cards with a PIN number can be sold electronically. All exceptions are listed in the rules at the top of the bulk-selling portal.

Physical Card Shipment and Reimbursement: Simply put, we *reimburse* you for physical card submissions of \$600-\$1999.99 (face value). For \$2000.00+, we'll send you a prepaid Priority Mail label, upon request. We will automatically send you a copy of our shipping reimbursement guidelines upon receipt of your ID.

Card Retention: Please store gift cards and applicable proof of purchase in a safe place for one year following our verification of your submission. This helps us to quickly resolve chargeback attempts by nefarious buyers and keeps GiftCard Mart's reputation as a safe and secure marketplace intact.

Card Verification: We make every reasonable effort to verify your cards within 72 hours of receipt; however, in some circumstances the timeline may be delayed due to factors outside of our control. All orders that contain a physical card must be shipped to us and received before the remainder of the order can be moved to "Verified" and awaiting payment processing. For this reason, we suggest submitting your electronic and physical cards in separate orders.

Card Submission: Whenever possible, please limit yourself to 1 selling order per day whenever possible – The fewer orders we have to process, the faster you can get paid.

Payment: All of our payments are sent electronically via ACH. You must complete our ACH Debit and Deposit forms.

Payment Timeframe: All payments are processed on the second Tuesday following card verification/submission. However, your first one or two selling orders may be subject to an additional week hold as an added security precaution – Please contact us if you have any questions or to see if your cards qualify for an exception.

Velocity Limits: Though we don't publish official monthly limits, if you are ever planning on selling in excess of \$2,500 in a single brand (or brand family), please contact your account manager to discuss the upcoming sale. We may request that you limit your purchases to certain denominations to ensure that we can sell them in a timely manner. *Remember*, no one buys \$500 Domino's gift cards...

If you did not submit \$1250 in the previous month, the submission limit without pre-approval is \$1000.00

Brand Acceptance: We buy a more limited range of card brands compared to our competitors. Though, we do this so we can most efficiently manage our [comparatively] smaller resources. However, we are always looking to add new cards brands when the market conditions warrant, so please, never hesitate to ask your account manager about adding a new brand.

What Cards To Buy: Since most of our volume partners are big into the credit card points and miles world, they're exceptionally versed in taking advantage of things like Amex Offers, Amex Sync, PayPal Digital Gifts...etc. However, what results in the smallest effort/least amount of keystrokes for you, is generally what sellers will mass buy and essentially "dump" on competitor exchanges. Thus, we ask you to *please* keep our best interests in mind: To keep our payout rates more consistent and competitive, please break up your purchases into smaller denomination cards so that we can more quickly and effectively sell your cards, when possible.

Example: A regularly appearing Amex Offer provides \$25 off a \$125+ purchase in-store or online. Rather than purchasing a single \$125 gift card on each Amex Card, a combination of \$25s/\$50s/\$75s would be vastly preferable! When we send out our email notifications, most promotions specify desired denominations. But if you don't know, just ask!

Cessation of Card Acceptance: Virtually the only reason we would ever suddenly stop accepting a brand is if a company has announced they are going out of business or significantly altered their card acceptance policy in a way that would inhibit our customers from using their purchased cards. We will do our best to announce this as soon as possible.

Payout Rate Adjustments: We email payout adjustment notifications that are effective immediately.

Payout Rate Protection: If you are adversely affected by a rate decrease where you have already purchased the cards in question, we give you the opportunity to submit the cards with proof of purchase within 2 days of the payout adjustment and still receive the higher payout. (This period can be up to 10 days for cards that need to be physically shipped to you) This is a benefit only available if you submitted \$1250 in the previous month.

Prohibited Practices:

1. Arbitrage between different exchanges is strictly prohibited: This one is *very* important – Under no circumstances should you submit cards to us that you purchased from another secondary gift card marketplace like Cardcash, SaveYa, Gift Card Zen, Cardpool, Raise...etc.

To be perfectly clear: Violating this rule **will** result in the loss of your selling privileges and an extended hold period on your funds as we do not trust our competitor's loss prevention practices.

2. You are prohibited from selling us cards that have been previously listed/sold with any other exchange/marketplace. There are no exceptions.

What's next?

As part of our effort to foster enduring relationships with our sellers, we like to chat with all of our applicants so we can hear your story, we can share ours and give you a chance to ask questions. Thus, when returning this application, **in the email message body**, please provide us with a few good times (including time zone) to schedule a short phone interview **and** a good contact number over the next 10 business days. (It takes approximately ~30-45 minutes.)

We're in this together: Our relationships with our sellers are of the utmost importance to us; long lasting and mutually beneficial.

At the end of the day, we rely on you to help keep our 'shelves stocked' and you rely on us to convert your cards to cash. So please, don't treat GiftCard Mart as a dumping ground for bad cards, use common sense when acquiring your cards and never hesitate to ask if you have any questions. We're happy to help.

//NOTHING FOLLOWS
