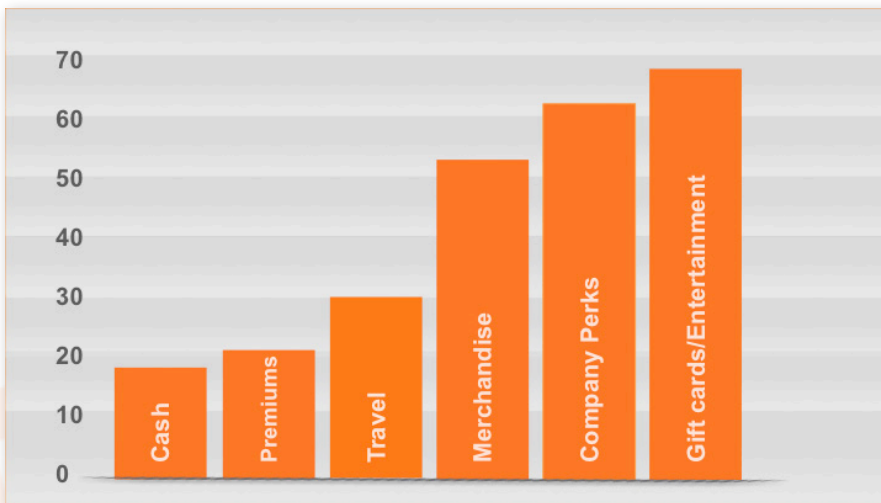


# Cash Is Not King Anymore For HR Rewards

## OFFER YOUR EMPLOYEES AN EXPERIENCE

**Although recent economic years have been tumultuous, non-cash reward and recognition tools remain an important component of the HR toolbox.** According to a 2014 study of HR managers by the Incentive Research Foundation, HR owners of non-cash reward and recognition programs were very positive about the role non-cash awards play in elevating engagement within their organizations.



More than 65% reported that in their experience, gift cards for merchandise were either extremely effective or effective at increasing engagement within their organizations. In addition, 74% of respondents noted that their non-cash reward and recognition programs have the support of their corporate management.

Fandango Rewards movie tickets, movie downloads and eGift cards are the perfect non-cash employee gifts. We deliver all of our rewards electronically to a computer or mobile phone, making fulfillment easy. And our rewards, like going to the movies, shopping or listening to music, are more memorable for your employees and their family and friends to enjoy as recognition for a job well done.

- Carry a higher perceived value because of the increased emotional attachment; therefore, stimulate performance better than cold cash
- Participant's family is involved in selecting and sharing awards thus multiplying the emotional value of the reward and its impact on the participant
- Provide a 3-to-1 return on investment compared to cash. On average, cash programs cost 12 cents per incremental dollar netted by increased performance, versus 4 cents per dollar for non-cash programs
- Deliver all rewards electronically for easy fulfillment
- FandangoNOW, our proprietary on-demand video streaming service, offers a less expensive alternative to movie tickets
- Provide memorable experiences that millions of consumers enjoy



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