AAA DISCOUNTS & REWARDS

AAA NORTHEAST PARTNERSHIPS

2021

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1 INTRODUCTION

About AAA
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ABOUT AAA

Established in 1902 by nine motor clubs with fewer than 1,500 members, today **AAA** provides more than **61 million** members with automotive, travel, insurance and financial services through its federation of 32 motor clubs and more than 1,000 branch offices across North America. For nearly 120 years, AAA has provided trust, security and peace of mind to our members. We continuously expand and redefine our innovative products and services to keep people safe on and off the road — and to create the best experiences for our members. At AAA, helping and serving is a way of life.

MEMBERSHIP IS NOT JUST ROADSIDE ASSISTANCE.

The **AAA Discounts & Rewards** program is one of the top reasons members join AAA and renew their membership. Provided as a free member benefit, the AAA Discounts & Rewards program gives members access to nearly 95,000 places to save instantly, access to even greater savings and earned rewards, AAA Approved Auto Repair facilities and much more. Every day, AAA members look for and use AAA Discounts & Rewards to spend less on the things they need. When they do, the businesses they buy from increase their sales and revenue. Your business, like many others, could be reaping the benefits simply by partnering with AAA Northeast.

MISSION STATEMENT

WE EXIST FOR OUR MEMBERS AND JUDGE EVERYTHING WE DO BY HOW WELL IT MEETS THEIR NEEDS.

PROGRAM STRATEGY

THIS IS NOT YOUR GRANDPA'S AAA.

With a focus on highlighting the ways that AAA can be beneficial and useful in your everyday life, this new direction is designed to do three specific things:

ANTICIPATE MEMBER NEEDS

Deepen member insights to proactively anticipate needs and preferences across products and channels.

ENRICH VALUE PROPOSITION

Diversify the value of membership to reach broader audiences and increase relevance across segments.

INCREASE MEMBER ENGAGEMENT

Entice members to engage with us at a higher frequency and enable them to do so on their terms.

2 AAA NORTHEAST

Territory
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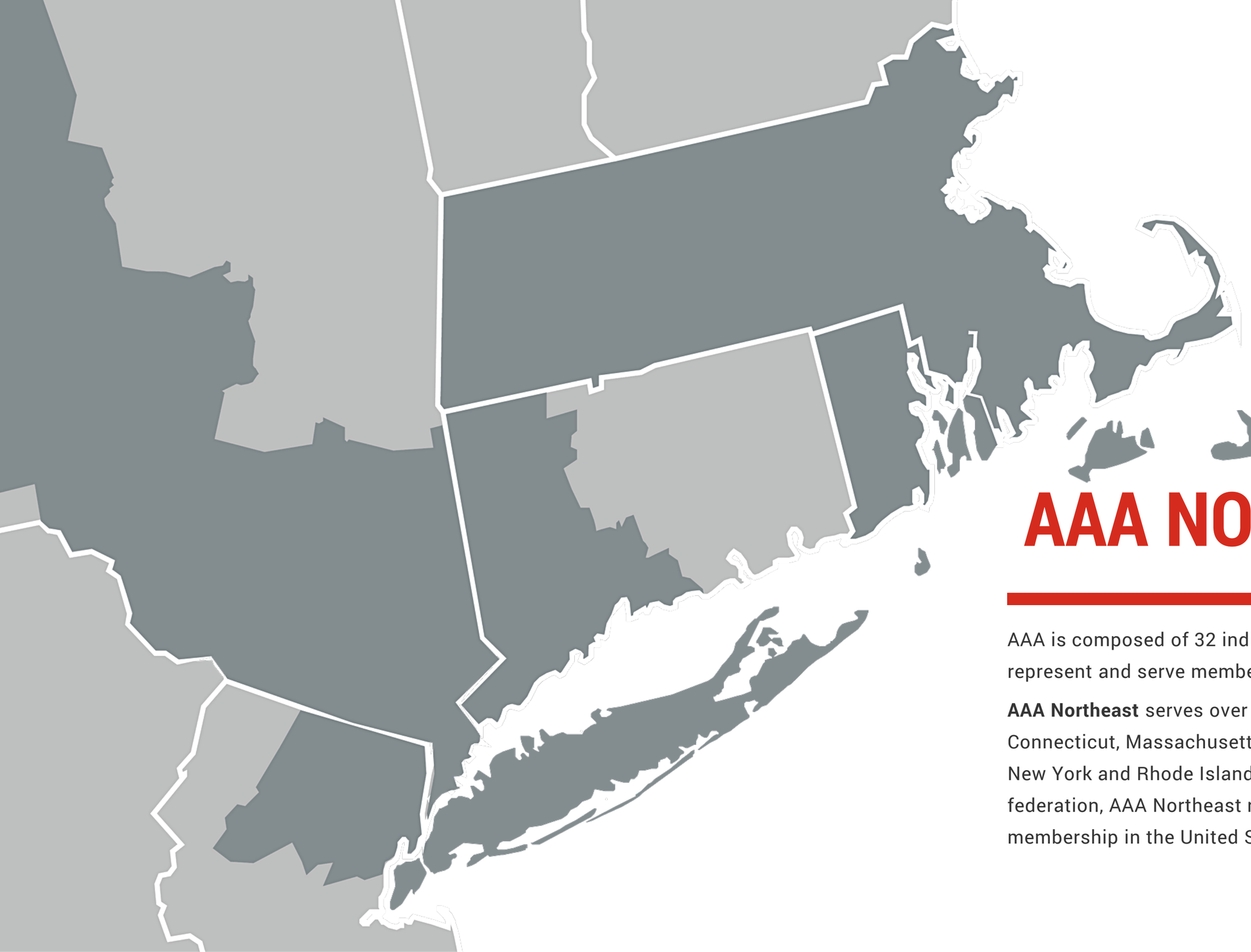

AAA NORTHEAST

AAA is composed of 32 individual clubs. These clubs represent and serve members in respective territories.

AAA Northeast serves over 6 million loyal members across Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island. As the 5th largest club in the federation, AAA Northeast represents 11% of overall membership in the United States.

MEMBERSHIP BASE

BY THE NUMBERS

Total Membership | 6M

572K
CONNECTICUT

2.6M
MASSACHUSETTS*

738K
NEW JERSEY

1.6M
NEW YORK

500K
RHODE ISLAND

45-74

61%
AVG. AGE RANGE

50%
AVERAGE HHI

89%
HOMEOWNERS

87%
LIKELY MARRIED

36%
HAVE CHILDREN

*Includes Salem, New Hampshire

DISCOUNTS PARTNERS

AAA Tickets
Bronx Zoo — A Wildlife Conservation Society Park
New England Aquarium
SHOWCASE CINEMAS
Six Flags
Universal Orlando Resort

Auntie Anne's
Friendly's
HOME CHEF
Hard Rock Cafe
Jimmy Buffett's Margaritaville
RESTAURANT.COM — BEST DEAL. EVERY MEAL.

1-800 flowers.com
DELL
Office DEPOT OfficeMax
Heartland Quality Omaha Steaks Since 1917
TangerOutlets
Winc

Atlas
PENSKE — Rental | Leasing | Logistics
PETRO HOME SERVICES
SimpliSafe
The UPS Store
intuit turbotax

AAA Approved Auto Repair
Hertz
NAPA
theParkingSpot
ProPark America
Shell | FR Fuel Rewards

Active&Fit DIRECT
FSA store
GoodRx
LA FITNESS
LensCrafters
yourhearing network

3 REACHING MEMBERS

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PROGRAM MARKETING

SEASONAL CAMPAIGNS

JAN/FEB
New Year, Savings to Love

MAR/APR
Fresh-Picked Savings

MAY/JUN
Moms, Dads and Grads

JUL/AUG
Cool Off with Hot Deals

SEP/OCT
Fall into Savings

NOV/DEC
Merry Everything

PUBLICATION

MAGAZINE & BLOG

Your AAA is the official member publication with a total circulation of **2 million.** With 15 regional editions, Your AAA allows us to reach areas of interest to your business.

Your AAA Network is a mobile-friendly HTML magazine featuring daily web stories and digital events calendar. It offers a way for advertisers to reach the most digitally engaged members of AAA Northeast with a built roster of approximately **1 million opted-in users** hungry for regular travel tips, money-saving ideas and trustworthy digital content from the same brand they've been relying on for more than 100 years.

eBUSINESS

DIGITAL & MOBILE

To deliver maximum value to our members, our digital acceleration team is responsible for building intuitive, fully-customizable member journeys. Member insights and conversion metrics are cornerstone to our mission to constantly exceed members' expectations.

6.5M
VISITS TO DISCOUNTS PAGES

49%
REPEAT VISITATION

SOCIAL MEDIA

TOP CITIES

- NEW YORK, NY
- BOSTON, MA
- PROVIDENCE, RI
- WORCESTER, MA

AUDIENCE

- 28% MALE / 72% FEMALE
- 13% AGED 18-34
- 68% AGED 35-64
- 19% AGED 65+

ENGAGEMENT

- 5MM TOTAL REACH IN 2019
- 3% AVG. ENGAGEMENT / POST
- 111K LIVE AUDIENCE SIZE

112K TOTAL FOLLOWERS

7K TOTAL FOLLOWERS

7K TOTAL FOLLOWERS

2K TOTAL FOLLOWERS

@AAANORTHEAST

Note: Figures reflective through May 2021

BRANCHES

RETAIL MARKETING

- AAA Discounts & Rewards Brochure Wall
- AAA Member Appreciation Events
- Grand Opening Events
- Community Outreach Events
- Exterior Electronic Signage
- Flyers
- POS Displays
- Temporary Collateral (Monitor Toppers, Posters, Window Clings, etc.)

8
CONNECTICUT

37
MASSACHUSETTS*

6
NEW JERSEY

11
NEW YORK

8
RHODE ISLAND

*Includes the city of Salem, NH

PARTNERING WITH AAA NORTHEAST

4

Partner Benefits
Next Steps

PARTNER BENEFITS

1

AAA BRAND AFFILIATION

Voted the 18th most trusted brand in America, AAA provides a competitive advantage to building brand trust and loyalty in modern consumer culture.

2

BUSINESS OPPORTUNITIES

A unique and powerful way to target and activate a 6M "active shopper" segment of the U.S. population — gain new customers and change the buying behavior to shop more often in stores and online.

3

CUSTOMER INSIGHTS

Powerful, useful and actionable insights into your customers without any upfront fees or transactional costs unlike other affiliate marketing programs.

4

IMPACTFUL MARKETING

Our team of experts can build customized marketing and advertising packages — at discounted partner rates — to increase exposure and drive results.

Source: Most Trusted Brands conducted by Morning Consult powered by Brand Intelligence, 2019.

NEXT STEPS

A ROUGH TIMELINE

STEP 1

- Get acquainted — understand respective businesses, discuss partnership opportunity and proposed member benefit.
- Develop a framework outlining the opportunity and components of the partnership — identify Partner Level.

STEP 2

- Reconnect and identify immediate go-to-market opportunities.
- Identify longer term goals of partnership.
- Draft terms.

STEP 3

- Finalize terms and begin to formalize partnership.
- Kickoff and secure materials for partnership execution.

STEP 4

- Execute immediate test and measure impact.
- Implement long-term plan.