



Wallie app maximizes savings by notifying users about best deals based on location.

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Mountain View, California

Wallie today introduced the iOS mobile application that lets a user know about best deals based on user's location.

Imagine if a user enters a shopping mall and gets notified about his/her credit card specific deals and store specific offers based on preferences. Wallie is an App that notifies users about credit card deals and store specific offers based on location.

Wallie's app makes it easier for users to track all the deals in one place. The USP of Wallie app is that users need not provide their credit card numbers to get notified about the deals. Users need to enter details just about their credit card type. This provides more security to the users data. Another unique point about Wallie is that Wallie notifies users about store specific offers. Wallie uses Machine Learning algorithms to learn about user preferences and push customized deal notifications so that the notifications are relevant to the user.

"We identified the problems faced by the users in order to maximize their rewards points on their purchases. We created Wallie in order to help users get right deals and offers by providing location based notifications and store specific offers and to help merchants target more users by providing relevant deals." said Priyanshi Mittal, Wallie's Product Manager.



Highly
Secure

No need to enter your credit card
details!



Customizable
Preferences

Customize Wallie to your heart's
content!



Great Deals
and Offers

Get store specific offers automatically
when you are at the store!



Personalized
Notifications

We promise no notifications noise!

Wallie recently had a successful Series-A fundraising round from Tier-1 investors like Blue point ventures. Wallie has started to offer this service in San Francisco bay area. Wallie has partnered with hundreds of local stores and shopping malls in San Francisco bay area to have a robust database of deals. Wallie recently had a merchant on boarding event in September where local stores as well as big conglomerates agreed to partner with Wallie. Wallie had a successful run with beta users and is now ready for general availability.



"I used Wallie app as a beta user and I found it great. I was able to get customized deal notifications based on my preferences. I normally don't want to enter my credit card details or link my bank accounts in apps providing deal notifications. What makes Wallie best is that the app does not need my credit card number. As a student, I am always looking for ways to save money and Wallie notifies me about store specific offers which maximizes my savings. I will definitely recommend users to install Wallie and start using it as it provides notifications about some great deals" said Greg Tam, Grad student at San Jose State University.

"We are glad to partner with Wallie. We believe users will find lot of value with Wallie's deal notifications. As the owner of a retail store, I am always looking for ways to get more end users to our store. We are confident that Wallie will drive more users to our store as we start publishing our store specific deals in Wallie's deals database. We also find the Wallie's merchant system to be very easy to use." said Bob Kirk, Owner and CEO of Easymart stores.

Pricing and Availability

Wallie's iOS mobile app is available for download in Apple App store starting 29th Oct 2018. It is free to download. Currently, Wallie only gives deal notifications for users in San Francisco Bay area. Wallie soon plans to expand the service to other cities and also release an Android App.

About Wallie

Wallie is a company based in Mountain View, California. Wallie was founded in Oct 2017 by Carnegie Mellon University alumni and officially incorporated as Wallie Inc in Feb 2018. Wallie aims to maximize savings for users through credit card deals and store specific offers. Wallie aims to provide customized deal notifications to users through machine learning. Wallie recently raised \$3 Million in Series A funding and Wallie's Series-A investors include esteemed VC companies like Blue point ventures and Rocky ventures.

Trademarks

Wallie name and Wallie logo are among the registered trademarks of Wallie Inc.

Additional information can be found at www.getwallie.com

Disclaimer

This press release contains forward-looking statements which are subject to uncertainties. Wallie Inc can change any or all of the features mentioned in forward-looking statements.

Contact

Lan Liu

Product Marketing Manager and Corporate Communications

650-123-4567

lan@wallie.com