GetUpside Rebrands as Upside, Hits $1.5B Valuation

Upside partners with over 50,000 retailers to drive traffic and gives customers cash back on everyday purchases.

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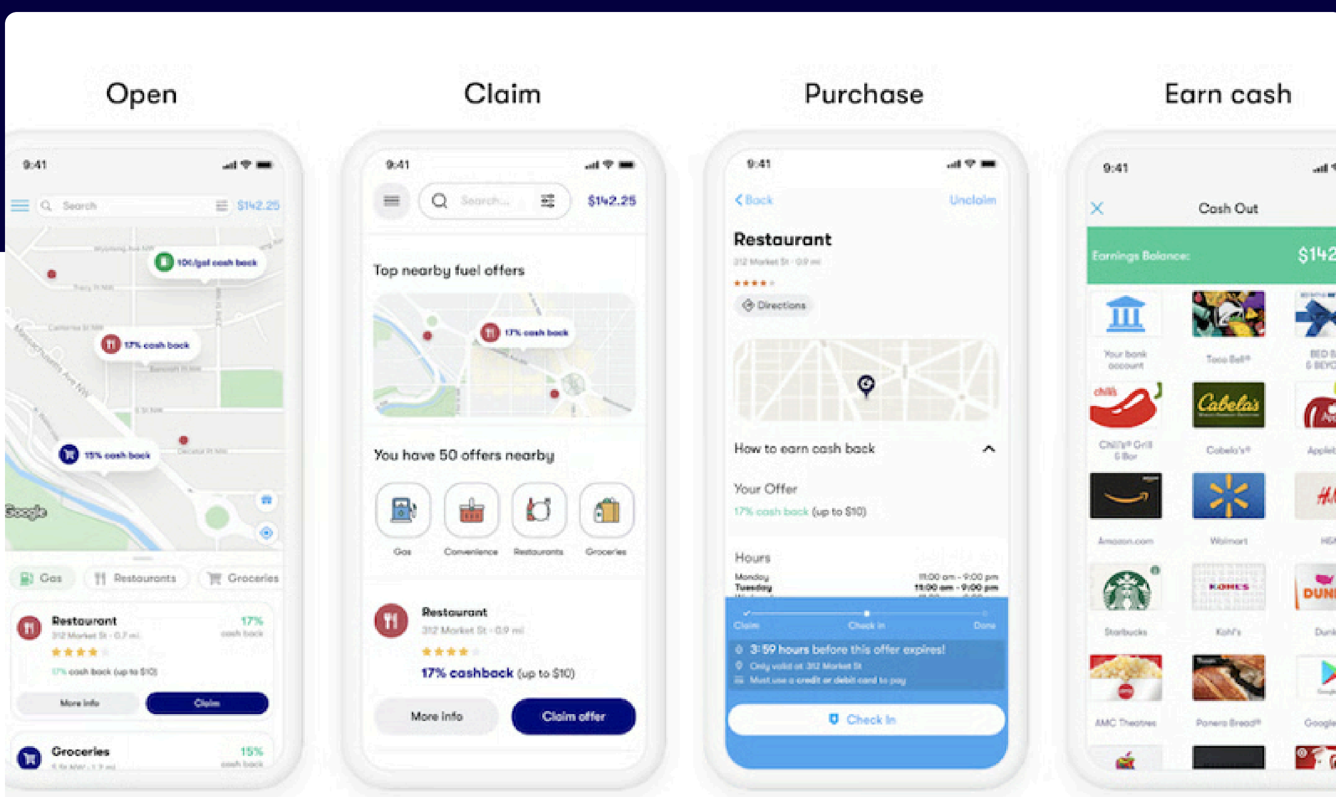


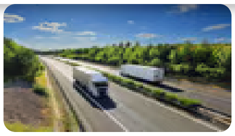
Catalyst. This latest funding round brings Upside's valuation to $1.5 billion, securing the company's unicorn status.

Upside is a two-sided marketplace that both drives traffic for businesses and gives users cash back on common purchases such as gas, meals at restaurant and groceries. The company partners with over 50,000 retailers and has approximately 30 million customers. To date, Upside has driven $550 million back into local economies and committed one percent of its revenue to sustainability initiatives.

"With inflation at a 40-year high, we are at an inflection point right now for brick-and-mortar businesses, consumers and our communities. As businesses look for new ways to profitably grow, consumers are looking for ways to gain more purchasing power on the things they need," Upside co-founder and CEO Alex Kinnier said in a statement. "We are always focused on the win-win-win and are proud to have built the only product that delivers measurable benefits for all points of brick-and-mortar commerce."

Upside plans to use its new capital to accelerate user growth, expand its retail categories, invest in product development and expand its team. Currently, the company is hiring 55 jobs in the D.C. area and 77 across its offices in Chicago and Austin.

This news comes after a record year of growth for Upside. Earlier this year, the company announced a partnership with Lyft, which allows drivers to earn up to 32



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