

A woman with long dark hair is sitting at a wooden table, focused on painting in a sketchbook. She is wearing a light-colored, short-sleeved top and a dark skirt. On the table in front of her are various art supplies, including a watercolor palette, brushes in a copper cup, and paint tubes. The background features a large window with a view of green foliage and a hanging planter.

minted.

November 2023

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Voicelt! Call

Agenda

- Peak Season Update
- Camp Minted Recap
- Third Party Marketplace Update
- 2024 Challenge Calendar Highlights
- Q&A

Holiday Peak Updates



COLOR CALIBRATION

Partnered with HP to create our first official set of color calibration (first-ever brand partnership for HP)

Unique media fingerprints for each paper type

What to expect

Increased color inconsistency between matching pieces, whether on similar paper or not

Increased color inconsistency between print jobs (same design/paper printed on different days/locations)



SMOOTH SIGNATURE

RECYCLED

SIGNATURE



SMOOTH SIGNATURE

RECYCLED

SIGNATURE

COLOR CALIBRATION



UPDATED PREPRESS

Optimized prepress process (Callas PDF Toolbox)

New gamut color space uses a larger range of color (vs old US Web Uncoated V2)

What to expect

Improved color match, especially on CMYK output

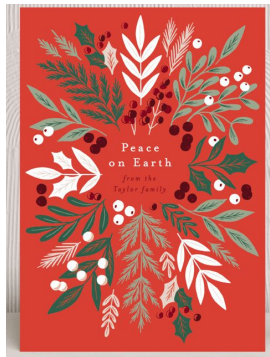
Color much more accurate to original design intent (most noticeable on RED / PINK / BEIGE)

Color range is much larger and more vibrant

More transparency and image format (png, HEIC, tiff) support

Improved photo color accuracy

Now fully live!



PDP



Old Prepress



New Prepress



PDP



Old Prepress

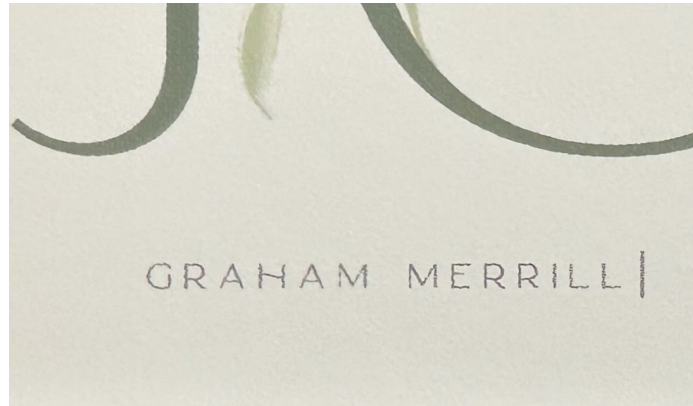


New Prepress

EXPANDED QC: PHYSICAL CARD REVIEW

Starting Sept '23, as new stationery designs launch, samples are printed and shipped to Minted HQ for physical review. Checking for quality of the printed file including legibility, design intent, and output of fulfiller machinery.

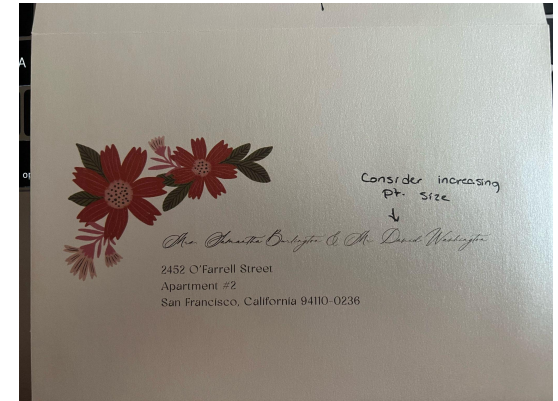
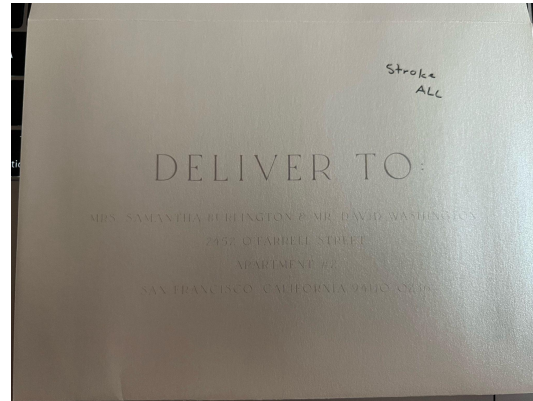
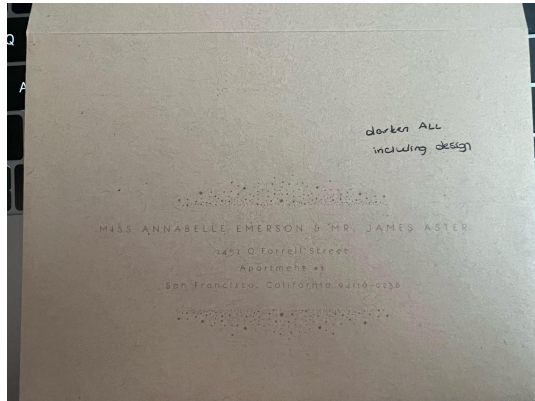
What to expect Print quality bugs caught & fixed within 24 hours of bug identification
Template improvements to ensure legibility and improve customer experience
...all before designs hit customer carts!



EXPANDED QC: PHYSICAL ENVELOPE REVIEW

Some matching envelope designs look great on white envelopes but risky on some colors like kraft or silver.
Looking for legibility concerns, USPS risks and design contrast / color builds.

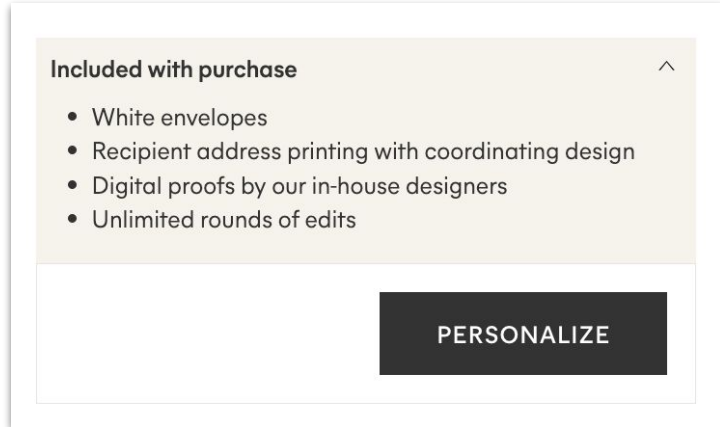
What to expect Improved legibility while protecting design intent
Fewer USPS intervention / customer complaints



New Shopping Experience Improvements

“What’s included” button on product pages

Customers get a better sense of what’s included in the design, as well as a more prominent “personalize” button



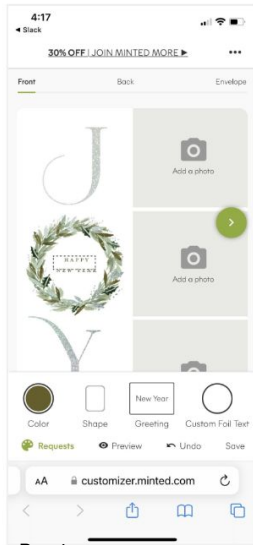
Visual Filters on Holiday Category Pages

Helps narrow down the holiday card assortment for browsing customers

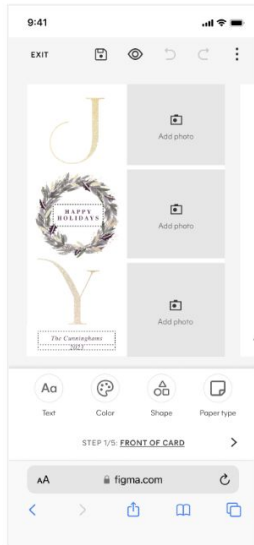


New Mobile Customizer Improvements

Side-by-Side: Front

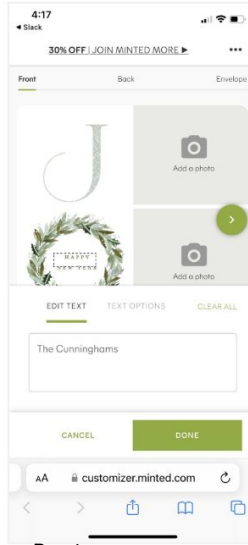


Previous

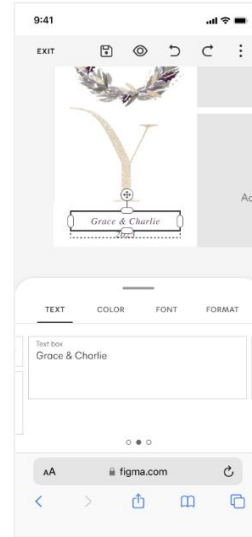


Updated

Side-by-Side: Text



Previous



Updated

More streamlined customizer experience, with improved hierarchy of information

Information presented to customers flows more easily between different areas of the card, allowing customers to create their perfect design without being overwhelmed by information

Camp Minted Highlights



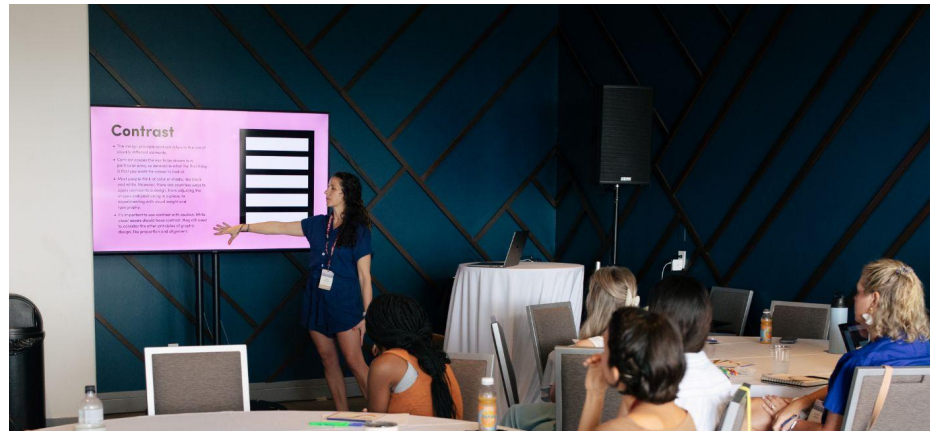
CAMP MINTED WENT GREAT!



WE CRAFTED!



WE LEARNED!



WE PLAYED!



WE CELEBRATED TOGETHER!



Listening to Your Feedback



Hot topics at Camp Minted!

- Marketplace and DFA
- Generative AI
- Terms & design rights
- Tech & UX opportunities
- Copying & IP protection
- CMYK program

QUICK UPDATES & ACTIONS

- A dedicated Slack channel for polling and feedback – join us at #challenges-polling!
- A substantive, transparent update about our flagged design process
 - We shared actions taken from January to September, including 9 lifetime bans, 5 suspensions, and 5 strikes
- Tech Improvements – New File Upload Tool is live!
- Clarified our Generative AI policy – we are continuing to involve your voices as we watch this space
- Third Party Marketplace – We've expanded our categories and encourage Minted artists to participate!

Many more updates to come! We hope to see you again next year at Camp!

Sales Commission Systems Update



An Update on Our Commission System Work

- Last year, we committed to making improvements to our commission systems
- Our first step was to adopt a new accounting system across Minted, a big investment in the maturity of our financial systems. ***Completed this summer!***
- Now, we're deciding detailed "requirements" for an automated commission system built based on this foundation.
- We aim rebuild a more sustainable, automated system that will work for us long-term. **Phase 1, focused on back-end automations, will be completed in 2024.**
- In the meantime, our current process is stable, bolstered by additional audits and ongoing process improvements.

Third-party Marketplace ("3P")

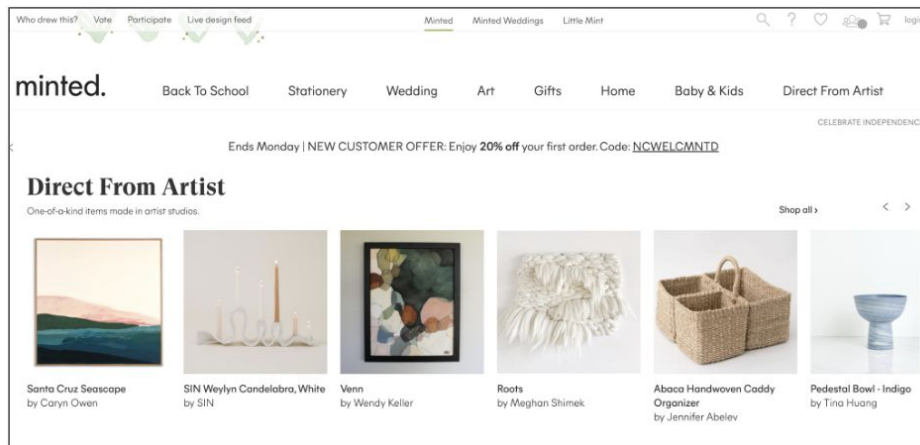


Third-party marketplace

- We've expanded third-party offerings to span original art, wedding, holiday, home decor, kitchen & dining, bed & bath, furniture, and kids
- Third-party sales & marketing continue to support overall Minted business
- Minted designers who have branched into third-party make up a significant portion of 3P sales

As a reminder, Minted's third-party marketplace strategy has two goals:

1. Make Minted relevant to customers, year-round increasing overall traffic and brand awareness
2. Become a destination for design-loving consumers across many categories, offering more product types than we can manufacture ourselves



Newly launched third-party products



Star Tree Topper | Sold by Emily Morris



Pink Heavenly Sunset Disc Ornament | Sold by Kristen Laczi



Winter Brook Ornament | Sold by AlisonJerry



Felt Christmas Garland | Sold by TwentyEight12



Set of Two Nutcracker Christmas Taper Candles | Sold by Emily de Moraes

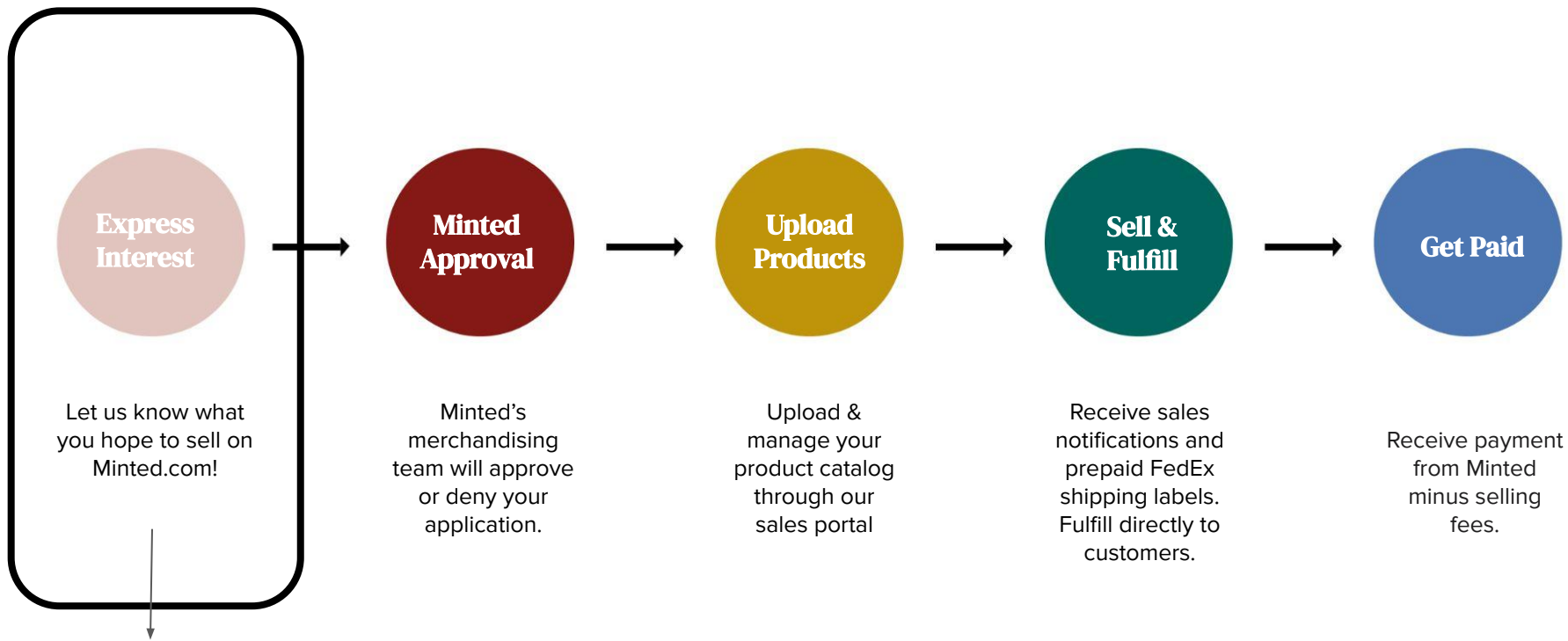


A7 Envelope Liners Square Flap // Holiday Plaid 3 (Set of 25) | Sold by Clover and Lamb



66 cents . Holiday vintage postage stamp variety pack . Set of 5 | Sold by Kristen Melchor

Third-party involvement



Third-party marketplace interest form: [link](#)

2024 Challenge Calendar



2024 (Tentative) Challenge Calendar!

2024 Challenges - Tentative Calendar

Please use this calendar for general planning purposes. Exact dates and challenges are subject to change.

January	<ul style="list-style-type: none">• Disney Baby & Kids and Holiday Stationery• Baby Shower Non-Foil & Foil• Specialty Holiday
February	<ul style="list-style-type: none">• Everyday Greeting Cards Birthday & Anniversary• Everyday Greeting Cards Congrats, Just Because, Sympathy, Get Well, Thank You• Paintings <i>(must contain paint as an element)</i>
March	<ul style="list-style-type: none">• Save the Date Non-Foil• Save the Date Foil• Holiday Photo Card Non-Foil
April	<ul style="list-style-type: none">• Holiday Photo Card Foil• Holiday Photo Card Religious
May	<ul style="list-style-type: none">• Holiday Card Non-Photo• Holiday Card Corporate• Holiday Photo Card New Year

June	<ul style="list-style-type: none">• Children's Art• Birth Announcements Non-Foil & Foil• Party Invitations
July	<ul style="list-style-type: none">• Bridal Shower & Wedding Invitations• Greeting Cards - Seasonal Winter Holidays
August	<ul style="list-style-type: none">• Valentines Greeting Cards• Pre-Wedding Party Invitations• Pairs & Sets
September	<ul style="list-style-type: none">• Classroom Valentines• Photo Valentines
October	<ul style="list-style-type: none">• Wedding Invitations Non-Foil• Wedding Invitations Foil• Wedding Invitations Letterpress
November	<ul style="list-style-type: none">• Photography• Graduation Non-Foil & Foil
December	<ul style="list-style-type: none">• Moms, Dads, & Grads Greeting Cards• Fine Art - All Media

A few changes from 2023 to 2024

- **Independent Artist Day - No challenge this year**
 - Now a storytelling and brand moment, **highlighting stories, favorite moments, and content from our incredible independent artist community.**
- **Save the Date Challenges**
 - Beginning in 2024, we are moving this challenge **earlier in the year**, around the first week of March.
- **Birth Announcements**
 - To accommodate the change in our Save the Date timeline, we are now planning to hold our Birth Announcements June rather than in January (Baby Shower will stay in January)!
- **Specialty Holiday**
 - This year we will be running a Specialty Holiday challenge rather than Letterpress. We alternate these challenges to be every other year.
- **Everyday Greeting Cards**
 - We're hoping to refresh our Everyday Greeting Card assortment and inventory this year with a few more Challenges than 2023!



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Questions?