



PromotionsPlus™

March 2010



PromotionsPlus™

Motivate customer activation and usage

An interactive multi-promotions platform, bringing traditional offline promotions to your online audience



Match&Win™



PrizeDraw™



Reveal&Win™



SmartAuction™

Marketing proposition

- Enhance your marketing activity and gain customer data with promotions that drive customer engagement

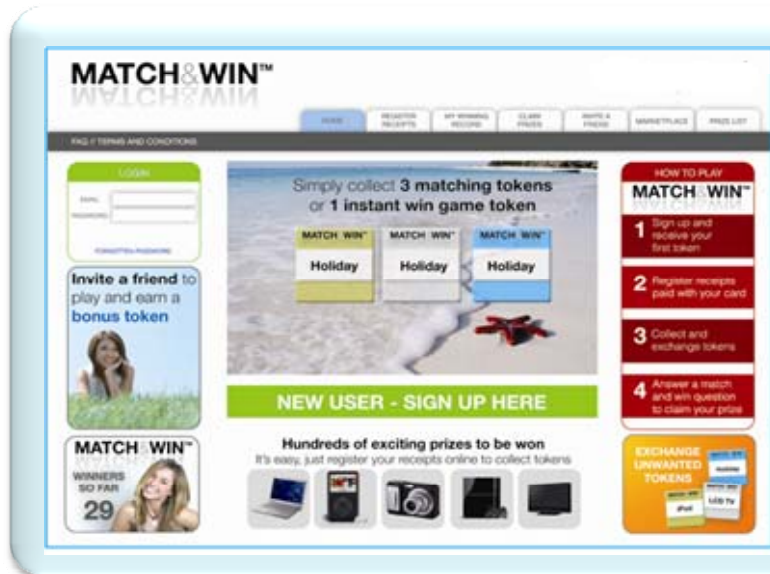
End customer proposition

Chance to win and excitement:

- 'Bringing you fresh, exciting, and relevant offers, competitions, prizes, and experiences that you can use your loyalty points/miles to access or simply join in the fun'

Match&Win

An online application that awards prize tokens, collectable to redeem for a spectrum of attractive prizes, or provide participants with instant rewards



Features

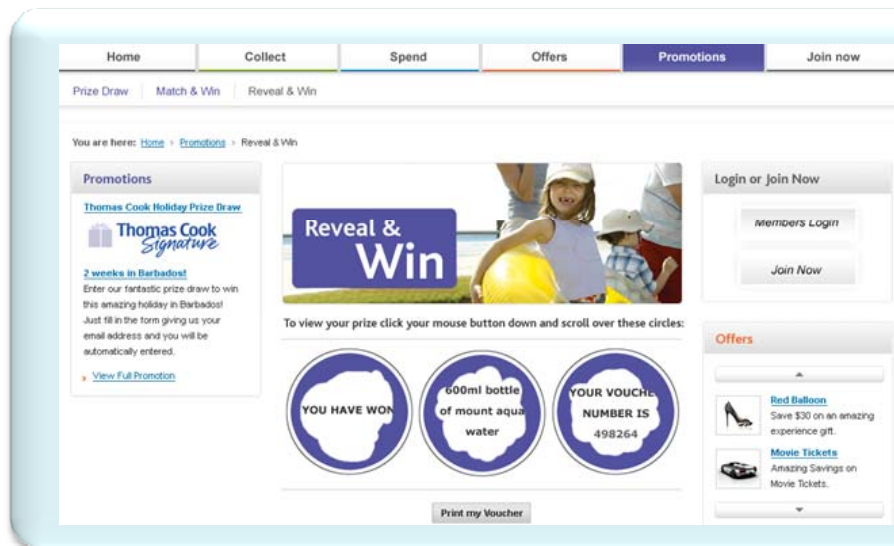
- Controlled liability / re-insurable risk over prizes and number of winners
- Innovative trading of tokens amongst promotion participants
- Data Acquisition & Insight
- Quick & easy to integrate, manage and optimize

Benefits

- Achieve behavioral change by encouraging habitual use
- Generate greater revenues through increased interaction and usage
- Run multiple campaigns tailored to incentivise specific target audiences
- Closed liability – promotional budgets are capped prior to the promotion going live
- Differentiate your brand and gain competitive advantage

Reveal&Win

Bringing traditional promotional incentive online. An innovative software solution in the form of an online 'scratch' card application that can be used to incentivise and reward behaviour and drive promotions.



Features

- Controlled liability / re-insurable risk over prizes and number of winners
- Data acquisition & insight from user registration and transactions
- Quick and easy to integrate, manage and optimize

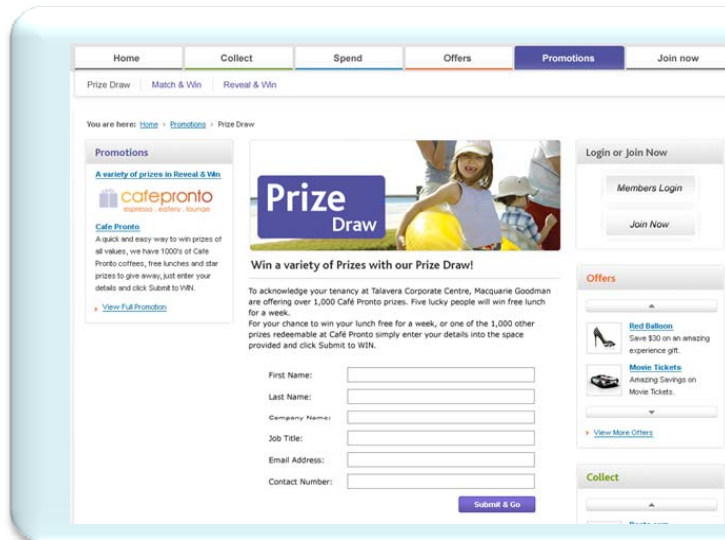
Benefits

- Engage customers and encourage positive behavioural changes
- Drive website and in-store traffic
- Acquire customer data for CRM
- Motivate loyalty and brand interaction
- Closed liability – promotional budgets are capped prior to the promotion going live



PrizeDraw

A standalone desktop application to administer the allocation of electronic prize draw entries. With a sophisticated admin system users can configure and set the number of draw entries and available prizes



The screenshot displays a web application interface for a prize draw. At the top, there is a navigation menu with tabs for Home, Collect, Spend, Offers, Promotions, and Join now. Below the menu, the page is titled 'Prize Draw' and includes sub-tabs for Match & Win and Reveal & Win. The main content area features a promotional banner for 'Cafe Pronto' with the text 'Prize Draw' and 'Win a variety of Prizes with our Prize Draw!'. Below the banner, there is a registration form with fields for First Name, Last Name, Company Name, Job Title, Email Address, and Contact Number, followed by a 'Submit & Go' button. To the right of the form, there are sections for 'Login or Join Now' with 'Members Login' and 'Join Now' buttons, and 'Offers' with a 'View More Offers' link. The bottom right corner of the interface shows a 'Collect' button.

Features

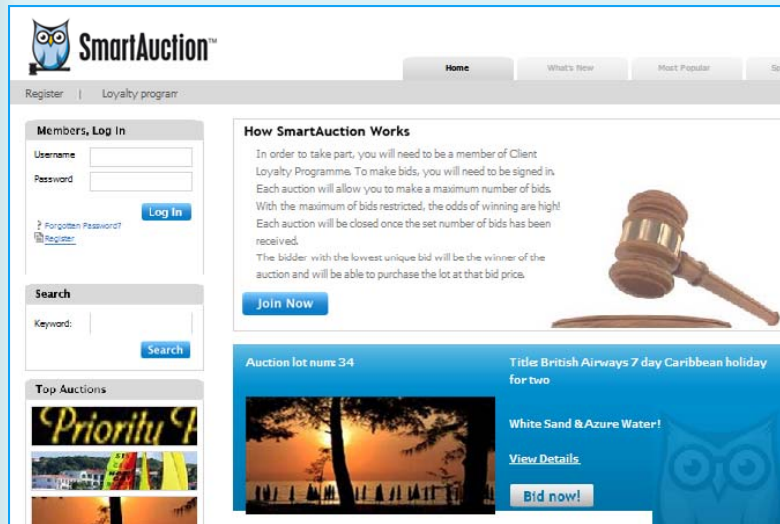
- Easily configurable system to set up rules for different prize draws
- No restriction on number of prize draws
- Verifiably random and independently auditable selection of winners
- Controlled liability / re-insurable risk over prizes and number of winners

Benefits

- Motivate and reward customer loyalty
- Generate excitement and engagement with brand
- Drive customers online and in-store to redeem
- Drive promotions through entries

SmartAuction

An fully customisable online auction product that provides your customers with a highly interactive way to bid cash on money can't buy experiences



Features

- Lowest & Highest unique bidder wins
- Flexible partner content model
- White label with seamless integration for registered customers
- Dynamic content feeds for increased relevance

Benefits

- Drive increased site traffic
- Improve member interaction and engagement
- Develop unique offering through a highly flexible content model and prizes
- Acquire customer data for CRM



Thank You