



# Introduction of giftee

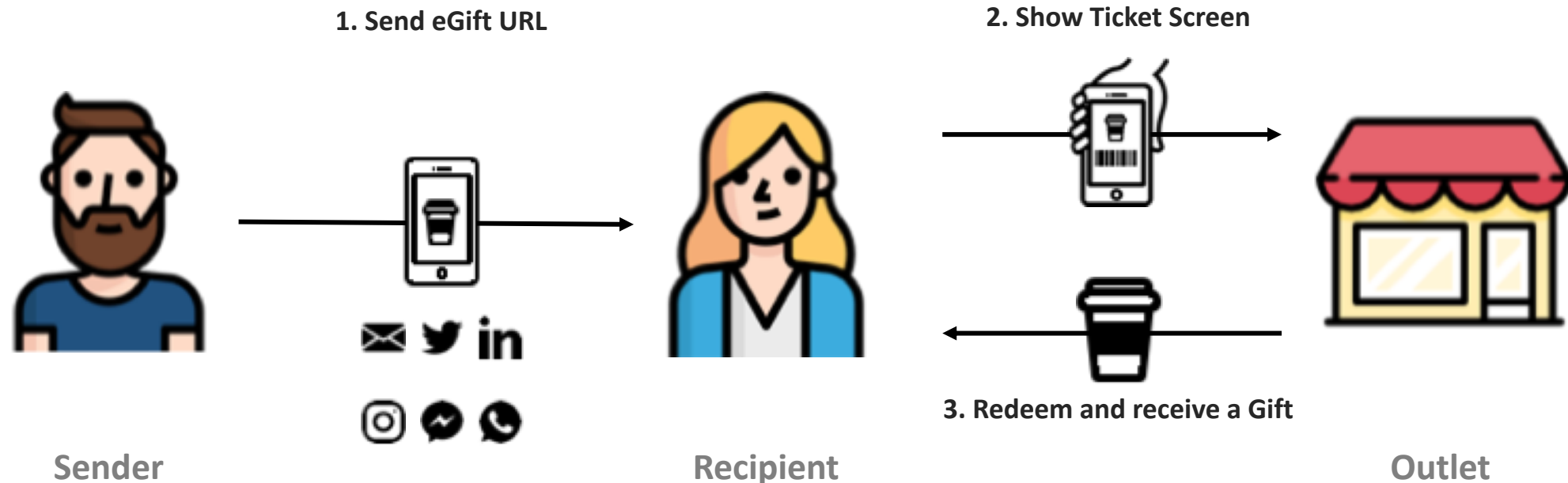
Nov, 2020

GIFTEE MALAYSIA SDN. BHD. (1295047-T)

# Service introduction

# What is eGift - Concept: C2C -

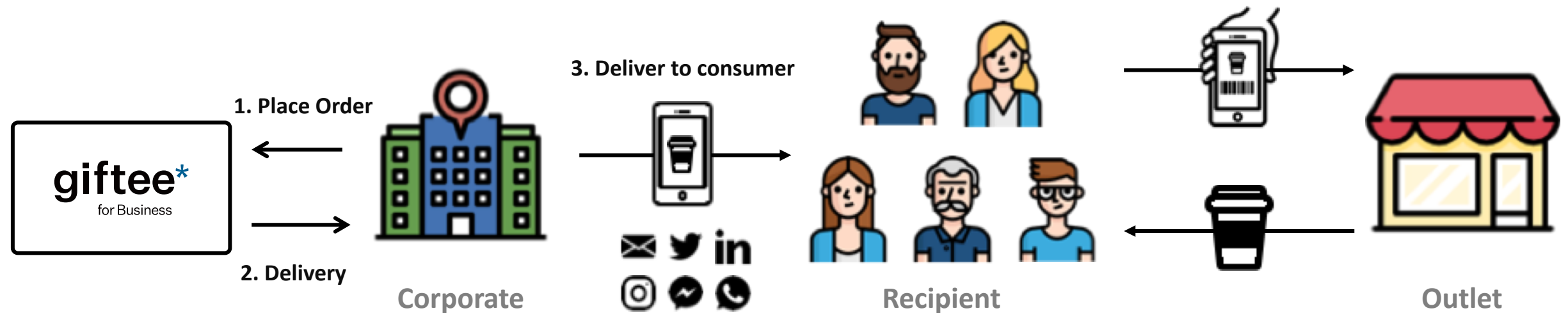
eGift is a digital voucher that's sent through messaging apps.  
eGift can then be redeemed at any of the affiliated merchant's outlets.



*eGifts will express feelings like, "Thank you" "Congratulations" "Good Luck"*

# What is eGift - Concept: B2C2C -

Corporate Clients can Bulk purchase eGift for Campaigns and Rewards.



## Corporate camoaign case study



# Our Service

## Generate

### eGift System



Malaysia



tealive



llaollao.  
NATURAL  
FROZEN YOGURT



Secret Recipe®



Grab



## Distribute

giftee\*  
for Business



Corporates



giftee\*  
Campaign Platform



Promotion

Service Menu



Instant-win



Survey Instant-win

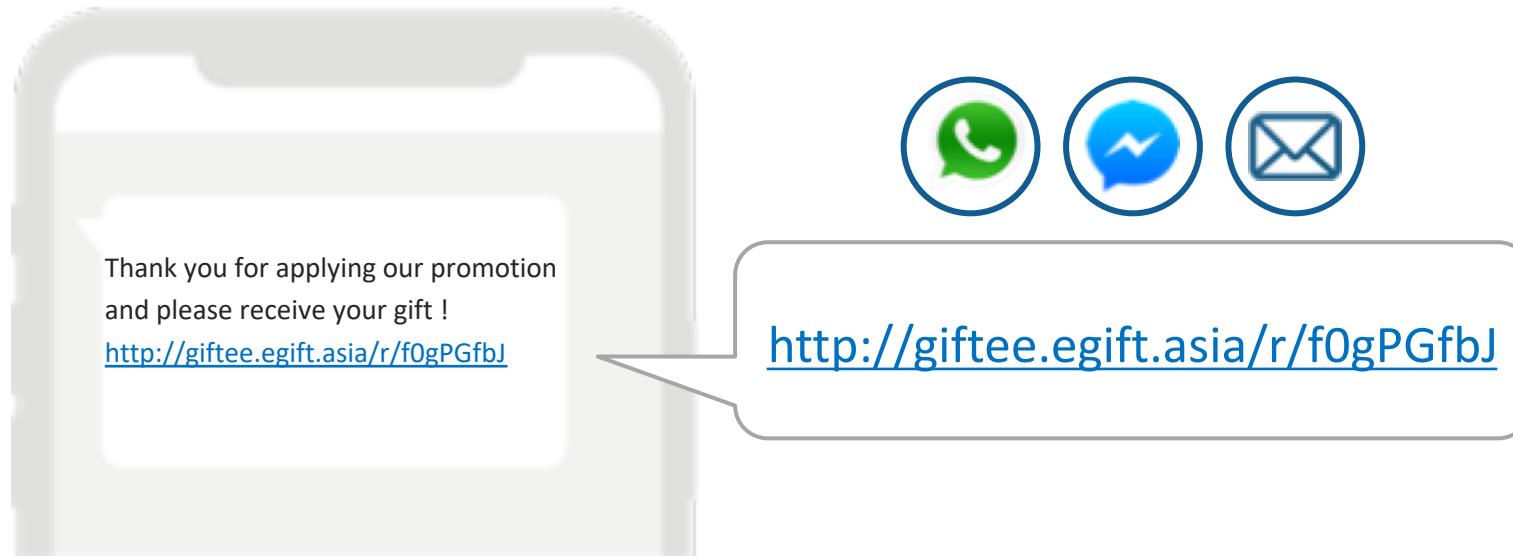


Invitation Ticket



eGift-Catalogue

eGifts are created as unique URL. It can be sent easily through messaging apps

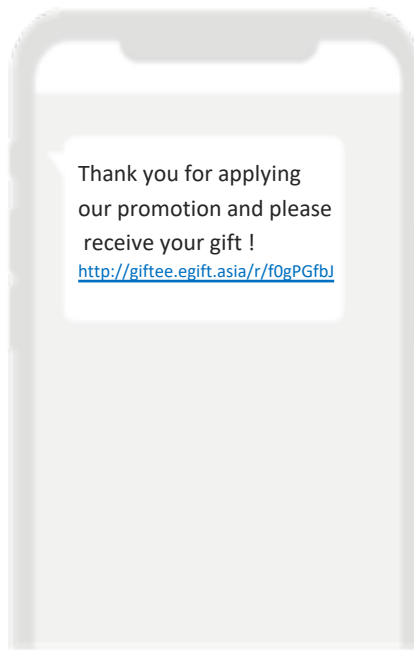


✓ **Able to complete delivery just sending through messaging apps**

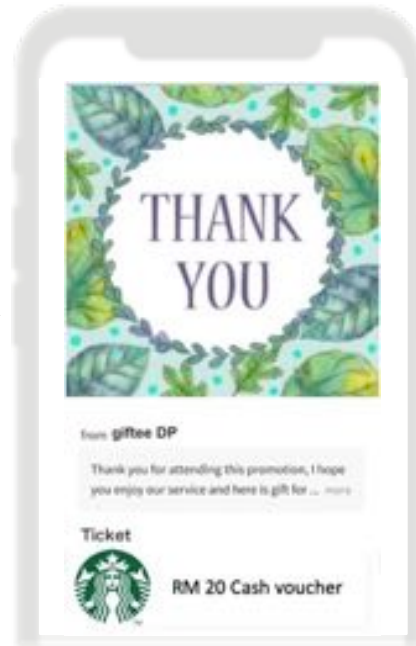
# How to redeem eGift

Recipient will open the URL using their Web Browsers  
No Apps, No User Registrations needed for redemption

1. Gift URL



2. Gift Card



3. Gift Ticket



4. Show Gift Ticket at Outlet



✔ **Prevent fraud by redeeming eGift ticket real-time**

# giftee for Business



# eGift Product List



**Starbucks**  
Complimentary  
Grande side drink



**Starbucks**  
RM 20 Cash voucher



**Tealive**  
RM 7 Cash Voucher



**Tealive**  
RM 10 Cash Voucher



**Ilaollao**  
One (1) Medium Tub



**Baskin Robbins**  
Complimentary  
Single Regular



**Secret Recipe**  
RM 10 Cash Voucher



**Sushi King**  
RM 10 Cash Voucher



**Nando's**  
1/4 Chicken with 2 sides



**FamilyMart**  
Complimentary sofuto



**FamilyMart**  
RM 10 Cash Oden Voucher



**Touch' n Go eWallet**  
RM 10, 20, 50, 100 pin

\*Please refer Corporate eGift List.pdf to check all available items.

You can save lots of cost and able to run a new type of marketing promotion



## Reduce Promotion Cost

If compared with paper vouchers, all those cost are not needed, inventory management, shipping cost, labor cost for delivery,

Thus, able to run promotion with saving cost.



## Real-time Delivery

If compared with physical items delivery, able to shorten the lead time for delivery to customer by sending via messaging app.

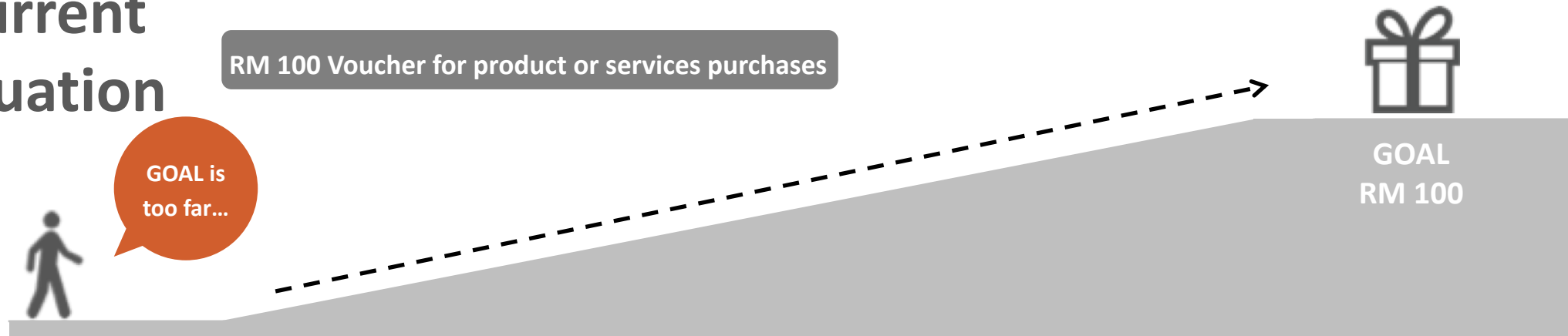


## More Winners within the Budget

Able to maximize the number of winners within the same budget by giving small incentives from RM 10 -. It can brings more participants by motivating customers with large numbers of winners.

# Sample Use Case

## Current Situation



giftee\*  
for Business

Small incentives step by step



- ✓ Shipping-free eGift enable to set small incentives with the same budget and increase engagement at each stage.

# Delivery Lead Time

Generally, it takes 2 weeks from receiving order until eGift delivery



\*Schedule might be affected by projects based on background or request

# Delivery method - csv -

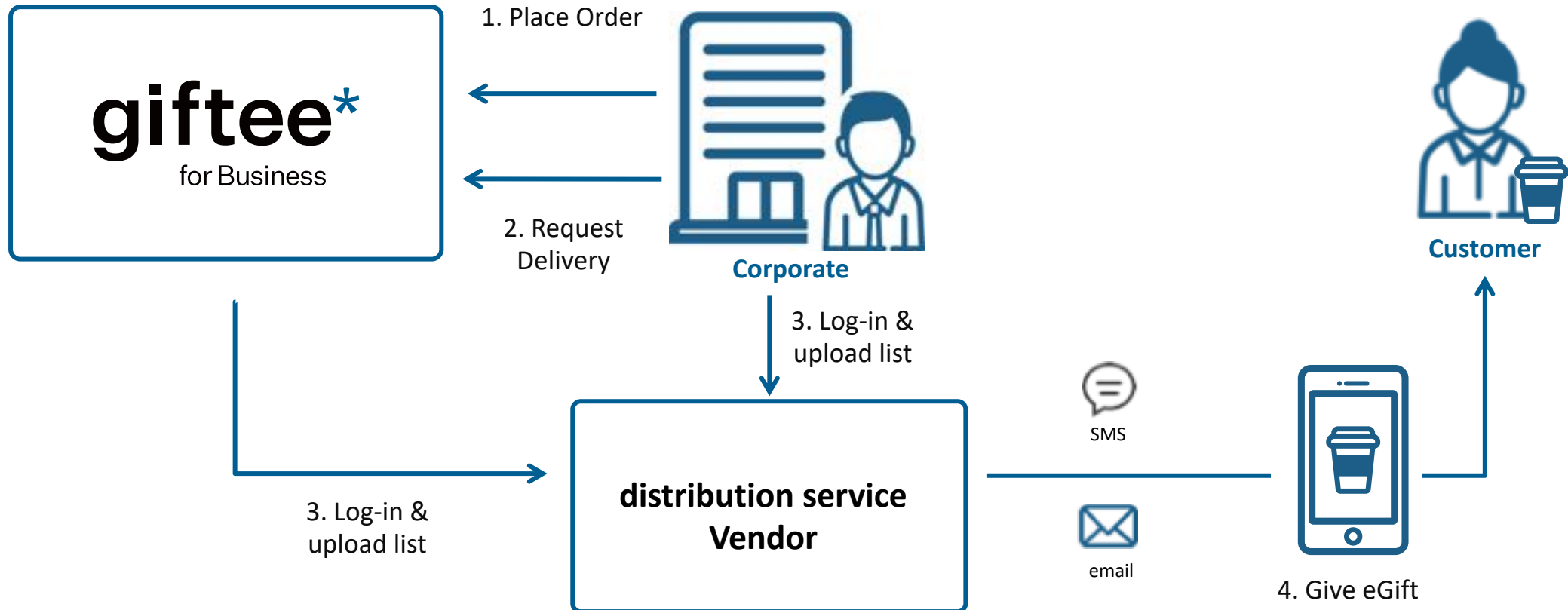
eGift will be delivered in the form of Excel file



✓ Complete delivery just by sending unique URL in the email or messaging Apps

## Deliver Option –SMS & E-mail delivery-

Corporate clients can deliver eGift URL (CSV File) to end customers through SMS, E-mail Distribution service.



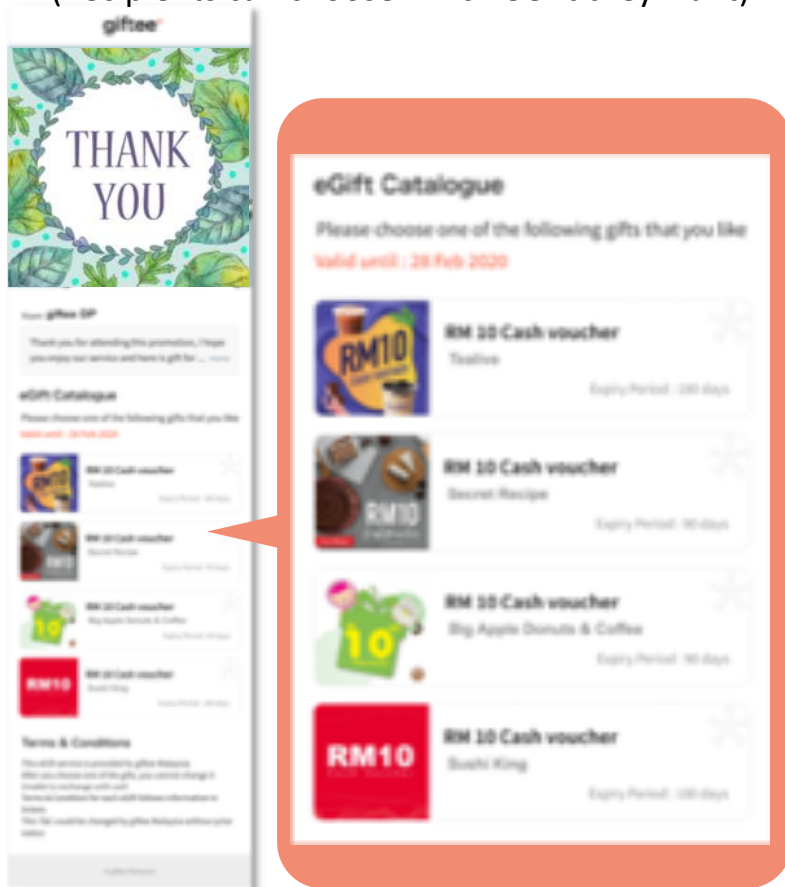


# eGift Catalogue

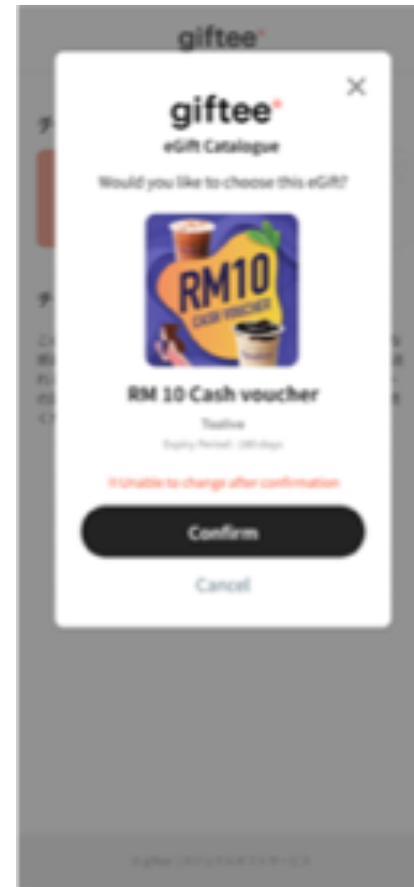
This can be an added Value benefits for your customer and employee.

## 1. eGift Catalogue

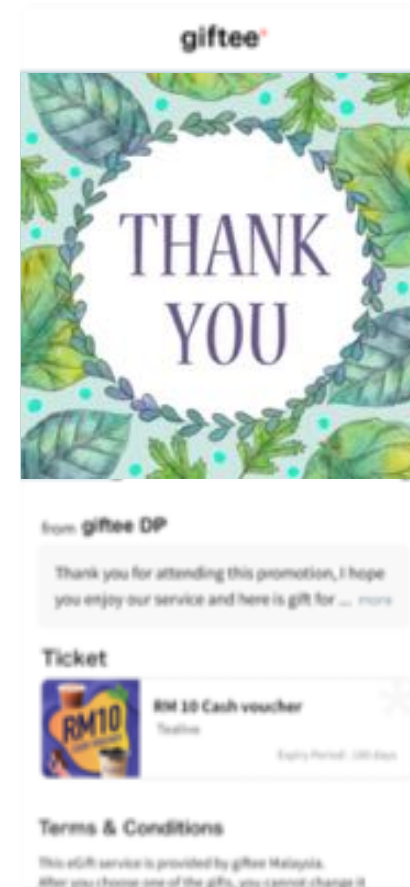
(Recipients can choose which eGift they want)



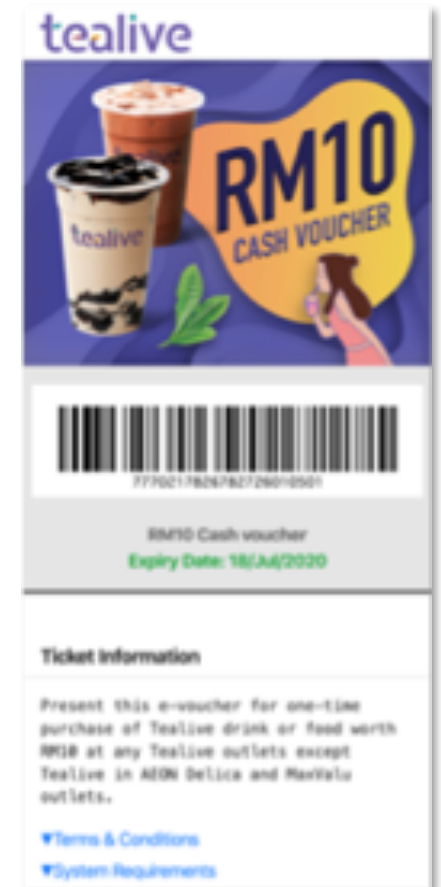
## 2. Confirmation



## 3. After choose



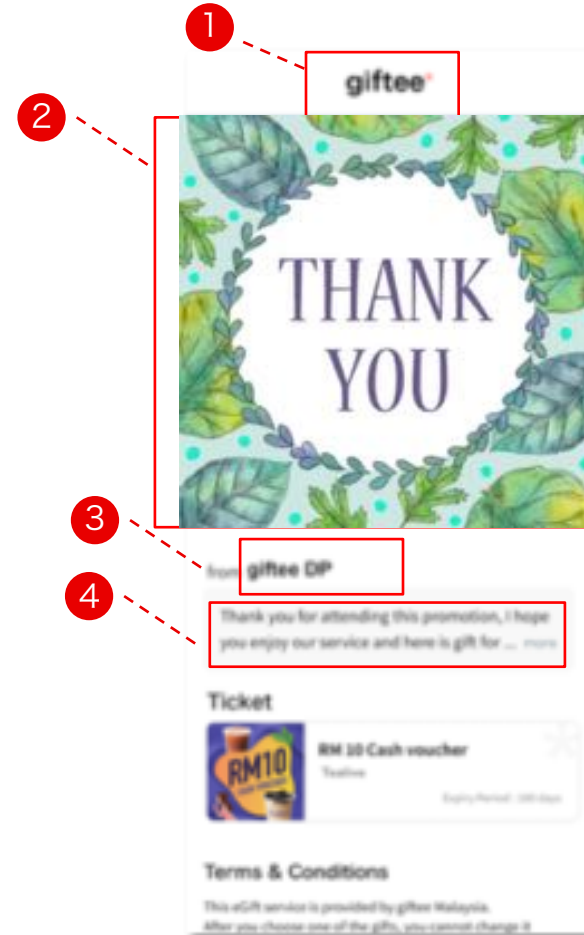
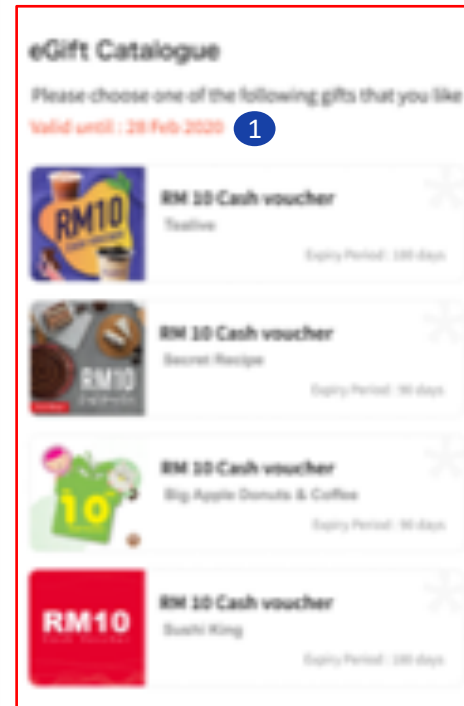
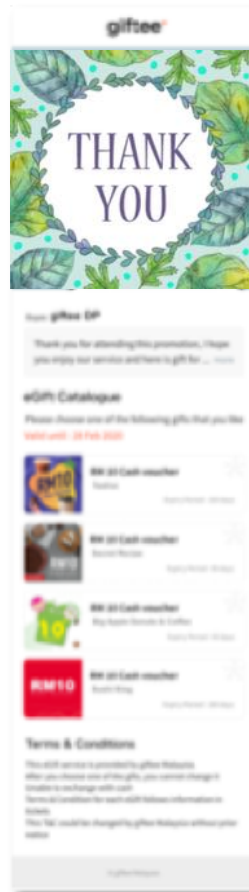
## 4. eGift ticket



# eGift Catalogue - Customizable logo and description -

- 5 Gift Selection  
\*you can set  
within 4 selection.

- 1 Validity is 90days  
from issued date



- 1 Logo Image  
The long side: 500px  
File type: png, jpeg
- 2 Gift Card  
Width 500px  
Height 500px  
File size: below 5MB  
File type: png, jpeg, gif
- 3 Sender Name  
Within 20 Characters
- 4 Gift Message  
Within 55 Characters



# Company Information

# Company Info - Malaysia -

Company Name : giftee Malaysia Sdn Bhd

Established : 13 Sep, 2018

Capital : 1,000,000 RM

Major shareholder : giftee, Inc. (100%)

Management : Mutsumi Ota (CEO)

Hideki Fujisawa (Director)



*Office in Colony @ KL Sentral*

# Company Info - Japan -

Company Name :	giftee, Inc.
Established :	10 Aug, 2010
Capital :	1,010,670,000 yen
Major shareholder :	JAFCO, KDDI, Inspire and others
Employees :	90
Management :	Mutsumi Ota (CEO), Tatsuya Suzuki (COO), Fumitaka Yanase (CTO), Yoshikazu Fujita (CFO)



*Office in Gotanda, Tokyo*

**send a small**

*Thank you*