

MAY 23, 2019



Start driving stickiness to your brand, increasing store engagement.



A big big thank you!

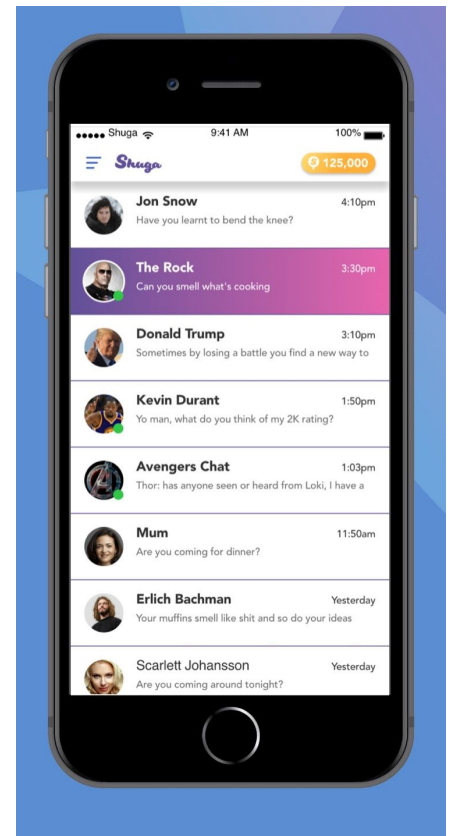
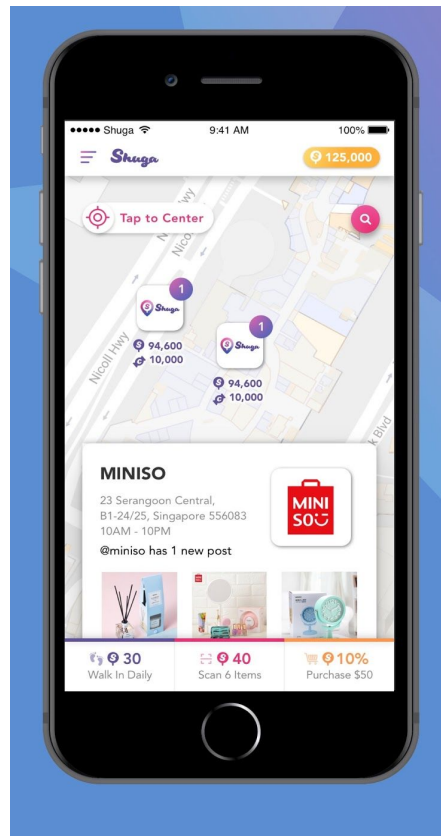
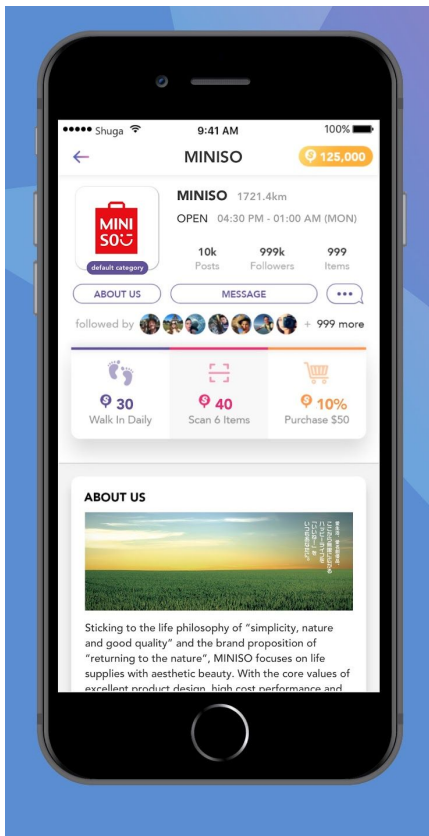
First off, we would like to thank each and every one of you for an amazing working relationship thus far. Moving forward, we are excited to reveal a new look and feel for Shuga Merchant Page (v 2.0)!

WHAT'S NEW?

- An all new merchant page with **features promoting user interaction** with brands
- **Enabled social posts** with key elements (Likes, Shares, Comments & Bookmarks)
- **Shuga chat function** whereby users can now communicate directly with you
- THE BEST PART? You can now **grow your own following base!**

WHAT'S ENHANCED?

- More **visibility for your brand** on the map each time you publish a post
- **Customizable** store opening hours
- 'About Us' page- more space to **tell your brand story**



WHY ARE WE DOING THIS FOR YOU?

Shuga has a grand plan for all our merchants, yes, we do! We have always emphasized on helping our merchants **increase AWARENESS, FOOTFALL & SALES**; and this is far from a short-term solution.

To achieve the above, we want to **drive stickiness to your brand** and give you your own following base, in turn **increasing engagement within your stores**. Think of it as digitizing your store, because what we do will drive customers through your door.

Each time a user visits your store, scans featured products or purchases something with you, they will instantly be part of your following base (Followers).

WHY IS A FOLLOWING BASE IMPORTANT?

With the new social post feature enabled, **you can now easily reach out to your following base**. Consumers interact better with brands that they can relate to. In other words, it pays when you are more active on social.

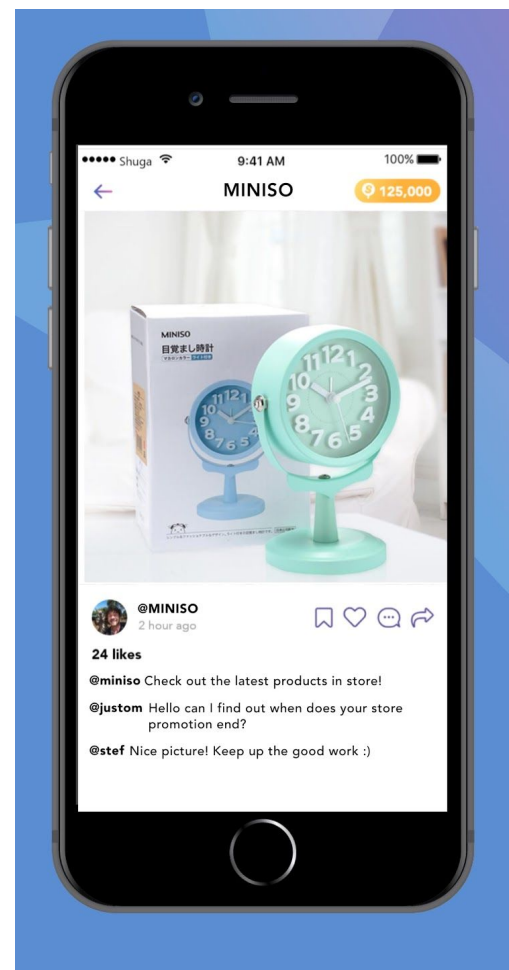
The science behind it all is that visual imagery evokes strong emotions; this helps to increase exposure as well.

While being active helps, offering curated promotions is another important piece of the puzzle. On this note, we will also release more features in the next phase. We will elaborate more at the end, hang in there!

Alas, can you guess what consumers value the most?

Answer: **Responsiveness!**

Our research complemented with a social media study in one of the biggest markets. 'Being responsive' topped the charts in the study, closely followed by 'Offering promotions'.

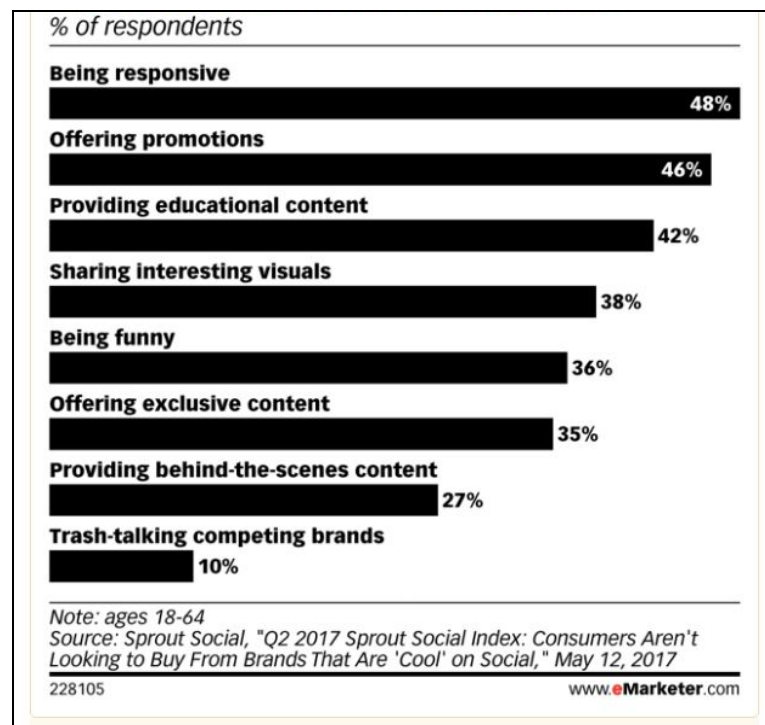


HOW WILL THE CHAT FUNCTION HELP YOU?

Reiterating on the effectiveness of responsiveness, Shuga has released a chat function where users can now reach you directly. Start welcoming enquiries on existing promotions, products/services offered, or even just good ol' feedback!

The chat function will be activated by default.

However, merchants can always opt out of this feature if they find themselves being unable to respond. In such a scenario, we would recommend to temporarily pause this service so users will not be left hanging.



HOW CAN I REPLY MY MESSAGES?

You will receive email notifications each time a new enquiry is made. **Emails by default will be the liaison email that Shuga has always contacted you with.**

If you are unsure or would like to change, please reach out to us.

HOW TO GET STARTED?



Log in to <https://merchant.shuga.io/> using the same username or email as per your dashboard.

Default PW: 1234

IMPORTANT TO NOTE:

We are currently working on app version for merchants. In the meantime, Shuga Management Tools can be accessed on desktop and thru mobile.

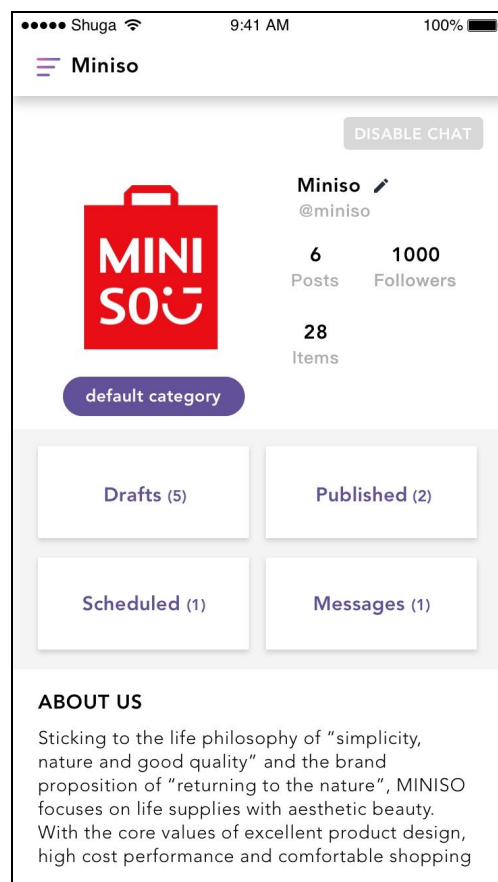
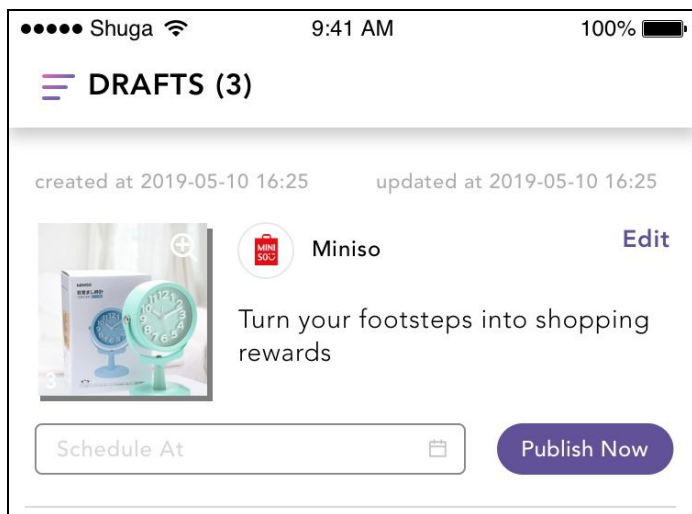
OVERVIEW OF FEATURES (MOBILE OPTIMIZED)

Drafts: Save your posts for future edits

Published: Posts that your followers can already see

Scheduled: Posts to be published at a later time

Messages: Shortcut to your chats



Shuga 9:41 AM 100%

← Back Add New Post

Media:
Click to upload or drag a file to this area. Select the + icon for additional images. For best results, please upload images of 800x800px.

Content:

Status:
Schedule At

Publish Now Draft

To create your first post, simply click to add a picture or drag a file (for desktop). Multiple images (of up to 8) can be included with the + function

You can:

- publish your post instantly
- schedule to be published at a later time
- save as draft

Can posts be deleted?

Yes, but everything (including any user interaction) will be removed and this is undoable.

Can I edit a published post?

Yes, you may edit comments as we know typos and change of plans happen! However, you will not be able to edit the images uploaded.

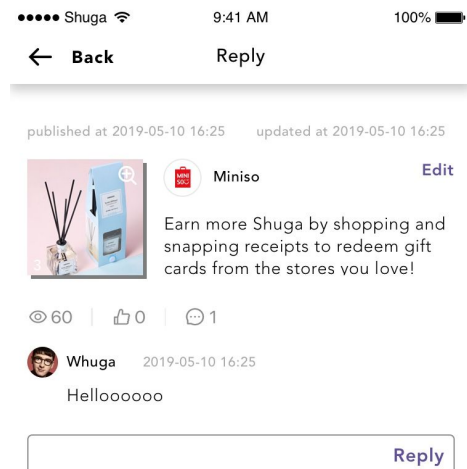
Can I upload videos?

Of course! We will recommend <500 mb for a 1 min mobile quality video.

EDITING YOUR PROFILE

You can change your avatar which will reflect in:

- Chats with users
- Social posts including comments



Let's now get back on the grand plan that we mentioned earlier. After this release, we will be working on providing some **CRM features**.

Some of the key things we will be focusing on:

- How can merchants offer curated promotions to their followings?
- E.g. Identifying birthdays, top spenders, loyal customers, new followers yet to purchase
- Analytics - interactions within your social posts etc

Moving forward, **we would strongly encourage you to start building your following base by offering Walk-in Shuga, Scan for Shuga, or promotions to convert our users to your customers!**

These are **ALL COMPLIMENTARY FEATURES** that you should really capitalize on. Yes, seriously.

Waste no time and start doing up your first post! Afterall, brands with recent postings will be highlighted on the map view and that is probably how you would want organic followers to start following your page!

We hope you can see the true value of what Merchant Page (v2.0) can do for you. The Shuga team had put a lot of thought into this after months of research! We want your success to be our success.

Regards,

The Shuga Team

For all feedback or enquiries related to Merchant Page v2.0, please feel free to email stefanie@shuga.io

For any login issues (e.g. forgot username), please contact clarissa@shuga.io