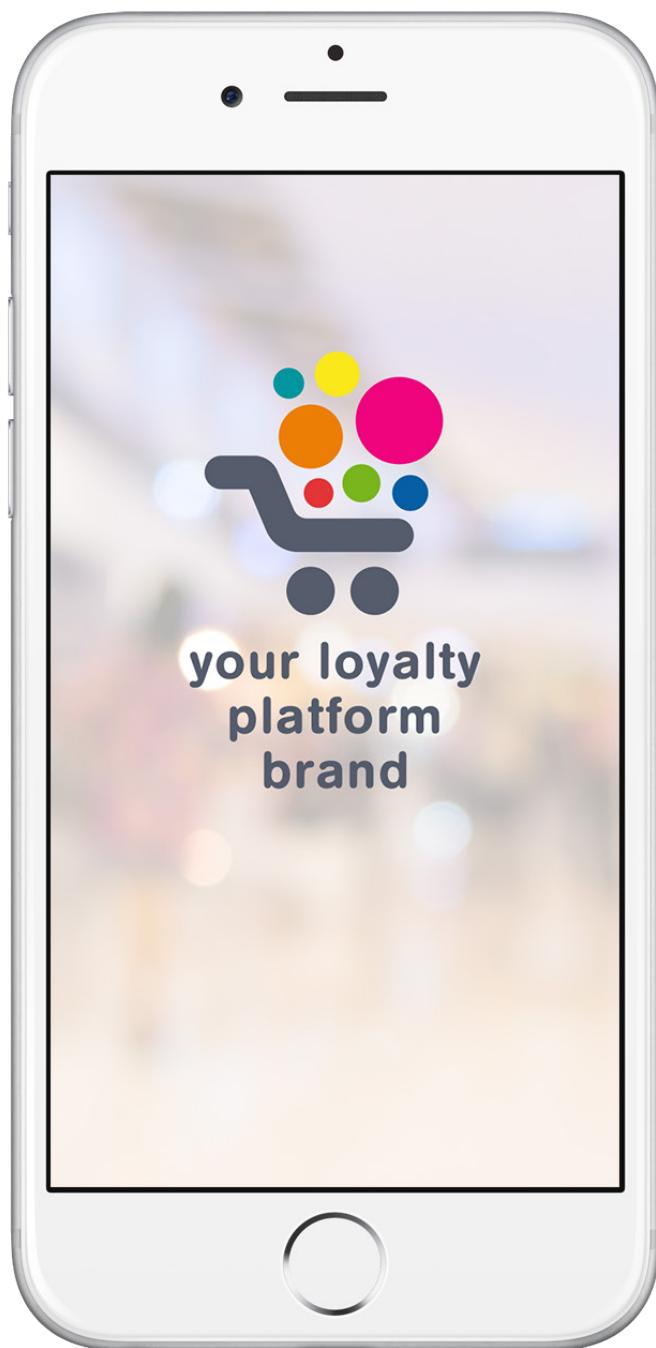




REWARDING
LOYALTY

PROJECT PROPOSAL



PROJECT PROPOSAL

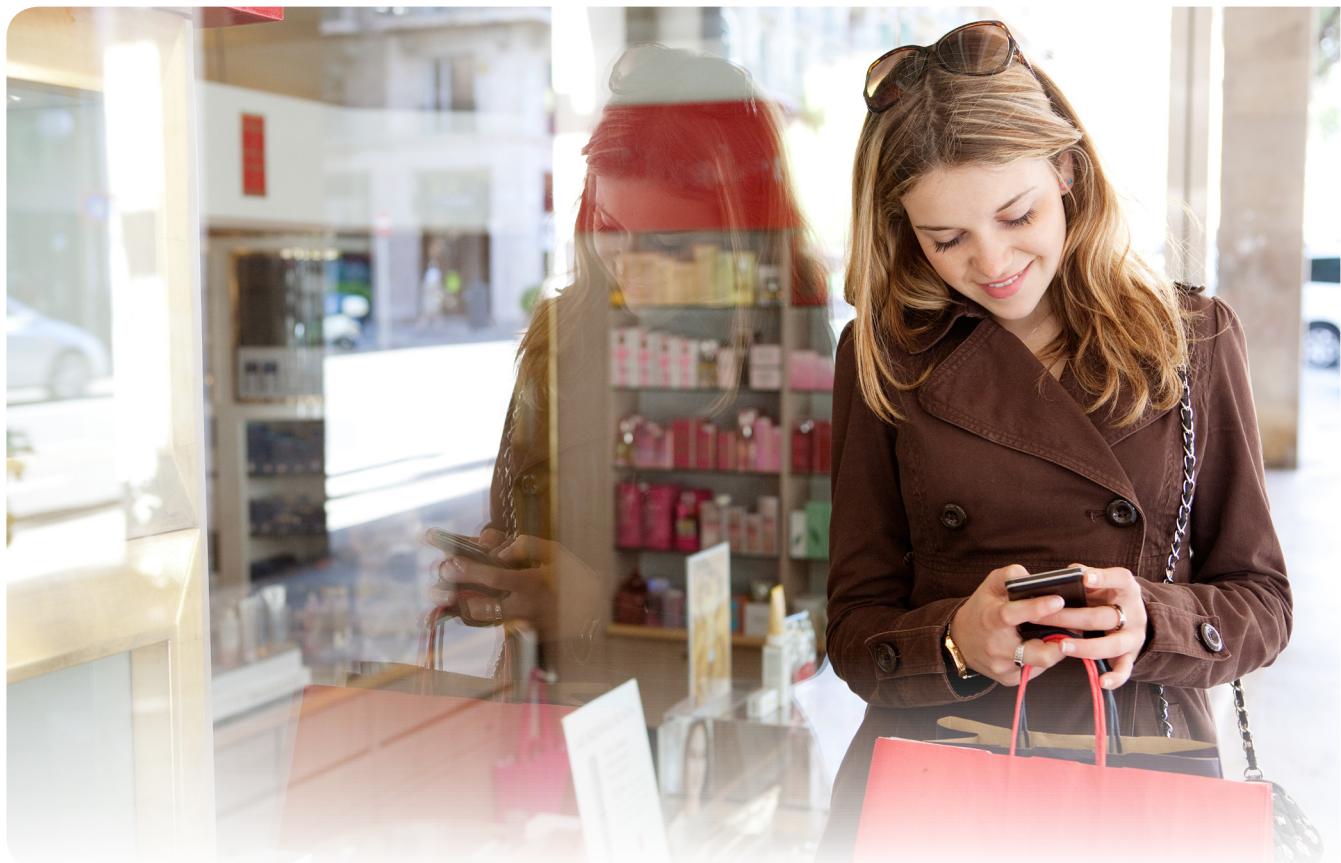
The Objective

Using our well developed technology, create your own brand loyalty platform. Build your own loyalty business by offering this highly tailored solution to local merchants, clients and consumers.

By licensing our technology, you benefit from our expertise and ongoing development.

The Brief

1. Create an own brand loyalty system with associated apps, analytics and communication platforms.
2. Facilitate a stronger tie-in relationship between your business, merchants and end users.
3. Capture data for extensive customer insights.
4. Provide increased level of security and cross-check on redemptions and stamps.
5. Provide a communication platform to promote products, information and news.
6. Quick and easy implementation.



The Solution

Provide a cloned version of the Stamp Me platform under your business' brand,

Rewards are generally based on increased and repeat frequency of patronage to these businesses or events. These rewards can range from instant, short term, VIP Card (standard discount) to Spend, Buy or Visit X times Get XYZ

All data is captured in real-time and is available for insight, audit and marketing purposes. Redemptions and stamps can be easily monitored.

The platform is versatile to enable live offers to be quickly added, removed or updated with minimal effort. Offers can be public or private, depending

on the purpose. The platform can also be used for promotions, product information, discovery of new businesses, new events, competitions, surveys etc.

The Stamp Me platform provides your business with a platform to directly communicate with it's customers through email, SMS, push notifications and social media.



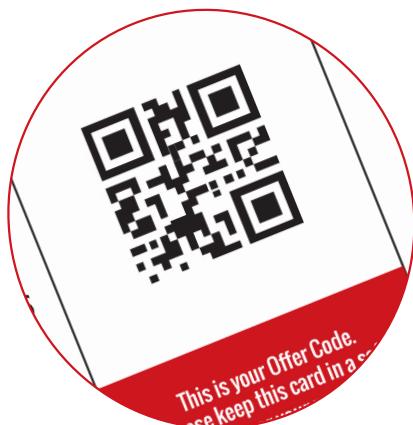
Background on Stamp Media

- Australian business with global reach and local presence in the UK, US and Canada, established in October 2011.
- In-house development team, ensures software is maintained and kept up to date.
- All data is hosted by Amazon Web Services, regarded as having the worlds most secure and reliable cloud-based servers.
- Dedicated in-house customer support for program activation and after sales.
- Stamp Media develops proprietary applications and licenses it's technology and loyalty engine to brands, franchise groups, agencies and other institutions.
- The Stamp Me Loyalty App continues to grow strongly, particularly in Lifestyle (Hair & Beauty, Food, Health, Sport, Recreation). It is also developing in specific niches such as exhibition, fund raising, sporting clubs, campuses and education.
- Stamp Me works with thousands of small businesses through to larger groups and brands including Lion Group, Nestlé (Switzerland), Coles, Falls Creek Resort Management, Rank Group (UK), American Marketing & Publishing (Chicago, USA), Leaders Merchant Services (California, USA) and many more. Agreements are currently being put in place to work with a number of other major brands.
- Stamp Me is successfully operating in businesses in more than 26 countries in particular, Australia, North America and the UK.

Benefits of a Loyalty Program

Loyalty Reward programs can deliver a very high return on investment when compared with other marketing initiatives.

Customers on loyalty programs spend significantly more with the business than its other customers. This level of spend increases even further when a business directly communicates with the customer.



Key benefits of the program

Stamp Me is a marketing tool for customer retention and communication

1. Simplicity of the program for your business

Stamps are provided by placing the phone in immediate proximity to our unique loyalty beacon display which is generally placed beside the register at the point of sale.

Loyalty Beacons are a very personal way of providing loyalty stamps. They are also extremely easy for staff to manage with minimal staff involvement required. They are highly secure as they can not easily be copied.

Loyalty Beacons also have the advantage of being able to automatically communicate messages to the customer.

There is no complicated hardware or software for the business to manage or integration required. The business does not require WiFi. This makes the program relatively easy to deploy on scale.

Customer information is all accessed through a cloud-based portal (ie. who, when, what, where etc). For a lot of businesses, this provides a large time and cost saving in administration and marketing.

For more information comparing of the different validation processes go to stampme.com/resources/validation



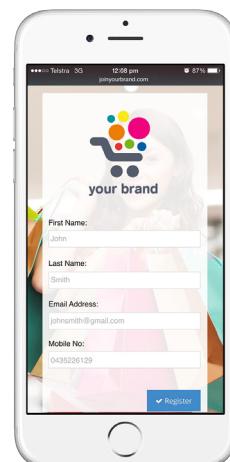
2. Simplicity of the program for the customers

The customer no longer needs to manage a whole collection of accumulated Loyalty Cards. They only need to download the program and register once to store their loyalty card.

We also provide simple registration pages to easily allow the customer to join their loyalty program with an immediate incentive. Go to stampme.com/resources/microsites for more information on how these registration pages work to drive customers to your loyalty program.

Stamp Me regularly surveys its clients to get feedback. In the survey extract below, pleasingly around 90% of respondents found Stamp Me very easy to use.

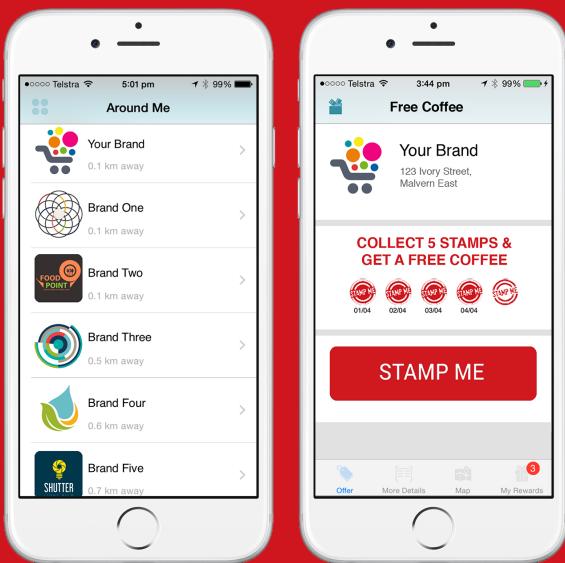
	Excellent	Very Good	Average	Poor	Rating Average	Rating Count
Overall concept	67.7% (397)	29.2% (171)	2.6% (15)	0.5% (3)	1.61	586
How it looks and feels	39.2% (228)	50.8% (295)	9.0% (52)	1.0% (6)	1.18	581
Ease of use	45.5% (264)	43.8% (254)	7.6% (44)	3.1% (18)	1.21	580



Registration Page example

3. Data and Security

All customer and transactional data is recorded real-time and is available for insights, marketing and security control. Redemptions, stamps and activity logs can be used to cross-check against other operational and transactional data to ensure effective use of the program.



4. Branding

Stamp Me also provides branding opportunity through the App, Websites, in-store and social media.

Business Logo (or sponsoring) is included on the Offer within the App. The App also contains a local search function to allow customers of other businesses to see your business and offer. It also has wide appeal to customers from a range of businesses because it's not niche specific ie. just Hair & Beauty products and services or quick service restaurants.

Branding can also be provided on in-store marketing collateral such as customised digital and print displays, registration pages for businesses to post on their website, social media and other marketing collateral.

5. Communication

Stamp Me provides a sophisticated communication and engagement platform. Customers can be communicated with via email, SMS and push notifications. Customer information can also be directly exported or linked to other CRM systems if preferred.

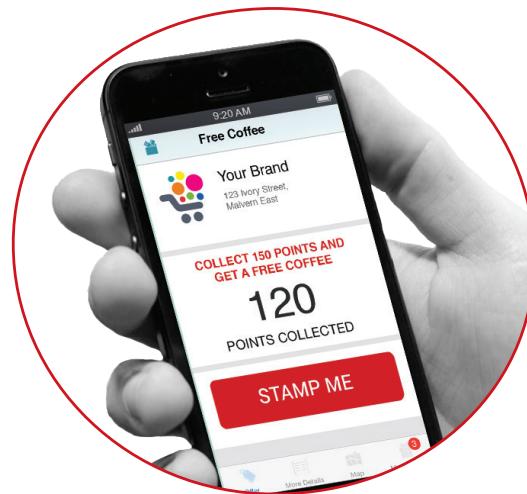
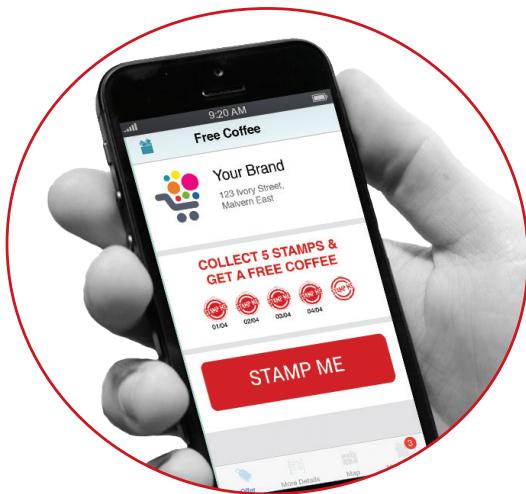
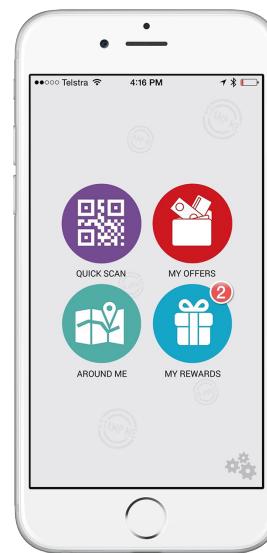
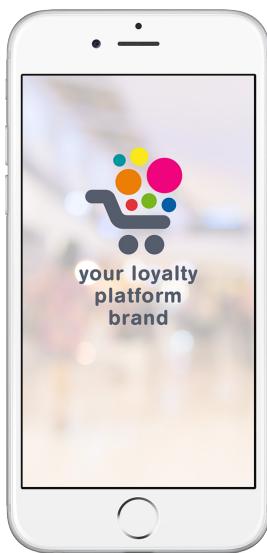
Complex segmented communication campaigns can be provided via email, SMS or push notifications. Triggers and actions are set with many rules available based on consumer profile and activity, time, location and proximity. Some examples could be: When a customer approaches the business the beacon would send a push notification. After joining and participating in the program a user can be sent a request with a direct link to your preferred review site, such as Yelp, Facebook or Zomato.

Around a third of Stamp Me users register through Facebook Connect. At the time of receiving a reward, a message is posted directly onto the users wall for their friends to see providing some social reach. i.e. "I've just received a \$10 discount with the Your Brand Loyalty App." We can also allow customers to checkin to your business page through Facebook.





Example Screenshots



Implementation

- Estimate program would take 3 to 4 weeks to implement your business branded Loyalty App from acceptance of the proposal.
- Your business to provide the required graphic design files for the apps and branding - Stamp Media shall provide the specification and requirements for these images (Stamp Media can also provide a Graphic Design service if required)
- Stamp Media would work with your business in the design and production of marketing collateral and it's delivery.
- Stamp Media would work with your business in the implementation of the programs and post implementation assistance. ie. Staff training, helpline etc.

Summary

Stamp Media can deliver a cost effective loyalty platform utilising the latest technology to build your business. The solution provides the following:

- App enables loyalty program and marketing tool for the businesses
- Customer data capture for your business including visitation and transactional information
- Data push and integration to your business (if required)
- Touchless engagement through iBeacon technology
- Secure transactional validation using Stamp Me proprietary devices
- Easy deployment
- Fully supported service from an established Australian company
- Programmable, automated communication campaigns via email, SMS and Push Notifications



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Summary of Stamp Me Platform

Stamp Me		Comment
Features		
Stamps/Points	Stamps/Points	Stamps are more effective as currency when the product or service is consistent. Points are better in situations where there is disparate values in the range of goods and services.
Venues	Unlimited	
Users	Unlimited	
Offers	Limit of three Offers per business.	Offers can be independent for each venue or linked. Instant and interim rewards can be programmed to increase customer engagement. Offers can vary from Spend, Visit, Buy and competition.
Search	Venue address & mapping provided. Your business is viewable on Around Me by all Stamp Me users.	Based on geo locational services. Your business will be able to be found on the App by all Stamp Me app.
Validation	Offer Code/Stamp Mate/Beacon	stampme.com/stampmatedemo
Branding		
App	Logo provided on App, Search and Details linked to business website/ Facebook, Ordering, Reviews etc.	
In-Venue	Posters, Signs, Stickers, How to Cards, digital screen graphics provided	
Online	Registration page provided for customer signup. Can be linked to website, facebook and other marketing collateral	Examples of micro-site for customers to join program http://stampme.com/resources/microsites
Analytics & Communication		
Portal Access to view customer data	Yes	go to stampme.com/dashboard Login: Demo Password: Demo
Email Platform	Yes	
SMS Platform	Yes	
Push Notifications	Yes	
Beacon Integration	Yes	