

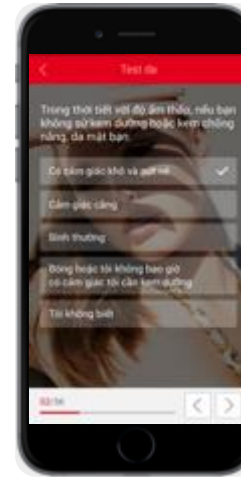
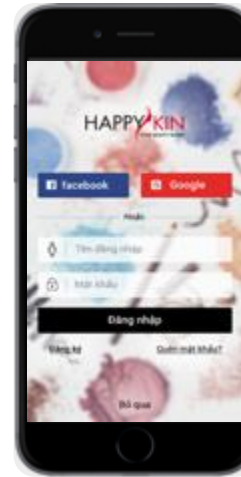


PROUDLY PRESENTS



HAPPY SKIN MOBILE APP: INTRODUCTION

- Happy Skin: A personalized content hub about beauty & cosmetics for Vietnamese women
- Users can get all vital beauty features in 1 place, personalized for their skin type.
- Taking our SCIENTIFICALLY-PROVEN SKIN TEST (launch in Apr '16), app users will get to know their exact skin type & get recommended with specified routine & cosmetics.
- Products are reviewed by Happy Skin editors & app users.





HAPPY SKIN TARGET AUDIENCE

20+ year old, bull's eye 23-35

Upper medium income (LSM 7+)

4 key cities, focus on HCMC and Hanoi

Currently suffering from skin care problems or desiring (or can be inspired to desire) to enhance their appearance to be more confident and better enjoy their life.

'Too many information to me is similar to no information, ending up by confusion when I tried to look for a suitable product. While current beauty websites are pretty generic, branded sites just say good about themselves'





HAPPY SKIN MOBILE APP – PRODUCT CONCEPT

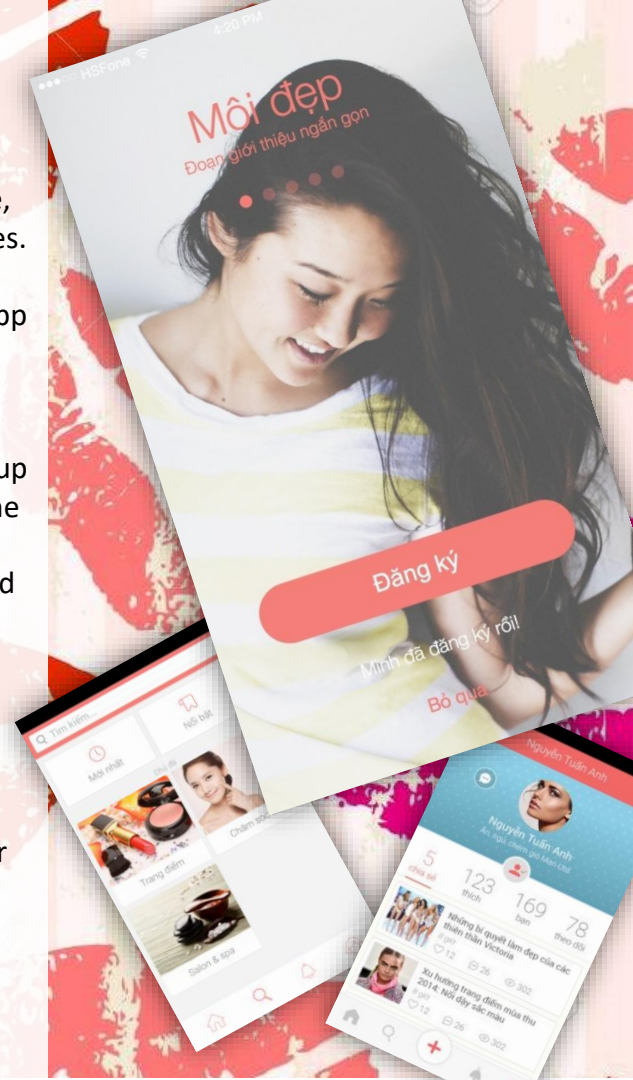
As a modern woman, I care deeply about my outlook, especially my skin. However, finding reliable, accurate, and concise information is challenging when content is scattered across countless sources. **Happy Skin** is a trusted beauty information platform for Vietnamese women, now introducing a new mobile app that brings everything you need into **one simple, personalized experience**. The app is designed to be intuitive, convenient, and accessible anytime, anywhere.

Key Value Propositions & Features

- **Curated Beauty Content:** Stay up to date with the latest beauty trends, skincare tips, and makeup tutorials that are practical and easy to apply, helping users build sustainable beauty routines. The app also features in-depth articles on trending topics in the beauty industry.
- **Comprehensive Reviews & Community Insights:** Access aggregated reviews from both local and international users covering all skincare, makeup products, and beauty services. Users can also contribute reviews and share real experiences.
- **Personalized Skin Assessment:** Take expert-designed skin tests to better understand your skin type and needs. Based on results, users receive tailored skincare routines and product recommendations, continuously updated over time.
- **Smart Cosmetics Bag:** A unique feature that allows users to track, manage, and receive reminders for their beauty products' usage and expiration dates. No more forgotten products or unsafe use after opening. The app also suggests similar products when it's time to repurchase.

Beauty becomes simple, enjoyable, and stress-free.

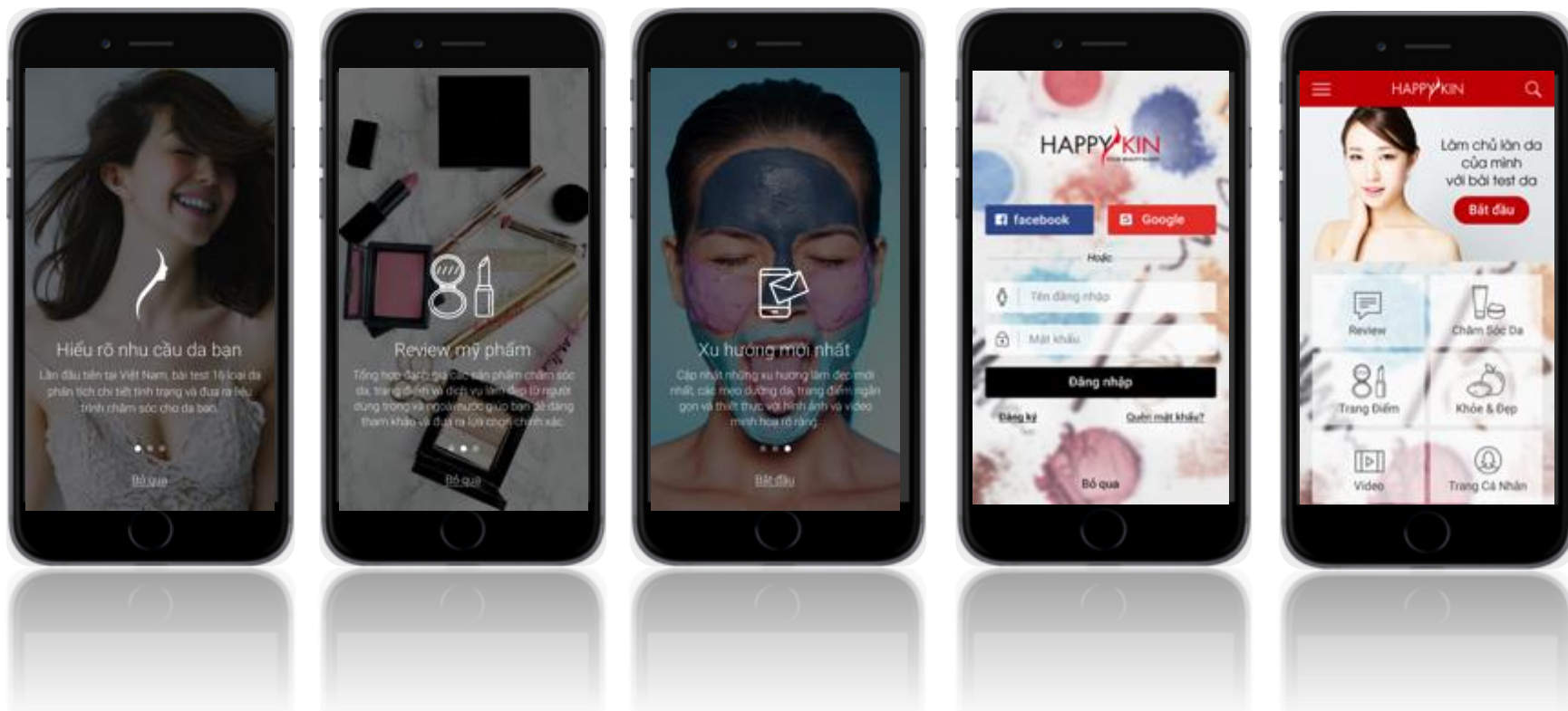
Happy Skin - Your Beauty Buddy.





HAPPYSKIN MOBILE APP: PREVIEW

Homepage



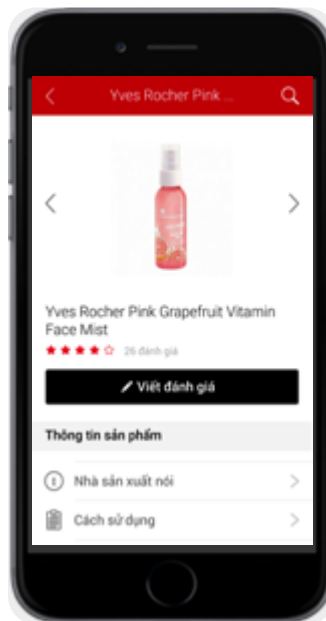


HAPPYSKIN MOBILE APP: PREVIEW

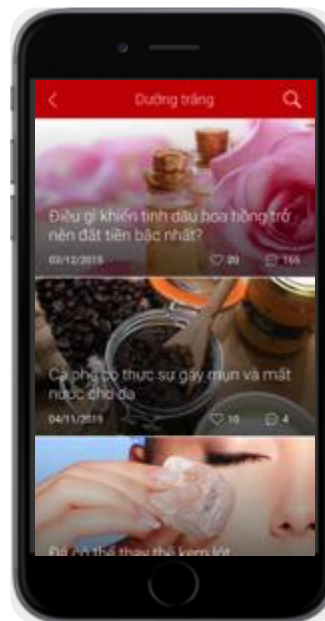
Skin Test



Product Review



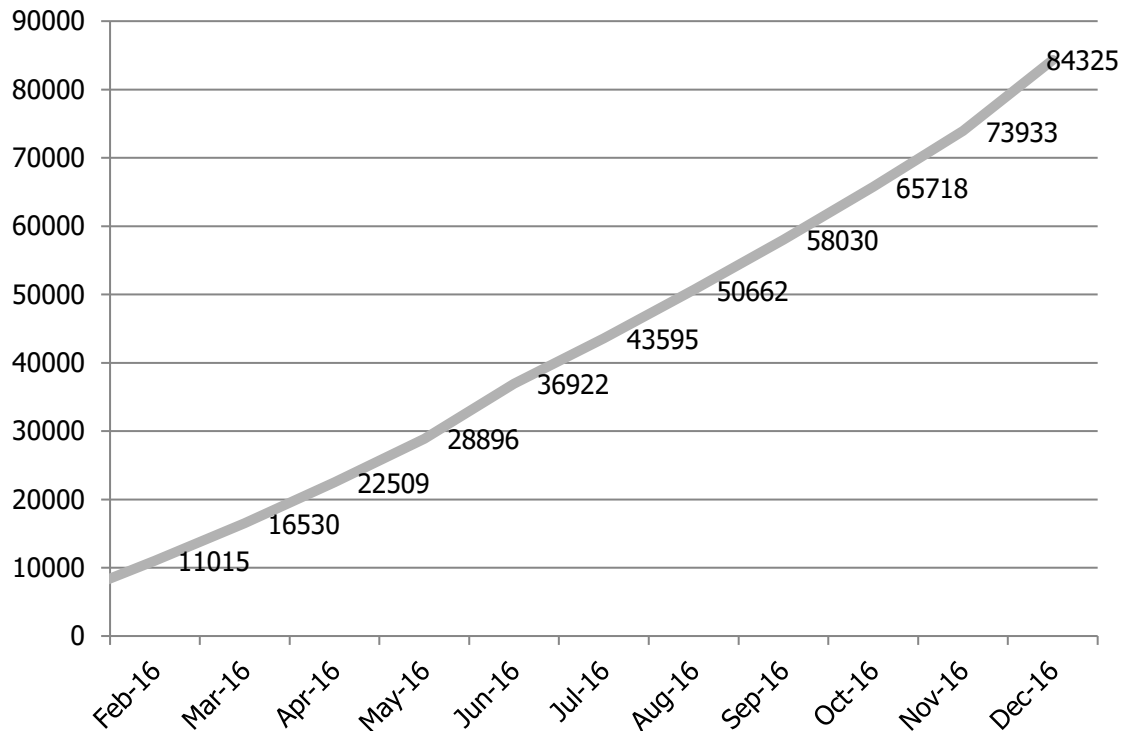
Articles (Trend Updates, Tips & Hacks..)





HAPPY SKIN MOBILE APP: EST DOWNLOADS

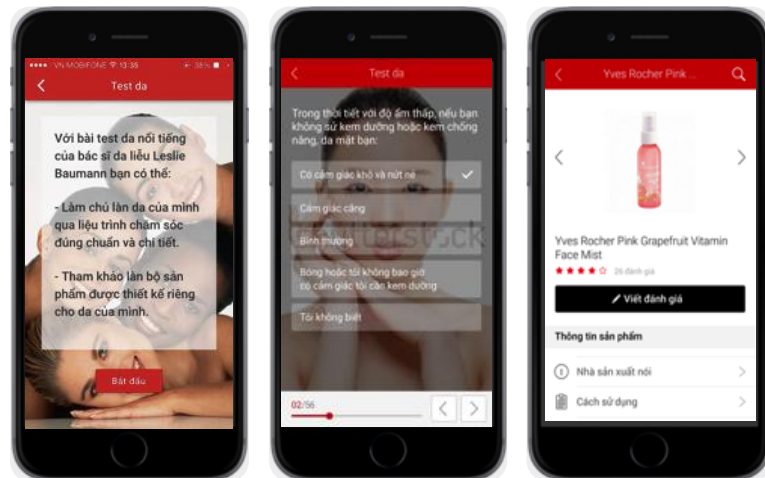
TOTAL MOBILE APP DOWNLOADS





WHY YOUR BRAND SHOULD JOIN?

- Targeting **right consumers**: Female, 20+ year old, bull's eye 23-35, LSM7+ in key cities whom are interested in beauty and cosmetics.
- Build **positive** brand image with expertise: **Getting recommended** by Happy Skin editors in our Skin Test function.
- Maximize **brand & product presence** naturally and reliably: Diverse in-app placements and app marketing activities.
- **Upgrade consumers' experience** through our Cosmetics Bag (launch in Q3/2016).





HOW YOUR BRAND CAN JOIN?



#1 Product Endorsement



#2 Product Sponsorship



#3 In-app Placements

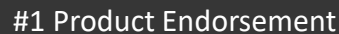


#4 User Database Cross-Promo



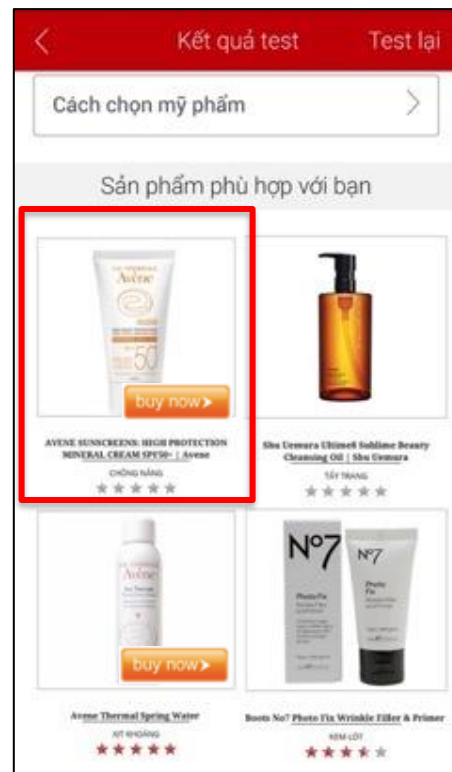
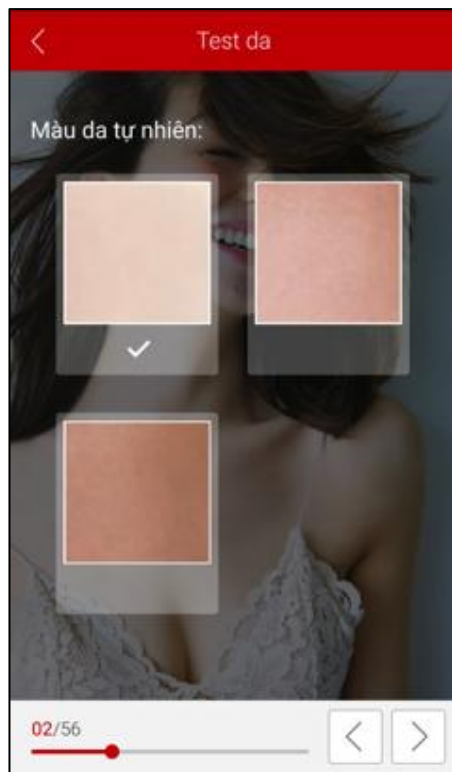
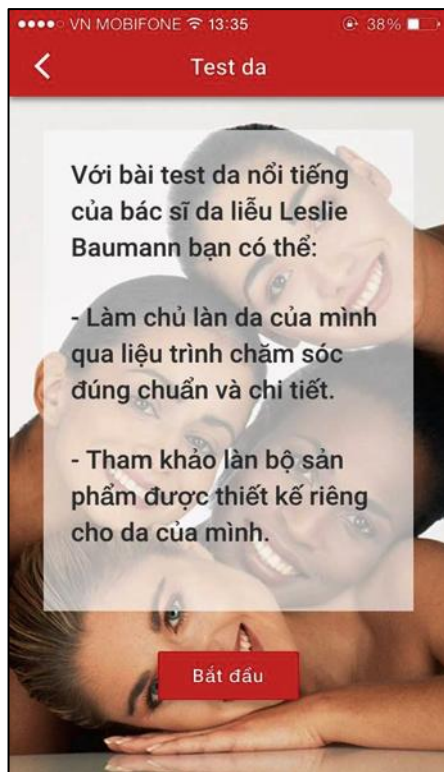
HOW YOUR BRAND CAN JOIN?

- After users taking their Skin Test on mobile app, your brand will be presented as our RECOMMENDED skincare treatments.





“RECOMMENDED PRODUCTS” ENDORSEMENT IN SKIN TEST



“Buy Now” button will appear under each product
=> Direct link to brand’s official e-commerce sites (Tiki, Lazada, Yes24...)



MOBILE APP LAUNCH GIVEAWAYS

HOW YOUR BRAND CAN JOIN?

- Offer products, mini sets or discount vouchers for lucky new app users - when they join Happy Skin marketing activities to call for Happy Skin Mobile App downloads.

Quantity: 10-20 gift paxes valued 1,000,000VND minimum



Enter To Win





REWARD SCHEME FOR ACTIVE REVIEWERS



Yves Rocher Pink Grapefruit Vitamin Face Mist

★★★★☆ 26 đánh giá

✍️ Viết đánh giá

Thông tin sản phẩm

ⓘ Nhà sản xuất nói >

📄 Cách sử dụng >

🧴 Thành phần >

LEVELS & BENEFITS:

- + Beauty Lover: 1-74 points
Privileged to win HS giveaways
- + Beauty Junkie: 75-299 points
15% discount vouchers from brands
- + Beauty Guru: 300 points or more
30% discount vouchers from brands
- + Top 100 Beauty: Special gifts end of year

HOW YOUR BRAND CAN JOIN?

Brands can sponsor discount vouchers for monthly active reviewers and gifts for TOP 100 end of year.



Beauty Junkie





PRODUCT SPONSORSHIP: MEASUREMENTS

All winners are encouraged to write Review for the products that they received in giveaways to get more points

Measurement Methods

- Number of people reached
- Number of people joining
- Number of people winning giveaway
- Number of people write reviews for products after receiving gifts



PRODUCT REVIEW BY HAPPY SKIN EDITORS



What we can do?

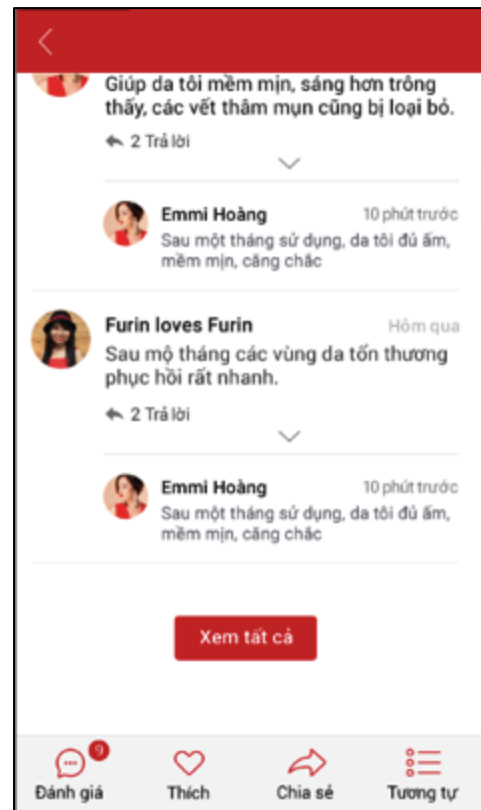
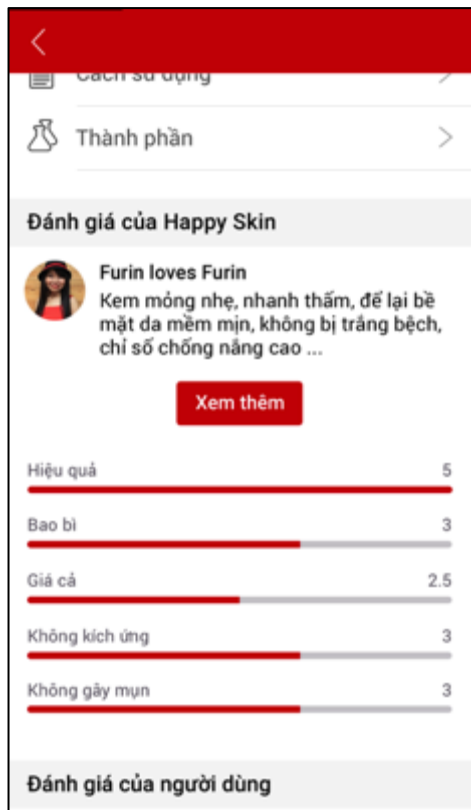
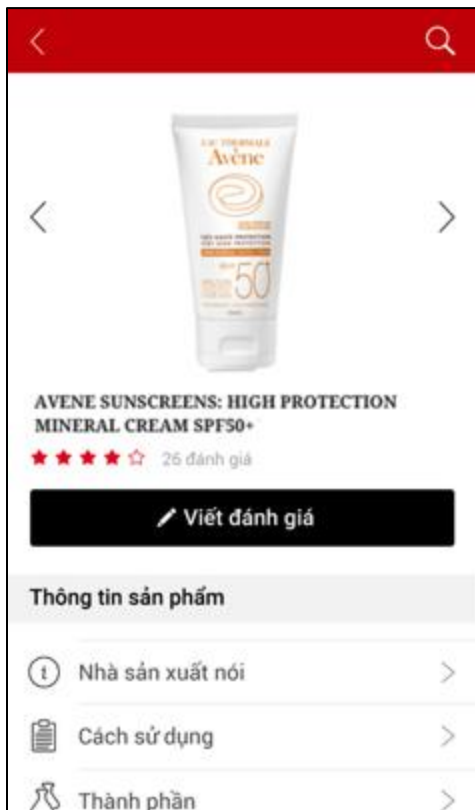
Happyskin editors will test and write product review and post on Happy Skin's website & Facebook.

How your brand can join?

Instead of self-advertising, let Happyskin write review objectively about your products to our web users & 30-150k Facebook fans with optimal cost.

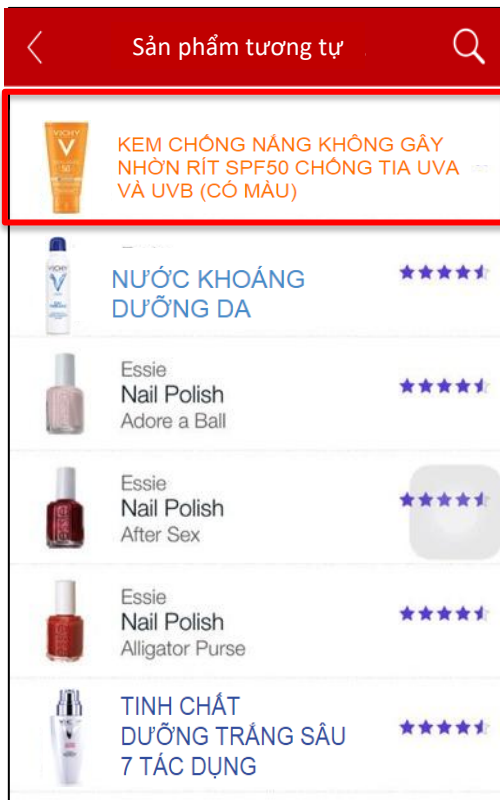
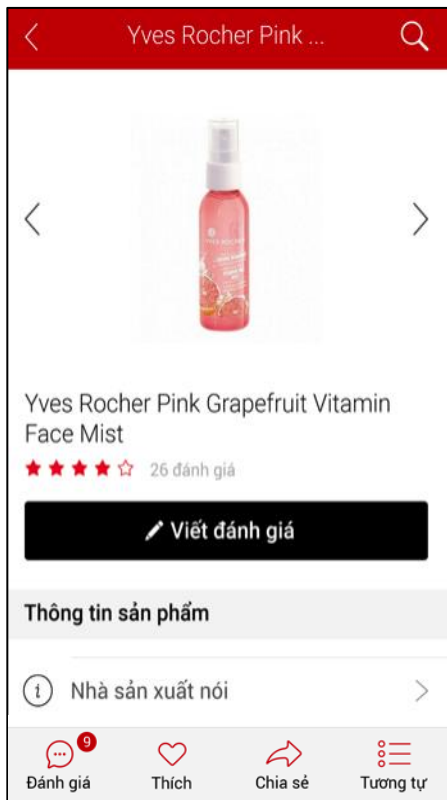


PRODUCT REVIEW ON MOBILE APP





PRODUCT REVIEW: RELATED PRODUCTS



HOW YOUR BRAND CAN JOIN?

Feature your products first in Related Reviews section for users.



PRODUCT REVIEW: FEATURED BRAND ON BRAND LIST

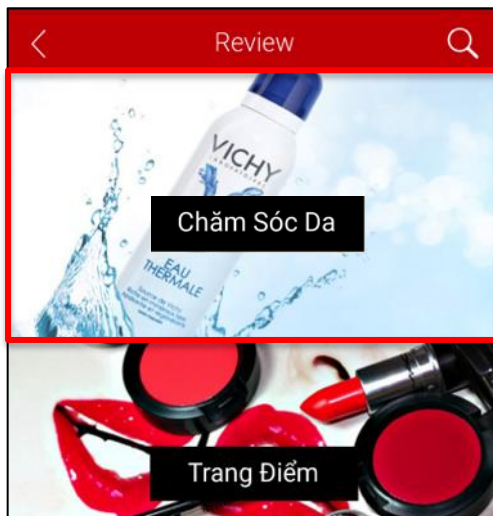


HOW YOUR BRAND CAN JOIN?

Your brand can be 1 out of 3 featured brands appeared on TOP of the Brand list of Happy Skin Mobile App's Product Review Section.



IN-APP DISPLAY BANNERS & VISUAL ADAPTATIONS

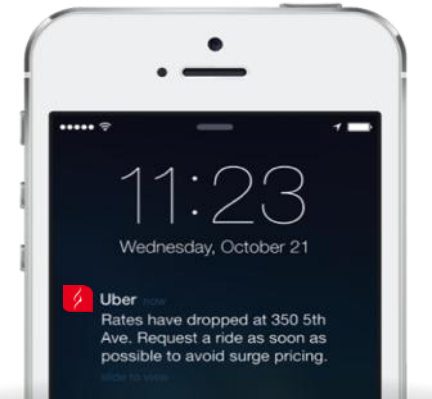


HOW YOUR BRAND CAN JOIN?

- Banners on Mobile App
- Feature product/brand pictures in the background images of Happy Skin Mobile App



BEAUTY REMINDER: BRANDED TIPS



HOW YOUR BRAND CAN JOIN?

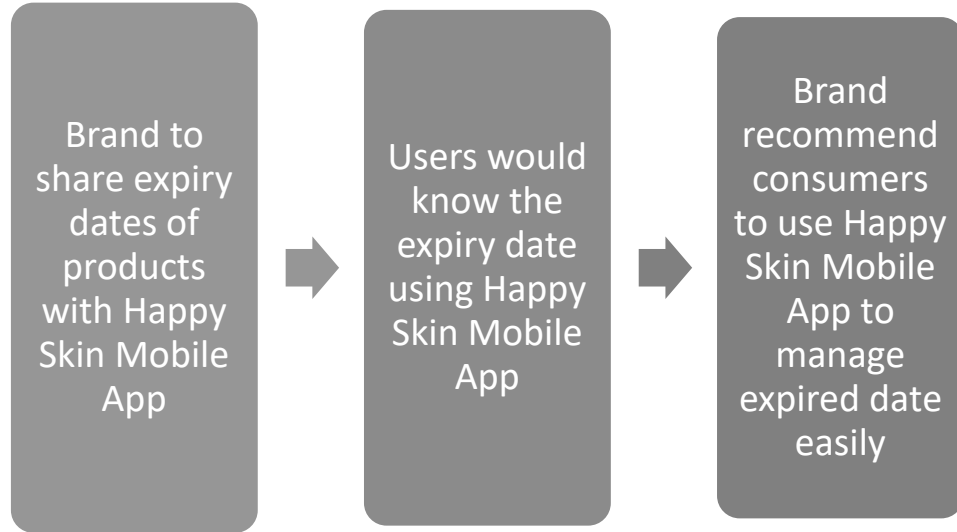
We can add in helpful tips from your brand in the content of Beauty Reminders.

Users will receive biweekly notifications and get your content naturally.

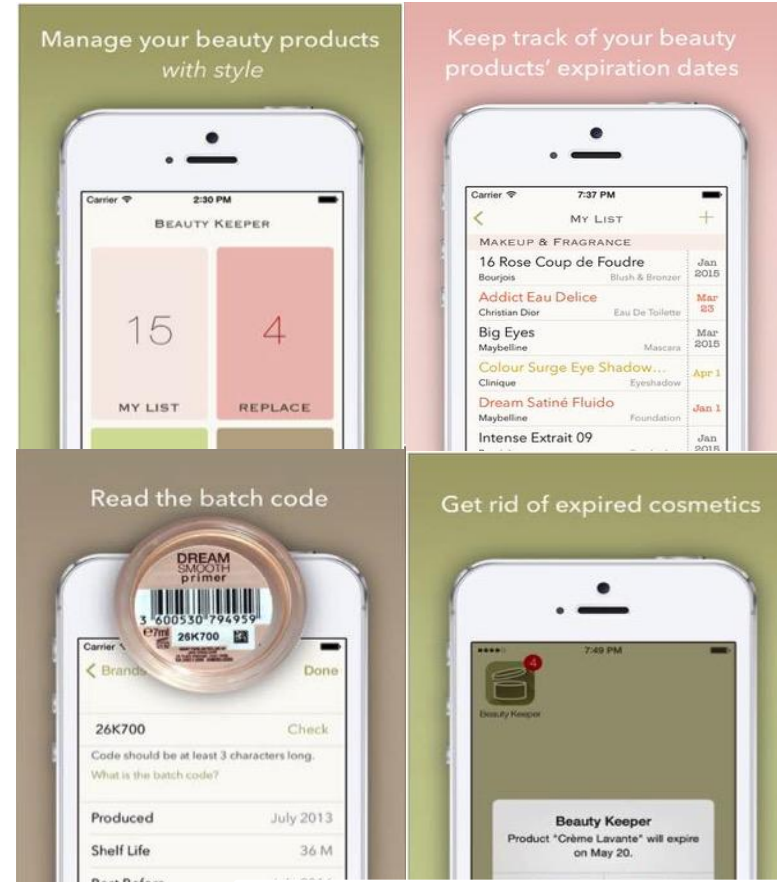


COSMETICS BAG (LAUNCH IN Q3/2016)

HOW YOUR BRAND CAN JOIN?



Also featured your products in “Suggested Products For You”, where Happy Skin will suggest alternative products when expiry dates of users’ current products are near.





YOUR BEAUTY BUDDY