



Your Mobile Marketing
and Loyalty Experts

Presented by: Anna Gong, CEO
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- Merchant Challenges
- Customer Loyalty
- Customer Acquisition vs. Retention
- The Opportunity on Mobile
- About Perx
- Perx & American Express



Deceleration in retail sales volume- contraction by to 2.1%¹



Fashion demand growth at 5.2%²



F&B demand growth slowed to 1.4%²



Slowdown in Chinese tourists spending in HK

HOW DO MERCHANTS INCREASE REVENUE AND PROFIT IN 2016 & BEYOND???????

58% sales from locals³

Improve sales with technology

RAISE REVENUE AND PROFITS SUSTAINABLY

Merchant Challenges

Who are my customers?

What is the value of points?

Is this “10% Off” credit card promo lifting sales?

What is the ROI of my social strategy?

Who have I lost to the competition?

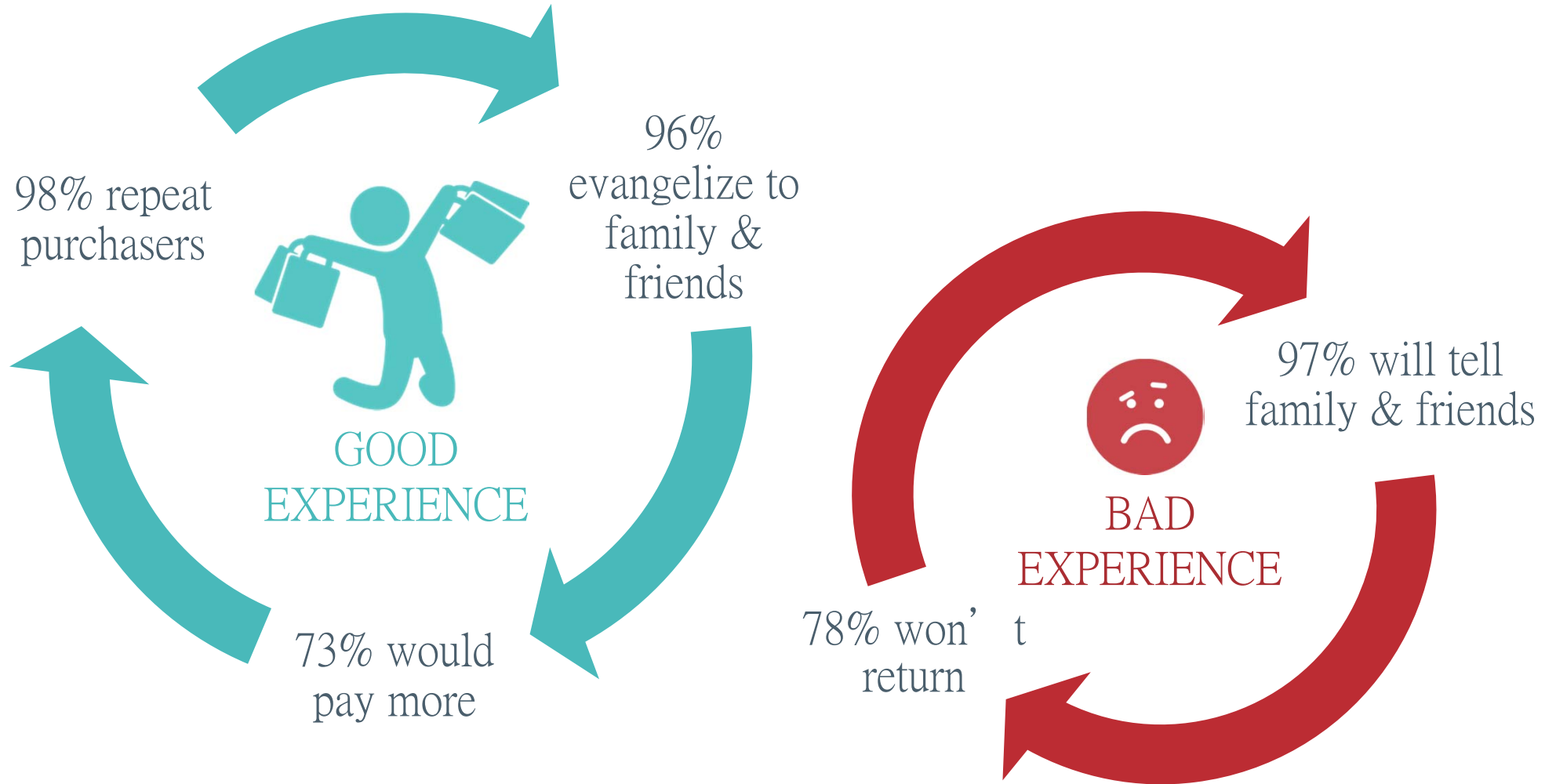
How do I find new customers without upfront discounts?

How do I reach my top customers?

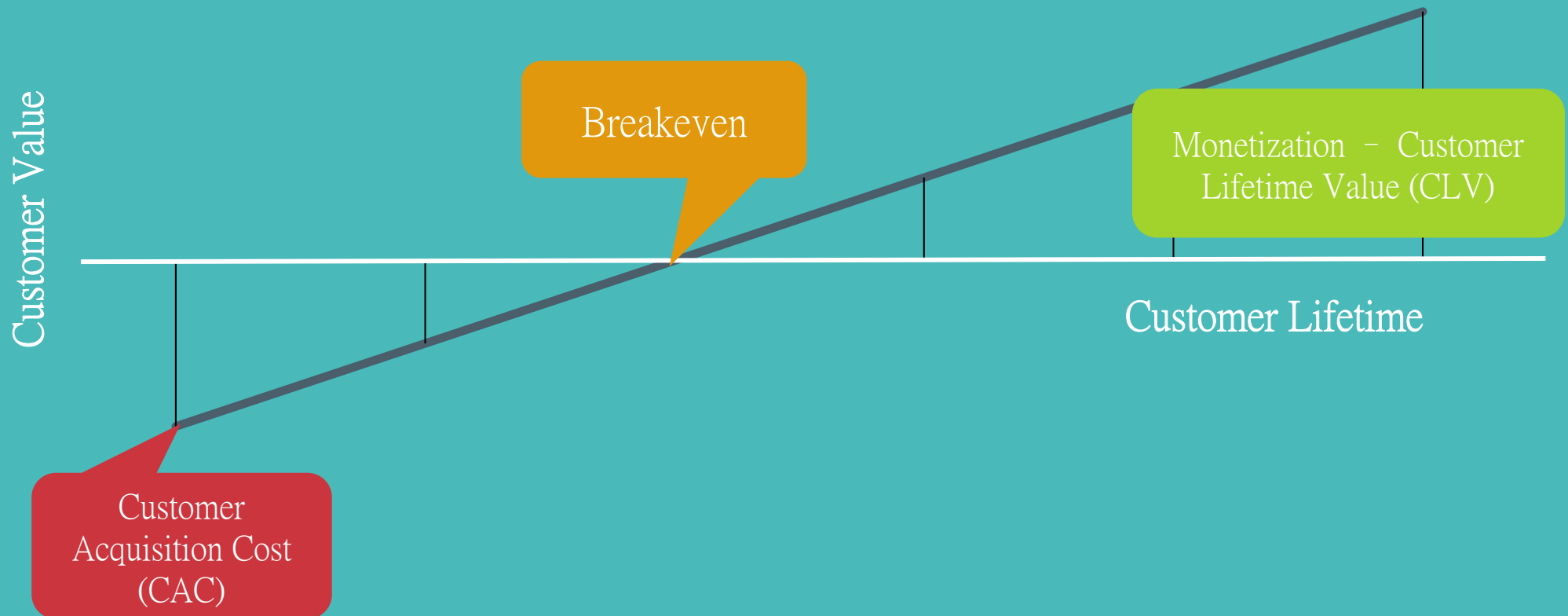
How do I collect more customer feedback?



BUSINESS OF CUSTOMER EXPERIENCE



Customer Acquisition vs. Retention



CUSTOMER LOYALTY – GROW YOUR REVENUE



5% additional wallet share from retaining customers = HK\$ 4.65 billion!!!*

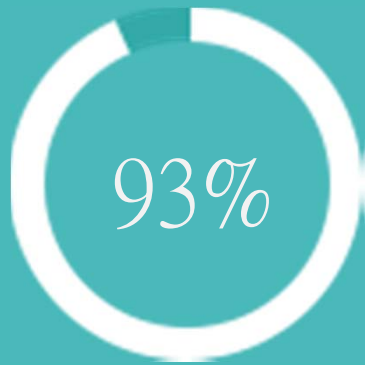
Repeat customers spend 67% more!

Engaged customers buy 90% more frequently

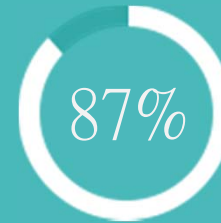
Customer acquisition cost 5x > Retention Cost!

Customer Loyalty = FREE MARKETING

The Opportunity on Mobile



93% adults aged 20 – 39 years own at least one smartphone¹



87% of consumers want a loyalty program³



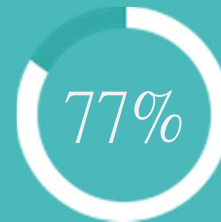
Consumers value Customer Service 4 times more than product or price, and...



Mobile users also check their phones 150 times each day²



18-44 year olds have their mobile devices on hand and ready for engagement 22 hours each day⁴



77% customers use their smartphones while shopping⁵



1. Source: PricewaterhouseCoopers
2. Source: Kleiner Perkins Caufield & Byers

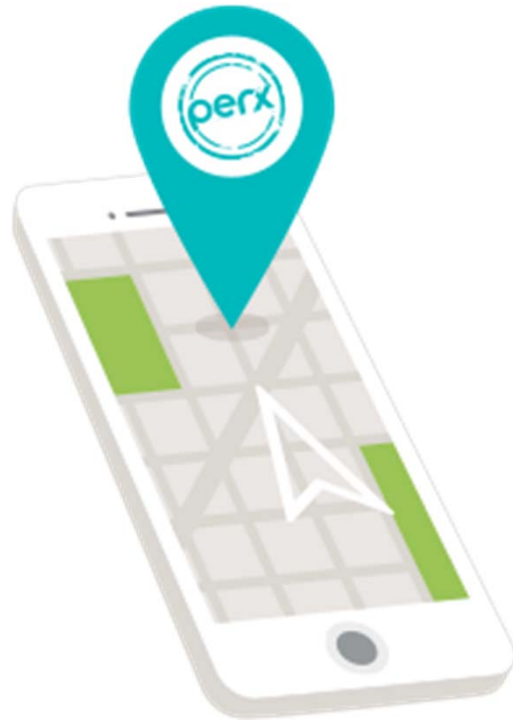
3. Source: Talech Report
4. Source: Bond Report

5. Source: PricewaterhouseCoopers

CUSTOMER LOYALTY ON MOBILE



Campaigns and Offers targeted
to the right customers



Localized and context-based marketing

Data analytics and
Customer feedback



ABOUT PERX



17th October 2011
Launch Date



+250,000,000
Total Chops (Transactions)

+300,000*
Registered Perx
Users in Singapore



+90%
Conversion Rate

>3.5 Million
Impressions/Month



Strategic Partners
EZ-Link
American Express
Ben & Jerry's (Unilever)

Over 350
Merchants



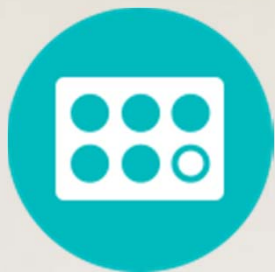
* Perx user base growth targeted to >1 million by 2016

Perx & American Express

- Frictionless loyalty for your customers through American Express
- Scratch cards, surveys, customer feedback
- Analytics – track your loyalty program for informed decision making
- American Express merchants receive preferred rates!

INTERACTIVE LOYALTY & MARKETING SOLUTIONS

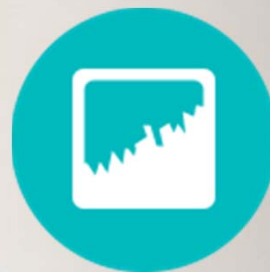
perx



POINTS OR
CHOPS



LOYALTY
TASK



SCRATCH
CARD



SURVEYS &
WORKFLOWS



REFERRAL
MODULE



MESSAGING



GAMIFICATION
TEAMS
LEADERBOARD



MERCHANT
DASHBOARD



MERCHANT DASHBOARD



Loyalty Campaign

Track your loyalty campaign performance with 4 key indicators.

Customers

Know who your customers are with valuable insights.

Surveys

Get real time feedback, view survey ratings and analyze customer activities.

Rewards

Analyze redemption performance of different rewards.

Location Performance

Compare performance across different store locations.

Reports

Export data at any time for detailed analysis.