



Drive sustainable growth by truly connecting doing good & doing well.

beCAUSE IT WORKS!

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smile.amazon.com

- Even with millions of dollars in development and operational costs, the growth in sales, leads &
- brand reputation pays off quickly. Numerous studies have indicated that cause
- marketing is one of the most effective marketing programs for
 - e-commerce.

¹ Cone communications &

- ^{2.} Harvard study / How valuable is Word of Mouth
- ^{3.} 2013 Cone Communications / Global CSR Study

BOOST SALES OVERCOME COMPETITION ... of customers will ... more in-store +89% +**74**% switch to your brand¹



MORE RESULTS





... more spending¹

PRICE SENSITIVITY



CROSS-SELL

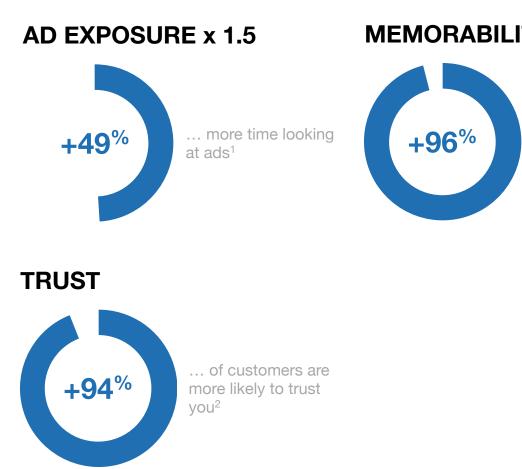


EMPLOYEE EFFECTIVENESS



... will make a cause related purchase if an employee recommends it¹

¹ Cone communications & Duke University / Behavioral Cause study ^{2.} 2013 Cone Communications / Global CSR Study



MEMORABILITY x 2

... increase in brand recall¹

PRO/EN **TECHNOLOGY** PATENT PENDING **TESTED WITH WORLD WIDE CLIENTS**



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HOW WE DO IT?

We bring together, in a single platform, customer Empowerment, purposeful Commitment, full Transparency and realtime **Communication**, in order to deliver effective business results.

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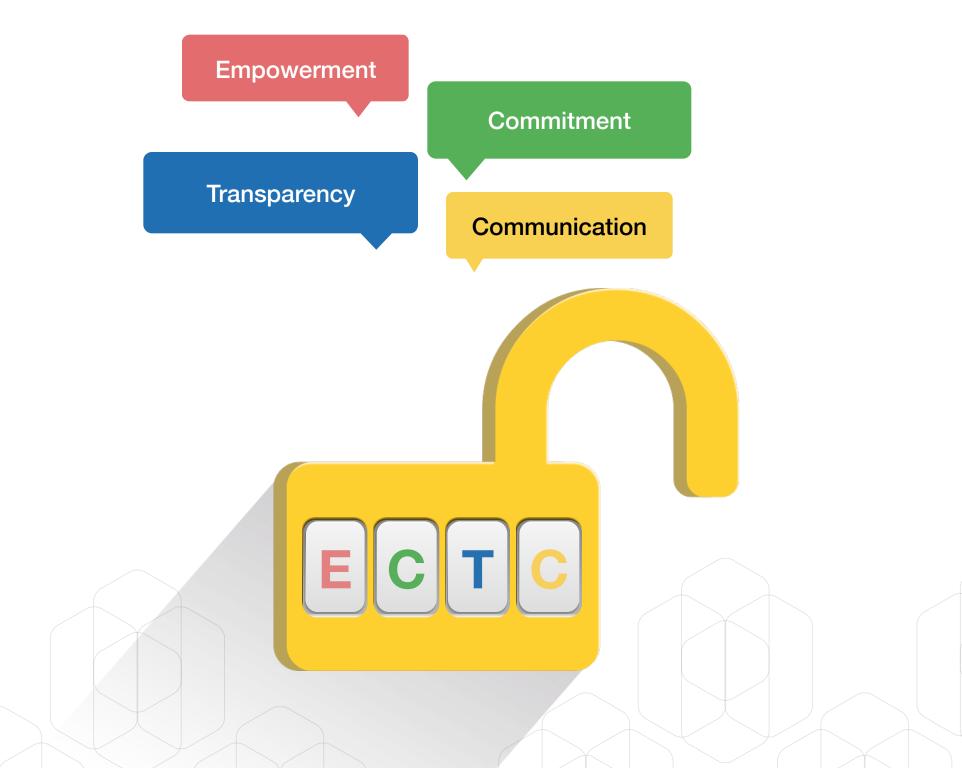
We make it simple for brands to engage existing, new and future customers through easy-to-implement tools that connect the act of buying & act of giving.



We work hand-in-hand with causes in order to step change their ability to make a difference, through the engagement of caring consumers & caring brands.

OUR FOUR PILLARS MAKE THE DIFFERENCE.

Our four pillars — **Empowerment**, **Commitment**, **Transparency** and **Communication** — have proven market results, showing how, with Voucherry solutions, companies can outperform and enhance performance of all other advertising, marketing, conversion, loyalty, referrals and sales activities.



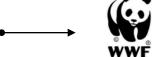
EMPOWERMENT



Common practice: Most companies, choose the cause to support.



Walmart



Red Cross







CONTROL



study

Customers want to choose who to give to not who you want to give to!

... of consumers want control¹

¹ Cone communications & Duke University / Behavioral Cause

COMMITMENT

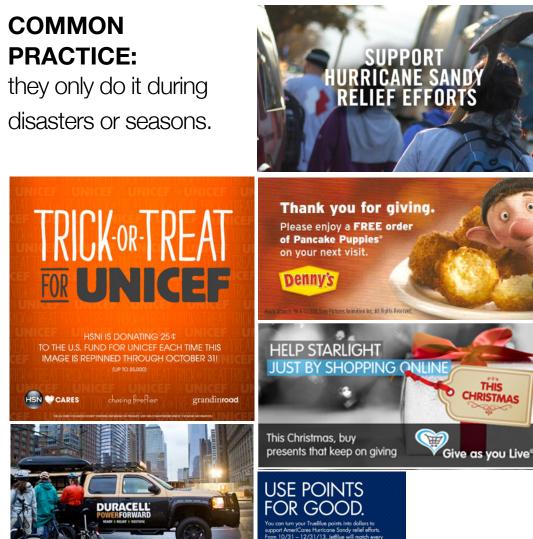


COMMON

PRACTICE:

HSN CARES





eriCares Hurricane Sandy relief efforts. 1 – 12/31/13, JetBlue will match even ated via True Giving, up to \$25,000.



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¹ Harvard study / How valuable is Word of Mouth

Customers want to buy and tell friends to buy from companies that are committed for the long run to making a difference in their lives.

... word-of-mouth referrals from each engaged customer¹

TRANSPARENCY





Consumer quetions:

How much donations is my test drive worth? **When** will they give this donation? **How will** the dealer give the donation? Is it the dealer or the brand?



J d tr

The research shows that customers don't trust corporations and they don't trust that they are giving what they're promising or making a difference.

MORE TRUST WHEN YOU ARE TRANSPARENT



LET THE GAMES BEGIN.

The 2014 Olympic and Paralympic Winter Games are here. So to help support our team, BMW is inviting you to participate in BMW Drive for Team USA. When you come to your local BMW center and test drive one of our thrilling vehicles, we'll make a donation to Team USA. These contributions are very important because Team USA is one of the few Olympic teams not backed by government funding. As a proud partner of the U.S. Olympic and Paralympic Teams and designer of the Two-Man U.S. Team Bobsled, we do whatever we can to support these athletes reach their goals.

^{1.} 2013 Cone Communications / Global CSR Study

... of customers are more likely to trust you¹

COMMUNICATION

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Causes we helped

9,234 Contributions made 3,888,888 Kelped by these wonderful people:

Verified by Voucherry

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98,400 more...



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Do you know how much did these brands give in 2013 and to what charities?







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They want to hear often, live and from multiple sources about the contribution not through a press release and a website. **They want to hear it from their cause, from their friends and from your employees, often!**

+91%

^{1.} Cone Communications / Cause Evolution Study

... believe that companies should tell them how they are supporting causes.¹



1989 O we launched

Since 1989, the Voucherry team has been empowering Fortune 50 companies to grow revenue from emotionally loyal customers who spend more and drive word-of-mouth referrals.

2010 we went digital

We've developed <u>an entire ecosystem</u> of simple revenue growth tools to deliver long-term emotional engagement and loyalty among customers and employees by **unlocking the full potential of customer purchasing power.**

2014

Run your own Branded program powered by Voucherry's vRewards solution

Voucherry gives you the advantage of 20+ years head start in cause marketing and many patent-pending tools, in a performance-based model. No upfront investment, no maintenance costs or time to lose.



of practical implementation





HOW VOUCHERRY SOLUTION COMPARES WITH OTHER CAUSE MARKETING SOLUTIONS ACROSS THE INDUSTRY...

Vucherry	amazonsmile You shop. Amazon gives.	
٢	٢	Charitable Rewards Reward a customer's purchase with a contribution for their cause
•	US Only 💛	Over 1 Million Charities Customers can choose from over 1 million causes all over the world
₽		Instant Gratification Instant, emotional and personalized gratification directly from causes to your customers for b
Q		Post Purchase Communication Communication to customers after the purchase (through additional permitted emails and st
f У in 🖂	f 🗹 🖂	Social Media Social media sharing of your contribution by your customers
<u>**</u>		Active Promoters We engage causes to actively promote you to millions of their supporters
		Performance-based No upfront cost or time lost, no overhead with technology or cause relationships. It's perform
\bigcirc		Transparency Full transparency of how much was given and to whom and when it was given,



or buying from you

status updates)

rmance-based, "off-the-shelf"

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YOU CAN DO BETTER

H Easy, Fast Integration

By connecting to Voucherry's API you can instantly have your own cause marketing program, similar to Amazon Smile, without having to invest in any development and operational cost.

☑ Risk Free Program

It's performance based and you only pay on results.

Semotional Interactivity

We complete the emotional cycle for your customer. With a personal "thank you" from their favorite causes and instant gratification messaging, they'll be happy for buying from you.

Active Engagement of causes

We don't just write checks to causes, we work closely with the thousands of causes your customers chose to actively promote your brand.

ℑ Flexibility

Easily customize your rewards per action such as purchasing or vouching (like).

Scalability

Link your program to social media campaigns, offline sales, videos and even mass media campaigns for double the memorability of your marketing campaigns.





Basically, brands give a small portion of the purchases to the favorite causes of the customers to trigger emotional interactions and collect valuable insights.

You can drive emotional interactions when customers:

- Buy from you
- Visit your stores 0
- Read your emails
- Submit feedback Ľ
- Subscribe

- Try your new products
- Outpload videos
- Refer friends
- **C**all in for a quote etc.



2

YOUR **BRAND**

THE CONTRIBUTION

900,000+ CAUSES AVAILÁBLE TO CHOSE FROM

REFERRALS

Causes and supporters

Add rewards codes to your receipts.



Reward your customers with happiness.

	Date: 30th April, 2014	Receipt #: 375644868M		
	Receipt with ha	pp	viness	code
8	Item Details	#	Price	Total
	Roasted Chilli Chicken	3	\$25	\$75
	Hawaiian Pizza	5	\$11.25	\$33.75
	Cheesecake	5	\$3.50	\$10.50
		5	Sub-Total: Tax:	\$119.25 \$9.15
			Total:	\$128.40
ontri	ontribution for your favorite cause			10,000

Code

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Integrate automated rewards with your POS.



Reward your customers with happiness.

POS integration

Date: 30th April, 2014

Receipt

5% for your favorite cause

Item Details	#	Price
Roasted Chilli Chicken	3	\$25
Hawaiian Pizza	5	\$11.25
Cheesecake	5	\$3.50
	Sub-Total: Tax:	
13-11	//	Total:

Contribution for your favorite cause





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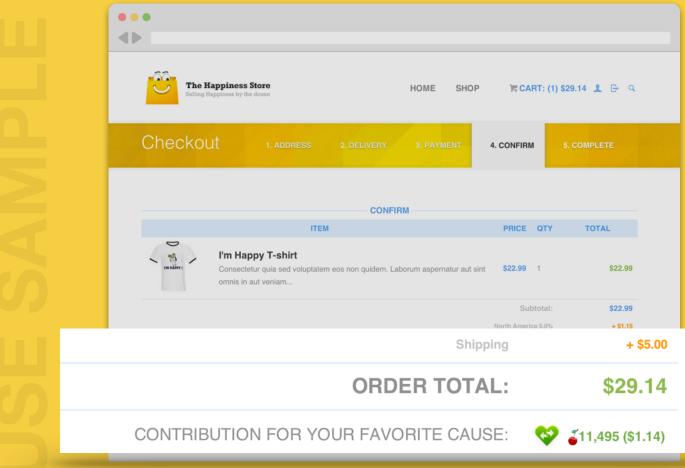


Integrate automated rewards with your shopping cart with simple API.



Reward your customers with happiness.

Online Shopping cart integration



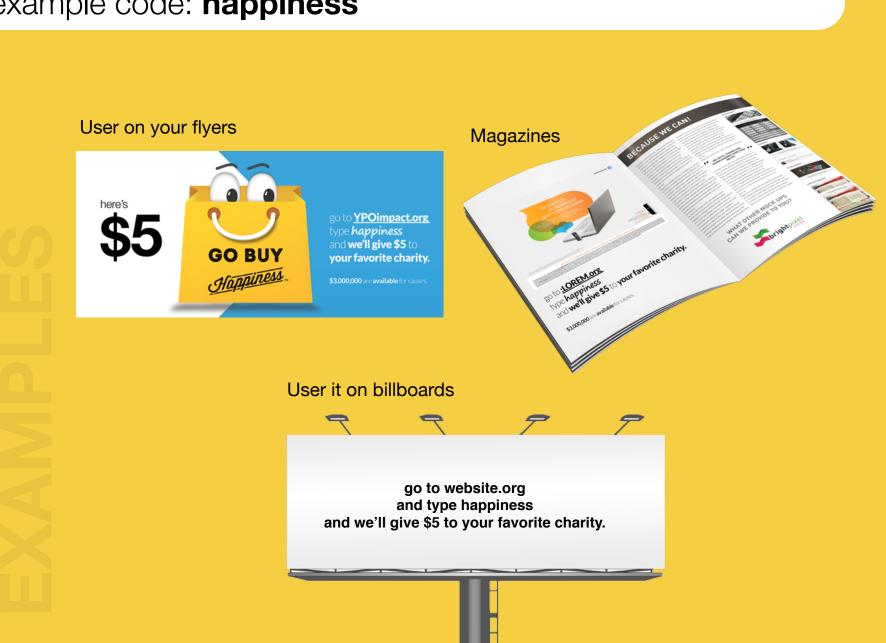


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Add a reward code to your traditional advertisement.



example code: happiness



evCode

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Thank you. Click here to request a demo

or contact us at brands@voucherry.com

"KNOWLEDGE IS POWER"

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