



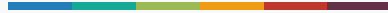
BOOST BUSINESS

Bonusway company



x2 SYSTEM

We can enable customers to make every third purchase with double cashback, without financial losses, compensating for this motivation the user to commit the first two purchases with a high check.



What gives users and us?

Loyalty

The user will be motivated to use our service more often.

Retention

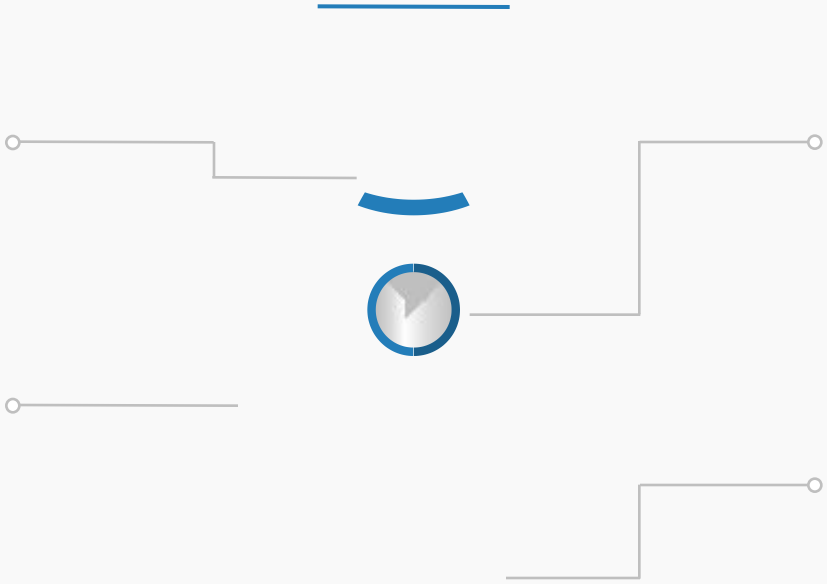
Every third purchase with a double cashback is a good way to keep the user in a service that exclusive the solution for loyalty customers.

Increased activity

Increase activity among active users of at least 1%

Increase revenue

The increase in revenue for each store at 10-15%, respectively increased and our revenues.



Example of real figures for the Zalando store (Suomi)

1 year AVERAGE now

Average check buyer: €37.68

Size of the Commission: 10% €3.77

User fees: 5% €1.88

Size of our revenue: 5% €1.88

Turnover for Zalando: €1,007,000.00

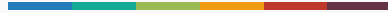
Value Bonusway: €100,700.00

Revenue: €50,350.00



x2 SYSTEM

Motivate the user to increase your check at 60% for the coming two purchases that would get x2 cashback on the third purchase.



Zalando x2 SYSTEM

1 year, check at 60%, +€22.61 to the current average check

Average check buyer: €60.29

Size of the Commission: 10% €6.03

User fees: 5% €3.01

Size of our revenue: 5% €3.01

Turnover for Zalando: €1,611,200.00

Value Bonusway: €161,120.00

Revenue: €80,560.00 + 60% €30,210.00

x2 SYSTEM

If 10% of active users of Zalando use the x2 system, net revenue growth will be + €8.065

Detailed example of calculation.

Vaatteet, Kengät, Muoti

Zalando ♥ ★★★★★☆

Bonus jopa

5,00 %

x2 for the third purchase

Silry kauppaan



Make the first two purchases with a check, not less than 25 EUR and get **10%** cashback in store Zalando

The amount of the last purchase **61,29 eur**



Stage



25 EUR



25 EUR



10%

You counted 1/2 of purchases, make another one and the third purchase will be double cashback

Kaupun kuvaus

Kun etsit tyyliä pukeutumiseesi, silloin valintasi on Zalando. Zalando tarjoaa yli 1500 merkin edestä vaatteita ja asusteita niin naisille, miehille kuin myös lapsille. Tämän verkkokaupan valikoimaan et tule kylästä, nimittäin uusia tuotteita lisätään joka päivä. Tilasit mitä tahansa, sinun ei tarvitse maksaa toimituksesta eikä myöskään palautuksesta. Tilauksellesi saat huikean 100 päivän ilmaisen palautusoikeuden. VAROITUS: shoppailuintosi voi vain ytyä!

Bonusen suuruus

Ensimmäinen ostos (uusi Zalandon asiakas)



campaign	reference	transaction_id	currency	commission_in	commission_out
<u>(19546)</u> <u>AliExpress</u>	<u>4021706KA11240KL80</u>	503456447335259	RUB	46.44	37.01
<u>(19546)</u> <u>AliExpress</u>	<u>4021706KA11240KL77</u>	503494757145259	RUB	196.46	156.60
<u>(11240)</u> <u>AliExpress</u>	<u>4021706KA11240KL76</u>	503316814985259	RUB	69.65	38.69
<u>(11240)</u> <u>AliExpress</u>	<u>4021706KA11240KL76</u>	503316814995259	RUB	69.65	38.69
<u>(11240)</u> <u>AliExpress</u>	<u>4021706KA11240KL73</u>	503343150025259	RUB	30.48	16.93
<u>(11240)</u> <u>AliExpress</u>	<u>4021706KA11240KL73</u>	503343150015259	RUB	14.34	7.97
<u>(11240)</u> <u>AliExpress</u>	<u>4021706KA11240KL73</u>	503343150045259	RUB	22.71	12.62

422
1786
633
633
277
130
206

Purchase amount when the Commission 10%

The average purchase receipt for a user is
583
 $583 + 60\% = 932$

It is this amount will be offered to the user to commit two subsequent purchases before the double cashback

x2 SYSTEM

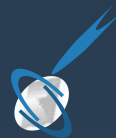
The Commission came under double Cashback will not be taken into account when calculating the average value of the cheque



x2 SYSTEM

Every 3 purchases with a function of x 2 cashback, the incoming Commission will be subject to adjustment.

This is done to ensure that the user is not able to buy expensive purchases exclusively through the X 2 function and the rest of the purchase with a small cheque. Thus we will avoid financial losses.



Thanks for Watching

