



INSTORE

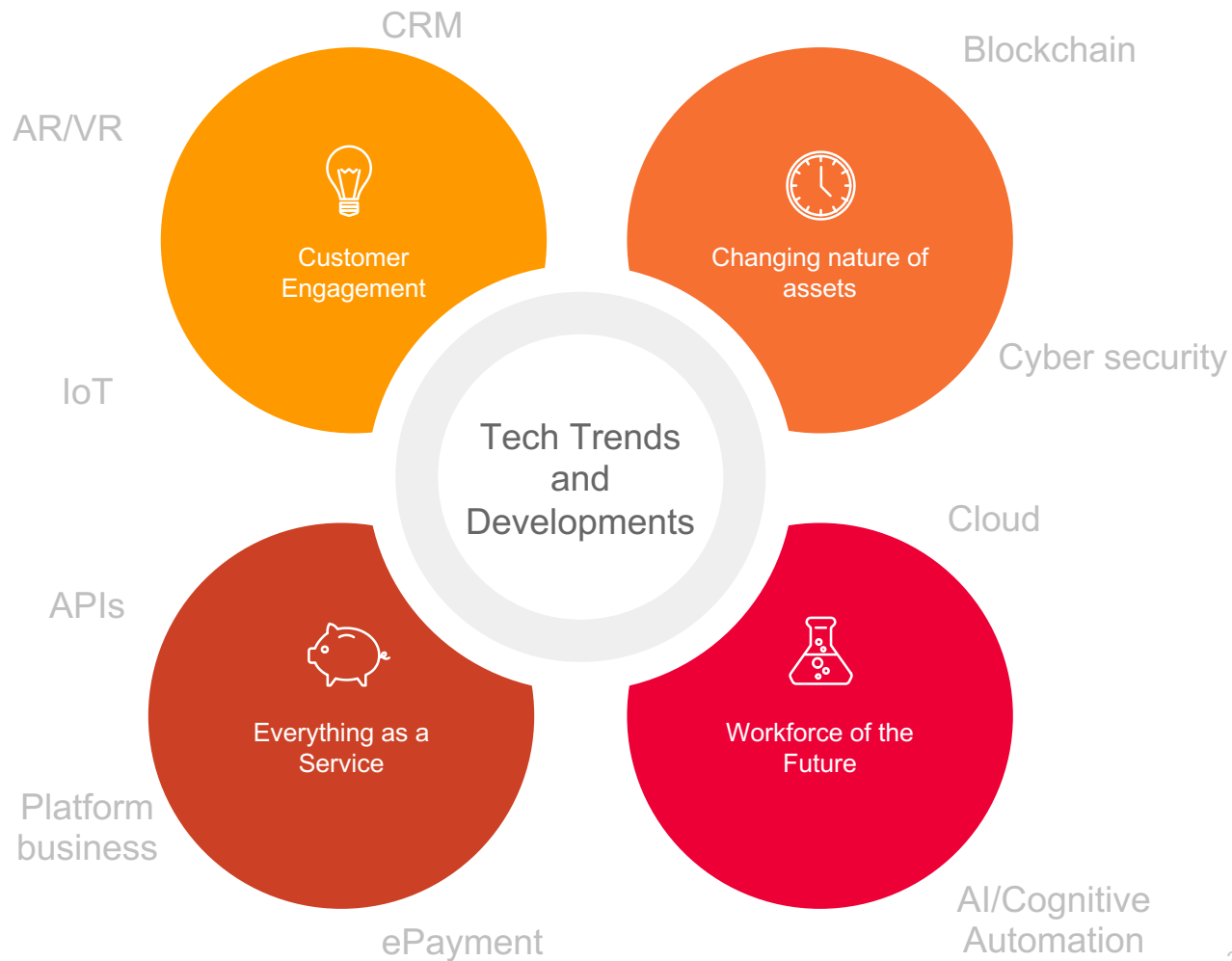
Know your customer like never before



How do we compete and stand out
in a mobile first world?

The 21st Century Retailer

Emerging technologies that are powering transformation and making these changes possible

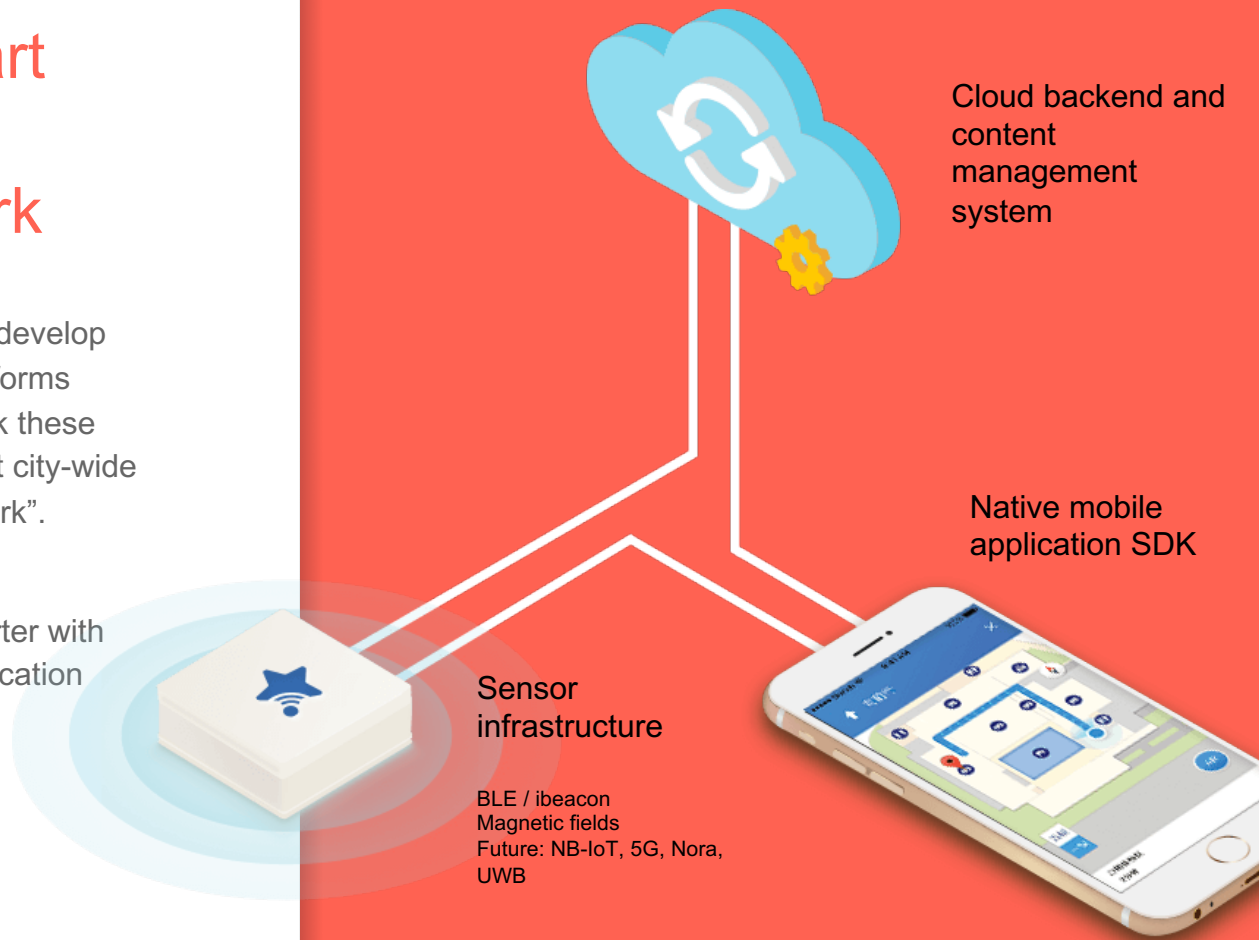


JUST
WALK IN
TECHNOLOGY



Our Vision for Smart City Location AI / Intelligence Network

- Cherrypicks started a quest to develop and deploy Indoor Sensor Platforms “Starbeacon™” in 2015 and link these platforms up to form the largest city-wide Smart City network “StarNetwork”.
- We believe in making city smarter with indoor GPS, smart retail and location intelligence services.



Location intelligence



 Indoor Positioning



 Mobile Payment



 Beacon Push





Reward Point System



Loyalty

earn
2px

\$65

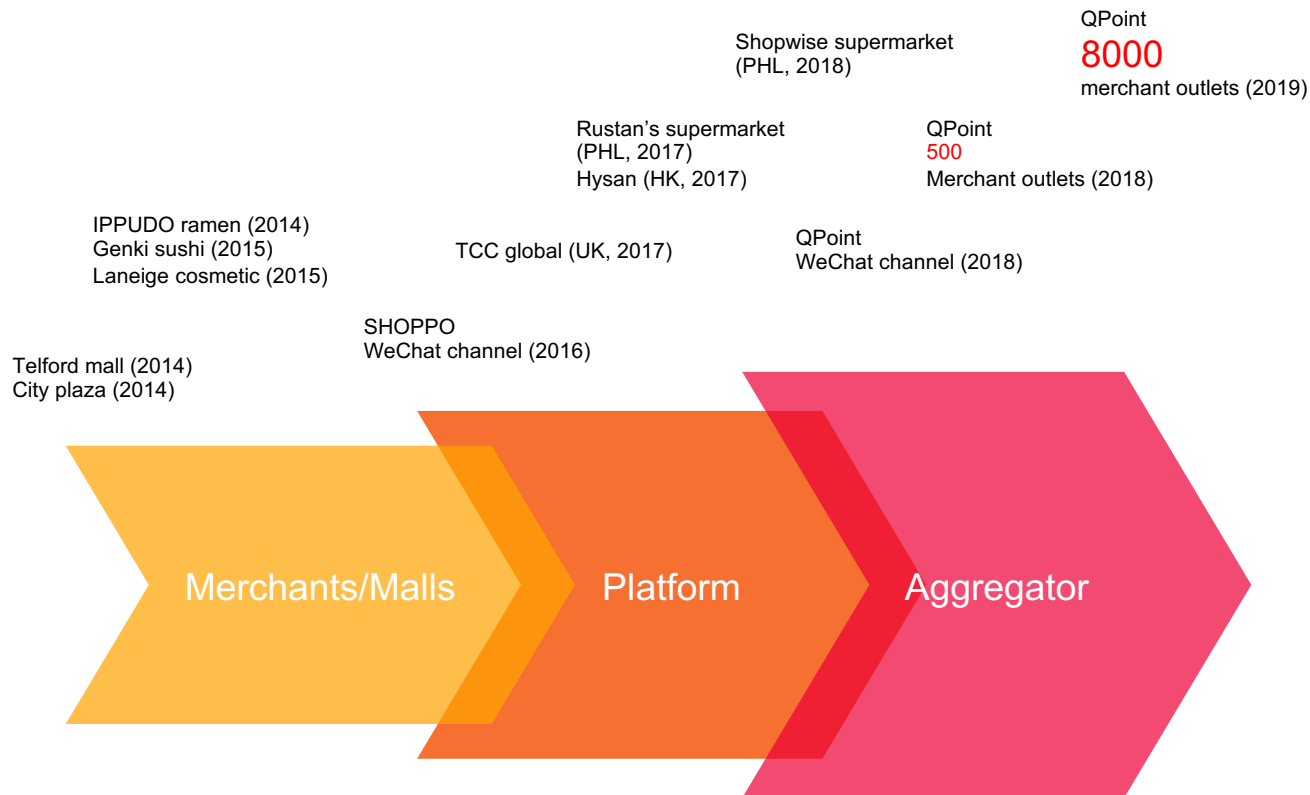
SALE!



Proximity Marketing

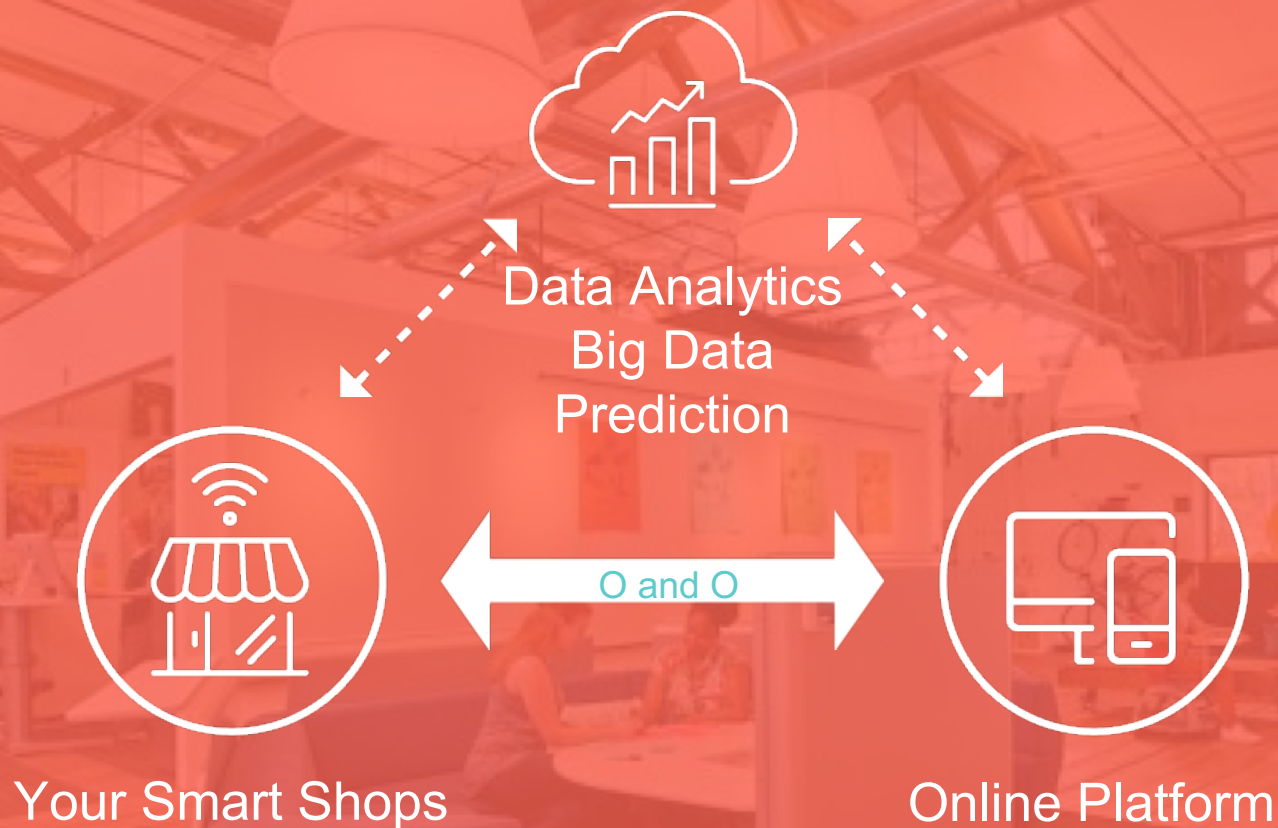


INSTORE roadmap



- ✓ Membership tier system
- ✓ Stamp issuance and redemption system
- ✓ Loyalty point system
- ✓ Coupon system
- ✓ Big data analytics
- ✓ POS integration
- ✓ Walnut payment
- ✓ Starbeacon™

How INSTORE works



INSTORE components

Show and explain your
web, app or software
projects using these
gadget templates.

Starbeacon™



Push promo



Content
management
system



Loyalty
engagement



INSTORE

Data



Walnut payment





Starbeacon™

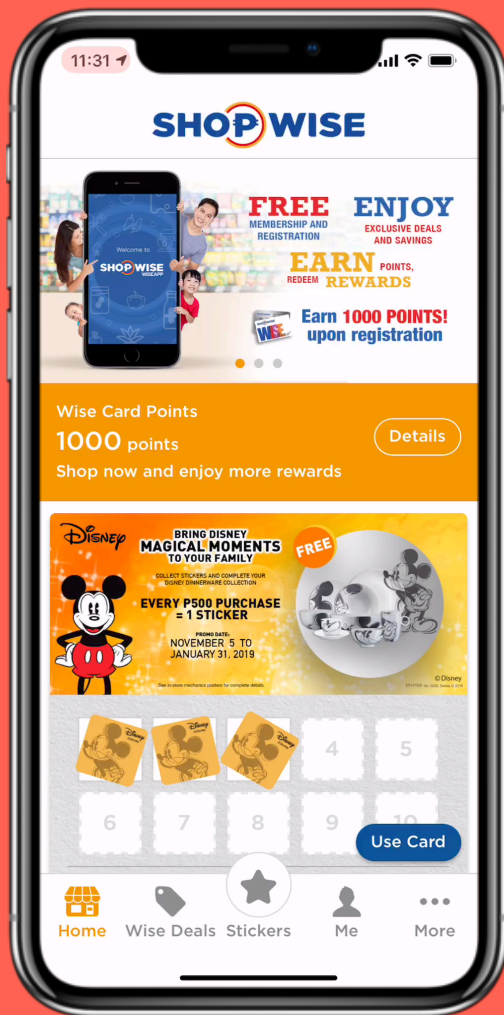
Extend your revenue
with the use of location
intelligence





Push promo

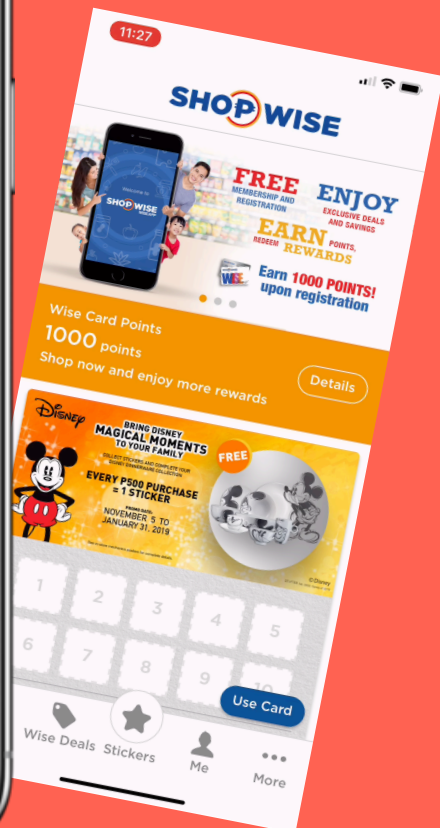
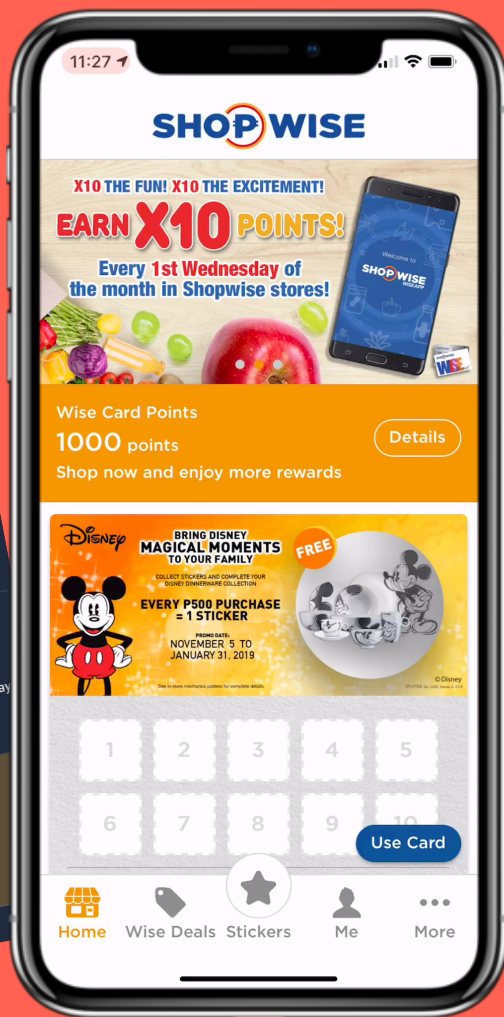
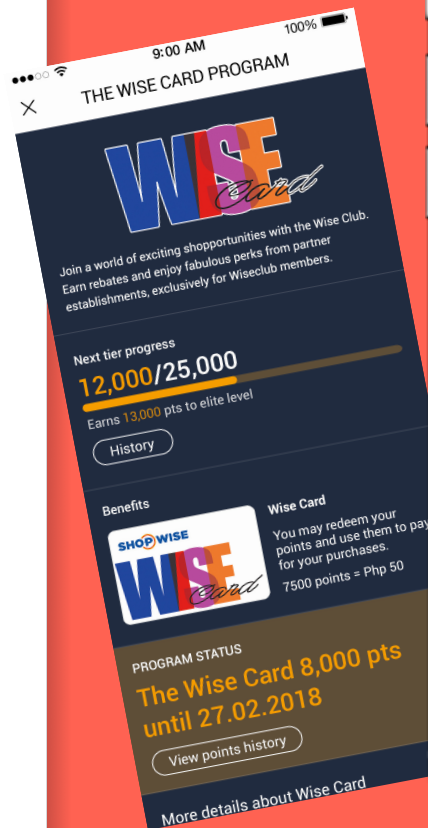
Message your target customers according to marketing needs





Loyalty engagement

Manage your members according to different tiers. You may also setup different stamp, coupon and points campaigns!



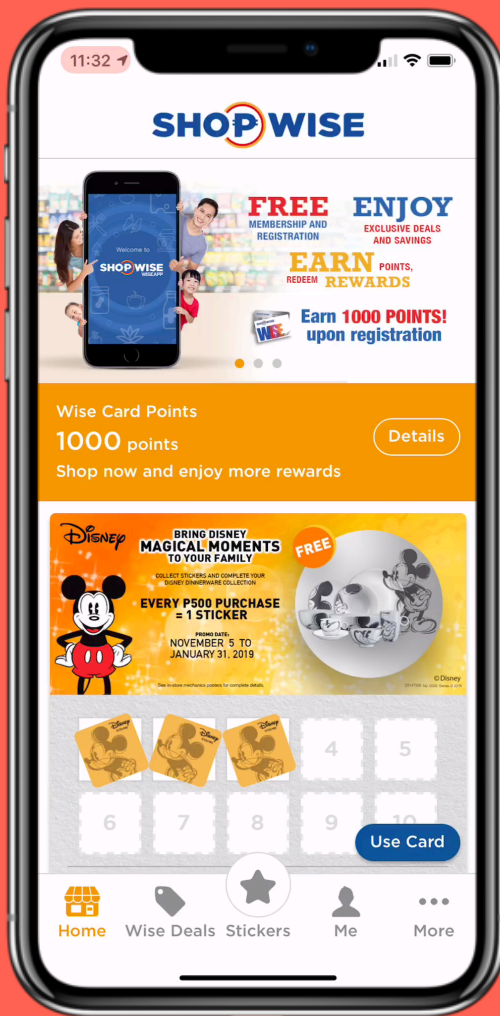


Walnut payment

Complete the payment and redemption in just one scan



POS integration

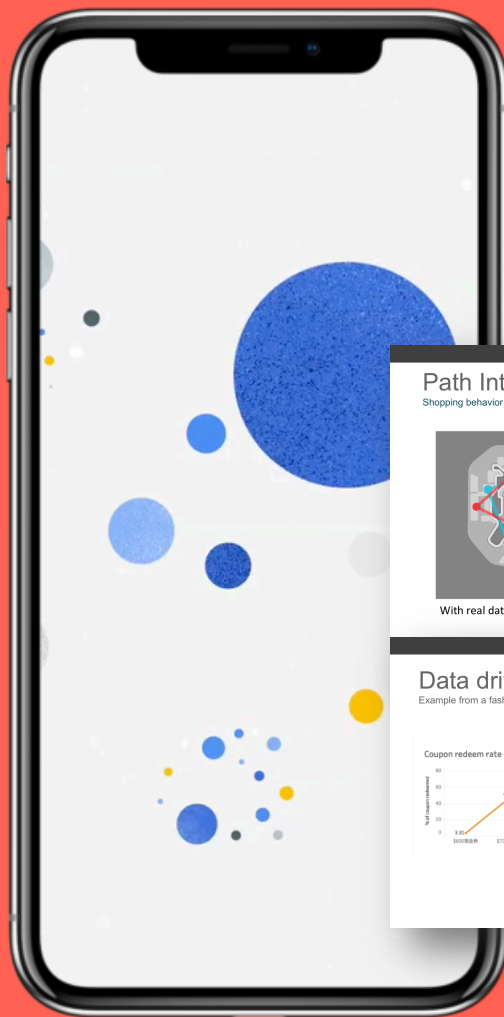


Keeper App



Data

- ✓ Extend your to pre purchase data
- ✓ Customer-centric
- ✓ Personalization
- ✓ Explore potential customer from behaviour

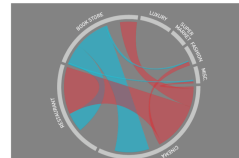


Path Intelligence, Retail Correlations

Shopping behavior at the Hong Kong Airport using **location intelligence**



With real data, we can start seeing patterns



Customer profiles based on retail behaviour is emerging

Data driven coupon validation

Example from a fashion brand

Coupon redeem rate - By coupon type



Sharpen Your Marketing Strategies

- A/B testing
- Cut Cost

In-App Message

- Open rate
- Click rate
- Demographics
- Followers



CMS

(Content Management System)

Manage your stores with your finger tips. You may also setup workflow and assign tasks to different staff.

Store Management
on mobile devices





INSTORE

Our successful stories

Achievements



Retails
(Malls and Chains)



**Event and
transport**



Finance



Restaurants

Global retail marketing company: over 50 countries and 7,000 outlets



Partnering with the TCC, delivers retailers and brands the most advanced omnichannel solution for customer acquisition, engagement, loyalty and rewards.

Some of the world's leading grocery, convenience and fuel retailers we're proud to work with in over **50** countries around the world.



digital points



digital marketing
and activation



engagement
through gaming

Dairy Farm International Group – one of the biggest client of TCC, having

Over **7,000** outlets.

It had total annual sales in 2017 exceeding **US\$21** billion.

Retail shop coverage: over 8,000 key merchants stores

Partnering with the Quality Tourism Services Association, Starbeacon™ provides tourists and local shoppers with the latest news and proximity push offers available.



A network of
8,000 QTS-accredited retail/merchant chain
stores



時代



廣場



bauhaus



TSL | 謝瑞麟



Over **1,200** retail/merchant chain stores among
them with Cherrypicks Starbeacon™ installed

You can be
part of it!

400,000+ Stamps

Issued via INSTORE logic system
Rustan's and Shopwise Supermarket | Philippines



100% redemption

Q+ Coupon redemption (2 consecutive months)
QPoint platform | Hong Kong



30,000+ users

Registered on INSTORE platform
INSTORE platform | World wide



Redefine your store TODAY!

01

Embrace every walk in even they didn't make a purchase

02

Engage customers in various perspective (walk-in, browsing, redemption, searching)

03

Analyze every single behavior you captured and turn into trend and insight

Call for demo now!

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Appendix



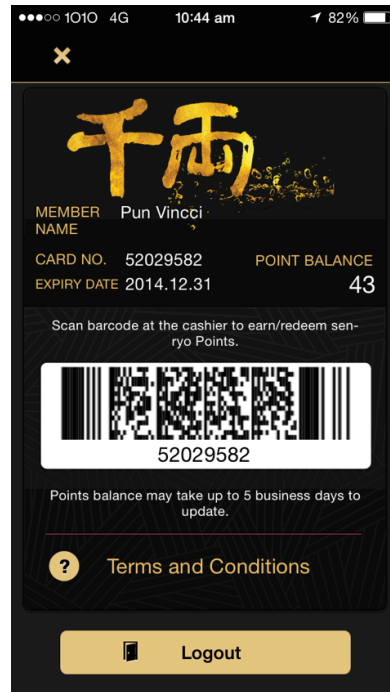
Genki Sushi



Points accumulation through consuming in restaurant



Sen-Ryo



Earn/Redeem points



Ippudo



Stamp collection

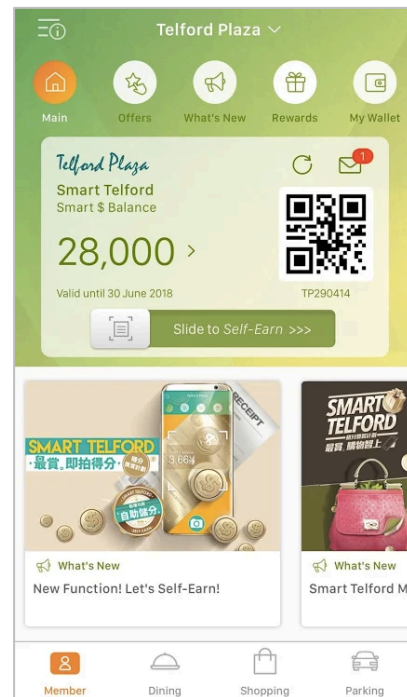
Appendix



Coupon and point
redemption system



MTR malls



Earn/Redeem points and
proximity marketing



Facesss



Personalization