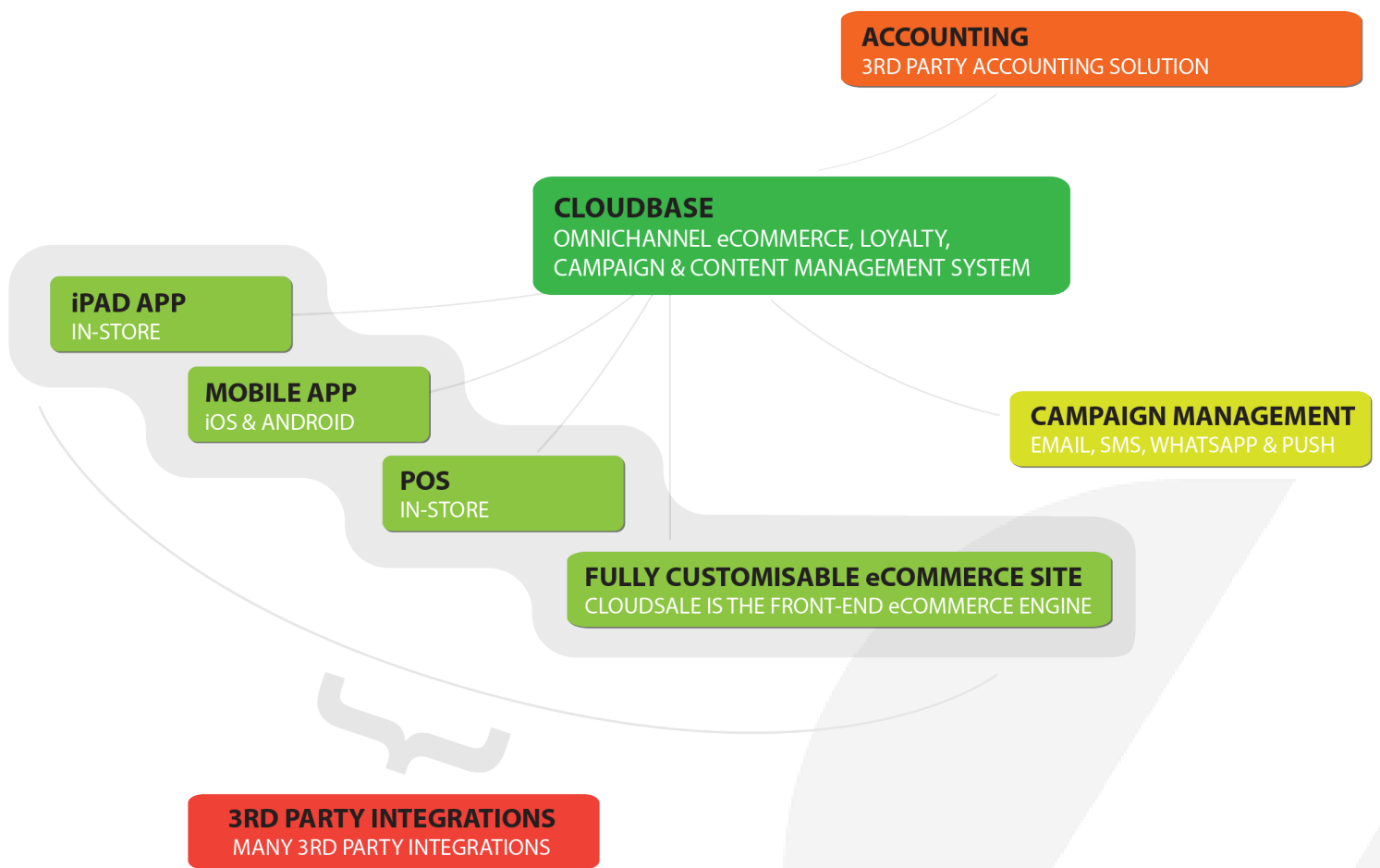


CLOUDSALE™ eCOMMERCE, LOYALTY & CONTENT MANAGEMENT SYSTEM

We believe we have built one of the most powerful, easiest-to-use and affordable eCommerce, loyalty and content management systems (CMS) on the market. Whether you're a **small business** looking for an **out-the-box solution** that will scale with your business, or a well-established **medium sized business** looking to **improve your omnichannel customer experience**, Cloudsale is a perfect fit.

It is used by **SME's in both the UK and South Africa** with clients doing thousands of transactions through our loyalty and eCommerce engines every month. Our loyalty system has processed over 4-billion South African Rands worth of transactions in just 5 years with zero downtime of our system!



CALL OR EMAIL NOW TO ARRANGE A DEMO

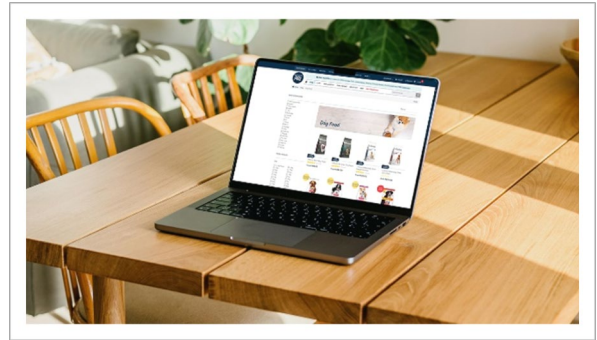
PHONE: 072 771 1492 (SOUTH AFRICA) OR 0778 216 4735 (UNITED KINGDOM)

EMAIL: hello@thehatchery.co



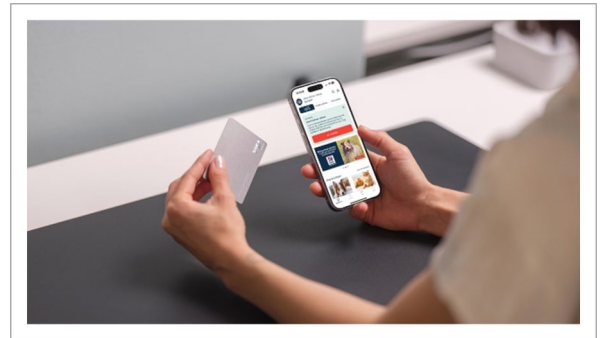
A GREAT CUSTOMER SHOPPING EXPERIENCE

- Full-text search for products
- Read and write product reviews (approval mechanism for reviews provided for Administrators)
- View and zoom in on product images
- Currency Conversion
- Multilingual Interface (if required)
- Cross-sell and up-sell recommendations engine with built in machine learning and AI for improved personalised recommendations
- Web and mobile Apps (iOS and Android native apps) for an omni-channel shopping experience
- Persistent cart across all sales channels
- Loyalty programme built-in
- Extensive discounting options build-straight in
- Full customisations to your needs and business
- Allow customers to buy on subscription
- Flexible product pricing including on-the-fly calculations based on product size and other attributes



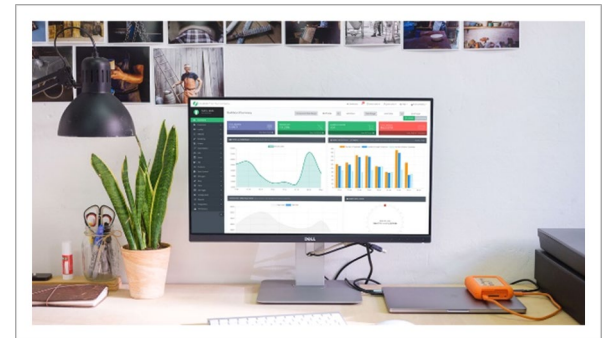
A SEAMLESS CHECKOUT EXPERIENCE

- Fully configurable delivery methods including Click n Collect and On Demand delivery with delivery slot selection
- Integration to multiple payment gateways around the world
- Address lookup using Google Maps for pin-point delivery accuracy
- Customisable checkout attributes for additional data capture



A POWERFUL MANAGEMENT ENGINE

- Incredible campaign management engine for the distribution of emails, SMS's, WhatsApp messages and Push Notifications – keeping your customers in-touch every step of the way
- With full loyalty integration, get a single-view of your customer across your entire business – in-store, online and in-app.
- Segment your customer database with powerful reporting
- Set up workflows for improved operational and process management
- Full loyalty, order, subscription, customer, returns, content and discount & promotion management



“BESPOKE OFF-THE SHELF” WITH NUMEROUS THIRD-PARTY INTEGRATIONS

- Cloudsale™ and Cloudbase™ are systems that can be implemented straight out of the box but are fully customisable to each client's unique needs. We call this “bespoke off-the-shelf”.
- With integrations to many third-party systems, we're sure to talk to some of your existing systems and, if not, we certainly can learn to speak their language.

We believe we have built one of the most powerful, easiest to use eCommerce, loyalty and content management systems (CMS) on the market. Not only does Cloudsale™ allow you to create and manage your product information, orders, loyalty programme and much more, but it also makes editing the content that appears on your website and in your native mobile apps a joy to manage with the back office system called Cloudbase™. No need for programming knowledge and a system that maintains the design integrity of your site. We are completely design agnostic and believe that websites should be design, not code or CMS, driven.

EDITING STANDARD CONTENT SUCH AS A CONTACT US PAGE

1. Cloudbase let's you edit standard site content (such as the text on a 'Contact Us' page) simply by clicking on the text itself.



2. To begin, login to the front-end editing tool by visiting a unique URL we will provide you with.



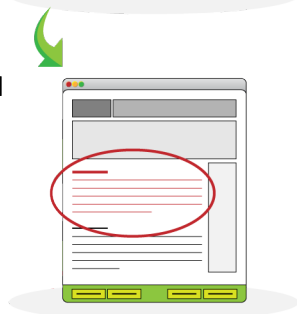
3. You will now be able to browse the site but will notice a toolbar stretching across the bottom of each page. Click on 'Design Mode' and then select the item you wish to change.



4. An editing tool will overlay the page and you will be able to create, edit or delete text and images. You can also use the optional Google-translation utility. Click on 'Save Changes'.



5. The editing tool will close and you will be able to see the edited content on your live site.

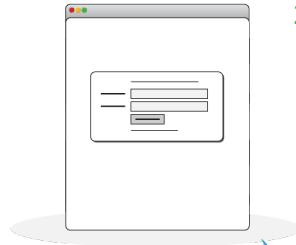


EDITING DYNAMIC CONTENT SUCH AS A PRODUCT PAGE

1. Cloudbase allows you to easily manage all dynamic facets of your web site from an easy-to-use back end control system. Use this to manage products, delivery methods, settings etc.



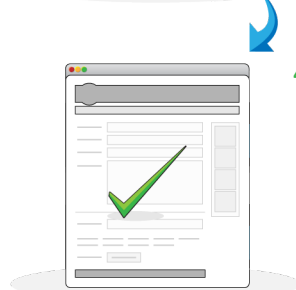
2. You will be provided with a unique URL where you can login to your CMS. This will lead to a digital dashboard where various graphs display interesting metrics about your site.



3. From your dashboard you can begin editing various aspects of your site, such as products, orders, blogs, pages, loyalty rewards and Search Engine Optimisation features.



4. Edit, create or delete dynamic content (such as product information and blog posts) and then click on 'Save Changes'.



5. Your updates will immediately reflect on your live site.

