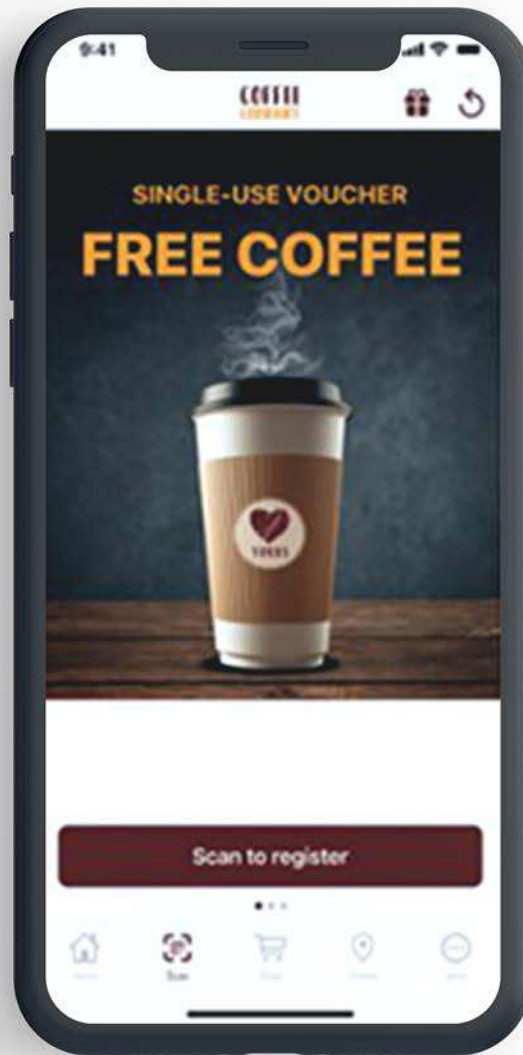


SUBSCRIPTION ON COFFEE

Use our technology platform
to captivate your customers



COFFEE SUBSCRIPTION

IDEAS TO GO EXPLAINED

The purchase of a subscription through Coffee Company app gives you the possibility to pick up a coffee in-store, once per day. Here, the key user flows and features of the app are shown.

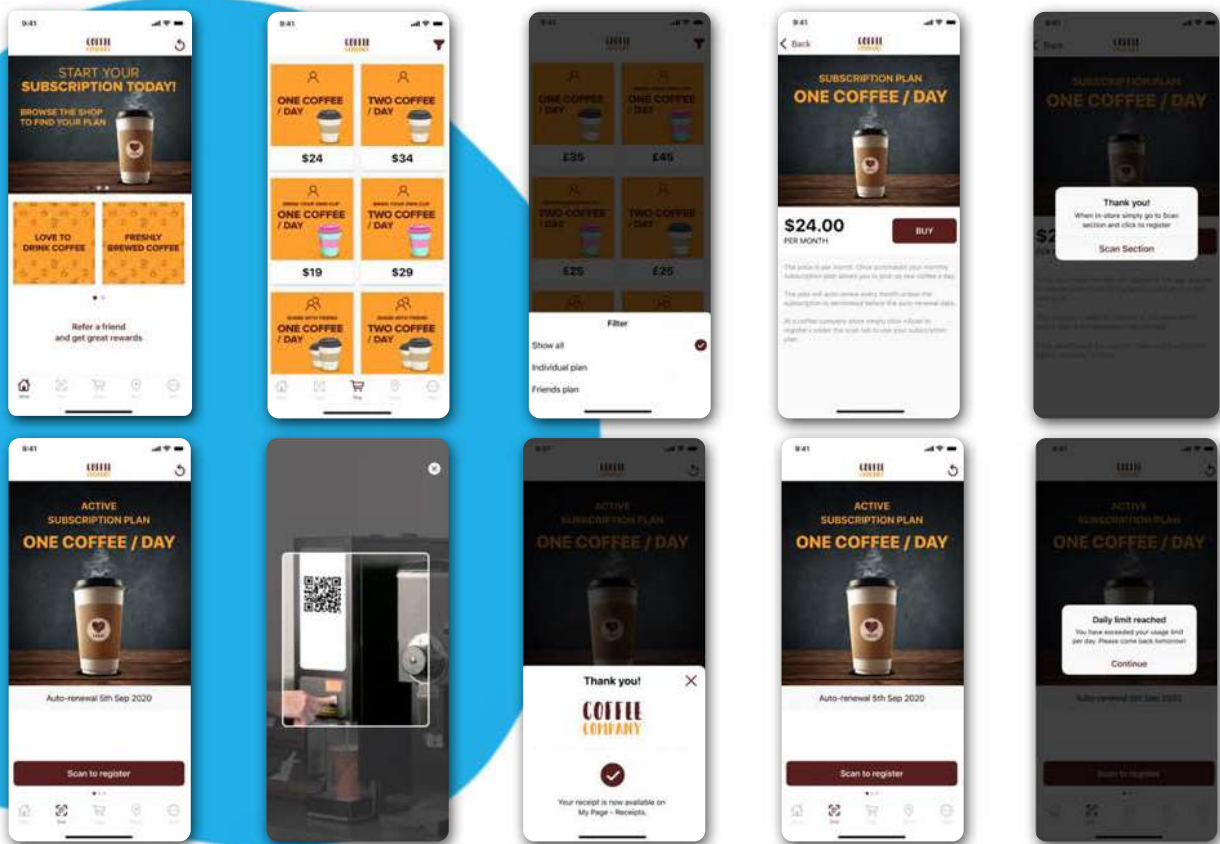
BUY AND USE A SUBSCRIPTION

From the *Home page* of the app, the customer can go into the *Shop* section to find a subscription plan of choice and click “BUY” to purchase. After confirming the price (monthly auto-renewal price is also informed about), the purchase is completed and the user is led to the *Scan* section to use the subscription plan.

A receipt of the purchase can be found under *More – My page – Receipts*. At every auto-renewal, another receipt is created and stored on *My page*.

When having an active subscription plan, customer can simply click on “Scan to register” to use the plan. It is necessary to be nearby to a real location to use it (it is controlled by store locator and set by a 100 meters radius). After scanning, a success message is presented to the user confirming “Thank you!” and that a receipt is available on *My page*.

If the subscription plan has one coffee per day as limit, the next time the user clicks on the “Scan to register” button, the notification “Daily limit reached” will be sent to the user.



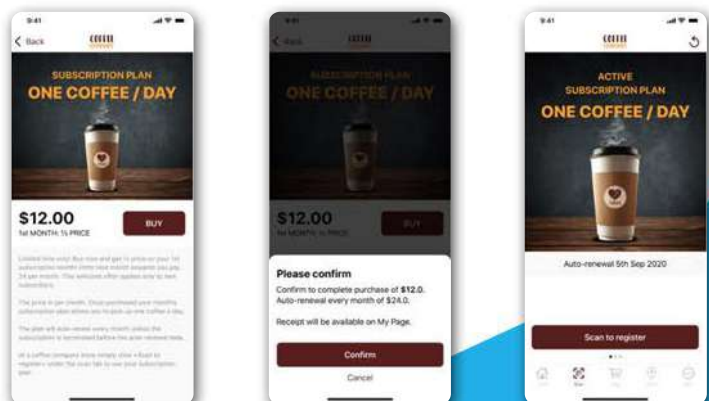
BUY A SUBSCRIPTION – “PLAN REBATES”

- «**Plan rebates**» are defined as rebates associated to each plan: 1st month, 2nd month, 3rd month... and for each month a rebate can be set.

- Set **quarantine periods** for **plan rebates** - member can't get same plan rebate within 9 months (e.g. 1st month free)

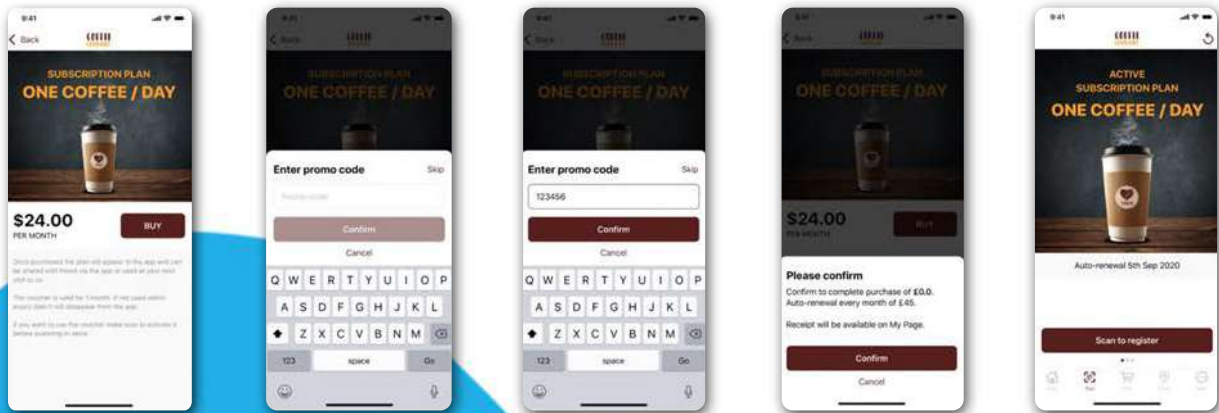
- Subscription «**seasonal rebates**» can also be set by calendar month (recurring every year or not), e.g. to prevent high seasonal churn during summer holidays.

- «**Personal rebates**» can be given as refer a friend reward, birthday gift or via campaigns (send segmented to list of users, define automation rules criteria e.g. stop of plan should give incentive for winback), prizes in game or completion of survey from customers service.



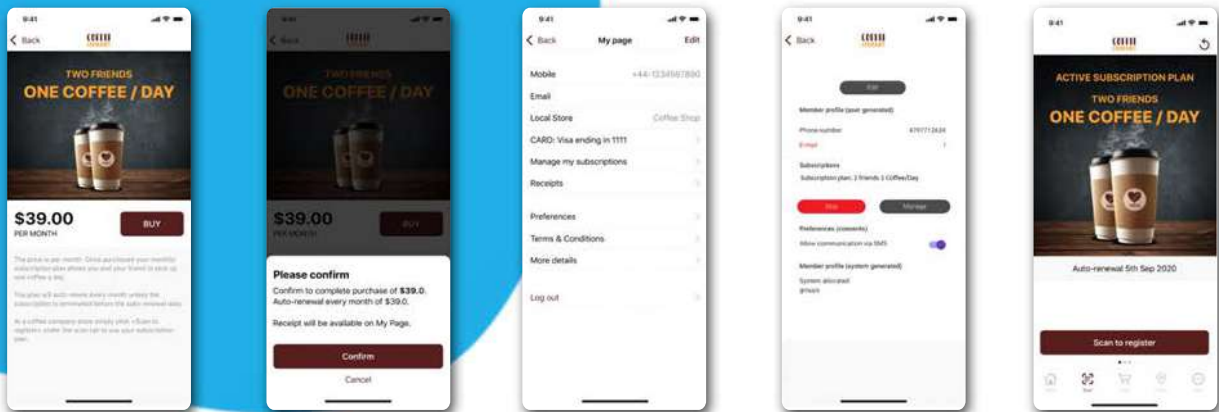
BUY A SUBSCRIPTION THROUGH “PROMO CODES”

Use «Promo codes» such as FREE1ST500 obtained e.g. from Facebook ads or physical vouchers in-store to get personal rebates in campaign periods. Promo codes are not unique, but can be specific to a store offer (or multiple), valid for a specific period and also have limited use (e.g. 500). Only if there is one or multiple promo codes live the promo code pop-up will appear for the user. Click Skip if you don't have a promo code.



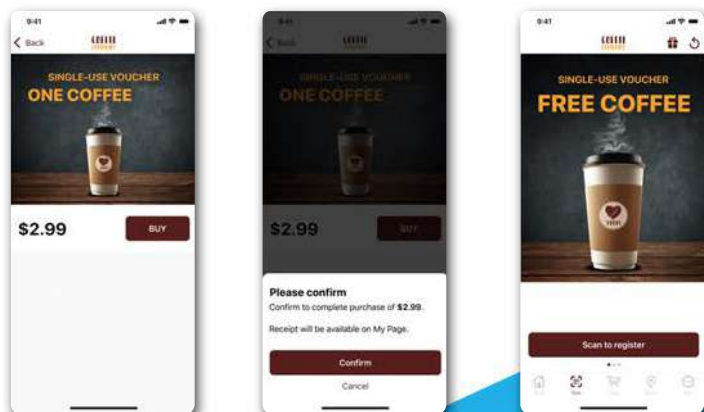
BUY A MULTI-USER SUBSCRIPTION

Coffee Company allows buying a multi-user subscription as well. Above this is illustrated with a “Friends plan” where two friends can share a plan of one coffee/day. Any combination of number of users and number of coffee/day can be combined allowing for friend plans, family plans, business plans etc. From My page you add the mobile numbers of your friends or family that you will share the plan with – and voila! they have the plan in their app as well.

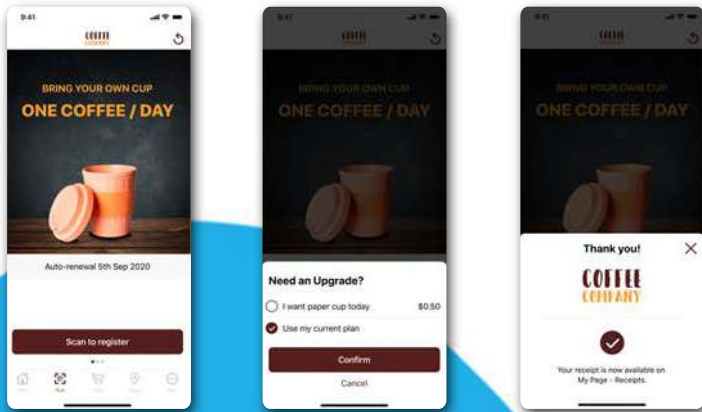


BUY A SINGLE-USE VOUCHER

- Sell also single-use vouchers. This can be a low-barrier stat for potential subscription plan customer. It is also easy to buy a coffee and give it away to someone e.g. family members.
- The shop also allows selling pre-paid deals such as 5 coffees, 10 coffees, 20 coffees, etc.



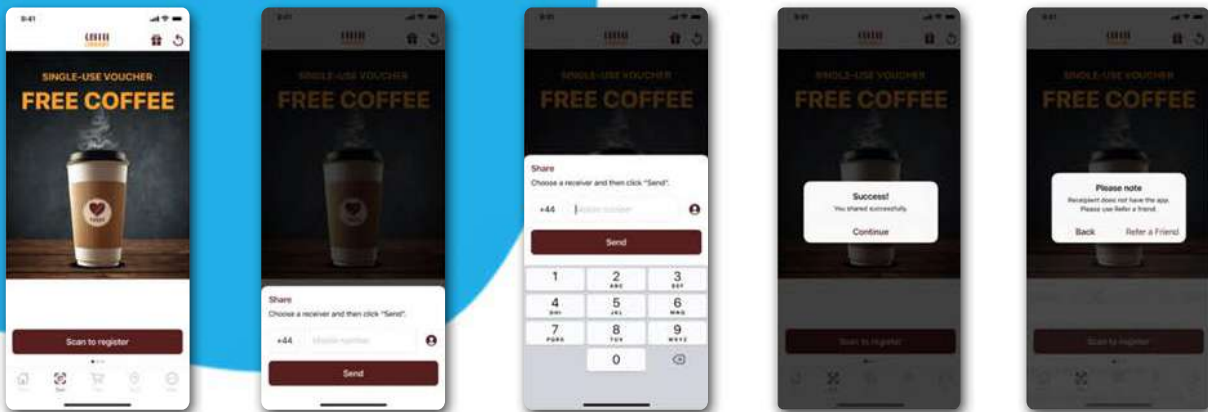
ADD UP-SELLING TO THE SUBSCRIPTION PLAN



- Subscription «**up-selling**» can be set up.
- Add up-selling e.g. to the Bring Your Own Cup subscription plan that allows the subscriber to pay for a paper cup any time he or she forgets his or her own cup.
- Upselling can be added to one subscription plan or all, and is maintained per plan.
- Allow choice of use current plan (default), or upgrade e.g. for a larger cup any day (for additional \$ value, smoothly taken off registered car /PayPal account)

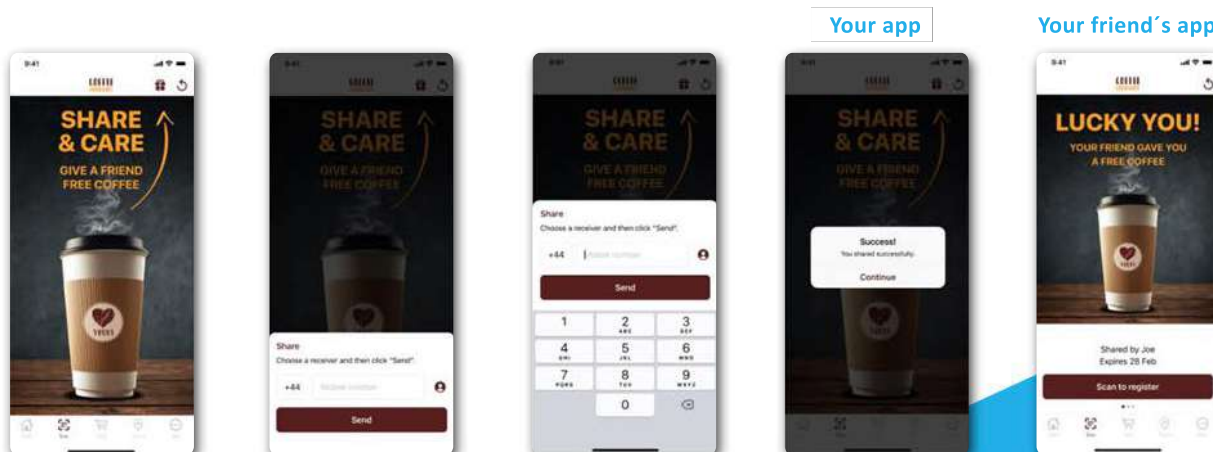
SHARING VOUCHERS

With a marketing perspective Coffee Company allows vouchers to be “sharable”. Vouchers can be purchased (in the shop), won (from playing games) or targeted (personalisation) . That means the user can easily share it with a friend or family member. By sharing the voucher app-to-app with other app users the friend or family member gets the Free Coffee voucher and this disappears from the user’s app. This creates community between app users and word-of-mouth. If the user is trying to share with a user that do not have the app she is prompted to refer the friend first



SHARE & CARE

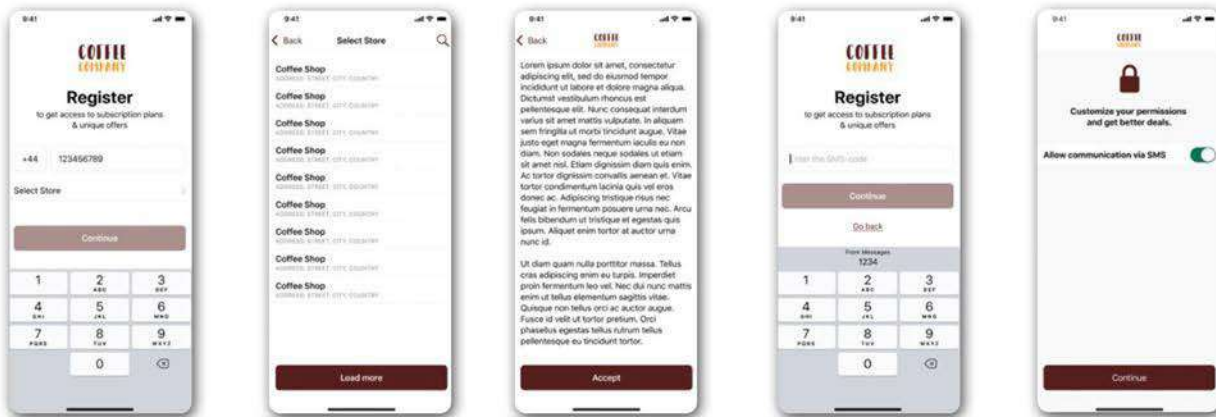
As a marketing campaign Coffee Company uses the “Share & care” feature. Here the app user gets the possibility to give away a free coffee. She does not get a free coffee herself, but she can give away a free coffee to a friend. By sharing it app-to-app with other app users the friend gets the Free Coffee voucher. This creates community between app users and word-of-mouth. If the user is trying to share with a user that do not have the app she is prompted to refer the friend first.



REGISTER WITH THE APP

To sign up, it is only necessary to register *Mobile Number* and *Local Store*, using mobile number as persistent unique identifier of the customer. This allows the customer a secure registration getting a one-time-password via SMS to complete the registration. Before registration is completed, retailer's terms and conditions need to be accepted. The customer then gives consents to the retailer who is data controller (owns the customer data). Liquid Barcodes is data processor.

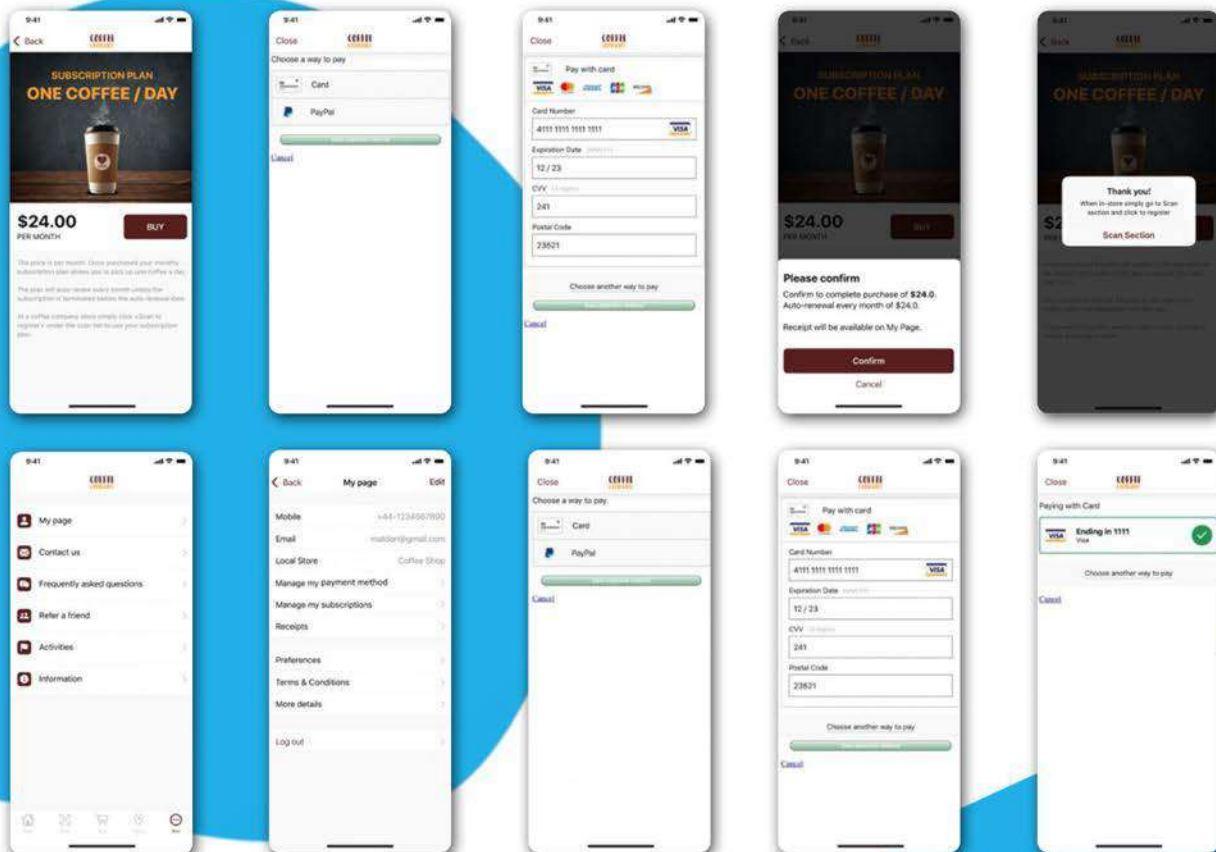
You can also capture *Name*, *Date of birth*, *Gender*, *e-mail* etc in automated survey once the user is in the app. You can motivate completion of survey by giving a birthday present to the customer as a simple way to engage on a personal level.



REGISTER PAYMENT METHOD (CARD/PAYPAL)

The Coffee Company app allows the customer to register payment methods such as credits cards or Paypal account. The flow is part of buying the first shop offer (e.g. a subscription) and the user will be asked to registered a payment method. Once a payment method is registered the flow is easier, click "BUY", then "Confirm".

Also, it is easy to find a *More* section in the app leading to *My Page* where *Payment Method* can be registered. The user can register payment method from *My Page*, or edit it here..

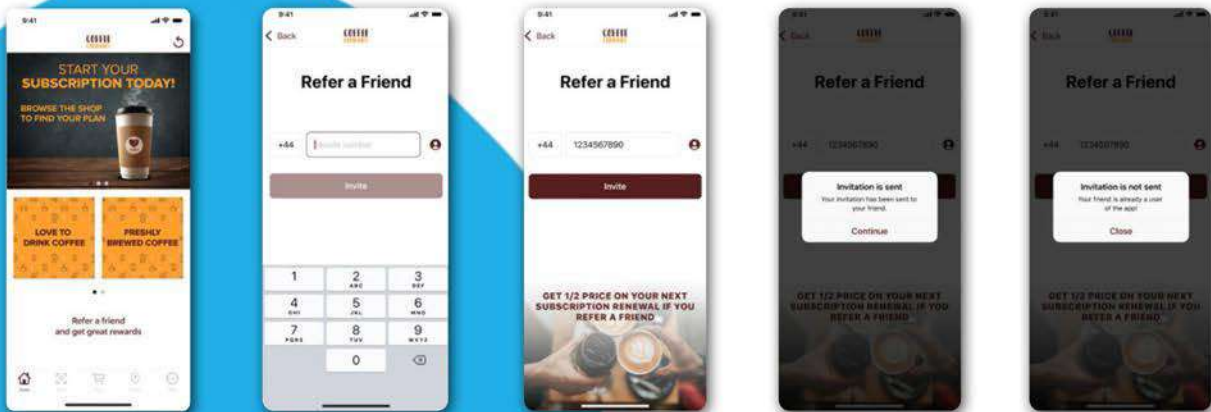


DIGITAL RECEIPTS - FORWARD TO E-MAIL

Once purchases are made, digital receipts are available also from *My Page* and customers can easily send the receipt to their email. First time (if e-mail is not already registered) the user will be prompted to register e-mail address and then this will be stored on the member profile to allow automatic use next time.

REFER A FRIEND

From the *Home* screen of the app Coffee Company promotes Referring a friend to get great rewards. By clicking the banner the user arrives the *Refer a friend* page where the current refer a friend reward is communicated in the bottom picture. Referring a friend rewards can be connected to the subscription program like illustrated "Get 1/2 price on your next subscription renewal" or it can be e.g. a free coffee voucher or a game with change to win a free coffee. A confirmation is given on success (Invitation sent). The user is also notified if she is trying to refer an already registered member.



UPGRADE MY SUBSCRIPTION

The customer can upgrade (or downgrade) the subscription simply by buying another plan.

If the new plan represents a higher value plan, it is an upgrade and the upgrade is instant giving the subscriber the better plan immediately. The first month price calculation for the upgrade will consider the existing plan's remaining paid days vs. the price of the higher value plan. Auto-renewal for next month will be on the new plan's list price. For example, an upgrade can be from a "One coffee/day" plan to a "Two coffee/day" plan.

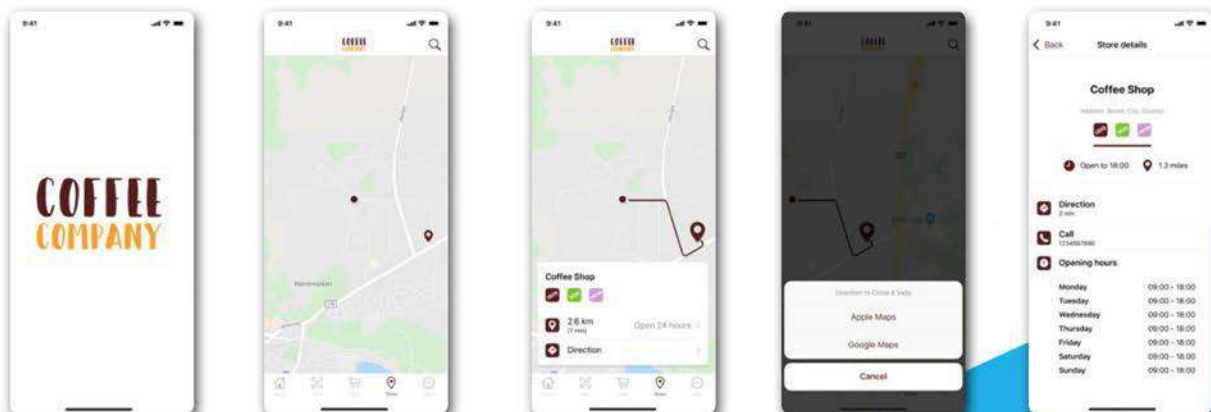
If the new plan represents a lower value plan this is considered a downgrade and the downgrade will be effective on renewal date to allow the use of the already paid plan until the "Downgrade" date. For example, a downgrade can be from a "Two coffee/day" plan to a "One coffee/day" plan.

STOP MY SUBSCRIPTION

The subscription plan can be stopped via *My Page* and "Manage my subscription".

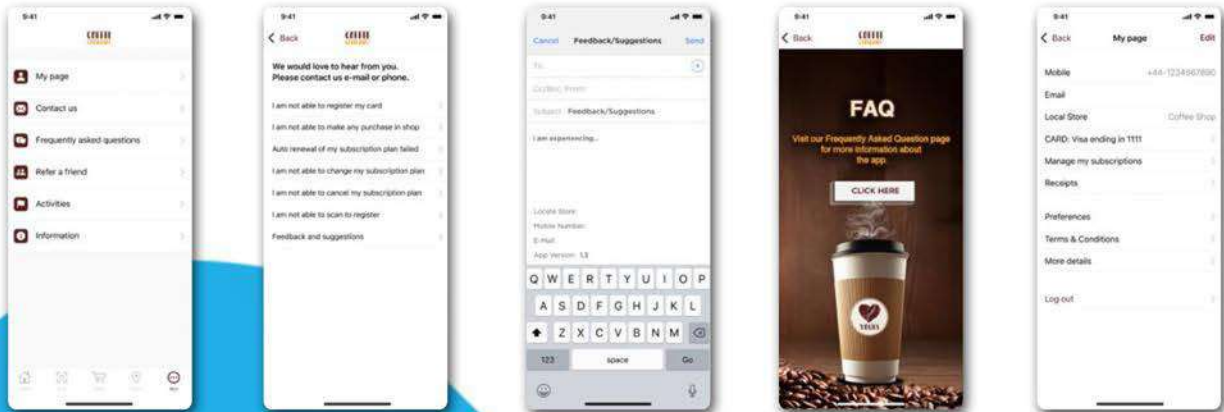
THE STORE LOCATOR SECTION

From the bottom bar of the app the user can find the nearest store and navigate to the store by using Apple Maps or Google Maps. The app will show distance as well as opening hours, contact information and highlight services offered at the location.



THE MORE SECTION: MY PAGE, FAQ, CONTACT SUPPORT

The *More* section can include a FAQ section that links to any website, a contact us section that opens up the e-mail user and sends to the support office.



GAMES

Customers can win a free Car Wash by playing the daily game. Games can also be rewards like "Refer a friend reward", "Sign-up reward", "Birthday reward", reward for completing a Net Promoter Score (NPS) survey etc.

Try this game by using the camera of your phone on the QR code.

