kokonut

Stamp

Platform
service proposal

Index

As you see

search " your store "
in the app store &
play store

Prepaid
payment

Point
accumulation

Automatically
generate coupons

Customer
management

Promote your store
and increase sales

kokonut
Stamp

Unique app
for our store

WALDLUST
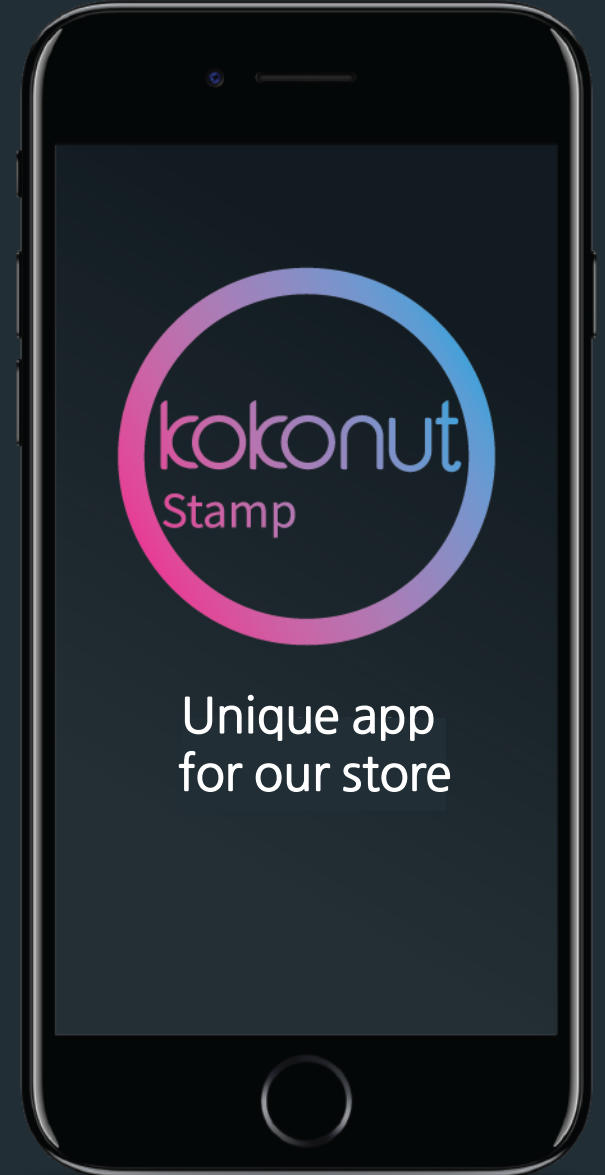
Creating applications for individual stores

We create an application
for each and individual shops

- I want to find our own application for my shop
- owner app / just for you / only u app
- just like Starbucks, Macdonald You can use your own app.
Search your shop in the app store

Communication channel between the customer and the store owner

Open the app
and
stamp right on
to the screen of
your phone.
Your points will
be saved.

the store will
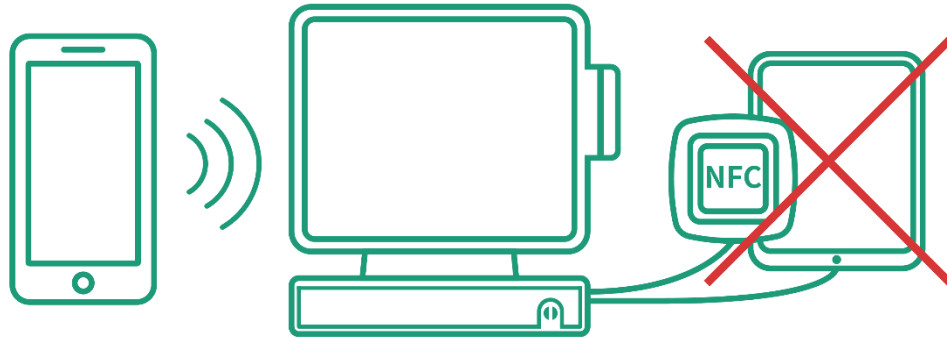get data
(age, birthday,
gender, visitin
g etc.)

effective targeted
marketing.
(coupon(1+1)will
be automatically i
ssued, message,
promotion for
individual shop)

Sales
Go up

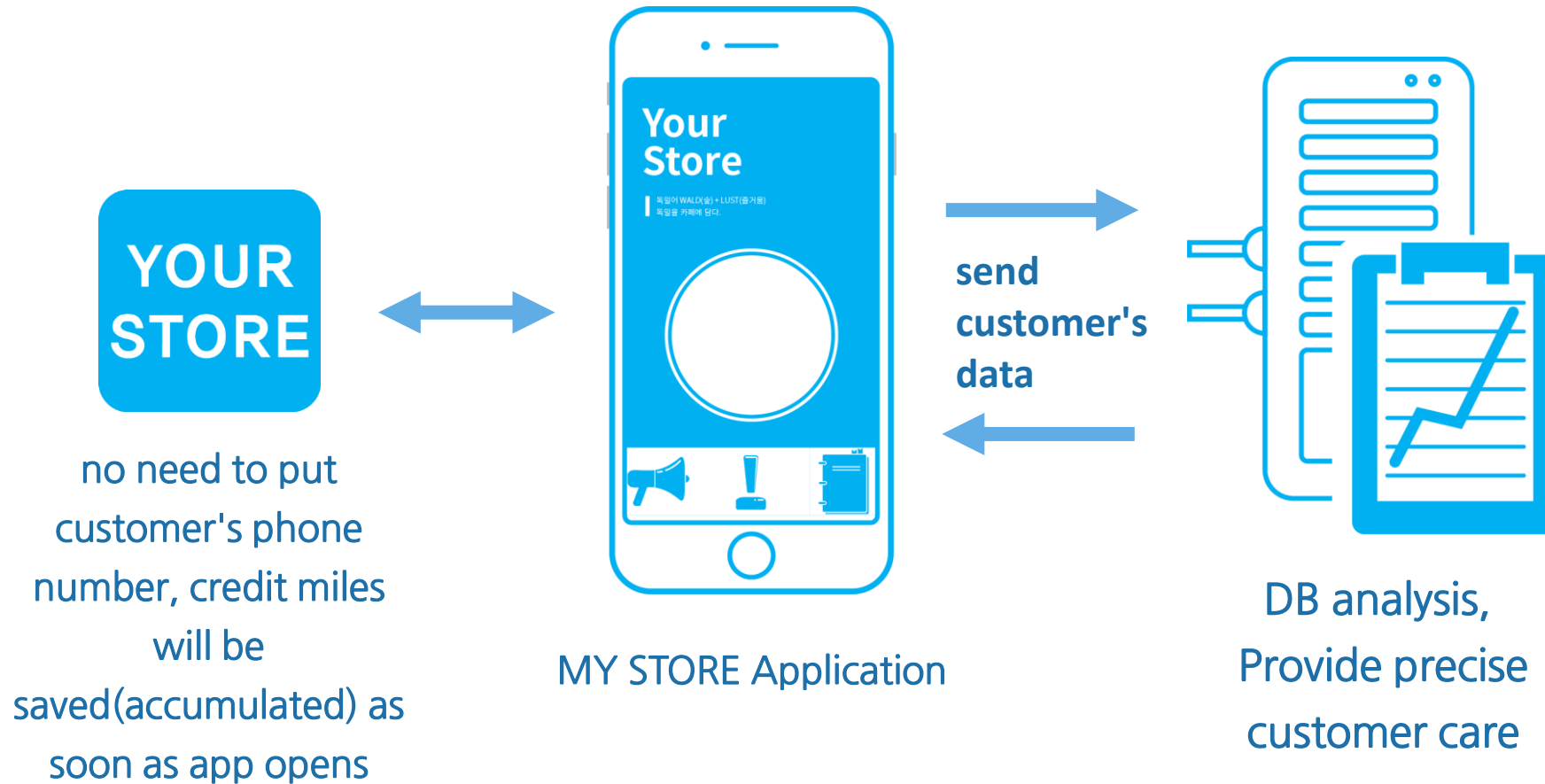Simple method of using a POS SYSTEM that does not require a tablet, NFC link

+ simple install

+ instant use

+ stable service

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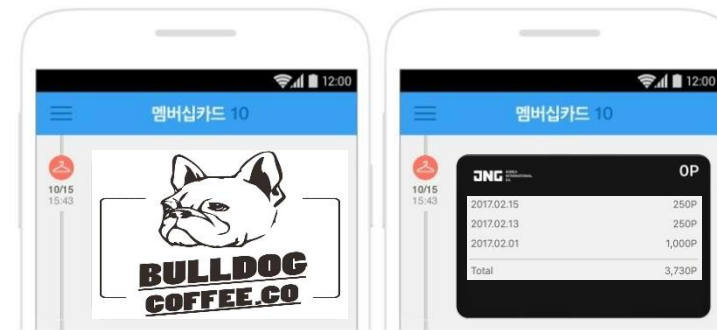## Customize individual stores

STAMP

Brand name : Tokyo Pang ya
Acquisition Method : Stamp (10)

[Appointment Policy]
One stamp for each melon bread.
Collect 10 stamps and get a coupon.
Coupon may only be used in stores with five or more melon bread stamps.
It can not be combined with other coupons or discount events.

STAMP + POINT
(Double benefit)

Brand name : bulldog coffee
Acquisition Method : Stamp + Point (3 %)

[Appointment Policy]
We'll save you a stamp of the 1 drink and 3% of your payment.
You can use it like cash from 1,000 points.
It can not be combined with other coupons or discount events.
Please tell me about before using the point.

Fast and simple use, create value for your intelligent Big Data

	VIP	Birth day customer	Leaving customer
Customer management type			
Customer Search Examples	In three months Customers stamped on our store more than 10 times	Female customer who is in 20's	1 week, 1 month for a specific period Unstamped Customer
Example of sending coupon	30 % discount coupon for new menu	Free coupon for detoxification juice	Americano 1+1 coupon
effectiveness expected	Managing loyal customers, which account for most of the revenue, is key.	Make your customers regular with a pleasant birthday coupon.	By showing regular customer interest, you can effectively prevent them from leaving.

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Feel free to promote it anywhere, anytime.
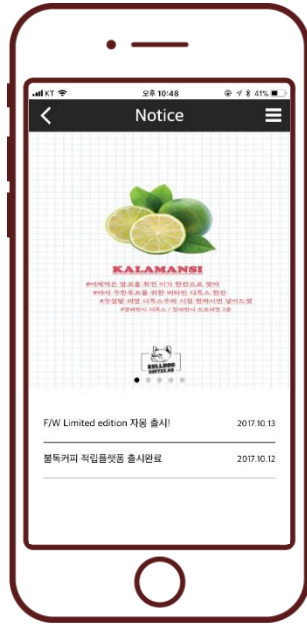
Operation of an exclusive public relations channel

Launch, Event, Promotion

Point reserve and prepaid charging system

- After installing a simple program in the POS system, accumulate additional points
- Pre-charge charging is possible only with mobile phone number.

● Stamp + point accumulation (double benefit applicable)

● Pre-paid charging.

● Stop the endless sheets of paper flyers and promotional brochures wasted.

● A clear method of advertising for customers who have installed apps.

● POP UP Image Advertising Available in app.

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Monthly management report

- Find out what you need in store by analyzing customers types
- Text sending for customers

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Type	Device	Add	Customer data	Cost
Creating an app	Download App	High development Costs	Name, gender, age group, date of birth and phone number basic information available	30,000$
Brand membership (Magnetic card)	Card Required	High risk of loss and damage	Name, gender, age group, date of birth and phone number basic information available	200 $ / month
A paper stamp card	Card Required	High risk of loss and damage	Unable to collect data	100 $ / month
Tablet	Collect a cell phone	High device costs + Registration fee	Additional information must be received by	Tablet cost + 40 $ / month
NFC and Acquire keypad	Credit cards and Phone number entry method	High device costs + Registration fee	Additional information must be received by name, gender, age group, date of birth, phone number, Customer type analysis possible	device cost + 30 $ / month
Kokonut Stamp	**Create store-only apps, Electronic stamp Immediate accumulation through (A good approach that doesn't change much about customer behavior)**	**Initial app No production cost No Installation cost No Additional Cost**	**Management report support available In app and stamp admin**	**10 $ / month Free Create Coupon In app**

Introducing kokonut stamps,
Lower risk of membership service operations and increase marketing effectiveness.

Tablet membership

Poor service reliability Low-price tablets often break down. If the wireless Internet in the store is unstable Frequent disconnects from POS	A high legal risk Not collecting personal information with explicit consent from all customers. Using this personal information collected, the stores sent out during the store promotion message take legal risks. ※ Related statutes (five years in prison or 50 million won in fines for violation) Article 15, 17, 18, and 19 of the Information and Communications Network Act in Republic of Korea	Unable to market personally based target Target marketing not possible No apps have been activated, so the online and mobile marketing channels must be operated separately.

Kokonut stamp

High service reliability No need to introduce separate devices. The kokonut program and store app work together to increase the convenience of pre-paid charging and saving (directly installed in POS) All this is possible without the Internet.	Complete compliance with relevant laws Obtain and use explicit customer information when signing up to a single app and collect personal information directly from the customer (name, phone number, date of birth, gender) No legal risks to the brand or store	Enables sophisticated target marketing Execute text services based on visit history and personal information (date of birth, gender, etc.) through an active, exclusive app Automatic coupon issuance in the app confirms the return rate, which can be maximized and sent directly from kokonut admin

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