

TAILORED LOYALTY PLATFORM THAT ADDRESS

your unique needs



**THE LIGHTSTORM LOYALTY PLATFORM™ OFFERS VERSATILE LOYALTY PROGRAMS
DESIGNED TO BE EFFECTIVE, EASY TO USE AND AFFORDABLE
TO HELP YOU GAIN AND RETAIN CUSTOMERS AND GROW YOUR BUSINESS.**

WE OFFER FLEXIBLE SOLUTIONS FOR *businesses of all sizes!*

Whether you're a mom and pop shop, a fortune 500 company, or anywhere in between: we have a solution that will accommodate your needs!





OUR MISSION STATEMENT

We build platforms, products, and experiences that transform businesses and help them thrive. We pride ourselves on being able to adapt and evolve to your needs, whatever they may be.

We can assist with setting up payment providers in multiple countries. Our solutions are multi-lingual and allow the end users to pick a language that they are most comfortable with. We are sensitive to the cultural, legal, banking and business needs of other countries.

Whether you are working, locally, nationally or internationally our solutions are simple and easy to integrate into your market. We are an international operation and can help grow your business!



BOOST CUSTOMER RETENTION

5% REDUCTION IN YOUR CUSTOMER DEFECTION RATE CAN INCREASE PROFITS BY 95%*



Customer retention is arguably more important than acquiring new customers. Why? The probability of selling to an existing customer is 60 – 70%. The probability of selling to a new prospect is 20%**.

CONSUMERS ARE ALWAYS LOOKING FOR NEW WAYS TO SAVE AND EARN, NO MATTER WHAT THE CURRENT ECONOMIC CLIMATE IS LIKE.

*Total Research Corp & Custom Marketing Corp's Loyalty Monitor Study.

**Marketing Metrics Consumer Study report, 2015

INCREASE CUSTOMER SPENDING

CUSTOMER SPENDING ON AVERAGE 46% HIGHER WITH REWARD CARD PROGRAMS?*



Increased profits come naturally once you've mastered the art of customer retention.

WHEN CUSTOMERS HAVE A REWARD IN SIGHT, THEY'RE INCLINED TO SPEND MORE.

*Total Research Corp & Custom Marketing Corp's Loyalty Monitor Study.

GAIN INSIGHT INTO YOUR CUSTOMERS

LEARNING YOUR CUSTOMERS' SHOPPING HABITS WILL LET YOU SEGMENT YOUR CUSTOMERS FOR FURTHER TARGETED MARKETING AND COMMUNICATION.



Discover your most loyal customers, tracking their visits, frequency, money spent, and more by generating comprehensive reporting with the click of a mouse. You'll see where your marketing dollars are most valuable by identifying your most popular products and promotions.

INCREASE COMMUNICATION & DRIVE REPEAT VISITS

CUSTOMERS THAT ARE ENGAGED IN YOUR LOYALTY PROGRAM AND YOUR BUSINESS ARE LIKELY TO WALK IN YOUR DOOR BEFORE CONSIDERING YOUR COMPETITORS.



Customers can check their balance via your website where they will be able to view additional enticing specials. Have a personalised email automatically sent to customers after each transaction. It's a great way to thank them for visiting and keep them thinking about you. You can also choose to include a special coupon in the email to promote limited-time offers.

ATTRACT NEW CUSTOMERS WITH REFERRALS

A GREAT LOYALTY PROGRAM REWARDS CUSTOMERS WHO REFER THEIR FRIENDS.

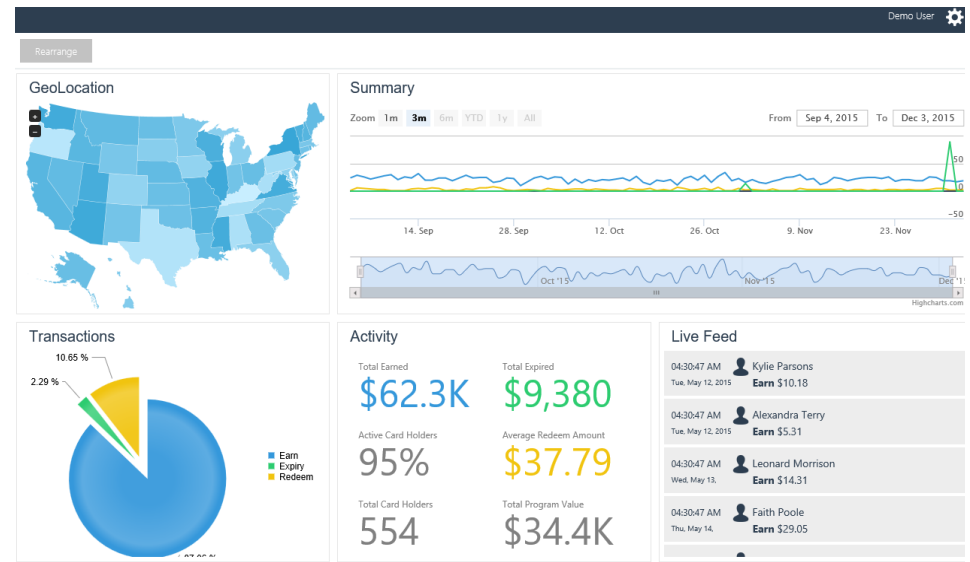


Referrals are the #1 form of advertising. Why? Compared to traditional advertising, it's virtually free. People trust referrals from friends over traditional advertising. They know their friends wouldn't recommend something that they don't believe in themselves.

YOU'RE BUSY RUNNING A BUSINESS. LEAVE CUSTOMER RETENTION TO US!

The Lightstorm Loyalty Platform™ makes it simple and straightforward to setup any kind of loyalty programs you can imagine!

Powerful, flexible and easy to use! The Lightstorm Loyalty Platform™ works with cards, cellphone numbers, coupons, vouchers, Mobile apps, Facebook pages and more.



AND WE DO EVERYTHING WE CAN TO MAKE GETTING STARTED

as simple as possible.





EASY TO GET STARTED

Forget the learning curve because anyone can master our user-friendly loyalty platform within minutes!

Our program is Mac, PC, and mobile friendly... all you need is internet access!

You can use Lightstorm Loyalty Platform™ with physical rewards cards - or go cardless! We will help you develop a program that will be a success. Our skilled team of loyalty marketing professionals can assist you in designing a program that compliments your marketing strategy.





FULLY CUSTOMISABLE PROGRAM

TAILORED TO YOUR UNIQUE NEEDS, THE LIGHTSTORM LOYALTY PLATFORM™ MAKES IT SIMPLE AND STRAIGHTFORWARD TO SETUP YOUR PROGRAM

■ UNLIMITED PROGRAM OPTIONS

Loyalty Programs, Gift Card, Referral Programs, Shared Reward, Frequency, Coalition, Pre-Paid, Bank Card, VIP Programs and so much more!

■ PLATFORM INDEPENDENT

We work via the web, on mobile, on most point of sale systems which means your customers move between your store environments seamlessly.

■ CARD INDEPENDENT

Import your existing cards, issue new cards, use a mobile number as the card number. We got you covered!

■ SINGLE STORE OR MULTI STORE OPTIONS

Franchises or Multi-Nationals. Multiple store locations under one umbrella. Physical Stores and E-Commerce

■ MULTI-CURRENCY



YOU ARE IN CONTROL

STAY IN CONTROL OF YOUR VARIOUS PROGRAMS VIA ADMIN AREA, ANYTIME, FROM ANYWHERE. ACCESS EVERYTHING YOU NEED TO STAY ON TOP OF YOUR PROGRAMS VIA OUR WEB BASED ADMIN PANEL.

■ **MANAGE YOUR LOYALTY PROGRAMS' CARDS AND CUSTOMERS VIA OUR ADMIN PORTAL**

View customer details, check balances, create new card, change a rule for your VIP customers, export your customers to excel.

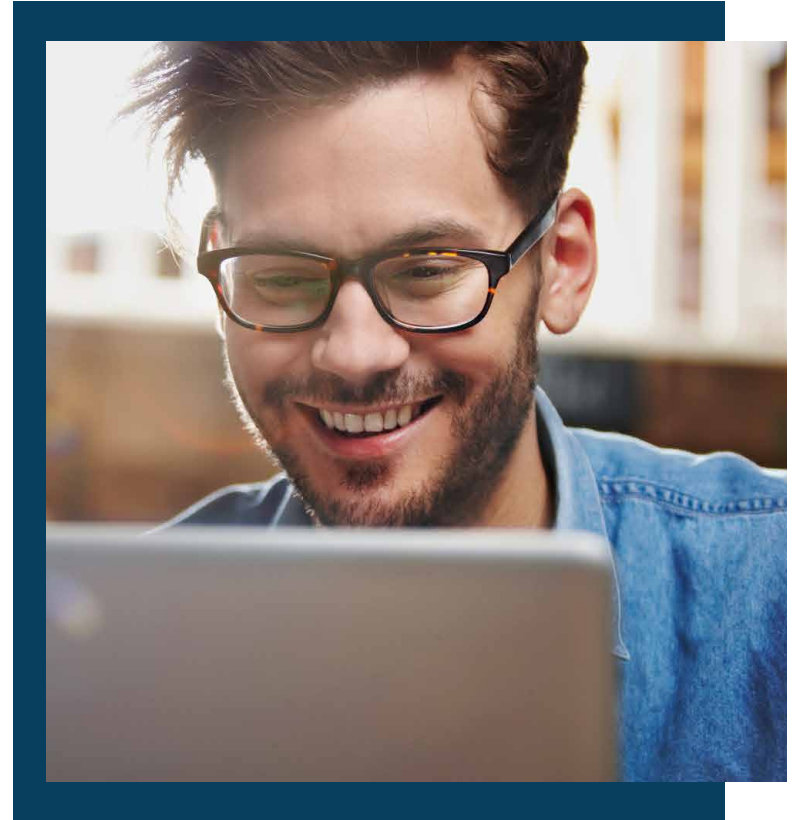
■ **LIVE REPORTING**

Watch transactions coming in LIVE via your computer, iPad or other mobile device. Pick up problems before they escalate, identify slow moving stores or promotions.



CUSTOMER FRIENDLY FRONT END

- Our software allows your customers to engage with you anywhere - at the point of sale, online or via mobile phone. Card holders can check their balance, change their PIN or view their account directly from any of these channels.
- The Lightstorm Loyalty Platform™ app makes it possible for your customers to instantly sign up for your loyalty program, earn and redeem points, and check their points balance, without ever having to use a loyalty card.
- It means you can grow your loyalty member database through online channels like your website, email and social media.





INCREASE CUSTOMER SPENDING

■ AUTOMATED TRIGGERS – BASED ON BUYING BEHAVIOUR

Set up rules to automatically fire off promotional campaigns when certain conditions are met.

Say “Thank You” via sms/email when your best customers buy.

Send regular customers a reminder sms/email when they break out of their usual buying habits.

Send a Happy Birthday promotion with a limited time coupon.

■ BULK RETAIL MARKETING CAMPAIGNS

Want to tell your customers about a new product in-store? Use our campaign manager to filter down to exactly the customers you want, then send them an email/sms campaign. You could even give recipients a discount code for specific products. This strategy could also be used to gauge the effectiveness of your promotional messages and test new products you’re looking to bring in.

■ LAST MINUTE DEALS

With Lightstorm Loyalty Platform™ software, you can set up and implement cross country and internationally, limited time only, retail marketing campaign in a matter of minutes.

Alternatively you can limit your last minute promotional campaigns to a select few of the most quiet stores to influence buying behaviours and get more feet through the door.



SECURITY COMES STANDARD

THE LIGHTSTORM LOYALTY PLATFORM™ SECURITY MEANS YOUR CUSTOMERS' DATA IS SAFE WITH US

■ FLEXIBLE LOYALTY PROGRAM PERMISSIONS

You decide who has access to what using our flexible permissions management tools. Require employees to use passwords and logins on the terminal so you can track transactions by employee. Setup managers; tellers; data capturers; CRM staff; marketing teams etc. You have the control!

■ SECURE HOSTING ENVIRONMENT

Lightstorm Loyalty Platform™ has processed millions of transactions through a trusted, custom interface. Ease customers' minds with the security of robust activity monitoring and secure data aggregation.

■ REAL PEOPLE

We have our technical and support teams looking after you. That means, real people are making sure your loyalty program is running smoothly.



GAIN INSIGHT INTO YOUR CUSTOMERS

USE CUSTOMER ANALYTICS TO REVEAL MASSIVE GROWTH OPPORTUNITIES FOR YOUR BUSINESS

■ STANDARD REPORTING

Pull your loyalty customers' transactional reports with the click of a button. Filter by line item, location, rules, and more. See your customer spend data displayed on easy-to-understand charts. And dramatically increase the success of your promotions by using this data to make informed decisions about the type of campaigns you run and to whom.

■ TAILOR PROMOTIONS TO YOUR CUSTOMERS' PURCHASING HABITS

Lightstorm Loyalty Platform™ gives you a toolset to actually use the data you gather to increase turnover. By setting up specific rules that are triggered from specific buying behaviours, you can bring more customers back to your store more often.

■ VISUALISE AND DISTRIBUTE DASHBOARDS

Distribute information to various stakeholders or departments so that action can be taken. Build strategic plans armed with accurate information.

■ CUSTOM REPORTING DASHBOARDS

You decide which metrics are most important to you and we build visual representations that make it simple and straightforward to understand the data.

■ GET ANSWERS

Ask questions about your customers; best products; busiest times; best and worst employees and then go further...ask what promotions you should run and to whom exactly; predict who will respond to an offer or who would most likely buy the new product you just brought in.

HOW WILL YOU USE THE LIGHTSTORM LOYALTY PLATFORM™ FOR YOUR BUSINESS?

Which type of program suits your business? You can choose to run your program with customised plastic cards, or cardless!

Our programs are user-friendly and allow you to track your customer/employee activity.



CUSTOMER LOYALTY PROGRAM

Different types of customer loyalty programs are available to suit the needs of your business. It's easy to setup a loyalty program with rewards your customers will value and reports that let you track your customer activity.

Our loyalty programs include online customer enrolment, online balance check, and automatic transaction receipts for your convenience. All of the programs allow you to collect customer data as well as track your promotions and customer activity through our easy-to-use reporting tool.



58% OF CUSTOMERS REPORTED THAT THEY ARE EXTREMELY LIKELY TO INCREASE THEIR VISIT TO A BUSINESS IF THEY HAVE A LOYALTY CARD FOR THEM

COALITION PROGRAM

The coalition loyalty program connects multiple merchants under a common loyalty/points program. Customers can earn points and redeem rewards among any participating coalition merchant. This is a favourite for shopping malls, or 'buy local' campaigns.



GIFT CARD PROGRAM

Our gift card programs can be used with computers, tablets, POS systems, smart phones, websites / web stores, and custom applications.

Customers can register their gift card (providing you valuable data) and they can also easily check their remaining balance via your website. This will increase your web traffic and your sales potential.

Our gift cards are fully customisable and are able to be reloaded if you choose. The best part about our gift card programs is the price. We never charge transaction fees!



EMPLOYEE LOYALTY PROGRAMS

If you wonder what getting and keeping the right employees has to do with getting and keeping the right customers, the answer is everything. Our employee loyalty program allows you to track achievements and reward your employees, helping to encourage growth and build a stronger business. Recognising performance with a rewards program is a great way to motivate your employees and engage them in reaching desired goals.



HOW DOES IT ALL WORK?

LIGHT STORM LOYALTY PLATFORM™ IS SO VERSATILE THAT IT CAN CONNECT TO ALMOST ANYTHING! PC, MAC, TABLETS, SMART PHONES, POS SYSTEMS, WEBSITES / WEB STORES, SOCIAL MEDIA, AND CUSTOM APPLICATIONS. BEST OF ALL - THE PLATFORM IS SUPER USER-FRIENDLY.

ALL YOU NEED IS INTERNET!

Lightstorm Loyalty Program™ web-based core platform requires only an internet connection and then - connect to a computer, tablet, smart phone, or terminal to start processing loyalty transactions.

POS INTEGRATION

If you're currently utilizing a point-of-sale (POS) system, it may be able to integrate with our software. Many POS systems can be integrated to work seamlessly with our loyalty programs. As long as your system meets a few requirements, we can integrate and simplify your workflow.

ON THE GO?

We offer a mobile app that allows you to process loyalty transactions on the go. This solution is perfect for businesses that have shed the traditional brick-and-mortar model and need enhanced mobility.

DEVELOPER API

You can opt to create your own custom application that fits your needs. All of our clients have access to our API (application programming interface) and have the option to develop their own solutions based on the Lightstorm Loyalty Program™ platform.

ONLINE RETAILERS

Do you have a website / web store? No problem. Our program is able to be integrated into most web stores and process loyalty transactions automatically when your customers check out.

OUR MEMBERSHIP PLANS

INTRODUCTION

An expanded plan with unlimited transactions for growing companies. Includes software updates and maintenance with some technical support.

STARTING AT

\$49 /MONTH*

PROFESSIONAL

Flexible plan with online module. Enhanced features for larger businesses. Includes software updates and maintenance, technical support, and data migration.

STARTING AT

\$449 /MONTH*

ENTERPRISE

Our most robust plan with online module and mobile application, alongside enhanced features. Designed for large multinational enterprises, including support for multiple languages.

CONTACT FOR DETAILS

FREQUENTLY ASKED QUESTIONS:

IS THERE A LIMIT OF THE NUMBERS OF STORES I CAN HAVE?

No there isn't, you can add as many stores as you like to your program

CAN I RUN A LOYALTY PROGRAM AND A GIFT CARD PROGRAM FOR THE SAME STORE?

Yes you can, you are able to run any number of programs across your store(s).

I ALREADY HAVE A LOYALTY PROGRAM, CAN I USE YOUR TOOLS?

Yes you can. We can import your existing customers and cards for you and combine them with any new cards you issue. This way there will be no interruption to your customers.

CAN MY CLIENTS USE THEIR LOYALTY CARD AT ANY OF MY LOCATIONS?

Yes

CAN I SEPARATE ALL MY LOCATIONS SO THAT MY CLIENTS CAN ONLY USE THEIR LOCAL BRUNCH?

Yes

FREQUENTLY ASKED QUESTIONS:

DO I HAVE ACCESS TO MY CUSTOMER DATABASE?

Yes

DO I HAVE TO PRINT LOYALTY CARDS?

No you can use your customers' cell phone numbers as their "card number" with a keypad for them to enter their number at your front counters. You can also ask your customers to download our mobile app which is 100% safe with 2 factor authentication, allows them to add multiple cards, earn points, redeem points and check their balances at any time.

DO I GET SUPPORT?

Yes we have a dedicated support team backing you all the way and a great resource library providing you with documented tutorials and walk through videos.

Support queries maybe billable should you require consulting advice, or assistance to manage your program.

CAN THIS WORK ON MY E-COMMERCE WEB SITE?

We're integrated into many eCommerce platforms and are able to integrate into others quickly and easily

FREQUENTLY ASKED QUESTIONS:

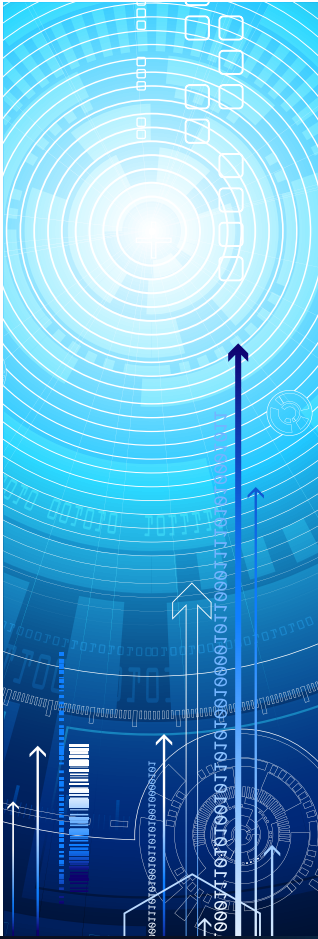
CAN I SEND OUT MARKETING COMMUNICATIONS TO MY LOYALTY CUSTOMERS?

The Lightstorm Loyalty Platform™ allows retailers to automate the sending of SMS and email promotions to their customers based on spend using the online campaign manager.

MY POS ALREADY OFFERS A LOYALTY PROGRAM. WHY DO I NEED YOURS?

Great question! We actually receive many inquiries from people who want to use our program instead of the one currently provided through their POS. The main reason is functionality. Our programs offer a far more comprehensive solution than the programs included with POS systems. Our program is more flexible and can adapt to compliment many various marketing strategies.

ABOUT US



For close to a decade, we have been building on the principles that got us started – creative integrity, collaborative thinking, and a cross-discipline approach to brand development.

We build the platforms, products, and experiences that transform businesses and help them thrive. Our team consists of graphic designers, coders and development engineers working together to expand the possibilities of design thinking, technology and product experiences.

As the world moves forward in pushing the boundaries of what's technologically feasible,

our interest and focus remain on the products that push the boundaries or what is technologically meaningful.

At Lightstorm, we have the tools and vision to develop the apps which compliment your business and our other software solutions. Working in conjunction with our world class platforms, the apps allow your client base to access their transactional data in real time, anytime, anywhere. Engage with our team to discuss whether we can create an app that's right for you.

OUR CLIENTS

We have the privilege of working with some of the most well known companies in the world and we don't take this lightly. We work with a number of industries ranging from technology, to consumer—pharmaceutical and more. Our clients engage us in a number of ways - we help them thrive in a networked world . We view our clients as partners and work collaboratively with them to achieve results they can measure.



Usana Health Sciences, Inc., is a Utah-based multi-level marketing company that produces various nutritional products and nutraceuticals.

Lightstorm has developed a solid, robust and reliable platform for Usana, and over the years, the Commission System has become a key tool which has allowed Usana to grow and expand their business across multiple currencies and countries. The commission platform facilitates commission payments to their associates across multiple currencies, and provides them

with the ability to cash these commission funds out to their local bank accounts.

As Usana's requirements have changed over the years, our solutions have developed to cater to these changes. Taking the development nuisances away from their everyday operating environment allows Usana to focus and grow their business, whilst Lightstorm quietly work behind the scenes to improve and streamline their solutions. The final result ensures that Usana have the confidence and capacity to expand their foot print to other markets across the globe.

OUR CLIENTS



Our business and its brands operate in a highly competitive market place and in today's age of technology, we are forever presented with challenges. Our people and the value they represent cannot be underestimated but like us, today's consumers are better educated and their loyalty cannot be taken for granted. We wanted to show our customers that we understand that they have choices and we wanted to express our appreciation of their continued loyalty. This led us on the journey to creating our loyalty program and one that offers "real rewards".

Our partnership with Lightstorm Global has been hugely important part of taking our idea from a concept stage to being a fully developed program that operates both locally and nationally with seamless execution. Lightstorm from the beginning although not in our industry or business seemed to get our business and this has created a great synergy between our organisations.

Our criteria and the challenges it presents were many but we needed a program, a platform which was easy to navigate when our work force is so diverse, a program that actually delivers on our commitment to really rewarding our customers. This

program is and has been successfully developed to operate across our organisation for many years and today it is even more important to keep developing it and progressing with new technology that brings new opportunity!

From a management perspective I am able to stay connected with our locations and our customers by the back end facility which gives me real results in real time! The power of the information enables us to make better observations and decisions when we know the data is current and relevant. Lightstorm have equipped myself and my colleagues with a powerful tool to continue to grow our teams and to reward our valuable customers.

Our customers are our best advocates for our loyalty program and through their continuing support we are able to continue to grow our people and our business. My advice is if you are wanting a real program that really works ... then get Lightstorm on the team and let them get you connected!

- Amanda Whitman, Optimal Business Development Manager



TECHNICAL INFORMATION

- ★ eWallet functionality
- ★ Multiple program currencies
- ★ Flexible fee structure
- ★ Customisable reports
- ★ Real time or batch processing
- ★ Self-managed program administration
- ★ Report scheduling with multiple output formats
- ★ Web based interface
- ★ Inbuilt customer notifications
- ★ Choice of Industry standard reporting framework (SAP/Microsoft)
- ★ Customisable client portal with marketing or advertising space (Micro Site)
- ★ eStatements (paperless)

- ★ Flexible permission structure
- ★ Multiple languages
- ★ Logging & auditing
- ★ Customisable dashboard
- ★ Scalable cost and performance
- ★ User friendly customer management
- ★ API integration available
- ★ Compliant collection of customer details (e.g. KYC)
- ★ Global security standards compliance
- ★ Cloud based
- ★ Custom development support



WE'D LOVE TO HEAR FROM YOU!

CONTACT US TODAY TO LEARN MORE, SCHEDULE A DEMO, OR GET A FREE CONSULTATION!



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WE ALSO OPERATE IN FOLLOWING COUNTRIES:



Philippines



United Kingdom



Singapore



Canada



Thailand



Mexico