

Appendix A

FUSION PARTNER PROGRAMME (FPP)

WHAT IS FPP

Fusion Partner Programme FPP is a direct marketing programme for business partners to promote their products/ services through eFusion's **"OUR WAY TO SAY THANK YOU" Campaign:** a personalised "thank you package" with discount offers / complimentary vouchers from business partners specially for eFusion customers to be delivered by courier

HOW TO PARTICIPATE

Fusion Partners will provide promotional material – e.g. vouchers/coupons/brochures on promotional offer/redemption to be included in the eFusion **"OUR WAY TO SAY THANK YOU" package**

FPP BENEFITS

1. TARGETED AUDIENCE – tailored for eFusion customers with specific profile
2. PERSONALIZED – personalized package for eFusion customers (with name of the customer on the package)
3. GUARANTEED DELIVERY - delivery by local courier
4. COST EFFECTIVE – savings on mail house cost and postage as compared to direct mailing
5. HIGHEST OPEN RATE - as compared to other direct marketing channels
6. FREE SMS SERVICE – eFusion will offer complimentary SMS service for response tracking upon request from the FPP

PACKAGE

- Promotional materials from partners to be Inserted in eFusion **"OUR WAY TO SAY THANK YOU" package**
- Maximum 5 inserts (non-competing products/services) per package
- Delivery by courier to eFusion customers on a daily basis
- 2500 inserts per campaign*

RATES

- Normal rate effective from 1st October 2016 at S\$0.5 per insert (total 2500 inserts per campaign)
- 10% discount for 2-3 campaigns
- 20% for 4-6 campaigns
- 30% for 7 campaigns and above
- Price quoted before GST

**note: there will be no duplication of recipients (eFusion customers) within 3 months;
each campaign of 2500 inserts will be completed within 8 weeks from the commencement of the campaign*

INSERTS (MARKETING MATERIAL) - SPECIFICATIONS

- Contents – must have some offering specially for eFusion customers e.g. discount or redemption of free gift etc.
- Size – single voucher/coupon or folded size of the brochure/redemption letter not bigger than DL size (100mm × 210mm); additional charge of \$0.02 per insert if folding is required.
- Unit weight per insert not more than 20g
- Submission of the draft or soft copy of the insert for eFusion’s approval within one week upon booking confirmation; eFusion will send the approval within 2 working days upon receipt of the insert booking form with the draft/soft copy of the insert.

PROFILE OF TARGET AUDIENCE

- eFusion customers
- Age 21 years and above
- Annual income S\$40,000 or more

“OUR WAY TO SAY THANK YOU” package



Sample promotional materials



Guide To Use Voucher Codes

1. Search and find your favourite store here
2. Click and get the promotional code copied
3. Redeem the code at the (checkout)
4. Shopping with discounts and offers

Voucher code: new2009
Sub Total: £200
Voucher discount: £50
Total: £150

25 This is CORUMEL. 25% OFF

25 PERCENT DISCOUNT VOUCHER

Valid for 25% discount on all services at Salon Oelo in Ocoamat.
 Maximum one voucher per person. Expiry November 30, 2013.
 Address: Salon Oelo, Calle 7 between Miriga and 3 Ave, Ocoamat,
 Telephone: (807) 393 5367.

25% OFF **SALON OELO**