



NEW TECHNOLOGY
 INNOVATIVE IDEAS
 INDUSTRIAL QUALITY

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PASS Benefit program

Introduction

- We are an international IT company with offices in Greece, where we have initiated our Pass Benefit program
- Our members have cards like this:



- We install our terminals at merchants for use of our members
- There is no investment or license fee. Merchants only pay when a cardholder makes a purchase
- We only work with 25% of merchants from a market segment, so we channel our members to them and not to their competition

Program overview

- ❖ Multi brand loyalty program
- ❖ One card for many merchants
- ❖ Cardholders don't get discounts, but earn benefit points that they can use during the next purchase
- ❖ Only 25% shops from a market segment
- ❖ Potential of over 300,000 cardholders in 2015
- ❖ Sport platform includes athletes, members of many Greek clubs

PASS Benefit network

- ❖ PASS Benefit Program consists of a network of selected Merchants, which have B2B contracts with us to offer benefits to PASS cardholders (our members)
- ❖ It unites merchants into one Loyalty program, whereby the merchants share each other loyal customers
- ❖ There is no licence fee, the Merchants pay % of each purchase made by our members
- ❖ Our cardholders are channelled to our merchants and not to their competition

Our Cardholders

- Sport platform partners: club athletes, members and fans of Panathinaikos, Ethnicos, Panelinios, Peristeri, Voulagmeni and Glyfada. *Many more Greek clubs to come...*



- Our other partners:



- Potential of over 300,000 cardholders in 2015
- The PASS Benefit program grows by our partners assisting us to increase a number of our members, for which our partners get a share of the profit we make

How to become a PASS Merchant?

- ❖ Sign a Pass Merchant agreement
- ❖ Define Customer Benefit %
- ❖ Define a Program Fee %
- ❖ Above % are from a purchase price
- ❖ Free of investment
- ❖ 1 month notice

4. Member Benefit and Program Fee

- 4.1** For each purchase by a cardholder, the Merchant shall pay a percentage of the products (services) gross price as a benefit for the cardholder (the "Member Benefit"), as defined below; the product gross price is a price inclusive of VAT.
- 4.2** For each purchase by a cardholder, the Merchant shall pay a percentage of the products (services) gross price for the program operational costs (the "Program Fee"), as defined below.
- 4.3** If it will be different percentages for different Merchant product lines, an additional form shall be filled and added to this AGREEMENT.

Member Benefit %	Enter %
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Program Fee %	Usually 50% of the % for the Member Enter %
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Customer Benefit %

Our cardholder gets a Customer Benefit, as a percentage of the purchase price.
Benefit Points to pay less with a next purchase
Loyalty - customer comes two or more times

Program Fee %

This is a cost of program for Merchants, as there are no investment or license fee
Full marketing efficiency; you only pay it when a cardholder makes a purchase

How Points work?

Members earn points with each purchase at the merchant from our network. 1 point has a value of 1€. The only obligation for the members is to present the card to the merchant staff. The points are recorded and can be used anywhere in the network to decrease the amount to pay with the next purchase (this decrease is called Used benefit). Card balance must be at least 1.00 point to decrease the amount to pay with the next purchase, otherwise it is carried forward. Let us look at one example:

Yiorgos has got a Pass Benefit card at Arena Gym two days ago. He went to Belle Amie yesterday, which offers 10% benefit, and his bill for drinks was 25.00€. He paid the full price of 25.00€ and earned a benefit of 2.50 points (25.00€ x 10%). His card balance is now 2.50 points in a value of 2.50€. Next time he uses the cards his amount to pay will be decreased by 2.50 €. Let us see how.

Yiorgos goes to Cosa Nostra today and makes a bill for dinner of 100.00€. 2.50 points from his card are used to reduce the amount to pay by 2.50€, so Yiorgos pays 97.50€. As Cosa Nostra offers 15% benefit, he earns 15.00 new benefit points (100.00€ x 15%). So, his new card balance is 15.00 points. Next time he uses the cards his amount to pay will be decreased by 15.00 €.

Next Monday, Yiorgos is renewing 200 € yearly membership in Arena Gym. 15.00 points from his card will be used, so Yiorgos will pay 185.00€. As Arena Gym offers 15% benefit for the yearly membership, he will earn 30.00 new benefit points (200.00€ x 15%). So, his new card balance will be 30.00 points, which Yiorgos can use anywhere in the Pass Benefit network.

The above example presented in a table:

Card Balance	Merchant	Benefit %	Transaction	Earned Benefit	Comment
zero points		Belle Amie Café Benefit 10%	Price 25.00€ Used benefit: none Amount to pay: 25.00€	2.50 points	Balance on the card was zero points, so no benefit is used
2.50 points		NALU Restaurant Benefit 15%	Price 100.00€ Used benefit: 2.50 Amount to pay: 97.50€	15.00 points	
15.00 points		Arena Gym Fitness Benefit 15%	Price 200.00€ Used benefit: 15.00 Amount to pay: 185.00€	30.00 points	
Total Earned Benefit:				47.50€	

Benefits for Merchants

Channelling our Members to Merchants

The Pass Benefit program polarising the market, as only around 25% of the merchant from a market segment would be considered to join the network. So, we channel our large number of members to the network merchants and not to their competition. Our multi-merchant loyalty card is much more preferred by customers than a single-merchant loyalty card. The customers like a simple and fast benefit transaction; using a modern NFC contactless card, the benefit transaction lasts less than a second.

Earned benefit is spent inside the network, additionally channelling our members to the merchants

No Licence Fee

Merchants are not charged any licence fee for using the terminal, nor for using the internet based system for accessing all information regarding the program transaction made by our members at merchant's store. The merchant has a B2B contracts with us to pay an agreed Program Fee % for each purchase of our members at its store. Therefore, the commission for bringing a customer to the store is paid to us only upon the customer made a purchase. Furthermore, we are obliged to pay to the merchant for all used benefit (points) by our members at merchant's store.

Free of investment and licence fee system

Secured and precise transactions information

By providing a username and password at the Pass Benefit system website, via internet authorised merchant staff can get transaction information for each purchase of our members at merchant's store.

Easy to install No connection to the existing POS equipment is needed; no special staff training is required

Free Advertising On our Website, Facebook, Google+, Mailing lists, SMS lists, Flyers and Promotions

Program Lines If needed, the merchant could have one or more product lines with different benefit %, as profitability of different goods and services differ, so merchant could offers more benefit where it has more profit potential. For example, a swimming pool centre could have the following product lines:

Product Line	Benefit%
Swimming	20%
Wetsuit Shop	5%
Café	10%

Secured transactions information on Internet

By providing a username and password at the Pass Benefit system website, via internet authorised merchant staff can get transaction information for each purchase of our members at merchant's store.

From	To:	Product Line	Status	Reference									
3/9/2015					Filter	Clear	Excel						
Transaction I.Type	Date & Time	Pr.Line	Terminal	Card No	Price	Used	Paid	Benefit Fee	Status	Status Date	Reference	Source	Issuer
325	Get Points 3/14/2015 6:52:16 PM	10103	10103	4501003	40.00	0.00	40.00	6.00	2.80	Created		Offline	
324	Get Points 3/14/2015 5:29:53 PM	10103	10103	1001771	5.00	0.00	5.00	0.75	0.35	Created		Offline	
323	Get Points 3/14/2015 5:03:33 PM	10103	10103	4501004	60.00	0.00	60.00	9.00	4.20	Created		Offline	
322	Get Points 3/14/2015 3:56:40 PM	10103	10103	4501002	145.00	0.00	145.00	21.75	10.15	Created		Offline	
321	Get Points 3/14/2015 12:47:00 PM	10103	10103	4501001	210.00	0.00	210.00	31.50	14.70	Created		Offline	
320	Get Points 3/13/2015 7:52:32 PM	10103	10103	4501000	170.00	0.00	170.00	25.50	11.90	Created		Offline	
319	Balance 3/13/2015 5:07:29 PM	10103	10103	4501259	0.00	0.00	0.00	0.00	0.00	Created		Offline	
302	Get Points 3/11/2015 5:44:33 PM	10103	10103	1002250	40.00	0.00	40.00	6.00	2.80	Created		Offline	
301	Get Points 3/11/2015 2:46:07 PM	10103	10103	1002239	150.00	0.00	150.00	22.50	10.50	Created		Offline	
300	Get Points 3/10/2015 7:07:02 PM	10103	10103	1002249	40.00	0.00	40.00	6.00	2.80	Created		Offline	
288	Get Points 3/9/2015 10:18:26 AM	10103	10103	1002238	165.00	0.00	165.00	24.75	11.55	Created		Offline	
					Totals:	1,025.00	0.00	1,025.00	153.75	71.75			

PASS Partners

- ❖ The Partner is an entity (company, club, shop, agent, etc...) that signs a Partner agreement with us
- ❖ The Partner assists us in increasing number of our members (cardholders), as well as share profits with us
- ❖ When cardholders introduced by the Partner make purchases at the Merchant, a part of the Program Fee paid to us by the Merchant goes to the Partner
- ❖ Our Merchants don't need to become Partners, but they are welcome to do it

- ❖ By cooperation with sport clubs and other entities with a significant number of clients, members or employees; true our merchants network community, we grow number of our Members.

Why Become Partner?

- ❖ You distribute your brand PASS cards to your customers
- ❖ Your cardholders get additional benefits at other merchants from PASS network and you make profit from these purchases
- ❖ You increase customer retention as cardholders are reminded of you every time they use the card
- ❖ It decreases a Program Fee that you pay when your cardholders make purchases at your shop

Registration forms with cards pricelist

Quantity	Item Price	Price	Card branding
100	1.50 €	150 €	Front side only
500	1.10 €	550 €	Front side only
1,000	0.90 €	900 €	Both sides
5,000	0.80 €	4,000 €	Both sides

Partner options

Partner level	Total number of distributed cards	Program Fee share %
Entry	from 100 to 999	15%
Basic	from 1,000 to 9,999	25%
Advanced	from 10,000 to 19,999	35%
Premium	over 20,000	45%

Pass Benefit program summary:

- ❖ A hi-tech, multi-brand, free of investment solution
- ❖ By join Pass Benefit multi brand loyalty program network you will be in position of “sending” and “receiving” customers within the network.
- ❖ Every time when some of your clients, with Pass Benefit Card distributed by you, make purchase in some of our network shops (Pharmacies, Cloths, Shoes, Optical, Doctors, Dentists, Restaurants, Coffee Bars, Gym, Pet shop, Home stores ...) you will get some % of that purchase.

Pass Benefit is an innovative benefit program that presents a WIN-WIN solution for all the partners, merchants and members

About Us - Pass Systems

Pass Systems is an international IT company with a presence in Europe, Middle East and Australia. Pass development project has started in 2009 and we have founded Pass Systems company in Australian in 2011. Now days we have a number of various programs worldwide for benefit cards, consumption cards, cashless payment cards, as well as access control cards.

We have recently started developing a Pass Benefit program in Greece. Our business development strategy is to grow our member's community trough cooperation with partners. The partner is an entity (company, club, etc...) that signs a partner agreement with us to assists us in increasing number of our members, as well as share profits with us. So far, we have signed partner agreements with a potential of over 300,000 members.

