



Fresh ideas for growing your business



INDIVIDUAL SOLUTIONS OUT-OF-THE-BOX

In an increasingly globalised world with virtually unlimited possibilities, customer retention has proved itself to be an effective, and cost-effective, method, making the small difference when it comes to the decision to purchase.

Whether you want to gain new customers or intensify existing customer relationships, issue electronic vouchers, run regional currency projects to retain purchasing power within a region, offer a special tourist service, integrate local transport, simplify parking-space management or just administer the local recycling point, with ValueMaster, the standard-setter for customer retention and its flexible 'out-of-the-box' solutions, you can achieve your goals immediately.



“ Thanks to its constant innovations, ValueMaster is always up-to-date, ensuring that we had a good image with our acquisition partners.

Merchants who were previously sceptical were proved wrong.

Due to our close cooperation with Six Payment Services, PayLife, CardComplete, Hobex, etc. we are the only provider able to utilise existing payment terminal infrastructure. Immediate availability anywhere in Austria, no on-site installation necessary, low training costs and

optimal data security included

Who want's additional benefits



EFFECTIVE VOUCHER REDEMPTION NO COMPROMISES

Digital vouchers are a popular, flexible way of retaining existing, regular customers and reaching new ones.

The advantages of digital vouchers over paper ones come to the fore particularly when there is a large number of redemption points. Credit calculation is fully automated within our system.

Gift cards are normally used more than once, meaning that a one-off customer becomes a regular customer. Voucher cards can be recharged either online or via SMS.

ValueMaster 'voucher' offer easy options for your specific situation.

ADVANTAGES FOR MERCHANTS

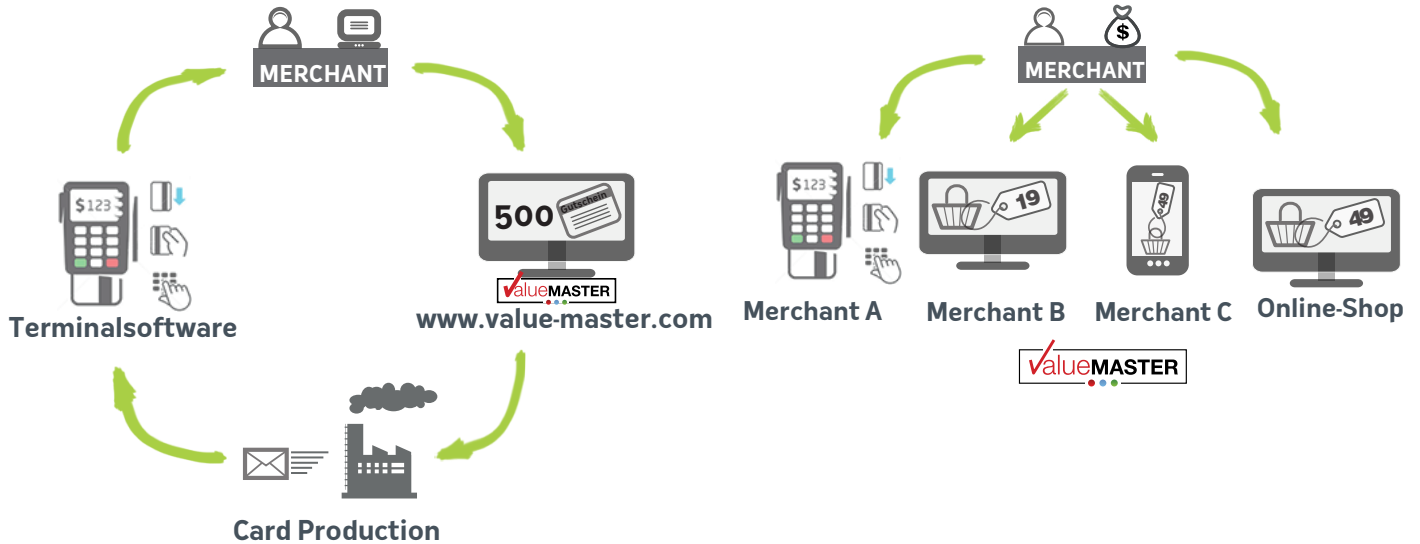
- highly encrypted real-time transactions
- enhanced security features via PIN or SMS
- comprehensive evaluation and control centre
- no additional hardware required (existing POS terminal can be used)
- handling of POS terminal is known – no training required
- heuristic anti-counterfeiting protection
- reduced administration and management costs compared to paper vouchers
- high level of security for customers in the event of loss



**Technic is okay
but all ideas
will ever be**

ELECTRONIC SALES DRIVER VS. A TEDIOUS PAPER-CHASE

STEP 1: ORDER



The merchant orders the desired quantity of voucher cards via www.value-master.com and pays them by credit card, bank transfer or PayPal. Customers can choose from a variety of layouts, or can upload their own materials, all for a fixed price.

Our range is rounded off by a large number and variety of gift packaging options.

Merchants enter the terminal ID of their existing POS payment terminal to register it on our system.

Voucher can be redeemable at several partners or branches – simply register all participating businesses online.

It doesn't matter whether the merchant has a POS payment terminal or prefers to work via web interface or smartphone apps.

The retention of online shops is easily realisable too.



Plastic beats paper

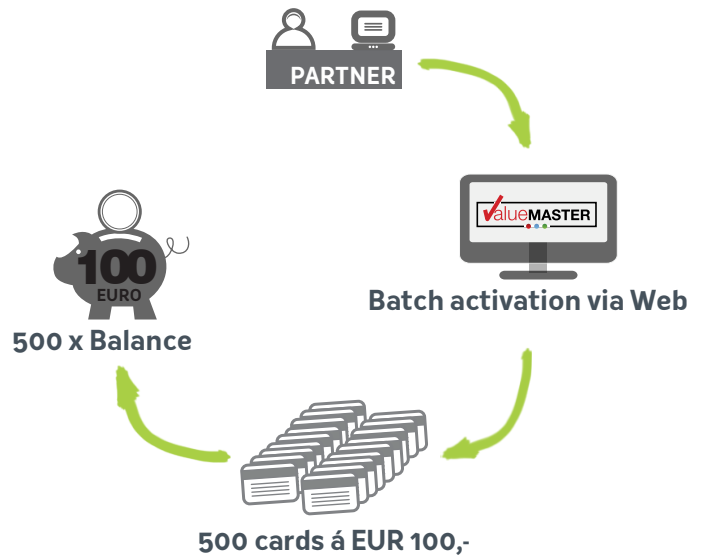
HIGHEST DEGREE OF DATA PROTECTION VS. LOSSES THROUGH COUNTERFEITING

STEP 2: ACTIVATE VOUCHERS



A customer buys 100.- EUR of vouchers and pays for them either in cash, with Maestro or by credit card. The trader activates 100.- EUR on the voucher card.

From this moment onwards, the customer can redeem this voucher, to the cent, with all participating partner businesses.



Customers who need to activate a larger number of vouchers at once, such as company boards or ticket offices, can do this easily via the web portal.

Customers are sent a certain number of empty voucher cards in advance. To activate these, the customer only has to enter the voucher number and book the desired amount, and you can increase sales through spontaneous gifts for birthdays or company celebrations, too.

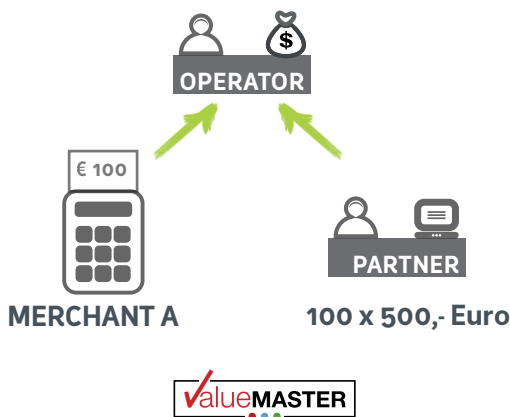


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COMPLETE TRANSPARENCY

STATISTICS IN REAL TIME

STEP 3: BILLING



The amount of vouchers activated at the trader or on-line is calculated automatically.

Amounts are booked automatically by ValueMaster, either by direct debit or by invoice to the omnibus account of the card issuer, as well as issuing the relevant invoices.

STEP 4: VOUCHER REDEMPTION



The customer buys goods from a participating trader and pays via voucher by inserting the voucher card into the POS payment terminal and sees the available balance displayed on the terminal.

The balance is then adjusted in real time following entry of the amount to be redeemed.

**The big picture
is made out
of small spots**

HAPPY ACCOUNTANTS

BALANCE SHEETS AT THE PRESS OF A BUTTON

STEP 4: VOUCHER REDEMPTION



When making their next purchase the customer sees the reduced balance of credit on the card. This balance is further reduced by the purchase amount on insertion in the POS payment terminal.



Vouchers can be redeemed via online shops, too, by entering the voucher's unique card number.

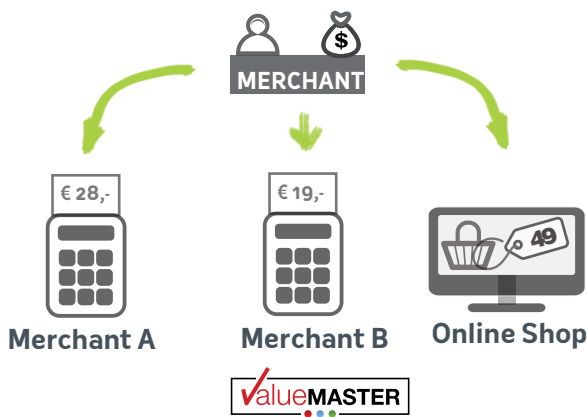


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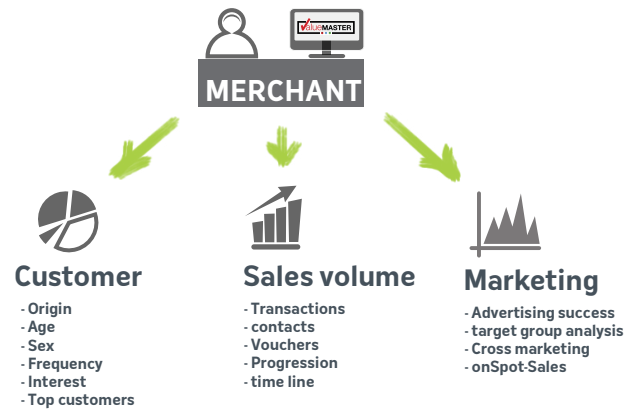
TEDIOUS POINTS-COUNTING

NOT WITH US!

STEP 5: BILLING



STATISTICS AND ANALYSIS



Amounts redeemed from vouchers at traders or on-line shops are billed automatically.

Amounts are booked to the trader's account automatically by ValueMaster, which also creates the relevant invoices.

Find out in real time how much money is still in circulation, with which traders vouchers have been redeemed and how many transactions have been carried out.

This allows you to carry out evaluation necessary for the balance sheet at the press of a button.



Raising money rising possibilities

INCREASED TURNOVER IS THE GOAL NOT HIGHER COSTS

FACTS AND FIGURES

Average amount of voucher sold
TopUp via Terminal or Webinterface

€ 24

Average Turnover
At time of voucher redemption (merchant survey)

€ 58

Transactions a voucher
How often will a voucher be used

1,2

Period until Redemption
Average period from voucher purchase to redemptions

8,3 W

Additional turnover each merchant
According to a merchant survey

+12%

Amount of vouchers not redeemed
after 6 month of purchase

8,9%



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