



A New Marketing Platform Set to Redefine the Rules of Retail

KISS gives bricks and mortar retailers the on-line edge to reach consumers

Hong Kong, August 6, 2015 – KISSCO has today announced Hong Kong’s first mobile centric end-to-end marketing platform that serves retailers and consumers, and promises to redefine traditional retail and consumer engagement. UnionPay will be the inaugural card scheme for KISS.

KISS is the ultimate shopping partner, enabling consumers to get the latest information from their favourite retailers and get cash-off and rewards with every purchase. It is available free to all consumers across all cellular networks, and on Wi-Fi. KISS can be downloaded from the App Store and Google Play.

KISS is a ready-to-use and cost effective marketing platform that empowers participating retailers to drive superior sales by gaining a deeper understanding of their customers and communicate and interact with them directly. The customer data and insights available via the KISS platform gives retailers the unique opportunity to create truly targeted consumer campaigns that are relevant and valued by their customers.

“I see this as a game changer for bricks and mortar retailers as they battle for market share. KISS enables retailers to have an effective O2O platform to drive customer engagement and sales online and in-store. KISS puts the power back in the hands of the retailers and delivers tangible added benefits to their customers. We are very pleased to welcome UnionPay International as the foundational card scheme provider,” said Mr. Douglas Li, CEO of SmarTone.

The KISS marketing platform offers:

Direct and Zonal Marketing: The KISS platform lets retailers create professional looking mobile online shopfronts and targeted media and content-driven campaigns to expand reach, engage consumers and stimulate intent to shop. When consumers are

nearby a KISS retailer, the KISS Beacons trigger tailored proximity messaging that can deliver a “welcome upon arrival” greeting as well as receiving relevant information when consumers interact with highlighted products and get rewarded.

Sales Promotion and Rewards: KISS offers two integrated sales promotions and award opportunities to attract customers and increase loyalty.

- **KISS Dollar:** KISS Dollar is a universal sales promotion digital coupon that gives cash-off with every purchase at all KISS retailers. Consumers get rewarded with KISS Dollars a number of ways such as when they use the FREE app, check-in at a retailer, engage with products and purchase.
- **Retailer Cash Credit:** This is an optional retailer-specific and branded digital voucher that rewards customers for spending at that retailer. Every time they purchase from that store they receive a voucher which automatically delivers cash-off their next purchase.

Analytics and CRM: Retailers have at their fingertips an easy-to-use tool that delivers powerful data and insights to improve consumer targeting and drive sales. By linking all the customer data gathered along their path-to-purchase, KISS Analytics helps retailers to better tailor and target marketing messages to individuals based on what they browse on the app, their check-ins, in store engagement with highlighted products and purchase behavior.

KISS Pay and KISS Wallet: KISS Pay enables customers to pay, redeem and be rewarded for their purchases with just one tap. Customers can store their credit cards, cash, KISS Dollar and Retailer Cash Credits safely and securely in the KISS Wallet. Consumer’s privacy is protected with the use of a consumer alias, with no personal or credit card details disclosed to retailers. All payments are securely encrypted. If a phone is lost, the app can be easily disabled and everything in the KISS Wallet can be restored with no loss of digital vouchers or cash.

Retailers can join KISS now and gain a competitive edge to reap the sales and deeper customer engagement benefits. KISS will be available to consumers shortly, when a critical mass of retailers and outlets become KISS' partners.

Douglas Li says, "Consumers demand convenience and security when they shop and pay for products. KISS Pay and KISS Wallet have been developed with the highest level of security, data privacy and protection in mind. There is no other solution like KISS that gives every Hong Kong retailer, big or small, the opportunity to stand out from competitors, engage customers along the full path-to-purchase and ultimately win a greater share of the customer wallet. KISS is a new and smarter way to shop for consumers and I believe it will redefine the rules of retail engagement in Hong Kong."

For more information please visit KISSCO.com

For retailers interested to find out more, please contact info@kissco.com

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Note to editor:

| What KISS is | What KISS is <u>NOT</u> |
|---|---|
| <ul style="list-style-type: none"> • A mobile online marketing platform | <ul style="list-style-type: none"> • Mobile payment |
| <ul style="list-style-type: none"> • For <u>ALL</u> Hong Kong consumers | <ul style="list-style-type: none"> • Limited to specific operator |
| <ul style="list-style-type: none"> • Available on iOS & Android | <ul style="list-style-type: none"> • For Android only |
| <ul style="list-style-type: none"> • Credit card payment – <u>ALL</u> banks' UnionPay credit cards | <ul style="list-style-type: none"> • Limited to specific banks |
| <ul style="list-style-type: none"> • Simply download & use | <ul style="list-style-type: none"> • Need to change to specific SIM card |

KISS is a trademark for KISSCO Marketing Services Limited.

KISSCO Marketing Services Limited is an e-commerce enablement company serving brands and retailers in Greater China, and bringing tangible benefits to consumers. It is a SmarTone Group Company.