



Erth™

Loyalty Marketing Reward Points

Planet Earth benefits
from every **Sale** made to
every **Customer** from every
Business on the **Planet**

Erth™

Loyalty Marketing Reward Points

Delivering **SALES** to **BUSINESSES**

Delivering **BENEFITS** to **CUSTOMERS**

SUPPORTING Charities, Churches & Clubs - **CCC's**

Helping **SAVE** the **PLANET**

Erth™ Point **PAY-per-SALE** Marketing where the clicks are **FREE**

Erth™

Loyalty Marketing Reward Points

Australian Businesses spend **\$10+Billion**
on Digital Marketing every year.

World-wide Businesses spend **\$300+Billion**
every year on Digital Marketing.

Will Your Business Have **Erth™** Points Before Your Competition
Have **Your Customers?**

Erth™ Point Marketing

Attracting **CUSTOMERS** & Creating **LOYALTY**

How do **Businesses Grow?**
LOYALTY = OPPORTUNITY



Erth™ Point Marketing

Attracting **CUSTOMERS** & Creating **LOYALTY**

Erth™ Points - **Turbo** Loyalty
Turning Loyal **Supporters** Into **Customers**

Converting
CCC **Supporters**
Into Your
CUSTOMERS

Converting
SAVE THE PLANET
Supporters Into Your
CUSTOMERS

Helping Your
CUSTOMERS
To **BUY**
Again & Again

Erth™ Point Marketing

Attracting **CUSTOMERS** & Creating **LOYALTY**

2/3

of customers in a recent KPMG survey admit making a special trip in the last six months to shop at a store in order to earn an award in a loyalty program.

3/4

of respondents reveal they would give “rave reviews” to at least one of the loyalty programs in which they participate.

60%

said they would shop at a store with slightly higher prices in order to earn a loyalty program award.

Do Your Customers Take
“SPECIAL TRIPS”

Do Your Customers Give
“RAVE REVIEWS”

Customers Pay a
“SLIGHTLY HIGHER PRICE”

Erth™ Point Marketing

Attracting **CUSTOMERS** & Creating **LOYALTY**

80%

Of **CUSTOMERS**
Get **EXCITED**
To Find A **NEW** Way
To **EARN** Loyalty
POINTS

>50%

Of **CUSTOMERS**
Would Do Almost
ANYTHING
To **EARN** More
Loyalty **POINTS**

74%

Of **CUSTOMERS**
Will Go Out Of
Their Way To **SHOP**
At A Store Where
They **EARN**
Loyalty **POINTS**

Erth™ Point Marketing

Attracting **CUSTOMERS** & Creating **LOYALTY**

38%

OF CUSTOMERS
REPORTED A PROBLEM
WITH A
LOYALTY PROGRAM
IN THE
LAST 6 MONTHS

MOST COMMON ISSUES:

Redeeming a Reward



Solved with Erth™ Point App

Understanding How Much of
a Reward was Earned



Solved with Erth™ Point App

Getting Credit for a Purchase



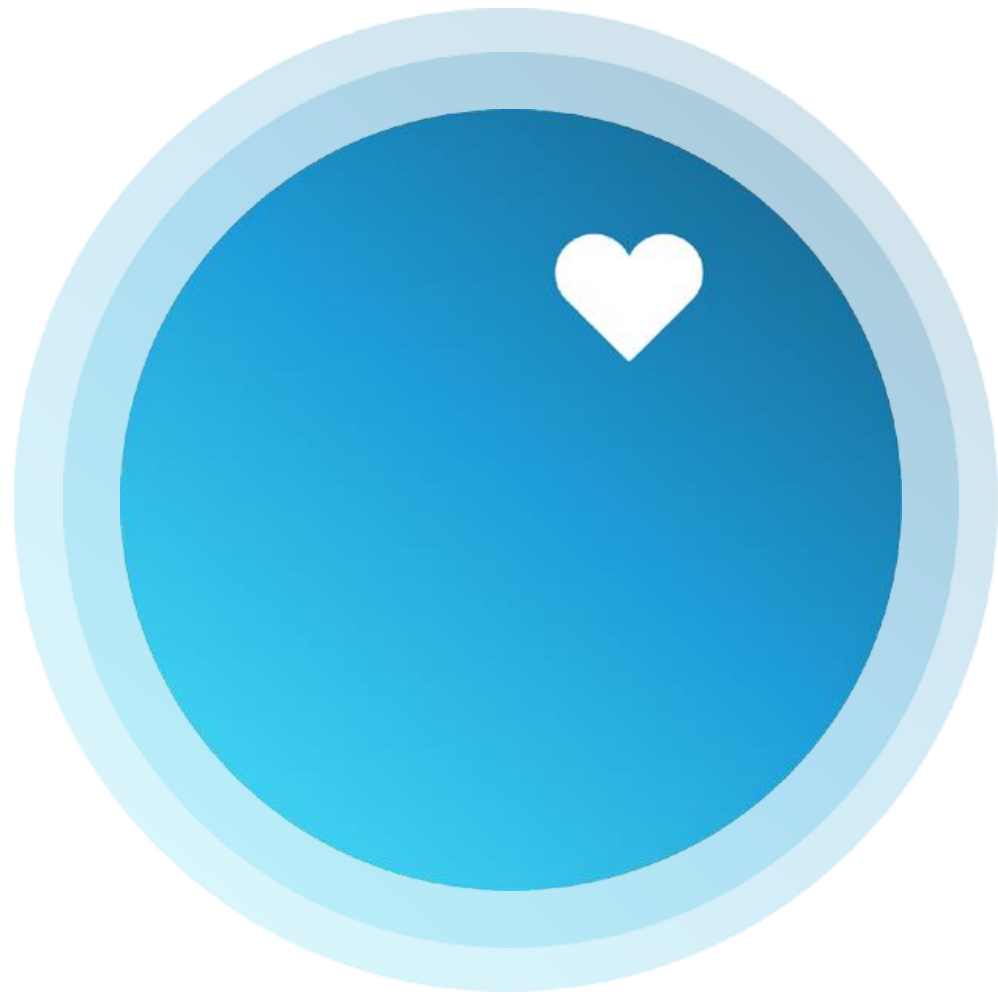
Solved with Erth™ Point App

Accurate Points Balance



Solved with Erth™ Point App

Your **Customers** deserve **Erth™** Points!



ErthTM

Loyalty Marketing Reward Points

99% Of Customers Are Grateful

If A Business Supports
Their **CCC** (Cause)

& Helps **SAVE The PLANET.**

Erth™ Points Help:

- Fund CCC's
- Attract CUSTOMERS
- Create Repeat Business
- SAVE the PLANET

Erth™ Points value is established by supply & demand on free market exchanges. Any increase/decrease in value is to the holders benefit/cost.

Business & CCC Financial Ecosystem

Businesses BUY Erth™ Points
 CCC' SELL Erth™ Points

We Expect CCC's & the Planet to each receive **minimum \$1 PW per Supporter** from the Erth™ Point System



- 1** Club, Church or Charity (CCC) joins the Erth™ point system for FREE
- 2** CCC Uploads their Logo via BIZ App
- 3** CCC sends out invite & link to all Supporters
- 4** Supporters download the CCC badged App for FREE



5 Supporters search for Businesses to earn Erth™ Points

CUSTOMER & BUSINESS ECOSYSTEM
 Customers collect & spend Erth™ Points at any Business that accepts them



6 Customer purchases goods/services and earns Erth™ Points at any participating Business worldwide



7 Business purchases Erth™ Points on PAY-per-SALE basis



8 Customer's nominated CCC earns the same amount/value of Erth™ Points



9 Planet Earth via the Rewards4Earth™ Foundation earns the same amount/value of Erth™ Points as the Customer & the CCC



10 Rewards4Earth™ Foundation & CCC's sell their Erth™ Points to get local currency to do good in the World

If Any Of Your Customers Are Millennials Or **Australians** You Might Want To Use The **Erth™** Point System!

90%
Of Millennials Surveyed
Belong To At Least One
LOYALTY PROGRAM

90%
Of Australians Want To Help
SAVE the PLANET.

Millenials are More Likely to Participate in Programs at:

DEPARTMENT STORES

ENTERTAINMENT

GROCERY STORES

GYM

RESTAURANTS

HEALTHCARE

FOOD DELIVERY

Erth™ Points can be collected at any Participating
Business Worldwide, all on the one **App**

The Difference Between Erth™ Points and Old-Style Loyalty Points

	Old Style Loyalty Reward Points	Erth™ Loyalty Reward Points
Spend, Earn & SAVE the PLANET	NO	YES
Help Fund CUSTOMERS Favourite Cause - CCC's	NO	YES
Customer OWNS & Holds Points On Their App	NO	YES
Instant TRANSFER Of Points To Customer's App	NO	YES
Can Decrease Or INCREASE In VALUE	NO Only Decrease In Value	YES
Earned At Businesses WORLDWIDE	NO	YES
Customer ATTRACTION System For CCC Supporters	NO	YES
PAY-per-SALE Marketing System	NO	YES
CUSTOMER Knows What Points Are WORTH	NO	YES
Points Are DIGITAL And Exchange TRADED	NO	YES
The Business Can Be REFERRED By Customer's CCC Using App	NO	YES
CUSTOMERS Can See All Transactions On App	NO	YES
Customers RETAIN POINTS If The Gifting Business Is Bankrupt	NO	YES
Built-In AFFILIATE MARKETING System	NO	YES Erth™ Ambassadors

Erth™ Point Marketing Vs Old-Style Digital Marketing

	Old Style Digital Marketing	Erth™ Point Marketing
Aligned PROFIT Objective On CLICKS & SALES	NO	YES
FREE Push NOTIFICATIONS To VIP Customers	NO	YES
Businesses Only PAY-per-SALE	NO	YES
Built-In LOYALTY System	NO	YES
Customers Earn LOYALTY POINTS On Transactions	NO	YES
Spend, Earn & SAVE the PLANET	NO	YES
Helps Fund CUSTOMERS Favourite Causes - CCC's	NO	YES
Customer REFERRAL SYSTEM with CCC's	NO	YES
Search Based On LOYALTY And <u>Not</u> Lowest PRICE	NO	YES
Encourages Customers To BUY From The Business AGAIN	NO	YES
Large Share Of MARKETING MONEY Stays LOCAL	NO	YES
Built-In Affiliate MARKETING SYSTEM	NO	YES Erth™ Ambassadors



Erth™

Loyalty Marketing Reward Points

Please Help us

Save the Planet

by being part of the

Erth™ Point System