

LOYALTY PROGRAM WITH NEOFLAM



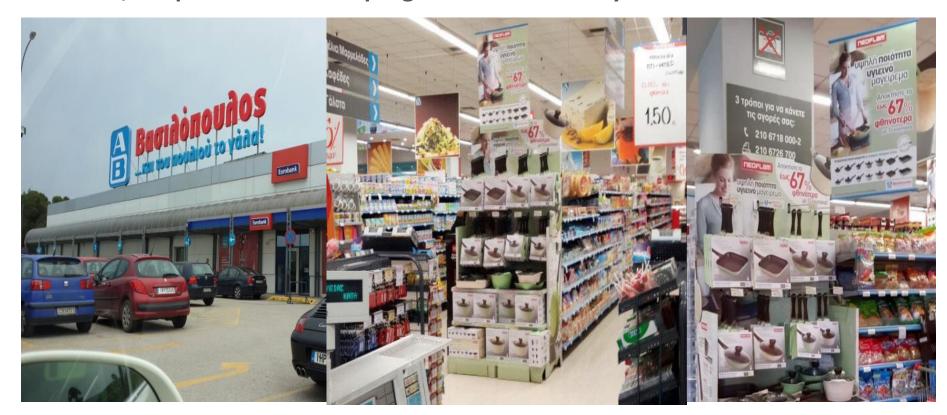
1. Loyalty Program (Y2013~2015)



- Retailer: AB hypermarket (2nd largest food retailer in Greece)
- 270 stores in Greece

1st project in 2014

: 350,000 pcs for 24 weeks program but eventually sold out in 12 weeks





2nd project in 2015

: 350,000 pcs were re-ordered with various items under Neoflam brand after tremendous success in 2014.





3rd project in 2016 has been prepared by marble series

- · Cast aluminum cookware with Ecolon coating
- · Handle is attached to patented slim neckline
- · Extra-long handle for easy maneuvering
- Patented CropCircle base design
- · Also available with induction stove base option
- · Available with Borosilicate oven safe glass lids and tempered glass lids.





Redemption Card and Advertisement _ Magazine













Hong Kong

- Retailer: Manning's (Leading health & beauty chain in Hong Kong)
- 230 stores in Hong Kong
- About the program
 - 250,000pcs in sales during 4months

Size	Retail price (USD)	35~40 stamps	25~30 stamps
36cm 2handle Wok	\$ 242.47USD	\$ 60.50USD	\$ 65.65USD
28cm Eela Fryingpan	\$ 109.63USD	\$ 25.67USD	\$ 30.82USD
26cm Eela Casserole	\$ 177.98USD	\$ 45.01USD	\$ 50.17USD
18cm Eela Saucepan	\$ 109.63USD	\$ 25.67USD	

* 1stamp per 7.74 USD purchasing (2-month promotion)









Hong Kong

■ Redemption Card and Advertisement _ Newspaper













Indonesia

- Retailer : Lotte mart
- 23 branches in Indonesia
- In 2015, Redemption program called Magic stamp nominated Midas Plus set.





Indonesia

I Redemption Card





Finland

- Retailer : KESCO supermarket
- KESCO and K-retailer: over 800 stores in Finland
- About the program
 - 90,000 units with OBH Nordica brand
 - Launching only in Finland stores
 - 1st program for 6 months
 - In Norway and Sweden from 2nd program











2. Promotion



2014 Hyper One: Mother's Day Promotion





2014 11th anniversary Promotion in Carrefour





2014 Be the Chef Promotion in Carrefour





2015 Be the Chef Promotion in Carrefour





Be the Chef Promotion in Carrefour

