

Merchant Benefits

Corporate & Social Benefits

- ✓ Attract new customers who are actively looking to support their favourite community groups
- ✓ Retain loyal customers by developing more meaningful, win/win relationships
- ✓ Have a positive response to requests for sponsorship from community groups and charities you would otherwise have to refuse
- ✓ Meet all your Corporate Social Responsibilities
- ✓ No additional administration costs and no inconvenience to customers
- ✓ Promote goodwill and employee pride by being part of a cause that keeps your communities thriving



Promotional Benefits

Promote your involvement with free social media and newsletter content, posters and A5 flyer resources

Gain a competitive advantage over global online retailers by enjoying strong customer relationships

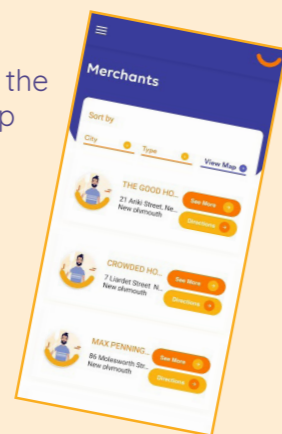
See up to date demographics about your customers including age, gender and locations

App Benefits

Promote products and specials using the Deals function on the CommUnity app website for free

Download annual tax information to receive the tax benefits directly from the App / website

Have new customers directed to your store via the maps function.



Maximise your membership

To maximise your membership we recommend you appoint a staff member (or yourself!) as your 'CommUnity manager'.

This person would:



- ✓ Encourage other staff & their families to register
- ✓ **Promote your involvement!** Ensure posters and A Frame's are displayed, website has CommUnity branding, email signatures are used, put posts on social media pages etc.
- ✓ Train staff to encourage customers to register
- ✓ Answer questions
- ✓ Direct all groups applying for sponsorship into CommUnity. You don't have to say no to anybody and it doesn't cost you anymore.
- ✓ Load 'Deals' onto the App

CommUnity is a registered New Zealand charity - CC59084

TO SIGN UP NOW

Visit <https://comm-unity.kiwi/merchants/>
Or use this QR code:



  You can also download the CommUnity app from the Apple or Google Play stores.



Merchant Information

Transforming customer loyalty and community fundraising

SHOPPERS/MEMBERS

Generate income for your community groups at no cost to you.



COMMUNITY GROUPS

Do you want untagged money each year plus funds for future programs and projects?



MERCHANTS

Grow your business while supporting the local community groups your customers care about and be able to track how much is generated and to whom.



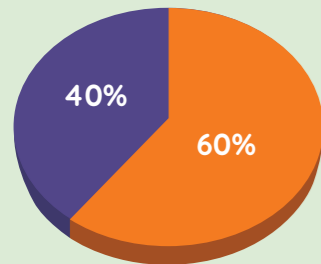
WIN, WIN, WIN



It works like this

Anyone can register and become a CommUnity Member, it doesn't cost you anything.

When you register, we will ask you to **choose up to three CommUnity Groups** to receive a small percentage of every purchase you make at participating CommUnity Merchants.



Selected CommUnity Groups (untagged)
The CommUnity Fund

60% of the total amount raised from CommUnity Merchant purchases are deposited each quarter, in the CommUnity Groups accounts. The remaining 40% goes into "The CommUnity Fund" - and once we are established, all money will go back to the community through an application process that will support future projects or programs.

This way, CommUnity is providing untagged funds for annual operations (the 60%) and funding for future projects and programs (40%).

CommUnity circulation: Creating a win, win, win.



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Information for Merchants

Frustrations for businesses

"I just can't support every group that asks my business for money"

"Loyalty programmes are expensive and give little value to my community"

"I often can't measure the value of the funds I give to the community"

"I need a cost-effective way to bring in new customers"

67% of New Zealanders think more highly of companies that support charities and other worthy causes

Why CommUnity?

- ✓ Support all registered community groups through one platform
- ✓ Say "yes" to every group asking for money by pointing them to CommUnity
- ✓ Less administration time and cost than loyalty programmes
- ✓ Understand your customers better and support what they care about
- ✓ Consumers are motivated to spend more with you to see their giving increase
- ✓ Gain new, loyal customers

Tools to help

Instore promotional material



A dashboard for all your statistics



Customers find your business through the app



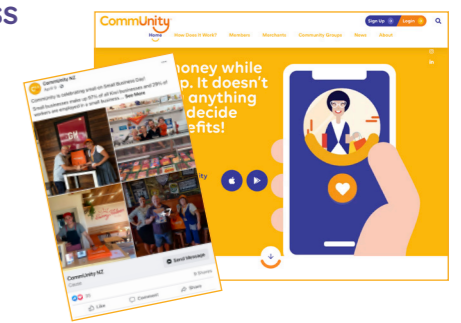
Free promotion online and in social media



Advertise specials and promotions for free



CommUnity App



CommUnity on social media or WEB



51% of New Zealanders would like companies to tell them more about how they are making a positive difference to society so they can support them

What our merchants think



Jessica and Brownyn Payne, Hoppers Garden Bar

"Living and working in a community, it's been really important to find new and powerful ways to connect to our customers. Giving back to the community who support us everyday is really important to us and CommUnity allows us to do that in a seamless way."



Josh, Sunny Nelson Real Fruit Ice Cream

"I can see the vision of what CommUnity could be and I'm excited. A place where Kiwis back their neighbour to nourish their community."