



# NutriBrownRice® Loyalty Program



1 point



100 points



300 points



600 points

# Why do we need membership and loyalty program?

1. Build a health-conscious community
2. Build a long-lasting customer relationship
3. Give value to customers
4. Reward long term customers
5. Increase customers' engagements





# Our community



# Membership Perks



Earn 1 point for every RM10 spent



Coupon reward



Birthday rewards



Save money with member price



Special day rewards such as double "10" and "11"



Earn membership badge



# Membership Nurturing Journey

Visit website

1. Pop up at home page and product page

Normal member

1. Register as member
2. Accumulate normal member points and reward

VIP member

1. Give notice to the VIP members for rewards and special price in product page
2. Join VIP membership to enjoy member price and levelling system

Referral to friends

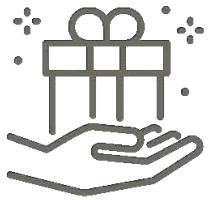
1. Member will start to refer NutriBrownRice® to their friends and relatives

Levelling system

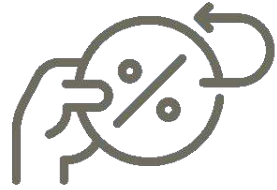
1. More rewards compared to normal membership
2. Recognition of members with badges







# How Customer Earn Points & Get Rewards



## Buying products

Earn 1 points for every RM10 spent



## Birthday celebration

Earn discount voucher on your birthday



## Share NutriBrownRice®

Earn 2 points by sharing to social media



## Refer

Refer to your friends and relatives. Earn double points when they put their first purchase. Continue to earn 2 points for every RM10 spent by friends.



## Review

Review the products and earn 5 points for each review

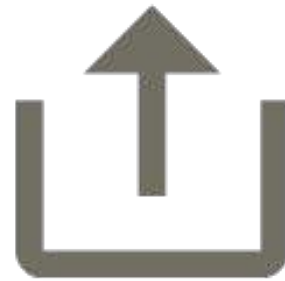


# Benefits of VIP membership



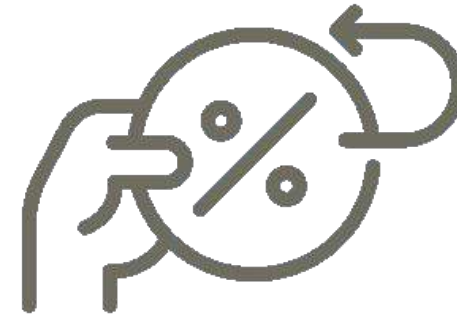
## 2x Reward & points

Special double points occasionally for our VIP members exclusively



## Levelling program

Level up your VIP membership by earning more points to enjoy more rewards



## VIP member price

Enjoy the special member price for each products and save up to 30% and more



# Levelling Up

Bronze (1 points)

1. Member price for all products
2. Bronze NutriBrownRice® badge



Silver (100 Points)

1. Member price for all products
2. RM5 Off voucher x1
3. RM10 Off voucher x1
4. Silver NutriBrownRice® badge



Gold (300 points)

1. Member price for all products
2. RM5 Off voucher x1
3. RM10 Off voucher x2
4. Gold NutriBrownRice® badge



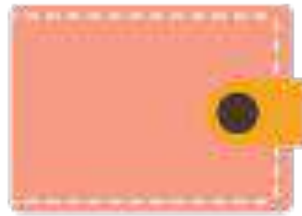
Platinum (600 points)

1. Member price for all products
2. RM20 Off voucher x2
3. RM10 off voucher x1
4. Platinum NutriBrownRice® badge





# Virtual Wallet



- Virtual wallet is a type of currency in NutriBrownRice® website
- You can use the NutriBrownRice® virtual wallet to buy the product in NutriBrownRice® website
- Earn your NutriBrownRice® points and exchange with virtual wallet to spend for NutriBrownRice® products
- 10 points = RM1 virtual wallet



# Referral Program



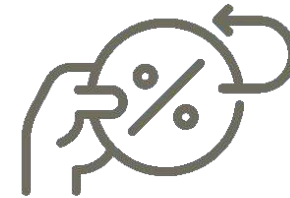
Love

Love NutriBrownRice®  
product



Share

Share to your friends and  
family members



Earn

Earn 20 points when they  
put tier first order. They  
will earn 20 points upon  
their first purchase





• Inspiring health.  
Simplified.

