



Building Loyal Relationships

Great Revenue. Great Retention.

Updated: February 2024



Terer is on a mission to help merchants increase customer loyalty and cash flow through a seamless subscription commerce platform experience.



**Running a
Food & Beverage
Business?**

Terer is perfect for you!



**Be Our
Partner**

www.terer.co



Startup Growth

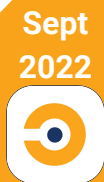
The start of Terer

Production began in July 2022 with the support of our partner companies Alsirat Sdn Bhd and Boole Inc.



Terer Soft Launch

Tied up with merchants to test and see how seamless the Terer experience was in real life.



Growth of Terer

30 Merchants onboard with over 1000+ downloads.



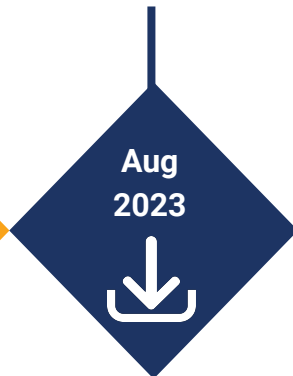
Marketing Campaigns

Tied up with several merchants for offline promoters campaign and online social media campaigns.



Terer's Momentum

Over 100 Merchants across KL and Johor with over 2,000 downloads per month.



Improvements

Officially launched Terer Merchant App for merchants to seamlessly track redemptions



urban juicer



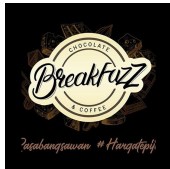
Our Merchants



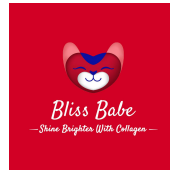
TOAST
MAKER.



H I A T A R I
C A F E



ALLEY GO



Project:
1.0

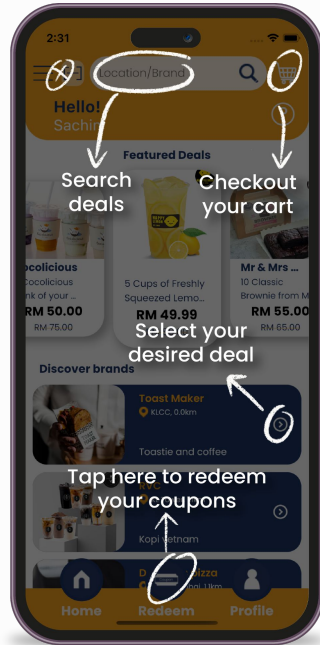


W · P · S

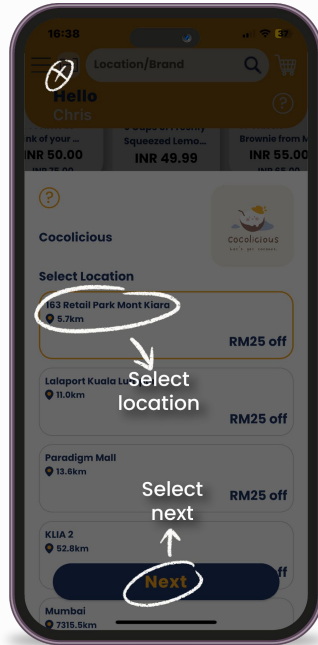




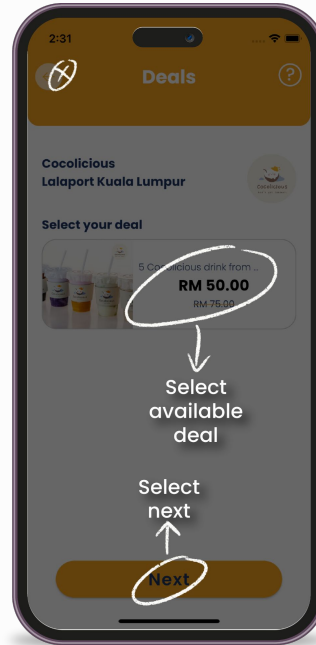
The Consumer Terer Platform



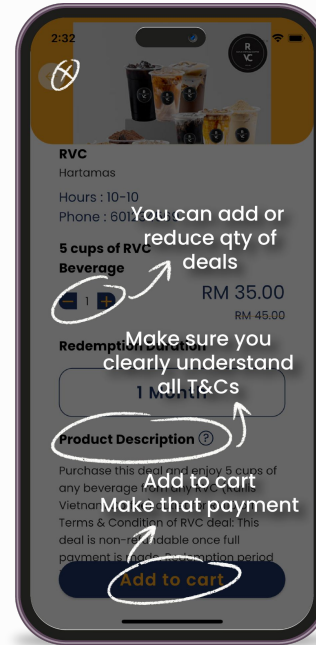
Select desired deal on Terer home page



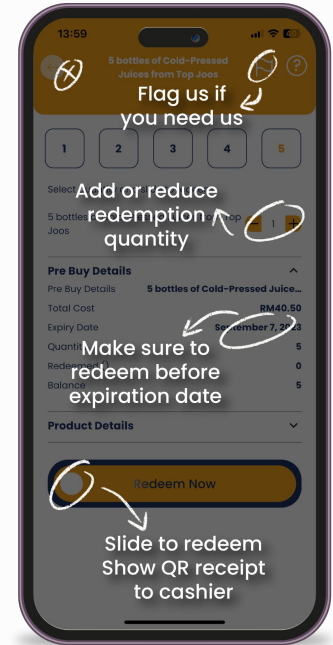
Merchants may have more than 1 outlet in different locations



Merchants may feature more than 1 deal



Merchants may customize their own terms for that particular deal



User walk in to redeem their terer deals

Downloads



Time series

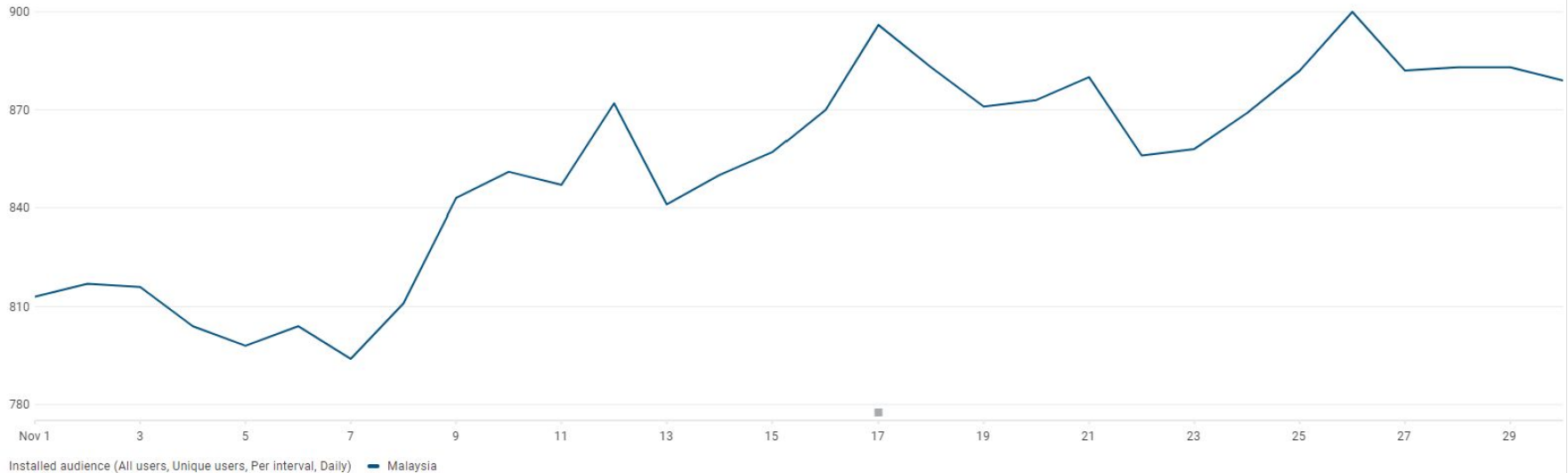


Chart above illustrates the number of downloads on Google Play Store DAILY in November 2023.

Note: iOS does not disclose information downloads on App Store due to privacy policy.

Terer Merchant



Step 1

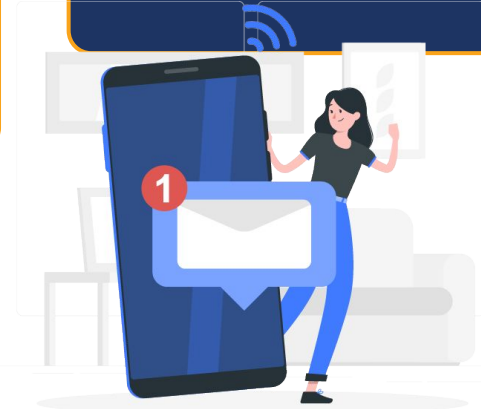
Tell us about your Terer deals eg. buy 10 Latte for RM50 (50% off). Be as specific and attractive as possible. You can also mention an expiry date if you wish to do so.

Step 2

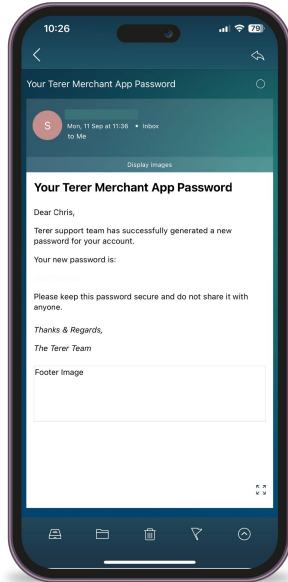
Receive notifications when customers purchase and redeem your deal online via email or Terer Merchant App.

Step 3

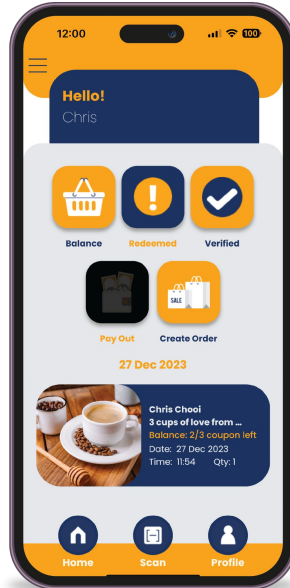
Receive immediate full payout within 1-2 business working day, once customer purchase your deal.



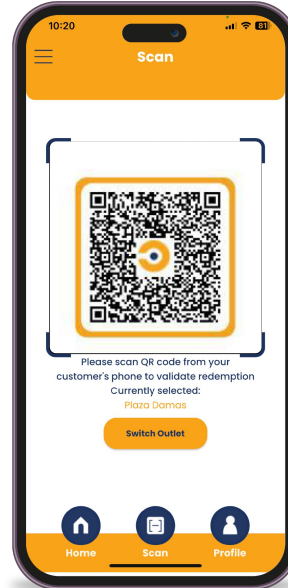
Terer Merchant Platform



Terer will create an account for every merchant through their respective email address



User redemption will pop up on home page



Merchant able to verify redemption by scanning QR code to minimize disputes



Merchant able to track redemption balance in real time

Key Value Propositions



Increase Customer Spending

Customers are buying multiples and redeeming later. Merchants will enjoy cash up once customers redeem their first coupon.



Increase Customer Retention

Merchants lock in customers and automatically turn them into loyal customers who will revisit the outlet.



Increase Market Reach

Pushing new customers to merchants and automatically turning them into loyal based consumers.

Stickiness



Bought a deal of 5 cups during promotion period and redeemed a cup of drink for herself.

10 Nov 2022



Weekend treats for Keisha. Redeemed another cup of tasty drink.

19 Nov 2022

15 Nov 2022



Visited the store with her friends and redeemed 2 more cups.

21 Nov 2022

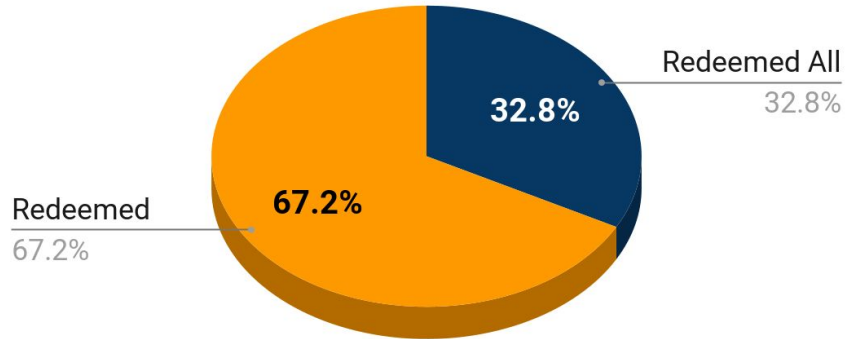


Monday blues got the best of her. Luckily she has her last cup to redeem to cheer her up!

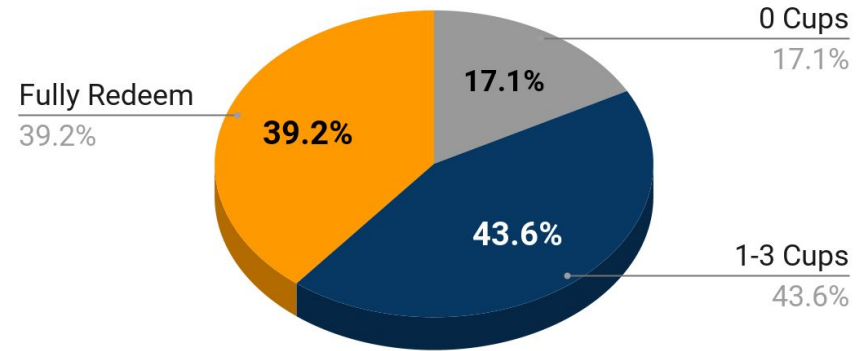


User Activity

% OF USERS REDEEMED ON PURCHASE DAY



% OF USERS REDEMPTION TO DATE



Source: Terer Internal Data until Sept 23

Facts & Figures

RM40

average
spending per
user

30%

of users
bought at least
1 deal on Terer

35%

average
discount
given by
Merchants

7%

of users are
repeat buyers

PAYMENT FLOW



Customer visits Terer and sees Coffee shop Terer Deal 5 Latte for RM40

Customer add Terer deal to cart

Customer login/register

Customer checkout

Merchant receives email notification / push notification of purchase and redemption

Full online payment made to Digital Zero Sdn Bhd CIMB account (2c2p Platform)

Customer receives 5 redemption coupon and unique QR code (QR code is specific to Vendor)

Customer slides to redeem on App / Merchant scans QR code

Payout is done after the first redemption is made by the customer

Latte is redeemed and QR becomes disabled

Customer visits Terer and sees Coffee shop Terer Deal 5 Latte for RM40

Customer add Terer deal to cart

Customer login/register

Customer checkout

Full online payment made to Digital Zero Sdn Bhd CIMB account

Customer receives 5 redemption coupon and unique QR code (QR code is specific to only particular vendor)

Customer finds merchant is closed down and reports a dispute to Terer

Digital Zero refunds full amount back to Customer within 14 working days.

Merchant receives push notification and email

All notification and disputes are settled via email

REFUND FLOW

Every deal purchase is non-refundable. In the case where a customer reports a dispute (extreme scenario) eg. the merchant shop has closed down. We may consider a refund.



Terer's 8.8 Flash Sale Triumph Over 400 Cups Sold

Celebrating Merchant Excellence: Taman Hati Takes the Spotlight

Amidst the sea of success, one merchant truly stood out. We extend our heartfelt congratulations to Taman Hati, the shining star of the 8.8 flash sale. Their remarkable performance illuminated the event, as they sold an impressive total of 156 cups. This achievement not only reflects Taman Hati's dedication to delivering exceptional products but also underscores Terer's ability to provide a platform where merchants can thrive.



**OVER 80
DEALS SOLD**

<https://terer.co/blogs/news/sips-savings-success-terers-8-8-flash-sale-triumph>

COCOLICIOUS CAMPAIGN CASE STUDY

Location: Lalaport BBCC and Retail 163 Mont Kiara
Duration: 1st-30th November 2022
Promoters: 3 per location for 3 days each
Influencer: @foodwinebeermae

310 CUPS SOLD (and counting)



OFFLINE: Driving Traffic

1000+
REDEMPTION
(ON GOING)



500+
REDEMPTION
3 DAYS



50
REDEMPTION
2 HOURS





**ONE time
onboarding fee
ONLY
RM199**

2024 PROMO

- Inhouse Training
- Account Support
- Marketing Support (extra charges may apply for extra collaterals)
- Unlimited Live Deals
- Unlimited Number of Owner Account Access for Merchant App
- Unlimited Number of Regional Manager Account Access for Merchant App
- Unlimited Number of Outlet Manager Account Access for Merchant App

FAQ

1. **What deal should i put up?** Consider these 3 variables:
 - a. **Product:** Offer your best selling products. Try to mix and match so your customers enjoy a variation.
 - b. **Pricing:** The more discount you offer the more attractive it is to the consumer. Whilst we understand your margins and brand name is important, we would encourage merchants to provide an exclusive deal to put up on Terer.
 - c. **Redemption Duration:** It is important that you choose a duration that is suited to you and realistic for the customer. If you are giving a lower discount, you may want to consider increasing redemption period eg. 3 month.
2. **When will i receive the payout?** All payouts will be made within three business working day, once the customer makes his/her first redemption. This gives all merchants the advantage of having advance cash upfront.
3. **How long will my deal be live for?** We would encourage you to post a deal for a minimum of 3 months.
4. **My deal has limited inventory and may not last for 3 months. What should i do?** Let us know how much inventory your deal can take. We will make sure the number of purchase does not exceed inventory limits.



START BUILDING LOYAL RELATIONSHIPS TODAY

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