



We are Excited to Offer a New Program for Premiere Retailers to Attract International Shoppers!

PROGRAM DETAILS

My Shopping Pass is a program that directly connects partner retailers to Chinese shoppers through digital technology and an orchestrated value delivery chain providing measurable results.

China Market

In 2013, 1.8 million Chinese visited the U.S., and this number will to grow 229% to reach 4.84 million by 2018 - \$7B Spent at Retail Growing to \$22B.

Over 87% ranked shopping as their #1 activity while on vacation in the U.S. It has been forecasted that Chinese visitors will spend \$22.6 billion in 2018 – signaling 300% growth in just 4 years. European retailers are actively pursuing the Chinese tourist and currently offer sophisticated shopping programs and incentives for the Chinese traveler. In order for U.S. retailers to capture this spending, there is a need to develop marketing programs that are sustainable and offer value to their growing international customer base.

The Solution

My Shopping Pass (MSP), through our major travel partners, has DIRECT access to millions of Chinese travelers and reaches both the group and FIT (Free Independent Traveler) travel markets. MSP will deliver your message and product information so that your marketing efforts are maximized. MSP will not only increase the volume of Chinese travelers, but is measurable and trackable and will encourage more spending in your stores – MSP will ultimately revolutionize how Chinese travelers will shop in America.



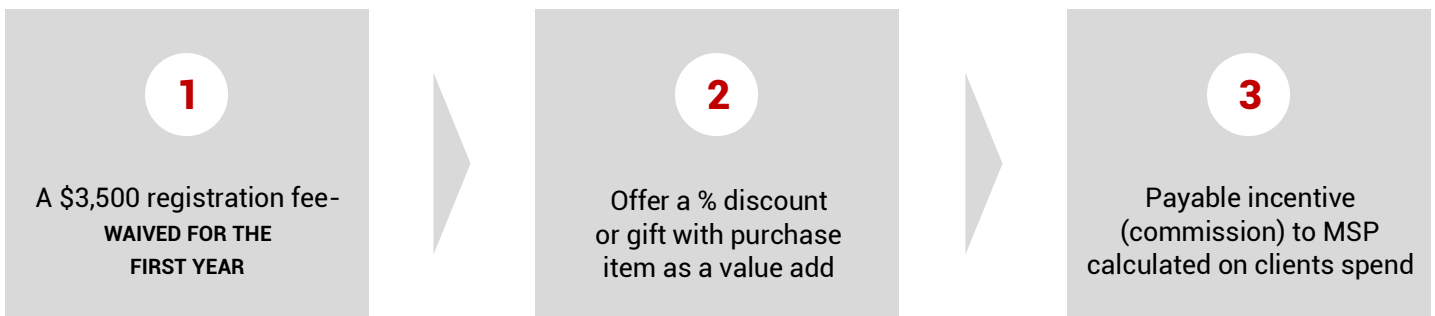
My Shopping Pass Program

This program coordinates and incentivizes all partners and players involved. We deliver eager Chinese shoppers through a strategically orchestrated set of marketing channels in China that include:

- Consumer Direct advertising via Chinese website and social media
够美会 My Shopping Pass
- Distribution on Ctrip –Shopping Chic with Ctrip website and travel program
- Distribution via Chinese Travel Agents, Tour Operators and On-Line Travel Agencies
- Direct distribution to over 20 Chinese bank customers
- Direct access via the U.S. and China based Tour Leaders (guides)

How Can the Retailer Participate in the Program?

Program Participation Requirements:



How Will the Program be Tracked?

Ctrip Model of Tracking:

- 1) Both Terminal & Merchant ID will be registered with the credit card companies for the information retrieval process
- 2) Through data technology, the spend of the MSP customer will be tracked by banking partners in China and checked for accuracy
- 3) Participating credit card companies will submit a list of shopping records tracked monthly as proof of MSP clients purchases
- 4) Records to be submitted monthly to retailers for payment

Group Tour Model of Tracking:

The group tour leaders will have the responsibility of tracking receipts from each assigned shopper and uploading them to an MSP central website where all data will be stored for reporting and analysis. Collected

receipts will be matched to the customers MSP card to capture a total transaction amount. The retailer will be billed monthly based on total spending of each MSP card holder.

Case Study – Results of the San Francisco Chinese New Year's Pilot Program

In collaboration with two major group tour operators in China, San Francisco's famous Union Square was chosen to launch the MSP program this past Lunar New Year 2014. Due to the success of the program, the promotion was extended indefinitely and to date has produced over 98 tour groups with over 1,824 visitors contributing the local economy. Visit California tracks

spending of each Chinese visitor to spend approximately \$1000 per person on shopping excursions throughout the State, with the incentive of getting discounts and value add, My Shopping Pass helped local retailers to ring up to \$1.8 million in potential sales during this period.

A VERY SPECIAL BONUS for the Retailer as being part of this Program:

As part of the program, you will get a one-hour China Ready retail training for a select number of staff, who will come away with a better understanding of how to service and sell to the growing China Market..

Chinese Tour Operators Partnering with the Program



For Inquiries and more Information about **My Shopping Pass** please contact:

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