



ALLES BONUS mobile application

March 2021





A mobile application is software specially designed to run on mobile devices. It is intended to build long-term, mutually beneficial relationships between a company and consumers.



What is a mobile application?

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What kinds of business challenges can be solved by means of a mobile application?

- ✓ Increase of sales (mobile apps convert and sell better).
- ✓ Increase of the average purchase amount (through appealing offers, promotions).
- ✓ Encouragement of repeat purchases (desire to receive the services for bonuses).
- ✓ Increase of the customer loyalty (through personalization).
- ✓ Establishment of communication with a client (the option of direct communication/chat).
- ✓ Analysis of the target group and, in general, your business situation (collection of detailed information about customers, facility income and other metrics).



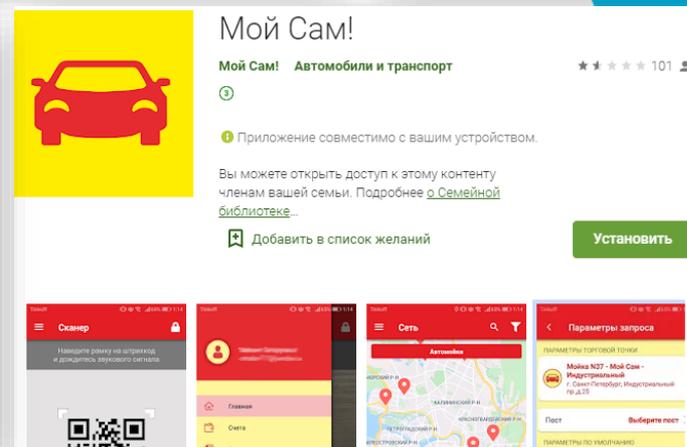
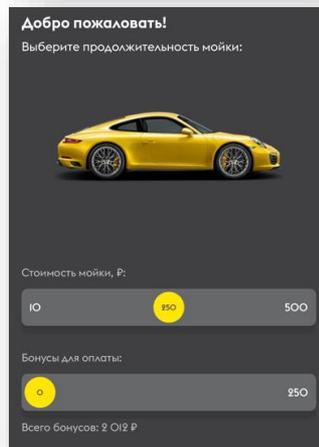
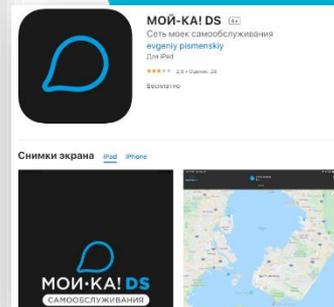
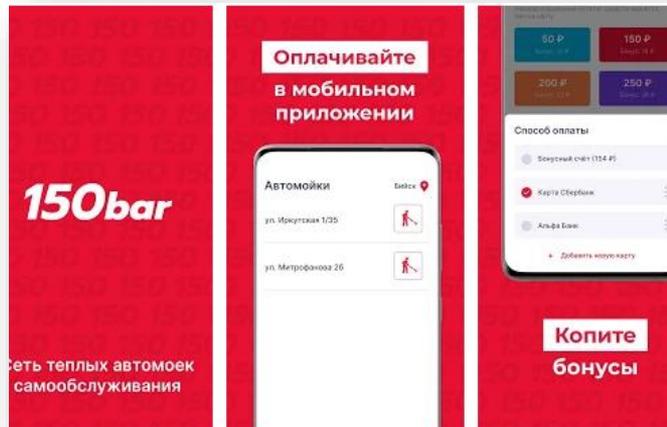
Competitors' mobile apps

Some ALLES competitors have their own mobile applications. Only very few of them use them effectively for their business.

We analyzed mobile applications of a number of competitors: Leyka, 150Bar, Moy-ka! DS, Moy sam.

They ALL work as a part of the car wash payment system. It is their main, and sometimes the only function. Through these mobile applications, a client can make a non-cash payment if he/she links his/her bank card to it and deposit some funds to the client account. Often, such payment system does not work at all car washes in the network, which leads to customer disapproval and negative reviews.

The options of some mobile applications (Leyka, Moy-ka! DS) is supplemented with cashback (bonuses), various loyalty programs and the option of notification about promotions.





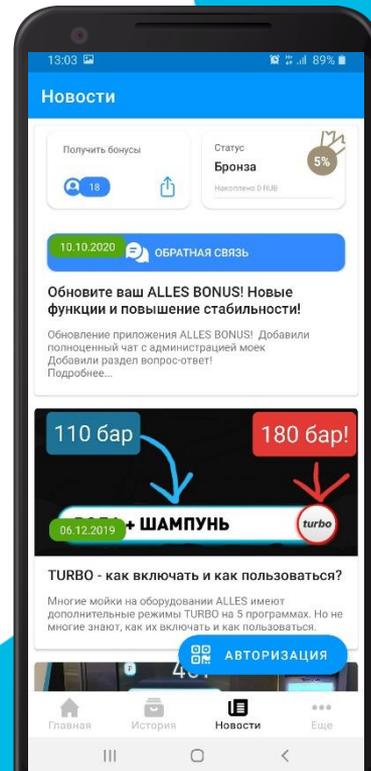
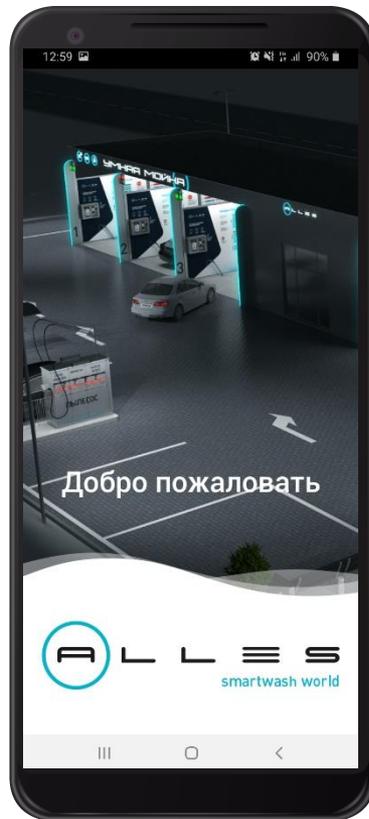
ALLES BONUS mobile app

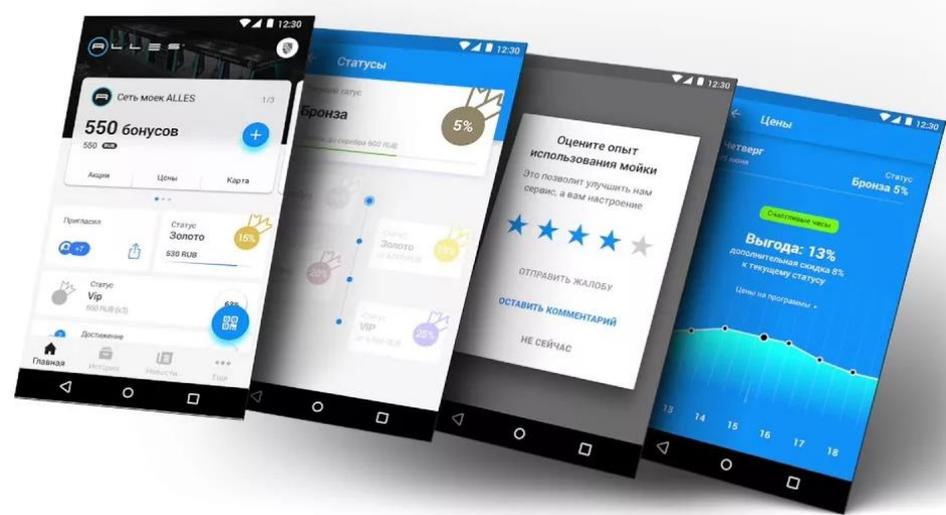
ALLES BONUS mobile app is a homegrown app.
Nowadays it is:

- a progressive loyalty program;
- a ready-made business management tool;
- modern form of communication with a consumer.

From the second half of 2021, payment system will be added to the mobile app.

Thus, ALLES BONUS users will have access to all the key options of the application: mobile payment, cashback, discounts, car wash map and chat.





Technical specifications of ALLES BONUS

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The app can be installed on Android and iOS devices (Google Play, App Store).

It requires access to camera, location, phone memory, internet connection.

Phone memory - 40.13 MB.

Access to the web service - cloud databases.

Total number of users of ALLES BONUS system (registered by telephone number during the first visit to a car wash) is **227,000 users***.

Number of application users (installed ALLES BONUS on their smartphone and use it) is **110,000 users***.

System composition:

- mobile app for car drivers;
- web-based management service for a carwash owner (cloud databases).

** As of February 2021*



ALLES BONUS for the clients of a self-service car wash is:

- ❑ cashback from the money spent in the form of bonuses (1 bonus = 1 ruble); cumulative system of status award depending on the amount spent, the higher status the more cashback;
- ❑ selection of the convenient and cost-effective time of visit (higher mobile payments (available since the second half of 2021));
- ❑ chat with an administrator on any issues (with the option to attach a photo/video);
- ❑ a convenient map of car washes based on ALLES equipment with the list of all programs and modes on each of them;
- ❑ the option to link to several self-service car washes (several windows with bonuses from each facility);
- ❑ useful information: individual offers/promotions and company news.

ALLES BONUS is a free app, it does not contain paid options and other commercial activities.

Car washes working on ALLES equipment with an active bonus system are marked on the map in the mobile application (indicated by black icons). On any of them a customer can accumulate cashback and pay with bonuses during the next visit. It is enough to log in on any of the stations by a phone number or via a QR code.



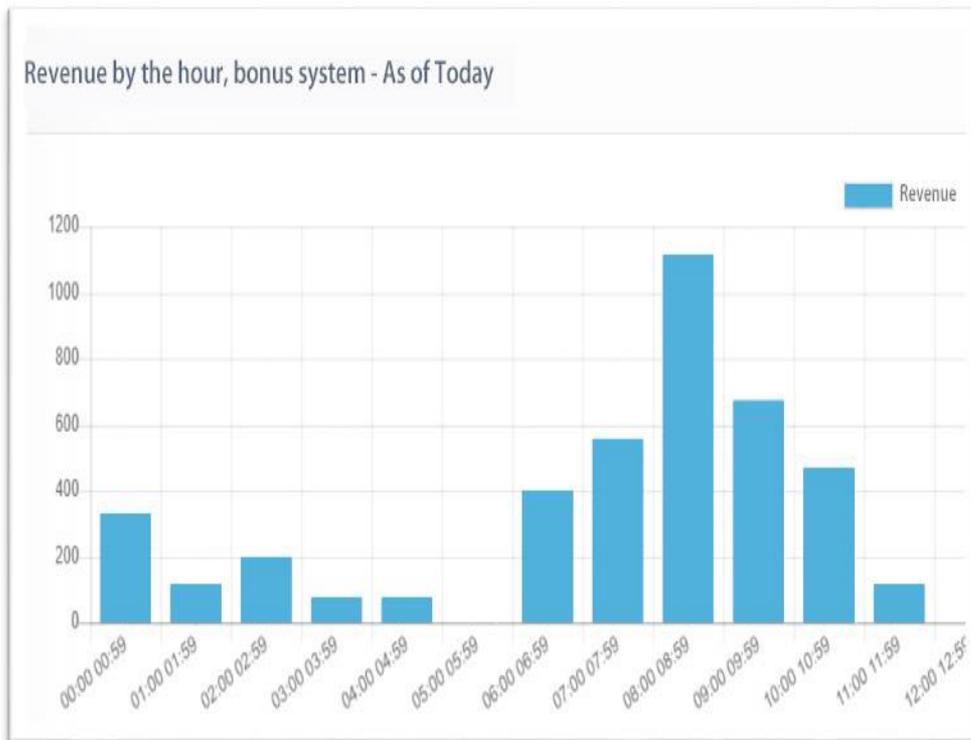
ALLES BONUS mobile app is a simple tool for obtaining financial benefits and all the necessary information about a car wash operation.



ALLES BONUS for owners and investors

The primary objective of ALLES BONUS mobile app is to increase customer loyalty through specific benefits (mobile payments/cashback/promotions/discounts) and easy-to-receive principle. This very same helps to “tie” the car owner to your facility.

But the main advantage of ALLES BONUS is that it is a unique application that helps the owner of a car wash to collect full information about its facility and use it to increase business profitability.



ALLES BONUS web service capabilities ("admin panel")



STATISTICS

ALLES BONUS collects data on registered customers and transforms them into dynamic online metrics.

Metrics contain the following categories:

- total number of clients,
- age,
- gender,
- client statuses,
- popularity of particular programs and the dynamics of related revenue.



GRAPHS

Animated comparative graphs for a certain period:

- volume of revenue by day and hour - the exact average purchase amount,
- volumes of cash/non-cash/bonuses spent (%),
- new registrations/audience activity,
- awarded bonuses,
- comparative dynamics of real indicators of two or more network facilities.



CUSTOMIZATION

You can customize a price list, "happy hours", promotional offers relevant to your customers, and publish the company news.



HISTORY

Web service shows the history of all actions in the bonus program:

- accrual of bonuses,
- change of statuses,
- change of customer data,
- change in prices, promotions, discounts.



CHAT

Chat is a great opportunity to communicate directly with clients, find out their needs and concerns, resolve conflicts and accept thanks. Online chat is an indispensable tool for optimization of costs of customer service, call center and operations control centre all together.



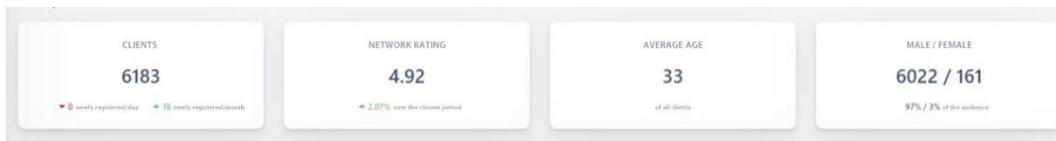
ALLES BONUS in figures: a visitor picture

Due to the statistics that the mobile app collects, you can analyze your target audience at length and make an accurate portrait of a visitor of a definite car wash.

Let us illustrate this on a general data slice of the loyalty program user at a specific facility:

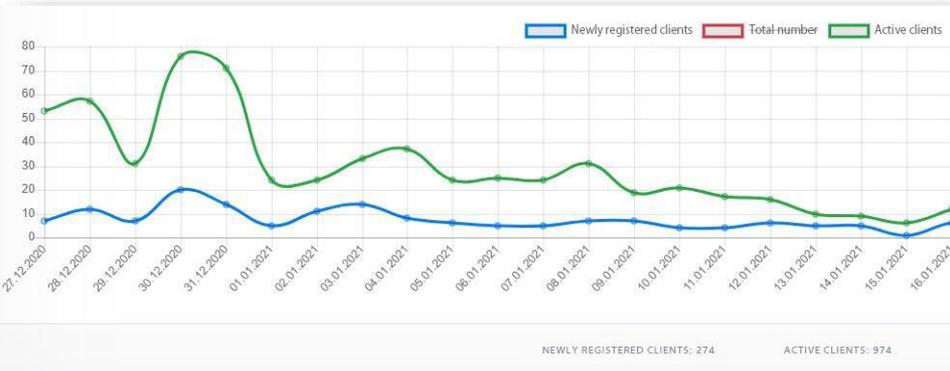


- Audience average age – **32 years old**
- Male/female ratio **97%/ 3%** respectively
- An average of **23** new clients of ALLES BONUS program is added every month at one car wash, of which 40-45 customers permonth register at a new facility and about 8-11 people at those car washes that have been operating for a long time.



As of January 2021 for the self-service car wash at: St. Petersburg, Repishcheva str., 12A

Beyond that according to the data filled in by car owners, ALLES BONUS displays statistics of brands, models and even colours of cars that visit a car wash.



ALLES BONUS in figures: customer activity

In general, weather conditions, seasonality and territorial location of a self-service car wash will affect almost all graphs and metrics. You can choose any period to compare customer activity or total revenue. This is very convenient for collecting statistics and reflects the real state of affairs at a car wash, as it shows specific numbers.

The correlation of the graphs of newly registered and active customers of your car wash can also be viewed in ALLES BONUS admin panel.

As a rule 'new registrations' is a relatively flat line. It indicates how many clients **find out** about the facility and come for the first time.

'Active users' is a graph of audience **loyalty**, and it depends on lots of factors: working days and holidays, weather conditions, etc.

ALLES BONUS in figures: revenue

ALLES BONUS metrics show the total revenue, bonuses spent, compare the performance with the previous period, and calculate growth/shortfall in percentage terms. For example, statistics show how much cash and non-cash proceeds a car wash "earned" as a whole, and what part of the total amount are the cheques with cashback.

Interesting fact: Cashback is more often requested in case of non-cash payment. The number of people who paid with a card and willing to receive bonuses is usually 2-2.5 times higher than those who requested a cashback while paying in cash.

However, the owner of a car wash does not bear the increased expenditure load. Observations over the dynamics of proceeds and cheques under the bonus system at several car washes in different regions showed that the average purchase amount for non-cash payments is higher than for cash payments (see Table 1).

Thus, the car drivers actually pay for their cashback themselves, paying a larger amount with a card. Those who do not activate the bonus application on each payment pay at the maximum rate per minute.

The loyalty program reveals similar statistics for all car washes, regardless of region and location.

Table 1.

Cheque	Cash/Non-cash: 50%/50%	Cash/Non-cash: 40%/60%	Cash/Non-cash: 60%/40%
Average purchase amount	152 P	159 P	143 P

Conclusions

- ❑ Customers who pay for washing in cash are less likely to use the mobile application and bonuses and tend to pay the full price.
- ❑ When paying with bank cards, the client pays 15-20 rubles more than they would pay in cash.
- ❑ Increasing the share of non-cash customers, the owner of a car wash: a) increases the average purchase amount; b) increases the number of active users of the mobile app; c) by means of cashback increases the loyalty (commitment) of a car driver to a particular car wash.

Programs at wet washing stations - Over the chosen period

Program	% of use	Running hours	Price per min, RUB	Revenue, RUB
Cold Water	51.15 %	73.30 hours	26 RUB	114345 RUB
Water+Shampoo	22.08 %	31.64 hours	26 RUB	49358 RUB
Foam	9.76 %	13.98 hours	35 RUB	29364 RUB
Drying and Brightener	7.95 %	11.40 hours	26 RUB	17790 RUB
Wax and Protection	4.18 %	5.99 hours	26 RUB	9351 RUB
Shampoo	3.68 %	5.27 hours	35 RUB	11069 RUB
Stop	1.21 %	1.73 hours	20 RUB	2073 RUB
Total		143.31 hours		

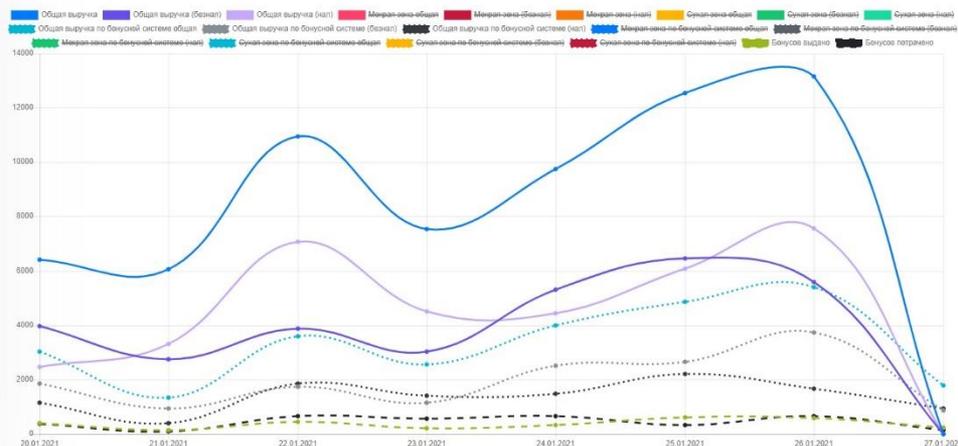


ALLES BONUS in figures: revenue

The above table contains the statistics for the washing programs used at a car wash. You will be able to analyze the dynamics in percentage terms and in the form of definite amounts of revenue.

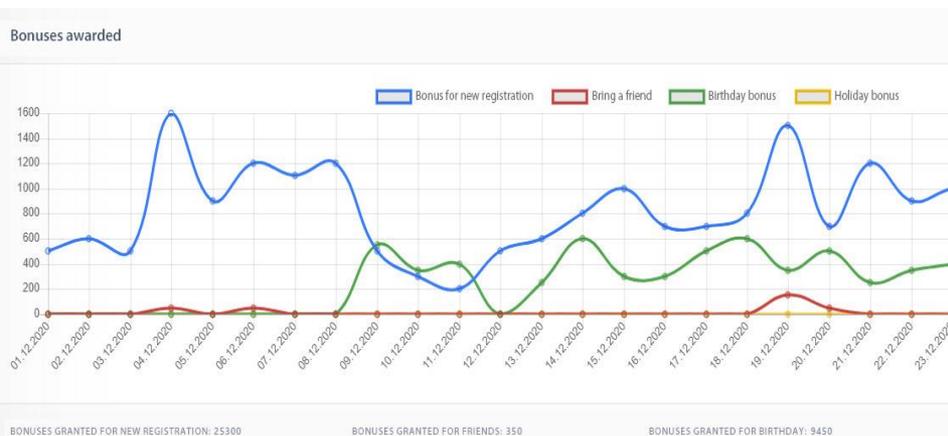
The same relevant statistical table is collected for the dry zone.

Besides, there are graphs of revenue by hour for each day and an income table with lots of settings (cash/non-cash, spent/awarded bonuses, amounts of money and bonuses spent in wet and dry zones).





ALLES BONUS in figures: promotions



There are ongoing promotions in the ALLES BONUS loyalty program: first registration, bring a friend, birthday bonus and holiday bonuses. You can customize them yourself, and add the new ones.

But it should be borne in mind that such promotions succeed best in the retail sector, for purchases with high purchase amount. As the practice and statistics of ALLES BONUS have shown, most often at self-service car washes, car owners prefer to receive common cashback for the money spent and do not often bother about other activities.

However, the promotion benefit are calculated individually. It all depends on the location of a self-service car wash and its competitive environment.



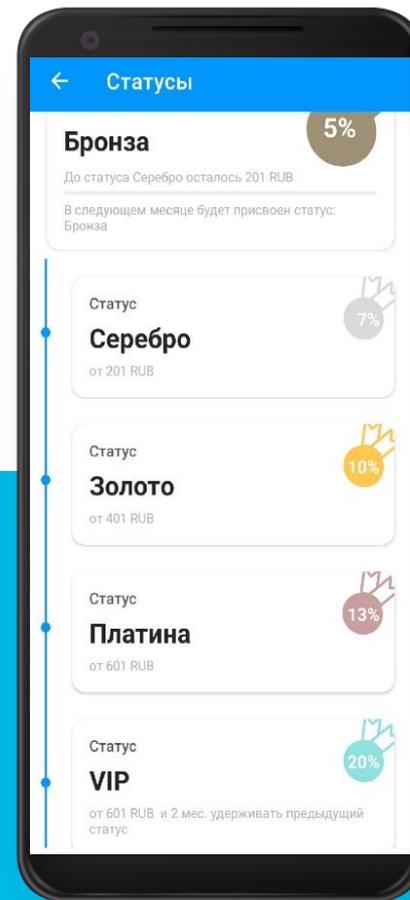
ALLES BONUS in figures: client status

ALLES BONUS mobile app also works as an automatic **system of status accumulation** for loyal customers.

Upon new registration, the client receives the Bronze status (cashback - 5%). With regular visits to a car wash, their status increases in proportion to the money spent during a month. The VIP status gives a cashback of 20% already, but to maintain it, the customer shall regularly use the services of a car wash and spend a certain amount.

The cashback percentage and the amounts to be spent are set individually by the owner of a car wash.

According to the statistics, most clients are in the Bronze status (73%), no more than 4% of VIPs. It is attributed to the low cost of self-service car wash services and the lack of daily need (excluding taxi drivers).

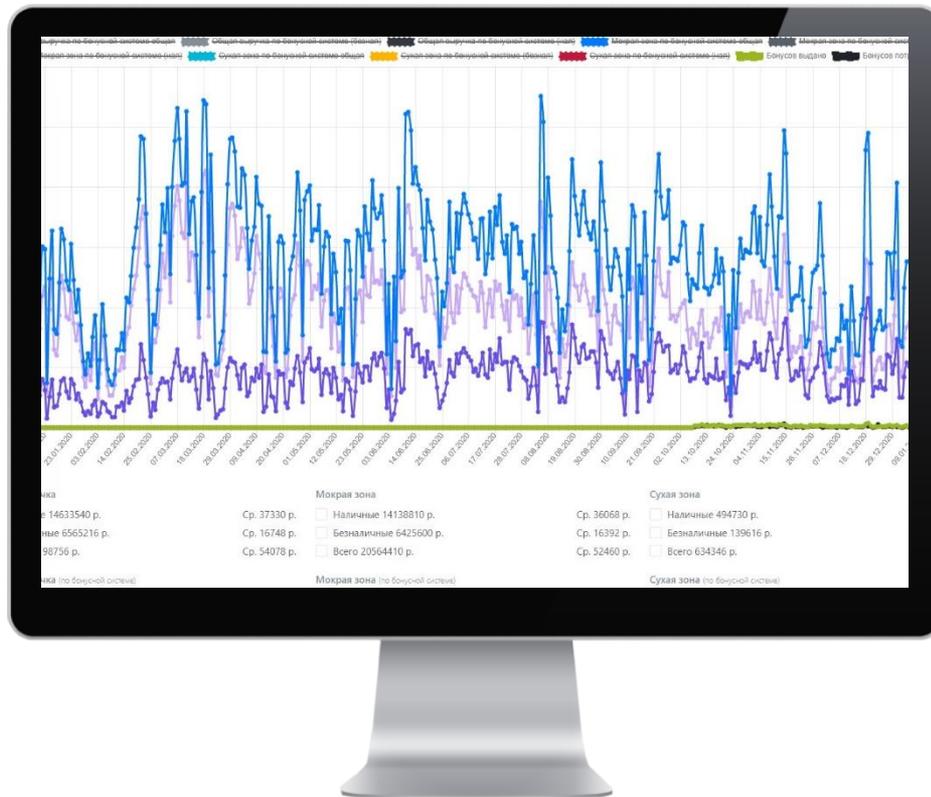




What are the statistics for?

Through ALLES BONUS mobile app and its statistical capabilities, investors and car wash owners receive an absolutely transparent **CRM system** that allows to:

- ✓ collect a detailed portrait of the target audience, understand its needs and behavioral characteristics;
- ✓ get an up-to-date data slice of income (revenue, cashback) and customize pricing
- ✓ compete honestly for each client by means of promotions and special offers;
- ✓ make analytical conclusions on the profitability of specific programs and audience loyalty in general;
- ✓ work out a plan for development of the facility and revenue increase.





ALLES BONUS upgrade

The company's software engineers are constantly working on upgrade of the mobile app. Our goal is to improve the interface, enlarge the number of options (for owners of self-service car washes), and avoid bugs.

In the near future ALLES BONUS will change significantly:

- ✓ the application is moving to a new, more modern and faster platform;
- ✓ the payment system with the option to pay for services directly from the application is to be integrated soon;
- ✓ new convenient and easy-to-understand graphs and metrics for online analytics would be added;
- ✓ training materials and tips for owners are in the course of development: how to use statistical data, conduct a detailed analysis of your business and increase income in accordance with the needs of a specific audience;
- ✓ software for making the ratings of car washes based on ALLES equipment is under development - it will be possible to compare the main indicators of business performance of a self-service car wash: location, traffic, average purchase amount, etc.

ALLES BONUS is a mobile application that is constantly developing.

We offer our clients a modern tool for business management, which we use ourselves at our own facilities.





Subscription fee is 10,000 rubles/month + 1% of the turnover of authorized clients (bonuses accrued for the period).



Cost of ALLES BONUS for the owner of a self-service car wash

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The subscription fee covers:

- the cost of registration SMS for car wash customers;
- scheduled maintenance and automatic upgrade of the mobile app subject to new developments;
- the option to bind the web interface to several facilities in the course of expansion of a network of self-service car washes.



ALLES BONUS for international investors

ALLES BONUS mobile app has been launched, tested and has been successfully operating in the Russian market since 2019. Daily audience growth is 0.3%. It proves the demand for the bonus program among customers.

In the spring of 2021, the application interface will please users with new design and improved usability.

ALLES BONUS platform is multilingual. If there is no specific language in our database, it can be added at the customer's request.

It is important that the application works with all international telephone prefixes (codes). Thus, our international partners and customers receive a ready-made and convenient tool.





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