BUZZEBEES

Connecting The World Through Loyalty & Payment

OUR JOURNEY

2012

Mobile CRM platform;

- SAMSUNG Galaxy Gift
- Banking
- Insurance
- End-to-End solution; E-Commerce
- Retail; F&B

2018

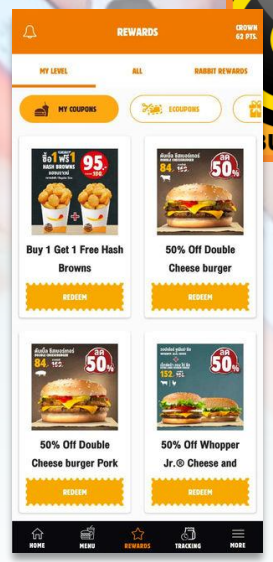
First platform FMCG is launched
Singha Water

2019

FMCG
2019 : >10 Platforms for FMCG is launch

“Turnkey Digital Engagement Solution”

Buzzebees is total
Digital Customer Engagement Platform



We help you by

Connecting &

Engage &

Understand

your customers
from all channels

Mobile Application

Web

Online Survey

Chat

SMS

QR Scan

Clients & Partners

11+ Billion
Points Issued

12+ Million
Redemptions

9 Years
9 Countries

BUZZEBEES

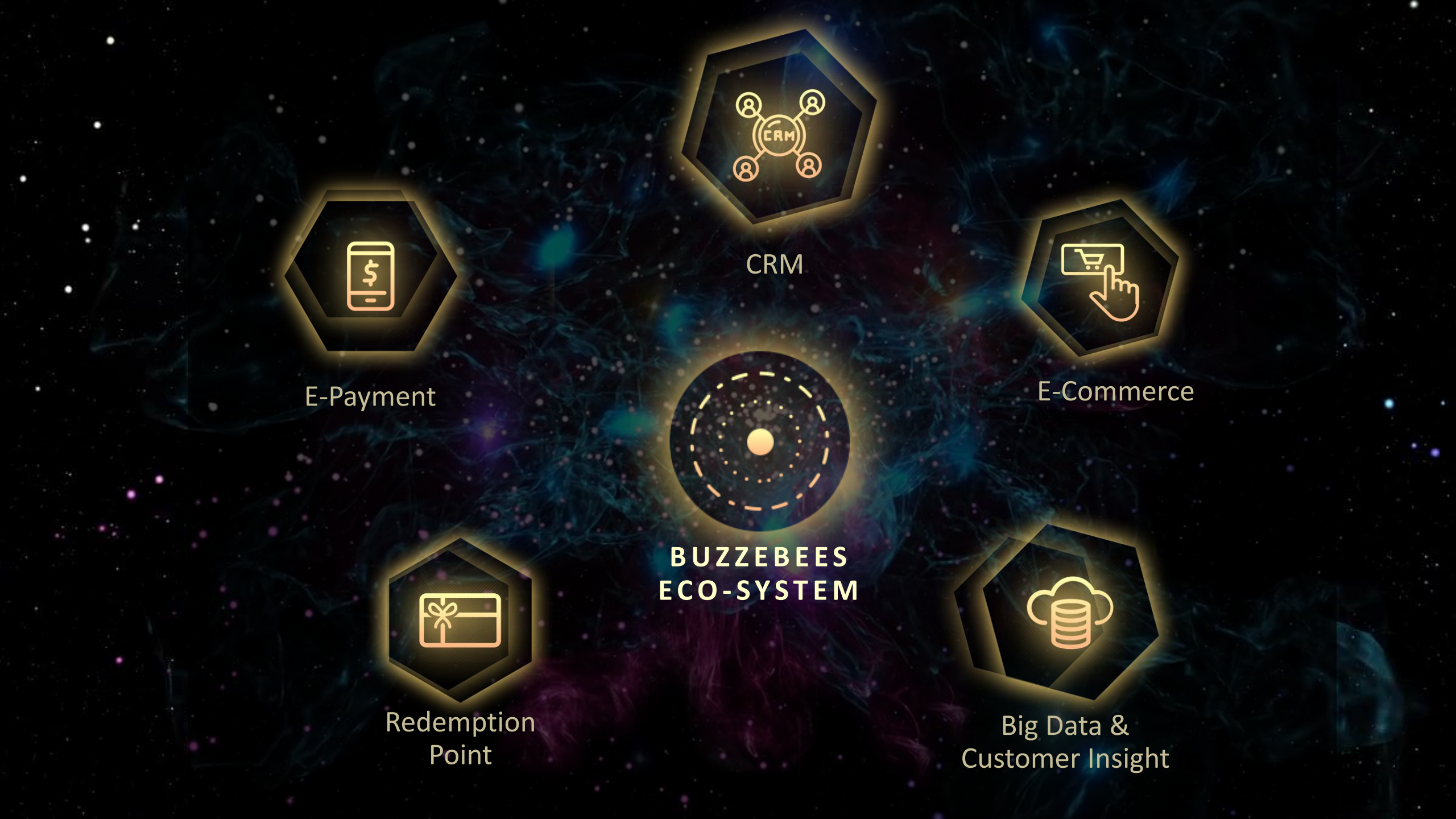
1.5M+
Daily unique users

85+ Million
Current users

>150
Corporate platforms

10,000+ / sec
Peak Usage

15
Awards and recognitions


CRM
CRM
E-Payment
E-Commerce
BUZZEBEES
ECO-SYSTEM
Redemption
Point
Big Data &
Customer Insight

E-COMMERCE

Total solution for your business

PROPOSED SOLUTION

BRAND

SERVICE PROVIDER

ONLINE CHANNEL

MARKETPLACE

BRAND authorizes **BUZZEBEES** to be service provider,
eligible to sell product on official store in **SHOPEE**, **LAZADA**, **JD CENTRAL** and **LINE**

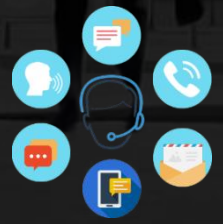
ONE-STOP OPERATION

ACCOUNT MANAGEMENT

ONLINE MARKETING

GRAPHIC DESIGN

CUSTOMER SERVICES



ORDER FULFILLMENT

LAST MILE DELIVERY

SCOPE OF WORK

1. ACCOUNT MANAGEMENT

- Develop commercial strategy & execution
- Drive and improve sales and shop performance
- Daily store management (e.g. Price & Promotion update, Stocks & sales monitoring
- Deal and negotiate with marketplaces (e.g. Shopee, Lazada, JD Central)

2. CONTENT & GRAPHIC

- Content update & maintenance
- Create and revise main images and shop-in-shop design
- Banner creation for Shop-In-Shop and promotional banner
- New SKU bundling and creation

3. CUSTOMER SERVICE

- Manage live chat on platform
- Communicate on-going promotion & campaigns, product return & refunds, and other incidents

4. MARKETING ACTIVITIES

- Platform campaign management and optimization
- Manage online advertising, buying both internal and external online traffic

5. FULFILLMENT

- Pick and pack all order with basic packing material
- Quality check product
- Handle inbound and outbound

6. LAST MILE DELIVERY

- Delivery product from all channel to end consumer

BUZZEBEES PLATFORM ADVANTAGE

OUR BEST SOLUTIONS

Acquisition Media

NOTIFICATION

BANNER / CAMPAIGN

Channel

Shopee

Laz

JD.COM

Expand Channel

Inventory Management

Buzzebees Campaign Management Back office

CRM

Big Data

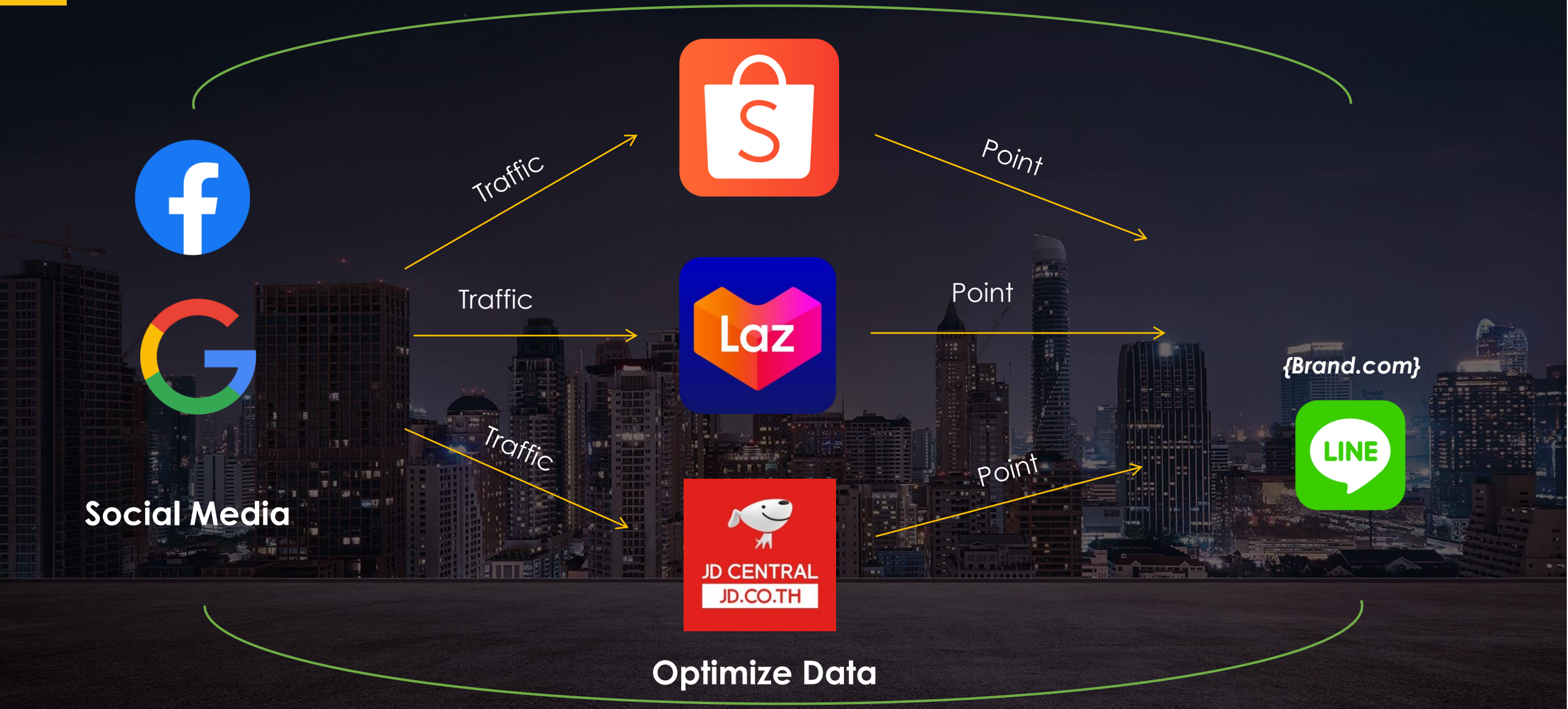
Learning from customer behavior

Marketing Segmentation

Retargeting & Increase Sale

Upselling
Cross Selling

BUZZEBEES SOLUTIONS



OUR CUSTOMERS IN E-COMMERCE SERVICE

FAST MOVING GOODS

Pureen Thinking About Baby and You
unicharm ユニ・チャーム
Dettol
prodpran
Poly Brite
D-nee

HOME AND LIVING

CANNON EST. 1887
MODERNTOOLS
RRS
TOSHINO
PHILIPS
Pix an Plus Since 2020. Bangkok

HOME APPLIANCES

HW HOUSE WORTH
KASHIWA
GALAXY
DYNOVA
MY HOME
STIEBEL ELTRON

HEALTH & BEAUTY & FASION

KA
SNAIL WHITE
kipling Live.Light
TOMEI
hashi Plus
GAVISCON
breo
K-Y
Strepsils
Veet
LIFEPLUS
BOND GET CLOSER

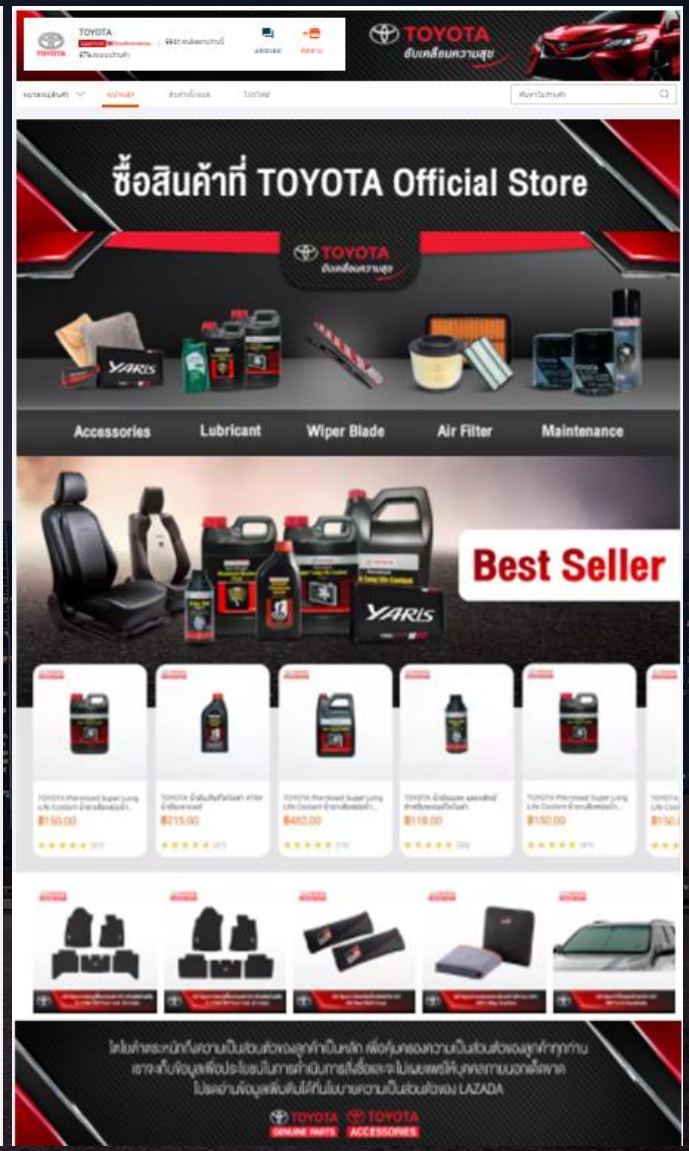
GENERAL MERCHANDISE

NIPPON PAINT
TOYOTA
PUMPKIN

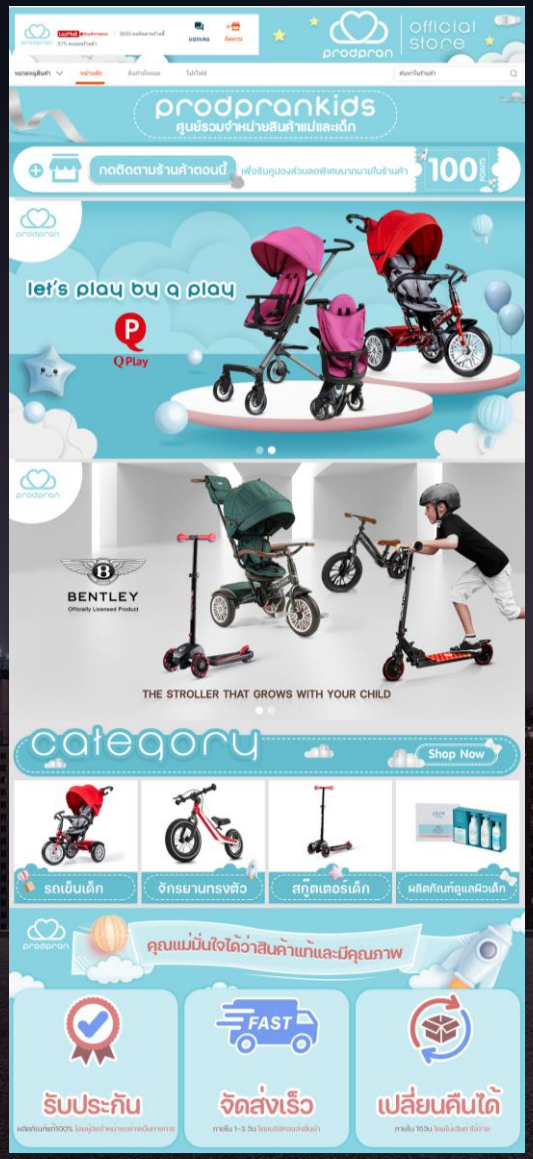
FOOD & BEVERAGE

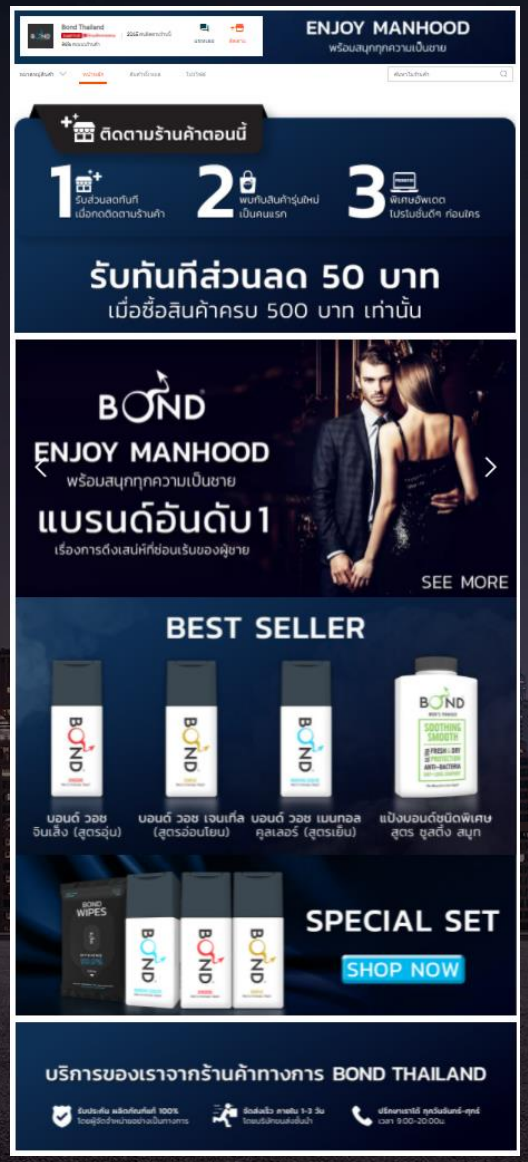
Lay
มาบุญครอง Mah Boonkrong Rice
PEPSICO
USEFUL FOOD
ฟ้าไทย
MILK
MAJOR CINEPLEX
HAPPY MUNCHY
CHABAA
VIVA+

EXAMPLE SHOP DECORATION



EXAMPLE SHOP DECORATION





EXAMPLE ARTWORK

EXAMPLE ARTWORK

EXAMPLE ARTWORK (MOTION ARTWORK)

Play

Play

Play

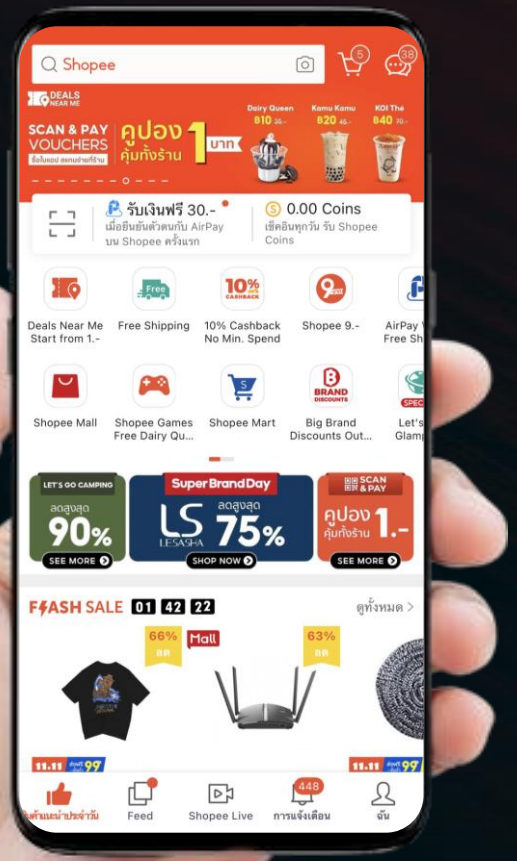
OUR SUCCESS STORY

CERTIFIED ENABLERS PROGRAM 2021

RECOGNIZED BY LAZADA CERTIFIED PARTNER PROGRAM AND SHOPEE-CERTIFIED ENABLERS PROGRAM
AS A TOP-TIER ENABLER FOR Q3 2021

CASE STUDY

HOME IMPROVEMENT CATEGORY

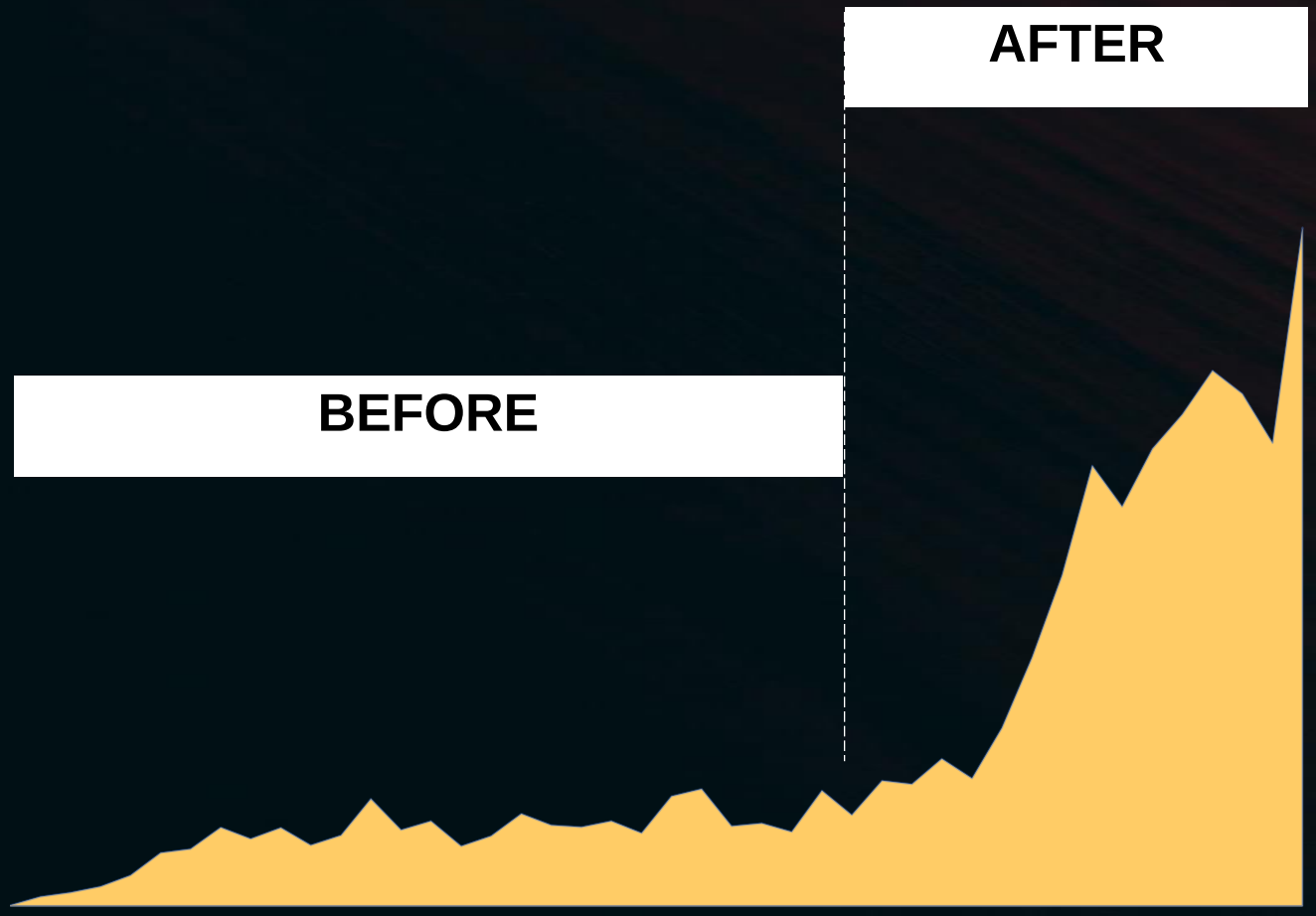


Key Mechanic

- BUY 1 GET 1 FREE
- GIFT WITH PURCHASE
- ADVERTISE ON SOCIAL MEDIA
- PLUG-IN CAMPAIGN
- CO-BRANDING

CASE STUDY

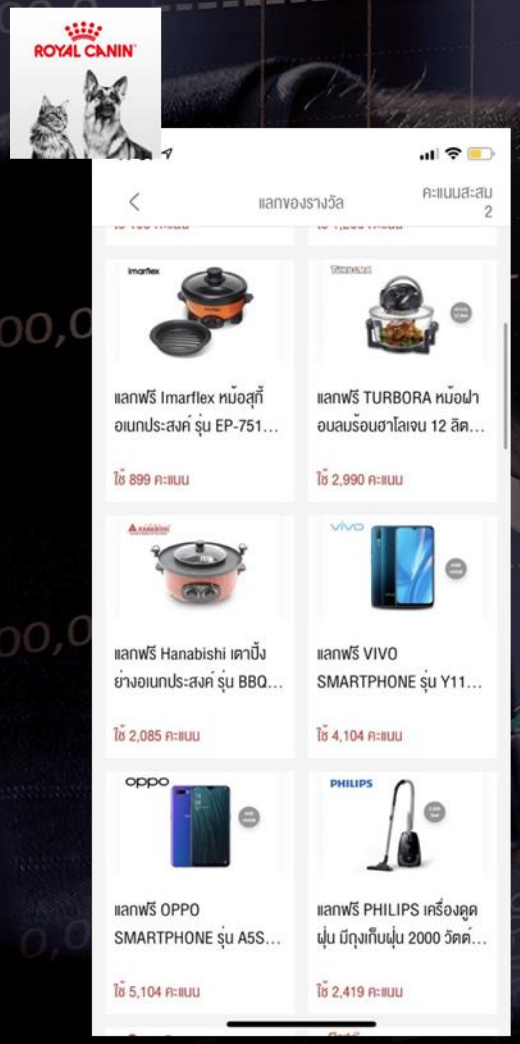
HOME IMPROVEMENT CATEGORY



4x E-COMMERCE SALES GROWTH IN 3 MONTHS

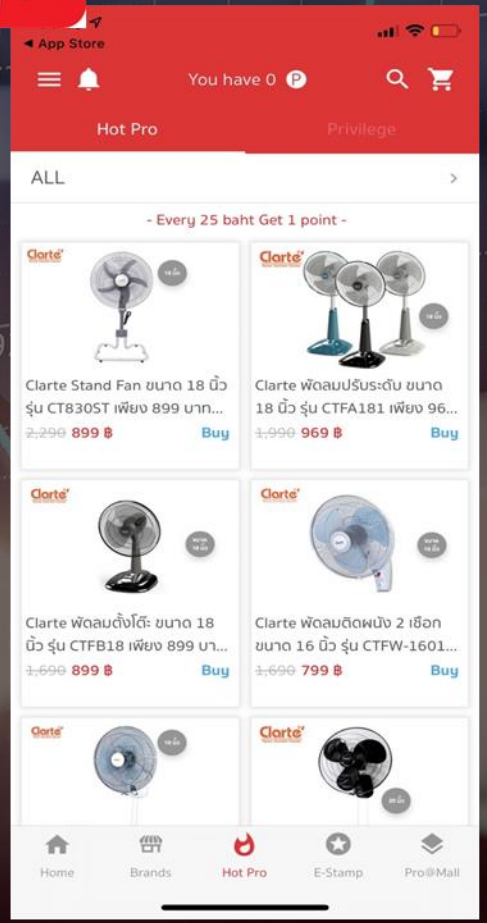
- ✓ 130%+ IN ORDER
- ✓ 4% AVG CONVERSION RATE
- ✓ 15x ROAS

BUZZEBEES MARKETPLACE

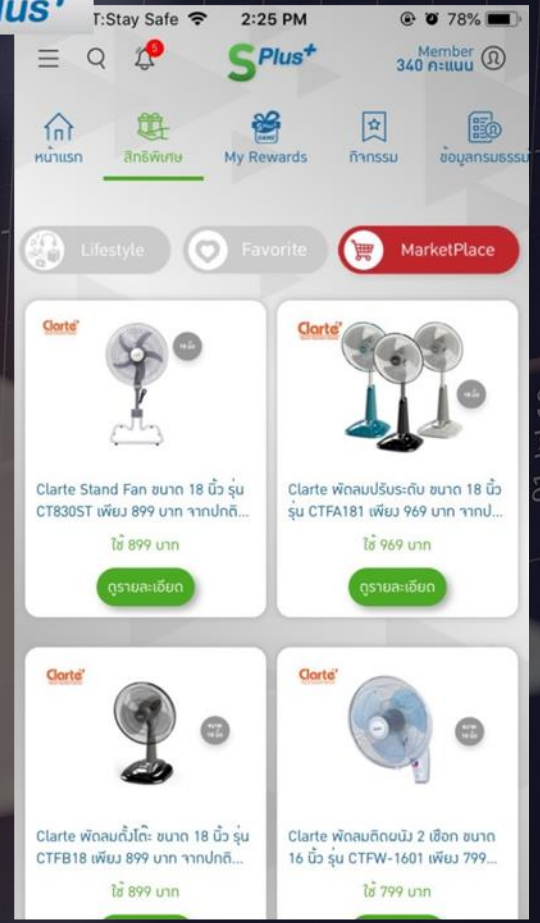


Royal Canin

Samsung GIFT



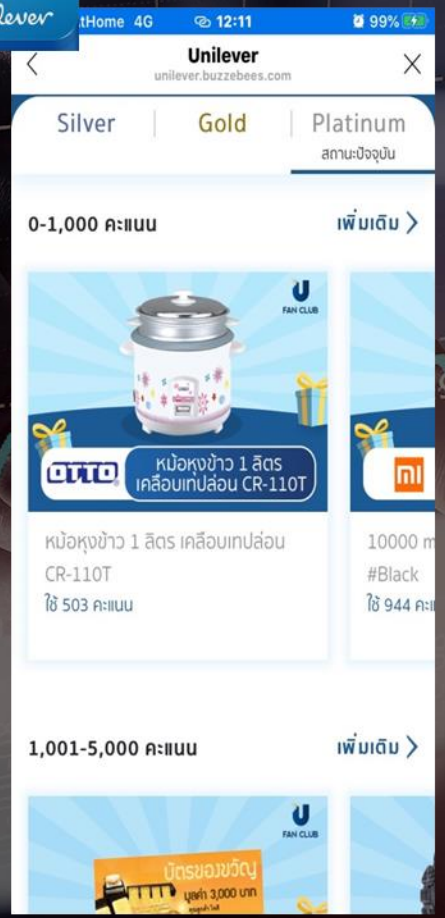
WhatSale



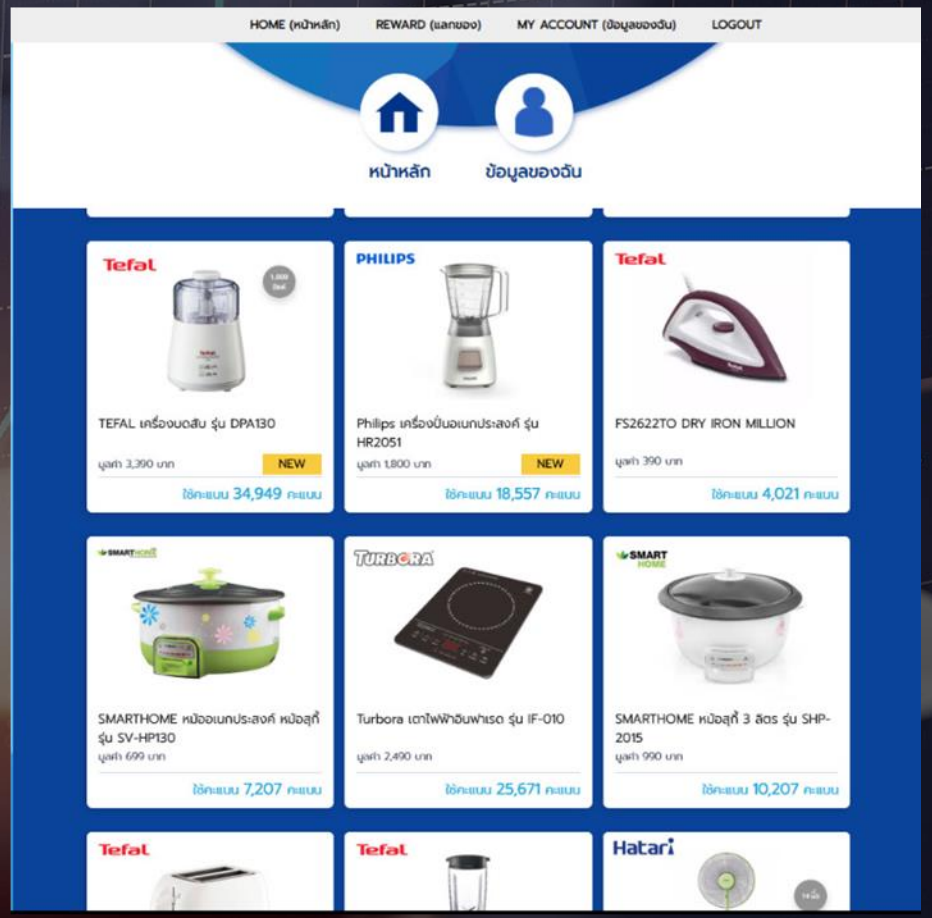
S Plus+

BUZZEBEES MARKETPLACE

Mead Johnson

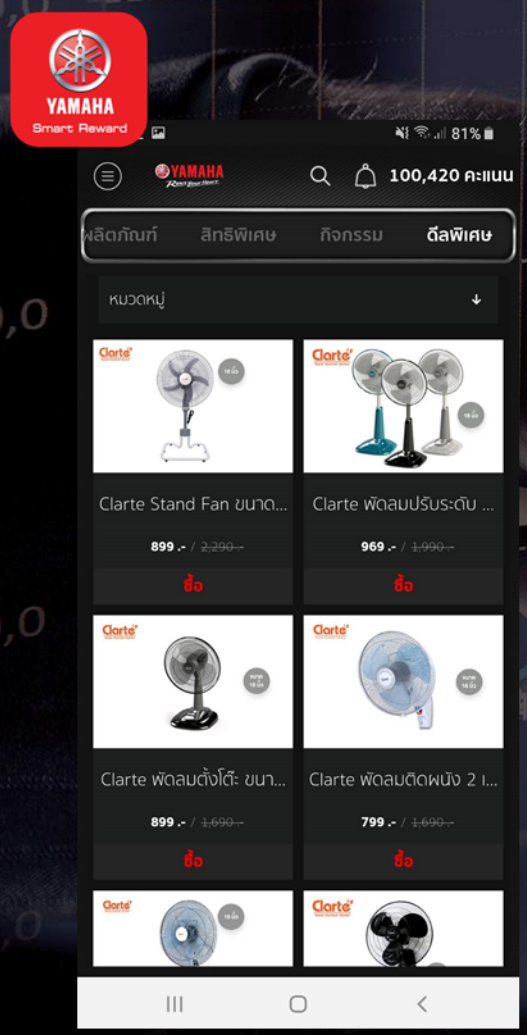


Unilever

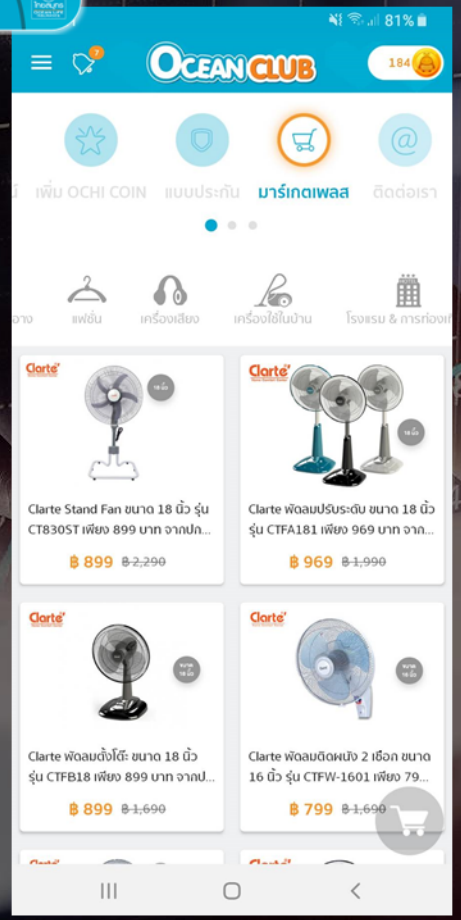


Phillip Morris

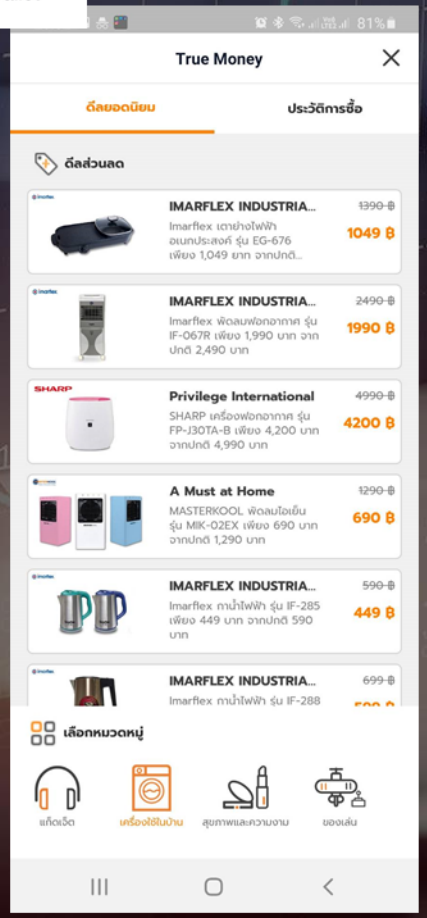
BUZZEBEES MARKETPLACE



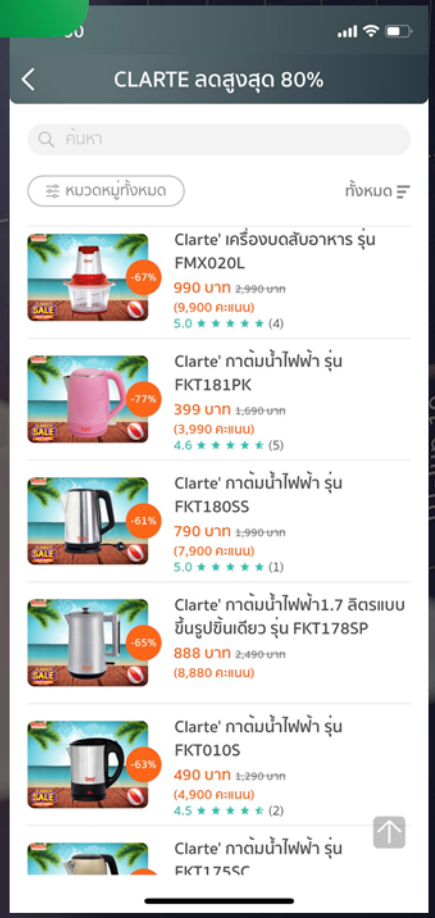
Yamaha



Ocean Life



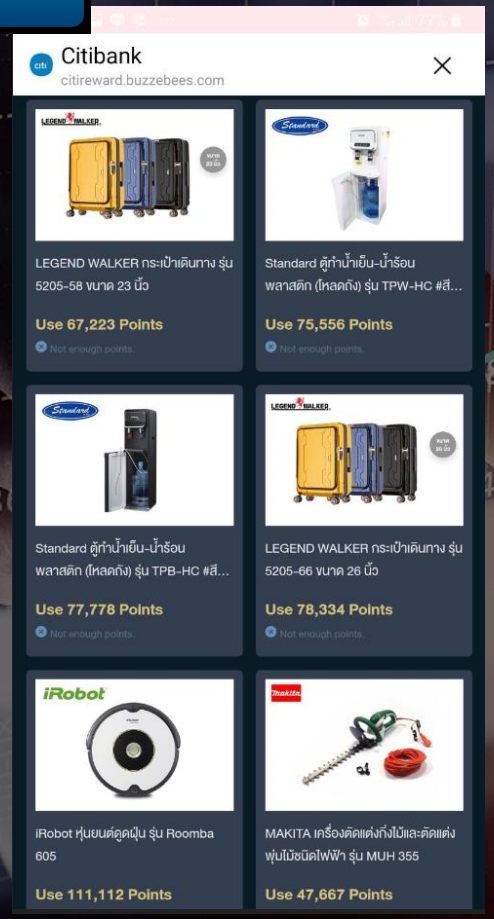
True Wallet



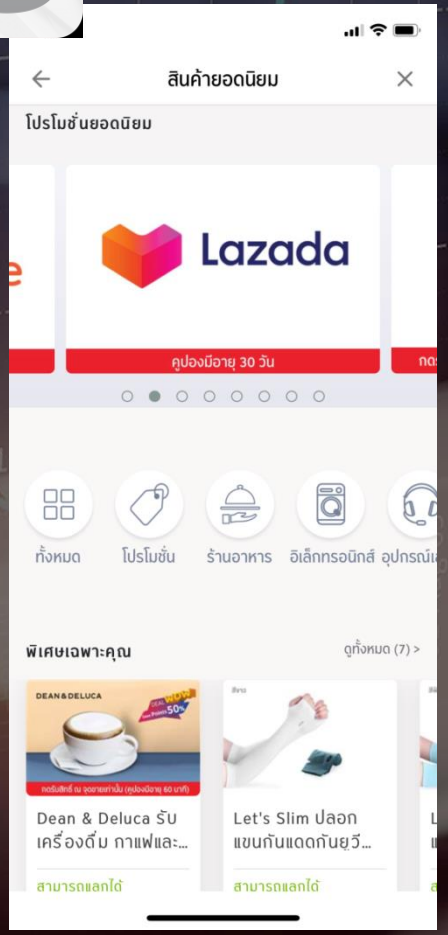
K-Market

BUZZEBEES MARKETPLACE

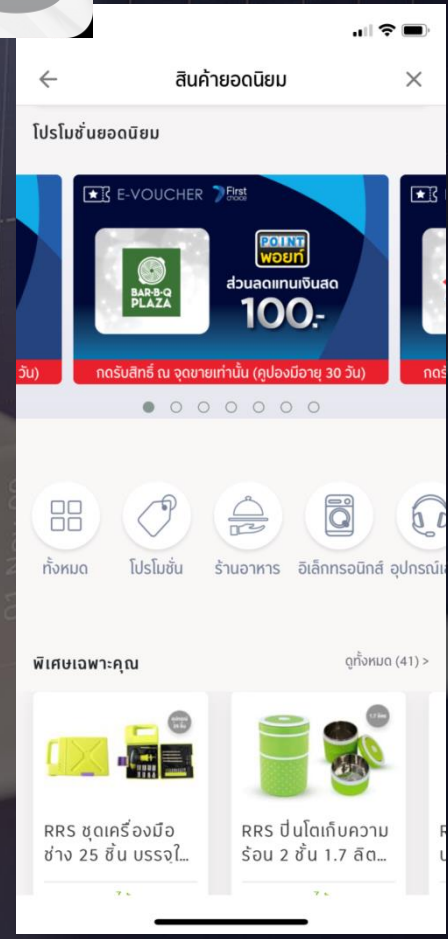
AXA



Citi Line



U Choose(KCC)



Krungsri First Choice

Buzzebees brand.com VS Line my shop

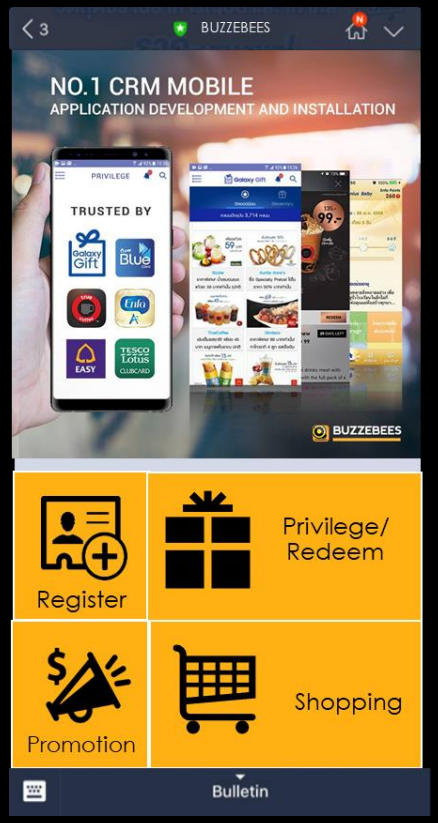
What's the difference?

	BUZZEBEES	LINE MyShop
Basic feature		
1. E-commerce	✓	✓
2. Support multiple shipment address	✓	✓
3. Backoffice system for upload shipment tracking	✓	✓
4. Support multiple payment option	Credit/Debit/Pay over counter/e-Wallet/QR payment/Installment/ Subscription/COD	Credit/Debit/ Rabbit line pay/Bank transfer/COD
5. Online report	✓	✓
Advance feature		
6. Support product category level	✓	✗
7. Upload product list in batch file	✓	✗
8. Support promotion banner	✓	✗
9. Support promotion code (Cash discount/ Delivery cost discount)	Unique code support	Same code for all user
10. Support gift with purchase	✓	✗
11. Support tax invoice	✓	✗
12. Support CRM program and point system	✓	✗
13. Integrate with inventory management system	✓	✗
14. Selling brand own E-voucher	✓	✗

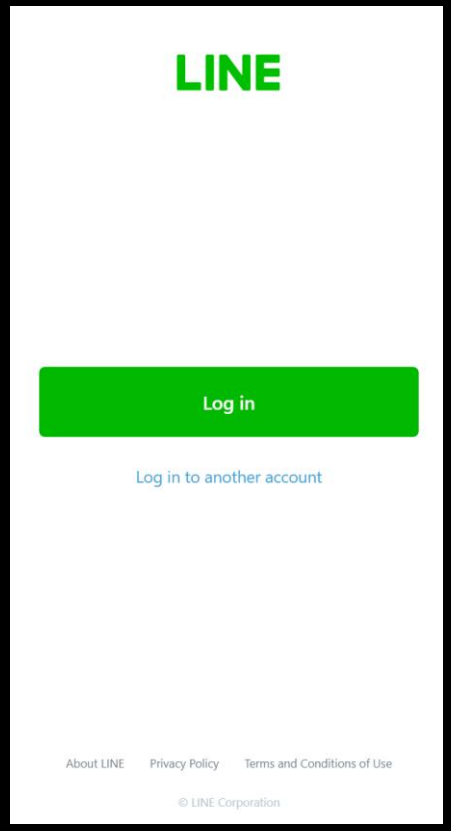
E-COMMERCE PLATFORM SOLUTION
LOGIN FLOW

Integrated via LINE

Allow you to collect Line MID for further use

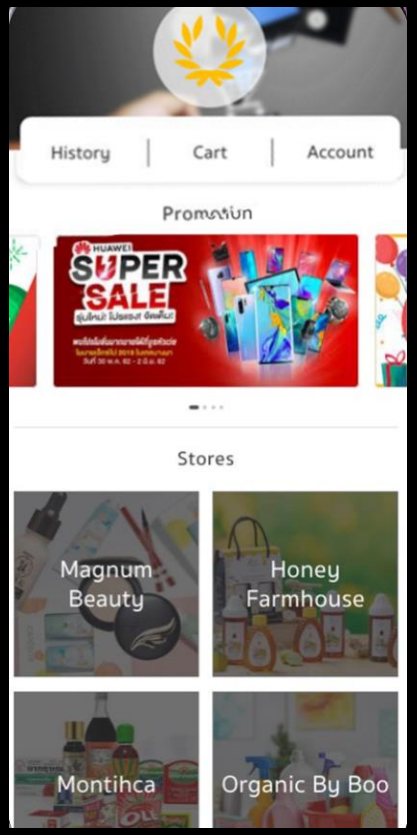


Auto login with MID



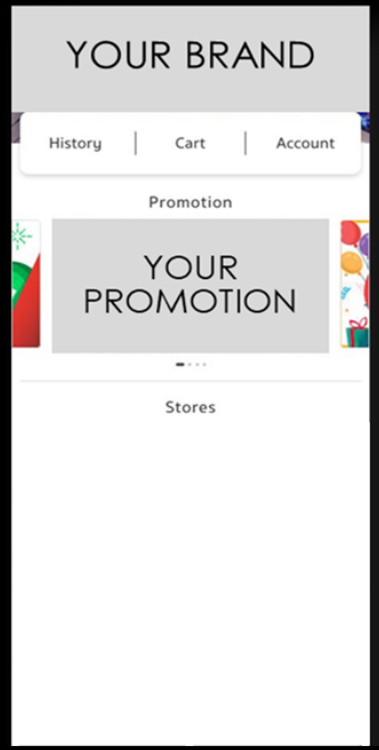
Login with LINE

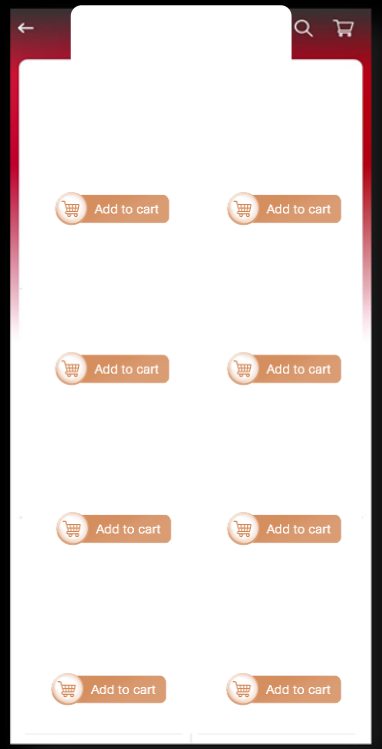
E-Commerce landing page



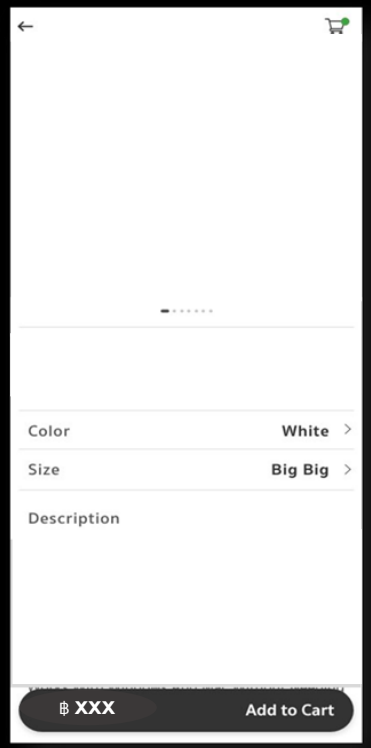
MOCK UP FLOW
PURCHASE FLOW

E-Commerce Homepage ▶ *Show products by category* ▶ *Show products and details* ▶ *Shopping Cart* ▶ *Delivery Address and payment*



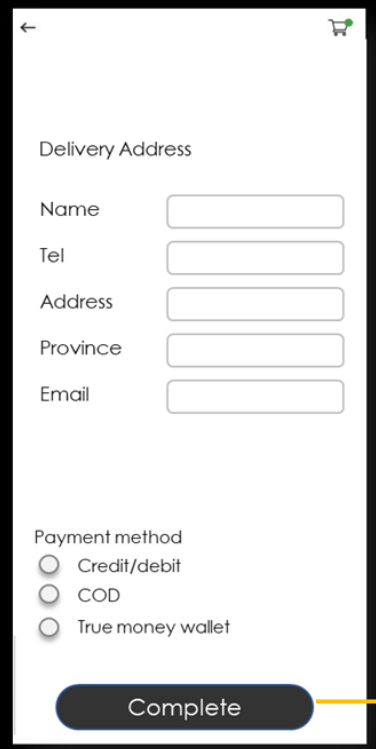


Home page customize company image, category/shops, products (via Backoffice CMS)



Support images, title, descriptions, conditions, payment amount

support promotional code

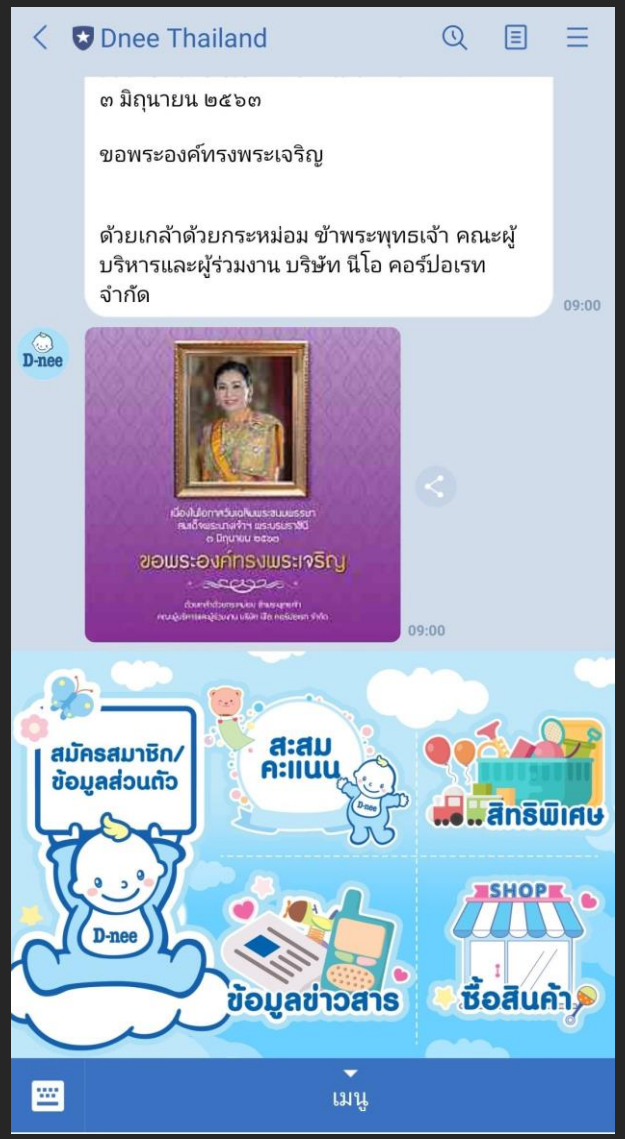


Support various payment method

Orders delivery completed by 3PL partners

EXAMPLE CUSTOMER

1



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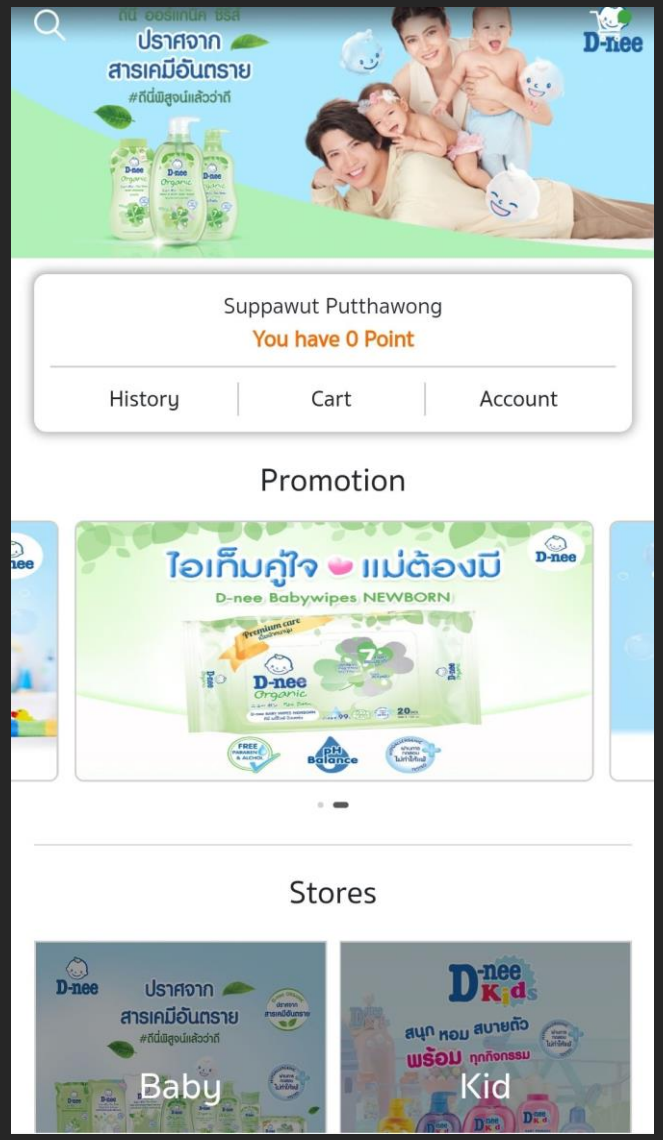

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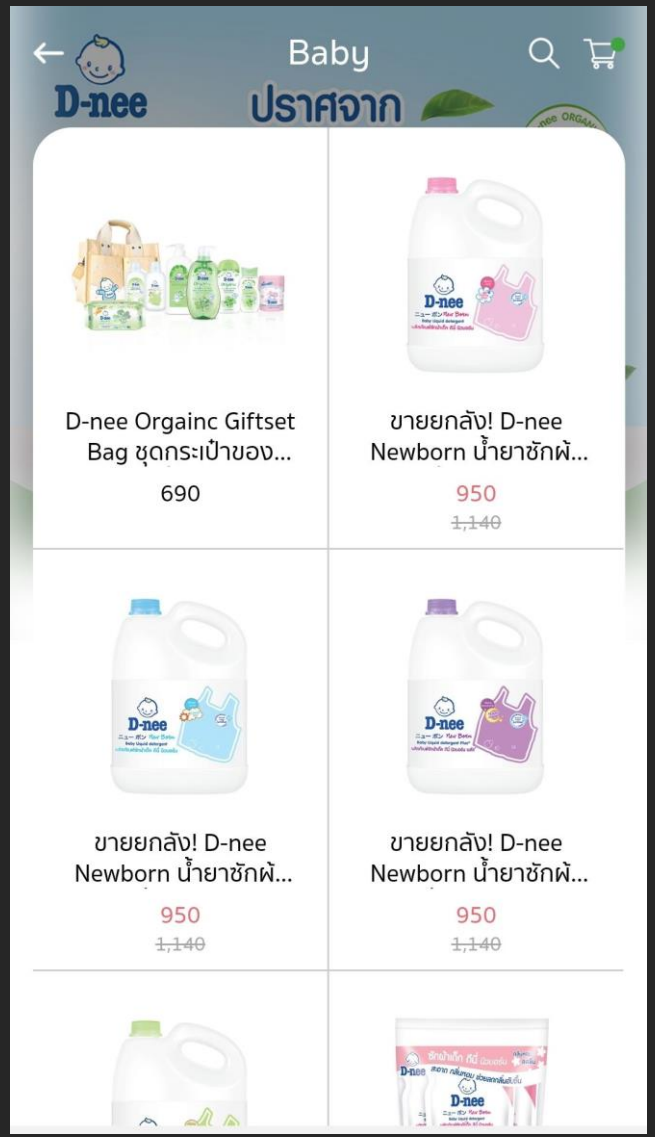
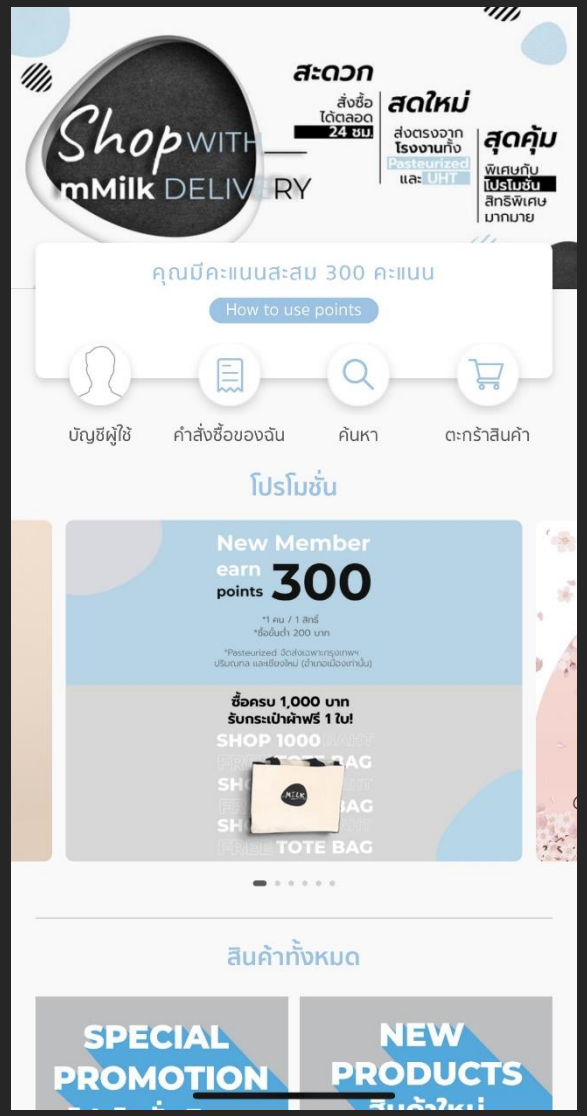


EXAMPLE CUSTOMER

1

2



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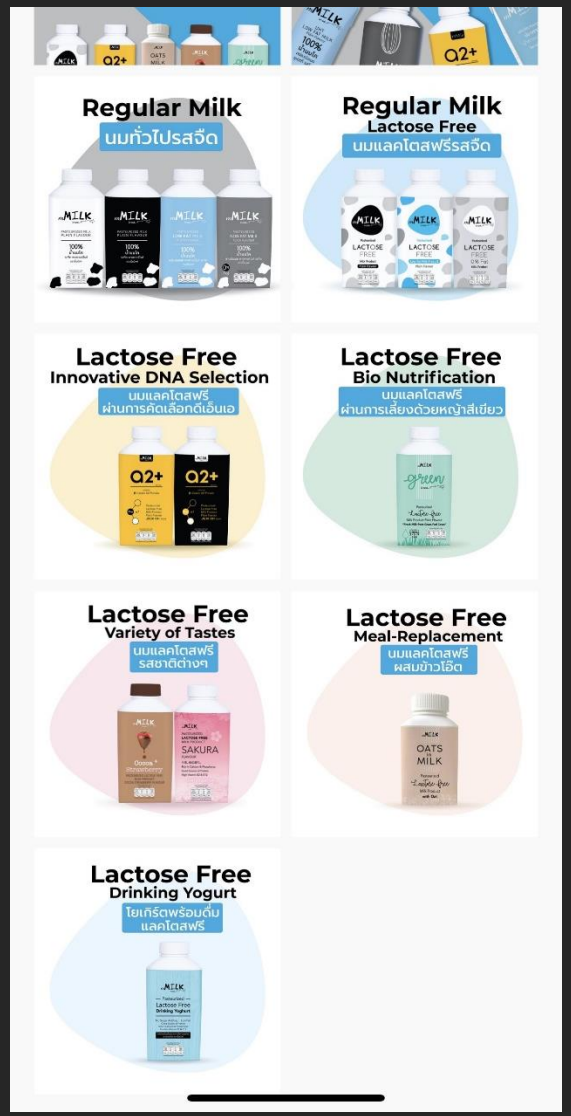
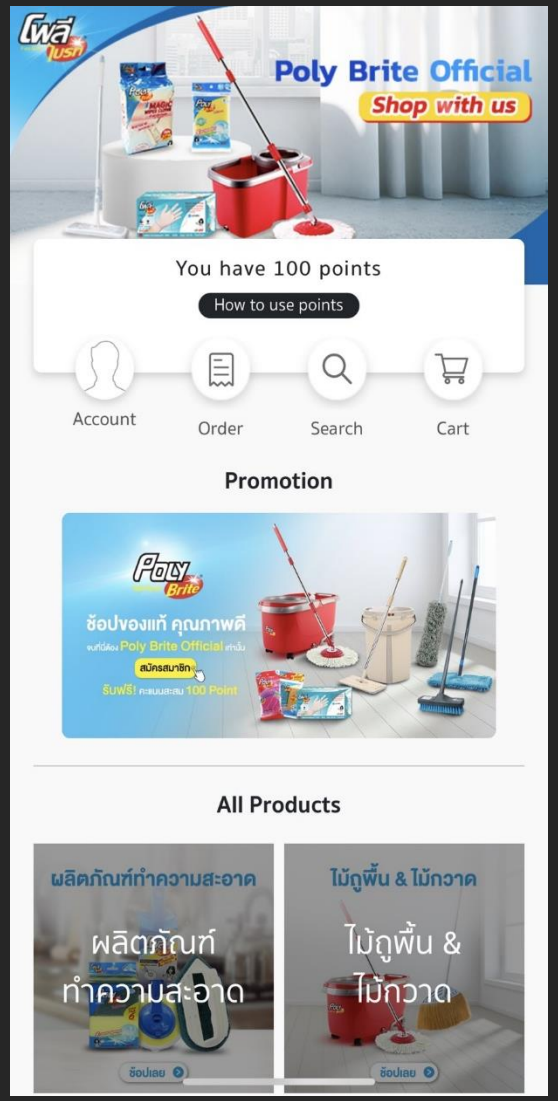


4

EXAMPLE CUSTOMER

1



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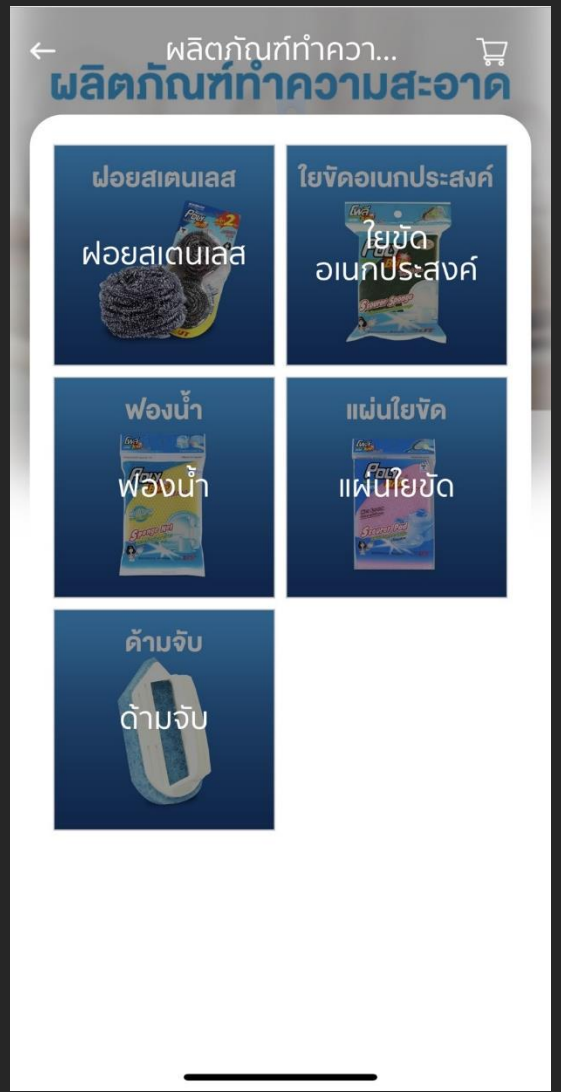
3



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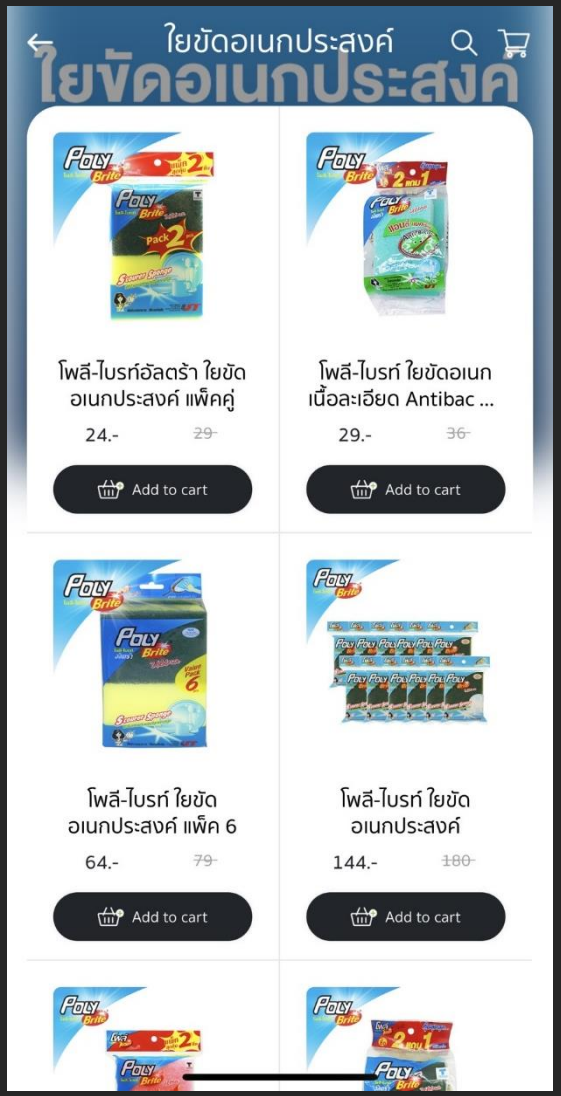


OUR UNIQUE PROPOSITION

BUZZEBEES SELLER CENTER

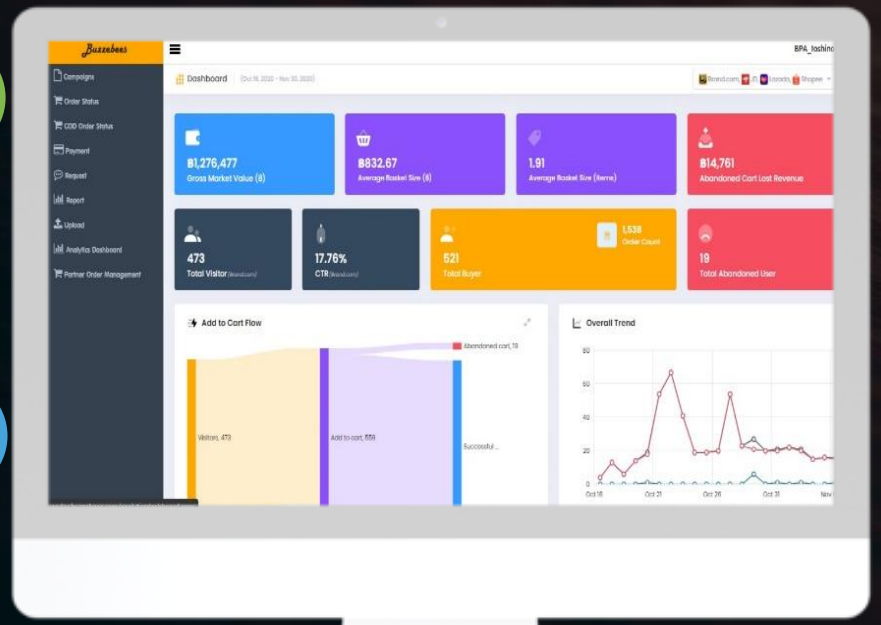
Our **Seller Center** will allow us and you to access all the data needed for analytics to help optimize and improve performances

COMPREHENSIVE ANALYTICS

Track all users' interaction and measure campaign successes

SINGLE POINT OF CONTACT

Manage your campaigns as well as offers through one dashboard



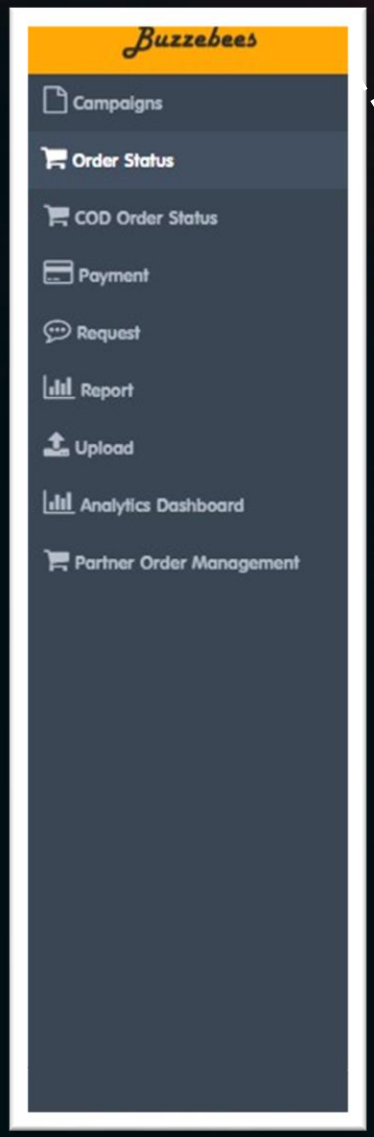
USER MANAGEMENT

Allow for different user access levels

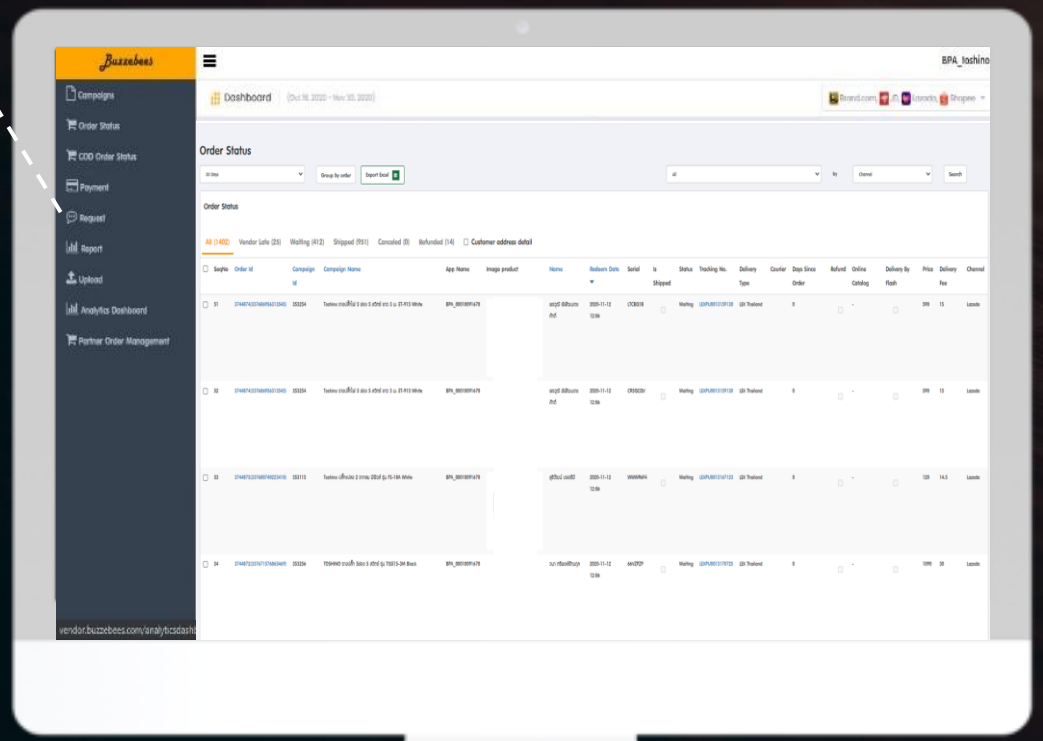
REVEAL POSSIBILITIES

Administered data are goldmine!

BUZZEBEES SELLER CENTER



Synthesize your business data on a visual analytical dashboard

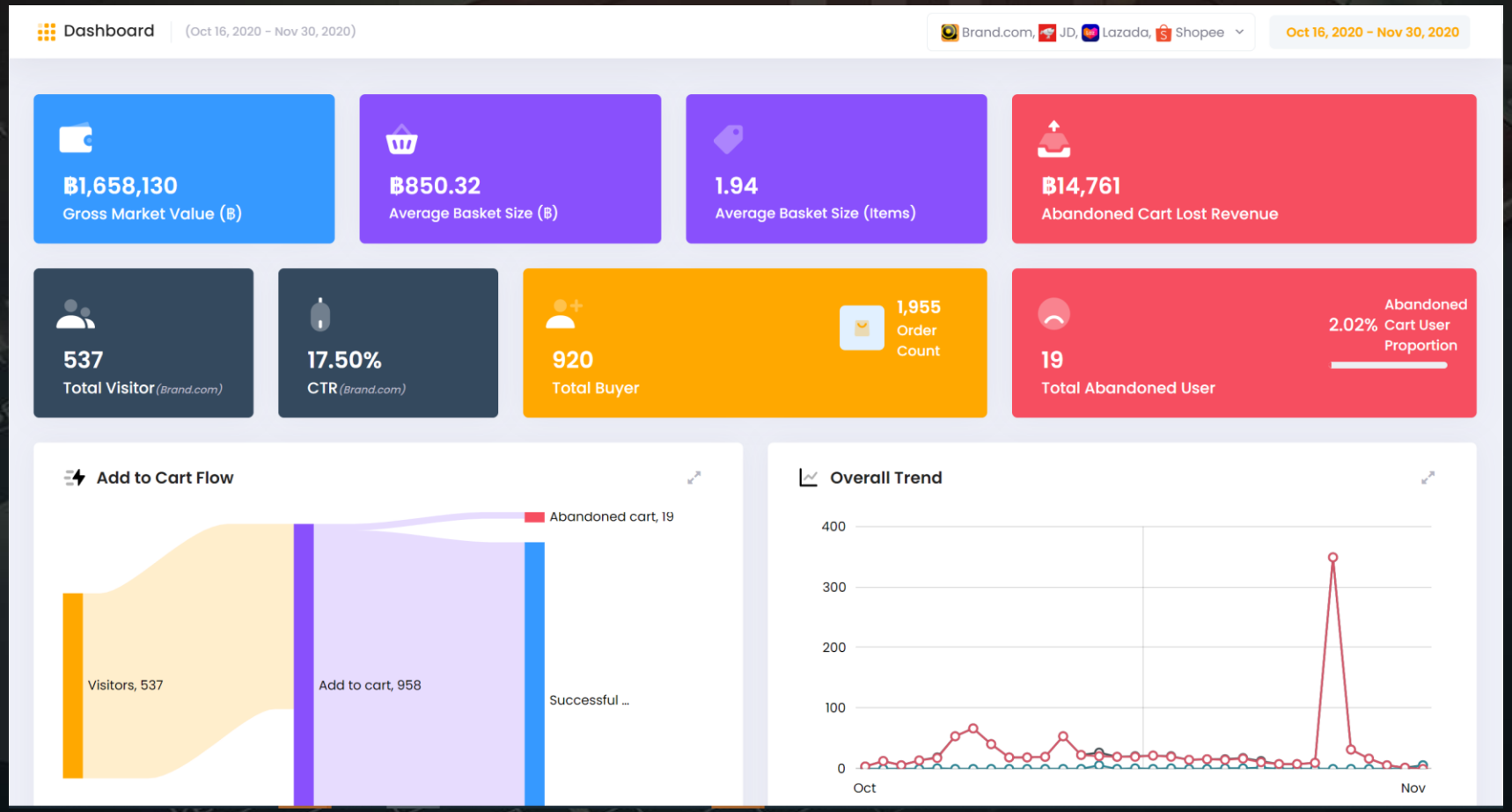


- ✓ ORDER STATUS
- ✓ PAYMENT ANALYSIS
- ✓ E-COMMERCE KEY INDICATOR
- ✓ ANALYTIC DASHBOARD
- ✓ SALE DATA
- ✓ SALE CHANNEL ANALYSIS

BUZZEBEES DASHBOARD

Displays all the key metrics which needed for data analytics to help optimize performances

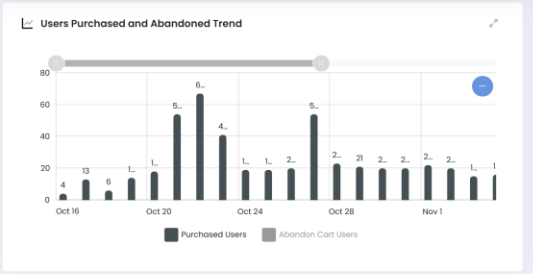
SUMMARIZE ALL KEY KPIS FROM ALL MARKETPLACES IN ONE SHOT

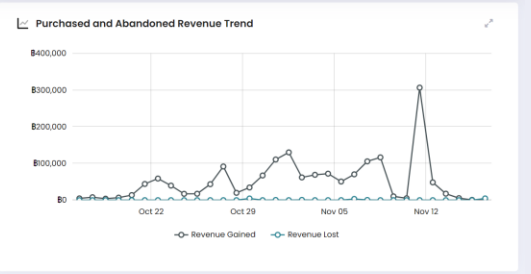


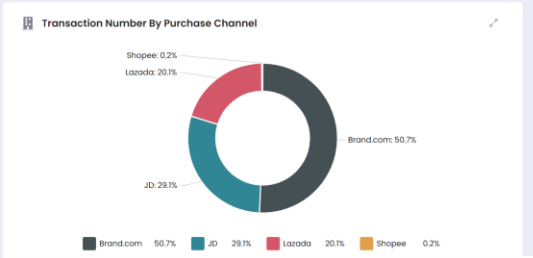
BUZZEBEES DASHBOARD

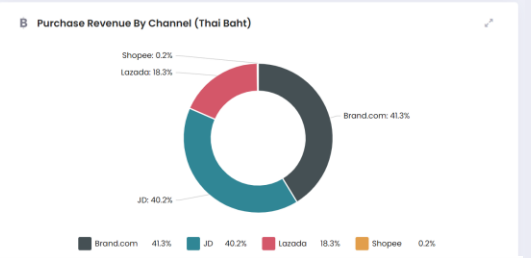
Displays all the key metrics which needed for data analytics to help optimize performances

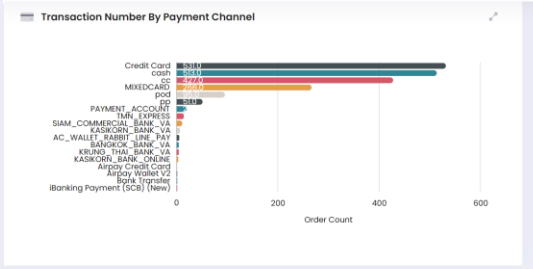
- PAYMENT CHANNEL
- SALE PER DAY
- SALE BY CHANNEL
- SALE BY CATEGORY
- SALE BY SKUs
- CUSTOMER LIFETIME VALUE
- PURCHASE FREQUENCY

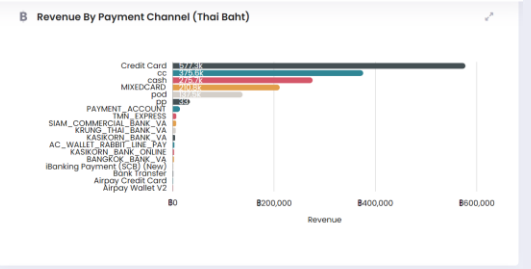


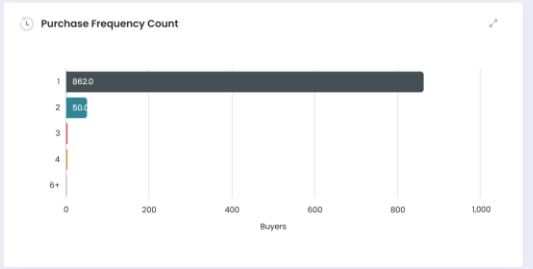


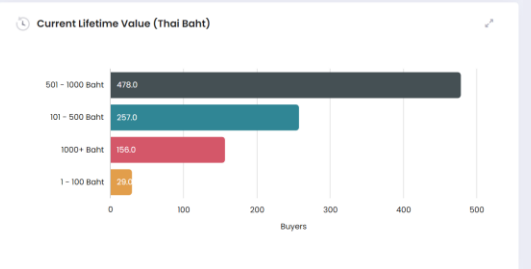


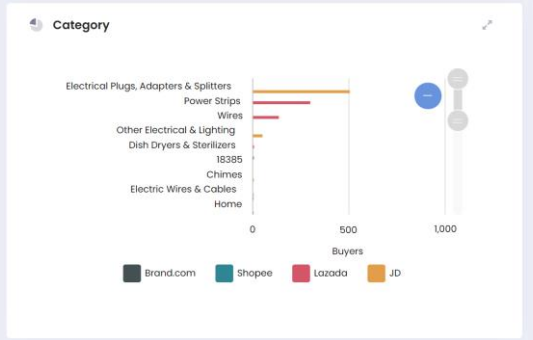


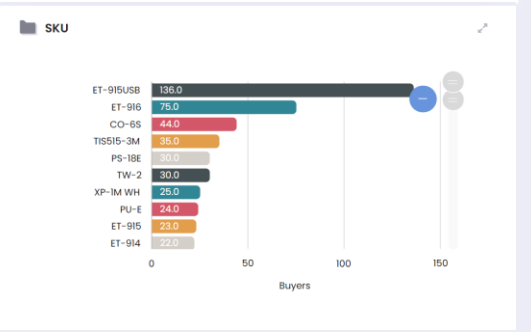












Centralize CUSTOMER DATA and journey into one single platform

One customer can shop at many marketplaces

Product A, 500 THB

Product B, 1,000 THB

Product C, 2,000 THB

Product D, 2,000 THB

Brand.com

Centralize all transaction data & Convert marketplace customers into "YOUR CUSTOMER"

Centralize all customer data into one single view

Start your CRM , Marketing and Loyalty program for long term success

- Point Collection Program
- Marketing Communication
- Retarget promotion

WHY BUZZEBEES?

We help business tap into new markets, increase customer loyalty and thrive in the digital age

ONE-STOP OPERATION

Provide one stop operation including account management, online marketing, content & graphic, customer service, fulfillment and last mile delivery

GROW ONLINE SALES

Build online traffic, conversion rate and higher AOV to receive an increasing GMV

EXPAND CHANNEL

Expand to social commerce and Buzzebees marketplace which has more than 85 million active users

BUZZEBEES SELLER CENTER & DASHBOARD

Fully integrate backend system with marketplace and social commerce allowing to display all transactions and online key metrics needed into one single platform

LOYALTY PROGRAM

Advance CRM software on Line OA that'll help business nurture the relationship with customers through loyalty program and points collection system

PRICING DETAIL

PRICING OPTION

SERVICE MODEL OPTION	SERVICE	CONSIGNMENT	CONDITION
One time set up	50,000 THB		Standard CRM point system Included Line API integration
GP	10%	21%	Minimum payment 30K/ months
Platform fee (8%)	x	✓	
Key Account Manager	✓	✓	
Product listing/Promotion listing	✓	✓	
Graphic Design	✓	✓	
CRM (point system)	✓	✓	
Payment Gateway Fee	✓	✓	
Dashboard Analytics	✓	✓	
Customer service	✓	✓	
Fulfillment	x	✓	
Last Mile Delivery	x	x	
Marketing Cost	x	x	

**Management fee 15% from marketing cost and this will be included artwork and monitoring ads performance

Bringing Possibilities into Reality

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