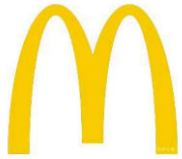


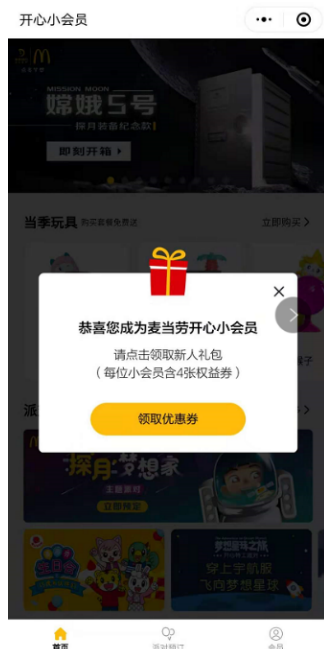
Case sharing—McDonald's China



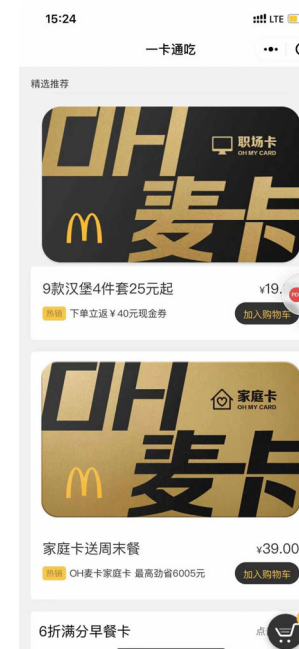
Built on our CRM platform, McDonald's has integrated Omni-channel consumers including but not limit to (APP, WeChat Mini Program, Alipay, Web and store POS). CRM is used as a centralized system to manage member registration, points calculation and management, coupon and offer management, and message center. By now, McDonald's has more than 150 million members and 5 million child members, **the largest of its kind in the world!**



Child Registration



Campaign Booking



Customer Grouping



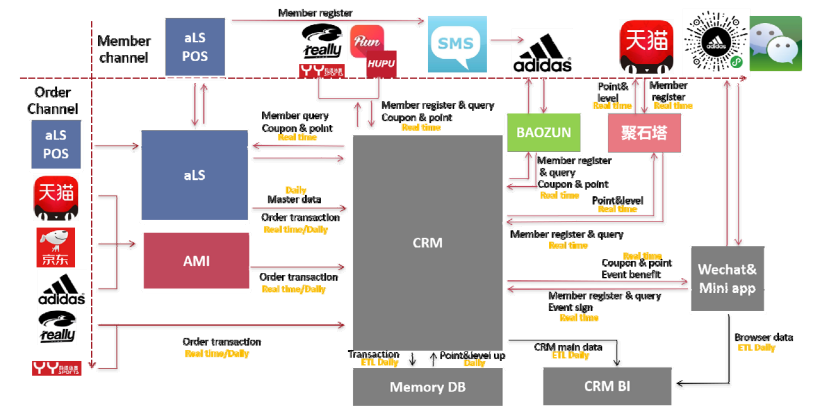
Case sharing—adidas China



We've built a comprehensive customer loyalty membership system incorporating different rules of bonus point issuance, various types of coupon, flexible promotional activities, and connecting Adidas's existing ERP/POS system. For Adidas, we connected and aggregated data from over 20 external systems. With SMS, WeChat and other communication channels, we can realize the all-round management of member data, transaction data and marketing activities, integrate and mine key data, implement member life cycle management, improve customer brand loyalty, enrich marketing methods, improve marketing accuracy and reduce marketing cost.



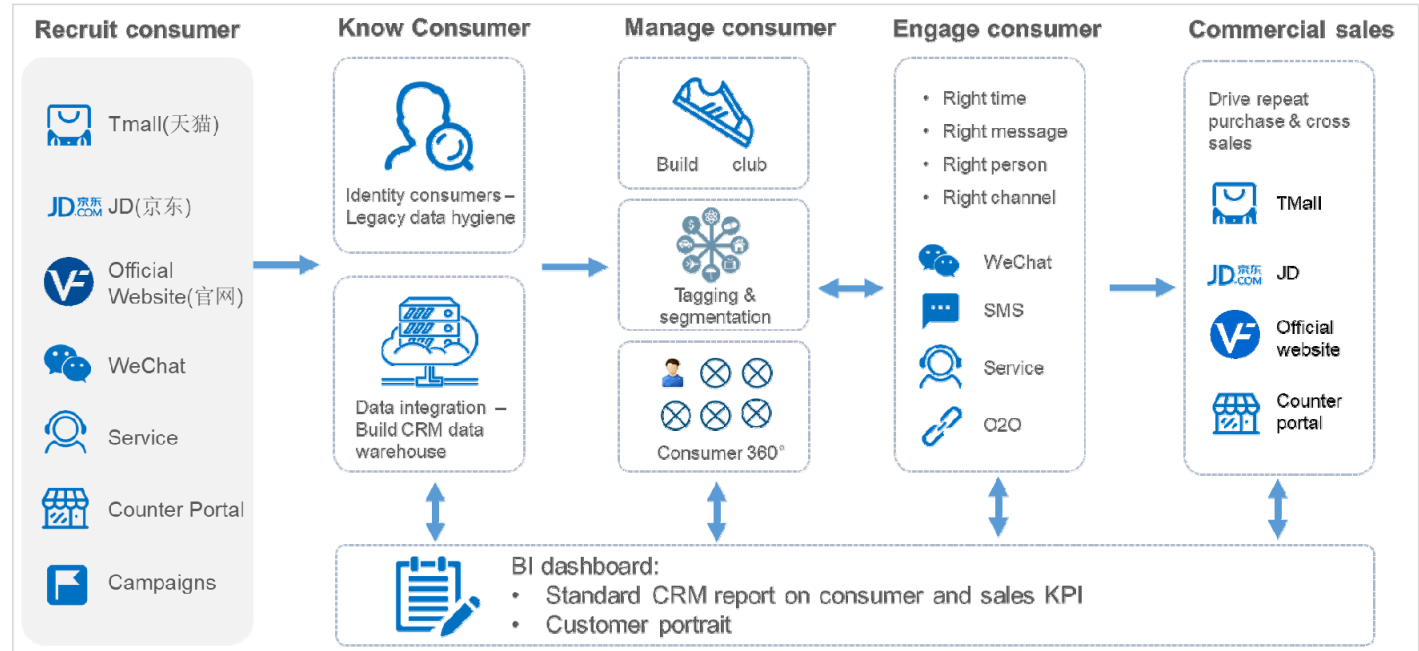
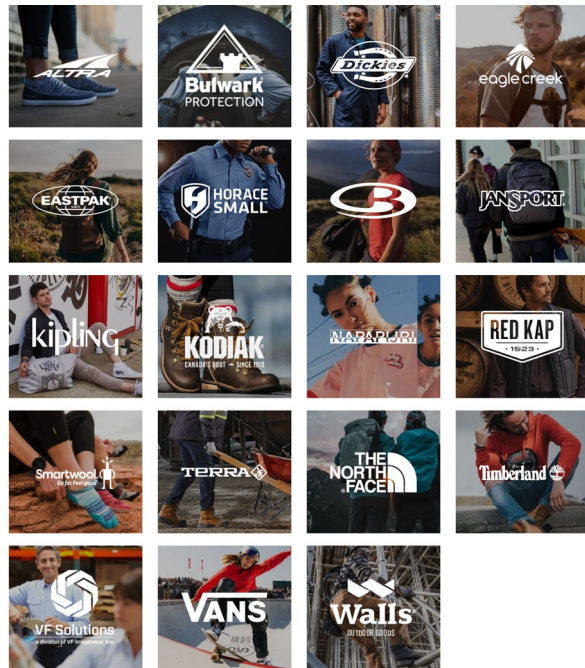
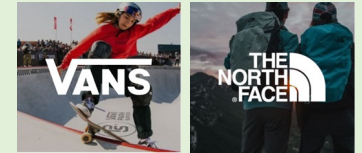
Recruit new members



Case sharing—VF



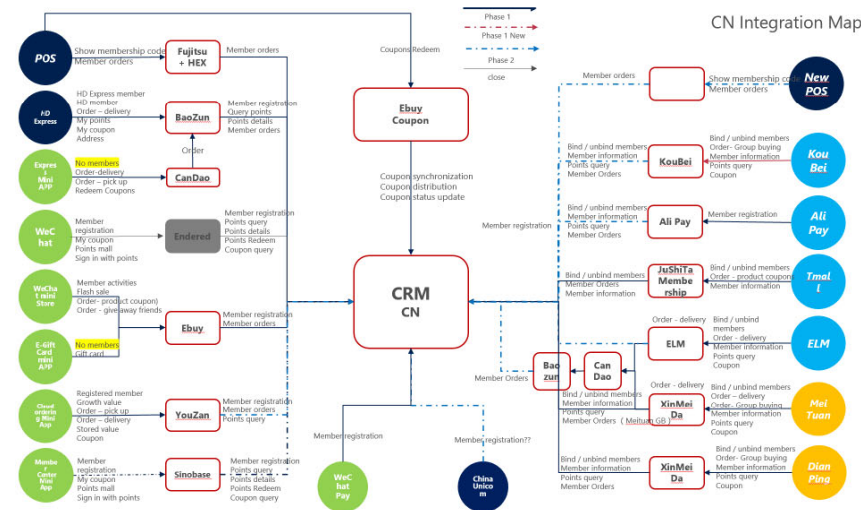
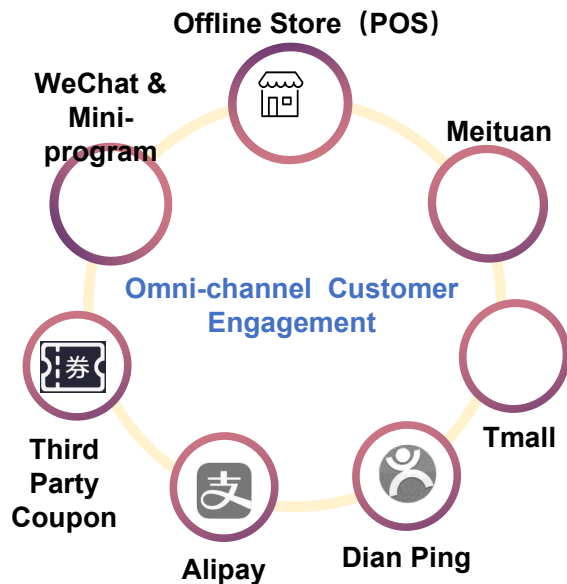
VF Corporation is an American worldwide apparel and footwear company. Founded in 1899, VF group has grown into one of the largest publicly traded apparel companies in the world (NYSE: VFC) with an annual turnover of over \$7 billion. Its sales network covers a wide variety of channels and regions. We are chosen by VF to build the next-generation CRM system for its multichannel operation in the Asia Pacific region (Mainland China, HK & TW, Singapore, Malaysia, Korea)



Case sharing—Haggen Dazs



Haggen Dazs was established in 1961, Haagen Dazs ice cream, renowned for its high quality, brings people about romance, surprises and unique moments. It has "produced only high-quality ice cream desserts to provide customers with a unique and respected taste experience" as a timeless brand concept. It has more than 400 stores in China mainland with over 5 million registered members. Its members contribute nearly 18% of sales. After a rigorous selection process, Haagen Dazs has chosen to work with Techsun to build its critical CRM system.



In Mainland, Hong Kong and Taiwan, Techsun's standard product is launched quickly in 73 days.