

Touch Merchant Loyalty Program

10 Exclusive Loyalty Offers for Touch Merchants

Touch is excited to announce the launch of the exclusive Touch Merchant Loyalty Program which rewards Touch Merchants for their loyalty and commitment to selling Touch VAS. There are 10 great offers featured on the next 3 pages so please take your time to read each to see how your business can be involved and reap the rewards!



PERIOD

Commences 1st April 2012 →
30th June 2012

TARGET

All Touch Merchants

INCENTIVE

WIN 1 of 7 iPads

CRITERIA

The top Merchant in each state who orders the most \$10 Lycamobile SIMs will each WIN an iPad. There is no minimum amount that Touch Merchants need to order so every Merchant has the opportunity to win! So be in it to win it and order your \$10 Lycamobile SIMs today.

*To be eligible for this loyalty reward, the \$10 Lycamobile and GT Mobile SIMs need to be ordered through TMA Group: call 1800 222 879 or email lycamobile@tmagroup.com.au to order your SIMs. iPad prizes for this loyalty offer are conducted and supplied by TMA Group. TMA Group will make the determination as to which Merchant in each State of Australia has ordered the most Lycamobile SIMs by reference to its records and its decision cannot be disputed.



PERIOD

Commences 1st April 2012 →
30th June 2012

TARGET

All Touch Merchants

INCENTIVE

30% margin on \$10 Lycamobile SIMs/
WIN a Lycamobile Sales Person for a Day

CRITERIA

Order 10 x \$10 Lycamobile SIMs and earn a 30% retail margin. Further to this, the top 20 performing businesses in every state for selling \$10 Lycamobile SIMs will WIN a Lycamobile sales person for a day to assist Merchants to promote and sell the stock through their business. The sales person will bring merchandise and POS to dress up stores. Lycamobile will visit 140 stores each month for the months of April, May and June 2012: that's 420 Stores that can be involved!

*Order \$10 Lycamobile SIMs through TMA Group: call 1800 222 879 or email lycamobile@tmagroup.com.au Lycamobile will make the determination as to which Merchants qualify for the incentive by reference to its records and its decision cannot be disputed.



PERIOD

Commences 1st April 2012 →
30th June 2012

TARGET

Only Touch Merchants displaying a
Touch Pre-Paid SIM Display Unit

INCENTIVE

WIN FREE Lycamobile Signage

CRITERIA

The top 3 Merchants who orders the most \$2 Lycamobile and GT Mobile SIMs for each month in the period outlined above will WIN FREE signage promoting Lycamobile. A total of 9 prizes will be issued for the period.

*Order \$2 Lycamobile & GTMobile SIMs via your Touch enabled device under the 'Stock Ordering' function. Turn to page 26 'The VAS EFTPOS Navigation Flow' to assist you in navigating your device. Lycamobile will make the determination as to which Merchants qualify for the incentive by reference to its records and its decision cannot be disputed.



PERIOD

Commences 1st April 2012 →
30th April 2012

TARGET

Only Touch Merchants displaying a
Touch Pre-Paid SIM Display Unit

INCENTIVE

Cash prizes and Gold Class
Movie Passes








CRITERIA

During the offer period, the Merchant who achieves the highest Lebara Mobile recharge revenue will receive a \$300 cash prize; the Merchant earning the 2nd highest revenue in Lebara Mobile recharge revenue will receive a \$200 cash prize; and the next 10 top-earning Merchants of Lebara Mobile recharge will each receive double-pass Gold Class movie tickets (limit of one double-pass per store).

* The recharge revenue achieved includes all Lebara Mobile recharge for Standard Plan, Mega Plan and Mega Recharge denominations. Find out how you can sign up for a SIM Display Unit over the page. Lebara Mobile will make the determination as to which Merchants qualify for the incentive and any prizes awarded by use of reference to its records and its decision is relation to this incentive are final and cannot be disputed.



**Turn the page
for more exclusive
Touch Merchant
Loyalty Offers**

 					
PERIOD	PERIOD	PERIOD	PERIOD	PERIOD	PERIOD
Commences 1st April 2012 → 31st December 2012	Commences 1st April 2012 → 30th December 2012	Commences 1st April 2012 → 30th December 2012	Commences 1st April 2012 → 30th June 2012	Commences 1st April 2012 → 31st December 2012	Commences 1st April 2012 → 31st December 2012
TARGET	TARGET	TARGET	TARGET	TARGET	TARGET
All Touch Merchants that sell iTunes Gift Cards through Blackhawk Network	All Touch Merchants displaying a Touch Pre-Paid SIM Display Unit	All Touch Merchants displaying a Touch Pre-Paid SIM Display Unit	All Touch Merchants	All Touch Merchants	All Touch Merchants
INCENTIVE	INCENTIVE	INCENTIVE	INCENTIVE	INCENTIVE	INCENTIVE
9% Margin for iTunes	9% gotalk Prepaid Mobile Recharge Margin	9% Hello Mobile Recharge Margin	50% margin on \$39.90 Dodo Pre-Paid Mobile Starter Packs plus 6 bonus \$2 Starter Packs	40% margin on PPS Calling Cards	\$500 Cash Prize
CRITERIA	CRITERIA	CRITERIA	CRITERIA	CRITERIA	CRITERIA
<p>Blackhawk Network will increase the iTunes Gift Cards retail margin from 6% to 9% for all Touch Merchants who sell \$2,000+ of Blackhawk gift cards per month through their Touch enabled device. Sales will be calculated from April 2012 onwards with increased margins being awarded in May 2012 and each month thereafter, within the period stated, for those retailers who qualify.</p> <p><small>* If sales fall below the criteria of \$2000 per month for 3 consecutive months, the margin will be reduced back to the regular margin and will do so for a further 3 months. Touch will determine by reference to its records as to whether the eligibility for the increased margins has been satisfied and its decision cannot be disputed.</small></p>	<p>gotalk Prepaid Mobile will increase your recharge margin from 6% to 9% for all Merchants who are part of the Pre-Paid SIM Display Unit Program.</p> <p><small>*If you are not yet part of the Touch Pre-Paid SIM Display Unit Program then read below to find out how you can sign up. gotalk Prepaid Mobile will make the determination as to which Merchants qualify for the incentive by reference to its records and its decision cannot be disputed.</small></p>	<p>Hello Mobile will increase your recharge margin from 7% to 9% for all Merchants who are part of the Pre-Paid SIM Display Unit Program.</p> <p><small>*If you are not yet part of the Touch Pre-Paid SIM Display Unit Program then read below to find out how you can sign up. Hello Mobile will make the determination as to which Merchants qualify for the incentive by reference to its records and its decision cannot be disputed.</small></p>	<p>Buy 3 x \$39.90 Dodo Pre-Paid Mobile Starter Packs and earn 50% margin; that's 20% more margin than normal. Merchants will also receive 6 bonus \$2 Starter Packs with this order*.</p> <p><small>* To order \$39.90 Dodo Pre-Paid Mobile Starter Packs email retail@dodo.com.au or via fax on 1300 669 857 and quote 'Touch exclusive offer'. Dodo will make the determination as to which Merchants qualify for the incentive by reference to its records and its decision cannot be disputed.</small></p>	<p>PPS will increase retail margins for PPS calling cards* from 23% to 40% for all Merchants who achieve sales of \$100+ per month selling PPS calling cards through a Touch enabled device. Sales will be calculated from the month of April 2012 onwards with increased margins being awarded in May 2012 and each month, within the period stated, for those retailers who qualify.</p> <p><small>* If sales fall below the criteria for 3 consecutive months, the margin will be reduced back to the regular margin and will do so for a further 3 months. PPS calling cards available: Anytime, China Gold, Genie, Globe Kababayan, Lotus, Lucky Dragon, Optus Long Distance and Wicket. PPS will make the determination as to which Merchants qualify for the incentive by reference to its records and its decision cannot be disputed.</small></p>	<p>Touch Networks will award \$500 cash to the Touch Merchant who is deemed to be a VAS SUPER MERCHANT by meeting the following criteria: the Merchant needs to be involved in the Touch Pre-Paid SIM Display Unit and Light Box program*; he/she also needs to sell gift cards through one of their selected gift card distributors; he/she needs to demonstrate consistent growth in their pre-paid business over 2012.</p> <p><small>*If you are not yet part of the Touch Pre-Paid SIM Display Unit and Light Box Program then read below to find out how you can sign up. Touch will make the determination as to which Merchants qualify for the incentive by reference to its records and its decision cannot be disputed.</small></p>

Important Information and Disclaimers

The Touch Merchant Loyalty Program and offers inclusive are available to independent/ route Merchants only. The program offers do not apply to 7-Eleven, Officeworks, Ritchies, Bing Lee or other groups that have a trading relationship with the brands featured.

Sign Up for the FREE Touch Pre-Paid SIM Display Unit and Light Box Program
If you are a Touch Merchant who is not yet part of the Touch Pre-Paid SIM Display Unit or Light Box Program then get involved today! Email Jo or Karla at marketing@touchnetworks.com.au with your business name, full name, address and phone number with the subject line 'I'd love to sign up for the SIM Display Unit and Light Box Programs', and a member of the Touch Marketing team will respond to your email within 5 business days. Get in while stock lasts.

Track your Sales for Loyalty Offers on the VAS Extranet
The VAS Extranet offers Merchants a one stop shop for important VAS information. To track your sales for the loyalty offers you are interested in simply log onto the Extranet, click on the 'reports' tab, enter the start and end dates you require, and submit. You will then be provided with a transaction report of all VAS sold within the specified dates so you can calculate the sales for particular products. Remember you can also access Merchant Operating Guides*, product information, the latest Calling Card Rate Card and more via the VAS Extranet.
*Not yet available on XPOS and NAB Extranets

Touch Magazine Subscription Program
The Touch Magazine Subscription Program invites Merchants to subscribe to the Touch Magazine for the

purpose of rewarding them with a FREE gift pack for pro-actively seeking information to grow their VAS Sales. You can sign up electronically for the Touch Magazine Subscription Program via the Touch eNewsletter and the VAS Extranets by clicking on the image of the latest Touch Magazine. To access the sign up form directly via the Touch website go to www.touchnetworks.com.au/touch-merchant/marketing

Regular Updates on Touch Merchant Loyalty Program
We want your business to stay in Touch with all the current news in regards to the Touch Merchant Loyalty Program as well as all the other fantastic programs available through Touch. Please ensure that you view all the Touch eNewsletter and billing advice messages that Touch sends you as well as frequent the VAS Extranet to keep abreast of all the regular updates.

Are there any loyalty offers you'd love to see available through the Touch Merchant Loyalty Program that aren't currently offered? If so, tell us about it. Please email Jo and Karla at marketing@touchnetworks.com.au with your suggestion, business name, full name and phone number and you can WIN a mystery prize.

Touch Networks will feature all Loyalty Offers and regular updates at www.touchnetworks.com.au/touchloyalty, so be sure to visit this site for more information.