

How do our Merchants like us to...

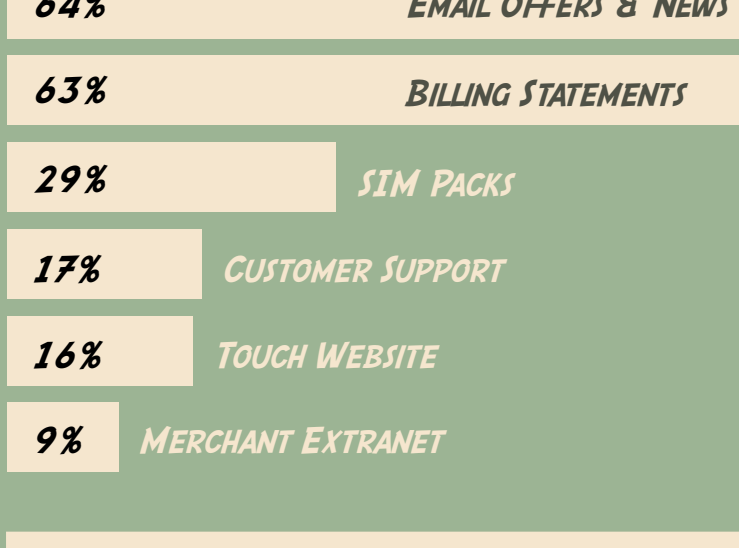


Communicate with them?

Touch Marketing surveyed a random, wide selection of our merchants so that we could learn how they prefer us and businesses similar to ours to communicate with them.

1

WHAT THEY CURRENTLY RECEIVE AND USE:



80.5%

RECEIVE AND USE TOUCH MAGAZINE

EVEN BETTER...

19%

SAY TOUCH MAGAZINE IS "EXTREMELY VALUABLE" WHILE A FURTHER

72%

SAY IT'S "VALUABLE" OR "VERY VALUABLE"

1

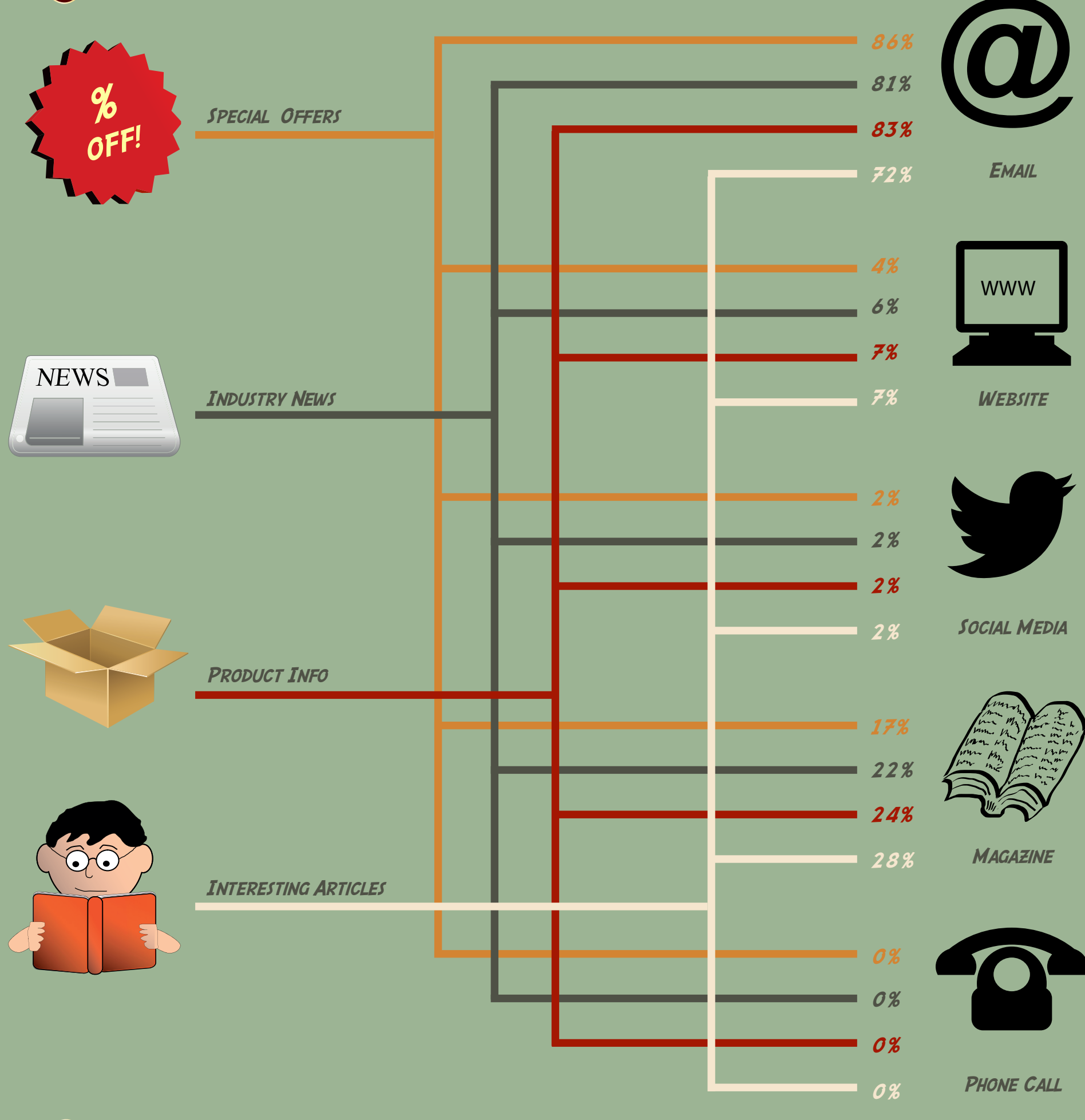
PERSON SAID IT WAS "NOT VALUABLE AT ALL"...



...THEY MUST HAVE CHECKED THE WRONG BOX.

2

HOW THEY LIKE TO RECEIVE CERTAIN INFORMATION:



3

SOCIAL MEDIA

51.5%

OF OUR MERCHANTS SAID THEY WOULD CONNECT WITH US ON FACEBOOK OR TWITTER.

FACEBOOK

YOUTUBE

BLOGS

TWITTER

LINKEDIN

INSTAGRAM

THE SOCIAL MEDIA PLATFORMS OUR MERCHANTS ARE USING



48.5%

SAID THEY WOULDN'T CONNECT WITH US BECAUSE THEY DON'T USE SOCIAL MEDIA OR WOULD PREFER TO KEEP IT PERSONAL RATHER THAN MIXING IT WITH BUSINESS. GLOBALLY, THESE FOLKS ARE THE ODD ONES OUT.

4

TOUCH MAGAZINE

88.9%

OF MERCHANTS ARE FAMILIAR WITH TOUCH MAGAZINE...

...AND OVERALL,

82%

THINK IT'S EITHER "GOOD" OR "GREAT"

NOT A SINGLE MERCHANT

RATED TOUCH MAGAZINE AS "NOT GOOD" OR "BAD".

...NOT EVEN THE GUY WHO SAID IT WASN'T VALUABLE.

THEY SAID OUR

- CALLING CARD RATE GUIDE
- FREE SIM PACKS
- FEATURE ARTICLES

ARE THE MOST USEFUL PARTS OF THE MAGAZINE

(BUT THEY LOVE THE OTHER STUFF TOO)

WE ALSO KNOW THEY LOVE:

ANF MAGAZINE
THE RETAILER
CONVENIENCE WORLD
RETAIL WORLD
ARN MAGAZINE
IT WORLD
EPAY MAGAZINE
QNF MAGAZINE
METCASH MONTHLY
CONFENTIONARY BUYERS GUIDE

THE OTHER THINGS THEY LOVE ABOUT TOUCH MAGAZINE ARE:

- "SHARING WITH MY TEAM"
- "IT'S FREE!"
- "PRESENTATION & ARTICLES"
- "LOTS OF PRODUCT INFO"
- "EVERY ISSUE HAS USEFUL INFO"
- "THAT IT ARRIVES"
- "ALL INFORMATION IN ONE PLACE"
- "KEEPS ME UPDATED"
- "EASY TO READ"
- "I CAN READ IT WITH COFFEE"
- "CAN PICK IT UP WHENEVER I WANT"
- "SEEING OTHER'S STRATEGIES"
- "THE LOYALTY PROGRAM"
- "IT REMINDS ME TO CHECK ORDERS"



OUR MERCHANTS TOLD US WHAT THEY DON'T LIKE ABOUT TOUCH MAGAZINE:

"IT'S ONLY PUBLISHED QUARTERLY. WE LOVE IT SO MUCH WE WANT IT MORE OFTEN."

5

WHAT CAN WE LEARN FROM THIS?

IN THE WORDS OF ONE OF OUR MERCHANTS:



"I APPRECIATE THE AVENUES WE ARE ABLE TO COMMUNICATE AND ANY IMPROVEMENT OR EXPANSION WOULD ONLY ENHANCE THE SERVICE"

WELL DONE TOUCH NETWORKS!