



# Membership Point Reward Plan 2020

Foodchem International Corporation

[www.foodchem.com](http://www.foodchem.com)

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# 1 Foodchem Memeber

## How to be Foodchem Member

### Gain the growth value of customers

Shipment/history of cooperation/other behavior can get corresponding growth value

### Evaluate membership level

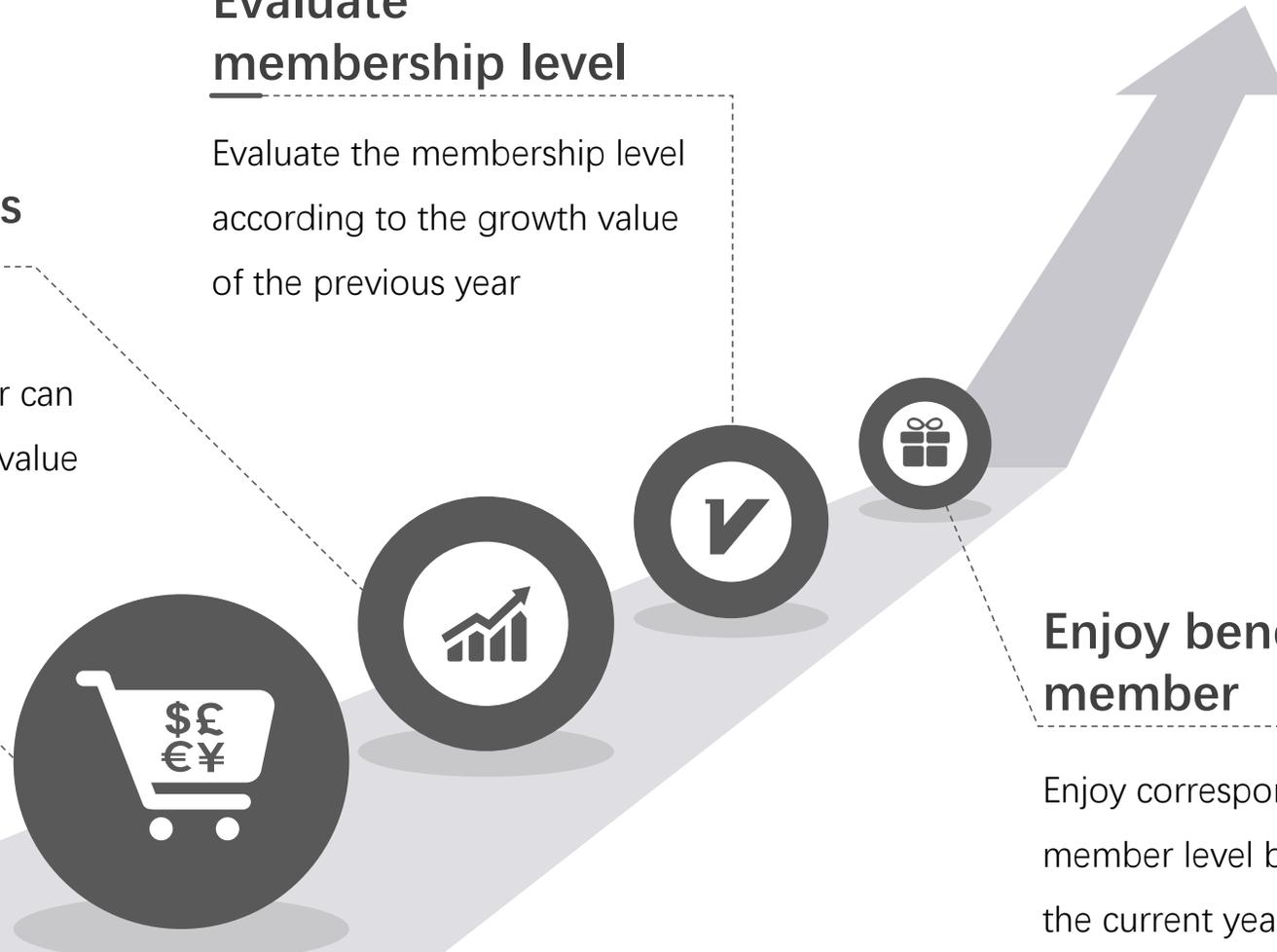
Evaluate the membership level according to the growth value of the previous year

### Purchase from Foodchem

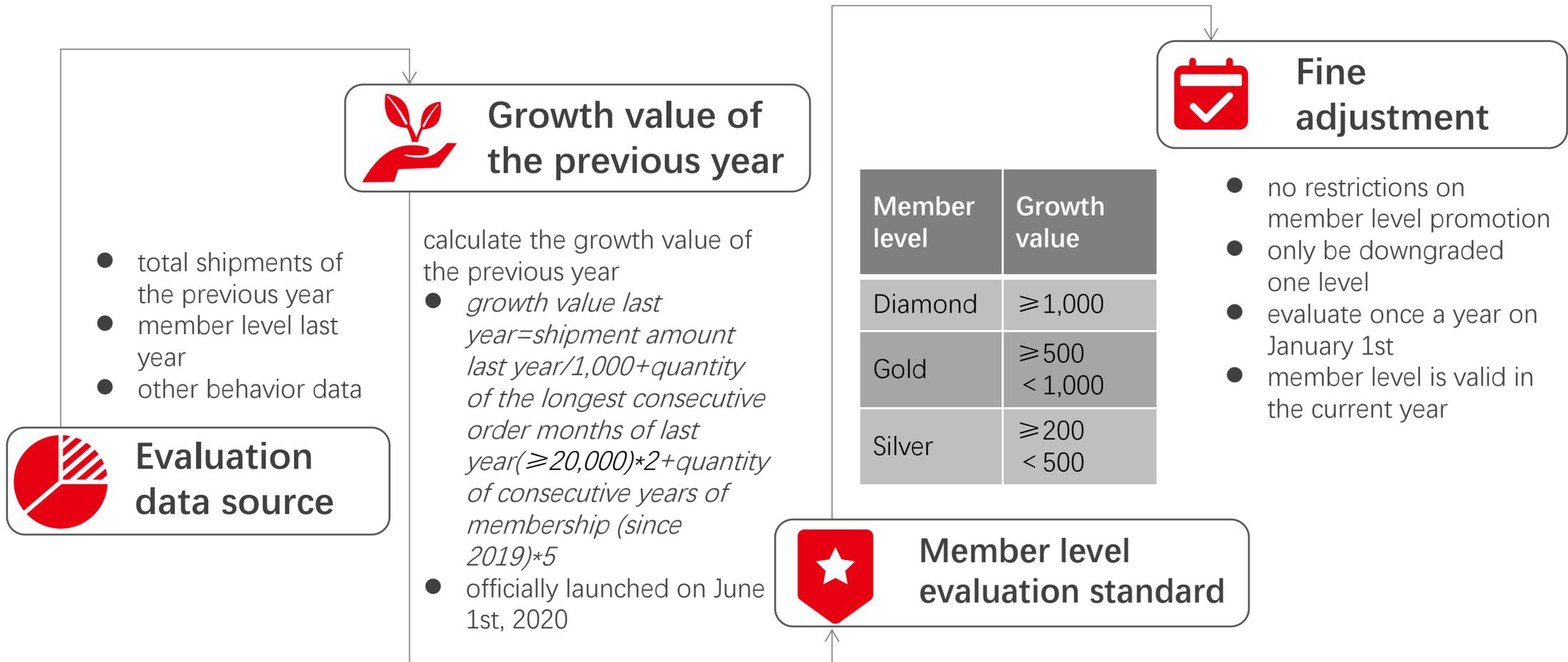
Every purchase generates additional value

### Enjoy benefits of member

Enjoy corresponding member level benefits in the current year



# How to evaluate membership level



# 2 Membership point How to get Membership point

**process**

- get points

**condition**

goods shipped and full payment completed

**process**

- multiple points

**condition**

participate in multiple point reward marketing activities

**process**

- qualification
- multiple

**condition**

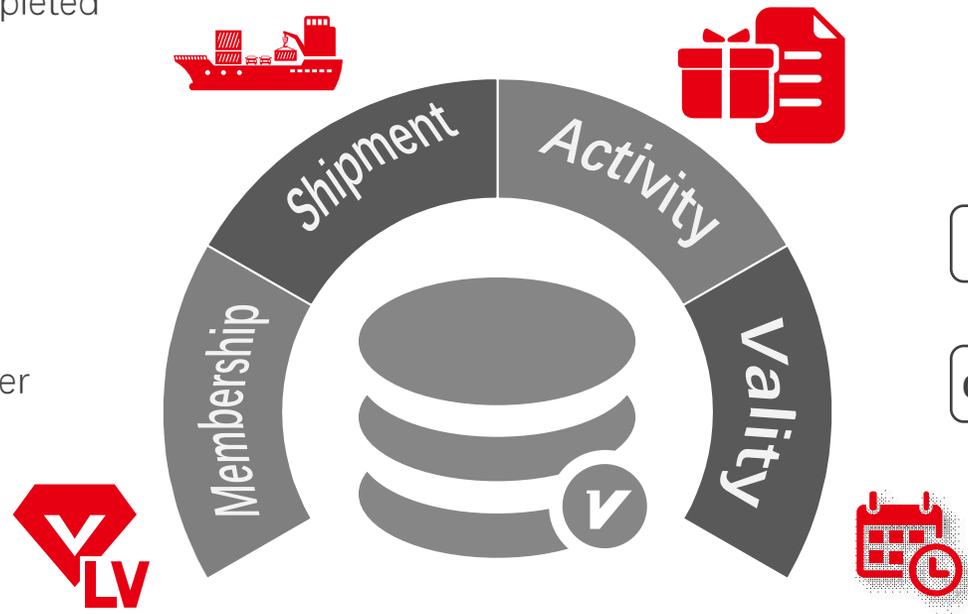
be evaluated as Foodchem member level

**process**

- available points

**condition**

points within the validity period can be used



## 2 Membership point

# The usage of Membership point

### Deduction

- Order deduction



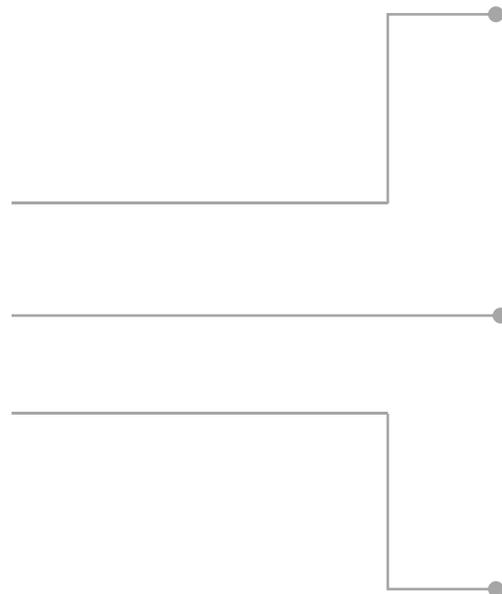
### Exchange

- Physical gifts
- Virtual gifts

1 Member point = 1 USD

**Note:** Part 3 has a detailed description of the rules and procedures for the use of points.

# How to confirm your member level



## Automatic Calculation

The system automatically records and calculates the growth value of customers in the previous year



## Level Update

Automatically updated on January 1st every year based on last year's growth value



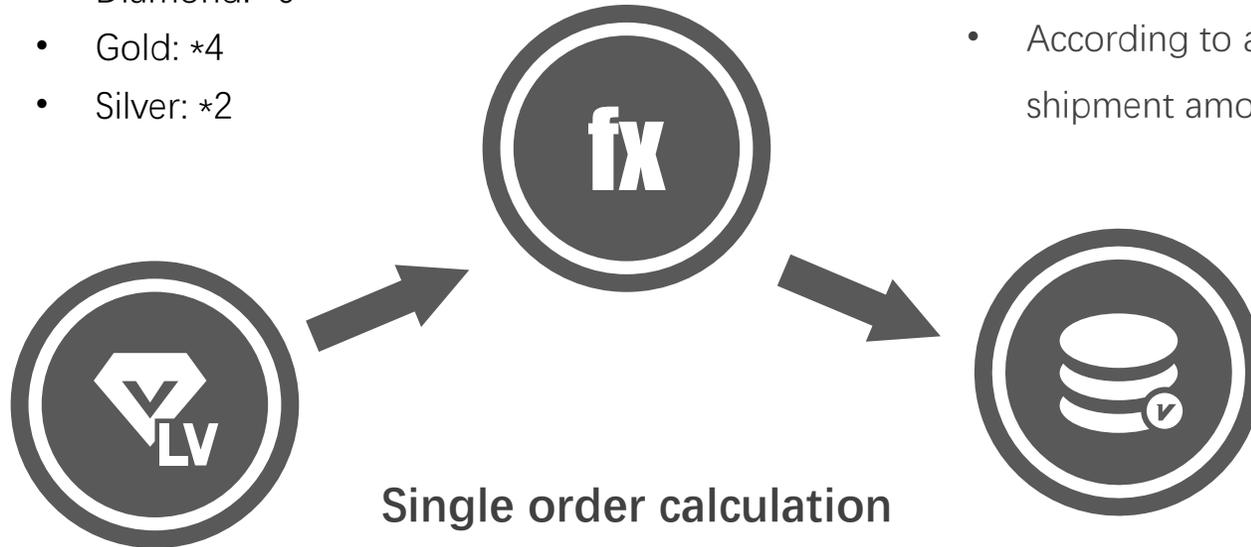
## Confirm Way

CSC will inform your new member level every year by email/sns etc., and you can communicate with your exclusive business representative or CSC at any time to confirm your membership level and points

# How to calculate your member points

## Confirm multiple

- Diamond: \*6
- Gold: \*4
- Silver: \*2



## Single order calculation

- Order amount/1000\*multiple

## Actual points calculation

- According to actual shipment amount

## Actual reference cases



**RU071xxx28**

Dimond Member

Recent Order Date	<b>2020-04-16</b>
Recent Order Amount	<b>USD 516,200</b>
Points of This Order	<b>3097.2</b>

### *Specific calculation process:*

$$\begin{aligned}
 & \text{Order amount}/1000*\text{multiple} \\
 & =516,200/1000*6 \\
 & =3097.2
 \end{aligned}$$

# How to use your memeber points

## Current standard process

### Confirm

Exclusive business representative confirms specific application

- Specific order(deduction)
- Specific gifts(exchange)

### Update

Data deduction and synchronous update of corresponding integral



### Apply

Customer applies for using points

- deduction or exchage
- how many points



### Implement

According to the use plan of points confirmed by both parties

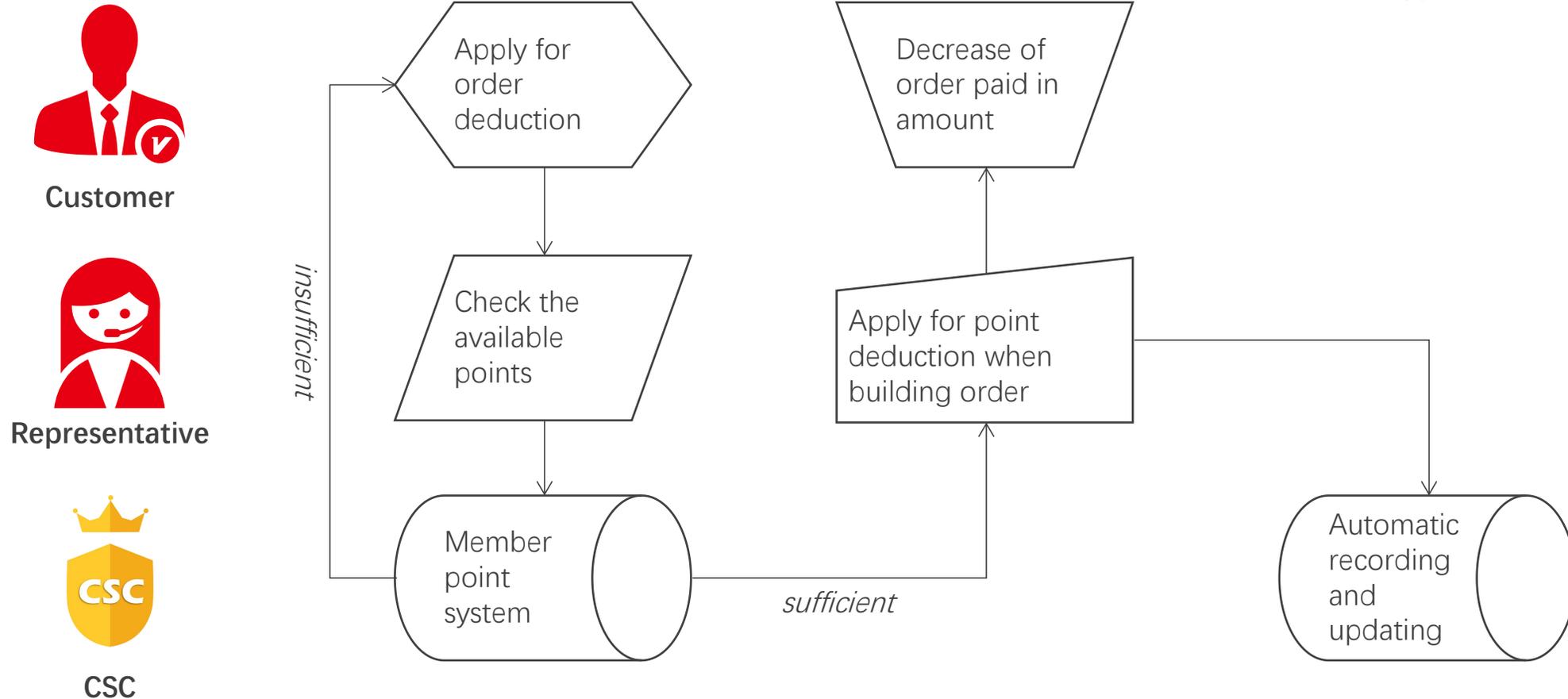
- Decrease of order paid in amount(deduction)
- Purchase designated gifts(exchange)



# How to use your memeber points

**Operation manual-Order Deduction**

The proportion of order deduction for single order:  
 $\leq 50\%$



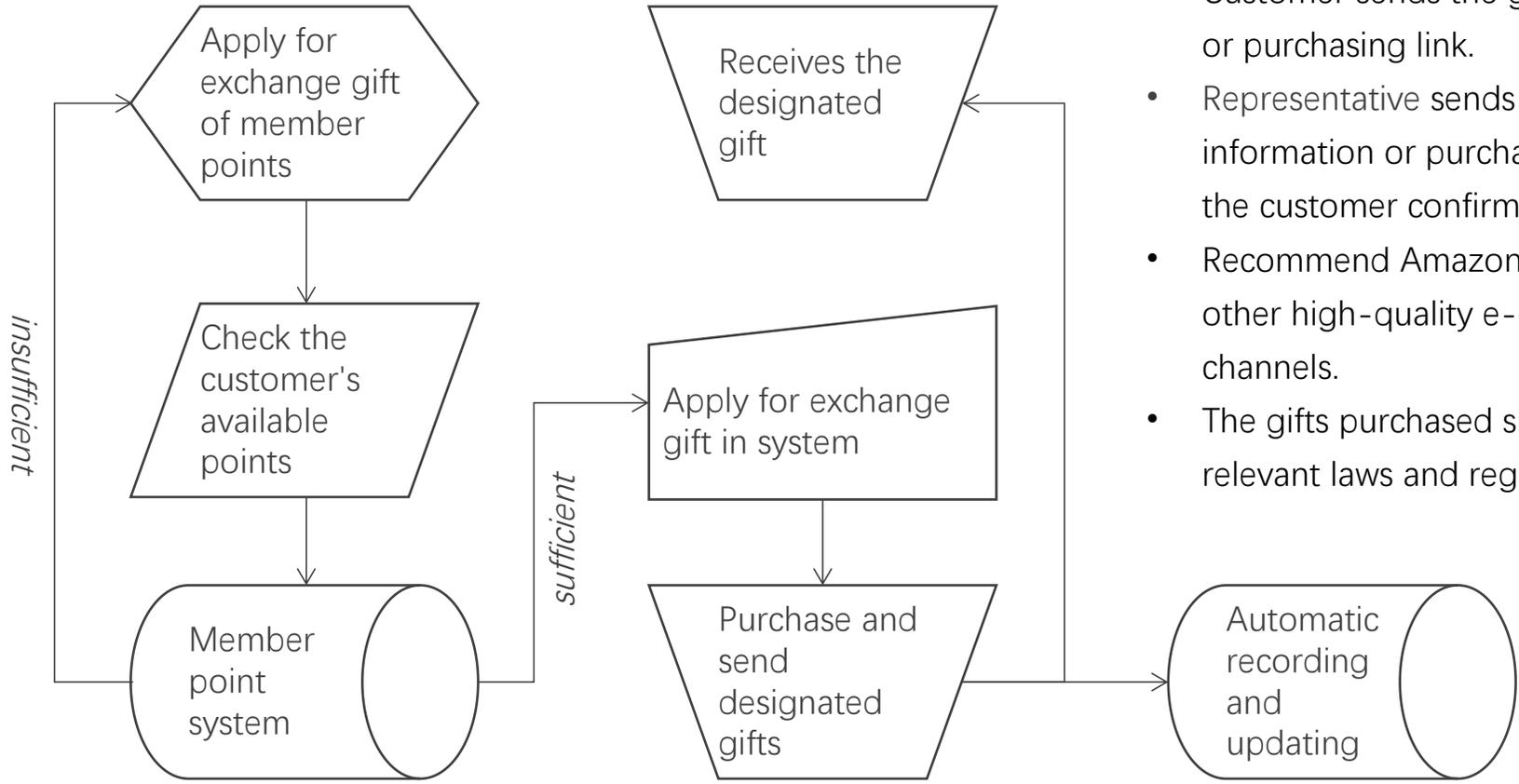
## Operation manual-Exchange Gifts

- The express fee of gifts shall be deducted with points.
- Customer sends the gift information or purchasing link.
- Representative sends the gift information or purchasing link, and the customer confirm it.
- Recommend Amazon, tmall, JD and other high-quality e-commerce channels.
- The gifts purchased shall comply with relevant laws and regulations.

Customer

Representative

CSC



# How to use your memeber points

**Reference gift-Exchange Gifts**



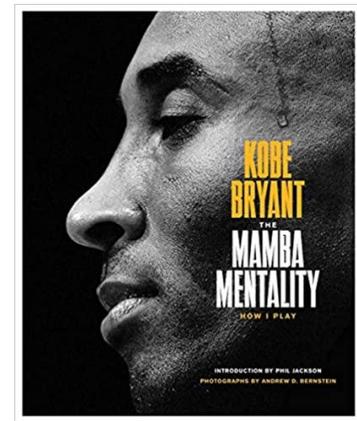
**2020 MacBook Pro 13.3**

- jd.com
- Price: ¥ 14,499.00
- Points: 2,100



**NOCO Boost Plus GB40**

- amazon.com
- Price: \$125
- Points: 125



**The Mamba Mentality: How I Play**

- amazon.com
- Price: \$18
- Points: 18



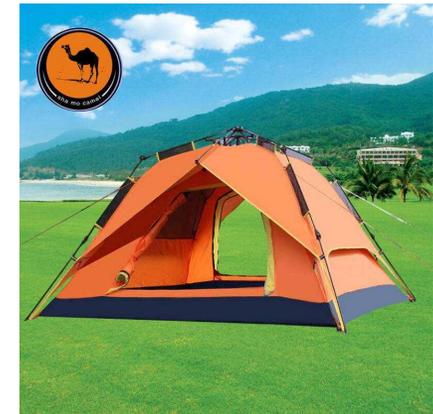
**HUAWEI P40 Pro 5G**

- tmall.com
- Price: ¥ 5,988.00
- Points: 855



**Lancôme La Vie Est Belle**

- amazon.com
- Price: \$120
- Points: 120



**Camel automatic outdoor tent**

- tmall.com
- Price: ¥ 269.00
- Points: 38



**Foodchem<sup>®</sup>**

Customer Service Center

Our service, your trust!

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