



# MOJODOMO

Welcome to a new era in customer engagement  
where fintech & martech converge



# MOJODOMO Omni tech Platform



## Semi-open-loop

Connecting loyalty marketers to consumers to merchants



## Performance-based

Riding trusted credit rails for instant settlement



## Cross-border

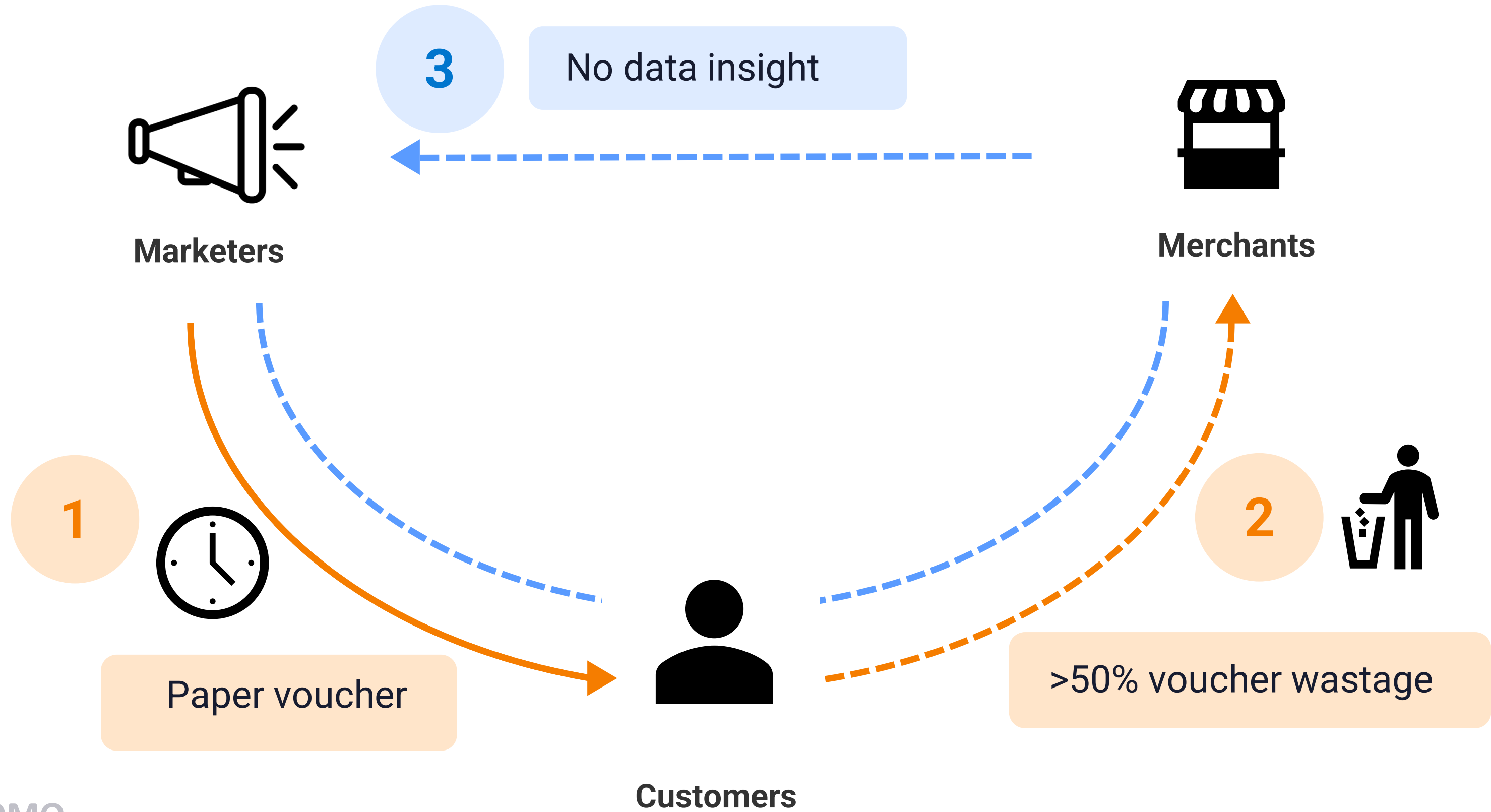
A passport for redemption rewards



## First-to-market

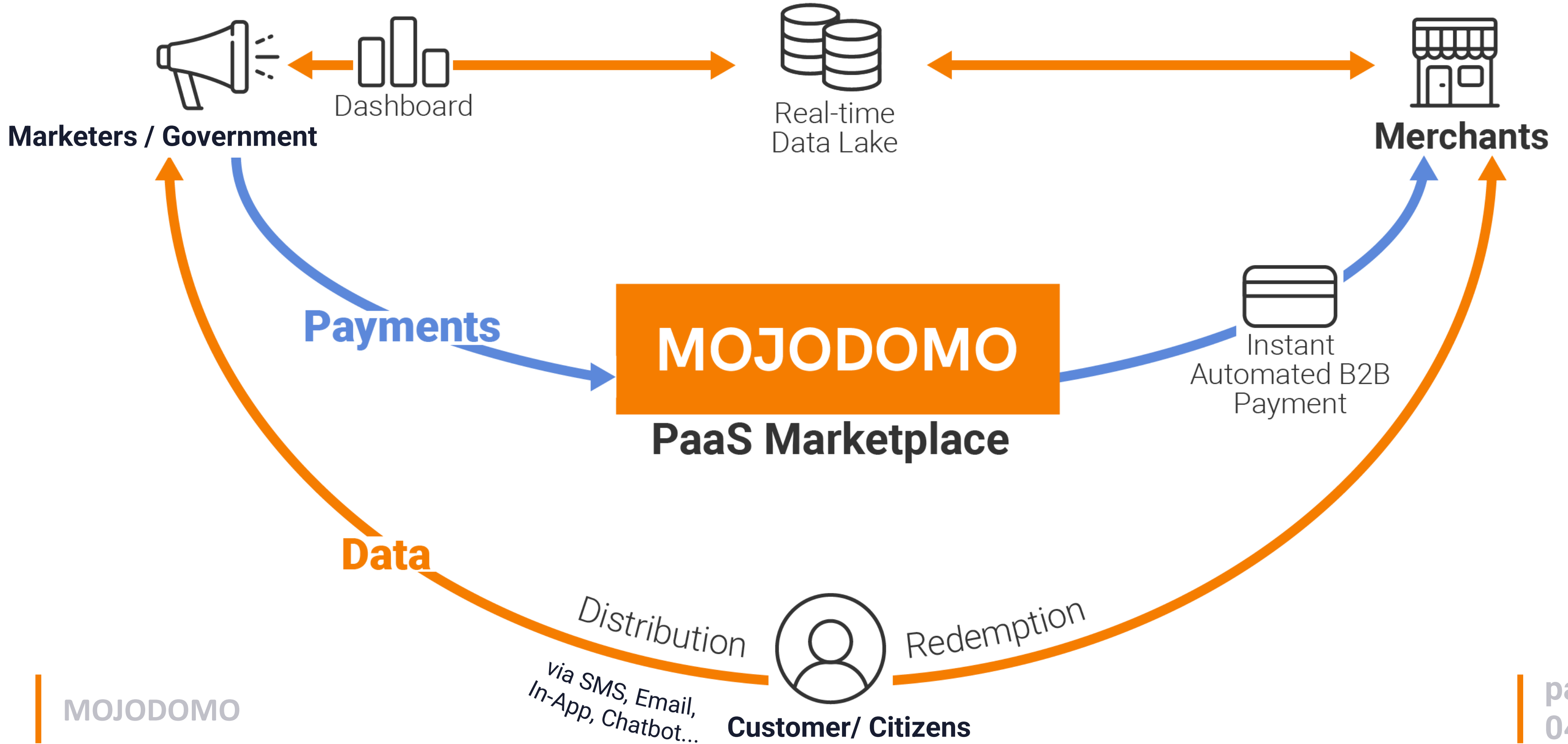
First in Asia, first in the world

# Problem Today – Loyalty Disconnect





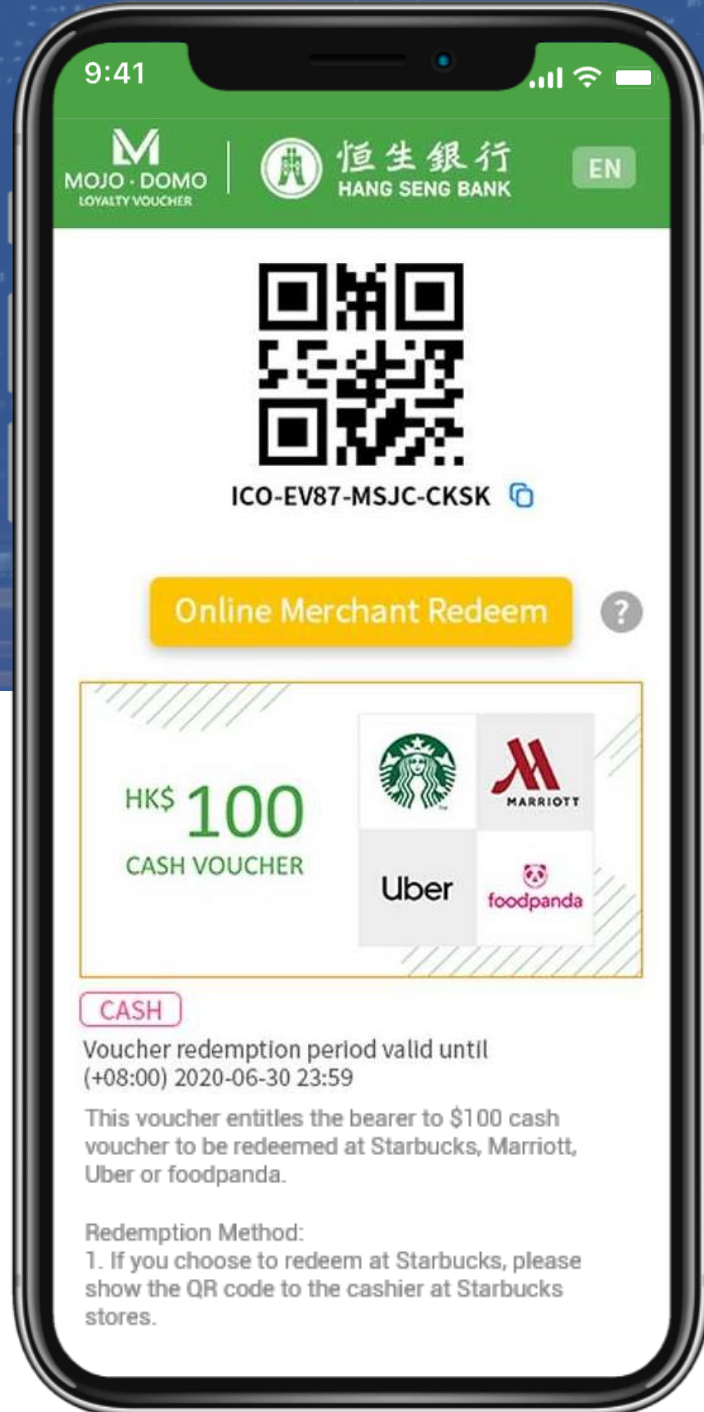
# Semi-open loop digital voucher marketplace





# FinTech Showcase – Hang Seng Bank Customer Engagement via Chatbots

Instant rewards on Digital Banking (HARO)  
& Business e-Banking (BERI)



The banner features the Hang Seng Bank logo and the BERI logo. The text reads: 'Who says there's no free lunch? Register for **BERI Fun Rewards** and perform Remittances, FX Buy/Sell transactions and more to win up to **HKD800** foodpanda or other cash coupons!'. Below the text are two buttons: 'BERI Fun Rewards' and 'Haven't used Hang Seng Business e-Banking?'. The background shows a man using a smartphone with a chatbot interface.

The banner features the Hang Seng Bank logo and the BERI logo. The text reads: 'Reward **HKD100** foodpanda e-Cash Voucher (Unlimited quota) Or get a chance to win **HKD8,000** The Peninsula Hong Kong e-Cash Voucher (Quota: 5 winners)'. The background is green with circular patterns.

Campaign co-created with Hang Seng Bank

Mojodomo enables **multiple merchant options** in one voucher

Mojodomo enables the issuance of voucher values **from HK\$100 to HK\$8,000** for millions of Hang Seng customers.



# Product Showcase— Hang Seng Bank A Seamless Customer Journey

A seamless and hassle-free experience



Hang Seng distributes rewards via chatbot, SMS, email, In-App...

Customer receives reward with Multiple Merchants

Customer chooses and redeems preferred reward

Instant automated voucher payment between merchant and Hang Seng

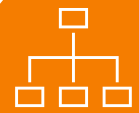
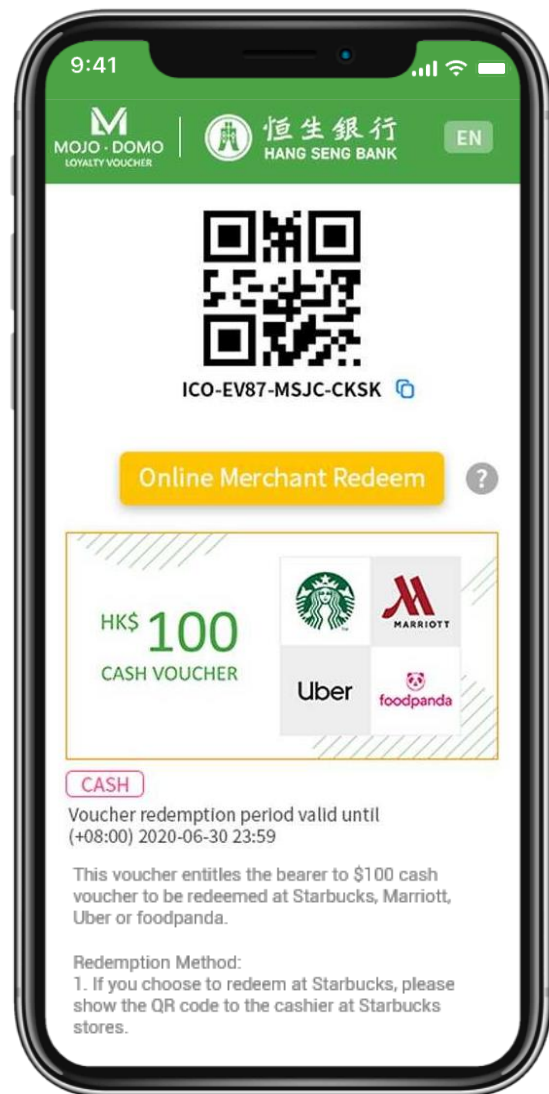
Real-time Last Mile Data available for all stakeholders

# Our Disruptive Voucher Features

## MOJODOMO Voucher

VS

## Traditional Voucher



All-in-one Voucher Management



Branded Voucher or Gift Card



High security: Dynamic QR code



Customized offerings



Complete customer journey



No control on individual voucher



No marketer brandings



No Security



Single offer

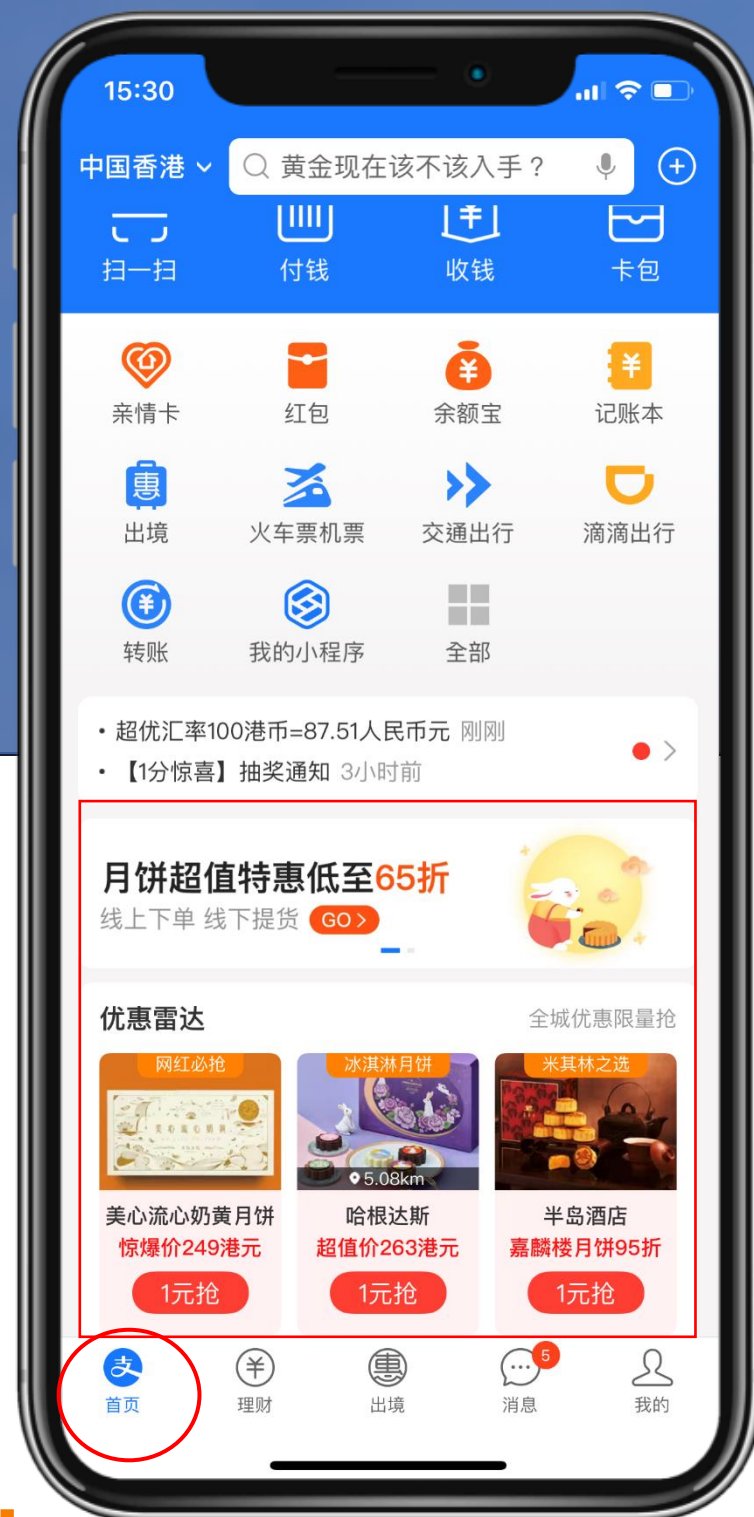


No transaction information





# Alipay & Alipay HK Consumption Voucher Scheme Data Analysis



Get Insights from MOJODOMO data-driven fintech solution as Planning Tools

React fast with the economic trend with data knowhow

VDP can discover brand's App usage and user behavioral preference instantly



# MOJODOMO easily connects with merchants

Web / Native App / mPOS terminals



Merchant QR code on Tent cards / stickers



Cashier POS via API Call



PMS via API Call



## Easy set-up & integration

All parties integrate to our platform or through APIs. No hidden costs or infrastructure overheads.

## Seamless & secure

The whole redemption process is performed on Mojodomo's backend server.





Government

# Complete transaction data feeds each marketer's **Real-time Data Lake**

Delivering back:

**WHO**

**WHAT**

**WHERE**

**WHEN**



A complete picture of each citizen's behavior

**No sensitive data is captured!**

Marketers can optimize, manage, query and generate reports in real-time.

The screenshot displays the MLV Portal interface for Hong Kong Insurance Limited. It features a search criteria section on the left with filters for Campaign ID, Campaign Type, Campaign Date From, and Campaign Date To. The main area shows a table of campaigns with columns for Campaign ID, Campaign Name, Campaign Type, Campaign Start Date, and Campaign End Date. Below this, there's a section for 'Comparison of Voucher Distribution Status' with a gauge chart showing 'Acquired Vs Allocated' for the offer acquisition date period of 2019-04-01 00:00:00 to 2019-12-31 23:59:00. The bottom part of the screenshot shows a detailed view of a voucher with fields for Voucher ID, User Code, User Mobile Country, User Email, and User Mobile. A table below lists voucher details with columns for Campaign Name, Offer Name, Voucher ID, Acquire Date Time, Voucher Status, Currency, Redeem Amount, Marketer Payment, Payment ID, and Payment Status. A small Excel icon is visible in the top right corner of the interface.



# Illustration of proposal

## 1 Gov Branded Gift Card/ Voucher

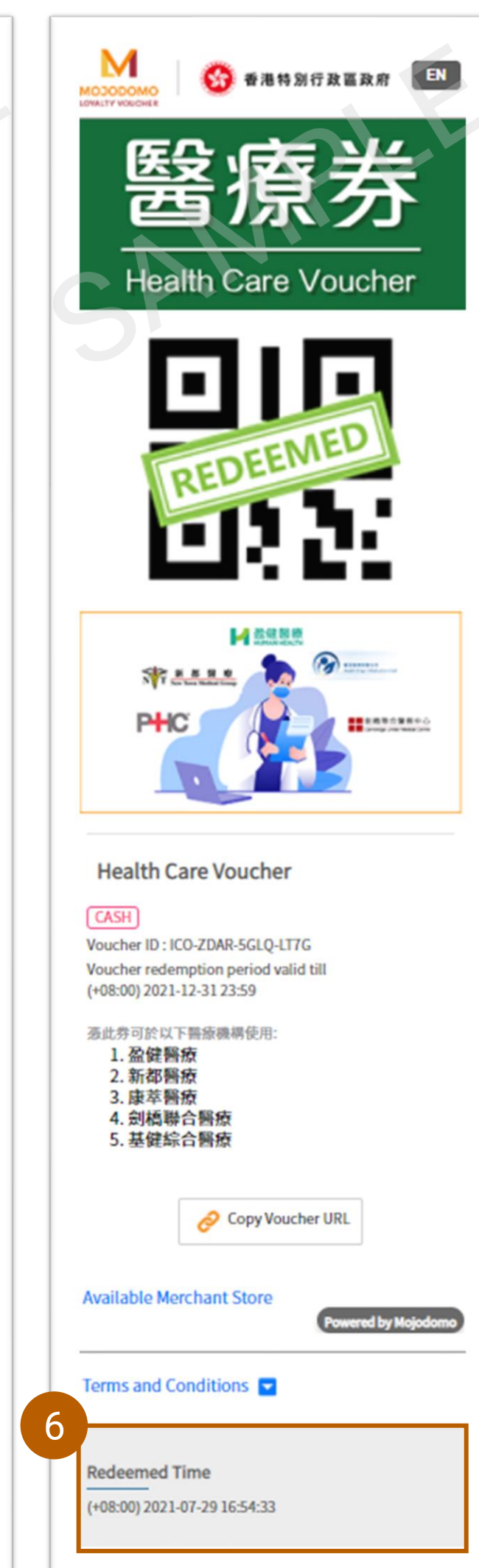
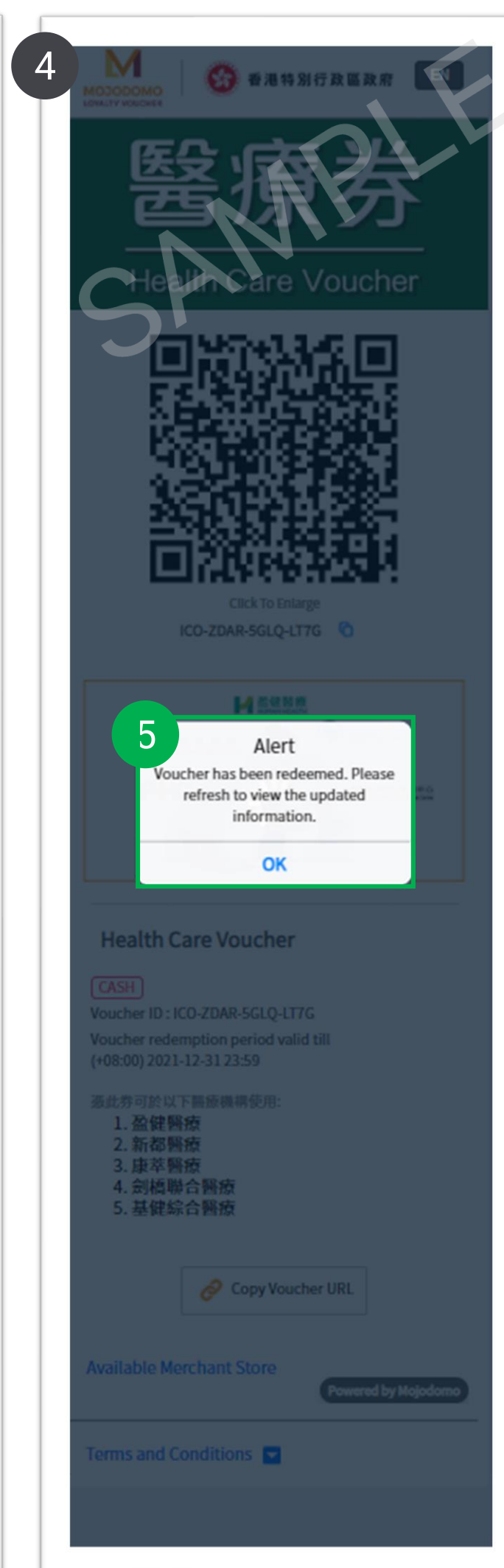
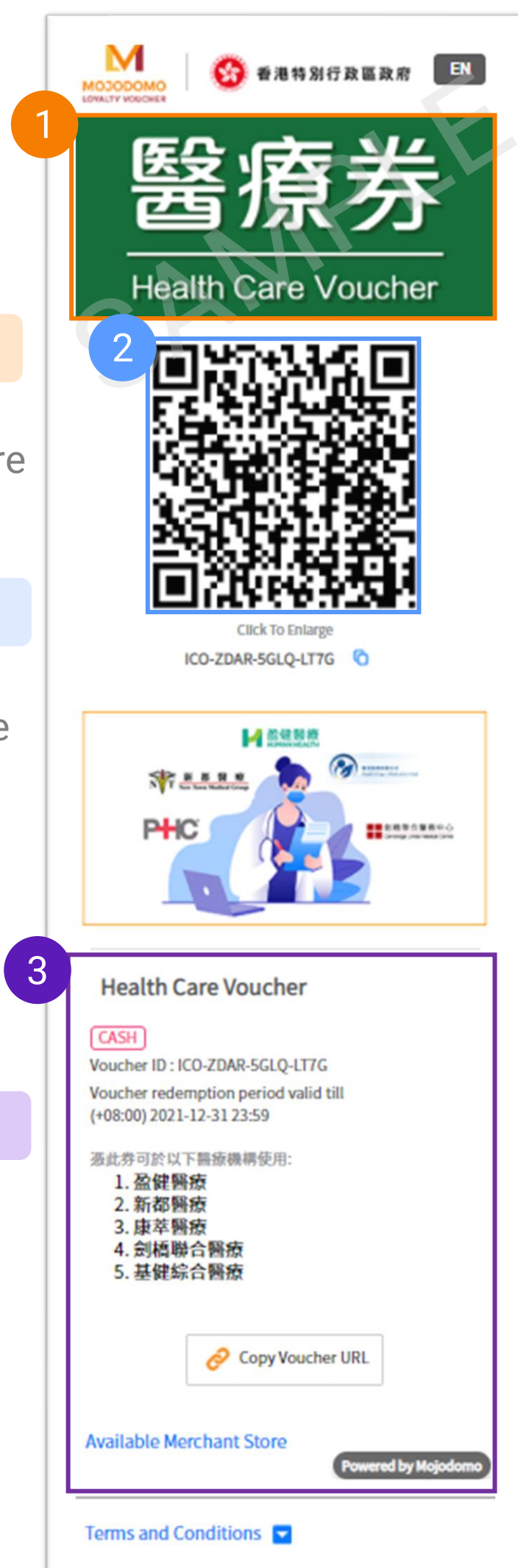
- Clearly branded
- Versatile design for different welfare

## 2 Enable SSO and Dynamic QR code

- The user can complete the verification with one time passcode to activate the voucher via SSO
- Set the QR code as dynamic with short time limit.

## 3 Comprehensive Redemption Info.

- Specify redemption environment.
- List all the available stores
- redemption guidelines
- T&C



## 4 Hassle-free Distribution

- Allow the voucher issuer to update or terminate the offer instantly
- Distribution with just a click

## 5 User-friendly Interface

- Requires confirmation before redemption
- User friendly design to guide citizens through redemption journey

## 6 Real-time Transaction Records

- Real-time transaction record
- Gov receives data back in real time



# MOJODOMO's 4 Key Values bring about countless benefits

## Values

## Benefits

1

### Customizable and versatile offers

Set specific offer to audience  
Multiple offers (1-to-many merchants)

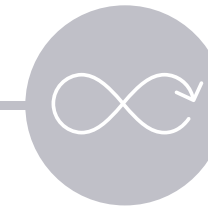


- Enhance voucher scheme **effectiveness**
- **Data-driven analysis** and **planning**

2

### Paid upon consumption

No prepayment and long lead time

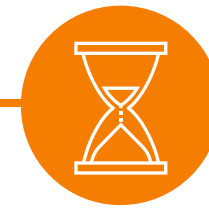


- **Control** and **manage** usage
- **Retrieve** unused **budget**

3

### FinTech Edge to financial service

Control on the approved purchase  
Automated B2B payment

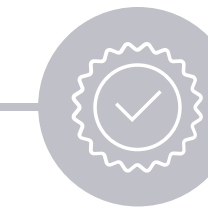


- **Reduced** administrative **workload**
- **Shorten** **payment cycle**

4

### High security level

No sensitive data captured  
Bank-grade security



- **Avoid** **fault / abuse cases**
- Ensure **personal data security**





# Thank you

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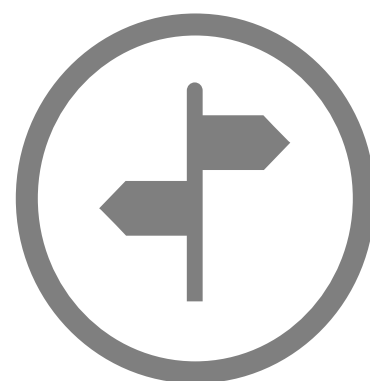
# Why MOJODOMO is First of its kind

## With MOJODOMO

### Without MOJODOMO



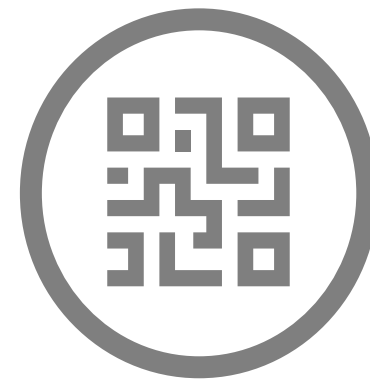
Voucher  
Wastage



Lack of  
Flexibility



Incomplete  
Data



Inconvenient  
Redemption



Zero Waste,  
performance-  
based



Multiple  
merchants,  
On/ offline



Real-time,  
Quality Data



Easy Redemption  
& choices

Enabled by our **automated B2B payment infrastructure**