

PassKit Passes

Why PassKit?

- ▶ Our deep experience solving process and technology problems across diverse industries, including financial services, gives PassKit a comprehensive understanding and appreciation of the rapidly changing environment and our clients needs.
- ▶ **Our solution is proven.** We already have business customers all over the world.

The PassKit Offering



Comprehensive API



Sales tools



Scalable cloud infrastructure



Analytics platform



Software development kits



Process advisory



Online tools



Code examples



Marketing materials

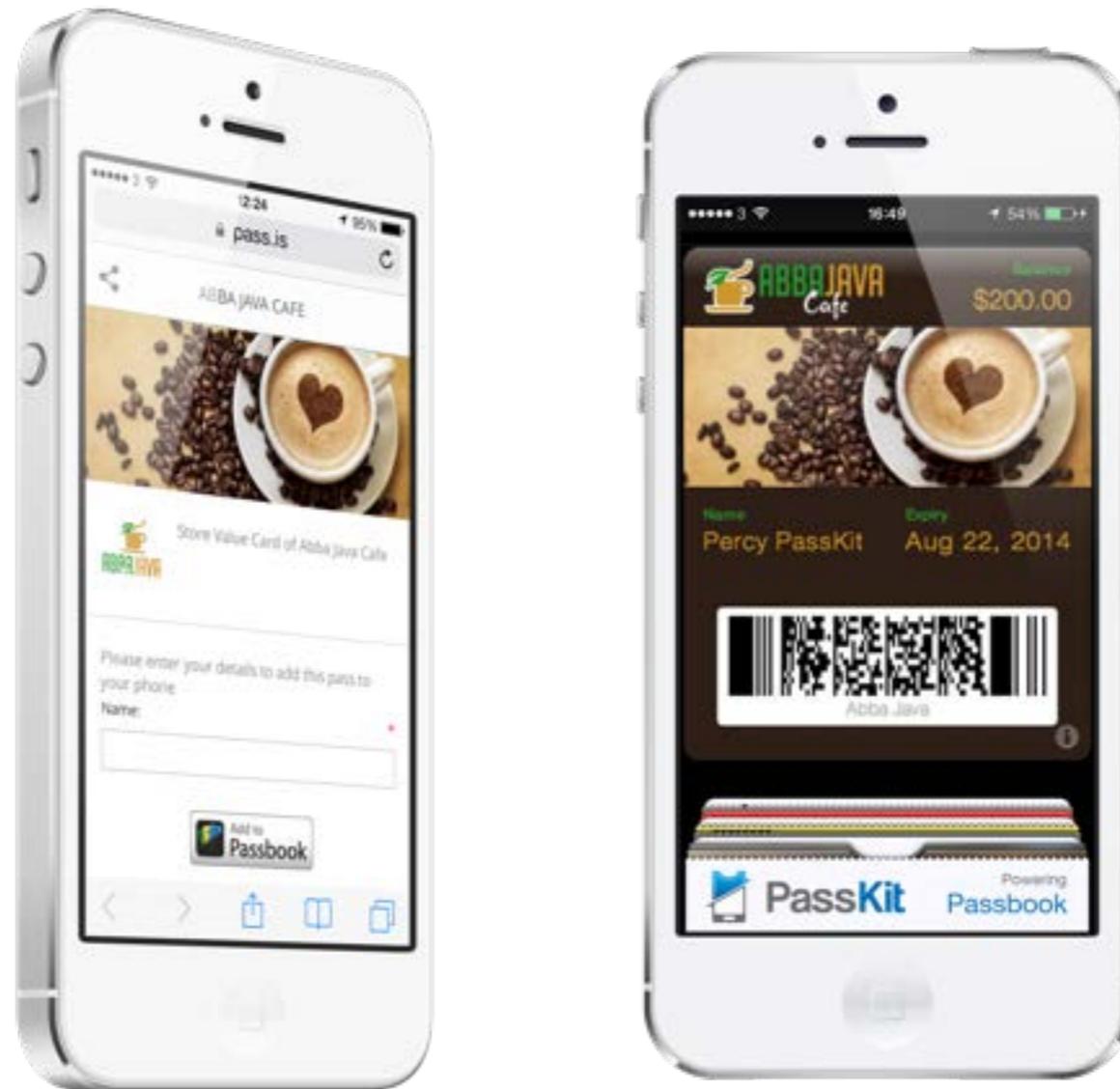


Security

We offer everything a business needs to integrate and profit from Passbook.

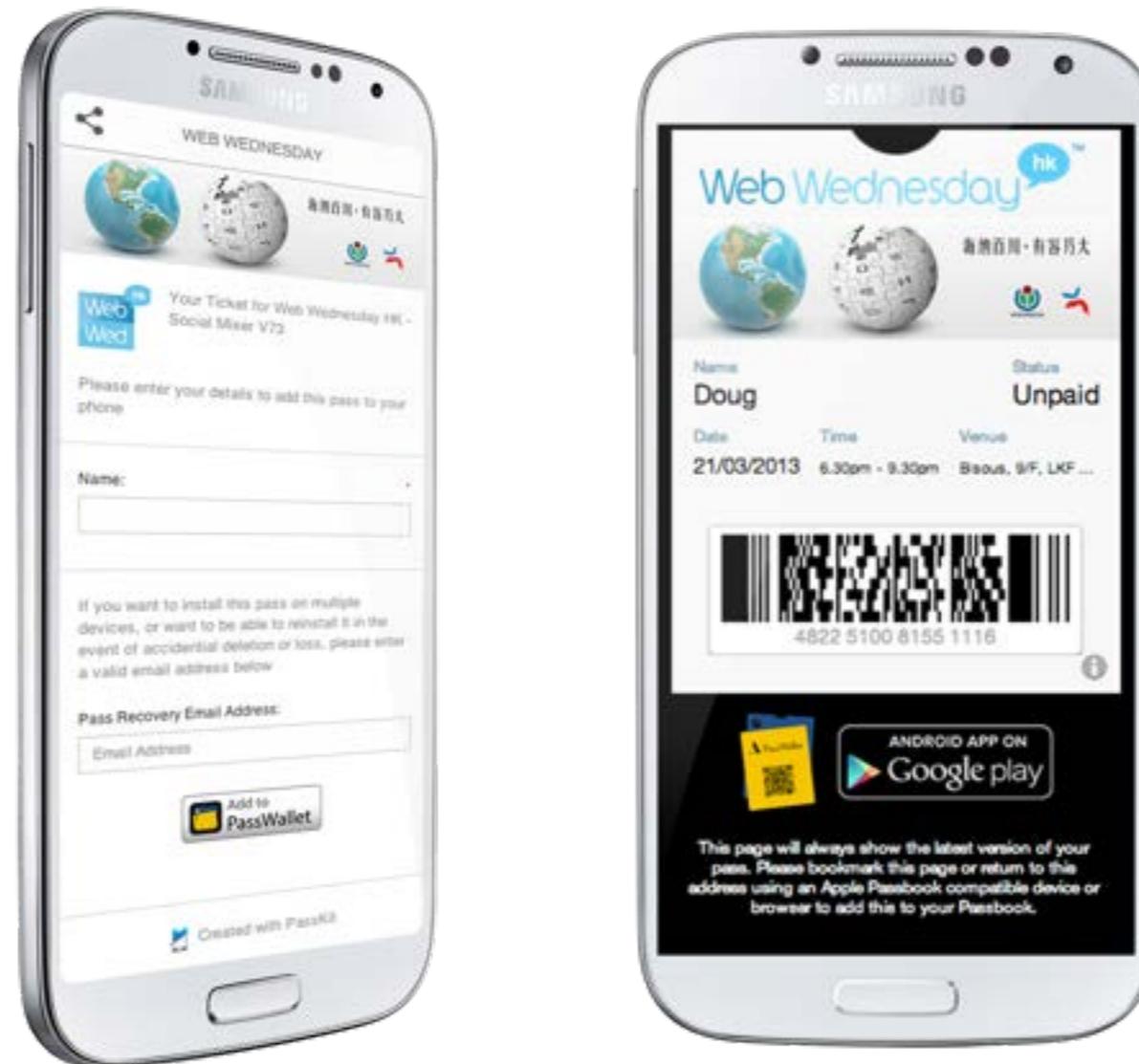
iPhone
Users
Experience

- ▶ Access to mobile landing page (can be customized)
- ▶ Fill out fields for user input
- ▶ Click Add to Passbook
- ▶ **Customers get their Pass in their wallet instantly!**



Android Users Experience

- ▶ PassWallet is a third party app and offers the same features as Apple Passbook on Android.
- ▶ PassKit has developed a solution so Passes distributed to non iOS users are displayed in the native browser.
- ▶ First click "Download Viewer" and then click "Add to PassWallet".
- ▶ **Anyone with a smartphone can use Passes!**



▶ You can choose different ways to distribute your passes.

Distribution Ways

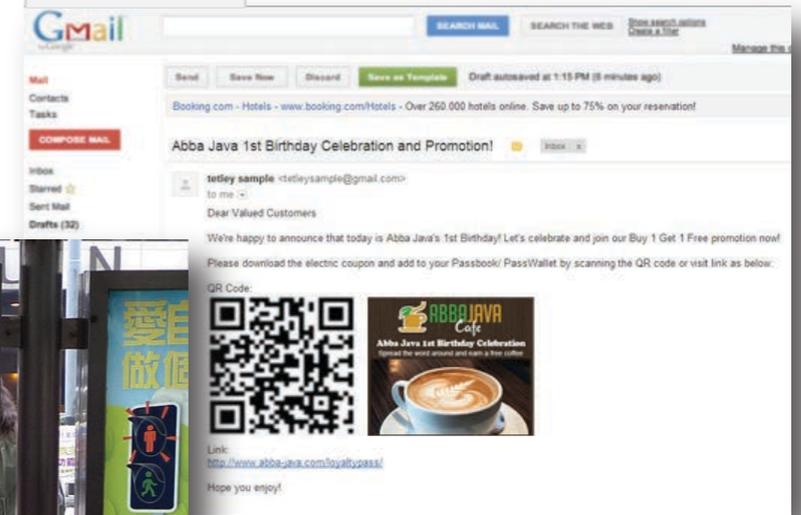
Tent Card



Poster



EDM



Facebook Fans Page



Online Advertisement



Pass Types



1. Membership Card



2. Stamp Card



3. Coupon



4. Business Card



5. Store Card



6. Event Ticket

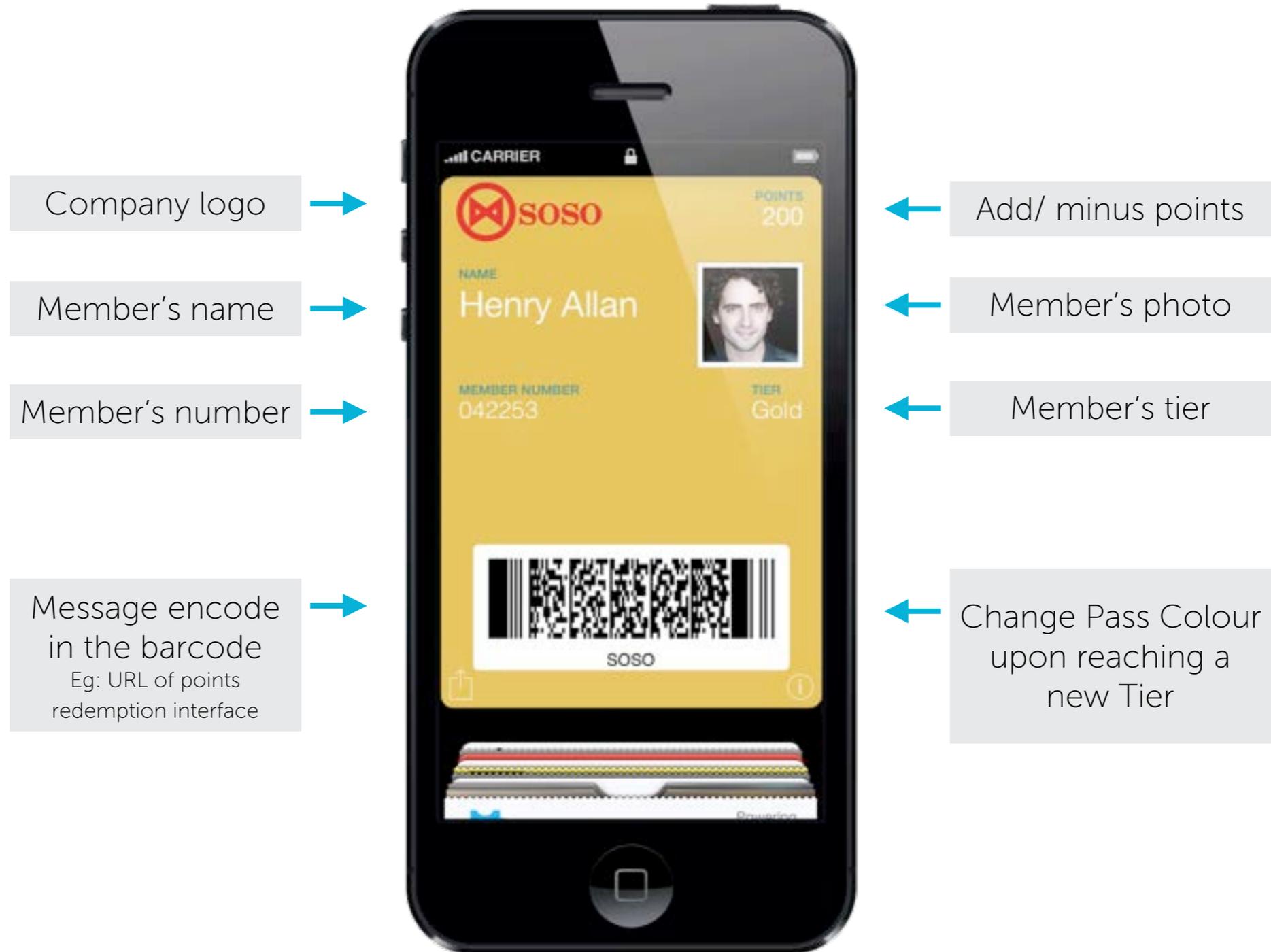


7. Transit Pass

1. Membership Card

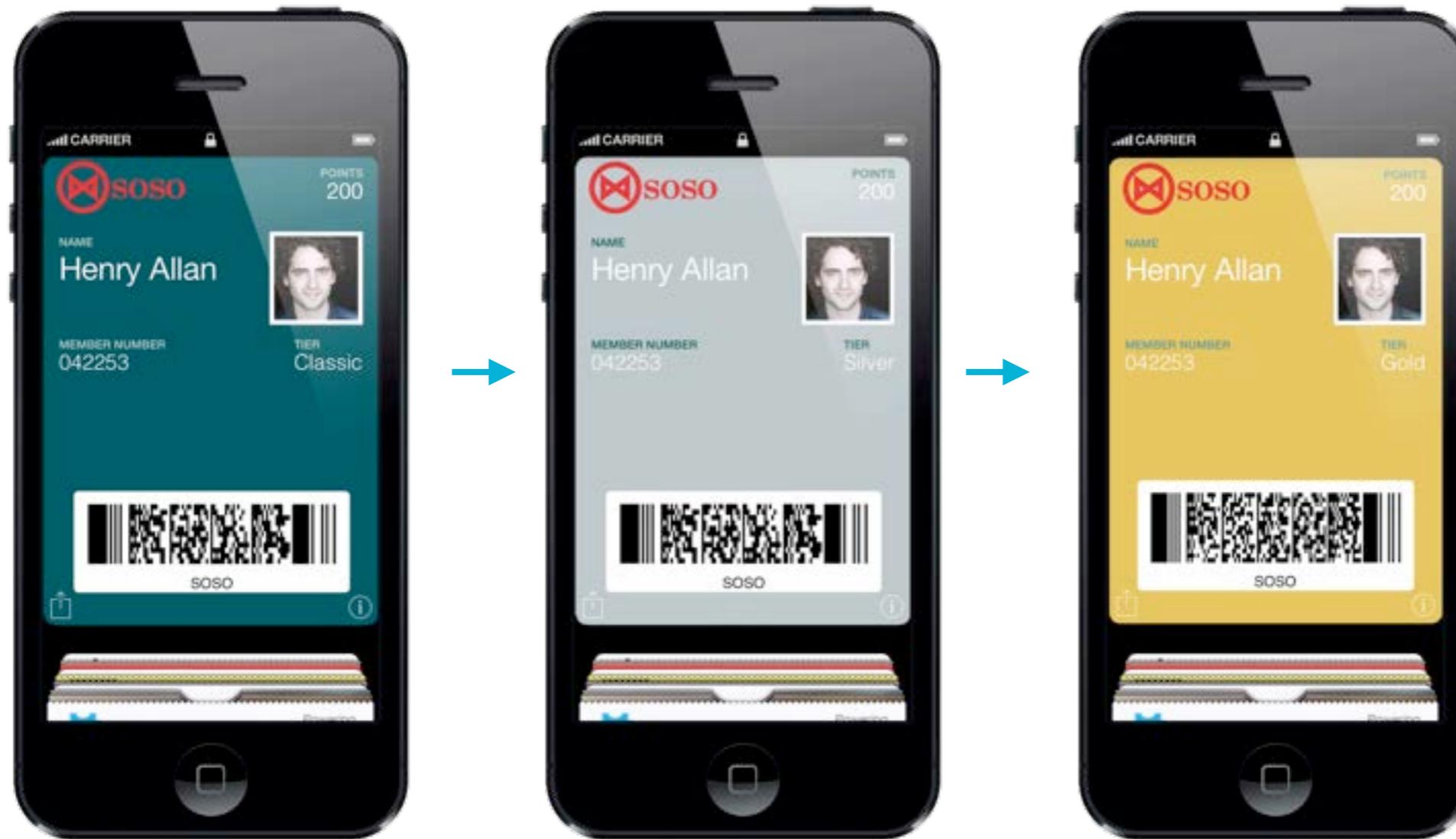
! Below is the example of pass setting, fields name/ label/ data can be customized based on needs.

1. Membership Card Layout



A. Tiers of Membership Card

- ▶ Any field, colour or image can be updated on the Pass at any time. For example:
 - ▶ Update Membership Tiers
 - ▶ Change Pass Colour upon reaching a new Tier
 - ▶ Update Promotional offers when they upgrade memberships
- ▶ You can choose to push an lock screen alert to the customer or update 'silently'



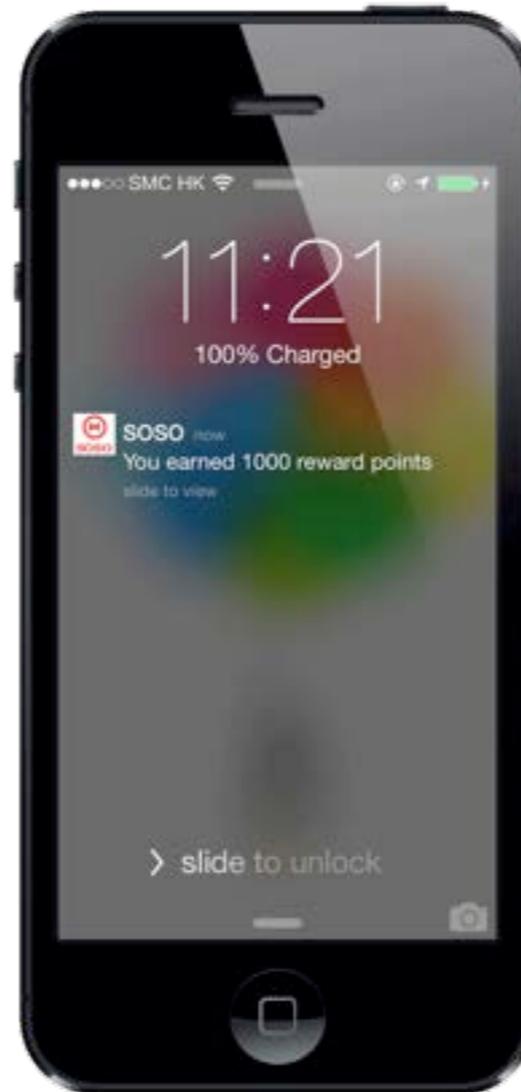
B. Points Redemption of Membership Card- Customers

Step 1



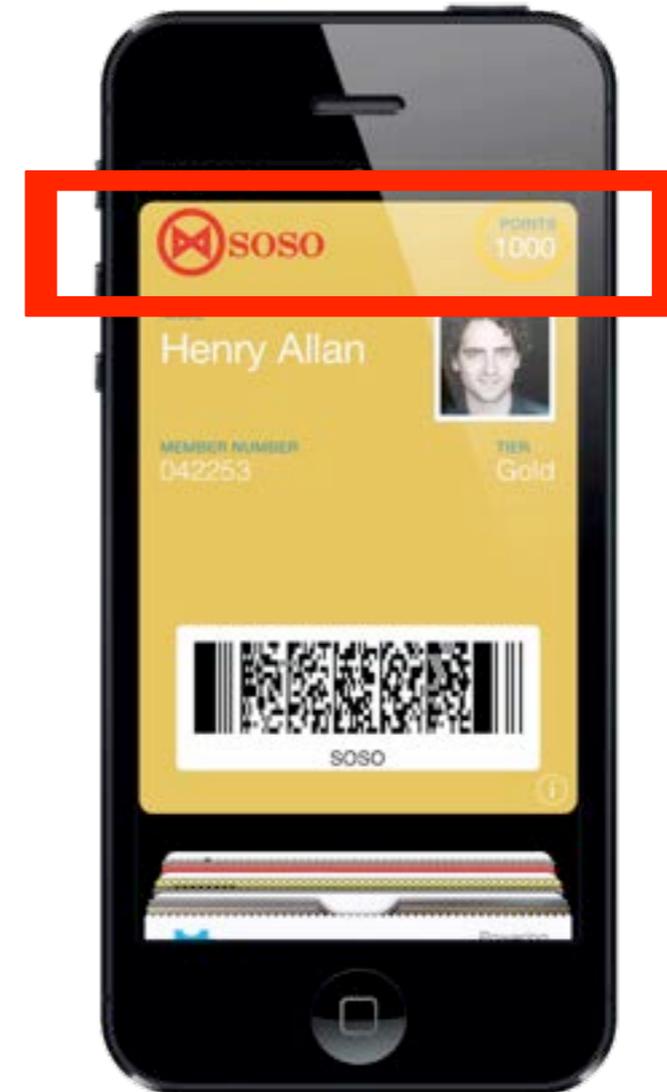
Customer presents their member pass to staff prior to ordering.

Step 2



Customer will receive a notification message with their updated points/ balance value.

Step 3



Points/ balance will be updated and show on customer's pass automatically.

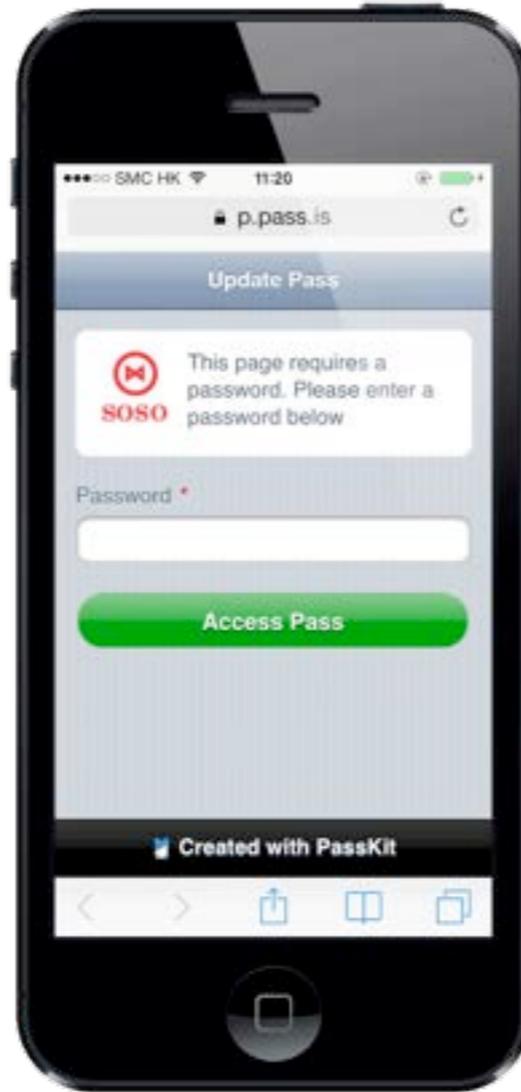
C. Points Redemption of Membership Card- Merchants

Step 1



Staff scans the QR code on the customer's pass and connects to the value update page.

Step 2



Staff inputs the password for verification.

Step 3



Staff inputs the updated balance value and click update.

Step 4



Pass has been updated & pushed.

2. Stamp Card

! Below is the example of pass setting, fields name/ label/ data can be customized based on needs.

2. Stamp Card Layout



A. How Chop Pass works? (Customers)

Step 1



Customer scans the QR code from tent card or poster.

Step 2



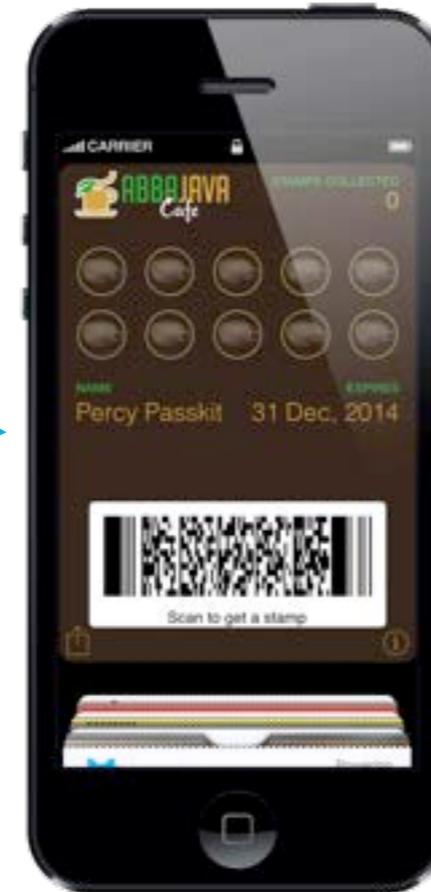
Customer enters their name or any required information.

Step 3



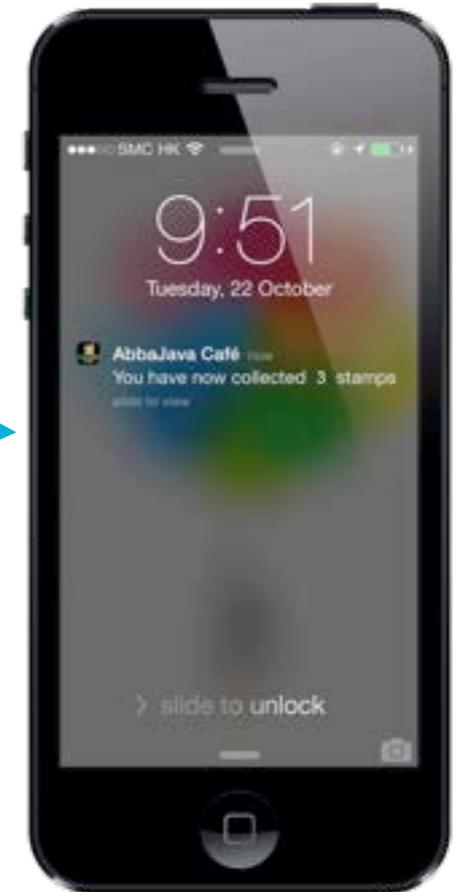
Customer clicks "Add" to add the pass to their device.

Step 4



Customer presents their chop pass to staff prior to ordering.

Step 5



Customers will receive a notification message with their updated chop values.

A. How Chop Pass works? (Customers)

Step 6



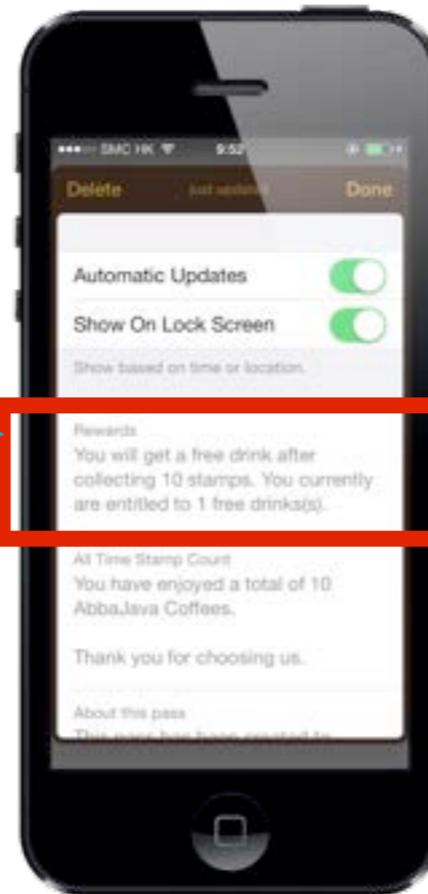
Updated chop values will also display on the front of pass.

Step 7



When 10 chops collected, the pass will unlock, and the strip image will be changed.

Step 8



Reward message will be updated and show on the back of customer's pass automatically.

Step 9



Customer can now redeem the free drink in your shop!

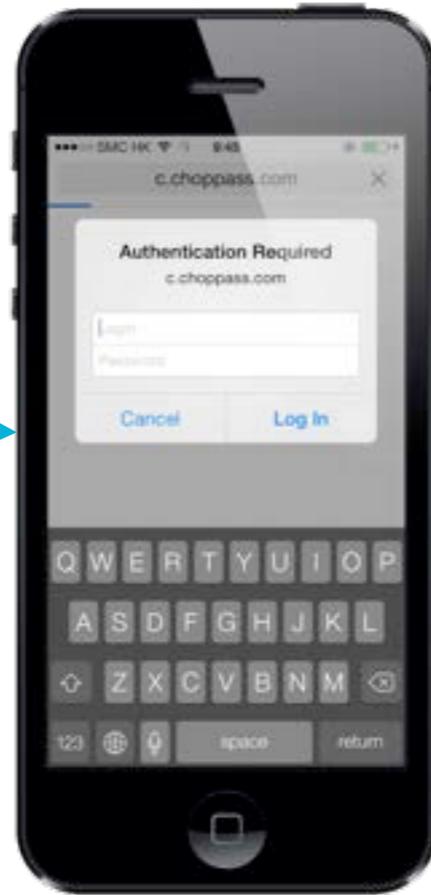
B. How Chop Pass works? (Merchants)

Step 1



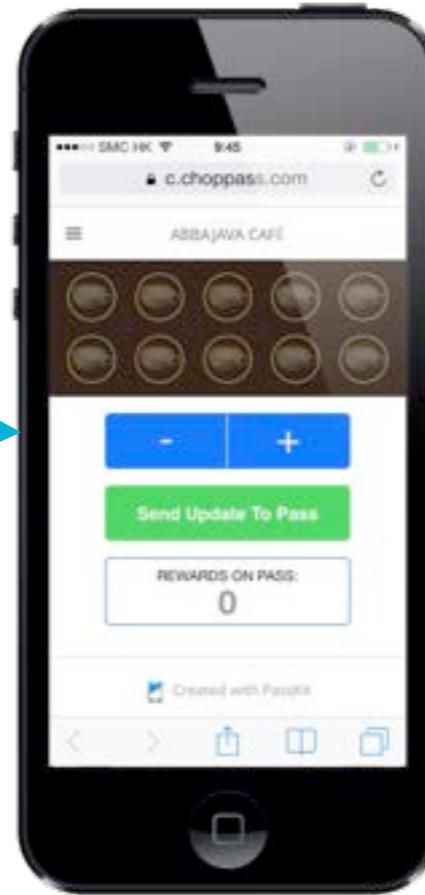
Staff scans the QR code on the customer's pass, and connects to the redemption page.

Step 2



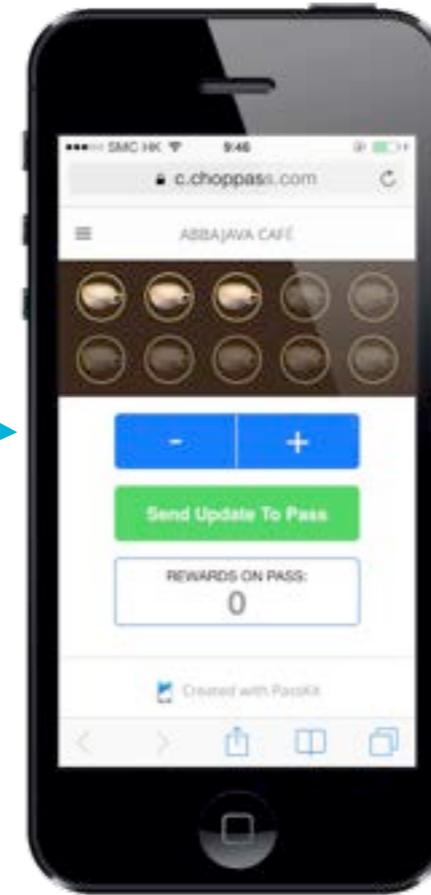
Staff inputs the user name and password for verification.

Step 3



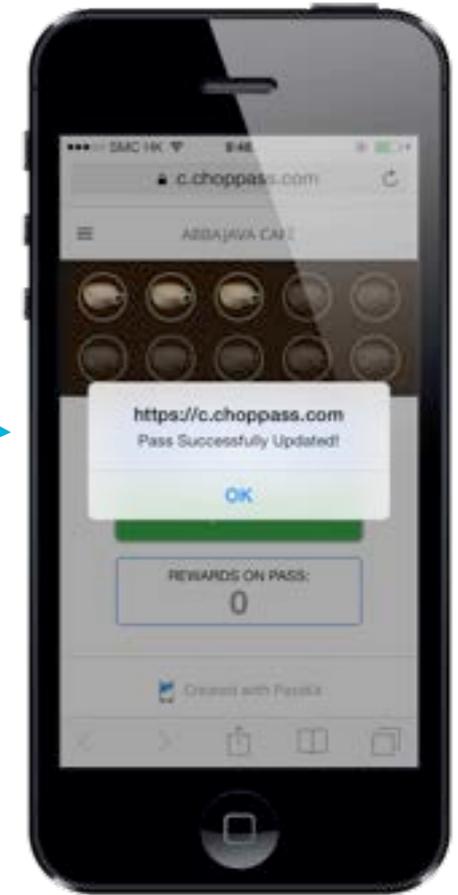
Staff can now add or minus chop numbers.

Step 4



Staff clicks "send update to pass"

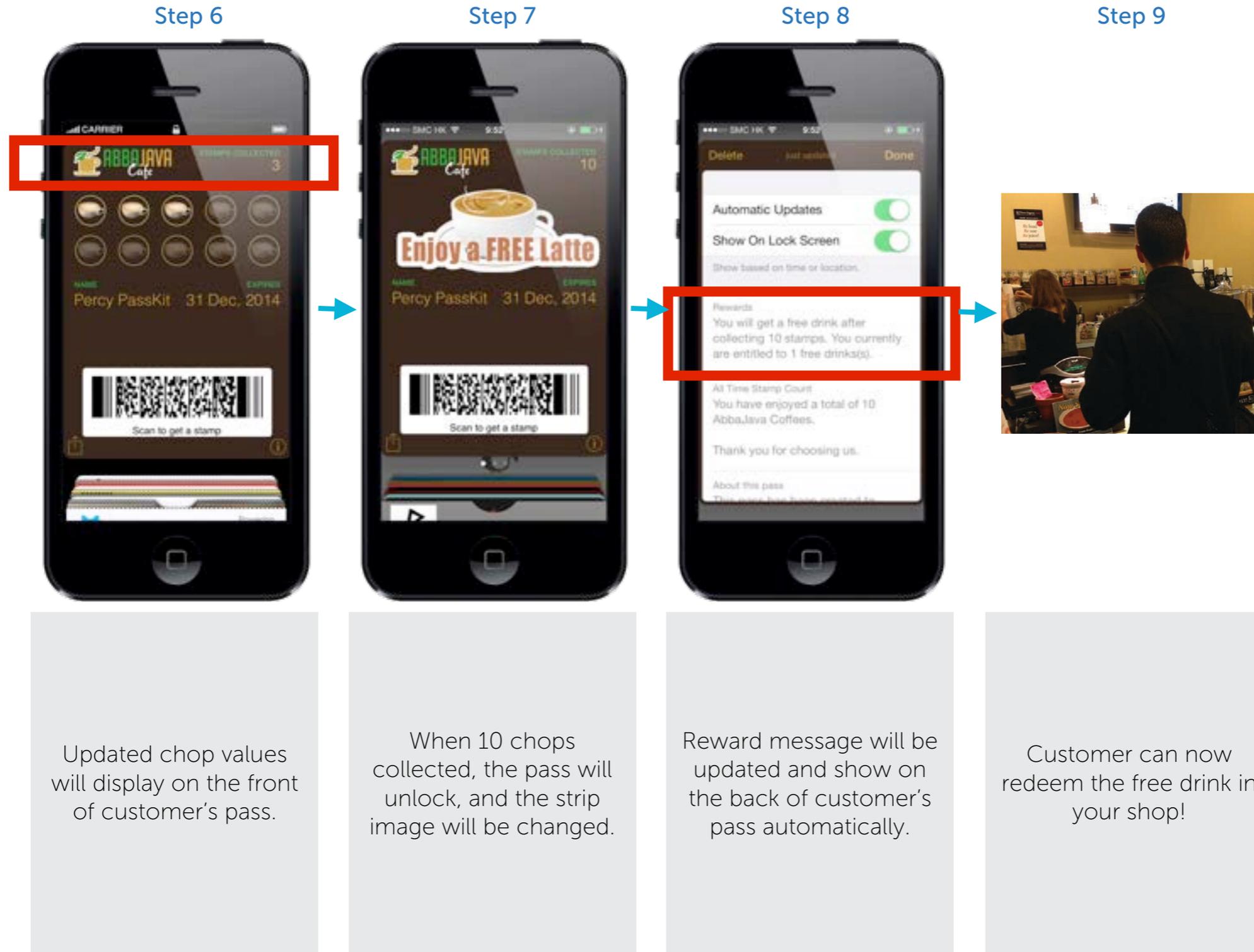
Step 5



The screen will show as pass successfully updated.

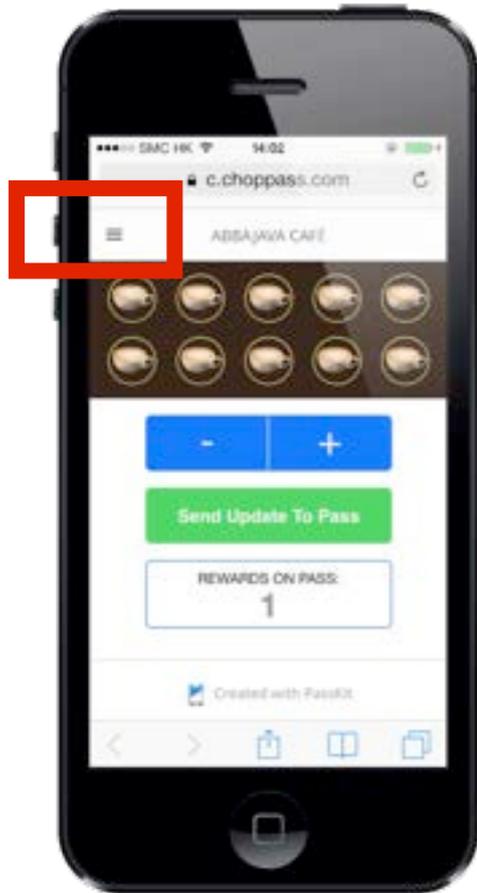
! You can motivate and remind customers to redeem the pass and the expiration date by sent out a push notification message to their devices.

B. How Chop Pass works? (Merchants)



C. How to redeem the Chop Pass reward?

Step 1



Scan the barcode from the front of pass and connect to the redemption page. After 10 chops collected, the reward no. will be changed to 1 or more.

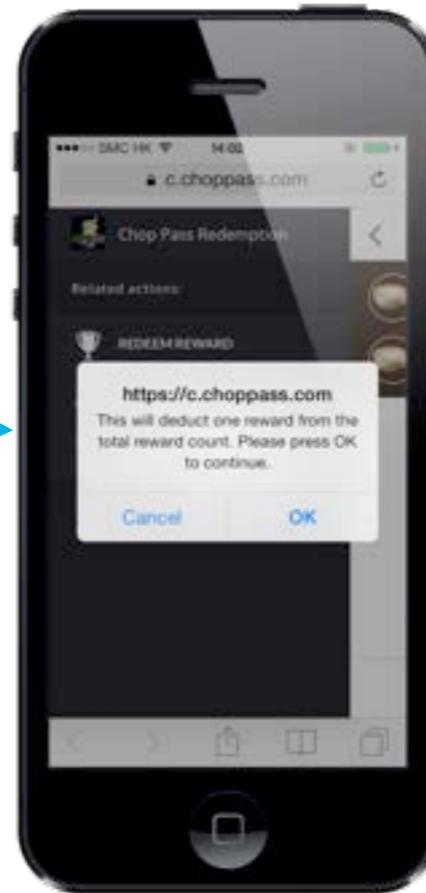
Click the menu button on upper left corner.

Step 2



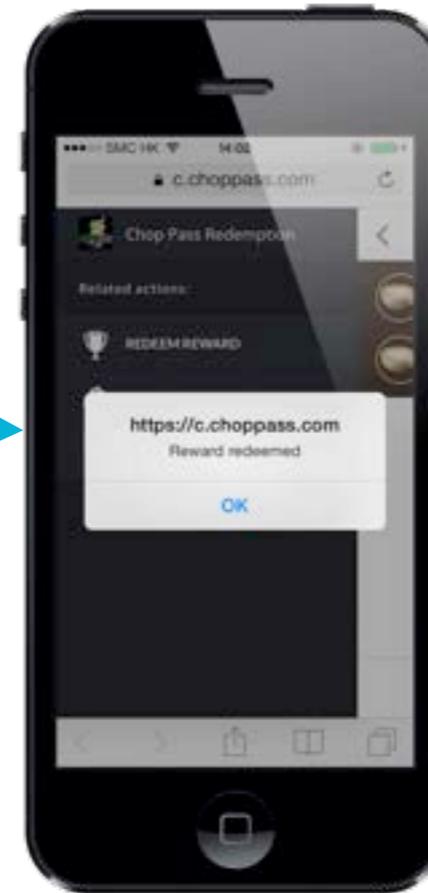
Click "REDEEM REWARD".

Step 3



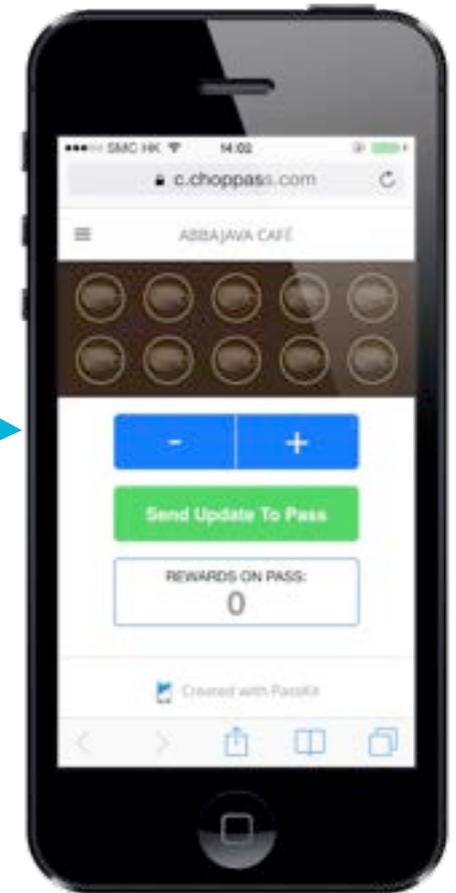
Click "OK" to confirm deduct one reward from the pass.

Step 4



The screen will show as Reward redeemed.

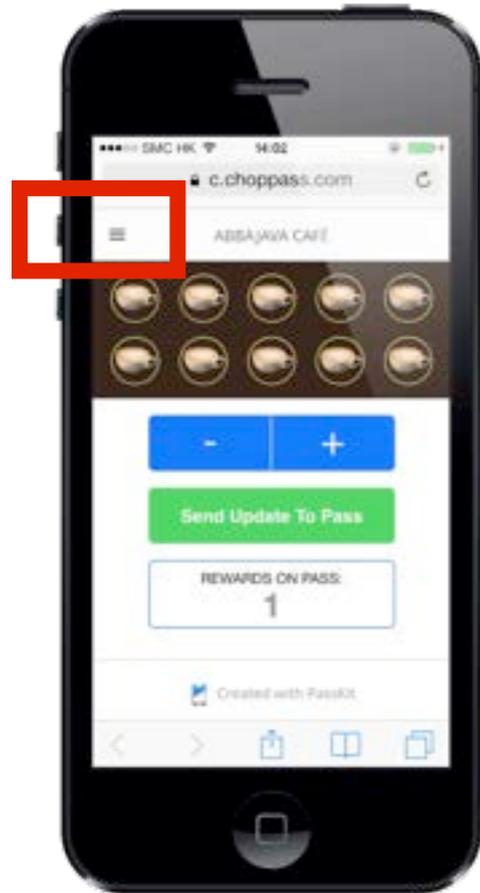
Step 5



The total rewards number will be deducted and pass successfully updated.

D. How to reset the Chop Pass?

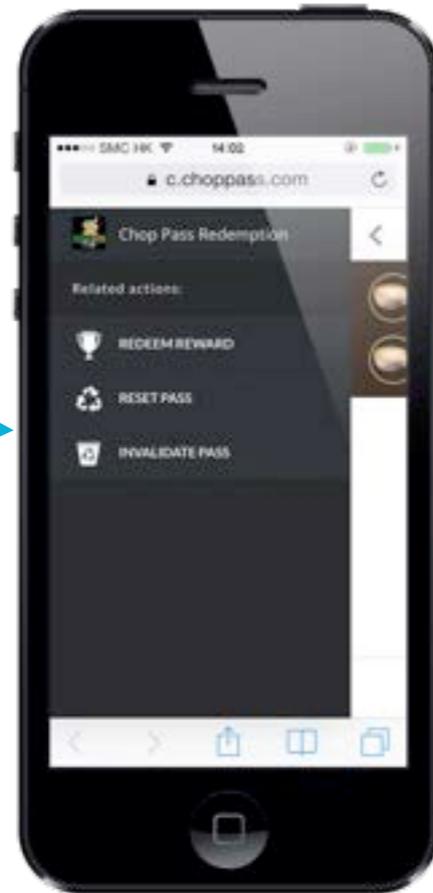
Step 1



Scan the barcode from the front of pass and connect to the redemption page.

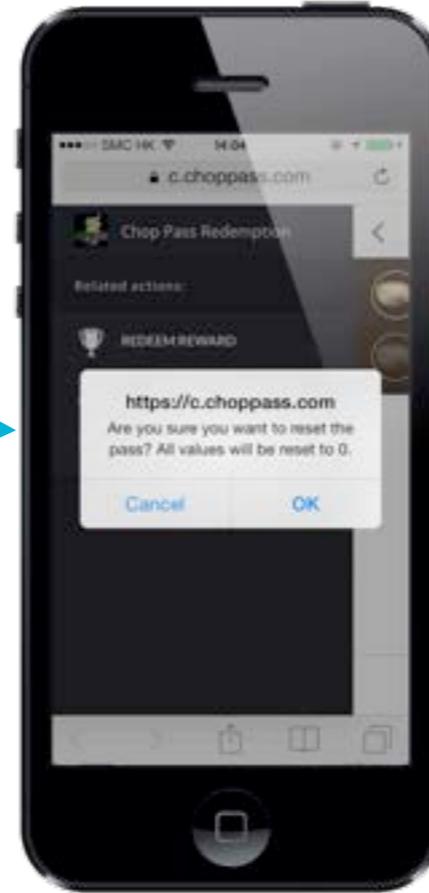
Click the menu button on upper left corner.

Step 2



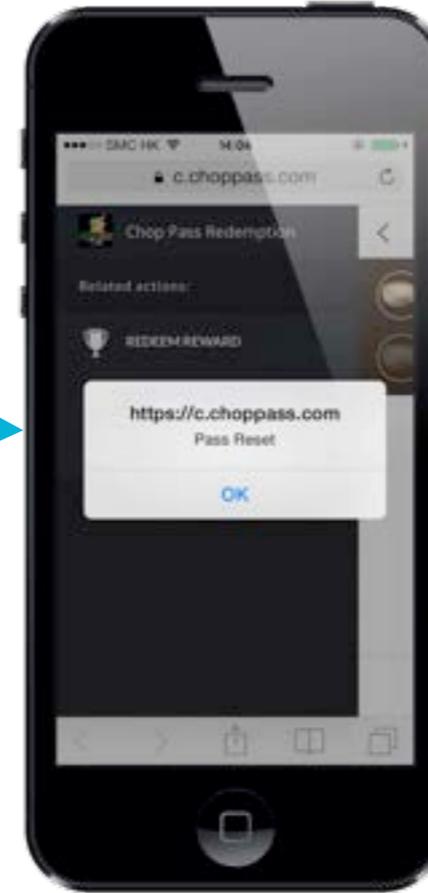
Click "RESET PASS".

Step 3



Click "OK" to confirm reset all values to 0 for the pass.

Step 4



The screen will show as Pass Reset.

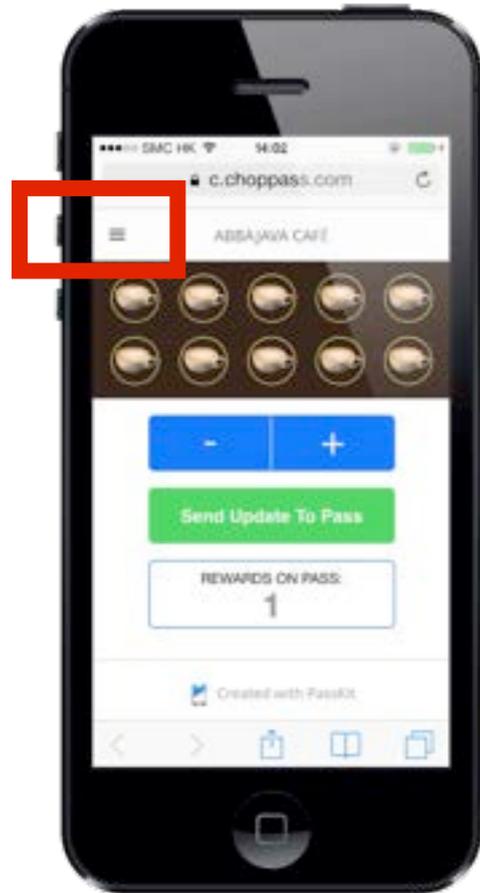
Step 5



All rewards and chops number will be reset to 0 and pass successfully updated.

E. How to invalidate the Chop Pass?

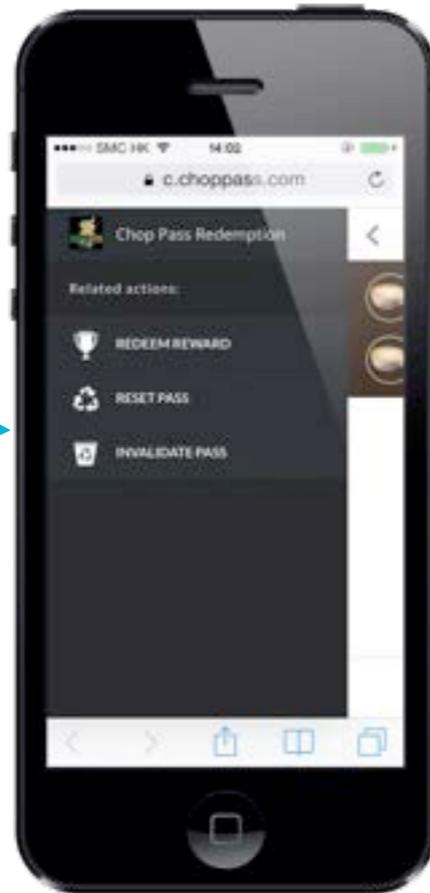
Step 1



Scan the barcode from the front of pass and connect to the redemption page.

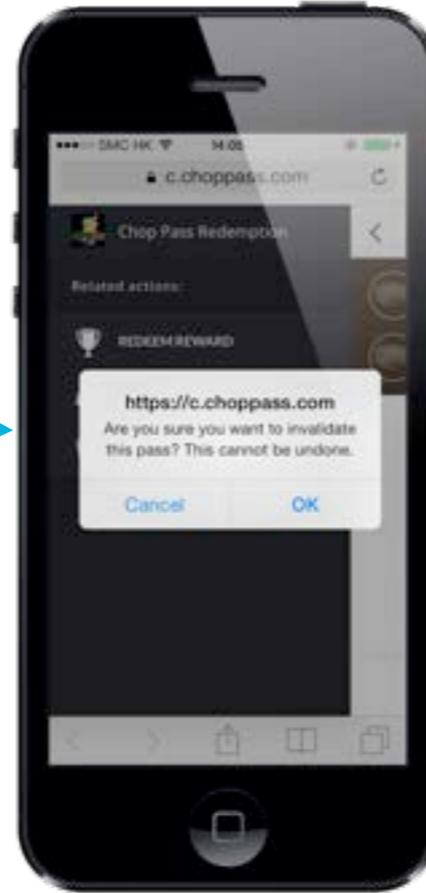
Click the menu button on upper left corner.

Step 2



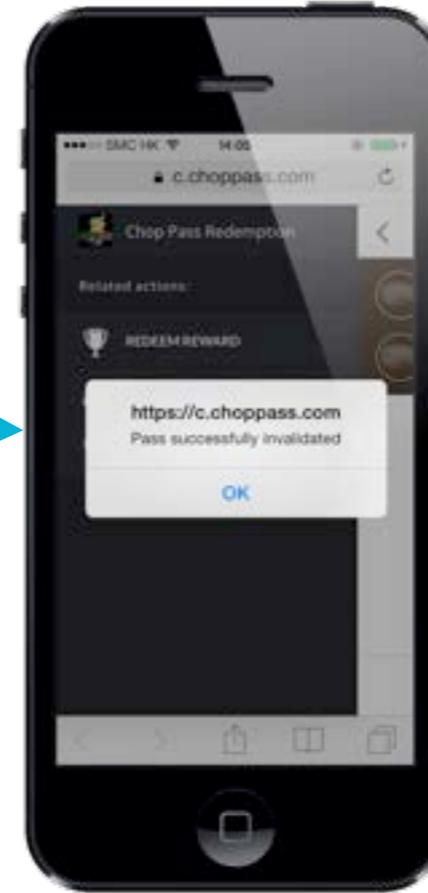
Click "INVALIDATE PASS".

Step 3



Click "OK" to confirm invalidate the pass. Please noted that the pass cannot re-validate after this step.

Step 4



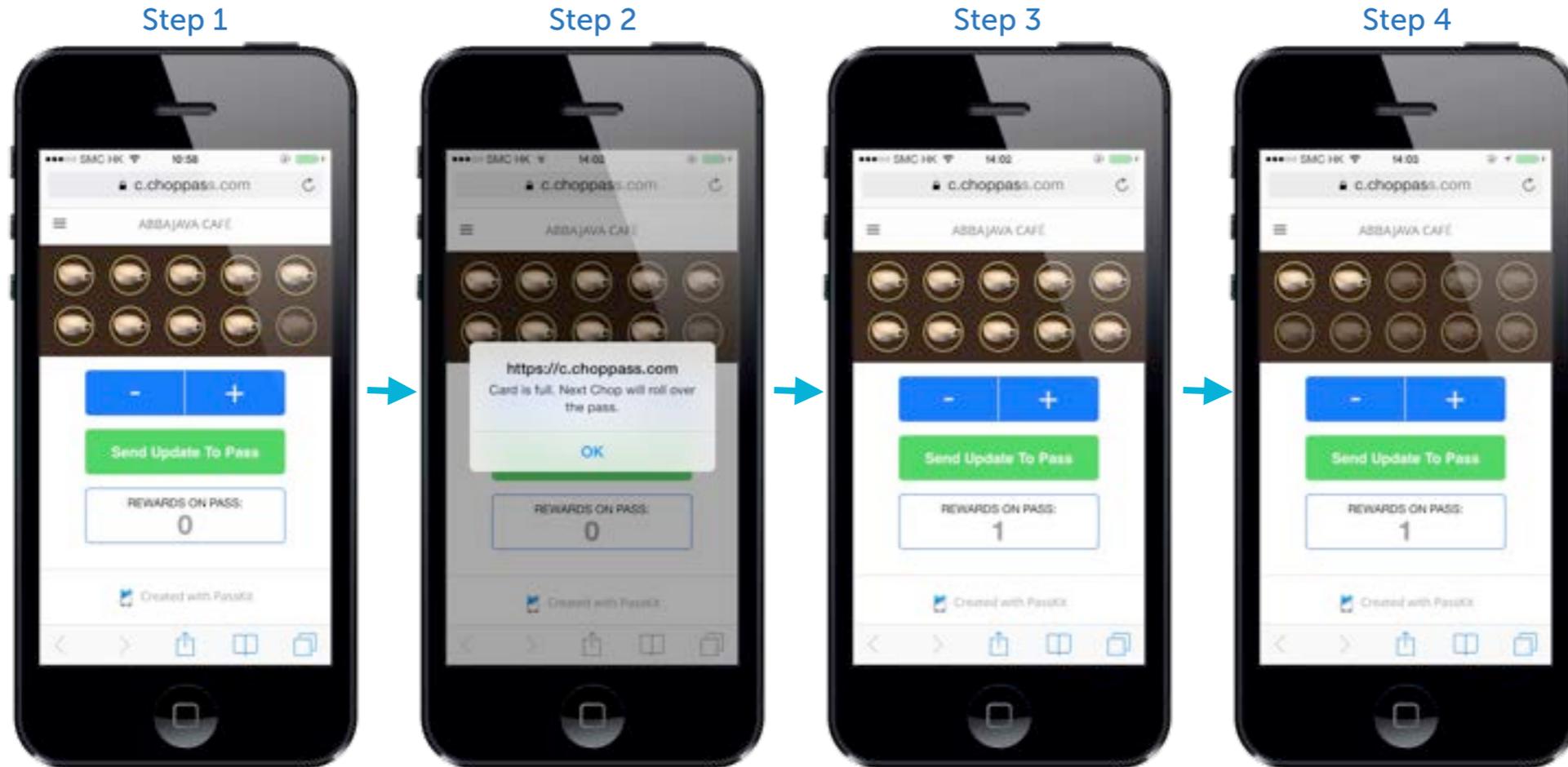
The screen will show as Pass successfully invalidated.

Step 5



All rewards and chops number will be reset to 0, barcode will be removed and pass successfully invalidated.

F. How to get a new Chop Pass and start over again?



Scan the barcode from the front of pass and connect to the redemption page.

Once you add the 10th chop, screen will show as "Card is full. Next Chop will roll over the pass."

Reward number will show as 1.

Click "+" to add more chops and the pass will start over again automatically.

F. How to get a new Chop Pass and start over again?



You can keep adding chops without redeem the existing rewards.

Customers will receive the lockscreen message with their new chops updates as usual.

One swipe, they can find the pass has been roll over and new chops records updated.

Existing reward record will be displayed on the back of the pass.

3. Coupon

! Below is the example of pass setting, fields name/ label/ data can be customized based on needs.

3. Coupon Layout



A. Coupon Redemption Process- Customers

Step 1



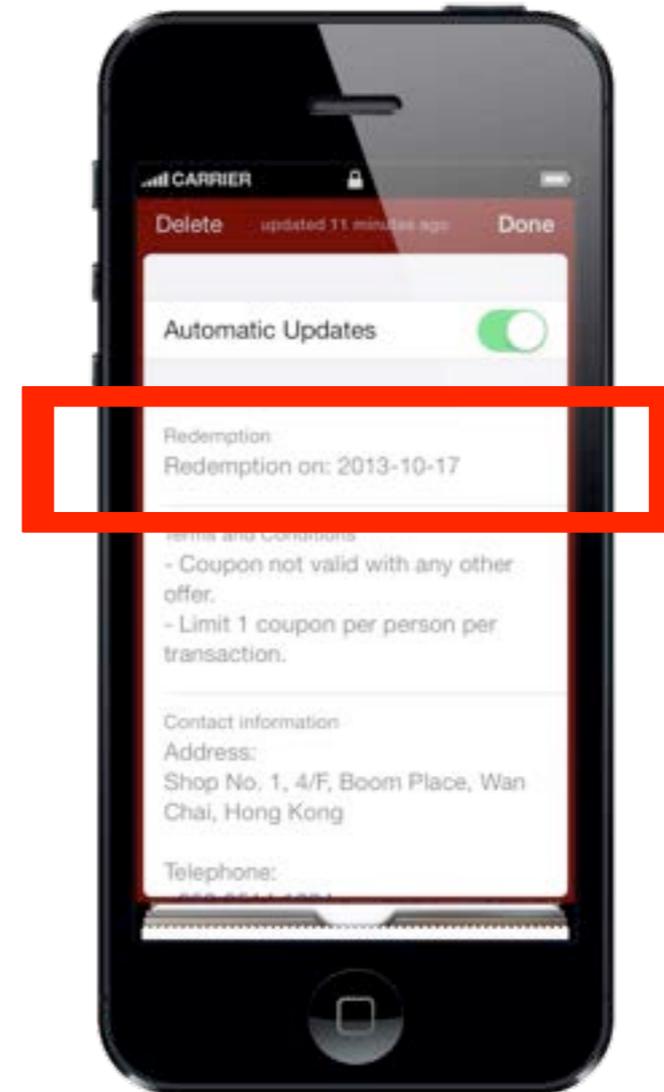
Customer presents their chop pass to staff prior to ordering.

Step 2



Once coupon redeemed, the code will be removed from customer's pass automatically.

Step 3



The redemption date will also be displayed at the back of the pass.

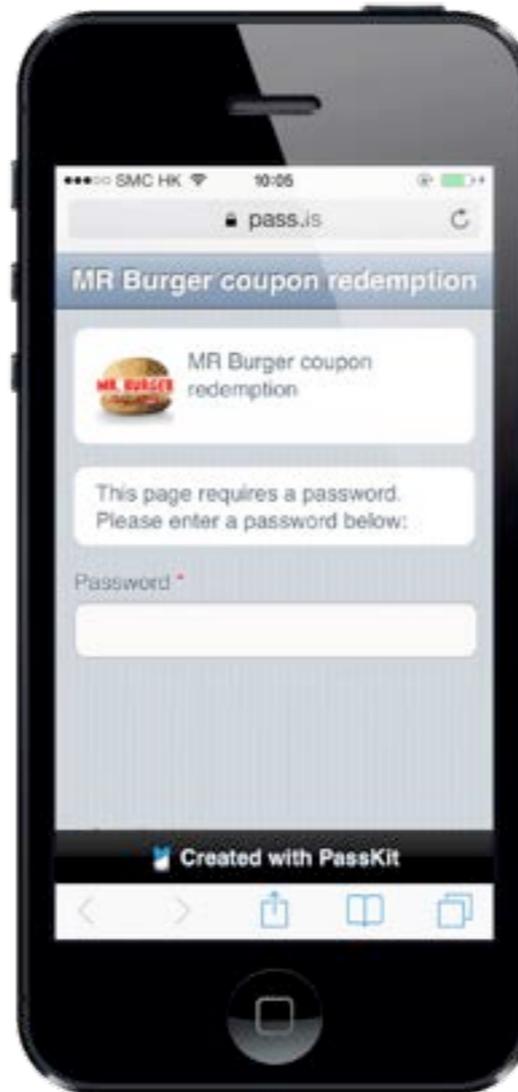
B. Coupon Redemption Process- Merchants

Step 1



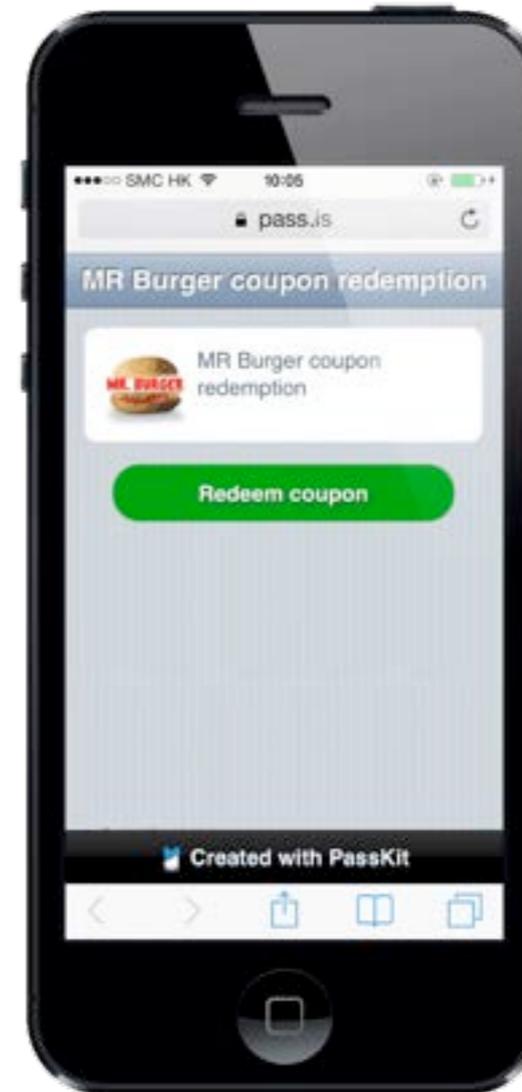
Staff scans the QR code on the customer's pass and connects to the redemption page.

Step 2



Staff inputs the password for verification.

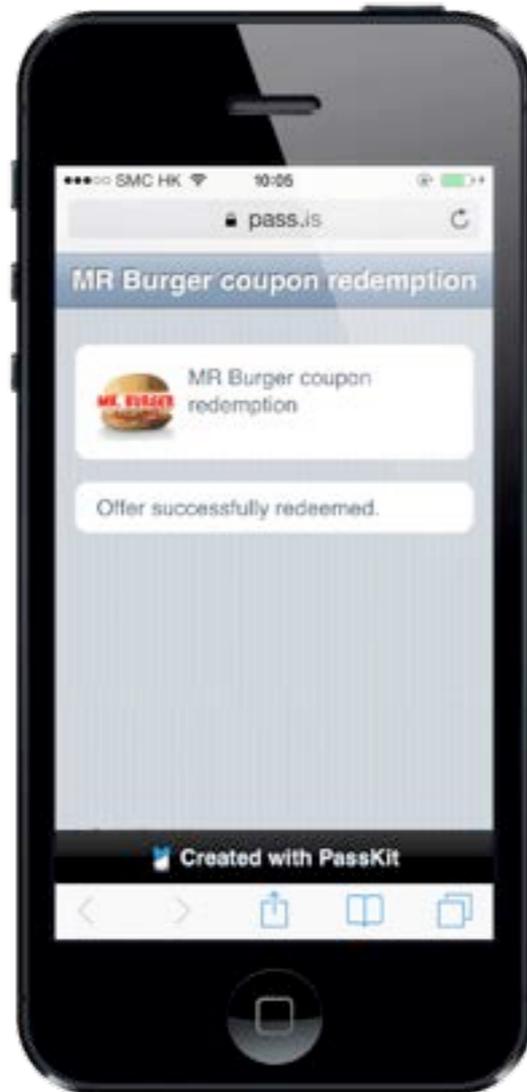
Step 3



Staff clicks for coupon redemption.

B. Coupon Redemption Process- Merchants

Step 4



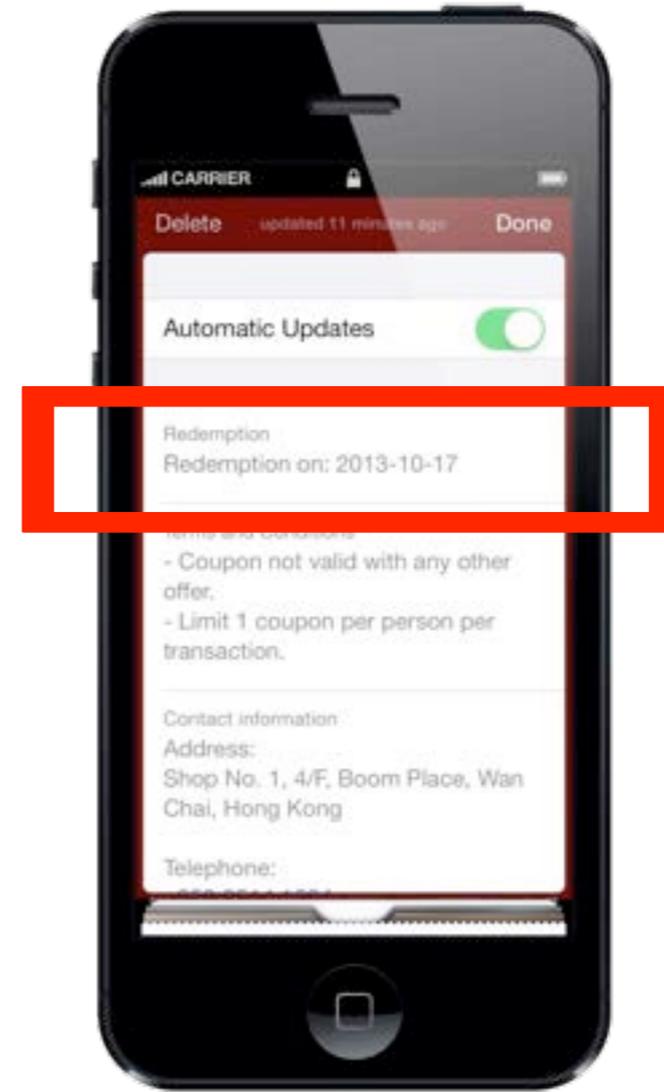
The pass is successfully redeemed.

Step 5



The barcode will be removed from customer's pass automatically.

Step 6

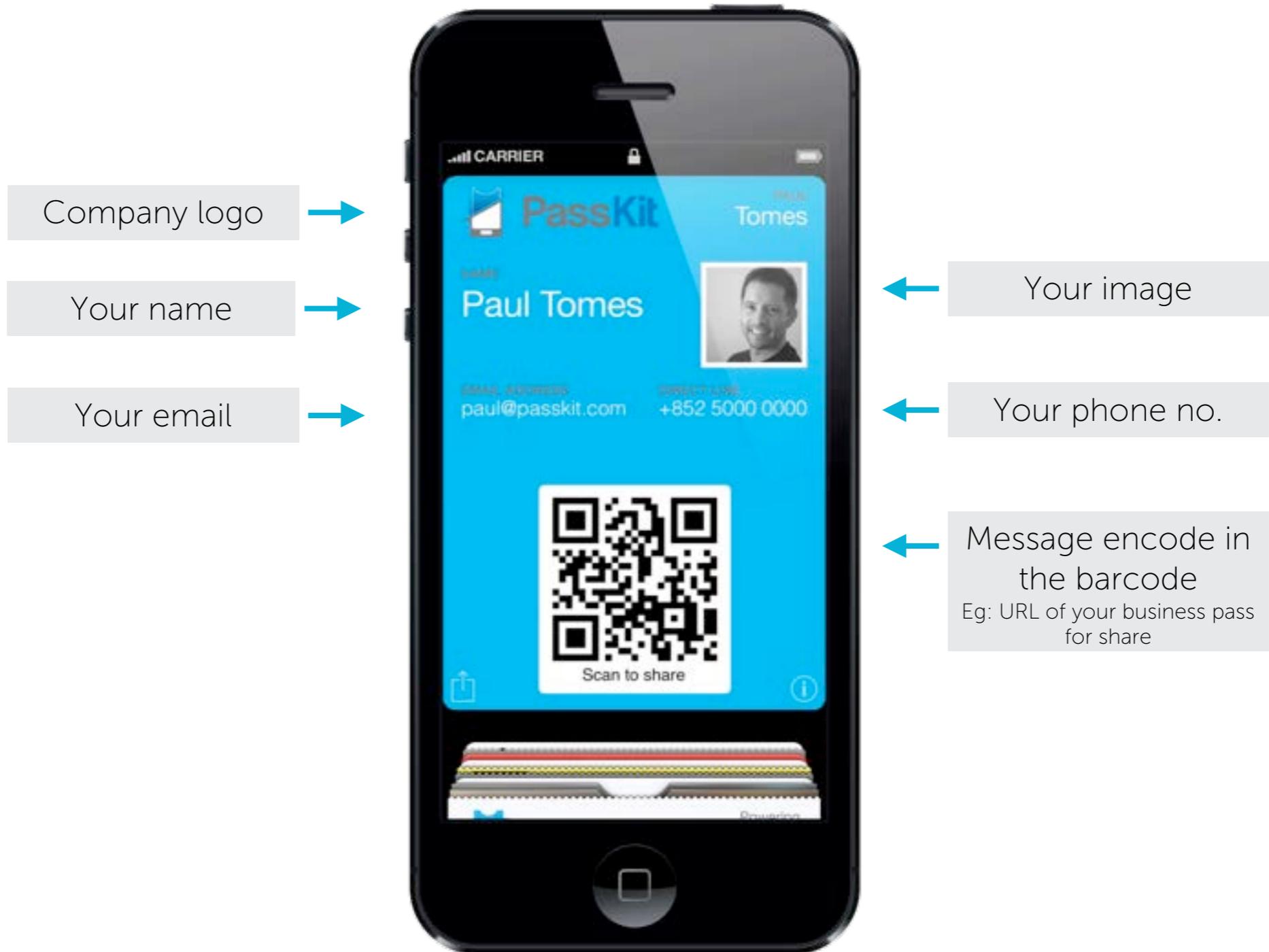


The redemption date will also be displayed at the back of the pass.

4. Business Card

! Below is the example of pass setting, fields name/ label/ data can be customized based on needs.

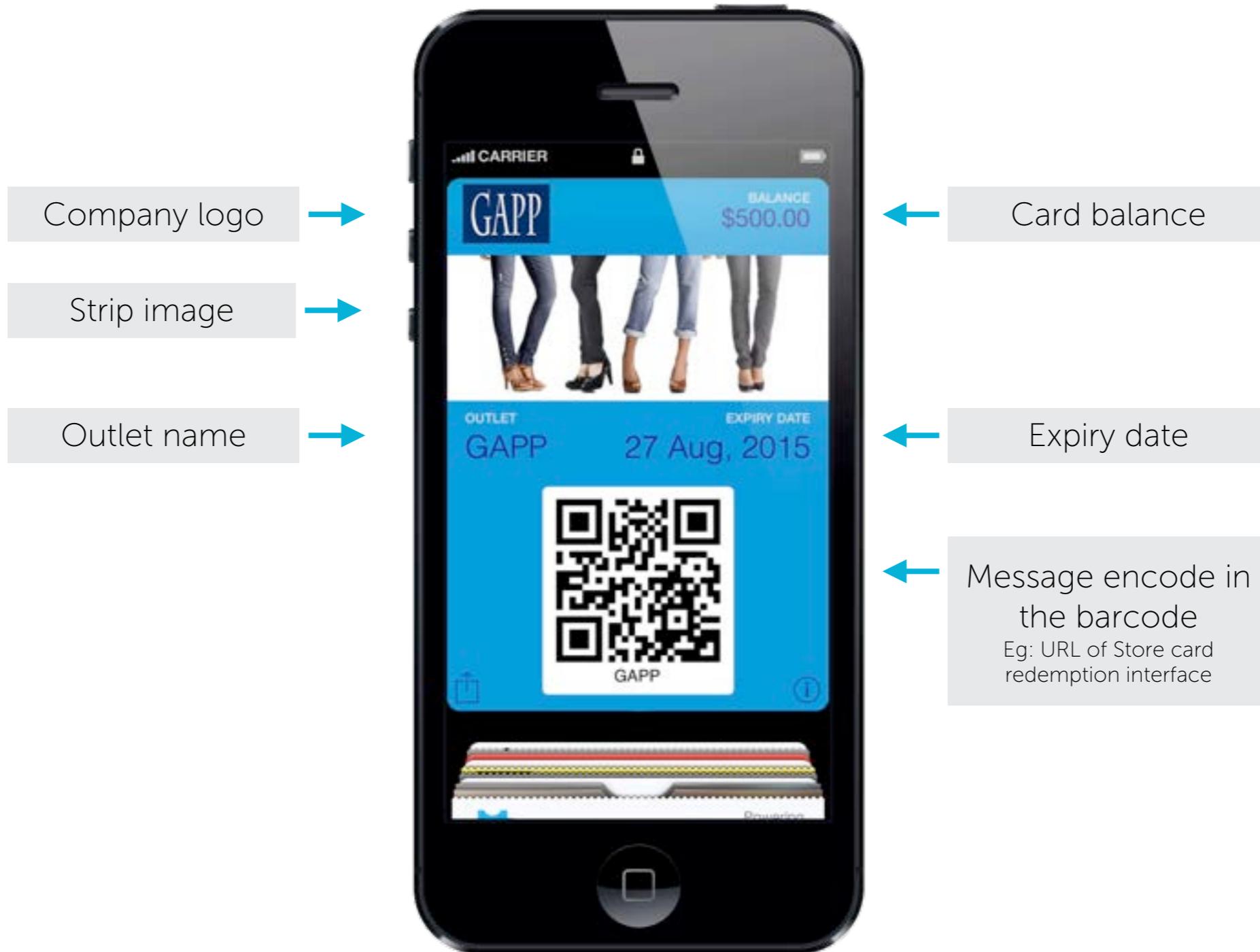
4. Business Card Layout



5. Store Card

! Below is the example of pass setting, fields name/ label/ data can be customized based on needs.

5. Store Card Layout



6. Event Ticket

! Below is the example of pass setting, fields name/ label/ data can be customized based on needs.

6. Event Ticket Layout



7. Transit Pass

! Below is the example of pass setting, fields name/ label/ data can be customized based on needs.

7. Transit Pass Layout



Company logo →

Flight details →

Passenger's name →

← Seat & Gate details

← Flight destination

← Frequent flyer

← Flight class

← Message encode in the barcode

SEAT	GATE
44B	510

FLIGHT NO.	DATE	DEPART	CONNECTING FROM
PP261	05OCT	23:45	PP100

PASSENGER NAME	FREQUENT FLYER
BUN/CHRISTIAN	CXGO/SAPPHIRE

Premium Economy

Scan to share

Trusted Brand Partners





Learn everything about PassKit:
PassKit.com

